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Digital Signage Kit



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Music City Center Digital Signage Kit

Music City Center is proud to offer comprehensive, state-of-the-art digital marketing tools to customers, partners, and neighborhood advertisers. This digital marketing kit contains descriptions, as well as locations and pricing, for each available tool to assist with your digital marketing planning.

Our digital signage is strategically located throughout our 2.1-million-square-foot facility to provide maximum visibility. Our extensive digital signage system, including more than 135 screens varying in size and function, provide you with fully customizable options to reach your target audience. With an average of 600,000 convention center guests annually, your digital selections have the potential to reach thousands of local and out-of-town visitors daily.

All signage can be used to provide general information, greetings, promotions, directions, etc., for hosted events or advertisements for nearby attractions, restaurants, retail, etc., subject to availability.

Digital signage is a cost-effective, environmentally friendly solution for your communication and branding needs. Whether you need to display event information or to promote your business, the Music City Center team is ready to assist you.

For more information on digital branding options, contact:

Billy Chambers
 Digital Media Coordinator
 (615) 401-1478
Billy.Chambers@nashvillemcc.com

For physical branding, please visit mccrigging.com

Level 2 LED Wall

A single screen towers overhead on Level 2 near the 6th Avenue and Demonbreun Street entrance. The 16'W x 9'H LED display offers more than 252" of screen coverage that can be divided into sections. This wall accommodates still images and video.

Level 2 LED Wall	Specifications
Size	16'W x 9'H
Total Number	1
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



Level 4 LED Wall	Specifications
Size	16'W x 4'6"H
Total Number	1
Pixel Dimensions	3840W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	

Level 4 LED Wall


A single screen hangs on Level 4 near the Karl F. Dean Grand Ballroom entrance. The 16'W x 4'6"H LED display offers nearly 200" of screen coverage that can be divided into sections. This wall accommodates still images, video, and audio.




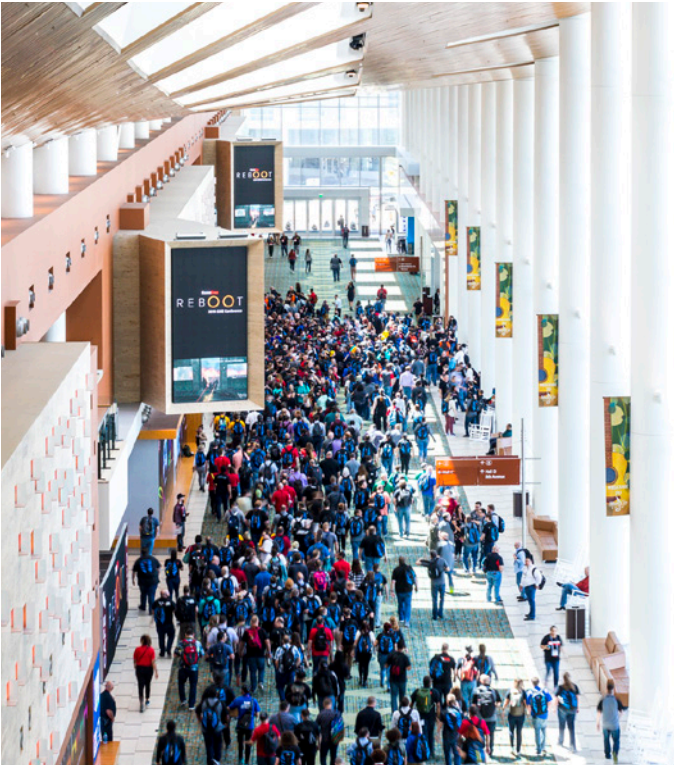
Exhibit Hall Dormers & Hall A Display

Three vertical dormers tower above Exhibit Halls B, C, and D. The 7'W x 14'H LED displays are visible inside the building from Levels 3 and 4, as well as outside the building from the adjacent Demonbreun Street. The screens can be displayed full size or divided into three different sections. In addition to supporting still images and video, the dormers can also display live video feeds with audio.

Exhibit Hall A has a 90" stand-alone display. The screen is mounted inside the wall, outside the entrance to the hall. The display accommodates still images, video, and audio.


Exhibit Hall Dormers	Specifications
Size	156"
Total Number	3
Pixel Dimensions	576W x 1152H
Image Format	.png, .jpg
Video Format	.mp4
Legend	

Hall A Display	Specifications
Size	90"
Total Number	1
Pixel Dimensions	1080W x 1920H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



Corner Wrap Displays

Three corner wrap displays are positioned outside Exhibit Halls B, C, and D. The LED displays are visible inside the building from both directions of the main concourse, as well as outside the building from the adjacent Demonbreun Street. The screens can be displayed with wrap-around images and video or divided into multiple sections.

Corner Wrap Displays	Specifications
Size	10'W x 7'H
Side A	6'W x 7'H
Side B	4'W x 7'H
Total Number	3
Pixel Dimensions	1600W x 1080H
Side A	960W x 1080H
Side B	640W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



9-Panel Video Wall Display

This display is comprised of nine (9) individual screens and located on Level 1 near the Rep. John Lewis Way South (5th Avenue) & Demonbreun Street entrance. It can accommodate still images, video, and audio.

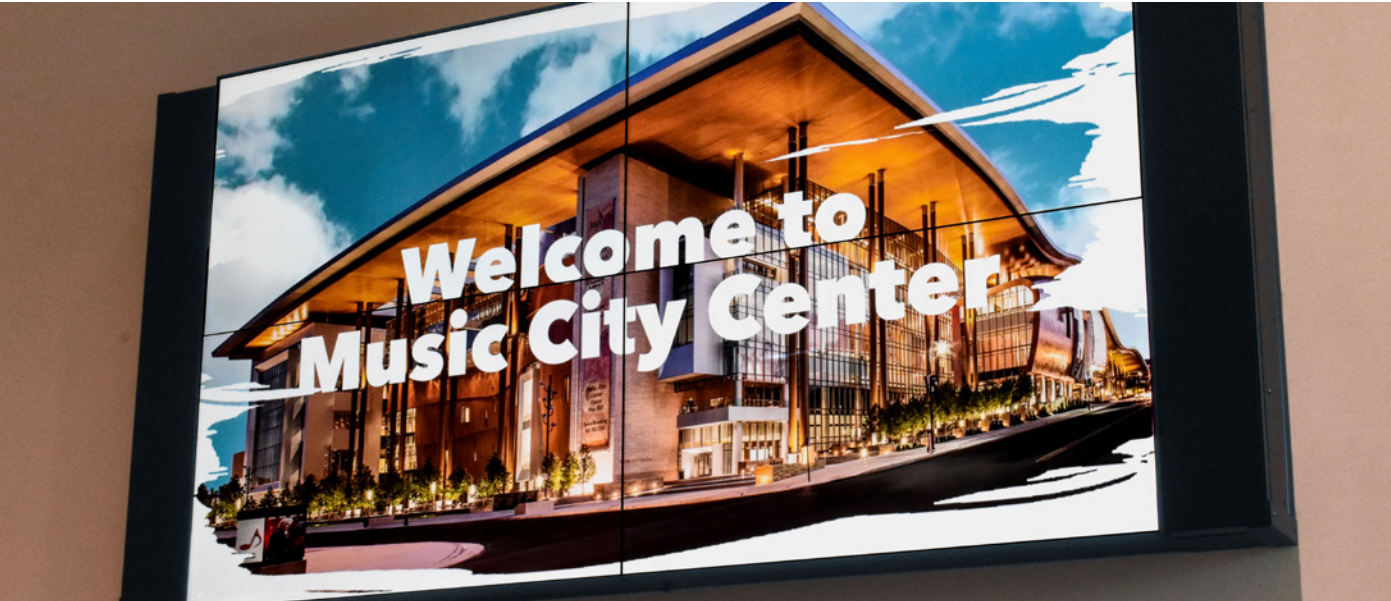
9-Panel Video Wall	Specifications
Size	10'W x 5'6"H
Total Number	1
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



4-Panel Video Wall Displays


These displays are comprised of four (4) individual screens each and located on Level 1 across from the Rep. John Lewis Way South (5th Avenue) & Omni Hotel entrance, Level 1M at the 6th Avenue & Korean Veterans Boulevard entrance, and Level 2 at the 6th Avenue & UPS store entrance. They can accommodate still images, video, and audio.

4-Panel Video Walls	Specifications
Size	8'W x 4'6"H
Total Number	3
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



80" Displays



These displays are located on Level 3 in an alcove near Exhibit Hall D. The 80" displays accommodate still images, videos, and audio.

80" Displays	Specifications
Size	80"
Total Number	2
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



65" Displays


These displays are located adjacent to meeting areas, public spaces, entrances/exits, and exhibit halls. Each 65" display accommodates still images, videos, and audio. Advertising on these displays may be purchased for any length of time, dependent on in-house events.

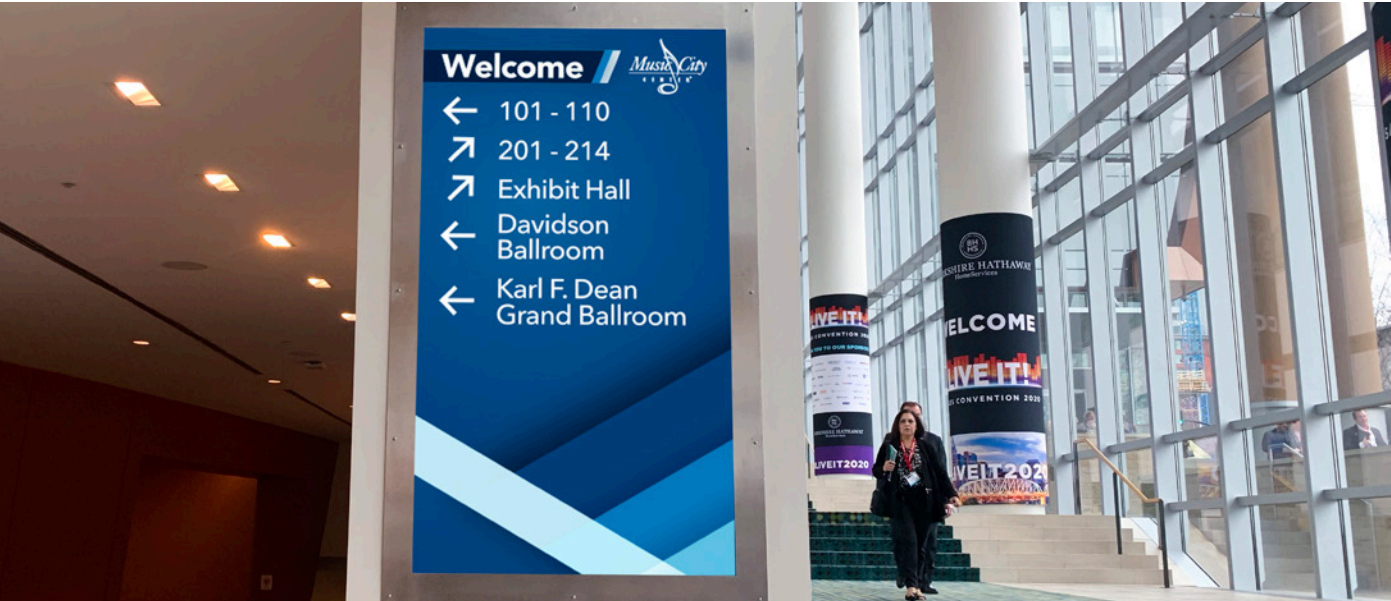
65" Displays	Specifications
Size	8'W x 4'6"H
Total Number	34
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	 



86" Vertical Display


This vertical display is located on Level 1 near the Rep. John Lewis Way South (5th Avenue) & Demonbreun Street entrance. The screen is positioned to help direct attendees and guests to specific meeting rooms, floors, or event activity. It can accommodate still images and video.

86" Vertical Display	Specifications
Size	86"
Total Number	1
Pixel Dimensions	1080W x 1920H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



43" Vertical Display


This vertical display is located on Level 1, not far from the Rep. John Lewis Way South (5th Avenue) & Omni Hotel entrance. The screen is positioned to help direct attendees and guests to Meeting Rooms 107-110 or to retail outlets in the southeast corner of the building. It can accommodate still images and video.

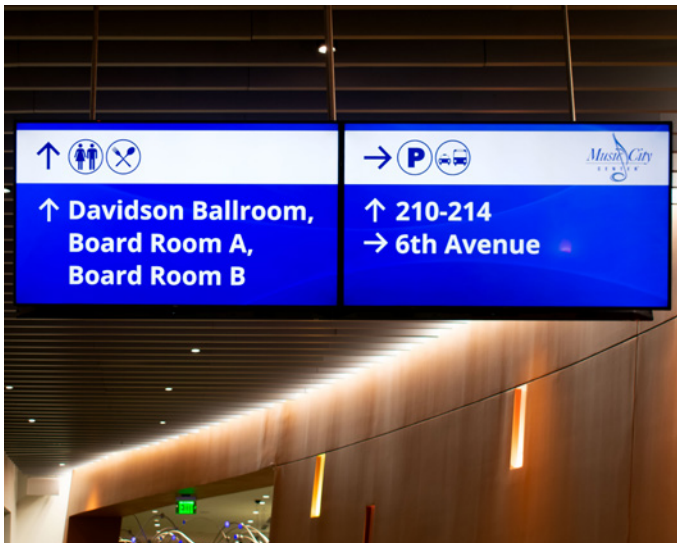
43" Vertical Display	Specifications
Size	43"
Total Number	1
Pixel Dimensions	1080W x 1920H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



Wayfinding Pods


Wayfinding Pods extend from the ceiling along most corridors and concourses and provide directional assistance to visitors. The double-sided units are comprised of four (4) 65" screens – two on the front and two on the back. A different image or video can be displayed on each screen, or a single image or video can be displayed across two screens.

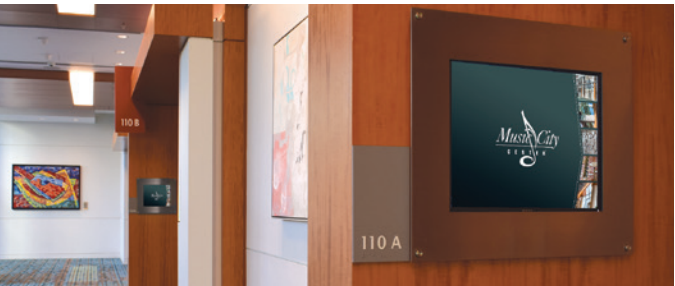
Wayfinding Pods	Specifications
Size	4 - 65" Displays
Total Number	17
Pixel Dimensions	3840W x 1080H
Single Screen	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



Room Board Displays






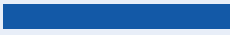







Each meeting room has a room board located immediately outside the space. The 19" displays are ideal for displaying still images or essential meeting information. Meeting space rentals include complimentary access to room boards with basic meeting information on a standard Music City Center-themed template (pictured below). Custom options are available for an additional fee.

Room Board Displays	Specifications
Size	19"
Total Number	70
Pixel Dimensions	1280W x 1024H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



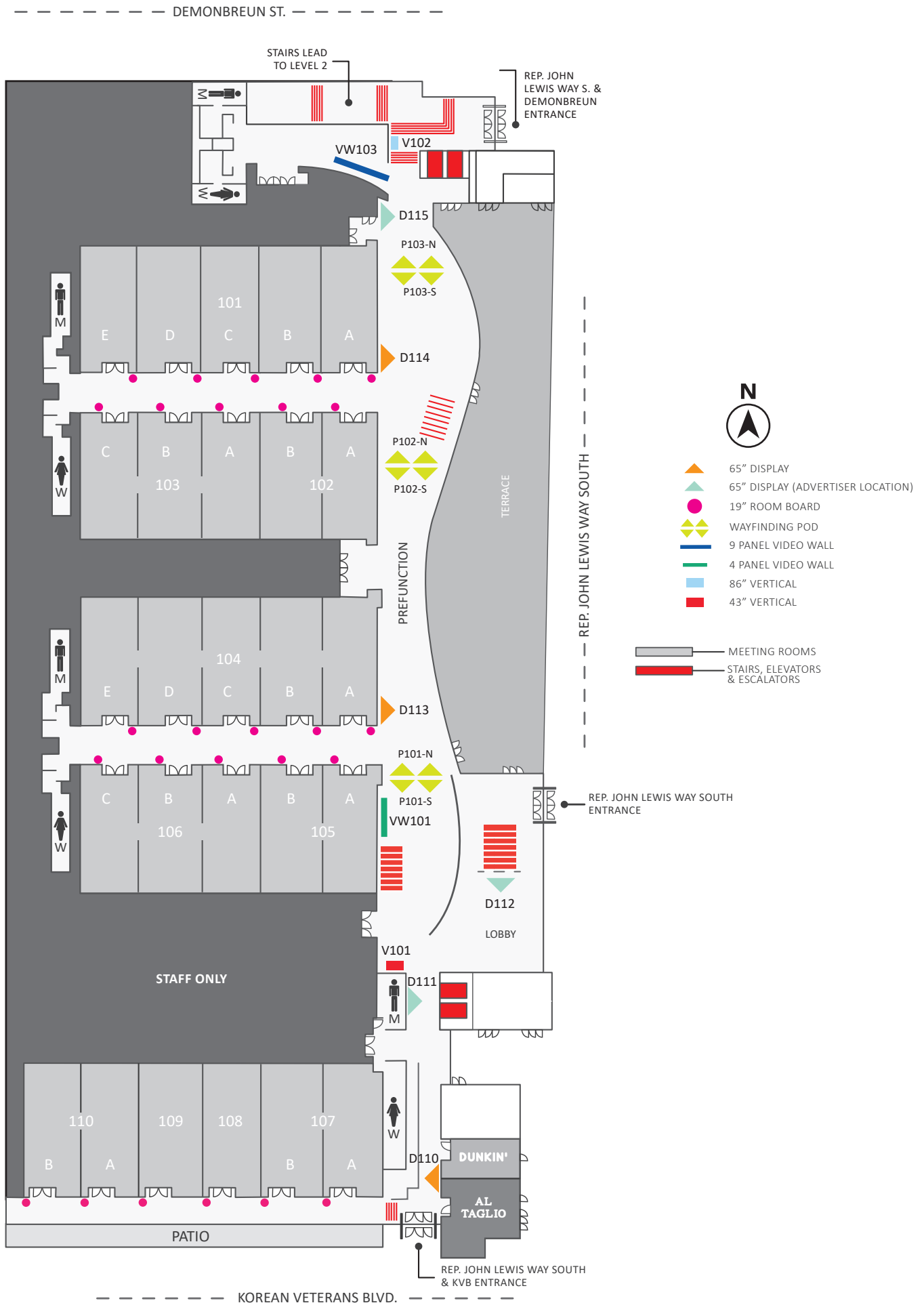
Price Guide

All pricing is for the duration of an event. All signage is subject to availability.

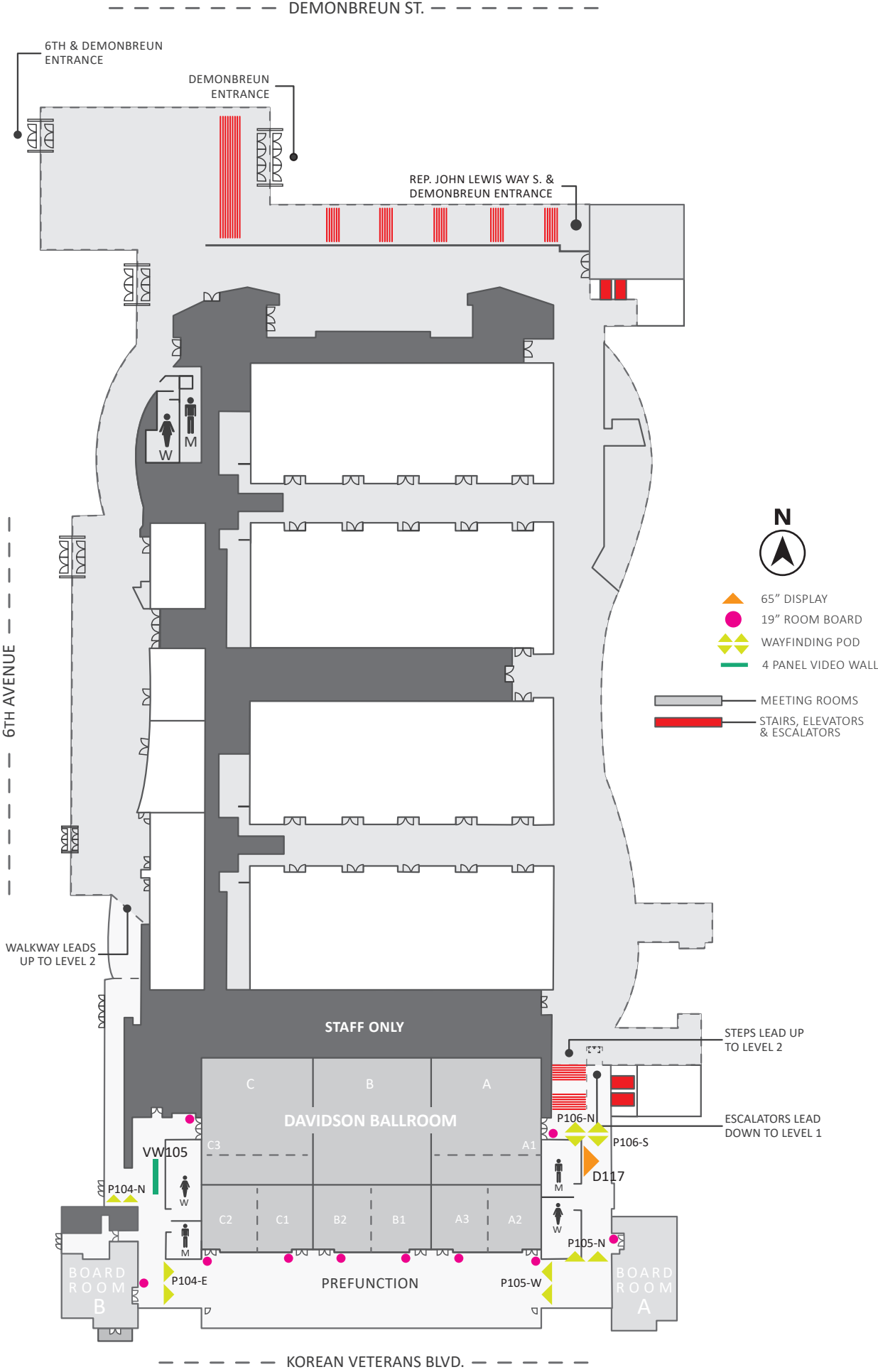
Inventory	Pixel Dimensions	Legend	Buy-Out
Level 2 LED Wall	1920W x 1080H		\$7,000
Level 4 LED Wall	3840W x 1080H		\$5,000
Exhibit Hall Dormers	576W x 1152H		\$5,000
Exhibit Hall A Display	1080W x 1920H		\$2,500
Corner Wrap Displays	1600W x 1080H		\$3,500
9-Panel Video Wall	1920W x 1080H		\$4,000
4-Panel Video Walls	1920W x 1080H		\$3,500
80" Displays	1920W x 1080H		\$750
65" Displays	1920W x 1080H		\$500
86" Vertical Display	1080W x 1920H		\$1,000
43" Vertical Display	1080W x 1920H		\$500
Wayfinding Pods	3840W x 1080H		\$1,500
Room Board Customization	1280W x 1024H		Contact for Pricing
Complete Music City Center Digital Signage Buy-Out			

Digital Signage Location Maps

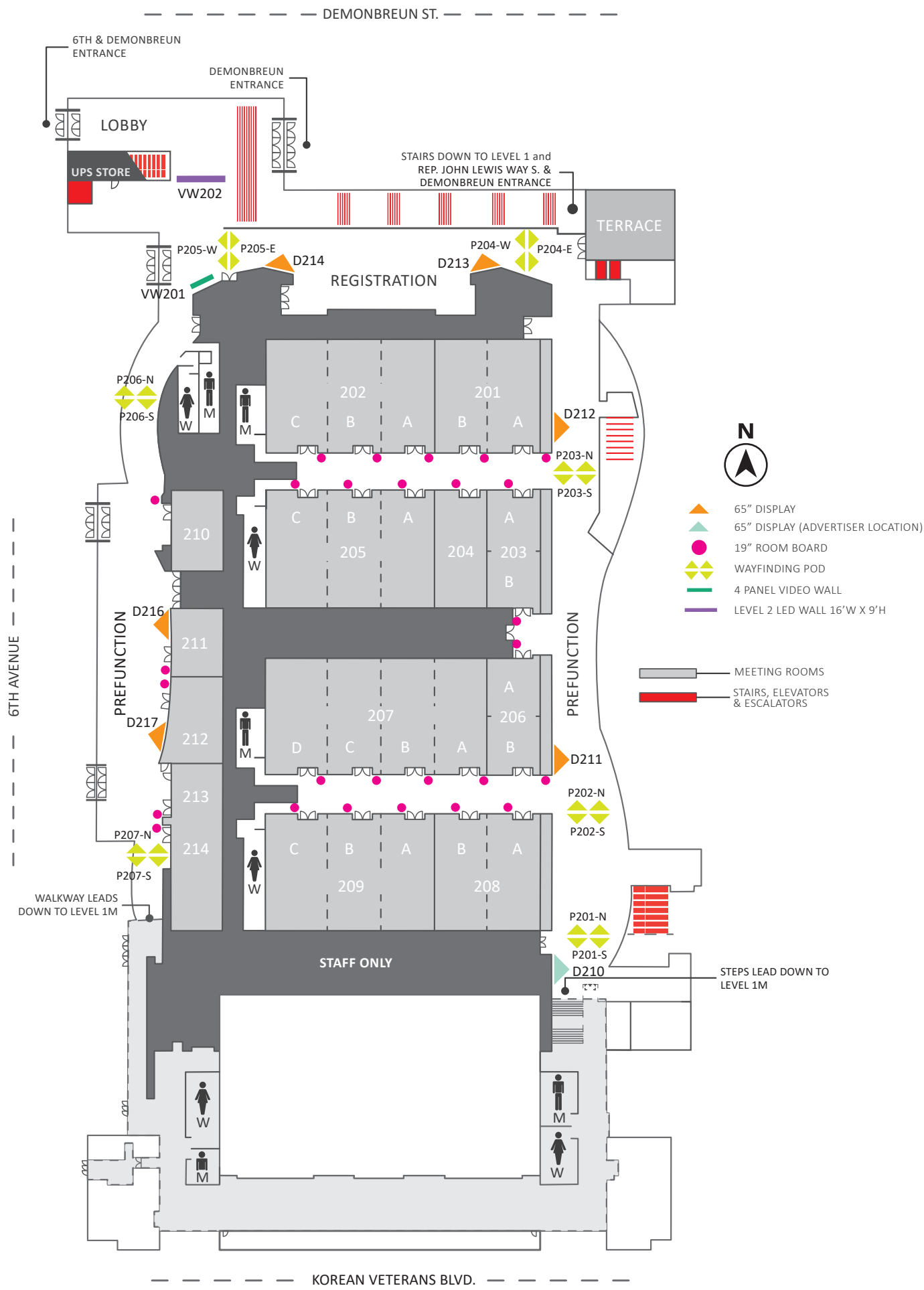
Level 1 Meeting Rooms



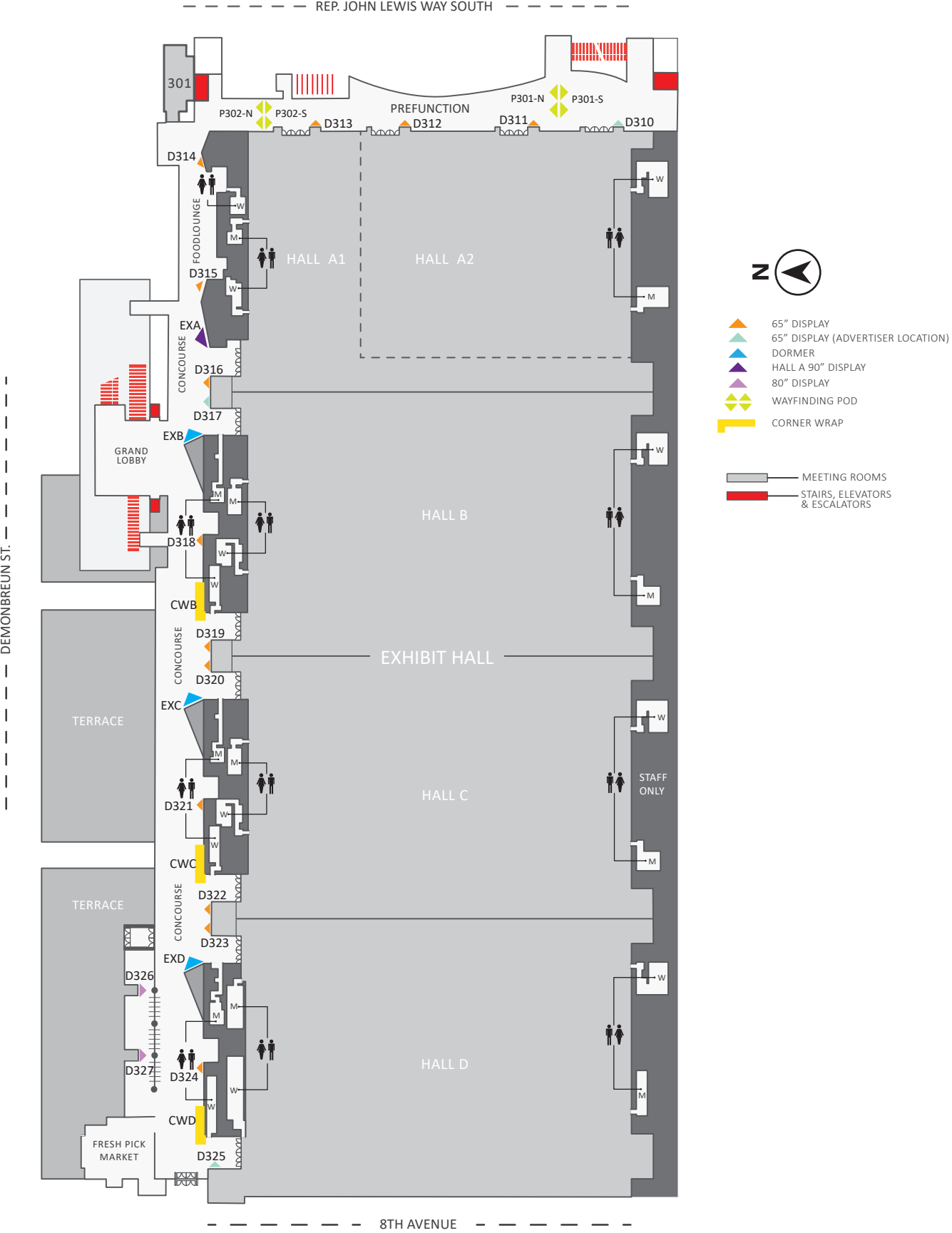
Level 1M Davidson Ballroom



Level 2 Meeting Rooms



Level 3 Exhibit Hall



Level 4 Karl F. Dean Grand Ballroom

