

# THE INTERNATIONAL CENTRE

## Event Messaging for Exterior Advertising Program

### Get Your Event Noticed!

#### Digital Advertising on Exterior LED Signs

The International Centre is host to Canada's largest trade and consumer shows with over 500 events held annually. Demonstrating its role as a leading facility in sustainable practices, The International Centre's Exterior Main Entrance and Hall Entrance Signs feature stunning full-colour LED screens. These signs will be capable of displaying all forms of digital content; text and graphics to full-motion video in an extraordinary range of colours.

Catch the attention of over 61,000 daily commuters while we advertise your event on two, **double-sided 10ft by 20ft LED** entrance signs. The LED signage will enhance the visual quality and engagement of our Clients' event advertisements and allow our clients to utilize new digital formats for their content.

As part our complimentary promotional program The International Centre will help you create a **Basic Animated Event Message\*** that can be displayed on the **Exterior Entrance** and **Hall LED** screens. Simply provide us with text and image and we will take care of the rest!

#### \*BASIC ANIMATED EVENT MESSAGE

The International Centre's Basic Animated Event Message is created from text, images (i.e. logo and/or brand image) or final video file\*\* provided by the Client. If the animation requested to run on the Main Entrance Signs is outside the scope of The International Centre's design capabilities, the Client must provide final file or you may contact Matrix Post for graphic design services (please see page 3 for this option).

*\*\*If supplying .SWF or .WMV files, please ensure that the file does not contain actionscript and is a linear animation*

**Note:** Client content must be provided one month prior to event date(s) and approved by The International Centre.



Ask about our **Client and Exhibitor Advertising Program** on the Main Entrance signs and Interior Entrance/Exit signs.

Please contact a representative  
by phone **905.677.6131** or email  
**sales@internationalcentre.com**.

### Advertising Specifications

For the best visual quality and to ensure that message content is functional client content must be received in the formats outlined below.

#### BASIC MESSAGE CONTENT GUIDELINES

When providing a final video file please ensure the Event Information\* below is included for the full duration of the message.

If you are unable to provide the final video and you would like The International Centre to design your message, please provide the individual components, such as video clips, images, brand/logo, etc... **PLEASE DO NOT EMBED ANY OF THE BELOW TEXT IN THE FILES THAT YOU PROVIDE TO THE INTERNATIONAL CENTRE.**

##### Event Information\*

- Event Name
- Event Date in month/date format (i.e. “May 1” or “May 1–3”)
- Entrance Number(s) (i.e. “ENTRANCE 1” or “ENTRANCE 1, 2, 5”)

#### EVENTS WITH SPONSORSHIP

External messages provide attendees with key event and wayfinding information. Messages that include an event sponsor will be subject to a fee. Please contact your International Centre representative for further information.

#### ACCEPTED FILE DIMENSIONS

	Dimension*	Orientation
<b>Airport Road Main Entrance Signs</b>	544px W by 304px H	Landscape
<b>Hall Entrance Signs</b>	256px W by 144px H	Landscape

*\*For both Airport Road and Hall Entrance signs, artwork file cannot exceed specified dimension*

#### ACCEPTED FILE FORMATS

	JPEG	PNG	GIF	SWF*	WMV*
<b>Airport Road Main Entrance Signs</b>	✓	✓	✓	✓	✓
<b>Hall Entrance Signs</b>	✓	✓	✓	✓	✓

*\*If supplying .SWF or .WMV files, please ensure that the file do not contain actionscript and is a linear animation*

#### 2D and 3D ANIMATION / VIDEO

Animation cannot exceed eight (8) seconds

### Option to Create a Dynamic Message

If for reasons The International Centre and/or our Clients are unable to provide the desired content required to run on the Exterior LED screens, The International Centre has partnered with **MATRIX POST**. They can create and deliver creative graphics through the Matrix Post design team at competitive prices.



Please contact the Matrix Post team directly for more information at [sulens@matrixpost.com](mailto:sulens@matrixpost.com) or call **Scott Ulens** at **416.340.7716 ext. 125**.

### MATRIX POST VIDEO SIGN PRODUCTION SERVICES

Matrix Post is a full service video production studio providing stunning imagery for video LED signs that result in messaging that is vibrant and effective. With over 20 years of experience, the team has the tools and expertise to make your message stand out.

Services include: 2D and 3D Animation, Text and Graphic Manipulation, Script Writing, High Quality Digital Encoding

### PRICING STRUCTURE

#### Production of LED Sign Message 5 to 8 Seconds includes:

- 3D logo animation
- Text manipulation and background design
- Digital Effects and output

**INQUIRE FOR PRICING**

#### Production of LED Sign Message 5 to 8 Seconds includes:

- 2D logo animation
- Text manipulation and background design
- Digital Effects and output

**INQUIRE FOR PRICING**

#### Production of LED Sign Message 5 to 8 Seconds includes:

- Text manipulation only and background design
- Digital Effects and output

**INQUIRE FOR PRICING**

### PRODUCTION REQUIREMENTS

- All Digital Files (logos/images, etc...) must be in standard formats (JPG, PNG, EPS, AI or GIF)
- Optimum Resolution – 544px by 304px (to allow for flexibility during the production process)
- Lead time required – ideally 2–4 days depending upon complexity
- 10–12 words of text to make up an 8 second ad
- Directions on Font preferences or specific Pantone Colours to be used
- Approvals will be sent via email prior to any ad airing on the sign

#### CREATIVE CONTACT

**Matrix Post**  
527 Edgeley Boulevard  
Unit #3  
Concord, Ontario L4K 4G6

**Attn: Scott Ulens**  
[sulens@matrixpost.com](mailto:sulens@matrixpost.com)  
416.340.7716 ext 125

### Advertising Screen Locations Facility Map

- Exterior LED Advertising Screen (Airport Road)
- Exterior LED Advertising Screen (Hall Entrance)

