

## POS/POI

Shopping centers, other points of sale (POS) and points of interest (POI), parking garages, convention centers and exhibition complexes are spaces that generate particularly strong appeal. They are characterized by a special mobility behavior and are interesting from the point of view of communication because of their privileged locations and extended catchment areas. As a full-service Out of Home provider, APG|SGA covers every facet of this market. Tap into the mobility of your target groups from the doorstep to the point of interest: to promote the clearance sale of your products and services as well as for effective brand communication, with:

