

BRANDING GUIDE

SNIS 22nd Annual Meeting & Fellows Course

July 14-18, 2025

Music City Center | Nashville, TN



Programming in conjunction with:



SNIS continues to appreciate and embrace our sponsor and exhibitor partners. We want to ensure that each of you feel that you are getting the most out of your attendance at the SNIS Annual Meeting without sacrificing the experience of the attendee. To that end, we have instituted marketing rules regarding signage around the meeting.

No signage or marketing materials of any sort can occur at the SNIS host property during any of our program dates without the full consent and approval of SNIS. With the assistance of Freeman, we have created a Branding Guide, with pricing and order form, for the Music City Center, to allow additional opportunities for companies to extend their messaging throughout the event. Freeman is serving as the exclusive provider of branding services for the SNIS Annual Meeting and will provide install/dismantle labor and graphic production for all branding efforts.

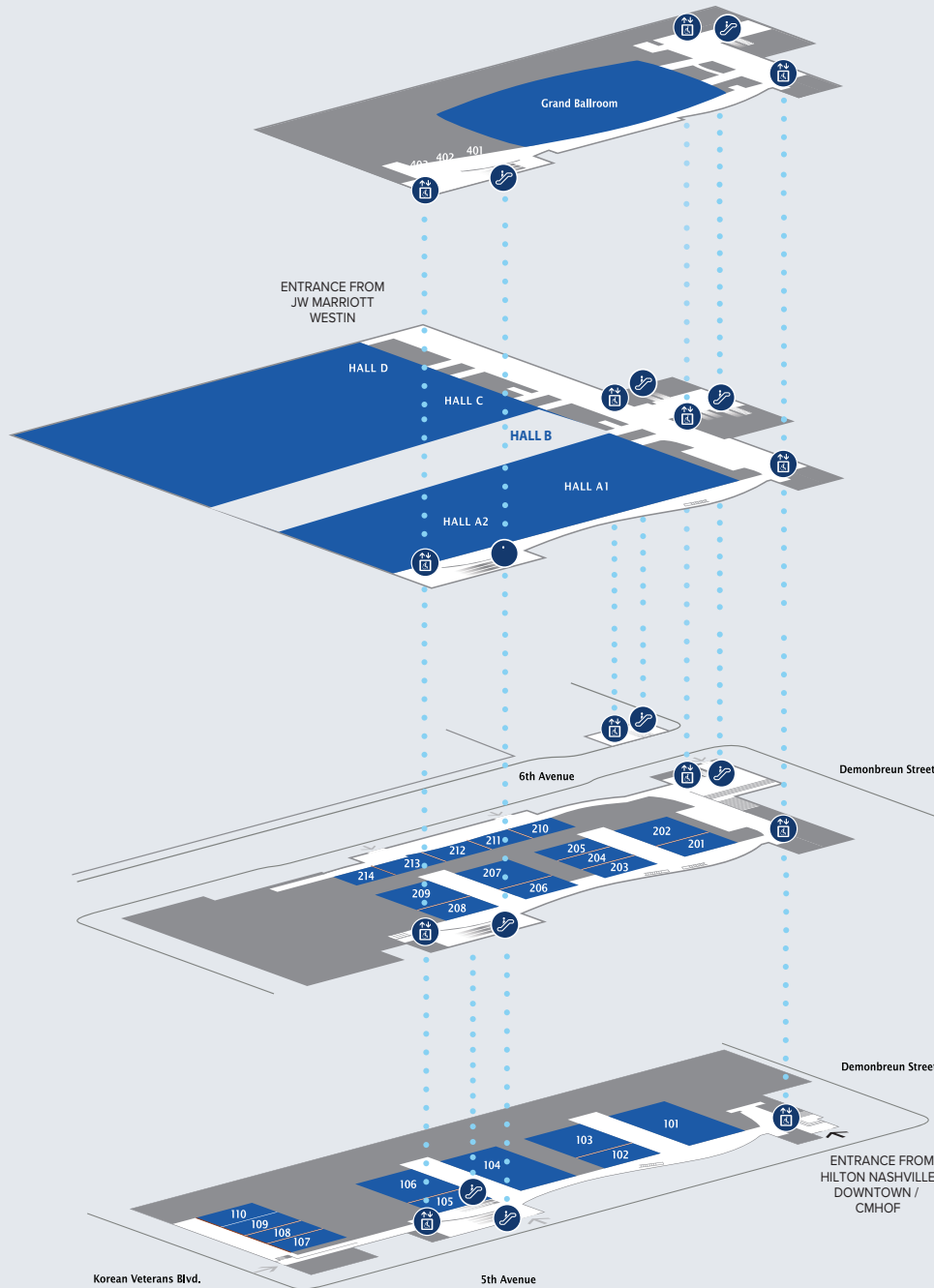
If SNIS finds that any marketing has been set up without prior consent, we will have the right to require the materials to be immediately removed, fine the company responsible and dock exhibitor priority points.

Branding options will be assigned on Monday, May 5th, 2025. Any requests made after that time will be based on availability. See order form on last page of this Branding Guide.

If you need more information, please contact Chad Robertson at (703) 495-2043 or robertson@snisonline.org.



SITE MAP



LEVEL 4

- General Session
- Concurrent Session

LEVEL 3

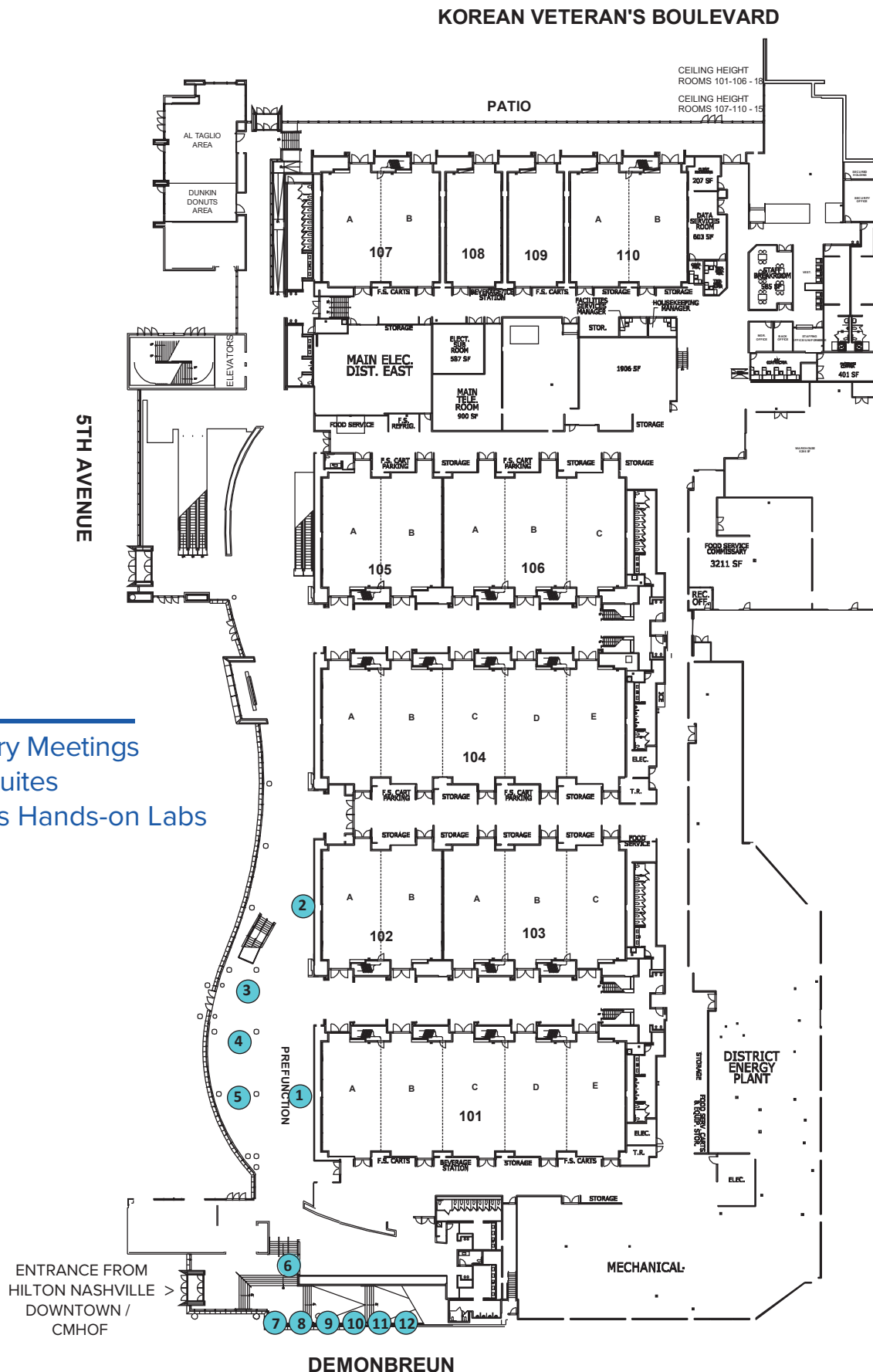
- Registration
- Exhibit Hall

LEVEL 2

LEVEL 1

- Auxiliary Meetings
- Tech Suites
- Fellows Hands-on Labs

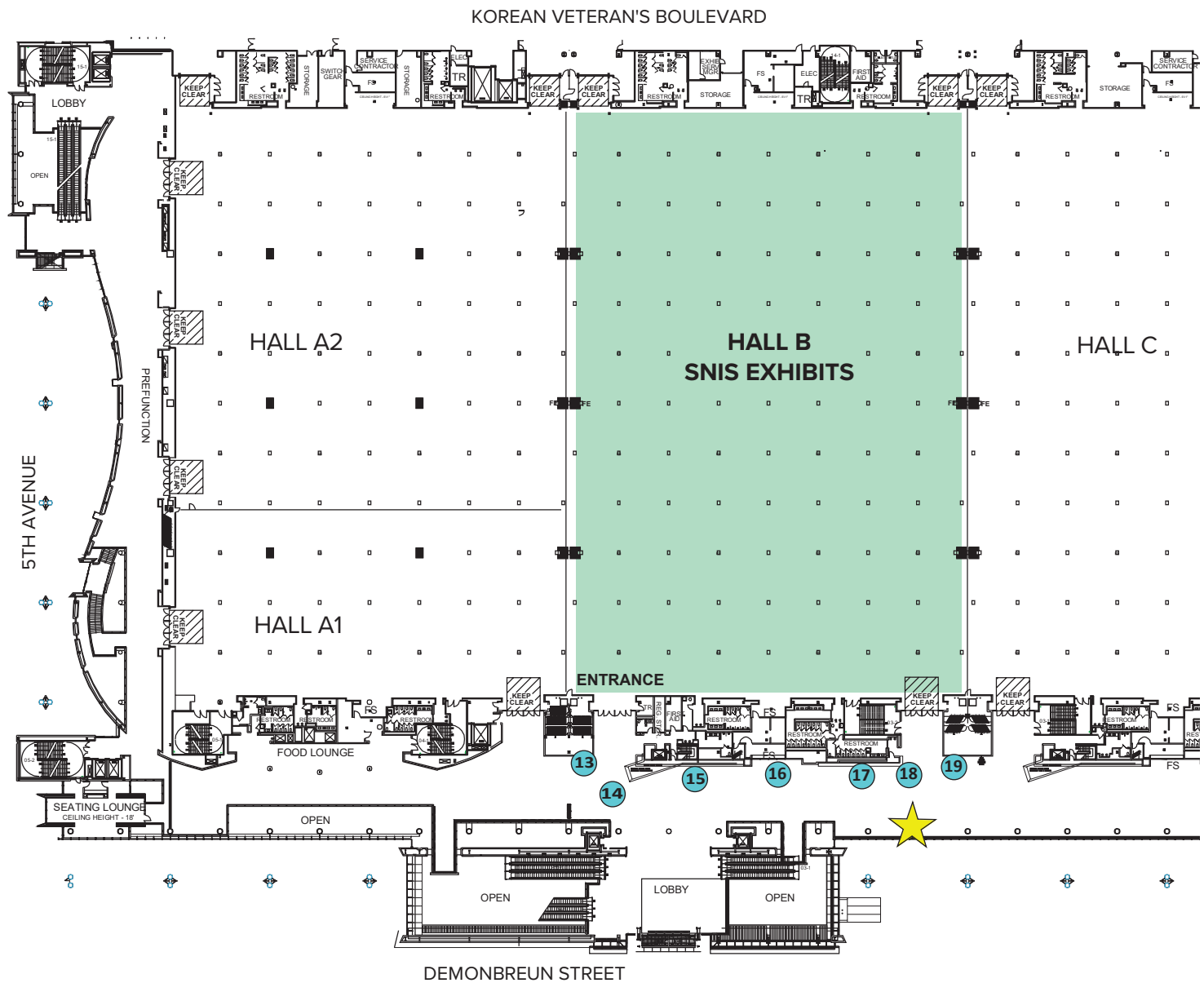
Branding Locations - Level 1



Branding Locations - Level 3

LEVEL 3

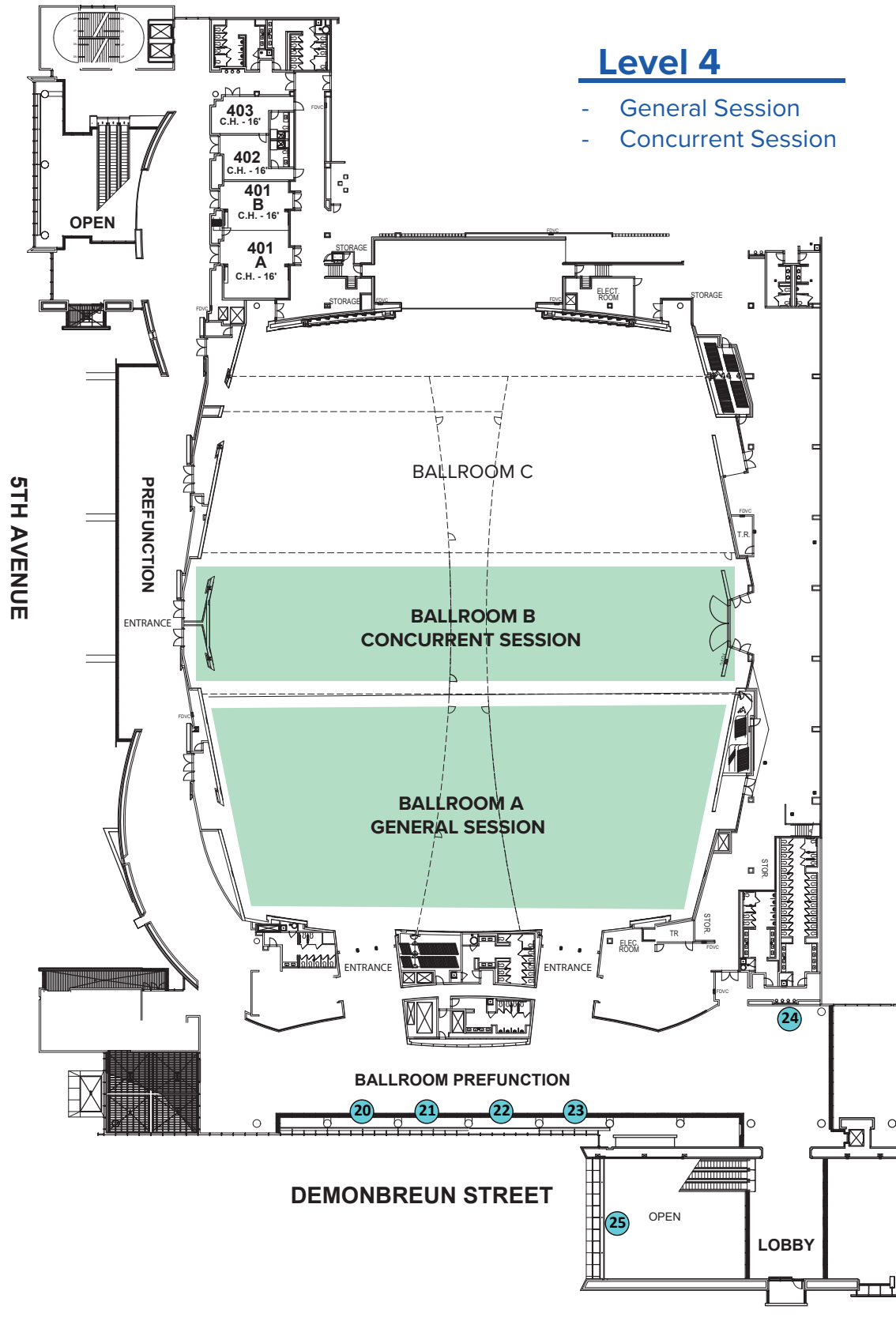
- Exhibits Hall B
- Registration Hall B Concourse



 SNIS REGISTRATION



Branding Locations - Level 4





Item 1 & 2

Location: Level 1 Prefunction area

Type: 4M x 8ft Floor Supported Graphic

Width: 156.25"

Height: 95.01875"

Sided: Single

Notes:

Freeman flex frame with graphic



Item 3, 4, 5

MCC ID: 1-CB-17-19

Location: Lvl 1 Prefunction

Type: Column Wrap

Width: 87.75"

Height: 144"

Sided: Single

Notes: Fabric

Width measurements are exact.
Add 2" for Velcro attachment.



Item: 6

Location: Level 1 - 2 Stairway

Type: 86" Vertical LED Display

Width: 1080 pixels

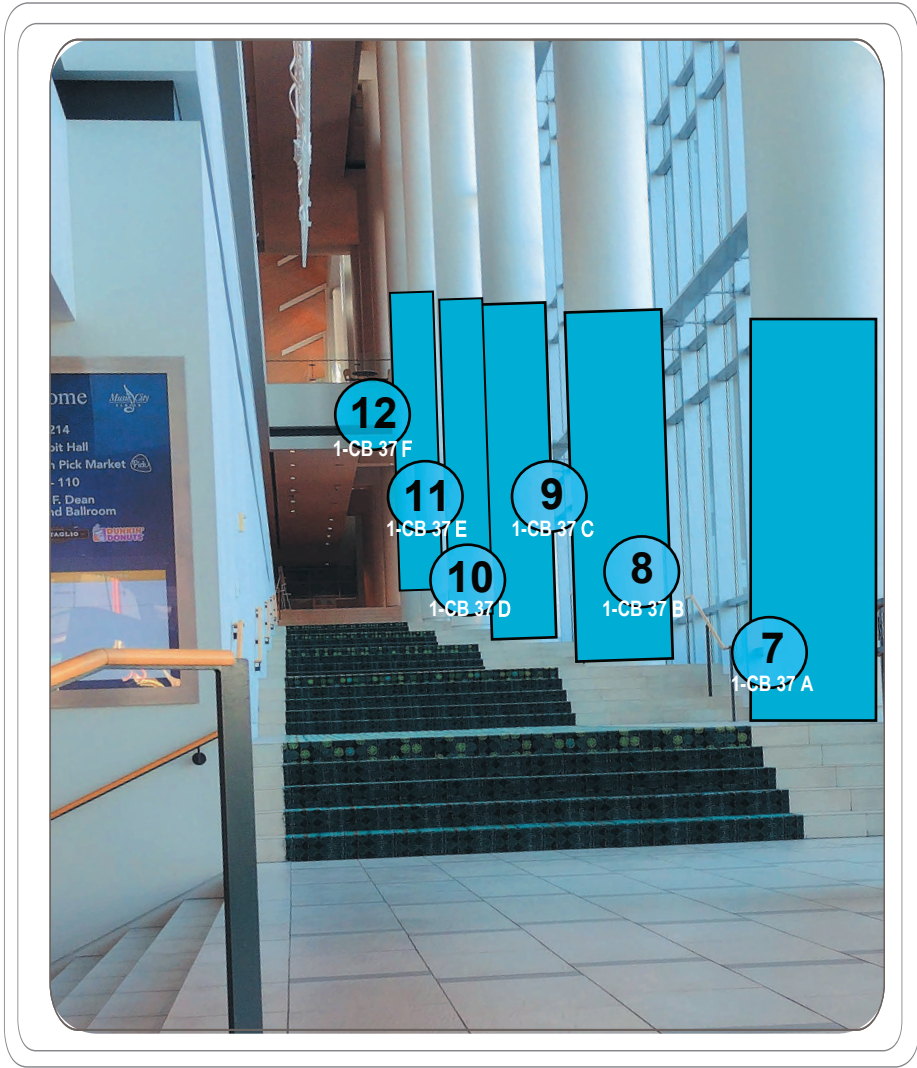
Height: 1920 pixels

Sided: Single

Notes:

Image Format: .png, .jpg

Video Format: .mp4



Item: 7 -12

MCC ID: 1-CB-37A-F

Location: Level 1 - 2 Stairway

Type: Column Wrap

Width: 139.25"

Height: 144"

Sided: Single

Notes: Fabric



Item: 13

MCC Item ID: 3-B-74

Location: Hall A/B Concourse Level 4
overhang

Type: Banner

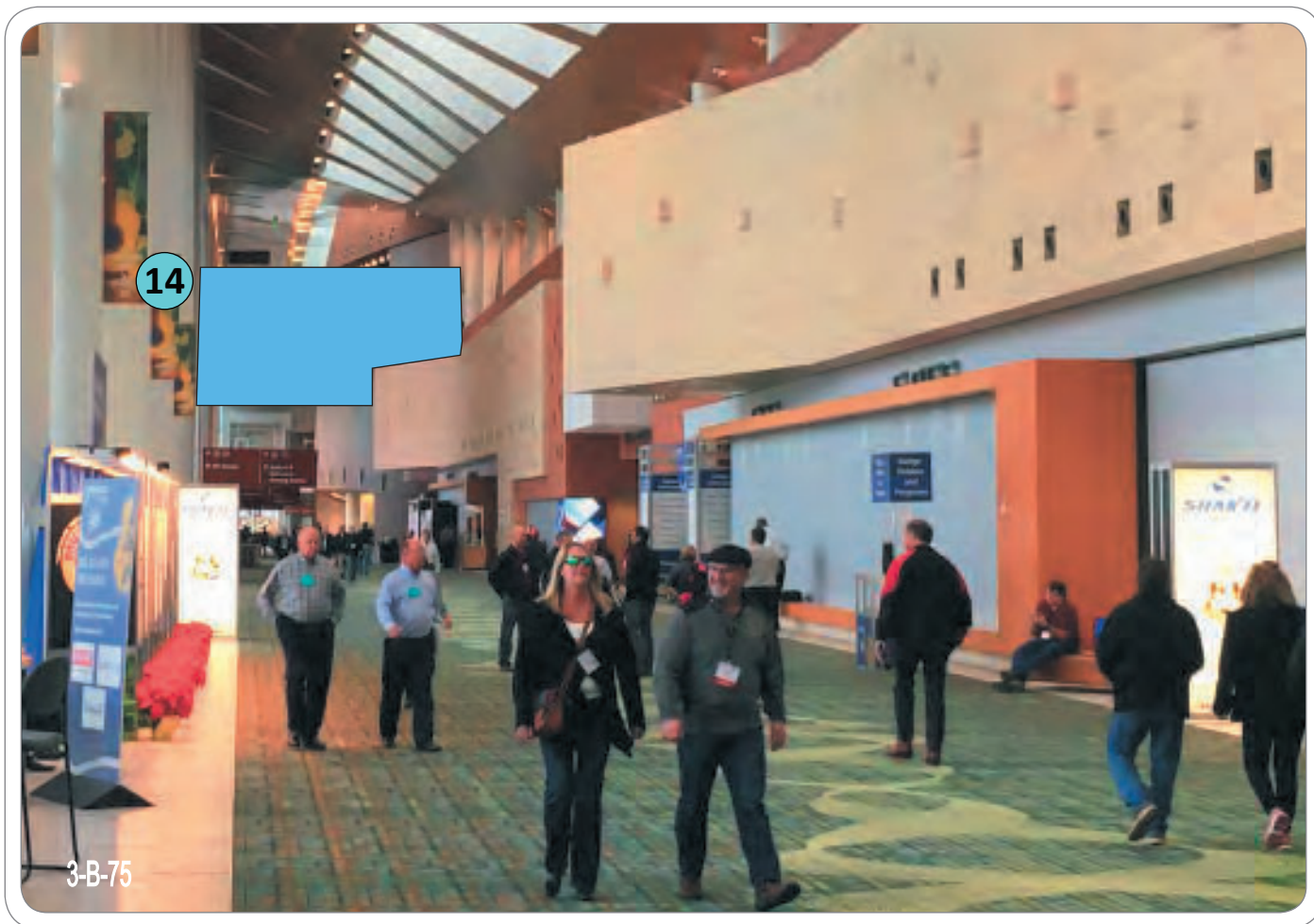
Width: 160"

Height: 96"

Sided: Single

Notes: Fabric or Vinyl

Sewn pole pockets top & bottom.
Size listed is maximum
for this location.



Item: 14

MCC Item ID: 3-B-75

Location: Overlook to Concourse B
Level 4

Type: Banner

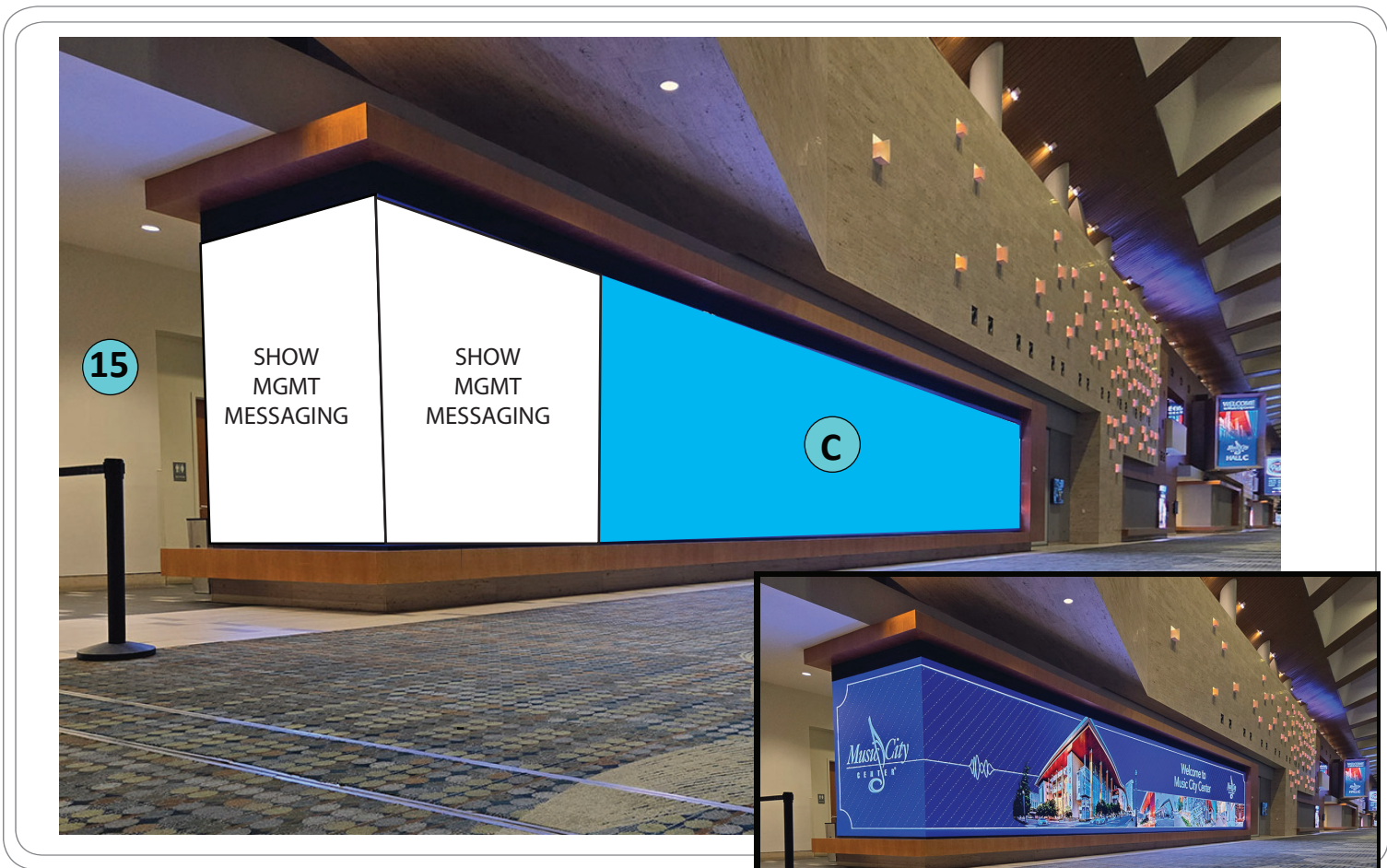
Width: 420"

Height: 144"

Sided: Single

Notes: Vinyl

Sewn pole pockets top & bottom.
Size listed is maximum
for this location.



Item: 15C

Location: Hall B Concourse - Level 3

Type: LED Wall

Side C: 41' 3"w x 10'h

Width: 10240 pixels

Height: 2160 pixels

Notes:

Image Format: .png, .jpg

Video Format: .mp4

Image/Video Loop - 20 seconds per sponsor

5 Sponsorships Available

*Show mgmt messaging will be static images



Item 16

Location: Hall B Concourse Level 3

Type: 8.5M X 10' Floor Supported FT
Graphic

Width: 332"

Height: 117"

Sided: Single

Notes:

Freeman flex frame with
graphic



Item 17

MCC ID: 3-WG-86

Location: Hall B Concourse Level 3

Type: Wall Graphic

Width: 376"

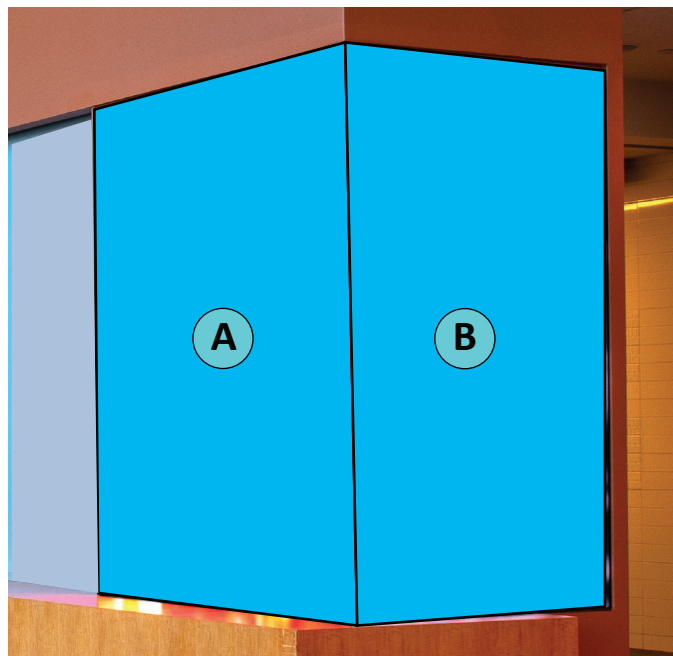
Height: 91"

Sided: Single

Notes: 1/2" Foam Core

Top 8" is covered by soffit & not visible. Place all important information in the lower 7'.

18



Item: 18

Location: Hall B/C Concourse - Level 3

Type: LED Corner Wrap

Side A: 10'w x 7'h

Width: 960 pixels

Height: 1080 pixels

Side B: 4'w x 7'h

Width: 640 pixels

Height: 1080 pixels

Combined: AB: 4'w x 7'h

Width: 1600 pixels

Height: 1080 pixels



Notes:

Image Format: .png or .jpg

Video Format: .mp4

Can be combined as 1 continuous image or video.



Item 19

MCC ID: 3-B-88

Location: Hall B/C Concourse - Level 3

Type: Banner

Width: 160"

Height: 96"

Sided: Single

Notes: Vinyl

Sewn pole pockets top & bottom.
Size listed is maximum
for this location.



4-B-111A-D

Item 20-23

MCC ID: 4-B-111A-D

Location: Level 4 Ballroom A
Prefunction

Type: Window Banner

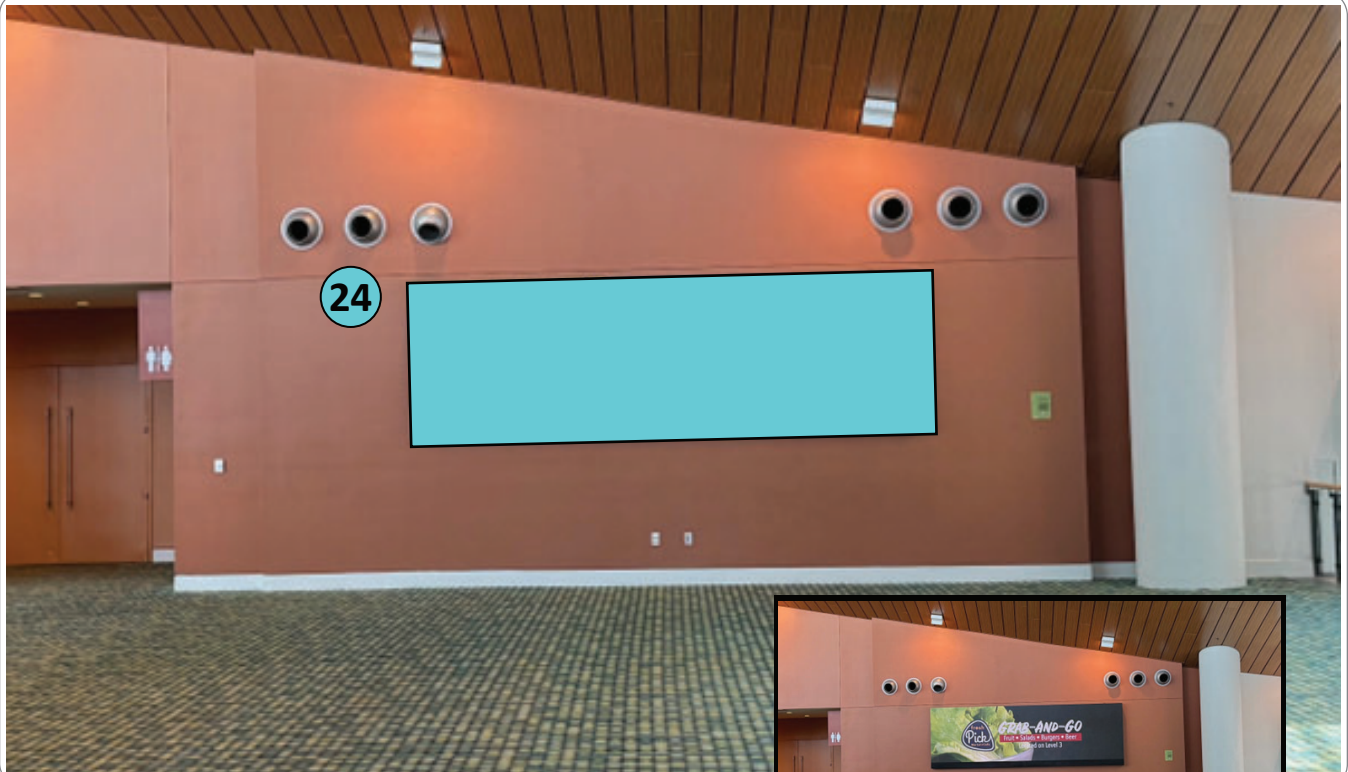
Width: 300"

Height: 216"

Sided: Single

Notes: Fabric or Vinyl

Sewn pole pockets top & bottom.
Size listed is max recommended
for this location.



Item: 24

Location: Ballroom A Prefunction - Level 4
(General Session)

Type: LED Wall

Size: 16'w 4'6"h

Width: 3480 pixels

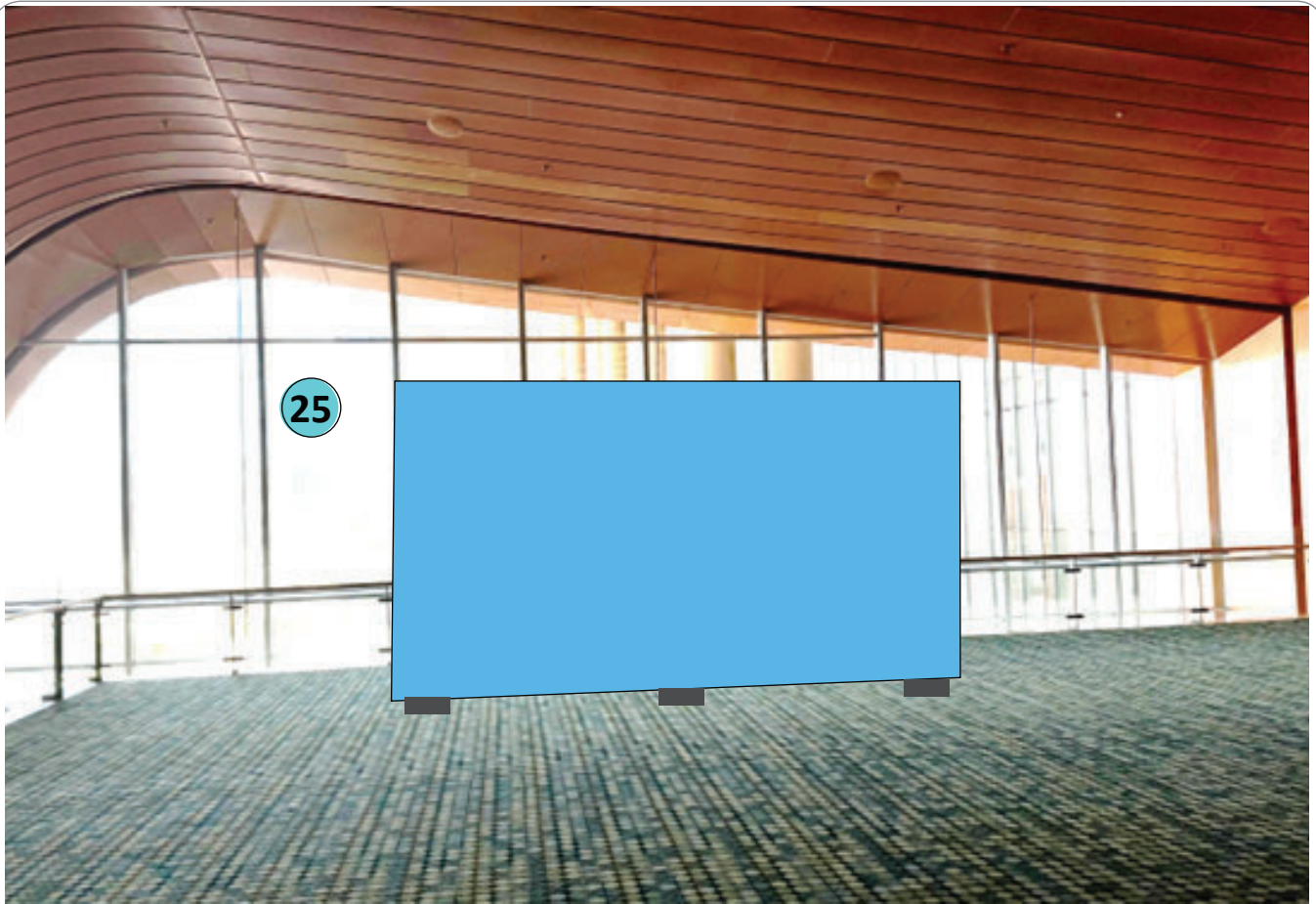
Height: 1080 pixels

Sided: Single

Notes:

Image Format: .png, .jpg

Video Format: .mp4



Item 25

Location: Escalator landing - Level 4

Type: 4M x 8ft Floor Supported
Graphic

Width: 156.25"

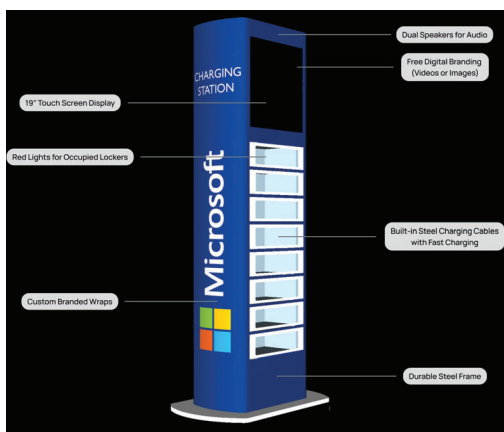
Height: 95.1875

Sided: Single

Notes:

Freeman flex frame with
fabric graphic

26



Item: 26

Location: tbd

Type: Branded Cell Phone Charging Locker

Notes:

Image Format: .png, .jpg

Video Format: .mp4

Branding Order Form

Branding Order Form

Branding opportunities will be assigned on May 5th, for all orders received. Requests received after that time will be based on availability.

Company: _____

Contact Name: _____

Address: _____

City: _____ ST _____ ZIP _____

Phone: _____

Email: _____

Please rank your selections by preference and provide a few alternative choices in the event your first choices cannot be confirmed.

Notes/Comments: _____

Authorized Signature: _____

PLEASE RETURN COMPLETED FORM TO:
Chad Robertson — robertson@snisonline.org

Branding Options

(Please place an "X" next to your selections)

"x" Item #

- | | | |
|--------------------------|-----|---|
| <input type="checkbox"/> | 1 | Level 1 Floor Supported Graphic |
| <input type="checkbox"/> | 2 | Level 1 Floor Supported Graphic |
| <input type="checkbox"/> | 3 | Level 1 Column Wrap |
| <input type="checkbox"/> | 4 | Level 1 Column Wrap |
| <input type="checkbox"/> | 5 | Level 1 Column Wrap |
| <input type="checkbox"/> | 6 | Level 1 Stairway Video Wall |
| <input type="checkbox"/> | 7 | Level 1-2 Column Wrap |
| <input type="checkbox"/> | 8 | Level 1-2 Column Wrap |
| <input type="checkbox"/> | 9 | Level 1-2 Column Wrap |
| <input type="checkbox"/> | 10 | Level 1-2 Column Wrap |
| <input type="checkbox"/> | 11 | Level 1-2 Column Wrap |
| <input type="checkbox"/> | 12 | Level 1-2 Column Wrap |
| <input type="checkbox"/> | 13 | Level 3 A/B Concourse Banner |
| <input type="checkbox"/> | 14 | Overlook to B Concourse Banner |
| <input type="checkbox"/> | 15c | B Concourse Video Wall |
| <input type="checkbox"/> | 16 | B Concourse Floor Supported Graphic |
| <input type="checkbox"/> | 17 | B Concourse Wall Graphic |
| <input type="checkbox"/> | 18 | Corner Wrap Video Wall |
| <input type="checkbox"/> | 19 | B/C Concourse Banner |
| <input type="checkbox"/> | 20 | Level 4 Prefunction Banner |
| <input type="checkbox"/> | 21 | Level 4 Prefunction Banner |
| <input type="checkbox"/> | 22 | Level 4 Prefunction Banner |
| <input type="checkbox"/> | 23 | Level 4 Prefunction Banner |
| <input type="checkbox"/> | 24 | Level 4 Prefunction Video Wall |
| <input type="checkbox"/> | 25 | Escalator Landing Floor Supported Graphic |
| <input type="checkbox"/> | 26 | Phone Charging Locker |

*Refer to pricing supplement for a detailed breakdown of branding costs. SNIS will bill the sponsor for any digital rental, rigging/equipment and branding fees. All branding costs will count towards Sponsor Level goals.

Any Freeman related costs (printing & labor) will be billed directly by Freeman.