

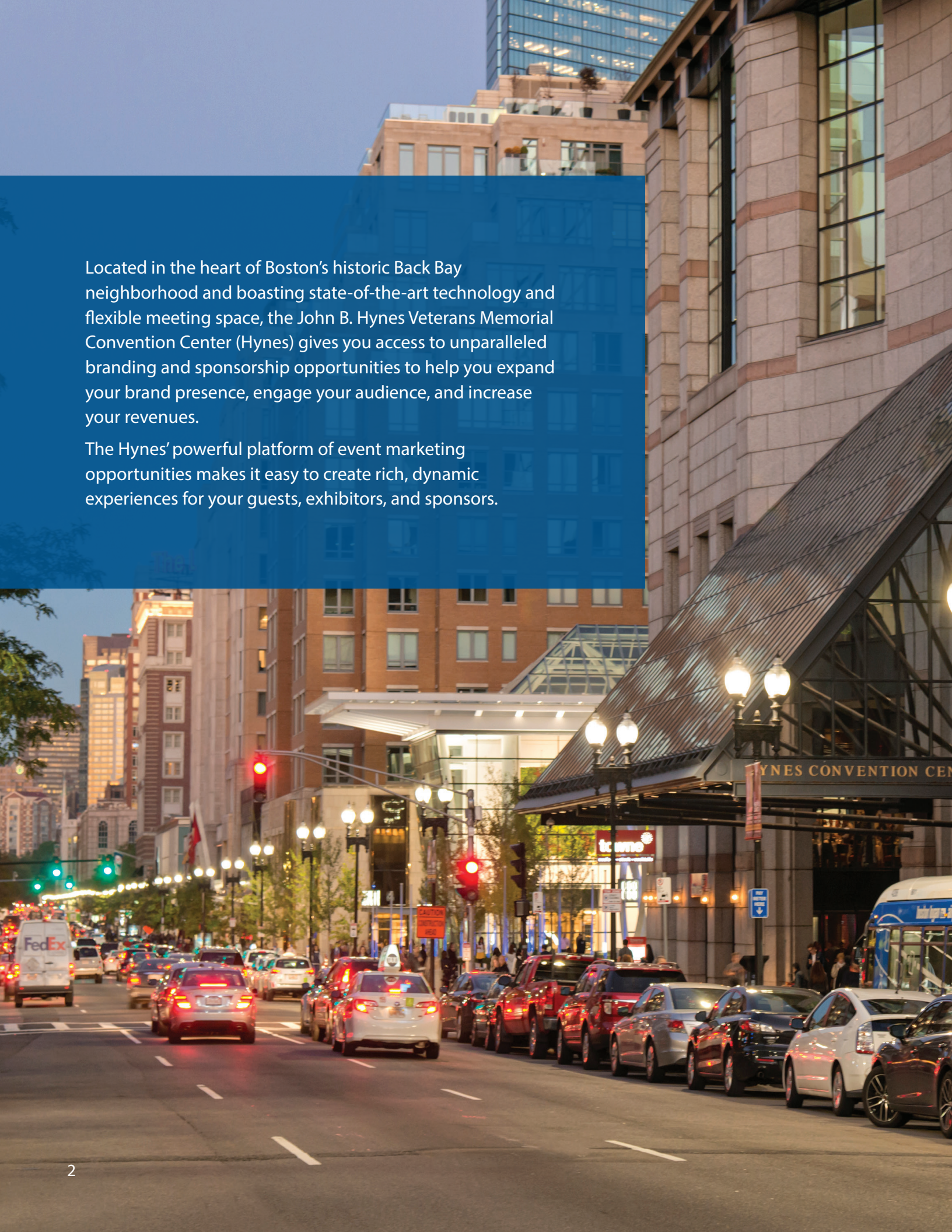
*Signature*  
**BOSTON**

Remarkable experiences.  
Imagination realized.

JOHN B. HYNES VETERANS  
MEMORIAL CONVENTION CENTER

# *Branding & Sponsorship*



A photograph of a city street at dusk. In the foreground, a line of cars is stopped at a red traffic light. A white FedEx van is visible on the left. The street is lined with tall buildings, including a prominent one with a glass facade on the right. The sky is a deep blue. A semi-transparent blue box is overlaid on the left side of the image, containing white text.

Located in the heart of Boston's historic Back Bay neighborhood and boasting state-of-the-art technology and flexible meeting space, the John B. Hynes Veterans Memorial Convention Center (Hynes) gives you access to unparalleled branding and sponsorship opportunities to help you expand your brand presence, engage your audience, and increase your revenues.

The Hynes' powerful platform of event marketing opportunities makes it easy to create rich, dynamic experiences for your guests, exhibitors, and sponsors.



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# *Digital Displays*

The Hynes Digital Signage Network provides a powerful platform to create rich, dynamic branding and sponsorship opportunities for your attendees, exhibitors, and sponsors. Positioned in high traffic locations, including main hallways and the rotundas, your message will be sure to reach every guest and exhibitor on multiple occasions and at multiple points.





# Digital Signage Network

The Digital Signage Network is strategically positioned to give you access to audiences across the facility.

- Twenty-one 55-inch, 65-inch, 85-inch and 98-inch high-definition LED screens

The Digital Signage Network can be used to showcase:

- Exhibitor/Sponsor advertising
- Welcome messages
- Speaker information
- Show hours
- Sponsors & exhibitors
- Featured events
- Announcements
- Social media

Please refer to pages 6-7 for Digital Signage Network locations.

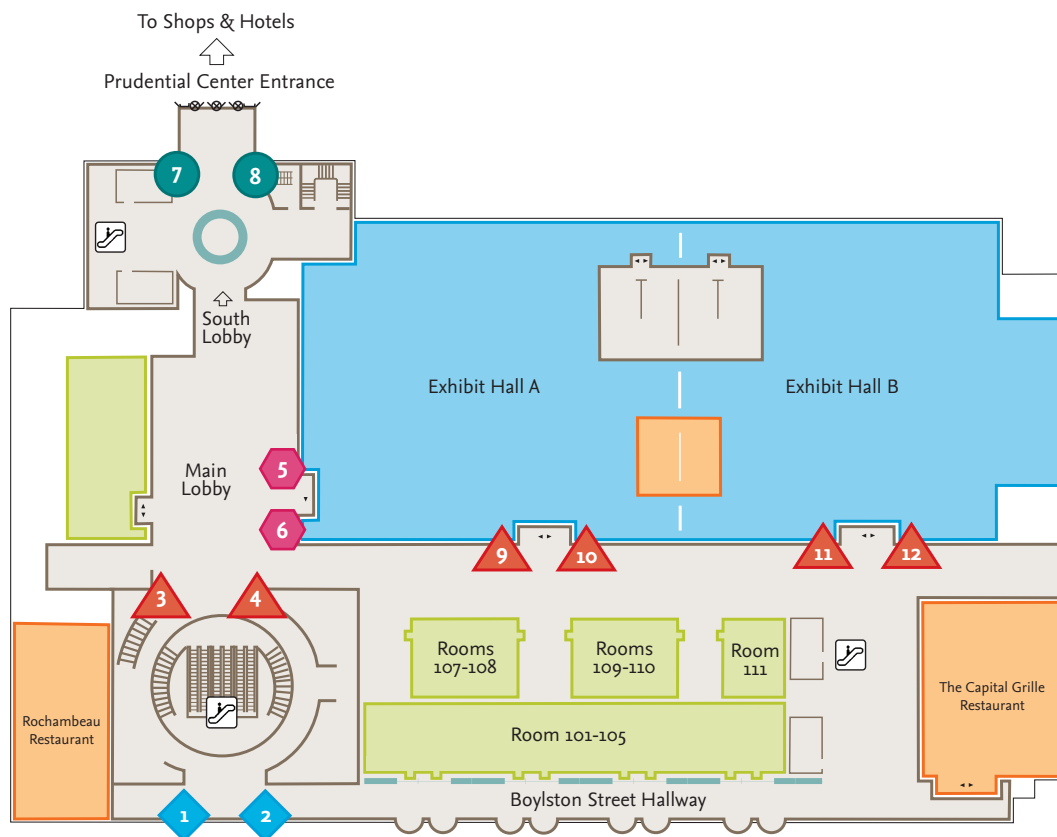
*Attendees view the Digital Displays multiple times a day in multiple locations as they walk through the Hynes.*





# Hynes Convention Center Digital Display Locations

## Plaza Level

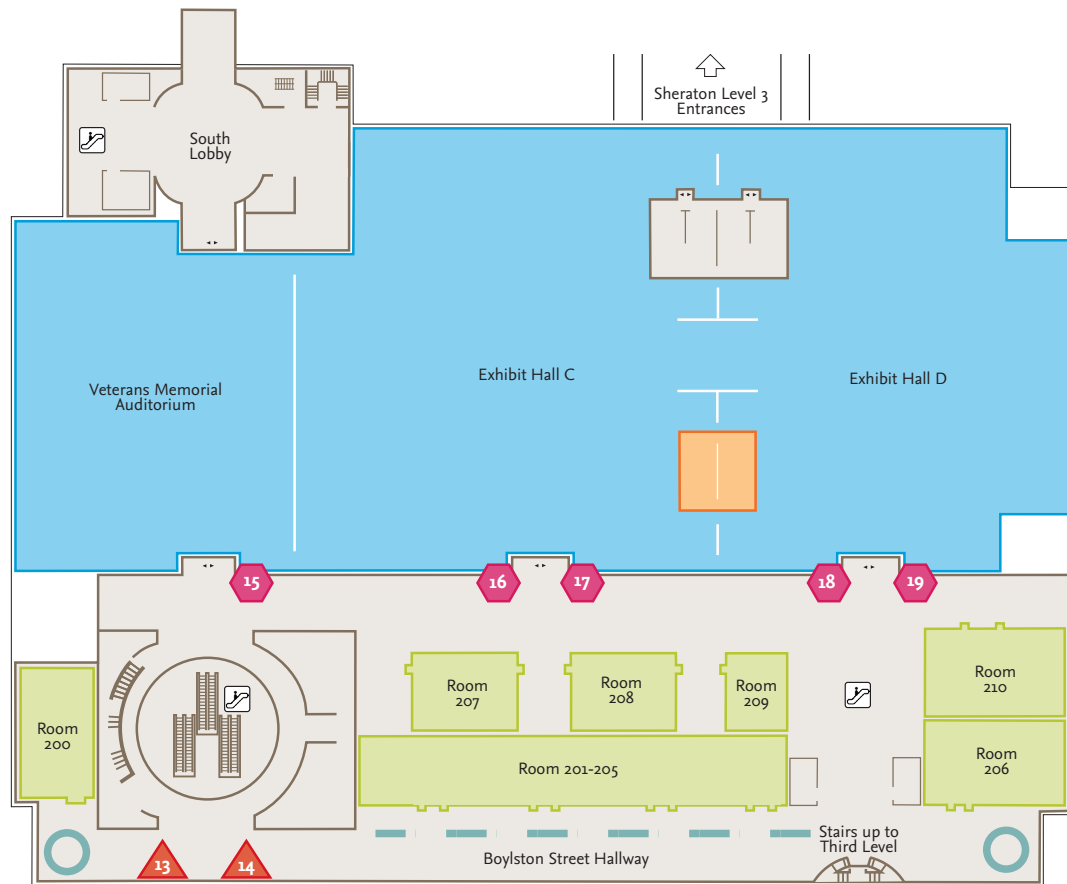


### KEY

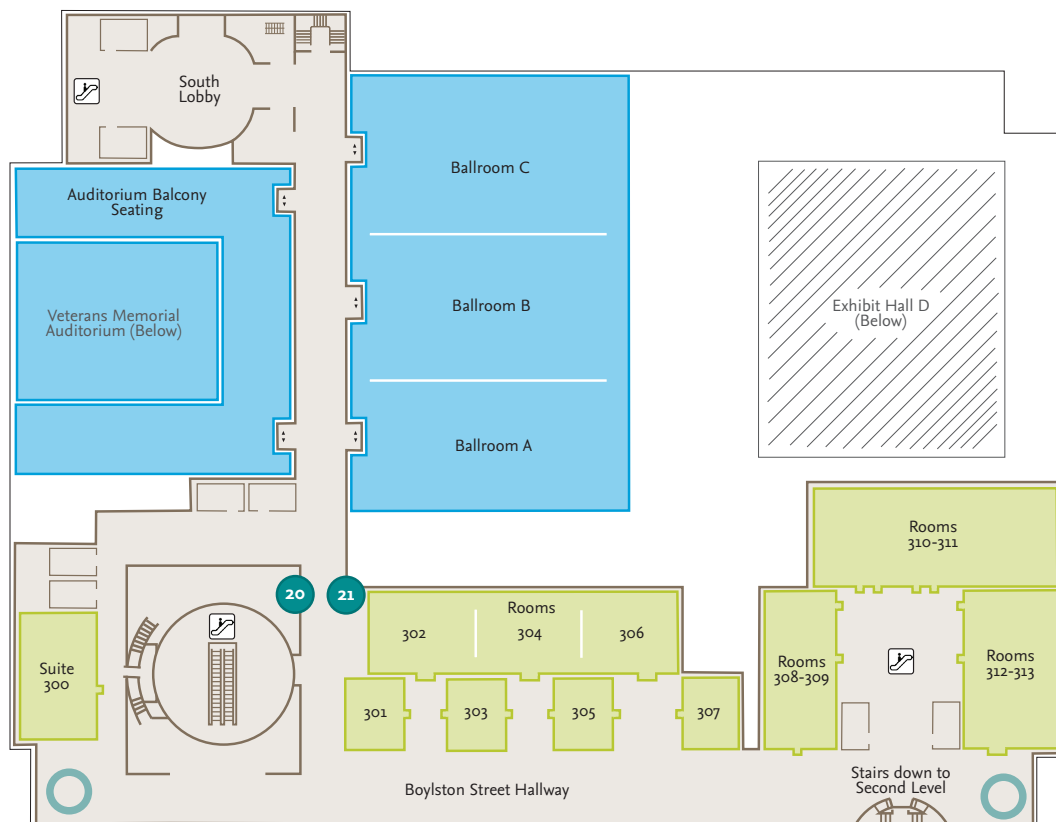
<span style="color: #00AEEF;">■</span> Exhibits	<span style="color: #008080;">●</span> 55" LED Screen
<span style="color: #9ACD32;">■</span> Meeting Rooms	<span style="color: #FF0000;">▲</span> 65" LED Screen
<span style="color: #D3D3D3;">■</span> Lobby & Public Use	<span style="color: #00BFFF;">◆</span> 85" LED Screen
	<span style="color: #DC143C;">◆</span> 98" LED Screen



## Second Level



## Third Level







# Digital Display Packages

Choose the Network Package that best suits your needs, or create your own bundle.

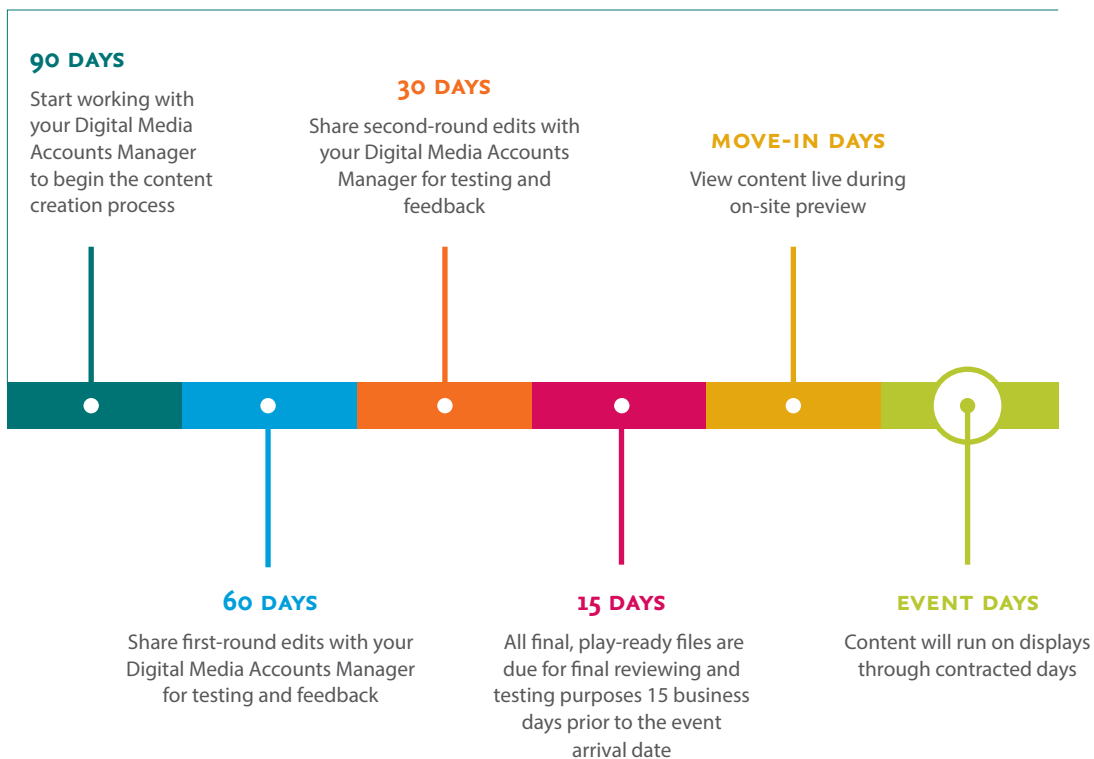
	NETWORK 60	NETWORK 45	NETWORK 30	NETWORK 15
Hours of Operation	6:00 am-11:00 pm	6:00 am-11:00 pm	6:00 am-11:00 pm	6:00 am-11:00 pm
Display Time (minutes per hour)	60 minutes	45 minutes	30 minutes	15 minutes
Opportunity to Sell Time to Your Sponsors and Exhibitors	✓	✓	✓	✓





# Key Milestone Planning Timeline

## CONTENT DEVELOPMENT







# Sponsorship & Advertising

The Hynes offers a variety of traditional and innovative advertising and sponsorship opportunities throughout the convention center. These opportunities will maximize the exposure for your exhibitors and sponsors, putting them front and center with your attendees, and creating a revenue stream for your event.





E

207-210  
↑

207-210  
↑

(acopan)



Visit  
at booth  
923  
to find

S&M22

ROOMS 201-208  
↓

PRUDENTIAL PLAZA  
↓

EXHIBITS & POSTERS  
←

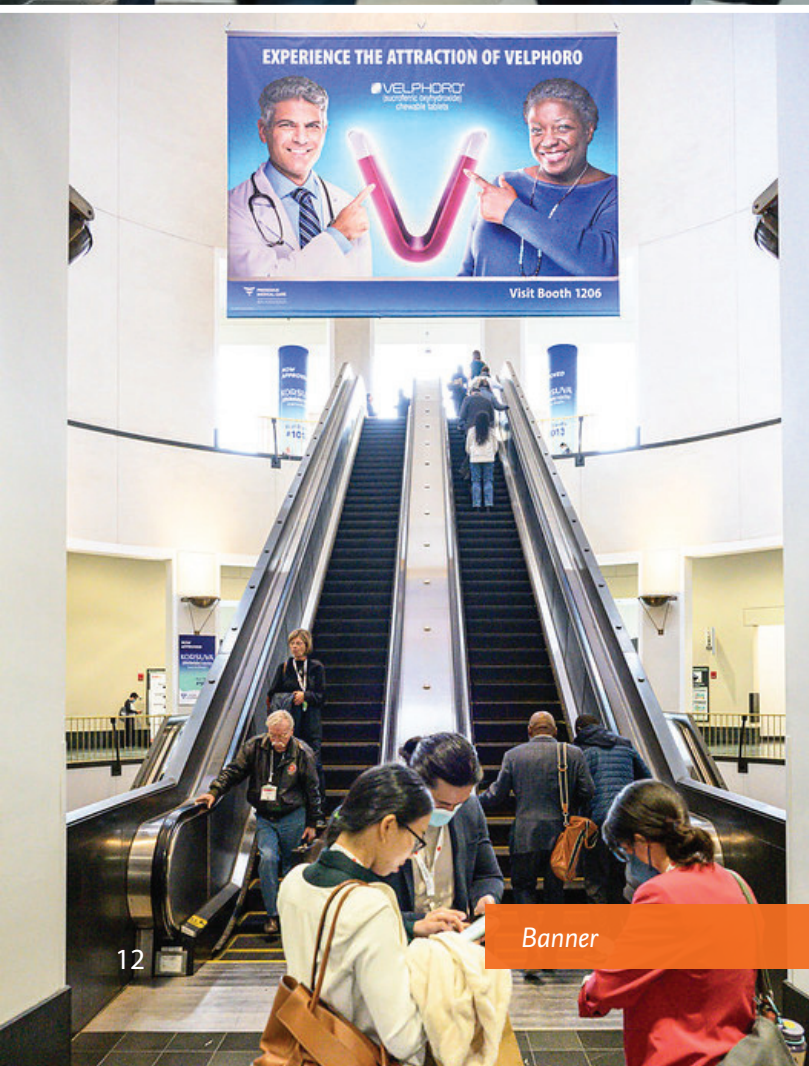
REGISTRATION  
←

MEETING INFORMATION  
←





Wall Graphic



Banner

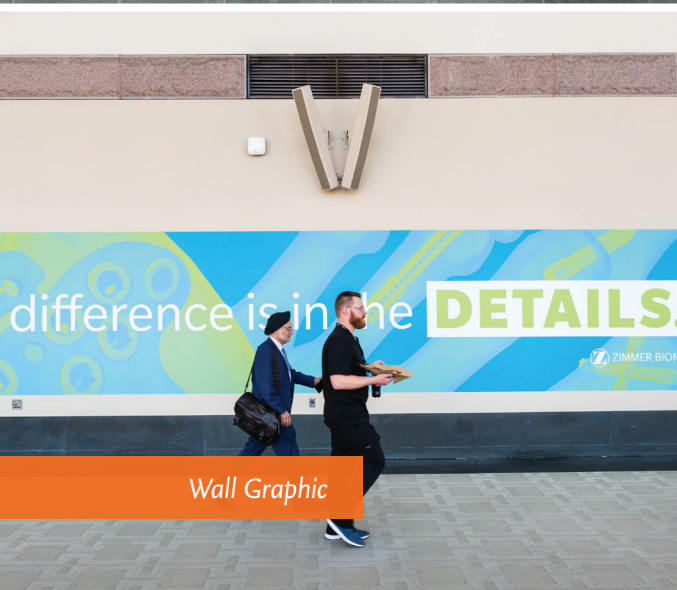


Wall Graphic





Column Wraps



Wall Graphic

# Sponsorship & Advertising Packages

Our Activate Packages offer you a bundle of sponsorship products and locations to choose from, and are based upon your contracted space. These packages offer the best value and can be combined with one another.

PACKAGES	CONTRACTED SPACE	SPONSORSHIP LOCATION
Activate Plaza Level	Halls AB & Rooms 101-111	Plaza Level Pre-Function
Activate B1	Halls CD & Auditorium, Rooms 200-210	Second Level
Activate B2	Ballroom & Rooms 300-313	Third Level
Full Activation	Halls ABCD & Ballroom, Auditorium, Rooms 302, 304, 306	Full Building



# À La Carte

Our À la Carte Menu is the ideal solution for events that want the flexibility to individually select sponsorship products and locations within your contracted space. Choose from the menu of products and number of locations to fit your budget.

- Banners
- Column Wraps
- Digital Displays (non-MCCA displays)
- Floor Clings
- Free-Standing Signs/Meter Boards
- Gobos
- Guard Rail Clings/Panel Clings
- Sponsorship Activations/Pop-Up Installations
- Stair Clings
- Wall Graphics/Window Clings



Column Wrap



Wall Graphic

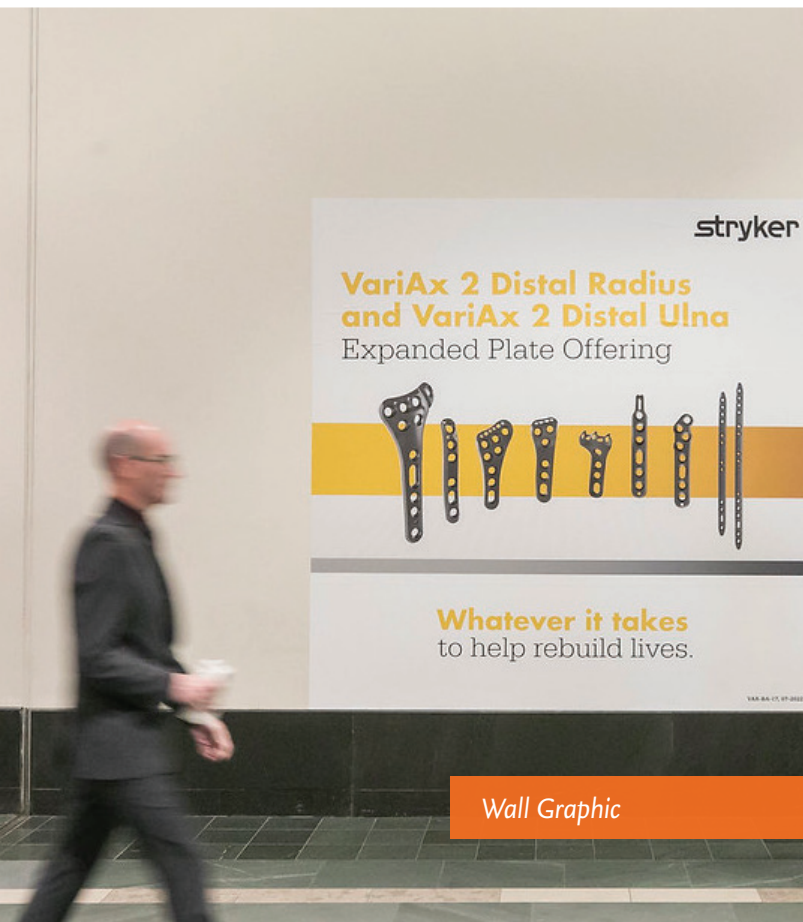




Free-Standing Sign/  
Meter Board



Sponsorship Activation



Wall Graphic



Banners

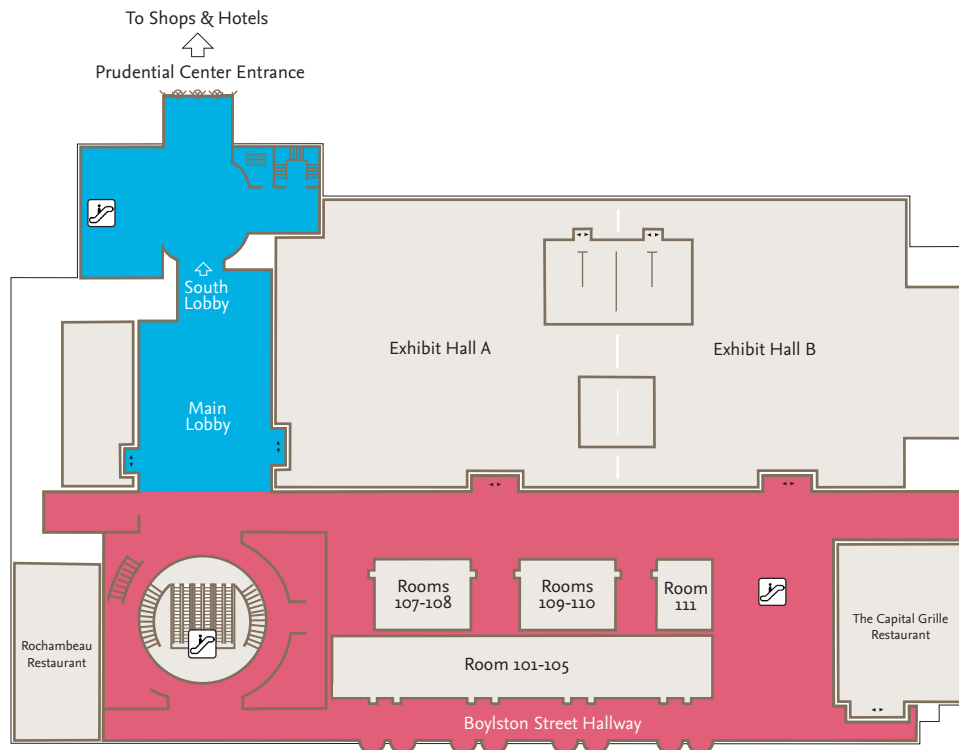


Column Wraps



# Sponsorship & Advertising Locations

## Plaza Level



### KEY

 Activate  
Plaza Level

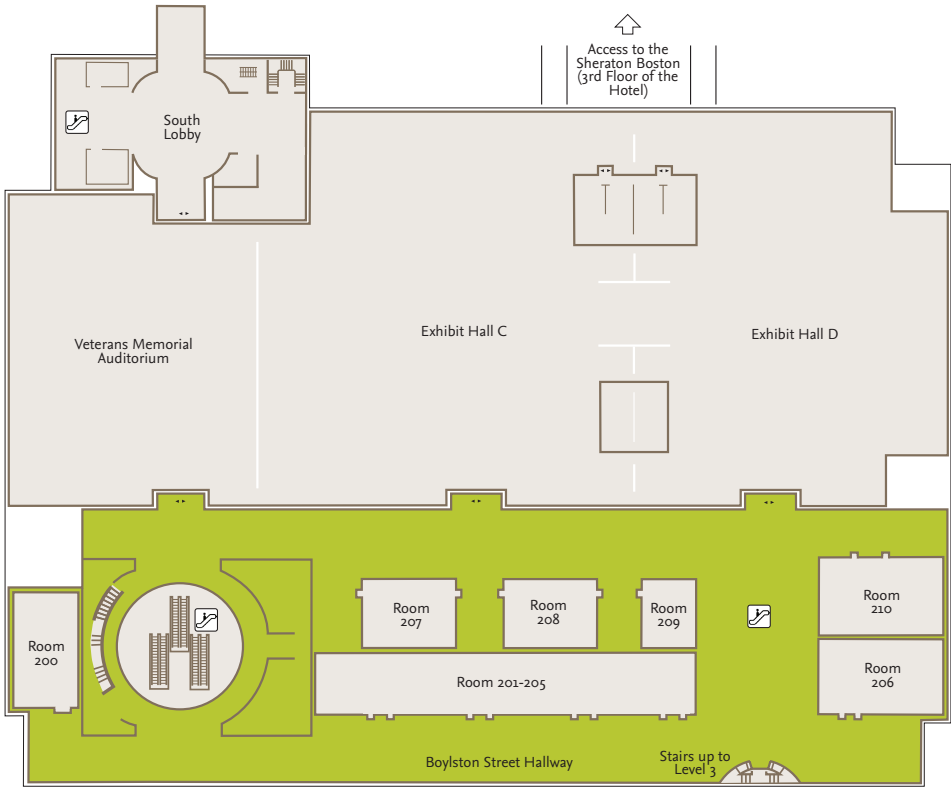
 Activate  
Level 2

 Activate  
Level 3

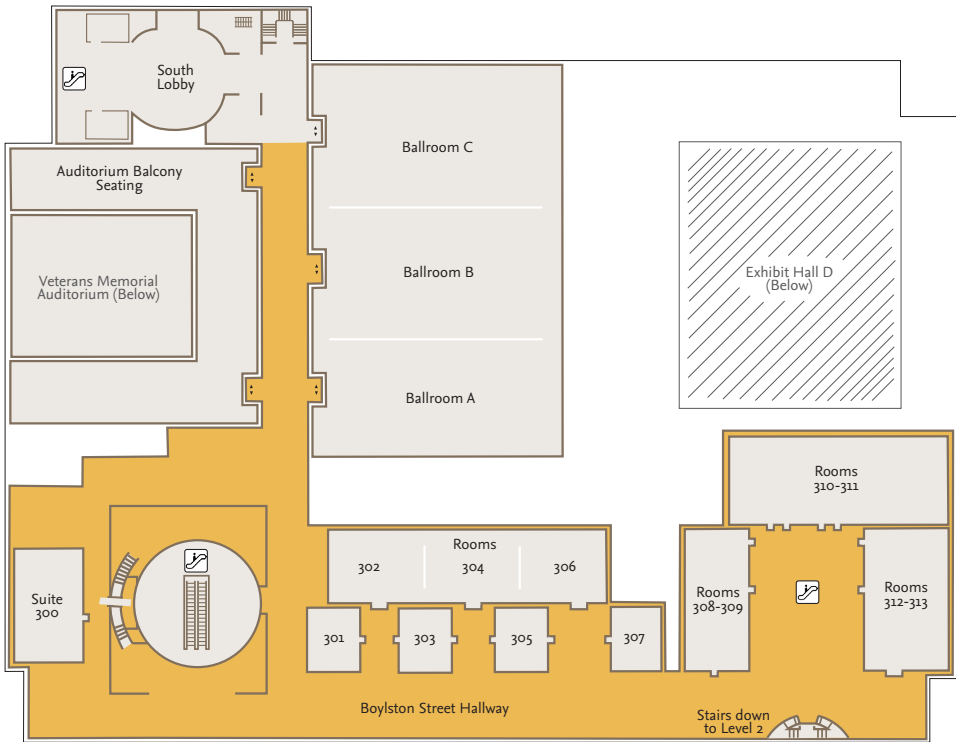




# Second Level



# Third Level





# Wireless Network

With Boston being at the forefront of technology, the Hynes is leading the way with the most advanced Wi-Fi available in the industry.

Our Wi-Fi is free and extends throughout the entire building, from meeting rooms and exhibit halls to the loading docks. Boasting over 250 access points, our superior connectivity and performance allows more than 15,000 devices to be connected simultaneously at data rates up to 10 GB per second.





# Wireless Sponsorship Opportunities

We offer two custom wireless opportunities to help expand your on-site branding reach and create a new sponsorship revenue stream. Our Custom Wireless SSID Package provides the opportunity to create a branded SSID, and our Wireless Network Sponsorship Package offers a custom SSID and splash page with a URL redirect.

	WIRELESS NETWORK SPONSORSHIP PACKAGE	CUSTOM WIRELESS SSID PACKAGE
Custom SSID (password optional)	✓	✓
Splash Page* Includes: <ul style="list-style-type: none"><li>• Unique Colors &amp; Logos</li><li>• Custom Buttons</li><li>• Unique Layouts</li></ul>	✓	
URL-Redirect (optional)	✓	
Post-Event Analytics Report	✓	✓
Inclusive of All Event Days	✓	✓
Hours of Operation: 24 hours per day	✓	✓
Sponsorship Permitted	✓	✓

\* Please refer to page 26 for wireless sponsorship design guidance.





# *Podcast Studio*

To provide customers and local businesses and organizations with the latest tools in the digital media space, the Thomas M. Menino Convention & Exhibition Center (MCEC) has opened the UnConventional Boston Podcast Studio! This innovative addition caters to podcasters, content creators, and event organizers, providing a professional environment to produce high-quality audio and video content.





# UnConventional Boston Podcast Studio at the BCEC

## Studio Dimensions

- Studio Space (includes all space besides corner closet): 341 square feet
- Corner Closet in Studio Space: 7 square feet
- Tech. Room: 75 square feet

## Features

- State-of-the-art Panasonic 4K cameras (3-truss mounted AW-UE160KPJ cameras)
- AJA 4K video recorders (3-rackmounted hard drive recorders)
- BlackMagic video hub (40 inputs x 40 outputs)
- Epiphan 4K video streamer
- Allen & Heath digital audio console
- Shure KSM 44 high-fidelity condenser microphones
- Shure PSM900 personal in-ear monitor system
- 75-inch LED screen behind guests for content
- Latest in studio lighting with the ARRI SC30
- State-of-the-art soundproofing
- LED lighting with adjustable colors

## Experience Highlights

- **EFFORTLESS OPERATION:** The studio includes a dedicated, trained technician to handle sound, cameras, and setup, ensuring you can focus on creating high-quality content without any concerns.
- **BROADCAST WITHIN THE BCEC:** Utilize the ability to stream to other displays within the MCEC. Streaming is available to the Westin utilizing the MCEC fiber network. Additional fees may apply.
- **RECORD IN COMFORT:** Comfortable studio seating and a spacious layout provide a high-end environment to record content. Lounge seating is available in the reception space outside the studio, overlooking the exhibit hall.
- **COMPLIMENTARY SNACKS AND DRINKS:** Enjoy snacks and beverages, with additional meals available for order through Levy Restaurants, our exclusive food and beverage provider.



# Design Guidance & Specifications







# Digital Displays Client Support & Design Services

## Digital Displays Client Support

Our dedicated Digital Media Accounts Manager will help guide and assist with every aspect of your digital branding needs, from creative development to event execution, by:

- Introducing you to all options available for your event
- Reviewing all content guidelines, quality standards, and programming criteria
- Managing content submission, testing, and scheduling
- Providing on-site event programming support
- Coordinating services with our in-house Design Services Team

## Design Services

Our in-house Design Services Team will work with all aspects of your visual content. From complete design and animation to support and troubleshooting for your content creation process, we'll make sure your content closely aligns with your brand and vision. Our services include:

- 2D animation
- Storyboarding
- Creating simulation previews
- Design Q&A sessions
- Template walk-throughs
- On-site content previews
- Troubleshooting errors

### LOOKING FOR TEMPLATES?

We make it easy to set up and create your own media for our signage network. To download templates, please visit [www.signatureboston.com/media/content-guidelines](http://www.signatureboston.com/media/content-guidelines). For additional support, contact your Digital Media Accounts Manager.



# Content Guidelines 55", 65", & 85" Digital Signage Network Display

## Title Safe Zone

To prevent any important content from getting cut-off around the edge of the displays, content creators should use a "Title Safe Zone". This boundary starts 10% in from each edge of the frame and ensures that all content within those borders is visible on the displays. All essential text, logos, and titles should be within this inner boundary. We can provide a Title Safe Zone template if needed.



## File Specifications

**FINAL OUTPUT RESOLUTION** 1,920 x 1,080 at 72 pixels/inch

**COLOR SPACE** RGB

**MOTION FILES** MP4 with H.264 compression only

**STATIC FILES** JPEG (preferred), Microsoft PowerPoint\*, PNG

**AUDIO FORMAT** The Hynes Digital Signage Network is capable of playing audio, though we recommend content creators not include it.

**VIDEO LENGTH** 15 or 30 seconds (all videos are scheduled in 15 second increments)

**VIDEO FILE SIZE** Less than 200 MB

Templates can be downloaded at [www.signatureboston.com/media/content-guidelines](http://www.signatureboston.com/media/content-guidelines).

*\* When creating content in PowerPoint, please make sure the document is an 'On-screen Show (16:9)'. This setting is listed under 'Page Setup'. The slides will be converted to JPEGs and played as static images. All animations added in PowerPoint will be lost.*



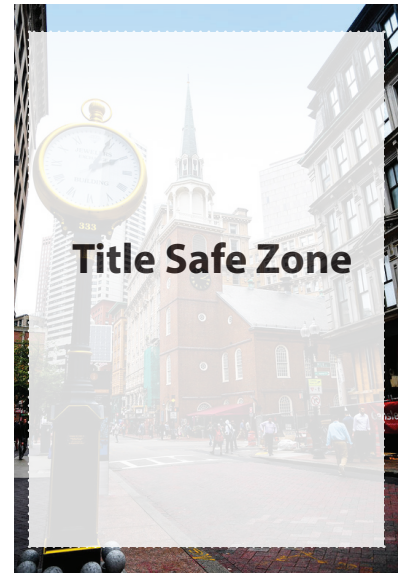
# Content Guidelines

## 98" Digital Signage Network Display

The 98" LED displays are hung in Portrait mode. Logos, text, and video content without audio are recommended for the 98" Digital Signage Network displays.

### Title Safe Zone

To prevent any important content from getting cut-off around the edges of the displays, content creators should use a "Title Safe Zone". This boundary starts 10% in from each edge of the frame and ensures that all content within those borders is visible on the displays. All essential text, logos, and titles should be within this inner boundary. We can provide a Title Safe Zone template if needed.



### File Specifications

**FINAL OUTPUT RESOLUTION** 2,160 x 3,840 at 72 pixels/inch composition

**COLOR SPACE** RGB

**FORMATS ACCEPTED** JPEG (preferred), Microsoft PowerPoint\*, PNG

**MOTION FILE TYPES** MP4 with H.264 compression only

**AUDIO** Although the 98" Hynes Digital Signage Network is capable of playing content with audio, we recommend that content producers not include audio in their content.

**VIDEO LENGTH** Exactly 15 or 30 seconds (all videos are scheduled in 15 second increments)

**VIDEO SIZE** Less than 200 MB

Templates can be downloaded at [www.signatureboston.com/media/content-guidelines](http://www.signatureboston.com/media/content-guidelines).

*\*When creating content in PowerPoint, please make sure the document is an "On-screen Show (16:9)". This setting is listed under 'Page Setup'. The slides will be converted to JPEGs and played as static images. All animations added in PowerPoint will be lost.*



# Digital Displays Submitting Your Files

## File Naming Convention



## File Delivery

Please deliver all play-ready content to your Digital Media Accounts Manager via SharePoint or similar file-sharing service.

## Submission Deadline

All final, play-ready content must be submitted to the Digital Media Accounts Manager at least 15 business days before the event or advertisement begins. This allows time for testing, approval, and scheduling.

## Content Approval

All content must comply with the Massachusetts Convention Center Authority (MCCA) Content Creation Guidelines and the MCCA Digital Display Content Standards.

*Please send files and questions to your Digital Media Accounts Manager.*

**DIGITAL MEDIA TEAM**

[digitalmedia@SignatureBoston.com](mailto:digitalmedia@SignatureBoston.com)



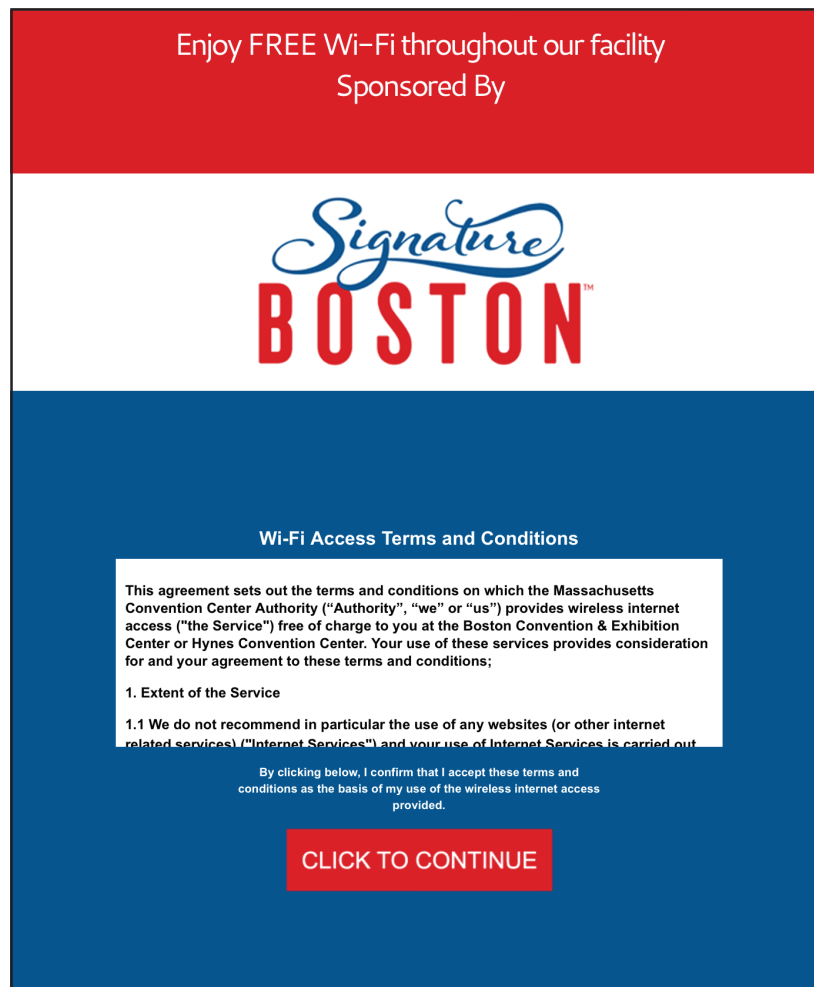
# Content Guidelines

# Wireless Network

## Design Guidance Template Customization

This is the default landing page that users will see when connecting to the wireless network. To customize it, you can:

- Choose two color options
- Add a logo





# Wireless Network

## Submitting Your Files

### Formatting & Passwords

#### SSID

An SSID is the public name of a wireless network. You will need to provide an SSID for your wireless network. Your SSID name should be a maximum of 14 characters for optimal readability, e.g. MyShow2023.

A password/pre-shared key can be applied to the SSID if you choose. If you do apply a password, users will be prompted for the password as soon as they click on the SSID. This would happen before they are connected to the wireless network. Your password must be a minimum of 8 characters.

#### URL RE-DIRECT

A URL redirect is the URL you would like your attendees forwarded to after they have accepted the wireless network terms and conditions. Example: [www.MyShow2023.com](http://www.MyShow2023.com)

### File Delivery

Content may be submitted as a ZIP file via email or a file-sharing service. All supporting HTML, CSS, and font files should be included. All visual assets should be in PNG or JPEG format.

### Submission Deadline

All content must be submitted to our Wireless Network Sponsorship Team 15 business days before the event arrival date. This allows time for testing.

Please reference the content submission deadline on your Wireless Network Sponsorship term sheet.

*Please send files and questions to our Wireless Network Sponsorship Team.*

**WIRELESS NETWORK SPONSORSHIP TEAM**

[wifisponsorship@SignatureBoston.com](mailto:wifisponsorship@SignatureBoston.com)

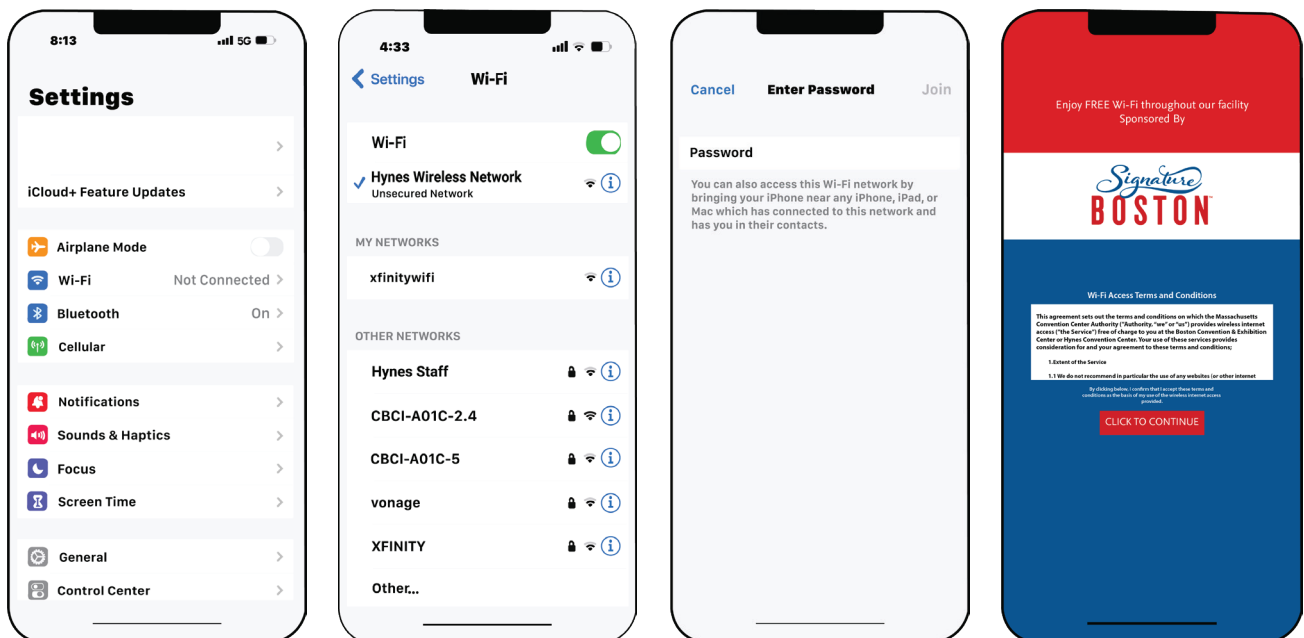


# Wireless Network

## Connecting to the Wireless Network

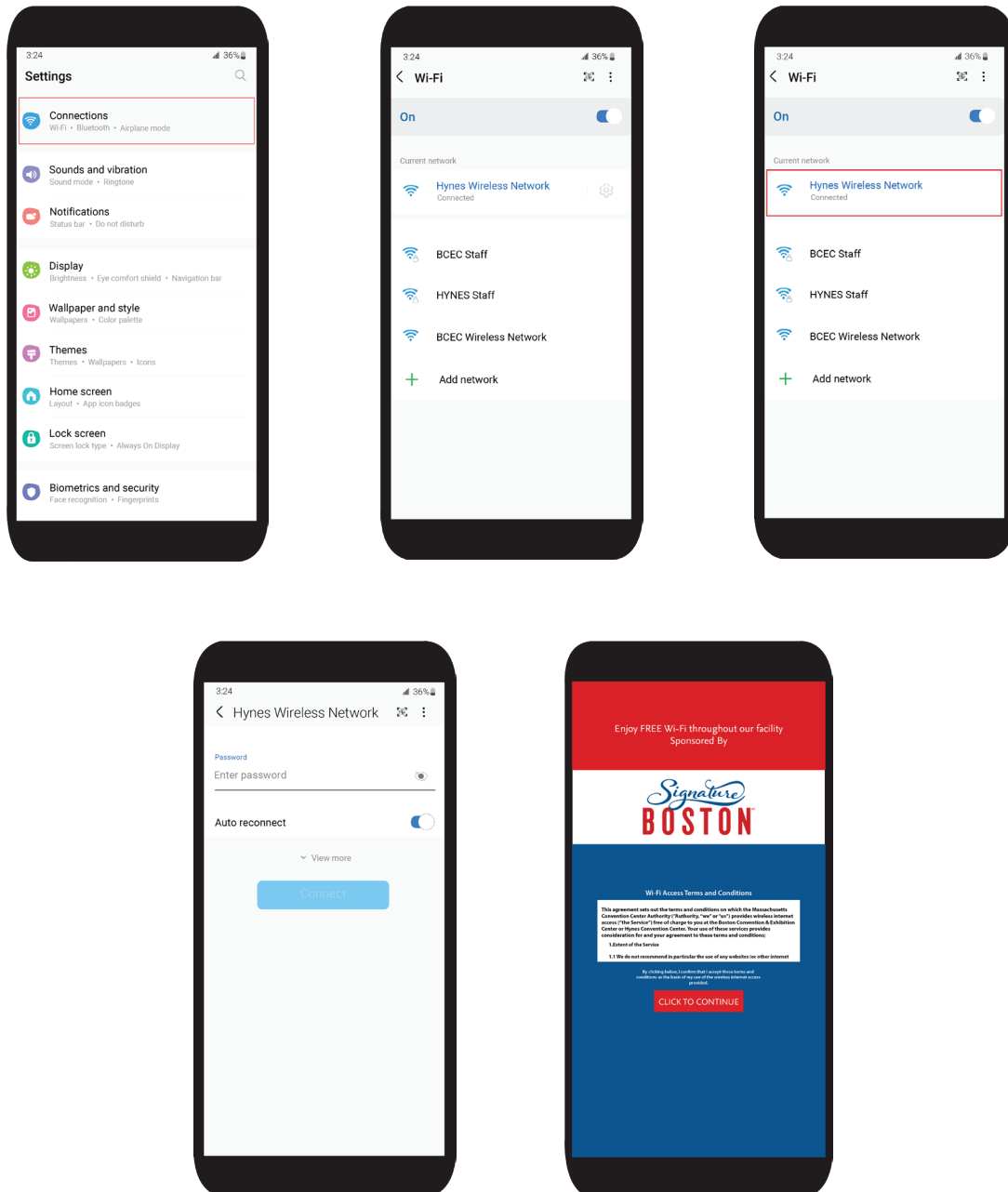
- Go to your **DEVICE** settings
- Go to **WI-FI**
- Select **CUSTOM SSID** under Other Networks
- Enter **PASSWORD** (if applicable)
- Select **JOIN**
- On the Splash/Landing Page, select **CLICK TO CONTINUE** to accept the wireless network terms and conditions

### IPHONE





## ANDROID



*Please send files and questions to our Wireless Network Sponsorship Team.*

**WIRELESS NETWORK SPONSORSHIP TEAM**

wifisponsorship@SignatureBoston.com





READY TO THRIVE IN 2025?

ASK ME HOW

Simmons University  
Institute for Inclusive Leadership

We're reimagining  
come together  
barriers and  
fairness. By  
technology  
more opportu  
a more inclu  
cisco.com

Simmons  
UNIVERSITY

Simmons  
UNIVERSITY



LL D

You'll Never Research,  
Develop, or Work Alone.  
Simplifying Bioprocessing Together  
at Booth 204.

Exhibit and Poster Hall

# The Quest Continues... BioQuest

Keep the adventure alive in the Exhibition Hall!

## HOW TO PLAY



Meet the Exhibitors and scan their booth QR codes to collect points.



Accept and check in to your meetings at the ConnectMe Café.

**+50 POINTS**



Visit the activities in the Zen Den.

**+15 POINTS PER ACTIVITY**



Download the latest BPI Magazine in your delegate bag.

**+50 POINTS**



Visit the Barista at the ConnectMe Café for a quick pick-me-up.

**+15 POINTS**



Explore the Poster Area, download PDFs to your delegate bag

**+5 POINTS FOR EACH POSTER YOU ADD!**

Don't miss the Party at the Museum of Science, grab your dancing shoes and take a picture with the T-Rex and rack up  
**300 POINTS!**



Stay on the hunt and watch those points soar!

BioProcess  
International

Cell & Gene Therapy  
International

# FAQs



# Digital Displays

## **1 | HOW DO I SECURE A DIGITAL DISPLAY?**

You will work with our Sponsorship Sales Manager who will help identify the right package for your event.

## **2 | CAN I SECURE DIFFERENT AMOUNTS OF TIME ON THE DIGITAL DISPLAYS FROM DAY TO DAY?**

Yes, you can secure a different package each day to coincide with your event needs.

## **3 | CAN THE DISPLAYS BE INTEGRATED INTO MY SPONSORSHIP OFFERINGS? WHAT IF I DON'T CHARGE SPONSORS FOR SIGNAGE?**

If you have exhibitors and/or sponsorship opportunities, we encourage you to incorporate the digital displays into those offerings. There is no revenue share to the MCCA, so the displays can be a lucrative revenue generator.

## **4 | IF I CONTRACT A 'NETWORK 30' PACKAGE, HOW WILL MY CONTENT BE DISPLAYED?**

Your show content will run for a total of 30 minutes each hour, from 6:00am-11:00pm, on the Digital Signage Network. Your content will be shuffled into a playlist with other content for the remaining 30 minutes of each hour.

## **5 | CAN I RUN DIFFERENT CONTENT AND PLAYLISTS FROM DAY-TO-DAY ON VARIOUS DISPLAYS?**

Yes. Content and playlists can be altered each day, and set to play on displays of your choosing.

## **6 | ARE DESIGN SERVICES AVAILABLE AT THE HYNES?**

Our Digital Media Design Team covers content creation needs for the entirety of the process, from design to execution. Should design, storyboarding, or animation be needed, pricing will be determined per project.

## **7 | WHAT TYPE OF DESIGN SOFTWARE IS NEEDED TO CREATE CONTENT?**

Content for the Digital Signage Network can be delivered in JPEG (preferred), PNG, MP4, and Microsoft PowerPoint.

## **8 | WHAT IS THE DUE DATE FOR PROVIDING PLAY-READY CONTENT TO THE HYNES? WHAT IF MY CONTENT IS LATE?**

All final play-ready content must be submitted to the Digital Media Accounts Manager at least 15 business days before the event arrival date. Content received after the deadline will incur a late fee equal to 20% of the contracted digital package rate.



# Sponsorship & Advertising

## 1 | HOW CAN MY EVENT BENEFIT FROM THE ADVERTISING AND SPONSORSHIP OPPORTUNITIES AT THE HYNES?

Every opportunity drives more visibility, engagement, and connections, putting your sponsors front and center for branding and/or traffic building promotions. We pride ourselves in working with you to customize these opportunities to help maximize your investment.

## 2 | ARE SPONSORSHIP RATES PER DAY OR RUN OF SHOW?

All rates are for the run of show.

## 3 | IF SHOW-BRANDING IS ONLY BEING DISPLAYED, DO THESE RATES APPLY AND WILL WE WORK WITH THE SPONSORSHIP SALES MANAGER?

If only show-branding is being displayed, your Event Services Manager will continue to be your primary contact. Rates do not apply if only show-branding is being displayed.

## 4 | IS THE FULL PAYMENT DUE UPON SIGNING AND RETURNING THE SPONSORSHIP TERM SHEET?

Yes.

## 5 | IF I ADD SPONSORSHIP SIGNAGE AFTER THE TERM SHEET IS SIGNED, IS THERE AN ADDITIONAL FEE?

If the À la Carte option is contracted and the signed term sheet does not include the additional signage, a rate equal to 2X the published À la Carte rate will be added to the final invoice.

## 6 | IF I DON'T HAVE A CONTRACTED DECORATOR, WHO ELSE CAN PRODUCE SIGNS, CLINGS, ETC. FOR MY EVENT?

The FedEx Office at the Hynes can create & install large format signs, banners, clings, and other materials on-site, in addition to offering services for print products, pack-and-ship, and parcel management. Orders can be placed on their website.

## 7 | DO RATES INCLUDE PRODUCTION, INSTALLATION, OR REMOVAL?

No. Please consult with your General Service Contractor or FedEx Office for applicable rates.

## 8 | CAN YOU PROVIDE EXAMPLES OF WHEN SPONSORSHIP & ADVERTISING RATES WOULD BE APPLIED?

Sponsorship rates *apply* when...

- Signage contains both the show logo and the sponsor's logo. This includes signage posted outside of the contracted space and/or placed above the Hynes' directional signage.
- Pop-up booths/activations/lounges/charging stations are provided by a sponsor or include a sponsor's logo.
- Sponsorship is featured on non-MCCA owned digital displays.

Sponsorship rates *do not apply* when...

- Signage is used to thank all sponsors.
- Food & beverage events are being sponsored.
- Lanyards, registrations bags, and give-aways contain a sponsor's logo.



# Wireless Network

## **1 | ARE WIRELESS SPONSORSHIP RATES PER DAY OR RUN OF SHOW?**

All rates are for the run of show.

## **2 | ARE ATTENDEES REQUIRED TO ENTER A PASSWORD IN ORDER TO ACCESS THE WIRELESS NETWORK?**

Passwords are not mandatory.

## **3 | IF I DECIDE TO IMPLEMENT A PASSWORD WITH THE WIRELESS SPONSORSHIP PACKAGE, ARE THERE CHARACTER REQUIREMENTS FOR THE PASSWORD?**

If you do apply a password, users will be prompted for the password as soon as they click on the SSID. Your password must be a minimum of 8 characters. Letters, numbers, and characters can be used.

## **4 | IF I HAVE CONTRACTED ALL OF THE SPACE IN THE CONVENTION CENTER, AND PURCHASED A WIRELESS SPONSORSHIP PACKAGE, WILL OTHER WI-FI NETWORKS STILL BE AVAILABLE?**

If you are a full building show, we can hide our Hynes Wireless Network. We cannot restrict other networks from showing up on a device.

## **5 | CAN WE OMIT THE SPLASH PAGE FROM THE WIRELESS NETWORK SPONSORSHIP PACKAGE?**

The splash page can be omitted. Attendees would select the network, key-in the password (if applicable), then they will be directed to the URL of your choice.

## **6 | DO YOU BROADCAST THE NETWORKS IN 2.4GHZ AND 5GHZ?**

Yes, we broadcast in both 2.4Ghz and 5Ghz in meeting rooms, exhibits halls, and public spaces throughout the building.

## **7 | IF WE HAVE 5,500 ATTENDEES, CAN YOUR WIRELESS HANDLE THAT TOTAL?**

Our infrastructure boasts over 250 access points throughout the building, allowing more than 15,000 devices to be connected simultaneously.

## **8 | WHAT IS THE MAXIMUM NUMBER OF CUSTOM SSIDS AVAILABLE AT THE CONVENTION CENTER?**

Three.





# HYNES CONVENTION CENTER

*To learn more about branding and sponsorship opportunities at the Hynes  
visit [SignatureBostonMedia.com](http://SignatureBostonMedia.com), call us at 877-393-3393,  
or email [sales@SignatureBoston.com](mailto:sales@SignatureBoston.com).*