


Pennsylvania Convention Center Signage Options



Pennsylvania
Convention Center
PHILADELPHIA

AN  MANAGED FACILITY



WORLD PREMIERE 2011
**THE PENNSYLVANIA
CONVENTION CENTER**
ORIGINAL & EXPANSION FLOORPLANS



KEY

- | | | | |
|---|----------------------------|---|--------------------|
|  | Entrance |  | Back of House |
|  | Exhibit Hall |  | Conservation Stand |
|  | Meeting Room |  | Meeting Room |
|  | Ballroom |  | Elevator |
|  | Shop |  | Freight Elevator |
|  | Public Area |  | Fire House Centre |
|  | Stair, Elevator, Escalator |  | Rest room |
|  | Loading Dock |  | Ticket Office |
|  | House Storage |  | Column |
|  | Office |  | Telephone |
| | |  | Water Fountain |

1 Exterior Signage Cont.



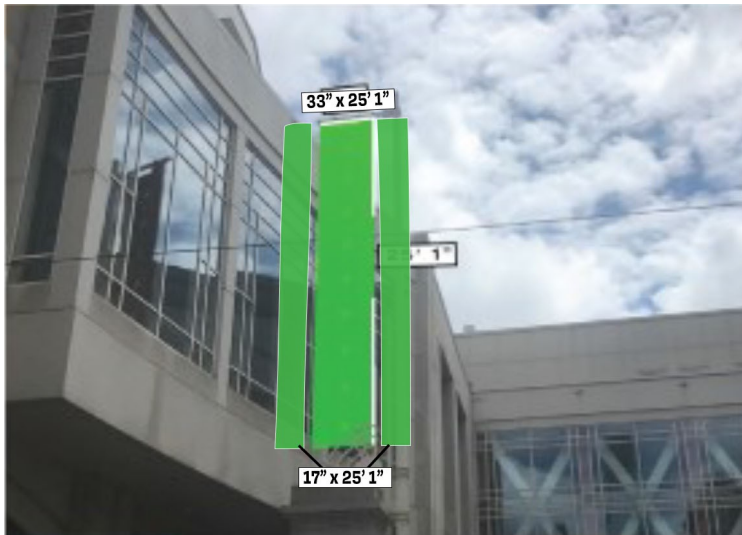
- A. 12th and Arch Street East and West Entrance**
24 feet by 9 feet and 9 inches



- 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.

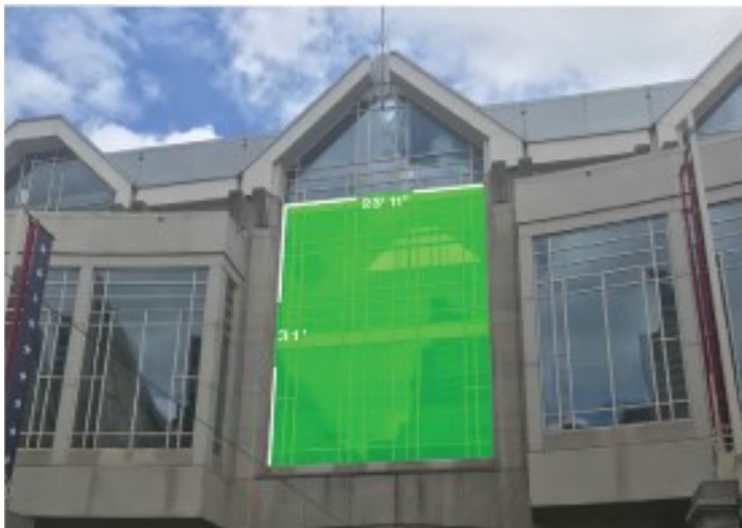


C. Vertical Banners*

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
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2 Terrace Ballroom



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2 Terrace Ballroom Cont.

A. Terrace Ballroom Prefunction Space 1 Various Measurements



B. Terrace Ballroom Prefunction Space 2 Various Measurements



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Installed and dismantled by contracted stagehand labor

2 Terrace Ballroom Cont.



C. Terrace Ballroom Prefunction Pillar

20 feet (height) by 50 inches (diameter)

*Available based on usage
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3

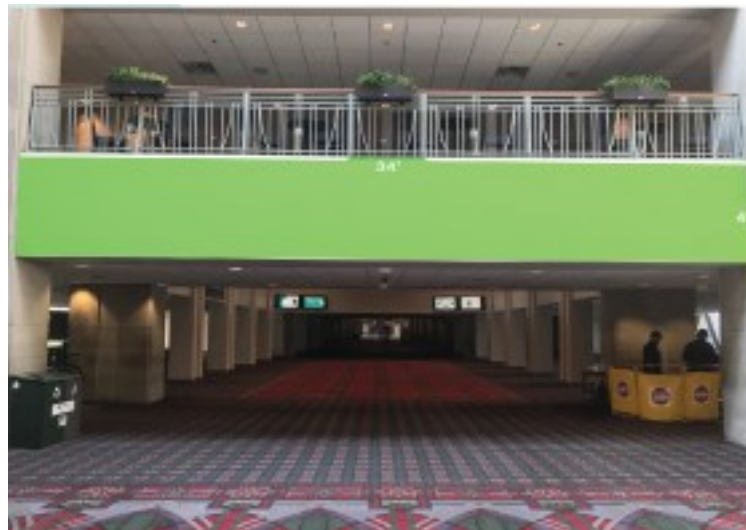
200 Level
Concourse



3 200 Level Concourse Cont.



- A. 200 Level Concourse Banner Space 1**
4 feet (height) by 24 feet (width)



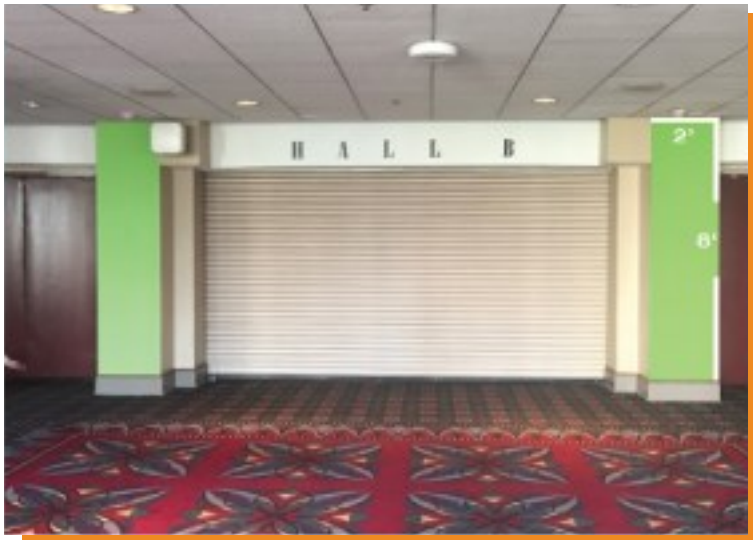
- B. 200 Level Concourse Banner Space 2**
4 feet (height) by 34 feet (width)

***Available based on usage**
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3 200 Level Concourse Cont.



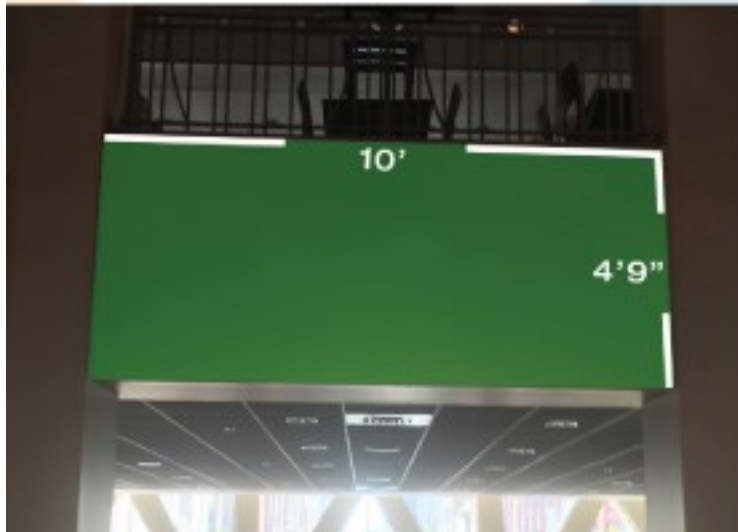
C. 200 Level Concourse Banner Space 3 (Hall B)
6 feet (height) by 22 feet (width)



D. 200 Level Concourse Banner Space 3 (Hall B)
8 feet (height) by 2 feet (width)

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Installed and dismantled by contracted stagehand labor

3 200 Level Concourse Cont.



E. 200 Level Concourse Banner Space 5
4 feet 9 inches (height) by 10 feet (width)



F. 200 Level Concourse Banner Space 6 (Hall E)
20 feet 5 ⁵/₈ inches (height) by 10 feet (width)

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3 200 Level Concourse Cont.



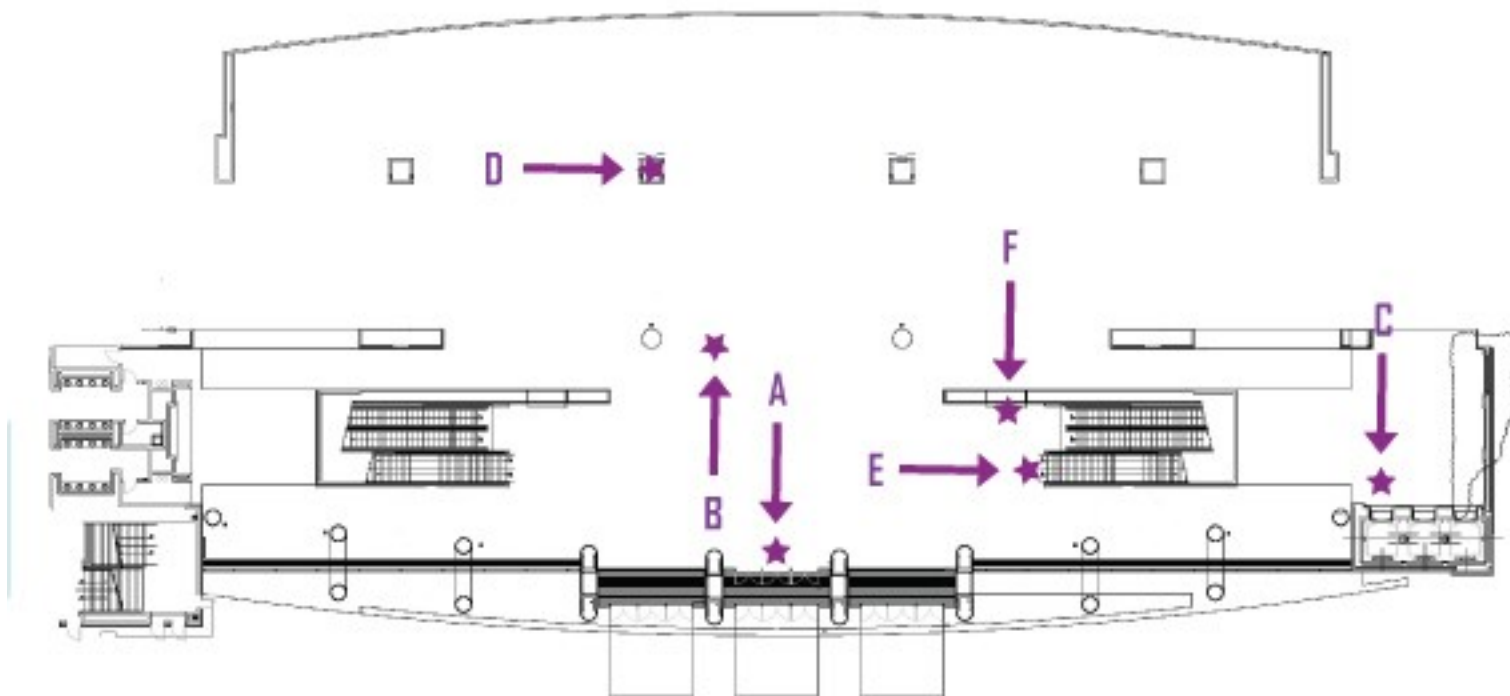
G. 200 Level Concourse Banner Space 7
5 feet (height) by 24 feet (width)



H. 200 Level Concourse Banner Space 8 (Grand Hall)
Columns:
18 feet 5 inches (height) by 7 feet 3 inches (width)
Archway:
6 feet 6 inches (middle height), 10 feet 2 inches (end height), and 33 feet and 4 ½ inches (width)

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

4 Broad Street Atrium



Broad Street

4 Broad Street Atrium Cont.



A. Broad Street Entrance

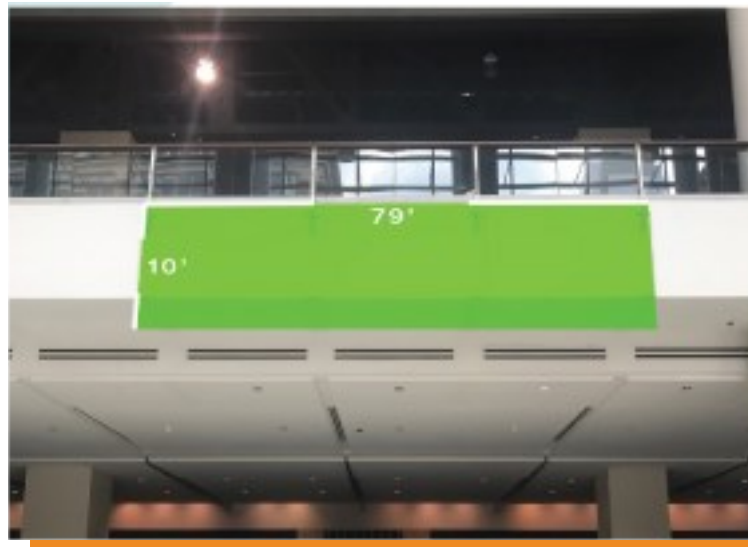
Top Windows: 75 inches (height) by 75 inches (width) and 15 inches (height) by 75 inches (width)

Door cling (both interior & exterior):

Lower portion of doors only - for safety and security clings MUST BE TRANSPARENT from inside and outside.

24 1/2" (width) by 2' (height)

FULL DOOR CLINGS ARE NOT PERMITTED.



B. Broad Street Atrium Banner Entrance Space 1*

10 feet (height) by 79 feet (width)

*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**
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4 Broad Street Atrium Cont.

E. Broad Street Atrium Elevators

Stairs: 12 inches (height) by 83 inches (width)

Stair sections: 7 feet (height) by 7 feet (width)

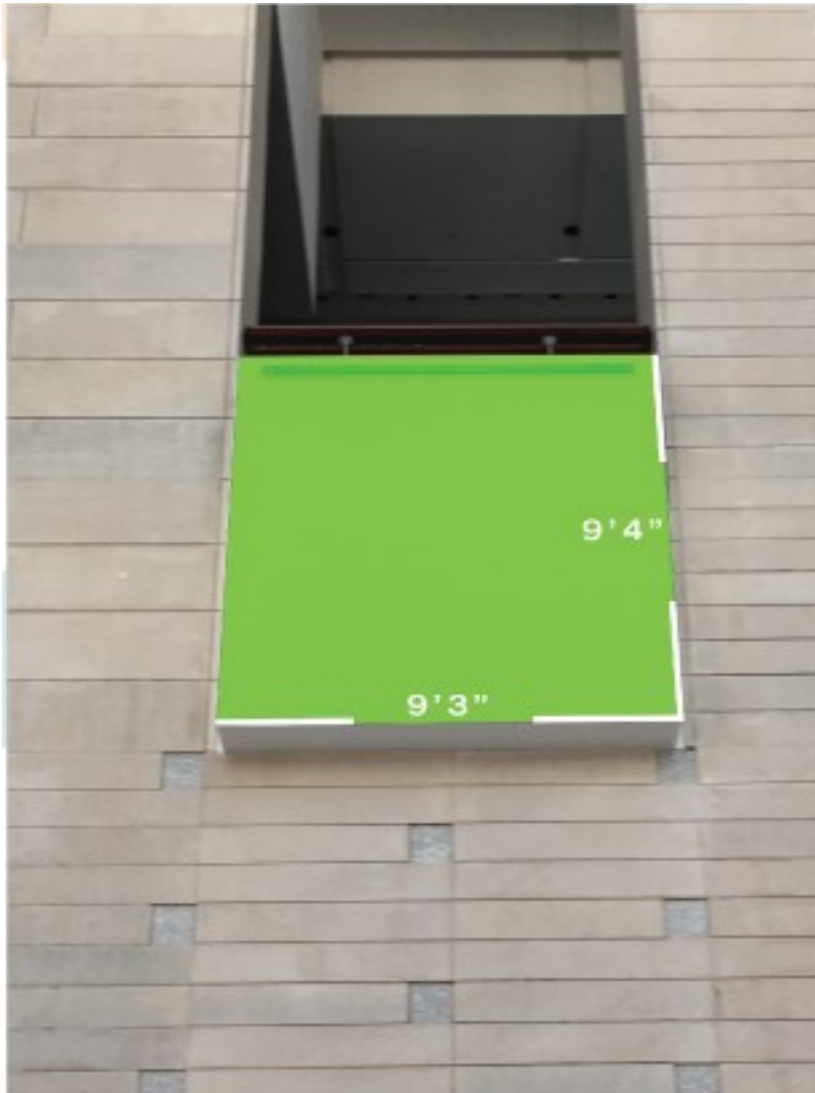


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4 Broad Street Atrium Cont.

F. Broad Street Atrium Stairs

9 feet 4 inches (height) by 9 feet 3 inches (width)



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5 First Level



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- 100 Level**
- KEY**
- Entrances
 - Exhibit Halls
 - Meeting Rooms
 - Ballrooms
 - Shops
 - Public Areas
 - Stairs, Elevator, Escalator
 - Loading Dock
 - House Storage
 - Woods
 - Back of House
 - Concession Stand
 - Dressing Rooms
 - Elevator
 - Freight Elevator
 - Pipe Road Cams
 - Restrooms
 - Ticket Offices
 - Columns
 - Telephones
 - Water Fountain

Reading Terminal Market
 Reading Terminal Headcase
 • Philadelphia Marriott
 • SEPTA Market East Public Transit Station
 • The Gallery Shopping Center

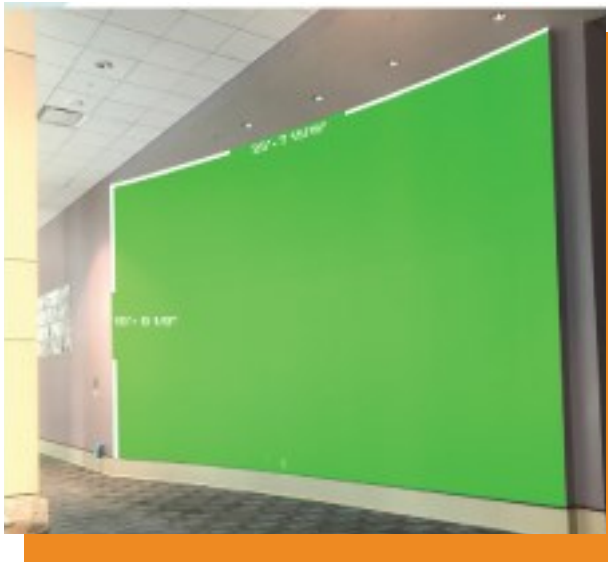
5 First Level Cont.



A. 12th and Arch East and West

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

For safety and security clings must be transparent from the inside and outside.



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 1/2" inches (width)

Door cling (both interior & exterior):

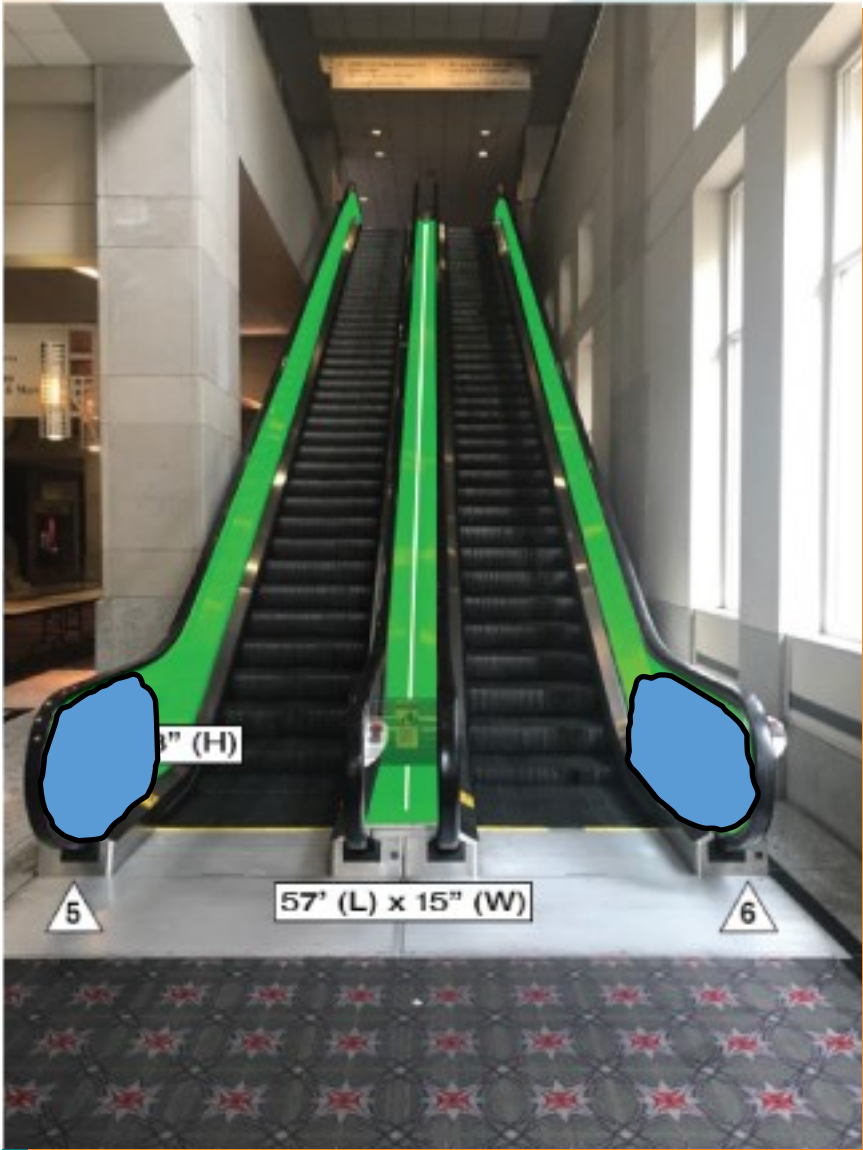
Lower portion of doors only - for safety and security clings MUST BE TRANSPARENT from inside and outside.

25 1/2" (width) by 2' (height).

FULL DOOR CLINGS ARE NOT PERMITTED.

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Installed and dismantled by contracted stagehand labor

6 Escalator



Location		Length	Height
East Side			
13th & Arch East	Escalators 1 & 2	57'	27"
12th & Arch East	Escalators 3 & 4	57'	24"
12th & Arch West	Escalators 5 & 6	57'	27"
Overlook	Escalators 7 & 8	31'	24"
11th & Arch East	Escalators 9 & 10	31'	24"
Overlook	Escalators 11 & 12	31'	24"
Ballroom A	Escalators 26 & 27	57'	24"
Ballroom B	Escalators 24 & 25	57'	24"
West Side			
13th & Arch West	Escalators 37 & 38	63'	27"
Broad Street	Escalators 39 & 40	63'	27"
Broad Street	Escalators 41 & 42	63'	27"
Terrace Ballroom	Escalators 43 & 44	105'	26"
Terrace Ballroom	Escalators 45 & 46	105'	26"
Head House			
Market Street	Escalators 2 & 3	38'	24"
Market Street-Grand Hall	Escalators 4 & 5	55'	24"

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

6 Escalator



Escalator Runner

Escalator Center: 57 feet (height) by 15 inches

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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.

RACE STREET



ARCH STREET

Escalators 37 & 38

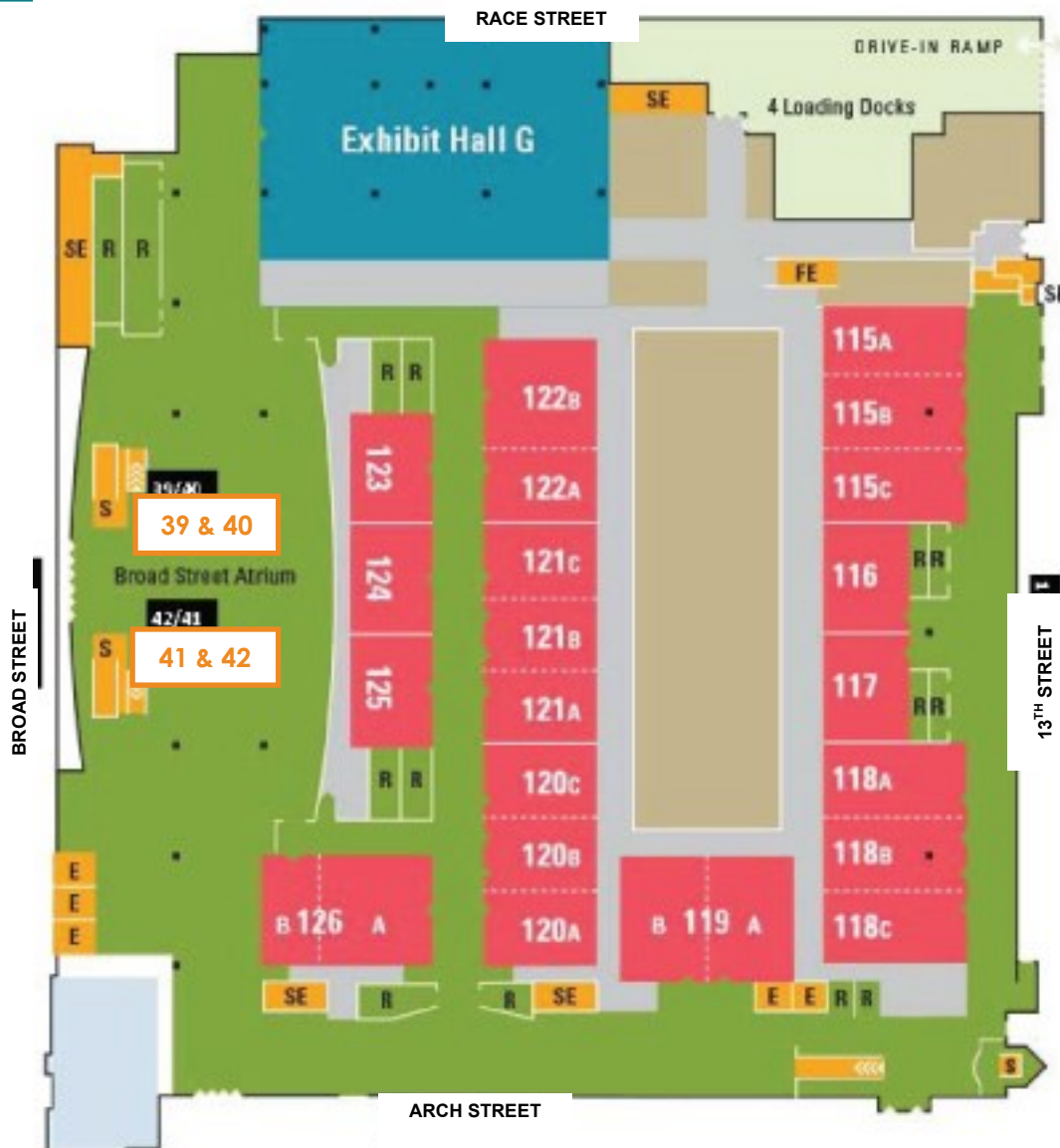
100 Level to 200 Level by 13th and Arch Street (in front of Hall D)

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

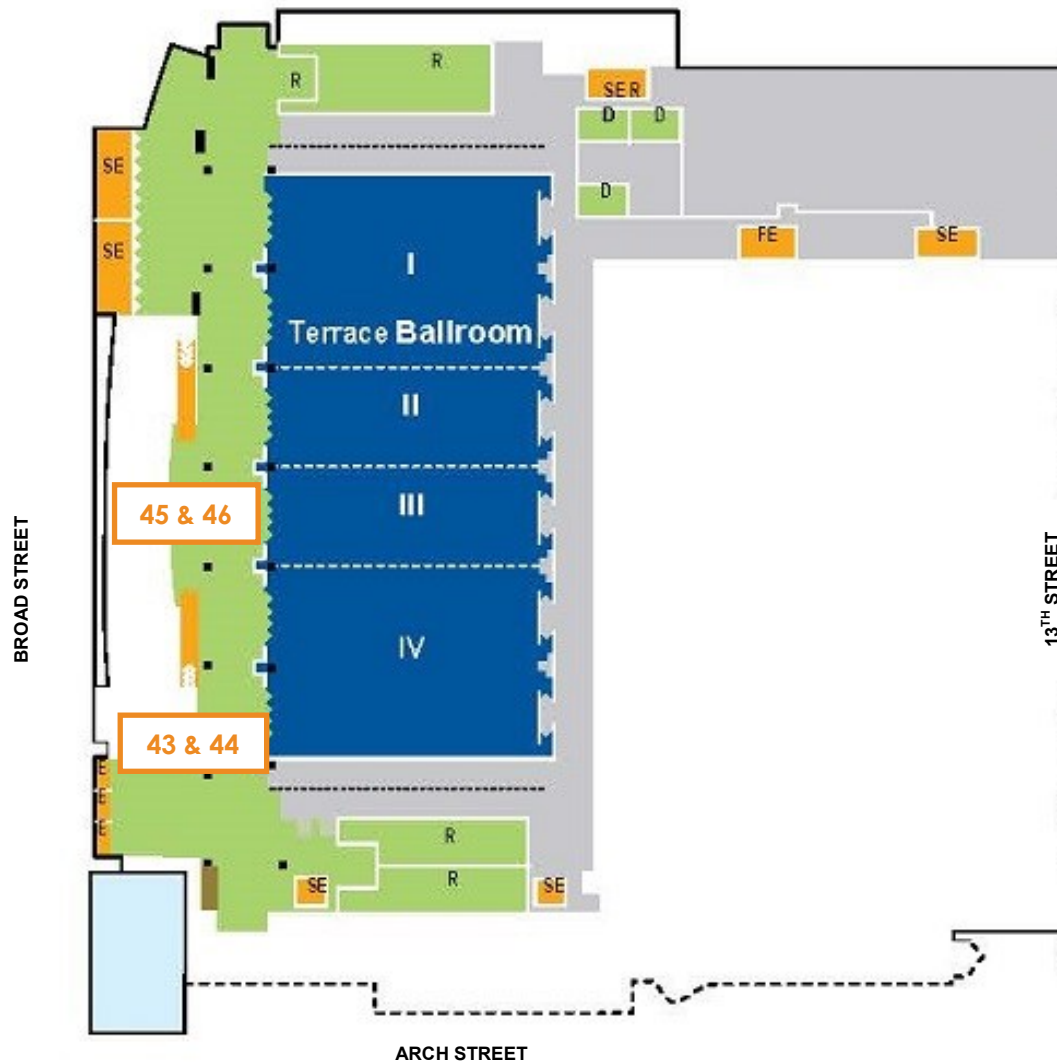
**All Listed Escalators have a
measurement of:**

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

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

6 Escalator Cont.

RACE STREET



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)

ARCH STREET

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

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

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.