

Weaver Media, LLC.
Creative imaging solutions

About Weaver Media

We at Weaver Media envision, develop and execute your ideas from concept to completion. We wish to bring you stunning and exciting outdoor media opportunities while providing the industry's best customer service and quality standards. Our team of professionals will exceed your expectations and deliver the high standards Weaver Media is known for



Ben Weaver
President, Weaver Media

Key facts about Weaver Media

- > Weaver Media has provided imaging solutions to customers since 1994.
- > Weaver Media is built upon creating unique media placements that demand attention.
- > We are a full service agency from concept to installation.
- > Our mission is to find and implement creative imaging solutions regardless of constraints.
- > Our staff guarantees your signage will exceed expectations.
- > Weaver Media inspects every facility for new and innovative signage opportunities.
- > We take great pride in our client relationships; we consider ourselves a partner in achieving the full potential of your goals.





Textured Surface

There is nothing on the market like this 3M material. Its an adhesive application best suited for extremely rough textured surfaces. The vinyl is lightly applied to the surface and then heated to produce a shrink wrap effect where the material is sucked into the pores of the surface. Once the campaign is complete, the material removes easily leaving no residue.

“The Weaver signage elements have enhanced our visibility and branding at many NASCAR tracks, from Daytona to Charlotte, Atlanta, Richmond, and Michigan to name a few. Our consumer communication is bolder and more exciting. The collaborative creative process and great response times are examples of the outstanding service Coca-Cola has experienced during every project.”

-Bill Nystrom
Senior Sports Marketing Manager-NASCAR
Coca-Cola North America



Creative

Floor Graphics

Our 3M custom floor Graphics are produced on a removable pressure-sensitive vinyl film which features a tough, anti-slip, anti-scuff overlamine. These unique features ensure safety for all your event patrons, no matter what conditions are like. This film is the “Cadillac” of all outdoor ground graphics.



imaging solutions

“Weaver Media specializes in creating unique imaging applications inside event venues all over the U.S. by utilizing their current structure. The goal is to prevent clients from building something new just to service their sponsors. Instead they strive to use art that lends to the space. For example, a concrete column would be home to a giant Coca-Cola bottle adhesive graphic. Most of the applications are installed at venues including racetracks, hockey rinks, and collegiate sporting arenas.”

-Digital Output February 2008





Wall Graphics

Our suite and wall graphics immerse your guests' senses. Printed on vinyl, these graphics adhere to almost any material giving your walls, cabinets and other surfaces a brand new look that demands attention. Wow your visitors and keep them talking about your business long after they leave.

Winner Best Graphics 2008
Digital Graphics Magazine

“ Weaver Media was excellent in helping us with our entire branding of the LifeLock 400 at the Michigan International Speedway.

There was no question from the time you entered the venue that we were the title sponsor. Weaver also made sure that we were within our budget and made recommendations from their experience how we could best maximize our budget.

In addition, we have used Weaver Media for events outside of the Michigan race with the same overwhelming customer service and professionalism. I wouldn't hesitate twice in using Weaver Media to deliver your graphic needs!

-Melissa Malcom, LifeLock





Vehicle Wraps

Whether it's one car, a golf cart or a fleet of semis, our vehicle wraps can turn any automobile into a mobile billboard. Let our in-house creative team build you a package that puts drive time to work for you. From concept to completion, Weaver Media is your one-stop shop for amazing automobiles.



Column Wraps

Transform your pillars from lifeless gray to eye-popping works of art. From soft drink cans to medicine bottles with 3M vinyl the possibilities are almost endless.



Grand Format

Size matters, especially in advertising. That's why these huge banners work so well. Our team will help you broadcast your message while utilizing the existing structure of your facility to ensure maximum exposure at minimal cost.



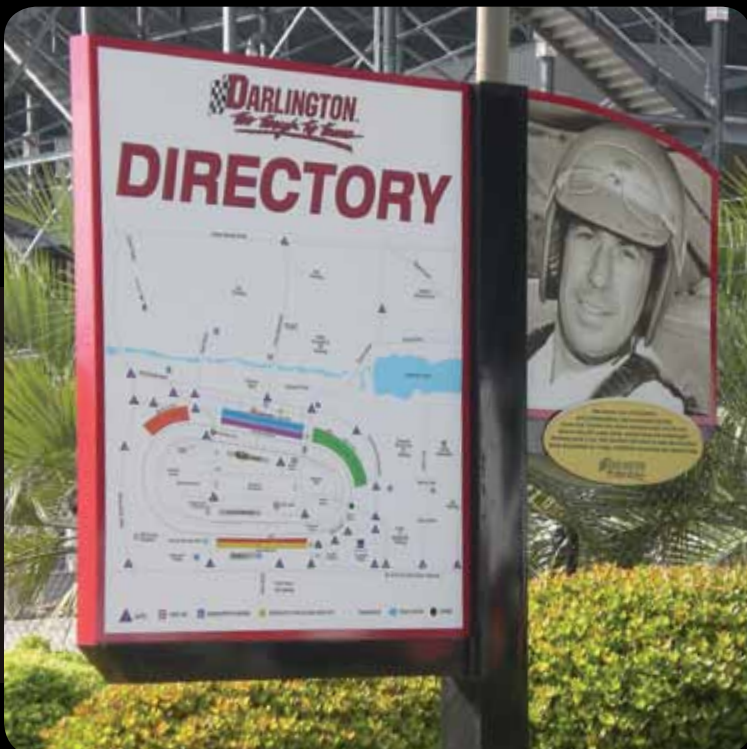
Bleacher Covers

Bleacher covers are another great opportunity to zig while everyone else zags. They're already installed, they're plentiful and they make a great surface to create unique murals and memorable graphics.



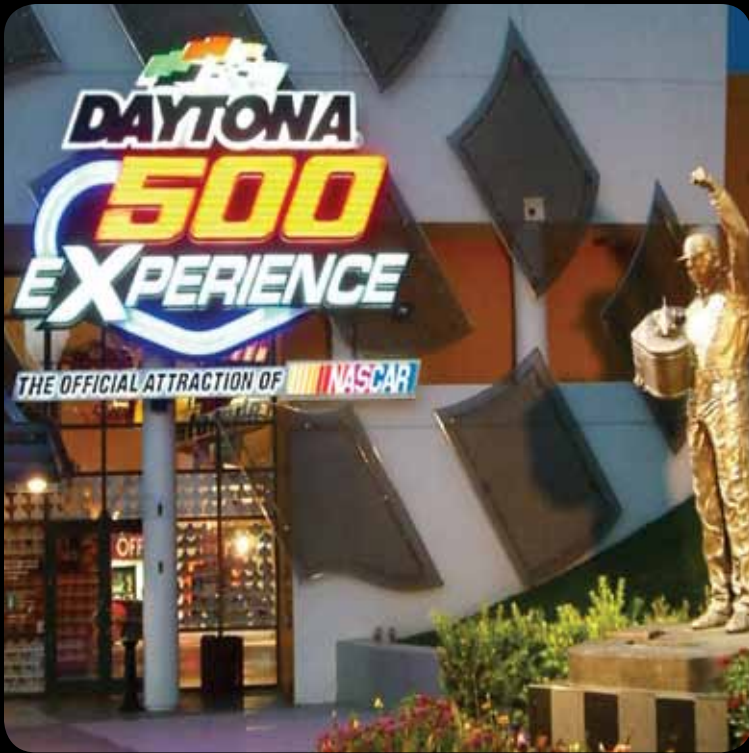
Etched Glass

Give visitors an elegant welcome to your building with these stylish vinyl graphics. Etched glass can be used to incorporate logos on building entrances, office doors and windows.



Directional Signs

Tell people where to go—with style. With Weaver Media, you can make your signage informative and interesting all at the same time.



Illuminated Signs

Few signs match the after dark beauty of a neon sign. Draw in customers, onlookers and gawkers with these shining displays of your business.



3D Display Signs

Welcome oohs and aahs with a three dimensional sign in your lobby. Each is hand created from high-density, long-lasting foam.



Concessions/Menus

Transform a dull, lifeless concessions area into one that drives traffic—and sales. Our concession areas mix vinyl graphics, translights and innovative menu boards to create visually pleasing stands that entice consumers' appetites and purchases.



Terra Banners

Make the earth move for your business with our Terra Banners. Large format graphics can draw attention and media buzz from the heavens.

Making fans bring their appetites, instead of their coolers.

Case Study: Atlanta Motor Speedway

Since 1960, fans loved Atlanta Motor Speedway. They loved the excitement, the adrenaline rush and the camaraderie. Unfortunately, they didn't show any love to the concession areas. An independent survey showed more than 70% of fans brought coolers with them to the races. That's when the track and Coca-Cola asked Weaver Media to help.

It was decided to test one stand and keep one another as a control. We gave our team one direction—make the new stand impossible to ignore. To accomplish this we give the entire stand a visually stimulating wrap that combined and simplified the AMS, NASCAR and Coca-Cola messages. We tossed out the old menu boards in favor of fresh, new magnetic boards that highlighted the track's combos. Overall we made sure that the stands could catch fans' attention and drive traffic to the concession areas.

Did fans like the new concession areas? You bet.

- 31% of fans who saw the stands stopped in
- 41% of fans were aware of the new combos, of those half purchased one
- 30% said the combo pricing made it easier, faster and more convenient to use the concession
- 3.7% increase in sales (control stand lost over 30% from the previous year)





Project Management and Installation Capabilities

Our dedicated network of professional installers is solely responsible for all Weaver Media activations. Each installation team consists of a fully licensed and insured professional signage installer. At all times during an installation, a Weaver Media representative will be onsite to direct and facilitate the installation. This helps insure that all installations meet and exceed our high standards.

A Word, Or Two, From Our Sponsors

On behalf of all of us at RIR, thanks for playing an integral part in our successful “Crown Royal 400” event weekend. Our motto here is “Racing Perfection” and thanks to you and your team we continue to strive to “set the bar” in the overall fan and sponsor experience.

-Kent W. Winter, Director of Corporate Sales Richmond International Raceway

We are in our second year of using Weaver Media for all of our event signage needs. We went with Weaver Media because we needed a company that would be a partner to our business not just another vendor. Weaver Media has been innovative, competitive on pricing and able to deliver the job under very tough timelines. We are very pleased with the capabilities and the level of service they have provided us.

-George Dennis, Director of Sales and Marketing Talladega Superspeedway

Weaver Media’s key strengths in communication, estimating, timeliness, invoicing, and commitment to quality have truly made an impact with our sponsors. Meeting the tight timeline and providing a quality product and proactive solutions, all within budget led our sponsor 3M to success at Michigan.

“We believe Ben Weaver of Weaver Media led us to project success at MIS over a very short 6 week time frame,” said Greg Clausen of 3M. Weaver Media’s dedication and communication offered the peace of mind.

-David Hines, President, Victory Management Group

Since converting all my business to Weaver Media in 2009, they have instilled a peace of mind which I haven’t had the luxury of having in the past. I can’t say enough for the level of service that comes with their pricing. In my 11 years in the sport, I have worked with many companies and can tell you that we have a great deal with Weaver, both in terms of pricing and service. In an apples to apples evaluation, Weaver takes my ideas, suggests an application, provides a quote, establishes a look, puts together creative, produces, ships and is here on event weekend to install all the products and put out last minute fires. All of this is provided at pricing similar to or better than that offered by other vendors.

- Jeff Taylor, Director of Sales & Marketing, Darlington Raceway

Nobody knows event marketing better than Weaver Media! They helped activate our sponsorship of the *Show Me the CARFAX* NASCAR Race Weekend and took our presence at Michigan International Speedway to a whole new level. A major consideration for CARFAX is generating television impressions. Weaver Media devised a cost-effective über-impactful, on-track strategy that revved up the engine in our brand.

-Larry Gamache, Communications Director, CARFAX



WeaverMedia.us

810 Welch Rd. | Commerce Twp., MI 48390 | ph. 248.669.6830