

Hotel Advertising: Manchester Grand Hyatt

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Deadlines
 Space reservation deadline: Jan. 18, 2024
 Prototypes due: Jan. 25, 2024
 Materials due: Feb. 1, 2024

Installation to be completed by 8 a.m. on Thursday, March 7, 2024.
 Dismantle begins after 5 p.m. on Sunday, March 10, 2024.

Harbor Foyer Banner

Harbor Tower Escalator Surround

Lobby Bar Overlook

Lobby Escalator

Lobby Video Wall

Second Floor Landing Video Wall



click to enlarge

Harbor Foyer Banner

- Your message hangs at the entrance to the Harbor Ballroom Foyer and faces into the second floor landing where doors lead from the Grand Hyatt to Seaport Village and the convention center.
- Banner is visible from the top of the lobby escalator to the second floor.

INSERTION ORDER/SPECS

Rate
\$5,000

*Rights only. Sponsor provides branded napkins.
 Exclusive opportunity.*



click to enlarge

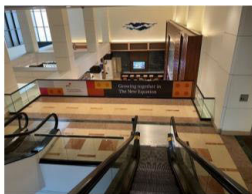
Harbor Tower Escalator Surround **SOLD**

- Surround the escalator from the lobby to the Harbor Tower second floor foyer with your message.
- Includes 11 glass panel clings, all but two double-sided.
- Combine this sponsorship with the Lobby Escalator to dominate this path!

INSERTION ORDER/SPECS

Rate
~~\$15,400~~ **SOLD**

*Rights only. Sponsor provides branded napkins.
 Exclusive opportunity.*



click to enlarge

Lobby Bar Overlook

Your message is displayed on this double-sided glass railing cling overlooking The Landing, the Grand Hyatt's Lobby Bar.

INSERTION ORDER/SPECS

Rate
\$14,520

*Rights only. Additional production fees will apply.
 Exclusive opportunity.*



click to enlarge

Lobby Escalator **SOLD**

- Highly visible from The Landing lobby bar, this escalator takes attendees from the lobby to the second floor landing, where they can exit the hotel for Seaport Village and the convention center.
- Branding is available on the escalators and the stairs.
- Combine this sponsorship with the Harbor Tower Escalator Surround to dominate this path!

INSERTION ORDER/SPECS

Rate
~~\$22,000~~ **SOLD**

*Rights only. Additional production fees will apply.
 Exclusive opportunity.*



click to enlarge

Lobby Video Wall

- This giant lobby video wall can't be missed and is the perfect place for your message!
- Nearly 9' H X 16' W, and spanning sixteen monitors, this video wall has interactive software to allow for custom configurations and enhanced content.
- Four advertisers will rotate in this space, with 15- to 30-second videos each.
- Video wall is on 24/7.
- Video only. No audio.

INSERTION ORDER/SPECS

Rates	
30 seconds	\$18,000
15 seconds	\$12,000

Standard production charges included.



click to enlarge

Second Floor Landing Video Wall

- On the right as attendees come to the top of the escalator at the second floor landing, where doors lead from the Grand Hyatt to Seaport Village and the convention center.
- Four advertisers will rotate in this space, with 15-second videos each.
- Video Wall is 108" H X 191" W.
- Video only. No audio.

INSERTION ORDER/SPECS

Rate

\$9,000

*Standard production charges included.
Exclusive opportunity.*

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If the 2024 AAD Annual Meeting must be converted to virtual, sponsorships will transition to an option of equal value and exposure.

All quantities herein are based on projected attendance and association membership numbers and, in some cases, projected non-member professionals, and are therefore not guaranteed.



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