

## Event Services

# Digital Signage

Seattle Convention Center (SCC) features digital meeting room and common area signage throughout the buildings. Digital signs are a great way to keep your event attendees informed and engaged!

The information provided here will walk you through the basic, detailed and common area signage options. Your SCC Event Manager (EM) will be able provide any additional information, such as a map of sign locations, or connect you with our Event Application Specialist.

### Meeting Room Sign Options

#### Basic Option

- Complimentary
- Large font without start/end times
- Character limits may apply
- Static for show duration

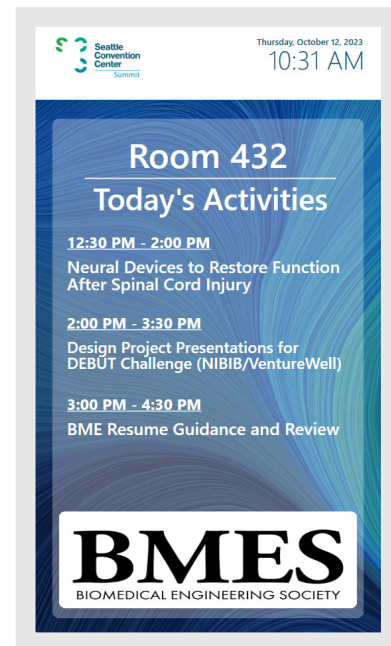
Example of a basic meeting room sign:



#### Detailed Option

- Fee-based
- Standard font with start/end times
- Additional fields for a fee

Example of a detailed meeting room sign:



## Meeting Room Sign Services and Pricing

SERVICE	INCLUDES	PRICE
Basic Option	Room name, simplified session title and logo, as shown on page 1	Complimentary
Detailed Option	Room name, expanded session titles with start/end times, and logo, as shown on page 1	\$35 per screen/per day, or \$1,100 per day after 32 screens, plus a \$300 setup fee

### Additional Options

Background Image	Apply .png or .mp4 file to all booked rooms	One-time \$250 fee per file
Full Screen Overlay	Apply .png or .mp4 file without Basic or Detailed Options	\$50 per screen/per file
Sponsored Image	Apply overlay, background, .mp4, logos	\$250 per screen/per file
Screen Buyout	Client provides static HTML link(s) or partners with a 3rd party to takeover screens	\$50 per screen
XML Data Connection	Create a new connection to a client-provided XML data stream	Starting at \$7,500
Custom Design	Coordinate with SCC's Event Application Specialist	Starting at \$1,500

### Change Fees

Modifications	Modify font color, size, alignment, or add additional columns for .csv uploads	\$150 per change (3 max)
Onsite Changes	Content changes after first contracted show day	Up to \$200 per update may be incurred

## Common Area Sign Options

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

SCC’s standard template includes event names and major daily event activities, including locations and times. The floor level maps clearly identify important facility locations, such as entrances, exits and restrooms.

In Arch, common area signs are one-sided and oriented vertically, except for Chelan and Tahoma levels at Arch at 800 Pike where the screens are oriented vertically and horizontally.

In Summit, most common area signs are double-sided, except for Levels 3 and 4 lounge areas, which are single-sided. All signs in Summit are oriented vertically.

## Common Area Sign Services and Pricing

SCC offers the opportunity to showcase event identity and images throughout the facility on common area signs. Custom options are available for full-facility events only. Ask your EM if your event is eligible.

SERVICE	INCLUDES	PRICE
Full Screen Image	Apply overlay, background, frames, or .mp4 files	\$50 per screen
Sponsored Image	Apply overlay, background, logos or .mp4 file	\$250 per screen

Example of a standard common area sign:

