Event Services

Digital Signage

Seattle Convention Center (SCC) features digital meeting room and common area signage throughout the buildings. Digital signs are a great way to keep your event attendees informed and engaged!

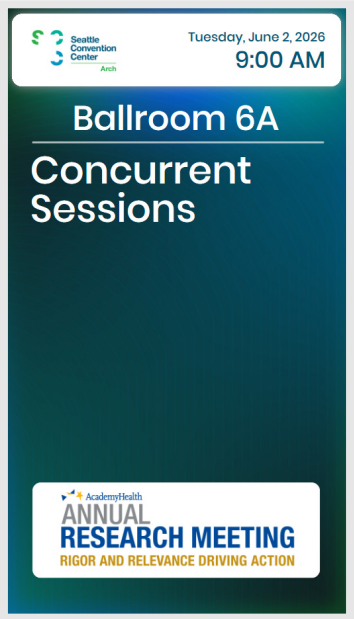
The information provided here will walk you through the basic, detailed and common area signage options. Your SCC Event Manager (EM) will be able to provide any additional information, such as a map of sign locations, or connect you with our Digital Signage Specialist.

Meeting Room Sign Options

Basic Option

- Complimentary
- Large font without start/end times
- Character limits may apply
- Static for each day of show

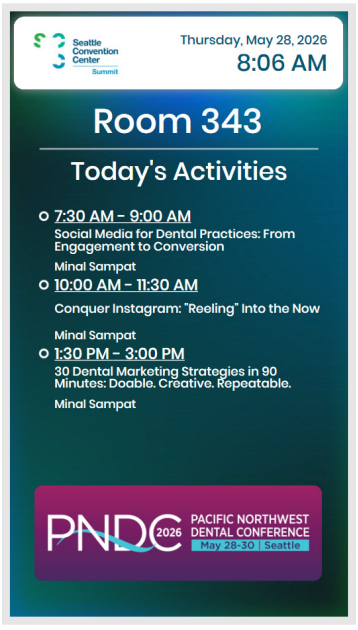
Example of a basic meeting room sign:



Detailed Option

- Fee-based
- Standard font with start/end times
- Displays 3-4 sessions at a time
- Scrolls through every 12 seconds

Example of a detailed meeting room sign:



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Meeting Room Sign Services and Pricing

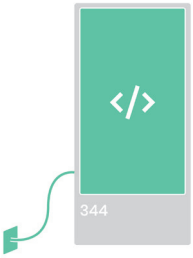
SERVICE	INCLUDES	PRICE
Basic Option	Room name, simplified room function and logo, as shown on page 1	Complimentary
Detailed Option	Room name, expanded session titles with start/end times, and logo, as shown on page 1	$35 per screen per day, or $1,100 per day after 32 screens, plus a $300 setup fee

Additional Options

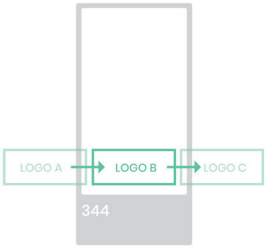
Background Image
Apply background image or video to all booked rooms.

Full Screen Overlay
Apply full screen image or video without basic or detailed options.

Screen Buyout
Client provides HTML link(s) or partners with a 3rd party.



External Data Solutions
Initial setup of unprecedented client-provided signage solutions.



Advertiser Carousel
Rotate sponsor logos at bottom of screen as an addition.

Custom Design
Coordinate with SCC's Digital Signage Specialist.

SERVICE	NOTES	PRICE
Background Image	This image or video will be applied behind the basic or detailed layout as a background to all booked rooms.	One-time $250 fee per file *($350 for sponsored content)*
Full Screen Overlay	Image or video provided by the client which will cover the entire screen. Does not include basic or detailed options.	$50 per screen per # of files *($150 for sponsored content)*
Screen Buyout	Connects the sign to a client-hosted HTML page which can be updated without SCC's intervention.	$50 per screen plus $1,500 set up fee
New External Data Solutions	Connect new data integrations to the signs including XML data streams.	Starting at $7,500
Advertiser Carousel	This is layered on top of basic or detailed layout, showcasing event sponsor logos.	One-time $150 per logo
Custom Design	SCC can help create designs for your event. Inquire for more details.	Starting at $1,500

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Common Area Sign Options

Common area signage plays an essential role in enhancing the event experience by ensuring visitors and attendees easily navigate the facility. SCC offers common area signs that are strategically placed within the building.

SCC's default / complimentary common area template includes event names and major daily event activities, including locations and times. The floor level maps clearly identify important facility locations, such as entrances, exits and restrooms.

In Arch, common area signs are one-sided and oriented vertically, except for Chelan and Tahoma levels at Arch at 800 Pike where the screens are oriented vertically and horizontally.

In Summit, most common area signs are double-sided, except for Levels 3 and 4 lounge areas, which are single-sided. All signs in Summit are oriented vertically.

Common Area Sign Services and Pricing

SCC offers the opportunity to showcase event identity and images throughout the facility on common area signs. Custom options are available for full-facility events only. Ask your EM if your event is eligible.

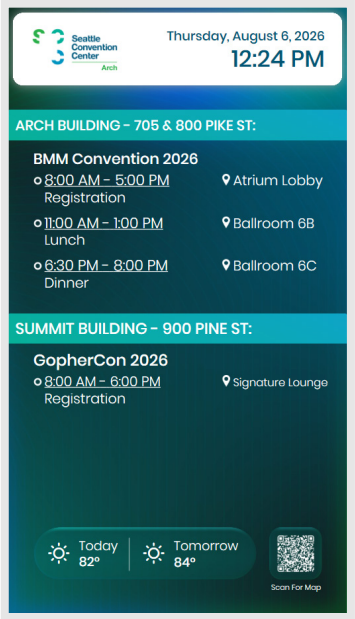
SERVICE	NOTES	PRICE
Background Image	Apply background image or video.	One-time $250 fee per file *($350 for sponsored content)*
Full Screen Overlay	Apply full screen image or video.	$50 per screen per # of files *($150 for sponsored content)*

Change Fees

Layout Modifications	Modify font color, size, alignment, or add additional columns for detailed layout.	$150 per change **(3 max, more than 3 becomes a $1,500 custom design)**
Onsite Changes	Content changes after first contracted show day.	Up to $200 per update may be incurred

Please Note: *We understand and expect a few minor changes to your show schedule and are happy to make these small changes complimentary. The "onsite changes" fee above is reserved for edits requiring many changes or a new spreadsheet upload entirely.*

Default Common Area Sign



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Technical Specifications

Image Files for Overlay or Background: 2160(w) x 3840(h); Portrait/Vertical; .PNG only.

Logo Image Files: 1800(w)x600(h); Landscape/Horizontal; .PNG only.

Video Files for Overlay or Background: 2160(w) x 3840(h); Portrait/Vertical Mode; .MP4 only; 30 FPS. Keep file size under 1GB. Keep bitrate under 40 mbps. No audio.

Excel Spreadsheet for detailed layout: If utilizing our detailed layout, you should have received a blank Excel Spreadsheet to fill your session information in. Please request this if you have not received it. Please format your text exactly as follows:

COLUMN NAME	EXAMPLE
Title	Orchestrating Collaboration for Lasting Impact
StartTime	2:30 PM
EndTime	3:30 PM
StartDate (No end date is necessary)	5/14/26
RoomName	Room 342
Description (Optional)	Speaker: John Smith

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