



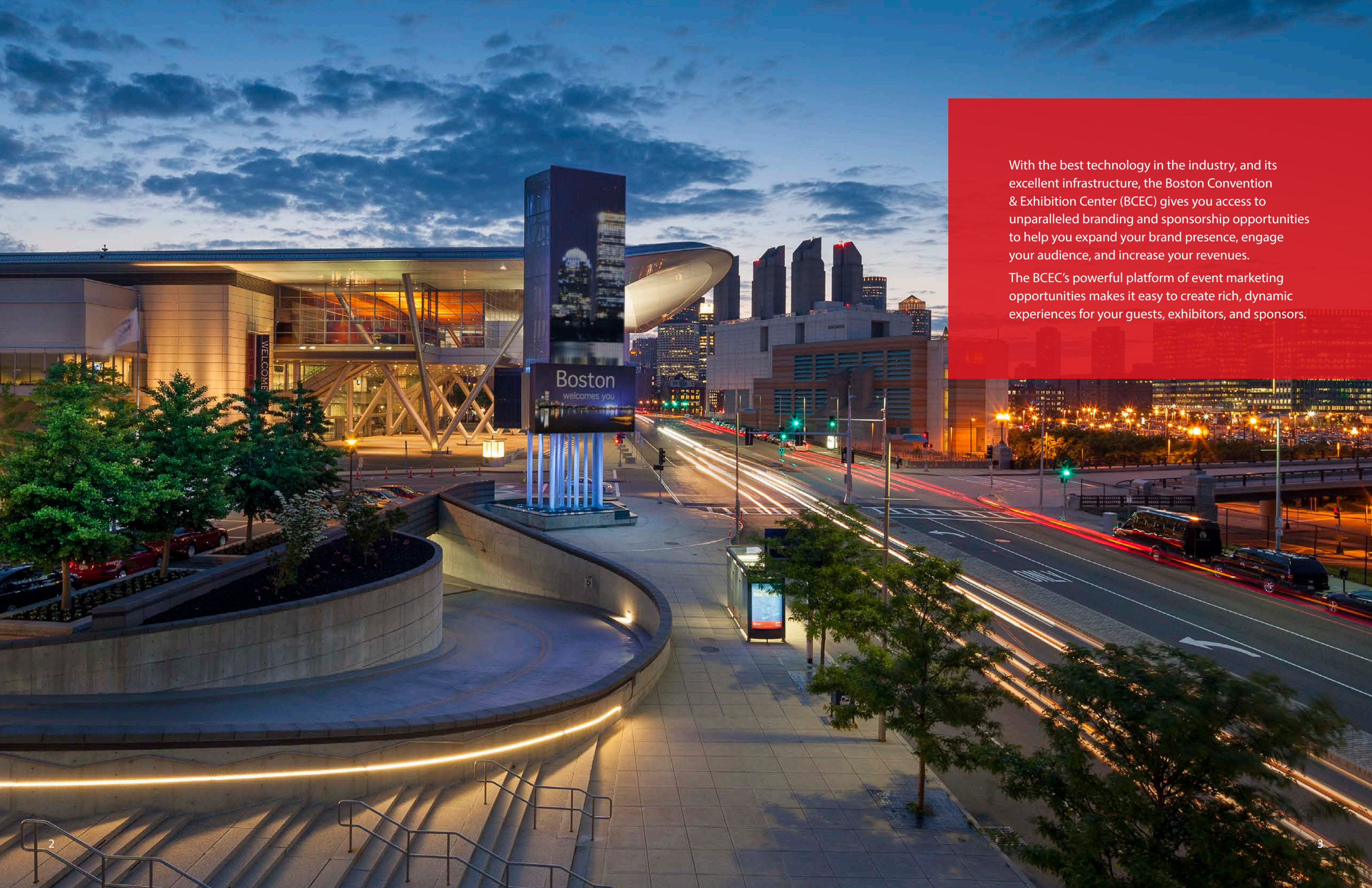
Signature  
BOSTON

Remarkable experiences.  
Imagination realized.

BOSTON CONVENTION & EXHIBITION CENTER

# Media & Sponsorship Opportunities





With the best technology in the industry, and its excellent infrastructure, the Boston Convention & Exhibition Center (BCEC) gives you access to unparalleled branding and sponsorship opportunities to help you expand your brand presence, engage your audience, and increase your revenues.

The BCEC's powerful platform of event marketing opportunities makes it easy to create rich, dynamic experiences for your guests, exhibitors, and sponsors.





## 6

### DIGITAL DISPLAYS

- 7 Marquee
- 8 Video Wall
- 9 Digital Signage Network
- 10 Digital Display Locations
- 12 Digital Display Packages
- 13 Key Milestone Planning Timeline

## 14

### WIRELESS NETWORK

- 15 Wireless Sponsorship Opportunities

## 16

### DESIGN GUIDANCE & SPECIFICATIONS

- 17 Digital Displays Client Support & Design Services
- 18 Content Guidelines: Marquee
- 20 Content Guidelines: Video Wall
- 21 Content Guidelines: Digital Signage Network
- 22 Submitting Your Files: Digital Displays
- 24 Content Guidelines: Wireless Network
- 25 Submitting Your Files: Wireless Network

## 26

### FAQs

table of contents





## Digital Displays

The BCEC's award-winning digital media platforms are a powerful way to enhance your brand presence, engage your audience, and deliver a wide range of dynamic content. Our Digital Displays offer high-traffic opportunities to position your brand and allow you to create a new revenue stream by reselling time to your sponsors and exhibitors for brand activation and promotions.



## Marquee

Located in the heart of the South Boston Waterfront District, the Marquee provides an unparalleled branding and sponsorship opportunity for your event.

- 80 feet tall
- Display area of 3,000 square feet
- Two high-definition LED screens
- Two louvered, lower-definition LED towers
- Visible from more than half a mile away

The Marquee is often the first thing to catch attendees' attention as they approach the BCEC and is perfect for:

- Welcome messages
- Show branding
- Sponsor content
- Revenue generation

*Please refer to pages 10-11 for Marquee location.*

*The Marquee reaches a daily audience of more than 200,000 attendees, pedestrians, and vehicles.*





# Video Wall

Spanning the BCEC's North Lobby and visible from Summer Street, the Video Wall creates a stunning way to deliver high-impact messages.

- 160 feet wide
- 12 feet tall
- 2,000 square feet of seamless, attention-grabbing video screen
- High-definition center screen flanked by lower-definition LED sticks
- Generates multiple impressions per person

The Video Wall is well-suited for:

- Welcome messages
- Speaker information
- Show hours
- Showcasing sponsors & exhibitors
- Featured events
- Announcements
- Social media
- Exhibitor/Sponsor advertising

Please refer to pages 10-11 for Video Wall location.

Attendees see the Video Wall multiple times per day during an event.



# Digital Signage Network

The strategically positioned Digital Signage Network gives you access to audiences across the facility and can be individually programmed.

- 31 65-inch high-definition plasma screens

The Digital Signage Network can be used to showcase:

- Sponsors & exhibitors
- Program schedules
- Transportation information
- Coat & bag check information
- City tips
- Dining options
- Exhibitor/Sponsor advertising

Please refer to pages 10-11 for Digital Signage Network locations.

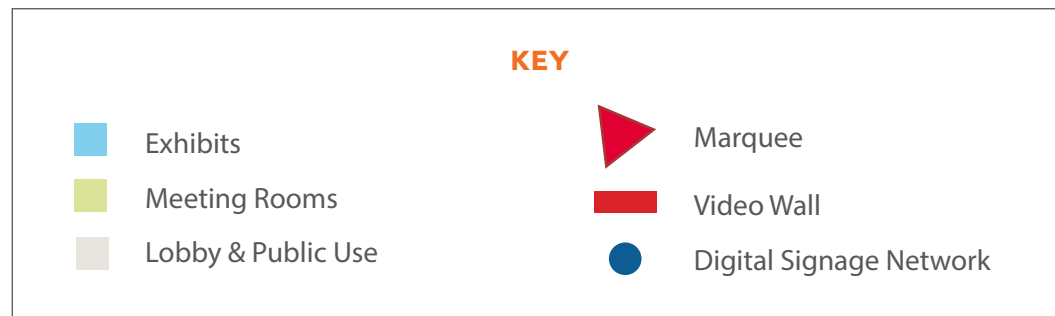
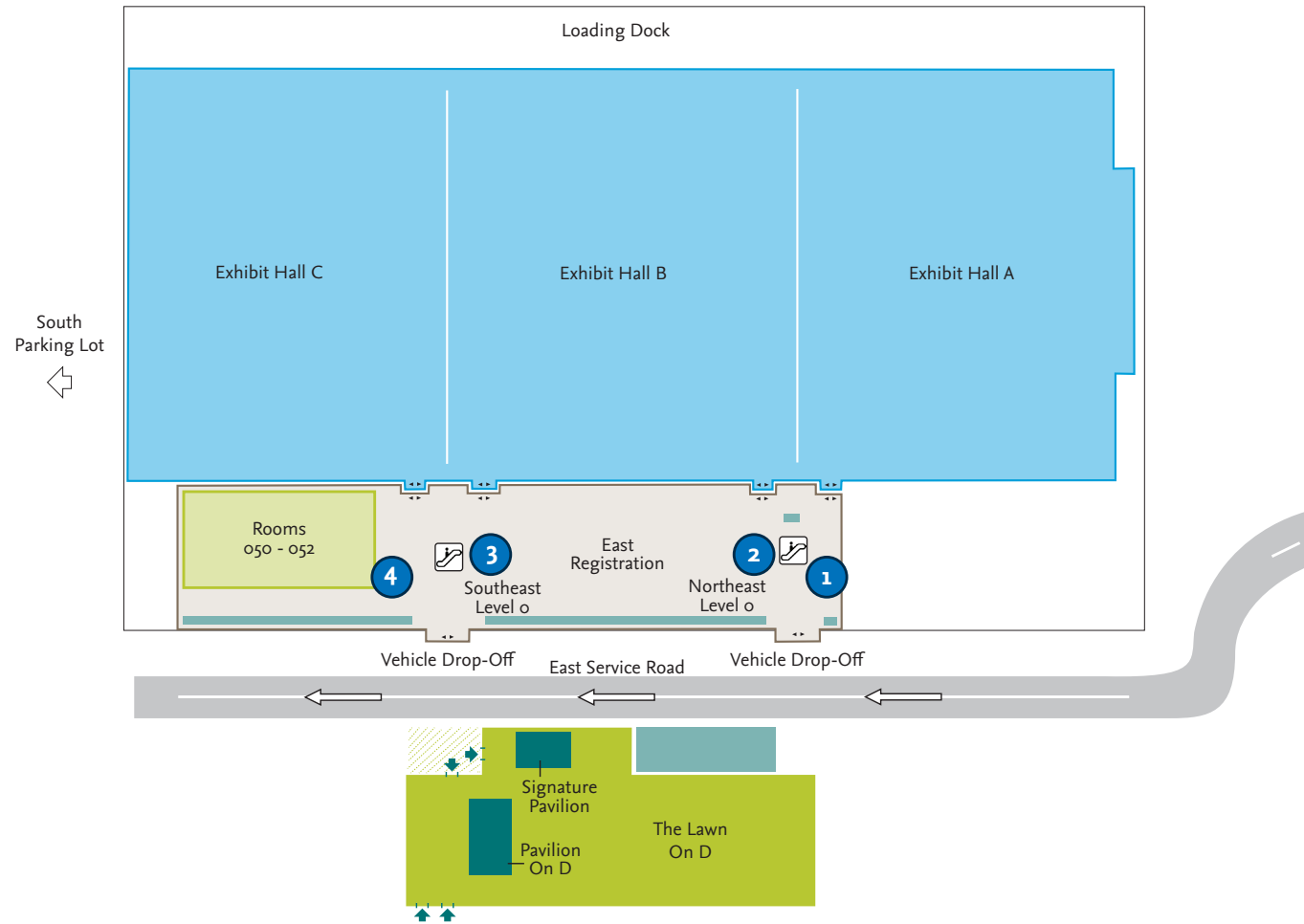
Attendees view the Digital Displays in multiple locations as they walk through the BCEC.



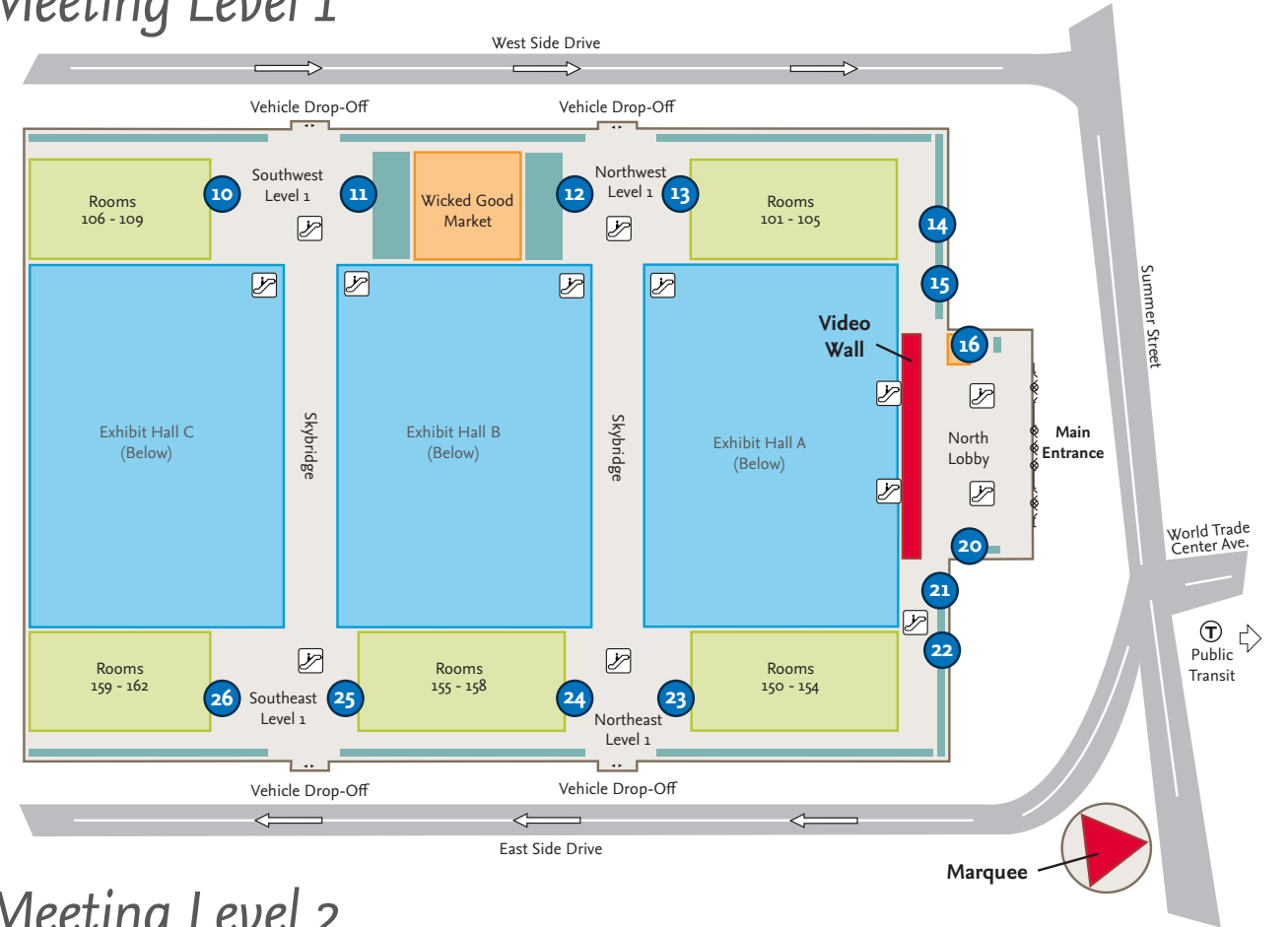


## Digital Display Locations

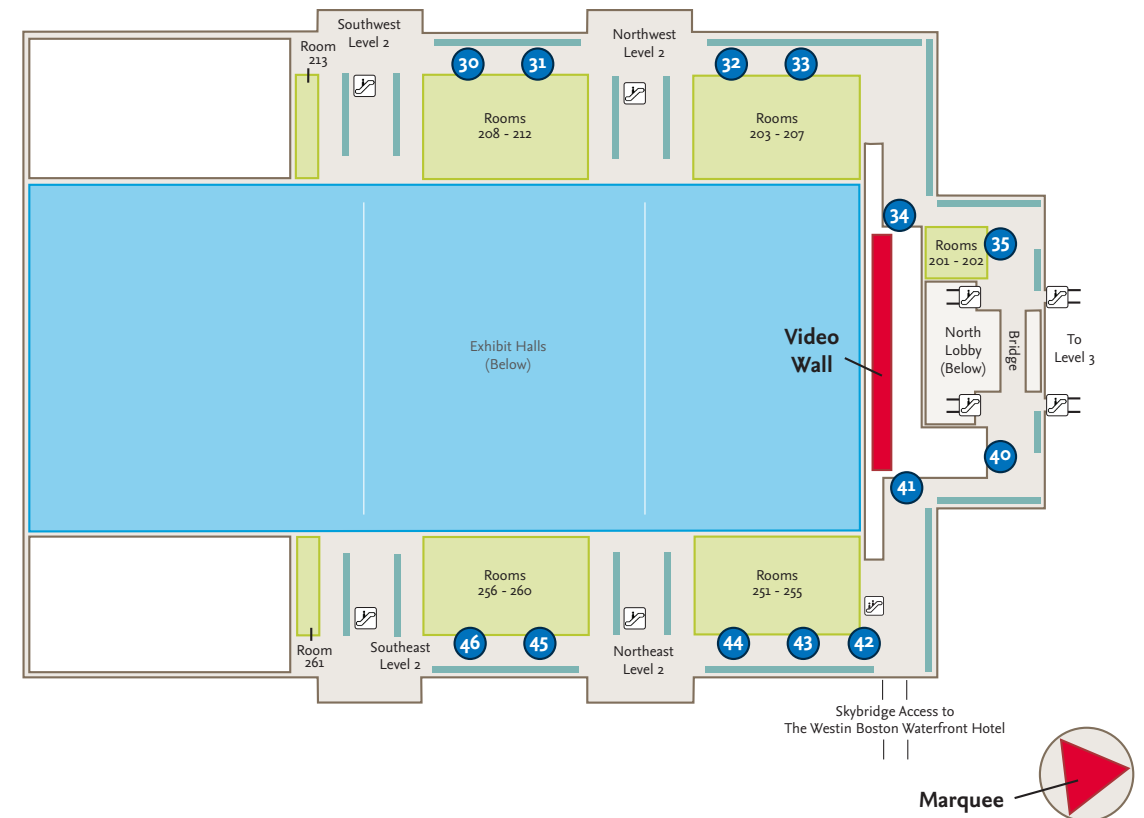
*Exhibit Level*



## Meeting Level 1



## Meeting Level 2



**NOTE:** The Marquee is visible from the Ballroom Pre-Function space on Ballroom Level 3.





# Digital Display Packages

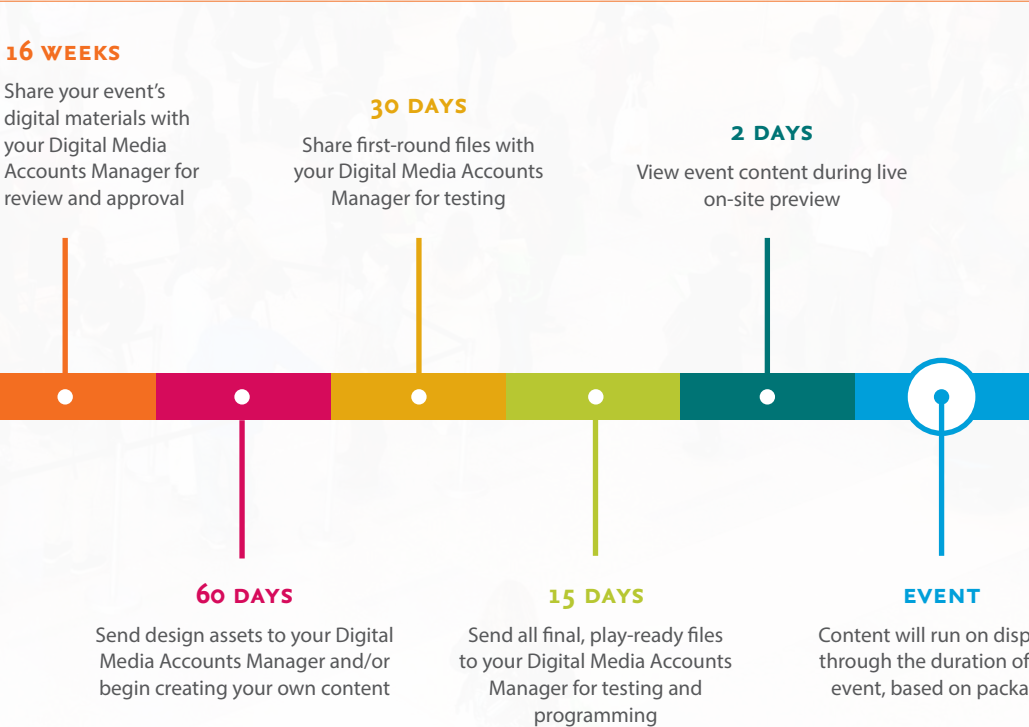
Choose the package that best suits your needs, or create your own bundle.

	BROADCAST 45	BROADCAST 30	BROADCAST 15
Hours of Operation	6:00 am-11:00 pm	6:00 am-11:00 pm	6:00 am-11:00 pm
Display Time (minutes per hour)	45 minutes	30 minutes	15 minutes
Marquee	✓	✓	✓
Video Wall	✓	✓	✓
Digital Signage Network	✓	✓	✓
Opportunity to Sell Time to Your Sponsors and Exhibitors	✓	✓	✓

You can use just one digital platform, or any combination, to create an advertising program that works for you.

# Key Milestone Planning Timeline

## CONTENT DEVELOPMENT





# Wireless Network

With Boston being at the forefront of technology, the BCEC is leading the way with the most advanced Wi-Fi available in the industry.

Our Wi-Fi is free and extends throughout the entire building, from meeting rooms and exhibit halls to the loading docks. Boasting over 500 access points, our superior connectivity and performance allows more than 35,000 devices to be connected simultaneously at data rates up to 10 GB per second.



# Wireless Sponsorship Opportunities

We offer two custom wireless sponsorship opportunities to help expand your on-site branding reach and create a sponsorship revenue stream. Our Custom Wireless SSID Package provides the opportunity to create a branded SSID, and our Wireless Network Sponsorship Package offers a custom SSID and splash page with a URL redirect. The Wireless Network Sponsorship can be sold to an exhibitor or sponsor.

	WIRELESS NETWORK SPONSORSHIP PACKAGE	CUSTOM WIRELESS SSID PACKAGE
Custom SSID (Password Optional)	✓	✓
Splash Page* Includes: <ul style="list-style-type: none"><li>• Unique Colors &amp; Logos</li><li>• Custom Buttons</li><li>• Unique Layouts</li></ul>	✓	
URL-Redirect	✓	
Post-Event Analytics Report	✓	✓
Inclusive of All Event Days	✓	✓
Hours of Operation: 24 Hours Per Day	✓	✓
Sponsorship Permitted	✓	✓

\* Please refer to page 24 for splash page design guidance.



# Design Guidance & Specifications

## Digital Displays Client Support & Design Services

### Digital Displays Client Support

Our dedicated Digital Media Accounts Manager will help guide and assist with every aspect of your digital branding needs, from creative development to event execution, by:

- Introducing you to all options available for your event
- Reviewing all content guidelines, quality standards, and programming criteria
- Managing content submission and testing, reviews, resubmissions (if any), approvals, go-live scheduling, and more
- Providing on-site event programming support
- Coordinating services with our in-house design team (if needed)

### Design Services

Our in-house design team will work with you to review the following:

- Advising on specific concepts for content, and successful execution of client images
- Q&A covering several technical aspects of content creation
- Review the Adobe After Effects and Photoshop templates and the unique aspects of the digital displays
- Execution of motion graphic design using your brand's guidelines and assets
- Simulations of the animation(s) for review
- One round of edits (minor adjustments to copy, formatting, color, and animation) to your animation(s), as well as an on-site preview



# Content Guidelines

## Marquee

### 16mm Video Sticks

Bold, high-contrast graphics and video content are recommended for these vertically oriented sticks spaced approximately 1.5 inches apart. Avoid detailed logos and thin fonts.

	DIMENSIONS	LOW RESOLUTION
1 Upper Sticks East	17'10"W x 44'3" H	346 x 1088 px
2 Upper Sticks West	21'3"W x 44'3" H	412 x 1088 px
3 The Spine	5'3"W x 55'9" H	106 x 1088 px

### 16mm Static Tiles

Logos, detailed images, and text content are recommended for these tiles. Each image frame is required to display for a minimum of 10 seconds.

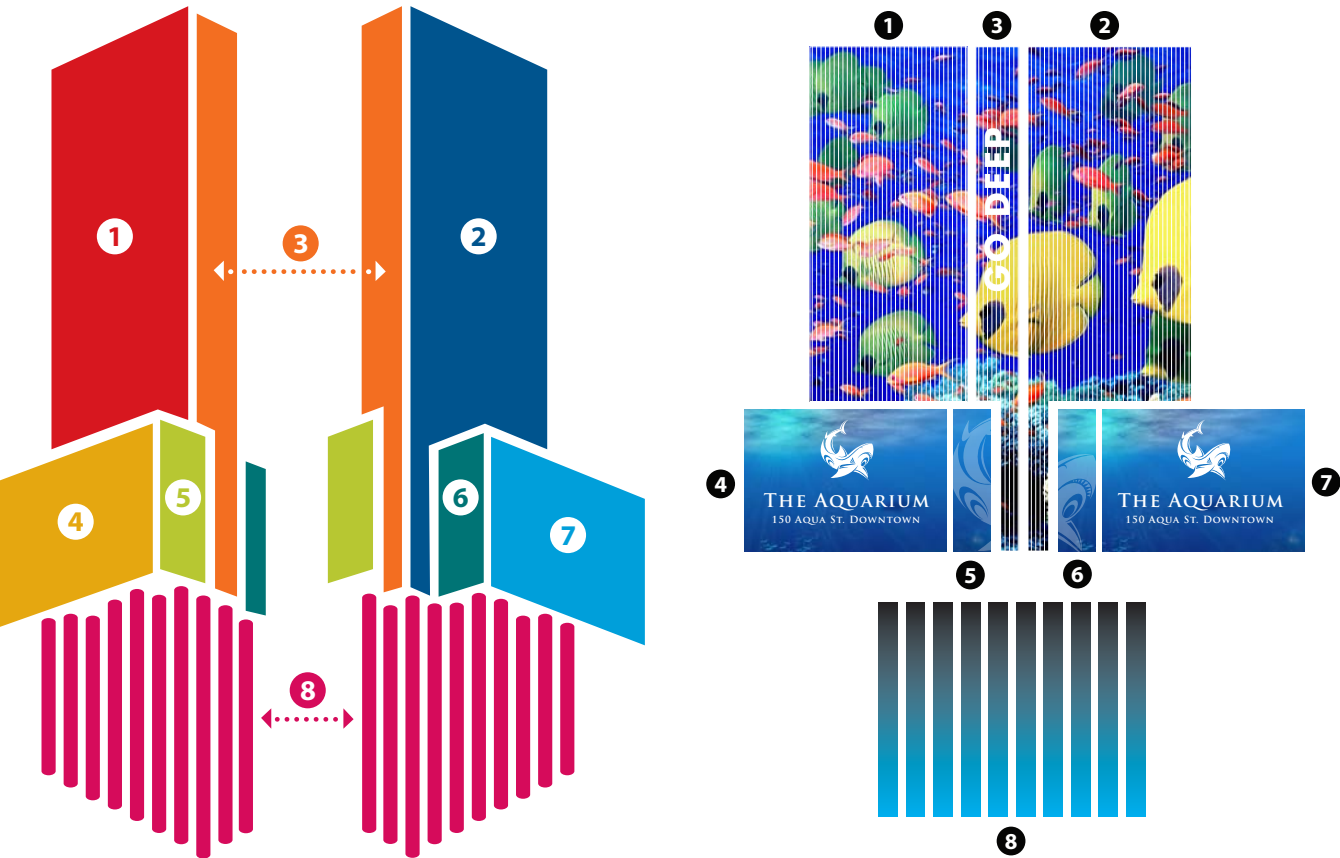
	DIMENSIONS	HIGH RESOLUTION
4 Lower Screen East	24'W x 14'4" H	440 x 264 px
5 East Bend	8'5"W x 14'4" H	154 x 264 px
6 West Bend	6'W x 14'4" H	110 x 264 px
7 Lower Screen West	24'W x 14'4" H	440 x 264 px

### 16mm Colored LED Lighting Tiles

One solid color, which compliments the design of the Video Sticks and Static Tiles, is recommended for the high-resolution lighting tiles.

8 10 Support Columns	14' diameter x 17'3" from plinth to underside of lower displays
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## Marquee Diagram



## File Specifications

- DESIGN** All content must be created with the Adobe After Effects or Photoshop templates which will be provided by the Digital Media Team along with instructions.
- FINAL OUTPUT RESOLUTION** 1920 x 1080 at 72 pixels/inch composition
- COLOR SPACE** RGB
- MOTION FILE TYPES** MP4 with H.264 compression only
- STATIC FILE TYPES** JPEG, PNG
- AUDIO** Not supported
- VIDEO LENGTH** Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)
- VIDEO SIZE** Less than 200 MB



# Content Guidelines

## Video Wall

The Video Wall is a large digital surface with a high-resolution center screen to feature logos, detailed images and text, and two side-stick panels for complimentary bold, high-contrast motion graphics and videos. Avoid logos and detailed images and text in the side-sticks.



### Region 1 - Center Screen

- 10mm high-definition LED video tiles
- 59'3"W x 12'3" H (1824 x 384 pixels)

### Regions 2 & 3 - Side Sticks

- 16mm low-definition LED video sticks
- Each region is 50'W x 12'3" H (1464 x 384 pixels)

## File Specifications

**DESIGN** All content must be created with the Adobe After Effects or Photoshop templates which will be provided by the Digital Media Team along with instructions.

**RESOLUTION** 1920 x 1080 at 72 pixels/inch composition

**COLOR SPACE** RGB

**MOTION FILE TYPES** MP4 with H.264 compression only

**AUDIO** Not supported

**VIDEO LENGTH** Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)

**VIDEO SIZE** Less than 200 MB

# Content Guidelines

## Digital Signage Network

Logos, text, and video content without audio are recommended for the Digital Signage Network.

## Title Safe Zone

To prevent any important content from getting cut-off around the edges of the displays, content creators should use a "Title Safe Zone". This boundary starts 10% in from each edge of the frame and ensures that all content within those borders is visible on the displays. All essential text, logos, and titles should be within this inner boundary. We can provide a Title Safe Zone template in PowerPoint if needed.



## File Specifications

**RESOLUTION** 1920 x 1080 at 72 pixels/inch composition

**COLOR SPACE** RGB

**FORMATS ACCEPTED** JPEG (preferred), Microsoft PowerPoint\*, PNG

**MOTION FILE TYPES** MP4 with H.264 compression only

**AUDIO** Although the BCEC Digital Signage Network is capable of playing content with audio, we recommend that content producers not include audio in their content.

**VIDEO LENGTH** Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)

**VIDEO SIZE** Less than 200 MB

**TRANSITIONS** All content should have a one-second fade to black at the beginning and end for a smooth transition between pieces. The total length of your video with the fade should be in 15 second increments.

*\* When creating content in PowerPoint, please make sure the document is an "On-Screen Show (16:9)". This setting is listed under 'Page Setup'. The slides will be converted to JPEGs and played as static images. All transitions and animations added in PowerPoint will be lost.*



# Digital Displays Submitting Your Files

## File Naming Convention

DATE FOR PLAY START	DISPLAY TYPE	NAME OF EVENT	CONTENT DESCRIPTOR	VERSION NUMBER
180313	D	FoodShow	Welcome	1
First day of event (YYMMDD Format)	M for Marquee V for Video Wall D for Digital Signage Network	Specific event or advertiser name (i.e. ASA, Global Help, Acme, etc.)	Identifies the contents of each piece (i.e. Welcome, Schedule, etc.)	Content version number for tracking content copies

## File Delivery

Please deliver all play-ready content to your Digital Media Accounts Manager via OneDrive or similar file-sharing service.

## Submission Deadline

All final, play-ready content must be submitted to the Digital Media Accounts Manager at least 15 days before the event or advertisement begins. This allows time for testing, approval, and scheduling.

## Content Approval

All content must comply with the Massachusetts Convention Center Authority Content Creation Guidelines and the MCCA Advertising & Sponsorship Standards.

Please send files and questions to your Digital Media Accounts Manager.

DIGITAL MEDIA TEAM  
digitalmedia@SignatureBoston.com





# Content Guidelines

## Wireless Network

### Design Guidance Template Customization

#### CSS (CASCADING STYLE SHEET) BREAKDOWN OF THE TEMPLATE SPLASH PAGE

##### HEADER

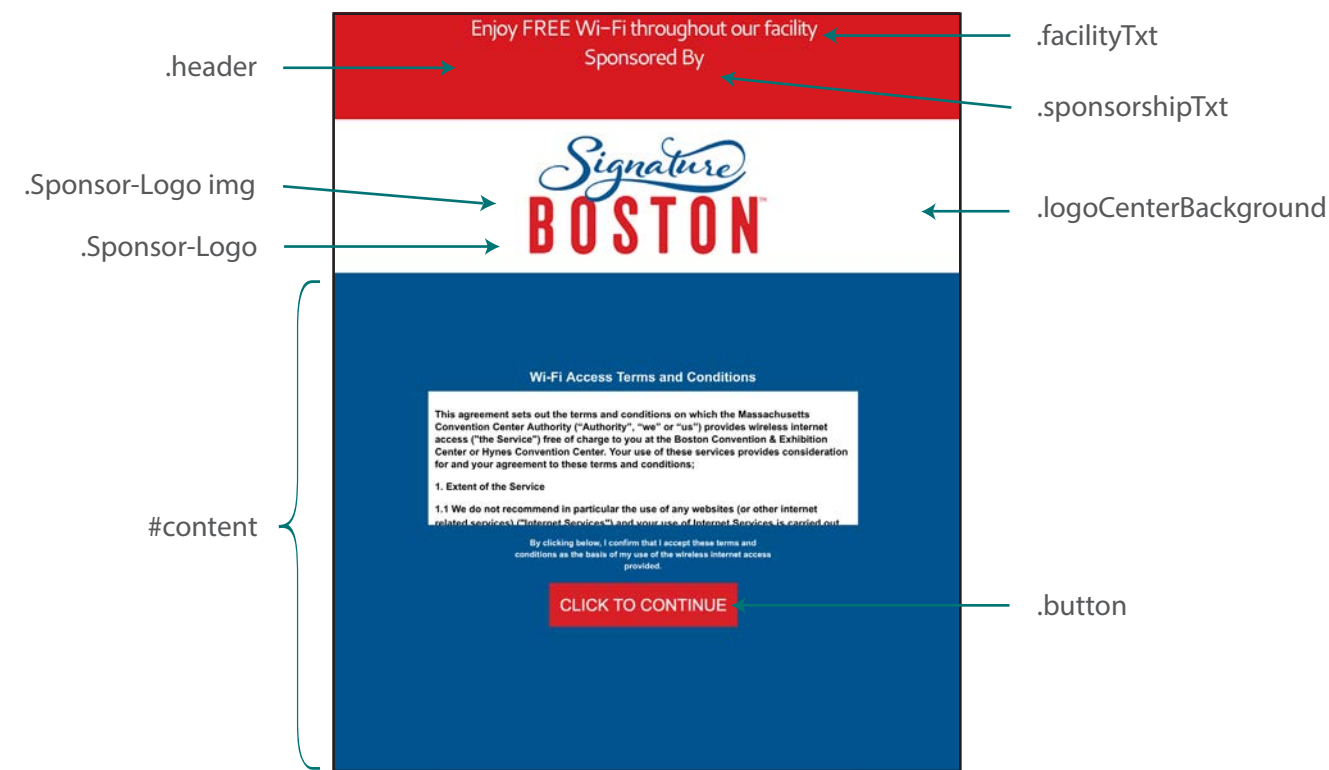
- .header (color)
- .facilityTxt (font color)
- .sponsorshipTxt (font color)

##### SPONSOR

- .Sponsor-Logo img (logo)
- .Sponsor-Logo (background color)
- .logoCenterBackground (center area background color)

##### BODY

- #content (background color)
- Body (background color)
- .button (button color)



# Wireless Network

## Submitting Your Files

### File Delivery

Content may be submitted as a ZIP file via email, hard drive, or thumb drive. All supporting HTML, CSS, and font files should be included. All visual assets should be in PNG or JPEG format.

### Submission Deadline

All content must be submitted to our Wireless Network Sponsorship Team 15 days before the event start date. This allows time for testing.

Please reference the content submission deadline on your Wireless Network Sponsorship term sheet.

*Please send files and questions to our Wireless Network Sponsorship Team.*

**WIRELESS NETWORK SPONSORSHIP TEAM**  
wifisponsorship@SignatureBoston.com





## FAQs

### 1 | HOW DO I SECURE A DIGITAL DISPLAY AND/OR A WIRELESS NETWORK PACKAGE?

You will work with our Media Sales Manager who will help identify the right package for your event.

### 2 | DO I HAVE TO SECURE THE SAME PACKAGE FOR EACH DAY OF MY EVENT?

Your package can be customized to meet your needs and can change day-to-day.

### 3 | CAN THE DISPLAYS BE INTEGRATED INTO MY SPONSORSHIP OFFERINGS? WHAT IF I DON'T CHARGE SPONSORS FOR SIGNAGE?

If you have exhibitor and/or sponsorship opportunities, we greatly encourage you to incorporate the digital displays into those offerings. There is no revenue share to the BCEC, so the displays can be a lucrative revenue generator.

### 4 | HOW DOES THE BCEC HANDLE SPONSOR/EXHIBITOR THANK YOU CONTENT ON THE DIGITAL DISPLAYS?

We don't charge a sponsorship fee, so the number of event sponsor logos displayed does not impact the final cost of the digital display packages.

### 5 | DOES THE BCEC HAVE DESIGN SERVICES AVAILABLE?

Our Digital Media Team manages content creation needs from conception to on-site execution. Should design assistance be needed, the content creation fees will be determined per project.

### 6 | WHAT TYPE OF DESIGN SOFTWARE IS NEEDED TO CREATE CONTENT?

Content for the Marquee and Video Wall is created with Adobe After Effects or Photoshop. For the Digital Signage Network, formats that are accepted are: JPEG (preferred), Microsoft PowerPoint, and PNG.

### 7 | WHAT IS THE DUE DATE FOR PROVIDING PLAY-READY CONTENT TO THE BCEC?

All final play-ready content must be submitted to the Digital Media Accounts Manager at least 15 days before the event begins.



# THANK YOU TO OUR SPONSORS | DIAMOND



To learn more about media opportunities at the BCEC,  
call us at 877-393-3393 or email [sales@SignatureBoston.com](mailto:sales@SignatureBoston.com).



The Massachusetts Convention Center Authority owns and operates the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, and The Lawn On D.