

Event Branding Opportunities

Introduction

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 3rd 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 3rd party sponsorship opportunity sold, will incur Operator's fees as stated within our guide.

Digital TV Signage

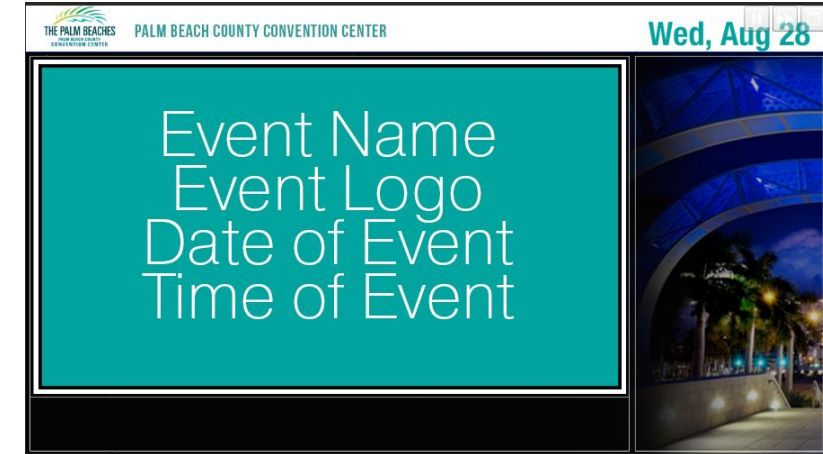
Indoor LCD Displays

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.

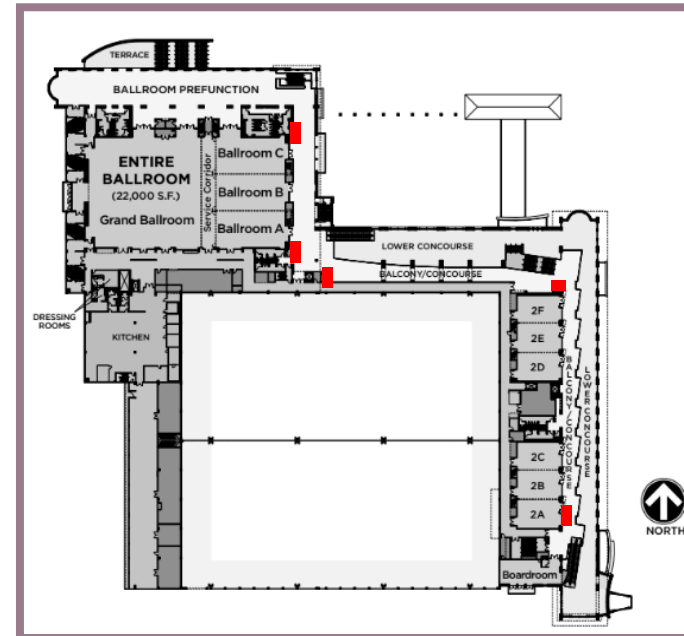
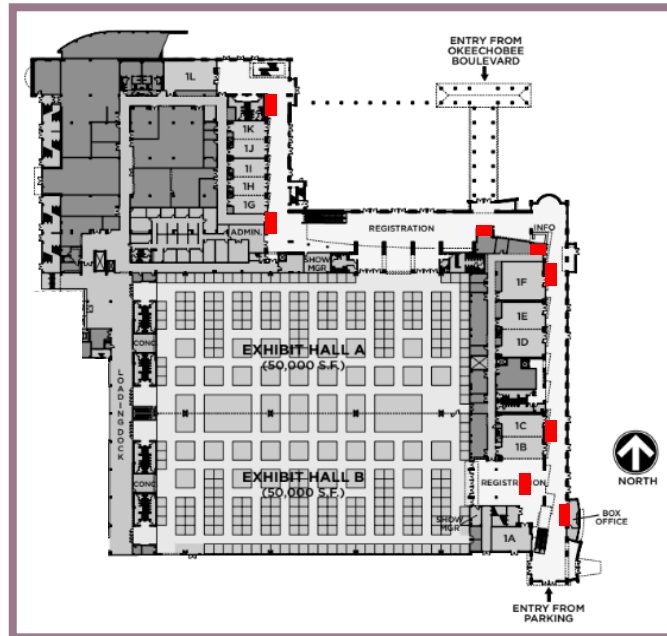
Event Branding – One slide per event is provided to the licensing party complimentary to include event name, date(s) and photo. Additional Slide - \$250.00 Additional Run Time - \$300.00 per slide week

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

Pillars 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

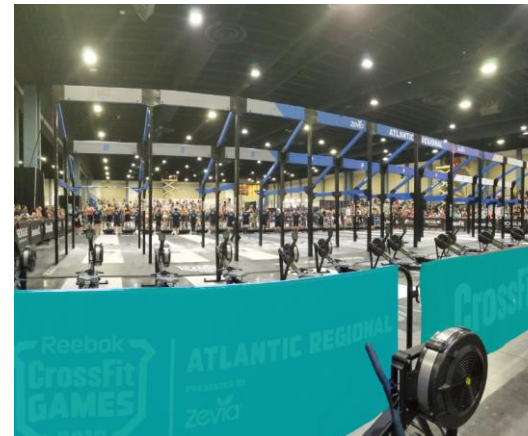


Main Entry

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.)



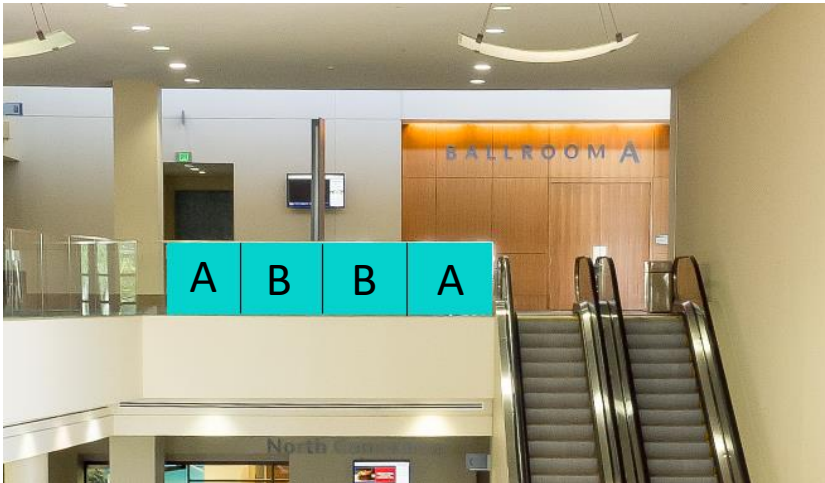
North Concourse Balcony Panels
(perpendicular to North Escalators)
\$400

(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

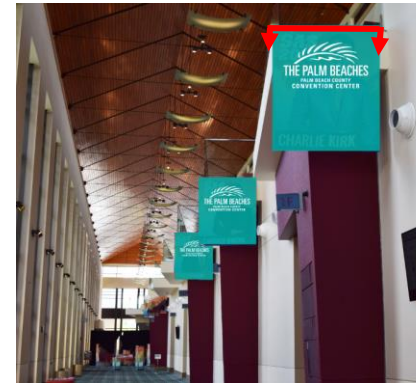


Floor Banners

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 3rd 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 3rd parties.

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



Business Happens Here