



**Offshore Technology Conference**  
 Reliant Park • Houston, Texas, USA  
 4-7 May 2009

# OTC IS COMING. DON'T JUST SHOW UP. SHOW OFF!

Take center stage at the OTC show with creative use of promotional programs. Shuttle system advertising is one of the most effective ways to stand out in a highly competitive marketplace. Broadcast your message loud and clear to this most influential target audience before they even enter the convention hall!

## Exterior Shuttle Signs



Reach your target audience BEFORE, DURING and AFTER the Conference! Make an impression on attendees with eye-catching advertisements on the hotel shuttle buses that transport attendees to and from the Reliant Center, and on facility loop mini buses that service the parking areas. Showcase your **unique product/services and booth number** on one or both sides of our buses, or for maximum impact, **wrap an entire bus** with your promotional message.



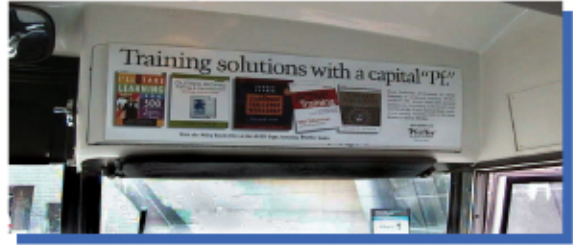
## Interior Shuttle Headrests



Here's a way to get your name in front of show attendees, **LITERALLY!** This influential audience will stare at your ad for 10-15 minutes as they travel from the

official show hotels to the convention center and back. This innovative advertising opportunity will make a first and lasting impression on your target audience.

## Interior Shuttle Ads



Target this captive audience in an immediate pre and post show environment. Your advertisement is located at the front of the shuttle bus facing your target audience.



## Boarding Signs

Promote your company and gain exposure to this qualified audience. Boarding signs are placed throughout the high traffic areas outside the convention center. Attendees will see your message coming and going when you use these creative structures.

## Kiosk Signs

Upgrade opportunity for Boarding Signs or stand alone. 2 or 4 sided.



## Hotel Lobby

Make sure attendees see your message before arriving and after leaving the convention center. Display your product message on hotel signage that offers official show information. Hotel advertising is a great way to expand your message beyond your exhibit space.



## Distribution Program



Put your promotional message into the hands of qualified attendees! Extend your presence beyond your exhibit space with a shuttle bus distribution that is sure to help increase your visibility and direct attendees straight to your exhibit.

**FOR MORE INFORMATION:**  
 Call Bob Kaplan at 866-210-8489 or email [bobk@cmac.net](mailto:bobk@cmac.net)



43 Sharpe Drive, Cranston, RI 02920

## OTC.09 SHUTTLE BUS ADVERTISING SPONSORSHIP RATES

Rates are net and include ad space, production, installation, insurance and removal

**Early Bird 5% Discount** – orders confirmed by **February 2, 2009**  
**Artwork Deadline: March 20, 2009**

### EXTERIOR SHUTTLE BUS ADVERTISING

Exterior bus advertising includes full color, high quality signs displayed on either the passenger's side of the bus, or both sides for maximum exposure. Upgrades to full or half bus wraps also available.

SIGN SIZE	SINGLE SIDED		DOUBLE SIDED	
	1-9 Shuttles	10-20 Shuttles	1-9 Shuttles	10-20 Shuttles
5'w x 2'h	\$950.00 ea.	\$875.00 ea.	\$1,200.00 ea.	\$1,125.00 ea.
7.5'w x 2'h	1,250.00 ea.	1,150.00 ea.	1,595.00 ea.	1,475.00 ea.
10'w x 2'h	1,550.00 ea.	1,425.00 ea.	2,100.00 ea.	1,975.00 ea.
15'w x 2'h (Exclusive)	1,850.00 ea.	1,700.00 ea.	2,675.00 ea.	2,525.00 ea.
20'w x 2'h (Exclusive)	2,250.00 ea.	2,050.00 ea.	3,250.00 ea.	3,050.00 ea.

### INTERIOR SHUTTLE BUS ADVERTISING

Target a truly captive audience. Attendees have few competing distractions during the 10 – 15 minute bus ride at least twice per day. Advertise to **YOUR prospective buyers** with any of the following great options:

**INTERIOR HEADER SIGN:** Four-color, high quality 12" h x 40" w 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 headrest covers face all seated attendees as they ride to and from the show. Standard package includes 20 rear-facing covers per bus. Covers are customarily on aisle seats, but can be applied to only window or alternating seats. Upgrade programs of 40 headrests per bus and / or front and rear printing (double sided) are also available.

**LITERATURE DISTRIBUTION: Flyers & Catalogs** - Special vinyl pouches can hold either tri-folded flyers or 8 1/2 x 11 flyer sheets or catalogs. Minimum of 5,000 pieces with standard package of 20 pouches per bus. Sponsor supplies materials.

# of Buses	Interior Bus Signs	Headrests (20 / Bus)	Literature Distributions
5	\$650.00 ea.	\$1,250.00 ea.	Flyers / sheets – Min. 5,000 = \$2,500.00
10	595.00 ea.	1,125.00 ea.	Catalogs – Inquire for rate
20 (Exclusive)	550.00 ea.	1,000.00 ea.	Gift Distribution – Inquire for rate

### HOTEL LOBBY, BOARDING AREA & KIOSK ADVERTISING

**HOTEL LOBBY SIGNS:** Four-color advertising opportunity on the bus schedule signs displayed in the lobbies of the official hotels where permitted. Advertising image area of 19" w x 6" h (sign size: 22" w x 36" h).

**BOARDING AREA SIGNS:** Four-color advertising on the double sided bus schedule signs displayed at the boarding locations outside the Convention Center. Advertising image area of 19" w x 6" h (sign size: 22" w x 36" h)

**KIOSKS:** Upgrade opportunity for Boarding areas. Larger four-color advertising on shuttle information kiosks displayed outside in the boarding areas of the Reliant Center. 8' Kiosk images are 1 meter wide x 88" h. 4' kiosk images are 1 meter wide x 40" h. Call for specifics on exterior Boarding kiosk advertising. All advertising exterior kiosks also available.

# of Hotels	Price	# of Boarding Signs	Price	Kiosks	Price
1	\$650.00 ea.	1	\$650.00 ea.	2 sided	\$2,800.00 each
5	550.00 ea.	7 (Exclusive)	575.00 ea.	4 sided – 4'h	3,500.00 each
25 (Exclusive)	500.00 ea.			4 sided – 8'h	4,600.00 each

**FOR MORE INFORMATION**  
Contact **Bob Kaplan** at **1-866-210-8489** or **bobk@cmac.net**  
Visit our website: [www.cmacpromos.com](http://www.cmacpromos.com) - Contact us for **Custom Programs & Special Value Pkgs.**



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## OTC.09 SHUTTLE BUS ADVERTISING

### UNIQUE & SPECIAL VALUE PACKAGES

#### **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, 2008)

#### **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**

##### **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**

##### **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**

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

Note: Early bird discounts do not apply to Special Value Packages

**Artwork Deadline – March 20, 2009**

**For more information contact: Bob Kaplan ([bobk@cmac.net](mailto:bobk@cmac.net)) or call 866-210-8489**