

# DIGITAL SIGNAGE NETWORK & SERVICES FOR SAN DIEGO CONVENTION CENTER



# WHY DIGITAL SIGNAGE

Transforms the look of the event space and enhances the attendee experience

When compared with traditional event media (vinyl banners, poster boards and printed journals) digital signage solutions have been found to be more effective in gross impression and audience recall

Digital signage can be implemented into event sponsorship packages to underwrite cost of services and to generate new event revenue.

Digital signage reduces an events waste footprint while decreasing printing expenses

## DIGITAL SIGNAGE CAPABILITIES

**DELIVERY OF REAL-TIME EVENT INFORMATION TO ATTENDEES AND GUEST**

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**SPONSORSHIP AND ADVERTISING**

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**SOCIAL MEDIA INTERGRATION**

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**EVENT NAVIGATION**

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**STREAMING OF LIVE EVENT CONTENT**

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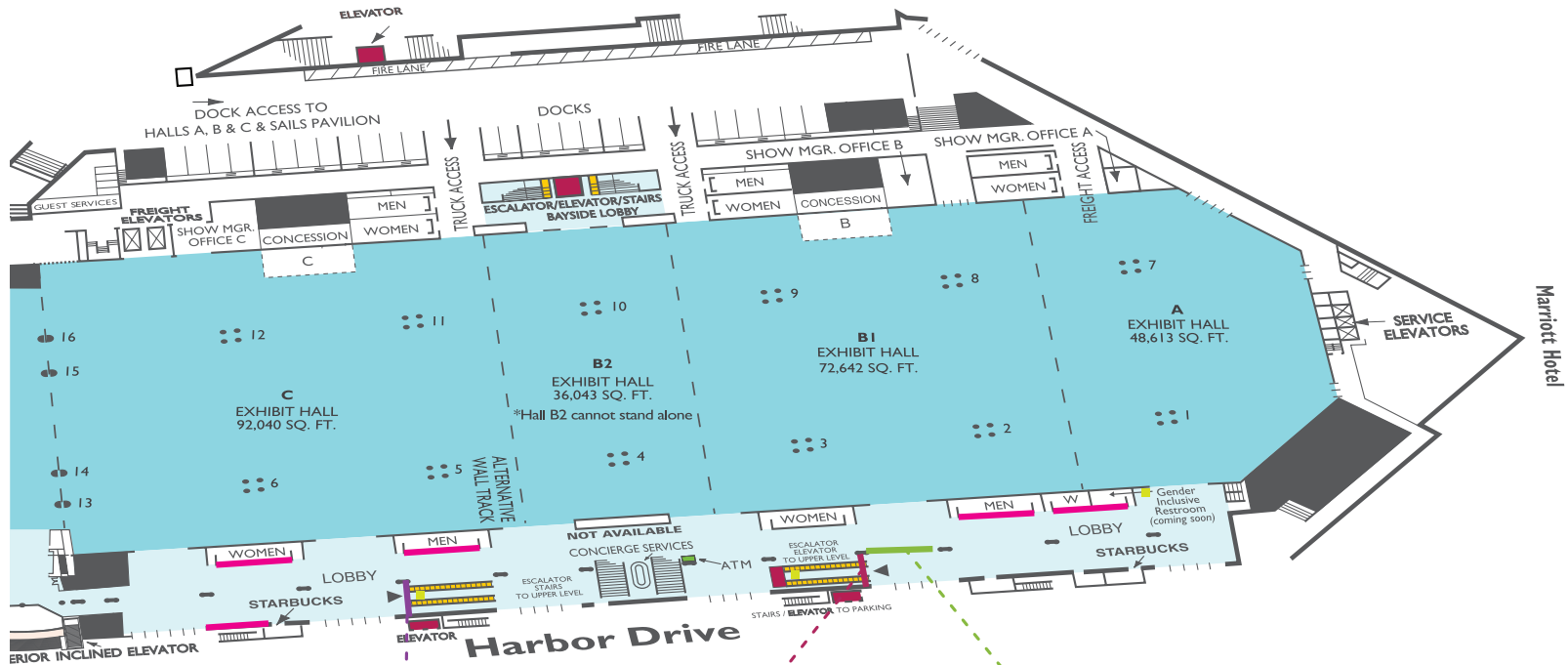
## SUPPORT

Our on-site customer service and technical support staff are committed to successfully implementing digital signage at your event. Our on-site team will be there to support you from the time you arrive on-site until the conclusion of your event. Our mission is to ensure you have the best possible service and support.

## ABOUT DIGITAL CONVENTIONS

A pioneer in comprehensive event digital signage solutions, Digital Conventions is a nationally recognized leader in digital signage and visual communication for expositions, conventions and corporate events. Digital Conventions was founded in 2010 in Washington, DC and since that time we have earned the privilege of supporting more than 3000 events across the country. Our team of professionals are passionate about events and helping clients successfully introduce mission critical digital signage applications to targeted audiences. Since our inception, Digital Conventions has set the standard for innovation, quality, customer service excellence, creative design and performance in the delivery of event digital signage services. We are committed to helping our clients increase productivity, efficiency and engagement through reliable and dynamic digital messaging. For more information, visit [digitalconventions.com](http://digitalconventions.com)

# WEST BUILDING



**5**  
LOBBY C  
VIDEO WALL

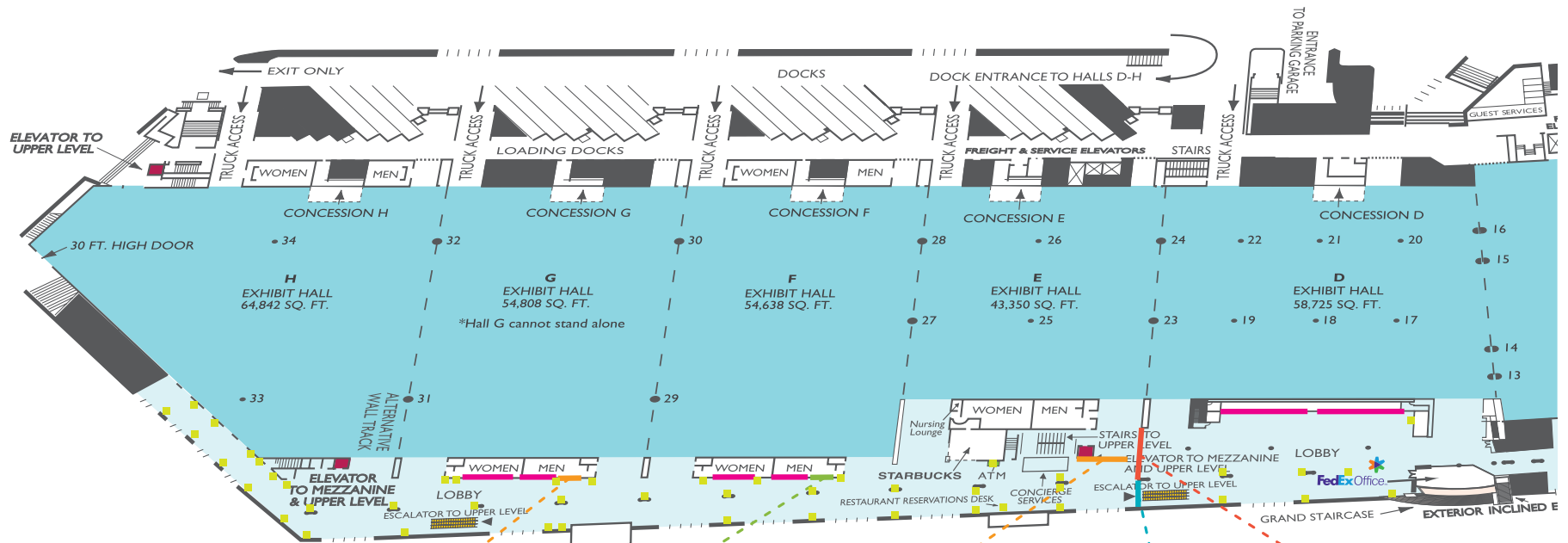
**1**  
LOBBY B1  
VIDEO WALL

**2**  
HALL B1  
ENTRYWAY MARQUEE

**SDCC PRE-APPROVED LOCATIONS**

- Quantum Walls
- Digital Posters

# EAST BUILDING



**SDCC PRE-APPROVED LOCATIONS**

- Quantum Walls
- Digital Posters

- 8** LOBBY G VIDEO WALL
- 7** LOBBY F VIDEO WALL
- 4** HALL E ENTRYWAY MARQUEE
- 3** LOBBY E VIDEO WALL
- 6** LOBBY D VIDEO WALL





## 1 LOBBY B1 VIDEO WALL (LBV)

27' Wide x 3.5' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 3120 x 406

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

The **Lobby B1 Video Wall (LBV)** is a 27ft (width) x 3.5ft (height), 3mm pixel pitch, double-sided, high-definition direct view LED videowall. The Lobby B1 Video Wall has the capability to display both image and video formats, it also has the capability to be used in either a full or split-screen capacity. The Lobby B1 Video Wall is located above the Lobby B escalators across from the entrance to Hall B. The Lobby B1 Video Wall is a very effective platform for directional signage, branding and sponsorship.



## 2 HALL B1 ENTRYWAY MARQUEE (HBM)

45' Wide x 4' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 5520 x 540

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

**Hall B1 Entryway Marquee (HBM)** is a 45ft (width) x 4ft (height), 3mm pixel pitch, single-sided, high-definition direct view LED videowall. The Hall B1 Entryway Marquee has the capability to display both image and video formats, it also has the capability to be used in either a full or split-screen capacity. The Hall B1 Entryway Marquee is located above the entrance to Hall B. The Hall B1 Entryway Marquee is a very effective platform for branding and sponsorship.



## 3 LOBBY E VIDEO WALL (LEV)

27' Wide x 3.5' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 3120 x 406

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

The **Lobby E Video Wall (LEV)** is a 27ft (width) x 3.5ft (height), 3mm pixel pitch, double-sided, high-definition direct view LED videowall. The Lobby E Video Wall has the capability to display both image and video formats, it also has the capability to be used in either a full or split-screen capacity. The Lobby E Video Wall is located above the Lobby E escalators across from the entrance to Hall E. The Lobby E Video Wall is a very effective platform for directional signage, branding and sponsorship.



# 4

## HALL E ENTRYWAY MARQUEE (HEM)

40' Wide x 11.5' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 4800 x 1350

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

**Hall E Entryway Marquee (HEM)** is a 40ft (width) x 11.5ft (height), 3mm pixel pitch, single-sided, high-definition direct view LED videowall. The Hall E Entryway Marquee has the capability to display both image and video formats, it also has the capability to be used in either a full or split-screen capacity. The Hall E Entryway Marquee is located above the entrance to Hall E across from the 5th Street Entrance. The Hall E Entryway Marquee is a very effective platform for event information, sponsorship, branding, directional signage and social media.



# 5

## LOBBY C VIDEO WALL (LCV) \*LATE 2021

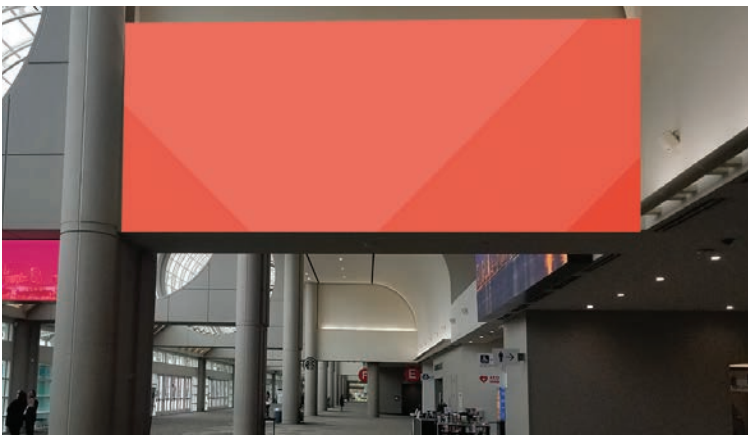
27' Wide x 6' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 3120 x 806

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

The **Lobby C Video Wall (LCV)** is a 27ft (width) x 6ft (height), 3mm pixel pitch, double-sided, high-definition direct view LED videowall. The Lobby C Video Wall has the capability to display both image and video formats, it also has the capability to be used in either a full or split-screen capacity. The Lobby C Video Wall is located above the Lobby C escalators across from the entrance to Hall C. The Lobby C Video Wall is a very effective platform for event information, directional signage, branding and sponsorship.



# 6

## LOBBY D VIDEO WALL (LDV)

20' Wide x 11.5' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 1920 x 1080

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

The **Lobby D Video Wall (LDV)** is a 20ft (width) x 11.5ft (height), 3mm pixel pitch, single-sided, high-definition direct view LED videowall. The Lobby D Video Wall has the capability to display both image and video formats. The Lobby D Video Wall is located above Lobby D next to the Hall E entrance. The Lobby D Video Wall is a very effective platform for sponsorship, branding, event information, social media and directional signage.



## 7 LOBBY F VIDEO WALL (LFV)

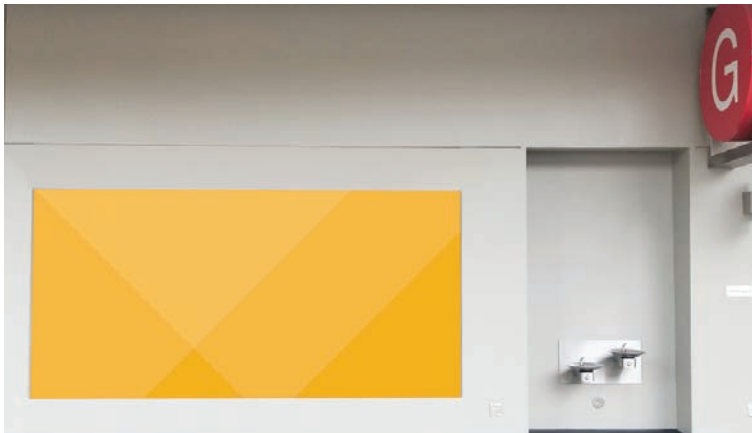
12' Wide x 6.5' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 1920 x 1080

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

The **Lobby F Video Wall (LDV)** is a 12ft (width) x 6.5ft (height), 3mm pixel pitch, single-sided, high-definition direct view LED videowall. The Lobby F Video Wall has the capability to display both image and video formats. The Lobby F Video Wall is located next to the entrance to Hall F. The Lobby F Video Wall is a very effective platform for sponsorship, branding, event information, social media and directional signage.



## 8 LOBBY G VIDEO WALL (LGV)

12' Wide x 6.5' High, 3mm Pixel Pitch, Direct View LED Video Wall

**Resolution:** 1920 x 1080

**Preferred Formats:** Still Files - JPEG, PNG

Video Files - MPEG-4, H.264

The **Lobby G Video Wall (LDV)** is a 12ft (width) x 6.5ft (height), 3mm pixel pitch, single-sided, high-definition direct view LED videowall. The Lobby G Video Wall has the capability to display both image and video formats. The Lobby G Video Wall is located next to the entrance to Hall G. The Lobby G Video Wall is a very effective platform for sponsorship, branding, event information, social media and directional signage.

# MOBILE SIGNAGE DETAILS



## DP DIGITAL POSTER

4' Wide x 6.5' High, 2.5mm Pixel Pitch, High-Definition  
Direct View LED, Mobile

The **Digital Poster (DP)** is a 4ft (width) x 6.5ft (height), 2.5mm pixel pitch, single-sided, direct view LED videowall. Digital Posters have the capability to display both image and video formats. Digital Posters are a very effective platform for directional signage, event information, branding and sponsorship.



## QVW QUANTUM VIDEO WALL

12' Wide x 6.75' High, 1.9mm Pixel Pitch, High-Definition  
Direct View LED, Relocatable

The **Quantum Video Wall (QVW)** is a 12ft (width) x 6.5ft (height), 2.5mm pixel pitch, single-sided, direct view LED videowall. The Quantum Video Wall has the capability to display both image and video formats. The Quantum Video Wall is a very effective platform for sponsorship, event information, branding, live broadcast, social media and directional signage.

*Placement of all mobile digital displays are limited to the Common Areas of the Convention Center, which include but are not limited to the Lobby areas of the facility, that are available for public or common use, for ingress and egress to the Licensed Areas. Mobile digital displays cannot be placed in any of the Licensed Areas within the facility. Please refer to section 1 ("Grant of License; License Periods") of your San Diego Convention Center license agreement, which defines the Licensed Areas for your event.*



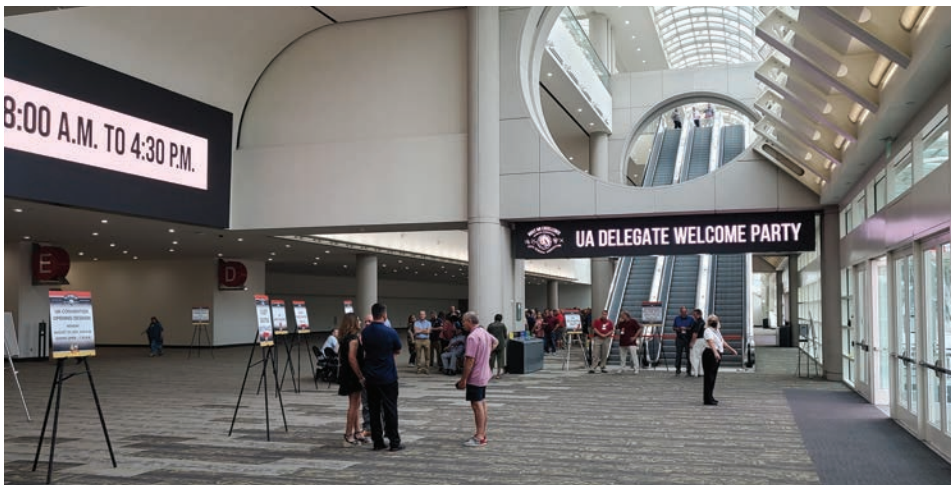
# TYPES OF DIGITAL SIGNAGE



BRANDING



SPONSORSHIP



EVENT NAVIGATION



SOCIAL MEDIA

