



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 the Event Manager at least two weeks prior to your event move-in day. KCC will convert Power-Point files to JPEG or PNG for an additional fee of \$5 per slide.
- Each Meeting Room or Ballroom space rental receives one complimentary slide contingent on the client providing the content in the correct format. 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 two complimentary slides contingent on the client providing the content in the correct format. Please note that failure to provide completed images two weeks prior to the event will result in an additional fee of \$10 a slide per room.
 - Additional slides are \$5 per slide per screen. Please note that images designed and/or created by KCC will result in an additional \$10 per slide per screen. Please see the Event Manager for additional information.
 - KCC will gladly add a company logo to any of the digital TV screens complimentary provided the logo is sent in a JPEG or PNG format two weeks prior to the event.
- KCC may create slides for the digital screen boards for an additional charge of \$10 per slide per room. All logos and elements must be sent in a JPEG format at least two weeks prior to your event. The following must be provided:
 - Content and wording desired per day.
 - Specifications on time (i.e., per meeting, per day). Capacity is two-three meetings per screen.
 - Logo in a JPEG or PNG format.



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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 size of each plasma screen is 50 inches except for 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 slides will run for 5 seconds each unless otherwise requested.
- Videos with sound cannot be displayed on plasma screens. A separate stationary mobile T.V. may be available. Please contact the Event Manager for a quote. Videos must be sent in one of the following formats: AVI, MOV or MPEG4.
- All images must be in a JPEG or PNG format and must be submitted to the Event Manager at least two weeks prior to the event. KCC will convert Power-Point files to JPEG or PNG for an additional fee of \$5 per slide.
- Each contracted event will receive one complimentary slide contingent on the client providing the content in the correct format. Please note that failure to provide completed images two weeks prior to the event will result in an additional fee of \$10.
 - Additional slides are \$10 per slide per screen. Please note that images designed and/or created by KCC will result in an additional \$10 per slide per screen. Please see the Event Manager for additional information.
- KCC may create slides for the digital screen boards for an additional charge of \$20 per slide per room. All logos and elements must be sent in a JPEG format at least two weeks prior to your event. The following must be provided:
 - Content and wording desired.
 - Logo in a JPEG or PNG format.



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Outdoor Marquee

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

- One is located on the corner of Henley and Clinch.
- One is located on the corner of 11th 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 "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 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.
- KCC 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.

For any other questions or concerns, please contact:

Director of Event Services, Kate Jackson: 865-740-0477 or kate.jackson@asmknoxville.com

IT Manager, Josh Brooks: 865-806-4029 or josh.brooks@asmknoxville.com