



In-Person Education & Events

Sept 20-23, 2023

Pennsylvania Convention Center

Philadelphia, PA USA

In-Person Trade Show

Sept 21-23, 2023

LOGISTICS & SPECIFICATIONS: Wall of Content Static Ad Package

Be a part of the Natural Products Expo East Wall of Content. Your video will be played throughout the show via an engaging digital experience. This is a rare opportunity to get your brand, and your story in front of a captive audience of attendees.

Opportunity details:

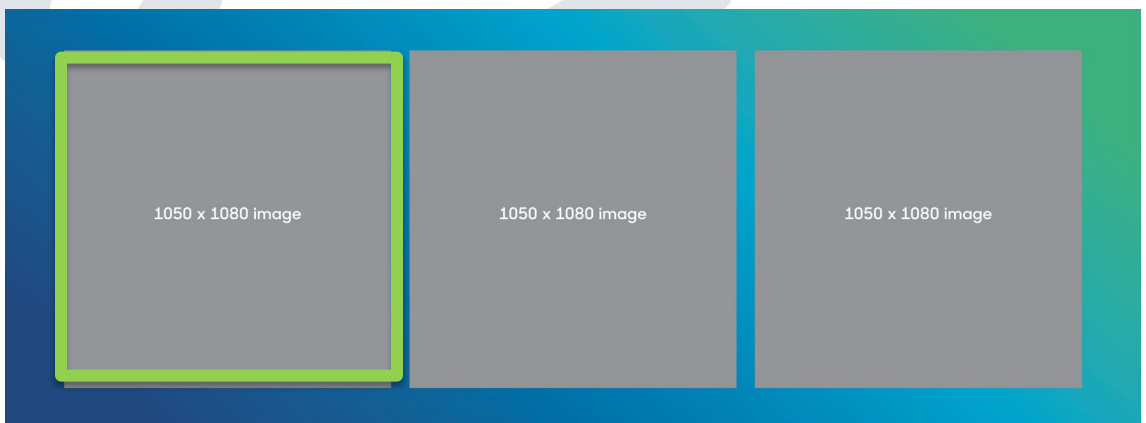
- Company provides artwork. Show will produce Wall of Content programming. All content and claims must be approved by New Hope Network Standards.
- **Artwork deadline: Friday, September 1, 2023**
- Non-exclusive opportunity.

Inclusions with this Opportunity:

- (3) Ad sizes to be orchestrated into 3 days of content shown on the Wall of Content.
 - Full Screen Ad: 1920x1080 – static for 7.5 seconds and shown multiple times per day.



- Third Page Ad: 1050x1080 – static for static for 7.5 seconds and shown multiple times per day.





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- o Ribbon Ad: 1296x290 static for 15 seconds and shown multiple times per day.



- **Wall of Content Ad Specs:**
 - o **Still Image** - .PNG or .JPEG
 - o Limited to one (1) design per ad size, per company.
 - o Recommendation: No more than 10-words per image
- Approximately 145 minutes of on-site airtime per company.
- Wall of Content located in the PCC, Hall A, Innovation Experience Thursday, September 21 – Saturday, September 23

Questions? Please contact me!
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