Pennsylvania Convention Center
Signage Options



Pennsylvania
Convention Center
PHILADELPHIA



1 Exterior Signage





1 Exterior Signage Cont.



A. 12th and Arch Street East and West Entrance

24 feet by 9 feet and 9 inches



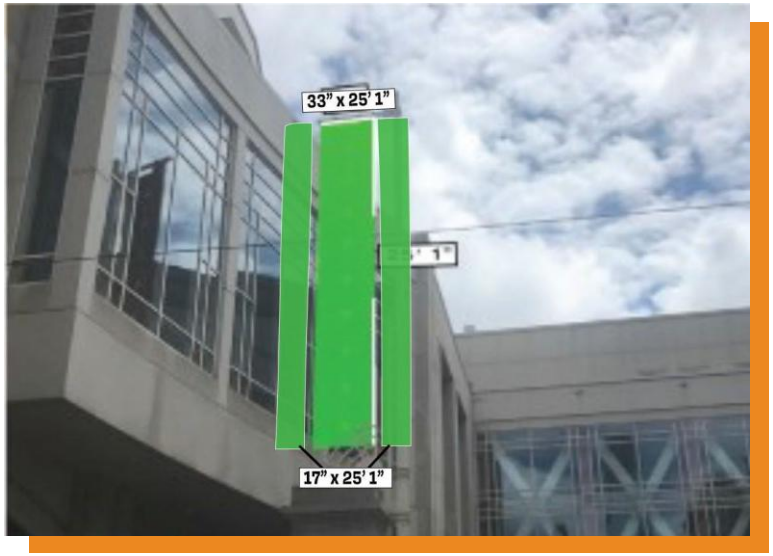
B. Arch Street Bridge

30 feet by 70 feet and 6 inches

***Available based on usage**
Installed and dismantled by contracted stagehand labor



1 Exterior Signage Cont.



C. Vertical Banners*

Vertical Banners 12th & Arch West	33" x 25'1" and (2) 17" x 25' 1"
Vertical Banners 12th & Arch East	33" x 25'1" and (2) 17" x 25' 1"
Vertical Banners 13th & Arch	33" x 25'1" and (2) 17" x 25' 1"
Vertical Banners 11th & Arch	33" x 25'1" and (2) 17" x 25' 1"
Vertical Banners 1300 Block of Arch St.	25" x 19' 10" and (2) 13" x 19' 10"
Vertical Banners 11th & Race	25" x 19' 10" and (2) 13" x 19' 10"

*Available based on usage
Installed and dismantled by PCC Facilities Department



D. 12th Street Tunnel*

31 feet by 23 feet and 11 inches

*Available based on usage
Installed and dismantled by contracted stagehand labor



1 Exterior Signage Cont.



E. 12th and Arch Street East and West Entrance

Column Top: 10 feet (height) by 65 inches (width)

Column Base: 48 inches (height) by 77 inches (width)

***Available based on usage**
Installed and dismantled by contracted stagehand labor



2 Interior Signage
Terrace Ballroom



2 Terrace Ballroom Cont.



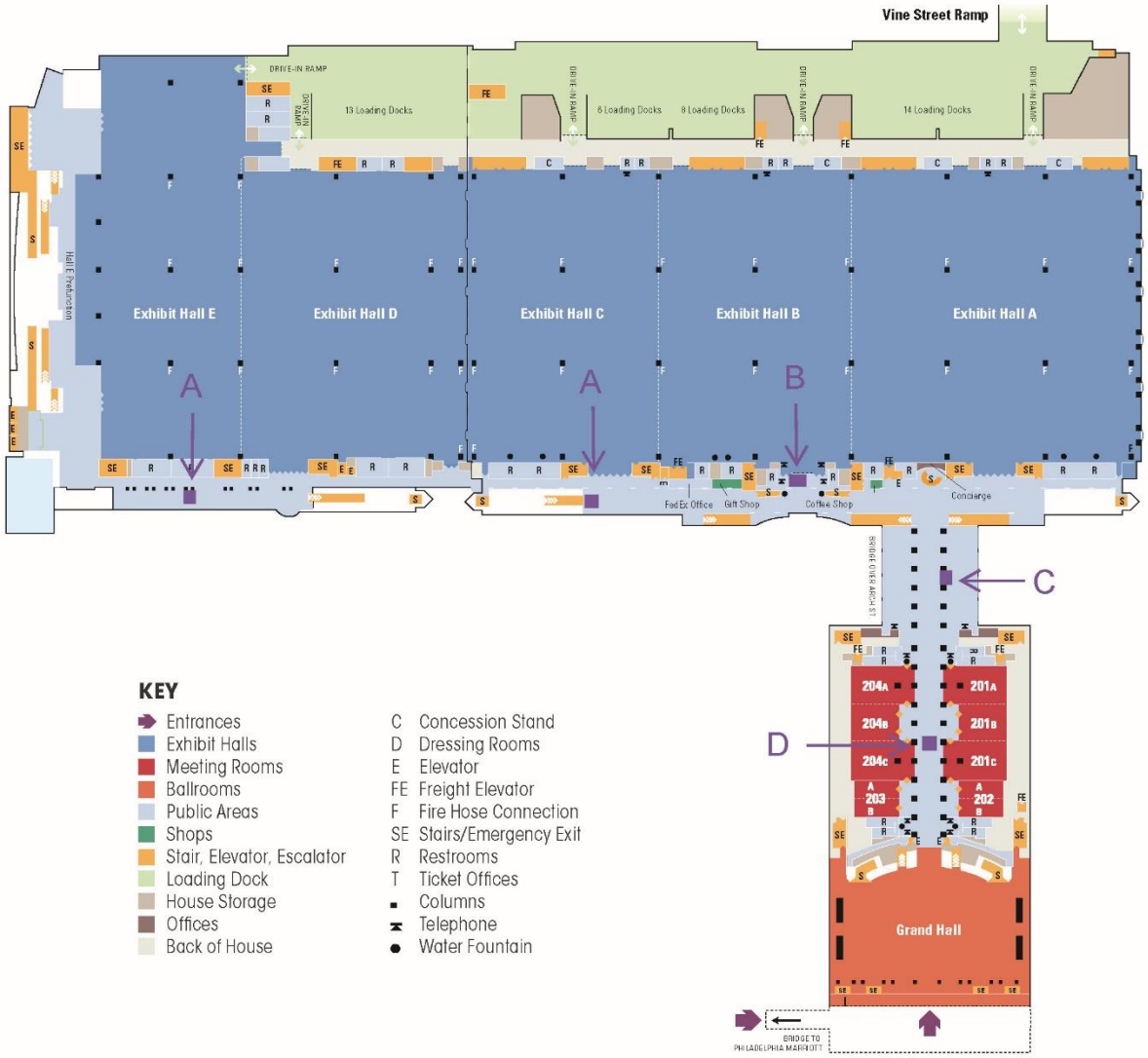
C. Terrace Ballroom Prefunction Pillar

153"(circumference) X 183"H

***Available based on usage**
Installed and dismantled by contracted stagehand labor



3 200 Level Concourse





3 200 Level Concourse Cont.



A. 200 Level Concourse Banner Space 3 (Hall B)

6 feet (height) by 22 feet (width)



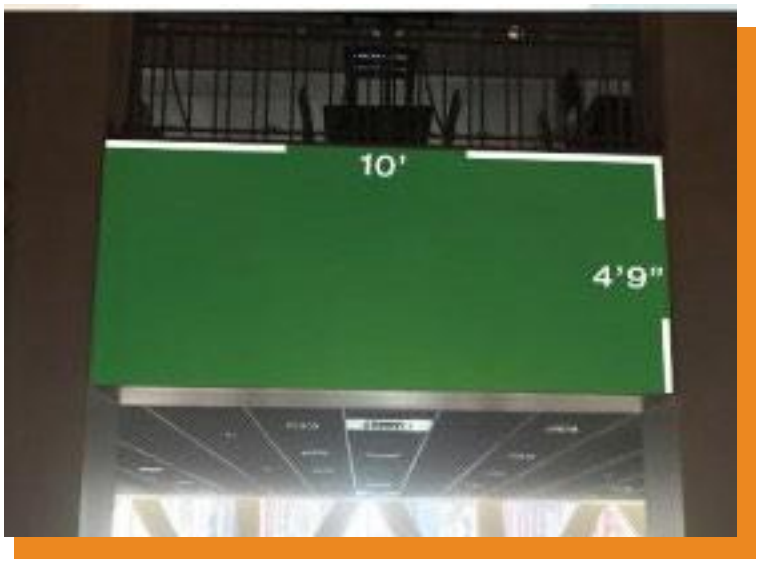
B. 200 Level Concourse Banner Space 3 (Hall B)

8 feet (height) by 2 feet (width)

***Available based on usage**
Installed and dismantled by contracted stagehand labor



3 200 Level Concourse Cont.



C. 200 Level Concourse Banner Space 5

4 feet 9 inches (height) by 10 feet (width)



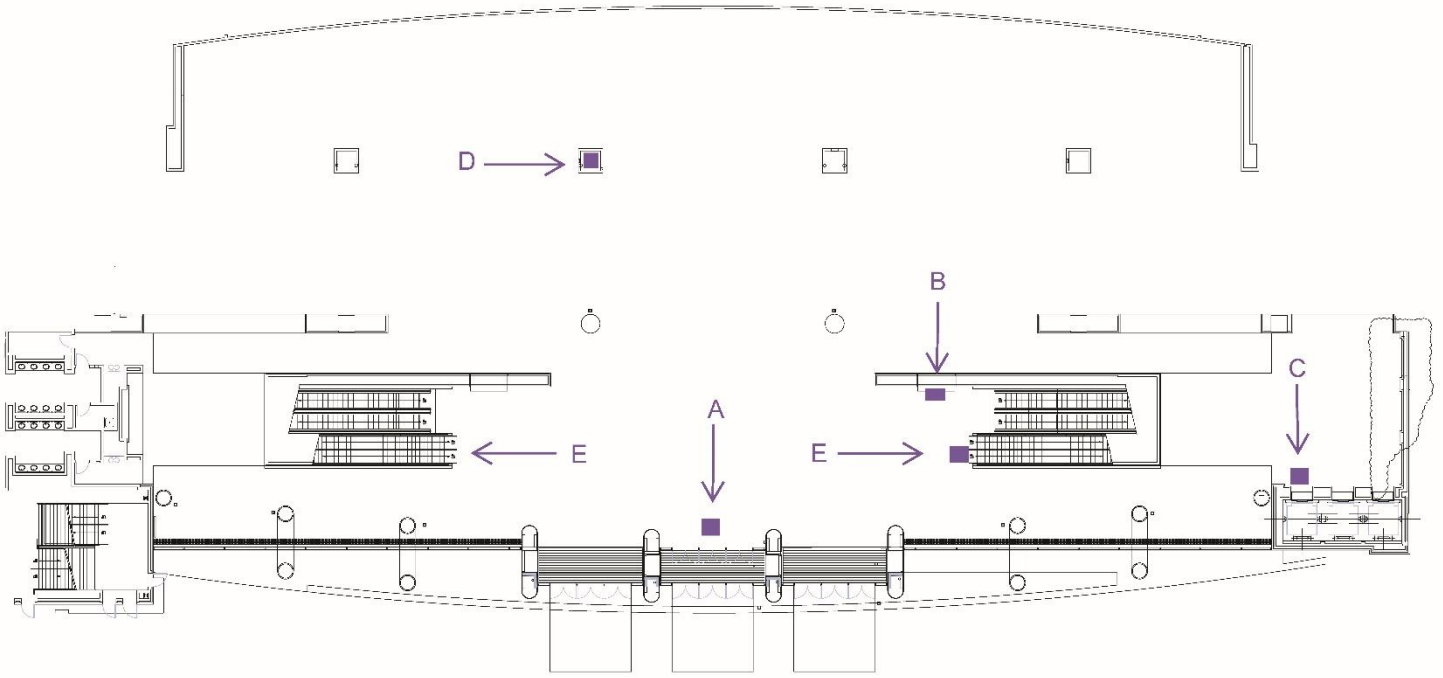
D. 200 Level Concourse Banner Space 7

5 feet (height) by 24 feet (width)

***Available based on usage**
Installed and dismantled by contracted stagehand labor



4 Broad Street Atrium





4 Broad Street Atrium Cont.



A. Broad Street Entrance

Top Windows: 75 inches (height) by 75 inches (width) and 15 inches (height) by 75 inches (width)

Side Windows: 75 inches (height) by 30 ½ inches (width), 77 inches (height) by 30 ½ inches (width), and 17 inches (height) by 30 ½ inches (width)

Doors: 79 inches (height) by 24 ½ inches (width)

Door cling placement (both interior & exterior):

Lower portion of doors only (if cling is not transparent).

Full door clings must be transparent for safety and security.

***Available based on usage**
Installed and dismantled by contracted stagehand labor



4 Broad Street Atrium Cont.



B. Broad Street Atrium

108"W x 102"H
(2) Opportunties

***Available based on usage**
Installed and dismantled by contracted stagehand labor



4 Broad Street Atrium Cont.



C. Broad Street Atrium Elevators

8 feet (height) by 5 feet (width)



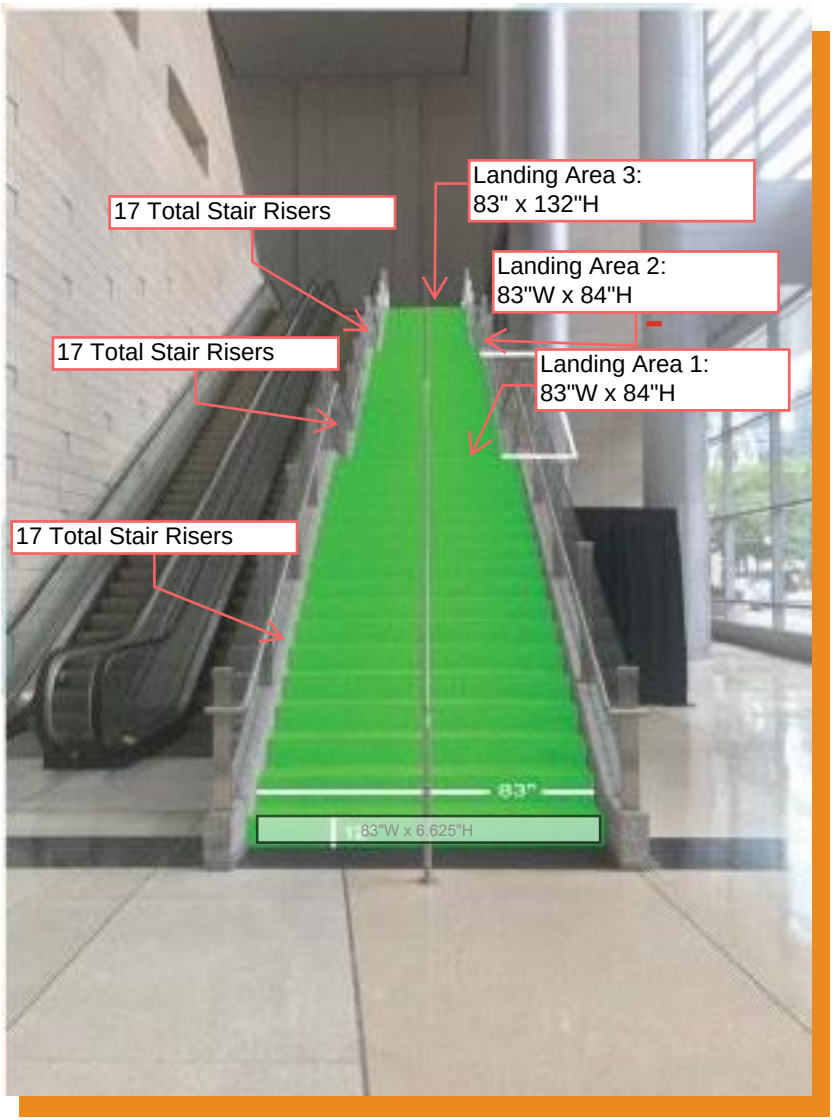
D. Broad Street Atrium Pillar

19 feet 9 inches (height) by 83 inches (width)

***Available based on usage**
Installed and dismantled by contracted stagehand labor



4 Broad Street Atrium Cont.



E. Broad Street Atrium Steps

Stairs: 83"W x 6.625"

(2) Opportunities

***Available based on usage**
Installed and dismantled by contracted stagehand labor

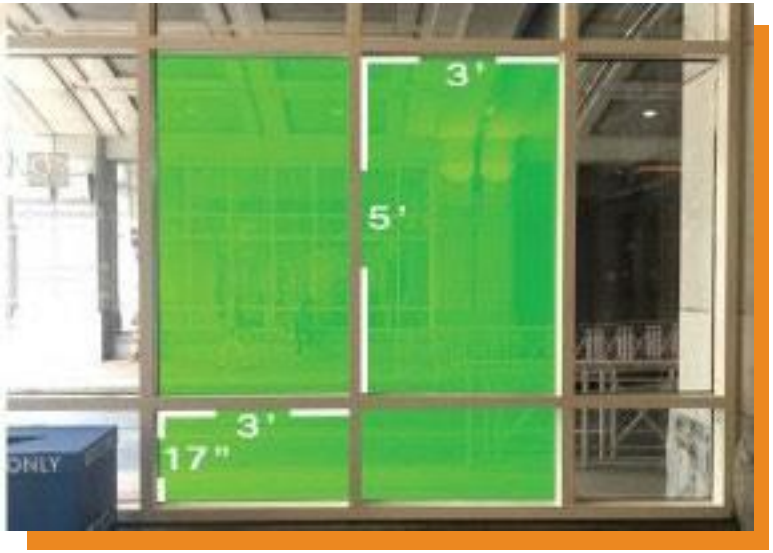


5 First Level





5 First Level Cont.



A. 12th and Arch East and West

5 feet (height) by 3 feet (width) and 17 inches (height) by 3 feet (width)



B. First Level Concourse Banner Space 1

15 feet 8 $^{1}/_{8}$ inches (height) by 25 feet 7 $^{5}/_{16}$ inches

***Available based on usage**
Installed and dismantled by contracted stagehand labor



5 First Level Cont.



C. 12th and Arch East and West

2 feet (height) by 25 inches (width)
Door placement (both interior & exterior): Lower portion of doors only (if cling is not transparent).

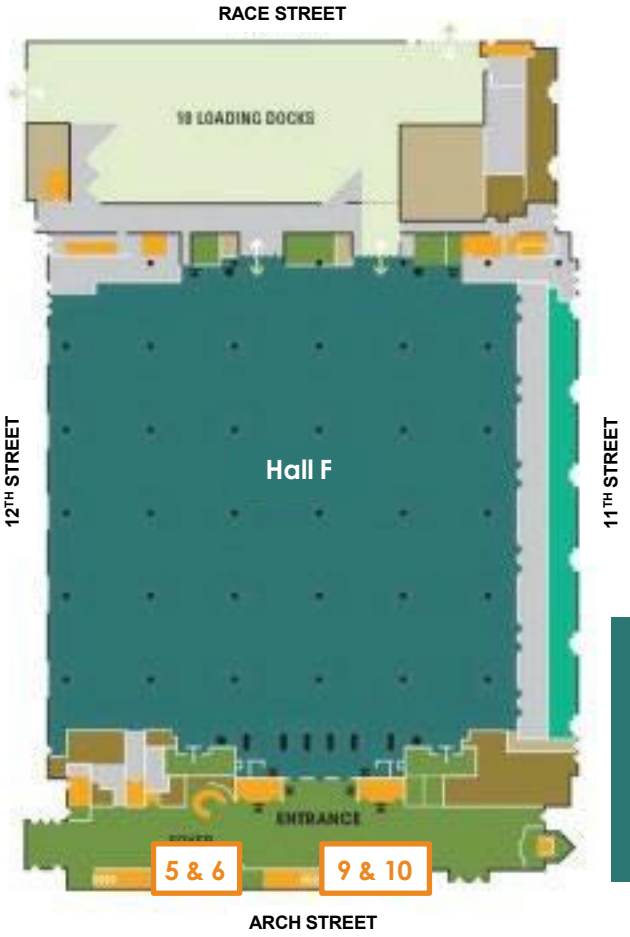
Full door clings must be transparent for safety and security.

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6 Escalator Cont.





Escalators 1 & 2

100 Level to 200 Level by 13th Street

Escalators 3 & 4

100 Level to 200 Level by 12th Street West

Escalators 5 & 6

100 Level to 200 Level by 12th Street East

Escalators 9 & 10

100 Level to 200 Level by 11th and Arch Street

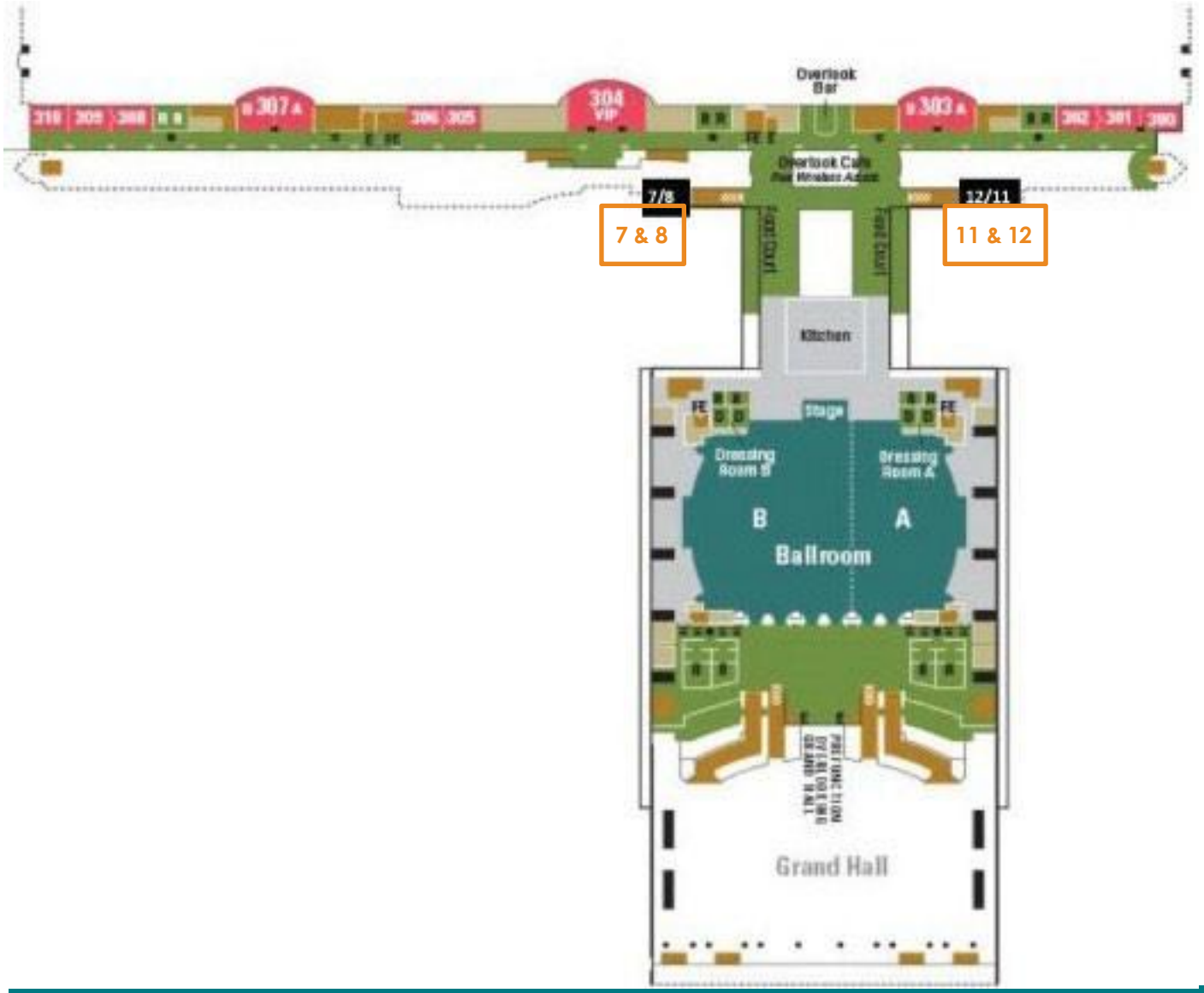
All Listed Escalators have a measurement of:

Side Runners: 32 feet (Length) by 23 feet (Height)

Middle Runner: 32 feet (Length) by 15 inches (Width)



6 Escalator Cont.



Escalators 7 & 8

200 Level to 300 Level Overlook West Side

Escalators 11 & 12

200 Level to 300 Level Overlook East Side

All Listed Escalators have a measurement of:

Side Runners: 32 feet (Length) by 23 feet (Height)

Middle Runner: 32 feet (Length) by 15 inches (Width)



6 Escalator Cont.



Escalators 24 & 25

Grand Hall to Ballroom AB West Side

Escalators 26 & 27

Grand Hall to Ballroom AB East Side

All Listed Escalators have a measurement of:

Side Runners: 32 feet (Length) by 23 feet (Height)

Middle Runner: 32 feet (Length) by 15 inches (Width)



6 Escalator Cont.



Escalators 37 & 38

100 Level to 200 Level by 13th and Arch Street

(in front of Hall D)

All Listed Escalators have a measurement of:

Side Runners: 67 feet (Length) by 23 feet (Height)

Middle Runner: 67 feet (Length) by 15 inches (Width)



6 Escalator Cont.



Escalators 39 & 40

Broad Street Atrium to 200 Level

by Race Street side

Escalators 41 & 42

Broad Street Atrium to 200 Level

by Arch Street side

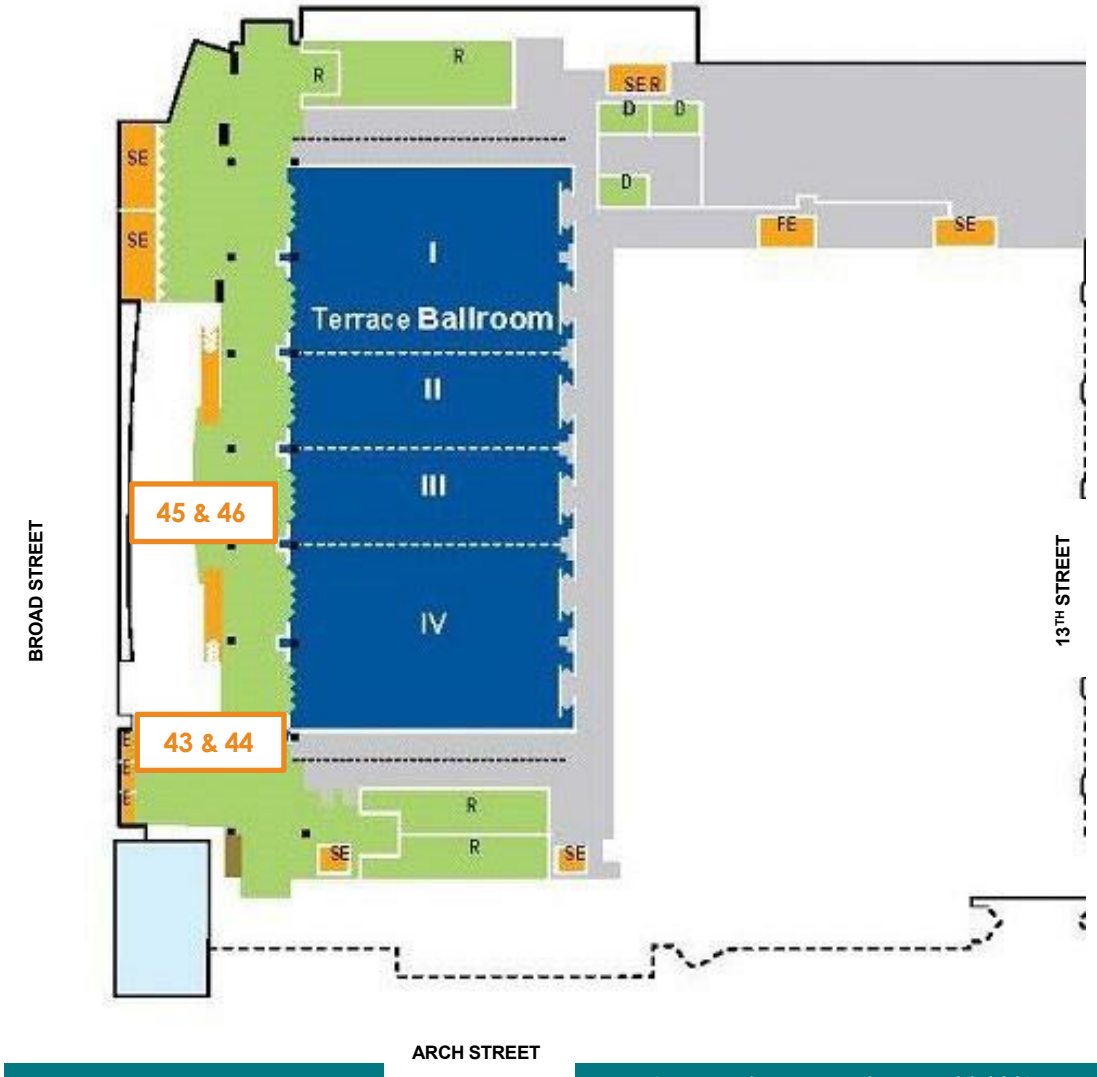
All Listed Escalators have a measurement of:

Side Runners: 67.6 feet (Length) by 23 feet (Height)

Middle Runner: 67.6 feet (Length) by 13 inches (Width)



6 Escalator Cont.



Escalators 43 & 44

2nd Level (South) to Terrace

Escalators 45 & 46

2nd Level (North) to Terrace

All Listed Escalators have a measurement of:

Side Runners: 67.6 feet (Length) by 23 feet (Height)

Middle Runner: 67.6 feet (Length) by 13 inches (Width)



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 sponsorship.

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

The PCC does not charge fees for the following:

1. Any/all material (hanging, standing, wrapping) inside of licensed spaces (opening receptions, cyber cafes.
   Registration areas, General Sessions, Speaker Ready Rooms, Meeting Room, etc.)
2. Any/all material (hanging, standing, wrapping) inside of the Exhibit Hall (aisle signs, meter boards, directional signs, foot prints, etc.)
3. Any/all material (hanging, standing, wrapping) welcoming attendees to Philadelphia-unless sponsored.
4. Any/all material (hanging, standing, wrapping) directing attendees to locations in the building-unless sponsored.
5. Any/all material (hanging, standing, wrapping) listing events/sessions in the building-unless sponsored.



Advertising and Sponsorship Fees

Entry ways—$1,000

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

Hanging Banners—$400

All internal and external banners not part of an entryway package.

Ground Supported Signage—$300

All meter boards, column wraps, pipe and drape signage, etc. internal and external not part of an entryway.

Easel Signage/Window or Floor Clings—$150

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

Table Top Exhibitors—$50

Unlimited 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.