

Hotel Advertising: Marriott Marquis

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AAD Annual Meeting 2024 Headquarter Hotel

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.

Bar Napkins	Column Wraps	Columns on Harbor Drive	Digital Floor Display	Elevator Door Clings	Escalator Clings
Exterior South Wall Strip	Front Desk Monitors	Lobby: North Tower Header	Lobby: South Tower Header	Lower Level Entrance	Lower Level Video Monitor
Main Hotel Entrance	North Tower Video Monitor	South Tower Foyer Gobo	South Valet Wall	Wall Cling at Top of Escalator	



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Bar Napkins

- Receive hundreds of brand impressions every day with your branded bar napkins in the Marina Kitchen bar (in the South Tower).
- Sponsor provides 5,000 napkins.

INSERTION ORDER/SPECS

Rate
\$5,500

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



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Column Wraps **SOLD**

- Your branding reaches attendees throughout the hotel.
- Two columns in the South Tower foyer near guest elevators, the hotel restaurant and grab 'n go outlet, and the most common walking entrance/exit to and from the convention center.
- Three columns in the North Tower as attendees walk to elevators or Starbucks:
 - Branding on one column will be cut around hotel directional signage. See photo.
 - Two columns are conjoined and have a hanging hotel directional sign. See photo.
 - Additional columns are available beyond Starbucks on the walkway to the North Tower elevators.

INSERTION ORDER/SPECS

Rates	
Two South Tower Wraps	\$20,000 SOLD
Three North Tower Wraps	\$20,000 SOLD

Additional North Tower Wraps are available.

Rights only. Additional production fees will apply.



Columns on Harbor Drive **SOLD**

- Eight columns outside the hotel give you huge street-side exposure with attendees passing by during the conference.
- Size: Approximately 96" W x 240" H

INSERTION ORDER/SPECS

Rate
~~\$75,000~~ **SOLD**

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

click to enlarge



click to enlarge

Digital Floor Display **SOLD**

- Located in the busy South Tower foyer where guest elevators, the hotel restaurant/bar and grab 'n go outlet are located.
- Advertiser provides image or video (no audio) for projection onto the floor.
- Projection is on from 6:30 a.m.-10 p.m. each day of the conference.
- Size: Approximately 12' H x 8' W.

INSERTION ORDER/SPECS

Rate

\$12,025 **SOLD**

Standard production charges included.
Exclusive opportunity.



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Elevator Door Clings **SOLD**

- Sponsor messaging surrounds attendees waiting to enter guest elevators.
- Elevator door branding (outside only) is available in the North and South Towers:
 - North Tower: Four elevators
 - South Tower: Five elevators

INSERTION ORDER/SPECS

Rates

Four North Tower Elevators	\$40,000 SOLD
Five South Tower Elevators	\$45,000 SOLD

Rights only. Additional production fees will apply.



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Escalator Clings **SOLD**

Two escalators are available in the busy South Tower foyer:

Lower Level Entrance Escalator

- Leads from the garage entrance/exit most used by convention center walkers to the South Tower foyer with guest elevators, the hotel restaurant/bar and grab 'n go outlet.
- In addition to branding the glass sides, advertiser may also add a floor cling at the bottom of the escalator.

Marina Escalator

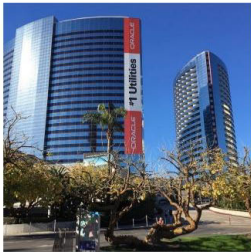
- The nearby Marina Escalator is in the South Tower foyer near guest elevators, the hotel restaurant/bar and grab 'n go outlet, and the most common entrance/exit to walk to and from the convention center.

INSERTION ORDER/SPECS

Rate

\$25,000 each **SOLD**

Rights only. Additional production fees will apply.



click to enlarge

Exterior South Wall Strip **SOLD**

- Dominate the convention area skyline with your messaging on the outside of the Marriott hotel.
- Size: Approximately 23' W x 200' H

INSERTION ORDER/SPECS

Rate

\$75,000 **SOLD**

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



Front Desk Monitors **SOLD**

- Two monitors at the Marriott front desk project your message to attendees arriving or returning to the front desk/lobby area.
- Images can be static (singular or scrolling) or video (no audio).

INSERTION ORDER/SPECS

Rate

\$6,000 each **SOLD**

Standard production charges included.



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Lobby: North Tower Header **SOLD**

- Your message greets attendees as they check in to the hotel and each time they revisit the lobby or walk to North Tower elevators or Starbucks.
- High visibility from lobby and registration.
- Size: Approximately 45' 8" W x 4' H for the full width and 30' W x 4' H for the partial width.

INSERTION ORDER/SPECS

Rate
\$16,500 SOLD

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



click to enlarge

Lobby: South Tower Header **SOLD**

- Huge visibility from the front door, registration and throughout the lobby area.
- Banner is over the entrance to the South Tower where guest elevators, the hotel restaurant/bar and the grab 'n go outlet are located, as well as the most common entrance/exit to walk to and from the convention center.
- Size: Approximately 98" H x 220" W.

INSERTION ORDER/SPECS

Rate
\$25,000 SOLD

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



click to enlarge

Lower Level Entrance **SOLD**

- Greet attendees often as they return to the Marriott from the convention center.
- This is the entrance most used by walkers returning from the convention center.
- Size: Approximately 29' W x 11'6" H.

INSERTION ORDER/SPECS

Rate
\$40,000 SOLD

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



click to enlarge

Lower Level Video Monitor **SOLD**

- Catch the eye of attendees walking to the convention center via the lower level garage exit.
- This is the most common path to the convention center
- Unit is directly beside the exit doors.
- Images can be static (singular or scrolling) or video (no audio).

INSERTION ORDER/SPECS

Rate
\$10,750 SOLD

*Standard production charges included.
Exclusive opportunity.*



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Main Hotel Entrance **SOLD**

- Be the first to welcome AAD Annual Meeting attendees with your branding on the front entrance of this headquarter hotel.
- This is the entrance most used by taxis.
- Includes a banner over the front doors (approximately 23' W x 7'5" H) and one column on either side.

INSERTION ORDER/SPECS

Rate
\$38,500 SOLD

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



North Tower Video Monitor

- Grab the attention of attendees as they head to North Tower elevators – or Starbucks!
- Located near the bell stand and right at the corner of the North Tower walkway.
- Images can be static (singular or scrolling) or video (no audio).
- Only the right screen in the photo is available.

INSERTION ORDER/SPECS

Rate
\$5,750

*Standard production charges included.
Exclusive opportunity.*



click to enlarge



click to enlarge

South Tower Foyer Gobo

- Shine your branding in the busy South Tower Foyer 24/7 for all to see!
- Gobo shines onto the wall above the walkway to the lobby and the North Tower, and next to the hotel's grab 'n go outlet.

INSERTION ORDER/SPECS

Rate
\$9,350

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



click to enlarge

South Valet Wall **SOLD**

Sponsor branding is visible from Harbor Drive and as attendees walk to and from the convention center, the Marriott and the Grand Hyatt.

Size:

- Left face: approximately 23'8" W x 24'4" H.
- Right face: approximately 20'8" W x 24'4" H.

INSERTION ORDER/SPECS

Rate
~~\$38,500~~ **SOLD**

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



click to enlarge

Wall Cling at Top of Escalator **SOLD**

- Can't miss visibility for your message at the top of the escalators leading to/from the garage entrance/exit most used by convention center walkers.
- Size: Approximately 81" H x 139" W

INSERTION ORDER/SPECS

Rate
~~\$20,000~~ **SOLD**

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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.

