GEORGIA WORLD CONGRESS CENTER AUTHORITY

ADVANTAGE PROGRAM
SPONSORSHIP & ADVERTISING THAT WORKS

#1 convention, sports, and entertainment destination in the world
Located in top convention centers around the country, onsite FedEx Office® Print and Ship Centers offer the business services you need to make your meeting or event a success.

The printing you need:

• Posters, signs and banners
• Copying and binding
• Packing and shipping
• Mobile and USB drive printing
• Business supplies and phone chargers

Expert support, 24/7

Our print experts can help you plan what you need, print everything and have it ready for when you arrive. Plus, we'll coordinate with the convention center's event services team to ensure a seamless experience. Forget something? We've got you covered — last minute printing and production is available, too.
WELCOME

THE GEORGIA WORLD CONGRESS CENTER AUTHORITY ADVANTAGE PROGRAM

The Georgia World Congress Center Authority is proud to offer the Advantage Program.

With a variety of traditional and creative advertising opportunities obtaining maximum exposure during events, the Advantage Program supports customers, exhibitors, and corporate partners in the achievement of positive returns on sponsorship investment.

We look forward to facilitating your advertising success story at the #1 Convention, Sports and Entertainment Destination in the World.

DIGITAL SIGNAGE

MAXIMIZE YOUR RETURN ON INVESTMENT

Generate revenue or drive booth traffic through the use of the GWCCA digital signage strategy including: billboards, LED walls, monitors, and charging stations. Saturate the landscape with rich, colorful and fully-animated messaging.

Our Buyout Program offers steep discounts and allows exhibitors to run messages in multiple high-traffic areas.

Why Digital?

- Video adds value by increasing retention 2.5 times over static advertising
- Completely green-No waste!
- Each spot runs for ten seconds and is shown in High Definition Video or static imagery
Maretta Street Billboard
- 48’ x 14’
- Full-motion digital billboard
- Attached to GWCCA’s Marietta Street Parking Deck and adjacent to the College Football Hall of Fame
- This location is in the center of many Atlanta attractions

East Plaza Billboard
- 36’ x 10’6”
- Full-motion digital billboard
- Attached to GWCC’s Building A
- Overlooking East Plaza and facing the Omni Hotel and CNN Center

TMB Billboard
- 48’ x 14’
- Full-motion digital billboard
- Attached to GWCC’s Building B (Thomas Murphy Ballroom) on International Blvd
- This location is adjacent to International Plaza and welcomes attendees at the main transportation drop off point
LED WALLS

- 5 11.5’ x 6.5’ LED (3.9 mm) wall locations
- 2 Registration Hall
- 1 in Building A entry
- 1 in Building B entry
- 1 located above the escalator from the Red Parking Deck to Building B

MONITORS

- 57 single monitor locations
- 8 in Building A
- 24 in Building B
- 4 in Registration Hall
- 17 in Building C
- 4 in Mangum Parking Deck

The following pages identify each monitor location
SIGNAGE LOCATIONS

Building B Level 3

Building B Level 2
### SIGNAGE LOCATIONS

#### Building C  Level 1

**Exhibit Hall C-1**
- 103,250 SQ.FT.
- 9,592 SQ. METERS

**Exhibit Hall C-2**
- 106,000 SQ.FT.
- 9,858 SQ. METERS

**Exhibit Hall C-3**
- 106,000 SQ.FT.
- 9,858 SQ. METERS

**Exhibit Hall C-4**
- 100,000 SQ.FT.
- 9,300 SQ. METERS

### Additional Information
- **Northside Drive Entrance**
- **30 Loading Docks**
- **B/C Connector Bridge Above**
- **Monitor LED Wall Billboard Screen Direction**

### Signage Options
- **Monitor**
- **LED Wall**
- **Billboard**
- **Screen Direction**
<table>
<thead>
<tr>
<th>Location</th>
<th>Dimensions (Pixels)</th>
<th>File type for Static</th>
<th>File Type for video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marietta Billboard</td>
<td>896 x 272 96 dpi</td>
<td>.jpg, .pdf, .png</td>
<td>.wmv, .mp4</td>
</tr>
<tr>
<td>East Plaza Billboard</td>
<td>560 x 144 96 dpi</td>
<td>.jpg, .pdf, .png</td>
<td>.wmv</td>
</tr>
<tr>
<td>TMB Billboard</td>
<td>896 x 272 96 dpi</td>
<td>.jpg, .pdf, .png</td>
<td>.wmv, .mp4</td>
</tr>
<tr>
<td>LED Walls</td>
<td>1920 x 1080 96 dpi</td>
<td>.jpg, .pdf</td>
<td>.wmv, .mp4</td>
</tr>
<tr>
<td>Monitors</td>
<td>1920 x 1080 96 dpi</td>
<td>.jpg, .pdf, .png</td>
<td>.wmv, .mp4</td>
</tr>
</tbody>
</table>
EXTERNAL STATIC OPPORTUNITIES

VEHICLE WRAPS

EXTERNAL COLUMN WRAPS

BANNER BOXES

SIDEWALK GRAPHICS
INTERNAL STATIC OPPORTUNITIES

- Static Display Advertising
- Door Clings
- Escalator Runners
- Floor Clings
- Stair Wraps
- Elevator Wraps
INTERNAL STATIC OPPORTUNITIES

INNOVATION FOR HEALTHY VISION

ACUVUE®

BRAND CONTACT LENS

INNOVATION FOR HEALTHY VISION

Coalition of HOSPITALS EXPO
Welcome to the future of healthcare

METER BOARDS

WINDOW CLINGS

RAILING CLINGS

COLUMN WRAPS

WATER COOLER WRAPS

GLASS CLINGS
Attract attention and direct traffic with **eye catching** standing signage. **Lightweight and movable**, standing signage can be used throughout the Georgia World Congress Center and provides planners and exhibitors with much needed flexibility.

Sponsors can take advantage of branding hand sanitizer stations located throughout the Georgia World Congress Center. Each sanitizer station is equipped with a window to display an 12”x 16.5” poster.

### Specifications

<table>
<thead>
<tr>
<th>Hand Sanitizer</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster - .jpg, .pdf, .png</td>
<td>12” x 16.5”</td>
</tr>
<tr>
<td>Sanitizer Unit</td>
<td>74” x 15”</td>
</tr>
</tbody>
</table>
The Georgia World Congress Center Authority is proud to partner with Event Presence, the maker of Beam. GWCCA has numerous Beams available to rent exclusively during your event. Beam in to see what’s going on at a specific Atlanta show, invite your CEO to talk with a potential customer, or take part in a panel discussion. The uses are as endless as your imagination and creativity!

Meet beam® a mobile telepresence device.

Beam provides people the power to choose when and where to be present, real-time, regardless of geographic location. Beam Pilots can see, listen, be heard and move around just as if they are present.

For more information and videos about the Beam visit:
http://eventpresence.com
info@epbeam.com
1-888-696-9555
SIGNAGE GUIDELINES

Internal
(common/public space)

- Plans for all directional and informational signs as well as plans for banners, special graphics or decorations in public concourses and meeting rooms will be reviewed for general conformity to event purposes, plans and schedules.

- In consideration of other users of the facilities, signs in entrance concourse areas should be installed just prior to an event opening and promptly removed at the close of the event. Schedule of installation and removal must be coordinated and approved by the Event Coordinator.

- Show/exhibitor advertising or sponsorship is not allowed in public areas without payment to GWCCA. The current rate for all public areas is fifteen percent (15%) of show management’s gross fee charged. Show will be required to provide 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.

External

- GWCCA reserves the right to review all exterior sign copy. Signs and banners should relate to show promotion, related show activities and be consistent with acceptable exterior (public) display criteria.

- Show/exhibitor advertising or sponsorship is not allowed in public areas without payment to GWCCA. The current rate for all exterior public areas is fifteen percent (15%) of show management’s gross fee charged. Show will be required to provide GWCCA with a list of all advertising sold in exterior public areas 30 days prior to the first day of move-in, including a rate card and copy of invoice.

- Additional external advertising, branding and sponsorship opportunities are available using GWCCA’s three full-motion digital billboards and numerous static options.
## Digital Sponsorship Inventory

<table>
<thead>
<tr>
<th></th>
<th>Total Loop</th>
<th>Show Hold</th>
<th>Show Buy-Out (all show days)</th>
<th>One 10 Sec. Spot (all show days)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard (East Plaza) 36 ft x 10.5 ft. digital</td>
<td>120 sec</td>
<td>40 sec</td>
<td>$4,750</td>
<td>$1,800</td>
</tr>
<tr>
<td>Billboard (Marietta St) 48 ft x 14 ft. digital</td>
<td>120 sec</td>
<td>40 sec</td>
<td>$5,750</td>
<td>$2,000</td>
</tr>
<tr>
<td>Billboard (TMB) 48 ft x 14 ft. digital</td>
<td>120 sec</td>
<td>40 sec</td>
<td>$6,250</td>
<td>$2,400</td>
</tr>
<tr>
<td>LED Walls 11.5 ft x 6.5 ft (5 Total) A=1 Reg=2 B=2</td>
<td>180 sec</td>
<td>100 sec</td>
<td>$12,750</td>
<td>$2,500</td>
</tr>
<tr>
<td>Monitors (57 Total) A=8 Reg=4 B=24 C=17 Mangum Parking Deck=4</td>
<td>180 sec</td>
<td>100 sec</td>
<td>$17,250</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

## Show Buy-Out Packages

<table>
<thead>
<tr>
<th></th>
<th>Total Loop</th>
<th>1x Each</th>
<th>Total Buy-Out</th>
<th>Views/Hr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard East Plaza</td>
<td>120 sec</td>
<td>10 sec</td>
<td>$4,750</td>
<td>30 x per 10 sec</td>
</tr>
<tr>
<td>Billboard (Marietta St) 48 ft x 14 ft. digital</td>
<td>120 sec</td>
<td>10 sec</td>
<td>$5,750</td>
<td>30 x per 10 sec</td>
</tr>
<tr>
<td>2 LED Walls (A Lobby/ A Reg Hall Lobby)</td>
<td>180 sec</td>
<td>10 sec</td>
<td>$6,250</td>
<td>20 x per 10 sec</td>
</tr>
<tr>
<td>10 Monitors (A Building, 2 Reg Hall Lobby A-side)</td>
<td>180 sec</td>
<td>10 sec</td>
<td>$6,250</td>
<td>20 x per 10 sec</td>
</tr>
<tr>
<td><strong>Total (14 Locations)</strong></td>
<td><strong>Total: $5,000</strong></td>
<td><strong>Total: $17,500</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total Loop</th>
<th>1x Each</th>
<th>Total Buy-Out</th>
<th>Views/Hr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard TMB</td>
<td>120 sec</td>
<td>10 sec</td>
<td>$4,750</td>
<td>30 x per 10 sec</td>
</tr>
<tr>
<td>3 LED Walls, B Lobby, B Reg Hall Lobby, Admin</td>
<td>180 sec</td>
<td>10 sec</td>
<td>$5,750</td>
<td>20 x per 10 sec</td>
</tr>
<tr>
<td>26 Monitors, B Building, 2 Reg Hall Lobby B-side</td>
<td>180 sec</td>
<td>10 sec</td>
<td>$6,250</td>
<td>20 x per 10 sec</td>
</tr>
<tr>
<td><strong>Total (30 Locations)</strong></td>
<td><strong>Total: $9,000</strong></td>
<td><strong>Total: $25,500</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Total Loop</th>
<th>1x Each</th>
<th>Total Buy-Out</th>
<th>Views/Hr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 Monitors, C Building</td>
<td>180 sec</td>
<td>10 sec</td>
<td>$4,750</td>
<td>20 x per 10 sec</td>
</tr>
<tr>
<td><strong>Total (17 Locations)</strong></td>
<td><strong>Total: $3,000</strong></td>
<td><strong>Total: $6,500</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Complete GWCC Show Buy Out Package (All 65) Locations all signage subject to availability with other shows in house

## Static Sponsorship Inventory

<table>
<thead>
<tr>
<th></th>
<th>Total Avail.</th>
<th>Size</th>
<th>Show Receives</th>
<th>Show Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escalator Runners A=8 B=24 C=14 (18mil PVC)</td>
<td>46</td>
<td>Varies</td>
<td>Prod/Instl/Removal</td>
<td>$975 each</td>
</tr>
<tr>
<td>Watercooler Wraps A=31 B=51 C=25 (10mil PVC)</td>
<td>160</td>
<td>34”x4”</td>
<td>Prod/Instl/Removal</td>
<td>$800 per level</td>
</tr>
<tr>
<td>3 Air Returns Building A Lobby (Foamcore 3/16”)</td>
<td>12 sides</td>
<td>50.5”x78.5”</td>
<td>Prod/Instl/Removal</td>
<td>$2,050 each</td>
</tr>
<tr>
<td>Meter Boards Front &amp; Back (Foamcore 1/2”)</td>
<td>open</td>
<td>48”x96”</td>
<td>Prod/Instl/Removal</td>
<td>$500 each</td>
</tr>
<tr>
<td>Elevator Door Wraps (3ml UV luster one sided)</td>
<td>4,9,18,27</td>
<td>43”x169”</td>
<td>Prod/Instl/Removal</td>
<td>4 for $4,100</td>
</tr>
<tr>
<td>Column Wraps (Fabric)</td>
<td>Varies</td>
<td>Varies</td>
<td>Prod/Instl/Removal</td>
<td>$1,250 each</td>
</tr>
<tr>
<td>Window Clings</td>
<td>Varies</td>
<td>Varies</td>
<td>Prod/Instl/Removal</td>
<td>Varies</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>Varies</td>
<td>Varies</td>
<td>Prod/Instl/Removal</td>
<td>Varies</td>
</tr>
<tr>
<td>Sidewalk Graphics (Alumigraphics)</td>
<td>Varies</td>
<td>72”x48”</td>
<td>Prod/Instl/Removal</td>
<td>$550 each</td>
</tr>
<tr>
<td>Stair Graphics</td>
<td>8</td>
<td>Varies</td>
<td>Prod/Instl/Removal</td>
<td>Varies</td>
</tr>
<tr>
<td>Banner Box (Vinyl)</td>
<td>A=5 B=17</td>
<td>Varies</td>
<td>Prod/Instl/Removal</td>
<td>$650 each</td>
</tr>
<tr>
<td>Hand Sanitizers</td>
<td>25</td>
<td>74”x15”</td>
<td>Prod/Instl/Removal</td>
<td>$250 each</td>
</tr>
</tbody>
</table>

## Beam Telepresence

<table>
<thead>
<tr>
<th></th>
<th>Locations</th>
<th>Time</th>
<th>Show Receives</th>
<th>Cost Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beam Telepresence</td>
<td>Building A, B, C</td>
<td>Open</td>
<td>Open</td>
<td>Call for pricing</td>
</tr>
</tbody>
</table>
#1 convention, sports, and entertainment destination in the world