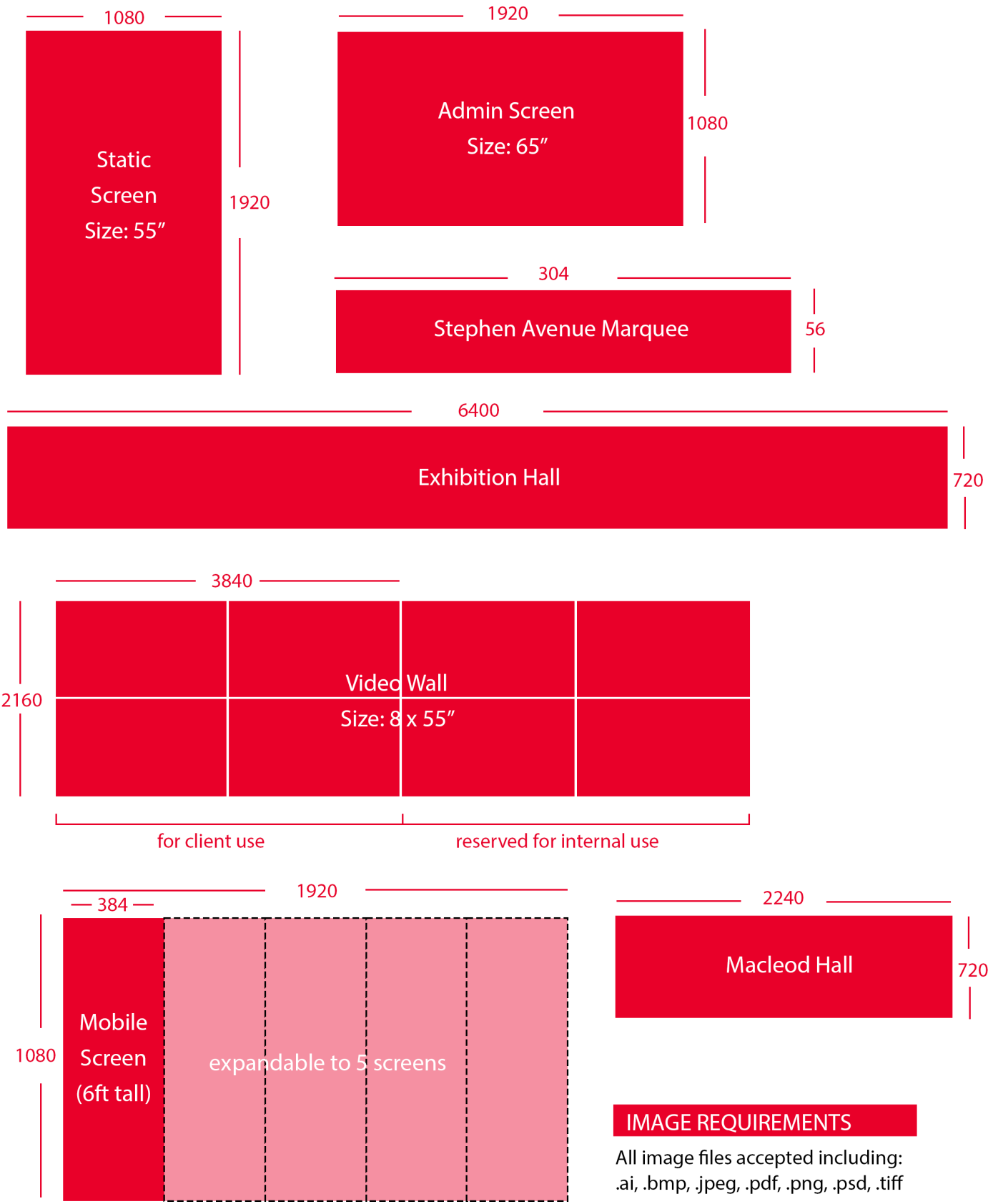




**DIGITAL SIGNAGE**

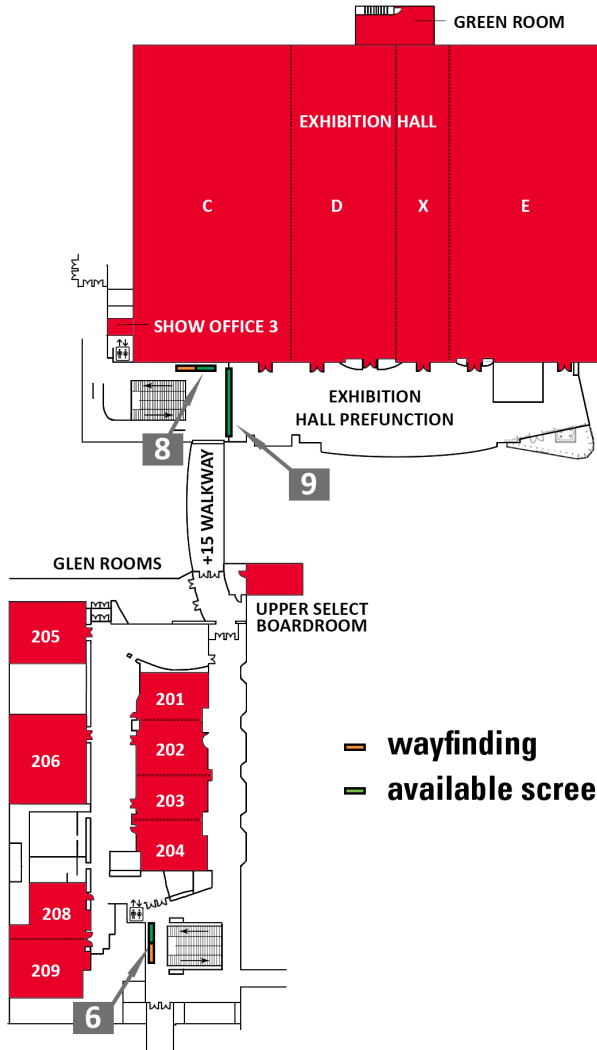
**calgary** TELUS convention  
centre  
be part of the energy™

# DIMENSIONS

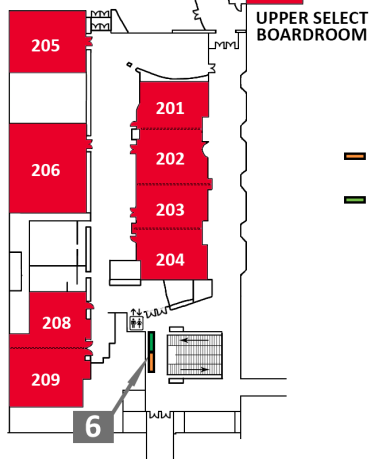


## LOCATIONS

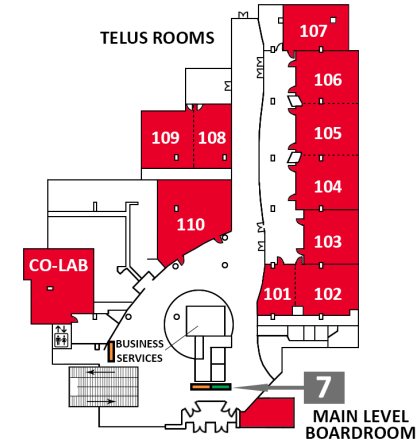
NORTH BUILDING



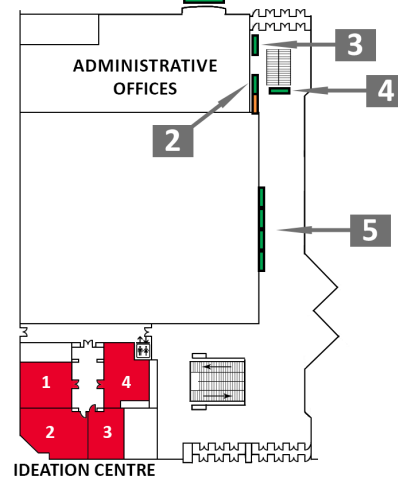
SOUTH BUILDING



— wayfinding  
— available screens

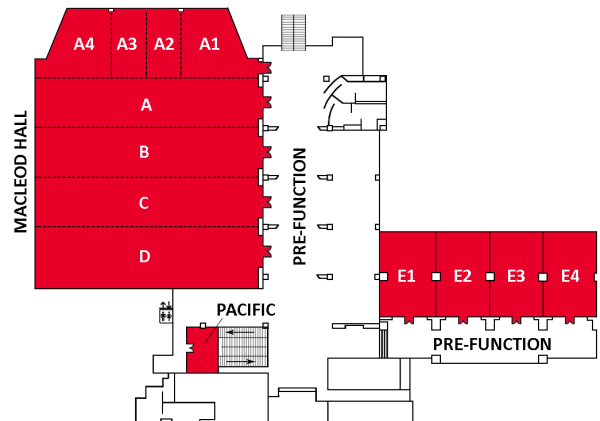


1 STEPHEN AVENUE (8TH AVENUE)



1ST FLOOR

SIGN	LOCATION	DESCRIPTION	PIXELS (W X H)
<b>SOUTH BUILDING</b>			
1	OUTSIDE	STEPHEN AVE MARQUEE	304 x 56
2	MAIN	STATIC SCREEN	1080 x 1920
3	MAIN	ADMIN SCREEN	1920 x 1080
4	MAIN	MACLEOD HALL	2240 x 720
5	MAIN	VIDEO WALL	3840 x 2160
6	2ND FL	STATIC SCREEN	1080 x 1920
<b>NORTH BUILDING</b>			
7	MAIN	STATIC SCREEN	1080 x 1920
8	2ND FL	STATIC SCREEN	1080 x 1920
9	2ND FL	EXHIBITION HALL	6400 x 720



LOWER LEVEL

## ROTATION

Digital Signage screens run 24 hours a day with each ad running for 10-15 seconds per minute. Total rotations from 6am to 6pm is 720. Exclusivity of signage content can only be arranged through an Event Manager and will be offered to building clients during their event days. Advertisements are only run on the four static screens (2 North Building, 2 South Building). All other signs are reserved for building clients.

## CREATIVE DESIGN

Image files are expected to be provided in the appropriate format and dimensions to fit the desired screens. Any creative design created by the Calgary TELUS Convention Centre will be billed out at a flat rate of \$110.00 per hour after the first hour. Complete content creative can be done and pricing will vary depending on requirements. Please contact an Event Manager to discuss options.

## RESTRICTIONS

The Calgary TELUS Convention Centre has the right to cancel ads at any time with any remaining balance refunded to the client. Signage can be refused based on inadequate dimensions resulting in pixelated images or content that is not deemed appropriate.

Instances may occur where a client renting out space at the Calgary TELUS Convention Centre may request signage from competitive products or corporations not be allowed. This will be reviewed on a case-by-case basis and would result in the contracted time being extended to compensate for any loss in advertised days.

## SCHEDULING

All signage has the ability to rotate client on a daily to hourly basis. Clients wishing to change signage content according to a set schedule will need to provide all image files and a schedule of timing changes by the deadlines listed below. Please note that digital signage are located in public areas and may not be available to one client on an exclusive basis. Signage located outside various building zones (i.e. Macleod Hall) are to be used by clients with events in that area and cannot be used by clients in other parts of the facility.

## DEADLINES

As it takes time to upload content and ensure proper readability and layout testing, we require a deadline of

- 3 business days prior to the event if requiring 1-4 signs
- 5 business days prior to the event for groups requiring 5+ signs.

This sign count includes all digital and mobile screens.

## PRICING

Please contact your event manager to discuss your requirements.

## LED MOBILE SCREENS

LED Mobile Screens are a great addition to your event by providing flexible communication to your delegates.

**Available Units:** 32 - Awarded on a first-come, first-serve basis

**Restrictions:** Screens require power and need to be placed near outlets - please contact your Event Manager for available locations

## SUGGESTED USAGE

Mobile LED screens have been successfully used by many clients to provide a wide range of information to attendees in the following circumstances

**Line Management:** Placing signage at entrance points in the view of awaiting delegates

**Registration:** Need to split your registration tables? Provide delegates with important process information or registration requirements by placing a sign beside each registration table.

**Session Descriptions:** A great way to introduce your keynote speakers or provide session descriptions for breakouts, allowing you to communicate to your delegates and recognize session sponsors in a very visible way.

**Schedule / Agenda:** Whether a large multi-room event or a single room with multiple speakers, place a sign outside the room to communicate the day's proceedings

**Event Direction:** Need a way to direct delegates to the next session? Provide updated information for future functions? Use a mobile screen in common areas to direct delegates or address last minute changes

**Sponsorship Awareness:** Providing every opportunity to recognize your funding providers is important and a great selling opportunity. Place signs in well trafficked areas to communicate these important partners

**On Stage:** Need some visual elements to your main stage or podium space? Use one or multiple screens to display event or session graphics



## SPECIFICATIONS

**Physical Size:**  
2FT wide X 6FT high

**Image Dimensions (pixels):**  
384 wide x 1,080 high

## COMBINING SCREENS

Mobile Screens can be combined together to maximum of 5 creating a full HD screen that is 1,920 x 1,080

## PRICING / EVENT

\$350 / unit for 1-4 screens  
\$300 / screen for 5-9 screens  
\$250 / screen for 10+ screens