



Offshore Technology Conference
 RELIANT CENTER • HOUSTON, TEXAS
 3-6 MAY 2005

Advertising Rate Information

The Offshore Technology Conference 2005 shuttle and on-site advertising opportunities are designed to follow the attendee traffic pattern from the official hotels to the show floor. Rates are net and include ad space, production and installation costs, excluding the distribution program. We serve on a first come, first served basis.

RATES

Exterior Bus Ads

- 5'w x 2'h \$800.00 each
- 10'w x 2'h 1,400.00 each
- 15'w x 2'h Exclusive 1,800.00 each

Interior Bus Ads

- Headrests. \$1,200.00 each
- Interior Signs. 600.00 each
- Distribution custom pricing

On-Site Advertising

- Bench Advertising \$3,500.00 (package of 5)
- Hotel Lobby Signs 2,500.00 (5 hotels)
- Exclusive Hotel Lobby Signs . . . 7,000.00 (all available hotels)
- Boarding Area & Hotel Locator . 5,500.00 (Exclusive)

DETAILS

Shuttle Advertising

- Exterior ad rates include one high quality sign displayed on the passenger side of each bus for premium exposure.
- Headrest rates include 20 headrests per shuttle each with an image area of 7" x 7". Deluxe program of 40 headrests available.

- One interior shuttle bus sign per bus measuring 40"w x 12"h is located at the front of the bus.

- Distribute a flyer or promotional piece on the shuttles.

On-Site Advertising

- Each advertising bench provides courtesy seating. Your ad measures 40"w x 12"h.
- Each hotel sign offers official show information and measures 22"w x 36"h with an ad image area of 19"w x 6"h. Exclusive Format.
- Each bus stop sign is double sided and offers official show information with an ad image area of 19"h x 6"h (sign size 22"w x 36"h). Exclusive format. Kiosk upgrade available.

HOTEL SHUTTLE PACKAGE

This promotional opportunity offers excellent visibility at an exceptional value. The variety of mediums included in this package gets your message seen BEFORE, DURING and AFTER the show.



- ✓ 10 buses with one 10'w x 2'h exterior sign
- ✓ 10 buses with one 40"w x 12"h interior sign
- ✓ 10 buses with 20 headrests each
- ✓ Sponsor's logo on "on-bus" route identification markers
- ✓ Sponsor's black & white logo and booth number on the shuttle transportation flyer
- ✓ 2,000 piece on-bus literature distribution
(size limited to postcard or single 8.5" x 11" sheet)

OTC Hotel Shuttle Package Cost \$25,000.00

For more information, please contact Kathy Norton at 1-401-847-6434, or e-mail at kathyn@cmac.net.