

**INX**  
**MAV** **MOBILE**  
**ADVERTISING**  
**VEHICLE**

Sales Kit  
Ver. 2024

INX EVENTS & PRODUCTIONS PTE LTD

# ABOUT US

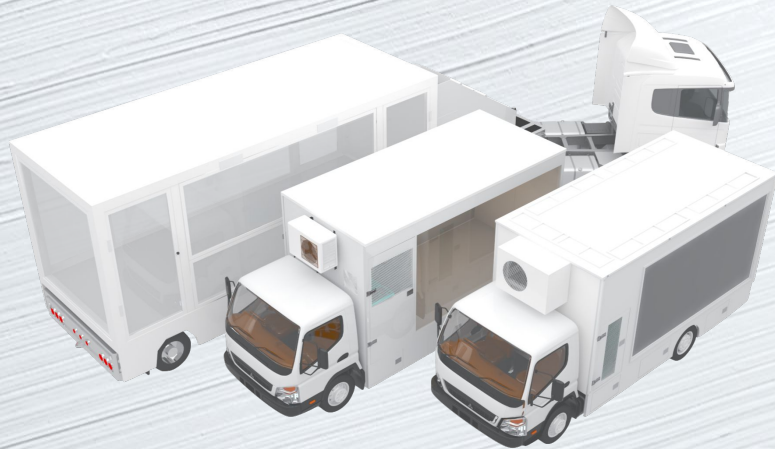
With a commitment to deliver personalised event solutions, INX is a prominent **Brand Experience Agency** that has been around within the industry since 2012.

Offering a comprehensive suite of services including **conceptualisation, marketing, live event management** and **post event publicity**, INX believes in not just creating ideas, but also its realisation to our clients.

Holding a track record of **successful projects** ranging from **corporate conferences** to **brand activations** and **product launches**, the team's dedication to excellence ensures memorable experiences for our clients.

# WHY THE ADVERTISING VEHICLES?

**FLEXIBLE & INTERACTIVE  
ADVERTISING EVERYWHERE!**



Besides acting as a **Mobile Brand Indicator** that raises brand awareness on the move, Advertising Vehicles provide genuine **outreach, audience engagement** and help to build a **sustainable presence** to your Clients & Prospects.

# VERSATILE CONFIGURATIONS

## BRAND EXPERIENCE

**Driving Consumer  
Action** through  
**Brand Interaction**  
and **Experiences!**

## MOBILE BILLBOARD

Rove around various  
routes with a  
**3.6m LED Screen** to  
**build up** to your  
**Activation!**

## POP UP STORE

Pop-Up  
unannounced  
with an **unique store  
experience** to quickly  
**draw** in crowd!

## DIGITAL MEDIA

**Value add** with  
**Interactive** Digital  
Medias to **enhance**  
your audience  
**experience!**

# BRAND EXPERIENCES

Brand Activation is a Marketing Discipline, the art of **Driving Consumer Action** through **Brand Interaction and Experiences**.

How can the Mobile Advertising Vehicle help **Bring Brands to Life?**

We **Create Experiences** and form long-term emotional connections through many forms where some common **Activation** includes:

- Consumer Promotions
- Experiential Marketing
- Digital Campaigns
- Shopper Marketing
- Sampling Campaigns



# MOBILE BILLBOARD

Mobile Billboards are mainly used to **Reach Out** to motorists and pedestrians on the road. They can be used to **Achieve Market Saturation**, or skewed to reach a specific **Demographic or Geographical Target**.

- **Drawing Attention** to a message by bringing it **directly to the consumer**
- **Creative possibilities** include embellishments, interactive displays and promotional programs



# INTERACTIVE DIGITAL MEDIA

**Enhance** your audience **experience** with customised interactive digital media, such as:

## **GAMIFICATION**

Interactive Games & APPs  
with Technology

## **VIRTUAL REALITY**

A 360° Virtual Experience

## **INTERACTIVES**

Motion Sensor, Facial  
Recognition, Touch Screen

## **AUGMENTED REALITY**

A Composite View of the  
Real World



# POP UP STORE

Pop Up Stores has become a **go-to marketing strategy** for retailers looking to **extend their brand** and launch new products.

Consumers' **expectation** of the pop up shopping experience are on **unique, exclusivity** and out of the average brick and mortar visit.

Common Pop Up Store Usages includes:

- Sales & Brand Driven
- Educational
- FMCG / Retail
- Travel / Leisure





## MAV 1.0



MAV 1.0, the very first vehicle of our series is a versatile marketing solution tool with multiple configurations. It has dual glass windows, in-built generator and air-condition.

**Size:**

15ft Truck

**Compatible Add On:**

Audio System | LED Wall | Stage | Exterior & Interior Skinning

**Commonly used for:**

Mobile Billboard | On-Ground Activations | Networking Pod



*Click to view*

## MAV 2.0



MAV 2.0, the second series is designed for both vehicle advertising and pop up stores. It comes with glass window on one side and a hybrid awning/platform on the other side. It also has in-built generator and air-condition.

**Size:**

15ft Truck

**Compatible Add On:**

Audio System | LED Wall | Stage | Exterior & Interior Skinning

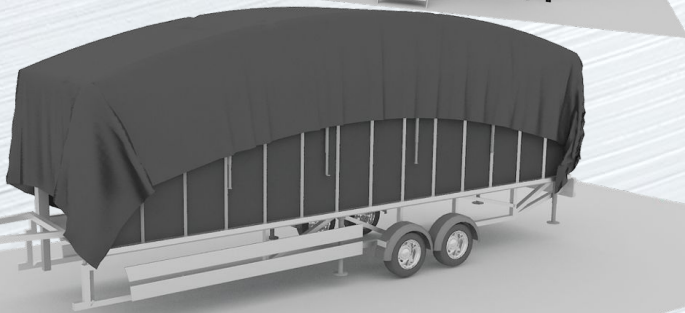
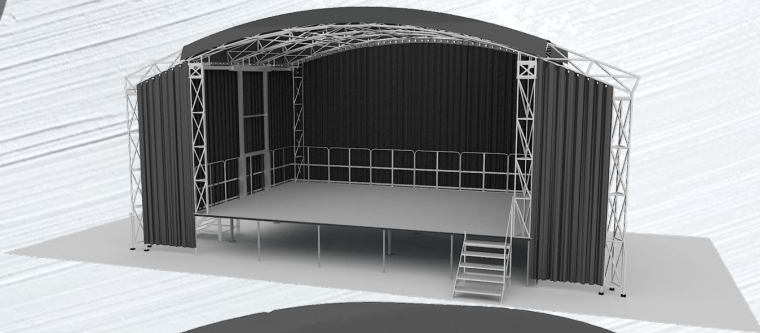
**Commonly used for:**

Mobile Billboard | On-Ground Activations | Pop Up Store



*Click to view*

## MAV 3.0



MAV 5.0 is Mobile Engineered stage, designed for safety & efficient use, and comes with TUV Certification. All it takes is just one person and an hour to fully set up this 10m wide mobile concert stage. Great for outdoor events with limited set up time!

**Size:**

9m x 6.1m x 6.2m

**Compatible Add On:**

Audio System | LED Wall | Stage | Branding

**Commonly used for:**

Concert | Outdoor Events

***\*Contact us for rates***

**COMING  
SOON**  
UNDER CONSTRUCTION

## MAV 4.0



The use of containers as pop up stores or activation ground are rising in the brand marketing industry. What makes MAV 4.0 different yet better than generic containers are its flexibility in movement on a trailer and self powering capability via in built in-built generator.

**Size:**

25ft Container

**Compatible Add On:**

Audio System | LED Wall | Stage | Exterior & Interior Skinning

**Commonly used for:**

Mobile Billboard | On-Ground Activations | Pop Up Store

## CARAVAN

# MAV 5.0

Towing of the **Caravan** into the city with to target your desired audiences. Turn it into a drink sampling while having your audiences engaged with the vehicle.

### **Size:**

4mL x 2mw x 2.2mH

### **Compatible Add On:**

Exterior & Interior Skinning | Header Board/  
Logo

### **Commonly used for:**

On-Ground Activations | Pop Up Store



## KOMBI VAN

# MAV 6.0

Tow to the heartlands of Singapore, the van's vintage outlook appeals to most target audience who are interested in such cute set-ups. Display products on the ledge, or attend to consumers across the counter, the kombi van is most suitable for all kinds of consumer engagement!

**Size:**

4.4mL x 1.8mW x 1.85mH/2.54mH (Closed/Open)

**Compatible Add On:**

Exterior Skinning

**Commonly used for:**

On-Ground Activations | Pop Up Store



## SAMPLING CARTS

# MAV 7.0 & 8.0



**Multi-purpose sampling carts** can be turned into mini cafes or food sampling/ serving stations to enhance your guest experiences.

**Size:** 2.6mL x 1mW x 1.1mH

**Compatible Add On:** Exterior & Interior Skinning | Customised Umbrella

## OTHER MOBILE SERIES

### MINI TRAILER

With the idea of bringing shopfront to your target audience, our mini trailer is a unique approach to engage audience on the go! It is highly maneuverable which enables the trailer to fit in any desired locations and is perfect for product demonstration.

**Size:** 3.2m x 1.8m x 2.1m

**Commonly Used For:**

Mobile Billboard | Pop up Store | Product Launch |  
Showroom

***\*Contact us for rates***





# RATE CARD

## MAV 1.0 & 2.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>FULL DAY [09 hrs]</b>	\$1,800/-	\$7,800/-	<ul style="list-style-type: none"> <li>- Raw Vehicle</li> <li>- 25 KVA Generator</li> <li>- In-Built Air-conditioning</li> </ul>
<b>EXTERIOR SKINNING</b>	\$3,500/-		<ul style="list-style-type: none"> <li>- External Skinning includes 03 sides Truck Box (Left, Right, Back), Excluding Header Board, Truck Box Front &amp; Truck Cab.</li> <li>- Inclusive of 1 time Set-up and Tear-down</li> <li>- Skinning refers to Vinyl Sticker Print with Installation</li> <li>- Requires Extra Booking for Complex Set-up</li> </ul>
<b>INTERIOR SKINNING</b>	TBA		
<b>LED SCREEN</b>	\$3,500/-	\$14,600/-	<ul style="list-style-type: none"> <li>- 3.6m x 2m(H) Single-sided LED Wall, w/o Video Technician &amp; System</li> <li>- Inclusive of 1 time Set-up and Tear-down</li> </ul>
<b>STAGE PLATFORM</b>	\$1,200/-	\$4,500/-	<ul style="list-style-type: none"> <li>- 1m x 1m x 0.6m Modular Quick Frame Platform with Skirting &amp; Steps</li> <li>- Inclusive of 1 time Set-up and Tear-down</li> <li>- Default Stage Size: 4m x 4m x 0.6m</li> <li>- Subject to \$150 per Location</li> </ul>
<b>BASIC AUDIO SYSTEM</b>	\$450/-	\$1,800/-	<ul style="list-style-type: none"> <li>- Comes with 01 x Dazzling LED Audio speaker &amp; 01 x Wired Mic</li> <li>- Self-managed</li> <li>- Supported by AUX / Quarter-inch / Bluetooth input</li> </ul>

**[1]** Weekly refers to 6 days a week

# RATE CARD

## MAV 1.0 & 2.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>ROAD CHARGES</b>	Subject to Brief Requirements		<ul style="list-style-type: none"> <li>- ERP Fees</li> <li>- Parking Fees</li> <li>- Diesel Fees</li> </ul>
<b>WEE HOURS</b>	Subject to Brief Requirements		<ul style="list-style-type: none"> <li>- Surcharge subjected to event set-up, operation hours and tear-down</li> </ul>
<b>CUSTOMISATION</b>	Subject to Brief Requirements		Including but not limited to: <ul style="list-style-type: none"> <li>- Overhead branding, Box Top &amp; Front, Truck Cab</li> <li>- Interactive digital effects</li> <li>- Interior decor &amp; other logistics</li> <li>- Design &amp; conceptualization</li> <li>- Venue rental</li> <li>- Permits &amp; Licenses</li> <li>- Production Fees</li> <li>- Campaign Management Fees etc.</li> </ul>

**NOTE:**

- **Roving Hire includes: 30 mins break for Half Day Hire and 90 mins break for Full Day Hire.**
- **All modification works on all vehicles are to be carried out exclusively by INX Events & Productions in-house team only.**
- **Subjected to \$600 per day for vehicle preparation/ set-up.**
- **Subjected to surcharges during festive seasons.**
- **\*For customised campaign, do contact us for detailed discussion.**

**[1] Weekly refers to 6 days a week**

# RATE CARD

## MAV 4.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>FULL DAY [09 hrs]</b>	\$2,800/-	\$11,800/-	<ul style="list-style-type: none"> <li>- Raw Vehicle</li> <li>- In-Built Air-conditioning</li> </ul>
<b>EXTERIOR SKINNING</b>	\$4,500/-		<ul style="list-style-type: none"> <li>- External Skinning includes 03 sides Truck Box (Left, Right, Back)</li> <li>- Inclusive of 1 time Set-up and Tear-down</li> <li>- Skinning refers to Vinyl Sticker Print with Installation</li> <li>- Requires Extra Booking for Complex Set-up</li> </ul>
<b>INTERIOR SKINNING</b>	TBA		
<b>LED SCREEN</b>	TBA	TBA	<ul style="list-style-type: none"> <li>- 3.6m x 2m(H) Single-sided LED Wall, w/o Video Technician &amp; System</li> <li>- Inclusive of 1 time Set-up and Tear-down</li> </ul>
<b>Towing</b>	\$450/-		<ul style="list-style-type: none"> <li>- Per tow include 1 way trip only</li> </ul>
<b>BASIC AUDIO SYSTEM</b>	\$450/-	\$1,800/-	<ul style="list-style-type: none"> <li>- Comes with 01 x Dazzling LED Audio speaker &amp; 01 x Wired Mic</li> <li>- Self-managed</li> <li>- Supported by AUX / Quarter-inch / Bluetooth input</li> </ul>

**[1]** Weekly refers to 6 days a week

# RATE CARD

## MAV 4.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>ROAD CHARGES</b>	Subject to Brief Requirements		<ul style="list-style-type: none"><li>- ERP Fees</li><li>- Parking Fees</li><li>- Diesel Fees</li></ul>
<b>WEE HOURS</b>	Subject to Brief Requirements		<ul style="list-style-type: none"><li>- Surcharge subjected to event set-up, operation hours and tear-down</li></ul>
<b>CUSTOMISATION</b>	Subject to Brief Requirements		Including but not limited to: <ul style="list-style-type: none"><li>- Interactive digital effects</li><li>- Interior decor &amp; other logistics</li><li>- Design &amp; conceptualization</li><li>- Venue rental</li><li>- Permits &amp; Licenses</li><li>- Production Fees</li><li>- Campaign Management Fees etc.</li></ul>

**NOTE:**

- All modification works on all vehicles are to be carried out exclusively by INX Events & Productions in-house team only.
- Subjected to \$800 per day for vehicle preparation/ set-up.
- Subjected to surcharges during festive seasons.
- \*For customised campaign, do contact us for detailed discussion.

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# RATE CARD

## CARAVAN

### MAV 5.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>FULL DAY [09 hrs]</b>	\$1,100/-	\$4,800/-	<ul style="list-style-type: none"> <li>- Raw Conditions</li> <li>- In-Built Air-conditioning</li> </ul>
<b>EXTERIOR SKINNING</b>	\$2,200		<ul style="list-style-type: none"> <li>- External Skinning includes 04 sides Truck Box (Left, Right, Front, Back) Inclusive of 1 time Set-up and Tear-down</li> <li>- Skinning refers to Vinyl Sticker Print with Installation</li> <li>- Requires Extra Booking for Complex Set-up</li> </ul>
<b>INTERIOR SKINNING</b>	TBA		
<b>Per Tow</b>	\$350/-		<ul style="list-style-type: none"> <li>- Per tow include 1 way trip only</li> </ul>
<b>BASIC AUDIO SYSTEM</b>	\$450/-	\$1,800/-	<ul style="list-style-type: none"> <li>- Comes with 01 x Dazzling LED Audio speaker &amp; 01 x Wired Mic</li> <li>- Self-managed</li> <li>- Supported by AUX / Quarter-inch / Bluetooth input</li> </ul>

**NOTE:**

- All modification works on all vehicles are to be carried out exclusively by INX Events & Productions in-house team only.
  - Subjected to \$350 per day for vehicle preparation/set-up.
  - Subjected to surcharges during festive seasons.
- \*For customised campaign, do contact us for detailed discussion.*

**[1] Weekly refers to 6 days a week**

# RATE CARD

KOMBI VAN

MAV 6.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>FULL DAY [09 hrs]</b>	\$1,100/-	\$4,800/-	<ul style="list-style-type: none"> <li>- Raw Conditions</li> <li>- In-Built Air-conditioning</li> </ul>
<b>EXTERIOR SKINNING</b>	\$2,800		<ul style="list-style-type: none"> <li>- External Skinning includes 04 sides Truck Box (Left, Right, Front, Back) Inclusive of 1 time Set-up and Tear-down</li> <li>- Skinning refers to Vinyl Sticker Print with Installation</li> <li>- Requires Extra Booking for Complex Set-up</li> </ul>
<b>INTERIOR SKINNING</b>	TBA		
<b>Per Tow</b>	\$350/-		<ul style="list-style-type: none"> <li>- Per tow include 1 way trip only</li> </ul>
<b>BASIC AUDIO SYSTEM</b>	\$450/-	\$1,800/-	<ul style="list-style-type: none"> <li>- Comes with 01 x Dazzling LED Audio speaker &amp; 01 x Wired Mic</li> <li>- Self-managed</li> <li>- Supported by AUX / Quarter-inch / Bluetooth input</li> </ul>

**NOTE:**

- All modification works on all vehicles are to be carried out exclusively by INX Events & Productions in-house team only.
  - Subjected to \$350 per day for vehicle preparation/set-up.
  - Subjected to surcharges during festive seasons.
- \*For customised campaign, do contact us for detailed discussion.*

**[1] Weekly refers to 6 days a week**

# RATE CARD

## SAMPLING CARTS

# MAV 7.0 & 8.0



	DAILY	WEEKLY <sup>[1]</sup>	REMARKS
<b>FULL DAY [09 hrs]</b>	\$450/-	\$2,400/-	<ul style="list-style-type: none"><li>- Raw Conditions</li><li>- In-Built // Chiller</li></ul>
<b>EXTERIOR SKINNING</b>		\$850	<ul style="list-style-type: none"><li>- External Skinning includes 03 sides body</li><li>- Inclusive of 1 time Set-up and Tear-down</li><li>- Skinning refers to Vinyl Sticker Print with Installation</li><li>- Requires Extra Booking for Complex Set-up</li></ul>
<b>TRANSPORTATION</b>		\$350/-	<ul style="list-style-type: none"><li>- Per trip include 1 way trip only</li></ul>
<b>UMBRELLA CUSTOMISATION</b>		TBA	

### NOTE:

- All modification works on all vehicles are to be carried out exclusively by INX Events & Productions in-house team only.
- Subjected to surcharges during festive seasons.
- \*For customised campaign, do contact us for detailed discussion.

**[1] Weekly refers to 6 days a week**

# SUBMISSION DEADLINES

## BOOKING DEADLINE

Materials to be Submitted for Testing 01 Week Prior to Campaign Commence Date.

## SKINNING ARTWORK

FA<sup>[1]</sup> to be Received at least 02 Weeks Prior to Campaign Commence Date.

\*Refer to Skinning Guide for detailed measurement.

## INTERIOR CONCEPT

By default to be Submitted 01 Week Prior to Campaign Commence Date or otherwise Subjected to Brief Requirement.

## VIDEO CONTENT

Materials to be Submitted for Testing 01 Week Prior to Campaign Commence Date.

### NOTE:

1) All Bookings And Advertising Materials Must Be Submitted As Listed On The Right.

2) All Advertising Materials Must Be Vetted By Inx, And Where Required, Approval From The Relevant Authorities Obtained Before Production.

[1] Final Artwork: Layered Working File Of Proper Formats (Psd, Ai, High Res Pdf)



# TERMS & CONDITIONS

## (ADVERTISING)

1. All advertising materials (hereinafter referred to as the “advertising materials”) submitted to INX Events & Productions Pte Ltd (hereinafter referred to as “INX Events”) for display on the Mobile Advertising Vehicle (hereinafter referred to as the “MAV”) shall not:
  - a. Infringe the copyright or other rights of any person/firm/company; and/ or
  - b. Contain false or unwarranted claims for any product or service and/or defamatory statements; and/ or
  - c. Contain materials that has not been approved for advertisement by the relevant authorities (such as the Land Transport Authority).

Client shall be liable to keep INX Events indemnified against all claims, legal actions, suits, settlements, demands, losses and expenses (including legal fees on a full indemnity basis) and any goods and services tax or duty incurred or suffered by INX Events in respect of the advertising materials supplied by Client for display on the MAV.

1. Any advertising materials supplied by Client shall be delivered to INX Events at Client’s sole cost and risk. The advertising materials must be supplied in the format as specified by INX Events.
1. Bookings are made on a first come, first served basis and are subject to availability.
1. INX Events reserves the right to refuse to display any advertising materials submitted by Client without assigning any reason notwithstanding the acceptance of payment/part payment of the fees. In this circumstance, INX Events shall only be liable to refund the charge for any prepaid fees in respect of the un-displayed advertising materials.
1. INX Events shall not be liable for any interference of failure to display any advertising materials resulting from any event of force majeure. For the purposes of this advertising agreement, force majeure shall mean any accident, breakdown or partial/non-performance of equipment, vehicle and machinery for any reason whatsoever, failure of power, fire, strikes, weather conditions, accidental or deliberate and unauthorized tampering of the advertising materials or any frustrating events beyond INX Events’ reasonable control.

Where such event of force majeure has occurred, INX Events may decline to perform or perform in part or delay performance of displaying the advertising materials or elect to terminate this advertising agreement. All following recovery means are of goodwill of INX Events and are subjected to case by case basis.

- b. Unused Vehicle and Equipment rental days will be refunded
  - c. 30% of Interior and Exterior Skinning and Furnishing fees will be refunded
1. In addition, INX Events shall not be liable for any fair wear and tear of the advertising materials once it is being displayed on the MAV.
1. For the avoidance of doubt, unless otherwise expressly stated, no exclusivity is granted to the Client and nothing herein shall restrict INX Events from accepting advertisement from any other clients.
1. INX Events shall be the sole installer to any interior or exterior modification or installation in and on MAV. Should the The Client wish to use external contractors for any modification or installation in and on MAV, a 50% of the vehicle rental contract value will be imposed, subjected to approval by INX Events.

# TERMS & CONDITIONS

(GENERAL)

## 1. General

1.1 All advertising agreements (including but not limited to Official Signed INX Quotation), are subjected to these General Terms and Conditions, the terms and conditions set out in the rate card of MAV, may be amended from time to time.

## 1. Definitions

2.1 In these General Terms and Conditions, words and phrases with initial letters capitalized are defined terms, and if not otherwise defined under this Clause, shall have the meaning set out below. The following terms shall have the following meanings unless the context otherwise requires: -

“Advertising Materials” means all advertising materials, including without limitation copy instructions, music, audio-visual materials, artwork, graphics, personal data, electronic files, sales literature, price lists, information, details, data, logos, trademarks and/or service marks, submitted or supplied by the Client for its advertisements.

“Booking Request” means a written application via email for booking of the MAV made by a Client from time to time; and “Booking Requests” refers to two or more Booking Requests.

2.2 Words denoting the singular shall include the plural and vice versa; words denoting any gender shall include all genders words denoting persons shall include firms and corporations and vice versa.

2.3 The headings herein are inserted for convenience only shall be ignored in construing these General Terms and Conditions.

## 3. General Booking

3.1 All bookings shall be subject to acceptance by INX Events in its absolute discretion.

3.2 Where applicable, Client shall also submit to INX Events all cue sheets providing details of all music and/or other materials synchronized in the Advertising Materials prior to the booking date, and all such other information and materials as may be requested by INX Events from time to time.

3.3 In addition to the general booking procedures set out above, all Booking Request and Advertising Materials must be submitted in accordance with the requirements and datelines specified in the rate card.

3.4 All Booking Requests shall be final and binding on the Client upon confirmation and may not be cancelled or rescheduled, unless otherwise agreed by INX Events in writing. If INX Events agrees to a request for any cancellation or rescheduling, such cancellation or rescheduling shall be subject to an additional charge of 100% of the value of the Booking Request to which the cancellation or rescheduling relates and/or such other charges as may be specified in the rate card.

# TERMS & CONDITIONS

(GENERAL)

## 4. Advertising Materials

4.1 Client shall represents and warrants that all Advertising Materials submitted to INX Events shall not:-

- a. Infringe the intellectual property rights or interest of any person;
- b. Contain false or unwarranted claims for any product or service and/or defamatory statements;
- c. Constitute, amount to or be deemed an unfair practice under the Consumer Protection (Fair Trading) Act (Cap, 52A); or
- d. Infringe or violate the laws or regulations of any country or state, or any applicable advertising or sponsorship codes.

For avoidance of doubt, INX Events shall be entitled to rely on the foregoing warranties and shall have no duty or obligation whatsoever to confirm the accuracy or veracity of such warranties.

4.2 All Advertising Materials are supplied and delivered to INX Events at Client's sole cost and risk, and such INX Events will not be responsible for any loss or damage to the Advertising Materials howsoever caused. INX Events reserves the right to destroy all Advertising Materials after a period of one (1) month from their receipt, unless otherwise agreed in writing by INX Events.

## 5. Force Majeure

5.1 All advertising agreements (including but not limited to Official Signed INX Quotation), are subjected to these General Terms and Conditions, the terms and conditions set out in the rate card of MAV, may be amended from time to time.

## 6. Others

6.1 All booking request are subjected to additional terms and conditions in official quotation and invoice issued by INX Events.

# INX

The Brand Activation Agency

## LET'S MAKE IT WORK!

For more informations, feel free to contact us at the following:

Phone: +65 6443 6427 / +65 6443 6437

Email: [enquiry@inx.com.sg](mailto:enquiry@inx.com.sg)

Address: 51 Ubi Avenue 1 #05-05, Singapore 408933

