

Event Digital Signage

SERVICES KIT

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**Pennsylvania
Convention Center**
PHILADELPHIA

AN  MANAGED FACILITY

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Meeting Room Service

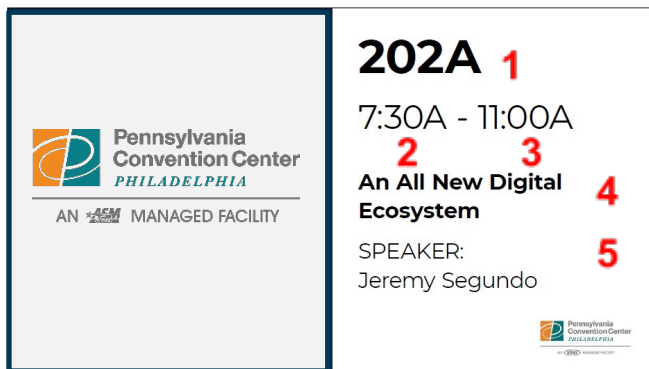
The Pennsylvania Convention Center (PCC) is enabling customers the opportunity to reach out to their clients in a unique way. Customers can utilize our digital signage to highlight rich multimedia content throughout the Convention Center to capitalize on your traffic flow.

Meeting Room Service provides the opportunity for you to customize your event by showcasing your branded slides with the meeting/session information above the meeting rooms. You can send us a custom background image, but the image must fit the below specifications. The text locations that correspond to the CSV upload do not change on the image (as seen below).

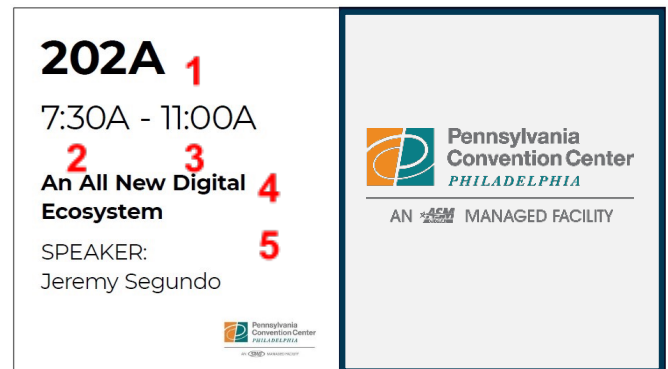


CSV TEMPLATE LAYOUT

1. Location
2. FullStartDate
3. FullEndDate
4. EventName
5. Description



Left Aligned background image template



Right Aligned background image template

The above information is a generic example meeting room signage. The location of the CSV texts does not change.

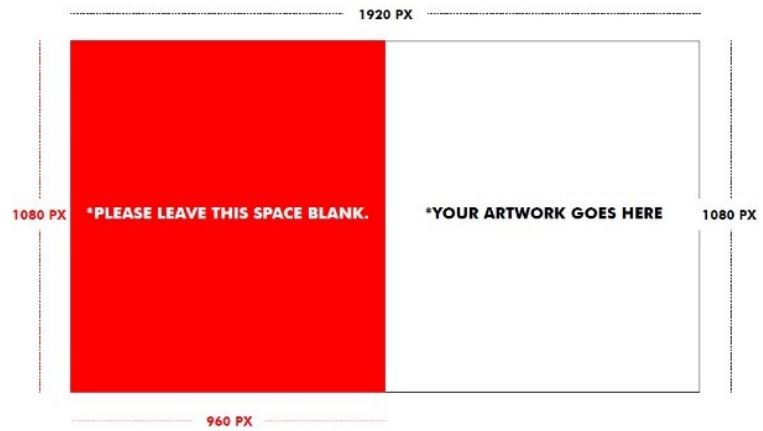
The red box areas depicted below are areas where clients can freely add their designs. The resolution of the background image size should be 1920 X 1080 pixels.

LEFT ALIGNED HORIZONTAL TEMPLATE



*ENTIRE FILE SIZE:
1920PX (WIDTH) X 1080PX (HEIGHT)

RIGHT ALIGNED HORIZONTAL TEMPLATE

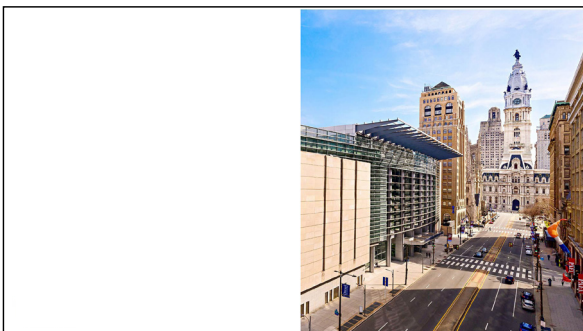


*ENTIRE FILE SIZE:
1920PX (WIDTH) X 1080PX (HEIGHT)

Clients should first pick if they want Left Aligned or Right Aligned. Then you create a document sized 1920 X 1080 pixels (horizontal orientation). Then which ever alignment you choose you create your image or graphic only on half of the 1920 X 1080 document. The image/graphic you are creating should be 1080 high X 960 Width to take up half of the 1920 X 1080 document. As depicted below.

The white space is where the client can place or design thier graphic/image. The red space is where the CSV file gets generated to display on the room screens so you want to leave that space blank.

EXAMPLE: How your graphic should look when its ready to send over. (Do not include black boarder that is there so you can see the full sized 1920 X1080 layout)



Half of the 1920 X 1080 is left blank for the text from the CSV to be generated and the other half (1080 X 960) is the graphic you created.

EXAMPLE of how it will display:
Right Aligned Template (full-sized 1920 X1080)

This is the information from the excel CSV file.

| | |
|--------------------------------|------------------------------|
| Meeting Room Number (location) | 101A |
| Event start & End Time | 7:30A - 11:00A |
| Event Name | PCC Welcomes you |
| Description | SPEAKER: John Doe |

Your graphic/image (1080 X 960)

The final display shows the text from the CSV file on the left and the city street scene graphic on the right, both within a 1920 X 1080 frame. The text is aligned to the right, and the graphic is on the left.

Custom Backgrounds

PCC does not create custom backgrounds. If you need assistance or suggestions on what to use to create the background, please contact the Digital Signage team at: digitalsignage@paconvention.com.

Timeline for Content

To ensure that the content provided is tested and properly formatted for all displays, we require that the content be sent to us 21 days before the first day of move-in. If we do not receive it before this date, there will be an increase in costs on a per-week basis. Please see Pricing Structure (pg. 6).

Meeting Room Content Non-CSV

If you aren't using the CSV file and template, you can still utilize the meeting room screens. The meeting room signage is all horizontal 1920 X 1080 pixels. All you need to do is create a graphic that's 1920 X 1080 pixels and we can display it to the room(s) you are utilizing. If you would like the room number included on it your graphic, then you will need to include the given room number on the graphic. If you are utilizing more than one room and want the room numbers included you will have to create multiple graphics with the room numbers.

If you want the room number to be displayed but don't want to put it on your graphic we can rotate your graphic with our default room number graphic. The rotation speed can be set anywhere between 0.5s to 60s.

Example: Our meeting room default signs that would be used for rotation



Kiosk Signage Information

Content creation:

Full Vertical image 1080x1920 (9:16 ratio)

Accepted formats:

Image Files: PNG, JPEG, BMP, COD, GIF, JPG

Video Files: MP4, MPEG, MPG, MOV (No sound)

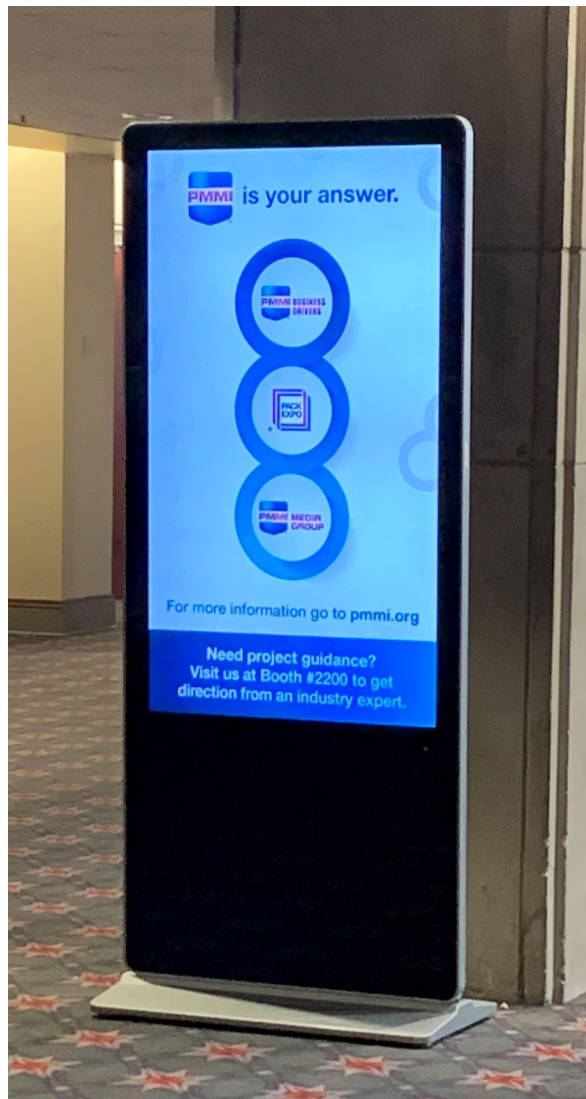
Content creation:

Full Vertical image 1080x1920 (9:16 ratio | Vertical)

Accepted formats:

Image Files: PNG, JPEG, BMP, COD, GIF, JPG

Video Files: MP4, MPEG, MPG, MOV (No sound)



Kiosk Time & Weather Highlight

If you would like to display local time, and weather along with your graphics you can follow this template layout for the kiosk displays. You create your design we add the widgets.



KIOSK HIGHLIGHT SPECS

***ENTIRE FILE SIZE:**
1080PX (WIDTH) X 1632PX (HEIGHT)

Full screen size will display as 1080px X 1920px. Your design should only be 1080px X 1632px so we can add our weather widget in the remaining 288px.

15%
288 PX (H)

HIGH RESOLUTION PNG (RGB)

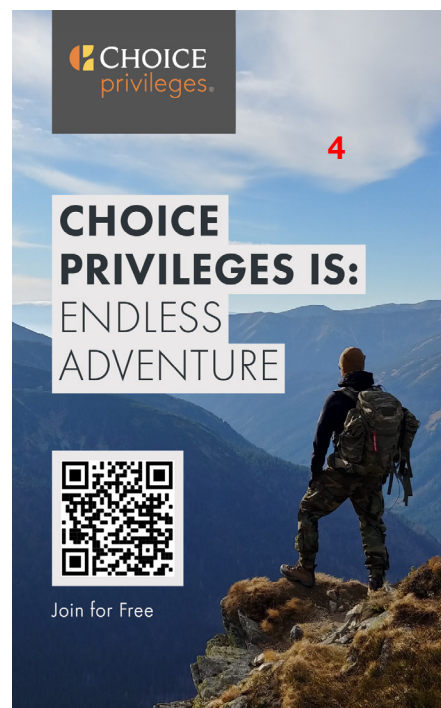


1632 PX

1080 PX

Time & Weather Template

1. Time
2. Logo
3. Weather
4. Your Design



1 10:22am
DEC 10, 2021

Sleep
INN
BY CHOICE HOTELS

2 3 45°

Digital Signage Video Wall

Broad Street Atrium Video Board and Ribbon Board

In addition to digital displays, PCC's eye-catching Video Board and Ribbon Boards are located in the Broad Street Atrium. The location and size allow organizations, sponsors, and advertisers an amazing opportunity to capture a larger audience with vivid images and video.

Video Wall Information:

- 20' W x 5'5" H
- Located in the Broad Street Atrium
- No audio available
- 9' from floor to bottom of video screen

Ribbon Boards Information:

- Top: 16'8.125" x 2.1', Middle: 29.375' x 2.1', Bottom: 38'4.25" x 2.1'
- Located in the Broad Street Atrium
- No audio available
- MUST be purchased with the Video Board

Color-Coded Maps of digital signage locations listed on pages 10 to 15.



Pricing Structure

| PACKAGE | DESCRIPTION | ADVANCE PRICING | STANDARD PRICE (If received after 21-day deadline) |
|--|--|--|--|
| Meeting Room Service | This service covers custom content displayed above meeting rooms. You must fill out the CSV file we provide to you. We will need a background image along with any particular formatting instructions for how the content should appear. (font color, location of content, etc.) | 1—2 Day Event \$100.00 per display 3—5 Day Event \$250.00 per display | 1—2 Day Event \$125.00 per display 3—5 Day Event \$300.00 per display |
| Sponsorship | This service provides a means for Show Management to use the designated displays for exhibitor promotion or event sponsorship. | \$250.00 per display For the duration of the event | \$300 per display |
| Video Boards/ Ribbon Boards (\$200.00 programming and design fee required) | 20' W x 5'5" H video board located in the Broad Street Atrium Ribbon boards are located in the Board Street Atrium. Top: 16'8.125" x 2.1' Middle: 29.375' x 2.1' Bottom: 38'4.25" x 2.1' | 1—2 days \$1000.00 \$1500.00 with ribbons 3—5 days \$2000.00 \$2500.00 with ribbons | 1—2 days \$1250.00 \$1875.00 with ribbons 3—5 days \$2500.00 \$3125.00 with ribbons |

Digital Signage Files

Custom Excel File Submission

A custom Excel file is supplied and must be completed when more than one session for the event requires meeting room signage. The table below is an example of how the Excel file should be completed.

In order to ensure proper formatting, fill in the information exactly how the below sample template is completed. No new columns should be added to the file and column headings should not be changed.

| StartDate | StartTime | EventName | EndDate | EndTime | Location | Description |
|-----------|-----------|-----------------|----------|----------|--------------------|-----------------|
| 6/2/2015 | 07:00 AM | Welcome | 6/2/2015 | 09:00 AM | 201A | Sarah Smith |
| 6/2/2015 | 08:00 AM | Exhibit Open | 6/2/2015 | 10:00 AM | HallABC | Joe Smith |
| 6/2/2015 | 8:30 AM | ABC Session | 6/2/2015 | 12:00 PM | Ballroom A | Mary & Joe |
| 6/2/2015 | 9:00 AM | Plenary | 6/2/2015 | 03:00 PM | 204B | Tom Smith |
| 6/2/2015 | 9:45 AM | ABC Session | 6/2/2015 | 02:45 PM | 119C | Tome & Joe |
| 6/2/2015 | 10:00 AM | 123 Session | 6/2/2015 | 04:00 PM | 120 | Mary & Tom |
| 6/2/2015 | 11:00 AM | Closing Session | 6/2/2015 | 06:30 PM | Terrace Ballroom 3 | Mary, Tom & Joe |

Excel Template Specifications

- Room names cannot have spaces between the room numbers and room location (i.e. 201A, and not 201 A); see location list.
- Ballrooms names must have a space between the word “Ballroom” and the location (i.e. Ballroom A, and not BallroomA); see location list.
- Each display signage must be a separate entry in the CSV file even if the meeting name and the meeting content is the same for different meeting rooms (e.g. if the same session is presented at the same time in meeting room 202A and 202B, then the CSV file must contain separate entries for meeting rooms 202A and 202B)

Please request the CSV template file by emailing: digitalsignage@paconvention.com

Signage Pre-roll

Signage pre-roll is the amount of time (in minutes) before the actual start of the session when the session information should start displaying on the digital signage. The pre-roll time should not be added to the CSV file (i.e. a column should not be added to the CSV file).

Suggested pre-roll time: 15 or 30 minutes before event start time.

Media File Format Specifications

Most image and movie files can be converted to the proper format to play on our digital media players. However, there are no guarantees in the quality of the conversion when using unspecified file types. To help in this process, please follow the specifications listed below.

Acceptable File Formats

Meeting Rooms and Show/AD Monitors & Kiosks:

Image Files: PNG, JPEG, BMP, COD, GIF, JPG

Video Files: MP4, MPEG, MPG, MOV (No sound)

Video Board & Ribbons:

Image files: PNG, BMP, GIF, JPG or TIF

Video files: MP4 with H.264

Aspect Ratio Dimensions of the Screens

Meeting Room and Show/AD Monitors:

Images and videos should be 1920 x 1080 pixels (16:9 ratio | Horizontal)

Kiosks:

Images and Videos should be 1080 X 1920 pixels (9:16 ratio | Vertical)

Video Board:

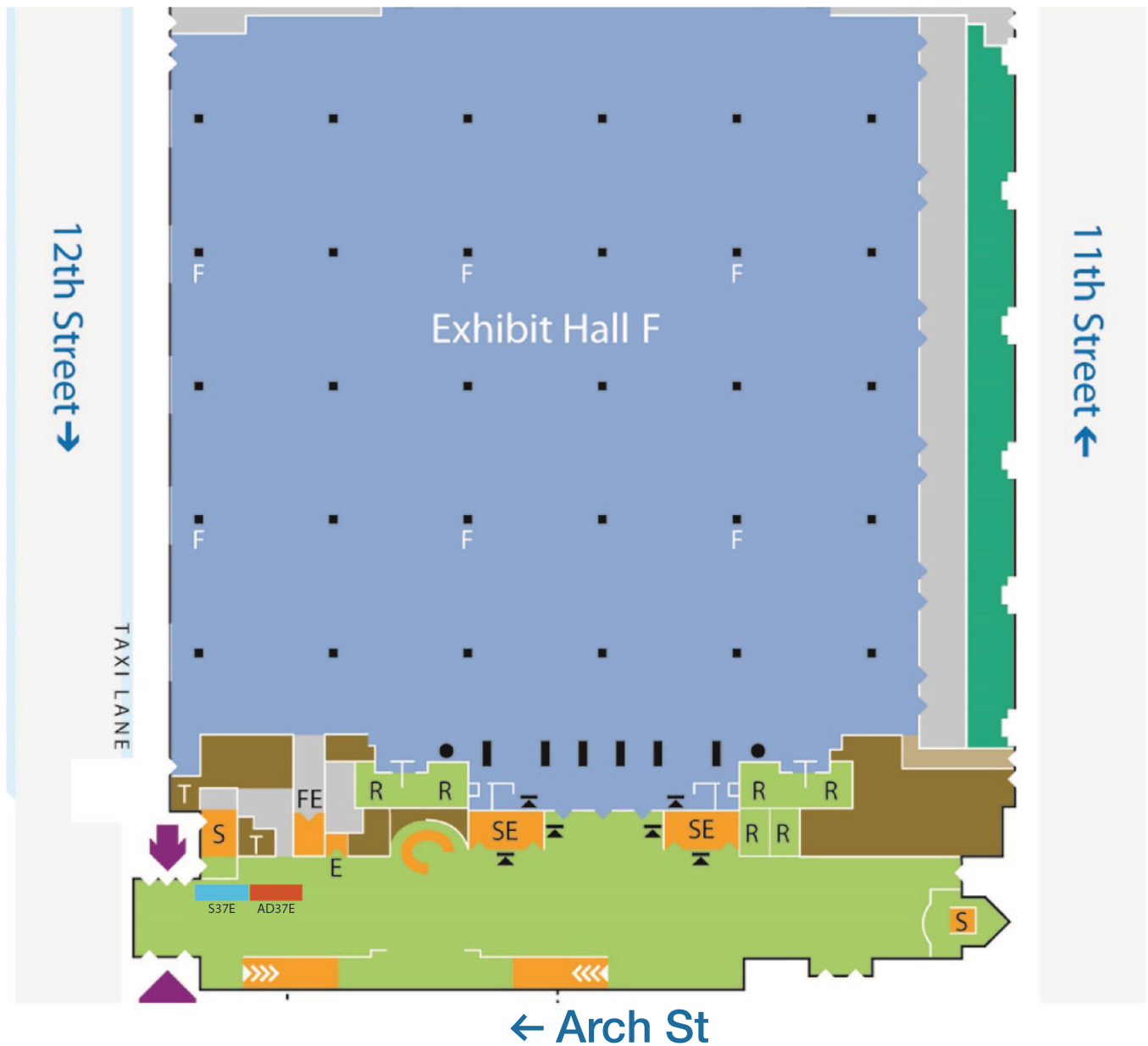
Full Screen 2400 x 675 pixels (Horizontal)

Ribbons:

Top: 1088 x 136 px; Middle: 1836 x 136 px; Bottom: 2244 x 136 px (Horizontal)

All files can be emailed to: digitalsignage@paconvention.com or If you have any questions, please call us at 215-418-4800.

12th & Arch East Entrance



■ Advertisement

■ Show

100-Level Meeting Rooms

- 12th & Arch East Entrance
- 12th & Arch West Entrance
- Near Meeting Room 108
- Above Meeting Rooms 102-126

Note:

The following meeting rooms share a monitor

| | | |
|--------|--------|--------|
| 105 AB | 107AB | 110 AB |
| 106 AB | 109 AB | 111 AB |

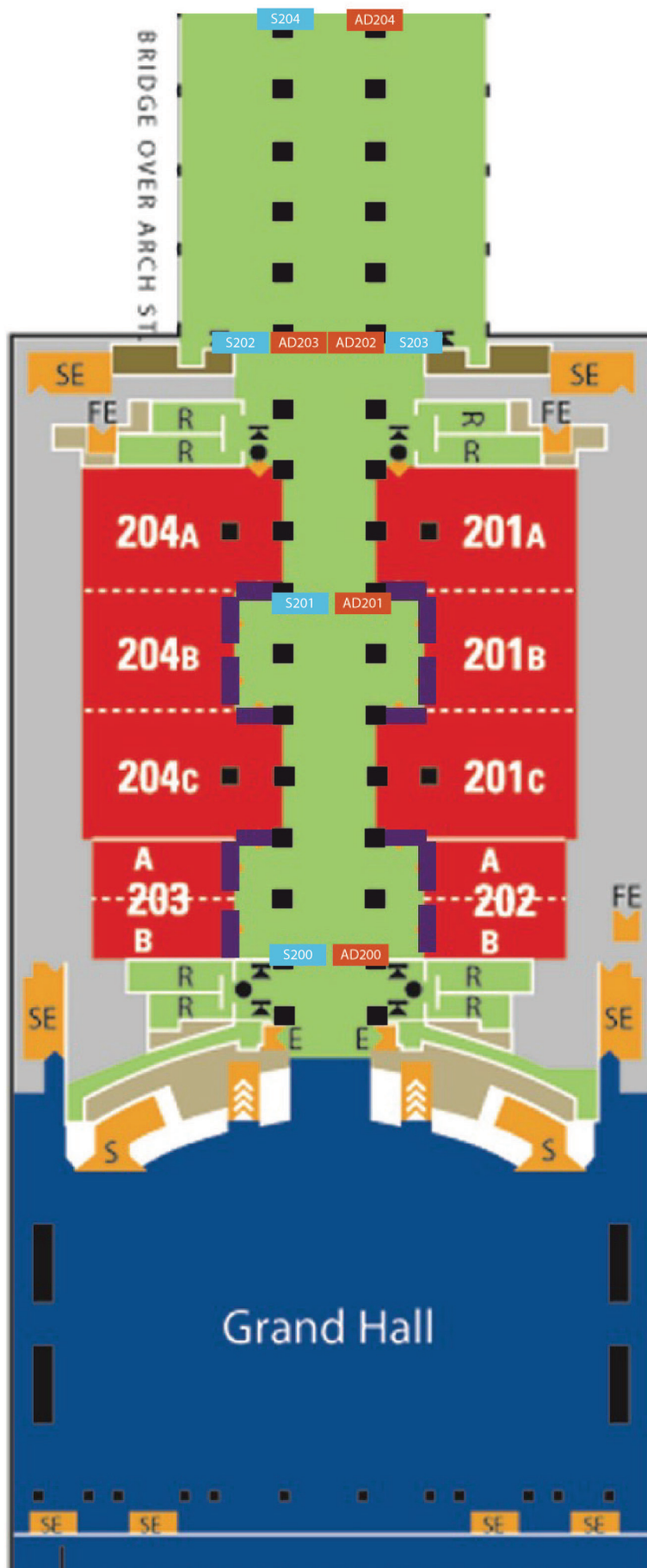


■ Advertisement
 ■ Show
 ■ Meeting Room



- Advertisement
- Show
- Meeting Room
- Video Board
- Ribbon Boards

200-Level Meeting Rooms

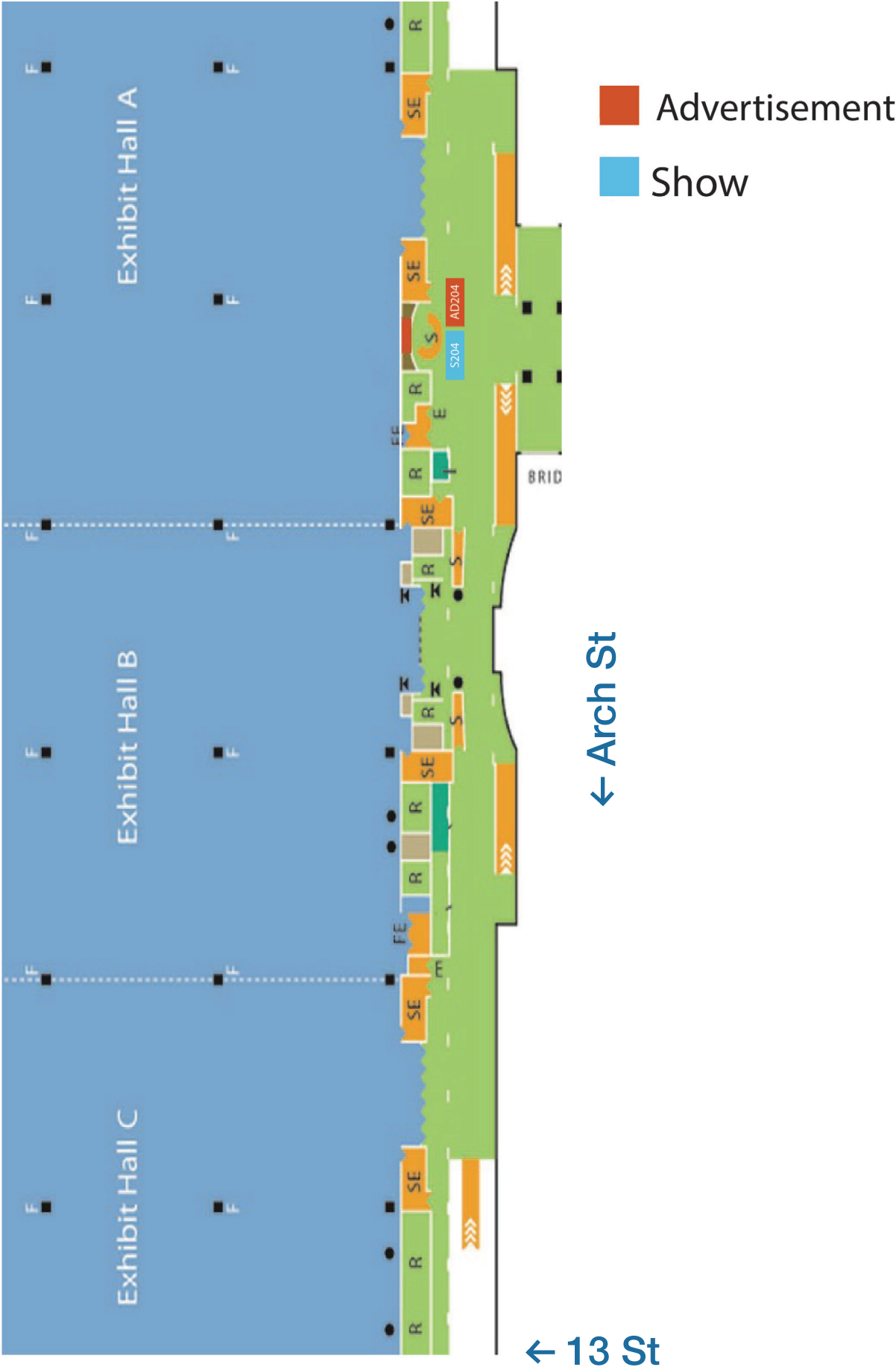


Advertisement

Show

- Meeting Rooms 201A – 204C
- Grand Hall – Near Meeting Rooms 203 & 202
- Spiral Staircase – Concierge area near S204 & AD204

200-Level Exhibit Halls



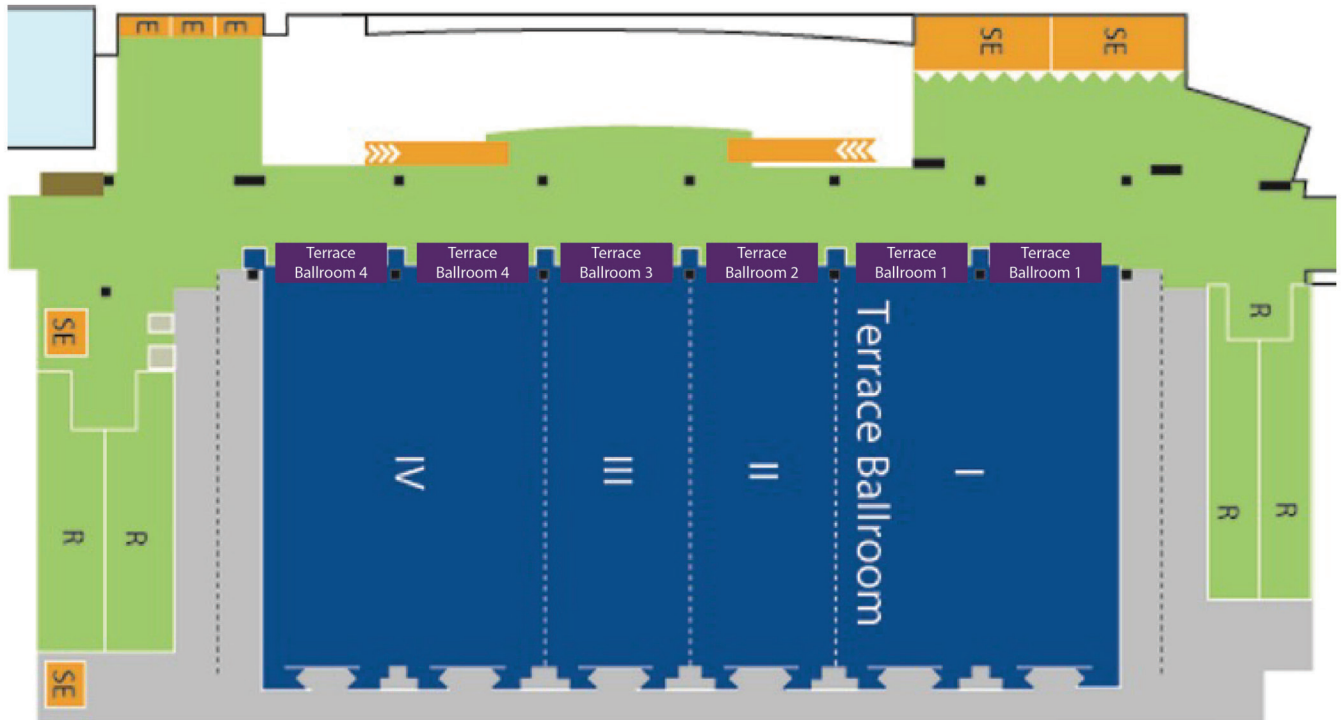


← 13 St



TERRACE BALLROOM I-IV

← Broad St →



- Terrace Ballroom 1
- Terrace Ballroom 2
- Terrace Ballroom 3
- Terrace Ballroom 4

■ Meeting Room Service

300 Level

- Overlook Lounge

No signage display monitors on the 300 level and the Expo Hall

Location List

When filling out the Locations column in the .csv file, the locations need to be exactly the same as the location names below:

| Type Of Room | Location | Number of Displays |
|--------------|----------|--------------------|
| Meeting Room | 100A | 1 |
| Meeting Room | 100B | 1 |
| Meeting Room | 101 | 1 |
| Meeting Room | 102A | 1 |
| Meeting Room | 102B | 1 |
| Meeting Room | 103A | 1 |
| Meeting Room | 103B | 2 |
| Meeting Room | 103C | 1 |
| Meeting Room | 104A | 1 |
| Meeting Room | 104B | 1 |
| Meeting Room | 105 | 1 |
| Meeting Room | 106 | 1 |
| Meeting Room | 107 | 1 |
| Meeting Room | 108A | 1 |
| Meeting Room | 108B | 1 |
| Meeting Room | 109 | 1 |
| Meeting Room | 110 | 1 |
| Meeting Room | 111 | 1 |
| Meeting Room | 112A | 1 |
| Meeting Room | 112B | 1 |
| Meeting Room | 113A | 1 |
| Meeting Room | 113B | 2 |
| Meeting Room | 113C | 1 |
| Meeting Room | 115A | 1 |
| Meeting Room | 115B | 2 |
| Meeting Room | 115C | 1 |
| Meeting Room | 116 | 1 |
| Meeting Room | 117 | 1 |
| Meeting Room | 118A | 1 |
| Meeting Room | 118B | 2 |
| Meeting Room | 118C | 1 |
| Meeting Room | 119A | 1 |

| | | |
|--------------|------------------------|---|
| Meeting Room | 119B | 1 |
| Meeting Room | 120A | 1 |
| Meeting Room | 120B | 2 |
| Meeting Room | 120C | 1 |
| Meeting Room | 121A | 1 |
| Meeting Room | 121B | 2 |
| Meeting Room | 121C | 1 |
| Meeting Room | 122A | 1 |
| Meeting Room | 122B | 1 |
| Meeting Room | 123 | 1 |
| Meeting Room | 124 | 1 |
| Meeting Room | 125 | 1 |
| Meeting Room | 126A | 1 |
| Meeting Room | 126B | 1 |
| Meeting Room | 201A | 1 |
| Meeting Room | 201B | 2 |
| Meeting Room | 201C | 2 |
| Meeting Room | 202A | 1 |
| Meeting Room | 202B | 1 |
| Meeting Room | 203A | 1 |
| Meeting Room | 203B | 1 |
| Meeting Room | 204A | 1 |
| Meeting Room | 204B | 2 |
| Meeting Room | 204C | 2 |
| Ballroom | Ballroom A | 1 |
| Ballroom | Ballroom B | 1 |
| Ballroom | Terrace Ballroom 1 (A) | 1 |
| Ballroom | Terrace Ballroom 1 (B) | 1 |
| Ballroom | Terrace Ballroom 1 (C) | 1 |
| Ballroom | Terrace Ballroom 1 (D) | 1 |
| Ballroom | Terrace Ballroom 2 (A) | 1 |
| Ballroom | Terrace Ballroom 2 (B) | 1 |
| Ballroom | Terrace Ballroom 3 (A) | 1 |
| Ballroom | Terrace Ballroom 3 (B) | 1 |
| Ballroom | Terrace Ballroom 3 (C) | 1 |
| Ballroom | Terrace Ballroom 4 (A) | 1 |
| Ballroom | Terrace Ballroom 4 (B) | 1 |
| Ballroom | Terrace Ballroom 4 (C) | 1 |

| | | |
|---------------|-----------|---------------------|
| Show | S200 | 1 |
| Show | S201 | 1 |
| Show | S202 | 1 |
| Show | S203 | 1 |
| Show | S204 | 1 |
| Show | S37E | 1 |
| Show | S37W | 1 |
| Show | S13WArch | 1 |
| Show | S1Warch | 1 |
| Show | S2Warch | 1 |
| Show | S3Warch | 1 |
| Show | S4Warch | 1 |
| Show | S5Warch | 1 |
| Show | S6Warch | 1 |
| Show | S7Warch | 1 |
| Show | S8Warch | 1 |
| Show | SHallID | 1 |
| Show | SHallE | 1 |
| Show | STerrace | 2 (linked together) |
| Show | S1SB | 1 |
| Show | S2SB | 1 |
| Show | S3SB | 1 |
| Advertisement | AD200 | 1 |
| Advertisement | AD201 | 1 |
| Advertisement | AD202 | 1 |
| Advertisement | AD203 | 1 |
| Advertisement | AD204 | 1 |
| Advertisement | AD37E | 1 |
| Advertisement | AD37W | 1 |
| Advertisement | AD1Warch | 1 |
| Advertisement | AD2Warch | 1 |
| Advertisement | AD3Warch | 1 |
| Advertisement | AD4Warch | 1 |
| Advertisement | AD5Warch | 1 |
| Advertisement | AD6Warch | 1 |
| Advertisement | ADHallID | 1 |
| Advertisement | ADHallE | 1 |
| Advertisement | ADTerrace | 2 (linked together) |

| | | |
|---------------|------------------------------|---|
| Advertisement | AD1BS | 1 |
| Advertisement | AD2BS | 1 |
| Advertisement | AD3BS | 1 |
| Kiosk | Kiosk1 | 1 |
| Kiosk | Kiosk2 | 1 |
| Kiosk | Kiosk3 | 1 |
| Kiosk | Kiosk4 | 1 |
| Kiosk | Kiosk5 | 1 |
| Kiosk | Kiosk6 | 1 |
| Kiosk | Kiosk7 | 1 |
| Kiosk | Kiosk8 | 1 |
| Kiosk | Kiosk9 | 1 |
| Kiosk | Kiosk10 | 1 |
| Misc | Michael Nutter Theatre (114) | 0 |
| Misc | HallG1 | 1 |
| Misc | HallG2 | 1 |
| Misc | Overlook 1 | 1 |
| Misc | Overlook 2 | 1 |
| Misc | Overlook 3 | 1 |
| Misc | Overlook 4 | 1 |