

# Event Branding Opportunities

Conference Name  
Dates





# Introduction

(Client Name,)

Welcome to the Palm Beach County Convention Center. Thank you for selecting us for your upcoming event. I have prepared information that displays our in-house branding opportunities available throughout our facility. The areas displayed will showcase your brand to your attendees and enhancing the overall event experience. By utilizing the public spaces of our convention center, you have the opportunity to brand your event and logo to your attendees as well as, resell the space to your prospective vendors, clients, exhibitors and attendees in the form of sponsorship.

Please review the information and contact me directly with any questions you may have.

Thank you,  
Kiana Rivera  
Marketing Manager  
561.366.3453



# Branding and Sponsorships

## **EVENT BRANDING**

The Palm Beach County Convention Center offers a variety of branding opportunities for your event. As the licensing party, your organization will have the option of displaying your logo throughout your contracted spaces within the convention center. You will be responsible directly for any costs affiliate with branding your spaces including but not limited to, printing, placement, delivery, pick-up, cleaning, damage, etc. If you are interested in additional spaces for branding or sponsorships, please inquire further for available spaces and associated fees.

## **EVENT SPONSORSHIPS**

To assist with off-setting the costs of your event, we have multiple sponsorship opportunities available throughout our convention center. You may resell areas within your contracted spaces as sponsorship opportunities to 3<sup>rd</sup> party vendors, exhibitors, clients and attendees as long as they are directly affiliated with your event. (Example: A medical conference selling a sponsorship to a local restaurant will not be acceptable). Each 3<sup>rd</sup> party sponsorship opportunity sold, will incur Operator's fees as stated within our guide.

# Digital TV Signage

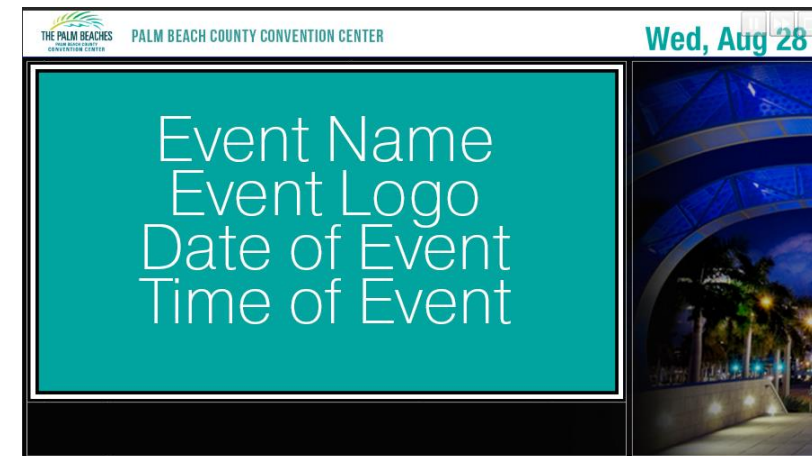
## Indoor LCD Displays

Located in strategic areas throughout the building, (13) 52" LCD TV's are available to display one complimentary slide for the Licensing party. Indoor displays may show an event's agenda, logo, reminders or photos. Slides run up to one week prior to first contracted event date based on availability and number of current events. Additional time on the digital displays may be purchased for \$300.00 per week (7 days) for Licensee.

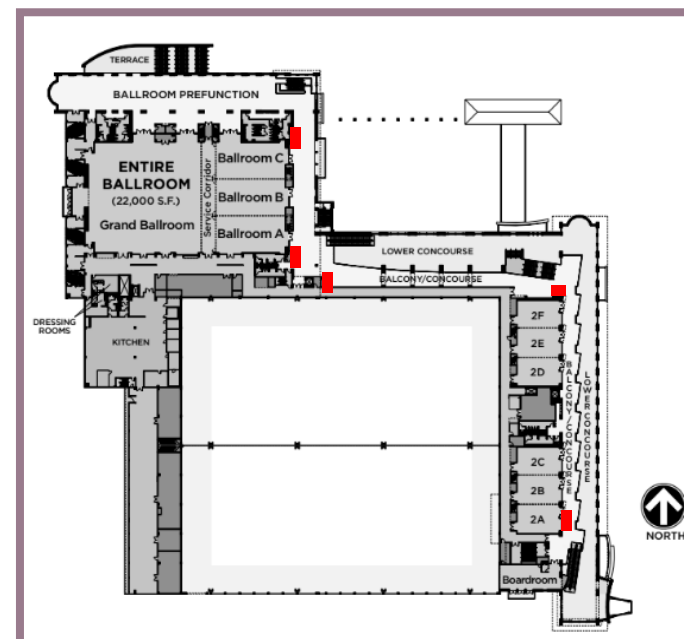
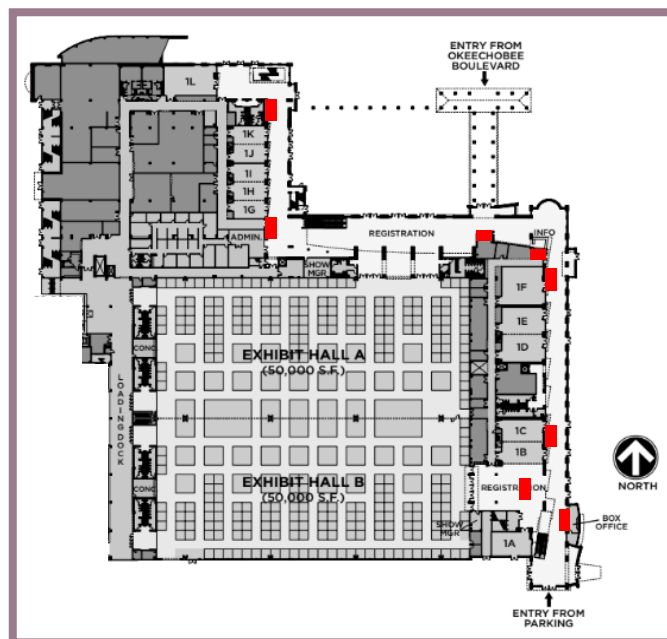
**Event Branding** – One slide per event is provided to the licensing party complimentary to include event name, date(s) and photo. Additional Slide - \$250.00 Additional Run Time - \$300.00 per slide week

**Event Sponsorship** - \$300.00 per slide per sponsor for run of show

\*\*\*TV's are not exclusive to any event and will run multiple event listings daily based on the upcoming calendar week. Buy-out fees apply for exclusive use of indoor digital displays. For Buy-out pricing please contact our Marketing Manager.



Indoor Locations ■





# Clings

Clings, Banners and Floor mapping options are available throughout the convention center. Clings may be of any size within the constraints of the window sizing. All cling materials must be approved by the PBCCC management prior to ordering to ensure adhesive will not damage any surface area within the center. Licensee will be responsible for any sticky residue left on floors, poles, walls carpet and windows and will incur additional cleaning fees.

**Event Branding** - Areas affiliated with licensed spaces are provided to Licensee at no charge for Licensee's branding only.



**Exhibit Hall A Lobby**  
Large window (A) 6.5' H x 4.7' W  
Long window (B) 1.9' H x 6.2'  
Door Glass Panel (C) 6.7' H x 2.7' W

**Event Sponsorship**  
Windows A - \$500 for 2 windows  
Windows B - \$300 for 2 windows  
Doors C - \$500 for 4 total doors



**Main Entrance Doors**  
Windows (A) 1.91' H x 6.9' W  
Long window (B) 4.87' H x 3' W  
Small window (C) 1.89' H x 3' W  
Door Glass Panel 6.7' H x 2.7' W

**Event Sponsorship**  
Window A- \$300 for 2 windows  
Window B- \$300 for 2 windows  
Window C - \$300 for (4) corner windows  
Doors - \$500 for 4 total doors



**North Main Entrance**  
Floor Clings & Banners  
Banner (A) 27' W x 4' H  
Sizing May vary  
Labor Fees apply for hanging

**Event Sponsorship**  
Clings - \$400  
Entry Banner - \$100



**Grand Staircase wall**  
Banners or Cling 14.5' W x 10' H  
Sizing may vary  
Labor Fees apply for hanging

**Event Sponsorship**  
Cling/Banner - \$200 per sponsor

**8 Grand Staircase Steps**  
16"W x 6"H Bottom Set (8 steps)  
15"W x 6"H Top Set (27 steps)

# Signage and Wraps

Interior signage options are available for branding and sponsorships for your event. As the licensee, you may brand areas with various signage or banners during your event at no charge. All areas must be approved if and while other events are occurring simultaneously with your event. Please discuss options and available placement with our Marketing Manager. Rigging options are not available outside of meeting rooms or in lobby area.

**Event Branding** – Areas affiliated with licensed spaces are provided to Licensee at no charge for Licensee’s branding only.

**Event Sponsorship** – Refer to individual spaces below for sponsored spaces



## **Hall A Lobby entry**

Pillar wraps and Banners  
Sizing may vary  
Labor fees apply for hanging

## **Event Sponsorship**

**(2) Pillar wraps (A)** - \$400  
10' H x 13' W

**Banners (B)** - \$200 per banner  
11 7/8' H x 25' W



## **Round Pillars**

Pillar wraps  
13 11/16' H x 78' Round

## **Event Sponsorship**

**(2) Round Pillar wraps** - \$200

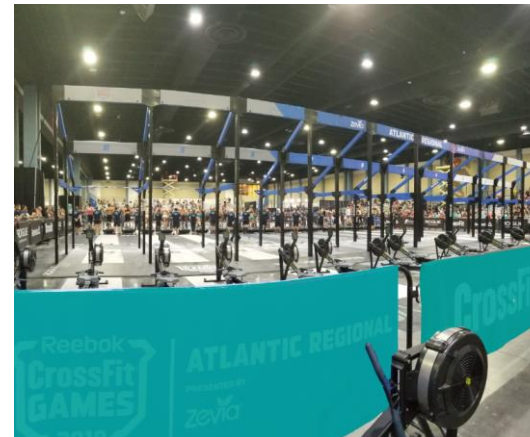


## **Main Entry**

Pillar wraps  
30 3/4' x 30 3/4'

## **Event Sponsorship**

Pillar wraps - \$75 per pillar



## **Bike Rack Signs**

Bike Rack  
3' H x 8' W

## **Event Sponsorship**

Banners - \$75 per banner

Bike Rack rental - \$25.00 per piece

# Signage and Wraps (cont.)



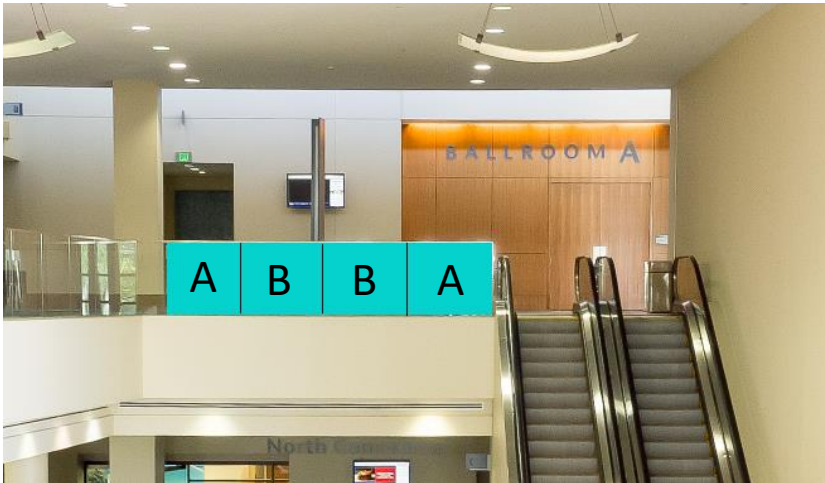
**North Concourse Balcony Panels**  
**(perpendicular to North Escalators)**  
**\$400**

(13) Individual Panel Clings  
(A) 36"W 41"H (end panels)  
(B) 47"W 41"H (middle panels)  
Banner (combined panels) – 48 ft.



**Glass Panel Stairs by 1L**  
**Individual Panel Clings - \$100**

(2) 36"Wx40"H (each)  
Banner (combined panels) – 6 ft.  
Gap Between Staircase - .75 inches



**Glass Panel left of North Escalators**  
**Individual Panel Clings - \$200**

(A) 56"W 41"H (end panels)  
(B) 47"W 41"H (middle panels)  
Banner (combined panels) – 17 ft.  
Gap Between Panels - .5 inches



# Banner Displays and Gobos



## **Retractable Banners**

Floor supported  
Sizes may vary

## **Event Sponsorship**

Banners - \$200.00 (up to 6 per logo)



## **Pipe & Drape Banners**

8' Height, Grommets and "S" hooks required

Pipe and drape - \$1.00 per linear foot

## **Event Sponsorship**

P&D Banners - \$75.00 per banner

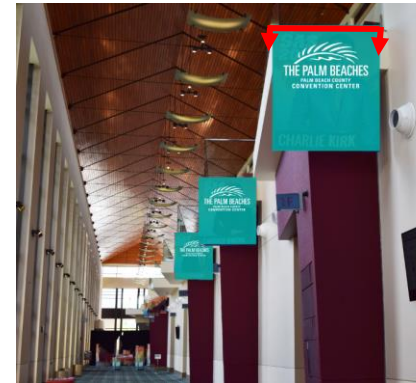


## **Floor Banners**

Sizes may vary

## **Event Sponsorship**

Banners - \$100.00



## **East Concourse Banners**

Recommended 3' x 4' or 3' x 5'

Labor fees apply for hanging

Banner should be weighted on top and bottom for firmness

## **Event Sponsorship**

(8) Concourse Banners - \$300.00



## **Flag Banners**

Outdoor placement  
Size May Vary

## **Event Sponsorship**

Banners - \$100.00 up to 6



## **Gobo Lighting**

In-house A/V will develop Gobo  
Prevailing rates apply

## **Event Sponsorship**

Gobo Display - \$100.00 per logo



# Outdoor Displays

The exterior of our convention center does consist of multiple places to market/brand. Any large products being displayed outside needs to be approved by your Event Manager to ensure it is a safe location and isn't blocking any necessary emergency exits.



## Outdoor Digital Display Board

Our outdoor digital display promotes your event to over 30,000 people driving through downtown West Palm Beach each day.

**Event Branding** - One slide per Licensee will be provided complimentary for up to one (2) weeks prior to first contracted event date based on availability. Event logo, name and event date(s) will be included. Additional information may be provided as long as it fits on the single slide. Each additional week (7 days) runs \$500.00. For a more personalized display, additional fees apply.

**Event Sponsorship** – \$750 per slide per sponsor for run of show based on available space



## SE Entrance Displays

This area is located at our southeast entrance from our parking garage. They are approximately 3,000 square feet. You will be responsible for set-up, removal and any damage to this area.

**Event Branding** – One display may be exhibited in this area for licensee.

**Event Sponsorship** – \$500 per sponsor for available space



## Courtyard Displays

Our courtyard space is approximately 5,000 square feet and accessible from the North Hall A Lobby entrance and a main walk way for all guests.

**Event Branding** - One display may be exhibited in this area for licensee .

**Event Sponsorship** – \$500 for usable space per sponsor

# Terms & Pricing

- Branding areas are limited to contracted meeting spaces only. Any public areas are based on availability and approval by PBCCC marketing manager.
- Digital Display options (indoor and outdoor) are limited and will be determined based on available space.
- All printing, ordering, delivery, pick-up, application & removal of any mentioned branding opportunity is the responsibility of the licensing party.
- Wall and floor “Clings” must be approved by the event manager and marketing manager prior to sticking.
- All outdoor displays must meet city/county parameters and height restrictions.
- All gobos are produced by PSAV and will incur additional fees for production per branded image. Rates start at \$250.00.
- Bike rack rentals are \$25.00, any additional rack covers can incur a possible cost.
- No display will obstruct any doors, emergency exits or general traffic areas.
- No helium balloons, confetti, or smoke/fog machines permitted in the building due to fire safety and sensor damage to the building that can occur.  
*If damage does occur, a fee (rate depending on the damage) will apply.*
- No inappropriate language, photos, or gestures are permitted to be displayed in the PBCCC public areas.
- Numbered aisle signs may be provided by Licensee and hung in the exhibit space for a fee. Any sponsorship signage for 3<sup>rd</sup> party vendors, exhibitors, clients or attendees will incur additional sponsorship fees.
- All basic sign locators directly in front of licensed meeting rooms indicating meeting names are permitted.
- All materials must be provided to hang all banners including fishing line, “s” hooks, etc.
- Licensee’s logo may be used throughout the licensed spaces at no charge.
- If available branding/sponsorship spaces are resold to any party other than the licensee, including but not limited to vendors, exhibitors, clients or attendees for sponsorship, branding or advertising purposes, additional fees apply per sold space.
- Any damage to branded or sponsored areas will be the responsibility of the Licensee.
- Any rigging needs or requirements for placements will be the responsibility of the licensing party.
- Payment will be required prior to first contracted event date for all branding sold to 3<sup>rd</sup> parties.

If you would like information for graphic printing companies, please contact our marketing manager Kiana Rivera at 561-366-3453.





Business Happens Here