



## DIGITAL SIGNAGE SPECIFICATIONS

### Digital Door Signs

Each of the following rooms have one small digital TV screen outside the main door:

- 200 A-E
- 300 A-D
- the Rotunda
- the Lecture Hall
- 301 A-E
- Ballrooms A-E

*Please note that there are **no** digital TV screens outside the Exhibit Halls, the Show Overlook, the Board Room, the Conference Room or the Henley Meeting Room.*

- The size of each TV screen is 15 inches
- The screen resolution is 1024 x 768 pixels, and all images will be scaled accordingly.
- All images must be in a JPEG or PNG format and must be submitted to your Event Manager at least two weeks prior to your event move-in day. (We will convert Power-Point files to JPEG or PNG for an additional fee of \$2 per slide.)
- Each Meeting Room or Ballroom space rental receives two slides free of charge, as long as you create the slides for the rooms. (Please note that failure to provide completed images two weeks prior to the event will result in a \$10 late fee per slide and room.)
  - Combined room rentals (i.e. rooms 300 A & B) will receive four complimentary slides, provided you have created all of the slides in the correct format to the KCC. (Please note that failure to provide completed images two weeks prior to the event will result in an additional fee of \$2 a slide per room.)
  - If you would like to include any additional slides, the fee is \$2 per slide. (Please note that the charge will increase should you need us to design the image. Images created by us will cost \$2 per slide, per room. Please see your Event Manager for additional information.)
  - If you are interested in playing a video on the digital TV screens, please contact your Event Manager for additional information
  - We will gladly add a company logo to any of the digital TV screens for no additional charge provided you send us the logo in a JPEG or PNG format
- We are able to create your slides for the digital screen boards for an additional charge of \$2 per slide per room. All logos and elements must be sent in a JPEG format at least two weeks prior to your event. Will need;
  - What you want the slides to say each day.
  - Do you want separate slides for each meeting or one slide for the whole day.(can fit a max of two-three meetings on one screen)
  - Need the logo in a JPEG or PNG format



## DIGITAL SIGNAGE SPECIFICATIONS

### Concourse Plasma Screen TVs

There are seven (7) flat screen plasma TVs located throughout the building:

- Two (2) on Henley Concourse (One is next to the Henley Meeting Room on upper Clinch/Henley and the other is located by 301A and Ballroom C.)
- One (1) on Cumberland Concourse by the doors of Ballroom D
- One (1) across from the Lecture Hall on Park Concourse
- One (1) by the mosaic wall on Park Concourse
- One (1) at the bottom of the escalators outside of the Exhibit Halls
- One (1) on Clinch Concourse

*Please note that Concourse Plasma Screens may display several events at any given time.*

- The actual size of each plasma screen is 50 inches with the exception of the Henley Meeting Room Plasma, which is 40 inches
- The screen resolution is 1920 x 1080 pixels, and all images will be scaled accordingly.
- All images must be in a JPEG or PNG format and must be submitted to your Event Manager at least two weeks prior to your event. (We will convert Power-Point files to JPEG or PNG for an additional fee of \$10 per slide.)
- Each contracted event will receive one complimentary slides, that you have created. (Please note that failure to provide completed images two weeks prior to the event or failure to provide the images in the correct format will result in an additional fee.)
  - If you would like to include any additional slides, the fee is \$10 per slide. (Please note that the charge will increase should you need us to design the image. Images created by us will cost \$10 per slide. Please see your Event Manager for additional information.)
- All slides will run for 5 seconds each unless otherwise requested.
- Videos with sound cannot be displayed on plasma screens. Can do a separate stationary mobile T.V. in area of preference. Please contact your Event Manager for a quote. Videos must be sent in one of the following formats: AVI, MOV or MPEG4.



## DIGITAL SIGNAGE SPECIFICATIONS

### Outdoor Marquee

We have two digital outdoor marquees that operate daily 6:00 a.m. – 12:00 a.m., seven days a week:

- One (1) located on the corner of Henley and Clinch
- One (1) located on the corner of 11<sup>th</sup> street and Cumberland Ave.

*Please note that all slides will run for 8 seconds each. This cannot be changed.*

***We do not allow any call-to-actions (website, phone number, etc.) and the words “Knoxville Convention Center” are not permitted anywhere on the outdoor marquee graphics.***

- The size of each marquee is 14 feet x 6 feet
- The size of all submitted artwork should be 1280 x 720 pixels.
- All marquee images must be in a JPEG format and must be submitted to your Event Manager at least two weeks prior to your event.
- We are able to create your marquee image for an additional charge of \$10. All logos and elements must be sent in a JPEG format at least two weeks prior to your event.

### Knoxville Convention Center Facebook

- We will change our Facebook cover photo to promote your event free of charge provided you will provide the artwork or image. We do not allow any call-to-actions (websites, phone number, etc.) nor do we allow the words “Knoxville Convention Center” to appear in the graphics.
- *(Please note that event photos may be posted to our social media unless you specify otherwise.)*
  - Computers will display the image as 820 pixels wide by 312 pixels high
  - Smart phones will display the image as 640 pixels wide by 360 pixels high

### Advertising/ Marketing

For additional advertising questions including non-event pricing for any of the digital platforms listed above, please contact our Social Media & Marketing Manager Katie Lawson by phone at 865-257-5781, or email her at [klawson@kccsmg.com](mailto:klawson@kccsmg.com).

**For any other questions or concerns, please contact:**

Director of Event Services, Kate Jackson: 865-740-0477 or [kjackson@kccsmg.com](mailto:kjackson@kccsmg.com)

IT Technician, Josh Brooks: 865-251-6031 or [jbrooks@kccsmg.com](mailto:jbrooks@kccsmg.com)