Conference Marketing
AAO Approved Exhibitor Deck

AAO 2023
(American Academy of Ophthalmology)

November 3-6, 2023
Moscone Center
San Francisco, CA
Conference and Event Marketing Media Overview
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Strategic approach targeting attendees throughout their conference journey

From airports and train stations to hotels and restaurants, from the most used paths to the convention center, we know where attendees go.

Engage at multiple touchpoints with valuable opportunities to stay front of mind during the event, and drive traffic to their booth.
The Attendee Journey

- Arrivals Media
- Perimeter Media
- Mobile Media
in person • in market • in real life

Arrivals Media

• Airport Media
San Francisco International Airport
Monthly traffic by concourse

Total monthly passengers: 4,784,881

Terminal 1
- American Airlines
- JetBlue
- Southwest

Terminal 2
- Air Canada
- Alaska Airlines
- Delta

Terminal 3
- United Airlines

Terminal 4
- AnadoluJet
- Air France
- Alaska Airlines
- British Airways
- Cathay Pacific
- China Airlines
- Emirates
- French Airlines
- JAL
- KLM
- Korean Air
- Philippines Airlines
- Taca
- Qatar Airways
- Vietnam Airlines
- Virgin

Terminal G
- Air Ursus
- Air India
- Fiji Airways
- All Nippon Airways
- Copa Airlines
- Eva Airways
- Lufthansa
- SAS
- Singapore Airlines
- Swiss Air
- Condor Air
- Tap Air Portugal
- TurkHavAir
- United International

San Francisco International Airport – Monthly traffic by concourse
San Francisco International – Digital Networks

Digital screens are strategically placed to reach arriving and departing passengers. There are plenty of opportunities to make your presence known with four terminals, including one international terminal and seven concourses.

AAO 2023 Rates:
• Starting at $54,000 for one :10 second spot for 2-week period dependent of the network.
• Custom proposal required.
San Francisco International – Static Media

There are static/printed advertising opportunities throughout the SFO International Airport. A proposal featuring the best units in high traffic locations will be developed based on your target. Available media formats are Standard Wall Dioramas, Spectacular Dioramas and Tension Fabric Displays.

AAO 2023 Rates:
• Starting at $6,600 including production for 1 creative for a 2-week period.
• Rates vary dependent on media type, size and location.
• Custom proposal required.
Annual traffic by concourse

Total annual passengers: 13,378,411

Terminal 1
- 27%
- 3,612,171 Passengers
- Alaska Airlines
- Allegiant
- American Airlines
- Azores Airlines
- Boutique Air
- British Airways
- Condor Airlines
- Delta
- Hawaiian Airlines
- JetBlue
- LEVEL
- Norwegian Air
- SATA
- Spirit
- Volara

Terminal 2
- 73%
- 9,766,240 Passengers
- Southwest

Oakland International Airport – Annual traffic by concourse
Oakland International – Static Media

To alleviate traffic at SFO, Southwest Airlines has made Oakland Airport a hub, making it a strong presence in the San Francisco area. The heart of downtown San Francisco is just a short drive across the Bay Bridge. Static formats include Spectaculars, Tension Fabric Displays, and Dioramas.

AAO 2023 Rates:

- Starting at $4,725 including production of 1 creative for a 2-week period.
- Rates vary dependent on media type, size and location.
- Custom Proposal Required.
Oakland International – Digital Networks

There are plenty of opportunities to make your presence known with two available terminals. Digital screens are strategically placed to reach 100% of arriving and departing passengers.

AAO 2023 Rates:
- Starting at $4,000 for one :10 second spot for 2-week period dependent of the network.
- Custom proposal required.
Billboards
Wallscapes
Exterior Door Wraps
Street Columns
Transit Shelters
Newspaper Rack Panels
Billboards – Silicon Valley
Billboards

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.

AAO 2023 Rates:

- Billboards along US 101, the exclusive route between the San Francisco Airport and downtown San Francisco: Starting at $10,000 for a 2-week display.
- Billboards targeting traffic heading to downtown San Francisco from the Oakland Airport: Starting at $9,000 for a 2-week display.
- Billboards located downtown and near the convention center area: Starting at $12,000 for a 2-week display.
- Custom proposal required.
Downtown Wallscapes

Wallscapes are located throughout key areas of downtown, with a concentration near restaurants, shopping, Union Square, close proximity to hotels, and top tourist attractions frequented by attendees.

AAO 2023 Rates:
• Starting at $15,000 for a 2-week display, including production, installation, and removal.
• Locations, availabilities, and rates are provided upon request.
• Custom proposal required.
Located across from the Moscone Center, these eye-catching, oversized panels will ensure your message won’t be missed. Metreon Wallscapes are great for capturing event attendees, pedestrians, and vehicular traffic.

AAO 2023 Rates:

• 5 Panel Wallscape (located at the Metreon across from Moscone Center) starting at $290,000 for a 1-week display.
• Rates including production, installation, and removal.
• Custom proposal required.
Exterior Door Wraps

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Exterior Door Wraps

Street Level Panels are well-placed along 4th Street, Howard Streets and Mission Street. These door wraps are strategically located across the street from Moscone West, North and South Halls as well. This is an excellent way to reach both pedestrian and vehicular targeted traffic.

AAO 2023 Rates:

- Starting at $30,000 dependent on location for 1-week display including production, installation, and removal
- Custom proposal required.
Transit Shelters – Digital & Static

Transit shelters provide great eye-level reads to both vehicular and pedestrian traffic and are a great way to reach event attendees as they move between the Convention Center, hotels, restaurants and popular tourist attractions.

AAO 2023 Rates:
- Starting at $50,000 for well-positioned packages throughout key areas of San Francisco
- Convention coverage packages available
- Rates include production for 1 creative for a 2-week display period.
- Custom proposal required.
Street Columns

San Francisco’s kiosk network is comprised of 17-foot-tall kiosks. These kiosks are beautifully designed and lit 24 hours to fit the aesthetic of downtown San Francisco and are highly visible to both pedestrian and vehicular traffic. Static & Digital kiosks available.

AAO 2023 Rates:
• Starting at $152,000 for downtown static kiosks including panels near Moscone Center
• Starting at $100,000 for downtown digital kiosks including panels near Moscone Center
• Rates include production for 1 creative for a 2-week display period.
• Multiple package options available.
• Custom proposal required.
Newspaper Rack Panels
Newspaper Rack Panels

Panels located directly in front of the Moscone Center and on the surrounding blocks primarily target pedestrian traffic while also capturing vehicular traffic. Panels are seen repeatedly by your audience as they travel to key locations.

AAO 2023 Rates:
- Starting at $52,000 for a 2-week display and include production for 1 creative.
- Multiple package options available.
- Custom proposal required.
Digital Urban Panels

San Francisco’s Digital Urban Panel Network is an innovative product offering. Uniquely positioned to target San Francisco’s high demand, highly desirable Downtown and Central Business District population, the Digital Urban Panels will feature two networks of 50 Panels evenly distributed throughout San Francisco’s Prime areas.

AAO 2023 Rates:

- Starting at $37,000 for (1) :08 second spot in a :64 second loop for 2-weeks
- Custom proposal required.
Mobile Media

- Cable Cars
- Mobile Billboards
- Wrapped Rideshare
- Taxi Media
Cable Cars
Cable Cars

Branded Cable Cars allow one brand to own a San Francisco icon as it rides through some of the city’s most populated areas. The mix of exterior and interior media creates an indelible impression.

Cable Car Queens, sized 21” H x 88” W, are also available on each exterior side (1 per side).

These cable cars travel on 3 lines: The California Line and the two Powell Lines, which run from Union Square / Market Street to Fisherman’s Wharf / Ghirardelli Square.

AAO 2023 Rates:
- Branded Cable Car Packages starting at $39,250 including production for a 2-week display.
- Cable Car Queen Packages starting at $19,975 including production for a 2-week display.
- Custom proposal required.
Mobile Billboards
Mobile Billboards

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 during the day or night.

AAO 2023 Rates:
- Starting at $16,350 for 5 days/8 consecutive hours daily: including production.
- Custom proposal required.
Digital Mobile Billboards

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 during the day or night.

AAO 2023 Rates:
• Starting at $10,725 for 3 days/8 consecutive hours daily
• Custom proposal required.
Wrapped Rideshare

These eye-catching, moving displays are great for targeting specific events.

Rideshare 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 2023 Rates:
- Packages starting at $62,000 inclusive of space, production and installation.
- Multiple package options available.
- Custom proposal required.
in person • in market • in real life

Taxi Tops
Taxi Tops

Deliver eye-level impact both day and night! Taxis serve a tight network of hotels and provide exposure on routes to/from the airport, often in line at all the major hotels or frequently stopped in traffic. Your message will be seen 24/7 all over downtown San Francisco.

AAO 2023 Rates:
- Packages for 2-sided tops starting at $67,000 for a 2-week display. Staging quoted upon request.
- Standard tops and hi-resolution tops available.
- Rates include production and installation
- Custom proposal required.
Digital Taxi Tops

These full motion, Hi-definition, and GPS-enabled screens leave high impressions and measurable brand lift. Reach your desired target audience by utilizing geo-targeted capabilities to maximize exposure. Screens will hyper-target convention goers on foot or traveling around a custom set 1-mile radius around a convention.

AAO 2023 Rates:
• Packages starting at $25,275 for a 1-week display.
• Custom proposal required.
Thank You

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