



American Academy of Ophthalmology 2008 Joint Meeting

Shuttle Bus Panels & Headrests

Shuttle Bus Panels

Achieve maximum exposure with advertisements on the Academy's official shuttle buses running the duration of the meeting from Friday, November 7 to Tuesday, November 11. Your advertising message will be prominently displayed as these buses traveling around Atlanta.



Bus Panel Package Includes

- Twenty (20) 2-foot high by 30-foot long identical side panels placed on both sides of ten (10) motor coaches.
- 4-color process, premium quality vinyl graphics.
- Signs will be placed on buses running the longest hours for maximum coverage.
- Two (2) sets of artwork per package.
- Design support, pre-production proofs and production of signs.
- Installation and removal.
- Shipping and tax.
- There are six (6) packages available.
- Cost: \$40,000 per package.

Add Custom Headrests

- Add 600 (6" high x 9" wide) custom headrests to be placed on every seat in the ten (10) motor coaches with your shuttle bus panels.
- One (1) set of artwork per package. Design may vary on the front and back side of the headrest cover for a maximum of two pieces of artwork per headrest.
- Design support, pre-production proofs and production of headrests.
- Installation and removal.
- Includes shipping and tax.
- Cost: \$10,000



Artwork Deadlines

Deadline for artwork is September 26, 2008. Artwork must be sent directly to Kushner & Associates. After September 26, a 10% rush fee will be assessed.

Payment and Cancellation Terms

100% non-refundable payment will be due upon confirmation. Production will begin after payment is received.

Important Notes

- Signs are not transferable from motor coach to motor coach and cannot be removed and reapplied.
- Headrests can only appear in buses that have the same exhibiting company's panels on the exterior of the bus.
- Headrests can be sold separately, if there are any unsold bus panel packages as of September 1, 2008.

Contact to Reserve:

Nicole Naughten

Promotions Manager, Meetings & Exhibits

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