

Hotel Advertising: Rosen Centre

Print this page

Deadlines

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

Except as noted below, installation to be completed by 8 a.m. on Thursday, March 6, 2025.
 Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

Convention Center Skywalk

Escalators/Stairs to Convention Center Skywalk

Front Entrance Branding

Guest Elevators

Hallway to Convention Center Skywalk

Hotel Room Deliveries

Lobby Gobo

Lobby Lounge Napkins and Cups

Window Clings



click to enlarge

Convention Center Skywalk

- This is the most common way for attendees to get to the convention center.
- Package includes double-sided clings on two sets of glass doors and 11 double-sided banners on the skywalk.
- Four hotel doors will be branded on the lower portion only. (See photo.)

Rate
\$45,000

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

[Insertion Order/Specifications](#)



click to enlarge

Escalators/Stairs to Convention Center Skywalk

- Your message gets the full attention of attendees as they head to, or return from, the convention center.
- Package includes branding on the escalators/stairs and a hanging banner above that will be seen as attendees return to the hotel.

Rate
\$25,000

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

[Insertion Order/Specifications](#)



click to enlarge

Front Entrance Branding

- Welcome attendees to the hotel with a grand presence at the front entrance!
- Package includes two revolving doors and four surrounding windows with double-sided clings. (Advertiser to select four windows.)
- Doors will be branded on the bottom only. (See photo.)

Rate
\$37,000

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

[Insertion Order/Specifications](#)



click to enlarge

Guest Elevators

- Exposure for your message as attendees wait for their elevators.
- Brand the front doors of two elevator banks:
 - Six elevators to floors 2-15
 - Four elevators to floors 16-24

Rates	
Four elevators, floors 16-24	\$25,000
Six elevators, floors 2-15	\$35,000

Rights only. Additional production fees will apply.

[Insertion Order/Specifications](#)



Hallway to Convention Center Skywalk

Rate
\$10,000

Rights only. Additional production fees will apply.



click to enlarge

- Prominent visibility for your message on one free-standing column in the hallway that leads to the convention center skywalk. (See photo.)
- NOTE: This asset cannot be installed until after 2 p.m. on March 6, 2025.

will apply.
Exclusive opportunity.

[Insertion Order/Specifications](#)



click to enlarge

Hotel Room Deliveries

Opportunity:

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

Reach:

- Meeting attendees at Rosen Centre. (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.*

Deadlines

Space reservation: Feb. 7, 2025

Materials due: March 4, 2025

Rates

March 5, 6, 7, 8, 9 (March 5 evening only)

- Quantity: 600 deliveries
- Location: Outside the room
- Rate: \$5,400

March 6, 7, 8, 9

- Quantity: 600 deliveries
- Location: Inside the room
- Rate: \$8,700

[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.



click to enlarge

Lobby Gobo

Your logo shines 24/7 in the hotel lobby between the front entrance and the elevator bank.

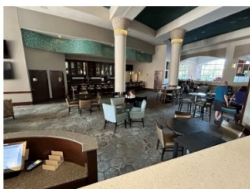
Rate

\$5,000

Rights only. Additional production fees will apply.

Exclusive opportunity.

[Insertion Order/Specifications](#)



click to enlarge

Lobby Lounge Napkins and Cups

- Continue your messaging to attendees after hours on napkins and cups in the lobby lounge.
- Sponsor provides 5,000 napkins and branded cups.

Rate

\$10,000

Sponsor to provide napkins and cups. Exclusive opportunity.

[Insertion Order/Specifications](#)



click to enlarge

Window Clings

- Brand the seating area at bottom of escalator leading to/from the convention center skywalk.
- Package includes four window clings behind the couches (see photo).
- Good visibility while riding down the escalator from the convention center – and while walking towards the escalator from the hotel lobby.
- NOTE: This asset cannot be installed until after 11 p.m. on March 6, 2025.

Rate

\$10,000

Rights only. Additional production fees will apply.

Exclusive opportunity.

[Insertion Order/Specifications](#)

Deadlines

Space reservation deadline: Jan. 10, 2025

Prototypes due: Jan. 24, 2025

Materials due: Jan. 31, 2025

Installation to be completed by 8 a.m. on Thursday, March 6, 2025.

Dismantle begins after 5 p.m. on Sunday, March 9, 2025.

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



© COPYRIGHT 2024 ASCEND MEDIA • 401 SW WARD ROAD, SUITE 210, LEE'S SUMMIT, MO 64081-2400 • 913-469-1110 • [CONTACT US](#)