



Conference Marketing
Final AAD Approved Deck

AAD 2022 Annual Meeting

Boston, MA

BCEC - Boston Convention Center and
Exhibition Center

3/25 – 3/29

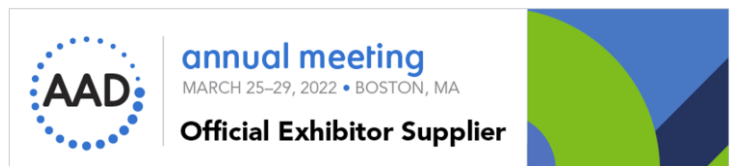


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City Specific Outdoor Media



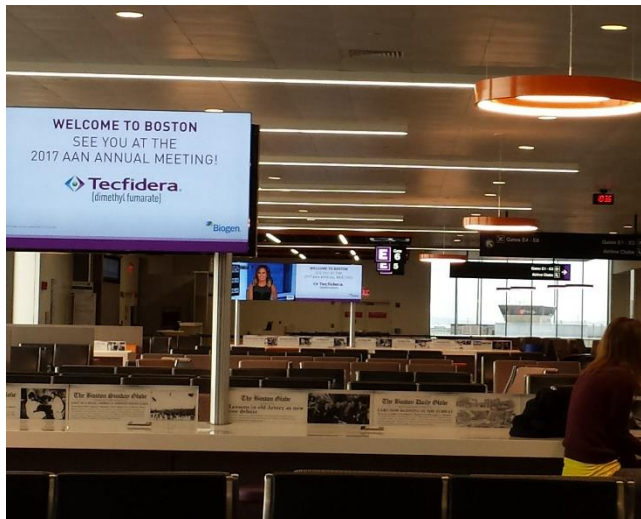
Boston



Airport Digital Network

DIGITAL NETWORK at Boston Logan consists of 30 double-sided locations featuring 70" LCD HD Screens 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 1-week rate for (1) ad on all screens is \$44,948.00.



Boston



Boston Logan Intl. | Digitals

DIGITAL NETWORK with **oversized panels** at Boston Logan consists of 5 locations featuring LCD HD Screens, sized starting at 46" h x 162" w, placed to reach 100% of arriving and departing passengers to Domestic Terminals A & B and International Terminal E. All of the screens are located on the concourse level (post-security) and most reach arrivals as they deplane and make their way to baggage claim.

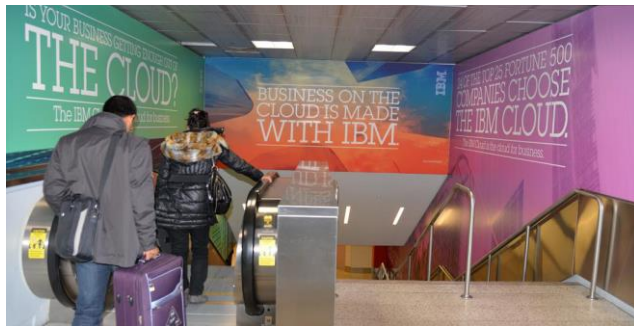
Each 10-second ad rotates on a :80-second loop. Advertisers have the ability to change creative on the last day of the event to reach departing attendees.

AAD Rates

The 1-week rate for (1) ad on all screens is \$40,625



Boston



Airport Banners

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

Terminal B, unit 6108: Shown in the upper left, this location targets American Airlines arriving passengers. Located near the baggage claim and airport exit.

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

Terminal C, units 7227, 7228, 7229: Shown on the lower left, a package of 3 banners making up a wall wrap. This package targets arriving passengers in terminal C as they travel to bag claim down the escalator.

Media subject to availability, additional units available upon request.

AAD Rates

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

Unit # 6108: \$35,393/2 weeks

Unit# 7126: \$29,673/2 weeks

Termina. C Package (Unit's 7227, 7228, 7229): \$100,685/3 units/2 weeks



Boston



Airport Banners

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

Terminal B – Pier A, unit 6270: Shown in the upper left, this location targets American Airlines arriving passengers

Terminal B - Pier B, 6256 & 6254: (2 banner package) shown right targets American Airline arrivals

Terminal C, 7122: Shown on the lower row, targets arriving passengers on JetBlue in terminal C as they travel to bag claim

Media subject to availability, additional units may be available upon request.

AAD Rates

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

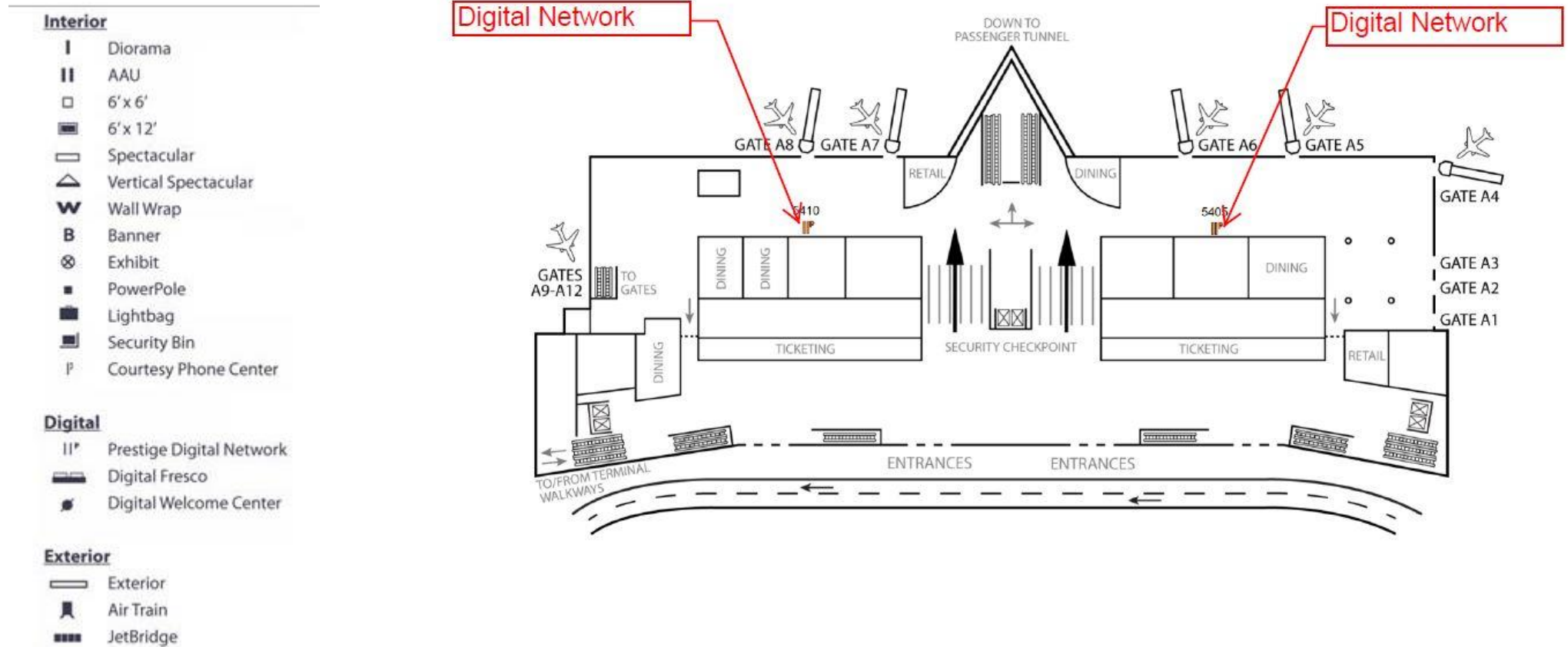
Unit # 6270: \$46,368/2 weeks

Unit #'s 6256 & 6254: \$44,818/2 weeks

Unit # 7122: \$24,830/ 2 weeks



Boston | Boston Logan Intl: Terminal A Ticketing



Boston | Boston Logan Intl: Terminal A Satellite

Interior

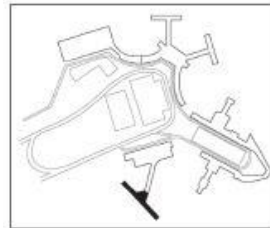
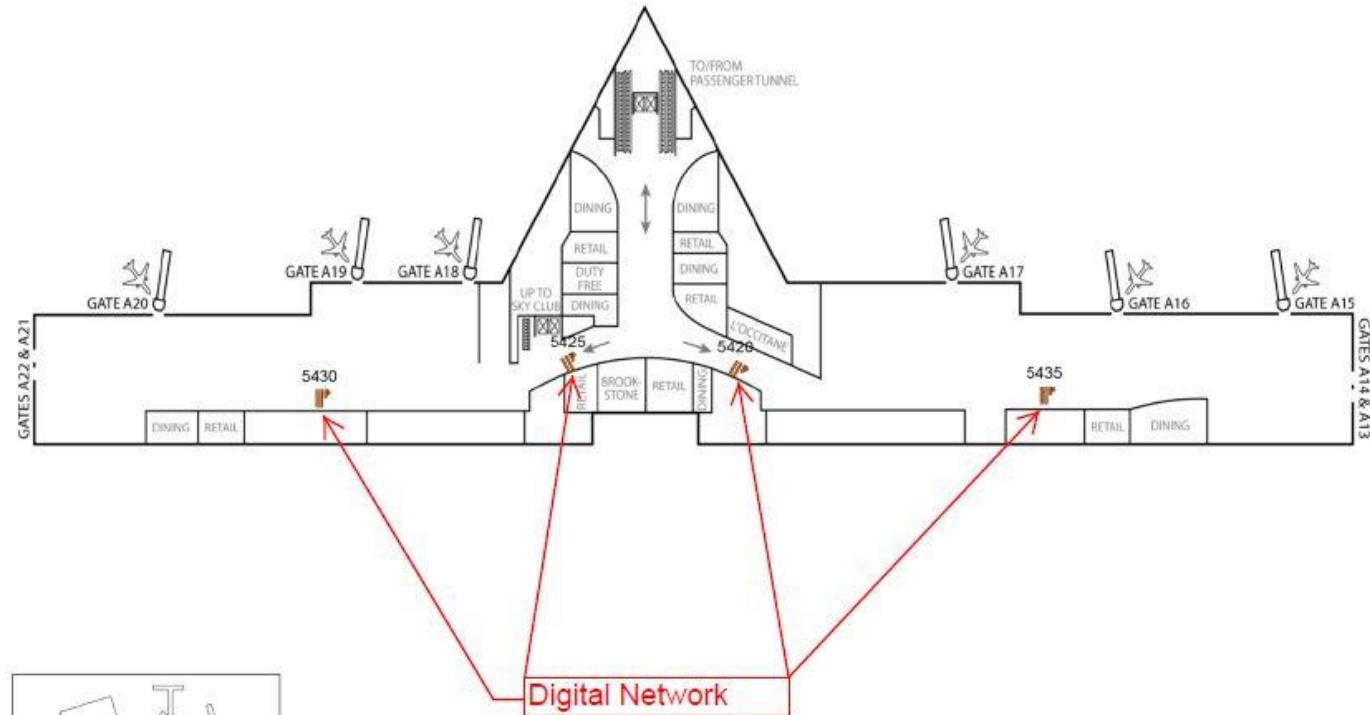
- I Diorama
- II AAU
- 6' x 6'
- ▤ 6' x 12'
- ▭ Spectacular
- △ Vertical Spectacular
- W Wall Wrap
- B Banner
- ⊗ Exhibit
- PowerPole
- ⊞ Lightbag
- ⊞ Security Bin
- P Courtesy Phone Center

Digital

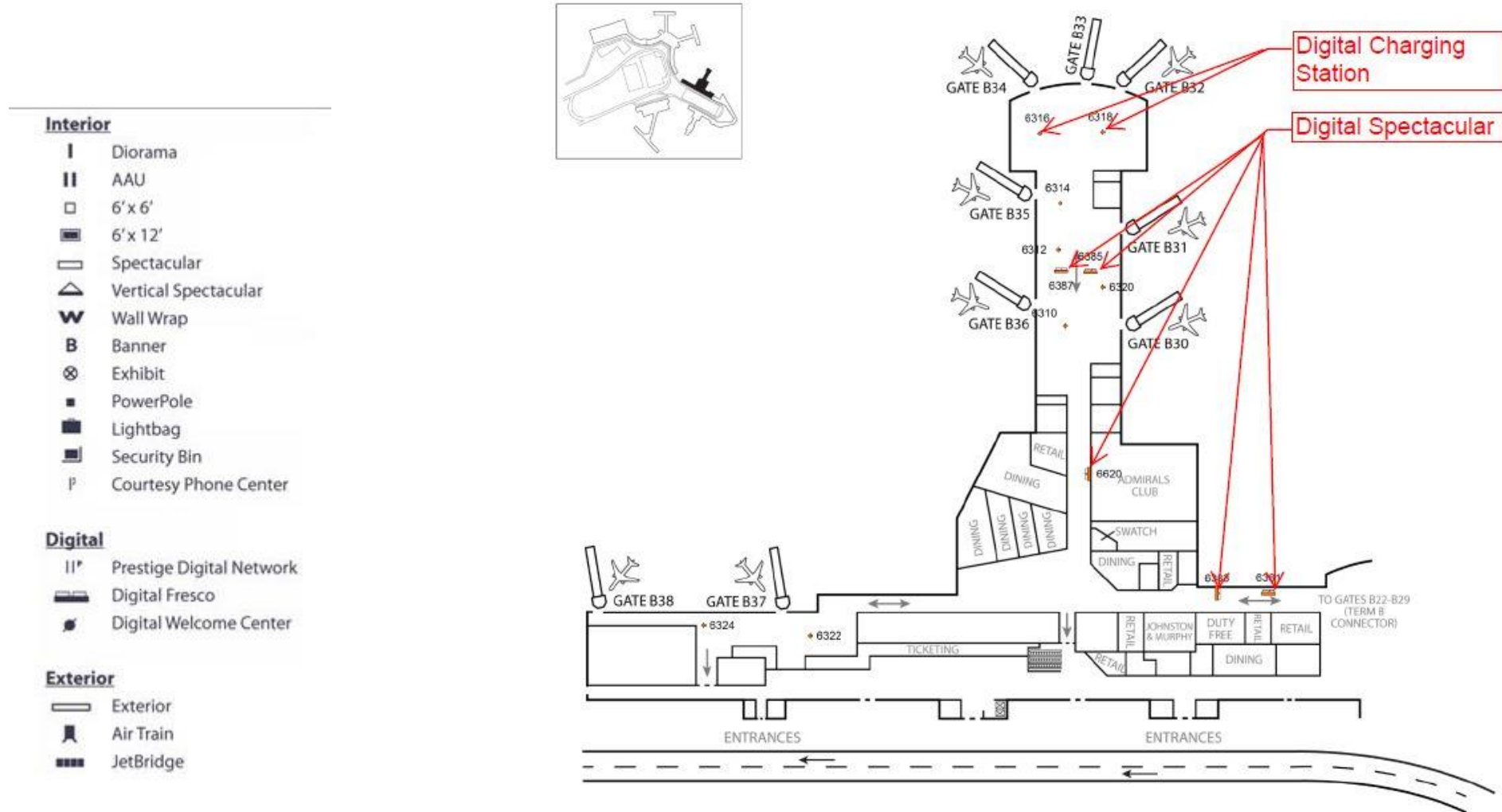
- II* Prestige Digital Network
- ▤ Digital Fresco
- Digital Welcome Center

Exterior

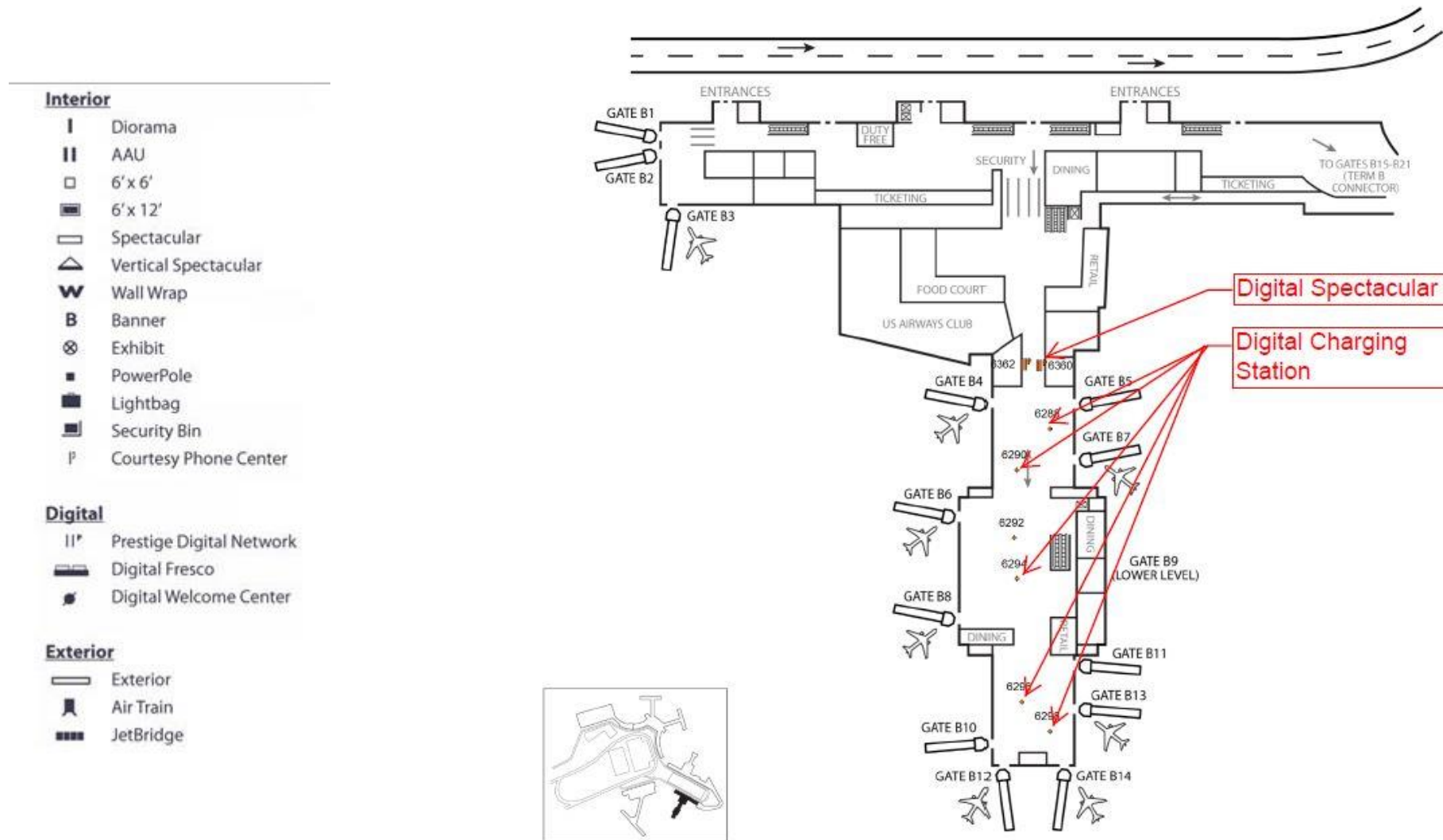
- ▭ Exterior
- ⊞ Air Train
- ▤ JetBridge



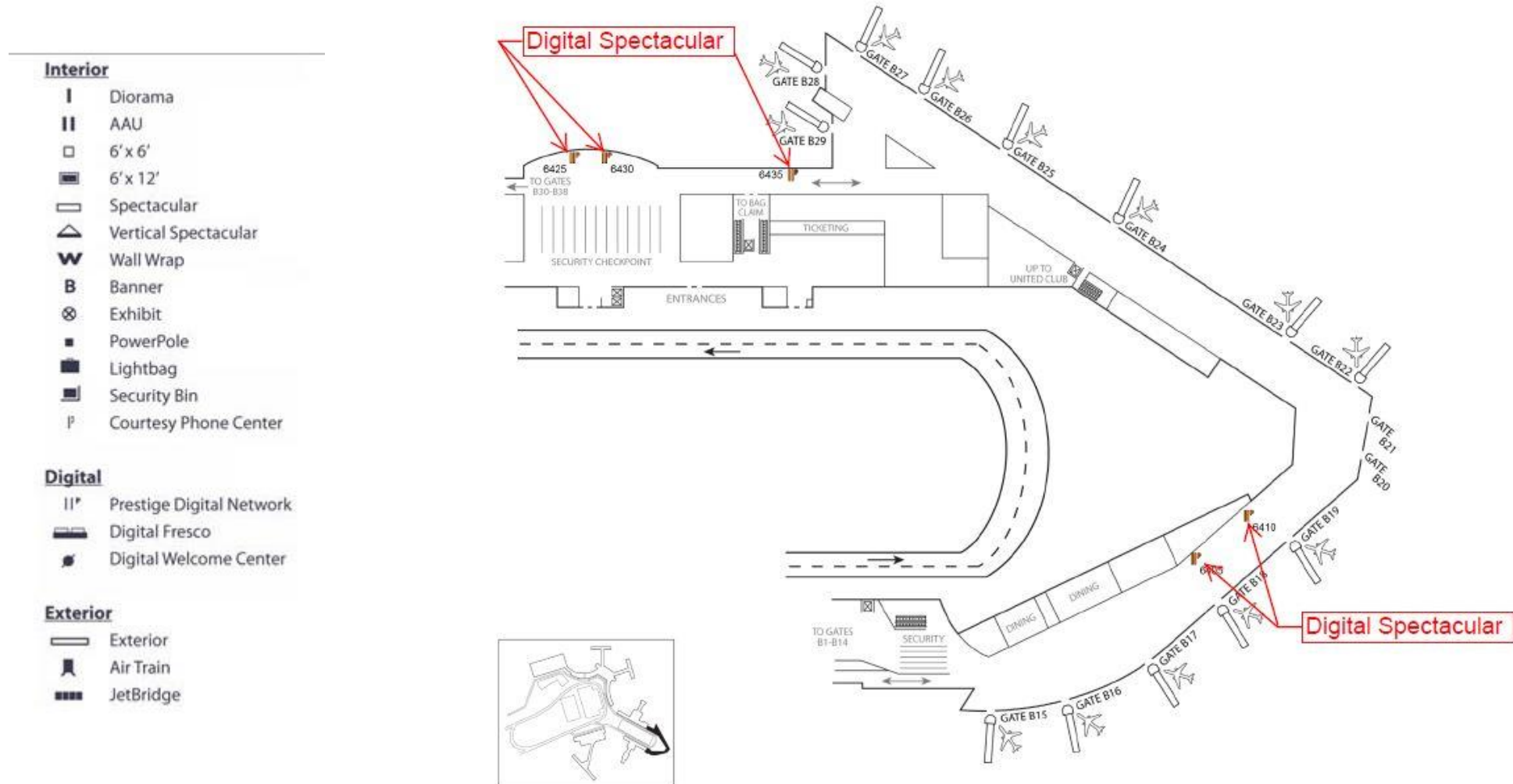
Boston | Boston Logan Intl: Terminal B - Ticketing



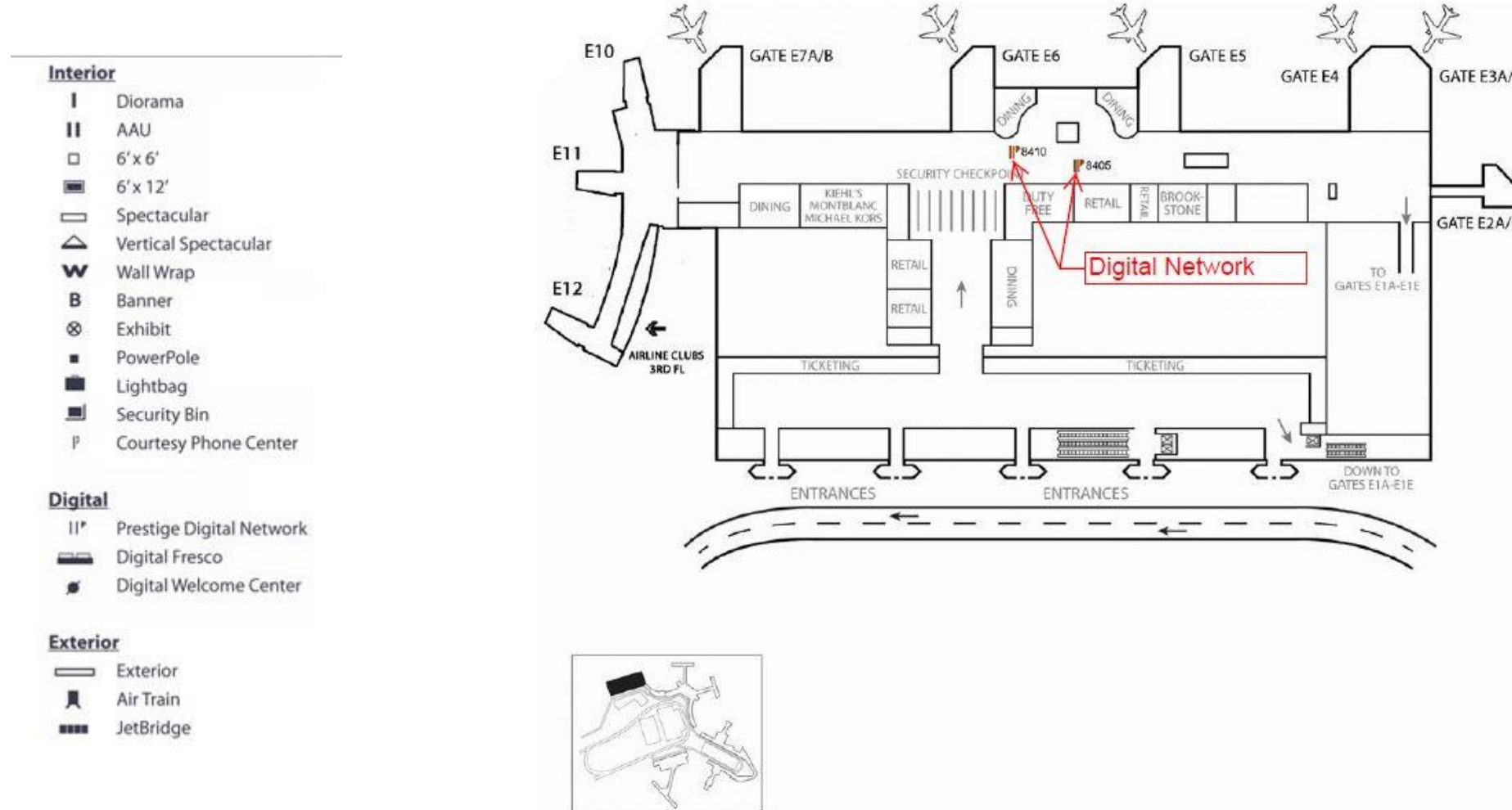
Boston | Boston Logan Intl: Terminal B - Ticketing



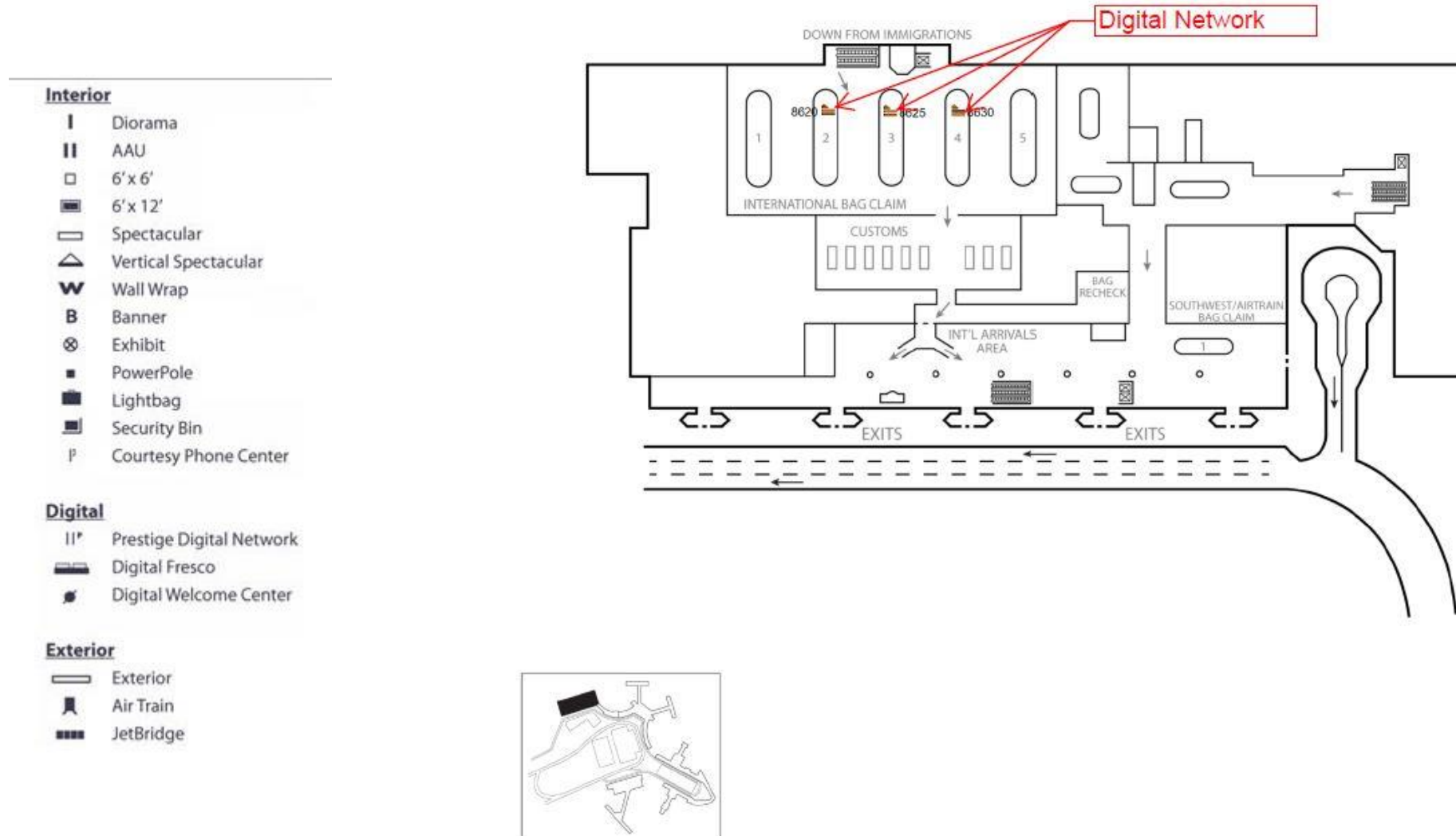
Boston | Boston Logan Intl: Terminal B - Connector



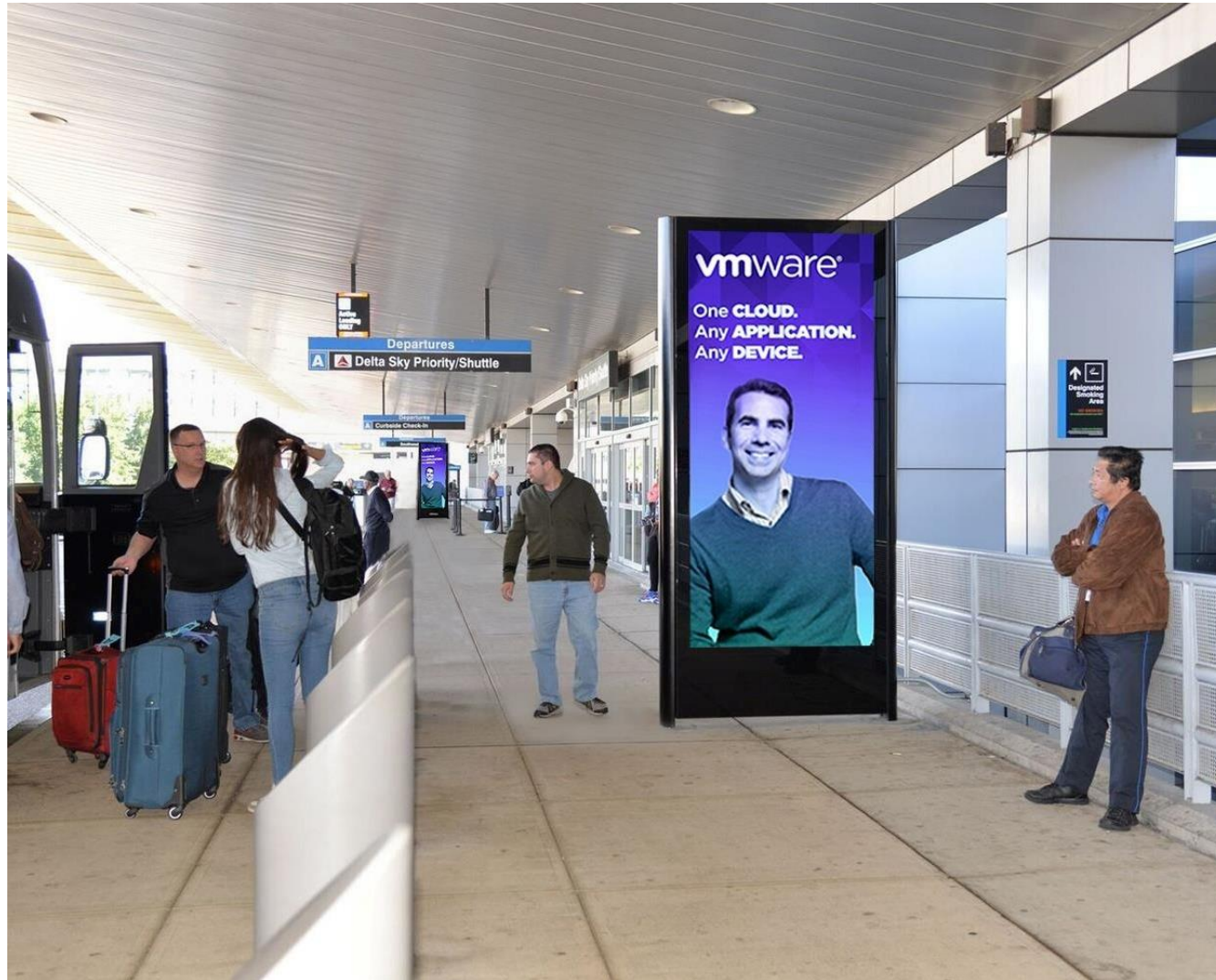
Boston | Boston Logan Intl: Terminal E - Ticketing



Boston | Boston Logan Intl: Terminal E – Baggage Claim



Boston



Airport Exterior Totem Network

There are a total of 18 double sided locations for a total of 36 faces on this exterior network. The locations are strategically placed outside of every terminal to target arriving passengers being picked up or waiting for taxi's.

AAD Rates

\$125,385/ 2 weeks for 35 double sided locations
(70 faces total)



Boston



Airport Exterior Banners

202 double-sided Banners sized 30" W x 60" H are prominently located along Boston's airport roadway.

This network surrounds the entire airport arrival and departure roadway-areas, reaching 100% of departures and arrivals



AAD Rates

\$193,180/2 weeks for 101 double sided poles (202 faces total)



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

1 Month Rates

80 Acela Posters \$33,248/month

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

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



Boston



Taxi Tops

In the Boston market, there are a total of 2,000 cabs, of which, 1800 are topped.

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.

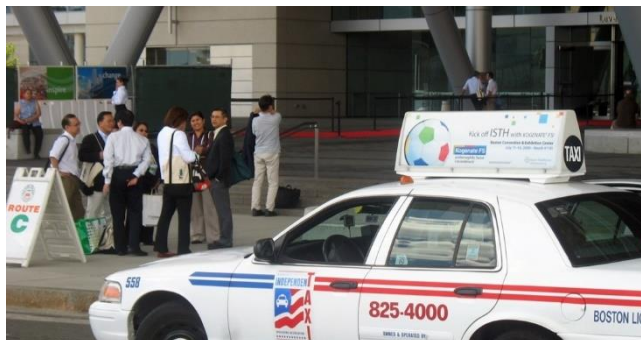
AAD Rates

75 Taxi Tops: \$18,363

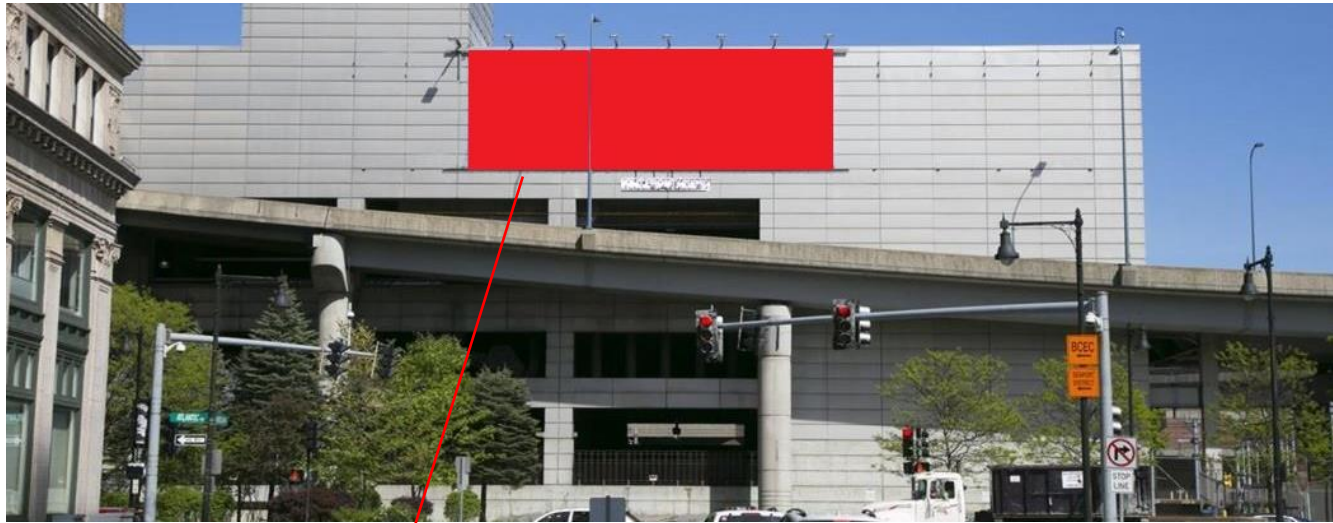
125 Taxi Tops: \$30,615

200 Taxi Tops: \$48,945

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



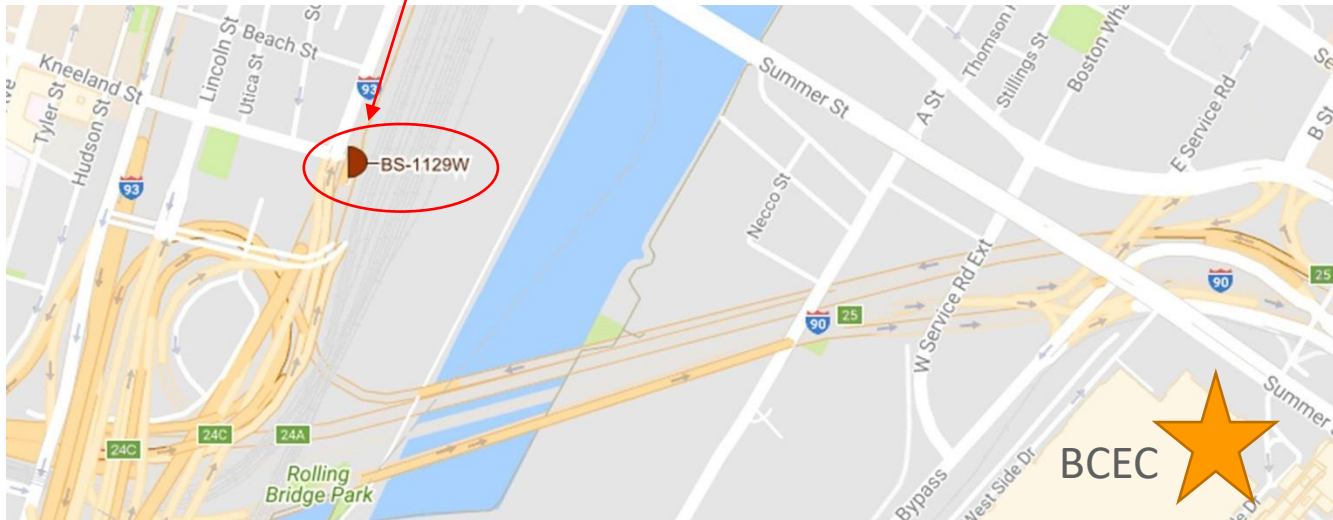
Boston



South Station Wallscape

This 20' x 91' wallscape is located on South Station at Kneeland Street near I-93.

Largest wallscape near the BCEC and visible to vehicular traffic traveling to/from the Back Bay.



AAD Rates

\$103,119/4weeks including production and installation



Boston



Billboards

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

AAD Rates

Rate range of \$16,750 - \$50,000 for a 2-week posting. Rate includes production and initial installation.



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



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



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. 14 available total.

Escalator Digital 1 display

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

Multiple ads available / Display Period is 4-weeks



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

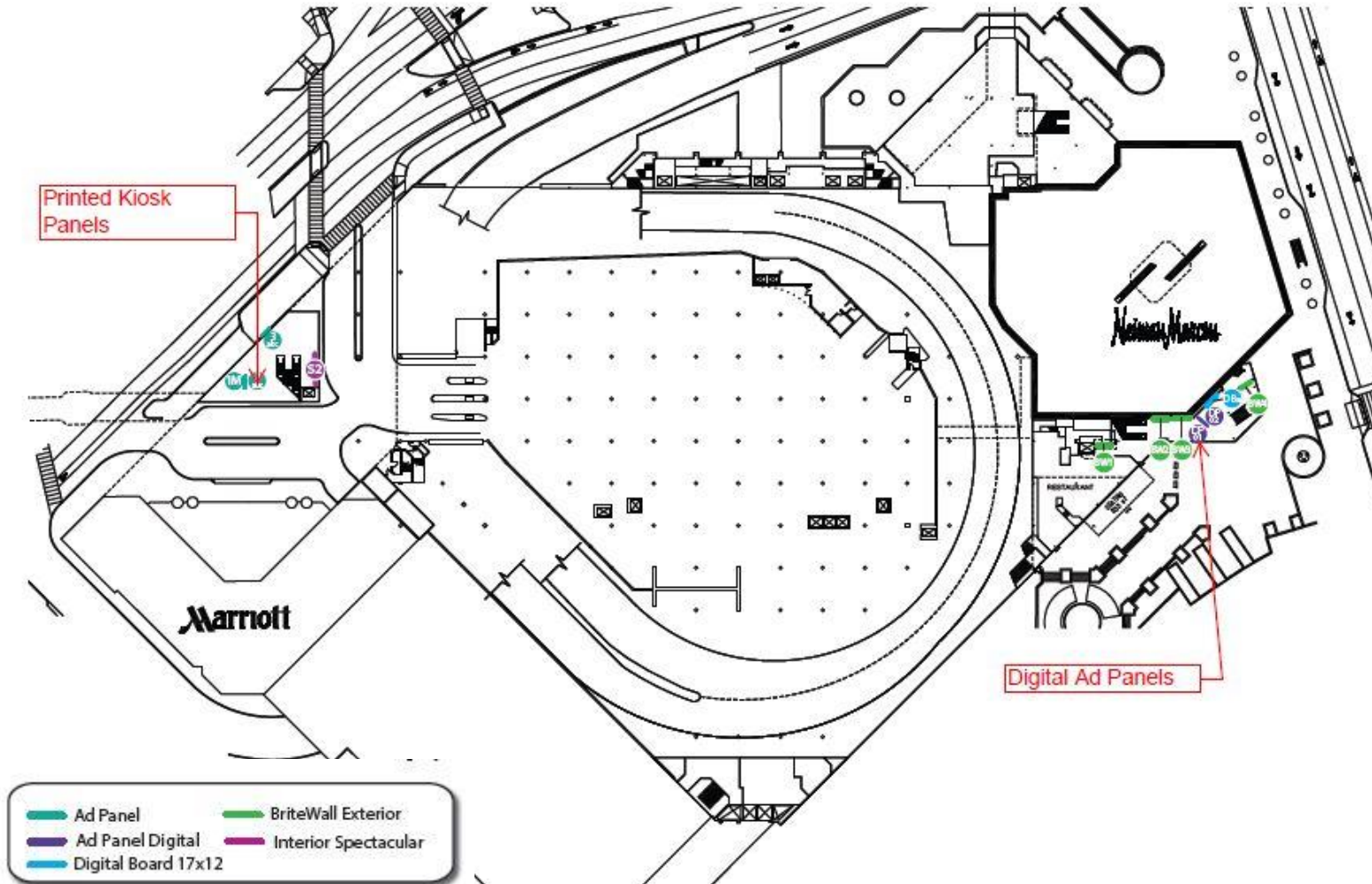
Printed free-standing Panels 8 Total: \$5,428 per panel sized 72" h x 36 w

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

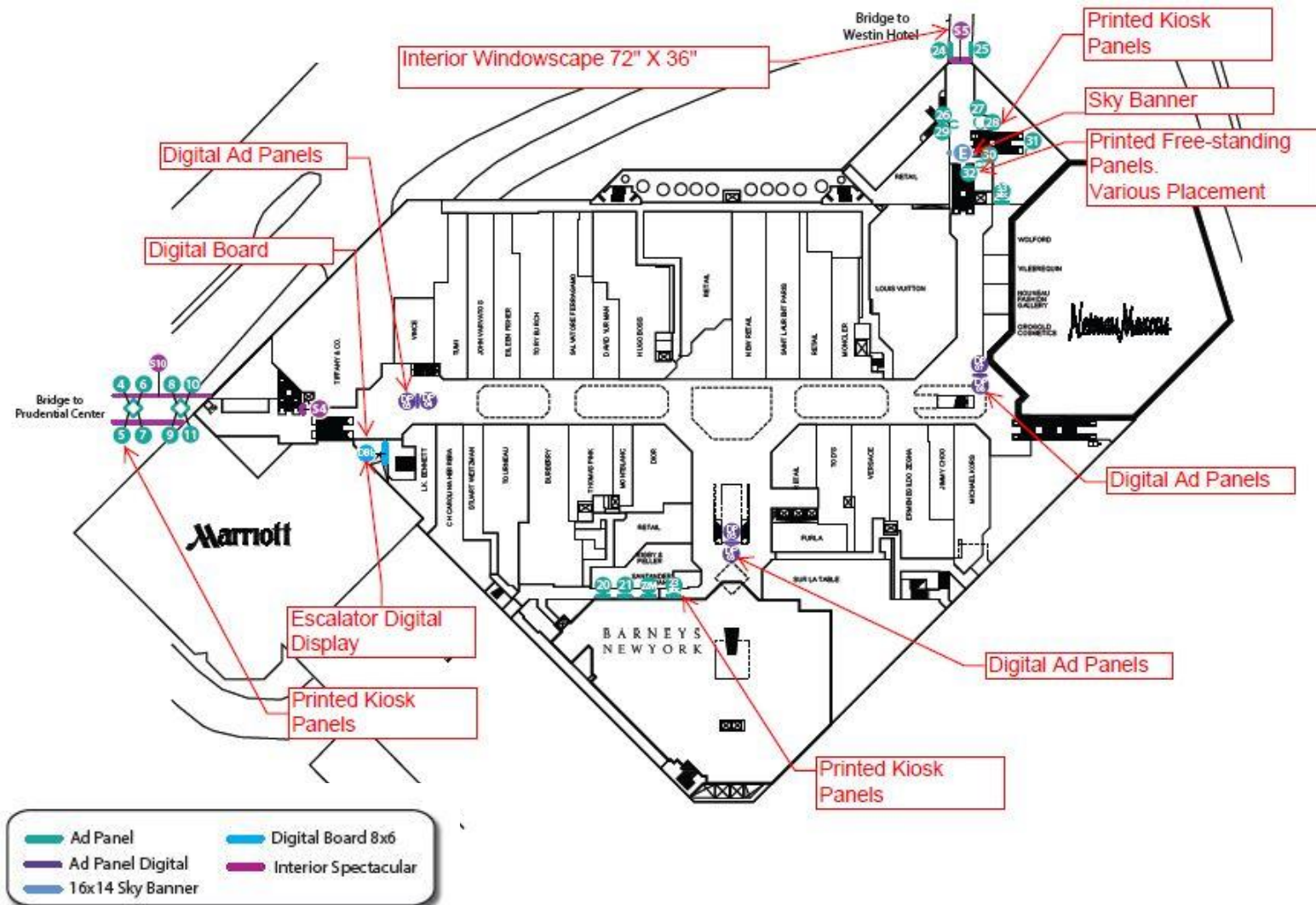
Rates include installation & production for a 4-week display period.



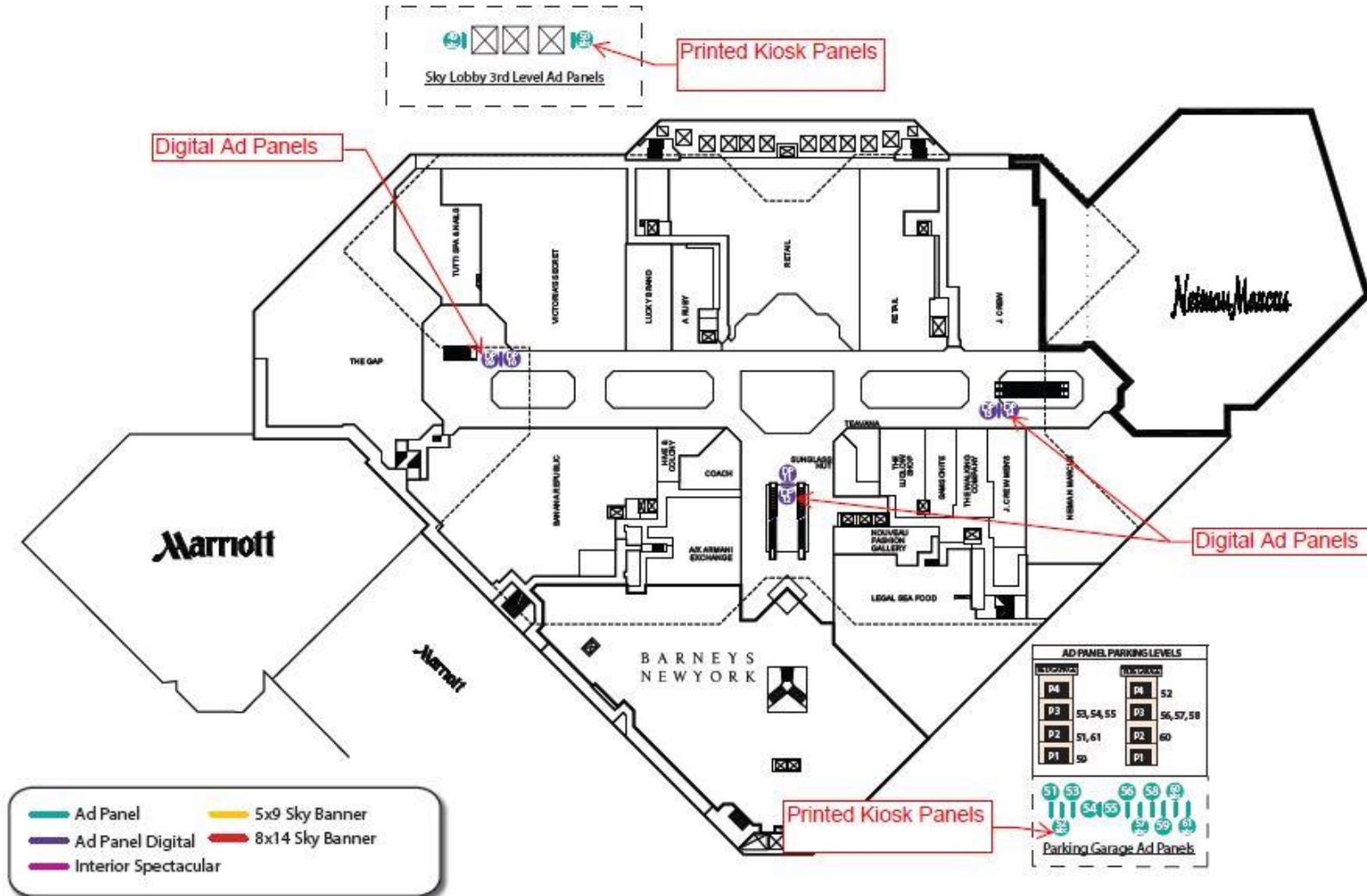
Boston | Copley Place Mall Map



Boston | Copley Place Mall Map



Boston | Copley Place Mall Map



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
\$46,410/1 week

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

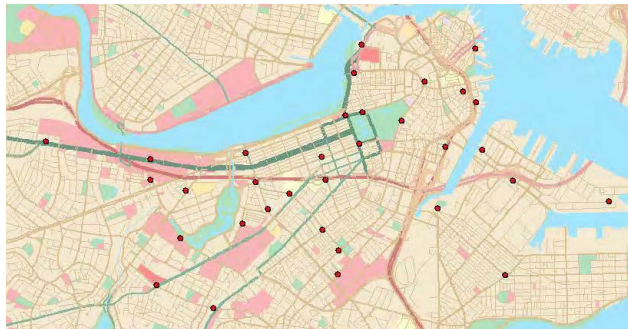
100 Bins/300 panels (3 per bin)

\$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



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

Digital Urban Panels 18 units - \$71,695/4 weeks

Digital Urban Panels 34 units - \$133,845/4 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: TBD

AAD Rates

Court House Station: \$13,163/4 weeks for 16 posters

World Trade Center Station: \$19,760/4 weeks for 24 posters

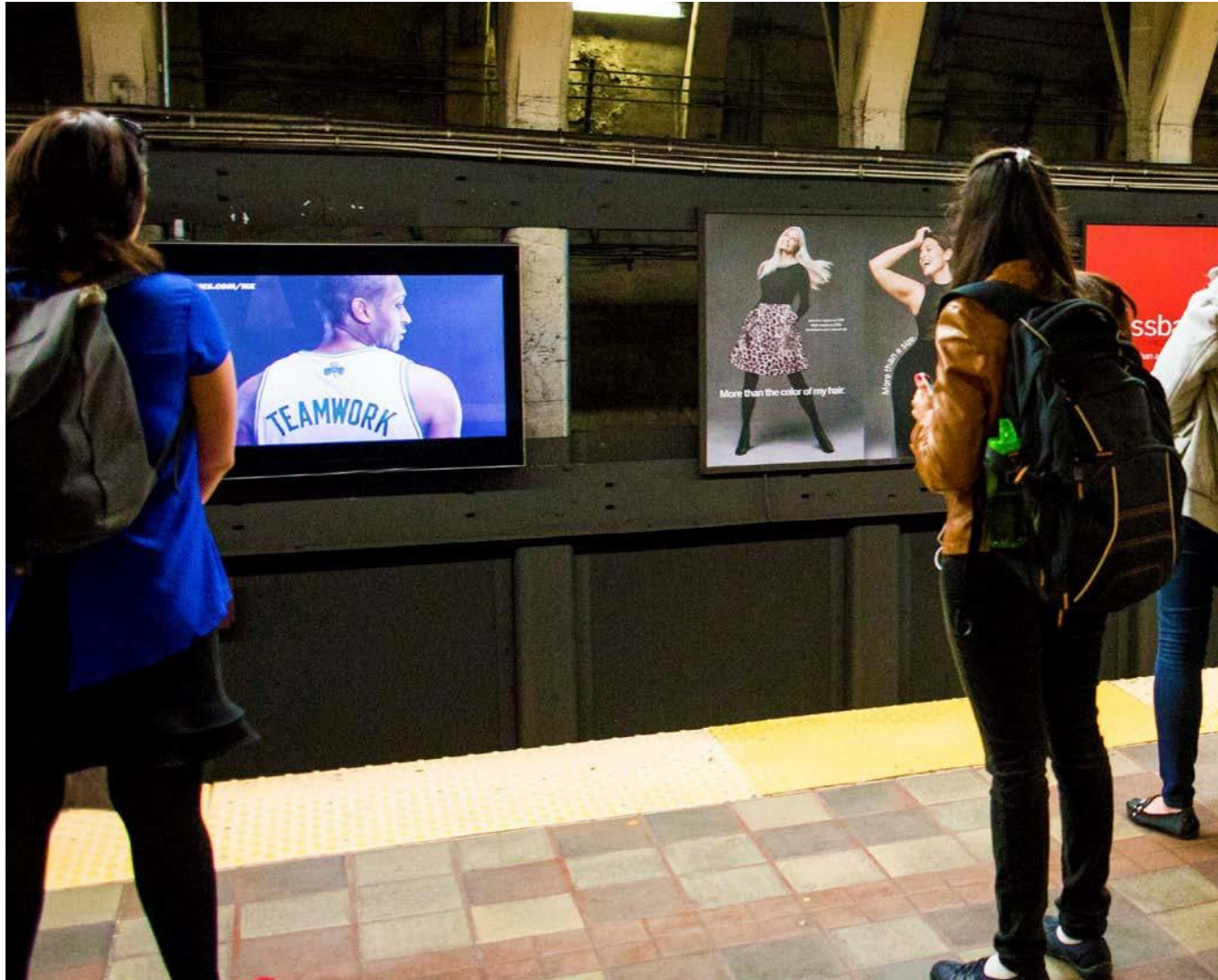
Prudential Station: \$9,880/4 weeks for 12 posters

Copley Station: \$36,790/ 4 weeks for 45 posters

Rates include space, production for 4-week duration.



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

One :15 Ad

Copley Station: \$28,698 for 23 screens

South Station: \$57,363 for 43 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.



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

3 days/8 consecutive hours: \$6,663

Rate includes production and installation





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