

LAS VEGAS

CONVENTION CENTER
DIGITAL SPECTACULAR



American

Guerilla

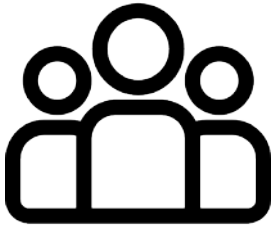
Marketing

MAKE A STATEMENT

LAS VEGAS

NEVADA

DEMOGRAPHICS



POPULATION

651K



MEDIAN HOUSEHOLD INCOME

\$58K



MEDIAN PROPERTY VALUE

\$305K

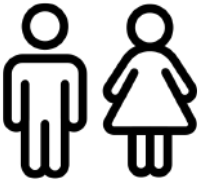
3 LARGEST ETHNIC GROUPS

- 1. WHITE
- 2. HISPANIC
- 3. BLACK



80%

DOMESTIC VISITORS



50%

MALE/FEMALE



150K

HOTEL ROOMS

TOURISM

LAS VEGAS

#4001

WESTGATE

Capture the attention of locals, tourists, and convention attendees through 15,000 square feet of industry-leading digital signage standing nearly 200 feet tall in the heart of Las Vegas. This digital opportunity features double-sided, full-motion capabilities with amazing clarity at the entrance to the remarkable **Westgate Las Vegas Resort & Casino** and the world-famous **Las Vegas Convention Center**, which welcomes over 50 major conventions and 1.4 million convention attendees each year. This dynamic opportunity consists of two massive back-to-back screens located on the Westgate Resort Marquee, providing advertisers with A+ visibility from Paradise Road (where visitors enter the Convention Center), the Monorail track, Monorail station, and other iconic touch-points.

QUICK FACTS:

FORMAT: DOUBLE DIGITAL SPECTACULAR

SOV: 10-SEC SPOT / 100-SEC LOOP

SIZE: 96' 7" H x 79' 9" W (PER SIDE)

WEEKLY IMPS: 384,228

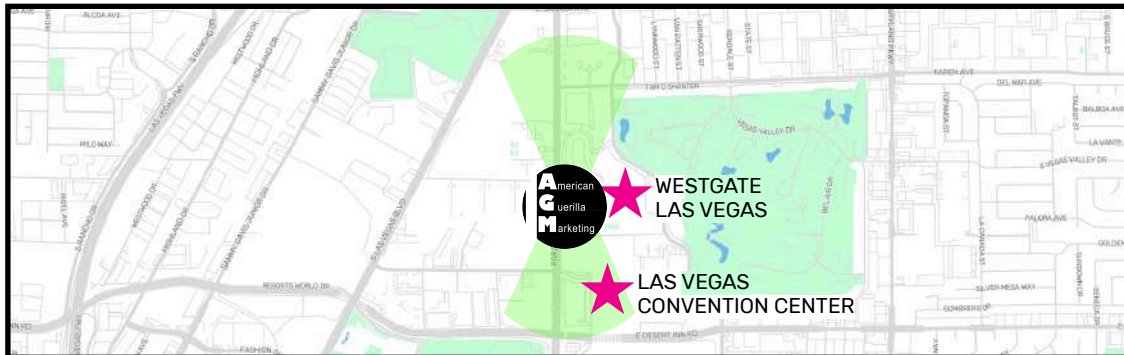
FACING: NORTH & SOUTH

READ: LEFT & RIGHT

LAT/LONG: 36.135369/-115.154224

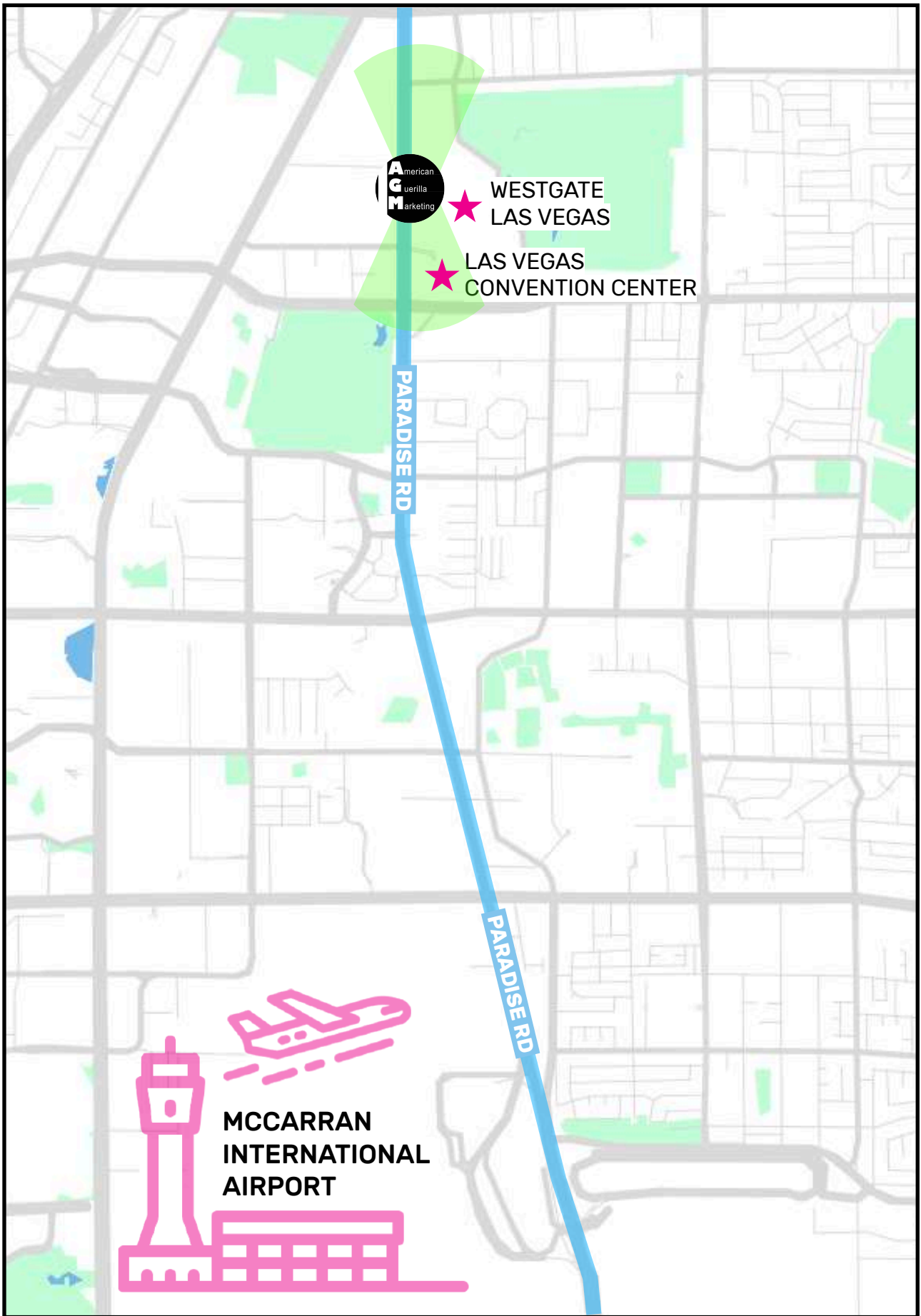
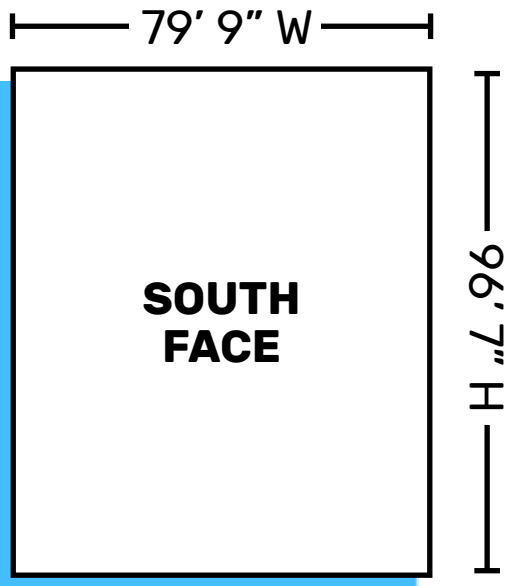
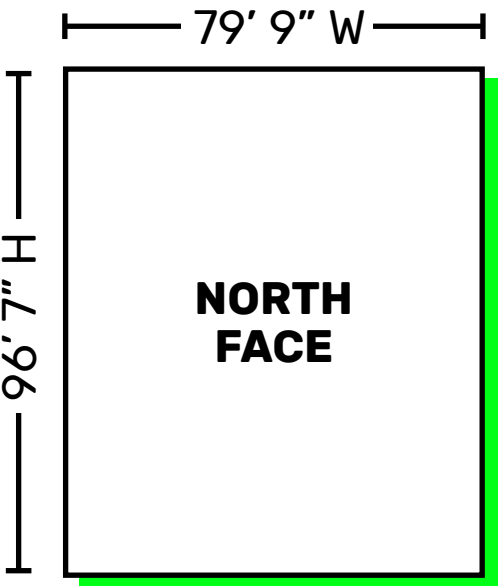
CROSS STREETS: PARADISE RD & ELVIS PRESLEY BLVD

1.5M
4-WEEK (A18+)
IMPRESSIONS



Google Maps

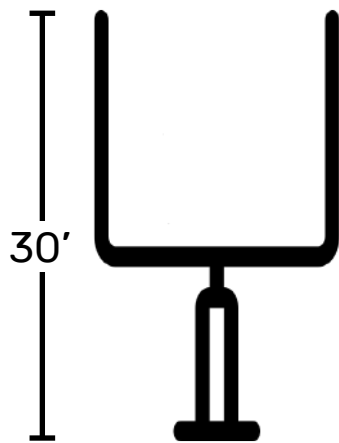
15,000 SQ FT OF DIGITAL SIGNAGE!



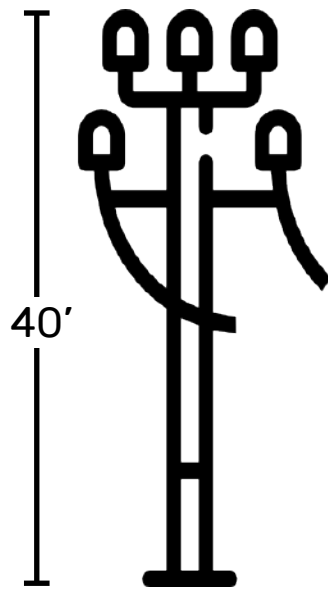
HOW BIG?



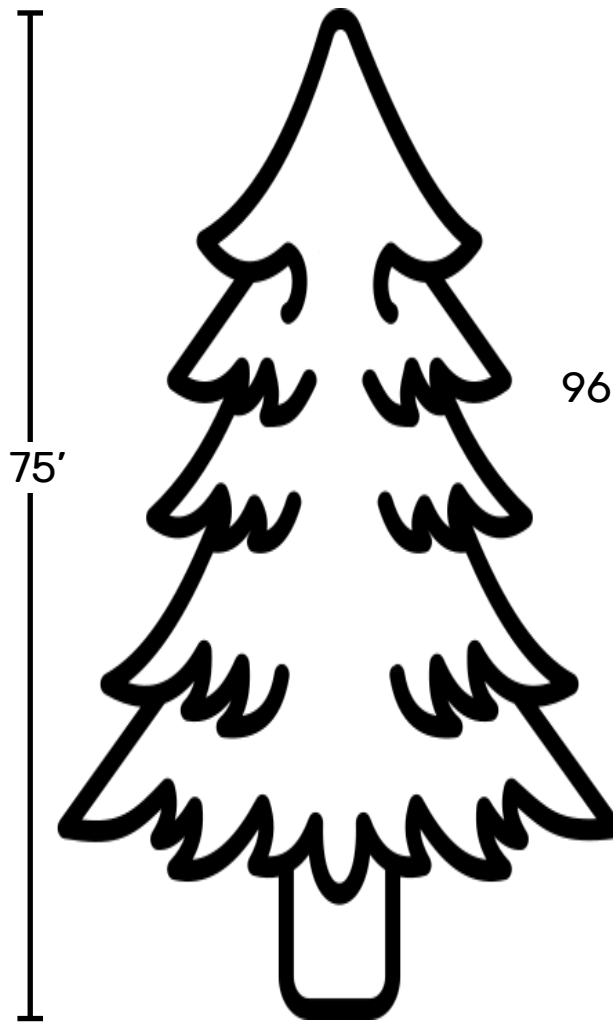
HUMAN



FOOTBALL GOAL POST

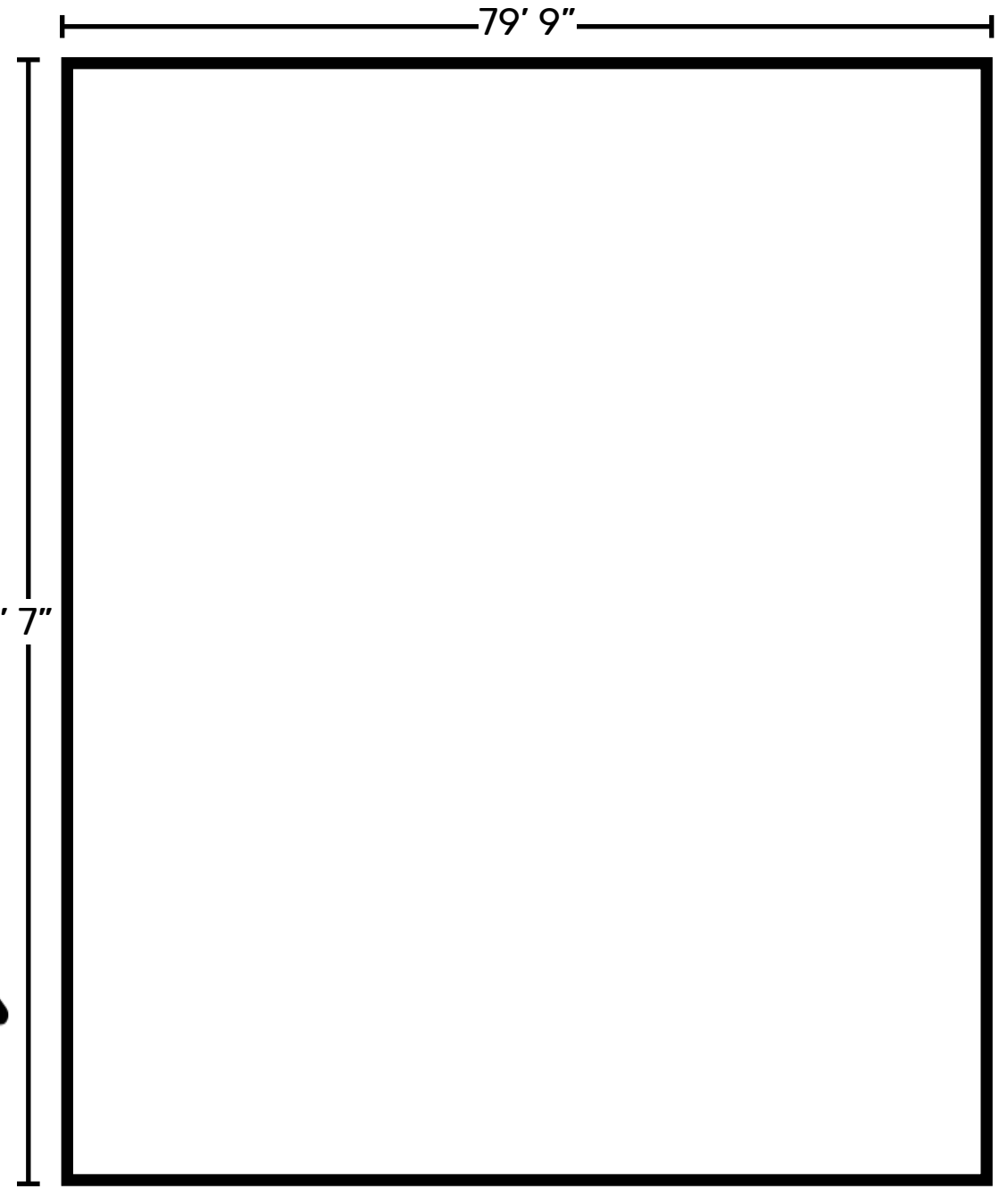


ELECTRICITY POLE



2020 ROCKEFELLER CHRISTMAS TREE

96' 7"




LAS VEGAS
#4001

NORTHFACE

WESTGATE

ALL-NEW SORENTO
**THE 281-HP
STORYTELLING
MACHINE**



GIVE IT EVERYTHING KIA
2021 Sorento SX Prestige with X-LE AND package shown.

**LAS VEGAS
CONVENTION
CENTER**



 **DOWNTOWN
LAS VEGAS 4001**

SOUTHFACE

LAS VEGAS
CONVENTION
CENTER →

WESTGATE

BEER IN ITS
ORGANIC FORM



WESTGATE
LAS VEGAS ↓

WESTGATE

GEORGE
WALLACE
LEGENDARY COMIC
8PM

WESTGATE
LAS VEGAS
RESORT & CASINO



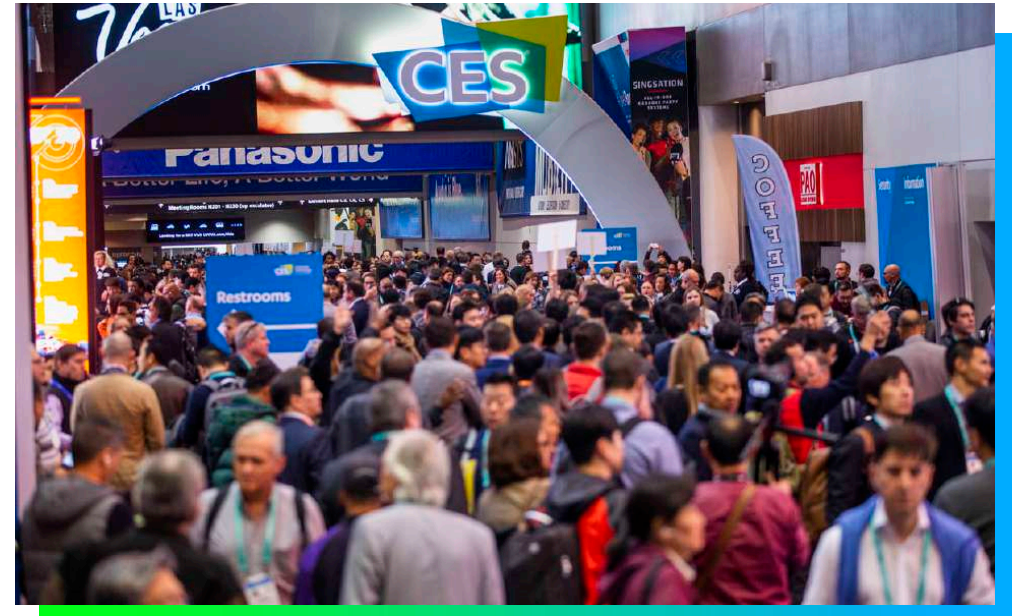
DOWNTOWN
LAS VEGAS 4001

LAS VEGAS

CONVENTION CENTER

Q2 2022 CALENDAR

The **Las Vegas Convention Center** is one of the largest and busiest convention facilities in the world. More than 50 major conventions take place here each year, bringing in over **1.4 million attendees**. Our double-sided digital spectacular, located on Paradise Road, sits just 1,000 ft from the Convention Center's outdoor exhibit space, providing brands with a unique opportunity to reach Las Vegas locals, tourists, and convention-goers.



**CONVENTIONS
HELD EACH YEAR**



**ANNUAL
ATTENDEES**



**CONVENTIONS
IN Q2 2022**



**ATTENDEES
IN Q2 2022**

Q2 2022 CONVENTIONS

NATIONAL HARDWARE SHOW

April 5th - 7th
20k attendees

WASTE EXPO

May 9th - 12th
14k attendees

AVIXA INFOCOMM

June 4th - 10th
15K attendees

CANNAONE BIZCON EXPO

June 22nd - 24th
5k attendees

COVERINGS

April 5th - 8th
10k attendees

ICSC

April 22nd - 24th
30k attendees

EMBEDDED TECHNOLOGY

June 8th - 10th
7k attendees

IBS

June 25th - 27th
15k attendees

NAB SHOW

April 23rd - 27th
100k attendees

WHITE LABEL WORLD EXPO

April 25th - 26th
15k attendees

LIGHTFAIR INTERNATIONAL

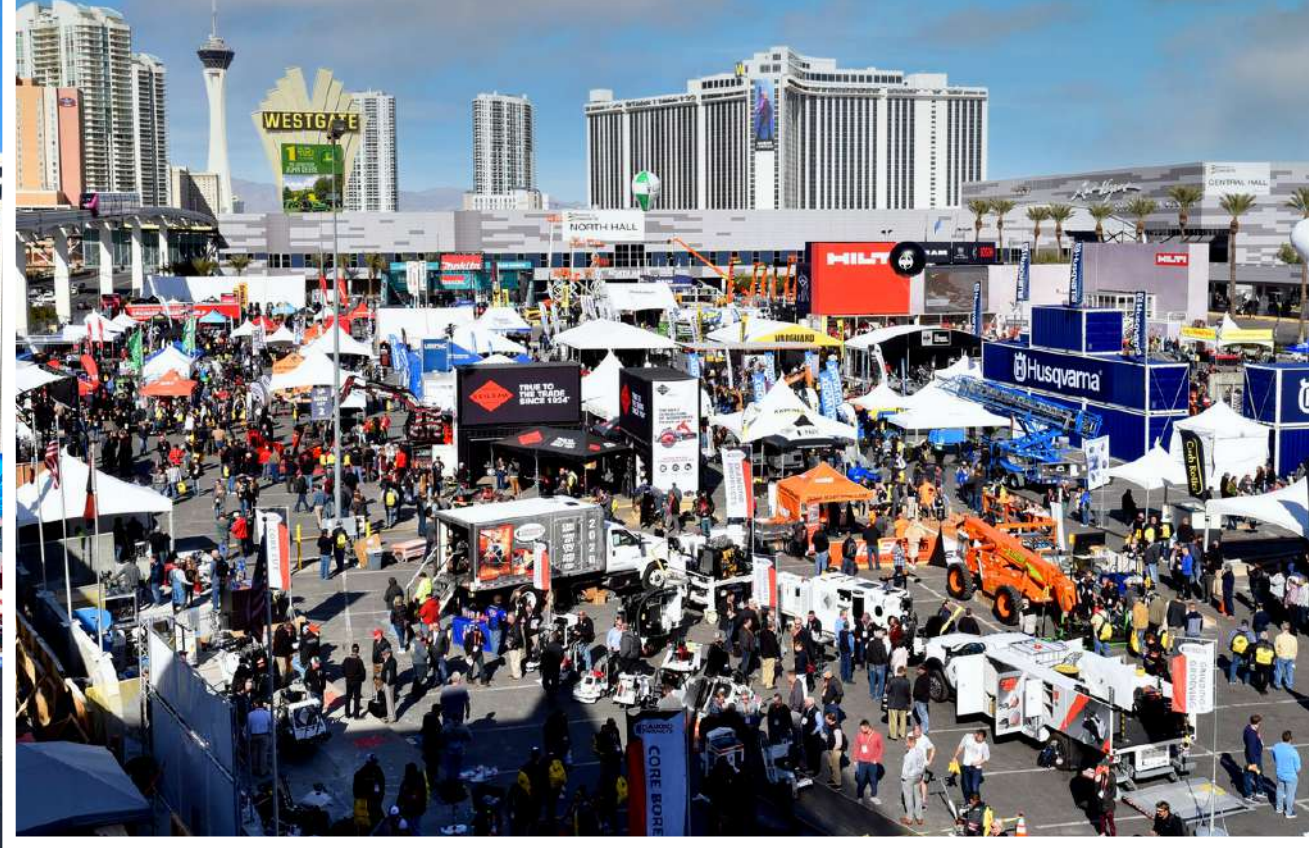
June 19th - 23rd
24k attendees

INTERNATIONAL BOWL EXP

June 26th - 30th
20k attendees



VIEW FROM THE MONORAIL



VIEW FROM CONVENTION CENTER DRIVE

LAS VEGAS
CONVENTION
CENTER



 **DOWNTOWN
LAS VEGAS 4001**