

SIGNAGE



	TOTAL AMOUNT	Base Package	Digital Marketing	Enhanced Onsite Branding	Education or Speaking Opportunities
Foliage Signs SOLD	\$2,000 - \$3,000	■		■	
Light Pole Banners	\$6,000 - \$10,000	■		■	
Directional Signage Package	\$7,500	■		■	
Trade Show Wayfinder and Floor Map Sticker	\$10,000	■		■	
Escalator Clings	\$15,000/set	■		■	

FOLIAGE SIGNS

Foliage signs can be placed throughout the Gaylord Convention Center. Signs are 2' x 3'. Limited availability.

Investment: \$2,000 - \$3,000

LIGHT POLE BANNERS

Light poles are placed throughout the center. Sponsorship limited to 10 companies.

Investment: \$6,000 - \$10,000

DIRECTIONAL SIGNAGE PACKAGE

Directional signs, with your logo, will be placed throughout the convention center to help attendees navigate their way to meetings/events.

Investment: \$7,500

TRADE SHOW WAYFINDER STATIONS AND FLOOR MAP STICKER

Trade show directional signage, with your logo, will be located at main trade show entrances.

Investment: \$10,000

ESCALATOR CLINGS

Brand escalators at the convention center, which are located in the Ryman and Delta lobbies.

Investment: \$15,000/escalator set

