



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](#)
- [Digital Content Guidelines](#)
- [More ASHG 2023 Advertising Opportunities](#)

All artwork must be approved by ASHG prior to production and adhere to the content guidelines in the [ASHG Media Kit](#).

Digital Branding Opportunities, WEWCC

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



Digital Branding Opportunities, WEWCC

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



**Locations subject to ASHG approval*

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Digital Branding Opportunities, WEWCC

Registration + WDS Bundle

- ***One of only 3 rotating ad slots***, among ASHG content, in 7 high-profile 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!

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Digital Branding Opportunities, WEWCC

Reg + WDS Bundle – South Skywalk Video Wall



View from Mt. Vernon Place entrance

Print sponsor banners (above in green) sold out

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Digital Branding Opportunities, WEWCC

Reg + WDS Bundle – West Salon Flags



View on Mezzanine facing Mt. Vernon Place entrance

Same art will display on both flags

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Digital Branding Opportunities, WEWCC

Reg + WDS Bundle – WDSs, 4 Locations



Level 1



Level 2

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Digital Branding Opportunities, WEWCC

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 not promote daytime industry sessions to avoid conflicts of interest with consecutive ASHG programming messages

More ASHG 2023 Advertising Opportunities

Download our [Full Onsite Branding & Advertising Opportunities](#) 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!*

[Click here to Purchase Now in the Ads & Sponsorship Gallery!](#)

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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

