

BRANDING & SPONSORSHIP OPPORTUNITY GUIDE

Mirage[®]
LAS VEGAS





PUT YOUR NAME OUT THERE

Boasting 200,000 sq. ft. of ballrooms, boardrooms and breakout space, The Mirage Hotel & Casino provides the model backdrop for your meeting or event. Our dedicated staff will be by your side to ensure that your event remains uniquely yours, allowing you to leverage a variety of branding and sponsorship opportunities that elevate your presence, engage your audience and invigorate your brand.

CREATE A STATEMENT ON OUR CANVAS



CUSTOM LOGO KEY CARDS

Keep your brand top-of-mind with custom guest room keycards for convention attendees.



LCD LOBBY WALL

An eye-catching display in a bustling area on The Mirage property.



MAIN LOBBY DESK LCD SCREENS

Add dynamic messaging to LCD screens located behind the front desk in the hotel lobby.

DETAILS IN DIGITAL ON OUR CANVAS



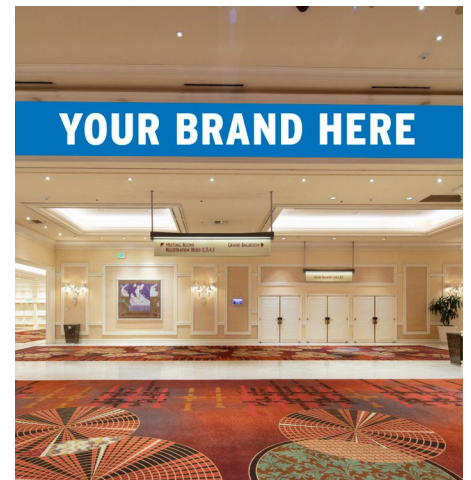
VERTICAL DIGITAL LCD SCREENS

Make your mark by displaying branded messages on six vertical LCD screens located throughout the convention area. With crisp visuals, animation possibilities and variable messaging, displaying your brand digitally maximizes exposure in a more dynamic and engaging way. Your content will be the only message featured on these screens during your scheduled days.



REGISTRATION DESK LCD SCREENS

Add dynamic messaging to LCD screens located behind the registration desks.



ENTRY WALL OVERHEAD DIGITAL SIGNAGE

Greet attendees as they enter the convention area with static and/or video content on our overhead signage. Sponsors have the opportunity to purchase and control rotation so that you can add as many different spots as you would like.

SET THE STAGE



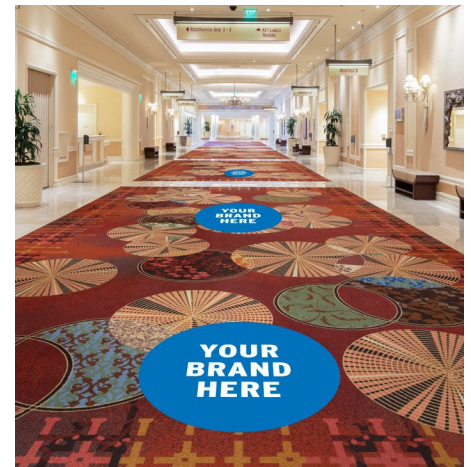
MIRROR WALL

Spread your message across four mirror walls that line the walkways through the convention area.



WALL CLINGS

Customize wall space with a broad display featuring your message.



CARPET CLINGS

Directional and promotional branding to lead attendees to a particular booth or vendor within the convention area.

MAKE IT MEMORABLE



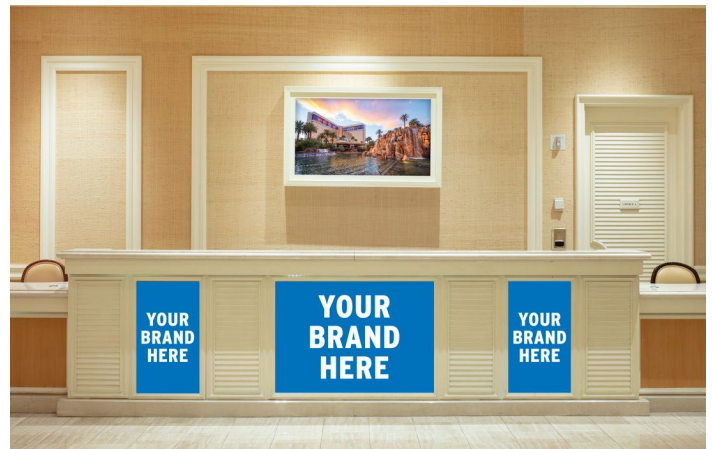
ROTUNDA REGISTRATION TAKEOVER

Right outside the entrance to The Mirage Events Center, this complete takeover is inclusive of pillar wraps, custom displays, registration desk branding and four registration desk LCD screens.



DOOR CLINGS

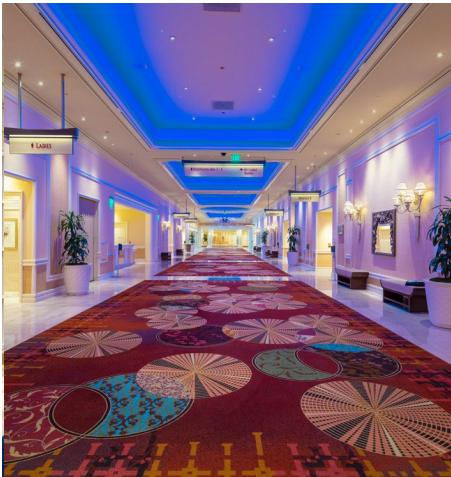
Instant branding – before attendees even set foot inside.



REGISTRATION DESK INSET SIGNAGE

Brand your registration desk with your own message and images.

BE BOLD



HALL ACCENT LIGHTING

Let your brand colors light the path to your convention space



ROTUNDA ACCENT LIGHTING

Set the mood for your special event with your own unique brand colors.



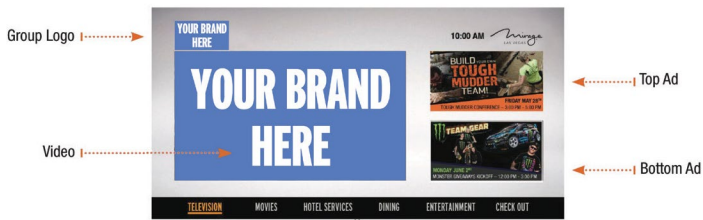
HOTEL TOWER ELEVATOR WRAP

Raise awareness while keeping your message top-of-mind with attendees during your event.

IN-ROOM AND IN-MIND



Customize Menus to Communicate
Specific Message to a Group



IN-ROOM DIGITAL BRANDING

Broadcast your custom content to your convention room block.

IN-ROOM TV CHANNEL TAKEOVER

Broadcast your custom content to all hotel guests.




 Registration Desk
 LCD Screens (Landscape)


 Reader Board
 LCD Screens (Portrait)


 Mirror Wall


 Rotunda Takeover


 Door Clings

BRANDING & SPONSORSHIP INFORMATION

CUSTOM LOGO KEY CARDS

Groups of 500 peak+, requires purchase of 2.5 times the peak night, production and distribution included; requires eight weeks lead time. Contact your Convention Services Manager for specs and restrictions..

LCD LOBBY WALL

1920 x 1080

Content to be provided by client three weeks in advance of arrival. The content will be displayed for eight seconds and will be rotating with other content for 24 hours. Up to two images maximum.

All content must be provided by the sponsor.

MAIN LOBBY DESK LCD SCREENS

3840 x 720

Content to be provided by client three weeks in advance of arrival.

VERTICAL DIGITAL LCD SCREENS

1080 x 1920

Content to be provided by client three weeks in advance of arrival.

REGISTRATION DESK LCD SCREENS

1920 x 1080

Content to be provided by client three weeks in advance of arrival.

ENTRY WALL OVERHEAD DIGITAL SIGNAGE

1920 x 1080

Content to be provided by client three weeks in advance of arrival.

ROTUNDA DOOR CLINGS

Production, installation and removal will be the responsibility of the client.

Contact your Convention Services Manager for size and restrictions.

WALL CLINGS

Production, installation and removal will be the responsibility of the client.

CARPET CLINGS

Production, installation and removal will be the responsibility of the client.

MIRROR WALL

Production, installation and removal will be the responsibility of the client.

ROTUNDA TAKEOVER

Includes opportunity to brand pillars, add custom displays, brand registration desks and use four registration desk LCD screens.

Production, installation and removal will be the responsibility of the client.

REGISTRATION DESK INSET SIGNAGE

Production, installation and removal will be the responsibility of the client.

ELEVATOR WRAP

Client to provide art eight weeks in advance of arrival.

HALL ACCENT LIGHTING

ROTUNDA ACCENT LIGHTING

IN-ROOM DIGITAL BRANDING

Content to be provided by client three weeks in advance of arrival.

IN-ROOM TV CHANNEL TAKEOVER

BANNERS OR GOBOS

Production will be the responsibility of the client. Rigging is exclusive to The Mirage and will be billed separately.

MEETING ROOM DIGITAL SIGNS

Located outside meeting room doors; content to be provided by client three weeks in advance of arrival.