

## On-site Advertising Opportunities

### MAIN LOBBY & GROUNDS



#### RAINBOW DRIVE BANNERS

The Rainbow Drive Banners are an advertising placement on double-sided banners at 2' wide x 5' tall on the center island of Rainbow Drive, visible to conference attendees as they drive onto the Hilton Hawaiian Village® property, but also as they walk between their rooms and the Mid-Pacific Conference Center.

**Member Rate: One (1) Double-sided Banner: USD 3,000**

**Non-Member Rate: One (1) Double-sided Banner: USD 4,000**

*Up to six (6) banners available*



#### MAIN LOBBY COLUMN WRAPS

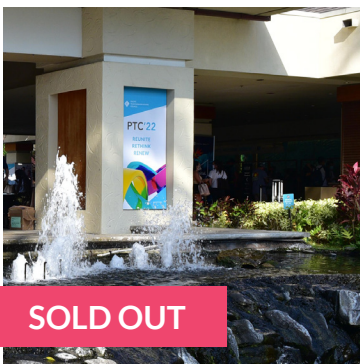
The Main Lobby Column Wraps are a four-sided wrap at 3' wide x 8' tall of the columns within the main lobby of the Hilton Hawaiian Village®, visible to conference attendees as they check into the hotel or pass through the lobby.

**Member Rate:**

One (1) Side: USD 3,000  
 Two (2) Sides: USD 5,000  
 Three (3) Sides: USD 6,750  
 Four (4) Sides: USD 8,000

**Non-Member Rate:**

One (1) Side: USD 4,000  
 Two (2) Sides: USD 6,750  
 Three (3) Sides: USD 9,500  
 Four (4) Sides: USD 12,500



#### MAIN LOBBY COLUMN WALL DISPLAYS

The Main Lobby Column Wall Displays are inserts into the wall display at 4' wide x 8' tall on columns within the main lobby of the Hilton Hawaiian Village®, visible to conference attendees as they check into the hotel or pass through the lobby.

**Member Rate:**

One (1) Side: USD 3,500  
 Two (2) Sides: USD 6,000  
 Three (3) Sides: USD 7,500  
 Four (4) Sides: USD 8,500

**Non-Member Rate:**

One (1) Side: USD 5,000  
 Two (2) Sides: USD 8,000  
 Three (3) Sides: USD 10,000  
 Four (4) Sides: USD 13,000



## DIRECTIONAL SIGNAGE

Premium signage with company logo in high-traffic event locations.

### Member Rate:

**One (1) Location:** USD 2,500  
**Two (2) Locations:** USD 4,500  
**Three (3) Locations:** USD 6,000  
**Four (4) Locations:** USD 7,500

### Non-Member Rate:

**One (1) Location:** USD 4,000  
**Two (2) Locations:** USD 7,000  
**Three (3) Locations:** USD 9,000  
**Four (4) Locations:** USD 12,000



## DOOR DROPS, ROOM DROPS, MIRROR CLINGS, DOOR HANGERS

Place your company's name, logo, and message in or outside the door of attendees' rooms.

**Member Rate:** USD 1,000

**Non-Member Rate:** USD 2,000

**Material Deadline:** Must be delivered directly to the Hilton Hawaiian Village® between Friday, 16 December 2022 and no later than Friday, 6 January 2023.

*Please note that only one (1) item is permitted per drop. Quantity may range between 1,000 to 1,200. PTC is not responsible for the logistics and shipping costs, or Hilton delivery charges.*

## MID-PACIFIC CONFERENCE CENTER (MPCC)



## MPCC ESCALATOR CLINGS

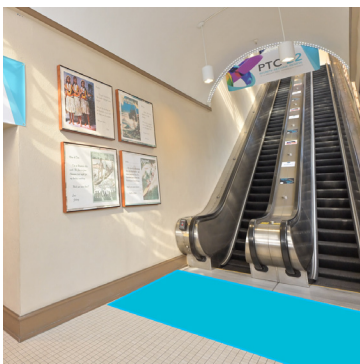
The Escalator Cling is an advertising placement on the central panel of the escalator into the Mid-Pacific Conference Center. Each cling will measure 10"x10" and allow your message to reach conference attendees as they approach the PTC'23 conference.

### Member Rate:

**Lower Escalator (10 Clings):** USD 3,500  
**Upper Escalator (14 Clings):** USD 4,000  
**Both (24 Clings):** USD 6,000

### Non-Member Rate:

**Lower Escalator (10 Clings):** USD 5,000  
**Upper Escalator (14 Clings):** USD 6,000  
**Both (24 Clings):** USD 10,000



## MPCC FLOOR DECALS

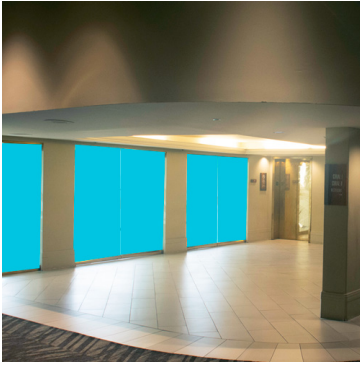
The Floor Decal is a 10' wide x 8' tall horizontal advertisement placement in the Mid-Pacific Conference Center, ensuring that every conference attendee sees your organization's message as they enter the PTC'23 conference.

### Member Rate:

**One (1) Location:** USD 5,000  
**Two (2) Locations:** USD 7,500  
**Three (3) Locations:** USD 10,000  
**Four (4) Locations:** USD 12,500

### Non-Member Rate:

**One (1) Location:** USD 7,500  
**Two (2) Locations:** USD 11,000  
**Three (3) Locations:** USD 14,500  
**Four (4) Locations:** USD 18,000



## MPCC GLASS DOOR CLINGS

Wrap the Mid-Pacific Conference Center’s glass entry doors in your company’s branded message for display to all PTC’23 attendees as they arrive on the sixth floor for PTC’23 Registration, the PTC HUB, and conference sessions.

### Member Rate:

- Single-sided Set of Double Doors: USD 3,000
- Single-sided Set of Three (3) Double Doors: USD 7,500
- Double-sided Set of Three (3) Double Doors: USD 12,000

### Non-Member Rate:

- Single-sided Set of Double Doors: USD 4,000
- Single-sided Set of Three (3) Double Doors: USD 10,000
- Double-sided Set of Three (3) Double Doors: USD 16,000



## MPCC WINDOW CLINGS

Place your company’s branded message on the windows at the top of the escalators in the Mid-Pacific Conference Center for display to all PTC’23 attendees as they arrive on the sixth floor for PTC’23 Registration, the PTC HUB, and conference sessions.

### Member Rate:

- One (1) Window: USD 2,000
- Set of Three (3) Windows: USD 5,000

### Non-Member Rate:

- One (1) Window: USD 4,000
- Set of Three (3) Windows: USD 7,500



## MPCC ELEVATOR DOOR CLINGS

Wrap the Mid-Pacific Conference Center’s sixth floor elevator doors in your company’s branded message for display to all PTC’23 attendees as they arrive in the Coral Lounge for PTC’23 Registration, the PTC HUB, and conference sessions.

### Member Rate:

- One (1) Elevator: USD 5,000
- Two (2) Elevators: USD 9,000

### Non-Member Rate:

- One (1) Elevator: USD 7,500
- Two (2) Elevators: USD 12,000



## MPCC GLASS RAILING CLINGS

An overhead glass cling graphic visible to PTC’23 attendees as they attend sessions in the Mid-Pacific Conference Center. Location is above Coral 2 Ballroom. Note: the panels do not connect to each other.

### Member Rate:

- Group One (1): USD 2,400
- Group Two (2): USD 4,200
- Group Three (3): USD 2,800

### Non-Member Rate:

- Group One (1): USD 4,800
- Group Two (2): USD 8,400
- Group Three (3): USD 5,600



## MPCC OVERHEAD BANNER

An overhead banner hung in a prominent location for PTC'23 attendees to see as they attend sessions in the Mid-Pacific Conference Center. Location is by Coral 2 Ballroom.

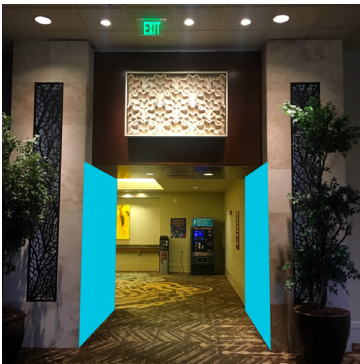
**Member Rate:** USD 5,000      **Non-Member Rate:** USD 7,500



## MPCC ESCALATOR GRAPHIC

Display your company's message along the side of the Mid-Pacific Conference Center escalator, visible to PTC'23 attendees in the Coral Lounge. Location is by Coral 2 Ballroom.

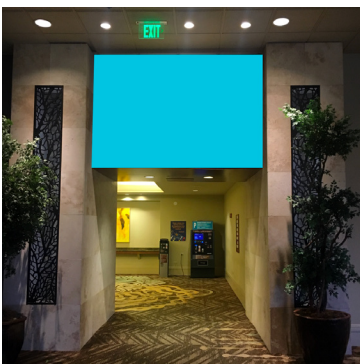
**Member Rate:** USD 5,000      **Non-Member Rate:** USD 7,500



## MPCC ENTRYWAY WALL CLINGS

Display your company's message along the walls entering Mid-Pacific Conference Center as PTC'23 attendees arrive and depart Kalia Tower. Location is MPCC Breezeway to Kalia Tower.

<b>Member Rate:</b>	<b>Non-Member Rate:</b>
<b>One (1) Wall:</b> USD 2,000	<b>One (1) Wall:</b> USD 4,000
<b>Two (2) Walls:</b> USD 3,000	<b>Two (2) Walls:</b> USD 6,000



## MPCC ENTRYWAY OVERHEAD BANNER

This prominent 8' wide by 5' tall banner will hang over the entry way of the Mid-Pacific Conference Center as PTC'23 attendees arrive and depart Kalia Tower. Location is MPCC Breezeway to Kalia Tower.

**Member Rate:** USD 2,000      **Non-Member Rate:** USD 4,000





## MPCC WALL DISPLAY

The Mid-Pacific Conference Wall Display is a 10' wide x 8' tall wall display in the breezeway between the Mid-Pacific Conference Center and Kalia Tower. Location is MPCC Breezeway to Kalia Tower.

**Member Rate:** USD 3,000      **Non-Member Rate:** USD 5,000



## NAUTILUS OVERHEAD BANNER

The Nautilus Overhead Banner is a 12' wide x 10" tall overhead banner in the walkway between the Mid-Pacific Conference Center's Coral Lounge and the Kalia Tower. Location is Nautilus Breezeway to Kalia Tower.

**Member Rate:** USD 1,000      **Non-Member Rate:** USD 2,000

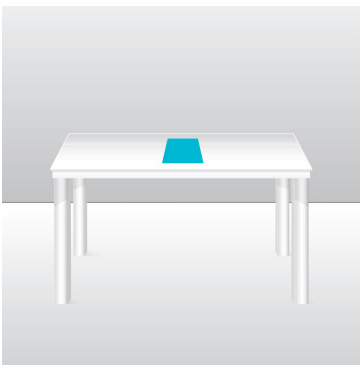


## PTC HUB GIVEAWAY

First 500 people in the PTC HUB receive a branded giveaway item.

**Member Rate:** USD 3,500      **Non-Member Rate:** USD 5,000

*Giveaway to be determined by the advertiser and shipped to PTC's office by 30 December 2022.*



## LUNCH DROP

Be a conversation starter during lunch. Company message or collateral included on all lunch tables during the PTC'23 lunches (Monday or Tuesday) in the PTC HUB.

<b>Member Rate:</b>	<b>Non-Member Rate:</b>
<b>One (1) Day:</b> USD 2,500	<b>One (1) Day:</b> USD 4,000
<b>Two (2) Days:</b> USD 4,000	<b>Two (2) Days:</b> USD 7,000

*Item drop to be determined by the advertiser and shipped to PTC's office by 30 December 2022.*



## LITERATURE DISPLAY

Display your publication or marketing materials for attendees in the PTC HUB

**Member Rate:** USD 100      **Non-Member Rate:** USD 200

[Download the PTC'23 Literature Display Agreement](#)

*Materials must be shipped to PTC's office by 30 December 2022.*

## TAPA TOWER



## TAPA WALL DISPLAYS

The Tapa Wall Displays are three 10' wide x 8' tall wall displays located near the Tapa Tower elevators in the Tapa Tower lobby area, and two locations near the Ballrooms and Palace Lounge on the second floor of the Tapa Tower, visible to conference attendees as they move through the Tapa Tower.

**Member Rate:**

**Tapa Tower Elevators:** USD 10,000  
**Tapa Tower Ballrooms:** USD 8,000  
**Tapa Palace Lounge:** USD 8,000  
**All Three (3) Locations:** USD 20,000

**Non-Member Rate:**

**Tapa Tower Elevators:** USD 12,500  
**Tapa Tower Ballrooms:** USD 10,000  
**Tapa Palace Lounge:** USD 10,000  
**All Three (3) Locations:** USD 25,000



## TAPA ESCALATOR COLUMN BANNER

A 16' tall column wrap next to the Tapa Tower Escalator will promote your company to PTC'23 attendees as they ride the escalator to and from the Center Stage Sessions.

**Member Rate:**

**One (1) Side:** USD 4,000  
**Two (2) Sides:** USD 7,000  
**Three (3) Sides:** USD 10,000

**Non-Member Rate:**

**One (1) Side:** USD 5,000  
**Two (2) Sides:** USD 8,000  
**Three (3) Sides:** USD 12,000



## TAPA ESCALATOR OVERSIZED BANNER

An oversized banner makes a bold impression on PTC'23 attendees as they ride the escalator to the second floor of the Tapa Tower.

**Member Rate:** USD 15,000      **Non-Member Rate:** USD 20,000



## TAPA PALACE LOUNGE COLUMN WRAPS

The Tapa Palace Lounge Column Wraps are a four-sided wrap at 3' wide x 8' tall of the columns within the Palace Lounge of the Tapa Tower, visible to conference attendees as they attend the PTC'23 Center Stage Sessions.

### Member Rate:

**One (1) Side:** USD 3,000  
**Two (2) Sides:** USD 5,000  
**Three (3) Sides:** USD 6,750  
**Four (4) Sides:** USD 8,000

### Non-Member Rate:

**One (1) Side:** USD 4,000  
**Two (2) Sides:** USD 6,750  
**Three (3) Sides:** USD 9,500  
**Four (4) Sides:** USD 12,500

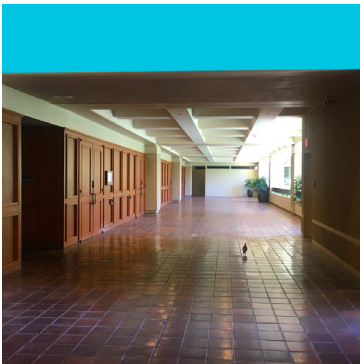


## IOLANI SUITES WALL BANNER

The Iolani Suites Wall Banner is a 6' wide x 16' tall banner hung across from the Tapa Tower's Iolani Suites, and visible to PTC'23 attendees as they move between the Tapa Tower elevators and Center Stage Sessions.

**Member Rate:** USD 6,000

**Non-Member Rate:** USD 8,000



## HONOLULU SUITES OVERHEAD BANNER

The Honolulu Suites Overhead Banner is a 18' wide x 7' tall banner hung outside the entrance to the Tapa Tower's Honolulu Suites, and visible to PTC'23 attendees as they move between the Tapa Tower elevators and events in the Honolulu Suites.

**Member Rate:** USD 6,000

**Non-Member Rate:** USD 8,000



## TAPA TOWER ELEVATOR DOOR CLINGS

Wrap the Tapa Tower's 2nd floor elevator doors in your company's branded message for display to all PTC'23 attendees as they use the elevators to access meeting suites and other activities in the Tapa Tower.

### Member Rate:

**One (1) Elevator:** USD 5,000  
**Four (4) Elevators:** USD 15,000  
**Eight (8) Elevators:** USD 30,000

### Non-Member Rate:

**One (1) Elevator:** USD 7,500  
**Four (4) Elevators:** USD 20,000  
**Eight (8) Elevators:** USD 37,500





## TAPA LOBBY MIRROR CLING

The Tapa Tower Lobby Elevator Mirror Cling offers advertisers the opportunity for prime branding visible to all PTC'23 attendees using the Tapa Tower elevators, which hold the PTC Member Suites.

### Member Rate:

**One (1) Set of Three (3) Mirrors:** USD 17,500  
**Entire Wall, Nine (9) Mirrors:** USD 35,000

### Non-Member Rate:

**One (1) Set of Three (3) Mirrors:** USD 25,000  
**Entire Wall, Nine (9) Mirrors:** USD 55,000



## TAPA BAR COASTERS OR NAPKINS

The Tapa Bar Coasters or Napkins are an advertising placement within the popular Tapa Bar at Hilton Hawaiian Village®. Advertising is sold on a per day basis, with choice of exclusive or non-exclusive advertising rates. The advertiser is responsible for printing and delivering the coasters or napkins to Hilton Hawaiian Village® in advance of PTC'23 for distribution.

### TAPA BAR COASTERS or NAPKINS

#### Member Rate:

**Saturday:** USD 1,000  
**Sunday:** USD 1,250  
**Monday:** USD 2,000  
**Tuesday:** USD 1,200  
**Wednesday:** USD 1,000  
**All Five (5) Days:** USD 5,000

#### Non-Member Rate:

**Saturday:** USD 1,250  
**Sunday:** USD 1,550  
**Monday:** USD 2,500  
**Tuesday:** USD 1,550  
**Wednesday:** USD 1,250  
**All Five (5) Days:** USD 7,500

### TAPA BAR COASTERS and NAPKINS

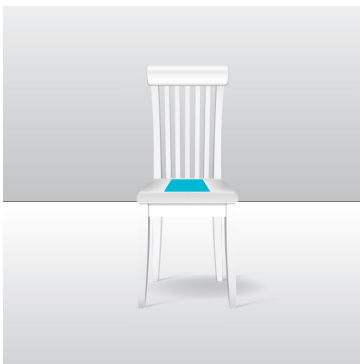
#### Member Rate:

**All Five (5) Days:** USD 7,500

#### Non-Member Rate:

**All Five (5) Days:** USD 10,000

*Napkins/coasters to be printed by the advertiser and delivered directly to the Hilton Hawaiian Village Food & Beverage service between Friday, 16 December 2022 and no later than Friday, 6 January 2023.*



## SEAT DROP: MONDAY, TUESDAY, WEDNESDAY CENTER STAGE SESSIONS

A strategic seat drop is a great way to have your company-branded materials get noticed by PTC'23 attendees during the conference. We will distribute your materials on attendees seats one (1) per day prior to the Center Stage Sessions.

### Member Rate:

**One (1) Day:** USD 1,000  
**All Three (3) Days:** USD 2,500

### Non-Member Rate:

**One (1) Day:** USD 2,000  
**All Three (3) Days:** USD 5,000

*Drop item to be determined by the advertiser and shipped to PTC's office by 30 December 2022.*



# Online & General Advertising



## PTC'23 BANNER ADS

Bring visibility to your organization on the PTC'23 website.

<b>LARGE LEADERBOARD:</b>	<b>Member Rate:</b> USD 3,800	<b>Non-Member Rate:</b> USD 5,000
<b>BOTTOM LINE:</b>	<b>Member Rate:</b> USD 2,400	<b>Non-Member Rate:</b> USD 3,200
<b>MEDIUM RECTANGLE:</b>	<b>Member Rate:</b> USD 1,000	<b>Non-Member Rate:</b> USD 2,000

**Space Deadline:** Tuesday, 1 November 2022

**Material Deadline:** Friday, 9 December 2022

*Clickable Ads will appear on all PTC'23 pages, with the exception of the following pages: Registration, Attendee List, Schedule-at-a-Glance, and Complete Program.*



## PTC-TV EXECUTIVE INTERVIEWS

Feature your organization's senior executive on PTC-TV. Length of interview is three (3) to four (4) minutes. Interviews will air during PTC-TV's daily program in-room at the Hilton Hawaiian Village®, on the conference platform, and following the conference on PTC's website, YouTube, Vimeo, and social media outlets.

**Member Rate:** USD 3,500      **Non-Member Rate:** USD 5,000

**Space Deadline:** Tuesday, 1 November 2022



## PTC-TV COMMERCIALS

Highlight your company's presence at PTC'23 through a commercial on PTC-TV's daily programs. Commercials will be scheduled to air during one (1) program. PTC-TV will air on the conference platform and following the conference on PTC's website, YouTube, Vimeo, and social media outlets.

<b>Spot:</b>	<b>Member Rate:</b>	<b>Non-Member Rate:</b>
<b>30-SECOND SPOT</b>	USD 1,500	USD 2,500
<b>31-SECOND TO 60-SECOND SPOT</b>	USD 2,750	USD 3,750
<b>61-SECOND TO 90-SECOND SPOT</b>	USD 4,500	USD 7,500
<b>91-SECOND TO 120-SECOND SPOT</b>	USD 6,000	USD 10,000
<b>121-SECOND+ SPOT</b>	USD 7,500	USD 12,500

**Space Deadline:** Tuesday, 1 November 2022

**Material Deadline:** Friday, 9 December 2022



## PROMOTIONAL SLIDE: MONDAY, TUESDAY, WEDNESDAY WORKSHOPS & TOPICAL SESSIONS

A promotional slide is a great way to have your company noticed by PTC'23 attendees during the conference. The slide will be displayed for :15 seconds prior to the start of a PTC'23 Workshop or Topical Session.

**Member Rate:** USD 1,000      **Non-Member Rate:** USD 2,000

**Space Deadline:** Tuesday, 1 November 2022

**Material Deadline:** Friday, 9 December 2022

*Please note that only one (1) static promotional slide is permitted per session. For video or commercial promos, please see PTC-TV Commercials.*



## GAMIFICATION

Get in on the excitement and watch the leaderboard grow as attendees answer trivia questions and complete specific quests to gain the top spot on the leaderboard. Reward the top 20 attendees with a gift.

**Member Rate:** USD 2,500      **Non-Member Rate:** USD 4,000

**Space Deadline:** Tuesday, 1 November 2022

*Gift to be determined by the advertiser and shipped to PTC's office by 30 December 2022.*



## DELEGATE BAG INSERTS

Place your organization's message or item in each registrant's conference bag.

**Member Rate:** USD 3,500      **Non-Member Rate:** USD 5,000

*Please note that space for this advertisement option is limited to three (3) organizations. Bag insert to be determined by the advertiser and shipped to PTC's office by 30 December 2022.*

## POLICIES

### MEMBER RATE ELIGIBILITY

PTC Members must be in good standing in order to be eligible for discounted member rates on advertising. To be considered a PTC Member in good standing, your membership must be current and/or your membership dues renewal payment must be received prior to submitting a completed advertising order form.

### ADDITIONAL OPPORTUNITIES

Please contact [marketing@ptc.org](mailto:marketing@ptc.org) with any questions about other opportunities not listed here.

### PTC POINT OF CONTACT

#### PTC'23 Advertising

Pacific Telecommunications Council  
914 Coolidge Street  
Honolulu, HI 96826-3085

Tel: +1.808.941.3789  
Fax: +1.833.944.0749  
Email: [marketing@ptc.org](mailto:marketing@ptc.org)

### PAYMENT POLICY

PTC will provide an invoice after receiving a completed advertising order form. All invoices are due within 30 days of being issued. For advertising orders completed after Tuesday, 15 November 2022, full payment is required by Thursday, 15 December 2022.

### AD DELIVERY POLICY

The advertising client is responsible for providing final artwork. Client must deliver all artwork per the specifications on or before the deadline for any advertising purchased. Questions about specifications or deadlines? Email [marketing@ptc.org](mailto:marketing@ptc.org).

## [ADVERTISING TERMS AND CONDITIONS](#)