MANDALAY BAY CONVENTION RESORT







SPONSORSHIP / BRANDING OPPORTUNITY GUIDE

BRAND BUILDING STARTS WITH MANDALAY BAY

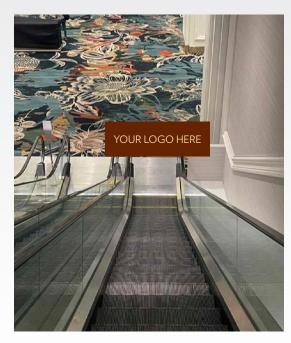
From giant hanging banners to tiny, delicately etched chocolates, Mandalay Bay offers a wide variety of traditional and innovative sponsorship/branding opportunities.

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.

MESSAGE CARPETS AND ESCALATOR RUNNERS



Full escalator carpet



Top one-half escalator carpet

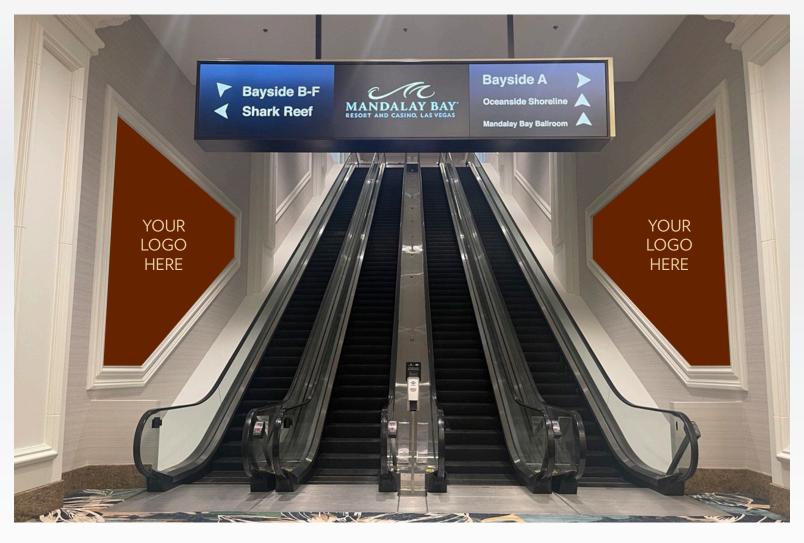


Escalator runner



Bottom one-half escalator carpet

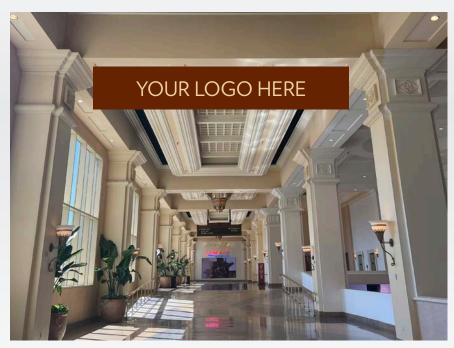
GOBOS/CLINGS



Wall projections and clings throughout the Convention Center

HANGING BANNERS — PUBLIC SPACE

Walkway past Events Center Ticket Office



Walkway near North Convention Center escalator



Walkway near Border Grill

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

Specifications: Mounted from interior hang points

Applies to both images above

HANGING BANNERS — PUBLIC SPACE



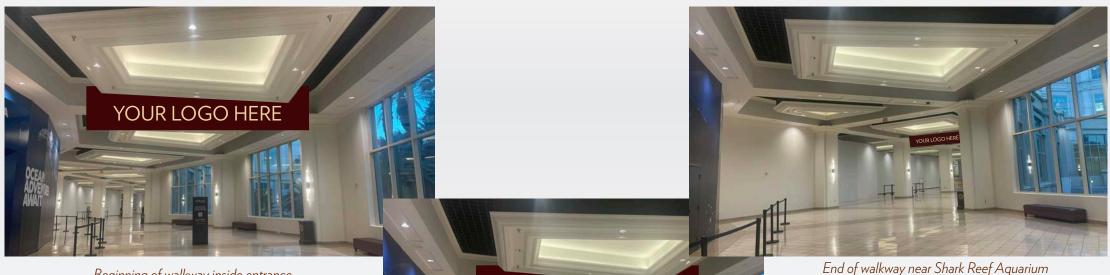
North Convention Center Foyer

Ad Banner Size: Approximately 8' wide x 3' high double-sided banner

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

YOUR LOGO HERE

WINDOW AND WALL CLINGS - PUBLIC SPACE

Walkway past Events Center Ticket Office





Ad Cling Size: Varies based on location Specifications: Mounted to wall

Ad Cling Size: Approximately 4' wide x 8' high per window pane single-sided

Specifications: Mounted to window

WINDOW CLINGS - PUBLIC SPACE

Walkway from east parking lot toward South Convention Center







HANGING BANNERS — SOUTH CONVENTION CENTER LEVEL ONE

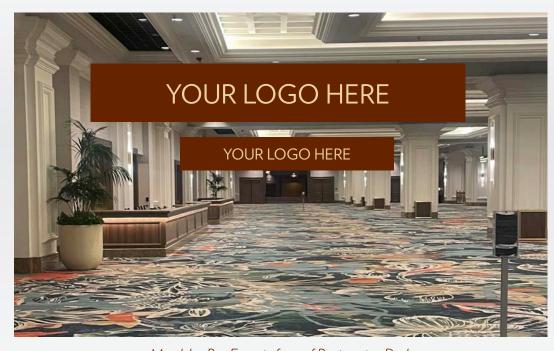


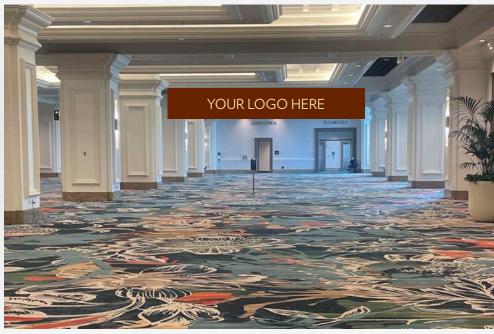
Ad Banner Size: Approximately 20' wide

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

Mandalay Bay Foyer

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

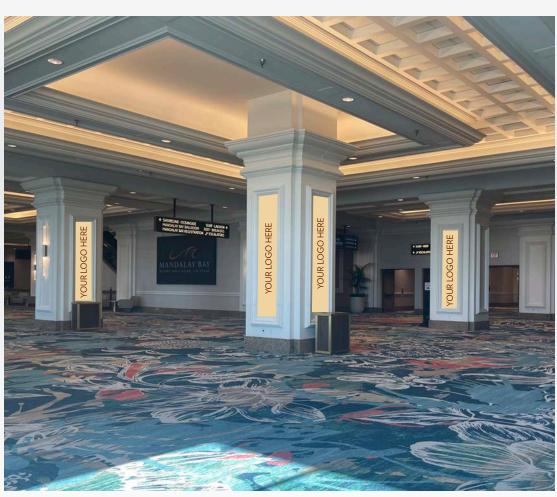
Ad Banner Size: Approximately 16' wide x 4' high

Specifications: Mounted from interior hang points

SURFACE-MOUNTED ADS — CONVENTION CENTER



Mirror cling



Column inserts

EXTERIOR SIGNAGE



Outside Panels at Bayside EF



Flagpole

MEDIA WALLS WITH PHYSICAL DIMENSIONS



Wall #1: 11'-9.75"w x 6'-6.8"h



Wall #3: 9'-10.1"w x 5'-6.6"h

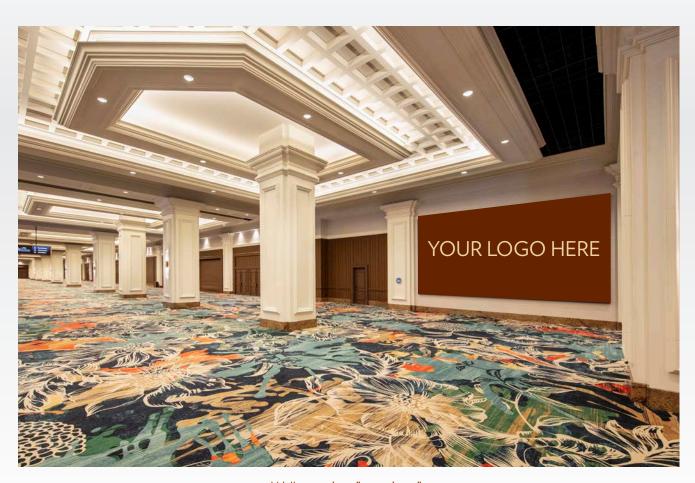


Wall #2: 9'-10.1"w x 5'-6.6"h



Wall #4: 7'-10.5"w x 13'-3.5"h

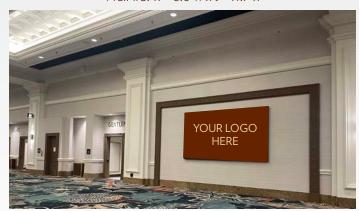
MEDIA WALLS WITH PHYSICAL DIMENSIONS CONTINUED



Wall #6: 23'-7.5"w x 13'-3.5"w

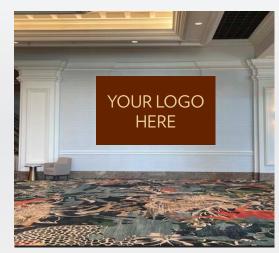


Wall #5: 17'-8.6"w x 9'-11.7"h

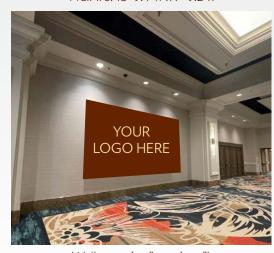


Wall #7: 11'-9.7"w x 6'-7.7"h

MEDIA WALLS WITH PHYSICAL DIMENSIONS CONTINUED



Wall #8: 13'-9.4"w x 7'-9.2"h

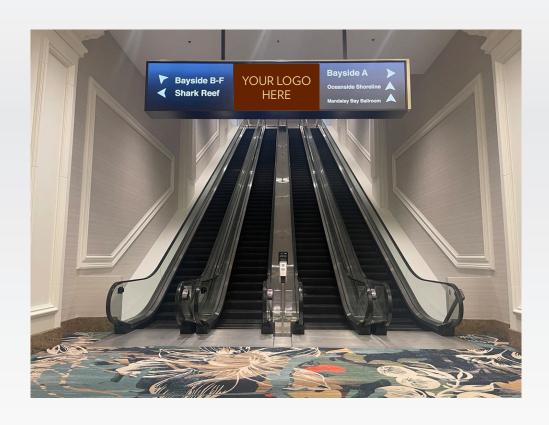


Wall #9: 13'9.4"w x 7'-9.2"h



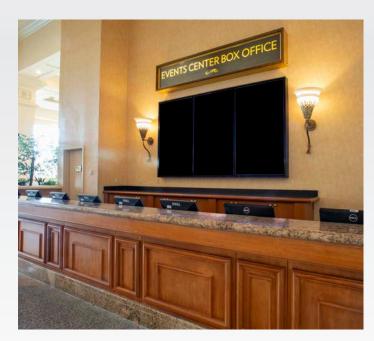
Wall #11: 13'9.4"w x 7'-9.2"h

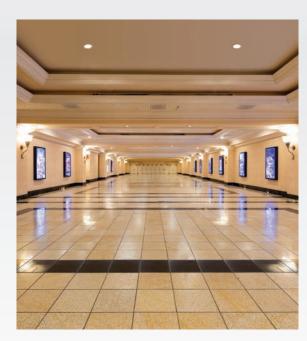
DIGITAL OVERHEADS

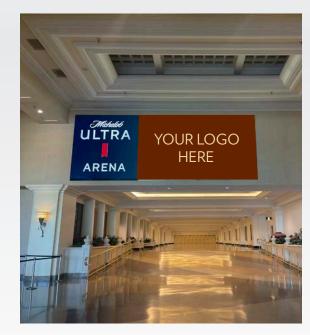




MICHELOB ULTRA ARENA







MUA Box Office Digitals

MUA Hallway Digitals

MUA Screen

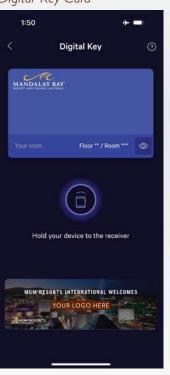
These opportunities are included with contracted use of the MUA space.

KEY CARDS, IPTV

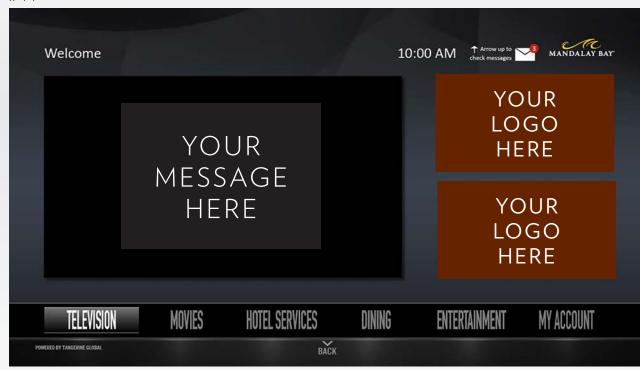
Physical Key Card



Digital Key Card



IPTV



Other in-room sponsorship opportunities

TELL US WHERE YOU WANT YOUR BRAND TO GO. WE'LL MAKE SURE IT GETS THERE.

Large or small, all of these sponsorship/branding 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/branding possibilities. For additional information, please contact your Convention Services Manager or Catering Manager.

Working together, we will design a sponsorship/branding package for your specific goals, target and budget.

Directional Signage provided by the group will not incur any additional fees.

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 or branding. 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 or branding opportunities and associated costs, please contact your Convention Services Manager or Catering Manager.

All items and their associated costs exclude production, installation, labor and equipment and are subject to change. Every sponsorship and branding 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

\$4.50 per key

- Logo guest room keys are for Mandalay Bay and Delano. To be eligible for this logo keys, a group must have 1,500 or more rooms nights at Mandalay Bay, and 700 or more room nights at Delano.
- 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.
- Digital Key Branding
 - Rates vary based on peak rooms.

•	0-500 Peak Rooms	\$2,500
•	500-1000 Peak Rooms	\$5,000
•	1000-2000 Peak Rooms	\$7,500
•	Over 2000 Peak Room	\$10,000

Escalator Runners

\$2,000 per location during contracted dates

- 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.

Escalator Wall Insert

\$5,000 per floor

- 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. 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.

Message Carpets

• Full-size carpet (21' wide x 4' high)

\$5,000 per location during contracted dates

Half-size carpet (10' wide x 4' high)

\$2,500 per location during contracted dates

• 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.

Floor Clings

\$300 - \$1,000 per cling (based on size)

• Floor clings in Convention Meeting Space.

Gobos (a projected light to show an object)

\$2,000 per location during contracted dates

• 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

\$1,000 per window pane during contracted dates

- The walkway in the east rotunda area heading toward the convention parking lot and the walkway toward the hotel and casino have 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

\$1,500 per location during contracted dates

• 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

\$2,500 per location during contracted dates

• 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.

Column Clings within Convention Space

\$500 per insert

- Does not include production, installation or removal. This is for any column or wall signage used to advertise a sponsor's product.
- Client will be responsible for obtaining the sizes of the columns and walls they wish to use and any damages that occur from installation/removal.
- Approved material: GBC® Aritc® Low-Tack a polyester carrier with removable adhesive. Specially designed channels permit easy application by hand without leaving bubbles.

Column Clings within Public Space

\$1,000 per insert

- Does not include production, installation or removal. This is for any column or wall signage used to advertise a sponsor's product.
- Client will be responsible for obtaining the sizes of the columns and walls they wish to use and any damages that occur from installation/removal.
- Approved material: GBC® Aritc® Low-Tack a polyester carrier with removable adhesive. Specially designed channels permit easy application by hand without leaving bubbles.

Wall Cling within Convention Space

\$2,500 per insert

- Does not include production, installation or removal. This is for any column or wall signage used to advertise a sponsor's product.
- Client will be responsible for obtaining the sizes of the columns and walls they wish to use and any damages that occur from installation/removal.
- Approved material: GBC® Aritc® Low-Tack a polyester carrier with removable adhesive. Specially designed channels permit easy application by hand without leaving bubbles.

Wall Cling within Public Space

\$7,500 per insert

- Does not include production, installation or removal. This is for any column or wall signage used to advertise a sponsor's product.
- Client will be responsible for obtaining the sizes of the columns and walls they wish to use and any damages that occur from installation/removal.
- Approved material: GBC® Aritc® Low-Tack a polyester carrier with removable adhesive. Specially designed channels permit easy application by hand without leaving bubbles.

*CHARGES APPLY FOR BRANDING AND SPONSORSHIP OPPORTUNITIES.

Meter Boards \$100 each

- Does not include production. This is for any meter board used to advertise a sponsor's product.
- Any group that has over 15 branding or directional meter boards per floor will be charged \$100 for each meter board over 15.

Digital Meter Boards

\$500 each

Convention Center Restroom Options

• Clings on Mirrors - Public Space

\$1,500 per floor

- Must be the only group on the floor. Does not include production or installation or removal. Artwork must be approved in advance.
- Clings on Mirrors Inside Exhibit Halls

\$300 per restroom

- Does not include production, installation or 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 Space

\$1,000 per floor

- Must be the only group on the floor. Does not include production, installation or removal. Artwork must be approved in advance.
- Soap/Lotion Inside Exhibit Halls

\$300 per restroom

- Does not include production, installation or 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

\$300 per restroom

• Does not include production, installation or 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

\$500 per floor or \$1,000 for all four floors

- 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.

Water Stations

\$500 per water station

- Complimentary Water Stations provided through Convention Services. Check with CSM on placement and availability.
- Group can choose to brand the cabinet or place a tent card or sign on the water station.

Flagpole

\$2,000 during contracted dates

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

Outside Bayside Panels

\$3,000 per panel during contracted dates (does not include production or installation)

Michelob Ultra Arena Digital Signage

Michelob Ultra Arena Video Wall

\$10,000 per day during contracted dates Show Management and/or Sponsored

- The use and approval of this will be determined by your Convention Services Manager.
- Available for programs contracted in Michelob Ultra Arena. Exclusive use will only be during sessions times in the Michelob Ultra Arena, up to one hour prior and post. Hotel Event Advertising will return once scheduled session is completed.

Michelob Ultra Arena Hallway Digital Screens (12 Screens)	\$500 per day per screen for Show Management
	\$1,000 per day per screen for Sponsored

Michelob Ultra Arena Box Office Digital Screens (3 Screens) \$500 per day per screen for Show Management \$1,000 per day per screen for Sponsored

North Convention Center Medial Walls and Digital Overhead Signage

Media Wall # 1	\$3,000.00 per day for contracted dates
Media Wall # 2	\$1,500.00 per day for contracted dates
Media Wall # 3	\$1,500.00 per day for contracted dates
Media Wall # 4	\$1,500.00 per day for contracted dates
Islander Registration Desk Digital Screen	\$1,500.00 per day for contracted dates
Digital Overhead Signage (2 Screens Available)	\$1,000.00 per day per screen for contacted dates

• Group must have entire floor to utilize.

South Convention Center Level 1 Media Walls and Digital Overhead Signage

Media Wall # 5	\$6,500.00 per day for contracted dates
Media Wall # 6	\$7,500.00 per day for contracted dates
Media Wall # 7	\$2,000.00 per day for contracted dates
Digital Overhead Signage (5 Screens Available)	\$1,000.00 per day per screen for contacted dates

• Group must have entire floor to utilize.

*CHARGES APPLY FOR BRANDING AND SPONSORSHIP OPPORTUNITIES.

**PLEASE SEE CONVENTION SERVICES MANAGER OR CATERING MANAGER FOR SPECS ON MEDIA WALLS, DIGITAL OVERHEAD SIGNAGE AND APPROVAL.

South Convention Center Level 2 Media Wall and Digital Overhead Signage

Media Wall # 8 \$2,000.00 per day for contracted dates

Media Wall # 9 \$5,000.00 per day for contracted dates

Digital Overhead Signage (5 Screens Available) \$1,000.00 per day per screen for contacted dates

• Group must have entire floor to utilize.

South Convention Center Level 3 Media Wall and Digital Overhead Signage (Will not be completed until 2024)

Media Wall # 10 \$6,500.00 per day for contracted dates

Digital Overhead Signage (3 Screens Available) \$1,000.00 per day per screen for contacted dates

• Group must have entire floor to utilize.

Pool Walkway Media Wall

Media Wall # 11 \$6,500.00 per day for contracted dates

Meeting Room Monitors – (North Convention Center, Level 2 and 3) \$150.00 per day per screen

IPTV \$200.00 - \$13,000.00

• Pricing is based on menu choice

• IPTV to display in Sleeping Rooms booked under the Convention Room Block. All rooms outside of the block will not have access to content.

Sponsored Room Drops \$2,500 Sponsorship Fee per room drop + Delivery Fee

(See Convention Services Manager for Delivery Fee)

Show Management Room Drops

Delivery Fee (See Convention Services Manager for Delivery Fee)

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