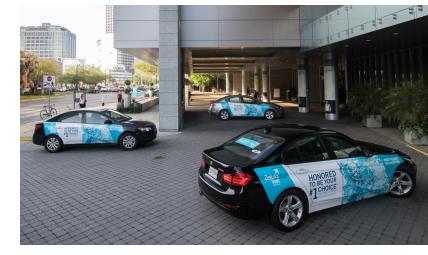


# Advertising in Real Life

EMC Outdoor is an independent out-of-home and location-based marketing agency. We make it easy for our clients to create innovative, memorable campaigns that connect with highly targeted audiences.

- Data innovations to build efficient media plans that align tactics to strategy.
- *Unique integration* of OOH channels, full-service campaign management and buying power.
- 30+ years of experience and insights into consumer behavior outside the home.
- *Proven track record* of strong partnerships built on trust and confidence.





### Conference Marketing

Audience engagement beyond the booth

- Research: Understand client needs, audience/location data, competitive landscape, and creative considerations
- Analyze: Identify where audience behaviors and locations intersect market-specific solutions
- *Plan:* Evaluate and recommend media mix allocations to support messaging needs
- Activate: Implement customized plan to reach attendees before, during and after event
- Measure: Support KPIs with attribution and measurement tools that guide future decisions

emcoutdoor.com/trade\_show\_marketing



# R audience place time message

#### Traditional Media

Take a non-traditional approach to traditional out-of-home media.





# **Experiential Events**

Bring your brand to life. There's a place for OOH impressions, but experiences -- they last.

emcoutdoor.com/experiential



# Digital Marketing

Optimize campaign impact by integrating location-based digital channels with your OOH convention marketing program.

emcoutdoor.com/digital\_media.htm



