

ACTIVITIES WALL & ILLUMINATED CORRIDOR

ADVERTISING OPPORTUNITIES



INVEST IN GREAT VISIBILITY:
The Convention Center hosts more than 1 MILLION EVENT ATTENDEES EVERY YEAR

THE ACTIVITIES WALL

Premier Location

The Activities Wall is located directly across from the Restaurant Booth in the Grand Lobby of the San Diego Convention Center. Visitors can scan the Activities Wall for information on what to see and do in San Diego, and they can even buy tickets to area attractions.



Size	Annual Rate*
20.875" x 10.125"	\$2,200 per year
21" x 21"	\$3,600 per year
35" x 27"	\$4,500 per year

Additional Value

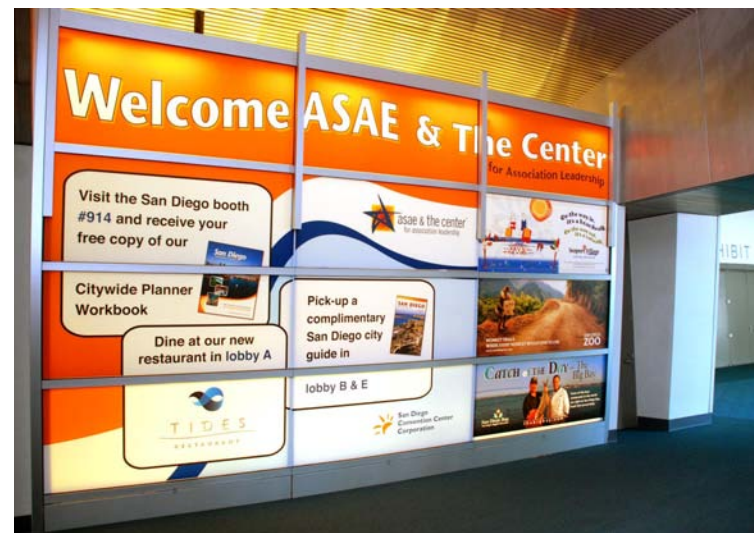
Both of these advertising venues offer an opportunity to reach an expanded number of visitors in high traffic locations. The Convention Center annually attracts nearly 600,000 out-of-town delegates, as well as more than 500,000 local residents from consumer shows and public events.

* Printing and installation fee is not included in the rate.
 * Turnaround time is three weeks from the date we receive files.

THE ILLUMINATED CORRIDOR

High Visibility

Premium backlit advertising spaces are available in the corridor connecting the East and West wings of the San Diego Convention Center — adjacent to the only FedEx Kinko's in the building and near Starbucks. In this busy thoroughway, convention attendees and meeting planners are sure to see your message.



Size	Annual Rate*
31.5" x 77"	rate varies

Included in the Advertising Costs:

- Backlit advertising space in your chosen dimension
- A direct-dial phone bank with your four-digit number listed in a visible directory
- Rack space for your 4" x 8 1/2" advertising brochures
- Promotion of your business by our Restaurant Reservations and Concierge Services staff
- Most importantly, the sale of your admission tickets (some restrictions apply)