



Make a statement at Black Hat with
America's most effective out-of-home
transportation advertising





A high-impact campaign at Black Hat

Location

Las Vegas, NV

POI

Mandalay Bay Convention Center

Timing

Aug 5 – Aug 10, 2023 (6 days)

Attendance

225,000+

Audience Type

Tech

Event Details

Click [HERE](#)

1

Wrapped Rideshare Cars



2

Choreographed BLITZ Campaigns



3

Optional In-Car Marketing



4

Attribution Reporting



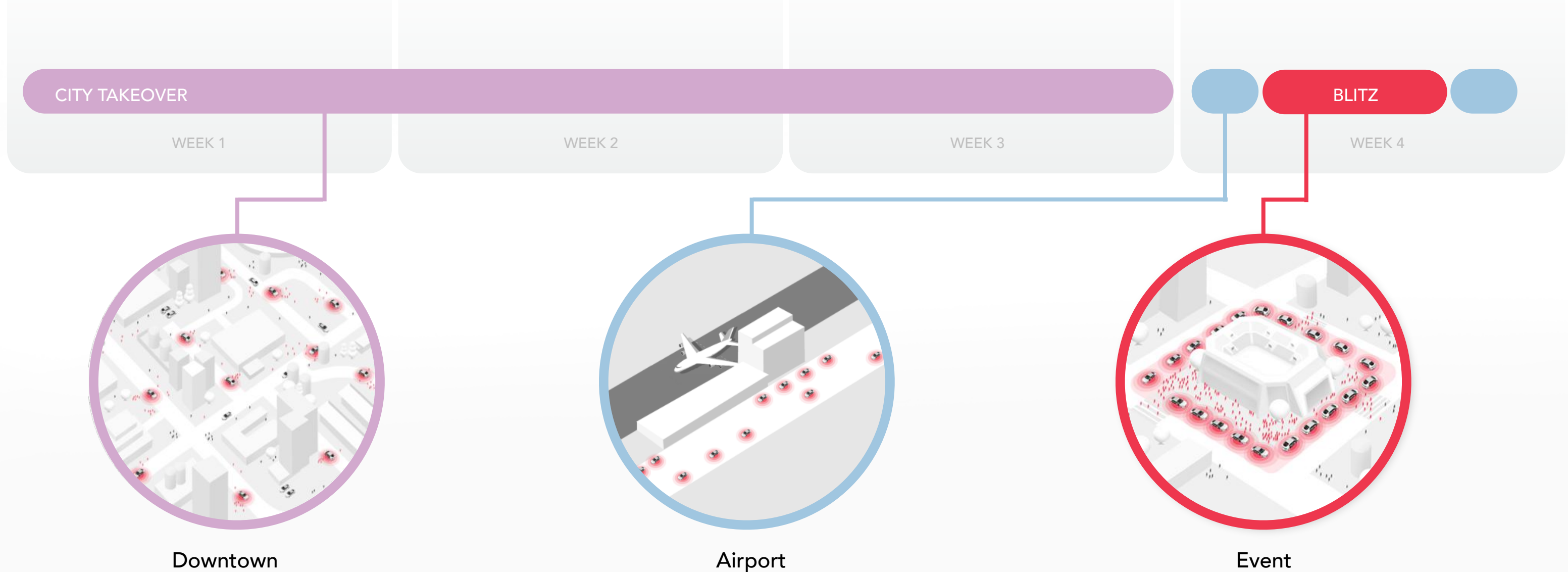
Premium Rideshare Cars
(Half wrapped or Fully wrapped)
'Ubering' 40+ hours per week
throughout the most crowded
areas of the city

Send your Branded Rideshare Cars
to swarm the event venue or any
priority locations in the area at key
moments and make a splash with
the audience

Equip the cars with Giveaways,
headrest flyers w/ QR codes,
incentives, swag, etc. to provide an
immersive and trackable rideshare
experience to passengers

Measure vehicle performance,
impressions, lift in website traffic
or foot traffic, app downloads, and
online conversions attributed to
mobilads OOH exposures

Reach your audience in real life at **multiple touchpoints**



Take over the city of **Las Vegas** with a fleet of Wrapped Rideshare Cars driving 40+ hours per week throughout Downtown, 2 to 4 weeks leading up to the event

Send your wrapped cars to drive through arrivals/departures rideshare lanes at **Las Vegas International Airport** the day before and after event, reaching your audience as they arrive and leave the city

Send your wrapped cars to **swarm Mandalay Bay** and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the venue.

Click [HERE](#) to view location details

Event Blitz Route Details

Swarm the streets around the Mandalay Bay Convention Center in Las Vegas, taking advantage of the high-traffic location, and capturing the attention of attendees as they come and go. Wrapped cars will also uber from the event location, taking event-goers throughout the city.









View interactive map [here](#)

Note: Road closures are highlighted in red, Blitz route is highlighted in green.



Rate Card

City Takeover + BLITZ Campaign

Format	Package Description	Number of Vehicles	Total Impressions	Total Media Cost	One-time Production Cost	Total Campaign Cost
 Wrapped Rideshare Cars Half Wraps (180 Viewshed)	City-Takeover, 4 weeks Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout Las Vegas	50	13,148,800	\$42,500	\$12,500	\$55,000
 Wrapped Rideshare Cars Full Wraps (360 Viewshed)	City-Takeover, 4 weeks Uber and Lyft cars driving 40+ hours per week in high-traffic areas throughout Las Vegas	50	17,750,880	\$65,000	\$50,000	\$115,000
 BLITZ Campaign	High-Impact, Less Time Swarm any location at specific times for 40 hours total during the event	10	862,960	\$10,000	Included	\$10,000
 BLITZ Campaign	High-Impact, More Time Swarm any location at specific times for 100 hours total during the event	10	1,787,560	\$25,000	Included	\$25,000
 BLITZ Campaign	Event Domination, Less Time Swarm any location at specific times for 200 hours total during the event	25	2,157,400	\$50,000	Included	\$50,000
 BLITZ Campaign	Event Domination, More Time Swarm any location at specific times for 400 hours total during the event	25	4,314,800	\$100,000	Included	\$100,000

NOTE: Pricing depends on number of cars and duration. We suggest a minimum of 25 cars for a city-takeover and a minimum of 10 cars for a BLITZ.



160

Blitz Hours

1.3M+

Relevant Impressions

ibotta[®]

Case Study:
Groceryshop Conference
BLITZ Campaign

Location Las Vegas, NV

Venue Mandalay Bay

Target Audience Retail Executives

Timing 4 days

Primary Goal Amplify Ibotta's presence at Groceryshop conference and leave a memorable impression to attendees with wrapped rideshare cars

Ibotta was looking for a unique way to make a statement at one of the largest retail conferences in Las Vegas, where OOH inventory was limited and sponsorships were expensive.

The mobilads team wrapped 10 rideshare cars that swarmed Mandalay Bay during the event reaching thousands of retail executives each day as they were entering and leaving the event

Reach out to learn more!



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Our Work and Case Studies: [mobilads Case Studies](#)

File Specs: [File Specs mobilads](#)

Impressions Methodology: [mobilads Impressions Methodology](#)

Attribution Case Study: [Campaign Attribution Study](#)