

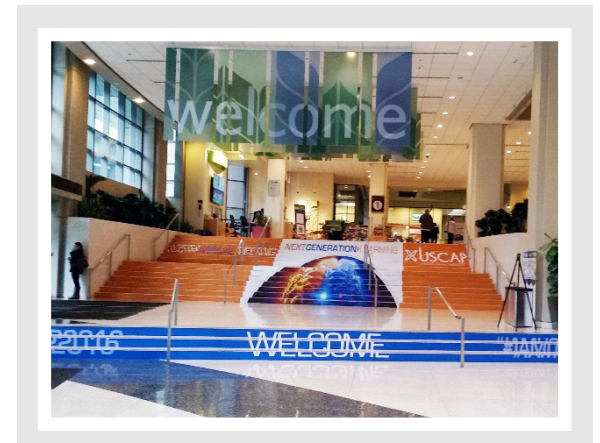
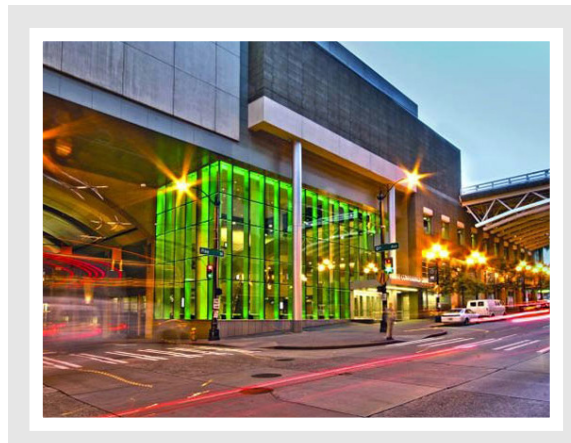
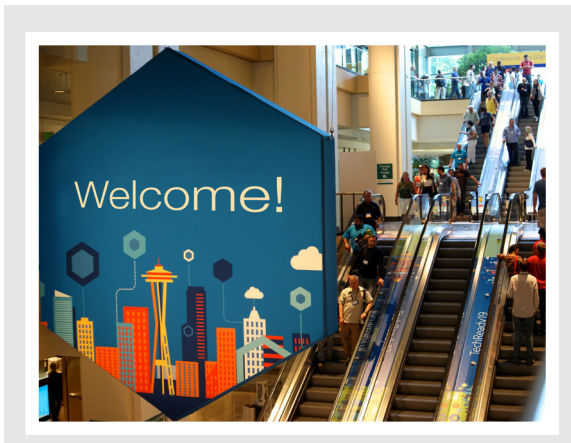
Overview

Seattle Convention Center (SCC) offers many event-specific branding and sponsorship opportunities. This guide provides our most common and approved locations and pricing. If you are interested in a location or opportunity not mentioned in this document, please contact your SCC Event Manager (EM).

Our guidelines and pricing apply to commercial event advertising, sponsorship and marketing, including:

- Promotion of sponsors, products, services, business entity or organization, regardless if revenue is generated by the Licensee.
- Pricing applies to banners, signage, wraps, clings and wall graphics.
- All signage and graphic plans must be pre-approved by SCC prior to installation.
- SCC does not produce, provide, or install graphics. An outside vendor can be contracted for these services.

Please note: All event marketing programs must abide by the SCC Branding & Sponsorship Guidelines. Certain signage or branding installations may require the City of Seattle Fire Marshal's approval.



Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center



Public and Common Areas

The desired use of any public, non-licensed area needs to be fully discussed with your EM to determine the feasibility of the proposed use at least 30 days in advance of your event. The areas adjacent to the escalators and common lobby/foyer/landing areas are not allocated to a particular event and are considered integral to maintaining the ingress/egress requirements necessary to facilitate overall building traffic. As a general rule, artwork exhibits, exits, restrooms, retail stores and other lobby specialty services, including amenities, cannot be obstructed. Options for registration and other common area uses should be explored with your EM. Once space has been determined as appropriate and available, a floor plan outlining the proposed usage must be submitted for EM and Fire Marshal approval.

All signs or banners placed on the exterior of or facing outward from the facility must be approved by your EM a minimum of 30 days in advance of installation. See the Seattle Good-Neighbor Policy guideline for more information.

Fire Code

To ensure the safety of our guests, all events held at SCC must follow the fire code established by the Seattle Fire Marshal's Office. A Seattle Fire Department (SFD) Public Assembly Permit is required for exhibits, registration areas, any proposed obstruction of fire exits, and certain other activities in exhibit halls, session rooms, lobbies, or public/common areas. Banners and/or signs may not block any existing SCC signs including directional and emergency exit signs. Any special requests must be approved by the EM and Fire Marshal and specified on proper plans. Decisions made by the Fire Marshal's Office are final.

Seattle Good-Neighbor Policy

SCC is a good neighbor within our downtown community! Branding images should be of appropriate nature to the event and not discouraging to surrounding neighbors. Inappropriate images, obscenities and commercial advertisements will not be approved. Any images which will appear on the exterior of the facility must be approved by the EM and SCC Director of Event Services.

Floors

SCC has a variety of floor surfaces and coverings. In order to maintain a clean and safe environment for our clients and guests, special consideration must be given to the floors in the facility. Material used for floor clings must be submitted for testing in advance of onsite installation. Floor clings are reserved for health and safety messages only.

Elevators

SCC does not permit any branding or sponsorship opportunities for the elevators, including signage and clings. Surrounding walls may be available depending on location. These options can be explored with your EM and General Service Contractor (GSC).

Escalators

Banners may be hung over the escalators on Levels 1, 2 and 3, provided they allow clearance above the escalator of nine feet or more and are secured to the base of the balcony handrail. Banners must be made of lightweight materials to minimize undue weight or stress the handrails. The use of "clings" on escalator surfaces must be tested and approved by SCC. Escalator troughs may be used provided the pucks remain visible.

Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center



Affixing Signage to Walls and Windows

Graphic wall, door and window clings are allowed with prior approval by the EM. All locations must be approved and plotted on a diagram prior to installation. All materials must be approved for usage. Nothing may be taped, nailed, stapled, tacked or affixed to ceilings, walls, painted surfaces, fire sprinklers or fabric walls/air walls. It is the responsibility of Licensee/ Show Management to inform your vendors, exhibitors, speakers and staff of the policy. Check with your EM and GSC for further information on appropriate displaying methods.

Pricing Information

SCC pricing is provided to assist with the preparation and budgeting of your event. Pricing is unique to each location and current pricing is listed at the of the guide. Please note that pricing is subject to change.

Balloons

Helium balloons may not be distributed or sold inside the facility. With the prior approval of your EM, helium balloons may be used when they are permanently affixed to authorized displays. If helium balloons are released for any reason within the facility, labor costs associated with the removal of the balloons will be charged to Licensee/ Show Management at the prevailing rate. Helium balloons distributed outside the facility shall not be permitted inside the building. Additionally, helium balloons may not be released into the outside environment from the premises of SCC. Mylar balloons are prohibited. It is the responsibility of Licensee/Show Management to inform your vendors, exhibitors, speakers and staff of the policy.

Cleaning

SCC provides event space in a clean condition. Facility clients and contractors must return the spaces in a like condition. SCC personnel will maintain meeting rooms and ballrooms, restrooms, common areas, and lobbies. The Show Contractor is responsible for the dismantle and disposal of all sponsorship and branding materials during move-in, move-out, and within the confines of the contracted space. All sponsorship and branding

materials should be removed from facility upon the completion of move-out including all tape, stickers, decals, meter boards, clings, etc. If event areas are not left in a clean condition, SCC will invoice Show Management at the prevailing rate for any post-show cleaning.

Damages

The cost of repair for any damage resulting from event related activity, unauthorized alterations, or caused by Show Contractor personnel will be invoiced to Show Management at the conclusion of the event. Such repairs will be billed at the prevailing rate plus the cost of any supplies or materials needed. Show Contractors and their personnel are required to promptly report any damages to the EM. (See also Show Contractor Guidelines.)

Meeting Room Digital Displays

Please see the Event Branding Guide: Digital Signage for more information.

Wayfinding Digital Displays

Please see the Event Branding Guide: Digital Signage for more information.

LED Lighting

Please see the Event Branding Guide: LED Lighting for more information.

Rigging

Installation over 200 lbs. may need rigging approval. Please see the Rigging Guidelines for more information.

Measurements and Dimensions

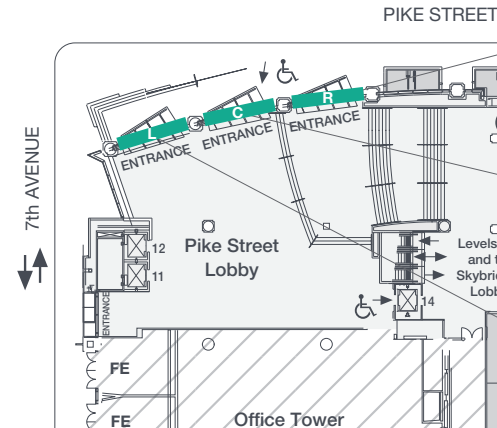
All every effort has been made to ensure that the measurements provided in this document are accurate. However, we suggest you defer to your GSC for specific dimensions based on the branding or signage piece you want to place in an area. Field measurement by your selected GSC is suggested for any of glass, walls, etc. that are not listed here.

Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

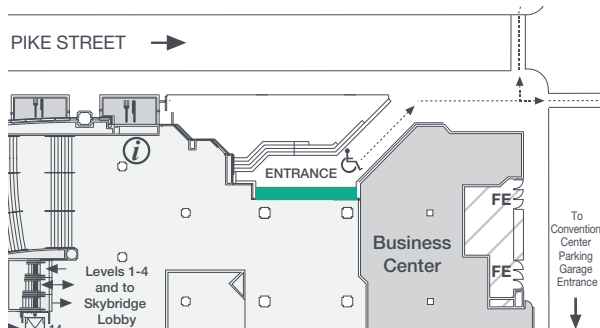


Entry doors (7th Ave. & Pike Street)



- R - Right**
 - R1: 23.5" W x 41" H
 - R2-R7: 27" W x 41" H
 - R8: 24" W x 41" H
- C - Center**
 - C1: 28.5" W x 41" H
 - C2-C7: 27" W x 41" H
 - C8: 29.5" W x 41" H
- L - Left**
 - L1: 27.5" W x 41" H
 - L2-L7: 27" W x 41" H
 - L8: 27.5" W x 41" H

Entry doors (8th Ave. & Pike Street)



- 3 sets of double doors**
- 6 total doors
 - A1-A6: 28" W x 41" H

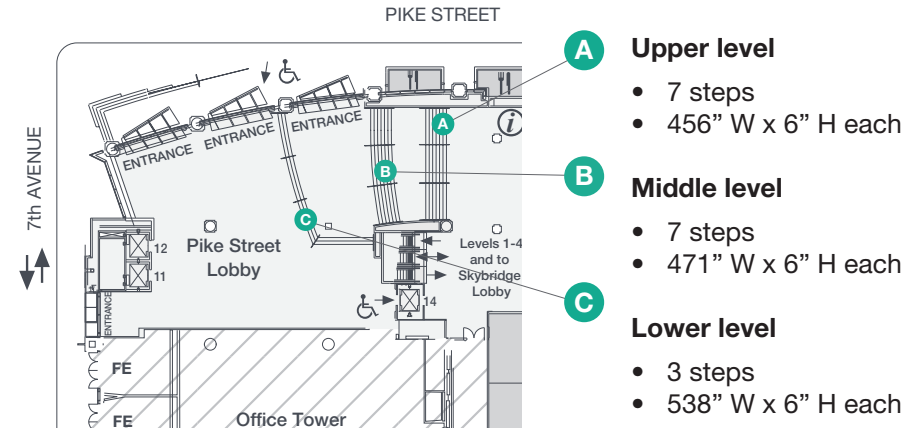


Arch Event Branding Guide: Branding & Sponsorship

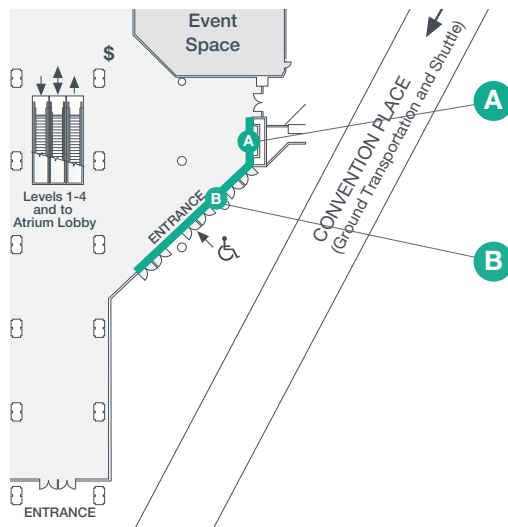
Arch at 705 Pike | Convention Center



Entry stairs (7th Ave. & Pike Street)



Shuttle & ride-share entry (Convention Place)



A East wall

- 101 1/2" H (above granite strip)
- 161 1/2" W (security phone/sign may not be covered)

B

6 sets of double doors

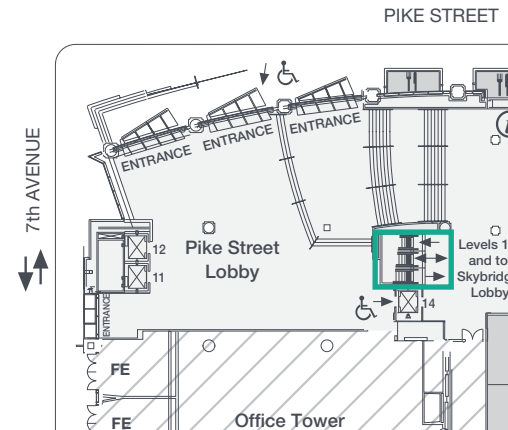
- 12 total doors
- Doors = 30 1/2" W x 40 1/2" H (above crash bars)



Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

Skybridge Lobby Escalators



Escalator troughs

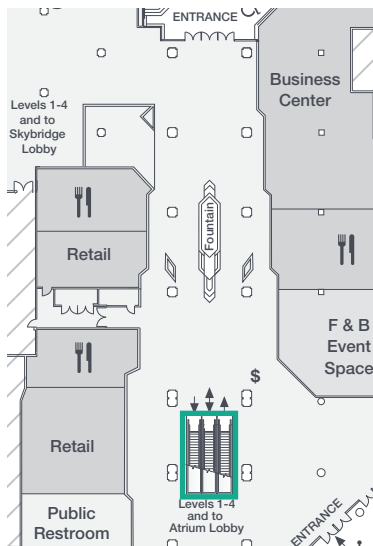
- Level 1 to 2 - 17" W x 47' H
- Level 2 to 3 - 17" W x 38' H
- Level 3 to 4 - 17" W x 40' H

Cling banners

- Level 1 to 2 - 65" W x 17'9"H
- Level 2 to 3 - 65" W x 17'10"H
- Level 3 to 4 - 65" W x 17'1"H

Escalator pucks

- Level 1 to 2 - 2" diameter (4 total)
- Level 2 to 3 - 2" diameter (4 total)
- Level 3 to 4 - 2" diameter (4 total)



Escalator troughs

- Level 1 to 2 - 18" W x 46' H
- Level 2 to 3 - 18" W x 37' H
- Level 3 to 4 - 18" W x 39' H

Cling banners

- Level 1 to 2 - 17' W x 5' H
- Level 2 to 3 - 21' W x 5' H
- Level 3 to 4 - 24' W x 3' H

Escalator pucks

- Level 1 to 2 - 3-1/8" diameter (5 total)
- Level 2 to 3 - 3-1/8" diameter (4 total)
- Level 3 to 4 - 3-1/8" diameter (4 total)

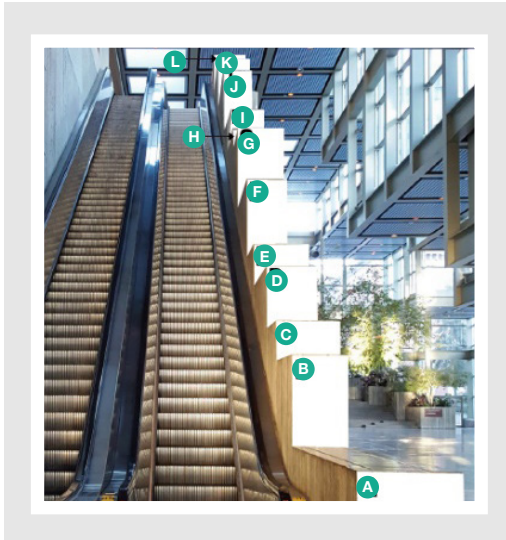
Atrium Lobby escalators



Arch Event Branding Guide: Branding & Sponsorship

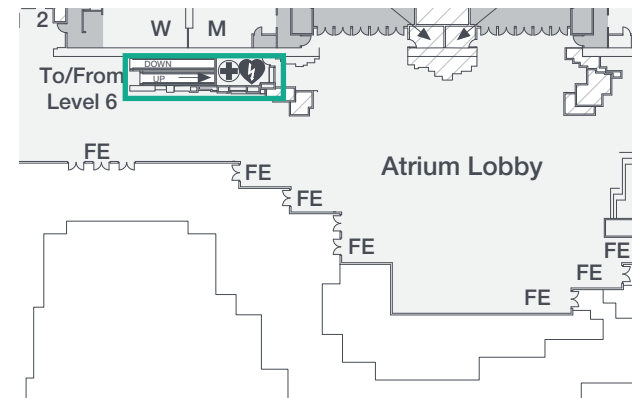
Arch at 705 Pike | Convention Center

Grand escalators

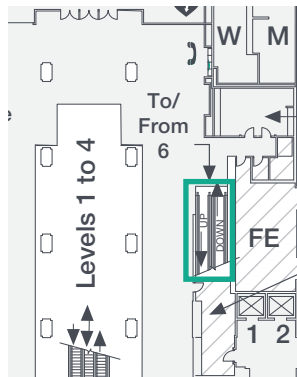
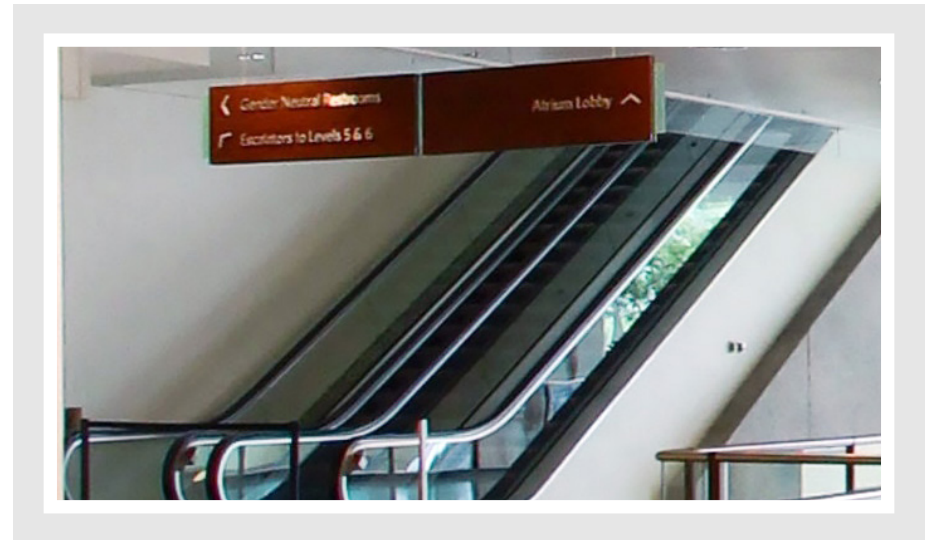


Escalator panel banners

- A** 25.5" W x 47.25" H
- B** 21" W x 34.75" H
- C** 28" W x 17.5" H
- D** 24.75" W x 29.75" H
- E** 31" W x 23.5" H
- F** 24.75" W x 47.75" H
- G** 33.5" W x 59.5" H
- H** 24.5" W x 17.5" H
- I** 31.375" W x 42.5" H
- J** 27.25" W x 59.75" H
- K** 34.5" W x 53.75" H
- L** 36.5" W x 41.75" H



6E escalators



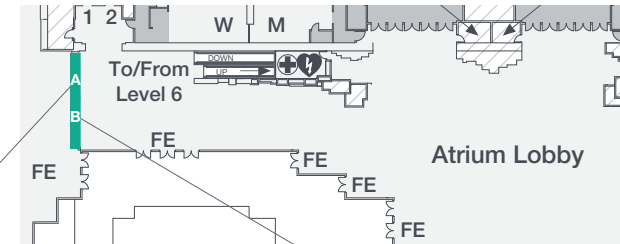
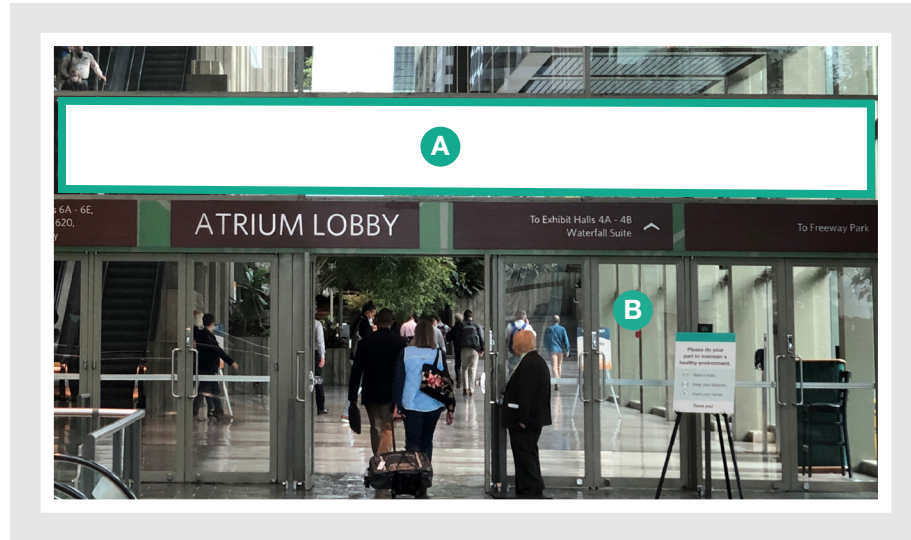
Escalator troughs

- Level 4 to 5 - 18" W x 42' H
- Level 5 to 6 - 18" W x 49' H

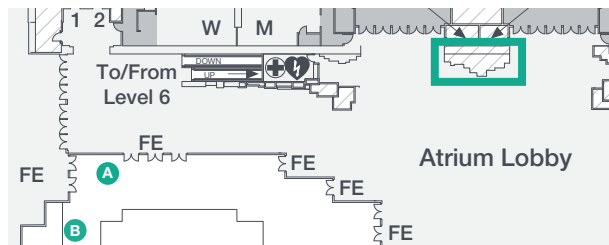
Escalator pucks

- Level 4 to 5 - 2 1/2" diameter (6 total)
- Level 5 to 6 - 2 1/2" diameter (7 total)

Atrium Lobby



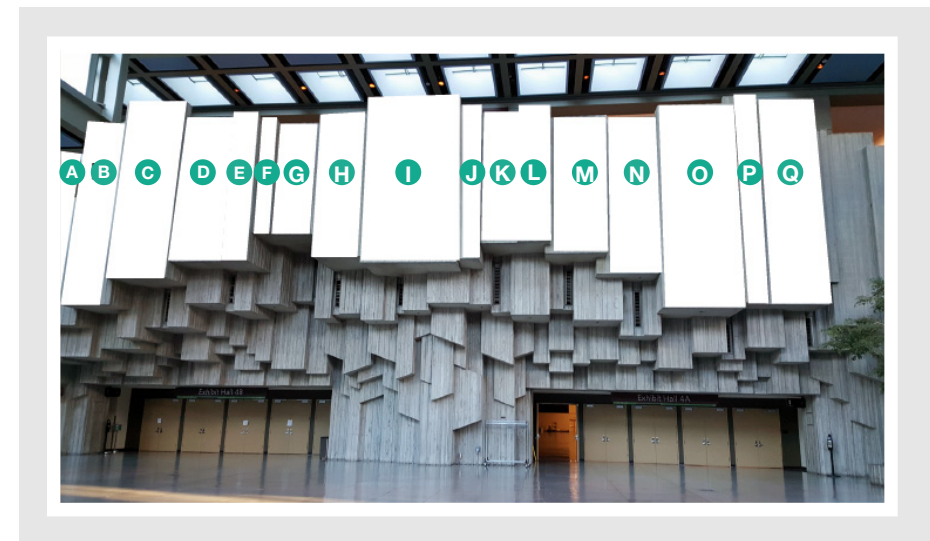
- A Banner area**
 - 3'6" H x 39'2" W
 - 4 individual glass panes are (L to R):
 - 117 7/8" W x 38 3/8" H
 - 110 1/8" W x 38 3/8" H
 - 125 3/4" W x 38 3/8" H
 - 108 1/4" W x 38 3/8" H
- B 12 sets of double doors**
 - Door glass (above crash bar): 29 3/4" W x 43 1/2" H
 - Banner area A: 39'2" W x 3'6" H
 - Banner can also be placed on the inside of the lobby



Escalator Panel Banners

- | | | |
|---------------------------|----------------------------|---------------------------|
| A 7'5" W x 24'6" H | G 5'4" W x 14' H | M 6'5" W x 16'6" H |
| B 6' W x 23' H | H 6' W x 17'8" H | N 5'10" W x 19' H |
| C 7'7" W x 22' H | I 11' W x 20' H | O 8'7" W x 24' H |
| D 7'2" W x 18" H | J 2'6" W x 18'6" H | P 3' W x 25' H |
| E 3'1" W x 18'2" H | K 4'5" W x 15'11" H | Q 7' W x 25' H |
| F 2' W x 14'4" H | L 3'8" W x 16'2" H | |

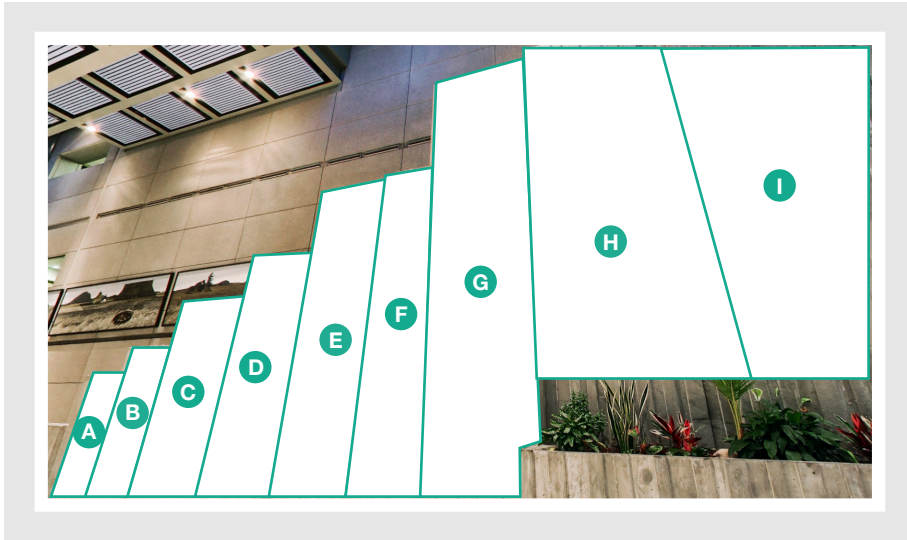
Above 4A/4B entrances



Arch Event Branding Guide: Branding & Sponsorship

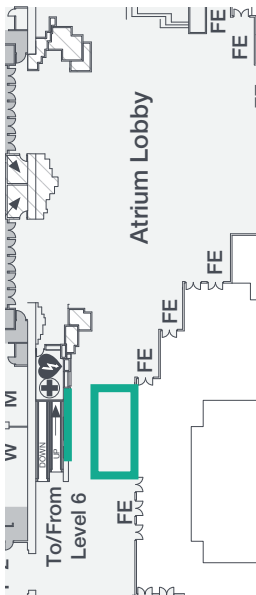
Arch at 705 Pike | Convention Center

Grand escalator columns



Banner area

- A** 4'5" W x 6'10" H
- B** 3'1" W x 8'4" H
- C** 5'11" W x 10'10" H
- D** 3'7" x 12'10" H
- E** 6' W x 16'11" H
- F** 2'5" W x 16'11" H
- G** 5'1" W x 21'11" H
- H** 6'10" W x 21'1" H
- I** 5'7" W x 22'9" H



- Allows space for up to 10 banners of varying size and shape.
- Please work with your GSC for specific dimensions and options.

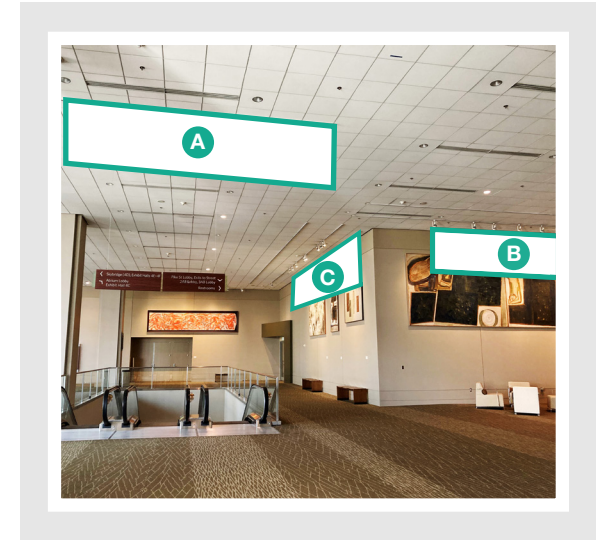
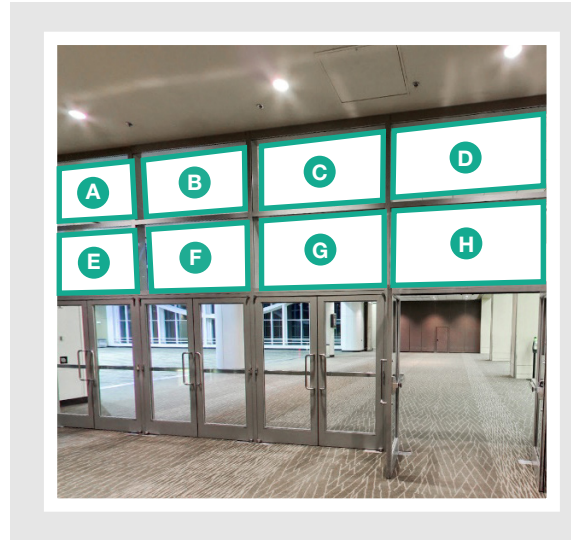
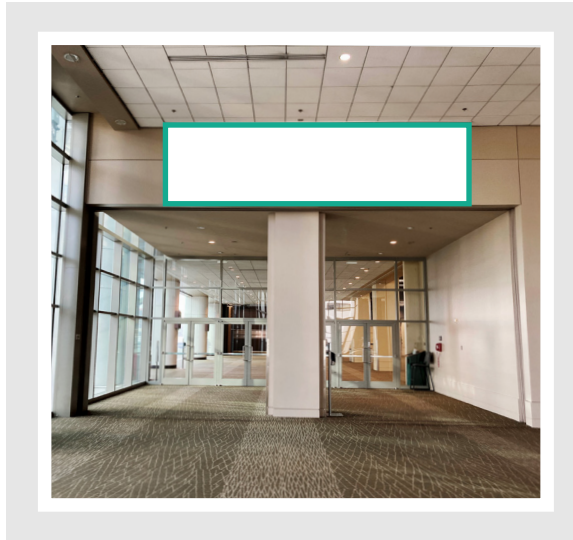
Atrium Lobby ceiling



Arch Event Branding Guide: Branding & Sponsorship

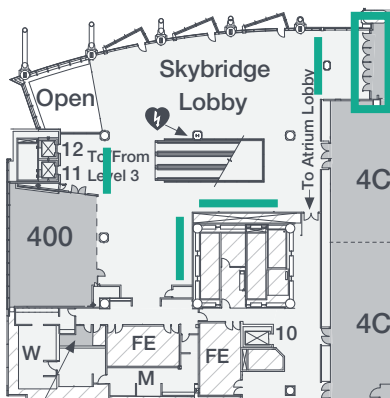
Arch at 705 Pike | Convention Center

Skybridge Lobby



Banner area

- 25'6" W x 4' H



8 sets of double doors

Door glass (above crash bar):

- 27 1/4" W x 36 1/2" H

Glass above doors:

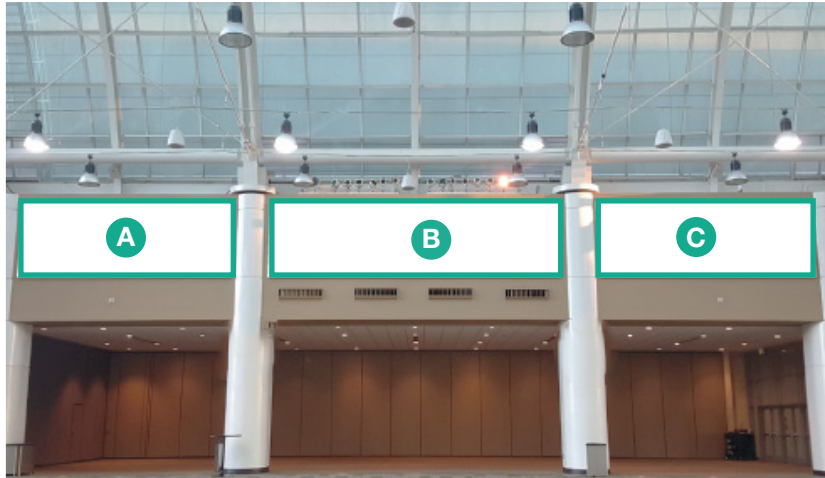
- A** 76" W x 36 1/2" H
- B** 72" W x 36 1/2" H
- C** 72" W x 36 1/2" H
- D** 72" W x 36 1/2" H
- E** 76" W x 37 1/2" H
- F** 72" H x 37 1/2" H
- G** 72" H x 37 1/2" H
- H** 72" H x 37 1/2" H

- A** Banner area
 - 25' 6" W x 4' H
- B** Banner area
 - 20' W x 2 1/2' H
- C** Banner area
 - 30' W x 6' H

Arch Event Branding Guide: Branding & Sponsorship

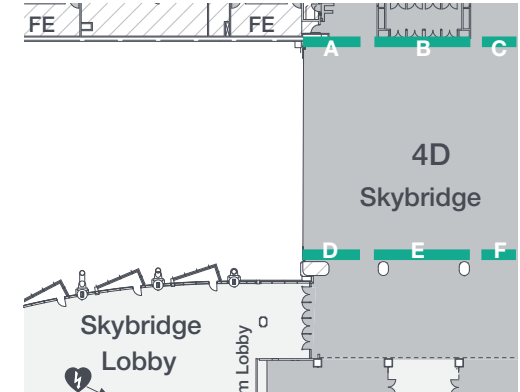
Arch at 705 Pike | Convention Center

Skybridge / Exhibit Hall 4D

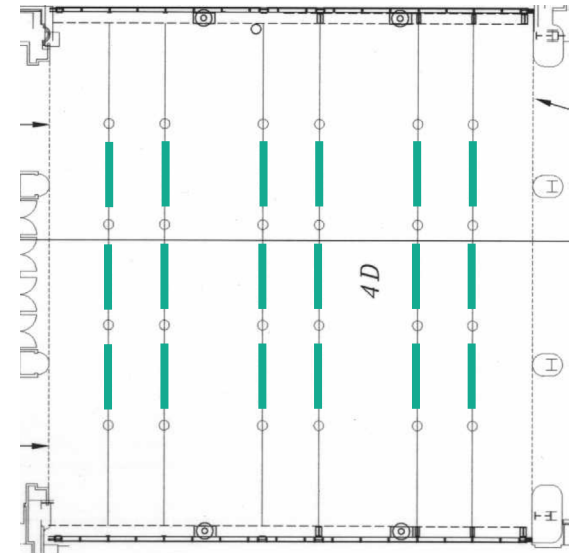


Banner area

- A** 20' W x 7'5" H
- B** 28' W x 7'5" H
- C** 20' W x 7'5" H
- D** 20' W x 7'5" H
- E** 28' W x 7'5" H
- F** 20' W x 7'5" H



- Banners hung from the light wires must be lightweight, under 25 lbs. and may not cover any lighting fixtures, exit signs or air diffusers.
- Sign and banner length is restricted to 14' from the floor and 4" from light fixtures.



Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

Skybridge / Hall 4D



- Two window-walls, facing west and east
- Clings adhere to glass on interior
- Defer to GSC for specific dimensions

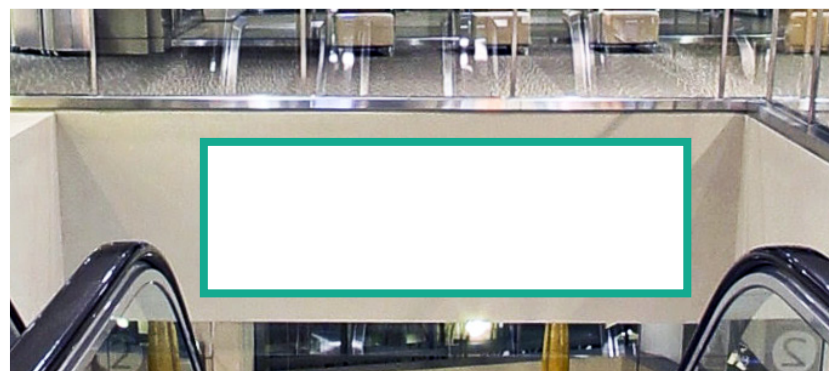
North escalator: Level 2



2AB Lobby (looking down to Level 1)

- 17'9" W x 65" H

North escalator: Level 3



3AB Lobby (looking down to Level 2)

- 17'10" W x 65" H

North escalator: Level 3



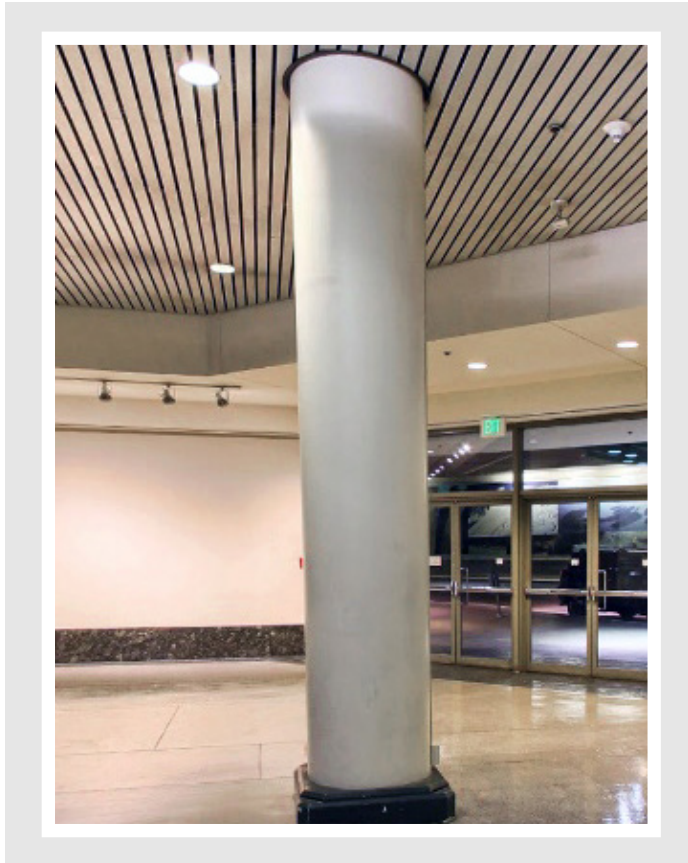
3AB Lobby (escalator wall between Levels 2 and 3)

- 16" W x 65" H

Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

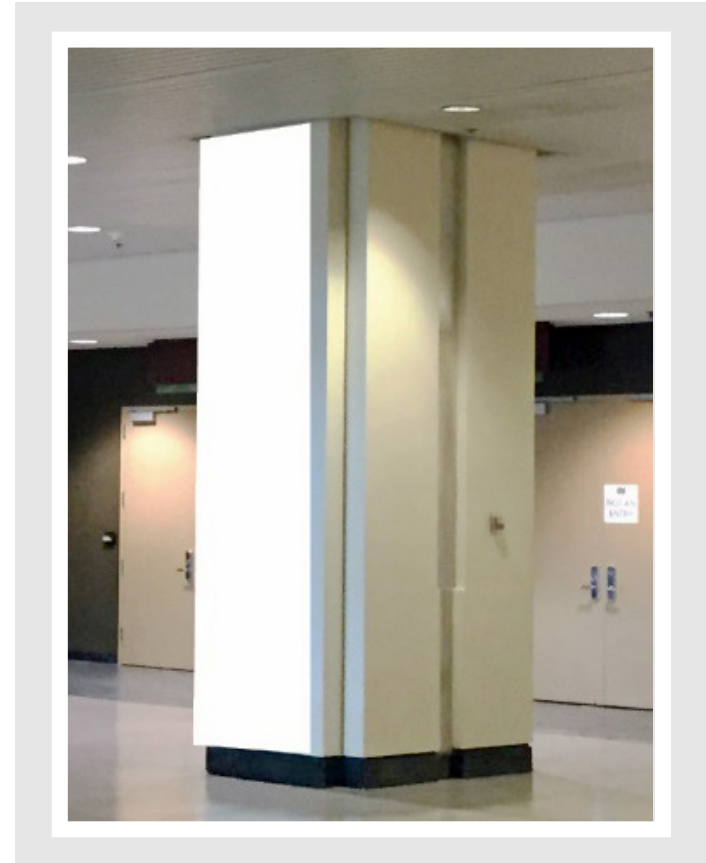
Level 1



Vertical pillars

- Various pillar shapes and dimensions throughout lobby and event spaces on all levels. See floorplans for locations.
- Refer to GSC for specific pillar shapes and dimensions.
- EM to confirm availability and permission based on other building events and activities.

Level 4



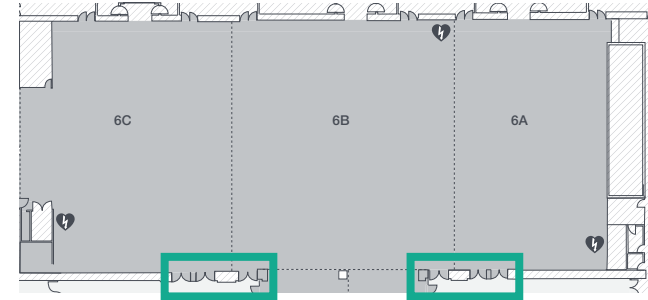
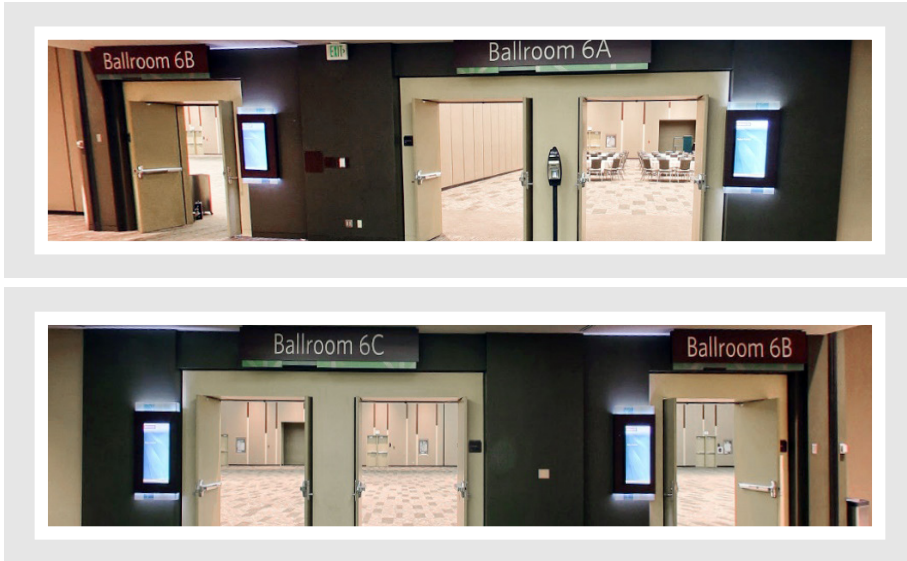
4C entry doors

- One column located on either side of entry doors into 4C.
- 2 columns total. Each are 32" W x 138" H.

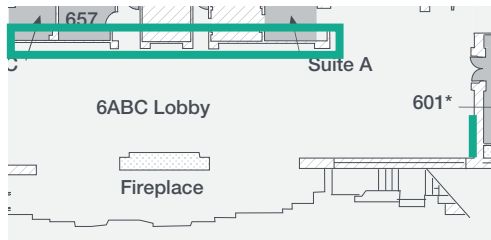
Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

Ballroom 6ABC doors



- Defer to GSC for specific dimensions dependent on design.
- EM to confirm availability and permission.



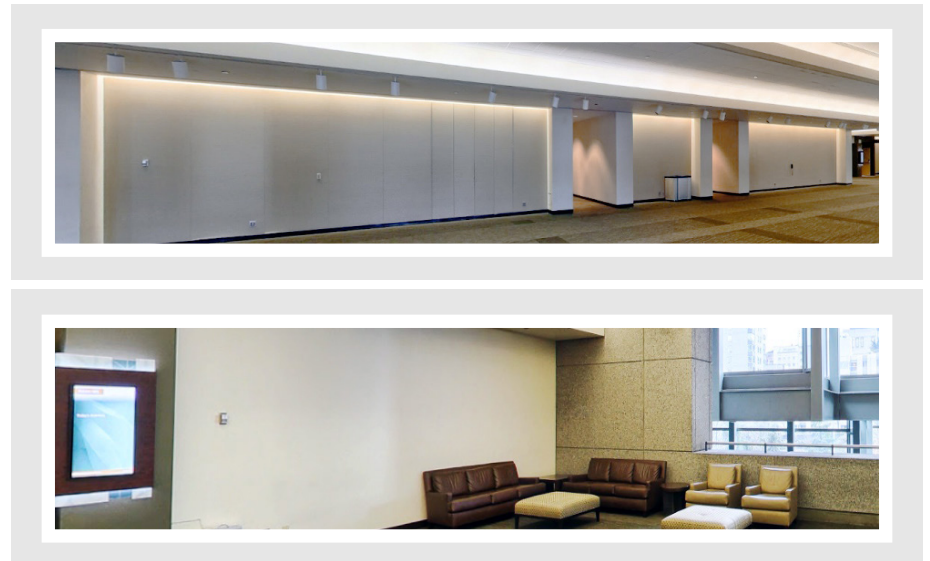
Paneled wall sections

- Left and Right Sections: 31'9" W x 9'5" H
- Center Section: 11'11" W x 9'5" H

Wall outside room 601

- 21'7" W x 9'4" H

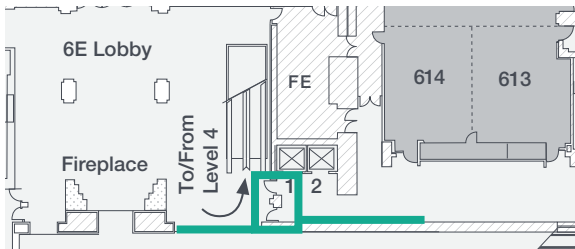
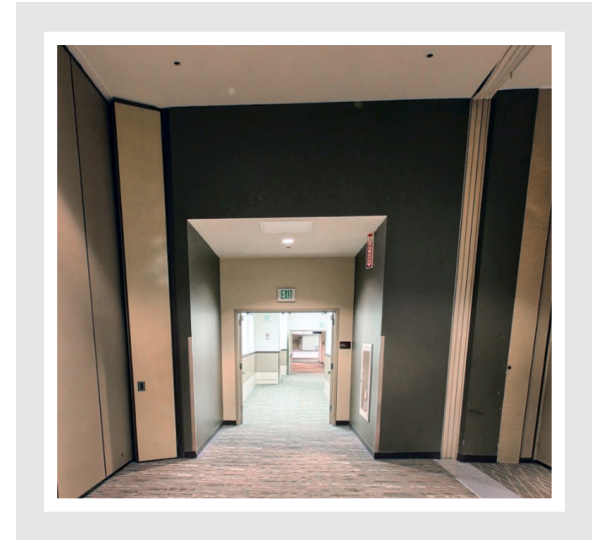
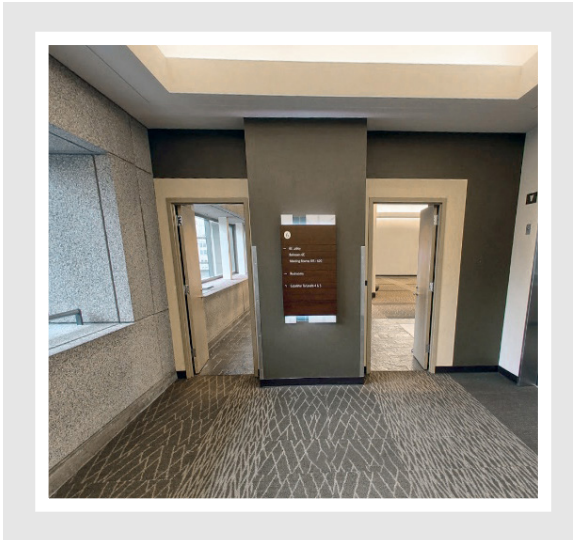
6ABC Lobby



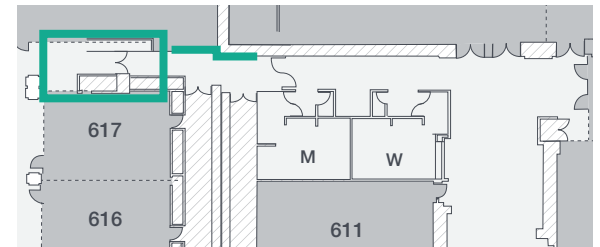
Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

6ABCD to 6EF connections



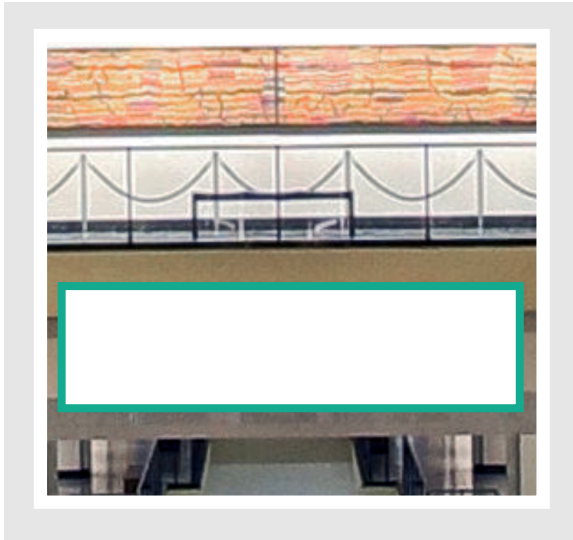
- Defer to GSC for specific dimensions dependent on design.
- EM to confirm availability and permission.



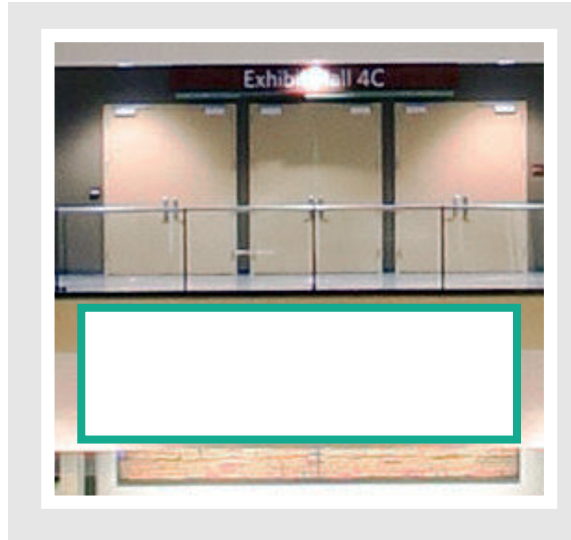
Arch Event Branding Guide: Branding & Sponsorship

Arch at 705 Pike | Convention Center

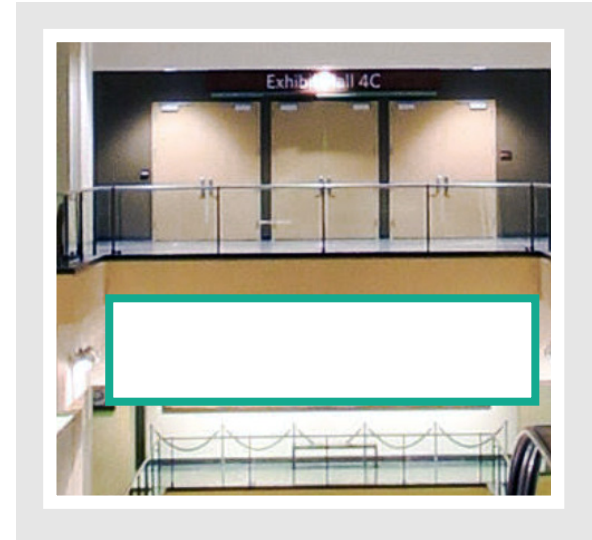
Level 3



Level 4



Level 4



Atrium Lobby escalator

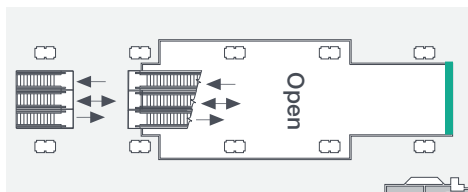
- 21' W x 60" H

Atrium Lobby escalator

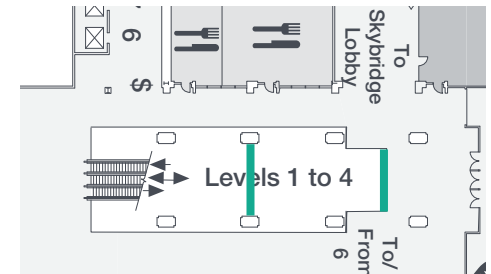
- 20'11" W x 68" H

Atrium Lobby escalator

- 24' W x 3' H



- There are numerous options for banners throughout this area. Those listed here are the most common locations used. Please refer to your GSC for more options.

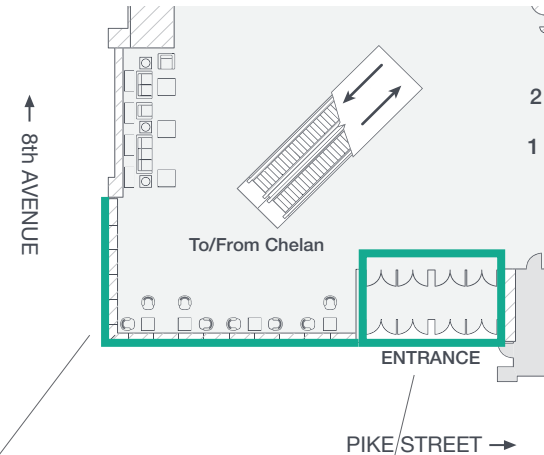


Arch Event Branding Guide: Branding & Sponsorship

Arch at 800 Pike | Conference Center



Pike Street entry doors



- A** • Five rows of windows with nine panels per row facing Pike Street and five panels per row facing 8th Ave.
 - Glass panels are 56" W
 - Glass panels in the bottom row are 107" H
 - Glass panels in the second row are approximately 66" H
- B** • 4 sets of double doors
 - Door glass (above crash bar): 27 1/4" W x 56 3/4" H
 - Column diameter: 2'

Arch Event Branding Guide: Branding & Sponsorship

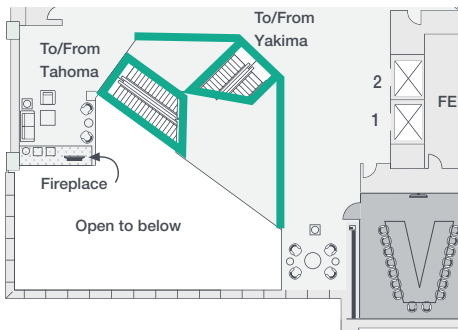
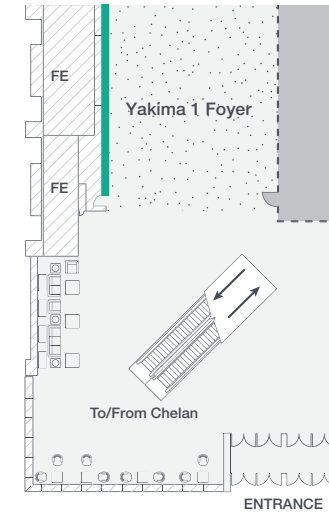
Arch at 800 Pike | Conference Center

Yakima Foyer



West wall

- 54'8" W x 10' H



- Various glass railings, windows and walls on all levels
- Defer to GSC for specific dimensions dependent on design.

Escalator troughs

- Yakima Level to Chelan Level:
11 ½" W x 32' 10 ½" H
- Chelan Level to Tahoma Level:
11 ½" W x 32' 10 ½" H

TCC escalators and landings

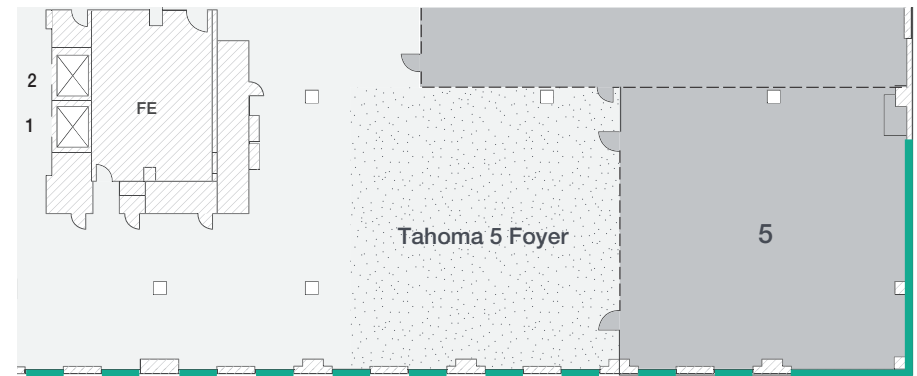


Tahoma Level windows



Tahoma Foyer single windows

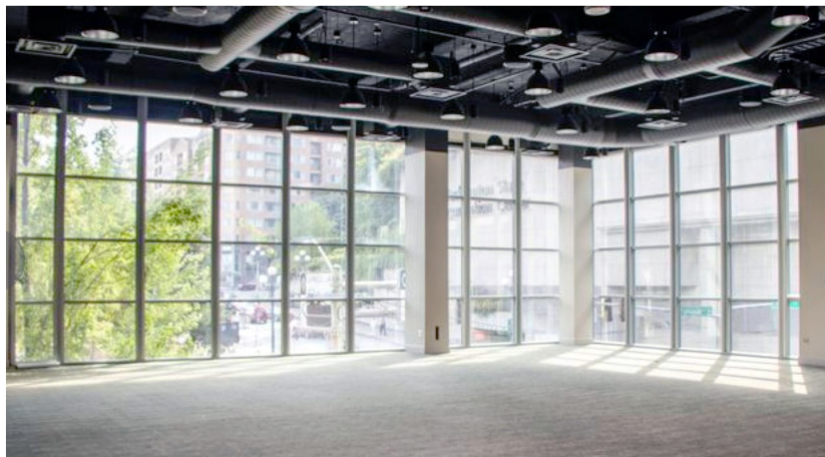
- 10 total windows
- Top section: 83 $\frac{3}{4}$ " W x 19 $\frac{1}{2}$ " H
- Bottom section: 83 $\frac{3}{4}$ " W x 61 $\frac{3}{4}$ " H



Tahoma 5 wall of windows

- Bottom row of windows are 441/8" H
- East column of windows are 377/8" W
- West column of windows are 315/8" W
- All other windows are 57.5" W x 45.5" H

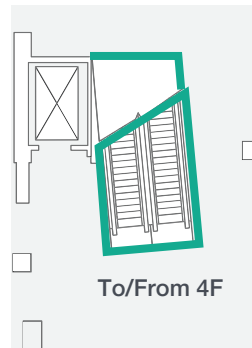
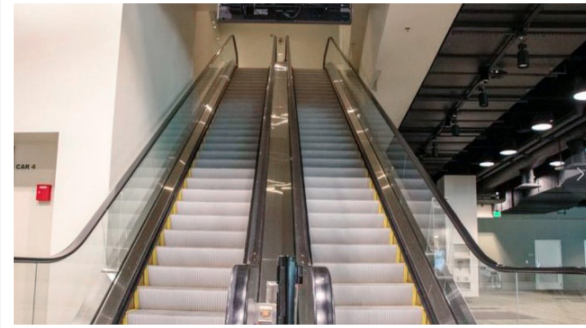
Please note that some windows will be partially blocked by the building columns.



Arch Event Branding Guide: Branding & Sponsorship

Arch at 800 Pike | Conference Center

Tahoma / 4F Connection



Escalator trough

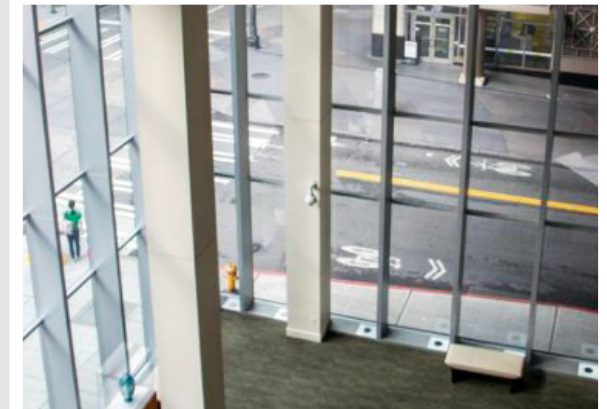
- 11 ½" W x 48' 9 ½" H

Wall at top of escalators

- East wall = 36'7" W x 12'6" H
- North wall = 14'2" W x 12'6" H

Pillars and Beams

- Various pillar and beam shapes and dimensions throughout TCC.
- See floorplans for locations.
- Refer to GSC for specific pillar shapes and dimensions.
- EM to confirm availability and permission.



Arch Event Branding Guide: Branding & Sponsorship

Pricing: Arch at 705 Pike & Arch at 800 Pike



All branding must be fully discussed with your EM at least 30 days in advance of the event to determine the feasibility of the proposed use and guidelines. All installations must be coordinated with other event activity in the venue. Certain types of installations may require fire marshal approval or rigging review. Pricing is subject to change.

Event Branding Signage

- Defined as highlighting the event and activities.
- Signage inside licensed event space is typically complimentary to show management.
- Signage in common/public areas or lobbies of the venue may incur a nominal fee as outlined below, but is often complimentary within certain parameters.
- Event branding that is visible to the exterior of the venue requires special review and is subject to branding fees.

Sponsored/Commercial Branding

- Defined as items highlighting exhibitors, companies, products, or other sponsor types.
- Sponsored signage inside licensed event space is typically complimentary for show management to offer to sponsors.
- Sponsored signage in common/public areas or lobbies of the venue are subject to fees as outlined below.
- Sponsored branding visible to the exterior of the venue requires special review and is subject to branding fees.

Pricing Notes

- The pricing on the following page is representative of standard branding types.
- Submit your full graphics plan to your EM for a cost estimate.
- Package pricing may be available for complex signage and branding plans.

Event Services

Arch Event Branding Guide: Branding & Sponsorship

Pricing: Arch at 705 Pike & Arch at 800 Pike



Format	Location/Area	Event Branding	Sponsored Branding
Door Clings	Exterior Venue Doors	\$25/door	\$50/door
Door Clings	Interior Venue Doors	\$10/door	\$50/door
Hanging Banners	Licensed Event Space	Complimentary	Complimentary
Hanging Banners	Above/Adjacent to escalators	Complimentary	\$300/banner
Hanging Banners – Lg Format	Common/Public Areas	\$300/each	\$500/each
Hanging Banners	Grand Escalators/Atrium Lobby	Complimentary	\$300/each
Glass Clings	Venue Interior	\$10/cling	\$25/cling
Stair Faces	Pike Street Lobby	\$300/total	\$1000/total
Escalator Trough	Various	\$25/escalator	\$100/escalator
Meter Boards	Licensed Event Space	Complimentary	Complimentary
Meter Boards	Public Areas	Complimentary	\$100/each
Floor Clings	Disallowed – Contact EM	xx	xx
Column Wraps	Public/Common Areas	Complimentary	\$100/each
Column Wraps	800 Pike - Exterior	\$300/each	\$500/each
Window Branding – Lg Format	800 Pike - Exterior	\$300/total	\$1000/total
Window Branding – Lg Format	Skybridge or Atrium Lobbies	\$300/total	\$500/each