

Exhibit B - Gateway sign



COMMUNITY
ELECTRONIC
INFORMATION
SIGNAGE

We provide qualified municipalities across the US, at NO COST, iconic digital gateway signs. These communication hubs serve as a highly effective, visually appealing, and unique way to reach your citizens for emergency and non-emergency information while also supporting local businesses with a valuable advertising method, increasing tax revenues, and building the City's brand.



Attractive Gateway Signage



Designed in collaboration with city officials, CEIS signs are **beautifully** constructed with architectural and landscaping elements to fit local signage themes and **aesthetics** of the community.



Each sign will include static brand messaging such as the city seal or “**Welcome to the City of China Grove**”



Best-of-breed LED faces ensure top quality, color, and high-resolution images.



LED's are auto-dimming and set to **stringent** Federal and State standards, yielding significantly less light than traditional on-premise LED and other traditional up-lit signs.



Sign Details



CEIS is responsible for ALL expenses



Sized as small as possible while still being effective for adjacent roadway and setback



Reliable and secure cellular connection



The City receives a greater percentage of airtime than average advertisers.



Remaining airtime to be offered to local businesses at affordable rates



6-8 copy changes per minute



Each message is displayed for 6-8 seconds

Civic Announcements



When CEIS signs are incorporated into **China Grove**, important notices that the city desires to get out to the public are **guaranteed** to reach a wider audience.



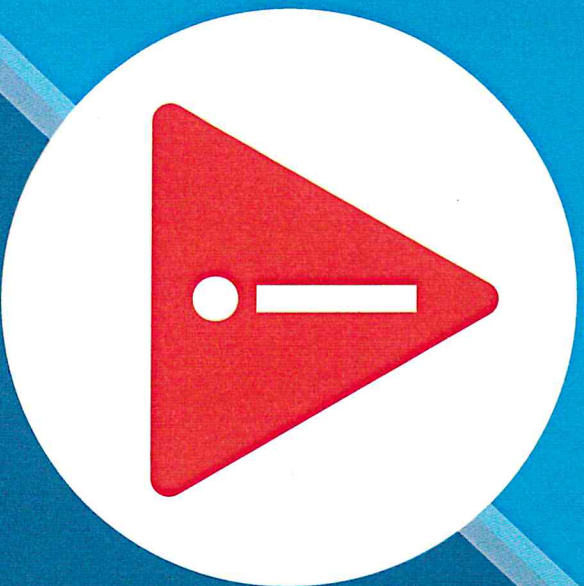
Reoccurring events can be updated in real time, and **multiple messages** can be scheduled in rotation.



City staff will be trained to manage messaging through a secure, easy to use portal and has **24/7 access**.



Emergency Management



- CEIS signs are **the most effective emergency management tool** to the traveling public and immediately solve significant communications issues facing your city.
- Emergency messaging can be displayed in **real time** via a reliable cellular connection with direct access from the city.
- Pandemic **Public Service Announcements**, severe weather, road closures and evacuation notices are easily disseminated to travelers in your city.
- Amber, Silver and Blue Alerts can be displayed within minutes.
- Missing persons notifications have full color photos, **increasing their life-saving effectiveness**, a significant advantage over low resolution DOT highway notification signs without graphics.

Economic Growth and Tax Revenue

To subsidize construction and ongoing costs, airtime on CEIS signs is offered to local businesses at advertising rates **affordable for almost any company.**

In a time of declining radio, print and television ad viewership, CEIS signs provide an **invaluable tool to local businesses** of all sizes to reach potential customers.

 Increased commercial awareness and traffic supports and **helps grow the local economy.**

 CEIS signs promote additional spending in the local community **thereby increasing tax revenues** and helping to keep businesses alive and thriving.



What Partner Cities Are Saying!



We are pleased to offer our highest recommendation of the CEIS organization to any municipality considering their community signage program. They efficiently and professionally worked with us to provide, at **zero cost to taxpayers**, a beautifully designed digital gateway sign on Bandera Road, the largest arterial highway passing through our city. In addition to welcoming travelers to our municipality, we were given a percentage of airtime for **exclusive use of the city for community and emergency messaging**, and numerous local businesses now have the ability to advertise to the 70,000 plus vehicles passing the sign each day.

– City Manager Kelly Kuenstler,
Sunnyvale, TX



“City officials are excited to partner with CEIS. The most exciting aspect of the technology is that Amber Alerts can include photos that are critical to help bring home children. This is a major win for Henderson as it solves so many of our needs.”

– Mayor Patricia Brack,
Henderson, TX



“The experience of working with your firm CEIS has been **refreshingly straightforward**. Now the city is able to put up **timely messages** that we need to get out to our public. You have provided an **affordable advertising** resource for the local businesses [which] has improved the sales, and thereby **increased the sales tax returns**...”

– City Manager Ken Grey,
Selma, CA



“The ability to have a beautiful digital sign announcing community events and informing the public of Amber and Silver Alerts has been a wonderful addition to the entrance of our city. It was such a pleasure working with you and your expert team...”

– Mayor Norm Childress,
Grandview, WA