



2020 AAD Annual Meeting
Denver, Colorado
March 20-24, 2020
COLORADO CONVENTION CENTER

Shuttle Bus and Hotel Video Advertising

**Amplify Your Brand and Message Exposure
With Video Advertising
at AAD's Annual Meeting
March 20-24, 2020, Denver, CO**

Reach a captive audience of your prospects as they ride buses to and from hotels,
and watch TV in hotel rooms.

2019 SAMPLE PROGRAM



AAD Shuttle and Hotel Video Advertising

Promote your products and services, generate brand awareness, drive traffic to your booth and/or increase attendance at an educational event.

Shuttle Bus and Hotel: Exclusive Opportunity
Up to 5 minutes of your video ad/s will rotate with AAD content that promotes membership; AAD products services ; and conference events & reminders.

Programming on Shuttle Buses

- **16-18** daily shuttles run advertising in a loop during shuttle operating hours.
- Buses will be on **6 routes servicing 25 hotels**
- Service starts around 6:15am and ends at 6pm.
- Buses run every 10 minutes during peak hours, every 20 minutes during non-peak hours.
- Videos will play on the buses for **4 full days - Fri, Sat, Sun, and Mon.**



Programming in Hotels

Program **plays in at least 2500 hotel rooms (1500 rooms are not on bus routes including the Hyatt Regency) 24/7** for 4 full days—Fri, Sat, Sun, Mon.

[View sample program from 2019](#)



AAD SHUTTLE BUS VIDEO AND HOTEL ADVERTISING INSERTION ORDER

AAD'S ANNUAL MEETING 2020

Please complete the following information:

Advertiser: _____ Agency (if applicable): _____

Contact Name: _____

Billing Address: _____

Phone: _____ E-mail: _____

EXCLUSIVE VIDEO ADVERTISER RATE:

| Video Ads with music and/or narration on shuttle buses and in at least 2500 hotel rooms | Price |
|---|----------|
| Up to 5 minutes of advertising, 4 days, continuous loop on buses | \$75,000 |

Total Advertising Costs: _____

Closing Date: Jan 6, 2020

Make check payable to:

Newsday Communications

Payment Due Date: Jan 6, 2020

P.O. Box E, Fairfax, VA 22031

Video Production Specs:

Please review our [video ad specs](#) before creating your ad.

- Send all files via your file sharing software to Lisa Lanna, Lisa.Lanna@NewsdayCommunications.com
- Direct any questions to Lisa Lanna, 202-365-6688, or Lisa.Lanna@NewsdayCommunications.com

PLEASE NOTE:

All video files or graphics needed to produce the video are due by Feb 10, 2020

Late orders may be subject to a 30% late fee charge.

All advertising is subject to approval by AAD.

AGREEMENT TERMS

On behalf of _____ (**Exhibitor**), I am authorized to commit to the advertising cost indicated above. **Exhibitor** acknowledges that by signing and returning this contract to Newsday Communications, **Exhibitor** is reserving space in the AAD Slide Show and will deliver completed ad (or materials needed for ad production) by Feb 10, 2020, that adheres to the video ad specs provided by Newsday Communications. In addition, **Exhibitor** ads will not be inserted until full payment has been received by Newsday Communications. If for any reason **Exhibitor** should cancel all or part of this contract at any time after this agreement is signed, **Exhibitor** agrees to the following cancellation policy: If cancellation notice is sent in writing to Newsday Communications prior to Feb 10, 2020, seventy-five percent (75%) of the stated price for the AAD Slide Show ad will be paid to Newsday Communications. If cancellation notice is received after Feb 10, 2020, no refund will be provided. It is also understood that AAD show management will review all program content and reserves the right to reject any ad that does not meet their standard for presentation to their professional audience.

I have read and agree to the above terms and requirements.

Authorized Advertiser/Agency Signature and Title

PO# (if necessary)

Date:

Please send insertion orders and correspondence to:
Ernie McCarren | Newsday Communications | Attn: AAD Annual Meeting 2020
PO Box E, Fairfax, VA 22031
Mobile: 201-401-3075
Ernie@NewsdayCommunications.com