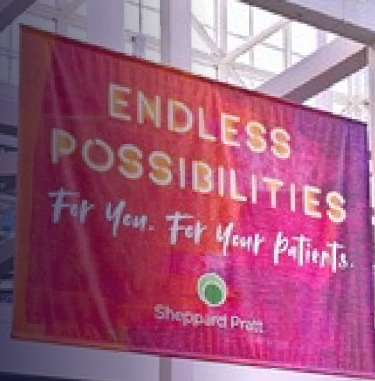




# **Bring Your Messages to Life with Digital Signage**





# Make An Impact

Deliver valuable messages that make an impact and generate a response. Our digital displays create an immersive experience and serve as a powerful tool to engage audiences, promote brands, and drive sales.

## Leverage our digital signage for:

- Brand Storytelling
- Real-Time Information & Updates
- Attendee Wayfinding
- Audience Engagement & Activations



**Pennsylvania  
Convention Center**  
PHILADELPHIA



**xpodigital**  
DIGITAL EXPERIENCE ON DISPLAY



Email: [pcc@xpodigital.com](mailto:pcc@xpodigital.com) for inquiries or sign reservations.



# 100 Level Signage

Elevate your brand with striking LED walls that deliver vibrant visuals and high-impact advertising. Showcase dynamic content that captivates attendees and maximizes your exposure.

*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LED Wall

*Broad Street Atrium - Ribbon*

- Resolution - 4096w x 256h
- Size - 79'w x 5'h
- Price - \$18,000 (2 min.), \$22,500 (4 min.)



## LED Wall

*Broad Street Atrium - Street Level Displays*

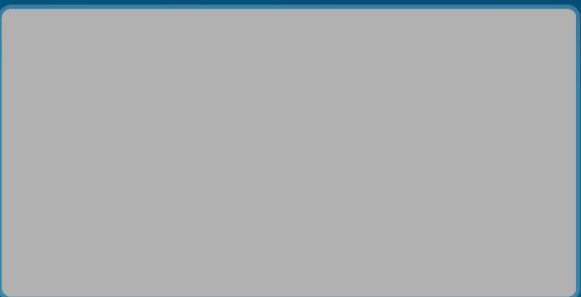
- Resolution - 896w x 1536h
- Size - 10.9'w x 19.3'h
- Price - \$15,000 (2 min.), \$18,750 (4 min.)



## LED Wall

*12th & Arch Entrance Area - (East/West)*

- Resolution - 2880w x 576h
- Size - 25.7'w x 4.2'h
- Price - \$12,500 (2 min.), \$15,625 (4 min.)



## LED Wall

*Broad Street Registration Ribbon*

- Resolution - 2400w x 675h
- Size - 20'w x 5.5'h
- Price - \$6,750 (2 min.), \$8,437 (4 min.)

# 100 Level Signage

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## LED Wall

### *Broad Street Right*

- Resolution:
  - Top - 1088w x 136h
  - Middle - 1836w x 136h
  - Bottom - 2244w x 136h
- Size:
  - Top - 16'8"w x 2.1'h
  - Middle - 29.375'w x 2.1'h
  - Bottom - 38'4"w x 2.1'h
- Price:
  - \$6,750 (2 min.), \$8,437.50 (4 min.)



## LED Wall

### *Broad Street Left*

- ▶ Resolution:
  - Top - 1088w x 136h
  - Middle - 1836w x 136h
  - Bottom - 2244w x 136h
- ▶ Size:
  - Top - 16'8"w x 2.1'h
  - Middle - 29.375'w x 2.1'h
  - Bottom - 38'4"w x 2.1'h
- ▶ Price:
  - \$6,750 (2 min.), \$8,437.50 (4 min.)



# 100 Level Signage

Showcase your brand and live meeting agendas on room-specific digital signs. Engage attendees directly with real-time information where key sessions and business happens.

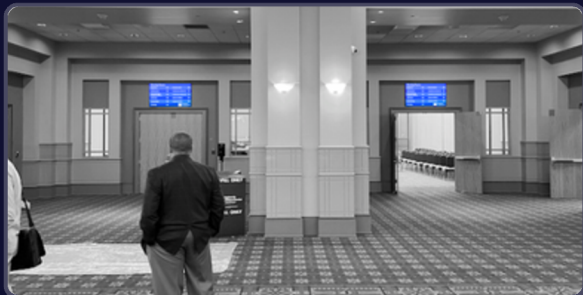
*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LCD Meeting Room Sign

*Portrait - Meeting Room Flag Double Sided*

- Resolution - 2160w x 3840h
- Size - 55"
- Price - \$2,250 (2 min.), \$2,812 (4 min.)



## LCD Meeting Room Sign

*Monitors - Wall Mount*

- Resolution - 3840 x 2160h (per)
- Size - 55"
- Price - \$2,250 (2 min.), \$2,812 (4 min.)



## LCD Meeting Room Sign

*Monitors - Wall Mount Portrait*

- Resolution - 2160w x 3840h (per)
- Size - 55"
- Price - \$2,250 (2 min.), \$2,812 (4 min.)

# 200 Level Signage

Elevate your brand with striking LED walls that deliver vibrant visuals and high-impact advertising. Showcase dynamic content that captivates attendees and maximizes your exposure.

*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LED Wall

*Escalator Triptych*

- Resolution - 640w x 2176h (Each)
- Size - 8.6'w x 28'h
- Price - \$18,000 (2 min.), \$22,500 (4 min.)



## LED Wall

*Hall E Display (North/South)*

- Resolution - 1920w x 1080h
- Size - A-163
- Price - \$8,000 (2 min.), \$10,000 (4 min.)



## LED Wall

*Crossroads North*

- Resolution - 3744w x 576h
- Size - 30.7'w x 4.2'h
- Price - \$15,000 (2 min.), \$18,750 (4 min.)



## LED Wall

*Crossroads South*

- Resolution - 3744w x 576h
- Size - 30.7'w x 4.2'h
- Price - \$15,000 (2 min.), \$18,750 (4 min.)



# 200 Level Signage

Elevate your brand with striking LED walls that deliver vibrant visuals and high-impact advertising. Showcase dynamic content that captivates attendees and maximizes your exposure.

*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LED Wall

*Crossroads East*

- Resolution - 2880w x 576h
- Size - 23.6'w x 4.2'h
- Price - \$12,500 (2 min.), \$15,625 (4 min.)



## LED Wall

*Crossroads West*

- Resolution - 2880w x 576h
- Size - 23.6'w x 4.2'h
- Price - \$12,500 (2 min.), \$15,625 (4 min.)



## LED Wall

*Grand Hall Wall Displays A-G*

- Resolution - 960w x 3168h
- Size - 760 SF.
- Price - \$20,000 (2 min.), \$25,000 (4 min.)



## LED Wall

*Grand Hall Wall Display Center*

- Resolution - 4032w x 1152h

# 200 Level Signage

Elevate your brand with striking LED walls that deliver vibrant visuals and high-impact advertising. Showcase dynamic content that captivates attendees and maximizes your exposure.

*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LED Wall

*North From Grand Hall A*

- Resolution - 3456w x 576h
- Size - 30.8'w x 4.2'h
- Price - \$15,000 (2 min.), \$18,750 (4 min.)



## LED Wall

*North From Grand Hall B*

- Resolution - 3456w x 576h
- Size - 30.8'w x 4.2'h
- Price - \$15,000 (2 min.), \$18,750 (4 min.)



## LED Wall

*Curved Display - Crossroads West*

- Resolution - 2304w x 576h
- Size - 19.6'w x 4.2'h
- Price - \$12,500 (2 min.), \$15,625 (4 min.)



## LED Wall

*Curved Display*

- Resolution - 4096w x 512h
- Size - 40'w x 4.2'h
- Price - \$15,000 (2 min.), \$18,750 (4 min.)



# 200 Level Signage

Elevate your brand with striking LED walls that deliver vibrant visuals and high-impact advertising. Showcase dynamic content that captivates attendees and maximizes your exposure.

*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LED Wall

*Hall C*

- Resolution - 2592w x 576h
- Size - 21'w x 4.2'h
- Price - \$10,000 (2 min.), \$12,500 (4 min.)



## LED Wall

*Wayfinding Escalator Mount Double-Sided, Left/Right*

- Resolution - 1728w x 384h
- Size - 13.2'w x 2'h
- Price - \$8,000 (2 min.), \$10,000 (4 min.)



## LCD Meeting Room Signs

*Monitors-Wall Mount*

- Resolution - 3840w x 2160h
- Size - 55"
- Price - \$2,250 (2 min.), \$2,812 (4 min.)

# Terrace Ballroom

Elevate your brand with striking LED walls that deliver vibrant visuals and high-impact advertising. Showcase dynamic content that captivates attendees and maximizes your exposure.

*\* The following pricing is based on a 3-day show, with an optional exclusivity add-on. Custom packages and time rentals are available.*



## LED Wall

*Broad Street Upper Level Ballroom Entrances*

- Resolution - 1440w x 384h
- Size - 12'w x 2.6'h
- Price - \$8,250 (2 min.), \$10,312.50 (4 min.)





# Digital Signage FAQs

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## **What type of content can I run on the digital signs and what is required of the file?**

- Single JPEG or PNG image
- Slideshow of JPEG or PNG images
- .mov or .mp4 movie file (Please Note: File size recommended: 1GB or less. Sound is not available on any sign)
- Compression required is H.264
- Correct aspect ratio listed above for each specific sign format
- Videos are required to be 30-60 frames per second, the target bitrate to be between 4mbps to 30mbps, and in the current full screen resolution to prevent letterboxing

## **What will make my movie (.mp4/.mov) look the best?**

For smoother transitions, please end your video with a still image for two (2) seconds in length.

## **What are some best practices to make my sign impactful or easier to create?**

- Less can be more; Simple, clean images can make a statement
- Limit any slideshows to about 10 images. Having more than 10 images can cause attendees to miss some of your content

## **How do I deliver the content I would like to use?**

- To allow time for testing of content, please submit by the deadline your representative has set for you. Please note that rush fees will apply if not received by deadline
- Upload your content to - <https://goo.gl/7OS9OB> - Put your "Company Name/ Event Name" in the Subject Line - Name your file with your company name, sign location, date to be used
- Send a confirmation email to your Event Technology Account Executive advising of content submission
- A one hour test period is provided at no charge, each additional test session will be an additional fee.



## Contact:

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