



PARK MGM
LAS VEGAS

CONVENTION BRANDING & SPONSORSHIP GUIDE

January 2025

YOU HAVE TO BE HERE  MGM RESORTS

HERE, EVENTS ARE DYNAMIC AND DAZZLING

Want to give your brand the spotlight it deserves, while building recognition and strengthening credibility? Our branding and sponsorship opportunities can help. From posters and banners to wraps and even billboards, you can make Park MGM work for you — all to boost your brand's visibility to the next level.



YOU HAVE TO BE HERE

DIGITAL PLACEMENTS



Conference Center Monitors
\$500 per monitor, per day

DIGITAL PLACEMENTS



Conference Center Media Wall

One Quadrant—\$2,000 per day

Entire Wall—\$6,500 per day

Individual Meeting Room Monitors

\$200 per day

Elevator Core Monitors — Level 2

Includes Three (3) Monitors

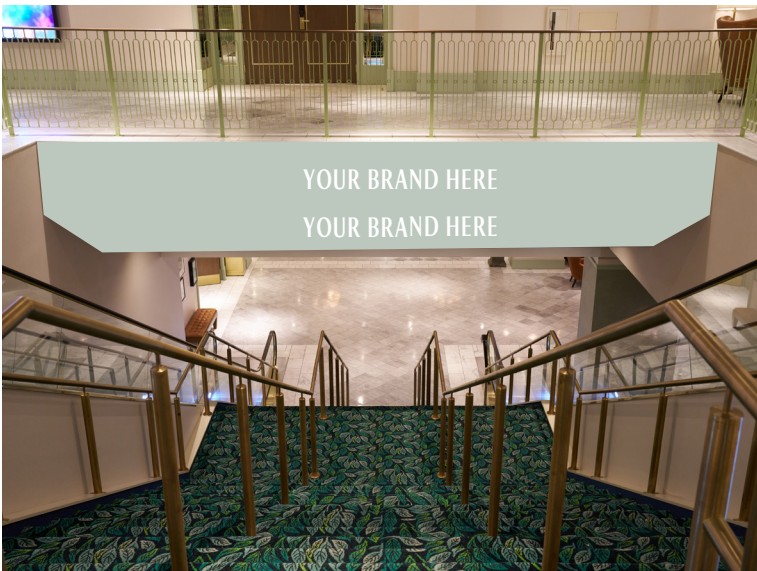
Content Take Over — \$2,000 per day

Content Deployed in Current Rotation — \$1,000 per day

The Strip Marquee

Starting at \$20,000 per day

INTERIOR CONFERENCE CENTER



Escalator Landing Clings

Starting at \$1,000

See Conference and Events Manager for Pricing

Escalator Stairway Clings

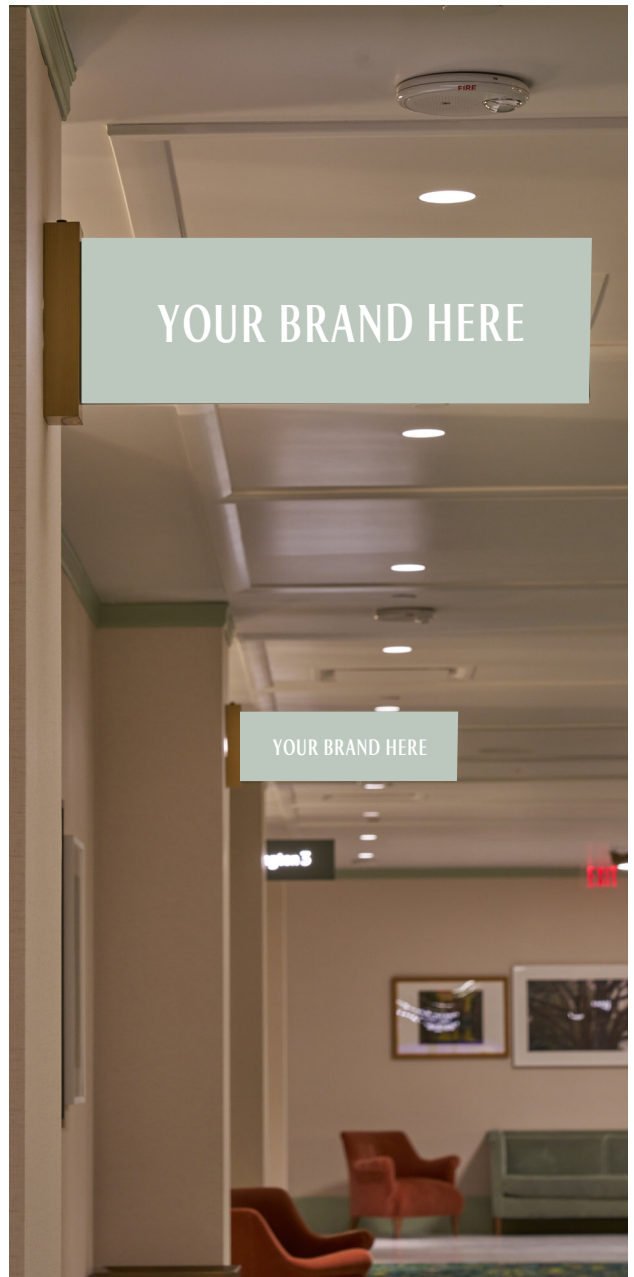
\$3,000

Top of Escalator Wall Clings

Starting at \$1,000

See Conference and Events Manager for Pricing

INTERIOR CONFERENCE CENTER



Door Clings

Starting at \$1,000 each

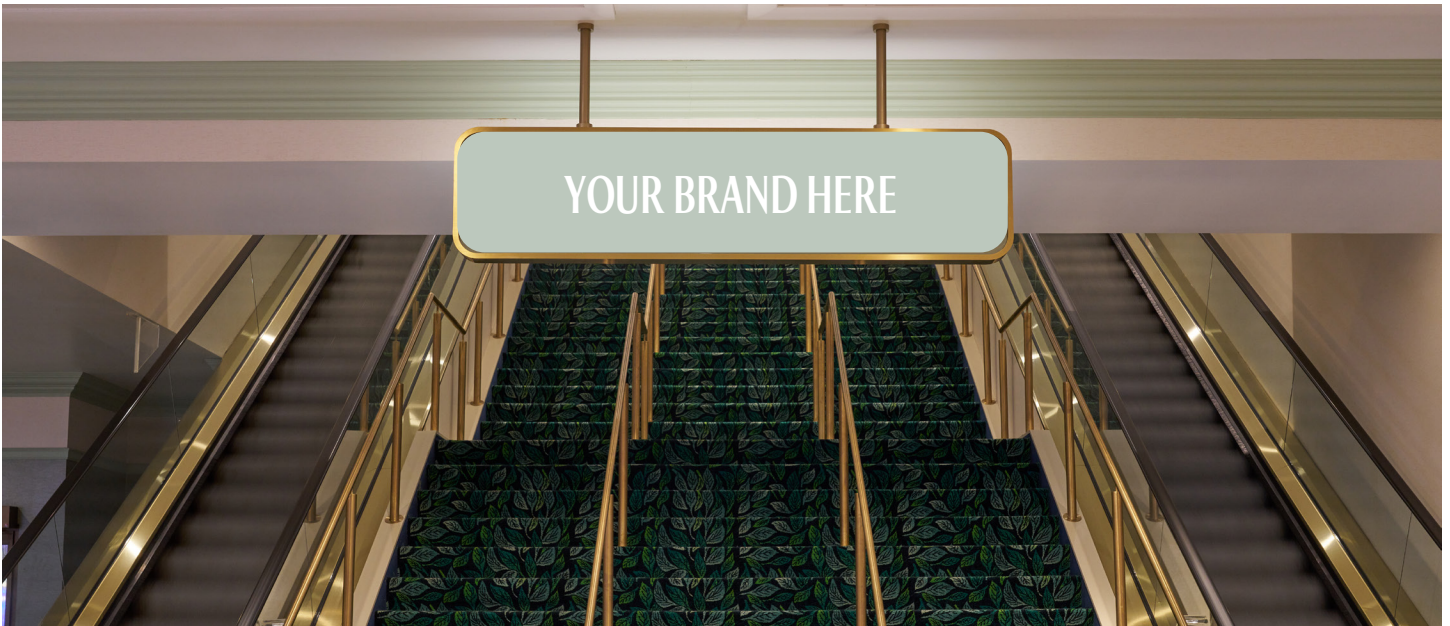
Room Entrance Mirrors

\$950 each

Meeting Room Sign Covers

\$750 each, Double Sided

INTERIOR CONFERENCE CENTER



Overhead Directional Signs

\$950 each, Single Sided

Level 1 Media Wall Clings

Starting at \$1,750

See Conference and Events Manager for Pricing

INTERIOR CONFERENCE CENTER



Convention Hallway Pillars

\$1,500 each

Conference Center Entrance Floor Cling

Starting at 5,000

Full Conference Center Buyout Required

INTERIOR CONFERENCE CENTER



Conference Center Marquee

\$3,500

Full Conference Center Buyout Required

Conference Center Entrance Doors

\$1,000 each

Full Conference Center Buyout Required

Conference Center Entrance Mirrors

\$950 each

Full Conference Center Buyout Required

INTERIOR CONFERENCE CENTER



Stair Landing

Starting at \$3,000

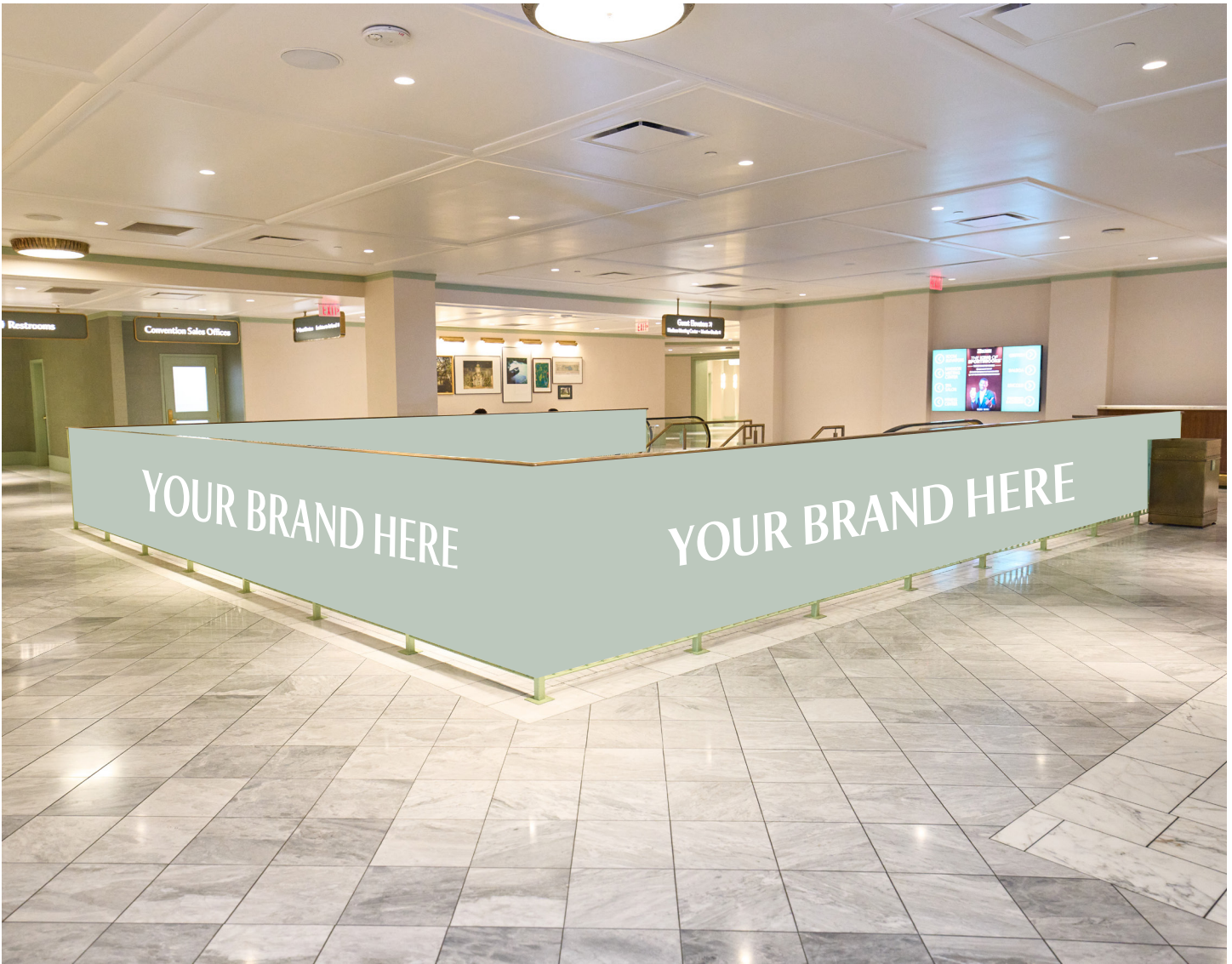
See Conference and Events Manager for Pricing

Conference Center Bathroom Mirrors

Starting at \$500

See Conference and Events Manager for Pricing

INTERIOR CONFERENCE CENTER



Level 2 Railings

Starting at \$750 Single-Sided

See Conference and Events Manager for Pricing

INTERIOR CONFERENCE CENTER – MADISON MEETING CENTER



Meeting Door Clings
Starting at \$1,000 each

INTERIOR CONFERENCE CENTER – MADISON MEETING CENTER



Window Clings

Starting at \$750 each

See Conference and Events Manager for Pricing

Wall Clings

Starting at \$660 each

See Conference and Events Manager for Pricing

BANQUET EQUIPMENT



Trash Cans

\$250 each

Minimum Four (4) Required

Podiums

Starting at \$750

Bar and Back Bar

Starting at \$950

Minimum Two (2) Required

BANQUET EQUIPMENT



Water Station

\$950

Catered Logo Items

To include bottled water, menu cards, ice carvings and dessert
See Conference and Events Managers for Options and Pricing

Registration Pod

\$3,500

HOTEL OPPORTUNITIES



Elevator Core Banner

\$4,000 per day

Includes Three (3) Banners

Subject to Hotel Approval

Bell Desk/Concierge Desk

\$1,000 each

Subject to Hotel Approval

North Valet Pillar Wraps

Starting at \$4,500

Minimum of Two (2) Required

Subject to Hotel Approval

North Valet Entrance Wall

Starting at \$8,000

Subject to Hotel Approval

IN-ROOMS OPPORTUNITIES



In-Room TV Channel

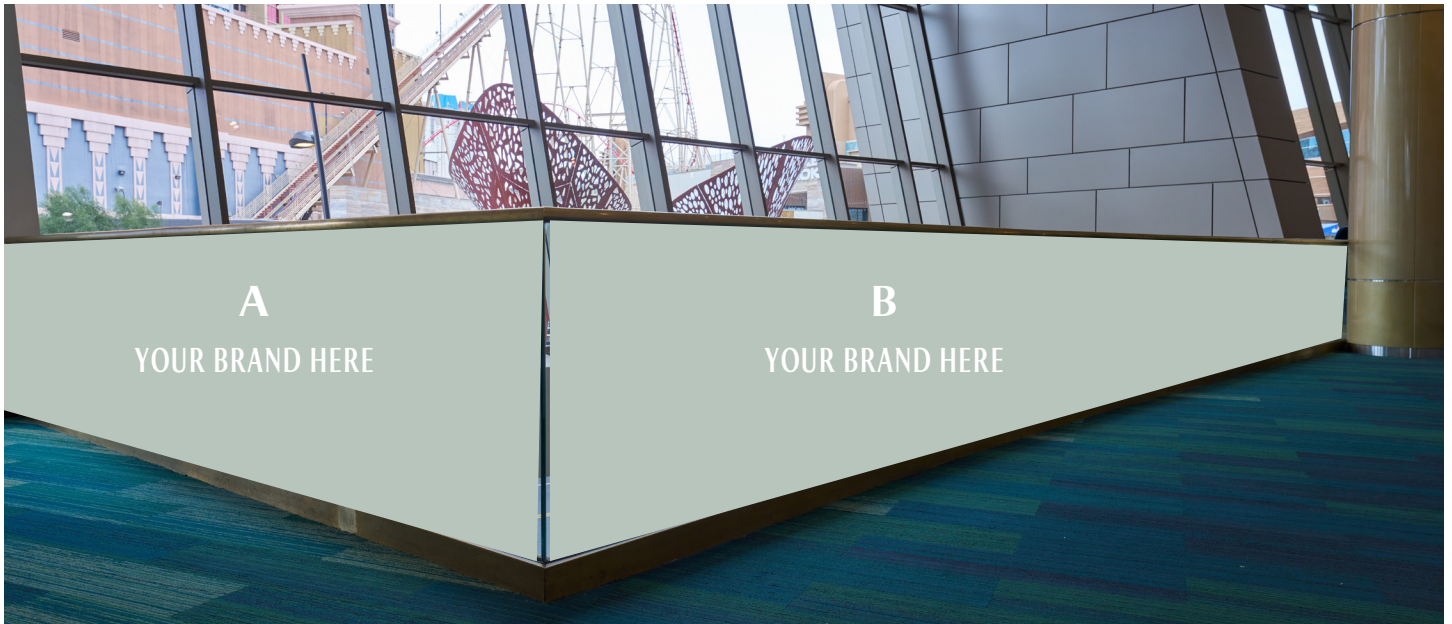
\$2,500 per day

Our In-Room TV Channel allows your group to broadcast custom messages and video to all guests within the hotel. This is a great opportunity to reach a large audience.

IPVT Pop Up

\$5.00 per room

Customized TV message to all or some of the convention attendees. Use this option to encourage attendees to visit your booth or to provide important conference information.



Glass Railing

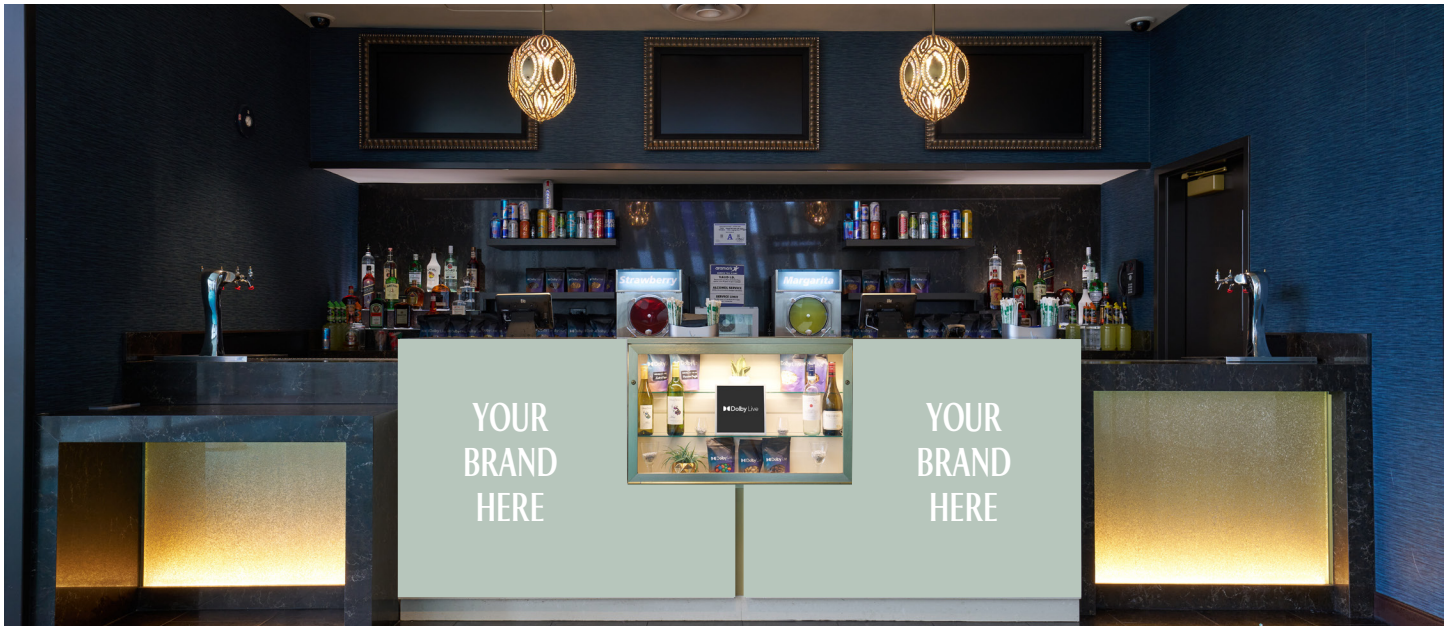
Starting at \$1,500

See Conference and Events Manager for Pricing

Windows

Starting at \$1,500

See Conference and Events Manager for Pricing



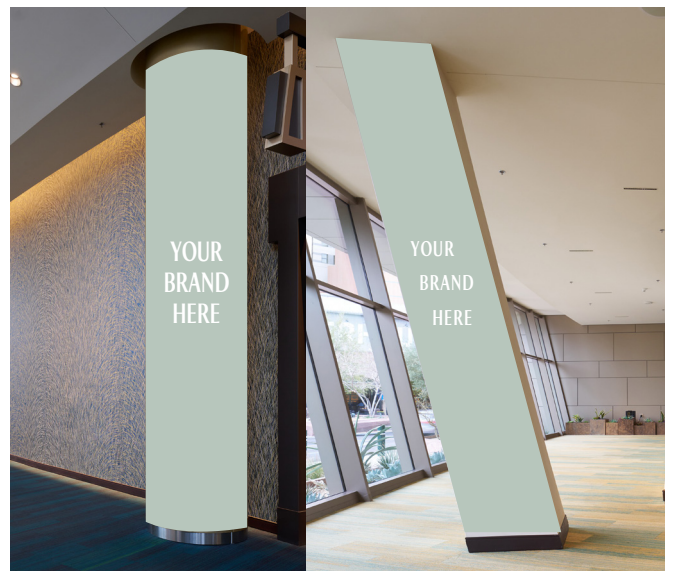
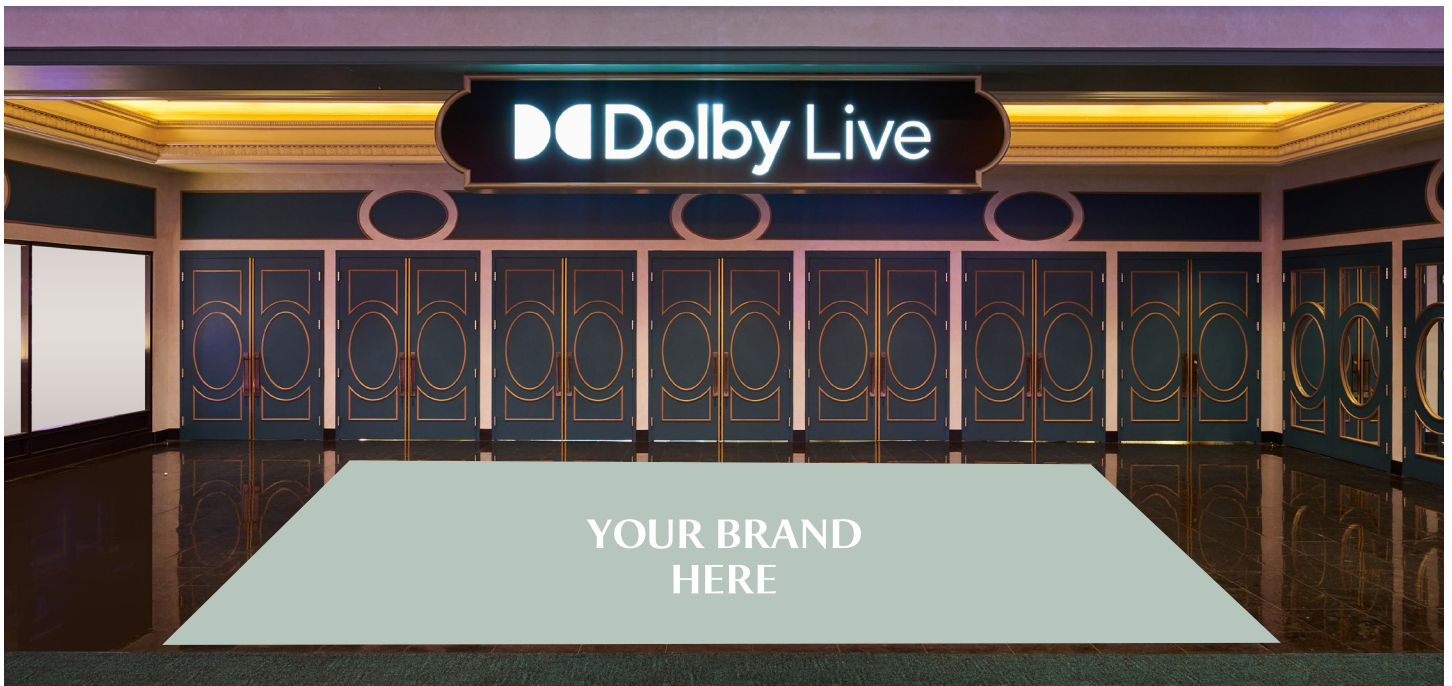
Bar Front

Starting at \$1,500

See Conference and Events Manager for Pricing

Dolby Digital Monitors

\$500 each



Floor Clings

Starting at \$5,000

See Conference and Events Manager for Pricing

Wall Clings

Starting at \$1,500

See Conference and Events Manager for Pricing

Column Wraps

Starting at \$1,500

See Conference and Events Manager for Pricing



Bathroom Mirrors

\$350 each

Trash Cans

\$250 each

Minimum Four (4) Required

Logo on Dolby Live Marquee

\$10,000 per day



PARK MGM



MGM RESORTS

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