



Conference Marketing  
Final AAD Approved Planning Deck

(Updated 12/9/2021)

**2022 AAD Annual Meeting**

**Boston, MA**

3/25/2022 – 3/29/2022



**annual meeting**

MARCH 25–29, 2022 • BOSTON, MA

**Official Exhibitor Supplier**



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# City Specific Outdoor Media



# Boston



## Prestige Digital Network

**PRESTIGE DIGITAL NETWORK** at Boston Logan consists of 80 high definition, flat panel, LCD screens strategically placed to reach 100% of arriving and departing passengers in all terminals as they deplane and make their way to baggage claim.

Each 10-second ad rotates on a :80-second loop.



## AAD Rates

The 2-week rate for (1) ad on all screens is \$86,060.

Media is subject to availability. A custom proposal is required.





# Boston



## Digital Charging Station Network

**DIGITAL CHARGING STATION NETWORK** at Boston Logan reaches departing and arriving passengers throughout terminals B & E.

This network is located throughout the gatehold areas of the airport, reaching passengers during high dwell times.

6 double-sided digital charging stations. 12 total screens

Each 10-second ad rotates on a :80-second loop.

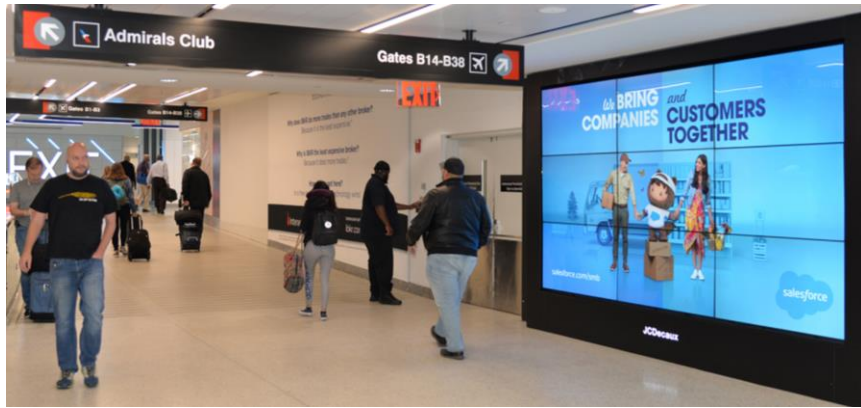
## AAD Rates

The 2-week rate for (1) ad on all screens is \$20,670

Media is subject to availability. A custom proposal is required.



# Boston



## Digital Spectacular Network

**DIGITAL SPECTACULAR NETWORK** at Boston Logan consists of 4 large format **oversized** locations featuring LCD HD screens, sized starting at 46" H x 162" W.

This network reaches 100% of arriving and departing passengers to Domestic Terminals A & B and International Terminal E. All screens are located on the concourse level (post-security) and most reach arrivals as they deplane and make their way to baggage claim.

Each 10-second ad rotates on a :80-second loop.

## AAD Rates

The 2-week rate for (1) ad on all screens is \$86,060

Media is subject to availability. A custom proposal is required.



# Boston



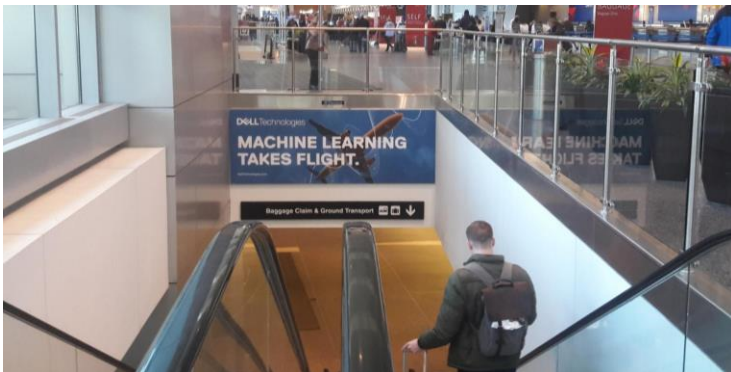
## Airport Banners

Enhance your presence in Boston's Logan Airport with these strategically placed banners.

**Terminal C, unit 7126:** Shown at the top, this unit reaches JetBlue arriving passengers as they head down from their gate and head toward baggage claim.

**Terminal A, units 5230 & 5232:** Shown on the middle & bottom, this package of two escalator banners will capture the attention of passengers as they're going to baggage claim and ground transportation. These banners can be seen by arriving and connecting passengers.

**Media subject to availability.**



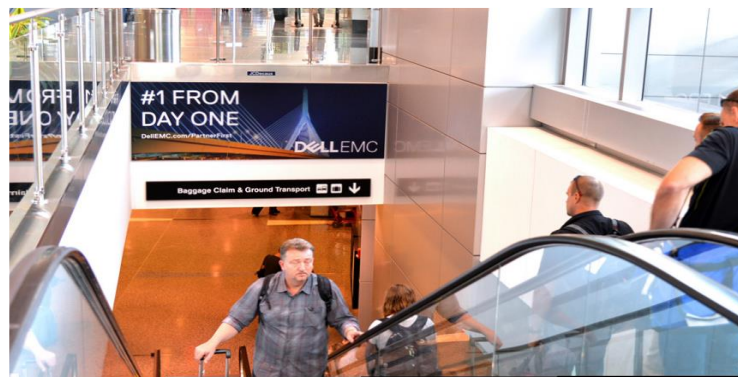
## AAD Rates

Rates below are for a 2-week duration and include space, production and installation.

Unit # 7126: \$18,915/2 weeks

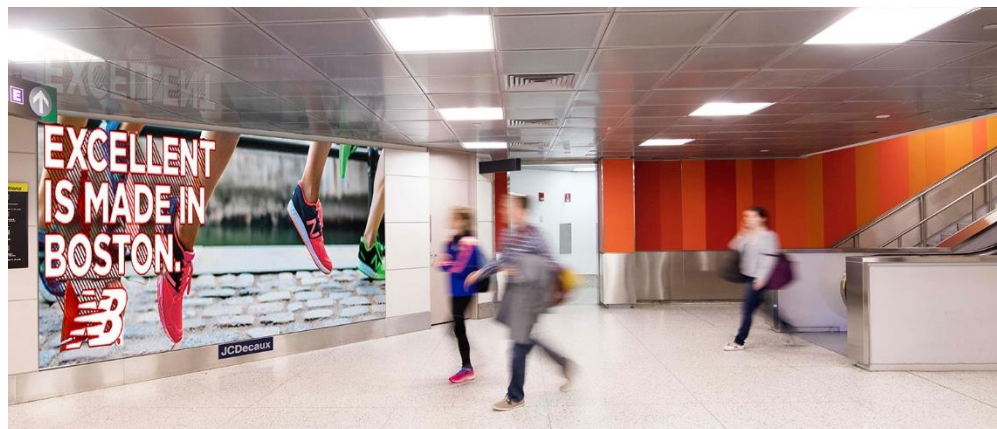
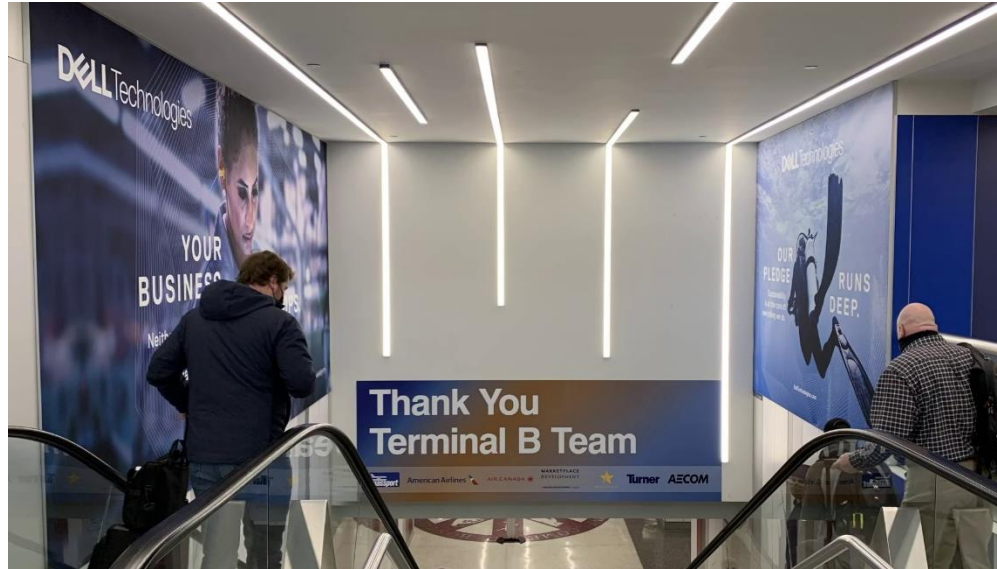
Unit #'s 5230 & 5232: \$36,108/2 weeks

Media is subject to availability. A custom proposal is required.





# Boston



## Airport Banners

Enhance your presence in Boston's Logan Airport with these strategically placed banners.

**Terminal B – unit 6151:** (2 banner package) Shown in the top photo, this unit includes a large format banner on either side of the escalators that descend to the Terminal B Baggage Claim

**Terminal C, 7124:** Shown in the bottom photo, this large format banner targets 100% of arriving passengers as they make their way to baggage carousels in Terminal C

**Media subject to availability.**

## AAD Rates

Rates below are for a 2-week duration and include space, production and installation.

Unit # 6151: \$67,958/2 weeks

Unit # 7124: \$21,093/ 2 weeks

Media is subject to availability. A custom proposal is required.





# Boston | Boston Logan Intl: Terminal A Ticketing

## Interior

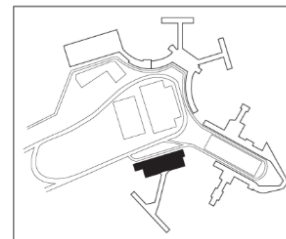
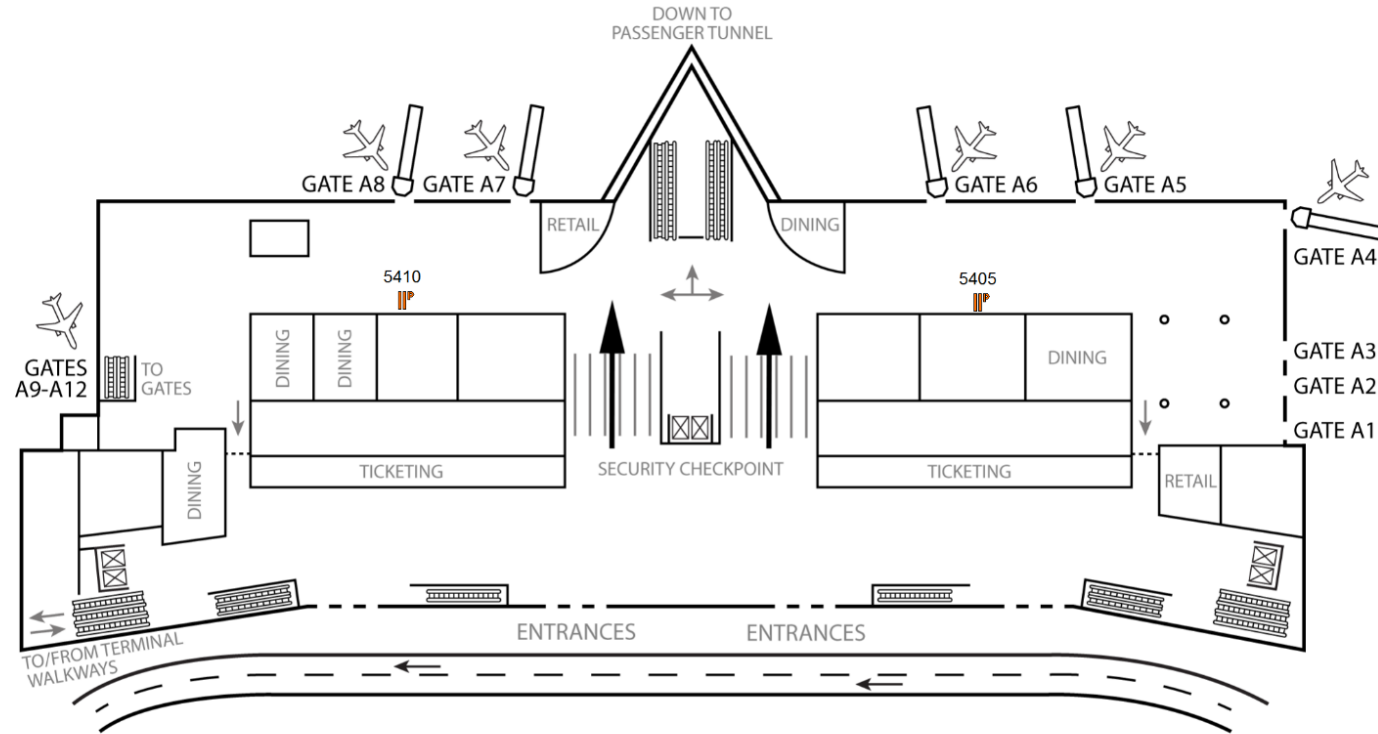
- I Diorama
- II AAU
- 6' x 6'
- ▭ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- Lightbag
- Security Bin
- P Courtesy Phone Center

## Digital

- II<sup>P</sup> Prestige Digital Network
- ▭ Digital Fresco
- Digital Welcome Center

## Exterior

- ▭ Exterior
- Air Train
- JetBridge



# Boston | Boston Logan Intl: Terminal A Satellite

## Interior

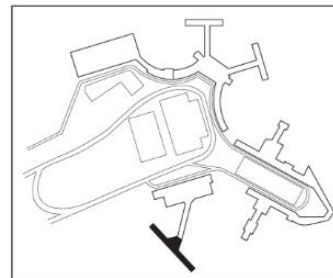
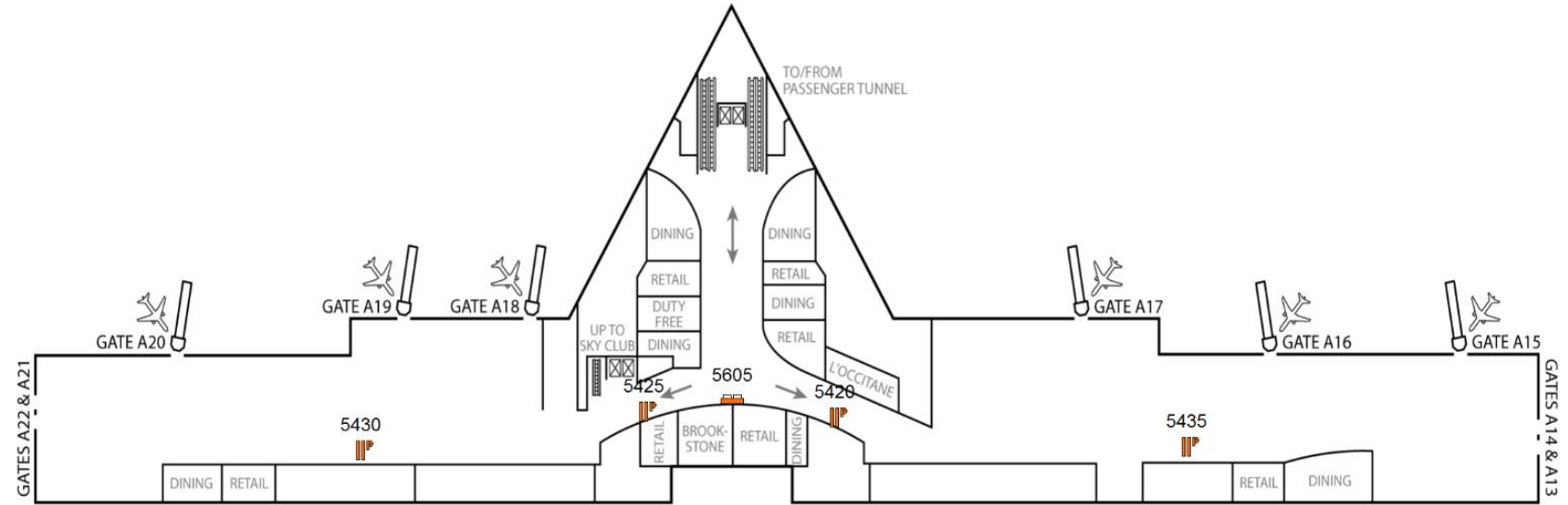
- I Diorama
- II AAU
- 6' x 6'
- ▭ 6' x 12'
- ▭ Spectacular
- ▴ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ☑ Lightbag
- ☑ Security Bin
- P Courtesy Phone Center

## Digital

- II\* Prestige Digital Network
- ▭ Digital Fresco
- Digital Welcome Center

## Exterior

- ▭ Exterior
- ⌋ Air Train
- ▬ JetBridge



# Boston | Boston Logan Intl: Terminal B - Ticketing

## Interior

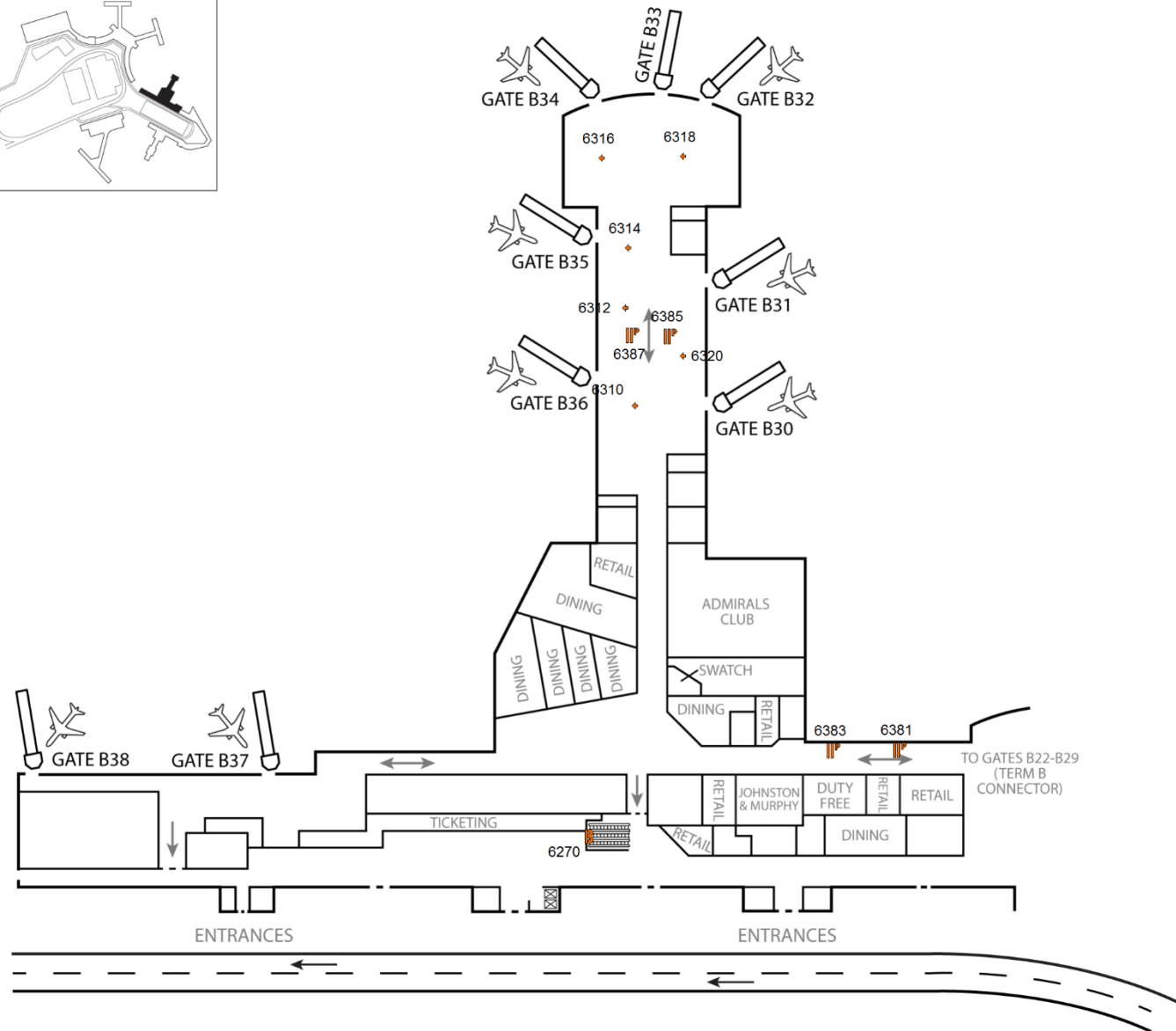
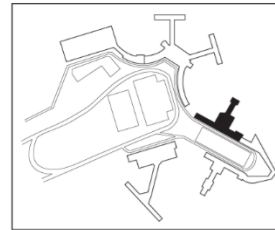
- I Diorama
- II AAU
- 6' x 6'
- ▢ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- 👜 Lightbag
- 🛡 Security Bin
- 📞 Courtesy Phone Center

## Digital

- II<sup>P</sup> Prestige Digital Network
- 🖼 Digital Fresco
- 🗣 Digital Welcome Center

## Exterior

- ▭ Exterior
- 🚆 Air Train
- 🚧 JetBridge





# Boston | Boston Logan Intl: Terminal B - Ticketing

## Interior

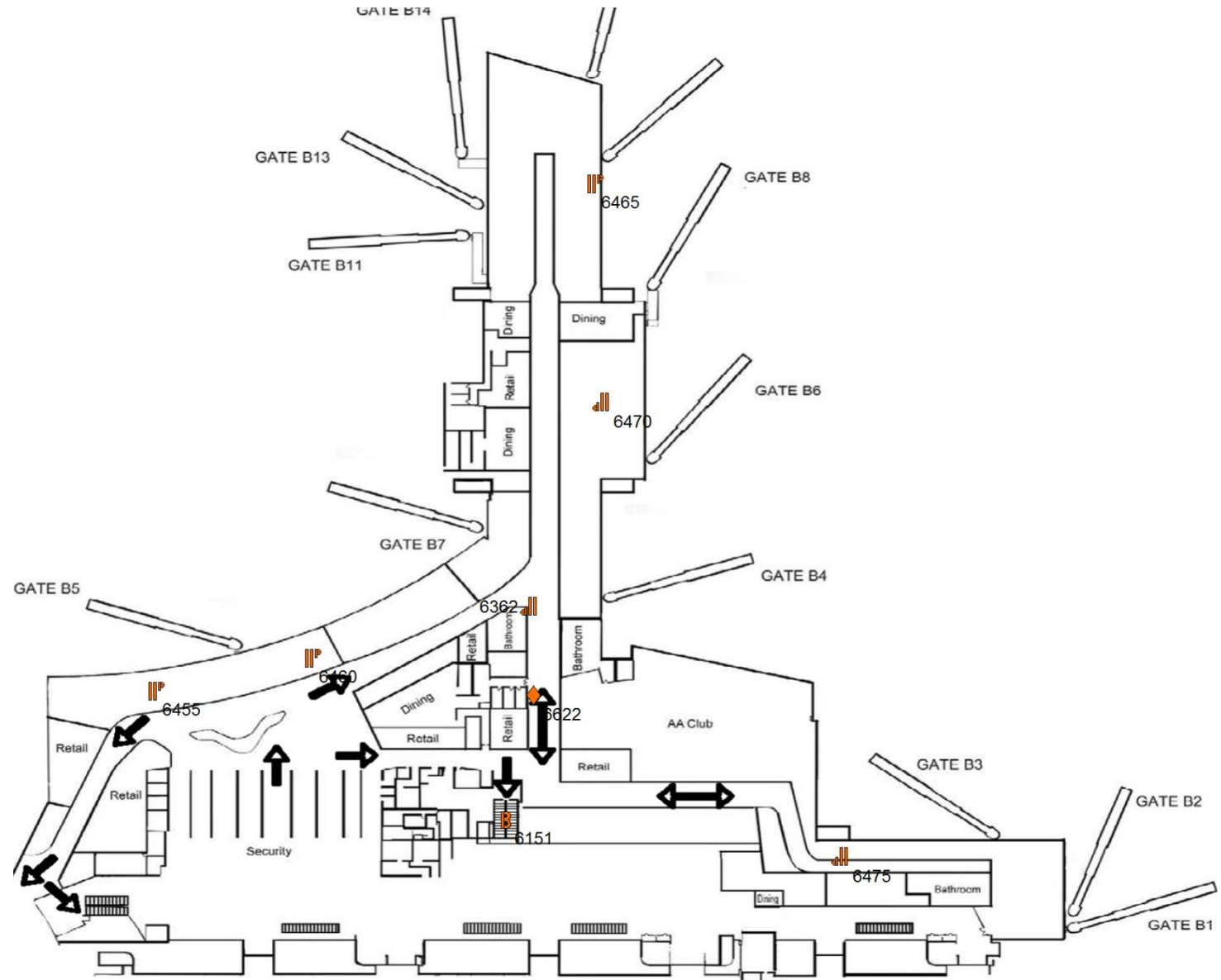
- I Diorama
- II AAU
- 6' x 6'
- ▭ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ☑ Lightbag
- ☑ Security Bin
- P Courtesy Phone Center

## Digital

- II<sup>P</sup> Prestige Digital Network
- ☑ Digital Fresco
- ☑ Digital Welcome Center

## Exterior

- ▭ Exterior
- ☑ Air Train
- ▭ JetBridge



# Boston | Boston Logan Intl: Terminal B - Connector

## Interior

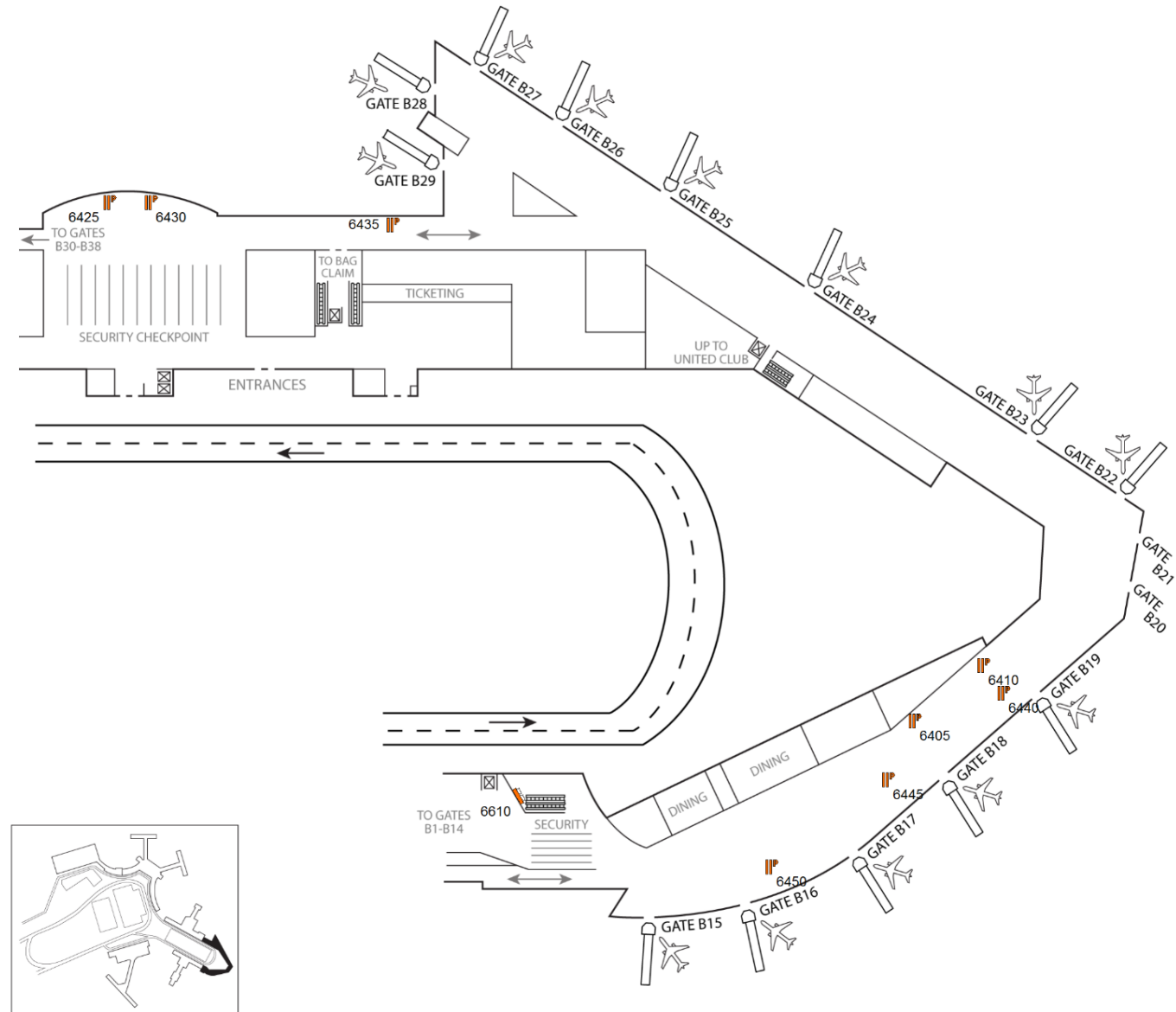
- I Diorama
- II AAU
- 6' x 6'
- ▭ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ☑ Lightbag
- ☑ Security Bin
- P Courtesy Phone Center

## Digital

- II<sup>P</sup> Prestige Digital Network
- ▭ Digital Fresco
- ☑ Digital Welcome Center

## Exterior

- ▭ Exterior
- ☑ Air Train
- ▭ JetBridge



# Boston | Boston Logan Intl: Terminal E - Ticketing

## Interior

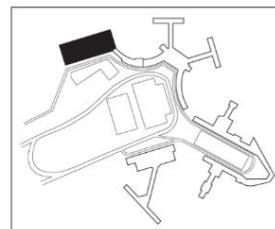
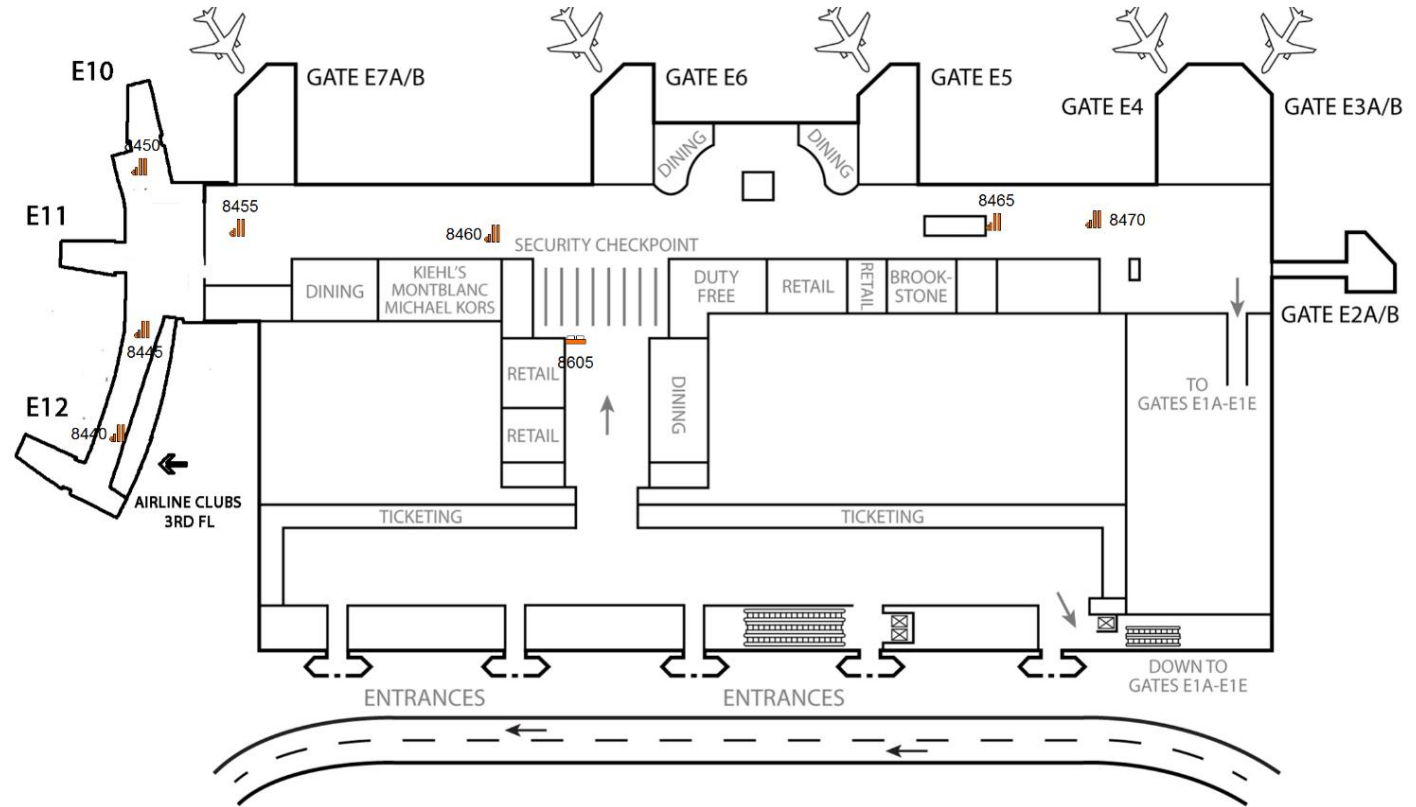
- I Diorama
- II AAU
- 6' x 6'
- ▭ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ▭ Lightbag
- ▭ Security Bin
- P Courtesy Phone Center

## Digital

- II\* Prestige Digital Network
- ▭ Digital Fresco
- 📍 Digital Welcome Center

## Exterior

- ▭ Exterior
- 🚶 Air Train
- ▭ JetBridge





# Boston | Boston Logan Intl: Terminal E – Baggage Claim

## Interior

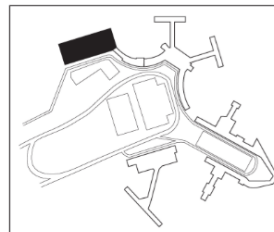
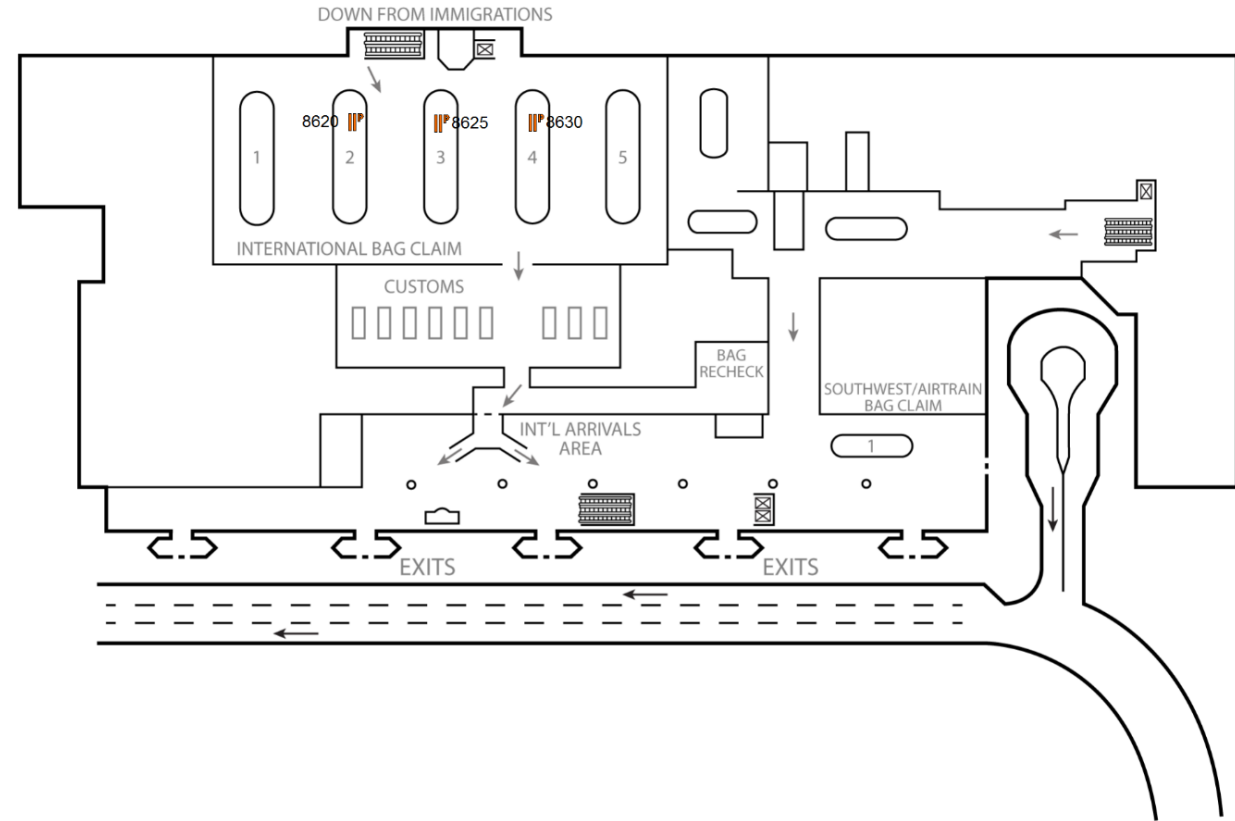
- I Diorama
- II AAU
- 6' x 6'
- ▩ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ▣ Lightbag
- ▤ Security Bin
- P Courtesy Phone Center

## Digital

- II\* Prestige Digital Network
- ▬ Digital Fresco
- ⬢ Digital Welcome Center

## Exterior

- ▭ Exterior
- ⌒ Air Train
- ▬ JetBridge



# Boston | Boston Logan Intl: Terminal C - Connector

## Interior

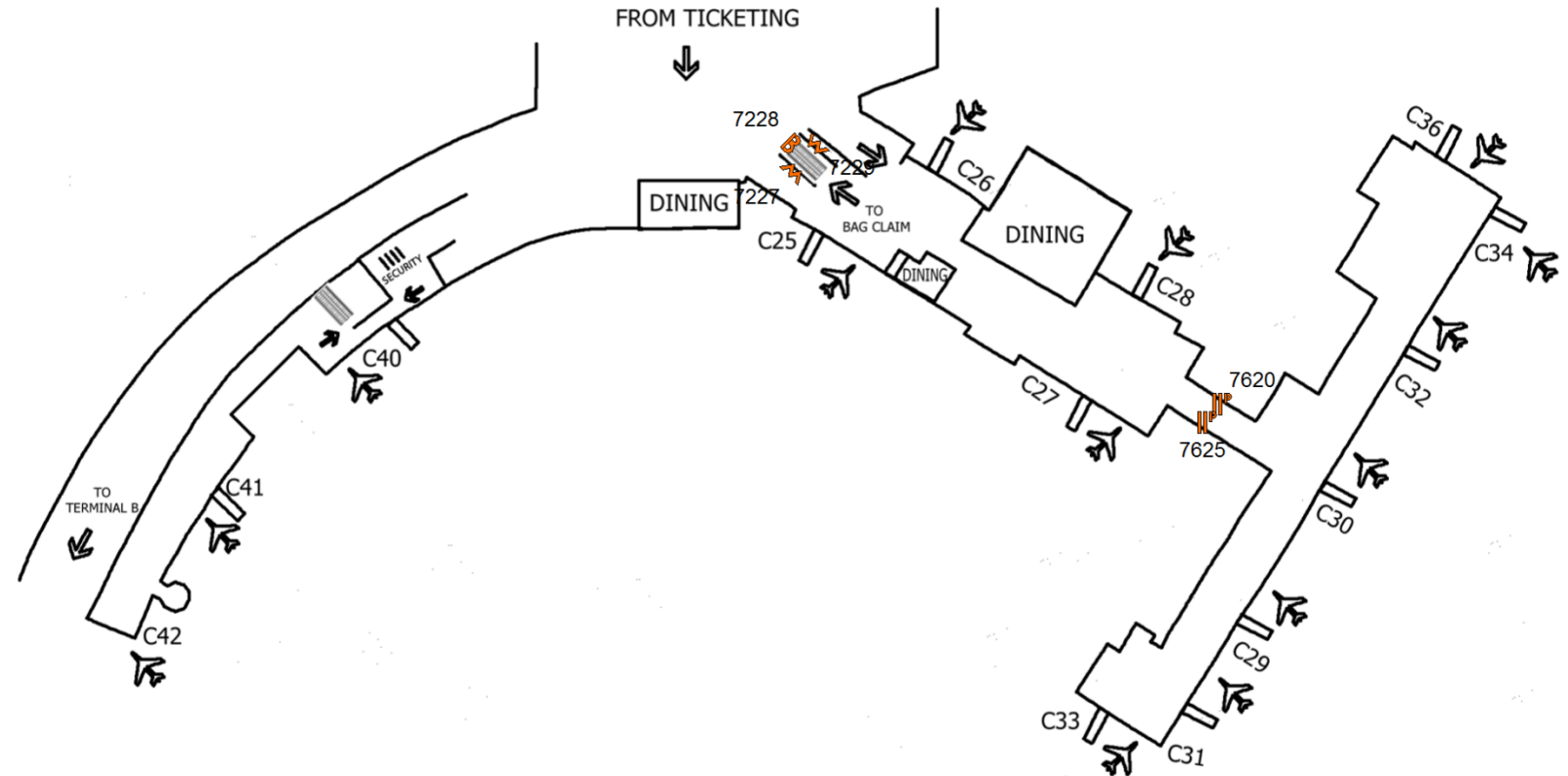
- I Diorama
- II AAU
- 6' x 6'
- ▭ 6' x 12'
- ▭ Spectacular
- ▴ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ▭ Lightbag
- ▭ Security Bin
- P Courtesy Phone Center

## Digital

- II\* Prestige Digital Network
- ▭ Digital Fresco
- Digital Welcome Center

## Exterior

- ▭ Exterior
- ⌋ Air Train
- ▭ JetBridge



# Boston | Boston Logan Intl: Terminal C – Baggage Claim

## Interior

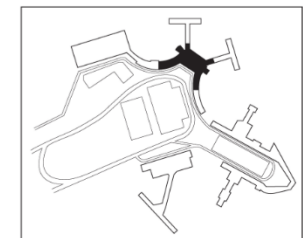
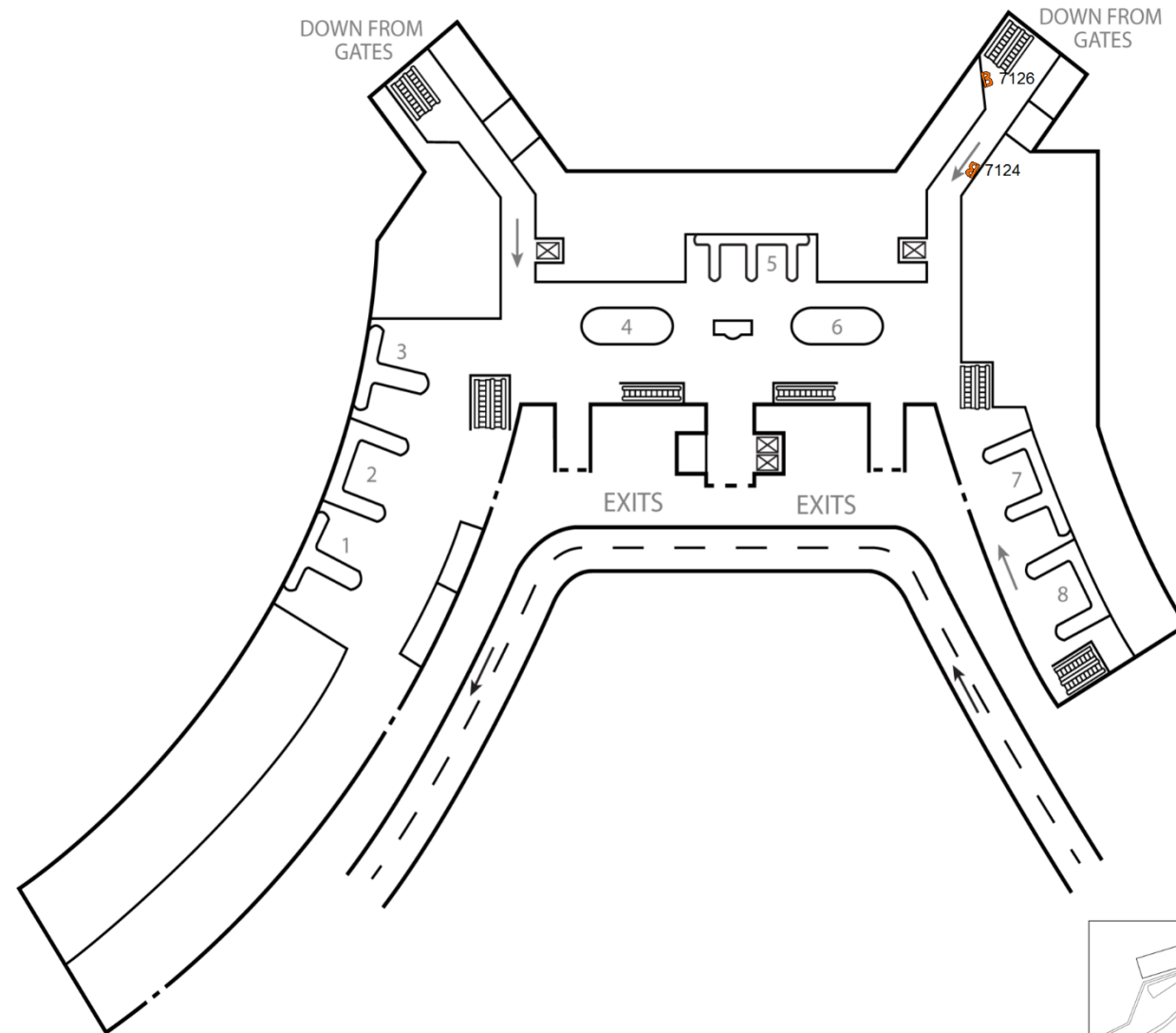
- I Diorama
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- ⊗ Exhibit
- PowerPole
- ☑ Lightbag
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## Digital

- II<sup>P</sup> Prestige Digital Network
- ▭ Digital Fresco
- Digital Welcome Center

## Exterior

- ▭ Exterior
- ⌋ Air Train
- ▣ JetBridge





# Boston



## Billboards

Billboards are available targeting people leaving Logan Airport and heading towards the Convention Center and downtown Boston.

Static and Digital Options Available.

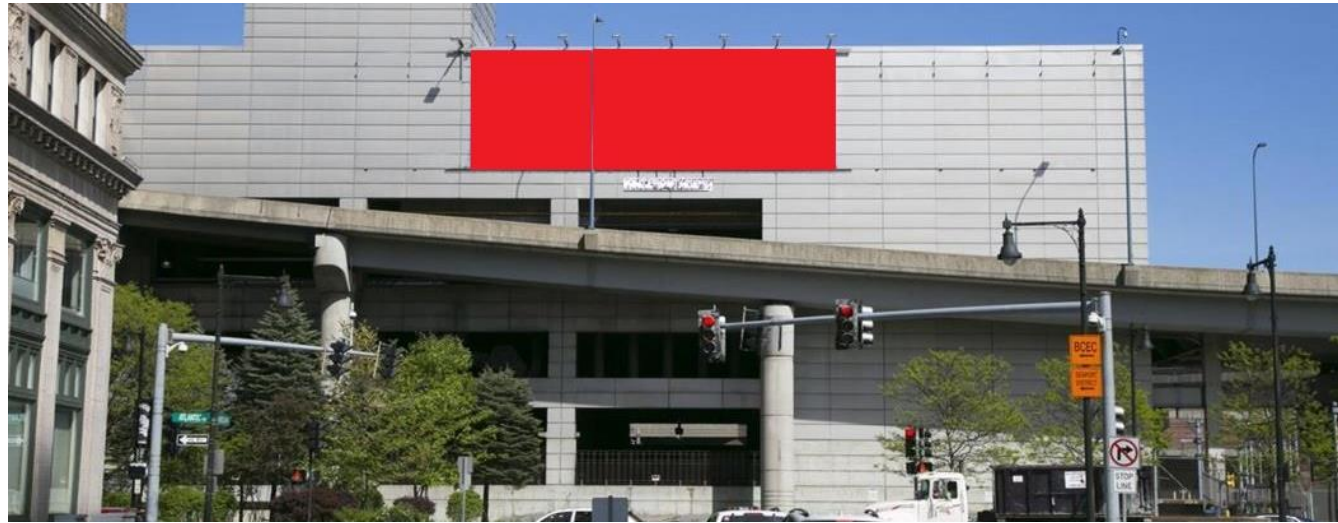
## AAD Rates

Rate range of \$6,750 - \$50,000 for a 2-week posting. Rate includes production and initial installation.

Media is subject to availability. A custom proposal is required.



# Boston



## South Station Wallscape

Located on South Station, the most heavily congested transportation hub in Boston, this oversized display is impossible to miss. Amtrak & the MBTA transport over 120,000 commuters per day through this station. All traffic pouring off of I-93 & I-90 (Mass Pike), out of Back Bay, Chinatown, & the Financial District use Kneeland St. to get to South Station. This is the only oversized exterior wallscape in the area!

**Unit:** BS-1129-W

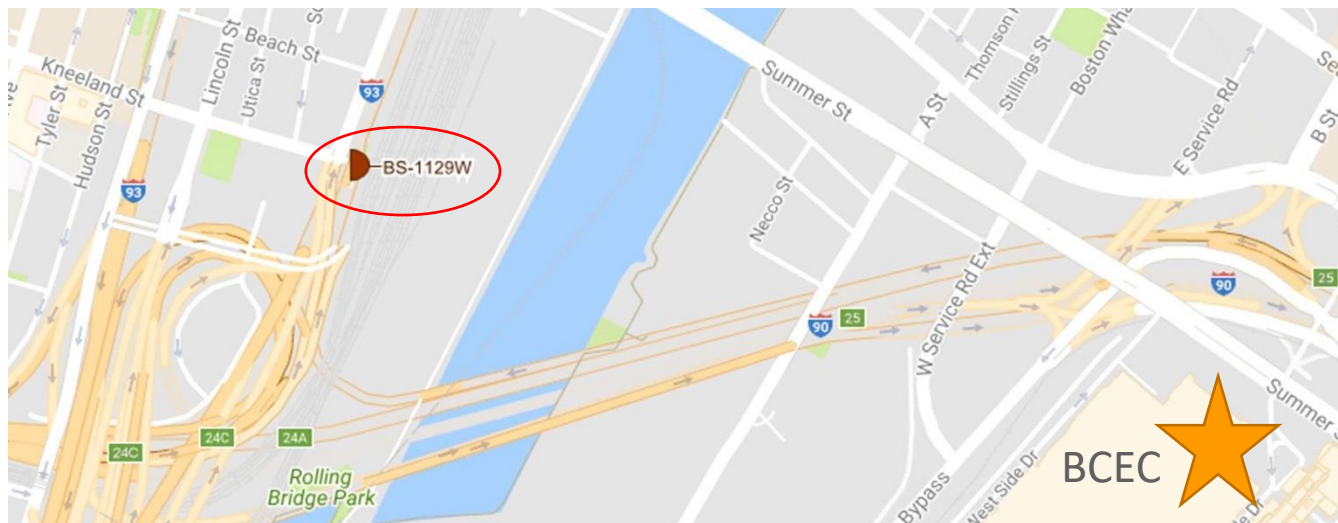
**Location:** South Station @ Kneeland St s/o I-93/I-90 F/W

**Size:** 20x60

## AAD Rates

\$64,188/4-weeks. Rate includes production and initial installation.

Media is subject to availability. A custom proposal is required.



# Boston



## Amtrak Posters & Dioramas

As a popular mode of transportation from DC to Boston, this format should also be considered to target arrivals to major Northeast cities.

### ACELA OR NORTHEAST REGIONAL RAIL POSTERS: (upper image)

Located in all train cars, posters are sized 17.5" H x 12.5" W.

### ACELA BACKLIT DIORAMAS: (lower image)

Acela Express offers Backlit Posters sized approximately 18" H x 13" W. These illuminated posters are available only on Acela Express.



## AAD Rates

80 Acela Posters: \$33,248/month

230 Northeast Regional Rail Posters: \$46,313/month

80 Acela Backlit Posters: \$56,095/month





# Boston



## Street Furniture Panels

There are 2 types of street furniture in Boston:

- Transit Shelter
- City Information Panel

Each are sized 6' H x 4' W and backlit. Excellent for targeting attendees day or night in vehicles or on foot. Located in high traffic areas where attendees will frequently travel such as the BCEC, Seaport, Boston's Back Bay area, the North End, Faneuil Hall and area hotels.



## AAD Rates

Transit Shelters and City Info Panels: 20 units  
\$79,860/2 weeks

All pricing including production and installation





# Boston



## Recycle Bin Panels

Sustain your message throughout Boston where attendees circulate. These panels dominate the streets and are great for targeting foot and vehicular traffic.

There are over 400 (3-Sided) units located citywide including coverage surrounding: Fenway Park, North Station, South Station, North End, Boylston Street, Faneuil Hall, Central Business District, Prudential Center, Cambridge Street, Back Bay.

## AAD Rates

**50 Bins / 150 Panels (3 per bin):**

\$66,220 including production of 150 panels from 1 creative

**100 Bins / 300 panels (3 per bin):**

\$126,196 including production of 300 panels from 1 creative

Rates are based on a 4-week display period





# Boston



## Bike Share

The Boston Bike Share is a great way to target attendees on the go in Boston. Coverage is city-wide including entertainment venues, shopping districts and major transportation hubs including South Station, North Station and Back Bay. Panels are sized 56”H x 38”W.

These panels are sold in (2) networks of 45 panels.

## AAD Rates

Bike Share Package: 45 units is \$119,698/4 weeks

Pricing includes production and installation



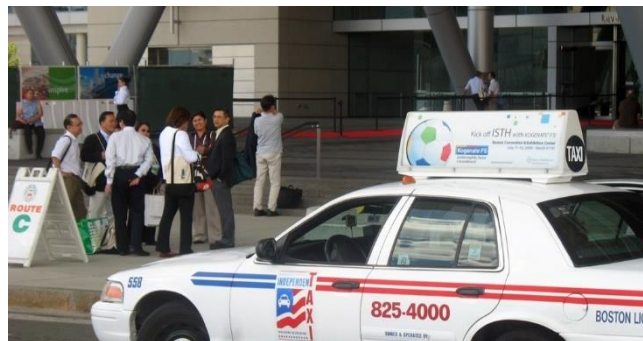
# Boston



## Taxi Tops

Taxi Tops are a great way to concentrate your message in key areas around the Convention Center: the Back Bay, Seaport area, Cambridge and other tourist attractions. Taxi top advertising also provides exposure on routes to/from the airport.

STAGED CABS are off duty and won't pick up fares. The cabs are chartered with customized routes and can be staged to drive around the event, line-up in the taxi line and provide complimentary transportation to key personnel. Rates are quoted upon request and are available only in conjunction with a taxi top buy.



## AAD Rates

75 Taxi Tops: \$18,363

Two-sided Taxi tops are sized 14" H x 48" W for a 2-week display period including production from one creative.





# Boston



## Subway (T) Station Options

Attendees will choose the subway as convenient way to travel from the airport, the Hynes, BCEC, Seaport and Back Bay areas. Advertisers have the opportunity to audiences as they travel to and from the event or to local Boston activities.

- Situated above subway entrances: Urban Panels
- Riders enter and exit stations: Turnstile Ads
- Inside Stations
  - Dioramas
  - Two-Sheet Posters
- Station Domination
- Inside of T Cars - Interior Cards



## AAD Rates

Custom Proposal Required





# Boston



## Digital Urban Panels

Situated above subway entrances, urban panels are the most dominant and vibrant street-level displays. This solution allows advertisers the opportunity to appeal to huge rail and pedestrian audiences with creative that can be changed or updated throughout the day.

55" LCD Landscape Screens

Spot Length: 15-second

Loop Length: 90-second, 24/7

Static & Full-motion capabilities

## AAD Rates

18 units (Half Network): \$71,695/2 weeks

34 units (Full Network): \$133,845/2 weeks



# Boston



## Subway Two-Sheet Posters

Many stations on the Silver and Green Line will serve attendees staying at Hotels in the Back Bay. The Silver Line serves the Seaport and BCEC Center areas.

Placement of station posters throughout stations on these 2 lines will target attendees going underground for their transportation.

### Recommended Coverage:

- Court House Station
- World Trade Center Station
- Prudential Station
- Copley Station

## AAD Rates

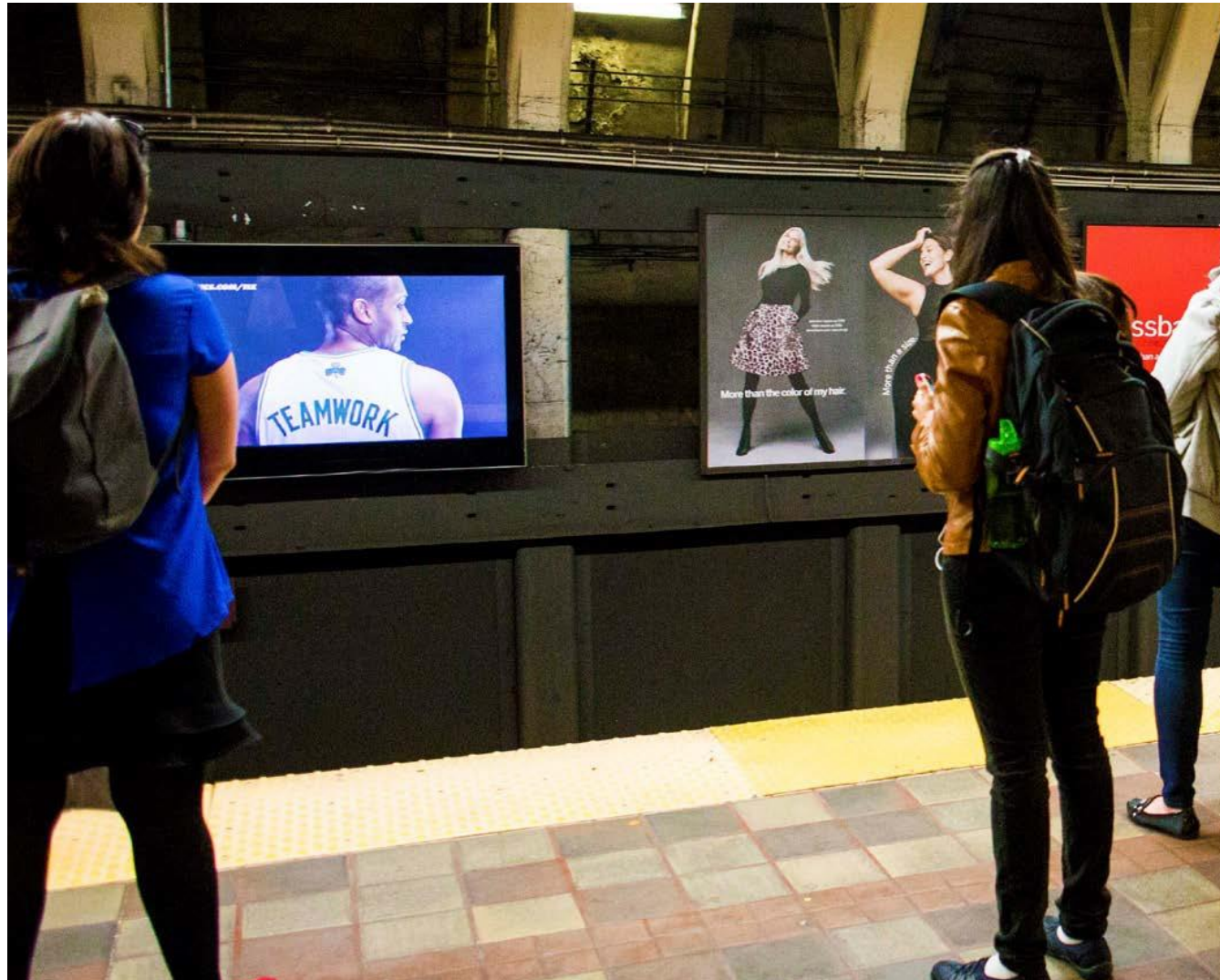
- Court House Station: \$13,163/4 weeks for 16 posters
- World Trade Center Station: \$19,760/4 weeks for 24 posters
- Prudential Station: \$9,880/4 weeks for 12 posters
- Copley Station: \$36,790/ 4 weeks for 45 posters

Rates include space, production and installation





# Boston



## Subway Digital Displays

Digital Display and Subway Liveboards are a vibrant way to stand out and offer advertisers the opportunity to appeal to huge subway audiences with creative that can be changed or updated throughout the day.

Product Info:

Sized at 55" & 70", both landscape and portrait

Spot Details: One :15 second spot in :180 second loop

Static & Full Motion-Capable (No Audio)

## AAD Rates

2-Week Rates for one :15 Spot:

Copley Station: \$18,655 for 23 screens

South Station: \$63,278 for 61 screens

Multiple Ads Available and Package options are available.



# Boston



## Back Bay Station Domination

Back Bay is an iconic neighborhood in the heart of Downtown Boston that offers a blend of affluent residential streets, boutique offices and commercial attractions.

Along side Copley Place and the Prudential Center.

Media includes:

Platform posters

Backlit Dioramas

Stairwell Banners and Liveboards

## AAD Rates

\$287,918 including all space, production, install and removal for a 4-week minimum duration.





# Boston



## Prudential Mall

Target guests at the Marriott, Westin, Mandarin Oriental and Sheraton in the Back Bay.

Four of the largest hotels housing convention attendees for Hynes Convention Center. Approx. 2K attendees stay in the back bay for BCEC events too.

Attendees travel through a series of Walkovers and Malls to travel between hotels, to reach Hynes and to shop and eat.

## AAD Rates

Various Media options are available, a package can be customized upon request with the best units based on availability; please inquire if interested.

Opportunities range from \$25,000 - \$40,000/2 weeks including production and installation

Media is subject to availability. A custom proposal is required.



# Boston



## Copley Place Mall

The Copley Place Mall connects the Boston Marriott and the Westin to the Prudential Mall, making it ideal for reaching BCEC and Hynes attendees staying at these two key hotels.

(5) Sky Banners available throughout the mall, placed strategically throughout to reach the most amount of foot traffic. Banners range in size from 5'h X 9'w, 8'h X 14'w and 16'h X 14' w.

The Backlit Dioramas, pictured lower right, is located at four (4) locations throughout Copley Place Mall. Units are eye-level, ranging in size from approx. 7.5'h X 7.5'w to 9'h X 9'w.

Windowscapes are powerful eye-level opportunities, targeting foot traffic immediately upon arrival and departure of the mall. There are four (4) different locations available at Copley Place sized at approx. 6'h X 3'w



## AAD Rates

Various Media options are available, a package can be customized upon request with the best units based on availability; please inquire if interested.

Most opportunities range from \$4,700 - \$17,000/2 weeks including production and installation

Media is subject to availability. A custom proposal is required.





# Boston



## Copley Place Mall | Digital Displays

The digital spectaculars and digital ad panels in the Copley Place mall feature the latest technology with static and full-motion video advertising. All units are vibrant, full color HD digital boards, capable of running multiple creatives.

The Digital Ad Panel package (top image) features the same technology on HD pedestrian eye-level touch displays

Escalator Digital (lower image) is located at the top of the Marriott escalator at entry to the mall



## AAD Rates

Digital Ad Panels: \$5,753 per :15 ad per display in a 2 minute loop sized 56.25" h x 31.6" w.

Escalator Digital Display: \$5,753 per : 15 ad in a 2 minute loop sized 8.2' h x 5.7' w.

Multiple ads available

Media is subject to availability. A custom proposal is required.



# Boston



## Copley Place Mall | Printed Panels

The Copley Place Mall connects the Boston Marriott and the Westin to the Prudential Mall, making it ideal for targeting Convention attendees at these two key hotels.

Packages of Backlit Printed Mall Kiosks are available; units are either stand-alone locations or fixed-scrolling dioramas. These are well placed targeting foot traffic of guests staying at the Westin and Marriott Hotels heading to-from the Prudential center and Hynes auditorium



Freestanding Panels (Top image)

Kiosk Ad Panels (Middle and Lower image)



## AAD Rates

Printed free-standing Panels 8 Total: \$5,428 per panel sized 72" h x 36 w

Printed Kiosk Panels 36 Panels Total: \$4,713 per panel sized 69" h x 47" w

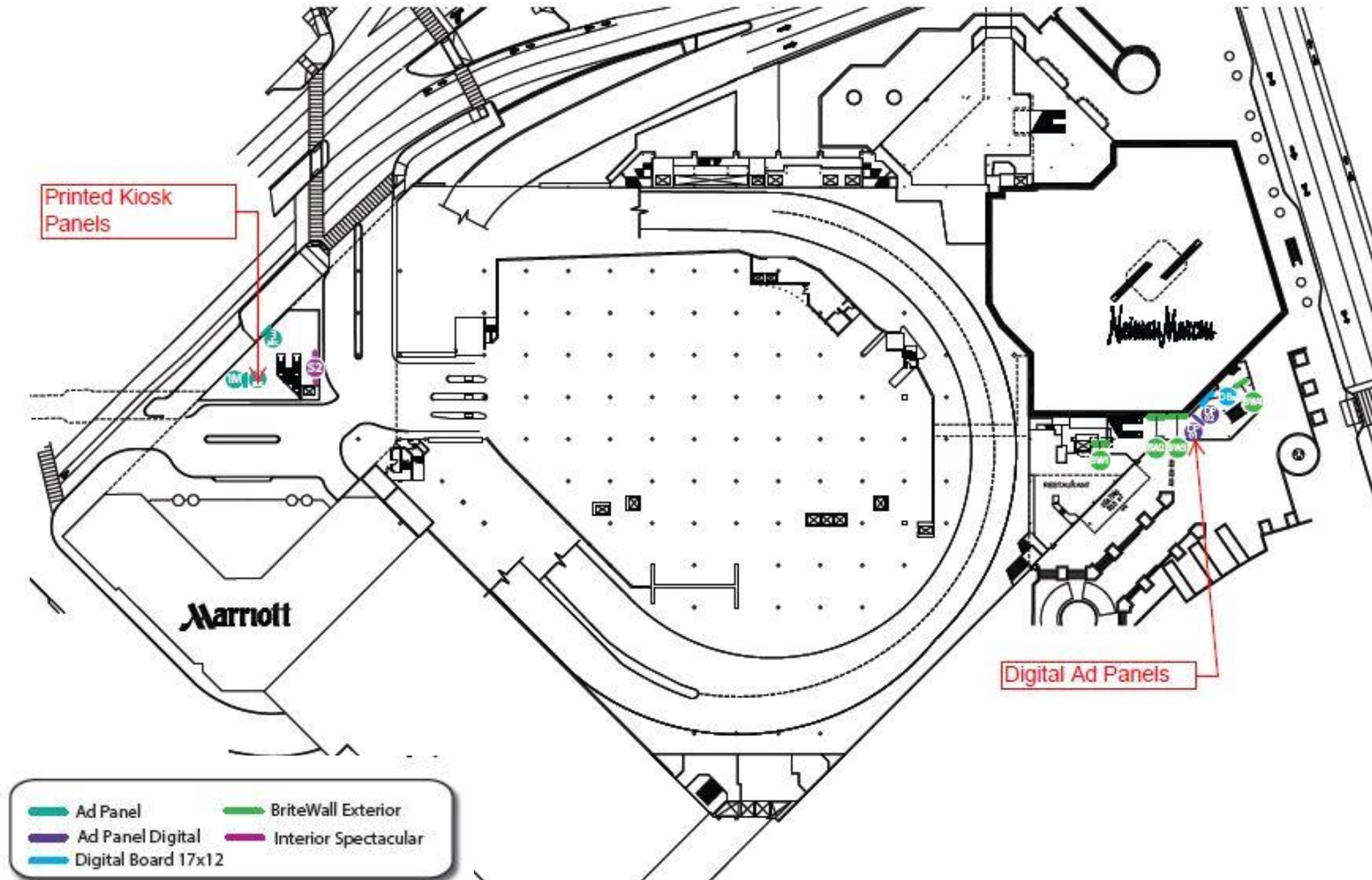
Rates include installation & production.

Media is subject to availability. A custom proposal is required.



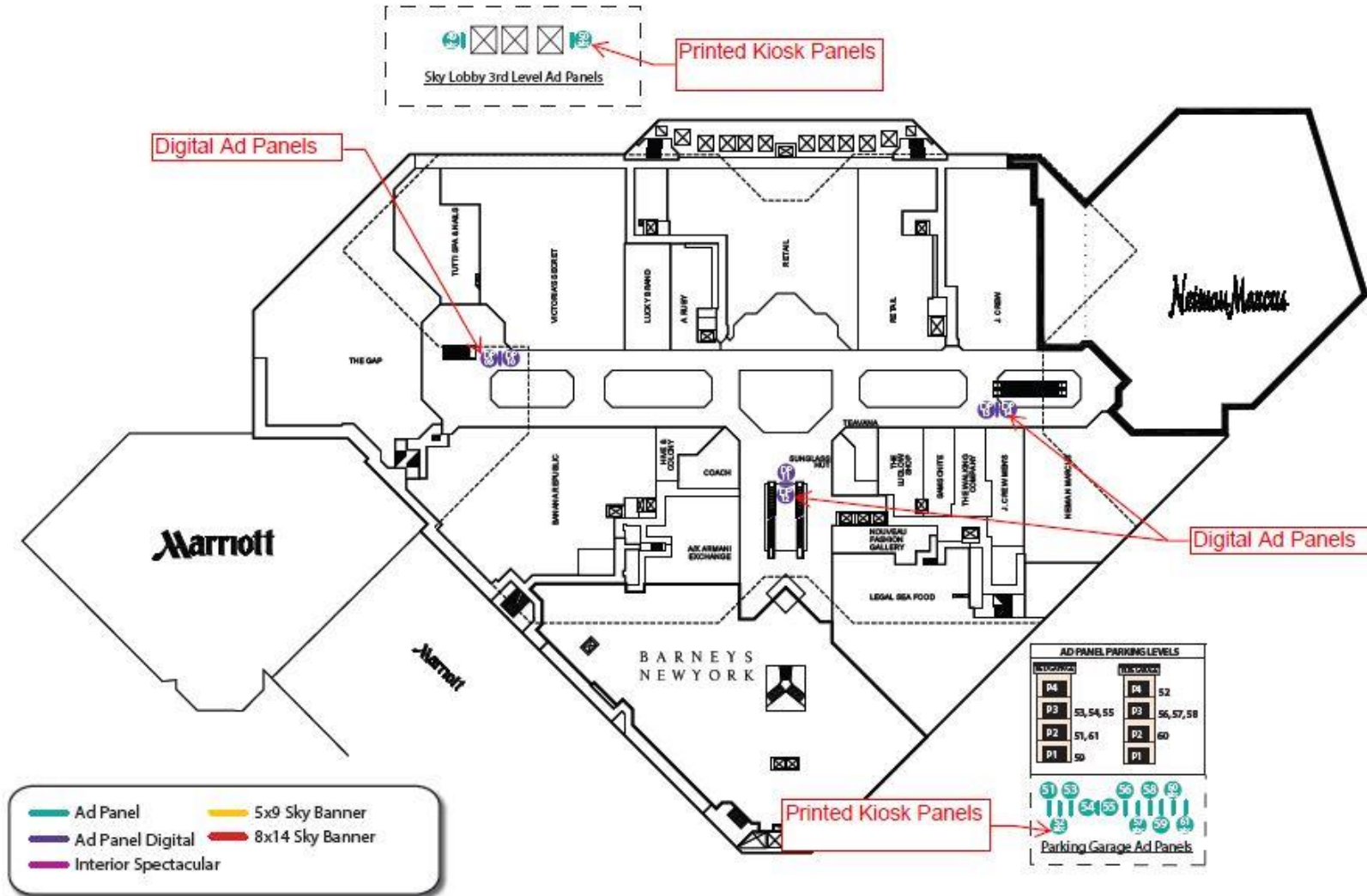


# Boston | Copley Place Mall Map





# Boston | Copley Place Mall Map





# Branded Advertising Vehicles

Branded vehicle campaigns are ideal for driving your message to an audience at specific times and locations throughout the day via customized routing and scheduling. Perfect delivery for your message and concept when stationary ads are not enough!

Campaign Planning is designed to:

- Target the key routes to/from the Convention Center, Airports and Hotel Destinations
- Reach participating evening venues and off site attractions
- Each concept can be customized for maximum reach and exposure
- Planning Rates are based on minimum activation, can be extended/increased based on desired reach



# Branded Advertising Vehicles



## Mobile Billboard: Printed Panels

Mobile Billboards are a perfect medium for target marketing. They can be driven directly to your audience wherever they are, even in hard to reach locations. Thus, a powerful tool for targeting event attendees on the move during their stay.

These dedicated advertising vehicles can drive your message right up to specifically targeted locations like the convention center, hotels, and popular tourist attractions.

Their mobility allows them to follow crowds of attendees as they move around town over the course of the day.



## AAD Rates

5 days / 8 consecutive hours: \$11,603

Rate includes production and installation



# Branded Advertising Vehicles



## Digital Mobile Billboard

Specially designed vehicles that are outfitted with HD screens with full-motion video & audio

The vehicle is equipped with 3 digital screens that are readable both during daylight hours as well as at night.

2 Side Panels sized 16' x 8' and 1 rear panel 8' x 8' with 12 mm resolution

Digital capabilities can include live feeds, internet feeds, video gaming, or other interactive elements.

## AAD Rates

3 days/8 consecutive hours: \$9,068

4 days/8 consecutive hours: \$12,090

5 days/8 consecutive hours: \$15,113





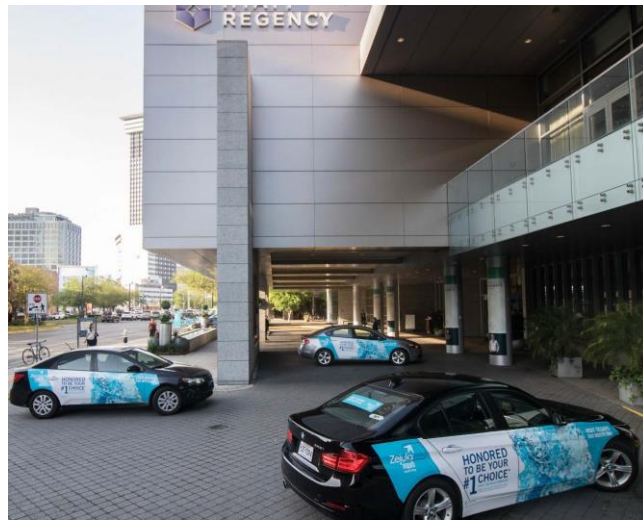
# Branded Advertising Vehicles



## Wrapped Rideshare - Ubers & Lyfts

These eye-catching, moving displays are great for targeting specific events as well as a general market audience with head-turning results.

Note: Note: Drivers operate as they normally would under the Rideshare Apps (Uber/Lyft) but must return to the target location after each drop off before taking next rider. This helps to increase the repeat visibility near and around the key target locations. Drivers can also serve as brand ambassadors to provide key collateral.



## AAD Rates

\$35,100 for a package of 5 wrapped cars for 4 days/8 consecutive hours daily.

\$69,875 for a package of 10 wrapped cars stationed at the target location for 4 days/8 consecutive hours daily.

Drivers operate as they normally would under the Rideshare Apps (Uber/Lyft) but must return to the target location after each drop off before taking next rider. Drivers can also act as brand ambassadors to provide key points and collateral.

EMC will provide Program Manuals inclusive of customized routing, scheduling, program implementation details, program objectives and staff training materials.



# Branded Advertising Vehicles



## Mobile or Stationary Projection

Projection will get you noticed at night! The average size of the projection is 30'-40' tall depending on the size of the buildings in the area. Your target audience cannot ignore this surprising new medium as it lights up city streets by cascading your message across buildings in a well-defined area. Display period starts at dusk and runs for about 5 hours til midnight. Projection programs are executed as guerilla campaigns. Permits can be sourced (add'l time and fees will apply).

The custom-designed Projection Vehicle displays a presentation consisting of static and full-motion video ads. The vehicle can park to project your message(s) onto a static location.

Full scouting of locations/walls will take place after contracting.



## AAD Rates

3-night/5 consecutive hours daily: \$33,315  
4-night/5 consecutive hours daily: \$43,910

In the event of inclement weather, projection will remain in market longer or projection runs additional hours per night.

EMC will provide Program Manuals inclusive of customized routing, scheduling, program implementation details, program objectives and staff training materials.





# Trolley Wraps



## Trolley Wraps

The Old Town Trolley Tours travel the entire metro area including areas of high visibility seen by tourists and locals.



## AAD Rates

Back wraps: \$6,295/unit/month

Full wraps: \$15,855/unit/month

Pricing includes production and installation

One month minimum







# emc events

*a division of emc outdoor*

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