



## OTC.06 TRANSPORTATION ADVERTISING

### UNIQUE & SPECIAL VALUE PACKAGES

1-4 MAY 2006 HOUSTON, TX

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#### **PARKING LOT – FACILITY LOOP SHUTTLE: UNIQUE EXCLUSIVE SPONSORSHIP**

Excellent opportunity to have your advertising message as a traveling billboard outside the Reliant Center all day, everyday of the show. The Facility Loop Shuttles transport attendees to and from the Reliant Center parking lots and the Center throughout each day of the show. Tens of thousands of attendees will see your company message all day long. Your color ad will also be at heavily trafficked shuttle stop locations on springboard signs throughout the parking lots.

**15 Buses** – each hosting 5' w x 2' h full color advertising panels on the passengers side of the mini-buses for premium exposure. (All signs of the same design.)

**12 Signs** – 36" w x 12" h full color ad on official boarding point signs (40" w x 54" h spring boards) along with show scheduling information. (All signs of the same design)

Exclusive OTC Parking / Facility Loop Sponsorship = **\$17,500.00**  
(Sponsor's B/W logo & booth # on Transportation Flyer included if contracted by February 1, 2006)

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#### **SPECIAL VALUE PACKAGES - HOTEL SHUTTLE BUSES**

##### **SPECIAL VALUE PKG. #1**

This sponsorship package offers excellent visibility at an exceptional value. The variety of inside and outside advertising items included in this package saturates hotel guests using the shuttle, and all attendees viewing exterior bus signs at the convention.

**10 Buses** - 10' w x 2' h full color sign on passengers side of the bus for premium exposure

**10 Buses** – 40" w x 12" h interior header signs facing all seated passengers

**10 Buses** – 7" x 7" color ad on crisp white linen headrest covers – 20 covers/bus

**Sponsor's color logo** and booth number on "On-Bus" route ID signs

**Sponsor's B/W logo** and booth number on the **Transportation Flyer** distributed at all hotels and the Reliant Center

**10 Buses** – 2000 piece on-bus literature distribution (post card, tri-fold or single sheet – sponsor supplied)

(Std. Price = \$34,500.00) **Special Value Package #1 = \$30,000.00**  
(Save an additional \$1,500 if contracted by February 1, 2006)

##### **SPECIAL VALUE PKG. #2**

**20 Buses** – 4' w x 2' h full color exterior ad on the 2<sup>nd</sup> window of the passengers side of the bus for premium exposure

**Sponsor's B/W logo** and booth number on the **Transportation Flyer** distributed at all hotels and the Reliant Center

(Std. Price = \$12,675.00) **Special Value Package #2 = \$10,000.00**  
(Save an additional \$500 if contracted by February 1, 2006)

##### **SPECIAL VALUE PKG. #3**

**10 Buses** – 4' w x 2' h full color exterior ad on the 2<sup>nd</sup> window of the passengers side of the bus for premium exposure

**Sponsor's B/W logo** and booth number on the **Transportation Flyer** distributed at all hotels and the Reliant Center

(Std. Price = \$6,750.00) **Special Value Package #3 = \$5,500.00**  
(Save an additional \$275 if contracted by February 1, 2006)

Rates are net and include ad space, production, installation and removal, disposal, insurance and on-site management.

**Artwork Deadline – March 17, 2006**

For more information contact: **Bob Kaplan** ([bobk@cmac.net](mailto:bobk@cmac.net)) or call **800-66-CMAC (2622)**