



# WORLD'S FAIR EXHIBITION HALL

## 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.*

*Call-to-actions (website, phone number, etc.) and the words “World’s Fair Exhibition Hall” 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 the Event Manager at least two weeks prior to the event. Please note that failure to provide completed images two weeks prior to the event will result in an additional fee of \$10.
- WFEH may create your marquee image for an additional charge of \$25. All logos and elements must be sent in a JPEG format at least two weeks prior to your event.

### Advertising/ Marketing

For advertising and marketing questions, please contact the Social Media & Marketing Manager Toni Williams by phone at 865-251-6026 or by email at [toni.williams@asmknoxville.com](mailto:toni.williams@asmknoxville.com).

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

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

IT Technician, Josh Brooks: 865-251-6031 or [josh.brooks@asmknoxville.com](mailto:josh.brooks@asmknoxville.com)