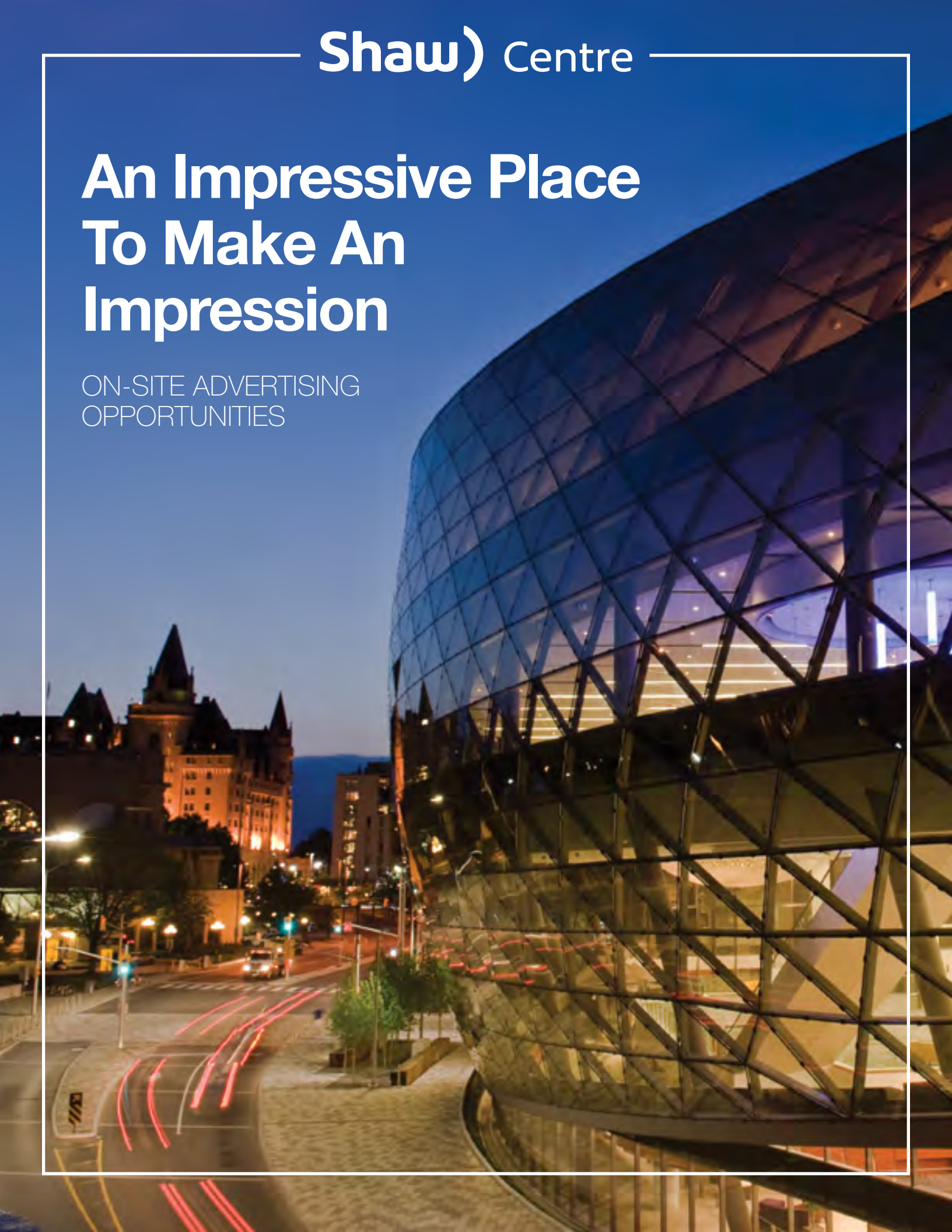


Shaw) Centre

# An Impressive Place To Make An Impression

ON-SITE ADVERTISING  
OPPORTUNITIES





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# An Impressive Place To Make An Impression

Shaw Centre is Canada's Meeting Place, a spectacular convention facility recently ranked in the top 3 in the world by the International Association of Congress Centres. It is a venue renowned for its

magnificent design and setting, for its premium field-to-table and organic food service, its commitment to sustainability, and its focus on delivering unparalleled service and experiences.

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# Make An Impression With Important People

Each year Shaw Centre hosts prestigious national and international gatherings, conferences, corporate events, trade shows and celebrations. Events of note hosted since the Centre opened in 2011 include the national conventions of all three main federal political parties, NHL All Star Fanfair, GTEC, Tamarack Ottawa Race Weekend, Grey Cup Festival,

46th annual JUNO Gala Dinner & Awards, the Ottawa-Gatineau International Auto Show and SaaS North 2017. These kinds of events and others together attract hundreds of thousands of influential and affluent people to the venue each year—and the Centre offers advertisers a range of flexible ways to reach, influence and interact with them while they're here.





# Digital Signage

## 8 large screens & 22 meeting room entrance screens

Catch eyes and communicate your message in dramatic high-resolution full motion on our eight large digital signage screens plus screens positioned at the entrances of 22 meeting rooms.



### Rates:

- Event: Please contact us for a personalized quote
- 1 month: \$1,800
- 3 months: \$4,860
- 6 months: \$8,640
- 1 year: \$12,500

### Specs:

- 16:9 ad ratio
- Maximum 5000 kb/sec Bit Rate
- Submitted via mpeg or mp4, PPT, png, jpg, gif for static
- Bilingual
- 1920x1080 resolution
- Silent (no audio)
- 5/10/15 sec. spots (20 min./day)
- File Size: Under 30 MEG

### Design fees:

\$138/hr (if required)

# Main Entrance Digital Wall Signage

## Large format, multiple screen display

Seen by virtually everyone who enters Shaw Centre through the main doors off Colonel By Drive, this large format digital wall delivers up to 600,000 impressions per year.



### Rates:

- Event: Please contact us for a personalized quote
- 1 month: \$1,800
- 3 months: \$4,860
- 6 months: \$8,640
- 1 year : \$12,500

### Specs:

- Maximum 5000 kb/secBit Rate
- Submitted via mpeg or mp4, PPT, png, jpeg, gif for static
- Bilingual
- 1360x780 resolution (each screen)
- Silent (no audio)
- 5/10/15 sec. spots (20 min./day)
- File Size: Under 100 MEG

### Design fees:

\$138/hr (if required)



# Shaw-Centre.com Big Box

**150,000 annual online impressions**

Reach the key meeting and convention planners and event attendees who visit the Shaw Centre website.

**Rates:**

- 1 month: \$250
- 3 months: \$750
- 6 months: \$1,500
- 1 year: \$2,800

**Specs:**

- 300 x 250
- 40K max
- Flash (with backup static gif), jpg, png
- Provide click-through URL
- Seperate English and French files required

**Design fees:**

\$138/hr (if required)



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# Cell Phone Charging Station

**Connect with them  
while they're disconnected**

Our cell phone charging station let's you reach every user at least twice – when they're out of juice and when they've recharged.

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**Rates:**

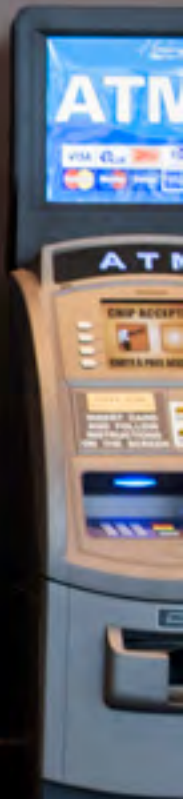
- Event: \$250
- 1 month: \$500
- 3 month: \$1,250
- 6 month: \$3,000
- 1 year: \$5,000

**Specs:**

- 1280 x 720
- MP4 format

**Design fees:**

\$138/hr (if required)



# Floor stickers

## Put your best foot forward

Shaw Centre has thousands of square feet of floor space, and some of it can accommodate floor graphics. Quantities and size subject to approval.

**Rates:** Event: \$1,000

**Specs:** Suggested size : 24"(W) x 36"(H)

**Production & installation fees:**

Package of 10 floor decals \$1,500  
(estimate based on suggested size)

**Design fees:** \$138/hr (if required)







## Elevator Wraps

### 4 doors, full coverage

Cover the doors of all or one of four elevators that service the Centre and make a big, bold statement.

**Rates** (Per door): Event: \$500  
**Specs:** 42.25" (W) x 84" (H)  
**Production & installation fees:**  
\$1,100/2 elevators  
**Design fees:** \$138/hr (if required)

## Elevator Posters

### 2 posters, captive audience

Posters placed in elevators let you reach a captive audience that spends extra time with your message. Ads can be changed over the course of the agreement.

**Rates** (Per poster):  
• 1 month: \$350  
• 3 month: \$550  
• 6 month: \$900  
• 1 year: \$1,350

**Specs:** 11" x 17"  
printed one side  
**Production & installation fees:** \$150/2 posters  
**Design fees:**  
\$138/hr (if required)



# Escalator Wrap

**Reach them coming and going**

Wrap one or all of our three escalators with your brand and message.

**Rates:**

- Event: \$750
- Design fees \$150/hr

**Specs:**

- 1<sup>st</sup> floor: 503" x 31" (x4)
- 2<sup>nd</sup> floor: 959" x 31" (x4)
- 3<sup>rd</sup> floor: 728" x 31" (x4)

**Production and installation fees:**

- 1<sup>st</sup> floor: \$3,500
- 2<sup>nd</sup> floor: \$6,000
- 3<sup>rd</sup> floor: \$5,000

**Design fees:**

\$138/hr (if required)







## Pillar Banners

**Have a high rising presence,  
4 positions available**

Our four second floor pillar banner positions provide floor-to-ceiling visibility that simply can't be missed.

**Rates:** Event: \$500/pillar or \$1,750/4 pillars  
**Specs:** 25.625" (W) x 258" (H)  
**Production & installation fees:** \$900/pillar  
**Design fees:** \$138/hr (if required)

## Column Wraps

**180-degree presence,  
8 positions available**

Columns supporting the Centre's superstructure provide wrap around advertising opportunities.

**Rates:** Event: \$500/column or \$750/2 columns  
**Specs:** 80" (W) x 96" (H)  
**Production & installation fees:** \$600/column  
**Design fees:** \$138/hr (if required)



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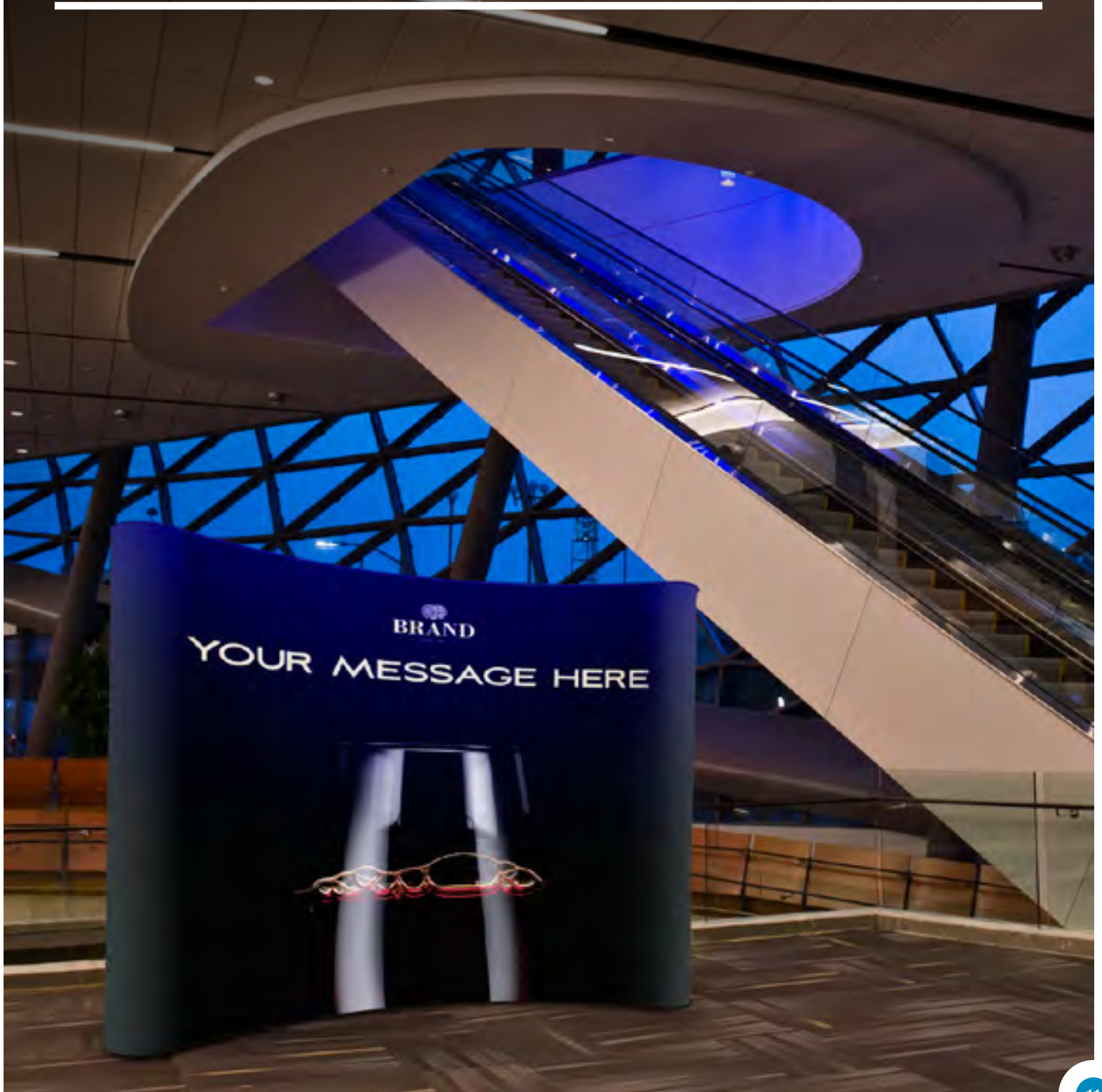
# On-Site Booth

## Get face-to-face

Set up your own booth or offer this space to one of your sponsors to create awareness and connect with your guests. Pending availability of non-contracted space.

**Rates:**  
Event: \$2,500

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# Promo Item Distribution

**Put your promo piece in their hands**

Distribute company literature and promo items to event attendees on site.

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**Rates:** Event: \$750

**Design fees:** \$138/hr (if required)

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# Tent Cards On Cocktail Tables

**A reminder when they're relaxing**

Place tent cards on cocktail tables on three levels of Shaw Centre.

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**Rates:** Event: \$250 per floor

**Specs:** 5" (W) x 7" (H) (Visible area)

**Production & installation fees:** \$600

**Design fees:** \$138/hr (if required)



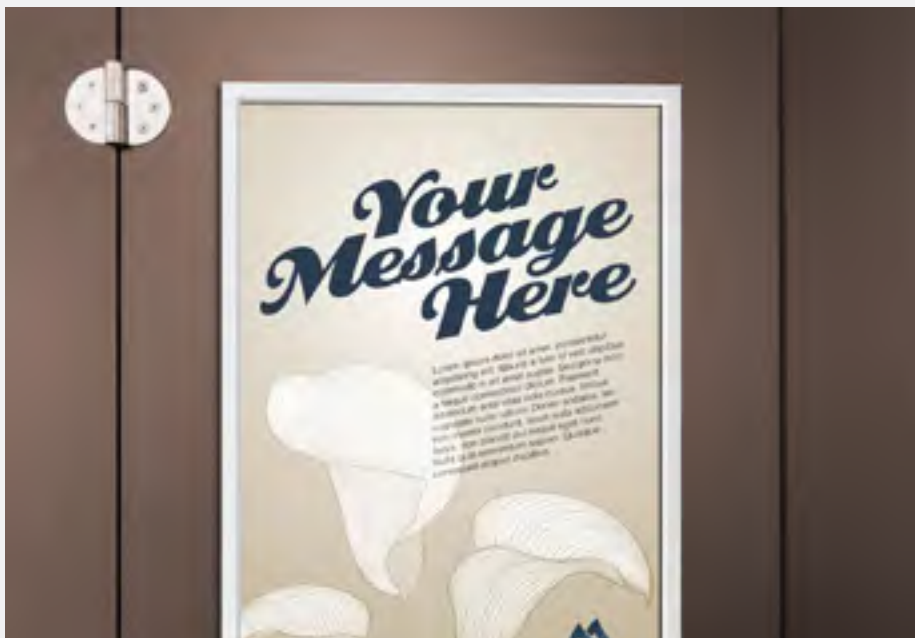




# Washroom Advertising

## A captive audience

Our washrooms offer advertising poster positions in stalls and next to mirrors. Ads can be changed over the course of the agreement.



**Rates:** (Per bathroom)

Placement includes

1 mirror & 5 bathroom stalls

• 3 months: \$3,000

• 6 months: \$5,000

• 1 year: \$8,000

**Specs:** 11" (W) x 17" (H)

**Production & installation fees:**

\$150/2 posters

**Design fees:** \$138/hr (if required)



## Logo On ORB

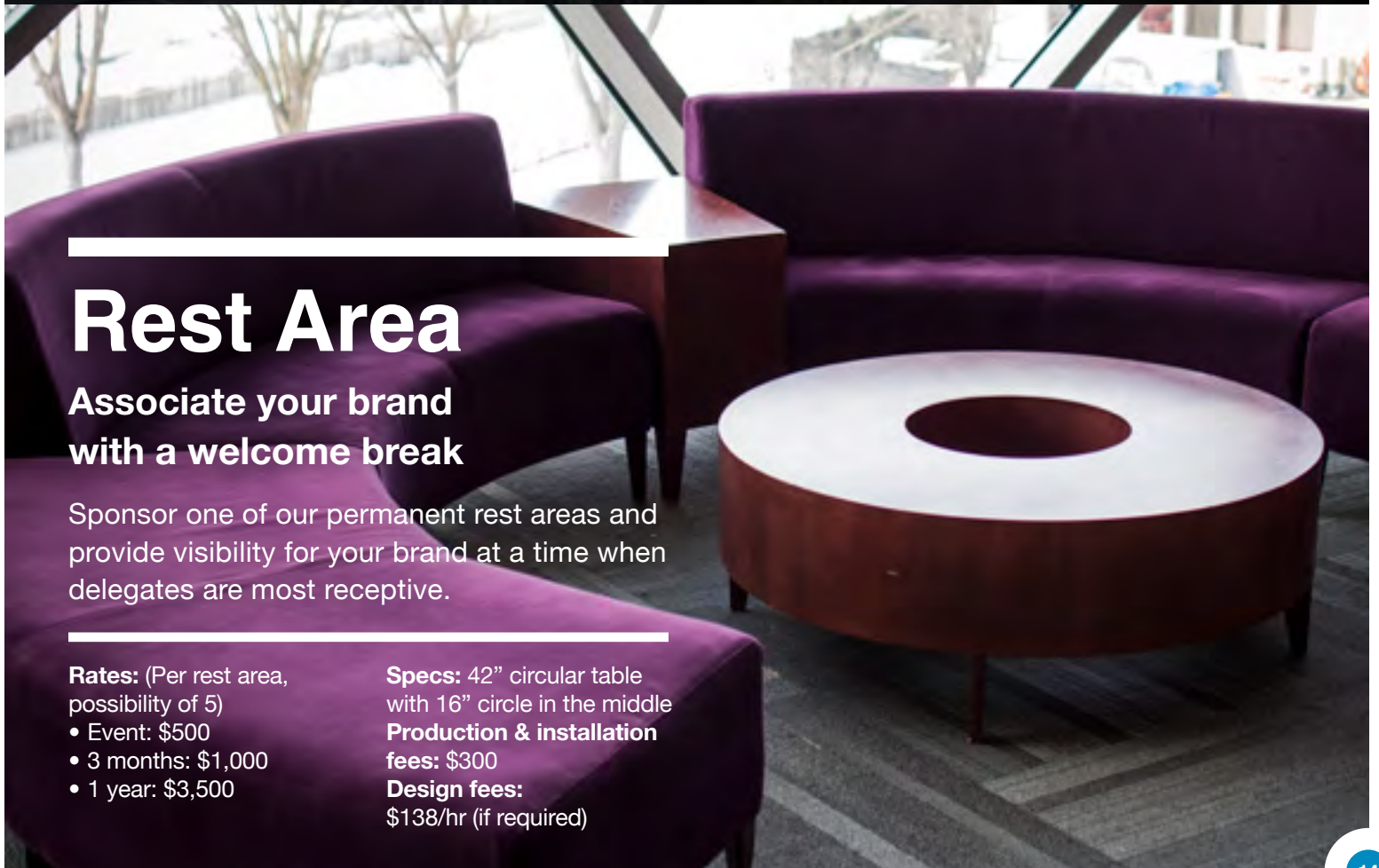
Project your logo on this architectural feature

Project your brand on this architecture feature that appears on the third and fourth floors of the Centre.

**Rates:** Event: \$500 (Per floor)

**Specs:** B size Gobo for a Leiko light

**Production & installation fees:** \$550 (Per floor)



## Rest Area

Associate your brand with a welcome break

Sponsor one of our permanent rest areas and provide visibility for your brand at a time when delegates are most receptive.

**Rates:** (Per rest area, possibility of 5)

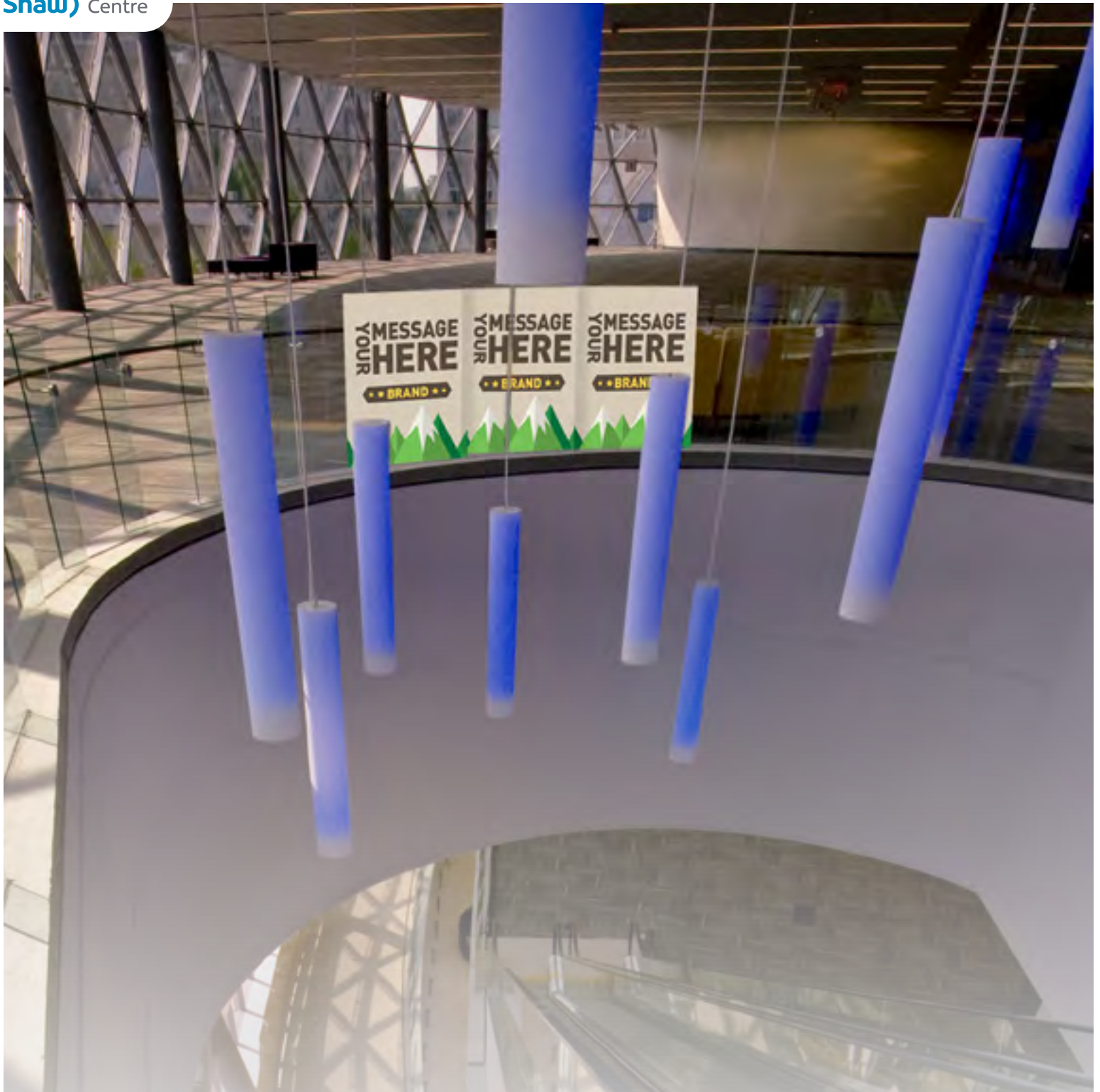
- Event: \$500
- 3 months: \$1,000
- 1 year: \$3,500

**Specs:** 42" circular table with 16" circle in the middle

**Production & installation fees:** \$300

**Design fees:** \$138/hr (if required)





## Glass Panels

Glass panels are available throughout the centre including the Confederation ramp, overlooking the lobby, and escalator glass panels on the 3rd floor.

**Rates:** Event: \$500  
59.5"(W) x 39"(H) (lobby & Confederation ramp)  
**Production and installation fees:** \$ 300/panel  
36"(W) x 34"(H) (hanging over elevators)  
**Production & installation fees:** \$150/panel  
**Design fees:** \$138/hr (if required)



**SHAW Centre  
Advertising Opportunities**

Contact Julia Forbes  
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