

GUERRILLA PROJECTIONS GUIDE

STEP 1: IDENTIFY TARGET LOCATION



POPULAR SQUARE, BUSY INTERSECTION, SPECIFIC EVENT NIGHT.

HIGHFOOT TRAFFIC
HIGH CAR TRAFFIC
EXIT FROM SPORTING EVENTS AND CONCERTS
DOWNTOWN RESTAURANTS AND BARS
CONVENTIONS AND CORPORATE EVENTS
FESTIVALS

WE'LL ASSIST YOU IN CHOOSING THE AREAS AND WE'LL PROVIDE WALL OPTIONS

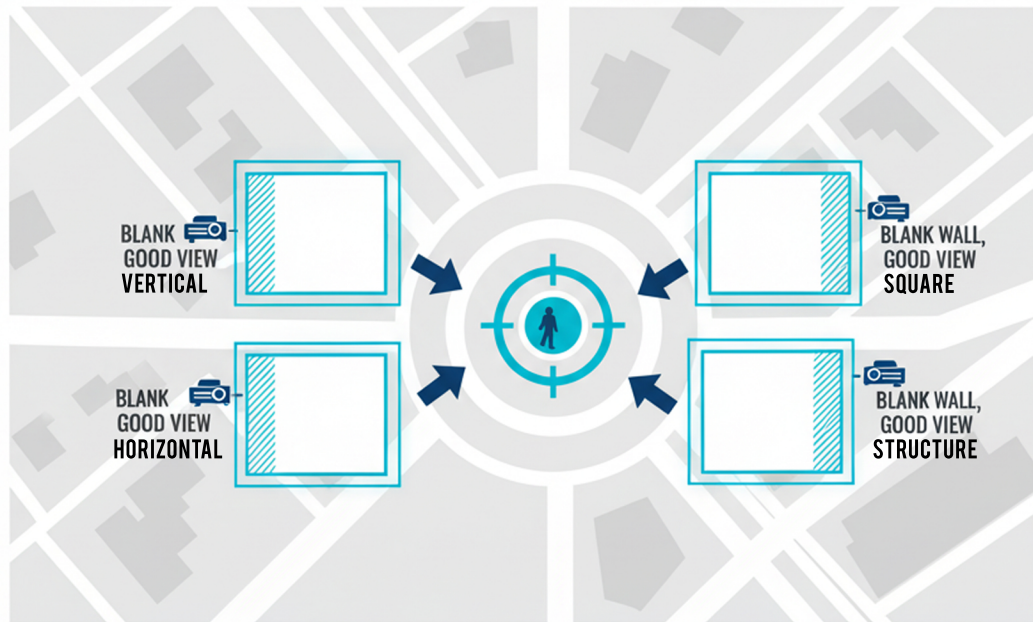


PROJO 1

OWN THE NIGHT

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STEP 2: SELECT PROJECTION WALLS



2-4 SURROUNDING WALLS, BLANK SPACES, HIGH VISIBILITY.

**WE'LL PROVIDE YOU WITH A SCOUTING REPORT AND WALL OPTIONS FROM OUR DATABASE
YOU PICK THE WALLS YOU PREFER**

PROJECTION PACKAGES ARE DETERMINED FROM YOUR CHOICES:

- **SMALL WALL: (LESS THAN 20') 3-5K PROJECTOR**
- **MEDIUM WALL (LESS THAN 40') 7-10K THEATER PROJECTOR**
- **BIG WALL (LESS THAN 120') 12-16K STADIUM PROJECTOR**
- **LANDMARKS (OVER 120') 40K VIDEO OR 75K AND UP GOBO PROJECTOR**

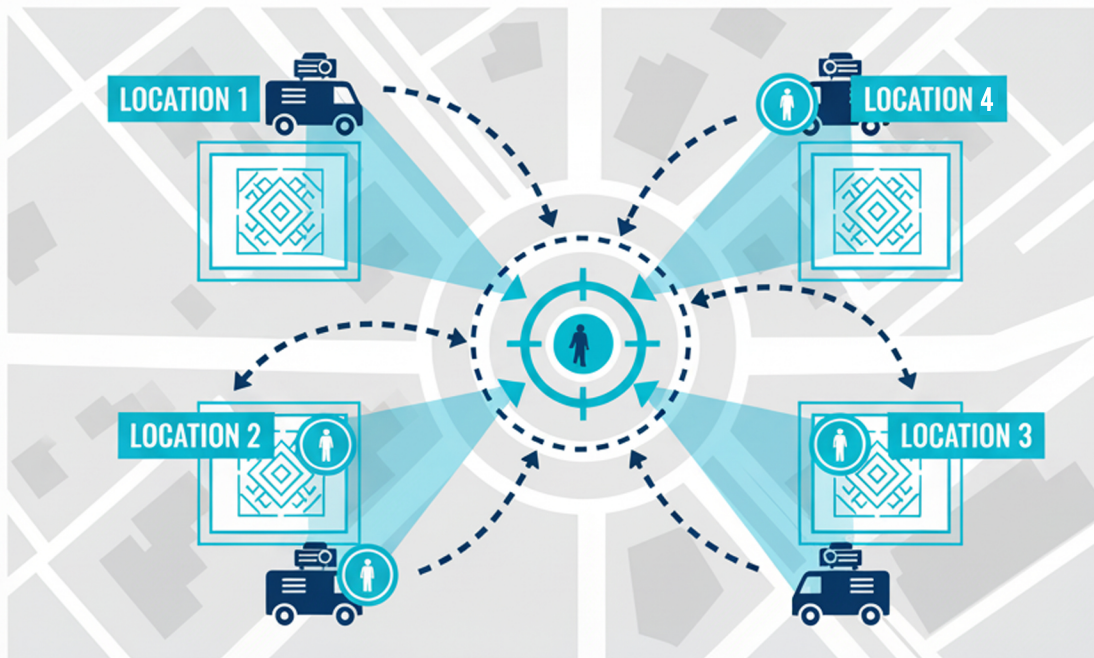


PROJO 1

OWN THE NIGHT

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STEP 3: DEPLOYMENT & REPORT



MOVE BETWEEN 1-4 LOCATIONS DURING THE EVENING FOR WIDER EXPOSURE.

- OUR TEAM WILL GET ON LOCATION BEFORE SUNSET
- ONCE THE PROJECTION IS UP YOU'LL GET A PIC REPORT
- IF THE TEAM HAS TO MOVE, THEY'LL GO TO THE NEXT LOCATION ON SCHEDULE
- YOU'LL GET PHOTO UPDATES THROUGHOUT THE EVENING
- VIDEO IS TAKEN FOR YOUR ARCHIVE