

IDDDBA | 2022

Shuttle Bus Marketing Opportunity

Enjoy the ultimate marketing tool in the meetings industry by purchasing a rolling advertisement during IDDBA 2022 in Atlanta. This is an opportunity to have your custom creative on display on the official shuttle buses that operate between the hotels and the convention center. Advertiser will enjoy maximum exposure including:

- ♦ **IDDBA attendees** will see the motorcoaches at the convention center and at their hotels
- ♦ **General public** will see the advertising as the motorcoaches drive around the city
- ♦ Logo or product recognition on digital shuttle flyers (available online to all IDDBA 2022 attendees)
- ♦ Logo or product recognition on hotel lobby signs (available in the lobby of all hotels serviced by the shuttle)
- ♦ Logo or product recognition on shuttle route boarding signs at the convention center

Graphics Package is \$8,725 for 5 motorcoaches (2 packages available)

Each graphics package includes:

- Design support and templates
- Production of 5 identical full ribbons (2'x39') for installation on the passenger side of 5 motorcoaches
- 1 pre-production PDF proof of ribbon
- Professional installation on 5 motorcoaches with applicable charter time and advertising rights
- Professional removal
- Insurance and liability for damage
- Shipping and handling



Optional Upgrades:

- Add driver side ribbons on same 5 motorcoaches for \$7,950.
- Add additional creatives (pieces of artwork) for \$525 per creative.

Deadlines

- Advertisers should plan on submitting final artwork no later April 29, 2022 with print approval due May 6, 2022.
- Graphics shall be installed on June 3, 2022 and remain on the motorcoaches during the hours of shuttle operation from June 4-7, 2022. The graphics are not transferable from vehicle to vehicle and cannot be removed and reapplied. They are installed prior to start of shuttle and removed when the entire shuttle is over.
- If dates listed above are not adhered to, then on-time delivery and installation of graphics is not guaranteed, and no refund will be made. If production schedule allows, late orders may be taken on a case-by-case basis with pre-approval and subject to a rush fee.