



# Playing host to big-time graphics

## Super Bowl print projects in the Twin Cities and beyond

The Vomela Companies were a proud in-kind sponsor of the Super Bowl LII Host Committee. The event drew more than a million visitors to Minneapolis, Minnesota, for the 10 days of Bold North activities. More than 150 Super Bowl related events took place in the Twin Cities, and The Vomela Companies played a crucial role in many key activities.

Between the Host Committee and our client work, the weeks, days, and hours leading up to the event were truly exciting. Unique venues across Minneapolis and St. Paul were transformed to represent the Bold North brand and show the world what the Twin Cities offers. We relied on the full capacity of our print graphics network to provide all manner of graphics. This “playbook” features some of the interesting projects we produced as well as highlighting some of the specialty print capabilities we offer through our nationwide network.





St. Paul Downtown Airport  
Vinyl graphics



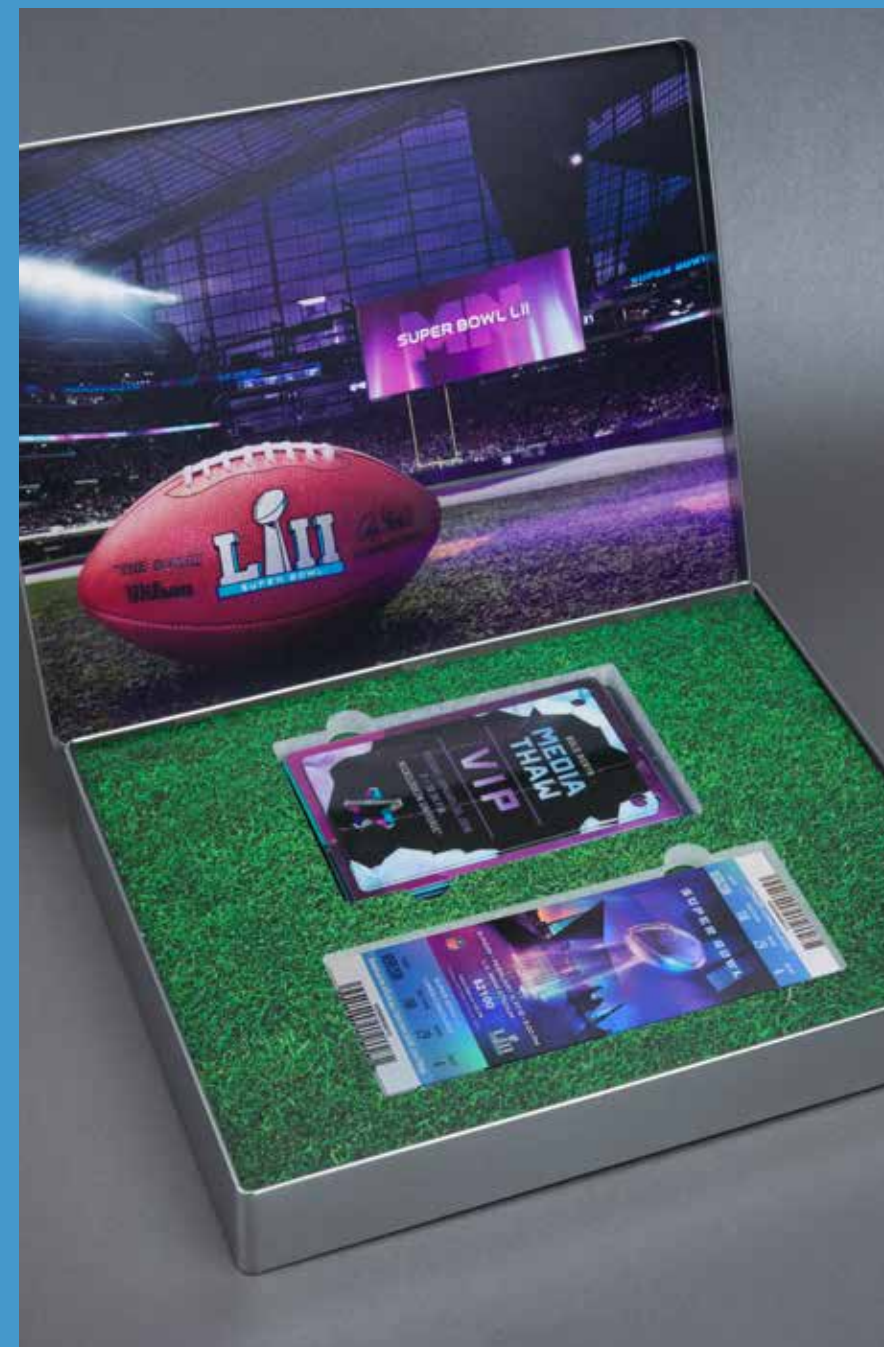
## A welcoming committee

For an event as big as the Super Bowl, it's all about setting the stage. Out of town visitors were welcomed to the Twin Cities' regional airports with Bold North signage window graphics to create excitement for the fun and festivities that were soon to come.





VIP Gift Bags  
Embossed foil on stock tote



VIP Ticket Tin  
Foamcore insert and  
direct-to-aluminum print





## Direct-to-aluminum prints

Super Bowl week was a whirlwind of unique experiences, and for the lucky partners of the Host Committee, there were pleasant surprises around every corner. Fusion Imaging, a division of The Vomela Companies, printed directly onto customized tins to create a limited supply of memorable ticket kits that were functional and also enjoyed as mementos well beyond the event itself.







## Personalized credentials

At such a high-profile event, security is a top priority. The MNSBHC relied on the personalization capabilities of Elk Grove Graphics, a Vomela Network Company, to create 15,000 individualized credentials with names, photos, and even a unique QR code that attendees could use to gain access to Super Bowl events. It's specialties like these that elevate The Vomela Companies as a network.







Silver foil printed on napkins



Tear-off countdown calendar



Super Bowl ticket holders with magnet clasps





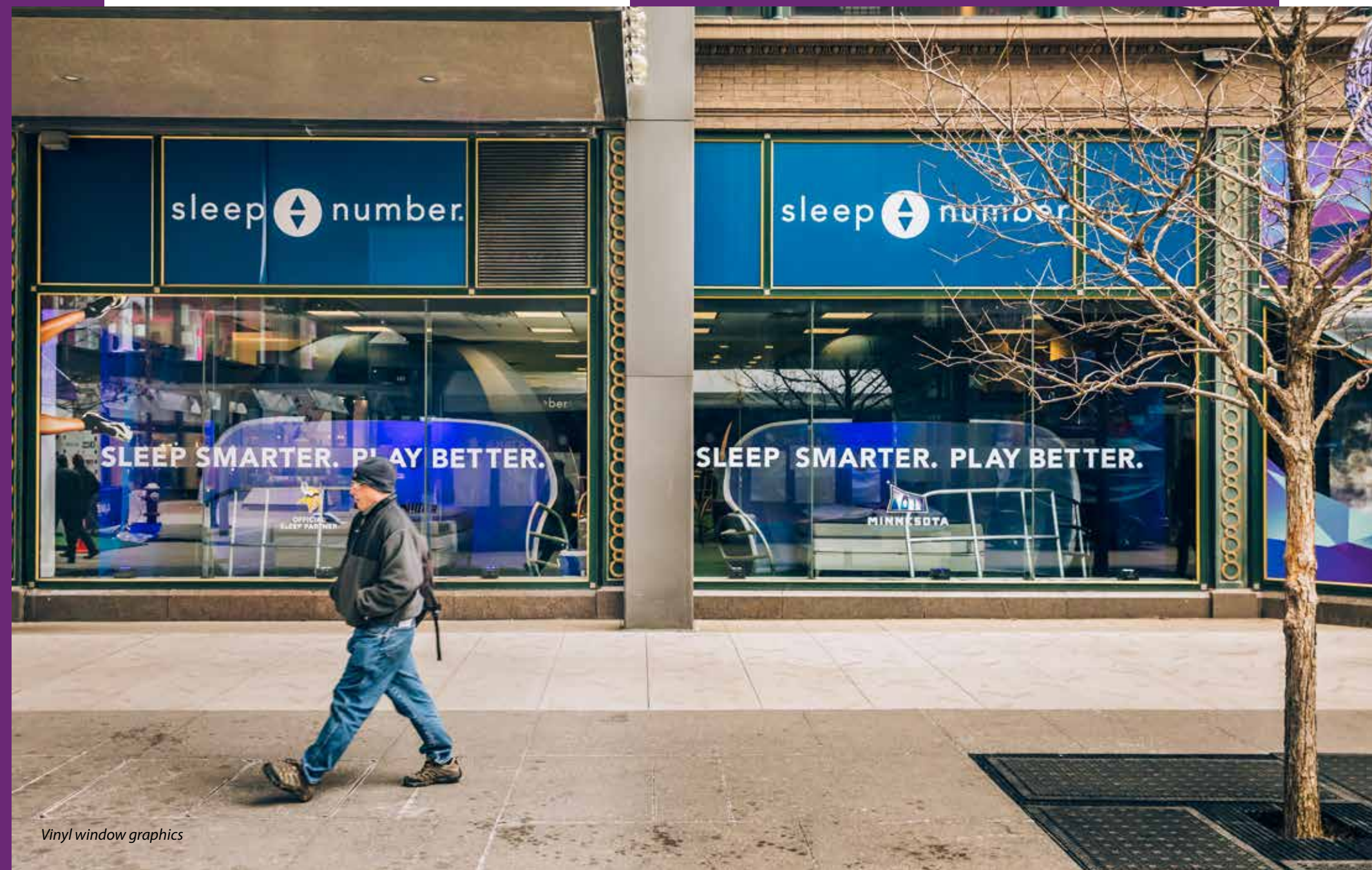
## Northern navigation

Wayfinding is a crucial element of any large-scale event. We printed 200,000 tear-sheet maps to get downtown visitors where they needed to be. Volunteers used ping-pong style paddles to direct foot traffic and keep things moving efficiently.



Foamcore directional paddles









## Walking in a winter wonderland

As if it didn't feel cold enough during Super Bowl week with average temperatures in the single digits, we made sure it looked cold, too. These Bold North window graphics reflected the Super Bowl LII brand while displaying a sense of Minnesota pride. No Minneapolis event is complete with an homage to the late great Prince, who would've loved the color scheme.

Extreme temperatures can wreak havoc on outdoor graphics. Between the surface, the substrate, and the adhesive, there are many factors to consider. Our product experts have decades of experience in the industry, and they're no strangers to cold weather. The institutional knowledge of our print network is one of our greatest assets.



*Vinyl window graphics*





## Above and beyond

Multiple locations throughout The Vomela Companies network including Salt Lake City-based Fusion Imaging, collaborated to design, print, and install this massive mesh graphic for a zipline over the Mississippi river. Projects as unique as this one don't come with an instruction manual; we rely on the expertise and institutional knowledge of our print and installation experts all across the nation.







# HOST COMMITTEE

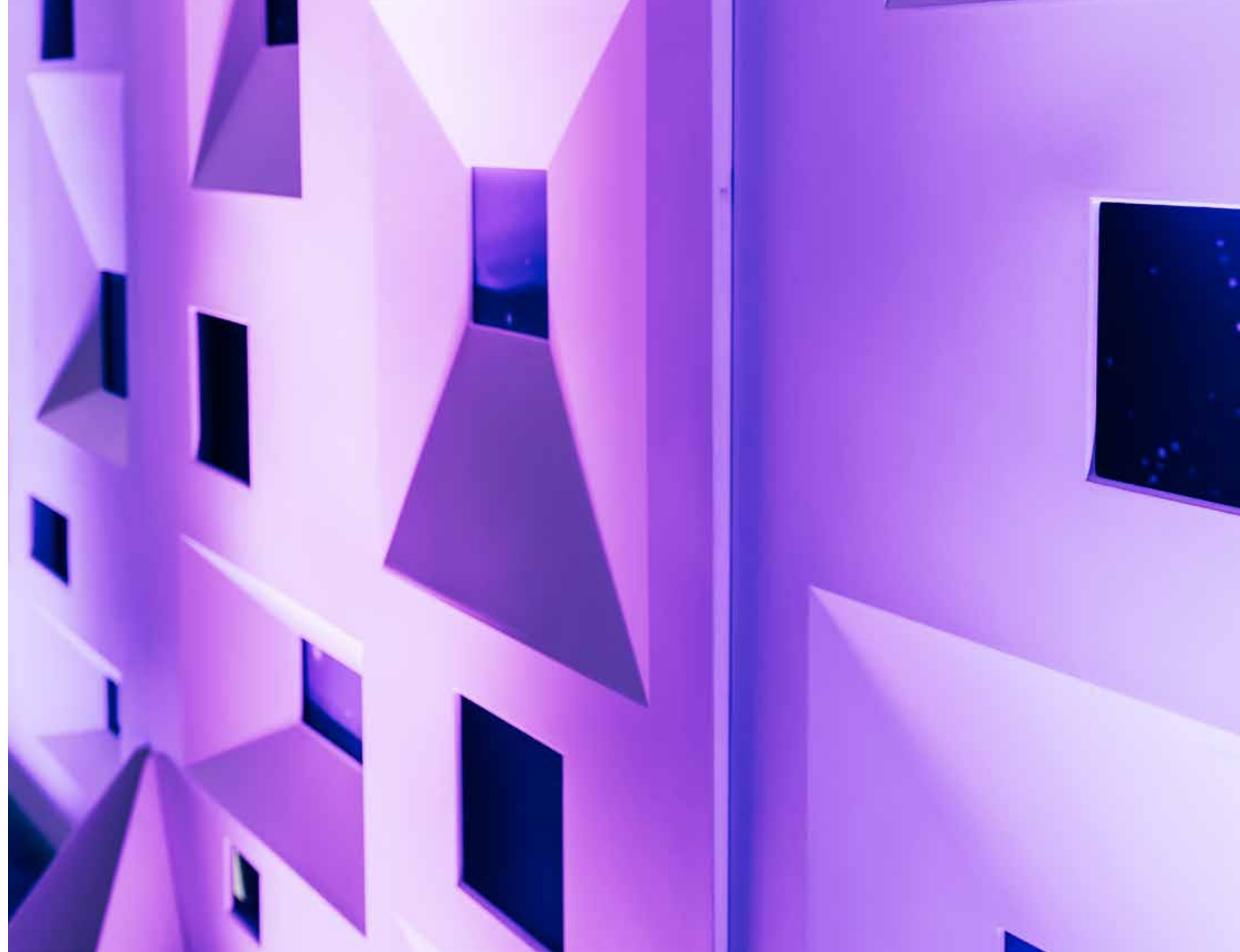






## Creating new perspectives

These 3D graphics, combined with an eye-catching lighting scheme, added depth and character to the Host Committee House in downtown Minneapolis. We created and installed the Bold North backing graphics to provide privacy to players and their families as well as to make the elements pop,











## A bold transformation

Using a variety of print substrates and installation techniques, The Vomela Companies transformed City Works into an eye-catching Super Bowl activation space. Window graphics and wall decals provided privacy and color to the space while temporary tabletop graphics celebrated the

excitement of the week's events. This project was a perfect example of how unique spaces across town were adapted to represent a singular, temporary brand. The tight deadlines for our printers and installers are a testament to how efficient these processes need to be.





*Foamcore graphics and dye-sub fabric backdrop*





Super Bowl Live event  
Fabric column wraps and vinyl backdrops





*Fabric column wraps with zippers*



## That's a wrap: No surface is safe from engaging graphics

The Super Bowl Live experience was a highly-visible event, and we took it as an opportunity to tap into some unique capabilities. Fusion Imaging, a division of The Vomela Companies, created custom fabric column wraps with zippers, allowing for easy installation and quick removal after the event. In such a high traffic area, the durability of the fabric material was key (not to mention how well it photographs).

Standalone graphics systems like the one we printed for the Kickoff Party provided important wayfinding information in the crowded environment. As easy as it is to take for granted, wayfinding is a key aspect of keeping a large-scale event like this one running smoothly.

*Kickoff Party  
Standalone infinity board*



# CREATIVE COVERAGE

for unique spaces



## Adding the EXTRA to the ordinary

In the weeks following the Super Bowl, Sleep Number was identified as one of the brands that made the most of their presence at the event. The Vomela Companies provided a variety of engaging prints, including dimensional halos, column fabric wraps and window graphics.





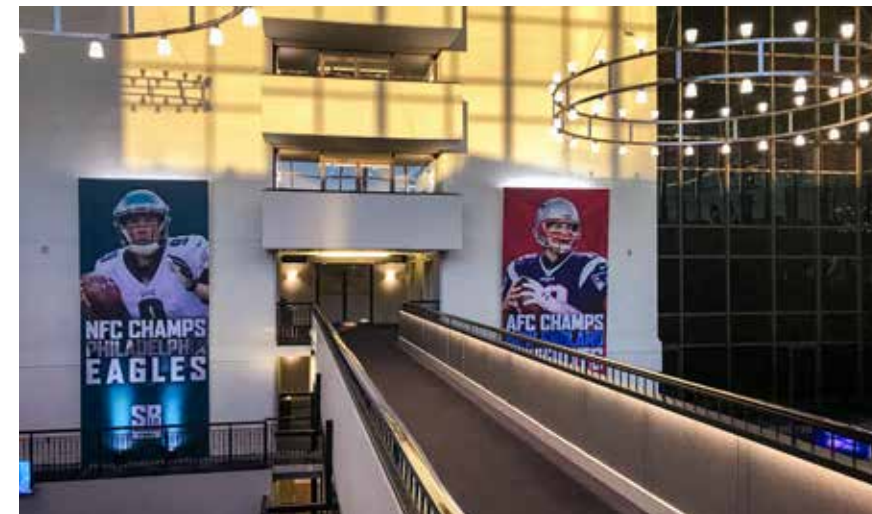




The Vomela Companies enjoy a partnership with 3M, creator of some of the highest quality substrates in the industry. For this project, we used 3M vinyl for the banners, Ultraboard for the dimensional signage and bookshelf graphics, and IJ40 for the column wraps. Our partnership with 3M is built on a mutual commitment to quality and integrity in print graphics.







## Building the hype

Few brands are as synonymous with sports as ESPN, and it was essential that The Vomela Companies rose to the occasion for such an important week. Unique bold north designs and high-quality print materials made for eye-catching sports graphics on floors, doors, walls, and even mirrors in four locations around Minneapolis. Custom brushed metal graphics were illuminated from underneath to create a truly memorable centerpiece.





## Dazzling downtown displays

Print experts at The Vomela Companies designed and custom-fabricated 80 hanging strands of confetti, each measuring 35 feet in length. The result was 2800 feet of eye-catching sparkle in Target's highly visible downtown Minneapolis atrium during Super Bowl week.







Slick graphics fit  
for the elements

For an event as large as the Super Bowl, every space is fair game for a promotional opportunity. Whether it's a temporary activation space or the boards of an ice rink, we have the materials and the know-how to make print graphics happen on any surface.

## The numbers...

250,000 printed pieces

20,000 badges

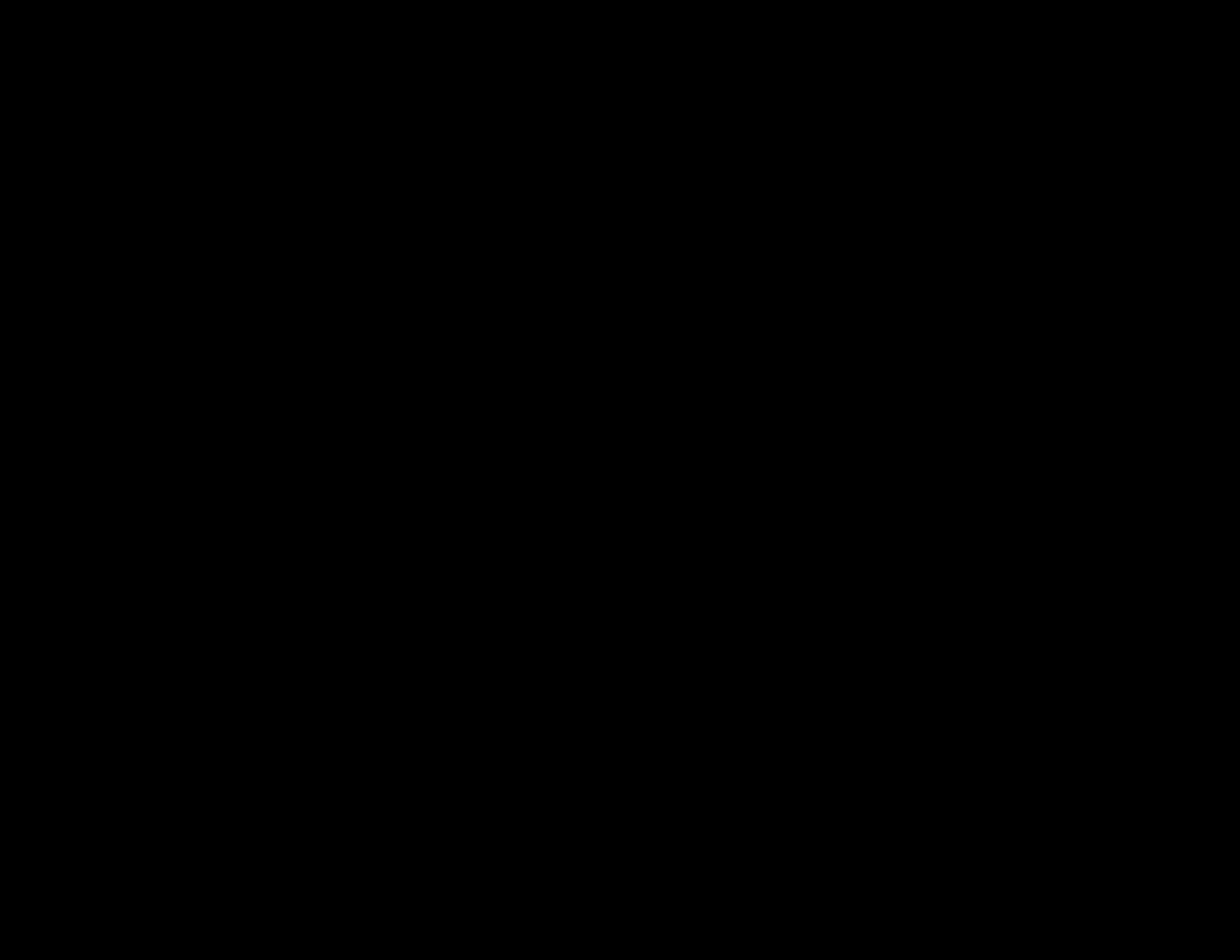
12,000 sq. ft. of fabric



2,800 ft. of confetti strands

200+ hours of press time







# FUSION

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