



## Engage Business Decision Makers with Programmatic DOOH

Influence high-value decision-makers at scale in brand-safe environments with premium DOOH screens that drive engagement and action. Place Exchange helps deliver your B2C or B2B messages to this influential audience in a variety of contexts - whether they are working from the office, working from home, commuting, traveling, at a conference, or at moments of leisure.



**\$1.48**  
trillion

spent on corporate travel globally in 2024<sup>1</sup>

**26**  
minutes

spent commuting by Americans daily<sup>3</sup>

**\$1.6**  
trillion

spent on global business events annually<sup>2</sup>

**85%**

of US companies require in-office attendance from employees<sup>4</sup>

Source: <sup>1</sup>Global Business Travel Association, 2024 <sup>2</sup>Events Industry Council, 2023, <sup>3</sup>US Census, 2025, <sup>4</sup>CRE, 2025

## Reach business professionals in wide range of contexts

- At work in office building lobbies and elevators where dwell time can eclipse 13 minutes a day<sup>1</sup>
- On the commute with billboard and transit media
- On the road at airport lounges, restaurants, and terminals as well as hotel lobbies and rooms
- At leisure during happy hour, on the golf course, or at the clubhouse

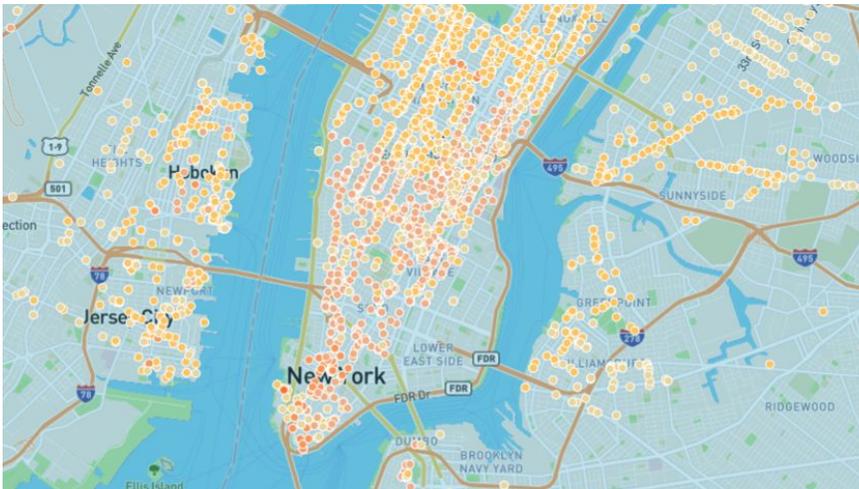
Source: <sup>1</sup>Captivate



## Audience targeting

PX can match 1st and 3rd party audiences to individual screens and deliver ads to those that index highest for the target audience.

Sample map showing screens that index high for finance professionals in New York City



- Total Screens: 9,903
- Impressions (4-week): 6.8B

### Screen Level Index

220-240	
200-220	
180-200	
160-180	
140-160	
120-140	



## Reach decision-makers at conferences & events

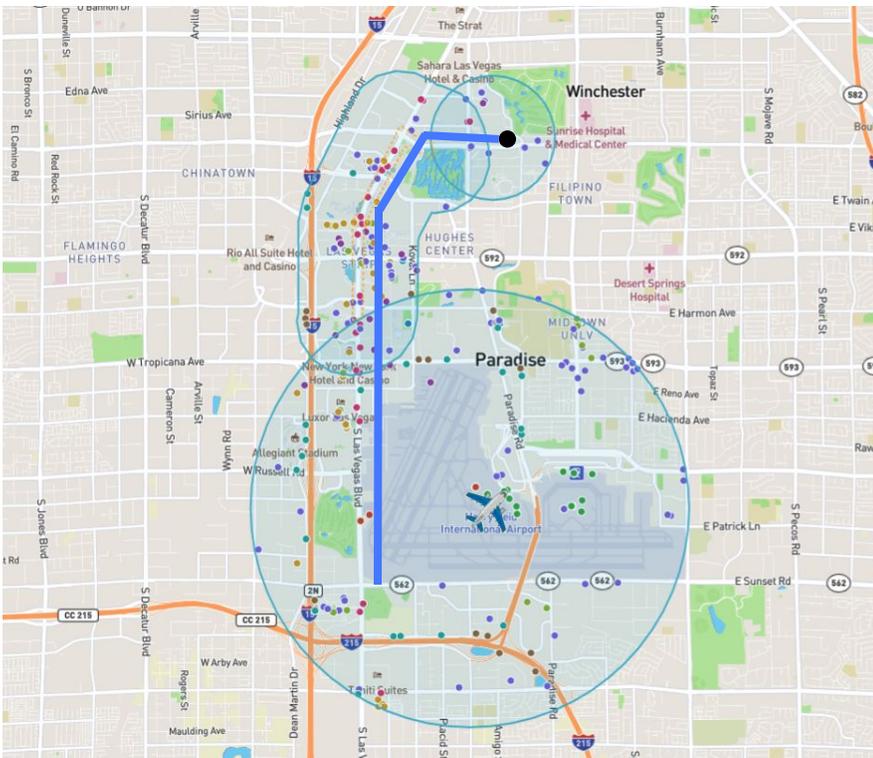
Conferences and events present a unique opportunity to reach condensed audiences of business decision makers. Leverage Place Exchange’s vast programmatic footprint of premium DOOH inventory to reach conference attendees from the moment they land at the airport, to their commute to the hotel, and around the conference venues.



## Contextually relevant locations

Reach conference attendees at the convention center, hotels, airports, happy hours, and along main transit routes.

Sample map showing media in and around the Las Vegas Convention Center, the Las Vegas Strip, and Harry Reid International Airport



- Total Screens: 609
- Impressions (4-week): 241M

### Venue Type

Bus Shelters	
Sports	
Airports	
Malls	
Roadside Billboards	
Hotels	
Las Vegas Convention Center	
Las Vegas Strip	
Harry Reid International Airport	