

Hotel Advertising: Omni Dallas Hotel

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The Omni Dallas Hotel has a large room block and is connected to the Dallas Convention Center on two levels. The Omni will host Satellite Events and/or affiliate meetings.

Deadlines
Space reservation deadline: Dec. 9, 2022 | Materials due: Dec. 16, 2022
Installation to be complete by 8 a.m. on Feb. 7, 2023. Dismantle begins after 5 p.m. on Feb. 9, 2023.

Icon Key

- Traffic-building product
- Reach all meeting attendees
- Reach all in-person attendees only
- Reach all AHA/ASA Members
- Push product
- Personal delivery
- Lead-generating product
- Product has frequency
- Branding product

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Column Wraps on Third Floor Walkway to Convention Center

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- Feature your brand on column-builds located on the third floor walkway to the convention center.
- Package includes nine columns at the top of the escalator and along the walkway to the convention center.
- Meetings and/or Satellite Events on meeting levels will not be known until October or November 2022.

INSERTION ORDER/SPECS

Rate
\$15,000
Exclusive Opportunity
Rights only. Additional production fees will apply.



Convention Center Entry Clings

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- Can't-be-missed exposure for your message on these overhead windows clings as attendees exit the Omni Skywalk and enter the convention center.
- Double-sided clings have extra exposure in Lobby D of the convention center, and greet attendees again as they re-enter the hotel.

INSERTION ORDER/SPECS

Rate
\$15,000
Exclusive Opportunity
Rights only. Additional production fees will apply.



Elevator Clings

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- Your message meets attendees often as they travel to and from the lobby and guest and meeting rooms.
- Lobby Level: Outside branding on two banks of elevators on the lobby level – one with six elevators (traveling to floors 1-15) and one with four elevators (traveling to floors 1-5 and 16-22).
- Level Two meeting area: Outside branding on all 10 guest elevators taking attendees to their rooms, to the lobby, or to the Level Three meeting area.
- Level Three meeting area: Outside branding on all 10 elevators taking attendees to their rooms, to the lobby, or to the Level Two meeting area.
- Meetings and/or Satellite Events on meeting levels will not be known until October or November 2022.

INSERTION ORDER/SPECS

Rates	
Six lobby elevators	\$10,000
Four lobby elevators	\$8,000
Ten Level Two elevators	\$6,000
Ten Level Three elevators	\$6,000

Rights only. Additional production fees will apply.



Lobby Escalator Package

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- High-profile branding with great visibility on this lobby escalator taking attendees from the lobby to the Level Two meeting area and the Skybridge to the Convention Center.
- Includes clings on each side of two escalators.
- Also includes a lobby pillar at the base of the escalator.

INSERTION ORDER/SPECS

Rate
\$20,000
Exclusive Opportunity
Rights only. Additional production fees will apply.



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Skybridge Escalator

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- Located on the Level Two Skybridge near the entrance/exit to the convention center, this escalator takes attendees to the Level Three meeting area.
- High visibility for your brand due to Skybridge traffic into and out of the convention center.
- One double-sided panel facing out to Skybridge, three single-sided panels facing in to escalator.

[INSERTION ORDER/SPECS](#)

Rate
\$12,000
Exclusive Opportunity

Rights only. Additional production fees will apply.



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Level Two Escalator

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- Dramatic escalator leading from Level Two to Level Three.
- Huge visibility to attendees walking to the Level Two Skybridge to the convention center and going to Level Three for meetings.
- Includes clings on each side of two escalators.
- Meetings and/or Satellite Events on meeting levels will not be known until October or November 2022.

[INSERTION ORDER/SPECS](#)

Rate
\$12,000
Exclusive Opportunity

Rights only. Additional production fees will apply.



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Lobby Floor Decals

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Three large (48"W X 24"H) floor decals provide great visibility for your brand near lobby seating, in front of the lobby bar and at the "Grab 'N Go" outlet.

For compliance issues, it should be noted that this location is directly outside of an open-air bar and could be considered by some to be part of the bar.

[INSERTION ORDER/SPECS](#)

Rate
\$6,500
Exclusive Opportunity

Rights only. Additional production fees will apply.



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Skybridge Window Clings

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- Dramatic and frequent visibility for your message as attendees use the skybridge multiple times each day to get to the convention center and back into the hotel and the hotel meeting rooms on the second and third floors.
- Skybridge is located on Level Two of the Omni hotel.
- Advertiser may brand up to 12 windows within the Skybridge, choosing 12 on one side or six on each side.
- Clings are single-sided, facing into the building.

[INSERTION ORDER/SPECS](#)

Rate
\$30,000
Exclusive Opportunity

Rights only. Additional production fees will apply.



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Level Two and Level Three Window Clings

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Level Two Window Clings

- Six window clings on Level Two at the top of the escalator from the lobby gives your brand great visibility to attendees heading to the Skybridge into the convention center or attending meetings on Level Two.
- Meetings and/or Satellite Events on meeting levels will not be known until October or November 2022.

Level Three Window Clings

- Six windows surrounding a seating area near meeting rooms, and on the Level Three walkway to the convention center.
- Meetings and/or Satellite Events on meeting levels will not be known until October or November 2022.

[INSERTION ORDER/SPECS](#)

Rates

Level Two Window Clings	\$9,000
Level Three Window Clings	\$8,000

Two Exclusive Opportunities

Rights only. Additional production fees will apply.



Window Size
83" w x 137" h

Window Clings Leading to Skybridge

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- Window clings on Level Two in the meeting area walkway just before the Skybridge to the convention center.
- Five window panels.
- Clings are single-sided, facing into building.

[INSERTION ORDER/SPECS](#)

Rate
\$9,000
Exclusive Opportunity

Rights only. Additional production fees will apply.



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-  Product has frequency
-  Branding product

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If the in-person ISC23 must be canceled, AHA/ASA and Ascend Media will transition advertisers to options of equal value and exposure. Advertisers preparing materials specific to a booth or program are encouraged to prepare secondary general branding materials in case the meeting converts to virtual only.