



DIGITAL
EVENTS
LISTING AND
SPONSORSHIP
PROGRAM

EVENT LISTING AND SPONSORSHIPS

The Greater Columbus Convention Center has numerous digital displays located in high traffic areas throughout the convention center campus. The displays are state of the art and able to run eye-catching images, branding, and ads. The displays are also capable of running stunning video content, which provides a highly effective format to communicate sponsorship information and advertising to visitors of the Greater Columbus Convention Center. Complimentary event listing and/or welcome messages are provided for all events. All sponsorships and advertising may choose from one of the paid packages on the following pages.

Sponsorship assets (groups) may be purchased individually or as an entire sponsorship package. All assets are managed as an interconnected group and cannot be further divided into individual monitors.



ORIGINAL ARTWORK CAN BE FOUND IN ABUNDANCE THROUGHOUT THE GREATER COLUMBUS CONVENTION CENTER. “AS WE ARE” IS A 14-FOOT DIGITAL SCULPTURE LOCATED IN THE NORTH ARTIUM AND IS A CAN’T MISS OPPORTUNITY TO BE PART OF THE ART. BE SURE TO CHECK IT OUT!

MEETING ROOM SIGNAGE

LOCATIONS AND QUANTITY: A-D Meeting Rooms, Ohio Center Meeting Rooms, Union Station Ballrooms & Short North Ballrooms with a total of eighty (80) displays.

COMPLIMENTARY PACKAGE

All events qualify for general information listing in contracted space (where displays are available). This includes the option to place a single event logo in the provided field, as well as daily event session information. Rather than utilizing the standard meeting room template provided by the GCCC, events may elect to provide a single static image/slide to occupy the entire display.

Price: Complimentary

BASIC SPONSORSHIP PACKAGE

Single sponsor image/slide may be added into rotation with event session information.

Price: \$500

EXCLUSIVE SPONSORSHIP PACKAGE

Up to 5 sponsor images/slides may be added into rotation with event session information. Videos of up to 15 seconds in duration may also be added into rotation. Increase in number of occurrences per rotation.

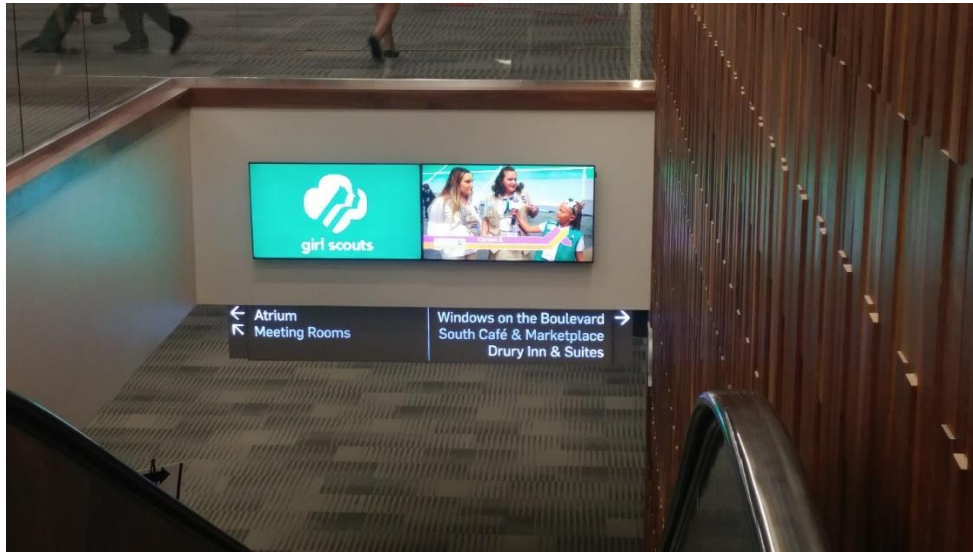
Price: \$900

CONTENT SPECIFICATIONS:

- Aspect ratio is 768 x 1366 px (portrait orientation).
- Logo image size: 346 x 252 px
- Single static image/slide size: 766 x 1360 px
- Supported image types: .jpg, .png, .bmp, .gif, .tif
- Images should be a minimum of 72 ppi (pixels per inch)
- Supported video types: .mp4
- Audio is not supported
- Event session data must be provided in a format that matches the template located here: [GCCC Meeting Room Template](#)
- Please take into consideration the size of the display (7.5" w x 13.5" h) when creating images and event listings.



ESCALATOR SIGNAGE



SOUTH CAFÉ AND MARKETPLACE ESCALATOR SIGNAGE

LOCATIONS AND QUANTITY: Escalators near North & South Entrances and Union Station Ballrooms with a total of nine (9) displays

COMPLIMENTARY PACKAGE

All events qualify for general event information listing on a single slide/image, to be placed in normal rotation.

Price: Complimentary

BASIC SPONSORSHIP PACKAGE

One (1) Sponsor image/slide may be added into standard rotation during event days. Other messages and ads may also be present.

Price: \$750

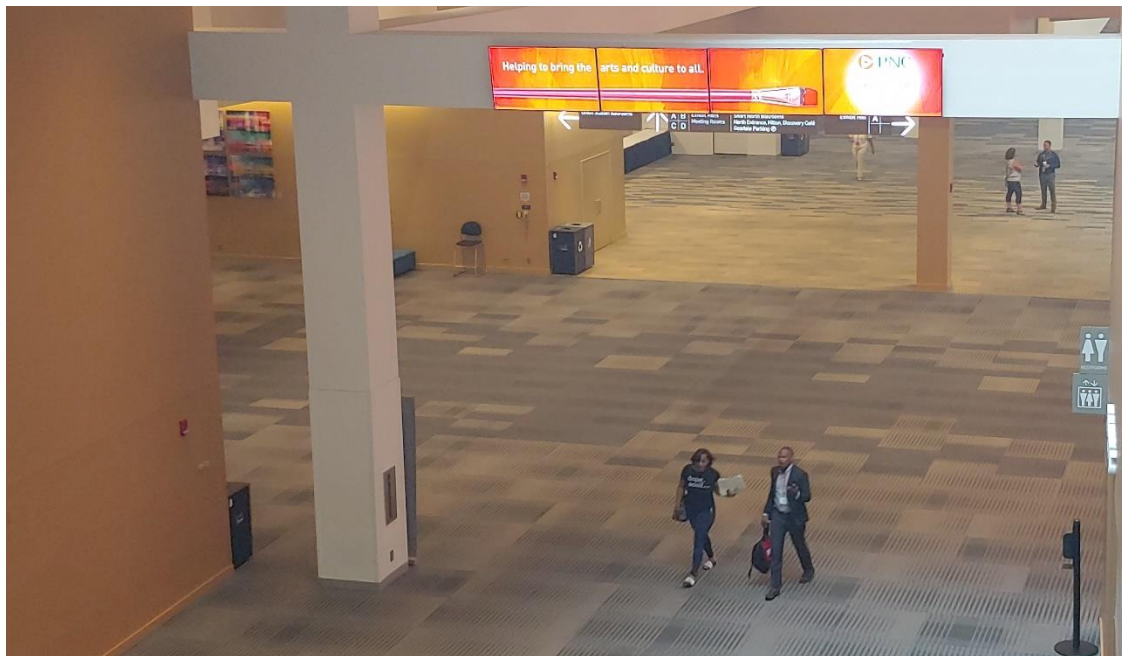
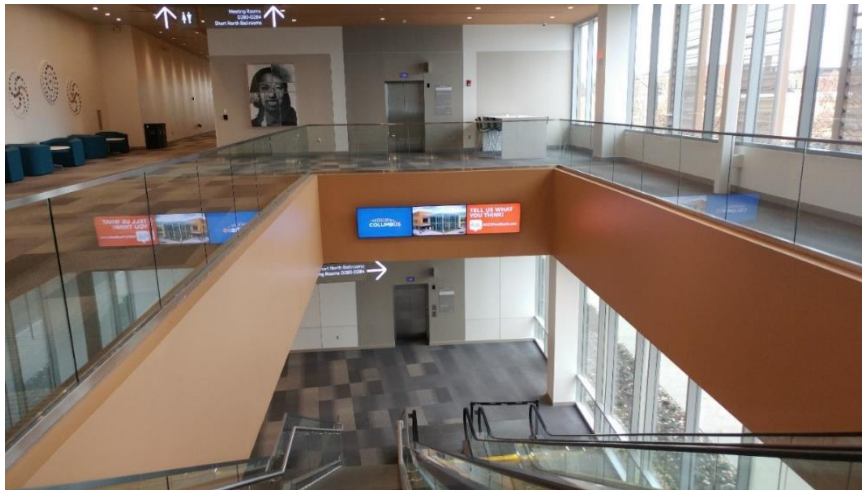
EXCLUSIVE SPONSORSHIP PACKAGE

Up to five (5) sponsor images/videos may be added into a 75% exclusive rotation during event days. Videos of up to 15 seconds in length may also be added into rotation. Slide duration increased from 10 to 20 seconds. Option to have event info displayed 30 days prior to event start date.

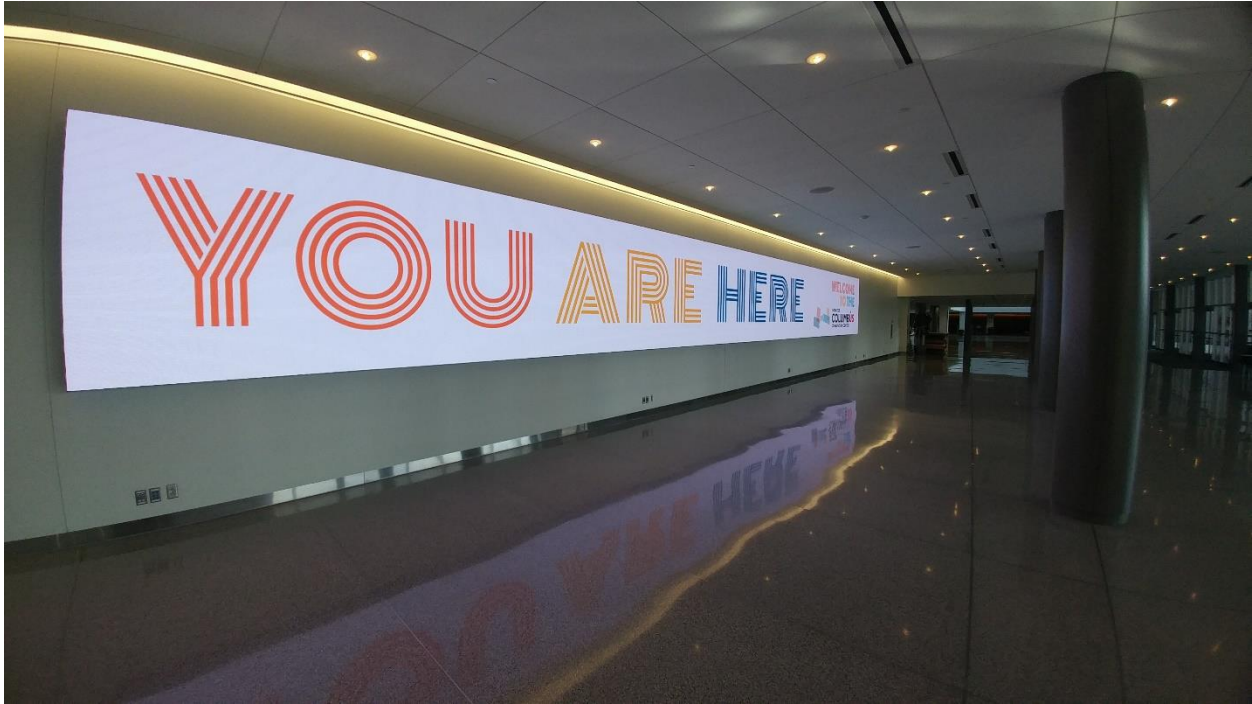
Price: \$4,500

CONTENT SPECIFICATIONS:

- Aspect ratios are:
 - South Café and Marketplace Escalators (2 displays) = 3840 x 1080 px
 - Goodale Concourse Escalators (3 displays) = 5760 x 1080 px
 - Main Concourse Escalators (4 displays) = 7680 x 1080 px
- Content is combined across all displays
- All monitors are landscape orientation
- Supported image types: .jpg, .png
- Images must be a minimum of 72 ppi (pixels per inch)
- Supported video types: .mp4
- Audio is not supported



CENTRAL LED ART WALL



LOCATION AND QUANTITY: Convention Center Central Entrance (Connector). The LED Art Wall is one (1) seamless display that is six (6) feet high and sixty (60) feet long.

QUALIFICATION: Events that rent two or more exhibit halls or have 1000 peak room nights or above will qualify for the Central LED Art Wall. Select non-profit events and/or GCCC sponsored events may also qualify. Ask your Event Manager for details.

COMPLIMENTARY PACKAGE

Qualified events will receive a general event information listing on a single slide/image, to be placed in normal rotation during event days.

Price: Complimentary

BASIC VIDEO SPONSORSHIP PACKAGE

Video of up to 15 seconds in duration included in standard content rotation with other content.

Price: \$3600

EXCLUSIVE SPONSORSHIP PACKAGE

Up to 5 sponsor images/videos may be added into a 75% exclusive rotation. Videos of up to 30 seconds in length may also be added into rotation. Slide duration increased from 10 to 20 seconds. Option to

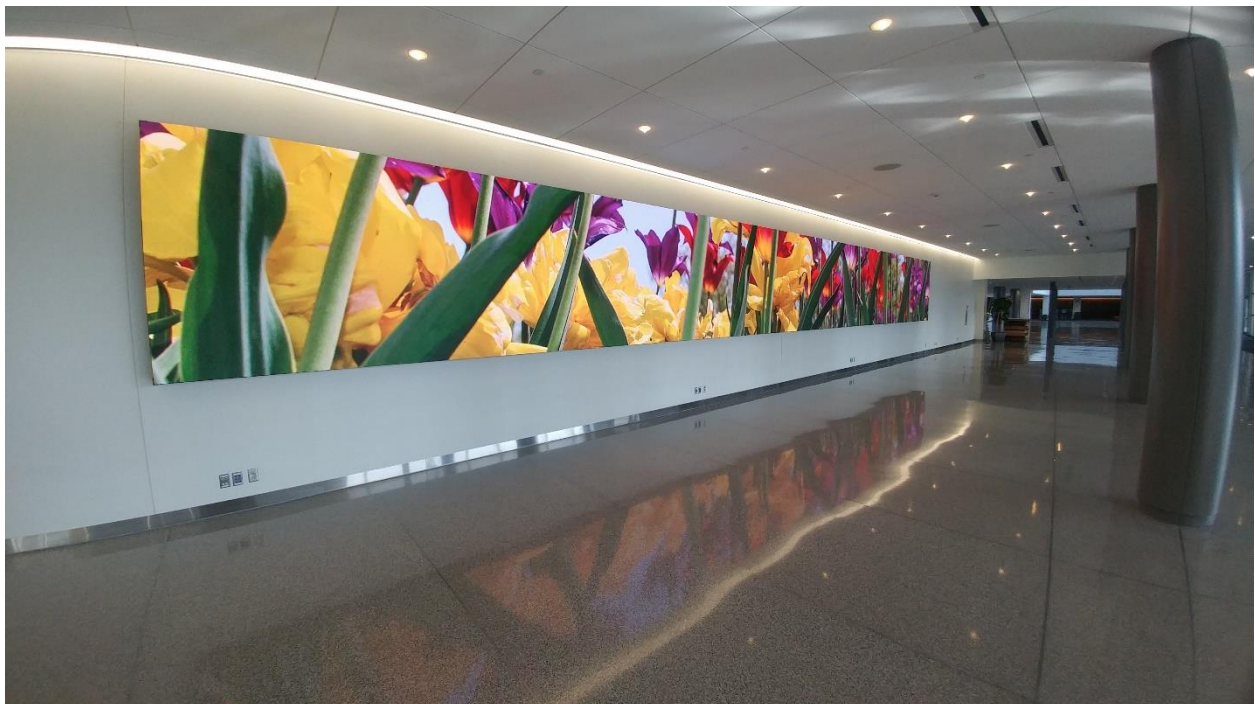
have event info displayed 30 days prior to event start date. Maximum package duration with images and video is 1:30 (one minute and thirty seconds).

Price: \$7,500

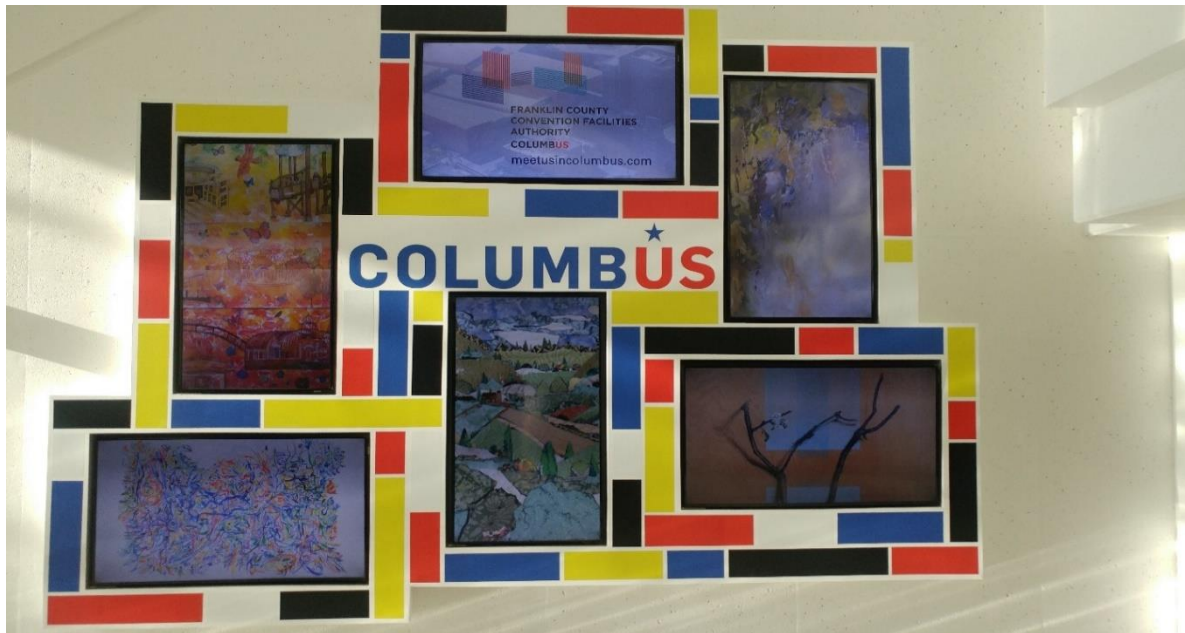
CONTENT SPECIFICATIONS:

- Aspect ratio is roughly 9:1 or 4500 x 480 px
- .jpg images must be exactly 72 ppi (pixels per inch)
- .mp4 files must be exactly 4500 x 480 px and 72ppi resolution (pixels per inch)
- Audio is not supported in normal operating conditions, but can be added for one-time events such as marquee events, video shoots, press events, etc. Technical staffing is required to utilize audio functionality and must be coordinated in advance.
- Fast panning videos are strongly discouraged as this will cause “vertigo” to the viewer
- Use Sans Serif fonts for overlay type effects. Examples such as Helvetica, Gotham or Arial can be used for clearer reading.
- Video/image files should be under 1GB of data
- Video/image files can be shared via Dropbox or other cloud-based storage sites.

The level of detail displayed on the Central LED Art Wall is extraordinary, as seen in the photo below. Properly created content almost jumps off the wall! We can help you create content to maximize your sponsorship, or your organization’s graphics team can create your own. Please contact signage@columbusconventions.com for content pricing and availability.



SOUTH ENTRY ART WALL



LOCATION AND QUANTITY: The South Entry Art Wall is comprised of six (6) identical displays that are oriented portrait and landscape as indicated above. The displays are just inside the convention center's South Entrance and in close proximity to hotels and parking.

COMPLIMENTARY PACKAGE

Battelle Grand events will receive a general event information listing on a single display, to be placed in normal rotation during event days.

Price: Complimentary

BASIC VIDEO SPONSORSHIP PACKAGE

Video of up to 15 seconds in duration included on three (3) of the six (6) displays in rotation with other content.

Price: \$1,400

EXCLUSIVE SPONSORSHIP PACKAGE

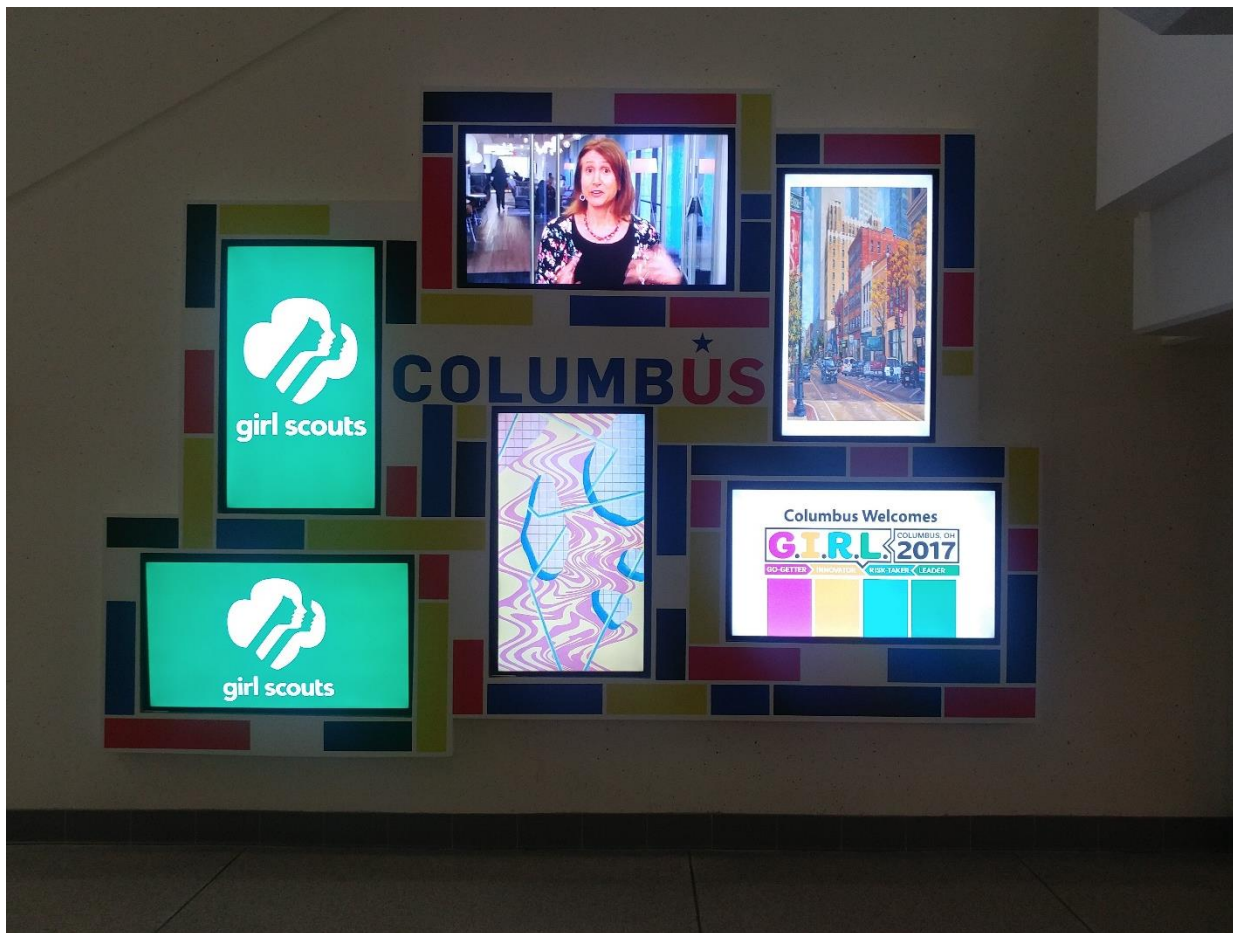
Up to 12 sponsor images/videos may be added into a 75% exclusive rotation on all six (6) displays. Videos of up to 30 seconds in length may also be added into rotation. Slide duration increased from 10

to 20 seconds. Option to have event info displayed 30 days prior to event start date. Maximum package duration is 1:30 (one minute and thirty seconds).

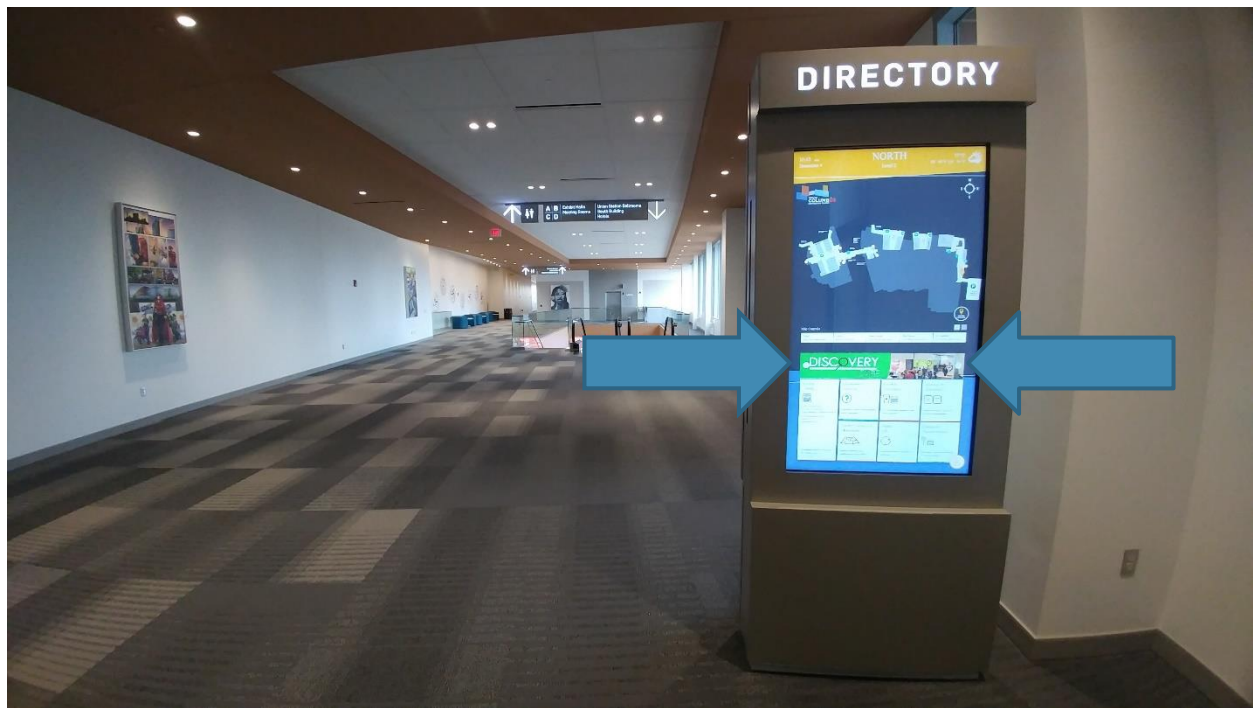
Price: \$2600

CONTENT SPECIFICATIONS:

- Aspect ratio is 16:9 - three (3) landscape 1920 x 1080 px and three (3) portrait orientation 1080 x 1920 px
- Content runs separately on all displays and cannot be combined
- Supported image types: .jpg, .png
- Images should be a minimum of 72 ppi (pixels per inch)
- Supported video types: .mp4
- Audio is not supported on these displays



WAYFINDING DIRECTORY KIOSKS/HOME PAGE



LOCATIONS AND QUANTITY: There are thirteen (13) double-sided, touch-screen kiosks distributed throughout the campus for wayfinding and informational purposes. Many attendees use these kiosks upon arrival to orient themselves and locate their event or meeting. Attendees often return to the kiosks to find out what activities and dining options are available in the surrounding area. This sponsorship opportunity is on the Home Page of the kiosks and guarantees the most exposure for your event or brand. The number of kiosk sponsorship banners is very limited.

COMPLIMENTARY PACKAGE

All events qualify for general event information to be listed (Start Time, End Time, Location).

Price: Complimentary

BASIC SPONSORSHIP PACKAGE

Rotating banner near the center of the display is ever-present on the Home Page.

Price: \$500

PROMOTIONAL SPONSORSHIP PACKAGE

Event banner displayed thirty (30) days prior to event start date.

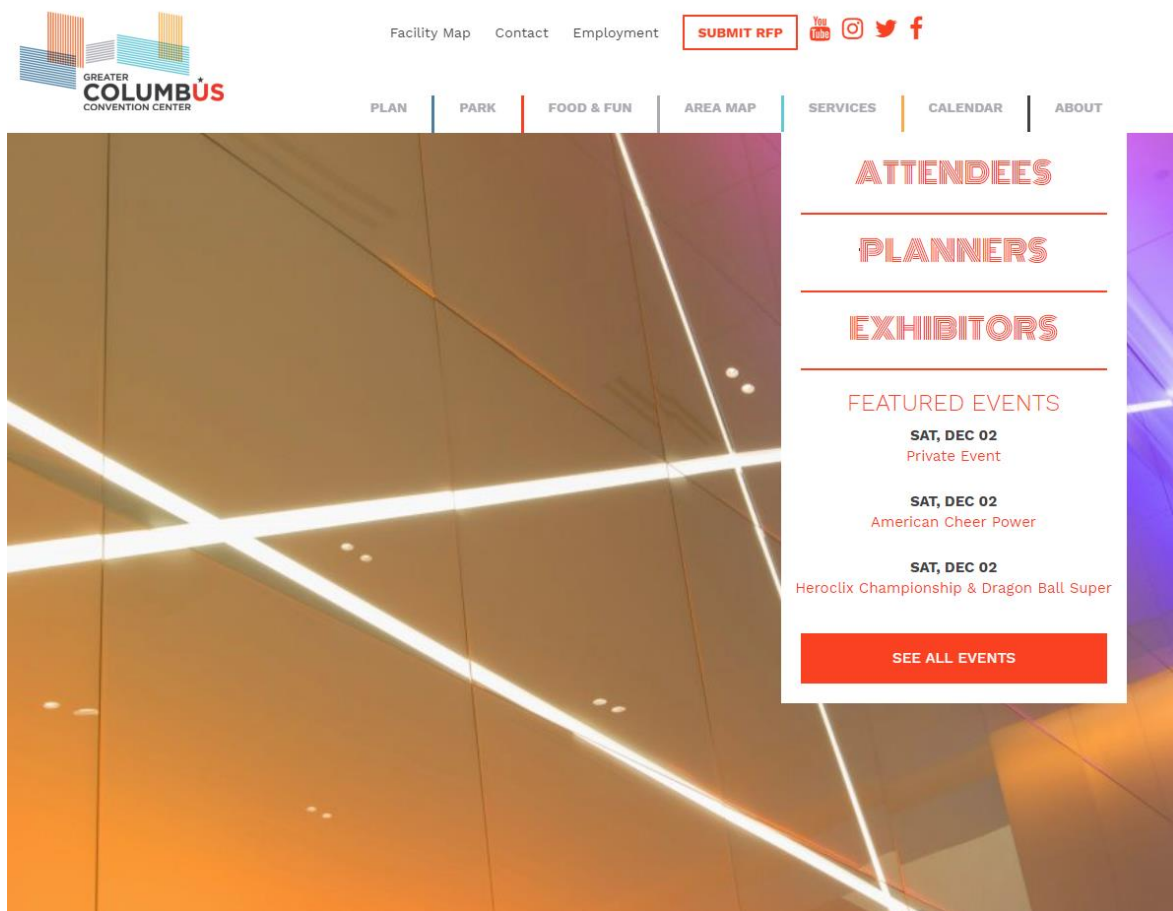
Price: \$900

CONTENT SPECIFICATIONS:

- 944 × 154 px
- Supported image types: .jpg, .png, or .gif



COLUMBUSCONVENTIONS.COM



LOCATION AND QUANTITY: There are two (2) areas available on www.ColumbusConventions.com

The first is located on the GCCC Calendar page, and the second is located on the GCCC Home page.

PACKAGES:

COMPLIMENTARY PACKAGE

All events qualify for general event information to be listed on GCCC Calendar at <https://columbusconventions.com/calendar>

Price: Complimentary

BASIC SPONSORSHIP PACKAGE

Sponsor information and graphic included on the Calendar page

Price: \$150

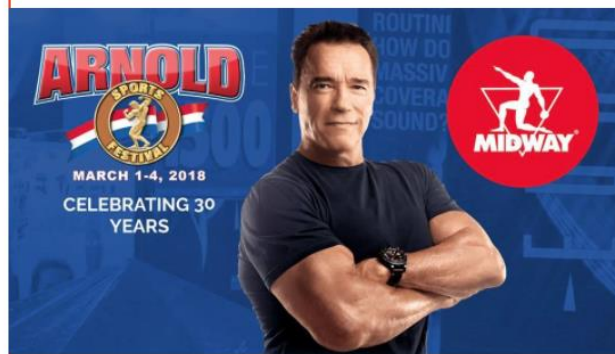


CALENDAR

2018 ARNOLD SPORTS FESTIVAL AND FITNESS WEEKEND

Entire Building

March 1st, 2018 - March 4th, 2018



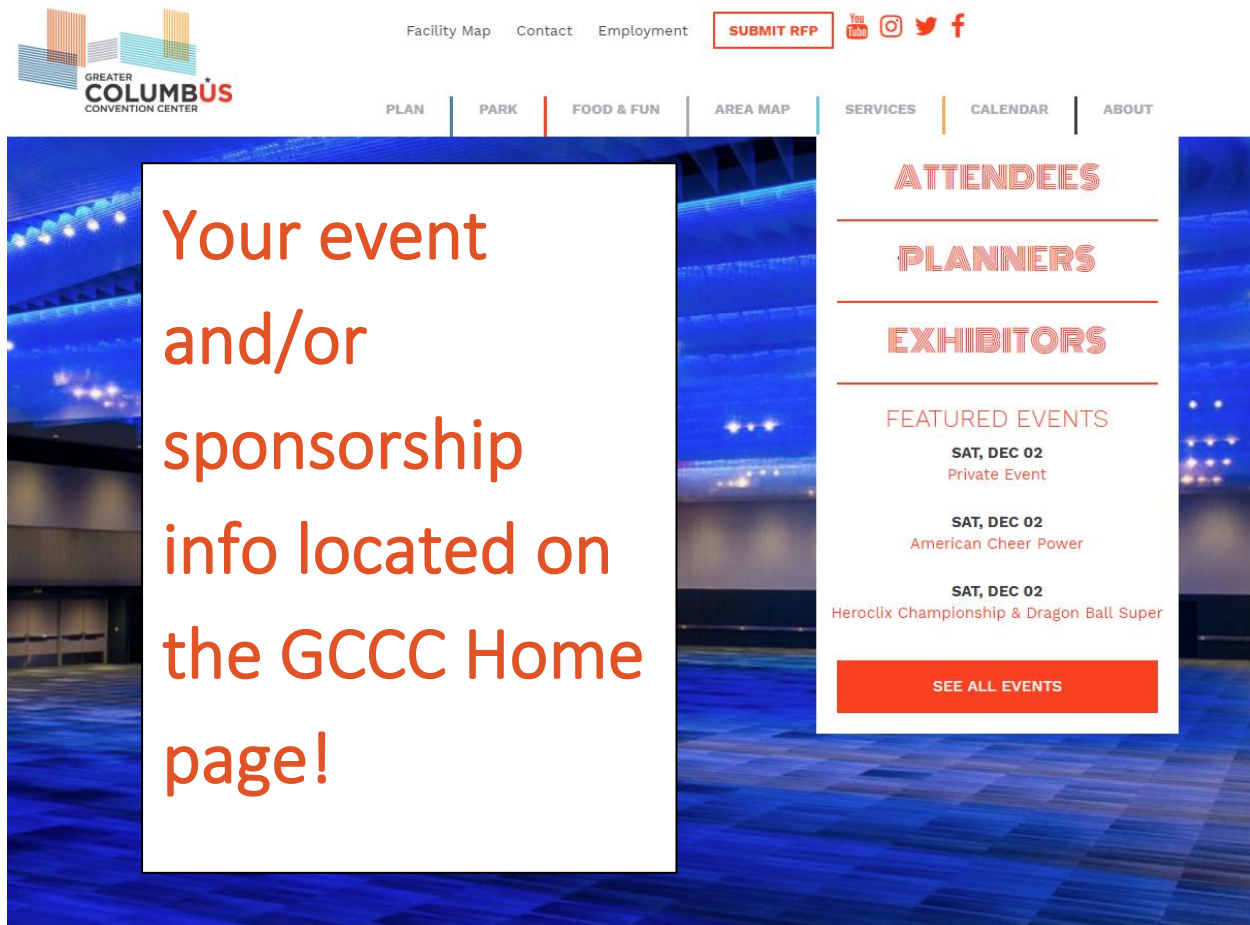
For more information: <http://www.arnoldsportsfestival.com>



PROMOTIONAL SPONSORSHIP PACKAGE

There are two (2) promotional slots programmed for rotation on GCCC's Home page at www.ColumbusConventions.com . Promotional content will be displayed thirty (30) days prior to the event. Sponsorships will display on event days only.

Price: \$1,450



CONTENT GUIDELINES

- Flattened (rasterized) graphics cannot be resized to fit without significant distortion and/or image loss.
- Additional labor will be charged if files do not meet specifications and require more than one hour of adjustment to display properly.
- Additional charges may apply if multiple changes are requested after content is received and programmed to run.
- Please specify image/slide sequence requirements.
- Audio is not supported on most displays.

CONTENT SUBMITTAL

- Content (or a link to the content) must be submitted to signage@columbusconventions.com no later than ten (10) business days prior to the event start date. GCCC will load the content and let you know if there are any display issues as quickly as possible. GCCC cannot guarantee content will be able to be displayed if not received before the deadline above.
- Content is subject to review and may be rejected at the sole discretion of facility management. Material deemed to be offensive, obscene, or derogatory by community standards will be rejected.
- Larger images and video may be submitted via Dropbox, Google or OneDrive.

ADDITIONAL SERVICES

Content creation services may be available on a per project/hourly basis. Please contact signage@columbusconventions.com for pricing and availability. Please let us know how we can help you create the most impactful content possible to help maximize your investment.

COMPLIMENTARY PACKAGE

Assets	Included	Price
<u>Meeting Room Signage</u>	<ul style="list-style-type: none"> General information listing or static image 	Complimentary
<u>Escalator Signage</u>	<ul style="list-style-type: none"> Welcome message or general event information listing on a single slide/image, placed in normal rotation 	Complimentary
<u>Central LED Art Wall</u>	<ul style="list-style-type: none"> Most events that rent two exhibit halls or have 1000 peak room nights or above will qualify for the Central LED Art Wall 	Complimentary
<u>South Entry Art Wall</u>	<ul style="list-style-type: none"> South Building general event information listed 	Complimentary
<u>Wayfinding Directory Kiosks/Home Page</u>	<ul style="list-style-type: none"> General event information listed (Start, End, Location) 	Complimentary
<u>www.ColumbusConventions.com</u>	<ul style="list-style-type: none"> General event information listed on event calendar 	Complimentary

BASIC SPONSORSHIP PACKAGE

Sponsorship assets below may be purchased individually or as an entire sponsorship package. Assets include the entire group and cannot be split into individual monitors.

Assets	Included	Price
<u>Meeting Room Signage</u>	<ul style="list-style-type: none"> Single sponsor image/slide may be added into rotation with event session information 	\$500
<u>Escalator Signage</u>	<ul style="list-style-type: none"> One (1) sponsor image/slide added into rotation with other content 	\$750
<u>Central LED Art Wall</u>	<ul style="list-style-type: none"> Video of up to fifteen (15) seconds in duration included in standard rotation with other content 	\$3,600
<u>South Entry Art Wall</u>	<ul style="list-style-type: none"> Video of up to 15 seconds in duration included on three (3) of the six (6) displays in rotation with other content 	\$1,400
<u>Wayfinding Directory Kiosks/Home Page</u>	<ul style="list-style-type: none"> Banner advertisement added to rotation during event. 	\$500

Total for all Basic Sponsorship Packages:

\$6,750

EXCLUSIVE SPONSORSHIP PACKAGE

Sponsorship assets below may be purchased individually or as an entire sponsorship package. Assets include the entire group and cannot be split into individual monitors.

Assets	Included	Price
Meeting Room Signage	<ul style="list-style-type: none"> Up to five (5) sponsor images/slides may be added into rotation with event session information. Videos of up to fifteen (15) seconds in duration may also be added into rotation. Increase in number of occurrences per rotation. 	\$900
Escalator Signage	<ul style="list-style-type: none"> Up to five (5) sponsor images/slides may be added into rotation with event session information. Videos of up to fifteen (15) seconds in length may also be added into rotation. Slide duration increased from ten (10) to twenty (20) seconds. Option to have event info displayed thirty (30) days prior to event start date. 	\$4,500
Central LED Art Wall	<ul style="list-style-type: none"> Video of up to thirty (30) seconds in duration included in 75% exclusive rotation. Increase in number of occurrences per rotation. Option to have event info displayed thirty (30) days prior to event start date. 	\$7,500
South Entry Art Wall	<ul style="list-style-type: none"> Up to 12 sponsor images/videos may be added into a 75% exclusive rotation on all six (6) displays. 	\$2,600
Wayfinding Directory Kiosks/Home Page	<ul style="list-style-type: none"> Event banner displayed thirty (30) days prior to event start date. 	\$900
www.ColumbusConventions.com	<ul style="list-style-type: none"> Image/slide included in rotation on www.ColumbusConventions.com thirty (30) days prior to event start date 	\$1,450

Total for all Exclusive Sponsorship Packages:

\$17,850

CONTENT SPECIFICATION SUMMARY

Content (or a link to the content) must be submitted to signage@columbusconventions.com no later than ten (10) business days prior to the event start date.

Assets	Content Specs
Meeting Room Signage	<ul style="list-style-type: none"> • Display size is 768 x 1366 px (portrait orientation) • Logo image size: 346 x 252 px • Single static image/slide size: 766 x 1360 px • Supported image types: .jpg, .png, .bmp, .gif, .tif • Images should be a minimum of 72 ppi (pixels per inch) • Supported video types: .mp4 • Audio is not supported • Size of the display (7.5" w x 13.5" h)
Escalator Signage	<ul style="list-style-type: none"> • Display quantities and sizes are: <ul style="list-style-type: none"> ○ South Café Escalators (2 displays) = 3840 x 1080 px ○ Goodale Concourse Escalators (3 displays) = 5760 x 1080 px ○ Main Concourse Escalators (4 displays) = 7680 x 1080 px • Content is combined across all displays • All monitors are landscape orientation • Supported image types: .jpg, .png • Images must be a minimum of 72 ppi (pixels per inch) • Supported video types: .mp4 • Audio is not supported
Central LED Art Wall	<ul style="list-style-type: none"> • Display size is 4500 x 480 px • .jpg images must be exactly 72 ppi (pixels per inch) • .mp4 files must be exactly 4500 x 480 px and 72ppi resolution • Technical staffing is required to utilize audio functionality and must be coordinated in advance • Video/image files should be under 1GB of data • Video/image files can be shared via cloud-based storage sites
South Entry Art Wall	<ul style="list-style-type: none"> • Display quantities and sizes - three (3) landscape 1920 x 1080 px and three (3) portrait orientation 1080 x 1920 px • Content runs separately on all displays and cannot be combined • Supported image types: .jpg, .png • Images should be a minimum of 72 ppi (pixels per inch) • Supported video types: .mp4 • Audio is not supported on these displays
Wayfinding Directory Kiosks/Home Page	<ul style="list-style-type: none"> • Digital banner size is 944 x 154 px • Supported image types: .jpg, .png, or .gif