



Conference Marketing
Final AAD Approved Deck

AAD Summer Innovation 2021

Tampa, FL
Tampa Convention Center

8/5/2021 – 8/8/2021



summer meeting
AUGUST 5-8, 2021 • TAMPA, FL

Official Exhibitor Supplier



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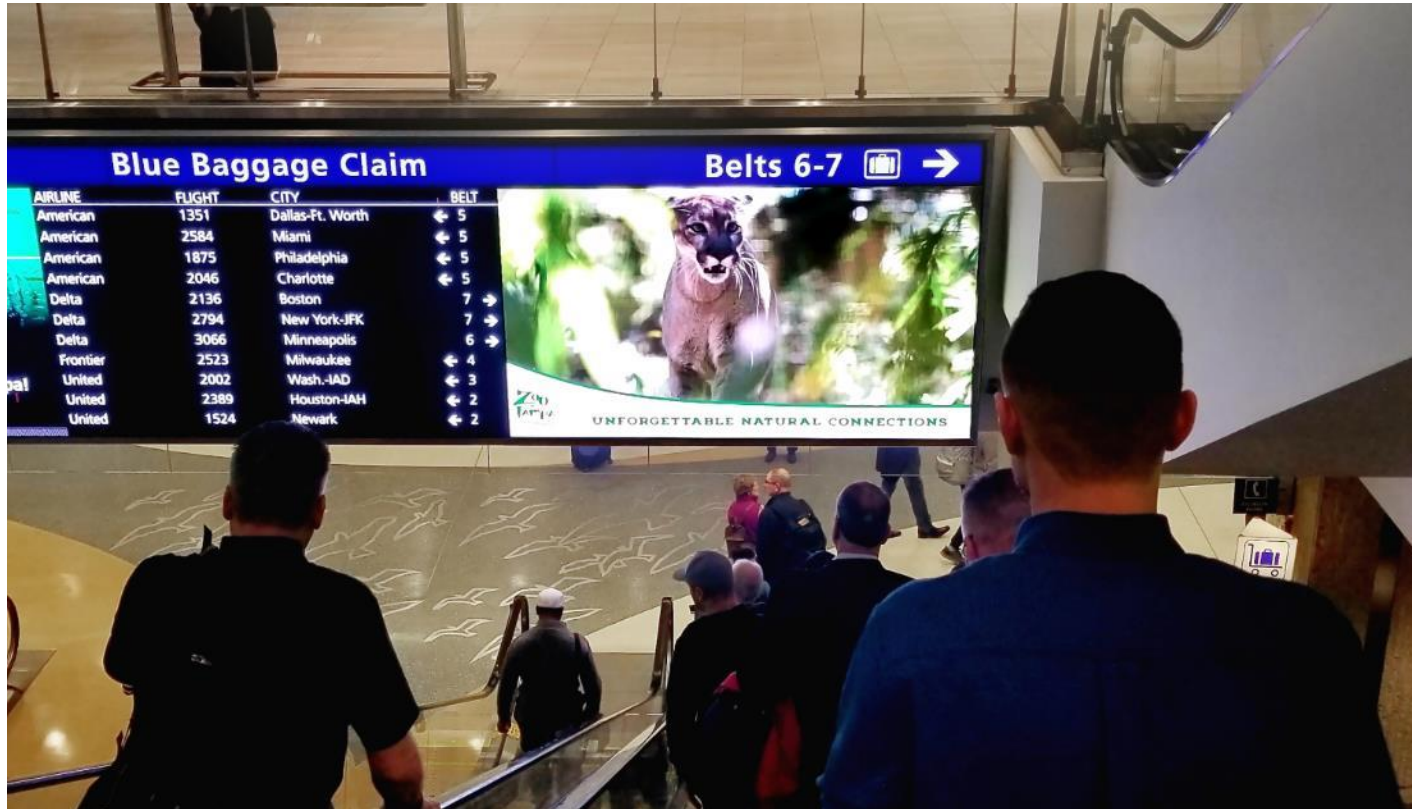
- City Specific Outdoor Media
- Branded Advertising Vehicles



City Specific Outdoor Media



Tampa



Tampa International Airport

Arrivals Escalator Digital (ESC): The Arrivals Escalator Digital network features (4) large screens in each Main Terminal escalator area, targeting arriving passengers heading to baggage claim, ground transportation, and exits.

Even if they don't check bags, passengers head down to the lower level for rideshare / passenger pick-up. :10 video and static spots accepted.

AAD Rates:

(1) :10 spot on 4 screen network for a 2-week period:
\$23,825



Tampa



Tampa International Airport

Baggage Claim Video Walls (BC-VW): This network is made up of (7) huge digital screens that dominate the area.

Located on the back walls of both Red and Blue baggage claim areas, the network is highly visible throughout the carousel areas, as well as from main walkways - reaching people waiting for bags and those walking through to ground transportation and exits.

AAD Rates:

1 spot on network of 7 screens for a 2-week period:
\$13,400



Tampa



Tampa International Airport

Baggage Deck Digital Network (BCDN): Featuring 32 digital screens (16 double-sided units) inside every baggage carousel, this Digital Network reaches travelers waiting for bags and those walking through to Ground Transportation.

The Baggage Claim area garners a long dwell time for passengers, 20 minutes or more on average, allowing your message to be seen multiple times. :10 video and static spots accepted.

AAD Rates:

(1) :10 spot on network of 32 screens for a 2-week period: \$9,300



Tampa



Tampa International Airport

Rental Car Center Digital Banners (RCC-DN): This network of two digital screens targets passengers as they rent cars for their stay in the Tampa Bay area.

These two banner-shaped screens above the entrance and exit of the rental car center offer the opportunity to reach passengers in multiple stages of the arrivals journey. Your full motion or static spot will leave a lasting impression.

AAD Rates:

1 spot on 2-screen network for a 2-week period: \$3,350



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.

AAD Rates – Request Custom Proposal

Billboard units will range from \$1,625 - \$11,100/2-week period, inclusive of production. Please 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.



AAD 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

AAD Rates

\$12,550/4 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....a powerful tool for targeting event attendees on the move during their stay.

These dedicated advertising vehicles can drive your message right up to your target locations like the convention center, hotels, and popular tourist attractions.

Their mobility allows them to follow the attendees as they move around town over the course of the event.

AAD Rates

3 - 5 days/8 consecutive hours daily: \$9,425 - \$10,205 includes production and installation.

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

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 during both day and night.

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



AAD Rates

Digital MBB for 3 days/8 consecutive hours daily: \$9,035. One advertiser per truck.

Advertiser provides ad/video content.



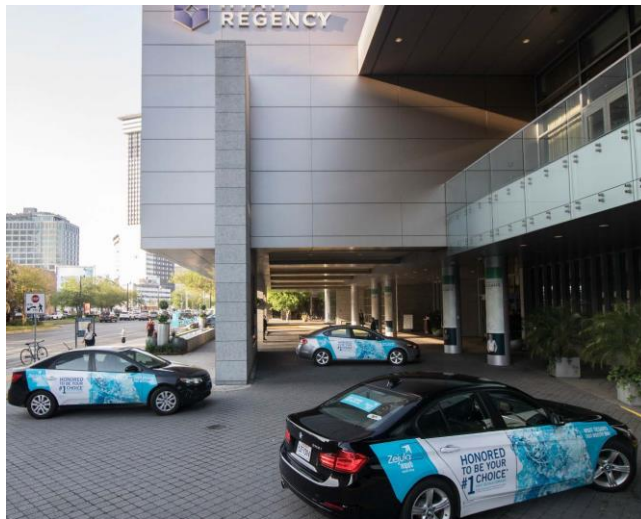
Branded Advertising Vehicles



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: The Uber/Lyft drivers operate as they normally do via ride-share app tracked via GPS. However, after each ride is completed, drivers are required to return to the designated target site before they accept their next ride. Given the vehicles will be staged near and around the event location, with the ride requests generated by proximity to users, it will ensure repeated exposure to the brand messaging around the event site...attendees are sure to get plenty of rides from the target location to destinations around the city!



AAD Rates

\$35,100 - \$69,875 for packages of 5-10 branded, wrapped cars stationed at the target location for 4 days/8 consecutive hours daily. Drivers accept Uber/Lyft fares, but must return to the target location after each 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.





emc events

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