

Hotel Advertising: Rosen Plaza

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Take a virtual tour of this hotel!

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.

Column Wraps to Convention Center Skybridge

Convention Center Skybridge

Front Entrance Branding

Guest Elevators

Hotel Room Deliveries

Lobby Column Wraps

Lobby Gobo

Lobby Lounge Branding



click to enlarge

Column Wraps to Convention Center Skybridge

- Extend your messaging down the busy hall leading to the skybridge to the Convention Center.
- Package includes full column wraps or cigar bands on four columns in the Mezzanine Foyer on the second floor.

Rate
 \$10,000

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

[Insertion Order/Specifications](#)



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Convention Center Skybridge

- Exclusive messaging from the hotel to the West Concourse of the convention center where the meeting is being held.
- This is the passage most attendees will take.
- Package includes double-sided branding on the lower portion of the (two) hotel doors, two lower windows on either side, as well as 17 double-sided banners along the skybridge.

Rate
 \$30,000

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

[Insertion Order/Specifications](#)



click to enlarge

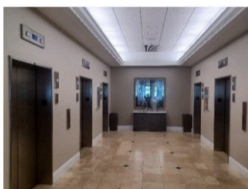
Front Entrance Branding

- Welcome attendees to the meeting with your branding on the front entrance.
- Package includes double-sided branding on the lower portion of the four front doors, and the four doors leading from the entrance vestibule into the hotel, and on four large window clings in the vestibule.

Rate
 \$15,000

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

[Insertion Order/Specifications](#)



click to enlarge

Guest Elevators

- Engage attendees with your message as they wait for their elevators.
- Branding on the front doors only of six elevators in one bank.
- Packages are for three elevators each.

Rate
 \$20,000 each (two available)

Rights only. Additional production fees will apply.

[Insertion Order/Specifications](#)



Hotel Room Deliveries

Deadlines
 Space reservation: Feb. 7, 2025



click to enlarge

Opportunity:

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

Reach:

- Meeting attendees at Rosen Plaza. (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.*

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

Rates

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

- Quantity: 300 deliveries
- Location: Outside the room
- Rate: \$2,700

March 6, 7, 8, 9

- Quantity: 300 deliveries
- Location: Inside the room
- Rate: \$4,350

[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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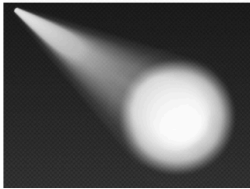
Lobby Column Wraps

Excellent exposure for your message on two lobby column wraps immediately visible as guests enter the hotel.

Rate
\$15,000

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

[Insertion Order/Specifications](#)



click to enlarge

Lobby Gobo

- Your logo shines on the floor in the lobby near the entrance to the elevator bank.
- Gobo is on 24/7.

Rate
\$5,000

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

[Insertion Order/Specifications](#)



click to enlarge

Lobby Lounge Branding

- Continue your messaging to attendees after hours in the lobby lounge.
- Package includes 12 tabletop clings and 2,000 sponsor-provided napkins.

Rate
\$10,000

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

[Insertion Order/Specifications](#)

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*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



