



Make a statement at CES 2024 with  
America's most effective out-of-home  
transportation advertising



# A high-impact campaign at CES 2024

**Location**

Las Vegas, NV

**POI**

Multiple venues along Vegas Strip

**Timing**

Jan 9-12, 2024 (4 days)

**Attendance**

180,000+

**Audience Type**

Tech

**Event Details**

Click [HERE](#)

1

Wrapped Rideshare Cars



2

Choreographed BLITZ Campaigns



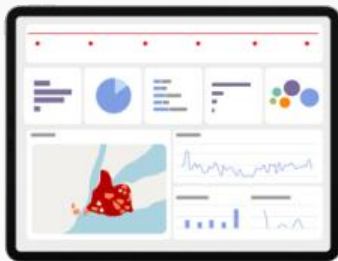
3

Optional In-Car Marketing



4

Attribution Reporting



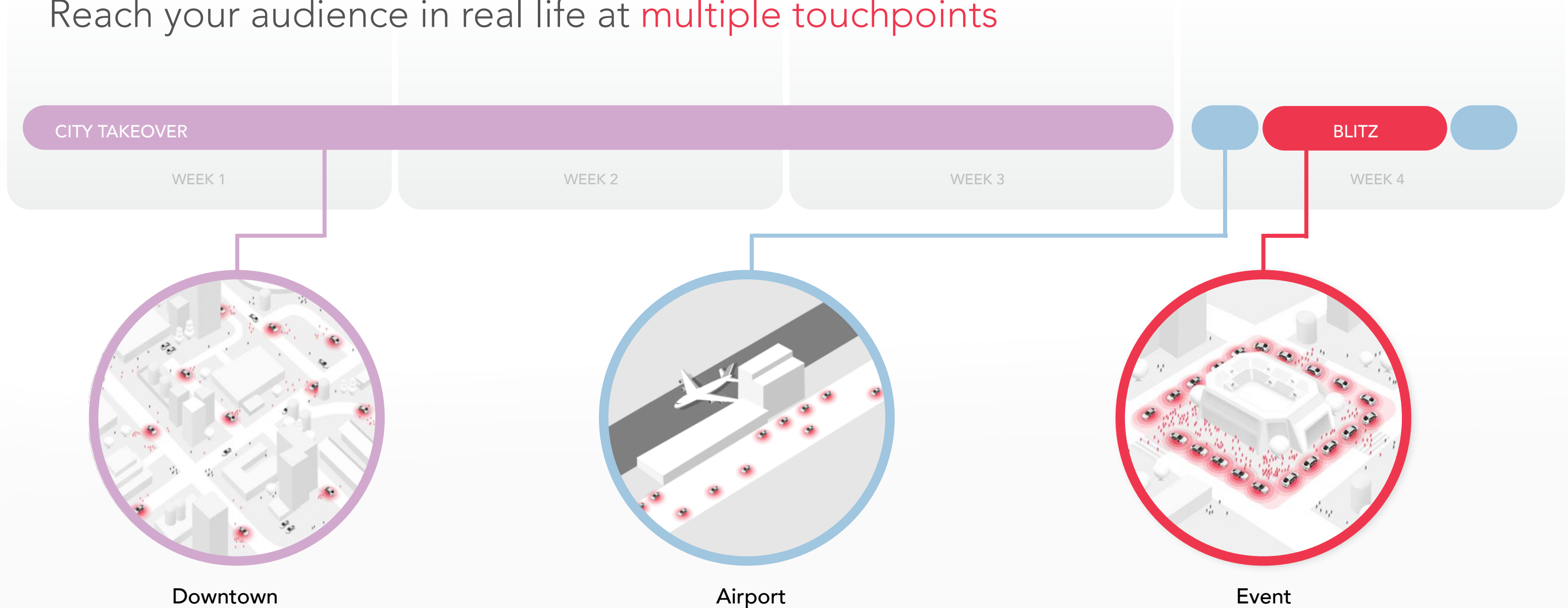
Premium Rideshare Cars  
(Half wrapped or Fully wrapped)  
'Ubering' 40+ hours per week  
throughout the most crowded  
areas of the city

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 conference venues along the Vegas Strip (Las Vegas Blvd) and weave through rideshare pick up/drop off locations where thousands of attendees are entering and leaving the venue.

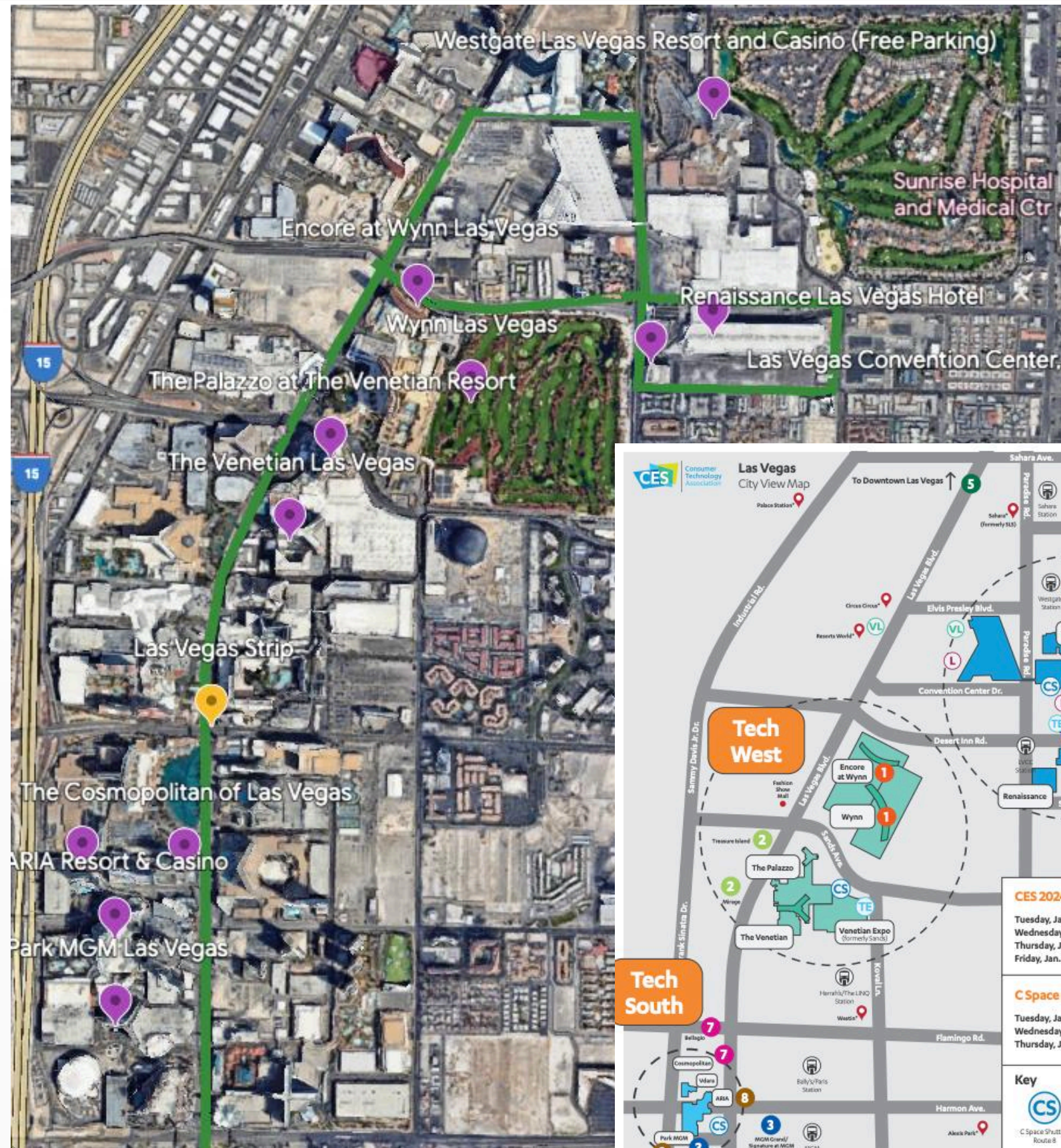
Click [HERE](#) to view location details

## Event Blitz Route Details

Take advantage of the sprawling, multi-campus event that is CES 2024, and take over the Las Vegas Strip with your vehicles.

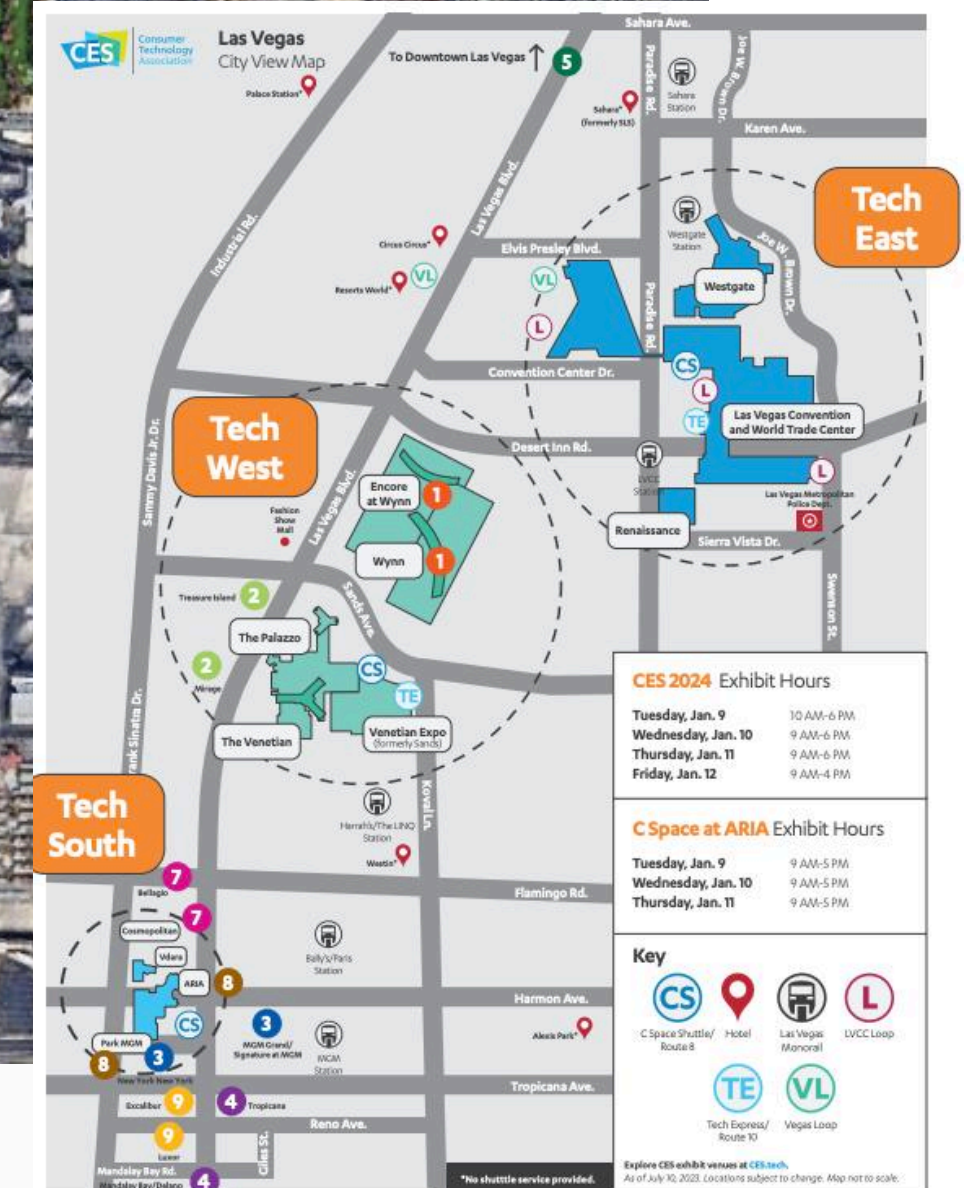
Your cars will not only have a presence across the Strip, but will focus on the venue campuses and hotels, taking full advantage of the shuttle and rideshare drop-off points for maximum exposure.

*Designated rideshare points include: ARIA, LVCC, Venetian Hotel, Venetian Expo, and Westgate.*









View interactive map [here](#)

Note: Blitz route is highlighted in green, with event place markers in purple



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**<sup>®</sup>

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](#)