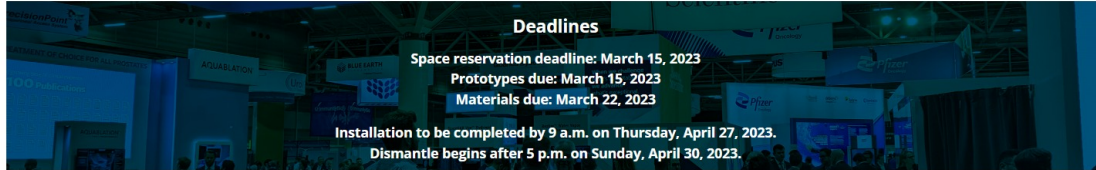
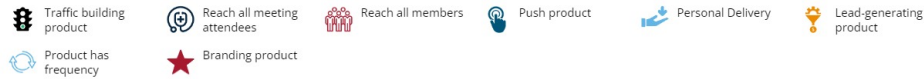


Hotel Advertising: Hyatt Regency McCormick Place

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Icon Key



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Coffee Sleeves in the Market



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

INSERTION ORDER/SPECS

Rate

\$5,500

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



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Digital Lobby Displays



- 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 AUA images. No audio.
- Two opportunities: Behind the concierge desk; and near lobby seating.

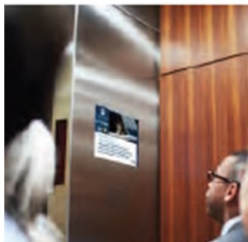
INSERTION ORDER/SPECS

Rate

\$8,000 for concierge screen

\$4,500 for seating area screen

*Rights only. Additional production fees will apply.
Two exclusive opportunities.*



click to enlarge

Elevator Digital Screens



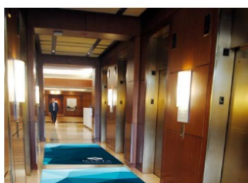
- Engage attendees with an interactive message as they use hotel elevators.
- Up to eight rotating images or one 30-second video rotates with hotel and AUA images. No audio.
- Exclusive opportunity includes all 12 elevators.

INSERTION ORDER/SPECS

Rate

\$10,000

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



Elevator Vestibule Floor Clings



- Floor clings are available in the hotel's two elevator vestibules:
 - North Tower: Two clings at 5' x 5' each.
 - South Tower: Four clings at 5' x 5' each.

INSERTION ORDER/SPECS

Rate

\$20,000

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



click to enlarge



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Front Desk Clings



- Your message greets attendees as they check into their rooms and each time they pass through the lobby.
- Opportunity includes two of four front desk "pods" and three large wall clings.

INSERTION ORDER/SPECS

Rate

\$20,000

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Front Drive Pillar Wraps



- Be the first to welcome attendees to the hotel – and the meeting!
- Opportunity includes two pillar wraps at the hotel front.
- Pillars have messaging on four sides.

INSERTION ORDER/SPECS

Rate

\$9,000

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Lobby Pillar Wraps



- Attendees will take notice of your brand in this high-traffic walkway to the restaurant and the convention center.
- Includes four pillars with branding on the lower third on all four sides.

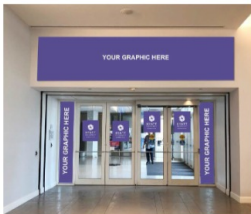
INSERTION ORDER/SPECS

Rate

\$20,000

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

McCormick Place Entrance



- 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

\$20,000

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Restaurant/Bar Pillar Wraps



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

INSERTION ORDER/SPECS

Rate

\$15,000

Rights only. Additional production fees will apply.

Exclusive opportunity.



click to enlarge

Window Clings



- 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


\$15,000


Rights only. Additional production fees will apply.


Exclusive opportunity.

Icon Key


 Traffic building product


 Reach all meeting attendees

 Reach all members

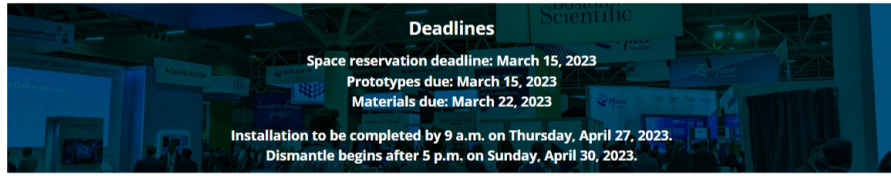
 Push product

 Personal Delivery

 Lead-generating product

 Product has frequency

 Branding product



Deadlines

Space reservation deadline: **March 15, 2023**

Prototypes due: **March 15, 2023**

Materials due: **March 22, 2023**

Installation to be completed by 9 a.m. on Thursday, April 27, 2023.

Dismantle begins after 5 p.m. on Sunday, April 30, 2023.