



in person • in market • in real life



Conference Marketing
Final Approved Exhibitor Deck

AAD 2024
(American Academy of Dermatology)

March 8 – 12, 2024
San Diego Convention Center



SAN DIEGO



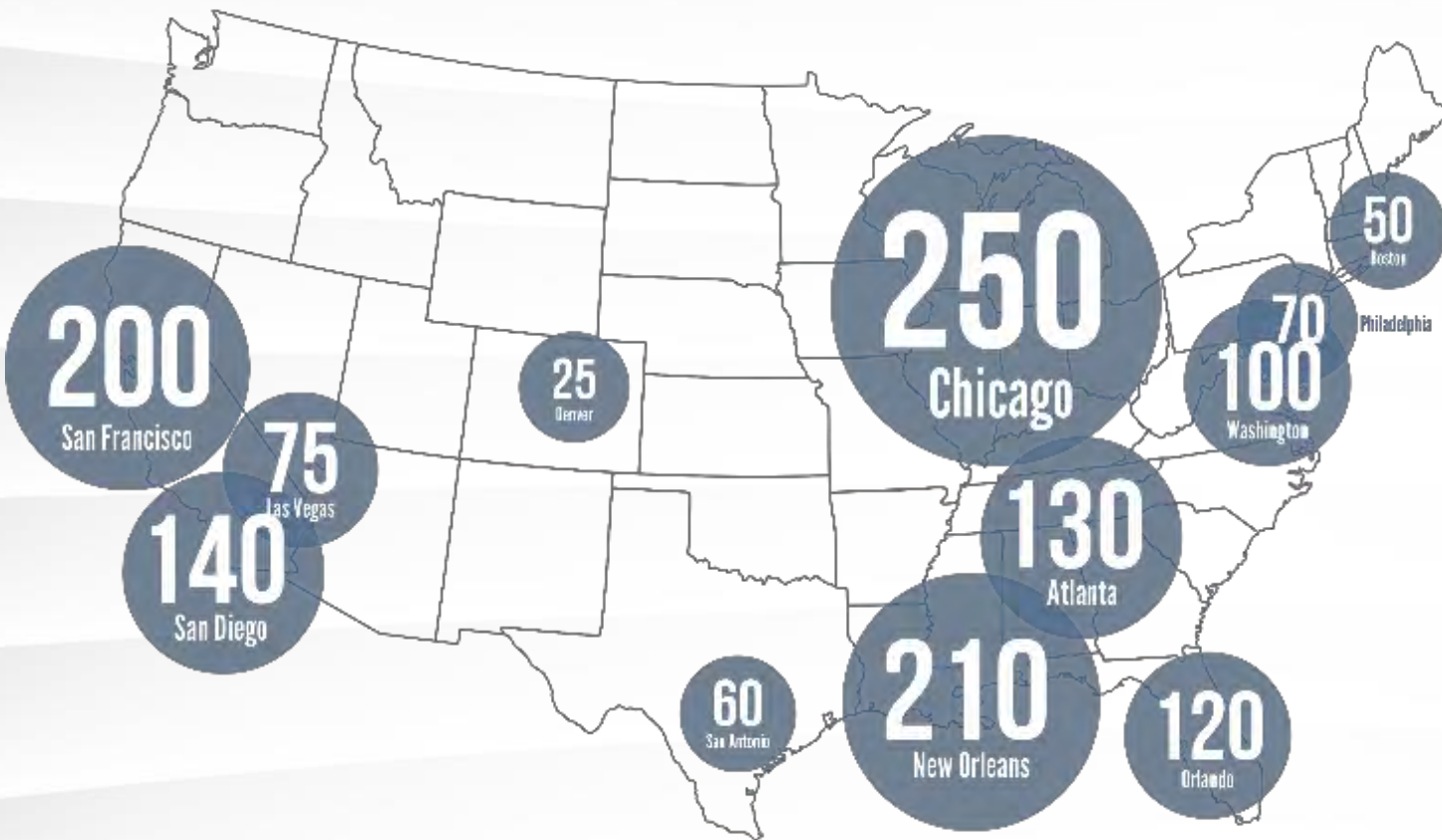
Conference and Event Marketing Media Overview

Confidentiality

This document contains EMC Events (EE) proprietary information and concepts. It is intended for the direct recipient only. Receipt of this document by recipient acknowledges EE's claim to the ownership of the information and concepts as the document is being provided in the case of instruction to the recipient. No concepts, information or representation of the materials herein shall be duplicated or copied in any form without the pre-approval of EE.

The recipient agrees to hold all information transmitted or disclosed by EE and its Client as being proprietary and/or confidential, including, without limitation, information pertaining to EE or its Client's business, Products, Product plans, Product campaigns customers and/or suppliers ("Confidential Information") in strict confidence, not to disclose it to others or use it in any way, commercially or otherwise, except as required in the performance of its obligations hereunder and not to allow any unauthorized person to access to it, wither before or after termination of this Agreement, without the prior written consent of the other party for a period of two (2) years from the expiration or termination of this Agreement. Confidential Information shall not include any information (i) that is in, or that enters, the public domain through no fault of a party; (ii) that is rightfully disclosed to a party by any third party; or (iii) that was previously known to such party.





Rely on a trusted, experienced partner.

EMC has provided, and in many cases created, marketing opportunities around convention centers for over 30 years, and conducted hundreds of conference marketing campaigns.

We have spent over 10,000 hours on-site, observing attendee behavior and evaluating media to develop the best plans to reach them.

This provides your organization and your exhibitors the confidence to work with an experienced partner.





Make the Whole Market Your Booth

The attendee experience is larger than just the exhibit booth.

Extend your marketing footprint out into the city and reach conference attendees at every step of their journey.

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
- Engagement Media



in person • in market • in real life

Arrivals Media

- Airport Media





San Diego International Airport – Digital Networks



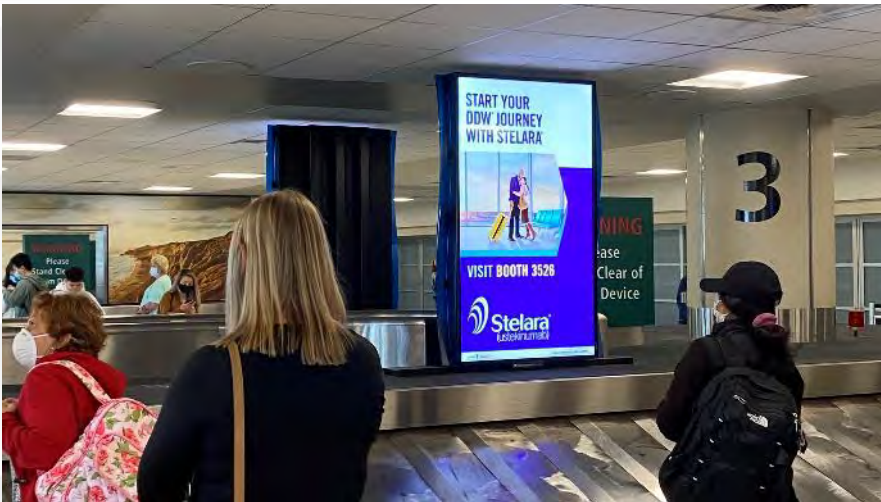


San Diego International Airport – Digital Networks

Digital Networks available at San Diego International Airport allow for reaching the arriving audience as they travel through the concourses and down to ground transportation.

AAD 2024 Rates:

Pricing starting at \$13,780 for a 2-week display. Custom proposal required.





WELCOME TO SAN DIEGO!

SEE YOU AT DDW[®] BOOTH #2727



©2022 Takeda Pharmaceuticals US, Inc. 35 Hayden Ave, Lexington, MA 02421. 1-877-TAKEDA-7 (1-877-829-8327). All rights reserved. TAKEDA and the TAKEDA logo are trademarks or registered trademarks of Takeda Pharmaceutical Company Limited. ENTYVIO is a trademark of Millennium Pharmaceuticals, Inc., registered with the U.S. Patent and Trademark Office and is used under license by Takeda Pharmaceutical Company, Inc. All other trademarks are the property of their respective owners. US-VED-1430V10 03/22

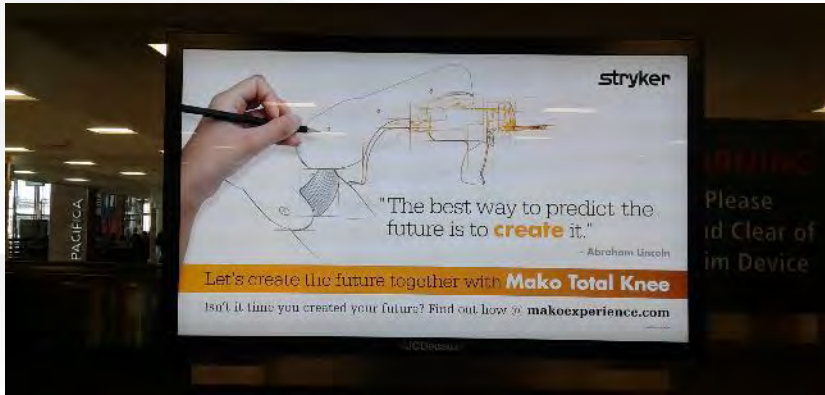
→ 🐾 **Pet Relief Area**

↑ 🚶 **Curbside Pick-Up**

Ground Transportation 🚗 →

USO ★ →

EXIT



■ San Diego International Airport– Static Media

Static and Printed formats are strategically located in highly visible areas with long sightlines throughout all concourses and bag claim areas at San Diego International Airport

These displays target arrivals and departures in high-traffic areas and provide maximum exposure to all passengers.

AAD 2024 Rates:

Pricing starting at \$10,530 for a 2-week display. Multiple units available. Custom proposal required.



Perimeter Media

- Barricade Banners
- Streetlamp Banners
- City Information Pillars
- Hotel Advertising
- Building Illumination







Barricade Banners

Barricade banners are street-level walls across from the convention center to place effective advertising. Large urban fences allow for a more continual brand messaging, encompassing an extended surface area.

They also allow for more continuity in storytelling, like featuring a film's entire cast or an entire color wave of a product.

Each intersection contains (2) banners facing South & (2) banners facing North. (4) Intersections available:

- Market St & Harbor Drive
- Front St & Harbor Drive
- 1st Ave & Harbor Drive
- 5th Ave & Harbor Drive (Gaslamp Station)



AAD 2024 Rates:

Pricing starting at \$25,545 for a 2-week display. Custom proposal required.





in person • in market • in real life



Streetlamp Banners





- Streetlamp Banners – Harbor Drive / Airport / Convention Center

Streetlamp Banners provide one of the most cost-effective ways to target large audiences on busy streets and roads.

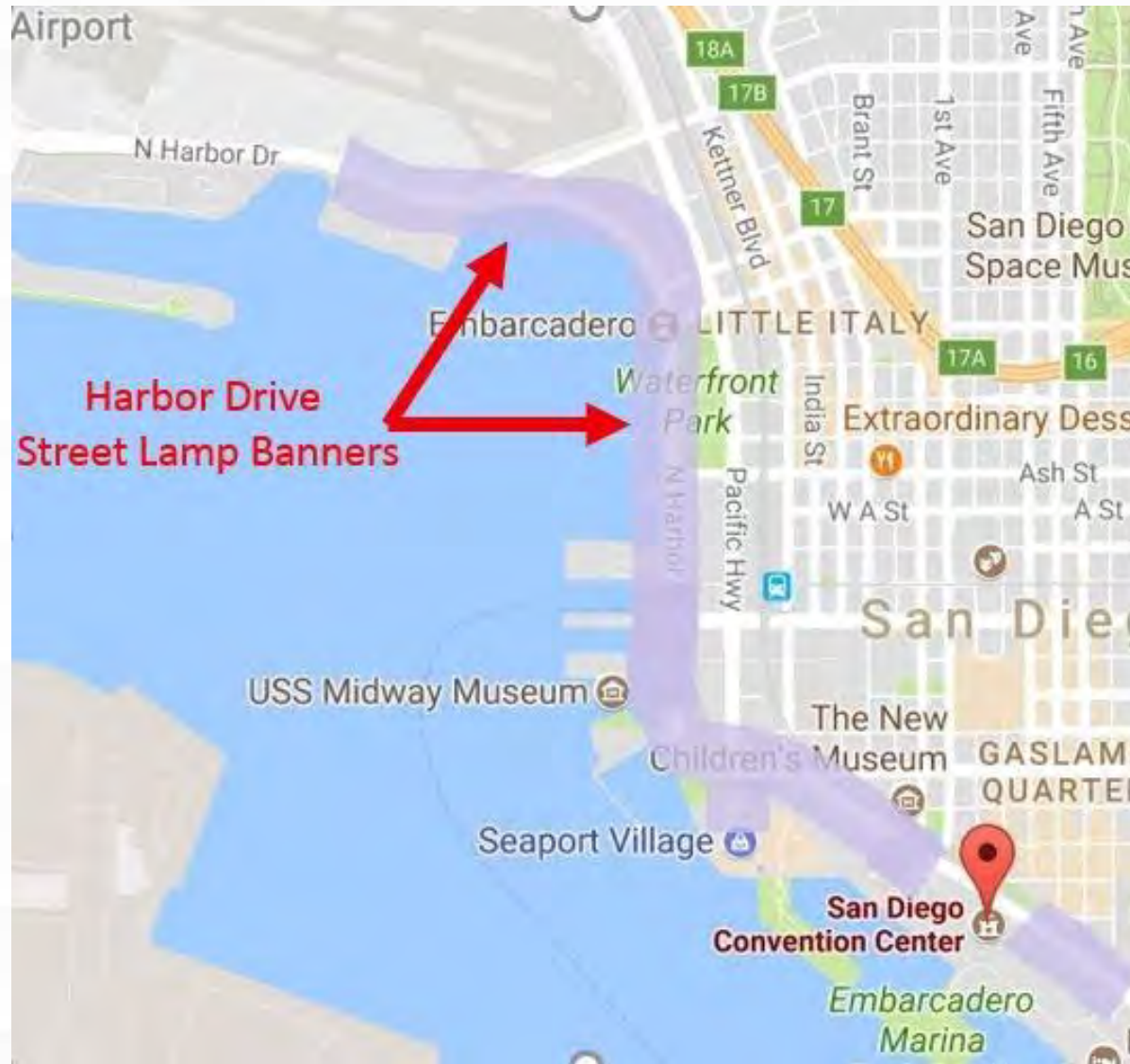
Banners offer high viewing frequency to your audience. As streetlamp banners are located on almost every street and road, they offer the most diverse range of locations of any other outdoor media. Your creative will rise above other media types and simply won't be missed.

AAD 2024 Rates:

Harbor Drive: Packages starting at \$18,950 for a 2-week display

Convention Center: Packages range from \$7,000 - \$65,000 for a 2-week display







■ Streetlamp Banners – Gaslamp Quarter

Streetlamp Banners provide one of the most cost-effective ways to target large audiences on busy streets and roads.

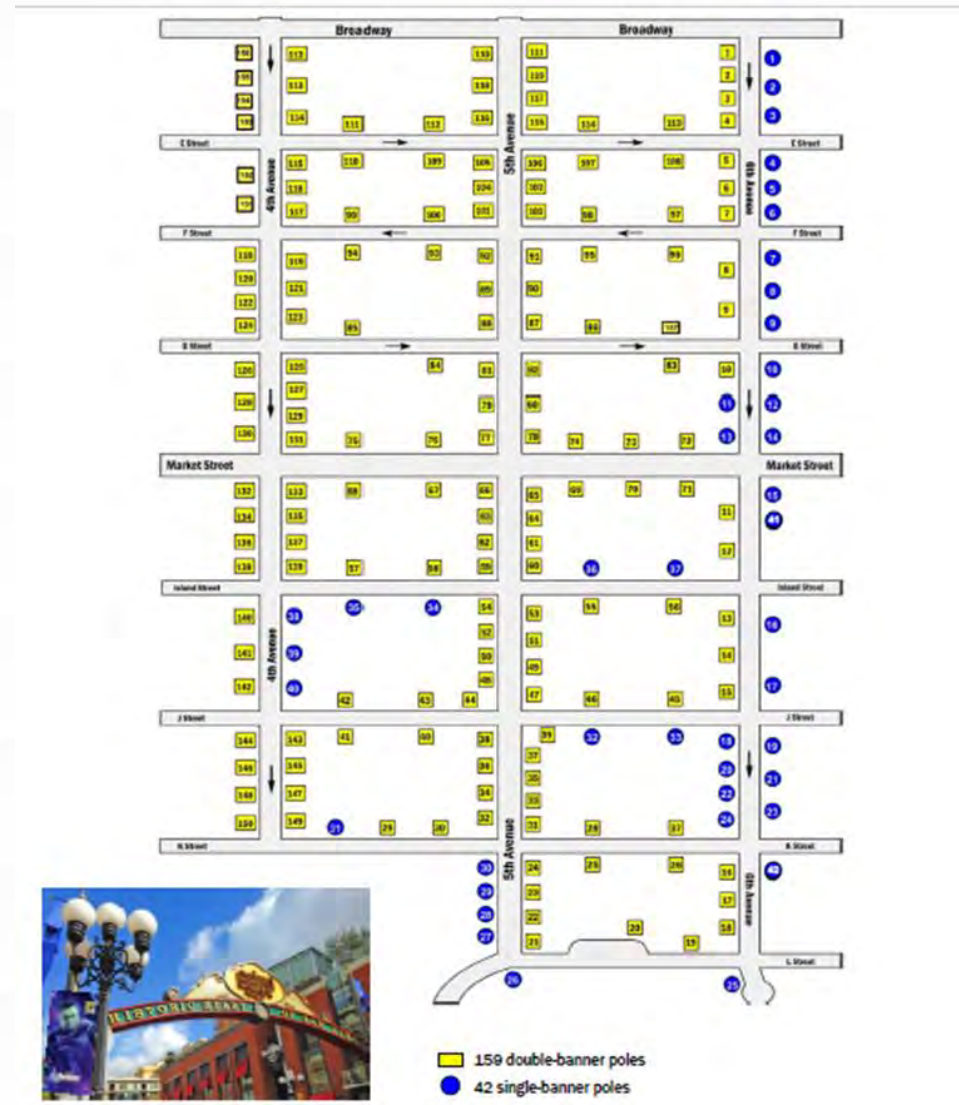
Banners offer high viewing frequency to your audience. As streetlamp banners are located on almost every street and road, they offer the most diverse range of locations of any other outdoor media. Your creative will rise above other media types and simply won't be missed.



AAD 2024 Rates:

Packages starting at \$20,900 for a 1-week display. Custom proposal required.





Gaslamp Street Lamp Banners



in person • in market • in real life



Gaslamp Kiosks





■ Gaslamp Street-level Kiosks

Backlit kiosks located in and around the LRT Gaslamp Station across from the Convention Center.

Gaslamp Entertainment kiosks (non-backlit) are located along the historic Gaslamp Quarter, adjacent to San Diego Convention Center. This 16 ½ block historical neighborhood is the site of several entertainment and night life venues, as well as scheduled events, conferences and festivals.



AAD 2024 Rates:

Pricing starting at \$12,935 for a 2-week display. Custom proposal required.



Mobile Media

- Taxi Media
- Rideshare
- Mobile Billboards
- Digital Mobile Billboards
- Pedicabs
- Sailboat Advertising







Taxi Tops

Taxi Tops are a great way to target downtown San Diego as they frequent the Gaslamp district, the convention center area hotels providing a high concentration of your message in crucial areas.

- Two-sided Taxi tops, sized 14" H x 48" W each, for a 2-week display period, including production.



AAD 2024 Rates:

Packages starting at \$19,470 for a 2-week display. Custom proposal required.



[illegible]



■ ■ ■ 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.

AAD 2024 Rates:

Packages starting at \$76,830. 4 and 5-day campaigns available.

Multiple packages available. Custom proposal required.





Rideshare Projections

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

Projection of logos, animation, and/or full motion video on the sides of rideshare vehicles Advertiser gets 100% SOV.



AAD 2024 Rates:

Packages starting at \$23,790. 4 and 5-day campaigns available. Custom proposal required.



in person • in market • in real life



Mobile Billboards





■ 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.

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



AAD 2024 Rates:

Packages starting at \$14,630 for a 5-day campaign minimum. Custom proposal required.







Digital Mobile Billboards

Specially designed vehicles are outfitted with HD screens with full-motion video & audio on both sides of the truck. The vehicle is equipped with digital screens that are readable both during daylight hours and at night.

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



AAD 2024 Rates:

Packages starting at \$16,710 for a 5-day campaign (minimum). Custom proposal required.



in person • in market • in real life





■ Pedicabs

Get your message around town day and night! A fleet of fully-wrapped Pedi-Cabs and some featuring front and back panels provide excellent message exposure for a minimum of 8 hrs daily. These bikes primarily circulate in and around the Convention Center, and the Gas Lamp District from approximately 9:00 am to 2:30 am, 7sevendays a week.



AAD 2024 Rates:

Packages starting at \$41,700. 4 and 5-day campaigns available. Custom proposal required.



in person • in market • in real life



Sailboat Advertising





Sailboat Advertising

The yacht's route is customized, placing your message where it needs to be along the waterfront targeting the Convention Center, Seaport Village, and hotels overlooking the bay, such as the Hilton Bayside, Marriott Marina, and the Manchester Grand Hyatt.



AAD 2024 Rates:

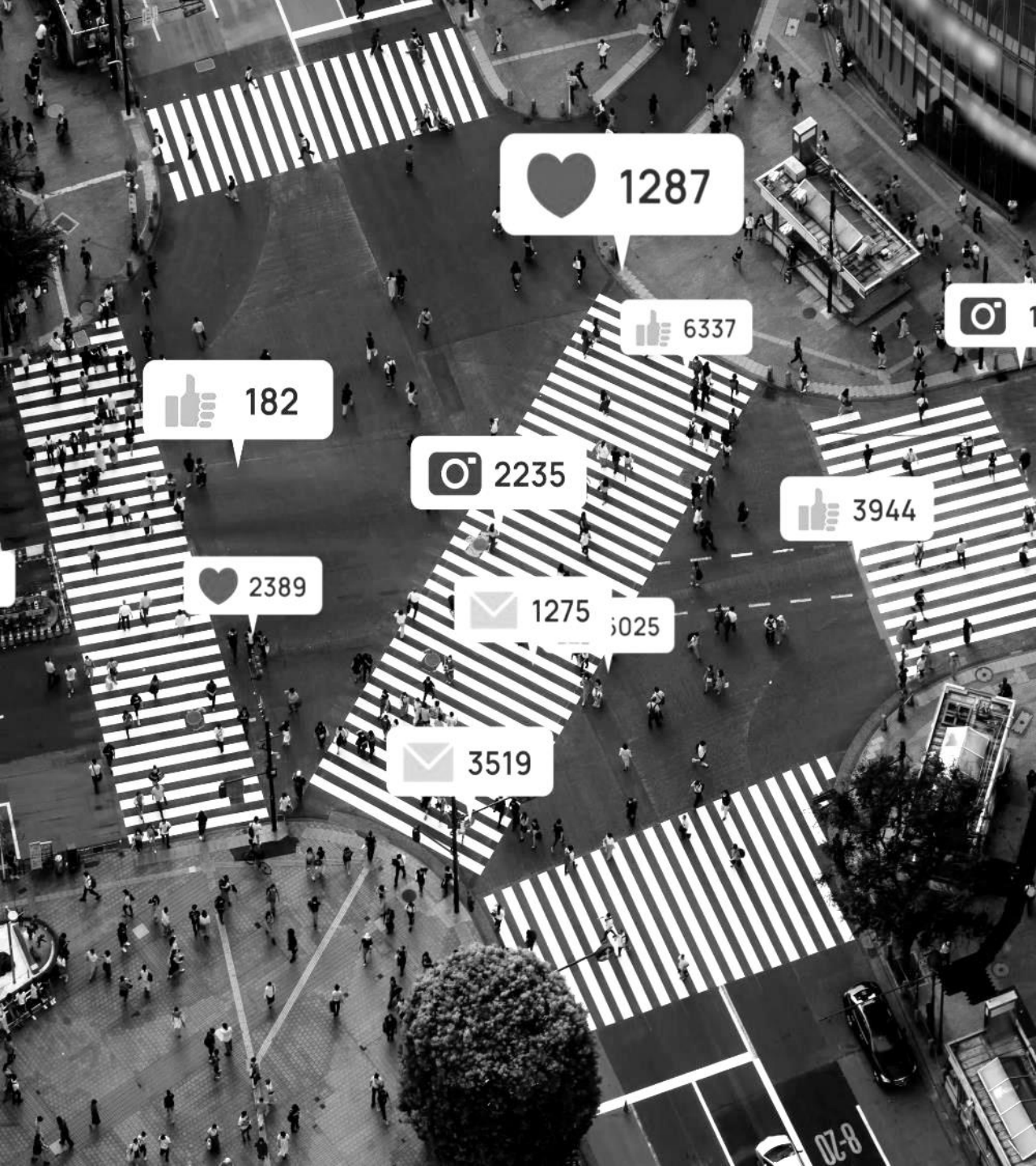
Inquire if interested. Custom proposal required.



in person • in market • in real life

Engagement Media

- Branded Advertising Vehicles





in person • in market • in real life

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, and can be extended/increased based on the desired reach



in person • in market • in real life



TEPEZZA
teprotumumab-trbw

DIG INTO
TEPEZZA
(teprotumumab-trbw)

HORIZON. TEPEZZA and the HORIZON logo are trademarks owned by or licensed to Horizon. © 2022 Horizon Therapeutics Inc. P18P-15-201956 08/22

Projection Media





■ Projection Media

These projections 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 onto buildings in a well-defined area.



AAD 2024 Rates:

Pricing starting at \$33,345.

3 and 4-night options available. Custom proposal required.





Branded Treat Truck





■ ■ ■ 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.



AAD 2024 Rates:

Inquire if interested. Custom proposal required.



in person • in market • in real life

Thank You

Song C. Heo
SVP, Client Partnerships
P: 610.355.4450
sch@emcoutdoor.com

