



WORLD'S FAIR EXHIBITION HALL

DIGITAL SIGNAGE SPECIFICATIONS

Outdoor Marquee

We have two digital outdoor marquees that operate 24 hours a day, seven days a week:

- One (1) located on the corner of Henley and Clinch
- One (1) 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.

We do not allow any 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 your Event Manager at least two weeks prior to your event.
- We are able to create your marquee image for an additional charge of \$10. All logos and elements must be sent in a JPEG format at least two weeks prior to your event.

World's Fair Exhibition Hall Facebook

- We will change our Facebook cover photo to promote your event free of charge provided you will provide the artwork or image. We do not allow any call-to-actions (websites, phone number, etc.) nor do we allow the words “Knoxville Convention Center” to appear in the graphics.
- *(Please note that event photos may be posted to our social media unless you specify otherwise.)*
 - Computers will display the image as 820 pixels wide by 312 pixels high
 - Smart phones will display the image as 640 pixels wide by 360 pixels high



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Advertising/ Marketing

For additional advertising questions including non-event pricing for any of the digital platforms listed above, please contact our Social Media & Marketing Manager Katie Lawson by phone at 865-257-5781, or email her at klawson@kccsmg.com.

For any other questions or concerns, please contact:

Director of Event Services, Kate Jackson: 865-740-0477 or kjackson@kccsmg.com

IT Technician, Josh Brooks: 865-251-6031 or jbrooks@kccsmg.com