

ADVANTAGE PROGRAM

sponsorship that works



More than 230 Digital Screens

.....from **52ft.** to 46in.

- Pricing that can't be matched (All screens are **Permanent** and connected to our Network)
- **Digital Signage** is the future
- Easy to make **changes or corrections**
- Maximize your sponsorship **Bottom Line** using multiple spots on one large LED vs. one **Expensive Banner** that is **Trashed**
- **5-Day lead time** required for digital signage – Eliminate the cost and time associated with static signage for install, removal, print production, proofs, labor, lifts, and transport
- Digital Signage **Building Buyout Discounts** (page **40**)



LED Truck

8-Hours per day around Hotels and GWCC

2 Sides: 1960 x 480 – Back 480 x 480

Exclusive Content Jpg and MP4s

Cost: **\$3,500 per day**

Exclusive Show Content

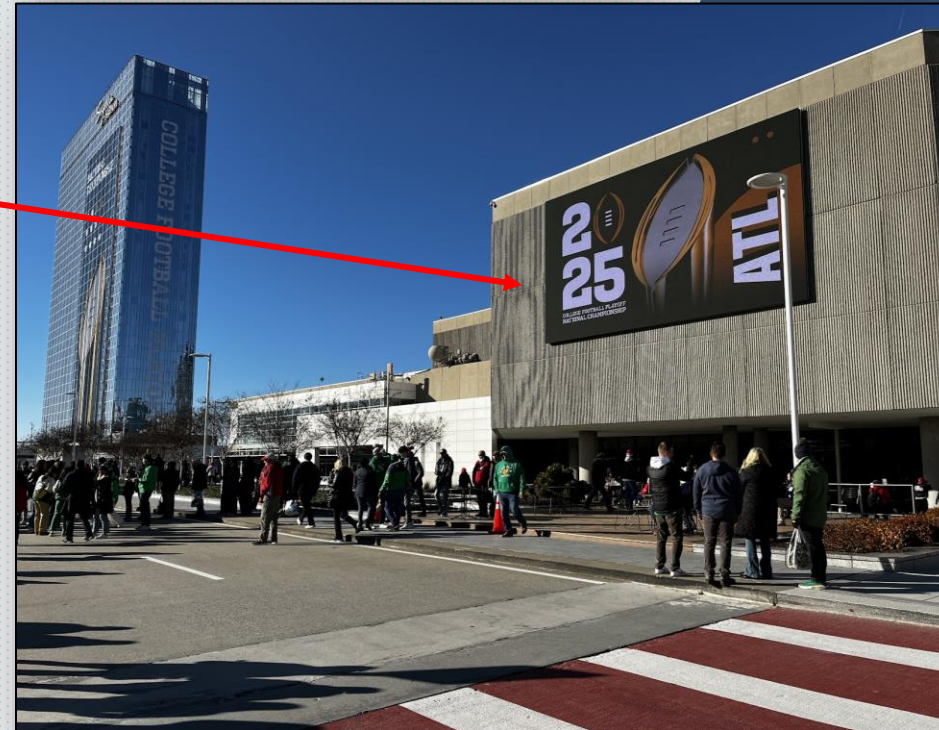


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January 2026-June 2026





TMB XL-LED (B Building)

Entry to Building B, 52'x26' (1920x1080
JPG/MP4s)

Cost: **\$4,800** 40 seconds out of
120 second loop
Duration of event

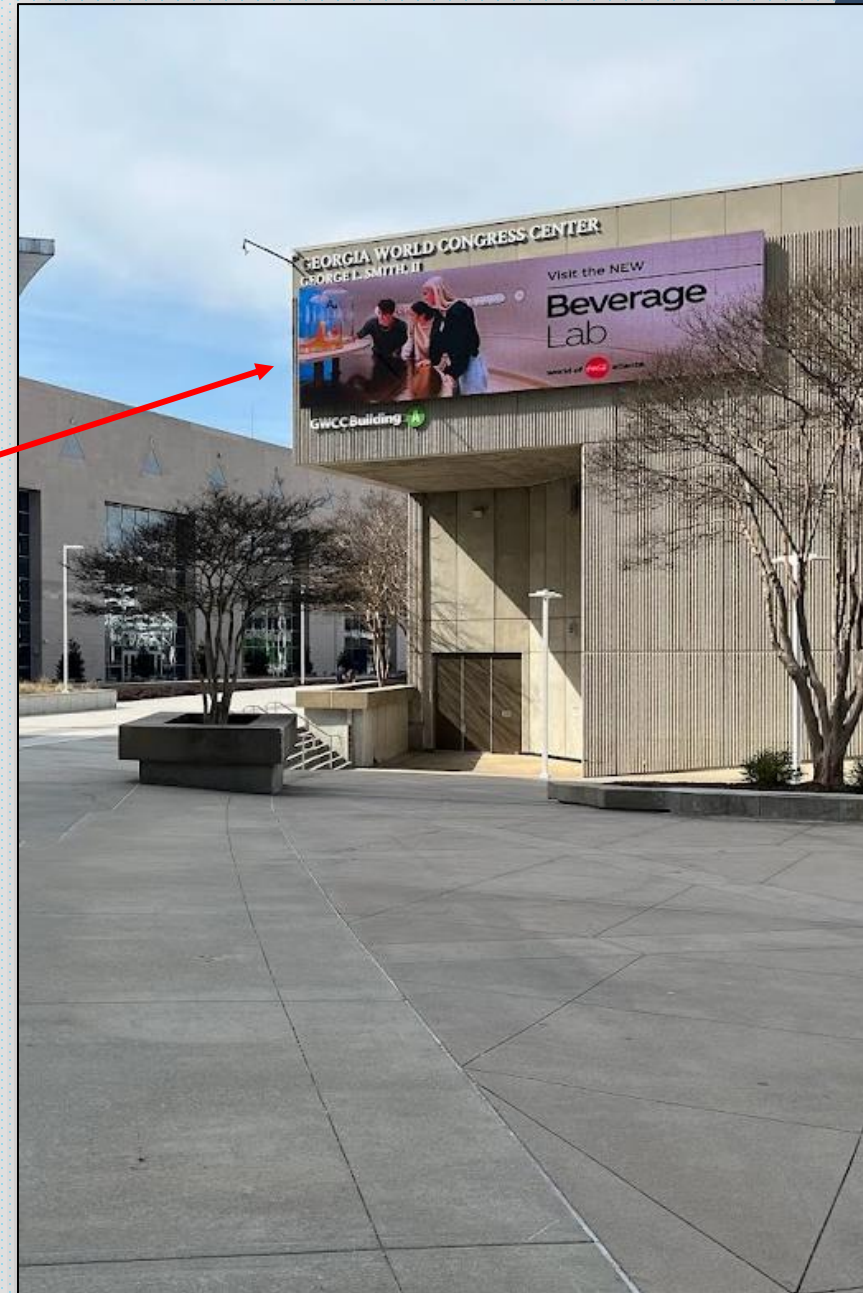




East Plaza Billboard (A Building)

Side of A Building 48' x 14' (900x240
JPG/MP4s)

Cost: **\$3,800** 40 seconds out of
120 second loop
Duration of event

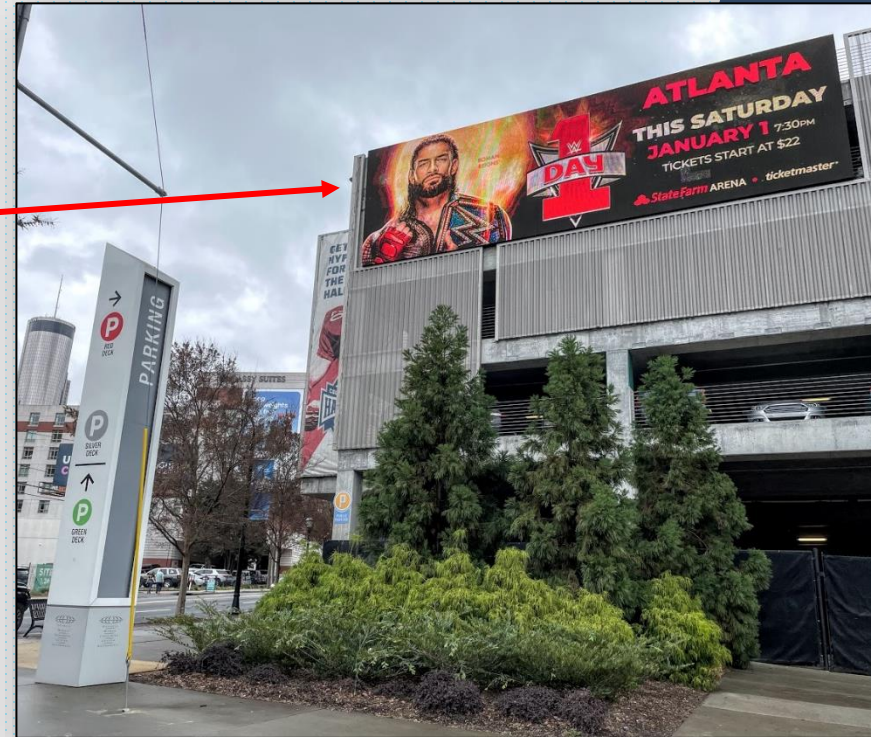


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Marietta Street Deck

College Football Hall of Fame, 48'x14'
(900x240 JPG/MP4s)

Cost: **\$3,400** 40 seconds out of
120 second loop
Duration of event



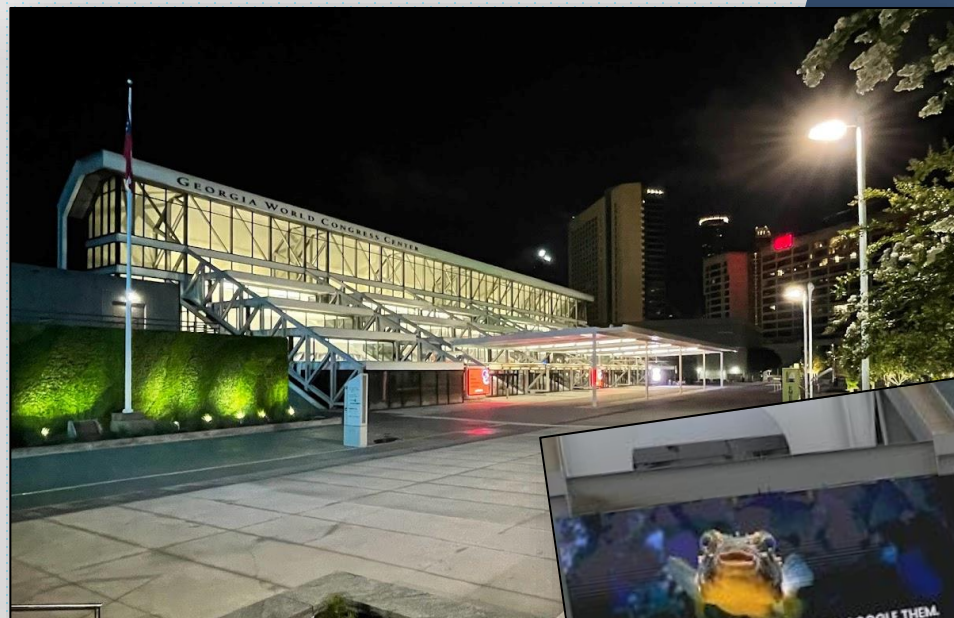
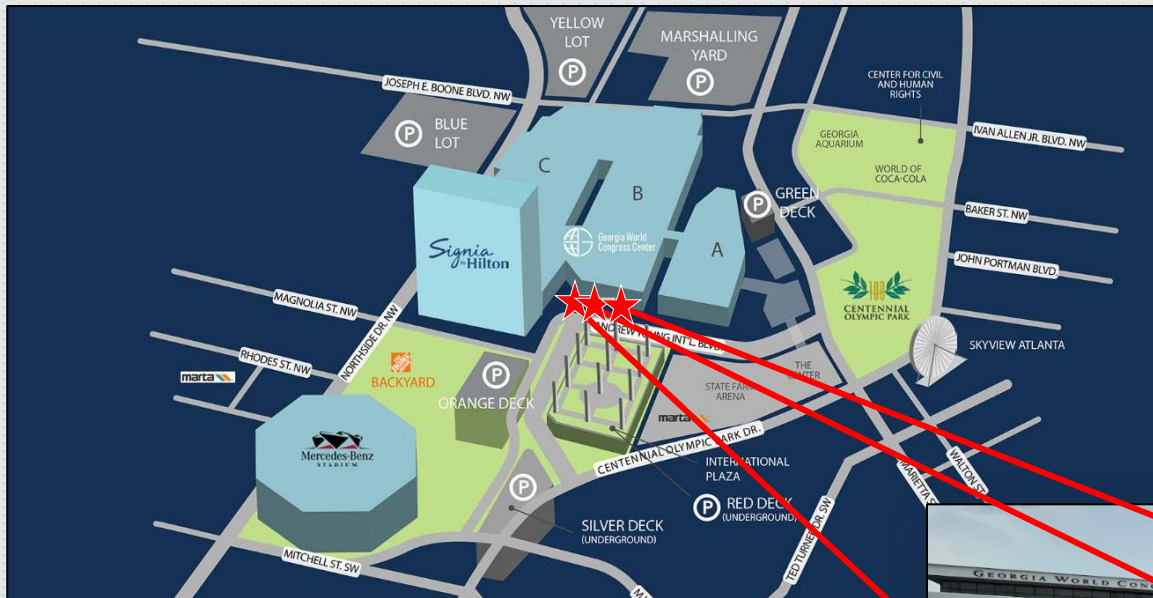
Three LEDs 10ftW x 6.5ftH

Exclusive Show Content

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B Building Banner Box LEDs (3)

Three 10ft x 6.6ft LED - Digital Screens

Cost: **\$2,000** per screen

Exclusive Show Content (1920x1080

JPG/MP4s)

Duration of event



One-sided LED 6.5ftW x 10ftH

Exclusive Show Content

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A Building (Exclusive)

1-sided LED and 4 Banners

Cost: \$2,000 for LED (1080x1920 JPG/MP4)

\$825 per Vinyl Banner 60"x96"

Production, install, removal

Vinyl
Banners





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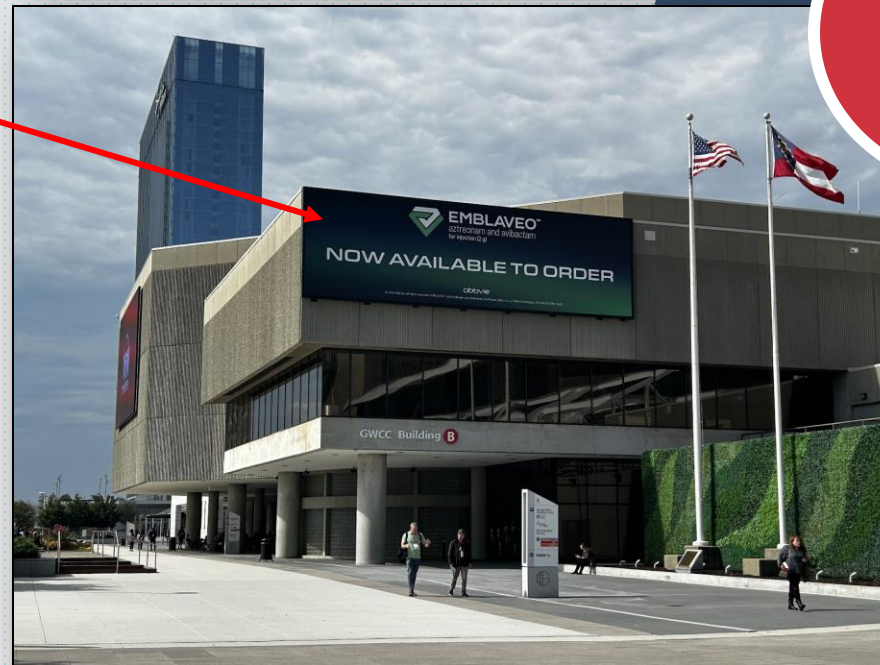
January 2026-June 2026



Exclusive
GWCC
Production
and Install

3520 Vinyl Banner Frame
Entry to West-Side of Building B
35'x20' (Specs: Hi-Res PDF)
Cost: **\$15,800**
Duration of event





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Exclusive
GWCC
Production
and Install

4814 Vinyl Banner Frame

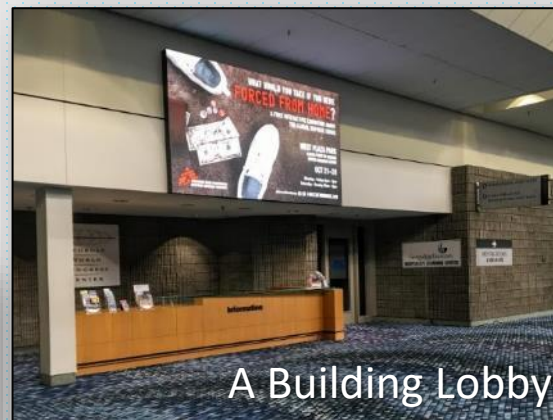
front Entry to Building B

48'x14' (Hi-Res PDF)

Cost: **\$16,400**

Duration of event





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LED Walls (5 locations)

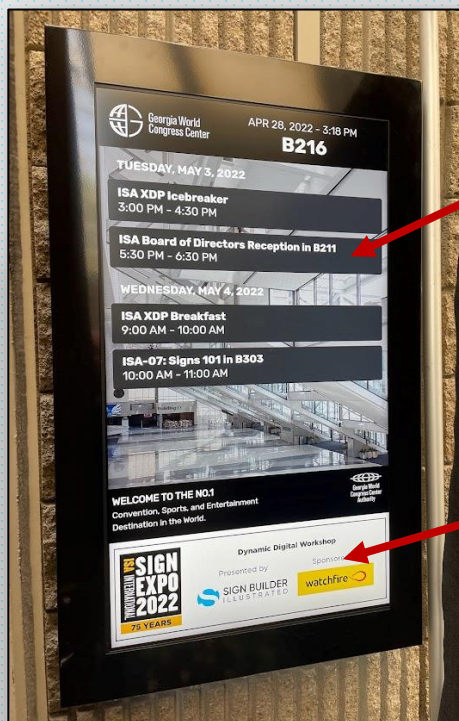
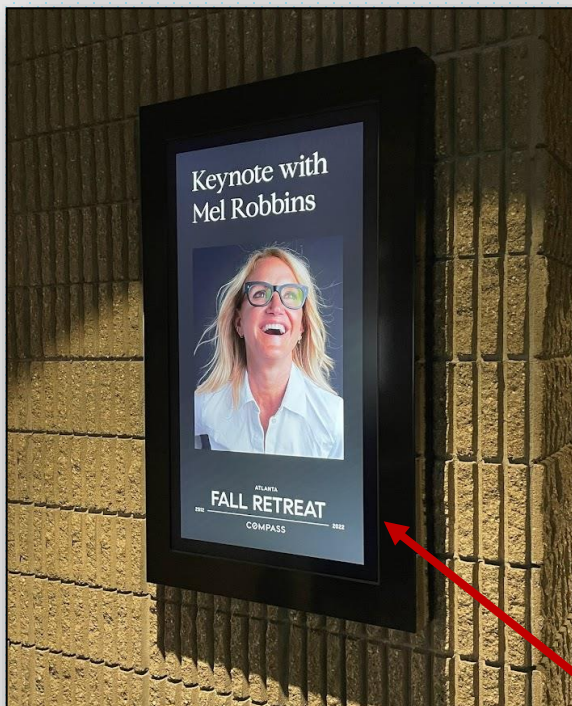
Size: 11.5' x 6.5' (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: \$2,000 each (Get 1 or all 5)

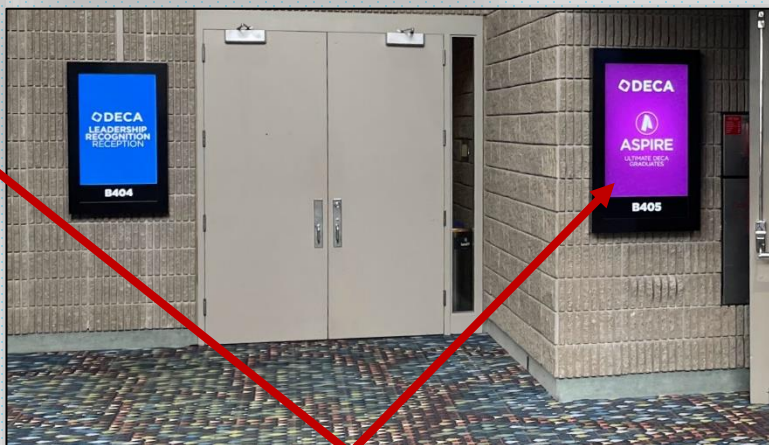
Duration of event





Spreadsheet data will display session information on each individual meeting room monitor that you control from start to finish. No graphics – Text only.

Bottom monitor graphics, Can be utilized for Show Messaging, Branding or Sponsorship - JPGs 1000x340. Displays on all screens show utilizes for duration of event. (Max 10 Jpgs)



Full-Screen JPG/ Option also Available
1080 x 1920 (**One per day**)

Meeting Room Monitors 43"
Agendas Programable via Spreadsheet (1080x1920) **Exclusive Show Content**
Bottom: 1000x340@96dpi (120 Monitors)
Cost: **\$250** per screen
Duration of event

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Ramp from A to AB Lobby LED

Half 834Wx256H – Full 1668Wx256H

Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$2,400 (Full)** Duration of event



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A-Side Cutout LED to A Bld.

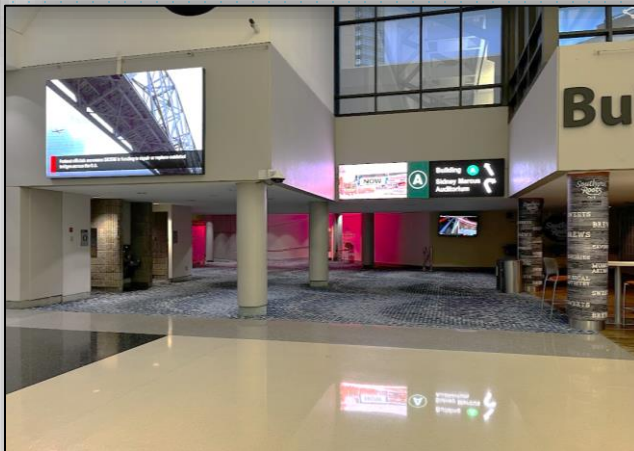
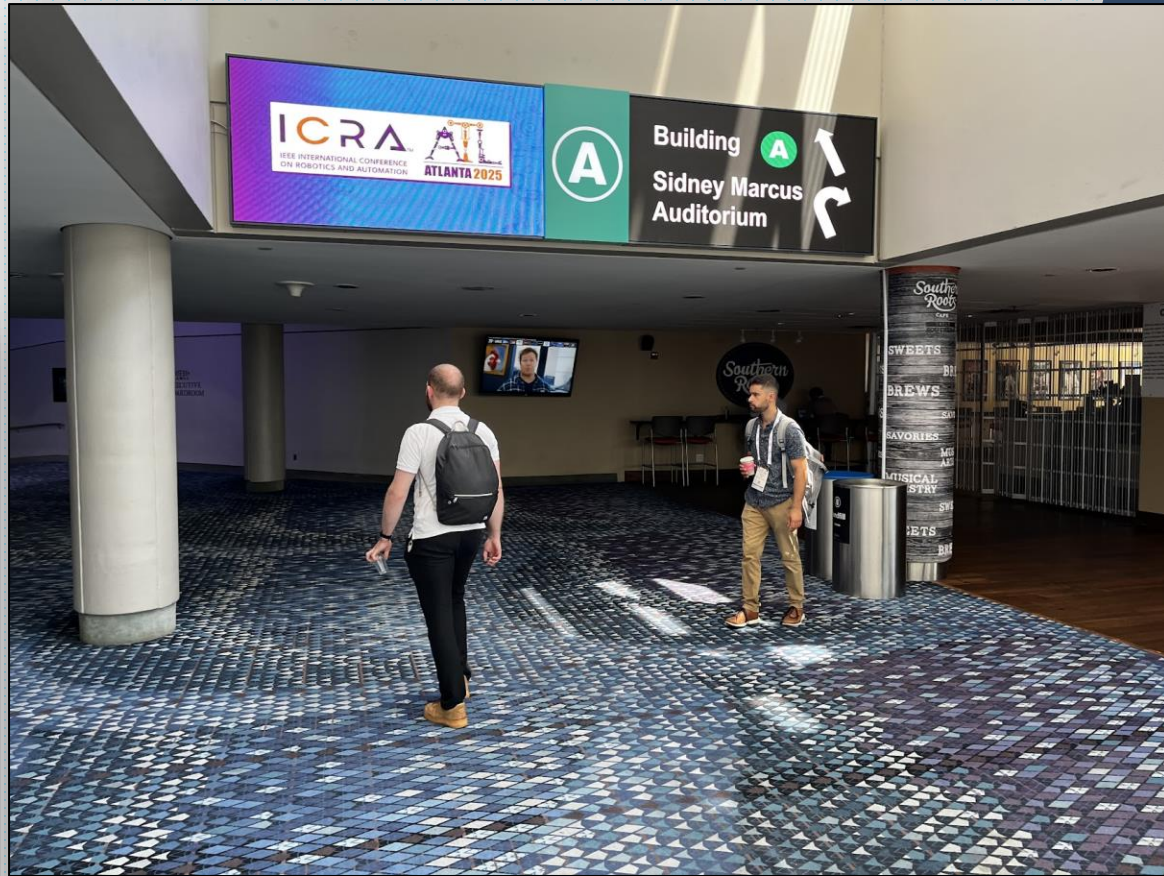
Left Side 1920Wx1080H

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

Cost: **\$1,200**

Duration of event

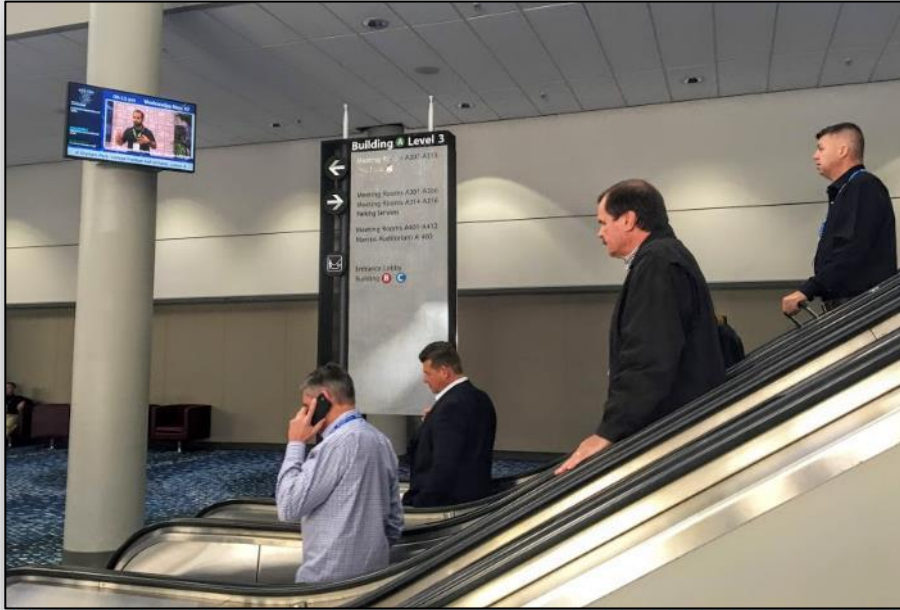


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A Building Monitors (10)

Located on all levels (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: **\$3,000**

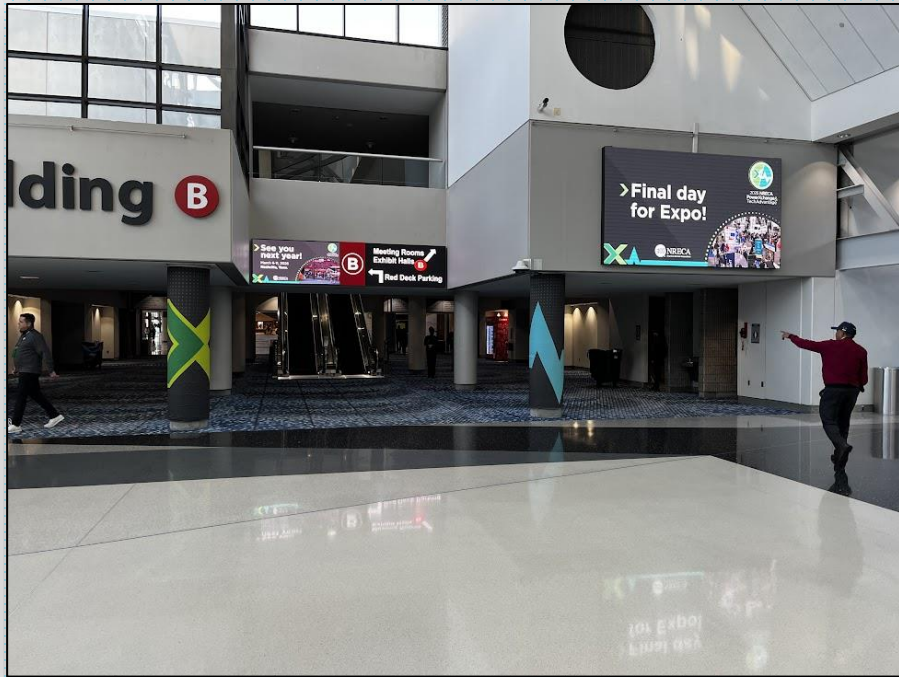
Duration of event/ Same content on all

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B-Side Cutout LED to B Bld.

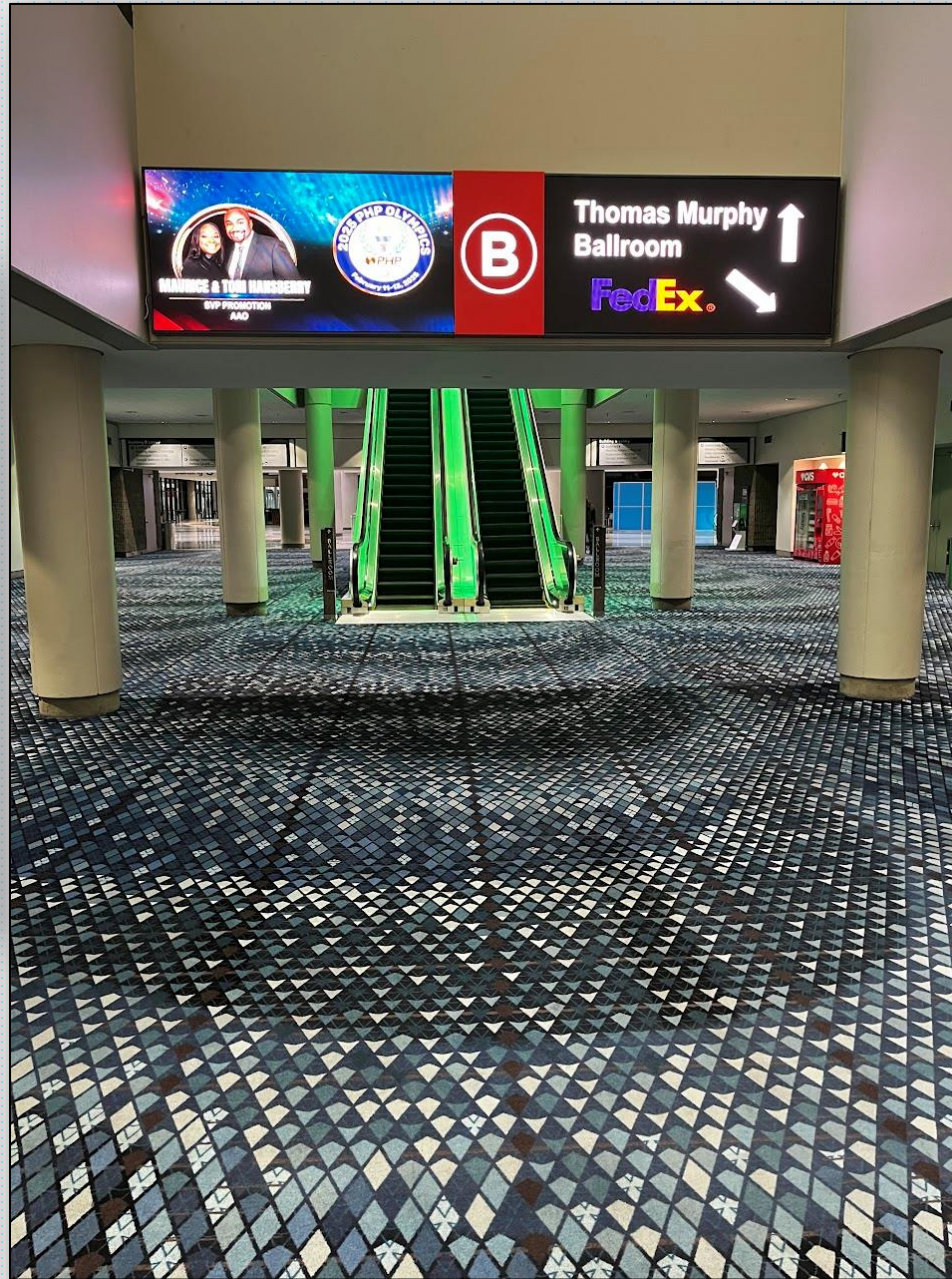
Left Side 1920Wx1080H

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

Cost: **\$1,200**

Duration of event



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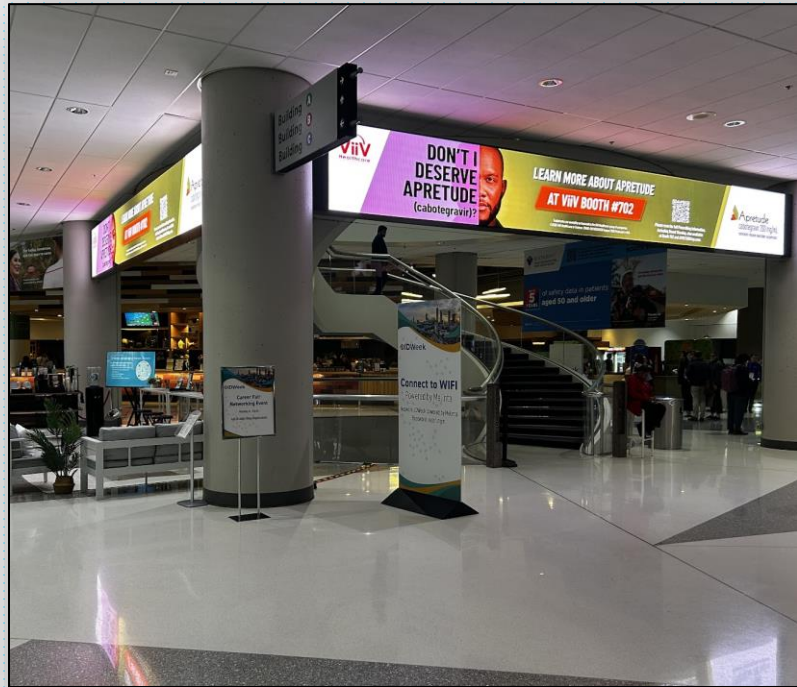


Exclusive Show Content

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B Lobby Side LED

Full 1920Wx256H / Half 960Wx256H

Signage includes GWCC wayfinding

Jpg/MP4 (180 seconds max)

Cost: **\$1,400 Half/ \$2,800 Full**

Duration of event



Exclusive Show Content

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B Lobby Front LED

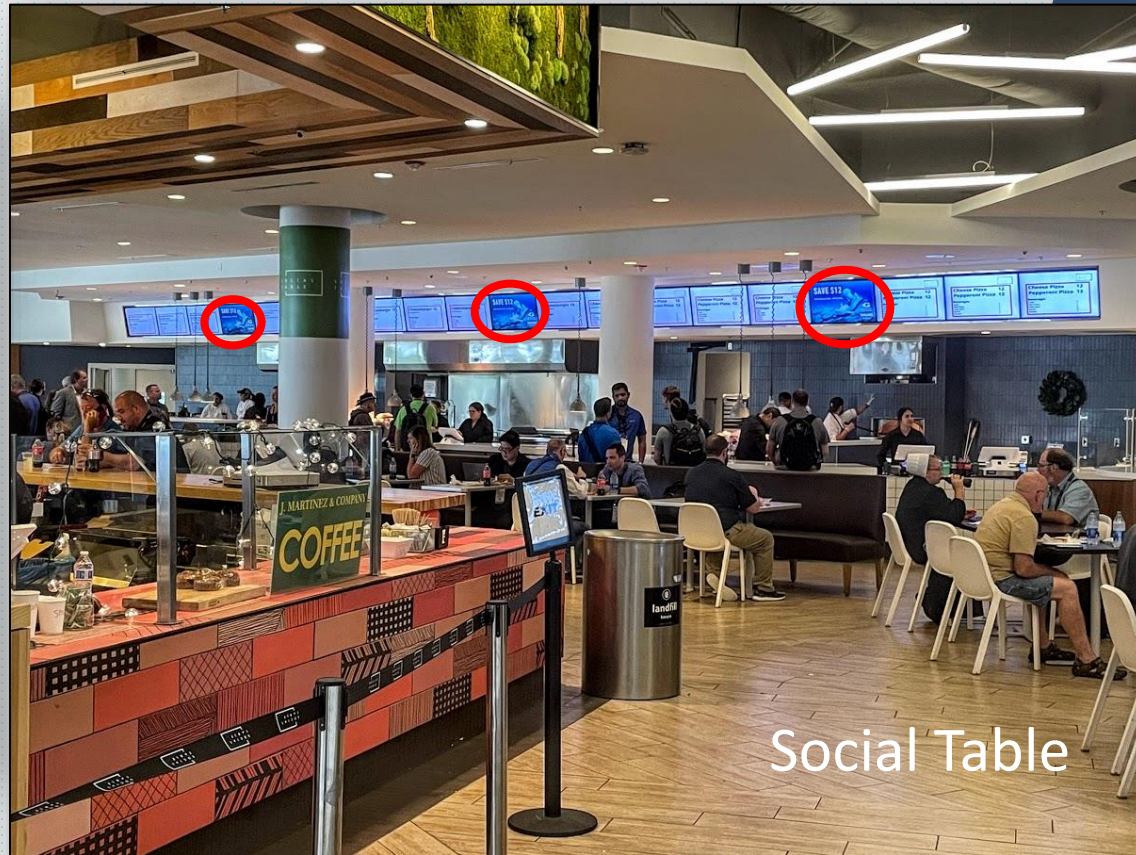
Full 1920Wx256H / Half 960Wx256H

Jpg/MP4 (180 seconds max)

Cost: **\$1,400 Half/ \$2,800 Full**

Duration of event





Restaurant Monitors (4)

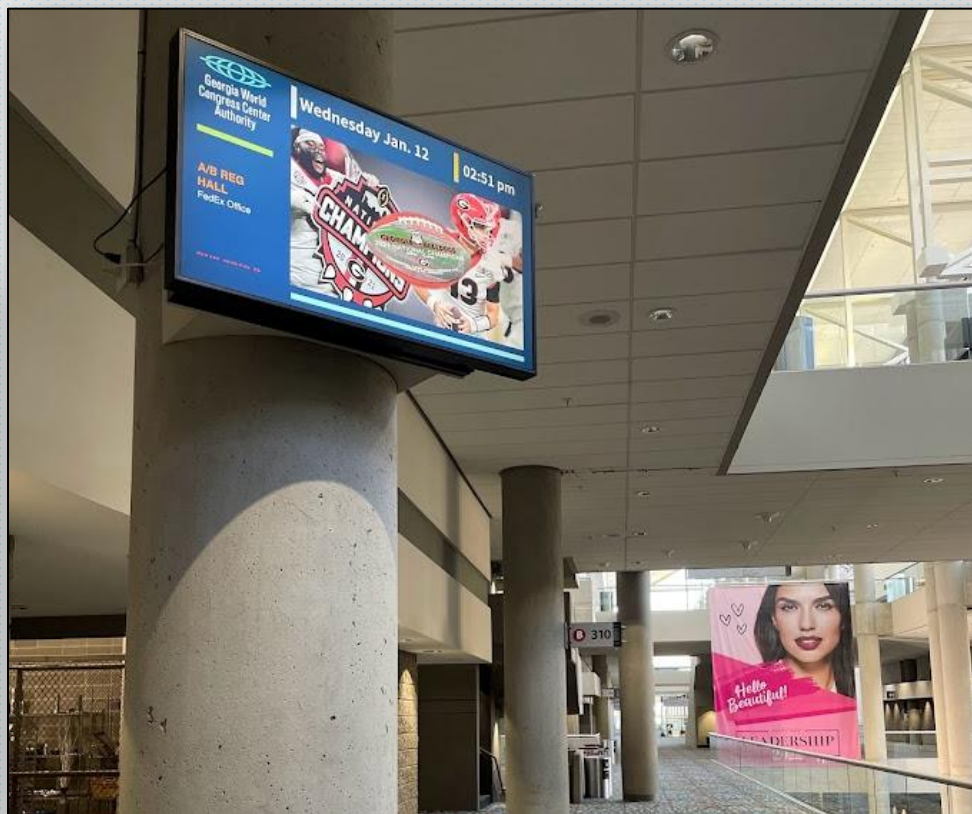
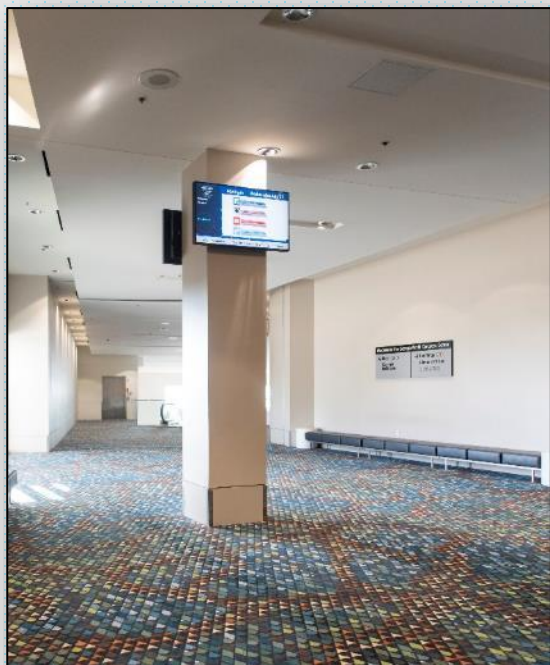
3 Located in Social Table and
1 at Southern Roots (1920x1080 JPG/MP4s)

Exclusive Show Content 180 seconds max

Cost: **\$2,400**

Duration of event





B Building Monitors (26)

Located on all levels (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: **\$5,500**

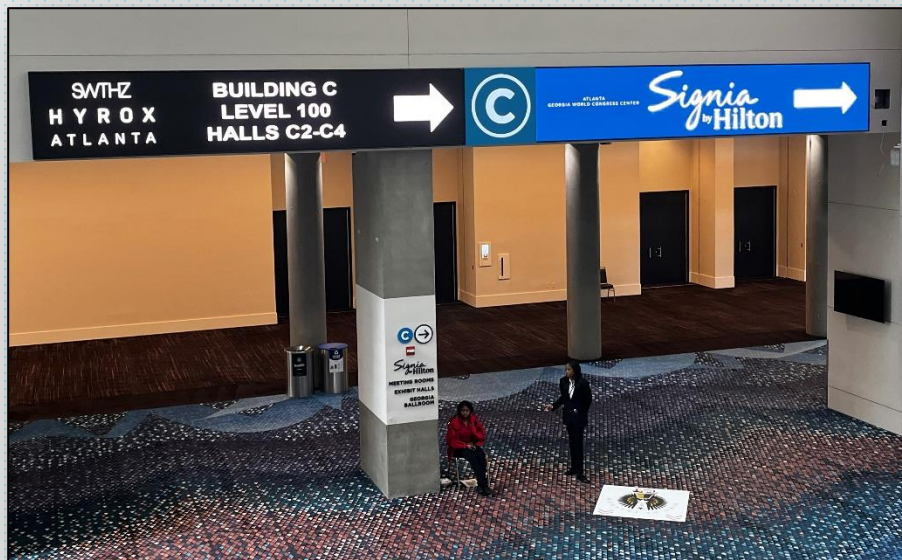
Duration of event/ Same content on all

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C Entry LED

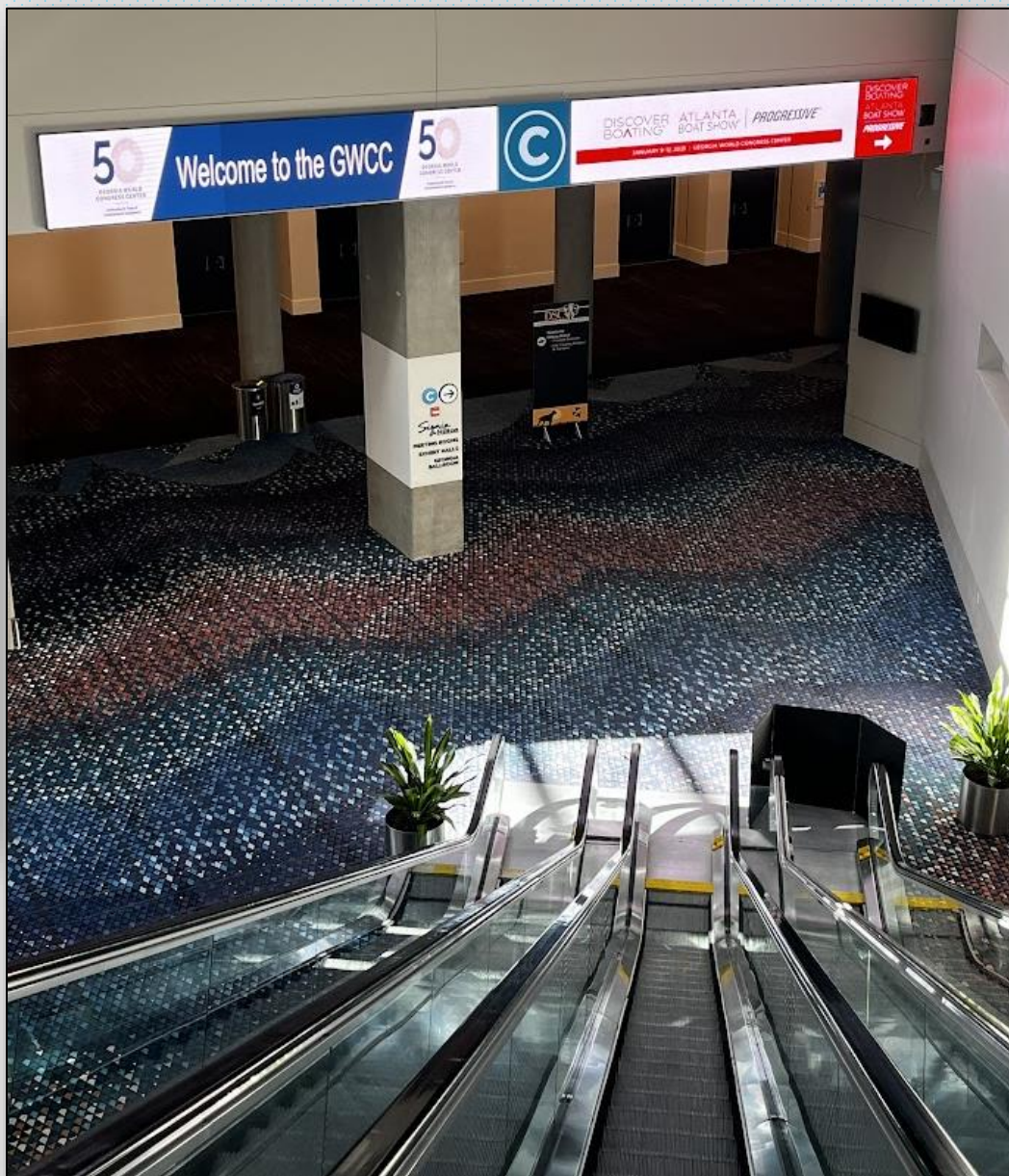
Left Side 1408x256

Jpg/MP4 (180 seconds max)

Exclusive Show Content (Left Only)

Cost: \$2,000

Duration of event



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January 2026-June 2026





C Building Monitors (16)

Located on all levels (1920x1080 JPG/MP4s)

100 seconds out of 180 second loop

Cost: **\$3,400**

Duration of event/ Same content on all

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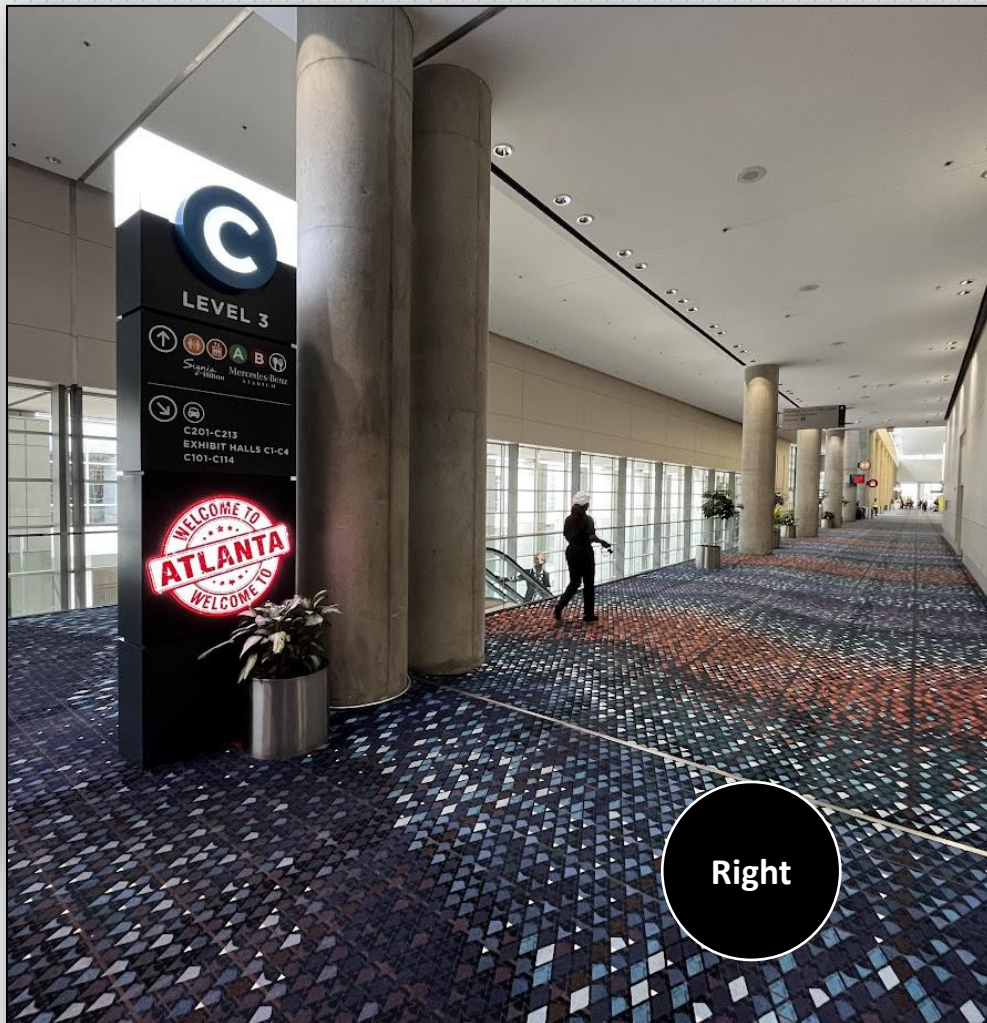
January 2026-June 2026



Left



Right



C300 Top Totem LED

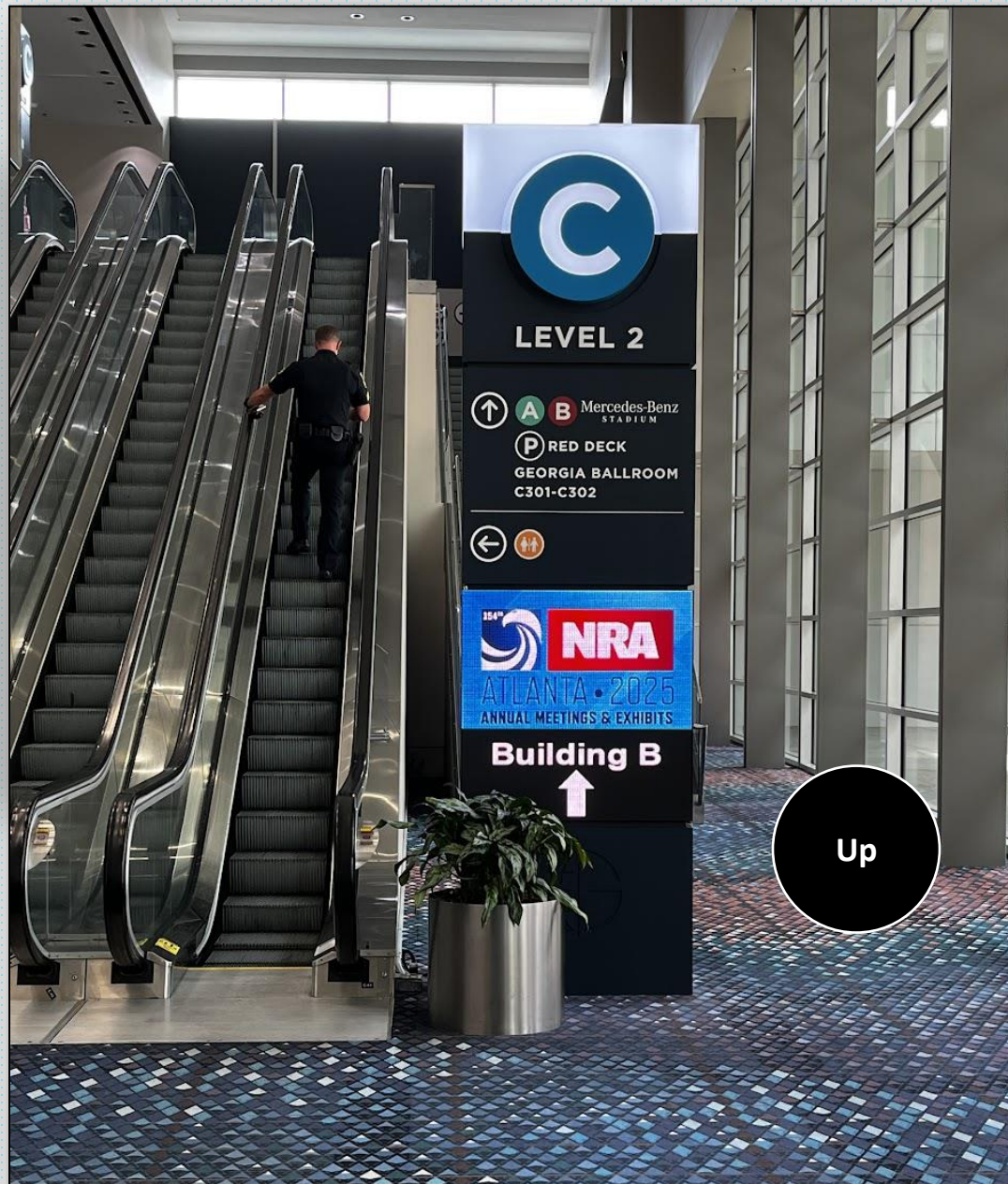
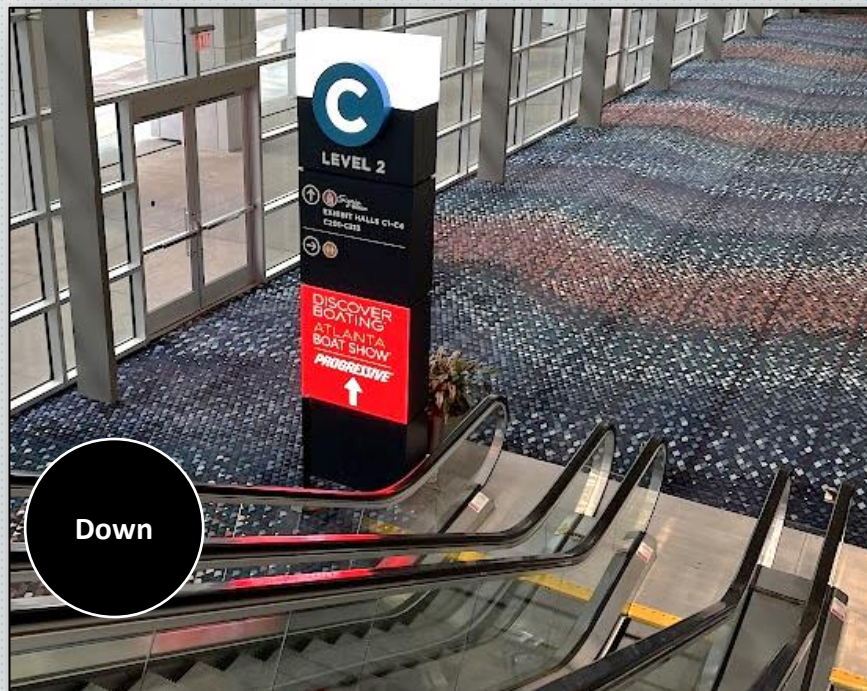
Left down to C200/Right to Ga Ballroom
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: \$250 per side

Duration of event





C200 Bottom Totem LED

Down to C200/Up to C300
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$250 per side**

Duration of event





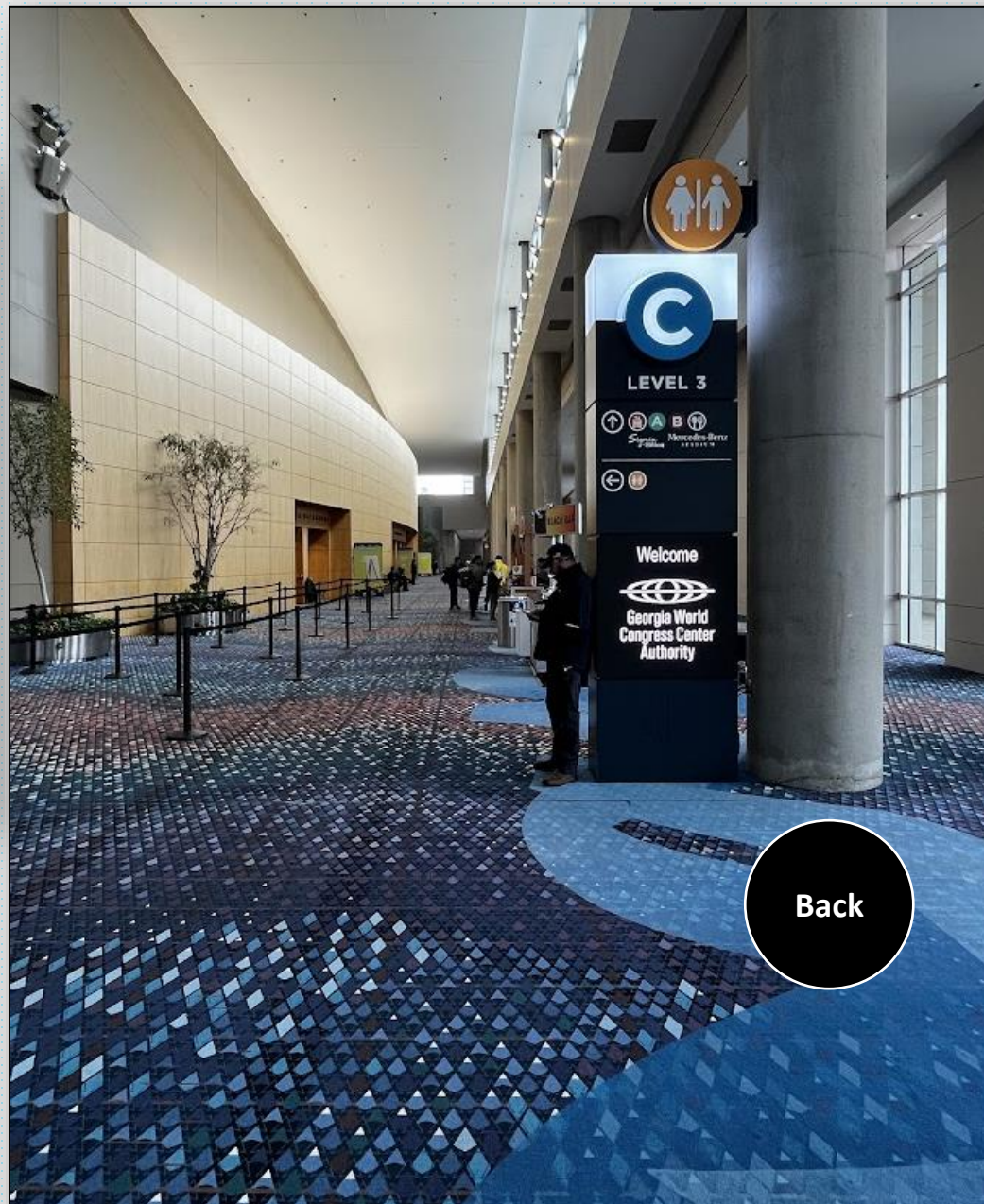
Georgia Ballroom Totem LED

Front facing Ga BR/Back to Ga BR
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: **\$250 per side**

Duration of event



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Down

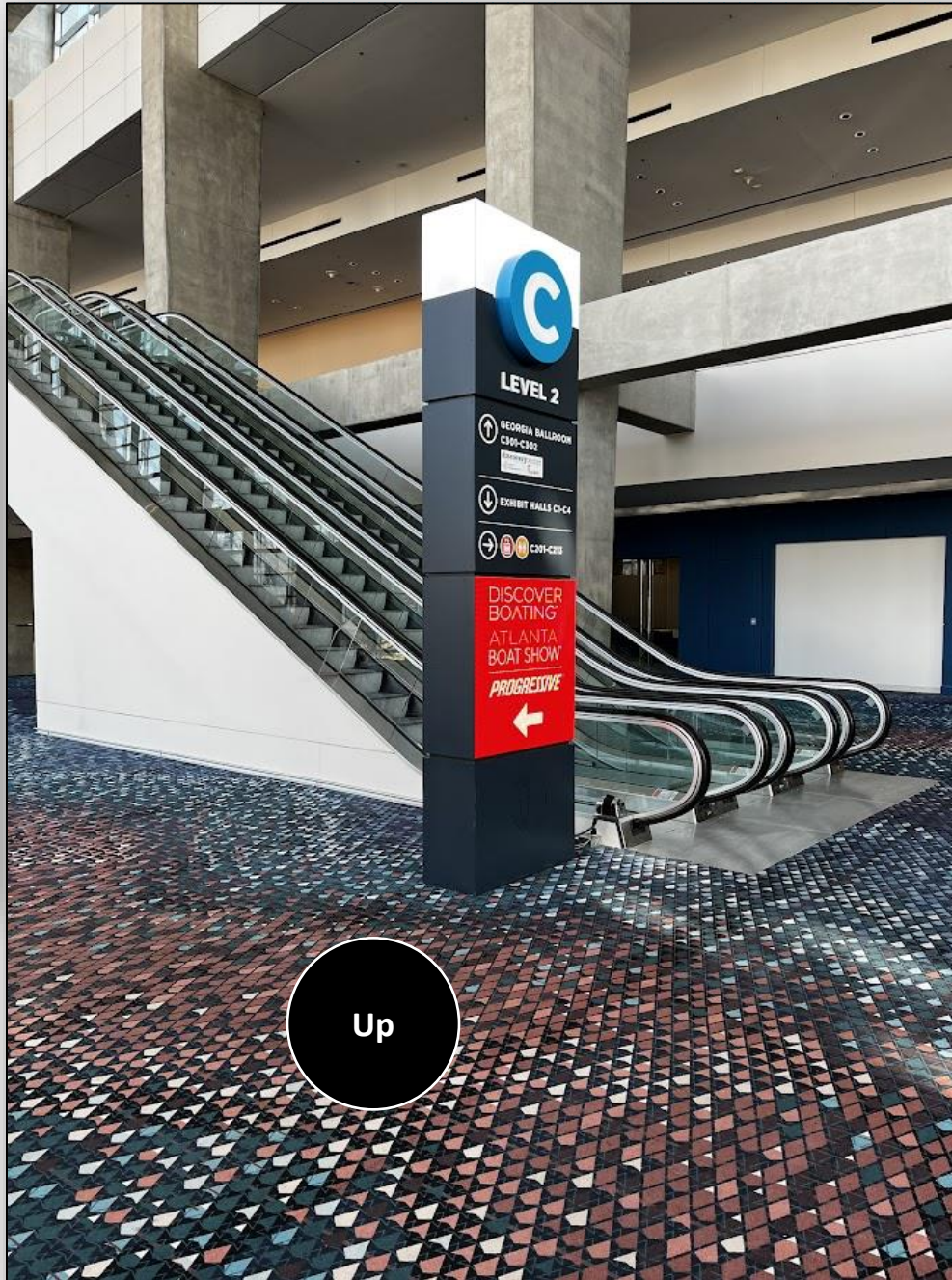
C200 Info Desk Totem LED

Down to C200/Up to C300 to Ga BR
256x256 Jpg/MP4 (180 seconds max)

Exclusive Show Content

Cost: \$250 per side

Duration of event



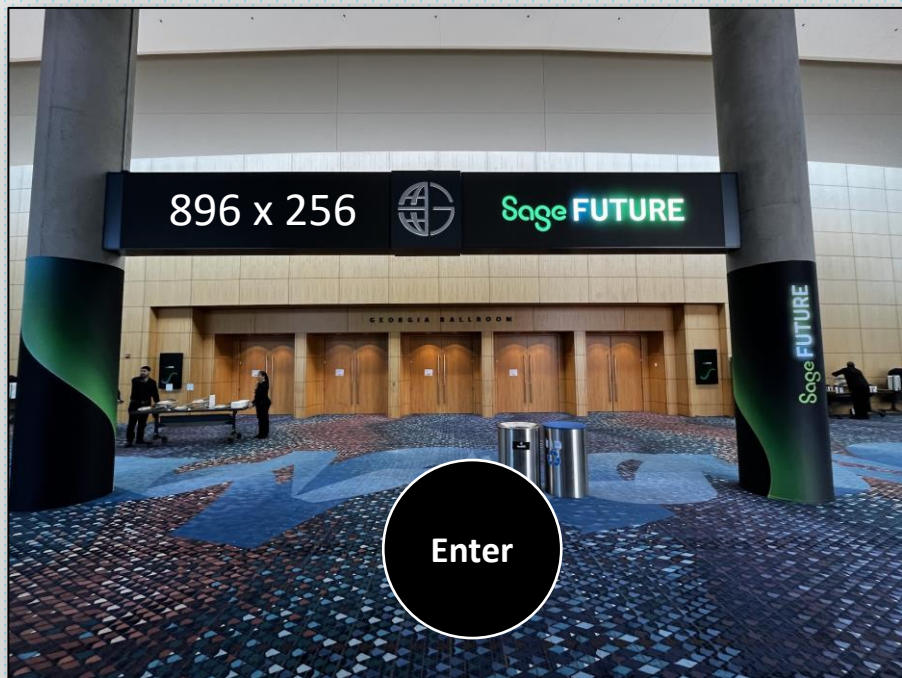
Up

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January 2026-June 2026





Georgia Ballroom LED (2 sides)

Left Side (2x) 896x256

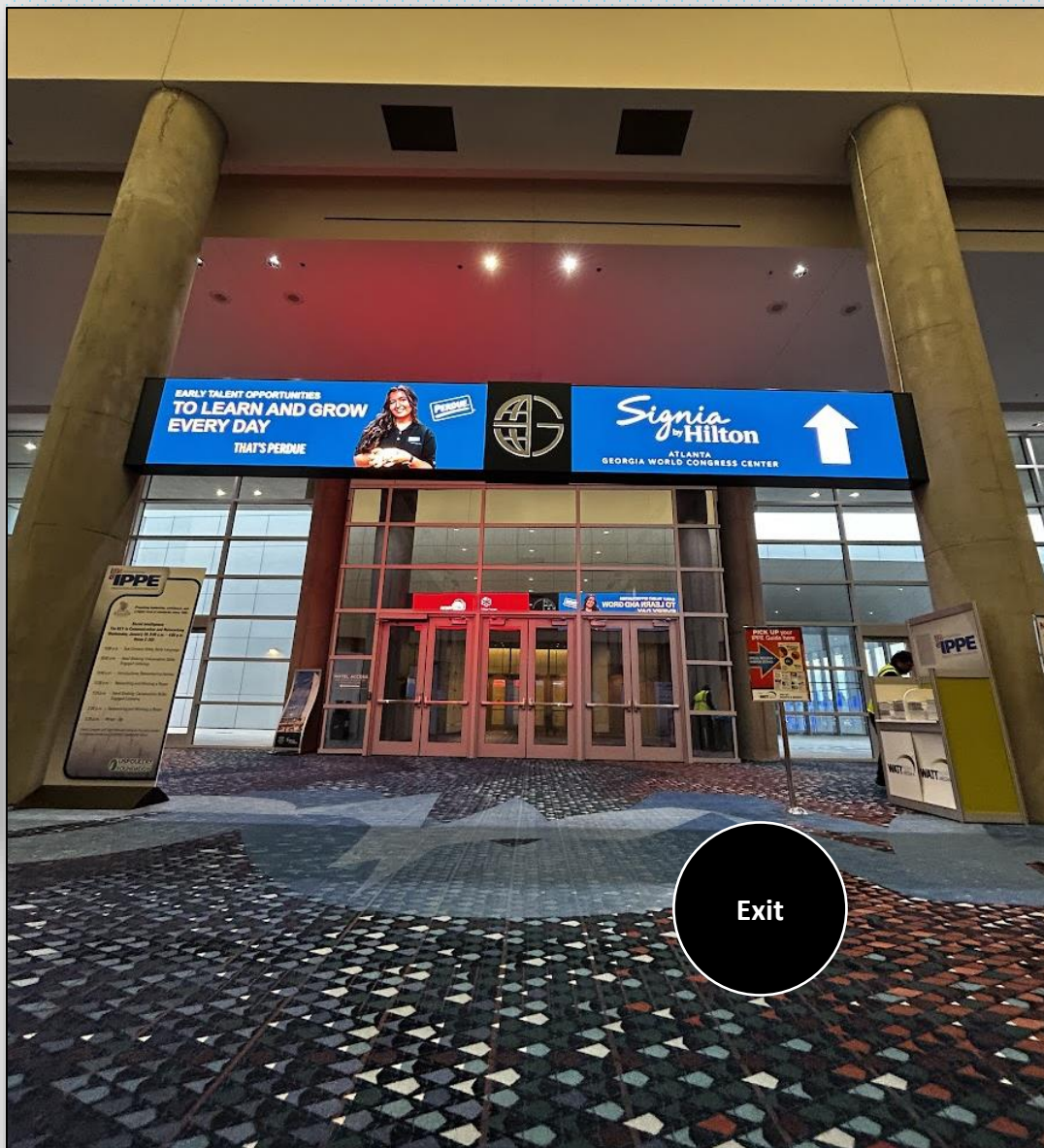
Jpg/MP4 (180 seconds max)

Exclusive Show Content (Right or Left)

Cost: **\$1,200 per side**

Duration of event

Exclusive Show Content



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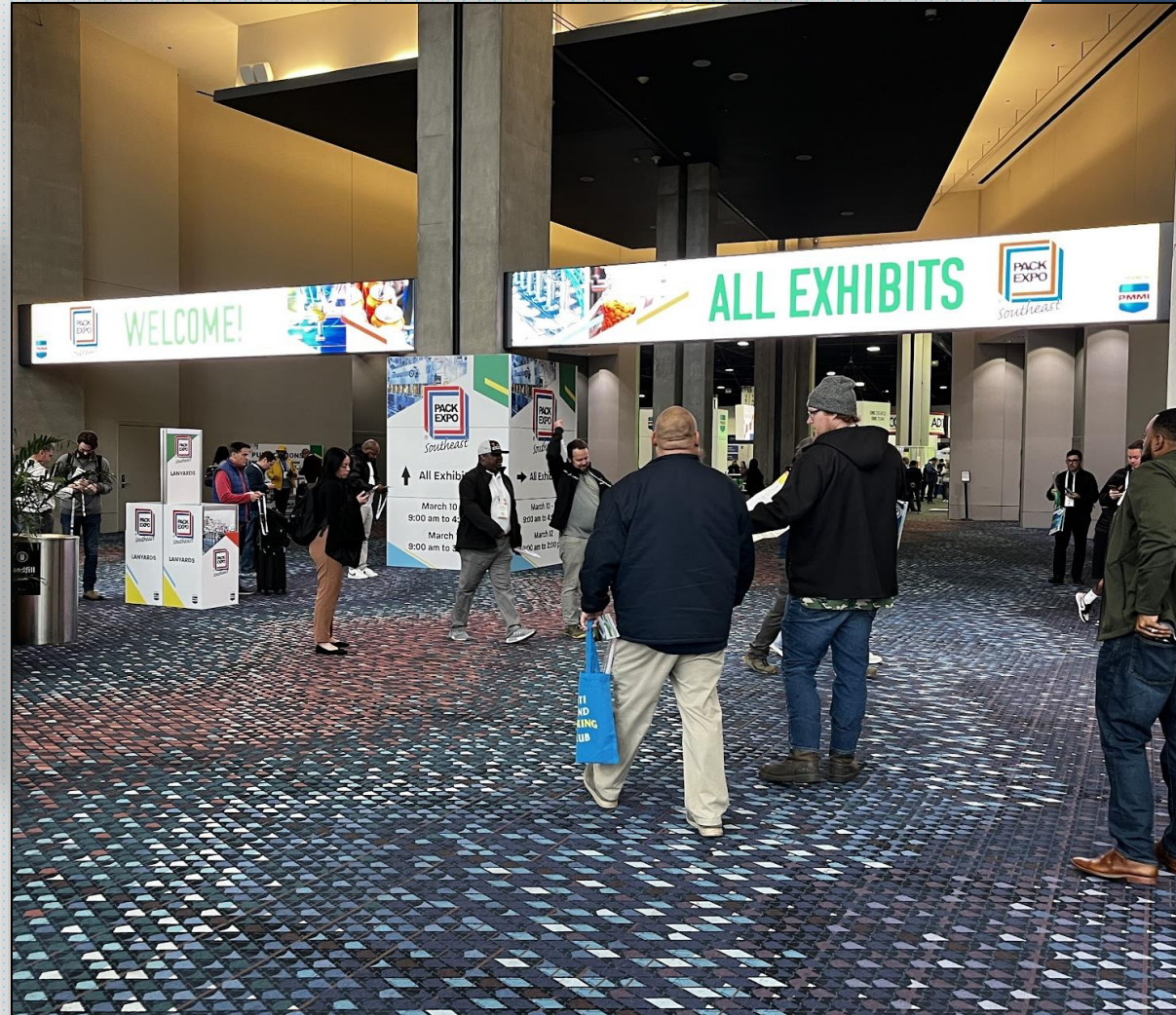
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C1-C2 Entry LEDs

Entry to C1-C2 Halls
2048x256 Jpg/MP4 (180 seconds max)
Exclusive Show Content
Cost: **\$1,500 each**
Duration of event



Exclusive Show Content

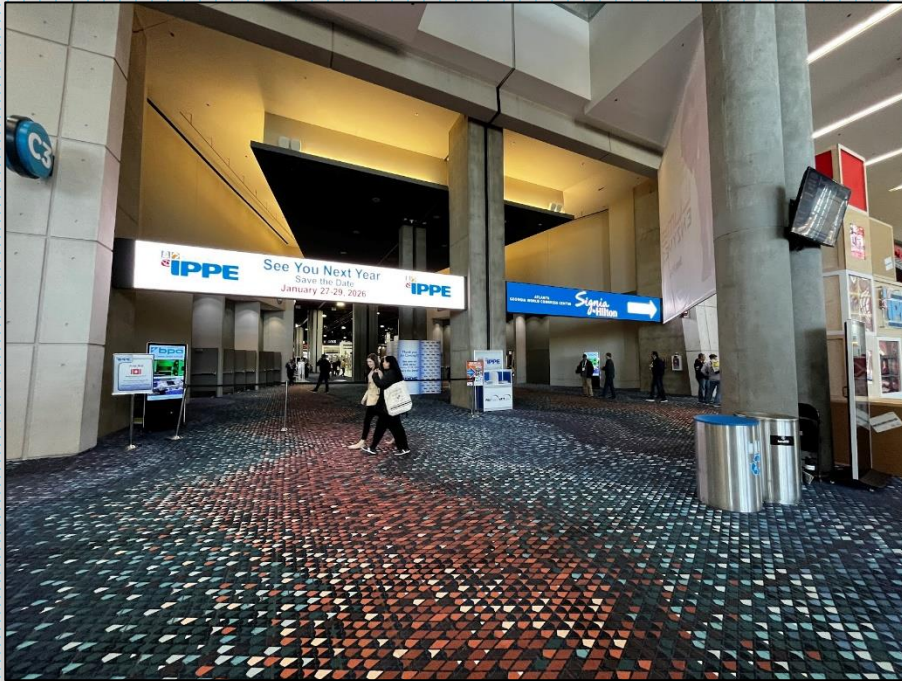


Exclusive Show Content

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C2-C3 Entry LEDs

Entry to C2-C3 Halls

2048x256 Jpg/MP4 (180 seconds max)

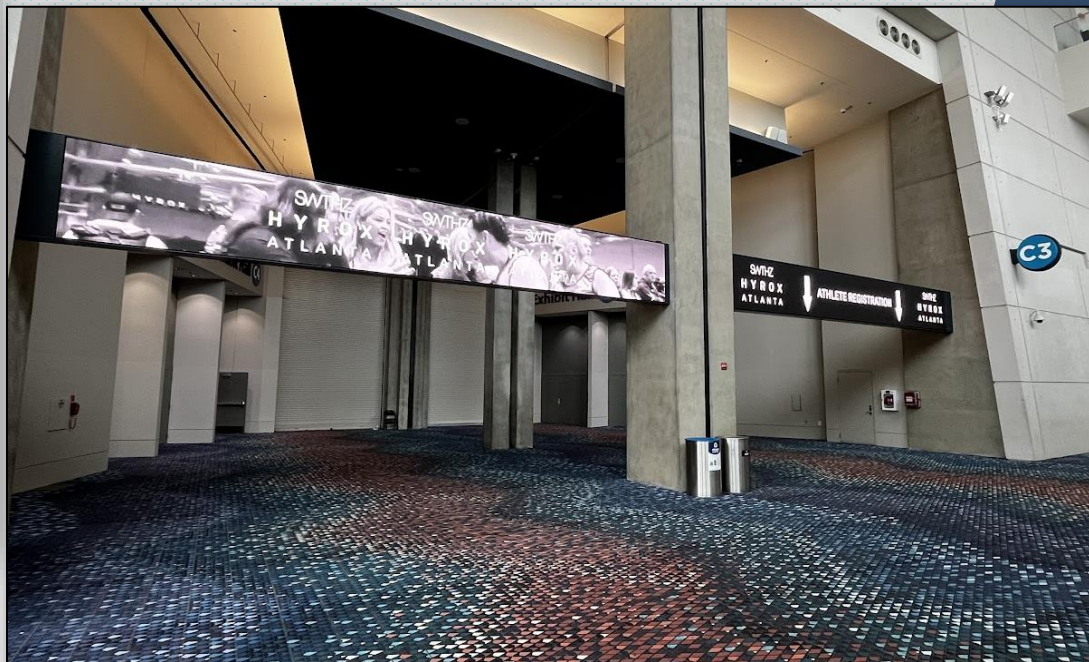
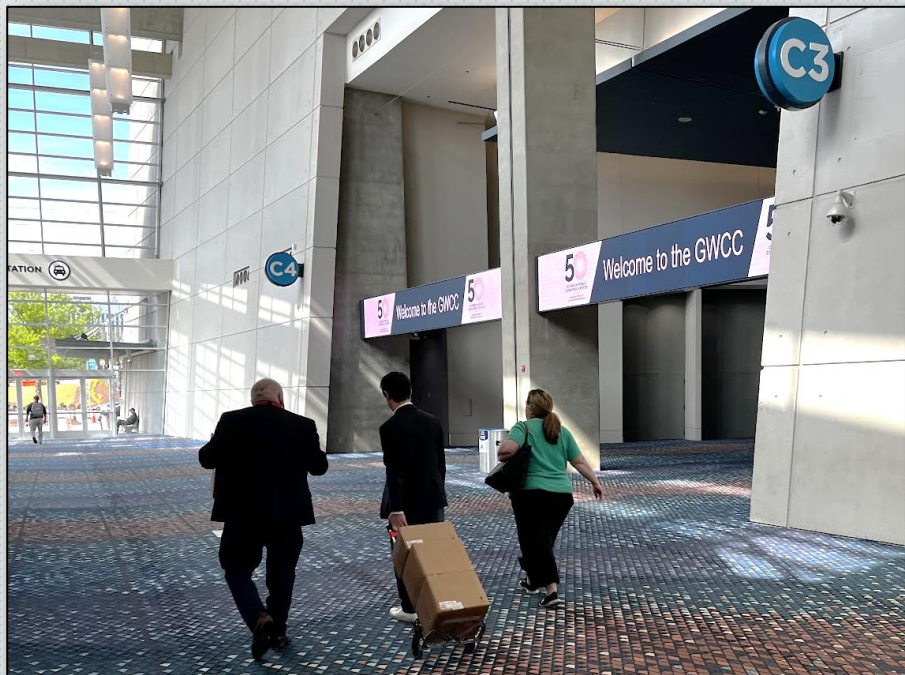
Exclusive Show Content

Cost: **\$1,500 each**

Duration of event



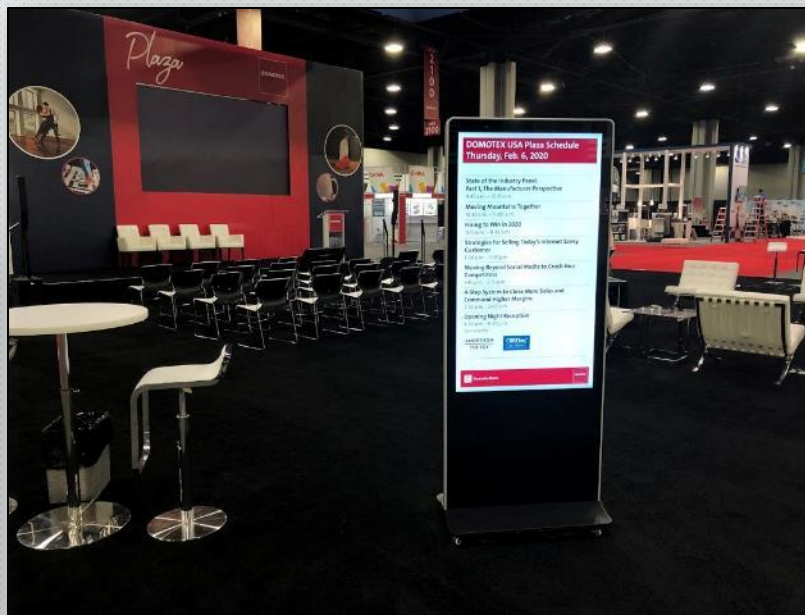
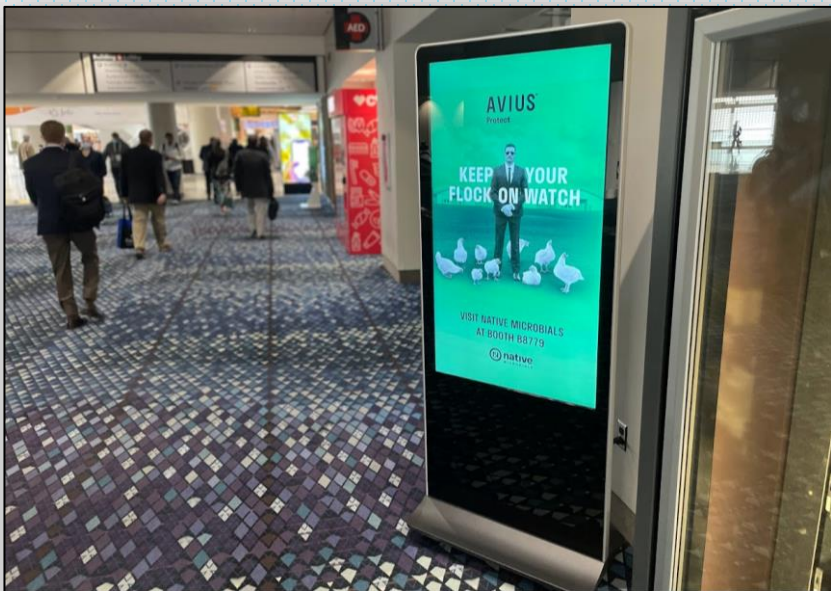
Exclusive Show Content



C3-C4 Entry LEDs

Entry to C3-C4 Halls
2048x256 Jpg/MP4 (180 seconds max)
Exclusive Show Content
Cost: **\$1,500 each**
Duration of event





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55" Mobile Monitors (20)

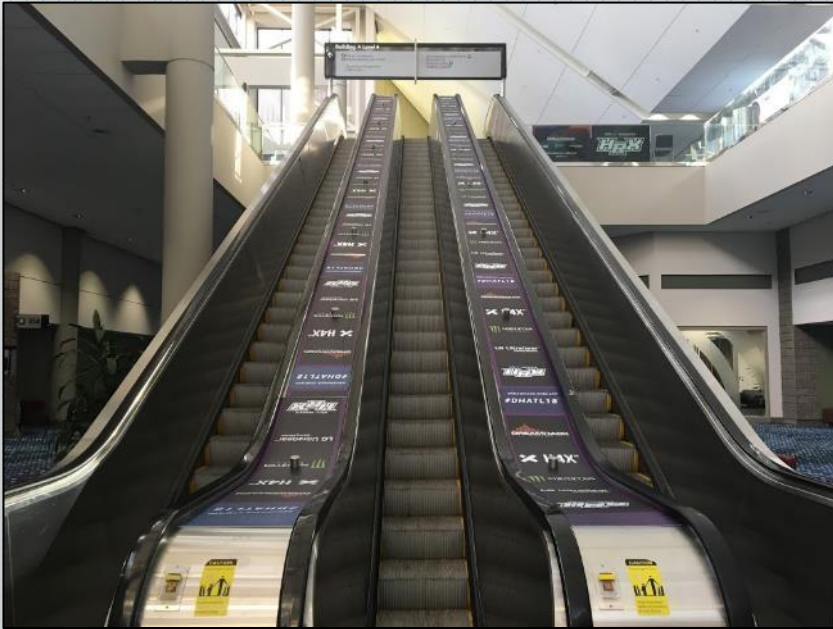
USB – plug & play

(JPGS ONLY - 1080x1920 @96dpi) Extra fee for additional moves and content changes once in place. **Must coordinate electrical with Edlen for placement.**

Cost: **\$1,200** each for **Duration of event**

Exclusive Show Content





Escalator Runners (8 available)

One continuous sheet with safety-puck holes pre-cut

A Building – (One-piece 18mm PVC)

Cost: **\$985** each runner

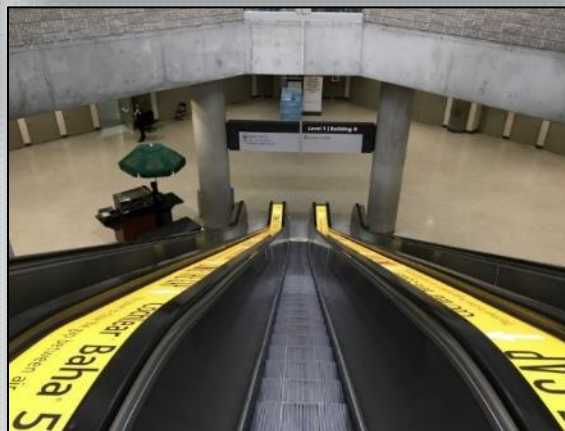
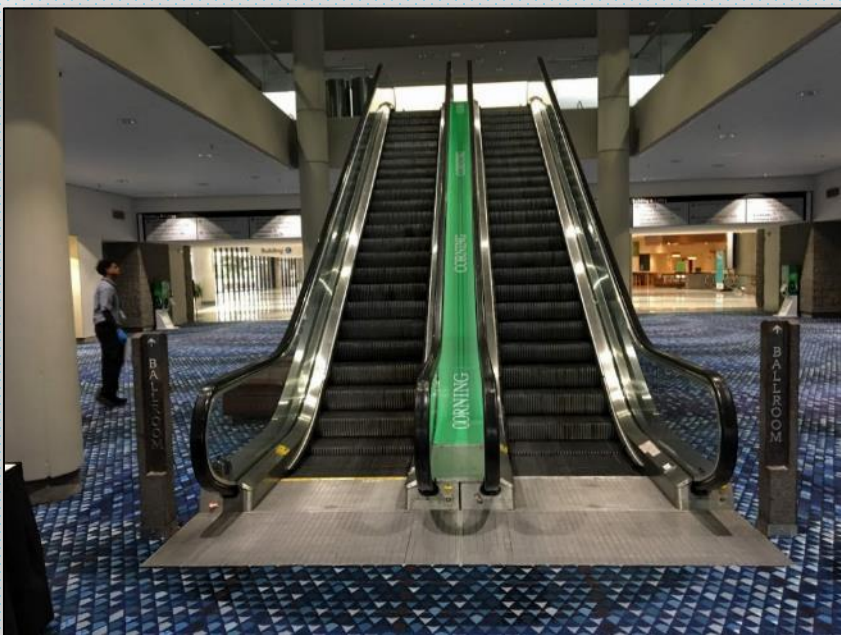
Production, Installation and Removal

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January 2026-June 2026





Escalator Runners (24 available)

One continuous sheet - for a clean look

B Building – (One-piece 18mm PVC)

Cost: **\$985** each runner

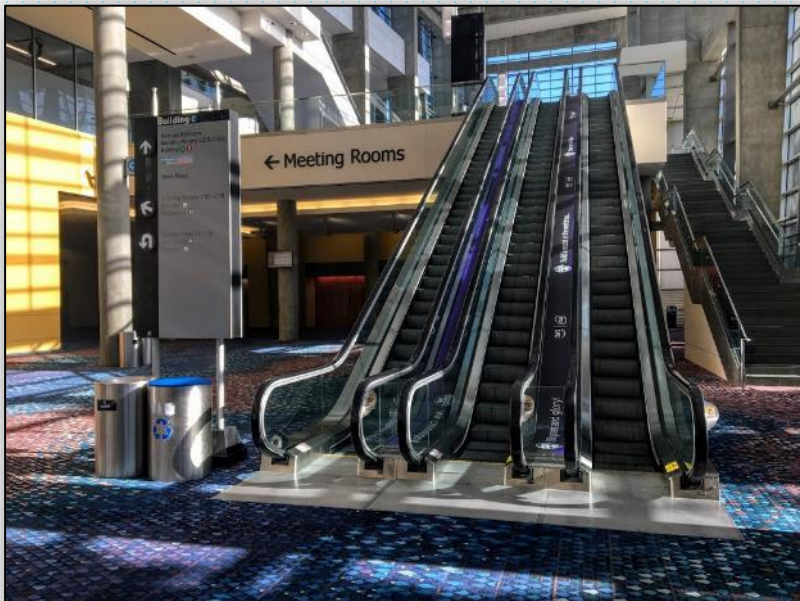
Production, Installation and Removal

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Escalator Runners (9 available)

One continuous sheet - for a clean look

C Building – (One-piece 18mm PVC)

Cost: **\$985** each (+\$ for C Entry)

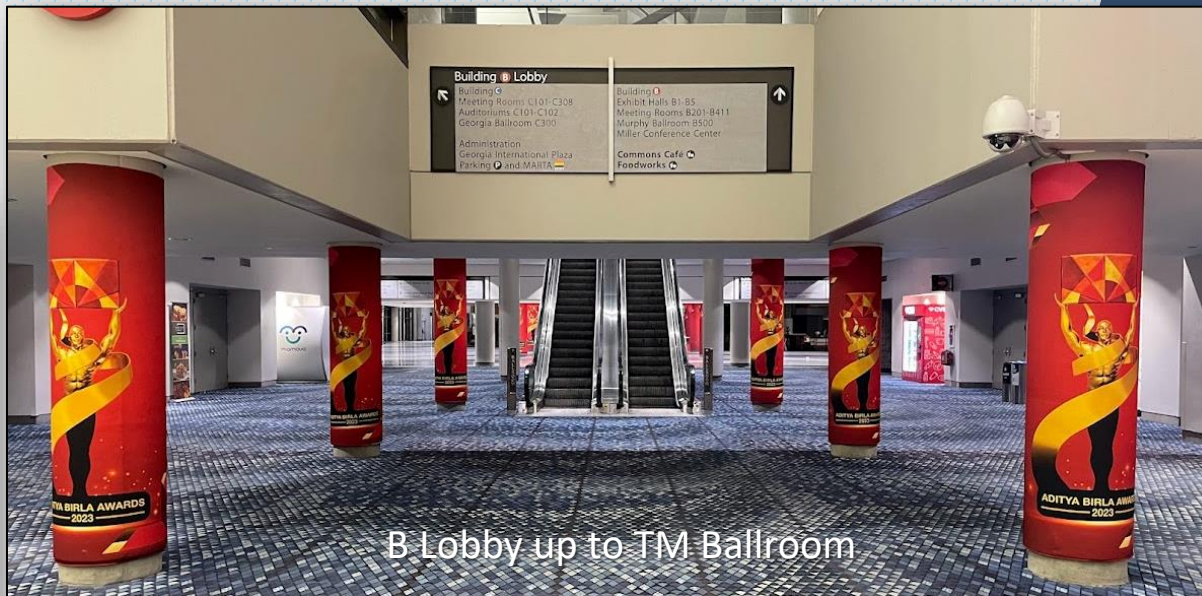
Production, Installation and Removal

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Column Wraps (Cloth/Zipper)

Cost: Varies based on column diameter and
desired height. (4ft, 10ft, 12ft)

Production, install, removal





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Exclusive
GWCC
Production
and Install



A Building Lobby
Air Returns (Three 4-sided glass cubes)
A Lobby entry 50.5" x 76.75" Foamboard
Cost: **\$3,600 (All 12 sides)**
Production, install, removal



Pillowcase Screens (cloth)

Size: 10ft x 10ft

Cost: **\$1,500** each (1-sided)

Production, install, removal

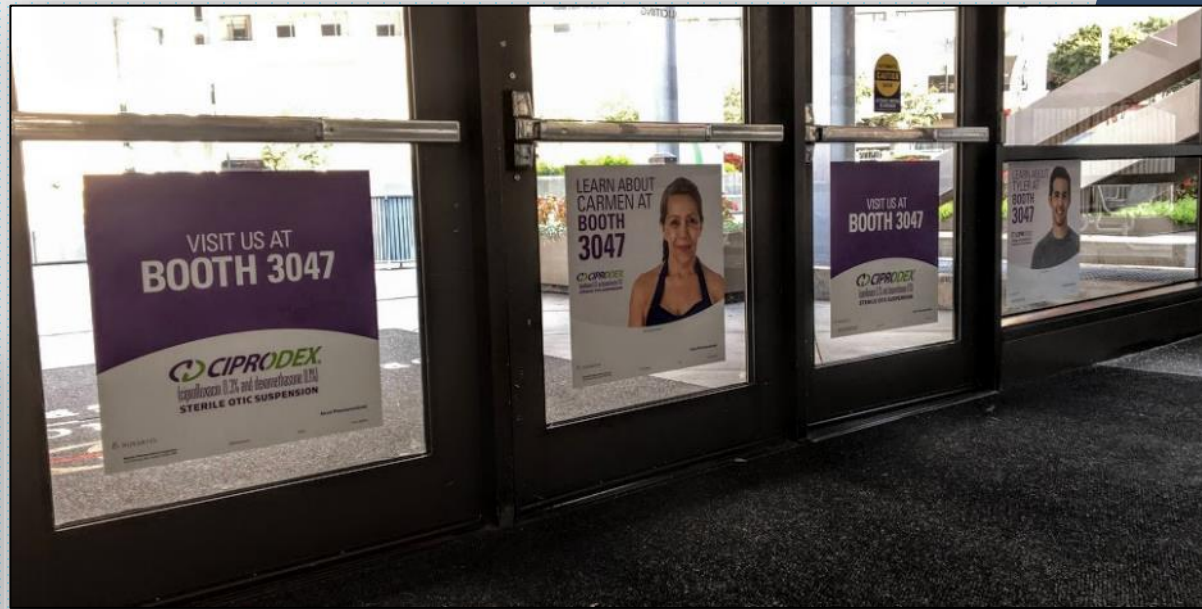


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January 2026-June 2026





Door Clings

24" x 24" (Double-Sided)

Cost: **\$120 each**

Minimum order 10 clings

Production, install, removal

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Restroom Clings

Size: 1ft x 1ft

Cost: **\$85** each

Minimum order 10 clings

Production, install, removal



Building Digital Signage Buyout Packages

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A

- East Plaza Billboard (40 seconds)
- Marietta St. Billboard (40 Seconds)
- 10 Building Monitors (100 seconds)
- 2 LED Walls (100 seconds each)
- 31 Meeting Room Monitors (Exclusive)
- 1 A Bld. exterior entrance LED (Exclusive)
- 1 A/B Lobby exterior Right entrance LED (Exclusive)
- 1 Ramp LED to AB Lobby (Exclusive)
- 1 A-Side Cutout LED (Left Side Exclusive)

\$26,145
49 screens

B

- TMB XL-Billboard (40 seconds)
- 26 Building Monitors (100 seconds)
- 3 LED Walls (100 seconds each)
- 54 Meeting Room Monitors (Exclusive)
- 4 Menu screens, Restaurants (Exclusive)
- 2 A/B Lobby exterior entrance LEDs (Exclusive)
- 1 B-Side Cutout LED (Left Side Exclusive)
- 2 Front and Side B Lobby Staircase LEDs (Exclusive)

\$38,700
93 screens

C

- 16 Building Monitors (100 seconds)
- 35 Meeting Room Monitors (Exclusive)
- 1 C Entry LED (Exclusive – Left Side)
- 5 Totem LEDs (Exclusive - Both Sides – 10x)
- 2 Ga Ballroom LEDs (Exclusive – Front & Back Left Side)
- 6 C Hall Entry LEDs (Exclusive - C1-C2, C2-C3, C3-C4)

\$24,500
70 screens



Signage Terms

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GENERAL

1. Payment for Signage is due to CCLD prior to first Event Day.
2. Without the prior express written consent of the GWCC signed on its behalf by the Executive Director or Chief Commercial Officer of the Georgia World Congress Center, no Advertising may be displayed in any Digital/ Static of alcoholic beverages, including Malt Beverages, or any tobacco product.
3. No non-alcoholic beverage signage shall be displayed in common public space except for Coca-Cola products.
4. All permanently installed GWCC Digital Signage is located in Common/Public Space.
5. Require Print Signage art/ content at correct specs and requested placement locations 21-days prior to first Event Day. This allows for production, proof, adjustments if needed, and installation. \$150 late fee will be charged per day (per print job) past due date to cover late fees.
6. After Print Proof is received, we require approval to print or requested changes to content NLT 3-days.
7. Require Digital Signage content at correct specs and requested display locations 5-days prior to first Event Day. This allows for testing and adjustments if needed.
8. After first Event Day, requested changes to received programmed Digital Signage will incur a \$150 charge per change.
9. Response Time: CCLD will complete all change requests within 1 hour during Business Hours (M-F 9am-5pm). After-hour change requests will be completed in under 3 hours.
10. No changes to location or content can be made to Print Signage after installation.

MOBILE MONITORS

11. Mobile Monitors will be placed as close to requested location as possible. There is a need to consider electrical outlet locations and potential trip hazards created by tape over power cords.
12. Mobile Monitors will only play Jpg files formatted in Portrait Orientation – 1080 x 1920 @96dpi. Once Mobile Monitor is placed in agreed-upon location, it must remain there for the duration of your event. Mobile Monitor location changes will incur a \$300 charge per change. Content changes to Mobile Monitors will incur a \$150 charge per change.
13. Mobile Monitor placement requires Show Management to arrange power supply with Edlen at requested locations.

MEETING ROOM MONITORS

14. Meeting Room Monitors are designed to utilize a custom Google Sheet that allows Show Management to fully control session content themselves in real time. The existing design template for Meeting Room Monitors, including bottom graphics (up to 10 jpgs, 1000 x 340 on bottom portion – these will play on every screen in use).
15. If not using the Google Sheet option, Meeting Room Monitors can display one (1) Full-Screen 1080 x 1920 @96dpi Jpg or MP4 per day. Jpg or MP4 content can be anything from sponsorship, branding or entire day session information.
16. Each of the 120 Meeting Room Monitors can display different content, or all the same content. Changes to received and programmed Jpg and MP4 Meeting Room Monitors will incur \$150 charge per display change.

BUILDING MONITORS

17. These monitors play the same content on all screens in respective Buildings, or all Buildings.



Branding, Advertising and Signage

Extracted from the GWCCA Event Planning Guide

Branding, Advertising and Signage

The GWCCA wishes to accommodate customers' requests to promote events or offer wayfinding for their guests with interior signs, banners, and other forms of promotional advertisement. Since there are many events scheduled at our facilities, these guidelines have been developed to protect the interests of all users of these facilities and maintain an appropriate building environment. Additionally, these guidelines address safety and maintenance considerations of the facilities.

Generally, these guidelines do not apply to exhibit floor installations by individual exhibitors within or above exhibit booths. These guidelines do apply to any installation connected to the facility's structural elements (e.g., ceilings, columns, beams, walls, floors and windows) and any proposed installation in the common (public) areas of the facility (e.g., meeting room and entrance concourses, pre-function areas, etc.).

Digital Advertising

Branding and sponsorship opportunities are available using GWCCA's full-motion digital billboards located on the exterior of the facility and internal digital signage located throughout the building, as well as numerous static options.

Event Sponsorship and Advertising

Show/exhibitor advertising or sponsorship is not allowed in public areas without written authorization of the GWCCA. The current rate for all public areas, indoors and outdoors, is fifteen percent (15%) of show management's gross fee charged. Show Management is required to submit requests to the GWCCA with a list of all advertising to be sold in public areas not less than 30 days prior to the first day of move-in, including a rate card, and copy of invoice.

Wall, Window and Floor Clings

The use and locations of clings must be approved in advance by your Event Services Representative and are subject to sponsorship fees (15%) if used for exhibitor advertising or sponsorship. Licensee may use General Service Contractor (GSC) or CCLD Networks (preferred) for installation. Licensee is responsible for any charges for repairs or damages incurred during installation or removal of clings. Licensee is responsible for measurement and installation of all signs, window and floor clings. Note: Floor clings are not permitted on any terrazzo surfaces.

Prohibited Signage Practices

The GWCC has permanent facility and commercial signage throughout its buildings. This signage may not be visibly blocked in any manner. This signage includes directional graphics, emergency exits, rest rooms, concessions, exhibit hall signs, exhibitor service signs, commercial advertising, etc. Show signs and/or decorations may not be attached to the permanent facility graphics, and the removal of such is strictly prohibited. Signage on and around escalators and stairwells may also be restricted for safety reasons. Banners and signage may be attached to the facility only in locations and by methods approved by the Event Services Representative.

Coca Cola has exclusive pouring and beverage signage rights at the Georgia World Congress Center and throughout the GWCC Campus. Please contact your Event Services Representative with questions related to competitor products.

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Vinyl Banner Frame Specs

3520 Vinyl Banner Frame

Banner Size: 236.25" x 416.25"

VO: 232.125" x 412.125"

4814 Vinyl Banner Frame

Banner Size: 560.25" x 167.25"

VO: 556.124" x 163.125"

File Specs:

- Flatten all Objects/Gradients/Swatches/Symbols/Special Effects/Transparencies
- Outline all text
- Flattened PDF (Single Page) or JPEG file types only
- Remove all crop marks/bleed
- File must be the same exact size as what is ordered
- CMYK only
- 150 dpi (Full Size)
- Files over 200" can be scaled
- Vector art File Formats: eps, ai, pdf
- Photos File Format: tiff, jpg, jpeg, psd
- ***Remove EVERYTHING from your file that you do not want to be printed on the final product - especially hidden layers and template guidelines.
- Make sure all objects are embedded and flattened
- If the file is made in InDesign, please flatten the file in Illustrator or Photoshop and export it to a

JPEG ONLY

- If using Compound Paths to create transparencies/shapes, please completely rasterize or flatten them into the file or they may print incorrectly
- Submit a jpg file as a separate attachment for visual reference



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GWCC Digital Signage Specifications

January 2026

Inventory	Physical Size W x H	Location	Media Pixel Size W x H	Req. File Format	Max Loop Time	Reserved Show Time	Reserved Commercial
Marietta Billboard (LED)	48ft x 14ft	Green Deck next to CFHOF	900x240 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
TMB XL Billboard (LED)	52ft x 26ft	B Building Facing Intl. Plaza and MBS	1920x1080 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
East Plaza Billboard (LED)	48ft x 14ft	A Building Facing Omni Hotel	900x240 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
LED Walls (5)	11.5ft x 6.5ft	A Bld = 2 - B Bld = 3	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 sec s
Building Monitors (52)	46in LCDs	A (10), B (26), C (16)	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
Meeting Rm. Monitors (120)	43in. LCDs	All Rooms (Full screen – or Google Sheet)	1080x1920 @96dpi	Jpg/ MP4	Discuss	Exclusive	NA
Mobile Monitors (20) JPG only	55in. LCDs	Open	1080x1920 @96dpi	Jpgs Only	Open	Exclusive	NA
LED Banner Box A Bld (1)	6.6ft W x 10ft H	External A Entry	1080x1920 @96dpi	Jpg/MP4	Open	Exclusive	NA
LED Banner Box B Bld (3)	10ft W x 6.6ft H	External B Entry	1920 x 1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
Restaurant Screens (4)	55” LCD	A & B ,Southern Roots (1), Social Table (3)	1920x1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
Ramp from A Lobby LED (1)	21ft x 3ft	From A to AB Lobby – Half or Full	1668x256/ 834x256	Jpg/MP4	Open	Exclusive	NA
Cutout LEDs A & B Side (2)	16ft x 3ft	AB Lobby on each end, Left side only	1920x1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
B Lobby, Side & Front LEDs (2)	29ft x 3ft	From Street and AB Lobby- Half or Full	1920x256/ 960x256	Jpg/MP4	Open	Exclusive	NA
C Entry from B LED (1) (Left)	39ft x 3ft	Bottom of Escalator to C, (Left side only)	1408x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
C Bld Totem LEDs - 2-sided (8)	3ft x 3ft	C Building, C300 (2) C200 (2) C100 (1)	256x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
Ga Ballroom LED-2-sided (Right)	27ft x 3ft	Facing Ga Ballroom and Signia (Right Side)	896x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
C Hall Entry Points (6)	28ft x 3ft	C1-C2 (2) C2-C3 (2) C3-C4 (2)	2048x256 @96dpi	Jpg/MP4	Open	Exclusive	NA
3520 Vinyl Banner Frame	35ft x 20ft	B Bld. (Far L facing MBS)	35ft x 20ft (700 sf)	PDF or Ai	Open	Exclusive	NA
4814 Vinyl Banner Frame	48ft x 14ft	B Bld. Entry (TMB facing Arena and Omni)	48ft x 14ft (672 sf)	PDF or Ai	Open	Exclusive	NA

Red Text Indicates Exclusive Event Content Only On Display