



**Minneapolis**  
Convention Center

## BRANDING & SPONSORSHIP

Floor Clings | Window Clings | Entrance Door | Wall Clings  
Escalator Clings | Column Wraps | Glass Panel Railings  
Gobo Presentations | Exhibit Hall | Video Walls and More



## FLOOR CLINGS



Floor Clings provide maximum visibility in high traffic areas for your branding and sponsorship in the MCC.

### Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All floor clings must be applied within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Materials

- **ClingZ** – White and clear static cling
- **Briteline** Clear static cling

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date. Non-adhesive static clings are the only materials approved for use on MCC floors.

**DIMENSIONS:** Maximum size of floor clings applied in MCC cannot exceed 4'W x 5'H.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and documentation. However, no warranties, either expressed or implied are made. It is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.





## WINDOW CLINGS



Eye catching views and prominent locations provide a window of opportunity for your branding and sponsorship.

### Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All window cling content must be inward facing only within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Materials

- **ClingZ** – White and clear static cling
- **Briteline** Clear static cling

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date. Non-adhesive static clings are the only materials approved for use on MCC glass and windows.

**DIMENSIONS:** Window pane size varies throughout MCC; Client is responsible for obtaining size of desired windows for clings. Maximum size of cling cannot exceed 4'W x 5'H.

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## ENTRANCE DOOR WINDOW CLINGS



Make the MCC entrance door your entrance door of opportunity for branding and sponsorship in the MCC.

### Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All window clings must be applied within contracted space and removed by end of show.

## SPECIFICATIONS

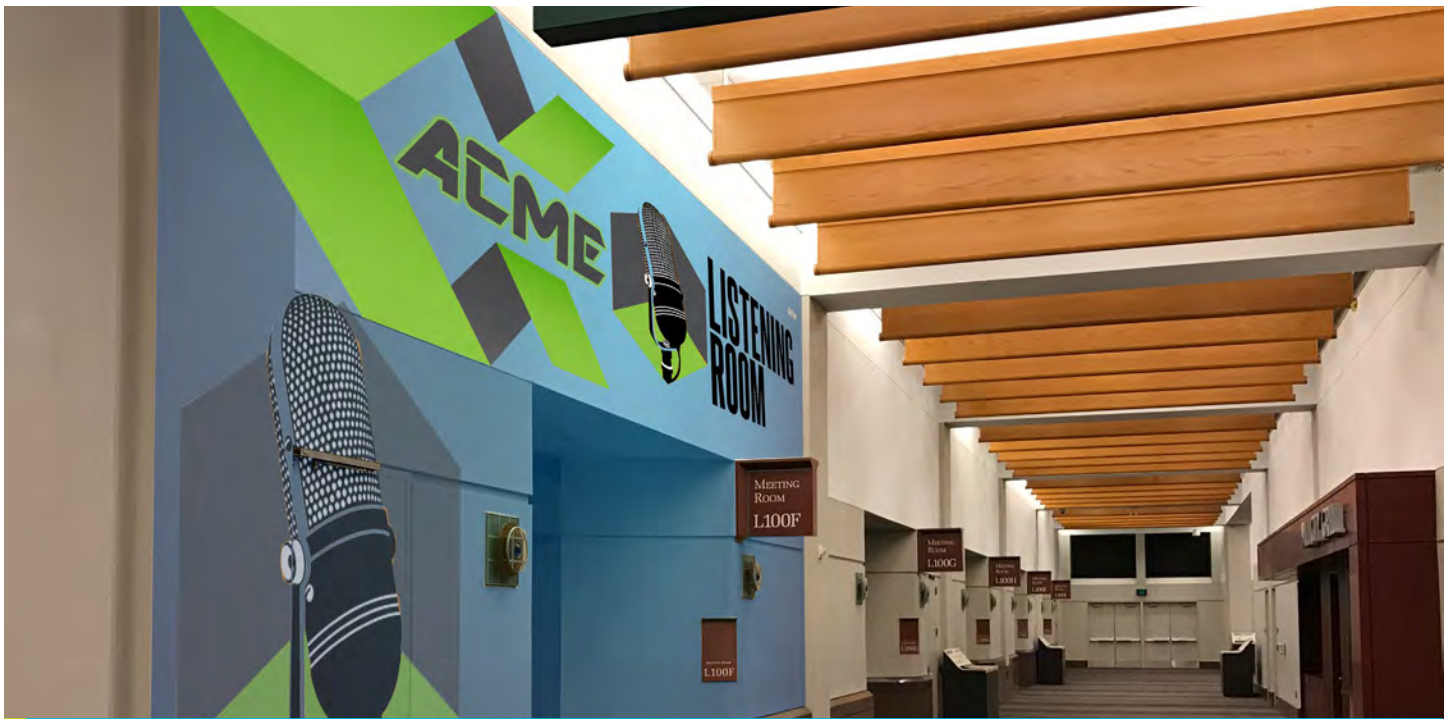
### Approved Materials

- **ClingZ** – White and clear static cling
- **Briteline** Clear static cling

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date. Non-adhesive static clings are the only materials approved for use on MCC glass and windows.

**DIMENSIONS:** Window pane size varies throughout MCC; Client is responsible for obtaining size of desired windows for clings. Maximum size of cling cannot exceed 2'W x 2'H.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and documentation. However, no warranties, either expressed or implied are made. It is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.



## WALL CLINGS



Walls are in high traffic areas and make for an everyday opportunity for branding and sponsorship in the MCC.

### Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All wall clings must be applied within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Materials

- **ClingZ** – White and clear static cling
- **Briteline** Clear static cling
- **Rad Graftix** – Or similar changeable class adhesive

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date. Non-adhesive static clings are the only materials approved for use on MCC walls.

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## ESCALATOR CLINGS



Escalators are located in high traffic areas on all levels of the Minneapolis Convention Center.

### Rental Rates

- \$400 space rental fee for each escalator during your event.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All escalator clings must be applied within contracted space and removed by end of show. Does not include city escalators.

## SPECIFICATIONS

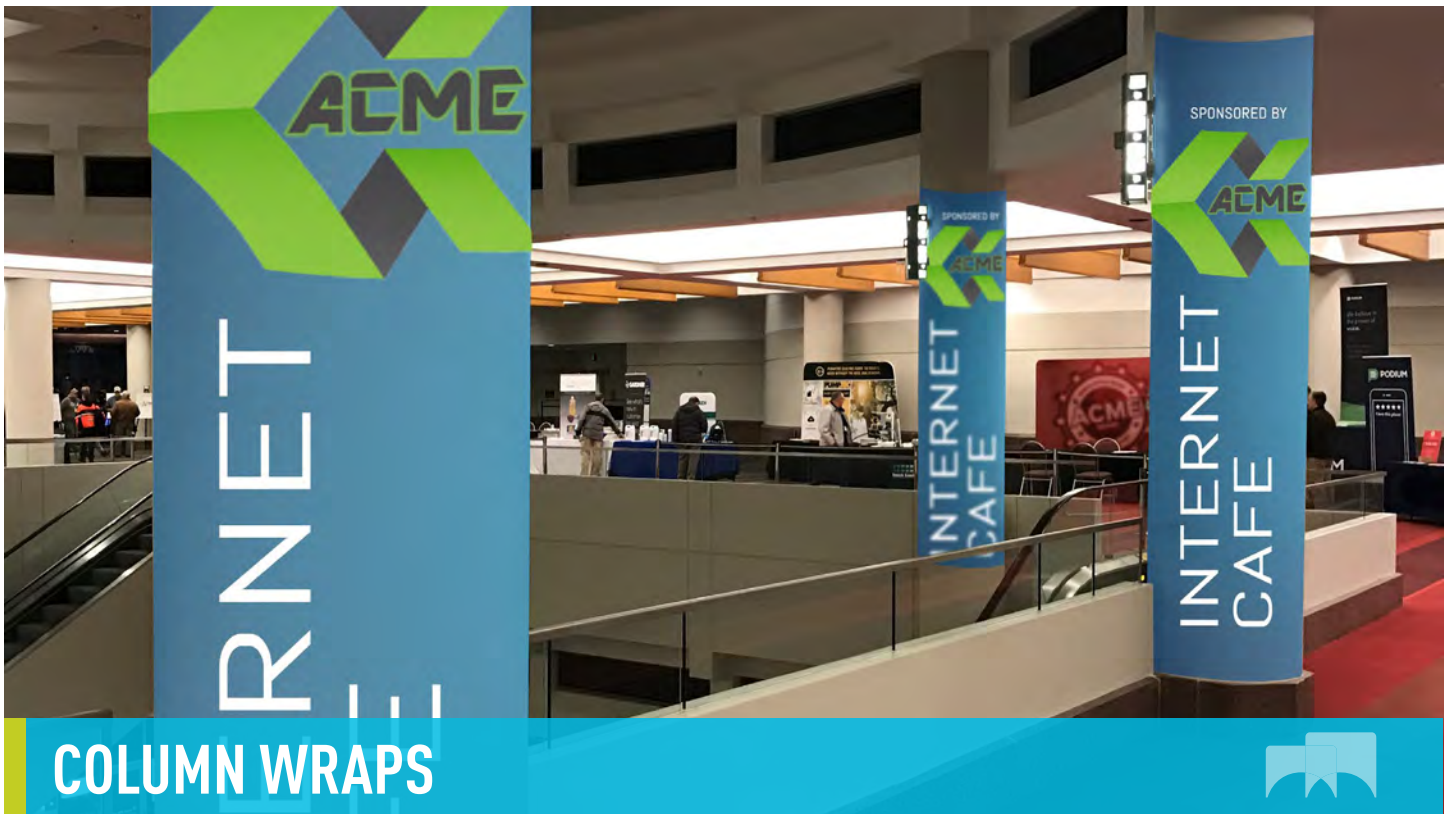
### Approved Materials

- **ClingZ** – White and clear static cling
- **Briteline** Clear static cling

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date. Non-adhesive static clings are the only materials approved for use on escalator glass. Clings must comply with city of Minneapolis regulatory specifications for escalator cling placement.

**DIMENSIONS:** Approximately 46' W x 2' H escalator glass space on each side of escalator available for signage.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and documentation. However, no warranties, either expressed or implied are made. It is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.



Columns are located in high traffic areas on all levels of the Minneapolis Convention Center.

## Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

## Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All column wraps must be applied within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Materials

- **ClingZ** – White and clear static cling
- **Rad Grafix** – Or similar changeable class adhesive
- **Vinyl** with Velcro straps

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date.

**DIMENSIONS:** Column dimensions vary in sizes throughout MCC; Client is responsible for obtaining sizes of desired columns for wraps.

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## GLASS PANEL RAILINGS

Glass panel railings are available overlooking the main lobbies and escalators on all levels of the MCC.

### Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All glass panel railing must be applied within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Materials

- **ClingZ** – White and clear static cling
- **Briteline** Clear static cling

**NOTES:** Other materials may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date. Non-adhesive static clings are the only materials approved for use on glass panel railings.

**DIMENSIONS:** Glass panel railing window height is one foot but width size varies throughout MCC; Client is responsible for obtaining size of desired windows for clings.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and documentation. However, no warranties, either expressed or implied are made. It is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.





## GOBO PRESENTATIONS



Gobo presentations are available for any floor or wall space within contracted space as well as MCC escalators on all levels of the Minneapolis Convention Center.

### Rental Rates

- \$800 category space rental fee during your event. Rental fee is inclusive of all items within same category.

### Guidelines

- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Space is available for branding and sponsorship during contracted event dates. All gobo presentations must be applied within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Materials

- **Wattage** – Wattage for lighting instrument may not exceed 2000 watts; Lighting instrument must be safeguarded per MCC rigging specifications.

**NOTES:** Any alternate presentation methods may be used with written approval from MCC Technology Services Coordinator. Materials must be submitted one month prior to first contracted date.

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## EXHIBIT HALL VIDEO WALLS



The Video Walls are large video screens in high traffic exhibit hall lobby areas and are the perfect palette to deliver a high-impact message to your event attendees.

### Rental Rates

- A variety of show management branding and sponsorship options are available during your event.

### Guidelines

- Video Wall rental includes some digital asset production time depending on video package.
- MCC Technology Services Coordinator must approve all branding & sponsorship items, locations, and artwork prior to production and installation.
- Video Wall space is available for branding and sponsorship during contracted event dates. All video wall presentations must be within contracted space and removed by end of show.

## SPECIFICATIONS

### Approved Files

- **JPEG; BMP; PNG** still images
- **AVI** Uncompressed;  
**MOV QuickTime** files for video
- Audio is not supported

**NOTES:** Digital assets, logo, other branding materials must be submitted one month prior to first contracted date.

**DIMENSIONS:** Four exhibit hall video walls are 50'W x 5' H, one video wall is 37'W x 5'H.

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# ADDITIONAL OPPORTUNITIES TO MAXIMIZE EXPOSURE



**MEETING ROOM DOORS**

- Contact MCC Technology Services Coordinator for availability



**MONITORS**

- Contact MCC Technology Services Coordinator for availability



**BANNERS**

- Contact your Event Coordinator for availability.



**VISITOR INFORMATION CENTER VIDEO SCREEN**

- Contact MCC Technology Services Coordinator for availability

## Kelber Catering:

For Kelber Catering sponsorship, please contact your Kelber Catering sales person at [612-335-6045](tel:612-335-6045).

# RULES AND GUIDELINES



## APPROVAL PROCESS:

All branding and sponsorship must be approved in writing by MCC Technology Services Coordinator in advance of production and printing. All items can only be rented during contracted dates.



## GRAPHICS & ARTWORK

All graphics and artwork must be approved in advance of production by MCC Technology Services Coordinator. All displayed content must meet MCC Content Display Standards.



## VIDEO WALL:

All branding and sponsorship must be approved in writing by MCC Technology Services Coordinator in advance of production and presentation. All items can only be rented during contracted dates.



## LOCATION APPROVAL:

Final location approval will be determined by MCC Technology Services Coordinator based upon client's contracted space.



## UNLISTED DISPLAYS:

Any convention center property used for branding and sponsorship may be subject to space rental fees.



## BANNERS:

Final location approval will be determined by MCC Technology Services Coordinator based upon client's contracted space.



## PRODUCTION, INSTALLATION, REMOVAL:

Client is responsible for production, installation, and removal of all branding and sponsorship items.



## BILLING:

All branding and sponsorship fees will be included on MCC final invoice.



## GENERAL INFORMATION:

Every effort has been made to ensure accuracy of all information contained in photos and information contained herein. However, no warranties, either expressed or implied are made with respect to these photos and documentation. It is the sole responsibility of the client to physically inspect the facility to verify all facility dimensions and locations.



## DAMAGES:

Client assumes full responsibility for any repair or replacement cost for damages to MCC property. Facility walk through will be conducted prior to installation and after removal of all branding and sponsorship items.



## CLING MATERIALS:

Approved materials for clings are listed in the specification guide. Other materials may be used with MCC approval. Materials must be submitted for approval at least one month prior to first contracted move in date.



## DEADLINES:

Client must submit plans requesting approval for use of branding and sponsorship items at least one month prior to first contracted move in date.



# DIGITAL DISPLAY AND SIGNAGE CONTENT STANDARDS



The MCC intends that its properties constitute nonpublic forums that are subject to the content-neutral restrictions set forth below. Certain forms of paid and unpaid content will not be permitted for placement or display on MCC digital assets or in its facility. The MCC shall not display or maintain any content that falls within one or more of the following categories:



**DEMEANING OR DISPARAGING  
TOBACCO, FIREARMS  
PROFANITY  
VIOLENCE  
UNLAWFUL GOODS OR SERVICES  
UNLAWFUL CONDUCT  
OBSCENITY OR NUDITY  
“ADULT” ORIENTED GOODS OR SERVICES  
POLITICAL OR RELIGIOUS SPEECH  
ENDORSEMENT  
FALSE, MISLEADING, OR DECEPTIVE COMMERCIAL  
SPEECH  
LIBELOUS SPEECH  
COPYRIGHT INFRINGEMENT, ETC**

The MCC reserves the right, from time to time, to suspend, modify, or revoke the application of any or all of the standards as it deems necessary to comply with law and to accommodate its primary convention function.

**For more information, please contact the MCC Technical Services Coordinator at [612-335-6121](tel:612-335-6121).**

# RENTAL RATES



<b>FLOOR CLINGS</b>	<b>\$ 850 per event</b>
<b>WINDOW CLINGS</b>	<b>\$ 850 per event</b>
<b>ENTRANCE DOOR WINDOW CLINGS</b>	<b>\$ 850 per event</b>
<b>WALL CLINGS</b>	<b>\$ 850 per event</b>
<b>ESCALATOR CLINGS</b>	<b>\$ 450 each per event</b>
<b>COLUMN WRAPS</b>	<b>\$ 850 per event</b>
<b>GLASS PANEL RAILINGS</b>	<b>\$ 850 per event</b>
<b>GOBO PRESENTATIONS</b>	<b>\$ 850 per event</b>
<b>MEETING ROOM DOORS</b>	<b>\$ 850 per event</b>
<b>BANNERS</b>	<b>\$ 850 per event</b>
<b>EXHIBIT HALL VIDEO WALLS</b>	<b>Packages available</b>
<b>VISITOR INFORMATION CENTER VIDEO SCREENS</b>	<b>Packages available</b>
<b>CONCESSION MONITORS</b>	<b>Packages available</b>

Any MCC equipment or property used for branding and sponsorship will be subject to charge.

For more information, please contact the MCC Technology Services Coordinator at **612-335-6121**.

*Prices effective through December 31, 2019*



**Minneapolis**  
City by Nature



**Minneapolis**  
Convention Center

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