

**SMG**

*Cobo Center (Detroit, MI)*



## **Cobo Center Banner Program**

Various internal and external sign placements are available to promote your event. Cobo Center can help you design and print your banners, building wrap and super graphics in-house. All banner information must be approved and ready for banner production and installation two weeks prior to the show. A letter of agreement is also required.

Contact your Cobo Center sales or event manager for more information.



A NEW CENTER RISING

## 16' h x 14' w SkyBanner



**Location:** Congress Street Entrance

**Banner Size:** 16' High x 14' Wide

**Production & Installation Fee:**

1-7 days: \$2500 or 20% of sponsor advertising fee, whichever greater

8-14 days: Additional \$1000

\*Minimum 2 weeks required for production & installation



## 16' h x 14' w SkyBanner



**Location:** People Mover Escalator

**Banner Size:** 16' High x 14' Wide

**Production & Installation Fee:**

1-7 days: \$2500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$1000

\*Minimum 2 weeks required for production & installation



## 16' h x 14' w SkyBanner



**Location:** Detroit/Macomb Concourse

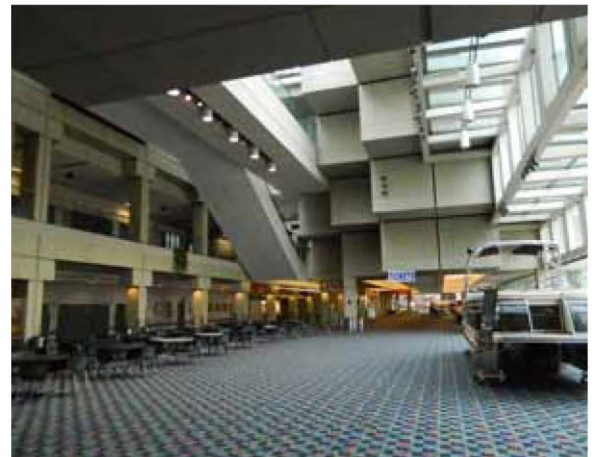
**Banner Size:** 16' High x 14' Wide

**Production & Installation Fee:**

1-7 days: \$2500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$1000

\*Minimum 2 weeks required for production & installation



## 8' h x 14' w SkyBanner



**Location:** Detroit/Macomb Concourse

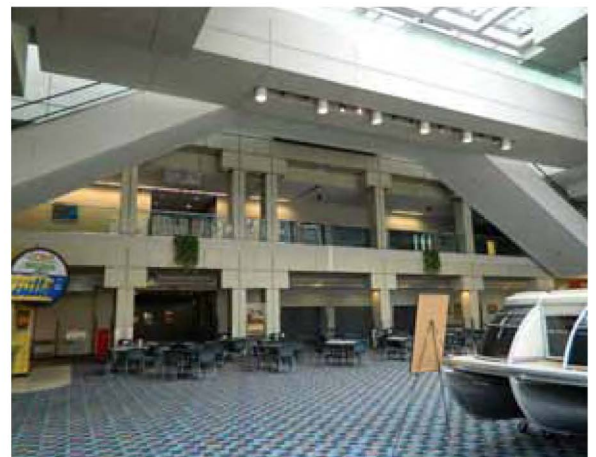
**Banner Size:** 8' High x 14' Wide

**Production & Installation Fee:**

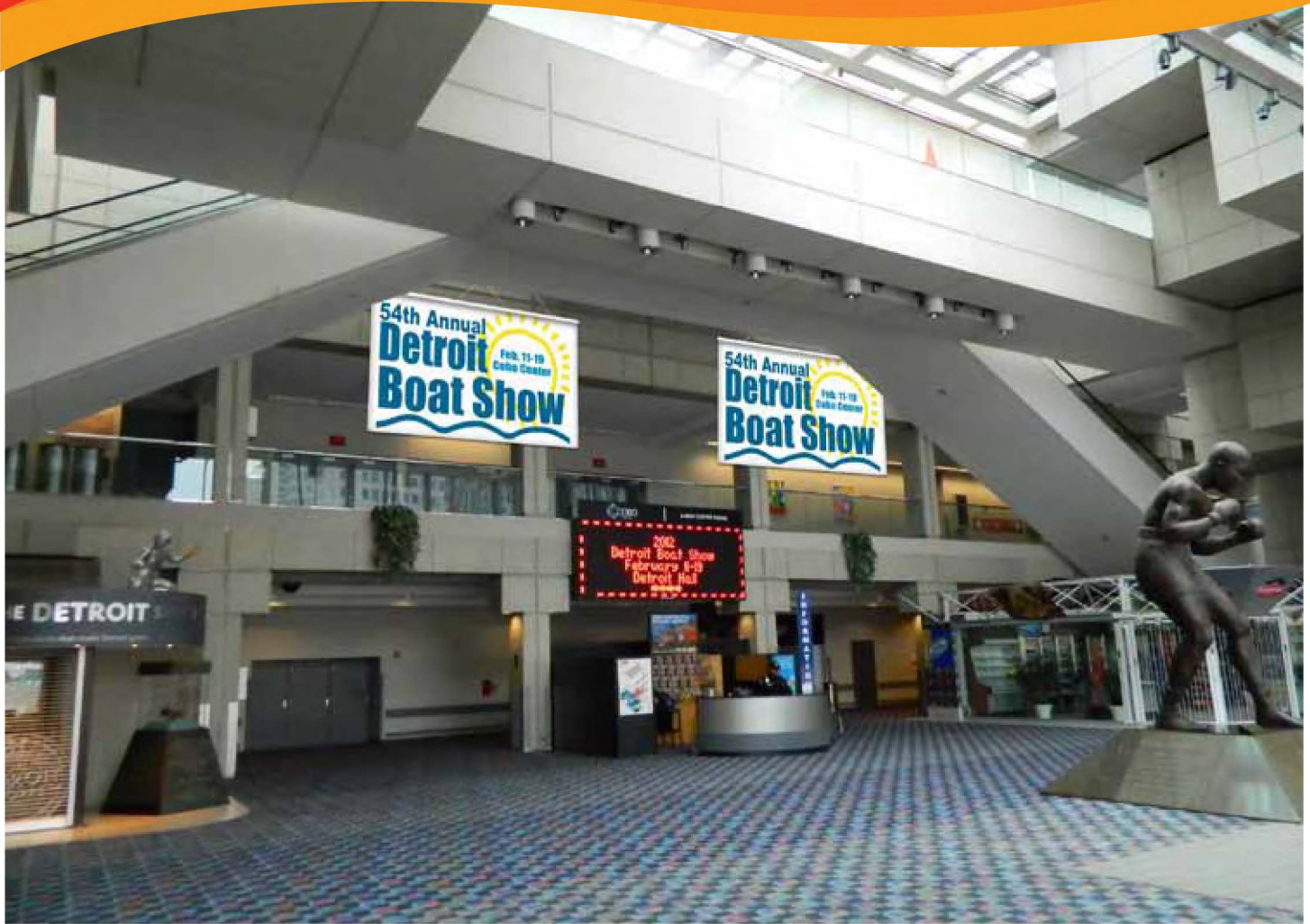
1-7 days: \$2000 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$750

\*Minimum 2 weeks required for production & installation



## 8' h x 14' w SkyBanner



**Location:** Behind Joe Louis Statue

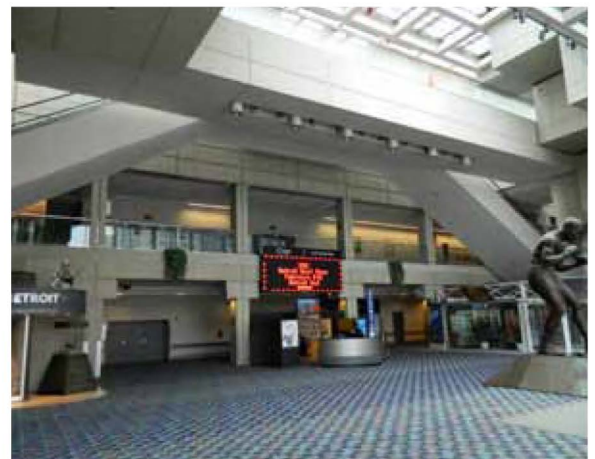
**Banner Size:** 8' High x 14' Wide

**Production & Installation Fee:**

1-7 days: \$2500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$1000

\*Minimum 2 weeks required for production & installation



## Escalator Decal



**Location:** Escalators

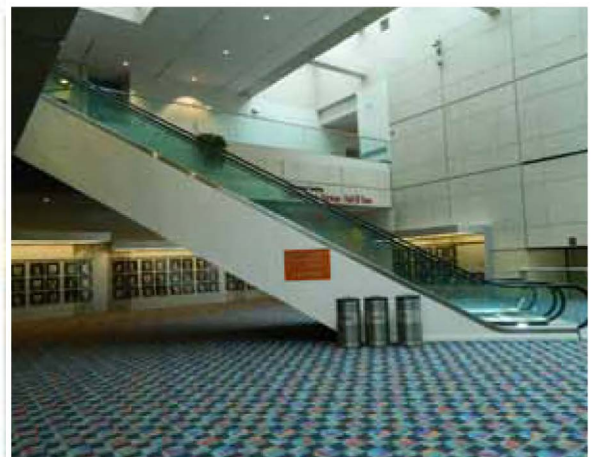
**Banner Size:** 3' High x 21' Wide

**Production & Installation Fee:**

1-7 days: \$1500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$500

\*Minimum 2 weeks required for production & installation



## *Narrow Banner*



**Location:** Detroit Concourse Glass Over Entrance

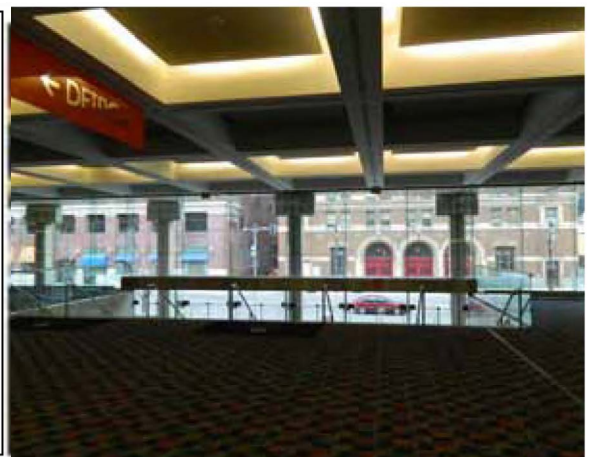
**Banner Size:** 3' High x 20' Wide

**Production & Installation Fee:**

1-7 days: \$1500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$500

\*Minimum 2 weeks required for production & installation



## Narrow Banner



**Location:** Macomb Concourse Glass Over Entrance

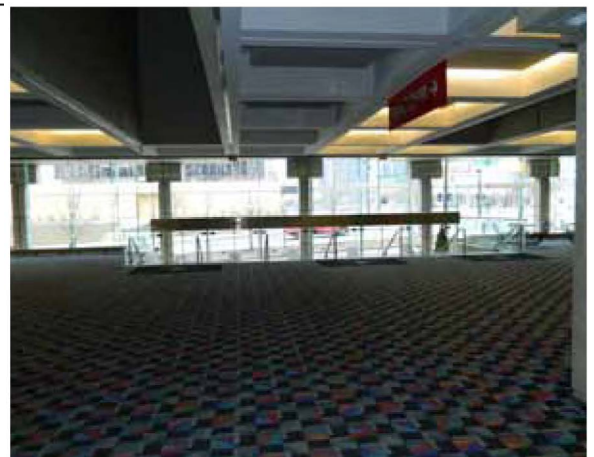
**Banner Size:** 3' High x 20' Wide

**Production & Installation Fee:**

1-7 days: \$1500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$500

\*Minimum 2 weeks required for production & installation



## Glass Railing Decals



**Location:** Various

**Banner Size:** 4' High x 44' Wide

**Production & Installation Fee:**

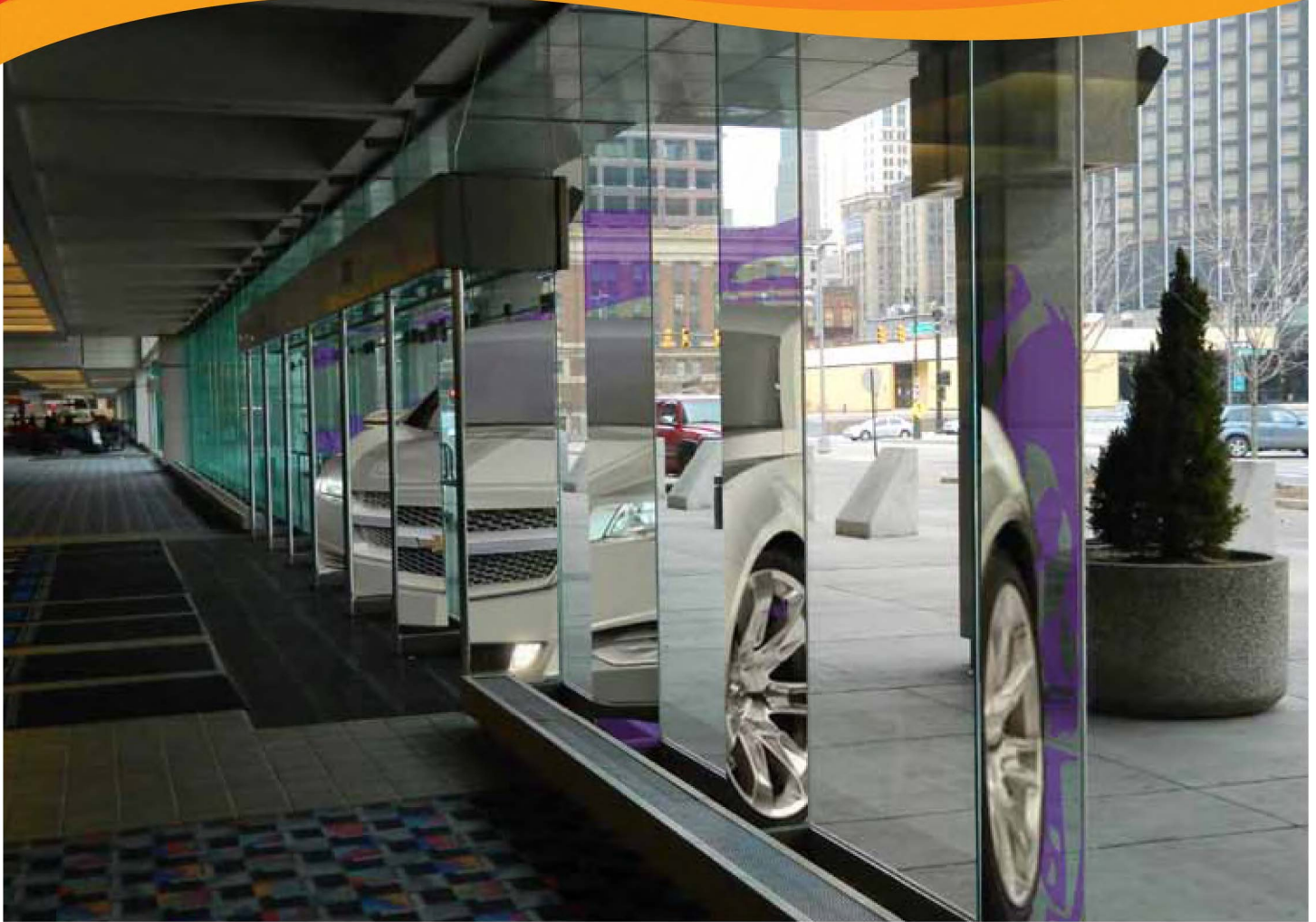
1-7 days: \$1500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$500

\*Minimum 2 weeks required for production & installation



## Glass Decal



**Location:** Narrow Glass Stanchions at Entrance

**Banner Size:** 11' High x 1' Wide

**Production & Installation Fee:**

1-7 days: \$1500 or 20% sponsor  
advertising fee, whichever greater

8-14 days: Additional \$500

\*Minimum 2 weeks required for production & installation

\*\*Price per panel

