Promotional opportunities available for PMA@CES 2013.

Location/Inventory code:	**A-04**
Venue:	LVCC North Hall
Dimension:	70' wide x 15' high
Production:	Magnetic banner must be produced by GES, artwork due no later than November 1, 2012 if being provided by exhibitor.
Cost:	$8,000

Description/Deliverables:

- LVCC outdoor banner on North Hall
- Cost for space and I&D only. Exhibitor is responsible for production costs.

Location/Inventory code:	**ENT-LVH**
Venue:	LVH
Dimension:	Varies, see below
Production:	GES must create panels for exhibitor; Exhibitor must submit artwork no later than November 1, 2012.
Cost:	$6,000

Description/Deliverables:

- LVH entrance unit in LVH Ballroom Foyer leading into Ballroom and Pavilion exhibit space
- Center section, left and right legs of entrance unit. One-sided panels H, I, J, G and P; specific sizes located on attached page. (Headers are reserved for CES for directional information.)
- Cost for space and I&D only. Exhibitor is responsible for production costs.

Location/Inventory code:	**H-5**
Venue:	LVH
Dimension:	10.6’ high x 25’ wide
Production:	GES must produce banner, graphics due by November 1, 2012
Cost:	$2,500

Description/Deliverables:

- Outdoor vinyl banner in LVH South Patio space outside of LVH Paradise Center Foyer
- Cost for space and I&D only. Exhibitor is responsible for production costs.

Location/Inventory code:	**WI-LVH 1**
Venue:	LVH
Dimension:	Up to eight (8) exterior window inserts, size: 74 5/8” x 75”
Production:	GES must produce, graphics due by November 1, 2012
Cost:	$5,000

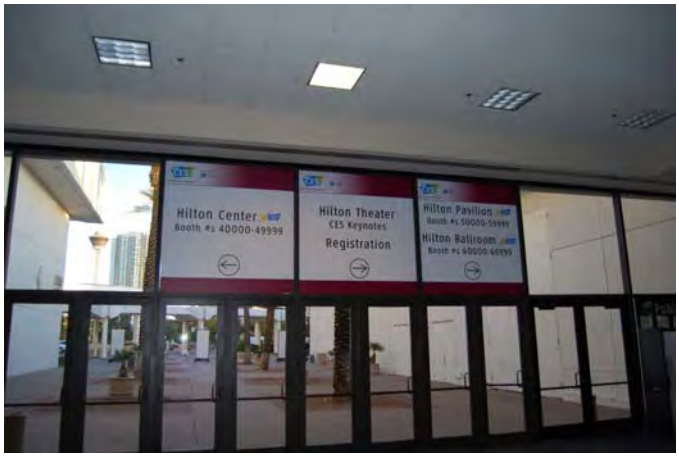
Description/Deliverables:

- Eight (8) window inserts placed at the main entrance to LVH Center Foyer, Exterior
- Cost for space and I&D only. Exhibitor is responsible for production costs.
- Must use opaque PSV material for these exterior versions.

Location/Inventory code:	**WI-LVH 3**
Venue:	LVH (South Side)
Dimension:	Up to eight (8) interior window inserts, size: 74 5/8” x 75”
Production:	GES must produce, graphics due by November 1, 2012
Cost:	$3,500

Description/Deliverables:

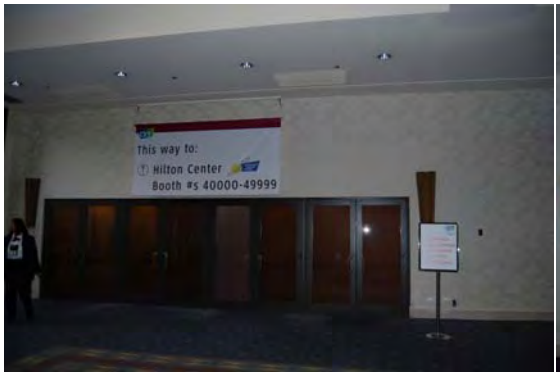
- Eight (8) window inserts placed on the south interior of the LVH Center Foyer.
- Cost for space and I&D only. Exhibitor is responsible for production costs.
- Foamcore material for interior inserts.

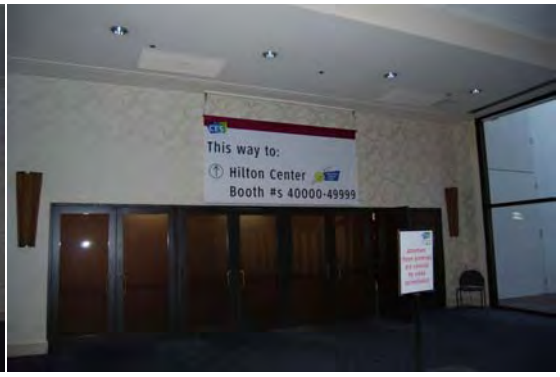


Location/Inventory code:	**WI-LVH 2**
Venue:	LVH (North Side)
Dimension:	Up to eight (8) interior window inserts, size: 74 5/8” x 75”
Production:	GES must produce, graphics due by November 1, 2012
Cost:	$3,500

Description/Deliverables:

- Eight (8) window inserts placed in the North interior of the LVH Center Foyer.
- Cost for space and I&D only. Exhibitor is responsible for production costs.
- Foamcore material for interior inserts.

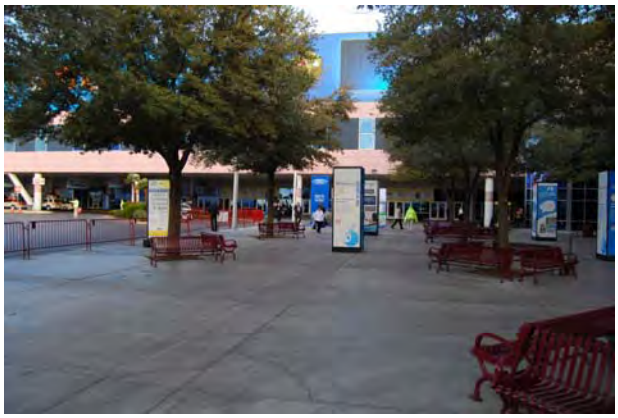




Location/Inventory code:	**HB-1 and HB-2**
Venue:	LVH
Dimension:	10’ wide x 6.25’ high
Production:	Vinyl banner must be produced by GES, labor provide by Encore. Graphics must be submitted by November 1, 2012.
Cost:	$5,000 ($2,500 each)
Description/Deliverables: • Banners leading in to the LVH Paradise Center from the LVH Center Foyer. • Cost for space and I&D only. Exhibitor is responsible for production costs.	

[Picture not available]

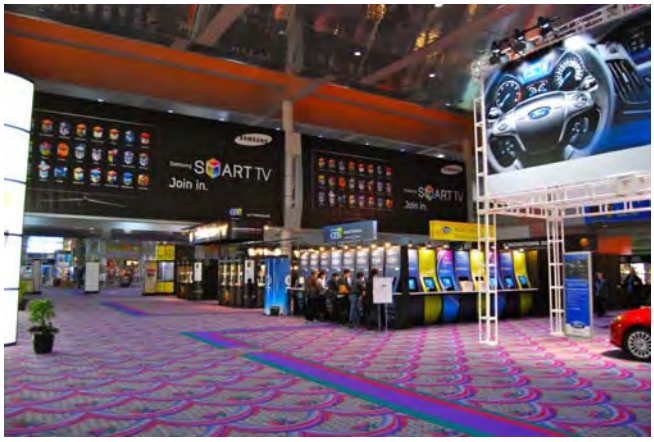
Location/Inventory code:	**HB-5 and HB-6**
Venue:	LVH
Dimension:	TBD, forthcoming from LVH
Production:	Vinyl banner must be produced by GES, labor provided by Encore. Graphics must be submitted by November 1, 2012.
Cost:	$5,000 ($2,500 each)
Description/Deliverables: • Banners located at the exits in the PMA@CES exhibit space in the LVH Paradise Center • Cost for space and I&D only. Exhibitor is responsible for production costs.	



Location/Inventory code:	**PMA GP-1**
Venue:	LVCC Grand Patio
Dimension:	One (1) 4-sided meter boards (free-standing)
Production:	4 meter boards to be produced by GES and placed on the LVCC Grand Patio. Graphics due by November 1, 2012
Cost:	$5,000

Description/Deliverables:

- One (1) free-standing 4-sided meter board kiosk
- Actual placement determined on-site based on availability and space.
- Cost for space and I&D only. Exhibitor is responsible for production costs.



Location/Inventory code:	**PMA GL-2/PMA GL-3**
Venue:	LVCC Grand Lobby
Dimension:	Two (2) double-sided meter boards
Production:	Two (2) meter boards to be produced by GES and placed in the LVCC Grand Lobby. Graphics due by November 1, 2012
Cost:	$6,000 ($3,000 each)

Description/Deliverables:

- Two (2) free-standing double-sided meter boards
- Actual placement determined on-site based on availability and space.
- Cost for space and I&D only. Exhibitor is responsible for production costs.

Location/Inventory code:	**DS-33, DS-34, DS-35, DS-36**
Venue:	LVCC
Dimension:	Varies by location
Production:	Up to four (4) 8-second spots placed on Smart City Digital Signage throughout the Las Vegas Convention Center
Cost:	$5,000 per 8-second spot

Description/Deliverables:

- Smart City has placed dynamic video signage throughout the LVCC at key locations including the Grand Lobby and South Hall lobby.
- All sponsor videos are played on an 8-minute loop throughout all show days.
- Sponsors will work with Smart City directly to submit video or have a turnkey video created by them for a fee.
- Contact for Smart City is Jennifer Stefano, jstefano@smartcity.com/702-943-6533
- These can be sold to individual companies or sold to one so that they have a longer spot.
- See attached document for more information on Digital Signage.

[Picture not available]

Location/Inventory code:	**LVH Skywalk Light Boxes**
Venue:	LVCC
Dimension:	60” width x 60” height, visual opening on attached PDF.
Production:	Three (3) light box signs on walkway leading to the LVH form the LVCC.
Cost:	$4,500

Description/Deliverables:

- Three (3) light boxes, see attached PDF for details. Must be duratrans material.
- Cost for space and I&D only. Exhibitor is responsible for production costs.
- I&D done through LVCC, see attached PDF for detailed information.

For more information contact:
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