

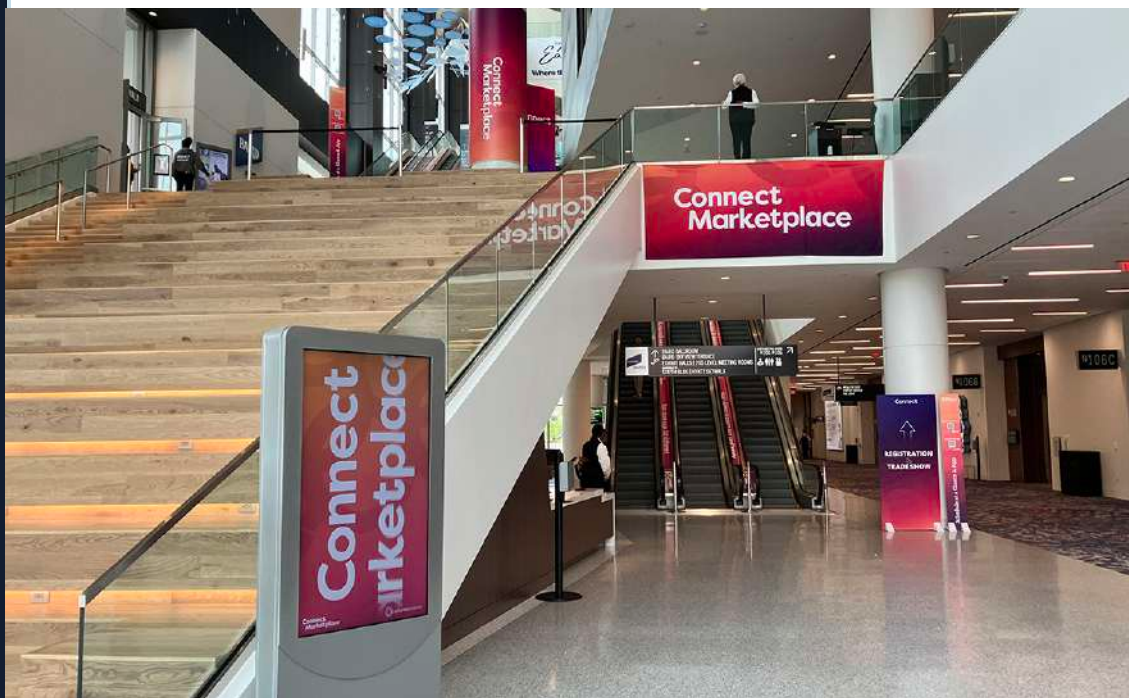


**WISCONSIN
CENTER DISTRICT**
MEETINGS | CONVENTIONS | EVENTS

VISUAL IMPACT

CREATE DYNAMIC IMPRESSIONS

**Your event branding and
sponsorship solution.**



**IN-HOUSE SPONSORSHIP,
ADVERTISING AND EVENT BRANDING**

bairdcenter.com/planners/advertising-opportunities

TABLE OF CONTENTS

Section 1:	
Digital Branding Opportunities	4
Section 2:	
Physical Branding Opportunities	6
Section 3:	
Best Practices	23
Thought Starters	25
Section 4:	
Program Guidelines and Pricing	28





WHY VISUAL IMPACT?

We want your attendees, sponsors, vendors and exhibitors to have the most memorable experiences possible and believe that Visual Impact is the way.

As your in-house sponsorship, advertising and event branding solution, Visual Impact creates high-caliber touch points that your attendees will never forget.

We help clients:

- Strengthen your event's brand identity.
- Generate revenue through sponsorships.
- Personalized help and curation from our team.

Ready to work together? You're in the right place. Use this lookbook as a guide for what's possible. But it's only a guide. The sky's the limit.

Michael Pillar

Advertising and Corporate Partnerships Account Manager



Digital Branding Opportunities

For pricing please Contact Advertising and Corporate Partnerships Account Manager.

Exterior Digital

BAIRD CENTER

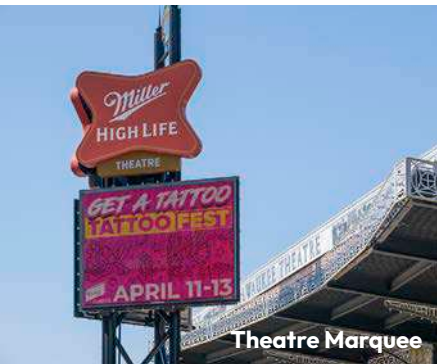


North Wrap

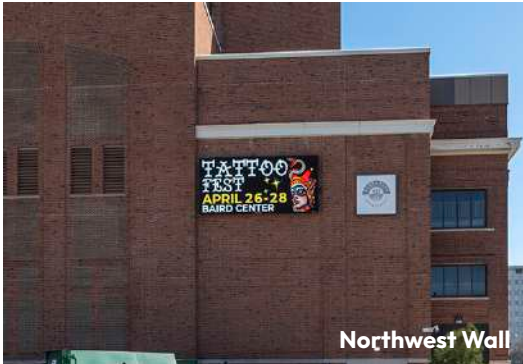


Southeast Tower

MILLER HIGH LIFE THEATRE

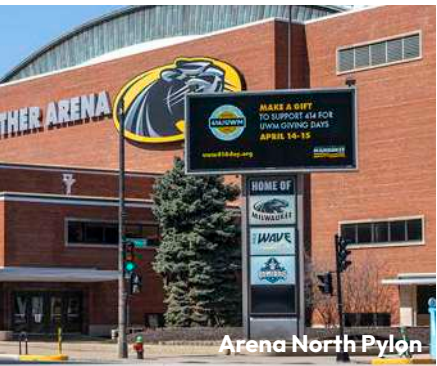


Theatre Marquee



Northwest Wall

UWM PANTHER ARENA



Arena North Pylon



Arena South Pylon



Signage Location	Signage Name	Indicator	Volume	Specs (Width x Height)
BC Exterior Kilbourn Ave.	North Wrap	★	2	2520 x 960
BC Exterior Wisconsin Ave.	Southeast Tower	★	1	900 x 1800
Arena Exterior Kilbourn Ave.	Arena South Pylon	★	1	400 x 180
Arena Exterior State St.	Arena North Pylon	★	2	242 x 176
MHLT Exterior Marquee Kilbourn Ave.	Theater Marquee	★	2	242 x 176
MHLT Exterior State St.	Northwest Wall	★	1	400 x 180



Digital Branding Opportunities

For pricing please Contact Advertising and Corporate Partnerships Account Manager.

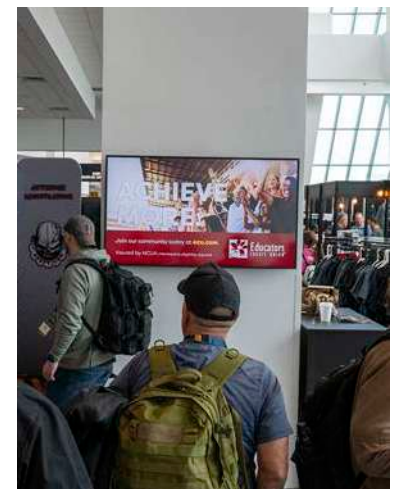
Mobile Kiosks

- Mobile – you tell us where they go.
- Exclusive content.
- Great for event information or sponsor showcasing.
- Supports still images and video.



Interior Digital Monitor Network

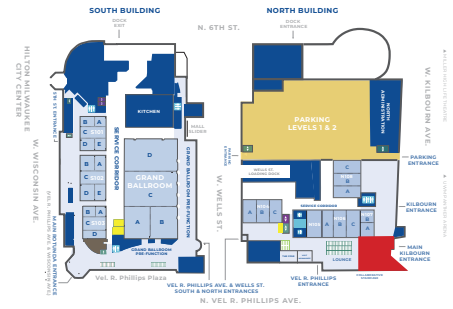
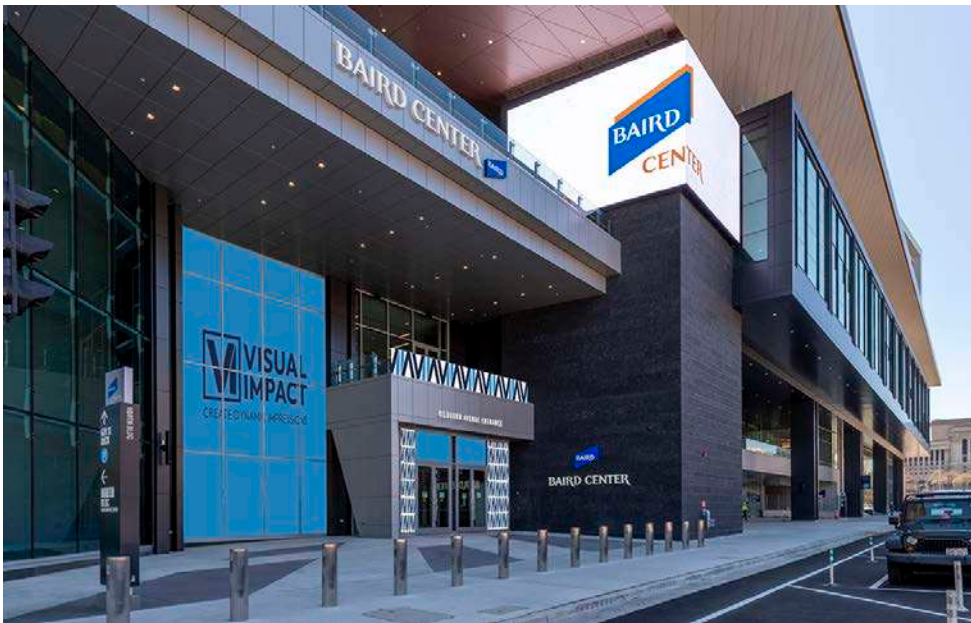
- Visible locations throughout the building.
- Included in our in our campus-wide advertising loop.
- Great for promoting programs or key updates.
- Supports still images and video.



Physical Branding Opportunities

North Building – Main Entrance (405 W. Kilbourn Ave.)

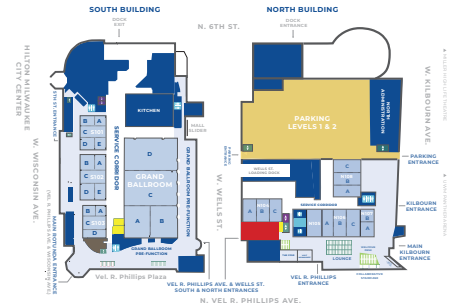
- Collaborative Staircase.
- Glass door clings.
- Window clings.
- Hanging banners.
- Columns.
- Traffic bollards.
- Xtract One security towers.
- Directional signs.



Physical Branding Opportunities

North Building – Wells Street Entrance (404 W. Wells St.)

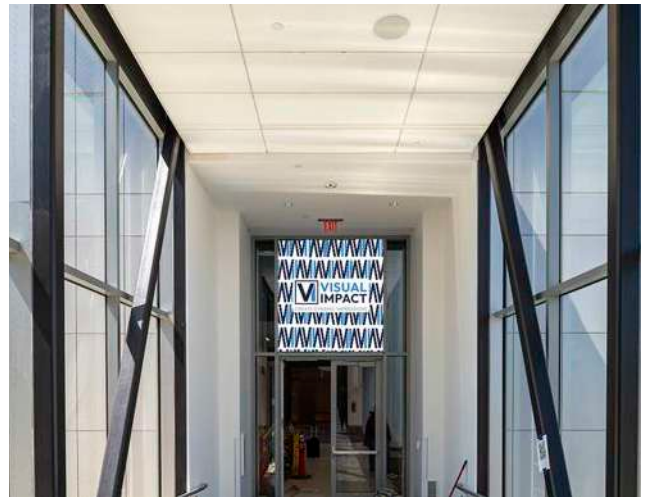
- Window clings.
- Glass door clings.
- Xtract One security towers.
- Directional signs.



Physical Branding Opportunities

North Building - Hyatt Skywalk

- Window clings.
- Glass door clings.
- Xtract One security towers.
- Directional signs.



N/S 200 Level | Skybridge

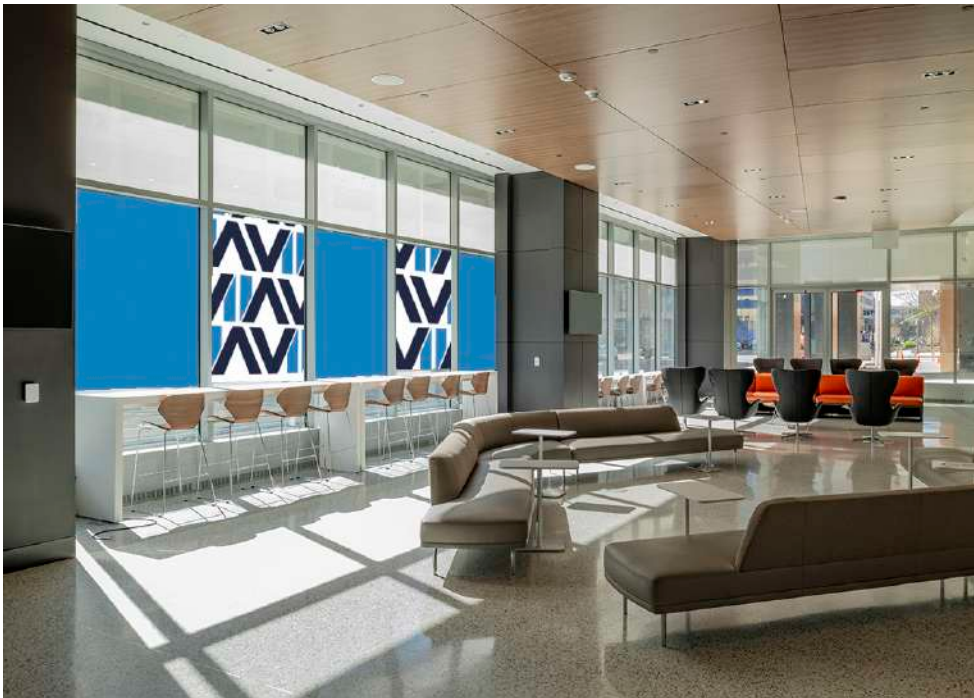
- Window clings.
- Walls.
- Floor clings.



Physical Branding Opportunities

N100 Level | MKE Market Lounge | N100 Meeting Room Pre-function

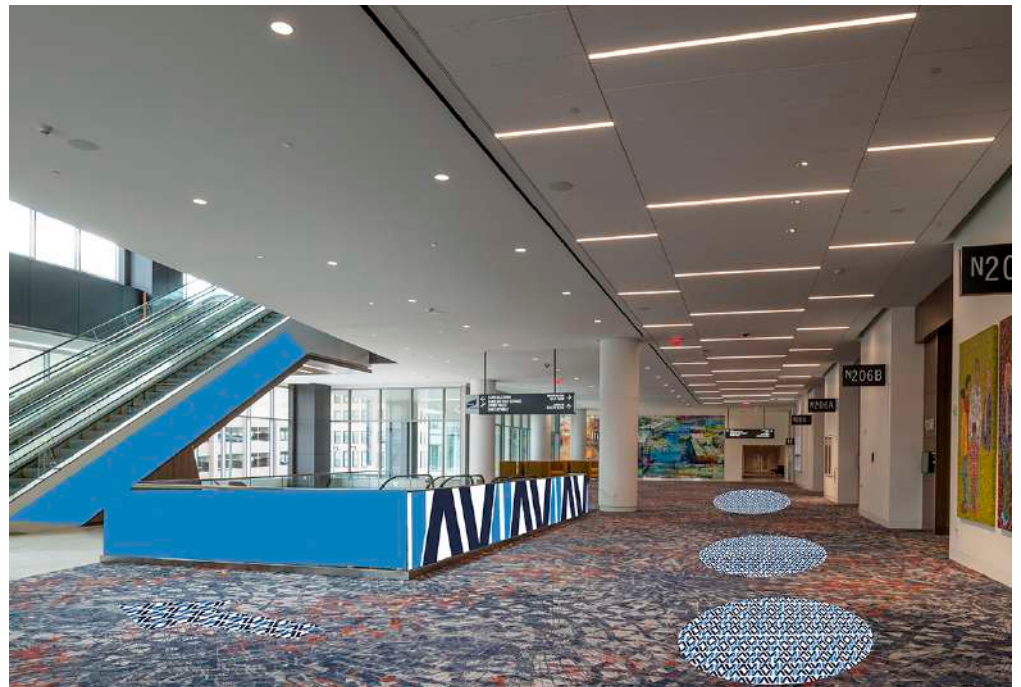
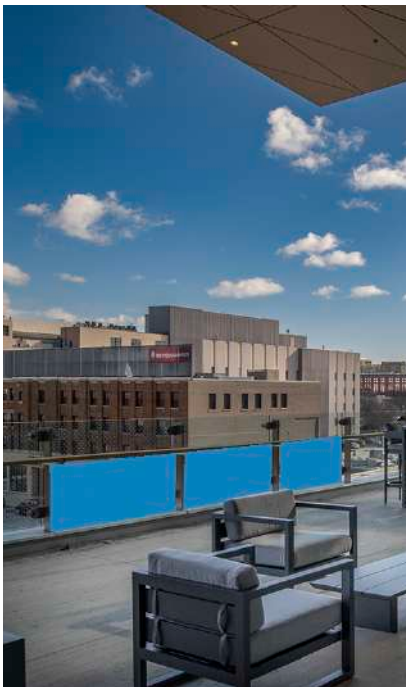
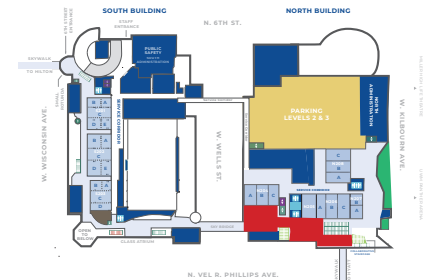
- Columns.
- Window clings.
- Walls.
- Restrooms.
- Escalator glass clings and runners.
- Elevators doors.



Physical Branding Opportunities

N200 Level Meeting Room Pre-function | Small Kilbourn Terrace and Large Kilbourn Terrace

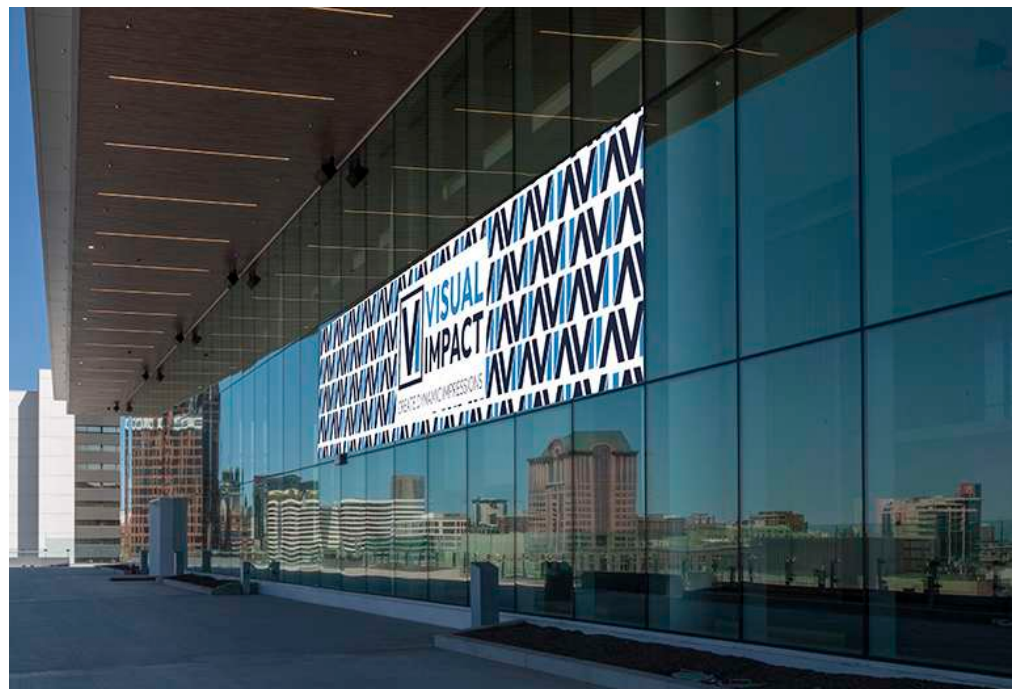
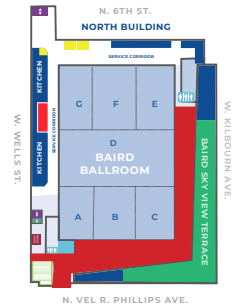
- Columns.
- Window clings.
- Glass panels.
- Walls.
- Restrooms.
- Escalator glass clings and runners.
- Elevators doors.
- Hanging banners.



Physical Branding Opportunities

Baird Ballroom Level | Baird Ballroom Pre-function Baird Sky View Terrace

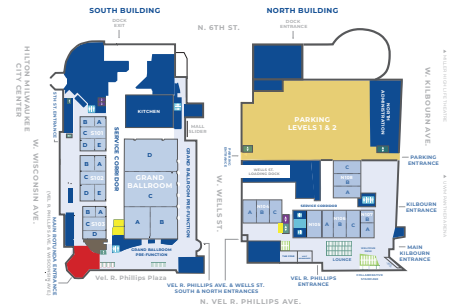
- Columns.
 - Window clings.
 - Glass panels.
 - Walls.
- Restrooms.
 - Escalator glass clings and runners.
 - Elevators doors.
 - Hanging banners.



Physical Branding Opportunities

South Building - Main Entrance (400 W. Wisconsin Ave.)

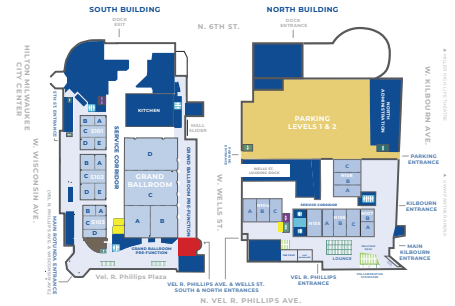
- Hanging banners.
- Glass door clings.
- Window clings.
- Glass panel clings.
- Xtract One security towers.



Physical Branding Opportunities

South Building – Vel R. Phillips and Wells Street (401 W. Wells St.)

- Hanging banners.
- Glass door clings.
- Window clings.
- Glass panel clings.



Physical Branding Opportunities

South Building – Hilton Skywalk

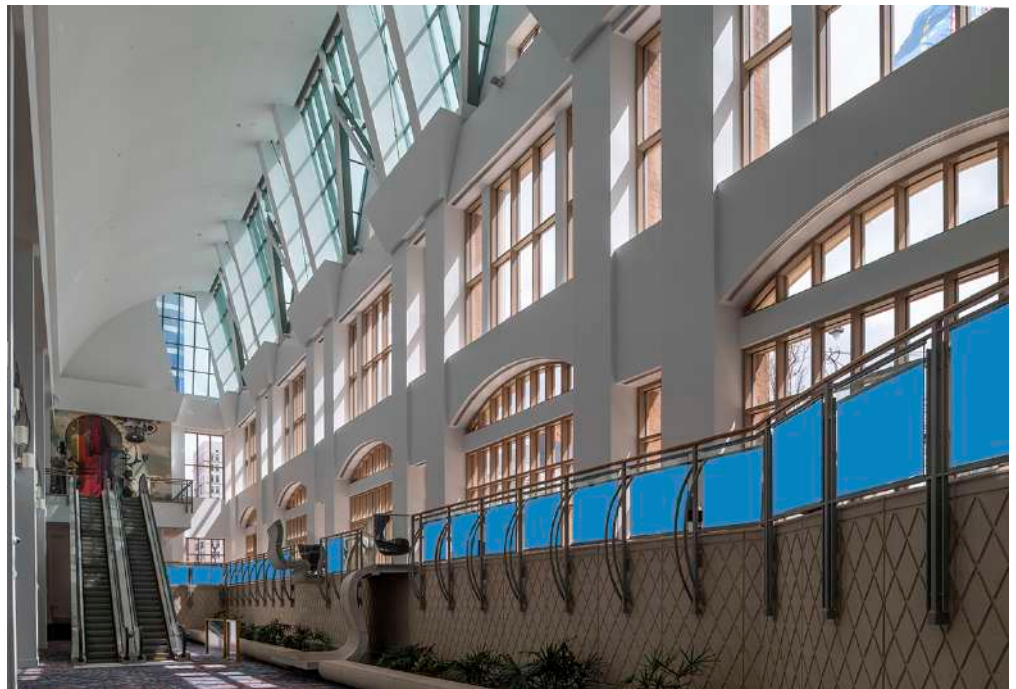
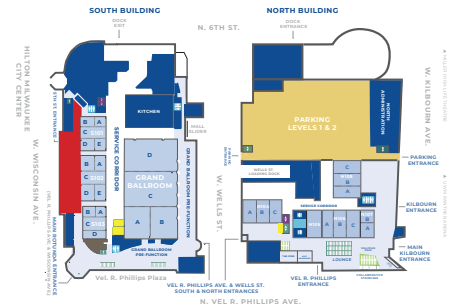
- Window clings.
- Columns.
- Glass panel clings.
- Walls.
- Elevator doors.
- Escalator glass clings and runners.



Physical Branding Opportunities

S100 Level Meeting Room Pre-function (Wisconsin Avenue Atrium)

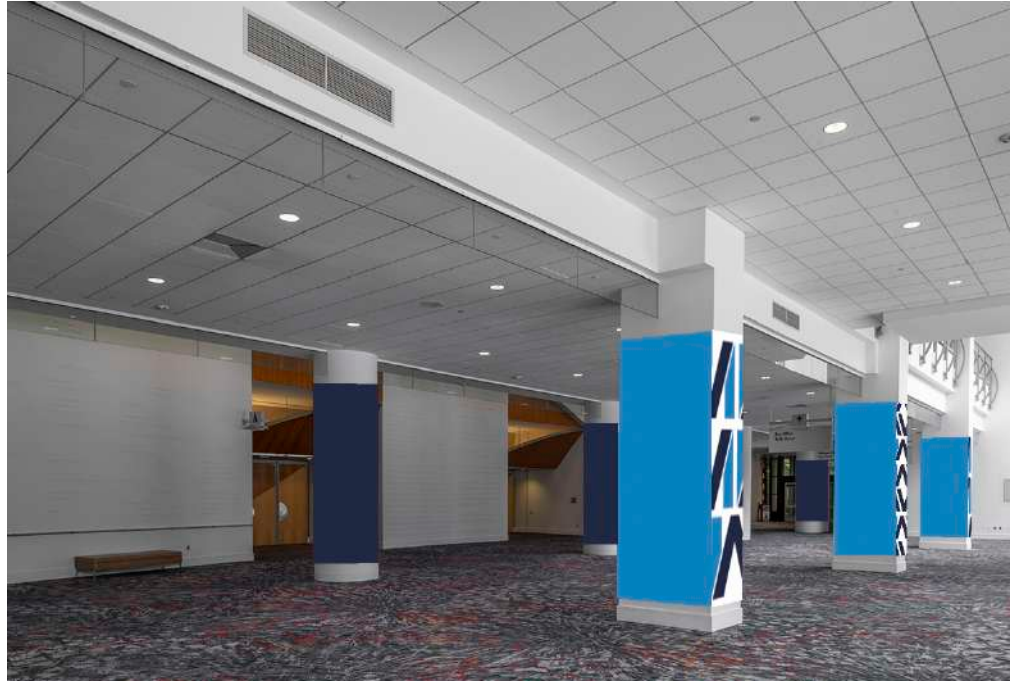
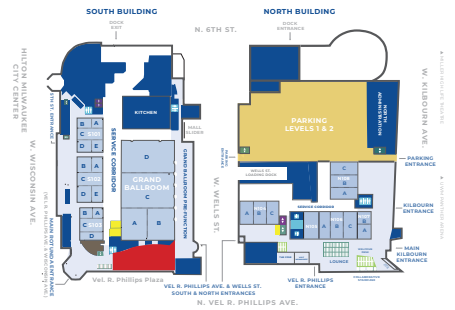
- Columns.
- Glass panel clings.
- Elevator doors.
- Escalator glass clings and runners.
- Glass door clings.
- Window clings.
- Walls.
- Restrooms.



Physical Branding Opportunities

S100 Level | Grand Ballroom AB Pre-function

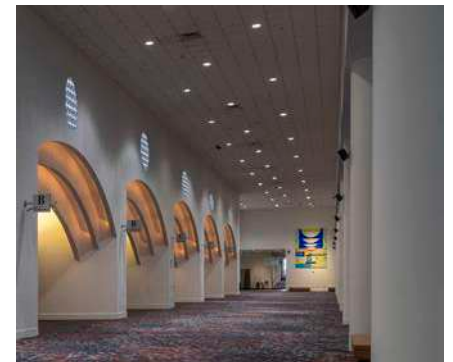
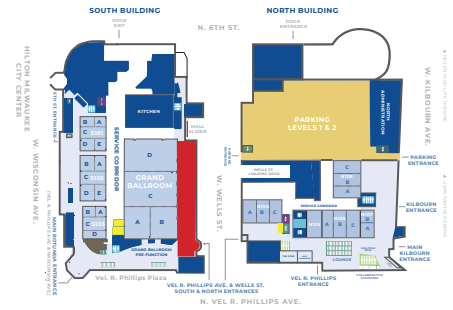
- Columns.
- Glass panel clings.
- Elevator doors.
- Escalator glass and runners.
- Glass door clings.
- Window clings.
- Walls.
- Restrooms.



Physical Branding Opportunities

S100 Level | Grand Ballroom BCD Pre-function

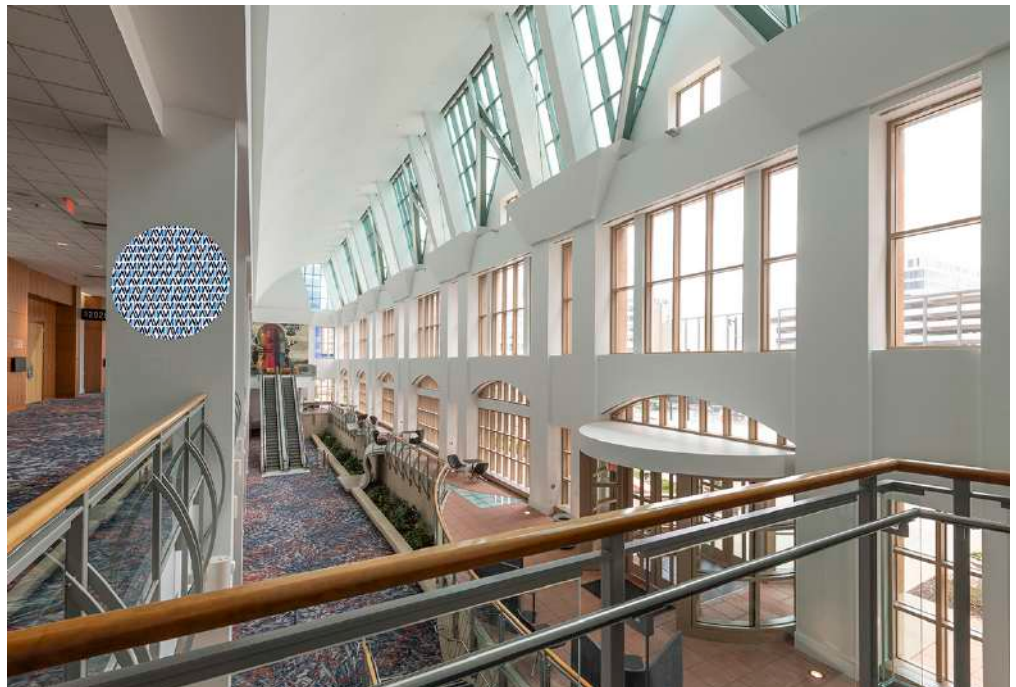
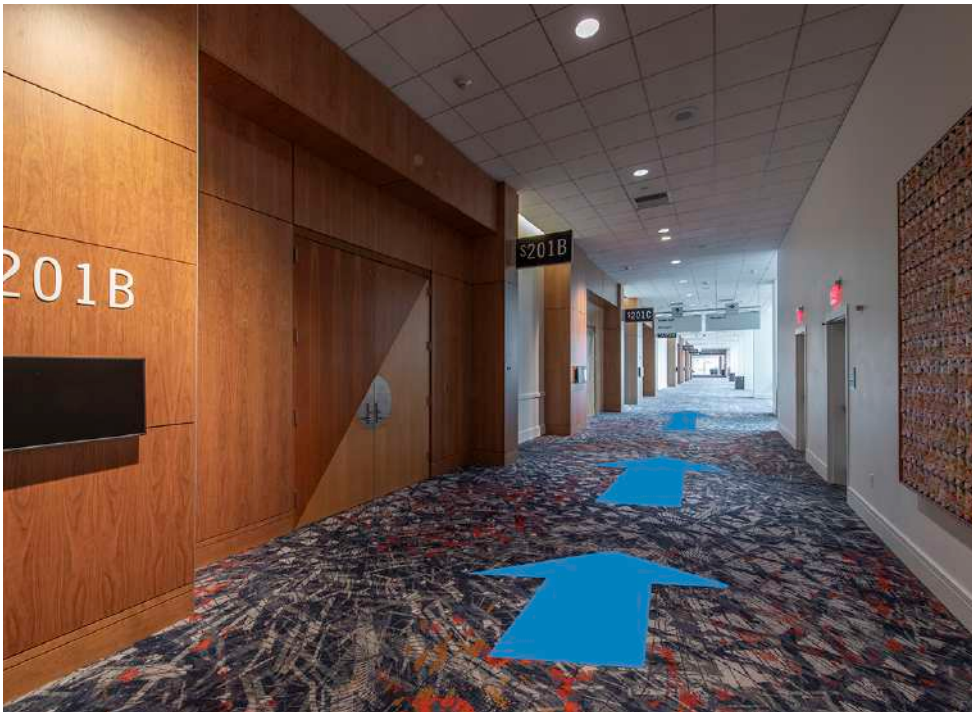
- Hanging banners.
- Window clings.
- Floor clings.
- Restrooms.



Physical Branding Opportunities

S200 Level Meeting Room Pre-function

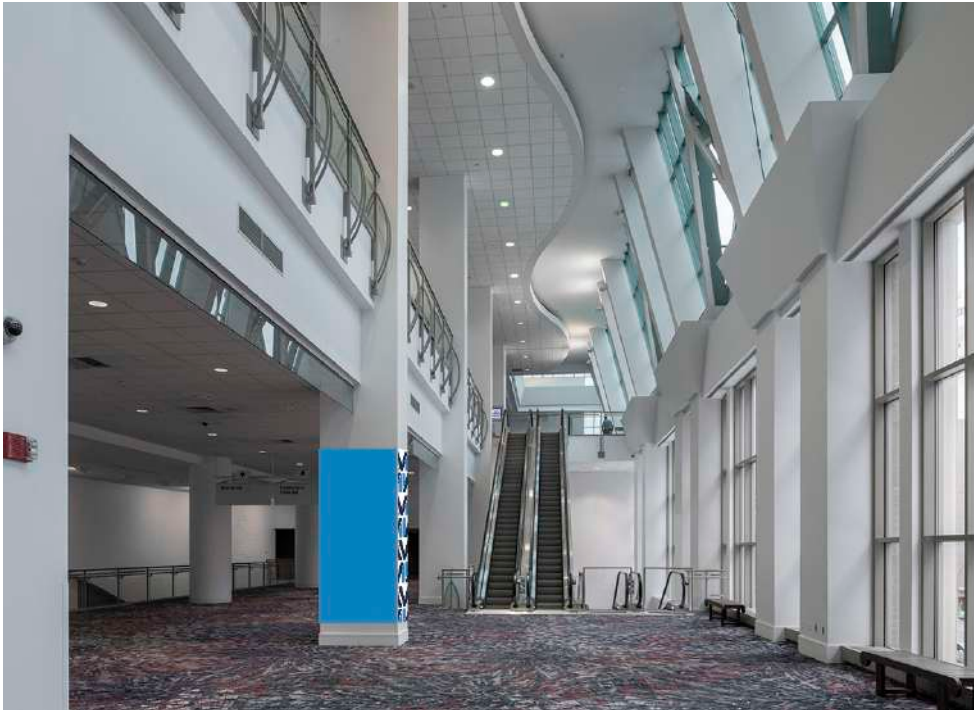
- Glass panel clings.
- Floor clings.
- Columns.
- Wall clings.



Physical Branding Opportunities

S200 Level Escalator Landing

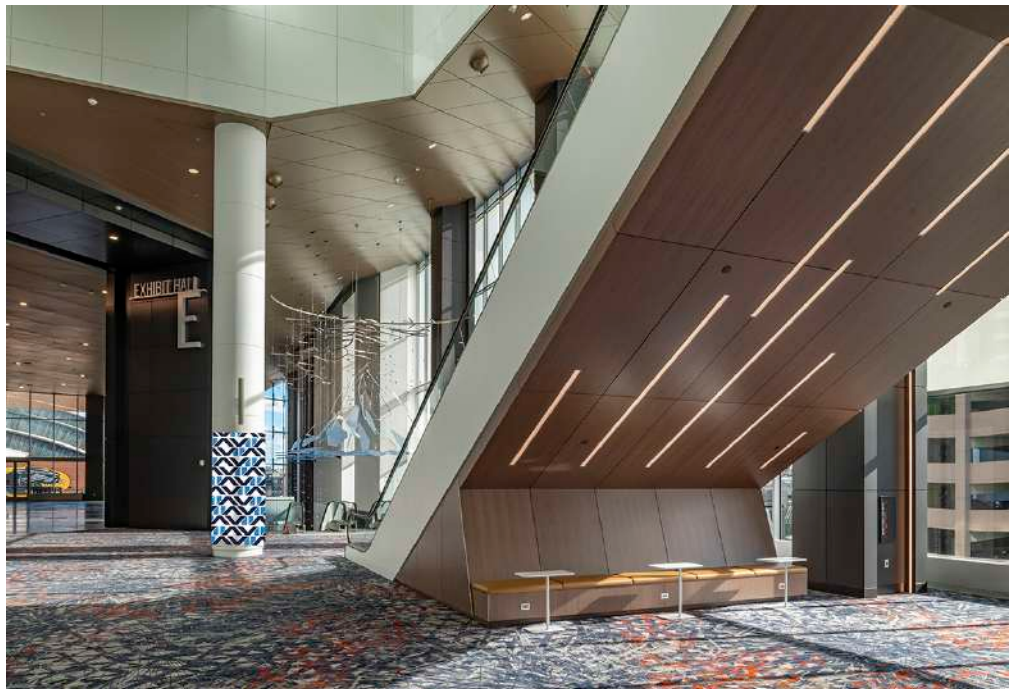
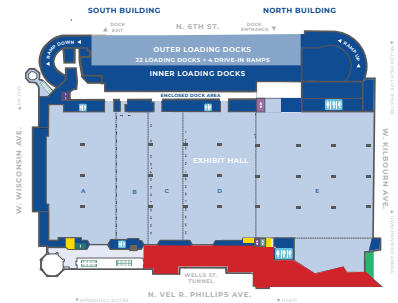
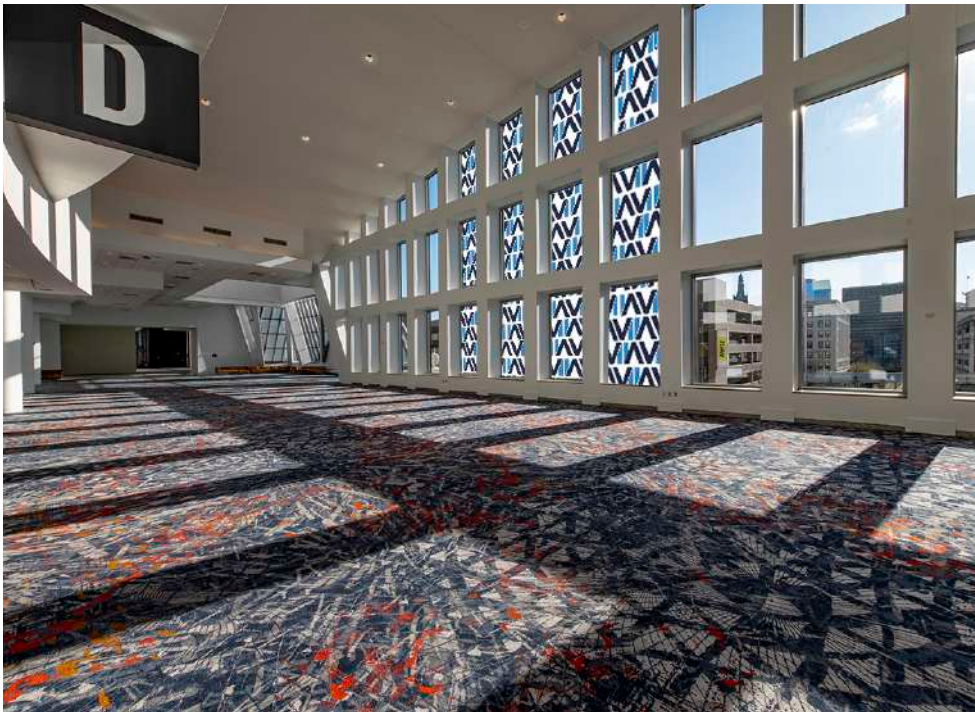
- Columns.
- Walls.
- Glass panel clings.
- Restrooms.
- Window clings.
- Escalator glass and runners.
- Elevator doors.



Physical Branding Opportunities

Exhibit Hall (Third Floor) | Hall DE Foyer

- Columns.
- Walls.
- Glass panel clings.
- Restrooms.
- Elevator doors.
- Window clings.
- Escalator glass and runners.



Physical Branding Opportunities

Exhibit Hall (Third Floor) | Hall ABCD Foyer

- Columns.
- Walls.
- Glass panel clings.
- Restrooms.
- Elevator doors.
- Window clings.
- Escalator glass and runners.

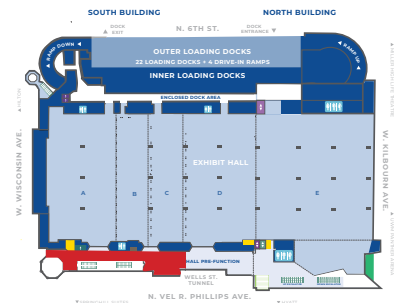
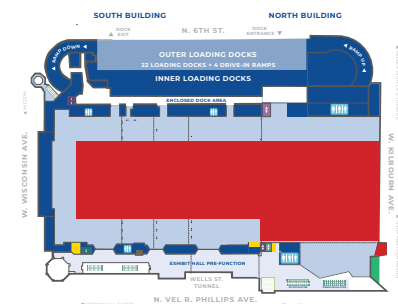


Exhibit Hall (Third Floor) | Interior

- Columns.
- Windows.
- Terrace.



Physical Branding Opportunities

Additional Branding Opportunities



Escalators and elevators

Elevate your event with branding your attendees can't miss. Spotlight custom messaging or display directional signage for a cohesive event experience. Plus, well-designed escalators and elevators make a great photo opportunity.



Directional signage

Navigating a new event space can be tough, but branded navigational signage can light the way. More than arrows, directional signs can build excitement and create an atmosphere before attendees are even registered.

X-tract One security towers

At Baird Center, safety is our top priority. Every attendee must be screened through our X-tract One security system. Engage your guests by wrapping towers with your logo or a sponsor's.



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.

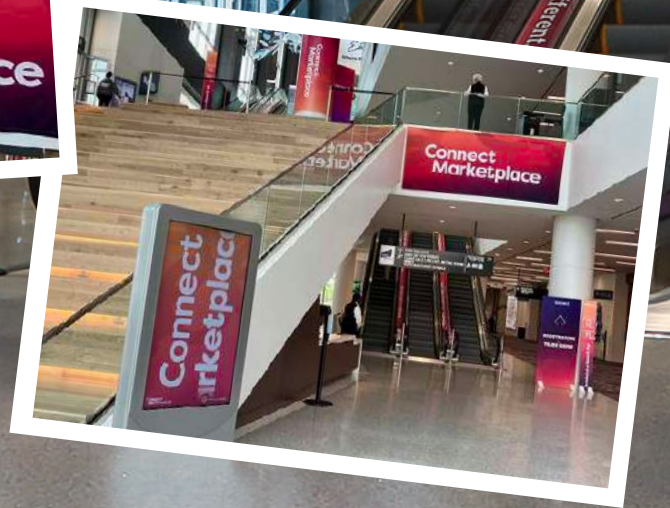
Gobos

Highlight your event, sponsor or booth with a custom Gobo. They can be illuminated on many surfaces and are a creative way to show off your message.



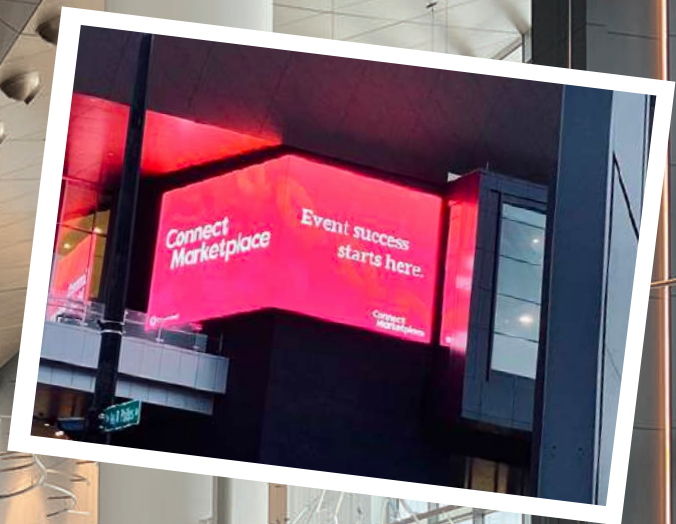
Connect Marketplace Case Study

Connect Marketplace 2024 represents a strong use of the Visual Impact program. Attendees enjoyed three days walking the trade show floor while attending meetings and banquets surrounded by engaging, branded signage. Their blend of event-specific and sponsor-supported imagery serves as a great example of impactful brand presence and revenue generation through signage.



Key insights:

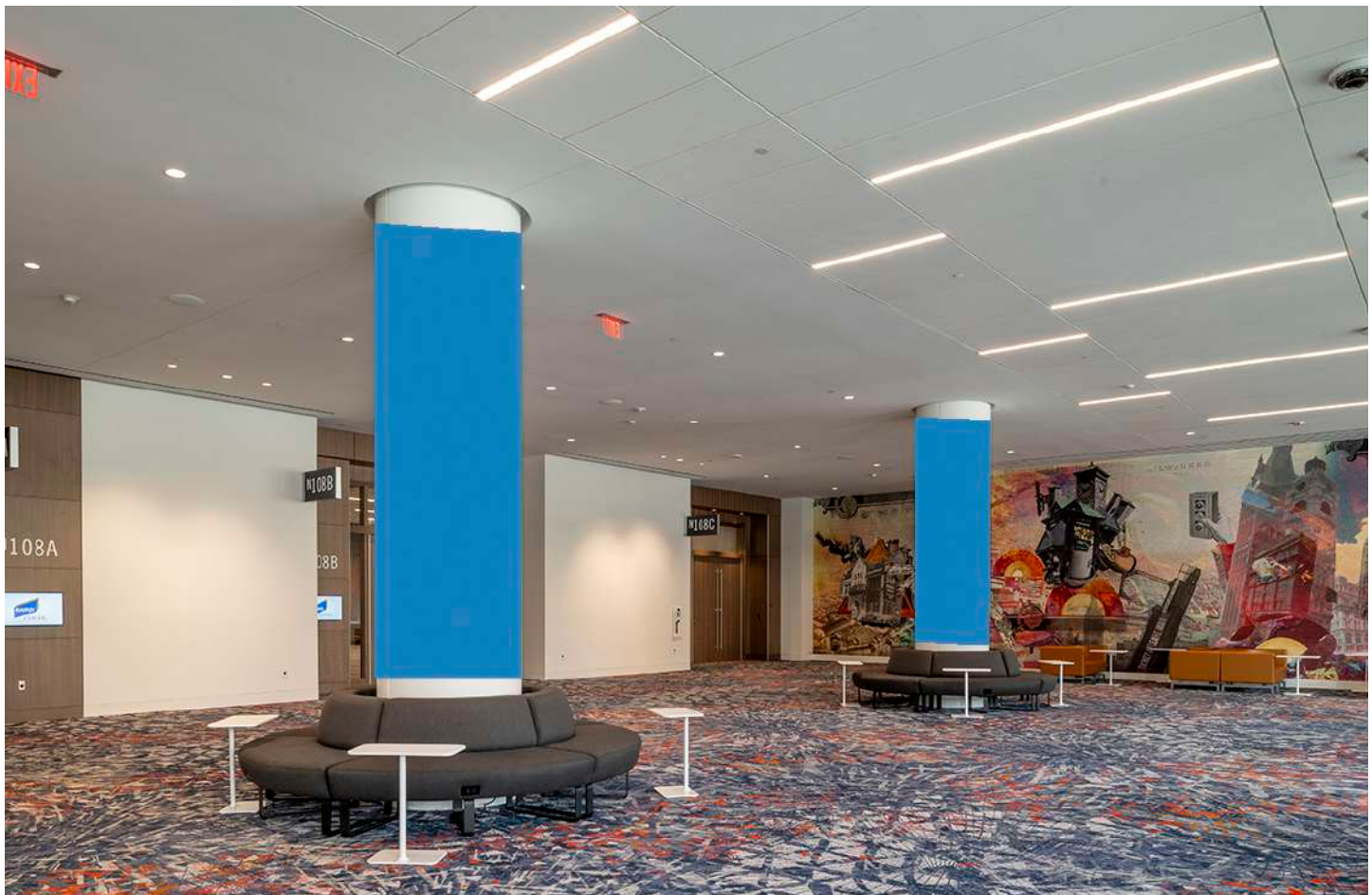
- 3,000 attendees.
- Audience: Event planners and tourism industry professionals.
- First event to use the full 300,000 sq. ft. exhibit hall floor.
- Escalators Runners: 10
- Over 67,000 Signage Impressions
- 34 Hours of Exterior Billboard Run Time



Thought Starters

Lounge Area

Built-in lounge seating and outlets create the perfect environment for a sponsored lounge. Add your brand to the signage and encourage guests to relax or catch up emails during your event.



Thought Starters

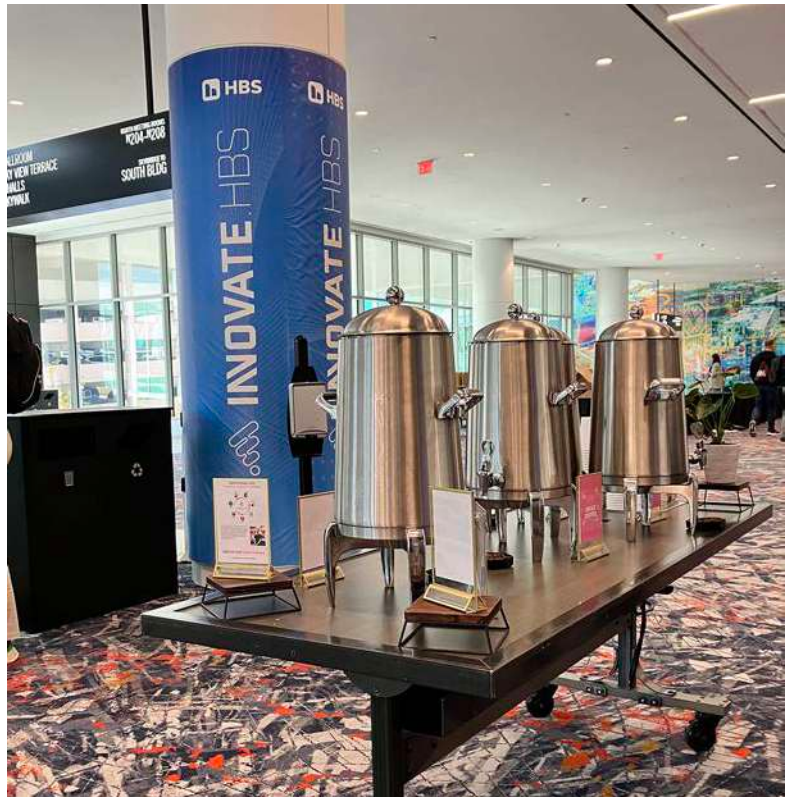
Welcome Sponsor

Use Visual Impact to bolster your brand near a registration zone. A welcome sponsor is a great way to increase brand visibility during attendee arrival and maintain a presence throughout your event.



Coffee Break

Provide your attendees with a fully sponsored food and beverage experience. Whenever it's time for a break, the sponsor's branding remains all event long.



Thought Starters

Sponsored Terrace

Baird Center boasts four beautiful terraces. Consider using them as an opportunity to brand the entire outdoor space.



Program Guidelines and Pricing

Guidelines and Rates

FORMAT	RATES (PER ITEM)
Banners	\$1,000
Column branding	\$1,000
Digital sponsor (non-WCD display)	\$400
Elevator doors	\$650
Entry door glass	\$500
Floor decals	\$500
GOBOS	\$600
Lobby installations	\$1,700
Meter board/free-standing (sponsored)	\$400
Restroom (mirrors and stalls)	\$500 per restroom
Wall	\$750
Windows	\$500

**Production not included in rates. Rights to place branding only.*

Pricing Guidelines

- All rates are for run of show. Published rates subject to change. Please work with advertising and corporate partnerships manager on final pricing.
- 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 in its services.
- Full payment for Visual Impact and production services (if Mandel is selected) is due upon receipt of the Post-Event Invoice.

Program 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.

Program Guidelines and Pricing

Event Branding Summary

Event Branding Summary

- Comprehensive Branding Package:
Includes all printed branding on all items in foyers and exterior, excluding exterior skywalk branding.
(Subject to availability.)

Total: \$14,000.

Revenue Share:

Maximize your sponsorship potential with our streamlined revenue share program. If you opt in, we are happy to provide direct sales support to your sponsors and exhibitors, guaranteeing you a share of the revenue.

How it works:

- Sponsors and exhibitors pay the a la carte rates to WCD directly.
- 30% of revenue generated through these branding opportunities acts as a credit on your post event invoice.

A La Carte:

See Guidelines and Rates.

**Production not included in rates. Rights to place branding only.*

Program Guidelines and Pricing

Preferred Graphic Solutions Partnership



Baird Center is proud to partner with Mandel Graphic Solutions as our 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 and timely manner. 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 work with Mandel, please contact:

Michael Pillar

Advertising and Corporate

Partnerships Account Manager

Wisconsin Center District

mpillar@wcd.org | 414-303-0451

bairdcenter.com/planners/advertising-opportunities