



2019 OAAA/Geopath OOH Media Conference + Expo Sponsorships

Complement your company's marketing objectives by increasing visibility as an official OAAA/Geopath OOH media conference sponsor. The following opportunities are provided to help your company increase visibility to OAAA and Geopath members, advertisers and agencies, and conference attendees before, during, and after the conference.

All Sponsorships Include

- Recognition in the Onsite Conference Program and Expo Guide*
- Recognition on the OAAA/Geopath OOH Media Conference + Expo website
- Recognition during the General Sessions
- Recognition on sponsor signage
- Complimentary attendee mailing list (excluding email addresses)

*All benefits are subject to print deadlines.

Premiums

Sponsors are responsible for all production and shipping costs. The listed sponsorship fees are in addition to the production and shipping costs. The final design must be approved by OAAA.

Lanyard

~~\$7,000 + production~~ **SOLD**

Reach every attendee at the conference by sponsoring the lanyard that holds each attendee's name badge. Your company logo will be visible every time an attendee puts on their lanyard and badge. Both the sponsor logo and OOH media conference logo will appear on the lanyards.

Conference Bag

~~\$2,500 + production~~ **SOLD**

Put your company's logo in the hands of the attendees and guarantee that it is seen during the OOH media conference. The handy bags are made from durable products that are made to last.

Conference Bag Gift Items (multiple sponsors)

\$1,000 each + production

Preferred conference bag gift items could include, but are not limited to, a pen, mints, sunscreen, a note pad, and a portable charging device. Sales material will not be accepted.

Services

Lounge

~~\$30,000~~ **SOLD**

Have your logo featured prominently at a popular congregating point throughout the OOH media conference. The sponsor is responsible for providing refreshment areas serving coffee, cold drinks, and snack foods for attendees.

**Hotel Key Cards****~~\$4,000 + production~~ SOLD**

Your company logo will appear on attendee hotel room key cards along with the official OOH media conference logo. Exact placement of your company's logo will be determined by the hotel and OAAA.

Wi-Fi in Meeting Space**\$10,000**

Sponsor Wi-Fi for conference attendees in the meeting space. Your company logo will be featured on the registration badge and your company name will be the Wi-Fi access code.

Events

Opening Reception in Expo**\$10,000**

Monday, May 20

Welcome everyone to Las Vegas by sponsoring the opening reception in the Expo. This is a great opportunity for attendees to mingle and network with peers. Onsite sponsor signage and printed beverage napkins will feature your company's logo as the sponsor for this event.

Welcome to Las Vegas**\$10,000**

Monday, May 20

Be the first company attendees see as they arrive and register for the OOH media conference with music and refreshments. Your company logo will be featured on onsite sponsor signage.

Tuesday Breakfast**\$7,000**

Tuesday, May 21

Each day will kick off with breakfast service in the expo which is open to all attendees. This is a great opportunity for attendees to mingle and network with peers. Onsite sponsor signage and printed beverage napkins will feature your company's logo as the sponsor for this event.

Expo Lunch**~~\$7,000~~ SOLD**

Tuesday, May 21

Lunch will be served to all attendees while they network and visit with exhibitors. Onsite sponsor signage and your company logo on napkins are included in this sponsorship.

Brunch & Learn**\$20,000**

Wednesday, May 22

Come mingle with attendees featuring mimosas and a Bloody Mary bar. Onsite sponsor signage and printed beverage napkins will feature your company's logo as the sponsor for this event.



General Session Coffee Break

\$5,000 / each

Tuesday, May 21 **SOLD** and Wednesday, May 22

The refreshment break offers attendees a chance to “recharge” and network during the morning general sessions. Onsite sponsor signage and your company logo on napkins are included in this sponsorship. The coffee breaks will be in the expo.

Afternoon Coffee Break

\$5,000

Tuesday, May 21

The refreshment break offers attendees a pause between afternoon sessions. Onsite sponsor signage and your company logo on napkins are included in this sponsorship.

Industry Awards and OBIE Awards

Pre-Awards Reception

\$25,000

Tuesday, May 21

Start the awards evening celebration in style by sponsoring the pre-awards reception. Onsite sponsor signage and your company logo on napkins are included in this sponsorship.

Awards After-Party Celebration

~~\$50,000~~ **SOLD**

Tuesday, May 21

Guests will celebrate the industry and OBIE Award winners in true Las Vegas style. The party will take place in JEWEL Nightclub at Aria. Onsite sponsor signage and your company logo on napkins are included in this sponsorship.

OBIE Winners book ad

\$1,800 each page

Be the first to congratulate the OBIE Winners by placing an ad in the OBIE Awards Book.

Advertiser Guest Sponsorship

Advertiser Guest Sponsorship

~~\$10,000 – Gold~~ **SOLD**

\$ 5,000 – Silver

Ensure the advertiser and agency community learns first-hand about all the innovative changes within the out of home industry by supporting their attendance at the OOH media conference. Multiple sponsors will underwrite the costs to bring advertisers and agencies to the OOH media conference.

Please contact Marci Werlinich at mwerlinich@oaaa.org or (202) 833-5566 if you are interested in any of the above listed sponsorship opportunities.