



Sponsorship Program

GEORGIA WORLD CONGRESS CENTER
Atlanta, GA





GEORGIA WORLD CONGRESS CENTER AUTHORITY

FACILITY OVERVIEW

Provided by: <https://www.gwcca.org/about-the-gwcca/>

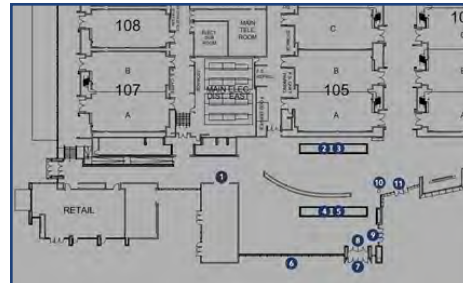
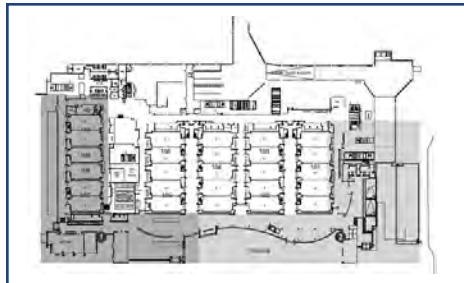
The Georgia World Congress Center Authority (GWCCA) was established in 1971 to oversee development of an international trade and exhibition center in Atlanta that today is known as the Georgia World Congress Center. Along with the convention center, GWCCA's ever-evolving campus spans 220-plus acres and includes Centennial Olympic Park, the lasting legacy of the 1996 Summer Olympic Games, Mercedes-Benz Stadium, home of the Atlanta Falcons and Atlanta United and, opening in 2022, GWCCA's headquarter hotel Signia Hilton.

FACILITY GRAPHIC INSTALLATION POLICY—Shepard can produce 100% of all graphics for GWCCA. As required by facility policy, a Shepard representative will install all graphic elements within the facility. All graphic and structure elements will need to be presented to KICC prior to installation for review and approval.



DIRECTIONS

1. Opportunities for graphics are available in the grey shaded areas within the floorplan.
2. When you click on a particular grey shaded section on a floorplan, you will be linked the full numbered listing of graphic opportunities within that area.
3. From the location, you may choose any numbered element to review the exact location of the graphic opportunity.



4. At the bottom of each page frame, you will find information about the specific opportunities within your image (section location, banner (graphic number), size (graphic size), and notes.



SECTION: 1 LEVEL: 1 NOTES: Clings inside the doors is 23" x 84" each.

LOCATION: By Meeting Rooms 105 & 107

BANNER: 1A - 1D

SIZE: 24" x 84" each

5. The bottom RIGHT corner also allows you to navigate back to previous sections or levels.



>> Back to Section 1

>> Back to Level 1

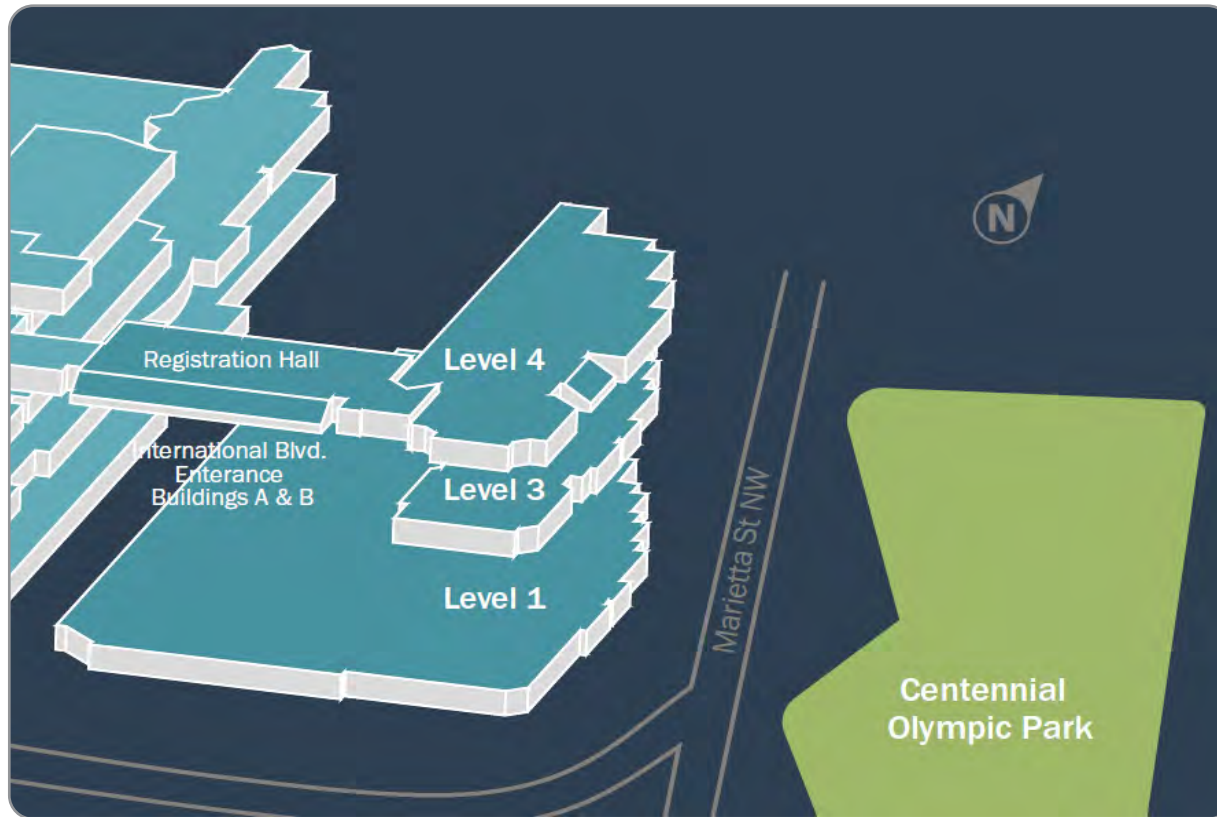
GRAPHIC PRODUCTION

Please be mindful of your graphic submission deadlines as indicated in your event contract with Shepard. Late submission of graphic orders may incur late fees. Please be sure to review your deadline dates on the provided Critical Path. You may also review these dates with your Account Executive.

Shepard strives to provide you and your exhibitors with quality service and graphic production. To ensure that graphics are produced in the highest quality, we ask that you review the Graphic Guidelines when submitting artwork for production.

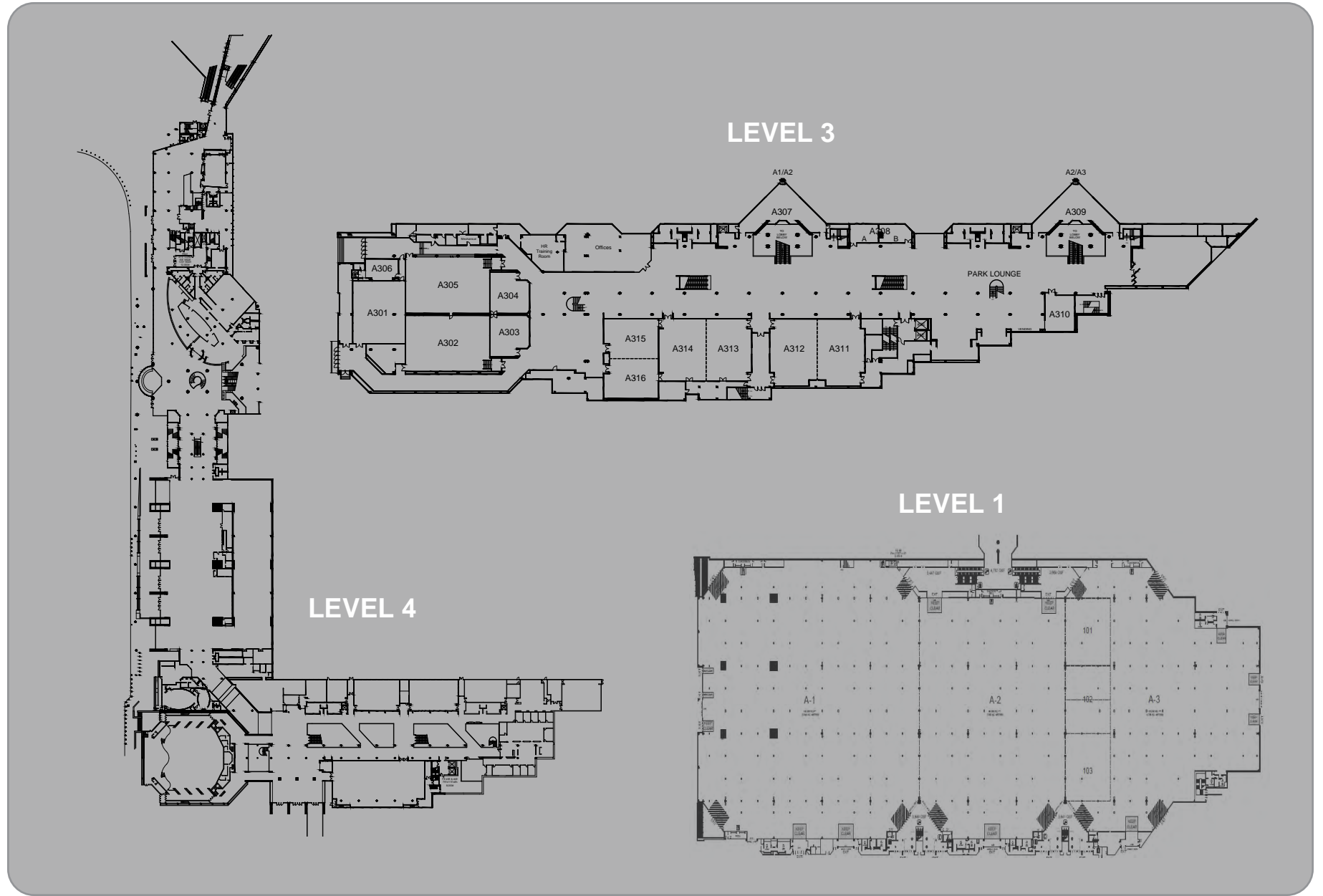
NOTE: Please contact your account executive or sales associate for a copy of the Shepard Graphic Guidelines.

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Click on the dark blue circle button with the white letter 'A' to view detailed plans of each level.

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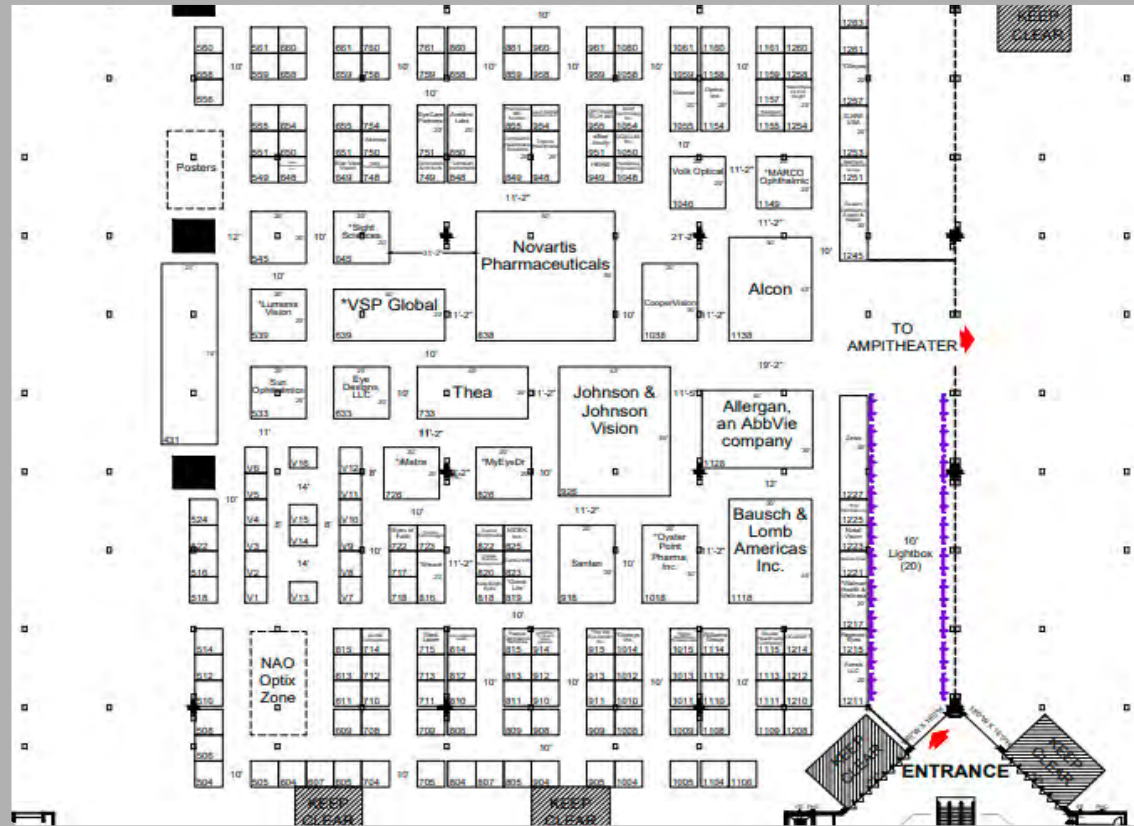


ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 1, 3, 4
SECTION: A1, A3, A4A, A4B, E1A
LOCATION: Lobby



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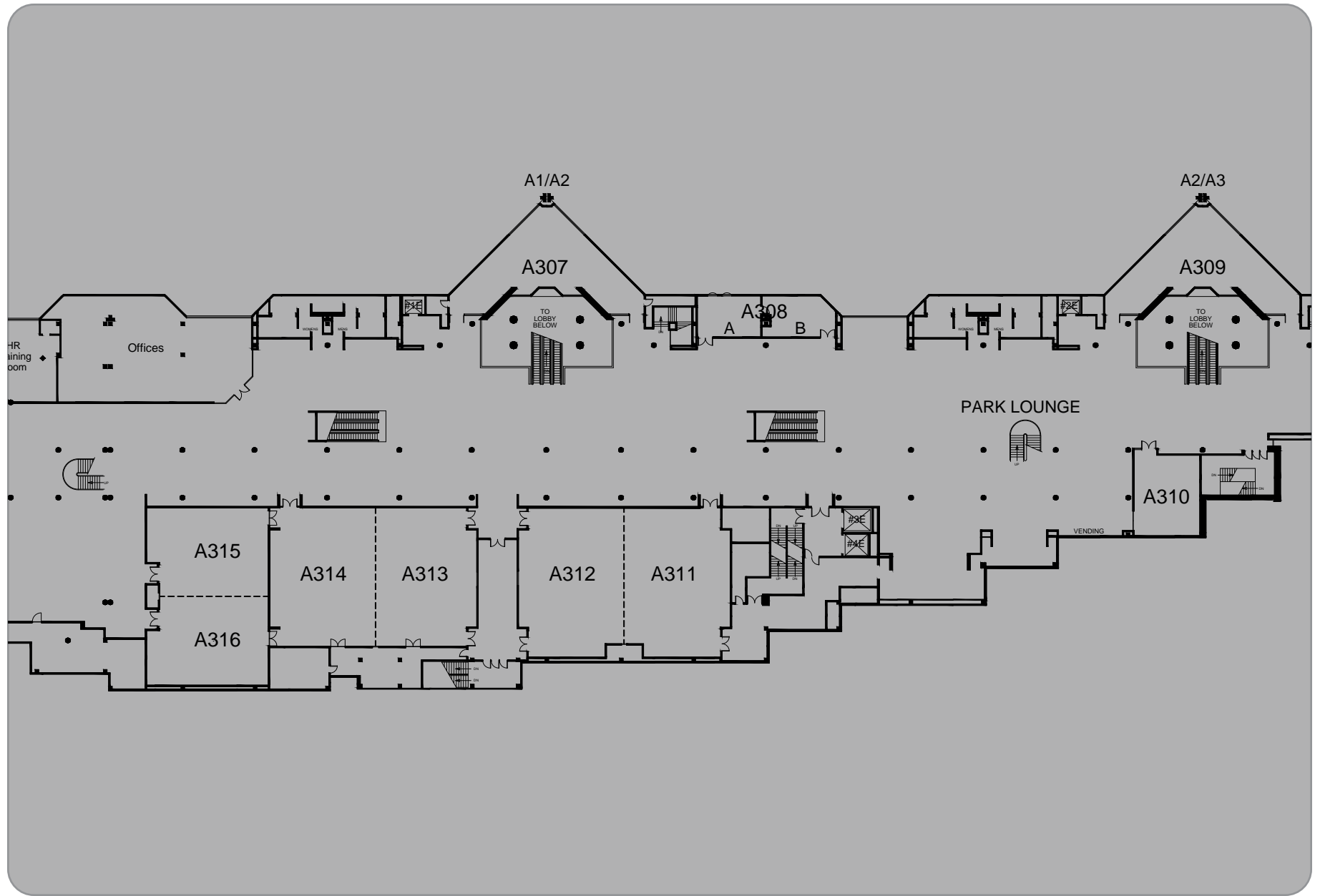


ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 1
SECTION: A1
LOCATION: Exhibit Hall



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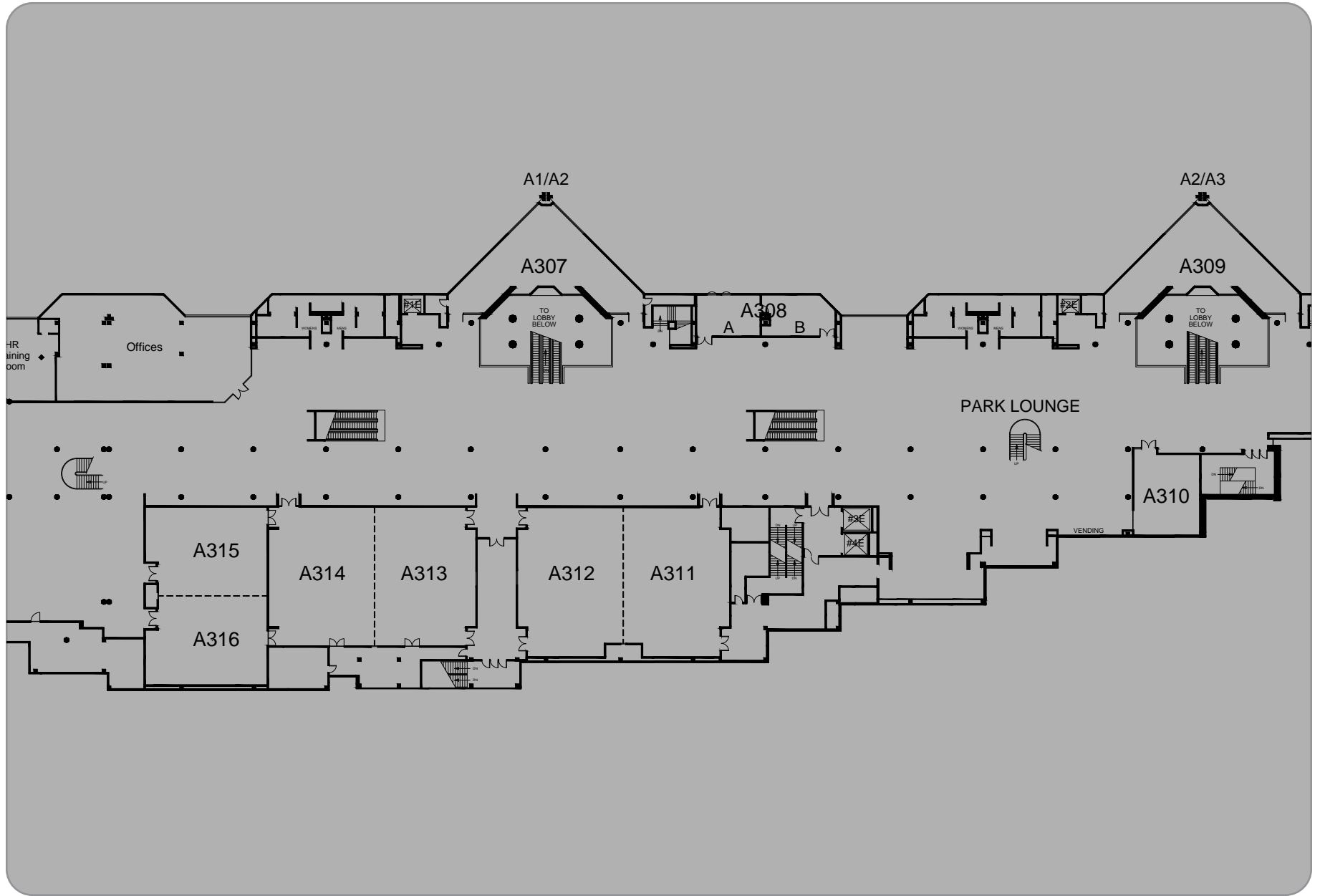


ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 3
SECTION: A3
LOCATION: Lobby



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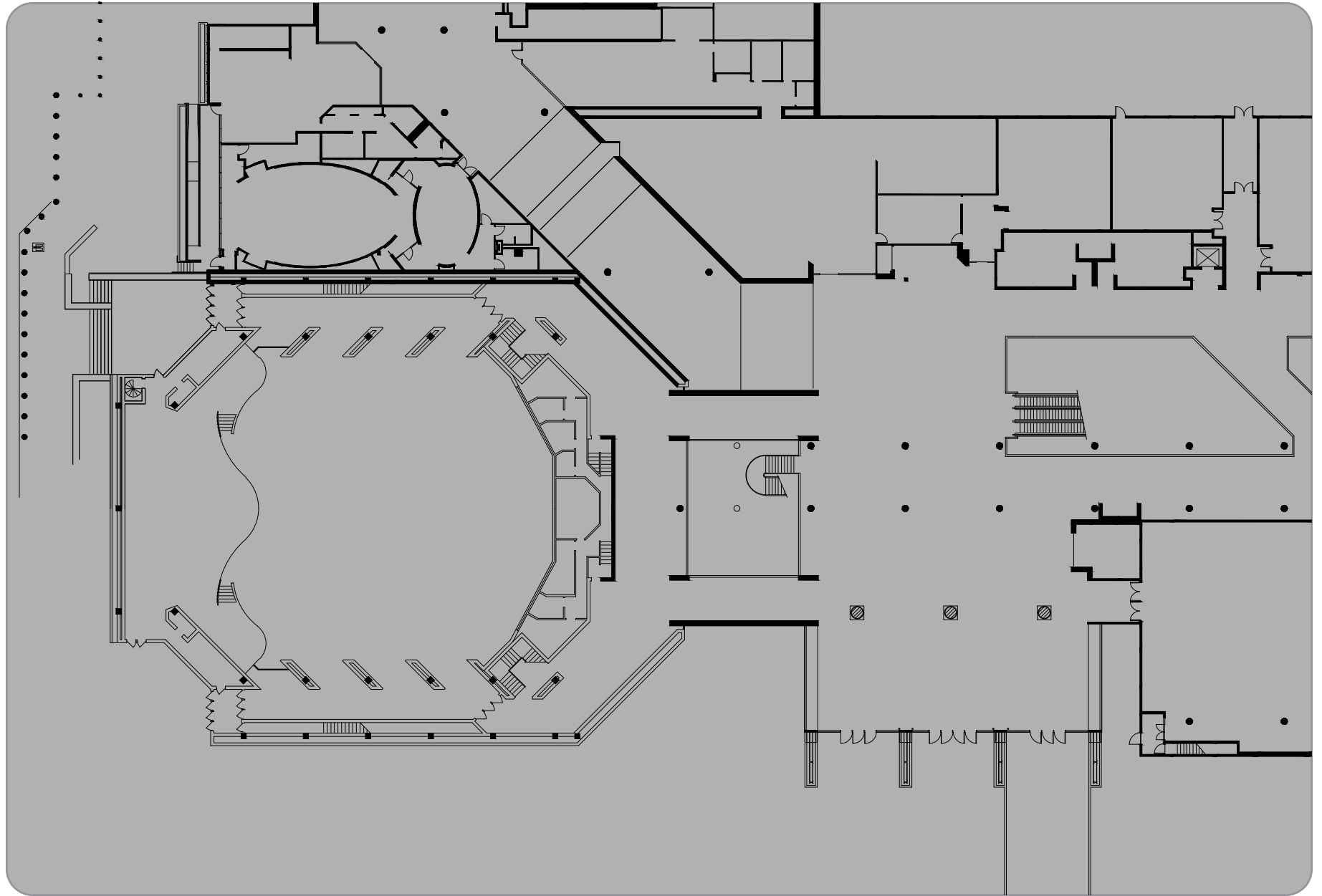


ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 3
SECTION: A3
LOCATION: Lobby Lightbox Locations



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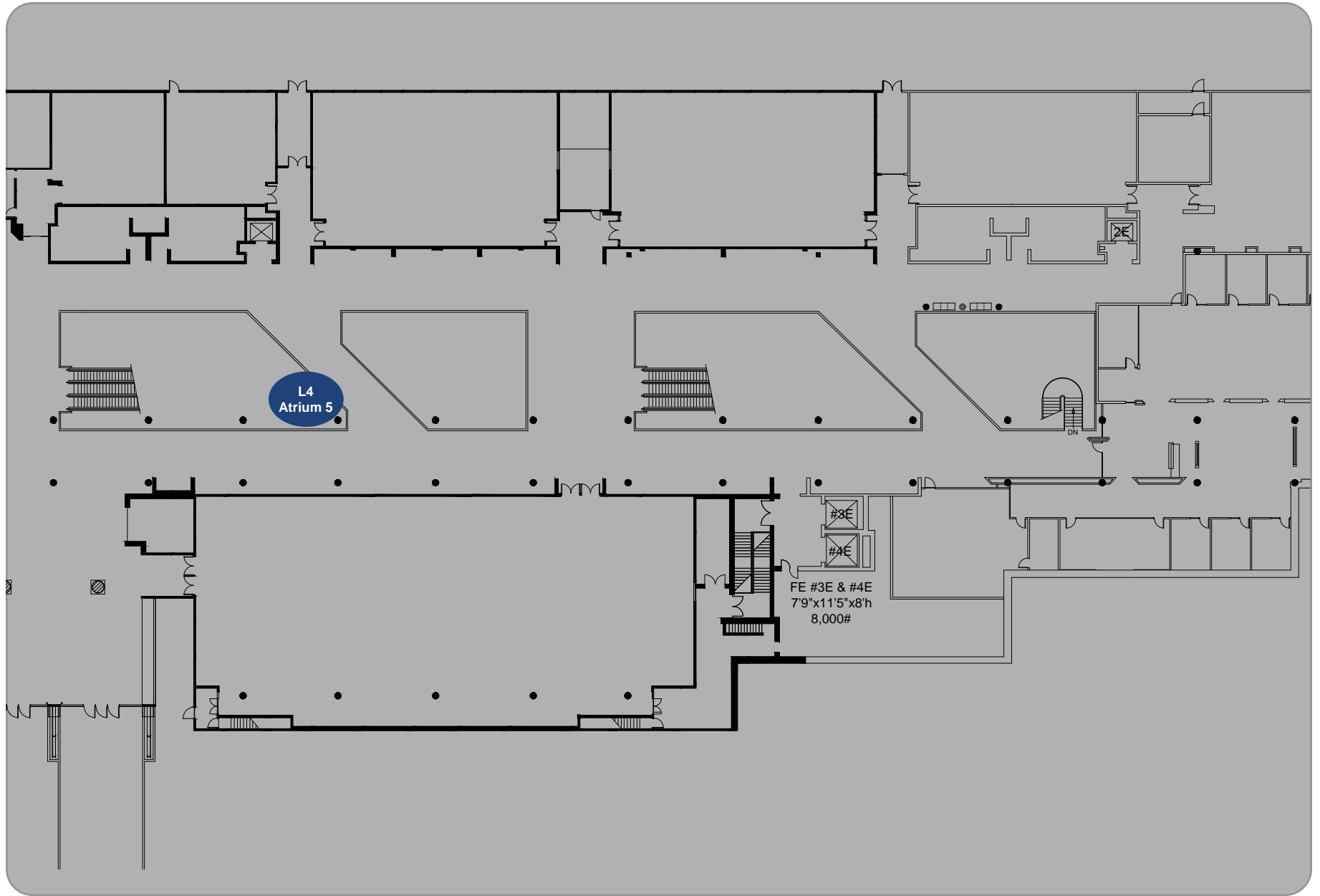


ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 4
SECTION: A4A
LOCATION: Lobby & Exterior



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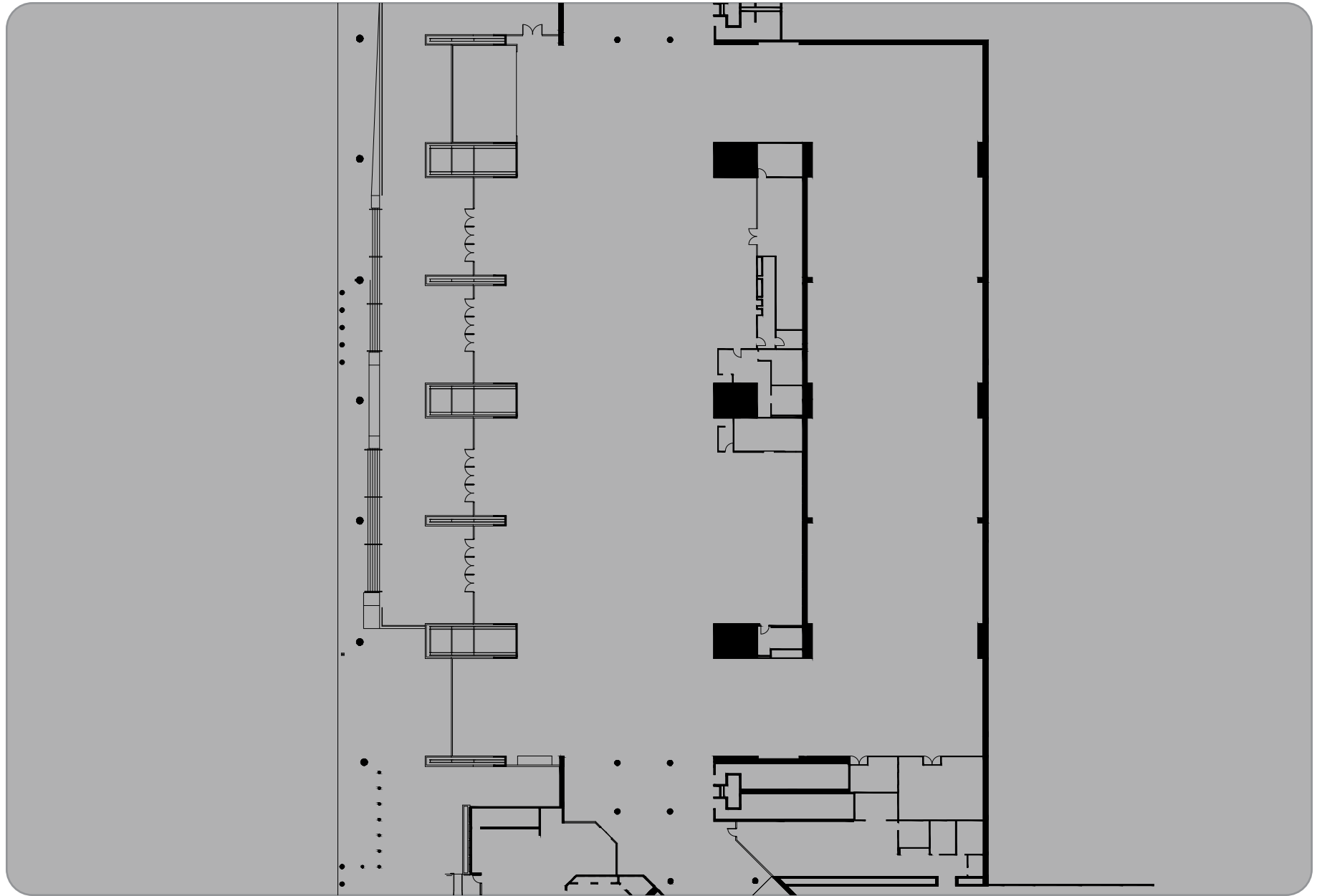
ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 4
SECTION: A4B
LOCATION: Lobby

>>



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ADDRESS: 285 Andrew Young International Blvd NW,
Atlanta, GA 30313
PHONE: 404-223-4000

LEVEL: 4
SECTION: E1A
LOCATION: Lobby

>>



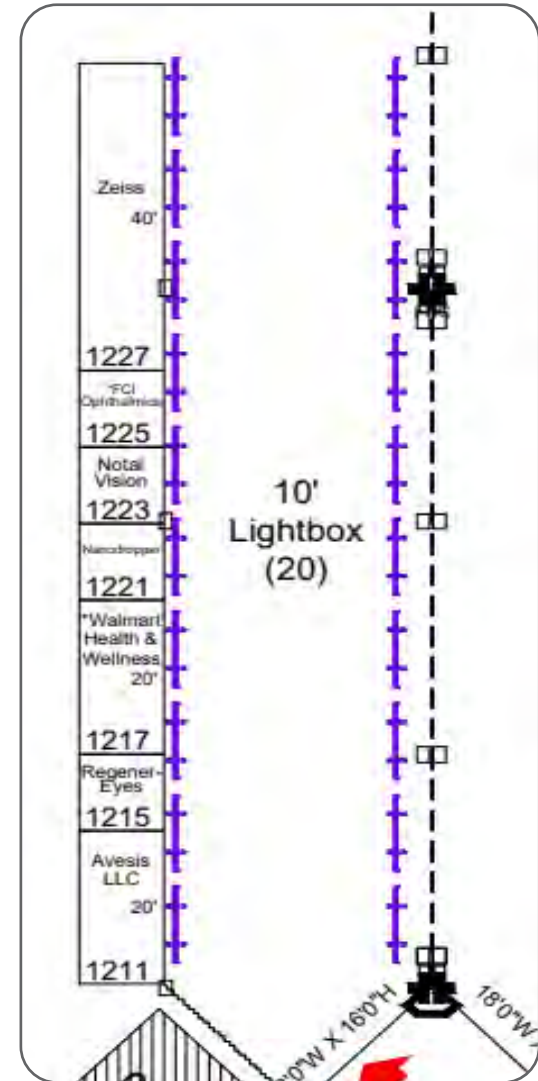


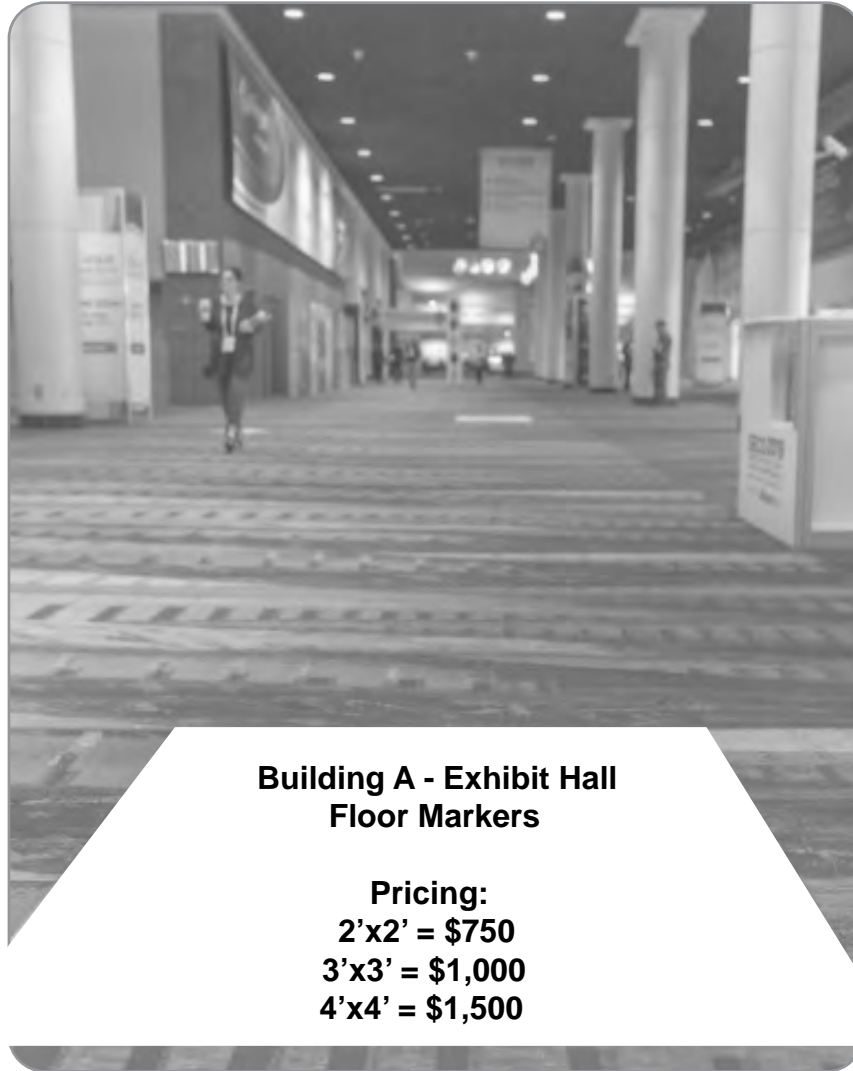


**Exhibit Hall
Lightbox 10'
Price: \$7,500**

Exhibit Hall Lightboxes

A quantity of 20 individual 10'x8' boxes are available.
Please indicate which Lightbox location you wish to reserve when
ordering (see options on the right).





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Level 3 - Banner 2

Price: \$6,500



SECTION: **A3**
LOCATION: **Building A**
BANNER: **Level 3 - Banner 2**
SIZE: **25' x 8'**

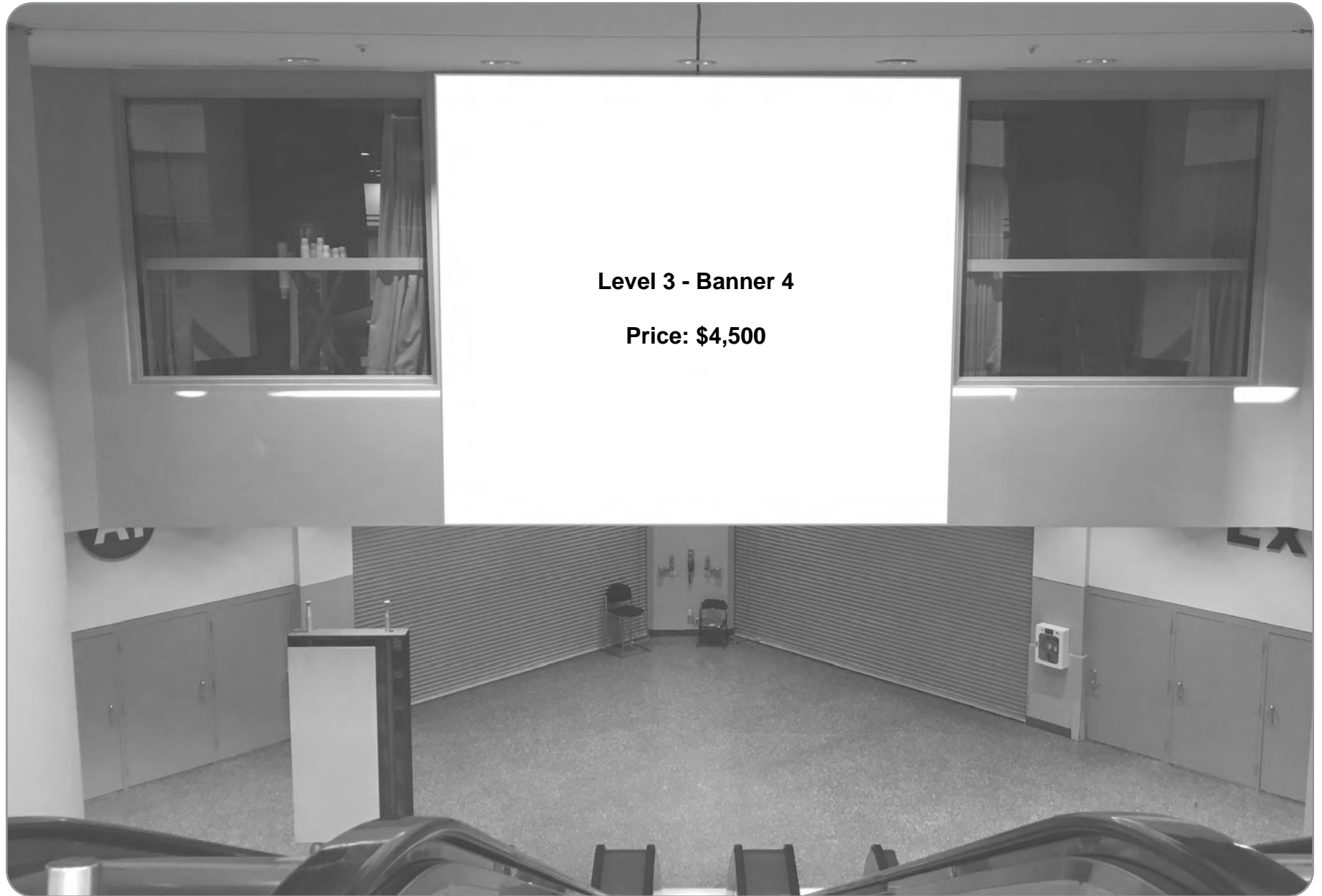
LEVEL: **3**

NOTES: **Material: Vinyl banner/Cling, single sided.**
Pole pockets top and bottom.

>>



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Level 3 - Banner 4

Price: \$4,500



SECTION: **A3**
LOCATION: **Building A**
BANNER: **Level 3 - Banner 4**
SIZE: **13' x 8'**

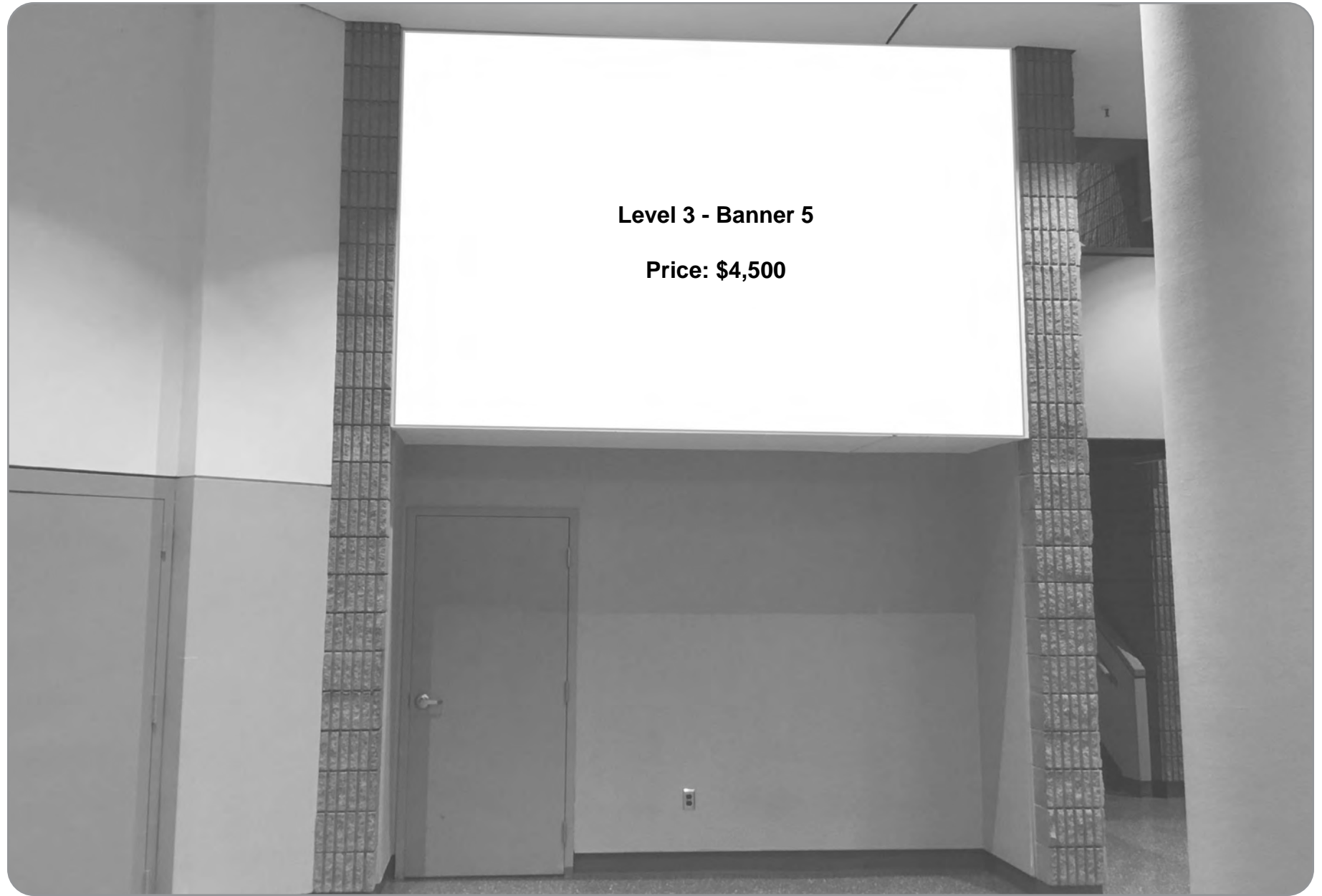
LEVEL: **3**

NOTES: **Material: Cling, single sided.**

>>



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Level 3 - Banner 5

Price: \$4,500



SECTION: **A3**
LOCATION: **Building A**
BANNER: **Level 3 - Banner 5**
SIZE: **13' x 8'**

LEVEL: **3**

NOTES: **Material: Vinyl banner/Cling, single sided.**
Pole pockets top and bottom.

>>



GEORGIA WORLD CONGRESS CENTER AUTHORITY

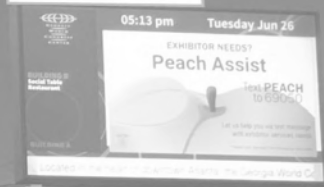


Level 3
Column
2

Price:
\$3,000

Level 3
Column 1

Price:
\$3,000



SECTION: A3
LOCATION: Building A
BANNER: Level 3 - Column 1 & Column 2
SIZE: 6'4" x 18'

LEVEL: 3

NOTES: Material: Vinyl wrap column with velcro seam.
Single Sided. Monitor obstruction.

>>



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Level 3
Column 3

Price:
\$3,000



SECTION: A3
LOCATION: Building A
BANNER: Level 3 - Column 3
SIZE: 6'4" x 18'

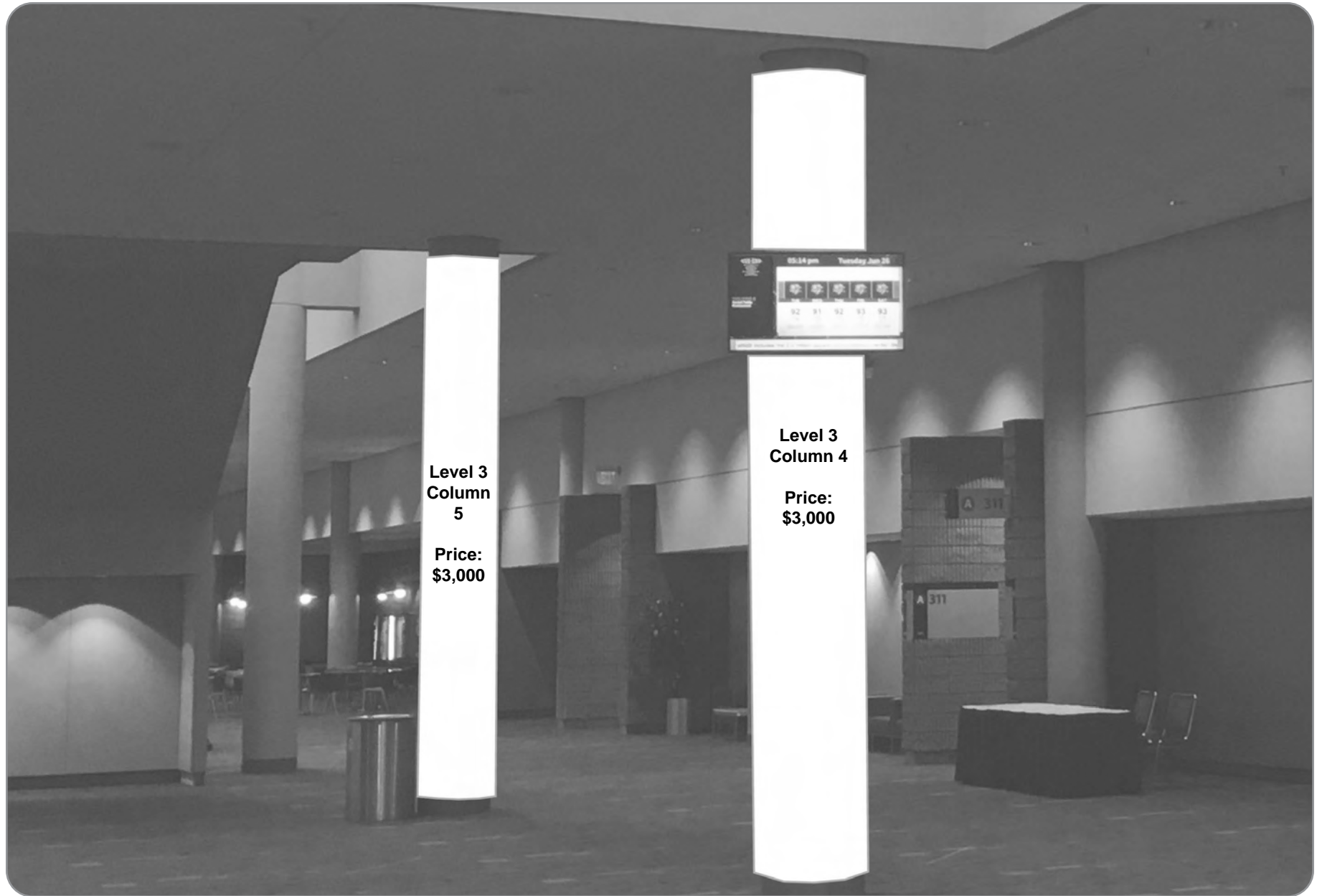
LEVEL: 3

NOTES: Material: Vinyl wrap column with velcro seam.
Single Sided.

>>



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SECTION: A3
LOCATION: Building A
BANNER: Level 3 - Column 5
SIZE: 6'4" x 18' ea.

LEVEL: 3

NOTES: Material: Vinyl wrap column with velcro seam.
Single Sided.

>>



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Hand Rail Escalator Cling Level
3 to Exhibit Hall Lobby #1

Price: \$3,500

Hand Rail Escalator Cling Level
3 to Exhibit Hall Lobby #2

Price: \$3,500



SECTION: A3
LOCATION: Building A
BANNER: Escalator Hand Rail Cling - Level 3 to Lobby #1 & #2
SIZE: 17" x 48' ea., QTY 2

LEVEL: 3

NOTES: Material: Vinyl cling. Single Sided.
Scroll to the following page to view interior side
panel escalator cling opportunities.

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Exterior Banner 1

Price: \$50,000



SECTION: A4A
LOCATION: Building A
BANNER: Exterior Logo Box Banner 1
SIZE: 80' x 20'

LEVEL: 4

NOTES: Material: Vinyl banner/Mesh, single sided. Pole pockets top and bottom. Exterior Sign.

>>



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Exterior Banner 2

Price: \$46,000



SECTION: A4A
LOCATION: Building A
BANNER: Exterior Logo Box Banner 2
SIZE: 70' x 26'

LEVEL: 4

NOTES: Material: Vinyl banner/Mesh, single sided. Pole pockets top and bottom. Exterior Sign.

>>



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Exterior Banner 3

Price: \$38,000



SECTION: A4A
LOCATION: Building A
BANNER: Exterior Logo Box Banner 3
SIZE: 50' x 26'

LEVEL: 4

NOTES: Material: Vinyl banner/Mesh, single sided. Pole pockets top and bottom. Exterior Sign.

>>





Exterior Logo Box Banner 1

Price: \$1,250



SECTION: A4A
LOCATION: Building A
BANNER: Exterior Logo Box Banner 1
SIZE: 6' x 8'

LEVEL: 4

NOTES: Material: Sintra, single or double sided. Exterior Sign.

>>





Exterior Logo Box Banner 2

Price: \$1,250



Exterior Logo Box Banner 3

Price: \$1,250



Exterior Logo Box Banner 4

Price: \$1,250



SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Exterior Logo Box Banner 4
SIZE: 6' x 8'

NOTES: Material: Sintra, single or double sided. Exterior Sign.

>>





Exterior Logo Box Banner 5

Price: \$1,250

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Exterior Entrance Header 1

Exterior Entrance Header 2

Exterior Entrance Header
(Offered as one opportunity)
Price: \$16,000



SECTION: A4A
LOCATION: Building A
BANNER: Exterior Entrance Header 1 & 2
SIZE: 26'6" x 20" ea.

LEVEL: 4

NOTES: Material: Sintra, single sided. Exterior Sign

>>



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SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Main Lobby 6 (Front & Back)
SIZE: 28' x 6'

NOTES: Material: Vinyl banner, double sided. Pole pockets top and bottom.

>>



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**Main Lobby 7
(Front & Back)
Price Per Side: \$23,000**



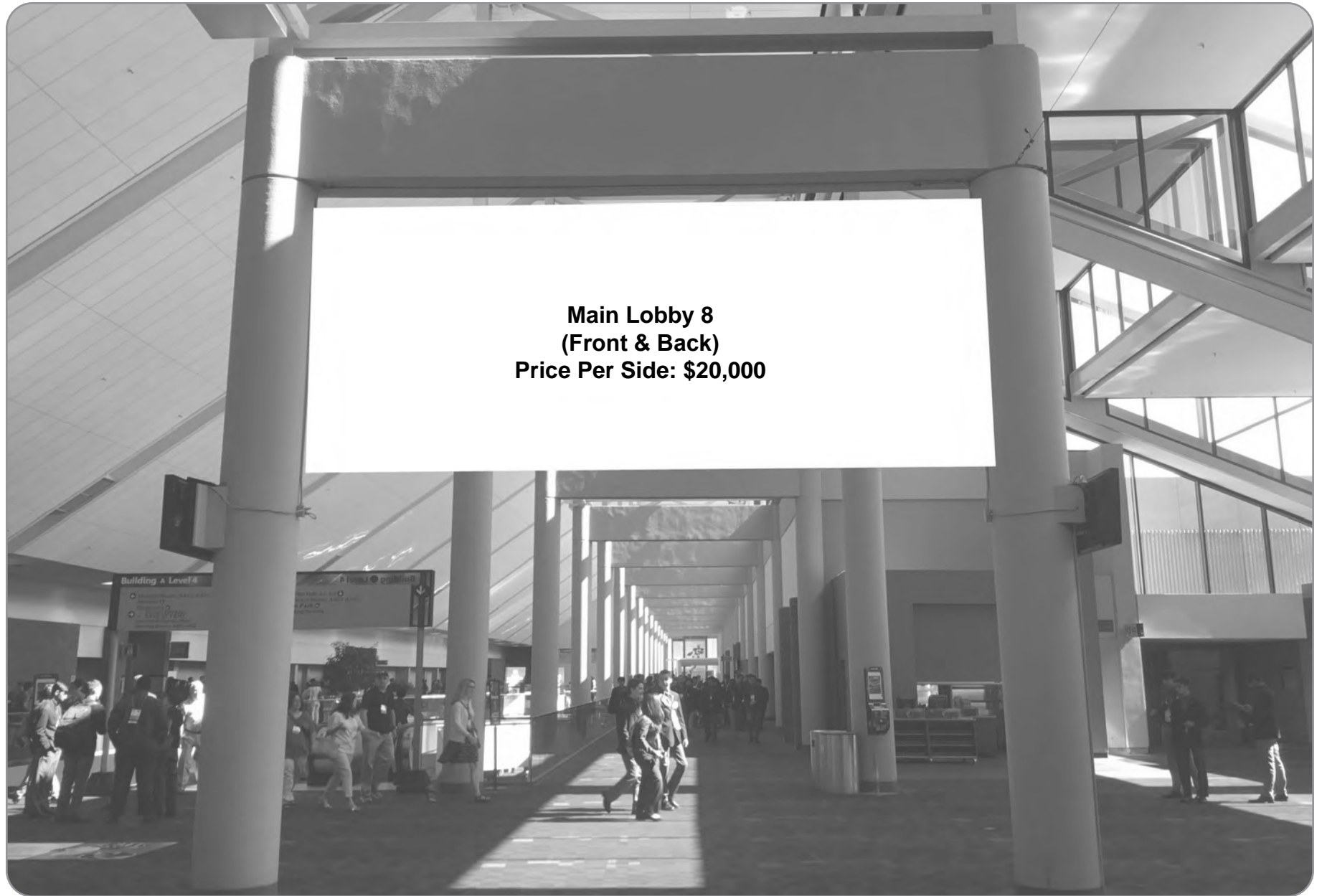
SECTION: A4A
LOCATION: Building A
BANNER: Main Lobby 7 (Front & Back)
SIZE: 28' x 6'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided. Pole pockets top and bottom.

>>





**Main Lobby 8
(Front & Back)
Price Per Side: \$20,000**



**Main Lobby 9
(Front & Back)
Price Per Side: \$20,000**



SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Main Lobby 9 (Front & Back)
SIZE: 18' x 6'

NOTES: Material: Vinyl banner, double sided. Pole pockets top and bottom.

>>



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**Level 4 Overhead 1
(Front & Back)
Price Per Side: \$20,000**



SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Level 4 Overhead 1 (Front & Back)
SIZE: 18' x 6'

NOTES: Material: Vinyl banner, double sided. Pole pockets top and bottom.

>>



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Colonnade
Banner 15
Price:
\$4,000

Colonnade
Banner 16
Price:
\$4,000



SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Colonnade Banner 15 & Banner 16
SIZE: 3' x 8'

NOTES: Material: Vinyl banner, double sided. Pole pockets top and bottom.

>>





A4 Rampway 1
Price Per Side: \$3,000

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A4 Rampway 2
Price: \$3,000



SECTION: A4A
LOCATION: Building A
BANNER: A4 Rampway 2
SIZE: 30' x 3'

LEVEL: 4

NOTES: Material: Vinyl banner, single sided. Pole pockets top and bottom.

>>



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**Column Facade 21
(4-sides)
Price: \$7,500**

**Column Facade 20
(4-sides)
Price: \$7,500**

**Column Facade 19
(4-sides)
Price: \$7,500**



SECTION: A4A
LOCATION: Building A
BANNER: Column Facade 19-21
SIZE: 50.5' x 78.5" ea., QTY 4

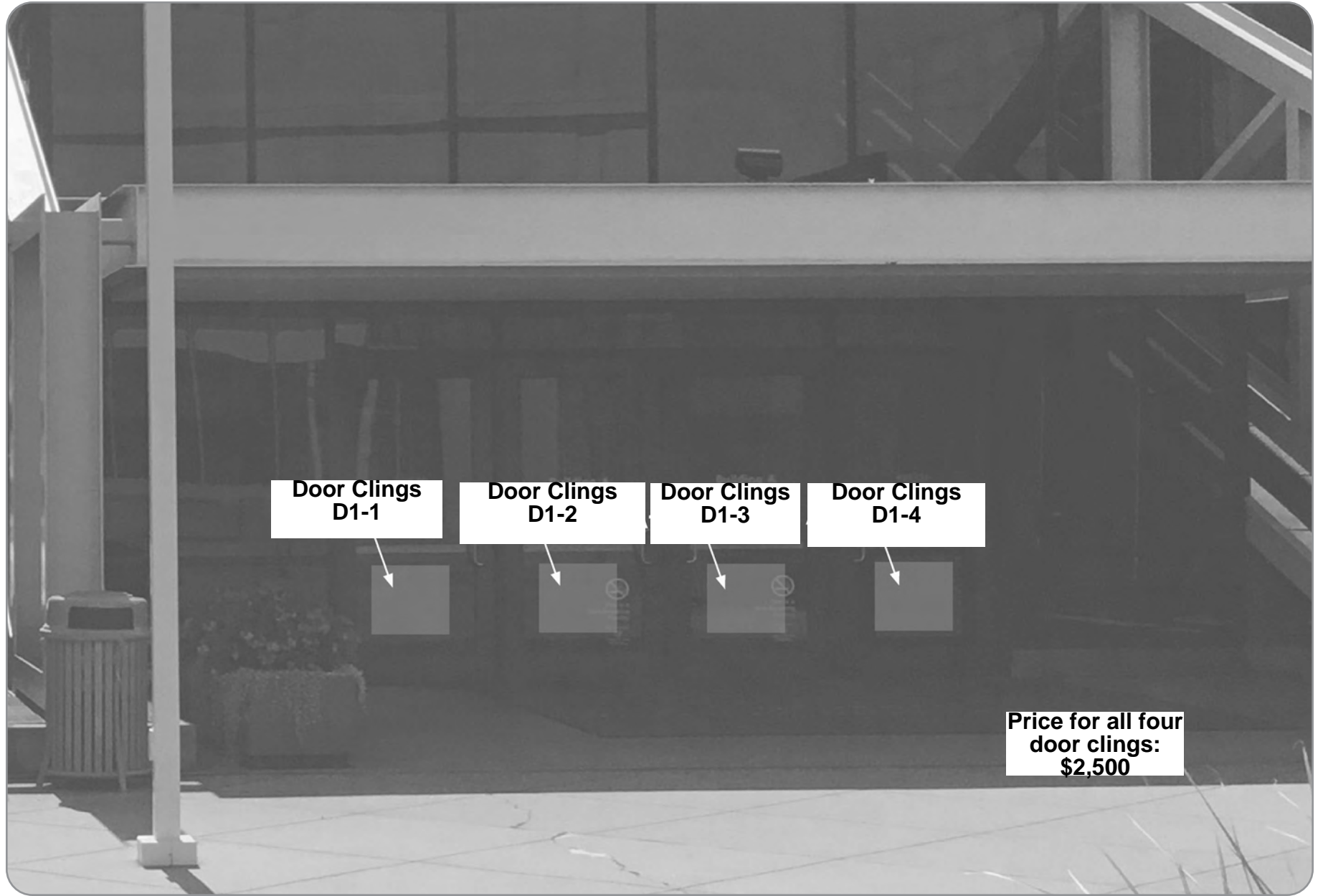
LEVEL: 4

NOTES: Material: Foamcore (4 sides - each side can be separate graphic)

>>



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SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Door Clings - D1-1, D1-2, D1-3, D1-4
SIZE: 2' x 2' ea., QTY 4

NOTES: Material: Cling. Double or Single Sided.



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SECTION: A4A LEVEL: 4
LOCATION: Building A
BANNER: Door Clings D2-1, D2-2, D2-3
SIZE: 2' x 2' ea., QTY 3

NOTES: Material: Cling. Double or Single Sided.



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SECTION: A4A
LOCATION: Building A
BANNER: Door Clings D3-1, D3-2, D3-3
SIZE: 2' x 2' ea., QTY 4

LEVEL: 4

NOTES: Material: Cling. Double or Single Sided.
Doors to walkway to Omni Hotel at CNN Center.

>>



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**Hand Rail Escalator Cling
Level 4 to 3 #1**

Price: \$3,500

**Hand Rail Escalator Cling
Level 4 to 3 #2**

Price: \$3,500

Top panels: 17" x 4' - Qty. 1 Each Side (Not Shown)
Center Panels: 17" x 6' 4" - Qty. 7 Each Side
Lower Panels: 17" x 3' 2" - Qty. 1 Each Side

SECTION: A4A

LEVEL: 4

NOTES: Material: Cling. (PhotoTex)

LOCATION: Building A

Scroll to the following page to view interior side

BANNER: Hand Rail Clings Level 4 to 3 #1 & #2

panel escalator cling opportunities.

SIZE: See above



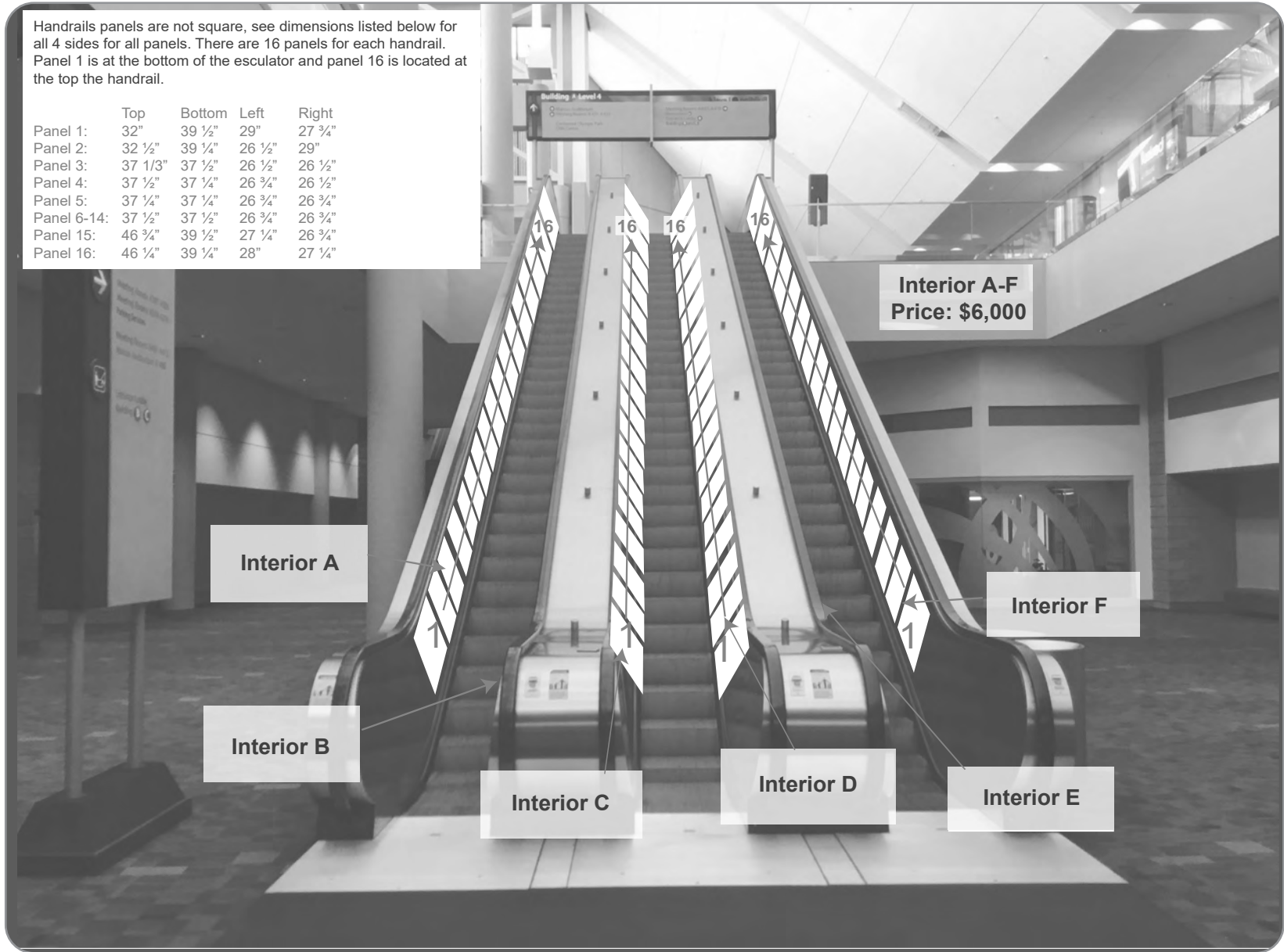
>>



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Handrails panels are not square, see dimensions listed below for all 4 sides for all panels. There are 16 panels for each handrail. Panel 1 is at the bottom of the escalator and panel 16 is located at the top the handrail.

| | Top | Bottom | Left | Right |
|-------------|---------|---------|---------|---------|
| Panel 1: | 32" | 39 1/2" | 29" | 27 3/4" |
| Panel 2: | 32 1/2" | 39 1/4" | 26 1/2" | 29" |
| Panel 3: | 37 1/3" | 37 1/2" | 26 1/2" | 26 1/2" |
| Panel 4: | 37 1/2" | 37 1/4" | 26 3/4" | 26 1/2" |
| Panel 5: | 37 1/4" | 37 1/4" | 26 3/4" | 26 3/4" |
| Panel 6-14: | 37 1/2" | 37 1/2" | 26 3/4" | 26 3/4" |
| Panel 15: | 46 3/4" | 39 1/2" | 27 1/4" | 26 3/4" |
| Panel 16: | 46 1/4" | 39 1/4" | 28" | 27 1/4" |



Interior A

Interior F

Interior B

Interior C

Interior D

Interior E

Interior A-F
Price: \$6,000

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Level 4 Overhead 2
Price Per Side: \$7,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Overhead 2
SIZE: 18' x 6'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom.

>>



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Level 4 Overhead 4

Price Per Side: \$7,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Overhead 4
SIZE: 18' x 6'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom.

>>



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Level 4 Overhead 6
Price Per Side: \$7,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Overhead 6
SIZE: 18' x 6'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom.

>>



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Level 4 Overhead 8

Price Per Side: \$7,000



SECTION: **A4B**
LOCATION: **Building A**
BANNER: **Level 4 Overhead 8**
SIZE: **18' x 6'**

LEVEL: **4**

NOTES: **Material: Vinyl banner, double sided.**
Pole pockets top and bottom.

>>



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SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Overhead 10
SIZE: 18' x 6'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom.

>>



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Level 4 Atrium 1

Price: \$5,500



SECTION: A4A
LOCATION: Building A
BANNER: Level 4 Atrium 1
SIZE: 16' x 5'

LEVEL: 4

NOTES: Material: Vinyl banner, single sided. Pole pocket top and bottom.

>>



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Level 4 Atrium 2
Price: \$9,000

Level 4 Atrium 3
Price: \$9,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Atrium 2 & Atrium 3
SIZE: 28' x 5' each (Can be combined 56' x 5')

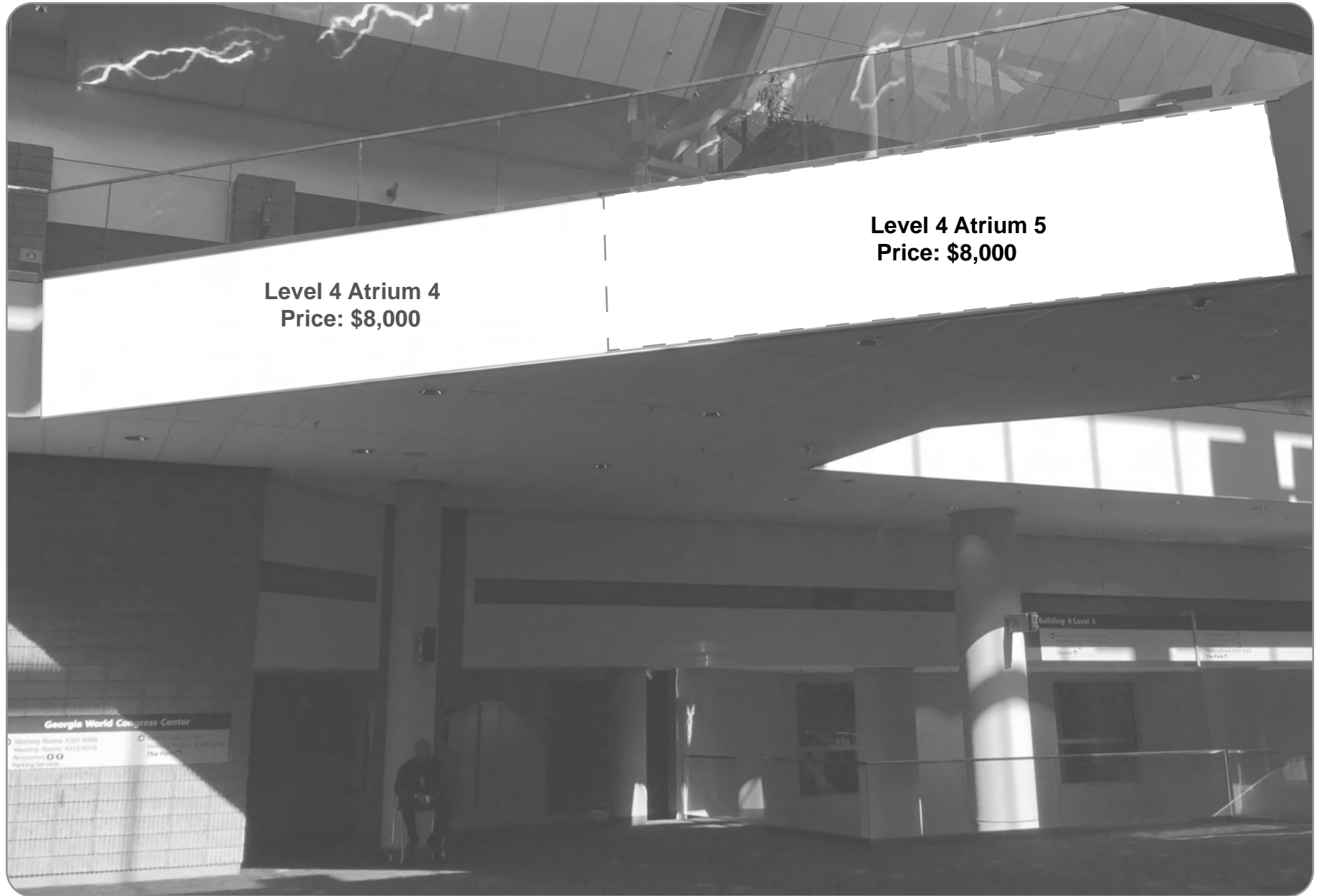
LEVEL: 4

NOTES: Material: Vinyl banner, single sided.
Pole pockets top and bottom.

>>



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Level 4 Atrium 4
Price: \$8,000

Level 4 Atrium 5
Price: \$8,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Atrium 4 & Atrium 5
SIZE: 20' x 5' each (Can be combined for 40' x 5')

LEVEL: 4

NOTES: Material: Vinyl banner, single sided.
Pole pockets top and bottom.

>>



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Level 4 Atrium 6

Price: \$4,000



SECTION: **A4B**
LOCATION: **Building A**
BANNER: **Level 4 Atrium 5**
SIZE: **9' x 5'**

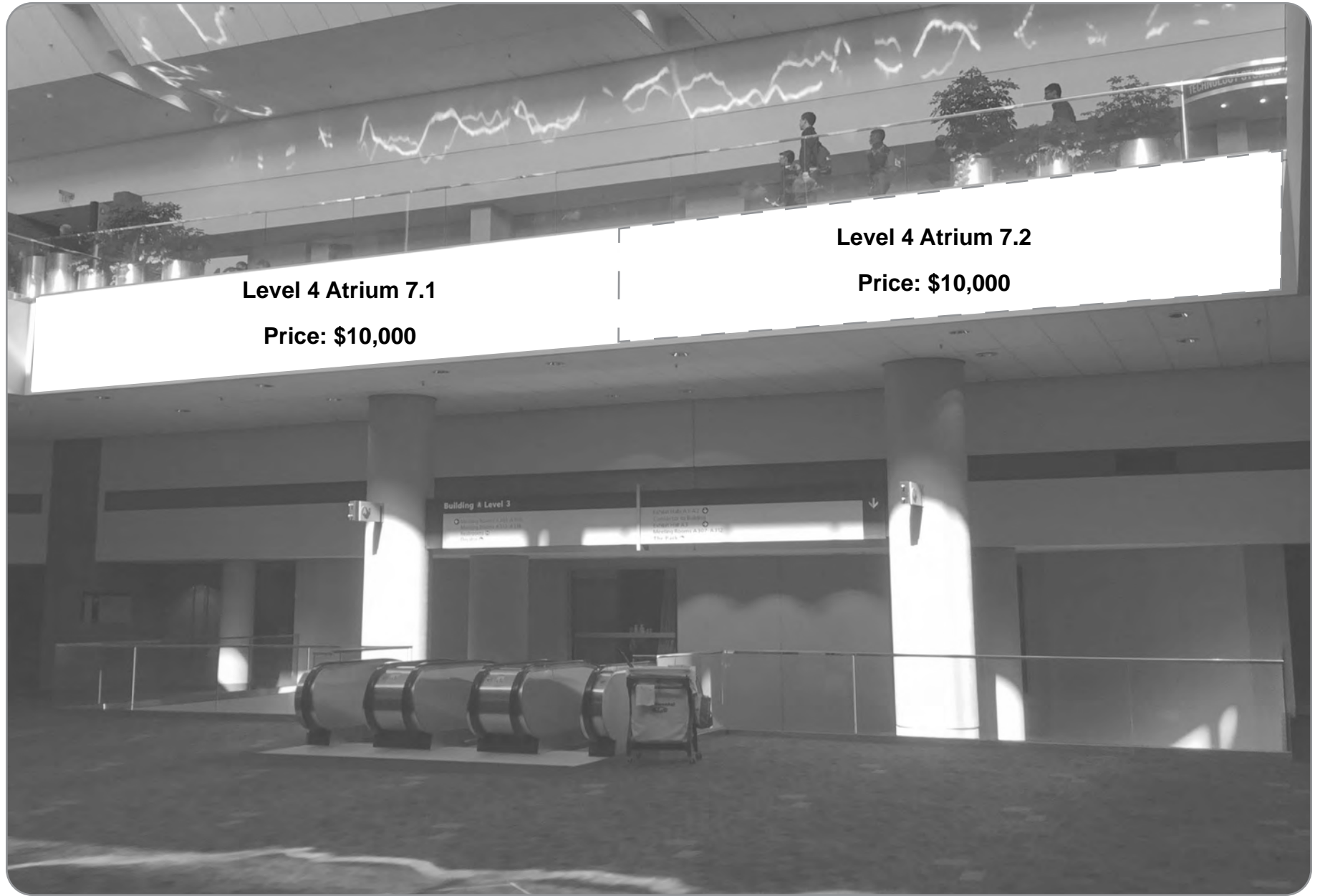
LEVEL: **4**

NOTES: **Material: Vinyl banner, single sided.**
Pole pockets top and bottom.

>>



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Level 4 Atrium 7.1

Price: \$10,000

Level 4 Atrium 7.2

Price: \$10,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Atrium 7.1 & 7.2
SIZE: 29' x 5' each

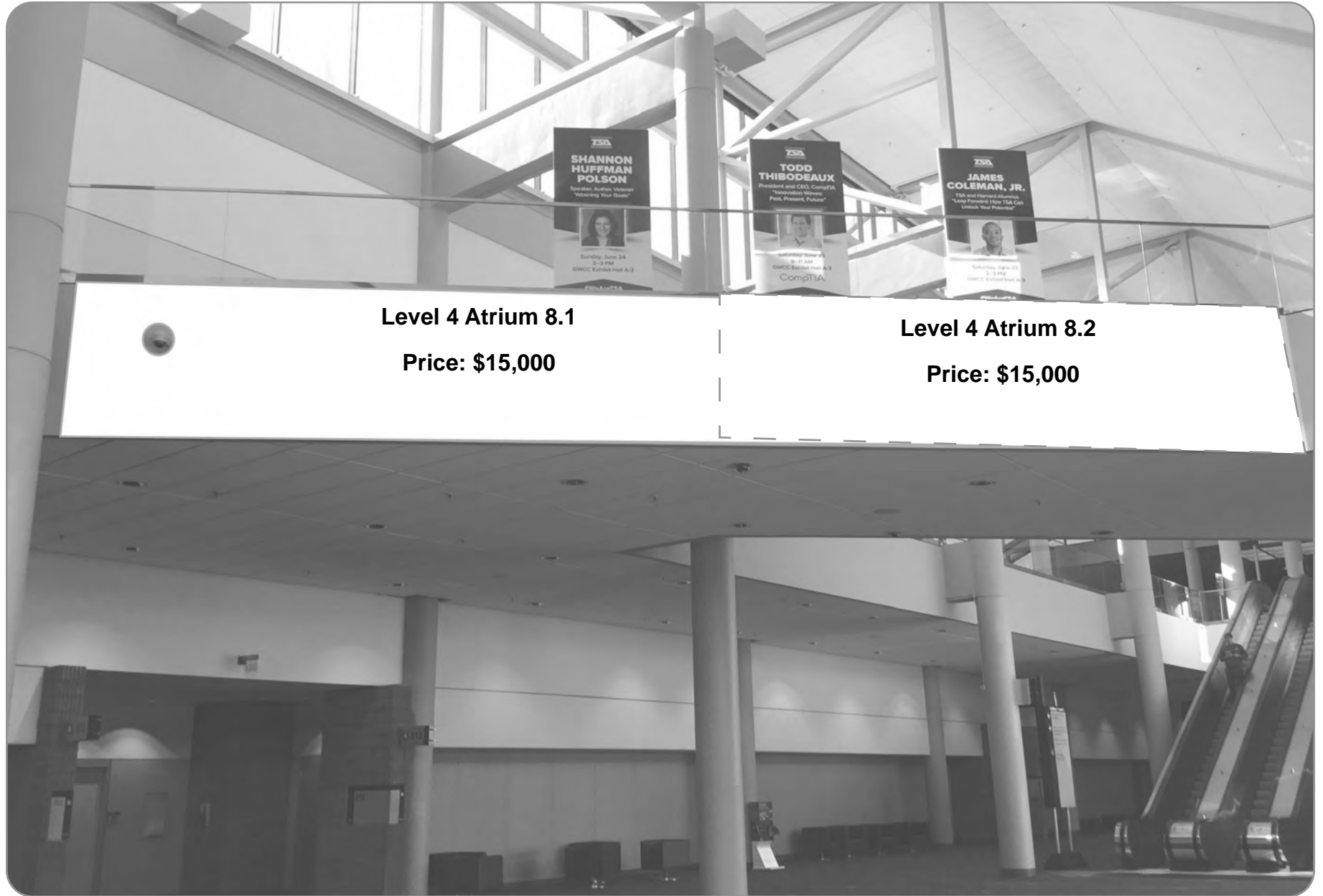
LEVEL: 4

NOTES: Material: Vinyl banner, single sided.
Pole pockets top and bottom.

>>



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Level 4 Atrium 8.1

Price: \$15,000

Level 4 Atrium 8.2

Price: \$15,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Atrium 8.1 & Atrium 8.2
SIZE: 17' x 5' (Can be combined 35' x 5')

LEVEL: 4

NOTES: Material: Vinyl banner, single sided.
Pole pockets top and bottom.

>>



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Level 4 Atrium 9

Price: \$10,000



SECTION: A4B
LOCATION: Building A
BANNER: Level 4 Atrium 9
SIZE: 37' x 5'

LEVEL: 4

NOTES: Material: Vinyl banner, single sided.
Pole pockets top and bottom.

>>



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Level 4 Atrium 10

Price: \$9,000



SECTION: **A4B**
LOCATION: **Building A**
BANNER: **Level 4 Atrium 10**
SIZE: **26' x 5'**

LEVEL: **4**

NOTES: **Material: Vinyl banner, single sided.**
Pole pockets top and bottom.

>>



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Lobby 14
Price: \$16,000



SECTION: E1A
LOCATION: Building A
BANNER: Lobby 14
SIZE: 15' x 22'

LEVEL: 4

NOTES: Material: Vinyl banner/Cling, single sided. Pole pockets top and bottom

>>



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Lobby 15

Price: \$16,000



SECTION: E1A
LOCATION: Building A
BANNER: Lobby 15
SIZE: 20' x 5'

LEVEL: 4

NOTES: Material: Vinyl banner/Cling, single sided. Pole pockets top and bottom

>>



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Lobby Truss 16

Price: \$17,500

Registration Hall



SECTION: **E1A**
LOCATION: **Building A**
BANNER: **Lobby Truss 16**
SIZE: **35' x 7'**

LEVEL: **4**

NOTES: **Material: Vinyl banner, single sided. Pole pockets top and bottom**

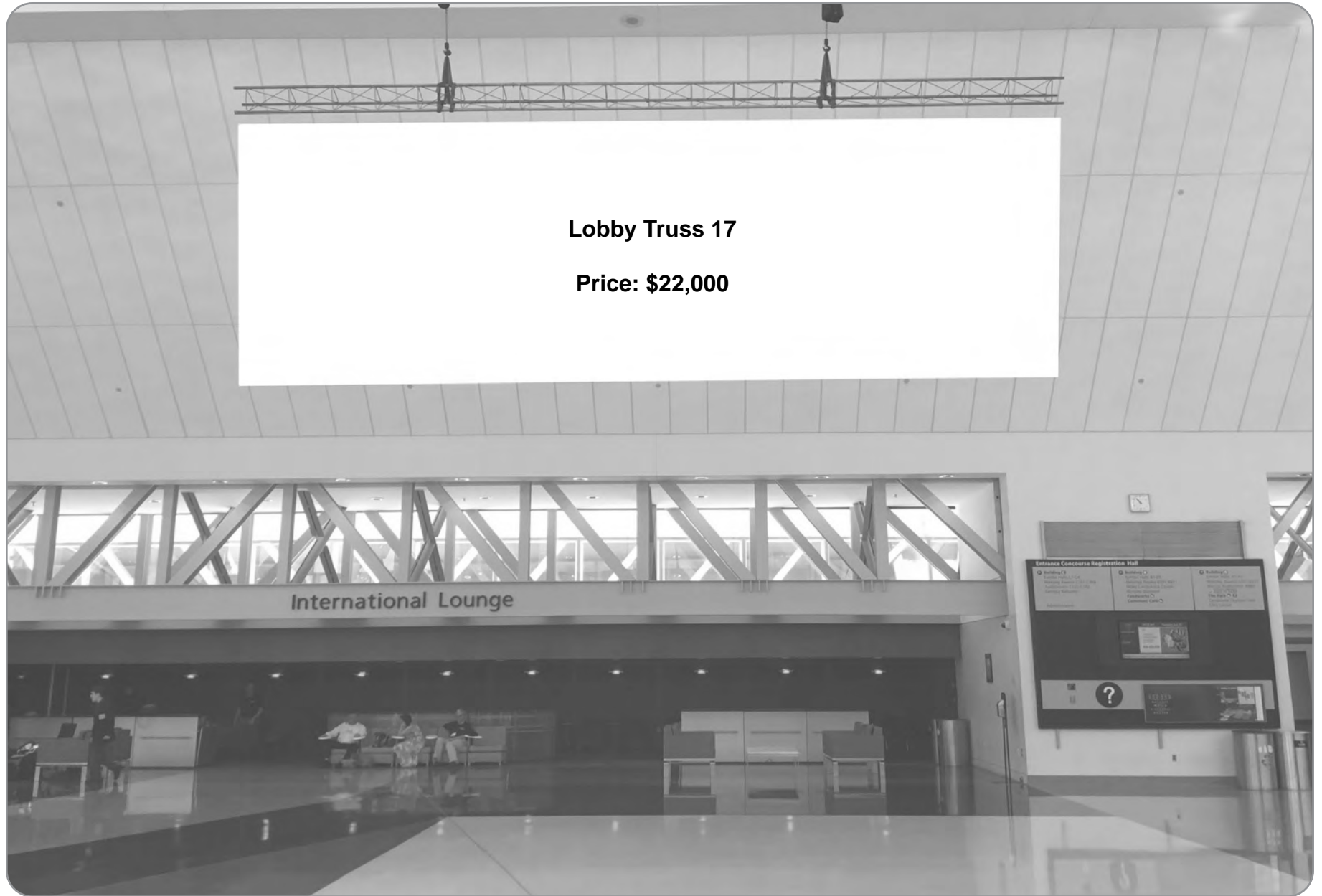
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Lobby Truss 17

Price: \$22,000



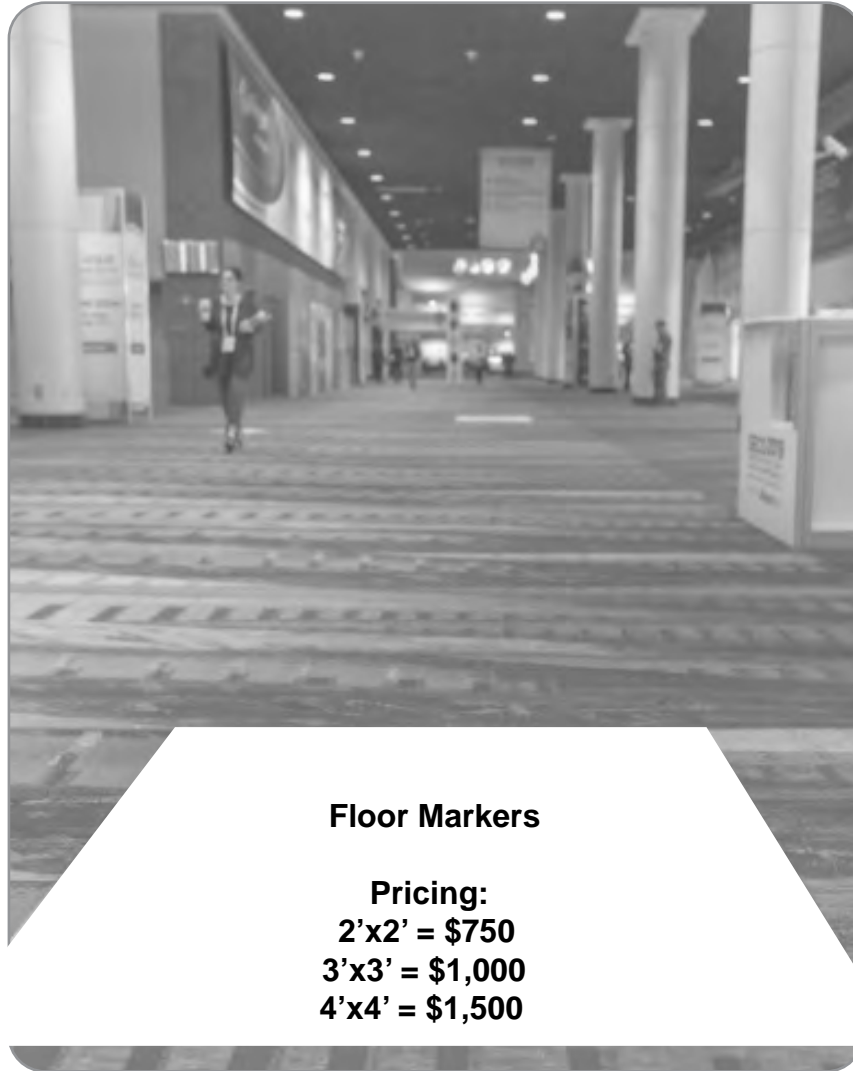
SECTION: E1A
LOCATION: Building A
BANNER: Lobby Truss 17
SIZE: 30' x 15'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

>>





Floor Markers

Pricing:

2'x2' = \$750

3'x3' = \$1,000

4'x4' = \$1,500

OMNI HOTEL AT CNN CENTER - ATLANTA



**OMNI Hotel
North Lobby
Elevator
Door Clings**

**Pricing:
\$8,500**

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North Lobby
Elevator
Door Clings**

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**Walkway Windows
GWCC to OMNI Hotel**

Price: \$10,000



SECTION: OMNI Hotel Opportunities **LEVEL:**
LOCATION: OMNI Hotel at CNN Center
BANNER: Elevator Door Clings and Window Clings
SIZE: Contact SECO for exact sizes.

NOTES: Elevator Doors: Clings, single sided.
2 oppoortunities available.

**Walkway Windows: Clings, single sided.
16 oppoortunities available.**



GEORGIA WORLD CONGRESS CENTER AUTHORITY



Lobby Lightbox 10'
Price: \$7,500
(single option)

Lobby Lightboxes

A quantity of 12 individual 10'x8' boxes are available. Note: 2 - 10'x8' units can be combined to make 1 - 20'x8' unit.

Single Options *(based on availability)*

Lobby Lightbox 1-12

Combined Unit Options *(based on availability)*

Lobby Lightboxes 1&2

Lobby Lightboxes 3&4

Lobby Lightboxes 5&6

Lobby Lightboxes 7&8

Lobby Lightboxes 9&10

Lobby Lightboxes 11&12

Exhibit Hall Lightboxes

A quantity of 20 individual 10'x8' boxes are available.



Lobby Lightbox 20'
Price: \$9,500
(single option)

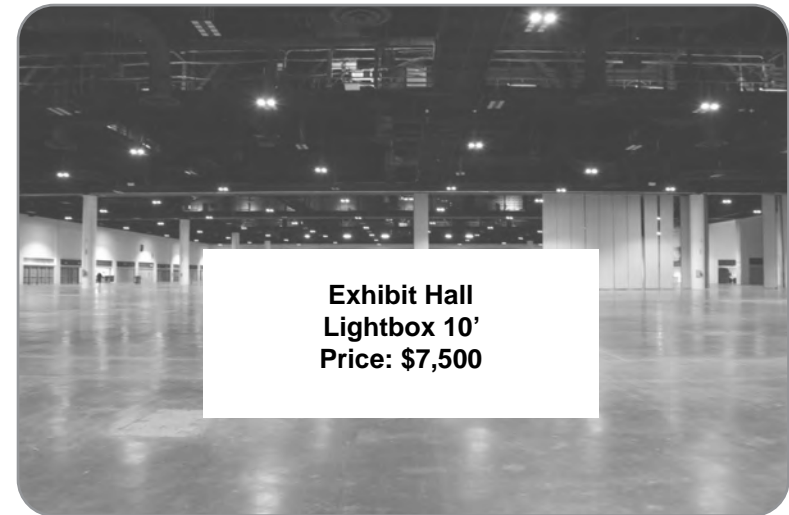


Exhibit Hall Lightbox 10'
Price: \$7,500

GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 0a

Price: \$1,250



SECTION: E1A
LOCATION: Building A
BANNER: AB Entrance Box 0a
SIZE: 7'4" x 7'4"

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

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GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 0b

Price: \$1,250



SECTION: E1A
LOCATION: Building A
BANNER: AB Entrance Box 0b
SIZE: 7'4" x 7'4"

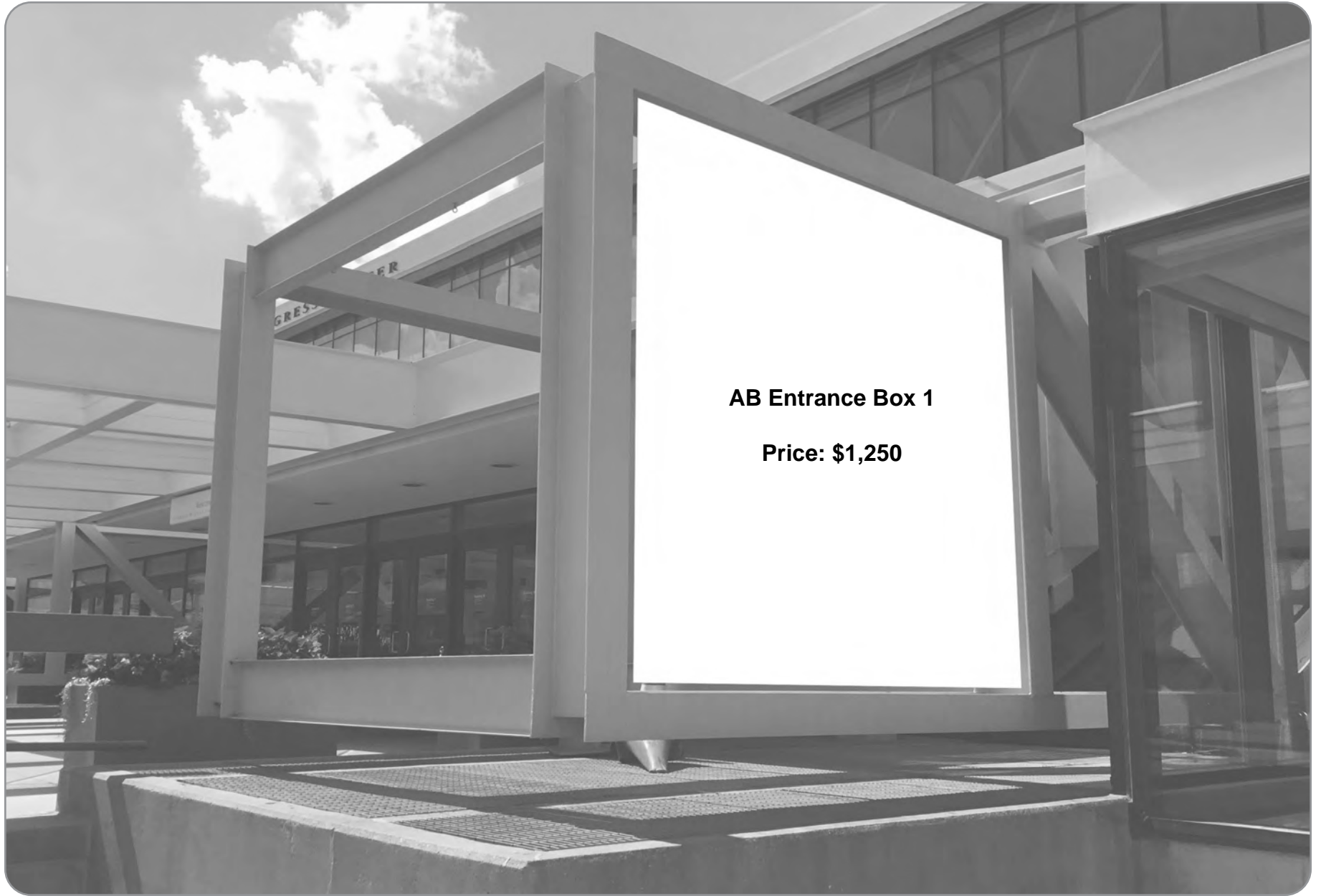
LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

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GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 1

Price: \$1,250



SECTION: **E1A**
LOCATION: **Building A**
BANNER: **AB Entrance Box 1**
SIZE: **7'4" x 7'4"**

LEVEL: **4**

NOTES: **Material: Vinyl banner, double sided.**
Pole pockets top and bottom

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GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 2

Price: \$1,250



SECTION: E1A
LOCATION: Building A
BANNER: AB Entrance Box 2
SIZE: 8'x6'

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

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AB Entrance Box 3

Price: \$1,250

GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 4a

Price: \$1,250



SECTION: E1A
LOCATION: Building A
BANNER: AB Entrance Box 4a
SIZE: 7'4" x 7'4"

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

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GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 4b

Price: \$1,250



SECTION: E1A
LOCATION: Building A
BANNER: AB Entrance Box 4b
SIZE: 7'4" x 7'4"

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

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GEORGIA WORLD CONGRESS CENTER AUTHORITY



AB Entrance Box 5

Price: \$1,250



SECTION: E1A
LOCATION: Building A
BANNER: AB Entrance Box 5
SIZE: 7'4" x 7'4"

LEVEL: 4

NOTES: Material: Vinyl banner, double sided.
Pole pockets top and bottom

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