

MUSIC CITY CENTER RIGGING

MCCRIGGING.COM
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MUSIC CITY CENTER RIGGING



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ADVERTISING
MARKETING
BRANDING
SPONSORSHIP





MUSIC CITY CENTER RIGGING

WELCOME TO NASHVILLE'S MUSIC CITY CENTER! GREET YOUR GUESTS IN STYLE WITH CREATIVE BRANDING AND MARKETING OPPORTUNITIES.

Add your logos, images, slogans and messaging to custom banners, signs, window clings, column wraps, and more, throughout the Music City Center. Use your entire event space to promote your brand, trade show or special event. Cater to your attendees with your company branding featured throughout the Music City Center. In order to provide the best possible customer experience an exclusive installation team is utilized by Music City Center. Members of the Installation team will offer their experience and expertise to help guide you through all of the popular and unique options available to your group. Combining our installation knowledge with printing services is the logical next step. Print Services coordinates directly with the Music City Center Rigging team on all large format graphic production. By bringing printing and installation services together in one place, we are able to offer a value-added service. From planning, to production, to placement, we work with you every step of the way to guarantee the success of your event.

THE POSSIBILITIES FOR BRANDING YOUR EVENT AT MUSIC CITY CENTER ARE NEARLY LIMITLESS!

For more information, please visit mccrigging.com



Item 1 Grand Lobby Level 3

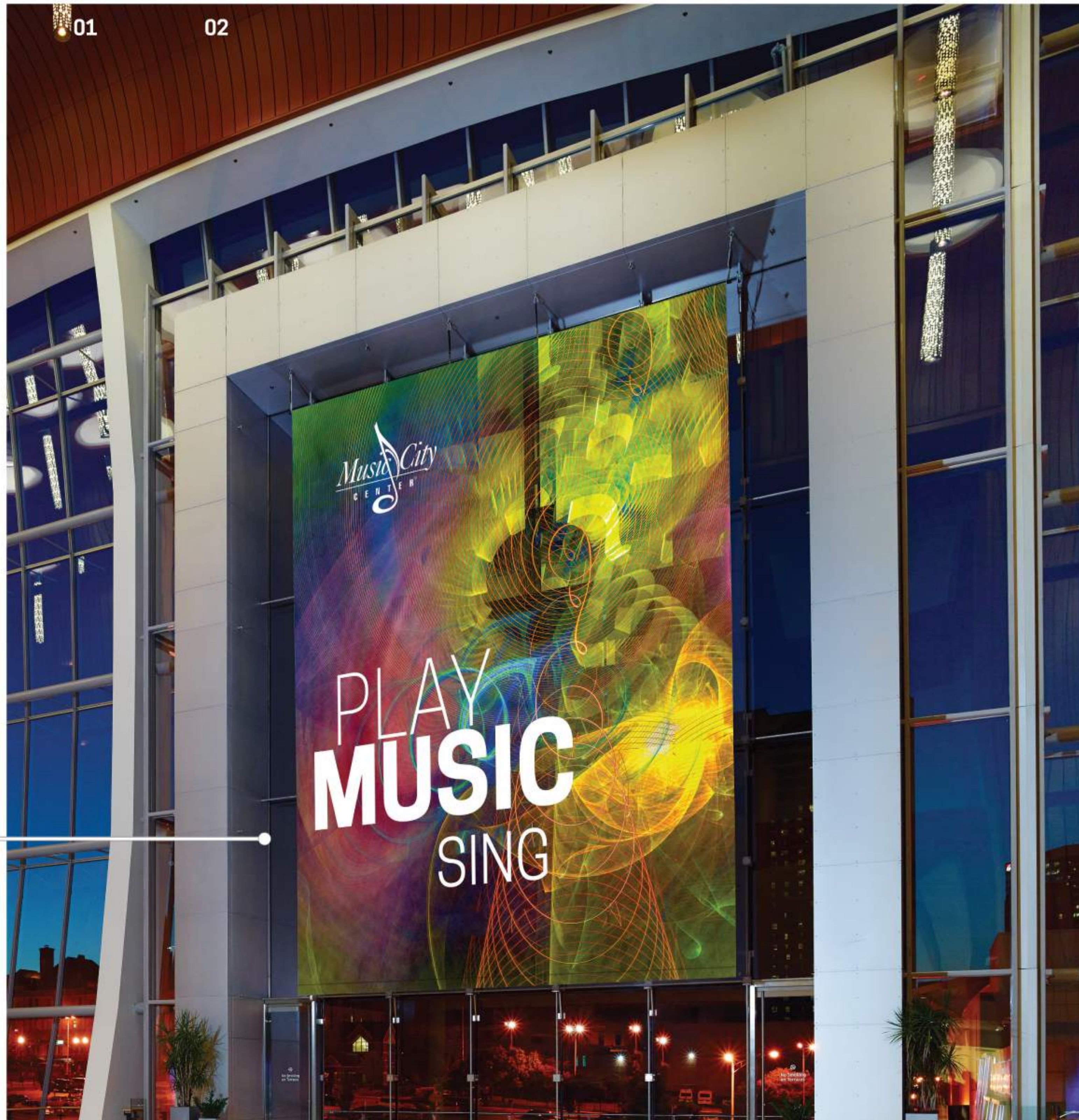
Brio

This fabric banner offers a single-sided or a double-sided option. An 8-inch pole pocket top and bottom or a theatrical curtain finish is required for this banner.

Banner size options range from 750 to 1,350 square feet. The optimal size for this banner is 875 square feet.

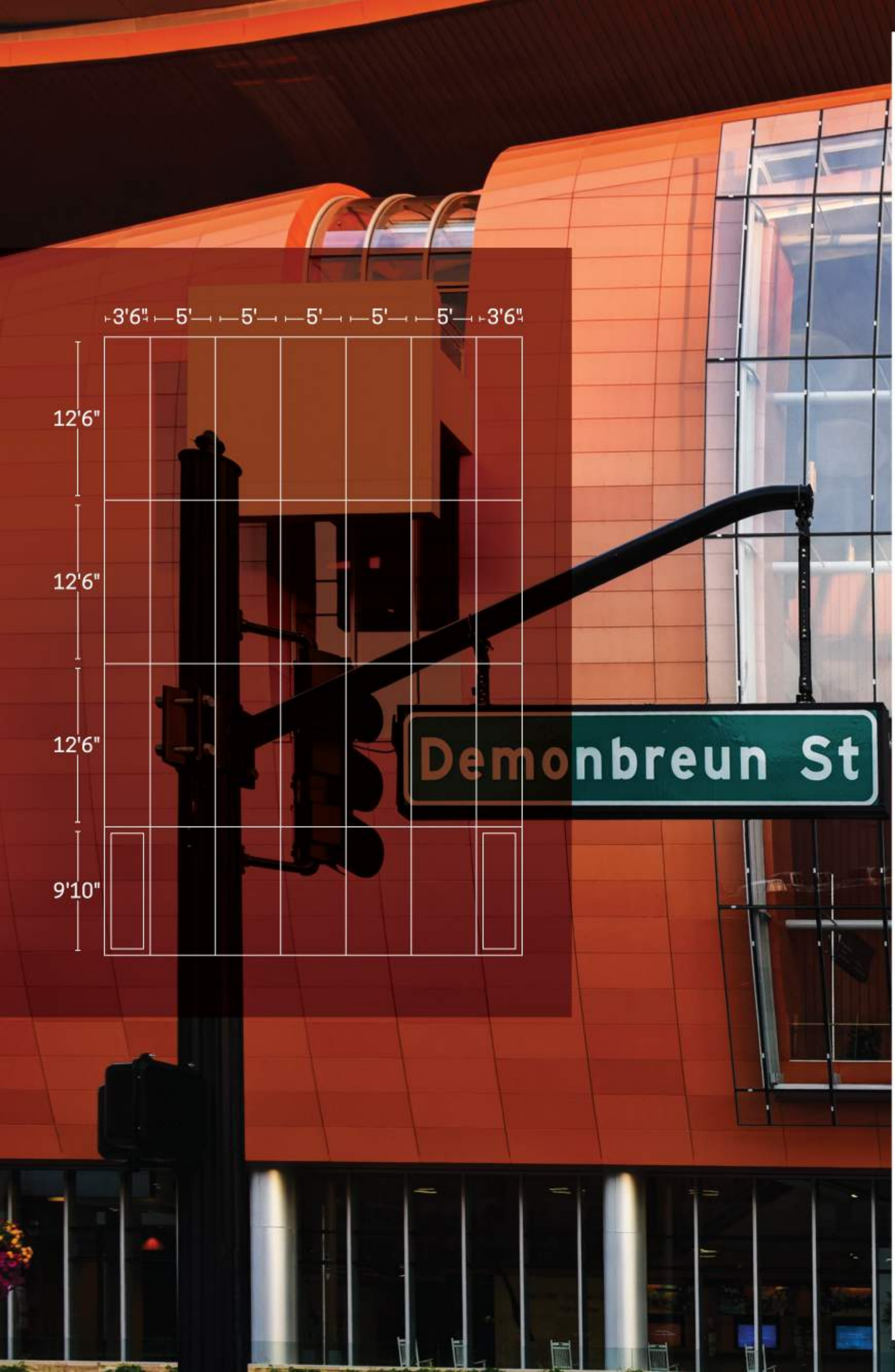
This banner is positioned for great exposure to the Grand Lobby as a single-sided option. The double-sided option offers exterior exposure to landmarks such as Bridgestone Arena, Renaissance Hotel, Demonbreun Street and 6th Avenue.

* Restricted availability - inquire with event manager



01

02



03

04

This exterior installation is perforated adhesive vinyl and for a more unique option contour cutting is available.

Size options range from 800 to 1,550 square feet. The recommended size range is 1,000 to 1,400 square feet.

This graphic position offers terrific exposure to both pedestrian and auto traffic, facing popular landmarks Bridgestone Arena, Renaissance Hotel, Demonbreun Street, and 6th Avenue.

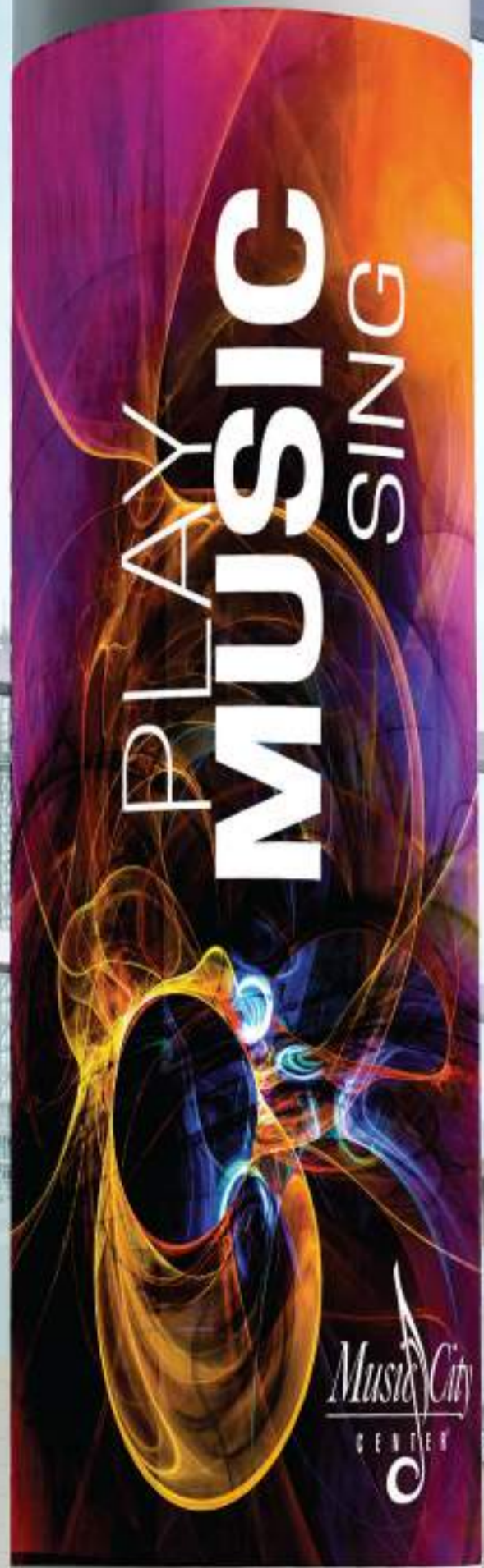
*Restricted availability - inquire with event manager

Item 2 6th Avenue Picture Frame

Coda

32'

47.4'



These column wraps are fabric with a Velcro closure. They are particularly suited for welcoming or thanking attendees.

Circumferences vary from 7 feet 5 inches to 11 feet 8 inches. Height can vary from 8 to 16 feet.

These column installations are located inside and outside Music City Center, and they offer a myriad of branding opportunities including ticket sales.

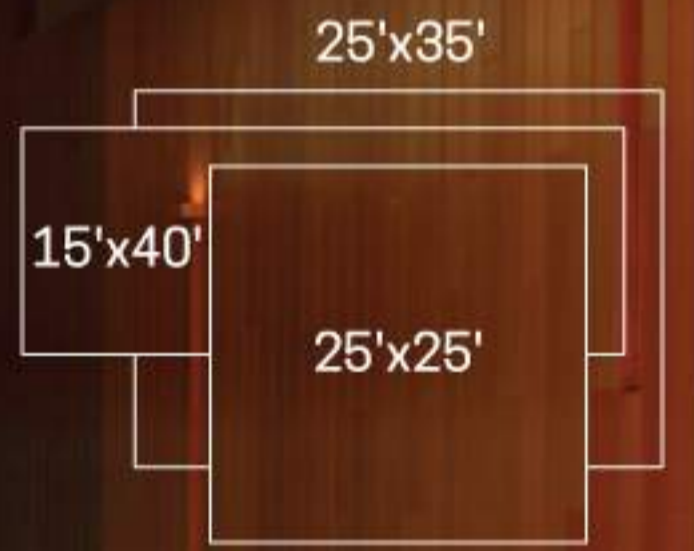
05

06

35'

15'

2'



This fabric banner installation offers outstanding exposure to the Grand Lobby. The banner can be created with either an 8-inch pole pocket top and bottom, or a theatrical curtain finish.

The banner size ranges from 600 to 875 square feet. An 875 square feet double-sided banner is recommended for best results.

The Grand Lobby is the hub of Music City Center and one of the most populated spaces in the facility.

* Restricted availability - inquire with event manager



Item 5 Exhibit Hall Concourse Level 3

Chord

This window installation uses single-sided, 6-mil, opaque, white static window vinyl and is installed as a mural.

The minimum installation size for this window space is 109 square feet due to the existing graphic.

These panels offer fantastic exposure to attendees of Halls B, C, or D.

Installation available until Dec 2016.
Available as digital advertising from Jan 2017.

*Restricted availability = inquire with event manager.



Item 5 Exhibit Hall Concourse Level 3

Concerto

These single-sided half inch thick rigid substrate panels are direct print and must be created at full height.

Minimum square footage available for this installation is 40 square feet (single piece 4 feet x 10 feet tall) and the maximum is 695 square feet.

This option works well with any panel configuration and offers a great opportunity to welcome guests to exhibit halls B, C, and D.

Item 7 Grand Lobby Level 3

Accompaniment

46"
36"



Item 8 Grand Lobby Level 3

Falsetto

48" 28"
90"



Item 9 Grand Lobby Level 3

Solo

These installations offer exposure to some of the heaviest foot traffic inside Music City Center and moderate exposure to exterior pedestrian traffic as well.

There are two window film installations in this area; **Accompaniment** and **Solo**. The **Accompaniment** option is positioned on the glass railing. This option features a maximum graphic size of 46 inches x 36 inches, with the number of pieces depending on the installation. **Solo**, the second option, is a corner unit with two panels. The first panel is 48 inches x 90 inches and the second is 28 inches x 90 inches.

Also in the main thoroughfare, there are two fabric banner options; **Acoustic** and **Falsetto**. **Acoustic** offers a large 24 feet x 8 feet wall sponsor opportunity. **Falsetto** is a banner positioned on the white balcony wall with a maximum banner size of 18 feet x 4 feet. Both of these opportunities utilize a 4-inch pole pocket top and bottom.

There are also two 65-inch monitors available for advertising in the location.

* Restricted availability - inquire with event manager.

09

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Item 10 Exhibit Hall Concourse Level 3

Acoustic



Digital media opportunities exist throughout Music City Center - please inquire with event manager.

24'
8'

11

12

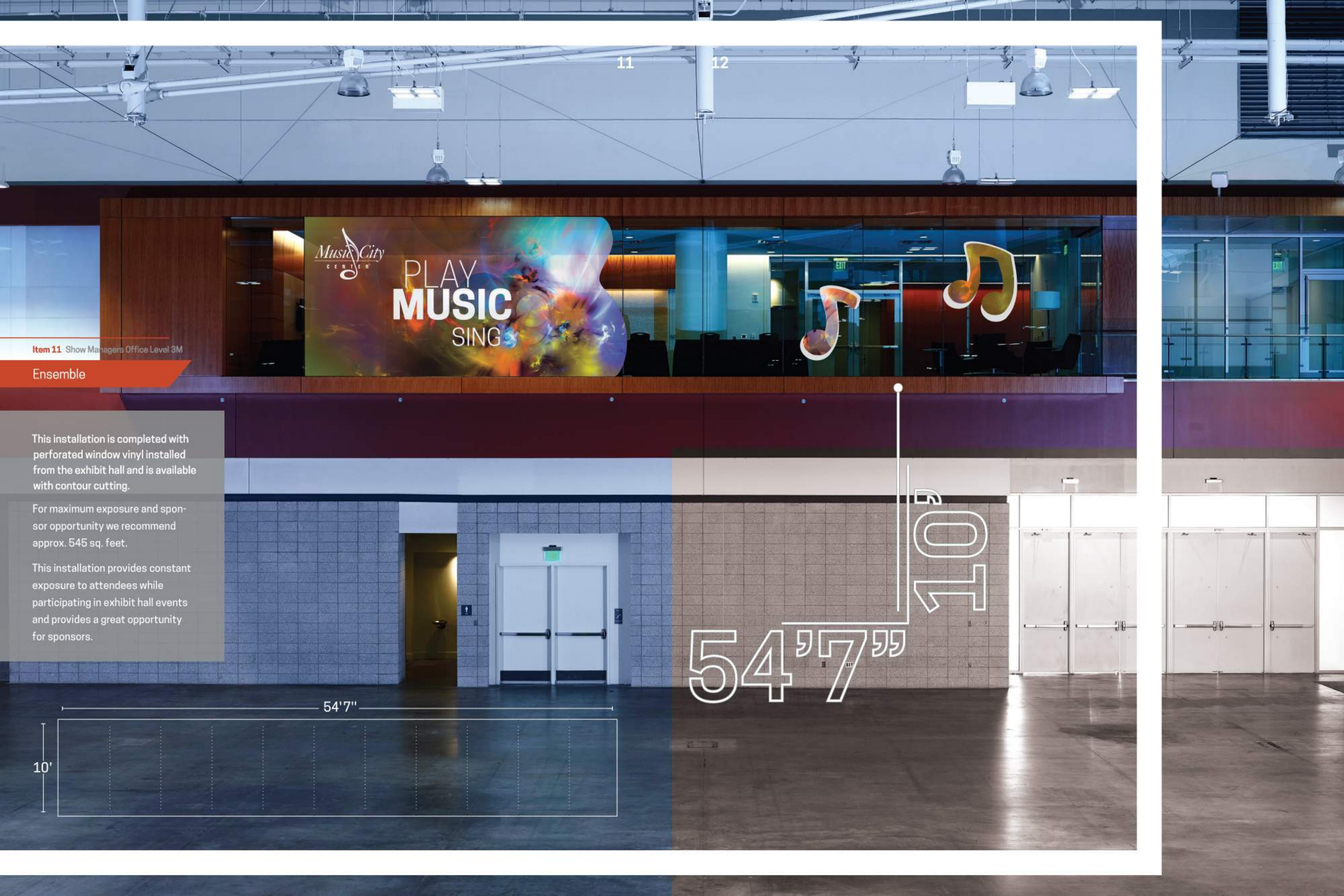


Item 11 Show Managers Office Level 3M
Ensemble

This installation is completed with perforated window vinyl installed from the exhibit hall and is available with contour cutting.

For maximum exposure and sponsor opportunity we recommend approx. 545 sq. feet.

This installation provides constant exposure to attendees while participating in exhibit hall events and provides a great opportunity for sponsors.



Octave

This fabric banner installation is created with a 4-inch pole pocket top and bottom.

This banner size ranges from 100 to 350 square feet. A 350 square foot banner is recommended for best exposure.

This banner is visible by all guests entering and exiting the building from the Omni Hotel and 5th Avenue. This is a prime opportunity for sponsor advertisement or marketing.

* Restricted availability - inquire with event manager

13

14



Typical escalator installations are single- or double-sided adhesive vinyl installed from within the escalator.

A typical panel for this option is 6 feet 6 inches x 2 feet. Each escalator bank is unique and provides many opportunities for standard panel installation.

Escalator banks are the primary method of travel from one scheduled event to the next. These banners offer an opportunity to gain exposure to virtually every guest of the Music City Center.

* Restricted availability - inquire with event manager

Timpani

Floor clings see page 29

Item 14 Exterior Marty Dickens Terrace on 5th Avenue

Encore

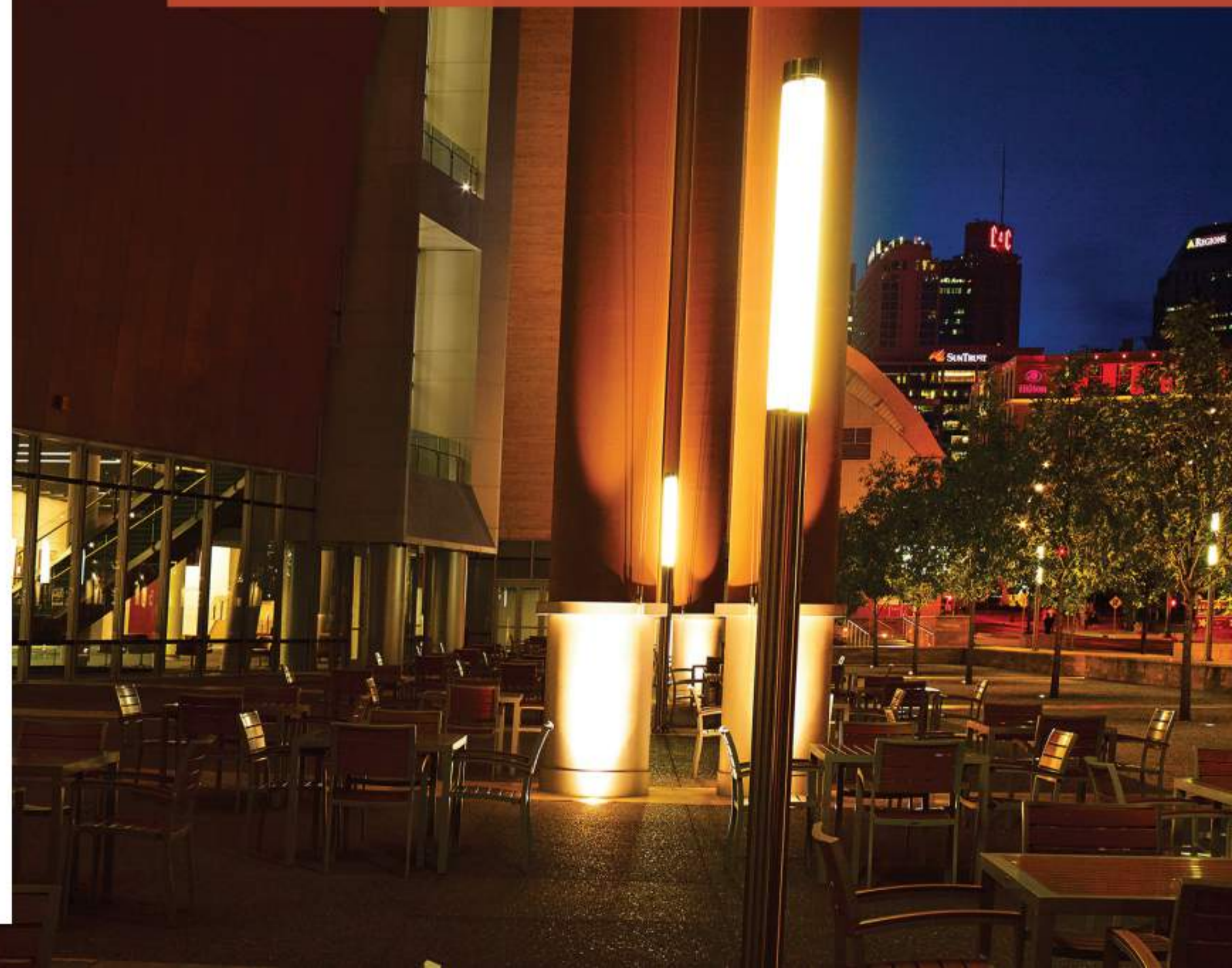
This exterior installation of perforated adhesive window vinyl offers an opportunity to make a big statement to exterior foot and auto traffic on 5th Avenue.

Graphic size opportunities range from 350 to 2,250 square feet. A 450 square foot presentation is recommended for best results. Contour cutting for a more unique option is also available.

This marketing faces the Omni Hotel and other popular attractions surrounding Marty Dickens Terrace.

* Restricted availability - inquire with event manager

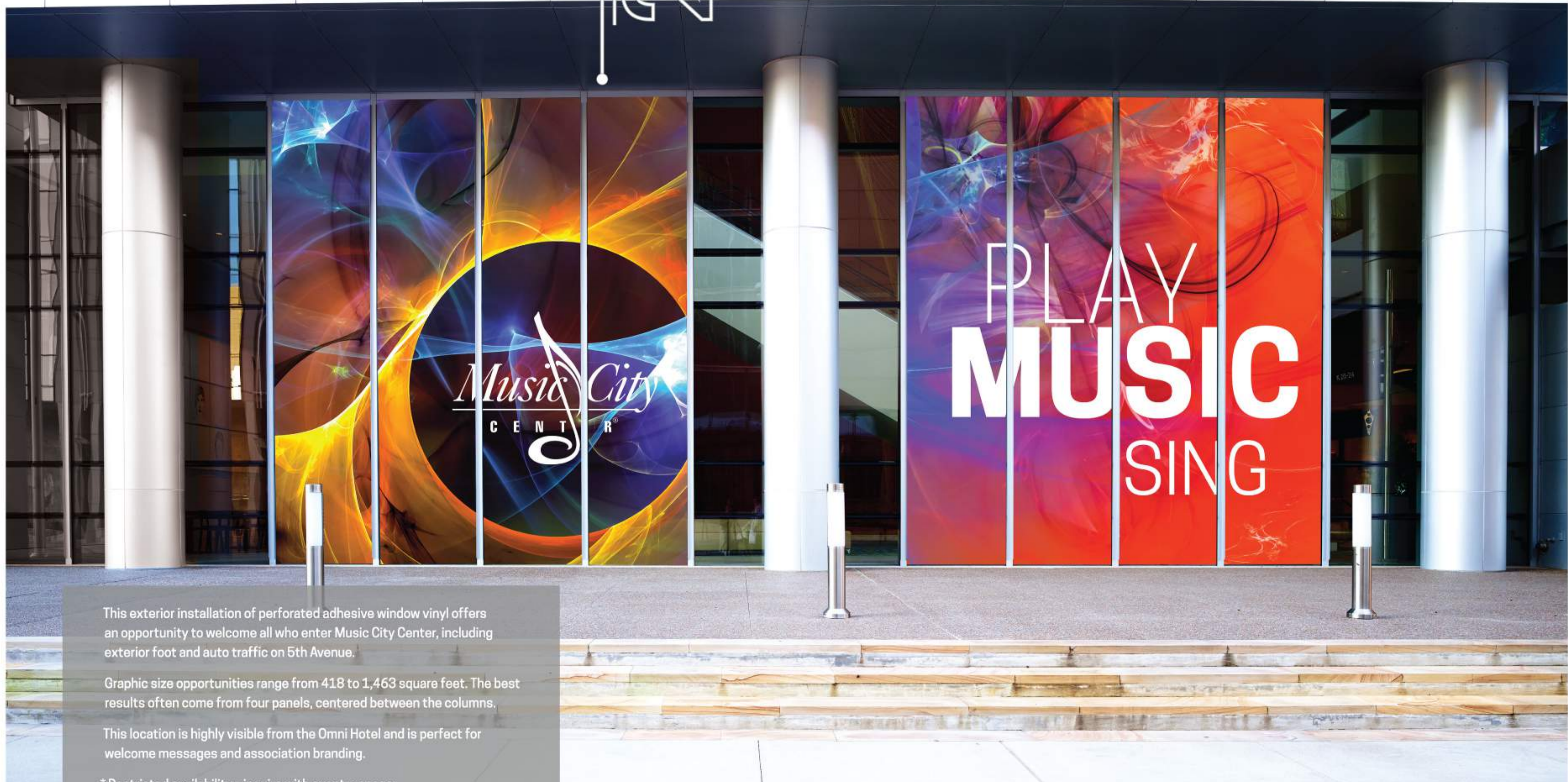
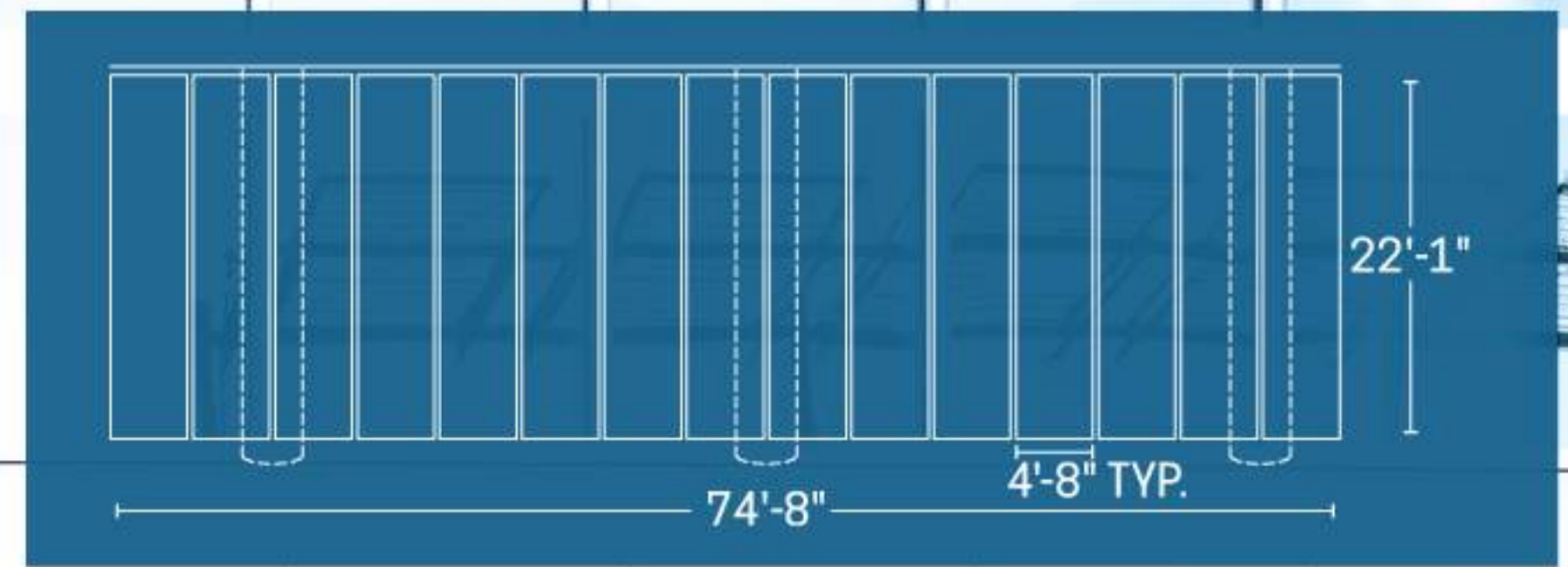
30'
14'10"



Item 15 Exterior 5th Avenue

Étude

20'
17 18
22'



This exterior installation of perforated adhesive window vinyl offers an opportunity to welcome all who enter Music City Center, including exterior foot and auto traffic on 5th Avenue.

Graphic size opportunities range from 418 to 1,463 square feet. The best results often come from four panels, centered between the columns.

This location is highly visible from the Omni Hotel and is perfect for welcome messages and association branding.

* Restricted availability - inquire with event manager

19

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This perforated adhesive window vinyl installation is a massive marketing opportunity for a major sponsor of the full building.

The minimum size available for this installation is 800 square feet in the lower half and 1,500 square feet in the upper half, with the maximum being 5,545 square feet encompassing the entire display.

This enormous space faces the Omni Hotel and will not be missed.

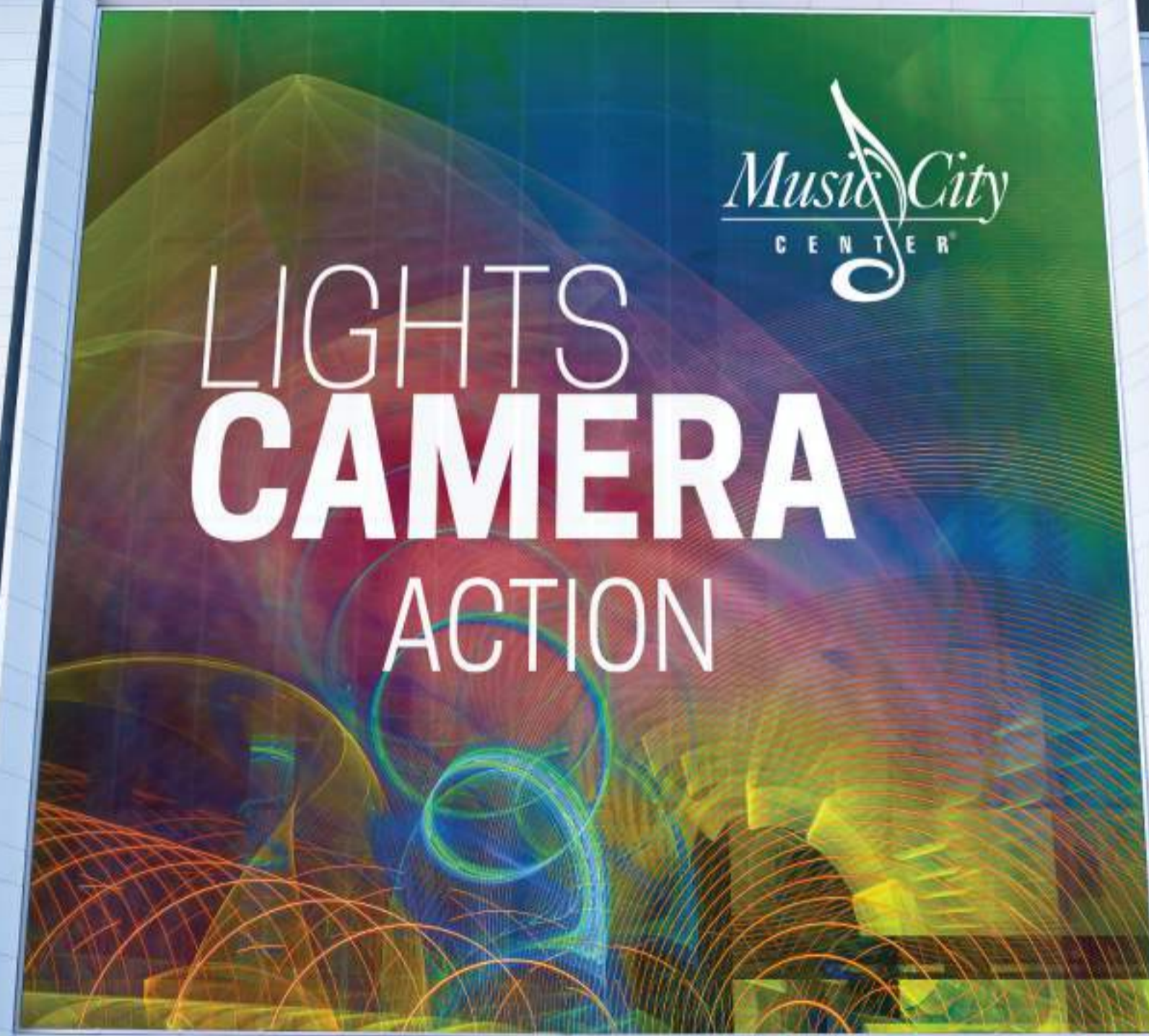
* Restricted availability – inquire with event manager

70'



Item 16 Exterior 5th Avenue

Resonance



16'4"

91'8"

92'

16'

The Music City Center Marquee exterior banner installation is one of a kind! (*see specific instruction details online)

This special opportunity is only available in a 1,500 square feet banner.

This stunning option offers terrific exposure to 5th Avenue, Hilton Hotel, and Country Music Hall of Fame.

* Restricted availability – inquire with event manager

Item 17 Exterior 5th Avenue

Timbre



21

22



Item 18 Exhibit Hall Concourse Level 3

Ensemble

There are many fantastic banner opportunities available along these windows, with some offering double-sided exposure to both interior and exterior traffic. These fabric banners are finished with an 8-inch pole pocket top and bottom, or a theatrical curtain finish.

Sizes range from 225 to 450 square feet per banner, with best results coming from installations between 400 and 450 square feet per banner.

These banners are key opportunities for major event sponsors. This option features primary exposure to Exhibit Halls B and C along with limited exposure to A and D.

* Restricted availability - inquire with event manager.



Item 19 Pre Function East Level 4

Rococo

11' 2'4"

PLAYMUSIC SING



12' 09"

Item 20 Pre Function East Level 4

Da Capo

These glass wall areas offer an array of branding opportunities inside and outside the Karl F. Dean Grand Ballroom.

The **Da Capo** utilizes single-sided, 6-mil, opaque, white static window vinyl and the **Rococo** utilizes cut adhesive vinyl. These installations range in size from 50 to 120 square feet. Contour cutting for a more unique option is also available.

These positions are ideal for event welcome messages or specific branding for attendees entering the Karl F. Dean Grand Ballroom.

25

26

25'
18'

LIGHTS

CAMERA

ACTION

Music City

Item 21 Pre Function North Level 4

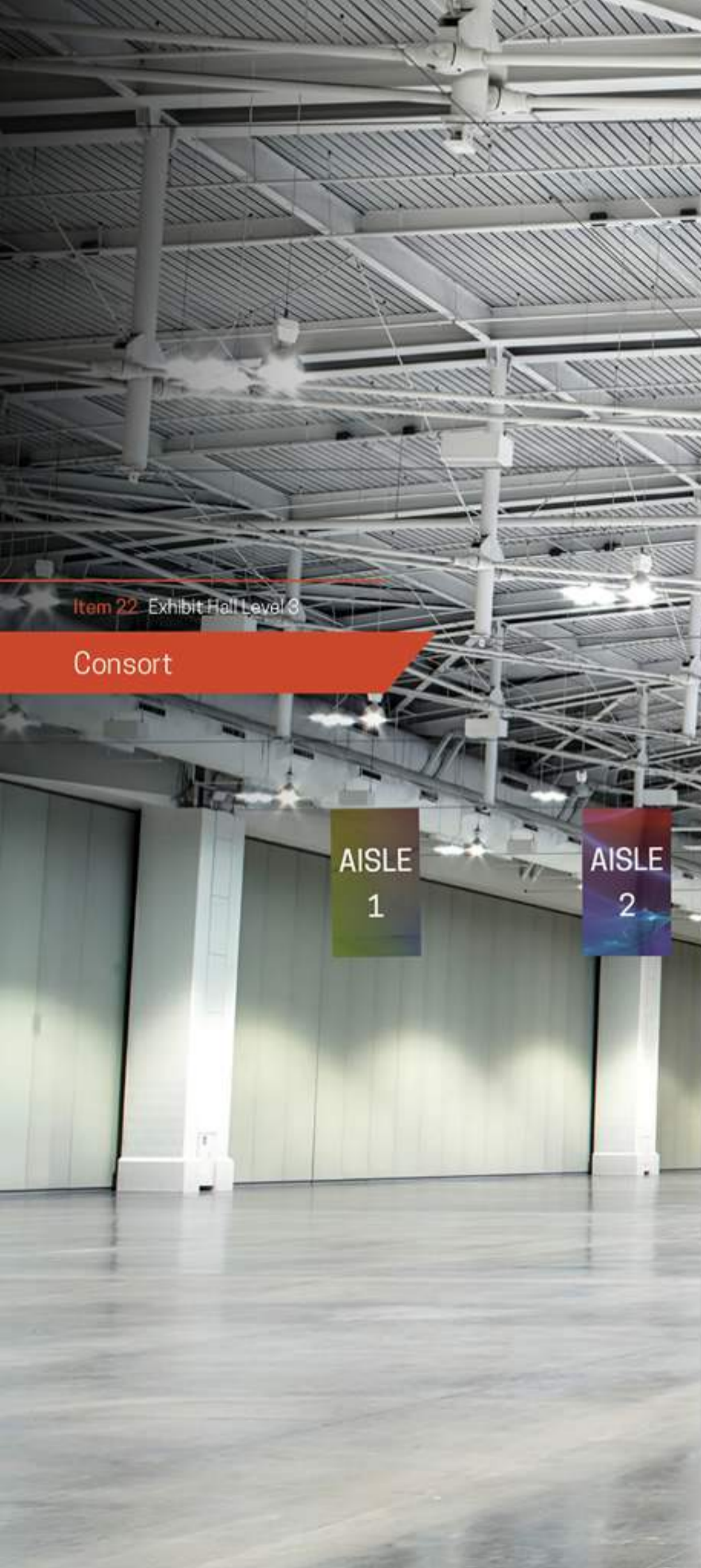
Cantata

There are four banner opportunities available along these windows on the fourth level. They provide terrific interior exposure to attendees walking from the Grand Lobby to the Karl F. Dean Grand Ballroom. These fabric banners are finished with an 8-inch pole pocket top and bottom, or a theatrical curtain finish.

Sizes range from 225 to 450 square feet per banner, with best results coming from installations between 400 and 450 square feet.

These banners are key opportunities for major event sponsors and they offer exposure to the Karl F. Dean Grand Ballroom and Pre Function North.

* Restricted availability - inquire with event manager.

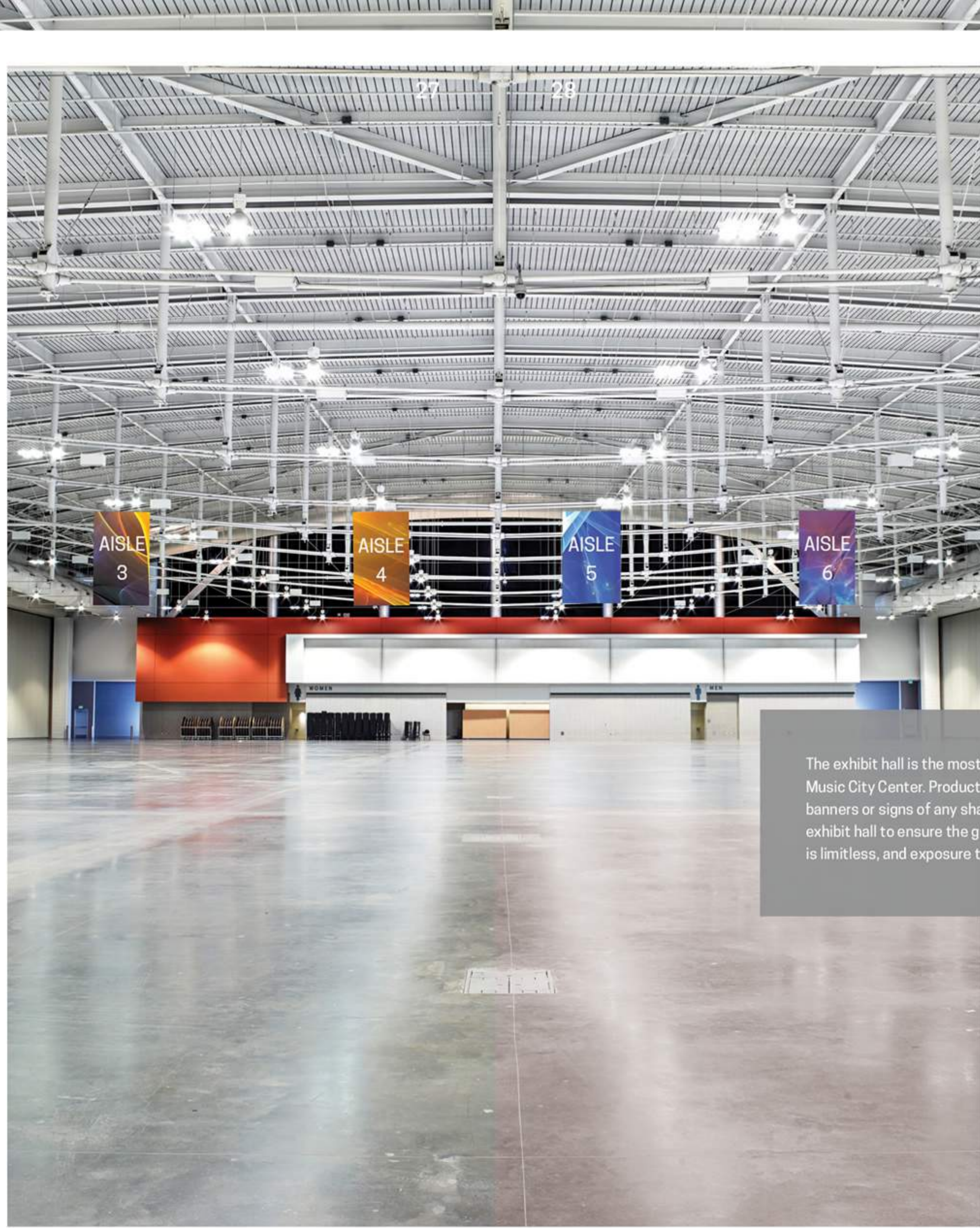


Item 22 Exhibit Hall Level 9

Consort

AISLE
1

AISLE
2



27

28

AISLE
3

AISLE
4

AISLE
5

AISLE
6

WOMEN MEN

The exhibit hall is the most versatile of the entire Music City Center. Production rigging, exhibitor rigging, banners or signs of any shape and size can be placed in the exhibit hall to ensure the greatest impact. Marketing potential is limitless, and exposure to interior traffic is guaranteed.



Exhibitor Rigging



Production Rigging

Item 23 All Levels

A Cappella



↗ Grand Ballroom
Halls A-D

Custom floor clings are a versatile and effective marketing option. The primary use for this installation is to drive traffic to a specific area of the convention center, general marketing, or for sponsorship opportunities.

We recommend a 36-inch diameter circle using Pano Walk and Wall.

These floor clings can be used throughout the Music City Center for amazing exposure.

30 TERMS AND CONDITIONS

1. All items to be suspended, attached, or adhered to the facility must be installed and removed by MCC Rigging Services.
2. Final approval of public space locations must be approved by Music City Center and may be contingent on your contracted space, other events in house, attendance, and fire marshal approval.
3. All requests are subject to the physical and structural limitations of the facility and must be approved by MCC Rigging Services. Music City Center surveillance equipment cannot be blocked for any reason.
4. All lifting equipment and overhead material used (including Truss and Chain Hoists) must conform to all applicable safety standards and are subject to inspection, approval, and possible replacement by MCC Rigging Services, which could incur additional costs.
5. Advance notice is required. MCC Rigging Services reserves the right to deny any orders that are placed onsite.
6. Crew size will be determined by MCC Rigging Services based on complexity, scope of work, and available time to complete the installation or removal.
7. Special aerial lift equipment may be required to safely complete installations and may not be available without advance notice. Fees for aerial lift equipment will be quoted when required.
8. Rigging Labor rates apply to all installed signage, banners, clings, and approved adhesive vinyl throughout the entire facility.
9. MCC Rigging Services will assemble signs upon request. (Additional fees apply).
10. Exhibitor requests must be received 21 days prior to installation to qualify for advance rate.
11. Exhibitors must provide Order Services with valid payment information 14 days prior to installation to qualify for advance rate.
12. Cancellations requested within 72 hours of scheduled work are not eligible for refund.
13. Rates are subject to change without notice.
14. All hours scheduled on a holiday will be billed at double time. (New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Christmas Day)
15. MCC Rigging Services makes every effort to accurately identify the labor and equipment necessary to fulfill orders during the estimation process. Additional charges may apply if circumstances require additional time, personnel, or equipment to complete the scope of work. Additional charges, if any, will be identified when the client is on site and payment will be required prior to additional services being rendered.
16. Electrical Services are **not** included in this estimate. A separate Electrical Services Order Form must be submitted.
17. Any changes to the returned MCC Rigging Services estimate may result in additional costs.
18. MCC Rigging Services will bill no less than 1 hour for installation and no less than 1 hour for dismantle. A four (4) hour minimum may be required.
19. All exterior installations are subject to Music City Center approval.
20. MCC Rigging Services will detail, in writing, the operating conditions for each exterior installation and the situations that could require the removal of the installation prior to the scheduled date due. Severe weather may impact the feasibility and completion of the installation and removal schedule, which could result in additional costs or inability to safely complete the project. All costs associated with the planning, production, installation, and removal remain the responsibility of the Lessee.

ESTIMATING FOR BUDGETS AND SPONSORS

Music City Rigging Services is dedicated to helping you create an efficient and effective branding campaign. Installation cost is an important part of any branding strategy. However, estimating installation cost is challenging without knowing the full scope of work. Various materials, locations, sizes, and the window of opportunity for installation and removal impact overall cost significantly.

We have found that using \$4 per square foot for the interior installations, and \$8 per square foot for exterior installations, is a good starting point.

MATERIALS AND PRODUCTION COSTS

Through our strategic relationships with local vendors we have been able to offer a variety of materials and processes at competitive price points. Contact us to learn more about all of the opportunities we have available.

The following substrates are the most frequently selected products.

Substrate	Price Per Square Foot
Exterior Banner (mesh/fence banner, rectangular)	\$3.00
7-mil opaque static window film	\$4.50
Cut adhesive vinyl (single color entire installation)	\$4.50*
Printed adhesive vinyl (Photo Tex, Rad Grafix, Graphitex)	\$4.50
Vinyl Banners (single sided)	\$4.50
Vinyl Banners (double sided)	\$6.00
Cut and printed adhesive vinyl	\$6.00*
½" Foam Board (single sided)	\$6.00
½" Foam Board (double sided)	\$8.00
Fabric Banners / Column Wraps	\$7.00

*Per square feet costs represent the gross square feet used in the production process of cut vinyl.

VOLUME DISCOUNTS

We apply a 1% discount for every 1,000 square feet of your order, (total order, not per substrate).

The Maximum discount is 10%.

0-999 Square Feet	no discount
1,000-1,999 Square Feet	1%
2,000-2,999 Square Feet	2%
3,000-3,999 Square Feet	3%
4,000-4,999 Square Feet	4%
5,000-5,999 Square Feet	5%
6,000-6,999 Square Feet	6%
7,000-7,999 Square Feet	7%
8,000-8,999 Square Feet	8%
9,000-9,999 Square Feet	9%
10,000 and up Square Feet	10%

PLACEMENT OPPORTUNITIES

Early planning is the key to a successful branding campaign at the Music City Center. Use of the public spaces of the Music City Center is an outstanding option for many campaigns, but the impact on these public spaces and the occupants must be considered. To ensure a successful campaign please start a conversation with your Event Manager as soon as possible.

All placements and graphic content must be submitted to an event Planner for approval prior to production and installation. Failure to receive advance approval may result in project cancellation. The Music City Center will not be responsible for any material or labor costs associated with canceled projects that had not received approval.

