



Resort & Casino

November 2008

## Signage Guidelines and Prefunction Shared Space

The following guidelines have been developed in an effort to create clear, concise and fair standards for signage and use of approved prefunction areas in the convention facilities and public spaces at Mandalay Bay.

Clark County Fire Department revised egress plans for 1<sup>st</sup> and 2<sup>nd</sup> floors of the South Convention Center in May 2008. Revised diagrams have been sent to primary General Service Contractors and group contacts where applicable. There are CCFD approved areas for setup, such as tables, chairs, booths, etc. If a group requests signage, entrance units or any other obstructions in the egress areas, it must be approved by the CCFD and noted on the diagram. It is not the responsibility of Mandalay Bay to obtain approval from the Fire Marshal for items placed outside of the approved areas when a GSC is submitting the plans.

### SIGNAGE

#### **Pool Walkway (Starbucks to South Convention Center Entrance)**

- ✓ There are 14 approved locations. In each location there is only one type of sign allowed. See below:
  - (1) 4' x 20' horizontal Banner
  - (2) 4' x 8' vertical Banners
  - (2) Meter Boards
- ✓ On the Pool Walkway Signage Diagram, locations are clearly indicated where only vertical banners will fit.
- ✓ There must be a minimum of 10' clearance from the bottom of the banner to the floor.
- ✓ If banners have pockets in the bottom for wooden dowels they must be closed for safety reasons.
- ✓ A group must have a minimum of ½ of one level of space in order to qualify for banners in the public walkway. Exceptions will be based on total business in house and management approval.
- ✓ Three (3) locations are for specific use when a group has all of North Convention Center.
- ✓ The 14 locations will be equally divided based on the number of eligible groups in-house.
  - All Space – 14 Locations
  - (2) Large Groups – 7 locations each
  - (3) Large Groups – 4 locations each
  - (4) Large Groups – 3 locations each
- ✓ When there are more than 4 large groups in house at the same time, exceptions will be based on total business in house and management approval.

#### **Shark Reef Walkway (Shark Reef to the Flag Poles)**

- ✓ There are 9 approved locations. In each location there is only one type of sign allowed. See below:
  - (1) 4' x 20' horizontal Banner
  - (2) 4' x 8' vertical Banners
  - (2) Meter Boards
- ✓ There must be a minimum of 10' clearance from the bottom of the banner to the floor.
- ✓ If they have pockets in the bottom for wooden dowels they must be able to be closed.
- ✓ Only groups utilizing the East Parking lot are eligible to use this area for signage (Shuttles, Public Shows, etc).
- ✓ The 9 locations will be equally divided based on the number of eligible groups in-house.
  - All Space – 9 Locations
  - (2) Large Groups – 4 locations each
  - (3) Large Groups – 3 locations each
  - (4) Large Groups – 2 locations each

#### **Shark Reef Window Clings**

- ✓ There are 8 approved locations.
- ✓ Only groups utilizing the East Parking lot are eligible to use this area for signage (Shuttles, Public Shows, etc).
- ✓ Only one group is allowed window clings.
- ✓ The group utilizing the largest amount of space will have first right of refusal, which must be exercised no less than 9 months prior to load in.
- ✓ Refer to the Sponsorship Guide for rental costs.

## **SHARED PREFUNCTION AREAS**

### **1<sup>st</sup> Floor South Convention Center Bayside Prefunction**

- ✓ There are 3 sections identified for use in this area. Following are the options:
  - One group utilizing all of the space. (BS Prefunction 1)
  - Two groups splitting the space evenly. (BS Prefunction 2)
  - Three groups splitting the space three ways. (BS Prefunction 3)
- ✓ Each of these are identified by color and labeled on the diagrams below.

### **2<sup>nd</sup> Floor South Convention Center Mandalay Bay/Shoreline Prefunction**

- ✓ There are 3 sections identified for use in this area. The triangle window area would always be attached to the Mandalay Bay Ballroom or the most amount of carpeted space held by a group. The registration counters and CCFD approved center prefunction area would be split evenly between two groups when necessary. Following are the options:
  - One group utilizing all of the space. (MB/SL Prefunction 1)
  - Two groups splitting the registration space evenly and one would have the triangle area. (MB/SL Prefunction 2)
- ✓ Each of these are identified by color and labeled on the diagrams below.
- ✓ The Sales contract is the only acceptable override to this policy.

Entrance units should be placed directly in front of a groups' assigned function space and clearly marked as an entrance unit on the floor plan submitted to the CCFD. Since this is in an unapproved area, any denials made by the CCFD, may be readdressed on a case by case basis by Mandalay Bay.

## **SIGNAGE and FIXTURE GUIDELINES FOR ALL LOCATIONS**

- ✓ Signage and prefunction plans must be submitted for approval to your Convention Service Manager at least 60 days prior to the first day of your program. Show Management/General Service Contractors should seek initial approval from Mandalay Bay prior to submitting a plan to the Fire Marshal.
- ✓ There are certain areas defined as "no signage zones" in the Pool Walkway and on levels 2 and 3 of South Convention Center. Please ask your CSM for details.
- ✓ Plans need to include the requested set-up/dismantle dates, requested locations, dimensions and a description of each request.
- ✓ Items which require pre-approval include but are not limited to: registration/info desks, kiosks, technology stations, entrance units, towers, meter boards, banners, directional signs, column wraps, escalator runners, gobos, window clings, carpet messages and video wall messages.
- ✓ Signage/fixtures should not be finalized/purchased until written approval is received from Mandalay Bay.
- ✓ Signage that is in the Pool Walkway or the Shark Reef Walkway, where you can see both sides, must have information printed on both sides. Signage in the Convention Space may have one side only with printed information, the other side must be professionally finished.
- ✓ To ensure the safety of all guests and employees, Mandalay Bay may request that any fixture, sign or banner that poses a potential hazard be immediately removed or dismantled. In order for banners to be secured and hung straight our riggers use wooden dowels so the banners need to have a 2" pocket on the top and bottom.
- ✓ Signage may only advertise future programs that are being held at Mandalay Bay or an approved location.
- ✓ All hanging signs/banners must have at least 10' of clearance above the floor. Banners larger than 4' x 20' must be approved in advance by your CSM.
- ✓ Signage or column wraps cannot obstruct emergency equipment and strobes. Fire extinguishers & emergency exits must be accessible at all times.
- ✓ Fixtures, signs or banners must not obstruct Mandalay Bay direction signage or security cameras.
- ✓ Any signage that utilizes the Mandalay Bay or MGM MIRAGE logo must receive prior approval through your Convention Service Manager.

**Pool Walkway**

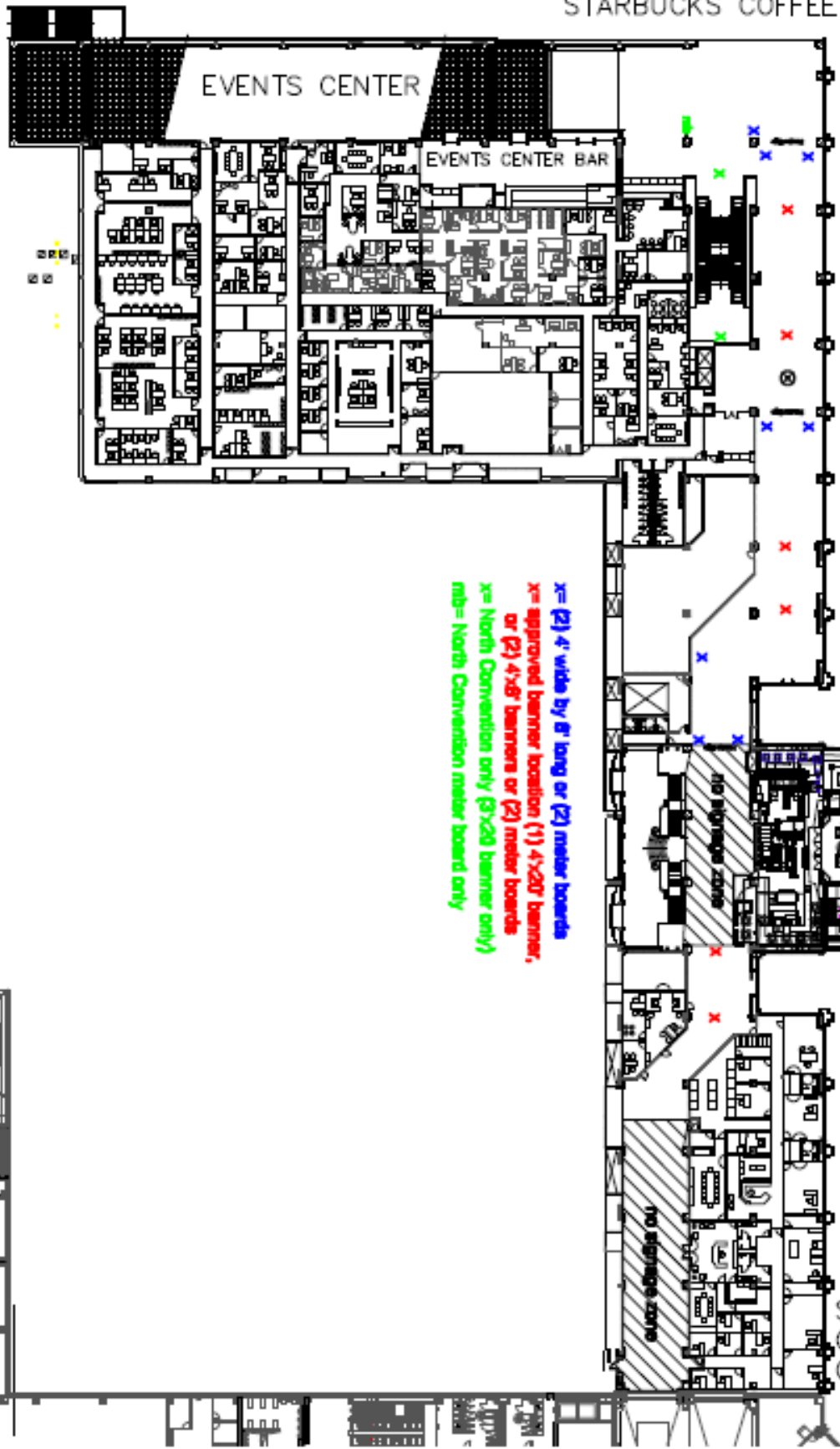
BORDER GRILL

SOUTH CONVENTION CENTER

STARBUCKS COFFEE

EVENTS CENTER

EVENTS CENTER BAR



- x= (2) 4' wide by 8' long or (2) meter boards
- x= approved banner location (1) 4'x20' banner, or (2) 4'x8' banners or (2) meter boards
- x= North Convention only (3'x20' banner only)
- mb= North Convention meter board only





**MANDALAY BAY**

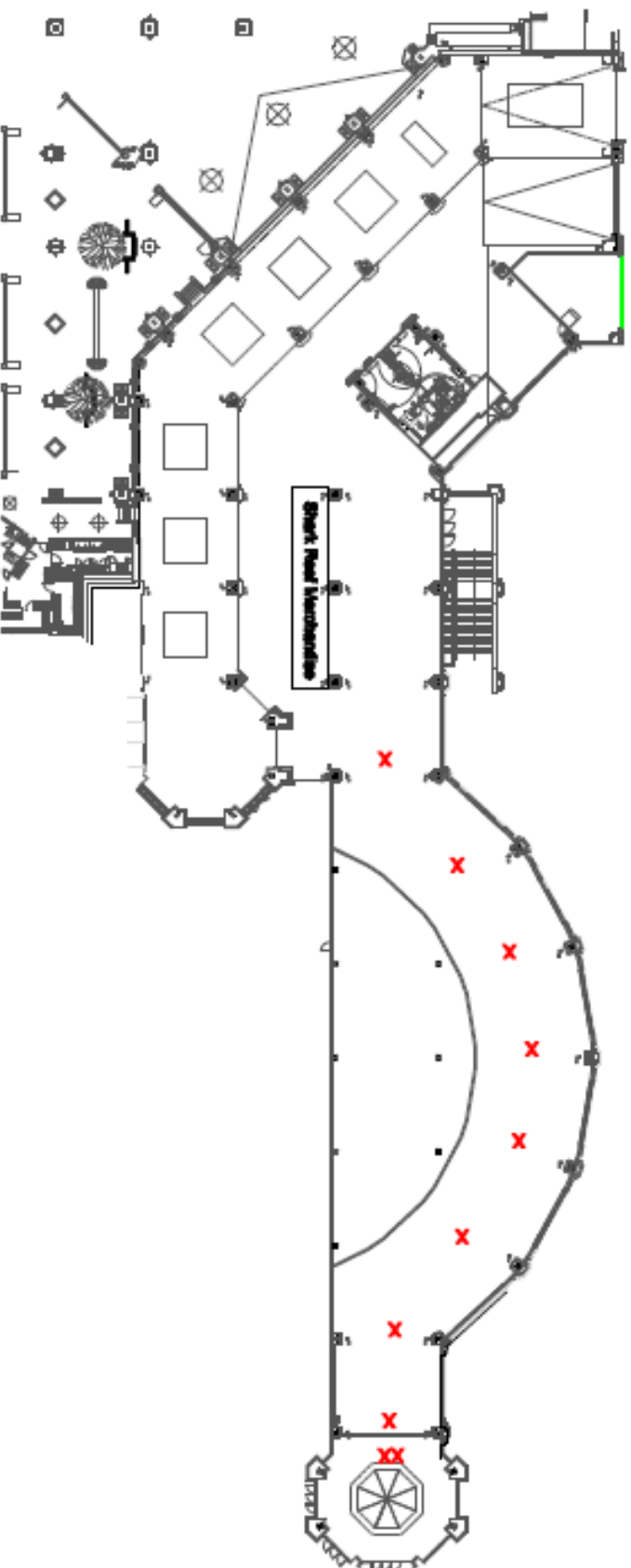
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# Shark Reef Walkway

**X** = approved banner location

(1) 4'x20' or (2) 4'x8' banners or (2) meter boards

**XX** = 2 meters boards only

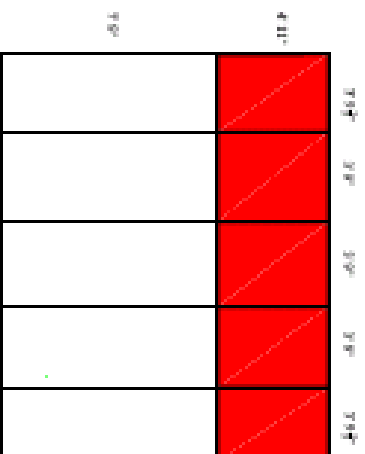




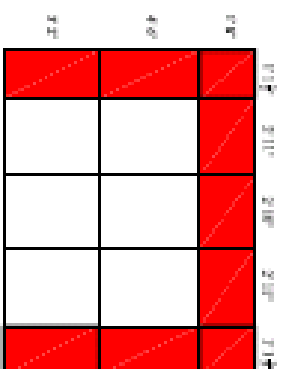
**MANDALAY BAY**

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## Shark Reef Window Clings

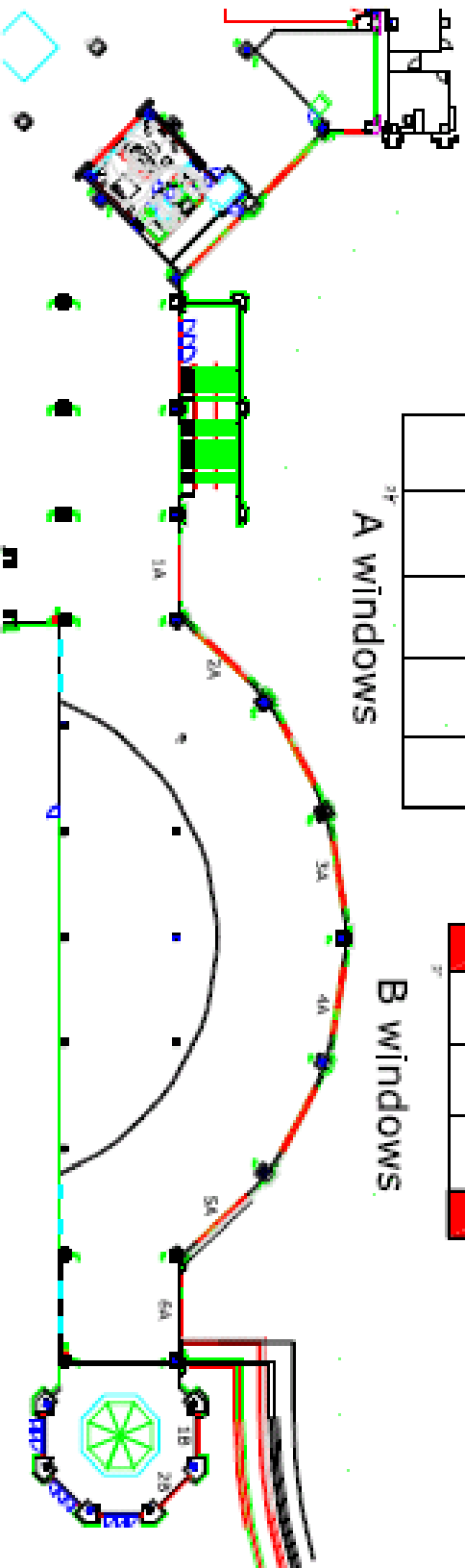


A windows

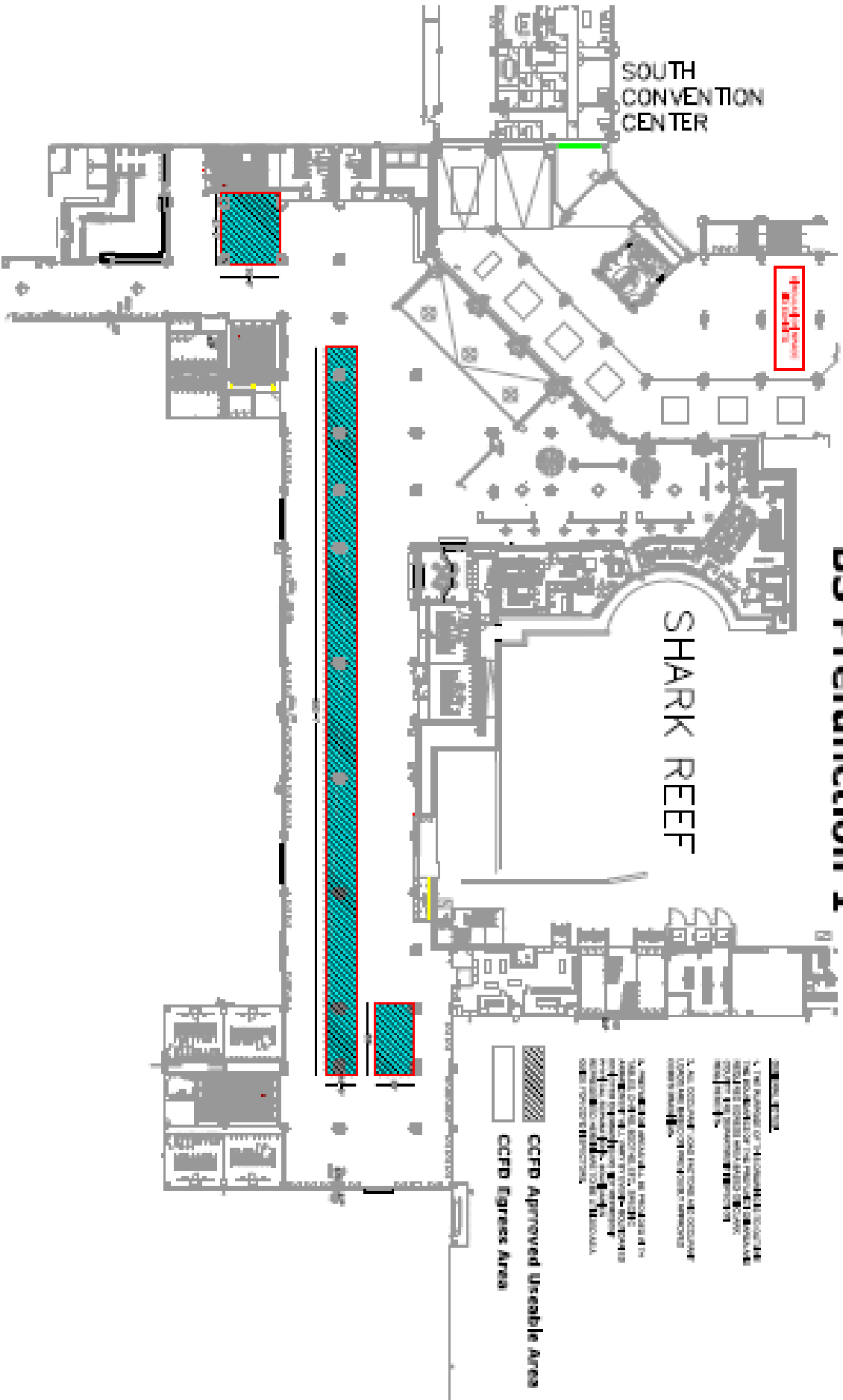


B windows

 = no Signage Area



# BS Prefunction 1



Approved for use by  
CCFP

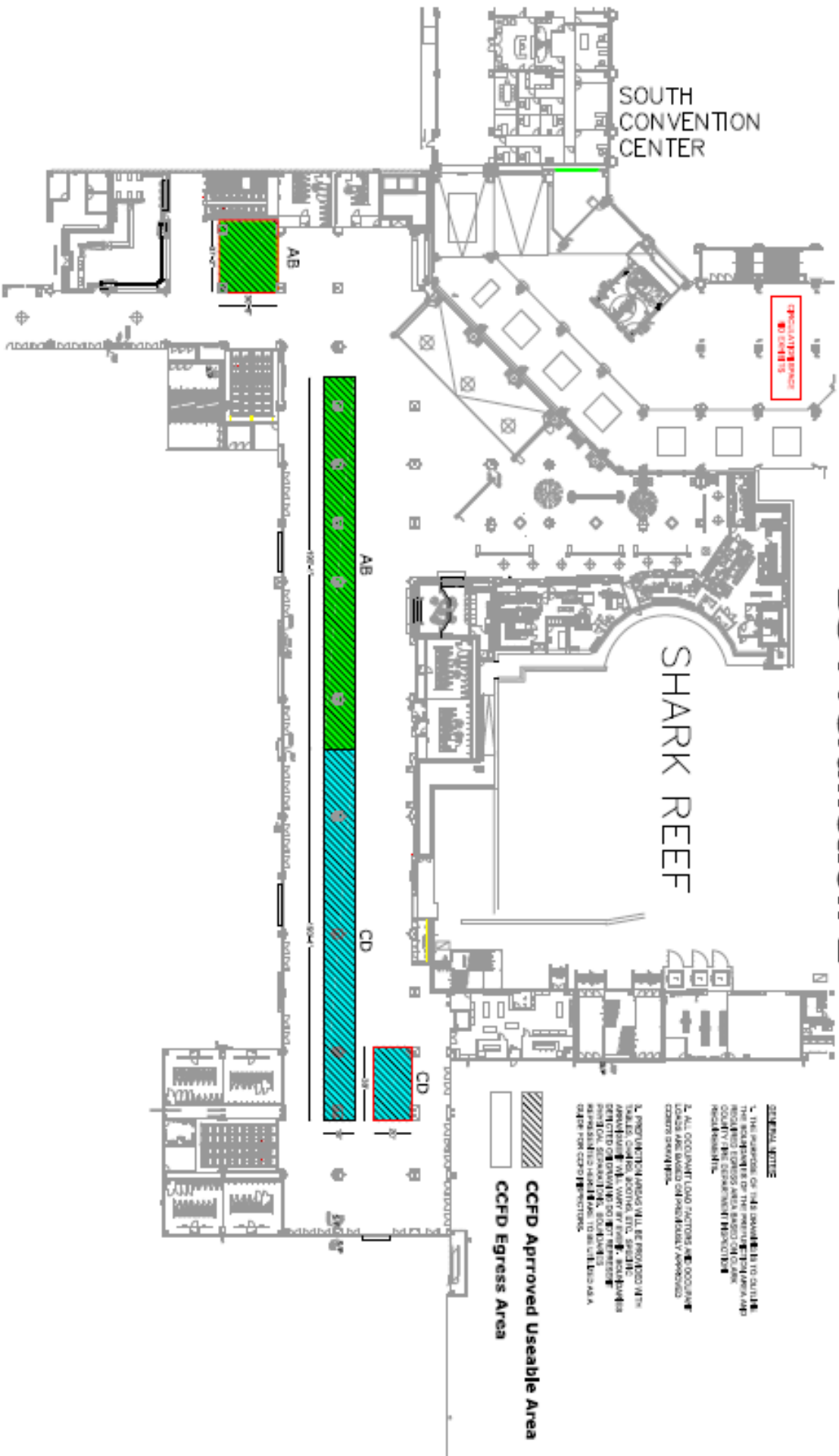
- GENERAL NOTES:**
1. THE PURPOSE OF THIS DOCUMENT IS TO OBTAIN THE APPROVAL OF THE APPLICANT'S LOCAL HEALTH DEPARTMENT AND STATE HEALTH DEPARTMENT FOR THE PROPOSED OCCUPANCY OF THE PROPOSED AREA.
  2. ALL OCCUPANCY LOADS SHALL BE OCCUPANCY LOADS AS SET FORTH IN THE LOCAL HEALTH DEPARTMENT'S OCCUPANCY LOADS.
  3. ALL OCCUPANCY LOADS SHALL BE OCCUPANCY LOADS AS SET FORTH IN THE LOCAL HEALTH DEPARTMENT'S OCCUPANCY LOADS.
  4. ALL OCCUPANCY LOADS SHALL BE OCCUPANCY LOADS AS SET FORTH IN THE LOCAL HEALTH DEPARTMENT'S OCCUPANCY LOADS.
  5. ALL OCCUPANCY LOADS SHALL BE OCCUPANCY LOADS AS SET FORTH IN THE LOCAL HEALTH DEPARTMENT'S OCCUPANCY LOADS.
- LEGEND:**
- CCFP Approved Useable Area
  - CCFP Figure Area



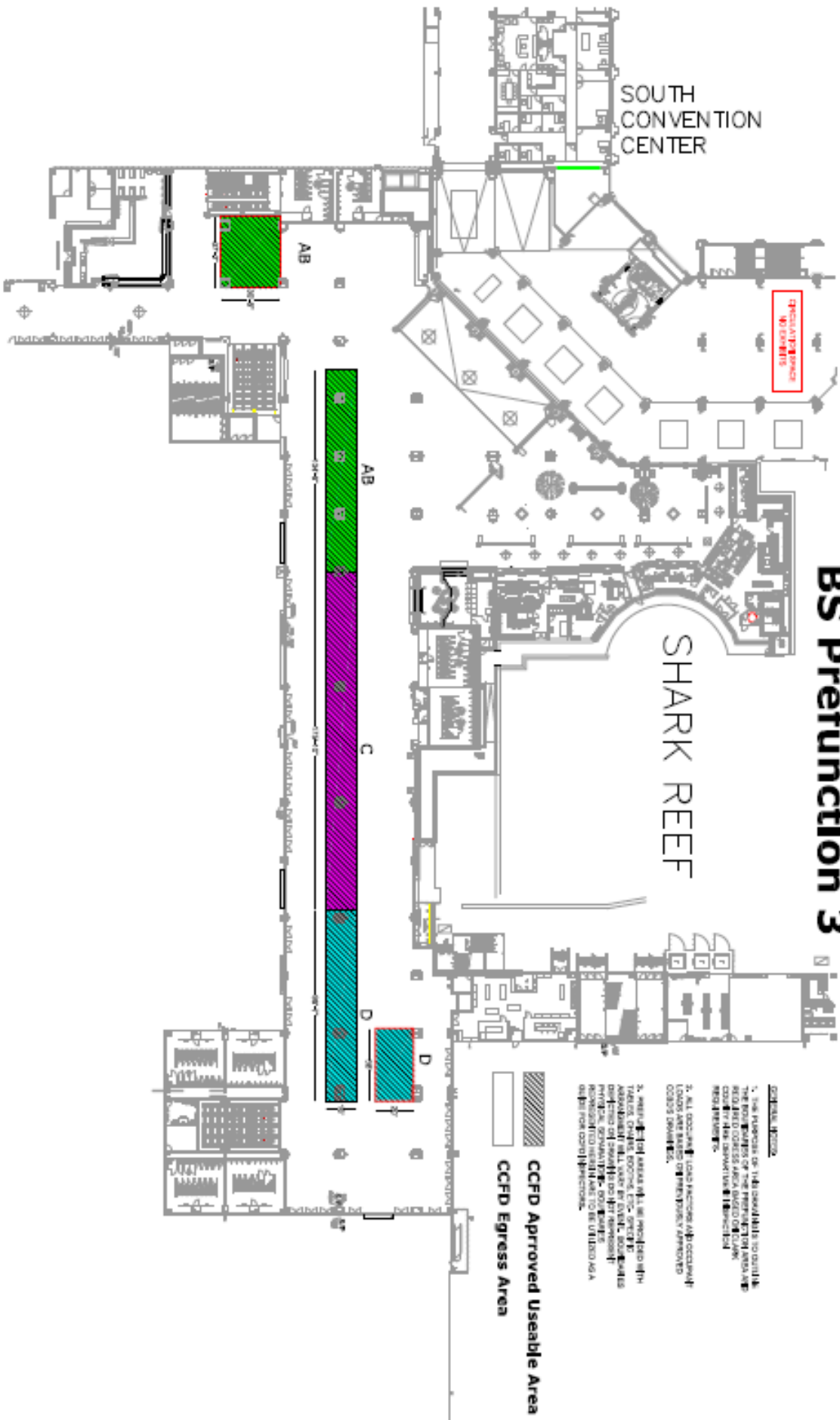
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## BS Prefunction 2



# BS Prefunction 3



Specialty Event  
40 Exhibits

SOUTH  
CONVENTION  
CENTER

SHARK REEF

 CCFD Approved Useable Area  
 CCFD Egress Area

- GENERAL NOTES**
1. THE PURPOSE OF THIS SCHEDULE IS TO DEFINE THE REQUIREMENTS OF THE PREFUNCTION AREA AND TO PROVIDE A BASIS FOR THE DESIGN OF THE AREA AND TO PROVIDE A BASIS FOR THE DESIGN OF THE AREA AND TO PROVIDE A BASIS FOR THE DESIGN OF THE AREA.
  2. ALL OCCUPANT LOAD FACTORS ARE OCCUPANT LOADS AND ARE TO BE USED FOR DESIGN PURPOSES ONLY.
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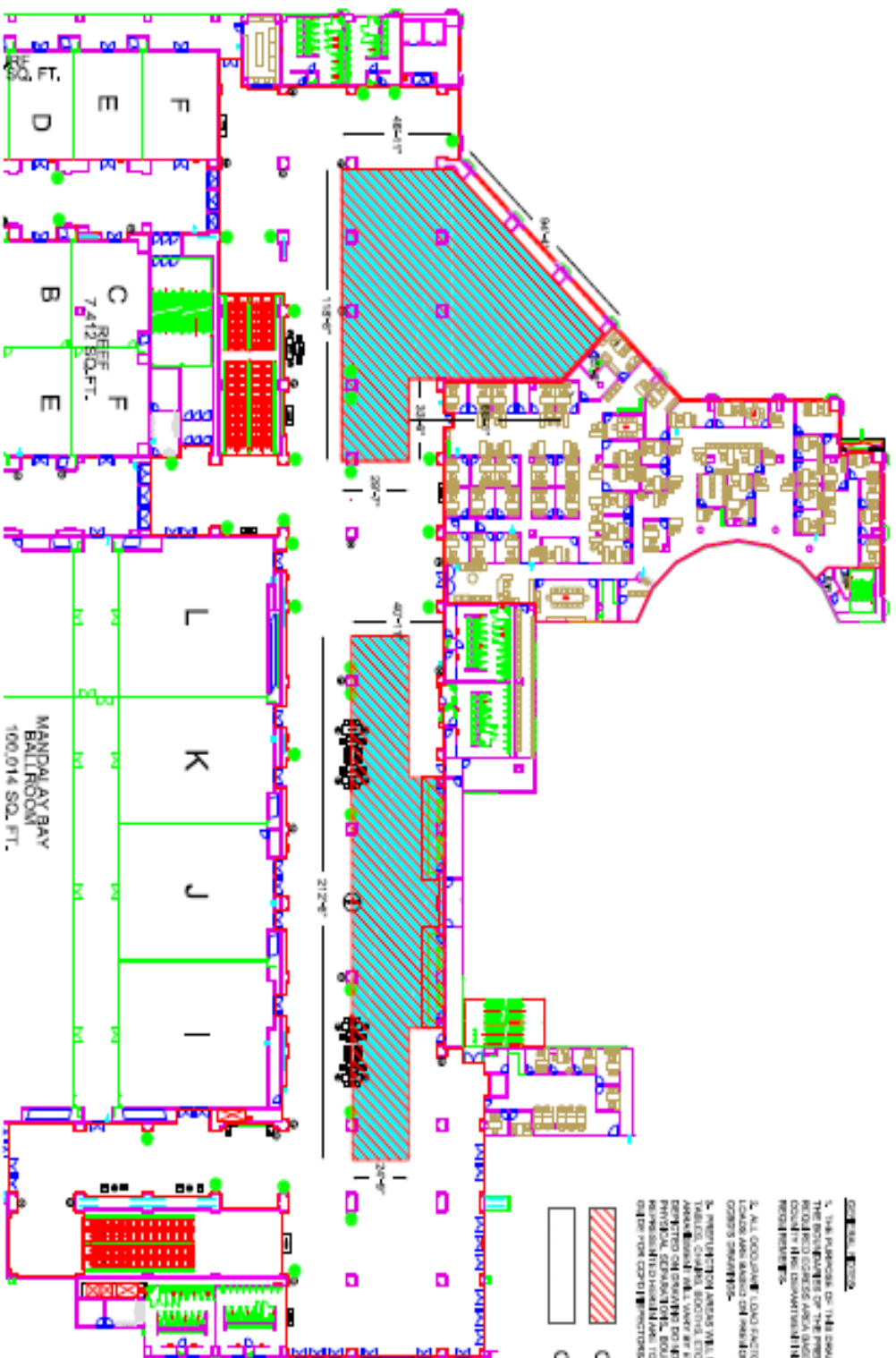




# MANDALAY BAY

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## MB/SL Prefunction 1



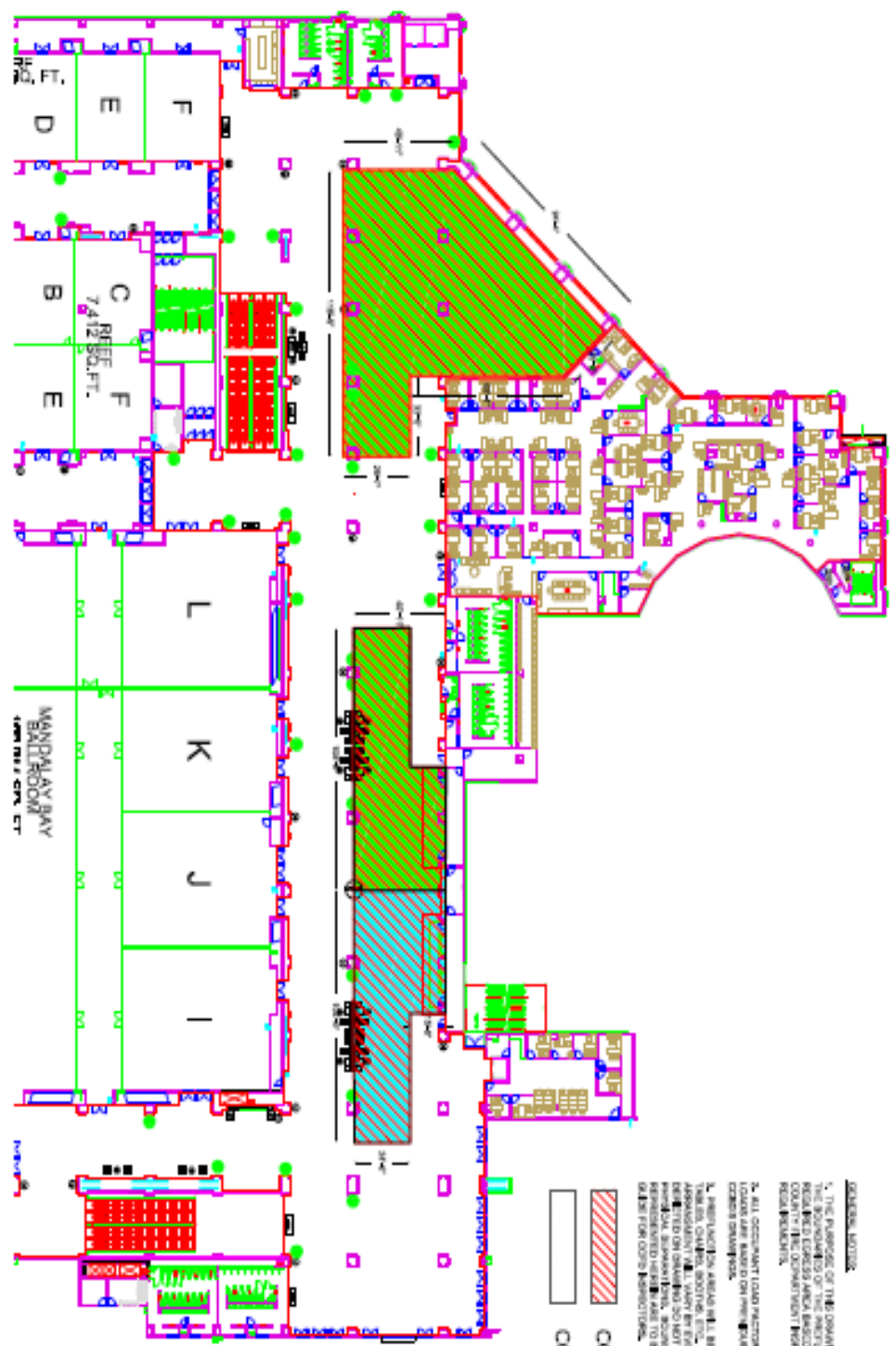
1. THE PURPOSE OF THIS DRAWING IS TO IDENTIFY THE ROOMS AND AREAS OF THE PROJECT THAT ARE REQUIRED TO BE EGRESS AREAS BASED ON THE ROOMS IN THE DEPARTMENTAL FUNCTIONAL ROOMS.

2. ALL ROOMS AND AREAS ARE TO BE EGRESS AREAS BASED ON THE ROOMS IN THE DEPARTMENTAL FUNCTIONAL ROOMS.

3. ALL ROOMS AND AREAS ARE TO BE EGRESS AREAS BASED ON THE ROOMS IN THE DEPARTMENTAL FUNCTIONAL ROOMS.

- CCFD Approved Useable Areas
- CCFD Egress Areas

# MB/SL Prefunction 2



- GENERAL NOTES:**
1. THE PURPOSE OF THIS DRAWING IS TO OBTAIN THE SIGNATURE OF THE ARCHITECT FOR ALL REQUIRED EGRESS AREAS BASED ON CLAW COUNTY FIRE DEPARTMENT INSPECTION REQUIREMENTS.
  2. ALL OCCUPANT LOAD FACTORS AND OCCUPANT LOADS ARE BASED ON THE PREVIOUSLY APPROVED EXISTING DRAWINGS.
  3. AREAS NOT TO BE ASSIGNED WILL BE IDENTIFIED WITH THE WORDS "OUTLET ROOMS, ETC. STRICTLY AS SHOWN ON DRAWING. ANY OTHER ROOMS IDENTIFIED ON DRAWING DO NOT REPRESENT FINAL SIGNATURE. ROOMS WILL BE IDENTIFIED AS "OUTLET ROOMS" FOR CODES INSPECTIONS.
-  CCFD Approved Useable Areas  
 CCFD Egress Areas