

Marketing Services

Command Attention With At-Show Banners and Billboards

As the hub of the incentive, meetings, and performance improvement business for three days, the annual Motivation Show provides an incomparable branding opportunity to the world's leading buyers. Select from an array of high-impact, at-show signage.

Prime Locations

All exhibitor billboards are located in public areas of the McCormick Place Complex on Level 1 and the Exhibit Floor on Level 3. For availability of specific locations, call Nick Gazivoda at 914-591-7600, ext 238.

A Format for Every Budget

	Height x Width	Price
Lobby Banner	16' x 16'	\$20,000
Registration Kiosk	16' x 16' x 8'd (South Lobby)	\$16,000
Lobby Sign	8' x 24' (Gate 4)	\$10,750
Aisle Sign	4' x 8'	\$2,750
Aisle Banner	24' x 8' (Two-sided, cloth or vinyl, pull pockets top and bottom)	\$8,000
Escalator Sign	8' x 24' (NW A1 and SW A2)	\$8,000
Restaurant Sign	8' x 16' (Elevated Food Court A1/A2)	\$5,750
Kiosk	86 1/4" x 38 1/8" (4 panels required)	\$3,250
Showboard	86 1/4" x 38 1/8" (2 panels required)	\$1,750
On-Floor Showboards	86 1/4" x 38 1/8" (2 panels required)	\$2,500
Floor Sign	49 1/4" x 35 3/8" (for 6 signs)	\$15,000

Learn more about what we can do for your organization. Contact Jim Kilmetis at jkilmetis@motivationshow.com, or call him at 914-591-7600, ext. 229.



A. Restaurant Sign
B. Escalator Sign
C. Floor Sign
D. Kiosk

Ad Design and Production

All costs are for display space and installation/dismantling only. GES Exposition Services can produce your custom graphics at competitive rates. If custom graphics are provided by an outside supplier, additional material handling costs will apply to those shipments. Have GES produce your sign/banner and don't pay for shipping and drayage.

Dimensions and Specifications

LB—Lobby Banner (Single-Sided)

Banner Size: 16'h x 16'w

Material: Cloth or vinyl— pole pockets needed top and bottom

Total Number Available: 1

RK—Registration Kiosk

Banner Size: 15' 8" h x 49' 3" w (single-sided)

Material: Cloth or vinyl— grommets needed top and bottom

Total Number Available: 1

A—Aisle Banner (Double-Sided)

Banner Size: 24'h x 8'w

Material: Double-sided cloth or vinyl— pole pockets needed top and bottom

Total Number Available: 13

E—Escalator Sign (Single-Sided)

Panel Size: 8'h x 24'w

Material: Cloth or vinyl— pole pockets needed top and bottom

Total Number Available: 4

R—Restaurant Sign (Single-Sided)

Banner Size: 8'h x 16'w

Material: Cloth or vinyl— pole pockets needed top and bottom

Total Number Available: 8

L—Lobby Sign (Gate 4) (Single-Sided)

Panel Size: 8'h x 24'w

Material: Cloth or vinyl— pole pockets needed top and bottom

Total Number Available: 1

AS—Aisle Sign (Double-Sided)

Advertise your booth number directly beneath the prominent aisle number signs above every aisle.

Banner Size: 4'h x 8'w

Material: Double-sided foam core with two grommets

Total Number Available: 44

S—Showboard and Floor Showboard (Two Panels Required)

Panel Size: 86 $\frac{1}{4}$ " h x 38 $\frac{1}{8}$ " w

Copy Area: 81 $\frac{3}{8}$ " h x 33 $\frac{1}{8}$ " w

Panel Thickness: $\frac{1}{4}$ " maximum

Material: Sintra recommended

Total Number Available: 23

K—Kiosk (Four Panels Required)

Panel Size: 86 $\frac{1}{4}$ " h x 38 $\frac{1}{8}$ " w

Copy Area: 81 $\frac{3}{8}$ " h x 33 $\frac{1}{8}$ " w

Panel Thickness: $\frac{1}{4}$ " maximum

Material: Sintra recommended

Total Number Available: 6

FS—Floor Sign

Banner Size: Outside Dimensions: 49 $\frac{1}{4}$ " h x 35 $\frac{3}{8}$ " w

Graphic Dimensions: 46 $\frac{3}{4}$ " h x 33 $\frac{1}{8}$ " w

Material: Base/rim is polypropylene and polypropylene-based elastomer, cover material is polycarbonate.

Stock base color is gray.

Total Number Available: 2 sets of 6

Graphic Requirements

GES Exposition Services can produce your custom graphics at competitive rates or the graphics can be supplied by the exhibitor. If GES is producing your graphics, artwork needs to be at GES by Wednesday, September 12. Early submission of artwork will allow for discounted pricing. If graphics are provided by the exhibitor, they must be received at the GES warehouse by Tuesday, September 11. The Motivation Show will provide the necessary labor to install and remove graphic panels, signs and banners if specifications above are met.

GES Exposition Services Contact Information

For additional information or to request a quote for production of custom graphics, please contact:

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