Seattle Convention Center

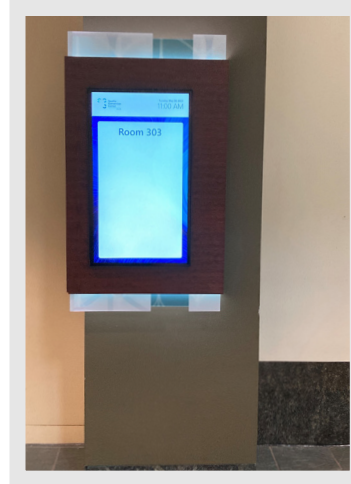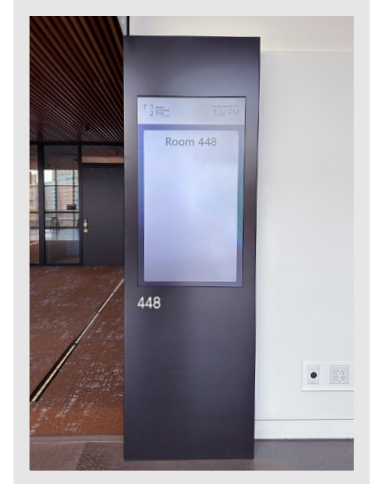**Event Services**

Event Branding Guide: Digital Signage

Seattle Convention Center (SCC) features digital meeting room and common area signage throughout the campus. The information provided here will walk you through the basic and customized signage options. Your SCC Event Manager (EM) will be able provide any additional information or connect you with our Event Application Specialist.

Overview

SCC is equipped with vertical digital signage outside most meeting rooms. Room usages will be published from our integrated digital signage system as provided by the client to the EM with an event logo, complimentary. Digital signs may be customized for a fee. Examples of basic and standard options shown are subject to change.

Room Sign Display – Arch

Room Sign Display – Summit

Please note that not all event spaces have digital signs. Spaces without signage include:

Arch

- Exhibit Halls 4ABCDEF
- Meeting Rooms 4C1-4
- Meeting Room 400
- Level 5 show offices
- Ballroom 6E
- Meeting Rooms 615-620
- Suites
- Support spaces

Summit

- Support spaces:
  - Personal consideration rooms
  - Registration offices
  - Show manager offices
  - Green Rooms
  - VIP Suite

Meeting Room - Basic

Complimentary signage includes:

- Room number/name
- Event logo or banner can be added to the designated area as shown
  - Pixel count: 1080 x 1920
  - Acceptable file type: .png or .jpeg
  - Resolution: 300 dpi
  - Logo size: 960 x 320 pixels
- Standard layout appears as shown
  - Background (as shown)
  - Font color - blue
  - Live date & time (12hr)

Example of Meeting Room - Basic Option

Event Services
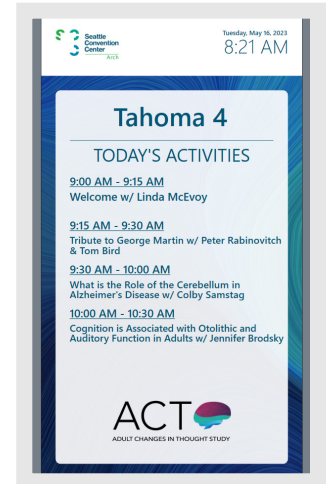# Event Branding Guide: Digital Signage

Meeting Room Detailed Layout, Option A

Detailed session titles and times can be supplied to your EM to be entered into the signage system. All session titles will appear at the beginning of the day and will drop off as sessions end. If the session titles fill the screen, they will scroll every 15-30 seconds to show completed titles.

- Based on Standard Detailed Layout
  - 1-3 rooms (optional/free)
  - 4-10 rooms $299/day*
  - 11-15 rooms $499/day*
  - 16-20 rooms $699/day*
  - 20+ rooms requires Option B*

* Requires client to provide information in a .csv file.

Meeting Room Detailed Layout, Option B

- Based on Standard Detailed Layout
- Requires client to provide .csv file
- 20+ rooms $999/day + $300 setup fee
- Package includes custom background (client provided) and onsite support*
- Must be requested 45-60 days out

Example of Standard Detailed Layout

Meeting Room Customized, Option C

- Custom template design with traditional Ungerboeck or .csv methods
  - $5,000
- Custom template with external data inputs
  - $7,500

Example of Meeting Room Customized, Option C

Custom Add-Ons

Can be added to any above package or applied alone

- Add custom background or color within existing template - $199/background*
- Custom overlay (full screen below header)
  - $50 per individual screen – show branding
  - $100 per individual screen – sponsored/ commercial branding

* If custom background requires changes to the layout, an additional fee will be charged based on complexity $25/adjustment.

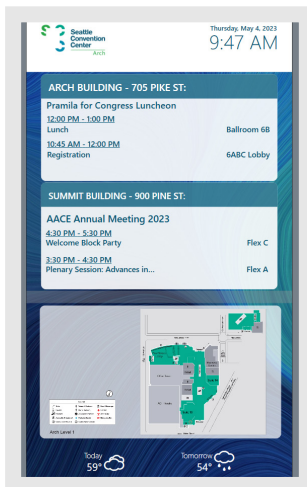# Event Branding Guide: Digital Signage

Common Area Signage

Common area signage plays an essential role in enhancing the event experience by ensuring visitors and attendees navigate within the facility with ease. SCC offers common area signs that are strategically placed within the building.

SCC's standard template includes daily event activities, including event names, locations and times. The floor level maps incorporate important facility locations, such as entrances, exits and restrooms which are clearly identified for easy navigation throughout the building.

Common Area – Standard

- Complimentary wayfinding signage includes:
  - Event name as well as the locations and times of key functions such as:
    — Registration, Exhibit Hall, Receptions, General Session, etc.
  - Floor map of the corresponding floor where the sign in located.
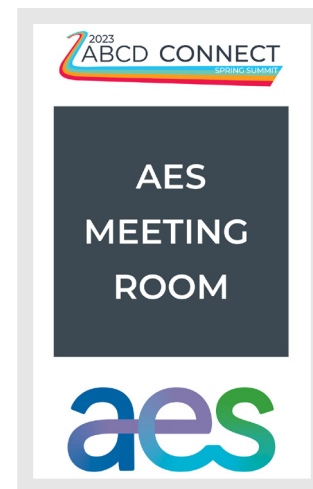

Example of Common Area - Standard Signage

Common Area – Custom

SCC offers the opportunity to showcase event identity and images through the facility common area displays. Custom options available for full facility events only. Ask your EM if your event is eligible.

Full screen overlays

- Show-branded full screen images provided by event organizers
  - $50 per individual screen
    — Pixel count: 1080 x 1920
    — Acceptable file type: .png or .jpeg
    — Resolution: 300 dpi
- Sponsored full screen images provided by sponsor or event organizers
  - $100 per individual screen
    — Pixel count: 1080 x 1920
    — Acceptable file type: .png or .jpeg
    — Resolution: 300 dpi

Example of Common Area - Custom Signage