Advertising on Conference Digital Signage throughout Mandalay Bay-Conference Center (subject to availability)

Promote your company and solutions through this dynamic channel! Leverage the LCD screens, located throughout the conference, to deliver your digital message to attendees.   Rotating content can include logos, digital still ads and video promotional spots.

One-minute Video (up to 60 seconds max)……………………. $2,500
Digital Still Ad………………………………………………………………. $2,000
Logo…………………………………………………………………………… $1,500

Ad Type:	One-Minute Video	Digital Still Ad	Logo
Price:	$2,500	$2,000	$1,500
Specifications / Acceptable File Format:	• No more than 60 second length • Preferred format: 1920 x 1080 h264 MP4 • Also accepted: MOV	• Vector Graphics • .eps file –OR- .ai file –OR- • Super high res PNG. Over 4000px • Ad does not have to match these specs exactly, however request that it be as close as possible	• EPS Logo File
Submission Instructions and Deadlines:	• Submit your video to Julie DuFour, (jdufour@us.ibm.com) for IBM **Approval by September 7th, 2015.** • If any changes need to be made, final video must be emailed to Julie DuFour, (jdufour@us.ibm.com) by **September 28th, 2015.**	• Submit your Ad to the link below for IBM **Approval by September 7th, 2015.** • If any changes need to be made, final Ad must be submitted to the link below by **September 28th, 2015.** https://www-950.ibm.com/events/wwe/insight/insight15expo.nsf/exspcode?OpenForm	• We will use your logo that was provided along with your conference application. .
Additional Instructions:	The advice for any sponsor is to focus the video on visual information, and assume that it will be difficult for attendees to hear or pay attention to specific narration or sound bites.		

Version 8

FOR MORE INFORMATION:

To secure this promotion, contact Anthony Ramon (aramon@us.ibm.com, 510-769-5606 or Bob Melton (bmelton@us.ibm.com, 770-804-1162)

If your promotion is already purchased and you have questions, contact Julie Dufour (jdufour@us.ibm.com), 702-629-4029).