

# Digital Packages

Amplify your brand with our biggest & boldest ad spaces



Georgia World  
Congress Center  
Authority

Get maximum attention and boost booth traffic with packages  
that promote your brand **throughout the GWCC, inside and outside.**

## Package 1

### 12 Screens Inside & Outside GWCC

4 exhibitors only | Every ad runs at every location



#### PLUS get additional recognition as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

#### What You Get:

- Your JPG or MP4 shown at every location listed below, both inside and outside the GWCC, for duration of event
- Specs and time allotments vary based on screen location

Your ad will run at all of these locations • See examples on pages 3-14

Screen Location / Physical Size	Ad Specs	Time per Ad
East Plaza Digital Billboard (48 ft x 14 ft)	900 x 240 px @ 96 ppi JPG or MP4	8 seconds of 2-minute loop (loop includes IWF & GWCC ads)
Building B Digital Billboard (52 ft x 26 ft)	1920 x 1080 px @ 96 ppi JPG or MP4	8 seconds of 2-minute loop (loop includes IWF & GWCC ads)
Marietta Street Digital Billboard (48 ft x 14 ft)	900 x 240 px @ 96 ppi JPG or MP4	8 seconds of 2-minute loop (loop includes IWF & GWCC ads)
LED Wall: AB Lobby, Bldg B Side (11.5 ft x 6.5 ft)	1920 x 1080 px @ 96 ppi JPG or MP4	22 seconds of 3-minute loop (loop includes IWF & GWCC ads)
LED Wall: AB Lobby, Bldg A Side (11.5 ft x 6.5 ft)	1920 x 1080 px @ 96 ppi JPG or MP4	22 seconds of 3-minute loop (loop includes IWF & GWCC ads)
Building A Lobby (11.5 ft x 6.5 ft)	1920 x 1080 px @ 96 ppi JPG or MP4	22 seconds of 3-minute loop (loop includes IWF & GWCC ads)
Red Deck Concourse Entrance to Buildings B, A & C (11.5 ft x 6.5 ft)	1920 x 1080 px @ 96 ppi JPG or MP4	22 seconds of 3-minute loop (loop includes IWF & GWCC ads)
Building B Upper Level (11.5 ft x 6.5 ft)	1920 x 1080 px @ 96 ppi JPG or MP4	22 seconds of 3-minute loop (loop includes IWF & GWCC ads)
2 LED Screens, Front & Side: Bldg B Lobby (29 ft x 3 ft each)	1920 x 256 px @ 96 ppi JPG or MP4	80 seconds of 6-minute loop (loop includes IWF ads)
Ramp from Building A to AB Lobby (21 ft x 3 ft)	1668 x 256 px @ 96 ppi JPG or MP4	80 seconds of 6-minute loop (loop includes IWF ads)
6 LED Screens: Building C Hall Entry Points (28 ft x 3 ft each)	2048 x 256 px @ 96 ppi JPG or MP4	80 seconds of 6-minute loop (loop includes IWF ads)



## East Plaza Digital Billboard

Location is part of Package 1



**PLUS** get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

### What You Get:

- Your JPG or MP4 shown on 48 ft x 14 ft digital billboard on exterior of Building A, facing East Plaza, for duration of event
- 8 seconds of 2-minute loop

### Specs:

- 900 x 240 @ 96 ppi
- JPG or MP4
- 8-second time allotment
- Your ad is part of a 2-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC



## Building B Digital Billboard

Location is part of Package 1



### What You Get:

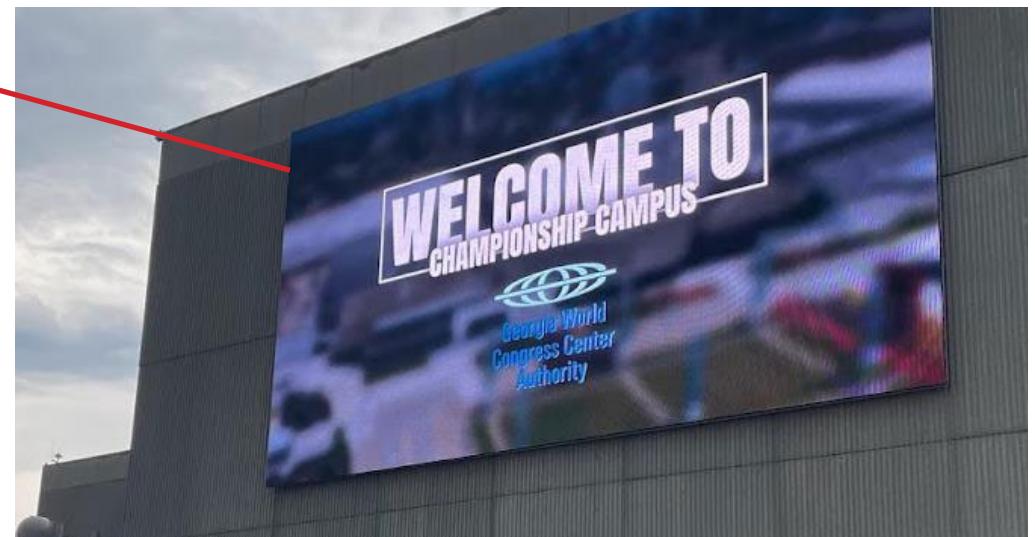
- Your JPG or MP4 shown on 52 ft x 26 ft digital billboard on exterior of Building B, facing Andrew Young International Blvd, for duration of event
- 8 seconds of 2-minute loop

### Specs:

- 1920 x 1080 @ 96 ppi
- JPG or MP4
- 8-second time allotment
- Your ad is part of a 2-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC

**PLUS** get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)



## Marietta Street Digital Billboard

Location is part of Package 1



### What You Get:

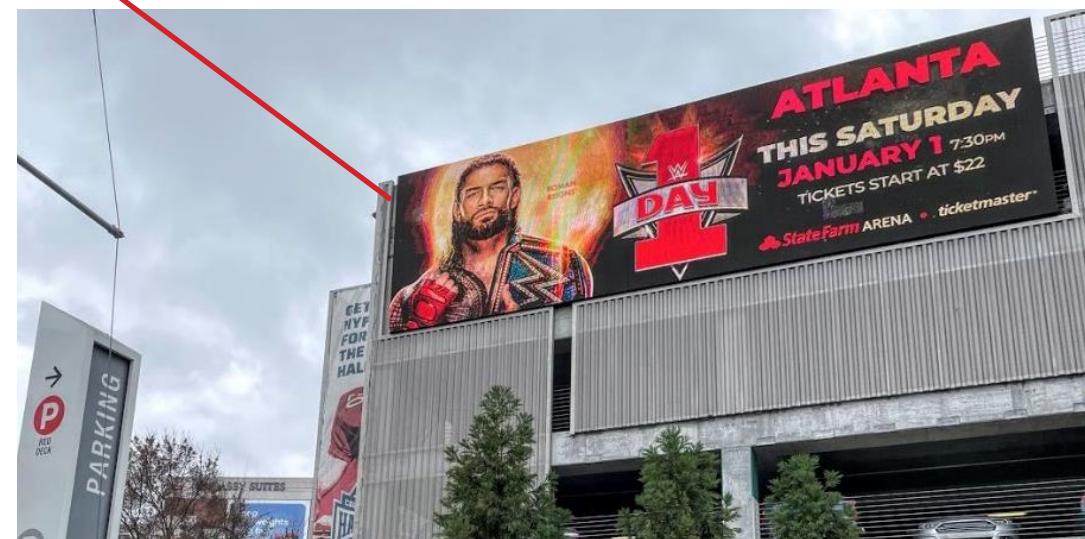
- Your JPG or MP4 shown on 48 ft x 14 ft digital billboard on exterior of Green parking deck, facing Marietta Street, for duration of event
- 8 seconds of 2-minute loop

### Specs:

- 900 x 240 @ 96 ppi
- JPG or MP4
- 8-second time allotment
- Your ad is part of a 2-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC

**PLUS** get additional recognition as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)



## LED Wall: AB Lobby, Building B Side

Location is part of Package 1



**PLUS** get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

### What You Get:

- Your JPG or MP4 shown on 11.5 ft x 6.5 ft LED screen in AB Lobby, near Building B, for duration of event
- 22 seconds of 3-minute loop

### Specs:

- 1920 x 1080 @ 96 ppi
- JPG or MP4
- 22-second time allotment
- Your ad is part of a 3-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC



## LED Wall: AB Lobby, Building A Side

Location is part of Package 1



**PLUS** get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

### What You Get:

- Your JPG or MP4 shown on 11.5 ft x 6.5 ft LED screen in AB Lobby, near Building A, for duration of event
- 22 seconds of 3-minute loop

### Specs:

- 1920 x 1080 @ 96 ppi
- JPG or MP4
- 22-second time allotment
- Your ad is part of a 3-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC



## Building A Lobby

Location is part of Package 1



### What You Get:

- Your JPG or MP4 shown on 11.5 ft x 6.5 ft LED screen in Building A Lobby for duration of event
- 22 seconds of 3-minute loop

### Specs:

- 1920 x 1080 @ 96 ppi
- JPG or MP4
- 22-second time allotment
- Your ad is part of a 3-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC

**PLUS** get additional recognition as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)



## Red Deck Concourse Entrance to Buildings B, A & C

Location is part of Package 1



### What You Get:

- Your JPG or MP4 shown on 11.5 ft x 6.5 ft LED screen at the Red Deck Concourse Entrance to Buildings B, A & C, for duration of event
- 22 seconds of 3-minute loop

### Specs:

- 1920 x 1080 @ 96 ppi
- JPG or MP4
- 22-second time allotment
- Your ad is part of a 3-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC

### PLUS get additional recognition as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

## Building B Upper Level

Location is part of Package 1



### What You Get:

- Your JPG or MP4 shown on 11.5 ft x 6.5 ft LED screen in front of escalators to/from Building B Upper Level for duration of event
- 22 seconds of 3-minute loop

### Specs:

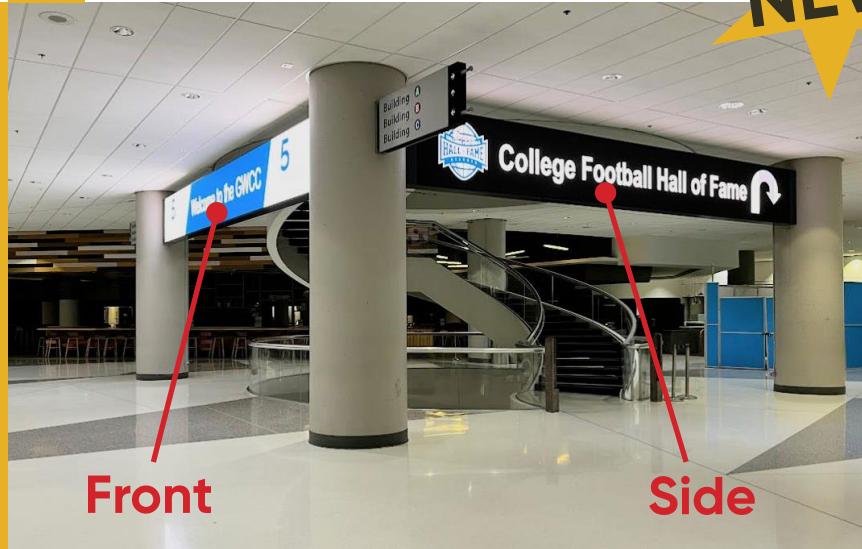
- 1920 x 1080 @ 96 ppi
- JPG or MP4
- 22-second time allotment
- Your ad is part of a 3-minute loop of ads from the 4 purchasers of Package 1, IWF & GWCC

### PLUS get additional recognition as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

## 2 LED Screens, Front & Side: Building B Lobby

Location is part of Package 1



Front

Side

PLUS get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

### What You Get:

- Your JPG or MP4 shown on two 29 ft x 3 ft LED screens in Building B Lobby, at front and side of central staircase, for duration of event
- 80 seconds of 6-minute loop

### Specs for each screen:

- 1920 x 256 @ 96 ppi
- JPG or MP4
- 80-second time allotment
- Your ad is part of a 6-minute loop of ads from the 4 purchasers of Package 1 & IWF



Front



Side

## Ramp from Building A to AB Lobby

Location is part of Package 1



### What You Get:

- Your JPG or MP4 shown on 21 ft x 3 ft LED screen at top of ramp leading from Building A to AB Lobby, for duration of event
- 80 seconds of 6-minute loop

### Specs:

- 1668 x 256 @ 96 ppi
- JPG or MP4
- 80-second time allotment
- Your ad is part of a 6-minute loop of ads from the 4 purchasers of Package 1 & IWF

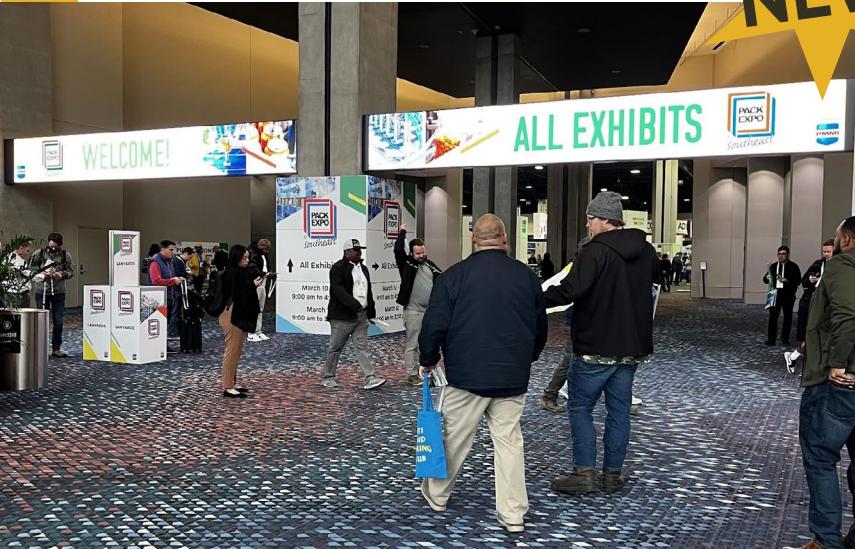
PLUS get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)



## 6 LED Screens: Building C Hall Entry Points

Location is part of Package 1



### What You Get:

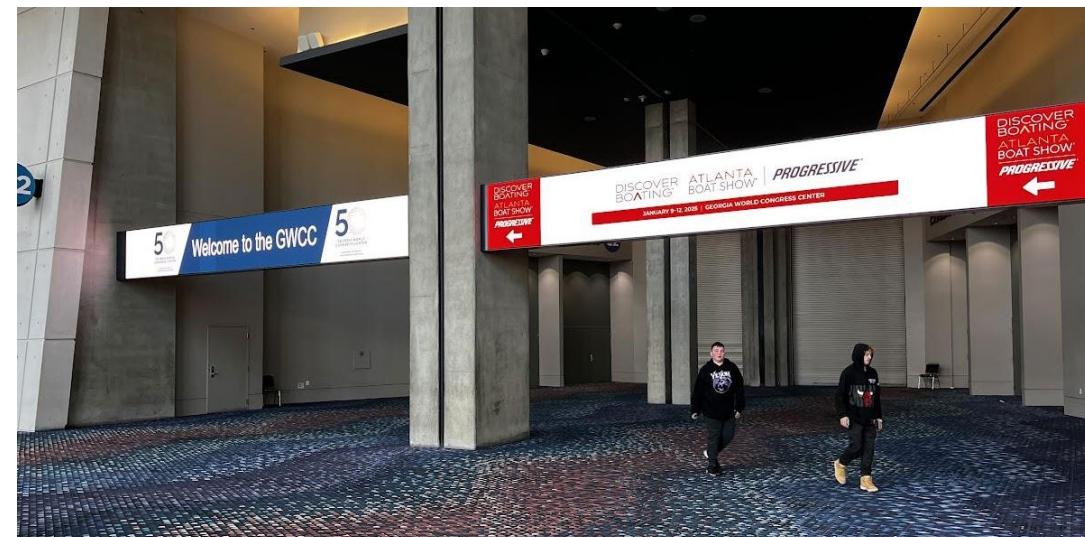
- Your JPG or MP4 shown on six 28 ft x 3 ft LED screens at three entrances to Building C Show Halls (C1-C2, C2-C3, C3-C4), for duration of event
- 80 seconds of 6-minute loop

### Specs for each screen:

- 2048 x 256 @ 96 ppi
- JPG or MP4
- 80-second time allotment
- Your ad is part of a 6-minute loop of ads from the 4 purchasers of Package 1 & IWF

**PLUS** get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)



## Package 2 – Exclusive

### 3 Exterior Screens at Andrew Young International Blvd Entrance, AB Lobby



**PLUS** get additional recognition  
as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

#### What You Get:

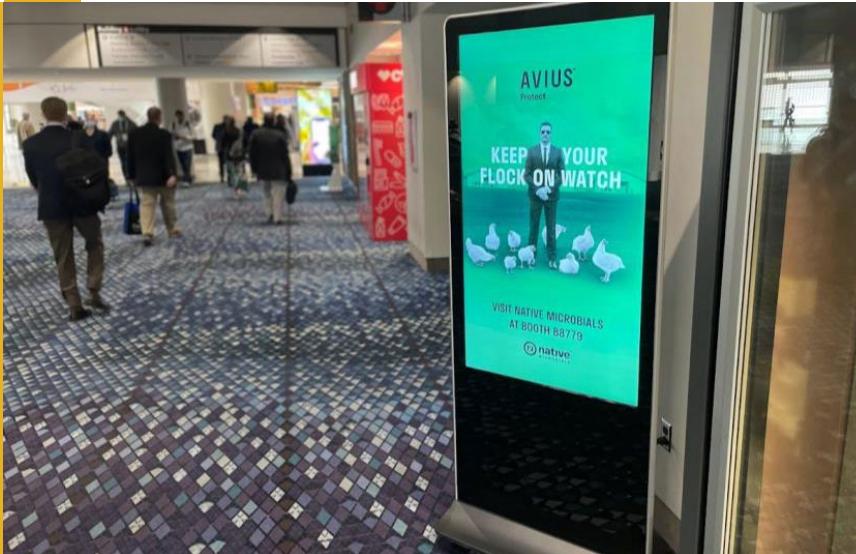
- Exclusive use of three 10 ft x 6.6 ft exterior LED screens located just outside of AB Lobby, for duration of event
- Shared unlimited time to show your JPG or MP4 (IWF has 20 seconds)

#### Specs for each screen:

- 1920 x 1080 @ 96 ppi
- JPG or MP4
- Unlimited time to show your ad, with a 20-second IWF ad shown after each of your ad runs



## Package 3 – Exclusive 6 Double-Sided Movable Monitors



### You ALSO get:

- One carousel ad on the IWF website, June–August 2026
- One attendee list rental in July 2026 – we send your email to the IWF audience

### PLUS get additional recognition as a sponsor, with your logo:

- on IWF digital locations inside & outside the GWCC
- on the IWF website
- on IWF social media
- in the Official Directory (web-based)

### What You Get:

- Exclusive use of six 55 in. double-sided monitors for duration of event
- Monitors can be placed in multiple high-impact locations in GWCC
- Unlimited time to show your JPG or play your MP4 on a 30-second loop

### Specs for each screen:

- 1080 x 1920 @ 96 ppi
- JPG or MP4
- MP4: 30 seconds max, under 30 fps, 8,000 total bitrate
- USB plug & play

Any content changes after files are running will incur a charge.  
Changing location of a monitor after placement will incur a charge.  
Monitors will be placed as close to requested locations as possible, based on electrical outlet locations and walking safety.

