

THE GREATER COLUMBUS CONVENTION CENTER



INSPIRATION GALLERY

2019 STATS



2.5 Million Annual Visitors



Parking Facility Map Contact Employment [SUBMIT RFP](#)

PLAN PARK FOOD & FUN AREA MAP SERVICES CALENDAR ABOUT

Greater Columbus Convention Center » Plan » Planners

Event Planning Guide

Capacity Charts

Audio/Visual

Catering

PLANNERS

NEED MORE THAN JUST SPACE? YOU'VE FOUND IT!



Catering, Event planning and coordination, Convention Services. We offer so much more than just an empty room. We ensure that every event is one to remember for all the right reasons.

We understand that your visitors are here for more than just a moment.

2 Million Website Visits



350 Annual Events



18K+ Followers



[Learn More](#)



LED ART WALL

Amazing digital and physical assets

COLUMBUS

and the



Welcome



60FT LONG

[Learn More](#)



[Learn More](#)

100 ft

20 ft

THE SMOKESTACK TOWER

[Learn More](#)



Top Vehicles Only Parking

YOUR AD HERE

Exit Parking

Learn More



TRANSIENT ADVERTISING



- 1 Ohio Center Garage**
650 Spaces
- 2 South Garage**
528 Spaces
- 3 Vine Street Garage**
1,800 Spaces
- 4 Goodale St. Parking Garage**
800 Spaces



Learn More



[Learn More](#)

SOUTH ENTRY ART WALL



[Learn More](#)

NORTH ESCALATOR DIGITAL SIGNAGE



[Learn More](#)

MAIN ESCALATOR DIGITAL SIGNAGE



[Learn More](#)

SOUTH ESCALATOR DIGITAL SIGNAGE



13 WAYFINDING DIRECTORY KIOSKS



80 DIGITAL MEETING ROOM DISPLAYS

[Learn More](#)



ATTENDEES

PLANNERS

EXHIBITORS

FEATURED EVENTS

SAT, AUG 29
2020 USA Powerlifting Ohio State Championships

FRI, SEP 04 - MON, SEP 07
2020 USPA National Powerlifting Championships

SAT, SEP 19
Ohio STS Columbus

[SEE ALL EVENTS](#)

OUR DYNAMIC WEBSITE

Over **2** Million visits

PHOTO GALLERY

3 items to view

PRE-FUNCTION



CALENDAR

AUGUST 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[View the Powerlifting Ohio State Championships](#)

IMAGINE BEING HERE



[Learn More](#)

PLANNERS

EXHIBITORS

FEATURED EVENTS

SAT, AUG 29
2020 USA Powerlifting Ohio State Championships

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2020 USPA National Powerlifting Championships

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Ohio STS Columbus

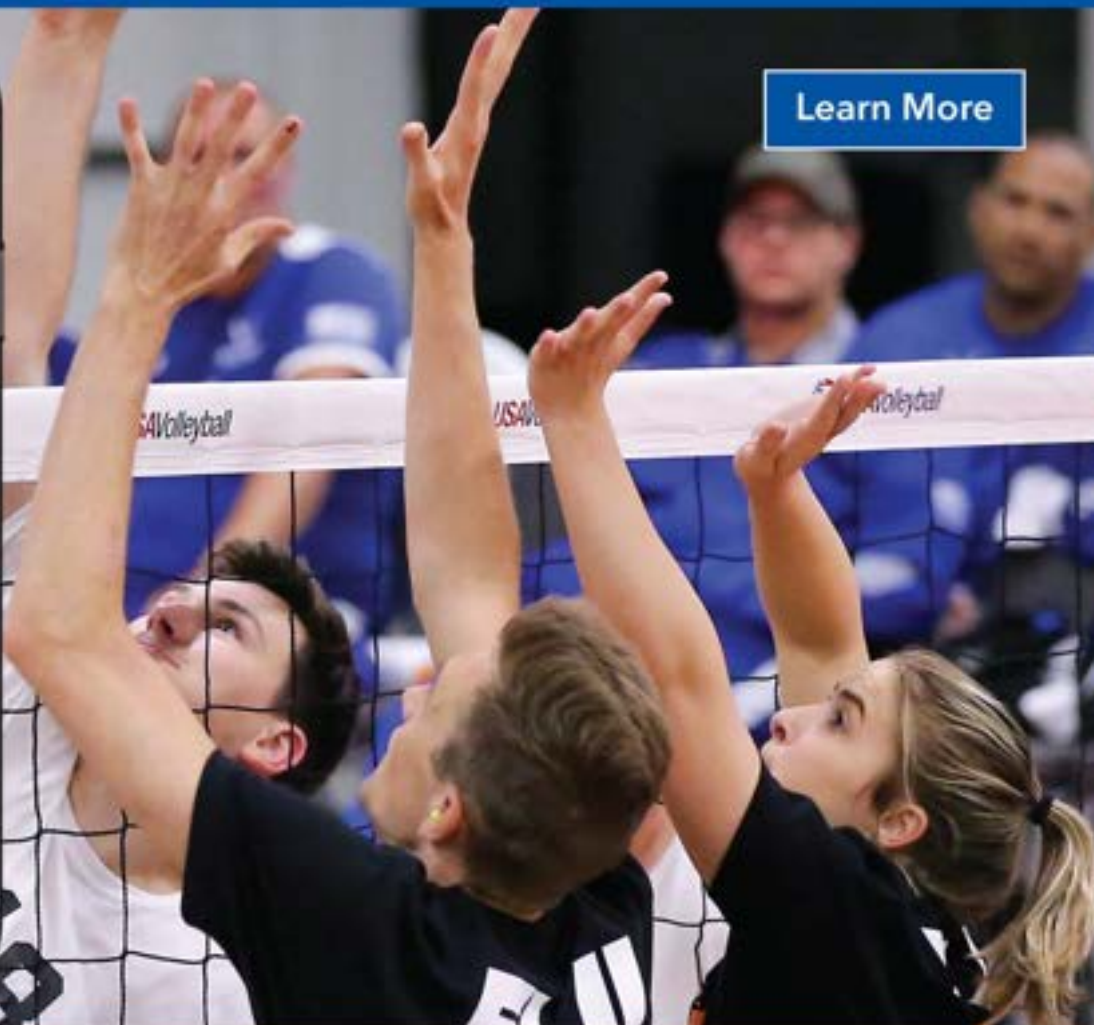
[SEE ALL EVENTS](#)



YOUR DIGITAL CONNECTION TO THE GCCC



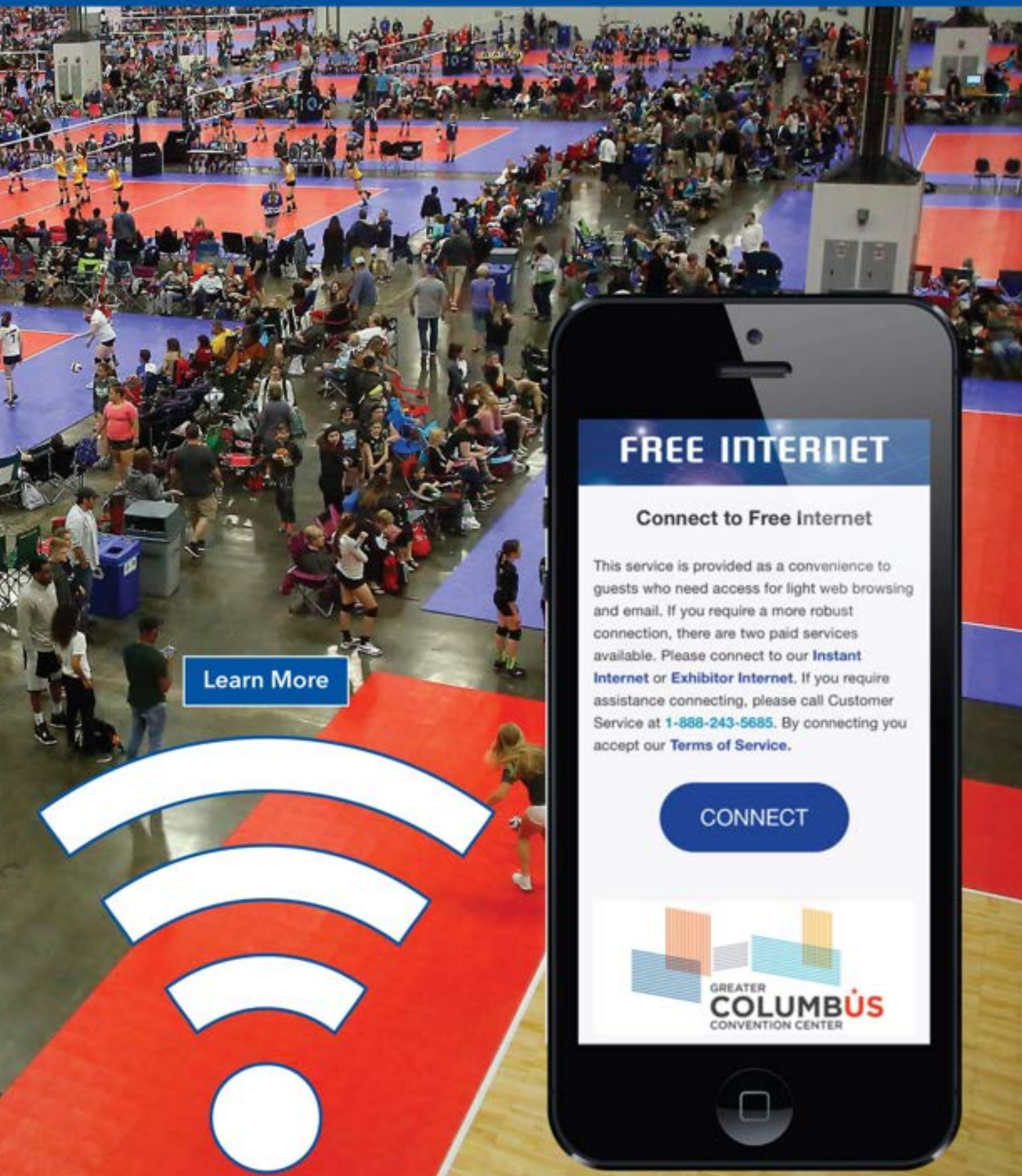
[Learn More](#)



THE "BUKI" APP



WI-FI @ THE GCCC




[Learn More](#)

FREE INTERNET

Connect to Free Internet

This service is provided as a convenience to guests who need access for light web browsing and email. If you require a more robust connection, there are two paid services available. Please connect to our **Instant Internet** or **Exhibitor Internet**. If you require assistance connecting, please call Customer Service at **1-888-243-5685**. By connecting you accept our **Terms of Service**.

CONNECT


GREATER COLUMBUS CONVENTION CENTER

GCCC DIGITAL MEDIA

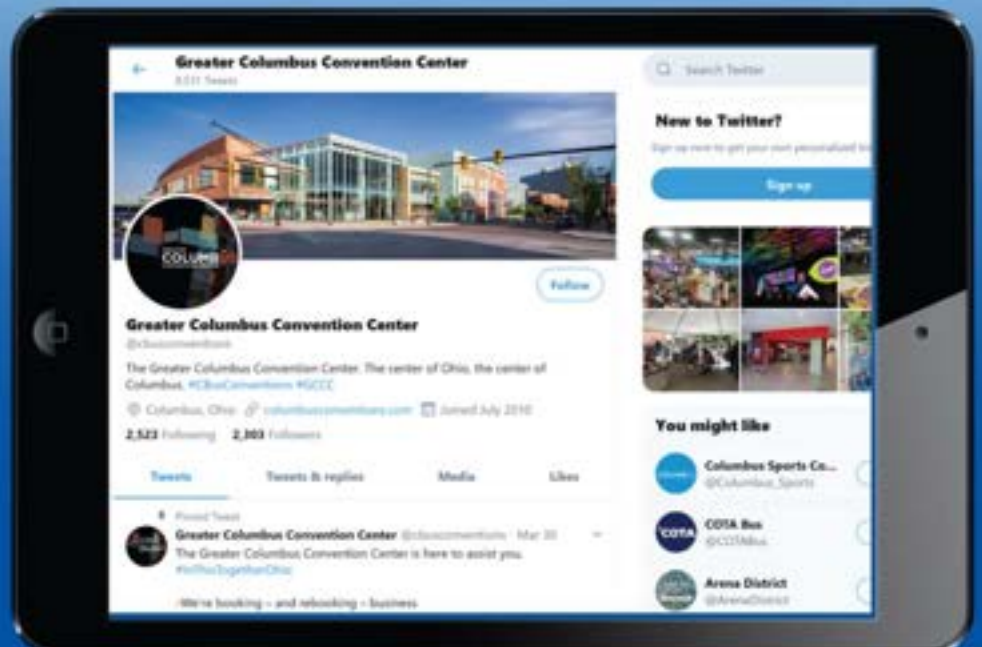
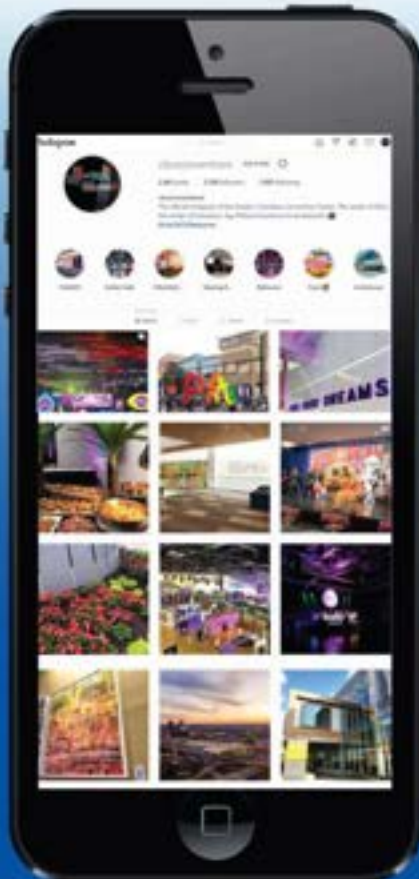


Experience our innovative digital options including:
social media,
email marketing,
Wi-Fi and
newsletter/blog



[Learn More](#)

18K+ Followers



Dear Sponsor:

We understand that connecting with an audience of consumers is more important than ever. The Greater Columbus Convention Center offers unconventional and unique solutions for advertising in spaces and places not currently utilized and prescribing to a diverse set of audiences that are positioned for maximum visibility, allowing your brand to grow.

We are woven into the fabric of our community, serving a diverse audience of users from local groups, associations, national organizations, sporting events and those utilizing the facility as a pass through for connected hotels, parking and shopping in the popular Short North Arts district. We connect people with our community and help lift the local economy.

Located in the state capital and the heart of the city, within a one-day drive for over 60% of the nation's population, many call the Greater Columbus Convention Center home for annual events, regional and national meetings and sporting events like the 2018 Women's Final Four. With a 60% annual meeting return rate, GCCC has built a loyal following and has a consumer base with a long dwell time. Columbus has an adult population of approximately 1,640,644. Downtown, the location of the GCCC, is a compact, walkable, urban location popular with both visitors and hometown adventure seekers.

Our advertising options include all things digital, social media, Wi-Fi, and graphics that are uniquely placed throughout the convention centers indoor spaces with distinct opportunities in exterior locations, leveraging all of our assets to deliver powerful, impactful and engaging interactions.

A one-of-a-kind smokestack opportunity is available to elevate your brand as it is positioned perfectly to be seen by a wide range of passersby.

Standout from the crowd, draw attention in unique ways by saying thank you to frontline workers or promoting a special employee who has achieved excellence. We'll be back to meetings and conventions soon. Until then, be on the front end to position your brand to grow in unique ways.



OUT OF HOME MEDIA (OOH) SPONSORSHIPS

THE GREATER COLUMBUS CONVENTION CENTER (GCCC) HAS NUMEROUS OOH ASSETS LOCATED IN HIGH TRAFFIC AREAS THROUGHOUT THE CONVENTION CENTER CAMPUS.

Our traditional and digital OOH assets are state of the art and able to run eye-catching images, branding and advertisements. The displays are also capable of providing stunning video content, which enhances a highly effective format to communicate sponsorship information and advertising to visitors of the Greater Columbus Convention Center. All sponsorships and advertising opportunities are illustrated on the following pages.

Sponsorship assets (groups) may be purchased individually or as an entire sponsorship package. All interior assets are managed as an interconnected group and cannot be further divided into individual monitors.



CENTRAL LED ART WALL

INTERIOR DIGITAL MEDIA



LOCATION & QUALITY

Convention Center Central Entrance (Connector). The LED Art Wall is one (1) seamless display that is six (6) feet high and sixty (60) feet long. The 1,000 room Hilton hotel (addition to be completed June 2022) will connect directly into the convention center at the central entrance making this highly visible for thousands of guests enjoying the facility and its assets.

PREMIUM SPONSORSHIP PACKAGE

Up to 5 sponsor images/videos may be added into a 75% exclusive rotation. Videos of up to 30 seconds in length may also be added into rotation. Slide duration increased from 10 to 20 seconds. Maximum package duration with images and video is 1:30 (one minute and thirty seconds).

Annual price: \$8,650, shorter campaigns available upon request.

CONTENT SPECIFICATIONS

- Aspect ratio is roughly 9:1 or 4500 x 480 px
- .jpg images must be exactly 72 ppi (pixels per inch)
- .mp4 files must be exactly 4500 x 480 px and 72ppi resolution (pixels per inch)
- Audio is supported in normal operating conditions. Our technical staff will work with you in advance for best functionality
- Fast panning videos are strongly discouraged as this will cause “vertigo” to the viewer
- Use Sans Serif fonts for overlay type effects. Examples such as Helvetica, Gotham or Arial can be used for clearer reading
- Video/image files should be under 1GB of data
- Video/image files can be shared via Dropbox or other cloud-based storage sites

The level of detail displayed on the Central LED Art Wall is extraordinary. Properly created content almost jumps off the wall. We can help you create content to maximize your sponsorship, or your organization’s graphics team can create your own. Please contact signage@columbusconventions.com for content pricing and availability.

THE SMOKESTACK TOWER

LOCATION AND QUALITY

The Smokestack tower sits on the East side grounds of the convention center overlooking I675 and 3rd street, while seen from the popular High street on the immediate west side of the convention center. This unique opportunity is a once-in-a-lifetime audience attention grabber allowing you to reap rewards for the long term.

[Sponsor Video Opportunity Ohio Center Garage](#)

PREMIUM SPONSORSHIP PACKAGE

The smokestack tower is **100 ft. tall and 20ft. in diameter**. This is an exclusive sponsorship opportunity with a negotiable longer term based upon approval from the Downtown Commission.

Visibility statistics from 2019 are noted as daily number of cars Monday- Friday only (excludes weekend visibility statistics):

- I 670E – 32,574,360 annual views
- N. 3rd street connector to I 670- 1,434,160 annual views
- Exit 4A onto Convention Center Drive- 3,137,160 annual views
- N. 3rd street- 12,000- 3,120,00 annual views

Annual Price: \$174,800 or semi-annual price: \$84,700. Price does not include initial installation, permitting and/or street closure expenses.

SPECIFICATIONS

- Partial wrap recommended but can provide full wrap
- Material—Vinyl graphic application
- Installation timeframe- 2-3 days (weather permitting)
- Art Files—PDF Hi-res working files. Assistance with art files provided at a minimum charge of \$90/hr
- Pricing does not include required permitting and/or street closure expenses

This unique opportunity is exclusive to GCCC and its sponsor and provides a breathtaking superior immediate impact for your brand. The smokestack option is both engaging and memorable for onlookers that will be shared by multi-millions annually.

This exclusive Ad-Mural opportunity is available for long term application only, for 6 months or longer.



TRANSIENT ADVERTISING

Transient Ads target a captive waiting audience.

Types of transient advertising include parking garage elevator doors and elevator cabs. Signage captures the annual hundreds of thousands of transient parkers, sending your message to both local and those visiting from a variety of cities across the nation. Your message is seen upon entry and exit of the parking facilities, leaving a lasting impression while increasing your brand visibility.

LOCATION AND QUALITY

All transactions include transient and event transactions as well as monthly weekday usage for the year 2019. Marketing opportunities exist both on the door front of each elevator cab and inside the elevator cab, leveraging a captured audience waiting to enter and exit the elevators. Transactions include parking facilities as noted.

South Garage: 50 East Nationwide Boulevard. Featuring 532 parking spaces located off E. Nationwide Boulevard in between High Street and North 4th Street with one-level underground and two additional levels. There are two elevator banks (south and north) within the garage and two elevators in each bank. This garage with transactions of 170,200 annual users in addition to 300 monthly parkers is a gem for the south side of the facility with easy access to highways.



SPECIFICATIONS

Exterior doors: 42"x84" per elevator (24.5 SF x 3 floors = 73.5 Total SF).

Interior elevator cabs: 48"x48" all 4 sides per elevator (including door closure) 16SF/panel x 4 = 64SF.

Full coverage 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 5 floors = 245 Total SF). These elevator cabs have 5 floors (P1, P2, 1st floor 2nd floor 3rd floor).

Vine Street Garage: 37 Vine Street. Featuring 1778 parking spaces located across from the North Market between Front and High Streets. There are three accessibility locations including entrances from Vine Street (West lobby elevator bank), Front Street (Northeast lobby elevator bank) and Convention Center Drive (Southwest lobby elevator bank). This garage has seven (7) levels and provides access to Hilton meeting spaces and sky bridge to the GCCC. Vine Street Garage is a short walk to Union Station Ballrooms, Exhibit Halls, and A, B, C and D meeting rooms. This garage with 451,000 transactions (Not including Hilton hotel self-park with an estimate of an additional 150,000 users) is a score for all users

downtown including those attending Nationwide Arena events as well as restaurants in the Arena District.



SPECIFICATIONS

Exterior doors West lobby: 42"x84" per elevator (24.5 SF x 1 elevator = 24.5 SF x 7 floors = 171.50 Total SF). Interior elevator cabs West lobby: 48"x48" all 4 sides per elevator (including door closure) (64SF per elevator) 64 x 1 elevators = 64 SF.

Exterior doors Northeast lobby: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 7 floors = 343 Total SF). Interior elevator cabs Northeast lobby: 48"x48" all 4 sides (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF.

Exterior doors Southwest lobby: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 7 floors = 343 Total SF). Interior elevator cabs Southwest lobby: 48"x48" all 4 sides per elevator (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF.

Goodale Garage: 70 East Goodale Street. Featuring 800 parking spaces located East of High Street on Goodale Street and directly attached by sky bridge to the north end of the convention center. This garage is unique as it has Electric Vehicle charging stations available on the first level. Chargers accommodate both Tesla and regular vehicle charging options. This garage has eight (8) levels with one elevator bank hosting two elevator cabs and has convenient access to the North Atrium, Exhibit Halls A, B, C and D, and A,B,C & D meeting rooms via attached sky bridge (located on Level 3). This garage, with 216,025 annual transactions including 325 monthly parkers, is the north star with direct access to I675 and ½ block from the Short North Arts District, popular with both locals as well as out-of-town visitors.

SPECIFICATIONS

Exterior doors: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 8 floors = 392 Total SF).

Interior elevator cabs: 48"x48" per elevator all 4 sides (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF.

Ohio Center Garage: 400 North High Street. Featuring 650 parking spaces located immediately off of the 3rd street overpass and on the grounds of the East Connector. This garage has seven (7) levels with one bank of two elevator cabs while directly connected by the sky bridge providing immediate access to Battelle Grand Ballroom and a short walk to Union Station Ballroom, Exhibit Halls, A & B meeting rooms and the South Café and Marketplace (a retail and dining destination within the convention center). Historical transactions are not available as this facility opened in March 2020. Our newest garage adds to the collection of parking spaces in garages available for marketing to over 3700.

SPECIFICATIONS

Exterior doors: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 7 floors = 343 Total SF).

Interior elevator cabs: 48"x48" per elevator all 4 sides (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF.

PREMIUM SPONSORSHIP PACKAGE

Includes all garages and all levels of each garage both interior and exterior of each elevator cab. Total transactions not including the new Ohio Center Garage for 2019 FY are 990,985.

Pricing for South, Vine Street, Goodale and Ohio Center Garages combined. Annual price: \$239,700 or semi-annual price: \$139,600 (includes print, installation and removal).



South Garage: Located on P1 and P2 of the South Garage there are 4 LED illuminated fabric signs visible while traveling throughout the garage.

SPECIFICATIONS

98 1/2"W x 49 3/4"H frame-to-frame LED backlit fabric signage.

PREMIUM SPONSORSHIP PACKAGE

Includes all 4 illuminated fabric signs throughout the South Garage.

Annual price: \$10,500 or semi-annual price: \$7,500 (includes installation and removal).



D Meeting Room Elevator: one elevator, two (2) levels, GCCC interior install. This elevator cab is located inside the convention center with quick access to upper and lower D Meeting Rooms and access to and from Goodale Garage located on the north side of the facility.

SPECIFICATIONS

Exterior doors: 42"x84" (24.5 SF x 2 floors) 49 Total SF

Interior elevator cabs: 48"x48" all 4 sides (including interior elevator door) 16SF/panel x 4 = 64SF

Annual price: \$4,950 or semi-annual price: \$3,500 (includes installation and removal).



Battelle Grand Ballroom Elevator: This elevator provides access to our highly occupied Battelle Grand Ballroom and Ohio Center Garage from the convention center connector 2nd floor common area. One elevator moving to 3 levels with an interior location.

SPECIFICATIONS

Exterior doors: 42"x84" (24.5 SF x 3 floors) 73.5 Total SF

Interior elevator cabs: 48"x48" all 4 sides (including interior elevator door) 16SF/panel x 4 = 64SF

Annual price: \$4,950 or semi-annual price: \$3,500 (includes installation and removal).



SOUTH ENTRY PLANTERS: The 14 exterior concrete planters are located on the south entry plaza of the GCCC immediately off of Nationwide Blvd. Seen by thousands accessing the hotels and highways as well as the south parking garage entry, they serve as a marker for the facility with high visibility.

SPECIFICATIONS

25 sq. ft. each with AlumiGraphics product used for adherence.

PREMIUM SPONSORSHIP PACKAGE

Includes all 14 concrete planters on the South Entry Plaza.

Annual Price: \$9,900 or semi-annual price: \$5,500 (includes, print, installation and removal).

SOUTH ENTRY ART WALL

INTERIOR DIGITAL MEDIA



[Back](#)

SOUTH ENTRY ART WALL

LOCATION & QUANTITY

The South Entry Art Wall is comprised of six (6) identical displays that are oriented portrait and landscape as indicated above. The displays are just inside the convention center's South Entrance and in close proximity to hotels, retail and dining options located within and adjacent to the convention center as well as two (2) of the six (6) parking facilities adjacent or connected to the facility.

PREMIUM SPONSORSHIP PACKAGE

Up to 12 sponsor images/videos may be added into a 75% exclusive rotation on all six (6) displays. Videos of up to 30 seconds in length may also be added into rotation. Slide duration increased from 10 to 20 seconds. Maximum package duration is 1:30 (one minute and thirty seconds).

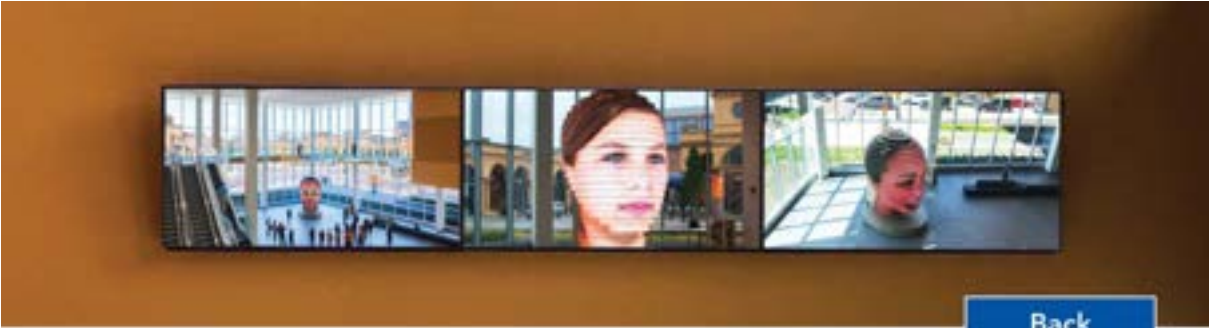
Annual Price: \$2,650, shorter campaigns available upon request.

CONTENT SPECIFICATIONS

- Aspect ratio is 16:9 - three (3) landscape 1920 x 1080 px and three (3) portrait orientation 1080 x 1920 px
- Content runs separately on all displays and cannot be combined
- Supported image types: .jpg, .png
- Images should be a minimum of 72 ppi (pixels per inch)
- Supported video types: .mp4
- Audio is not supported on these displays

ESCALATOR SIGNAGE

INTERIOR DIGITAL MEDIA



NORTH ESCALATOR DIGITAL SIGNAGE

LOCATIONS & QUANTITY Escalators near North, Main (near Union Station Ballrooms) and South Entrances with a total of nine (9) displays.



MAIN ESCALATOR DIGITAL SIGNAGE

PREMIUM SPONSORSHIP PACKAGE

Up to five (5) sponsor images/videos may be added into a 75% exclusive rotation. Videos of up to 15 seconds in length may also be added into rotation. Slide duration increased from 10 to 20 seconds.

Annual Price: \$4,450, shorter campaigns available upon request.



SOUTH ESCALATOR DIGITAL SIGNAGE

CONTENT & SPECIFICATIONS

- North Goodale Concourse Escalators (3 displays) = 5760 x 1080 px
- Main Concourse Escalators (near Union Station Ballrooms) (4 displays) = 7680 x 1080 px
- South Café and Marketplace Escalators (South) (2 displays) = 3840 x 1080 px
- Content is combined across all displays, all monitors are landscape orientation

WAYFINDING DIRECTORY KIOSKS

INTERIOR DIGITAL MEDIA



LOCATIONS & QUANTITY

There are thirteen (13) double-sided, touch-screen kiosks distributed throughout the campus for wayfinding and informational purposes. Visitors use these kiosks upon arrival to orient themselves and locate their event or meeting. Visitors often return to the kiosks to find out what activities and dining options are available in the surrounding area or to locate parking options. This sponsorship opportunity is on the homepage of the kiosks and guarantees the most exposure for your brand. The number of kiosk sponsorship banners is limited.

PREMIUM SPONSORSHIP PACKAGE

Annual Price: \$960, shorter campaigns available upon request.

CONTENT & SPECIFICATIONS

- 944 × 154 px
- Supported image types: .jpg, .png, or .gif

MEETING ROOM SIGNAGE

INTERIOR DIGITAL MEDIA



80 DIGITAL MEETING ROOM DISPLAYS

LOCATIONS & QUANTITY

A-D Meeting Rooms, Ohio Center Meeting Rooms, Union Station Ballrooms & Short North Ballrooms with a total of eighty (80) displays.

PREMIUM SPONSORSHIP PACKAGE

Up to 5 sponsor images/slides may be added into rotation. Videos of up to 15 seconds in duration may also be added into rotation. Increase in number of occurrences per rotation.

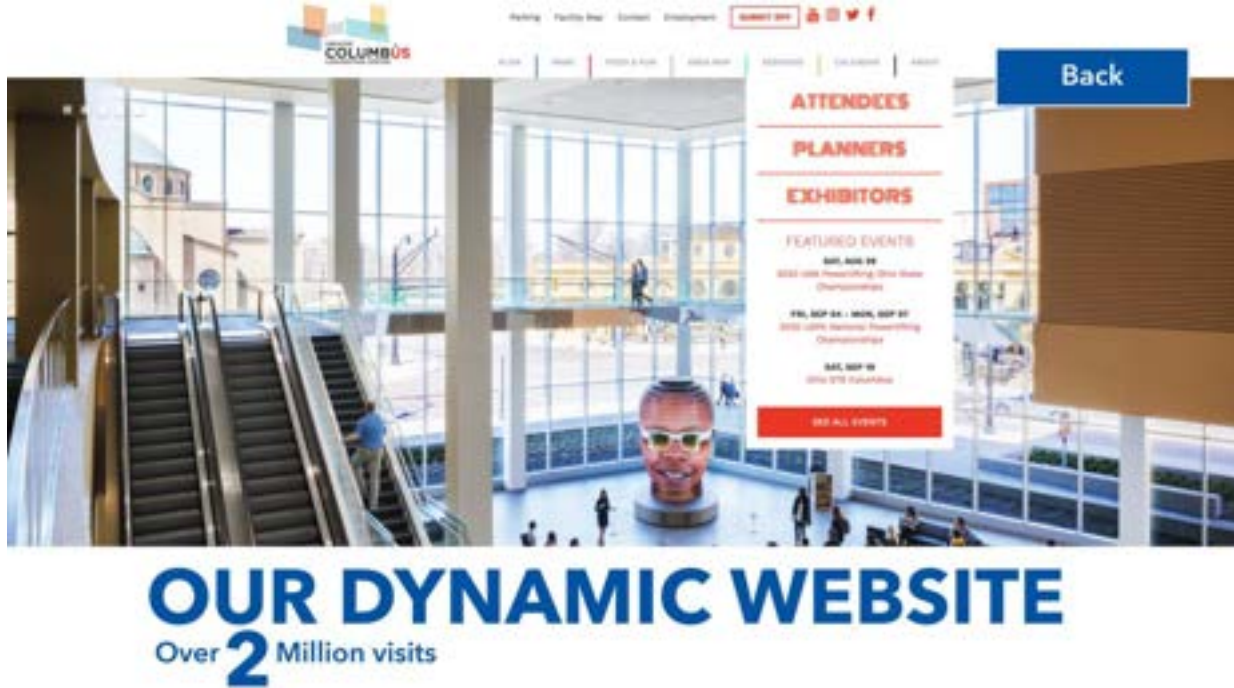
Annual Price: \$1,150, shorter campaigns available upon request.

CONTENT & SPECIFICATIONS

- Aspect ratio is 768 x 1366 px (portrait orientation)
- Logo image size: 346 x 252 px
- Single static image/slide size: 766 x 1360 px
- Supported image types: .jpg, .png, .bmp, .gif, .tif
- Images should be a minimum of 72 ppi (pixels per inch)
- Supported video types: .mp4
- Audio is not supported
- Data must be provided in a format that matches the template located here: [GCCC Meeting Room Template](#)
- Please take into consideration the size of the display (7.5”w x 13.5”h) when creating images

COLUMBUSCONVENTIONS.COM

DIGITAL MEDIA



LOCATIONS & QUANTITY

There are (2) areas available on www.ColumbusConventions.com

PREMIUM SPONSORSHIP PACKAGE

There are two (2) promotional slots programmed for rotation on GCCC's homepage at www.ColumbusConventions.com.

Annual Price: \$1,450, shorter campaigns available upon request.

CONTENT & SPECIFICATIONS

1400 X 590 JPEGS

BUKI AND SPONSORSHIPS

DIGITAL MEDIA



BUKI (pronounced boo-kie) is a mobile app with a diverse set of features that enhances the visitor experience, allowing for contactless interactions with leading data capabilities at the GCCC. Imagine your entire visitor experience powered by one app. The app is used for wayfinding, exploring the community and enhancing events.

FEATURES

- Contactless capabilities, alleviating queue lines while enhancing the arrival experience
- Insights for visitor interactions (opt-in required), giving greater data analytics
- Enable contact tracing functionality, responsibly managing the safety of attendees

Available in the app store



Prices: \$115 for advertising posts. Part of the Gold and Silver Social Media Sponsorship Packages. Visit www.heybuki.com for other services.

SOCIAL MEDIA

DIGITAL MEDIA

Connect with our network of subscribers, visitors, fans and followers beyond the Greater Columbus Convention Center to drive results.

Feature your brand to thousands of GCCC guests and business clientele across multiple channels

- Facebook, Instagram, Twitter and LinkedIn
- Subscribers include guests with interests in tourism, meetings and conventions, arts and more
- Implement a campaign series of date-specific posts or re-posts

OUR AUDIENCE:

FACEBOOK
FOLLOWERS: 15.2K,
LIKES:14.4K
ENGAGEMENT: 6%
IMPRESSIONS: 567.5K+



TWITTER
FOLLOWERS: 2.3K
ENGAGEMENT: 2%
IMPRESSIONS: 404.7K+



LINKEDIN
FOLLOWERS: 1K
ENGAGEMENT: 18%
IMPRESSIONS: 140.5K+



INSTAGRAM
FOLLOWERS: 2.6K
ENGAGEMENT: 6%
IMPRESSIONS: 228.5K+



EMAIL MARKETING, NEWSLETTER/BLOG, WI-FI

DIGITAL MEDIA

Integrate your brand through our emails, newsletter/blog and wi-fi homepage for maximum exposure.

FEATURES

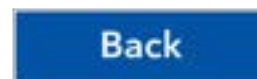
Up to two dedicated advertisement locations within the email messages • 35%+ email open rate of GCCC email subscribers • Access to over 500K impressions from GCCC newsletter/blog • Wi-fi display ads will provide a great first impression as soon as guests get online at our facility • Subscribers include guests with interests in tourism, meetings and conventions, arts and more.

CONTENT & SPECIFICATIONS

Artwork should be in layered formats like PSD, PDF, INDD or AI files. No flattened JPG or PNG files. Fonts and Smart Objects must be included.

Wi-fi homepage artwork should include three (3) sizes: Desktop, Tablet and Mobile. This allows the homepage to be fully responsive, and legible across all devices.

- Desktop Version: 1366 pixels wide x 768 pixels high
- Tablet Version: 768 pixels wide x 1024 pixels high
- Mobile Version: 360 pixels wide x 640 pixels high



DIGITAL MARKETING PREMIUM SPONSORSHIPS

GOLD SPONSORSHIP LEVEL

- Complete integration of sponsorship on all GCCC digital marketing programs: GCCC website, social media, email marketing, press release, blog, BUKI app, wi-fi
- Special press release and email announcing the sponsorship
- 10 posts/announcements across social media channels
- Pinned feature post on GCCC social media for one business week

Price: Starting at \$3,150

SILVER SPONSORSHIP LEVEL

- Complete integration of sponsorship on all GCCC digital marketing programs: social media, email marketing, blog, BUKI app
- 5 posts/announcements across social media channels
- Pinned feature post on GCCC social media for 3 business days

Price: Starting at \$1,650

BRONZE SPONSORSHIP LEVEL

- 3 posts/announcements across social media channels
- Pinned feature post on GCCC social media for one business day
- One blog announcement

Price: Starting at \$750



PREMIUM SPONSORSHIP PACKAGE

Sponsorship assets below may be purchased individually or as an entire sponsorship package. Assets include the entire group and cannot be split into individual monitors.

Assets	Included	Price
<u>Meeting Room Signage</u>	<ul style="list-style-type: none"> Up to five (5) sponsor images/slides may be added into rotation. Videos of up to fifteen (15) seconds in duration may also be added into rotation. Increase in number of occurrences per rotation. 	Annual Price: \$1,150, shorter campaigns available upon request.
<u>Escalator Signage</u>	<ul style="list-style-type: none"> Up to five (5) sponsor images/slides may be added into rotation. Videos of up to fifteen (15) seconds in length may also be added into rotation. Slide duration increased from ten (10) to twenty (20) seconds. 	Annual Price: \$4,450, shorter campaigns available upon request.
<u>Central LED Art Wall</u>	<ul style="list-style-type: none"> Video of up to thirty (30) seconds in duration included in 75% exclusive rotation. Increase in number of occurrences per rotation. 	Annual Price: \$8,650, shorter campaigns available upon request.
<u>South Entry Art Wall</u>	<ul style="list-style-type: none"> Up to 12 sponsor images/videos may be added into a 75% exclusive rotation on all six (6) displays. 	Annual Price: \$2,650, shorter campaigns available upon request.
<u>Wayfinding Directory Kiosks/Homepage</u>	<ul style="list-style-type: none"> Event banner displayed 	Annual Price: \$960, shorter campaigns available upon request.
<u>www.ColumbusConventions.com</u>	<ul style="list-style-type: none"> Image/slide included in rotation on <u>www.ColumbusConventions.com</u> 	Annual Price: \$1,450, shorter campaigns available upon request.
<u>Digital Media : (Social Media, Email Marketing, Wi-Fi)</u>	<ul style="list-style-type: none"> Gold Level Silver Level Bronze Level BUKI App 	<p>*Price varies based upon content selection and duration.</p> <p>\$115 per/post</p>

<p>Transient Advertising</p>	<ul style="list-style-type: none"> ● South Garage: Sponsorship graphics for up to 21 exterior elevator cabs and up to 5 interior elevator cabs ● Vine Street Garage: Sponsorship graphics for up to 35 exterior elevator cabs and 5 interior elevator cabs ● Goodale Garage: Sponsorship graphics for up to 16 exterior elevator cabs and 2 interior elevator cabs ● Ohio Center Garage: Sponsorship graphics for up to 14 exterior elevator cabs and 2 interior elevator cabs ● South Garage: Located on P1 and P2 of the South Garage there are 4 LED illuminated fabric signs visible while traveling throughout the garage 	<p>*Price varies based upon garage selection and duration of sponsorship. Maximum \$239,700 annual and \$139,600 semi-annual for all GCCC garage cabs.</p> <p>Annual price: \$10,500 or semi-annual price: \$7,500 (includes installation and removal).</p>
<p>Indoor Elevator Advertising</p>	<ul style="list-style-type: none"> ● D Meeting Room Elevator: one elevator, two (2) levels, GCCC interior install. This elevator cab is located inside the convention center with quick access to upper and lower D Meeting Rooms and access to and from Goodale Garage located on the north side of the facility. ● Battelle Grand Ballroom Elevator: This elevator provides access to our highly occupied Battelle Grand Ballroom and Ohio Center Garage from the convention center connector 2nd floor common area. One elevator moving to 3 levels with an interior location. 	<p>Annual price: \$4,950 or semi-annual price: \$3,500 (includes installation and removal).</p>
<p>Planters</p>	<ul style="list-style-type: none"> ● 14 exterior concrete planters. 	<p>Annual price: \$9,900 or semi-annual price: \$5,500 (includes, print, installation and removal).</p>

PREMIUM SPONSORSHIP SPECIFICATIONS

Assets	Content Specs
<p>Meeting Room Signage</p>	<ul style="list-style-type: none"> ● Display size is 768 x 1366 px (portrait orientation) ● Logo image size: 346 x 252 px ● Single static image/slide size: 766 x 1360 px ● Supported image types: .jpg, .png, .bmp, .gif, .tif ● Images should be a minimum of 72 ppi (pixels per inch) ● Supported video types: .mp4

	<ul style="list-style-type: none"> ● Audio is not supported ● Size of the display (7.5”w x 13.5”h)
<u>Escalator Signage</u>	<ul style="list-style-type: none"> ● Display quantities and sizes are: <ul style="list-style-type: none"> ○ North (Goodale) Concourse Escalators (3 displays) = 5760 x 1080 Content is combined across all displays ○ Main Concourse Escalators (4 displays) = 7680 x 1080 px ○ South Café Escalators (2 displays) = 3840 x 1080 px ○ All monitors are landscape orientation ● Supported image types: .jpg, .png ● Images must be a minimum of 72 ppi (pixels per inch) ● Supported video types: .mp4 ● Audio is not supported
<u>Central LED Art Wall</u>	<ul style="list-style-type: none"> ● Display size is 4500 x 480 px ● .jpg images must be exactly 72 ppi (pixels per inch) ● .mp4 files must be exactly 4500 x 480 px and 72ppi resolution ● Technical staffing is required to utilize audio functionality and must be coordinated in advance ● Video/image files should be under 1GB of data ● Video/image files can be shared via cloud-based storage sites
<u>South Entry Art Wall</u>	<ul style="list-style-type: none"> ● Display quantities and sizes - three (3) landscape 1920 x 1080 px and three (3) portrait orientation 1080 x 1920 px ● Content runs separately on all displays and cannot be combined ● Supported image types: .jpg, .png ● Images should be a minimum of 72 ppi (pixels per inch) ● Supported video types: .mp4 ● Audio is not supported on these displays
<u>Wayfinding Directory Kiosks/Homepage</u>	<ul style="list-style-type: none"> ● Digital banner size is 944 x 154 px ● Supported image types: .jpg, .png, or .gif
<u>Digital Media : (Social Media, Email Marketing, Wi-Fi)</u>	<p>Artwork should be in layered formats like PSD, PDF, INDD or AI files. No flattened JPG or PNG files. Fonts and Smart Objects must be included.</p> <p>Wi-fi homepage artwork should include three (3) sizes: Desktop, Tablet and Mobile. This allows the splash page to be fully responsive, and legible across all devices.</p> <ul style="list-style-type: none"> ● Desktop Version: 1366 pixels wide x 768 pixels high ● Tablet Version: 768 pixels wide x 1024 pixels high ● Mobile Version: 360 pixels wide x 640 pixels high <p>GCCC website hero image has to be a 1400 X 590 JPEG</p>
<u>Transient Advertising</u>	<ul style="list-style-type: none"> ● South Garage: Exterior doors: 42"x84" per elevator (24.5 SF x 3 floors = 73.5 Total SF). Interior elevator cabs: 48"x48" all 4 sides per elevator (including door closure) 16SF/panel x 4 = 64SF. Full coverage 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 5

	<p>floors = 245 Total SF). These elevator cabs have 5 floors (P1, P2, 1st floor 2nd floor 3rd floor).</p> <ul style="list-style-type: none"> Vine Street Garage: Exterior doors West lobby: 42"x84" per elevator (24.5 SF x 1 elevator = 24.5 SF x 7 floors = 171.50 Total SF). Interior elevator cabs West lobby: 48"x48" all 4 sides per elevator (including door closure) (64SF per elevator) 64 x 1 elevators = 64 SF. Exterior doors Northeast lobby: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 7 floors = 343 Total SF). Interior elevator cabs Northeast lobby: 48"x48" all 4 sides (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF. Exterior doors Southwest lobby: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 7 floors = 343 Total SF). Interior elevator cabs Southwest lobby: 48"x48" all 4 sides per elevator (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF. Goodale Garage: Exterior doors: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 8 floors = 392 Total SF). Interior elevator cabs: 48"x48" per elevator all 4 sides (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF. Ohio Center Garage: Exterior doors: 42"x84" per elevator (24.5 SF x 2 elevators = 49 SF x 7 floors = 343 Total SF). Interior elevator cabs: 48"x48" per elevator all 4 sides (including door closure) (64SF per elevator) 64 x 2 elevators = 128 SF. South Garage Illuminated Signage: 98 1/2"W x 49 3/4"H frame-to-frame LED backlit fabric signage. Includes all 4 illuminated fabric signs throughout the South Garage.
<p>Indoor Elevator Advertising</p>	<ul style="list-style-type: none"> D Meeting Room Elevator: Exterior cab doors 42"x84" (24.5 SF x 2 floors) 49 Total SF Interior elevator 48"x48" all 4 sides (including interior elevator door) 16SF/panel x 4 = 64SF Battelle Grand Ballroom Elevator: Exterior cab doors 42"x84" (24.5 SF x 3 floors) 73.5 Total SF Interior cab wall 48"x48" all 4 sides (including interior elevator door) 16SF/panel x 4 = 64SF
<p>Planters</p>	<ul style="list-style-type: none"> 25 sq. ft. each with AlumiGraphics product used for adherence.

CONTENT SPECIFICATION SUMMARY & GUIDELINES

Content (or a link to the content) must be submitted to signage@columbusconventions.com no later than ten (10) business days prior to the start of anticipated display time.

- Flattened (rasterized) graphics cannot be resized to fit without significant distortion and/or image loss.
- Additional labor will be charged if files do not meet specifications and require more than one hour of adjustment to display properly.

- Additional charges may apply if multiple changes are requested after content is received and programmed to run.
- Please specify image/slide sequence requirements.
- Audio is not supported on most displays.
- Content (or a link to the content) must be submitted to signage@columbusconventions.com. GCCC will load the content and let you know if there are any display issues as quickly as possible. GCCC cannot guarantee content will be able to be displayed if not received before the deadline above.
- Content is subject to review and may be rejected at the sole discretion of facility management. Material deemed to be offensive, obscene, or derogatory by community standards will be rejected.
- Larger images and video may be submitted via Dropbox, Google or OneDrive.
- **Smokestack tower package pricing separate from inspiration gallery**

ADDITIONAL SERVICES

Content creation services may be available on a per project/hourly basis. Contact signage@columbusconventions.com for pricing and availability. Please let us know how we can help you create the most impactful content possible to help maximize your investment.

