



# Show Management Advertising Guide

Huntington Convention Center of Cleveland

# Introduction

The Huntington Convention Center of Cleveland is excited to offer an advertising program to visiting shows.

Guests and attendees want to know what is happening at your event, and this is an opportunity for you to capture their attention.

Our advertising program includes opportunities for static and video signage. We are open to customizing a package just for you.



# What We Offer

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 three (3) Video Walls available for advertising. These could be utilized to display a video that highlights your business.

Location	Board Name	Size
Lakeside	East	55" Monitors (2x3) 66 in x 81 in
Lakeside	West	55" Monitors (2x3) 66 in x 81 in
Exhibit Hall Level	Pre-function	55" Monitors (3x3) 144 in x 81 in

Technical Specifications:

- 1920 x 1080
- Files must be submitted as a JPG or an mp4
- RGB Color
- Minimum 300dpi



# What We Offer

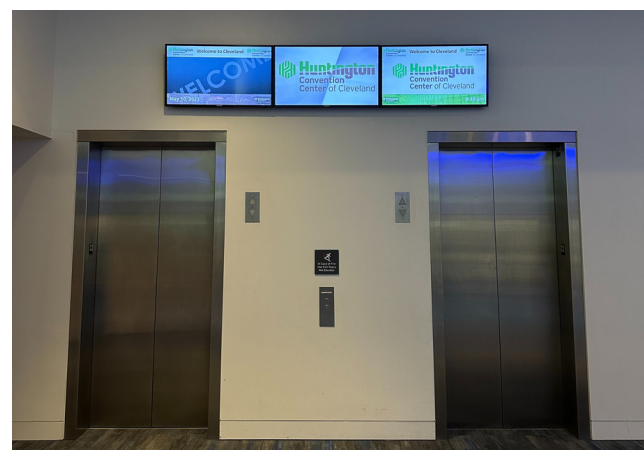
## Digital Display Boards

Throughout the Center there are six (6) Digital Display Boards available for advertising. These can be used to display static and video messaging, along with business information.

Location	Board Name	Size
Exhibit Hall Level	Elevators	32" Monitors 1x2 Horizontal
Exhibit Hall Level	Exhibit Hall A	32" Monitors 1x3 Horizontal
Exhibit Hall Level	East C3	32" Monitors 1x2 Vertical
Concourse Level	Elevators	32" Monitors 1x3 Horizontal
Concourse Level	Guest Services	55" Monitor
Ballroom Level	Elevators	32" Monitors 1x2 Horizontal

### Technical Specifications:

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



# What We Offer

## Exhibit Hall Reader Boards

Throughout the Center there are six (6) Exhibit Hall Reader Boards. These boards are available for events to advertise based on their corresponding space rental. These can be used to display static and video messaging, along with business information.

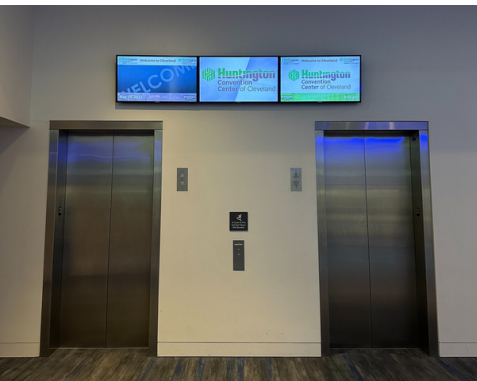
Location	Board Name	Size
Exhibit Hall Level	Hall C - Front	2400 x 270
Exhibit Hall Level	Hall C - East	2400 x 270
Exhibit Hall Level	Hall C - West	2400 x 270
Concourse Level	Hall A - Upstairs	1440 x 270
Concourse Level	Hall A - Downstairs	2400 x 270
Concourse Level	Hall B	2400 x 270

Technical Specifications:

- Files must be submitted as a .mp4 file



# Display Locations



Concourse Level Elevators  
A on map

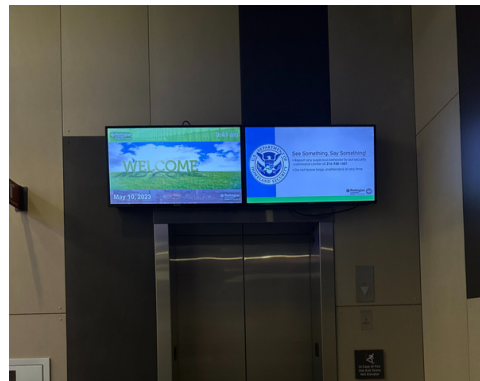


Exhibit Level Elevators  
B on map



Ballroom Level Elevators  
C on map

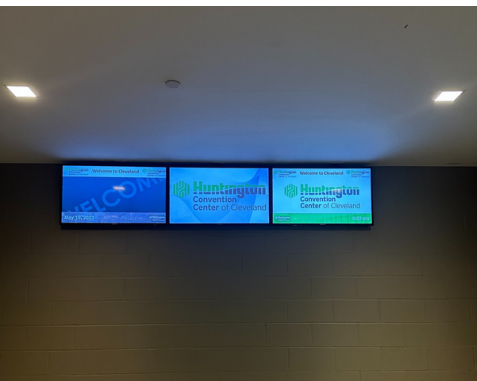


Exhibit Hall A  
D on map



Exhibit Hall East C3  
E on map



Concourse Guest Services  
F on map



Lakeside West (Video Wall)  
G on map



Lakeside East (Video Wall)  
H on map

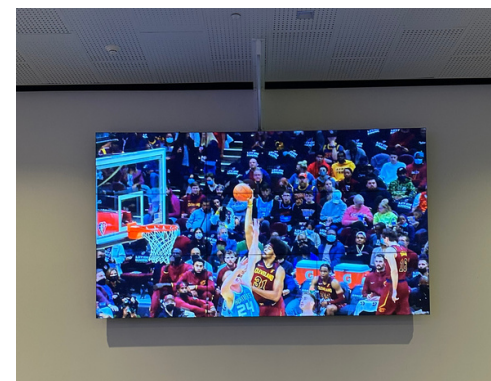
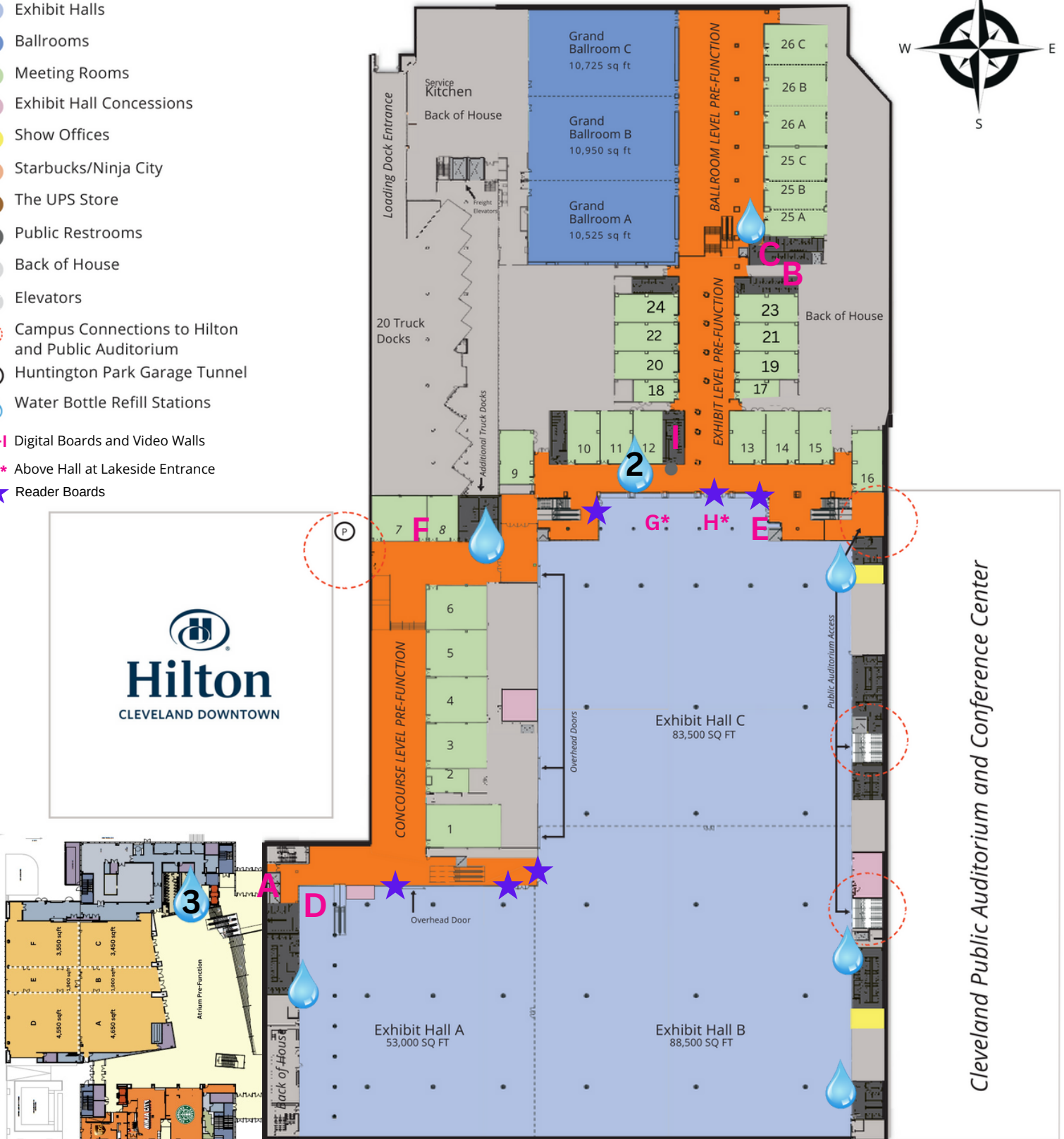


Exhibit Hall Pre-Function  
(Video Wall)  
I on map

# Display Locations

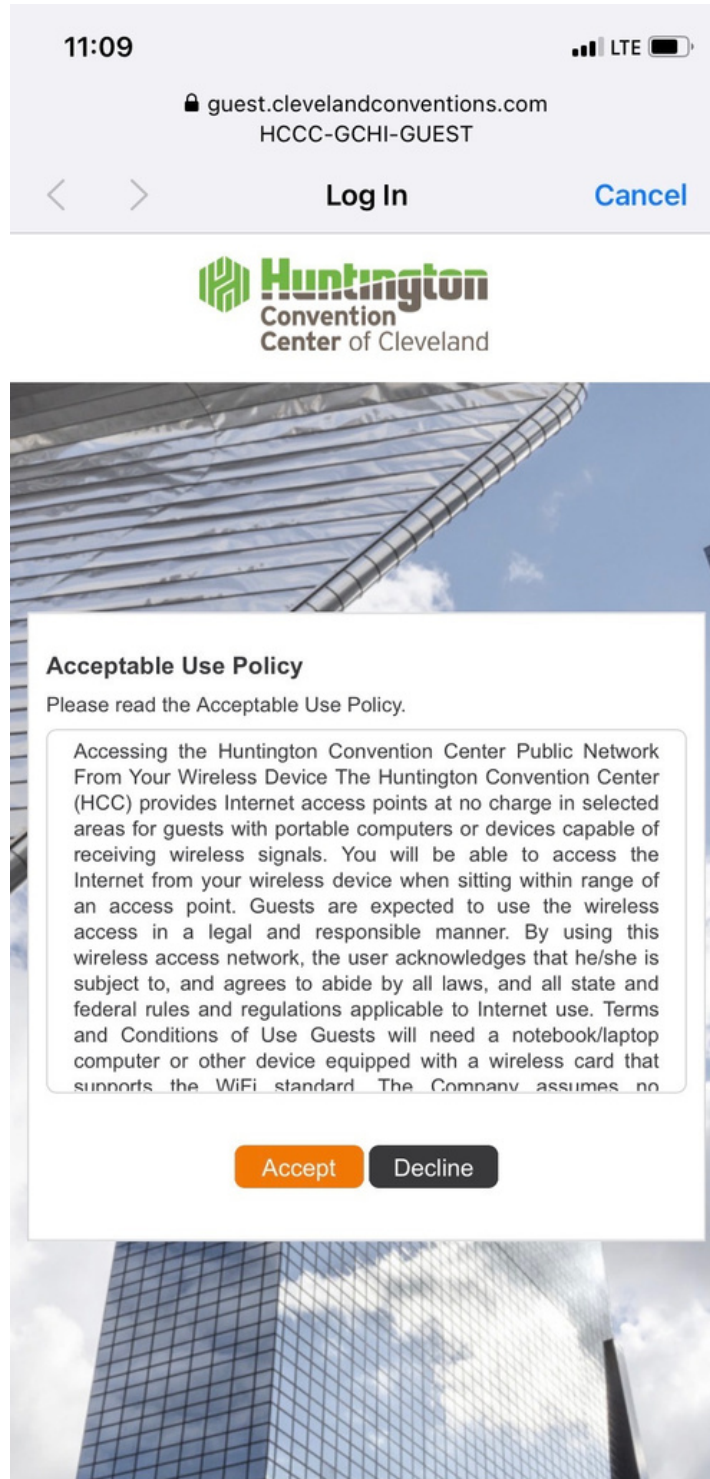
- Exhibit Halls
- Ballrooms
- Meeting Rooms
- Exhibit Hall Concessions
- Show Offices
- Starbucks/Ninja City
- The UPS Store
- Public Restrooms
- Back of House
- Elevators
- Campus Connections to Hilton and Public Auditorium
- P Huntington Park Garage Tunnel
- 💧 Water Bottle Refill Stations
- ★ A-I Digital Boards and Video Walls
- ★ \* Above Hall at Lakeside Entrance
- ★ Reader Boards



# What We Offer

## Splash Page - Licensed Areas

There is an opportunity to sponsor Wi-Fi in all licensed areas of the Center. The Center will create a custom splash page using event branding.





# Contact Us

For questions and pricing, please reach out to Travis Poppell, our Director of Sales and Marketing, at 216-310-1640 or at [tpoppell@clevelandconventions.com](mailto:tpoppell@clevelandconventions.com)

