



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:

Ryan Partridge, Chief Information Officer at rpartridge@mtccc.com

Digital Advertising



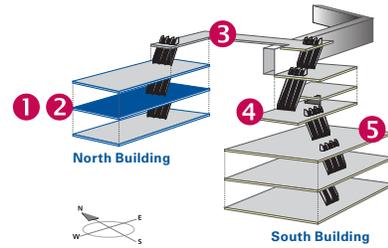


Digital Walls

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

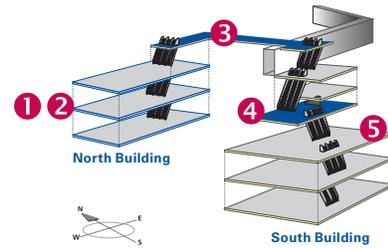
Overall size: 15.93' x 4.50'
Eight 55" LCDs tiled

Specifications

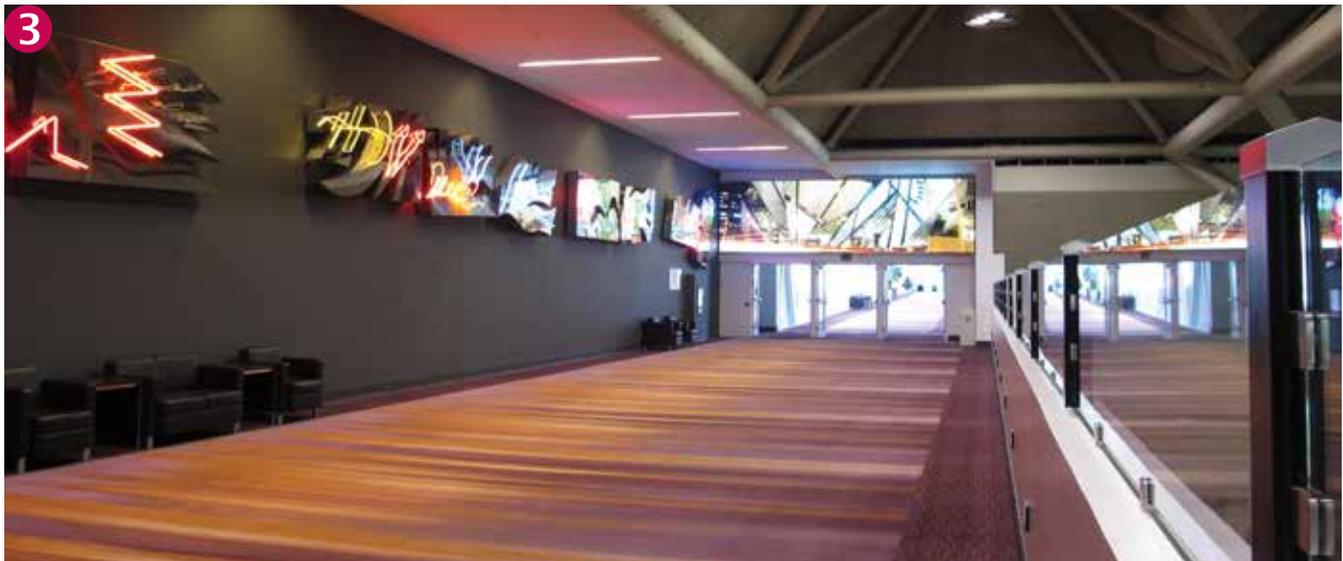
3840 x 1080 pixels
.jpg, .mov, .mp4



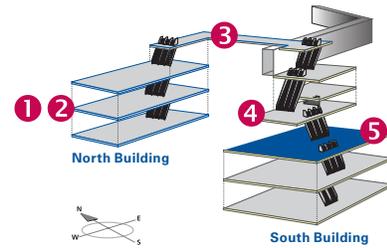
Digital Walls



| 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

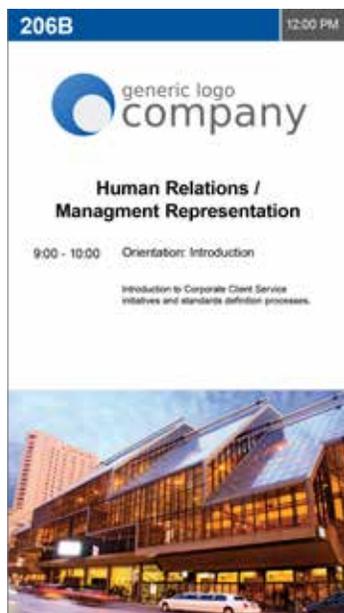
Screens

40" LCD

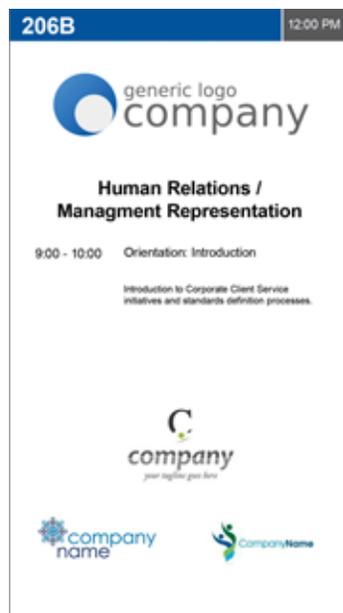
Specifications *(fullscreen)*

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

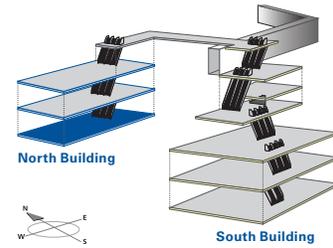
Locations: Common attendee entrances and high traffic areas of pre-function space.
Total of 22 interior LCD screens.

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

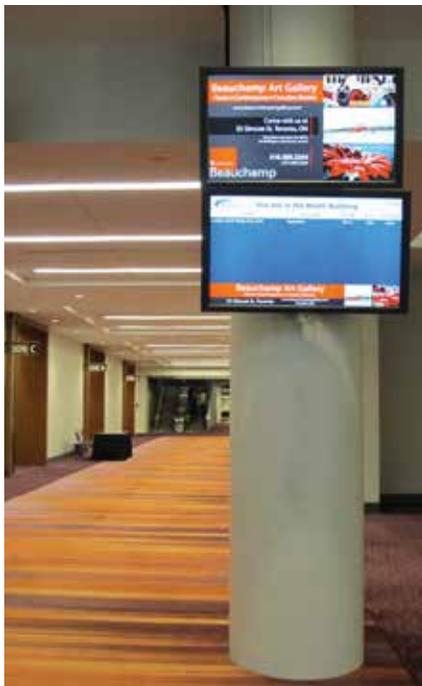
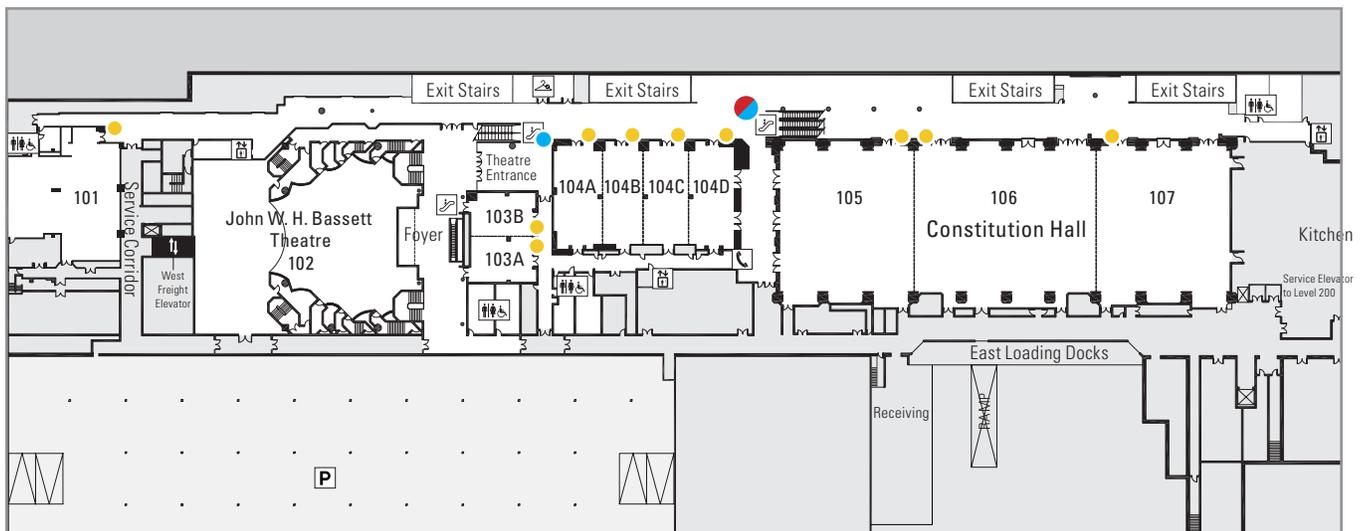
Level 100
Full screen x 1; Banner x 2

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

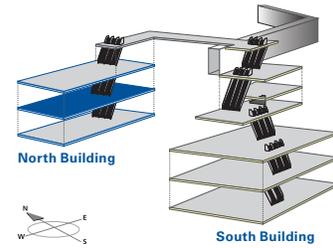


LCD Banner / John W. H. Bassett Theatre pre-function

Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Meeting Room

Interior LCD Digital Screens



Location

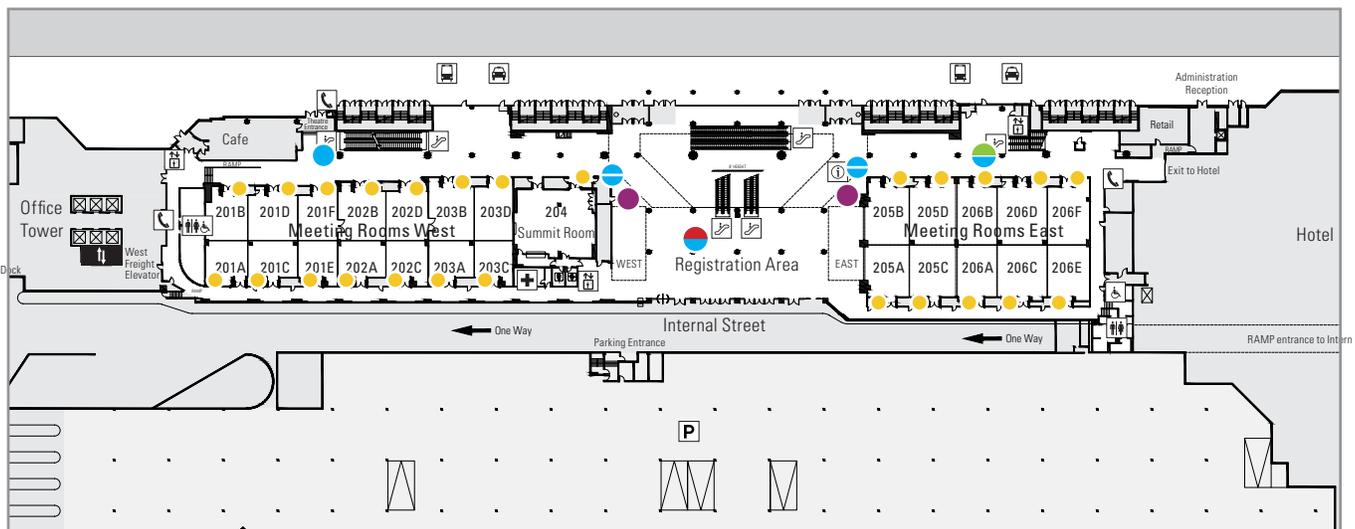
Level 200
Full screen x 1; Banner x 7

Screens

55" LCD

Specifications

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

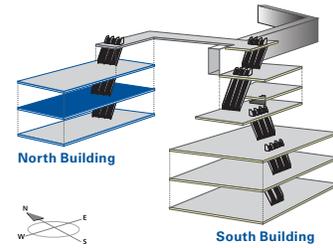


Glossary of Symbols

- 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



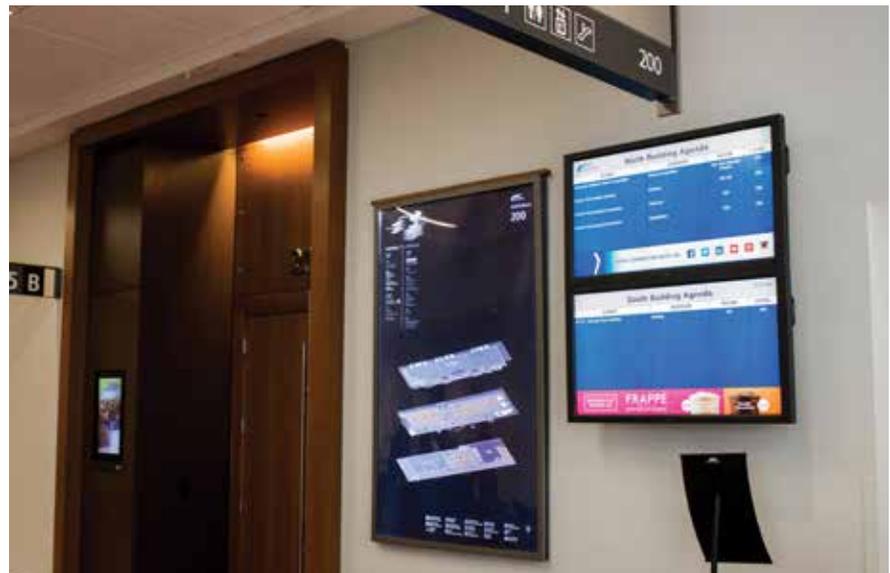
LCD Banner / outside 201F



LCD Banner / West Registration Area

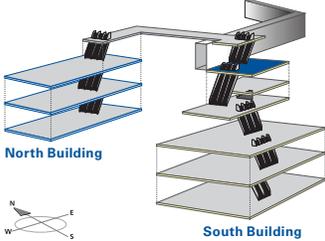


LCD Banner / outside 206D



LCD Banner / East Registration Area, Guest Services

Interior LCD Digital Screens



Location

PATH Level, Banner x 1

Screens

55" LCD

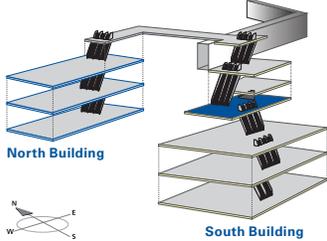
Specifications

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

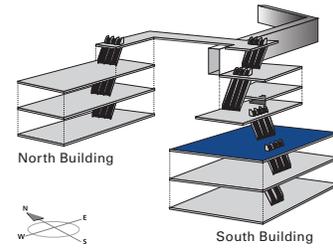
Specifications

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



LCD Banner / Guest Services

Interior LCD Digital Screens



Location

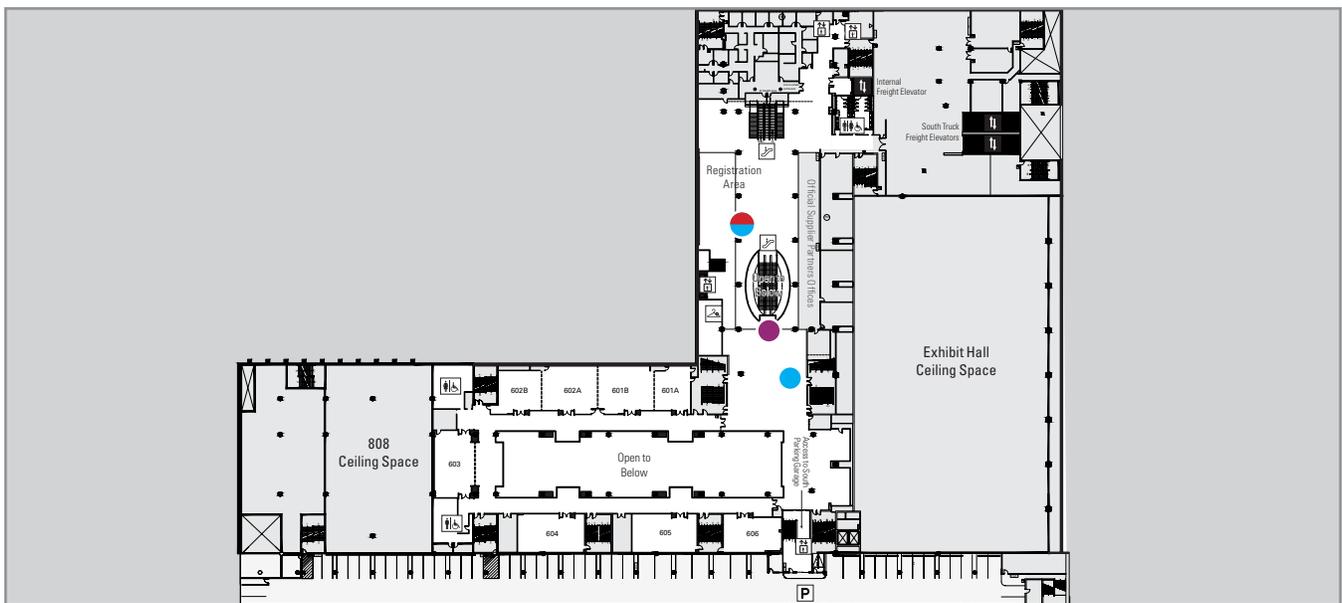
Level 600
Full screen x 1; Banner x 2

Screens

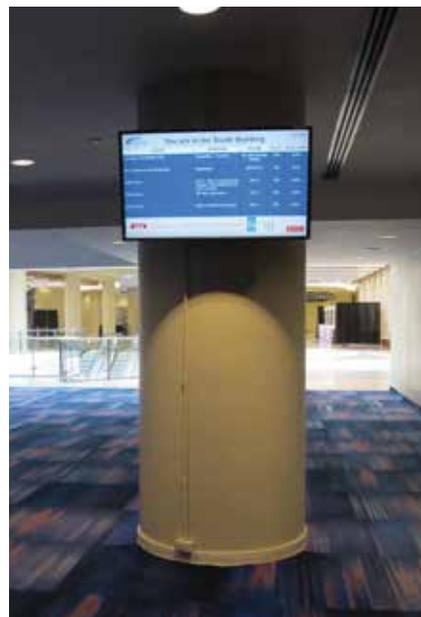
55" LCD

Specifications

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



LCD Full Screen & Banner /
Registration area

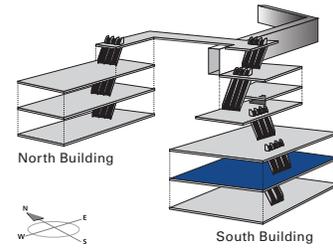


LCD Banner / South parking entrance

Glossary of Symbols

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

Interior LCD Digital Screens



Location

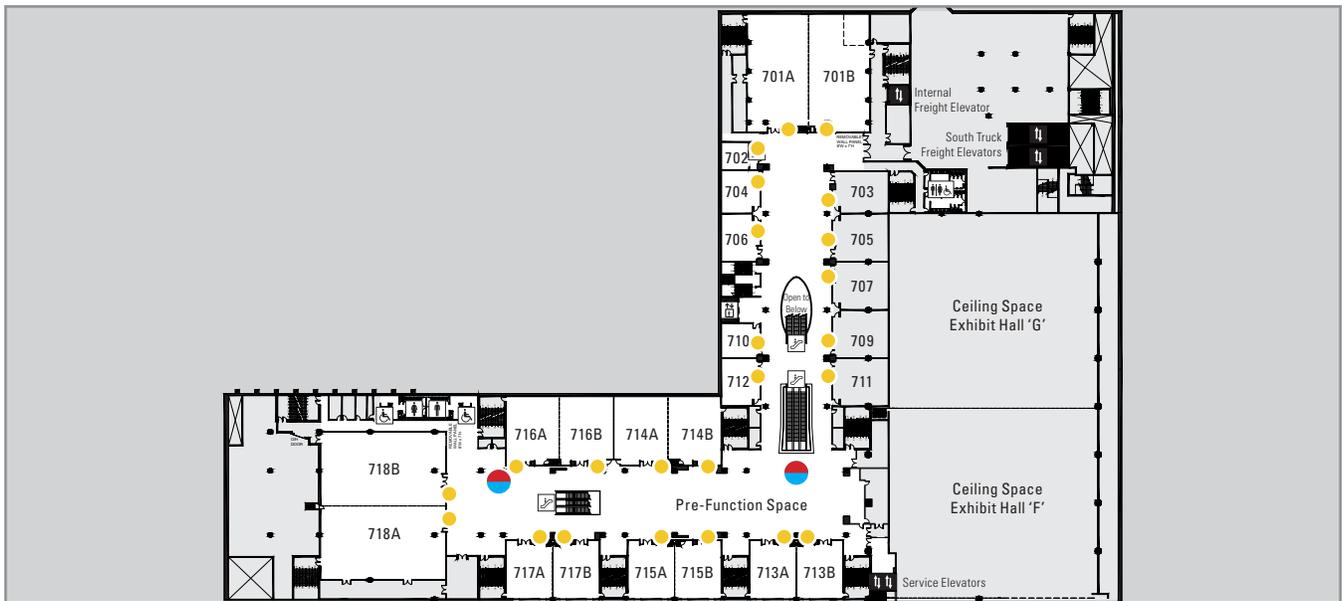
Level 700
Full screen x 2; Banner x 2

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

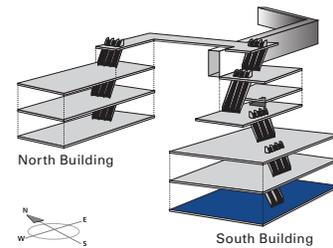


LCD Full Screen & Banner / outside 716A

Glossary of Symbols

- LCD Full Screen
- LCD Banner
- Meeting Room

Interior LCD Digital Screens



Location

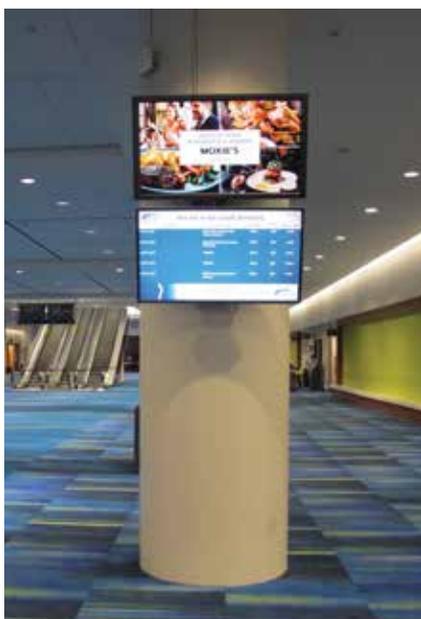
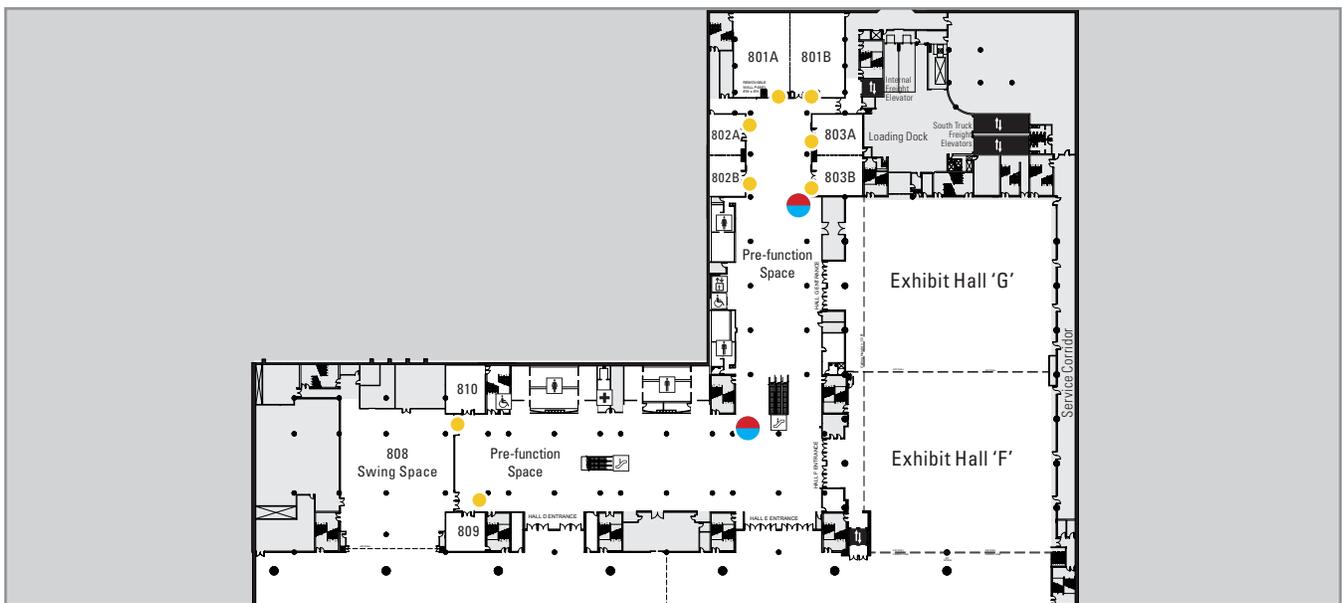
Level 800
Full screen x 2; Banner x 2

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.

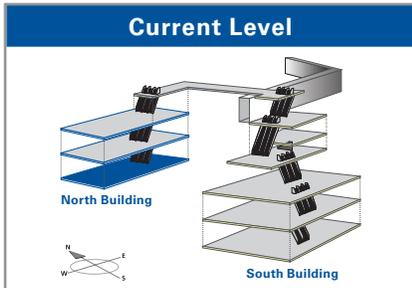
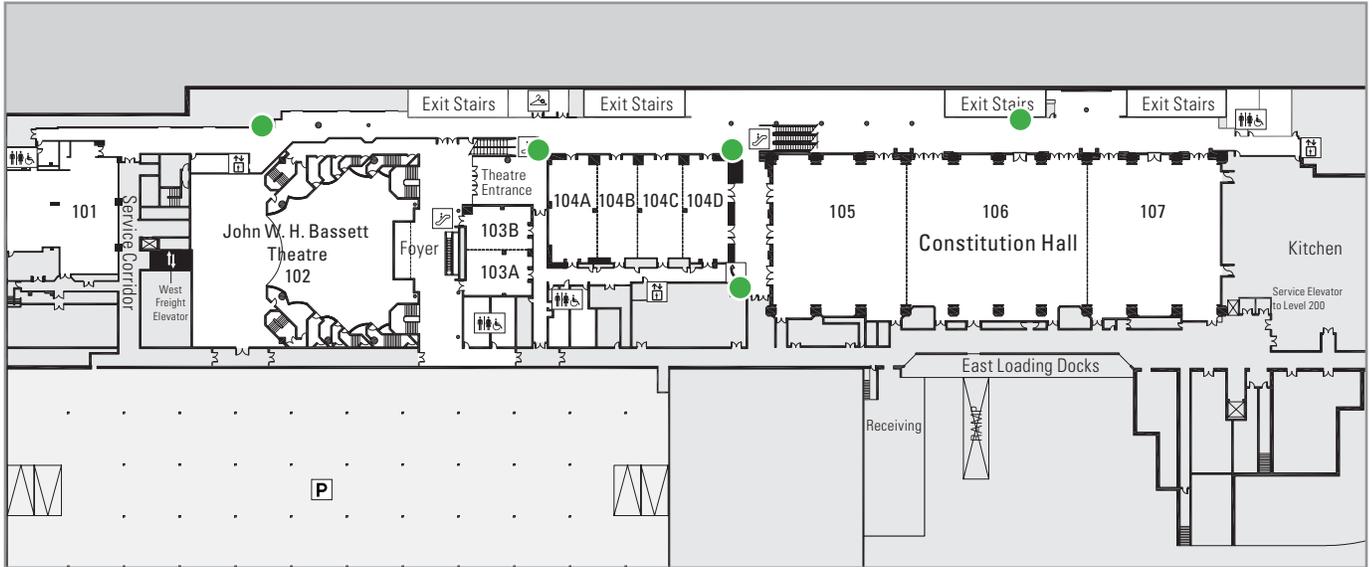
Please contact Ryan Partridge, Chief Information Officer at rpartridge@mtccc.com for further details.

Print Advertising



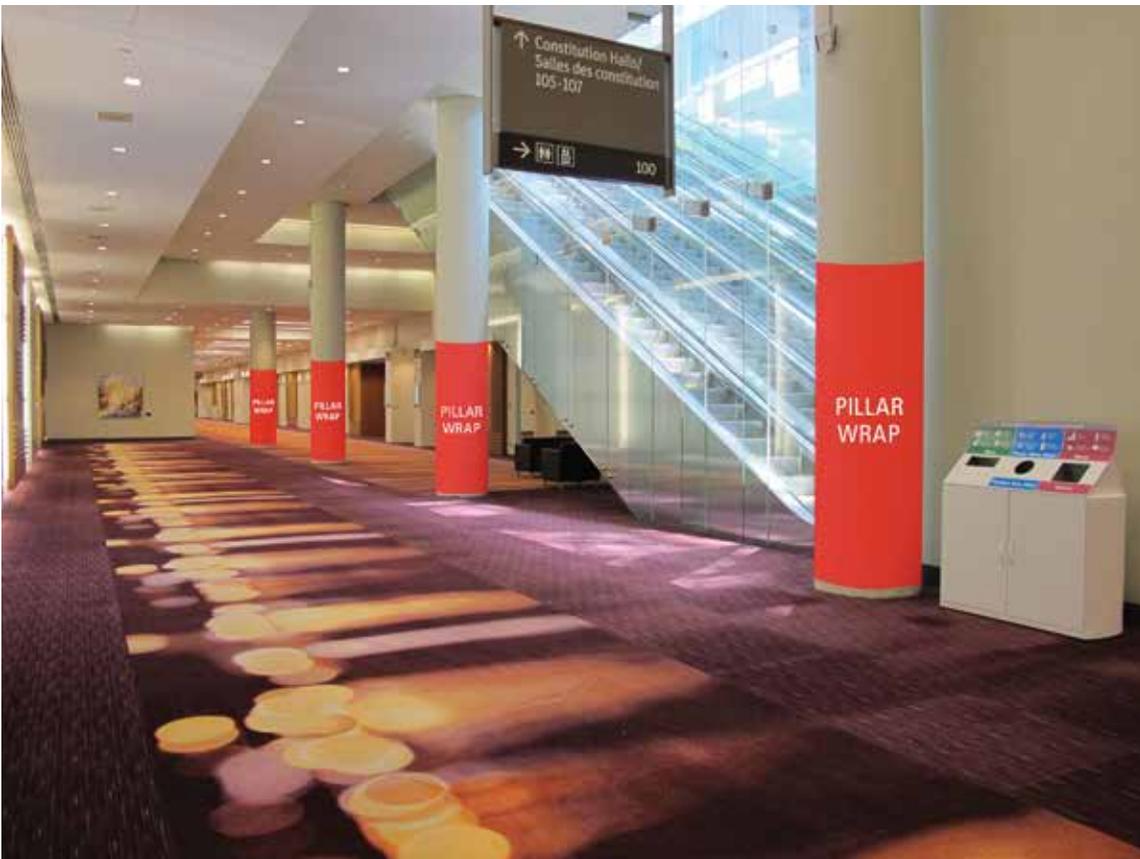
North Building

LEVEL 100 Print Advertising Opportunities





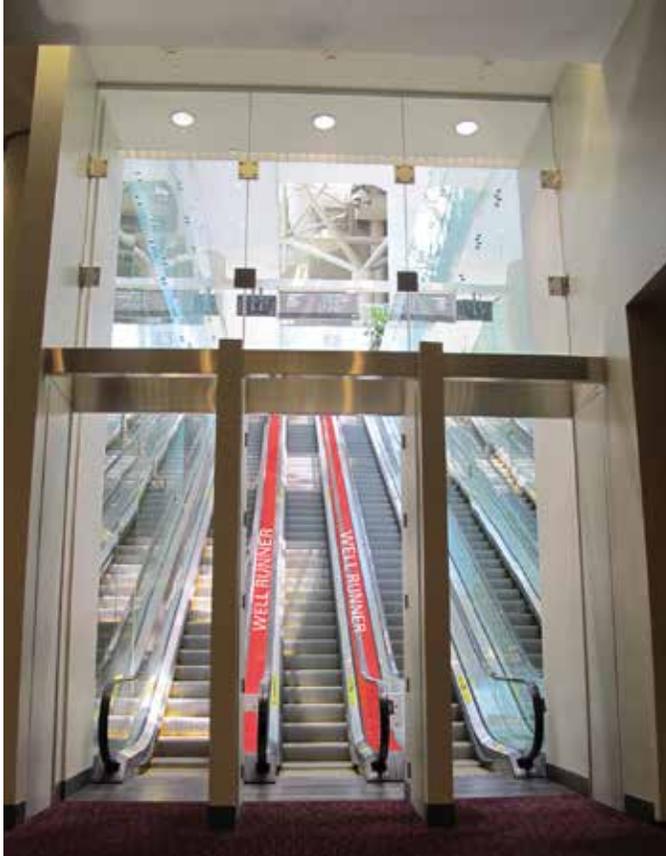
Example 1.
Pillar wrap – Lounge,
Constitution Hall



Example 2.
Pillar wraps
Pre-function,
Constitution Hall



Example 3.
Glass decals
Pre-function,
main escalators



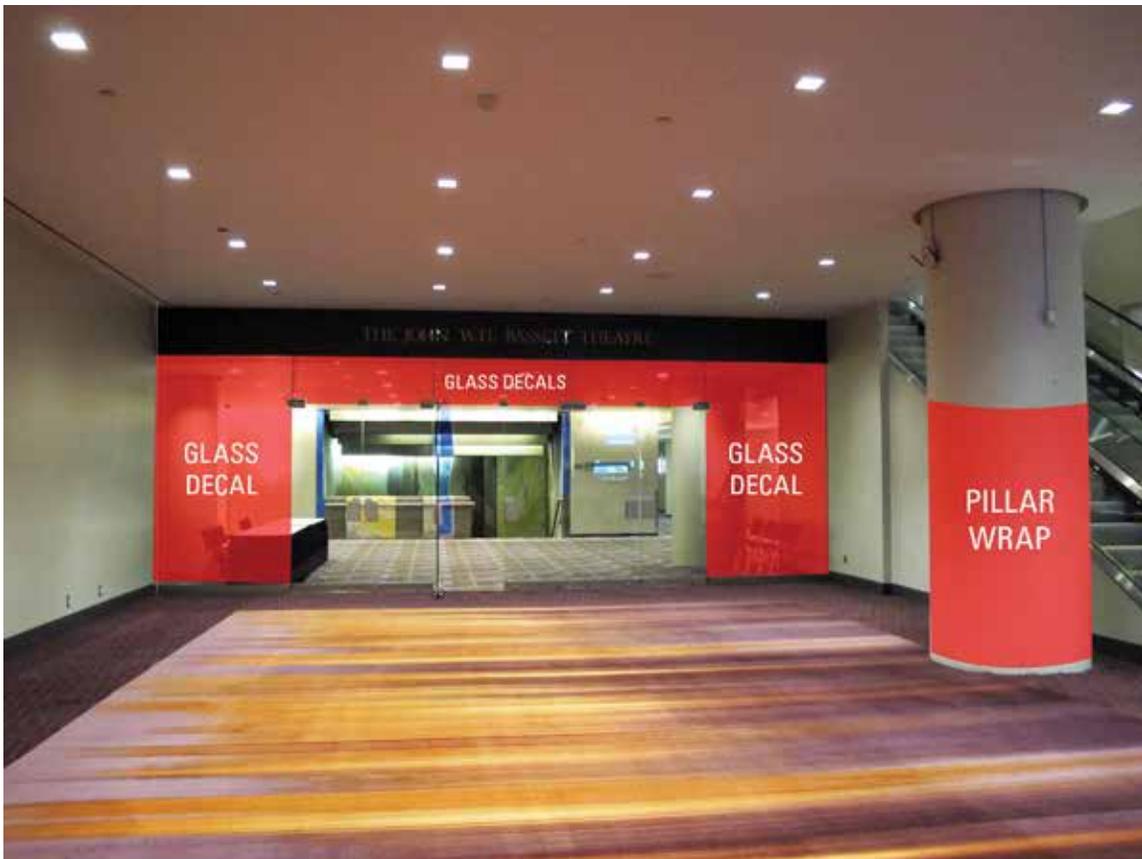
Example 4. Glass decals and escalator well runners –
Pre-function, main escalators up to Level 200



Example 5. Escalator well runner – Theatre pre-function
escalators up to Level 200



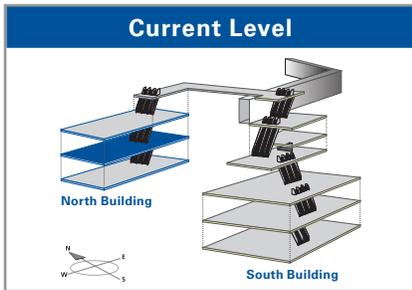
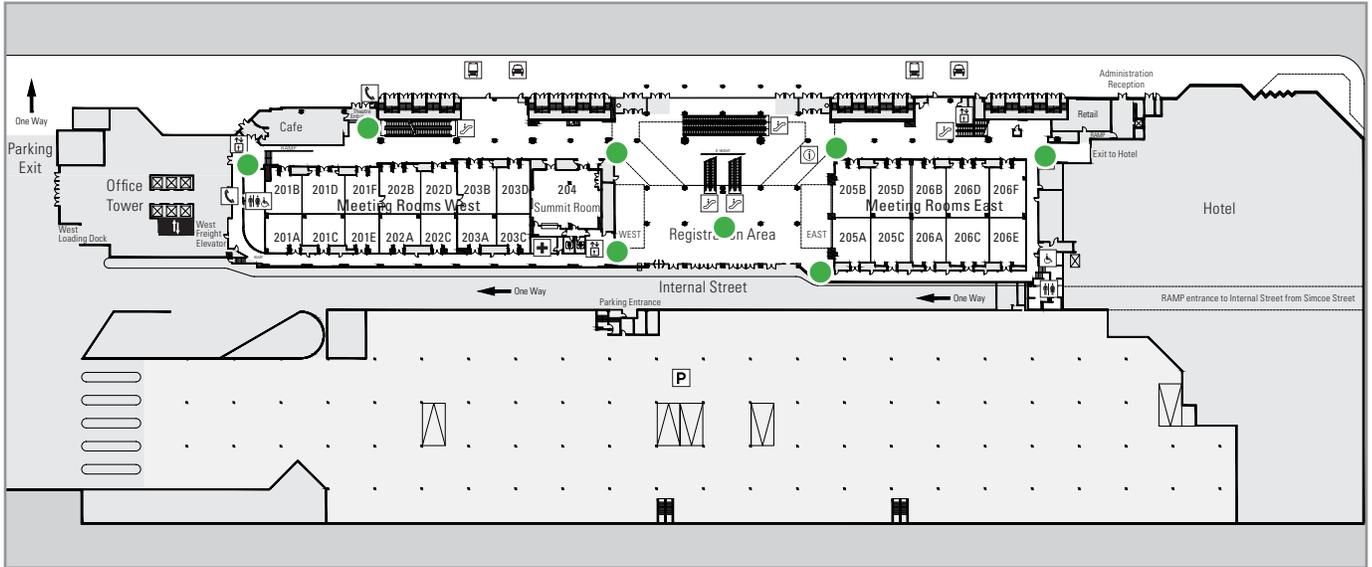
Example 6.
Glass decals
Theatre pre-function
escalators up to
Level 200



Example 7.
**Glass decals
and pillar wrap**
Theatre pre-function

North Building

LEVEL 200 Print Advertising Opportunities

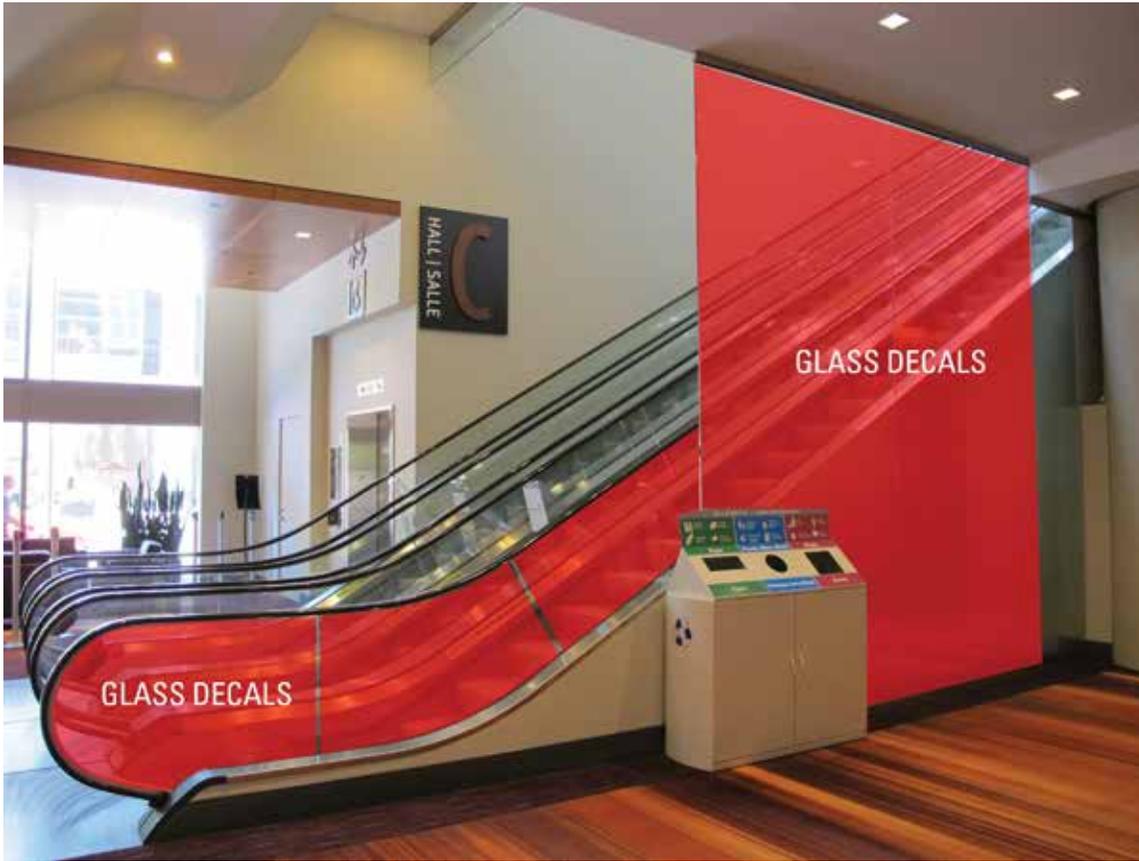




Example 1.
Glass decal
Lounge area,
across Room 206F



Example 2.
**Escalator well
runners**
Pre-function, east
hall meeting rooms,
escalators up to
Exhibit Hall C / South
Building



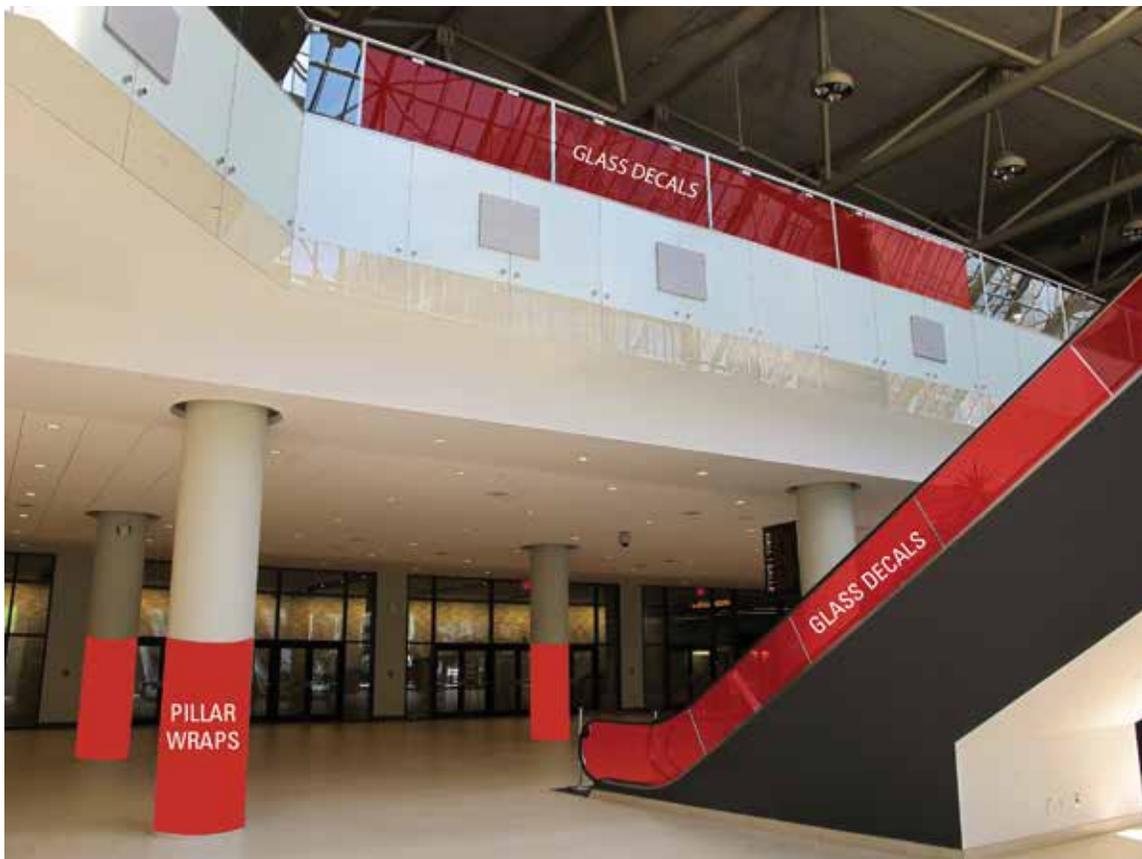
Example 3.
Glass decals
Pre-function, east hall meeting rooms, escalators up to Exhibit Hall C / South Building



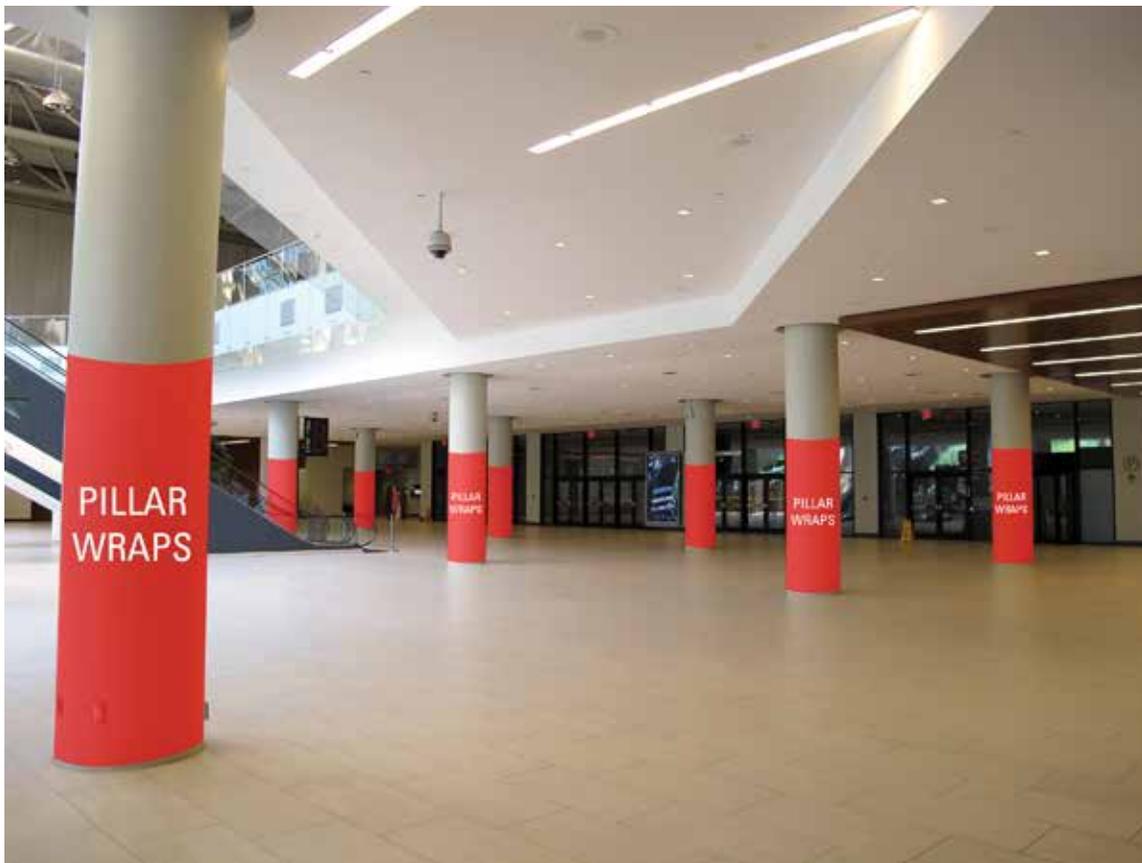
Example 4.
Pillar wraps
Pre-function, east hall meeting rooms



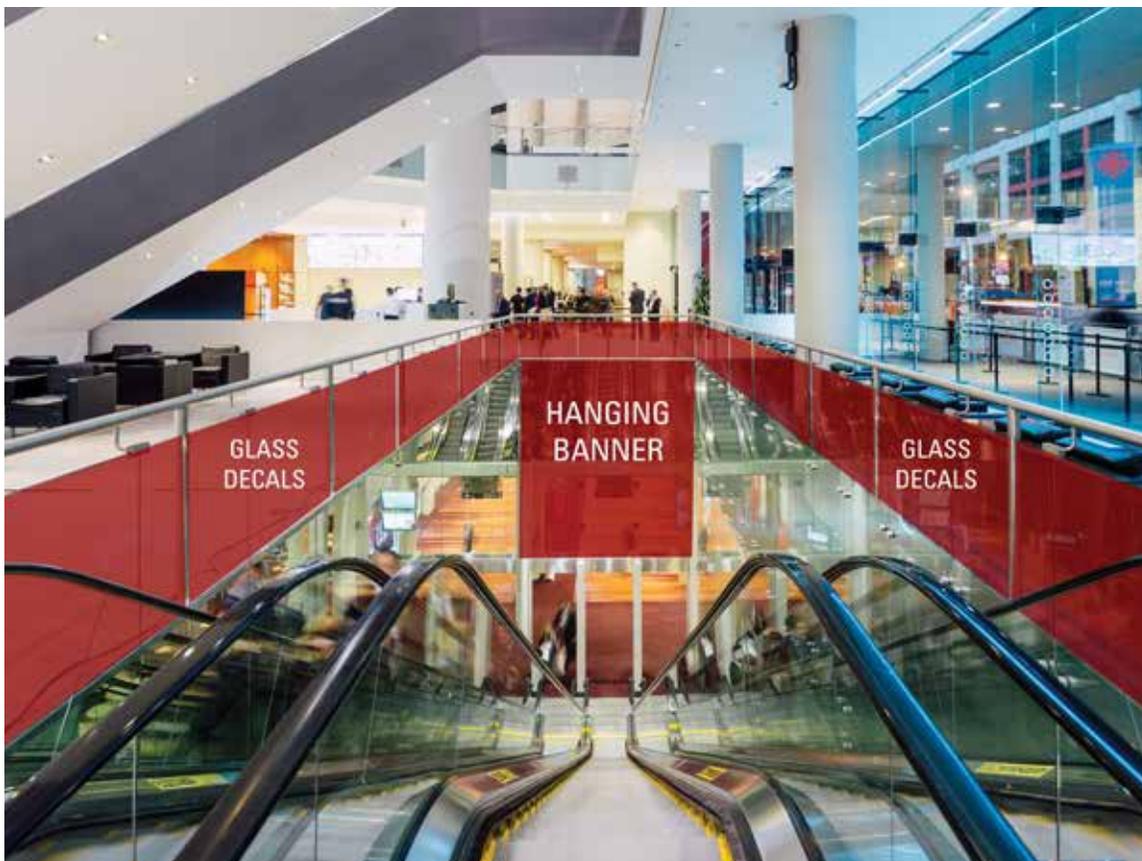
Example 5.
Escalator well
runners and
glass decals
Registration area
escalators up
to Exhibit Hall B



Example 6.
Glass decals, pillar
wraps and hanging
banners
Registration area



Example 7.
Pillar wraps
Registration area



Example 8.
Glass decals
Registration area
escalators down to
Level 100



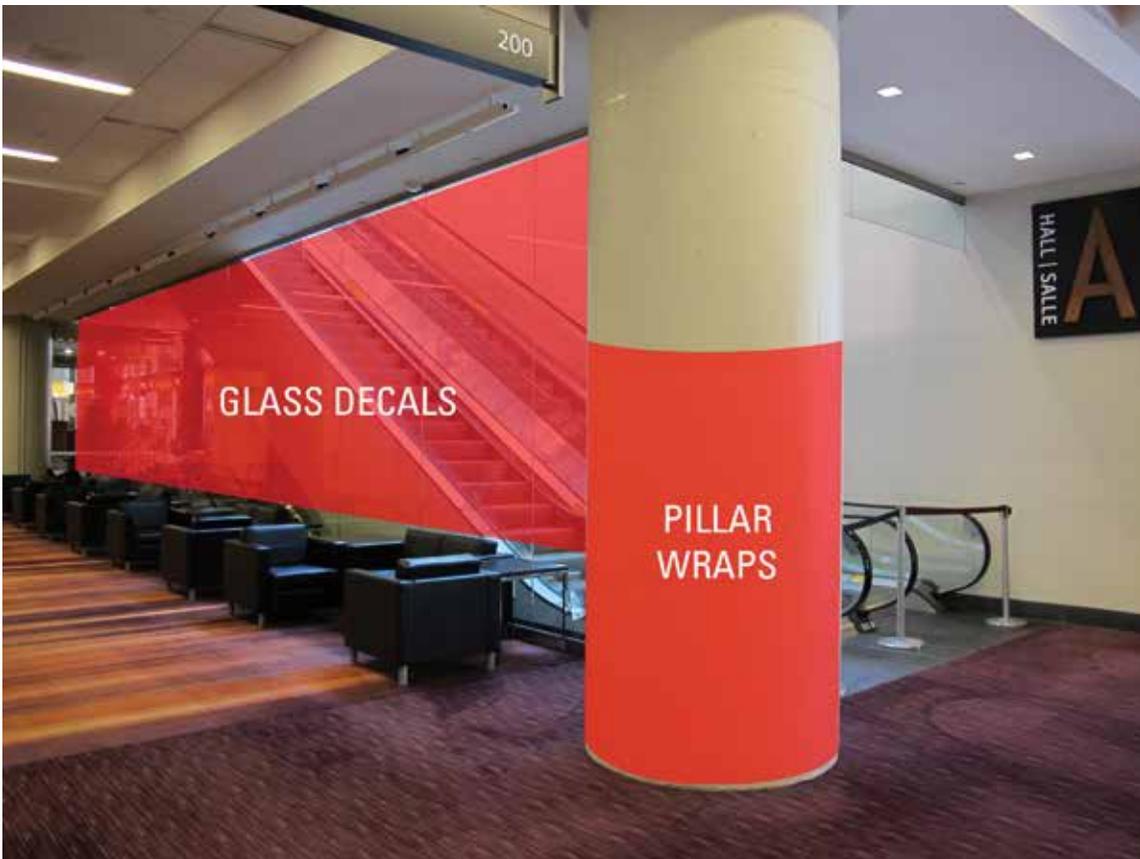
Example 9.
Glass decals and escalator well runners
Registration area
escalators down to
Level 100



Example 10.
Pillar wraps
Pre-function, west
hall meeting rooms



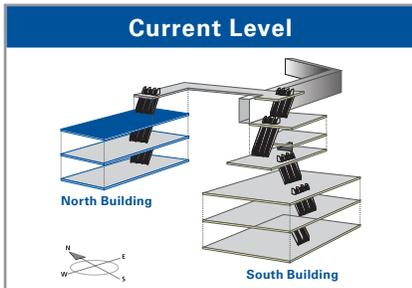
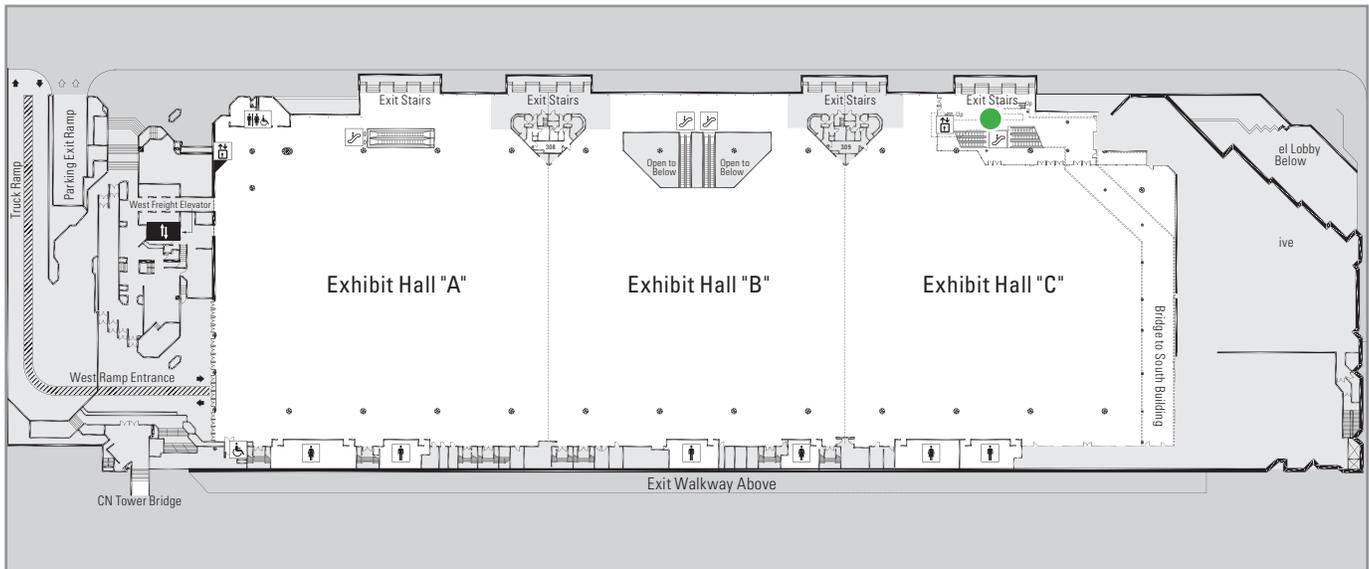
Example 11.
Escalator well runner
Pre-function, west hall meeting rooms, escalators up to Exhibit Hall A

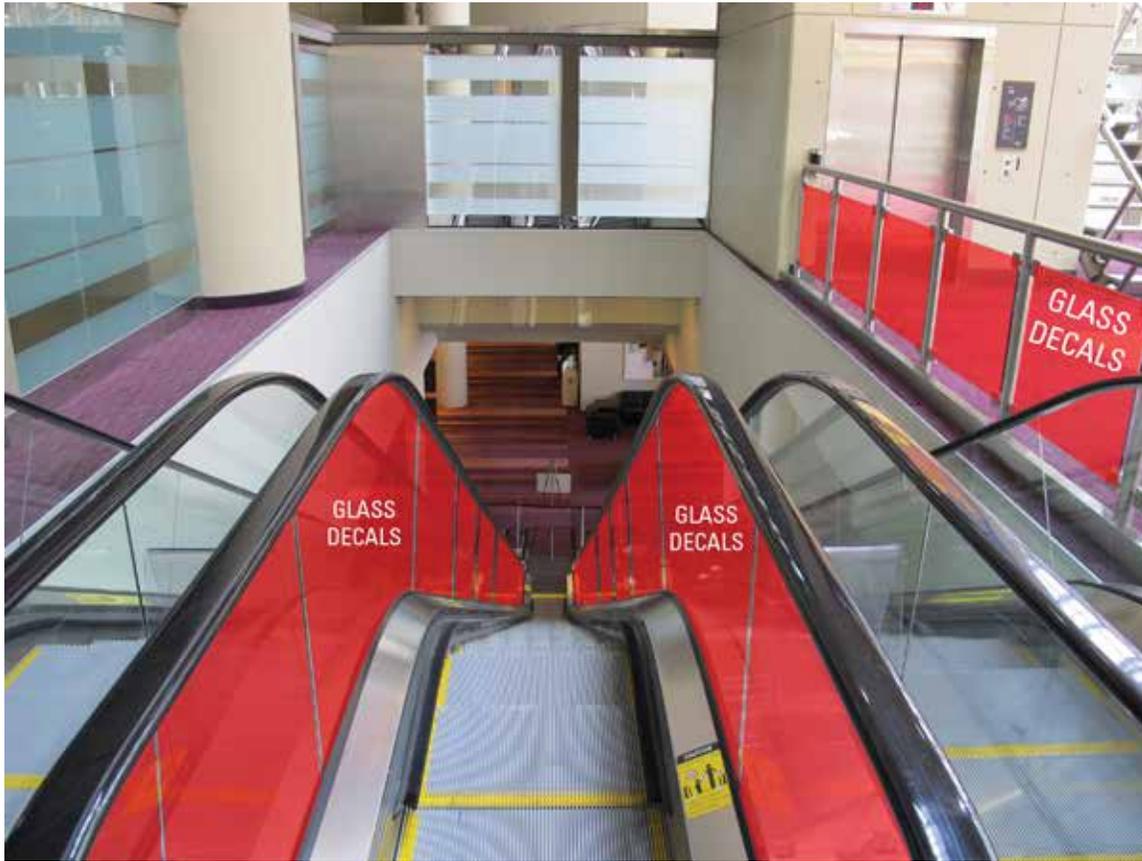


Example 12.
Glass decals and pillar wrap
Pre-function, west hall meeting rooms, escalators up to Exhibit Hall A

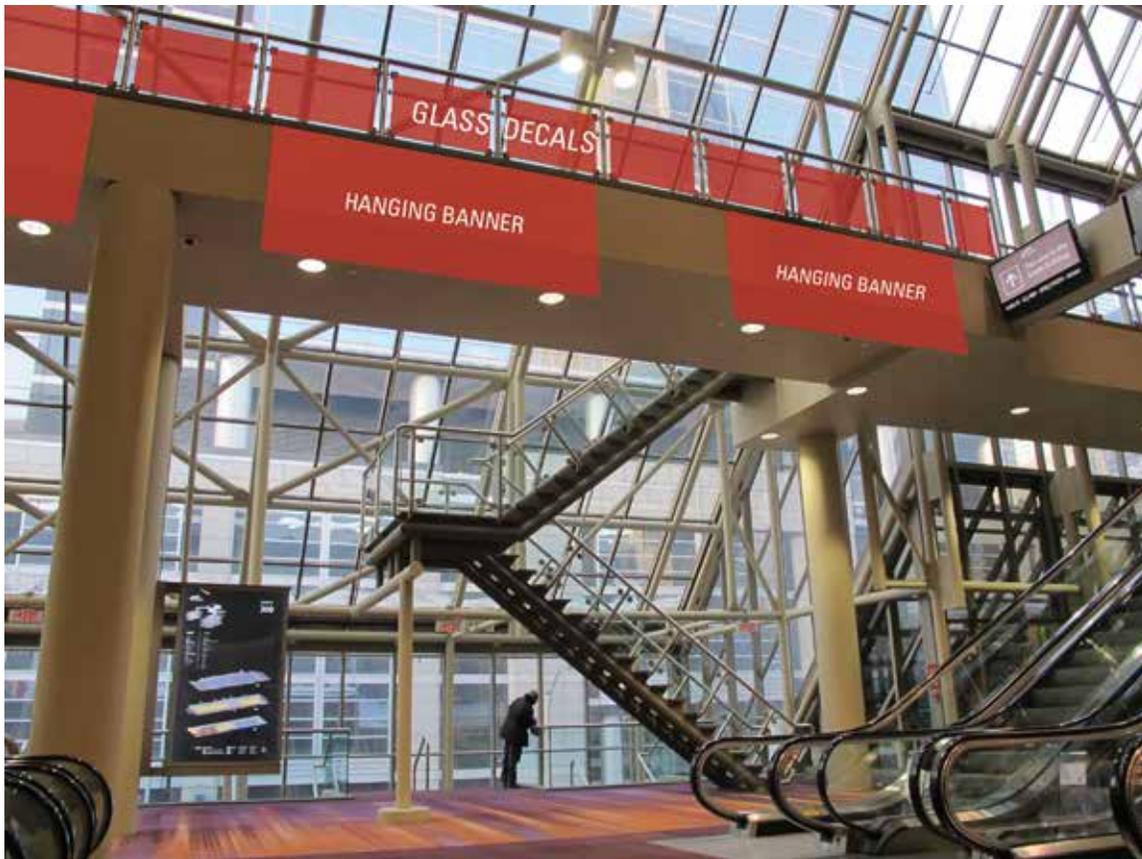
North Building

LEVEL 300 Print Advertising Opportunities





Example 1.
Glass decals
Pre-function Exhibit
Hall C escalators
down to Level 200
east hall meeting
rooms



Example 2.
**Glass decals and
hanging banners**
up on Bridge Level
view from pre-
function escalators
Exhibit Hall C



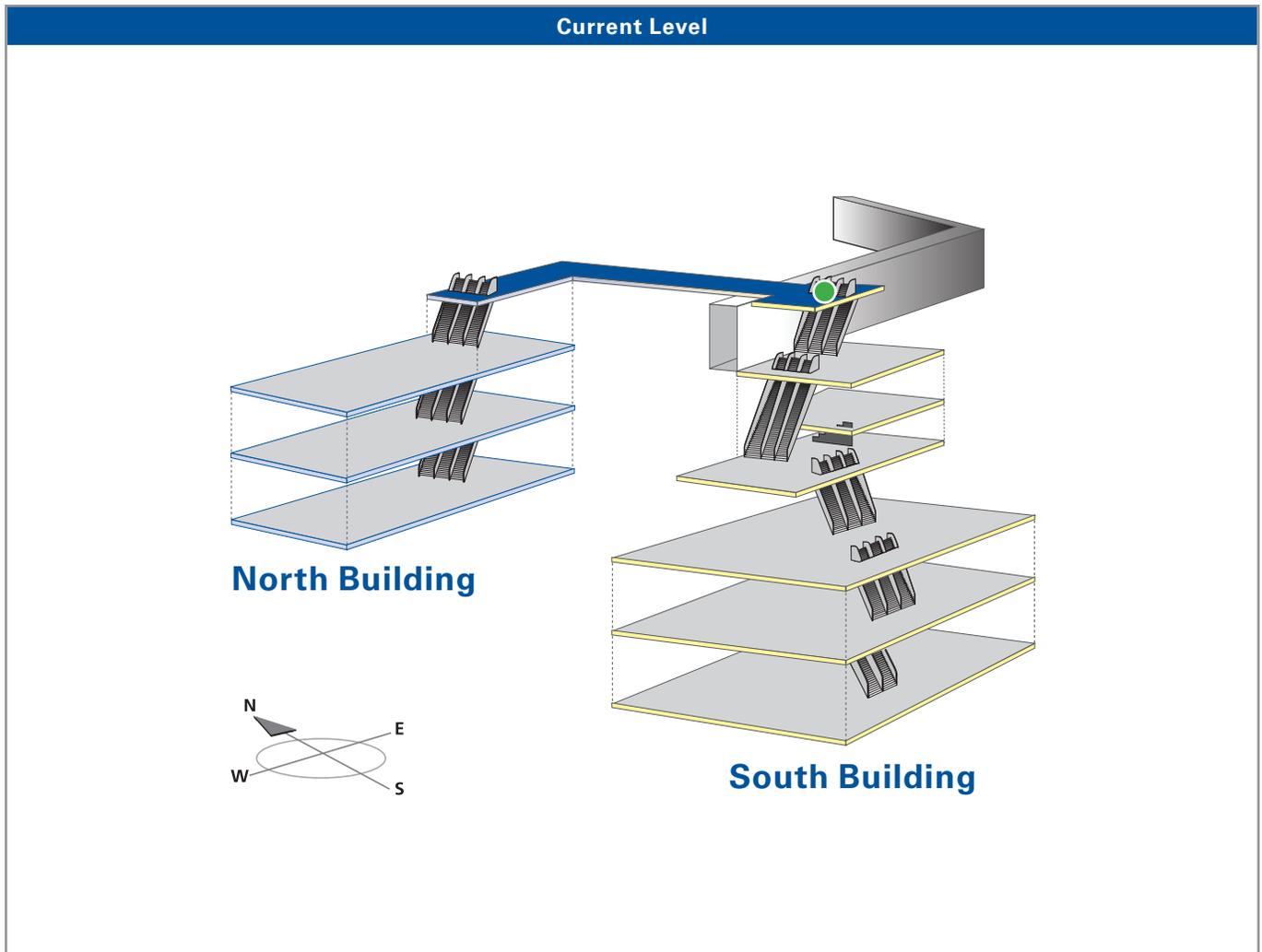
Example 3.
Glass decals and escalator well runner
Pre-function Exhibit Hall C escalators up to Bridge Level



Example 4.
Black out drape
black out drape with a solid structure installed for the main entrances to the Exhibit Hall

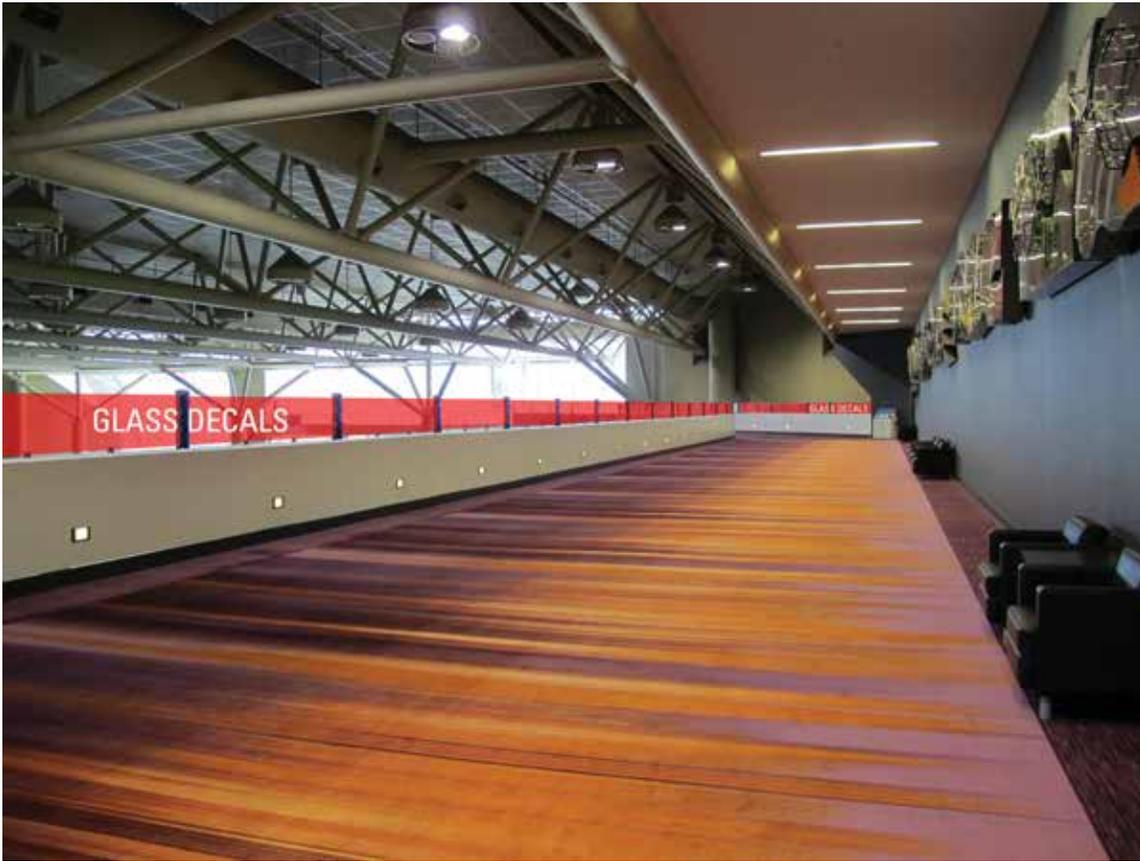
■ North - South Building

BRIDGE LEVEL Print Advertising Opportunities

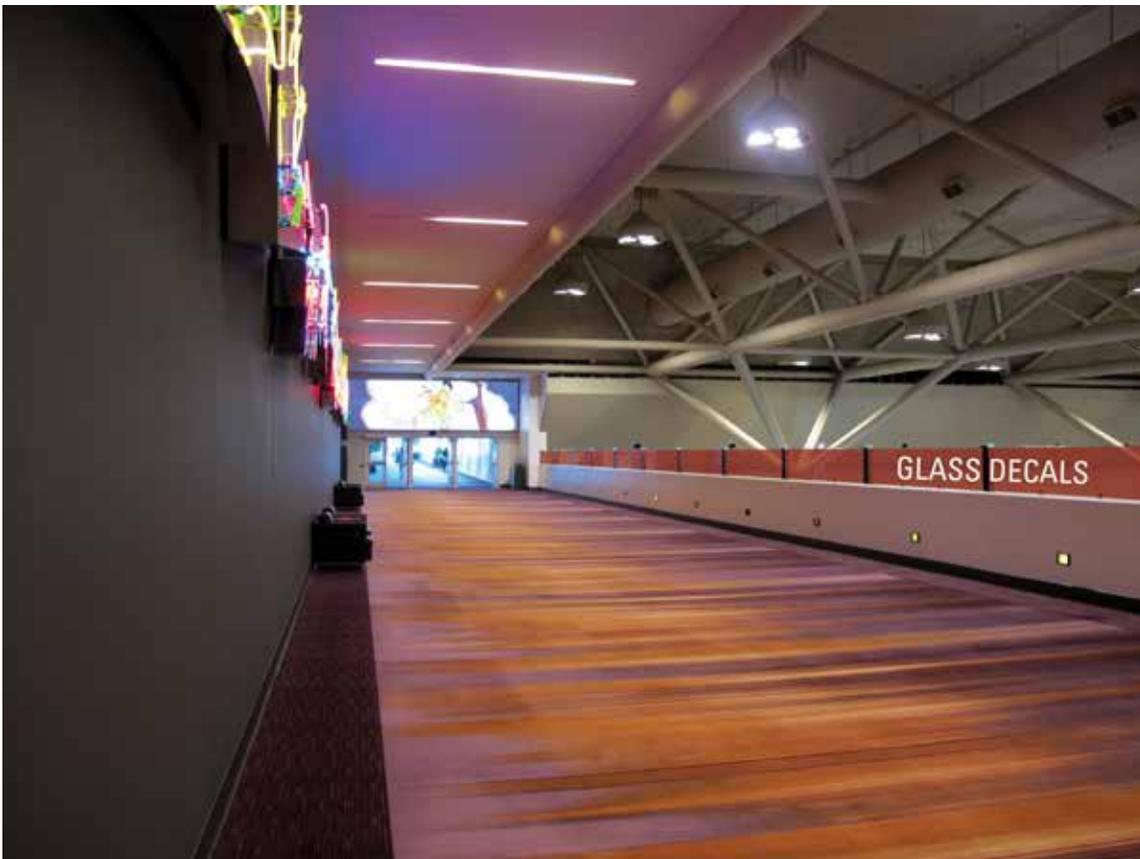


Glossary of Symbols

- Directory



Example 1.
Glass decals
Connecting Bridge
over Exhibit Hall C
(view to north)



Example 2.
Glass decals
Connecting Bridge
over Exhibit Hall C
(view to south)



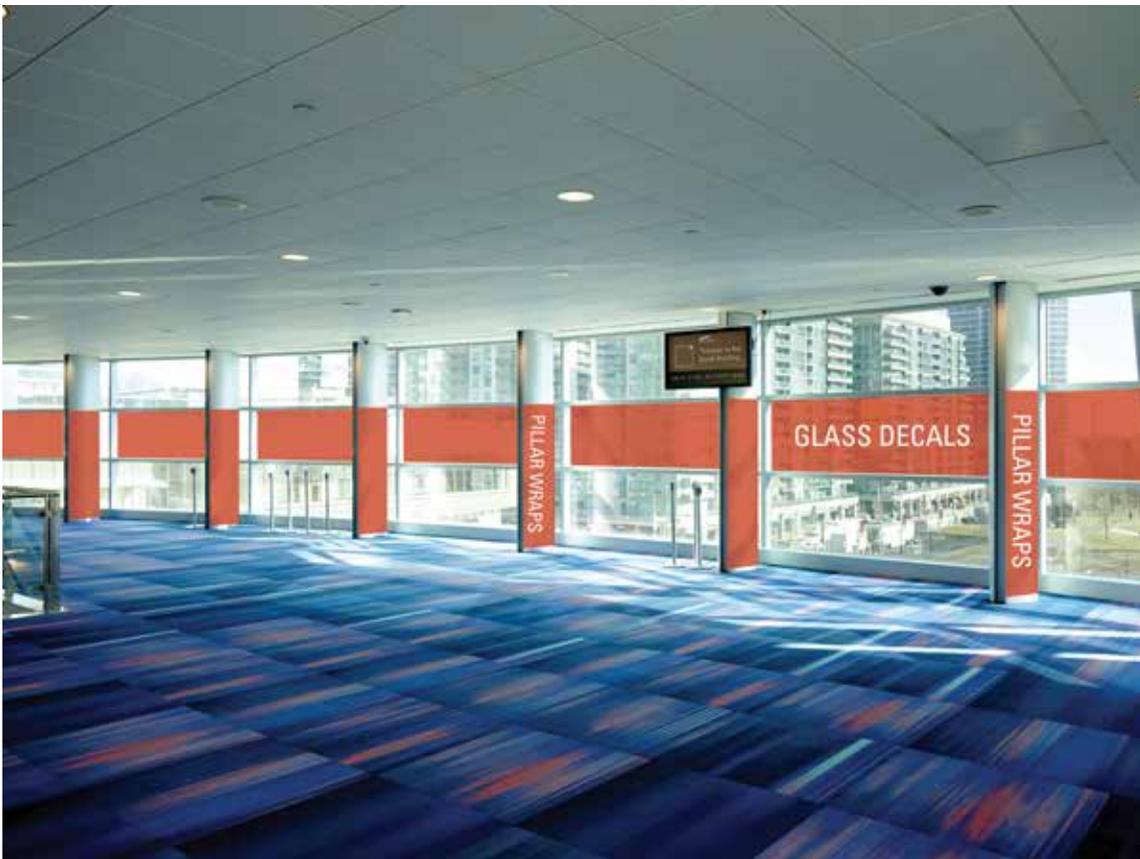
Example 3.
Ceiling and hanging banners
Connecting Bridge
(view to south)



Example 4.
Glass decals
Connecting Bridge
(view to south)



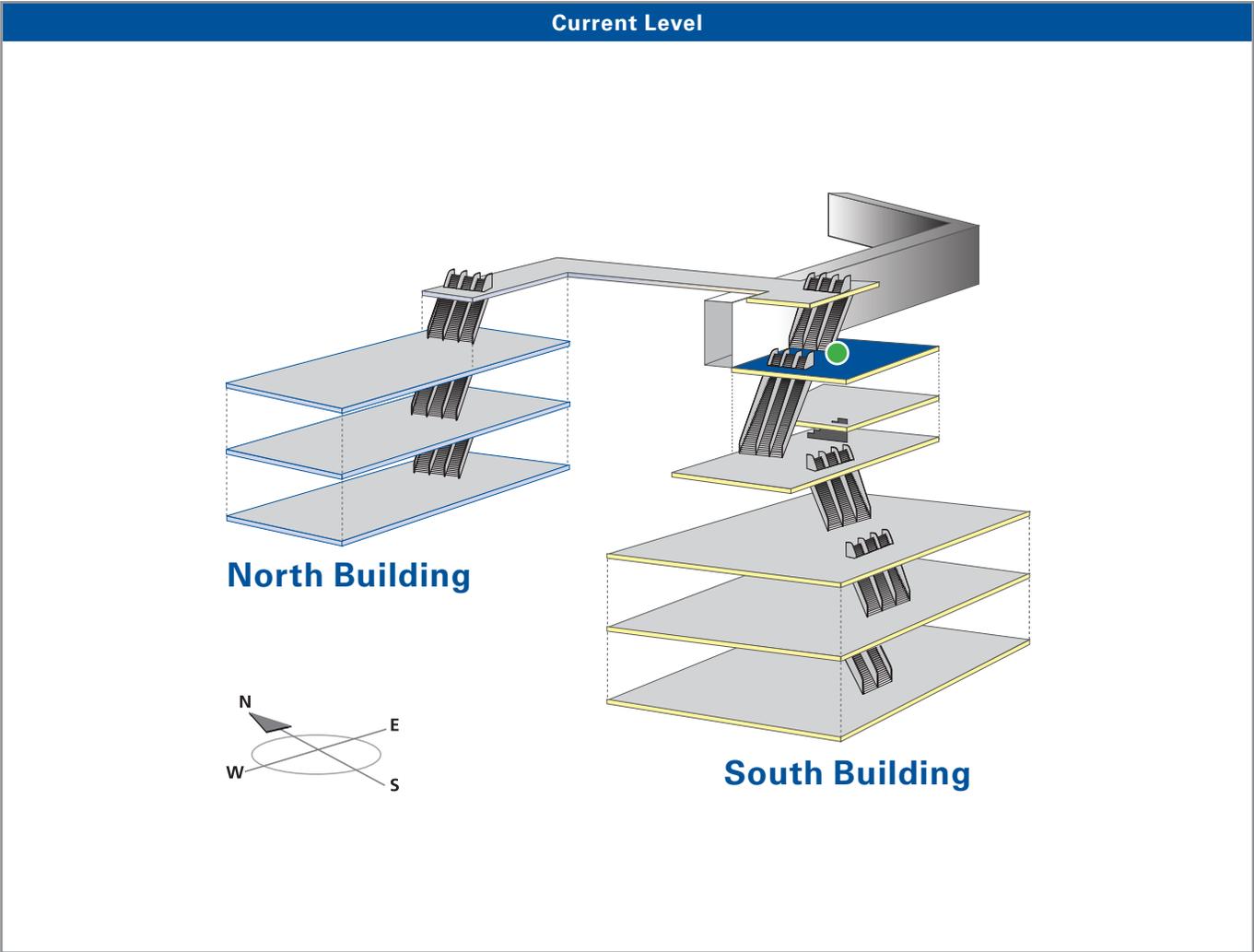
Example 5.
Glass decals
Connecting Bridge
(south side)



Example 6.
**Pillar wraps and
glass decals**
Connecting Bridge
(south side)

■ South Building

PATH LEVEL Print Advertising Opportunities



| Glossary of Symbols | |
|---------------------|-----------|
| ● | Directory |



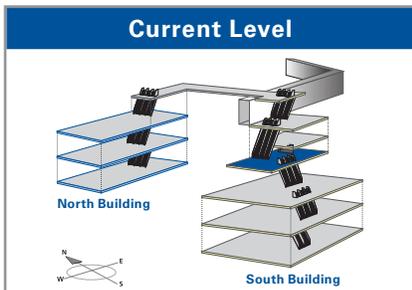
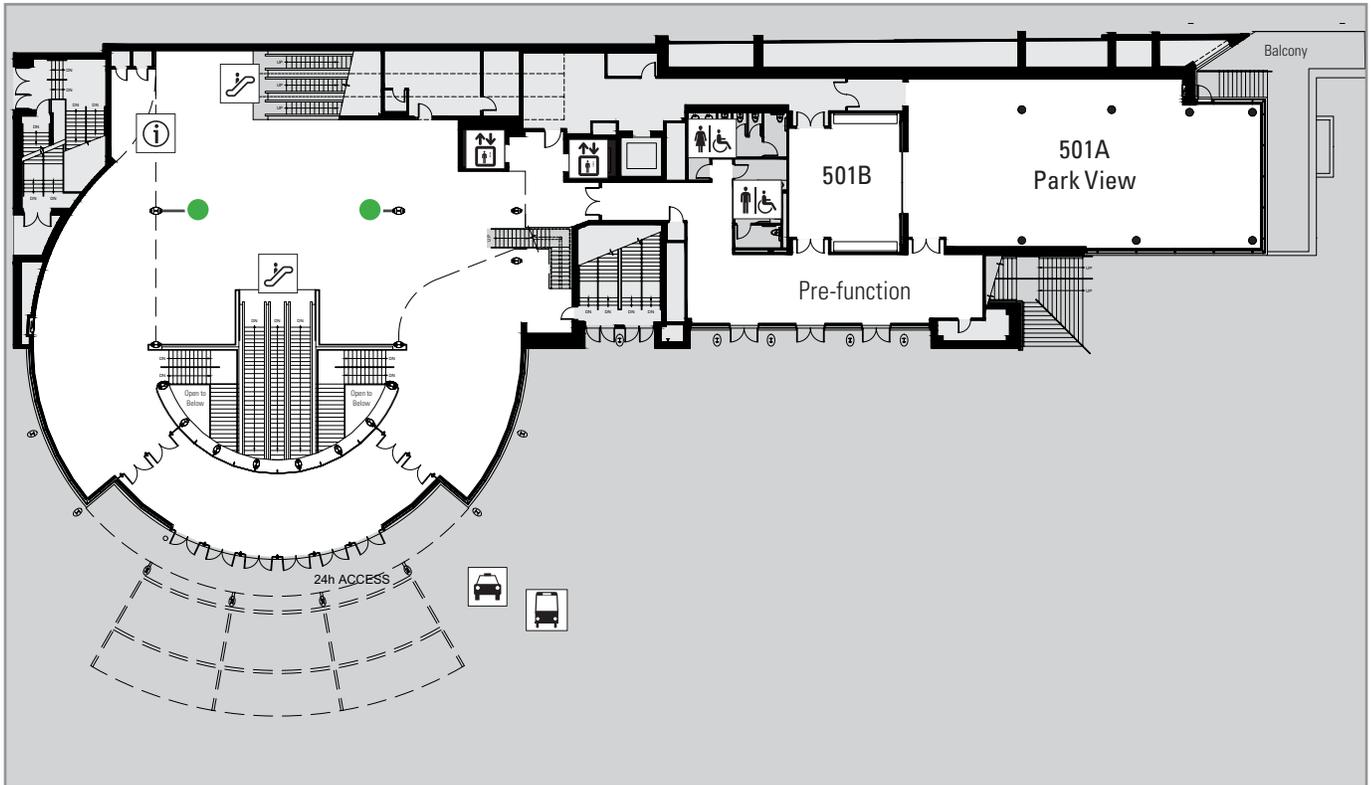
Example 1.
Glass decals, escalator well runners, and pillar wraps
PATH Level, escalators up to Bridge Level



Example 2.
Pillar wraps
PATH Level, exit to skywalk to Union Station

■ South Building

LEVEL 500 Print Advertising Opportunities





Example 1.
Wall panel
Lobby escalators up
to PATH Level



Example 2.
**Glass decals and
well runners**
Lobby escalators up
to PATH Level



Example 3.
Glass decals
Lobby view up to
pre-function Room
401 - Terrace View



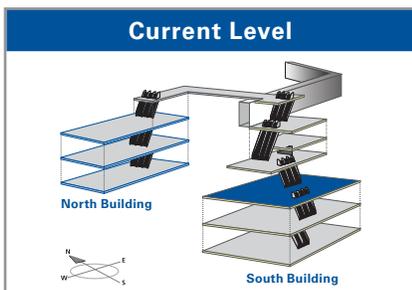
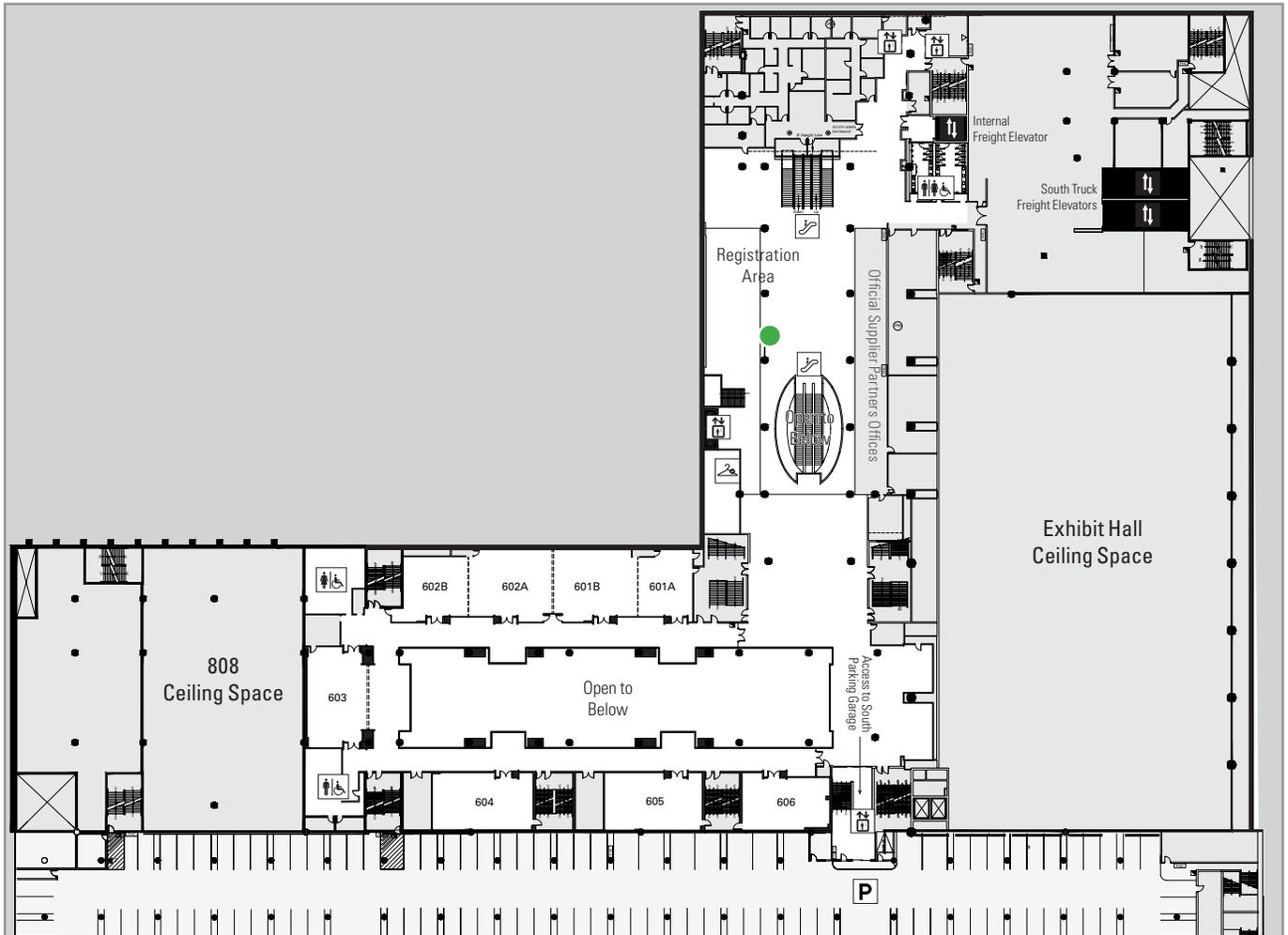
Example 4.
Glass decals
Lobby escalators
down to Level 600

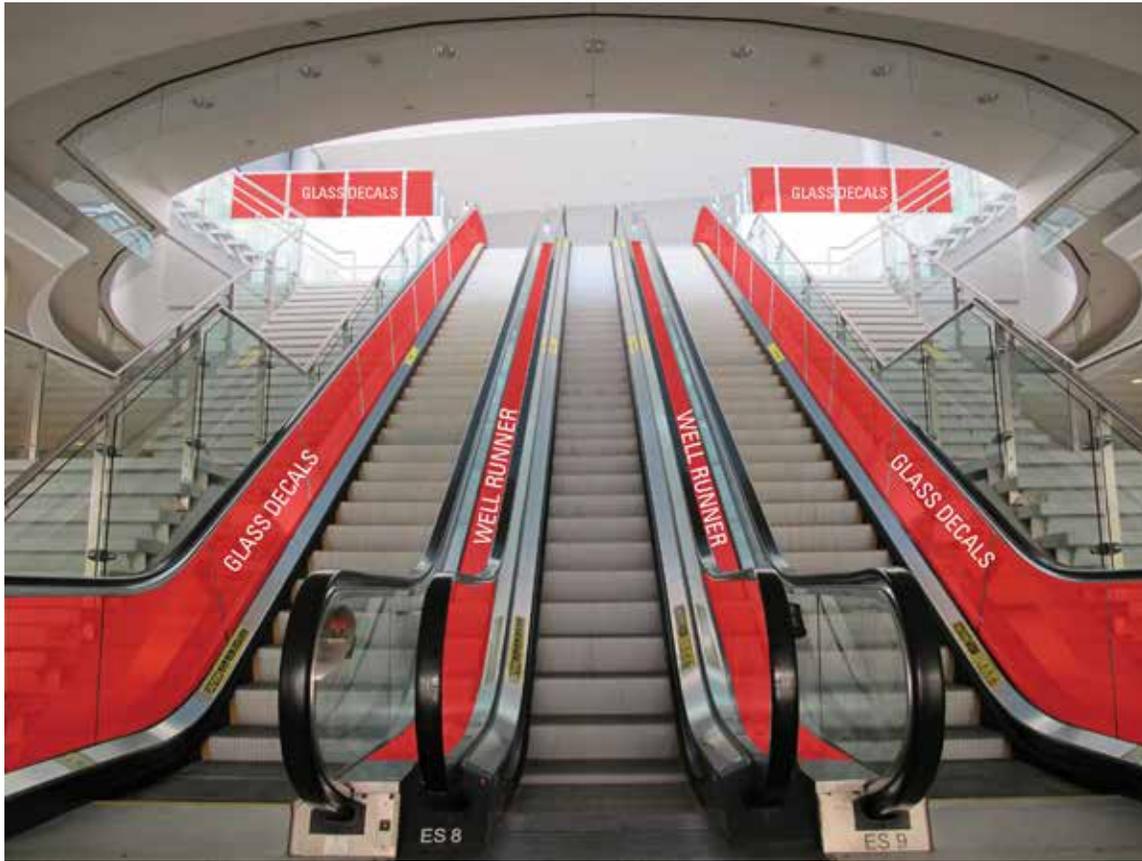


Example 5.
Glass decals
main entrance to
Lobby

■ South Building

LEVEL 600 Print Advertising Opportunities

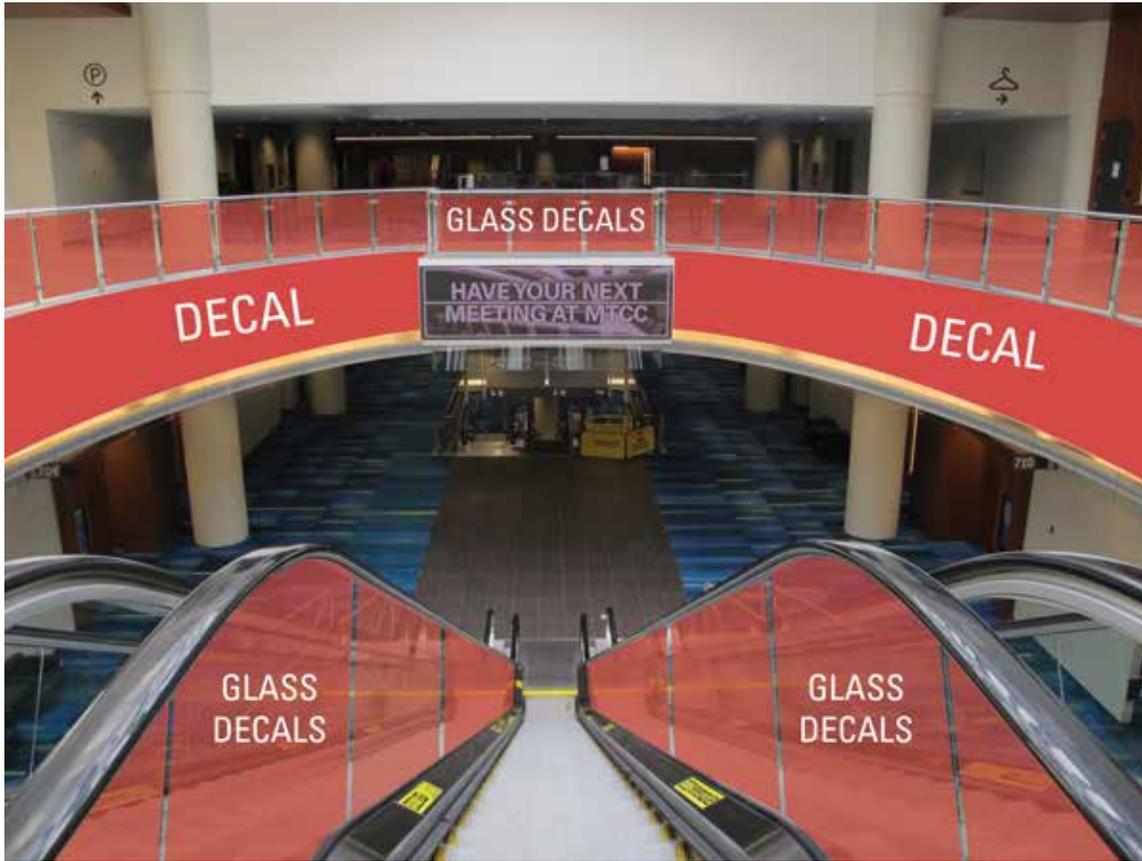




Example 1.
Glass decals and escalator well runners
Registration area escalators up to Level 500



Example 2.
Banners, glass decals, pillar wraps
Registration area escalators down to Level 700



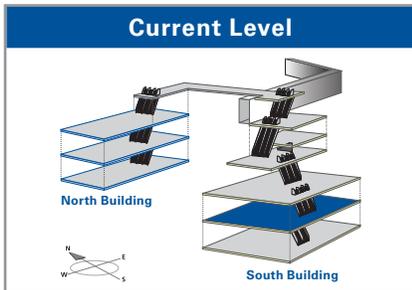
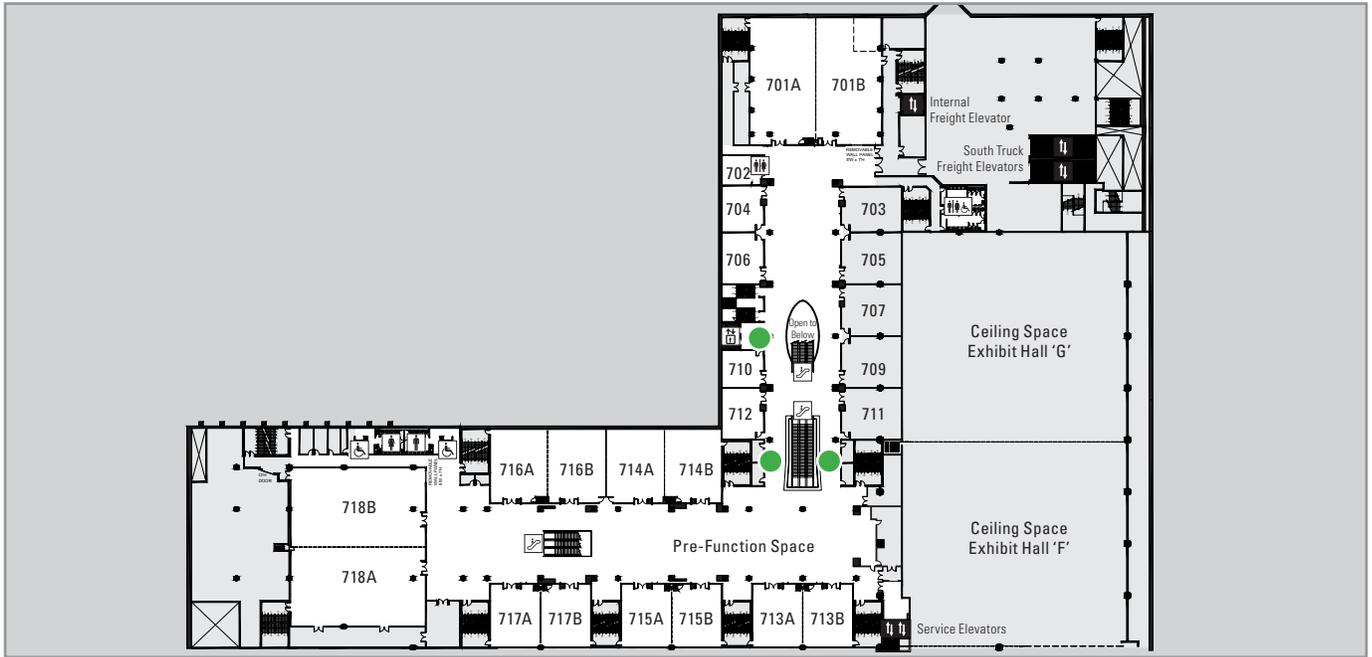
Example 3.
Glass decals and banners
Registration area
escalators down to
Level 700



Example 4.
Pillar wraps
Registration area

■ South Building

LEVEL 700 Print Advertising Opportunities





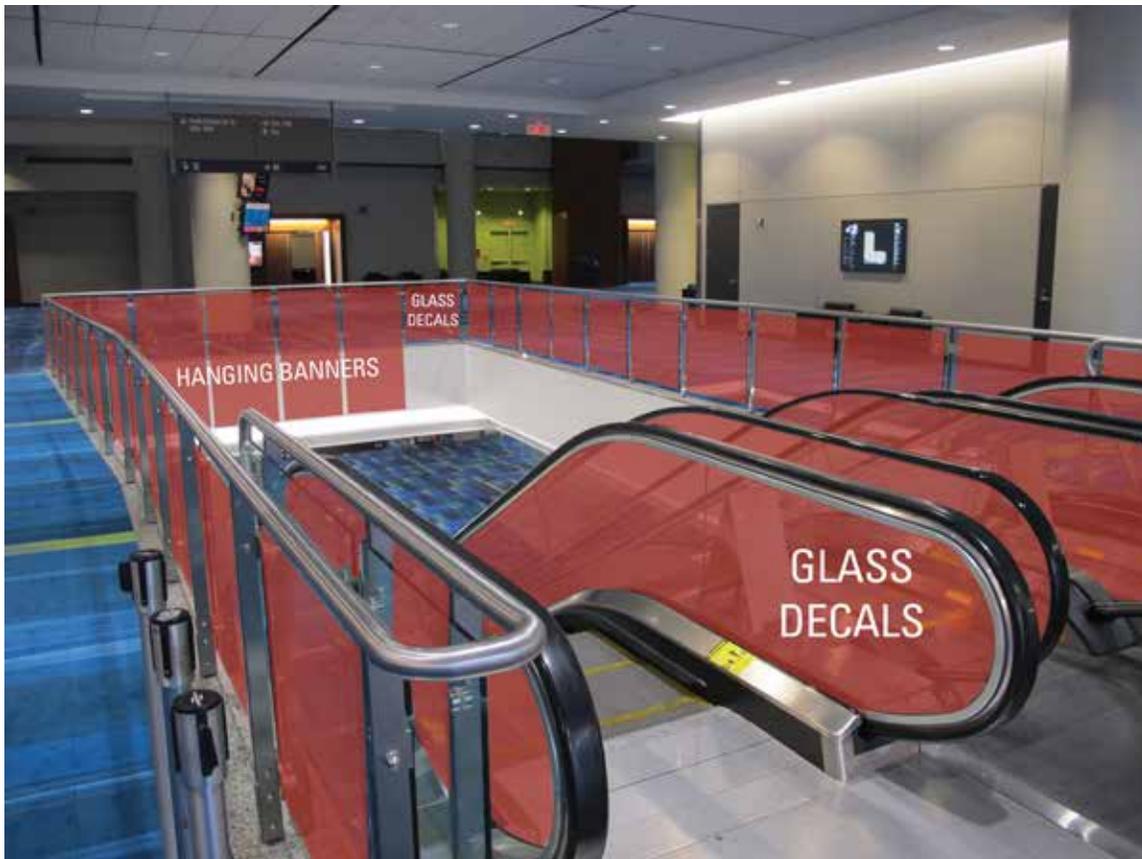
Example 1.
Pillar wraps
north hall meeting
rooms pre-function
area



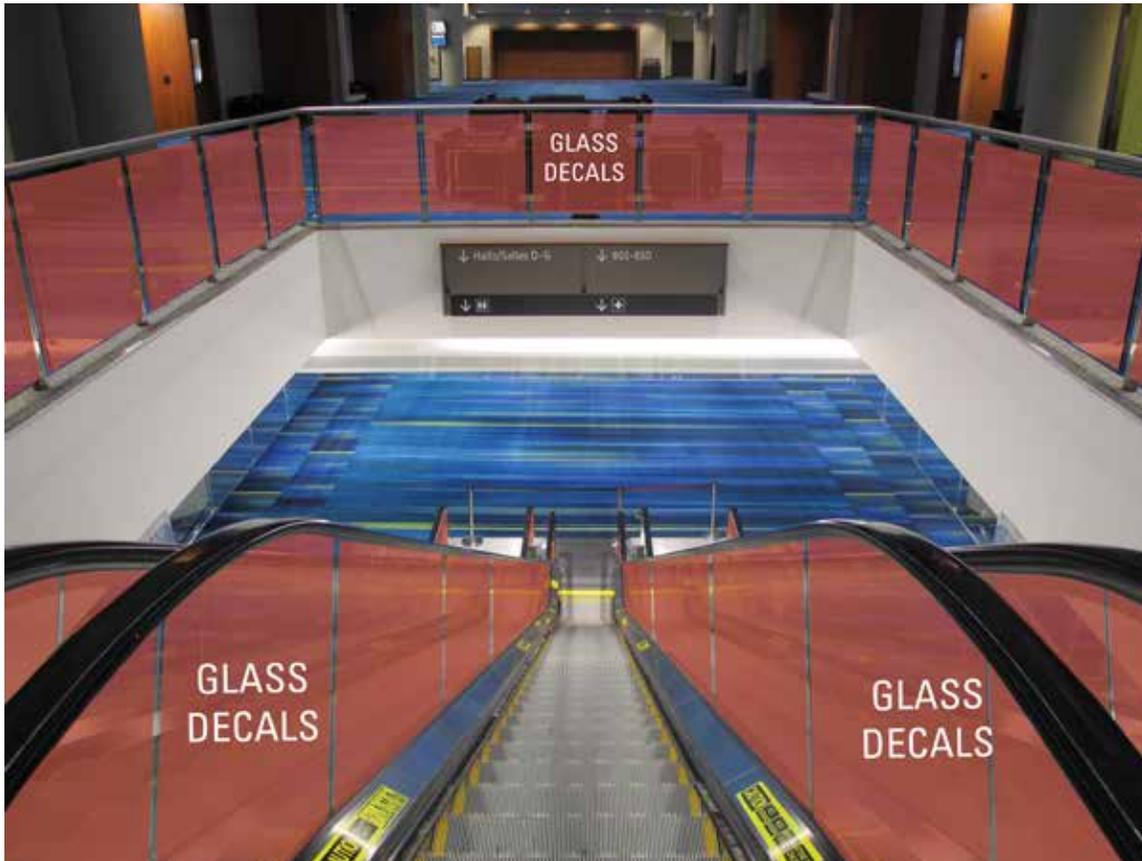
Example 2.
Glass decals,
hanging banners,
escalator well
runners
main escalators up
to Level 600



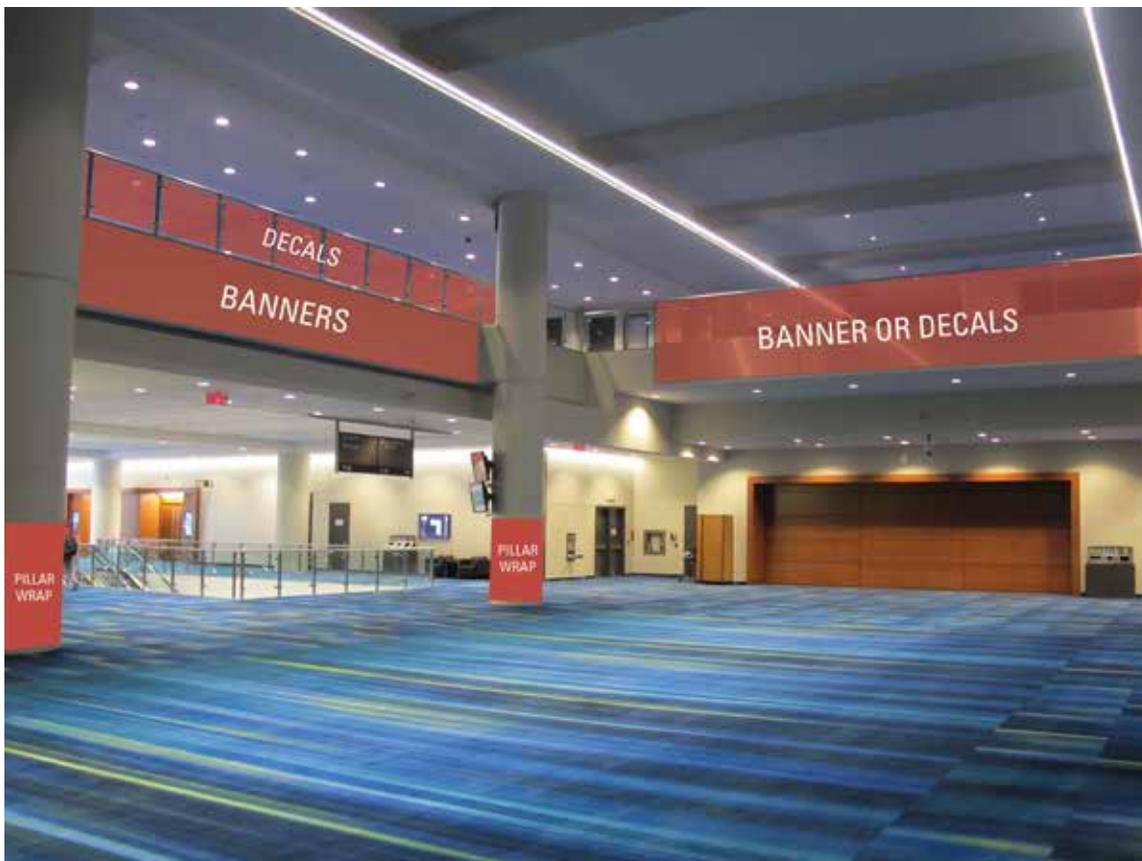
Example 3.
Glass decals,
banners, escalator
well runners
main escalators up
to Level 600



Example 4.
Glass decals,
hanging banners
main escalators
down to Level 800

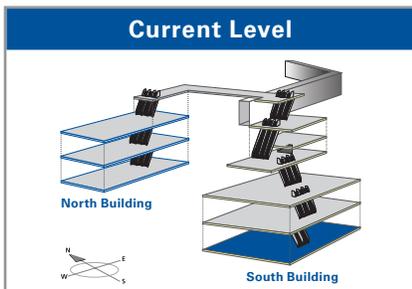
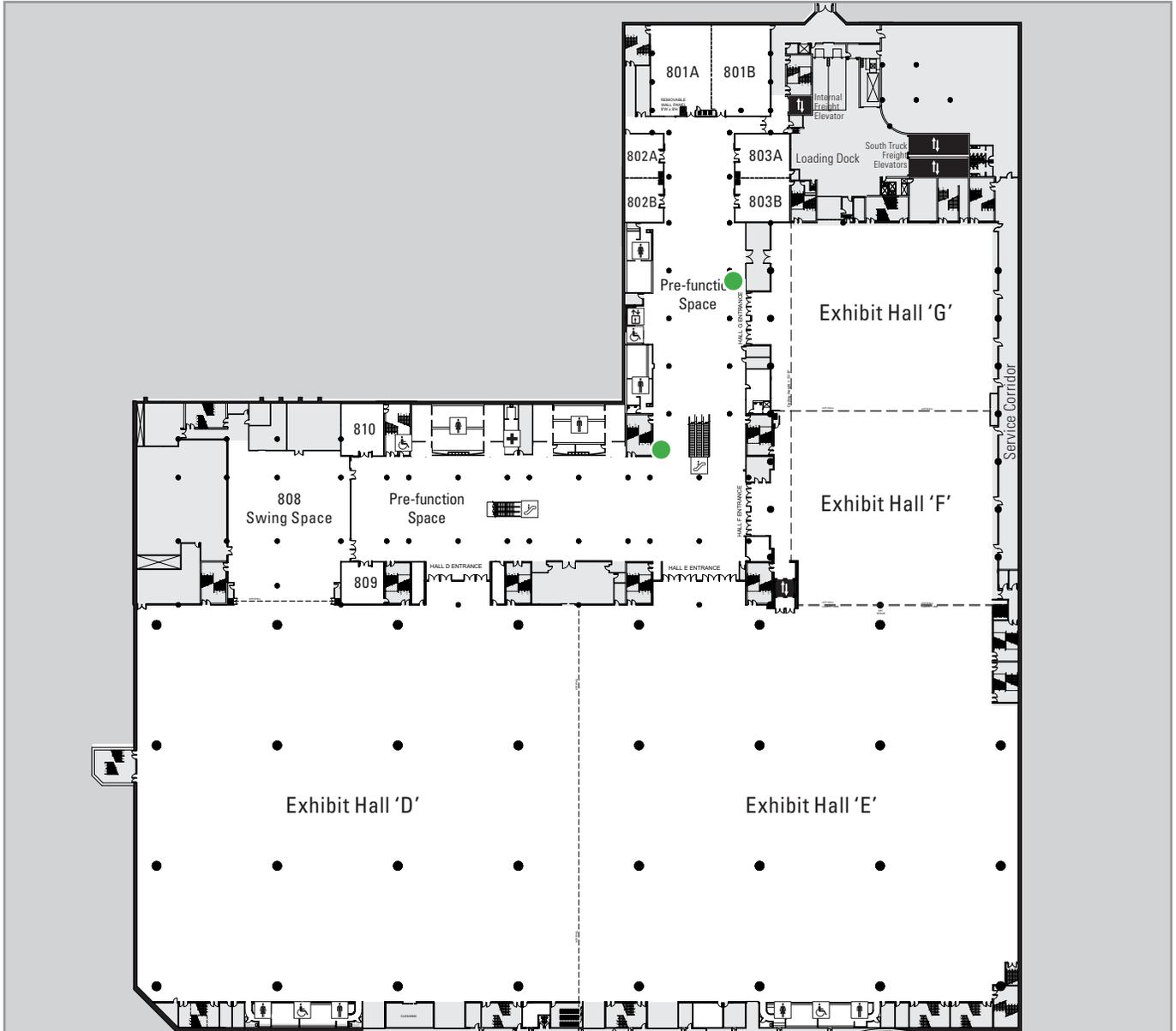


Example 5.
Glass decals,
escalator well runner
pre-function west
hall escalators down
to Level 800



Example 6.
Banners, glass
decals, pillar wraps
700 café area, view
of Level 600 bridge
to/from parking

LEVEL 800 Print Advertising Opportunities





Example 1.
Glass decals,
escalator well
runners
main escalators up
to Level 700



Example 2.
Glass decals,
hanging banners,
pillar wraps
north hall meeting
rooms pre-function
area



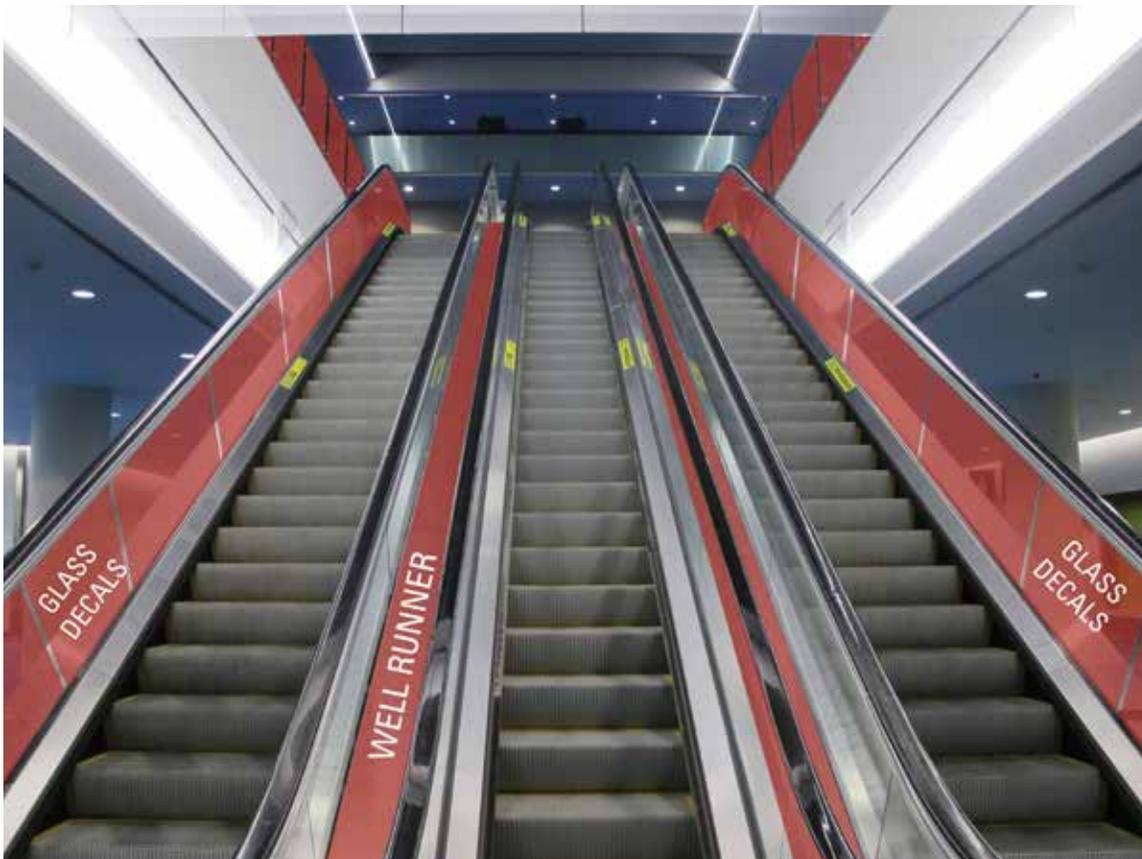
Example 3.
Pillar wraps
pre-function area,
Exhibit Hall E / F



Example 4.
Pillar wraps
pre-function area,
Exhibit Hall D



Example 5.
Glass decals,
pillar wraps
Exhibit Hall D
escalators up to
Level 700



Example 6.
Glass decals,
escalator well
runner
Exhibit Hall D
escalators up to
Level 700

