

2014 MUSIC CITY CENTER



ADVERTISING. SPONSORSHIPS. BANNERS.

REV 1/14

MUSIC CITY CENTER: ADVERTISING, SPONSORSHIP AND BANNER PROGRAM

The Music City Center has the following approved Advertising, Sponsorship, and Banner Opportunities:

- Internal Digital Monitors (the recommended and “Green” option)
- External Banners
- Internal Banners
- Stair Graphics
- Glass Clings
- Static Displays on Ledges or Balconies
- Exhibit Hall Perimeter signage
- Exhibit Hall Booth Rigging
- Projected video or static images
- Grand Ballroom Lobby

If you have any questions regarding this program, please contact:

**EVENT SERVICES DEPARTMENT
615.401.1471**

GENERAL REQUIREMENTS

- All banners, signs, clings, etc. and their requested locations MUST be approved thirty (30) days in advance of installation date and must be installed by the Music City Center Rigging Team.
- Installation and dismantling schedules must be coordinated with your assigned Event Manager thirty (30) days in advance of the installation date.
- All glass and carpet clings must be installed by the Music City Center Rigging team and their hourly rate will include the appropriate amount of time to clean all glass surfaces covered by clings immediately following removal. This includes but is not limited to escalator glass side panels and all other glass walls, doors, etc.
- Height limitations may apply in certain areas for glass clings.
- Any lift rentals required to hang on the inside or the outside of the facility would be at the expense of the licensee and in addition to the stated pricing.
- Ground supported, free standing signage tubes and trussing to support signage may be installed by the licensee's contractor. MCC may determine if additional tie lines or support are needed at the licensee's expense.
- Free standing tubes or trussing located on approved facility ledges or balcony areas MUST be installed by the Music City Center Rigging Team.
- Column wraps, signage, etc MUST be installed by the Music City Center Rigging Team.
- Under no circumstances may signage be adhered to any wood, stone, drywall surfaces or MCC furniture/equipment/art, etc in the facility.
- 2014 rigging rates are \$69/hr/man with a 4.0 hr minimum. The minimum rig crew is three (3) riggers.

DISPLAY SCREENS

There are 108 digital monitors controlled by Janus throughout the facility. The name of your event and the schedule of events are provided complimentary for all licensees. This is the recommended and preferred method of advertising your event and sponsors while maintaining our Sustainability or “Green” goals as a LEED certified facility.

47” LCD Monitors 1920 x 1080 in Public Spaces
19” Meeting Room Concourse Monitors

You may also wish to add your event logo, sponsors, or run a video through-out the facility. Available monitors will be determined based on the location of space leased.

STATIC IMAGES - \$25/Screen/Monitor/day. Package deals are available based on volume.
For images: Jpeg (you will be able to see the white box surrounding your logo) or PNG (no white box around your logo, looks a lot cleaner) files. A higher DPI is usually better for the resolution of the screens, closer to 300 DPI is preferable.

VIDEO – Call for quote.

For video: 100 – 200 Mbps (3-4 min). Videos can be played on an individual screen and, if you would like the same video throughout the building, please send in DVD format at 100 – 200 Mbps to be played on our DVD/Blue Ray player.



47” LCD



19” ROOM MONITOR

STATIC IMAGES: \$25 / screen / monitor / per day

LEVEL 1: 5 large - 26 small: \$400 a day / per slide OR \$600 a day / video

LEVEL 2: 9 large - 35 small: \$600 a day / per slide OR \$900 a day / video

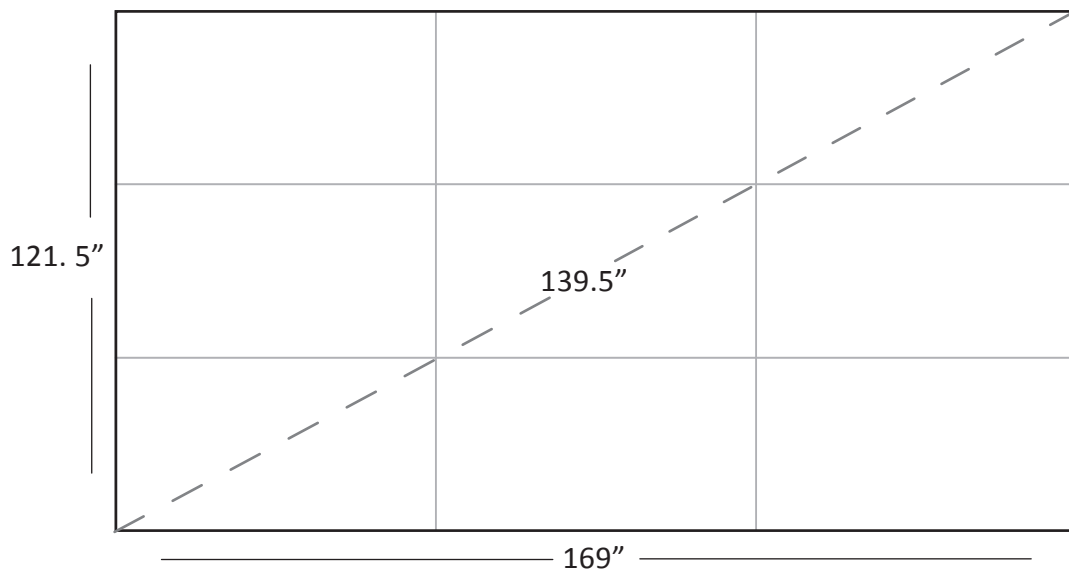
LEVEL 3: 18 large - \$1000 a day / per slide OR \$1500 a day / video

LEVEL 4: 4 large - 7 small: \$300 a day / per slide OR \$1500 a day / video

ALL: 36 large - 68 small (104 total): \$2000 a day / per slide OR \$3000 a day / video

5TH & DEMONBREUN LARGE SCREEN

\$1500 per day or \$4000 per event



EXTERNAL SIGNAGE

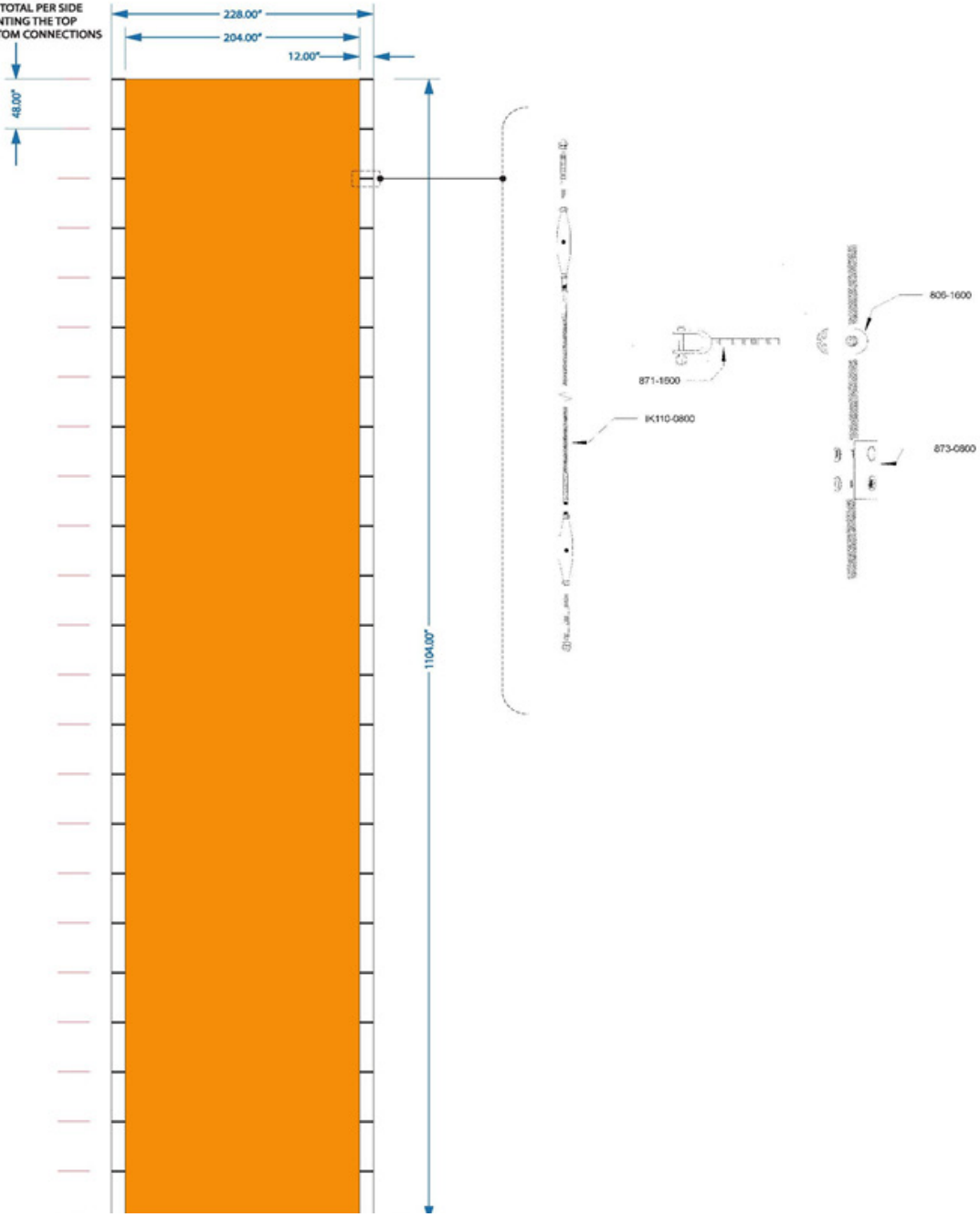
The entire facility must be leased by your group to utilize any exterior signage locations.



5th and Demonbreun (17'w x 92' long)
Ledges or Balcony overhangs (various)

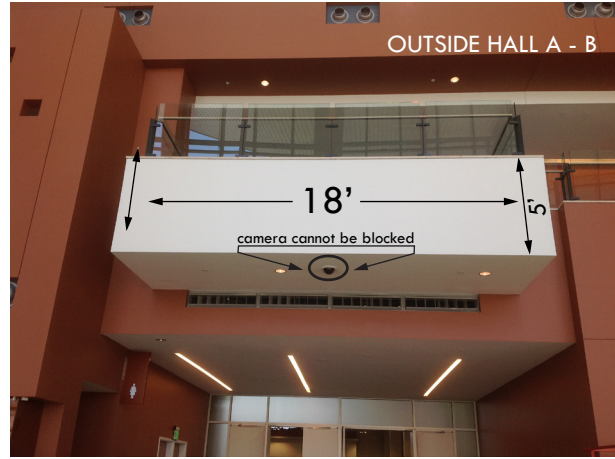
JARVIS

HARDWARE EVERY 48"
22 PIECES TOTAL PER SIDE
NOT COUNTING THE TOP
AND BOTTOM CONNECTIONS



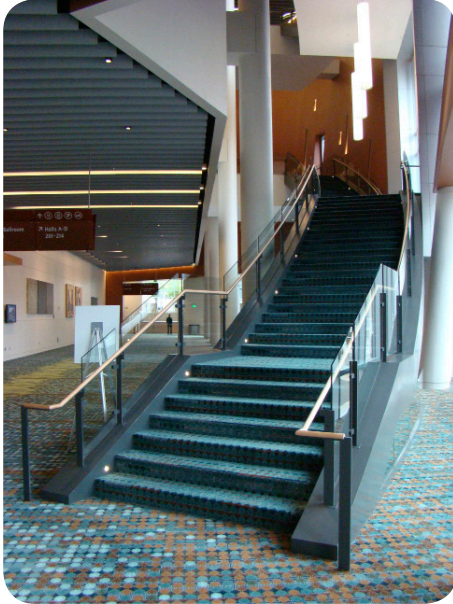
113 OLD HICKORY BLVD. E
MADISON, TN 37115
P: 615.865.6062
F: 615.865.6083
www.jarvisigns.com

INTERNAL SIGNAGE:



STAIR GRAPHICS

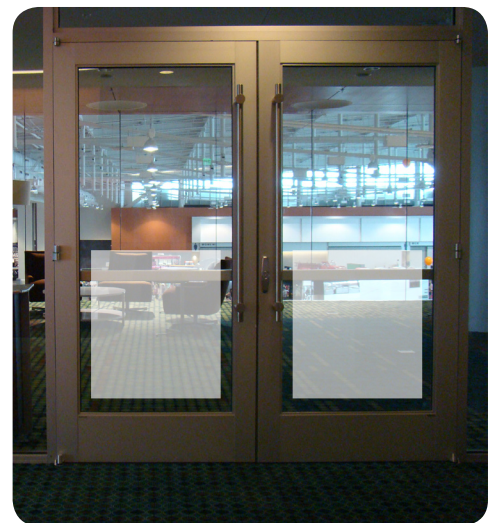
MCC has several beautiful stairwells that would be an excellent sponsorship/advertising opportunity for floor clings. See attached photo examples.



GLASS CLINGS: INCLUDES ESCALATOR GLASS SIDE PANELS



Clings can not exceed the height of the white line.



Door clings should only be chest high or lower.

STATIC DISPLAYS: LEDGES OR BALCONIES



Note: Availability based on proximity to leased areas and in consideration of other tenants in the facility.



EXHIBIT HALL: BOOTH RIGGING / CLINGS



PROJECTED IMAGE OR VIDEO

MCC A/V PRICING:

Truss, Base plates, Sony 5200 projector (does 4:3 and 16:9) with labor and strike:

1st day = \$1265

Day 2 = \$800

Day 3 = \$400

*additional days complimentary.

Please call for a custom quote when multiple locations are required (615) 401-1328.



Note: Space and power fee is complimentary if equipment is ordered through the Music City Center A/V Department.

Rigging and power must be ordered

HANG POINTS

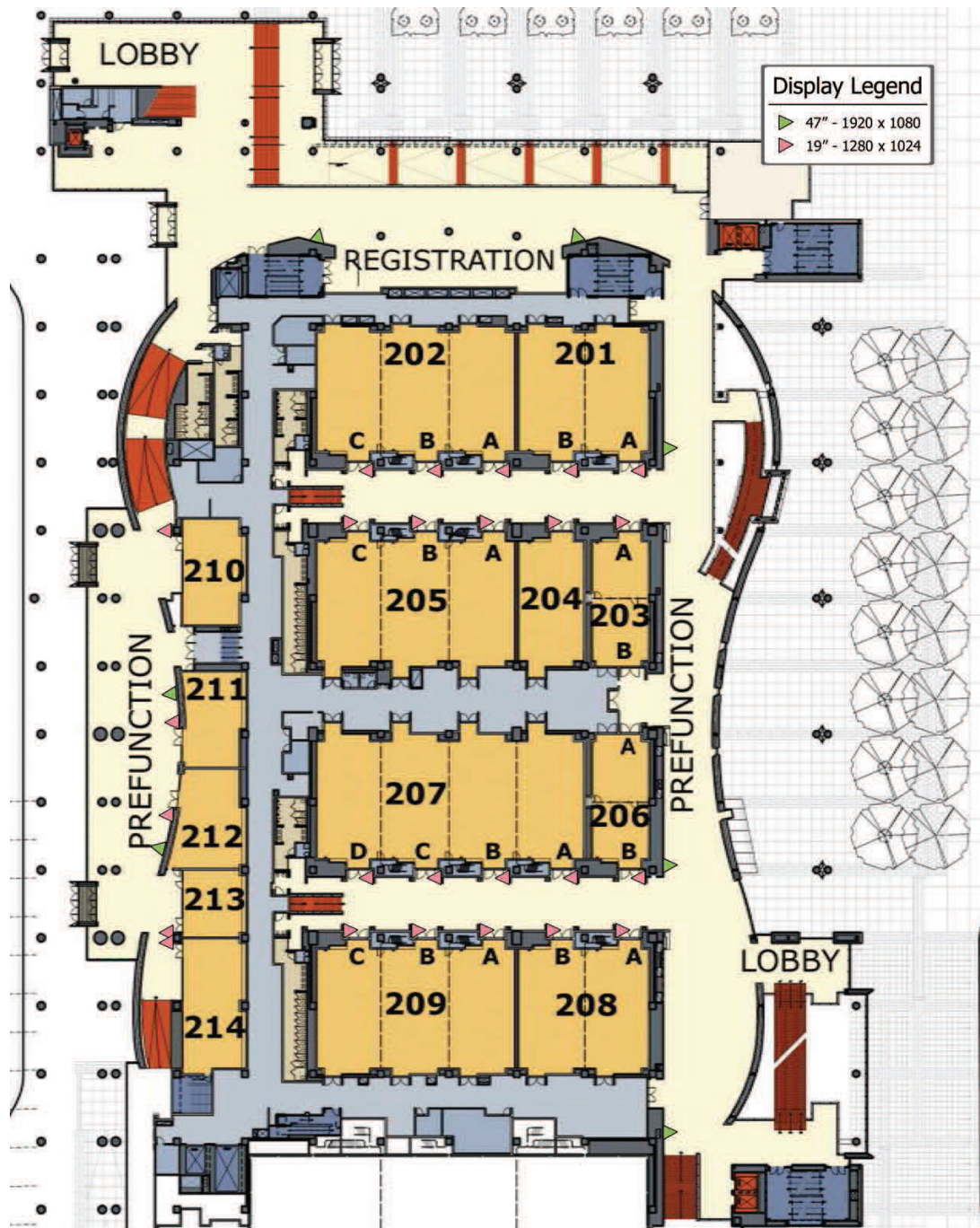


Grand Ballroom: Level 4

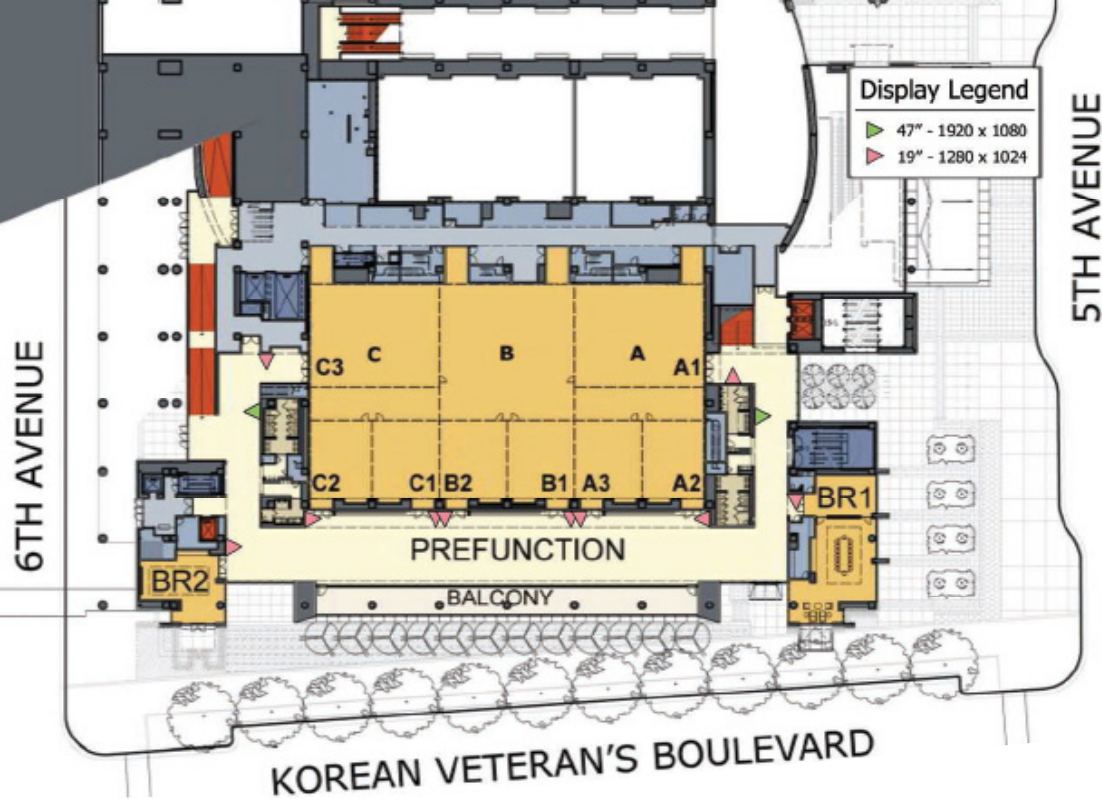
LEVEL 1: MEETING ROOMS MONITOR LOCATIONS



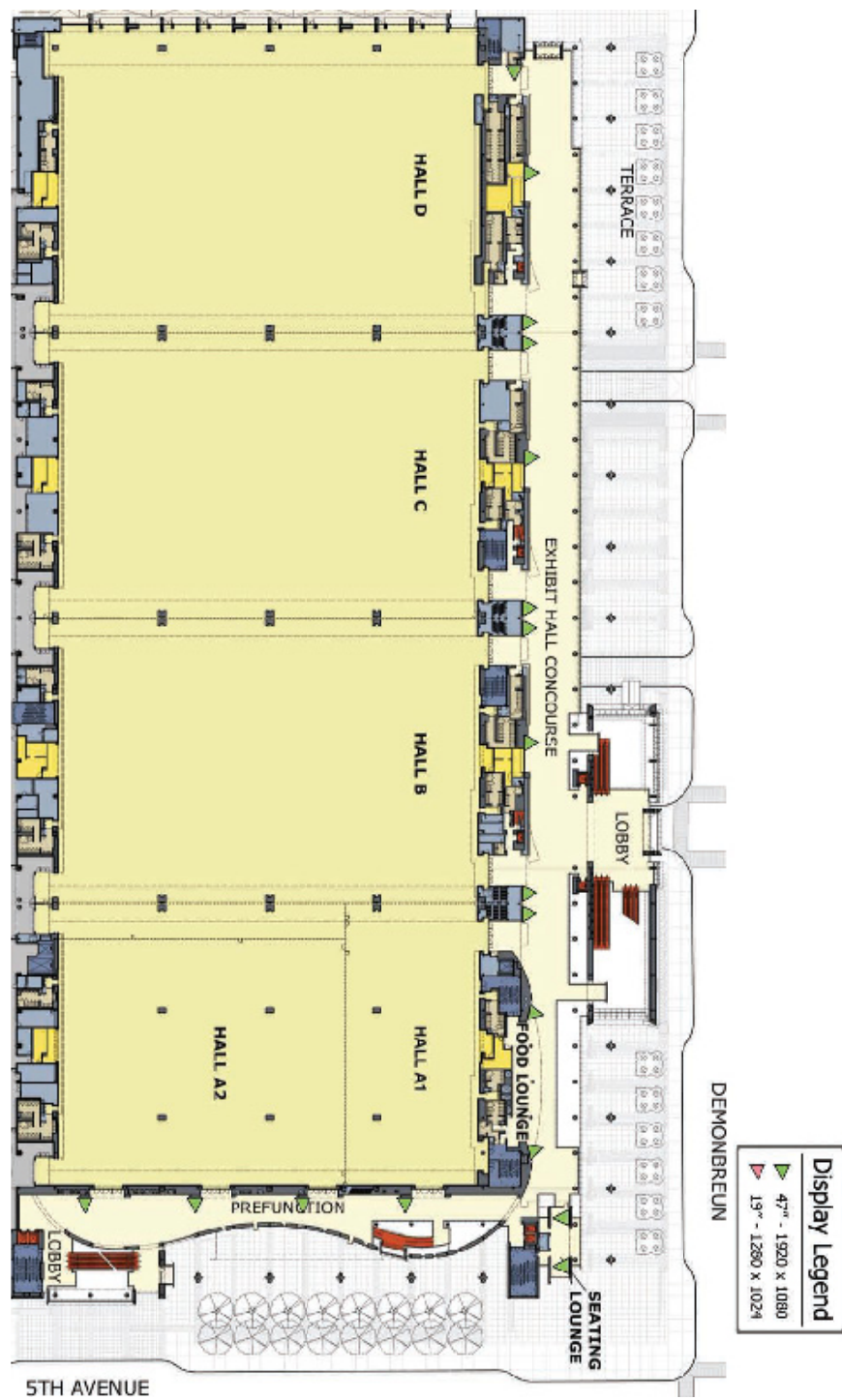
LEVEL 2: MEETING ROOMS MONITOR LOCATIONS



LEVEL 1M: DAVIDSON BALLROOM MONITOR LOCATIONS



LEVEL 3: EXHIBIT HALL MONITOR LOCATIONS



LEVEL 4: GRAND BALLROOM MONITOR LOCATIONS

