

**NEW**

**Available  
NOW**



### 3520 Vinyl Banner Frame

Entry to West-Side of Building B

35'x20' (Specs: Hi-Res PDF)

Cost: **\$8,800**

Duration of event



**Exclusive  
GWCC  
Production  
and Install**

Mark Geiger  
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mgeiger@gwcc.com  
o: 404.222.5557  
c: 770.312.8255

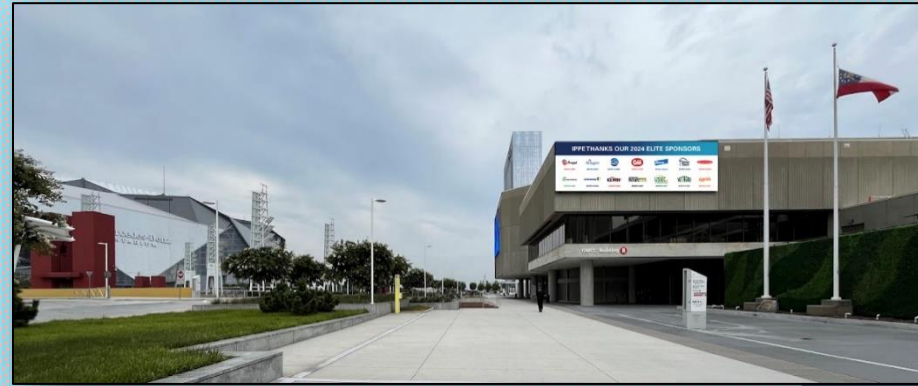
Andrew Lloyd  
andrew.lloyd@cclld.net  
alloyd@gwcc.com  
c: 678.416.9425

Aug-Oct 2024

For Show-Management use only – Not to be shared with  
General Contractors, Designers or 3<sup>rd</sup> party partners.

**NEW**

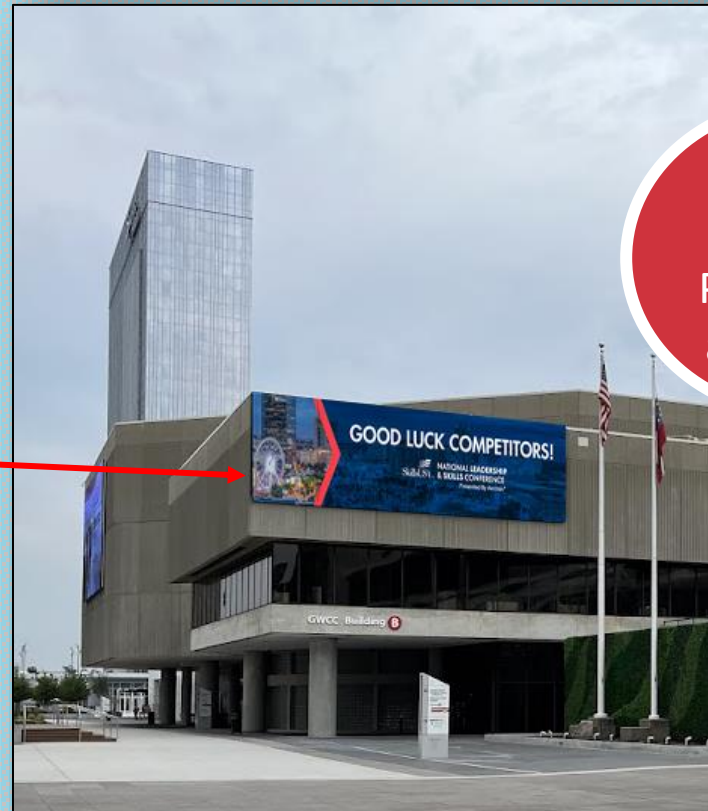
Available  
October  
2024



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Exclusive  
GWCC  
Production  
and Install

### 4814 Vinyl Banner Frame

front Entry to Building B

48'x14' (Hi-Res PDF)

Cost: **\$9,400**

Duration of event

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Georgia World Congress Center Authority



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### 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



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## 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



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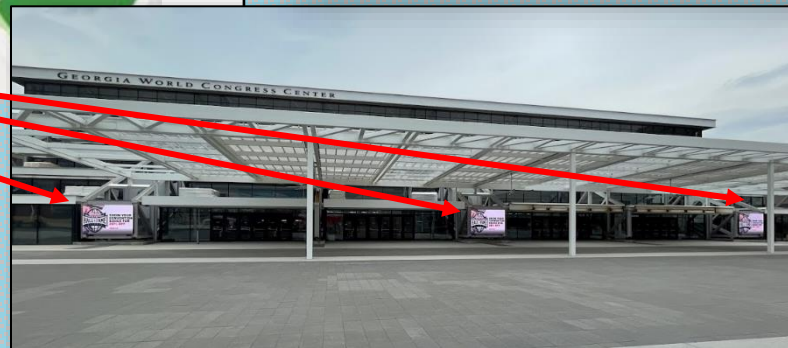
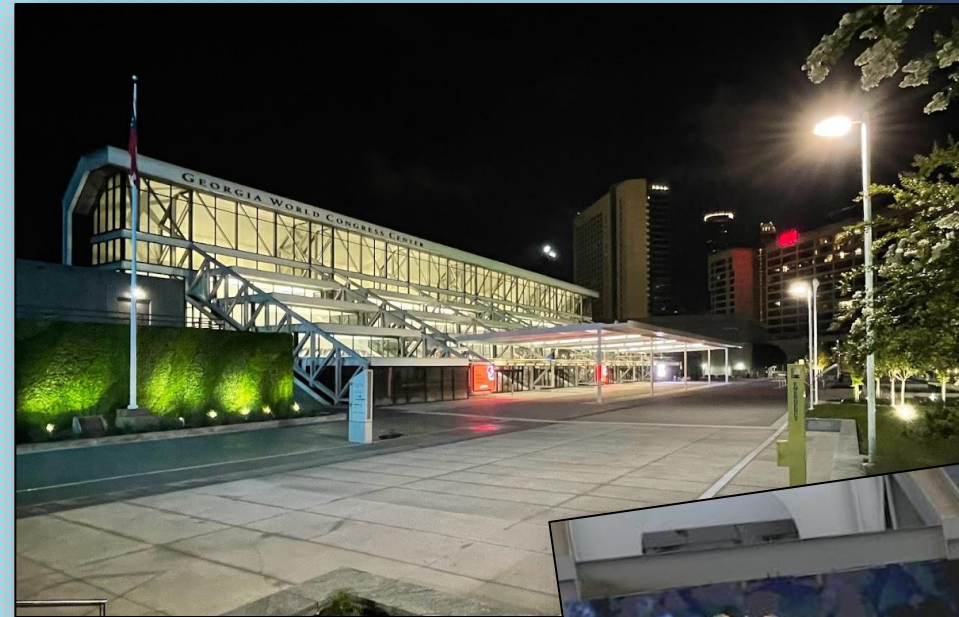
# Three LEDs 10ftW x 6.5ftH

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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



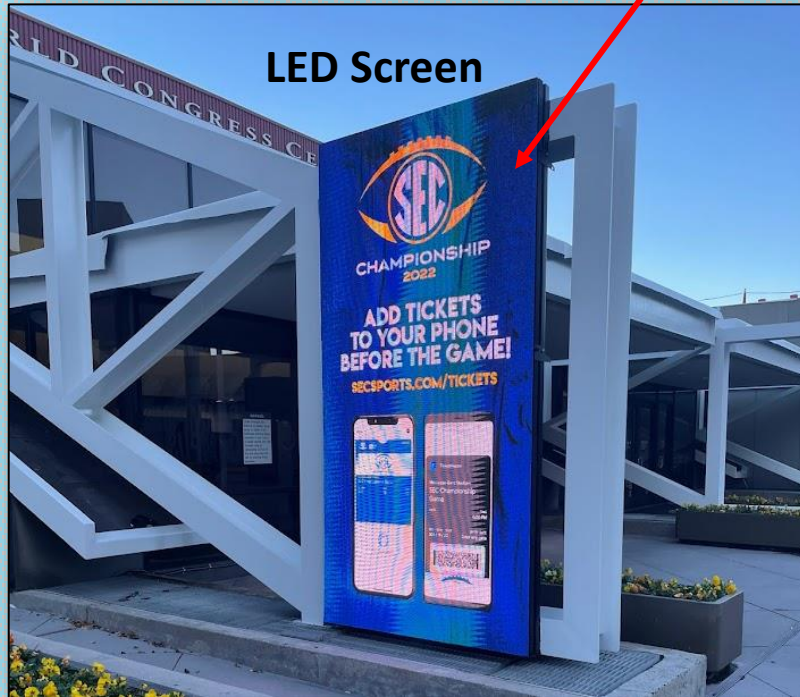
# One-sided LED 6.5ftW x 10ftH

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### A Building

### 1-sided LED and 4 Banners

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

\$725 per Vinyl Banner

Production, install, removal



# Exclusive Show Content

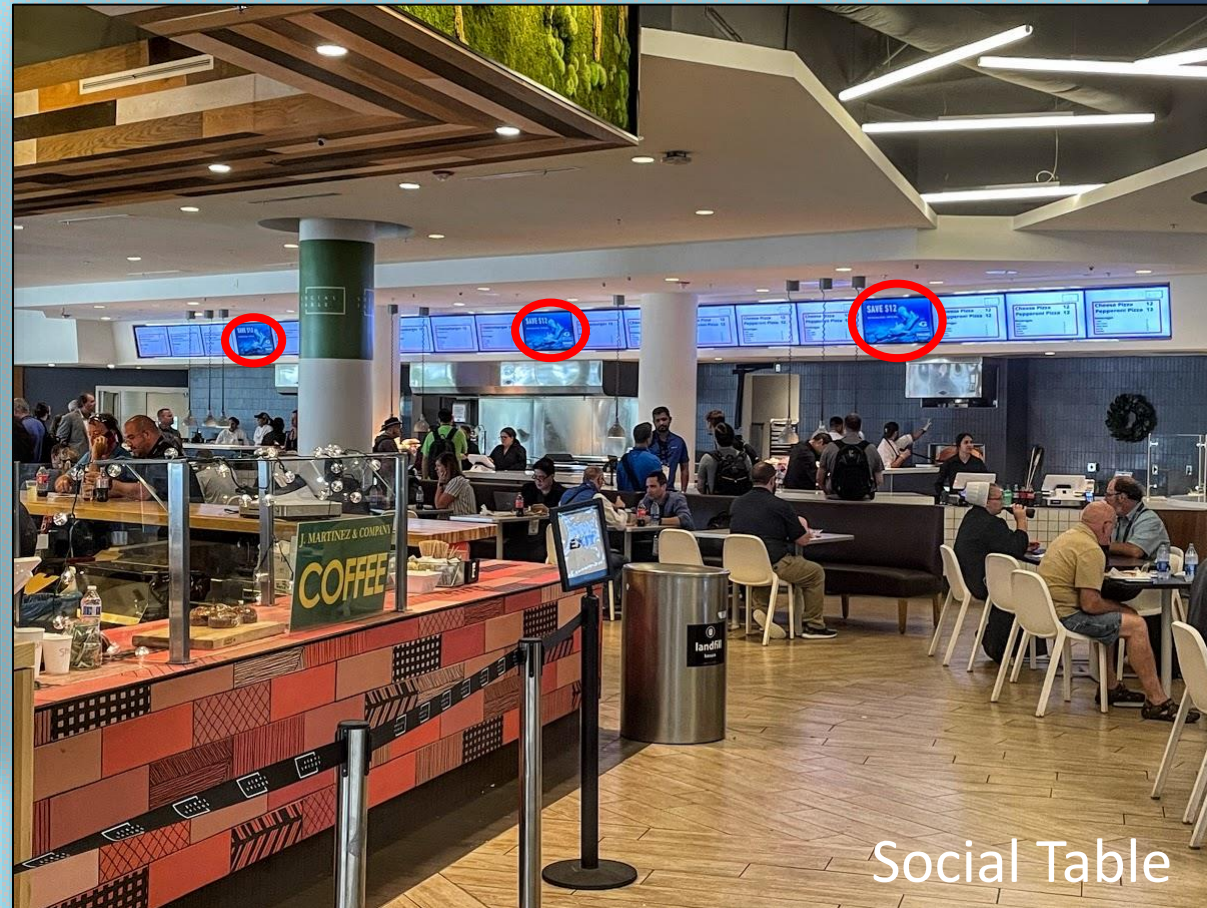
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Southern Roots



Social Table

## Restaurant Monitors (4)

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

**Exclusive Show Content 180 seconds**

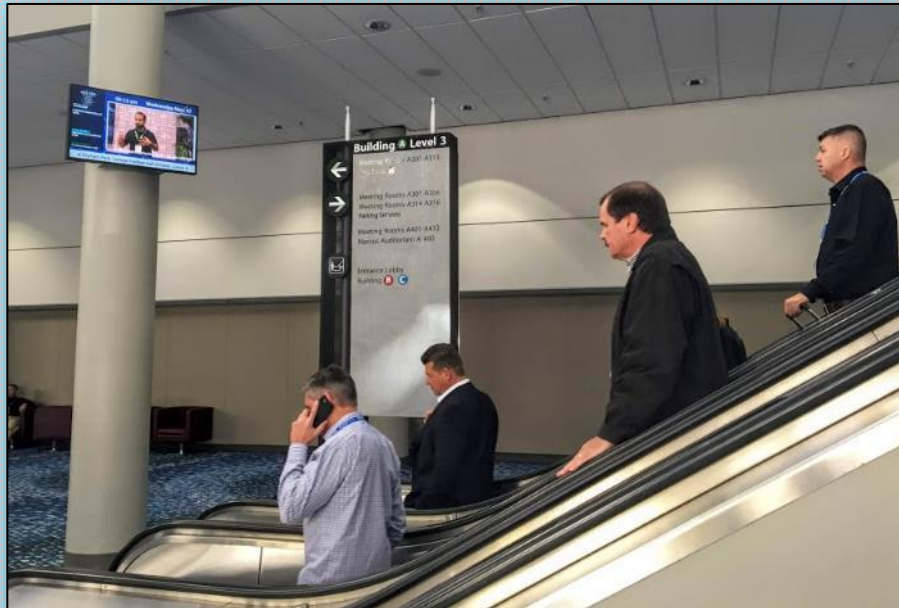
**Cost: \$2,400**

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

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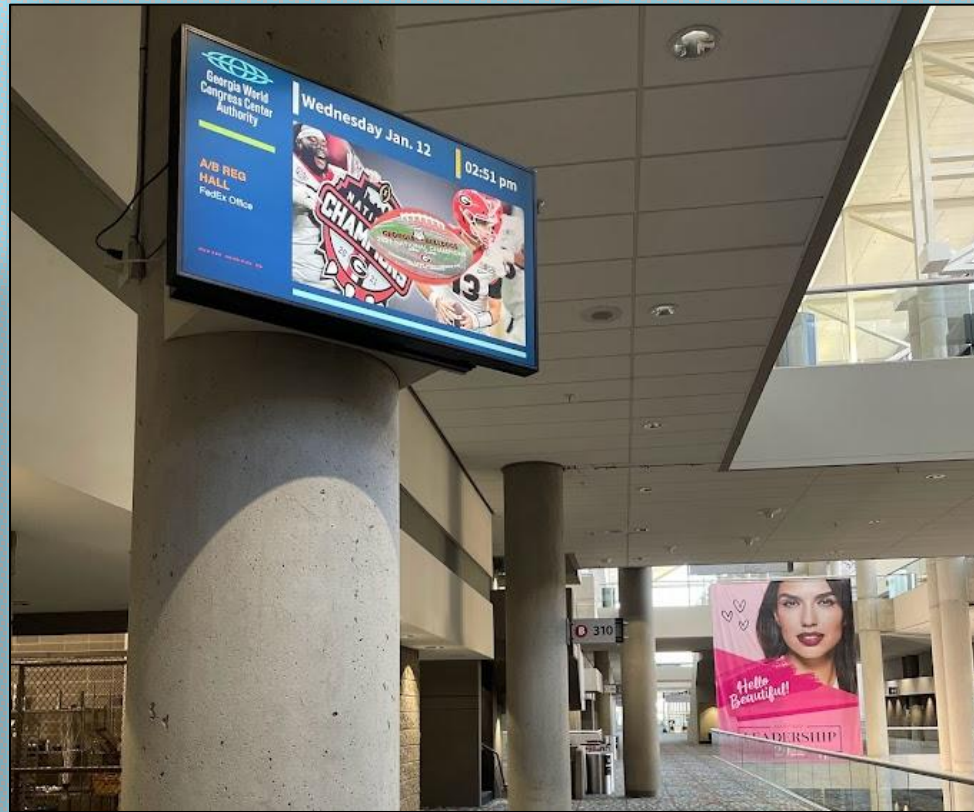
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## B Building Monitors (26)

Located on all levels (1920x1080 JPG/MP4s)

**100 seconds** out of 180 second loop

Cost: **\$5,500**

Duration of event

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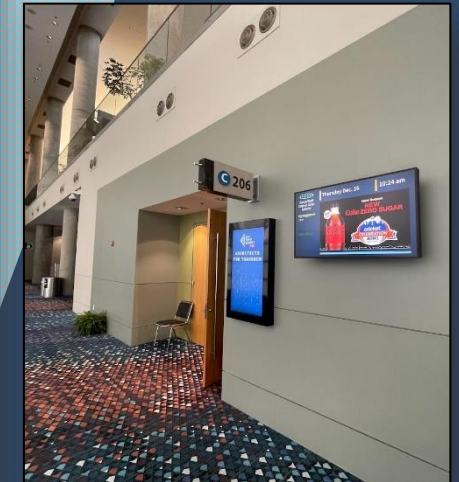
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## C Building Monitors (16)

Located on all levels (1920x1080 JPG/MP4s)

**100 seconds** out of 180 second loop

Cost: **\$3,400**

Duration of event

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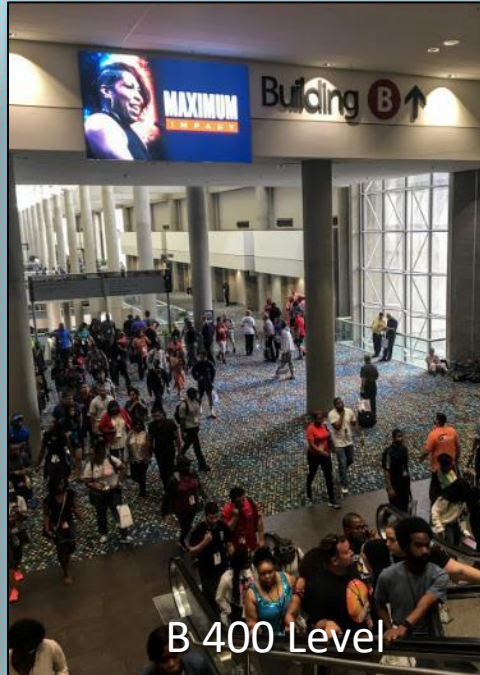




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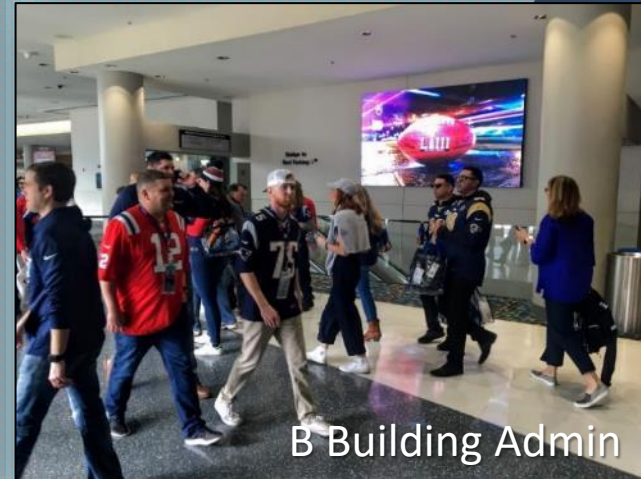
AB Lobby B Side



B 400 Level



A Building Lobby



B Building Admin



AB Lobby A Side

## LED Walls (All 5 locations)

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

100 seconds out of 180 second loop

Cost: \$10,000

Duration of event

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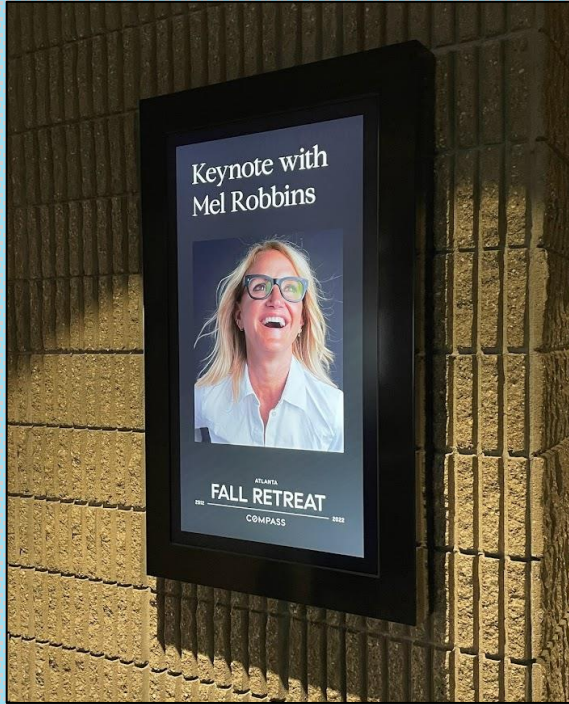


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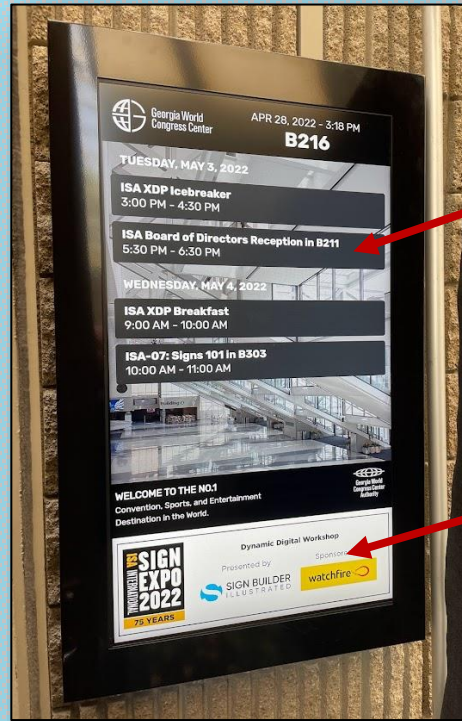
## Meeting Room Monitors 43"

Agendas Programable via Spreadsheet  
(1080x1920)

**Bottom:** 1000x340@96dpi (120 Monitors)

Cost: **\$250** per screen

Duration of event



Spreadsheet data will display session information on each individual meeting room monitor that you control from start to finish.

Bottom monitor graphics, Can be utilized for Show Messaging, Branding or Sponsorship - JPGs 1000x340. Displays on all screens for duration of event.



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

**Exclusive Show Content**

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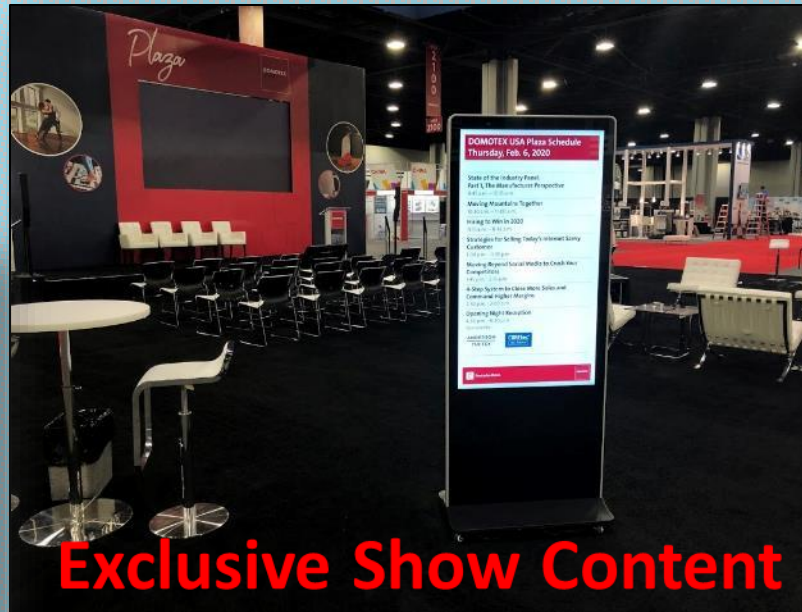
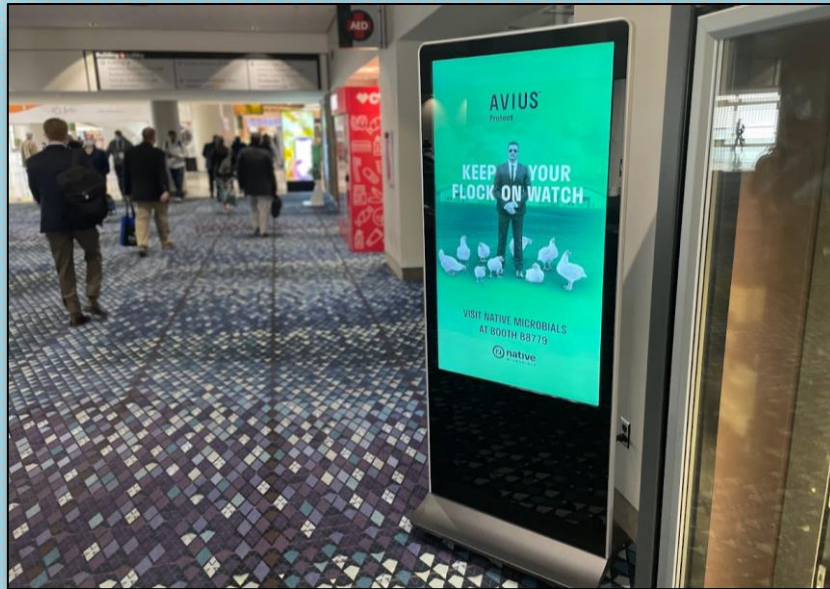
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## 55" Mobile Monitors

USB – plug & play

(JPG 1080x1920 @96dpi) or (MP4, 30 sec.

Max, Under 30 fps and 8,000 total bitrate)

Extra fee for additional moves and content

changes once in place.

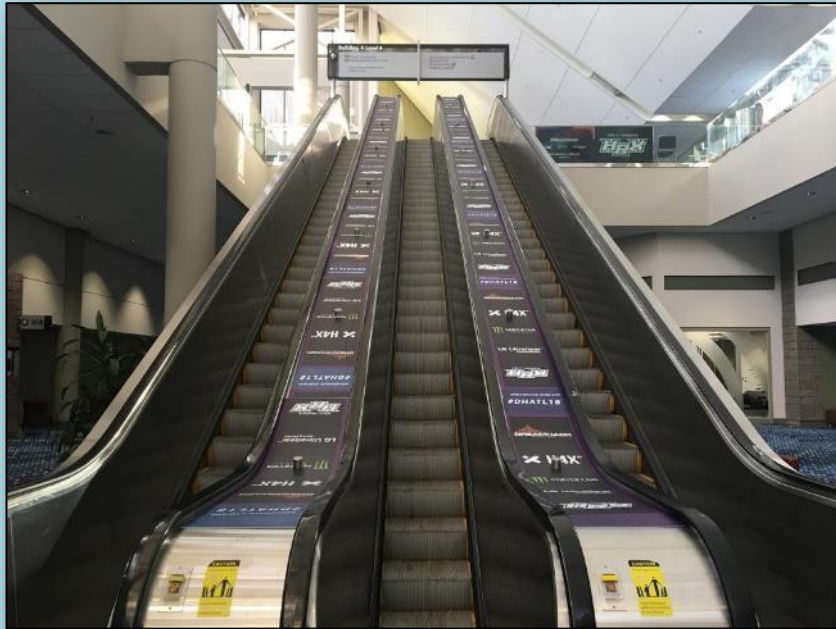
Cost: **\$1,200** each **Duration of event (20)**

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## 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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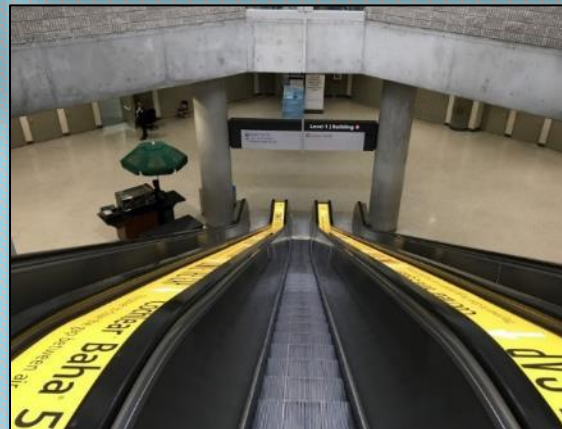
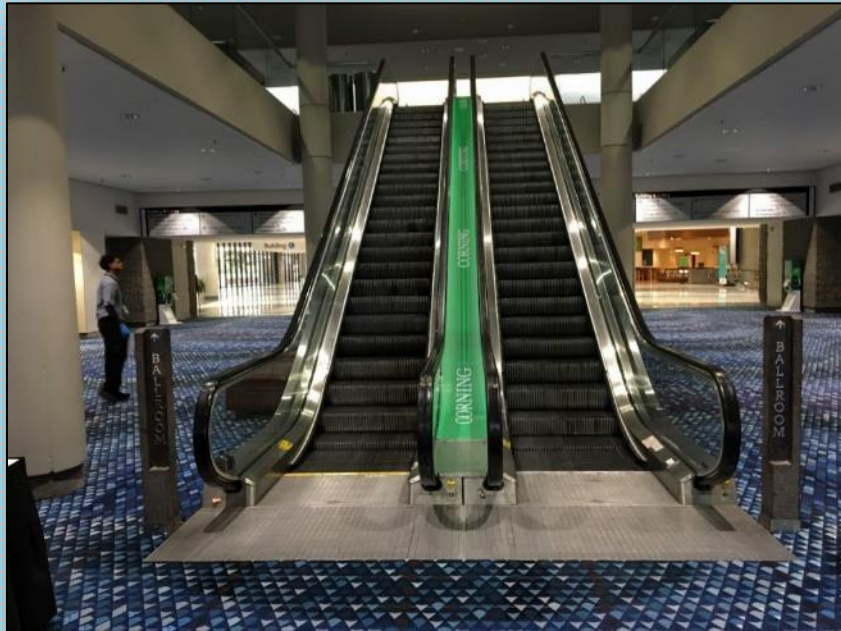
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## Escalator Runners (24 available)

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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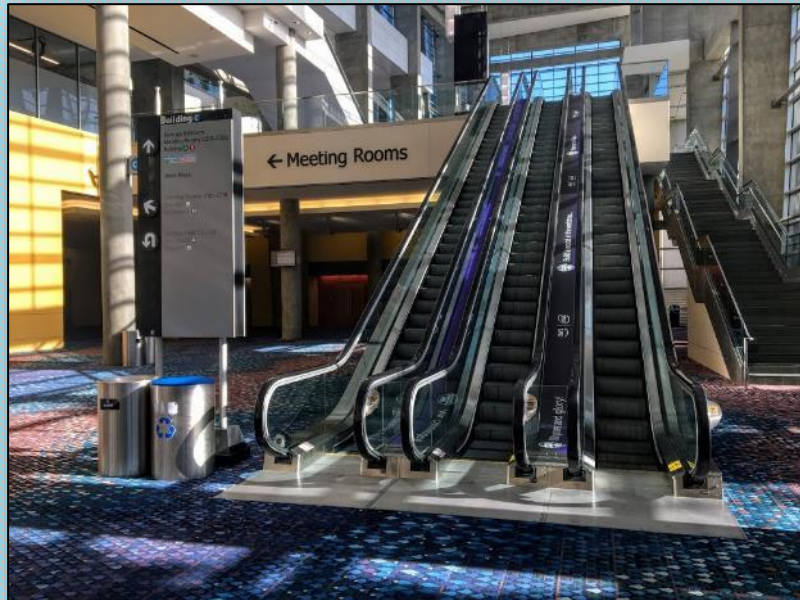
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## Escalator Runners (9 available)

One continuous sheet - for a clean look

**C Building** – (One-piece 18mm PVC)

Cost: **\$985** each runner

Production, Installation and Removal



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### PACKAGE DEAL

- 2 Sets of Steps
- 4 Escalator Runners
- 6 Middle Faces



## B Step-Escalator Package

L&R step face clings, 4 Runners,  
Middle step face

Cost: **\$14,540**

Production, install, removal

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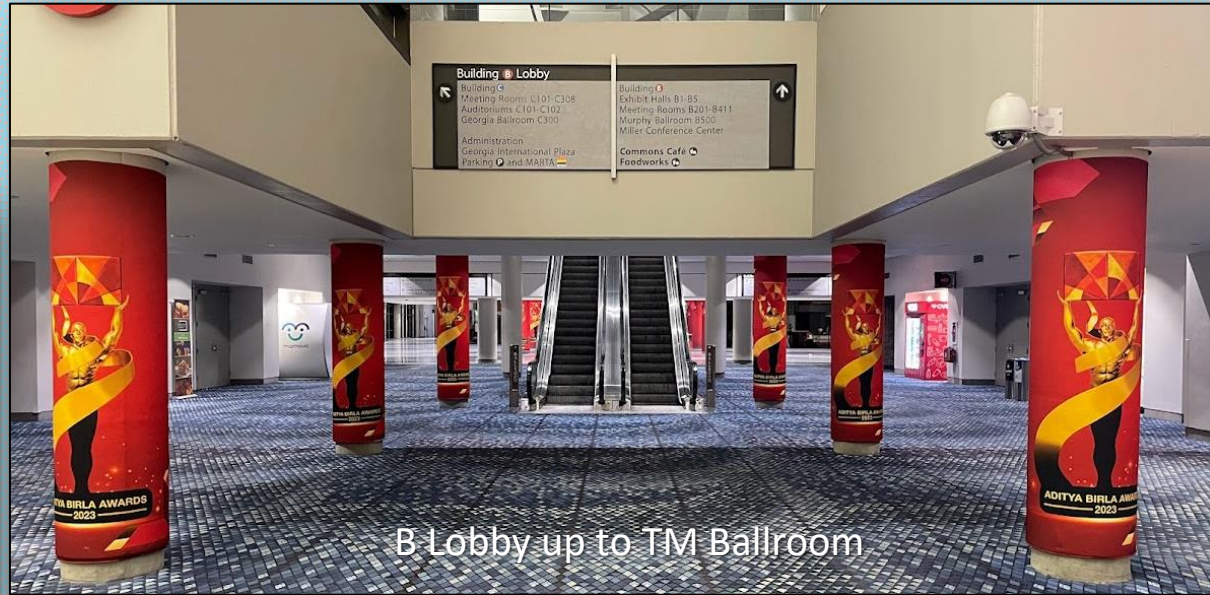




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C Building Lobby



B Lobby up to TM Ballroom



A300 Level



C100 Level

## Column Wraps (Cloth/Zipper)

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

Production, install, removal

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## Circular Glass Cling

B Building Lobby (Vinyl)

Cost: \$5,400

Production, Installation and Removal



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## 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



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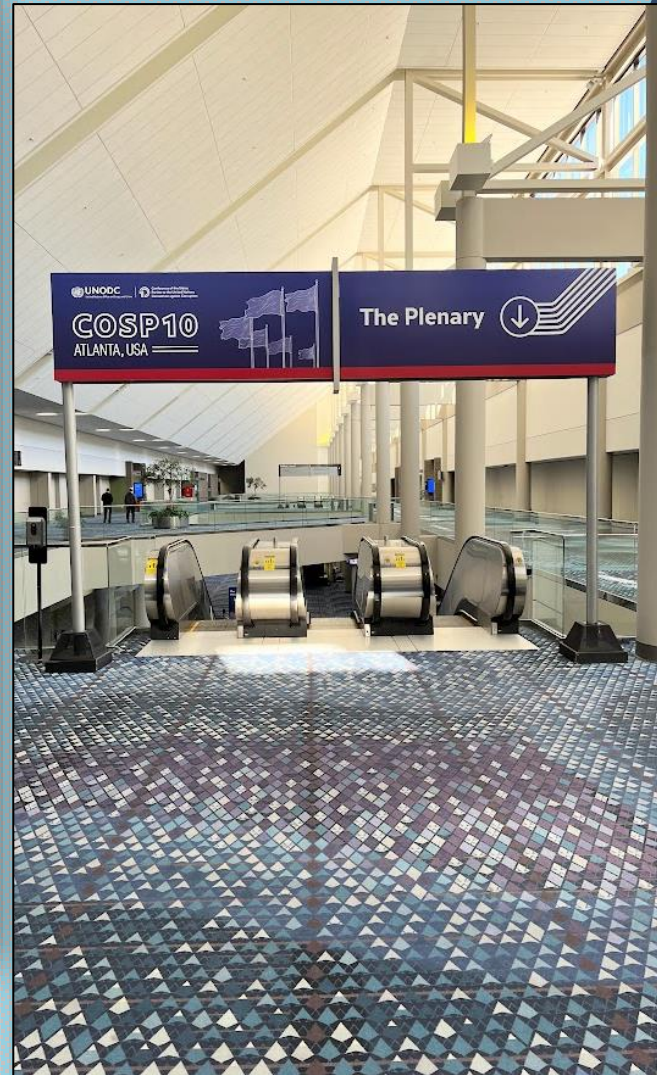
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## Static Wayfinding Signage

Outdoor, Pull-ups, Above Escalators

Cost: **Call to discuss**

Production, install, removal

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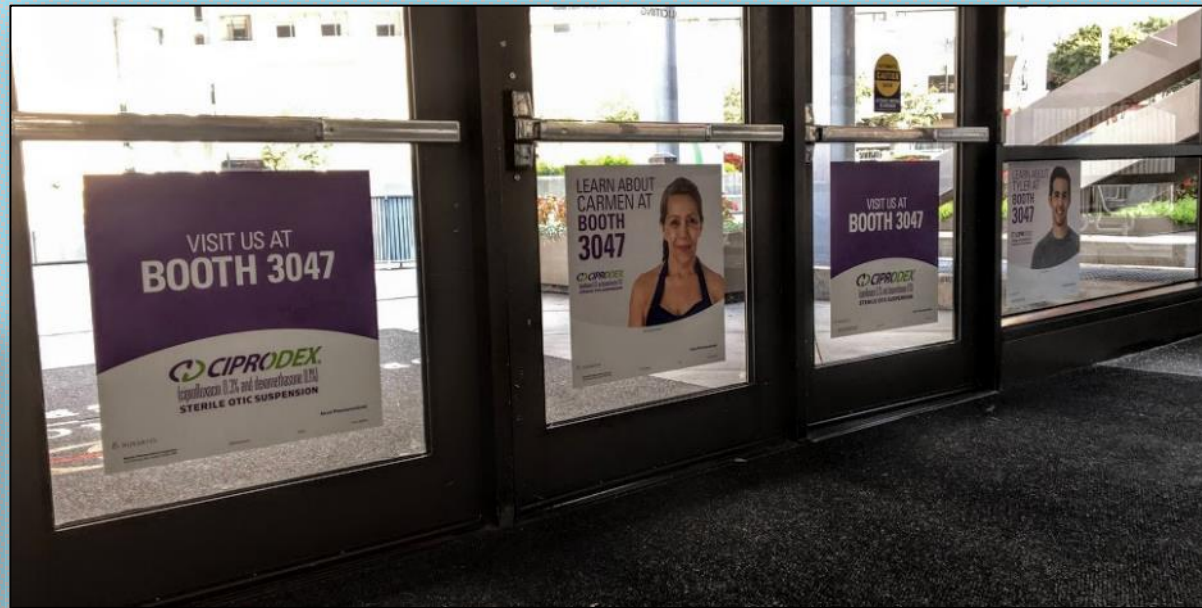


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## Door Clings

24" x 24" (Double-Sided)

Cost: **\$110 each**

Production, install, removal

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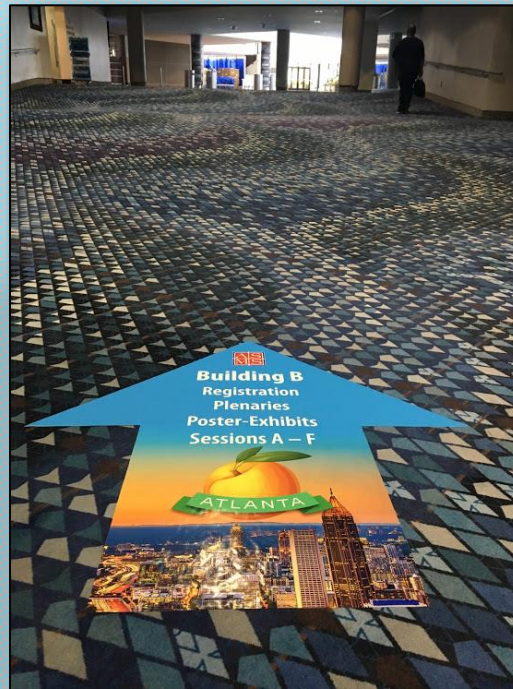
## Carpet/ Floor Clings

4ft x 6ft (Rectangle)

4ft x 4ft (Arrow)

Cost: **\$425 each**

Production, Installation and Removal



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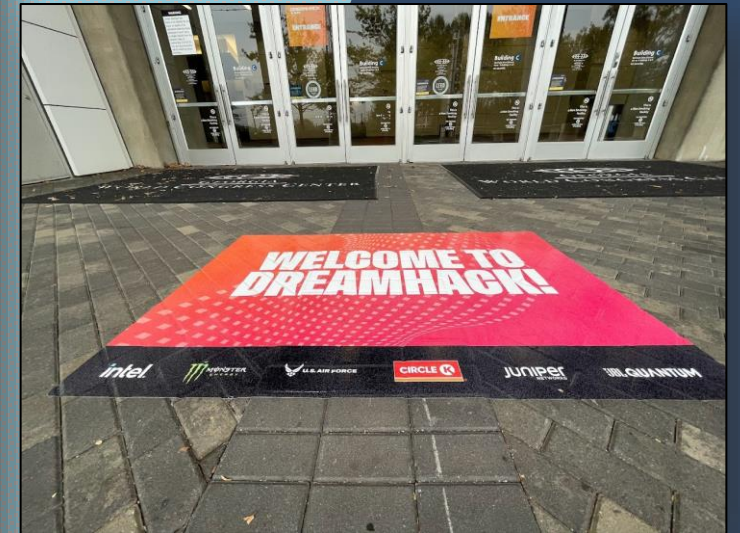
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## Sidewalk Graphics

Aluminagraphics

6' x 4'

Cost: **\$525** each

Production, install, removal

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## Restroom Clings

Size: 1ft x 1ft

Cost: **\$85** each

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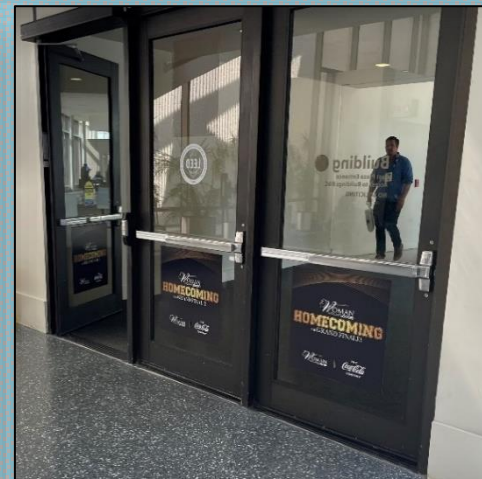
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## Omni-GWCC Connector Options

Door Clings – Window Clings  
Carpet Clings, Mobile Monitor  
Production, install, removal



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# Building Digital Signage Buyout Packages

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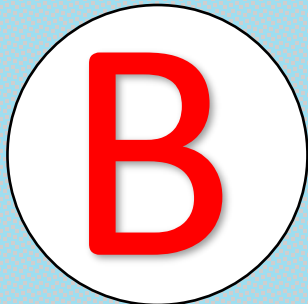
Andrew Lloyd  
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Aug-Oct 2024



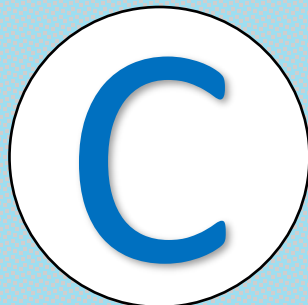
- East Plaza Billboard (40 seconds)
- 10 Building Monitors (100 seconds)
- 2 LED Walls (100 seconds each)
- 31 Meeting Room Monitors (Exclusive)
- 1 A Bld. exterior entrance LED (Exclusive)
- 1 A/B Lobby exterior Right entrance LED (Exclusive)

**\$20,300**



- 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 LED (Exclusive)

**\$32,500**



- 16 Building Monitors (100 seconds)
- 35 Meeting Room Monitors (Exclusive)

**\$10,900**



# GWCC Signage FAQs & Answers

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## **GENERAL**

1. Payment for Signage is due to CCLD prior to first Event Day.
2. All permanently installed GWCC Digital Signage is located in Common/Public Space (Specs and locations of all displays are listed on the next page).
3. 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 past due date
4. After Print Proof is received, we require approval to print or requested changes to content NLT 3-days.
5. 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.
6. After first Event Day, requested changes/updates to replace programmed Digital Signage will incur a \$150 charge per change.
7. No changes to location or content can be made to Print Signage after installation.

## **MOBILE MONITORS**

8. Mobile Monitors will be placed as close to requested location as possible. Need to consider electrical outlet locations and potential trip hazards created by tape over power cords.
9. 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.
10. Mobile Monitors for Exhibit Hall placement require Show Management to arrange power supply in requested locations.

## **MEETING ROOM MONITORS**

11. Meeting Room Monitors are programmed to utilize a customized 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 cost \$250 per monitor used.
12. If not using the Google Sheet option, Meeting Room Monitors can display one (1) Jpg or MP4 per day. Jpg or MP4 content can be anything from sponsorship, branding or entire day session information. 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.



# Signage Policies and Procedures

Extracted from the GWCCA Facility User Guide

## 2. DIGITAL ADVERTISING

Signage/Event Information/Sponsorships:

Standard video directories and exterior marquees are available, as well as interior wayfinding and directional signage. Information and guest services staff will also be available during show hours.

Sponsorship: The Georgia World Congress Center Authority is proud to present the [Advantage Program](#). This program highlights unique and traditional sponsorship opportunities, in addition to digital signage. The Advantage Program provides extensive exposure to millions of guests that visit the GWCCA campus on an annual basis. If you have any questions regarding the GWCCA Advantage Program, please contact CCLD Networks.

## 3. SPONSORSHIP AND ADVERTISING

Show/exhibitor advertising or sponsorship is not allowed in public areas without payment to 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 provide the GWCCA with a list of all advertising sold in public areas 30 days prior to the first day of move-in, including a rate card, and copy of invoice. Additional branding and sponsorship opportunities are available using GWCCA's full-motion digital billboards located on the exterior of the facility and digital signage located throughout the building, as well as numerous static options.

## 4. WALL, WINDOW, AND FLOOR CLINGS

Use and locations of clings must be approved in advance by your Event Manager and are subject to sponsorship fees if used for exhibitor advertising. Check with your Event Manager for approved materials. All clings can be installed by your General Service Contractor (GSC). The GSC is responsible for any charges for repairs or damages incurred during installation or removal of clings. Floor clings are not permitted on any terrazzo surfaces in the building.

## 5. PROHIBITED

Permanent facility and commercial signage is found throughout the GWCCA and 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. Banners and signage may be attached to the facility only in locations and by methods approved by the Event Manager.

Signage on and around escalators and stairwells may also be restricted for safety reasons.

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# GWCC Digital Signage Specifications

July 2024

Inventory	Physical Size of Screen 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	900x240 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
TMB XL Billboard (LED)	52ft x 26ft	B Building	1920x1080 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
East Plaza Billboard (LED)	48ft x 14ft	A Building	900x240 @96dpi	Jpg/MP4	120 secs	40 secs	80 secs
LED Walls (5)	11.5ft x 6.5ft	A,B Bldgs.	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
A Bld Monitors (10)	46in LCDs	A Building	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
B Bld Monitors (26)	46in LCDs	B Building	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
C Bld Monitors (16)	46in, 55in LCDs	C Building	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
Silver Parking Deck (4)	55in LCDs	Intl. Blvd.	1920x1080 @96dpi	Jpg/MP4	180 secs	100 secs	60 secs
Meeting Rm. Monitors (120)	43in. LCDs	All Rooms	1080x1920 @96dpi	Jpg/ MP4	Discuss	Exclusive	NA
Meeting Rm. Bottom Image	43in. LCDs	All Rooms	1000x340 @96dpi	Jpg Only	10 Images	Exclusive	NA
Mobile Monitors (20)	55in. LCDs	Open	1080x1920 @96dpi	Jpg/MP4	Open	Exclusive	NA
LED Banner Box A Bld (1)	6.6ft W x 10ft H	Ext A Entry	1080x1920 @96dpi	Jpg/MP4	Open	Exclusive	NA
LED Banner Box B Bld (3)	10ft W x 6.6ft H	Ext B Entry	1920 x 1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
55" Curve LCD w/ Shelves (1)	55" LCD	Open	1920x1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
Restaurant Screens (4)	55" LCD	A & B	1920x1080 @96dpi	Jpg/MP4	Open	Exclusive	NA
3520 Vinyl Banner Frame	35ft x 20ft	B Bld. (Far L facing S)	35ft x 20ft (700 sf)	Hi-Res PDF or Ai	Open	Exclusive	NA
4814 Vinyl Banner Frame	48ft x 14ft	B Bld. Entry (TMB facing E)	48ft x 14ft (672 sf)	Hi-Res PDF or Ai	Open	Exclusive	NA

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**215 Total Screens – 151 open for exclusive Show Content**

