Conference Marketing
Final AAOS-Approved
EXHIBITOR Deck

AAO 2022
(American Academy of Ophthalmology)

September 30 – October 3
Chicago, IL
McCormick Place

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City Specific Outdoor Media
Chicago: Airport Media

There are 2 airports to consider that serve this market.

O'Hare Airport has 5,833,251 passengers monthly and will provide about 75% of Convention Air traffic.

Midway Airport has 1,669,482 passengers monthly. With its strong presence in the Chicago Metro area, it alleviates traffic at O’Hare (one of the busiest airports in the country) and Southwest Airlines has made it a hub.
Chicago: O’Hare Airport
Chicago O’Hare

Lit Tension Fabric Diorama

Description: Terminal 1. LED Backlit Diorama. Located near United Club, Restrooms and major shopping area. Airlines: United

Target: Arrivals and Departures

Size: 62” W x 43” H

AAO Rate

$2,830.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Lit Tension Fabric Diorama
ORD1B-MGD-8

Description: Backlit Diorama located in Terminal 1 near the entrance of the exclusive United Club.

Target: Arrivals and Departures
Size: 62” W x 43” H

AAO Rate

$2,830.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Spectacular
ORD1B-MGS-1

Description: Backlit Spectacular located in Terminal 1 Concourse B next to a popular Starbucks and near the United Club Room in the United Hub

Target: Arrivals and Departures

Size: 135” W x 83” H

AAO Rate

$32,110.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Spectacular
ORD18-MGS-2

Description: Backlit Spectacular located in Terminal 1, Concourse B in the long-haul United Hub gates

Target: Arrivals and Departures

Size: 135" W x 83" H

AAO Rate

$40,170.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Spectacular
ORD1B-MGS-3

Description: Backlit Spectacular in Terminal 1, Concourse B directly across from a very busy checkpoint and near the heart of the United Hub

Target: Arrivals and Departures

Size: 135" W x 83" H

AAO Rate

$40,170.00 for a 2-week display.
Chicago O’Hare

**Chicago O’Hare International Airport (ORD)**

**Tension Fabric Banner**

*ORD1B-TFB-1*

**Description:** Terminal 1, 2-Sided Tension Fabric Display. Concourse B. One side overhead security queue line and the other overhead concourse traffic and vendors.

**Target:** Arrivals and Departures

**Size:** 300’ W x 144’ H

**AAO Rate**

$91,520.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Tension Fabric Banner
ORD18-TFB-12

Description: Terminal 1, 2-Sided Banner, Concourse B. One side overhead security and the other looking post-security. Near one of the busiest intersections in the airport.

Target: Arrivals and Departures

Size: 300” W x 144” H

AAO Rate

$91,520.00 for a 2-week display.
Chicago O’Hare

**Chicago O’Hare International Airport (ORD)**

**Tension Fabric Banner**

ORD1B-TFB-13

**Description:** Terminal 1, 2-Sided Banner. Concourse B. One side overhead security and the other looking post-security. Near one of the busiest intersections in the airport.

**Target:** Arrivals and Departures

**Size:** 300' W x 40' H

**AAO Rate**

$66,625.00 for a 2-week display.
Chicago O’Hare

Tension Fabric Display
ORD1B-TFD-1

Description: Terminal 1-Post-Security, Concourse B. One of busiest intersection in airport.

Target: Arrivals and Departures

Size: 300’ W x 144’ H

AAO Rate

$77,090.00 for a 2-week display.
Chicago O’Hare

Tension Fabric Display
ORD1B-TFD-3

Description: Terminal 1-Post-Security, Concourse B. One of busiest intersection in airport.

Target: Arrivals and Departures

Size: 300” W x 144” H

AAO Rate

$72,150.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Spectacular
ORD1C-MGS-5

Description: Backlit Spectacular in Terminal 1 in the heart of Concourse C next to popular food court of popular United Hub Terminal.

Target: Arrivals and Departures

Size: 135’ W x 83’ H

AAO Rate

$32,110.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

**Spectacular**
ORD1PW-MGS-1

Description: Backlit Spectacular located in the United Hub Terminal Tunnel that connects Concourse B and C reaching arrival passengers

Target: Arrivals
Size: 135” W x 83” H

**AAO Rate**

$32,110.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Spectacular
ORD1PW-MGS-2

Description: Backlit Spectacular located in the United Hub Terminal Tunne1 that connects Concourse B and C reaching departure passengers

Target: Departures

Size: 135” W x 83” H

AAO Rate

$32,110.00 for a 2-week display.
Chicago O’Hare

AAO Rate

$32,110.00 for a 2-week display.
Chicago O’Hare

Lit Tension Fabric Diorama
ORD2E-MGD-4
Description: Terminal 2. LED Backlit Diorama. Located near Delta Club Room. Airlines: United, Delta
Target: Arrivals and Departures
Size: 62” W x 43” H

AAO Rate

$2,830.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

**Spectacular**
ORD2E-MGS-1

**Description:** Backlit unit located in Terminal 2 directly across from United and Delta gates and near the popular Delta Sky Club.

**Target:** Arrivals and Departures

**Size:** 135” W x 83” H

**AAO Rate**

$40,170.00 for a 2-week display.
Chicago O’Hare

Lit Tension Fabric Diorama

Description: Backlit Diorama located in Terminal 2 near United Club and United short haul gates.

Target: Arrivals and Departures

Size: 62” W x 43” H

AAO Rate

$2,830.00 for a 2-week display.
Chicago O’Hare

AAO Rate

$32,110.0 for a 2-week display.
Chicago O’Hare

**Wall Wrap**
ORD2T-WW-1
**Description:** Wrap located in Terminal 2’s ticketing area. Just outside of the rideshare pick-up area between Terminals 1 and 3.
**Target:** Departures and Rideshare
**Size:** 406.5” W x 34” H

**AAO Rate**

$26,000.00 for a 2-week display.
Chicago O’Hare

Chicago O'Hare International Airport (ORD)

**Spectacular**

ORD3H-MGS-1

**Description:** Backlit Spectacular in Terminal 3 directly across from very popular food court area near American Airlines gates.

**Target:** Arrivals and Departures

**Size:** 135” W x 83” H

**AAO Rate**

$32,110.0 for a 2-week display.
Chicago O’Hare

Lit Tension Fabric Display
ORD3LB-LTFD-4

Description: Eye Level LED Backlit Tension Fabric Display located in Terminal 3's throat.

Target: Arrivals and Departures

Size: 124'' W x 43'' H

AAO Rate

$11,700.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Lit Tension Fabric Display
ORD3LB-LTFD-5

Description: Eye Level LED Backlit Tension Fabric Display located in Terminal 3’s throat.

Target: Arrivals and Departures

Size: 124” W x 43” H

AAO Rate

$11,700.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Lit Tension Fabric Display
ORD3LB-LTFD-6

Description: Eye Level LED Backlit Tension Fabric Display located in Terminal 3’s throat.

Target: Arrivals and Departures

Size: 124’ W x 43’ H

AAO Rate

$11,700.00 for a 2-week display.
Chicago O’Hare

<table>
<thead>
<tr>
<th>Spectacular</th>
<th>Chicago O’Hare International Airport (ORD)</th>
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<td>ORD3LB-MGS-1</td>
<td>Description: Backlit Spectacular located in Terminal 3 in a very heavy traffic stem area near popular chocolaterie and champagne bar</td>
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<td></td>
<td>Size: 135” W x 83” H</td>
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AAO Rate

$32,110.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Spectacular
ORD3LB-MGS-2

Description: Backlit Spectacular in located in heavily trafficked stem area of Terminal S and across from very busy AA gate.

Target: Arrivals and Departures

Size: 135” W x 83” H

AAO Rate

$32,110.00 for a 2-week display.
Chicago O’Hare

**Chicago O’Hare International Airport (ORD)**

**Spectacular**

ORD3LB-MGS-3

**Description:** Backlit Spectacular in Terminal 3 stem area next to popular sit-down Italian restaurant in American Airlines Hub Terminal

**Target:** Arrivals and Departures

**Size:** 135” W x 83” H

**AAO Rate**

$40,170.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Tension Fabric Display
ORD3LB-TFD-3

Description: Located in T3, post-security overhead numerous restaurants in a high-traffic area.

Target: Arrivals and Departures

Size: 343” W x 107” H

AAO Rate

$53,140.00 for a 2-week display.
Chicago O’Hare

**Tension Fabric Display**

**ORD3S-TFD-2**

**Description:** Terminal 3 Security Area.

**Target:** Arrivals and Departures

**Size:** 337” W x 107” H

**AAO Rate**

$53,040.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

LED Screen
ORDLED-2-2
Description: Concourse C LED Soffit - Ten second Spot on 316’ LED - Terminal 1 Concourse C
Target: Arrivals
Size: 316’
Pixel Dimension: N/A
Duration: :10 Spot / :30 Loop
Capabilities: STATIC AND MOTION

AAO Rate

$49,790.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

**Zeus Overhead**

**ORDPK16LED-1-1**

**Description:** Package of 16 (8 double sided) 156” overhead LED screens located in Terminals 1, 2, and 3 in highly visible locations with long sightlines and in high traffic areas.

**Target:** Arrivals and Departures

**Size:** 156”

**Pixel Dimension:** N/A

**Duration:** :10 Spot / :100 Loop

**Capabilities:** Static And Motion

**AAO Rate**

$65,000.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Premier Digital
ORDPK18LCD-2-1

Description: Package of 18 screens located on every concourse of the airport. Screens are strategically located near passenger lounges, gateholds and high traffic areas.

Target: Arrivals and Departures

Size: 84"

Pixel Dimension: 1920 x 1080 (width x height).

Duration: :10 Spot / :100 Loop

Capabilities: STATIC AND MOTION

AAO Rate

$27,820.00 for a 2-week display.
Chicago O’Hare

Bag Claim Digital
ORDPK20LCD-2-1

- **Description:** Bag Claim Digital Network. Terminals 1, 2 and 3. Package of twenty (20) LCD Screens - complete Bag Claim coverage. Screens are doubled sided for maximum exposure. Ideal for long term advertisers or those targeting conferences.

- **Target:** Arrivals

- **Size:** 84”

- **Pixel Dimension:** 1920 x 1080 (width x height).

- **Duration:** :10 Spot / :180 Loop, :10 Spot / :240 Loop

- **Capabilities:** STATIC AND MOTION

**AAO Rate**

$17,160.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Tension Fabric Display
ORDPK2TFD-16-1

Description: Terminal 1 - Bag Claim. Package of 2 Tension Fabric Display.

Target: Arrivals

Size: 112.75” W x 75” H

AAO Rate

$41,240.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Lit Tension Fabric Display
ORDPK3MGE-1-1

Description: Backlit Tension Fabric Custom Display package of 3 located in Terminal 1, 2 and 3 Baggage Claim area.

Target: Arrivals

Size: 48” W x 70” H

AAO Rate

$16,055.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

**Soffit Wrap**

**Description:** Package of 4 overhead Soffits in Terminal 3 baggage claim.

**Target:** Arrivals

**Size:** 300” W x 26” H

**AAO Rate**

$39,130.00 for a 2-week display.
Chicago O’Hare

Lit Tension Fabric Diorama

ORDPK6MGD-1-1

Description: Package of 6 LED backlit Multi-Graphic Dioramas located in the domestic terminals at eye level.

Target: Arrivals

Size: 62" W x 43" H

AAO Rate

$45,955.00 for a 2-week display.
Chicago O’Hare

Chicago O’Hare International Airport (ORD)

Lit Tension Fabric Diorama, Tension Fabric Display

ORDPK6MIX-1-1

Description: Cover all of the concourse level exits of O'Hare with the Escalator Arrivals Package, which includes 5 LED Backlit dioramas and 1 Large Tension Fabric Display. All passengers entering their journey at O'Hare and those connecting to Terminal 5 must ride the escalator and see the diorama or Tension Fabric Display.

Target: Arrivals

Size: 227" W x 106.375" H, 62" W x 43" H

AAO Rate

$105,420.00 for a 2-week display.
Chicago: Eye-Level Digital Network Map
Chicago: Eye-Level Digital Network Map

INVENTORY KEY
- Domina
- Exhibit
- Freecharge Station
- Lit Tender Fabric Display
- Premier
- Spectacular
- Tender Fabric Display
- Wrap
- Zen Digital
Chicago: Eye-Level Digital Network Map
Chicago O’Hare

Exterior Garage & Skybridge

There are 2 Exterior Garage Banners & 2 Skybridge Banners that reach vehicular traffic entering and departing the ORD Terminals, 1, 2 & 3. Additional reach, visibility, and dwell time to convention goers waiting for ride share at T1 & T2.

Skybridge Banner at T1: 10’ h x 70’ w
Garage Banner at T1: 41’ h x 59’ w
Skybridge Banner T2: 10’ h x 80’ w
Garage Banner at T3: 38’ h x 41’ w

AAO Rate

Skybridge Banner 10 x 70: $186,780.00
Garage Banner 38 x 41: $241,930.00
Chicago: Midway Airport
Chicago Midway

Chicago Midway International Airport (MDW)

2 Sided Banner
MDW1A-2SB-1

Description: Large 2-sided overhead spectacular banner in concourse A reaching passengers traveling to and from their gates

Target: Arrivals and Departures

Size: 240" W x 60" H

AAO Rate

$18,330.00 for a 2-week display.
Chicago Midway

Chicago Midway International Airport (MDW)

2 Sided Banner
MDW1A-2SB-2

Description: Large 2-sided overhead spectacular banner in concourse A reaching passengers traveling to and from their Delta and Southwest gates

Target: Arrivals and Departures

Size: 240' W x 60' H

AAO Rate

$18,330.00 for a 2-week display.
Chicago Midway

2 Sided Banner
MDW1A-2SB-3

Description: Large 2-sided overhead spectacular banner in the heart of concourse A reaching passengers traveling to and from their gates

Target: Arrivals and Departures
Size: 240” W x 60” H

AAO Rate

$18,330.00 for a 2-week display.
Chicago Midway

**AAO Rate**

$11,115.00 for a 2-week display.
Chicago Midway

Chicago Midway International Airport (MDW)

2 Sided Banner

MDW18-2SB-1

Description: Large 2-sided overhead spectacular banner in concourse B reaching passengers traveling to and from their gates

Target: Arrivals and Departures

Size: 240” W x 60” H

AAO Rate

$18,330.00 for a 2-week display.
Chicago Midway

AAO Rate

$18,330.00 for a 2-week display.
Chicago Midway

Chicago Midway International Airport (MDW)

Free Charge TFD
MDW18-FCTFD-1
Description: Concourse B, in-between 4-gates in the heart of the concourse.
Target: Arrivals and Departures
Size: 170' W x 47.25' H

AAO Rate

$19,240.00 for a 2-week display.
Chicago Midway

AAO Rate

$14,300.00 for a 2-week display.
Chicago Midway

Tension Fabric Display
MDW1RT-TFD-1

Description: Iconic Midway Tension Fabric Display in the heart of the primary Food Court. Immediately seen by passengers after they've passed through the only security checkpoint in Midway.

Target: Arrivals and Departures

Size: 57.5" W x 80' H

AAO Rate

$36,400.00 for a 2-week display.
Chicago Midway

Chicago Midway International Airport (MDW)

Tension Fabric Display
MDW1RT-TFD-2
Description: Large overhead Tension Fabric Display in Terminal 1 on the way to concourse A near the retail shopping and food dining area.

Target: Arrivals and Departures

Size: 312" W x 96" H

AAO Rate

$17,745.00 for a 2-week display.
Chicago Midway

AAO Rate

$3,640.00 for a 2-week display.
Chicago Midway

Lit Tension Fabric Diorama, Tension Fabric Display

MDWPK8MIX-1-1

Description: Baggage Claim Takeover Package - Since Southwest passengers are more likely to check their bags, there's a better chance of arriving passengers dwelling in baggage claim at Midway. Take over the baggage claim area with this package of 4 LED Backlit Dioramas and 4 wall mounted Tension Fabric Displays

Target: Arrivals

Size: 27.4" W x 52" H, 62" W x 43" H

AAO Rate

$50,125.00 for a 2-week display.
Midway Airport: Concourse A
Printed and Digital Billboards are available in Chicago

If you want to make a big statement, billboards will get the job done. High profile Billboards target traffic traveling to the convention center from the airport and major highways into the city. High profile locations are also available downtown.

Simple and direct, the billboard has managed to maintain its branding effectiveness while other traditional media have been losing ground.

Units are illuminated – std sizes (may vary):
14’ H x 48’ W or 20’ H x 60’ W.

AAO Rates

Targeting traffic from O'Hare Airport: $12,000 - $28,000.
Targeting traffic from Midway Airport $10,000 - $12,500.
Rate are for a 4-week display, including print production & installation.

Custom Proposal Required.
Sample Expressway Printed Billboard Map
Chicago

Wallscapes: City Center

The Chicago Business District is divided into many different areas such as the Loop, River North, Near North and the Gold Coast.

Wallscapes are located throughout these key areas of downtown with a concentration near restaurants, shopping and top tourist attractions frequented by attendees.

AAO Rates

River North, the Loop and targeting traffic from O'Hare Airport: $22,000 - $100,000.

Rates include production for a 2-4-week display period; most units are not illuminated, lit by ambient streetlamp lighting.

Custom Proposal Required.
Sample Downtown Billboard-Wallscape Map
Chicago

There are a total of 6,000 taxis circulating throughout Chicago. Any time of the day, Taxis serve a tight network of hotels and McCormick Place as well as providing exposure on routes to/from the airport. Often in line at all the major hotels or frequently stopped in traffic on the Miracle Mile, your message will be seen 24/7 all over downtown Chicago.

Illuminated panels: side panels sized 14” H x 48” W and some with front & rear panels sized 11” H x 8” W.

Taxi Tops

AAO Rates

Rates for packages including production from 1 creative:

100 Taxi Tops: $48,945.00
200 Taxi Tops: $97,860.00
Chicago

Taxi Wrap

In addition to Tops, advertisers have the option of wrapping their message along the doors or adding a clear top to showcase items or a product.

The rate for a clear showcase top is $500 for a 2-week display period, including and production of the printed message and installation. There is an additional cost for the props placed inside of the showcase top. There is illumination within the top but it can be obscured by the prop placement.

AAO Rates

Rates for packages including production from 1 creative:
50 Taxis with tops and door wraps: $144,465.00
100 Taxis with tops and door wraps: $288,895.00
Chicago

Street Furniture Panels

Transit Shelter and City Information Panels are sized 6’ H x 4 W and located throughout downtown Chicago targeting both vehicular and pedestrian traffic at McCormick Place, Michigan Ave and the hotels in the Loop and River North areas.

The panels are backlit, illuminated units enabling your copy to be read day and night. City information panels also offer the unique ability to scroll three creatives within one street furniture panel.

Locations are a combination of static and scrolling shelter and city information panels.

AAO Rates

25 Panels for 2 weeks $109,135.00
50 Panels for 2 weeks $198,090.00

All rates include production from 1 creative
Chicago

Digital City Information Panels

Digital City Information Panels located in prime downtown locations including The Loop and Magnificent Mile area. These units accept Full Motion Creative.

Multiple spots available.

AAO Rates

35 panels:

$112,365.00 for (1) :15 second spot for 2 weeks.
Chicago Loop Immersion Zone Digital Panels

These relatively new digital units located within “The Loop” are seen by pedestrian and vehicular traffic along W Washington St. and W Madison St. near a number of hotels, retail and restaurants. Full Motion Creative can be accepted and played on these units for a can’t miss advertising display.

Multiple spots available.

AAO Rate

32 Units (faces):
$110,145.00 for (1) :15 second spot for 2 week.
Chicago

Recycle Bin Panels

Reach attendees off the floor where attendees stay and relax during events! There are over 400 (3-Sided) units located throughout the Loop, Michigan Avenue, River North and other key areas in the city. These panels dominate the streets and are great for targeting foot and vehicular traffic.

AAO Rates

50 Bins: 150 Panels (3 sides per bin)  
$46,605.00 including production of 150 panels from 1 creative

100 Bins: 300 Panels (3 sides per bin)  
$88,175.00 including production of 300 panels from 1 creative
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 Billboards: Printed Panels

Essentially billboards on wheels, vehicles are driven directly to your audience.

Specifically, targeted locations can include the convention center, hotels, and areas popular with tourists over the course of the day or night.

AAO Rates

4 days/8 consecutive hours daily:
$12,025.00
Rate includes production for up to 4 panels.
Branded Advertising Vehicles

Mobile Billboard: Digital Panels

Exclusive to 1 advertiser, these moving vehicles offer full motion or static content with or without audio on day-light readable screens. When these vehicles are used at night, the images are vivid and stand-out in a busy cityscape.

Vehicles can be equipped to broadcast a live feed or to display images taken on-site, at an event, and uploaded to the vehicle. The screens can be used together, or as separate sections, allowing for greater content flexibility.

AAO Rates

Advertiser Exclusivity on 1 Digital Mobile Billboard is $8,710 excluding finished ad for a 4-day display, 8 consecutive hours.

Options avail for more than 3 days – please inquire.

Multiple vehicles available.
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 run approx. 5 hours. The custom-designed Projection Vehicle displays static or full-motion video. Multiple projectors can be sourced.

NOTE: Projection programs are contingent upon permission from building/property, namely AAO associated hotels, with final approval required from AAO. No messaging projected onto buildings without expressed permission from property(ies).

AAO Rates

Per projection unit - 3-nights/5 consecutive hours nightly: $33,315.00

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.
Branded Advertising Vehicles

Wrapped Ubers & Lyfts

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

The Uber/Lyft drivers will be focused on the event and operate under the normal rideshare apps. They will be required to return to the event site when they are done with their last rider, before engaging another rider, increasing repeat visibility near and around the event.

AAO Rates

5 units for 4 days $35,005.00
10 units for 4 days $68,025.00

Other quantity packages avail.

Pricing includes production and installation. EMC will provide Program Manuals inclusive of customized routing, scheduling, program implementation details, program objectives and staff training materials.
Branded Advertising Vehicles Disclaimer

The rates provided are for planning purposes and are subject to change. Planning rates shown are based on an average minimum number of days per campaign, however all plans are customizable. Firm Rates are provided on a program specific proposal. Vehicles are customizable to feature extensions, fabrications, or digital screen additions.

EMC provides customized program manuals inclusive of on-site campaign management, routing, scheduling, staff training, and insurance.

There are no permits for Non-Traditional OOH marketing strategies; the program can be affected by various unforeseen factors, such as weather and security. With many years of conducting these campaigns without stoppage or issues, best efforts are made to carry out the program as designed.
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SVP, Media Strategy & Client Partnerships
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