



Conference Marketing  
AAD Approved Exhibitor Deck

## AAD Annual Meeting 2023

(American Academy of Dermatology)

March 17- 21, 2023  
New Orleans, LA



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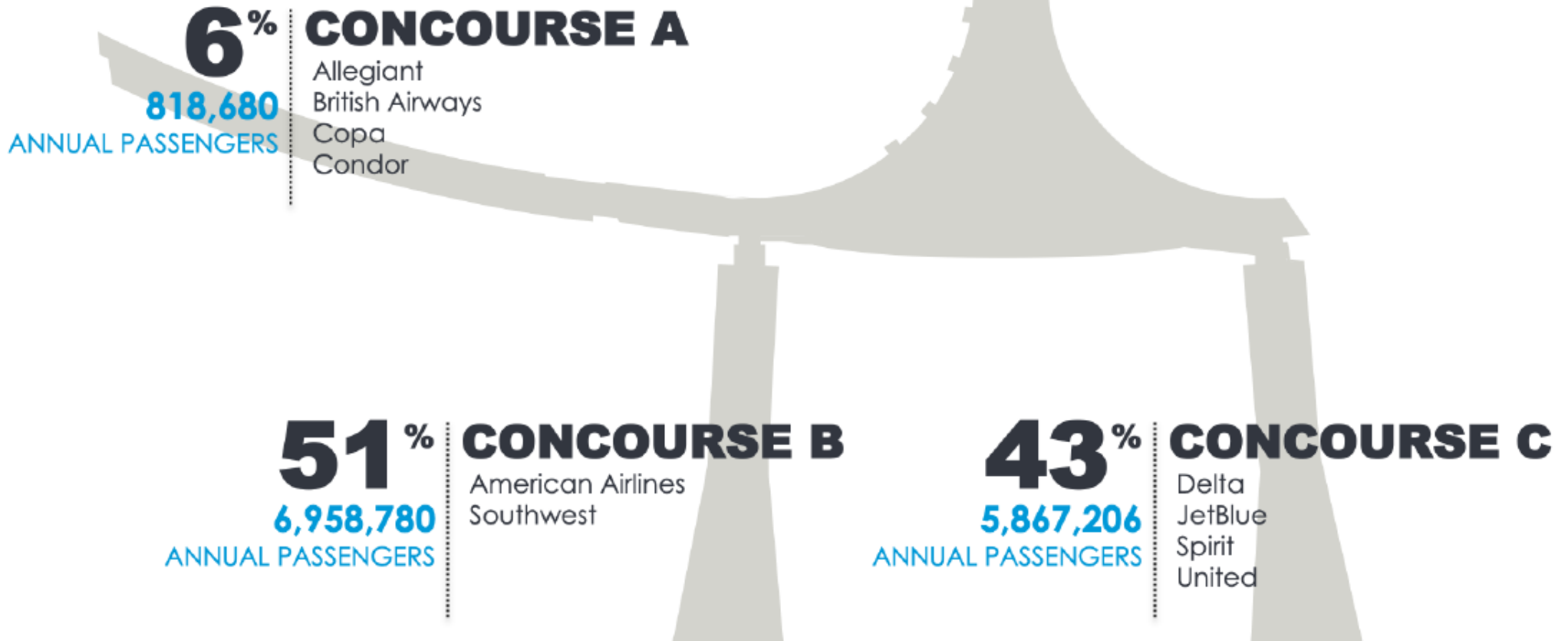


# City Specific Outdoor Media



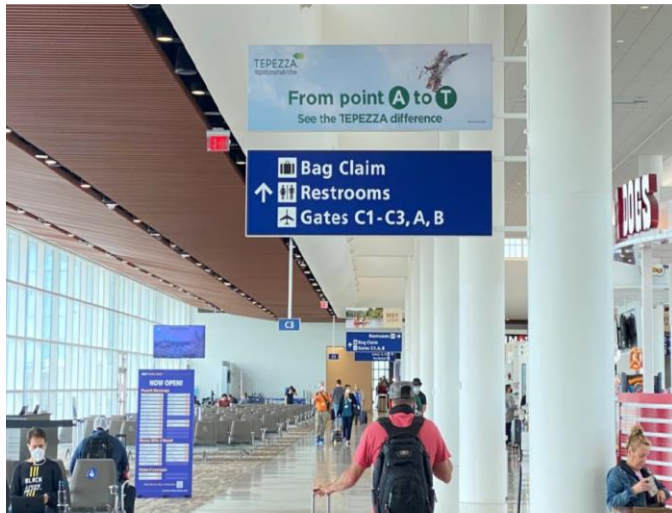
# Louis Armstrong New Orleans International Airport

## NEW ORLEANS: ANNUAL TRAFFIC BY CONCOURSE





# Louis Armstrong New Orleans International Airport



A customized package with rates can be created based on availability. Locations subject to availability at the time of request.





# New Orleans



## Airport Digital Networks

At Louis Armstrong International Airport, there are several digital networks available throughout baggage claim and main concourses.

These LCD networks provide great visibility and will catch the attention of arriving passengers.

Spot Length: :10 second spot

Loop Length: Varies by network

Screen Size: Varies by network - 75" ; 48" ; 98"

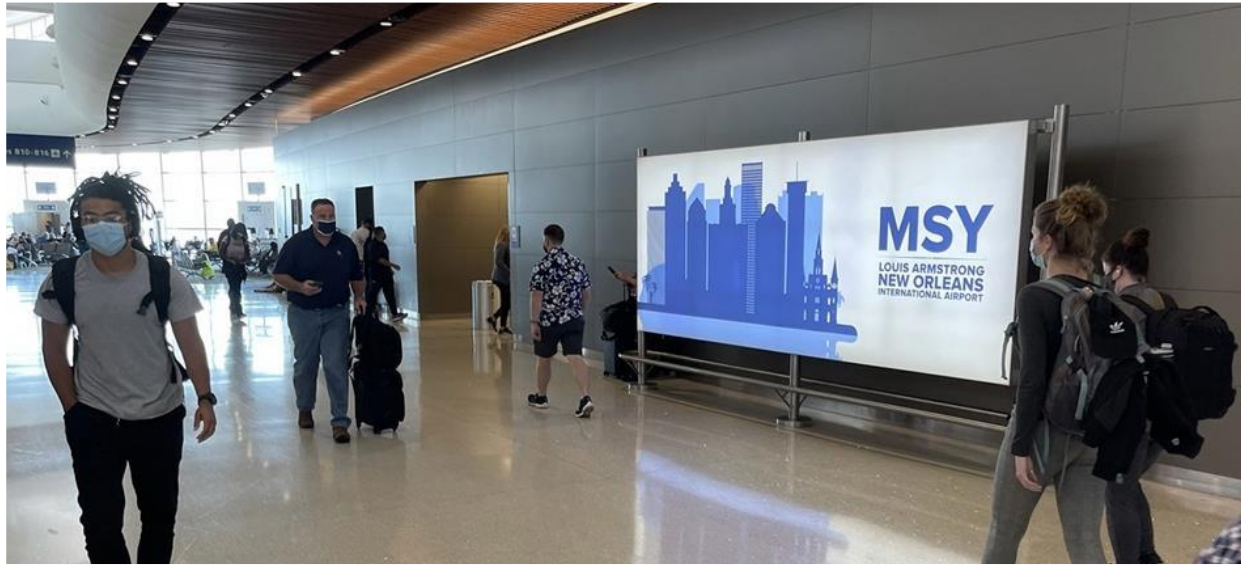
## AAD 2023 Rates

2-week rates starting at \$2,700.

Locations subject to availability. Custom Proposal Required.



# New Orleans

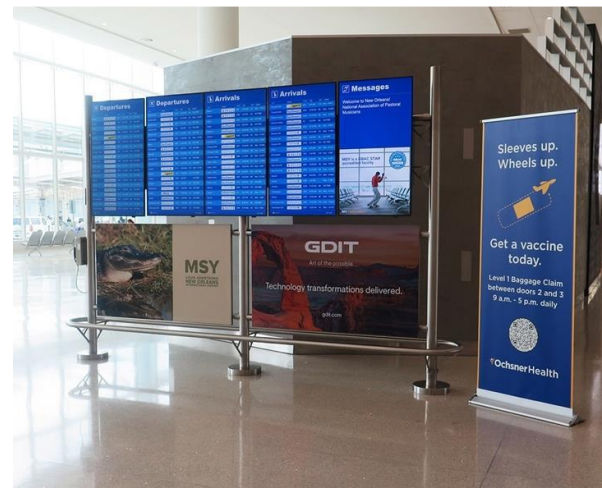


## Airport Banners & Tension Fabric Displays

There are numerous static/printed airport displays available throughout all concourses at the Louis Armstrong International Airport.

These large format, eye-catching displays are strategically placed in high traffic and high dwell-time areas providing maximum exposure to arriving passengers.

Sizes: Vary by location



## AAD 2023 Rates

2-week rates starting at \$6,300 including space, production and installation.

Locations subject to availability. Custom Proposal Required.





# New Orleans



## Billboards

Billboards are visible outside the airport, along routes to downtown and near the Convention Center and hotels. Both printed and Digital Billboards are illuminated and are typically sized 14' H x 48'.

- Traffic departing the Airport
- Traffic heading downtown
- Downtown Hotels-French Quarter (limited supply)

## AAD 2023 Rates

Static Billboards/Wallscapes: Starting at \$5,300 per unit for a 2-week display including production & installation.

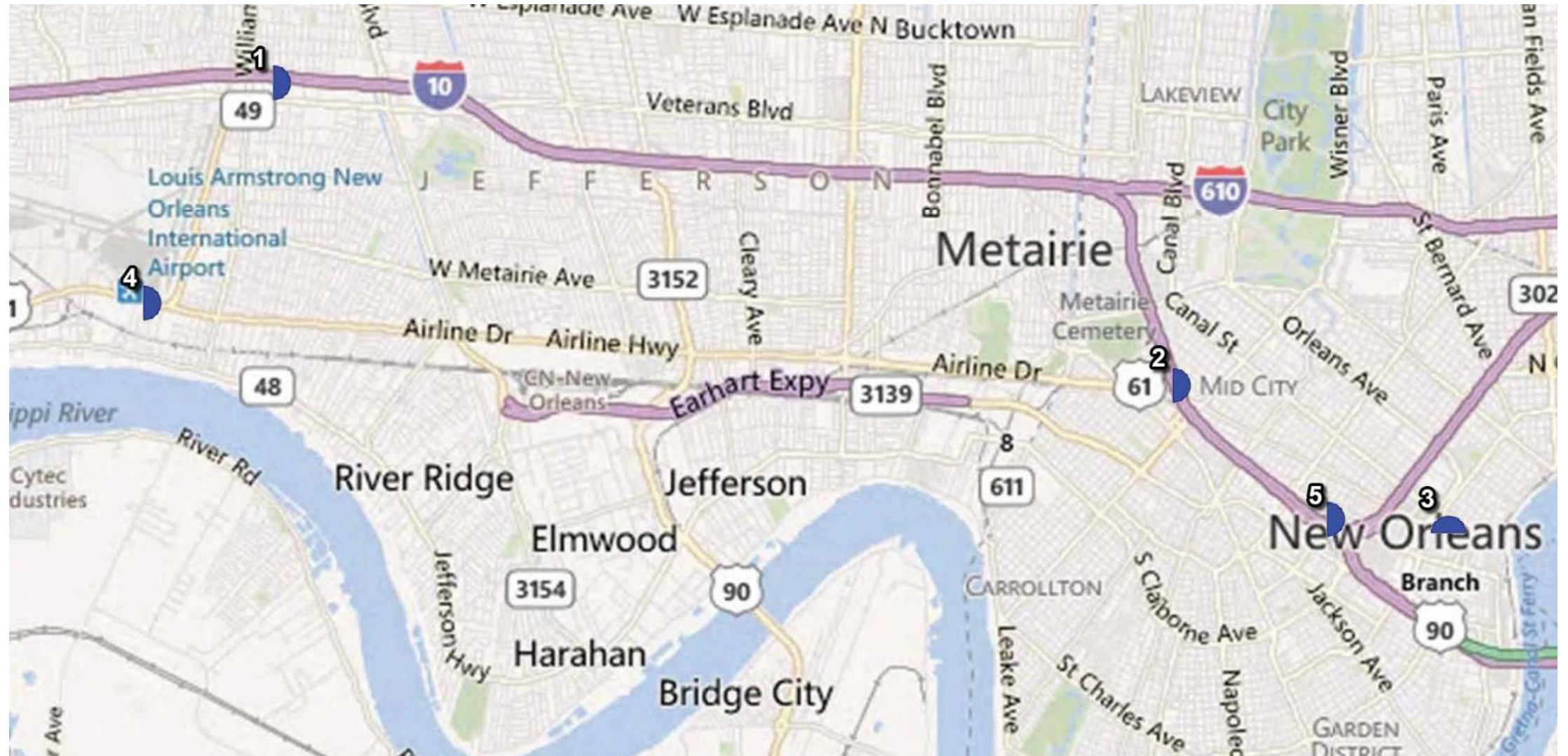
Digital Billboards: Starting at \$2,900 per spot for a 2-week display period.

Locations subject to availability. Custom Proposal Required.





# New Orleans | Billboard Typical Placement Map





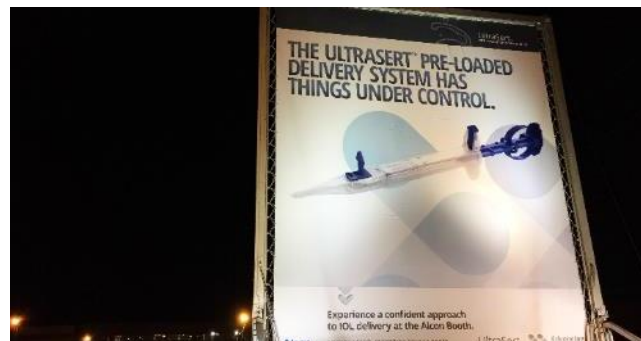
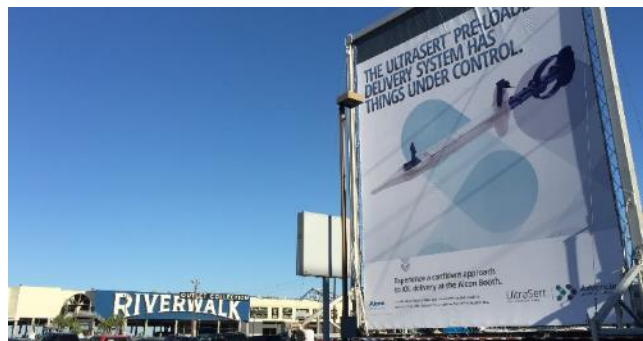
# New Orleans



## Pop-Up Wallscape

Create a buzz and dominate with a 50'-60' high wallscape placed along Convention Center Blvd. At almost 4000 square feet of advertising space, your message cannot be missed by vehicular and foot traffic heading to/from the Morial Convention Center. And it can be seen from inside Morial too!

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 2023 Rates

Location/Media subject to availability. Custom Proposal Required.

Pricing will include production of 2 panels, testing, permits, insurance, location rental, security staff rental, lighting equipment.

1 week posting inclusive of all show dates. Display will be illuminated Dusk - 10pm.

There are no refunds for cancelled campaigns depending on location.



# New Orleans



## Riverwalk Banners

This heavily traveled walkway is the key corridor for attendees walking to/from the Convention Center, the Riverwalk Mall food court, Riverwalk Mall shops and the Hilton Riverside Hotel.

The package of (8) double-sided, half-circle shaped banners is evenly spaced throughout the covered walkway.

Each double-sided banner is sized:

68" H x 122.5" W or 48" H x 87' W

Note: High Visibility Advertising options within the Mall are also available. Please inquire if interested.



## AAD 2023 Rates

The package of (8) double-sided Banners provides a read of your message from either direction.

1 and 2-week display periods are available starting at \$27,000 including production and installation.





# New Orleans



## Street Level Backlit Exterior Signs

Backlit exterior signs are located at multiple entrances to the Riverwalk Outlet located next to the Convention Center, Riverwalk and Hilton Riverside Hotel. Some signs are also in & around Spanish Plaza located between Canal & Poydras Streets.

Purchase in multiple units for greater visibility stretching from Canal Street to Julia Streets.

Sizes include the following options, varying by location:

- 70" x 46"
- 67" x 46"
- 63" x 26"
- 42" x 26"

## AAD 2023 Rates

1 and 2-week display periods are available.

Packages starting at \$10,270 including production and installation.



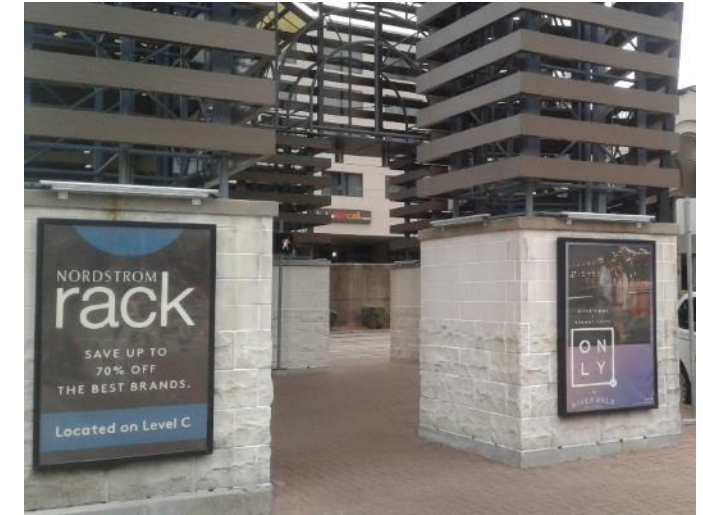
# Street Level Backlit Exterior Signs



(2) Locations, Canal St besides Harrah's



(4) Locations, Canal St. to Spanish Plaza



(2) Locations, Poydras St, at the Hilton Driveway



(1) Location, Canal St besides Harrah's



(1) Location, Ferry Terminal to Spanish Plaza



(2) Locations, Poydras St, near the Hilton



# New Orleans



## Taxi Tops

Within New Orleans, there are a total of 1,100 cabs, of which 430 are topped. Taxi tops are a great way to target downtown New Orleans.

This medium provides a high concentration of your message in key areas around the Convention Center, downtown hotels and tourist attractions. Taxi top advertising also provides great exposure on routes to and from the airport.

Taxi tops are illuminated and sized 14"H x 48"W.



## AAD 2023 Rates

2-week package rates including space, production and installation starting at \$22,950.





# New Orleans

## In-Car Video Network

In-Car Video Network is the newest way to receive local news, sports, weather, and restaurant/nightlife information while in New Orleans.

Advertisers can run a 15 or 30 sec spot in cabs that are geo-targeted to play in cabs and rideshare vehicles leaving Airports, in the City Business District and in cabs in the vicinity of the Convention Center.

## AAD 2023 Rates

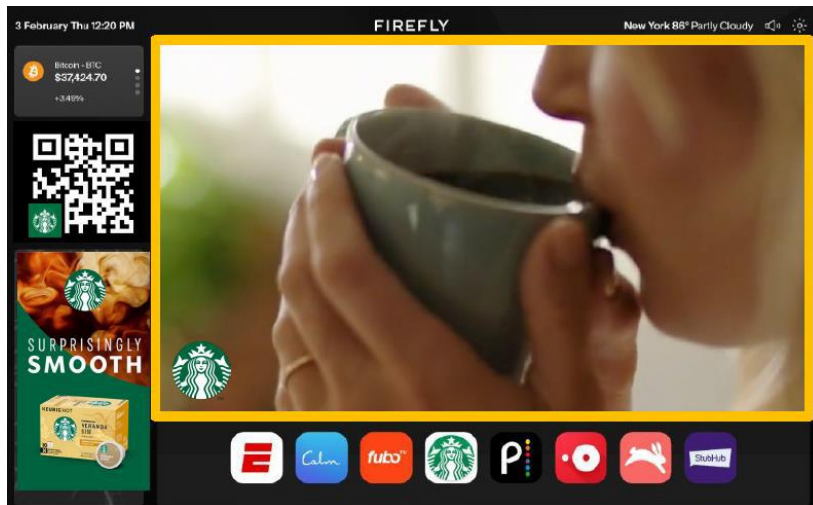
**Premium Spot:** Ad will play 1x at the beginning of each ride

:15 spot or :30 spot (Approx. 97K impressions): Starting at \$5,800

**Main Loop Spot:** Ad will play multiple times per ride in rotation with content + ads.

:15 spot or :30 spot (Approx. 1M impressions): Starting at \$30,000

1-week display



# New Orleans



## Transit Media: Municipal Bus

Municipal buses are a sure way for attendees to see your message at the street level! Buses route throughout the downtown area targeting the convention center and popular spots.

Exterior Bus Media Options:

- Streetcar Kings
- Bus Kings
- Bus Ultra Super Kings
- Bus Full Wraps

## AAD 2023 Rates

2-week package rates starting at \$16,000.

Rates include space, production & installation.

Multiple custom packages available. 2-week minimum display period.





# Trolley & Bus Route map





# New Orleans



## Charter Upper Decker Bus

Large format media, at eye-level, and on entirely customized routes, Upper Deckers (or coaches) are fully wrapped and achieve hyper-targeted and efficient coverage.

They can be custom routed for complementary rides and/or staged to target a convention.



## AAD 2023 Rates

1 and 2-week displays are available starting at \$60,000 for (1) fully wrapped bus with a custom route.

Rate includes space, production, and installation.



# New Orleans



## Street Furniture

Grab the attention of both vehicular and foot traffic with a package of backlit panels. Locations are skewed to target the convention center area, downtown hotels as well as Poydras, Canal and Riverfront Line Trolley Stops.

Available units may include traditional transit shelter panels, sized 5'8" x 3'11" and/or kiosks, sized 5'10" x 4'.



## AAD 2023 Rates

Recommended packages starting at \$33,000 for a 2-week display period.

Rates include space, production & installation.

Multiple custom packages available.



# 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





# New Orleans



## Pedicabs

Get your message around town day and night! A fleet of fully wrapped pedicabs provides excellent brand exposure 6 hrs. daily minimum. These bikes primarily circulate in and around the Convention Center and the French Quarter from 9:00 am to 2:30 am (approx.) and 7 days a week. A total of 45 Pedicabs are available in the market.

Pedicabs can also be staged, operate on customized routes, and can provide complimentary transportation for staff, VIPs, or event attendees for an additional charge.

Drivers cannot wear branded attire. Complimentary rides are not included in the rates below.



## AAD 2023 Rates

Multiple package options available starting at \$14,100 for 1-week including production and installation.



# Branded Advertising Vehicles

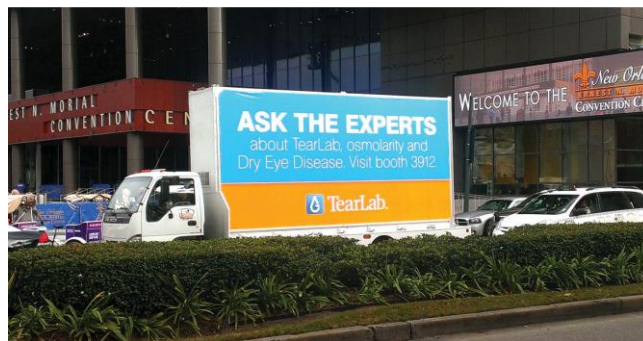


## Mobile Billboard

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 2023 Rates

4-5 days/8 consecutive hours daily: Starting at \$14,500 including production & installation 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

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 both during daylight hours as well as at night.

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



## AAD 2023 Rates

4-5 days/8 consecutive hours daily: Starting at \$12,400.

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



# Branded Advertising Vehicles

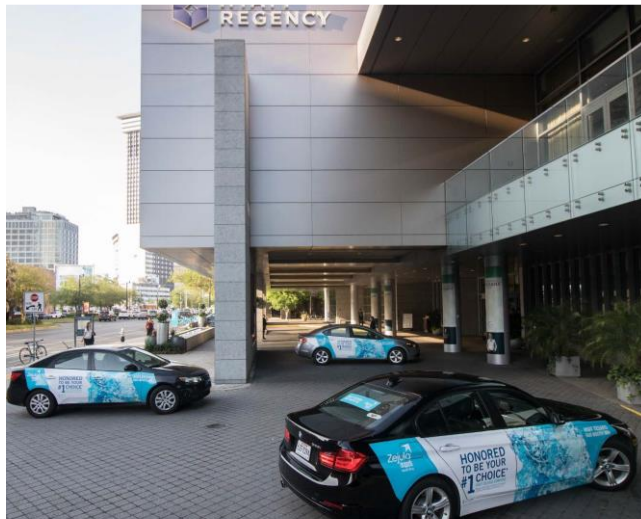


## Wrapped Ubers & Lyfts

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.



## AAD 2023 Rates

Packages of 10 – 20 cars available for 3-5 days / 8 consecutive hours daily:  
Starting at \$61,000.

Multiple package options available

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



## 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 approximately 4.5 hours. Projection campaigns are typically run guerilla in nature; however, permits can be sourced upon request.

The custom-designed Projection Vehicle displays a presentation consisting of static or full-motion video ads. The vehicle will park to project your message(s) onto a static location. Multiple projectors can be sourced.



## AAD 2023 Rates

3 or 4-nights/5 consecutive hours daily: Starting at \$33,300

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.



# 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



# Custom Experiential Programs



The EMC Event team has 27 years of experience in experiential marketing during B2B Events. We excel at short-term, deadline driven campaigns, take great pride in getting the job done, and done right.

EMC believes in helping the client build brands through personal interaction, positive experiences and attention to detail.

- Understand your business, brand, product and consumer audience to deliver ROI
- Create customer engagements that build loyalty and good-will towards brands by bringing them to life in fun, exciting and strategic ways
- Provide positive, attractive, outgoing and knowledgeable brand ambassadors, while also fully training them on the brand, key talking points and messaging
- Provide reliable, detailed, turn-key planning with comprehensive onsite management
- We're on the ground with the program as it activates to ensure quality success, along with real time activation updates throughout the campaign.
- Full post recap reporting, with live updates during the program





# 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.



## AAD 2023 Rates

Program rates vary. Custom proposal required.



# Engagement Teams 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. Media 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.

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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 & Indoor



## 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 passersby.

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 if placed outside, Brand Ambassadors staged on-site will oversee the footprint from consumer damage.



## AAD 2023 Rates

Program rate varies dependent on the quantity, location, and type of illustration requested. Custom proposal required.







# emc events

*a division of emc outdoor*

**Song C. Heo**

SVP, Media Strategy

610.355.4450

[sch@emcoutdoor.com](mailto:sch@emcoutdoor.com)

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

