

PCC ADVERTISING KIT



The opportunities listed in this kit are geared for our business, non-profit, government entity, and community partners interested in promoting their organizations on a long-term basis to the millions of guests that visit the Pennsylvania Convention Center.

The Pennsylvania Convention Center, located in the heart of downtown Philadelphia is one of the few convention centers that is uniquely woven into the city's landscape offering visitors the opportunity to immerse themselves in and enjoy the full cultural, culinary, and retail experiences of the city.

The Center has more than **1 million-square feet of saleable space**, hosting 1.2 million attendees and visitors annually. It is the **14th largest convention center** in the United States with 528,000 square feet of **contiguous exhibit space** and the **largest ballroom in the Northeast**.

The Center offers a wide range of advertising opportunities. Options available are a video wall, video screens, a large LED NanoFlex® screen, Charging Kiosks, Wayfinding Kiosks, Escalator Handrails advertising, and a Nursing Suite.

The following rates are effective until June 30, 2016.

Beyond that time, all prices are subject to change.

For more information, please email advertising@pccconvention.com

BY THE NUMBERS

237
conventions
and meetings
held in
2014

679,000
square feet
of exhibit
space

1,015,998
total conference
attendees in
FY 2013-2014

PENNSYLVANIA
CONVENTION
CENTER



Welcome
Philadelphia

STREET

Digital Signage

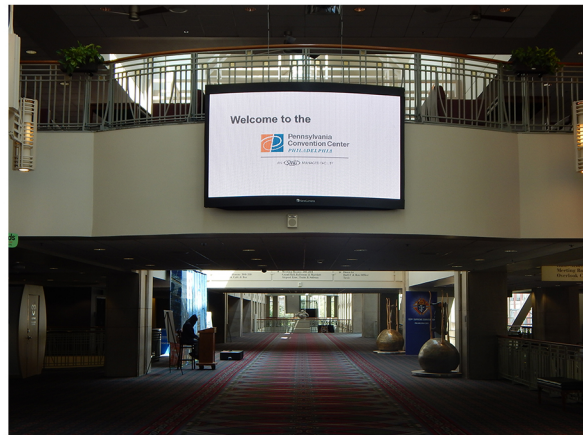
Maximize your exposure by displaying your company's services to more than 1.2 million visitors annually throughout the Convention Center. Digital Signage is an exciting way for advertisers to boost revenues and further their branding efforts.

We offer multiple options for digital advertising to our clients. Our Digital Signage is composed of 30 high-definition flat panel monitors which include a video wall measuring 75" x 107" and a NanoFlex® measuring 103" x 53", Charging Kiosks, and nine Wayfinding Kiosks. We have what you are looking for to bring your company's services and products to life with stunning image quality.

Digital advertisements can be up to fifteen (15) seconds in length and will run a minimum of four (4) times per hour per screen providing your company exposure throughout our (3) three block facility.

Digital Signage Fees:

1 month	\$1,200
3 consecutive months	\$3,000
6 consecutive months	\$5,500



Specifications for video commercials:

Most file types can be converted to the proper format to run content on the Digital Signage. The digital media players are able to play the following media types:

- MPEG 2 (.mp2)
- PowerPoint (.ppt)
- Bitmap (.bmp)
- JPEG (.jpg)

All images should be 1280 x 720 pixels and have an aspect ratio of 16:9.

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Charging Kiosks

The Charging Kiosks are capable of re-charging most major handheld devices. The Charging Kiosks are an invaluable service to attendees and allow you to showcase your brand message to over 1 million visitors. The Kiosks are located throughout the Convention Center.

**More information
to come shortly.**



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**Pennsylvania
Convention Center**
PHILADELPHIA

AN  MANAGED FACILITY

Escalator Handrails

The Pennsylvania Convention Center is proud to offer to our partners in the Philadelphia community another innovative way to brand and advertise your company and products. Our escalator handrails join our digital advertising, as another effective platform in reaching more than **1.2 million visitors annually** and nearly **12,000 commuters daily** to our Center. Our handrail advertising is a new, eye-popping marketing tool and just another example of how the Pennsylvania Convention Center is a state-of-the-art facility at the forefront of the convention service industry.

Pricing:

Prices include one escalator (two handrails), production, installation and removal. Artwork must be submitted 30 days prior to installation.

One Story

The Overlook West (2 escalators available)

The Overlook East (2 escalators available)

13 week campaign \$19,250.00

26 week campaign \$27,431.25

52 week campaign \$43,312.50

Two Stories

11th & Arch Street (2 escalators available)

12th & Arch Street West (2 escalators available)

12th & Arch Street East (2 escalators available)

West Grand Ballroom AB (2 escalators available)

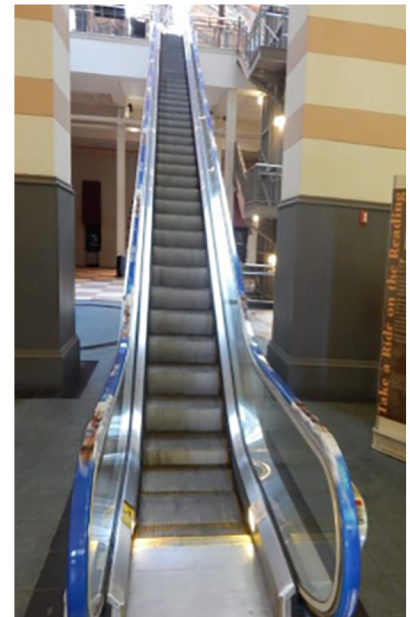
East Grand Ballroom AB (2 escalators available)

Headhouse (2 escalators available)

13 week campaign \$22,750.00

26 week campaign \$32,418.75

52 week campaign \$51,187.50



Dimensions

6" X up to 6'

*graphics will repeat continuously to fit length

Top viewing area: 2.35"

Use for primary visual elements

Side area: 1.18"

Use for additional product/service data

Hidden area: .6"

Use for background extension

(PRICING CONTINUES ON NEXT PAGE)

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**Pennsylvania
Convention Center**
PHILADELPHIA

AN  MANAGED FACILITY

Escalator Handrails

Pricing continued:

Prices include one escalator (two handrails), production, installation and removal. Artwork must be submitted 30 days prior to installation.

Three Stories

Broad Street Atrium Race Street Side (2 escalators available)
Broad Street Atrium Arch Street Side (2 escalators available)
13th Street West (2 escalators available)
13th Street East (2 escalators available)

13 week campaign \$26,250.00
26 week campaign \$35,437.50
52 week campaign \$59,062.50

Four stories

Terrace Ballroom Arch Street Side (2 escalators available)
Terrace Ballroom Race Street Side (2 escalators available)

13 week campaign \$28,000.00
26 week campaign \$39,900.00
52 week campaign \$63,000.00



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Wayfinding Kiosks

Each Wayfinding Kiosk includes a touchscreen interface that is user friendly and accessible to the over 1 million patrons that visit the Convention Center each year. The Kiosks provide a variety of information for visitors including: internal wayfinding within the building and external wayfinding for restaurants, retail, hotels, and attractions. The Kiosks also provide Philadelphia Airport information and flight status, world news, weather updates, and event schedules. This is an ideal way to highlight sponsorship and advertising information to our guests.

Fees:

Below are the fees for advertising in the digital space of all nine (9) of the Wayfinding Kiosks throughout the Convention Center.

Video Advertisement (No Audio)

1 month \$300

3 consecutive months \$825

6 consecutive months \$1,600

1 year \$3,000

Specifications for Video Commercials

Acceptable formats: .mpg, .mp4, or .wmv.

Dimensions: 1920 x 1080 pixels

Digital advertisements can be up to fifteen (15) seconds in length and will run a minimum of four (4) times per hour per screen.



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Nursing Suite

The Pennsylvania Convention Center is proud to be the first convention center in the country to offer our guests a Nursing Suite. For our partners in the business community, we are delighted in adding our Nursing Suite as another platform for you to reach over one million yearly visitors.

In addition to providing a much needed amenity, the Nursing Suite offers an ideal medium for sponsors to connect with a highly-targeted, engaged, attentive, and grateful audience. The Suite is another new and exciting example of the PCC being at the forefront of the convention industry.

Pricing:

13 week campaign	\$1,800
26 week campaign	\$3,240
52 week campaign	\$5,760

Specifications:

File Formats Accepted

Files should be in layers -Pantone Coated PMS spot colors for reference, fonts converted to outlines or you will need to supply the fonts used for editing, with all external links not embedded (but supplied within the file folder). Please compress large files using WinZip (*.zip) or Stuffit (*.sit) before sending.

Photoshop (*.psd, *.psb, *.eps, *.tif, *.jpg)
Illustrator (*.ai/*.eps/*.pdf)
Indesign (*.ind, *.eps, *.pdf)
Quark Express (*.qxd, *.qxp)



Other File Formats

Any other file formats not listed must be saved as (*.eps). Make sure your files have bleed and crop marks. Supply the final size of the artwork and supply a hard copy for reference.

Pictures/Images

Pictures should be scanned at a high resolution and at the size you intend using them or bigger-never smaller. The quality of the finished result will be limited by the resolution of the images. Images downloaded from the internet are not an acceptable resolution for print.

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Get Started Today



**For more information
please email us or call,
we are here to help.**

Email: advertise@paconvention.com

Phone: 215-418-4751