

# UNCONVENTIONAL

Music City Center Digital Advertising Kit



## Music City Center's Sponsorship and Advertisement Opportunities

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Music City Center is proud to present the Unconventional Advertising Program. This program offers clients and local businesses the opportunity to purchase advertising 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.

This Advertising Program was 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 hundreds of local and out-of-town visitors daily.



## Music City Center Sustainability

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In addition to fulfilling their branding/advertising needs, customers will be proud to know they are contributing to the Music City Center's sustainability goals of reducing waste. 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 are interested in advertising at Music City Center or have questions regarding digital signage opportunities, please contact:

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Digital Media Coordinator  
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Technology Manager  
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[Chris.Jolly@nashvillemcc.com](mailto:Chris.Jolly@nashvillemcc.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 St. 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. For locations and pricing see pages 9-14.

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



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



## 65" Display

Our digital signage system offers thirty-six 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 9 -14 for location and pricing.



65"	Specifications
Size	65"
Total Number	36
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. Every meeting room in our facility is equipped with a Room Board Display. 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 locations and custom pricing see pages 9 - 14.



Room Board	Specifications
Size	19"
Total Number	60
Pixel Dimensions	1280 x1024
Image Format	.png, .jpg
Video Format	Not Available
Legend	●





## Video Wall Display - Level 1

This significant display unit is positioned on the entrance wall of 5th & Demonbreun St. It is the first thing visitors see as they enter Music City Center from that entrance. Capable of handling all types of media including audio, the Video Wall is an exceptional tool for creating a memorable audio/visual impact. For location and pricing see pages 9-14.

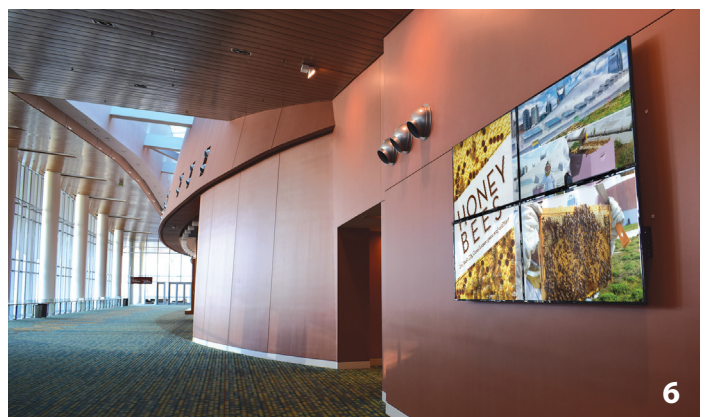


Video Wall - Level 1	Specifications
Size	10' x 5'6"
Total Number	1
Pixel Dimensions	1920x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	<span style="color: blue;">█</span>

Video Wall - Level 4	Specifications
Size	8' x 4'6"
Total Number	1
Pixel Dimensions	1920x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	<span style="color: green;">█</span>

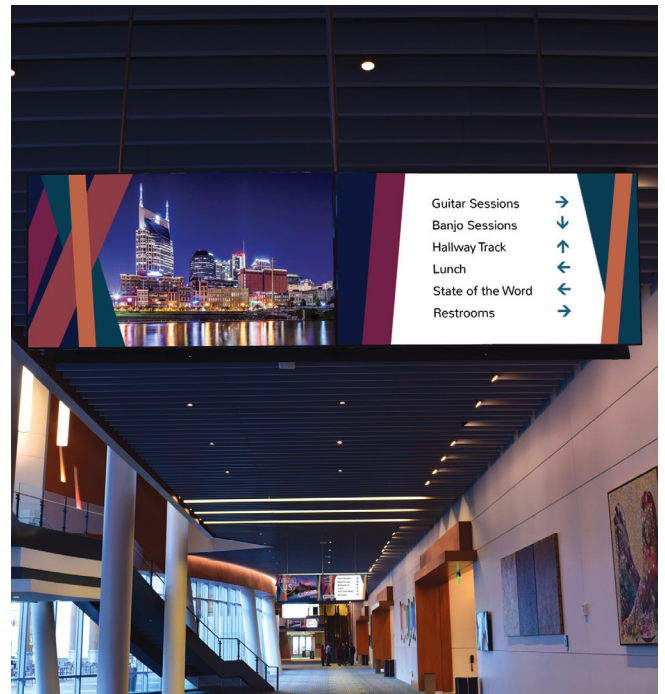
## Video Wall Display - Level 4

The Level 4 Video Wall is located outside the Karl F. Dean Grand Ballroom. Hanging adjacent to an overlook of the Music City Center main concourse on Level 3, this Video Wall provides an excellent branding opportunity for customers who have event space on Level 4. For location and pricing see pages 9-14.



## 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 locations and pricing see pages 9-14.




Wayfinding Pods	Specifications
Size	4 - 65" Displays
Total Number	17
Pixel Dimensions	3840x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	





## Corner Wraps

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 St., 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 9-14.











Corner Wraps	Specifications
Total Size	7' x 10'
Side A	7' x 6'
Side B	7' x 4'
Total Number	3
Pixel Dimensions	1600x1080
Side A	960x1080
Side B	640x1080
Image Format	.png, .jpg
Video Format	.mp4
Legend	





# Digital Advertising Price Guide

## Individual Displays

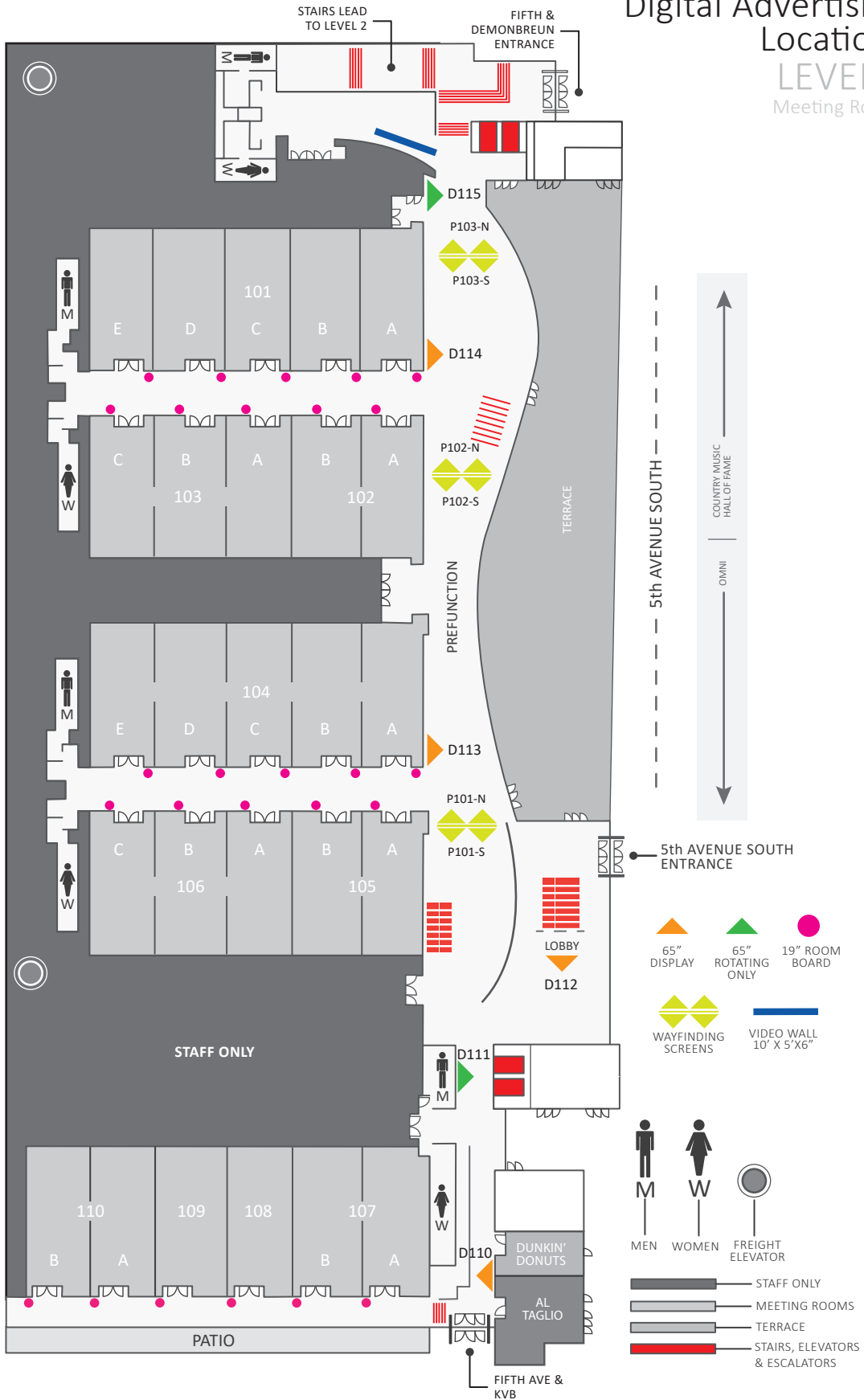
Inventory	Pixel Dimensions	Legend	Slide (10 Sec)	Buy-Out
65" Display	1920x1080	 	\$185	\$360
80" Display	1920x1080		\$300	\$600
90" Display Exhibit Hall A	1080x1920		\$1,800	\$4,000
Wayfinding Pods (4 - 65" Displays)	1920x1080 3840x1080		\$740	\$1,440
Corner Wrap Display	1600x1080		\$1,500	\$3,500
Exhibit Hall Dormer	576x1152		\$2,000	\$5,000
10' x 5'6" Video Wall Level 1	1920x1080		\$1,500	\$5,000
8' x 4'6" Video Wall Level 4	1920x1080		\$1,000	\$4,000
Custom Room Board	1280x1024		<i>Contact for pricing</i>	

## Packages

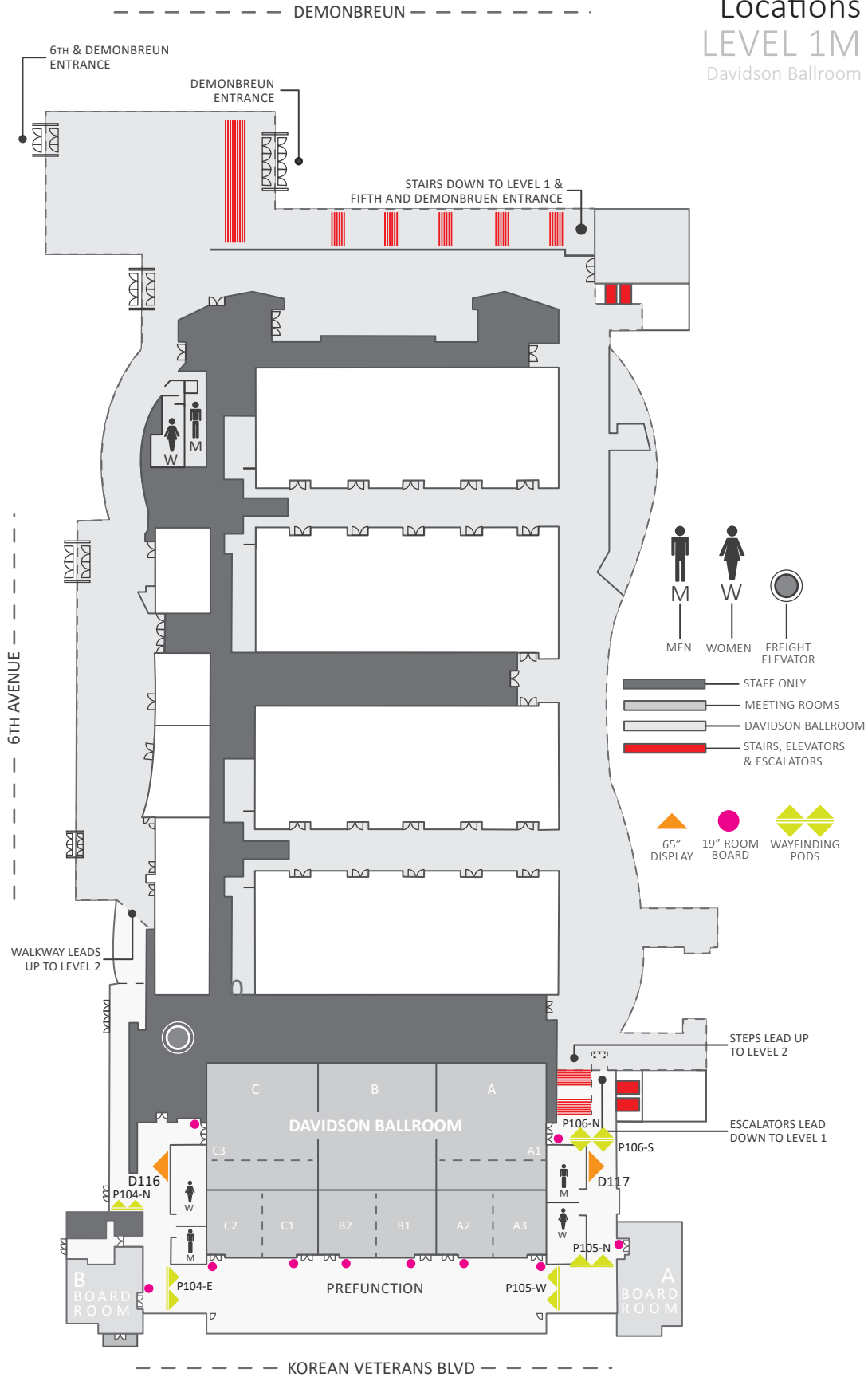
<b>Level 1 - Meeting Rooms</b>	<b>Slide (10 Sec)</b>	<b>Buy-Out</b>
4 - 65" Displays 3 - Wayfinding Pods (12 - 65" Displays) 1 - Video Wall 10'x 5'6"	\$4,000	\$9,000
<b>Level 1M - Davidson Ballroom</b>	<b>Slide (10 Sec)</b>	<b>Buy-Out</b>
2 - 65" Displays 3 - Wayfinding Pods (12 - 65" Displays )	\$1,750	\$3,500
<b>Level 2 - Meeting Rooms</b>	<b>Slide (10 Sec)</b>	<b>Buy-Out</b>
6 - 65" Displays 7 - Wayfinding Pods (28 - 65" Displays)	\$6,000	\$10,500
<b>Level 3 - Exhibit Hall</b>	<b>Slide (10 Sec)</b>	<b>Buy-Out</b>
15 - 65" Displays 2 - Wayfinding Pods (8 - 65" Displays ) 3 - Corner Wrap LED Displays	\$9,000	\$17,000
<b>Level 4 - Karl F. Dean Grand Ballroom</b>	<b>Slide (10 Sec)</b>	<b>Buy-Out</b>
4 - 65" Displays 2 - Wayfinding Pods (8 - 65" Displays) 1 - Video Wall- 8'x4'6"	\$2,500	\$5,000
<b>Complete Music City Center Digital Signage Buy-Out</b>	<i>Contact for pricing</i>	
Includes All Levels, Exhibit Hall Dormers and Custom Room Boards		

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

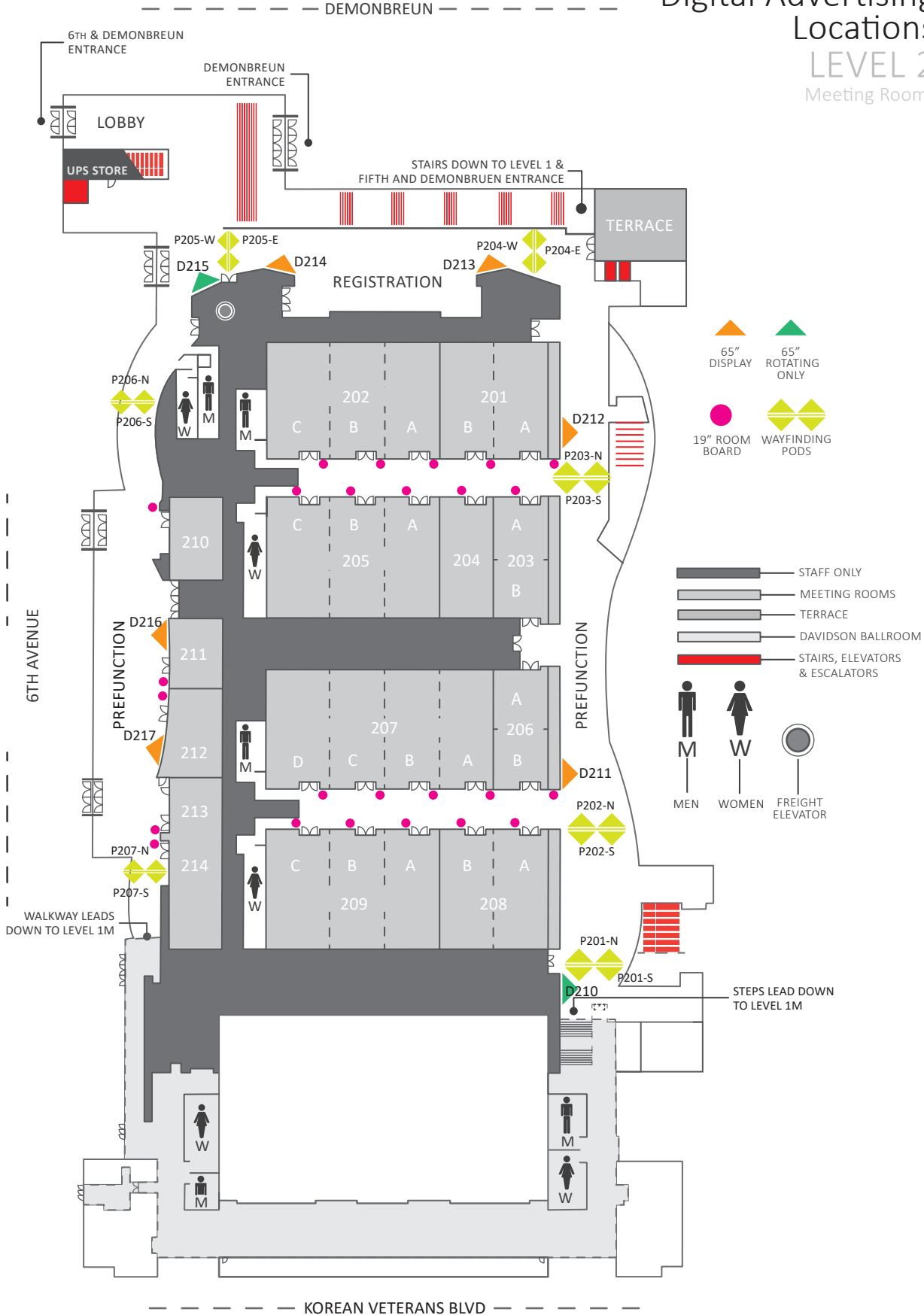
# Music City Center Digital Advertising Locations LEVEL 1 Meeting Rooms



Music City Center  
**Digital Advertising  
 Locations**  
**LEVEL 1M**  
 Davidson Ballroom

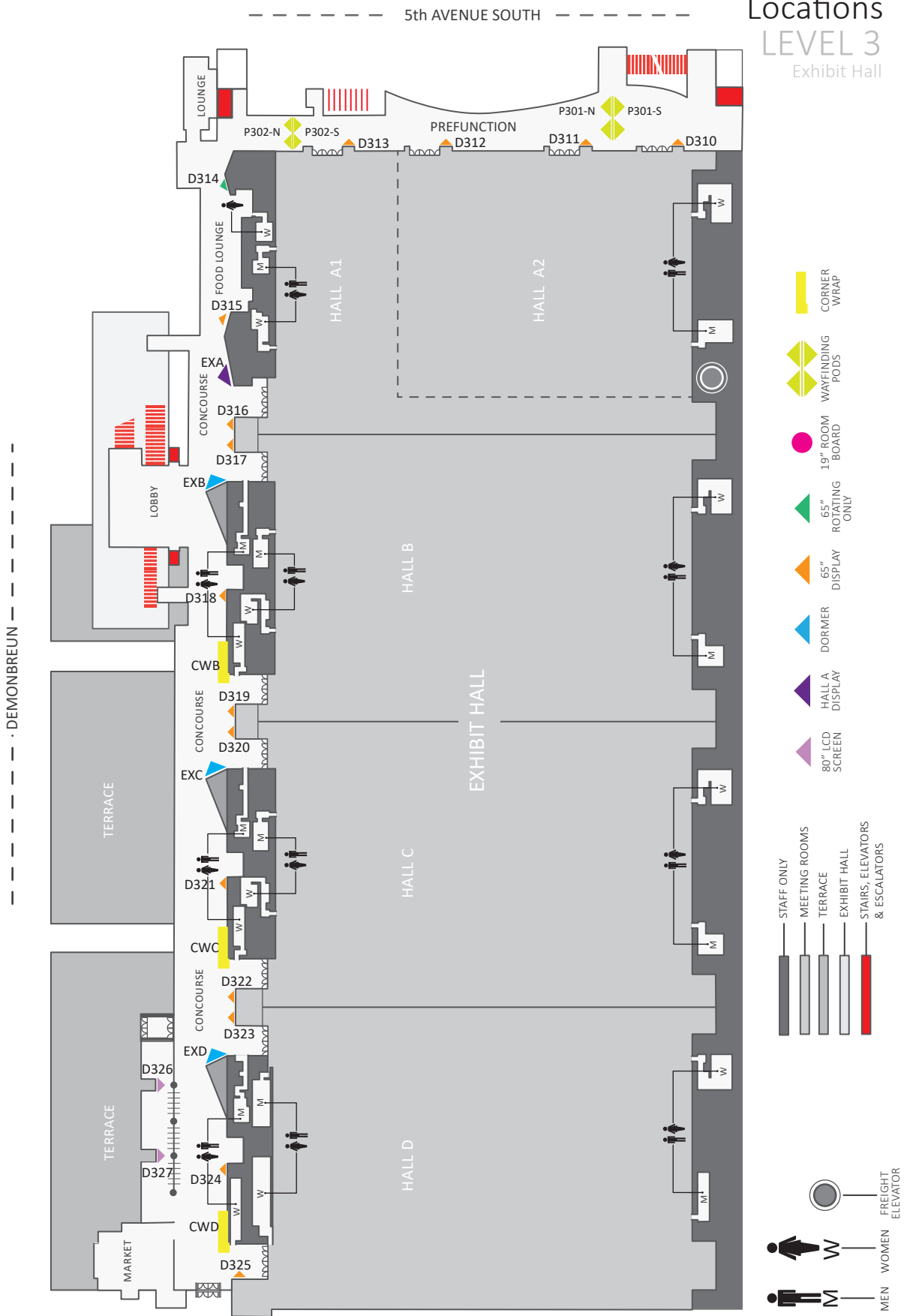


Music City Center  
**Digital Advertising Locations**  
**LEVEL 2**  
 Meeting Rooms



Music City Center  
**Digital Advertising  
 Locations**

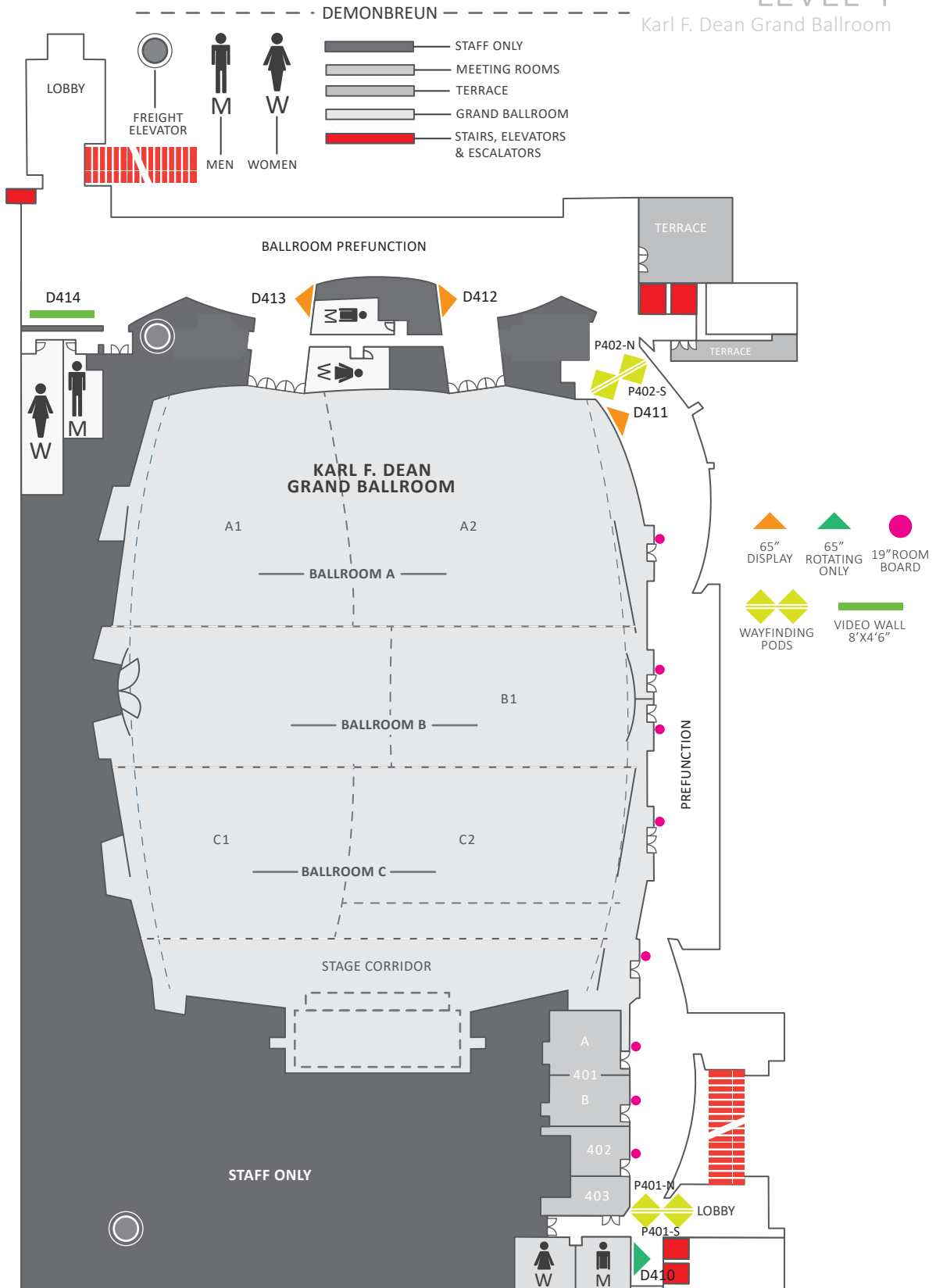
**LEVEL 3**  
 Exhibit Hall



# Digital Advertising Locations

## LEVEL 4

Karl F. Dean Grand Ballroom



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