

Hotel Advertising: Hyatt Regency Orlando

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An AAD Annual Meeting headquarters hotel

Receptions, INC Programs, the AAD Career Fair and other meetings will be held at the Hyatt Regency Orlando.

[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.

Balcony Overlooking Front Lobby	Coffee Shop Digital Signage	Convention Center Entrance/Exit	Descend 21 Lounge and Restaurant	Digital Signage in Hallway
Engagement Area	Escalator and Skybridge to Convention Center	Exclusive Meeting Area Framed Digital Signage	Front Desk Digital Signage	Front Entrance Columns
Grab 'N Go Branding	Guest Elevators	Hotel Room Deliveries	INC Program Digital Signage	Lobby Lounge Branding
Lobby Lounges Glass Cling	Lobby Nooks	Lobby Pillars	Meeting Area Column Wraps	Meeting Area Escalator and Glass Surround
Meeting Area Glass Railing	Meeting Area Ladder Wall	Meeting Area Overhead Digital Signage	Oversight Pedestrian Bridge #2 from Hyatt to West Concourse	Wall Display and Planter Boxes



click to enlarge

Balcony Overlooking Front Lobby

Rate
\$25,000

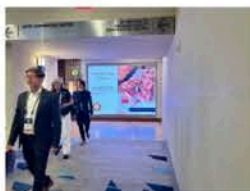
- Your message can't be missed on this glass balcony railing overlooking the front lobby.
- 30 glass panel clings.

Installation/Dismantle:

- Installation to be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins at noon on Sunday, March 9, 2025.

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

[Insertion Order/Specifications](#)



click to enlarge

Coffee Shop Digital Signage

Rate
\$15,000 each (four available)

- Four advertisers will rotate in 10-second intervals on this large digital sign at the end of the hallway leading to the meeting room area (where AAD receptions, meetings, the Career Fair and INC programs will be held), and the hotel coffee shop.
- Coffee shop is open for breakfast, lunch and dinner.
- Video or static images. No audio.
- Sign is on 24/7.

Installation/Dismantle:

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Standard production fees included.

[Insertion Order/Specifications](#)



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Convention Center Entrance/Exit

Rate
\$40,000

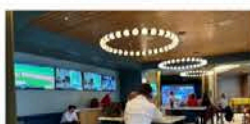
- Brand the busy doors most attendees will take to get to and from the convention center.
- Package includes double-sided branding on all doors and glass of inner and outer doors.
- Also includes a large digital sign immediately inside door with 100% SOV. Video or static images. No audio. Sign is on 24/7.

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Exclusive opportunity.

[Insertion Order/Specifications](#)



Descend 21 Lounge and Restaurant

Rate
\$20,000

- This lobby sports lounge and restaurant is located near the guest elevators and below the Rocks lobby lounge.
- Descend 21 is open for lunch.
- Package includes branding on glass entry doors, patio doors, tabletop clings

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



click to enlarge

and napkins.

- 5,000 napkins to be provided by advertiser.
- Advertiser can provide branded umbrellas for the outside seating area.
- NOTE: AAD is using this lounge/restaurant for the *DermWorld* Happy Hour Thursday night. Advertiser branding is available here Friday through noon on Sunday.

Installation/Dismantle:

- Installation to be completed by 8 a.m. on Friday, March 7, 2025.
- Dismantle begins at noon on Sunday, March 9, 2025.

[Insertion Order/Specifications](#)



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Digital Signage in Hallway

- Six advertisers rotate between two screens in the busy hallway that leads from the lobby to the meeting room area (where AAD receptions, meetings, the Career Fair and INC programs will be held), the Grab 'N Go outlet and the hotel coffee shop.
- These signs also face attendees walking back into the hotel from the convention center skybridge.
- Advertisers will rotate in ten second intervals on both screens.
- Video or static images. No audio.
- Signs are on 24/7.

Installation/Dismantle:

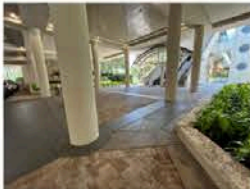
- Installation to be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins at noon on Sunday, March 9, 2025.

Rate

\$15,000 each (six available)

Standard production fees included.

[Insertion Order/Specifications](#)



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Engagement Area

- How could you engage with attendees on their way to, or coming back from, the convention center? Coffee in the morning? Lemonade in the afternoon? Samples? Sunscreen?
- This area is in front of the escalators leading to the convention center skybridge.
- Package includes branding on six columns.
- Any food and beverage in this area must be purchased from the Hyatt.

Installation/Dismantle:

- Installation to be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins at noon on Sunday, March 9, 2025.

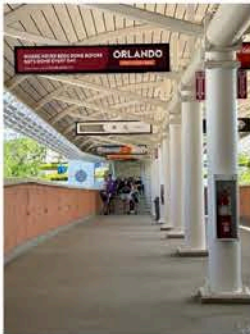
Rate

\$30,000

Rights only. Additional production fees will apply.

Exclusive opportunity.

[Insertion Order/Specifications](#)



click to enlarge

Escalator and Skybridge to Convention Center

- Use the escalator and skybridge from the hotel to the West Concourse of the convention center to impart your message while no other distractions are around.
- Package includes escalator on hotel side leading to skybridge, plus 14 double-sided overhead banners and 12 column wraps on the skybridge from the hotel to the West Concourse of the convention center. (There are 24 columns, but branding on every other column is recommended.)

Installation/Dismantle:

- Installation to be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins at 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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Exclusive Meeting Area Framed Digital Signage

- Large "framed" digital signs between ballroom entrances in the meeting area where AAD meetings, receptions and the Career Fair will be held.
- Attendees will pass these signs as they walk to INC programming.
- Four advertisers each "own" their own frame throughout the meeting, 100% SOV.
- Video or static images. No audio.
- Signs are on 24/7.
- Choose frame Q/R, R/S, S/T or U/V (U/V is around the corner in the INC program area.)

Installation/Dismantle:

- Installation to be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins at midnight on Saturday, March 8, 2025.

Rate

\$25,000 each (four available)

Standard production fees included.

[Insertion Order/Specifications](#)



Front Desk Digital Signage

- Dramatic visibility for your video message at the front desk and throughout the front lobby.
- Two minutes of advertiser video will rotate with two minutes of hotel content.

Rates

Thursday, Friday or Saturday	\$30,000
Sunday	\$15,000



click to enlarge

- Available by day: Thursday, Friday, Saturday, Sunday.
- Video only. No static images. No audio.
- Sign is on 24/7.

Standard production fees included.

[Insertion Order/Specifications](#)

Installation/Dismantle:

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- Dismantle begins at noon on Sunday, March 9, 2025.



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Front Entrance Columns

Welcome attendees to this headquarter hotel with two column wraps on either side of the automated front entrance doors most used by attendees and three column wraps inside the lobby.

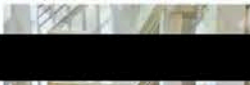
Rate
\$25,000

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

[Insertion Order/Specifications](#)

Installation/Dismantle:

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Grab 'N Go Branding

Grab 'N Go Branding

- Get the attention of attendees grabbing a snack or walking through this area on their way to or from the convention center. (This is the path to the convention center skybridge.)
- Package includes tabletop clings and clings on glass handrails of the four balconies overlooking the area.

Rate
\$25,000

~~\$25,000~~

\$25,000

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Exclusive opportunity.

[Insertion Order/Specifications](#)

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click to enlarge

Guest Elevators

- Great exposure for your message as attendees wait to return to their rooms.
- Two side-by-side elevator banks:
 - Six elevators for floors 4-22.
 - Three elevators to floors 22-31.
- Based on their side-by-side location to the left of the front desk, many attendees will walk through the 3-car bank to get to the six-car bank.

Rates	
Six elevators, floors 4-22	\$30,000
Three elevators, floors 22-31	\$20,000

Rights only. Additional production fees will apply.

[Insertion Order/Specifications](#)

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Hotel Room Deliveries

Opportunity:

- Advertiser-supplied* booth announcements, promotions, program invitations and products.

Deadlines

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

Rates

Evening of March 5 or morning of March 6 only

- Quantity: 900 deliveries
- Location: Outside the room
- Rate: \$11,250

March 6 only

- Quantity: 900 deliveries
- Location: Inside the room
- Rate: \$16,200

March 7, 8 and 9 only

- Quantity: 1,000 deliveries
- Location: Outside the room
- Rate: \$12,500

March 7, 8 and 9 only

- Quantity: 1,000 deliveries
- Location: Inside the room
- Rate: \$18,000

[Insertion Order/Specifications](#)

Reach:

- Meeting attendees at the Hyatt Regency 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](#)

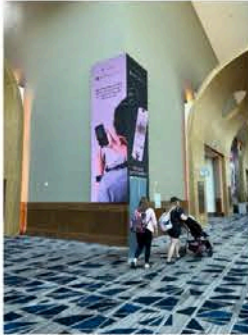
Promote your industry program or booth with a High-Performance Ad on Meeting News Central!

*inserts subject to AAD approval

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 Drops 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.



[click to enlarge](#)

INC Program Digital Signage

- A unique wrap-around digital sign leads to INC programming in the AAD meeting area.
- Exclusive for one advertiser.
- Video or static images. No audio.
- Sign is on 24/7.

Installation/Dismantle:

- Installation to be completed by 8 a.m. on Thursday, March 6, 2025.
- Dismantle begins at midnight on Saturday, March 8, 2025.

Rate
\$25,000

*Standard production fees included.
Exclusive opportunity.*

[Insertion Order/Specifications](#)



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Lobby Lounge Branding

- Keep your message in the forefront as attendees relax after hours with branding in the Rocks lobby lounge.
- Package includes napkins, tabletop clings and windows clings. (Glass doors to an outside seating area can also be branded.)
- Rocks is located next to guest elevators.
- Sponsor provides 5,000 napkins.

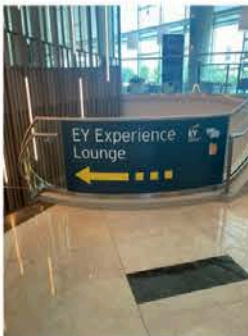
Installation/Dismantle:

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Rate
\$20,000

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

[Insertion Order/Specifications](#)



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Lobby Lounges Glass Cling

- Catch the eye of attendees with your message on the glass as they walk towards two lobby lounges: Rocks up the stairs, and the Descend 21 sports bar below. (Descend 21 is also open for lunch.)
- Lounges are located near guest elevators.

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Rate
\$7,500

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

[Insertion Order/Specifications](#)



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Lobby Nooks

- Lobby seating/work areas to the right of front desk (and near Lobby Pillars).
- Branding can include the tabletop, the front of the marble pedestal and branding on both sides of the TV.

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Rate
\$15,000 (two available)

Rights only. Additional production fees will apply.

[Insertion Order/Specifications](#)



Lobby Pillars

- Four pillars to the right of the front desk.
- Attendees will walk past these pillars on the way to the meeting room spaces.

Rate
\$20,000

Rights only. Additional production fees



click to enlarge

• Overlooked from main pass areas provide an easy view to the meeting room area (where AAD receptions, meetings, the Career Fair and INC programs will be held), convention center skybridge, coffee shop and the hotel Grab 'N Go outlet.

will apply.
Exclusive opportunity.

[Insertion Order/Specifications](#)

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Meeting Area Column Wraps

- Two sets of four columns (one on the lobby level and one on the convention level) at the entrance to the meeting area of the hotel where AAD receptions, meetings, the Career Fair and INC programs will be held.
- Columns are highly visible and near the escalator that will carry attendees between meeting levels.

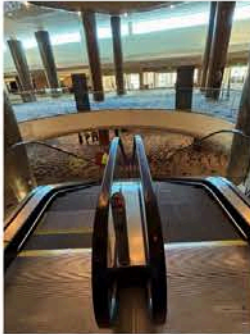
Rate
\$20,000 each (two available)

Rights only. Additional production fees will apply.

[Insertion Order/Specifications](#)

Installation/Dismantle:

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Meeting Area Escalator and Glass Surround

- Escalator leading down to most AAD meetings, receptions, the Career Fair and INC programming.
- Package includes escalator clings and any portion of the glass railing that surrounds it. Glass railing clings can be double-sided.

Rate
\$20,000

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click to enlarge

Meeting Area Glass Railing

- Double-sided glass handrails in front of lobby level meeting rooms also overlook meeting area foyer on the convention level.
- Advertisers brand glass panels in between columns. Six sets of five panels available.
- Choose panels 3009: 1-5, 3009: 8-12, 3008: 4-8, 3008: 11-15, 3008: 18-22 or 3008: 25-29. (See photos.)

Rate
\$10,000 each (six available)

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[Insertion Order/Specifications](#)

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click to enlarge

Meeting Area Ladder Wall

- A highly visible and unique structure for a logo or image repeat.
- Wall is immediately to the right as attendees enter the meeting area. (Adjacent to the Meeting Area Column Wraps.)

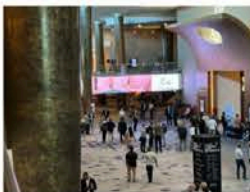
Rate
\$10,000

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click to enlarge

Meeting Area Overhead Digital Signage

- Large overhead digital sign dominates the AAD meeting, reception, Career Fair and INC program area.
- Three advertisers will rotate in 10-second intervals with one AAD thank you message.
- Video or static images. No audio.
- Sign is on 24/7.

Rate
\$20,000 each (three available)

Standard production fees included.

[Insertion Order/Specifications](#)

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Oversight Pedestrian Bridge #2 from Hyatt to West Concourse

- This bridge serves attendees in both the Hyatt and the Hilton hotels.
- Bridge #2 goes from the Hyatt to the West Concourse, but also feeds into

Rate
\$25,000

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



[click to enlarge](#)

- bridge #1, which leads to the Hilton via the South Concourse.
- Package includes five double-sided overhead banners and one moving sidewalk.

[Insertion Order/Specifications](#)

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Wall Display and Planter Boxes

- Large, framed wall display on one side of hallway and five planter boxes on the other will dominate the hallway that runs alongside the hotel coffee shop and leads to the meeting room area (where AAD receptions, meetings, the Career Fair and INC programs will be held).
- Advertiser can brand inside the frame or include the frame in messaging. (See photos.)

Rate

\$20,000

Rights only. Additional production fees will apply.

Exclusive opportunity.

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- Dismantle begins at noon on Sunday, March 9, 2025.

Deadlines

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Space reservation deadline: Jan. 10, 2025

Prototypes due: Jan. 24, 2025

Materials due: Jan. 31, 2025

See individual opportunities for installation and dismantle times.

If the 2025 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.



annual meeting

MARCH 7-11, 2025 • ORLANDO, FL

Official Meeting Provider



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