GUERRILLA MARKETING & MEDIA BUYS

Ideas to Increase Brand Exposure at your Booth or outside of the Exhibit Hall – additional touch points!

Unique event experiences managed by:
**Walk This Way Pedometer Contest - We all walk miles at trade shows, but how far?**

Premier Placement – Race headquarters is placed in a high traffic location. A banner will boldly announce the sponsor. At race headquarters, a leader board announces the host partner and keeps track of the walking leaders. Contestants check the leader board throughout the day to gauge their standing. Daily and grand prizes are awarded. You select the prizes.

Increase Booth Traffic - Drive foot traffic to your booth. All event guests must go to your booth to pick up your branded pedometer. This presents the perfect opportunity to qualify attendees and educate them on company facts. Sponsors have the opportunity not to offer pedometer pick in booth if they choose.

Pre Event Promotion – This promotion generates buzz before the expo even opens. Event guests are given the opportunity to pre register for the contest through an email campaign. This preloads the promotion with excited contestants and your messaging. Before the event even begins, this will create a wonderful social media bounce.

Social Amplification – The pedometer contest is streamed through your very own branded mobile web site. This creates multiple social media and advertising touch points throughout the event and provide product education pages. All registered contestants receive nine push messages throughout the expo.

Sales Data Collection – Collect actionable sales data from each attendee. At game registration, guests are asked survey sales questions. Of course, you provide these questions.

**Promotion Features Include:**

- Pre event email promotions
- Custom mobile web site
- Social media push messages
- Two scripted brand ambassadors
- Bold booth signage
- 2,000 branded pedometers
- Branded leader board
- Race headquarters with signage

**Support is based on program - Starts at $25,000**

**PROJECTED PERFORMANCE:**

- 2,200 on-line registrants
- 2,000 branded pedometers distributed
- 36,000 minutes of brand engagement
- 5,000 brand conversations
- 30,000 total push messages sent to registered players
- 30,000 pre event branded email messages
- 45,000 booth walk-by ad impressions
- 6,000 mobile web site page views
Personalized Patient Education Poster - the perfect AvaMed & PhaRXMA compliant promotion

Patient Education Posters with your logo will be personalized with each doctor’s name and hand delivered to 3,000 of your trade show guests. This poster with your logo and brand message will be placed in doctors’ offices long after the conference is over.

High Traffic Expo Placement - Patient Education Poster will be printed on the show floor and distributed from a high foot traffic Poster Booth. Your companies branding will be displayed over the booth for all to see. Scripted brand ambassadors will meet and greet, distribute your promotional materials, and keep this sponsorship humming along.

Sales Data Collection – Collect actionable sales data from each booth attendee. Prior to service, guests are asked qualify sales questions. Of course, you provide these questions.

Run of Promotion - Here is how Patient Education Posters works: 1) We collect prospects names at the show floor poster booth 2) The prospects name and practice is then printed on the spot 3) As prospects wait for their poster to print, you are free to meet and greet.

Promotion Features Include:
* High traffic expo booth location
* Bold sponsor booth signage
* Two scripted & uniformed brand ambassadors
* Sales data collection
* 1,000 branded posters

PROJECTED PERFORMANCE: 1,000 attendee booth visits, 5,000 minutes of guest engagement, 1,000 branded posters distributed, 1,000 surveys collected, 30,000 ad impressions.

Support is based on program

Starts at $26,000
Headshot Lounge - a guest & social media experience

- Give your attendees publish quality photo headshots for their personal social media accounts, LinkedIn or resume. Pictures are taken and printed on the spot, hand delivered to each guest, for immediate gratification.

- Makeup artists will greet attendees to ensure they get ‘the shot’ that makes them look great. Each photo footer is customized for the association and sponsor.

Make It Social iPad kiosks will enable attendees to immediately upload their photo to a social media account or email it digitally. A take home photo will also be printed on the spot.

Advertising Features Bold sponsors signage will quickly identify the proud sponsor of Headshot Lounge. As attendees queue for pictures, sponsors can take advantage of this idle time by collecting sales survey information, distribution of literature and conversation.

Promotion Features Include:

* High traffic location
* Bold signage
* Custom photo print
* Social media engagement
* Lead survey collection
* Scripted brand ambassadors

**PROJECTED PERFORMANCE:** 800 guests served. 15 minutes average time guests will be engaged with your brand. 12,000 minutes of brand immersion. 1,500 social media engagements. 8,000 total ad impressions. 800 branded photos distributed.

Support is based on program

Starts at $30,000
Chalk Art & Mobile Engagement - blurring the lines between art & branding

Want your message to stand out against traditional banners and advertisements? Chalk Art is the answer. As event guests enter and exit the convention center, your advertisement will greet them on the sidewalk. Attendees will sit in awe as your advertisement evolves from concept drawing to a complete billboard. Most installations take 10 hours to complete, so audiences watch in anticipation as the art piece ad comes together.

Social Amplification - 3D will provide a mobile website to promote the sponsors, push messages and collect survey data. Our mobile website creates multiple advertiser-attendee “touch points” during the event. Attendees are invited to submit sales qualifying questions and answer fun daily trivia questions, to earn bonus prizes. Once finished, Chalk Art will produce a viral buzz and an even better photo opportunity.

Promotion Features Include:

* High traffic location  
  * Sponsors signage
* Branded artwork  
  * Custom mobile website

- Chalk Art may be created somewhere inside the Convention Center due to weather.

**PROJECTED PERFORMANCE:** 1,200 brand conversations, 1,000 selfie photos taken, 3,000 minutes of brand engagement, 1,400 social amplification (mobile page views), 45,000 walk by ad impressions.

Support is based on program

Starts at $19,850

SOLD
Photo Mosaic - the patchwork quilt of photography

Sometimes it takes an entire event community to produce the perfect photo. Photo Mosaic stitches together guest selfie event photos to create one large branded collage photo. You select the photo collage design and branding elements. The event community works together capturing iconic event photos, after enough photos are submitted, they are merged together into a final collage that celebrates your event, and your event guests.

Make it Social - The marketing magic of Photo Mosaic is driven by your very own mobile website. All participants are asked to socially share the final photo mosaic with their friend and colleagues.

Digital Media Feed – Photo Mosaic includes a digital file that can be placed on a media player or website.

Print Premium OPTION - Print your Photo Mosaic on posters, coffee cups, t-shirts and more. Each is priced separately. Long after your event, your guests will relish the memories of your event and Photo Mosaic.

Promotion Features Include:

* Photo mosaic artwork
* Brand mobile website
* Photo capture technology
* Video monitor – 42”

* Guest survey collection
* Photo collage building
* Outbound show messaging

PROJECTED PERFORMANCE: 700 mobile registrants, 5,600 minutes of brand engagement, 2,800 total push messages sent to registered players, 24,000 booth walk-by video monitor ad impressions, 2,800 mobile web site pages views, on-line views unknown.

Support is based on program

Starts at $20,000
Advertising features:

• (1) Segway front panel advertisement – 30” wide x 45” high

• (1) Rider distribution of sponsor information (cards / brochure)

• Sponsor can provide a company logoed shirt for rider to wear

$4,850 per Segway
Mobile Truck Billboards

Advertising features:

• Giant advertising billboards on street vehicles that circle the convention center, targeted hotels and other special OM events.

• Mobile billboard measures 74”H x 127”W and are 2-sided.

$10,000 per Truck
Advertising features:

• Ad balloons are custom printed and measure 36” – 48” in diameter. For an evening experience, light up your balloons and let the illuminated globes light up the evening air with your advertisement.

• (3) Brand ambassadors

• (9) Branded balloons with single color logo

• Distribution of partner information cards

• Sponsor can provide a company logoed shirt for rider to wear

Cost: $9,600
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Thank you!