

## Hotel Advertising: Hilton Orlando

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### An AAD Annual Meeting headquarters hotel

[Take a virtual tour!](#)

#### Deadlines

Space reservation deadline: Jan. 10, 2025

Prototypes due: Jan. 24, 2025

Materials due: Jan. 31, 2025

See individual opportunities for installation and dismantle times.

Additional Doors to Front Drive

Arch Wall Display

Concierge Wall Panels

Convention Center Entrance/Exit and Pedestrian Bridge

Escalator to Shuttle Buses

Front Desk Columns

Front Entrance Branding

Grab 'N Go Wall Display

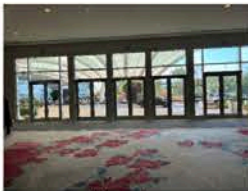
Guest Elevators

Hotel Room Deliveries

Lobby Glass Clings

Lobby Lounge Branding

Shuttle Bus Area Branding



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### Additional Doors to Front Drive

- A big presence for a big message on five sets of doors near the Grab 'N Go outlet, leading to the front drive.
- These doors also have high visibility to attendees walking back from the shuttle buses, the Grab 'N Go outlet and the convention center pedestrian bridge.
- Package includes single-sided branding (facing into hotel) on all doors and surrounding glass.

#### Installation/Dismantle:

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$20,000

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

[Insertion Order/Specifications](#)



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### Arch Wall Display

- A large wall display near the hotel's Grab 'N Go outlet and the "Additional Doors to Front Drive."
- Display is highly visible to attendees walking back from the shuttle buses, the Grab 'N Go outlet and the convention center pedestrian bridge.

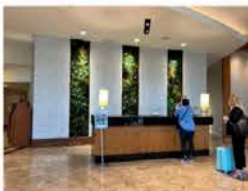
#### Installation/Dismantle:

- Installation will be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$20,000

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

[Insertion Order/Specifications](#)



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### Concierge Wall Panels

- A unique opportunity to get your message to attendees in a busy area.
- Four panels, interspersed with greenery, will carry your branding behind the concierge desk.
- Attendees will walk past this desk on their way to guest elevators.
- Concierge desk is also visible from the open bar area.

#### Installation/Dismantle:

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$15,000

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

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### Convention Center Entrance/Exit and Pedestrian Bridge

- Brand the convention center pedestrian bridge for those who want to get their steps in!
- Package includes hotel glass doors and surrounding glass, as well as eight double-sided overhead banners leading to the South Concourse (meeting is in the West Concourse).

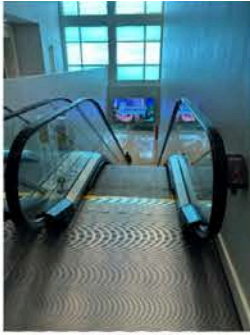
#### Installation/Dismantle:

- Installation will be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$30,000

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

[Insertion Order/Specifications](#)



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## Escalator to Shuttle Buses

- Combine your print message with a digital one that attendees will see as they head to the busy convention center shuttle bus area. (Most attendees will take shuttles to the convention center.)
- Package includes branding on the escalator and an overhead digital sign.
- Video or static images. No audio.
- Sign is on 24/7.

### Installation/Dismantle:

- Installation will be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$25,000

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

[Insertion Order/Specifications](#)



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## Front Desk Columns

- Surround attendees with your message as they check in - and anytime they walk through the lobby, with clings on front desk columns.
- Four columns surrounding the front desk.

### Installation/Dismantle:

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$25,000

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

[Insertion Order/Specifications](#)



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## Front Entrance Branding

- Be the first to welcome AAD attendees to this headquarters hotel with your branding on the front entrance.
- Single-sided branding on outer and inner sets of sliding doors and manual doors on either side. (Outer doors to be branded facing out to driveway; inner doors to be branded facing into lobby.)
- Package also includes glass above doors (single-sided).

### Installation/Dismantle:

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$20,000

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

[Insertion Order/Specifications](#)



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## Grab 'N Go Wall Display

- A large wall display near the hotel's Grab 'N Go outlet and in the hallway leading to the shuttle bus area.
- Display is highly visible to attendees walking back from the shuttle buses, the Grab 'N Go outlet and the convention center pedestrian bridge.

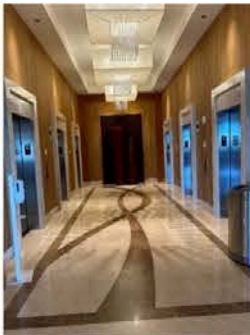
### Installation/Dismantle:

- Installation will be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$20,000

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

[Insertion Order/Specifications](#)



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## Guest Elevators

- Great exposure for your message as attendees wait to return to their rooms.
- Outer door branding on two banks of six elevators each:
  - Floors 3-11
  - Floors 12-19
- Packages are for three elevators each.

### Installation/Dismantle:

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**  
\$35,000 each (four available)

*Rights only. Additional production fees will apply.*

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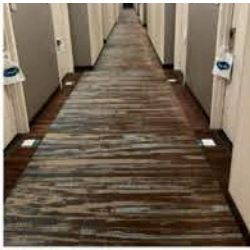
## Hotel Room Deliveries

### Opportunity:

### Deadlines

Space reservation: Feb. 7, 2025  
Materials due: March 4, 2025

### Rates



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- Advertiser-supplied: Booth announcements, promotions, program invitations and products.

**Reach:**

- Meeting attendees at the Hilton Orlando. (Other key hotels also available.)
- Attendees and AAD members via a link to inserts online in the eDaily (details in dropdown below).

**Distribution:** Delivered to select hotel rooms on March 5, 6, 7, 8 and 9, 2025.

[Online distribution details](#)

**Promote your industry program or booth with a High-Performance Ad on Meeting News Central!**

*\*Inserts subject to AAD approval.*

**Evening of March 5 or morning of March 6 only**

- Quantity: 900 deliveries
- Location: Outside the room
- Rate: \$7,200

**March 6 only**

- Quantity: 800 deliveries
- Location: Inside the room
- Rate: \$11,600

**March 7, 8 and 9 only**

- Quantity: 900 deliveries
- Location: Outside the room
- Rate: \$8,100

**March 7, 8 and 9 only**

- Quantity: 900 deliveries
- Location: Inside the room
- Rate: \$13,050

[Insertion Order/Specifications](#)

*Advertiser provides items to be distributed, subject to AAD approval. Packaged products may not exceed 6 oz. and must be in sealed bags.*

*Advertiser arranges production and shipping details for Individual Hotel Room Drop, and has items delivered to hotels each morning. Ascend Media manages distribution only.*

*AAD and Ascend Media encourage all advertisers and sponsors to use environmentally friendly printing, including recycled/recyclable paper and plant-based inks. No petroleum-based UV coating. Aqueous coating permitted.*



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**Lobby Glass Clings**

- A dramatic presence for your message on lobby windows.
- Three sets of windows are divided by columns.
- Advertiser branding available on four windows of the middle set. (See photos.)
- Branding single-sided, facing into lobby.
- Seating is in front of the windows.
- This is a very active area - leading to the lobby lounge and guest elevators on one side, and the convention center pedestrian bridge, restaurant and Grab 'N Go outlet on the other.

**Installation/Dismantle:**

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

**Rate**

\$25,000 each (two available)

*Rights only. Additional production fees will apply.*

[Insertion Order/Specifications](#)



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**Lobby Lounge Branding**

- Continue your messaging to attendees after hours in the lobby lounge.
- Branding is also visible to attendees walking to guest elevators and hotel sports bar.
- Availability includes six column wraps (identified in photos) and 13 tabletop clings (nine tall and four short tables).
- With a complete buy-out, lighted rings above the bar can change colors to coordinate with advertiser branding.
- Some columns have obstructions to be designed around.

**Installation/Dismantle:**

- Installation will begin at 1 p.m. on Thursday, March 6, 2025.
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Rates	
Columns	\$30,000
Tabletop Clings	\$20,000

*Rights only. Additional production fees will apply.*

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**Shuttle Bus Area Branding**

- "Own" the shuttle bus area and make a big impression on attendees as they wait for shuttle buses to the convention center - and when they return!
- Doors: Two sets of sliding glass doors with a vestibule in between leading to shuttle buses (16 doors total). Advertiser can choose single- or double-sided clings.
- Windows: Nine windows at the base of the elevator as people descend to shuttle bus waiting area. (Single-sided clings recommended.)
- Columns: Eight columns outside in the area where attendees will wait for shuttle buses.

**Installation/Dismantle:**

- Installation will be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

Rates	
Windows	\$15,000
Doors	\$20,000
Columns	\$38,000

*Rights only. Additional production fees will apply.*

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**Deadlines**

Space reservation deadline: Jan. 10, 2025  
 Prototypes due: Jan. 24, 2025  
 Materials due: Jan. 31, 2025

See individual opportunities for installation and dismantle times.

*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.*



**annual meeting**  
MARCH 7-11, 2025 • ORLANDO, FL  
**Official Meeting Provider**



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