EVENT DIGITAL SIGNAGE

SERVICES KIT

PENNSYLVANIA CONVENTION CENTER
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Pennsylvania Convention Center
PHILADELPHIA

AN *ASM* MANAGED FACILITY

Contents

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 their 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 Excel file upload do not change on the image (as seen below).
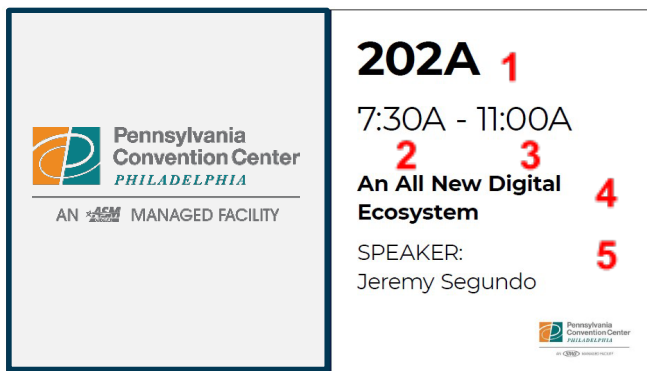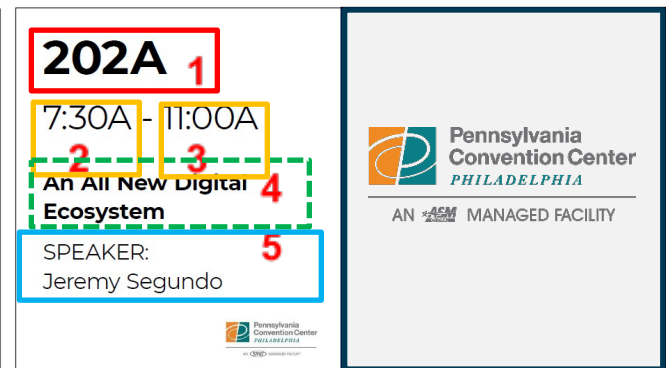

EXCEL TEMPLATE COLUMNS

1. Location
2. FullStartDate
3. FullEndDate
4. EventName
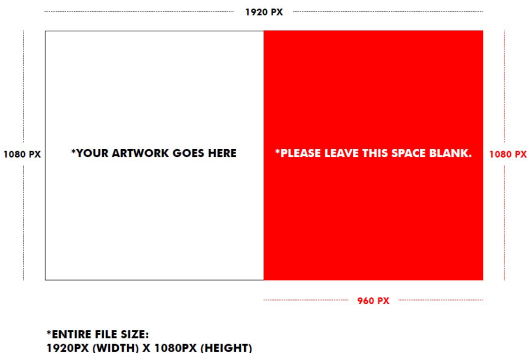5. Description
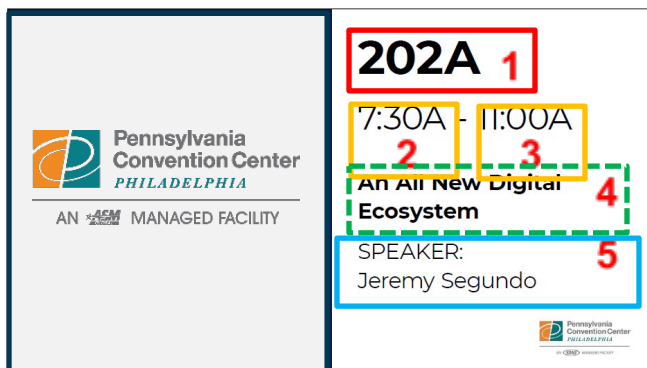
Left Aligned background image template

Right Aligned background image template

The above information is a generic example meeting room signage. The location of the Excel file 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

1920 PX

1080 PX *YOUR ARTWORK GOES HERE *PLEASE LEAVE THIS SPACE BLANK. 1080 PX

960 PX

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

RIGHT ALIGNED HORIZONTAL TEMPLATE

1920 PX

1080 PX *PLEASE LEAVE THIS SPACE BLANK. *YOUR ARTWORK GOES HERE 1080 PX

960 PX

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

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)

Digital Signage Video Board

In addition to digital displays, PCC's eye-catching Video Wall 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.

The Video Wall specs are as follows:
- 20' W x 5'5" H
- **No audio** available

The Ribbon Board specs are as follows:
- Top: 16'8.125" x 2.1', Middle: 29.375' x 2.1', Bottom: 38'4.25" x 2.1'
- **No audio** available
- **MUST be purchased with the Video Board**

Kiosk Display Service

The PCC has ten 55" monitor kiosks that can be stationed throughout the facility to display client content.

The kiosks can display image and video content and all media must be created by the client. No further editing will be done to the media received from the client.

Customers can utilize our kiosk signage to highlight rich multimedia content throughout the Convention Center to capitalize on their traffic flow.

The kiosk display specs are as follows:

- Width: 1080 pixels, Height: 1920 pixels
- **No audio** available

Permanent Kiosk Locations

The below map gives the permanent locations for the 10 kiosks at the convention center.
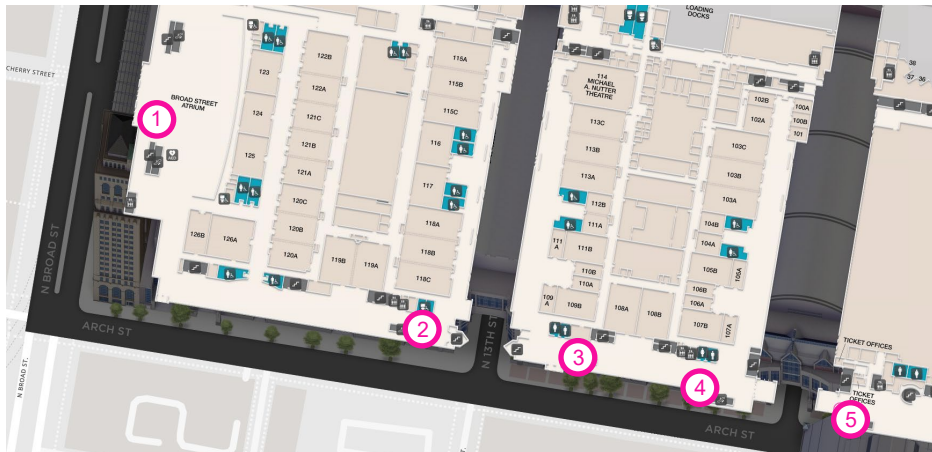
6. Broad Steet Atrium
7. 13th & Arch West
8. 13th & Arch East
9. 12th & Arch West
10. 12th & Arch East

1. Hall D
2. Hall C
3. Hall B
4. Hall AB
5. Grand Hall

Pricing Structure

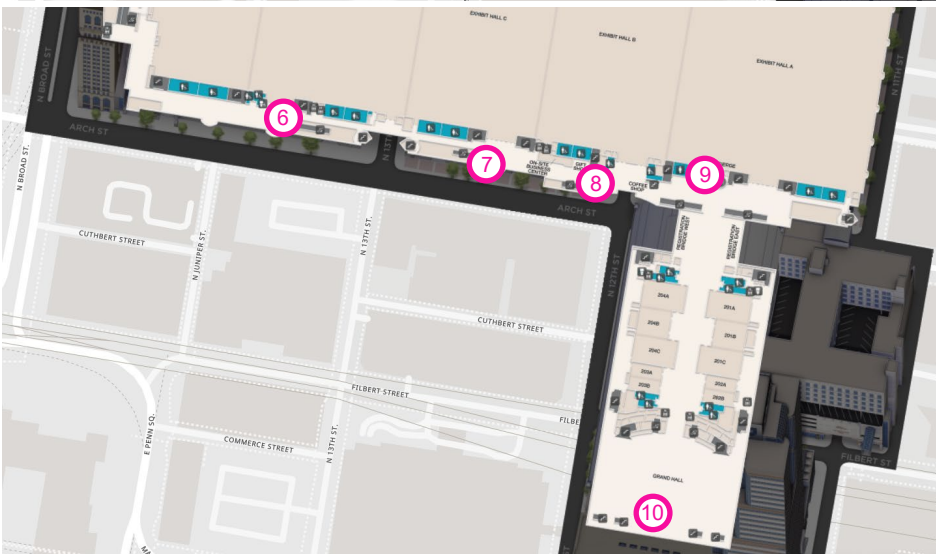| Package	Description	Advanced Pricing	Standard Price (If received after 21-day deadline)
Meeting Room Service	This service covers custom content displayed above meeting rooms. You must fill out the Excel file we provide to you. We will need a background image along with any particular formatting instructions 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 Broad 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
Kiosk Display Service ($200.00 programming and design fee required)	This service covers custom content displayed on 55" kiosk monitors in portrait orientation. You must fill out the Excel file we provide to you. Format – W:1080px by H: 1920px.	**Weekly** $650 each *Kiosk power requirement: 1 kiosk @ $385, 2-10 kiosks @ $350 each	**Weekly** $850 each *Kiosk power requirement: 1 kiosk @ $385, 2-10 kiosks @ $350 each

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	7:00	ABC Session	6/2/2015	19:00	201A	Sara Smith
6/2/2015	8:30	DEF Session	6/2/2015	10:00	Ballroom A	Tom Smith & Joe Smith
6/2/2015	8:30	111 Session	6/2/2015	16:00	109	Mary Smith
6/2/2015	9:00	430 Session	6/2/2015	10:00	Terrace Ballroom 2	Mary Smith, Joe Smith, & Tom Smith
6/2/2015	10:00	789 Session	6/2/2015	14:30	113C	Sara Smith
6/2/2015	12:10	1222 Session	6/2/2015	13:40	Terrace Ballroom 3	Ann Smith & Tom Smith

Excel Template Specifications

- **Do not type in room names/numbers in the Location column. Use the dropdown list that appears when you click a cell in the Location column.**
- Each display signage must be a separate entry in the Excel 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 Excel file must contain separate entries for meeting rooms 202A and 202B)

Please request the Excel 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. Pre-roll is only available in cases where the previous event ends at least 15 to 30 minutes before the start of the next event. The pre-roll time should **not be added** to the Excel file (i.e. a column should not be added to the Excel file).

Suggested pre-roll time: 15 or 30 minutes before the event start time.
There will be no pre-roll for venues with back-to-back session.

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
Image files: JPG, JPEG
Video files: WMV, MPEG2, MP4 (Broad Street Atrium boards only)

Aspect Ratio Dimensions
Meeting Room and Sponsorship Monitors
- Images and videos should be 1920 x 1080 pixels (16x9 ratio)

Video Board
- 4:3 Full Screen 2400 x 675 pixels

Ribbons
- Top: 1088 x 136 px; Middle: 1836 x 136 px; Bottom: 2244 x 136 px

Kiosks
- Width: 1080 px; Height: 1920 px

All files can be emailed to: digitalsignage@paconvention.com

OR

If you have any questions, please call us at 215.418.4800.

Digital Signage Locations

Video Board - 20 x 5'5"

- Located in the Broad Street Atrium

Ribbon Board

- 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

*Color-Coded Maps of digital signage locations listed on pages 11 to 16.

12TH & ARCH EAST ENTRANCE

Exhibit Hall F

12th Street →

11th Street ←

TAXI LANE

Arch Street ←

🟧 General Schedule

🟦 Sponsorship

100-LEVEL MEETING ROOMS

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

Note:

The following rooms share a monitor

105 AB	107AB	110 AB
106 AB	109 AB	111 AB

General Schedule

Sponsorship

DRIVE-IN RAMP

Exhibit Hall G

SE

4 Loading Docks

SE R R

FE

SE

115A

122B

115B

W101
W102

R R

115C

Ribbon Board

123

116

R R

S

122A

Broad Street Atrium

124

121C

117

R R

Ribbon Board

S

Video Board

125

121B

118A

W103
W104

121A

R R

118B

120C

E

120B

B 126 A

120A

B 119 A

118C

E

E

W105
W106

SE R

R SE

E R R

S

W108

107

W119
W120

W110
W109

W117
W118

W115
W116

W114
W113

106
W111

13th Street

Broad Street
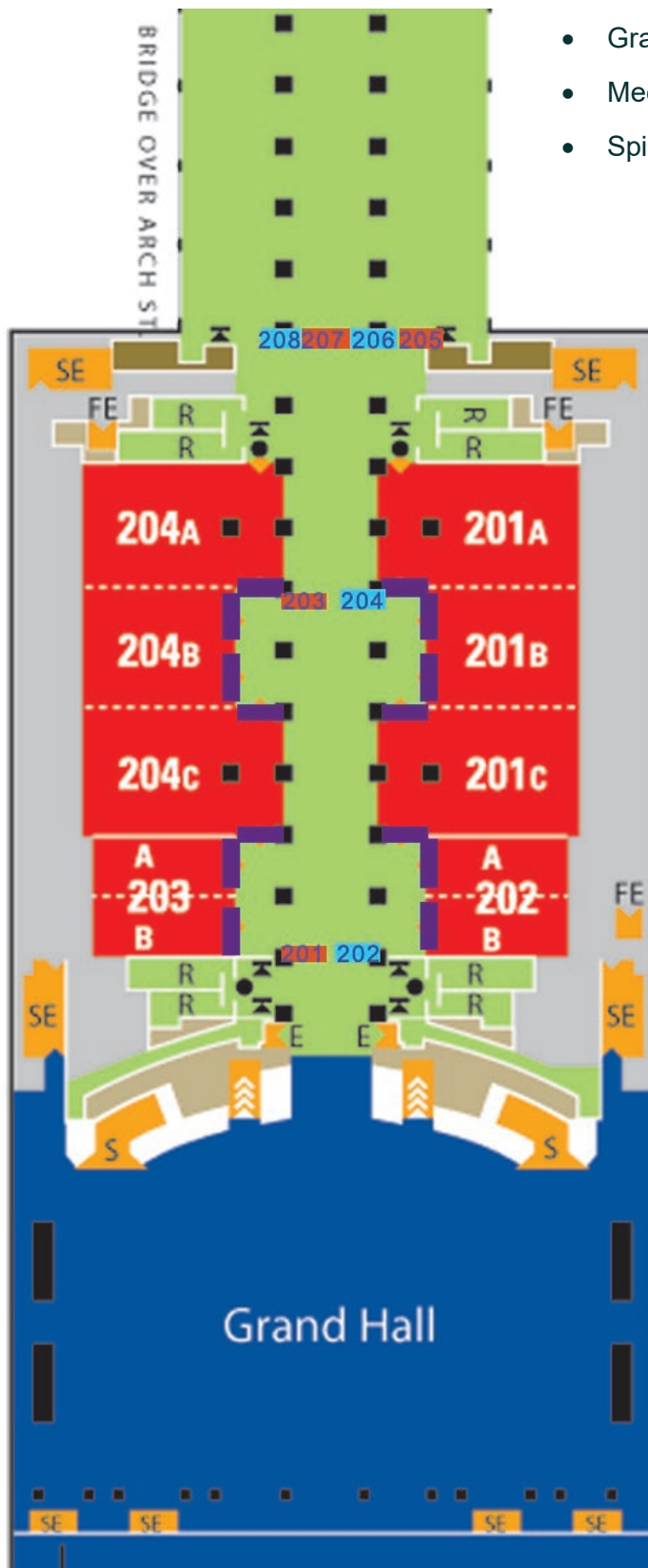
- General Schedule
- Meeting Room Service
- Directional
- Directional with Sponsorship
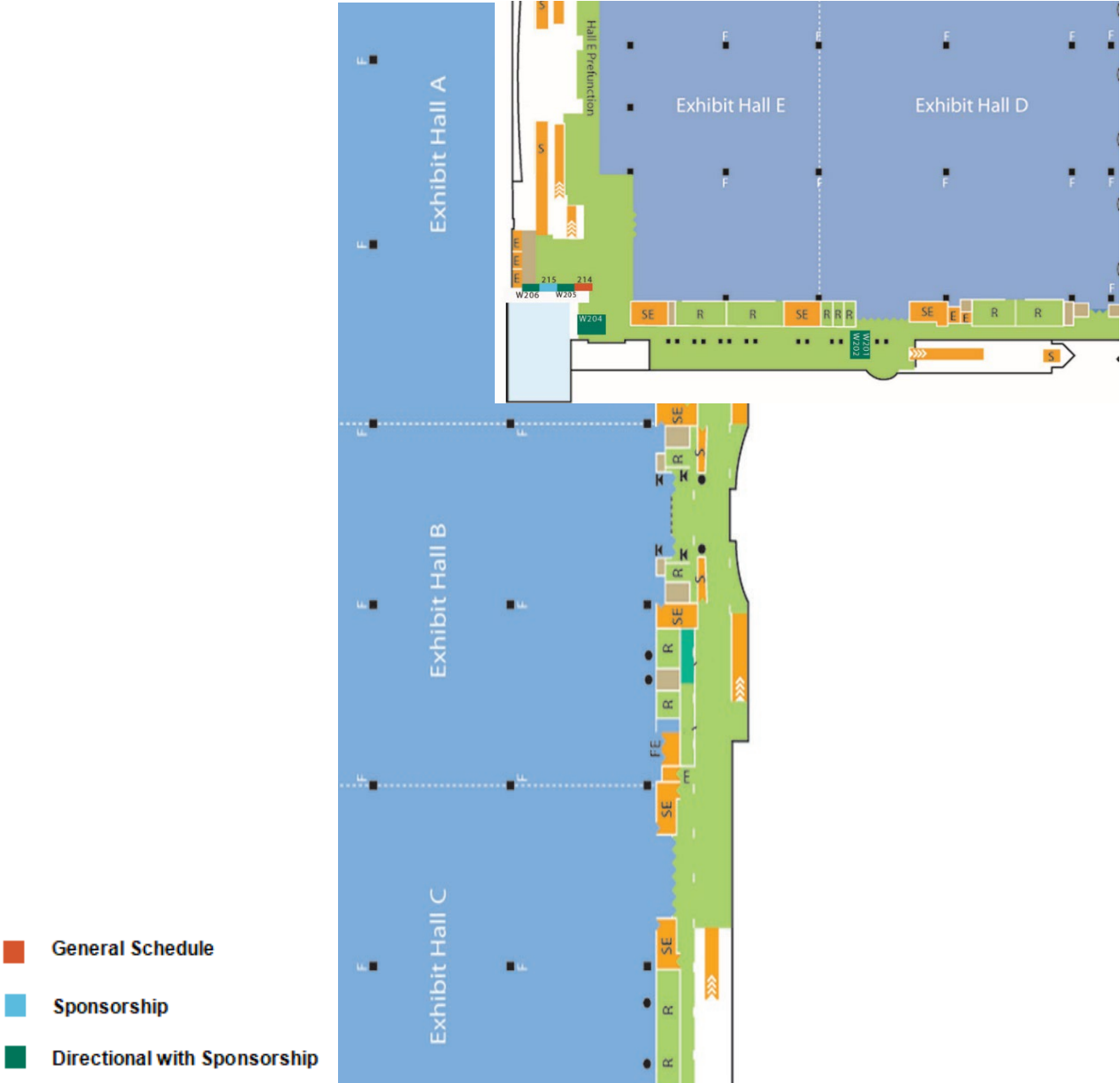- Video Board
- Ribbon Boards

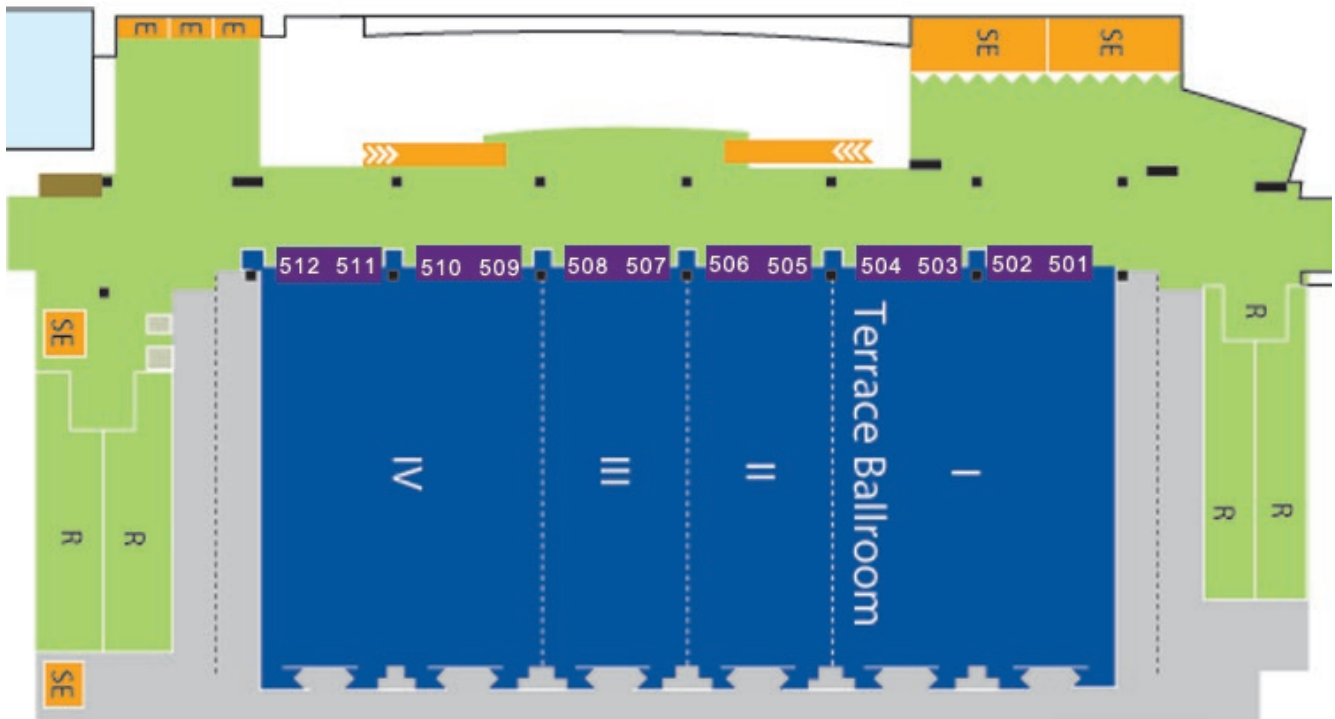13

200-LEVEL MEETING ROOMS

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

Legend:
- General Schedule
- Sponsorship
- Meeting Room Service

200-LEVEL EXHIBIT HALLS

General Schedule

Sponsorship

Directional with Sponsorship

TERRACE BALLROOM I – IV

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

■ Meeting Room Service

Excel Locations List

When filling out the Locations column in the Excel file, the location names must be selected from the dropdown list in column F as indicated below.

	StartDate	StartTime	EventName	EndDate	EndTime	Location	Description	
	1/1/2022	3:30 PM	Test Event	3/13/2022	2:30 PM	100B	Test Description	
	1/22/2022	4:30 PM	Event Name Test	4/13/2022	5:30 PM	101	Test Description2	
	2/1/2022	6:30 PM	Test Event	3/1/2022	9:30 AM	103B-1; 103B-2	Test Description3	

Dropdown list:
101
105
106
107
109
110
111
116