Event Services Event Branding Guide: LED Lighting



LED Lighting Activations

Seattle Convention Center (SCC) is pleased to offer decorative, theatrical LED lighting in several locations at the facility as way to customize and personalize events. This includes the option to customize lighting that is visible both inside and outside the building, while also illuminating Pike Street in the heart of downtown Seattle.

LED color lighting is available in three locations:

- Skybridge Canopy Arch
- Conference Center Arch Windows
- 8th Ave Tunnel



Complimentary LED Lighting

Standard LED color lighting is complimentary from sundown through sunup on each contracted day to showcase the color that best represents your specific event. This is our way of saying "Thank you" for bringing your business to SCC!

- Any client that has contracted the full facility will be able to select one of our standard colors to light up all three locations on the contracted event days.
- Multiple color requests can be accommodated with advance notice at a rate of \$250 for each additional color.
- Any client that contracts a portion of space in the facility could receive one color for corresponding contracted space during event days.
- A client who contracts the portion of the venue where LED lights are installed will have priority to select the standard color of their choice during their event days.
- If there are no other concurrent events, then a client contracted in other portions of the venue may request a standard LED color.
- If you are interested in extending or adjusting the LED lighting schedule outside of your contracted event day(s) or time(s) please contact your EM. Requests are accommodated based on availability and fees may apply.

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Complimentary Colors

These are our standard colors:

Red	
Green	
Blue	
Yellow	
Violet	
Cyan	
Pink	

Any color not listed, or if requesting a specific color shade, is considered custom LED lighting. See below for more information.

Custom LED Lighting

If you're looking for a one-of-a-kind lighting design for your event, consider working with our lighting designer to develop a custom light program.

Customization includes:

- Client consultation and informational meeting on LED capabilities
- Custom light show design and test
- Showtime remote monitoring for a seamless lighting show rollout

Customization options:

- Requests of a single custom/specific color are \$250 per color. You
 must provide specific RGB color code and our lighting designer will
 program the LED lights accordingly.
- Requests of special lighting effects will be priced based upon request. Your EM will connect you with SCC's in-house audiovisual provider to discuss the scope of your custom lighting request.



Custom LED lighting of 8th Avenue Tunnel

In order to best meet your specific needs, custom requests must be submitted a minimum of ten business days in advance of the start date of the lighting request.