

EVENT DIGITAL SIGNAGE SERVICES KIT



Pennsylvania
Convention Center
PHILADELPHIA

AN  MANAGED FACILITY

1101 ARCH STREET PHILADELPHIA PA 19107 • DIGITALSIGNAGE@PACONVENTION.COM
Effective as of July 1, 2019, rates subject to change.

TABLE OF CONTENTS

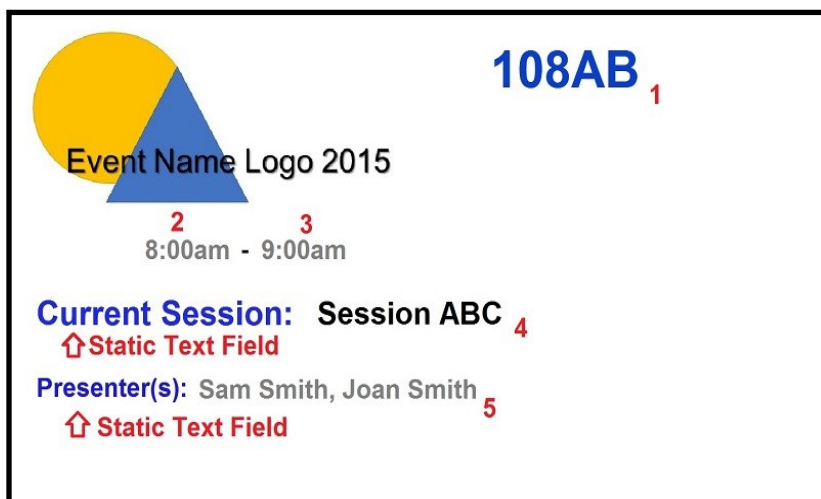
The Pennsylvania Convention Center (PCC) is enabling customers the opportunity to reach out to their clients in a whole new way.

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

Table of Contents

Meeting Room Service.....	3
NanoFlex ® & Video Wall/Ribbon Boards.....	5
Pricing Structure.....	6
File Specifications.....	7
Digital Signage Locations & Maps.....	8 - 14

MEETING ROOM SERVICE



Corresponding Columns on CSV Template:

1. CalendarLocation
2. Start Date (Time)
3. End Date (Time)
4. Event Name
5. CalendarDescription

*The above information is a generic example of meeting room signage.
All background & formatting is supplied by the client.

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 send us a custom background image and a completed CSV template file (as seen below) and we do the rest.

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 department 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 before this date, there will be an increase in costs on a per week basis. Please see Pricing Structure (pg. 6)

Below is a sample of the CSV file Custom Content Spreadsheet that must be filled out. In order to ensure proper formatting, fill in the information **exactly how the "sample" is formatted in the provided CSV template file**. **COLUMN HEADINGS CANNOT BE CHANGED.**

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

StartDate	Event Name	EndDate	CalendarLocation	CalendarDescription
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

MEETING ROOM SERVICE CONTINUED

Digital Signage for Meeting Rooms

Please use the attached sample CSV file for any updates:

- ♦ The **room numbers** cannot have spaces between the rooms and letters (i.e. **201A**, and etc.)
- ♦ Need a space after Ballrooms (i.e. **Ballroom A** or **Ballroom B**).
- ♦ Multiple rooms that have two or more display signage with the same meeting name, content must be separated. i.e. Room 202AB (same content for each room but separate 202A and 202B)
- ♦ No display monitor on the 300 level and the Expo Hall

Preroll

Preroll is the amount of minutes before the actual information should start playing. The preroll time **should not** be added to the CSV file (i.e. a column should not be added to the CSV file).

Suggested preroll time: 15 or 30 minutes before event start time.



DIGITAL SIGNAGE VIDEO WALL / NANOFLEX

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 allows 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**

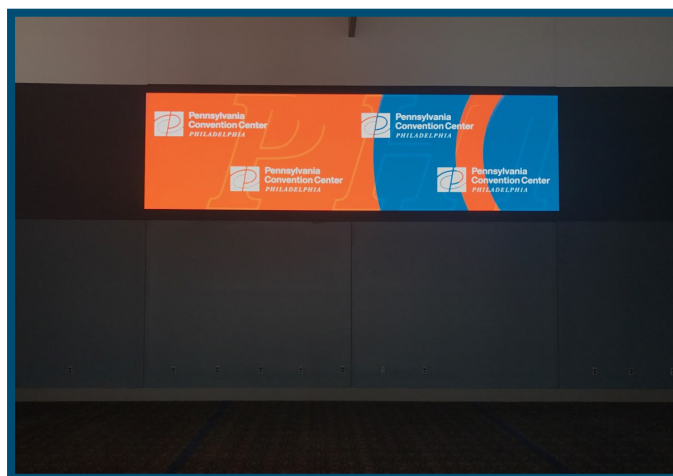
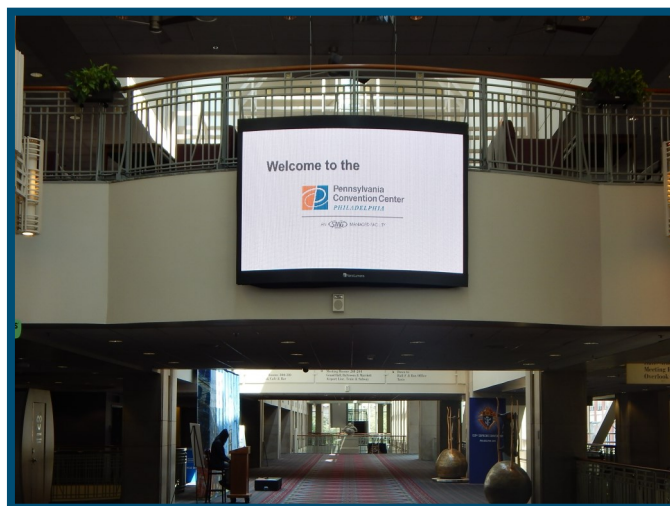


NanoFlex by NanoLumens®

The NanoFlex is a flexible, ultra-thin, lightweight, and energy efficient LED screen. This impressive digital display provides the WOW factor you may be looking to connect with your audience!

- Viewing area 103" x 53"
- 112" diagonal in total size
- Accepts JPEG and WMV file types
- Text files—not accepted

*Digital Signage Video media file specs found on Page 5.



PRICING STRUCTURE

Package	Description	Advanced Price	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
NanoFlex	NanoFlex plays JPEG and WMV file types, we do not accept text images. It is located on the 200 level near what is called the bridge area.	\$500 daily \$1,000 event duration	\$625 daily \$1250 event duration

DIGITAL SIGNAGE FILE SPECIFICATIONS

File Format Specifications

Most 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 for images and videos:

Image Files: JPG, JPEG

Video Files: WMV, MPEG2,

MP4 (Broad Street Atrium boards only)

File Size:

Meeting Room, Nanoflex & 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

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

OR

If you have any questions please call us at 215.418.4800.

We are here to help!



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DIGITAL SIGNAGE LOCATIONS

Digital Signage Monitors*

100 Level

- ♦ 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

Terrace Ballroom

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

Ballroom AB

- ♦ Ballroom A – 1 screen
- ♦ Ballroom B – 1 screen

200 Level

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

Exhibit Hall

Hall G

*300 Level

Overlook Lounge

No signage monitors are located at the 300 level meeting rooms.

Video Board - 20 x 5'5"

Ribbon Board -

Top: 16'8.125" x 2.1', Middle: 29.375' x 2.1',

Bottom: 38'4.25" x 2.1'

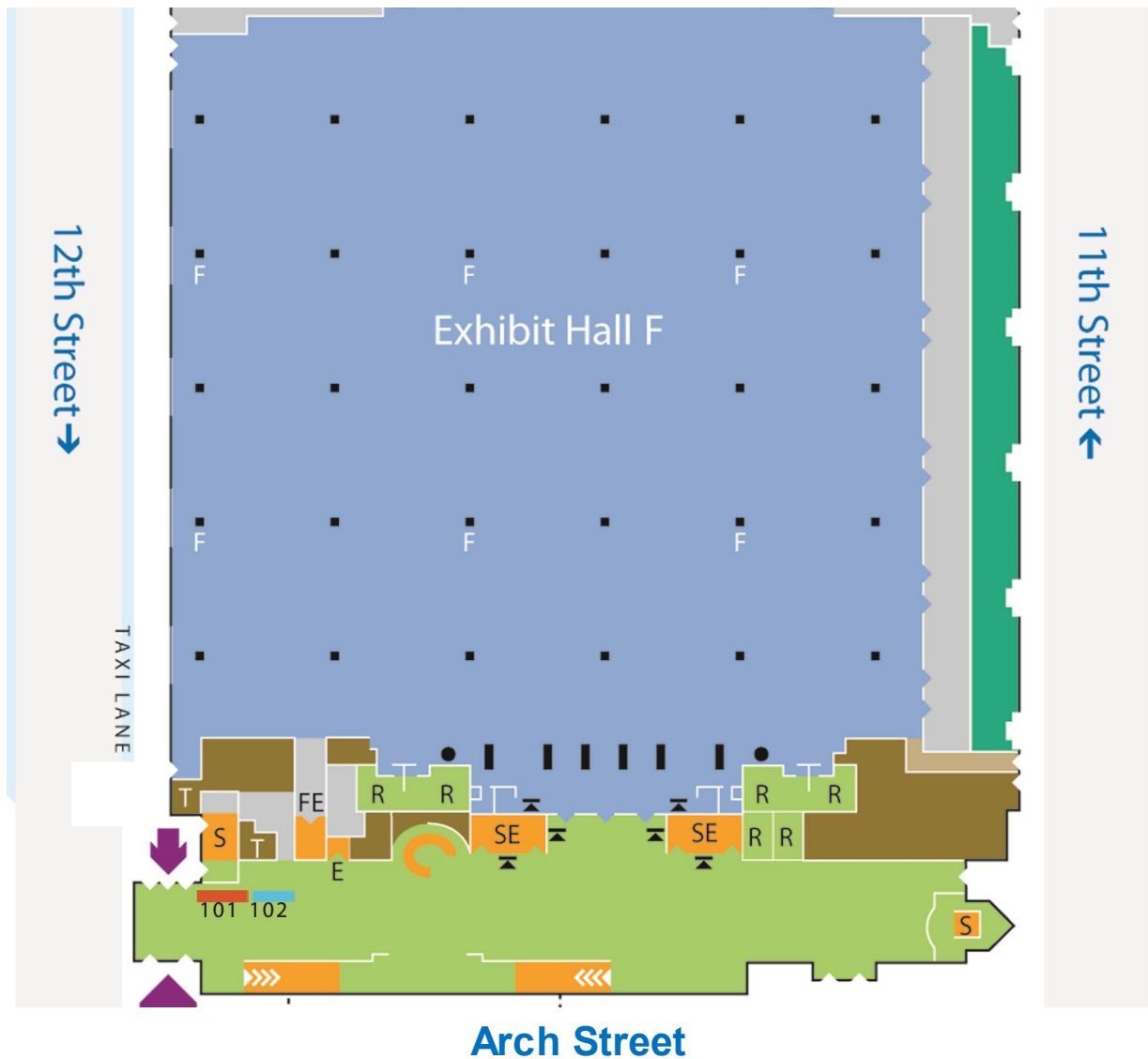
Located in the Broad Street Atrium

NanoFlex

Located in 200 level near Hall B

****Color Coded Maps of digital signage locations listed on pages 9-14.**

12TH & ARCH EAST ENTRANCE



- General Schedule
- Sponsorship



12th & Arch West Entrance Meeting Rooms 101 – 114



- General Schedule
- Sponsorship
- Meeting Room Service

100-LEVEL MEETING ROOMS

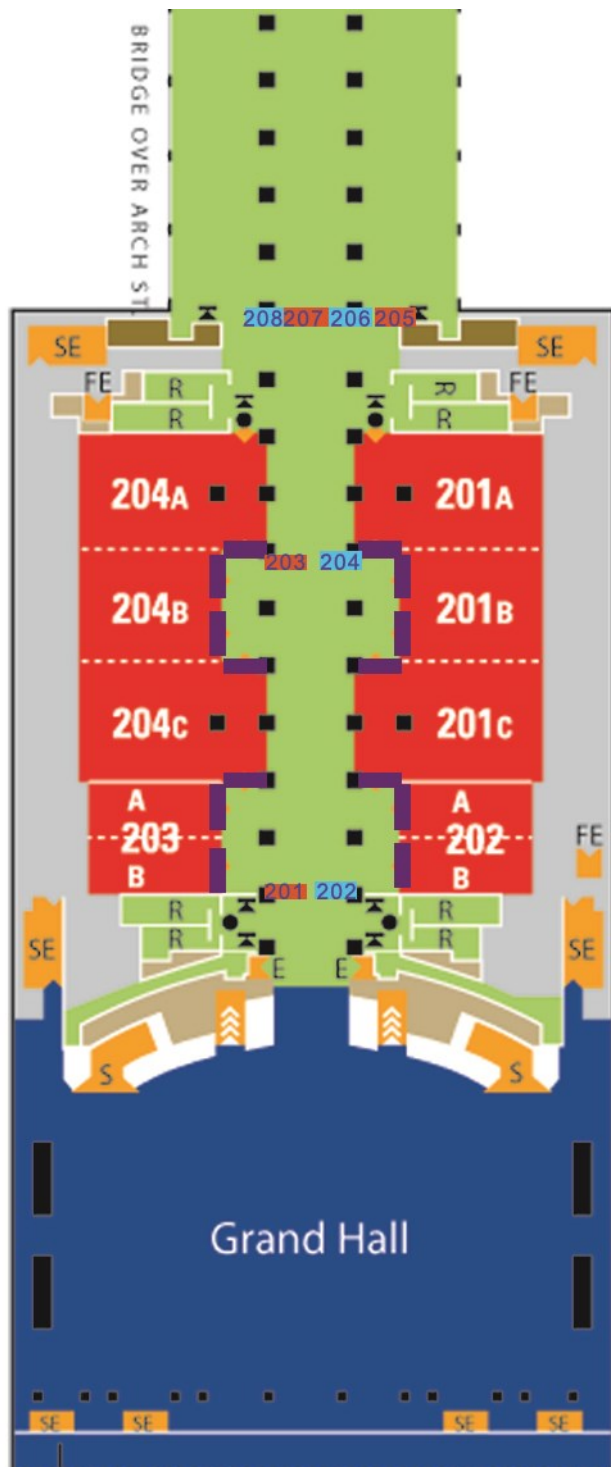
Meeting Rooms 115 – 126



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

200-LEVEL MEETING ROOMS

Meeting Rooms 201 – 204

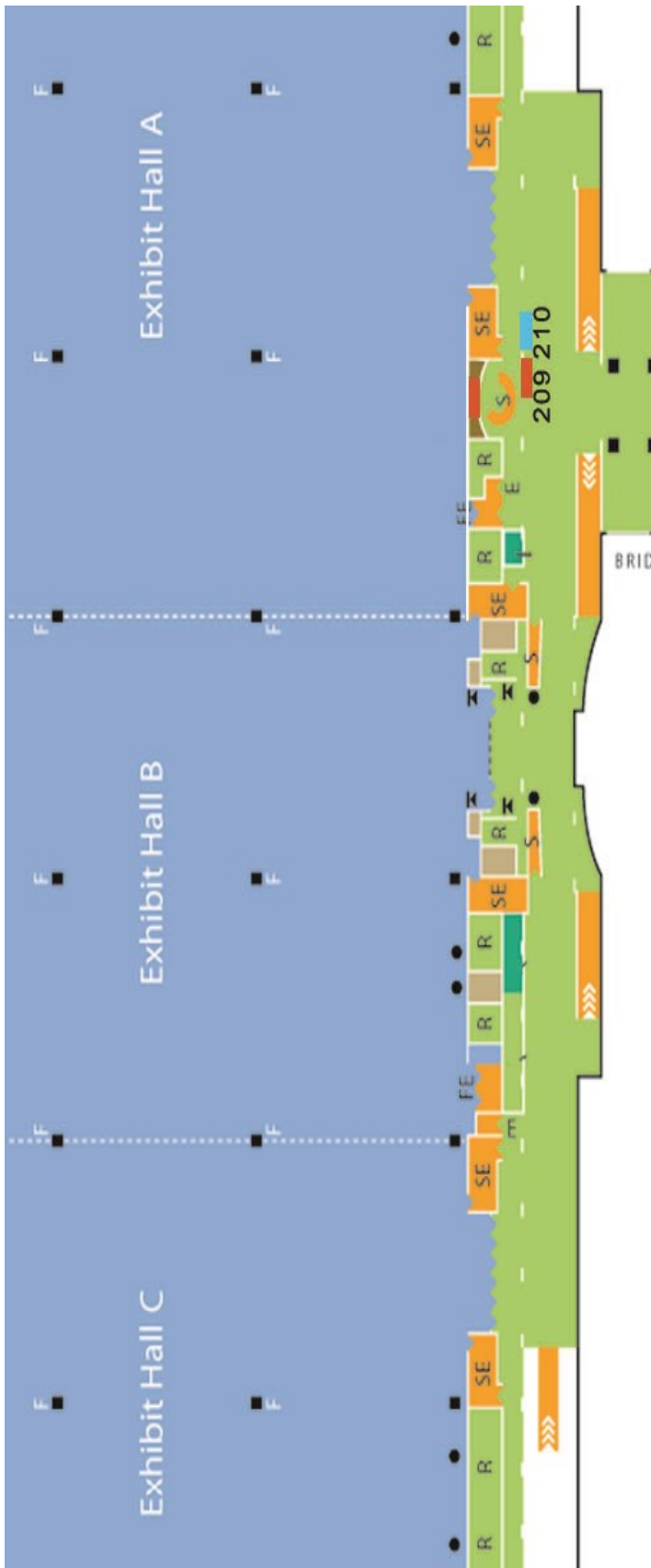




- General Schedule
- Sponsorship
- Meeting Room Service



200-LEVEL EXHIBIT HALLS

Halls A, B, & C



-  General Schedule
-  Sponsorship



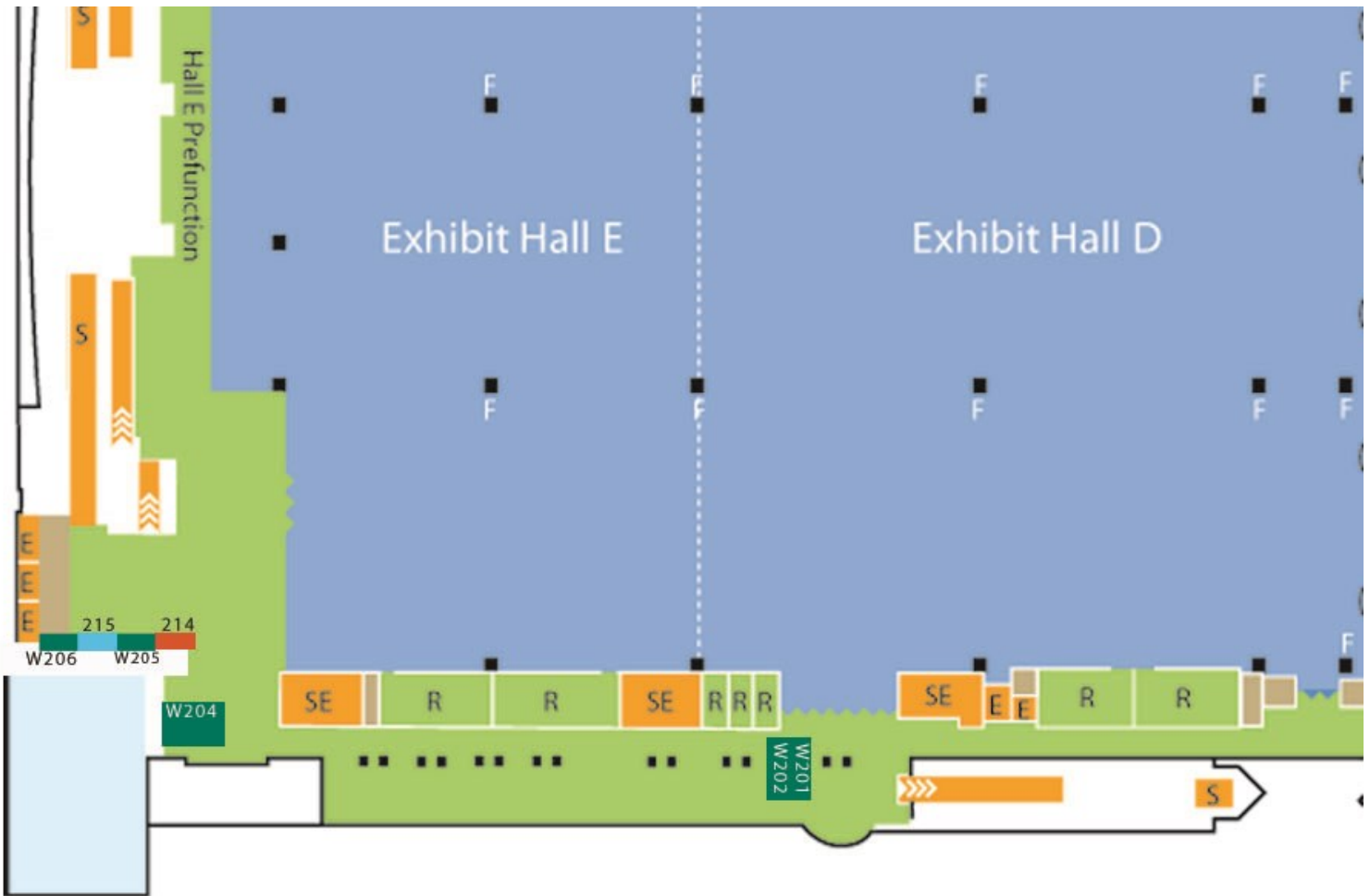
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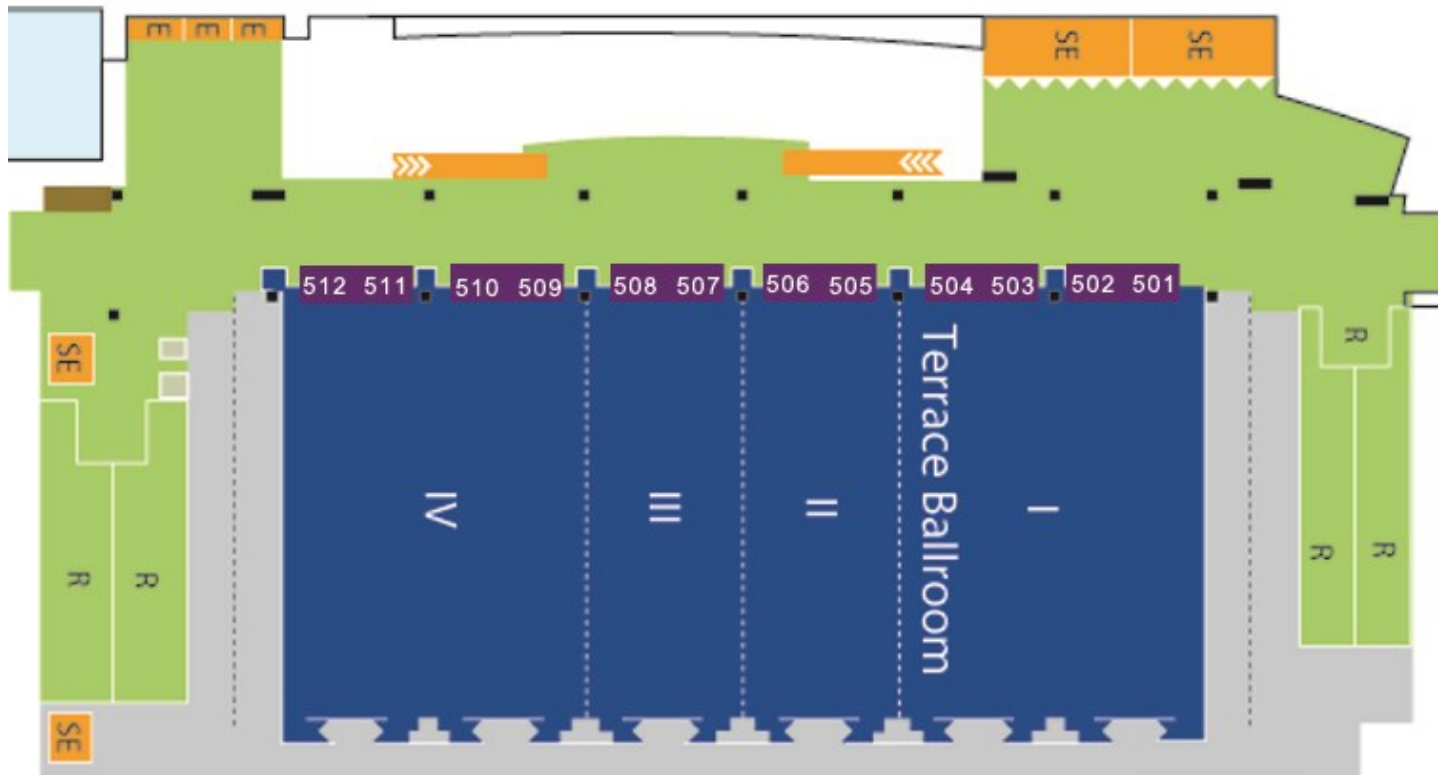
200-LEVEL EXHIBIT HALLS

Halls D & E



- General Schedule
- Sponsorship
- Directional with Sponsorship

TERRACE BALLROOM I – IV



 Meeting Room Service



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