

TIMES SQUARE DOMINATION

Owning the Crossroads of the World



Post-Midnight IN-SYNC Package "B"

Reuters & NASDAQ
FOX Newscorp and
ClearChannel's SpecHD, JVC
& Spectacolor's Las Vegas Strip

Planet Hollywood
Times Square

Experiential Marketing Program

Times Square / Las Vegas Road Block

EXCLUSIVE POST MIDNIGHT NYE w/ TIMES SQUARE POP-UP Store

Times Square "Pop-Up Store" in Planet Hollywood, from 9 am until 4 pm - Perfect for Sampling and other Activation activities in the heart of Times Square!

5 mins - Post-Midnight – on our "TSD Network" Super Screens

1st 5 MIN Pre-Midnight ROADBLOCK

- Midnight to 12:05 am

2nd 5 MIN Post Midnight ROADBLOCK

- 11:30 pm to 11:35 pm

Plus, IN SYNC

- 5 minutes/hr ALL DAY! - 6 am to 3 am
- post NYE January ROS Bonus package (no sync)

Plus Las Vegas!!!

Gold Level Co-Sponsor of Las Vegas Activation @ Fashion Show Mall – and ALL CC/Spec digital signs on the Vegas Strip

- Activity TBD in conjunction with client needs
- Activation shall include Signage and Sampling

Ask us about our CUSTOM 2-way Interactive Programs that will Engage, Entertain & Excite

New Year's Eve – VIP Hospitality Package

PRIVATE Planet Hollywood (PH) New Year's Eve Party in Times Square

- 30 VIP Tickets /Credentials to the Sky Suite
- 7 pm until 1 am
- Private Elevator Entrance to PH Sky Suite
- Sampling opportunity on ALL floors of PH
- Hot and Cold Food selection
- Beverages – Open Bar
- Clean & Staffed Restrooms
- Complimentary Photographer
- Music & Entertainment
- Live feeds of Times Square

Product Distribution / NYE Sampling Program

Our experienced team will assist in **Staffing, Coordinating & Overseeing** the permitted **Product Sampling** in NYC for the "TSD Network" consortium.

Your very own "Sampling Army" -

We will manage the permitted sampling distribution points leading into the primary TSQ access points –including key sampling locations along 6th Ave and 8th Ave and near ALL major NYC Midtown-Manhattan commuter hubs and transportation terminals. (see MAPS)

Our team will coordinate ALL NYC-based Sampling & Distribution with City of NY and NYPD

Incremental program / expense : facebook and Web-Based Photo Upload & Retrieval program

NOTE: Sponsor to provide add'l budget or "gear"

