

# Advertising and Sponsorship Policy

For the purposes of this policy, any signage or materials containing corporate logos or branding other than our licensed customer's logos may be subject to certain fees. There are numerous opportunities for your event and exhibitors to gain exposure while at the Pennsylvania Convention Center through the form of Advertising and Sponsorships. Advertising and Sponsorships are permitted in and outside of the PCC, provided that the Licensee submits a floor plan with renderings, identifying all advertising locations. In the following instances, fees are due the PCC when using commercial advertising or sponsorships.

- . **Any/all material (hanging, standing, wrapping) in all concourses/hallways**
- . **Any/all material (hanging, standing, wrapping) in all entrances**
- . **Any/all material (hanging, standing, wrapping) in all underpasses**
- . **Any/all material (hanging, standing, wrapping) in any non-licensed space**

The PCC does not charge fees for the following:

- . **Any/all material (hanging, standing, wrapping) inside of licensed spaces (opening receptions, cyber cafés, Registration areas, General Sessions, Speaker ready rooms, Meeting Room, etc.)**
- . **Any/all material (hanging, standing, wrapping) inside of the Exhibit Hall (Aisle signs, Meter Boards, Directional Signs, foot prints, etc.)**
- . **Any/all material (hanging, standing, wrapping) welcoming Attendees to Philadelphia – unless sponsored**
- . **Any/all material (hanging, standing, wrapping) directing Attendees to locations in the building – unless sponsored**
- . **Any/all material (hanging, standing, wrapping) listing events/sessions in the building – unless sponsored**

# Advertising and Sponsorship Fees

## Entry Ways - \$1,000.00

Door cling (both interior & exterior)

### **FULL DOOR CLINGS ARE NOT PERMITTED.**

Lower portion of doors only (under crash bar)-clings **MUST BE TRANSPARENT** from inside and outside for safety and security.

- . Unlimited signage inside of entryways
- . One column wrap per entryway
- . One hanging banner per entryway

## Hanging Banners - \$400.00

All banners internal and external not part of an entryway package

## Ground Supported Signage and Wall Clings – \$300.00

All meter boards, Column Wraps, Pipe and Drape Signage, etc. internal and external not a part of an entryway package

## Easel Signage/ Window or Floor Clings – \$150.00

All easel signs, clings or other small signage with sponsorship logos or exhibitor advertising not part of an entryway package

## Table-top Exhibitors – \$50

All signage and table-top coverings for exhibitors in hallways, concourses and non-licensed space

## Escalator Cling and Runner Information - \$1,500 (sponsored and show branding)

No advertising on escalator treads is permitted

On many occasions, multiple events are scheduled simultaneously within the center and locations may be limited. Check with your Event Manager for availability.