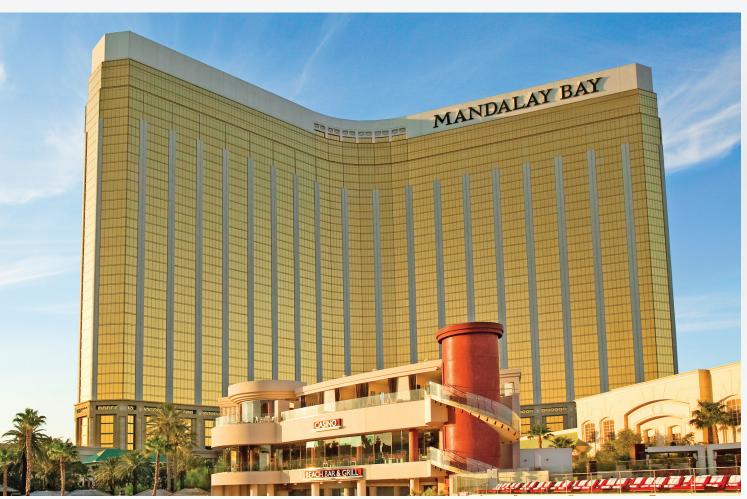
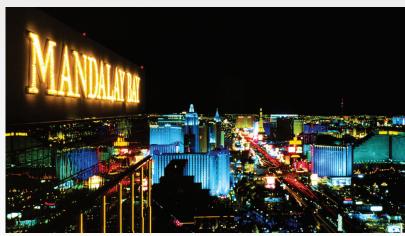
## MANDALAY BAY CONVENTION RESORT







SPONSORSHIP OPPORTUNITY GUIDE

# BRAND BUILDING STARTS WITH MANDALAY BAY

From giant hanging banners to tiny, delicately etched chocolates, Mandalay Bay offers a wide variety of traditional and innovative sponsorship opportunities.

We know that exposure is crucial to success, which is why we're dedicated to meeting and exceeding all of your signage, sponsorship and branding needs.

## ESCALATOR MESSAGE CARPETS AND RUNNERS



Full escalator carpet



Top one-half escalator carpet

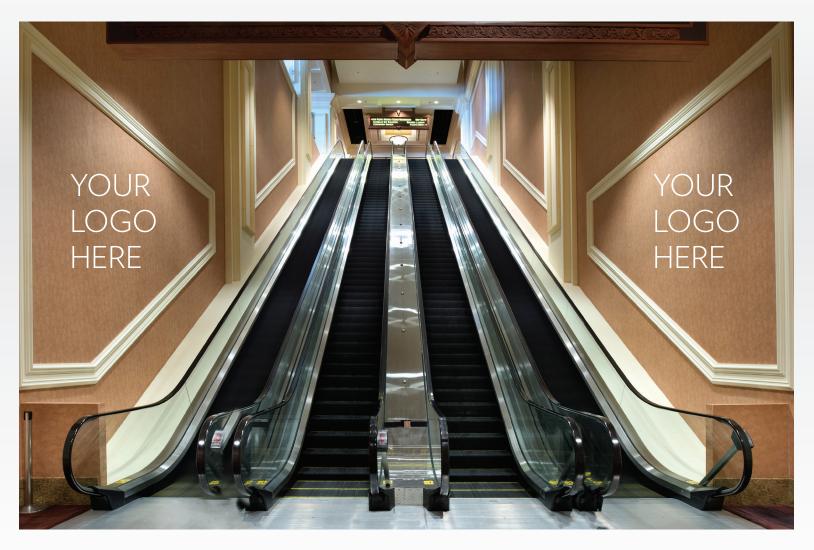


Escalator runner



Bottom one-half escalator carpet

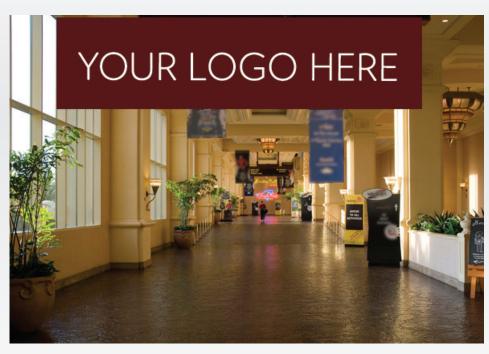
## GOBOS/CLINGS



Wall projections and clings throughout the Convention Center

### HANGING BANNERS - PUBLIC SPACE

#### Walkway past Events Center Box Office



Walkway near North Convention Center escalator



Walkway near Border Grill

Ad Banner Size: Approximately 16' wide x 4' high double-sided banner

Specifications: Mounted from interior hang points

Applies to both images above

## HANGING BANNERS - PUBLIC SPACE



Escalator next to Events Center Box Office



Banners at South Pacific Ballroom

Ad Banner Size: Approximately 14' wide x 4' high single-sided banner

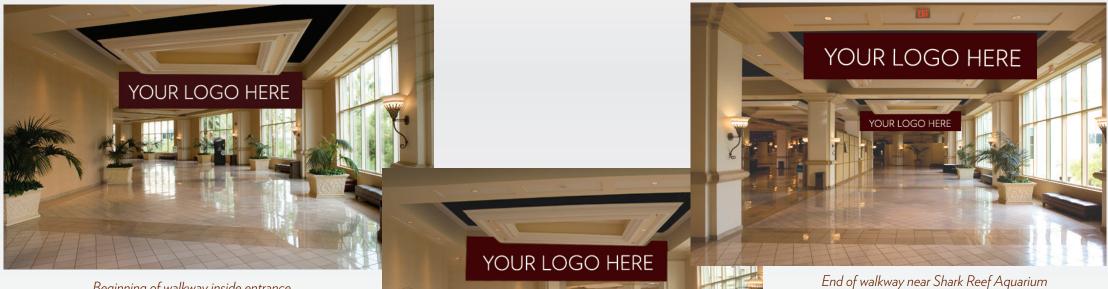
Specifications: Mounted from interior hang points

Ad Banner Size: Approximately 8' wide x 3' high double-sided banners Specifications: Mounted from

interior hang points

### HANGING BANNERS - PUBLIC SPACE

Walkway from east parking lot toward South Convention Center



Beginning of walkway inside entrance

Ad Banner Size: Approximately 20' wide x 4' high double-sided banner

Specifications: Mounted from interior hang points Applies to all three images above

Approaching Convention Center

## WINDOW CLINGS - PUBLIC SPACE

Walkway from east parking lot toward South Convention Center







## HANGING BANNERS - SOUTH CONVENTION CENTER LEVEL ONE





Ad Banner Size:

Approximately 20' wide

Banner can also be placed vertically at 4' wide x 8' high

Specifications: Mounted from

interior hang point

Applies to both images above

## HANGING BANNERS - SOUTH CONVENTION CENTER LEVEL TWO



Mandalay Bay Foyer in front of Registration Desk

Ad Banner Size: Approximately 16' wide x 3' high

Specifications: Mounted from interior hang points

Ad Banner Size: Approximately 20' wide x 4' high Specifications: Mounted from

interior hang points

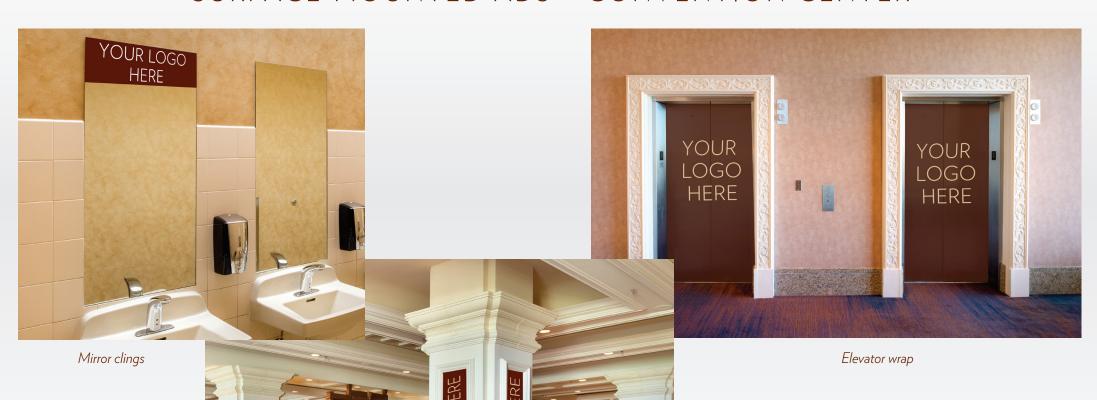
## HANGING BANNERS - SOUTH CONVENTION CENTER LEVEL THREE



Walkway toward South Seas Ballroom

Ad Banner Size: Approximately 20' wide x 4' high Specifications: Mounted from interior hang points Ad Banner Size: Approximately 16' wide x 4' high Specifications: Mounted from interior hang points

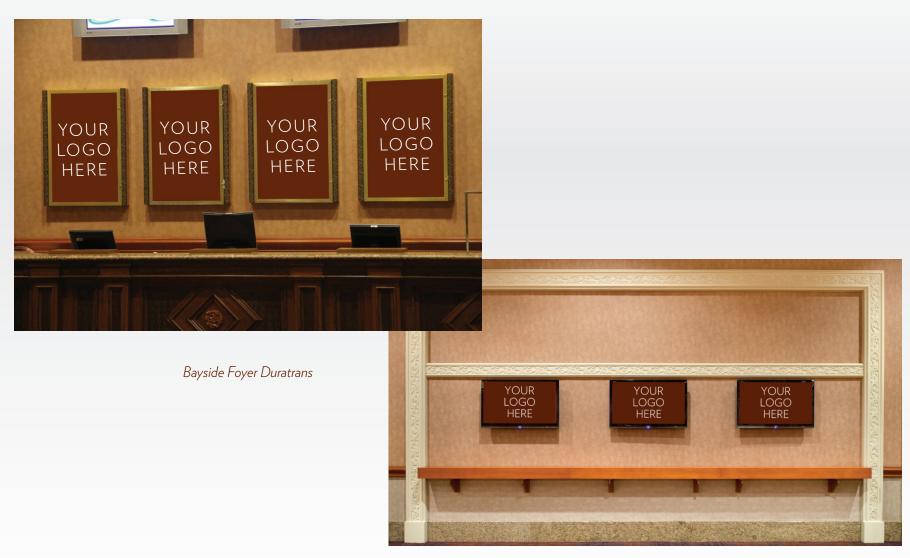
## SURFACE-MOUNTED ADS - CONVENTION CENTER



Sizes vary based on location.

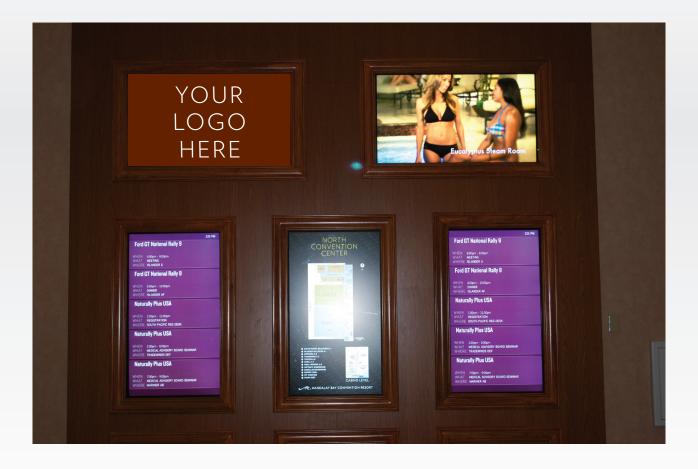
Column inserts

## DISPLAY ADS - CONVENTION CENTER



Bayside Foyer monitors

## VIDEO SCREENS



Video Screens

## INTERACTIVE MEDIA WALL

Entrance to South Convention Center - Level One



## VIDEO MARQUEE





Events Center hallway video marquee

Video marquee located on Las Vegas Boulevard and I-15

Additional option: Interior video marquee

## EXTERIOR SIGNAGE



View from Southeast Side of Convention Center

Ad Poster Size: 20' wide x 26' high single-sided banner Specifications: Mounted from

exterior hang points

Flagpole opportunity

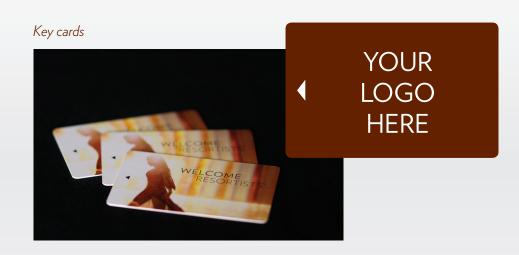
View from East Side of Convention Center

YNA NC

## KEY CARDS, IN-ROOM CHANNELS AND AMENITIES



In-room TV channels



TV remote wraps





Custom pillow toppers

Other in-room sponsorship opportunities include in-room amenities and in-room deliveries.

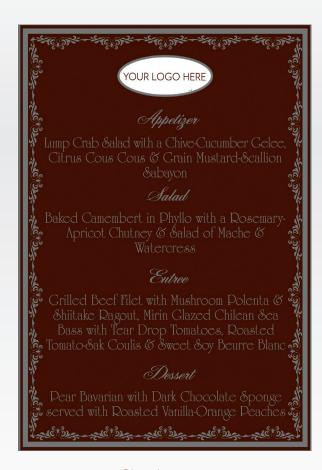
### FOOD AND BEVERAGE LOGO ITEMS



Chocolate gaming box



Bagged candy and nuts



Chocolate menu



Chocolate stationary box



Gift praline package

## FOOD AND BEVERAGE LOGO ITEMS



Prepared plates





Bottled water

## BEACH PARTY LOGO ITEMS



Towels

Flip-flops

## TELL US WHERE YOU WANT TO GO WITH YOUR BRAND. WE'LL MAKE SURE YOU GET THERE.

Large or small, all of these sponsorship opportunities are but a sampling of the many ways we can make a

BIG impact for you and your business. We also welcome additional ideas, should you want to explore any other
sponsorship possibilities. For additional information, please contact your Convention Services Manager or Catering Manager.

Working together, we will design a sponsorship package to reach your specific goals, target and budget.

All opportunities are subject to hotel approval prior to printing and manufacturing.



### PRICE LIST

The following opportunities have been identified as areas available to enhance and customize your conference. Each item may also be utilized for sponsorship. Items are only available to those conventions that are located and housed at Mandalay Bay. If you are interested in obtaining additional information on any of the items below or other sponsorship opportunities and associated costs, please contact your Convention Services Manager or Catering Manager.

All items and their associated costs are excluding production, installation, labor and equipment and are subject to change. Every sponsorship opportunity must be approved in writing by Mandalay Bay Management in advance of printing or manufacturing. All items are available only during the contracted dates for the convention and must be approved by the main contracted client.

#### Logo Guest Room Keys

- Logo guest room keys are for Mandalay Bay tower only. To be eligible to order logo keys a group must have 1,500 or more peak room nights at Mandalay Bay.
- The required purchase amount is 2.5 times the number of peak rooms blocked for the convention.
- There is a 6 8 week production time needed. Logo keys must be produced by Mandalay Bay.

#### **Escalator Runners**

- Escalator runner locations are available at every Convention Center escalator.
- Final location approval will be determined by your Convention Services Manager and will be based on the space the group is utilizing.

#### Message Carpets

- Full-size carpet (21' x 4')
- Half-size carpet (10' x 4')
- Carpet locations are available at every Convention Center escalator where your attendees will access their meeting space. Final location approval will be determined by your Convention Services Manager.

#### Gobos (a projected light to show an object)

• Gobo locations are available throughout the Convention Center wherever there are electrical capabilities. Final location approval will be determined by your Convention Services Manager and will be based on the space the group is utilizing.

#### Window Clings

- The walkway in the east rotunda area heading toward the convention parking lot and the walkway towards the Hotel and Casino have walls of windows available for window clings.
- In order to obtain the best exposure, only one sponsor at a time will be allowed to use the windows.

#### Hanging Banners - Convention Center

Locations are available throughout the Convention Center. Final location approval will be determined by your Convention Services Manager and will be based
on the space the group is utilizing.

#### Hanging Banners - Public Space

• Your Convention Services Manager will identify what public space is approved by the hotel for use. Final location approval will be determined by your Convention Services Manager and will be based on the space the group is utilizing.

#### Events Center Video Wall

- The use and approval of this will be determined by your Convention Services Manager.
- The use of this is not exclusive and will contain other hotel event advertising.

#### Outside Panel Boards

- All panel board advertising locations are reserved for public shows or shows, which offer shuttle service for their attendees.
- Only the panel boards on the east side of the Convention Center are available.

#### Outside Flag

• The flagpole area, which is located in the East Convention Center parking lot, is ideal for groups offering shuttle service for their attendees or for a public show.

#### Message on Video Marquee located on Las Vegas Boulevard

• The use and approval of this will be determined by your Convention Services Manager in conjunction with our Marketing Department.

#### Convention Center Video Wall

- Each section may be rented as a group or independently with each section running up to 30 spots.
- EXCLUSIVE AND NONEXCLUSIVE RENTAL OPPORTUNITIES ARE AVAILABLE:
  - Exclusive: A convention's spot or spots will be the only one/s running. This option may not be available for your dates; confirm in advance with your Convention Services Manager.
  - Nonexclusive: Mandalay Bay, MGM Resorts and other sponsored spots will run with your spot. Custom creative options are available.
- **Pricing Information**: Pricing is per spot for both exclusive and nonexclusive. Video is a 20-second spot. Still is a 10-second spot. Social Media is a two-minute spot. Pricing is also based on per show. Show dates are defined as show open through show close dates.

#### **Bottled Water**

• A great way to expose your company to the attendees is to sponsor bottled water for all, or on some, of the planned refreshment breaks. Supply your company logo to the Catering Manager at least four weeks prior to the program and the hotel will print bottled water wraps.

#### Customized In-Room Hotel Amenities

- Sponsorship opportunities include in-room amenities, in-room deliveries, sleeves for the remote control and pillow toppers.
- In an effort to save the integrity of the guest experience we do not allow window, mirror or TV clings or stickers of any kind to be affixed to any object in the guest room.
- Please contact your Convention Services Manager for any questions on Guest Room Sponsorship.

#### **Custom Pillow Toppers**

- Mandalay Bay does not produce pillow toppers, but all materials must be sent to your Convention Services Manager a minimum of seven days prior to the delivery to the guest room.
- Pillow toppers will not be in rooms prior to checking in.

#### In-Room TV Channels

- Mandalay Bay has in-room TV channels dedicated to convention advertising.
- TV channels will not be present prior to checking in.

#### Remote TV Sleeves

• Does not include production. Artwork must be approved in advance. May only go on remotes in the hotel guest rooms. Convention Services Manager must get approved in advance by Hotel Operations prior to confirming with sponsor.

#### Duratran - Satellite Reg Desk, South Convention Center Level One

• Includes production and installation

#### Column/Wall Inserts

- Does not include production or installation/removal. This is for any column or wall signage used to advertise a sponsor product. If show management is using column signage to thank a sponsor or for program branding/directional purposes this is not considered a sponsorship item, so would not be charged.
- Client will be responsible for obtaining the sizes of the columns they wish to use and any damages that occur from installation/removal.
- Approved material, GBC low tack and a polyester carrier with a removable adhesive. Specially designed channels permit easy application by hand without leaving bubbles.

#### Escalator Wall Insert

- Wall Cutouts located from Level One to Level Two or Level Two to Level Three. Price does not include production, installation or removal.
   Escalators must be turned off and a condor lift is required to install and remove these. Installation and removal must be done during hours when guests are not in the building.
- Convention Services Manager must approve the location based on space that group has contracted.

#### Sponsored Meter Boards

- Does not include production. This is for any meter board used to advertise a sponsor product. If show management is using meter boards to thank a sponsor or
  for program branding/directional purposes; this is not considered a sponsorship item, and would not be charged unless they exceed maximum noted below.
- Any group that has over 15 branding/directional meter boards per floor will be charged \$100.00 for each meter board over 15.

#### Convention Center Restroom Options

- Clings on Mirrors Public areas
  - Must be the only group on the floor. Does not include production or installation/removal. Artwork must be approved in advance.
- Clings on Mirrors Inside Exhibit Halls
  - Does not include production or installation/removal. Artwork must be approved in advance.
     (No additional charge if the Exhibit Hall is part of a group's full floor space and the sponsor has purchased the Clings on Mirrors sponsorship in the public space.)
- Soap/Lotion Public areas
  - Must be the only group on the floor. Does not include production or installation/removal. Artwork must be approved in advance.
- Soap/Lotion Inside Exhibit Halls
  - Does not include production or installation/removal. Artwork must be approved in advance.

    (No additional charge if the Exhibit Hall is part of a group's full floor space and the sponsor has purchased the Soap/Lotion sponsorship in the public space.)
- Clings on Stall Doors Inside Exhibit Halls
  - Does not include production or installation/removal. Artwork must be approved in advance.
     (No additional charge if the Exhibit Hall is part of a group's full floor space and the sponsor has purchased the Clings on Stall Doors sponsorship in the public space.)

#### Hand Sanitizers

- Does not include production, installation or removal. Artwork must be approved in advance. Must have a tray to protect flooring.
- Hand sanitizer provided by client.

#### Bayside Foyer TVs

- Rental of one TV
- Rental of two TVs
- Rental of three TVs
  - The multi day rental rates apply only if one group is renting the multiple TVs it is not for multiple groups renting multiple TVs. This rental is charged for Show Management and Sponsorship.

#### Video Screens

- Rental of one screen
- Rental of two screens
  - The multi day rental rates apply only if one group is renting the multiple screens it is not for multiple groups renting multiple screens. This rental is charged for Show Management and Sponsorship.

#### Elevator Wraps

- These may only be done on the elevators in the Convention Space. Content must be approved in advance by Mandalay Bay. Does not include production, installation or removal.
- The clings adhere to the doors on each floor. Group must have entire floor or be a full facility program in order to be approved.

#### Food and Beverage Logo Items

- We offer a unique range of totally edible, customized and personalized chocolate creations, with or without full-color images, made from the finest Belgian chocolate. Supply digital guality images so that we can have these set into your selection.
- Make your own selection of milk, dark, white or marbled chocolate. Each piece is wrapped in clear cellophane with ribbons complementing your color scheme.
- Due to production lead times, we will need all final decisions and artwork at least 30 days prior to delivery.

#### Custom Menu Cards with your Company Logo

- Add a finishing touch to any sit down and plated meal function by having a customized menu card created with your unique logo. Catch the eye of all meal attendees with this unique item and draw attention to your organization or company.
- Due to production lead times we will need all final decisions and artwork at least 30 days prior to delivery.

#### Beach Party Logo Items

- Logo items to include flip-flops, inner tubes and beach towels.
- Pricing to vary based on quantity, art work and production time.
- Ask Convention Service or Catering Manager for more information.