

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 from PTCC
- Facebook Event
- One (1) reminder social media post from the SOEC
 - Facebook (19,000+ followers)
 - Instagram (6500+ followers)

OUTDOOR

OUTDOOR DIGITAL MARQUEE AT SOEC | **Four (4) Weeks Out**

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

OUTDOOR DIGITAL MARQUEE AT PTCC x 2 | **Four (4) Weeks Out**

- Event graphic will be displayed in the rotating event loop between 6:00PM to 6:00AM on the outdoor digital marquee (8-10 seconds) above the PTCC's main entrances



WHAT'S INCLUDED?

IN-HOUSE

DIGITAL SIGNAGE | **Four (4) Weeks Out**

- **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
- **ATM Graphics at SOEC & PTCC**
 - Event graphic will be displayed on ATM's at the SOEC and PTCC

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 FINAL INVOICE

APPROVED BY CLIENT: _____

DATE: _____

REFERENCE PHOTOS



DIGITAL SCREENS AT VALLEY FIRST BOX OFFICE AT SOEC



DIGITAL SCREENS ON CONCOURSE AT SOEC



ATM SCREENS AT SOEC AND PTCC



OUTDOOR DIGITAL MARQUEE ALONG HIGHWAY 97



OUTDOOR DIGITAL MARQUEE AT PTCC X 2



BATHROOM POSTERS WITHIN BOTH VENUES (120+)