



# Sponsorship & Branding Guide



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## **Brand engagement begins when you enter the building.**

Capture attention and drive traffic where you want it the most with a thoughtful signage plan. Public spaces in the George R. Brown Convention Center provide the perfect opportunity to maximize exposure for your brand.

With countless ways to display your brand or spotlight your sponsors, the only limit is your creativity.



# Branded Content vs. Sponsored Content

Displays and signage with both branded and sponsored content are permissible in the Facility's public spaces. Displays or signage with **sponsored** content placed in the Facility's public space *are* subject to a Facility sponsorship fee. Displays or signage with **branded** content placed in the Facility's public space *are not* subject to a Facility sponsorship fee. For guidance in determining if your content is branded or sponsored, please use the information provided below. If you have questions about your content, please consult your Convention Services Manager.

## Branded Content

- Contains the Licensee's company, organization, or event logo
  - Logo can be in wordmark, lettermark, brandmark, or lockup logo
  - Event lockup logos may include the logo of an event co-organizer or co-presenter so long as the logo is of equal or lesser size to the Licensee's logo and may include the verbiage:
    - In partnership with
    - Presented by
    - Brought to you by
    - This messaging and any associated logos must be part of the event logo
- Contains information about the Licensee's company or organization and/or the event including:
  - Licensee's event website information
  - Licensee's company, organization, or association website information
  - Social media handles and/or hashtags for the event, company, association, or organization
  - Licensee company, organization, or association and/or event slogans, catchphrases, or mottos
- Branded content **IS NOT** subject to a sponsorship fee by the Facility

## Sponsored Content

- May contain any of the content included on the event's branded materials
- Contains logos or messaging for which the Licensee receives a sponsorship or in-kind support to display including, but not limited to:
  - Logos or messaging (including website and social media information) from event exhibitors, partners who are not co-organizers or co-presenters for the event, or outside companies who have purchased a branding opportunity from the Licensee
- Sponsored content may include logos as described above, or messaging that includes:
  - Thank you to our sponsors
  - Sponsored by
  - Directions to or specific information regarding exhibitors who have paid a fee to display such information
- Sponsored content does not include meter boards, entrance units, and entrance banners on the concourse
- Sponsored content **IS** subject to a sponsorship fee by the Facility

# Rules & Guidelines

Please take a moment to familiarize yourself with the Facility rules and guidelines for displays and signage.

## Approvals

Prior to production or installation of any branded or sponsored displays or signage, the Licensee must obtain approval from the Convention Services Manager in writing. Approval is required for both content and location.

The Convention Services Manager may revoke approval at any time on site should the final product not adhere to the guidelines put forth in this guide or if it has been significantly altered from the approved version.

## Timeline

Branded and/or sponsored signage plans must be submitted by Licensee for approval no later than 45 days prior to first contracted move-in day.

Approved signage can be displayed only during the Licensee's contracted period with the Facility.

All branded or sponsored items must be removed from the public spaces of the Facility prior to the conclusion of the Licensee's contract period.

## Production — Installation — Removal

Licensee is responsible for the production, installation, and removal of all branded and sponsored displays or signage.

Branded and sponsored items installed in locations not previously approved by the Convention Services Manager will be subject to removal by the Facility.

Any branded or sponsored items remaining on site after the contract has ended will be subject to a \$100 per sign facility removal fee.

## Damages

Licensee assumes full responsibility for any damages or repairs to the facility that result from the removal of their displays or signage.

The Convention Services Manager will document any damages and Licensee will be billed for any repair costs incurred by the Facility.

## Billing

All fees for sponsored displays or signage due to the Facility will be included in the Licensee's final invoice.

Any questions regarding the final fee can be directed to the Convention Services Manager.

## Digital Signage

Please contact your Convention Services Manager to inquire about the use of digital displays in the Facility not listed in this guide.

***Every effort has been made to ensure the accuracy of the information in this guide. No warranties, express or implied, are made with respect to this document. It is the sole responsibility of the Licensee or their contractors to inspect, measure, and verify all locations and dimensions.***



# Pricing

GRB Convention Services Manager must approve all signage content and locations prior to installation. If branded or sponsored content is installed in locations that were not previously approved, those displays will be subject to removal by the Facility. Should they remain in place, the Licensee is responsible for Facility sponsorship fees or damage charges for those locations. **All rates below are subject to change.**

## Banners

|                                  |                  |
|----------------------------------|------------------|
| Concourse Banners                | \$500 per banner |
| Mezzanine & Pre-Function Banners | \$500 per banner |
| Escalator Landing Banners        | \$500 per banner |

## Clings

|                                    |                    |
|------------------------------------|--------------------|
| Floor Clings                       | \$150 per cling    |
| Skybridge Window Clings            | \$200 per cling    |
| Porthole Window Clings             | \$250 per porthole |
| Granite or Glass Brick Wall Clings | \$500 per cling    |
| Skybridge Glass Door Clings        | \$1,000 per set    |

## Column Wraps

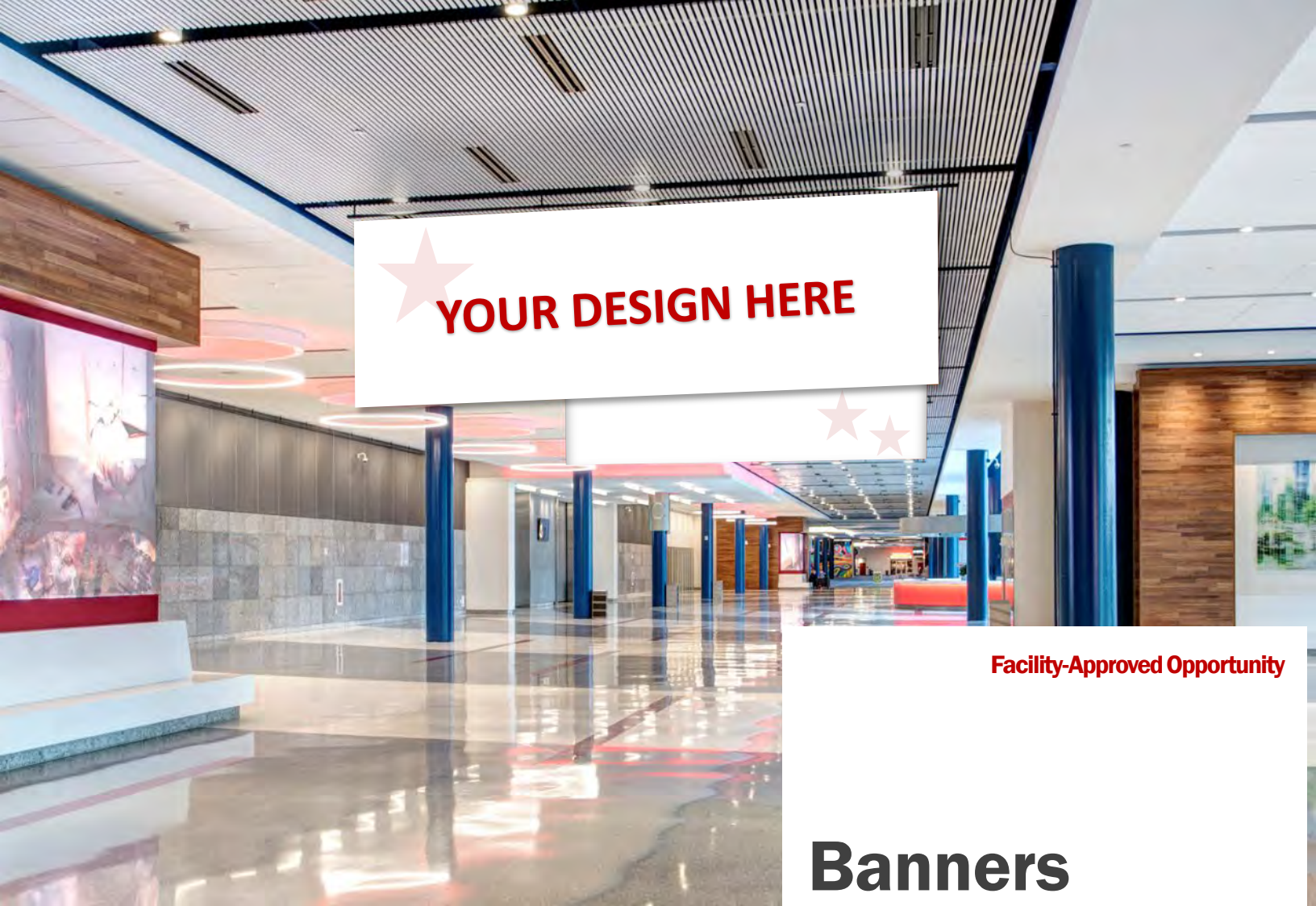
|                  |                  |
|------------------|------------------|
| All Column Wraps | \$500 per column |
|------------------|------------------|

## Digital Signs

|                           |                   |
|---------------------------|-------------------|
| Facility-Affixed Monitors | \$200 per graphic |
|---------------------------|-------------------|

## Escalators

|                   |                   |
|-------------------|-------------------|
| Escalator Clings  | \$150 per cling   |
| Escalator Runners | \$500 per section |



***Prominently display your banners in heavily-trafficked areas and maximize exposure for your brand.***

**Facility-Approved Opportunity**

## Banners

- Banner bars and facility-affixed structures for hanging are located conveniently throughout the Facility's public spaces
- Banners cannot cover any facility security cameras
- Banners must maintain enough clearance to clearly view facility-affixed restaurant signage, directional signage, and emergency signage

Concourse Banners

Mezzanine & Pre-Function Banners

Escalator Landing Banners

**\$500 per banner**





***Draw traffic where you want it most with strategically placed clings that highlight your sponsors or brand.***

**Facility-Approved Opportunity**

# Clings

- Granite and Floor Cling Approved Materials:
  - White or clear vinyl with low-tack adhesive
  - Removable/repositionable acrylic or water-based adhesives
  - ORACAL 631, EnduraMATTE Removable Wall Vinyl, ORAJet 3268, PrismJet WallTEX
- Window Cling Approved Materials:
  - Clear or white perforated window film- clings must maintain reasonable visibility through the graphic
  - 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility

|                             |                           |
|-----------------------------|---------------------------|
| Floor Clings                | <b>\$150 per cling</b>    |
| Skybridge Window Clings     | <b>\$200 per cling</b>    |
| Porthole Window Clings      | <b>\$250 per porthole</b> |
| Granite Clings              | <b>\$500 per cling</b>    |
| Skybridge Glass Door Clings | <b>\$1,000 per set</b>    |





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**Facility-Approved Opportunity**

***Column wraps put your sponsored content front-and-center at the entrance of your exhibit hall.***

## Column Wraps

- Column wraps may not be affixed directly to the column and must be either floor-supported, or be self-adhering
- Approved Column Wrap Materials:
  - Floor-supported structures without adhesive attachments to column
  - Vinyl or spandex fabrics with self-adhering Velcro closures

Column Wraps

**\$500 per column**







**High visibility and maximum impact.  
Make sure your brands get noticed  
with escalator clings and runners.**

**Facility-Approved Opportunity**

## Escalators

- There are 9 sets of escalators in the Facility
  - The Licensee is responsible for determining the number of escalators available for use and ensuring accurate dimensions
- Approved Escalator Cling Materials:
  - White or clear vinyl with low-tack adhesive
  - Removable/repositionable acrylic or water-based adhesives
  - ORACAL 631, EnduraMATTE Removable Wall Vinyl, ORAJet 3268, PrismJet WallTEX

Escalator Cling

**\$150 per cling**

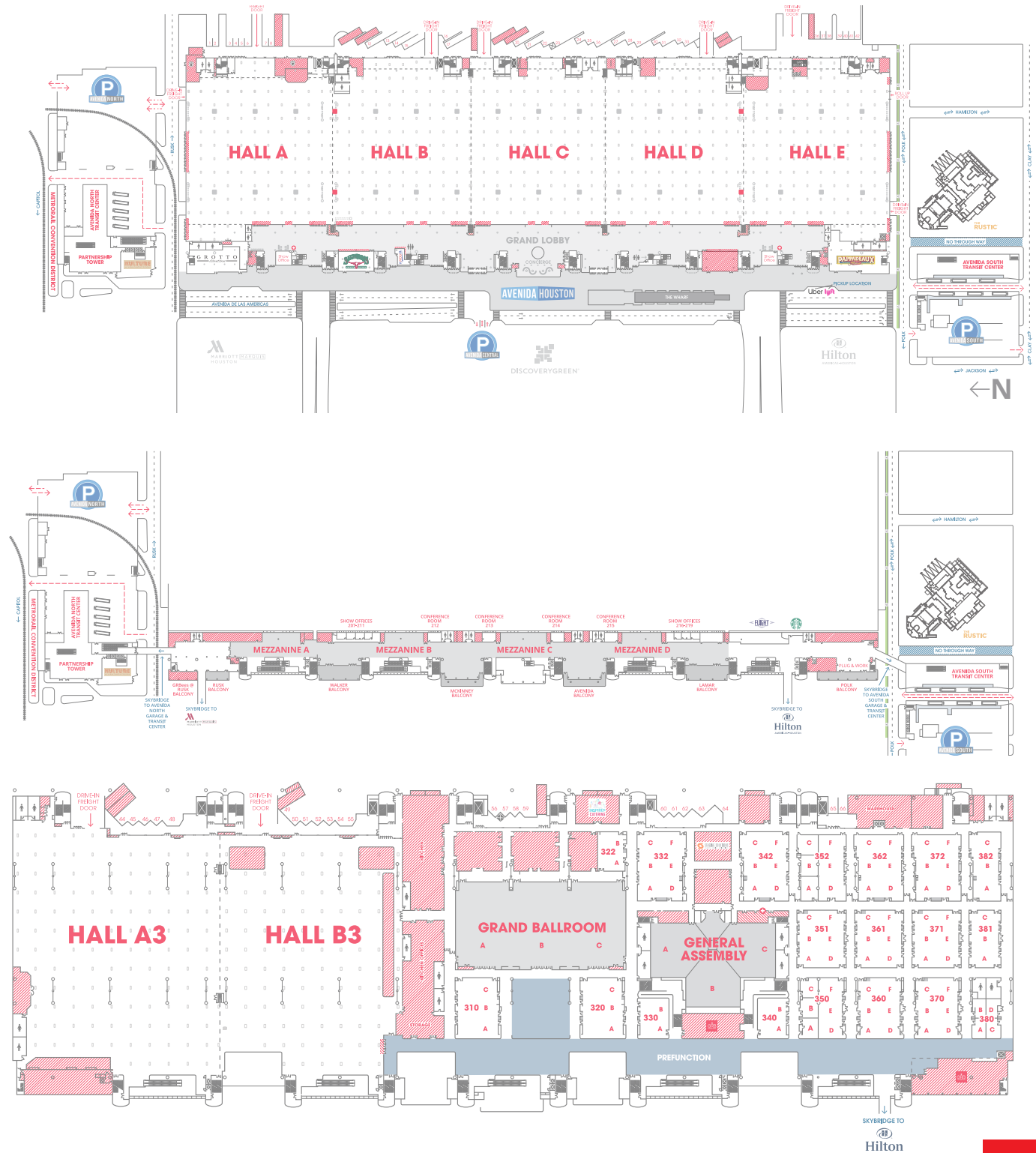
Escalator Runner

**\$500 per set**



# Facility Map

Map is provided for reference only. For the purposes of signage, 'Contracted Space' refers to any spaces in the facility for which the Licensee has signed a contract for the exclusive use of that space. 'Public Space' refers to any space in the facility that is non-leasable or reserved for retail and restaurant use. The Facility reserves the right to restrict, at any time, the display of event sponsored or branded signage by the Licensee in the public space.



Every effort has been made to ensure the accuracy of the information provided, however, it is the sole responsibility of the Licensee or their contractors to inspect, measure, and verify all locations and dimensions.

