



DIGITAL SIGNAGE OPPORTUNITIES GUIDE

THE VENETIAN® RESORT LAS VEGAS

The Venetian tower

MAIN MARQUEE

LOCATION

Marquee faces northbound traffic on Las Vegas Boulevard

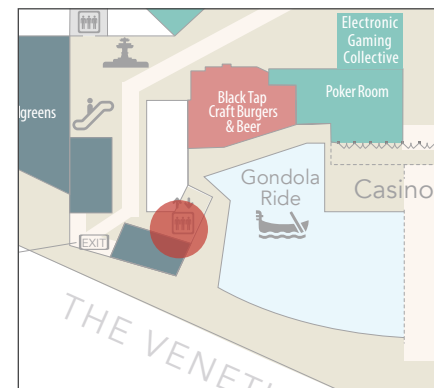
SPECS

Height 66'
Width 31'
Single-sided
10mm

DISPLAY CODE: VM

Default: The Venetian® promo loop

Includes one advertisement placed within the existing digital promotion loop



Advertisement is for a maximum of a four-day duration. Existing promo loop varies in duration. Sponsor Advertisements need to include program branding in at least 20% of the design specifications.

The Palazzo tower

MAIN MARQUEE

LOCATION

Marquee faces northbound traffic and southbound traffic on Las Vegas Boulevard

SPECS

Height 30'5"

Width 32'9"

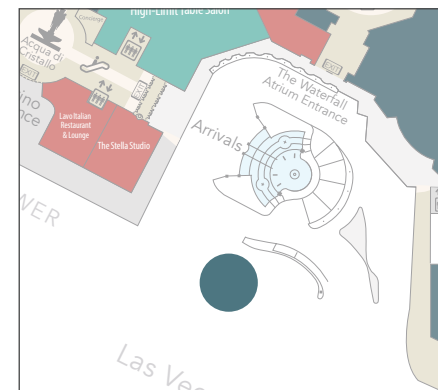
Double-sided

16mm

DISPLAY CODE: PM

Default: The Venetian promo loop

Includes one advertisement placed within the existing digital promotion loop



Advertisement is for a maximum of a four-day duration. Existing promo loop varies in duration. Sponsor Advertisements need to include program branding in at least 20% of the design specifications.



The Palazzo tower

CURVED WALL MARQUEE

LOCATION

Marquee faces intersection Las Vegas Boulevard and Sands Avenue

SPECS

Height 52'

Width 29'

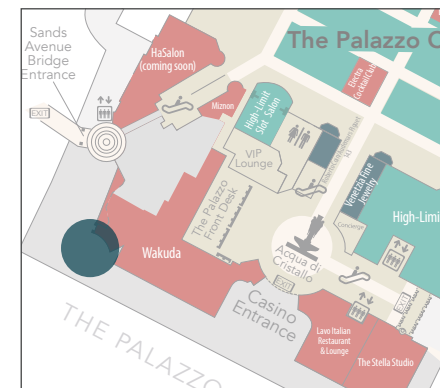
Single-sided

10mm

DISPLAY CODE: PCW

Default: The Venetian promo loop

Includes one advertisement placed within the existing digital promotion loop



Advertisement is for a maximum of a four-day duration. Existing promo loop varies in duration. Sponsor Advertisements need to include program branding in at least 20% of the design specifications.



The Palazzo tower

SANDS AVENUE BRIDGE MARQUEE

LOCATION

Marquee faces southbound pedestrian bridge foot traffic or westbound traffic on Sands Avenue

SPECS

Height 10'1"

Width 12'

Single-sided

6mm

DISPLAY CODE: SABM

Includes one advertisement placed within the existing digital promotions loop



Advertisement is for a maximum of a four-day duration. Existing promo loop varies in duration. Sponsor Advertisements need to include program branding in at least 20% of the design specifications.

The Palazzo tower

THE PALAZZO TOWER ROTUNDA – LED

LOCATION

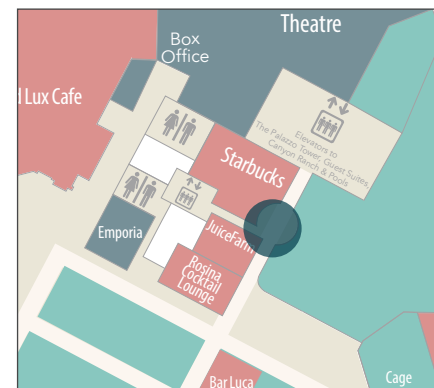
The entrance/exit to The Palazzo® tower guest elevators and across from Starbucks

DISPLAY CODE: PALRO

Default: The Venetian promo loop

Option 1: Takeover display with custom graphics

Option 2: Includes one advertisement placed within the existing digital promotion loop



The Venetian tower

ESCALATOR OVERHEAD

LOCATION

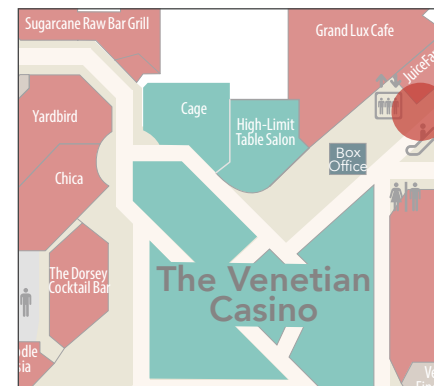
Descending escalator from porte cochere entrance towards casino level

DISPLAY CODE: ESCOH

Default: The Venetian promo loop

Option 1: Takeover display with custom graphics

Option 2: Includes one advertisement placed within the existing digital promotion loop



The Venetian tower

RESTAURANT ROW

LOCATION

Restaurant Row is at the center of both towers

DISPLAY CODES

RROWS

RROWN

RROWE

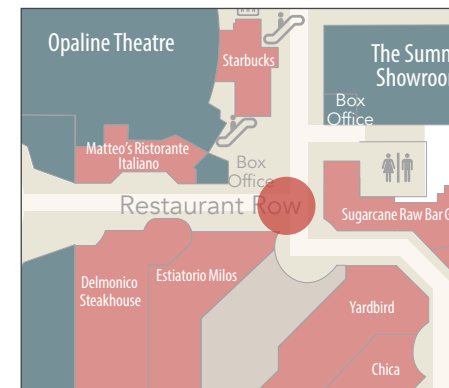
RROWW

DISPLAY CONTENT

Default: The Venetian promo loop

Option 1: Takeover display with custom graphic

Option 2: Includes one advertisement placed within the existing digital promotion loop





IN-SUITE TELEVISION CHANNEL

LOCATION

Suites Total 7,094

The Venetian Resort

THE VENETIAN HOTEL GUEST ELEVATOR LANDINGS

LOCATION

86" at the end of the row of elevator cabs on floors 1 and 2 of The Venetian Resort

DISPLAY CODES

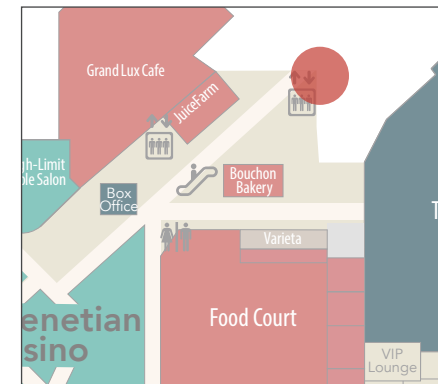
Casino Level	Shopping Level
VELC- L	VELS- L
VELC- M	VELS- M
VELC- H	VELS- H

DISPLAY CONTENT

Default: The Venetian promo loop

Option 1: Takeover display with custom graphics

Option 2: Includes one advertisement placed within the existing digital promotion loop



The Venetian Resort

THE PALAZZO HOTEL GUEST ELEVATOR LANDINGS

LOCATION

86" are at the end of the row of elevator cabs on floors 1 and 2

43" are overhead on Level 1 of The Palazzo tower midrise bank

DISPLAY CODES

Casino Level	Shopping Level
PELC- L	PELS- L
PELC- M	PELS- M
PELC- H	PELS- H

DISPLAY CONTENT

Default: The Venetian promo loop

Option 1: Takeover display with custom graphics

Option 2: Includes one advertisement placed within the existing digital promotion loop





THE VENETIAN THEATRE

Overhead Horizontals

LOCATION

The Venetian tower

DISPLAY CODES

VHTROHL
VHTROHR

VHTROHC

THE VENETIAN THEATRE

Entrance Verticals

LOCATION

The Venetian tower

DISPLAY CODES

VHTRLT
VHTRRT

The Venetian Resort

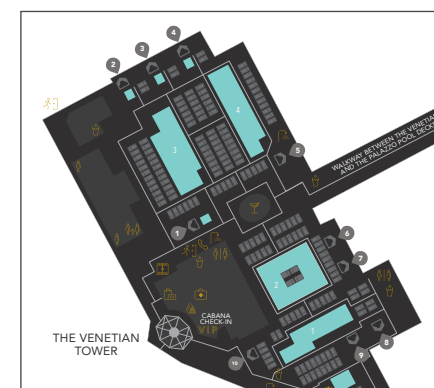
THE VENETIAN POOL BAR

LOCATION

The Venetian tower

DISPLAY CODE: VPOOLBAR

Two content channels available to route to cabana and bar displays



The Venetian Resort

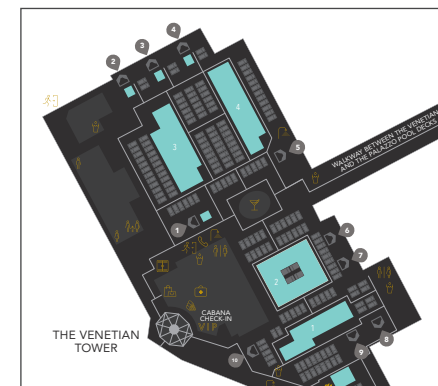
THE VENETIAN POOL CABANAS

LOCATION

The Venetian tower

DISPLAY CODE: VPOOLCAB

Two content channels available to route to cabana and bar displays



The Venetian Resort



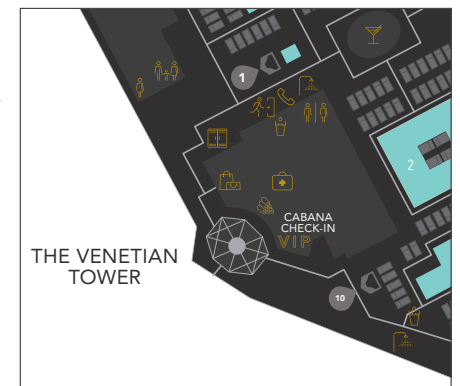
THE VENETIAN POOL ENTRY CHECK-IN

LOCATION

Towel desk
VIP cabana check-in

DISPLAY CODES

VPOOL1
VPOOL2
VPOOL3



RETAIL



The Palazzo tower



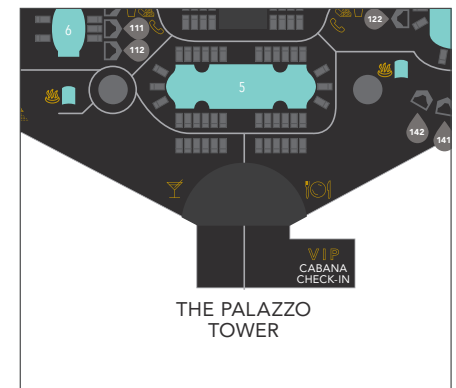
THE PALAZZO POOL ENTRANCE

LOCATION

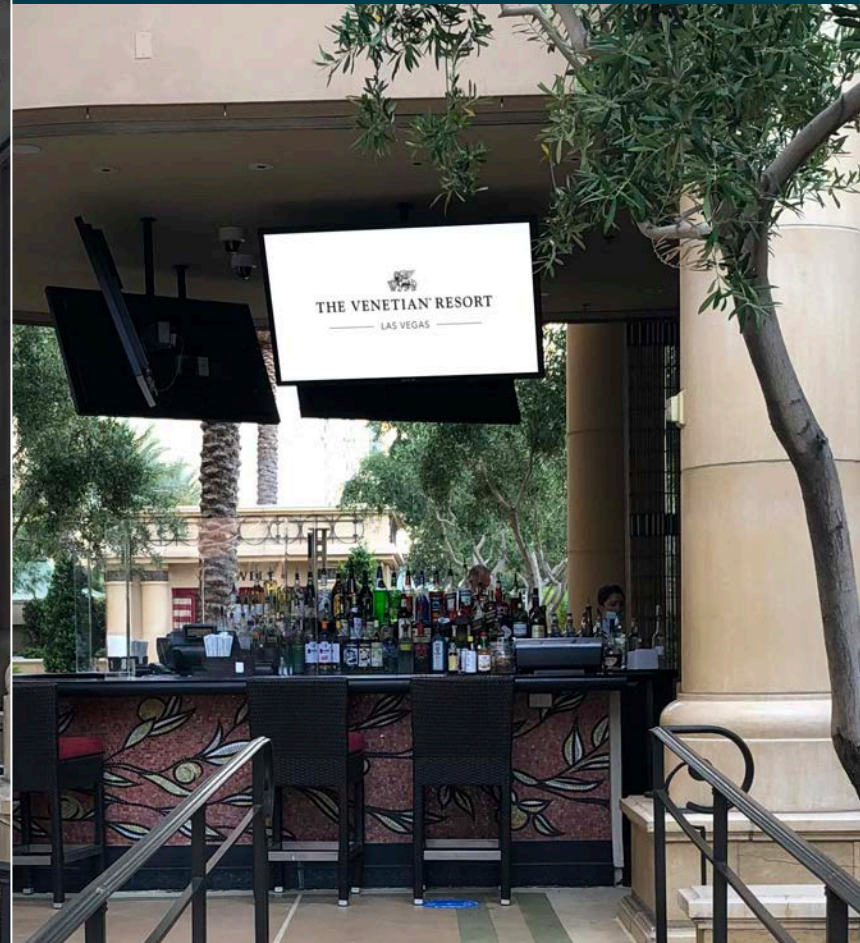
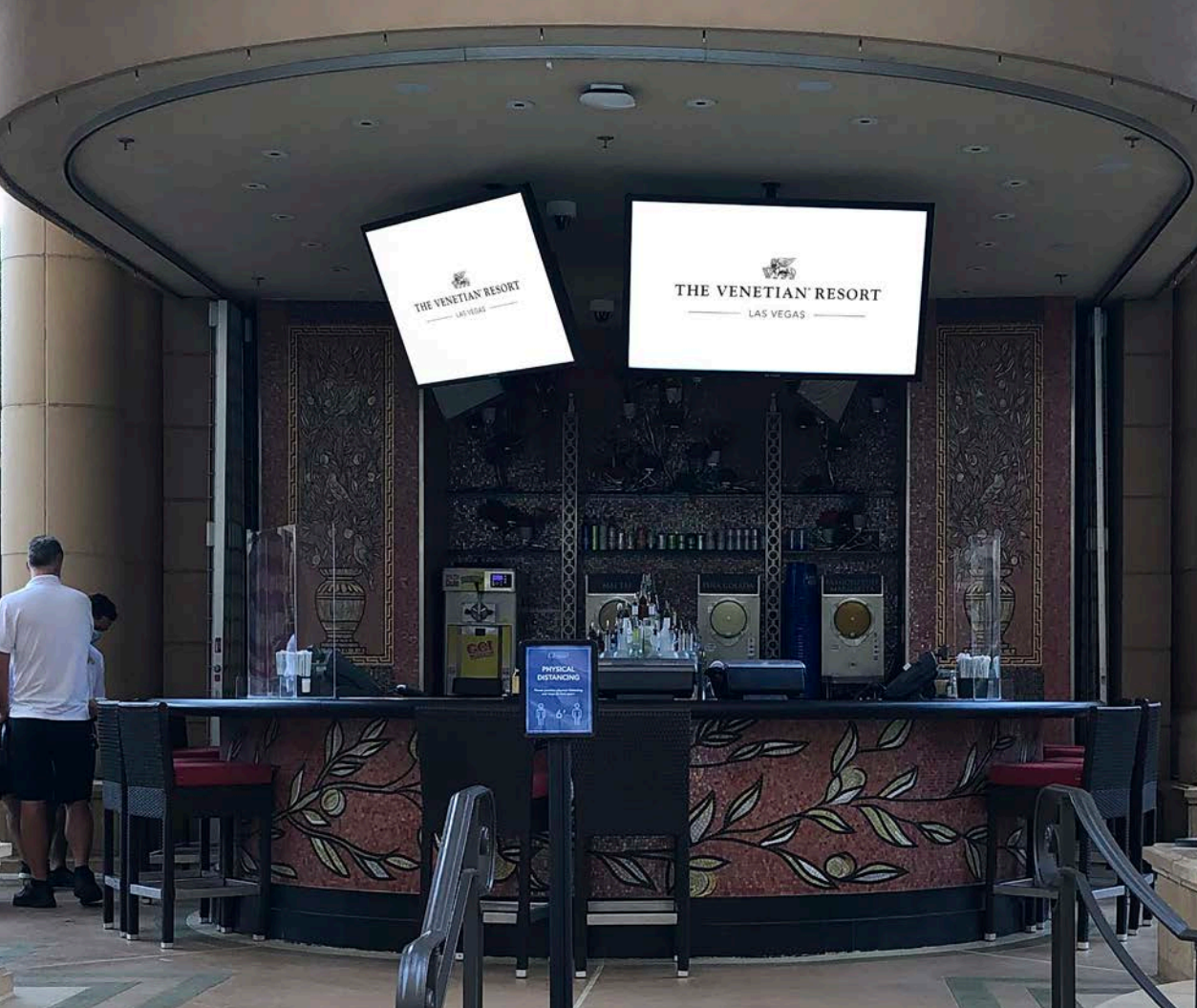
Lobby retail wall
Cabana check-in

DISPLAY CODES

Lobby: PPOOL1
Check-in: PPOOL 2



The Palazzo tower



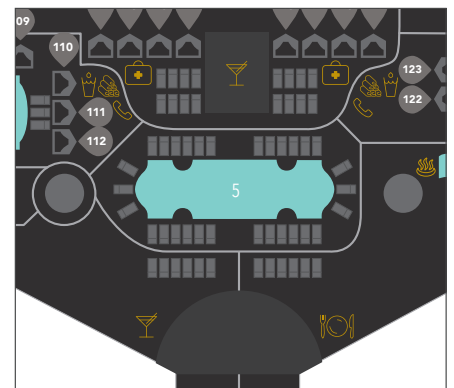
THE PALAZZO POOL

LOCATION

The Palazzo pool bar

DISPLAY CODE: PPOOLBAR

One content channel plays to all four displays



The Palazzo tower

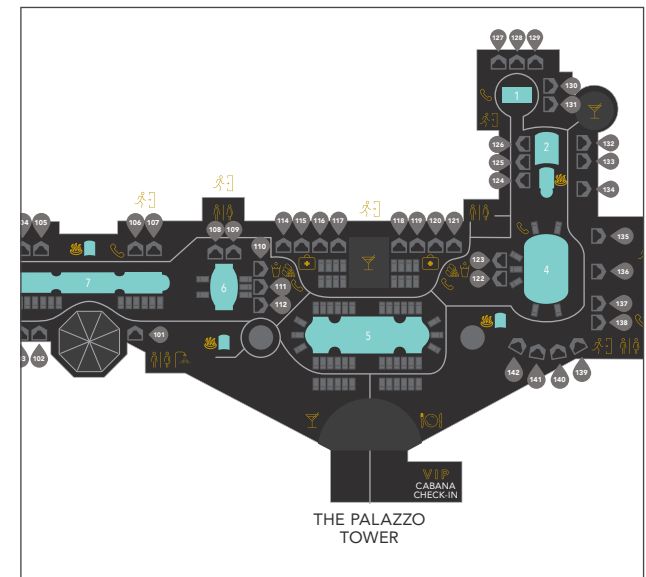
THE PALAZZO POOL CABANAS

LOCATION

The Palazzo tower

DISPLAY CODE: PPOOLCAB

One content channel plays to all 42 displays



The Venetian Resort

THE VENETIAN POOL DECK

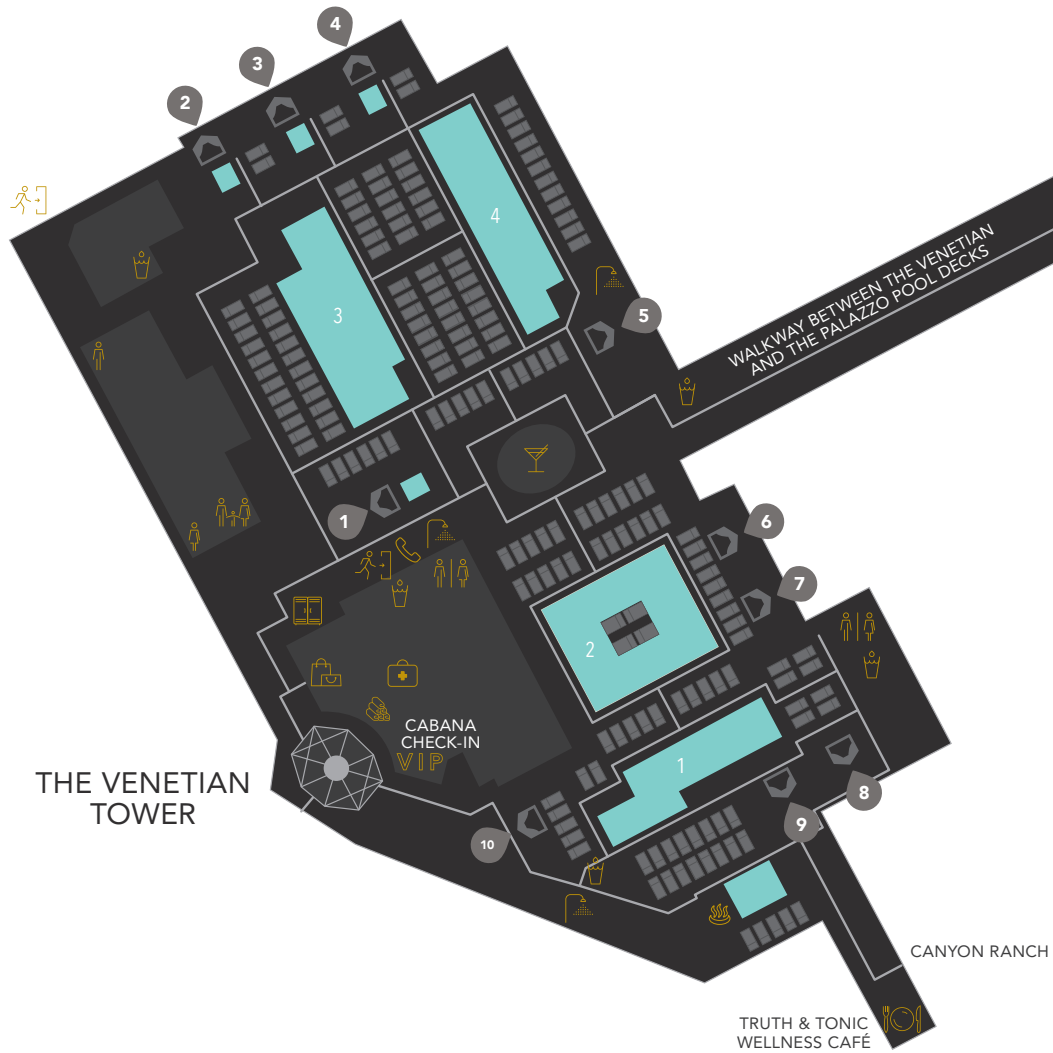
Full Buyout

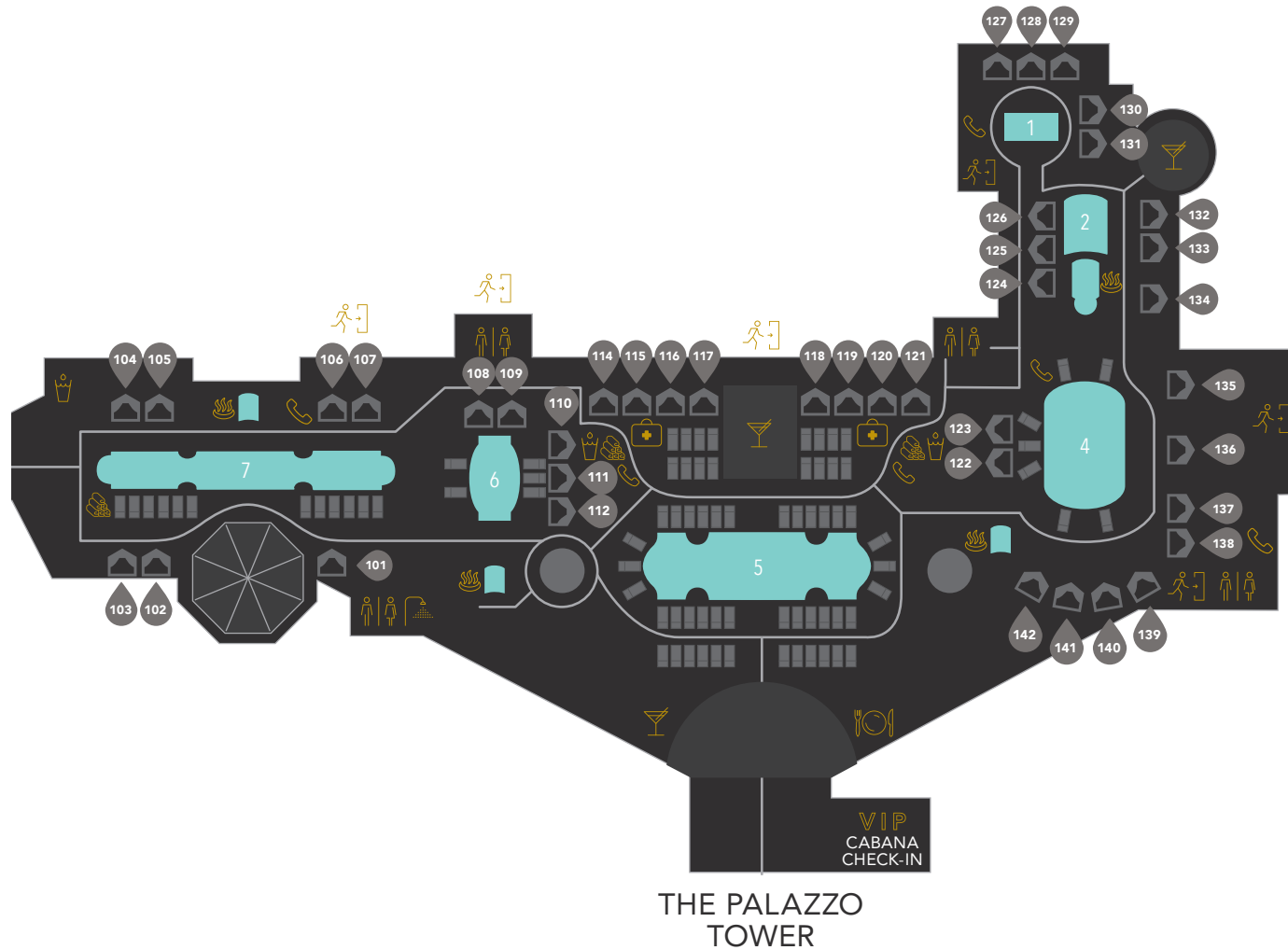
LOCATION

The Venetian tower

DISPLAY CODE: VPOOLCAB-
CABANA CHANNEL

One content channel plays to all displays





THE PALAZZO POOL DECK

Full Buyout

LOCATION

The Palazzo tower

DISPLAY CODE: PPOOLCAB – CABANA CHANNEL

One content channel plays to all displays

THE VENETIAN CONVENTION & EXPO CENTER LAS VEGAS

LEVEL 1

The Convention Center



EVENT DIRECTORY BOARD

Nine 55" Digital Displays

LOCATION

Outside of Marco Polo Ballroom

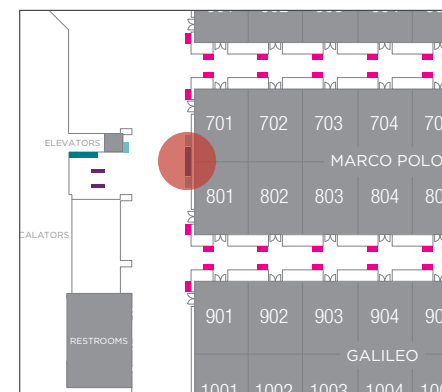
DISPLAY SCREEN OPTIONS

Option 1: All 9 screens

Option 2: 6 screens out of 9

Option 3: 3 screens out of 9

DISPLAY CODE: EDB1



The Convention Center

VERTICAL DISPLAYS

Two 43" Digital Displays

LOCATION

Flanks the Event Directory Board

DISPLAY CODES

VL1L (*Left display*)

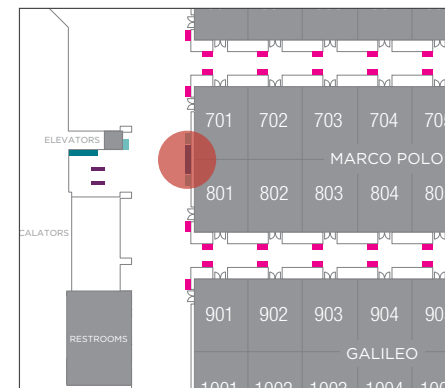
VL1R (*Right display*)

DISPLAY CONTENT

Default: Interactive Wayfinder

Option 1: Takeover display for custom loop

Option 2: Brand the existing interactive Wayfinders



The Convention Center

LANDING DISPLAY

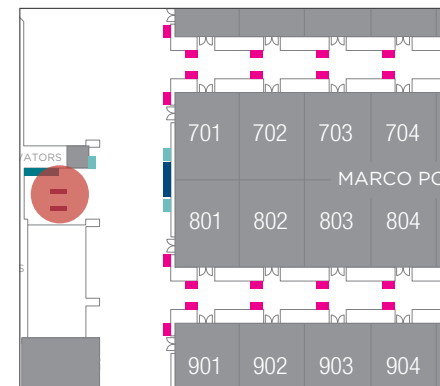
One 98" Digital Display

LOCATION

Next to shuttle transportation doors

DISPLAY CODE: L1L

Default: The Venetian promo loop



The Convention Center

VERTICAL MOBILE UNITS

Two 43" Digital Displays

LOCATION

Next to shuttle transportation doors

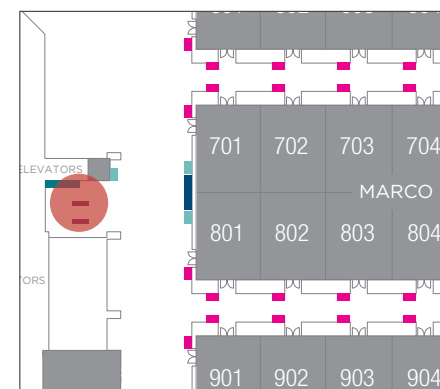
DISPLAY CODES

VMUL1Eelv (*East – faces elevator*)

VMUL1Eesc (*East – faces escalator*)

DISPLAY CONTENT

Default: The Venetian promo loop



The Convention Center

ELEVATOR LANDING

One 43" Digital Display

LOCATION

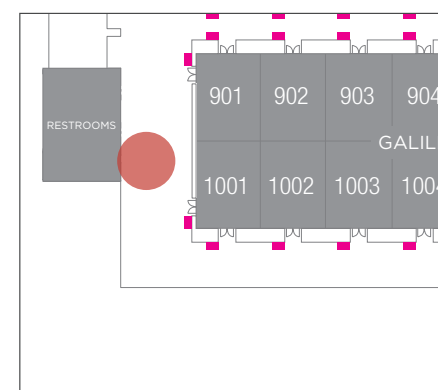
Right of the elevator

DISPLAY CODE: L1ELV

Default: The Venetian promo loop

Option 1: Takeover display for custom loop

Option 2: Brand the existing interactive Wayfinders





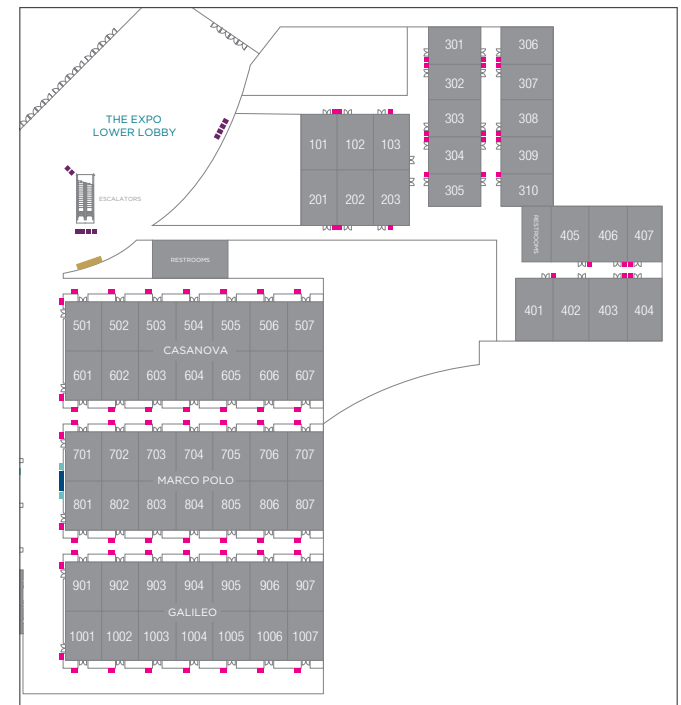
The Convention Center

MEETING ROOM ENTRANCE DISPLAYS

Galileo, Marco Polo, Casanova

DISPLAY CODE: MRL1 (ROOM #)

- Default:** Meeting agenda for each room
- Option 1:** Takeover display for custom loop
- Option 2:** Replace background in Venetian Meetings posting systems *OR*
Provide a single show graphic for all meeting rooms



The Expo

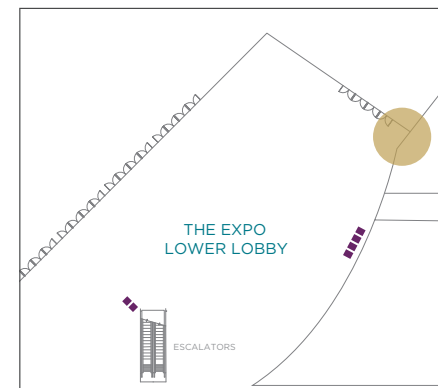
CURVED LED DISPLAY

One 132.23" Digital Display

LOCATION

Next to Café Presse and entrance
to The Convention Center

DISPLAY CODE: EXLLED



The Expo

TRIPLE VERTICAL DISPLAYS

Individual Screens Measuring 46"

LOCATION

One unit is located near the Executive Offices and Exhibit & Business Service Center

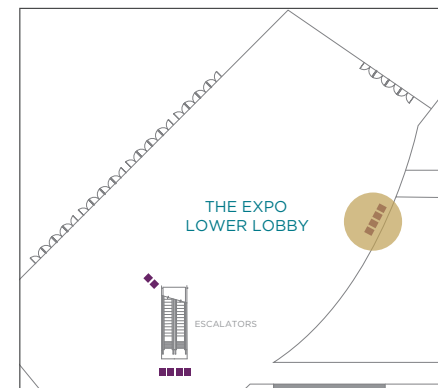
One unit is in the highly-visible area near Café Presse

DISPLAY CODES

EXL1VBS
EXL3VCP

DISPLAY CONTENT

Single piece of content or three individual files



The Expo

SINGLE VERTICAL DISPLAYS

Individual Screens Measuring 46"

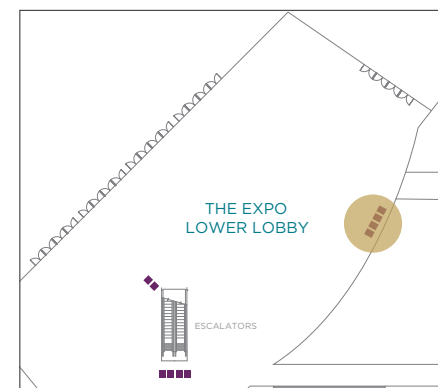
LOCATION

Each resides next to the triple-screen display

DISPLAY CODES

EXL1VBS

EXL1VCP



The Expo

VERTICAL DISPLAYS

One Double-Sided Unit with Two 46" Digital Displays

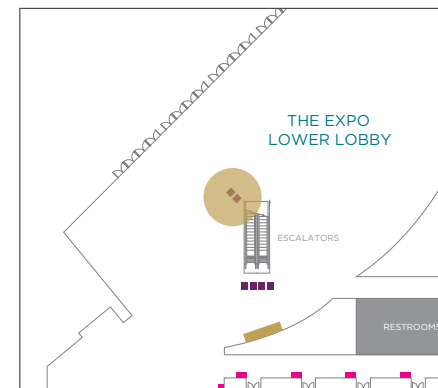
LOCATION

At the bottom of the escalators

DISPLAY CODES

EXLVENT (*Faces escalators*)

EXLVESC (*Faces entrance*)



The Expo

MEETING ROOM ENTRANCE DISPLAYS

DISPLAY CODE: MR (ROOM #)

- Default:** Meeting agenda for each room
- Option 1:** Takeover display for custom loop
- Option 2:** Replace background in Venetian Meetings posting systems OR Provide a single show graphic for all meeting rooms



THE VENETIAN CONVENTION & EXPO CENTER

LEVEL 2

The Convention Center

THREE-SCREEN ARRAY

One 86" Digital Display Two 43" Digital Displays

LOCATION

The Convention Center entrance on the right

DISPLAY CODES

POP1-L (Left – 43" vertical)

POP1-M (Middle – 86" horizontal)

POP1-R (Right – 43" vertical)

DISPLAY CONTENT

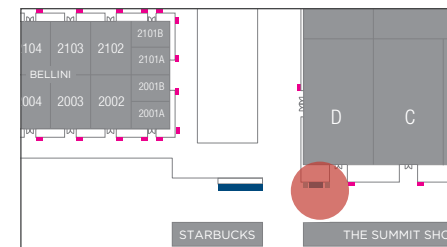
Default: Horizontal – The Venetian promo loop

Vertical – Interactive Wayfinder

POP1-L/POP1-R Option 1 – Takeover display with custom graphics

POP1-L/POP1-R Option 2 – Brand the existing interactive Wayfinders

POP1-M – Takeover display with custom graphics



The Convention Center

EVENT DIRECTORY BOARD

Nine 55" Digital Displays

LOCATION

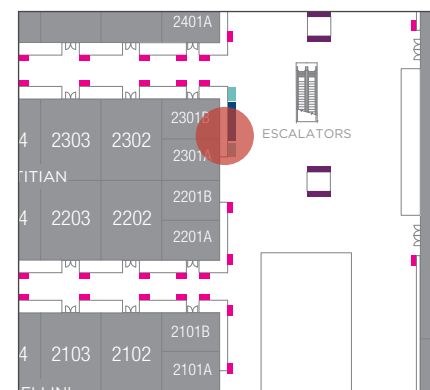
Outside the Titian Ballroom facing elevators

DISPLAY CODE: EDB2-2

Default Content: Venetian Meetings postings template

DISPLAY SCREEN OPTIONS

- Option 1:** All 9 screens
- Option 2:** 6 screens out of 9
- Option 3:** 3 screens out of 9





VERTICAL DISPLAYS

Two 43" Digital Displays

LOCATION

Flanks the Event Directory Board

DISPLAY CONTENT

Default: Interactive Wayfinder

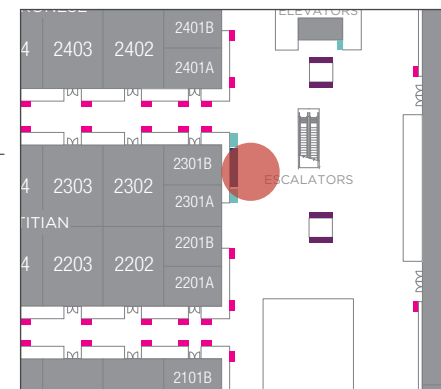
Option 1: Takeover display for custom loop

Option 2: Brand the existing interactive Wayfinders

DISPLAY CODES

VL2L (*Left display*)

VL2R (*Right display*)



The Convention Center

VERTICAL MOBILE UNITS

Four 43" Digital Displays
Two Double-Sided Units
Each Operates Independently

LOCATION

Elevator landings *East and west*

DISPLAY CODES

VMUL2Eelv (*East – faces elevator*)

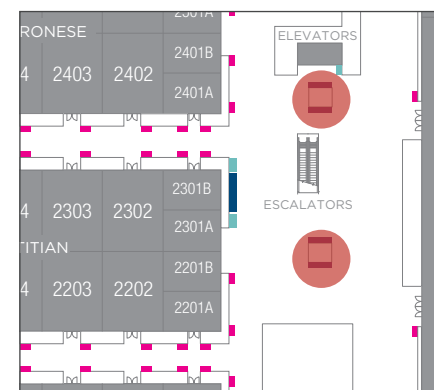
VMUL2Eesc (*East – faces escalator*)

VMUL2Wwall (*West – faces wall*)

VMUL2Wesc (*West – faces escalator*)

DISPLAY CONTENT

Default: The Venetian promo loop





ELEVATOR LANDING

43" Digital Display

LOCATION

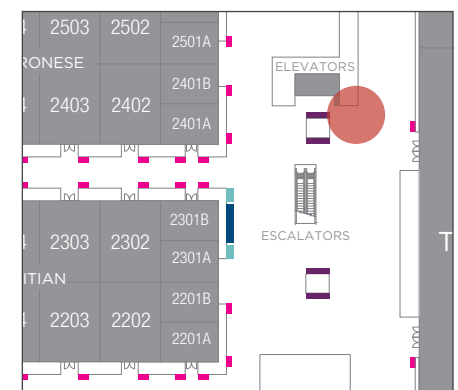
Right of the elevators

DISPLAY CODE: L2ELV

Default: The Venetian promo loop

Option 1: Takeover display for custom loop

Option 2: Brand the existing interactive Wayfinders



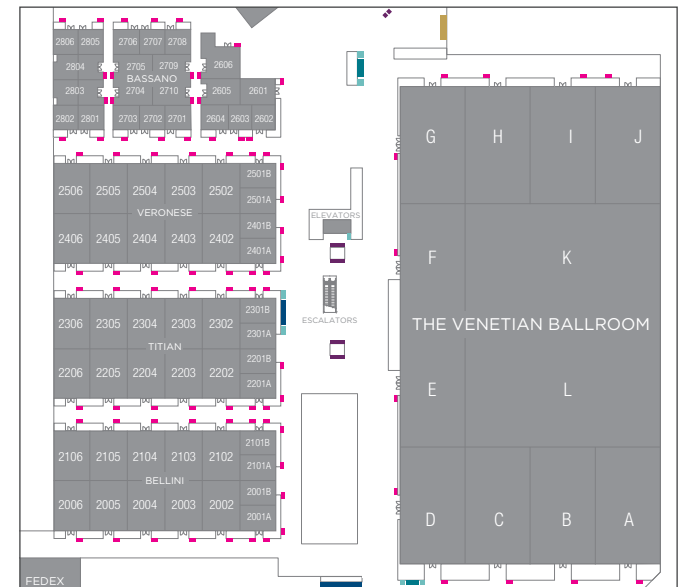
The Convention Center

MEETING ROOM ENTRANCE DISPLAYS

Bellini, Titian, Veronese, Bassano,
The Venetian Ballroom

DISPLAY CODE: MRL2 (ROOM #)

- Default:** Meeting agenda for each room
- Option 1:** Takeover display for custom graphics
- Option 2:** Replace background in Venetian Meetings posting systems *OR*
- Provide a single show graphic for all meeting rooms





OVERHEAD HORIZONTAL DISPLAYS

Two 43" Displays Each Operates Independently

LOCATION

Overhead at the exit of The Convention Center to hotel

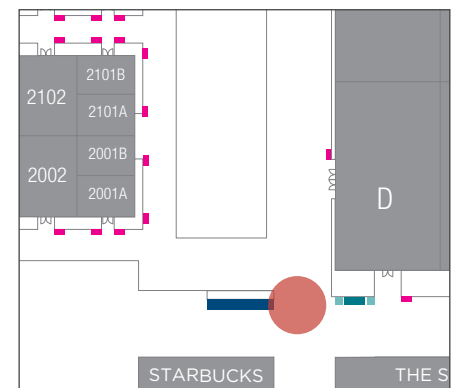
DISPLAY CODES

OHL (Left display)

OHR (Right display)

DISPLAY CONTENT

Default: The Venetian promo loop





THREE-SCREEN ARRAY

One 86" Digital Display Two 43" Digital Displays

LOCATION

The Convention Center entrance on the right

DISPLAY CONTENT

Default: Horizontal – The Venetian promo loop

Vertical – Interactive Wayfinder

POP2-L/POP2-R Option 1 – Takeover display with custom graphics

POP2-L/POP2-R Option 2 – Brand the existing interactive Wayfinders

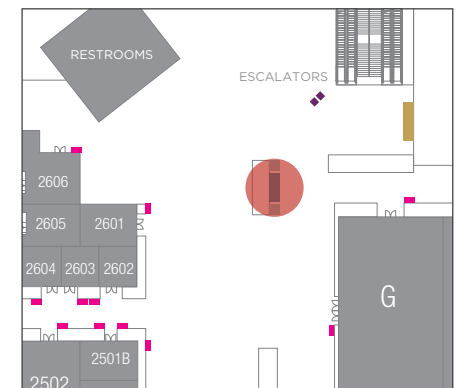
POP2-M – Takeover display with custom graphics

DISPLAY CODES

POP2-L (Left – 43" vertical)

POP2-M (Middle – 86" horizontal)

POP2-R (Right – 43" vertical)



The Convention Center

ELEVATOR CABS

Two 19" Digital Displays

LOCATION

The Convention Center (*East side of escalators*)

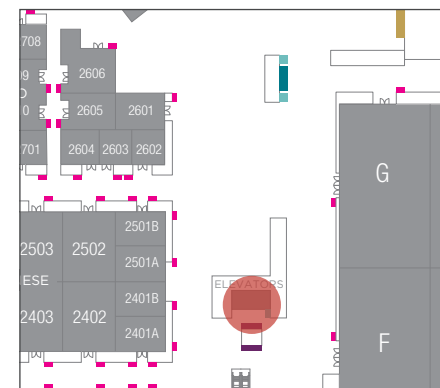
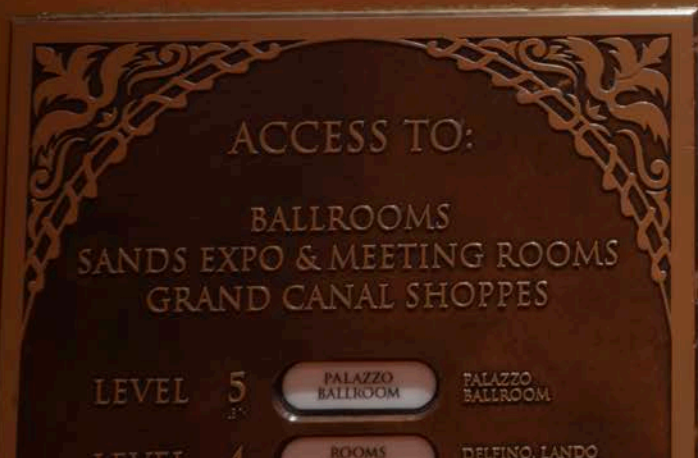
Cab 1: Levels 1-5

Cab 2: Levels 2-5

DISPLAY CONTENT

Default: The Venetian promo loop

DISPLAY CODE: CCELV





THE VENETIAN® EXPO
— LAS VEGAS —

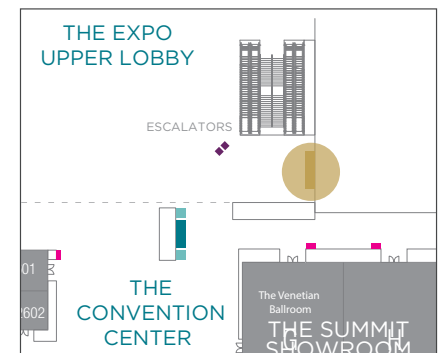
Upper Lobby LED Display

Height: 8.86' Width: 15.75' 1.5mm

LOCATION

Top of escalators near The Convention Center
Level 2 threshold

DISPLAY CODE: EXULED



The Venetian Expo

Upper Lobby Vertical Display

One Double-Sided Unit with Two 46" Digital Displays

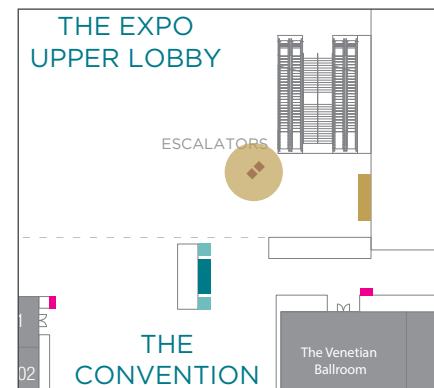
LOCATION

Top of the escalator, at threshold between The Expo and The Convention Center Level 2

DISPLAY CODES

EXUVESC (*Faces escalators*)

EXUVLOB (*Faces lobby*)





Café Presse Horizontal Display

Five 55" Digital Displays

LOCATION

Near Hall B entrance, stairs, and guest elevator

DISPLAY CODES

EXUCP1 / EXUCP2 / EXUCP3 / EXUCP4 / EXUCP5

THE CONVENTION CENTER

LEVEL 3



EVENT DIRECTORY BOARD

Nine 55" Digital Displays

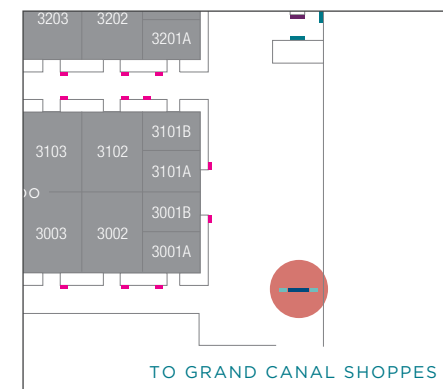
LOCATION

Entrance to The Convention Center from Grand Canal Shoppes®

DEFAULT CONTENT

The Venetian promo loop

DISPLAY CODE: EDB3-2





VERTICAL DISPLAY

Two 43" Digital Displays

LOCATION

Flanks the Event Directory Board

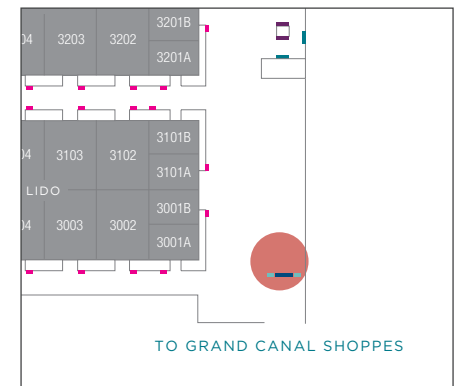
DEFAULT CONTENT

Interactive Wayfinder

DISPLAY CODES

VL3-1L (*Left display*)

VL3-1R (*Right display*)





EVENT DIRECTORY BOARD

Nine 55" Digital Displays

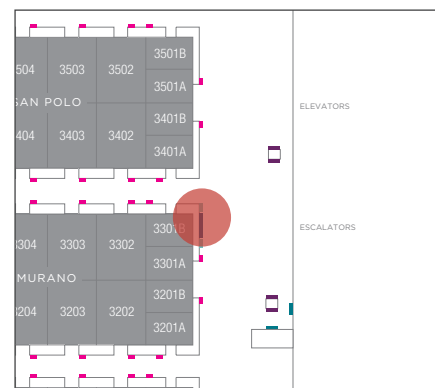
LOCATION

The Convention Center Level 3 by Murano Ballroom

DEFAULT CONTENT

Venetian Meetings postings template

DISPLAY CODE: EDB3-1





VERTICAL DISPLAY

Two 43" Digital Displays

LOCATION

Flanks the Event Directory Board

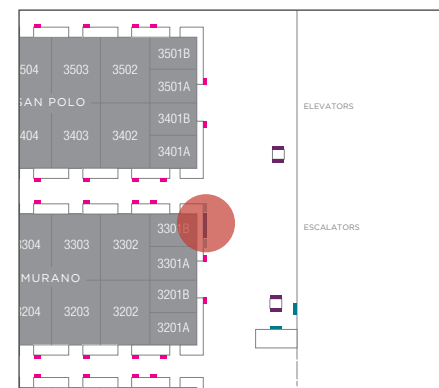
DEFAULT CONTENT

Interactive Wayfinder

DISPLAY CODES

VL3L (*Left display*)

VL3R (*Right display*)



The Convention Center

VERTICAL MOBILE UNITS

Two Double-Sided Units
Four 43" Digital Displays
Each can operate independently

LOCATION

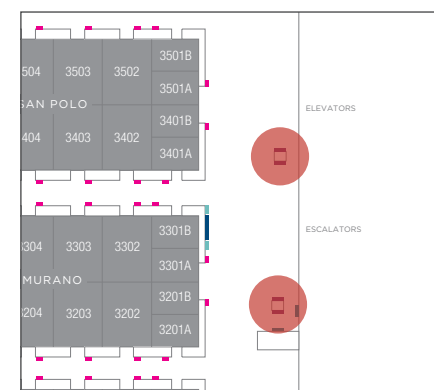
Level 3 escalator landings (*East and west*)

DISPLAY CONTENT

Default: The Venetian promo loop

DISPLAY CODES

VMUL3Eelv (*East – faces elevator*)
VMUL3Eesc (*East – faces escalator*)
VMUL3Wwall (*West – faces wall*)
VMUL3Wesc (*West – faces escalator*)



The Convention Center



LANDING DISPLAYS

Two 98" Digital Displays

LOCATION

The Convention Center Level 3 on the west landing, the escalator-only side

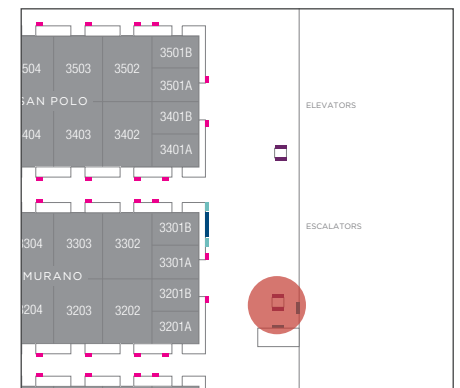
DEFAULT CONTENT

The Venetian promo loop

DISPLAY CODES

L3LS

L3LW





ELEVATOR LANDING

One 43" Digital Display

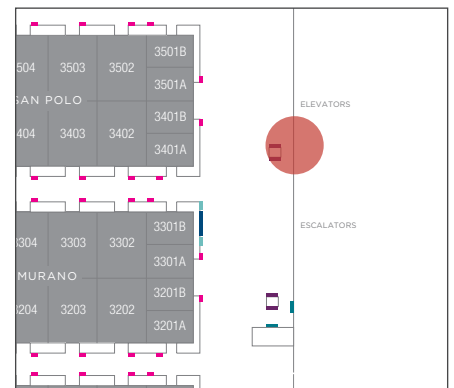
LOCATION

The Convention Center Level 3 on the west landing, the escalator-only side

DEFAULT CONTENT

The Venetian promo loop

DISPLAY CODE: L3ELV



The Convention Center

MEETING ROOM ENTRANCE DISPLAYS

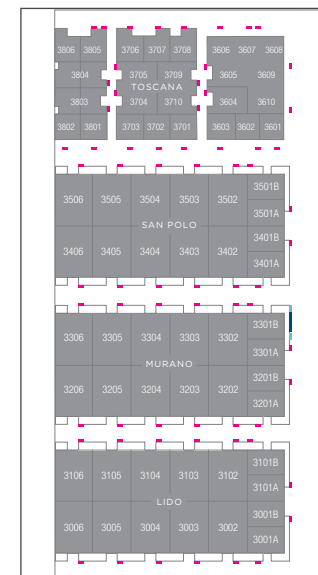
Lido, Murano, San Polo, Toscana

68 Digital Displays with one display per meeting room

DISPLAY CODE: MRL3 (ROOM #)

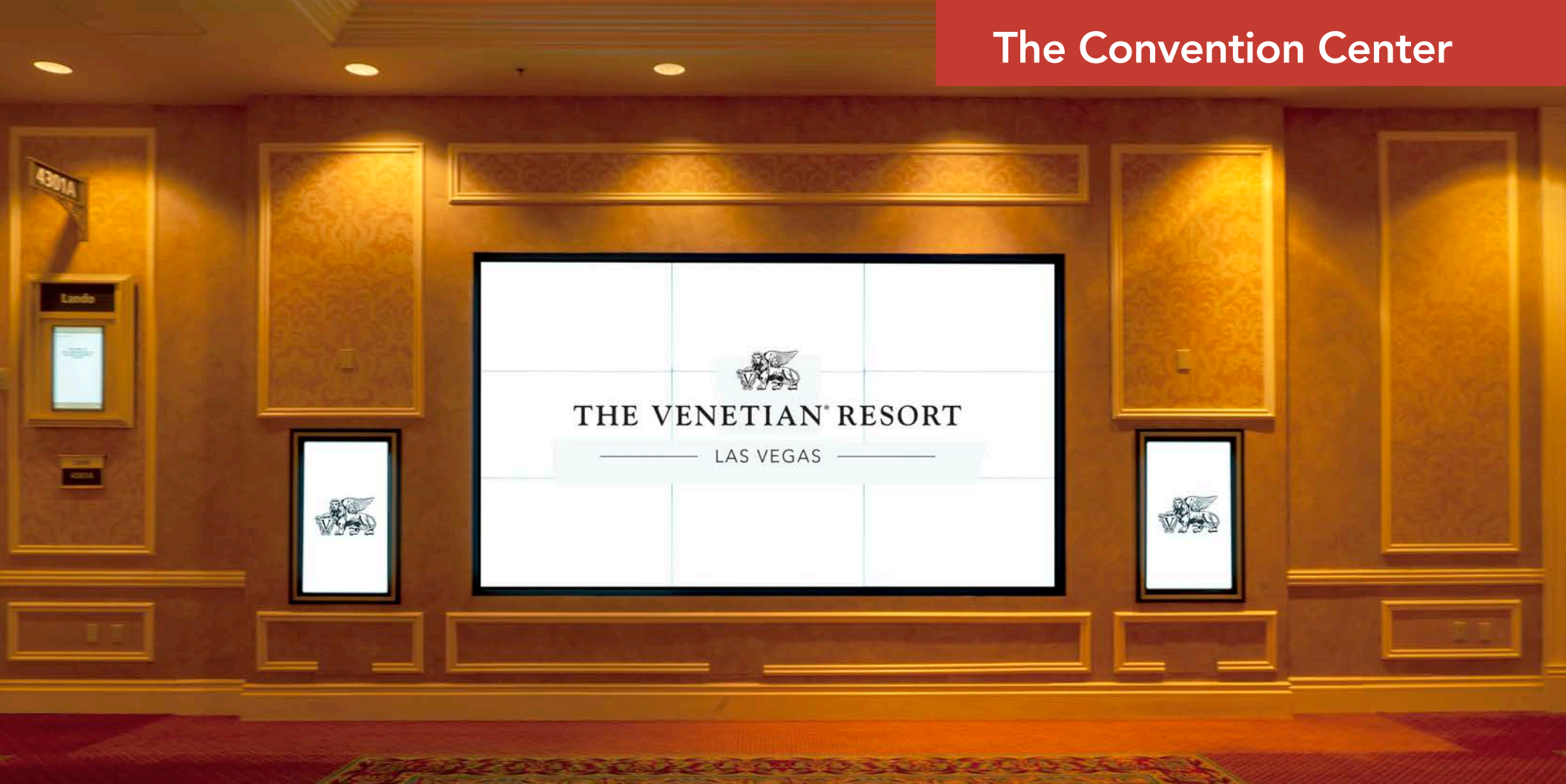
Notes: The default content displays the meeting agenda for each

Murano



THE CONVENTION CENTER

LEVEL 4



EVENT DIRECTORY BOARD

Nine 55" Digital Displays

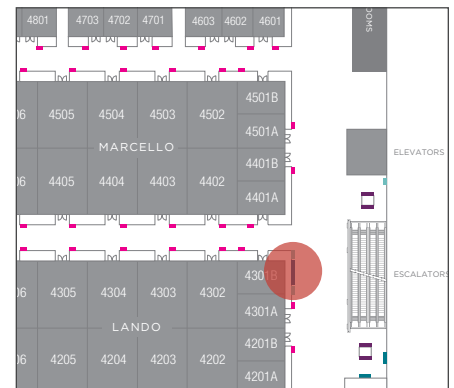
LOCATION

The Convention Center by Lando Ballroom

DEFAULT CONTENT

Venetian Meetings postings template

DISPLAY CODE: EDB4





VERTICAL DISPLAY

Two 43" Digital Displays

LOCATION

Flanks the Event Directory Board

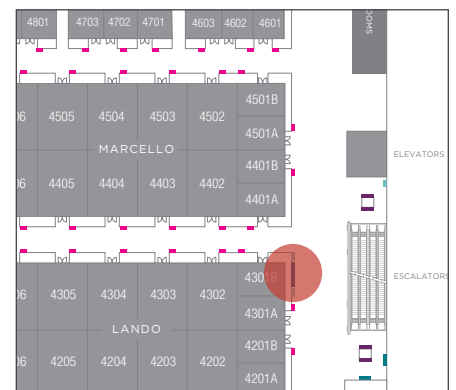
DEFAULT CONTENT

Interactive Wayfinder

DISPLAY CODES

VL4L (*Left display*)

VL4R (*Right display*)



The Convention Center

VERTICAL MOBILE UNITS

Two Double-Sided Units
Four 43" Digital Displays
Each can operate independently

LOCATION

Level 4 escalator landings (*East and west*)

DISPLAY CONTENT

Default: Level 4 escalator landings (*East and west*)

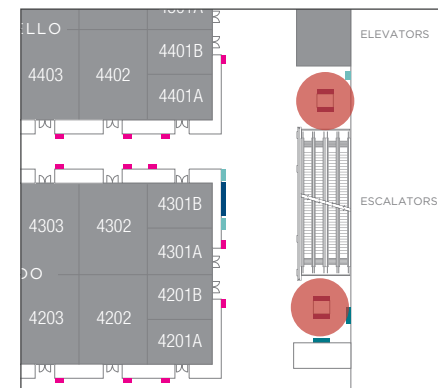
DISPLAY CODES

VMUL4Eelv (*East – faces elevator*)

VMUL4Eesc (*East – faces escalator*)

VMUL4Wwall (*West – faces wall*)

VMUL4Wesc (*West – faces escalator*)





LANDING DISPLAYS

Two 98" Digital Displays

LOCATION

The Convention Center Level 4 on the west landing, the escalator-only side

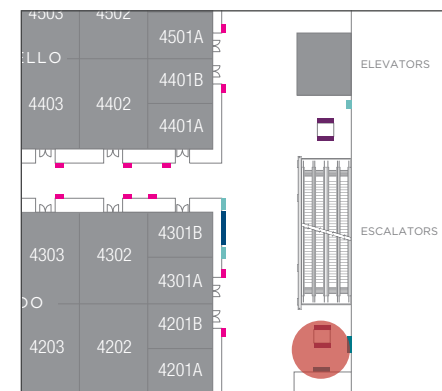
DEFAULT CONTENT

The Venetian promo loop

DISPLAY CODES

L4LS

L4LW





ELEVATOR LANDING

One 43" Digital Display

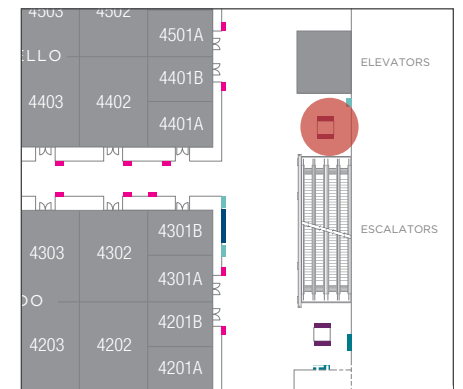
LOCATION

Right of elevators

DEFAULT CONTENT

The Venetian promo loop

DISPLAY CODE: L4ELV



The Convention Center

MEETING ROOM ENTRANCE DISPLAYS

Delfino, Lando, Marcello, Zeno

68 Digital Displays with one display per meeting room

DISPLAY CODE: MRL4 (ROOM #)

Notes: The default content displays the meeting agenda for each



THE CONVENTION CENTER

LEVEL 5



EVENT DIRECTORY BOARD

Nine 55" Digital Displays

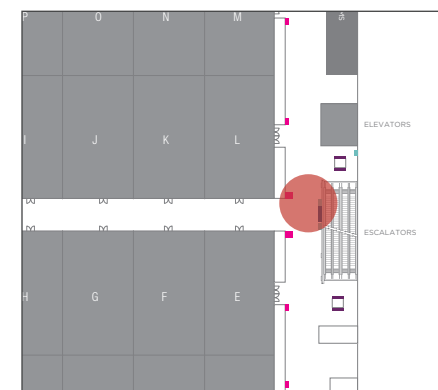
LOCATION

The Convention Center Level 5 across from
The Palazzo Ballroom

DEFAULT CONTENT

Venetian Meetings postings template

DISPLAY CODE: EDB5





VERTICAL DISPLAY

Two 43" Digital Displays

LOCATION

Flanks the Event Directory Board

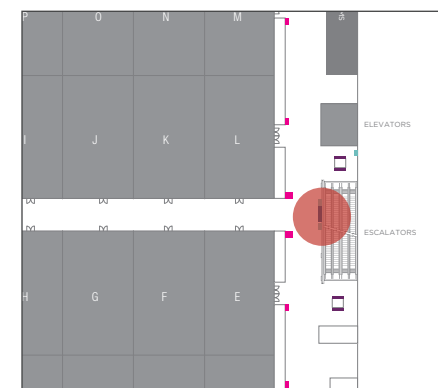
DEFAULT CONTENT

Interactive Wayfinder

DISPLAY CODES

VL5L (*Left display*)

VL5R (*Right display*)



The Convention Center

VERTICAL MOBILE UNITS

Two Double-Sided Units
Four 43" Digital Displays
Each can operate independently

LOCATION

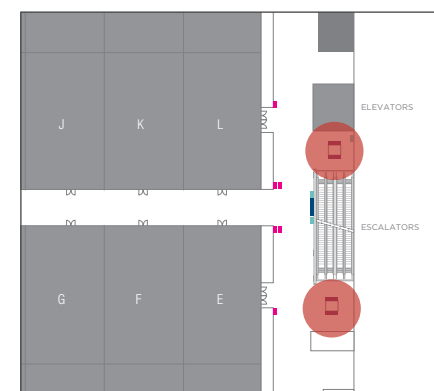
Level 5 escalator landings (*East and west*)

DISPLAY CONTENT

Default: The Venetian promo loop

DISPLAY CODES

VMUL5Eelv (*East – faces elevator*)
VMUL5Eesc (*East – faces escalator*)
VMUL5Wwall (*West – faces wall*)
VMUL5Wesc (*West – faces escalator*)





MEETING ROOM ENTRANCE DISPLAYS

(Stacked Verticals–The Palazzo Ballroom) Four 43" Digital Displays

DISPLAY CODES

PB GH - (Upper left)

PB IJ - (Upper right)

PB EF - (Lower left)

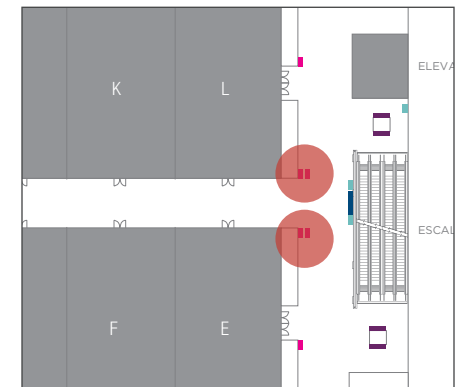
PB KL - (Lower right)

COMBINED - E-H

COMBINED - I-L

Notes:

The default content displays the meeting agenda for each room. The displays on each side can be combined to display a single image



The Convention Center

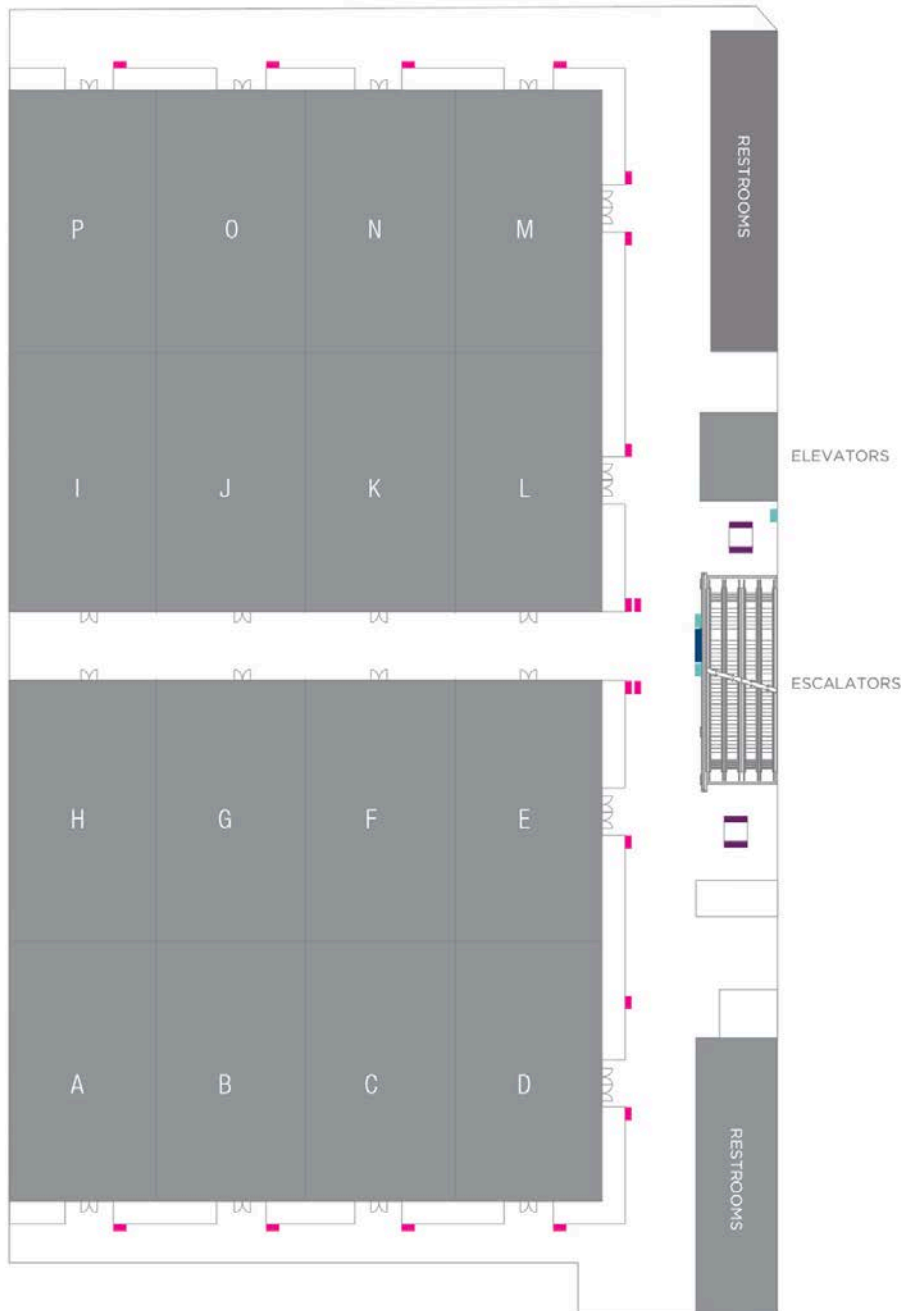
MEETING ROOM ENTRANCE DISPLAYS

The Palazzo Ballroom

14 Digital Displays with One Display
per Meeting Room

DISPLAY CODE: MRL5 (ROOM LETTER)

Notes: The default content displays the meeting
agenda for each room





ELEVATOR LANDING

One 43" Digital Display

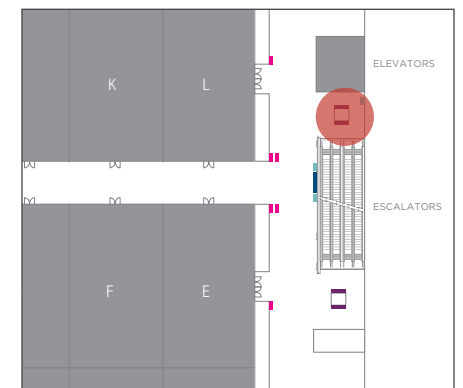
LOCATION

Right of elevators

DEFAULT CONTENT

The Venetian promo loop

DISPLAY CODE: L5ELV





CONTACT

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———— LAS VEGAS ————