



# Event Digital Signage

Environmentally friendly, dynamic messaging on portable stands enhance attendee's experience



## Meeting planner advantages:

- **Ability to make on-site changes**
- **Go green** – reduce waste of foam board signs
- **Revenue generation** – dynamic ad and sponsorship opportunities
- **Professional, custom look** – event branding, custom messaging

## Attendee Advantages:

- **Easy wayfinding** – Never get lost again. Makes it easy to find key locations, such as registration, receptions, educational sessions, exhibit floor, baggage checks, transportation and restrooms.
- **Touch screen interactivity** – Engage your attendees with interactive touchscreens; makes content more memorable
- **Live news, weather, sports feeds** – great way to deliver key info to attendees during breaks

**Your Logo**

**Your Event List**

**Sell Ad Space Here**

- Video
- PowerPoint
- Flash

**Other Content**

- Airline Info
- Messages
- Text
- Live TV
- Local Maps

**Live News Feed**

- Top Stories
- Sports
- Financial
- Health
- More

**Event digital signage can be used throughout the property**

- Interactive directional sign
- Communication board
- Reader board
- Meeting room sign
- Featured attendees sign
- Interactive venue maps
- Sponsor promotion