

Digital Billboards/Digital Kiosk Information

Thank you for selecting the Colorado Convention Center. We would like to offer you the opportunity to display a promotional welcome message for your event on our two outdoor digital billboards at **no cost to you**. All you must do is design and submit the message content.

Digital Billboard Sizes and Locations:

- The premiere digital billboard is 14' x 48' and is located at 14th and California Streets near the front entrance of the CCC.
- The second digital billboard is 9' x 16' and is located next to the theatre on Speer Boulevard.
- If your event is a large scale public ticketed event (2000+ tickets sold to the general public), your promotional welcome message may also be displayed on 5 digital billboards in the Denver Performing Arts Complex located one block away from the Colorado Convention Center.

Specifications for Creative:

The digital billboards are capable of simple text messages or advanced graphic animation. Please create artwork in **both sizes** to ensure maximum exposure of your event on all 7 digital billboards. All messages run in ten (10) second loops.

2 file sizes need to be created:

Size 1 for Large Digital Billboard

- 256 pixels tall x 880 pixels wide
- 72 DPI
- For static images - .JPG
- For moving or animated digital billboards - .WMV
 - 30 frames per second
 - 10 second maximum

Size 2 for Small Digital Billboard

- 160 pixels tall x 448 pixels wide
- 72 DPI
- For static images - .JPG
- For moving or animated digital billboards - .WMV
 - 30 frames per second
 - 10 second maximum

*Images must include **event name, website event date(s), and location** (either Colorado Convention Center or Bellco Theatre) on all artwork submitted.

Submitting Files:

- Include the name of the event and identify whether the file is for the large or small digital billboard in the name. For example, "Hygiene Expo 2011 BIG.jpg"
- Upload files at <http://denverconvention.com/site/marketing-opportunities-outdoor> or send them directly to mkusek@denverconvention.com.
- **IMPORTANT:** Notify Morgan Kusek that the files have been uploaded by emailing mkusek@denverconvention.com. In the body of the email, please include the **name of the file** and **dates** of the event.

Deadline for File Submission:

- The deadline for submission of content is five business (5) days prior to your first contracted move in day or five (5) business days prior to your ticket release date for public shows. If submitted after the deadline, there are no guarantees on billboards being scheduled.

Digital Billboard FAQ

Exhibitor and Sponsor Opportunities: If you have exhibitors and/or sponsors who would like to purchase advertising on the digital billboards during your event, please have them please contact Keith Dillion at 303.292.2450 or keith@theadfocus.com

Tips and Guidelines...

- Keep it **simple** – limit text and images to items that enhance the message.
- **Bold** is beautiful – Use bold font that is easy to read. Keep it to 10 words or less.
- **Dark** backgrounds with **bright** lettering work best.

If I give you direction, will you design it for me?

At this time, the CCC cannot provide design services.

I contracted my event through Visit Denver, don't they provide this for me?

Events contracted by Visit Denver do receive standard welcome messaging provided and designed by Visit Denver. However, additional messaging promoting the event is permissible. Please contact your Convention Services Manager with any questions.

I designed the file and it looks really tiny. This can't be right.

If you follow the specs, the file will be right. If you can easily read the font on your computer from a few feet back (when zoom is at 100%), you will be able to read the sign from the street.

Can you accept any other formats besides JPG or WMV?

No, we cannot.

What dates will my message run?

For large scale public ticketed shows, your message will start running when tickets go on sale (up to 60 days prior to the show date). For tradeshow, conventions or private meetings, your message will be displayed on event days only. Exceptions to this may be made on a case by case basis. Contact Morgan Kusek at mkusek@denverconvention.com or 303.228.8230.

Can exhibitors, vendors and sponsors advertise on the digital billboards?

Complimentary messaging is only available to promote the event itself. For example, "*Welcome Hygiene Expo Sponsored by Peps*" is acceptable messaging. However, "*Buy Pepsi at the Hygiene Expo*" is NOT acceptable for non-paid messaging. If you have exhibitors, vendors and/or sponsors who would like to purchase advertising on the digital billboard during your event, please have them contact Keith Dillion at 303.292.2450 or keith@theadfocus.com.

I have an exclusive sponsor and don't want a competitor advertised on the digital billboards at the same time.

What can I do?

Please contact Morgan Kusek at mkusek@denverconvention.com or 303.228.8230.

I'm holding an event at another venue. Can I advertise that event as well?

Complimentary messaging is limited to only events in the venues owned and operated by Denver's Division of Arts & Venues Denver. On rare occasions, paid advertising for events at other venues may be approved. Please contact Keith Dillion at 303.292.2450 or keith@theadfocus.com.

I am watching the digital billboard and I do not see my message displayed.

Please contact Morgan Kusek at mkusek@denverconvention.com or 303.228.8230.

My event ends at 10:00am. Can I make sure the digital billboards aren't displaying my message after we're gone?

Yes. Please mention any special requests to Morgan Kusek when you submit your files.

Additional Questions? Please contact Morgan Kusek at mkusek@denverconvention.com or 303.228.8230.

Please see examples on next page.

The Colorado Convention Center reserves the right to edit messaging. Please keep messaging appropriate.

Private Event: to get out basic information to event guests only (include date, Convention Center, website, and logo). Also lets the city know your event is here. Can run 1-2 days prior to event through the event.



Public Show: to get out basic information to guests (include date, Convention Center, website, and logo). Can run up to 60 days prior to event.



Graduation: Runs on day of graduation only.



If you chose to not create artwork due to limited resources, we can include your event on our upcoming events billboard. Please arrange with Morgan Kusek if you would like to be listed.

Digital Kiosks

Thank you for selecting the Colorado Convention Center. We would like to offer you the opportunity to display a promotional welcome message for your event on our 17 screens located inside the center at **no cost to you**. All you must do is design and submit the message content.

Digital Billboard Sizes and Locations:

- There are 17 screens inside the convention center. Only 1 size file is needed.

Specifications for Creative:

The digital kiosks are capable of a simple graphic with text.

Digital Kiosk file template:

- 1920 pixels tall x 1080 pixels wide
- 300 DPI
- .JPG or .PNG only

Submitting Files:

- Include the name of the event and identify as digital kiosk file. For example, "Hygiene Expo 2011.jpg"
- Upload files at <http://denverconvention.com/site/marketing-opportunities-outdoor>
- **IMPORTANT:** Notify Morgan Kusek that the files have been uploaded by emailing mkusek@denverconvention.com. In the body of the email, please include the **name of the file** and **dates** of the event.

Deadline for File Submission:

- The deadline for submission of content is five business (5) days prior to your first contracted move in day or five (5) business days prior to your ticket release date for public shows. If submitted after the deadline, there are no guarantees on billboards being scheduled.

Exhibitor and Sponsor Opportunities:

If you have exhibitors and/or sponsors who would like to purchase advertising on the digital kiosks during your event, please have them please contact Keith Dillion at 303.292.2450 or keith@theadfocus.com.

Digital Kiosk Examples:

