



THE ENTERTAINMENT AUTHORITY

MGM GRAND.

BRANDING AND SPONSORSHIP OPPORTUNITY GUIDE



WHERE BRANDS BECOME HOUSEHOLD NAMES.

Why do so many companies advertise here? Outstanding facilities, impeccable service and unbeatable value are only the beginning. This is three floors and more than 850,000 square feet of wow.

We've increased recognition and enhanced the image of hundreds of brands just like yours. Ask about sponsorship opportunities and begin to boost your visibility, profitability and credibility today!



Conference Center Main Entrance

CONFERENCE CENTER ENTRANCE

CONFERENCE CENTER MAIN ENTRANCE

Require Hotel pre-approval

MARQUEE BALLROOM ENTRANCE



Marquee Ballroom Entrance



Static Overlooking Pool Entrance

WALK TO CONFERENCE CENTER

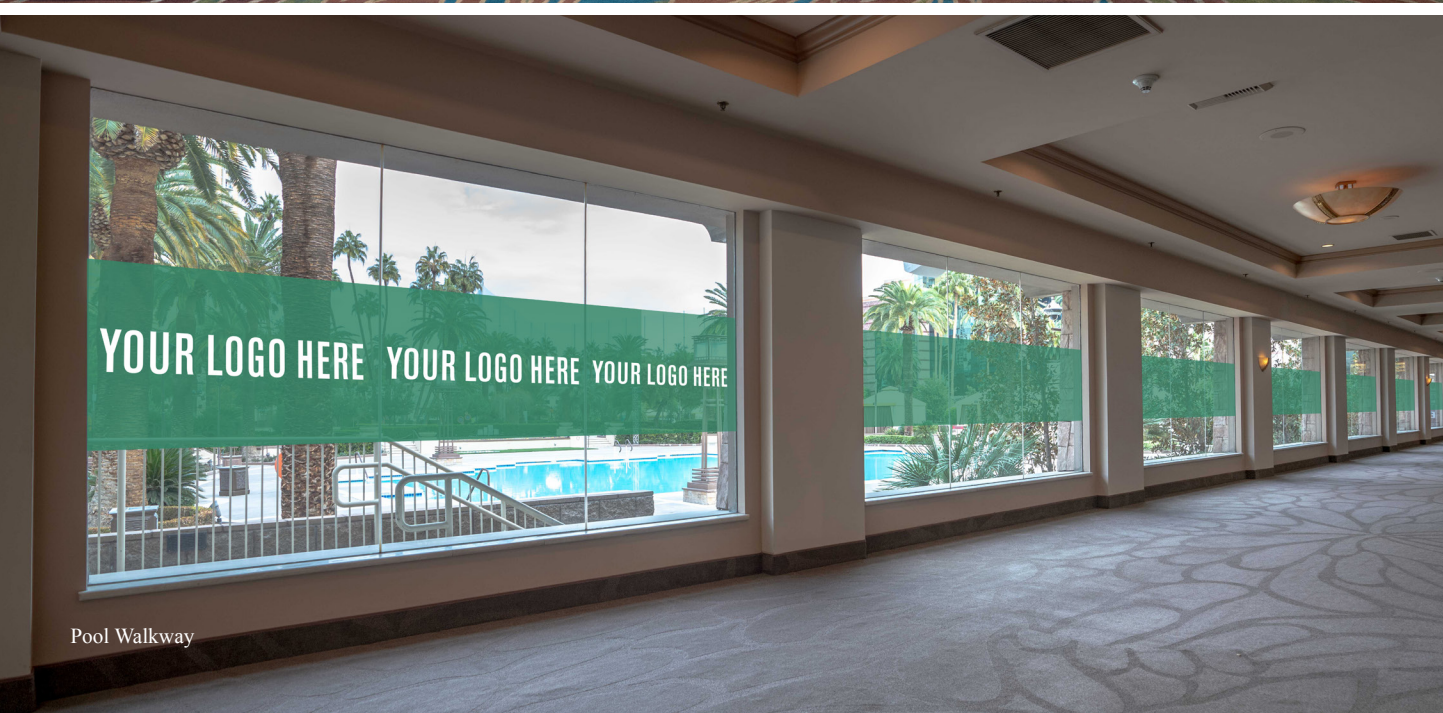
STATIC OVERLOOKING POOL ENTRANCE

POOL WALKWAY WINDOW STATICS

Section B-D Only

Approximately 4,582 people
pass through this area each day

Based on availability,
locations require Hotel pre-approval



Pool Walkway

INTERIOR CONFERENCE CENTER OPPORTUNITIES

PRE-FUNCTION BANNERS AND PROJECTIONS

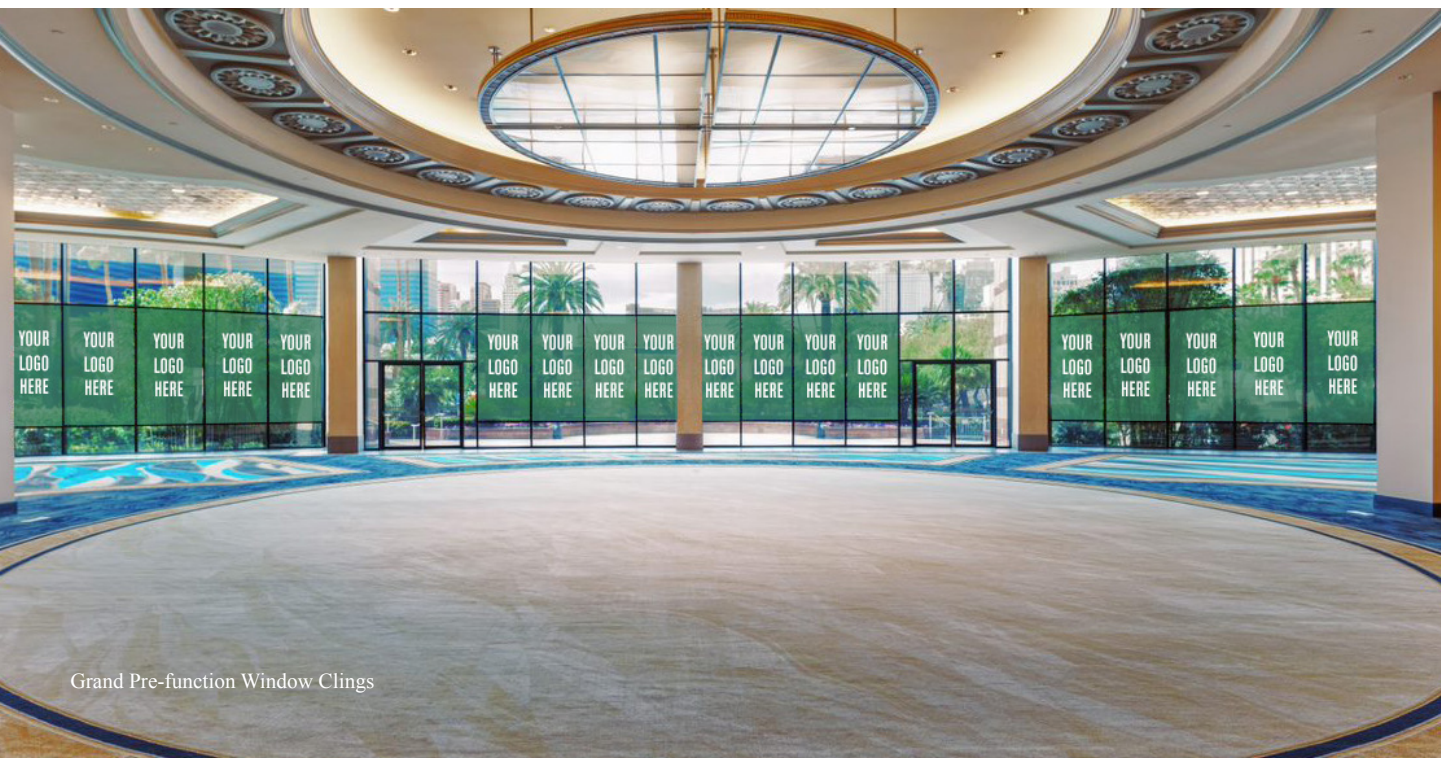
MGM exclusive vendor
required for installation

PRE-FUNCTION WINDOW CLINGS

SIGN / RESTROOM SIGN COVERS



Pre-function Banner



Grand Pre-function Window Clings

INTERIOR CONFERENCE CENTER OPPORTUNITIES



YOUR
LOGO
HERE

YOUR
LOGO
HERE

YOUR
LOGO
HERE

YOUR LOGO HERE

COLUMN WRAP

Must be wraps (no adhesive clings)

FLOOR CLINGS

Contact CSM for more information



INTERIOR CONFERENCE CENTER OPPORTUNITIES

**RESTROOM MIRROR
AND STALL CLINGS**

WALL CLINGS

**ENTIRE FLOOR BUYOUT REQUIRED
FOR ELIGIBILITY**

Require Hotel pre-approval



INTERIOR CONFERENCE CENTER OPPORTUNITIES

STAIRCASE CLINGS

TABLETOP CLINGS

Please see CSM for exact locations



Staircase Clings

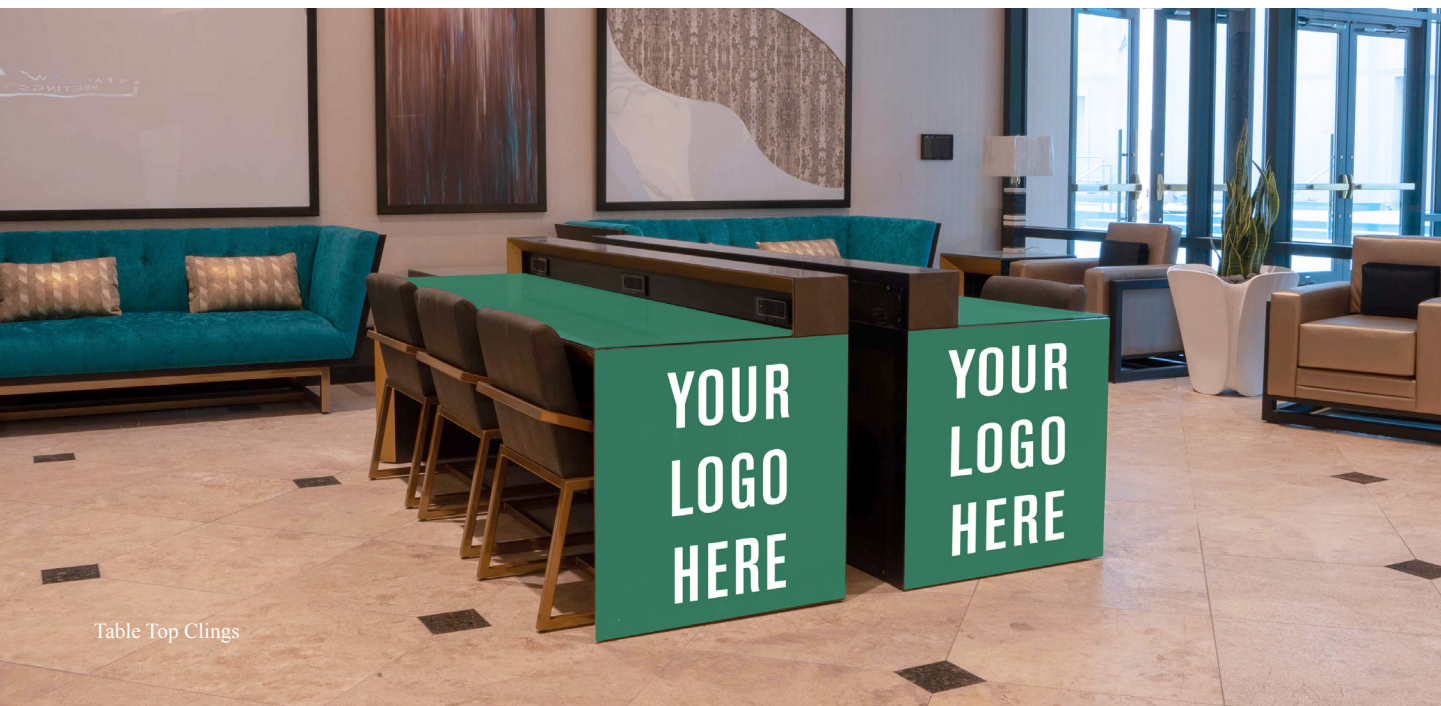


Table Top Clings

HOTEL OPPORTUNITIES

DISTRICT HANGING BOXES

Locations:

Grand Garden Arena Entrance

Studio A/B

Television City

AO: 36.25"w x 59.25"h

VO: 34"w x 57"h

Full buyout not available

Based on Marketing availability,
Locations require Hotel pre-approval

Quick Change Display is exclusive to
print production and installation



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

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



MGM GRAND CONFERENCE CENTER



DIGITAL PLACEMENTS

DIGITAL WELCOME SCREENS

1080x1920p JPEG or MP4
72 dpi RGB H264 8-12 Mbps 30fps

14-day lead time required

Subject to availability

OVERHEAD DIRECTIONAL SCREENS

1920x1080p JPEG or MP4
72 dpi RGB H264 8-12 Mbps 30fps

14-day lead time required

Subject to availability

Require Hotel pre-approval



DIGITAL PLACEMENTS

FIRST & THIRD FLOOR 4X3 VIDEO WALLS

1920x810p MP4
H264 8-12 Mbps 30fps

14-day lead time required

Subject to availability

2X3 VIDEO WALL

Exclusive or non-exclusive
deployment available

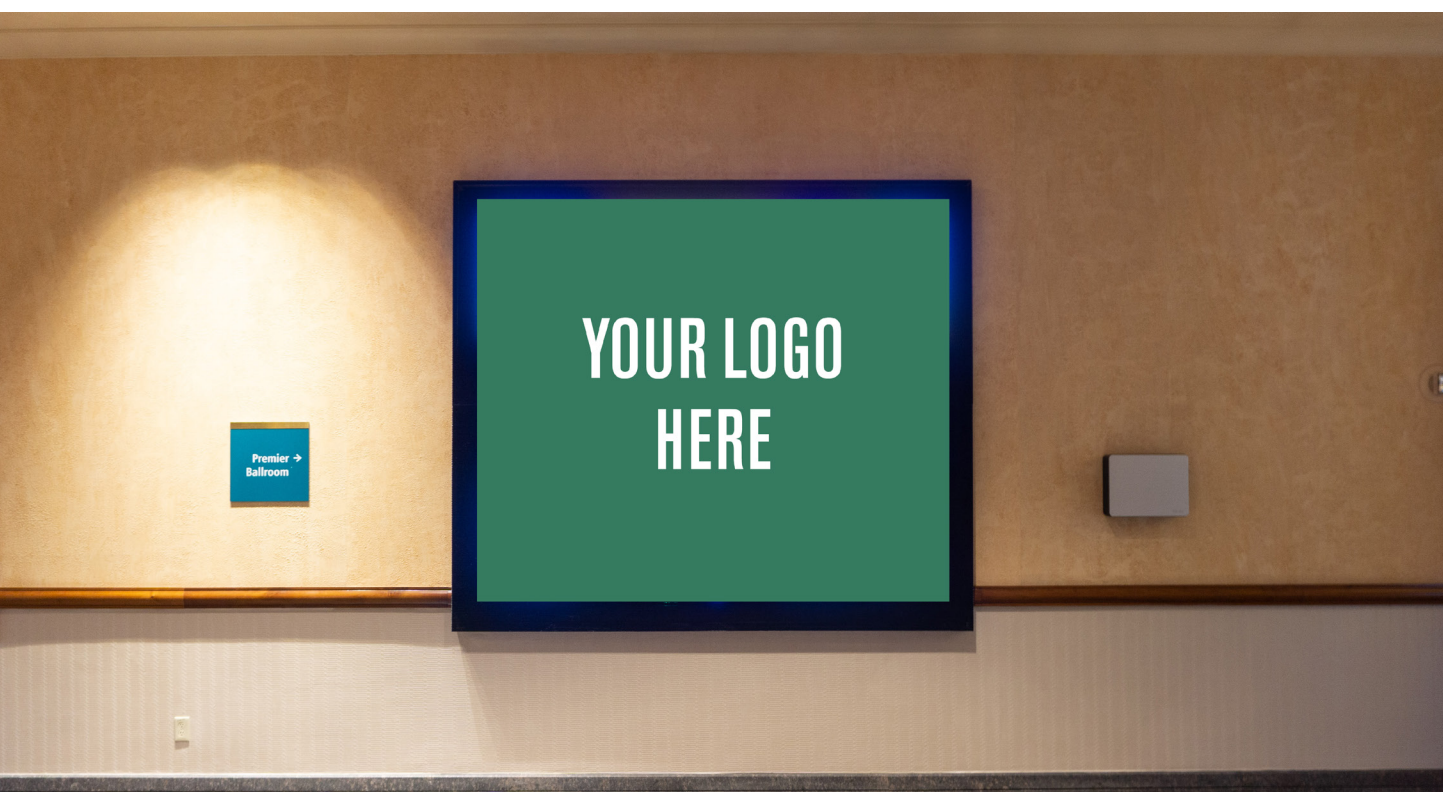
1280x1080p Full Screen
JPEG or MP4
72 dpi RGB H264 8-12 Mbps 30fps

1 location on Level 1

2 locations on Level 2

2 locations on Level 3

14-day lead time required





DIGITAL PLACEMENTS

CONFERENCE LOBBY VERTICAL SCREENS

1080x1920p MP4
72 dpi RGB H264 8-12 Mbps 30fps

14-day lead time required

Subject to availability

FIRST FLOOR 2X4 VIDEO WALL

960x1080p Full Screen

JPEG or MP4
72 dpi RGB H264 8-12 Mbps 30fps

14-day lead time required

Subject to availability



DIGITAL PLACEMENTS

INDIVIDUAL READER BOARDS

Single Image Run of Show

Single Image Per Day

North Screens

1280x720p JPEG or MP4
72 dpi RGB H264 8-12 Mbps

South Screens

1080x1920p JPEG or MP4
72 dpi RGB H264 8-12 Mbps

See CSM for locations



North Conference Center



South Conference Center

DIGITAL PLACEMENTS

FRONT DESK VIDEO WALL

The lobby sees approximately
100,000 people per day

Please contact your CSM
for branding guidelines

Subject to availability and
requires Hotel pre-approval



YOUR LOGO HERE
(PER BRANDING GUIDELINES)



DIGITAL PLACEMENTS

ELEVATOR CORE SCREENS

Exclusive or rotation deployment available

1080x1920p JPEG or MP4
72 dpi RGB H264 8-12 Mbps 30fps

Subject to availability and
requires Hotel pre-approval

IN-ROOM TV POP-UP

603x313p JPEG

Approximate Copy Limits:

Five-word headline and
80-word body copy

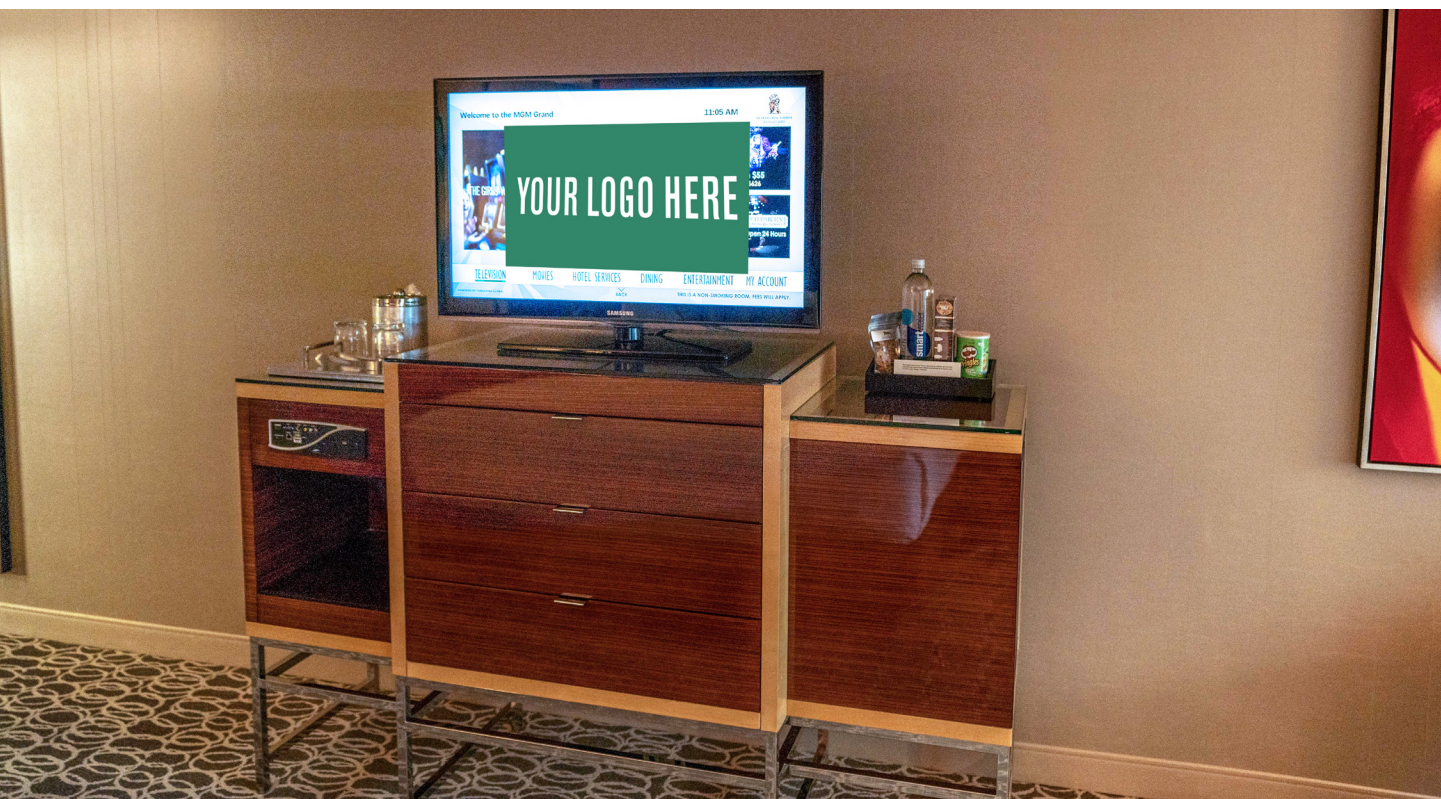
Make your message the first thing your
attendees see when they turn on their TV

IN-ROOM TV CHANNEL

Please contact your CSM
for additional details

14-day lead time required

Subject to availability



DIGITAL PLACEMENTS

HANGING BOX

Location:

32 Degrees

International Smoke

Craftsteak

1080x1920p JPEG or MP4

72 dpi RGB H264 8-12 Mbps 30fps

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



DIGITAL PLACEMENTS

THREE DIGITAL SCREENS

Location:

Grand Garden Arena Entrance

1024x2048p JPEG or MP4

72 dpi RGB H264 8-12 Mbps 30fps

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



GRAND GARDEN ARENA

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)

GGA UPPER FOYER WINDOW CLINGS:

BANNERS, COLUMN WRAPS IN GGA FOYER:

DIGITAL OPPORTUNITIES:

Studio Ballroom Plasmas
Trio Screens Upstairs Foyer

Tri Screens Lower Foyer

Elevator Digital

GGA Tower
exclusivity subject to availability



THE ENTERTAINMENT AUTHORITY

MGM GRAND.
LAS VEGAS

3799 Las Vegas Blvd. South, Las Vegas, Nevada 89109

P: 1.800.929.1112 | P: 702.891.1200 | F: 702.891.1003 | mgmgrand.com