

# 2018 AOA Guerilla & Outdoor Advertising

## Messaging Beyond the Convention Center and Expo Floor



### 2018 Optometry's Meeting

Colorado Convention Center . Denver, CO

June 20 – 24, 2018

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# 2018 AOA Guerilla & Outdoor Advertising

## Mobile Truck Billboards . drive your message

Mobile Street Billboards provide giant advertising billboards on street vehicles that circle the convention center, targeted hotels, and other special AOA events. Mobile Street Billboards provide you with an unexpected and non-convention center messaging opportunity.

**Projected Performance:** 4,200 city blocks driven, 210 miles driven, 420 convention center front drive passes, 19,000 ad impressions

**Cost | \$10,000 per truck billboard**



# 2018 AOA Guerilla & Outdoor Advertising

## Balloon Advertising . float above the competition

Where crowds gather, Balloon Ads will float above them all – day or night. From distances near and far oversized balloons carry your boldly printed message for all to see. Brand ambassadors, wearing color-coordinated uniforms, will fan out and circulate throughout the crowds, keeping this advertising campaign on the go and maximizing your visibility. Brand ambassadors can pass your booth traffic coupons or company information.

For an evening experience, light up your balloons and let the light globes shine up the evening air with your advertisement.

### Promotion Features Include

- 1) (3) Scripted brand ambassadors
- 2) (9) Custom balloons - 36" - 48" diameter
- 3) Handout Distribution

**Projected Performance:** 48,000 ad impressions, 5,000 pieces of literature distribute, 2,500 minutes brand engagement.

**Cost | \$9,600**



# 2018 AOA Guerilla & Outdoor Advertising

## Segway™ Advertising & Sampling . high impact ads & volume sample distribution

Advertising program will place your billboard on the front of moving Segways™, while brand ambassadors handout promotional literature, booth promotions or product samples.

Segways™ Advertising will travel high traffic locations, including front of convention center lobby sidewalks, or expo show floor.

### Promotion Features Include

- 1) (1) Branded Segway
- 2) (1) Brand ambassador
- 3) High traffic locations
- 4) Distribution of samples or literature

**Projected Performance:** 2,000 pieces of literature distributed, 590 meaningful conversation, 500 minutes brand engagement, 9,000 guest ad impressions

**Cost | \$4,850**



# 2018 AOA Guerilla & Outdoor Advertising

## Pedicab Advertising & Rides . open air city rides with your message

Pedicabs will circle the convention center and local area hotel transportation corridors; offering rides from the convention center to surrounding event destinations. Each Pedicab will be branded for the corporate supporter for all convention attendees to see.

As convention attendees leave the convention center they will see a curbside branded Pedicab Stand, complete with brand ambassador, advertising literature distribution and survey collection capabilities.

Drivers act as field ambassadors for your product and handout pamphlets, coupons, and other collateral that can be stored on the bike. Drivers are smart, fun, and knowledgeable about the city, and can multiply the positive image that your advertisement aims to create.

**Brand Emersion:** Immerse your clients in your brand. Each prospect spends 15 minutes at this promotion. Your brand, your banner, scripted brand ambassadors and this engaging experience will envelope your clients. Your message will be heard and remembered.

**Promotion Features Include:** Five branded rickshaws, scripted riders & literature distribution.

**Cost | \$21,000**



# 2018 AOA Guerilla & Outdoor Advertising

## Denver Inter. Airport Advertising . be the first to be seen & last to be remembered

Greet AOA guests with your message when they arrive at the airport and as they depart after an energizing conference. Airport advertising gives your brand strategic positioning, separating it from others and the convention center setting.

Three airport advertising programs have been selected to maximize coverage for conference attendees arriving and departing from the Denver International Airport. 18 digital monitors, at three concourses, will reach most of the AOA air travelers, no matter their airline. The three airport advertising programs for you to consider, include (each is sold and priced separately):

- ① Concourse Video Walls
- ② Escalator Digital Network
- ③ Baggage Claim Digital Network



Concourse Video Walls



Escalator Digital Network



Baggage Claim Digital Network

# 2018 AOA Guerilla & Outdoor Advertising

**Denver Inter. Airport Advertising** . be the first to be seen & last to be remembered

## Escalator Digital Network Details

- 40" h x 80" w
- (6) 10 second spots per network
- 4 synchronized LCD screens – 2 in B concourse, 1 each in A and C concourses
- Seen by both arriving and departing passengers moving from the gates and train platform



# 2018 AOA Guerilla & Outdoor Advertising

**Denver Inter. Airport Advertising** . be the first to be seen & last to be remembered

## Concourse Video Walls Details

- 45" h x 202" w
- (6) 10 second spots in network
- Located above the moving walkways and targeting all arriving passengers in each concourse
- Package of (2) synchronized digital units per concourse or (6) on all three concourses





# 2018 AOA Guerilla & Outdoor Advertising

**Denver Inter. Airport Advertising** . be the first to be seen & last to be remembered

## Baggage Claim Network Details

- (8) 70" diagonal, synchronized digital units
- (6) 10 second spots per network
- Eye level units opposite baggage carousels and seen by passengers en route to ground transportation
- 8 locations total (4 on east side and 4 on west side)



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**Denver Inter. Airport Advertising** . be the first to be seen & last to be remembered

## AOA Rate Card – 1- Week Net Rate

INVENTORY TYPE	APPROX. SIZE	MISC. NOTES	EST. INSTALL / REMOVAL RATES	1-WEEK NET RATE
CONCOURSE VIDEO WALLS	45"h x 202"w :10 spot / :60 loop	1 Concourse: Package of (2) Video Walls 3 Concourses: Package of (6) Video Walls	\$0	\$32,000
ESCALATOR DIGITAL NETWORK	40"h x 80"w :10 spot / :60 loop	Package of (4) LCD Screens	\$0	\$28,400
BAGGAGE CLAIM DIGITAL NETWORK	36.2"h x 62.2"w :10 spot / :60 loop	Package of (8) LCD Screens	\$0	\$43,000