

April 12, 2019

**BOARD OF COUNTY COMMISSIONERS
ORANGE COUNTY, FLORIDA**

**RFP #Y19-1036-TJ
DIGITAL ADVERTISING SERVICES - ORANGE
COUNTY CONVENTION CENTER**

ADDENDUM NO. 3

This Addendum is hereby incorporated into the request for proposal documents of the project referenced above. The following items are clarifications, corrections, additions, deletions, and/or revisions to and shall be amended as follows.

ADDITION: SCOPE OF SERVICES; TECHNICAL REQUIREMENTS, Section C, Contractor's Responsibilities; Add Paragraph 15, to read as follows.

15. Background Check / Drug Screen

The Contractor shall submit a current (no more than 30 days old) completed Level 1 background check (on an annual basis) to the OCCC's designated Security Division representative for each employee that will perform onsite services under the contract, at the Contractor's expense, before performing any work. Clearance may be denied based on the results of the background check.

Level 1 (past five years) to include:

Identification Verification
Selective Service Status (registered/unregistered)
FDLE Automated Criminal Record
Clerk of Courts by County of Residence
Employment Verification
DMV by State of Residence
Military Service Verification
Professional License and Certification Check

Drug Screen – Five Panel to include:

Amphetamines
Cocaine Metabolites
Marijuana Metabolites
Opiate Metabolites
Phencyclidine

ADDITION: SCOPE OF SERVICES; TECHNICAL REQUIREMENTS, Section C, Contractor's Responsibilities; Add Paragraph 16, to read as follows.

16. Transition Plan/Schedule

The Contractor shall complete the transition within 120 days of date of contract execution. The transition shall include but not limited to installing of software to existing media players and ensure connectivity is achieved to each digital sign to control content.

CORRECTION: GENERAL TERMS AND CONDITIONS; Section 5. INSURANCE, Required Coverage, Paragraph mentioning Business Automobile Liability is corrected to read as follows:

Business Automobile Liability - The Vendor/Contractor shall maintain coverage for all owned; non-owned and hired vehicles issued on the most recent version of the ISO form as filed for use in Florida or its equivalent, with limits of not less than \$1,000,000 (~~five hundred thousand dollars~~) (one million) per accident. In the event the Vendor/Contractor does not own automobiles the Vendor/Contractor shall maintain coverage for hired and non-owned auto liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

CORRECTION: CONTRACT #19-1036-TJ; ARTICLE 4 INSURANCE REQUIREMENTS, Required Coverage, Paragraph mentioning Business Automobile Liability is corrected to read as follows:

Business Automobile Liability - The Vendor/Contractor shall maintain coverage for all owned; non-owned and hired vehicles issued on the most recent version of the ISO form as filed for use in Florida or its equivalent, with limits of not less than \$1,000,000 (~~five hundred thousand dollars~~) (one million) per accident. In the event the Vendor/Contractor does not own automobiles the Vendor/Contractor shall maintain coverage for hired and non-owned auto liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

This addendum incorporates the following attachments to RFP #Y19-1036-TJ, Digital Advertisement Services - Orange County Convention Center.

- ATTACHMENT J Future Event Schedule 4-2019 - 4-2021
- ATTACHMENT K Digital Signage Revenue Projection FY 19-20 - By Event
- ATTACHMENT L Top 25 Digital Advertisers - Annual Average 3-Yrs
- ATTACHMENT M NRL DIGITAL Advertising Rate Sheet
- ATTACHMENT N NRL Digital Advertising Revenue - 5-Year History

A. Questions and Answers

Question 1: Can you provide a full event schedule for 2019, 2020, 2021 and 2022?

Answer: Yes. OCCC is only able to provide the full event schedule for the term April 2019-April 2021. See Attachment J, "Future OCCC Event Schedule".

Question 2: What is the current digital signage software? Also please provide as much detail about software as possible including when it was installed, the current version, number of licenses, add-ons etc.

Answer: The current digital software is a custom and unnamed software developed by a company called OSSI, a subcontractor to the current provider. It was installed approximately 6 years ago. The current version, number of licenses, and add-ons are unknown. The current digital advertising provider utilizes a subscription-based software that is proprietary to the current provider. OCCC does not own the digital signage software in place to be transferable to a new provider.

Question 3: Do we have to use the current digital signage software and hardware or can we replace?

Answer: The current digital signage software is proprietary to the current digital advertising provider. Regarding software, per Paragraph C(12)(A), the Contractor shall be responsible for “Content and Scheduling Software.” Paragraph C(14) lists the minimum requirements of the software chosen and utilized by the Contractor. See response to Question #2 also. Regarding hardware, as stated in Scope of Services, Technical Requirements, Paragraph F(1), “Contractor may be engaged to perform proposed work (labor and materials) at cost plus 10% markup by issuance of a Delivery Order.” Such proposed work, subject to approval by OCCC, may include upgrades, enhancements, and/or replacements of existing hardware by the Contractor. Additionally, Paragraph F(1) also allows for the Contractor, with OCCC approval, to “mobilize hardware on-site...to enhance the Digital Advertising Services program on a pilot or show/event basis...and be subject to the revenue distribution established by the Contractor.”

Question 4: Could we receive sales projections by revenue category?

Answer: Yes. Sales projections, as provided by the current Contractor are for the next fiscal year only (Oct 2019-Sept 2020.) This projection totals \$492,700, and is listed by event as shown on the enclosed Attachment K, “Digital Advertising Sales Projections – Fiscal Year 2019/2020”. Proposers are advised these are budgeted projections only and that actual revenues generated by the successful contractor may differ.

Question 5: Under section C of the technical requirements the RFP states, “The Contractor shall submit proposed advertising pricing for each show/event to the OCCC. The OCCC will have the final approval for advertising rates proposed to a given show client.” If we provide the OCCC a standard price sheet, would that be acceptable?

Answer: A proposed standard price sheet, following approval by OCCC, is acceptable to be used as a normal standard by the Contractor, however any deviation of pricing to a given show client will require final approval by OCCC as specified in the solicitation.

Question 6: How will the OCCC handle all maintenance and operation of all digital displays and associated hardware components. Who at the OCCC will be responsible for digital signage maintenance and what is the process and timeline for maintenance request?

Answer: In Technical Requirements, Paragraph D(1), “Maintenance and operation of all digital displays and associated hardware components” applies to those owned by the OCCC. All maintenance and/or repairs on OCCC owned equipment shall be performed as quickly as feasible by OCCC or any contractors OCCC may select to perform maintenance requests of existing digital signage platforms (Gable, Epson and Samsung). The Contractor is solely responsible for maintenance and repairs to any displays and associated hardware components that the Contractor may rent or own, and that may be mobilized for a pilot or given event or show, with OCCC’s approval.

Question 7: Who manages the OCCC’s internal network infrastructure? Is digital signage on its own VLAN on the OCCC network? Is the OCCC’s internal network infrastructure/digital signage network available throughout the facility including in event space and halls?

Answer: The existing locations for digital signage is on its own VLAN managed by the OCCC's Internet Service Provider. Any supplemental network infrastructure for digital signage locations (temporary or permanent) in events space and halls require approval by OCCC.

Question 8: Will the Contractor be provided office space, storage space and/or parking at the Orange County Convention Center?

Answer: Upon successful completion of drug screen and background checks, the Contractor shall be issued ID badge(s) and provided complimentary parking in the West Building garage for its first-line sales and/or management staff. Cubicle style workspace for 1-2 persons shall be provided onsite, at a location to be determined. A limited amount of storage space may be provided on an as-needed basis, subject to availability.

Question 9: Can you provide the current advertising pricing for OCCC

Answer: Current revenue share for these services can be obtained from Procurement's Term Contracts webpage under contract number Y6-159. (<http://apps.ocfl.net/OrangeBids/TermContracts/listtermcontract.asp>)

Question 10: Who is the current static advertiser? Can the authority provide a copy of the contract? How is the DSN advertiser expected to work with them?

Answer: All static and print advertisements are is handled internally by OCCC and little interaction with the awarded Digital Advertising Services provider is anticipated.

Question 11: Can the authority provide a copy of the contract with the existing DSN advertising provider?

Answer: The current digital advertising provider contract can be obtained from Procurement's [Term Contracts webpage](http://apps.ocfl.net/OrangeBids/TermContracts/listtermcontract.asp) under contract number Y6-159: (<http://apps.ocfl.net/OrangeBids/TermContracts/listtermcontract.asp>)

Question 12: What is the preferred format for contract exceptions to be noted?

Answer: Any exceptions to the standard contract must be clearly indicated by return of the standard contract with the proposal, with exceptions clearly noted. Exceptions can be noted on the draft contract by redline and proposed language changes or by submitting separate document clearly stating proposers exceptions to each area/clause of the contract and their proposed language.

Question 13: What is the date on which the contract is expected to commence?

Answer: The contract is expected to commence in June/July 2019.

Question 14: Does the DSN currently display exclusively advertising content? Is the OCCC interested in signage that conveys convention and wayfinding information as well?

Answer: Yes. Currently, the DSN is the exclusive delivery application for digital advertising. No, wayfinding information is not included in the scope of this solicitation.

Question 15: Will the successful proposer be responsible for exclusively selling advertising for all events / conventions? Do the events / conventions have any pre-negotiated inventory?

Answer: Yes. The successful contractor shall be the exclusive provider for all advertising on the DSN, within all OCCC buildings, for all shows and events held at the OCCC. The DSN at the OCCC refers to advertising through the DSN via hard-wired connection or via internet drop by the OCCC's contracted Internet Service Provider, and displayed through the contracted Digital Advertising

Service Provider's content management software. As such, Contractor's sales for all digital advertising is subject to the revenue share under this contract. Yes, the events/conventions have pre-negotiated inventory. Any pre-negotiated advertisements shall be handled same as outlined in Scope of Services, Technical Requirements, Paragraph C(13). However, events/conventions may display their own advertising in their leased space and/or in public areas adjacent to leased space, but not through the DSN. Any pre-negotiated advertisements scheduled to be performed under the contract shall be transferred to the Contractor and handled similarly as outlined in Scope of Services, Technical Requirements, Paragraph C(13).

Question 16: Can the OCCC confirm that it will be responsible for all maintenance and needed repairs for the signage?

Answer: See response to Question 6.

Question 17: Does the OCCC own the existing DSN inventory or does the current digital ad vendor?

Answer: Existing digital advertising inventory is not owned by the OCCC. Existing displays and associated hardware components are owned by the OCCC. See Attachments B and D of the solicitation for details of the existing DSN inventory.

Question 18: Is the OCCC open to a contract of longer length?

Answer: No. The contract term shall remain as intended for a three-year initial contract term, with two (2) additional one-year renewal options.

Question 19: Do the existing wayfinding kiosks have digital advertising on them? Will the successful proposer be responsible for this inventory?

Answer: The existing wayfinding kiosks do not include digital advertising. Existing wayfinding kiosks are not included in the scope of this contract.

Question 20: Are there any existing client orders that will be in force at the start of the contract takeover?

Answer: See response to Question 15.

Question 21: Can the OCCC provide the exact number of digital signs currently in place? Does the OCCC have any plans to / is interested in expanding this network?

Answer: There are 40 current locations of existing digital signage as stated in the Background and Project Overview section of the solicitation and located per Attachment C. No. OCCC does not have other plans to increase the number of digital signage locations in process at this time.

Question 22: Is the OCCC interested in procuring interactive digital signage or additional wayfinding kiosks?

Answer: No, interactive signage and wayfinding kiosks are not included in the scope of this solicitation.

Question 23: Can the OCCC provide details on the current DSN hardware (i.e. physical dimensions and technical specifications, including manufacturer and model) and software (operating system, content management system, ad server/player)?

Answer: Regarding current DSN hardware, see Attachments B and D. Regarding current DSN software, see response to Question 2.

Question 24: Do the existing signs have wireless modems/connectivity? If so, what sort of connectivity do they have and who provides for it?

Answer: No. The existing signs do not have wireless modems/connectivity. All connectivity is through wired connection. The DSN network access shall be provided at no charge to the Digital Advertising Services Contractor through OCCC's Internet Service Provider.

Question 25: If the proposer does not plan to subcontract any portion of the work, is the 24% MBE goal still applicable?

Answer: The 24% MWBE goal is still applicable as it relates to subcontracting to a MWBE on this RFP. However, if the proposer does not plan to subcontract any portion of the work; then the 24% MWBE goal would not be achieved.

Question 26: How are ads currently delivered to the digital signs? Is it via the cloud or are ads manually loaded onto each sign?

Answer: Currently, digital advertisements are scheduled and delivered through the current provider's content management software. It is not via the cloud.

Question 27: Can the OCCC provide a list of the 25 largest advertisers per year (ideally with spend for each individual advertisers)?

Answer: Yes. See enclosed Attachment L, "Top 25 Digital Advertisers – By OCCC Event", for annual average by event, over the past 3 years.

Question 28: Can the OCCC clarify that none of the digital signs mounted on the concourse columns currently display advertising and are not available for advertising? Would the OCCC be interested in adding advertising capabilities?

Answer: Signage mounted on the concourse columns is not included in the scope of this solicitation.

Question 29: Would the OCCC consider a two-week extension of the deadline to allow adequate time for proposers to incorporate question answers into their offer?

Answer: See Addendum 2 of this solicitation.

Question 30: Whether companies from Outside USA can apply for this? (like, from India or Canada)

Answer: All companies submitting a response to this solicitation shall comply with the requirements specified in this RFP. The company shall be authorized to do business within the State of Florida.

Question 31: Whether proposers need to come over there for meetings?

Answer: The OCCC considers it crucial that the Contractor's sales staff is regularly available to meet with clients, during site visits, pre-planning meetings, consultative trips with OCCC staff, as well as to monitor the signs for accurate operation and display sequence. In addition, Contractor's staff are expected to be meeting with, and giving presentations to, local companies for supplemental advertising options.

Question 32: Can we perform the tasks (related to RFP) outside USA? (Like, from India or Canada)

Answer: There may be task related to the RFP that may require a proposer's physical presence.

Question 33: Can we submit the proposals via email?

Answer: No. Proposers shall not submit proposals via email.

Question 34: Given the short timeline between the Q&A and the responses that impact answers have on [proposal] responses, would the OCCC consider a two-week extension?

Answer: See Addendum 2 of this solicitation.

Question 35: Section 1, Page 5, #13 Accounting: Since this is a revenue share contract, please explain why Orange County would need to know the Contractor's costs of goods and use of funds

Answer: This paragraph is included as a standard part of the solicitation boilerplate and has been approved by Legal. This clause exists for auditing purposes.

Question 36: Section 2, Page 3, #11: Does the hardware for temporary mobile displays have to be provided by the show manager client or by the contractor?

Answer: Mobile displays not running through the DSN are not exclusive so either the show manager client or the Contractor may provide this. Although this is a business decision on behalf of the Contractor, it would be to the Contractor's financial advantage to provide the mobile display if also providing advertising for the show manager or their exhibitors/sponsors.

As per Scope, Technical Requirements, Paragraph F(2), "Contractor may, with the approval of OCCC, mobilize hardware on-site owned or rented by the Contractor to enhance...". While it is not specifically required as such, it is the intent that the Contractor for Digital Advertising Service would provide such hardware. Any hardware for temporary mobile displays that runs through the DSN via hard-wired connection or via internet drop by the OCCC's contracted Internet Service Provider, and displayed through the contracted Digital Advertising Service Provider's content management software would be subject to the revenue distribution as specified in the solicitation.

Question 37: What is the timeline for transition from the current provider to the new contractor?

Answer: The Transition Plan is a component of the Project/Technical Approach (Tab 3) that the Proposer should address in detail in the RFP submittal. Also see added Paragraph 16, Transition Plan/Schedule specified herein.

Question 38: Section 2, Page 4, #D(3) OCCC Responsibilities: Please clarify whether the Digital Signage Network will reside on the Orange County Convention Center's internal network, or reside on the Smart City Events Network?

Answer: The digital signage network will reside on its own VLAN managed by the OCCC's contracted Internet Service Provider.

Question 39: Section 3, Page 5, #E: Are there any restrictions imposed by show management regarding the sale of advertising directly to exhibitors or sponsors without their approval?

Answer: Yes, there are restrictions. The Contractor is not permitted to solicit exhibitors or sponsors without show management approval.

Question 40: Section 3, Page 5, #E: Please provide current advertising pricing for the national, regional and local (NRL) clients.

Answer: See Attachment M, "Digital Advertising Rates: National, Regional and Local." Rates are per year. Shorter periods are not typically offered and require specific OCCC approval.

Question 41: Section 3, Page 5, #E: How many staff members are currently selling to NRL clients?

Answer: Currently, there is one (1) staff member (OCCC employee) selling to NRL clients.

Question 42: Section 3, Page 5, #E: Are there any restrictions on the sale or running content of the NRL clients?

Answer: Yes. OCCC may review the playlist and request rearrangement if requested by the client due to any conflicts with NRL advertisements versus Client's playlist. If client purchases a complete buyout OCCC will remove all NRL advertisements for the duration of the applicable show days.

Question 43: Section 3, Page 5, #E: Please provide the last three years' worth of revenue from advertising sales for NRL clients.

Answer: See Attachment N, "Digital Advertising Revenue – NRL Clients".

Question 44: Section 3, Page 5, #E: Does OCCC have long-term contracts in place for NRL clients that would need to be honored?

Answer: Currently, there are 7 NRL agreements that extend beyond the anticipated start date of the new contract and those shall be transferred to the newly awarded contractor.

ACKNOWLEDGEMENT OF ADDENDA

- a. The bidder shall acknowledge receipt of this addendum by completing the applicable section in the solicitation or by completion of the acknowledgement information on the addendum. Either form of acknowledgement must be completed and returned not later than the date and time for receipt of the bid.

- b. Receipt acknowledged by:

Authorized Signer

Date Signed

Title

Name of Bidder


Definite Events at OCCC from April 1st 2019 to April 30th 2021

Description	In Date	Start Date	End Date	Out Date	Attendance	Event Type
American Association of Nurse Assessment Coordination	04/01/19	04/01/19	04/03/19	04/03/19	100	Health & Medical
Experimental Biology 2019	04/03/19	04/07/19	04/10/19	04/11/19	14,000	Health & Medical
Coverings 2019	04/01/19	04/09/19	04/12/19	04/17/19	30,000	Textiles
Digital Dealer	04/07/19	04/09/19	04/11/19	04/12/19	1,600	Automotive
The JPMA Show: Built for Baby	04/07/19	04/11/19	04/13/19	04/14/19	2,500	Industrial/Manufacturing
Nexstar National Talent Competition 2019	04/12/19	04/12/19	04/14/19	04/15/19	1,500	Entertainment/Concerts/Dances
Europa Games Supplement, Nutrition, & Apparel Expo	04/11/19	04/13/19	04/14/19	04/15/19	15,000	Sport
Autism 5K-Walk & Family Day Event	04/19/19	04/20/19	04/20/19	04/20/19	2,500	Health & Medical
World Ballet Competition	04/21/19	04/22/19	04/27/19	04/27/19	2,500	Concerts/Dances
DECA International Career Development Conference	04/24/19	04/27/19	04/30/19	05/01/19	19,000	Educational
All Out Season Showdown	04/26/19	04/27/19	04/27/19	04/27/19	6,000	Sport
Best Buy Company 2019 Achievers	04/26/19	04/28/19	05/01/19	05/02/19	2,300	Retail
Florida Volleyball Challenge 2019	05/01/19	05/03/19	05/05/19	05/05/19	23,000	Sport
SAP - A Call to Lead	05/03/19	05/06/19	05/06/19	05/07/19	1,500	Computers/Applications
SAP Global Partner Summit 2019	05/03/19	05/06/19	05/06/19	05/06/19	2,200	Computers/Applications
SAPPHIRE NOW and ASUG Annual Conference	04/26/19	05/07/19	05/09/19	05/13/19	20,200	Computers/Applications

SAP Customer Experience LIVE 2019	05/03/19	05/07/19	05/08/19	05/09/19	2,000	Computers/Applications
TecHomeX East	05/13/19	05/14/19	05/16/19	05/16/19	500	Electronics/Electrical
2019 Mayor Demings' State of the County	05/14/19	05/14/19	05/16/19	05/16/19	600	Government
An Evening with David Sedaris 2019 Tour	05/14/19	05/14/19	05/14/19	05/15/19	2,640	Entertainment/Concerts/Dances
MegaCon Orlando	05/14/19	05/16/19	05/19/19	05/20/19	68,000	Hobbies/Toys
Barry Law University Graduation May 2019	05/17/19	05/17/19	05/17/19	05/17/19	2,400	Educational
Annual Conference & Exhibition, NTI 2019	05/16/19	05/21/19	05/23/19	05/24/19	9,000	Health & Medical
Blue Prism World 2019 Brief	05/19/19	05/22/19	05/23/19	05/24/19	3,000	Robotics
2019 AAU 18U Girls Junior National Volleyball Championships	05/24/19	05/25/19	05/27/19	05/27/19	2,500	Sport
ACSM Annual Meeting 2019	05/25/19	05/29/19	06/01/19	06/01/19	6,900	Educational
Allstate, National Conference Gala	05/27/19	05/30/19	05/30/19	05/31/19	2,500	Insurance
IDDBA 19	05/21/19	06/02/19	06/04/19	06/08/19	10,000	Food & Beverage
Premiere Orlando 2019	05/28/19	06/02/19	06/03/19	06/04/19	57,000	Beauty/Cosmetics/Hair Care
Eid ul-Fitr 2019 Prayer and Celebration	06/03/19	06/03/19	06/04/19	06/04/19	2,500	Religious
Central Florida Home Expo	06/06/19	06/08/19	06/09/19	06/09/19	15,000	Other
Webster Graduation Ceremony 2019	06/08/19	06/08/19	06/08/19	06/08/19	2,500	Educational
Infocomm 2019	06/05/19	06/12/19	06/14/19	06/17/19	40,000	Telecommunications
AAU Jr. National Volleyball Championships 2019	06/14/19	06/17/19	06/28/19	06/29/19	98,000	Sport
KPMG - N.I.T. Summer Program	06/17/19	06/17/19	06/21/19	06/21/19	550	Finance
Healthcare Financial Management Association 2019	06/20/19	06/23/19	06/25/19	06/28/19	4,500	Health & Medical
McKesson IdeaShare 2019	06/22/19	06/26/19	06/29/19	06/30/19	4,000	Pharmaceuticals
Youth Basketball of America 2019	06/30/19	07/01/19	07/08/19	07/08/19	7,000	Sport
Halo: Outpost Discovery	07/01/19	07/05/19	07/07/19	07/09/19	15,000	Hobbies/Toys
The American Independence Duals 2019	07/04/19	07/05/19	07/07/19	07/09/19	1,200	Sport
SHAPE UP and COACH	07/06/19	07/06/19	07/06/19	07/06/19	2,800	Sport
International Choreographed Ballroom Dancing 2019	07/08/19	07/10/19	07/13/19	07/14/19	500	Educational

American Sportfishing Association ICAST 2019	07/06/19	07/10/19	07/12/19	07/13/19	15,000	Sporting Goods
Summer FUN 2019	07/09/19	07/11/19	07/13/19	07/14/19	5,000	Coins
International Junior Miss 2019	07/07/19	07/11/19	07/13/19	07/13/19	1,500	Entertainment/Concerts/Dances
The Dance Awards 2019	07/12/19	07/12/19	07/19/19	07/19/19	1,500	Entertainment/Concerts/Dances
2019 Tiger-Rock Martial Arts World Championship	07/17/19	07/18/19	07/20/19	07/21/19	3,000	Sport
SHI Global Sales Conference 2019	07/17/19	07/18/19	07/18/19	07/19/19	1,290	Computers/Applications
VFW & Auxiliary Annual National Convention 2019	07/17/19	07/20/19	07/24/19	07/24/19	10,000	Military
NYAA Cheer Nationals 2019	07/19/19	07/20/19	07/21/19	07/21/19	13,200	Sport
Miss America's Outstanding Teen	07/21/19	07/22/19	07/28/19	07/28/19	2,500	Entertainment/Concerts/Dances
Zumba Fitness Instructor Convention 2019	07/22/19	07/25/19	07/27/19	07/28/19	6,500	Sport
iCan Bike 2019	07/28/19	07/29/19	08/02/19	08/02/19	300	Health & Medical
General Council of the Assemblies of God 2019	07/27/19	07/31/19	08/04/19	08/05/19	25,000	Religious
Younique Products 2019	08/04/19	08/07/19	08/10/19	08/11/19	10,000	Beauty/Cosmetics/Hair Care
Martin Sports Car Club 2019	08/11/19	08/11/19	08/11/19	08/11/19	350	Automotive
Orlando Boat Show	08/14/19	08/16/19	08/18/19	08/19/19	7,743	Boats
Florida Kids & Family Expo 2019	08/15/19	08/17/19	08/18/19	08/18/19	12,000	Other
2019 Annual Tactical Operations Conference	08/15/19	08/18/19	08/19/19	08/19/19	1,300	Military
FL Furniture & Accesory Market	08/19/19	08/21/19	08/22/19	08/23/19	1,250	Home Furnish/Interior Design
Large Show Roundtable	08/21/19	08/21/19	08/22/19	08/22/19	14	HospitalityTravel Industry
Orlando Fall Home and Garden Show	08/20/19	08/23/19	08/25/19	08/26/19	10,000	Home Furnish/Interior Design
Import Car Show "Cars & Kicks" 2019	08/24/19	08/24/19	08/24/19	08/24/19	1,000	Automotive
Florida Wedding Expo - Summer 2019	08/24/19	08/25/19	08/25/19	08/25/19	2,500	Other
ICSC 2019 Florida Conference	08/23/19	08/26/19	08/27/19	08/27/19	4,100	Real Estate

Martin Sports Car Club 2019	09/01/19	09/01/19	09/01/19	09/01/19	350	Automotive
Surf Expo	08/29/19	09/05/19	09/07/19	09/09/19	30,000	Retail
Imprinted Sportswear Show 2019	08/30/19	09/05/19	09/07/19	09/09/19	3,256	Printing/Graphic Arts
2019 NAM Expo	09/02/19	09/06/19	09/08/19	09/09/19	5,000	Beauty/Cosmetics/Hair Care
Hilton Americas Owner Conference 2019	09/05/19	09/10/19	09/12/19	09/13/19	1,600	HospitalityTravel Industry
4Life International Convention	09/06/19	09/11/19	09/14/19	09/15/19	8,500	Direct Marketing
DeVry University 2019 Graduation Ceremony	09/14/19	09/14/19	09/14/19	09/14/19	2,000	Educational
The Florida Restaurant Show 2019	09/12/19	09/15/19	09/16/19	09/17/19	8,400	Restaurants/Food Service
WFX Conference and Exposition	09/15/19	09/18/19	09/19/19	09/20/19	1,500	Religious
The Landscape Show 2019	09/16/19	09/19/19	09/21/19	09/22/19	7,168	Floriculture/Horticulture
American Society for Bone and Mineral Research	09/17/19	09/20/19	09/23/19	09/24/19	4,000	Health & Medical
Central Florida Home & Garden Expo Fall 2019	09/19/19	09/21/19	09/22/19	09/22/19	15,000	Other
Florida Bridal and Wedding Expo 2019	09/20/19	09/21/19	09/22/19	09/22/19	4,000	Beauty/Cosmetics/Hair Care
CV National Sales Meeting	09/22/19	09/22/19	09/27/19	09/27/19	925	Pharmaceuticals
Gordon Food Service	09/22/19	09/25/19	09/25/19	09/26/19	3,000	Food & Beverage
Southern Women's Show 2019	09/23/19	09/26/19	09/29/19	09/30/19	23,000	Other
Grace Hopper Celebration 2019	09/27/19	10/01/19	10/04/19	10/05/19	25,000	Religious
Industrial Fabrics Association International 2019	09/29/19	10/02/19	10/04/19	10/06/19	6,500	Industrial/Manufacturing
NACAC National College Fair 2019	10/05/19	10/05/19	10/05/19	10/05/19	2,000	Educational
ANCC National Magnet Conference	10/06/19	10/10/19	10/12/19	10/13/19	9,500	Health & Medical
Workday Rising	10/09/19	10/14/19	10/17/19	10/18/19	10,000	Computers/Applications
AHCA/NCAL Annual Convention 2019	10/10/19	10/14/19	10/15/19	10/16/19	4,500	Health & Medical
Florida Association of Christian Colleges and Schools 2019	10/16/19	10/17/19	10/18/19	10/18/19	2,800	Educational
Orlando Condo & HOA Expo 2019	10/17/19	10/18/19	10/18/19	10/18/19	1,000	Real Estate

American Society of Anesthesiologists 2019	10/14/19	10/19/19	10/21/19	10/23/19	16,000	Health & Medical
American Academy of Optometry Annual Academy 2019	10/20/19	10/23/19	10/25/19	10/27/19	7,500	Health & Medical
Scottish Highland Dance	10/26/19	10/26/19	10/26/19	10/26/19	2,000	Concerts/Dances
IFDA Distribution Solutions Conference 2019	10/26/19	10/28/19	10/29/19	10/30/19	1,500	Food Equip/Process/Distribute
Microsoft Corporation Ignite 2019	10/25/19	11/04/19	11/08/19	11/10/19	30,000	Computers/Applications
DEMA Show 2019	11/08/19	11/13/19	11/16/19	11/18/19	13,000	Sporting Goods
NFM&T 2019	11/10/19	11/13/19	11/14/19	11/15/19	1,800	Construction
Athletic Business Show	11/11/19	11/14/19	11/15/19	11/16/19	4,000	Sport
The StompDown 2019	11/16/19	11/16/19	11/16/19	11/16/19	1,600	Concerts/Dances
IAAPA Attractions Expo	11/13/19	11/19/19	11/22/19	11/24/19	39,200	Entertainment/Concerts/Dances
ASHA Convention 2019	11/17/19	11/21/19	11/23/19	11/24/19	14,000	Health & Medical
Boating Industry Elevate Summit 2019	11/19/19	11/22/19	11/24/19	11/25/19	1,000	Boats
All American Hip Hop Championships 2019	11/29/19	11/30/19	12/01/19	12/01/19	2,000	Concerts/Dances
I/ITSEC The Interservice/Industry Training, Simulation & Education Conference 2019	11/26/19	12/02/19	12/05/19	12/06/19	20,000	Military
American Society of Hematology 2019	12/02/19	12/07/19	12/09/19	12/11/19	25,000	Health & Medical
AKC/Eukanuba National Championship 2019	12/08/19	12/10/19	12/15/19	12/17/19	25,000	Animals/Veterinary
Spirit Cheer	12/12/19	12/14/19	12/15/19	12/15/19	5,000	Sport
Jesus Image Conference	12/27/19	12/29/19	01/01/20	01/02/20	6,000	Religious
ASI Show 2020	12/30/19	01/04/20	01/05/20	01/07/20	7,000	Advertising
Florida Wedding Expo 2020	01/04/20	01/05/20	01/05/20	01/05/20	3,500	Beauty/Cosmetics/Hair Care
Mary Kay Leadership Conference 2020	01/03/20	01/08/20	01/14/20	01/15/20	8,326	Beauty/Cosmetics/Hair Care
Surf Expo 2020	01/03/20	01/09/20	01/11/20	01/13/20	28,646	Sporting Goods
Florida United Numismatists 2020	01/05/20	01/09/20	01/12/20	01/13/20	15,000	Coins
Mobile Tech Expo	01/07/20	01/09/20	01/11/20	01/12/20	3,000	Automotive

VMX	01/16/20	01/19/20	01/22/20	01/23/20	16,000	Animals/Veterinary
PGA Merchandise Show 2020	01/15/20	01/22/20	01/24/20	01/27/20	43,000	Sporting Goods
Golf Industry Show 2020	01/24/20	01/29/20	01/30/20	02/01/20	16,000	Sporting Goods
AHR EXPO 2020	01/28/20	02/03/20	02/05/20	02/08/20	60,374	A/C-Heating & Refrigeraton
Florida State Junior Thespian Festival 2020	02/05/20	02/07/20	02/08/20	02/08/20	5,500	Educational
American Rental Association 2020	02/05/20	02/10/20	02/13/20	02/15/20	11,400	Rental/Leasing Equipment
Abbey Carpet and Floor 2020	02/10/20	02/13/20	02/14/20	02/15/20	1,600	Floor Coverings
Everything Under the Sun Expo 2020	02/11/20	02/14/20	02/15/20	02/15/20	5,000	Construction
Society of Critical Care Medicine 2020	02/11/20	02/15/20	02/18/20	02/19/20	6,000	Health & Medical
FCA BusinessLink Launch Training 2020	02/16/20	02/18/20	02/19/20	02/19/20	1,200	Automotive
Global Pet Expo	02/21/20	02/26/20	02/28/20	03/01/20	15,500	Animals/Veterinary
Orgill Spring Dealer Market 2020	02/19/20	02/27/20	02/29/20	03/06/20	22,615	Hardware
Sunshine Volleyball Classic - USA Volleyball Event	03/04/20	03/06/20	03/08/20	03/09/20	20,000	Sport
American Open Cheer	03/05/20	03/07/20	03/08/20	03/08/20	6,000	Sport
HIMSS Global Conference & Exhibition 2020	03/03/20	03/10/20	03/12/20	03/15/20	42,721	Health & Medical
Grainger Show 2020	03/11/20	03/15/20	03/18/20	03/21/20	13,000	Hardware
AmeriCheer AmeriDance InterNationals 2020	03/19/20	03/21/20	03/22/20	03/22/20	2,000	Sport
American Academy of Orthopaedic Surgeons 2020 Annual Meeting	03/18/20	03/25/20	03/27/20	03/30/20	33,000	Health & Medical
All Star Challenge	03/26/20	03/28/20	03/29/20	03/29/20	12,000	Sport
AmCon 2020	03/30/20	03/31/20	04/01/20	04/01/20	2,000	Industrial/Manufacturing
International Sign Association 2020	03/24/20	04/01/20	04/04/20	04/06/20	17,000	Printing/Graphic Arts
Imprinted Sportswear Show 2020	03/30/20	04/02/20	04/04/20	04/05/20	3,256	Printing/Graphic Arts
WQA Convention & Exposition	03/31/20	04/02/20	04/03/20	04/04/20	3,000	Water
Ellucian Live 2020	03/28/20	04/05/20	04/08/20	04/09/20	8,500	Educational
MegaCon	04/14/20	04/14/20	04/20/20	04/20/20	68,000	Hobbies/Toys

2020 AAHOA Annual Convention & Trade Show	04/11/20	04/14/20	04/15/20	04/16/20	4,500	HospitalityTravel Industry
McDonald's Corporation Worldwide Conference 2020	04/06/20	04/20/20	04/23/20	04/27/20	15,000	Food & Beverage
Florida Volleyball Challenge 2020	04/22/20	04/24/20	04/27/20	04/27/20	23,000	Sport
APUS National Sales Forum	04/24/20	04/27/20	04/30/20	05/01/20	1,800	Pharmaceuticals
RFID Journal Live 2020	04/26/20	04/28/20	04/30/20	04/30/20	3,000	Radio/TV/Cable
KNOWLEDGE 2020	04/28/20	05/04/20	05/07/20	05/09/20	20,000	Computers/Applications
SAPPHIRE NOW and ASUG Annual Conference	05/01/20	05/12/20	05/14/20	05/18/20	20,200	Computers/Applications
KnowledgeFest Orlando	05/14/20	05/15/20	05/17/20	05/18/20	1,500	Electronics/Electrical
Citrix Synergy 2020	05/13/20	05/18/20	05/20/20	05/22/20	8,000	Computers/Applications
Premiere Orlando 2020	05/26/20	05/31/20	06/01/20	06/03/20	57,000	Beauty/Cosmetics/Hair Care
Southern Baptist Convention 2020	06/03/20	06/07/20	06/10/20	06/11/20	15,000	Religious
ASTRA's Marketplace & Academy	06/03/20	06/07/20	06/10/20	06/11/20	4,000	Hobbies/Toys
American Water Works Association Annual Conference and Expo 2020	06/09/20	06/14/20	06/17/20	06/18/20	12,000	Water
NFPA Conference & Expo 2020	06/11/20	06/15/20	06/17/20	06/19/20	9,500	Fire/Fire Protection
AAU Jr. National Volleyball Championships 2020	06/15/20	06/18/20	06/29/20	06/30/20	98,000	Sport
ASSP Safety Conference & Exposition 2020	06/18/20	06/22/20	06/24/20	06/28/20	8,000	Safety
World Discipleship Conference	06/29/20	07/02/20	07/05/20	07/05/20	25,000	Religious
African Methodist Episcopal Church Quadrennial Conference 2020	07/06/20	07/08/20	07/15/20	07/17/20	15,000	Religious
The Church Network	07/06/20	07/08/20	07/10/20	07/12/20	1,000	Religious
Summer FUN 2020	07/07/20	07/09/20	07/11/20	07/12/20	5,000	Coins
American Sportfishing Association ICAST 2020	07/11/20	07/15/20	07/17/20	07/18/20	15,000	Sporting Goods
National Association of Counties 2020 Annual Conference & Expo	07/15/20	07/17/20	07/20/20	07/21/20	3,200	Government

SHI Global Sales Conference 2020 Vendor Showcase	07/22/20	07/23/20	07/23/20	07/24/20	1,350	Computers/Applications
Zumba Fitness Instructor Convention 2020	07/27/20	07/30/20	08/01/20	08/02/20	6,500	Sport
APCO Intl 86th Annual Conference and Exposition 2020	07/29/20	08/02/20	08/04/20	08/06/20	6,000	Safety
Holiday Meeting 2020	07/30/20	08/11/20	08/13/20	08/19/20	6,100	Retail
Central Florida Home & Garden Expo Fall 2020	08/20/20	08/22/20	08/23/20	08/23/20	15,000	Home Furnish/Interior Design
ICSC 2020 Florida Conference	08/28/20	08/31/20	09/01/20	09/01/20	4,100	Real Estate
Hilton Focused Service Program	08/29/20	09/02/20	09/04/20	09/05/20	6,000	HospitalityTravel Industry
Surf Expo 2020	09/03/20	09/10/20	09/12/20	09/14/20	30,303	Sporting Goods
SuperCorr Expo 2020	09/08/20	09/14/20	09/17/20	09/20/20	5,000	Packaging
CAMX - The Composites and Advanced Materials Expo 2020	09/18/20	09/22/20	09/24/20	09/26/20	7,100	Engineering
2020 Florida Restaurant Show	09/20/20	09/23/20	09/24/20	09/25/20	8,400	Food & Beverage
The Landscape Show	09/21/20	09/24/20	09/26/20	09/27/20	7,168	Floriculture/Horticulture
Grace Hopper Celebration 2020	09/25/20	09/29/20	10/02/20	10/03/20	25,000	Religious
National Business Aviation Association 2020	09/29/20	10/06/20	10/08/20	10/11/20	26,000	Aerospace/Aviation
American Dental Association 2020 Annual Meeting	10/10/20	10/15/20	10/17/20	10/21/20	35,000	Health & Medical
Ace Hardware Annual Fall Event	10/14/20	10/20/20	10/22/20	10/24/20	15,000	Hardware
Girl Scouts National Council Session 2020	10/19/20	10/22/20	10/25/20	10/26/20	12,000	Fraternal
National Recreation and Park Association	10/23/20	10/27/20	10/28/20	10/29/20	8,000	Recreation
Microsoft Corporation Ignite 2020	10/23/20	11/02/20	11/06/20	11/08/20	30,000	Computers/Applications
American Association for Respiratory Care Congress 2020	11/11/20	11/14/20	11/16/20	11/17/20	6,000	Health & Medical
IAAPA Attractions Expo	11/11/20	11/17/20	11/20/20	11/22/20	39,200	Amusement
I/ITSEC The Interservice/Industry Training, Simulation & Education Conference 2020	11/24/20	11/30/20	12/03/20	12/04/20	20,000	Military

AKC/Eukanuba National Championship 2020	12/06/20	12/08/20	12/13/20	12/15/20	25,000	Animals/Veterinary
POWER-GEN International 2020	12/03/20	12/08/20	12/10/20	12/12/20	20,000	Industrial/Manufacturing
Spirit Cheer	12/03/20	12/12/20	12/13/20	12/13/20	5,000	Sport
ASI Show 2021	12/30/20	01/04/21	01/05/21	01/07/21	7,000	Advertising
Florida United Numismatists 2021	01/03/21	01/07/21	01/10/21	01/11/21	15,000	Coins
Surf Expo 2021	01/08/21	01/14/21	01/16/21	01/18/21	28,646	Sporting Goods
VMX	01/13/21	01/17/21	01/20/21	01/21/21	16,000	Animals/Veterinary
PGA Merchandise Show 2021	01/20/21	01/27/21	01/29/21	02/01/21	43,000	Sporting Goods
FETC 2021	01/24/21	01/27/21	01/29/21	01/30/21	11,000	Educational
International Builders' Show 2021	02/01/21	02/09/21	02/11/21	02/15/21	55,000	Construction
The True Value Company Spring Reunion 2021	02/15/21	02/19/21	02/22/21	02/23/21	11,000	Hardware
Everything Under the Sun Expo 2021	02/16/21	02/19/21	02/20/21	02/20/21	5,000	Construction
Orgill Spring Dealer Market 2021	02/17/21	02/25/21	02/27/21	03/02/21	22,615	Hardware
American Physical Therapy Association Combined Sections Meeting 2021	02/22/21	02/25/21	02/27/21	02/28/21	12,000	Health & Medical
Grainger Show 2021	02/24/21	02/28/21	03/03/21	03/05/21	13,000	Hardware
United Motorcoach Association 2021	03/01/21	03/04/21	03/06/21	03/07/21	1,750	Automotive
Sunshine Volleyball Classic - USA Volleyball Event	03/03/21	03/05/21	03/07/21	03/08/21	20,000	Sport
ATA Technology Maintenance Council Annual Meeting 2021	03/04/21	03/08/21	03/10/21	03/11/21	4,000	Automotive
National Society of Black Engineers 2021	03/08/21	03/10/21	03/13/21	03/14/21	12,000	Engineering
Society of Toxicology 2021	03/12/21	03/15/21	03/17/21	03/18/21	6,000	Health & Medical
Global Pet Expo	03/19/21	03/24/21	03/26/21	03/28/21	15,500	Animals/Veterinary
2021 NASTT No Dig Show	03/26/21	03/29/21	03/31/21	04/01/21	2,400	Construction
American Educational Research Association Annual Meeting 2021	04/06/21	04/09/21	04/11/21	04/12/21	16,000	Educational
Florida Volleyball Challenge 2021	04/07/21	04/09/21	04/11/21	04/12/21	23,000	Sport
Coverings 2021	04/05/21	04/13/21	04/16/21	04/21/21	30,000	Floor Coverings

APWA Florida Chapter 2021 Public Works Expo	04/11/21	04/13/21	04/15/21	04/15/21	600	Plant Engineering/Operations
AORN Surgical Conference & Expo 2021	04/14/21	04/18/21	04/20/21	04/22/21	10,000	Health & Medical
American Society for Laser Medicine and Surgery Annual Conference 2021	04/20/21	04/23/21	04/24/21	04/25/21	1,000	Health & Medical
Aviation Week MRO America's 2021	04/23/21	04/27/21	04/29/21	05/01/21	11,000	Aerospace/Aviation
American College of Physicians - Internal Medicine 2021	04/24/21	04/29/21	05/01/21	05/03/21	9,100	Health & Medical

Disclosure -This document is for the intended recipients only, and should not be shared or forwarded to anyone else without the consent of the DOS – OCC. If for any reason you need an additional person to receive it, please submit their name and the purpose to the sender. If for any reason we find out this document has been shared with non-intended person, they shall no longer be receiving the same.

FY 19/20 BUDGET: Digital Signage Revenue Projection

	Event Name	Digital Signage Projected Revenue
	Grace Hopper Celebration 2019	\$19,000.00
	Industrial Fabrics Association International 2019	\$5,000.00
	FIBO North America	\$1,000.00
	NACAC National College Fair 2019	\$0.00
	ANCC National Magnet Conference	\$9,650.00
	Workday Rising	\$10,000.00
	AHCA/NCAL Annual Convention 2019	\$10,000.00
	Florida Association of Christian Colleges and Schools 2019	\$0.00
	Orlando Condo & HOA Expo 2019	\$0.00
	American Society of Anesthesiologists 2019	\$19,000.00
	American Academy of Optometry Annual Academy 2019	\$17,400.00
	Scottish Highland Dance	\$0.00
	IFDA Distribution Solutions Conference 2019	\$0.00
	TOTAL OCTOBER	\$91,050.00
	Microsoft Corporation Ignite 2019	\$40,000.00
	DEMA Show 2019	\$5,000.00
	NFM&T 2019	\$0.00
	Athletic Business Show	\$1,000.00
	IAAPA Attractions Expo	\$5,000.00
	ASHA Convention 2019	\$10,000.00
	Boating Industry Elevate Summit 2019	\$0.00
	TOTAL NOVEMBER	\$61,000.00
	Central Florida International Auto Show 2019	\$0.00
	I/ITSEC The Interservice/Industry Training, Simulation & Education Conference 2019	\$5,000.00
	American Society of Hematology 2019	\$10,000.00
	AKC/Eukanuba National Championship 2019	\$0.00
	Spirit Cheer	\$0.00
	TOTAL DECEMBER	\$15,000.00
	ASI Show 2020	\$5,000.00
	Mary Kay Leadership Conference 2020	\$0.00
	Surf Expo 2020	\$5,000.00
	Florida United Numismatists 2020	\$0.00
	Mobile Tech Expo	\$0.00
	MLK 1	\$0.00
	VMX	\$36,000.00
	PGA Merchandise Show 2020	\$4,250.00
	TOTAL JANUARY	\$50,250.00
	Golf Industry Show 2020	\$13,300.00
	AHR EXPO 2020	\$10,000.00
	American Rental Association 2020	\$5,000.00
	Abbey Carpet and Floor 2020	\$0.00
	Everything Under the Sun Expo 2020	\$0.00
	Society of Critical Care Medicine 2020	\$10,000.00
	TOTAL FEBRUARY	\$38,300.00
	Global Pet Expo	\$7,000.00
	Orgill Spring Dealer Market 2020	\$10,000.00
	All-Star Challenge	\$0.00
	Sunshine Volleyball Classic - USA Volleyball Event	\$0.00
	HIMSS Global Conference & Exhibition 2020	\$53,000.00
	Grainger Show 2020	\$5,000.00
	OT INVITE	\$0.00
	American Academy of Orthopaedic Surgeons 2020 Annual Meeting	\$30,000.00
	American Open Cheer & Dance	\$0.00
	TOTAL MARCH	\$105,000.00

FY 19/20 BUDGET: Digital Signage Revenue Projection

	Event Name	Digital Signage Projected Revenue
	International Sign Association 2020	\$17,000.00
	WQA Convention & Exposition	\$5,000.00
	Ellucian Live 2020	\$0.00
	2020 AAHOA Annual Convention & Trade Show	\$0.00
	All Out Season Showdown	\$0.00
	McDonald's Corporation Worldwide Conference 2020	\$0.00
	Digital Dealer	\$5,000.00
	Florida Volleyball Challenge 2020	\$0.00
	RFID Journal Live 2020	\$0.00
	TOTAL APRIL	\$27,000.00

	APUS National Sales Forum	\$0.00
	KNOWLEDGE 2020	\$30,000.00
	SAPPHIRE NOW and ASUG Annual Conference	\$18,000.00
	Citrix Synergy 2020	\$0.00
	Western Governors University 2020 Graduation	\$0.00
	TOTAL MAY	\$48,000.00

	Premiere Orlando 2020	\$0.00
	MegaConvention, Inc. 2020	\$0.00
	Southern Baptist Convention 2020	\$0.00
	ASTRA's Marketplace & Academy	\$0.00
	American Water Works Association Annual Conference and Expo 2020	\$0.00
	NFPA Conference & Expo 2020	\$0.00
	AAU Jr. National Volleyball Championships 2020	\$0.00
	ASSP Safety Conference & Exposition 2020	\$0.00
	Chevrolet 2020 Dealer Business Meeting	\$0.00
	Shoe Market of Americas 2020	\$0.00
	TOTAL JUNE	\$0.00

	World Discipleship Conference	\$10,000.00
	African Methodist Episcopal Church Quadrennial Conference 2020	\$5,000.00
	The Church Network	\$0.00
	Summer FUN 2020	\$0.00
	American Sportfishing Association ICAST 2020	\$2,000.00
	National Association of Counties 2020 Annual Conference & Expo	\$0.00
	NAACP Annual Convention	\$0.00
	SHI International Vendor Show 2020	\$0.00
	Premier Basketball	\$0.00
	AmeriSource Bergen Corporation Rosen Events	\$0.00
	TOTAL JULY	\$17,000.00

	Zumba Fitness Instructor Convention 2020	\$0.00
	APCO Intl 86th Annual Conference and Exposition 2020	\$10,000.00
	Avon Repfest	\$5,000.00
	Holiday Meeting 2020	\$0.00
	TOTAL AUGUST	\$15,000.00

	ICSC 2020 Florida Conference	\$7,500.00
	Surf Expo 2020	\$10,000.00
	Imprinted Sportswear Show 2020	\$1,000.00
	SuperCorr Expo 2020	\$0.00
	CAMX - The Composites and Advanced Materials Expo 2020	\$0.00
	The Landscape Show	\$0.00
	2020 Florida Restaurant Show	\$6,600.00
	TOTAL SEPTEMBER	

TOTAL PROJECTED REVENUE - FY 2019-2020: \$492,700.00

ATTACHMENT-L Top 25 Digital Advertisers - Annual Avg 3-Yrs

Top 25 Digital Advertisers - By OCCC Event (Annual average over past 3 years)			
Rank	Event	Avg Annual Revenue	
1	NPE	\$81,890	
2	Cisco Live!	\$67,200	
3	HIMSS Global Conference & Exhibition	\$52,219	
4	American College of Cardiology	\$46,095	
5	Microsoft Corporation Ignite	\$45,628	
6	The REALTORS Conference & Expo	\$37,365	
7	Church of God International General Assembly	\$37,063	
8	VMX	\$36,533	
9	American Academy of Orthopaedic Surgeons	\$33,000	
10	Knowledge	\$30,000	
11	Marine Dealer Conference & Expo	\$25,467	
12	IHRSA Annual International Convention & Trade Show (S)	\$25,000	
13	Million Dollar Round Table	\$24,595	
14	International Builders' Show	\$23,538	
15	ISSA/INTERCLEAN	\$23,325	
16	National Rural Electric Cooperative Association	\$22,950	
16	ATA Management Conference & Exhibition	\$21,420	
17	Plastic Surgery The Meeting	\$21,400	
18	American Academy of Dermatology Annual Meeting	\$21,375	
19	National Business Aviation Association	\$20,285	
20	Grace Hopper Celebration	\$19,000	
21	Kitchen & Bath Industry Show (KBIS)	\$18,355	
22	Grainger Show	\$18,000	
23	General Council of The Assemblies of God	\$17,000	
24	American Association of Pharmaceutical Scientists	\$17,000	
25	NASS 32nd Annual Meeting	\$16,525	

ADVERTISING RATES

National, Regional and Local

DIGITAL ADVERTISING

Supported File types: JPEG (.jpg), MOV (.mov) with H.264 encoding, eight (8) seconds runtime

Locations	Dimensions (pixels)	Rate
West Concourse 14 Digital Sign Locations	1920 x 270 1920 x 432 1200x220	\$12,000/yr
North-South Concourses 22 Digital Sign Locations	3840x540	\$12,000/yr
Full Campus - West, North and South Concourses 36 Digital Sign Locations	1920 x 270 1920 x 432 1200x220 3840x540	\$18,000/yr

Prices are subject to change without signed advertising agreement.

ATTACHMENT-N NRL Digital Advertising Revenue - 5-Year History

NRLy Advertising totals by Fiscal Year

Type of Advertising	13/14	14/15	15/16	16/17	17/18	18/19
Digital	\$ 5,500.00	\$ 24,375.00	\$ 111,110.00	\$ 139,071.80	\$ 106,428.26	\$ 59,670.00

Numbers are based on service orders placed in that fiscal year