



VISUAL IMPACT

Create Dynamic Impressions

Contemporary advertising solutions for
your next event experience

WCD.ORG
MILWAUKEE | WISCONSIN

WELCOME TO

VISUAL IMPACT

SPONSORSHIP, ADVERTISING, AND BRANDING

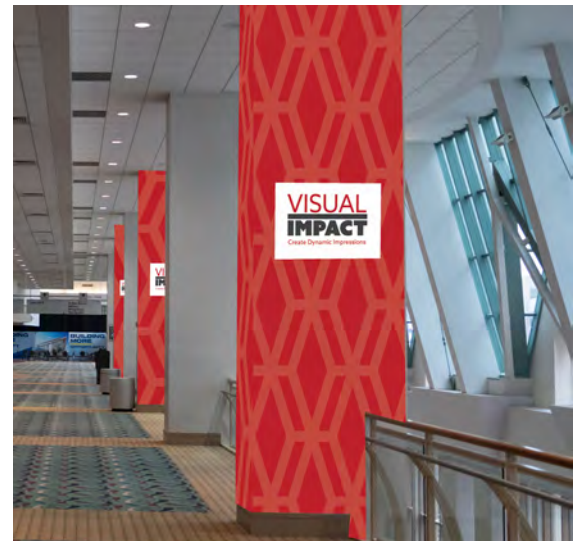
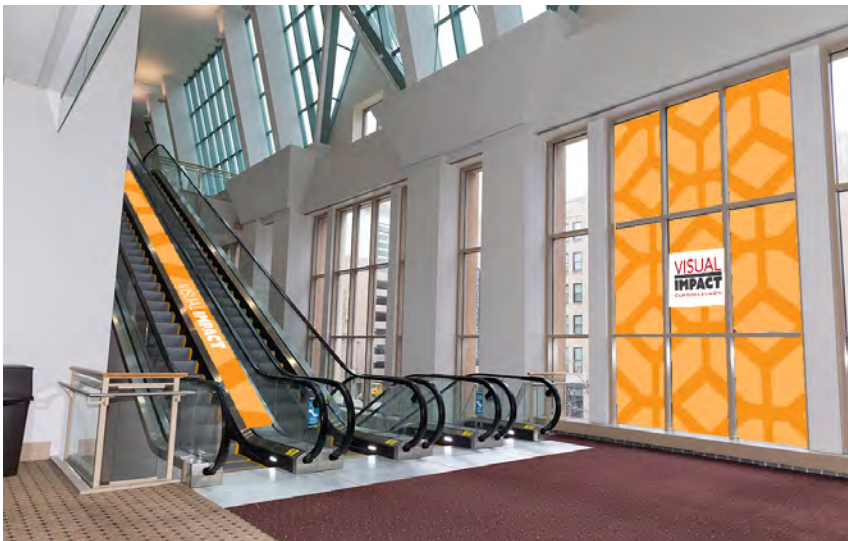
Baird Center offers a variety of innovative sponsorship, advertising, and event branding opportunities in prominent locations throughout the convention center, arena, and theater that are sure to maximize exposure for your exhibitors and sponsors, while generating a lasting **Visual Impact** on guests and attendees.

EXPAND YOUR BRAND

With a premier infrastructure, Baird Center can aid in your event marketing experiences. Our **Visual Impact** platform supplies access to a myriad of dynamic advertising and sponsorship opportunities aimed at driving engagement and connections with guests, sponsors, and exhibitors. Integrating **Visual Impact** into your event experience is an effective way to increase attendee impressions, expand your brand, and enable sponsorship revenue opportunities.

CUSTOM SOLUTIONS

- Banners
- Column Branding
- Digital Sponsor
- Elevator Doors
- Entry Doors
- Escalators
- Floor Decals
- Free-Standing Signs/
Meter Boards
- Glass Panel Clings
- GOBOS
- Lobby Installations
- Restrooms
- Wall and Window
Graphics



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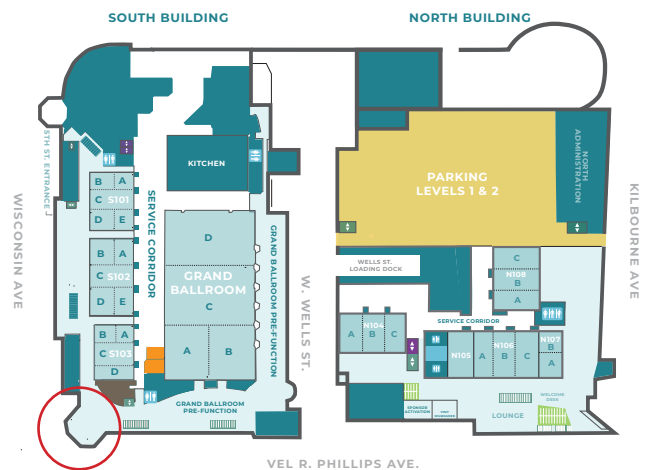
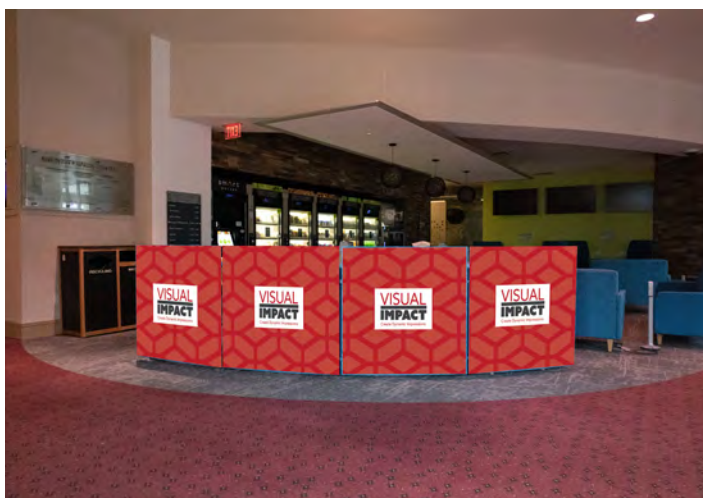


MAIN ENTRANCE

Entrance located at Vel R. Phillips Ave. and Wisconsin Ave.

Available Options:

- Hanging Banners
- Entry Door Glass Clings
- Window Clings
- Glass Panel Clings



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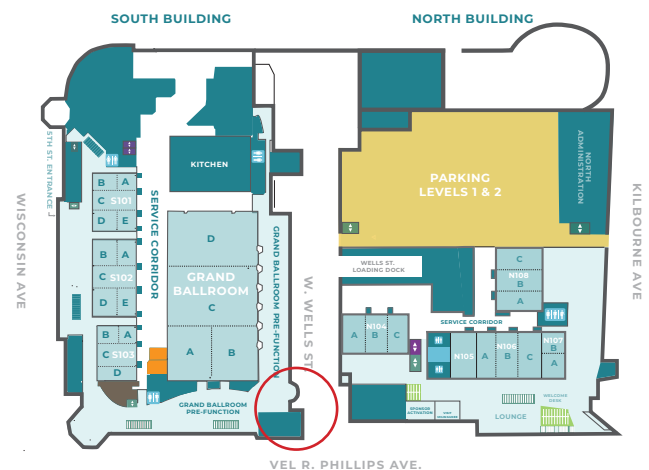


VEL R. PHILLIPS AVE. & WELLS ST. ENTRANCE

Entrance located on Wells St.

Available Options:

- Hanging Banners
- Entry Door Glass Clings
- Window Clings
- Glass Panel Clings



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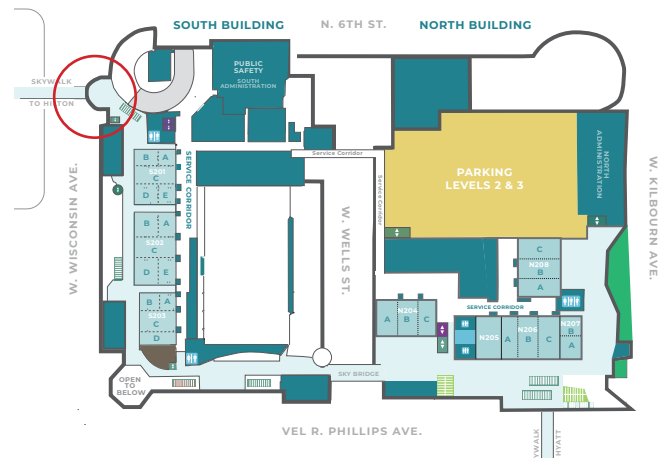


HILTON SKYWALK

The Hilton Milwaukee City Center Skywalk connects Baird Center and the Hilton Hotel, and is a great method for developing an immediate impression on your guests. Communicate to visitors walking through the skywalk, or display your brand to the traffic below on Wisconsin Avenue, a major Milwaukee thoroughfare.

Available Options:

- Window Clings
- Walls
- Columns
- Elevator Doors
- Glass Panel Clings
- Escalator Glass and Runners



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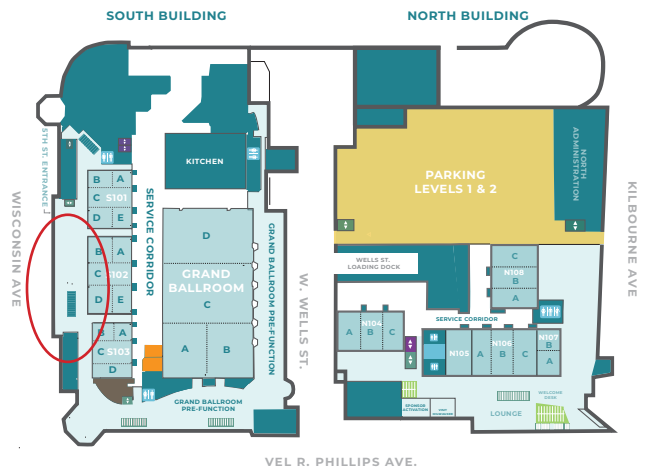
1st FLOOR

1ST FLOOR MEETING ROOM FOYERS

The first floor meeting room foyers will showcase your brand as attendees travel to and from sessions or take a break at one of the many seating areas.

Available Options:

- Columns
- Glass Panel Clings
- Elevator Doors
- Escalator Glass and Runners
- Entry Door Glass
- Window Clings
- Walls
- Restrooms



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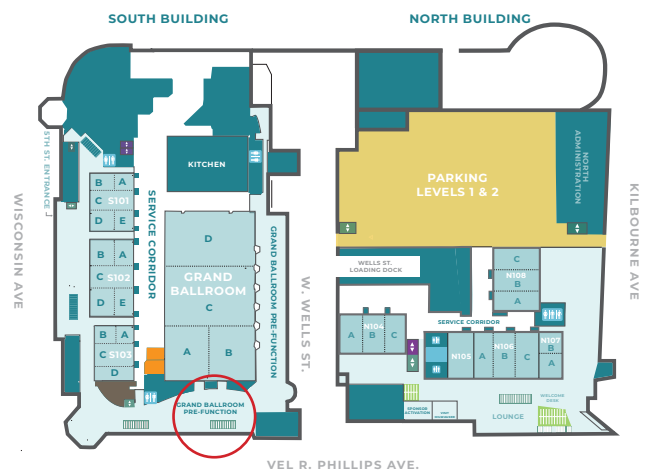
1st FLOOR

1ST FLOOR – BALLROOM AB FOYER

Catch attention in one of the main foyers on the 1st floor. Located outside of Ballroom AB and in between both facility entrances, the Ballroom AB foyer is an opportunity for wayfinding, as well as showcasing your event and sponsor's brands.

Available Options:

- Columns
- Elevator Doors
- Escalator Glass and Runners
- Window Clings
- Walls
- Restrooms



BAIRD CENTER

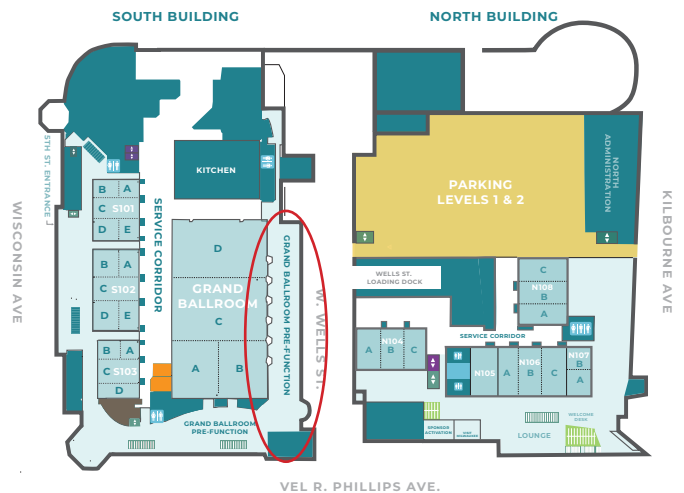
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1ST FLOOR – BALLROOM BCD FOYER

There is no shortage of column and wall space in the foyer located directly in front of Ballrooms B, C, and D. Wrap these assets with your messaging to create the ultimate experience for your guests and exhibitors.

Available Options:

- Columns
- Window Clings
- Walls
- Restrooms



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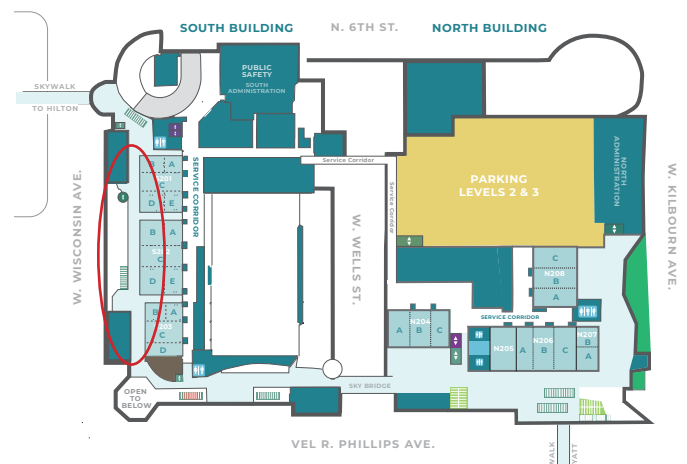
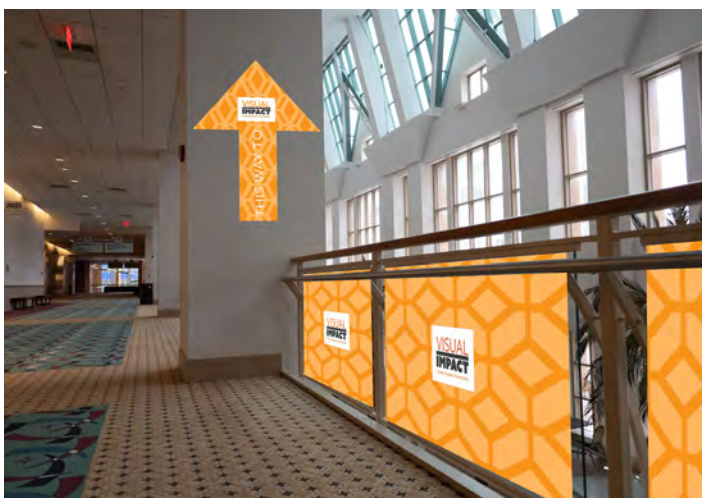
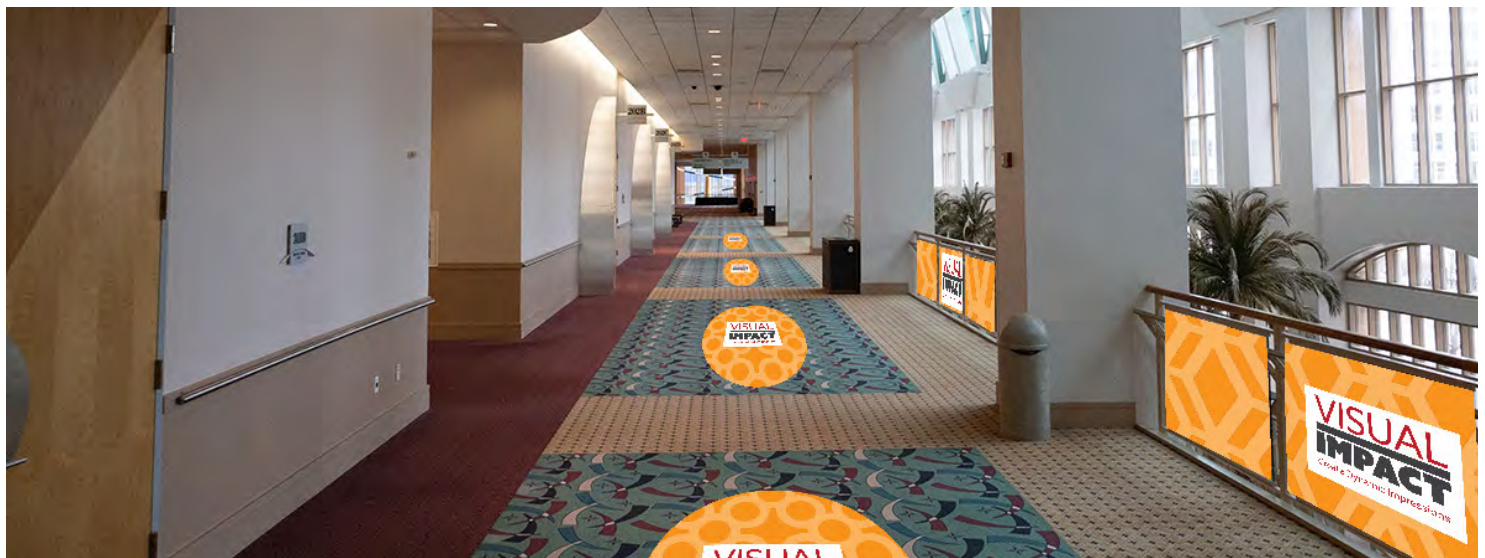


2ND FLOOR MEETING ROOM FOYERS

Located directly outside of the 200 Level meeting rooms, the 2nd Floor meeting room foyers are also the main thoroughfare for guests coming from the Hilton Skywalk.

Available Options:

- Columns
- Walls
- Glass Panel Clings
- Escalator Glass and Runners



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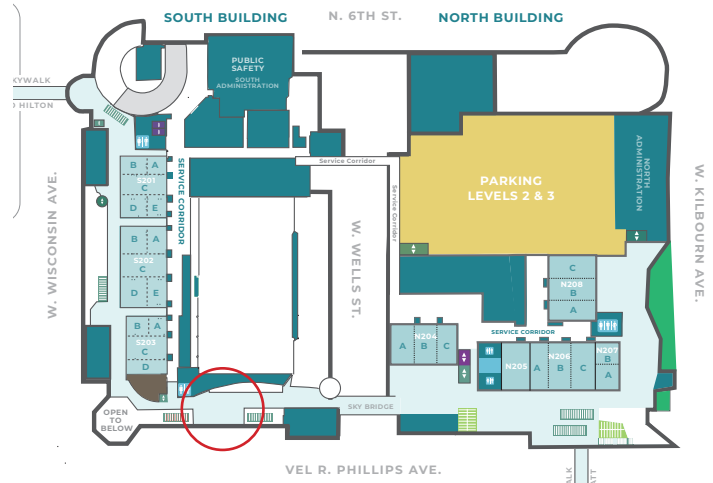
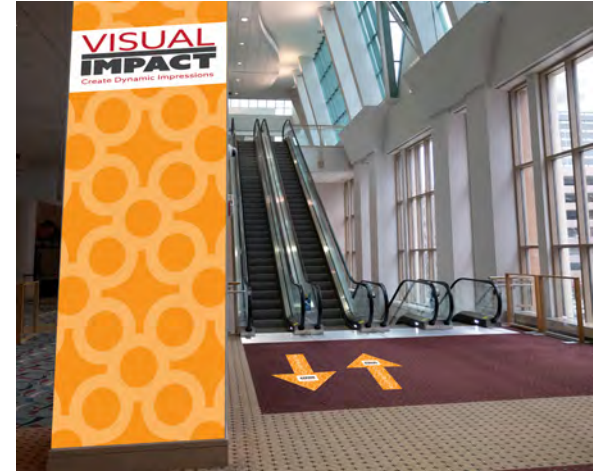


2ND FLOOR – ESCALATOR LANDING

Windows, Columns, Escalators, and Glass Panels are all visible fixtures within the 2nd Floor Escalator landing. Direct attendees to your sponsor's booths, or convey your brand messaging in one of the highest traffic areas of Baird Center.

Available Options:

- Columns
- Walls
- Glass Panel Clings
- Restrooms
- Elevator Doors
- Window Clings
- Escalator Glass and Runners



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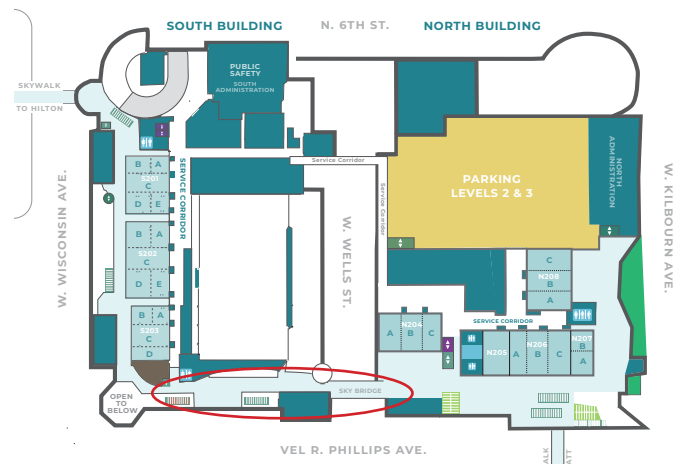
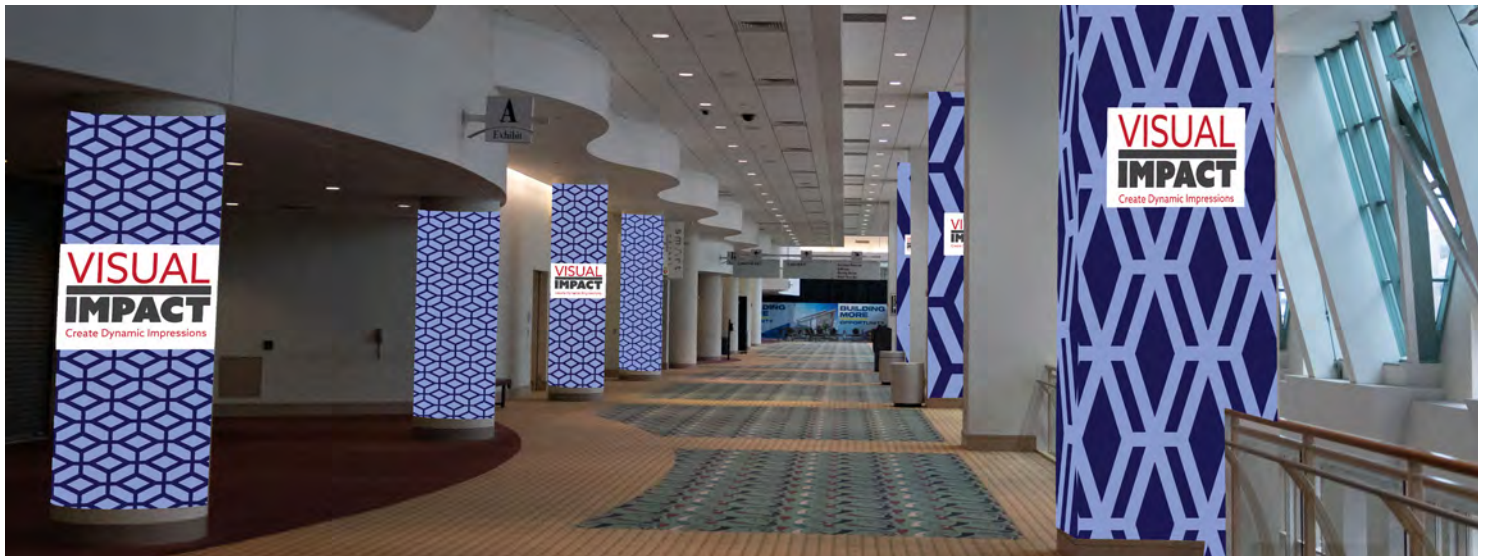
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3RD FLOOR EXHIBIT HALL FOYERS

Make an impression on your guests before they even step foot inside of the Exhibit Hall. Display content by prominently wrapping columns, glass panels, and windows, while proudly displaying your event brand and title sponsors on expansive wall space directly above the Exhibit Hall entrances. The 3rd Floor foyers provide ample space for event customization to tell your brand's story. Available Options:

- Columns
- Walls
- Glass Panel Clings
- Restrooms
- Elevator Doors
- Window Clings
- Escalator Glass and Runners



ADDITIONAL SPONSORSHIP OPPORTUNITIES

ESCALATORS

Customize our 12 escalators throughout the facility with custom runners and clings.



ELEVATORS

The exterior of a Baird Center elevator is an excellent way to catch your guest's attention as they navigate the venue.

A total of four elevators are available to be customized, each stopping at three floors.



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RESTROOMS

Restroom customization is just another way to cultivate impressions on your guests. Walls entering the restroom foyers are great for large format murals, and the interior of the restrooms may be personalized with mirror and stall clings.



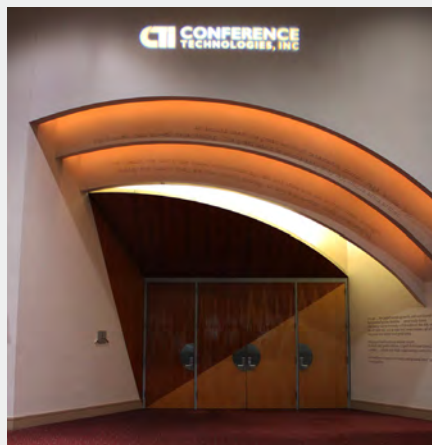
FLOOR CLINGS

Be seen by incorporating floor clings into your event experience. Floor graphics are a great wayfinding tool, but can also be the perfect way to showcase sponsors to attendees.



GOBOS

Highlight your event, sponsor, or booth with a custom GOBO. They can be illuminated on many surfaces and are a fantastic way to display your name. Baird Center's in-house audio-visual provider, CTI, can assist in custom GOBO creation.



BAIRD CENTER

GUIDELINES AND RATES

Visual Impact is designed to simplify the event branding experience while placing opportunities to monetize your event through impressions at the forefront of the event experience. To participate in **Visual Impact** and inquire about how Baird Center can aid in your advertising and sponsorship sales, please reach out to Michael Pillar, Advertising and Corporate Partnerships Account Manager at (414) 908-6065, or mpillar@wcd.org.



FORMAT	RATES (PER ITEM)
Banners	\$1,000
Column Branding	\$1,000
Digital Sponsor (Non-Wcd Display)	\$400
Elevator Doors	\$650
Entry Door Glass	\$500 Per Door
Escalator Clings	\$1,000 Per Escalator
Escalator Runner	\$1,000 Per Escalator
Floor Decals (Up To 4'X4')	\$500
Glass Panel	\$750
Gobos	\$600
Lobby Installations	\$1,700
Meter Board/Free-Standing (Sponsored)	\$400
Restroom (Mirrors & Stalls)	\$500 Per Restroom
Wall	\$750
Windows	\$500

- All rates are for the run of show
- Full payment is due upon the execution of the **Visual Impact** Term Sheet
- Rates do not include materials, production, installation, or removal. Services to be provided by a user selected vendor.
- Mandel Graphics Solutions is Baird Center's preferred graphics partner and includes preferred pricing, printing, installation, and removal as its services.



VISUAL IMPACT GUIDELINES

- All locations in Baird Center lobbies and foyers are included in the **Visual Impact** program and are subject to availability. The Advertising and Corporate Partnerships Account Manager will collaborate with you to secure availability and develop a **Visual Impact** branding plan to suit your needs.

- To ensure successful execution of branding and sponsorship material, all content and product materials, (i.e. adhesives) must be submitted to Baird Center 30 days or more prior to the start of installation for approval and testing. Content, locations, and substrates must be approved by Baird Center prior to use in the facility.

OUR GRAPHICS SOLUTIONS PARTNER IS MANDEL



Baird Center is proud to partner with Mandel Graphic Solutions as the preferred vendor for graphics production, printing, and installation.

In addition to preferred pricing for graphic production and installation within our venues,

Mandel also has access to preapproved materials, substrates and signage dimensions while being committed to providing the best possible Visual Impact for your event and sponsors.

Mandel Graphic Solutions has been a fixture in the Milwaukee print industry for over 130 years. Specializing in event graphics, retail graphics, indoor décor, unique fabrication and project design, the staff of talented professionals pride themselves on quality, creativity and a “No Problem” attitude to help present your brand in a professional manner and on a timely basis. Design assistance, large format direct print to rigid materials, roll-to-roll printing, dye sublimation of fabric, sewing, cutting and packaging, delivery, and installation are all services that makes Mandel Graphic Solutions your one-stop-shop for all of your printing needs.

To be connected to Mandel, please contact :

Michael Pillar

Advertising and Corporate

Partnerships Account Manager

Wisconsin Center District

mpillar@wcd.org | (414) 303-0451