



Your Source for Workstyle
and Lifestyle TechnologySM

Exterior Shuttle Signs

All shuttles include 2 signs per shuttle for double sided viewing exposure. The exterior signs all measure 2'h and vary in widths from 5'w-20'w. Advertise on the exterior of: a) the shuttles traveling between the official hotels and the convention center b) the shuttles traveling between the Alexis Park and the convention center c) the facility loop shuttles.

Exclusive 20'



15' Sign



<u># of Shuttles</u>	<u>2'h x 20'w</u>	<u>2'h x 15'w</u>	<u>2'h x 10'w</u>	<u>2'h x 7.5'w</u>	<u>2'h x 5'w</u>
5	\$16,075.00	\$13,050.00	\$10,475.00	\$7,925.00	\$5,350.00
10	30,450.00	24,475.00	19,225.00	14,875.00	10,050.00
15	42,400.00	35,275.00	27,850.00	21,475.00	14,475.00
20	55,050.00	44,050.00	35,900.00	27,750.00	18,975.00
25	62,075.00	55,000.00	44,800.00	34,625.00	23,675.00

Shuttle Wrap Advertising

Full Wrap shuttles provide full ad coverage on both sides of the shuttle and a 8'h x 9'w rear panel coverage. Half wrap shuttles provide ad coverage below the windows on both sides of the shuttle and a 8'h x 9'w rear panel coverage.

Full Wrap



Half Wrap



<u># of Shuttles</u>	<u>Full Wrap</u>
1	\$19,500.00
2	39,000.00

<u># of Shuttles</u>	<u>Half Wrap</u>
1	\$15,500.00
2	31,000.00

Contact: Alisha Tafuri, CES Shuttle Adv. Manager,
at 800-616-2622 or at alishat@cmac.net.

Interior Shuttle Ads

Advertise to a captive audience as attendees ride between the official hotels and the convention center.



Headrest Advertising (above): 20 aisle or window headrests per shuttle. Ad image area of 7" x 7". Exclusive deluxe program of 40 headrests available.



Interior Sign Advertising (above): One interior shuttle sign per shuttle measuring 12"h x 40"w is located at the front of the shuttles facing all seated attendees.

Audio Commercial: Suggested mix of music and audio message. Exhibitor to provide CDs.

Distribution Program: Distribute your flyer weight ad or promotional pieces with your 4-color label. Custom promotional pieces are available.

Interior Shuttle Rates

<u># of Shuttles</u>	<u>Headrests</u>	<u>Audio</u>	<u>Interior Sign</u>
5	\$6,000.00	\$4,375.00	\$3,200.00
10	11,925.00	8,550.00	6,150.00
15	17,850.00	12,675.00	9,050.00
20	23,800.00	16,725.00	11,975.00
25	29,000.00	20,775.00	14,925.00
<u>Distribution</u>	<u>Flyer Weight</u>	<u>Shoe kit</u>	<u>Lint Brushes</u>
5,000 pieces	\$2,000.00	\$15,875.00	\$23,750.00

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Hotel Lobby Advertising

Place your ad on official show signs that attendees read.



Hotel Lobby Advertising: Each hotel sign measures 36"h x 22"w with an ad image area of 6"h x 19"w. Each hotel sign is an exclusive.

<u># of Hotels</u>	<u>Rate</u>
5	\$1,575.00
10	3,075.00
15	4,550.00
20	6,025.00
25	7,500.00

Advertising Details:

- ▶ We do serve on a first come first serve basis.
- ▶ Custom shuttle advertising available.
- ▶ Package discounts may apply.
- ▶ Rates are net and include ad space, production and installation (excluding the production of the audio commercial and the flyer weight distribution piece).
- ▶ Art Deadline: 11/18/02
- ▶ Final Payment Due: 11/25/02

Contact:

- ▶ Alisha Tafuri - CES Shuttle Advertising Manager
- Phone: 800-616-2622
- Fax: 401-826-4108
- E-mail: alishat@cmac.net.