



Pennsylvania
Convention Center
PHILADELPHIA

AN  MANAGED FACILITY

Advertising Kit





221

Conventions & meetings
held in FY 2016

679,000

Square feet of
exhibit space

1,070,798

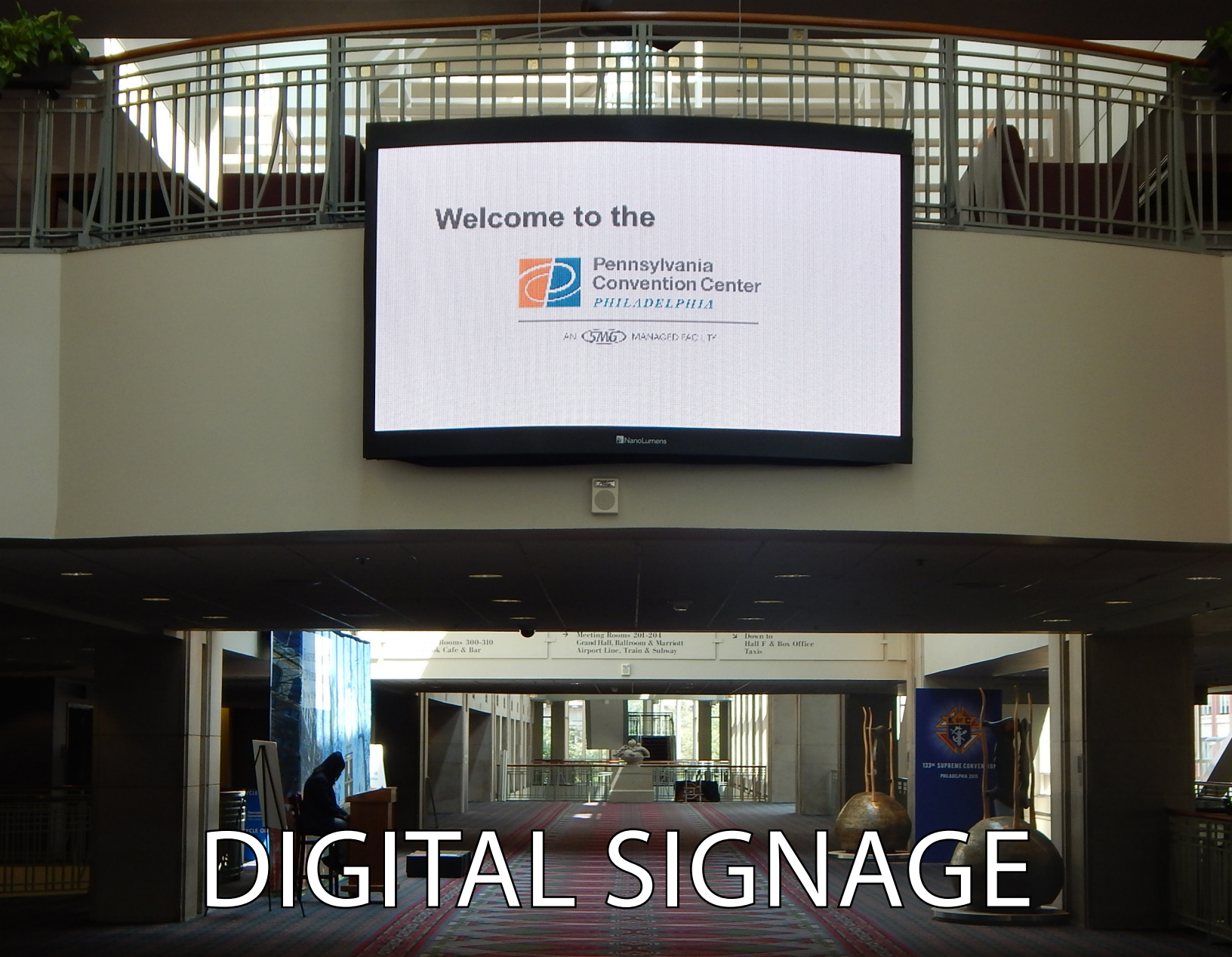
Total conference
attendees in FY 2016

The Pennsylvania Convention Center has more than 1 million square feet of saleable space, hosting 1.1 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 a premier 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, Escalator Handrails, and two Nursing Suites.

The opportunities in this kit are geared for 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 following rates are effective until December 30, 2017.
Beyond that time, all prices are subject to change.*



Maximize your exposure by displaying your company's services to more than 1.1 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", a NanoFlex® measuring 103" x 53", and Charging Kiosks. We have what you are looking for to bring your company's services and products to life with stunning image quality.

DIGITAL SIGNAGE

Digital advertisements can be up to fifteen (15) seconds in length and will run a minimum of four (4) times per hour per screen on all 30 screens.

Digital Signage Fees:

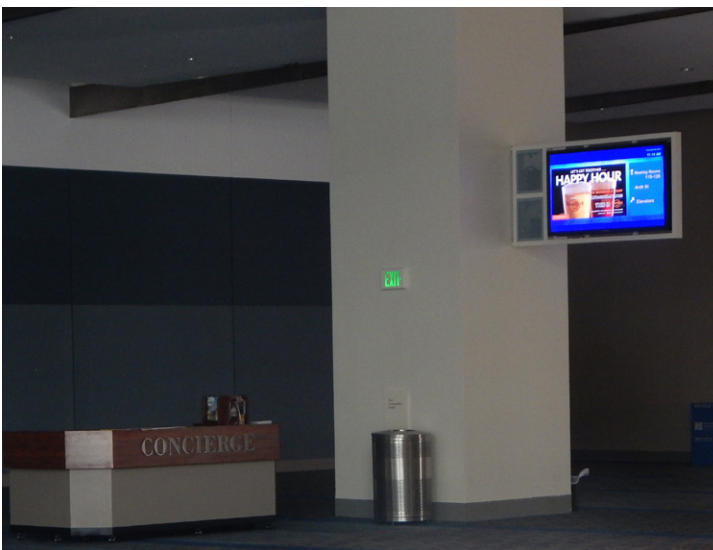
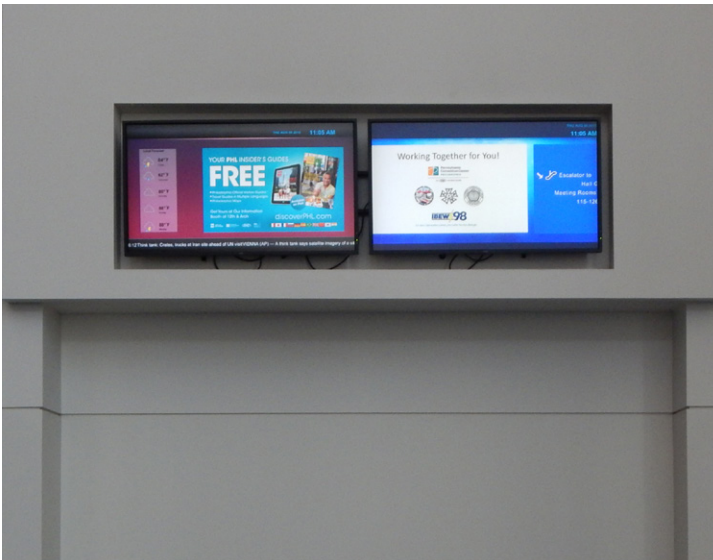
1 month	\$1,200
3 consecutive months	\$3,000
6 consecutive months	\$5,500
1 year	\$9,000

Specifications:

Most video 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.



CHARGING KIOSKS



The Charging Kiosks are capable of recharging most major handheld devices and are often in high demand during major conventions and trade shows. Each Kiosk has a 21" digital screen on top of the unit. 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.

Fees:

1 month	\$250
3 consecutive months	\$700
6 consecutive months	\$1,300
1 year	\$2,400

Specifications:

Digital advertisements will be shown for fifteen (15) seconds in length, and will run a minimum of four (4) times per hour per screen.

Files must be in .png format.

ESCALATOR HANDRAILS

Our handrail advertising is a new, eye-popping marking tool and 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:

13 week campaign	\$19,250
26 week campaign	\$27,432
52 week campaign	\$43,313

Locations:

The Overlook West
The Overlook East

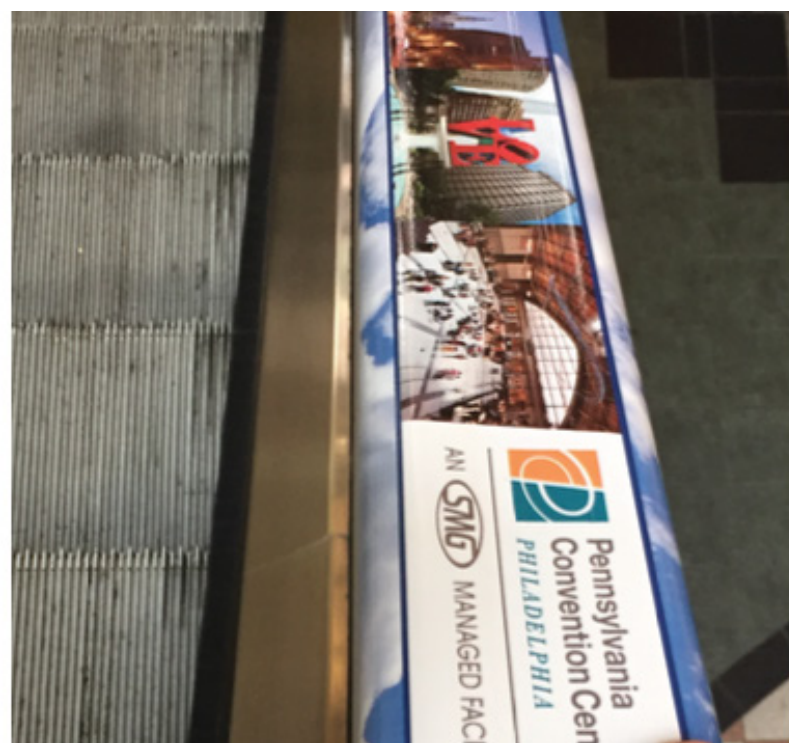
Two Stories:

13 week campaign	\$22,750
26 week campaign	\$32,419
52 week campaign	\$51,188

Locations:

11th & Arch St.
12th & Arch St. West
12th & Arch St. East
West Ballroom AB
East Ballroom AB
Headhouse

Pricing continues on next page.



ESCALATOR HANDRAILS

(Pricing continued:)

Three Stories:

13 week campaign \$26,250
26 week campaign \$35,438
52 week campaign \$59,063

Locations:

Broad St. Atrium, Race St. Side
Broad St. Atrium, Arch St. Side
13th St. West
13th St. East

Four Stories:

13 week campaign \$28,000
26 week campaign \$39,900
52 week campaign \$63,000

Locations:

Terrace Ballroom Arch St. Side
Terrace Ballroom Race St. Side

Dimensions:

6" wide x up to 6' in length
Graphics will repeat continuously to fit.

Top viewing area - 2.35"
Use for primarily visual elements.

Side area - 1.18"
Use for additional product/service data.



NURSING SUITES

The Pennsylvania Convention Center is proud to be the first convention center in the country to offer our guests a nursing suites. In addition to providing a much needed amenity, our nursing suites offer an ideal medium for sponsors to connect with a highly-targeted, engaged, attentive, and grateful audience.

Specifications:

File Formats Accepted

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

Files should be in layers - Pantone Coated PMS spot colors for reference. Supply fonts or convert to outlines. Supply all external links, do not embed. Compress large files before sending. Files need bleed and crop marks. Supply the final size of artwork and a hard copy for reference.

Pictures/Images

Supply high resolution pictures only at the size you intend to use them or larger. Images downloaded from the internet are not suitable.

Pricing:

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





GET STARTED TODAY

For more information

Please email or call, we are here to help.

Email: advertise@paconvention.com

Phone: 215 - 418 - 4751



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[pa_convention](https://www.instagram.com/pa_convention)



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