

 Intersection

LV Loop Media KBIS 2025





The Boring Company Loop

Located at the Las Vegas Convention Center, Teslas transport conference attendees to their exhibit halls. Digital media dominates the station at the entrance, boarding area, and inside the vehicles.

Loop Tunnel Central Station Escalator Video Wall

Upon descent on the escalator into the Loop's Central Station, an overhead video wall greets excited riders.

Specs

Loop Tunnel Central
Station Video Wall

9.5'W x 5.25'H

Spot length

7.5 sec

Resolution

3840 W x 2160 H pixels



Loop Tunnel Central Station Video Wall

A massive 63 ft. by 9 ft. video wall, 7 ft. above the ground, is the star of the Loop's Central Station, making your brand's static or video message truly unmissable to riders.

Specs

Loop Tunnel Central Station Video Wall	63'W x 9'H
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Spot length	7.5 sec
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Resolution	7680 x 1080 px
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Loop Tunnel Central Station Tesla In-Vehicle Digital Displays

Target specific show audiences with bold in-vehicle messaging in an up-close and intimate setting across the Tesla fleet as riders travel to their LVCC destinations.

Specs

Spot length	7.5 sec
Resolution	1280 W x 980 H px



*Only available when packaged with the Loop Digital Wall and Loop Escalator Video Wall. POP/Photography unavailable for this media product.



A La Carte Media Opportunities

Media	# of Units	Cost (Media + Production)	Campaign Dates
Loop Central Station Video Wall (max 10 spots available)	One (1) :7.5 sec Spot	\$9,000	2/23/25 - 3/1/25
Loop Escalator Video Wall (max 5 spots available)	One (1) :7.5 sec Spot	\$7,500	2/23/25 - 3/1/25
Tesla Vehicle Loop Digital Network (max 10 spots available)	One (1) : 7.5 sec spot in 70 Vehicles	\$5,000	2/23/25 - 3/1/25

