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
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Wrapped Ubers & Lyfts

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

Note: All drivers can be tracked via GPS. A route report can be provided to the client after the campaign. The Uber/Lyft drivers will stage outside the event, however we cannot control who they pick up. That is controlled by their Uber/Lyft applications. They will be required to return to the event site when they are done with a fare. Unfortunately, if a pedestrian is walking by the event and calls for an Uber, there is no way to control the service. Uber/Lyfts staged at the event will ring immediately when someone attending conference calls for one. The applications are based on how close they are to each other (driver and user) so attendees are sure to get plenty of rides from the target location to a destination in the city limits!

AAO 2019 Rates

$36,245 for a package of (5) wrapped rideshares

$67,800 for a package of (10) wrapped rideshares

Rates are based on 4 days/8 consecutive hours daily. Drivers accept Uber/Lyft fares, but must return to the target location after drop off. Driver can also act as brand ambassadors to provide key points and collateral.

EMC will provide Program Manuals inclusive of customized routing, scheduling, program implementation details, program objectives and staff training materials.

FOR MORE INFORMATION CONTACT: John Foster, JHF@emcoutdoor.com 610.355.4467
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Mobile Billboards

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.

AAO 2019 Rates

$8,060 for 4 days/8 consecutive hours per day. Rate includes production for up to 4 panels. Multiple vehicles are available.

EMC will provide Program Manuals inclusive of customized routing, scheduling, program implementation details, program objectives and staff training materials.

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Digital Mobile Billboard

A specially designed vehicle that is outfitted with HD screens with full-motion video & audio on all sides of the truck sized up to 6’ H x 12’ W. The vehicle is equipped with digital screens that are readable both during daylight hours as well as at night.

Digital capabilities can include live feeds, internet feeds, video gaming, or other interactive elements.

AAO 2019 Rates

Digital exclusivity for 4 days/8 consecutive hours daily: $13,625

Advertiser must provide video content. Multiple vehicles are available.

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