



Digital Advertising Guide

Huntington Convention Center of Cleveland

01.24.25

Introduction

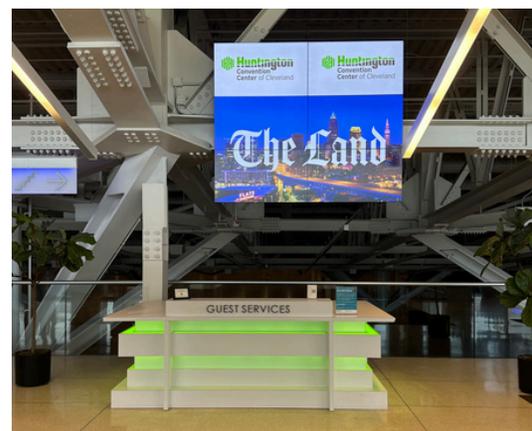
Welcome to the Huntington Convention Center's Digital Advertising Guide!

Unlock the opportunity to elevate your brand and connect with a diverse audience through our dynamic advertising program.

In 2024, the Huntington Convention Center hosted **103 events**, attracting **over 370,000 attendees**—showcasing our capacity to engage a wide range of audiences. Looking ahead into **2025**, we have an exciting **124 events** on the calendar, with an anticipated **360,000+ attendees**, offering even greater potential for exposure.

Our cutting-edge digital screens are strategically positioned to capture attention and deliver your message with impact. Whether you choose vibrant static signage or captivating video displays, both are designed to bring your brand to life.

With customizable packages to suit your needs, advertising at the Huntington Convention Center provides unmatched visibility. Let's collaborate to create unforgettable experiences and make a lasting impression on your audience.



Video Walls - Specs

The Huntington Convention Center of Cleveland offers opportunities for digital advertising on our high-definition video walls and digital display boards. Our video walls and digital display boards are strategically placed in high traffic areas.

Video Walls

Throughout our Center, there are four (4) Video Walls available for advertising. These could be utilized to display a video that highlights your business.

Location	Board Name	Size
Atrium Lobby	Atrium Lobby Nanolumens	
Lakeside Entrance	Lakeside - East	55" Monitors (2x3) 66 in x 81 in
Lakeside Entrance	Lakeside - West	55" Monitors (2x3) 66 in x 81 in
Exhibit Hall Level Prefunction	C3 3x3	55" Monitors (3x3) 144 in x 81 in

Technical Specifications:

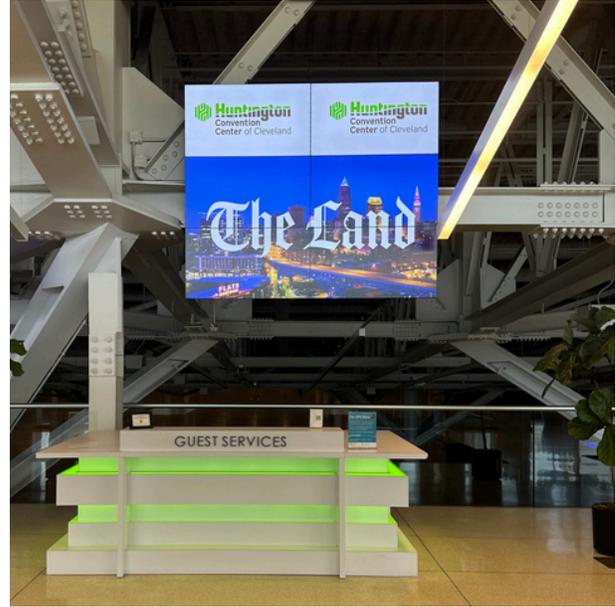
- 1920 x 1080 px
- Files must be submitted as a JPG or MP4
- RGB Color
- Minimum 300dpi

Video Walls - Photos



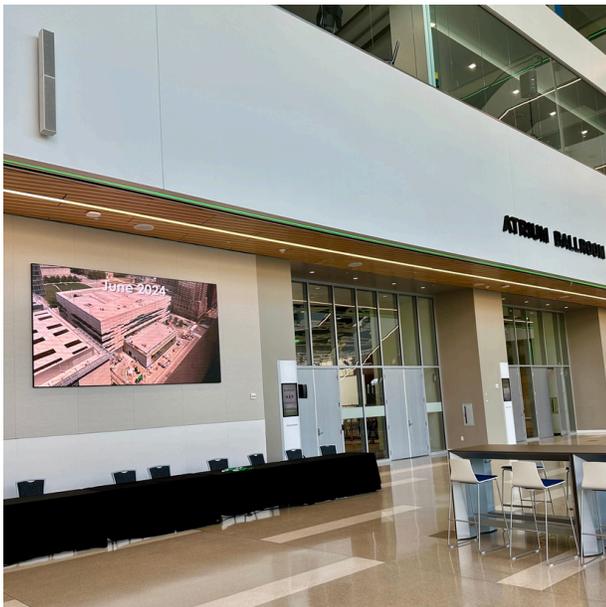
Lakeside Entrance - East

1920 x 1080 px



Lakeside Entrance - West

1920 x 1080 px



Atrium Lobby Nanolumens

1920 x 1080 px

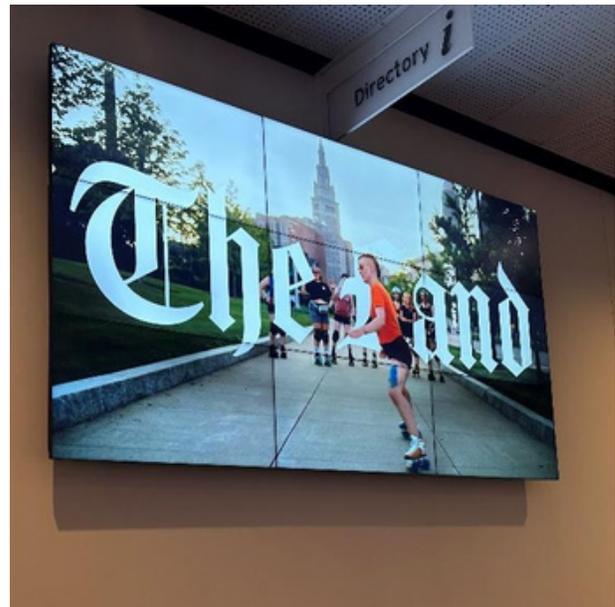


Exhibit Hall Level C3 3x3

1920 x 1080 px

Digital Display Boards - Specs

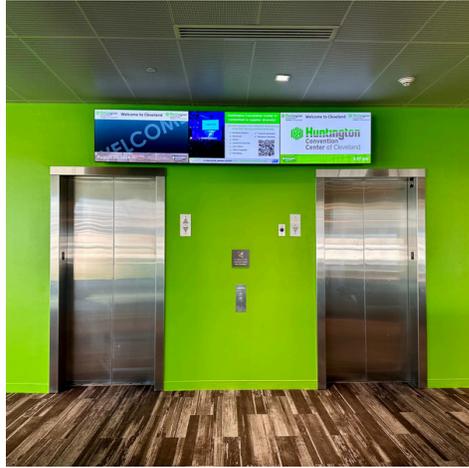
Throughout the Center there are **thirteen (13)** Digital Display Boards available for advertising. These can be used to display static and video messaging, along with business information.

Level	Location
Floor 4 - The Loft	Elevators - North & South
Floor 3	Elevators - North & South
Floor 2	Elevators - North & South
Atrium Lobby	Elevators - North & South
Concourse Level	Elevators
Concourse Level	Guest Services Desk
Exhibit Hall Level	Elevators
Exhibit Hall Level	Exhibit Hall C East Entrance
Ballroom Level	Elevators

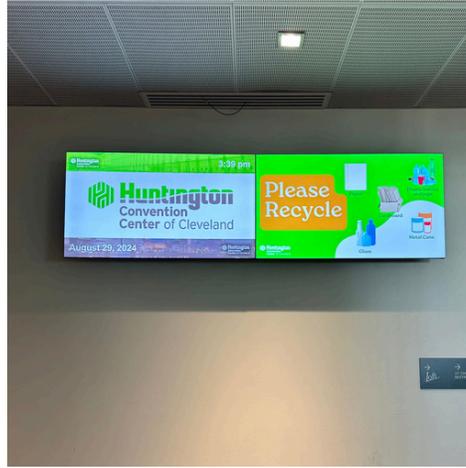
Technical Specifications:

- 1920 x 1080 px
- Files must be submitted as a JPG or MP4
- RGB Color
- Minimum 300dpi

Elevator Display Boards - Photos



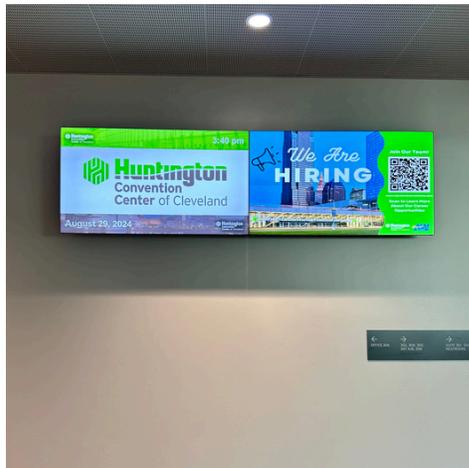
The Loft Elevators North



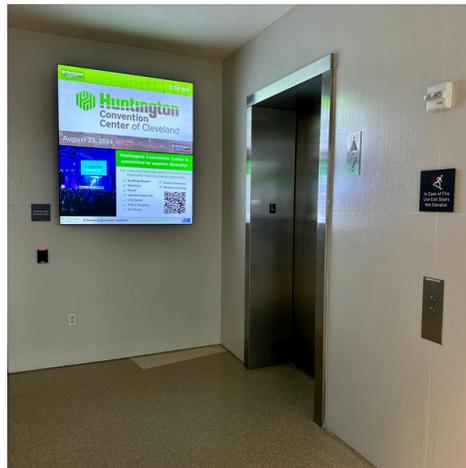
The Loft Elevators South



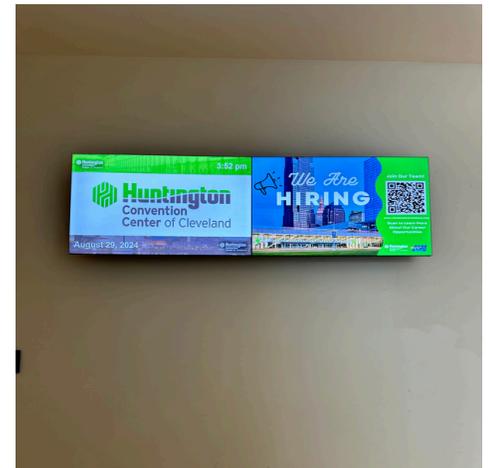
Floors 2 & 3 Elevators North



Floors 2 & 3 Elevators South



Atrium Lobby Elevators North

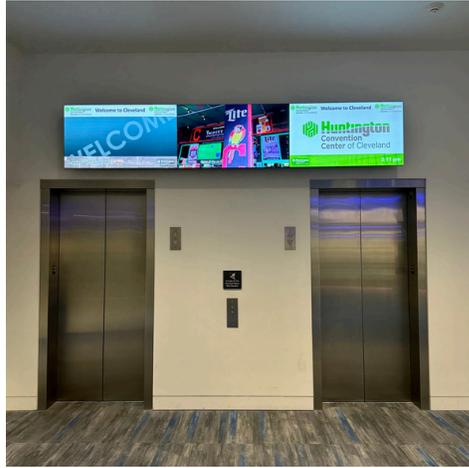


Atrium Lobby Elevators South

Technical Specifications:

- 1920 x 1080 px
- Files must be submitted as a JPG or MP4
- RGB Color
- Minimum 300dpi

Elevator Display Boards - Photos Cont.



Concourse Elevators



Concourse Guests
Services Desk



Exhibit Hall A Elevators

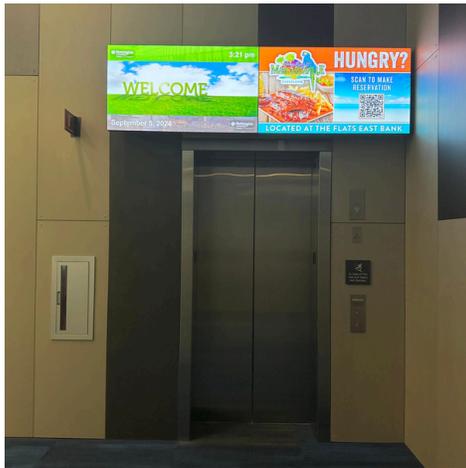
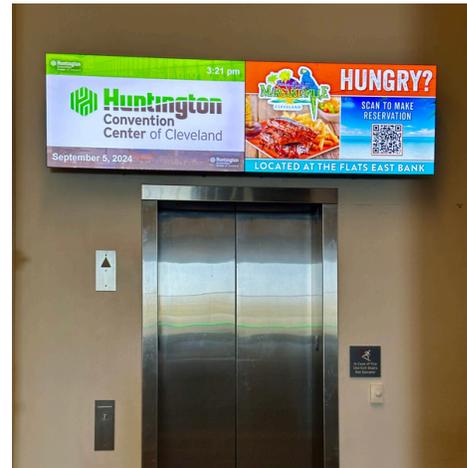


Exhibit Hall Level Elevators



Ballroom Level Elevators

Technical Specifications:

- 1920 x 1080 px
- Files must be submitted as a JPG or MP4
- RGB Color
- Minimum 300dpi

Pricing

Video Wall (4) + Elevator Signage (13)

Monthly Package

Price: \$500/month - Minimum of 3 months

Includes:

- 4 video wall location for 30 days
- 13 Elevator screens for 30 days

Ad Format: 30-second static image or video

Features:

- One advertisement creative across all video walls and elevator signage
- Content will be displayed a minimum of 7 times per hour

Yearly Package

Price: \$5,000/year

Includes:

- 4 video wall location for 12 months
- 13 Elevator screens for 12 months

Ad Format: 30-second static image or video per month

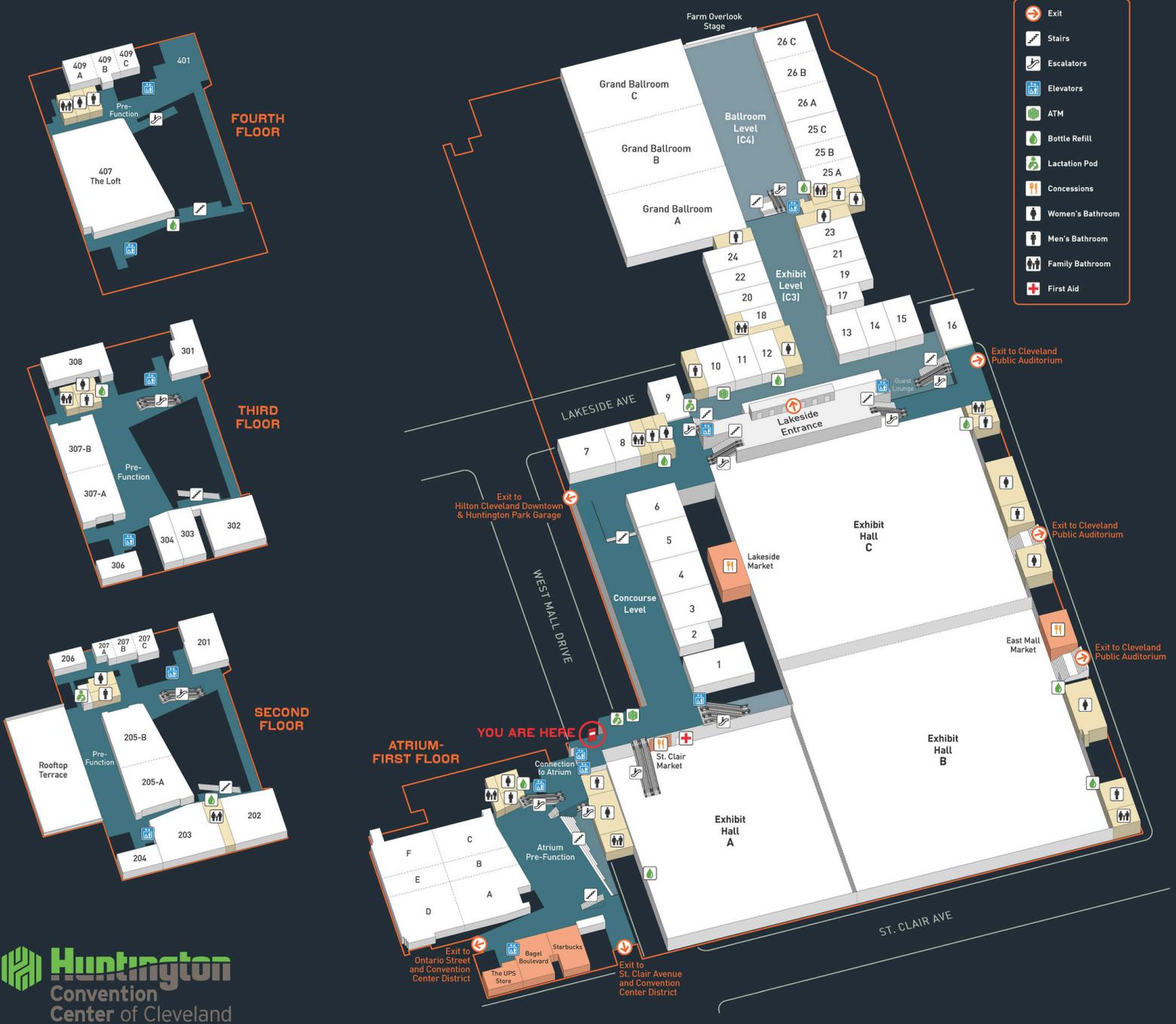
Features:

- 12 advertisement creatives allowance per year across all video walls and elevator signage
- Content will be displayed a minimum of 7 times per hour

Map Overview

ATRIUM

CONVENTION CENTER



Contact Us

For questions and pricing regarding Digital Advertising, please reach out to our Marketing Manager, **Jordan Gura**, at 216.920.1435 or jgura@clevelandconventions.com

