

AD PROGRAM

PENTICTON TRADE AND CONVENTION CENTRE

Maximize your event's success through impactful advertising across our venues' digital and physical assets.



PENTICTON
TRADE AND CONVENTION
CENTRE

WHAT'S INCLUDED?

ONLINE

WEBSITE INCLUSION | **Time of Signing**

- Penticton Trade and Convention Centre (referred herein as “PTCC”): www.pentictonconventioncentre.com
- Dedicated event page
- Event details/graphics added to local online event listings: Castanet, Visit Penticton, City of Penticton Event Calendar

EMAIL MARKETING | **Week of Event**

- One dedicated 'Cyber Club' email through the South Okanagan Events Centre's (referred herein as “SOEC”) database that includes event details, graphics, and tickets links (if necessary)
- Additional emails can be purchased for an additional fee

EMAIL SIGNATURE | **Four (4) Weeks Out**

- Event graphic (625 x 125 pixels) displayed on all outgoing e-mail signatures for convention centre employees

SOCIAL MEDIA | **Four (4) Weeks Out**

- Facebook and Instagram posts and coverage
- Facebook Event
- One (1) reminder social media post from the SOEC
 - Facebook (16,200+ followers)
 - Instagram (4600+ followers)
 - Twitter (3900+ followers)

OUTDOOR

OUTDOOR DIGITAL MARQUEE | **Time of Signing**

- Event graphic will be displayed in the rotating event loop on the outdoor digital marquee (8 - 15 seconds) on Hwy 97/Eckhardt Avenue in front of SOEC

OUTDOOR DIGITAL MARQUEE AT PTCC x 2 | **Time of Signing**

- Event graphic will be displayed in the rotating event loop between 6:00PM to 6:00AM on the outdoor digital marquee (8-15 seconds) above the PTCC's main entrances



WHAT'S INCLUDED?

IN-HOUSE

DIGITAL SIGNAGE | **Time of Signing**

- **Valley First Box Office at SOEC**
 - Event graphic will be displayed in event loop on all five (5) screens
- **Concourse TV's at SOEC**
 - Event graphic will be displayed in event loop on all concourse TVs
- **Guest Services TV at SOEC**
 - Event graphic will be displayed in event loop at SOEC guest services booth during concerts and events
- **BC Hockey Hall of Fame Digital Screen (HOFTRON) at SOEC**
 - Event graphic will be displayed in event loop on large digital screen in the BC Hockey Hall of Fame at the SOEC during concerts and events and walking track
- **Jumbotron at SOEC**
 - Event graphic will be displayed in event loop on the 'Jumbotron' at the SOEC throughout Penticton Vees Junior A Hockey home games

EVENT POSTERS THROUGHOUT SOEC AND PTCC | **Four (4) Weeks Out**

- Posters (11x17 inches) will be placed at multiple locations within both venues to be seen by patrons throughout events and the use of the SOEC walking track on non-event days

BATHROOM POSTERS | **Four (4) Weeks Out**

- Event graphic and details will be included on the PTCC's and the SOEC's washroom posters. There are over 120 frames throughout both venues in high-traffic areas

*Please be aware that "Time of Signing" items listed in the ad program will require a 4-day turnaround to be completed. Event details, images, and creative (poster/graphics) must be provided by the Client. Event creative can be designed by the PTCC Marketing department for an additional fee. In the event of a cancellation, the ad program will be charged in full.

AD PROGRAM COST TO CLIENT
\$2000 (PLUS TAX)

THE CHARGE WILL BE ADDED TO YOUR EVENT'S MASTER INVOICE

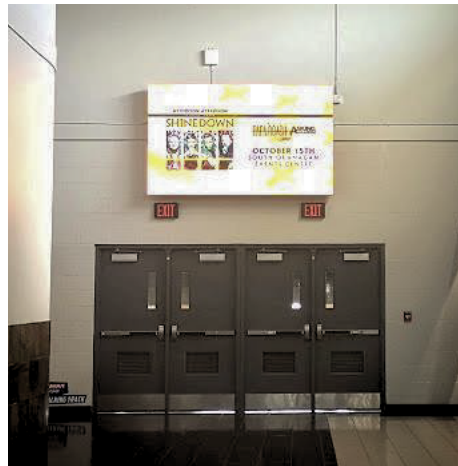
APPROVED BY CLIENT: _____

DATE: _____

REFERENCE PHOTOS



DIGITAL SCREENS AT VALLEY FIRST BOX OFFICE AT SOEC



BC HOCKEY HALL OF FAME DIGITAL SCREEN AT SOEC (HOFTRON)



OUTDOOR DIGITAL MARQUEE ALONG HIGHWAY 97



LARGE JUMBOTRON AT SOEC



OUTDOOR DIGITAL MARQUEE AT PTCC X 2

PentictonNow
events that matter

AT THE SOUTH OKANAGAN EVENTS CENTRE COMPLEX

| | |
|---|--|
| <p>RANCHO VIGNOLA NOVEMBER 26 & 27 - 2021 Penticton Trade and Convention Centre South Okanagan Events Centre</p> | <p>HARLEM GLOBETROTTERS TUES. JANUARY 25 - 2022 South Okanagan Events Centre</p> |
| <p>SHINEDOWN SOUTH OKANAGAN EVENTS CENTRE FRIDAY FEBRUARY 17TH</p> | <p>ZZ TOP SUNDAY, APRIL 24, 2022 SOUTH OKANAGAN EVENTS CENTRE</p> |
| <p>JANN ARDEN LIVE! FRI. FEBRUARY 11 - 2022 South Okanagan Events Centre</p> | <p>A CELEBRATION WITH ZZ TOP SUN. APRIL 24 - 2022 South Okanagan Events Centre</p> |
| <p>JANN ARDEN LIVE! MON. JUNE 13 - 2022 South Okanagan Events Centre</p> | <p>PENTICTON ELVIS FESTIVAL SATURDAY - JUNE 25 & SUNDAY - JUNE 26 - 2022 SOUTH OKANAGAN EVENTS CENTRE</p> |

For local news, sports, weather and the stuff that matters **PentictonNow** stuff that matters

SPECTRA SOUTH OKANAGAN EVENTS CENTRE PENTICTON TRADE AND CONVENTION CENTRE valleyfirst24.com Valley First Box Office (at the SOEC), or online at ValleyFirstTx.com

BATHROOM POSTERS WITHIN BOTH VENUES (120+)