



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

RIGHT

audience
place
time
message

Traditional Media

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

emcOutdoor.com/media.htm



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

