



# Branding & Sponsorships



# Introduction

Welcome to the Palm Beach County Convention Center. Thank you for selecting us for your upcoming event. Included within this document is information which demonstrates some of our branding and sponsorship opportunities. You have the opportunity to brand your event as well as, resell your licensed space to your affiliated prospective vendors, clients, exhibitors and attendees in the form of sponsorships.

## **EVENT BRANDING**

As the licensing party for the PBCCC, your organization will have the option of branding your event name and logo throughout your licensed space at no charge to you.

## **EVENT SPONSORSHIPS**

You may also sell areas within your licensed space as sponsorship opportunities to prospective vendors, clients, exhibitors and attendees to generate additional revenues for your event. Each sponsorship opportunity sold to a party other than the licensed party will incur event sponsorship fees as stated within our guide.





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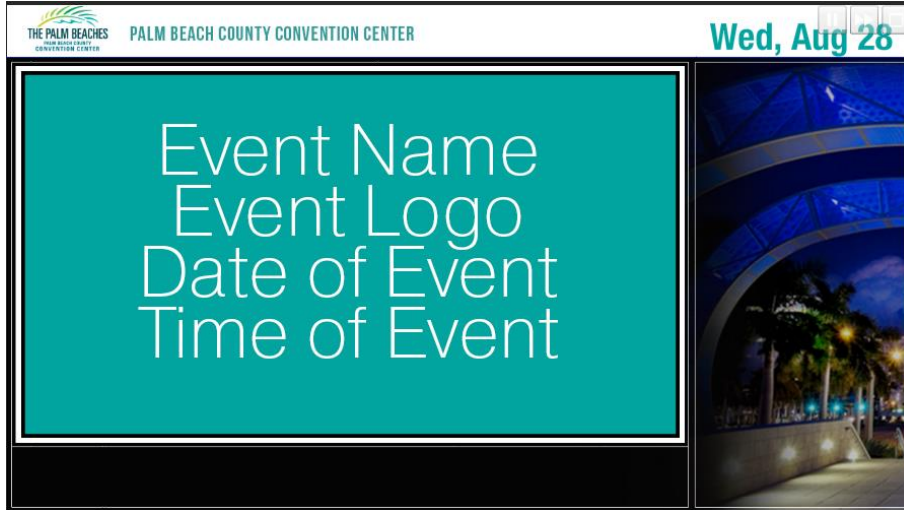
# Digital Signage

## LCD Displays

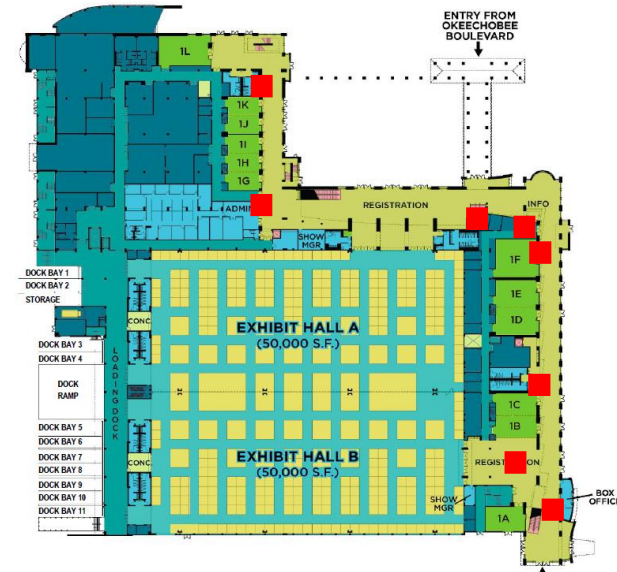
Located in strategic areas throughout the building's interior, (13) 52" LCD TV's are available to display *one* complimentary slide to include event name, date(s) and photo. The slide will run up to one week prior to first contracted event date, based on availability and rotate within the number of other current events. Additional slides are \$200.00 each. For additional run-time outside of contracted time frame an additional \$300 per slide, per week will apply. Each slide runs 3-5 seconds long.

## Sponsorship Fee

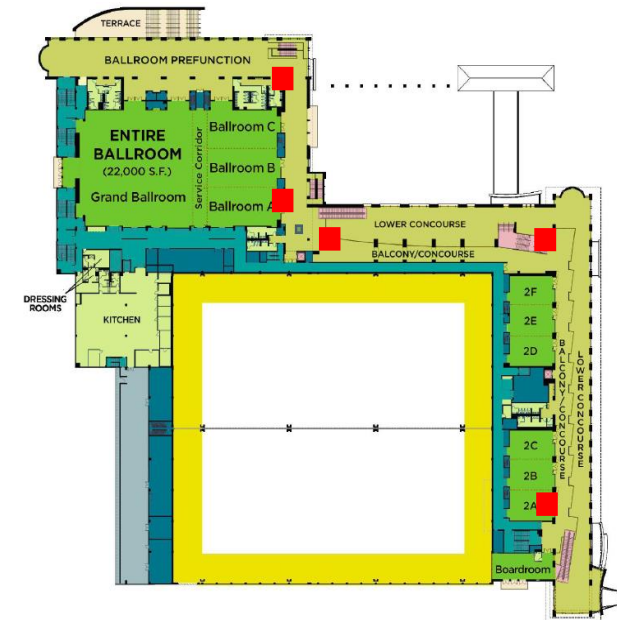
\$300 per slide for each sponsor for run of show starting on first event day.



\*\*\*TV's are not exclusive to any event and will run multiple event listings daily based on the upcoming calendar week. Exclusive use of TVs is based upon availability and will incur additional fees.



1  
Level



2  
Level

■ Display Location



# Digital Signage (cont)

## Outdoor Digital Display Board

Your event will be listed on the Palm Beach County Convention Center's outdoor marquee on Okeechobee Boulevard one week prior to your event. The marquee's prime location on one of the main entrances into downtown which generates more than 30,000 viewable impressions per day. 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 day minimum) runs \$500.00. For a more personalized display, additional fees apply.

## Event Sponsorship fee

\$750 per slide per sponsor for run of show based on available space

## Website

Your event listing will be on the Palm Beach County Convention Center's website as soon as it becomes definite at [www.pbconventioncenter.com](http://www.pbconventioncenter.com). If you prefer your event to be more private, please let us know.

## Social Media

Your event may be promoted through our social media outlets such as Twitter, Instagram and Facebook. In addition, we can promote ticket giveaways along with registration information to help build attendance and participation for your event.





# Internet & Wi-Fi

Our goal is to enhance user experience on the Free Public Wi-Fi, so we have recently upgraded the PBCCC Wi-Fi network and continue to make improvements to better serve all of our guests.

## Service Set Identifiers

An SSID (service set identifier) is the primary name associated with a wireless local area network for home networks and public hotspots. For devices in the same WLAN (wireless local area network) to communicate with each other, the same SSID must be used for each device. In advance of your event, SSIDs can be set up as a request to allow a designated network for attendees to connect. Fees apply.

- We are able to support several thousand users easily on a dedicated SSID.
- An SSID allows connection of wireless and/or wired devices; For example: Point-of-Sale systems, network wireless printers, iPads, etc.
- We have used SSIDs to stream local and national televised sports events, connected clients to outside servers in their corporate offices, connected digital displays, and supported numerous devices and configurations.

## Event Branding

Custom Wireless Network (SSID) Set-up

**Price:** \$900.00

Custom Wireless Network (SSID) + Event Splash Page (Custom Artwork may be provided for splash page) **Price:** \$1,150.00

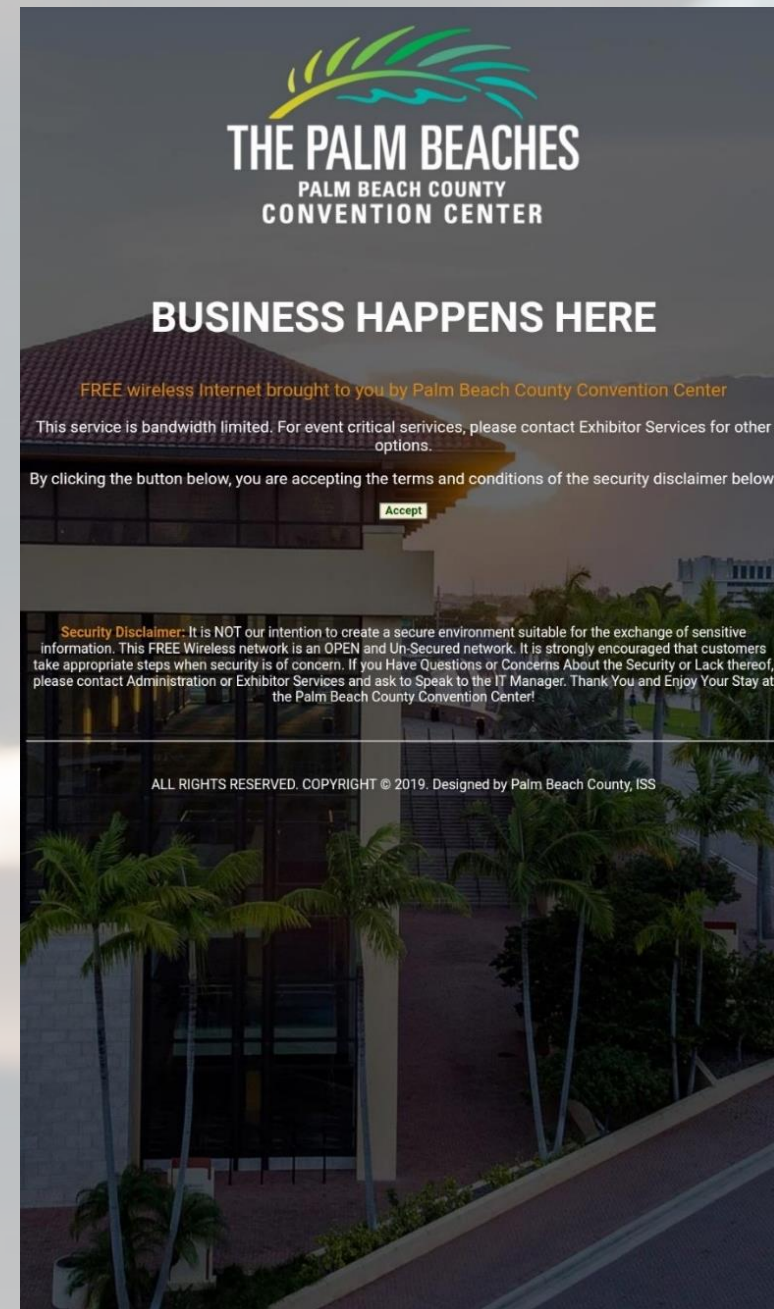
## Event Sponsorship

Custom Wireless Network (SSID) with Sponsored Splash Page

**Price:** \$1,500.00 per sponsor

Additional fees may apply for additional splash pages for each SSID connection. Must be order 2 weeks in advance.

*Custom artwork for splash page not included by venue and must be provided by sponsor.*





# North Entrance

## Entrance Doors



### Dimensions

Horizontal Windows (A): 6.9' W x 1.91' H

Vertical Windows (B): 3' W x 4.87' H

Small Windows (C): 3' W x 1.89' H

Door Glass Panels (D): 2.7' W x 6.7' H

### Sponsorship Fee

Windows (A): \$150.00 per window

Windows (B): \$150.00 per window

Windows (C): \$150 per window

Door Glass Panels (D): \$250.00 per door

## Porte-Cochere



### Dimensions

Sizing may vary for banners and floor clings.

Approximate banner sizing (A): 27' W x 4' H

Columns (x12) (B): 11.5' W x 12' H

Walkway: 125' L x 43' W

### Sponsorship Fee

Entry Banner: \$100.00 per banner

Columns: \$75.00 per column

Floor Clings: \$400.00 for entire walkway

## Skyroom Doors



### Dimensions (3 Doors Available)

Large Windows (A): 6.5' W x 4.7' H

Long Windows (B): 6.2' W x 1.9' H

Door Glass Panels (C): 2.7' W x 6.7' H

### Sponsorship Fee

Windows (A): \$250.00 per window

Windows (B): \$150.00 per window

Door Glass Panels (C): \$250.00 per door

# Examples



Above measurements are approximate. Final measurements are the responsibility of the licensing party or printing party.



## Southeast Entrance



### Dimensions

**Available upon request**

(7) Columns Available

### Sponsorship Fees

Columns: \$75.00 per column

## Southeast Valet Circle Doors



### Dimensions

Large Windows (A): 6.5' W x 4.7' H

Long Windows (B): 6.2' W x 1.9' H

Door Glass Panels (C): 2.7' W x 6.7' H

### Sponsorship Fees

Windows (A): \$250.00 per window

Windows (B): \$150.00 per window

Door Glass Panels (C): \$250.00 per door

## Southeast Entrance Doors



### Dimensions

Large Windows (A): 6.5' W x 4.7' H

Long Windows (B): 6.2' W x 1.9' H

Door Glass Panels (C): 2.7' W x 6.7' H

### Sponsorship Fees

Windows (A): \$250.00 per window

Windows (B): \$150.00 per window

Door Glass Panels (C): \$250.00 per door



# Exhibit Hall A Lobby

## Entire Exhibit Hall A Lobby



### Dimensions

Registration Area (A): 12' L x 30' W

Roll Down Entrance (B): 25' W x 20' H

Pillar Wrap (C): 9.6' L x 4.5' W x 8.4' H

Banner (D): 26' W x 4' H

Pillars by Show Office (E): 6.5' W x 13 11/16' H

Marble Floor/Clings (F): Approximately 30' L x 130' W

### Sponsorship Fees

Registration Area (A): \$500.00

Roll-up Entry Door (B): \$500.00

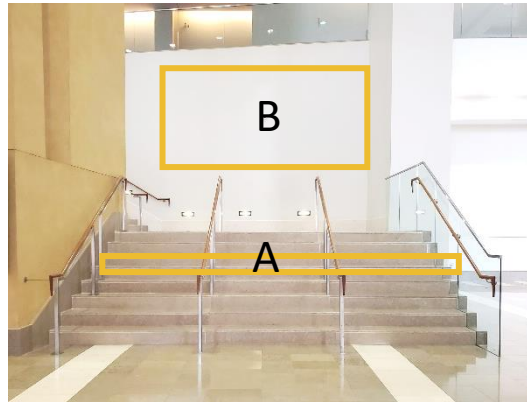
Pillar Wrap (C): \$400.00 per pillar

Banner (D): \$200.00 per banner (4 Areas Available)

Pillars by Show Office (E): \$150.00 per pillar

Marble Floor/Clings (F): \$400.00 to include up to (6) clings or one large cling up to maximum 10'x10'

## Grand Staircase



### Dimensions

Each step (x8) (A): 16' W x 6" H

Banner (B): **Available upon request**

### Event Sponsorship Fee

Steps (A): \$50.00 per step

Banner (B): \$200.00

Examples



Above measurements are approximate. Final measurements are the responsibility of the licensing party or printing party.



## Exhibit Hall B Lobby



### Dimensions

Exhibit Hall B Wall (A): 42' W x 9' H

Each Column (B):

Left Column: 29' (front), 30 7/16' (right), 28 5/8' (rear), 29 3/4' (left)

Right Column: 29 1/4" (front), 30 1/2" (right), 29 1/16' (rear), 30 3/4' (left)

Airwall (C): **Available upon request**

Carpet Clings (D) up to (6): Maximum 3'x3'

### Sponsorship Fee

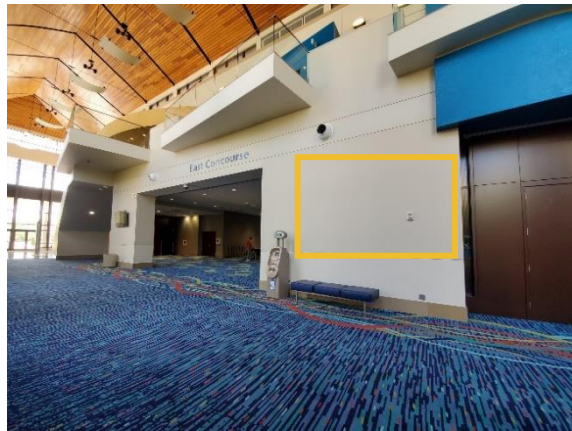
Hall B Entry Wall (A): \$200.00

Columns Hall B Entry (B): \$200.00 per column

Hall B/1B Airwall (C): \$500.00

Carpet Clings (D): \$300.00 (No clings permitted on airwall)

## East Concourse Wall



### Dimensions

107' W x 125' H

### Sponsorship Fee

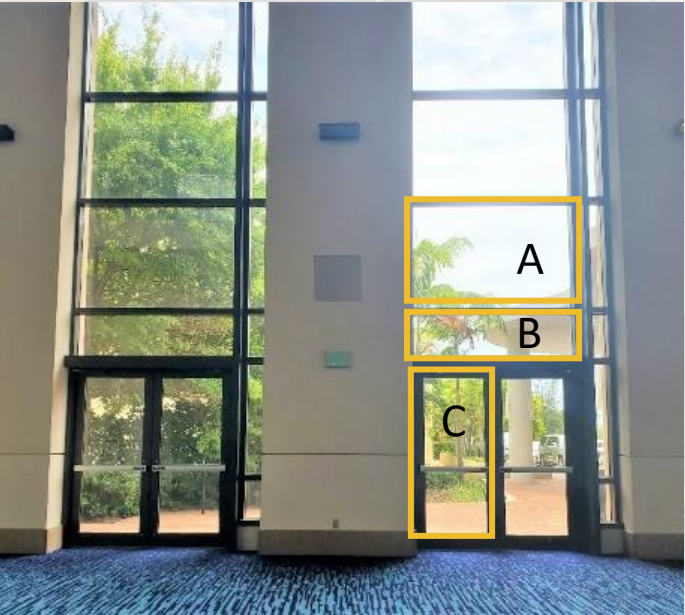
Wall outside 1B: \$200.00

Examples





## East Concourse Doors



### Dimensions

Large Windows (A): 6.5' W x 4.7' H  
 Long Windows (B): 6.5' W x 1.9' H  
 Door Glass Panels (C): 2.7' W x 6.7' H

### Sponsorship Fee

Windows (A): \$250.00 per window  
 Windows (B): \$150.00 per window  
 Door Glass Panels (C): \$250.00 per door

## Box Office



### Dimensions

Available upon request

### Sponsorship Fee

\$200.00



## North Lobby



# Examples



### Dimensions

Glass Railings (A):

End Glass Panels: 3' W x 3.4' H

Middle Glass Panel: 4' W x 3.4' H

Glass Railings (B):

End Panels: 4.6' W x 3.4' H

Middle Panels: 3.9' W x 3.4' H

Full length banner: 17' W x 3.4' H

\*gap of 0.5" in between panels.

Escalator Glass Rail (C):

Available upon request

### Event Sponsorship Fee

Glass Railing (A):

Individual Glass Panel: \$150.00 each

All 13 total Glass Panels: \$1,800.00

Glass Railings (B):

Individual Glass Panels: \$200.00 each

All 4 Glass Panels: \$700.00

Escalators (C):

(4) Glass Panels: \$400.00 per side





## Ballroom ABC Balcony Doors



### Dimensions

Top Glass Panel:  
Door (B):

### Event Sponsorship Fee

Top Glass Panel: \$100.00 per panel  
Door (B): \$175.00 per door

## Grand Ballroom Prefunction Windows



### Dimensions

Large Glass Panel (A):  
Small Glass Panel (B):  
Large Glass Panel (C):  
Small Glass Panel (B):

### Event Sponsorship Fee

Large Glass Panel (A): \$200.00 per panel  
Small Glass Panel (B): \$150.00 per panel  
Large Glass Panel (C): \$200.00 per panel  
Small Glass Panel (B): \$150.00 per panel

\*\*Fork Lift Rental is the responsibility of the contracting party if required.

## Ballroom AB Wall

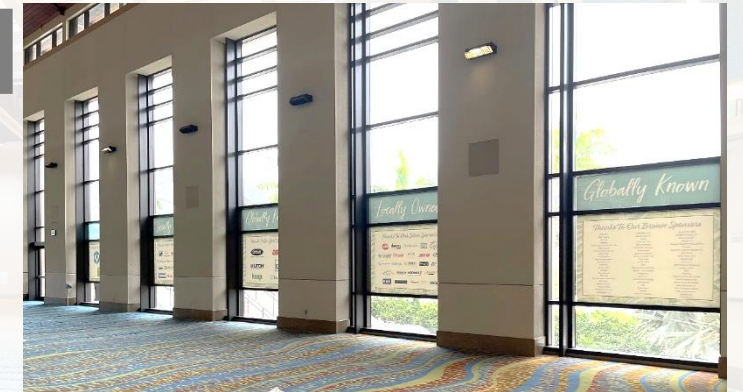


### Dimensions

Available upon  
request

### Event Sponsorship Fee

\$350.00

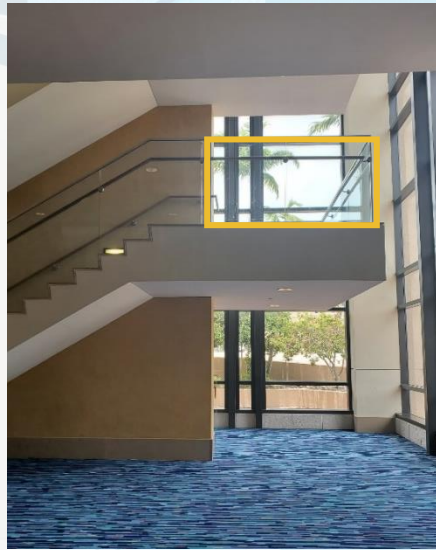


Above measurements are approximate. Final measurements are the responsibility of the licensing party or printing party.

Examples



## 1L Prefunction Staircase



### Dimensions

Glass Panel: 3.3' W x 3' H

### Event Sponsorship Fee

Banner: \$200.00

## Elevators



### Dimensions

**Available upon request**

(2) – Southeast & East Concourse

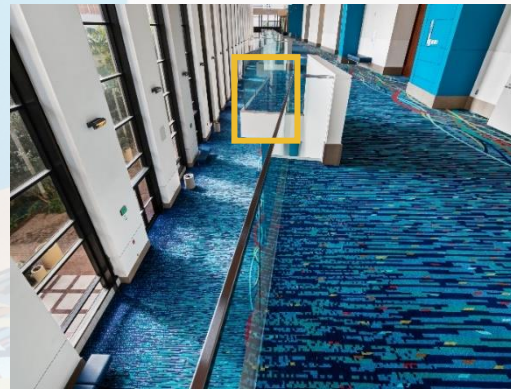
### Event Sponsorship Fee

\$250.00 per elevator per side

## East Concourse Banisters



## East Concourse Banners



### Dimensions

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

- Labor fees apply for banner hanging
- Lift Rentals may be required and the responsibility of contracting party
- Banner should be weighted for firmness

### Event Sponsorship

Vertical Banners (up to 8) - \$300

### Dimensions

**Available upon request**

### Event Sponsorship Fee

Banner per Alcove - \$500.00

## Tabletops



### Dimensions

30" Round cocktail tables  
(based on availability)

### Event Sponsorship Fee

\$300.00 for up to (5) Table  
tops

## Grandstaircase Foyer



### Dimensions

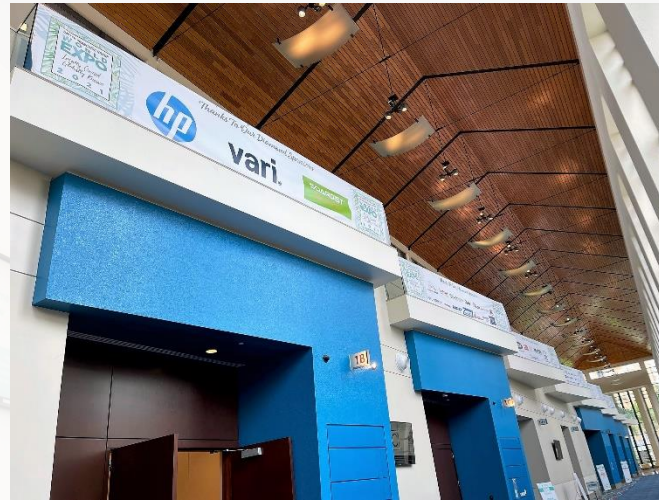
**Available upon request**

### Event Sponsorship

\$500.00



# Examples



## Gobo Lighting

In-house A/V can create Gobo (Prevailing rates apply)

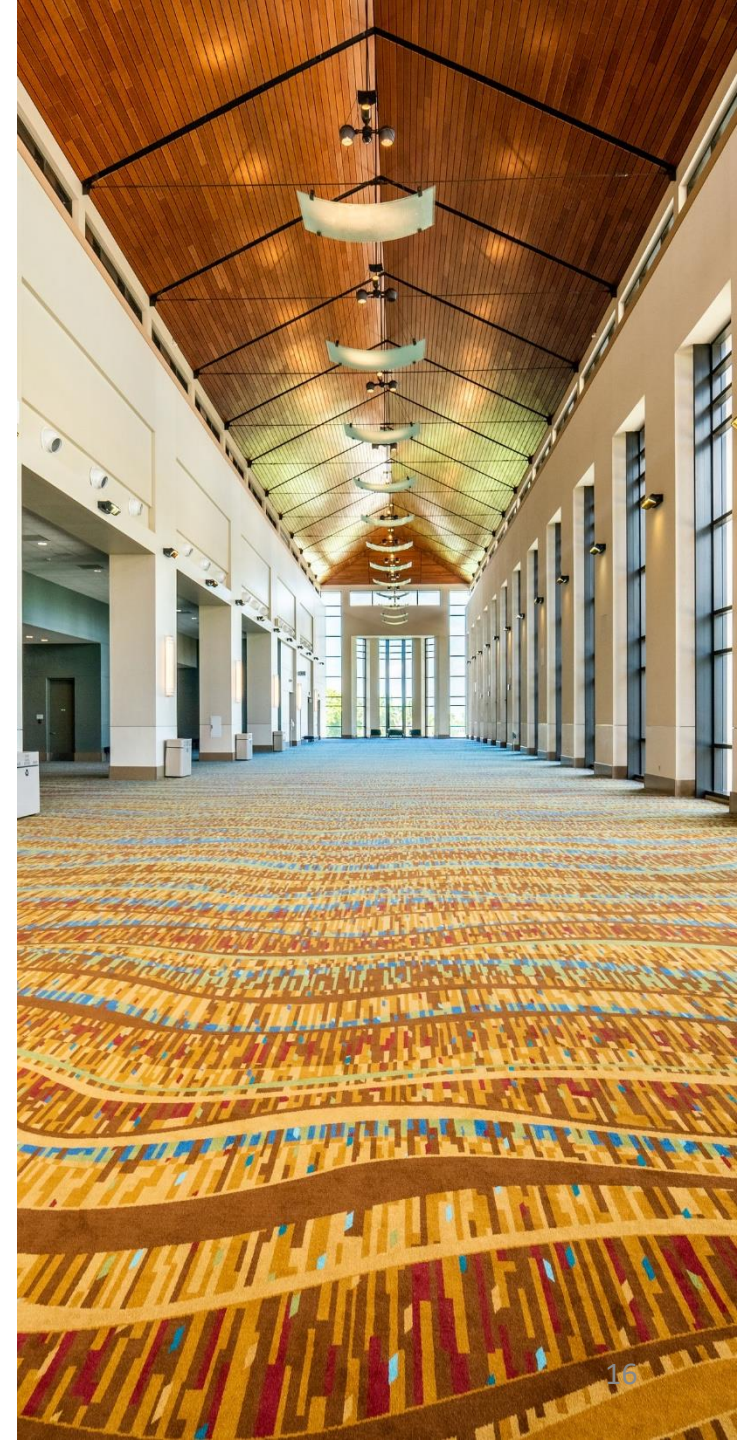
## Event Sponsorship

Gobo Display - \$150.00 per logo



# Terms & Conditions

- Branding areas are limited to licensed spaces only. Any public areas are based on availability and require approval.
- Digital displays (indoor and outdoor) are limited and will be determined based on available space. See page 4 and 5 for details.
- Measurements listed throughout the guide are approximate. Final measurements are the responsibility of licensing party or Licensee's printer.
- All printing, ordering, delivery, pick-up, application and removal of any mentioned branding opportunity is the responsibility of the licensing party. *Refer to local preferred printers if needed.*
- All Branding and sponsorship displays must be removed by final contracted date and time by Licensing party.
- All artwork design and adhesive materials must be submitted for approval two weeks prior to the first contracted event date or prior to ordering.
- Additional cleaning and/or damage fees may be incurred if sticky residue is left on floors, poles, walls, carpet, windows, and if materials are not removed prior to last day of contracted date, etc. Please note before application, a form must be signed by the licensing party or sponsor.
- No inappropriate language, photos, or gestures are permitted to be displayed in the PBCCC public areas.
- Displays may not obstruct doors, emergency exits or general traffic areas.
- Outdoor displays must meet city/county parameters and height restrictions.
- Any rigging needs or requirements are exclusive to the building. Operator needs to be informed two weeks prior to event to schedule necessary labor, lift rentals, staff, etc. Prevailing rate will be applied to licensing party's final invoice.
- All basic signage directly in front of reserved meeting rooms indicating meeting names are permitted. Easels may be provided by Operator at additional cost, based on availability.
- All materials must be provided by client to hang banners including fishing line, "S" hooks, adhesives, etc. In-House labor may be required based on details of set-up and additional costs may be applied.
- An in-house engineer is required for utilizing Operator's equipment to hang items, banners, displays, etc. Labor cost will be applied to final invoice OR sponsor's service form.
- Event sponsorships fees are per sponsor if multiple sponsors are designated in one location or share space throughout the reserved areas.
- Payment for event sponsorships will be required prior to the first contracted event date.





## Printing & Signage

### **AlphaGraphics**

Greg Lowe  
Phone: 561.935.4157  
[glowe@alphagraphics.com](mailto:glowe@alphagraphics.com)

### **DataPrint**

Jeanette Klingensmith  
Phone: 561.630.7099  
[Jlk@datprintpb.com](mailto:Jlk@datprintpb.com)

### **Banyan Printing**

Chip Horne  
[Chorne.nation@gmail.com](mailto:Chorne.nation@gmail.com)  
[www.banyanprinting.com](http://www.banyanprinting.com)

### **Sir Speedy**

Jackie Rea | Account Executive  
O-561-833-9661 C-561-322-5179  
[jackie@sirspeedypb.com](mailto:jackie@sirspeedypb.com)

### **Marketing Innovations**

Jennifer Stevens  
Phone: 561.742.2994  
[jennifer@markinno.com](mailto:jennifer@markinno.com)

## Photography

### **Snap Photography & Cinema**

Amy Vu  
[snapbyamyvu@gmail.com](mailto:snapbyamyvu@gmail.com)

### **Pure Light Images**

Laurie DeWitt  
410-937-9957  
[purelightimagesphoto@gmail.com](mailto:purelightimagesphoto@gmail.com)  
[www.purelightimagesphoto.com](http://www.purelightimagesphoto.com)





# Branding & Sponsorship Order Form

Event Name: \_\_\_\_\_ Event Dates: \_\_\_\_\_ Event Locations: \_\_\_\_\_

Digital Signage	Quantity	Rate	Total
<b>LCD TVs</b>			
Additional Slide		\$200.00	
Additional Run Time (7 days)		\$300.00	
Sponsorship Slide		\$300.00	
<b>Outdoor Digital Display Board</b>			
Additional Week (7 days)		\$500.00	
Sponsorship Slide (1 slide)		\$750.00	
<b>Internet &amp; WiFi</b>			
Event SSID		\$900.00	
Event SSID & Splash Page		\$1,150.00	
Sponsorship SSID & Splash Page		\$1,500.00	
Additional Labor (custom design work per hour)		\$250.00	

North Entrance	Quantity	Rate	Total
<b>Entrance Doors</b>			
Horizontal Windows (per window)		\$ 150.00	
Vertical Windows (per window)		\$ 150.00	
Small Windows (per window)		\$ 150.00	
Door Glass Panels (per door)		\$ 250.00	
<b>Porte Cochere</b>			
Banner		\$ 100.00	
Columns (per column)		\$ 75.00	
Walkway (entire area)		\$ 400.00	
<b>Skyroom Doors</b>			
Large Window (per window)		\$ 250.00	
Long Window (per window)		\$ 150.00	
Door Glass Panels (per door)		\$ 250.00	

Southeast Entrance	Quantity	Rate	Total
<b>Garage Porte-Cochere</b>			
Columns (per column)		\$ 75.00	
<b>Southeast Valet Circle</b>			
Large Windows (per window)		\$ 250.00	
Long Windows (per window)		\$ 150.00	
Door Glass Panels (per door)		\$ 250.00	
<b>Southeast Entrance Doors</b>			
Large Windows (per window)		\$ 250.00	
Long Windows (per window)		\$ 150.00	
Door Glass Panels (per door)		\$ 250.00	

Exhibit Hall A Lobby	Quantity	Rate	Total
Registration		\$ 500.00	
Roll Down Entrance		\$ 300.00	
Pillar Wrap (per pillar)		\$ 400.00	
Banner		\$ 200.00	
Pillars by Show Office (per pillar)		\$ 200.00	
Marble Floor Clings		\$ 400.00	
Grand Staircase (per step)		\$ 50.00	
Grand Staircase Banner		\$ 200.00	

Exhibit Hall B Lobby	Quantity	Rate	Total
Leftside Exhibit Hall B Wall		\$ 200.00	
Columns in front of Hall B doors (per column)		\$ 200.00	
Hall B/Meeting Room 1B Airwall		\$ 300.00	
Carpet Clings		\$ 300.00	
East Concourse Wall		\$ 200.00	
<b>East Concourse Doors (2 sets)</b>			
Large Windows (per window)		\$ 250.00	
Long Windows (per window)		\$ 150.00	
Door Glass Panels (per door)		\$ 250.00	
Box Office		\$ 200.00	

North Area/Entire Ballroom	Quantity	Rate	Total
<b>Glass Panels Parallel to Escalators</b>			
Individual Panels		\$ 40.00	
13 Panels		\$ 400.00	
<b>Glass Panels Next to Escalators</b>			
Individual Panels		\$ 200.00	
4 Panels		\$ 600.00	
Escalators (per side)		\$ 400.00	
<b>North Prefunction Windows</b>			
Large Glass Panel (per panel)		\$ 200.00	
Small Glass Panel (per panel)		\$ 150.00	
Ballroom Airwall		\$ 350.00	
<b>Ballroom ABC Balcony Doors</b>			
Top Glass Panel (per panel)		\$ 75.00	
Door Glass Panel (per door)		\$ 150.00	

Public Areas & Other	Quantity	Rate	Total
1L Prefunction Staircase		\$ 200.00	
Elevators (per elevator)		\$ 250.00	
East Concourse Banisters			
Concourse Banners per Alcove (8 available)		\$ 500.00	
Side Panels (8 available)		\$ 300.00	
Grandstaircase Foyer		\$ 500.00	
Tables ((10) 30" Cocktail Rounds)		\$ 300.00	

Labor	Quantity	Rate	Total
Scissor Lift Rental with Driver (per hour)		\$ 75.00	

