



Weill Cornell Medicine

Branding for WCM Events

External Affairs

January 12, 2026

Purpose

Benefits of coordinated branded event materials:

- Elevate visual brand presence at events.
- Ensure brand consistency across events.
- Save time and money when planning for an event.



Event branding in a box

- Make sure our logo is visible in your event space
 - Consult WCM event asset catalog for what's available in-house
 - Contact Don Hanson for access
- Check event asset catalog for what can be ordered – plan ahead as much as possible
 - SWAG
 - Signage
 - Contact Don Hanson for guidance
- Use preferred swag vendors for best pricing
 - Consider Hygrade on-demand catalog, can be customized
 - <https://weill-cornell-medicine-store.getgivee.com/products>
- For major events like reunion, reach out to the Brand team for assistance with advance planning for signage, collateral materials and swag



Process for using brand assets

- Review the asset catalog.
- Select materials suitable for the event type and space.
- Check tracker for location and availability
 - Allow lead time of at least three business days.

<https://wcm.box.com/s/o0e0srpqbb1i33c1kvjvtu7maj94ij7n>

- Submit request to Brand mailbox to obtain materials: Brand@med.cornell.edu
- Return items after use, properly packaged.



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**Catalog of In-house Brand Assets for Events –
Banners, table-top displays, flags, props**

We're Changing Medicine

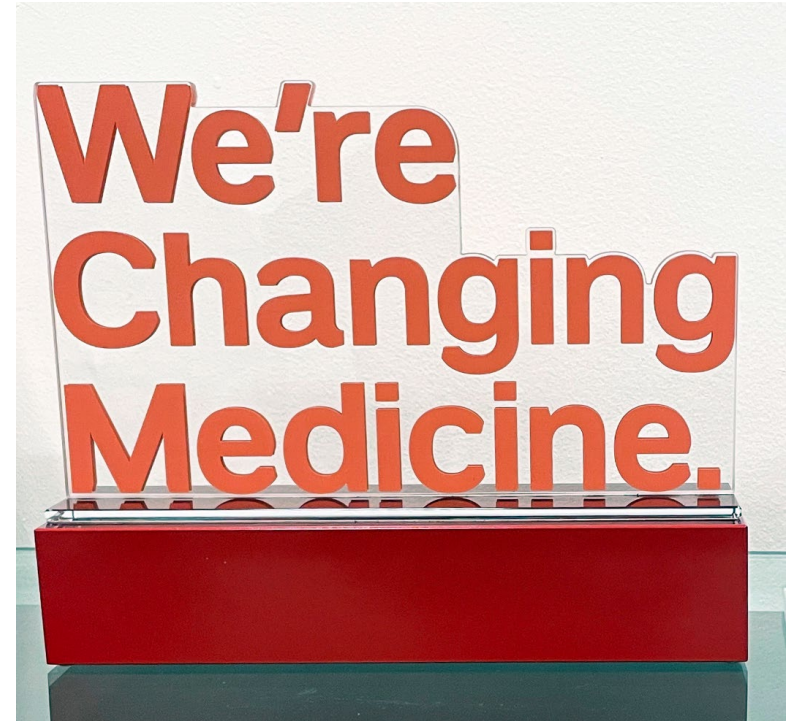


We're Changing Medicine

Large Dimensional **floor display**

Dimensions: 4'H x 5' wide x 2' deep Foam letters on Plexiglas with wooden base

Contact Tammy Ziccardi to arrange use of this item.



We're Changing Medicine

Glass **tabletop display**

Dimensions: 10"H x 12" W with hard shell case

Care. Discover. Teach.

Table-top Icons



Care/ Discover/Teach

Foam board tabletop Icons

Dimensions: 14" x 14"

Includes: table base

Enterprise logo assets



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Tabletop display with raised lettering
(2 available)

Dimensions: 16"H x 16"W
Sintra plastic

Silicone edge wall banners with frame hardware



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Fabric Wall Banner

As shown:
5' x 5'



Fabric Wall Banner Frame

As shown: 10' H x 30' W
(largest configuration_



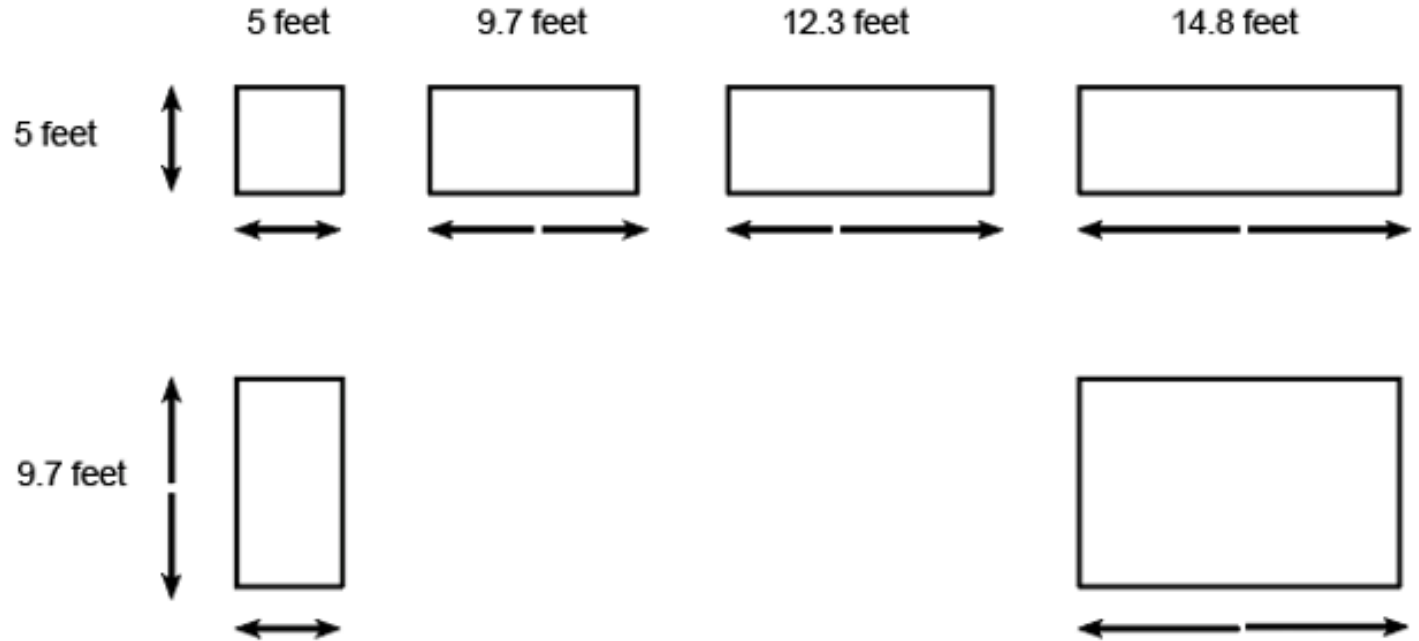
Note that these frames can be reconfigured for alternate sizes for new messaging (See next slide)
Cost for Silicone edge graphic is dependent on final size

Optional frame sizes for silicone edge graphic(SEG) wall banners

with new SEG fabric printed to final selected size

5 foot height

		Width	
5	x	5.0	feet
5	x	9.7	feet
5	x	12.3	feet
5	x	14.8	feet



9.7 foot height

		Width	
9.7	x	5.0	feet
9.7	x	14.8	feet



Enterprise step and repeat



Retractable banner
Step and Repeat

Dimensions: 96' H x 48'' W
Includes: Hardware



Standing wall banner
Step and Repeat

Dimensions: 96' H x 120'' W
Includes: Frame

The 8x10 step and repeat has a rolling hardshell case.
The two retractable step and repeats are stored together in a rolling hardshell case.
The retractable signs have storage bags with straps.

Care. Discover. Teach. step and repeat



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Retractable banner
Step and Repeat

Dimensions: TBD
Includes: Hardware

Flags



Brand flags
Event tent flags

6 each
Red with enterprise logo and CDT
White with enterprise logo



Flags

New!

10 ft Feather flags
with weighted base,
(about 15 pounds each)



10 ft Feather flags
with weighted base,
(about 15 pounds each)



Health Screening Flags
2 Available

Enterprise Flags
6 Available

Banner for a tent or wall

New!



8' W x 4' H
one each (white and red) available
Finished with grommets
12" Bungee cords available

Photo Frames For Events and Social Media

Custom order for one time use

Photo Frames Mounted and laminated posters

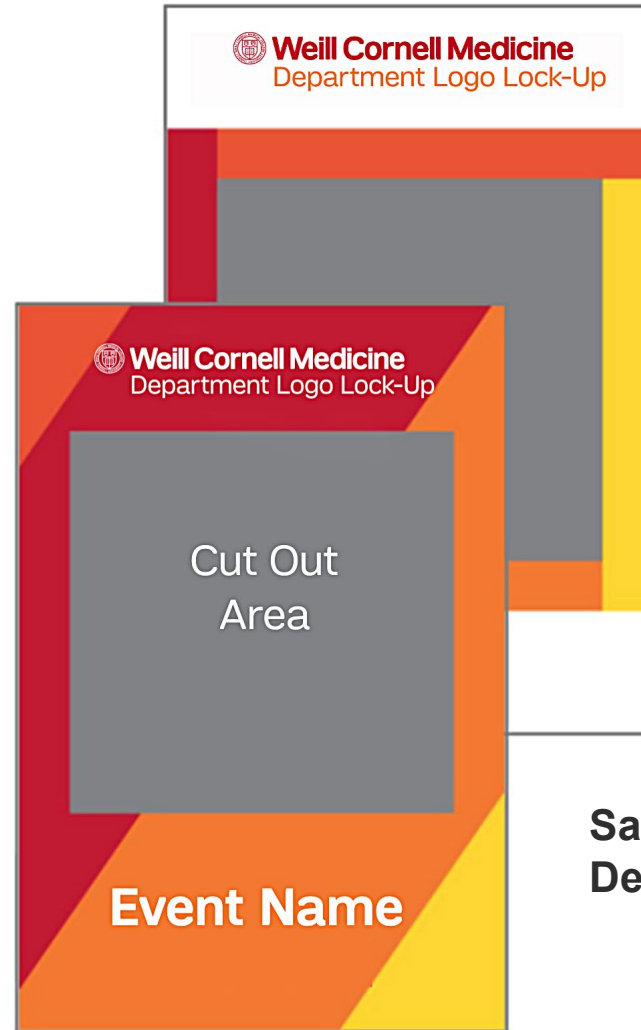
Easily customizable
Suitable for photo booths and
social media photos

Staples pricing based on ¼" foam core 24" x 36"
... \$126.00
30" x 40" ... \$165.00

FedEx pricing based on ¼" gator board 24" x
36" ... \$ 88.00
36" x 48" ... \$177.00

NOTE:

Please use EA's FedEx Office account for best pricing.
Staples and FedEx do not cut out the center window.
Contact the Brand Team, and we'll be happy to assist you.



Sample Design only
Design can be fully customizable



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**Additional items that can be ordered -
swag and more!**



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Table-top and floor signs

Tabletop retractable signs

Very light and the graphic retracts into the stand.
Convenient and portable.

11" w x 17" H
Enterprise Retractable Sign
2 are available



Table-top sign holder with magnetic cover



Plastic Pocket Sign Back

One available

The magnetic plastic sleeve protective cover makes this ideal for outdoor use.

Uses photocopy graphics

Matte black steel back



Table-top sign holder

A touch of elegance for interior signage.
Eclipse Tabletop Sign Holders

8.5" w x 11" H
One available

All metal construction
Accepts Standard Paper Thicknesses

Satin Silver
Includes a non-reflective matte cover lens

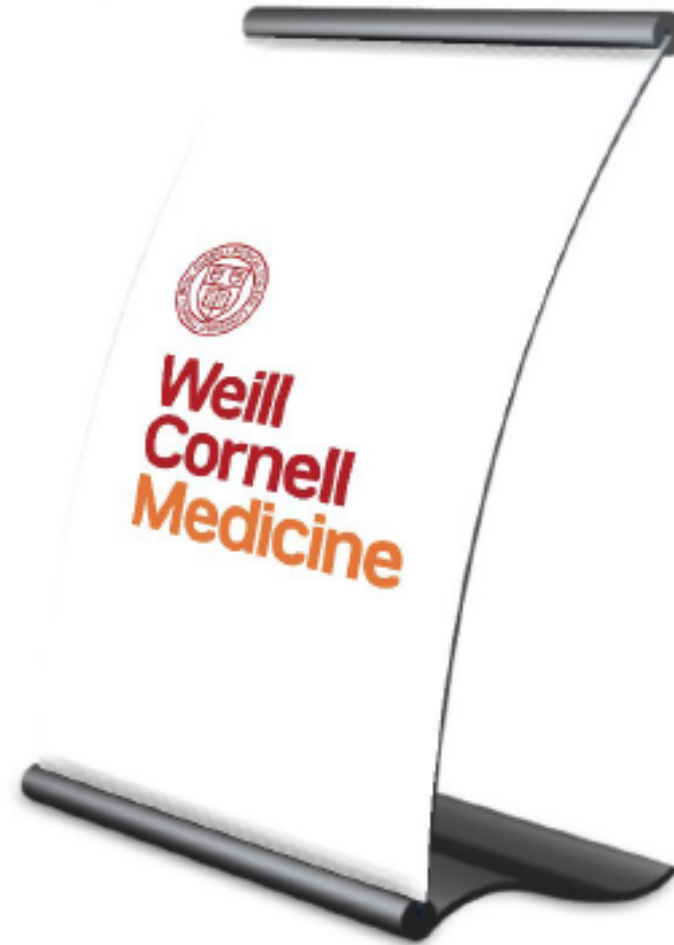


Table-top sign holder



Archtop Sign Holders

One of each available

Straight or Angled Orientations

4" deep aluminum alloy **bases with acrylic lenses**

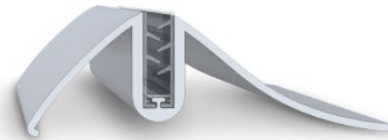
Uses photocopy paper graphics

1" of the bottom of the graphic will be hidden

Black base **with acrylic lens**



Upright (-U) or Angled (-A) graphic orientation



- U ... Upright Base



- A ... Angled Base

Signage lollipop stand



Testrite.com
Lollipop Stands

Lollipop Air - Frameless Stand with slot to accept shape cut graphics. Includes square base with rounded corners, and 3/4" Upright.

Buy the stand with graphics or buy the stand and print your own.

\$44.00

Lollipop Air Stand

12" Square Steel Base, ~4lbs, w/ Rounded Corners

36" High Round aluminum upright

Top slit to accept 3MM SINTRA VERS Print

Black

\$62.50

Graphic

15 Dia/3MM Sintra Vers Double Sided Print w/notch
(GFX-LOLAIR-15)

\$107.00 + shipping stand with graphic

Telescopic banner stand hardware



xyzdisplays.com

8ft x 8ft Taurus Telescopic Banner Stand
Hardware only

As a visually lighter weight option for banners on previous slide 14

\$125.00



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Swag

**Prior to placing an order
please check with
Tammy Ziccardi in EA Operations for existing inventory,
especially for small quantities.**

Quince - www.quince.com



Italian Leather
Travel Cosmetic Case
\$79.90



100% Organic Cotton Oxford Shirt
\$39.90



Embroidered Cashmere Hat
\$58.00

Polo shirts - cotton

PSP Unlimited

\$ 75.00 each for 6 shirts

\$71.00 each for 24

\$67.00 each for 72

Set up cost \$30

Brooks Brothers® Pima Cotton Pique Embroidered Polo
Item # EDWLF-SSLEH

Luxuriously soft and built to last, this versatile piece works effortlessly in both casual and refined settings. Made from a 6.5-ounce, 96/4 pima cotton/spandex pique, it features a flat knit anti-curl collar and cuffs, a two-button placket, and pearlized logo buttons. The drop tail hem with side vents adds comfort and mobility, while the signature Golden Fleece logo is embroidered on the left chest for a classic finish.



Available at PSP Unlimited

Other brands, materials are available

Priced from
\$25.00 to \$135.00



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Polo shirts – sport blend

PSP Unlimited

\$49.00 each

\$42.00 each for 36 shirts

Set up cost \$30

Brooks Brothers® Mesh Pique Performance Polo

Item # KGULC-QMUIY

Quality meets performance in this lightweight breathable and soft polo. Quick-dry snag-resistant

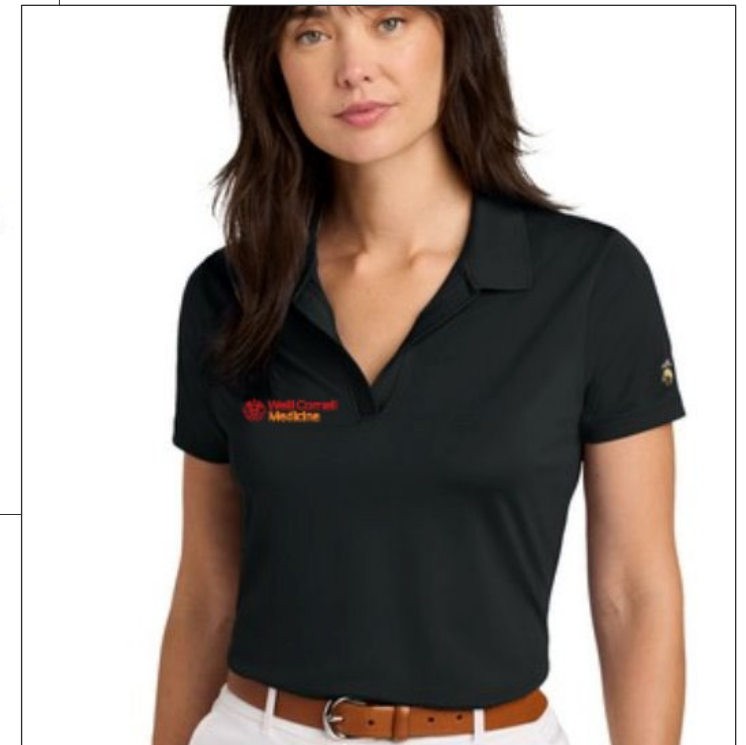
Made of 4.6-ounce 95/5 polyester/spandex mesh pique
Features moisture-wicking, snag-resistant technology, a flat knit collar with ventilation, three-button continuous placket, and straight hem with side vents.



Available at PSP Unlimited

Other brands, materials are available

Priced from
\$25.00 to \$135.00



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Baby onesies

PSP Unlimited

Baby Short Sleeves Bodysuits

Item # TGSOH-ICWIP

Production Time: 5 to 7 working days

7.0 oz. Premium 100% Cotton

Available in 7 sizes: Preemie, Newborn, 0-3M, 3-6M, 6-12M, 12-18M, 18-24M,

\$5.98 ... each for 6 piece min

Decoration not included in price.



Adorable one-piece short sleeve baby bodysuit

Baby Snap Button Coverall Pajamas
65% Polyester 35% Cotton

Item # QMTSF-LHPHX

Production Time: 5 to 7 working days

\$7.82 ... 1 piece min

Decoration not included in price.



Snap button-front footed coverall

Bento box



AnyPromo.com
Gemline
**Bento Cooler Handbag
with Lunch Compartment Black**
Item# 789596

Food containers are not included
Production Time: 10 working days
Imprint Area: 4"W x 2.25"H

\$15.00 ... 25 piece min + shipping



PSP Unlimited
**Wheat Straw Bento Lunch Box
w/Tableware Set**
Item # TMUTI-OYPWG

Beige, Gray, Black
Production Time: 3 to 5 working
days
Imprint: 1 color Screen printed. 7"W
x 4"H

Setup: \$50.00
\$9.00 ... 50 piece min +shipping



AnyPromos.com
Stackable Bento Lunch Set
Item# 785925

Production Time: 10 working days

Laser engrave or silk screen
\$45 set up charge
\$8.70 ... 50 piece min + shipping

Water bottle sling

Practical and convenient options for carrying a beverage.



BrilliantPromos.com

Faux Leather Cup Holders.

Item ID: 555882826

Production Time: 8 to 10 working days

Size: 11.1" x 2.6"

1 color imprint included (full color available)

\$2.55 each... 50 piece min



IdeaStage Promotions

Faux Leather Coffee Cup Sleeve W/ Strap

ISP ID: 997876814

Item Size: 3.35" L x 2.76" W

Item Color: Dark Blue, Gray, Light Blue, Navy Blue, Red

Production Time: 7 to 12 working days

Imprint Area: 1.5" W x 1.5" H on front

Screen printed - Setup: \$50.00 (one color)

\$4.25 ... 200 piece min

IdeaStage Promotions

Neoprene Cup Carrier With Handle

ISP ID: 587366998

Item Size: 3" Diameter x 4" H

Item Color: Black, Red, Pink, Navy Blue, Gray, Dark Gray

Production Time: 12 to 15 working days

Imprint Area: 2" L on sleeve

Silkscreen - Setup: \$50.00 (one color)

\$2.40 ... 100 piece min

IdeaStage Promotions

PU Leather Cup Sleeve w/Strap

ISP ID: 928404588

Item Size: 4.13" Diameter x 7.09" H

Item Color: Brown

Production Time: 3 to 7 working days

Imprint Area: 1.8" L x 1" W on front

Screen printed - Setup: \$50.00 (one color)

\$9.35 ... 100 piece min



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Water Bottle Sling

A convenient and insulated carrier for a day on the go.



PSP Unlimited
Item # QKSPC-PZLVS
 Neoprene Insulator Bottle Sleeves

Black, Gray, Navy Blue, Light Blue, Hot Pink
Imprint Area: 1 color Heat transfer.
 1.5" L x 1.5" W
Production Time: 3 to 7 working days

\$3.76 each ... 200 piece min



PSP Unlimited
Item # OFYSI-RNPPG
 Neoprene Insulator Bottle Sleeves

Black, Navy Blue, Pink, Red
Imprint Area: 1 color Heat transfer.
 2" H x 1" W
Production Time: 11 to 15 working days

\$3.77 each ... 100 piece min



Tumbler not included

BrilliantPromos.com
SKU GLP-GLC1121
 40oz Water Bottle Carrier Sleeve with
 Adjustable Strap and pouch

Imprint Area: Silk Screen Setup: \$50.00.
Production Time: 10 working days

\$3.40 ... 200 piece min

Luggage tags



MarcoPromos.com
Samsonite Luggage Tag
Item ID: #TV-19023
Production Time: 10 working days
Size: 3 1/2l x 2 1/4h x 1/8w

Imprint: 4 color 1 1/4h x 1 3/4w on back
 \$15.25 each... 25 piece min



luggagetags.com
Custom Colored Metal Bag Tags
ITEM: #CS0200114
Production Time: 10 to 15 working days
Size: Length:3.35in; Width:1.50in
Imprint: silk screen or laser engraved
 Front - 1.18" x 1.97"

 Set up fee TBD
 \$1.35 each... 500 piece min



LinGo Promotions
 Luggage Tags Aluminum Alloy
Item ID: #DEASP2017
Production Time: 6 working days
Size: Length:3.15in; Width:1.66in
Imprint: Laser Engraved
 Front - 3.15 in wide x 1.19 in high

Set up fee \$50.00
 \$1.40 each... 100 piece min



4All Promos ... 4allpromos.com
SKU: 330-MT1
 Printed Prestige Metal Luggage Tag
Production Time: 7 working days
Size: 4 1/4" W x 2 1/2" H
Imprint Area: 1 color or debossed
 3" W x 1 1/2" H
 Full color is available for extra fee

Set Up Fee: \$55.00 per color
 \$4.20 ... 75 piece min

Vacuum insulated stainless steel thermos



A Marketing team favorite, and just the right size.

4All Promos

SKU: 199-S965

Customized Vacuum Insulated
Stainless Steel Thermos

Production Time: 3 working days

Colors: Black

Size: 17 oz, 6 1/8" H

Imprint Area: 3" W x 2" H

Per Imprint Color Set Up Fee: \$45.00

Additional Per Color Fee: \$45.00

(Product price includes first imprint
color)

\$15.60 ... 25 min



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Hygrade SWAG Store



HyGrade, sample Giftee store

Fully customizable for your budget and recipient group.

<https://weill-cornell-medicine-store.getgivee.com/products>

		
Thule Lithos Backpack 20L	Tool Set With Rechargeable LED Flashlight	Unisex Roots73 ALBANY Eco Insulated Half Zip Pullover Jacket
\$104.99	\$44.40	\$182.42



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