



emc events
a division of emc outdoor

Conference Marketing
Final AAD Approved Deck

AAD Innovations Academy 2022

7/21/22 – 7/24/22

Vancouver, CAN



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***Rates are in USD. All rates included in this proposal are reflecting the current exchange rate as of 4/5/2022; Final rates will reflect the current exchange rate as of the date contract is issued.**



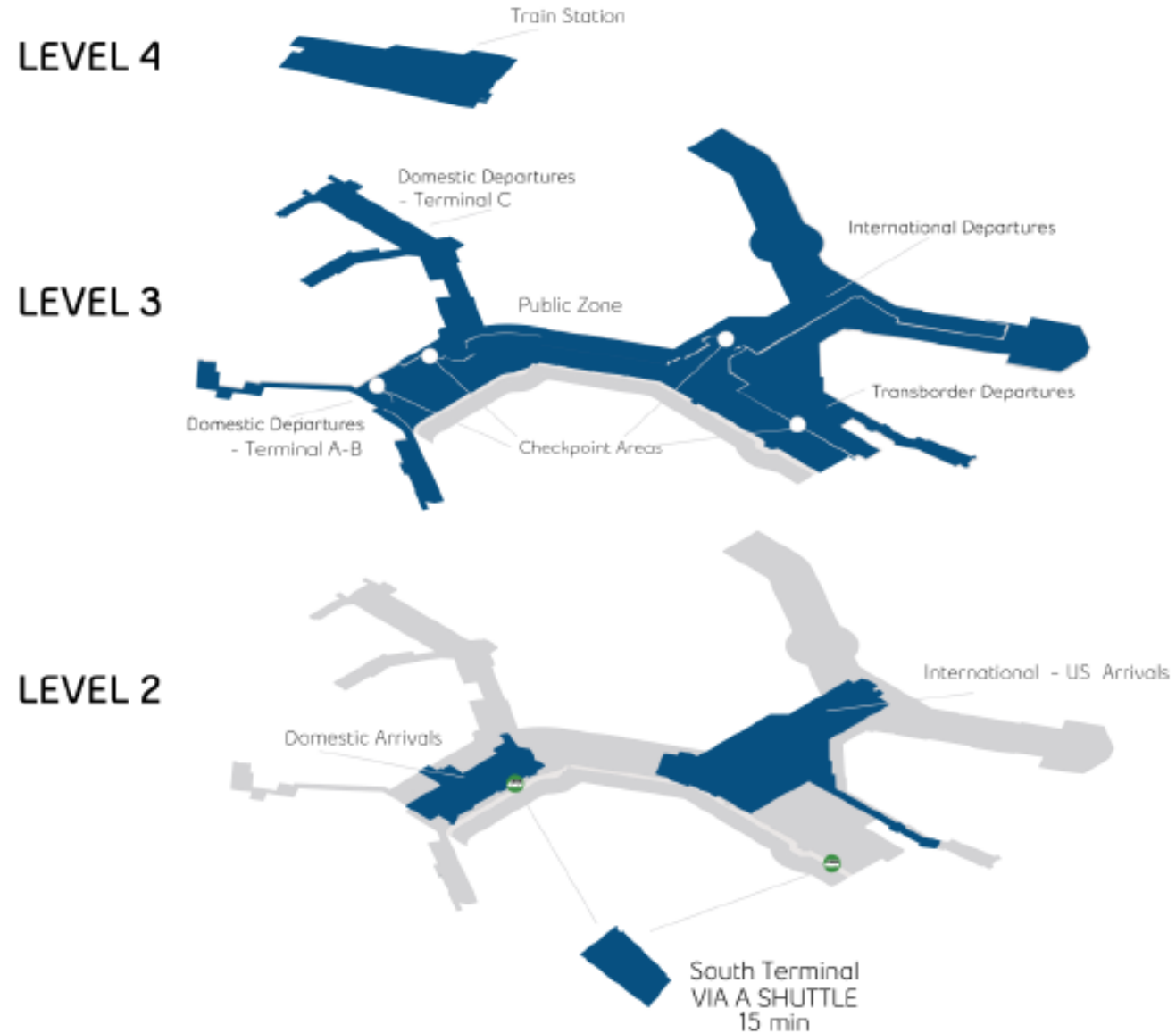
City Specific Outdoor Media



Vancouver International Airport

General Map

South Terminal
Domestic Arrival
Public Zone
International – US Arrivals
Domestic Departures– Terminal A-B
Domestic Departures – Terminal C
International Departures
Transborder Departures



Vancouver International Airport



AeroColumn Digital Network (Domestic)

Unit #: AVCAD01A

Description: Digital network of 14 screens
(7 LCD 55" double sided units)

- 6 Air Canada Carousels
- 8 West Jet /Others Carousels

Perfectly synchronized content (image or video)

1 x 10 sec spot per 1-minute loop

Size: 55"

Target: Domestic Arrivals

AAD Innovations Academy Rates

2-week rate: \$5,525 USD for (1) :10s spot on a :60s loop



Vancouver International Airport



AeroColumn Digital Network (International)

Unit #: AVCAI01

Description: Digital Network of 24 screens
(12 LCD 55" double sided units)

Perfectly synchronized content (image or video)

1 x 10 sec spot per 2-minute loop

Size: 55"

Target: International & Transborder Arrivals

AAD Innovations Academy Rates

2-week rate: \$8,125 USD for (1) :10s spot on a :120s loop



Vancouver International Airport



Video Wall

Unit #: AVPU218

Description: Video Wall 3x3 LCD 55" in the Meet & Greet area (located between two 12' x 8' spectaculars.) Reach 100% of all U.S. and international passengers.

1 x 10 sec spot per 2-minute loop

Size: 55"

Target: International & Transborder Arrivals

AAD Innovations Academy Rates

2-week rate: \$5,525 USD for (1) :10s spot on a :120s loop



Vancouver International Airport



Carousel Belt Wraps

Unit #: AVAD203 & AVAD204

Description: Carousel Belt Wraps - domestic arrivals Carousel 3 and Carousel 4.

Target: Domestic Arrivals

Both carousel belt wraps must be bought with (2) spots on the AeroColumn network (#AVCAD01).

AAD Innovations Academy Rates

4-week rate: \$40,315 USD including production and installation for Carousel 3

4-week rate: \$42,185 USD including production and installation for Carousel 4



Vancouver International Airport



Wall Wrap

Unit #: AVPU230

Description: Wall wrap in the international and transborder arrivals meet and greet area.

Size: 10' x 28'

Target: International & Transborder Arrivals

AAD Innovations Academy Rates

4-week rate: \$59,654 USD including production and installation



Vancouver International Airport



Glass Wrap Domination

Unit #: AVAD237

Description: Two glass wraps located at the exit of domestic carousels (Air Canada and Westjet)

Size: 3' H x 42' W each

Target: Domestic Arrivals

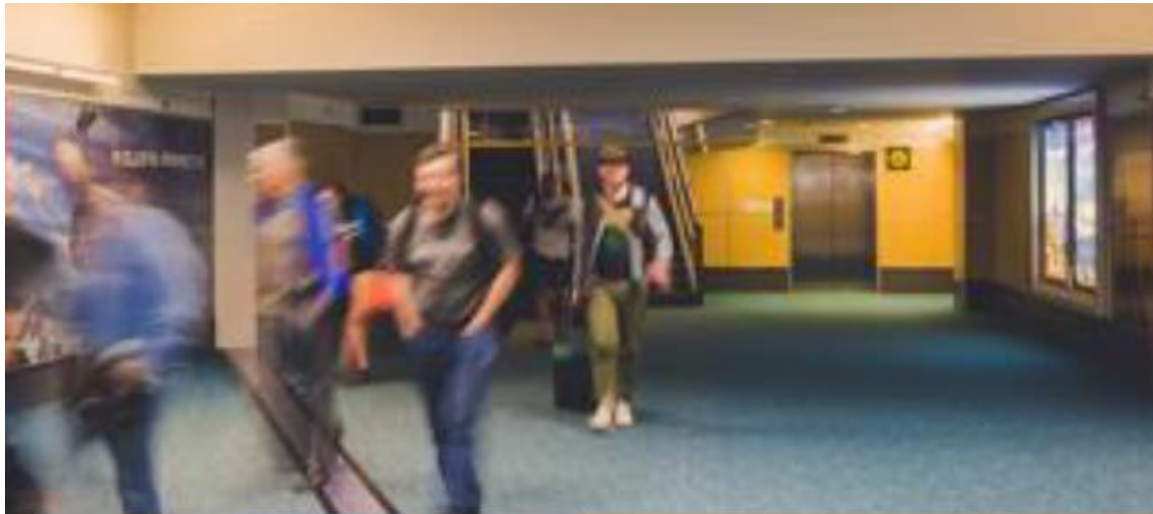


AAD Innovations Academy Rates

4-week rate: \$34,425 USD including production and installation



Vancouver International Airport



Arrival Corridor Domination

Unit #: AVAD896

Description: Two wall wraps face to face located in the corridor leading to carousels. Corridor domination at Air Canada domestic arrivals before carousels (2 columns + 2 wall wraps).

Target: Domestic Arrivals



AAD Innovations Academy Rates

4-week rate: \$37,904 USD including production and installation



Vancouver International Airport



Spectacular

Unit #: AVAD122

Description: Spectacular on the right side of escalator before Air Canada carousels. Located at the first level exit before the escalator that leads to the carousels.

Size: 8' H x 12' W

Target: Domestic Arrivals

AAD Innovations Academy Rates

4-week rate: \$18,670 USD including production and installation



Vancouver International Airport



Spectacular

Unit #: AVAD142

Description: Spectacular in the corridor that leads to the Air Canada Domestic carousels.

Size: 8' H x 12' W

Target: Domestic Arrivals

AAD Innovations Academy Rates

4-week rate: \$18,670 USD including production and installation



Vancouver International Airport



Spectacular

Unit #: AVAD129

Description: Spectacular located in the corridor towards the domestic arrival carousels A-B (Level 3)

Size: 8' H x 12' W

Target: Domestic Arrivals

AAD Innovations Academy Rates

4-week rate: \$12,660 USD including production and installation



Vancouver International Airport



Spectacular

Unit #: AVAI108

Description: Spectacular located at Customs (behind a fence)

Size: 8' H x 12' W (visibility: 4' H x 12' W)

Target: International & Transborder Arrivals

AAD Innovations Academy Rates

4-week rate: \$18,735 USD including production and installation



Vancouver International Airport



Giant Mural

Unit #: AVPU212

Description: Double-sided textile mural at the exit of international Meet & Greet area.

Size: 10' H x 22' W

Target: International & Transborder Arrivals



AAD Innovations Academy Rates

4-week rate: \$55,280 USD including production and installation



Vancouver International Airport



Train Station Spectaculars

Unit #: AVPU147 ; AVPU148 ; AVPU149

Description: Spectaculars at the Canada Line Train Station. Located on the platforms leading to the ticket booths. 20% of all passengers use the Canada Line train

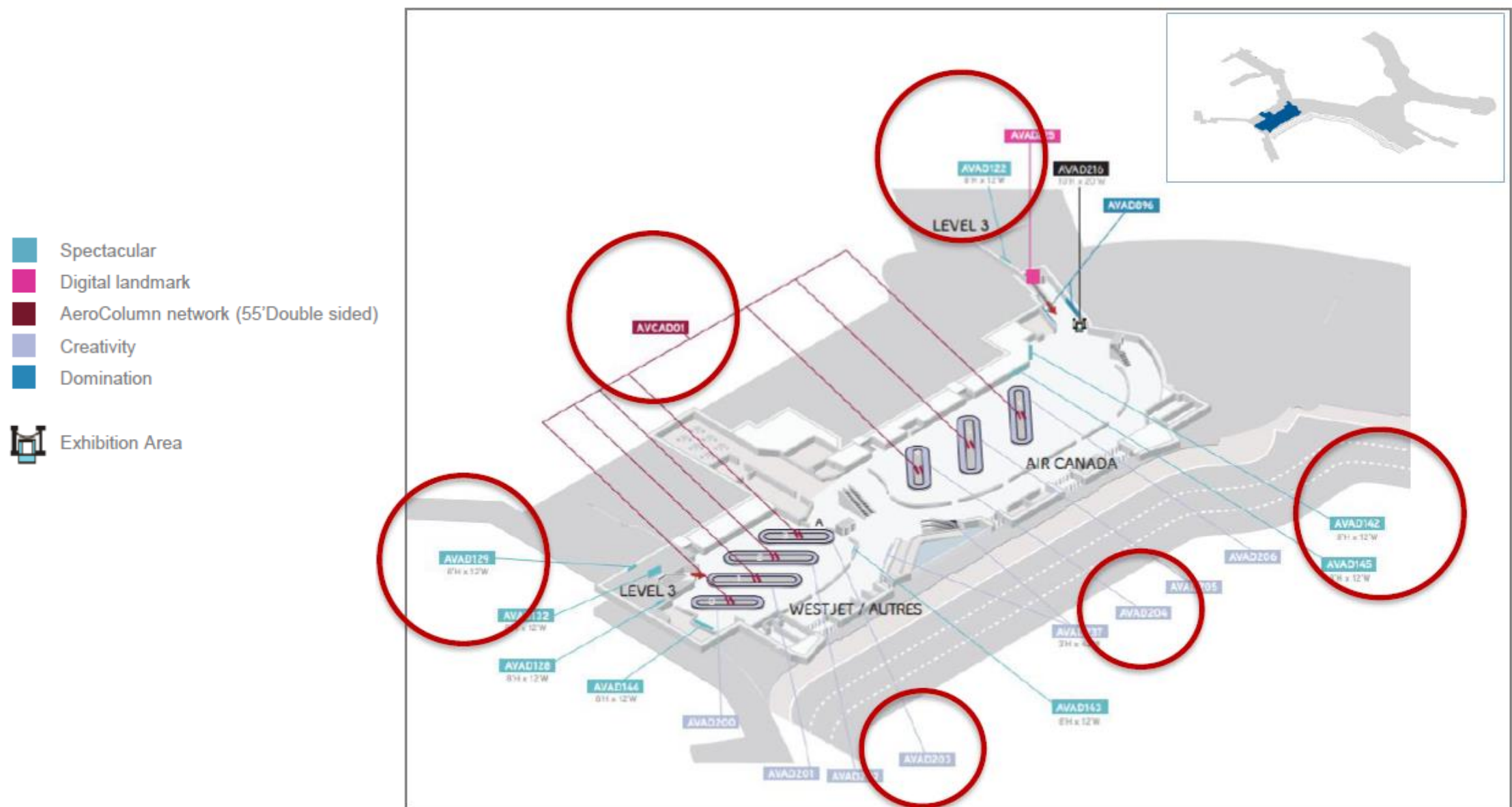
Size: 8' H x 12' W each

AAD Innovations Academy Rates

4-week rate: \$12,725 USD per unit including production and installation

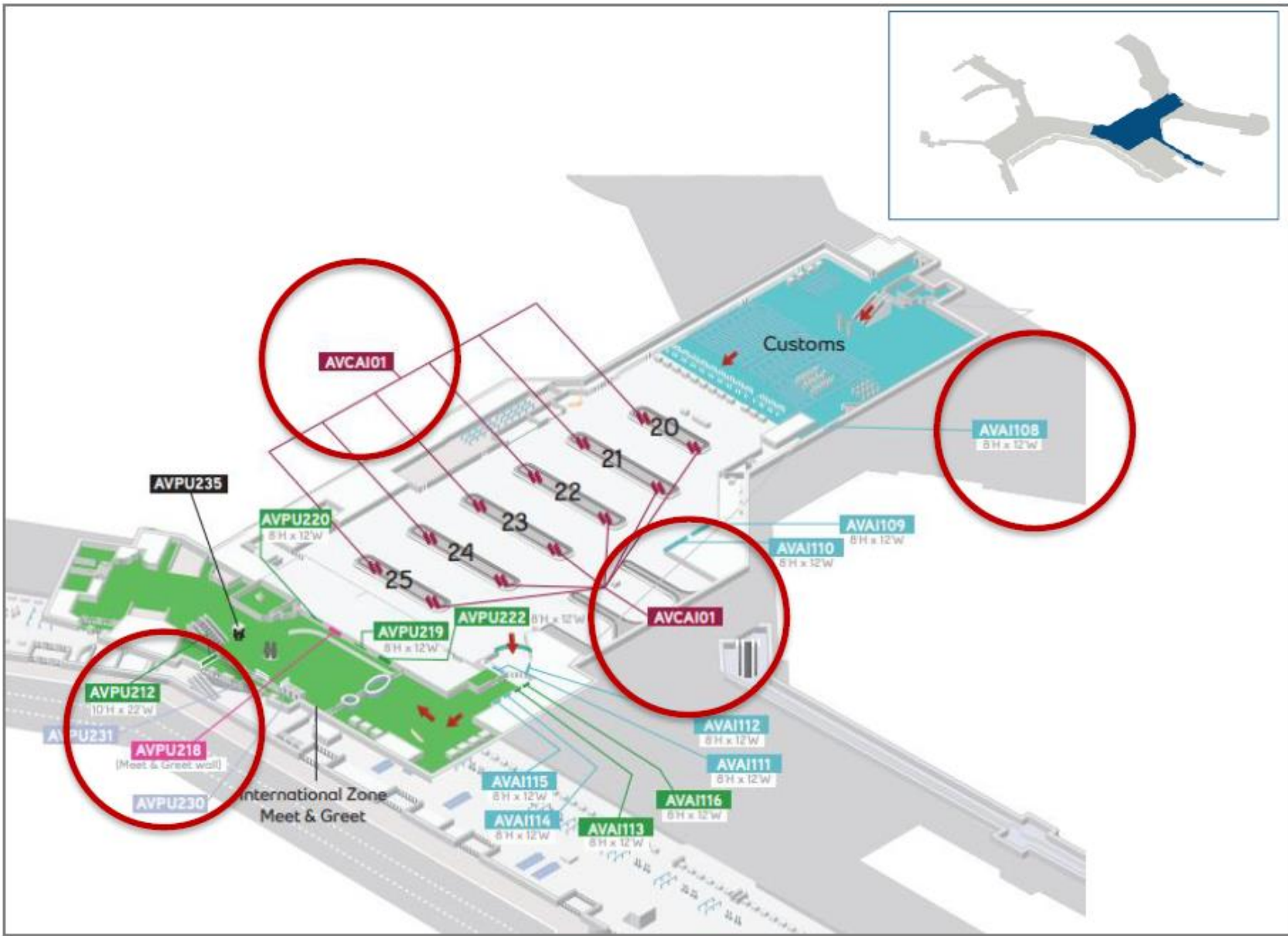


Vancouver International Airport – Domestic Arrivals



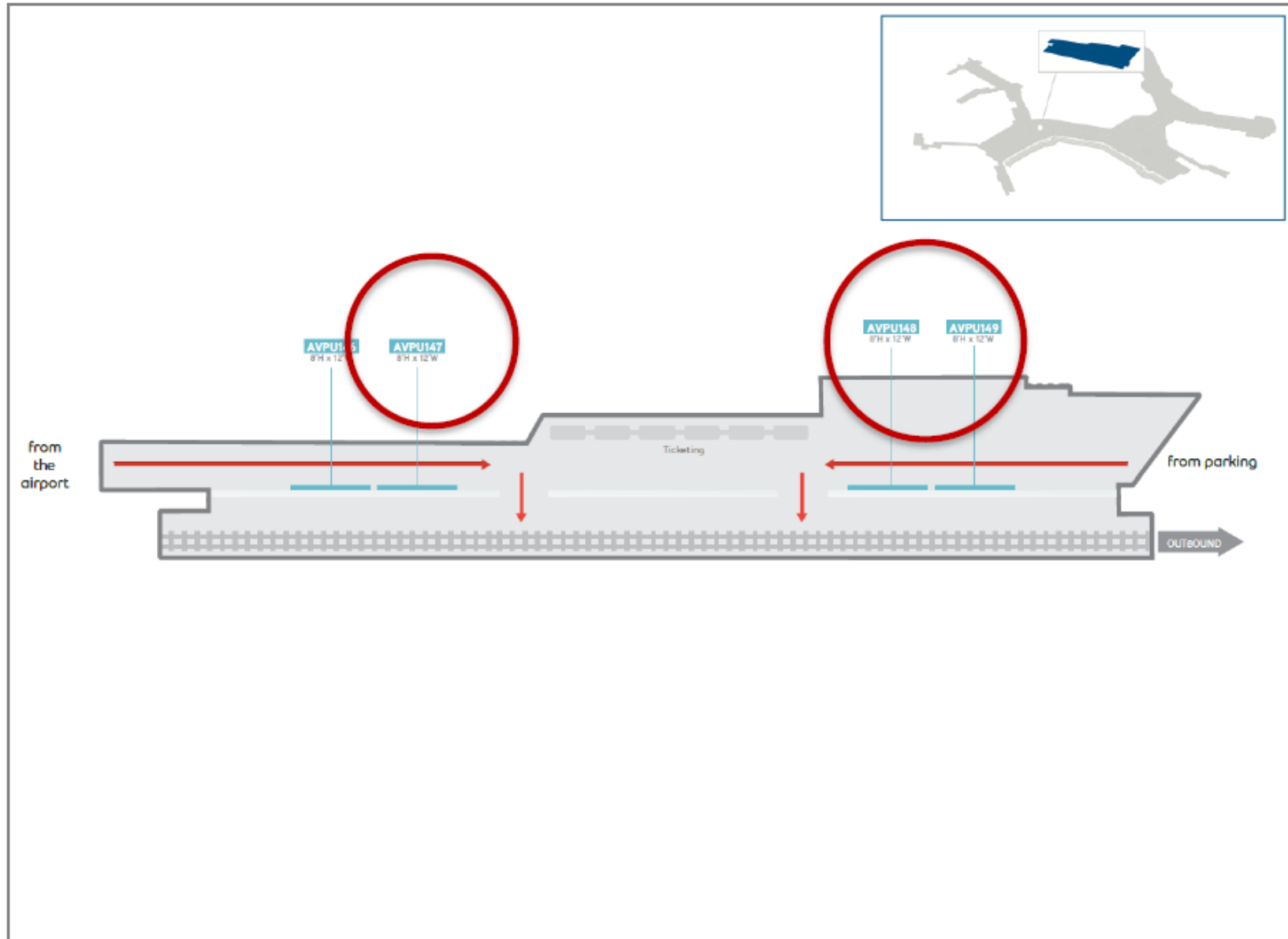
Vancouver International Airport – International Arrivals

- Spectacular
- Textile
- AeroColumn
- Digital



Vancouver International Airport – Train Station Canada Line

 Spectacular



Vancouver



Static & Digital Superboards

Static and Digital Superboards are strategically located on or near major roadways with clear sightlines reaching traveling audiences from the airport to the downtown area and within the downtown area.

Locations come in various sizes: 14' x 48', 10' x 34' and 10' x 35'

AAD Innovations Academy Rates

Digital: \$2,000 - \$14,000 USD (1-week rate)

Static: \$7,000 - \$15,000 USD (2-week rate)



Vancouver



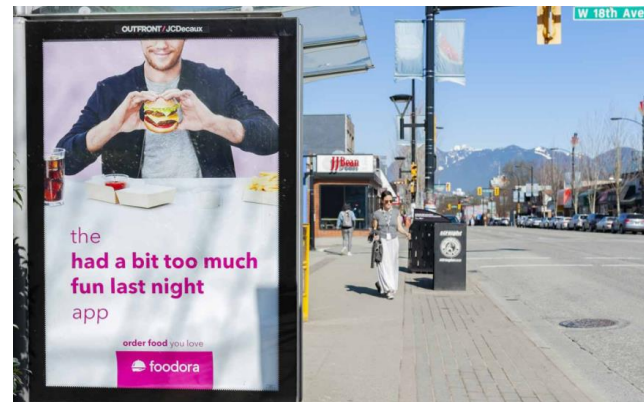
Static Transit Shelters

Transit Shelters are typically found in heavily trafficked areas around business and shopping districts, downtown cores, and on major arteries where public transportation travels.

Transit shelter displays provide great eye-level reads to both vehicular and pedestrian traffic and are a great way to reach event attendees as they move between the Convention Center, hotels, restaurants and popular tourist attractions.

Display areas are available on the inside and outside facing panels as well as illuminated at night.

There are approximately 100 units within 1km of the convention center.



AAD Innovations Academy Rates

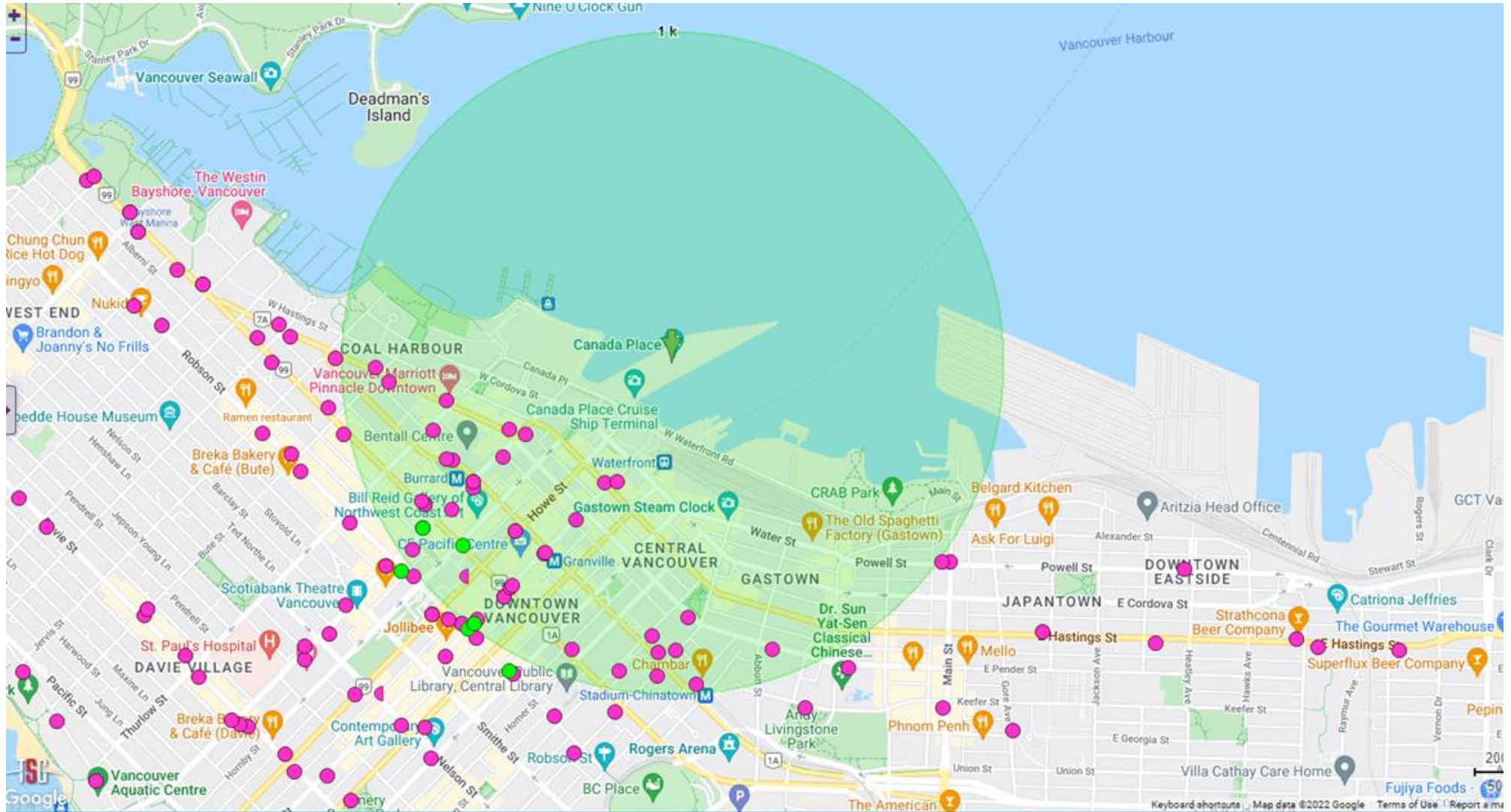
Package of (10) transit shelters for 2-weeks:
\$48,135 USD including production and installation.

Package of (20) transit shelters for 2-weeks:
\$96,265 USD including production and installation.

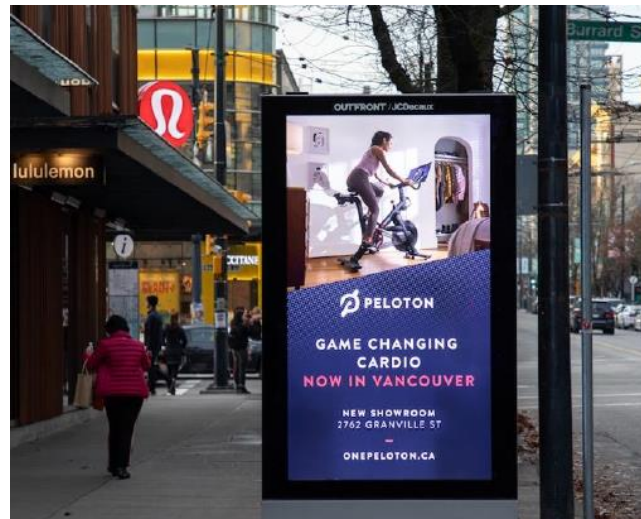


Vancouver Sample Transit Shelter Map

Static Transit Shelters near the convention center area



Vancouver



Digital Street Furniture

Digital Street Furniture is typically found in heavily trafficked areas around business and shopping districts, downtown cores, and on major arteries where public transportation travels.

These dynamic displays provide great eye-level reads to both vehicular and pedestrian traffic and are a great way to reach event attendees as they move between the Convention Center, hotels, restaurants and popular tourist attractions.

This digital network is strategically placed in the heart of the downtown retail district and major transit hubs. Units are located outside high end retailers, on the corners of the busiest intersections for both transit & pedestrians, and steps away from access to the Canada Line / Sky Train entrances.

AAD Innovations Academy Rates

Package of (10) digital units for 1-week: \$23,660 USD

Package of (20) digital units for 1-week: \$43,325 USD



Vancouver Digital Street Furniture Map



| Location ID | Location Description | FCG |
|-------------|--|-----|
| DJVM01 | Robson St 27.5M E/O Burrard St SS | E |
| DJVM02 | Robson St 27.5M E/O Burrard St SS | W |
| DJVM03 | Davie St 1M E/O Mainland St SS | SW |
| DJVM04 | Davie St 1M E/O Mainland St SS | NE |
| DJVM05 | Georgia St 5M E/O Hornby St SS | SE |
| DJVM06 | Georgia St 5M E/O Hornby St SS | NW |
| DJVM07 | Robson St 5M W/O Granville St NS | E |
| DJVM08 | Robson St 5M W/O Granville St NS | W |
| DJVM09 | Robson St 5M W/O Richards NS | E |
| DJVM10 | Robson St 5M W/O Richards NS | W |
| DJVT11 | Burrard St 20M N/O Albemni WS, dbl | N |
| DJVT12 | Burrard St 20M N/O Albemni WS, dbl | S |
| DJVT13 | Burrard St 25M N/O Albemni WS, dbl | S |
| DJVT14 | Burrard St 25M N/O Albemni WS, dbl | N |
| DJVT15 | W Broadway St 50M W/O Cambie St | E |
| DJVT16 | W Broadway St 50M W/O Cambie St | W |
| DJVT17 | Granville St 30M N/O Robson St WS, dbl | N |
| DJVT18 | Granville St 30M N/O Robson St WS, dbl | S |
| DJVT19 | Granville St 35M N/O Robson St WS, dbl | S |
| DJVT20 | Granville St 35M N/O Robson St WS, dbl | N |



Vancouver



Bus Media

Bus advertising can provide great street-level reads to a commuting audience and throughout metropolitan areas. As buses slowly move through city streets, your message can have repeat visibility and can be seen by both pedestrian and vehicular traffic on this large-scale media.

The Vancouver Trolleys bus garage would be best suited for downtown Vancouver and convention center visitors.

Available formats:

- Bus Kings
- Bus Kings w/Headliners
- Bus Super Kings
- Bus Super Tails

AAD Innovations Academy Rates

(15) Bus Kings for 4-weeks: \$20,462.50 USD

(15) Bus Kings w/Headliners for 4-weeks: \$34,267.50 USD

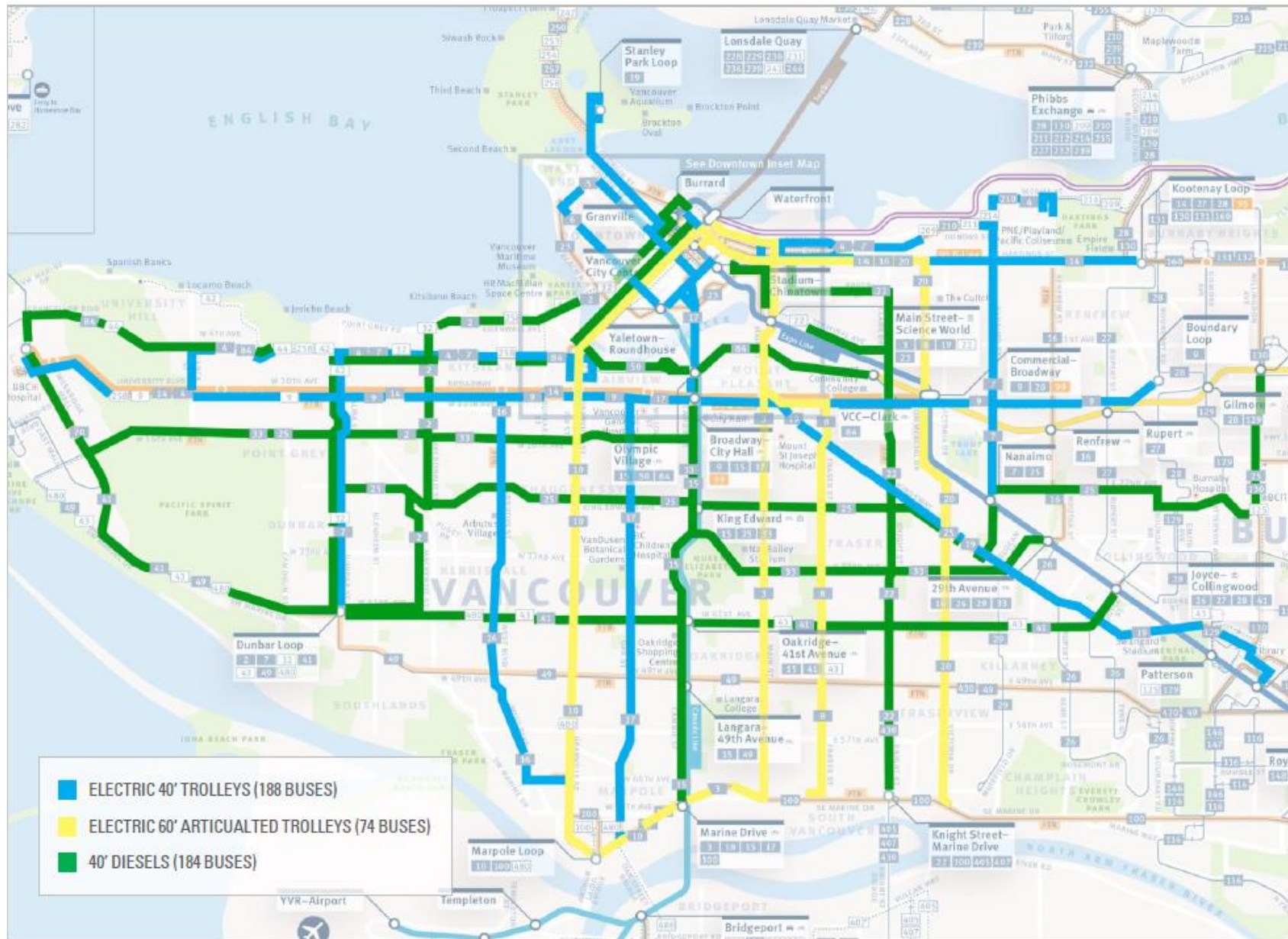
(15) Super Kings for 4-weeks: \$25,602.50 USD

(15) Super Tails for 4-weeks: \$20,923.00 USD

(Multiple quantities available)



Vancouver Bus Barn Map



Branded Advertising Vehicles



Branded Advertising Vehicles



Static 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 Innovations Academy Rates

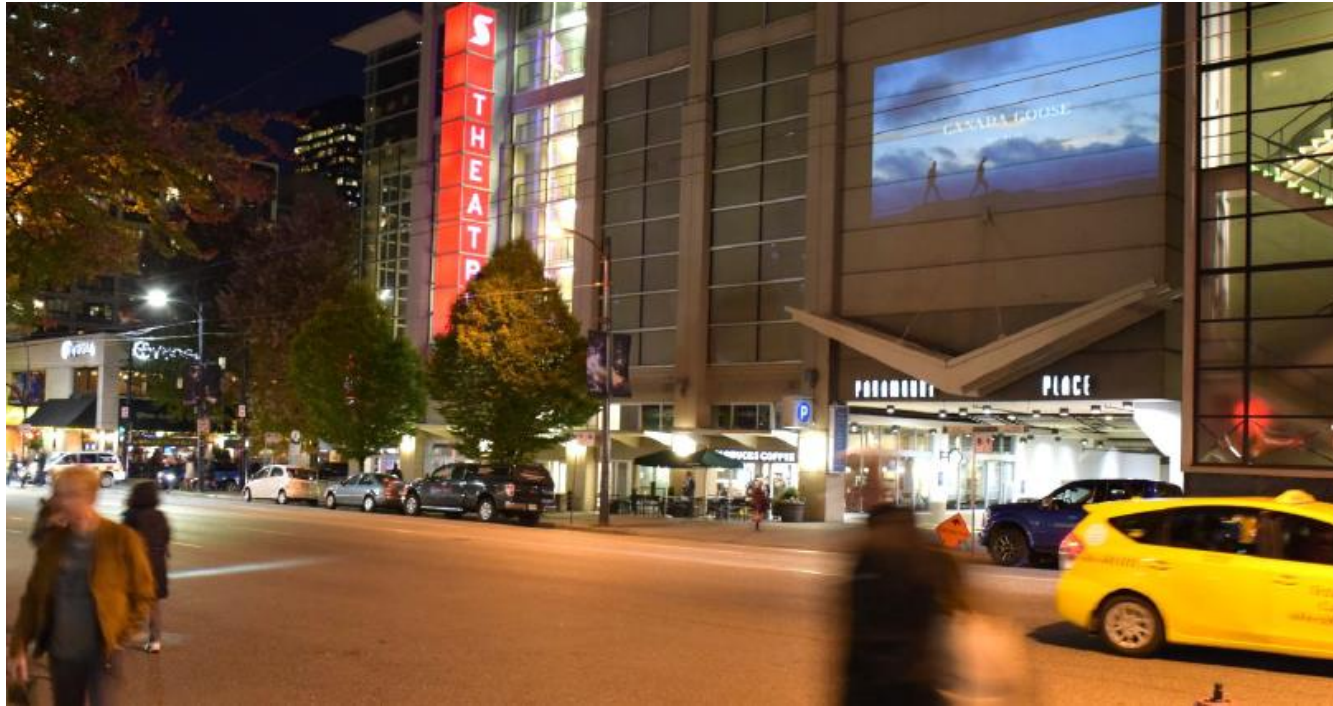
3 days, 8 hours per day: \$32,368 USD

4 days, 8 hours per day: \$36,918 USD

This is a guerrilla campaign and runs the risk of being shut down in Vancouver.



Branded Advertising Vehicles



Mobile Projection

This roving 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 4 hours.

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



AAD Innovations Academy Rates

3-night/4.5 consecutive hours daily: \$33,315 USD

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.





emc events

a division of emc outdoor

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