



## **San Mateo County Event Center**

### **Marketing & Advertising Opportunities**

For more information, contact:

Chris Hillyard  
Action Marketing  
415-333-8950

[Chris.Hillyard@ActionMarketingSF.com](mailto:Chris.Hillyard@ActionMarketingSF.com)

## MARQUEE ADVERTISING

### 25<sup>th</sup> Avenue Marquee Panel 6'x6'

The San Mateo County Expo Center Marquee at 25<sup>th</sup> Avenue and So. Delaware Street will be seen by the over 3,500,000 vehicles that pass through this intersection on an annual basis (Traffic Data Resources).

- Marketing Investment: \$10,000 - one year contract or \$6,000 for six months

### 25<sup>th</sup> Avenue Marquee Panel 5'x20'

The San Mateo County Expo Center Marquee at 25<sup>th</sup> Avenue and South Delaware Street is seen by 3,500,000 vehicles that pass through this intersection on an annual basis (source: Traffic Data Resources).

- Marketing Investment: \$16,000 - one year contract





---

**Saratoga Driver Marquee Panel 3'x10'**

The new San Mateo County Expo Center Marquee will be located at South Delaware Street and Saratoga Drive. An LED electronic reader board is centered between two (2) 3'x10' back-lit panels.

- Marketing Investment: \$10,000 - one year contract or \$5,500 for six months





## ONSITE ADVERTISING

### Expo Hall Entrance

Display your company logo or message at the Expo Hall entrance visible to 600,000 event attendees annually. This prime billboard real estate host signs up to 10'x30'.

- Marketing Investment: \$12,000 - one year contract





### **Fiesta Hall Entrance**

Display your company logo or message at the Fiesta Hall entrance visible to 600,000 event attendees annually. This prime billboard real estate host signs up to 10'x30'.

- Marketing Investment: \$11,000 - one year contract



### Expo Hall Hanging Banners

Display up to four hanging banners with your company logo or message inside Expo Hall which hosts 600,000 event attendees annually. This prime billboard real estate host signs up to 10'x30'.

- Marketing Investment: \$5,000 - one year contract, per banner





**25<sup>th</sup> Avenue Exit Marquee 10'x30'**

Display your company logo or message at the 25<sup>th</sup> Avenue San Mateo County Event Center exit gates. This prime billboard real estate hosts signs 10'x30'.

- Marketing Investment: \$12,000 - one year contract



### **TRI-MOTION SIGN**

Rotating sign within the main Expo Center building, Expo Hall, two illuminated signs approximately 2'x3' strategically located near the food concession stands for optimal viewing.

- Marketing Investment: \$1,500 for two signs, one year contract



**ON-SITE BANNER POLES**

Hang your company branded banners on-site at the Expo Center. Twelve banner poles, 10' high are located strategically throughout the Expo Center grounds to ensure maximum impressions. Each banner is approximately 2'x4'.

- Marketing Investment: \$1,500/double sided sign, one year



## COUPONS

### PARKING TICKET COUPONS

Event Center parking officers will distribute your coupons directly to attendees at the parking kiosks. All cars entering the facility pay for parking and will receive a receipt and your company's coupon. Approximately 150,000 parking receipts and your coupon will be distributed in one year.

- Marketing Investment: \$6,000

## DIRECT MAIL

### BI-MONTHLY EVENT SCHEDULE

This mailing reaches 3,000 San Mateo County residents detailing the upcoming events at the Expo Center. Space is available for a 2.75" x 3.75" coupon.

- Marketing Investment: \$500 per mailing



E-Mail info@expo.com  
www.sanmateoexpo.org

### Schedule of Events March / April 2006

Event	Date	Time	Price	Building
Northern California Golf Show www.norcalgolfshow.com	March 3	11:00am - 6:00pm	\$10 Adults	Expo Hall
	March 4	9:00am - 3:00pm	\$8 Seniors 60+	
	March 5	9:00am - 4:00pm	\$8 for ages 12 - 54 \$5 for ages 55 - 12 (10 & under Free) Discounts available on website	
San Carlos Spring Fling 2006 www.springfling.com	March 4	5:30pm - 11:30pm	\$90 Adults For more information visit website	Fiesta Hall
San Mateo Dog Training Club & Obedience Classes www.stcdbc.com	March 7, 14 & 21	7:00pm - 10pm	\$20/Puppies \$60/Obed \$7 Drop - in	Redwood Hall
	March 11 & 12	12:30pm - 6:00pm	\$8 Adults	Meeting Pavilion
Great Western & Atlantic Train Show www.GWANS.com	March 11	11:00am - 5:00pm	\$2 Adults 12 & under Free Discounts available on website	Fiesta Hall
	March 12	10:30am - 4:00pm	Free Admission	Expo Hall
4 Wheel Fun Parks www.funparkto.com	March 11	10:00am - 5:00pm	\$5 Adults, \$3 Seniors 60+	Expo & Fiesta Halls
	March 12	11:00am - 5:00pm	\$3 ages 12 & under for 2 Adults & 2 children under 12	
Skyline Dog Fanciers of San Mateo www.skylineofsanmateo.org	March 18	8:00am - 6:00pm	\$5 Adults, \$3 Seniors 60+	Expo & Fiesta Halls
	March 19	8:00am - 6:00pm	\$3 ages 12 & under for 2 Adults & 2 children under 12	
San Mateo Dog Training Club & Obedience Classes www.stcdbc.com	April 4, 11, 18 & 25	7:00pm - 10pm	\$20/Puppies \$60/Obed \$7 Drop - in	Redwood Hall
	April 5	10:00am - 1:00pm	Free Admission	Oak Hall
2006 Region One Men's Gymnastics Championships www.fightlight.org	April 6 - 9	2:30pm - 4:30pm	See website for all information related to the event	Fiesta Hall
International Gem & Jewelry Show www.intergem.net	April 7	12:00pm - 6:00pm	\$7 Adults, \$7 Seniors	Expo Hall
	April 8	10:00am - 6:00pm	10 & under FREE, outgoing adult	
	April 9	11:00am - 5:00pm	Discounts available on website	
Make Faire www.makefaire.com/faire	April 22	10:00am - 6:00pm	\$12 Adults, \$2 Seniors \$25 per family, 12 & under Free	Fiesta, Oak, Cypress, Meeting Pavilion, Central Mall
	April 23	10:00am - 5:00pm	Discounts available on website	
UVS - Hillborough Antiques Show www.hillboroughantiques.com	April 27	11am - 5pm	\$6 Adults	Expo & Fiesta Halls
	April 28	11am - 5pm	\$5 Seniors 55+	
	April 29	11am - 5pm	12 & under Free	
	April 30	11am - 5pm	Discounts available on website	

FOR ADDITIONAL INFORMATION LOG INTO OUR WEBSITE [www.simeventcenter.com](http://www.simeventcenter.com)

Pricing \$7.00/Car      2400 South Delaware Street - San Mateo, CA 94402 • (650) 574-3247      Events Subject to Change

We've discovered the secret of the best pasta!



Premium steak, fresh seafood, chicken and more...  
Bring in this ad for one free appetizer with purchase of one entree

Downtown San Mateo  
34 East Fourth Ave • 650-548-9100

### Mailing Schedule

January/February  
 March/April  
 May/June/July/August  
 September/October  
 November/December