

HARRAH'S CHEROKEE CASINO RESORT CONVENTION MARKETING

ADVERTISING
OPPORTUNITIES GUIDE

Escalators Levels 1-3

- Adhesive Wraps
- Full-length of glass only
- No vendor limits



Exhibit Hall Prefunction Ramp Railing

- Fabric wrap with hook and loop (Velcro) straps
- Limit 1 vendor per event

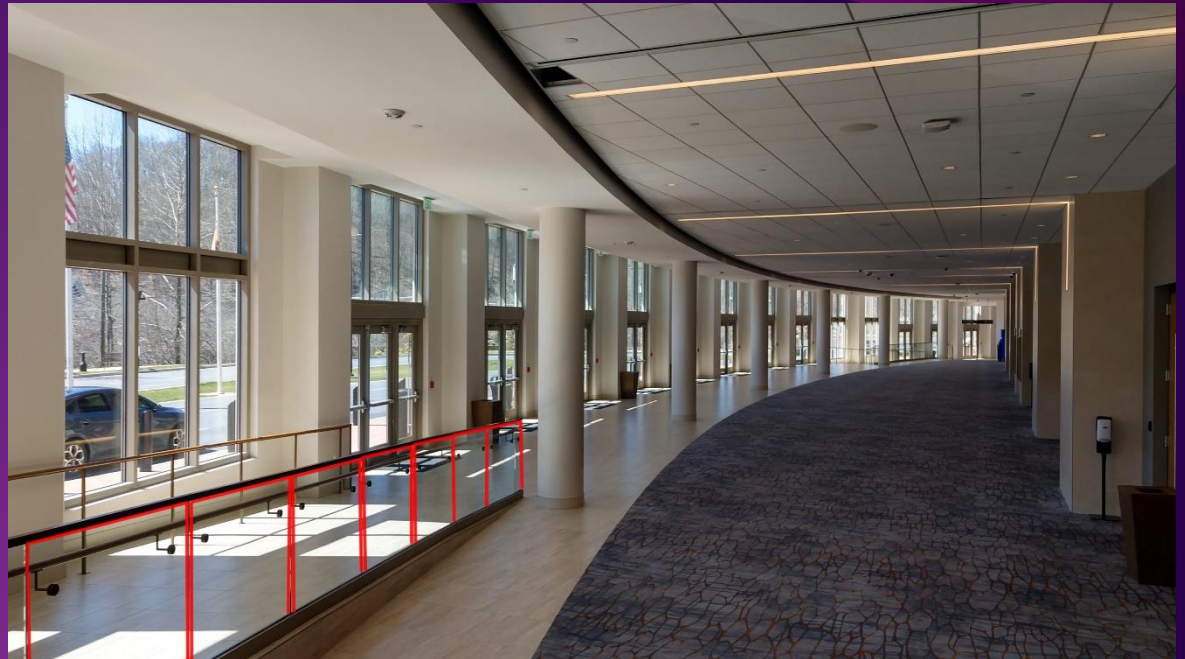


Exhibit Hall Prefunction Columns

- Fabric wrap with hook and loop (Velcro) straps
- 7 total columns available; available to multiple vendors

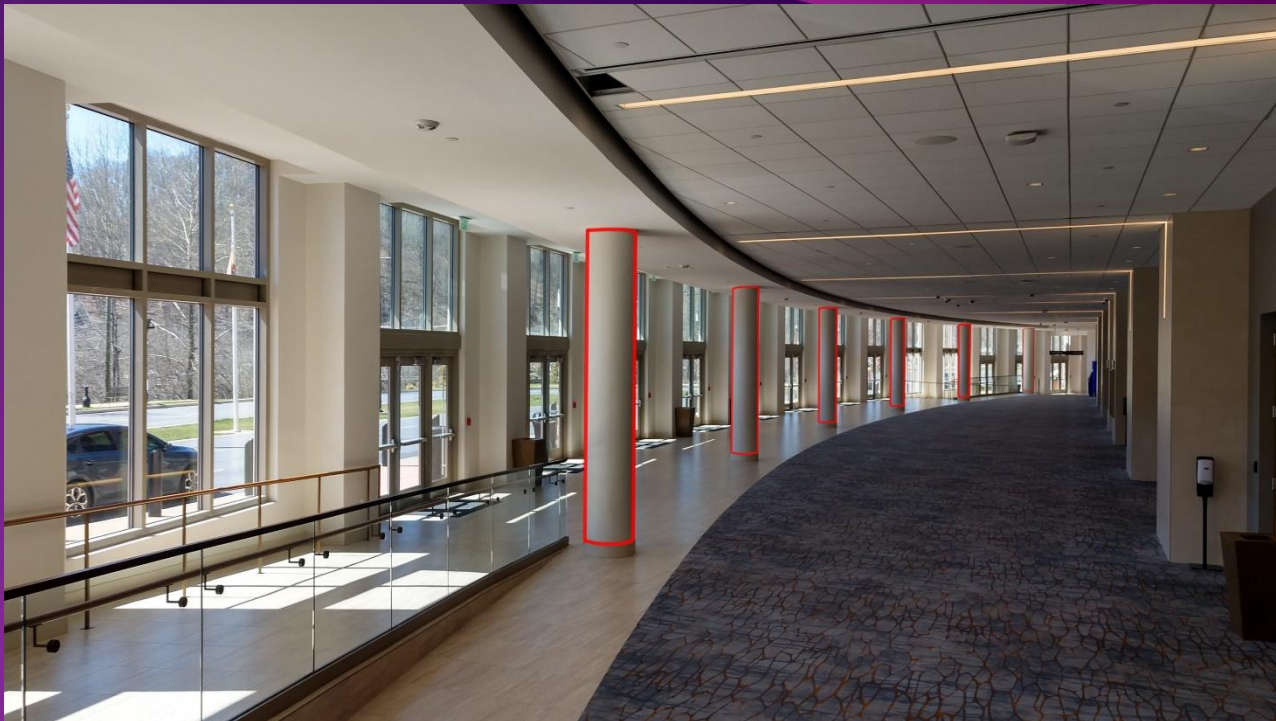


Exhibit Hall Prefunction Stairwell Doors

- Low-tac adhesive
- Limit one vendor to each group of 6 window panes, or 3 panes above exit doors
- Four total large groups of 6 available, 2 groups of 3 above exit doors



Exhibit Hall Prefunction

Exhibit Hall Posters

- Non-adhesive posters in snap frames – 96"x24"
- 2 posters available above each roll-up door in the Exhibit Hall
- No vendor limitations



Exhibit Hall Prefunction

2nd Floor Lobby Windows

- Low-tac adhesive
- All 6 window panes in package
- Limit 1 vendor



Lobby Escalator Hanging Glass

- Low-tac adhesive
- Available on 1st and 2nd floors
- No vendor limitations

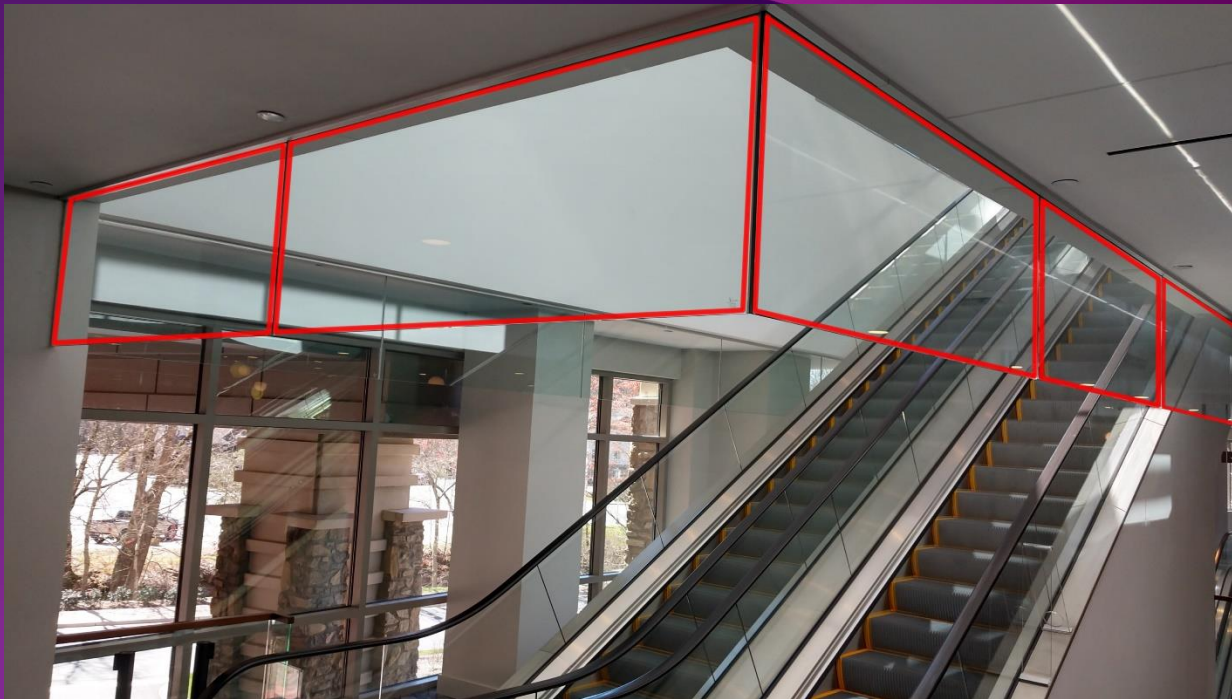


EXHIBIT HALL BANNERS

- Vinyl Banner with grommets across top every 3'
- No vendor limitations
- Each banner should be uniformly 10' tall

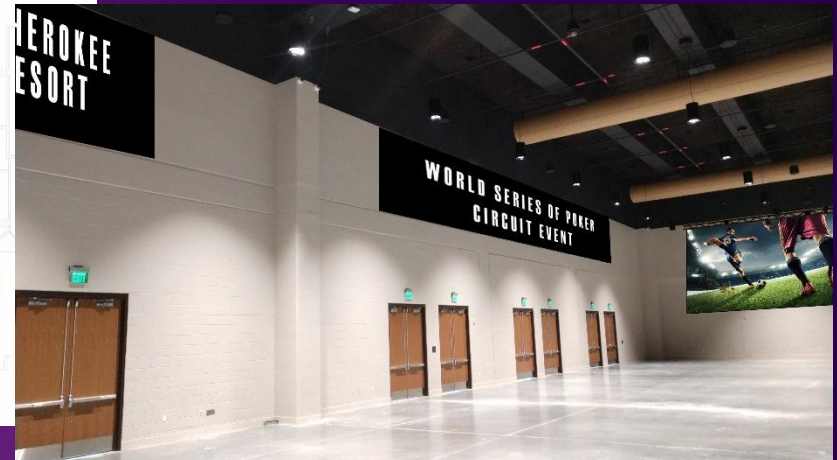
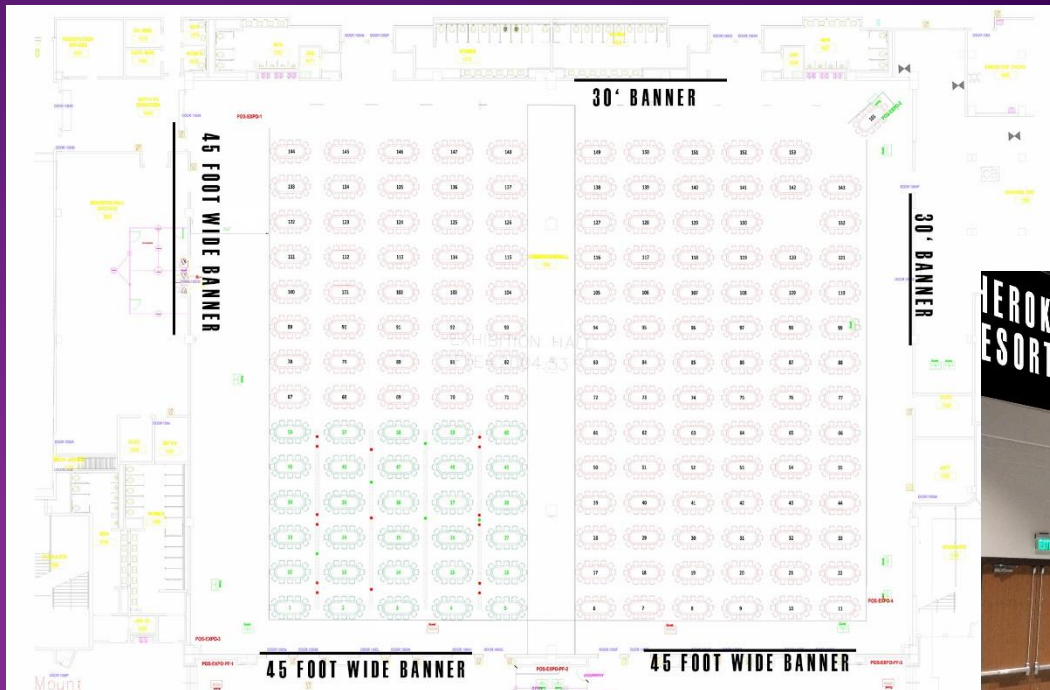


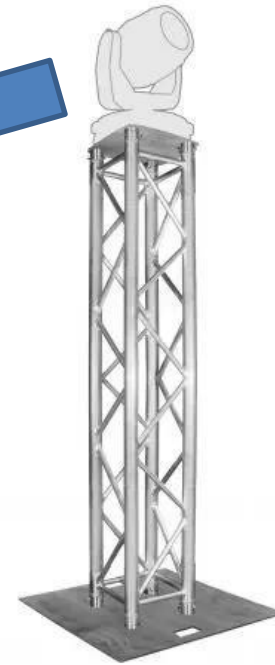
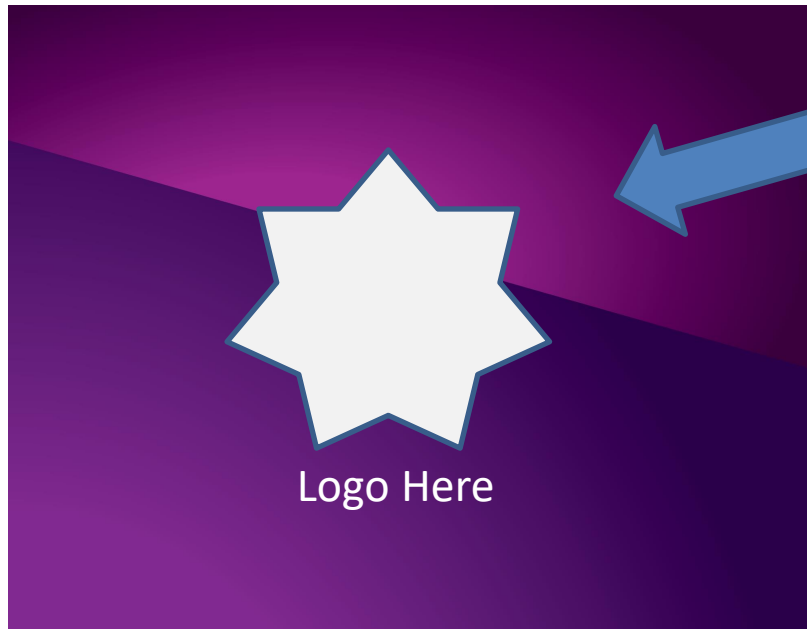
EXHIBIT HALL COLUMN WRAPS

- Fabric with hook & loop (Velcro) up long side
- Must hang above emergency beacons
- No vendor limitations



Pole Banner





Gobos on Conference walls

- Project onto open spaces
- Logos or messages