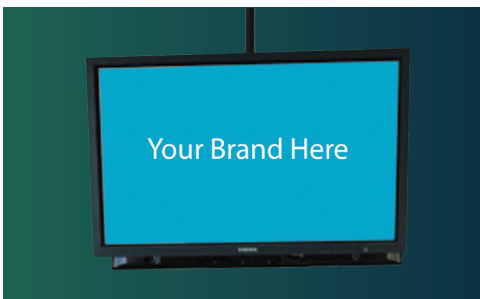


Own the City Branding Campaign

408 Almaden Boulevard, San Jose, CA 95110 • 800-SAN-JOSE
www.sanjose.org



Welcome to San Jose

The professional staff of Team San Jose is committed to providing an excellent experience to your attendees by offering a variety of signage opportunities through our Own the City Branding Campaign.

Together with your strong brand and TSJ's personalized service we can make your attendees feel welcomed as soon as they arrive in San Jose and throughout the city.

The Own the City branding opportunities include:

- Welcome Volunteers (airports, hotels, etc) – TSJ will coordinate an airport meet and greet service at the San Jose domestic or international terminals. Greeters can provide assistance with arrivals, departures, baggage claim areas, and direct passengers to shuttle, taxi areas, or car rental counters.
- City Street Pole Banners – Over 450 vertical pole banner opportunities in the downtown area of San Jose. TSJ can assist with city application processes including production, installation and removal.
- Merchant Awareness – Welcome signs posted on storefront windows of local merchants during the event dates.
- San Jose Welcomes Signs – Welcome signs placed at the main entrance of the Convention Center. Tabletop signage placed at the San Jose Convention Center concierge desk and participating hotels. TJS will assist with sign production and delivery to the hotels.
- Convention Center Signage – Event signage and banners provide advertising at the Convention Center.
- Digital Welcome Message – Electronic announcements of your event displayed on plasma screens throughout the Convention Center.
- Conference Web Page – Personalized web page of the event to inform attendees of all events taking place during the conference dates. The web page can also be linked directly to the conference home page for more information.
- Public Relations –TSJ can assist with media releases and can coordinate the request to have a VIP representative from the city office to greet your group.
- Additional Welcome Options – Welcome buttons/stickers for the greeting staff at the Convention Center, partnering hotels, taxicab drivers and merchants to welcome your group.

Own the City Branding Campaign



Airport Welcome and Advertising Opportunities

- Additional Welcome and Advertising Signage – Advertising opportunities available in the baggage claim areas that include carousel wraps, Mobile Media, and LCD screens.
- Airport Street Pole Banners – Team San Jose has exclusive use of the 10 banner poles at the San Jose Airport.

There are 2 banners on each pole, a total of 20 banners to welcome your attendees.



VISIT
SAN JOSE
CALIFORNIA

Own the City Branding Campaign



Own the City Branding Campaign



Public Transportation Takes Your Ad to Your Audience

- VTA Buses, light rail and taxis go where people go, where they live, work, shop and play. And wherever those vehicles travel, your advertising goes with them
- You will reach the key drive-time audience of pedestrian and vehicular traffic, as transit routes cover nearly all major streets of Santa Clara County
- Wherever consumers travel in the course of a day, transit advertising is sure to be there, driving your message home.
- VTA Buses - Programs run 4-week cycles and reaches over 85% of Santa Clara County during that time!
- TAXI Cabs - 20 cabs tops double-sided minimum recommended.
- Airport inter-terminal shuttle buses – Targets 13K passengers daily. Your message will reach visitors and local residents using buses for Rental Car companies, Long Term Parking, and Inter Terminal Bus passengers and employees.



VISIT
SAN JOSE
CALIFORNIA

Own the City Branding Campaign



Own the City Branding Campaign

San Jose McEnergy Convention Center

Brand the Convention Center inside and out. The facade of the building, exterior and interior walls, doors, windows, columns, staircases, and floors are all places to hang banners or install graphics. You can even place graphics on our digital signage areas (exterior marquees and interior plasmas).





Own the City Branding Campaign

