



emc events
a division of emc outdoor

Approved Trade Show Marketing Deck:

AAD 2020

Denver, CO

3/20/20 – 3/24/20



2020 AAD Annual Meeting
Denver, Colorado
March 20-24, 2020

OFFICIAL EXHIBITOR SUPPLIER



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City Specific Outdoor Media

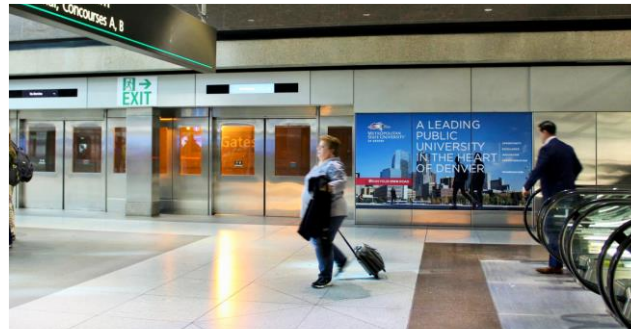


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Denver



Airport

Airport Media targets event attendees from the second they arrive in the market!

Vertical Wall Dioramas

- Sized 88" H x 70" W: **\$16,285 each**

Tension Fabric Displays

- Various sizes: starting at **\$18,460 each**

Train Platform Wall Wrap

- Sized 71.5" x 36.5": **\$19,370 each**

Digital Video Wall

- 2 Screens sized 57" x 199": **\$21,680** :10s spot package

Video Wall Network

- Network of 4 overhead LCD screens passengers making their to the train station platform: **\$24,735** :10s spot package

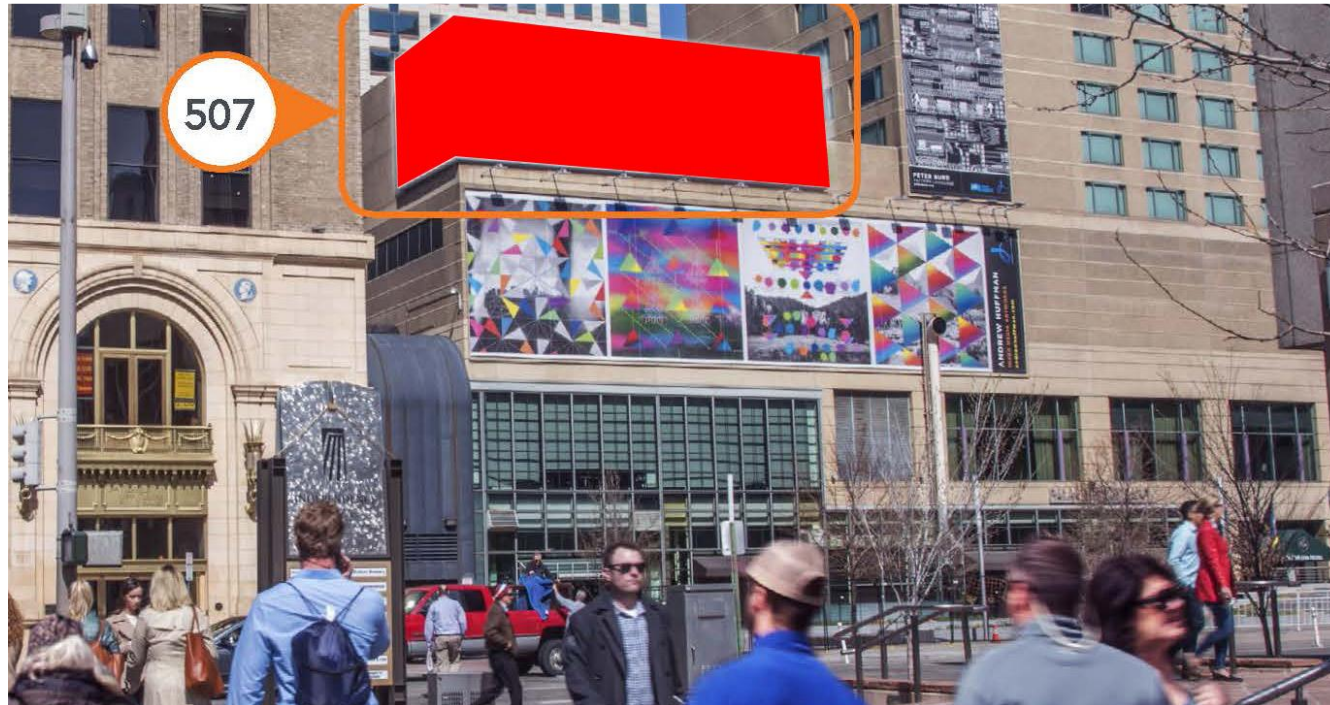
AAD Rates

Planning Rates include production, except for Video/Digital Displays for a 2-week display period.

Additional formats may be available. Please request a custom proposal.



Denver



Billboards

Along the main route used to travel from the Denver International Airport to downtown, billboards are extremely limited and in very high demand.

Primary roads leading to downtown are Aurora Parkway or Brighton Blvd; billboards along these routes range from **\$14,170 - \$37,570** per unit including production for a 4-week display period.

Downtown inventory is also available to target hotels and routes to and from the convention center and range from **\$8,970 - \$14,170** per unit including production for a 2-week display period.

Downtown Digital inventory ranges from **\$7,800 - \$42,900** per unit for a 2-week display period.

AAD Rates: Request custom proposal

Rates include production for a 2 or 4-week display period; units are typically sized 14' H x 48' W and are illuminated. Any extensions or embellishments would be quoted upon receipt of your artwork.



Denver



Wallscapes

Wallscapes: Located on and in close proximity of the Denver Convention Center and the 16th Street Mall. Rates range from **\$9,750 - \$85,800** for a 2-week display period.

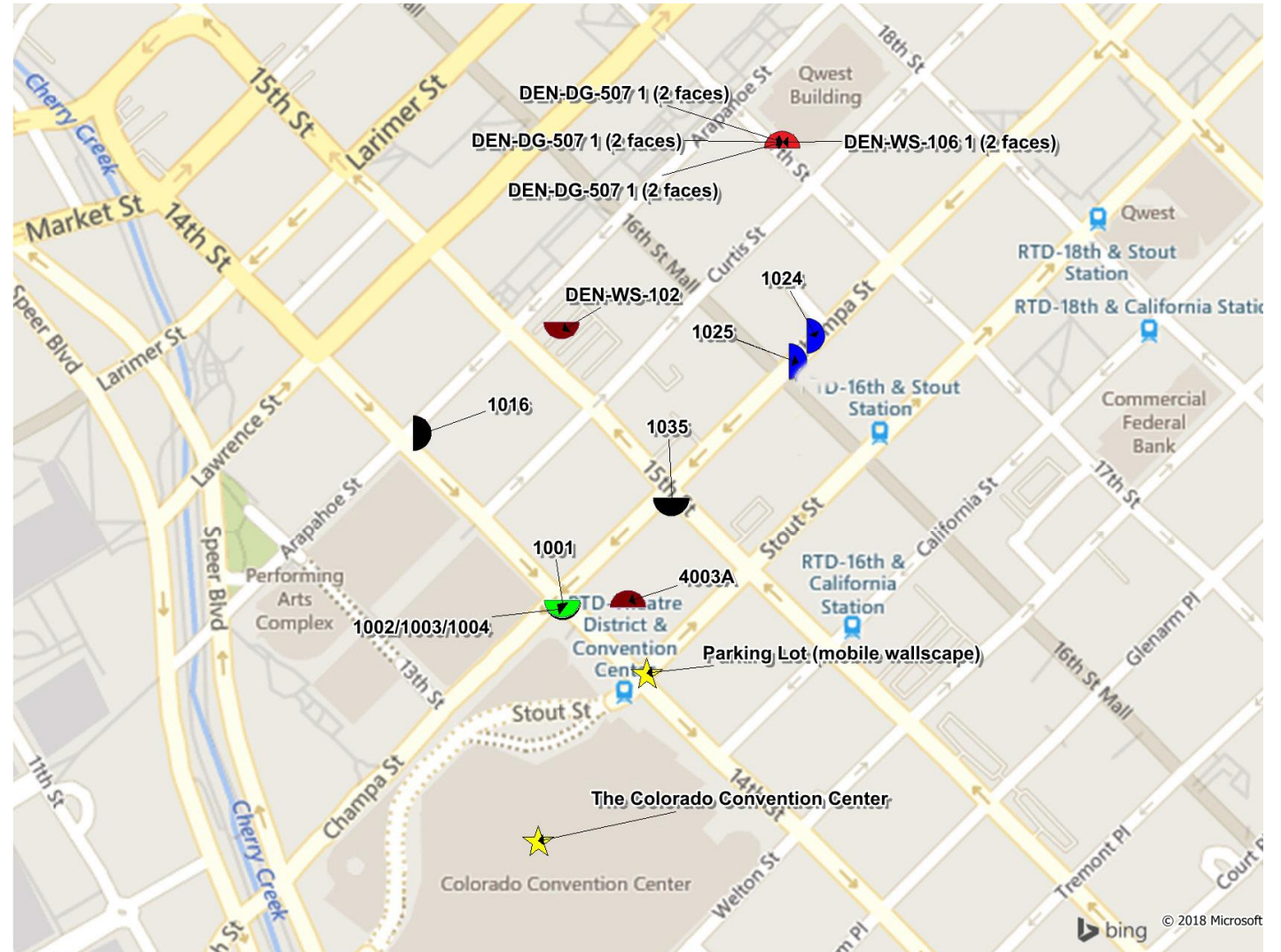


AAD Rates: Request Custom Proposal

Locations, availabilities and firm rates are provided upon request. Please note that all copy must be approved by the city in advance.



Denver: Downtown Wallscape



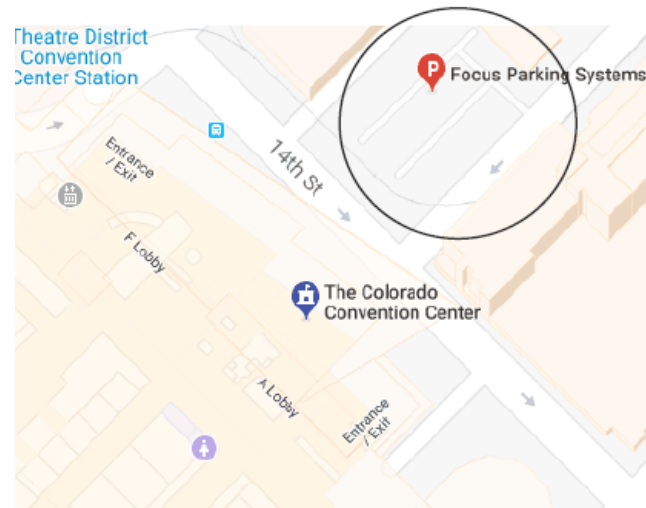
Denver



Pop-Up Wallscape

Create a buzz and dominate with a 50'-60' high wallscape placed in a parking lot near the Denver Convention Center on the corner of 14th& Stout. At almost 4000 square feet of advertising space, your message cannot be missed by vehicular and foot traffic.

The wallscape panel can be illuminated for great visibility for both day and night. This campaign may be executed as a permitted marketing campaign only.



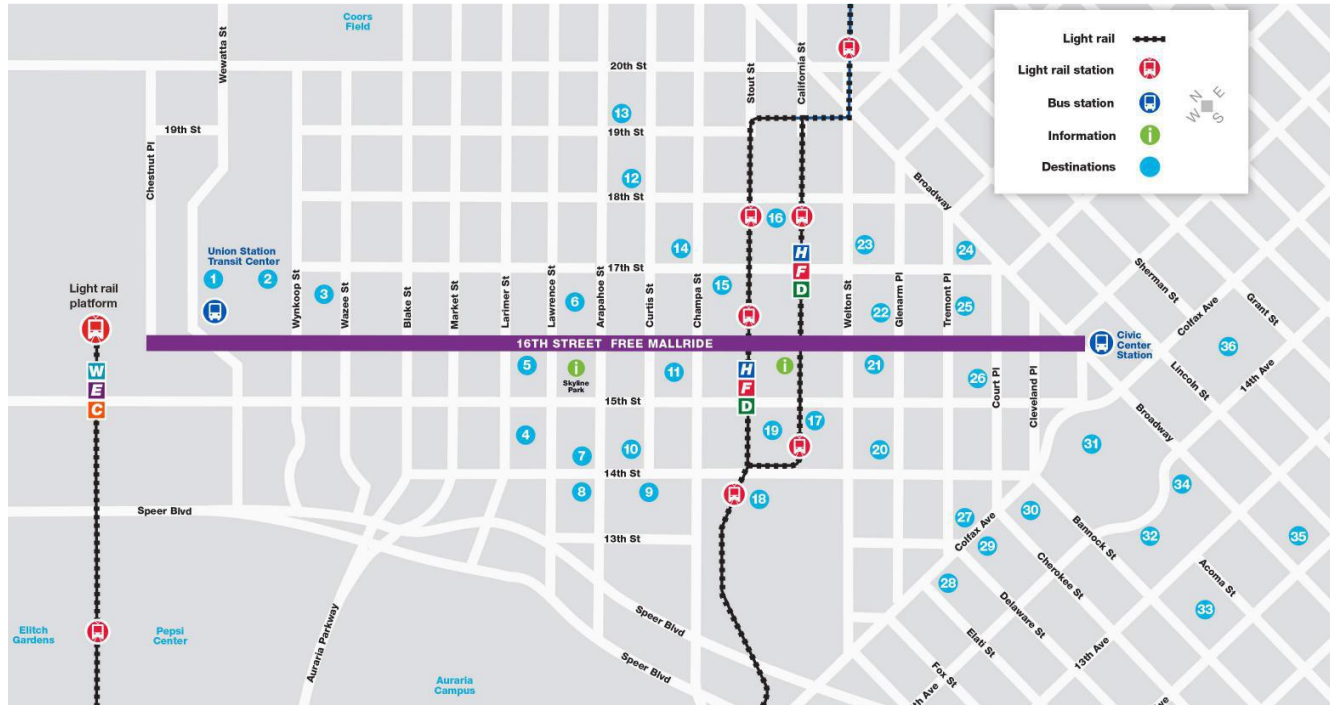
AAD Rates

The rate is \$175,500 and includes: 2 panels (front & back), testing, permits, insurance, location rental, security staff rental, lighting equipment.

4 consecutive days posting. Display will be illuminated Dusk -10pm.



Denver



Shuttle Bus Panels

The Free MallRide Shuttles can't be missed running up and down the 16th Street Pedestrian Mall. Each bus features 2 advertising panels, (1) Panel Driver Side & (1) Panel Curb Side per Bus.



AAD Rates

(10) unit rate is \$26,750 for a 4-week display period, including production from 1 creative.



Denver



Digital Kiosk Panels

Place your ad on this 65" digital screens located throughout downtown Denver. There are up to eight (8) spots on the digital screens, each spot running ten (10) seconds. The network can be bought in packages of 7, 14 or 28 units.



AAD Rates

7 Digital Screens: \$13,585 per 2-weeks

14 Digital Screens: \$24,050 per 2-weeks

28 Digital Screens: \$37,635 per 2-weeks



Denver



Transit Shelter Panels

Target both vehicular and foot traffic with a package of backlit 6' H x 4' W panels skewed to target the convention center area, downtown hotels, and restaurants in the LODO and Cherry Creek areas.



AAD Rates

The rate for a package of (3) Transit Shelters is \$1,500, including production from 1 creative, for a 2-week display period.



Denver



Taxi Tops

Taxi Top packages are available; however, inventory is limited. Cabs concentrate near the airport and in the downtown Denver area. They will be carefully selected on the basis that they primarily, not exclusively, serve the downtown Hotels and Convention Center.



AAD Rates

(50) Cabs with 2-sided tops:

\$29,640 includes production from 1 creative for 2-week period.



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



Denver



Pedicabs

Pedicabs are fully wrapped with your message and either operate via paid fares or provide complimentary transportation to event attendees while staged around key hotels and the Convention Center. Each pedicab is operated by a Driver who can wear Brand Attire and distribute promotional materials. The pedicabs can be used for client transportation during evening events or for a tour of downtown Denver!

Packages include complimentary transportation for 6 hours daily per pedicab.

There are 40 pedicabs available in market.

AAD Rates

5 Pedicabs: \$17,615

10 Pedicabs: \$35,230

20 Pedicabs: \$70,430

Cost include production, installation and removal for a 1-week campaign. Complimentary rides are included in the rate, but are optional.



Denver



Tuk Tuks

Tuk Tuks are fully wrapped with your message and operate tours around Downtown Denver. They can be seen around the Convention Center for big conferences & expos and can be privately chartered to provide rides exclusively to business employees or event attendees. Otherwise, they operate on paid rides.

Tuk Tuk drivers can distribute handouts or giveaways and can also wear branded attire provided by the client. The Tuk Tuk vehicles are green, battery operated and have zero emissions. In colder weather, the vehicles can be fully enclosed and offer heated seats.

There are 6 Tuk Tuks available in market.

AAD Rates

2 Tuk Tuks: \$20,315

5 Tuk Tuks: \$50,800

Cost include production, installation and removal for a 1-week campaign. Complimentary rides are included in the rate, but are optional.



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.

AAD Rates

4 Days: \$9,785

5 Days: \$10,920

Includes production for up to 4 panels. Max of 10 in market.

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.

1 unit available in market, other may be available from a nearby market for an additional travel fee.

AAD Rates

4 Days: \$14,200

5 Days: \$15,000

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 audience with head-turning results.

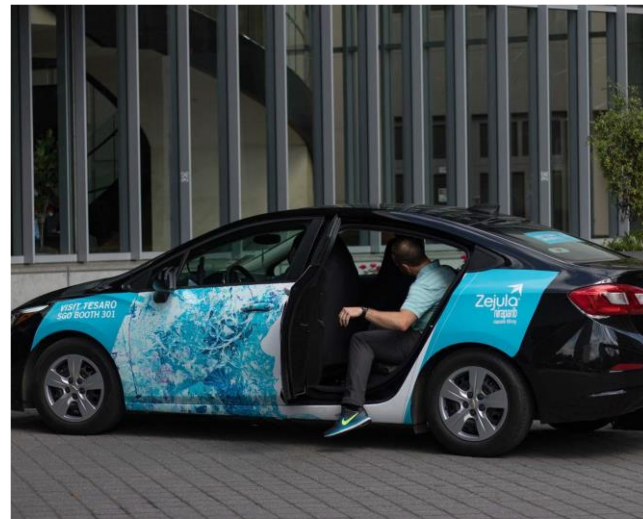
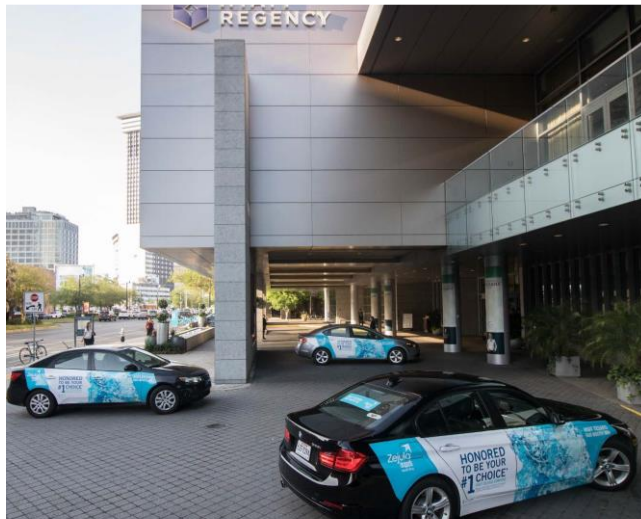
Note: All drivers can be tracked via GPS. A route report can be provided to the client after the campaign. The Uber/Lyft drivers will stage outside the event, however we cannot control who they pick up. That is controlled by their Uber/Lyft applications. They will be required to return to the event site 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!

AAD Rates

\$35,100 for 5 partial wrapped vehicles for 4 days

\$69,875 for 10 partial wrapped vehicles for 4 days

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



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 periods start at dusk and run 5 hours.

The custom-designed Projection Vehicle displays a presentation consisting of static and full-motion video ads. When possible, the vehicle can park to project your message(s) onto a static location.

AAD Rates

3-night/5 consecutive hours daily: \$32,500

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.





Thank you!

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visit us at: [www.emcoutdoor.com/trade show marketing](http://www.emcoutdoor.com/trade_show_marketing)

