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**Digital  
Signage Kit**





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# Music City Center Digital Signage Kit

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Music City Center is proud to offer comprehensive, state-of-the-art digital marketing tools to customers, partners, and neighborhood advertisers. This digital marketing kit contains descriptions, as well as locations and pricing, for each available tool to assist with your digital marketing planning.

Our digital signage is strategically located throughout our 2.1-million-square-foot facility to provide maximum visibility. Our extensive digital signage system, including more than 140 screens varying in size and function, provide you with fully customizable options to reach your target audience. With an average of 600,000 convention center guests annually, your digital selections have the potential to reach thousands of local and out-of-town visitors daily.

All signage can be used to provide general information, greetings, promotions, directions, etc., for hosted events or advertisements for nearby attractions, restaurants, retail, etc., subject to availability.

Digital signage is a cost-effective, environmentally friendly solution for your communication and branding needs. Whether you need to display event information or to promote your business, the Music City Center team is ready to assist you.

For more information on digital branding options, contact:

**Billy Chambers**  
 Digital Media Coordinator  
 (615) 401-1478  
[Billy.Chambers@nashvillemcc.com](mailto:Billy.Chambers@nashvillemcc.com)

For physical branding, please visit [mccrigging.com](http://mccrigging.com)



# Level 2 LED Wall

A single screen towers overhead on Level 2 near the 6th Avenue and Demonbreun Street entrance. The 16'W x 9'H LED display offers more than 252" of screen coverage that can be divided into sections. This wall accommodates still images and video.

Level 2 LED Wall	Specifications
Size	16'W x 9'H
Total Number	1
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



Level 4 LED Wall	Specifications
Size	16'W x 4'6"H
Total Number	1
Pixel Dimensions	3840W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	

# Level 4 LED Wall

A single screen hangs on Level 4 near the Karl F. Dean Grand Ballroom entrance. The 16'W x 4'6"H LED display offers nearly 200" of screen coverage that can be divided into sections. This wall accommodates still images, video, and audio.







# Exhibit Hall Dormers & Hall A Display

Three vertical dormers tower above Exhibit Halls B, C, and D. The 7'W x 14'H LED displays are visible inside the building from Levels 3 and 4, as well as outside the building from the adjacent Demonbreun Street. The screens can be displayed full size or divided into three different sections. In addition to supporting still images and video, the dormers can also display live video feeds with audio.

Exhibit Hall A has a 90" stand-alone display. The screen is mounted inside the wall, outside the entrance to the hall. The display accommodates still images, video, and audio.

Exhibit Hall Dormers	Specifications
Size	7'W x 14'H
Total Number	3
Pixel Dimensions	576W x 1152H
Image Format	.png, .jpg
Video Format	.mp4
Legend	

Hall A Display	Specifications
Size	44"W x 78"H
Total Number	1
Pixel Dimensions	1080W x 1920H
Image Format	.png, .jpg
Video Format	.mp4
Legend	





# Hall B Concourse LED Wall

A expansive digital panel is positioned outside Exhibit Hall B. The LED display is the equivalent of four 4k monitors side-by-side with a connected wrap-around display.

At 68'W x 10'H, the display is the largest and most visible in the building, providing the biggest visual impact. This wall accommodates still images, video, and audio. Due to its size, all video content must be provided in two pieces.




Hall B Concourse LED Wall		Specifications
<b>Size</b>		<b>68'W x 10'H</b>
Side A		6'W x 10'H
Side B		62'W x 10'H
Total Number		1
<b>Pixel Dimensions</b>		<b>17280W x 2160H</b>
Side A		1920W x 2160H
Side B		15360W x 2160H
Image Format		.png, .jpg
Video Format		.mov
Video Codec		Apple ProRes 422
Video Frames per Second		30 fps
Deliver content in two pieces: Side A and Side B		
Audio Capable		Yes
Legend		






# Corner Wrap Displays

Three corner wrap displays are positioned outside Exhibit Halls B, C, and D. The LED displays are visible inside the building from both directions of the main concourse, as well as outside the building from the adjacent Demonbreun Street. The screens can be displayed with wrap-around images and video or divided into multiple sections.

Corner Wrap Displays	Specifications
Size	10'W x 7'H
Side A	6'W x 7'H
Side B	4'W x 7'H
Total Number	3
Pixel Dimensions	1600W x 1080H
Side A	960W x 1080H
Side B	640W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



Escalator Displays	Specifications
Size	20'W x 5'7"H
Total Number	3
Pixel Dimensions	3840W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	

A single screen hangs on each escalator landing near the Rep. John Lewis Way South (5th Avenue) & Omni Hotel entrance. The 20'W x 5'7"H LED displays offers nearly 250" of screen coverage that can be divided into sections. Each wall accommodates still images, video, and audio.





# 9-Panel Video Wall Display

This display is comprised of nine (9) individual screens and located on Level 1 near the Rep. John Lewis Way South (5th Avenue) & Demonbreun Street entrance. It can accommodate still images, video, and audio.

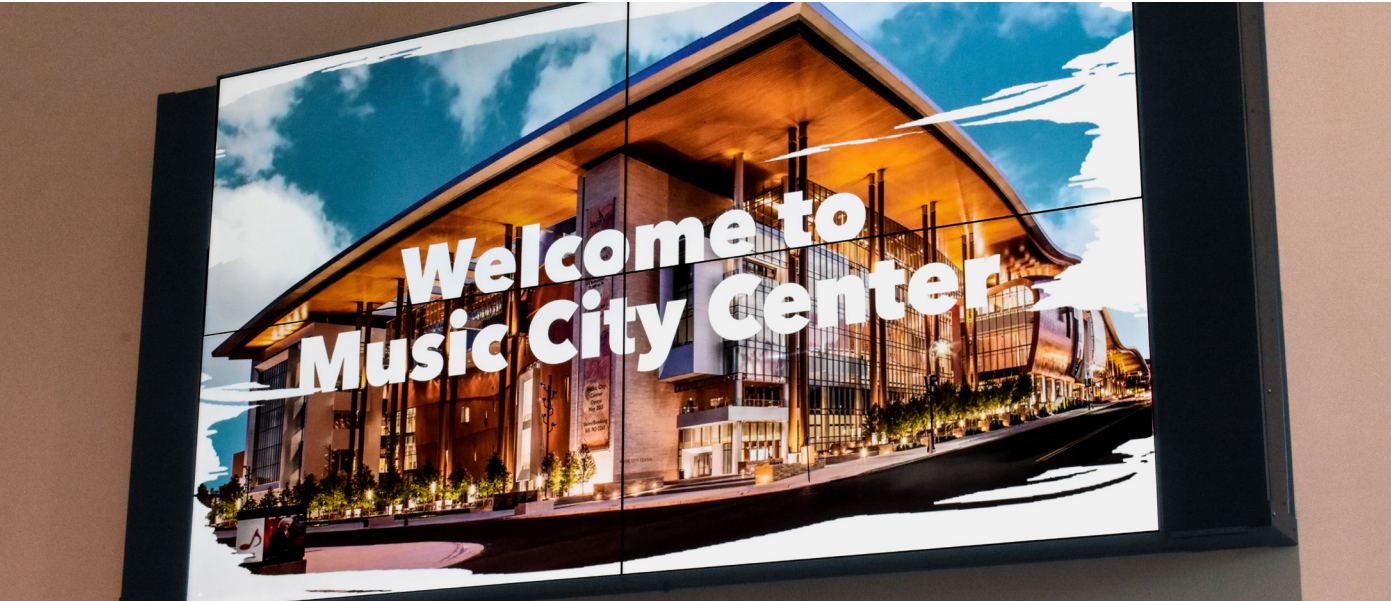
9-Panel Video Wall	Specifications
Size	10'W x 5'6"H
Total Number	1
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



# 4-Panel Video Wall Displays

These displays are comprised of four (4) individual screens each and located on Level 1 across from the Rep. John Lewis Way South (5th Avenue) & Omni Hotel entrance, Level 1M at the 6th Avenue & Korean Veterans Boulevard entrance, Level 2 at the 6th Avenue & Demonbreun Street entrance, and Level 4 along the Karl F. Dean Grand Ballroom prefunction corridor. They can accommodate still images, video, and audio.


4-Panel Video Walls	Specifications
Size	8'W x 4'6"H
Total Number	4
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	





# 80" Displays



These displays are located on Level 3 in an alcove near Exhibit Hall D. The 80" displays accommodate still images, videos, and audio.

80" Displays	Specifications
Size	70"W x 39"H
Total Number	2
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



# 65" Displays

These displays are located adjacent to meeting areas, public spaces, entrances/exits, and exhibit halls. Each 65" display accommodates still images, videos, and audio. Advertising on these displays may be purchased for any length of time, dependent on in-house events.

65" Displays	Specifications
Size	57"W x 32"H
Total Number	33
Pixel Dimensions	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	 





# 86" Vertical Display

This vertical display is located on Level 1 near the Rep. John Lewis Way South (5th Avenue) & Demonbreun Street entrance. The screen is positioned to help direct attendees and guests to specific meeting rooms, floors, or event activity. It can accommodate still images and video.

86" Vertical Display	Specifications
Size	42"W x 75"H
Total Number	1
Pixel Dimensions	1080W x 1920H
Image Format	.png, .jpg
Video Format	.mp4
Legend	<div></div>



# 43" Vertical Display

This vertical display is located on Level 1, not far from the Rep. John Lewis Way South (5th Avenue) & Omni Hotel entrance. The screen is positioned to help direct attendees and guests to Meeting Rooms 107-110 or to retail outlets in the southeast corner of the building. It can accommodate still images and video.


43" Vertical Display	Specifications
Size	21"W x 38"H
Total Number	1
Pixel Dimensions	1080W x 1920H
Image Format	.png, .jpg
Video Format	.mp4
Legend	<div></div>





# Wayfinding Pods


Wayfinding Pods extend from the ceiling along most corridors and concourses and provide directional assistance to visitors. The double-sided units are comprised of four (4) 65" screens – two on the front and two on the back. A different image or video can be displayed on each screen, or a single image or video can be displayed across two screens.

Wayfinding Pods	Specifications
Size	4 - 65" Displays
Total Number	17
<b>Pixel Dimensions</b>	<b>3840W x 1080H</b>
Single Screen	1920W x 1080H
Image Format	.png, .jpg
Video Format	.mp4
Legend	



# Room Board Displays

Each meeting room has a room board located immediately outside the space. The 19" displays are ideal for displaying still images or essential meeting information. Meeting space rentals include complimentary access to room boards with basic meeting information on a standard Music City Center-themed template (pictured below). Custom options are available for an additional fee.








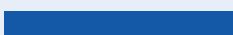







Room Board Displays	Specifications
Size	16.6"W x 9.3"H
Total Number	70
Pixel Dimensions	1280W x 1024H
Image Format	.png, .jpg
Video Format	.mp4
Legend	





# Price Guide

All signage is subject to availability. Listed pricing covers exclusive content for a singular display for the duration of the event. For a complete buy-out of all facility digital signage, contact Music City Center.

#	Inventory	Pixel Dimensions	Legend	Price
1	Level 2 LED Wall	1920W x 1080H		\$7,000
1	Level 4 LED Wall	3840W x 1080H		\$5,000
3	Exhibit Hall Dormer	576W x 1152H		\$7,000
1	Exhibit Hall A Display	1080W x 1920H		\$2,500
1	Hall B Concourse LED Wall	17280W x 2160H		\$15,000
3	Corner Wrap Display	1600W x 1080H		\$4,500
3	Escalator Landing LED Wall	3840W x 1080H		\$5,000
1	9-Panel Video Wall	1920W x 1080H		\$4,000
2	4-Panel Video Wall	1920W x 1080H		\$3,500
2	80" Display	1920W x 1080H		\$750
33	65" Display	1920W x 1080H		\$750
1	86" Vertical Display	1080W x 1920H		\$1,000
1	43" Vertical Display	1080W x 1920H		\$500
17	Wayfinding Pod	3840W x 1080H		\$2,000
70	Room Board Customization	1280W x 1024H		Contact for Pricing
Complete Music City Center Digital Signage Buy-Out				



# Digital Signage Location Maps

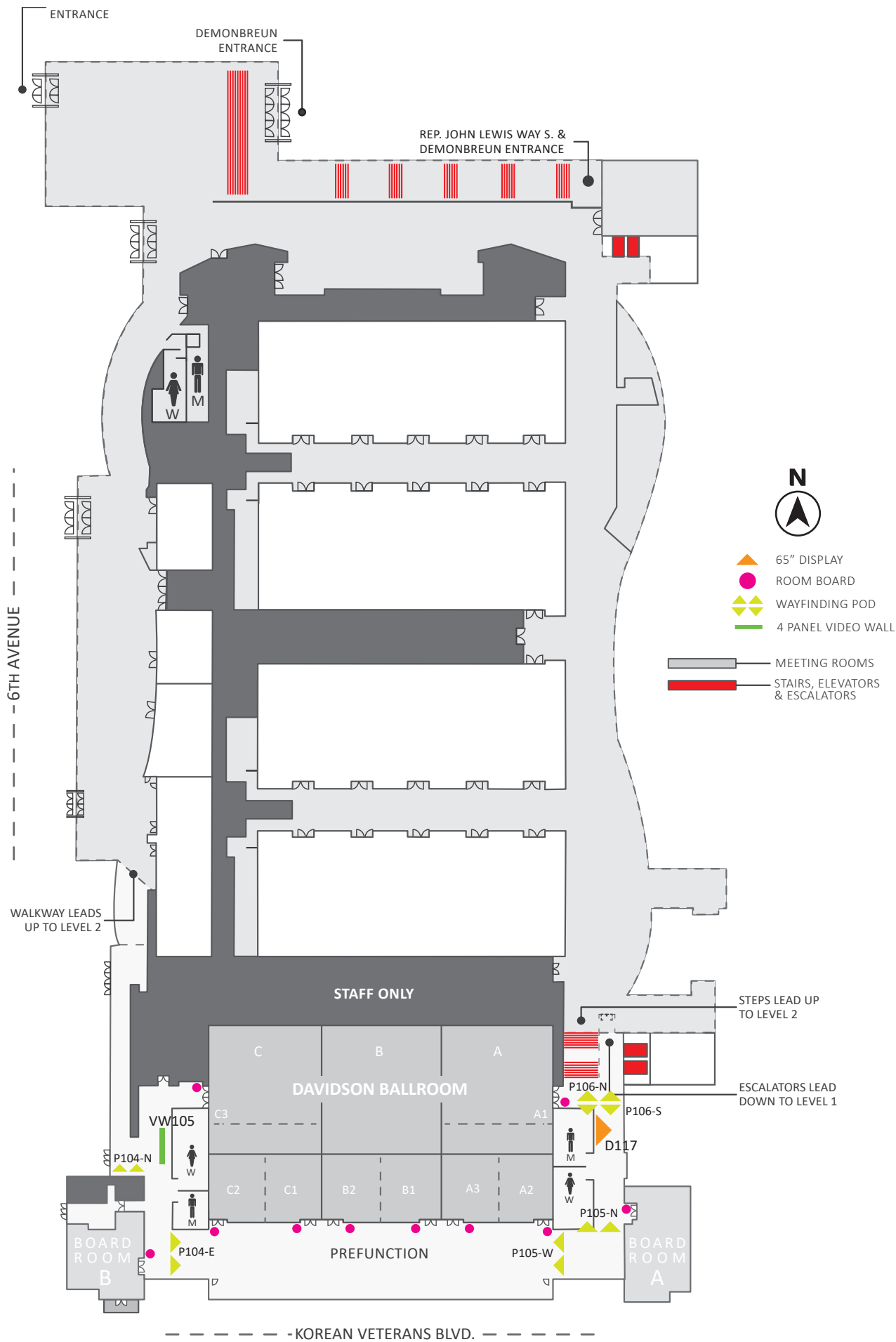
## Level 1 Meeting Rooms

- DEMONBREUN ST.



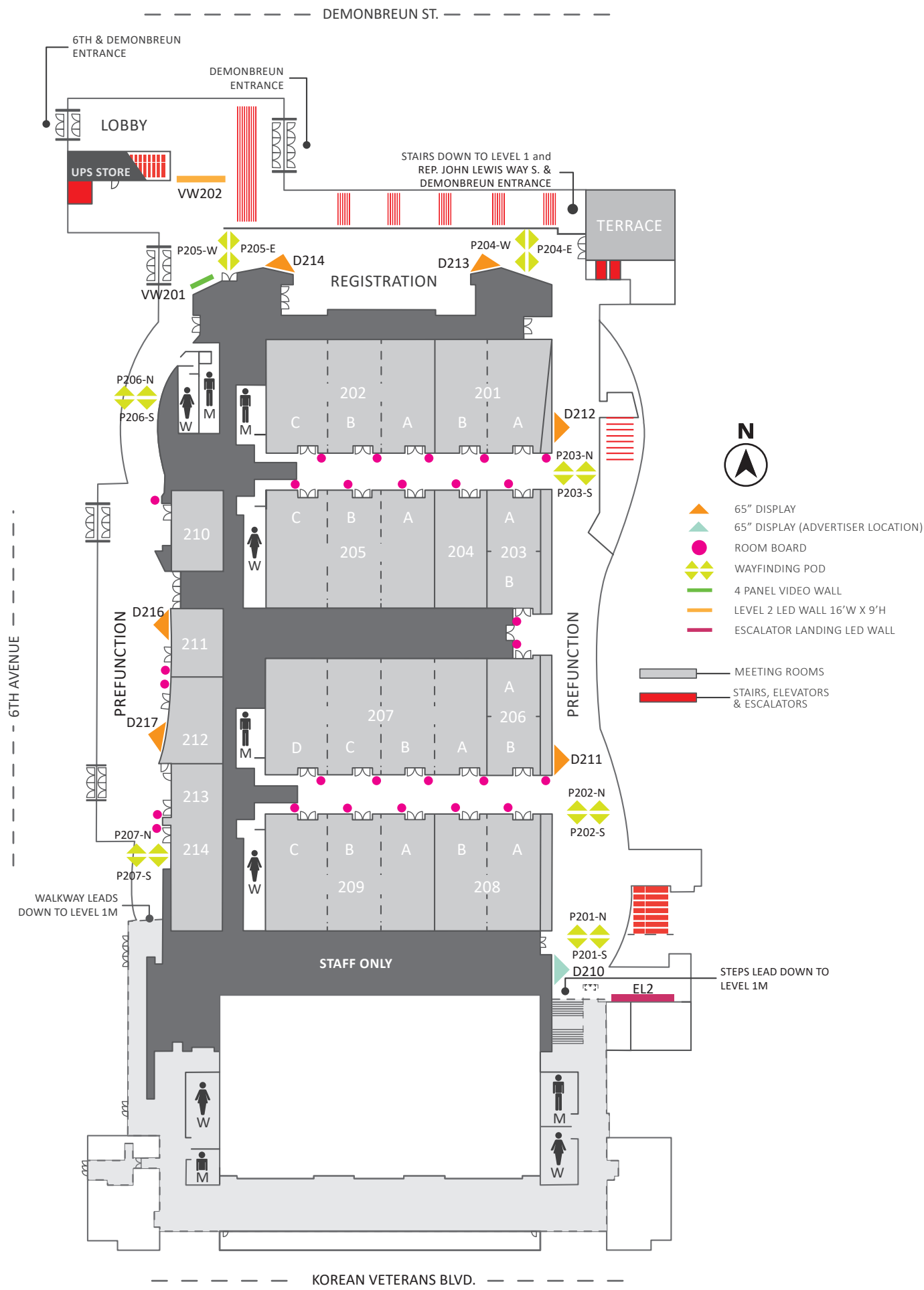


# Level 1M Davidson Ballroom



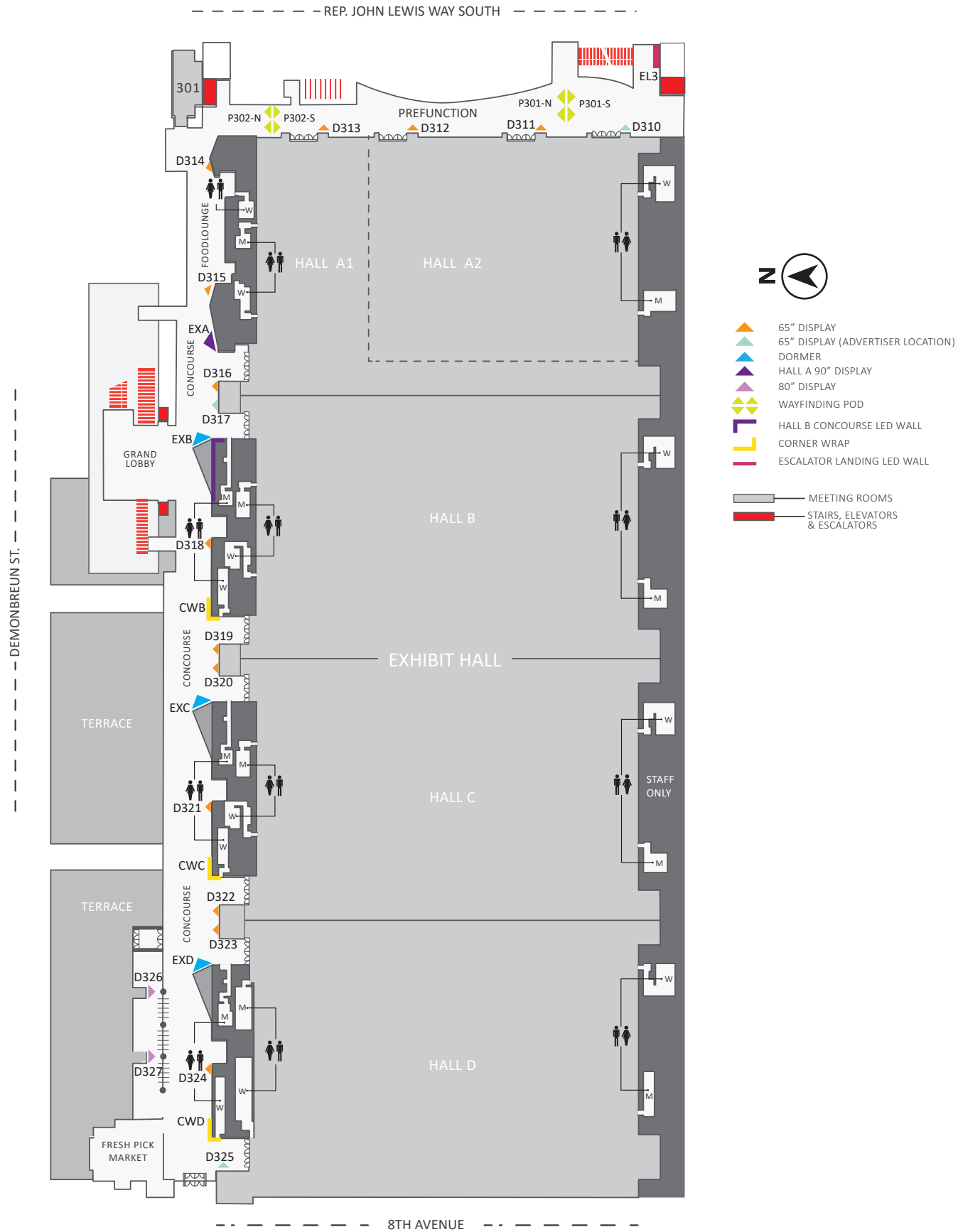


# Level 2 Meeting Rooms





# Level 3 Exhibit Hall





# Level 4 Karl F. Dean Grand Ballroom

