

SHUTTLE ADVERTISING OPPORTUNITIES AUA 2027

Exhibitors can amplify their brand and message exposure with professionally produced custom shuttle graphics and additional transportation-related advertising opportunities. Exhibitors can reach prospects as they enter/exit the convention center, ride shuttles to and from hotels and use the real-time ETS-Next-Shuttle app.

AT LEAST 12 BUSES AVAILABLE FOR ADVERTISING



FULL SIDE WRAP

The FULL SIDE WRAP offers premium visibility with advertiser's creative covering both sides of the bus from top to bottom. Perforated material is used on the windows to allow for rider visibility.

Full Side Wrap

Approx. 45 feet long x 9 feet high
\$21,025 Net per bus - 2 sides

The UPPER HALF WRAP offers premium exposure on both sides of the bus, with ads displayed from the top of the windows to the top of the luggage bays. Perforated material is used on the windows to allow for rider visibility.

Upper Half Wrap

(Approx. 42 feet long x 5.75 feet high)
\$14,850 per bus - 2 sides

UPPER HALF WRAP



EXTENDED QUEEN

The EXTENDED QUEEN WRAP displays advertiser's creative on both sides of the bus in the center and extends to the sides above the wheel wells.

Extended Queen Wrap

Approx. 42 wide x 5 feet high
\$12,650 Net per bus - 2 sides

The LOWER HALF WRAP offer premium visibility with advertiser's creative covering both sides of the bus below the windows.

Lower Half Wrap

Approx. 45 feet long x 9 feet high
\$13,650 Net per bus - 2 sides

LOWER HALF WRAP



Contact Lisa Lanna with any questions

Lisa.Lanna@Newsdaycommunications.com - 202-365-6688

SHUTTLE BUS ADVERTISING OPPORTUNITIES

The FULL RIBBON BANNER provides a more affordable advertising option with advertiser's creative extending the length of the bus below the window on both sides.

Full Ribbon Banner

35 feet long x 24 to 29 inches high
\$4,200 Net per bus - 2 sides

FULL RIBBON
BANNER



SEAT HEADREST COVERS are customized with advertiser's creative on both sides for maximum exposure to bus riders.

Headrest Covers:

Two sides. Full color process printing.
11" x 10" inch print area.
\$1,725 NET per bus

SEAT
HEADREST
COVERS



INTERIOR
WINDOW DECALS

INTERIOR WINDOW DECALS customized with advertiser's creative are placed on interior window segments (10 per bus) for maximum exposure to bus riders.

Interior Window Decals

60 inches wide/48 inches live width x 8 inches high

Price if combined with an exterior graphic
\$1,575 NET per bus

Price if stand-alone purchase without exterior (buses need to be reserved the evening before for install).
\$1975 NET per bus

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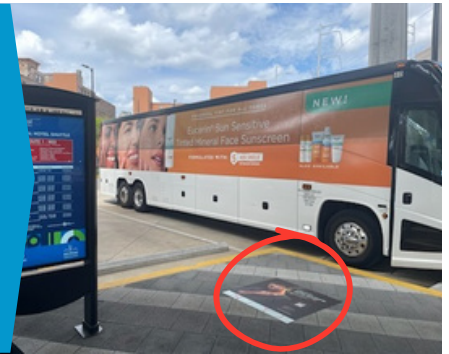
Lisa.Lanna@Newsdaycommunications.com - 202-365-6688 with

SHUTTLE BUS ADVERTISING OPPORTUNITIES

BUS LOADING SIDEWALK DECALS are weather resistant and are placed on the sidewalk at each bus route loading area. Number of decals determined by number of routes. One set of 12 decals (2 per route)

Sidewalk Decals - Set of 12
3 feet x 3 feet (circle or square)
\$4200

SIDEWALK DECALS



EXTERIOR REAR GRAPHIC

The EXTERIOR REAR GRAPHIC customized with advertiser's artwork, is placed on the rear of the bus. Can be sold in addition to a side exterior or stand alone.

Exterior Rear Graphic

Approx. 8 feet wide x 3 feet high
\$1,425 Net per bus if sold with a side exterior graphic option
\$2000 Net if sold as a stand alone option

If interested in selling passenger side only for exterior graphics, please divide the cost and add 25% of that amount. We can't charge 50% of cost because bus company installation and advertising fees remain the same whether advertising is on one or both sides of the bus.

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ETS-NEXT-SHUTTLE WEB-BASED TRANSPORTATION APP ADVERTISING

The ETS-NEXT-SHUTTLE Transportation App allows meeting attendees to see in real-time when the next shuttle arrives at their hotel. The App can be offered to exhibitors as an exclusive advertising opportunity.

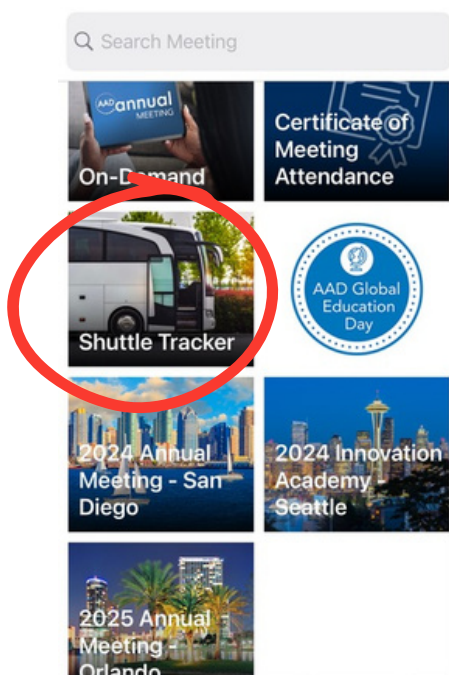
The main landing page includes an ad (300 x 250) that remains on screen until the user selects their hotel. Then after that, a small banner will have permanent placement at the top of the MAP page (320 x 75). The small banner ad can include an embedded link to an external website/landing page.

Usage data will be provided at conclusion of the meeting, to include unique users and user sessions.

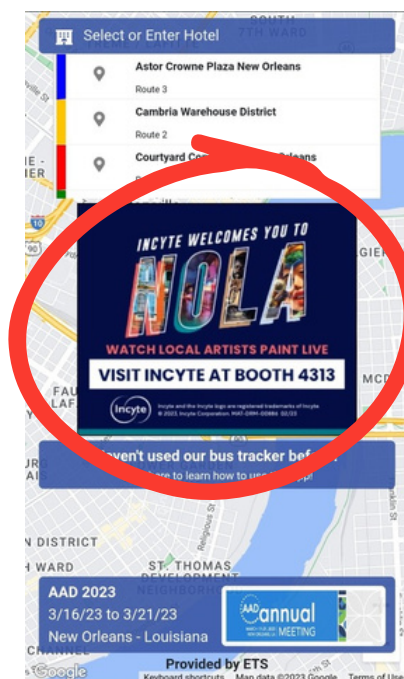
The link to the App should have a prominent placement in the main menu of the Annual Meeting App. AUA can choose name of App (ie. Shuttle App, Shuttle Tracker, etc.)

Net Cost: \$3500

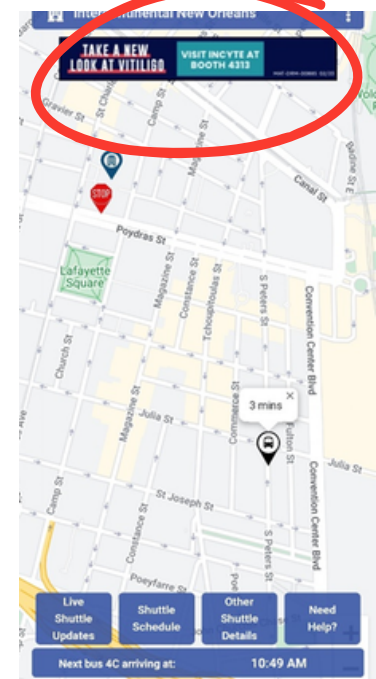
Meeting App Main Menu



Home Screen Ad



Map Page Ad



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AUA 2027 SHUTTLE WRAP ADVERTISING INFO

Pricing includes print, ship, install and removal and fees paid to bus companies.

Dates that wraps will be displayed on buses: May 21-24, 2027

DUE DATES:

All Artwork is due by April 2, 2027

A design template and specs will be provided once sale is complete and buses have been assigned.

Please contact Lisa Lanna for questions: Lisa.Lanna@NewsdayCommunications.com or 202-365-6688.

A late fee may apply to orders OR artwork received after April 23, 2027

PRINTING AND INSTALLATION NOTES: We cannot guarantee that graphics will be applied to a plain bus. Often bus suppliers have their own branding on the buses that may be visible below or to the right and left of graphics applied to buses. We will make a best effort to apply graphics in a way that any bus company graphics do not interfere with artwork. Proofs on a standard template will be provided to advertiser and AUA in advance for approval but final product may differ slightly and bus type shown on proof is subject to change. Refunds will not be issued for imperfections in printing or installation that are beyond our control.

CANCELATIONS:

No cancelations after executed sales order