

DIGITAL SIGNAGE SOLUTIONS



SMARTSOURCE



ENGAGE ATTENDEES WHILE BUILDING BRAND VISIBILITY

Digital Signage is the most effective marketing tool you can use to attract, communicate, and engage with attendees.

Whether it's an interactive touch screen or non-touch scrolling content, Digital Signage is ideal for:

- Spotlighting sponsors and keynote speakers
- Promoting new products and services
- Sharing schedules and agenda changes
- Announcing the latest news
- Directing attendees to meeting rooms
- And more, the options are limitless

“Thank you for all your help making the digital signage at Connect be the best ever!”

- Tyler Technologies

OUR DIGITAL SIGNAGE SOLUTIONS

SOFTWARE

Whether you need one sign or one thousand across separate venues, our cloud-based content management software (CMS) offers flexibility and scalability, in addition to a wide variety of media and content sources.

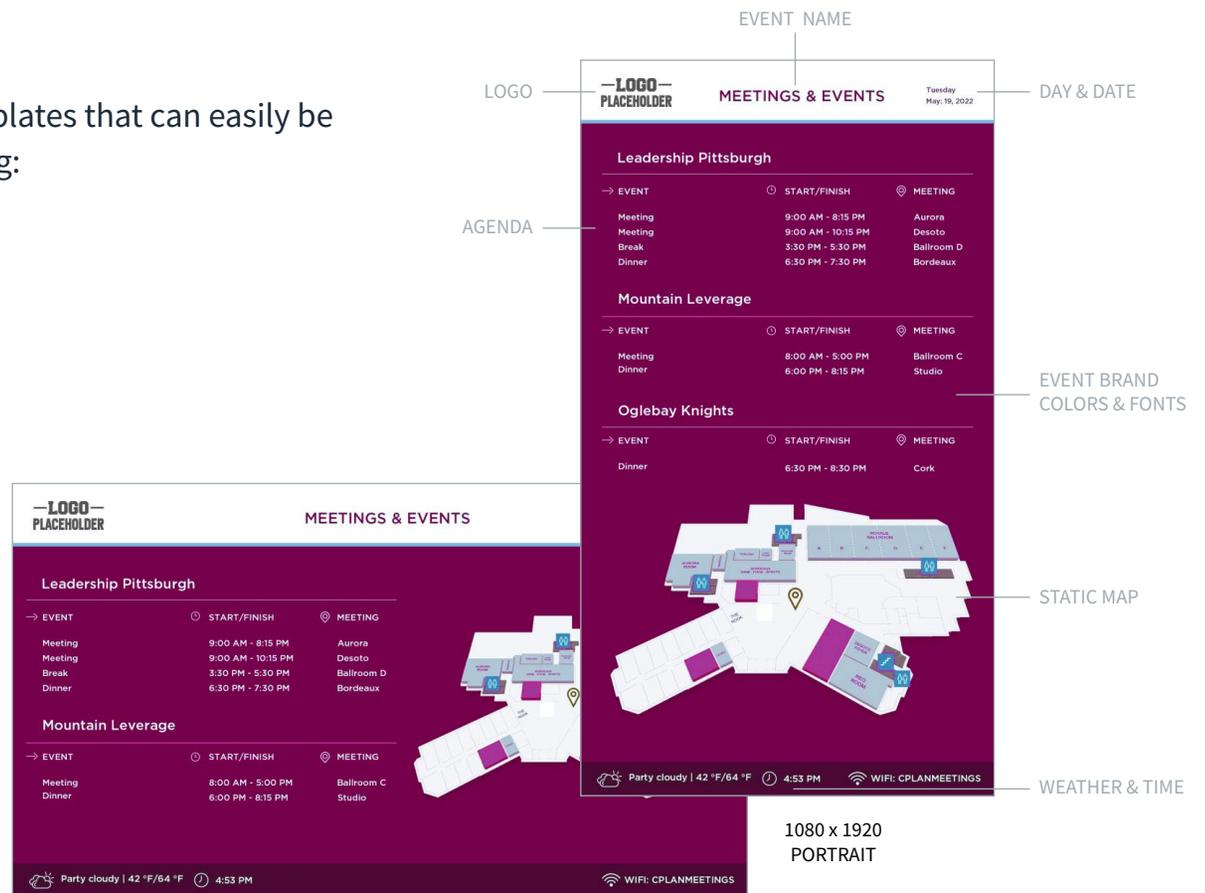
CONTENT

Pre-Built Templates

We offer a variety of beautifully designed templates that can easily be personalized to fit your needs by incorporating:

- Company/event logos
- Corporate-branded colors and fonts
- Custom background image or video
- Promotional videos
- Social media feeds
- Local and city information
- Weather, news, and stock feeds

Compatible with any size screen, our templates can easily be formatted to fit both portrait and landscape modes.



Our pre-built templates include non-interactive Now/Next Signs, Agendas, and Sponsor Boards.



NOW/NEXT SIGNS

Communicate what's going on and what's coming up next.



AGENDAS

Display agenda for the day or the duration of the event.



SPONSOR BOARDS

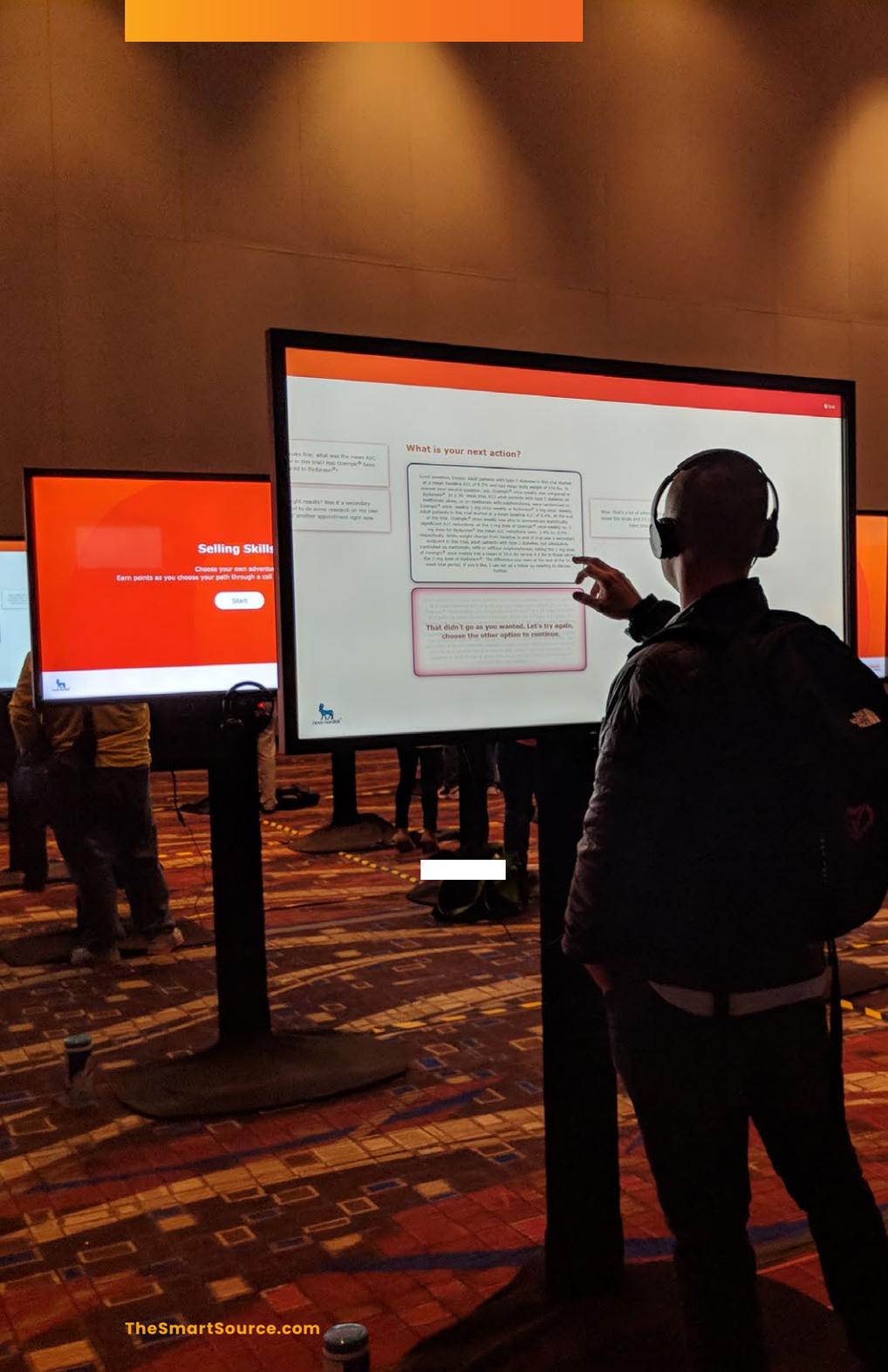
Highlight event sponsors and boost revenue.

Our templates are available at a per license rate and include software costs, programming time, two rounds of edits, and a media player. For additional hardware costs, please refer to page 5.

- First license/sign: \$1,400
- Two licenses/signs: \$2,100
- Three licenses/signs: \$2,800
- Four licenses/signs: \$3,500

For larger quantities, discounts may apply.





Custom Designs

If you're looking for something more customized or interactive, our creative team will work with you to create layout options based on your vision and specific needs.

Custom designs can include:

- Wayfinding boards
- Self-service kiosks
- Digital product catalogs
- Interactive games
- Leaderboards
- Sponsored presentations

Interactive signage is not only a great way to engage attendees but can also serve as a lead capture tool for post-show follow-up.



INTERACTIVE WAYFINDER

Allows attendees to see the best way to go from one place to another.

Starting at \$2,519 per initial sign
(Includes software, programming, and media player)

For more information on custom designs, please contact our Digital Services team at 201.735.1257.

HARDWARE

Because our signs are compatible with any size screen, you have a lot of flexibility when it comes to displaying your signage.

The most common options include large displays and/or standalone kiosks; however, there are many other options including custom configurations and LED walls.



55" DISPLAY W/ POLE STAND

Can support Portrait and Landscape Signage.

\$745 per display

(Includes monitor, dual post stand, and spandex)



40" KIOSK

Includes a 40" Ultra 4K Touch Portrait Display and is fully brandable.

\$1,145 per kiosk

(Includes touch screen kiosk. Optional branding available at additional cost.)



58" KIOSK

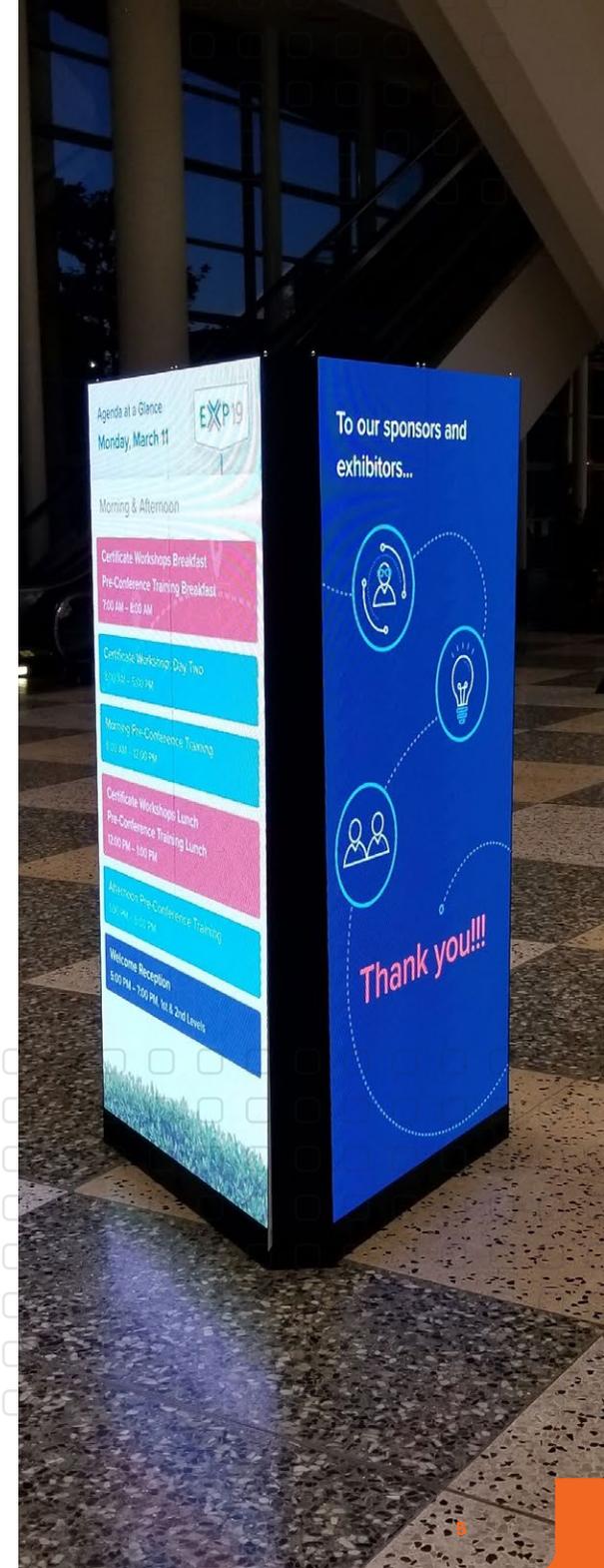
Includes a 58" Ultra 4K Touch Portrait Display and is fully brandable.

\$1,295 per kiosk

(Includes touch screen kiosk. Optional branding available at additional cost.)

DEDICATED SUPPORT TEAM

Our Digital Services team will work with you hand-in-hand and guide you through the entire process, from strategy to onsite support and post-event wrap-up.



LEVERAGING DIGITAL SIGNAGE

There are many ways Digital Signage helps drive event sponsorship revenue. Video is especially valuable because it allows sponsors to dynamically promote their brand or latest product.

SPONSORED ZONES

By splitting your digital sign into different zones, you can offer different sponsorship levels based on the ad size.

For example:

- 1/4 zone = \$2,000
- 1/2 zone = \$5,000
- Full display = \$7,000

SPONSORED AGENDAS

When a room is not in use, agendas can be replaced with sponsored content, where you can charge different rates based on the length of the clips and location of the signs, among many other factors and circumstances.

SPONSORED SESSIONS

At the beginning of each day, session, or networking event, 15 to 30-second video clips can be used to introduce the speaker, subject matter, or other content. The rate you charge will depend on the number of clips running.

ONSITE SPONSORSHIP ADD-ON OPPORTUNITIES

Because Digital Signage is highly flexible, additional sponsored content can be added anytime onsite for a premium.

“Working with SmartSource to implement their digital signage offering at Pizza Expo was a total game changer. We were able to maximize exposure for our sponsors and work together to create digital scoreboards for our competition area, eye-catching special event displays, and meeting room signs that have been on our wish list for a few years. It took some collaboration, but thanks to their subject matter experts, the process was seamless and executed flawlessly.”

- Diana Rich, CEM, Senior Operations Manager
Emerald Expositions

QUESTIONS? VISIT [THESMARTSOURCE](https://www.thesmartsource.com)

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