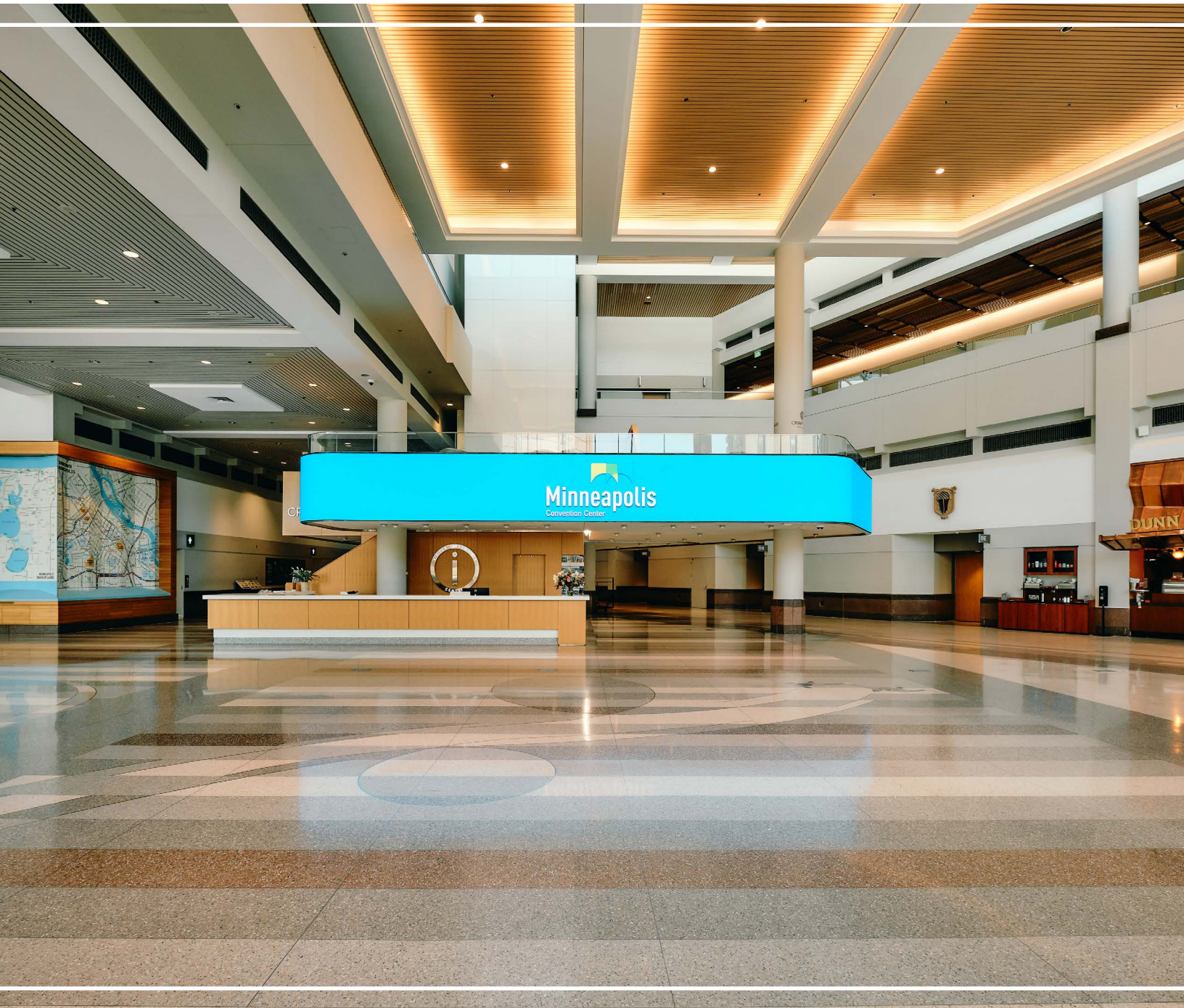




It's not just a convention center.  
It's a relationship building.



**BRANDING & SPONSORSHIP**  
DIGITAL DISPLAYS | TRADITIONAL PRINT





# TABLE OF CONTENTS

## Digital Displays ..... 3-11

- Exhibit Hall Video Walls ... 4
- Visitor Information Center Video Wall..... 4
- Overhead Monitors..... 5
- Concession Monitors ..... 5
- Outdoor Marquees ..... 6
- Reader Boards ..... 6
- Kiosk Monitors ..... 6
- Digital Displays Map ...7-11

## Traditional Print ..... 12-15

- Column Wraps ..... 13
- Escalator Clings..... 13
- Floor Clings ..... 13
- Window Clings ..... 14
- Wall Clings ..... 14
- Entrance Door Clings .... 14
- Banners ..... 15
- Meeting Room Doors ..... 15
- Kelber Catering ..... 15
- GoBo Presentations..... 15
- Glass Panel Railings..... 15

## LED Lighting ..... 16-17

- Ballroom Cove Lighting . 17
- Exhibit Hall Up-Lighting 17

## Guidelines & Standards ..... 18-19

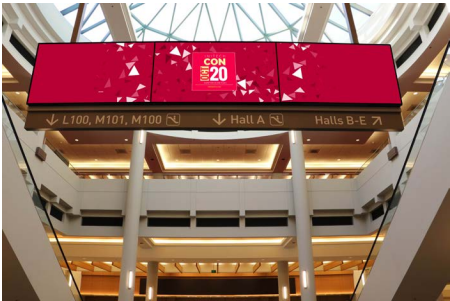
## Pricing & Packages ..... 20-22

## Virtual & 360° Tours .....23

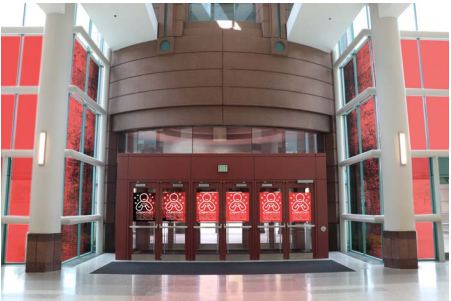
With state-of-the-art technology and a robust infrastructure, the Minneapolis Convention Center (MCC) provides access to unparalleled digital platforms as well as traditional print opportunities. Branding your event is a visually effective way to increase attendee impressions, expand your brand, enable sponsorship revenue opportunities, and build relationships with your guests, sponsors, and exhibitors.

# DIGITAL DISPLAYS

Industry-leading digital displays, large format video walls, and wayfinding systems at the Minneapolis Convention Center enable you to create the ultimate experience for your attendees. With super fine resolutions and powerful control systems, your show graphics on each display burst with bright and vibrant content. Your important show messaging provides easy navigation while optimizing maximum exposure of event branding and sponsorship messaging.



# TRADITIONAL PRINT

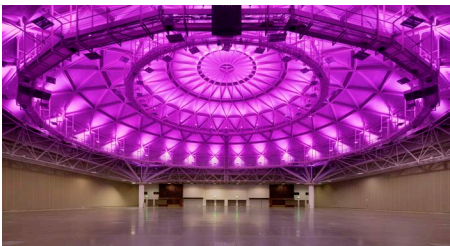


Traditional print provides branding and sponsorship revenue opportunities that are a successful and eye-catching medium. From striking column wraps and escalator clings to impressive window displays, print branding opportunities offer a versatile way to brand your event,

propel sponsorship messages, and engage your attendees. provides easy navigation while optimizing maximum exposure of event branding and sponsorship messaging.

# LED LIGHTING

LED lighting offers a fun and unique experience for your attendees. Adding branding colors will transform the ambience of your event, leaving lasting impressions to all who attend.







**DIGITAL DISPLAYS**



**SHOW HOURS**  
Saturday 11 am-6pm  
Sunday 12 pm-6pm



**KEYNOTE SPEAKER**  
**JOHN DOE**  
SATURDAY 3pm

## PUT YOUR EVENT FRONT & CENTER



## EXHIBIT HALL VIDEO WALLS

The Exhibit Hall Video Walls are in high traffic areas located above the exhibit halls' entrance. These large, crystal-clear video screens deliver a lasting impression to your attendees and provide the perfect space for your message and graphics to be noticed.

- Exhibit Halls A, B, C, E video walls are 50 ft. wide x 5 ft. high; 3584 x 360 pixels
- Exhibit Hall D video wall is 37 ft. wide x 5 ft. high; 2752 x 360 pixels

## VISITOR INFORMATION CENTER VIDEO WALLS

The Visitor Information Center is an immense curved video wall located in the main lobby above the Visitor Information Center desk, below the Craft Bar & Lounge, and next to the Dunn Brother's Café. This screen offers one of the highest guest engagement and number of impressions.

- **FRONT:** 71 ft. wide x 5 ft. high; 3840 x 264 pixels
- **REAR:** 19 ft. wide x 5 ft. high; 1056 x 264 pixels







## OVERHEAD MONITORS

The Overhead Monitors are mounted in 33 locations throughout the Convention Center. Their double-sided, triple video monitor configuration allows for the perfect blend of attendee event graphics and sponsorship paired with event wayfinding assets.

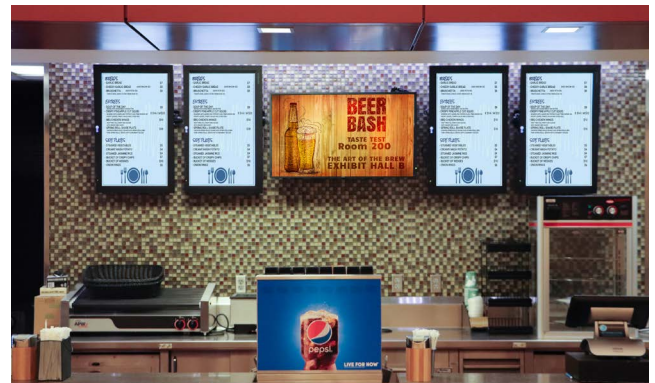
- **Level One:** 12.5 ft. wide x 2 ft. high; 1920 x 1080 pixels\*
- **Level Two:** 8.5 ft. wide x 2 ft. high; 1920 x 1080 pixels\*

*\*Please work with our production techs prior to design for specific specs*

## CONCESSION MONITORS

Located in each of the exhibit halls' Mill City Grills, Concession Monitors are impactful for events offering these food and beverage outlets to their attendees.

- **46 in. diagonal; 1920 x 1080 pixels**







## OUTDOOR MARQUEES

Display your event graphics the day of or prior to your event. MCC's two Outdoor Marquees are double-sided, large digital screens located on Second Avenue in the front of the Convention Center. These marquees rotate through current and future MCC events and information.

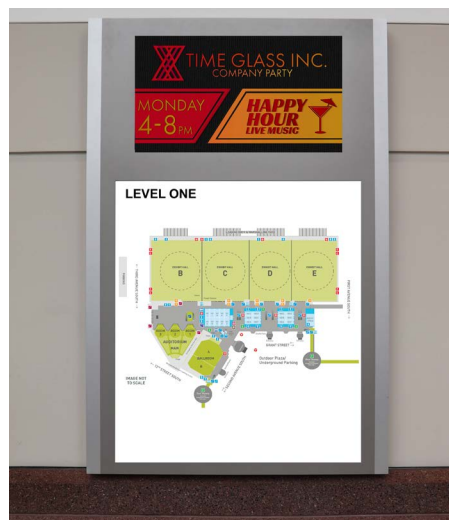
- **45 in. wide x 80 in. high;  
192 x 352 pixels**



## READER BOARDS

The Reader Boards are in 24 different locations throughout the Convention Center. These directional boards offer a video screen for your event graphics or sponsorship messaging integrated with the MCC floor map.

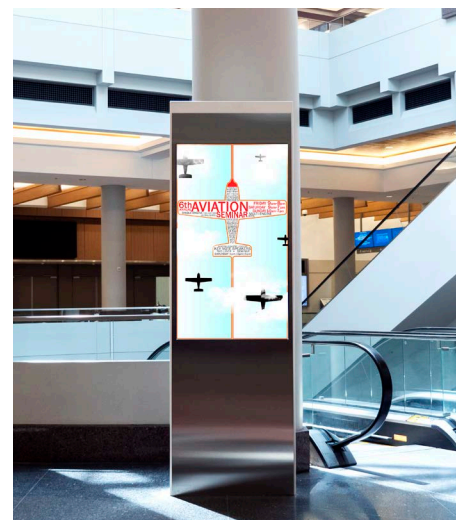
- **46 in. diagonal; 1920 x 1080 pixels**



## KIOSK MONITORS

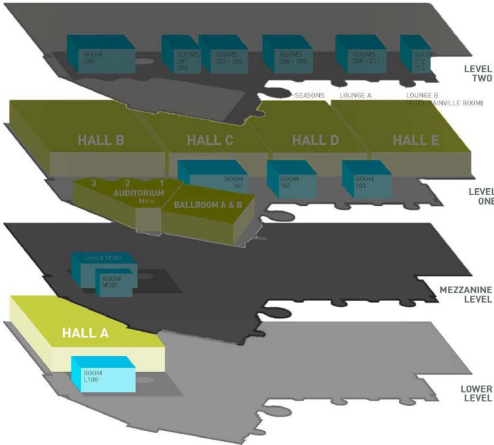
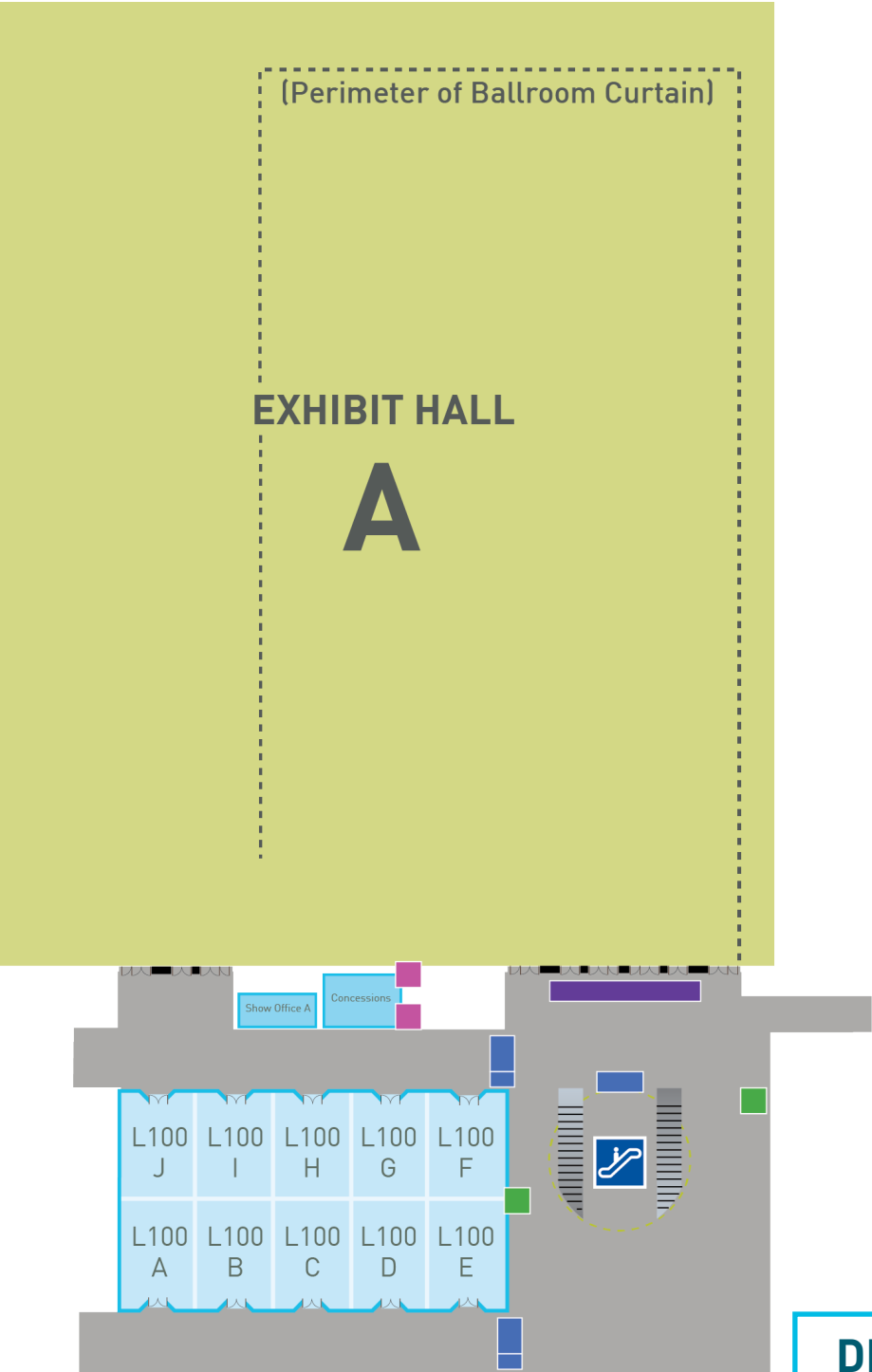
Kiosk Monitors feature events with activities located on the Level One. These two portrait screens dual as directional guides for attendees and an ample location for event graphics.

- **24 in. wide x 53 in. high;  
1080 x 1920 pixels**





# DIGITAL DISPLAYS MAP LOWER LEVEL



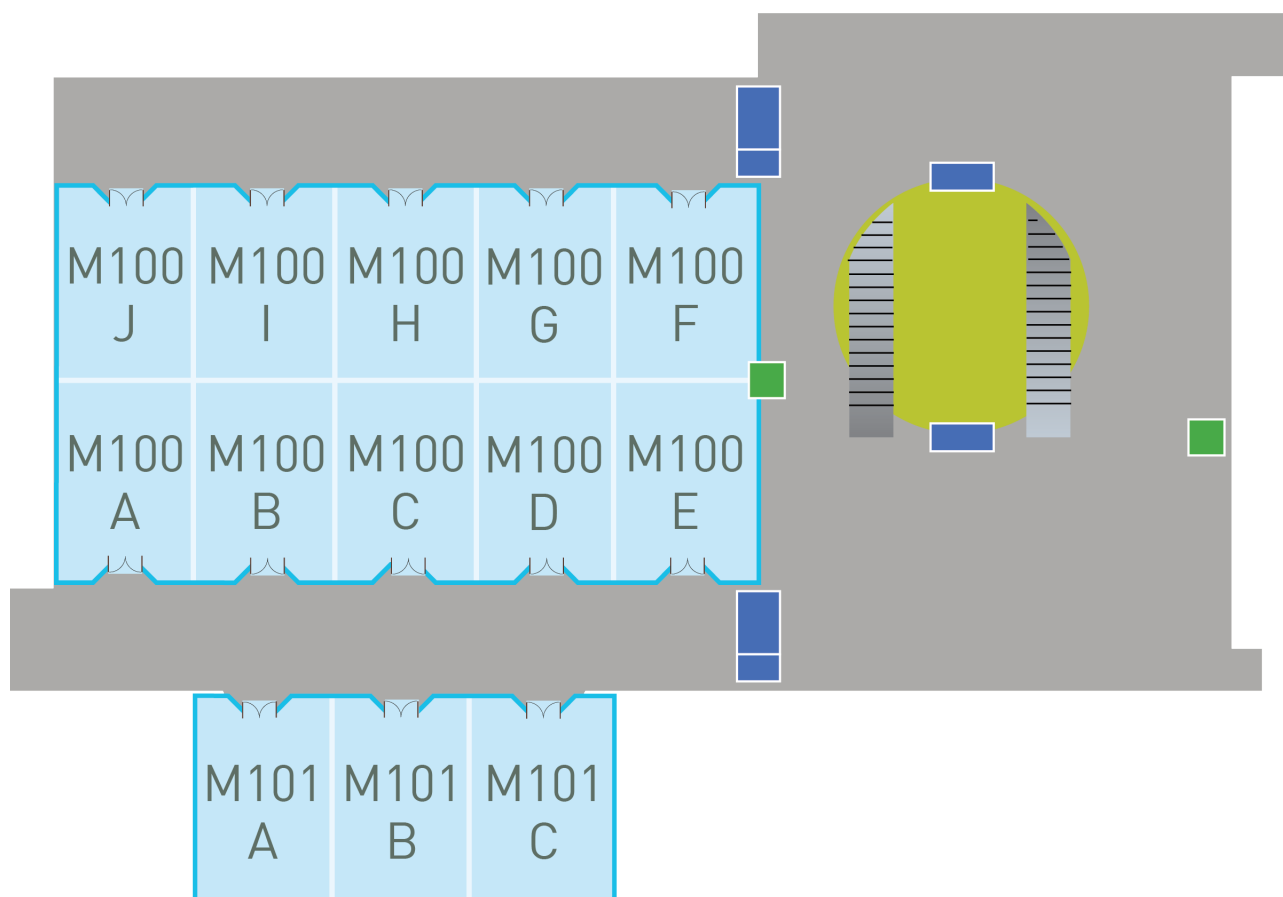
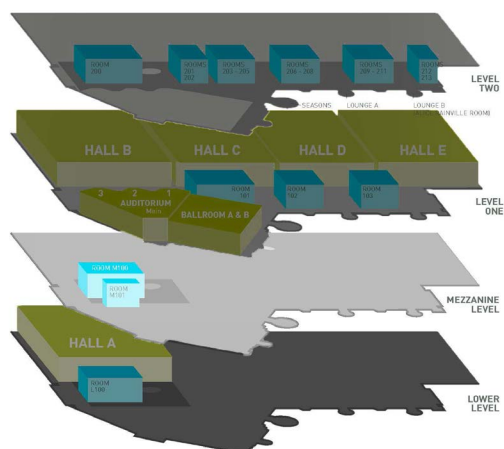
## DIGITAL DISPLAY KEY LOWER LEVEL

- Reader Board
- Overhead Monitor
- Concession Monitor
- Exhibit Hall Video Wall



# DIGITAL DISPLAYS MAP

## MEZZANINE LEVEL



### DIGITAL DISPLAY KEY

#### MEZZANINE LEVEL

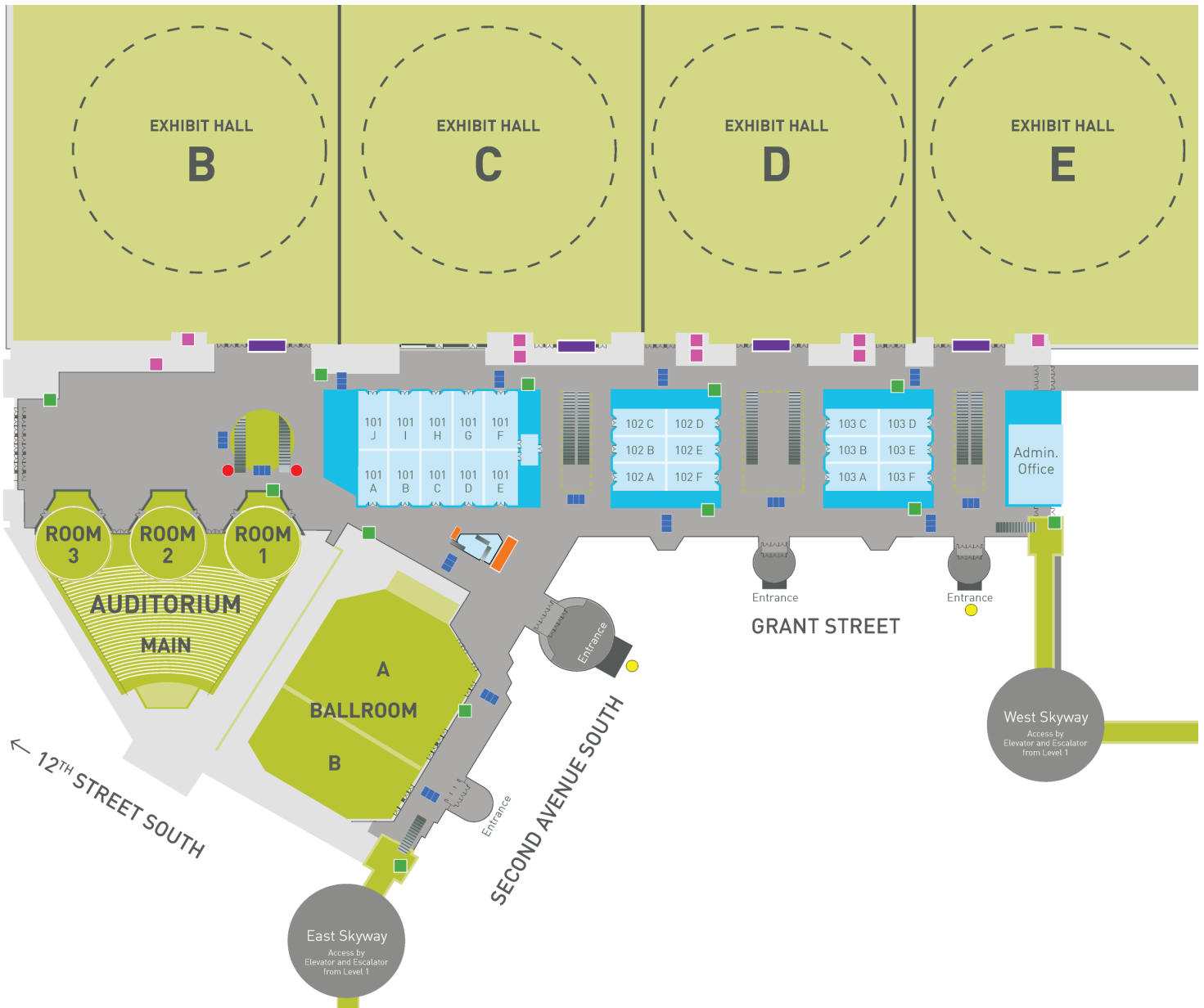
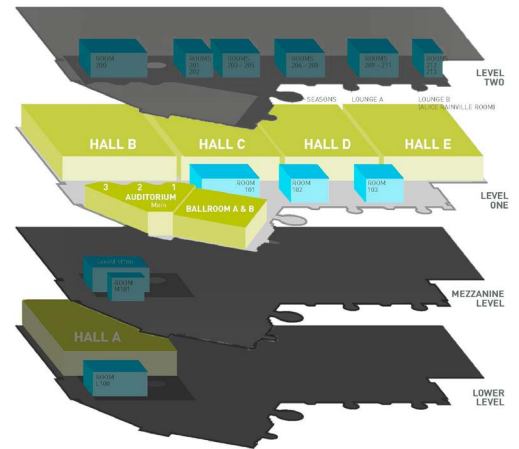
- Reader Board
- ■ ■ Overhead Monitor



# DIGITAL DISPLAYS MAP LEVEL ONE

## DIGITAL DISPLAY KEY LEVEL ONE

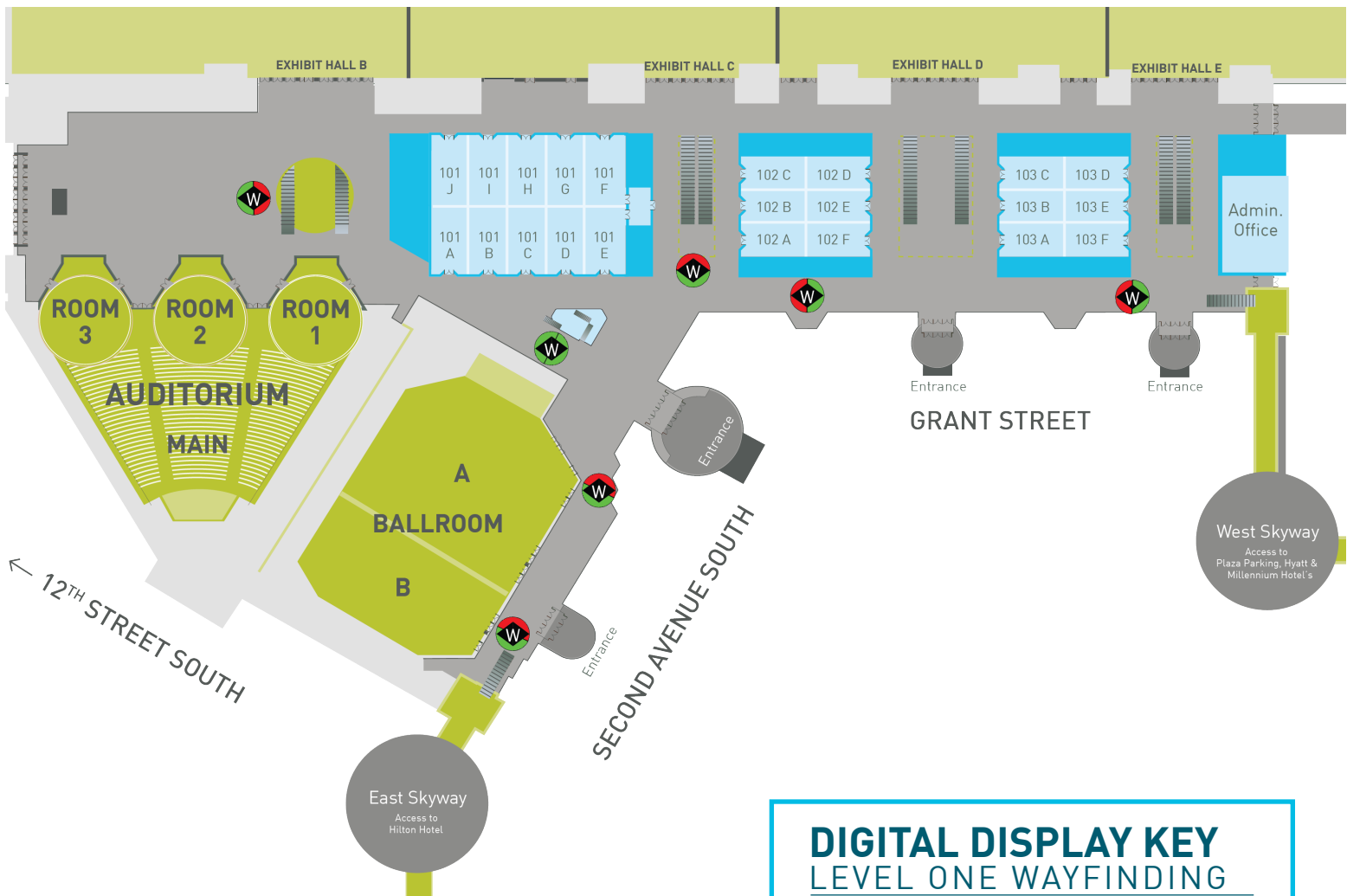
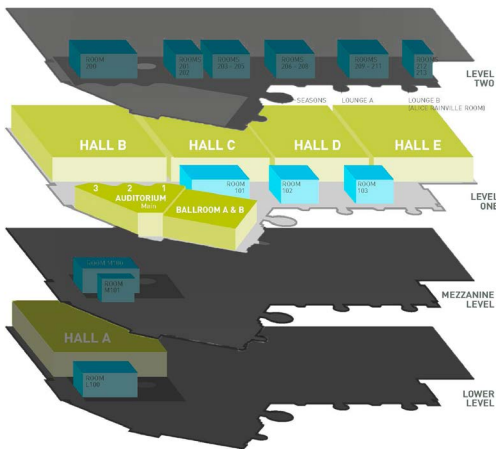
- Reader Board
- Overhead Monitor
- Concession Monitor
- Exhibit Hall Video Wall
- Visitor Information Center Video Wall
- Outdoor Marquee
- Kiosk Monitor





# DIGITAL DISPLAYS MAP

## LEVEL ONE WAYFINDING

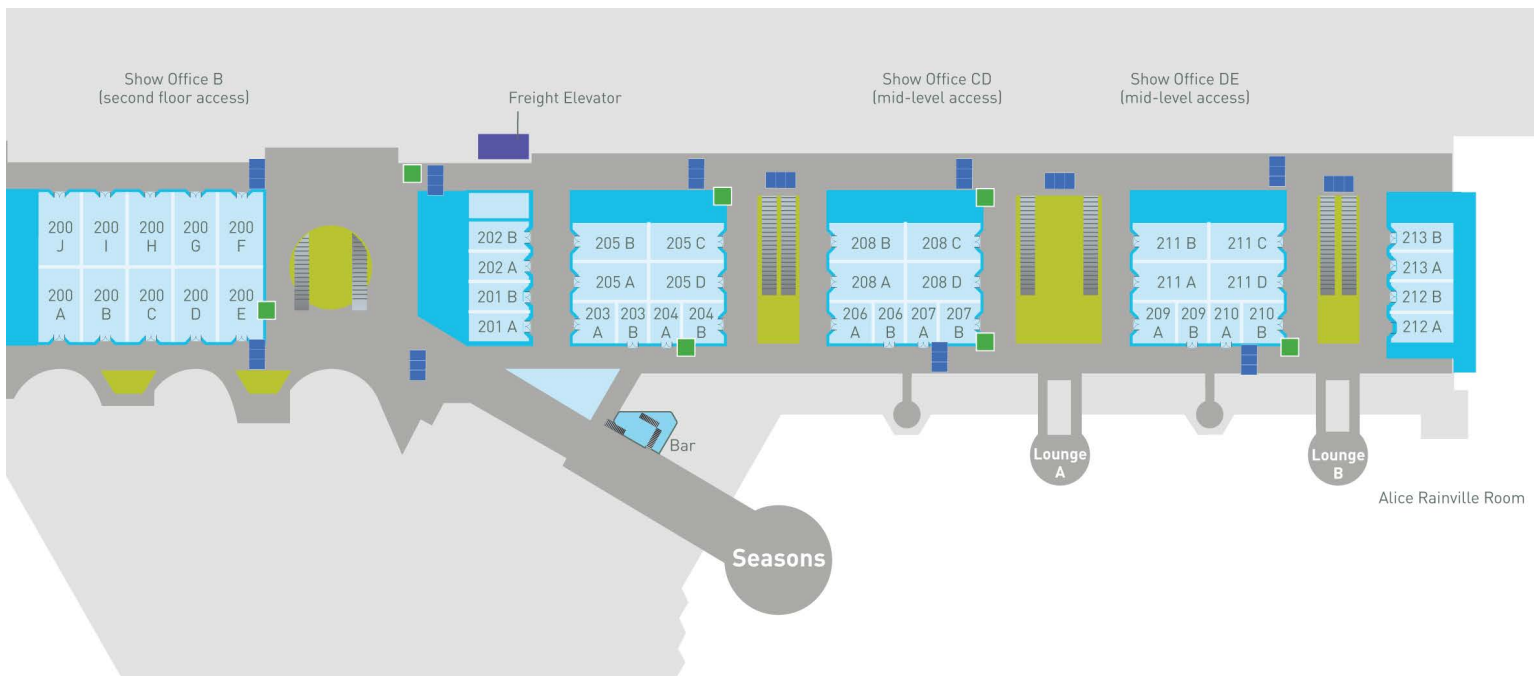
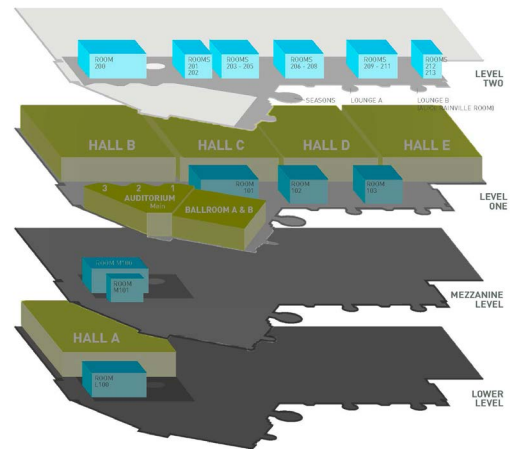


### DIGITAL DISPLAY KEY

#### LEVEL ONE WAYFINDING

 Wayfinding Overhead

# DIGITAL DISPLAYS MAP LEVEL TWO



## DIGITAL DISPLAY KEY LEVEL TWO

- Reader Board
- Overhead Monitor





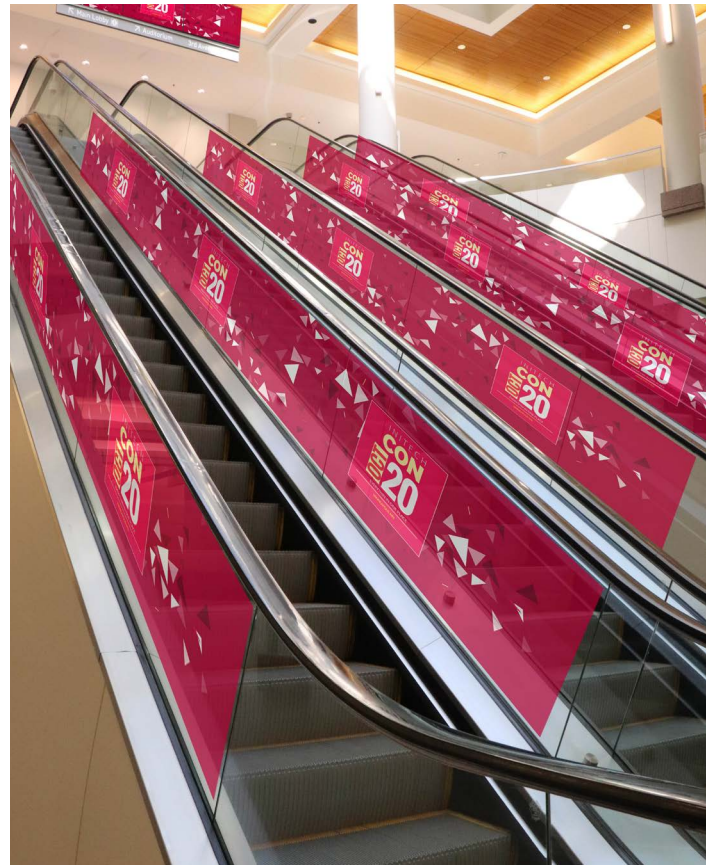




## COLUMN WRAPS

Column Wraps' versatility in high traffic areas offer the greatest visibility and highest brand impact to attendees – these bold designs will make your event stand out in the crowd.

- Column sizes vary



## ESCALATOR CLINGS

Escalator Clings are great for multiple level shows. Their placement visibility allows for various specific target audience aligned with a unique visual impact.

- Escalator sizes vary



## FLOOR CLINGS

With the ability to lead any guest right to your event space door, Floor Clings have one of the highest impression rates and attendee impact – providing an easy opportunity to display your logo or sponsorship assets.

- Max cling size up to 4 ft. wide x 5 ft. high





## STAND OUT IN MINNEAPOLIS

## WINDOW CLINGS

Window Clings offer a zero-competitor advantage due to their location in the Convention Center. The natural light illuminating your design is guaranteed to grab your event attendees' attention and building guests alike.

- Max cling size up to 4 ft. wide x 5 ft. high



## WALL CLINGS

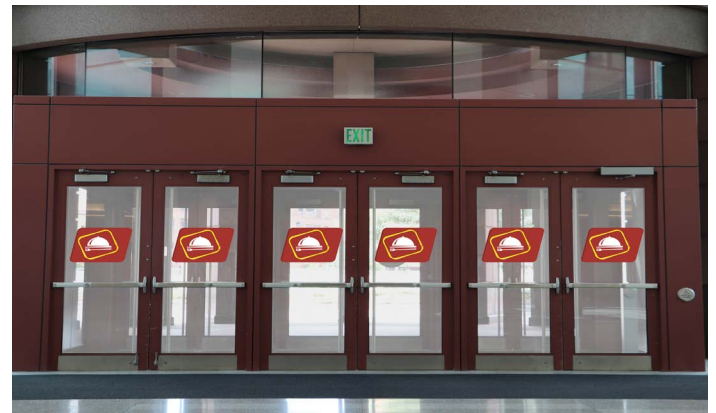
Mark your entrance or guide your guests to your exhibit or meeting - the seamless floor-to-ceiling range Wall Clings allow your creativity to be as attention getting as possible.

- Max cling size up to 4 ft. wide x 5 ft. high

## ENTRANCE DOOR WINDOW CLINGS

Entrance Door Clings are the first thing your attendees and building guests see. This buy-out exclusivity option offers a zero-competitor advantage – allowing your design to be the focus.

- Max cling size up to 2 ft. wide x 2 ft. high





# OPTIMIZE IMPRESSIONS & SIMPLIFY WAYFINDING

## GENERAL SESSION

## BANNERS

Present your graphics with Banners, available for placement throughout the Convention Center.



## GOBO PRESENTATION

Your logo. In lights. Everywhere. Gobos are exactly what you want them to be, they can display your logo and branding assets on the floor, ceiling, or walls and offer static or moving capabilities.

## MEETING ROOM DOORS

Display your event entrance with Meeting Room Door clings.

- Max cling size up to 2 ft. wide x 2 ft. high



## KELBER CATERING

Additional opportunities with Kelber Catering including Dunn Brothers and Craft Bar & Lounge. Contact Kelber Catering: [Exhibitor@kelber.com](mailto:Exhibitor@kelber.com)



## GLASS PANEL RAILINGS

Great for level two events, Glass Panel Rails add the extra touch to your event while showing your brand or sponsorship message.

- Railing sizes vary





# LED LIGHTING





## BALLROOM COVE LIGHTING

The cove LED RGBW lighting is placed within the 58 ceiling coves inside the Ballroom. With a total of 232 DMX channels, you can create any branded color schemes and also apply chase effects, adding movement to your color options.



## EXHIBIT HALL UP-LIGHTING

Each Exhibit Hall dome houses 96 state-of-the-art LED light fixtures set on a 3-channel RGB color system, allowing customization of virtually any color of the rainbow. This feature provides brand messaging opportunities as well as a unique and memorable attendee experience.







# GUIDELINES & STANDARDS

## GENERAL

### APPROVAL PROCESS

All design concepts must be approved in writing by MCC Technology Services Coordinator in advance of production and display.

### UNLISTED DISPLAYS

Any convention center property used for branding and/or sponsorship will be subject to Branding & Sponsorship fees.

### DAMAGES

Client assumes full responsibility for any repair or replacement cost for damages to MCC property. Facility walk through will be conducted prior to installation and after removal of all branding and sponsorship items.

### BILLING

Branding and Sponsorship opportunities are only available to MCC clients during their contracted event dates. All sponsorship and branding fees will be included in your final invoice.

### CONTENT, GRAPHICS & ARTWORK STANDARDS

All content, graphics and artwork must be approved in advance of production by the MCC Technology Services Coordinator 30-days prior to first contracted move-in date. All displayed content must meet MCC Content Display Standards.

### GENERAL INFORMATION

Every effort has been made to ensure accuracy of all information contained in photos and information contained herein. However, no warranties, either expressed or implied are made with respect to these photos and documentation. It is the sole responsibility of the client to physically inspect the facility to verify all facility dimensions and locations.

### DISPLAY LOCATION APPROVAL

Final location approval will be determined by MCC Technology Services Coordinator based upon client's contracted space.

## DIGITAL DISPLAYS

### DIGITAL DISPLAYS DEADLINE INFORMATION

All digital display content, graphics and artwork must be submitted 30-days prior to the first contracted move-in date. Content received within 14-days will be subject to additional labor charges.

### DIGITAL DISPLAYS SPECS

All digital signage and specification information, digital display resolutions, content design templates, accepted file formats and other content creation information is available from MCC Technology Services Coordinator.

### DIGITAL DISPLAYS MATERIALS

Approved file formats are listed below. Audio is not supported.

- **Still Images**  
JPEG, BMP, PNG, PSD, EPS
- **Video**  
AVI uncompressed, MOV QuickTime

# TRADITIONAL PRINT

## PRINTED MATERIALS

Approved materials are listed below. Other materials may be used with MCC approval. Non-adhesive static clings are the only materials approved for use on MCC floors. Materials must be submitted for approval 30-days prior to first contracted move-in date.

- **Floor Clings**
  - ClingZ - white & clear static cling
  - Briteline - clear static cling
- **Window Clings**
  - ClingZ - white & clear static cling
  - Briteline - clear static cling
- **Entrance Door Window Clings**
  - ClingZ - white & clear static cling
  - Briteline - clear static cling
- **Wall Clings**
  - ClingZ - white & clear static cling
  - Briteline - clear static cling
  - Rad Grafix - or similar changeable class adhesive
- **Escalator Clings**
  - ClingZ - white & clear static cling
  - Briteline - clear static cling
- **Column Wraps**
  - ClingZ - white & clear static cling
  - Rad Grafix - or similar changeable class adhesive
  - Vinyole - with Velcro straps
- **Glass Panel Railings**
  - ClingZ - white & clear static cling
  - Briteline - clear static cling
- **GOBO Presentations**
  - Wattage for lighting instruments may not exceed 2000 watts; lighting instruments must be safeguarded per MCC rigging specifications

## PRINT DEADLINE INFORMATION

Client must submit their graphic and concept plans requesting approval for use of printed items 30-days prior to the first contracted move-in date.

## PRINT PRODUCTION, INSTALLATION, REMOVAL

Traditional Print Rental Rates do not include materials, production, installation, or removal. Materials and services are available from your selected decorator or third-party vendor.

## BANNERS

Final location approval will be determined by MCC Technology Services Coordinator based upon client's contracted space.

## PRINT DEFINED

Traditional print includes any graphic that depicts branding, sponsorship, decor, or messaging that is affixed to approved MCC property.

# CONTENT DISPLAY STANDARDS

The MCC intends that its properties constitute non-public forums that are subject to the content-neutral restrictions set forth below. Certain forms of paid and unpaid content will not be permitted for placement or display on MCC digital assets or in its facility. The MCC shall not display or maintain any content that falls within one or more of the following categories:

- Demeaning or disparaging
- Violence, profanity
- Unlawful goods or services
- Unlawful conduct
- Obscenity or nudity
- "Adult" oriented goods or services
- Endorsement
- False, misleading or deceptive commercial speech
- Libelous speech
- Copyright infringement, etc.

# PRICING & PACKAGES

## DIMENSIONS & SIZES DIGITAL DISPLAYS

Display Option	Number of Locations	Number of Displays	Pixel Dimensions	Display Size
Exhibit Hall A Video Wall	1	1	3584 x 360	50 ft. wide x 5 ft. high
Exhibit Hall B Video Wall	1	1	3584 x 360	50 ft. wide x 5 ft. high
Exhibit Hall C Video Wall	1	1	3584 x 360	50 ft. wide x 5 ft. high
Exhibit Hall E Video Wall	1	1	3584 x 360	50 ft. wide x 5 ft. high
Exhibit Hall D Video Wall	1	1	2752 x 360	37 ft. wide x 5 ft. high
Visitor Information Center Front	1	1	3840 x 264	71 ft. wide x 5 ft. high
Visitor Information Center Rear	1	1	1056 x 264	19 ft. wide x 5 ft. high
Overhead Monitor	33	66	1920 x 360 (1920 x 1080 graphic)	12.5 ft. wide x 2 ft. high & 8.5 ft. wide x 2 ft. high
Reader Board	24	24	1920 x 1080	46 in. diagonal
Concession Monitor	5	9	1920 x 1080	46 in. diagonal
Outdoor Marquee	2	4	192 x 352	45 in. wide x 80 in. high
Kiosk Monitor	2	2	1080 x 1920	24 in. wide x 53 in. high

## À LA CARTE PRICING DIGITAL DISPLAYS

Display Option	Price Includes	Display Rotation (10 seconds)	Buy-Out
Exhibit Hall Video Wall	(1) Video Wall	\$1,500	\$4,000
Visitor Information Center Front	(1) Video Wall	\$2,000	\$7,000
Visitor Information Center Rear	(1) Video Wall	\$500	\$1,000
Overhead Monitor	(1) Side (3 monitors per side)	\$150	\$500
Wayfinding Monitor - Logo branded	(7) Sides	\$500	n/a
Reader Board - Logo branded	All 24 Boards	\$500	n/a
Concession Monitor	(1) Monitor	\$100	\$500
Outdoor Marquee - Two week advanced display	All 4 Sides	\$500	n/a
Kiosk Monitor	All 2 Monitors	\$500	\$1,000

## COMPLIMENTARY OPTIONS\* DIGITAL DISPLAYS

Display Option	Includes	Duration	Buy-Out
Wayfinding Monitor (MCC Branding)	(7) Sides	0:05	n/a
Reader Board (MCC Branding)	All 24 Boards	0:10	n/a
Outdoor Marquee (MCC Branding)	All 4 Sides	0:10	n/a

\*Four hour minimum programming costs apply to complimentary options.



# EVENT BRANDED PACKAGES DIGITAL DISPLAYS

Includes	Display Rotation (10 seconds)	Buy-Out
<b>EXHIBIT HALL + OVERHEAD</b>		
(1) Exhibit Hall Video Wall (10 sides) Overhead Monitors	\$2,300	\$4,500
<b>EXHIBIT HALL + WAYFINDING</b>		
(1) Exhibit Hall Video Wall (10 sides) Overhead Monitors (7 sides) Wayfinding	\$2,500	\$5,000
<b>EXHIBIT HALL + VISITOR INFORMATION CENTER (VIC) + OVERHEAD</b>		
(1) Exhibit Hall Video Wall (10 sides) Overhead Monitors (2) VIC Front & Rear	\$3,500	\$10,000
<b>MEZZANINE &amp; LOWER LEVEL</b>		
(14 Sides) Overhead (7 Sides) Wayfinding* (2 Sides) Kiosks (4 Sides) Outdoor Marquee*	\$1,500	\$3,500
<b>OVERHEAD &amp; WAYFINDING</b>		
(10 Sides) Overhead (7 Sides) Wayfinding (24) Reader Boards (4 Sides) Outdoor Marquee*	\$1,300	\$2,500
<b>PROMOTIONAL</b> (two weeks out)		
(2 Sides) Overhead (4 sides) Outdoor Marquee (9) Concession Stand Monitors	\$1,000	n/a

\*Item is in rotation with other content and cannot be bought out

# PROGRAMMING LABOR & DESIGN\* DIGITAL DISPLAYS

Labor Fee (per hour)	Details
\$550	Minimum programming for all content
\$135	Additional labor to cover any client content changes, and/or digital display programming.
Design Fee	Details
\$1,000	Minimum design for all content
\$275 (per hour)	Additional labor to cover any client changes or additional designs

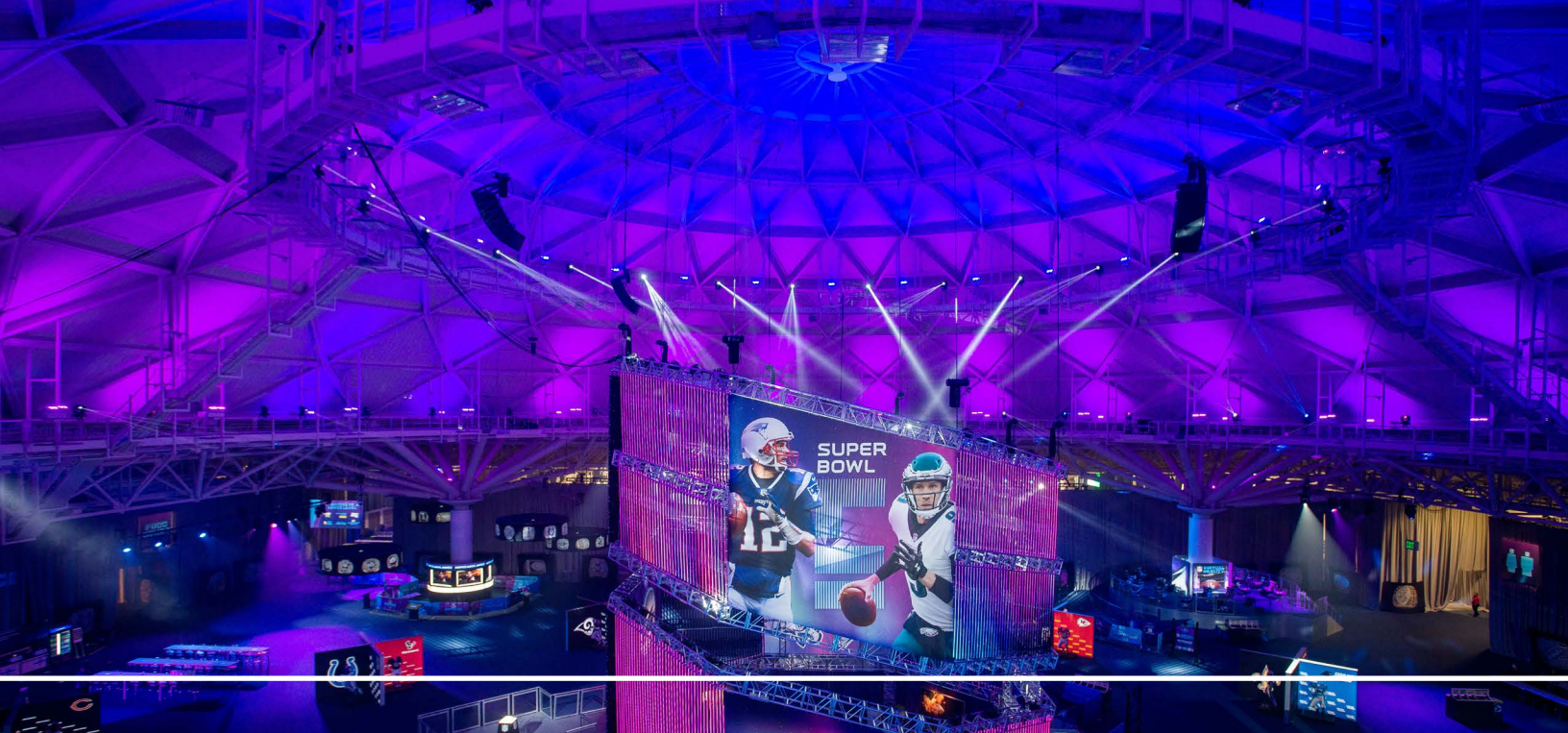
\*All pricing for duration of event. All displays subject to availability. Content must be submitted 30 days prior to first event date. Additional labor fees will be added for content received less than 14 days from start date. Fees apply for content produced by MCC and for client-initiated changes.

# PRICING\* TRADITIONAL PRINT

Print Option	Maximum Size	Rate Includes	Rental Rate
Banners	Sizes vary; cannot obstruct/hide displays	Maximum quantity per lobby space	\$1,000
Column Wraps	Sizes vary	Per lobby space	\$1,000
Entrance Door Clings	2 ft. wide x 2 ft. high; window sizes vary	Maximum quantity per lobby space	\$1,000
Escalator Clings	Sizes vary	Per escalator	\$500
Floor Clings	4 ft. wide x 5 ft. high	Maximum quantity per lobby space	\$1,000
Glass Panel Railings	Sizes vary	Maximum quantity per lobby space	\$1,000
Gobo Presentation	n/a	Maximum quantity per lobby space	\$1,000
Meeting Room Doors	2 ft. wide x 2 ft. high	Maximum quantity per lobby space	\$1,000
Miscellaneous Objects or Locations	Size Varies	Contact Technology Coordinator for details	\$1,000
Wall Clings	4 ft. wide x 5 ft. high	Maximum quantity per lobby space	\$1,000
Window Clings	4 ft wide x 5 ft high.	Maximum quantity per lobby space	\$1,000

*\*All pricing for duration of event. All signage subject to availability.*



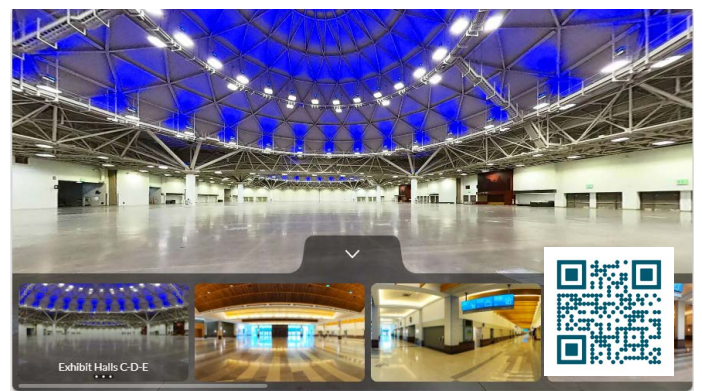


## EXPERIENCE VIRTUAL & 360° TOURS

### DIGITAL OPTIONS



### 360° TOUR



#### > MORE INFORMATION

[Branding.MinneapolisConventionCenter.com](https://branding.minneapolisconventioncenter.com)







Meet **Minneapolis**  
City by Nature



**Minneapolis**  
Convention Center

**Minneapolis**  
Convention Center

→ Ballroom

Auditorium, Hall A-B, 101 →

Elevate your event with  
**BRANDING & SPONSORSHIP**

MCCBranding@minneapolismn.gov | 612-335-6331 | MinneapolisConventionCenter.com