

W CONVENTIONAL

Music City Center Digital Advertising Kit





Music City Center's Sponsorship and Advertising Opportunities

The Music City Center is proud to present the Unconventional Advertising Program, which offers clients and local businesses the opportunity to purchase advertising inside the 1.2 million square foot facility. Through the use of the Music City Center's extensive digital signage options, customers can customize and tailor the message and location to meet their specific needs and timeline.

The Advertising Program was developed to assist customers, exhibitors and local businesses develop new and creative ways to reach potential customers. With an average of 600,000 people coming through the Music City Center annually, these messages will be seen by hundreds of local and out-of-town visitors daily. If you are interested in advertising at the Music City Center or have any questions regarding the digital signage opportunities, please contact:

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Exhibit Hall Dormers

The brand new LED Screens outside the Exhibit Hall are the largest screens in the facility and can be seen from the third and fourth floors as well as from the exterior on the Demonbreun side of the building. The screens can be divided into one, two or three sections depending on size and budget and content can be video or high definition static image. For locations and pricing see pages 8 - 13.

Hall A

Size: 90 in Monitor

Dimensions: 1080 x 1920 pixels 96 dpi

File type for static advertising: .png, .jpeg

File type for video: .mp4

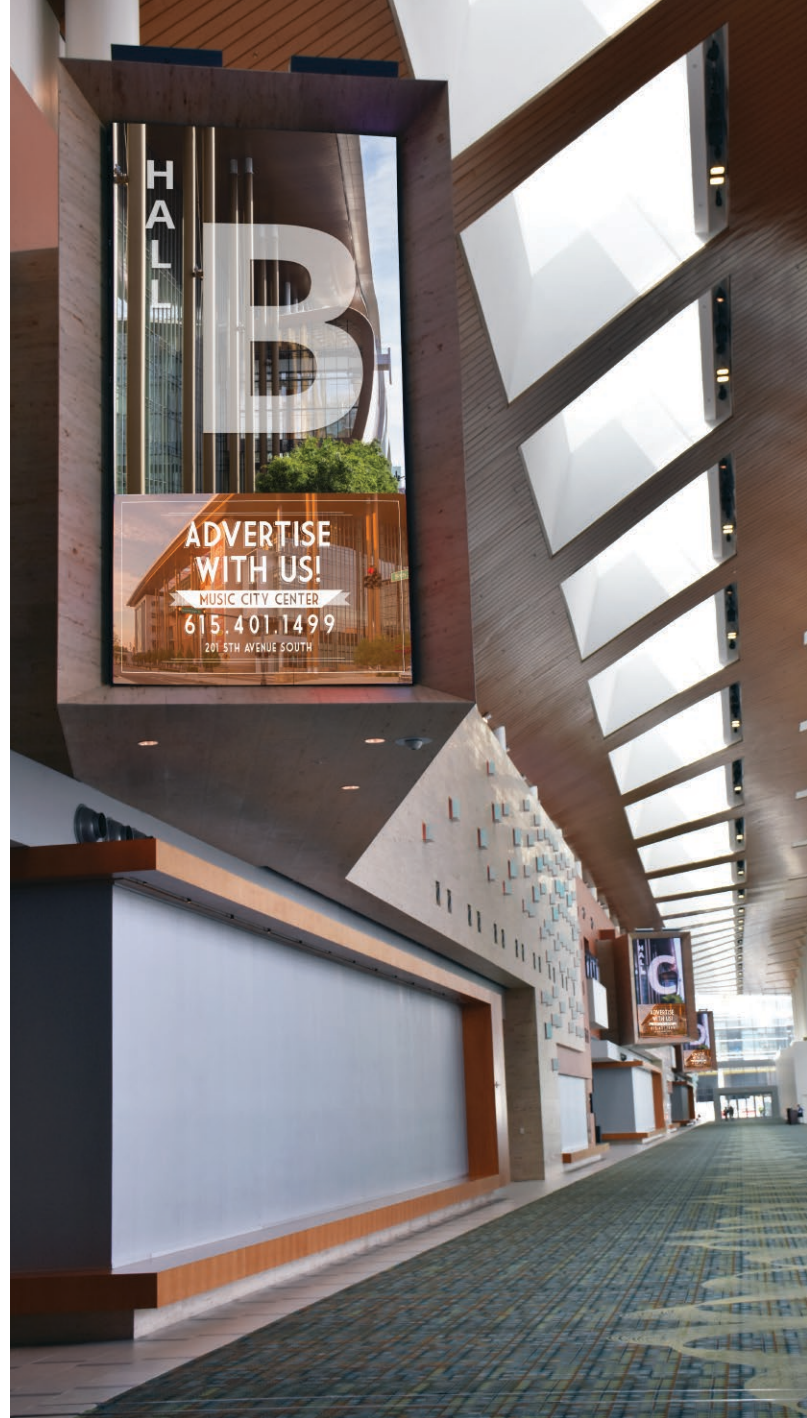
Hall B,C,D LED Displays

Size: 156.5 in Monitor (7.5 x 14 ft.)

Dimensions: 576 x 1152 pixels 96 dpi

File type for static advertising: .png, .jpeg

File type for video: .mp4





LCD 65" Screens

The indoor digital signage system offers 36 static image LCD screens throughout the facility. All content on the screens is displayed in high definition. Advertising may be purchased on any number of screens for any length of time, dependent on the events in-house. For locations and pricing see pages 8 - 13.

Number: 36

Size: 65"

Dimensions: 1920 x 1080 pixels 96 dpi

File type for static advertising: .png, .jpeg

File type for video: .mp4



LCD 19" Screens

Every meeting room in the facility has a 19" LCD screen by the door to display information about the meeting or office. Customers of the Music City Center will have access to these room monitors with their rental of the meeting space. The template pictured is free of charge but custom options are available. For locations and pricing see pages 8 - 13.

Number: 60

Size: 19"

Dimensions: 1280 x 1024 pixels 96 dpi

File type for static advertising: .png, .jpeg





Video Wall

While video can be displayed on various screens throughout the facility, there is one large screen by the 5th and Demonbreun entrance (pictured left) that displays only video and is the first thing visitors see as they enter the building from that entrance. For locations and pricing see pages 8 - 13.

Number: 1

Size: 10' x 5'6"

Dimensions: 1920 x 1080

File type for static advertising: .png, .jpeg

File type for video: .mp4



Wayfinding Signage

The new LED pods are located throughout the facility in major corridors and concourses to assist with wayfinding and event location. These pods are made up of four 65" screens. They are capable of displaying different images on each screen or a large image across both screens as well as video. For locations and pricing see pages 8 - 13.

Number: 68

Size: 65" per display

Dimensions: 1920 x 1080 pixels for one screen or 3840 x 1080 for both screens, 96 dpi

File type for static advertising: .png, .jpeg

File type for video: .mp4



Corner Wraps

The brand new LED corner wrap screens are located outside the Exhibit Hall and visible from the both directions of the concourse as well as from the exterior on the Demonbreun side of the building. The screens may be divided into multiple sections depending on size and budget and content can be video or high definition static image. For locations and pricing see pages 8 – 13.

Number: 3

Size: Side A: 7' x 6', Side B: 7' x 4'

Total: 7' x 10'

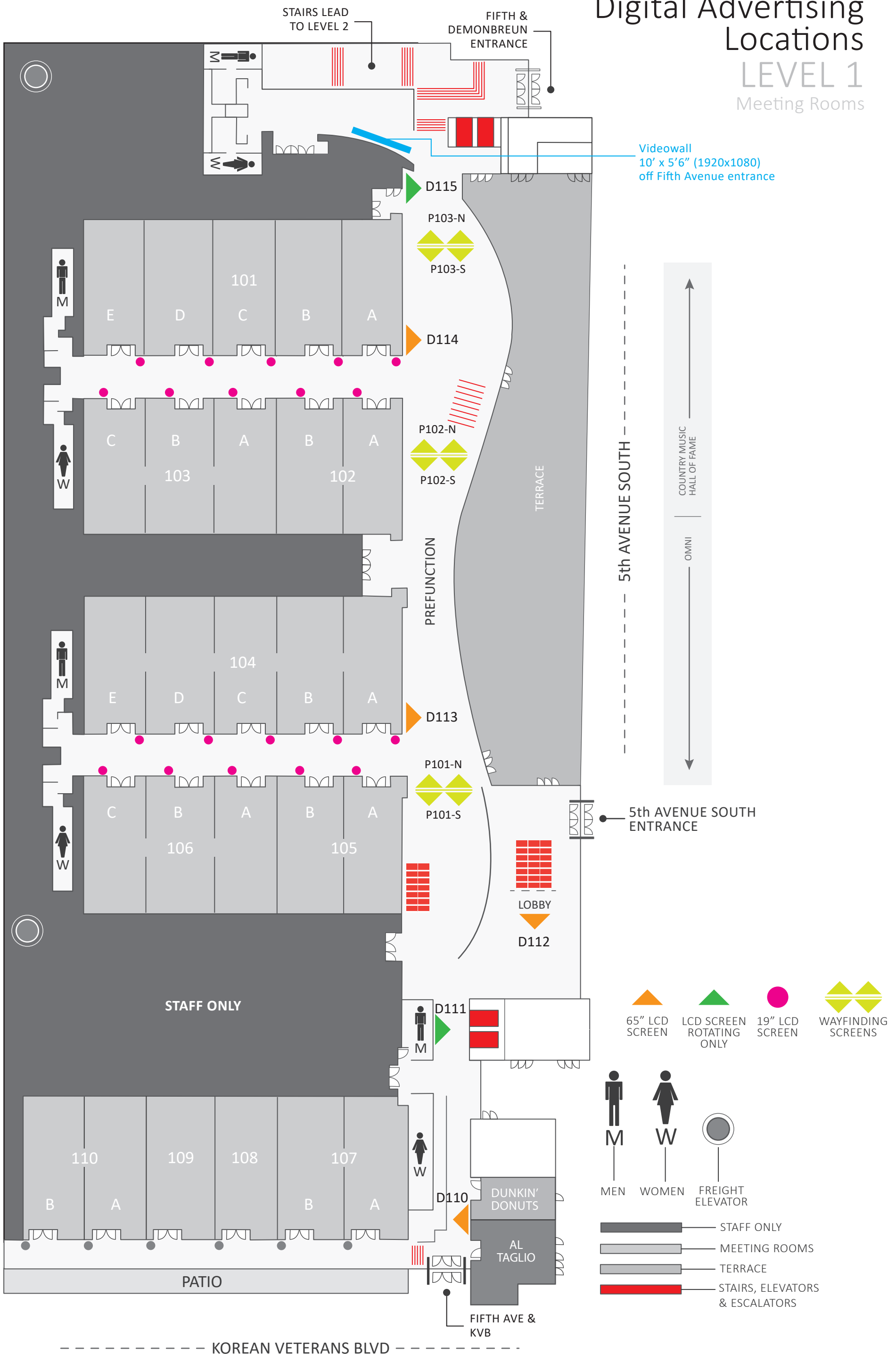
Dimensions: Side A: 960 x 1080, Side B: 640 x 1080, Total: 1600 x 1080, 96 dpi

File type for static advertising: .png, .jpeg

File type for video: .mp4



Music City Center Digital Advertising Locations LEVEL 1 Meeting Rooms



Videowall
10' x 5'6" (1920x1080)
off Fifth Avenue entrance



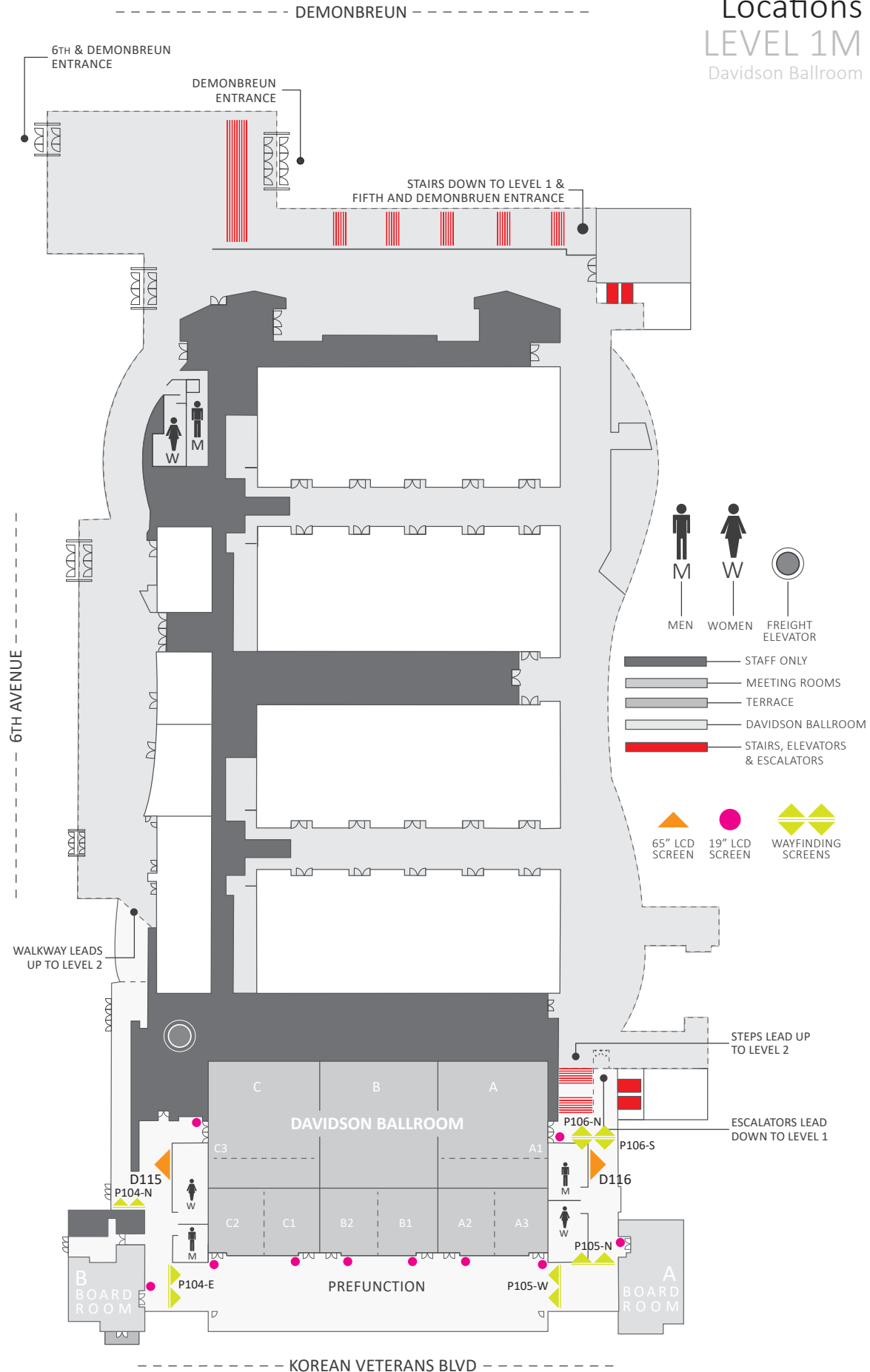
5th AVENUE SOUTH ENTRANCE

- 65" LCD SCREEN
- LCD SCREEN ROTATING ONLY
- 19" LCD SCREEN
- WAYFINDING SCREENS

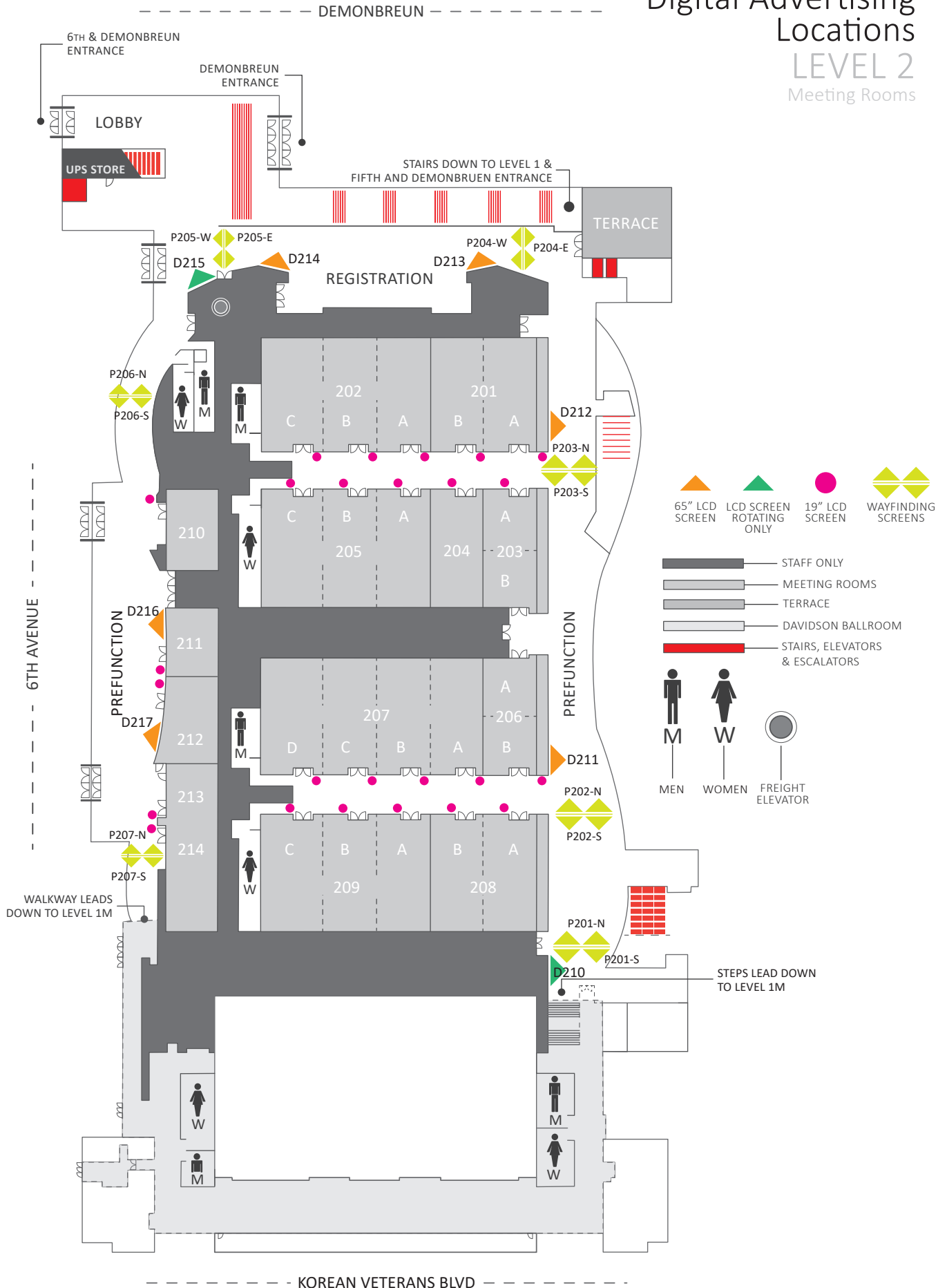
- MEN
- WOMEN
- FREIGHT ELEVATOR

- STAFF ONLY
- MEETING ROOMS
- TERRACE
- STAIRS, ELEVATORS & ESCALATORS

Music City Center
Digital Advertising Locations
LEVEL 1M
 Davidson Ballroom



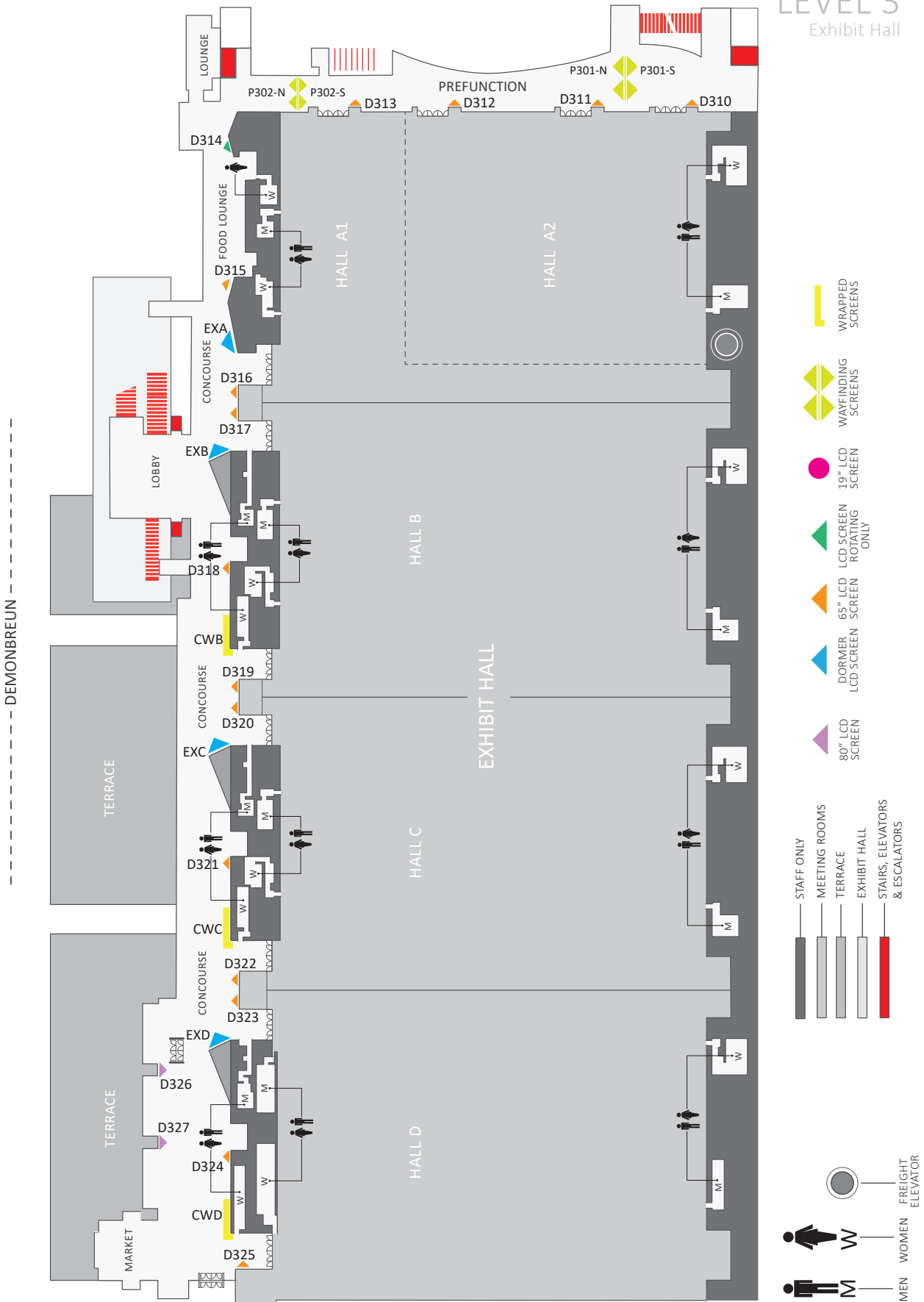
Music City Center
Digital Advertising Locations
LEVEL 2
 Meeting Rooms



Music City Center
Digital Advertising Locations

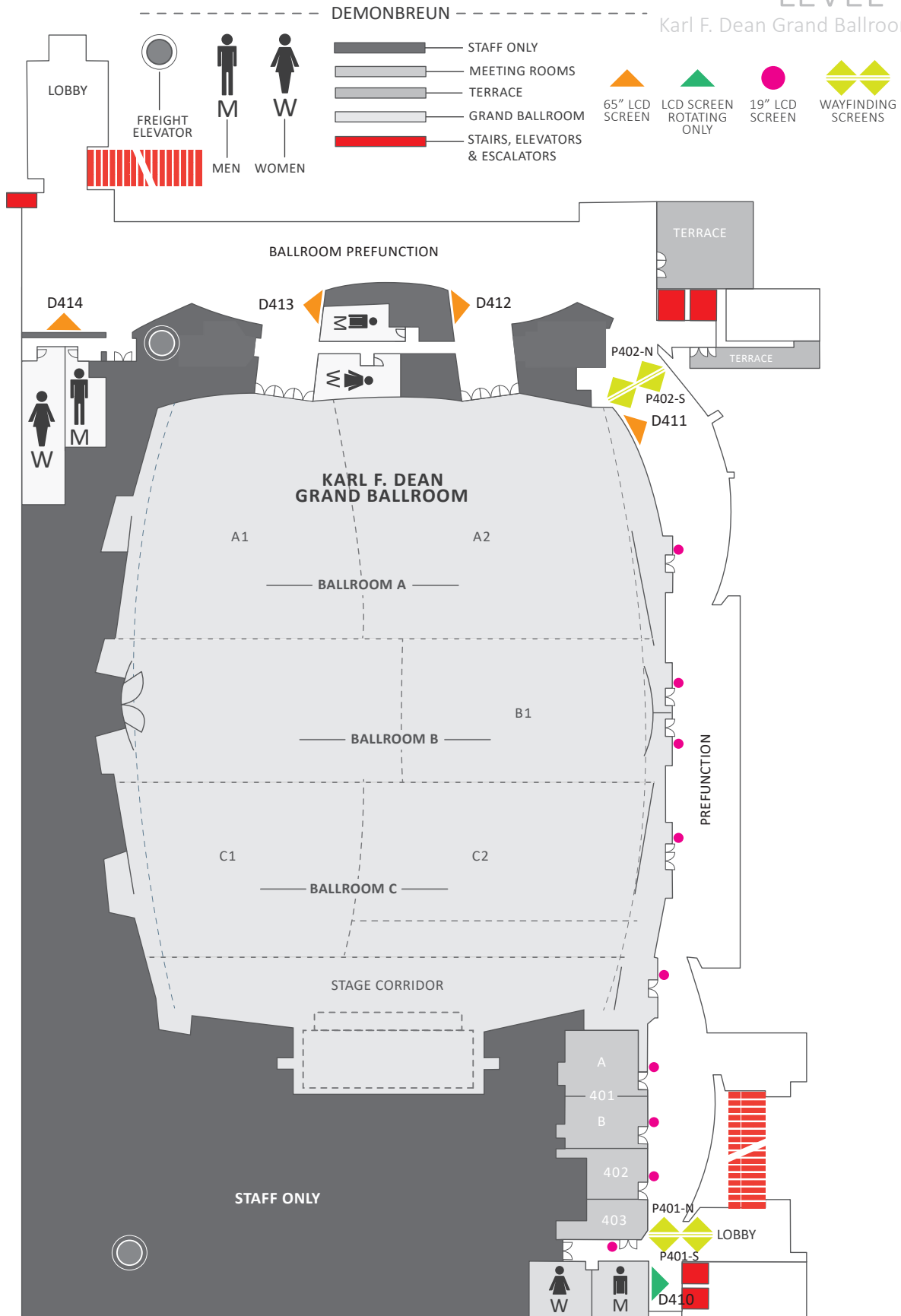
LEVEL 3
 Exhibit Hall

5th AVENUE SOUTH



DEMONBREUN

Music City Center
Digital Advertising Locations
LEVEL 4
 Karl F. Dean Grand Ballroom



----- KOREAN VETERANS BLVD -----

Price Sheet

Packages

Level One	Total Loop	1x Each	Total Buy-out	Views/Hr.
1 Video Wall (5th Ave Level 1)	180 sec	10 sec	100 seconds ea	20 x per 10 sec
5 LCD Monitors (Lobby Level 1)	180 sec	10 sec	100 seconds ea	20 x per 10 sec
12 Wayfinding Displays	180 sec	10 sec	100 seconds ea	20 x per 10 sec
(18 Locations)	Total:	\$4,000	Total:	\$9,000
Level 1M	Total Loop	1x Each	Total Buy-out	Views/Hr.
2 LCD Monitors	180 sec	10 sec	100 seconds ea	20 x per 10 sec
12 Wayfinding Displays	180 sec	10 sec	100 seconds ea	20 x per 10 sec
(14 Locations)	Total:	\$2,500	Total:	\$5,000
Level Two	Total Loop	1x Each	Total Buy-out	Views/Hr.
8 LCD Monitors	180 sec	10 sec	100 seconds ea	20 x per 10 sec
28 Wayfinding Displays	180 sec	10 sec	100 seconds ea	20 x per 10 sec
(36) Locations)	Total:	\$6,000	Total:	\$12,000
Level Three	Total Loop	1x Each	Total Buy-out	Views/Hr.
16 LCD Monitors (Concourse)	180 sec	10 sec	100 seconds ea	20 x per 10 sec
8 Wayfinding Displays	180 sec	10 sec	100 seconds ea	20 x per 10 sec
LED Corner Wraps	180 sec	10 sec	100 seconds ea	20 x per 10 sec
(27) Locations)	Total:	\$9,000	Total:	\$17,000
Level Four	Total Loop	1x Each	Total Buy-out	Views/Hr.
5 LCD Monitors	180 sec	10 sec	100 seconds ea	20 x per 10 sec
8 Wayfinding Displays	180 sec	10 sec	100 seconds ea	20 x per 10 sec
(13 Locations)	Total:	\$2,500	Total:	\$4,600
Complete MCC Show Buy Out Package				
All 105 Displays			Total	\$70,000

A-la-carte

Inventory	Total Loop Time	Show Hold Buy-Out	Show Buy-Out (all show days)	Show 1x .10 spot (all show days)
90" LCD (Exhibit Hall A) 4 ft x 7 ft. digital	120 sec	40 sec.	\$4,000 (40 sec)	\$1,800
Dormer (Exhibit Hall B) 7.5 ft x 14.10 ft. digital	120 sec	40 sec.	\$5,000 (40 sec)	\$2,000
Dormer (Exhibit Hall C) 7.5 ft x 14.10 ft. digital	120 sec	40 sec	\$5,000 (40 sec)	\$2,000
Dormer (Exhibit Hall D) 7.5 ft x 14.10 ft. digital	120 sec	40 sec	\$5,000 (40 sec)	\$2,000
LED Corner Wraps (3 Total)	120 sec	40 sec	\$3,500 ea (40 Sec)	\$1,500 ea
Video Wall (1 Total) Level One	180 sec	100 sec	\$5,000 (100 sec)	\$1,500 (10 sec)
LCD Monitors (36 Total)	180 sec	100 sec	\$360 ea (100 sec)	\$180 ea (10 sec)
Other Services				
Custom Branded Room Boards			Per Screen \$25 ea	Buyout \$1,500

*All signage subject to availability with other shows

For banners and clings please contact MCC Rigging at www.mccrigging.com

Advertise with us for a truly *un*CONVENTIONAL experience.



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