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

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**
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 feature events with activities located on the Mezzanine and Lower Level. 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

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
ALL LEVELS

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

EXHIBIT HALL
- B
- C
- D
- E

AUDITORIUM
- MAIN
- ROOM 1
- ROOM 2
- ROOM 3

BALLROOM
- A

GRANT STREET

12TH STREET SOUTH

SECOND AVENUE SOUTH

East Skyway

West Skyway

Admin.
Office

Entrance

Entrance

101 A
101 B
101 C
101 D
101 E
101 F
101 G
101 H
101 I
101 J
102 A
102 B
102 C
102 D
102 E
102 F
102 G
102 H
102 I
102 J
103 A
103 B
103 C
103 D
103 E
103 F
103 G
103 H
103 I
103 J
DIGITAL DISPLAYS
LEVEL TWO

ALL LEVELS

DIGITAL DISPLAY KEY
LEVEL TWO

- Reader Board
- Overhead Monitor

Show Office B
(second floor access)

Freight Elevator

Show Office CD
(mid-level access)

Show Office DE
(mid-level access)

Seasons

Alice Rainville Room
Experience
VIRTUAL & 360° TOURS

DIGITAL OPTIONS

360° TOUR

WEBSITE
Traditional Print
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
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

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

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
Create Easy Directions + OPTIMIZE IMPRESSIONS

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 KATERING
Additional opportunities with Kelber Catering including Dunn Brothers and Craft Bar & Lounge. Contact Kelber Catering: 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
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.

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
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 sponsorship may be subject to space rental fees.

DAMAGES
Client assumes full responsibility for any repair of 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

*The MCC reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of the above standards as it deems necessary to comply with law and to accommodate its primary convention function.
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.

CONTENT DISPLAY STANDARDS

The MCC intends that its properties constitute nonpublic 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.

*The MCC reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of the above standards as it deems necessary to comply with law and to accommodate its primary convention function.*
# Dimensions & Sizes

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

## À la Carte Pricing

<table>
<thead>
<tr>
<th>Display Option</th>
<th>Price Includes</th>
<th>Display Rotation (10 seconds)</th>
<th>Buy-Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Video Wall</td>
<td>(1) Video Wall</td>
<td>$1,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>Visitor Information Center Front</td>
<td>(1) Video Wall</td>
<td>$1,000</td>
<td>$7,000</td>
</tr>
<tr>
<td>Visitor Information Center Rear</td>
<td>(1) Video Wall</td>
<td>$250</td>
<td>$1,000</td>
</tr>
<tr>
<td>Overhead Monitor</td>
<td>(1) Side (3 monitors per side)</td>
<td>$100</td>
<td>Varies</td>
</tr>
<tr>
<td>Overhead Monitor - Logo branded wayfinding</td>
<td>(7) Wayfinding Locations</td>
<td>$500</td>
<td>n/a</td>
</tr>
<tr>
<td>Reader Board - Logo branded</td>
<td>All 24 Boards</td>
<td>$500</td>
<td>n/a</td>
</tr>
<tr>
<td>Concession Monitor</td>
<td>(1) Monitor</td>
<td>$100</td>
<td>$500</td>
</tr>
<tr>
<td>Outdoor Marquee - Two week advanced display</td>
<td>All 4 Monitors</td>
<td>$500</td>
<td>n/a</td>
</tr>
<tr>
<td>Kiosk Monitor</td>
<td>All 2 Monitors</td>
<td>$500</td>
<td>n/a</td>
</tr>
</tbody>
</table>

## Complimentary Options*

<table>
<thead>
<tr>
<th>Display Option</th>
<th>Includes</th>
<th>Display Rotation (10 seconds)</th>
<th>Buy-Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overhead Monitor - Basic text wayfinding</td>
<td>(7) Wayfinding Locations</td>
<td>Complimentary</td>
<td>n/a</td>
</tr>
<tr>
<td>Reader Board - Automated basic text</td>
<td>All 24 Boards</td>
<td>Complimentary</td>
<td>n/a</td>
</tr>
<tr>
<td>Outdoor Marquee</td>
<td>All 4 Monitors</td>
<td>Complimentary</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*Four hour minimum programming costs apply to complimentary options.
### Packages Digital Displays

<table>
<thead>
<tr>
<th>Includes</th>
<th>Display Rotation (10 seconds)</th>
<th>Buy-Out</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Exhibit Hall + Overhead</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Exhibit Hall Video Wall (10 sides) Overhead Monitors</td>
<td>$2,200</td>
<td>$4,400</td>
</tr>
<tr>
<td><strong>Exhibit Hall + Wayfinding</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Branded Exhibit Hall Video Wall (10 sides) Branded Overhead Monitors (7 sides) Branded Wayfinding</td>
<td>$2,500</td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>Exhibit Hall + Visitor Information Center (VIC) + Overhead</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Branded Exhibit Hall Video Wall (10 sides) Branded Overhead Monitors (2) Branded VIC Front &amp; Rear</td>
<td>$3,000</td>
<td>$9,000</td>
</tr>
<tr>
<td><strong>Mezzanine &amp; Lower Level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Branded Kiosk (7 sides) Branded Wayfinding (14 sides) Branded Overhead Monitors</td>
<td>$1,500</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Promotional (two weeks out)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(4 sides) Branded Outdoor Marquee (9) Concession Stand Monitors (1) Branded VIC Rear</td>
<td>$1,000</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### Programming Labor* Digital Displays

<table>
<thead>
<tr>
<th>Labor Fee (per hour)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500</td>
<td>Minimum programming for all content</td>
</tr>
<tr>
<td>$125</td>
<td>Additional labor to cover any MCC staff content creation, client content changes, and/or digital display programming.</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Print Option</th>
<th>Maximum Size</th>
<th>Rate Includes</th>
<th>Rental Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>Sizes vary; cannot obstruct/hide displays</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Column Wraps</td>
<td>Sizes vary</td>
<td>Per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Entrance Door Clings</td>
<td>2 ft. wide x 2 ft. high; window sizes vary</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Escalator Clings</td>
<td>Sizes vary</td>
<td>Per escalator</td>
<td>$500</td>
</tr>
<tr>
<td>Floor Clings</td>
<td>4 ft. wide x 5 ft. high</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Glass Panel Railings</td>
<td>Sizes vary</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Gobo Presentation</td>
<td>n/a</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Meeting Room Doors</td>
<td>2 ft. wide x 2 ft. high</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Wall Clings</td>
<td>4 ft. wide x 5 ft. high</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
<tr>
<td>Window Clings</td>
<td>4 ft wide x 5 ft high.</td>
<td>Maximum quantity per lobby space</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*All pricing for duration of event. All signage subject to availability.
Elevate your event with 
BRANDING & SPONSORSHIP

MCCBranding@minneapolismn.gov   |   612-335-6121   |   MinneapolisConventionCenter.com