ONSITE SPONSORSHIP & BRANDING OPPORTUNITIES
Georgia World Congress Center, Atlanta, GA

AIHce Registration, Conference and Expo will be held in Building B
AIHce Registration

Registration Hall

Building B, Level 4

AIHce General Session

Thomas Murphy Ballrooms 1–4

Building B, Level 5
Maretta Street Billboard
- 48’ x 14’
- Full-motion digital billboard
- Attached to GWCCA’s Marietta Street Parking Deck and adjacent to the College Football Hall of Fame
- This location is in the center of many Atlanta attractions

East Plaza Billboard
- 36’ x 10’6”
- Full-motion digital billboard
- Attached to GWCC’s Building A
- Overlooking East Plaza and facing the Omni Hotel and CNN Center

TMB Billboard
- 48’ x 14’
- Full-motion digital billboard
- Attached to GWCC’s Building B (Thomas Murphy Ballroom) on International Blvd
- This location is adjacent to International Plaza and welcomes attendees at the main transportation drop off point
INTERNAL DIGITAL SIGNAGE

LED WALLS

- 5 11.5’ x 6.5’ LED (3.9 mm) wall locations
- 2 Registration Hall
- 1 in Building A entry
- 1 in Building B entry
- 1 located above the escalator from the Red Parking Deck to Building B

MONITORS

- 57 single monitor locations
- 8 in Building A
- 24 in Building B
- 4 in Registration Hall
- 17 in Building C
- 4 in Mangum Parking Deck

The following pages identify each monitor location
# Digital Signage Specifications

<table>
<thead>
<tr>
<th>Billboard Type</th>
<th>Dimensions (Pixels)</th>
<th>File Type for Static</th>
<th>File Type for Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marietta Billboard</td>
<td>896 x 272</td>
<td>jpg, .pdf, .png</td>
<td>.wmv, .mp4</td>
</tr>
<tr>
<td>East Plaza Billboard</td>
<td>560 x 144</td>
<td>jpg, .pdf, .png</td>
<td>.wmv</td>
</tr>
<tr>
<td>TMB Billboard</td>
<td>896 x 272</td>
<td>jpg, .pdf, .png</td>
<td>.wmv, .mp4</td>
</tr>
<tr>
<td>LED Walls</td>
<td>1920 x 1080</td>
<td>jpg, .pdf</td>
<td>.wmv, .mp4</td>
</tr>
<tr>
<td>Monitors</td>
<td>1920 x 1080</td>
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<td>.wmv, .mp4</td>
</tr>
</tbody>
</table>
EXTERNAL STATIC OPPORTUNITIES

VEHICLE WRAPS

EXTERNAL COLUMN WRAPS

BANNER BOXES

SIDEWALK GRAPHICS
INTERNAL STATIC OPPORTUNITIES

- Glass Clings
- Railing Clings
- Column Wraps
- Water Cooler Wraps
- Meter Boards
Attract attention and direct traffic with **eye catching** standing signage. **Lightweight and movable**, standing signage can be used throughout the Georgia World Congress Center and provides planners and exhibitors with much needed flexibility.

Sponsors can take advantage of branding hand sanitizer stations located throughout the Georgia World Congress Center. Each sanitizer station is equipped with a window to display an 12”x 16.5” poster.

### Specifications

<table>
<thead>
<tr>
<th>Hand Sanitizer</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster - jpg, .pdf, .png</td>
<td>12” x 16.5”</td>
</tr>
<tr>
<td>Sanitizer Unit</td>
<td>74” x 15”</td>
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