

# WE GET YOU CONFERENCEERS.

OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives.

We are famous for incomparable impact and creativity of our medium – we champion the power of the biggest canvases across North America to drive engagement, fame, and trust.

We leverage new technology to make OOH more relevant, responsive, and rewarding. And it makes your existing digital investments work harder.

Go purple, and get your brand story OUTFRONT!

## KICC (Kentucky International Convention Center)

Centrally located in the heart of downtown Louisville, the Kentucky International Convention Center (KICC) demands attention. Close proximity to a multitude of hotels, dozens of fine dining and casual restaurants, as well as walking distance to museums, distilleries, and other attractions ensures full visibility to your brand message.

- \$53M in annual economic impact.
- Newly renovated.
- 200,000+ sq. ft. of exhibit space.
- Proximity to more than 6,000 hotel rooms.
- Approximately 300K unique visitors annually.
- Average 2-3 events per week.

LOUISVILLE, KY  
502.584.1900

COPYRIGHT © 2018 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED. LAST REVISED 2/20/2019



# INTERIOR DIGITAL PANELS

## UPPER CONCOURSE: NORTH

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as **time of day, weather, season, or sports scores**. Digital provides ultimate messaging.

### PRODUCT INFORMATION

- 18'H x 5'W
- LED Display
- Spot Length: 10 Seconds
- Full video (mp4 & H.264)





Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as **time of day, weather, season, or sports scores**. Digital provides ultimate messaging.

## PRODUCT INFORMATION

- 18'H x 5'W
- LED Display
- Spot Length: 10 Seconds
- Full video (mp4 & H.264)





# INTERIOR DIGITAL PANELS

## MAIN CONCOURSE: WEST

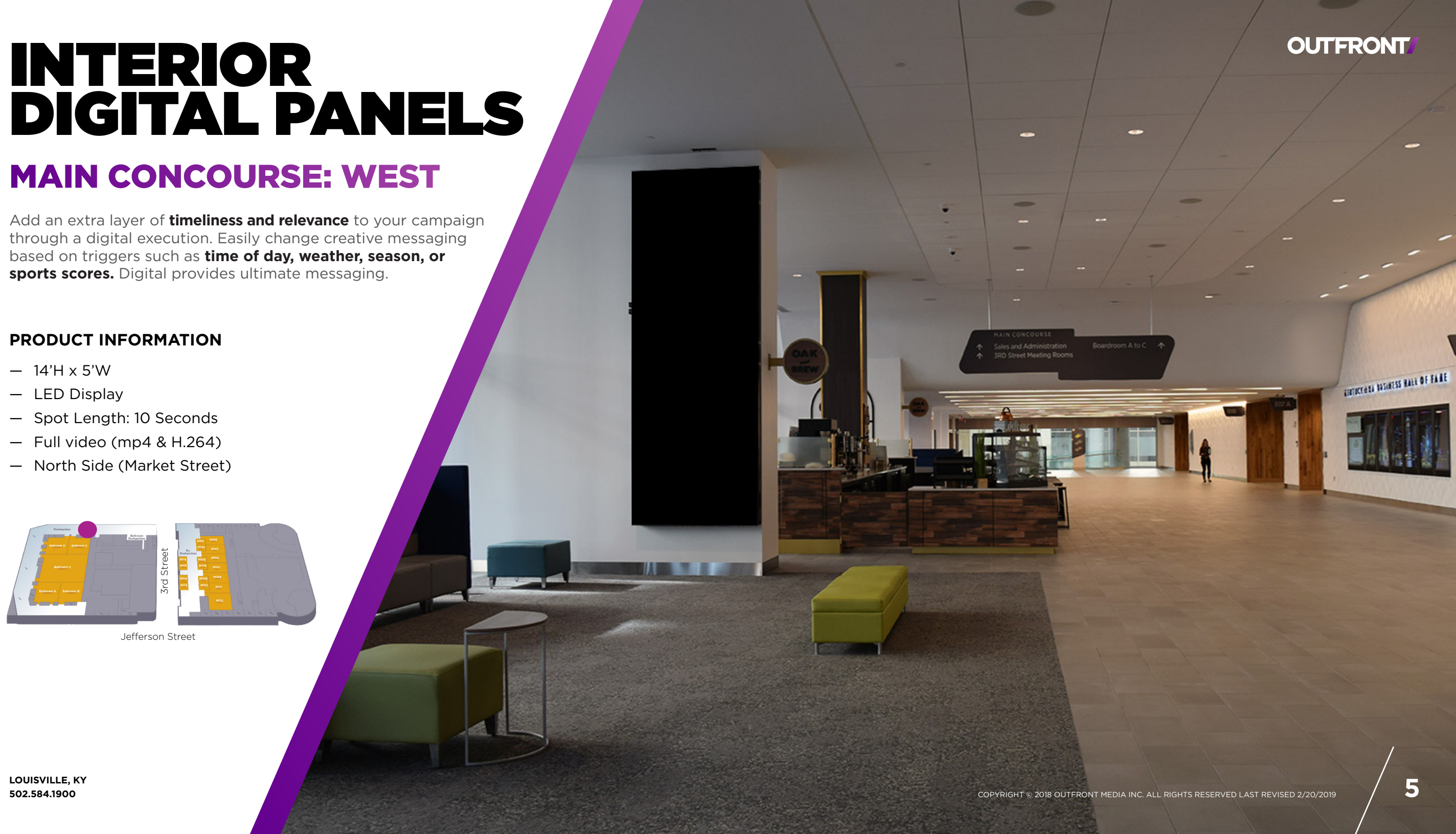
Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as **time of day, weather, season, or sports scores**. Digital provides ultimate messaging.

### PRODUCT INFORMATION

- 14'H x 5'W
- LED Display
- Spot Length: 10 Seconds
- Full video (mp4 & H.264)
- North Side (Market Street)



Jefferson Street





# INTERIOR DIGITAL PANELS

## MAIN CONCOURSE: WEST

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as **time of day, weather, season, or sports scores**. Digital provides ultimate messaging.

### PRODUCT INFORMATION

- 14'H x 5'W
- LED Display
- Spot Length: 10 Seconds
- Full video (mp4 & H.264)
- South Side (Jefferson Street)



Jefferson Street



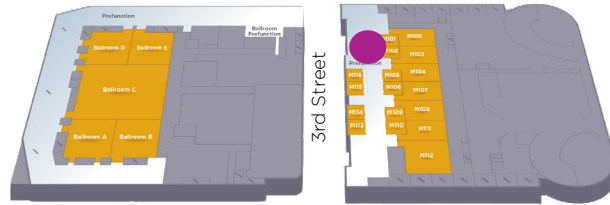
# INTERIOR DIGITAL PANELS

## MAIN CONCOURSE: EAST

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as **time of day, weather, season, or sports scores**. Digital provides ultimate messaging.

### PRODUCT INFORMATION

- 12'H x 4'W
- LED Display
- Spot Length: 10 Seconds
- Full video (mp4 & H.264)
- North Side (Market Street)



Jefferson Street





# INTERIOR DIGITAL PANELS

## MAIN CONCOURSE: EAST

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as **time of day, weather, season, or sports scores**. Digital provides ultimate messaging.

### PRODUCT INFORMATION

- 12'H x 4'W
- LED Display
- Spot Length: 10 Seconds
- Full video (mp4 & H.264)
- South Side (Jefferson Street)



Jefferson Street

# DIGITAL PANEL RATES/

PACKAGE	CONTENTS	TOTAL LOOP	SHOW BUY-OUT	SHOW BUY-OUT (ALL SHOW DAYS)	SHOW 1X :10 SEC SPOT (ALL SHOW DAYS)
THE SLUGGER	6 Displays (2 Floors)	:120 SEC.	:40 SEC. EACH	\$6,500	\$2,800
UPPER CONCOURSE	2 Displays (UC NORTH & SOUTH)	:120 SEC.	:40 SEC. EACH	\$3,000	\$1,200
MAIN CONCOURSE (WEST)	2 Displays (MC NORTH & MC SOUTH)	:120 SEC.	:40 SEC. EACH	\$4,000	\$1,500
MAIN CONCOURSE (EAST)	2 Displays (MC NORTH & MC SOUTH)	:120 SEC.	:40 SEC. EACH	\$1,500	\$1,000

\*For custom packages, inquire with your sales representative.  
\*\*Rates valid for shows starting in next 18 months. For booking after 18 months, consult with sales rep.

Sales contact: Mike Sheehy - [mike.sheehy@outfrontmedia.com](mailto:mike.sheehy@outfrontmedia.com) | 502.812.1754