



## VENDO Media Takes the Lead as Key Sponsor at the 2024 Canadian Out-of-Home Awards Gala

**As the Canadian Out-of-Home Awards approaches, partners continue to flood in to support the gala.**

**Toronto, April 3 2024** – [The Canadian Out-of-Home Awards](#) continues to receive an influx of interest from media owners and agencies to support the upcoming gala on May 30, 2024. [VENDO Media](#) was one of the first media owners to show enthusiasm in supporting this year's Canadian Out-of-Home awards gala, as they did in the prior year, and are ready to make a splash with their brand in the immersive event space at Mademoiselle in Toronto.

Sylvio Deluca, President of VENDO Media shares his enthusiasm about the event, “The Canadian Out-of-Home Awards gala is the key event for our OOH (out-of-home) community and puts a spotlight squarely on the brilliance and variety of ad placement options offered by all OOH suppliers. This community is unlike any other media category. There is a sense of industry support, family almost, and acknowledgement that we all win by promoting and growing OOH as an impactful, creative and trusted media option.” He continues, “At this year's gala, our mascot, the cheeky little frog, may make an appearance.”

Sylvio wanted to share a message of encouragement to attendees, “Last year, we broke ground by launching the very first OOH only awards gala. This year, we lay down the foundation. In future years, we're building a high-rise that will be the envy of all others.”

[The Canadian Out-of-Home Awards gala](#) continues to accept submissions for their 9 out-of-home categories, highlighting a variety of facets in the out-of-home space. [Submit your campaign](#) before April 24.

### **About The Canadian Out-of-Home Awards**

In partnership with BNN Bloomberg, The Canadian Out-of-Home Awards gala will be an all-encompassing industry celebration recognizing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns. Winning categories will be focused on innovation, data, use of programmatic/digital technology, audience targeting, 360 planning etc, and featured on BNN Bloomberg increasing global exposure.

### **About COMMB**

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech stacks, and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives.

### **For more information, please contact:**

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