

DIGITAL SIGNAGE | TRADE SHOW MANAGEMENT

There are two ways to partner with the Donald E. Stephens Convention & Conference Center for Digital Signage Sponsorship and Branding Opportunities made available to your exhibitors. Both programs are designed to augment your existing exhibitor sponsorship packages and enhance brand visibility throughout your event by utilizing our on-site digital signage network.

1. STANDARD PLACEMENT PROGRAM:

The Standard Placement Program provides up to 24 exhibitor sponsorship opportunities, it is not required to fill all spots. Each sponsor receives a 10-second image display featuring the exhibitor's logo or name, booth number, and a tag line or special offer.

When fully sold out, exhibitor impressions occur every 4 minutes across 20 screens. Trade Show Management is responsible for gathering creative files from exhibitors at least 5 business days before show setup.

Content Management Services are made available to ensure proper scheduling and rotation of exhibitor content. This program has a fixed cost for Trade Show Management, though sponsorship placements can be resold at a discretionary rate.

** Local sponsors and group event listings remain within layout.*

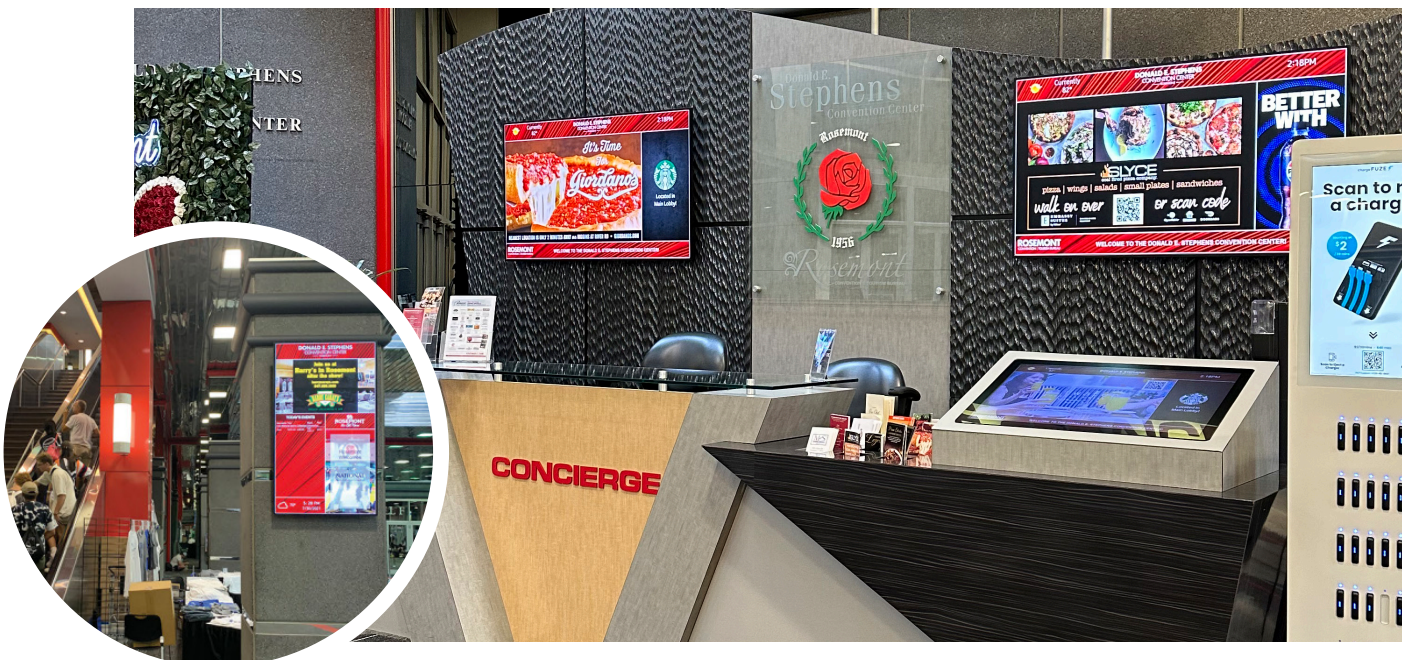
2. BUYOUT PROGRAM:

The Buyout Program offers greater flexibility, allowing Trade Show Management to design a custom placement program. For example, management might choose to allocate digital signage space exclusively to high-value anchor sponsors for supplementary branding exposure.

This program allows for custom schedules, durations, and a more personalized branding experience. Like the Standard Placement Program, the Buyout Program also comes with a fixed cost for Trade Show Management.

Content Management Services are available to support your creative assets, including real-time resources if required.

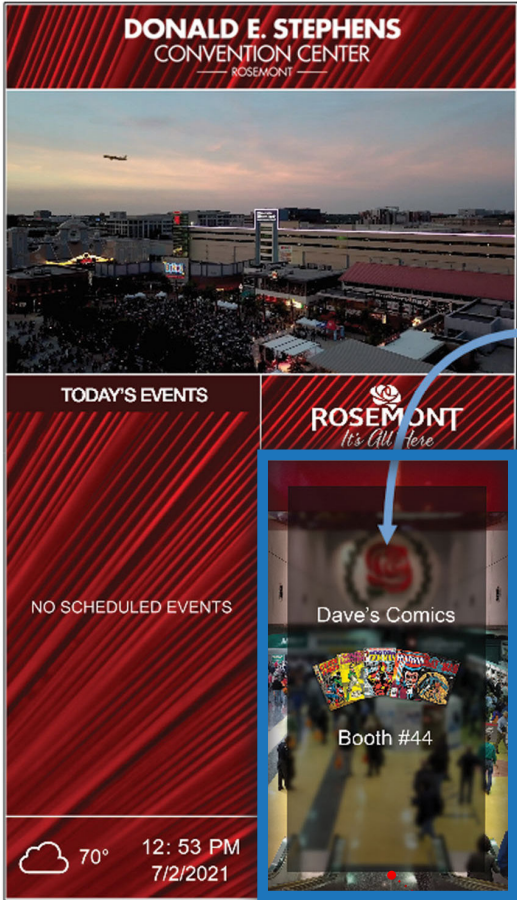
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DIGITAL SIGNAGE | SPECIFICATIONS

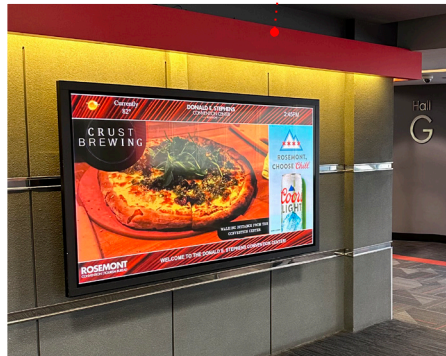
TRADE SHOW EXHIBITOR ZONE

Designated space to promote Exhibitor Sponsorship Program and Digital Advertisement for Trade Show Management.



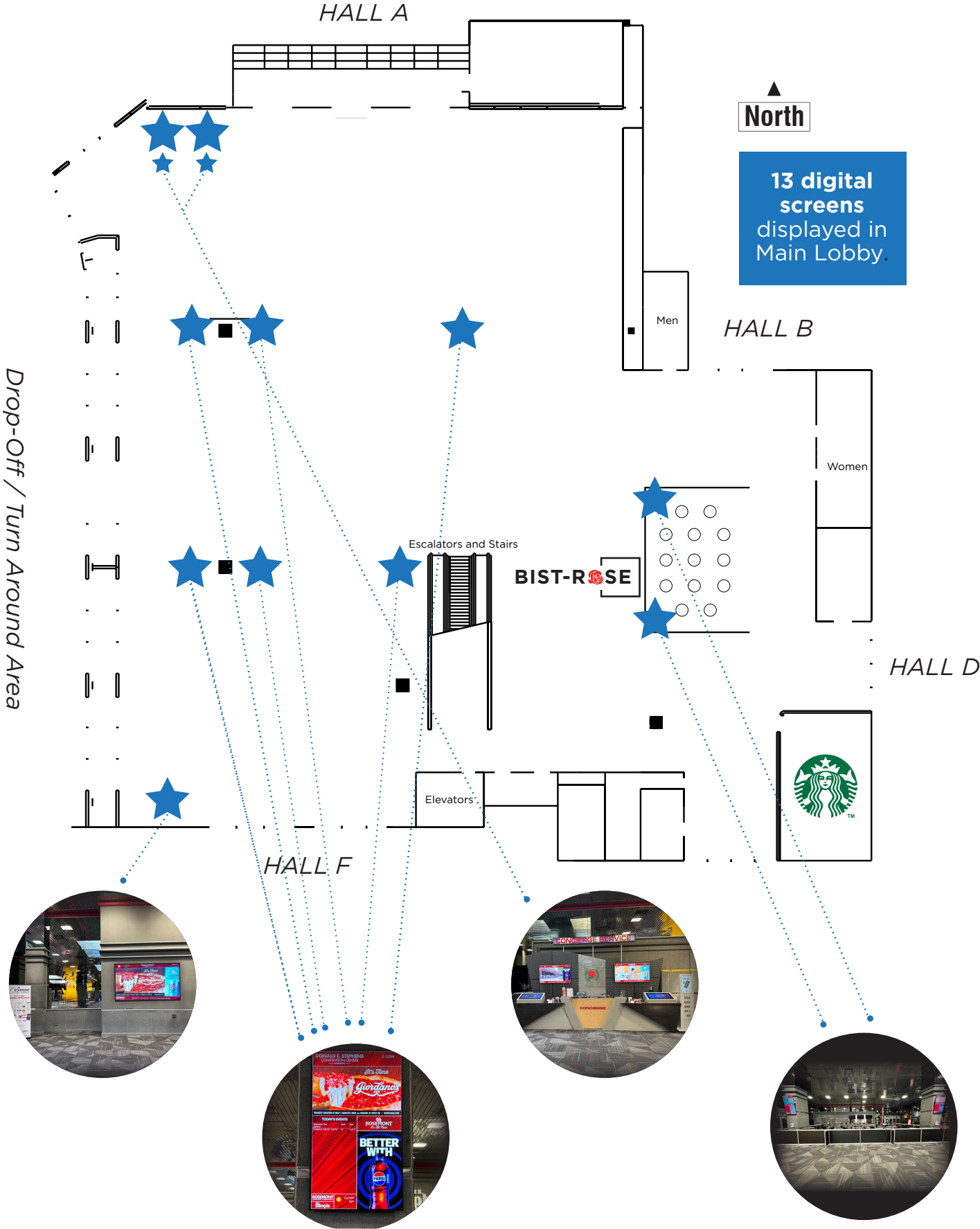
CREATIVE SPECIFICATIONS

MEDIA FILE FORMAT: JPG
IMAGE SIZE: 580px x 1024px
PPI RESOLUTION: 72
COLOR PROFILE: RGB
ORIENTATION: PORTRAIT
ASPECT RATIO: 9:16



For more information, contact:
Joseph Fiduccia
773.851.5104
jfiduccia@touchquest.com

DIGITAL SIGNAGE | MAIN LOBBY



DIGITAL SIGNAGE | CONFERENCE CENTER



UPPER LEVEL



LOWER LEVEL

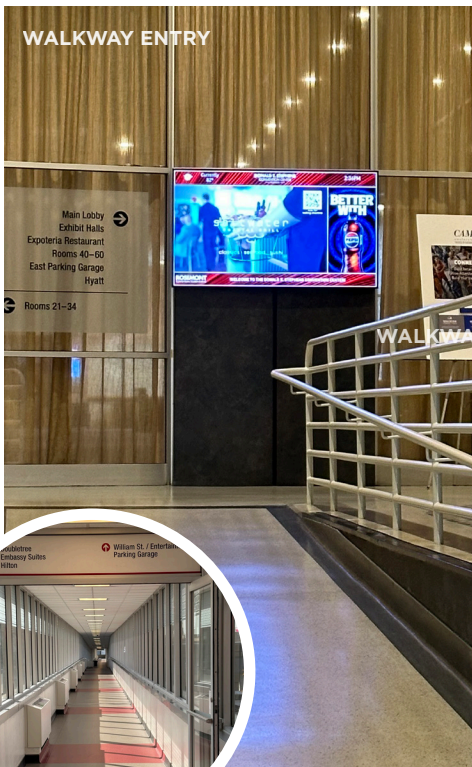


UPPER LEVEL



LOWER LEVEL

DIGITAL SIGNAGE | SKYBRIDGE/WALKWAY



WALKWAY ENTRY



WALKWAY ENTRY



WALKWAY ENTRY TO HALL G & ESCALATOR



SKYBRIDGE

NEW OUTDOOR DIGITAL SPONSORSHIP FOR EXHIBITOR EXCLUSIVITY

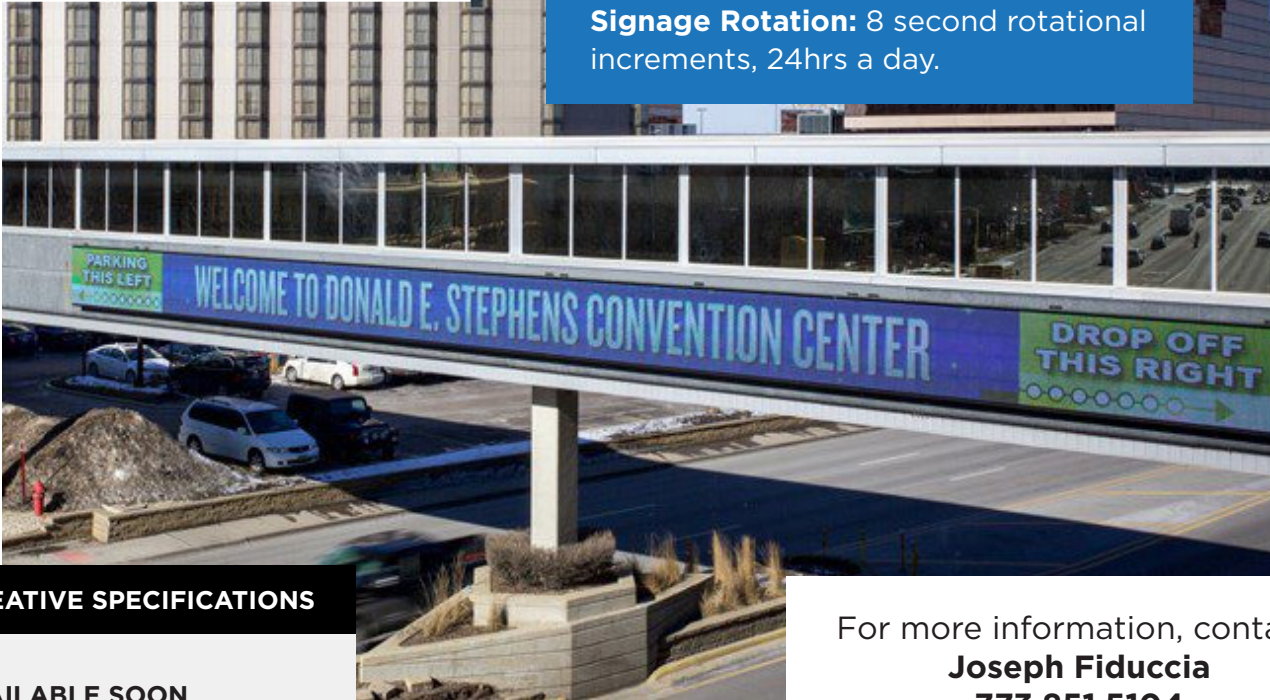
EFFECTIVE JANUARY 2025

In addition to our Indoor Trade Show Management Programs, the Donald E. Stephens Convention Center is upgrading its dual-sided outdoor billboard on River Road to a state-of-the-art, high-resolution display. While we will continue to provide a complimentary welcome message to Trade Show Management, we are excited to offer **an Exclusive Exhibitor Placement opportunity that provides a competitive edge in marketing, branding, and delivering unmatched visibility on the exterior of the facility.**

This unique opportunity offers a competitive visual advantage and a dominating presence, tailored to provide one highly valued, premium exhibitor with an exclusive placement opportunity. A fixed cost applies for this limited offering.



ADVERTISING DETAILS:
Locations: Two signs facing North & South on N River Road in Rosemont at the Donald E. Stephens Convention Center main entrance.
Average Daily Traffic: 25,400 vehicles
Static Display Advertisement
Signage Rotation: 8 second rotational increments, 24hrs a day.



CREATIVE SPECIFICATIONS

AVAILABLE SOON

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