

2023 Annual Meeting Digital Branding Opportunities

Provided Exclusively by Digital Conventions Walter E. Washington Convention Center





Digital Branding Opportunities, WEWCC Click the links below to see locations and pricing

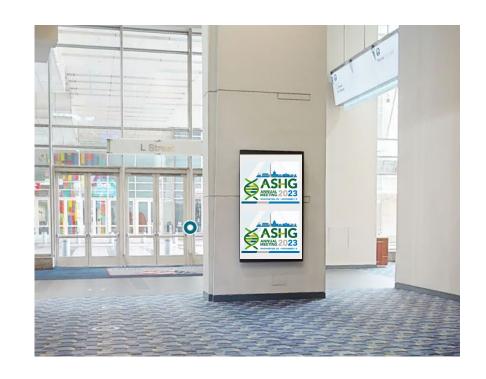
Additional locations available upon request

- WDSs (Wall-mounted Digital Signs), Mt. Vernon/South Bldg
- Mobile Digital Posters
- Registration + WDS Bundle
- <u>Digital Content Guidelines</u>
- More ASHG 2023 Advertising Opportunities



WDSs, Mt. Vernon/South Bldg

- 89" vertical LED displays
- Exclusive rental no competing ads
- Only 2 available, near L Street doors
 - WDS-014 facing inside
 - WDS-015 facing L Street doors (reverse side of column shown here, visible from street)
- Run Dates: Full Meeting, November 1-5
- Price: \$5,000 per unit

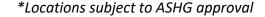




Mobile Digital Posters

- Single-sided mobile LED video wall, 4'w x 6.5'h
 - position it where you need it most!*
- Exclusive rental no competing ads
- Only 5 available
 - 2 sold, 3 available
- Run Dates: November 2-4 (exhibit hall days)
- Price: \$5,000 per unit







Registration + WDS Bundle

- One of only 3 rotating ad slots, among ASHG content, in 7 highprofile locations
 - Grand Lobby South Skywalk Video Wall (facing main doors near registration)
 - Registration West Salon digital flags x 2 (back sides only)
 - 4 locations Wall-mounted Digital Signs (WDS), 89" vertical displays
- Run Dates: Full Meeting, November 1-5
- Price: \$15,000 per slot
 - That's just \$3,000 a day for high-impact, large format advertising!



Reg + WDS Bundle - South Skywalk Video Wall



View from Mt. Vernon Place entrance

Print sponsor banners (above in green) sold out



Reg + WDS Bundle – West Salon Flags



View on Mezzanine facing Mt. Vernon Place entrance

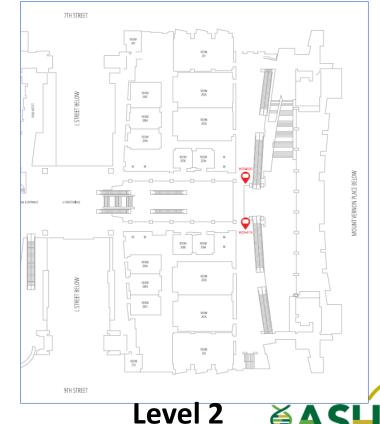
Same art will display on both flags



Reg + WDS Bundle – WDSs, 4 Locations







Level 1

Digital Content Guidelines

- File Type, Still Graphics
 - JPG or PNG accepted
 - Sizes: 1G max per file
- File Type, Video
 - MP4 or .MOV/Quicktime (H.264), bit rate between 4-9 megabits
 - Sizes: 1G max per file
 - No audio capability
- Content Requirements
 - Ads in Registration + WDS Bundle may <u>not</u> promote daytime industry sessions to avoid conflicts of interest with consecutive ASHG programming messages



More ASHG 2023 Advertising Opportunities

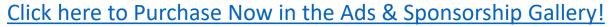
Download our <u>Full Onsite Branding & Advertising</u>

<u>Opportunities</u> packet to see specs and pricing for lots of great options to compliment your digital ads and boost your brand:

- Banner ads in emails to attendee and ASHG member audiences
- Mobile app ads and gamification
- Printed ad options like floor decals, meeting bag inserts, banners, and meterboards
- High-impact escalator branding
- And so much more!



Floor Decals in Lobby
See full opportunities packet
for pricing!







Thank You!

Ready to Book Your Ads or Have Questions?

Contact Sara Whitney at swhitney@ashg.org or 301-634-7318

