

SHUTTLE BUS SPONSORSHIP ADVERTISING OPPORTUNITIES

Contact us for pricing and availability.

Transportation provided by



43 Sharpe Drive, Cranston, RI 02920

Exterior Bus



30'w x 2'h Exterior Bus Sign



15'w x 2'h Exterior Bus Sign



4'w x 2'h Exterior Bus Window Sign



Logo on "On-Bus" Route ID Signs

Bus Wraps



Full Wrap



King Wrap

Hotel Lobby & Convention Center Boarding Signs



19"w x 6"h Full Color Ad on Hotel and/or Boarding Signs

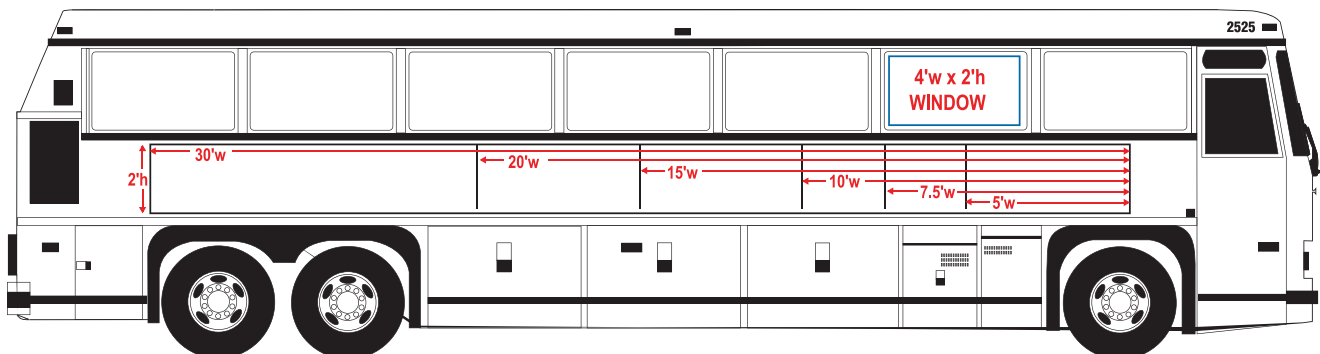
Interior Bus



Headrest Covers ~ 20 per Bus



Header Sign facing passengers



FOR INFORMATION CONTACT:
Bob Kaplan at 401-244-5219 or bobk@cmac.net



November 19 – 21, 2013
Las Vegas, Nevada

2013 SHUTTLE BUS ADVERTISING SPONSORSHIP RATES

Rates are net and include:
ad space, production, installation, insurance, removal and disposal



Artwork Deadline: **OCTOBER 4, 2013**

EXTERIOR SHUTTLE BUS ADVERTISING

Exterior bus advertising gives you traveling billboards at all convention venues, access roads, parking lots and throughout Greater Chicago with full color, high quality signs. Single-sided is one banner sign displayed on the passenger's side, and double-sided hosts one on each side of the bus for maximum exposure. Full and king wraps (between the wheel wells – both sides) are available. Logo & Booth # is sponsor recognition on Route ID signs on every bus. Buses hosting minimum 15' signs have exclusive exterior signage on that vehicle.

Sign Size	SINGLE-SIDED		DOUBLE-SIDED	
	1-9 Buses	10-15 Buses	1-9 Buses	10-15 Buses
Logo & Booth #	All Bus sponsorship - \$3,000.00			
Window 4' x 2'	950 ea	925 ea	\$1,150 ea	\$1,125 ea
Triple Window	2,100 ea	2,050 ea	2,750 ea	2,650 ea
5'w x 2'h	1,150 ea	1,050 ea	1,425 ea	1,300 ea
7½'w x 2'h	1,650 ea	1,550 ea	2,075 ea	1,900 ea
10'w x 2'h	2,175 ea	2,025 ea	2,675 ea	2,500 ea
15'w x 2'h	2,450 ea	2,300 ea	3,000 ea	2,800 ea
20'w x 2'h	2,900 ea	2,675 ea	3,550 ea	3,325 ea
30'w x 2'h	3,300 ea	3,075 ea	4,000 ea	3,775 ea
BUS WRAPS	# of Buses	FULL WRAPS	# of Buses	KING WRAPS
	1 - 4	\$22,500 ea	1 - 6	\$10,995 ea.
	5 - 8	23,995 ea	7 - 12	11,995 ea

INTERIOR SHUTTLE BUS ADVERTISING

Target a truly captive audience. Attendees have few competing distractions during the 10 – 15 minute bus ride at least twice per day. Advertise to **YOUR prospective buyers** with any of the following great options:

INTERIOR HEADER SIGN: Full-color, high quality 40" w x 12" h printed sign, located at the front of the bus facing all seated passengers. One advertisement per bus.

HEADREST COVERS: Four-color 7" x 7" graphic image on crisp white linen faces seated attendees as they ride to the show. Standard package includes 20 rear-facing covers per bus. Upgrades of 40 headrests per bus and / or front and rear printing also available.

VIDEO LOOP ON BUS MONITORS. – We can run a video loop on at least 50% of the show fleet all days of the show. If you have a clip of a minimum of 15 up to 20 minutes or we have multiple exhibitors with a minimum of 5 minutes or more each we can create a video that will play all days of the show.

# of Buses	Interior Bus Signs	Headrests (20 / Bus)	Video Loop
1 - 9	\$750 ea	\$1,500 ea	Please inquire for specific rate.
10 - 15	700 ea	1,395 ea	Rate will be based on length of clip

HOTEL LOBBY & BOARDING SIGNS

HOTEL LOBBY SIGNS: Four-color exclusive advertising opportunity on the bus schedule signs displayed in the lobbies of the official hotels where permitted. Advertising image area of 19" w x 6" h (sign size: 22" w x 36" h).

BOARDING SIGNS: Four-color exclusive advertising opportunity on the shuttle route boarding signs displayed outside in the boarding area of South Hall at McCormick Place. Signs are double sided spring signs hosting 30" w x 12" ads.

# of hotels	Price	# of Boarding Signs	Price
11 (all – Exclusive)	\$7,000	3 (all – Exclusive)	\$2,250

FOR MORE INFORMATION

Contact **Bob Kaplan** at 401-244-5219 or bobk@cmac.net
Inquire about Custom Programs