

Hotel Advertising: Hyatt Regency McCormick Place

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Space reservation deadline and prototype due: **Sept. 27, 2024**
 Materials due: **Oct. 11, 2024**

Installation to begin at 8 a.m. on **Friday, Nov. 15, 2024.**
 Dismantle begins after 3 p.m. on **Monday, Nov. 18, 2024**

Coffee Sleeves in the Market

Digital Lobby Displays

Elevator Digital Screens

Elevator Vestibule Floor Clings

Hotel Wi-Fi

Lobby Pillar Wraps

McCormick Place Entrance

Restaurant/Bar Pillar Wraps

Window Clings



click to enlarge

Coffee Sleeves in the Market

VIEW ENVISION DETAILS

- Provide the coffee sleeves for attendees at the hotel's grab and go outlet.
- Advertiser provides sleeves to Hyatt specifications.

INSERTION ORDER/SPECS

Rate

\$6,000

Rights only. Advertiser to provide sleeves. Exclusive opportunity.



click to enlarge

Digital Lobby Displays

VIEW ENVISION DETAILS

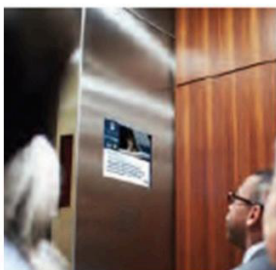
- Your brand reaches attendees as they move through the lobby, visit the concierge or gather in lobby seating areas.
- Up to three rotating images or one 30-second video rotates with hotel and AHA images. No audio.
- Two opportunities: Behind the concierge desk; and near lobby seating.

INSERTION ORDER/SPECS

Rates

Concierge Screen	\$8,000
Seating Area Screen	\$5,500

Rights only. Advertiser to provide MP4 file. Exclusive opportunity.



click to enlarge

Elevator Digital Screens

VIEW ENVISION DETAILS

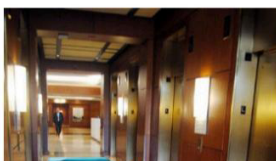
- Engage attendees with an interactive message as they use hotel elevators.
- Up to eight rotating images or one 30-second video rotates with hotel and AHA images. No audio.
- Exclusive opportunity includes all 12 elevators.

INSERTION ORDER/SPECS

Rate

\$6,000

Rights only. Advertiser to provide MP4 file. Exclusive opportunity.



Elevator Vestibule Floor Clings

VIEW ENVISION DETAILS

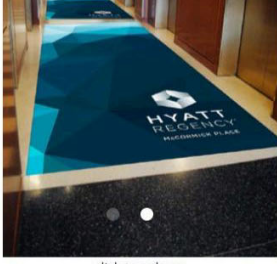
Floor clings are available in the hotel's two elevator vestibules:

- North Tower: Two clings at 5' x 5' each.
- South Tower: Two clings at 5' x 5' each.

INSERTION ORDER/SPECS

Rates

North Tower	\$11,500
South Tower	\$12,500



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• South Tower: Four clings at 5' x 5' each.

Rate

\$8,500

*Includes standard production fees.
Exclusive opportunity.*



click to enlarge

Lobby Pillar Wraps

[VIEW ENVISION DETAILS](#)

- Attendees will take notice of your brand in this high-traffic walkway to the restaurant and the convention center.
- Includes five pillars with branding on the lower third on all four sides (with the exception of one side of one pillar with a wayfinding screen, and potentially one side of one pillar with a security camera, depending on pillar wraps chosen).

[INSERTION ORDER/SPECS](#)

Rate

\$30,500

*Includes standard production fees.
Exclusive opportunity.*



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McCormick Place Entrance

[VIEW ENVISION DETAILS](#)

- Brand the convention center entrance used extensively by hotel guests and meeting attendees drawn to Hyatt food and beverage outlets.
- Includes your brand on a 54" x 216" overhead cling above the entrance, four 33.5" x 26.5" window clings and two 8" x 17" side window clings.
- Clings can be double-sided facing into hotel and McCormick Place.

[INSERTION ORDER/SPECS](#)

Rate

TBD

*Includes standard production fees.
Exclusive opportunity.*



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Restaurant/Bar Pillar Wraps

[VIEW ENVISION DETAILS](#)

- Welcome attendees to their dining experience with your brand wrapped on columns at the restaurant.
- High visibility in walkway leading to McCormick Place.
- Includes two pillars; wrapped on three sides.
- Note: These pillars are located in the vicinity of a hotel bar.

[INSERTION ORDER/SPECS](#)

Rate

\$18,500

*Includes standard production fees.
Exclusive opportunity.*



click to enlarge

Window Clings

[VIEW ENVISION DETAILS](#)

- Great exposure for your message with three window clings opposite the hotel grab and go outlet.
- Clings are single-sided, facing into the hotel.
- Two clings are 48" x 87" and one is 46" x 87".

[INSERTION ORDER/SPECS](#)

Rate

\$12,500

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Exclusive opportunity.*

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If the AHA Scientific Sessions 2024 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.



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