

MARQUEE AND DIGITAL SIGNAGE GUIDELINES

The Spokane Convention Center has one large-format digital marquee located on Division Street to assist in marketing your event. In addition, our facility has over 50 interior LCD monitors and 5 kiosks for digital signage and way-finding. Additional marketing services may be available upon request, call 509.279.7007 for information.

Please read the following guidelines for submitting files for display.

Offensive, obscene, or derogatory material is strictly prohibited. The SPFD and Spokane Convention Center reserves the right to define such material, request changes and restrict posting of certain content.



NOTE: A separate file format/size is needed to utilize the different digital signage technologies. Be sure to submit a **separate file for each** of the technologies you would like to use (Example: marquee.jpg, monitor.jpg, slideshow.ppt, kioskVertical.jpg - 4 separate files). Use the specific format specifications below to help you as you design your creative files.

OUTDOOR MARQUEE

Content Specifications:

	Marquee Graphic
Size	240px by 144px
File Format	.jpg, .png, .psd (layered), .ai (layered)

- Design BOLD, CONCISE, and CLEAN (see examples below).
- Keep messages simple and show essential info only.
- These are low-resolution graphics presented on a large-format screen with short (~6 seconds) visibility.

GOOD IDEA	NOT EFFECTIVE
	

INTERIOR DISPLAY MONITORS

Interior monitors can be programmed to display either single image displays or multi-slide Power Point presentations.

Because of the variety of events and locations we will do our best to assign your material around your event, but placement may not be available at all locations around our facility. We reserve the right to

oversee and administrate the placement of all material.

Content Specifications:

	Single Monitor Graphic	Power Point Slide Show (max 25 slides)
Size	1920px by 1080px	Custom Page (slide) Setup 13.33 Inches wide x 7.5 Inches High In Power Point go to the 'Design' tab, then 'Page Setup'. In the 'Page Setup' window make the custom adjustments to the width and height and click 'OK'.
File Format	.jpg, .png, .psd (layered), .ai	.pptx, .ppt
Notes		No slide transitions, animations, sounds or user-interactions

- All interior monitors are wide-screen format. Content that is not in this format may display different than intended.
- If you use special fonts in your slide-show make sure to embed them with the document (under the 'File' tab, select 'Options', then 'Save', then check the box 'Embed Fonts'). Fonts will be substituted otherwise.
- If you require unique content for each day of a multi-day event, you will need to make separate presentations for each day.

ADVANCE DIGITAL MARKETING

Content Specifications:

	Monitor Graphic: Horizontal Layout	Monitor Graphic: Vertical Layout
Size	1920px by 1080px	1080px by 1920px
File Format	.jpg, .psd (layered), .ai	.jpg, .psd (layered), .ai

- Design BOLD, CONCISE, and CLEAN.
- Keep messages simple and show essential info only.
- These graphics will display in various spots around the campus and on select Digital Kiosks.

FILE SUBMISSION

- Files must be submitted **at least one week prior** to your event.
- Email all files to your Event Manager.