Trade Show Marketing Plan for:

DDW 2020

5/2/20-5/5/20

Chicago, IL
Chicago: Airport Media

There are 2 airports to consider that serve this market.

O'Hare Airport has 5,833,251 passengers monthly and will provide about 75% of Convention Air traffic.

Midway Airport has 1,669,482 passengers monthly. With its strong presence in the Chicago Metro area, it alleviates traffic at O’Hare (one of the busiest airports in the country) and Southwest Airlines has made it a hub.
Chicago: O’Hare Airport
Chicago – O’Hare

Printed Displays

Backlit Printed Displays and fabric banners targeting arrivals & departures are available throughout Concourses & Bag Claim Levels

**Standard Diorama** - Located on the Concourses and Baggage Claim Area, sized 43” H x 62” W is recommended to provide excellent coverage.

**Spectacular Dioramas** – Located throughout O’Hare Airport, printed dioramas are sized 83” x 135”. A customized package can be created based on availability on Concourses B, C, E, F, H & K targeting arriving passengers.

**Tension Fabric Banners & Wall Wraps** - Available throughout all terminals as individual units or packages. Units vary in size and associated costs. Please request a custom proposal to see available options and rates.

Additional media may be available, please request a custom proposal.

**DDW Rates: Request Custom Proposal**

Standard Dioramas $12,125 per unit

Spectacular Dioramas $37,700 per unit

Tension Fabric Banners & Wall Wraps- rates range from $28,960 - $116,190

All rates include production from 1 creative & install for a 4-week display.
Digital Baggage Claim Network

Digital bag claim displays are a great way to target travelers going through O’Hare either picking up their luggage or headed towards taxi or other transportation.

The digital bag claim package consists of (20) screens sized 70” located in terminals 1, 2, & 3. The ad is (10) seconds long on a (240) second loop.

A smaller network of (9) units is available throughout all Bag Claim terminals on VIC units. The ad is (10) seconds long on a (180) second loop.

Digital Content must be provided by advertiser

DDW Rates

(20) Screen Package: $17,160 per 10 second Ad for a 2-week display.

(9) Screen Package: $4,290 per 10 second Ad for a 2-week display.

Multiple ads available.
Chicago: Digital Baggage Claim Terminals Map
Overhead Digital Displays

(16) LED Display Screens are mounted overhead in Terminals 1, 2 & 3. Sized 6' H x 8' W, they play a ten second spot every 60 seconds. These oversized double-sided screens read to all foot traffic to United passengers at O'Hare.

DDW Rates

The rate per 10-second spot played simultaneously on all 16 screens is $65,260 per 2-week display, production is not included.

Multiple ads available.
Eye-Level Digital Network

This digital network is made up of 18 screens located across all of the concourses in Chicago O’Hare. Screens are sized 84” and the ad plays for :10 seconds on a 60 second loop.

DDW Rate

The rate for (1) x :10 second ad on the eye-level digital network is $27,950 for 2-weeks.
Chicago: Eye-Level Digital Network Map
Chicago: Eye-Level Digital Network Map

Chicago: Digital Eye-Level Network Map

Chicago O'Hare International Airport • ORD • Area of Detail: Terminal 3 Concourses G, H, K & L
Chicago: Eye-Level Digital Network Map
Chicago: Midway Airport
Printed Displays

Located on the Concourse level, various sized printed Wall Displays and Overhead double-sided Banners catch all arriving & departing passengers. Mounted on walls and others are located above the moving walkways.

Additional media may be available, please request a custom proposal.

DDW Rates: Request Custom Proposal

Rates range from $11,750 - $43,420 dependent on size and location.

All rates include production and installation for a 4-week display period. Please inquire and a customized package will be prepared.
Baggage Claim

Take over the baggage claim area with the Baggage Claim Static package including 4 Backlit Dioramas and 4 wall mounted Tension Fabric Displays.

A single centralized LCD screen is also available in the baggage claim area. Each spot is :10 seconds.

Bag Claim is recommended to target passengers with and without bags leaving this airport that serves as Southwest’s Hub in the Chicago area.

Additional media may be available, please request a custom proposal.

DDW Rates

Static Package: $89,930

LCD Digital Screen: $4,950 1 spot for 2-weeks

The static package includes production and installation for a 4-week display period.
Midway Airport: Security, Central Core Area
Midway Airport: Concourse A
Midway Airport: Baggage Claim
Chicago

Billboards: Expressways

Printed and Digital Billboards are available in Chicago

If you want to make a really big statement to your audience, billboards will get the job done. High profile Billboards target traffic traveling to the convention center from the airport and major highways into the city. High profile locations are also available downtown.

Simple and direct, the billboard has managed to maintain its effectiveness while other media have been losing ground.

Units are illuminated and sized:
14’ H x 48’ W or 20’ H x 60’ W.

DDW Rates: Request Custom Proposal

Targeting traffic from O'Hare Airport: $14,250 - $35,750.

Targeting traffic from Midway Airport $11,500 - $18,500.

Rate are for a 4-week display & include production. Custom proposal provided upon request.
Sample Expressway Printed Billboard Map
Chicago

Billboards & Posters: City Center

Demand is high and inventory is limited in this market. If you want to make a really big statement to your audience, billboards will get the job done. High profile Billboards target traffic traveling to the convention center from the airport and major highways into the city. High profile locations are also available downtown.

Simple and direct, the billboard has managed to maintain it effectiveness while other media have been losing ground.

Units are illuminated and sized:
14’ H x 48’ W or 20’ H x 60’ W.

DDW Rates: Request Custom Proposal

Downtown and in close proximity to the convention center: $10,400 - $50,000.

Rate are for a 4-week display & include production. Custom proposal provided upon request.
Chicago

Wallscapes: City Center

The Chicago Business District is divided into many different areas such as the Loop, River North, Near North and the Gold Coast.

Wallscapes are located throughout these key areas of downtown with a concentration near restaurants, shopping and top tourist attractions frequented by attendees.

DDW Rates: Request Custom Proposal

River North, the Loop and targeting traffic from O'Hare Airport: $20,000 - $75,500.

Rates include production for a 2-4-week display period; most units are not illuminated, lit by ambient street lamp. Custom proposal provided upon request.
Sample Downtown Billboard-Wallscape Map
Chicago

Street Furniture Panels

Transit Shelter and City Information Panels are sized 6’ H x 4 W and located throughout downtown Chicago targeting both vehicular and pedestrian traffic at McCormick Place, Michigan Ave and the hotels in the Loop and River North areas.

The panels are backlit, illuminated units enabling your copy to be read day and night. City information panels also offer the unique ability to scroll three creatives within one street furniture panel.

Locations are a combination of static and scrolling shelter and city information panels.

DDW Rates

35 panels: $74,880
50 panels: $110,665

Rates include production from 1 creative for 1 week.
Chicago Loop Immersion Zone Digital Panels

These brand new digital units are seen by pedestrian and vehicular traffic along W Washington St. and W Madison St. Full Motion Creative can be accepted and played on these units for a can’t miss it advertising display.

Multiple spots available.

DDW Rates

8 panel package:
$90,975 for (1) :15 second spot for 1 week.
Digital City Information Panels

Digital City Information Panels are located in prime downtown locations including the Loop and Magnificent Mile area. These units accept Full Motion Creative.

Multiple spots available.

DDW Rates

30 panel package, plus 5 space available bonus units:

$68,250 for (1) :15 second spot for 1 week.
There are a total of 6,000 taxis circulating throughout Chicago. Any time of the day, Taxis serve a tight network of hotels and McCormick Place as well as providing exposure on routes to/from the airport. Often in line at all the major hotels or frequently stopped in traffic on the Miracle Mile, your message will be seen 24/7 all over downtown Chicago.

Illuminated panels: side panels sized 14” H x 48” W and some with front & rear panels sized 11” H x 8” W.

Rates for packages including production from 1 creative:

100 Taxi Tops: $3,000
200 Taxi Tops: $6,500
Chicago

Taxi TV

Taxi Television is the newest way to receive local news, sports, weather, and restaurant/nightlife information while in Chicago. Each Cab average 35 rides per day, the average Cab Ride is 12 minutes and the Loop length is 10 minutes maximum.

Advertisers have the opportunity to run a :15, :30, or :60 sec spot with companion banner ad in a network of 1500 cabs that are geo-targeted to play in cabs leaving Midway and O’Hare Airports, in the Chicago Business District and in cabs in the vicinity of McCormick.

Super Premiums ads play at the beginning of every fare. Main Loop ads play 2x per 10 minute loop.

Screens are typically sized 7”

DDW Rates

Rate is for 7 days, client to supply finished digital content.

Super Premium:
- 15 seconds: $1
- 30 seconds: $1
- 60 seconds: $2

Main Loop:
- 15 seconds: $1
- 30 seconds: $1
- 60 seconds: $2
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
Branded Advertising Vehicles

Wrapped Ubers & Lyfts

These eye-catching, moving displays are great for targeting specific events as well as a general market audience with head-turning results.

Note: All drivers can be tracked via GPS. A route report can be provided to the client after the campaign. The Uber/Lyft drivers will stage outside the event, however we cannot control who they pick up. That is controlled by their Uber/Lyft applications. They will be required to return to the event site when they are done with a fare. Unfortunately, if a pedestrian is walking by the event and calls for an Uber, there is no way to control the service. Uber/Lyfts staged at the event will ring immediately when someone attending conference calls for one. The applications are based on how close they are to each other (driver and user) so attendees are sure to get plenty of rides from the target location to a destination in the city limits!

DDW Rates

$65,000 for a package of 10 wrapped cars stationed at the target location for 3 days/8 consecutive hours daily. 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.

Multiple packages or additional quantities available. EMC will provide Program Manuals inclusive of customized routing, scheduling, program implementation details, program objectives and staff training materials.
Branded Advertising Vehicles

Mobile Billboards

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.

DDW Rates

3 days/8 consecutive hours daily: $\text{value}

Includes production for up to 4 panels. 10 MBB available in market.

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**

Specially designed vehicles that are outfitted with HD screens with full-motion video & audio on both 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.

Advertiser must provide finished digital content.

**DDW Rates**

3 days/8 consecutive hours daily: $\text{900}$

3 DMBB available in market.

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

Inflatable Balloon Backpacks

Custom die-cut illuminated Balloon Backpacks are sure to turn heads as the large branded inflatables loom overhead. Standard dimensions are 3’-3.5’ diameter.

The team will consist of (1) Field Manager and (4) Brand Ambassadors all with a balloon backpack. Brand Ambassadors can wear branded attire provided by the client and distribute collateral to passersby. All team members will be fully trained on brand talking points to deliver important messaging throughout the activation.

DDW Rates

$37,700
1 Field Manager with 4 member Balloon Team
3 days/8 consecutive hours daily

*Pricing may vary if final die-cut design is very intricate.
Engagement Teams

Brand Ambassadors

Hot/Cold Drink or Snack Team – The perfect pick-me-up campaign for attendees! Brand Ambassadors can distribute branded packaged snack items or dispense drinks from branded Jetpacks, sized 17” H x 28” W. Or a pop-up cart can be customized with digital screens and seats for attendees to recharge their electronics and serves branded drink and snack items as well.

DDW Rates

6 member Drink-Snack Team, 3 with backpacks, 3 assistants.

3 days/6 consecutive hours daily $33,215

Rate includes distributing Branded Cups or Napkins but not treat or drink items. All programs are customizable.
Branding 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.
Moss Walls

The use of nature attracts people. Engage with the audience through sight, smell and touch.

Offer an interactive advertisement and a prime selfie opportunity! Panels are made up of natural materials and living plants: moss, grass, or fruit! Can be customized per request.

DDW Rates

24’ X 8’ Partial living/Moss Rental Walls with logo or messaging only Start at $24,700 inclusive of install, dismantle and program management.

Program rate may vary dependent on the materials, shipping, change in size, specialty logos or messaging.

Rate does not include Required Event Organizer, Show Service fees and associated costs such as union labor; install & dismantle, electrical, AV requirements, footprint or show variances.
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.

DDW Rates: Request Custom Proposal

Program rate varies dependent on the quantity, location, and type of illustration requested. Typical activations range from $15,000 to $45,000 pending size, design, location placement, and number of days.
Lounges
Custom Experience Lounges

An opportunity for a sponsored event space for relaxing, rehydration, sampling, or even gaming.

Options are endless, a few recommended here include: Gaming, Sampling of Snacks/Beverages, Health Benefits

A creative and engaging brand presence driving traffic to the booth.

DDW Rates: Request Custom Proposal

Range of Costs are from $36,400 - $69,800 based on options selected

EMC will produce, plan and execute on site, working closely with the event organizer, its GC, and the Sponsor to ensure all aspects are properly coordinated for onsite activation.