



MGM GRAND<sup>®</sup>  
LAS VEGAS

# CONVENTION BRANDING & SPONSORSHIP GUIDE

YOU HAVE TO BE HERE



MGM RESORTS

# HERE, MEETINGS ARE INSPIRING AND ENERGIZING.

Outstanding facilities, impeccable service and unbeatable value are only the beginning. With three floors of flexible meeting space and more than 850,000 square feet of WOW, we've increased recognition and enhanced the image of hundreds of brands just like yours.

MGM GRAND.  MGM RESORTS

**YOU HAVE TO BE HERE**

# CONFERENCE CENTER ENTRANCE



## MAIN ENTRANCE (MARQUEE COURTYARD)

Run of show

## MARQUEE BALLROOM ENTRANCE

Run of show

# CONFERENCE CENTER ENTRANCE



## **NORTH SIDE CLING FACING TOPGOLF LOT**

Run of live event dates



# INTERIOR CONFERENCE CENTER ENTRANCE



## CONFERENCE CENTER MAIN ENTRANCE

Entire Conference Center buyout required for eligibility

Require hotel pre-approval

## ESCALATOR CLING

Require Hotel pre-approval

# WALK TO CONFERENCE CENTER



## POOL ATRIUM CLINGS

Run of show

## SCONCES

Requires hotel advance approval

## POOL WALKWAY WINDOW CLINGS

Run of show

Section B to D only

Approximately 4,582 people pass through this area each day  
Based on availability, locations require hotel pre-approval



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## CONFERENCE CENTER HANGING BANNERS

Run of show

## SIGN / RESTROOM SIGN COVERS

Run of show

## PRE-FUNCTION WINDOW CLINGS

Run of show

MGM exclusive vendor required for rigging of banners

# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## ARTWORK

Run of show

Must be fabric (no adhesive material)



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## COLUMN WRAP

Run of show

Must be fabric (no adhesive material)

# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## RESTROOM MIRROR AND STALL CLINGS

Run of show

## WALL CLINGS

Run of show

Require hotel pre-approval



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## STAIRCASE CLINGS

## TABLETOP CLINGS

Run of show

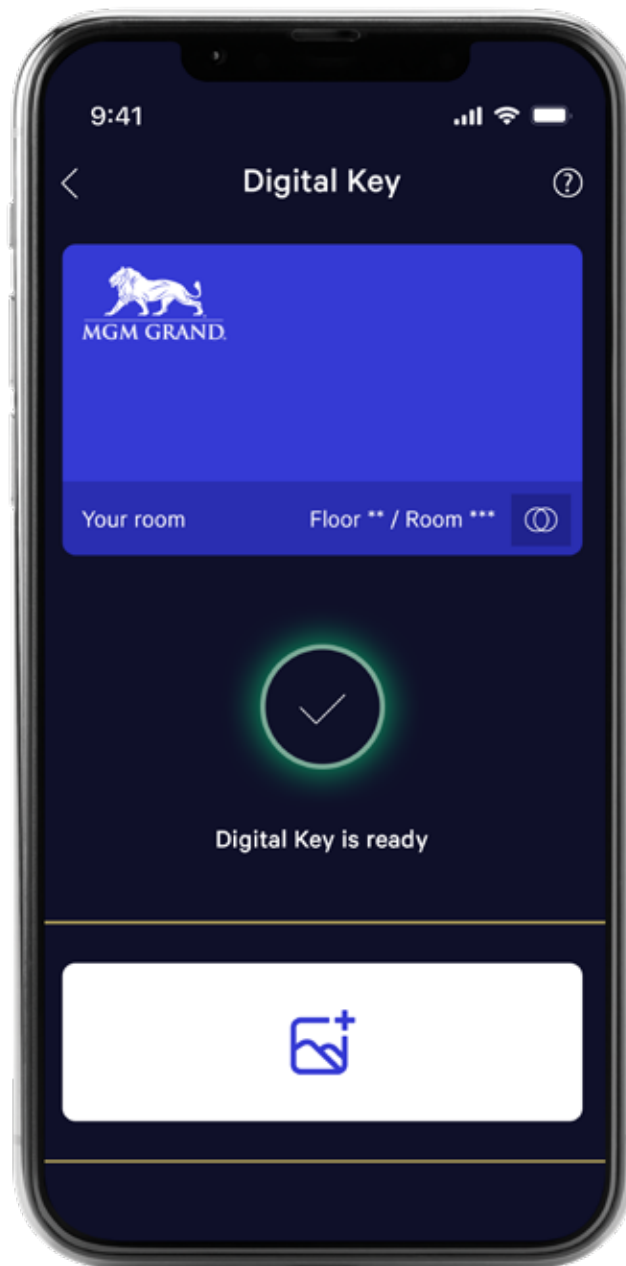
Please see CSM for exact locations

## MIRROR CLINGS

Require hotel pre-approval



# LOGO KEY AND DIGITAL KEY



## LOGO GUEST ROOM KEYS

Must have 1,500 or more room nights  
10-week production time required

## DIGITAL KEY BRANDING

Four-week lead time prior to arrival rates vary  
based on peak night rooms

Requires hotel pre-approval  
Contact CSM for availability and specifications

# DIGITAL PLACEMENTS



## LAS VEGAS BLVD. MARQUEE

Contact CSM for availability and pricing

576x1296p JPEG or MP4

72 dpi 5–8 Mbps 30fps H264

Eight-second play time in rotation with existing content

Approximately 43,778 people drive down Las Vegas Boulevard each day

14-day lead time required

Subject to availability

Requires Advance Hotel Marketing Approval

Content is deployed in rotation with existing playlist per corporate daypart guidelines

# DIGITAL PLACEMENTS



## NEW POOL LED WALL

Single image, run of show

1920x1080p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

## DIGITAL WELCOME SCREENS

1080x1920p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

14-day lead time required

Subject to availability

All digital files must be received no less than 5 business days prior to first deployment date

Files received within 5 days are subject to availability and will incur additional fees



# DIGITAL PLACEMENTS



## OVERHEAD DIRECTIONAL SCREENS

1920x1080p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

Subject to availability

Require hotel pre-approval

All digital files must be received no less than 5 business days prior to first deployment date

Files received within 5 days are subject to availability and will incur additional fees



## CONFERENCE CENTER EXIT SCREEN

Single image, run of show

16:9 1920x810p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

Require hotel pre-approval

## FIRST FLOOR 4X3 LOBBY LOUNGE LED WALL

Single image, run of show

16:9 1920x810p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

All digital files must be received no less than 5 business days prior to first deployment date  
Files received within 5 days are subject to availability and will incur additional fees



## **THIRD FLOOR 4X3 LED WALL CHAIRMAN'S LOBBY**

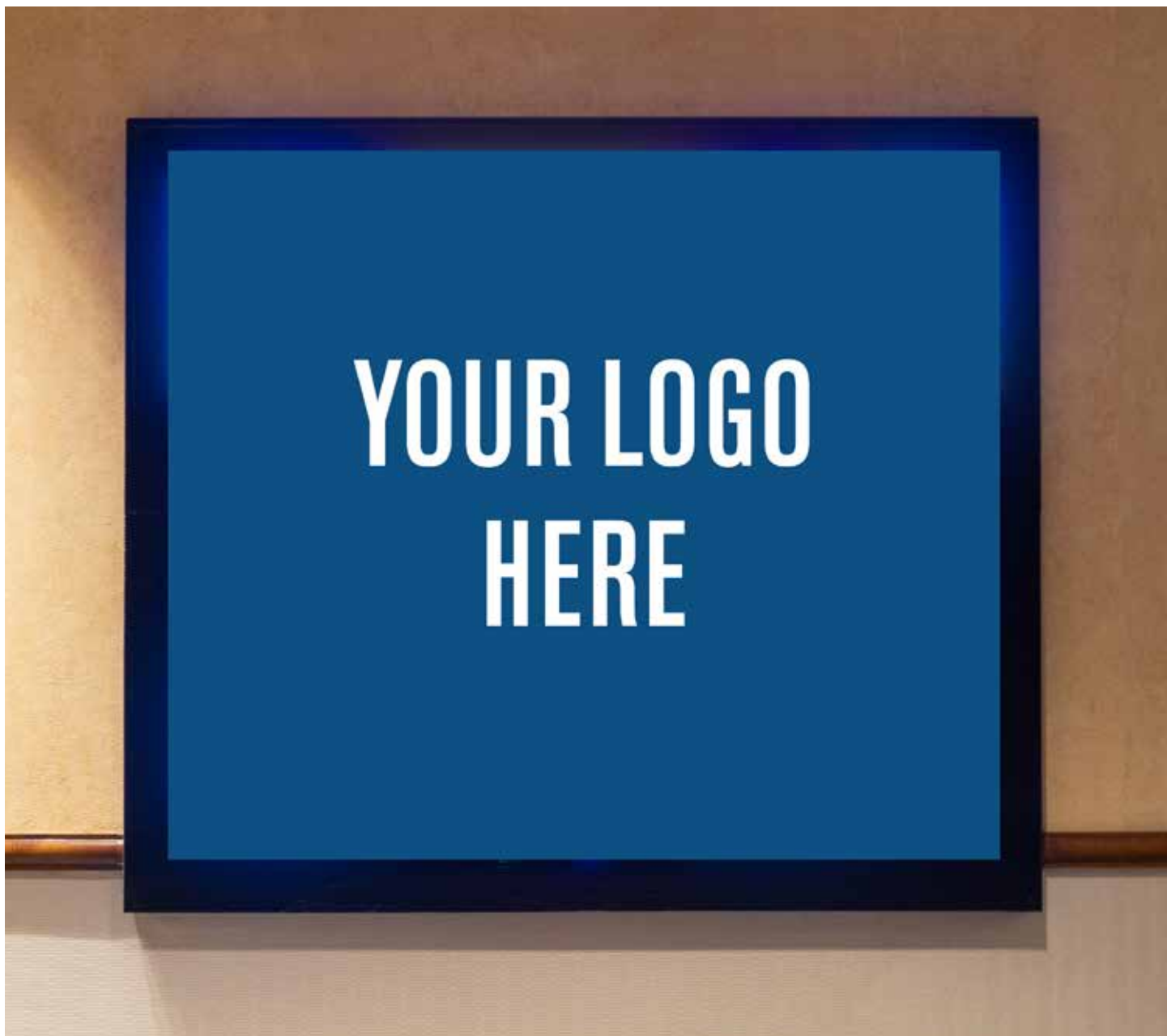
Single image, run of show  
1920x810p JPEG or MP4  
72 dpi RGB 8–12 Mbps 30fps H264  
14-day lead time required  
Subject to availability

## **2X3 VIDEO WALL**

Single image, run of show  
1280x1080p JPEG or MP4  
72 dpi RGB 8–12 Mbps 30fps H264  
One location on Level 1 North  
One location on Level 2 South  
One location on Level 3 South  
14-day lead time required

All digital files must be received no less than 5 business days prior to first deployment date  
Files received within 5 days are subject to availability and will incur additional fees





## **SECOND FLOOR NORTH LED WALL**

Single image, run of show

1280x1080p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

All digital files must be received no less than 5 business days prior to first deployment date

Files received within 5 days are subject to availability and will incur additional fees

# DIGITAL PLACEMENTS



## CONFERENCE LOBBY VERTICAL SCREENS

1080x1920p MP4  
72 dpi RGB 8–12 Mbps 30fps H264  
14-day lead time required  
Subject to availability

## FIRST FLOOR 2X4 VIDEO WALL

Single image, run of show  
Located across from FedEx  
960x1080p JPEG or MP4  
72 dpi RGB 8–12 Mbps 30fps H264  
14-day lead time required  
Subject to availability

All digital files must be received no less than 5 business days prior to first deployment date  
Files received within 5 days are subject to availability and will incur additional fees

# DIGITAL PLACEMENTS



## INDIVIDUAL READER BOARDS

Single image, run of show

1080x1920p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

Contact CSM for locations and entire floor buyout

## NEW 32" GRAND BALLROOM SCREENS

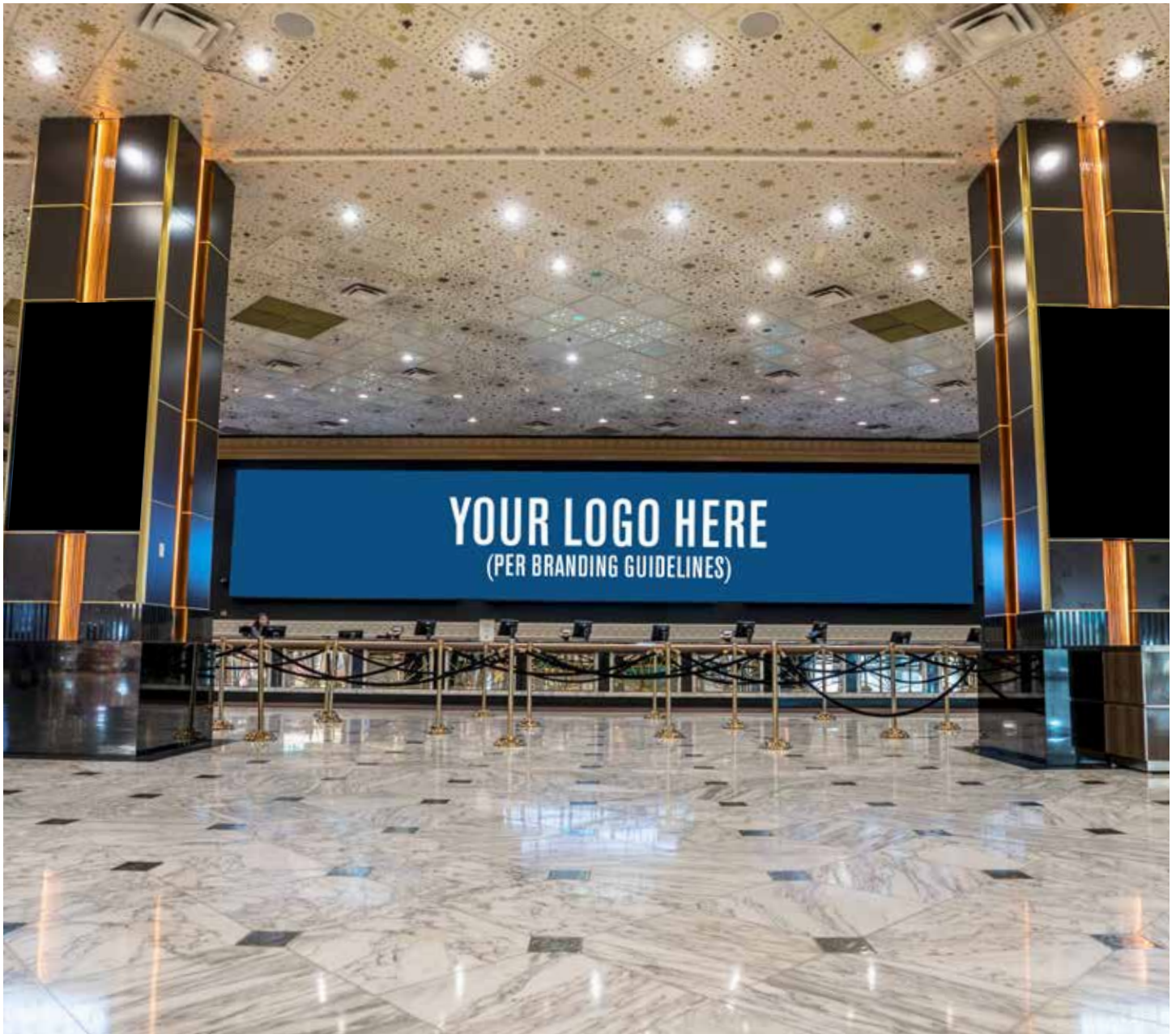
Single image, run of show

1080x1920p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

All digital files must be received no less than 5 business days prior to first deployment date  
Files received within 5 days are subject to availability and will incur additional fees





## FRONT DESK VIDEO WALL

The lobby sees approximately 100,000 people per day

Peak arrival day(s) only

14-day lead time required

Please contact your CSM for branding guidelines

Subject to availability and requires hotel pre-approval



## ELEVATOR CORE SCREENS

Single image, run of show

1080x1920p JPEG or MP4

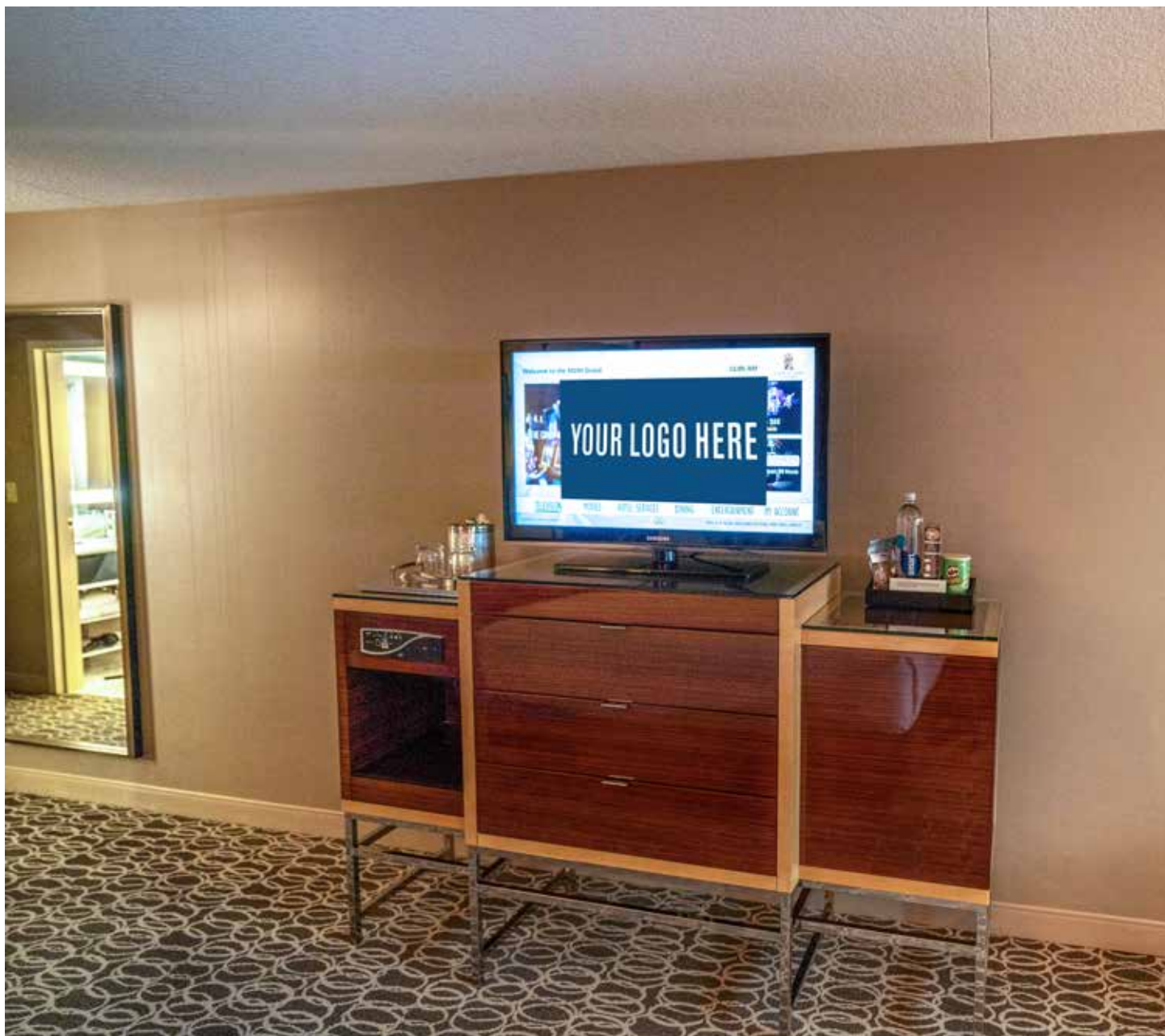
72 dpi RGB 8–12 Mbps 30fps H264

Subject to availability and requires Hotel pre-approval

All digital files must be received no less than 5 business days prior to first deployment date

Files received within 5 days are subject to availability and will incur additional fees





## IN-ROOM TV POP-UP

603x313p JPEG

Approximate Copy Limits:

Five-word headline and 80-word body copy

Make your message the first thing your attendees see when they turn on their TV

## IN-ROOM TV CHANNEL

Please contact your CSM for additional details

14-day lead time required

Subject to availability





## HANGING BOXES

Single image, run of show

Located at The District

1080x1920p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

Approximately 13,000 people through  
The District each day

14-day lead time required

Based on marketing availability

Locations require hotel pre-approval

Content deploys in rotation with existing playlist

All digital files must be received no less than 5 business  
days prior to first deployment date

Files received within 5 days are subject to availability  
and will incur additional fees

# DIGITAL PLACEMENTS



## THREE DIGITAL SCREENS

Single image, run of show

Located at Grand Garden Arena Entrance

1024x2048p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

Approximately 13,000 people through  
The District each day

14-day lead time required

Based on marketing availability

Locations require hotel pre-approval

Content deploys in rotation with existing playlist

All digital files must be received no less than 5 business  
days prior to first deployment date

Files received within 5 days are subject to availability  
and will incur additional fees

# GRAND GARDEN ARENA

## **GGA UPPER FOYER WINDOW CLINGS**

Does not include production or installation charges

## **BANNERS, COLUMN WRAPS IN GGA FOYER**

Does not include production or installation charges

## **DIGITAL OPPORTUNITIES**

Studio Ballroom Plasmas

Tri Screens Upstairs Foyer

Tri Screens Lower Foyer

Elevator Digital

Single image, run of show

Quick Change Display (QCD) is exclusive for all print production and installation in Grand Garden Arena spaces (inside the arena and surrounding upper/lower foyers)

All digital files must be received no less than 5 business days prior to first deployment date

Files received within 5 days are subject to availability and will incur additional fees



MGM GRAND. |  MGM RESORTS

**YOU HAVE TO BE HERE**