



## Introduction

Seattle Convention Center (SCC) offers many event-specific branding and sponsorship opportunities. This guide provides the most common approved locations and pricing for Summit. 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 entities, or organizations, regardless of if revenue is generated by the Licensee.
- Banners, signage, wraps, clings, wall graphics, and more.

All signage and graphic plans must be pre-approved by SCC prior to installation.

## Contents

| Topic                              | Pages   |
|------------------------------------|---------|
| Overview.....                      | 1 - 3   |
| Entrances .....                    | 4       |
| Summit Lobby.....                  | 5 - 6   |
| Level 1 ↔ Level EX Escalators..... | 7       |
| Exhibit Hall Columns .....         | 8       |
| Pine/Hillclimb Escalators.....     | 9       |
| Pine landings.....                 | 10 - 17 |
| Overlook.....                      | 18      |
| Hillclimb Landings .....           | 19      |
| Olive Escalators.....              | 20      |
| Olive landing.....                 | 21      |
| Flex Hall entries .....            | 22      |
| Meeting Rooms, Levels 3 & 4.....   | 23 - 31 |
| Ballroom 1 entries .....           | 32 - 33 |
| Ballroom 2 & 3 entries .....       | 34      |
| Level indicator columns .....      | 35      |
| Hanging Banners.....               | 36      |
| Rail Banners .....                 | 37      |
| Beam Banners.....                  | 38      |
| Pricing .....                      | 39      |
| Pricing tables.....                | 40      |

## Overview

### 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, meeting 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 an appropriate nature to the event and not disturbing to surrounding neighbors. Inappropriate images, obscenities, and commercial advertisements will not be approved. Any images that will be visible from 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. To maintain a clean and safe environment for our clients and guests, special consideration must be given to the floors in the facility. Floor clings can be used in the Summit Exhibit Hall only. Materials used for floor clings must be submitted for testing in advance of onsite installation. No metal sign bases permitted on wood floors, such as the Market and Hillclimb floors. Meter boards and other signs may not be affixed to the floor.

### Elevators

Banners or GoBo projections on the elevator banks may be available. You can explore these options with your EM and audiovisual service provider.

### Escalators

Banners may be hung over the escalators provided they allow clearance above the escalator of nine feet or more, are secured to a balcony handrail when required, and do not block existing signage. Banners must be made of lightweight materials to minimize undue weight or stress. The use of clings on escalator surfaces must be tested and approved by SCC.

### Affixing Signage to Walls and Windows

Wall clings and graphics applied to glass are allowed on select surfaces and only 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 otherwise affixed to ceilings, 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 General Service Contractor for further information on appropriate display methods. Only walls painted a light, neutral color can be branded. Contact your EM about specific locations and executions.



## Overview

### Pricing Information

SCC pricing is provided to assist with the preparation and budgeting of your event. Pricing is unique to each location and subject to change. Current pricing is listed in the Pricing Table at the of the guide.

### 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 securely 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 are not 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 the 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 spaces in a like condition. SCC personnel will maintain meeting rooms, ballrooms, restrooms, common areas, and lobbies. The Show Contractor is responsible for the dismantling 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 the facility upon the completion of move-out, including all tape, stickers, decals, meter boards, clings, etc. If event areas are not left in a satisfactory state, 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 activities, unauthorized alterations, or caused by Show Contractor personnel will be invoiced to Show Management at the conclusion of the event. Such repairs are 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. Please see the Show Contractor Guidelines for more information.

### Digital Displays: Meeting Rooms and Common Areas

Please see Event Branding Guide: Digital Signage and Event Branding Guide: Digital Sign Locations for more information.

### Ceiling Lighting

Color-specific ceiling lights are available on Levels 3, 4, and 5 in hallways and common areas. Contact your EM for details.

### Rigging

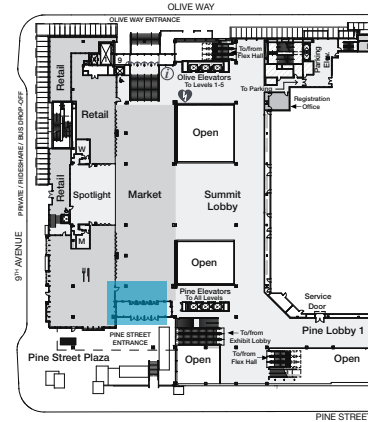
Any installation requiring rigging needs prior approval from the EM. SCC uses an exclusive rigging services provider for installation on Summit Level 5. Please see the Rigging Guidelines for more information.

### Measurements and Dimensions

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

# Summit | Branding & Sponsorship Guidelines

## Building Entrances, Level 1



### Pine Street/Pine Plaza Entry Doors

**A** (All doors) - 22.5"W X 41"H

Panels surrounding doors:

- B** 62.84"W X 95"H
- C** 62.84"W X 96.75"H
- D** 70.59"W X 96.75"H
- E** 70.5"W X 66"H
- F** 70.5"W X 96.75"H
- G** 70.5"W X 96.75"H
- H** 58.75"W X 96.75"H
- I** 58.75"W X 95"H

Convention Center signage cannot be obscured, including the building number on pane E and the accessibility symbol on pane A8.

### Olive Way Entry Doors

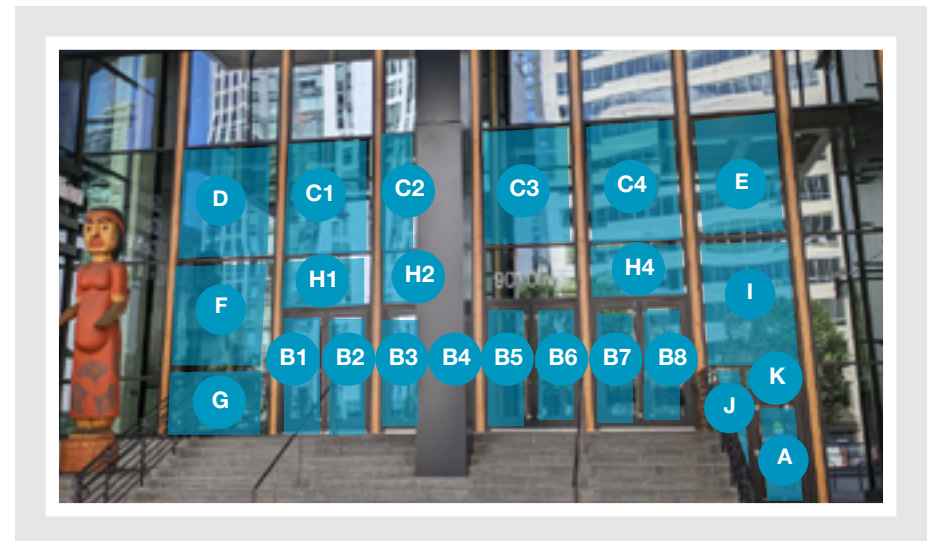
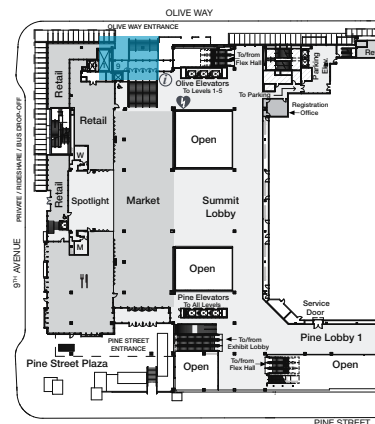
**A** (Accessible door) 24"W X 41"H (Doors)

**B** (All other doors) 22.5"W X 41"H (Doors)

Panels surrounding doors:

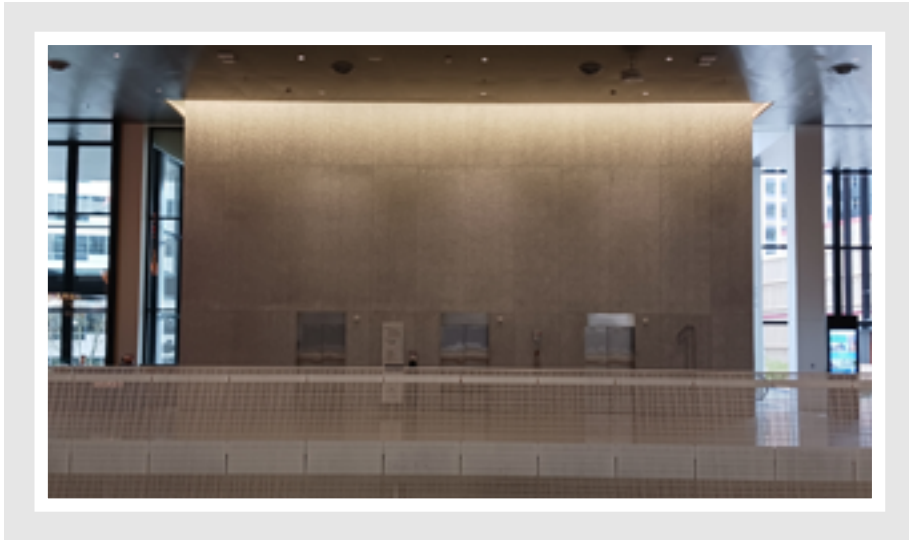
- C** 70.5"W X 40.53"H
- D** 63.5"W X 93.25"H
- E** 22.5"W X 98.5"H
- F** 38"W X 13"H

Convention Center signage cannot be obscured, including pane H3 and the accessibility symbol on pane A.

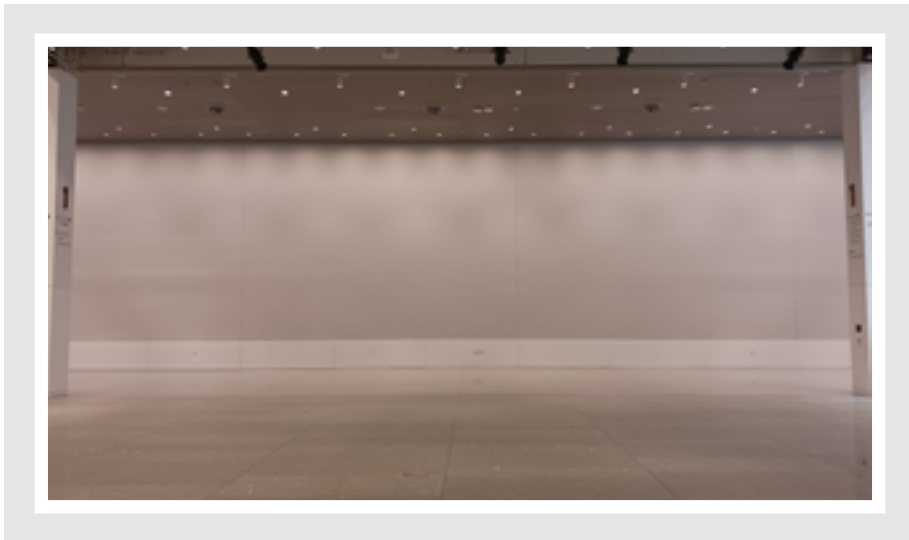


# Summit | Branding & Sponsorship Guidelines

## Summit Lobby, Level 1



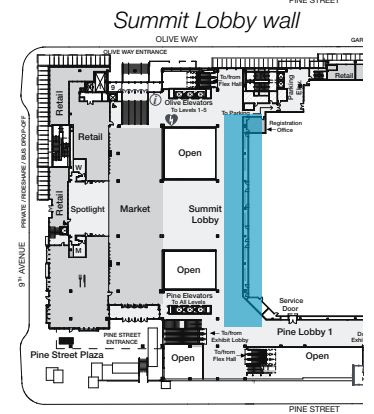
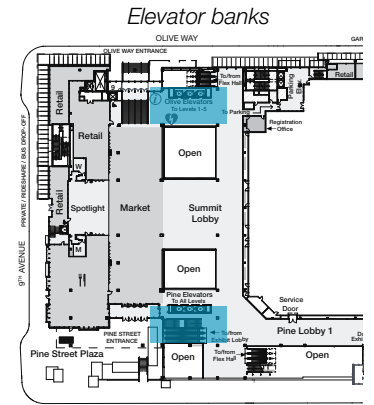
Pine Elevator Bank



Summit Lobby wall

### Space for Projections

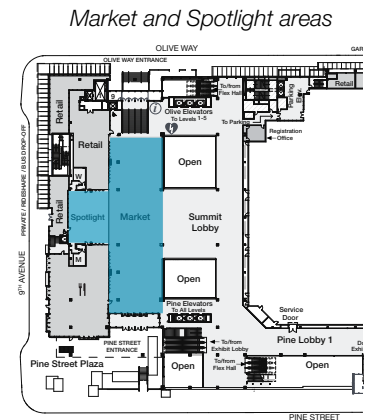
The Summit Lobby offers large spaces ideal for projecting onto, including the elevator banks and an expansive wall. The wall features paint designed to optimize the appearance of projections and has room for many visual elements. Contact your EM for details.



### Market and Spotlight areas

Please remember the Market and Spotlight areas are public spaces accessible to pedestrians. Meter boards and directional signs are appropriate, but installation cannot impact use of the areas.

Meter boards cannot be affixed to the floors. No metal sign bases permitted on wood floors, such as the Market and Hillclimb floors.



# Summit | Branding & Sponsorship Guidelines

## Summit Lobby Escalators, Level 1 and Level EX

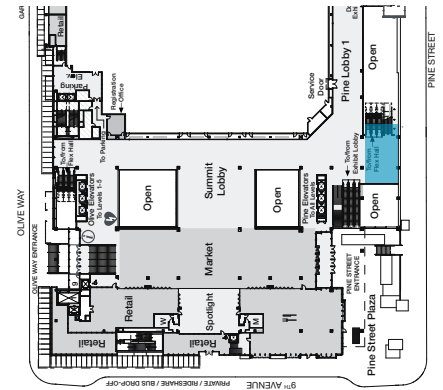


### Pine Escalator Base

Branding and sponsorship can be attached to the front of the two columns between the Pine escalator and the Exhibit Hall escalators.

The wall space between columns is also available for branding.

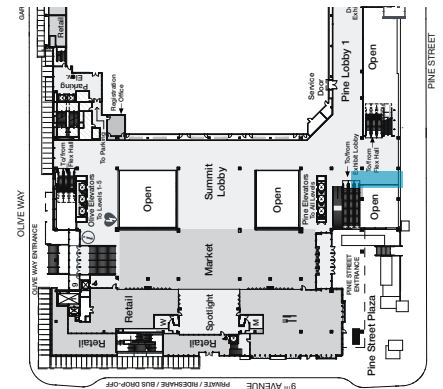
- A** 46.5”W X 125”H
- B** 46.5”W X 144.25”H



### Level Indicator Panes

Glass panes behind level indicator 1, overlooking Exhibit Hall escalators.

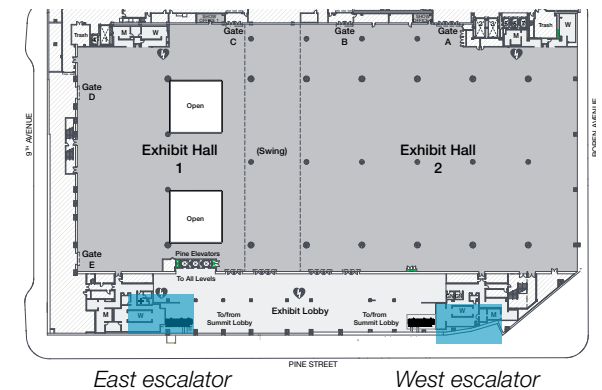
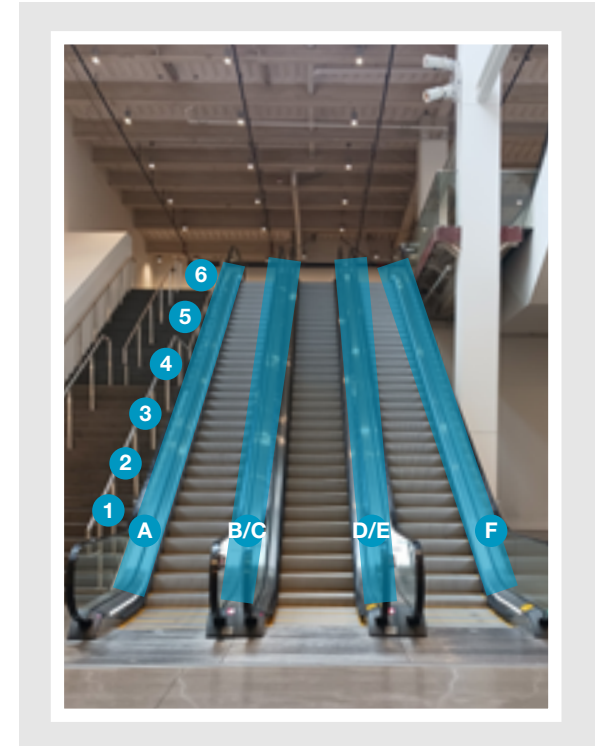
- A** 45.25”W X 45.5”H
- B** 71.5”W X 45.5”H
- C** 71.5”W X 45.5”H
- D** 71.5”W X 45.5”H
- E** 71.5”W X 45.5”H
- F** 71.5”W X 45.5”H
- G** 62.75”W X 45.5”H



# Summit | Branding & Sponsorship Guidelines

## Level 1 ↔ Level EX Escalators

| Escalator location                                      | Panes             | Pane dimensions, bottom to top |
|---|-------------------|--------------------------------|
| Summit Lobby ↔ Exhibit Hall Landing (west)              | 1 – 6             | 80.88”W X 23”H                 |
| Exhibit Hall Landing (west) ↔ Exhibit Hall Lobby (west) | 1 – 6             | 80.88”W X 23”H                 |
| Level 1 ↔ Exhibit Hall Landing (east)                   | 1 – 6             | 80.88”W X 22.75”H              |
| Exhibit Hall Landing (east) ↔ Exhibit Hall Lobby (east) | 1 – 3             | 80.88”W X 22.75”H              |
|   |                   | 80.75”W X 22.75”H              |
|   |                   | 80.63”W X 22.75”H              |
|   | 4 – 5             | 80.75”W X 22.75”H              |
| 6   | 80.63”W X 22.75”H |                                |



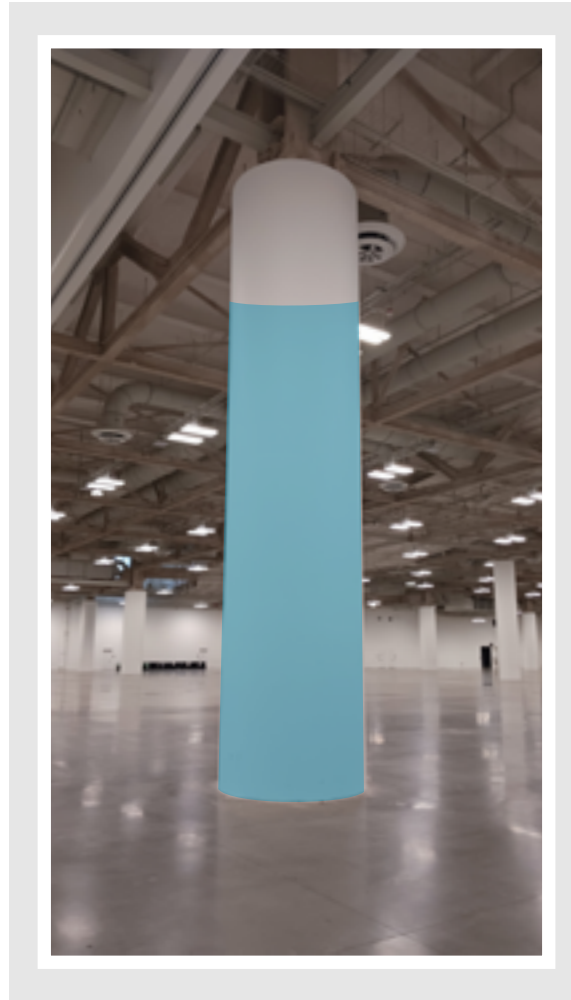
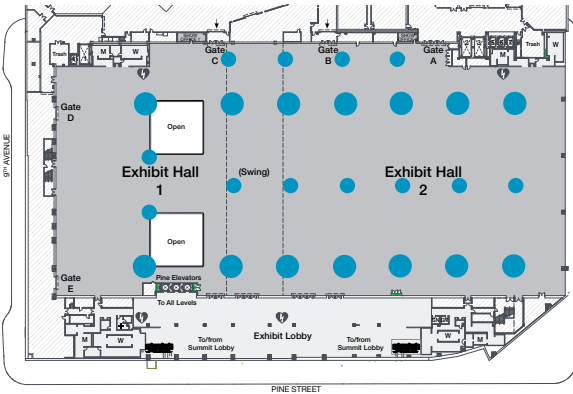
# Summit | Branding & Sponsorship Guidelines

## Exhibit Hall Columns, Level EX

### Column Wraps

The Exhibit Hall columns are painted concrete. Applications may not damage the columns and cannot obstruct permitted utilities, services, or existing signage.

There are 14 large columns and 12 small columns.

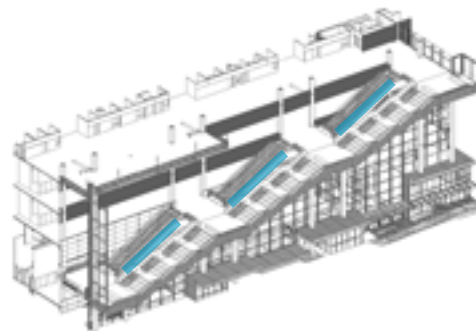




# Summit | Branding & Sponsorship Guidelines

## Pine/Hillclimb Escalators, Levels 1-5

| Escalator location     | Panes | Pane dimensions, bottom to top |
|------------------------|-------|--------------------------------|
| Summit Lobby ↔ Level 2 | 1 – 9 | 82.25"W X 23"H                 |
| Level 2 ↔ Landing 2B   | 1 – 6 | 80.13"W X 22.75"H              |
| Landing 2B ↔ Level 3   | 1 – 7 | 75.5"W X 23"H                  |
| Level 3 ↔ Level 4      | 1 – 3 | 75.5"W X 23"H                  |
|                        | 4     | 75.75"W X 23"H                 |
|                        | 5 – 6 | 75.5"W X 23"H                  |
|                        | 7     | 75.25"W X 23"H                 |
| Level 4 ↔ Level 5      | 1 – 6 | 75.75"W X 23"H                 |
|                        | 7     | 76"W X 23"H                    |



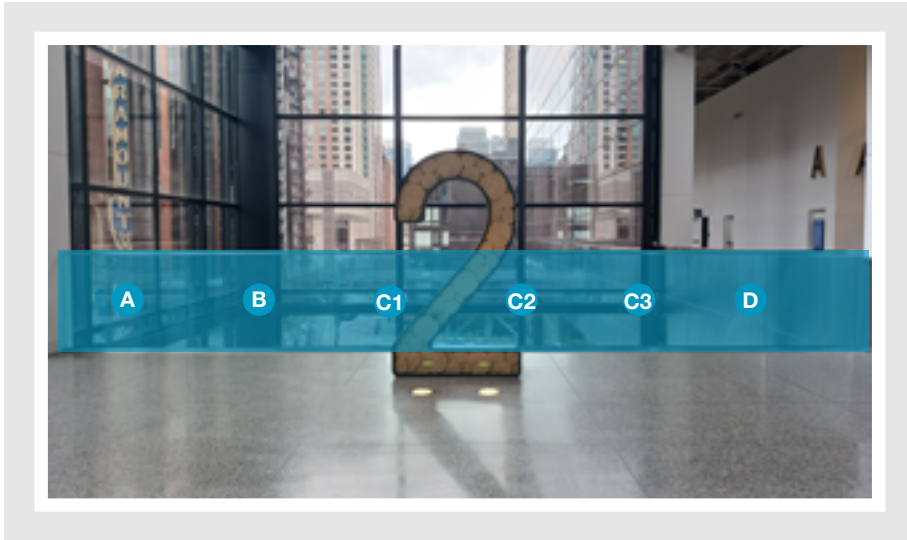
Summit Lobby to Level 2



Level 3 to Level 4

# Summit | Branding & Sponsorship Guidelines

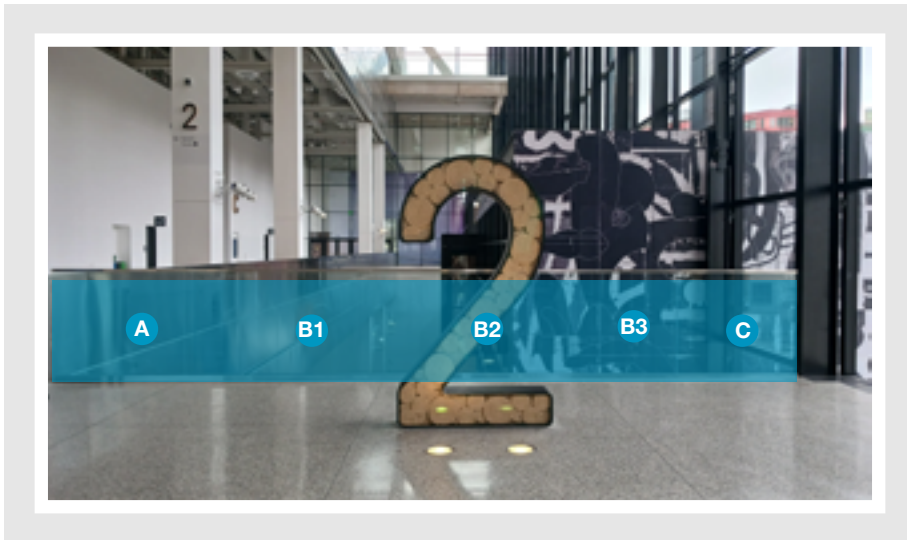
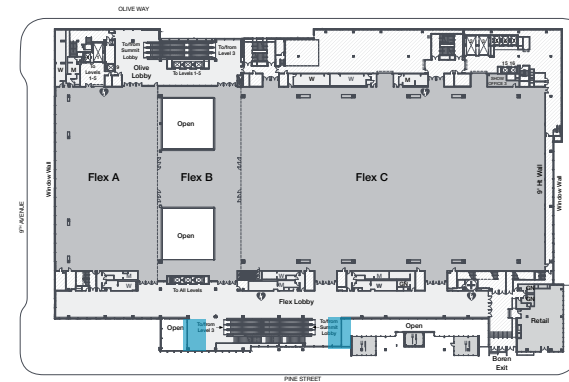
## Pine Landings, Level 2



**Level 2 Landing: looking west (Level 1 ↔ Level 2 escalator)**

**Landing, glass panes behind Level 2 indicator**

- A** 58.75"W X 45.5"H
- B** 69.5"W X 45.5"H
- C** 71.25"W X 45.5"H
- D** 42.25"W X 45.5"H



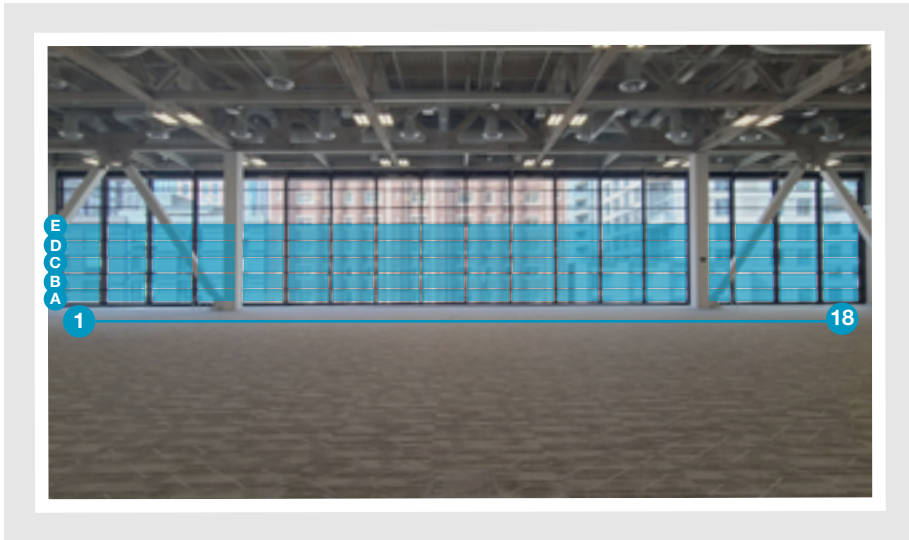
**Level 2 Landing: looking east (Level 2 ↔ Level 2B escalator)**

**Landing, glass panes behind Level 2 indicator**

- A** 62.5"W X 45.5"H
- B** 71.5"W X 45.5"H
- C** 55.25"W X 45.5"H

# Summit | Branding & Sponsorship Guidelines

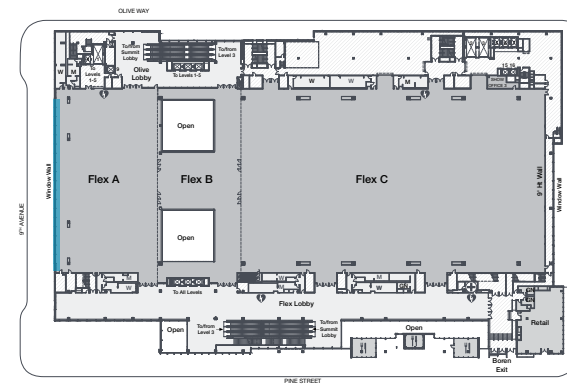
## Pine Landings, Level 2



### Flex Hall Window wall

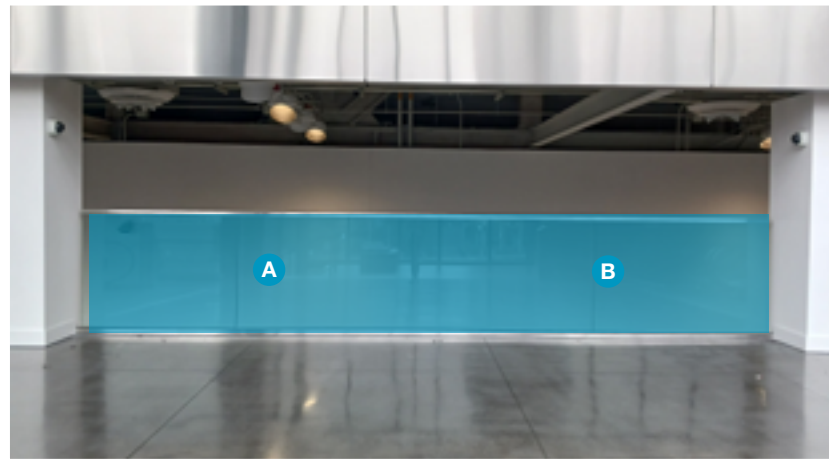
Glass clings can be applied to the Flex Hall windows.

Glass clings on the Flex Hall windows may be interior-facing only.



# Summit | Branding & Sponsorship Guidelines

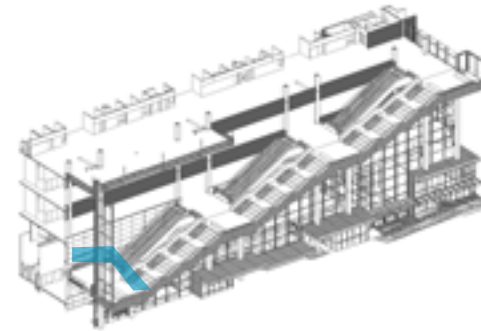
## Pine Landings, Level 2B



### Level 2B Landing: Side Panes

Landing windows looking over side

- A** 60.75"W X 45.375"H
- B** 71.5"W X 45.375"H



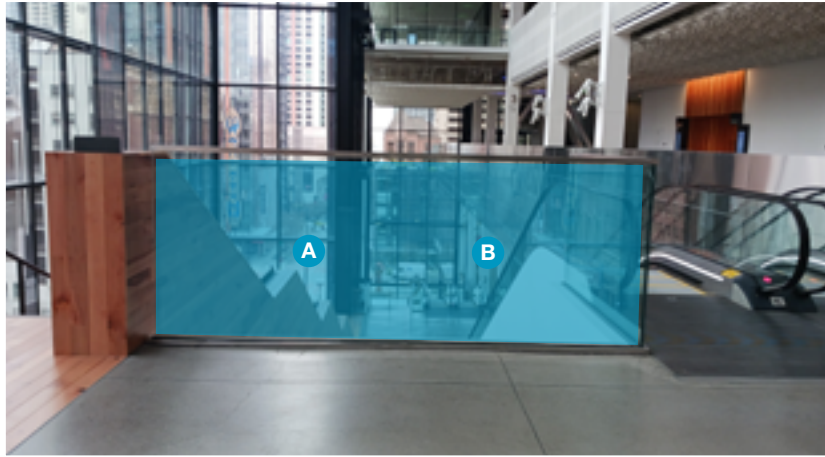
### Level 2B Landing

- A** 57.375"W X 45.25"H
- B** 58.375"W X 45.25"H



# Summit | Branding & Sponsorship Guidelines

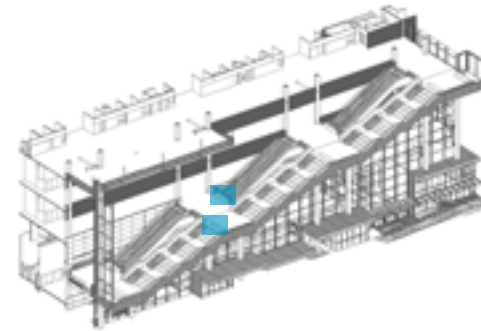
## Pine Landings, Level 3



### Level 3 Landing: Looking down

Glass between the Hillclimb and escalator, looking down west

- A** 58.875"W X 44.5"H
- B** 57.75"W X 44.5"H



### Level 3 Landing: Looking up

Glass between the Hillclimb and escalator, looking up east

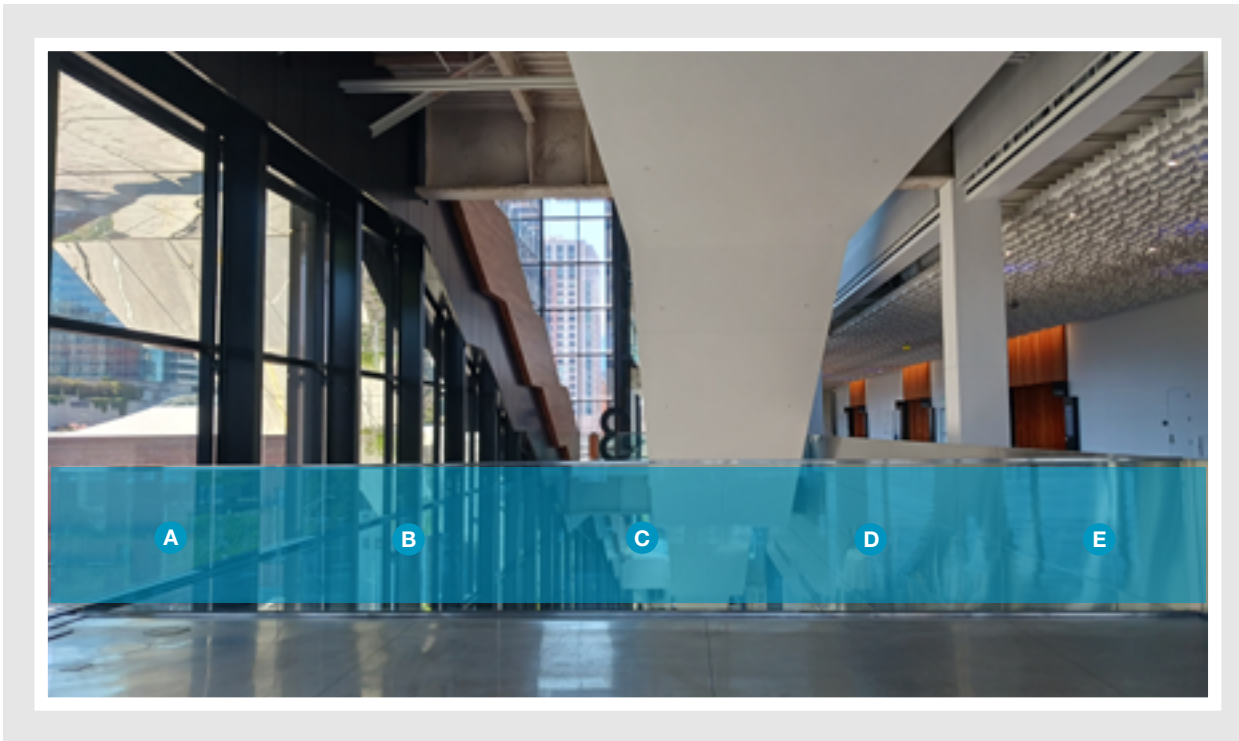
- A** Defer to General Service Contractor (GSC) for specific dimensions.
- B** Defer to General Service Contractor (GSC) for specific dimensions.

# Summit | Branding & Sponsorship Guidelines

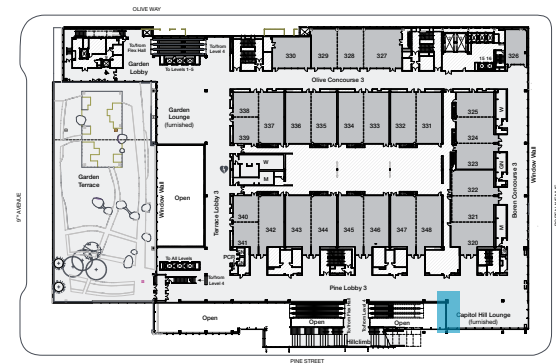
## Pine Landings, Level 3

### Level 3 Landing: Capitol Hill Lounge

Under the escalators and Hillclimb

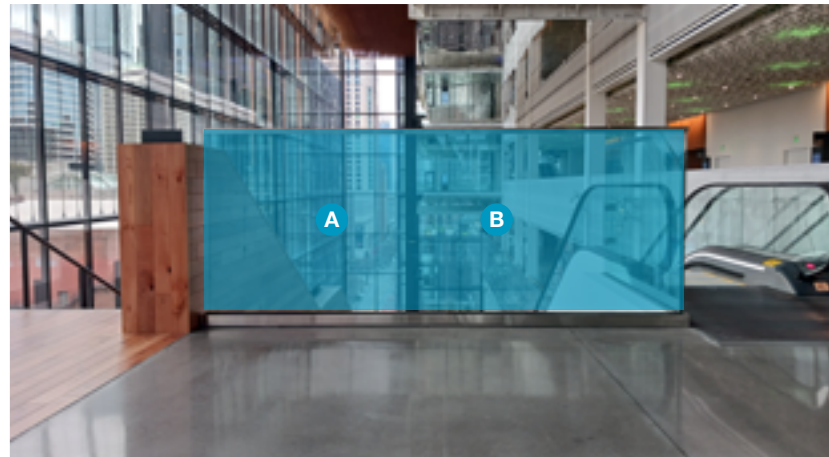


- A** 73.5"W X 45.75"H
- B** 71.5"W X 45.75"H
- C** 71.5"W X 45.75"H
- D** 71.5"W X 45.75"H
- E** 68.25"W X 45.75"H



# Summit | Branding & Sponsorship Guidelines

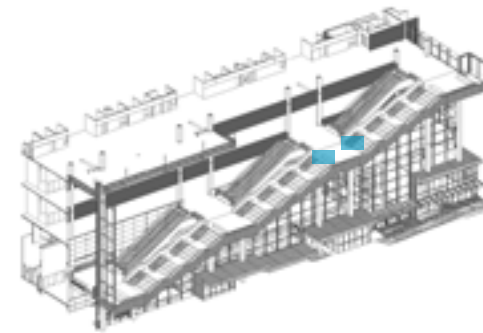
## Pine Landings, Level 4



### Level 4 Landing: Looking down

#### Glass panes between the escalator and the Hillclimb

- A 59.25"W X 44.5"H
- B 58.125"W X 44.5"H



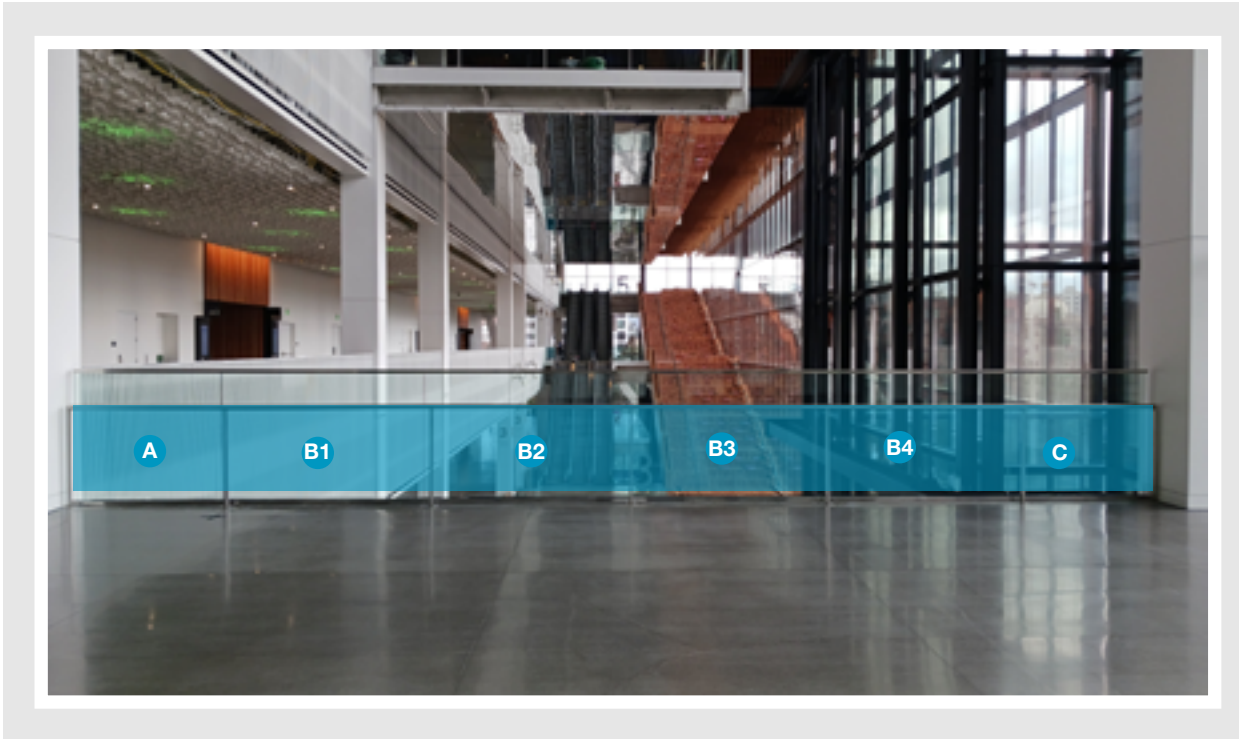
### Level 4 Landing: Looking up

#### Glass between the Hillclimb and escalator, looking up/north

All panes: Defer to General Service Contractor (GSC) for specific dimensions.

# Summit | Branding & Sponsorship Guidelines

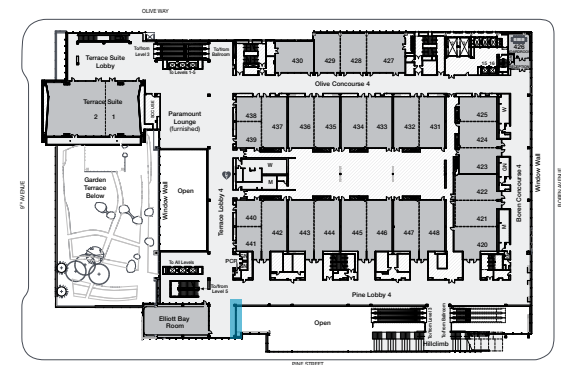
## Pine Landings, Level 4



### Level 4, Elliot Bay Room Landing

#### Glass panes across from Elliot Bay Room

- A** 51.25"W X 45.875"H
- B** 71.5"W X 45.875"H
- C** 51.375"W X 45.875"H



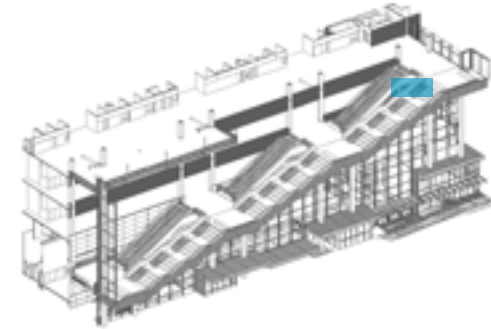




### Level 5 Landing: Looking down

Glass panes between the escalator and the Hillclimb

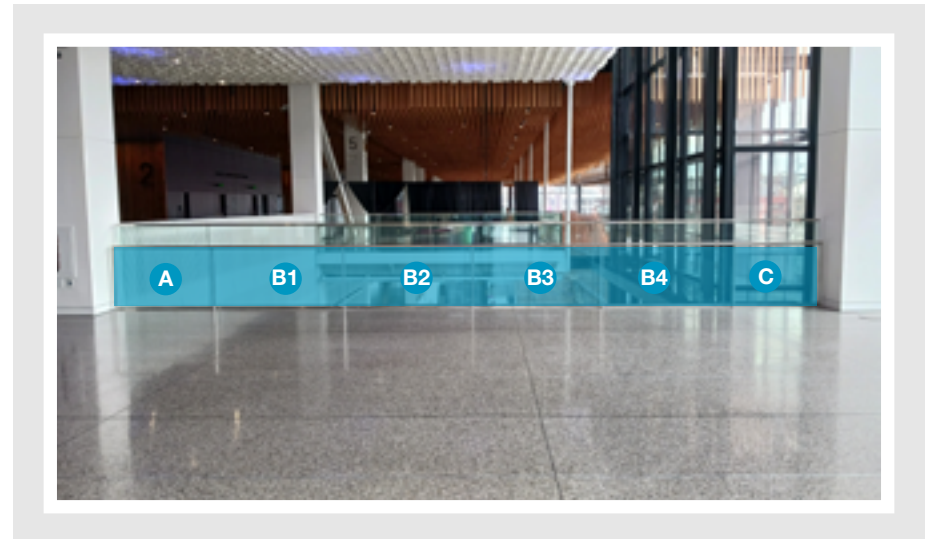
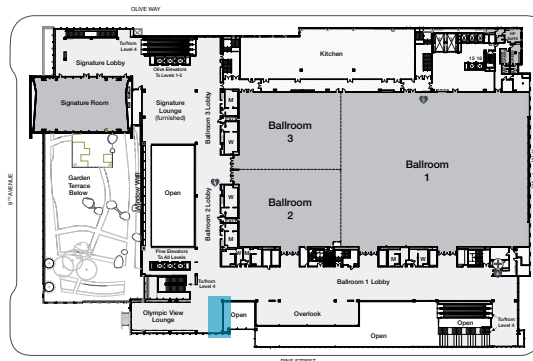
- A 59.25"W X 44.5"H
- B 58.125"W X 44.5"H



### Level 5 Landing: Olympic View Lounge, facing Hillclimb

Glass clings can be applied to the glass panel overlooking the Hillclimb.

- A 51.375"W X 45.875"H
- B 71.5"W X 45.875"H
- C 51.25"W X 45.875"H

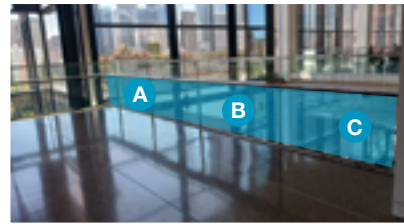


# Summit | Branding & Sponsorship Guidelines

## Overlook, Level 5



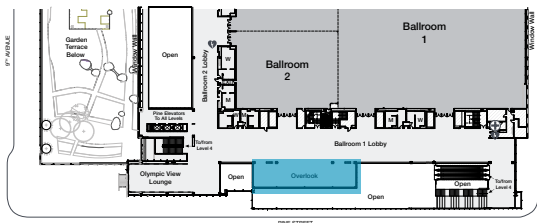
Side 1



Side 3



Side 2



### Side 1: Glass panes overlooking the Hillclimb

- A** 65"W X 45.63"H
- B** 70.25"W X 45.63"H
- C** 17.25"W X 45.63"H

### Side 2: Glass panes on the longest side of the Overlook

|                           |                           |
|---------------------------|---------------------------|
| <b>A</b> 15.75"W X 45.5"H | <b>L</b> 70.25"W X 45.5"H |
| <b>B</b> 46.25"W X 45.5"H | <b>M</b> 70.25"W X 45.5"H |
| <b>C</b> 70.25"W X 45.5"H | <b>N</b> 70.25"W X 45.5"H |
| <b>D</b> 70.25"W X 45.5"H | <b>O</b> 70.25"W X 45.5"H |
| <b>E</b> 70.25"W X 45.5"H | <b>P</b> 70.25"W X 45.5"H |
| <b>F</b> 70.25"W X 45.5"H | <b>Q</b> 70.25"W X 45.5"H |
| <b>G</b> 70.25"W X 45.5"H | <b>R</b> 70.25"W X 45.5"H |
| <b>H</b> 70.25"W X 45.5"H | <b>S</b> 70.25"W X 45.5"H |
| <b>I</b> 70.25"W X 45.5"H | <b>T</b> 46"W X 45.5"H    |
| <b>J</b> 70.25"W X 45.5"H | <b>U</b> 16"W X 45.5"H    |
| <b>K</b> 70.25"W X 45.5"H |                           |

### Side 3: Glass panes overlooking the Olympic View Lounge

- A** 17.75"W X 45.5"H
- B** 70.25"W X 45.5"H
- C** 64.5"W X 45.5"H

# Summit | Branding & Sponsorship Guidelines

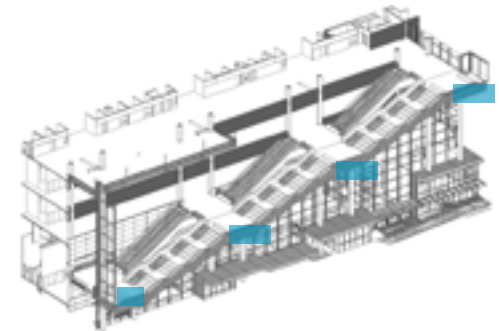
## Hillclimb Landing Window Panes, Levels 2B-5

| Hillclimb location      | Measurements     | Beam gap measurement          |
|-------------------------|------------------|-------------------------------|
| Landing 2B windows      | 60.375"W X 145"H | 2" vertical gap in between    |
| Level 3 landing windows | 60.375"W X 149"H | 2.25" vertical gap in between |
| Level 4 landing windows | 60.375"W X 150"H | 2.25" vertical gap in between |
| Level 5 landing windows | 60.375"W X 138"H | 2" vertical gap in between    |

Hillclimb window clings may be interior-facing only.

Lifts are not allowed on the wood floor of the Hillclimb, including for branding installation.

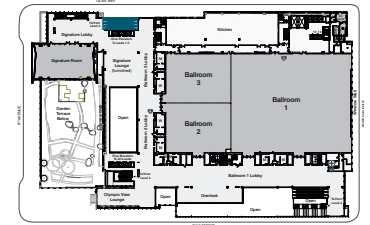
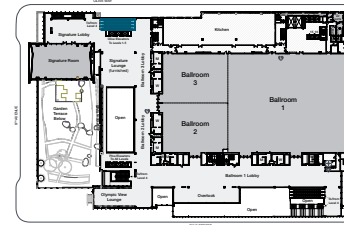
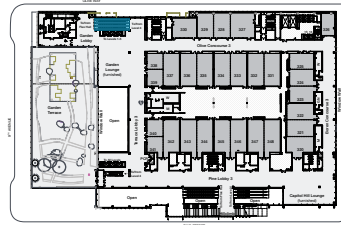
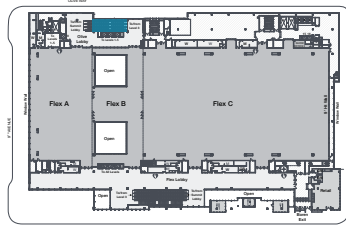
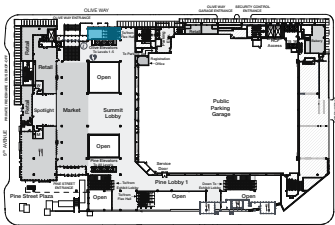
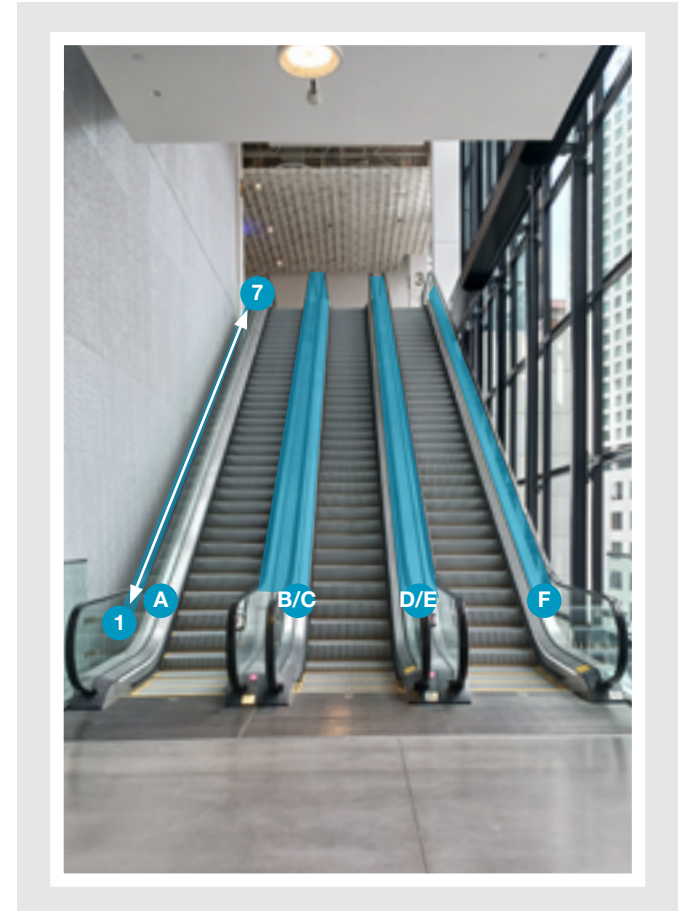
See Floor Protection document for more information.



# Summit | Branding & Sponsorship Guidelines

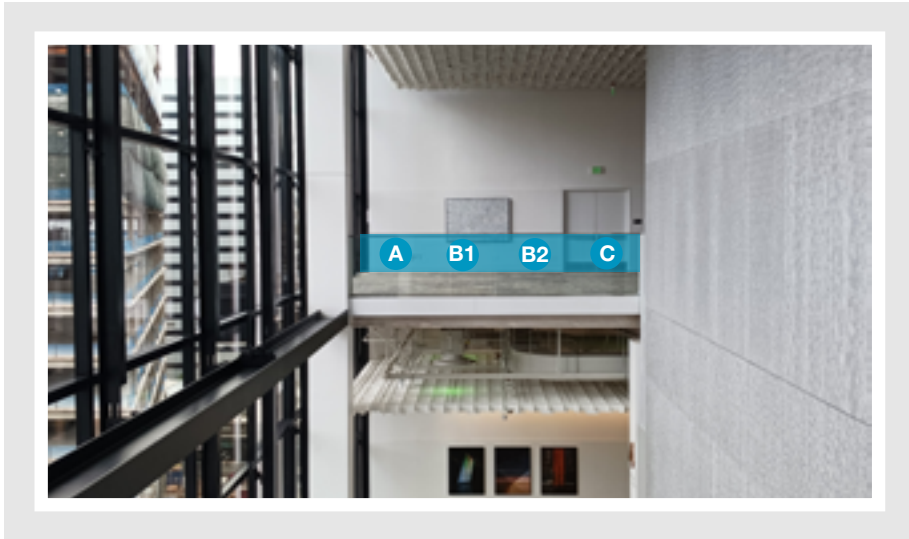
## Olive Escalators, Levels 1-5

| Escalator location     |       | Pane dimensions,<br>bottom to top                                  |
|------------------------|-------|--|
| Summit Lobby ↔ Level 2 |       | Defer to General Service Contractor (GSC) for specific dimensions. |
| Level 2 ↔ Landing 2B   |       |  |
| Landing 2B ↔ Level 3   |       |  |
| Level 3 ↔ Level 4      | 1 - 7 | 75.5"W X 23.5"H  |
| Level 4 ↔ Level 5      | 1 - 7 | 75.5"W X 23.5"H  |

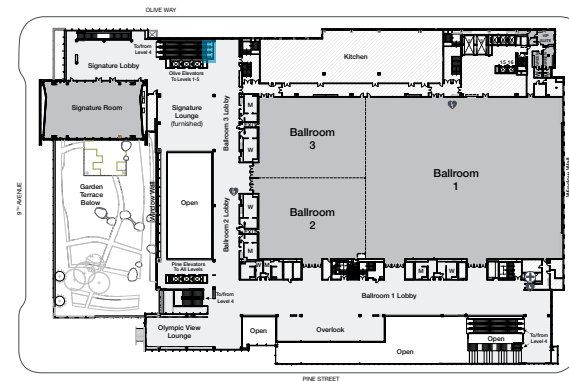


# Summit | Branding & Sponsorship Guidelines

## Olive Escalator Landing, Level 5

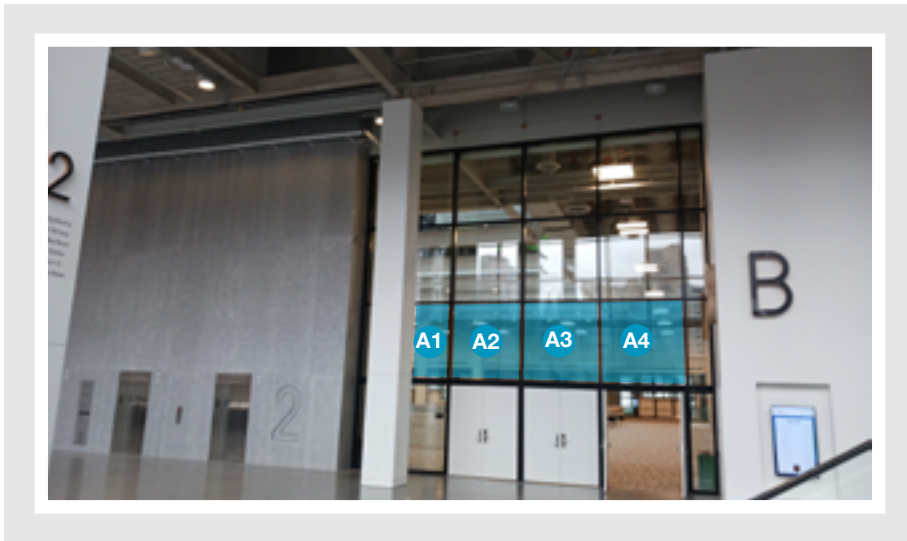


- A** 37.125"W X 45.375"H
- B** 71.5"W X 45.375"H
- C** 42.25"W X 45.375"H



# Summit | Branding & Sponsorship Guidelines

## Flex Hall Entry, Level 2



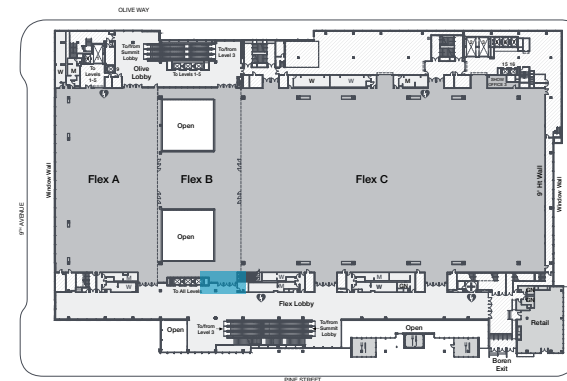
**Glass over Flex B entry doors (next to the Pine elevators)**

**Windows directly over doors:**

**A** 83 ¼" x 71 ¼"

For other sizes and doors, inquire with your EM.

Flex A and Flex C entries also feature panes above entry doors.



# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Levels 3 & 4

Meeting rooms feature a variety of entryway styles, dimensions, and opportunities to customize.

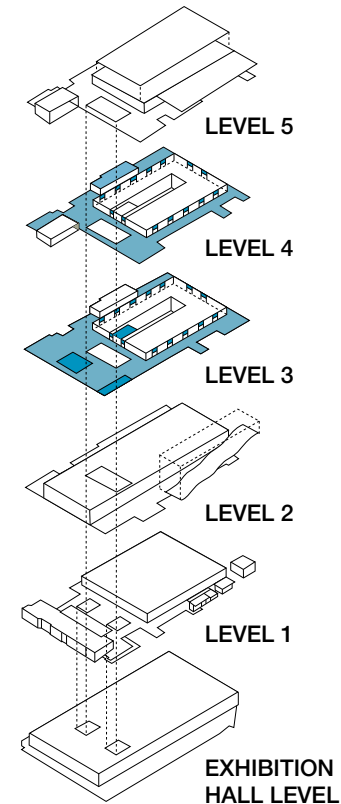
Each meeting room entrance, regardless of size or entryway style, has at least two glass panes that can accommodate glass clings; a glass pane above the door and a glass pane to the side of the door.

Glass clings may not obscure room identifier signs on glass panes. Room identifier signs are located on the handle-side of the door.

Meeting rooms are listed by entry style on pages 23-28 and by floor on pages 29-30.

There are up to 29 meeting rooms on Level 3, depending on chosen configurations.

There are up to 32 meeting rooms on Level 4, depending on chosen room configurations.



# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Entry Style



Style A features double doors and a deep entrance.

Window applications cannot obscure room identifier signs on the glass panes.

### Meeting Rooms:

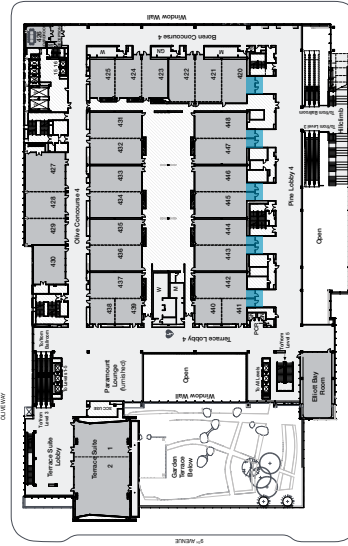
- 320
- 341 & 342
- 343 & 344
- 345 & 346
- 347 & 348

- 
- 420
  - 441 & 442
  - 443 & 444
  - 445 & 446
  - 447 & 448

Level 3



Level 4





# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Entry Style



Style B features double doors with a flush divider and a deep entrance. The divider does not accommodate glass clings.

Window applications cannot obscure room identifier signs on the glass panes.

### Meeting Rooms:

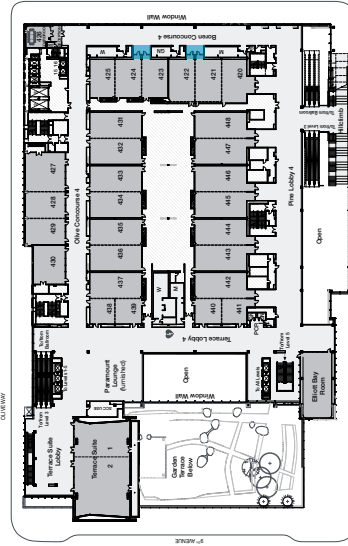
- 321 & 322
- 323 & 324

- 
- 421 & 422
  - 423 & 424

Level 3



Level 4



# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Entry Style



Style C features double doors and a shallow entrance.

Window applications cannot obscure room identifier signs on the glass panes.

### Meeting Rooms:

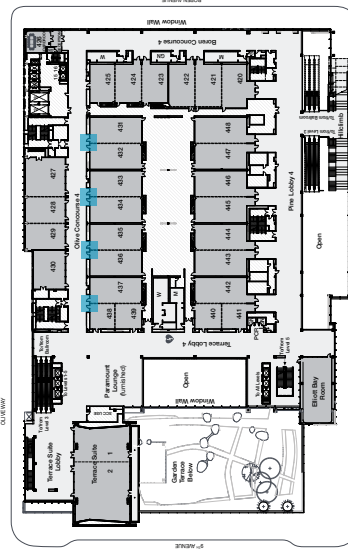
- 331 & 332
- 333 & 334
- 335 & 336
- 337 & 338

- 
- 431 & 432
  - 433 & 434
  - 435 & 436
  - 437 & 438

Level 3

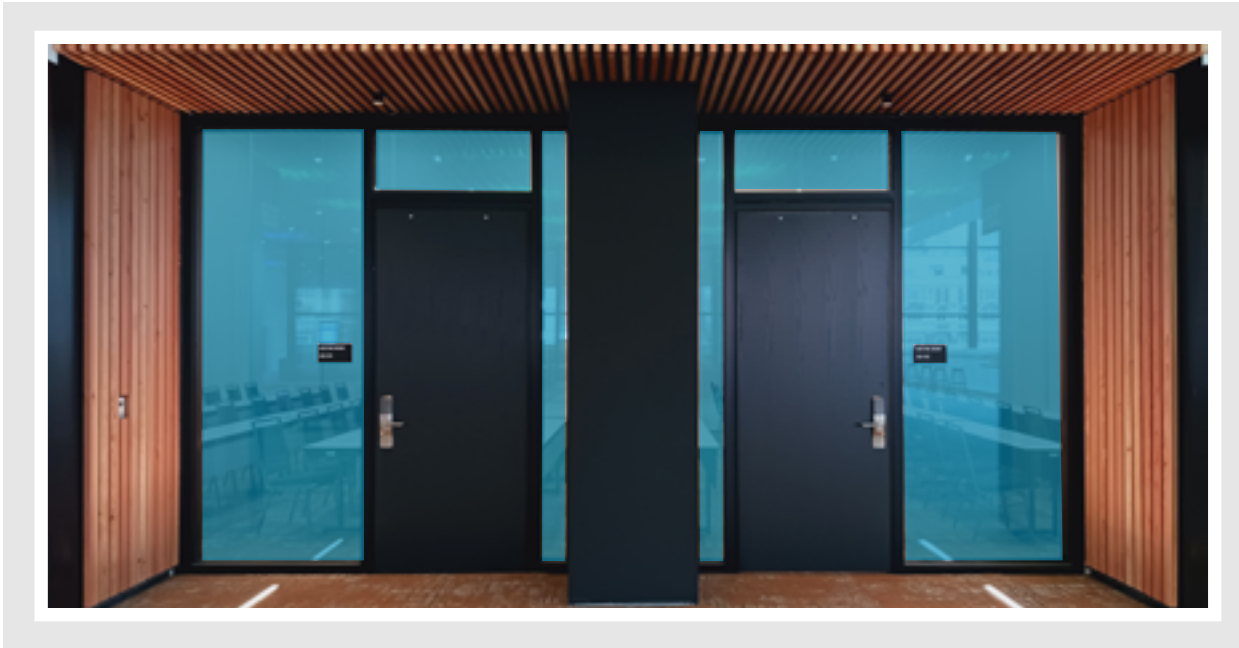


Level 4



# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Entry Style

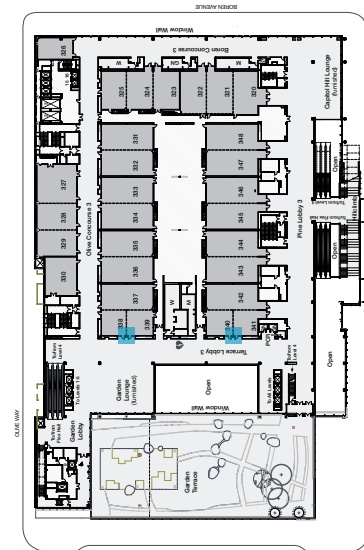


Style D features double doors with a column between and a shallow entrance. The column does not accommodate glass clings.

Window applications cannot obscure room identifier signs on the glass panes.

### Meeting Rooms:

- 338 (Garden Lounge side) & 339
- 340 & 341



Level 3

# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Entry Style

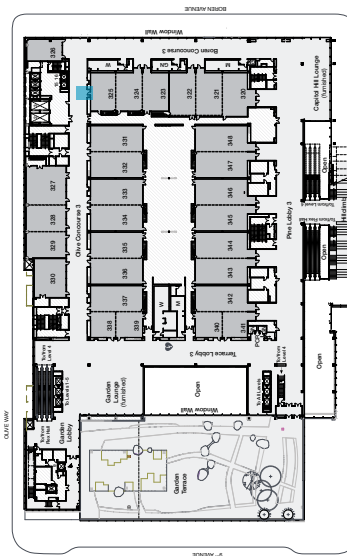


These single-door entries feature a shallow entrance.

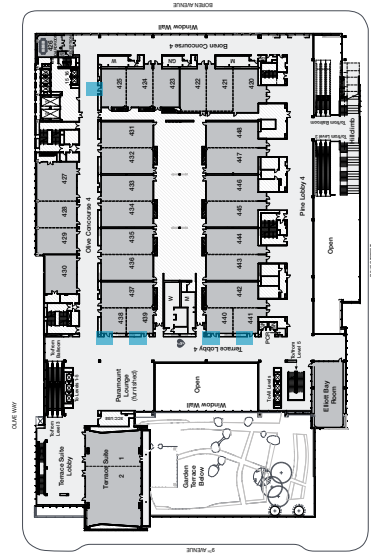
Window applications cannot obscure room identifier signs on the glass panes

### Meeting Rooms:

- 325
- 425
- 438 (Paramount Lounge)
- 439
- 440
- 441 (Terrace Lobby)



Level 3



Level 4

# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Entry Style

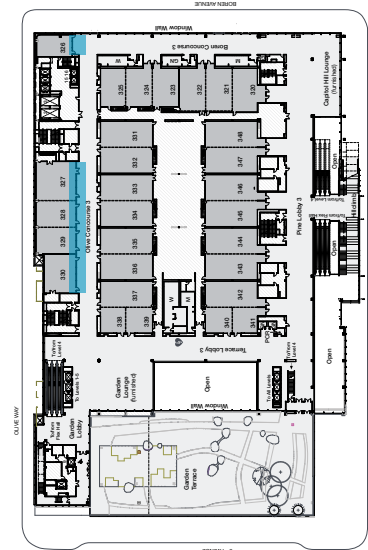


These glass doors and walls offer many glass cling opportunities.

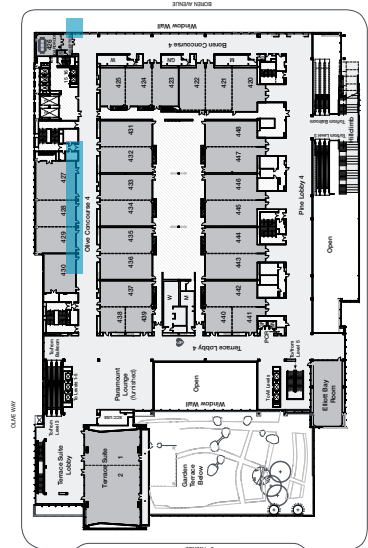
Window applications cannot obscure room identifier signs on the glass panes.

### Meeting Rooms:

- 326
- 327
- 328
- 329
- 330
- 426
- 427
- 428
- 429
- 430



Level 3



Level 4

## Event Services

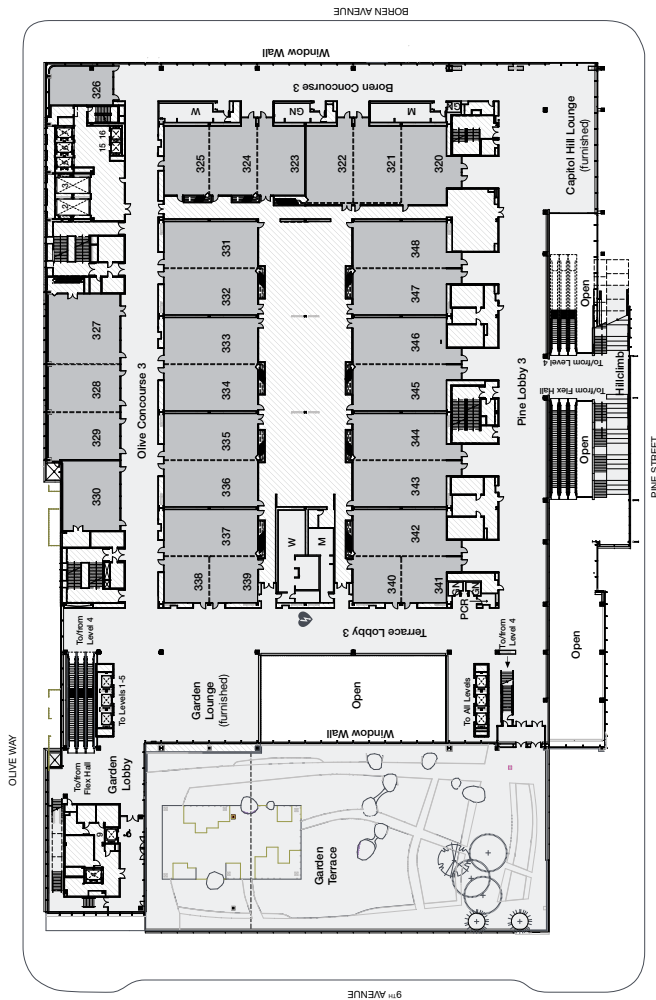
# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Level 3



Room combinations represent possible customizations using adjustable air walls.

|                            |                 |
|----------------------------|-----------------|
| Room 320                   | Style A         |
| Room 321                   | Style B; L side |
| Room 322                   | Style B; R side |
| Rooms 321 & 322            | Style B         |
| Room 323                   | Style B; L side |
| Room 324                   | Style B; R side |
| Rooms 323 & 324            | Style B         |
| Room 325                   | Style E         |
| Rooms 326 - 330            | Style F         |
| Room 331                   | Style C; L side |
| Room 332                   | Style C; R side |
| Rooms 331 & 332            | Style C         |
| Room 333                   | Style C; L side |
| Room 334                   | Style C; R side |
| Rooms 333 & 334            | Style C         |
| Room 335                   | Style C; L side |
| Room 336                   | Style C; R side |
| Rooms 335 & 336            | Style C         |
| Room 337                   | Style C; L side |
| Room 338 (Olive Concourse) | Style C; R side |
| Rooms 337 & 338            | Style C         |
| Room 338 (Garden Lounge)   | Style D; L side |
| Room 339                   | Style D; R side |
| Rooms 338 & 339            | Style D         |
| Room 340                   | Style D; L side |
| Room 341 (Terrace Lobby)   | Style D; R side |
| Rooms 340 & 341            | Style 4         |
| Room 341 (Pine Lobby)      | Style A; L side |
| Room 342                   | Style A; R side |
| Rooms 341 & 342            | Style A         |
| Room 343                   | Style A; L side |
| Room 344                   | Style A; R side |
| Rooms 343 & 344            | Style A         |
| Room 345                   | Style A; L side |
| Room 346                   | Style A; R side |
| Rooms 345 & 346            | Style A         |
| Room 347                   | Style A; L side |
| Room 348                   | Style A; R side |
| Rooms 347 & 348            | Style A         |



## Event Services

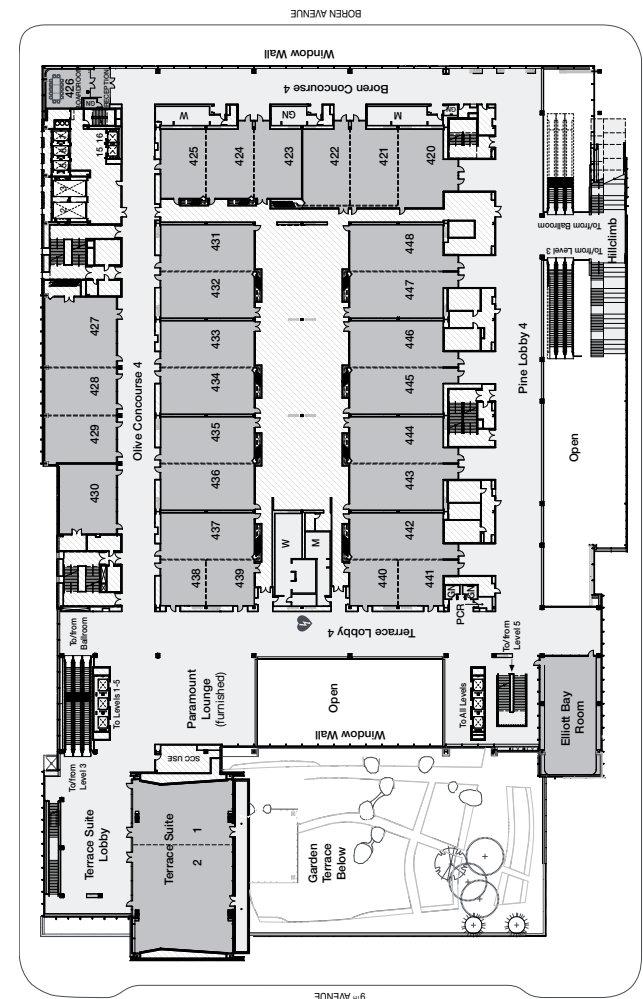
# Summit | Branding & Sponsorship Guidelines

## Meeting Rooms, Level 4



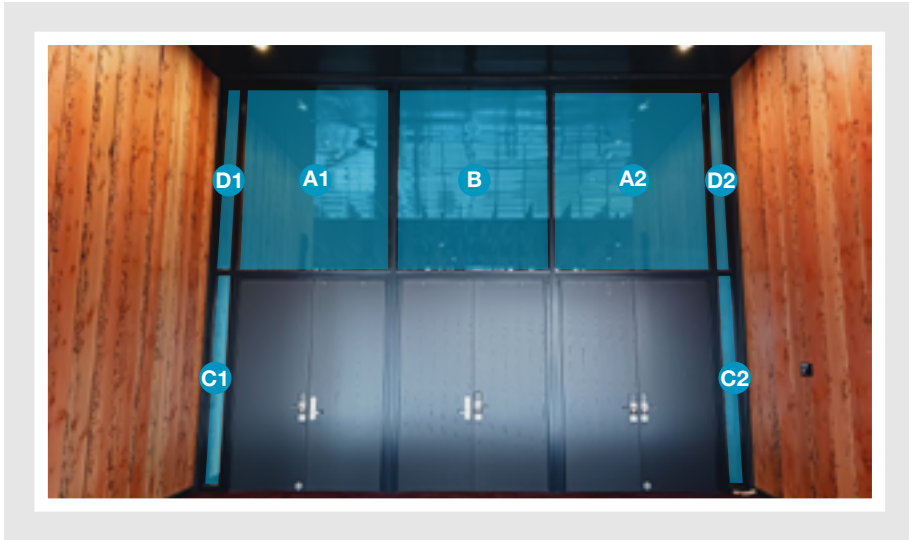
Room combinations represent possible customizations using adjustable air walls.

|                             |                 |
|-----------------------------|-----------------|
| Room 420                    | Style A         |
| Room 421                    | Style B; L side |
| Room 422                    | Style B; R side |
| Rooms 421 & 422             | Style B         |
| Room 423                    | Style B; L side |
| Room 424                    | Style B; R side |
| Rooms 423 & 424             | Style B         |
| Room 425                    | Style E         |
| Rooms 426 - 430             | Style F         |
| Room 431                    | Style C; L side |
| Room 432                    | Style C; R side |
| Rooms 431 & 432             | Style C         |
| Room 433                    | Style C; L side |
| Room 434                    | Style C; R side |
| Rooms 433 & 434             | Style C         |
| Room 435                    | Style C; L side |
| Room 436                    | Style C; R side |
| Rooms 435 & 436             | Style C         |
| Room 437                    | Style C; L side |
| Room 438 (Olive Concourse)  | Style C; R side |
| Rooms 437 & 438             | Style C         |
| Room 438 (Paramount Lounge) | Style D; L side |
| Room 439                    | Style D; R side |
| Room 440                    | Style D         |
| Room 441 (Terrace Lobby)    | Style D; L side |
| Room 441 (Pine Lobby)       | Style D; R side |
| Room 442                    | Style 4         |
| Rooms 441 & 442             | Style A; L side |
| Room 443                    | Style A; R side |
| Room 444                    | Style A         |
| Rooms 443 & 444             | Style A; L side |
| Room 445                    | Style A; R side |
| Room 446                    | Style A         |
| Rooms 445 & 446             | Style A; L side |
| Room 447                    | Style A; R side |
| Room 448                    | Style A         |
| Room 447 & 448              | Style A; L side |



# Summit | Branding & Sponsorship Guidelines

## Ballroom 1, Level 5



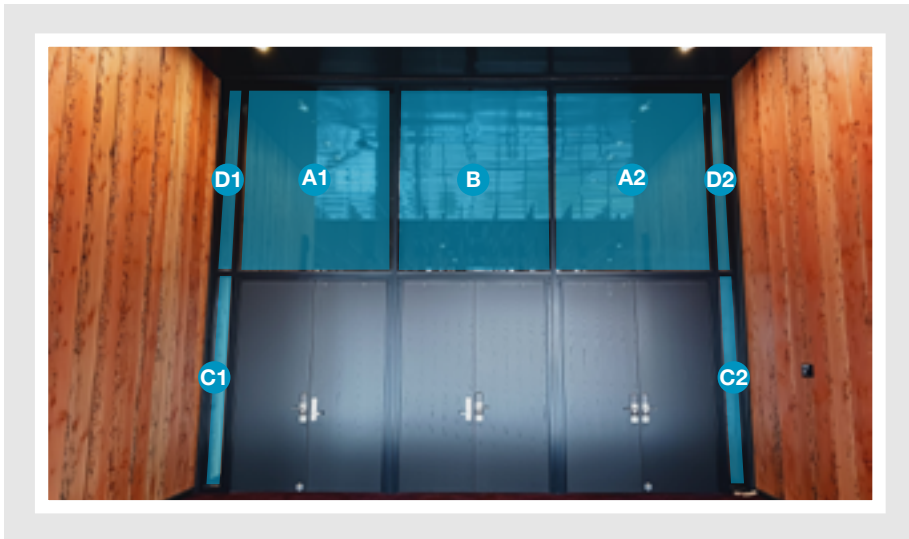
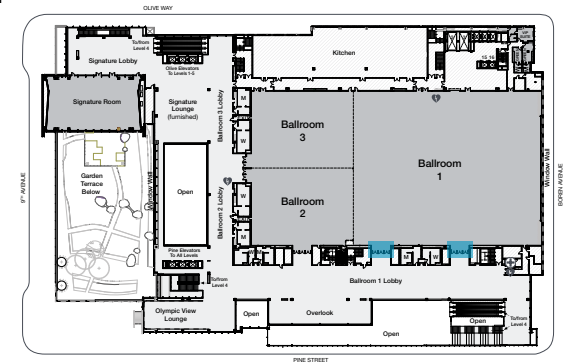
### Ballroom 1 Entry

Glass clings can be applied to the windows above and beside the doors.

#### East entry (near Hillclimb landing):

- A** 75"W X 95.75"H
- B** 76.25"W X 95.75"H
- C** 7.875"W X 98.875"H
- D** 7.875"W X 95.75"H

2.5" vertical gap in between



### Ballroom 1 Entry

#### West entry (near Overlook):

- A** 75"W X 95.75"H
- B** 76.25"W X 95.75"H
- C** 7.875"W X 98.875"H
- D** 7.875"W X 95.75"H

2.5" vertical gap in between



# Summit | Branding & Sponsorship Guidelines

## Ballroom 1, Level 5

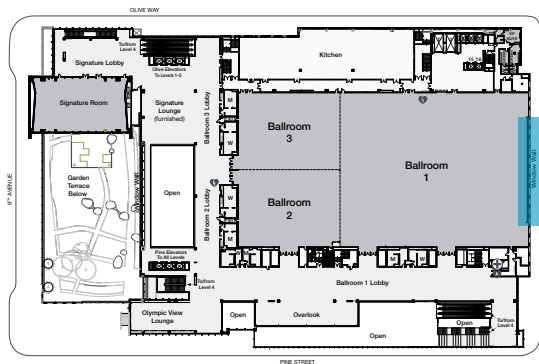


### Ballroom 1 Window wall

Glass clings can be applied to Ballroom 1 windows.

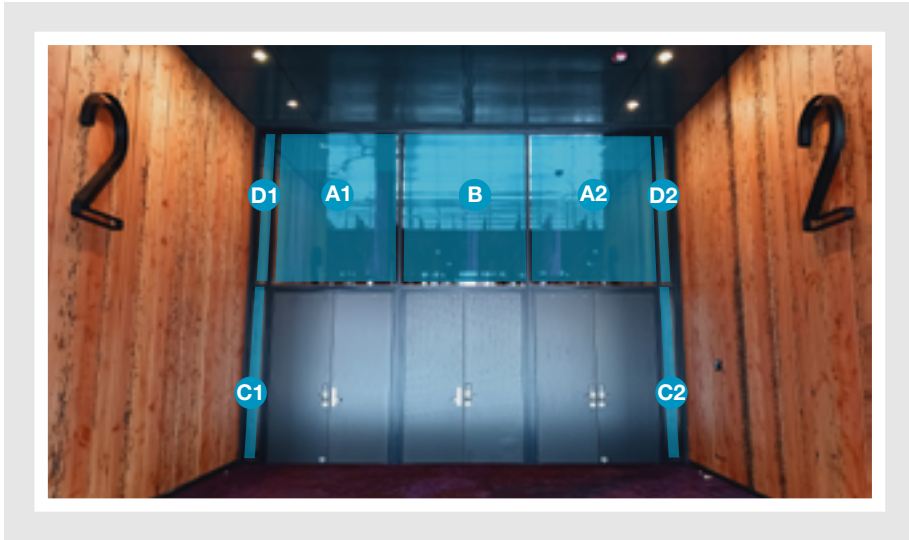
Glass clings on the Ballroom 1 windows may be interior-facing only.

| Window                             | Dimensions         |
|------------------------------------|--------------------|
| A1 / A3 / A4 / A7 / A8 / A10 / A11 | 115.94"W X 75"H    |
| B1 / B3 / B4 / B7 / B8 / B10 / B11 | 115.94"W X 88.94"H |
| C1 / C3 / C4 / C7 / C8 / C10 / C11 | 115.94"W X 88.94"H |
| D1 / D3 / D4 / D7 / D8 / D10 / D11 | 115.94"W X 89"H    |
| A2 / A5 / A6 / A9                  | 116.94"W X 75"H    |
| B2 / B5 / B6 / B9                  | 116.94"W X 88.94"H |
| C2 / C5 / C6 / C9                  | 116.94"W X 88.94"H |
| D2 / D5 / D6 / D9                  | 116.94"W X 89"H    |
| A12                                | 130"W X 75"H       |
| B12                                | 130"W X 88.94"H    |
| C12                                | 130"W X 88.94"H    |
| D12                                | 130"W X 89"H       |



# Summit | Branding & Sponsorship Guidelines

## Ballrooms 2 & 3 Entries, Level 5



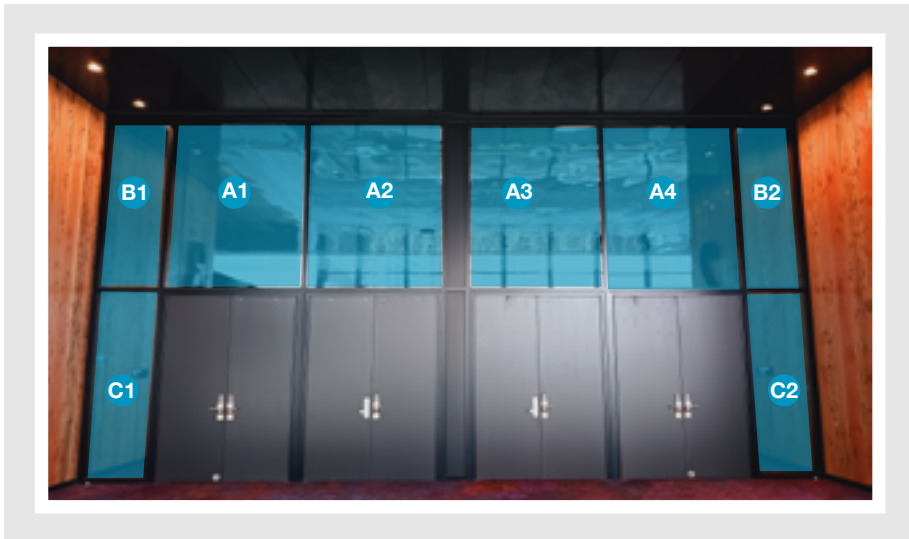
### Ballrooms 2 & 3 Entry

Glass clings can be applied to the panes above and beside the entry doors.

#### Entry to Ballroom 2

- A** 75"W X 95.75"H
- B** 76.25"W X 95.75"H
- C** 7.875"W X 98.88"H
- D** 7.875"W X 95.75"H

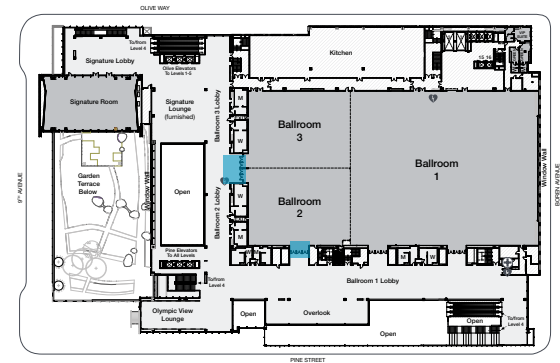
2.5" vertical gap in between



#### Entry to Ballroom 2 & 3

- A** 76"W X 95.69"H
- B** 32.5"W X 95.69"H
- C** 32.5"W X 99.13"H

2.5" vertical gap in between



# Summit | Branding & Sponsorship Guidelines

## Level Indicator Columns, Levels 1-5

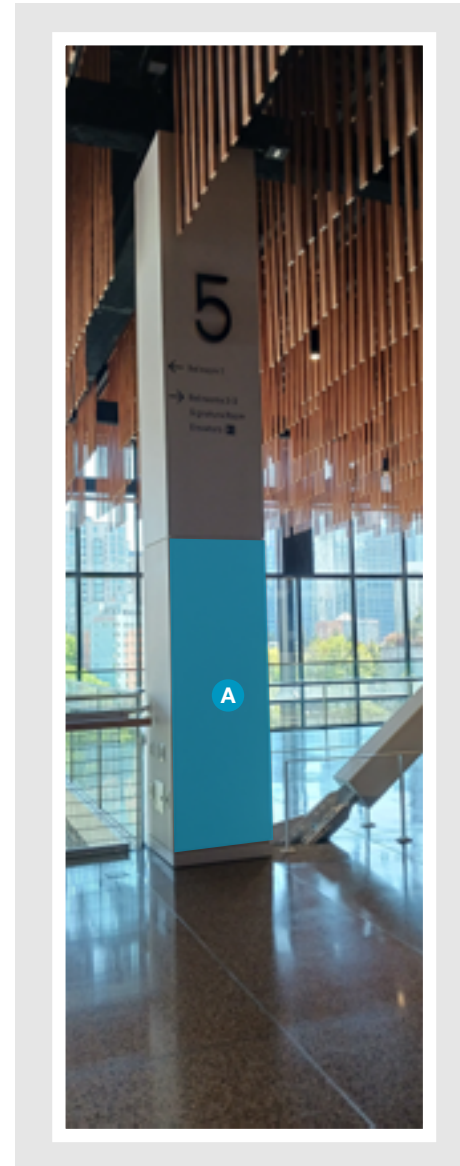
This branding opportunity is available on most levels. Adequate space must be left between application and existing signage. Applications cannot interfere with or obstruct existing signage.

Column measurements and locations vary throughout the building. Not all column surfaces are available. Consult with your EM regarding the level indicator columns you're interested in.

### Example: Level 5, Column B, Overlook corner

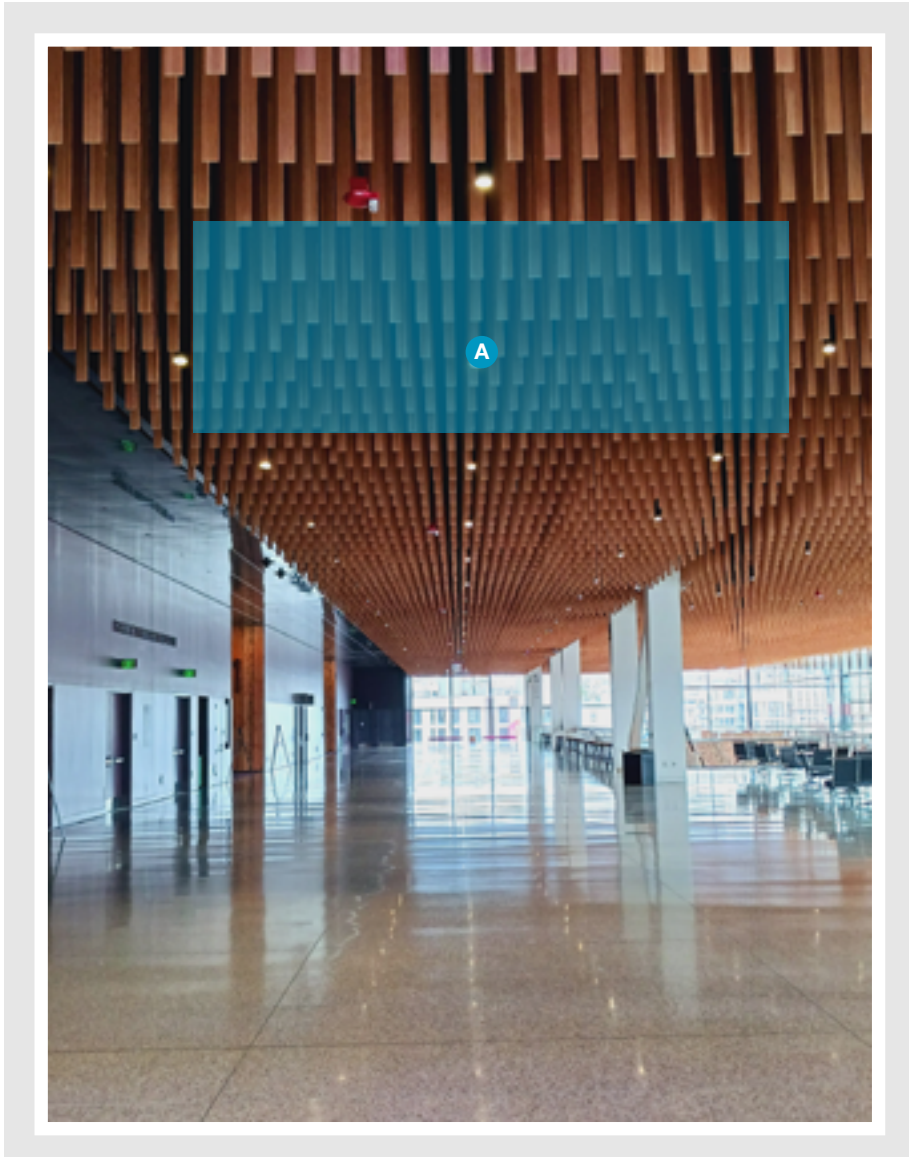
Clings on this column can only be applied to Ballroom-facing side.

**A** 30.0625"W X 89.75"H



# Summit | Branding & Sponsorship Guidelines

## Hanging Banners, Level 5

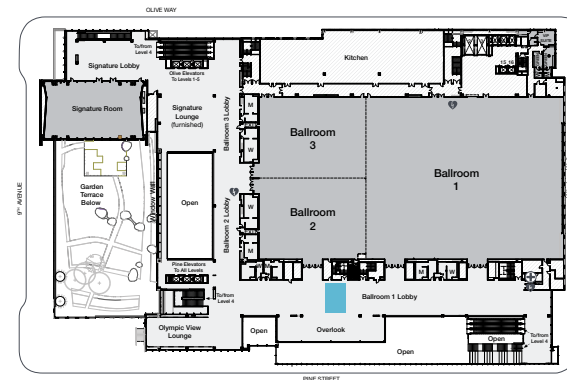


### Exclusive Service Provider

SCC uses an exclusive service provider for rigging installation and hanging banners on Level 5. Hanging banners can be hung at multiple locations from the ceiling. Hanging banners can be installed anywhere rigging points are available. Please see the Rigging Guidelines for more information or contact your EM.

### Ballroom 1 Lobby locations: Entry A, between entries, Entry B

**A** 228”W X 60”H



# Summit | Branding & Sponsorship Guidelines

## Rail Banners

Rail and Atria Banners are available in multiple locations. Inquire with the EM if interested in locations that aren't included in this section.

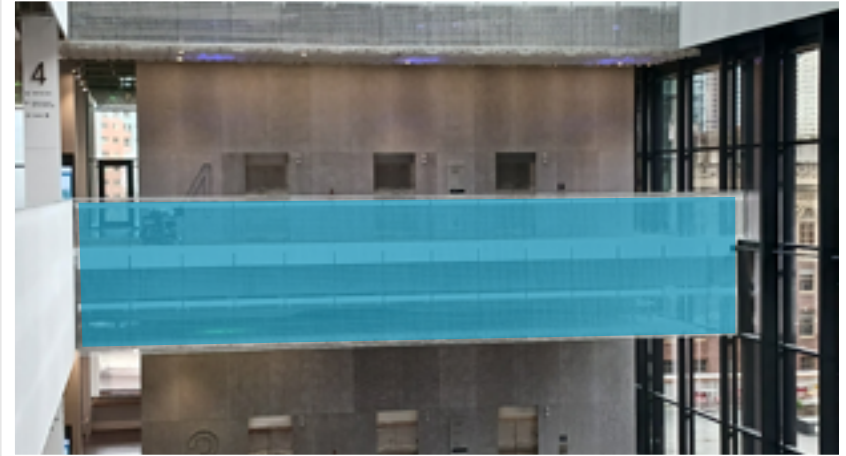


*Rail banner examples, Levels 4 & 5*

Banners affixed to railings cannot extend to the floor below.

### Overlooking Hillclimb

Available in various sizes.



*Rail atria banner, Level 4*

### Atrium, Garden Terrace side (only available on Level 5)

1,311"W X 147"H

### Atrium, short sides

Level 3 630"W X 145"H

Level 4 630"W X 145"H (pictured above)

Level 5 630"W X 145"H

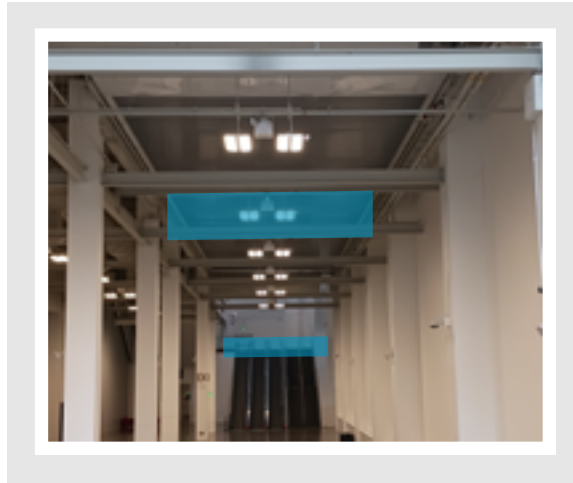
# Summit | Branding & Sponsorship Guidelines

## Beam Banners

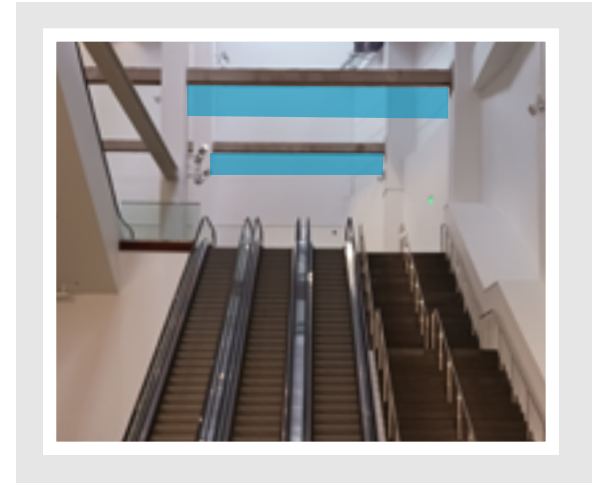
Multiple locations offer space to hang beam banners. Inquire with the EM if you're interested in locations that aren't included in this section.



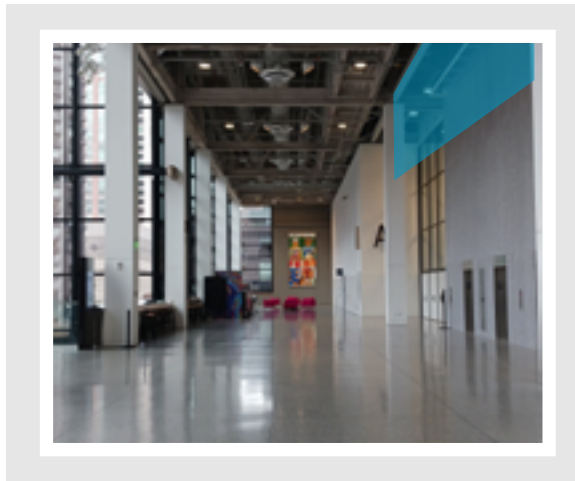
*Summit Lobby Atria (Level 1)*



*Exhibit Hall Lobby (Level EX)*  
243"W X 60"H



*Exhibit Hall Landing (between Level 1 and Level EX)*  
310"W X 72"H, 255"W X 72"H



*Flex Lobby (Level 2)*  
460"W X 120"H



*Flex C (Level 2)*

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 in the Pricing Table, 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 in the Pricing Table.
- Sponsored branding visible to the exterior of the venue requires special review and is subject to branding fees.

### Pricing Notes

- The pricing in the Pricing Table 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.

# Summit | Branding & Sponsorship Guidelines

## Pricing Table



| Format                               | Location/Area                | Event Branding | Sponsored Branding |
|--------------------------------------|------------------------------|----------------|--------------------|
| Entry Door Clings                    | Exterior Venue Doors         | \$10/door      | \$50/door          |
| Hanging Banners                      | Licenses Event Space         | Complimentary  | Complimentary      |
| Hanging Banners                      | Above/Adjacent to escalators | Complimentary  | \$300/banner       |
| Hanging Banners – Lg format          | Common/Public Areas          | \$300/each     | \$500/each         |
| Glass Clings                         | Venue Interior               | \$10cling      | \$25/cling         |
| Escalator Glass Clings               | Various                      | \$25/escalator | \$100/escalator    |
| Meter Boards                         | Licensed Event Space         | Complimentary  | Complimentary      |
| Meter Boards                         | Market                       | Complimentary  | \$100/each         |
| Floor Clings                         | Exhibit Hall only            | xx             | \$50/each          |
| Column Wraps                         | Public/Common Areas          | Complimentary  | \$100/each         |
| Column Wraps                         | 900 Pine – Exterior          | \$300/each     | \$500/each         |
| Entry Window Branding – Lg format    | Exterior Entrances           | \$300/each     | \$1000/total       |
| Interior Window Branding – Lg format | Various                      | \$300/each     | \$1000/each        |