



Conference Targeting Strategy

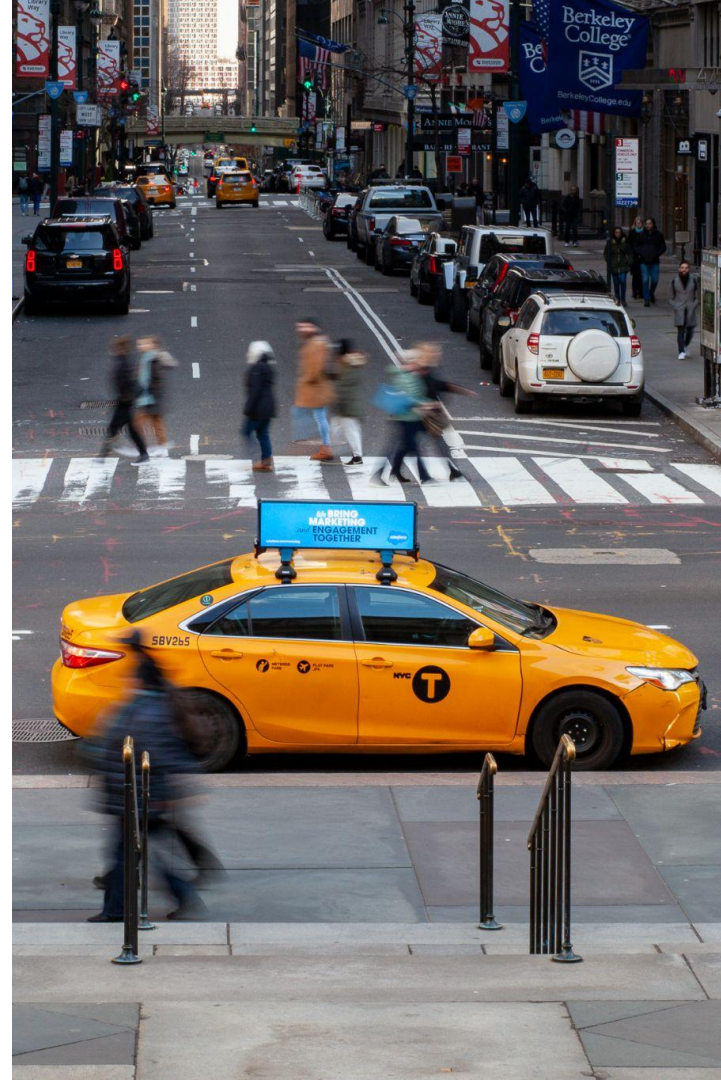


Reach decision-makers at conferences & events

As the pandemic recovery is underway, companies are once again embracing conferences and events for the irreplaceable value face-to-face meetings bring to their businesses. 96% of meeting planners report holding a live event in 2022¹ and conferences are one of the top reasons business travel has increased².

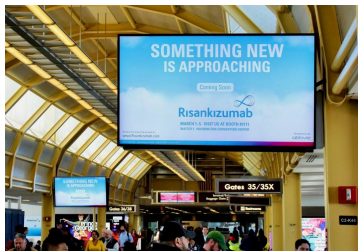
Conferences and events present a unique opportunity to reach condensed audiences of business decision makers. Leverage Place Exchange's vast programmatic footprint of premium digital OOH inventory to reach conference attendees from the moment they land at the airport, to their commute to the hotel, and around the conference venues.

Source: ¹Northstar Meetings Group 2022, ²Deloitte Insights 2022



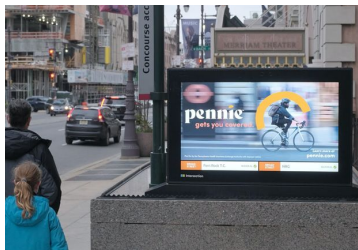
DOOH Inventory Alignment

Reach business professionals across all points of their journey to and from conference venues.



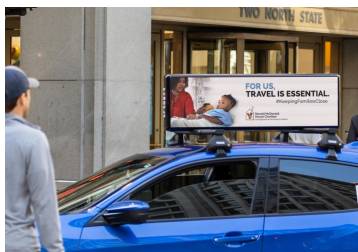
Airports

Leverage airport assets prominently placed in concourse areas, shops, restaurants and bars, gates, lounges, and baggage claim areas.



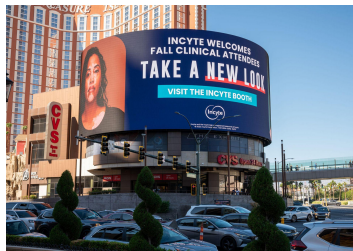
Transit & Street Furniture

Reach conference attendees taking transit systems and while walking to and from conference venues, hotels, and offices.



Moving Media

Leverage eye-catching placements on top and inside of rideshare vehicles and taxis, as well as panels mounted on delivery vehicles, semi-trailers, and transit buses.



Spectaculars

Deliver unmissable high-impact messaging on iconic billboards around conference venues.



Billboards

Geotarget DOOH media within a specific radius or along transit routes of conference venues, hotels, and offices.



Restaurant & Bars

Reach conference attendees in their moments of leisure and relaxation near conference venues, hotels, and offices.

Target by Points of Interest (POI)

Reach conference attendees at the convention center, hotels, airports, and along the main routes between these points of interest.

POI Example: DFW (Dallas Fort Worth) Airport | DAL (Dallas Love Field) Airport | Kay Bailey Hutchison Convention Center Dallas | Omni Hotel (primary conference hotel)

- Total Screens: 75
- Impressions (4-days): 12M

Publisher Screens

OUTFRONT



Intersection Air



Clear Channel Outdoor



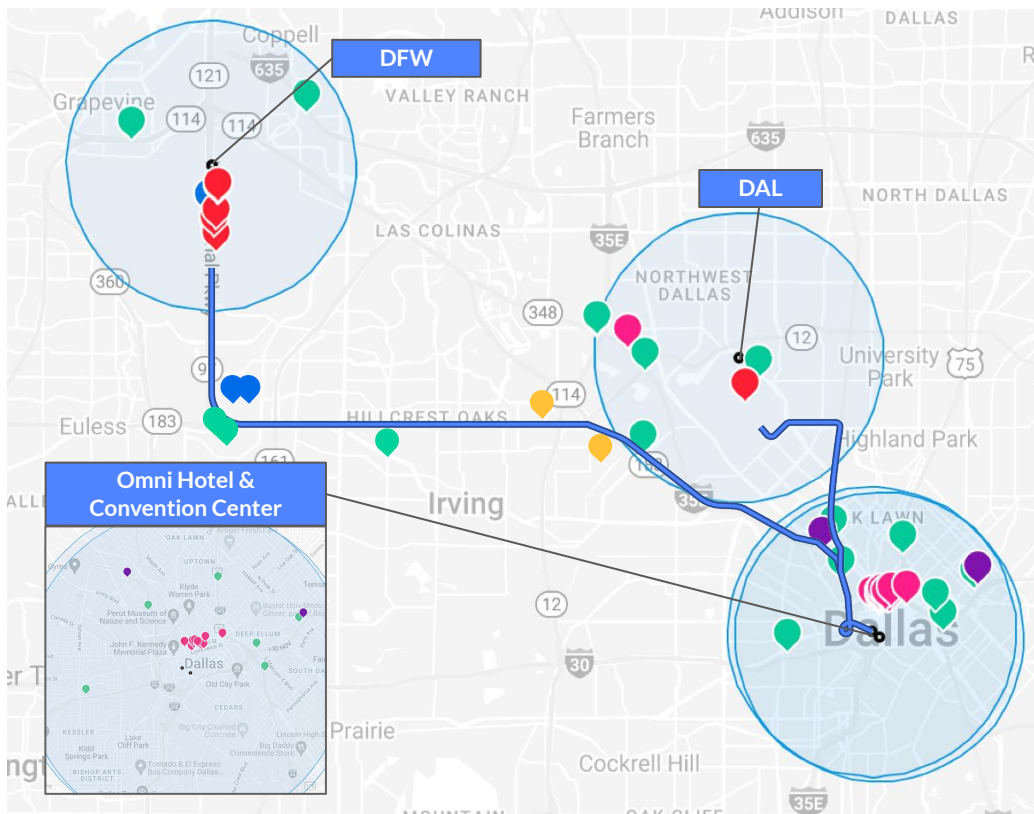
ReachTV



Lamar



Points of interest



Map showing sample inventory within 5-miles of all points of interest






Hyper-targeting strategy

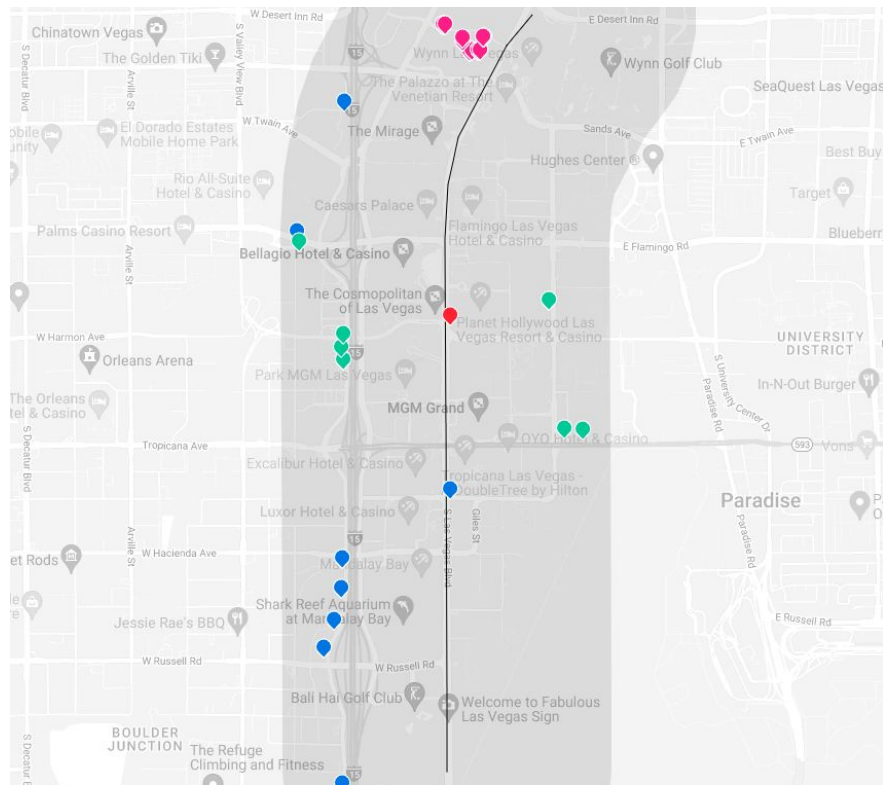
In cities, such as Las Vegas, where attendees are exclusively spending time on the strip, Place Exchange offers access to premium inventory that can be hyper targeted for the most efficient reach.

Map showing sample inventory on the Las Vegas Strip

- Total Screens: 60
- Impressions (4wk): 439M

Publishers

Charging Stations (Volta)	
Billboards (Lamar & CCO)	
Street Furniture (CCO)	
Spectaculars (Branded Cities)	
Not Pictured: Moving Media (FireFly, Lyft, Uber)	



Lamar - Airport



Firefly - Mobility



OUTFRONT - Billboard



Branded Cities - Harmon Corner



Branded Cities - BLVD



Unlock the real power of OOH.

sales@placeexchange.com

