

# 2024 Annual Conference Branding/Advertising Opportunities



Gain visibility for your company or product/service at the 2024 Annual Conference through the following valuable branding opportunities within the Virginia Beach Convention Center. You provide the artwork and AAPPR will produce the item. AAPPR must approve the design of all advertising. Contact Nichole Dennis at [nichole@aappr.org](mailto:nichole@aappr.org) with any questions or to place an order.

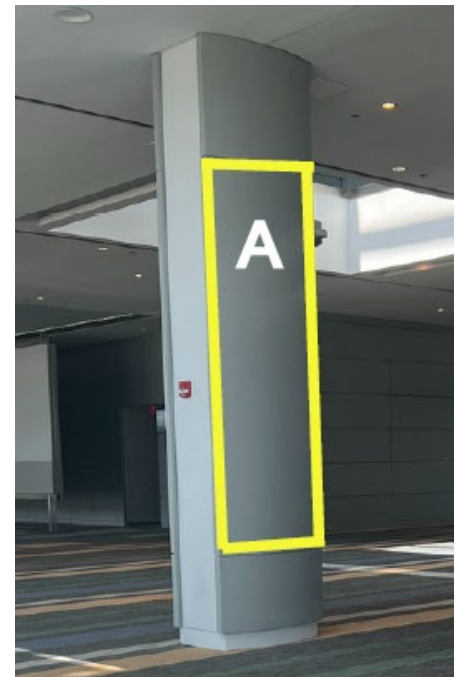
## Set of 3 Column Panels

These column panels are in a high-traffic area near conference registration and the entrance to the exhibit hall. They are sold in a set of 3 panels. Each panel is 3.5' x 9'. AAPPR conference branding will appear at the top and bottom of each banner.

Price: \$3,000 per set of 3

3 sets available

Dimensions of sponsor brandable area: 42" w x 80" h



## Brand



## Graphic Cubes

These cubes will be placed in key, high-traffic areas throughout the conference space. The top and bottom cubes will be branded with pictures of AAPPR members to capture attention. Your branding/message will be featured on the middle cube at eye level.

Price: \$1,500

6 available

Dimensions of each cube: 42" w X 42" h, graphic is printed on all 4 sides

## Banner

This banner will hang from the 2<sup>nd</sup> level overlook identified in the picture. It will be highly visible to conference participants as they make their way from the conference registration and exhibit hall area to the general session room and the escalator to the 2<sup>nd</sup> level (where the breakout sessions will take place).

Price: \$3,500

1 available

Dimensions: 20' w x 6' h



## Window Cling - \$1,000

All four available windows are located together (two on top, two on bottom). They are in the primary line of sight when participants travel from the conference registration/exhibit hall to the general session room. One company may purchase all 4 clings for maximum impact. Graphics face inside the conference space.

Price: \$1,000

4 available

Dimensions: 5'w x 3'h

## Set of 3 Stair Risers

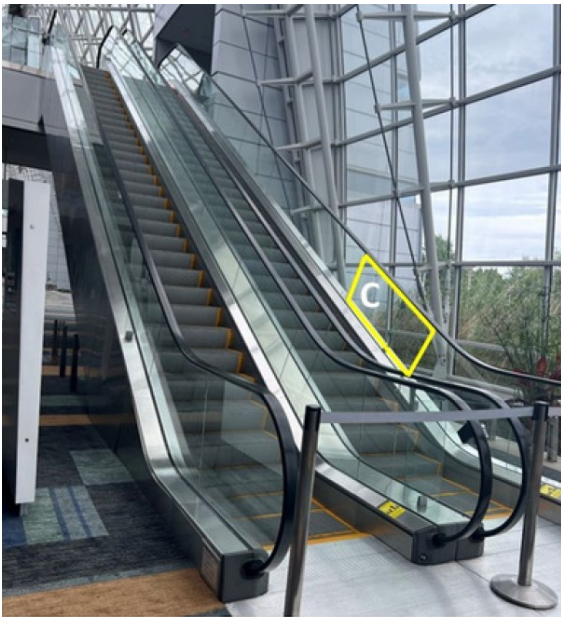
This set of stairs is located on the 1<sup>st</sup> level across from the entrance to the exhibit hall in a highly visible area. Your branding will appear on 3 of the stair risers. People will utilize these stairs to go to and from the breakout sessions on the 2<sup>nd</sup> level.

Price: \$600 for 3 stair risers

One set of stairs available to multiple companies

Dimensions: 31" w x 7" h





## Escalator Clings

The escalator is located in between the exhibit hall/conference registration area and the general session room. Conference participants will use it to travel to and from the breakout sessions on the 2<sup>nd</sup> level. AAPPR recommends branding:

- Outside of the escalator (messaging faces exhibit hall/registration area)
- Inside of both up and down escalators (messaging faces those riding the escalators)

Price: \$2,000 per side

Up to 5 sides, limited to one advertising company

Dimensions: 5' x 2' per panel, 7 panels per side

## Virginia Beach Convention Center Floor Plan – Level 1

