



2020

Digital Marketing Content Guide

Thank you for choosing TCF Center to host your upcoming event!

TCF Center offers multiple digital opportunities to showcase your event, promote sponsorships and engage with event attendees. This guide will aid in content development for the digital signage system and information on internet and splash page. Social media support is available by request. Please contact your event manager for details on social media options.

All events receive one static placement on external digital signs and one slide, per room, per day on internal contracted meeting room monitors. Additional placement packages are available. Contact your event manager for pricing.

Advertising opportunities are available for purchase on the Corner LED digital sign. Contact your event manager for pricing and availability.



Outdoor Digital Signage

Marquee Digital Sign

The Marquee LED digital sign measures 160'x30' over the main building entry at Jefferson Ave. and Washington Blvd.

- 24-hour playback
- Playlist loop approximately 6:00-9:00

Static design specs:

2048 x 384 pixels, 72 DPI, JPG or PNG

Motion design specs:

2048 x 384 pixels, 40 to 60 FPS H264/ MP4 or
MOVAudio requirements: AAC -12db to -6db

One static slide (:15 to :45) complementary to each event.
Event name and date must be included on all artwork.
Designs cannot be predominately white/ light colors.

Additional timing, videos, live-streaming and sponsor placements are available for purchase. Sponsor placements must include event information. Advertising unavailable. Contact your event manager for details and pricing.



Corner Digital Sign

The Corner LED digital sign measures 120'x30' over the northeast building entry at Congress St. and Washington Blvd.

- 24-hour playback
- Playlist loop approximately 7:00-10:00

Static design specs:

2096 x 376 pixels, 72 DPI, JPG or PNG

[Download design mask to aid in design*](#)

Motion design specs:

2096 x 376 pixels, 40 to 60 FPS H264/ MP4 or

MOVAudio requirements: AAC -12db to -6db

One static slide (:15 to :45) complementary to each event.

Event name and date must be included on all artwork.

Designs cannot be predominately white/ light colors.

Advertising, additional timing, videos, live-streaming and sponsor placements are available for purchase.

Contact your event manager for details and pricing.



Indoor Digital Signage

Meeting Room Monitors

To replace hard signage, a meeting room monitor is located at the entry of each room. These can be used for schedules, wayfinding, sponsor placement.

Design specs:

1080 x 1920 pixels, JPG or PNG

[Download template here.](#)

One static slide, per room, per day complementary to each event. Event name, room number and date must be included on all artwork.

Designs cannot be predominately white/ light colors.

Advertising, additional timing, videos, social-streaming and sponsor placements are available for purchase.

Contact your event manager for details and pricing.



Common Area Monitors

Digital signs are additionally located throughout the facility to aid in wayfinding and event brand awareness. These signs are first offered to events in adjacent spaces, but can be rented.

Design specs:

1920 x 1080 pixels, JPG or PNG

[Download template here.](#)

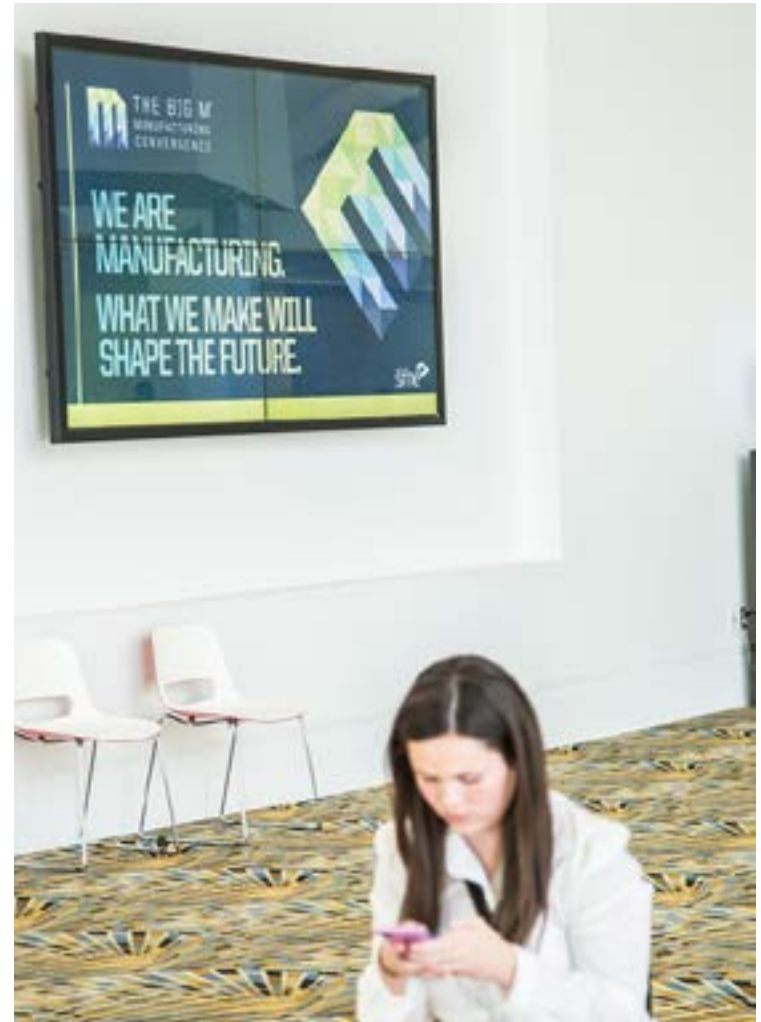
Locations:

Entrance of 140 hallway and food court.

Designs cannot be predominately white/ light colors.

Advertising, additional timing, videos, social-streaming and sponsor placements are available for purchase.

Contact your event manager for details and pricing.



Concourse Sign

Located on the concourse at the Jefferson entrance above the information desk. Events receive one complimentary upcoming listing prior to show dates.

Design specs:

288 x 160 pixels, JPG or PNG

16:9 MOV or MP4

Designs cannot be predominately white/ light colors.
Advertising, additional timing, videos, social-streaming and sponsor placements are available for purchase.
Contact your event manager for details and pricing.



Cork & Grind

The Cork & Grind video board is located at the coffee and wine bar in the main concourse of TCF Center. The 10 displays are split into two configurations, 2x2 and 3x2*.

Design specs:

2x2: 1920 x 1080 JPG or 16:9 .MOV Video

3x2: 2560 x 1080 JPG: static only

*Content may loop with other event content, unless exclusivity is assigned prior to event date.

Designs cannot be predominately white/ light colors.
Advertising, additional timing, videos, social-streaming and sponsor placements are available for purchase.
Contact your event manager for details and pricing.



Additional Specs and Details

Additional Details

All files must be submitted to event manager ten business days prior to your first contracted move in date. If submitted after the deadline, there are no guarantees of content being scheduled.

Any content submitted that is predominately white in design, will be returned. Bright colors play best.

For large scale public shows, trade-shows, conventions or meetings, your message will be displayed seven days prior and during your event. Contact your Event Manager for additional scheduling.

In the event that your organization does not need these services, you can opt out and we will include your event name in our Upcoming Attractions schedule on external and lobby boards for events two weeks prior to start date.

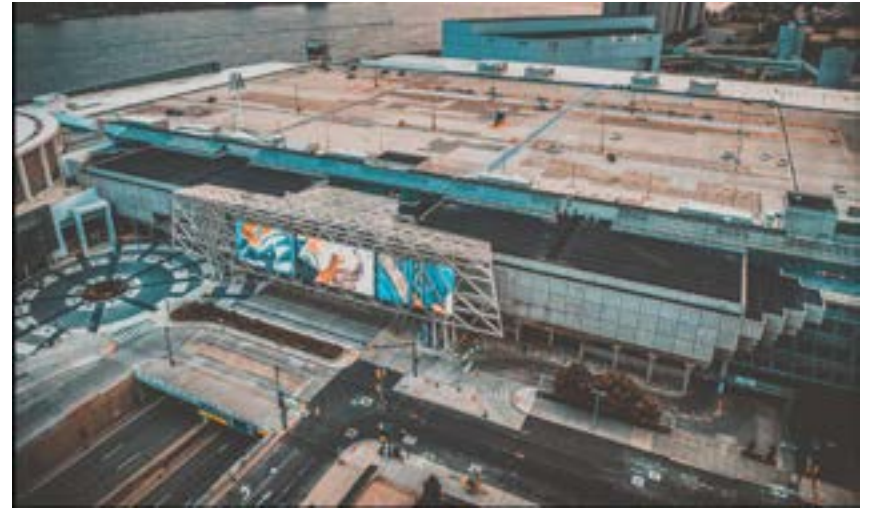


Signage Font & Color Specs

Marquee and Corner digital signage, should avoid white/pastel backgrounds to ensure proper display of graphics.

Fonts are recommended to range between 24pt-80pt.

[To learn more about the font and color recommendations, click here.](#)



WiFi Splash Page

A custom WiFi Splash Page is available for show management or show sponsors. Contact your event manager for pricing and details.

Design specs:

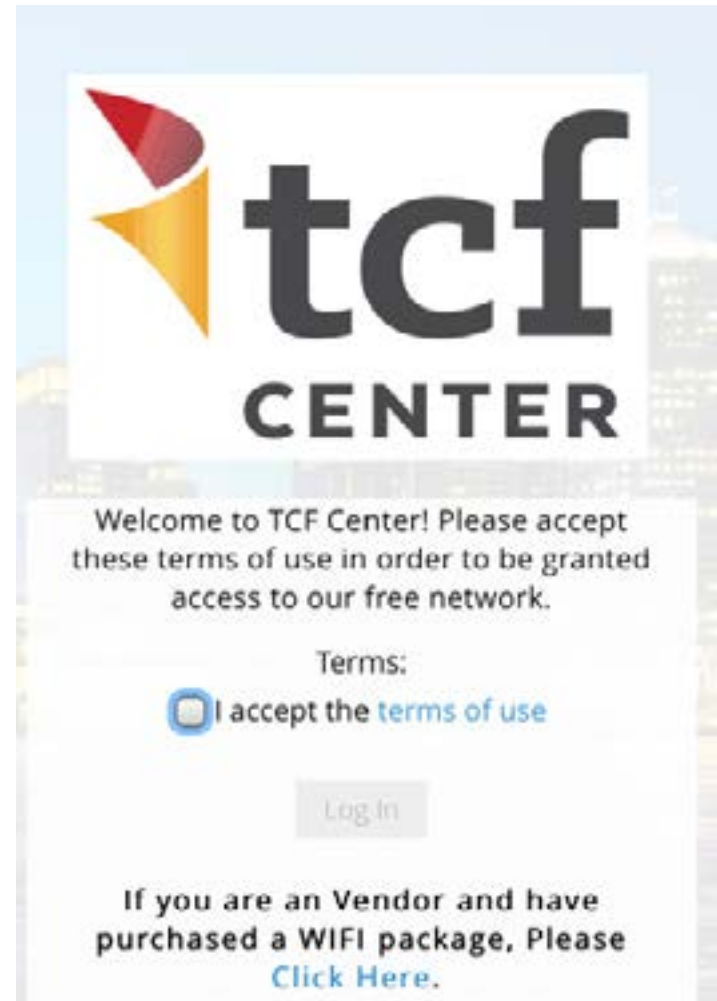
2x2: 1920 x 1080 JPG or 16:9 .MOV Video

3x2: 2560 x 1080 JPG: static only

Download template here.

[To learn more about the splash page, click here.](#)

[To order internet, click here.](#)



Tool Kit

[Corner Screen Mask](#)

[Meeting Room Monitors](#)

[Common Area Monitors](#)

[Color and Font Guide](#)

[WIFI Splash Page](#)