



Digital Display Signage

April 18-22, 2020 | Exhibits April 19-22
Las Vegas, Nevada, US
NABShow.com

Dedicated Digital Signage



3'W x 7'H LED Lobby Displays

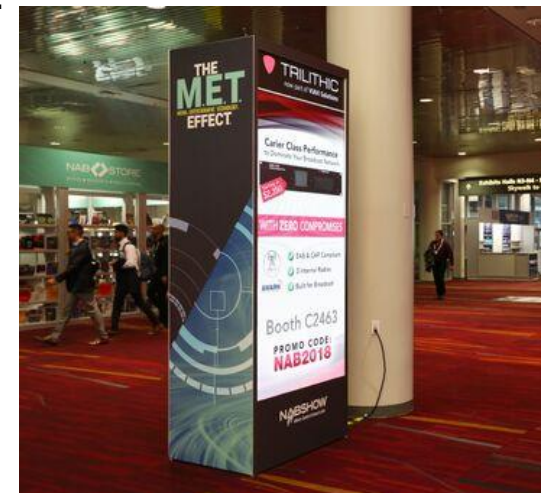
\$10,000 – Single Sided

\$15,000 – Double Sided

Have your own dedicated billboard positioned in a prime location to showcase your messaging for all 5 days of NAB Show. (Saturday-Wednesday)

Sponsor provides static ad or video with sound that will be played for the duration of NAB Show on high resolution 3'Wx7'H LED displays.

Multiple lobby locations available.



Digital Entrance Units

Central Hall – Grand Lobby

4 - day rate - \$12,500

South Hall – Lower Lobby

4 - day rate - \$12,500

Both Halls

Whole Show - \$20,000

Impressions

Ad will run at least 6 times each hour with other content throughout the 4 days of the show.

Display a 30-second static or video advertisement run on the entrance units in both the Grand Lobby (Central Hall) and South Hall Lower Lobbies throughout the show. Advertisements can be run with sound.

Limited to 5 sponsors per hall, your promotions will loop, with other sponsors and show-related content, at least six times every hour the four days of the show.

Grand Lobby – 2019 Show



Digital Signage

Sponsorship & Advertising Opportunities



Digital Entrance Units

Central Hall – Grand Lobby

4 - day rate - \$12,500

South Hall – Lower Lobby

4 - day rate - \$12,500

Both Halls

Whole Show - \$20,000

Impressions

Ad will run at least 6 times each hour with other content throughout the 4 days of the show.

Grand Lobby – 2020 design



South Hall – 2020 design



NEW

Convention Center Digital Signage

Put your ad front and center on the LVCC's Digital Screens providing great branding and premier way to drive traffic throughout NAB Show.



Central Hall – Grand Lobby

\$10,000 (9 available)

Display a 15 second ad (no sound) on three different screens in the main concourse.

West (Grand Lobby)

Size: 40' x 14' LED

Resolution: 2560 x 896

East (Grand Lobby)

Size: 40' x 12' LED

Resolution: 2560 x 768

Pre-Function Area (second level where NAB Show Conferences take place towards North Hall)

Near LVCC Admin office

Size: 15' x 3.5'

Resolution: 1920 x 270

Impressions

Ad will run every 3 minutes on each screen with other content. That's 540 ads per day and over 2000 times throughout the 4 days of the show.

NEW

Convention Center Digital Signage

NABSHOW[®]
Where Content Comes to Life

South Hall Lower Lobby

\$10,000 (9 available)

Bundle the Grand Lobby (Central Hall & South Hall Lower Lobby digital signs for \$18,000

Display a 15-second ad (no sound) on a double-sided screen in the South Lower Lobby.

Double-Sided Screen

Size: 18' x 4.5'

Resolution: 1920 x 432

Impressions

Ad will run every 3 minutes with other content. That's 180 ads per day throughout the 4 days of the show.



NEW

Digital Takeover

NABSHOW[®]
Where Content Comes to Life

Want to have your message seen everywhere NAB Show has a digital screen in the Grand and South Lobbies? Sponsors can select a specific day and time to Open the Show or “interrupt” the regularly-scheduled program to run a static ad or video stopping attendees in their tracks to hear what you have going on – driving them to your booth, demo or special event.

Options: sold on first come basis:

- Sunday – Day 1 at 12pm - \$20,000 (at show open) **SOLD**
- Sunday – Day 1 at 1pm - \$8,000 (show closes at 6pm)
- Sunday – Day 1 at 4pm - \$3,000 (show closes at 6pm)
- Monday – Day 2 at 9am - \$10,000 (at show open)
- Monday – Day 2 at 1pm - \$5,000 (show closes at 6pm)
- Monday – Day 2 at 4pm - \$3,000 (show closes at 6pm)
- Tuesday – Day 3 at 9am - \$10,000 (at show open)
- Tuesday – Day 3 at 1pm - \$5,000 (show closes at 6pm)
- Tuesday – Day 3 at 4pm - \$3,000 (show closes at 6pm)
- Wednesday – Day 4 at 9am – \$8,000 (at show open)
- Wednesday – Day 4 at 1pm - \$3,000 (show closes at 4pm)



Westgate Marquee Digital Signage



South Facing Screen, Paradise Road



Las Vegas Digital Spectacular

\$19,500 (8 Available)

Located one block off the world-famous Las Vegas Strip, and directly next door to the Las Vegas Convention Center, this massive digital spectacular is built on the southern façade of the Westgate Resort marquee. It measures 7,700+ square feet in overall size and offers full motion video or static creative.

Display a 15-second ad spot on the Westgate's Digital Spectacular. The ad will run once every two minutes from April 17 – April 22.

Sign Specifications

16mm 1R1G1B Display

1840 pixels H x 1520 pixels W

Content Specifications

