

Enter the Spotlight at Music Festivals with Programmatic OOH

From SXSW to Lollapalooza, Americans are willing to spend over \$700 on average to attend a music festival¹. Tap into Place Exchange's network of premium digital OOH inventory to engage music fans as they head to this year's marquee events.

Leverage Place Exchange's vast footprint of digital OOH inventory coverage across all markets, OOH formats, and venue categories. Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey.

Consumer Insights

100k

people attended Governors Ball in New York City²

250k+

fans attended Coachella³

97%

of hotel rooms in Chicago were booked for Lollapalooza⁴

Source: ¹Casino.org, 2023 ²New York Times, 2023, ³AEG, 2023, ⁴Grammys, 2023

Target Some of the Most Iconic Festivals

Coachella
Indio, CA
4/12-14 & 19-21

Governors Ball
New York, NY
6/7-9

Lollapalooza
Chicago, IL
8/1-4

Electric Daisy Carnival
Las Vegas, NV
4/17-19

Bonnaroo
Manchester, TN
6/13-16

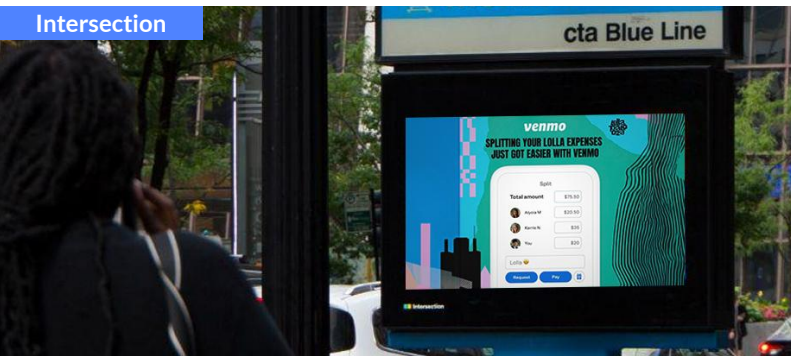
Austin City Limits
Austin, TX
8/4-6 & 11-13

Reach music fans on their journey to and from the festival grounds

Engage festival goers with creative messaging placed inside or geofenced around transit, airports, entertainment venues, gyms, restaurants and bars, and more. Reach festival goers at grocery and convenience stores as they stock up on snacks and beverages.

Transit

Digital Screens: 88K+ | 4-Week Impressions: 10B+



Airport

Digital Screens: 6,000+ | 4-Week Impressions: 2.5B+



Grocery & Convenience

Digital Screens: 220K+ | 4-Week Impressions: 20B+



Restaurants & Bars

Digital Screens: 165K+ | 4-Week Impressions: 24B+



Health Clubs

Digital Screens: 36K+ | 4-Week Impressions: 4B+



Entertainment & Leisure

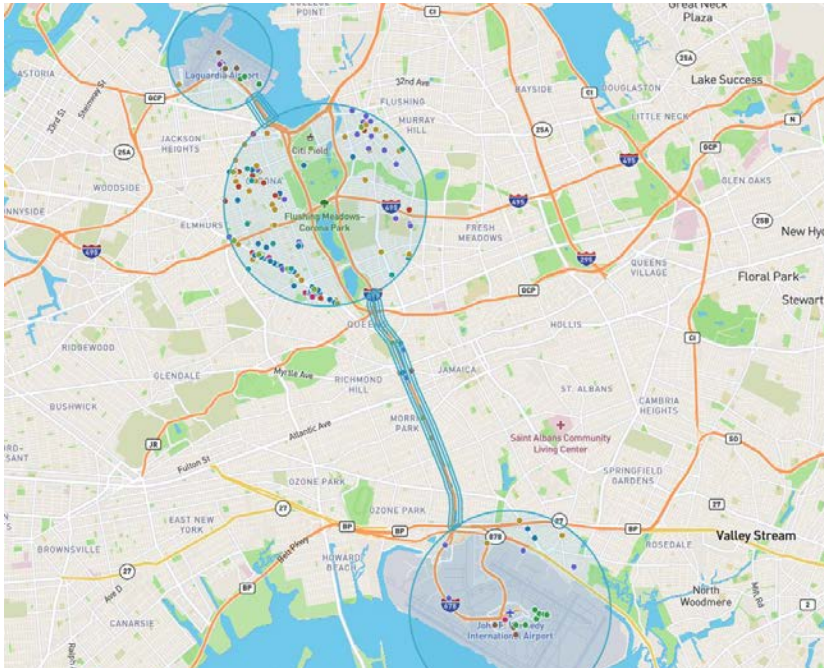
Digital Screens: 77K+ | 4-Week Impressions: 1.6B+



Target by Journey










Engage festival-goers across all points of their journey to and from music festivals.

Sample map of inventory in the immediate vicinity of JFK and Laganardia Airports, and New York's Flushing Meadows-Corona Park (location of Governors Ball).



- Total Screens: 345
- Impressions (4-week): 130M

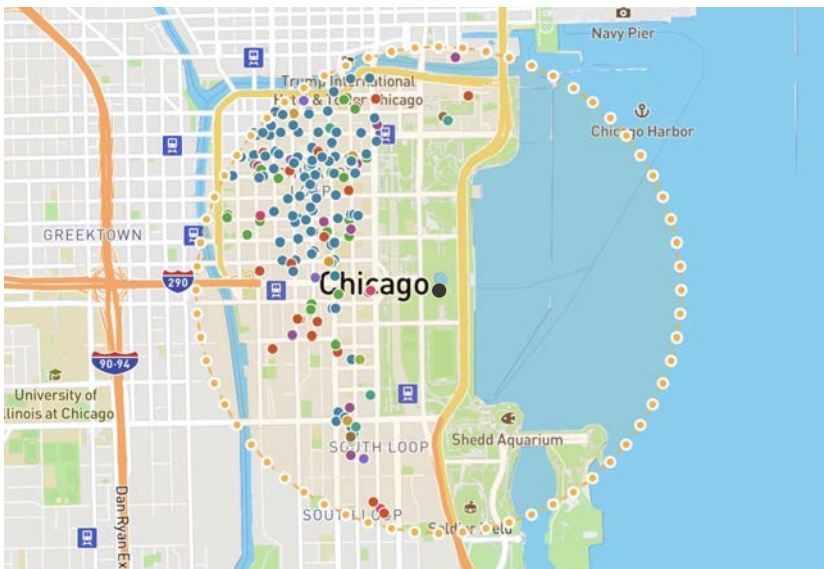
Screen Types

Urban Panels	
Airport Departure Screens	
Convenience Stores	
Bars	
Airport Gates	
Pharmacies	
Casual Dining	
Subway Platforms	
Airport Food Courts	

Target by Location

Reach music fans with prominently placed screens in areas surrounding the festival grounds such as grocery stores, bars, transit and more.

Sample map of media within 1 mile of the Chicago's Grant Park (location of Lollapalooza).



- Total Screens: 510
- Impressions (4-week): 282M

Screen Types

Urban Panels	
Convenience Stores	
Subway	
Casual Dining	
Bars	
Grocery	
Malls	
Quick Service Restaurant	
Grant Park	