

ADVANTAGE PROGRAM

sponsorship that works



More than 230 Digital Screens

.....from 52ft. to 46in.

- Pricing that can't be matched (All screens are here)
- **Digital Signage** is the future
- Maximize your sponsorship **Bottom Line** using multiple spots on one screen vs. one **Expensive Banner** that goes in the trash
- **3 Business-Day lead time** for digital signage - No additional cost for install/removal, lifts, proofs, or transport
- Digital Signage **Building Buyout Discounts** (page 38)





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Authority



Ramp from A to AB Lobby LED

Half 834Wx256H – Full 1668Wx256H

Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$1,200 Half/ \$2,400 Full**

Duration of event

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Andrew Lloyd
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March-August 2025

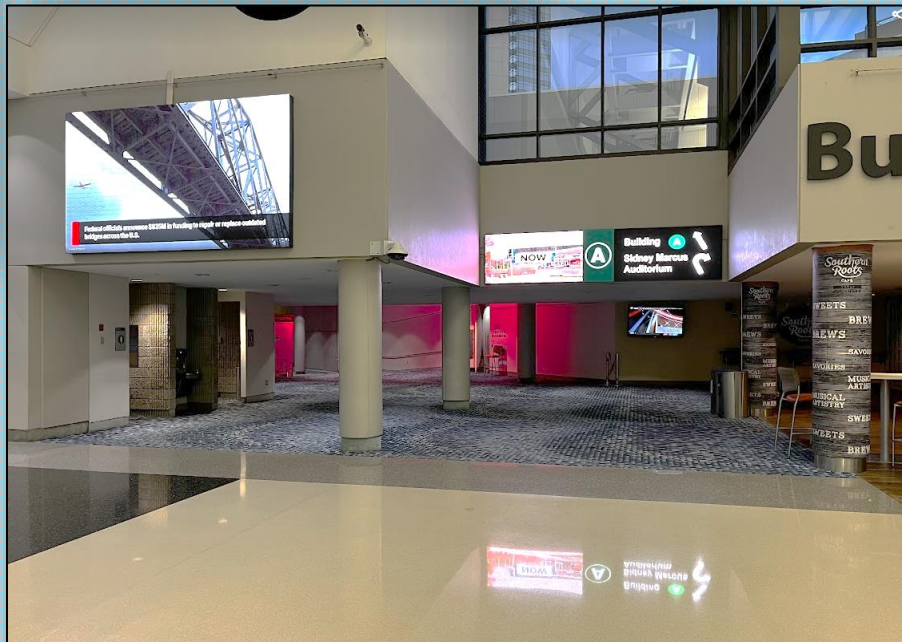


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Authority





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A-Side Cutout LED to A Bld.

Left Side 1920Wx1080H

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

Cost: **\$1,200**

Duration of event

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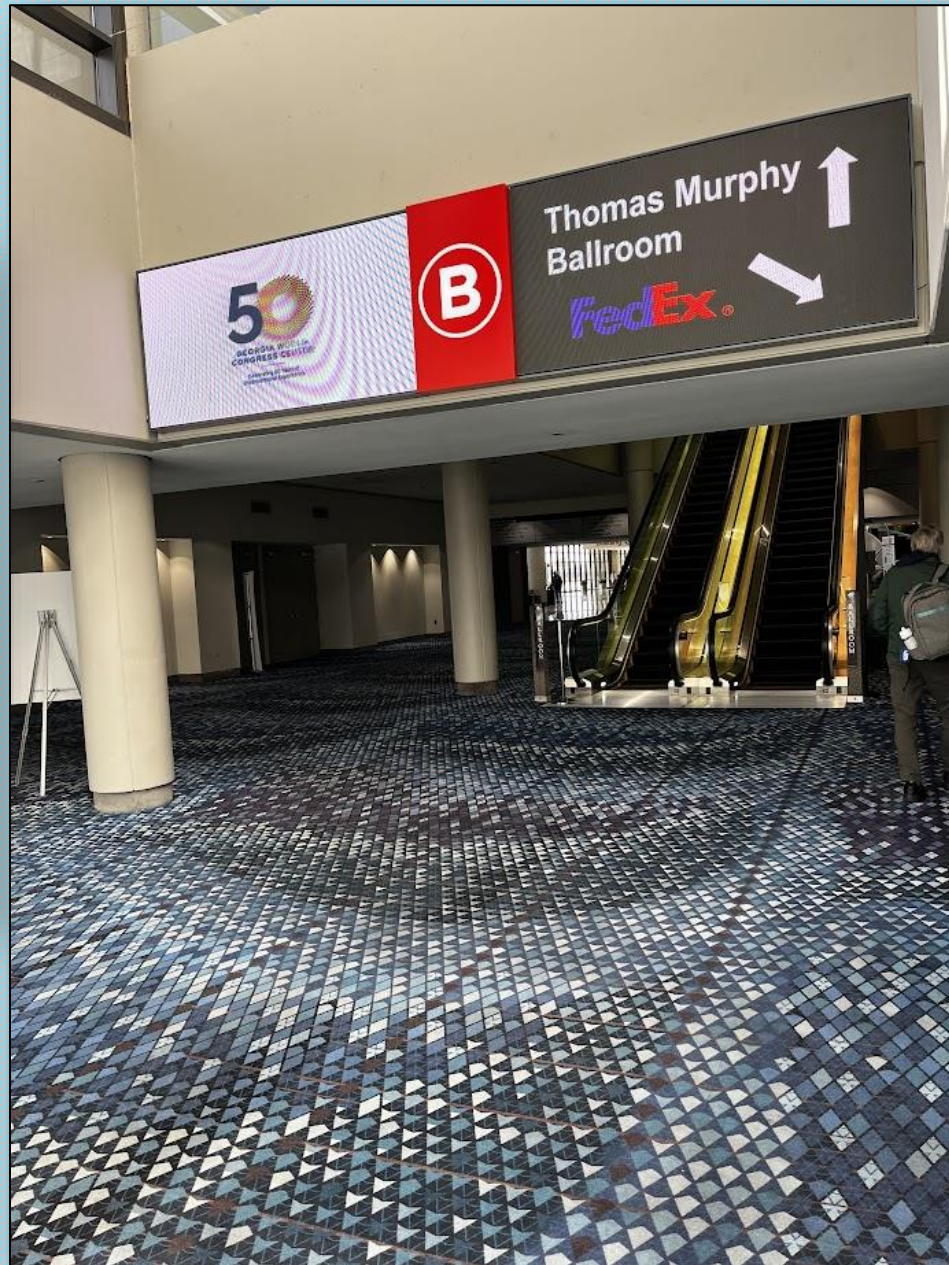
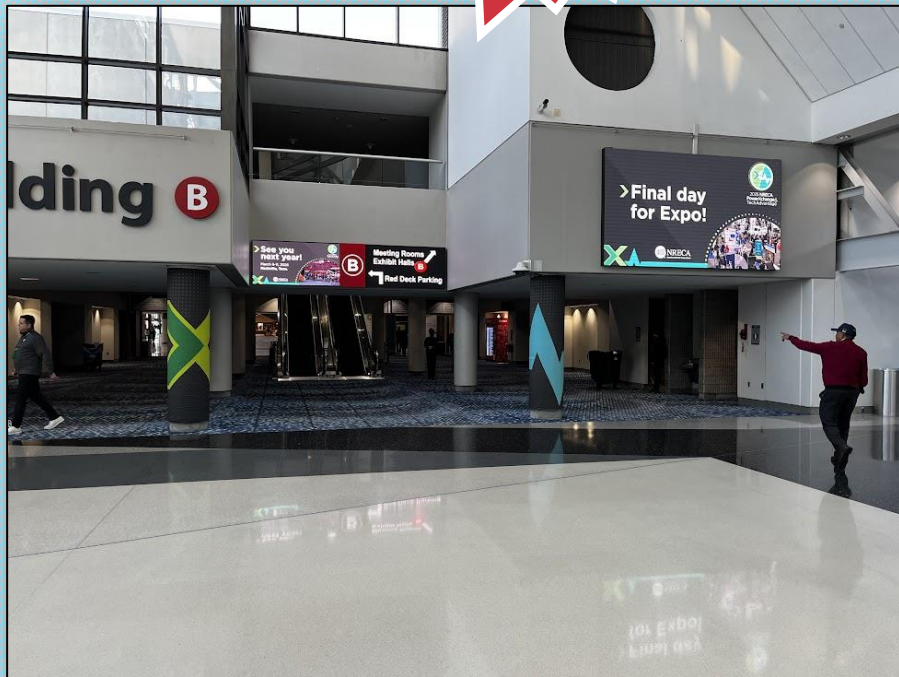


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Authority



B-Side Cutout LED to B Bld.

Left Side 1920Wx1080H

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

Cost: **\$1,200**

Duration of event

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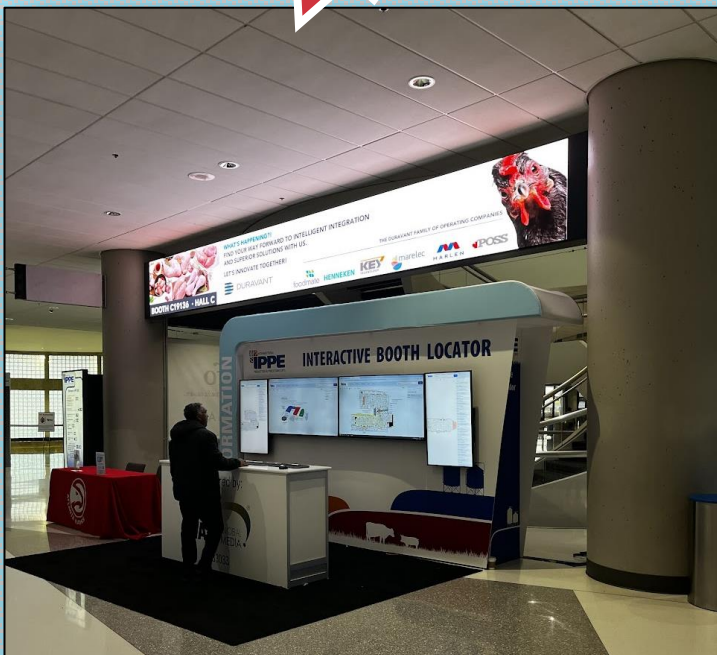


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B Lobby Side LED (Exclusive)

Full 1920Wx256H / Half 960Wx256H

Jpg/MP4 (180 seconds max)

Cost: **\$1,400 Half/ \$2,800 Full**

Duration of event



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B Lobby Front LED (Exclusive)
Full 1920Wx256H / Half 960Wx256H
Jpg/MP4 (180 seconds max)
Cost: **\$1,400 Half/ \$2,800 Full**
Duration of event

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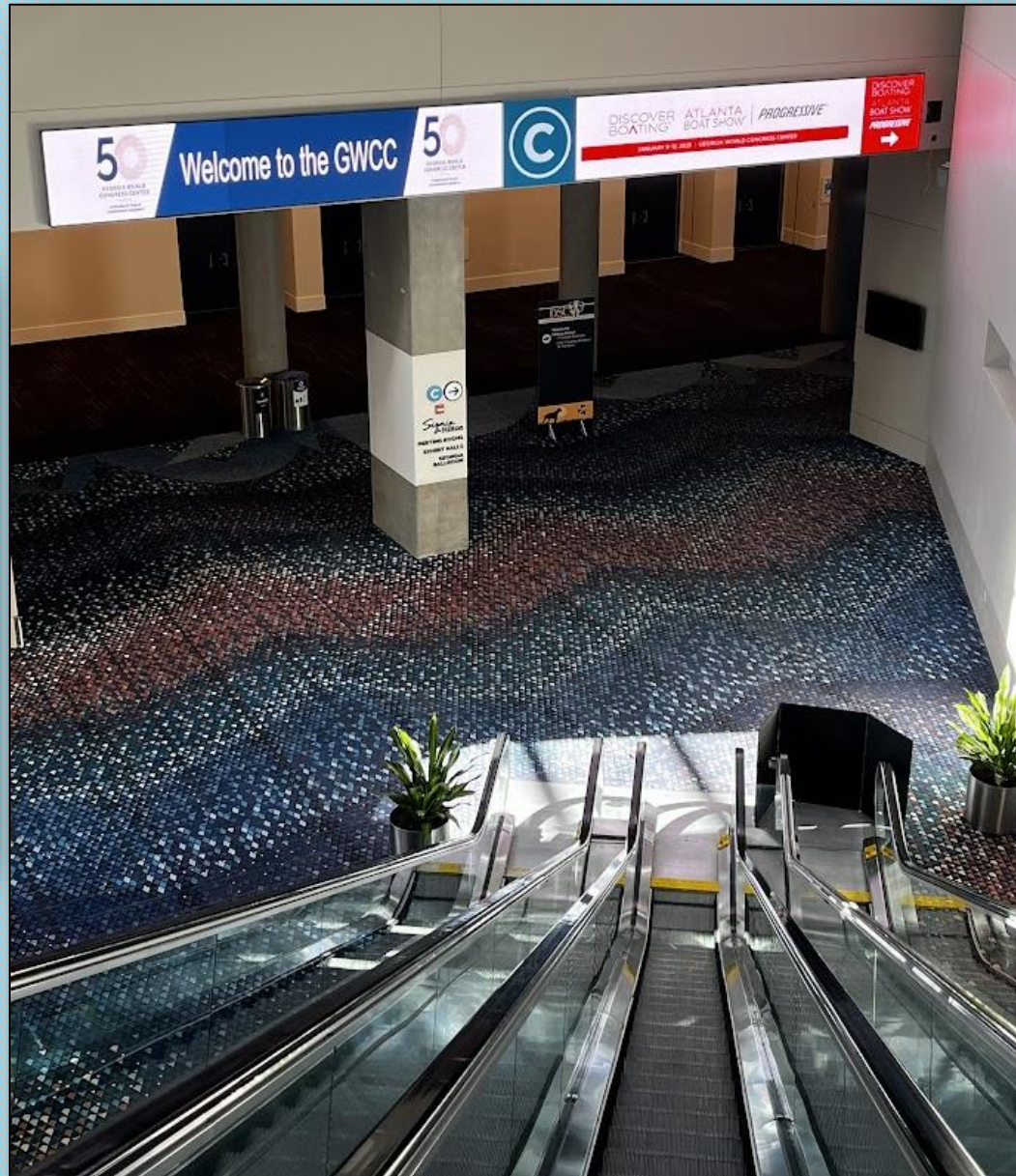


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C Entry LED

Left Side 1408Wx256H

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

Cost: **\$2,000**

Duration of event



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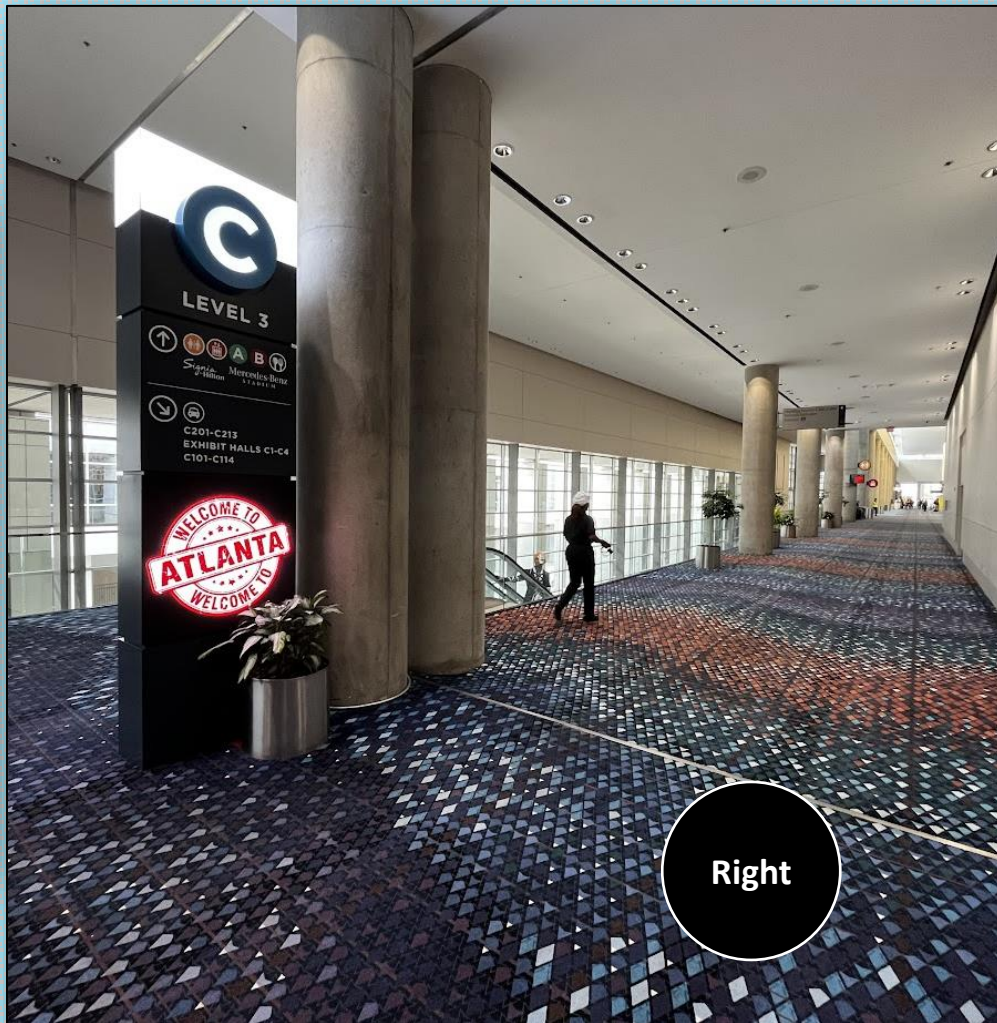




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Left



Right

C300 Top Totem LED

Left down to C200/Right to Ga Ballroom
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$250 per side**

Duration of event

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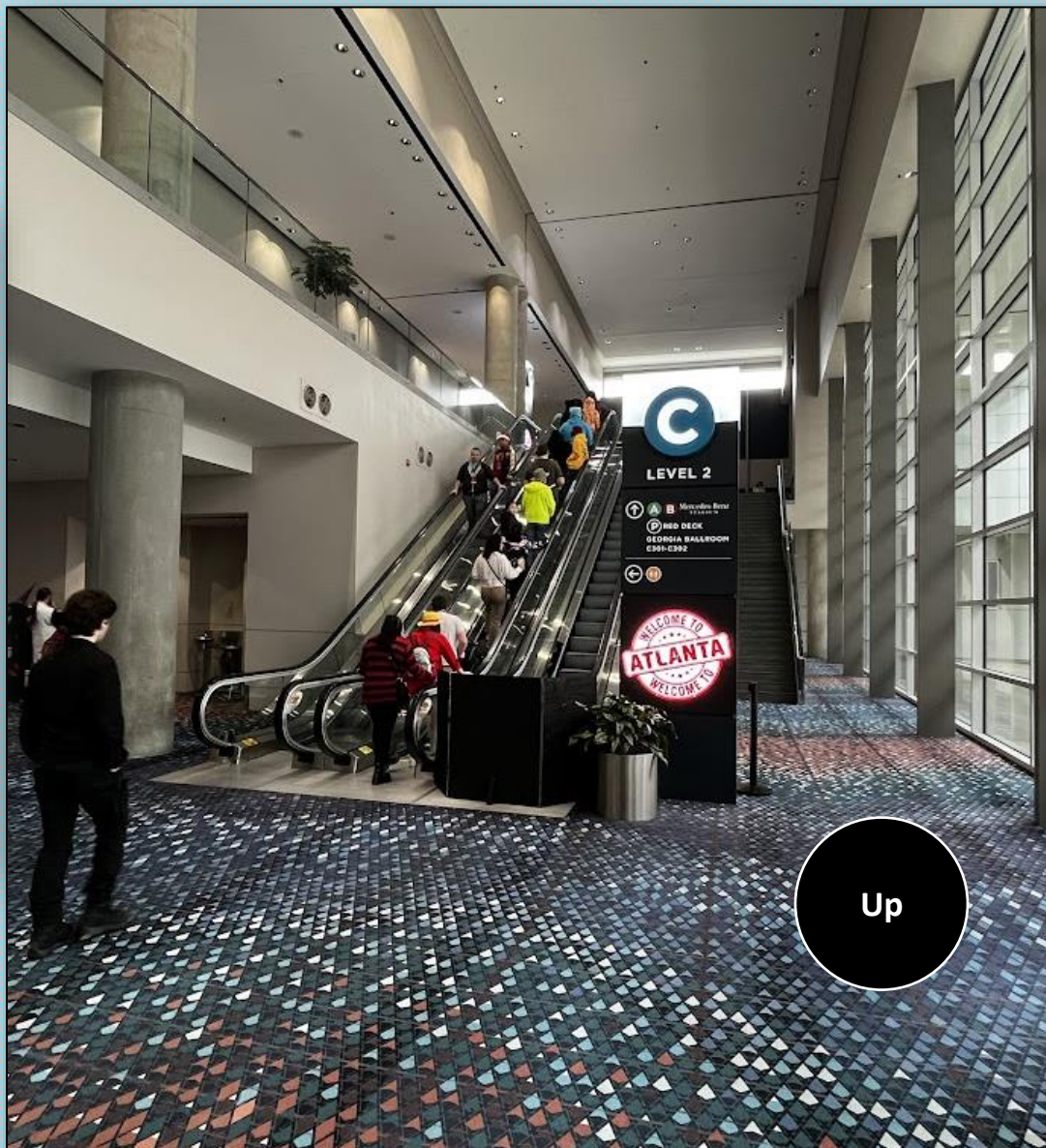
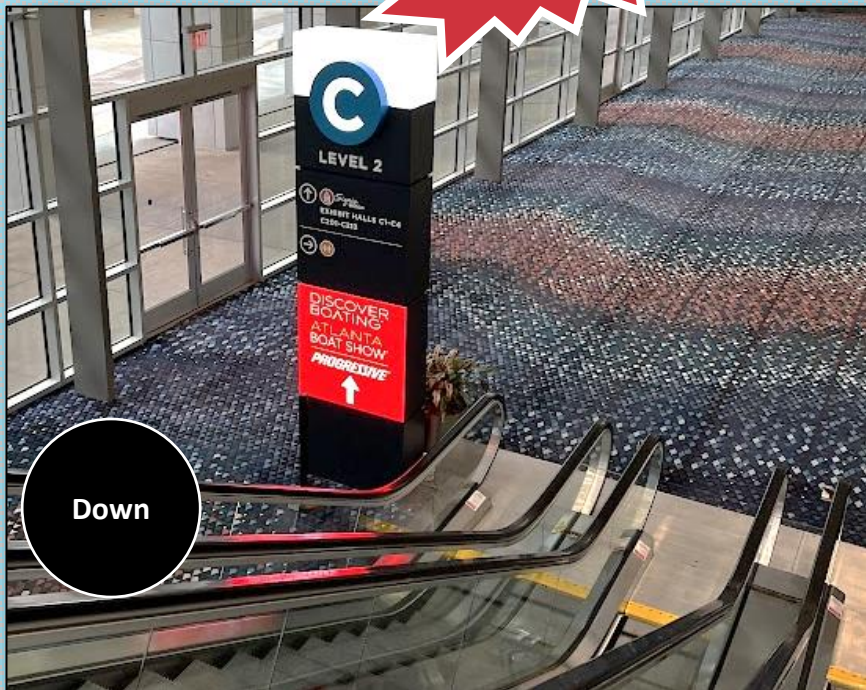


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C200 Bottom Totem LED

Down to C200/Up to C300
256x256 Jpg/MP4 (180 seconds max)
Exclusive Show Content
Cost: **\$250 per side**
Duration of event

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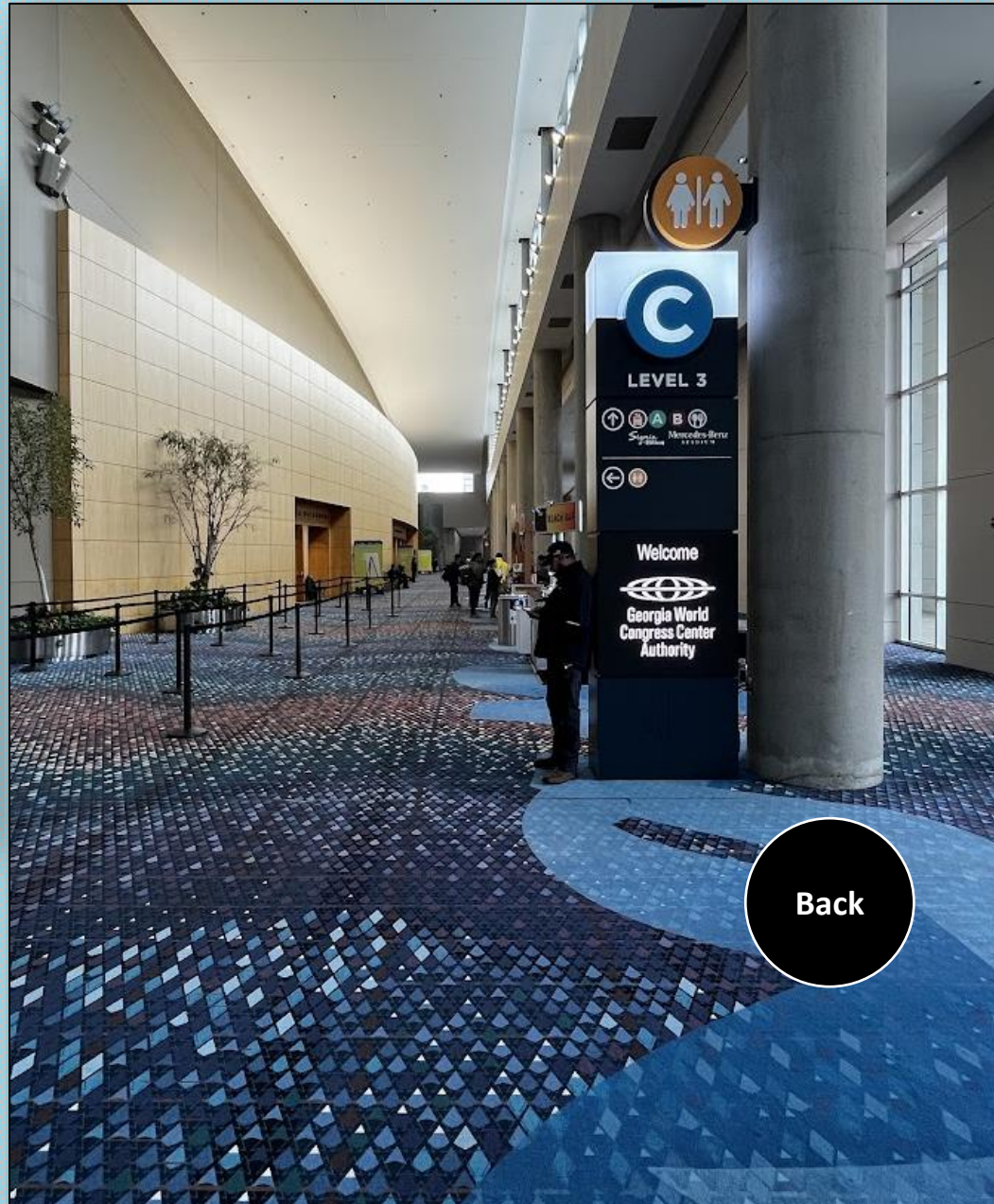
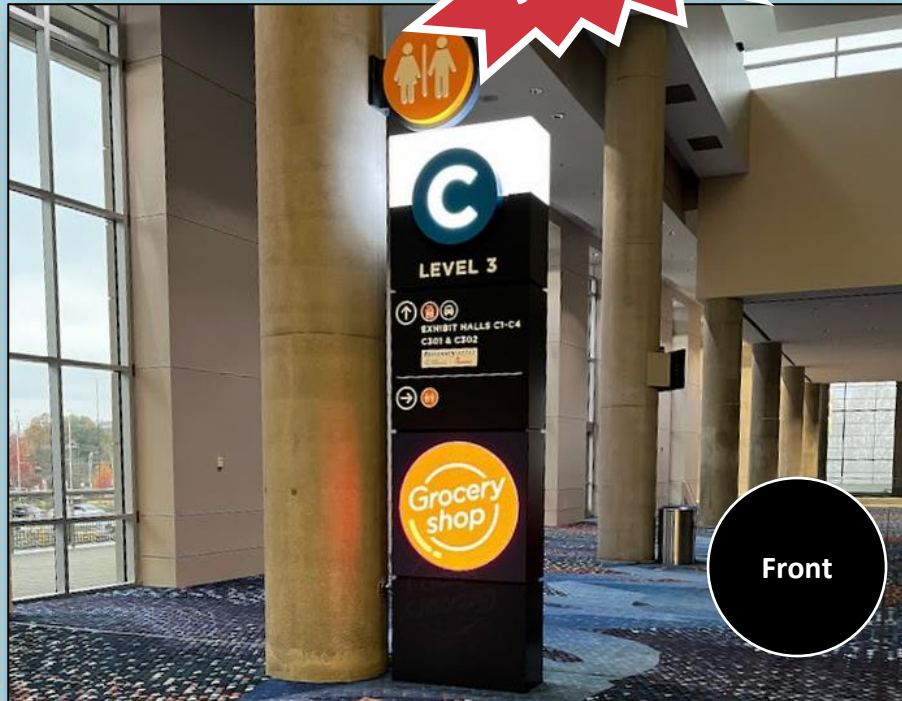


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Georgia Ballroom Totem LED

Front facing Ga BR/Back to Ga BR
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$250 per side**

Duration of event

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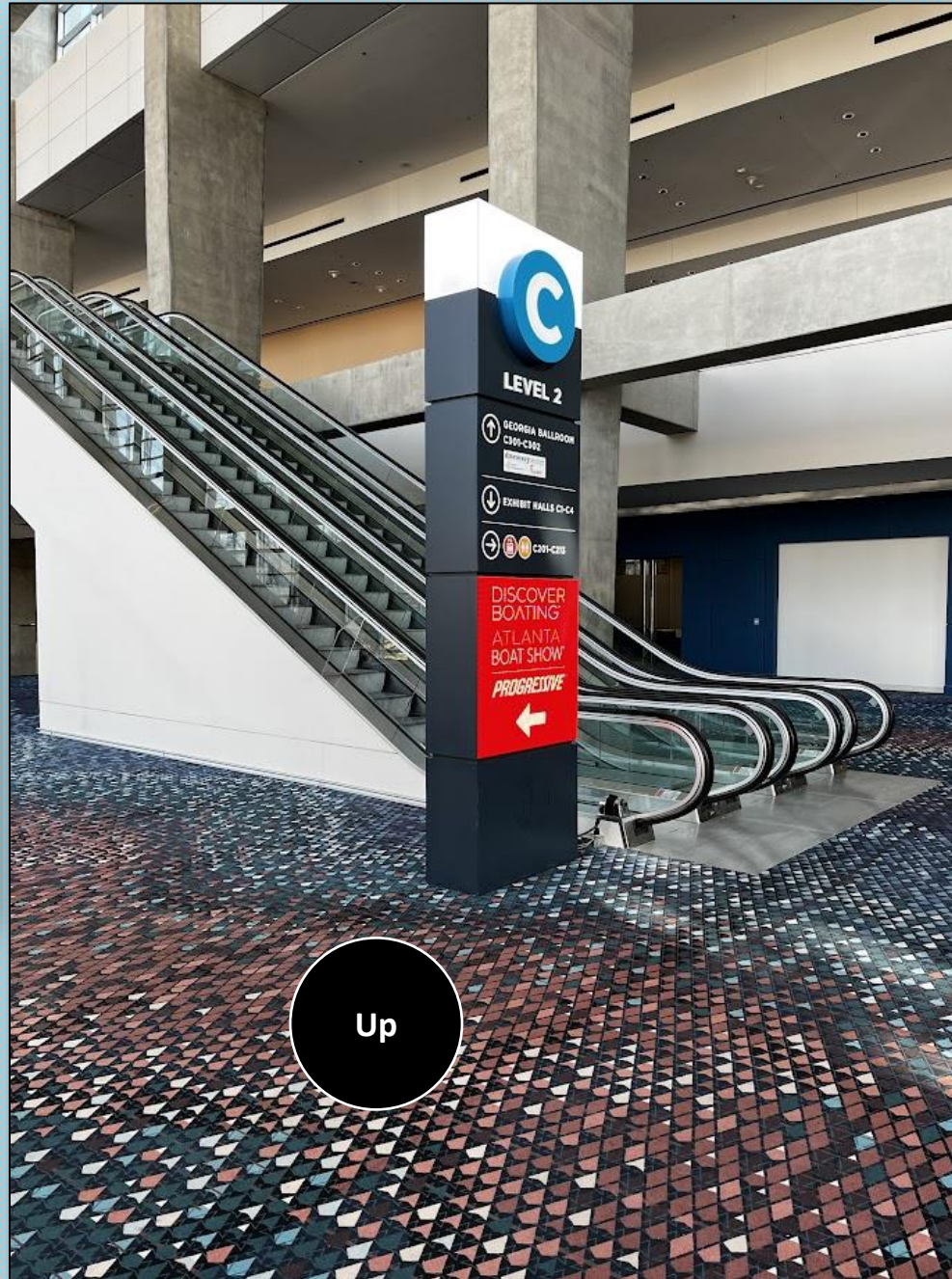
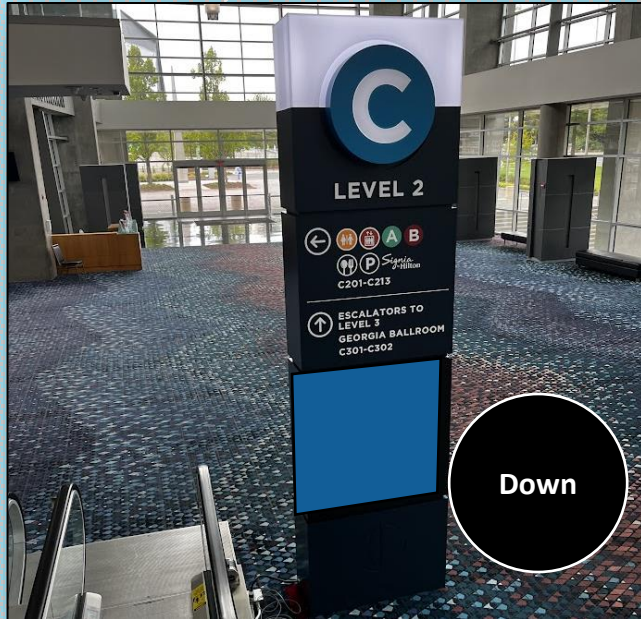


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C200 Info Desk Totem LED

Down to C200/Up to C300 to Ga BR
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$250 per side**

Duration of event

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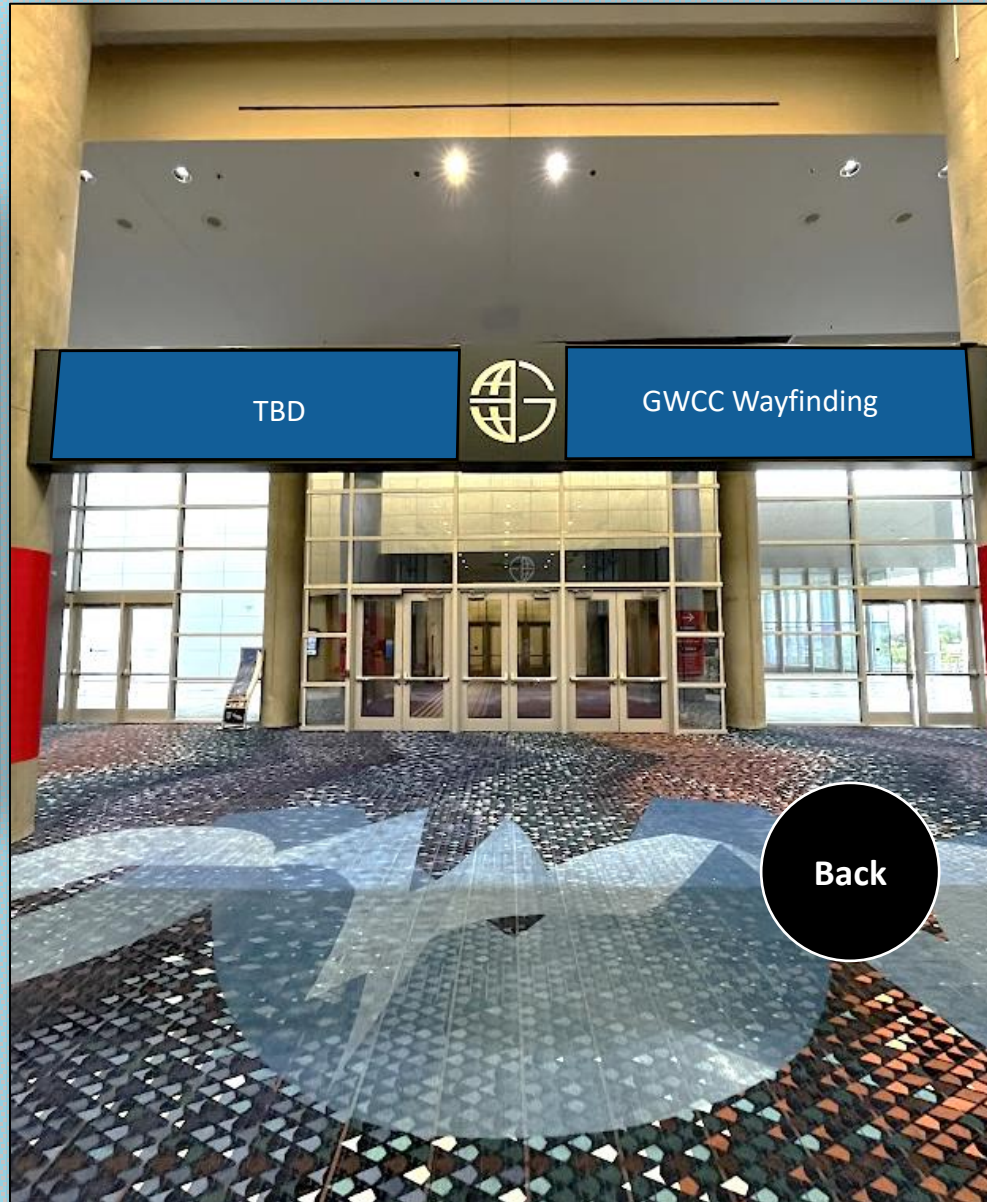


Available March 2025

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Georgia Ballroom LED (2 sides)

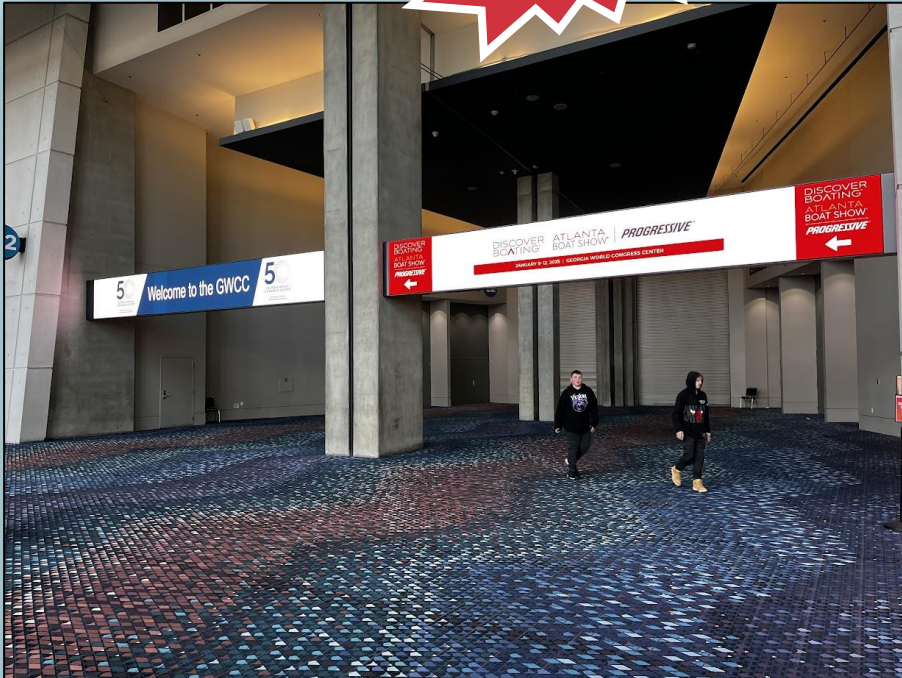
Left Side (2x) TBD

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

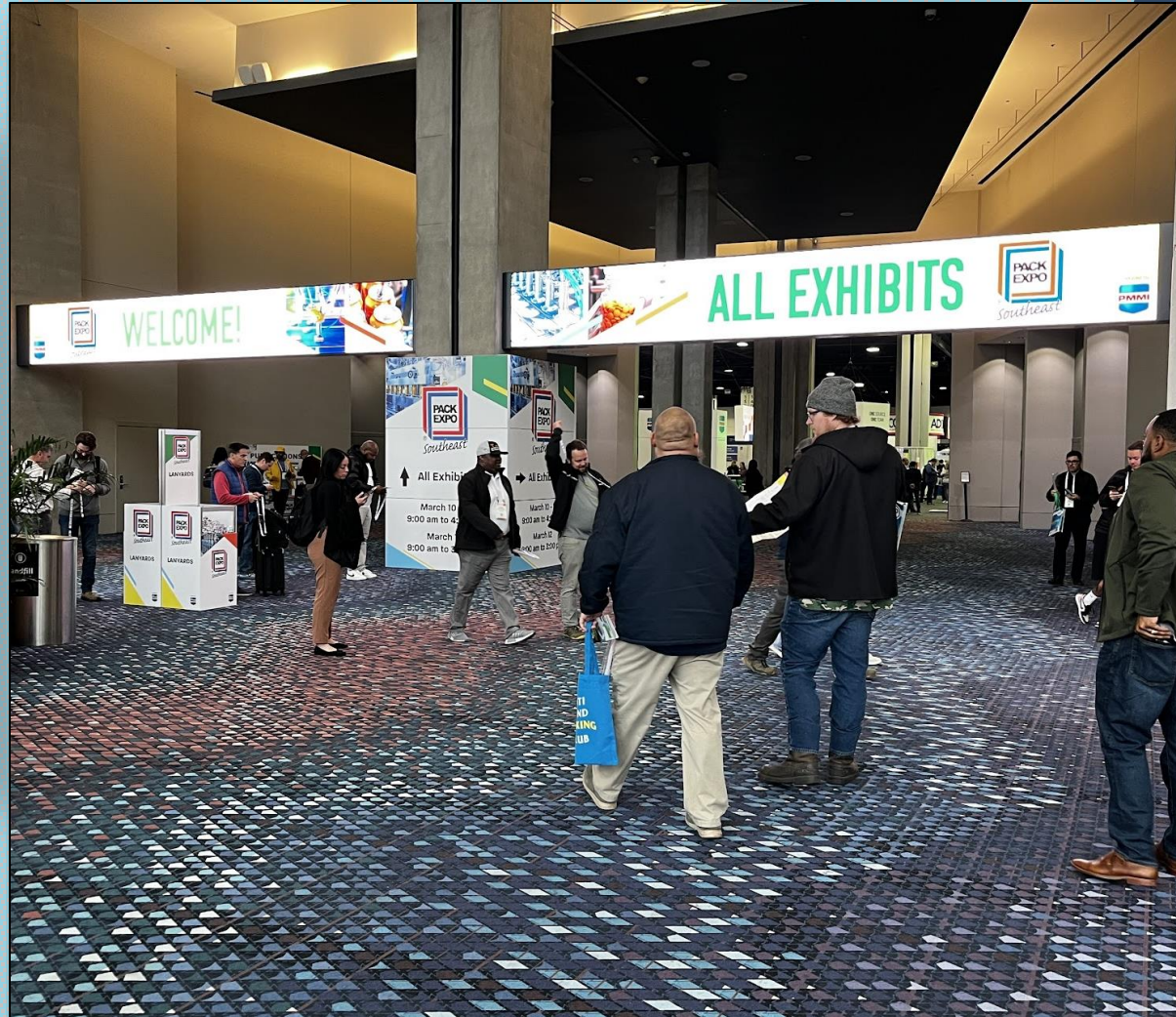
Cost: **\$1,200 per side**

Duration of event



C1-C2 Entry LEDs

Entry to C1-C2 Halls
2048x256 Jpg/MP4 (180 seconds max)
Exclusive Show Content
Cost: **\$1,500 per side**
Duration of event



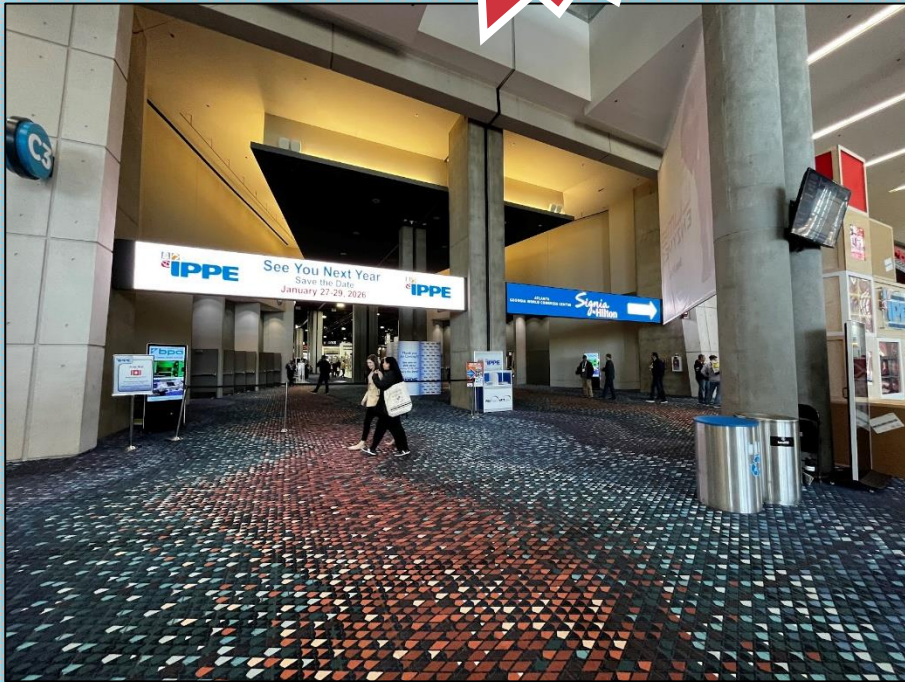
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C2-C3 Entry LEDs

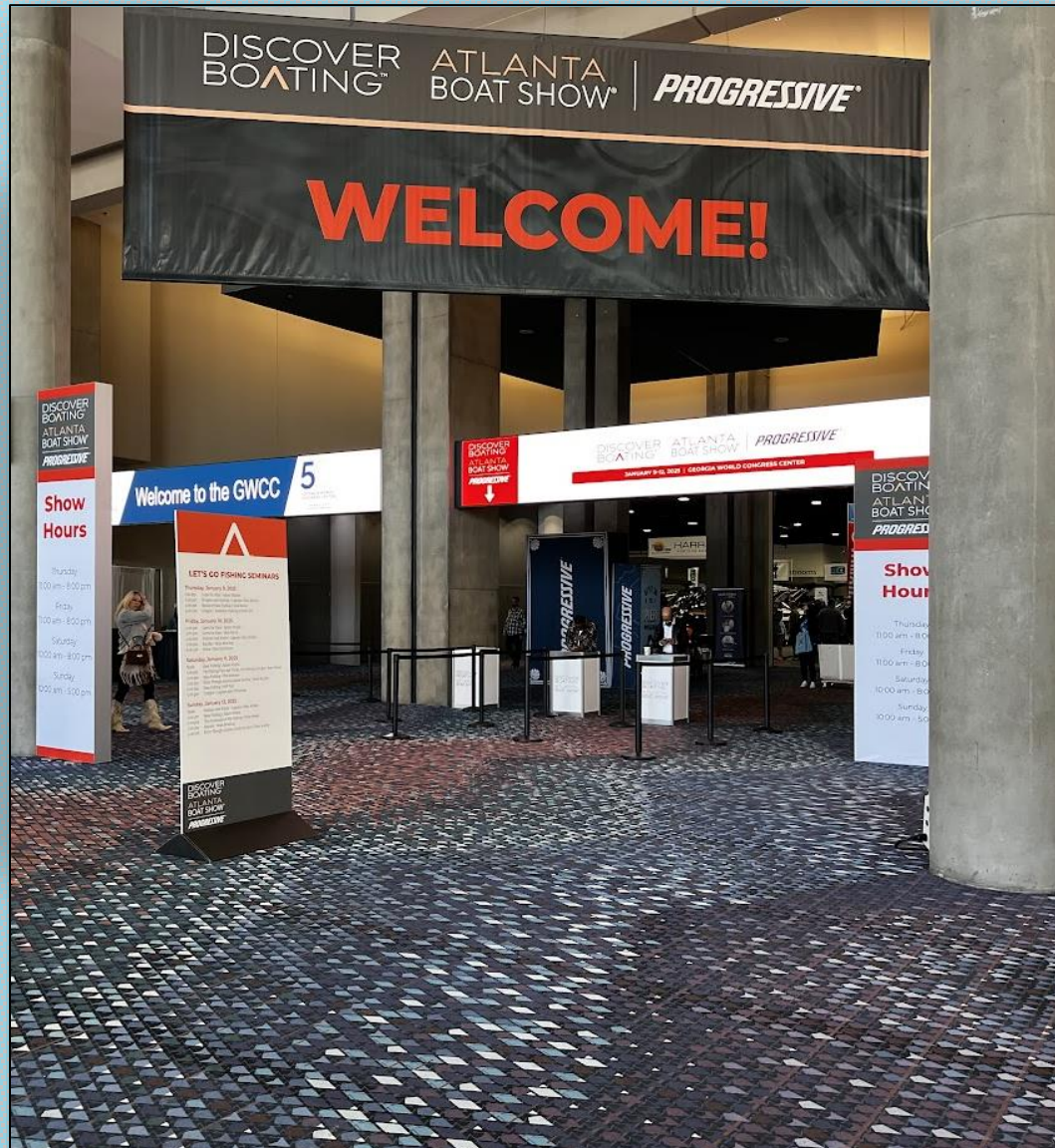
Entry to C2-C3 Halls

2048x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$1,500 per side**

Duration of event



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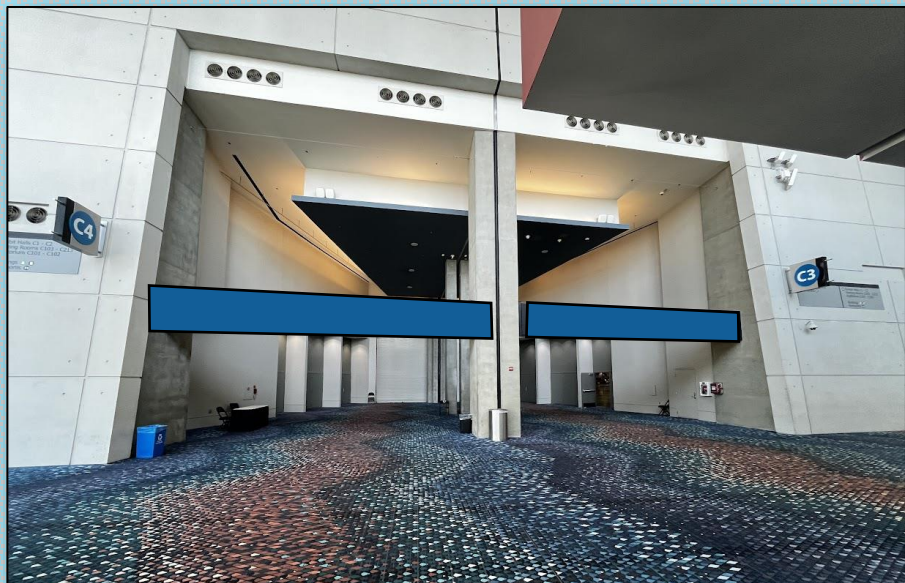


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C3-C4 Entry LEDs

Entry to C3-C4 Halls

2048x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$1,500 per side**

Duration of event

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March-August 2025



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March-August 2025



Exclusive
GWCC
Production
and Install

3520 Vinyl Banner Frame

Entry to West-Side of Building B

35'x20' (Specs: Hi-Res PDF)

Cost: **\$12,800**

Duration of event

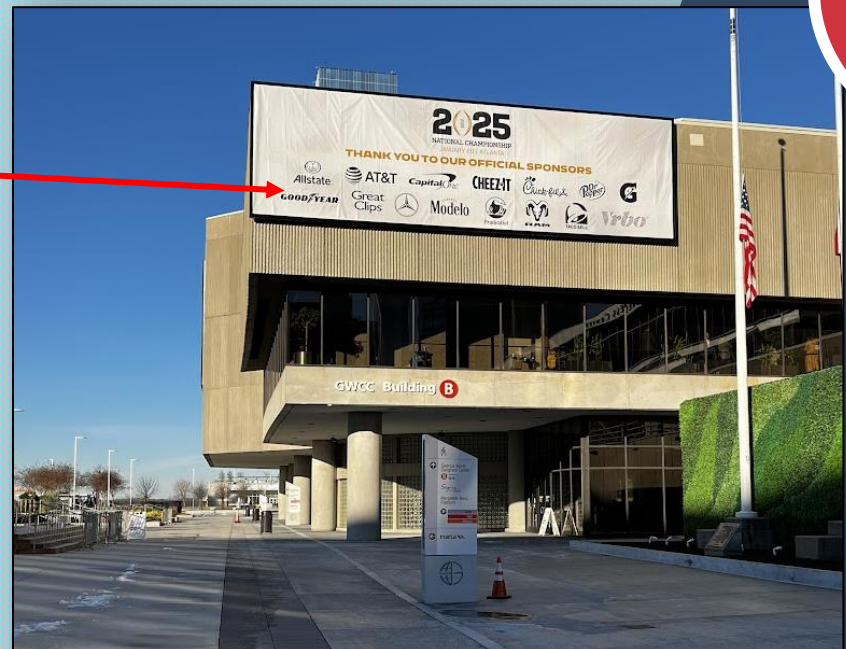


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March-August 2025

Exclusive
GWCC
Production
and Install

4814 Vinyl Banner Frame
front Entry to Building B
48'x14' (Hi-Res PDF)
Cost: **\$13,400**
Duration of event

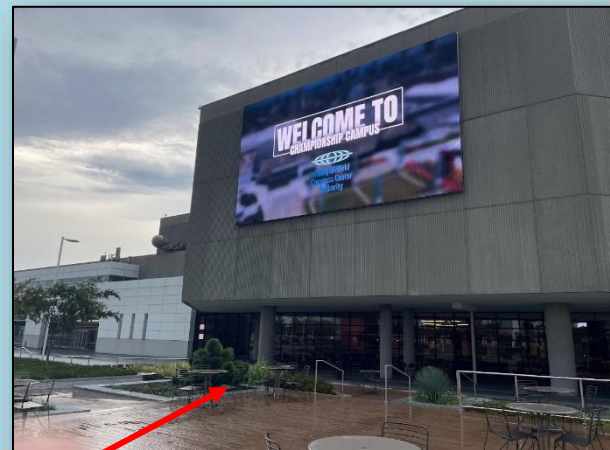


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TMB XL-LED (B Building)
 Entry to Building B, 52'x26' (1920x1080
 JPG/MP4s)
 Cost: **\$4,800** 40 seconds out of
 120 second loop
 Duration of event

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March-August 2025





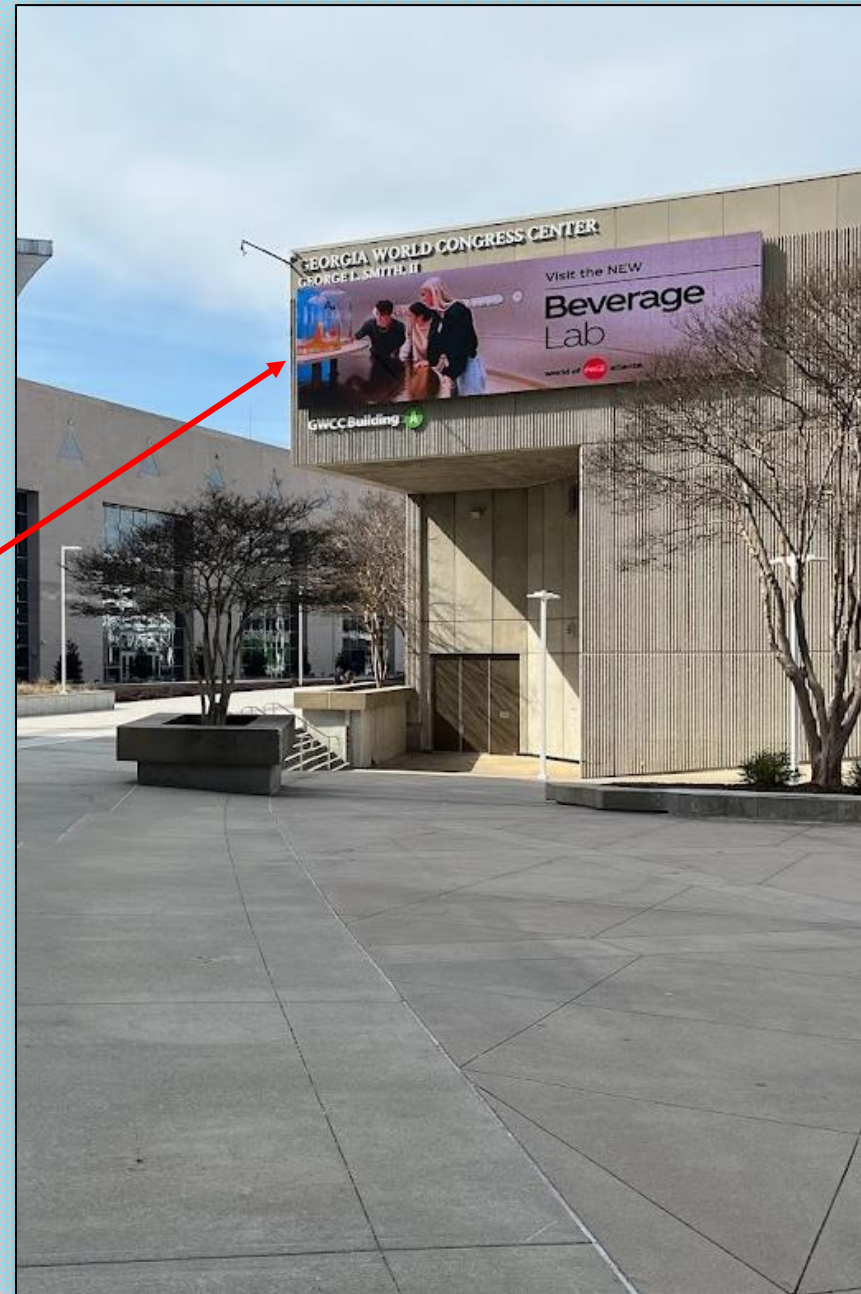
Georgia World
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East Plaza Billboard (A Building)

Side of A Building 48' x 14' (900x240
JPG/MP4s)

Cost: **\$3,800** 40 seconds out of
120 second loop
Duration of event



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March-August 2025



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March-August 2025



Marietta Street Deck

College Football Hall of Fame, 48'x14'
(900x240 JPG/MP4s)

Cost: **\$3,400** 40 seconds out of
120 second loop
Duration of event



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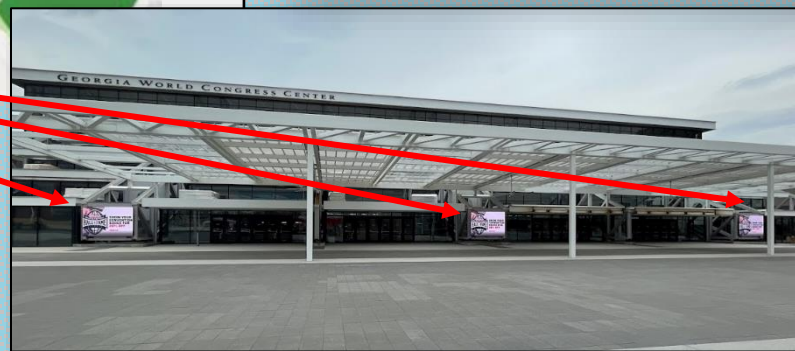
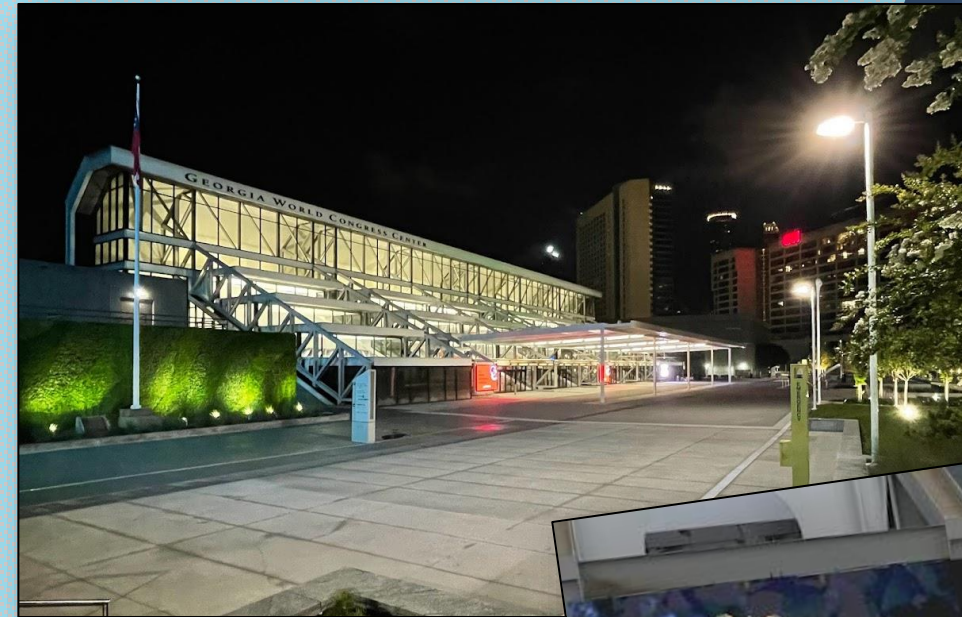
Three LEDs 10ftW x 6.5ftH

Exclusive Show Content

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B Building Banner Box LEDs (3)

Three 10ft x 6.6ft LED - Digital Screens

Cost: **\$2,000** per screen

Exclusive Show Content (1920x1080

JPG/MP4s)

Duration of event

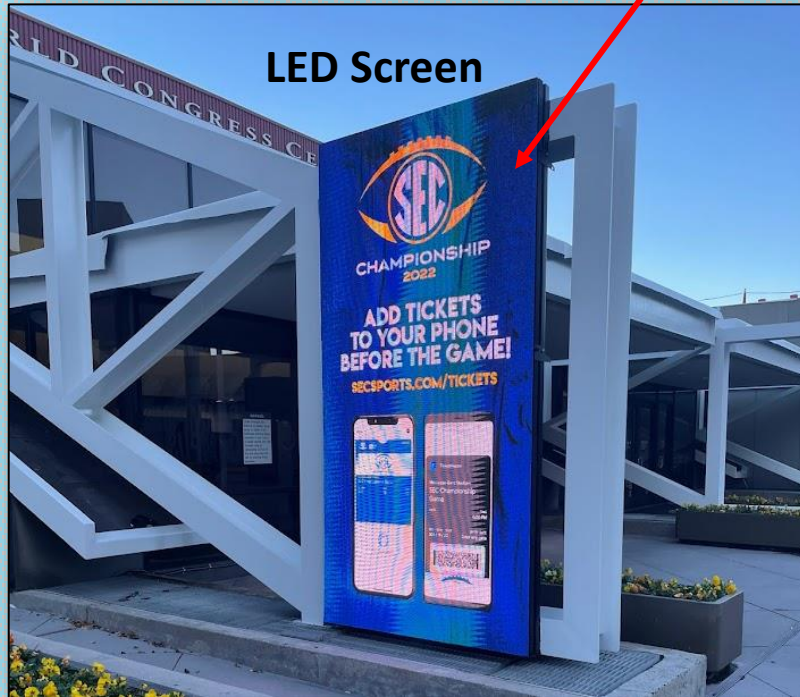
One-sided LED 6.5ftW x 10ftH

Exclusive Show Content

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A Building
1-sided LED and 4 Banners
Cost: \$2,000 for LED (1080x1920 JPG/MP4)
\$825 per Vinyl Banner 60"x96"
Production, install, removal



Exclusive Show Content

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Southern Roots



Social Table

Restaurant Monitors (4)

3 Located in Social Table and
1 at Southern Roots (1920x1080 JPG/MP4s)

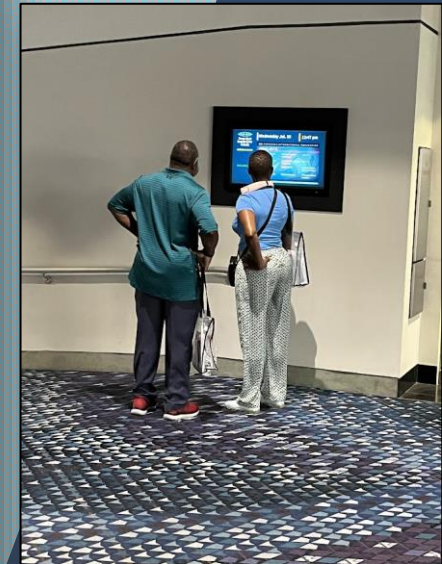
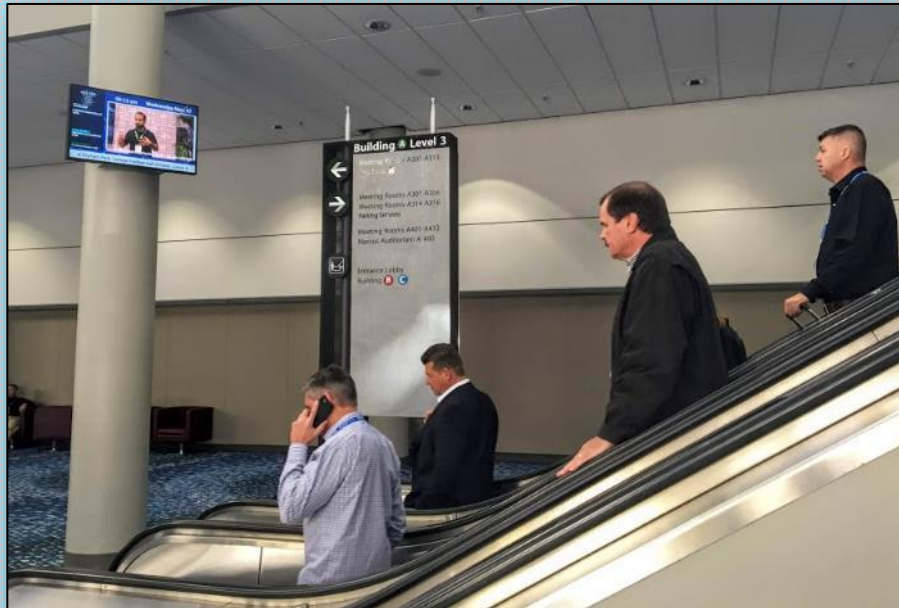
Exclusive Show Content 180 seconds

Cost: \$2,400

Duration of event



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A Building Monitors (10)

Located on all levels (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: **\$3,000**

Duration of event

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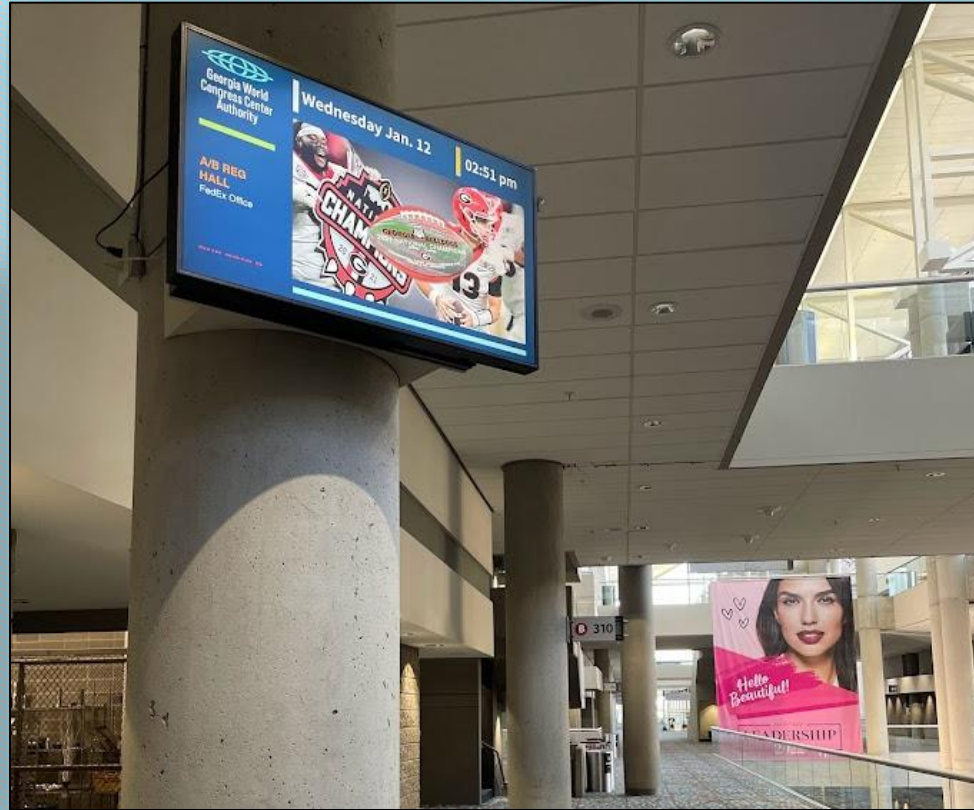


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B Building Monitors (26)

Located on all levels (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: **\$5,500**

Duration of event

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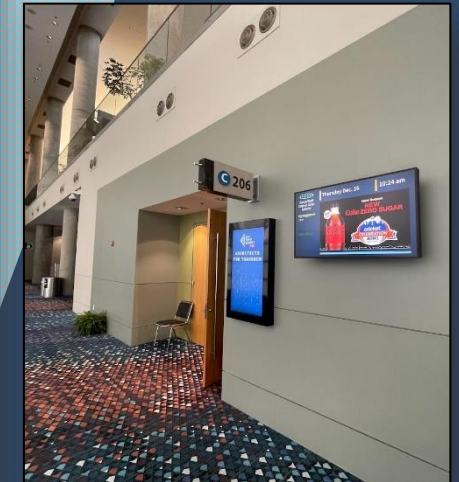


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C Building Monitors (16)

Located on all levels (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: **\$3,400**

Duration of event

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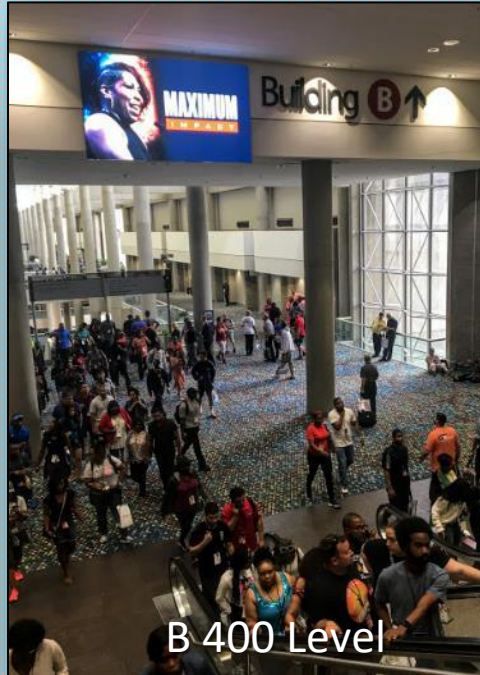
CCLD
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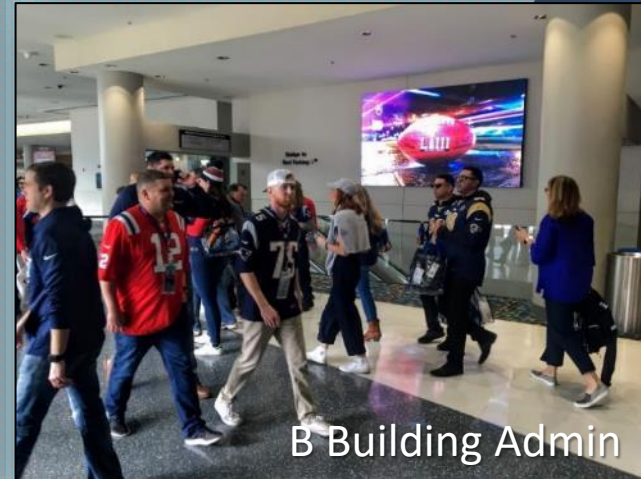
AB Lobby B Side



B 400 Level



A Building Lobby



B Building Admin



AB Lobby A Side

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March-August 2025

LED Walls (5 locations)

Size: 11.5' x 6.5' (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

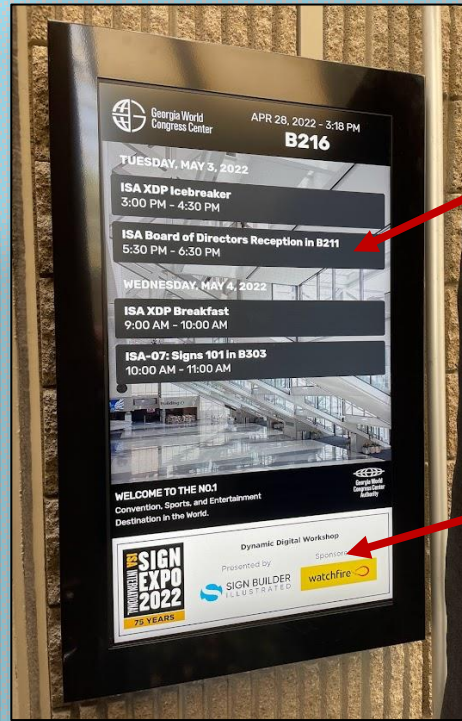
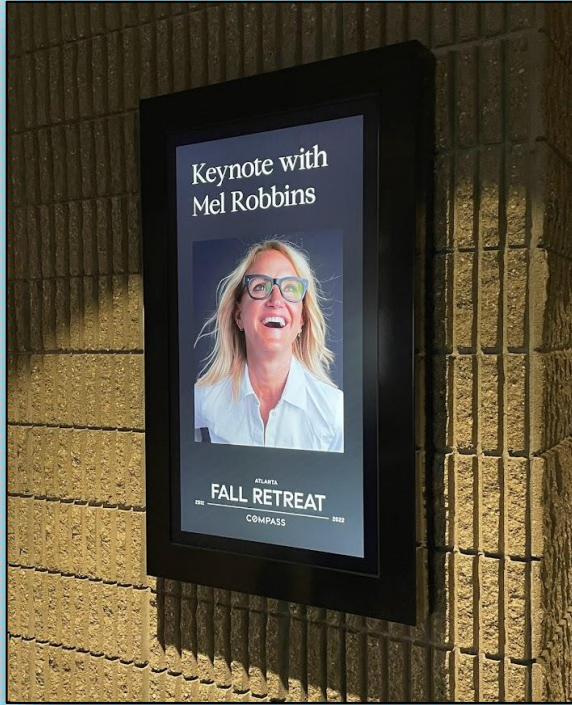
Cost: \$2,000 each (Get 1 or all 5)

Duration of event



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Spreadsheet data will display session information on each individual meeting room monitor that you control from start to finish. No graphics.

Bottom monitor graphics, Can be utilized for Show Messaging, Branding or Sponsorship - JPGs 1000x340. Displays on all screens for duration of event.



Full-Screen JPG Option Available
1080 x 1920 (One per day)

Meeting Room Monitors 43"

Agendas Programable via Spreadsheet
(1080x1920)

Bottom: 1000x340@96dpi (120 Monitors)

Cost: **\$250** per screen

Duration of event

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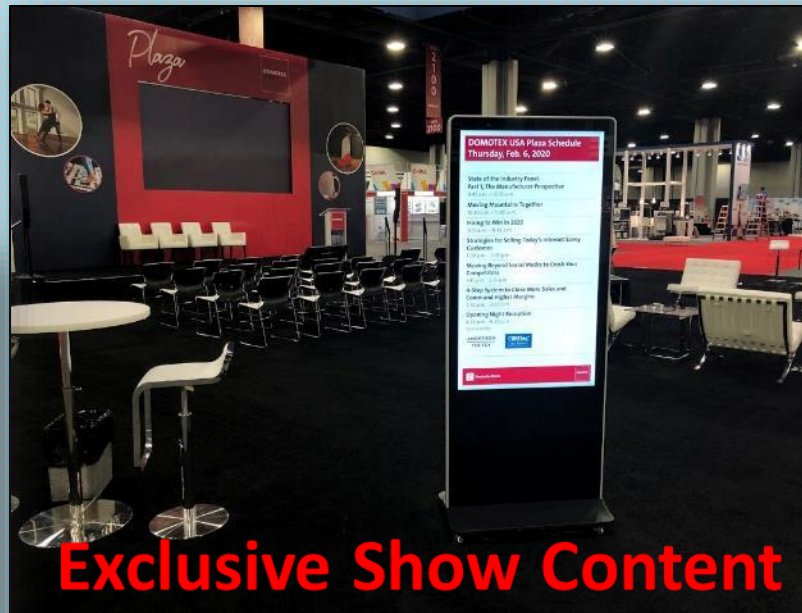
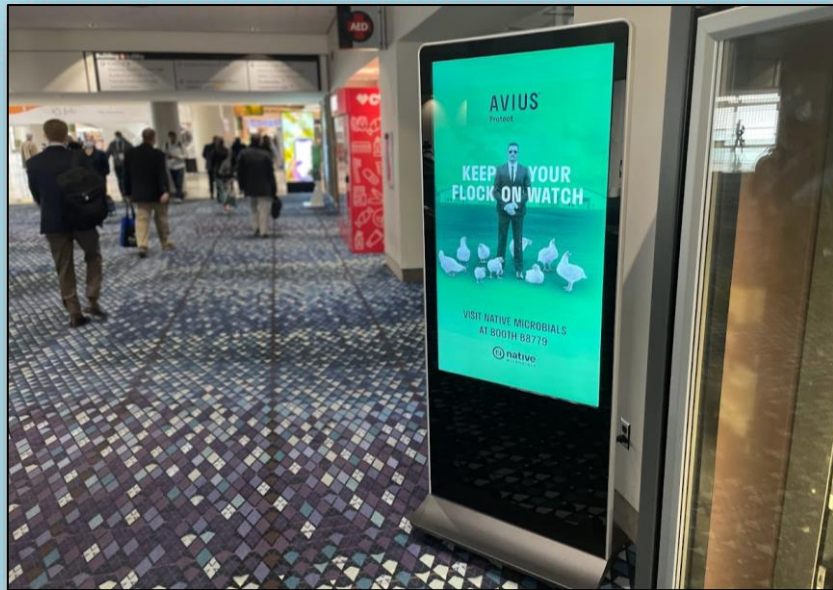
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Exclusive Show Content



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55" Mobile Monitors (20)

USB – plug & play

(**JPGS ONLY** - 1080x1920 @96dpi) Extra fee for additional moves and content changes once in place. Must coordinate electrical with Edlen for placement.

Cost: **\$1,200** each **Duration of event**



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Escalator Temp Wall Signage

24"x24" - \$120

36"x36" - \$160

Duration of event

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March-August 2025

Exclusive
GWCC
Production
and Install

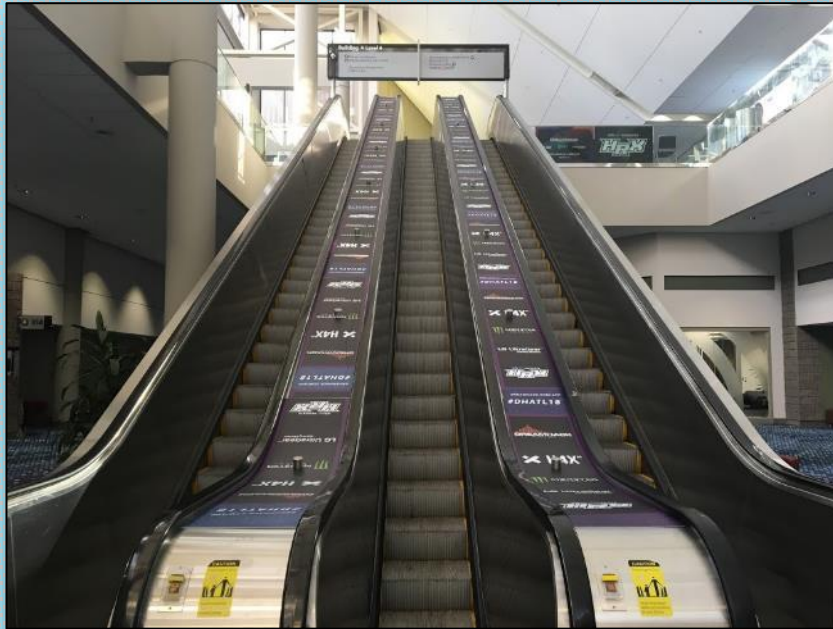


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Escalator Runners (8 available)

One continuous sheet with safety-puck holes pre-cut

A Building – (One-piece 18mm PVC)

Cost: **\$985** each runner

Production, Installation and Removal

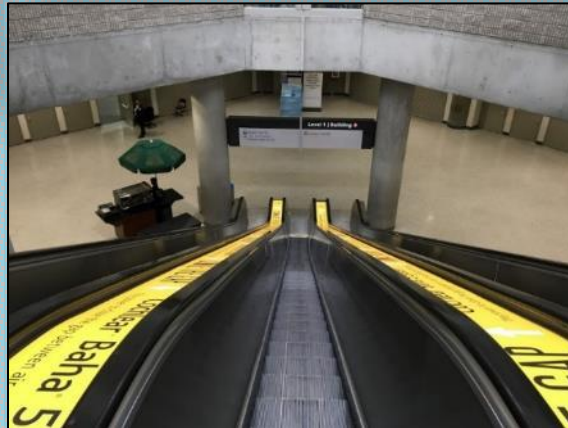
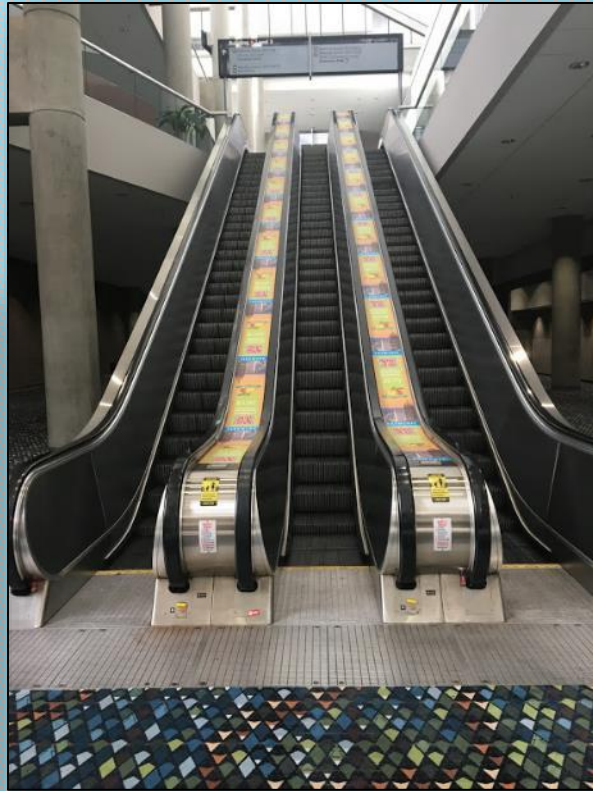


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Escalator Runners (24 available)

One continuous sheet - for a clean look

B Building – (One-piece 18mm PVC)

Cost: **\$985** each runner

Production, Installation and Removal

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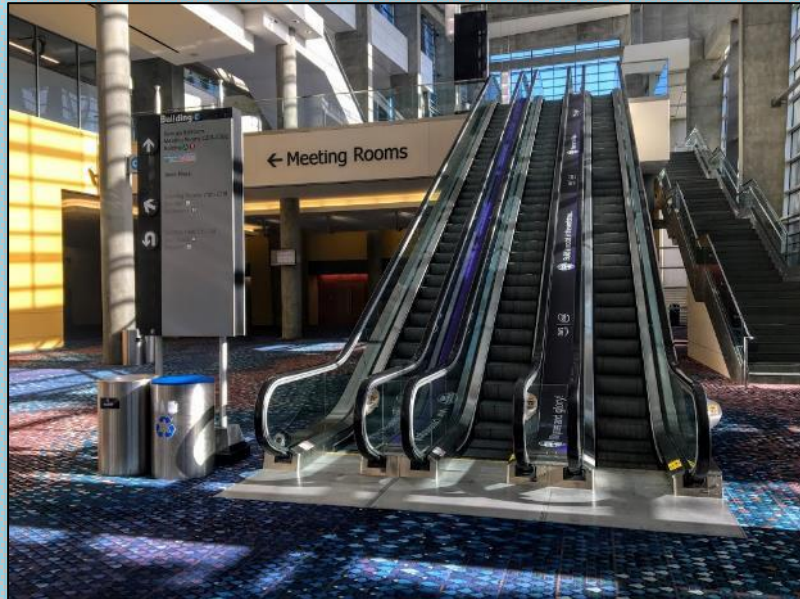


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Escalator Runners (9 available)

One continuous sheet - for a clean look

C Building – (One-piece 18mm PVC)

Cost: **\$985** each runner

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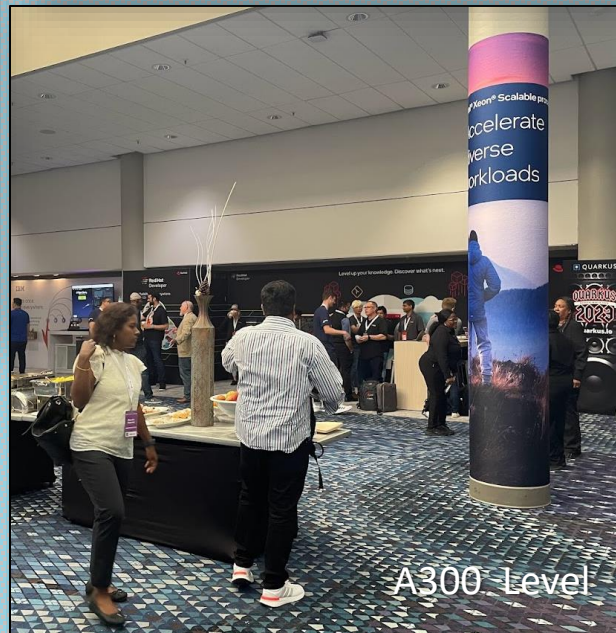
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C Building Lobby



B Lobby up to TM Ballroom



A300 Level



C100 Level

Column Wraps (Cloth/Zipper)
Cost: Varies based on column diameter and
desired height. (4ft, 10ft, 12ft)
Production, install, removal

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Pillowcase Screens (cloth)

Size: 10ft x 10ft

Cost: **\$1,500** each (1-sided)

Production, install, removal



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A Building Lobby

Air Returns (Three 4-sided glass cubes)
A Lobby entry 50.5" x 76.75" Foamboard
Cost: **\$3,600 (All 12 sides)**
Production, install, removal

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March-August 2025

Exclusive
GWCC
Production
and Install

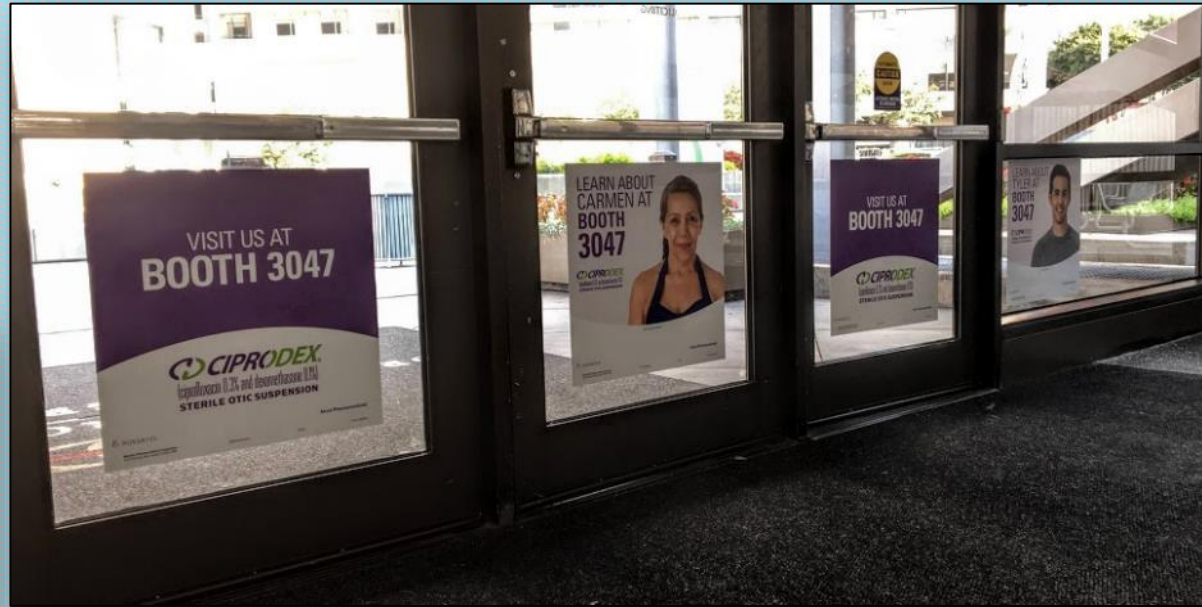


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Door Clings

24" x 24" (Double-Sided)

Cost: **\$120 each**

Minimum order 10 clings

Production, install, removal



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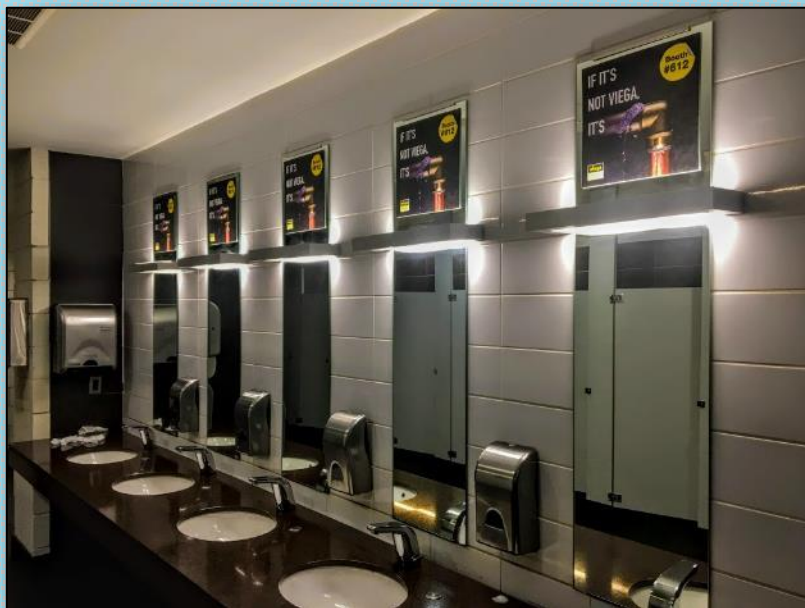


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Restroom Clings

Size: 1ft x 1ft

Cost: **\$85** each

Minimum order 10 clings

Production, install, removal



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Building Digital Signage Buyout Packages

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March-August 2025

A

- East Plaza Billboard (40 seconds)
- Marietta St. Billboard (40 Seconds)
- 10 Building Monitors (100 seconds)
- 2 LED Walls (100 seconds each)
- 31 Meeting Room Monitors (Exclusive)
- 1 A Bld. exterior entrance LED (Exclusive)
- 1 A/B Lobby exterior Right entrance LED (Exclusive)
- 1 Ramp LED to AB Lobby
- 1 A-Side Cutout LED

\$26,145
49 screens

B

- TMB XL-Billboard (40 seconds)
- 26 Building Monitors (100 seconds)
- 3 LED Walls (100 seconds each)
- 54 Meeting Room Monitors (Exclusive)
- 4 Menu screens, Restaurants (Exclusive)
- 2 A/B Lobby exterior entrance LEDs (Exclusive)
- 1 B-Side Cutout LED
- 2 Front and Side B Lobby Staircase LEDs

\$38,700
93 screens

C

- 16 Building Monitors (100 seconds)
- 35 Meeting Room Monitors (Exclusive)
- 1 C Entry LED
- 5 Totem LEDs (Both Sides)
- 2 Ga Ballroom LEDs (Both Sides)
- 3 C Hall Entry LEDs (6 Displays)

\$24,500
67 screens

GWCC Signage FAQs & Answers

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March-August 2025

GENERAL

1. Payment for Signage is due to CCLD prior to first Event Day.
2. All permanently installed GWCC Digital Signage is located in Common/Public Space (Specs and locations of all displays are listed on the next page).
3. Require Print Signage art/ content at correct specs and requested placement locations 21-days prior to first Event Day. This allows for production, proof, adjustments if needed, and installation. \$150 late fee will be charged per day past due date
4. After Print Proof is received, we require approval to print or requested changes to content NLT 3-days.
5. Require Digital Signage content at correct specs and requested display locations 5-days prior to first Event Day. This allows for testing and adjustments if needed.
6. After first Event Day, requested changes/updates to replace programmed Digital Signage will incur a \$150 charge per change.
7. No changes to location or content can be made to Print Signage after installation.

MOBILE MONITORS

8. Mobile Monitors will be placed as close to requested location as possible. Need to consider electrical outlet locations and potential trip hazards created by tape over power cords.
9. Mobile Monitors will only play Jpg files formatted in Portrait Orientation – 1080 x 1920 @96dpi
10. Once Mobile Monitor is placed in agreed upon location, it must remain there for the duration of your event. Mobile Monitor location changes will incur a \$300 charge per change. Content changes to Mobile Monitors will incur a \$150 charge per change.
11. Mobile Monitors for Exhibit Hall placement require Show Management to arrange power supply with Edlen in requested locations.

MEETING ROOM MONITORS

12. Meeting Room Monitors are programmed to utilize a customized Google Sheet that allows Show Management to fully control session content themselves in real time. The existing design template for Meeting Room Monitors, including bottom graphics cost \$250 per monitor used.
13. If not using the Google Sheet option, Meeting Room Monitors can display one (1) Jpg or MP4 per day. Jpg or MP4 content can be anything from sponsorship, branding or entire day session information. Each of the 120 Meeting Room Monitors can display different content, or all the same content. Changes to received and programmed Jpg and MP4 Meeting Room Monitors will incur \$150 charge per display change.

Signage Policies and Procedures

Extracted from the GWCCA Facility User Guide

2. DIGITAL ADVERTISING

Signage/Event Information/Sponsorships:

Standard video directories and exterior marquees are available, as well as interior wayfinding and directional signage. Information and guest services staff will also be available during show hours.

Sponsorship: The Georgia World Congress Center Authority is proud to present the [Advantage Program](#). This program highlights unique and traditional sponsorship opportunities, in addition to digital signage. The Advantage Program provides extensive exposure to millions of guests that visit the GWCCA campus on an annual basis. If you have any questions regarding the GWCCA Advantage Program, please contact CCLD Networks.

3. SPONSORSHIP AND ADVERTISING

Show/exhibitor advertising or sponsorship is not allowed in public areas without payment to GWCCA. The current rate for all public areas, indoors and outdoors, is fifteen percent (15%) of show management's gross fee charged. Show Management is required to provide the GWCCA with a list of all advertising sold in public areas 30 days prior to the first day of move-in, including a rate card, and copy of invoice. Additional branding and sponsorship opportunities are available using GWCCA's full-motion digital billboards located on the exterior of the facility and digital signage located throughout the building, as well as numerous static options.

4. WALL, WINDOW, AND FLOOR CLINGS

Use and locations of clings must be approved in advance by your Event Manager and are subject to sponsorship fees if used for exhibitor advertising. Check with your Event Manager for approved materials. All clings can be installed by your General Service Contractor (GSC). The GSC is responsible for any charges for repairs or damages incurred during installation or removal of clings. Floor clings are not permitted on any terrazzo surfaces in the building.

5. PROHIBITED

Permanent facility and commercial signage is found throughout the GWCCA and may not be visibly blocked in any manner. This signage includes directional graphics, emergency exits, rest rooms, concessions, exhibit hall signs, exhibitor service signs, commercial advertising, etc. Show signs and/or decorations may not be attached to the permanent facility graphics, and the removal of such is strictly prohibited. Banners and signage may be attached to the facility only in locations and by methods approved by the Event Manager. Signage on and around escalators and stairwells may also be restricted for safety reasons.

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March-August 2025

Vinyl Banner Frame Specs

3520 Vinyl Banner Frame

Banner Size: 236.25" x 416.25"

VO: 232.125" x 412.125"

4814 Vinyl Banner Frame

Banner Size: 560.25" x 167.25"

VO: 556.124" x 163.125"

File Specs:

- Flatten all Objects/Gradients/Swatches/Symbols/Special Effects/Transparencies
- Outline all text
- Flattened PDF (Single Page) or JPEG file types only
- Remove all crop marks/bleed
- File must be the same exact size as what is ordered
- CMYK only
- 150 dpi (Full Size)
- Files over 200" can be scaled
- Vector art File Formats: eps, ai, pdf
- Photos File Format: tiff, jpg, jpeg, psd
- ***Remove EVERYTHING from your file that you do not want to be printed on the final product - especially hidden layers and template guidelines.
- Make sure all objects are embedded and flattened
- If the file is made in Indesign, please flatten the file in Illustrator or Photoshop and export it to a JPEG ONLY
- If using Compound Paths to create transparencies/shapes, please completely rasterize or flatten them into the file or they may print incorrectly
- Submit a jpg file as a separate attachment for visual reference



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March-August 2025

GWCC Digital Signage Specifications

March 2025

Inventory	Physical Size W x H	Location	Media Pixel Size W x H	Req. File Format	Max Loop Time	Reserved Show Time	Reserved Commercial
Marietta Billboard (LED)	48ft x 14ft	Green Deck	900x240 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
TMB XL Billboard (LED)	52ft x 26ft	B Building	1920x1080 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
East Plaza Billboard (LED)	48ft x 14ft	A Building	900x240 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
LED Walls (5)	11.5ft x 6.5ft	A Bld. (2),B Bld. (3).	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 sec s
Building Monitors (52)	46in LCDs	A (10), B (26), C (16)	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
Meeting Rm. Monitors (120)	43in. LCDs	All Rooms	1080x1920 @96dpi	Jpg/ MP4	Discuss	Exclusive	NA
Mobile Monitors (20)	55in. LCDs	Open	1080x1920 @96dpi	Jpgs Only	Open	Exclusive	NA
LED Banner Box A Bld (1)	6.6ft W x 10ft H	Ext A Entry	1080x1920 @96dpi	Jpg/MP4	Open	Exclusive	NA
LED Banner Box B Bld (3)	10ft W x 6.6ft H	Ext B Entry	1920 x 1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
Restaurant Screens (4)	55" LCD	A & B Southern Roots (1), Social Table (3)	1920x1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
Ramp from A Lobby LED (1)	21ft x 3ft	From A to AB Lobby – Half or Full	1668x256/ 834x256	Jpg/MP4	Open	Exclusive	NA
Cutout LEDs A & B Side (2)	16ft x 3ft	AB Lobby on each end, Left side only	1920x1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
B Lobby, Side & Front LEDs (2)	29ft x 3ft	From Street and AB Lobby- Half or Full	1920x256/ 960x256	Jpg/MP4	Open	Exclusive	NA
C Entry from B LED (1)	39ft x 3ft	Bottom of Escalator to C, Left side only	1408x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
C Bld Totem LEDs - 2-sided (8)	3ft x 3ft	C Building, see images, Both sides open	256x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
Ga Ballroom LED - 2-sided (2)	27ft x 3ft	Facing Ga Ballroom and Signia Entry C300	TBD @96dpi	Jpg/MP4	Open	Exclusive	NA
C Hall Entry Points (6) Both sides	28ft x 3ft	C1-C2 (2) C2-C3 (2) C3-C4 (2)	2048x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
3520 Vinyl Banner Frame	35ft x 20ft	B Bld. (Far L facing S)	35ft x 20ft (700 sf)	PDF or Ai	Open	Exclusive	NA
4814 Vinyl Banner Frame	48ft x 14ft	B Bld. Entry (TMB facing E)	48ft x 14ft (672 sf)	PDF or Ai	Open	Exclusive	NA

Red Text Indicates Exclusive Event Content Only On Display