

PEARSON INTERNATIONAL AIRPORT NXNE AT YYZ!

- NXNE declares Toronto music capital of North America
- Third year of live performances in the Arrival Halls of Terminals 1 and 3
- 2 stages in high traffic areas at peak times
- 8 days (June 11 – 19)
- 16 shows – 2 shows per day
- 1,500 people/hour X 2 stages = 3,000/hour
- signage opportunities

EXPOSURE: 300,000 impressions

NORTH BY NORTHEAST



ROMNEY GETTY @PEARSON