



Marketing & Public Relations Services

The Palm Beach County Convention Center will provide the following services for your event:

Website Listing

Your event listing will be included on the Palm Beach County Convention Center's website up to one year prior to your first scheduled event date. If you would like to provide additional information including a photo, logo, ticket pricing or additional event information, we will place those details on your listing as well. If additional time is requested outside of one-year timeframe, additional fees apply.

Social Media

Your event may be promoted through our social media sites such as Facebook, Instagram & Twitter up to 14 days prior to your first scheduled event date. In addition, we can conduct ticket giveaways on these sites to help build anticipation for your event. Photos, Hashtags and general information about your event will need to be provided to our marketing department for social media posts. If you would like additional social media promotion outside of the 14-day timeframe, additional fees apply.

PBCCC Digital Newsletter

Your event will be listed in our monthly digital newsletter to over 7,500 subscribers with event name and date(s). In addition, your event listing may link back to your website. Premier listings within our newsletter are available for \$250.00 for a 1/2 page and \$350.00 for a full page which includes (1) photo and overview of your event within allocated space. A one-time dedicated email option is also available to be sent to our database of more than 7,500 subscribers for your event upon receipt of event details and contact information for \$200.00.

LCD TV's

One complimentary rotating "welcome" ad will run one week prior to your first scheduled event date on all (13) LCD TV screens within the PBCCC. One additional ad will include event name, date and event scheduling details with a generic background. For increased exposure, additional slides may be purchased at \$250.00 per slide for the run of the show. Additional slides are based on TV ad capacity, availability and current event schedule.

Outdoor Digital Display

Your event may be promoted on the Palm Beach County Convention Center's outdoor digital display on Okeechobee Boulevard up to one week prior to your event. The marquee's prime visibility and location generates more than 30,000 viewable impressions per day. Ad may include event name, event logo, date(s) and generic background. If you would like additional exposure on the outdoor digital sign outside of the 7-day timeframe, additional fees apply.

Press Release Distribution

The Palm Beach County Convention Center will assist in distributing your press release for your event to our local media contacts, including reporters at the Palm Beach Post, the Sun-Sentinel, the Palm Beach Daily News, WPBF Ch. 25, WPEC Ch. 12 and WPTV Ch. 5, among others up to 2 weeks prior to your first contracted event date. If you would like assistance writing a press release, \$150.00 fee will apply.

Local Partners

The Palm Beach County Convention Center will reach out to our community partners and local affiliates to assist with promoting your event.

For additional information about Marketing and Public Relations services please contact our Marketing Manager, Kiana Rivera at (561) 366-3453 or email at krivera@pbconventioncenter.com.

