

WELCOME TO THE  
**MUSIC  
CITY  
CENTER**



# Digital Signage Kit



## Table of Contents

2	Exhibit Hall Dormers
3	Corner Wrap Display
4	9 Panel Video Wall Display
	4 Panel Video Wall Display
5	Wayfinding Pods
6	65" Display
	Room Board Display
7	86" Vertical Display
	43" Vertical Display
8	Price Guide
9–13	Location Maps
14	Become a Green Partner

**NOTE:**  
 Music City Center will implement best practices to prepare for, respond to and recover from outbreaks and pandemics as a GBAC STAR™ facility.

## Music City Center's Digital Signage

Music City Center is proud to offer digital signage branding and advertising opportunities for clients and local businesses inside our 1.2 million square foot facility. Through the use of Music City Center's extensive digital signage system, customers can select and customize a wide variety of digital signage offerings to help deliver their unique message.

Our digital signage has been developed to assist clients, exhibitors and local businesses find new and creative ways to reach potential customers. With an average of 600,000 visitors annually, these messages can be seen by thousands of local and out-of-town visitors daily. Music City Center is committed to offering the latest technology and expanding our Digital Signage opportunities into the future.

If you are interested in advertising at Music City Center or have questions regarding digital signage opportunities, please contact:

**Billy Chambers**  
 Digital Media Coordinator

(615) 401-1478  
 Billy.Chambers@nashvillemcc.com

For physical branding please visit: [mccrigging.com](http://mccrigging.com)

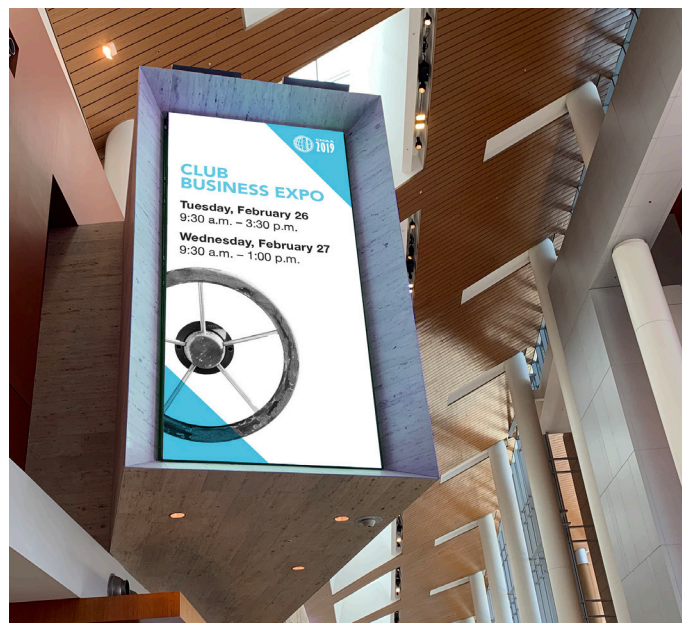
## Exhibit Hall Dormers

Towering from above the Level 3 Concourse, our Exhibit Hall Dormers are the largest screens in the Music City Center. These notable 7'x 14' vertical displays are visible from the third and fourth floors as well as from the exterior on Demonbreun Street. The screens can be displayed full size or divided into one, two or three sections allowing for creative customization. In addition to supporting stills and video, the Dormers can also display live video feeds with quality sound. For locations and pricing see pages 8–13.

Exhibit Hall A 90" Display	Specifications
Size	90"
Pixel Dimensions	1080x1920
Image Format	.png, .jpg
Video Format	.mp4
Legend	▲




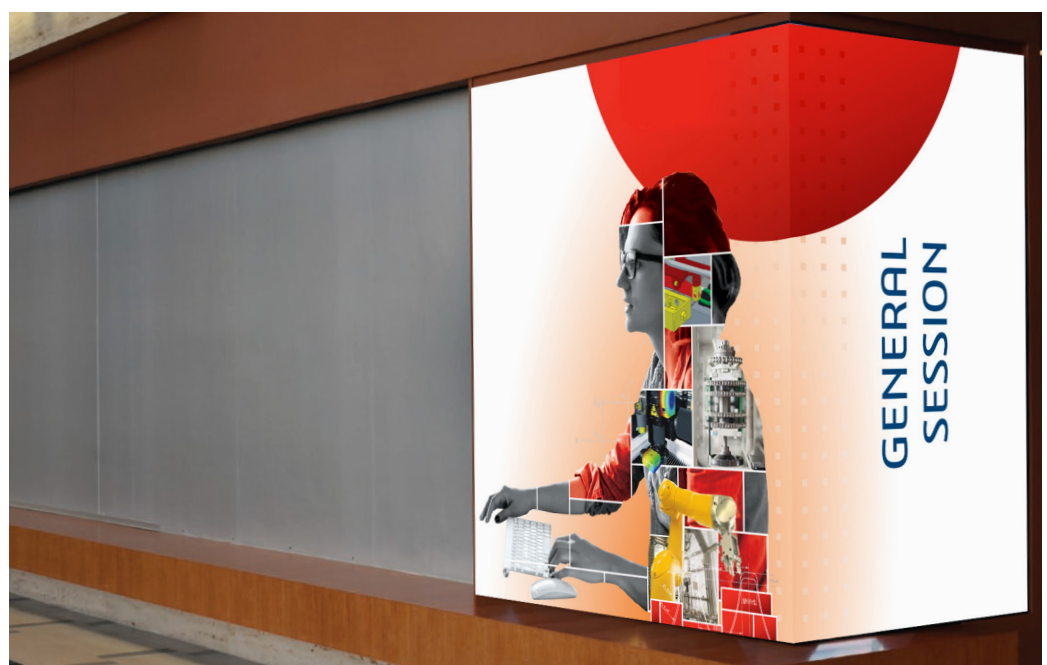
Dormer Exhibit Hall B, C, D	Specifications
Size	156"
Pixel Dimensions	576x1152
Image Format	.png, .jpg
Video Format	.mp4
Legend	▲



## Corner Wrap Display

Our corner wrap digital displays are located outside Exhibit Halls B, C and D. Visible from both directions of the concourse as well as from the exterior on Demonbreun Street, the corner wraps are beneficial companions to the Exhibit Hall Dormers for displaying event information and directing visitors into the exhibit halls. These displays can be divided into multiple sections and customized to fit your needs. For locations and pricing see pages 8–13.

Corner Wrap Display	Specifications
Total Size Side A Side B	7'x10' 7'x6' 7'x4'
Total Number	3
Pixel Dimensions Side A Side B	1600x1080 960x1080 640x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	

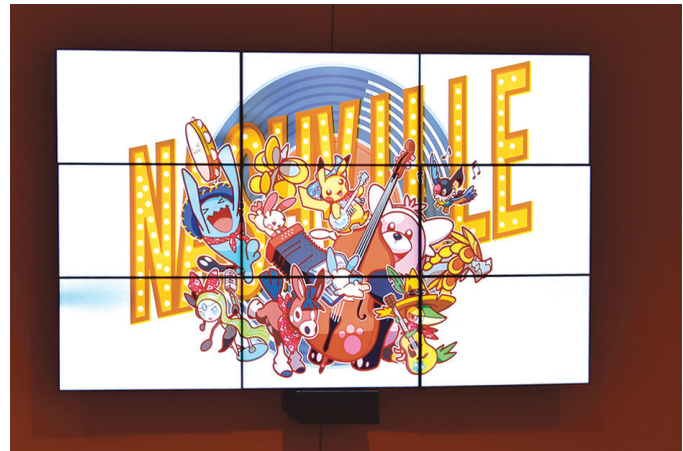


## 9 Panel Video Wall Display

This video wall display unit is located on Level 1 at the entrance wall of 5th Avenue & Demonbreun Street. It is the first thing visitors see as they enter Music City Center from this entrance. Capable of handling all types of media including audio, the 9 Panel Video Wall is an exceptional tool for creating a memorable audio/visual impact. For map location and pricing see pages 8–13.



9 Panel Video Wall Display	Specifications
Size	10'x5'6"
Total Number	1
Pixel Dimensions	1920x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	<span style="color: blue;">—</span>



## 4 Panel Video Wall Display


These impressive displays can be found on Levels 1, 2 and 4 of Music City Center. Located in key areas with high visibility, the 4 panel video walls make a strong visual impact. They can be found on Level 1 across from the 5th Avenue and Omni Hotel entrance, Level 2 at the 6th Avenue entrance, and on Level 4 at the entrance to the Karl F. Dean Grand Ballroom.



4 Panel Video Wall Display	Specifications
Size	8'x4'6"
Total Number	3
Pixel Dimensions	1920x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	<span style="color: green;">—</span>

## Wayfinding Pods

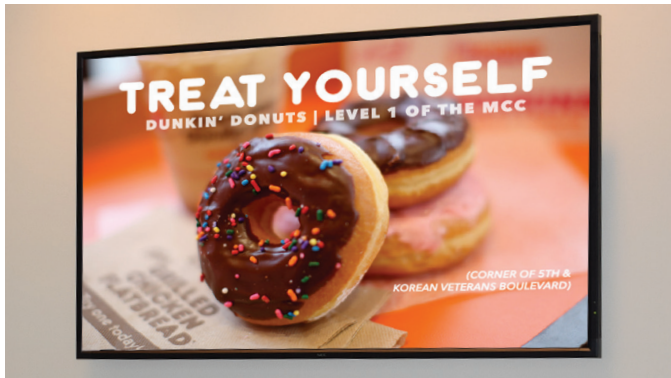
Our Wayfinding Pods can be found hanging throughout the facility in major corridors and concourses to assist visitors in navigating throughout the Music City Center. These pods are composed of four 65" screens, two on each side. They are capable of displaying different images/videos on each screen, or a large image/video across both screens. For map locations and pricing see pages 8–13.



Wayfinding Pods	Specifications
Size	4–65" Displays
Total Number	17
Pixel Dimensions Single Screen Full Width (2 screens)	1920x1080 3840x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	



## 65" Display

Our digital signage system offers thirty-five 65" High Definition displays throughout the Music City Center. These displays are strategically located adjacent to meeting areas, public spaces, entrances/exits and exhibit halls to help you reach your target audience. Advertising may be purchased for any length of time dependent on in-house events. Please see pages 8–13 for location and pricing.




65" Display	Specifications
Size	65"
Total Number	35
Pixel Dimensions	1920x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	 



## Room Board Display

The Room Board a valuable digital tool for displaying essential meeting information. Music City Center customers have complimentary access to these displays (pictured on right) with the rental of their meeting space to display basic meeting information within a provided template. Custom options are available. For map locations and pricing see pages 8–13.



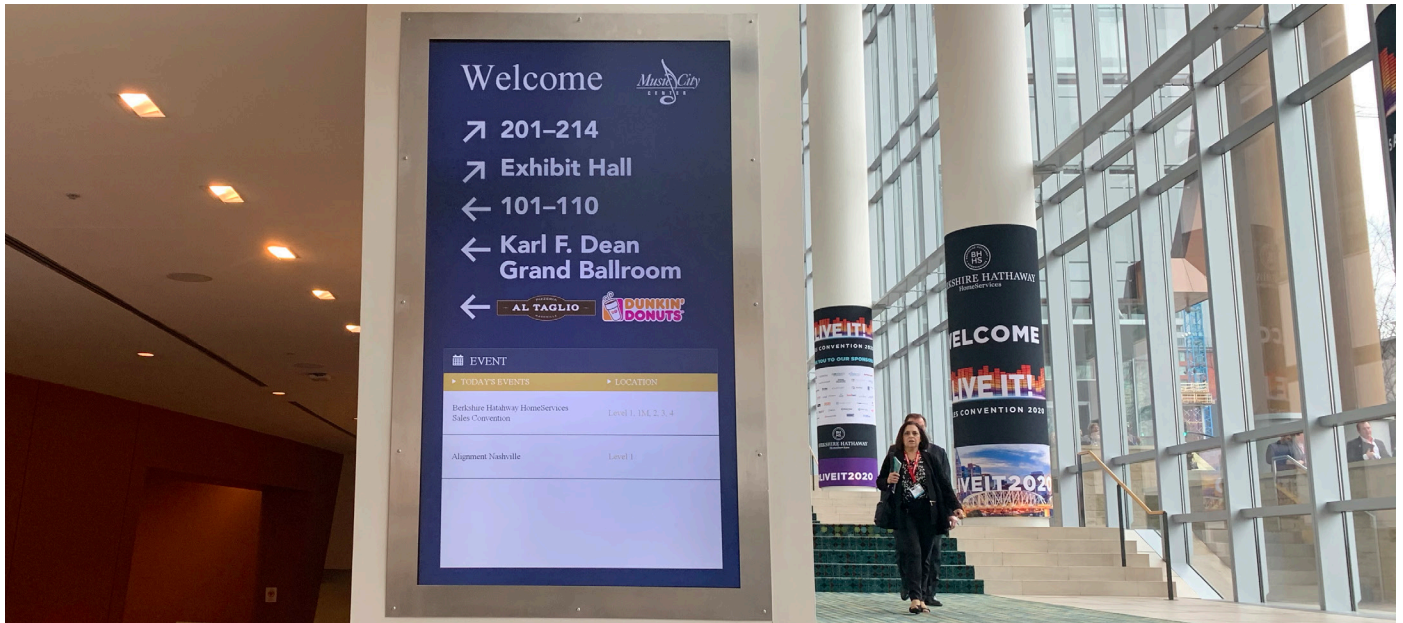
Room Board Display	Specifications
Size	19"
Total Number	70
Pixel Dimensions	1280x1024
Image Format	.png, .jpg
Video Format	Not Available
Legend	



## 86" Vertical Display

Located on Level 1 at 5th Avenue & Demonbreun Street. entrance, this vertical display is great for directing crowds and providing essential information. For map location and pricing see pages 8–13.

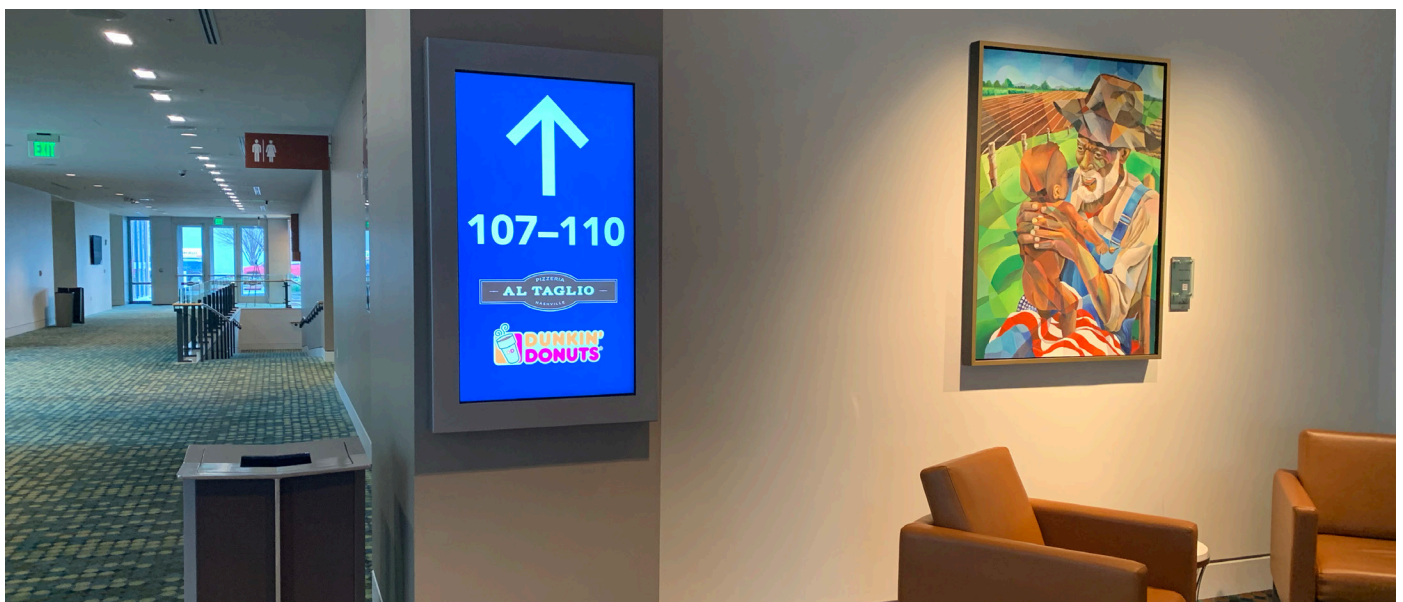
86" Vertical Display	Specifications
Size	86"
Pixel Dimensions	1080x1920
Image Format	.png, .jpg
Video Format	.mp4
Legend	<span style="color: blue;">■</span>



## 43" Vertical Display

Located on Level 1, this vertical display is strategically positioned to help direct attendees and guests to Meeting Rooms 107-110 and to retail outlets on the Southeast corner of Music City Center. For map location and pricing see pages 8–13.

43" Vertical Display	Specifications
Size	43"
Pixel Dimensions	1080x1920
Image Format	.png, .jpg
Video Format	.mp4
Legend	<span style="color: red;">■</span>








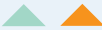







# Price Guide

All pricing for duration of event. All signage subject to availability with other shows.

## A-La-Carte

Inventory	Pixel Dimensions	Legend	Slide (10 Sec)	Buy-Out
Exhibit Hall A 90" Display	1080x1920		\$1,000	\$2,500
Exhibit Hall Dormer	576x1152		\$2,000	\$5,000
Corner Wrap Display	1600x1080		\$1,500	\$3,500
9 Panel Video Wall	1920x1080		\$1,500	\$4,000
4 Panel Video Wall	1920x1080		\$1,500	\$3,500
Wayfinding Pods (4 - 65" Displays)	1920x1080 (single screen) 3840x1080 (full width)		\$720	\$1,440
80" Display	1920x1080		\$300	\$600
65" Display	1920x1080		\$180	\$360
Custom Room Board	1280x1024		Contact for pricing options	
86" Vertical Display	1080x1920		\$500	\$1,000
43" Vertical Display	1080x1920		\$180	\$360

## Packages

<b>Level 1 - Meeting Rooms</b>	<b>Buy-Out</b>
6 - 65" Displays 3 - Wayfinding Pods 1 - 9 Panel Video Wall 1 - 4 Panel Video Wall 1 - 43" Vertical Display 1 - 86" Vertical Display	\$13,000
<b>Level 1M - Davidson Ballroom</b>	<b>Buy-Out</b>
2 - 65" Displays 3 - Wayfinding Pods	\$4,500
<b>Level 2 - Meeting Rooms</b>	<b>Buy-Out</b>
7 - 65" Displays 7 - Wayfinding Pods 1 - 4 Panel Video Wall	\$14,000
<b>Level 3 - Exhibit Hall</b>	<b>Buy-Out</b>
16 - 65" Displays 2 - 80" Displays 2 - Wayfinding Pods 3 - Corner Wrap Displays	\$18,000
<b>Level 4 - Karl F. Dean Grand Ballroom</b>	<b>Buy-Out</b>
4 - 65" Displays 2 - Wayfinding Pods 1 - Video Wall - 8'x 4'6"	\$7,000
<b>Complete Music City Center Digital Signage Buy-Out</b>	<i>Contact for pricing</i>
Includes all levels, Hall A Display, Exhibit Hall Dormers B, C, D and Custom Room Board Template	

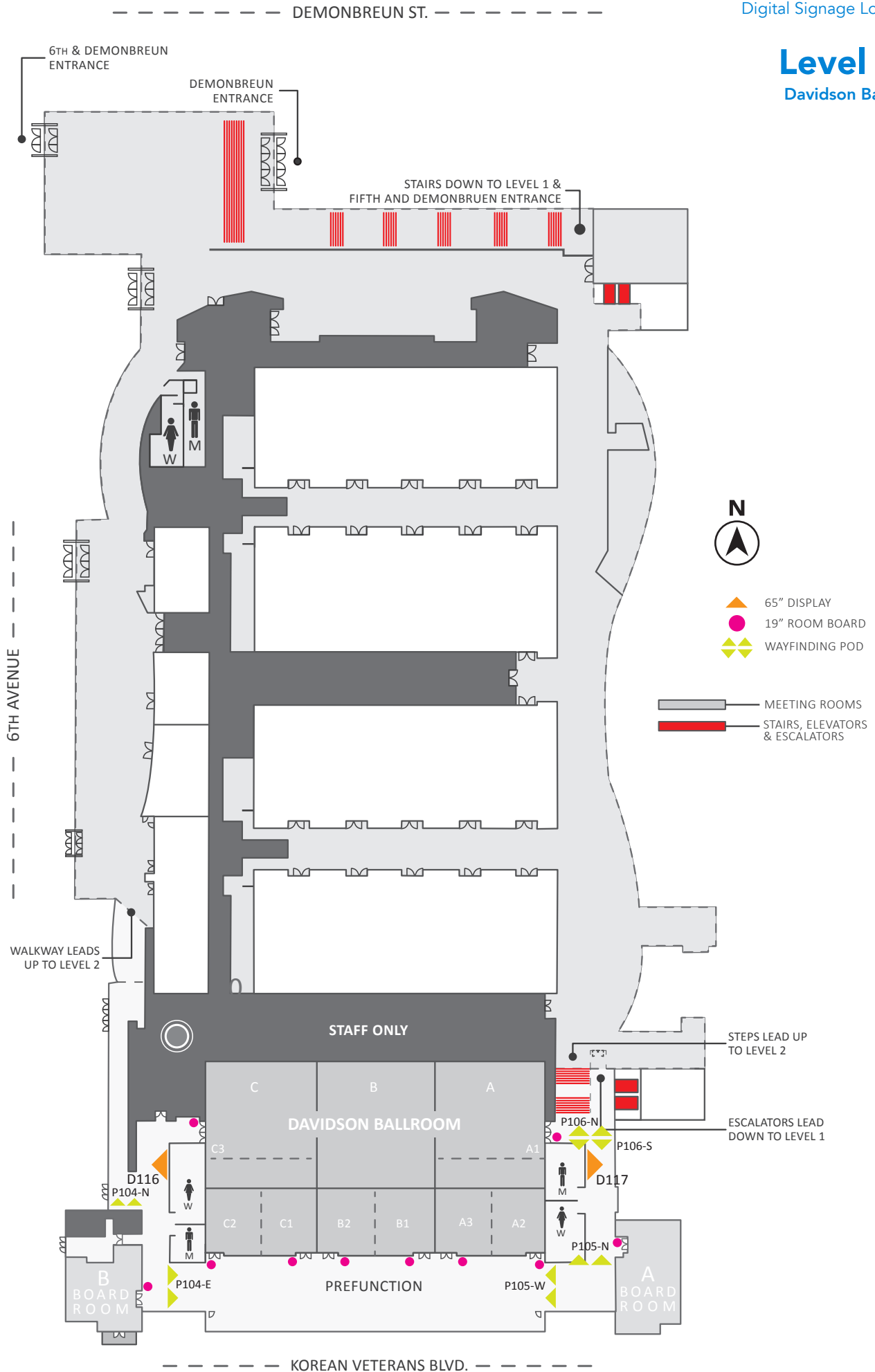
# Level 1

## Meeting Rooms



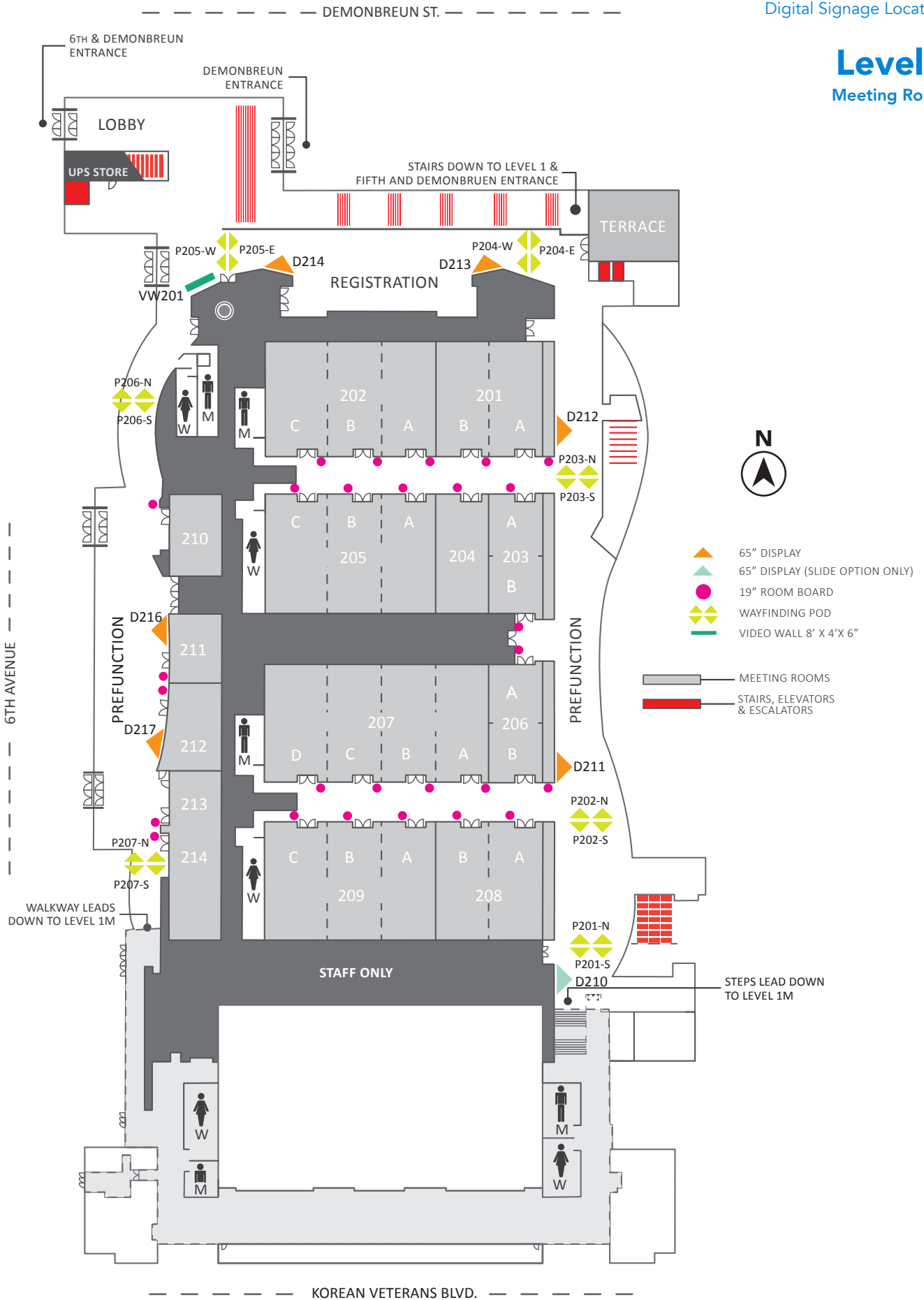
# Level 1M

## Davidson Ballroom

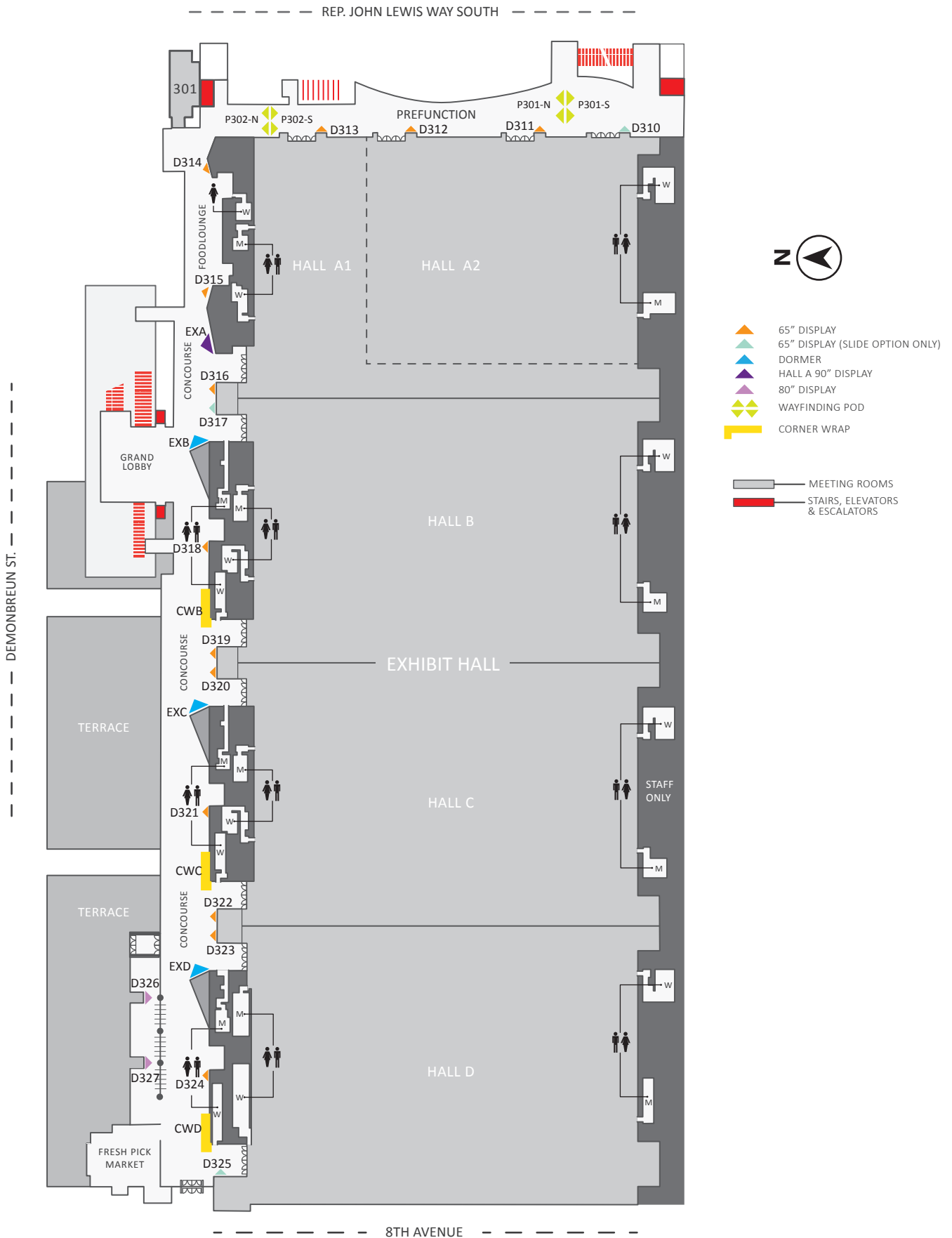


# Level 2

## Meeting Rooms

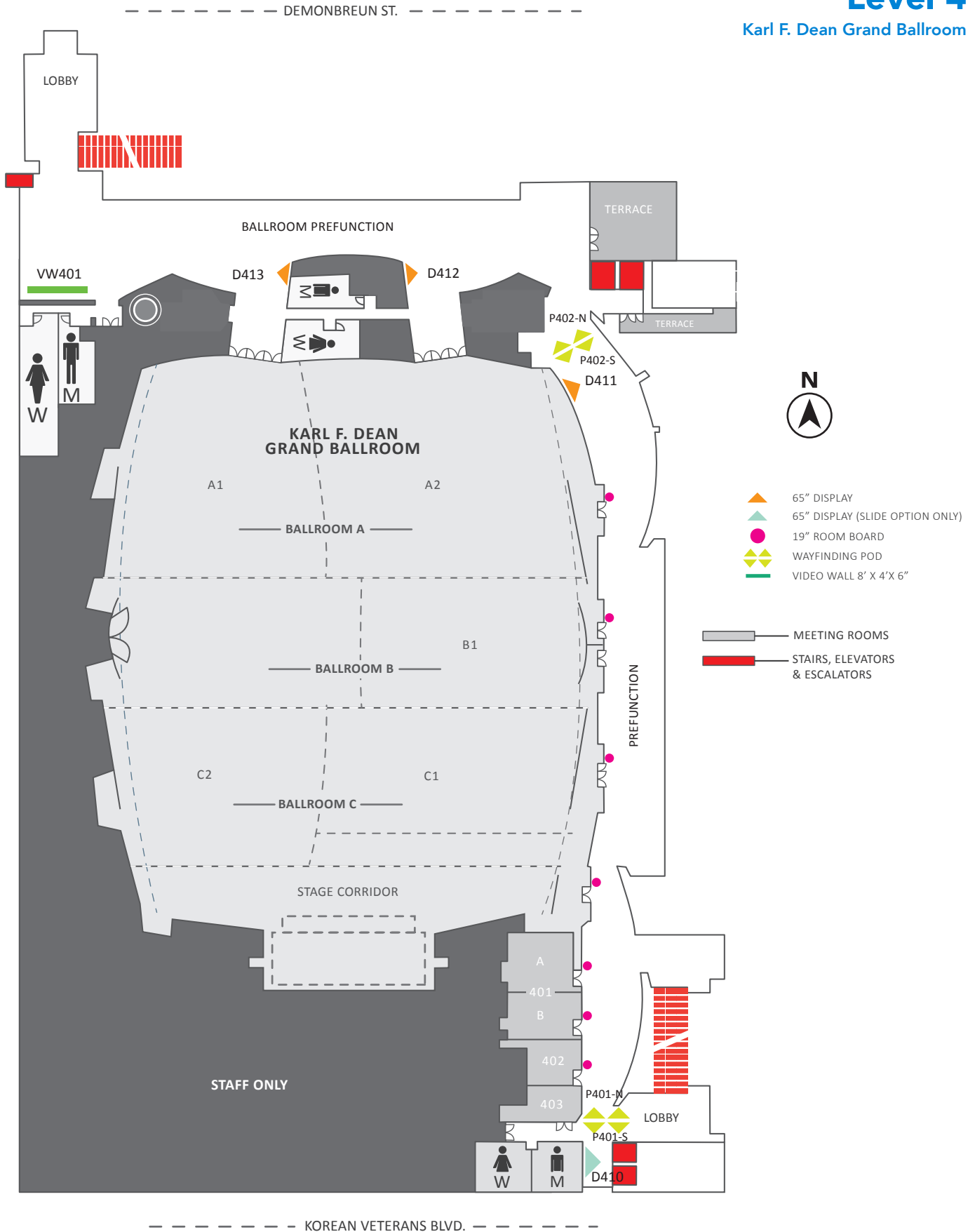


# Level 3 Exhibit Hall



# Level 4

## Karl F. Dean Grand Ballroom



# Become a Green Partner

Are you interested in advancing sustainability throughout your event? If so, consider becoming a Green Partner.

The Green Partner program is available to events who participate in recycling, food and item donations and utilization of Music City Center’s digital signage. Digital signage is endlessly customizable and can replace the need for large printed material that would be discarded after a short amount of time. By reducing physical signs, customers can also reduce an event’s environmental impact.

If you become a Green Partner, your company will be recognized on MCC’s sustainability wall as well as promotion on social media and marketing materials.

The program is managed by our in-house sustainability coordinator who can be reached at (615) 401-1420. Please visit [www.nashvillemusiccitycenter.com/about/sustainability](http://www.nashvillemusiccitycenter.com/about/sustainability) for more information.



## Recycling

### Acceptable Items

- Paper
- Cardboard
- Aluminum
- Tin
- Plastic #1-7

### Unacceptable Items

- Glass
- Foam Core
- Styrofoam
- Garbage Bags
- Wood
- Metal
- Rock
- Brick



## Item Donations

### Acceptable Items

- Tote Bags/ Backpacks
- Giveaways
- School/ Office Supplies
- Clothing
- Unused Water Bottles
- Furniture
- Home Goods
- Art/Craft Supplies

### Unacceptable Items

- Electronics
- Signage



## Food (REAL Certified)

### Donations

- Non-Perishable
- Items
- Left Over Meals

### Composting

- Kitchen Waste
- Left Over Food
- Disposableware



## Digital Signage

Minimize environmental impact and go digital!

### Digital Signage Packages

- Corner Wraps
- Video Walls
- Marquees
- Wayfinding Pods
- Room Board Screens

