

## SHUTTLE BUS & ON-SITE MARKETING OPPORTUNITIES SPONSORSHIP RATES

Prices include; space, production, installation, management, insurance for bus damage, removal and disposal. All rates are NET.  
 Bus Artwork Deadline - February 2, 2024; Video Deadline - February 23, 2024

Transportation provided by:



EXTERIOR BUS SIGNAGE FULL SIZED COACHES	Side Banners	Single Sided		Double Sided	
	Size	1-15	16+	1-15	16+
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.	4'w x 2'h Window	\$ 750 ea.	\$ 725 ea.	\$ 1,400 ea.	\$ 1,350 ea.
	Triple Window	2,150	2,000	4,200	4,000
	10'w x 2'h	1,650	1,550	3,200	3,100
	20'w x 2'h (3 minimum)	2,100	2,000	4,100	4,000
	30'w x 2'h (3 minimum)	2,500	2,400	4,900	4,800
Color logo on Route ID Signs Exclusive \$5,000/bus (full fleet only)					
Full Bus Wrap \$21,995/bus    King Bus Wrap \$9,995/bus    Half King Bus Wrap \$7,995/bus					

**WINDOW SIGNS:** Placed on 2nd window if single, or 2nd, 3rd & 4th if triples on passenger entry side, but may be done on both sides.  
**SIDE RIBBONS:** 2'h signs displayed on either the passenger entry side alone or double-sided for maximum exposure. Buses hosting minimum 20' ribbon signs have exclusive exterior signage on that vehicle. 10', 20' and 30' ribbons are all printed on vinyl.  
**ROUTE ID SIGNS:** Sponsor's color logo and booth number on signs placed at the entrance of every shuttle vehicle.  
**BUS WRAPS: FULL** - On both sides, back and small front section. **KING** - Between the wheel wells on both sides. Inquire about minimum requirements for wraps and other wrap configurations.

INTERIOR BUS OPTIONS		Size	1-10	11-25	26+
	Interior bus advertising targets attendees during the 10-15 minute bus ride.	Interior Header/Windshield Sign - 1 sign/bus	40"w x 12"h	\$ 675/bus	\$ 650/bus
Interior Passenger Window - 6 signs/bus		24"w x 12"h	2,500/bus	2,475/bus	2,450/bus
Headrest Covers - 20/full sized coach		7"w x 7"h ad	900/bus	875/bus	850/bus

**INTERIOR HEADER/WINDSHIELD SIGN:** Full-color, high quality 40"w x 12"h printed sign, located at the front of the bus facing all seated passengers.  
**INTERIOR PASSENGER WINDOW SIGNS:** Six full color 24"w x 12"h signs next to seated attendees as they ride to the show. Placed on both sides on every other window starting with the 2nd window. (3 signs on both sides.)  
**HEADREST COVERS:** Four-color 7" x 7" graphic image on crisp white linen facing 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.

EXPO NEWS NETWORK KIOSKS & BUS VIDEOS		Size	Price
	The video opportunity is a combination of the Expo News Network screens in McCormick Place and the hotel shuttle buses servicing all the official hotels.	Sponsor supplies pre-produced video clips. Complete loop repeats approximately every 30 minutes and includes a Sponsorship Appreciation Promo. (Production services available to create a video clip from your existing printed material starting at \$600.)	15 Seconds
30 Seconds			\$3,250
45 Seconds			\$3,950
60 Seconds			\$4,500
Adding Booth Number to pre-produced clip		\$150	
Expo News Network Panels		\$4,500/panel	

**EXPO NEWS NETWORK:** Six (6) strategically positioned 48"w x 92"h kiosks broadcast into key areas allowing attendees to keep up with the latest show information and newsmakers in the industry. Pre-produced exhibitor commercials and in-booth Power Interviews are prominently featured along with show information on the large flat screens of custom Expo News Network kiosks. This vehicle provides an outstanding opportunity for companies to pre-sell prospects on their products and services. Expo News Network Panels are 3'w x 8'h backlit panels on either side of the broadcast towers.  
**BUS VIDEO PRESENTATION:** In conjunction with the Expo Network News kiosks, the broadcast video runs on a large portion of the shuttle bus fleet (up to 75% of buses per show day). The approximate 30-minute loop plays continuously during show service. Your product is displayed to a captive audience multiple times a day and has proven to be a great booth traffic builder for many exhibitors.

### For information contact

Bliss Beasley at 205-332-1413 x101 • blissb@expomarkit.com or Mary Trainor at 401-952-8577 • maryt@cmac.net