



# PROMOTIONAL GUIDELINES

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Marquee | Box Office | Internal Screens | Social Media | Website Event

The Creative Services Department at the Niagara Falls Convention Centre in Niagara Falls (NFCC) takes responsibility for the content creation and management of the centre's external signage systems. These services are available to NFCC clients who wish to promote their events.

To ensure a quick and easy process, please carefully read the following information.

**Please contact Niagara Falls Convention Centre Marketing Department, for additional information:**  
**[marketing@fallsconventions.com](mailto:marketing@fallsconventions.com) t 905.357.6222**

### **The Fine Print**

By submitting final artwork, you agree that the Niagara Falls Convention Centre reserves the right to make any changes to any or all artwork submitted in order to adhere to the Convention Centre's brand standards. In some cases a working file may be requested in order to make said changes. Changes may include the addition or removal of design elements if said elements are not consistent with the Convention Centre's messaging or standards. In addition, the convention centre's website [fallsconventions.com](https://fallsconventions.com) will be placed at the bottom of all marquee artwork. This ensures consistency with our branding and provides one destination point for customers seeking event information.



Please submit all final artwork  
**three weeks** prior to your event.



# EXTERNAL MARQUEE SIGNAGE

## DIGITAL SPECS

240px

**MARQUEE**  
240 x 208 pixels

**Less is more.** Please only include a relevant photo, logo, name of event and dates in marquee artwork.

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Leave 25px of clear space at bottom for convention centre URL

208px

### ARTWORK SUBMISSION



#### Format

- JPG\*
- 72 dpi
- RGB

\*If you are only submitting a logo with no other artwork, please submit your high res logo in .eps or .png format.



#### Contact

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**t 905.357.6222**



# INTERNAL BOX OFFICE SCREENS

## DIGITAL SPECS

1920 px

**BOX OFFICE SCREEN**  
1920 x 1080 pixels

**Less is more.** Please only include a relevant photo, logo, name of event and dates in marquee artwork.

1080 px

### ARTWORK SUBMISSION



#### Format

- JPG\*
- 72 dpi
- RGB

\*If you are only submitting a logo with no other artwork, please submit your high res logo in .eps or .png format.



#### Contact

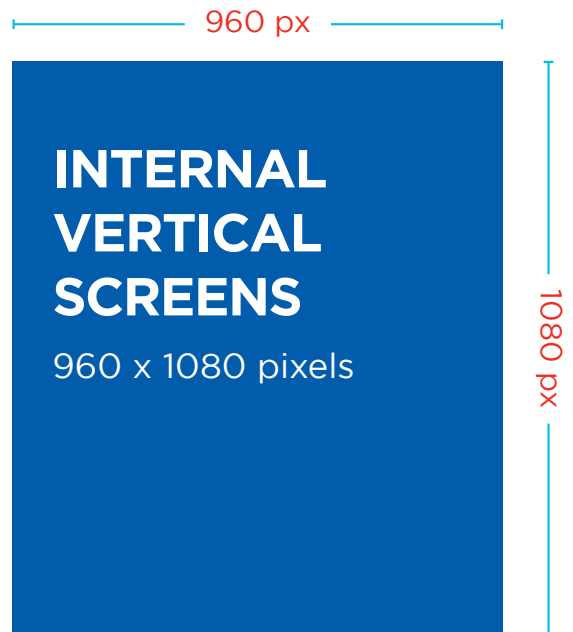
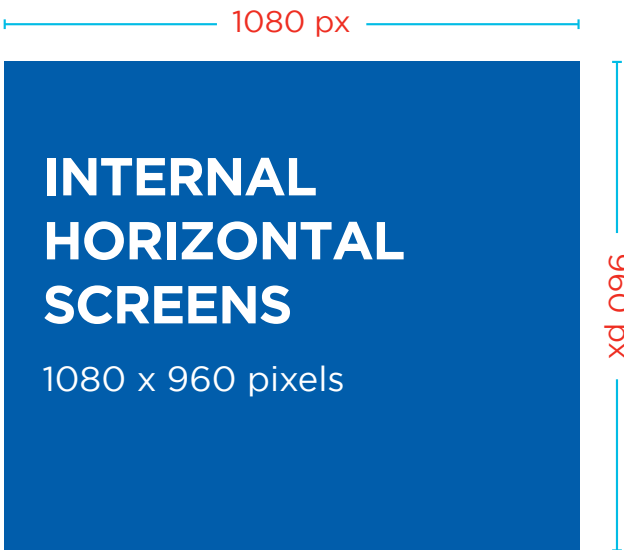
Please send all final artwork to the Marketing Department:

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t **905.357.6222**



# INTERNAL DIGITAL SCREENS

## DIGITAL SPECS



### ARTWORK SUBMISSION



#### Format

- JPG\*
- 72 dpi
- RGB

\*If you are only submitting a logo with no other artwork, please submit your high res logo in .eps or .png format.

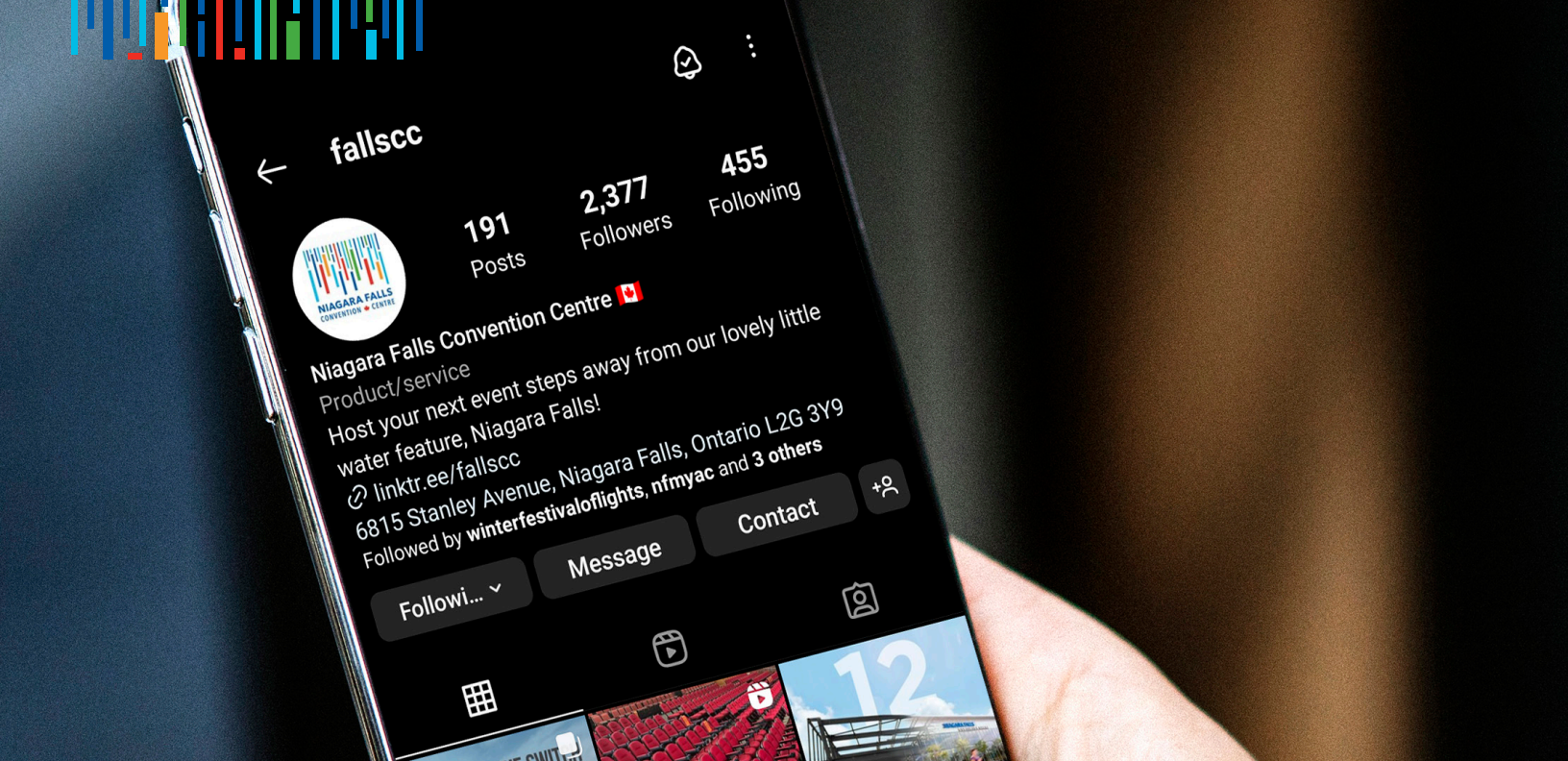


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# SOCIAL MEDIA POSTS

## DIGITAL SPECS

1080 px

**SOCIAL MEDIA FEED**  
1080 x 1080 pixels

1080 px

### ARTWORK SUBMISSION



#### Format

- JPG\*
- 72 dpi
- RGB

\*If you are only submitting a logo with no other artwork, please submit your high res logo in .eps or .png format.

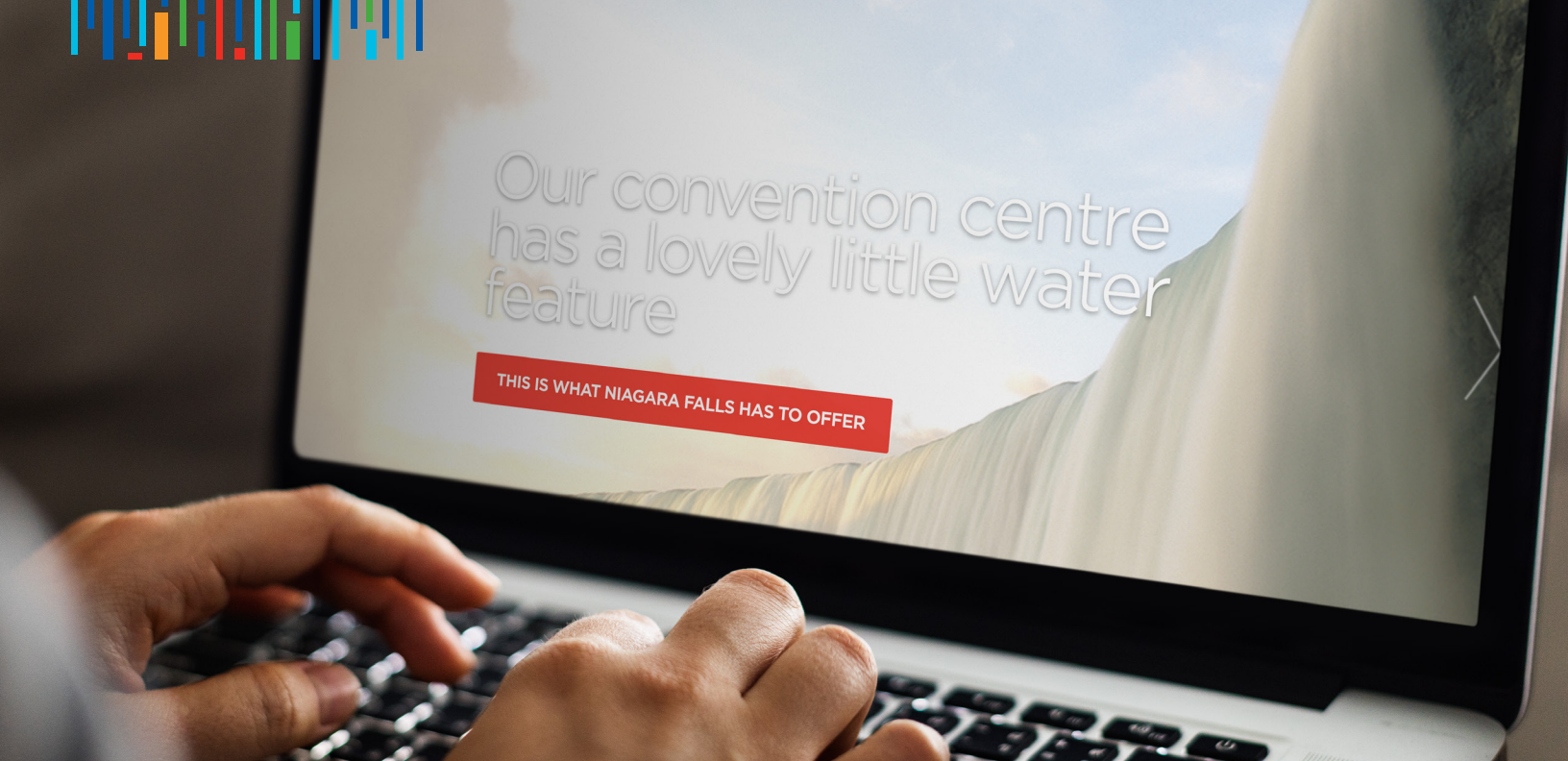


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# WEBSITE EVENT CALENDAR IMAGE

## DIGITAL SPECS

953px

**EVENT IMAGE**  
953 x 340 pixels

**Note** Please only include a photo or event logo. Text details (ex/dates) are not permitted.

340px

### ARTWORK SUBMISSION



#### Format

- JPG\*
- 72 dpi
- RGB

\*If you are only submitting a logo with no other artwork, please submit your high res logo in .eps or .png format.



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