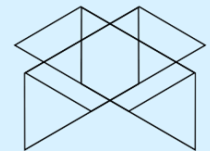




# SCCM 2024 Critical Care Congress | OOH Media

Phoenix, AZ

*Version: October 14, 2023*



SIGHTLINE

# Highlights & Topics

- Topline OOH Media Approach
- OOH Tactical Options & Details
- Next Steps

---

# Overview

## Summary



### AUDIENCE

SCCM Critical Care Congress Attendees



### OOH Goals & Objectives

Generate awareness and support of the SCCM event by sponsors



### MARKETS

Phoenix, AZ  
Phoenix Convention Center



### TIMING

Pre-Courses: Jan. 19 - 20, 2024  
Annual Meeting: Jan. 21 – 23, 2024



### BUDGET

Opportunities vary

## Strategic Thoughts

- ❑ Include a variety of OOH media at various budget levels so that multiple sponsors have the opportunity to support the SCCM Congress with OOH media.
- ❑ Evaluate various OOH media encounters attendees may have during their journey at SCCM.
- ❑ Highlight the most Premium OOH options available.



SIGHTLINE

# Next Steps

- ❑ Media space is not on hold and all availability must be re-confirmed prior to contracting.
- ❑ Printed OOH Formats: artwork built to specs provided will be due 5-6 weeks prior to the media start date.
- ❑ Digital OOH formats: artwork to spec is due 3 weeks prior to the media start date.
  - ❑ Airport media artwork is subject to approval.
- ❑ If SCCM would like to offer sponsors in-hotel opportunities...
  - ❑ SCCM to send introduction email to hotel(s) contacts alerting hotels of approval to work with Sightline.



# Convention Center & City OOH Opportunities

\*\*all options are subject to availability

## Digital Bulletin 7th Street and Washington St. #17

**Description:** High profile digital unit located at the East Convention Center garage. Gateway structure at the corner of 7th Street and Washington Street.

**Size:** 14' x 48' (:08 sec spot)

**Timing:** 1/15/24 - 1/28/24

**Cost Per 2 weeks, Per Spot:** \$8,000

**Notes:**

- 12.5% SOV
- Operates 6a-10p
- 60 day prior cancellation policy



All media is subject to availability and is **not** on hold.



## Digital Spectacular Jefferson St. and Third St. #24AB

**Description:** Corner wrapped unit that delivers dual-sided coverage to Footprint Center, Phoenix Convention Center and Chase Field. Faces the SW corner stairs to the Convention Center's south bldg.

**Size:** 15'10" x 54'8" (:15 sec spot)

**Timing:** 1/15/24 - 1/28/24

**Cost Per 2 weeks, Per Spot:** \$16,500

**Notes:**

- 10% SOV
- Operates 6am-12a
- 60 day prior cancellation policy

