



# CONVENTION BRANDING & SPONSORSHIP GUIDE

JANUARY 2025

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.



**YOU HAVE TO BE HERE**



# CONFERENCE CENTER ENTRANCE



## MAIN ENTRANCE (MARQUEE COURTYARD)

\$550 per door

\$1,100 per upper window panel

Run of show

## MARQUEE BALLROOM ENTRANCE

\$10,500

Run of show

Rates do not include production and installation costs

# CONFERENCE CENTER ENTRANCE



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

\$25,000

Run of live event dates

Rates do not include production or installation costs



# INTERIOR CONFERENCE CENTER ENTRANCE



## CONFERENCE CENTER MAIN ENTRANCE

\$2,000

Entire Conference Center buyout required for eligibility

Does not include production and installation costs

Require hotel pre-approval

## ESCALATOR CLING

\$3,500

Does not include production and installation costs

Require Hotel pre-approval



# WALK TO CONFERENCE CENTER



## POOL ATRIUM CLINGS

\$1,250 per pane  
Run of show

## SCONCES

\$200 per sconce  
Requires hotel advance approval

## POOL WALKWAY WINDOW CLINGS

\$1,000 per pane  
Run of show  
Section B to D only

Approximately 4,582 people pass through this area each day  
Does not include production and installation costs  
Based on availability, locations require hotel pre-approval



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## CONFERENCE CENTER HANGING BANNERS

\$2,500 per banner  
Run of show

## SIGN / RESTROOM SIGN COVERS

\$2,000 per floor  
Run of show

Rates do not include production and installation costs

## PRE-FUNCTION WINDOW CLINGS

\$1,000 per pane  
Run of show

MGM exclusive vendor required for installation



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## ARTWORK

\$2,500 per wrap

Run of show

Must be fabric (no adhesive material)

Rates do not include production and installation costs



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## **COLUMN WRAP**

\$2,500 per pillar  
Run of show

Rates do not include production and installation costs  
Must be fabric (no adhesive material)

# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## RESTROOM MIRROR AND STALL CLINGS

\$2,000 per restroom

Run of show

## WALL CLINGS

Starting at \$3,200 per cling

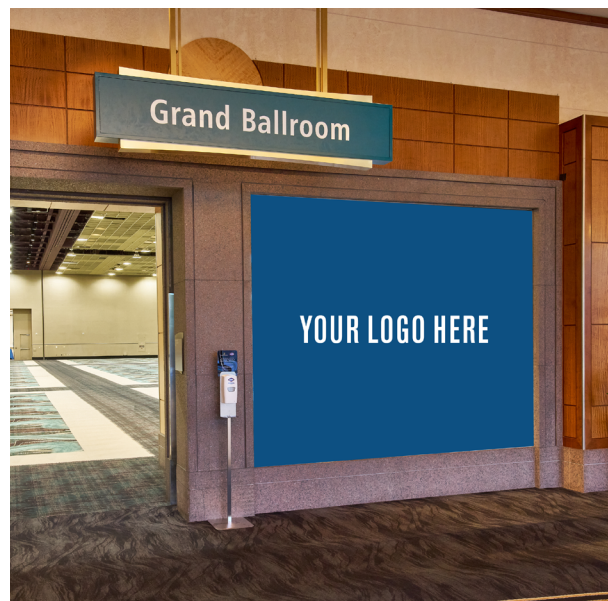
Run of show

Rates do not include production and installation costs

Require hotel pre-approval



# INTERIOR CONFERENCE CENTER OPPORTUNITIES



## STAIRCASE CLINGS

\$100 per step

## TABLETOP CLINGS

\$350 per cling

Runf of show

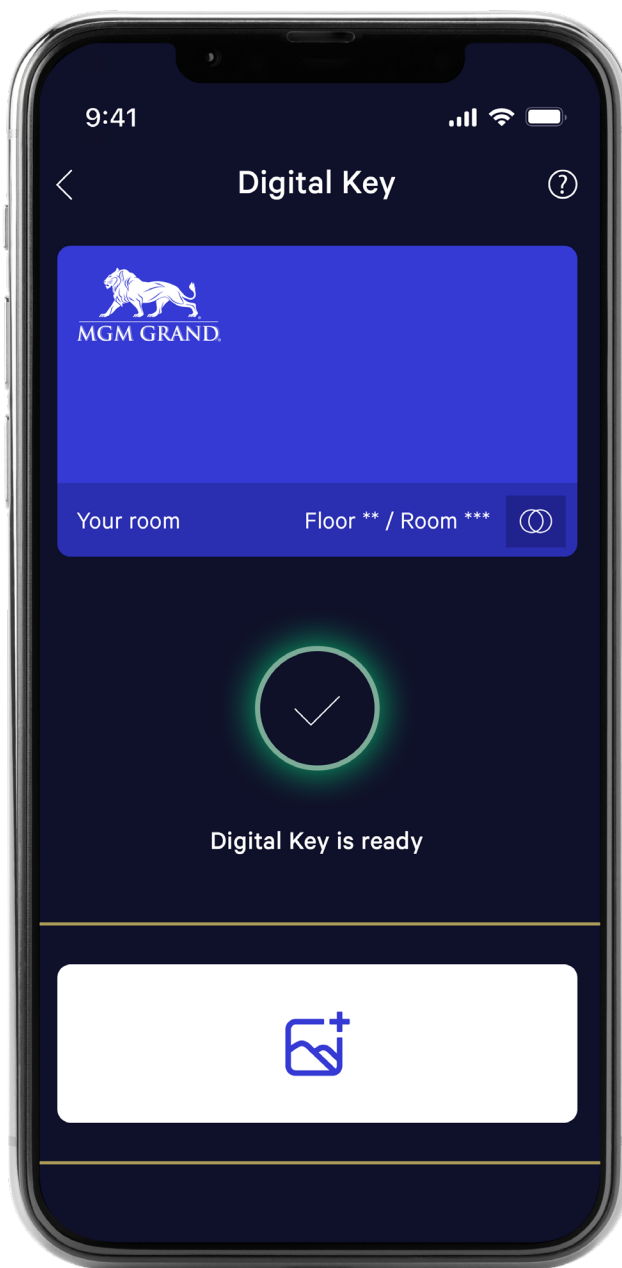
Rates do not include production and installation costs  
Please see CSM for exact locations

## MIRROR CLINGS

\$1,500 per cling

Rates do not include production and installation costs  
Require hotel pre-approval

# LOGO KEY AND DIGITAL KEY



## LOGO GUEST ROOM KEYS

\$4.50 per key

Price includes production—exclusive to MGM Grand

Must have 1,500 or more room nights

10-week production time required

## DIGITAL KEY BRANDING

|             |          |
|-------------|----------|
| 0–500       | \$2,500  |
| 501–1,000   | \$5,000  |
| 1,001–2,000 | \$7,500  |
| 2,001–3,000 | \$10,000 |
| Over 3,000  | \$15,000 |

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

Requires hotel pre-approval

Contact CSM for availability and specifications





## LAS VEGAS BLVD. MARQUEE

Starting at \$40,000 per day

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

\$15,000 exclusive use

Single image, run of show

1920x1080p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

## DIGITAL WELCOME SCREENS

\$2,800 per screen per day

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





## OVERHEAD DIRECTIONAL SCREENS

\$1,500 per screen per day

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

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## CONFERENCE CENTER EXIT SCREEN

\$13,000 exclusive use

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

\$18,500 exclusive use

Single image, run of show

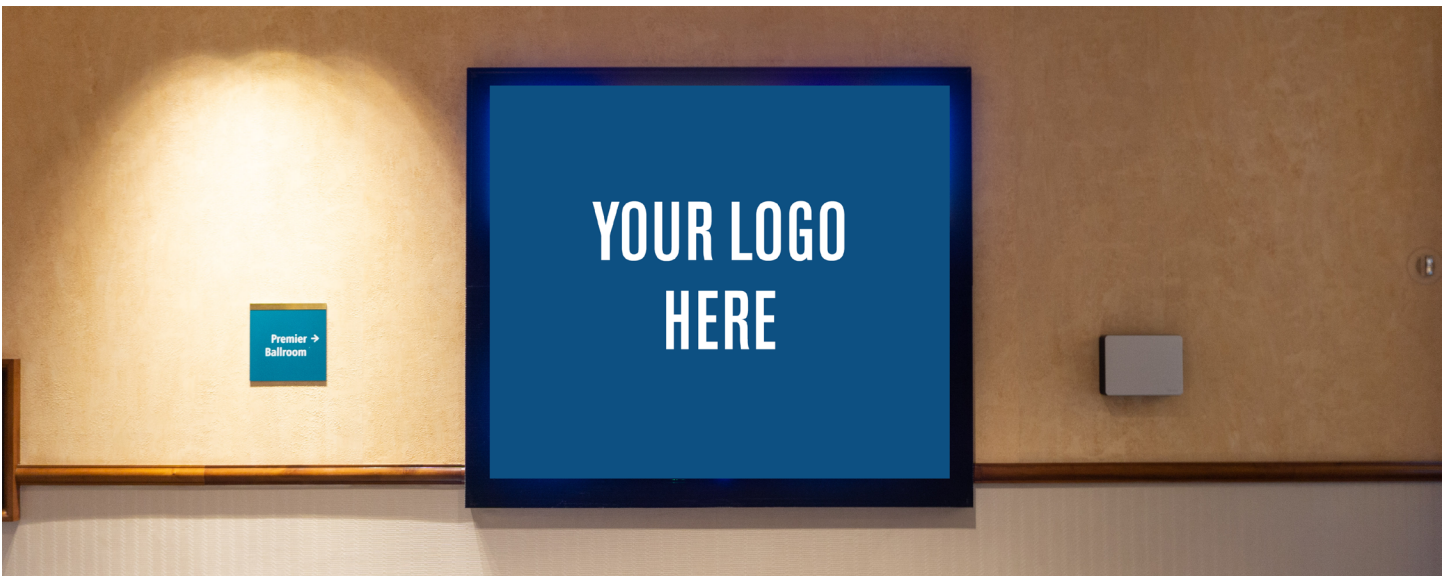
16:9 1920x810p JPEG or MP4

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**

\$18,500 exclusive use  
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**

\$8,000 exclusive use per 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**

\$10,000 exclusive use

Single image, run of show

1280x1080p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

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## CONFERENCE LOBBY VERTICAL SCREENS

\$2,000 per screen per day

1080x1920p MP4

72 dpi RGB 8–12 Mbps 30fps H264

14-day lead time required

Subject to availability

## FIRST FLOOR 2X4 VIDEO WALL

\$10,000 exclusive use per 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

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# DIGITAL PLACEMENTS



## INDIVIDUAL READER BOARDS

\$250 per screen per day

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

\$250 per screen per day

Single image, run of show

1080x1920p JPEG or MP4

72 dpi RGB 8–12 Mbps 30fps H264

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## **FRONT DESK VIDEO WALL**

\$30,000 per day for inclusion in rotation

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

\$8,200 per day for exclusive use for one screen or  
\$3,500 per day for rotation inclusion for all three 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

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## IN-ROOM TV POP-UP

\$5 per room per day

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

\$3,500 per 24-hour period

Please contact your CSM for additional details

14-day lead time required

Subject to availability





## HANGING BOXES

\$6,000 per day

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





## THREE DIGITAL SCREENS

\$12,000 per day on rotation

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**

\$5,000 per side

Does not include production or installation charges

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

\$1,500 per wrap/banner

Does not include production or installation charges

## **DIGITAL OPPORTUNITIES (\$1,200 EACH EXCLUSIVE USE)**

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)

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