



*Digital Signage
Opportunities & Specifications*
SAN DIEGO CONVENTION CENTER | GROUND LEVEL

THE PREMIER GATHERING PLACE
FOR LIFE-CHANGING EVENTS

DIGITAL SIGNAGE

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 audience reach, impressions, and recall.

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

By decreasing print needs, digital signage can help reduce costs and lessen an event's waste footprint.



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. Since 2019, Digital Conventions has provided digital signage services for over 100 events at the San Diego Convention Center. Our experienced team is 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. For more information, visit digitalconventions.com.

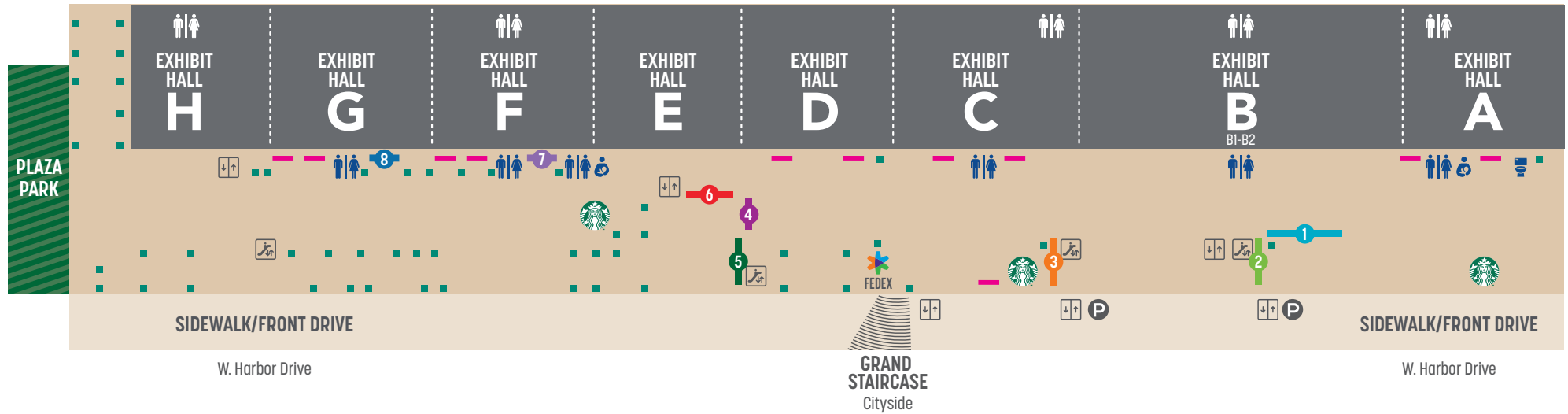
SUPPORT

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 for you until the conclusion of your event. Our mission is to ensure you have the best possible service and support.

Enhance Your Event with Digital Signage Capabilities

- Delivery of Real-Time Event Information to Attendees
- Sponsorship and Advertising
- Social Media Integration
- Event Navigation
- Live Streaming of Event Content

SCREEN LOCATIONS AND TYPES



FIXED LOCATION SCREENS

Shown as numbered locations on the map above, these screens are permanently installed throughout the ground level lobbies.

SCREENS 1-8

Each screen operates independently and has the capability to display both image and video content. The screens can be used in either a full or split-screen capacity. While the screens can be used in numerous ways, they are very effective for directional signage, event information, branding, and sponsorship.

MOBILE SIGNAGE SCREENS

Mobile displays have pre-approved locations throughout the ground floor. Shown on the map in magenta and teal, placement of all mobile displays are limited to the common areas of the Convention Center. Pre-approved locations include, but are not limited to, the lobby areas of the facility available for public or common use and for ingress and egress to the licensed areas.

— QUANTUM WALLS

Quantum Walls can be placed at any of the areas indicated with magenta lines. They are large and eye-catching, single-sided, and support both imagery and video.

■ DIGITAL POSTERS

Digital Posters are smaller in size than Quantum Walls, single-sided, and can be placed at any of the areas indicated with teal squares.

Mobile signage cannot be placed in any of the licensed areas within the facility. Please refer to section one ("Grant of License; License Periods") of the San Diego Convention Center license agreement, which defines the licensed areas for your event.

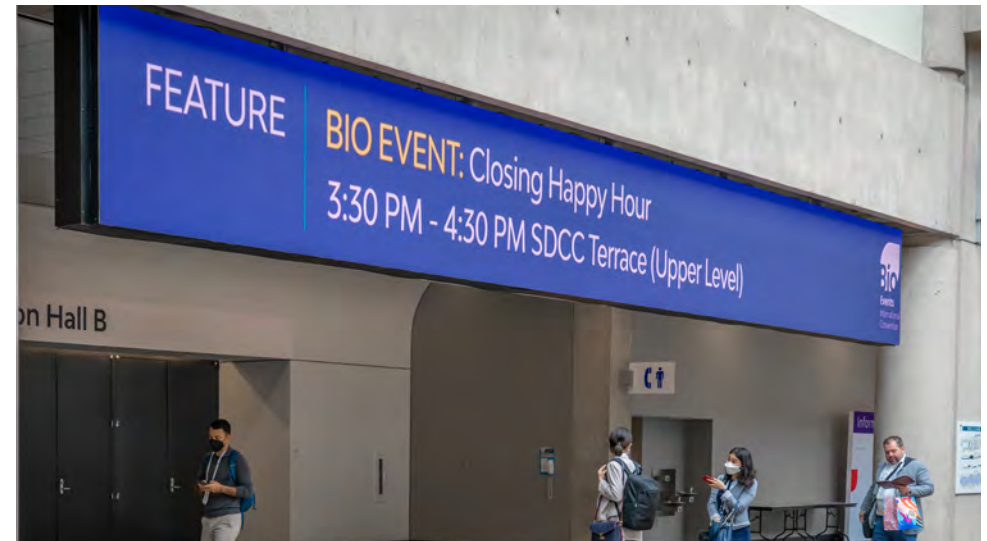
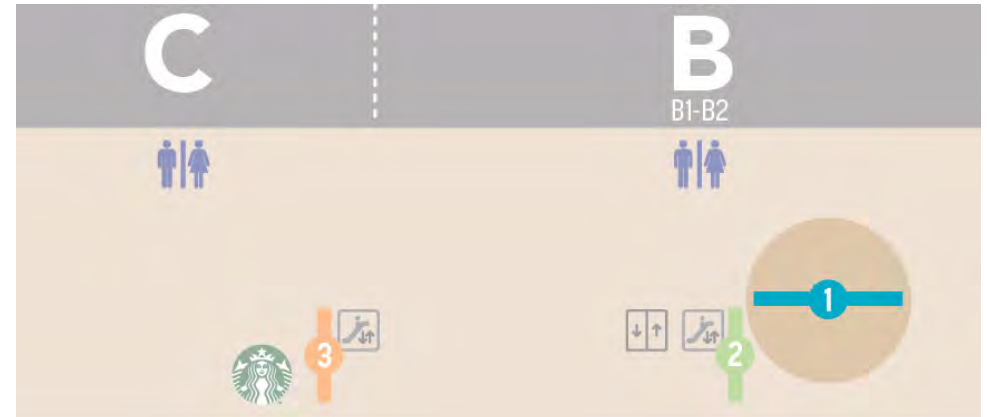
HALL B1 MARQUEE

Screen 1

Above the entrance to Hall B, an effective location for branding and sponsorship.

SPECS:

- 45' Wide x 4' High
- Resolution: 5520 x 540 px
- Single-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full- or Split-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



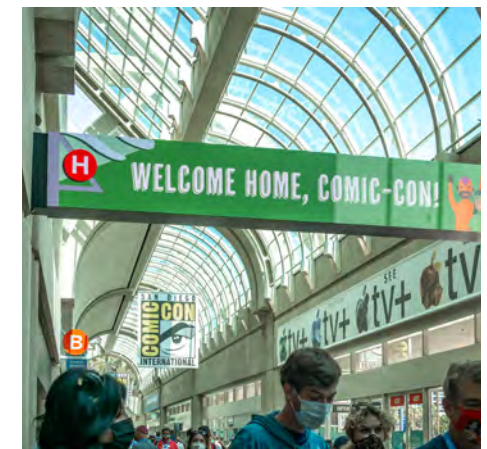
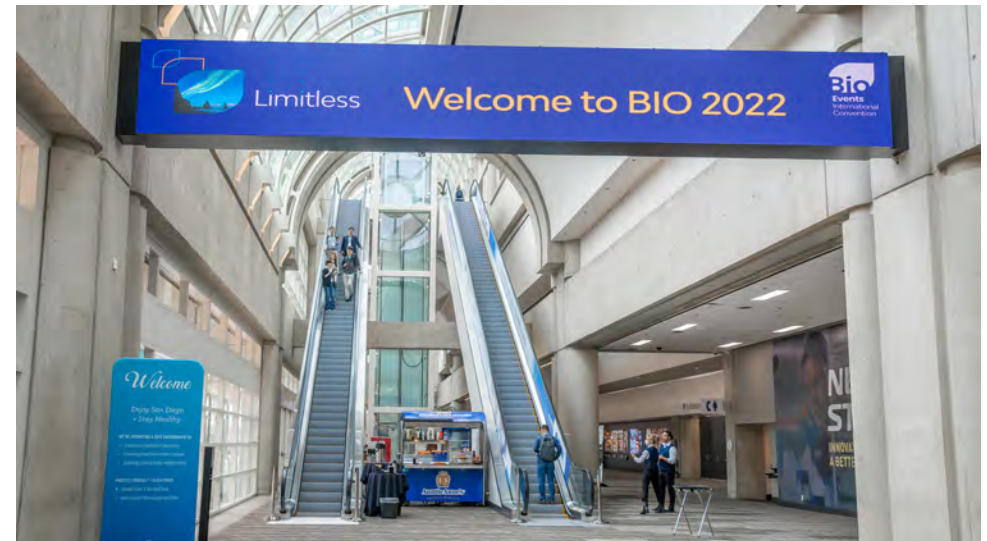
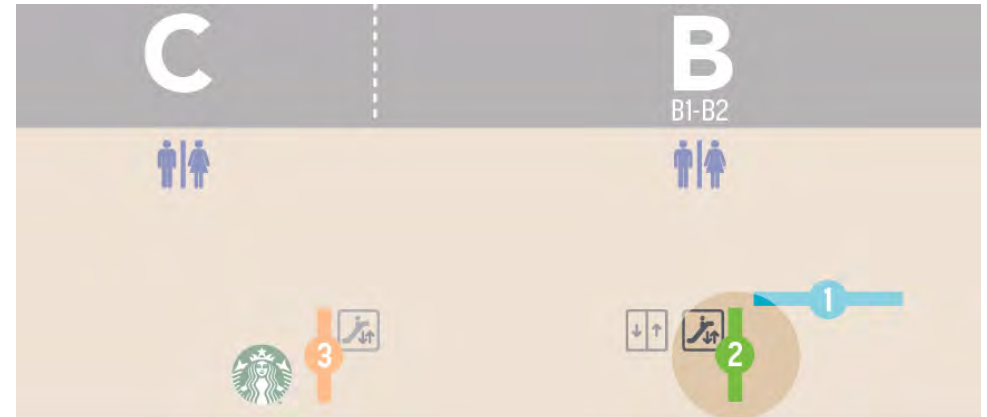
LOBBY B1 VIDEO WALL

Screen 2

Above the Lobby B escalators, across from the entrance to Hall B. This double-sided screen is ideal for directional signage, branding, and sponsorship.

SPECS:

- 27' Wide x 3.5' High
- Resolution: 3120 x 406 px
- Double-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full- or Split-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



LOBBY C VIDEO WALL

Screen 3

Above the Lobby C escalators, across from the entrance to Hall C. This double-sided screen is ideal for directional signage, branding, and sponsorship.

SPECS:

- 27' Wide x 6' High
- Resolution: 2640 x 704 px
- Double-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full- or Split-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



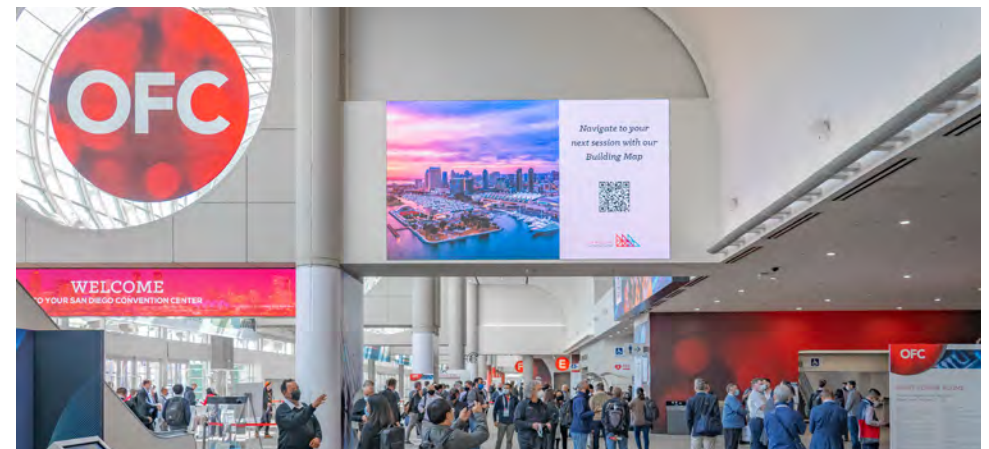
LOBBY D VIDEO WALL

Screen 4

Above Lobby D, next to the Hall E entrance. This prominent screen is ideal for directional signage, event information, social media, branding, and sponsorship.

SPECS:

- 20' Wide x 11.5' High
- Resolution: 1920 x 1080 px
- Single-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



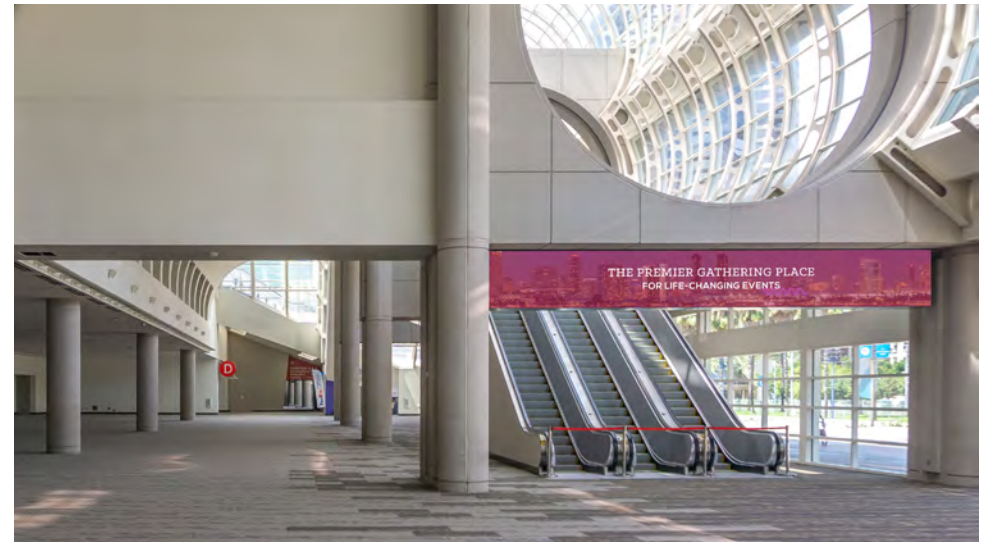
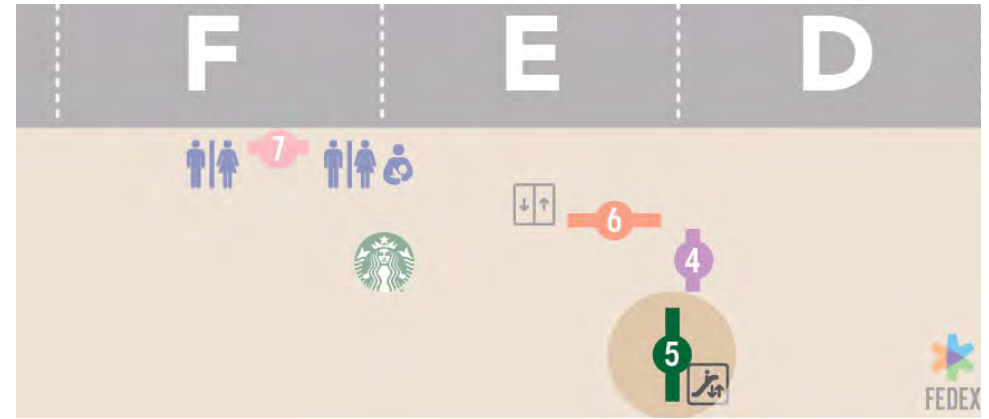
LOBBY E VIDEO WALL

Screen 5

Above the Lobby E escalators, across from the entrance to Hall E. This double-sided screen is ideal for directional signage, branding, and sponsorship.

SPECS:

- 27' Wide x 3.5' High
- Resolution: 3120 x 406 px
- Double-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full- or Split-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



HALL E ENTRYWAY MARQUEE

Screen 6

Above the entrance to Hall E, across from the main entrance near 5th Avenue. This prominent screen is ideal for directional signage, event information, social media, branding, and sponsorship.

SPECS:

- 40' Wide x 11.5' High
- Resolution: 4800 x 1350 px
- Single-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full- or Split-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



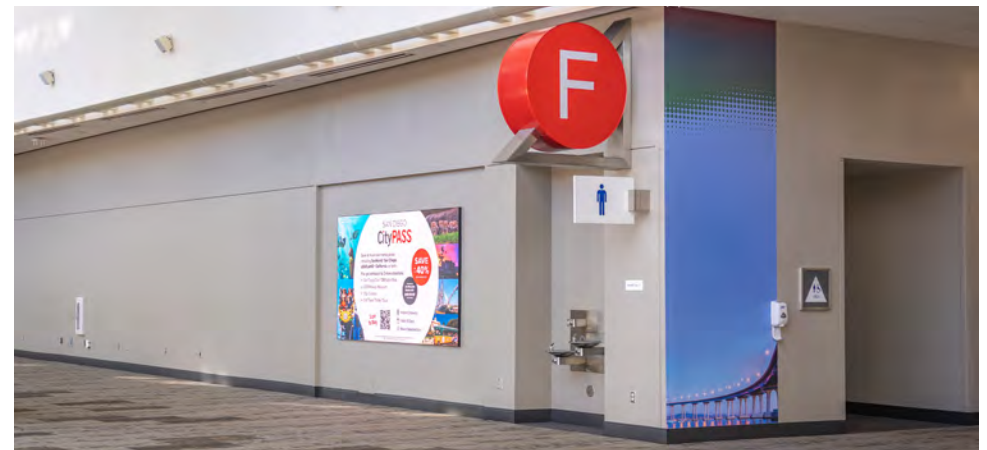
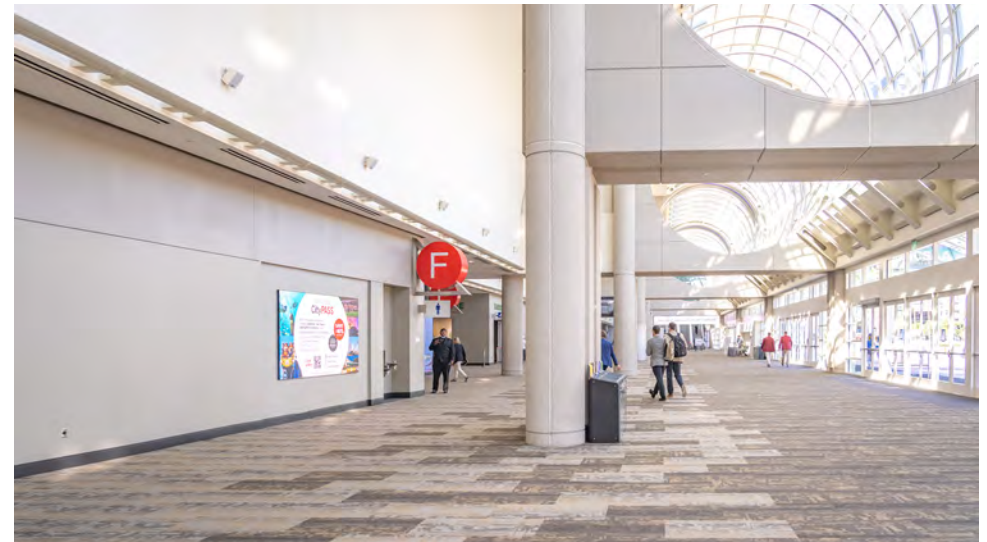
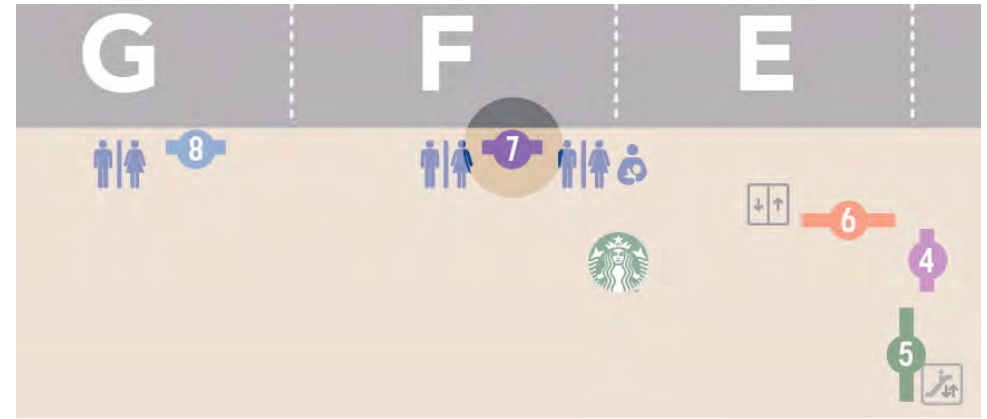
LOBBY F VIDEO WALL

Screen 7

An effective location for directional signage, event information, social media, branding, and sponsorship.

SPECS:

- 12' Wide x 6.5' High
- Resolution: 1920 x 1080 px
- Single-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



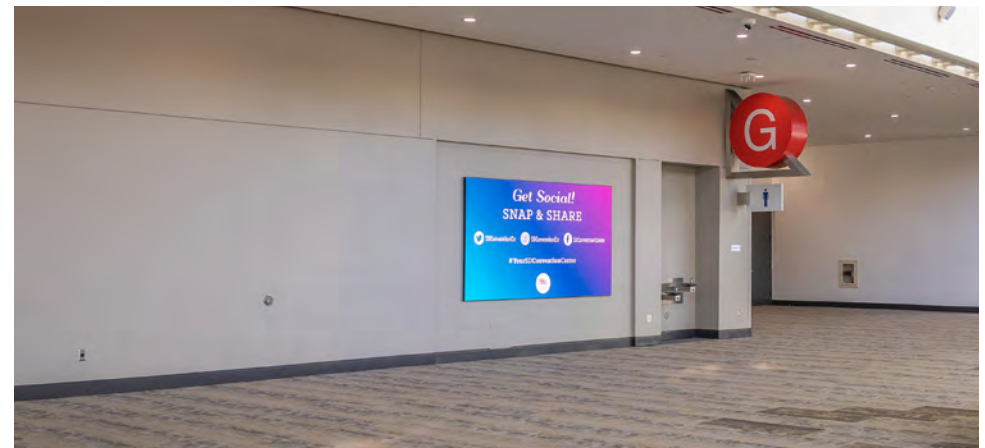
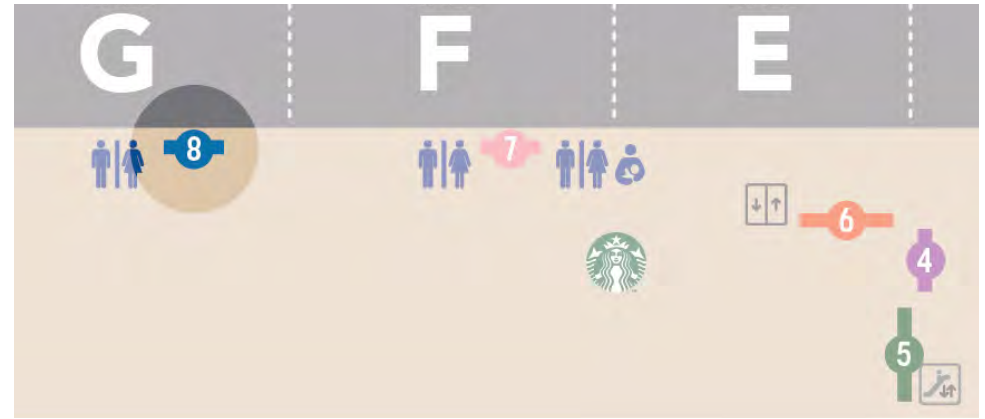
LOBBY G VIDEO WALL

Screen 8

An effective location for directional signage, event information, social media, branding, and sponsorship.

SPECS:

- 12' Wide x 6.5' High
- Resolution: 1920 x 1080 px
- Single-Sided
- 3mm Pixel Pitch, Direct View LED Video Wall
- Full-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



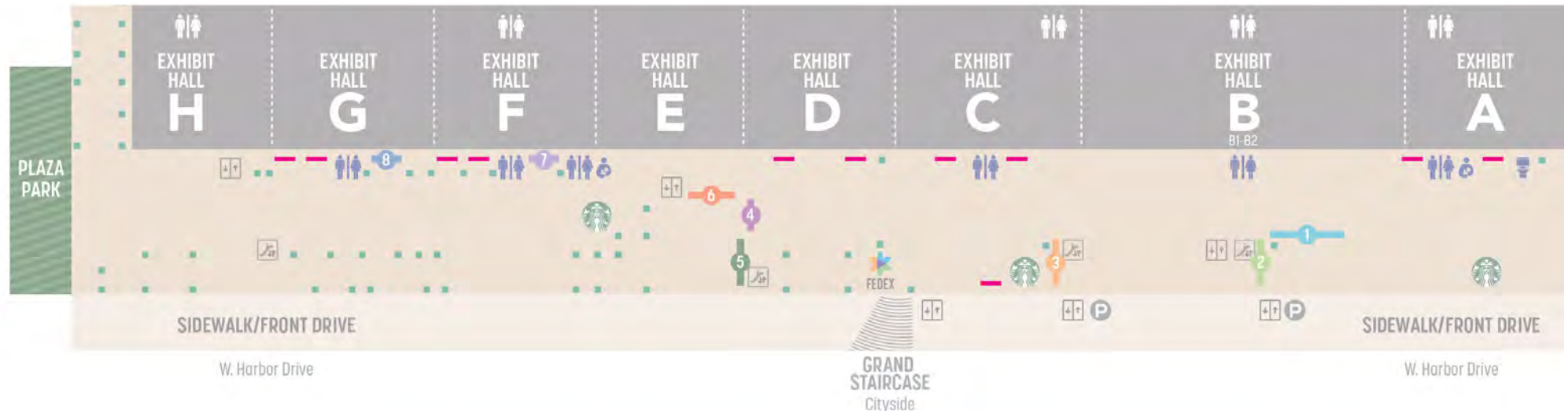
QUANTUM WALLS

Mobile Signage

Large mobile Quantum Walls can be placed in many locations throughout the building. Current pre-approved locations are indicated by magenta lines on the map below. Quantum Walls are ideal for live broadcast, social media, event information, directional signage, branding and sponsorship.

SPECS:

- 12' Wide x 6.75' High
- Resolution: 452 x 756 px
- Single-Sided
- 1.9mm Pixel Pitch, High-Definition Direct View LED Video Wall
- Full-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264



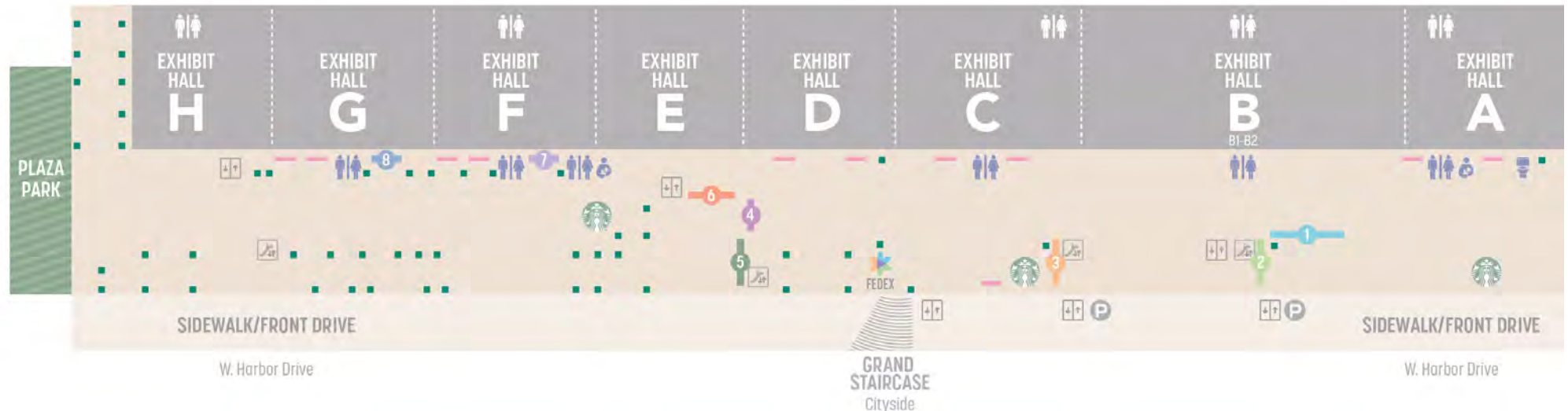
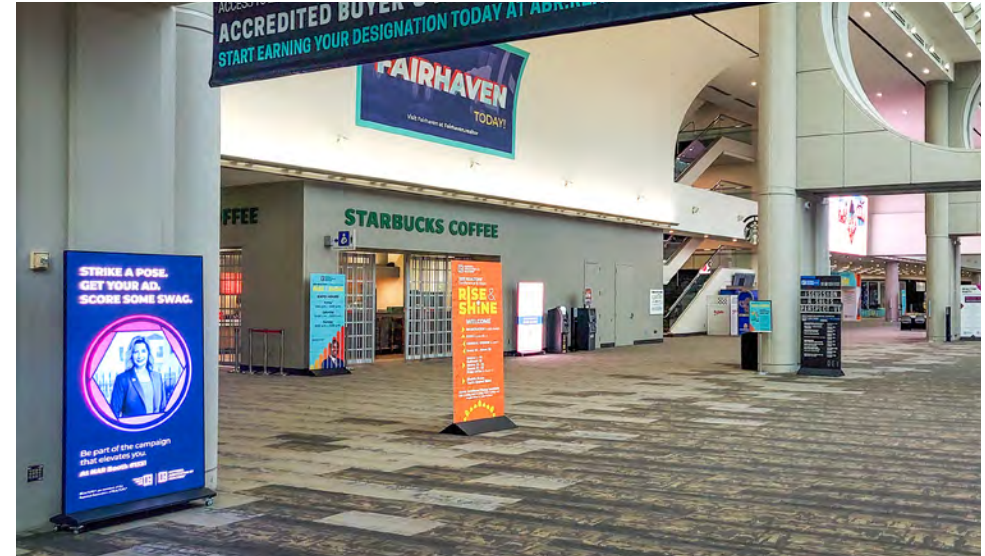
DIGITAL POSTERS

Mobile Signage

Digital Posters can be placed in many locations throughout the building. Current pre-approved locations are indicated by teal squares on the map below. Digital Posters are effective for directional signage, event information, branding and sponsorship.

SPECS:

- 4' Wide x 6.5' High
- Resolution: 452 x 756 px
- Single-Sided
- 2.5mm Pixel Pitch, Direct View LED Video Wall
- Full-Screen Capacity
- Still File Formats: JPG, PNG
- Video File Formats: MPEG-4, H.264

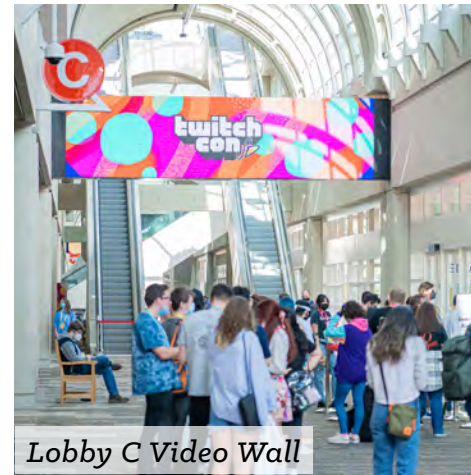


DIGITAL SIGNAGE

At-A-Glance



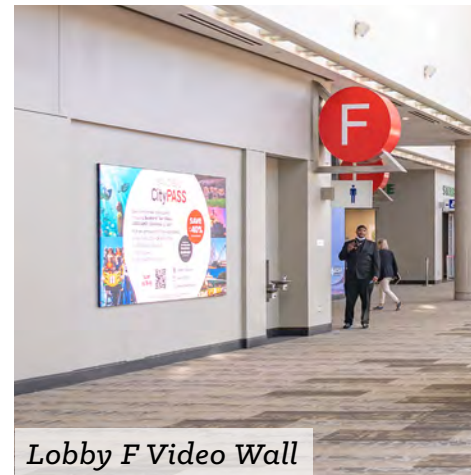
Hall B1 Entryway Marquee & Lobby B1 Video Wall



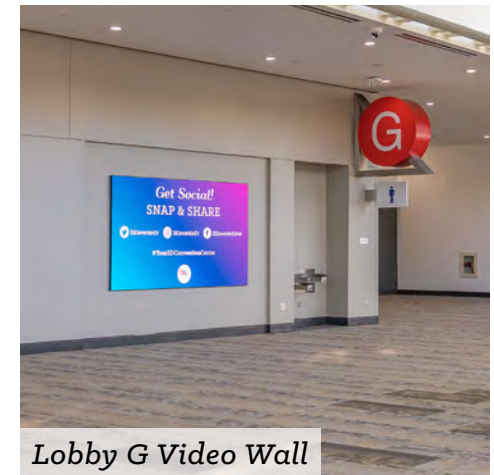
Lobby C Video Wall



Hall E Entryway Marquee



Lobby F Video Wall



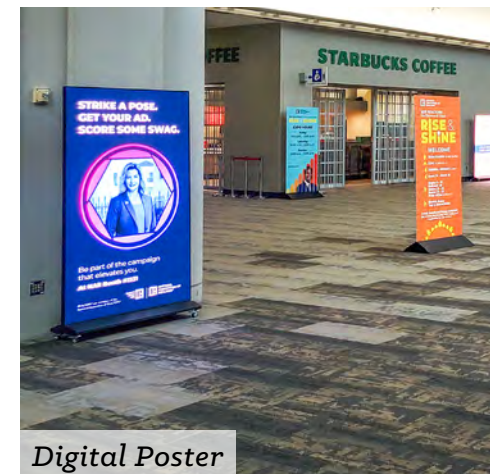
Lobby G Video Wall



Lobby D Video Wall & Lobby E Video Wall



Quantum Wall



Digital Poster

SPECIFICATIONS

At-A-Glance

All screens support the following file types: JPG, PNG, MPEG-4, H.264

SCREEN NUMBER	SCREEN NAME	RESOLUTION	SIZE	BUILDING LOCATION
1	Hall B1 Entryway Marquee	5520 x 540 px	45' x 4'	Overhead upon entrance to Hall B1.
2	Lobby B1 Video Wall <i>*Specs match Screen 5</i>	3120 x 406 px	27' x 3.5'	Double-sided, hanging above bottom of escalator in front of Hall B/Hall B1 Lobby.
3	Lobby C Video Wall	2640 x 704 px	27' x 6'	Double-sided, hanging overhead in Lobby C.
4	Lobby D Video Wall	1920 x 1080 px	20' x 11.5'	Overhead in pre-function area, Lobby D.
5	Lobby E Video Wall <i>*Specs match Screen 2</i>	3120 x 406 px	27' x 3.5'	Double-sided, hanging above bottom of escalator in Lobby E.
6	Hall E Entryway Marquee	4800 x 1350 px	40' x 11.5'	Overhead upon entrance to Hall E.
7	Lobby F Video Wall <i>*Specs match Screen 8</i>	1920 x 1080 px	12' x 6.5'	Wall mounted at eye-level in Lobby F.
8	Lobby G Video Wall <i>*Specs match Screen 7</i>	1920 x 1080 px	12' x 6.5'	Wall mounted at eye-level in Lobby G.
Mobile Screens	Quantum Wall	1920 x 1080 px	12' x 6.75'	Approved Public Spaces. See floorplan, magenta lines.
Mobile Screens	Digital Poster	452 x 756 px	4' x 6.5'	Approved Public Spaces. See floorplan, teal squares.