

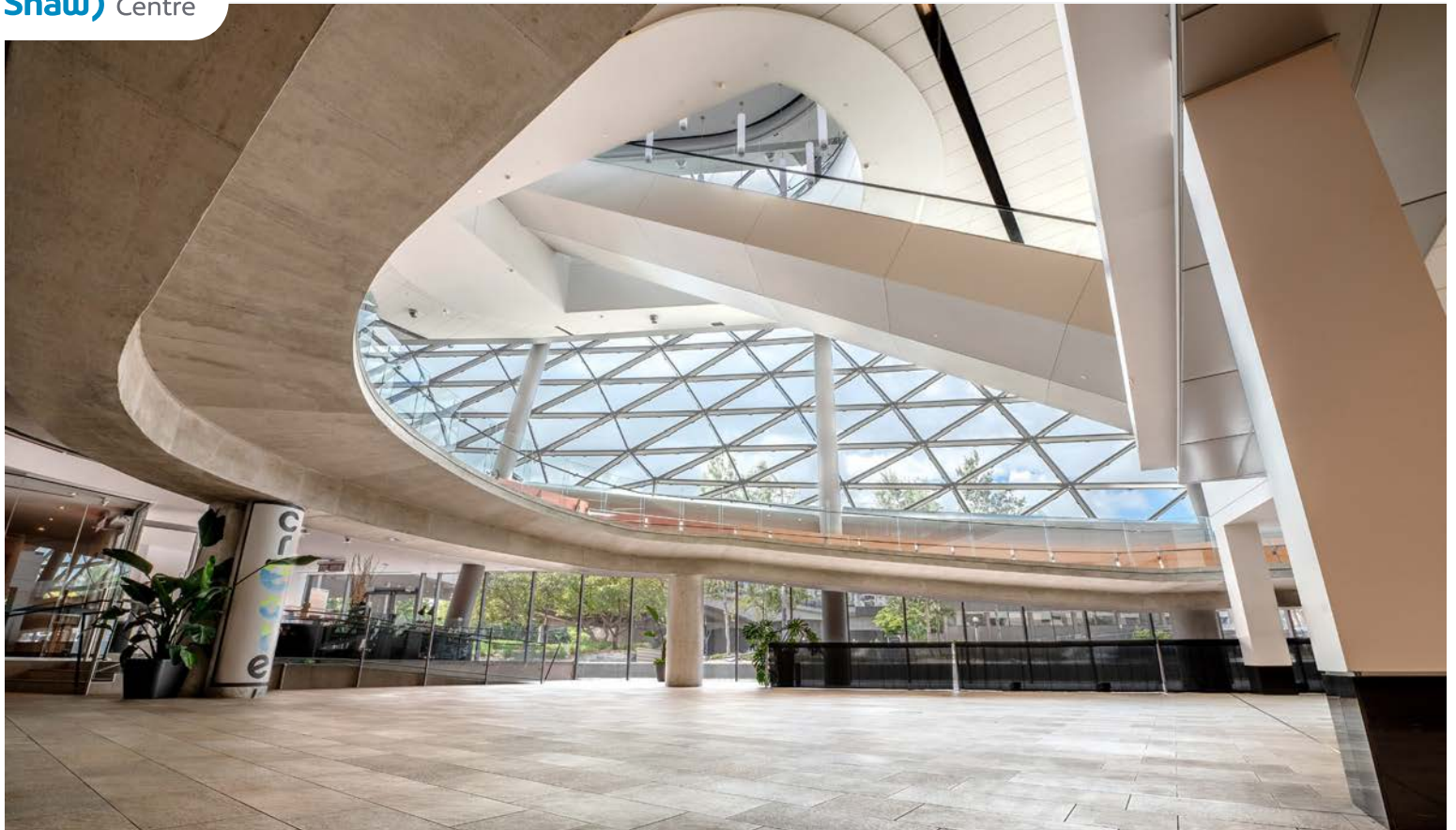
Shaw) Centre

# An Impressive Place To Make An Impression

ON-SITE ADVERTISING  
OPPORTUNITIES







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# An Impressive Place To Make An Impression

Shaw Centre is Canada's Meeting Place, a spectacular convention facility recently awarded The Best Convention Centre in the World by the International Association of Congress Centres. It is a venue renowned for its magnificent design and

setting, for its premium field-to-table and organic food service, its commitment to sustainability, and its focus on delivering unparalleled service and experiences.

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# Make An Impression With Important People

Each year Shaw Centre hosts prestigious national and international gatherings, conferences, corporate events, trade shows and celebrations. Events of note hosted since the Centre opened in 2011 include the national conventions of all three main federal political parties, NHL All Star Fanfair, GTEC, Tamarack Ottawa Race Weekend, Grey Cup Festival, 46th annual JUNO Gala Dinner & Awards, the Ottawa-Gatineau

International Auto Show, SaaS North and the Pan American Wrestling Olympic Qualification Tournament. These kinds of events and others together attract hundreds of thousands of influential and affluent people to the venue each year—and the Centre offers advertisers a range of flexible ways to reach, influence and interact with them while they're here.



# Level 2 Media Wall

## Ottawa's Largest Indoor Screen

A can't miss 274" 4K LED screen located in our second level prefunction space. This screen is the focal point of the centre, and also visible from outside the building. The display delivers over 600,000 plus impressions per year.



### Rates:

- 1 month: \$800
- 3 months: \$2,200
- 6 months: \$4,100
- 1 year : \$7,800

15 sec. Spot in Rotation  
(40 min/8 hr day)

### Specs:

- Maximum 5000 kb/sec bit rate
- mp4, avi for video format
- ppt, png, jpg, gif for static
- 16:9 ad ratio, 3840 x 2160 resolution
- Silent (no audio)



# Main Entrance Media Wall

## Large format, multiple screen display

Seen by virtually everyone who enters the Shaw Centre through the main doors of Colonel By Drive, this large format digital wall features six state-of-the-art displays. The display delivers over 600,000 plus impressions per year, as it is visible by traffic located at the intersection of Colonel By and Daly.



### Rates:

- 1 month: \$600
- 3 months: \$1,600
- 6 months: \$2,900
- 1 year : \$5,400

### Specs:

- Maximum 5,000 kb/sec bit rate
- Avi for video format
- Ppt, png, jpg, gif for static
- Standard ad: 16:9 ad ratio, 1920 x 1080 resolution
- Silent (no audio)
- 15 sec. Spot in Rotation (40 min/8 hr day)



# Digital Signage

## 8 large screens, 22 meeting room entrance screens and 5 digital wayfinders

Catch eyes and communicate your message in dramatic high-resolution full motion on our eight large digital signage screens plus screens positioned at the entrances of 22 meeting rooms as well as our five digital wayfinders.



### Rates:

- 1 month: \$950
- 3 months: \$2,600
- 6 months: \$4,900
- 1 year: \$9,400

### Specs:

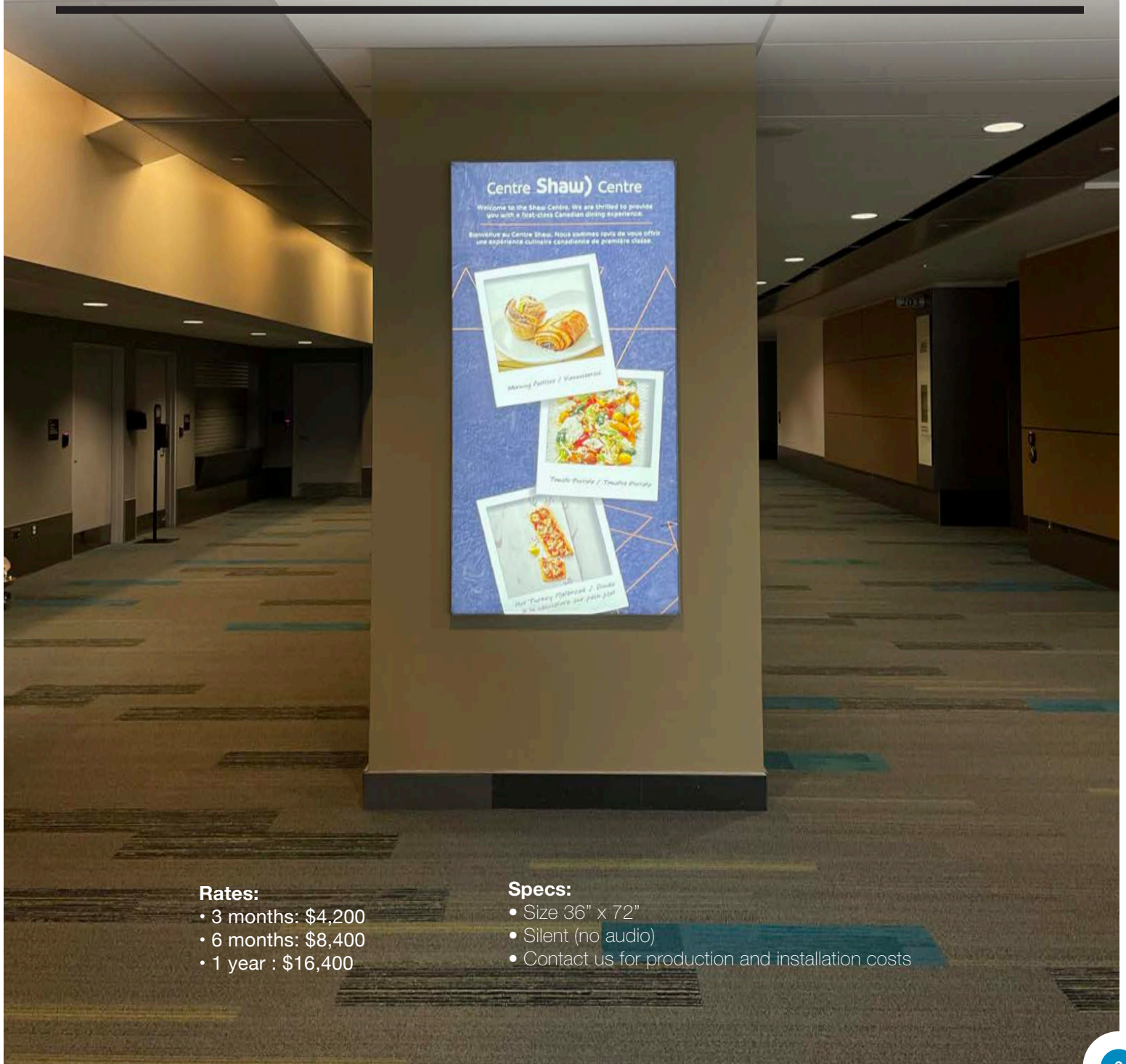
- 16:9 ad ratio
- Maximum 5000 kb/sec Bit Rate
- Submitted via mpeg or mp4, PPT, png, jpg, gif for static
- Bilingual
- 1920x1080 resolution
- Silent (no audio)
- 15 sec. spot in Rotation (40 min./8 hr day)
- File Size: Under 30 MEG



# Back-Lit Wall Poster

## Large format, poster in high traffic area

Eye-catching back-lit wall poster, located at the cross-roads of the Westin link and the entrance to CF Rideau Centre and directly beside the washroom. This is one of our highest trafficked areas.



### Rates:

- 3 months: \$4,200
- 6 months: \$8,400
- 1 year : \$16,400

### Specs:

- Size 36" x 72"
- Silent (no audio)
- Contact us for production and installation costs

# Shaw-Centre.com Banner Ad

## 220,000 annual online impressions

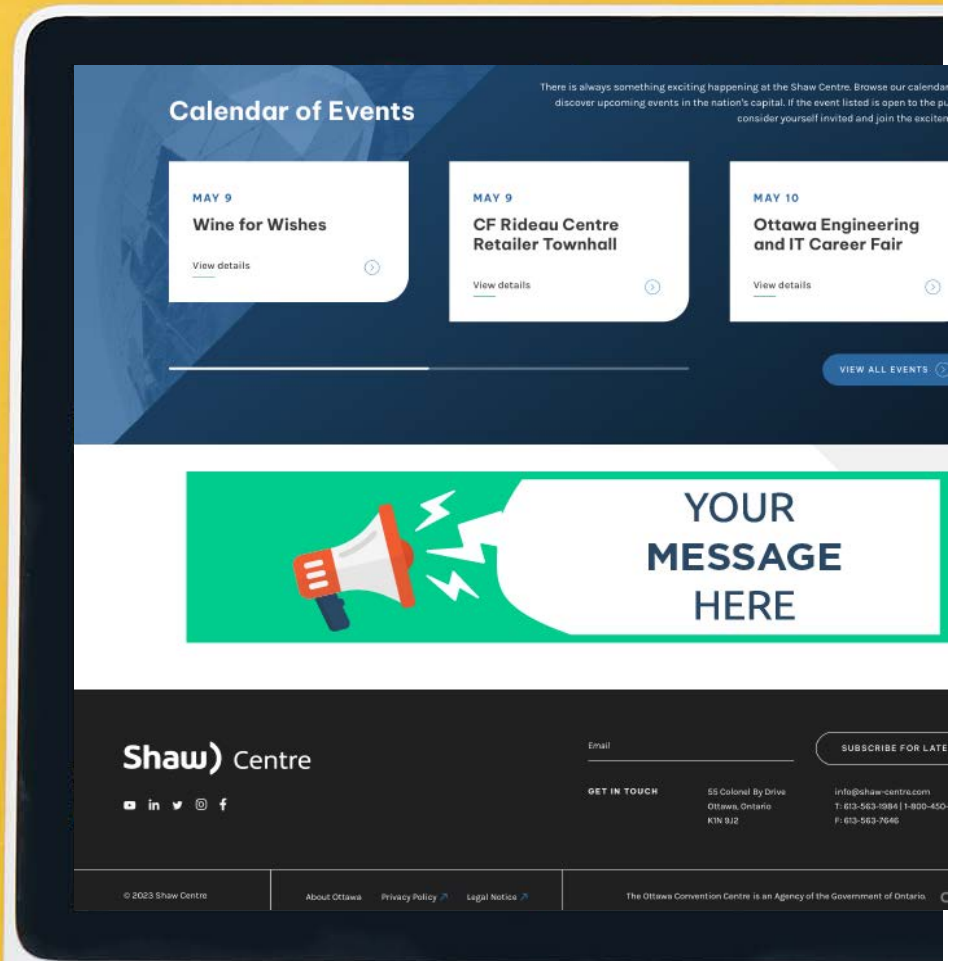
Reach the key meeting and convention planners and event attendees who visit the Shaw Centre website.

### Rates:

- 3 months: \$1,000
- 6 months: \$1,800
- 1 year: \$3,200

### Specs:

- Desktop: 1035 px x 228 px and Mobile: 570 px x 490 px
- 40K max
- Flash (with backup static gif), jpg, png
- Provide click-through URL
- Separate English and French files required





# The Stage Monthly Newsletter

3,000+ subscribers

Directly place your brand into the inbox of meeting planners with an eye-catching banner ad in the Shaw Centre's monthly newsletter that explores industry trends, innovations and event news.

**Rates:**

- 3 months: \$1,500
- 6 months: \$2,800
- 1 year: \$5,200

**Specs:**

- 1250 px x 416 px
- gif, jpg, png
- Provide click-through URL
- Separate English and French files required





# Cell Phone Charging Station

Connect with them  
while they're disconnected

Our cell phone charging station is what's you reach  
every user at least twice – when they're out of  
juice and when they've recharged.

**Rates:**

- 1 month: \$700
- 3 month: \$1,900
- 6 month: \$3,500
- 1 year: \$6,600

**Specs:**

- 1280 x 720
- MP4 format





# Floor stickers

## Put your best foot forward

Shaw Centre has thousands of square feet of floor space, and some of it can accommodate floor graphics. Quantities and size subject to approval.

### Rates:

- Only available to in-house events
- Design fees \$150/hr

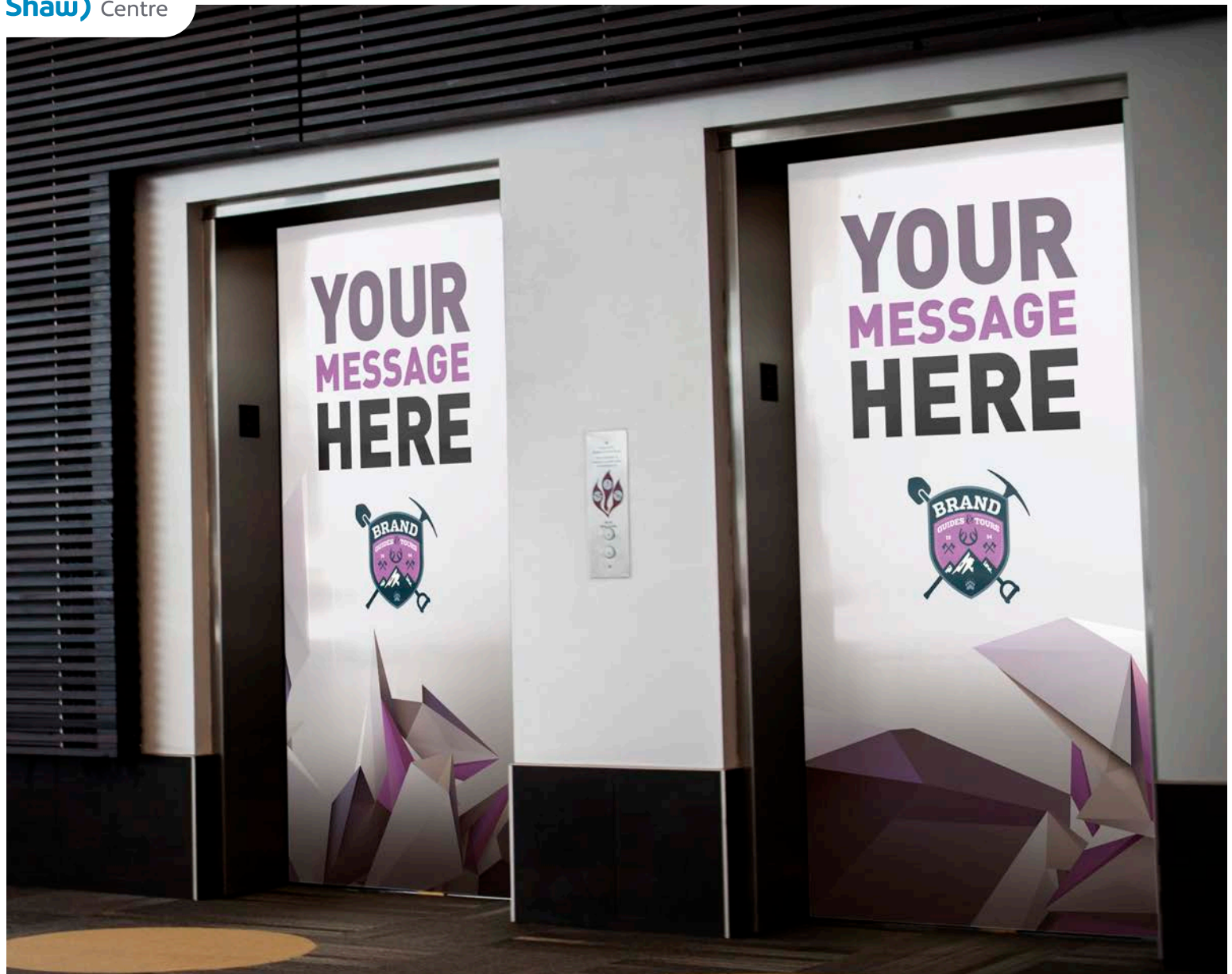
**Specs:** Suggested size : 24"(W) x 36"(H)

### Production & installation fees:

Package of 10 floor decals \$1,500  
(estimate based on suggested size)







## Elevator Wraps

### Multiple doors, full coverage

Cover the doors of either the first or second level elevators, that service the Centre and make a big, bold statement.

**Rates** (Per floor, two doors): 3 months \$ 6,000

**Specs:** 42.25" (W) x 84" (H)

**Production & installation fees:** \$1,100/2 elevators

## Elevator Posters

### Multiple posters, captive audience

Posters placed in elevators let you reach a captive audience that spends extra time with your message. Ads can be changed over the course of the agreement.

**Rates** (Per Elevator):

- 1 month: \$700
- 3 months: \$1,900
- 6 months: \$3,500
- 1 year: \$6,600

**Specs:** 11" x 17"

printed one side

**Production & installation fees:** \$150/2 posters



# Escalator Wrap

## Reach them coming and going

Wrap one or all of our three escalators with your brand and message.

### Rates:

- Only available to in-house events
- Design fees \$150/hr

### Specs:

- 1<sup>st</sup> floor: 503" x 31" (x4)
- 2<sup>nd</sup> floor: 959" x 31" (x4)
- 3<sup>rd</sup> floor: 728" x 31" (x4)

### Production and installation fees:

- 1<sup>st</sup> floor: \$3,500
- 2<sup>nd</sup> floor: \$6,000
- 3<sup>rd</sup> floor: \$5,000







## Pillar Banners

**Have a high rising presence,  
4 positions available**

Our four second floor pillar banner positions provide floor-to-ceiling visibility that simply can't be missed.

**Rates:** Only available to in-house events  
**Specs:** 25.625" (W) x 258" (H)  
**Production & installation fees:** \$900/pillar  
**Design fees:** \$138/hr (if required)



## Column Wraps

**180-degree presence,  
8 positions available**

Columns supporting the Centre's superstructure provide wrap around advertising opportunities.

**Rates:** Only available to in-house events  
**Specs:** 80" (W) x 96" (H)  
**Production & installation fees:** \$600/column  
**Design fees:** \$138/hr (if required)





# Promo Item Distribution

## Put your promo piece in their hands

Place company literature and promo items to event attendees on site. Only available in our Colonel By North Foyer and subject to approval.

**Rates:** Contact us for more details

**Design fees:** \$138/hr (if required)

# Tent Cards

## A reminder when they're relaxing

Place tent cards on the tables of the Shaw Centre's Group ABP lounge, located in our Colonel By North Foyer, beside the front entrance.

**Rates:**

- 6 months: \$1,950
- 1 year: \$3,500

**Specs:** 5" (W) x 7" (H) (Visible area)

**Production & installation fees:** Client responsible for production.





# Washroom Advertising

## A captive audience

Our washrooms offer advertising poster positions in stalls and next to mirrors.

Ads can be changed over the course of the agreement.



### Rates: (Per floor)

- 3 months: \$2,800
- 6 months: \$5,300
- 1 year: \$10,125

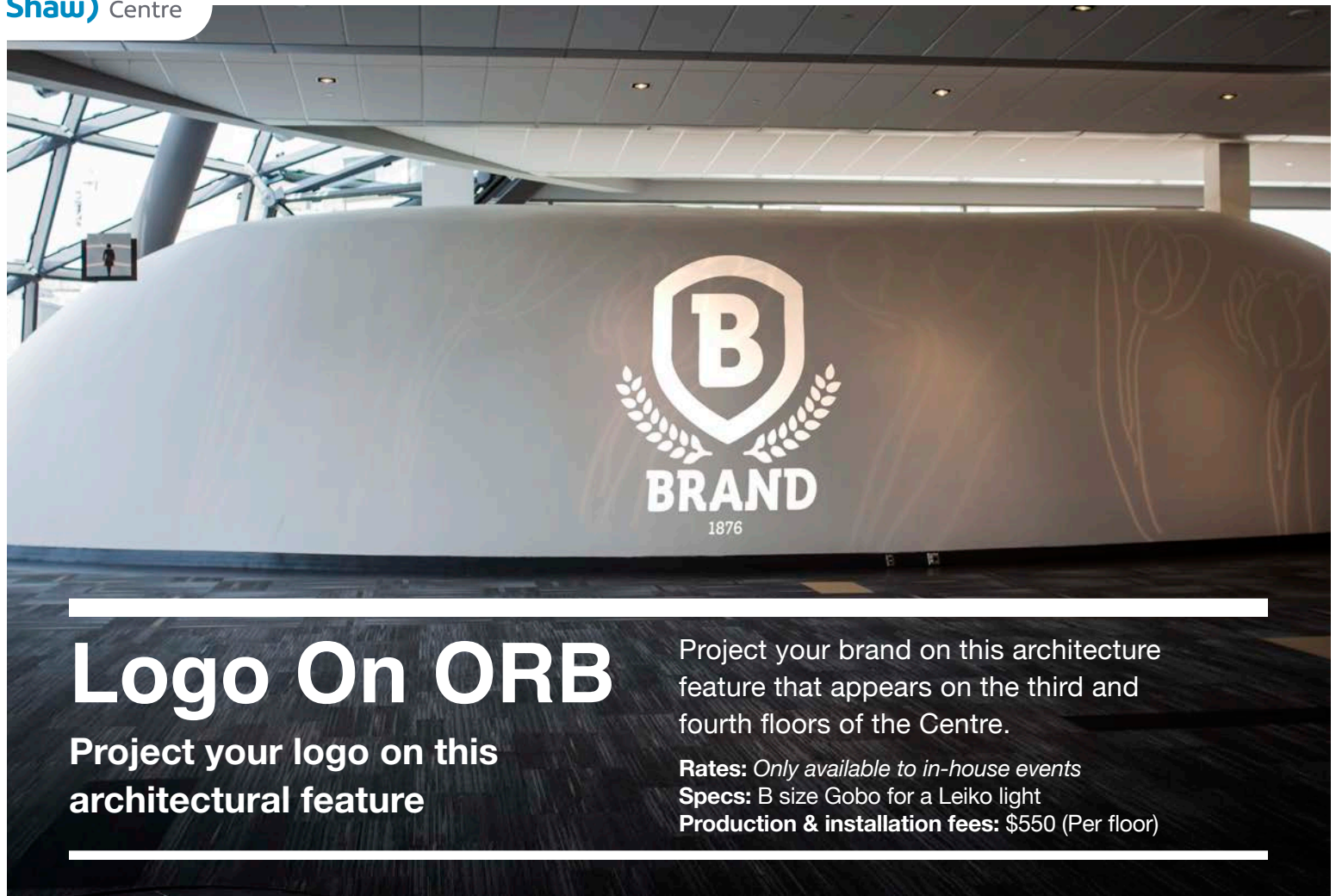
### Specs: 11" (W) x 17" (H)

### Production & installation fees:

\$150/2 posters

Design fees: \$138/hr (if required)





## Logo On ORB

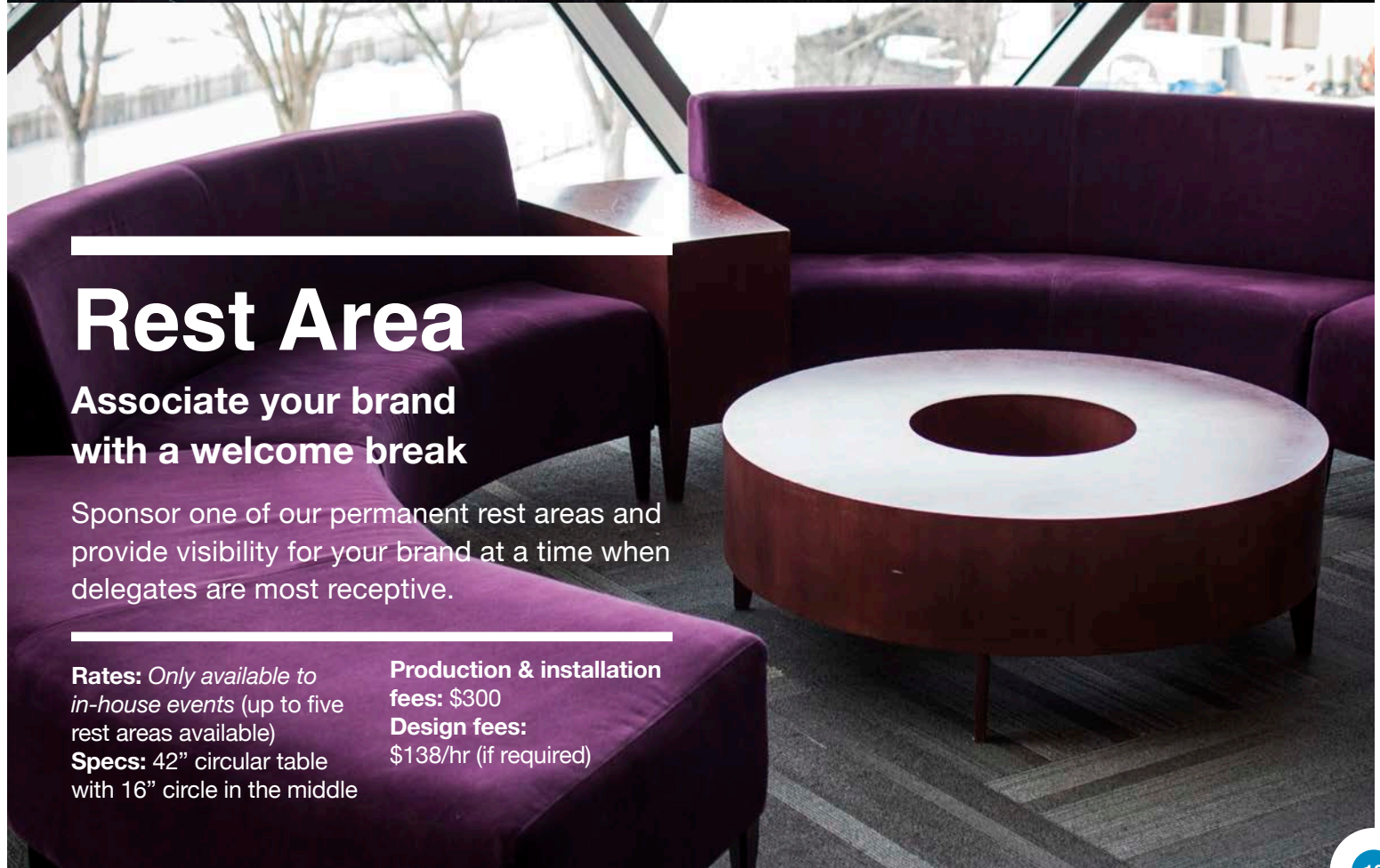
**Project your logo on this architectural feature**

Project your brand on this architecture feature that appears on the third and fourth floors of the Centre.

**Rates:** *Only available to in-house events*

**Specs:** B size Gobo for a Leiko light

**Production & installation fees:** \$550 (Per floor)



## Rest Area

**Associate your brand with a welcome break**

Sponsor one of our permanent rest areas and provide visibility for your brand at a time when delegates are most receptive.

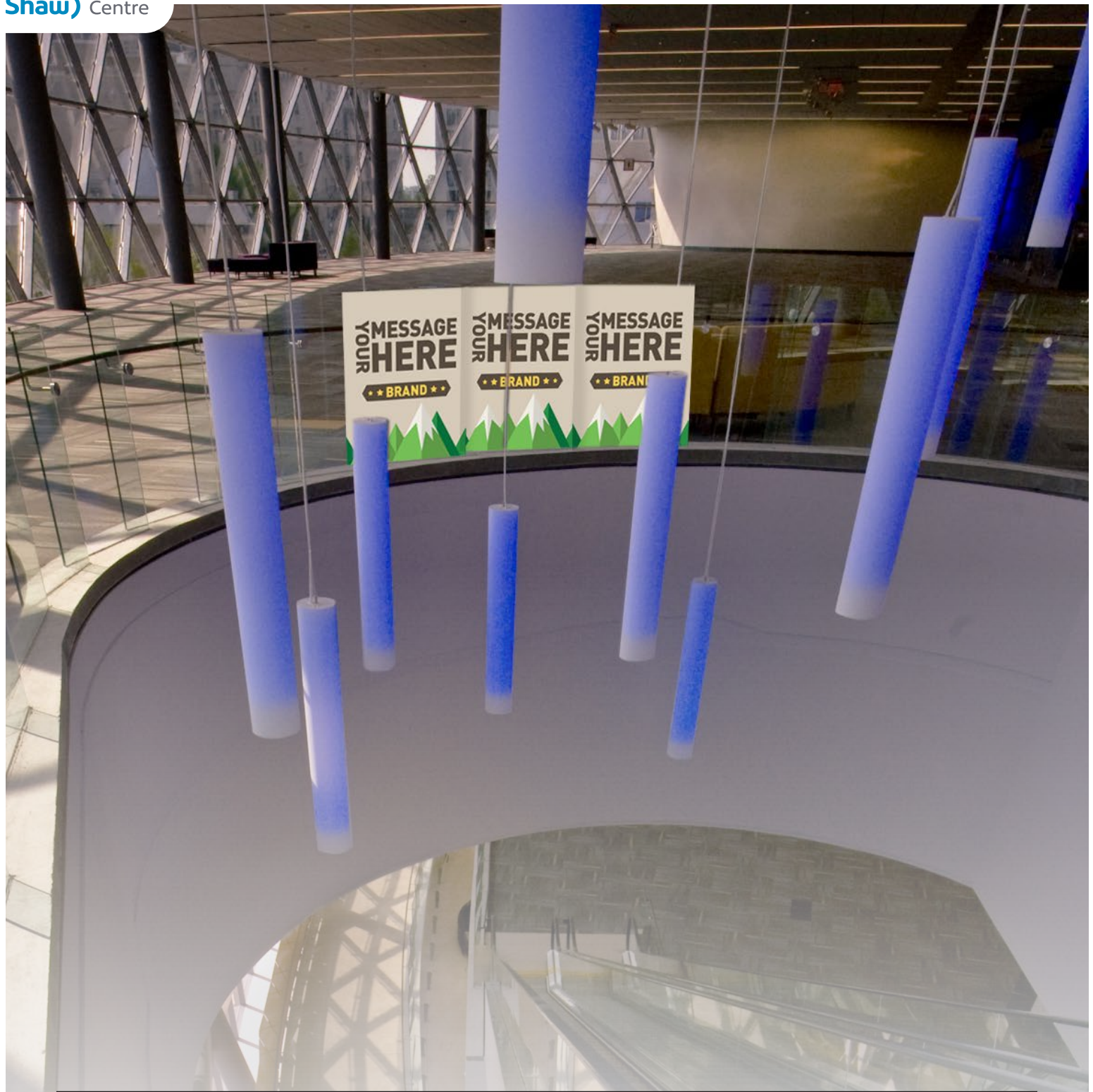
**Rates:** *Only available to in-house events (up to five rest areas available)*

**Specs:** 42" circular table with 16" circle in the middle

**Production & installation fees:** \$300

**Design fees:** \$138/hr (if required)





# Glass Panels

Glass panels are available throughout the centre including the Confederation ramp, overlooking the lobby, and escalator glass panels on the 3rd floor.

**Rates:** *Only available to in-house events*

**Production and installation fees:** \$ 300/panel

36"(W) x 34"(H) (hanging over elevators)

59.5"(W) x 39"(H) (lobby & Confederation ramp)

**Production & installation fees:** \$150/panel

**Design fees:** \$138/hr (if required)





**Shaw Centre  
Advertising Opportunities**

Contact Trisha Richardson  
for more information  
[trichardson@shaw-centre.com](mailto:trichardson@shaw-centre.com)  
613.563.1984

**Shaw) Centre**

55 Colonel By Drive Ottawa,  
Ontario K1N 9J2  
Tel: 613-563-1984  
1-800-450-0077