



Digital Signage & Advertising Opportunities

Welcome

Reach your audience with your message!

Digital advertising display units are positioned in high-traffic areas within and surrounding the Metro Toronto Convention Centre (MTCC) to conveniently provide event attendees with engaging information on your event.

We're offering extensive digital opportunities to not only further brand your events but to also allow your sponsors to reach your audience. In turn, your attendees will be more engaged with your event messaging as the visually-enhanced screens provides countless ways to entertain, educate, and inform.

We've added high-viewer impact digital walls to the MTCC which we are very excited about. There are two digital walls in the North Lobby, one by the North Bridge and two in the South Building on Level 500 and Level 600. This adds to our existing roster of 30 general purpose signs, two exterior LED marquee screens and 77 meeting room signs.

Create more holistic experiences through our digital sign capabilities for both your attendees and sponsors at your events with our visually appealing digital walls. Adding engaging imagery and animation to your event or conference livens up your brand and elevates the entire experience.

To discuss your signage ideas and advertising opportunities, please contact:

Digital Media and Advertising Sales Manager
Metro Toronto Convention Centre

Digital Advertising



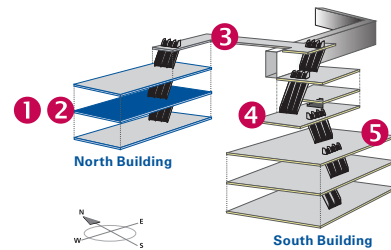


Digital Walls

Locations: *North East and West Lobby, Bridge, South Level 500, South Escalator.*

	Spot	Price per Wall / Ad
Half Day (6 hours)		
	10 seconds in 2-minute rotation	\$100
	30 seconds in 5-minute rotation	\$200
One Day		
	10-seconds in 2-minute rotation	\$250
	30 seconds in 5-minute rotation	\$350
Multiday		
An event or conference that is two (2) or more days.	10-seconds in 2-minute rotation	\$600
	30 seconds in 5-minute rotation	\$750
Multiday Buyout		
The option to purchase all of the advertising space, both digital and non-digital including the pre-function areas, for the duration of the event or conference. Refer to Policies page.	*Restricted to events that have entire rental of MTCC building	Please contact for details.

Digital Walls



Locations

1. North West Lobby, L200
2. North East Lobby, L200

Screen Dimensions

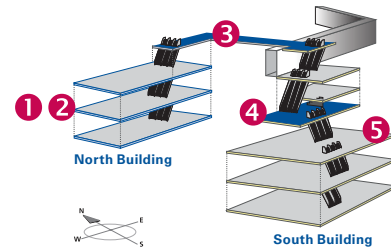
Overall size: 15.93' x 4.50'
Eight 55" LCDs tiled

Specifications

3840 x 1080 pixels
.jpg, .mov, .mp4



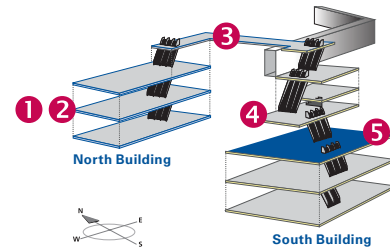
Digital Walls



Locations	Screen Dimensions	Specifications
3. Bridge, L300	Overall size: 23.9' x 6.75' Eighteen 55" LCDs tiled	3840 x 1080 pixels .jpg, .mov, .mp4
4. South , L500	Overall size: 24.57' x 7.56' LED	3120 x 960 pixels .jpg, .mov, .mp4



Digital Walls



Locations

5. South Escalator, L600

Screen Dimensions

Overall size: 13.23' x 3.78'

LED

Specifications

1680 x 480 pixels

.jpg, .mov, .mp4





Meeting Room Signs

Locations: *meeting room entrances. Total of 77 meeting room signs.*

Branding and Sponsorship Recognition

Types of messaging includes Brand logo, Welcome signs, sponsor recognition, informative signs of the event.

Package	Description	Price per Wall / Ad
Complimentary	Event Logo Event Name / Title Session Title and Time Session Details Agenda (optional)	No Charge
One Day	Custom / Variant: Artwork / design supplied or MTCC to create <i>(Design quote to be provided)</i>	\$200 for initial screen + \$50 for each additional screen
Multiday An event or conference that is two (2) or more days.	Custom / Variant: Artwork / design supplied or MTCC to create <i>(Design quote to be provided)</i>	\$500 for initial screen + \$150 for each additional screen

Meeting Room Signs

Locations

77 Meeting Room Signs

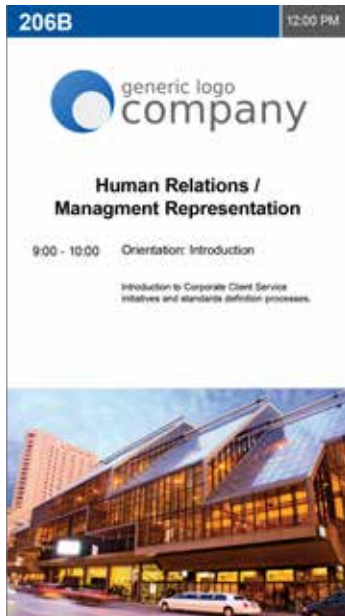
Screens

40" LCD

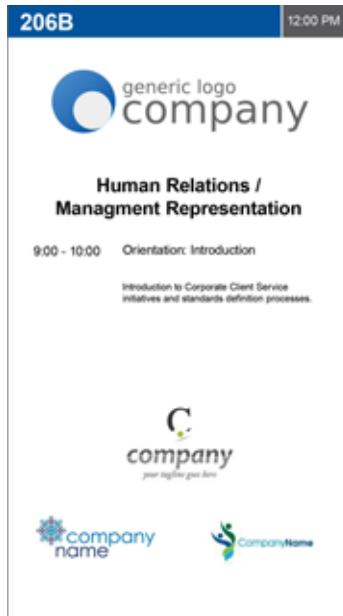
Specifications *(fullscreen)*

1080 x 1920 pixels
.jpg, .mov, .mp4

Complimentary:



Variant:



Custom:





North Exterior LED Digital Screens

Location: *Up above the North Building Front Street entrance.*

Location

North Building Front Street entrance

Screen Dimensions

Overall size: 6'3" x 11'3"
Two-sided LED

Specifications

352 x 192 pixels
.jpg, .mov, .mp4

Description	Complimentary <i>start at move-in</i>	1-Day Prior <i>and duration of Event</i>	7-Days Prior <i>and duration of Event</i>
Complimentary template artwork or client's custom creative. To include: - Event Logo - Event Date(s) - Building location (North/South) Duration 10 sec. Rotation 2 min.	No Charge	\$250	\$500



South Exterior LED Digital Screens

Location: *Parallel to Bremner Blvd. - South Building.*

Location

South Building
Street Level
Bremner Blvd.

Screen Dimensions

Overall size: 8'4" x 12'7"
Two-sided LED

Specifications

384 x 576 pixels
.jpg, .mov, .mp4

Description	Complimentary <i>start at move-in</i>	1-Day Prior <i>and duration of Event</i>	7-Days Prior <i>and duration of Event</i>
Complimentary template. To include: - Event Logo - Event Date(s) - Building location (North/South)	No Charge	\$250	\$600



Interior LCD Digital Screens

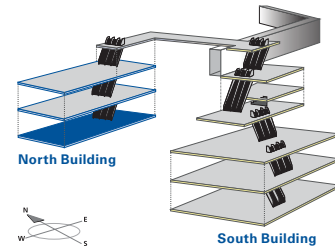
Locations: Common attendee entrances and high traffic areas of pre-function space.
Total of 22 interior LCD screens.

Branding and Sponsorship Recognition

Types of messaging includes Brand logo, Welcome signs, sponsor recognition, informative signs of the event.

Description	Locations	Price
Entrance Package Total of 11 locations <i>All common attendee entrances which include both full screen and banner size advertising space</i>	Level 200 x 1 full screen Level 200 x 4 banner size PATH Level x 1 banner size Level 500 x 2 banner size Level 600 x 1 full screen Level 600 x 2 banner size	Per Event: One 10-second spot: \$500 + \$100 for each additional 10-sec. spot
Individual Full Screens Choice of 7 locations:	Level 100 x 1 Level 200 x 1 Level 600 x 1 Level 700 x 2 Level 800 x 2	Per Screen / Per Event: One 10-second spot: \$100 + \$50 for each additional 10-sec. spot
Individual Banner Size Choice of 15 locations:	Level 100 x 2 Level 200 x 4 PATH Level x 1 Level 500 x 2 Level 600 x 2 Level 700 x 2 Level 800 x 2	Per Screen / Per Event: One 10-second spot: \$100 + \$50 for each additional 10-sec. spot

Interior LCD Digital Screens



Location

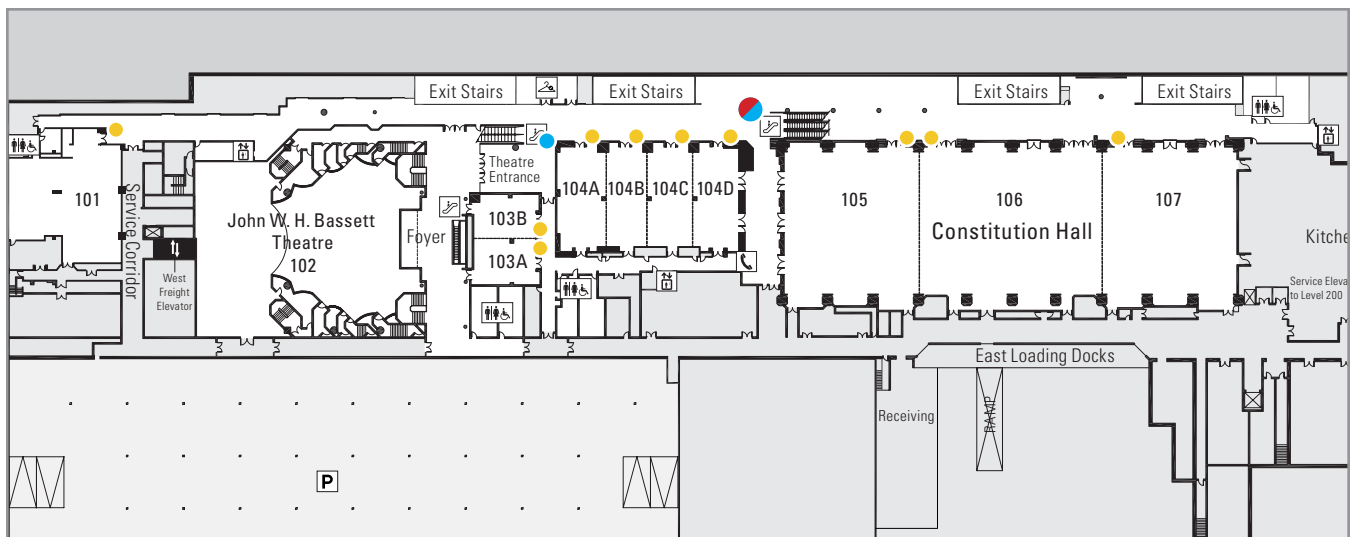
Level 100
Full screen x 1; Banner x 2

Screens

55" LCD

Specifications

full screen: 1360 x 768 pixels
banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Full Screen & Banner / outside Room 104D

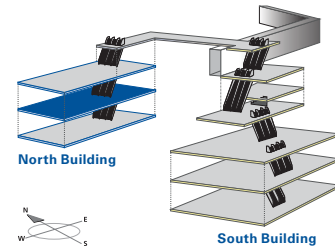


LCD Banner / John W. H. Bassett Theatre pre-function

Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Meeting Room

Interior LCD Digital Screens



Location

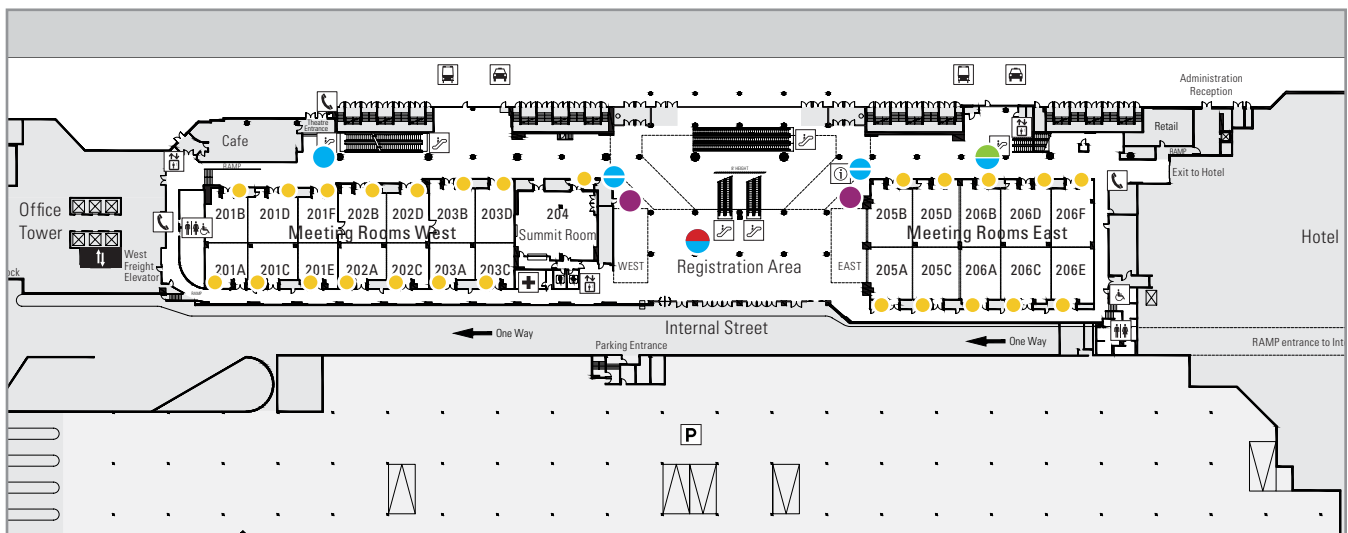
Level 200
Full screen x 1; Banner x 7

Screens

55" LCD

Specifications

full screen: 1360 x 768 pixels
banner: 1360 x 150 pixels
.jpg, .mov, .mp4

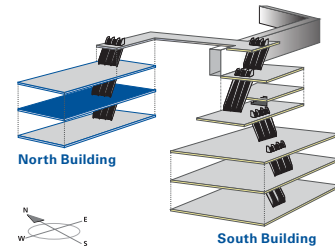


Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Directional LCD
- Meeting Room Screen
- Digital Wall

LCD Full Screen & Banner / Registration area

Interior LCD Digital Screens



Location

Level 200
Full screen x 1; Banner x 7

Screens

55" LCD

Specifications

full screen: 1360 x 768 pixels
banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Banner / outside 201F



LCD Banner / West Registration Area

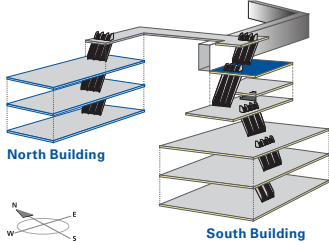


LCD Banner / outside 206D



LCD Banner / East Registration Area, Guest Services

Interior LCD Digital Screens



Location

PATH Level, Banner x 1

Screens

55" LCD

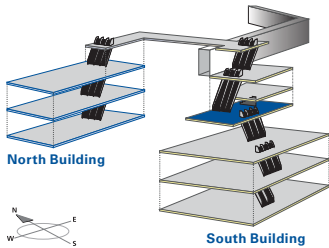
Specifications

banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Banner / PATH Level area

Interior LCD Digital Screens



Location

Level 500, Banner x 2

Screens

55" LCD

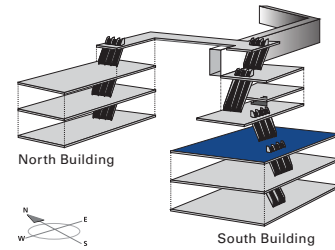
Specifications

banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Banner / Guest Services

Interior LCD Digital Screens



Location

Level 600
Full screen x 1; Banner x 2

Screens

55" LCD

Specifications

full screen: 1360 x 768 pixels
banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Full Screen & Banner /
Registration area

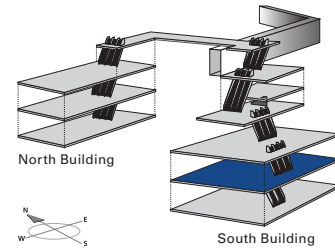


LCD Banner / South parking entrance

Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Meeting Room
- Digital Wall

Interior LCD Digital Screens



Location

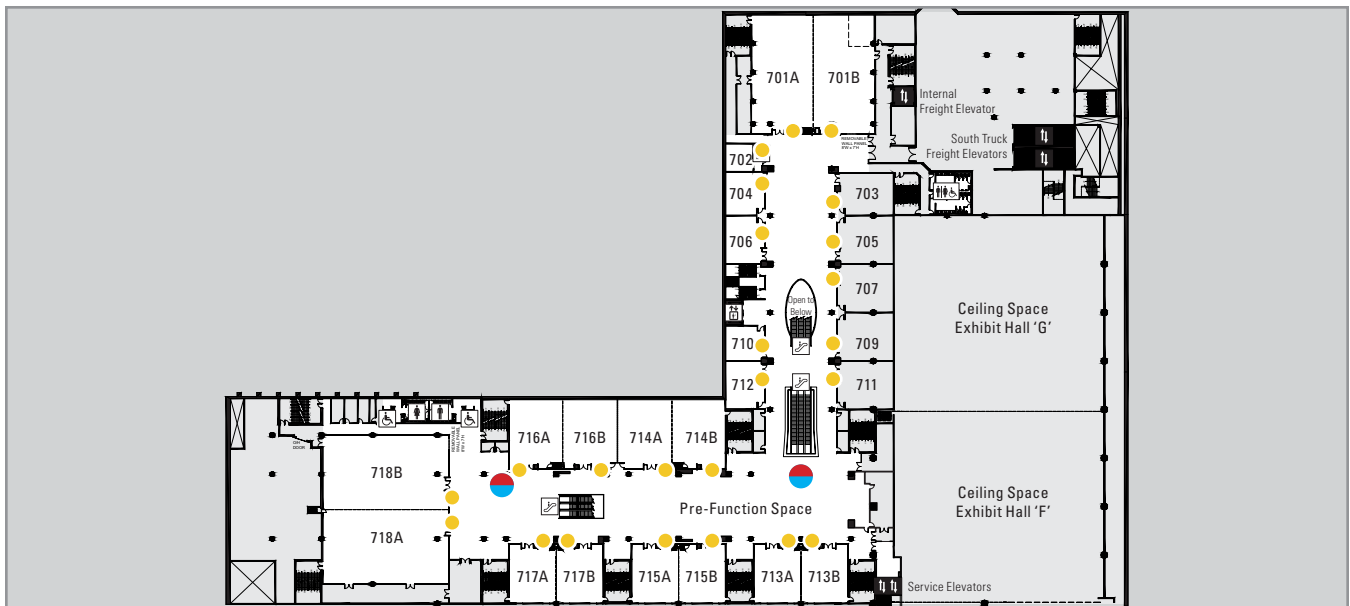
Level 700
Full screen x 2; Banner x 2

Screens

55" LCD

Specifications

full screen: 1360 x 768 pixels
banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Full Screen & Banner / Pre-function area

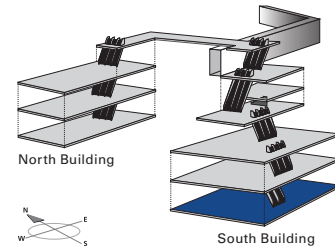


LCD Full Screen & Banner / outside 716A

Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Meeting Room

Interior LCD Digital Screens



Location

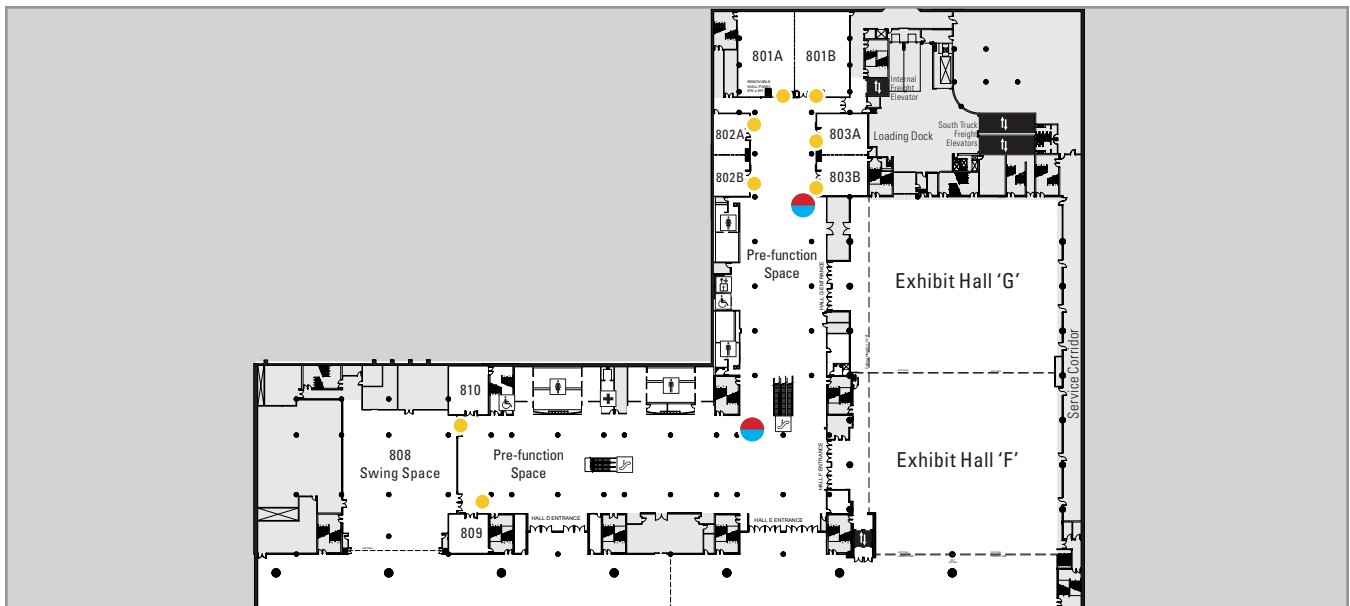
Level 800
Full screen x 2; Banner x 2

Screens

55" LCD

Specifications

full screen: 1360 x 768 pixels
banner: 1360 x 150 pixels
.jpg, .mov, .mp4



LCD Full Screen & Banner / outside Hall E



LCD Full Screen & Banner / outside 803B

Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Meeting Room

Policies

No Exclusive rights on digital walls / screens unless entire MTCC building is rented.

Meeting Room Digital Walls are only for rented meeting room spaces.

North Building Digital Walls: these signs can only be exclusive if the North Building is rented.

South Building Digital Walls: these signs can only be exclusive if the South Building is rented.

Bridge Digital Wall: these signs can only be exclusive if the entire building is rented.

Images / animations to be submitted a minimum of **10 business days** before event move-in date.

All content to be reviewed and approved by MTCC.

Please speak with Digital Media and Advertising Sales Manager for further details.

Digital Media and Advertising Sales Manager
Metro Toronto Convention Centre

