

2024 Promotional Opportunities Inventory and Price List								
Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Ad Kiosk 1 Panel	3.5' W x 5.6' H	19.83	Grand Concourse Level 1	Kiosk is near the escalator to/from Level 2.5. Single panel on a rotating four-panel kiosk.	\$ 11,250	12-Aug	19-Aug	26-Aug
Aisle Sign Package 1	31" H x 48" W	10.33	South Hall A	Four signs hung along a main Expo aisle.	\$ 5,000	12-Aug	19-Aug	26-Aug
Aisle Sign Package 2	31" H x 48" W	10.33	South Hall A	Four signs hung along a main Expo aisle.	\$ 5,000	12-Aug	19-Aug	26-Aug
Aisle Sign Package 3	31" H x 48" W	10.33	South Hall A	Four signs hung along a main Expo aisle.	\$ 5,000	12-Aug	19-Aug	26-Aug
Aisle Sign Package 4	31" H x 48" W	10.33	South Hall A	Four signs hung along a main Expo aisle.	\$ 5,000	12-Aug	19-Aug	26-Aug
Aisle Sign Package 5	31" H x 48" W	10.33	South Hall A	Four signs hung along a main Expo aisle.	\$ 5,000	12-Aug	19-Aug	26-Aug
Banner CB-B01	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is closer to South and North Buildings.	\$ 33,500	12-Aug	19-Aug	26-Aug
Banner CB-B03	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is closer to South and North Buildings.	\$ 33,500	12-Aug	19-Aug	26-Aug
Banner CB-B05	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is close to the center of the bridge.	\$ 33,500	12-Aug	19-Aug	26-Aug
Banner CB-B06	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is close to the center of the bridge.	\$ 33,500	12-Aug	19-Aug	26-Aug
Banner CB-B08	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is close to the center of the bridge.	\$ 33,500	12-Aug	19-Aug	26-Aug
Banner CB-B10	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is closer to Lakeside Center.	\$ 33,500	12-Aug	19-Aug	26-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Banner CB-B12	20' W x 5' H	200	Grand Concourse - Bridge to Lakeside	Banner hung above bridge/walkway. Position is closer to Lakeside Center.	\$ 33,500	12-Aug	19-Aug	26-Aug
Banner GC1-B05	9' Wx7' H	63	Grand Concourse Level 1	Banner hung from the food court balcony, above the level 1 fountains. Closer to stairs/ escalators to Level 2.5.	\$ 22,000	12-Aug	19-Aug	26-Aug
Banner GC1-B06	20' W x 7' H	140	Grand Concourse Level 1	Banner hung from the food court balcony, above the level 1 fountains. Center position.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC1-B07	20' W x 7' H	140	Grand Concourse Level 1	Banner hung from the food court balcony, above the level 1 fountains. Closer to front doors.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC1-B20	20' W x 7' H	140	Grand Concourse Level 1	Banner hung from the lower balcony railing, above escalators to/from Level 2.5.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC1-B21	20' W x 7' H	140	Grand Concourse Level 1	Banner hung from the upper balcony railing, above escalators to/from Level 2.5.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC2-B08	20' W x 7' H	140	Grand Concourse Level 2.5	Banner hung from the lower balcony railing, over walkway. Closer to escalators to/from Level 3.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC2-B10	20' W x 7' H	140	Grand Concourse Level 2.5	Banner hung from the lower balcony railing, over walkway. Closer to escalators to/from Level 3.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC2-B12	20' W x 7' H	140	Grand Concourse Level 2.5	Banner hung from the lower balcony railing, over walkway. Closer to center.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC2-B14	20' W x 7' H	140	Grand Concourse Level 2.5	Banner hung from the lower balcony railing, over walkway. Closer to center.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC2-B16	20' W x 6' H	120	Grand Concourse Level 2.5	Banner hung from the lower balcony railing, over walkway. Closer to escalators to Level 1.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC2-B18	20' W x 4' H	80	Grand Concourse Level 2.5	Banner hung from the lower balcony railing, over walkway. Closer to escalators to Level 1.	\$ 22,000	12-Aug	19-Aug	26-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Banner GC3-B01	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over stairs to/from Level 3. Above Starbucks.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B02	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over stairs to/from Level 3. Above Starbucks.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B03	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over stairs to/from Level 3. Above Starbucks.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B04	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over stairs to/from Level 3. Above Starbucks.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B09	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over Level 3. Above food concession and meeting information kiosk.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B10	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over Level 3. Above food concession and stairs/escalator to Level 2.5.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B11	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over Level 3. Above food concession and stairs/escalator to Level 2.5.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B12	20' W x 7' H	140	Grand Concourse Level 3	Banner hung from the balcony over Level 3. Above food concession and stairs/escalator to Level 2.5.	\$ 23,700	12-Aug	19-Aug	26-Aug
Banner GC3-B13	30' W x 6' H	180	Grand Concourse Level 3	Banner hung from the catwalk over Level 3. Banner faces the Grand Concourse Level 3.	\$ 40,000	12-Aug	19-Aug	26-Aug
Banner GC3-B14	30' W x 6' H	180	Grand Concourse Level 3	Banner hung from the catwalk over Level 3. Banner faces the bridge to Lakeside.	\$ 38,000	12-Aug	19-Aug	26-Aug
Banner S3-B40	11' W x 5' H	55	South Hall A	Banner hung from railing of first elevated food court as you enter from the Grand Concourse. Closest to front of the Expo.	\$ 17,500	12-Aug	19-Aug	26-Aug
Banner S3-B41	11' W x 5' H	55	South Hall A	Banner hung from railing of second elevated food court as you enter from the Grand Concourse.	\$ 17,500	12-Aug	19-Aug	26-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Banner S3-B42	11' W x 5' H	55	South Hall A	Banner hung from railing of third elevated food court as you enter from the Grand Concourse.	\$ 17,500	12-Aug	19-Aug	26-Aug
Banner S3-B43	11' W x 5' H	55	South Hall A	Banner hung from railing of fourth elevated food court as you enter from the Grand Concourse. Closest to back of the Expo.	\$ 17,500	12-Aug	19-Aug	26-Aug
Banner S3-B44	18' Wx6' H	144	South Hall A	Banner hung from elevator block house near registration. Faces towards the Expo.	\$ 30,000	12-Aug	19-Aug	26-Aug
Banner S3-B45	24' W x 8' H	192	South Hall A	Banner hung from elevator block house near registration. Faces early-access-walkway.	\$ 30,000	12-Aug	19-Aug	26-Aug
Banner S3-B47	24' W x 8' H	192	South Hall A	Banner hung from elevator block house near registration. Faces escalator from the transportation lobby.	\$ 33,000	12-Aug	19-Aug	26-Aug
Banner S3-B48	20' W x 10' H	200	South Hall A	Banner hung from escalator block house near registration. Over the escalator to the transportation lobby.	\$ 33,000	12-Aug	19-Aug	26-Aug
Banner S3-B49	24' W x 8' H	192	South Hall A	Banner hung from escalator block house near registration. On the opposite side of the escalators, facing entrance to Expo.	\$ 30,000	12-Aug	19-Aug	26-Aug
Banner S3-B50	18' W x 8' H	144	South Hall A	Banner hung from elevator block house near podium posters. Faces towards the Expo.	\$ 30,000	12-Aug	19-Aug	26-Aug
Banner S3-B53	24' W x 8' H	192	South Hall A	Banner hung from elevator block house near podium posters. Faces escalator from the transportation lobby.	\$ 33,000	12-Aug	19-Aug	26-Aug
Banner S3-B54	20' W x 10' H	200	South Hall A	Banner hung from escalator block house near podium posters. Faces escalator to transportation lobby.	\$ 33,000	12-Aug	19-Aug	26-Aug
Banner S3-B55	24' W x 8' H	192	South Hall A	Banner hung from escalator block house near podium posters. On the opposite side of the escalators, facing entrance to Expo.	\$ 30,000	12-Aug	19-Aug	26-Aug
Charging Bank for Networking Lounge 2	Table header graphic: 9.74' W x 1.6' H Meterboard side one: 3.17' W x 7.25' H Meterboard side two: Logo	39	South Hall A	Brand the center header graphic for a charging bank and an additional meter board placed at the head of bank. Lounge is located near escalators to/from South Level 1, transportation lobby.	\$ 9,000	12-Aug	19-Aug	26-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Charging Bank for Networking Lounge 3	Table header graphic: 9.74' W x 1.6' H Meterboard side one: 3.17' W x 7.25' H Meterboard side two: Logo	39	South Hall A	Brand the center header graphic for a charging bank and an additional meter board placed at the head of bank. Lounge is located in the early-access-walkway for the hall, near Registration.	\$ 9,000	12-Aug	19-Aug	26-Aug
Charging Bank for Networking Lounge 4	Table header graphic: 9.74' W x 1.6' H Meterboard side one: 3.17' W x 7.25' H Meterboard side two: Logo	39	Grand Concourse Level 3	Brand the center header graphic for a charging bank and an additional meter board placed at the head of bank. Lounge is located near Starbucks.	\$ 9,000	12-Aug	19-Aug	26-Aug
Charging Bank for EyePlay Experience	Table header graphic: 9.74' W x 1.6' H Meterboard side one: 3.17' W x 7.25' H Meterboard side two: Logo	39	South Hall A	Bring your message to the highly popular EyePlay Experience booth where you will also find the comfort animals and games. Brand the center header graphic for a charging bank and an additional meter board placed at the head of bank.	\$ 9,000	12-Aug	19-Aug	26-Aug
Coat Check 1	24.41' W x 7.93' H	193.57	South Level 1 Transportation Lobby	Side of coat check located closest to the Grand Concourse, facing shuttle pick up/drop off.	\$ 35,000	12-Aug	19-Aug	26-Aug
Coat Check 2	22.98' W x 7.93' H	182.29	South Level 1 Transportation Lobby	Side of coat check located closest to shuttle pick up/drop off.	\$ 35,000	12-Aug	19-Aug	26-Aug
Door Clings - Hyatt	24"W x 24"H	16	Doors in the Hyatt leading to/from McCormick Place	Four, double-sided, door decals placed below the crash bar.	\$ 10,500	12-Aug	19-Aug	26-Aug
Door Clings - McCormick Place	24"W x 24"H	16	Doors in McCormick Place leading to/from Hyatt	Four, double-sided, door decals placed below the crash bar.	\$ 10,500	12-Aug	19-Aug	26-Aug
Escalator Package 1	Runners - 14"W x 576"H Glass railings - various sizes, measurements available online	580	Grand Concourse - Level 1 to Level 2.5	Two runners and six glass clings running to/from Grand Concourse Level 1	\$ 45,000	12-Aug	19-Aug	26-Aug
Escalator Package 2	Runners - 14"W x 432"H Glass railings - various sizes, measurements available online	414	Grand Concourse - Level 2.5 to Level 3	Two runners and six glass clings running to/from Grand Concourse Level 2.5	\$ 45,000	12-Aug	19-Aug	26-Aug
Escalator Package 3	Runners - 15"W x 572"H Glass railings - various sizes, measurements available online	576	Grand Concourse - Level 3 to Level 4	Two runners and six glass clings running to/from Grand Concourse Level 3 to offices and course rooms on Level 4.	\$ 45,000	12-Aug	19-Aug	26-Aug
Escalator Package 4	Runners - 14"W x 420"H Glass railings - various sizes, measurements available online	412	Grand Concourse - Level 2.5 to Level 3	Two runners and six glass clings running to/from Grand Concourse Level 3 to course rooms and labs in North Building.	\$ 45,000	12-Aug	19-Aug	26-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Escalator Package 5	Runners R1 & R3 - 12"W x 900"H Runner R2 - 12"W x 756"H Glass railings - various sizes, measurements available online	1209	South Level 1 Transportation Lobby to South Hall A	Three runners and eight glass clings running to/from South Level 1 Transportation Lobby to South Hall A (registration). On the left side as enter the building from shuttles. Closer to meeting information.	\$ 55,000	12-Aug	19-Aug	26-Aug
Escalator Package 6	Runners R1 & R3 - 12"W x 900"H Runner R2 - 12"W x 756"H Glass railings - various sizes, measurements available online	1209	South Level 1 Transportation Lobby to South Hall A	Three runners and eight glass clings running to/from South Level 1 Transportation Lobby to South Hall A (Podium Posters and Learning Lounge). On the right side as enter the building from shuttles. Closer to Poster Discussions.	\$ 55,000	12-Aug	19-Aug	26-Aug
Escalator Package 7	Runners - 7"W x 552"H Glass railings - various sizes, measurements available online	568	South Hall A	Two separate escalators, each has two runners and three glass clings. Escalators run to/from South Hall A - Expo floor to elevated food pod. Pod closest to Grand Concourse entrance.	\$ 28,000	12-Aug	19-Aug	26-Aug
Escalator Package 8	Runners - 7"W x 552"H Glass railings - various sizes, measurements available online	568	South Hall A	Two separate escalators, each has two runners and three glass clings. Escalators run to/from South Hall A - Expo floor to elevated food pod.	\$ 28,000	12-Aug	19-Aug	26-Aug
Floorplan	3" W x 8" H		Distributed at registration counters.	Ad on the back of the folded floorplan.	\$ 24,500	12-Aug	19-Aug	26-Aug
Glass Railing Clings Package 1	3 Clings - 89.75" W x 28.75" H 82.875" W x 28.75" H 57.75" W x 28.75" H	46	Grand Concourse Level 3	Three clings near Starbucks and Networking Lounge 4. Overlooking stairs & escalator.	\$ 16,000	12-Aug	19-Aug	26-Aug
Glass Railing Clings Package 2	3 Clings - 90.25" W x 28.75" H 82.875" W x 28.75" H 57.375" W x 28.75" H	46	Grand Concourse Level 3	Three clings near Starbucks and Networking Lounge 4. Overlooking stairs & escalator.	\$ 16,000	12-Aug	19-Aug	26-Aug
Industry Showcase Saturday 1 9:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Saturday 2 10:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Saturday 3 11:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Saturday 4 12:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Saturday 5 1:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Industry Showcase Saturday 6 2:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Saturday 7 3:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Saturday 8 4:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 1 9:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 2 10:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 3 11:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 4 12:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 5 1:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 6 2:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 7 3:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Sunday 8 4:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 1 9:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Industry Showcase Monday 2 10:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 3 11:30 AM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 4 12:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 5 1:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 6 2:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 7 3:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Industry Showcase Monday 8 4:30 PM	30 min		South Hall A	30 min. presentation in 40x50 theater in the Expo, seats 50. Includes furniture, AV and coffee/tea service.	\$ 15,000	24-Jul	n/a	7-Aug
Keycards Package 1	Contingent on type of keycard.		Citywide	Brand keycards for hotels within the Academy block.	\$ 58,000	TBA	TBA	TBA
Keycards Package 2	Contingent on type of keycard.		Citywide	Brand keycards for hotels within the Academy block.	\$ 58,000	TBA	TBA	TBA
LED Video Tower 1	4' W x 6' H three-sided tower Video: 384 px W x 1152 px H Back wall: 2.16' W x 9.77' H		Grand Concourse Level 2.5	Exclusive sponsorship of video tower located at the top of the stairs to/from Level 1. Two sides can play the same video or two separate videos. The third side is covered by PVC panels. Graphics on the back panels are optional and may not be fully visible. Videos have no length restrictions. MP4 is the recommended file type. Video towers do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 45,000	12-Aug	19-Aug	26-Aug
LED Video Tower 2	4' W x 6' H three-sided tower Video: 384 px W x 1152 px H Back wall: 2.16' W x 9.77' H		South Hall A	Exclusive sponsorship of video tower located in the early-access-walkway for the hall. Two sides can play the same video or two separate videos. The third side is covered by PVC panels. Graphics on the back panels are optional and may not be fully visible. Videos have no length restrictions. MP4 is the recommended file type. Video towers do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 45,000	12-Aug	19-Aug	26-Aug

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
LED Video Tower 3	4' W x 6' H three-sided tower Video: 384 px W x 1152 px H Back wall: 2.16' W x 9.77' H		Grand Concourse Level 3	Exclusive sponsorship of video tower located near meeting information desk. Two sides can play the same video or two separate videos. The third side is covered by PVC panels. Graphics on the back panels are optional and may not be fully visible. Videos have no length restrictions. MP4 is the recommended file type. Video towers do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 45,000	12-Aug	19-Aug	26-Aug
LED Video Tower 4-7 Expo Hall Entrance Unit 15 second ad	Video: 384 px W x 1152 px H 4' W x 6' H three-sided tower		South Hall A	Towers are part of the Expo hall entrance unit located between Grand Concourse Level 3 and South Hall A. Videos are 15 seconds long. MP4 is the recommended file type. Video towers do not have sound. Ads will rotate on a continuous loop, Thursday – Monday.	\$ 15,000	12-Aug	19-Aug	26-Aug
LED Video Wall 1	8' H x 11.5' W x 3' D wall Video: 1344 px W x 768 px H Side panels: 3' W x 8' H Front panels: 5.7' W x 1.4' H		South Level 1 Transportation Lobby	Exclusive sponsorship of video wall located next to escalator to/from Registration and Expo. Across from coat check. Graphics on the wall unit are optional. Videos have no file size limit or length restrictions. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 55,000	12-Aug	19-Aug	26-Aug
LED Video Wall 2	8' H x 11.5' W x 3' D wall Video: 1344 px W x 768 px H Side panels: 3' W x 8' H Front panels: 5.7' W x 1.4' H		South Level 1 Transportation Lobby	Exclusive sponsorship of video wall on ramp to Grand Concourse, across from Gate 3. Graphics on the wall unit are optional. Videos have no file size limit or length restrictions. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 55,000	12-Aug	19-Aug	26-Aug
LED Video Wall 3	8' H x 11.5' W x 3' D wall Video: 1344 px W x 768 px H Side panels: 3' W x 8' H Front panels: 5.7' W x 1.4' H		South Level 1 Transportation Lobby	Exclusive sponsorship of video wall on ramp to Grand Concourse, across from coat check. Graphics on the wall unit are optional. Videos have no file size limit or length restrictions. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 55,000	12-Aug	19-Aug	26-Aug
LED Video Wall 4 15 Second Ad	8' H x 11.5' W x 3' D wall Video: 1344 px W x 768 px H		Grand Concourse Level 1	Multiple ads on video display located next to Hyatt entrance. Videos have no file size limit but can only be 15 seconds in length. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 15,000	12-Aug	19-Aug	26-Aug
LED Video Wall 5 15 Second Ad	8' H x 11.5' W x 3' D wall Video: 1344 px W x 768 px H		Grand Concourse Level 1	Multiple ads on video display located near fountains. Videos have no file size limit but can only be 15 seconds in length. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 15,000	12-Aug	19-Aug	26-Aug
LED Video Wall 6 15 Second Ad	8' H x 11.5' W x 3' D wall Video: 1344 px W x 768 px H		South Hall A	Multiple ads on video display located in the early-access-walkway. Videos have no file size limit but can only be 15 seconds in length. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 15,000	12-Aug	19-Aug	26-Aug
LED Video Wall 7	8' H x 11.5' W x 3' D wall Side panels (2): 3' W x 8' H Front panels (2): 5.7' W x 1.4' H Video: 1344 px W x 768 px H		Grand Concourse Level 3	Exclusive sponsorship on video display. Graphics on the wall unit are optional. Videos have no file size limit or length restrictions. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 55,000	12-Aug	19-Aug	26-Aug
LED Video Wall 8	8' H x 11.5' W x 3' D wall Side panels (2): 3' W x 8' H Front panels (2): 5.7' W x 1.4' H Video: 1344 px W x 768 px H		Grand Concourse Level 3	Exclusive sponsorship on video display. Graphics on the wall unit are optional. Videos have no file size limit or length restrictions. MP4 is the recommended file type. Video walls do not have sound. Videos play on a continuous loop, Thursday – Monday.	\$ 55,000	12-Aug	19-Aug	26-Aug
Meeting Guide			aao.org/mobile Link to guide is promoted on the Academy website, in newsletters, EyeNet Magazine and social media.	The best source for essential meeting and program information. Responsive website that looks and acts like an app. Provide logo for acknowledgement that runs in the footer for all non-CME pages. Provide text for five announcements that are pushed from the guide.	\$ 70,000	1-Apr	n/a	11-Apr

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Meeting Program Cover 2	8.5" W x 11" H		Distributed at registration counters.	Inside front cover. 16-page programs-by-day is the only printed guide to sessions. All advertising is full page, 4C. Ad prices quoted are for one page. No additional pages for prescribing information provided. Advertisers in the print program will automatically have their ad placed in the PDF posted on AAO.org.	\$ 14,000	12-Aug	19-Aug	26-Aug
Meeting Program Cover 3	8.5" W x 11" H		Distributed at registration counters.	Inside back cover. 16-page programs-by-day is the only printed guide to sessions. All advertising is full page, 4C. Ad prices quoted are for one page. No additional pages for prescribing information provided. Advertisers in the print program will automatically have their ad placed in the PDF posted on AAO.org.	\$ 13,000	12-Aug	19-Aug	26-Aug
Meeting Program Cover 4	8.5" W x 11" H		Distributed at registration counters.	Outside back cover. 16-page programs-by-day is the only printed guide to sessions. All advertising is full page, 4C. Ad prices quoted are for one page. No additional pages for prescribing information provided. Advertisers in the print program will automatically have their ad placed in the PDF posted on AAO.org.	\$ 16,800	12-Aug	19-Aug	26-Aug
Networking Lounge 1	30' x 25'		South Level 1 Transportation Lobby	Brand entire lounge where attendees can conduct meetings and interviews, charge devices, check-in with the office and relax. Located on the backside of the meeting information desk, facing course rooms and escalators to/from Registration and Expo. Will include group and semi-private work areas including two Charging Banks and two Nooks.	\$ 40,000	12-Aug	19-Aug	26-Aug
Nook for Networking Lounge 2	Back, sides, roof, table leg, table top, inside upper wall, and seat sides: Various sizes, measurements available online		South Hall A	Brand entire structure located in Networking Lounge 2, near escalators to/from South Level 1, transportation lobby. Multiple NOOKs available to purchase.	\$ 18,500	12-Aug	19-Aug	26-Aug
Nook for Networking Lounge 3	Back, sides, roof, table leg, table top, inside upper wall, and seat sides: Various sizes, measurements available online		South Hall A	Brand entire structure located in Networking Lounge 3, in the early-access walkway for the hall, near Registration. Multiple NOOKs available to purchase.	\$ 18,500	12-Aug	19-Aug	26-Aug
Nook for Networking Lounge 4	Back, sides, roof, table leg, table top, inside upper wall, and seat sides: Various sizes, measurements available online		Grand Concourse Level 3	Brand entire structure located in Networking Lounge 4, near Starbucks. Multiple NOOKs available to purchase.	\$ 18,500	12-Aug	19-Aug	26-Aug
Shuttle Package	39' W x 2' H	78	Citywide	Brand motorcoaches with identical banners placed on the passenger boarding side of the busses.	\$ 36,000	TBA	TBA	TBA
Shuttle Upgrade: 2nd Artwork for the Passenger Boarding Side of the Shuttle	39' W x 2' H	78	Citywide	Provide a 2nd artwork file that will be placed on half of busses in your shuttle package.	\$ 1,000	TBA	TBA	TBA
Shuttle Upgrade: Brand the Driver Side of the Shuttle	39' W x 2' H	78	Citywide	Provide a 2nd artwork file that will be placed on the driver side of all the busses in your shuttle package.	\$ 30,000	TBA	TBA	TBA
Shuttle Upgrade: Headrests	7" W x 5" H		Citywide	Create artwork that will be placed on the headrest - front and back - of each seat within your shuttle package.	\$ 20,000	TBA	TBA	TBA

Promotional Opportunity	Size	Sq. Ft.	Location	Description	Price	Commitment Deadline	Artwork Preapproval Deadline	Artwork Deadline
Stair Package 1	Each stair riser: 21.42' W x 6.25' H Each railing cling: 4.5' W x 2.3' H	295	Grand Concourse - Level 1 to Level 2.5	Brand the first two sets of stairs plus the landing railings between each set. Each set of stairs includes nine risers each, for a total of 18. The landing between the sets of stairs has six handrail decals - three on each side.	\$ 62,000	12-Aug	19-Aug	26-Aug
Stair Package 2	Each stair riser: 21' W x 6.25' H Each railing cling: 4.5' W x 2.3' H	295	Grand Concourse - Level 1 to Level 2.5	Brand the second two sets of stairs plus the landing railings between each set. Each set of stairs includes nine risers each, for a total of 18. The landing between the sets of stairs has six handrail decals - three on each side.	\$ 57,000	12-Aug	19-Aug	26-Aug
Stair Package 3	Each stair riser: 21' W x 6.25' H Railing clings: Various sizes, measurements available online	720	Grand Concourse - Level 2.5 to Level 3	Brand the two sets of stairs plus the landing railings between each set. Each set of stairs includes 12 risers each, for a total of 24. The landing between the sets of stairs has six handrail decals - three on each side.	\$ 60,000	12-Aug	19-Aug	26-Aug