



Conference Marketing
Topline Planning Deck
Tampa, FL

AAD Summer Innovations Meeting 2023

August 10-13, 2023



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City Specific Outdoor Media

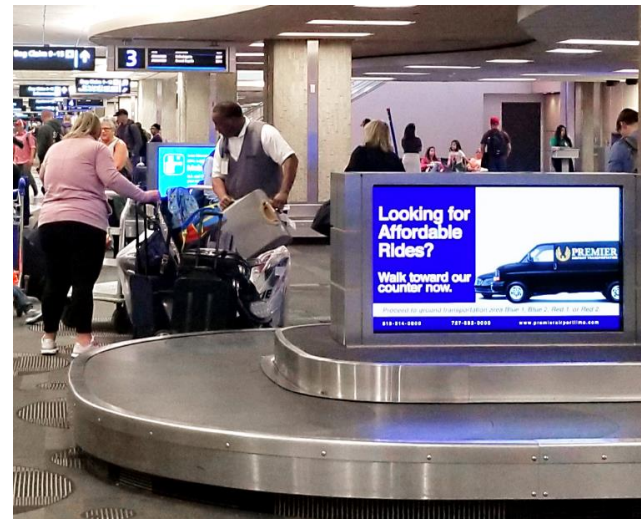
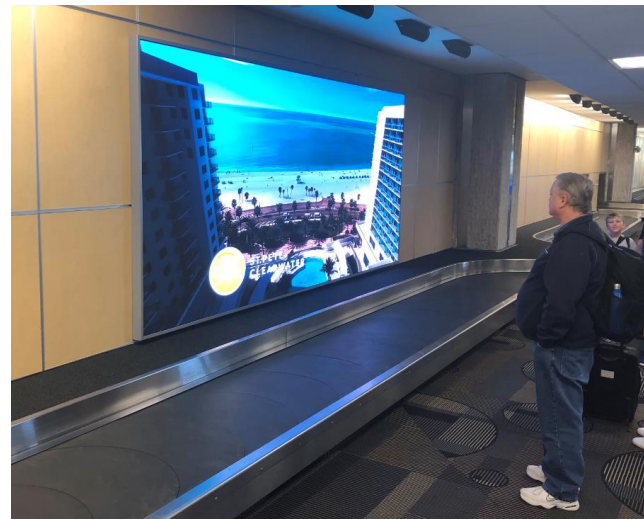


Tampa



Airport Digital Networks

Target the arriving audience with airport digital networks that specifically target passengers as they are heading to baggage claim, ground transportation, and exits.



Planning Rates

Digital Network pricing starting at \$9,500 for a 2-week period depending on the network.

Multiple networks available. Custom proposal required.



Tampa



Billboards

Units are typically sized either 14' H x 48' W or 20' H x 60' W and are illuminated (night).

Billboards along I-275 between the Tampa International Airport and Tampa Convention Center include static and digital locations.

Billboard units are also located in the heart of downtown, near the convention center and Channelside Entertainment Complex.

Planning Rates

Billboard units will range from \$1,650 - \$11,100 per 2- week period, inclusive of production.

Request custom proposal; locations based on current availability.



Tampa



Trolley Panels, Interiors and Station Domination

Historic streetcars provide unique coverage of Tampa's busy downtown, as well as the hip and trendy Ybor City & Channelside areas. Streetcars provide transportation between busy entertainment, retail, and business locations as well as the city's Cruise ship terminal.

Unique Station Sponsorship opportunities at Greco Station across from the convention center are also available.



Planning Rates

Packages range from \$950 - \$68,750 including production & installation for 2-week period.



Tampa



Street Furniture

Bikeshare stations located outside of the Tampa Convention Center allow for branding opportunities at two locations:

Station locations:

S Franklin St and Old Waters St

S Franklin St and Channelside

Planning Rates

Pricing starting at \$12,500/4 week period. Pricing is inclusive of production and installation and includes kiosks and racks.



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 where there are no existing media options!

Campaign Planning is designed to:

- Target the key routes to/from the Convention Center, Airports and Hotel Destinations.
- Reach participating off-site and nighttime venues.
- Optimize and customize for maximum reach and exposure.
- Planning Rates are based on minimum # of days' activation, which can be extended/increased based on desired exposure and reach.



Branded Advertising Vehicles



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.

Planning Rates

3-5 days/8 consecutive hours daily: \$7,500 - \$9,500 includes production for up to 4 panels.

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



Branded Advertising Vehicles



Digital Mobile Billboard

Specially designed vehicles that are outfitted with HD screens with full-motion video & audio on both 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.

Advertiser must provide finished digital content.

Planning Rates

3-5 days/8 consecutive hours daily: \$10,500 - \$17,000 based on market.

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



Branded Advertising Vehicles

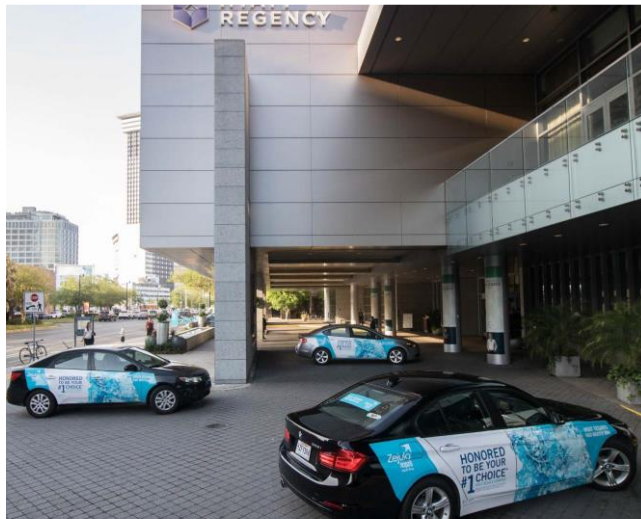


Wrapped Ubers & Lyfts

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

The Uber/Lyft drivers operate under the normal rideshare apps and will be focused on the event. They are required to return to the designated target site(s) once done with their last ride, before initiating/accepting their next ride, increasing repeat visibility around the event.

NOTE: We cannot control pick-ups as it is controlled by their Uber/Lyft applications and algorithms.



Planning Rates

\$50,000 for a package of 10 wrapped cars stationed at the target location for 3 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.



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 can be 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.



Engagement Teams

Experiential Media is typically accompanied by Brand Ambassadors to engage attendees, drive traffic to the booth, and distribute promotional materials. EMC provides customized program manuals inclusive of on-site campaign management, routing, scheduling, staff training, and insurance.

Campaign Planning is designed to:

- Target the key routes to/from the Convention Center
- Reach participating hotels, evening venues and off site attractions
- Distribute materials along key walking routes to/from the Convention Center
- Engage with attendees in fun and unique ways to create memorable brand experiences
- 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



Engagement Teams



Brand Ambassadors

Hot/Cold Drink or Snack Team – The perfect pick-me-up campaign for attendees! Brand Ambassadors can distribute branded packaged snack items or dispense drinks from branded Jetpacks, sized 17" H x 28" W. Or a pop-up cart can be customized with digital screens and seats for attendees to recharge their electronics and serves branded drink and snack items as well.

Planning Rates

5 member Drink-Snack Team

3 days/6 consecutive hours daily \$20,000 - \$25,000

Rate includes distributing Branded Cups or Napkins but not treat items



Engagement Teams



Branded Treat Truck

Customize your own Treat Truck with premiums and/or food items. Coffee/hot chocolate, iced beverages, pre-packaged snacks, breakfast or lunch items as well as premiums and collateral can be distributed. Data collection is encouraged by onsite Brand Ambassadors trained to share information about the sponsor or to just drive additional traffic to the booth.

Trucks will be equipped with a video screen showing content from the sponsor, while either panel graphics or a full wrap can be installed for maximum branding exposure during the show. Branding on the staff uniforms and branded premiums complete the experience.



Planning Rates

2 member Team & Wrapped Vehicle

3 days/8 consecutive hours daily

\$45,000+

(Promo Items Not Included)



Engagement Teams Disclaimer

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Engaging Solutions

EMC Events is highly experienced with Indoor Branding for Events & Trade Shows. We are sought after to aggregate and manage multiple vendors so it easy to bring in new, in-house opportunities with less effort.

Planning rates shown are based on an average 3-day campaign, however all programs are customizable

Indoor Options may require venue approvals. Sponsorship fees and other fees such as Shipping, Drayage, I&D labor and/or Facility Charges are not included.



Engaging Solutions | Outdoor



3D Chalk Art

3D Chalk Art can be prepared in two ways – Live or Pre-Drawn.

A Live 3D Chalk event will have the artist drawing on-site interacting with passers-by.

A Pre-Drawn Chalk event will have the creative drawn on canvas then installed on the ground to look like it was drawn there.

Any chalk program is subject to the elements placed outside, Brand Ambassadors staged on-site will oversee the footprint from consumer damage.



Planning Rates

Program rate varies dependent on the program needs, location, and type of illustration requested. Typical activations start at \$25-30,000.

Outside campaigns only.





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