

## Shuttle Bus Transportation & On-Site Marketing Opportunities Advertising Sponsorship Rates

Rates are net. Prices include ad space, production, installation, management, insurance, removal & disposal.

Bus Artwork Deadline: **JANUARY 31, 2020**

Transportation provided by  
  
58 Waterman Avenue, Suite 8  
North Providence, RI 02911

### 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.

**Window signs** are generally placed on 2nd window if single, or 2nd, 3rd & 4th if triples on the passengers entry side, but may be done on both sides.

**Route ID signs** are at the entrance of every shuttle vehicle and display sponsor's color logo and booth #.

**Side ribbons** are all 2'h signs displayed on either the passenger's side alone or double-sided for maximum exposure. Buses hosting minimum 20' ribbon signs have exclusive exterior signage on that vehicle. 10', 20', 30' and 36' ribbons are all printed on vinyl.

**Full wraps** (both sides, back and small front section) and **King wraps** (between the wheel wells – both sides) are available. Inquire about minimum requirements for wraps and other wrap configurations.

Size	SINGLE-SIDED		DOUBLE-SIDED	
	1-15 Buses	16+ Buses	1-15 Buses	16+ Buses
<b>Windows</b>				
Window 4' x 2'	\$750 ea	\$725 ea	\$1,400 ea	\$1,350 ea
Triple Window	2,150 ea	2,000 ea	4,200 ea	4,000 ea
<b>Side Ribbon Signs (Vinyl)</b>				
10'w x 2'h	1,650 ea	1,550 ea	3,200 ea	3,100 ea
20'w x 2'h	2,100 ea	2,000 ea	4,100 ea	4,000 ea
30'w x 2'h	2,500 ea	2,400 ea	4,900 ea	4,800 ea
36'w x 2'h	2,900 ea	2,800 ea	5,700 ea	5,600 ea

**Route ID Signs** Exclusive all vehicles - \$5,000

<b>BUS WRAPS</b>	<b>FULL WRAPS</b>		<b>KING WRAPS</b>		(Other partial wrap options are possible)
	# of Buses	Price	# of Buses	Price	
	1 - 3	\$21,995 ea	1 - 5	\$9,995 ea	

### INTERIOR SHUTTLE BUS ADVERTISING

Target this truly captive audience. Attendees have few competing distractions during the 10 – 15 minute bus ride:

**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 (10 aisle seats on both sides of the center aisle). Inquire about upgrades of 40 headrests per bus and / or front and rear printing.

# of Buses	Interior Header Signs	Headrest Covers (20 / Bus)
1 - 5	\$675 ea	\$900 ea
6-10	650 ea	875 ea
11-25	625 ea	850 ea
26-50	600 ea	825 ea

#### FOR MORE INFORMATION

Contact **Bob Kaplan** at **1-401-244-5219** or [bobk@cmac.net](mailto:bobk@cmac.net)  
CMAC is the official transportation vendor for IHHS. Transportation management since 1973.

# THE INSPIRED HOME SHOW

IHA's GLOBAL HOME + HOUSEWARES MARKET

March 14 - 17, 2020  
McCormick Place | Chicago

## Shuttle Bus Transportation & On-Site Marketing Opportunities Advertising Sponsorship Rates

Video Deadline: **February 14, 2020**

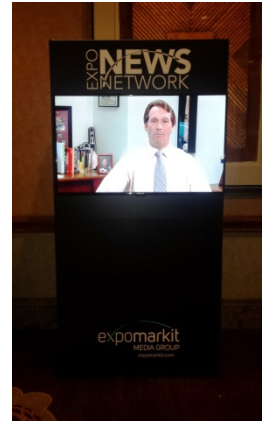
### VIDEO OPPORTUNITIES

#### EXPO NEWS NETWORK / BUS VIDEOS

The video opportunity in 2018 again is a combination of the Expo News Network screens in McCormick Place and the hotel shuttle buses servicing all the official hotels. A special IN BOOTH INTERVIEW sponsorship package is available for ENN kiosks only.



**Expo News Network** - The Expo News Network allows attendees to keep up with the latest show information and newsmakers in the industry. Six (6) strategically positioned kiosks will be broadcasting into key areas. This service provides you the perfect opportunity to extend your reach and branding power at the show.



Pre-produced exhibitor commercials and in-booth Power Interviews are prominently featured along with show information on the large flat screens of these custom Expo News Network kiosks (92"h x 48"w). This vehicle provides an outstanding opportunity for companies to pre-sell prospects on their products and services.

**Bus Video Presentation** - In conjunction with the Expo Network News kiosks the broadcast video will run on a large portion of the shuttle bus fleet (up to 75% of buses per show day). The approximate 30-minute loop will play continuously during show service. We display your product to a captive audience multiple times a day and has proven to be a really great traffic builder for many exhibitors.



#### PARTICIPATION

- Expo News Network Kiosks & Bus Videos.  
Sponsor supplies pre-produced video clips  
Complete loop repeats approximately every 30 minutes & includes a Sponsorship Appreciation Promo.
- Adding Booth # to pre-produced clip
- Expo News Network INTERVIEW Sponsorship Package (kiosk only)

#### INCLUDES

- 15 Seconds
  - 30 Seconds
  - 45 Seconds
  - 60 Seconds
- In Booth Interview
  - Up To Two Minute Package
  - Sponsor Appreciation Promo

#### PRICE

- \$2,495  
3,250  
3,950  
4,500
- \$150
- Inquire for custom pricing

If you require production services to create a video clip, CMAC can work with you to create an eye catching commercial from your existing printed material. (Production services available starting at \$600).

#### FOR MORE INFORMATION

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