BRANDING GUIDE
CONNECTING WITH YOUR AUDIENCE STARTS HERE.

Enhance visibility and customize your event for success!

The Oregon Convention Center is one of the largest convention centers in the Pacific Northwest, offering 255,000 square feet of contiguous exhibit space, 52 meeting rooms, two grand ballrooms, various VIP suites and extensive lobby space.

Branding opportunities are available inside and outside our walls.

Explore and learn how we can help you connect with your audience.
Have a unique lighting idea for your event? Brand Portland’s skyline with your custom LED color scheme. Talk with our sales staff to see what we can do to make your event a dazzling success!
SPIRES & CRESCENT LIGHTING
PER DAY PRICES

SINGLE STATIC COLOR

TWO STATIC COLORS

THREE STATIC COLORS

TWO STATIC COLORS

THREE STATIC COLORS

TWO LOOPING COLORS
(minimum 10 second hold time)

TWO LOOPING COLORS
(minimum 10 second hold time)

THREE LOOPING COLORS
(minimum 10 second hold time)

THREE LOOPING COLORS
(minimum 10 second hold time)

Other options available. Call for a custom quote.
Color effects perform best when a limited range of colors is selected.

RATES

$500 per day: Single static color

$750 per day: Multiple static colors

$1,000 per day: Looping colors

Have a unique lighting idea for your event? Talk with our sales staff to see what we can do to make your event a dazzling success!

To view a demo, visit: youtu.be/g8Jqsa7QfKQ

All lighting sales are subject to approval.
STREET POLES

Capture your audience where they work, shop, travel, and gather. Take advantage of our exclusive rights to the street light poles surrounding OCC with banners that reach more than 30,000 people who pass by via walking and highly trafficked MAX light-rail, the Portland Streetcar systems and our bus lines.
**STREET POLE RENTAL PRICING**

### STREET POLE RENTAL

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Street Light Poles (12 – 4’ x 5’ Street Pole Banners)</td>
<td>$1,500</td>
</tr>
<tr>
<td>12 Street Light Poles (24 – 4’ x 5’ Street Pole Banners)</td>
<td>$2,700</td>
</tr>
<tr>
<td>18 Street Light Poles (36 – 4’ x 5’ Street Pole Banners)</td>
<td>$3,600</td>
</tr>
<tr>
<td>Individual Street Light Poles (2 – 4’ x 5’ Street Pole Banner)</td>
<td>$400</td>
</tr>
</tbody>
</table>

_Banners must be double backed. Each pole requires two banners._

### LARGE READER BOARD RENTAL

Prominent advertising space for larger banners is available alongside the exterior reader board pylons.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>4’ x 9’6” Large Banners (must be double-sided)</td>
<td>$600</td>
</tr>
</tbody>
</table>

### SUPERSIZED BANNER RENTAL

Exclusive sponsorship space is available at NE First Avenue and NE Holladay Street.

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>13’ x 11’5” Supersized Banner (must be double-sided)</td>
<td>$700</td>
</tr>
</tbody>
</table>

_Limits do apply._ Banner space is reserved on a first come, first served basis for a two-week maximum duration. Advertisers are responsible for producing their own banners according to published specifications, as well as installation and removal.

Please refer to the **Branding Specifications Guide** to learn more about material, approval and timeline requirements.

_Disclaimer:_ Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
STREET POLE LOCATIONS

Street Light Pole Banner
4’ x 5’

Large Reader Banner
Pylon Banners 4’ x 9’6”
Must be back-to-back

Supersized Banner
13’ x 11’5”
Must be back-to-back
DIGITAL SIGNAGE

The Oregon Convention Center has numerous digital displays located in high traffic areas throughout the convention center. These displays are state of the art and able to run eye-catching images, branding, and ads. The displays are also capable of running stunning video content, which provides a highly effective format to communicate information to your attendees and to the public.
DIGITAL DISPLAY
LOCATIONS & PRICING

$900 - per display, run of show

- Up to (12) images, per day
- Audio is not supported on displays
- All spots are 10 seconds with a max
- 120 second loop

CALL FOR QUOTE

Full building exclusive

ABOUT DISPLAY CONTENT

SPECIFICATIONS

File formats accepted
- Image files: JPEG, PNG
- Video files: MP4

Resolution: 1920X1080, 96 dpi

SUBMITTAL

Content must be submitted via Dropbox folder provided by Go Productions Services no later than ten (10) business days prior to the event start date. OCC cannot guarantee content will be displayed if not received before the deadline.

Larger images and video may be submitted via Dropbox, Google Drive or other cloud-based storage sites.

Please specify image the sequence of images requirements, in numerical order.

GUIDELINES

- Graphics not submitted as per specification may not resize to fit without significant distortion and/or image loss.
- Additional labor will be charged if files do not meet specifications and require more than one-hour of editing to display properly.
- Content is subject to review and may be rejected at the sole discretion of facility management. Material deemed to be offensive, obscene, or derogatory by community standards will be rejected.

The A, B, C, D, E meeting rooms have 55” digital displays at the locations on the diagram.
INTERIOR BANNERS

Maximize the wow factor! Interior banners are your first opportunity to connect attendees to your brand.
$1,500 per location for run of show

$500 per location for run of show

Disclaimer: Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to determine the number of interior banners available for use, ensuring accurate dimensions and installation of banners.
GINKOBERRY BANNERS

Elevated banners along Ginkoberry Concourse provide sponsors with highly visible branding opportunities.
RATE

$1,500 for run of show

Please refer to the **Branding Specifications Guide** to learn more about material, approval and timeline requirements.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
WINDOW CLINGS

Eye catching views and prominent locations provide the perfect window of opportunity.
**Window Cling Information & Pricing**

**Rates**

$1,000 per location for run of show

Please refer to the Branding Specifications Guide to learn more about material, approval and timeline requirements.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
Please refer to the **Branding Specifications Guide** to learn more about material, approval and timeline requirements.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
These unique sponsorship opportunities provide high visibility throughout the Convention Center for guests and attendees.
ESCA LTOR DECAL LOCATIONS & PRICING

RATES

$500 per escalator bank for run of show

Please refer to the Branding Specifications Guide to learn more about material, approval and timeline requirements.

Disclaimer: Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
RATES

$1,000 per elevator car for run of show.
Elevators 1, 3 and 11 have three levels each. All remaining elevators have two levels each.

Please refer to the Branding Specifications Guide to learn more about material, approval and timeline requirements.

Disclaimer: Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
RESTROOM MIRROR CLINGS

Don’t miss this unique opportunity to place your branding in front of a captive audience!
RESTROOM MIRROR CLING LOCATIONS & PRICING

**RATES**

$500 per restroom for run of show

Please refer to the [Branding Specifications Guide](#) to learn more about material, approval and timeline requirements.

**Disclaimer:** Every effort has been made to ensure accuracy of all information contained in photos and document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect facility to verify all dimensions and locations.
Contact us to discuss how we can help you brand your event at the Oregon Convention Center!