SWAY.

BRANDING SPECIFICATIONS GUIDE
RULES & GUIDELINES
Please take a moment to familiarize yourself with the venue rules and guidelines for branding.

APPROVALS
Approval from the Event Manager must be obtained prior to production of any branded materials that would be installed using the assets provided in this guide. Approval is required for both content and location.

TIMELINE
Branded material plans must be submitted by client for approval no later than 30 days prior to first contracted move-in day.

All branded materials must be removed by contracted move-out day.

PRODUCTION, INSTALLATION & REMOVAL
Client is responsible for the production, installation, and removal of all branded materials.

Branded materials installed in locations not previously approved by the Event Manager will be subject to removal by the venue.

Any branded materials remaining on site after the contracted move-out day will be subject to a $100 per item facility removal fee.

DAMAGES
Client assumes full responsibility for any damages or repairs to the venue that result from the removal of their branded materials. Client will be billed for any repair costs incurred by the venue.

BILLING
All branding fees will be included in final invoice.

NOTE: 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.
### DIMENSIONS
- 4’ x 5’

### GUIDELINES
- Must be back-to-back
- Substrate 13 oz vinyl
- Place two 3” wind vents in banner top pocket, starting at 6” in from sides
- Place a minimum of four, 7” wind vents in body of banner, at least 4” in from sides
- Place #2 reinforced metal grommets in the stitching in all four corners and bottom center of banner

![Diagram of banner with specifications]
DIMENSIONS
• 4’ x 9’6”

GUIDELINES
• Must be back-to-back
• Substrate 15 oz double faced vinyl
• Place a minimum of eight, 7” wind vents, cut as half circles in body of banner at least 4” in from sides

Use 15 oz double faced vinyl and #2 grommets placed on double reinforced (folded) vinyl edges at all four corners.
**DIMENSIONS**
- 13’ x 11’5”

**GUIDELINES**
- One location only
- Must be back-to-back
- Substrate 15 oz double faced vinyl
- Reinforced corners
- Grommets: Size #2, eight along each side, nine across top and bottom,
- Place on double reinforced folded edges
- Place a minimum of five, 7” wind vents in three columns at least 6” from sides
DIMENSIONS
• Final production size: 37” wide x 114” tall
• Print size: 37” wide x 121” tall
• 1/2” bleed all sides

PRODUCTION DETAILS
To ensure a proper fit allow a 3” top & bottom foldover:
• 2” for pocket
• 1” for stitching

GUIDELINES
Must be double sided
WINDOW CLING APPROVED MATERIALS

- White or clear perforated window clings must maintain reasonable visibility through the graphic
- 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility
OREGON BALLROOM TRANSITION WINDOWS

**NORTH SET**
Between Holladay Lobby & Oregon Ballroom

**SOUTH SET**
Between MLK Lobby & Oregon Ballroom

(Three sets of windows.)

OREGON BALLROOM 201 WINDOWS ABOVE DOORS
OREGON BALLROOM LOBBY WINDOWS

WC6

OREGON BALLROOM 204 WINDOWS ABOVE DOORS

WC7

MLK NORTH WINDOWS

WC8
### MLK ENTRANCE

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### MLK LOUNGE WINDOWS NORTH

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### MLK Lounge Windows East

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PORTLAND BALLROOM LOBBY
(25) Bottom Half Windows

-72"-
-137"-
ESCALATOR DECAL GUIDELINES & APPROVED MATERIALS

• The client is responsible for determining the number of escalators available for use and ensuring accurate dimensions
• Decal material must be made from white or clear vinyl with low-tack adhesive.

PRE A ESCALATORS

ESCALATORS: 1 & 2
LOCATION: PREFUNCTION A UP TO HOLLADAY LOBBY

A. 11.5"W x 14"H
B. 11.5"W X 75"H
C. 11.5"W X 69"H
D. 11.5"W X 69"H
E. 11.5"W X 69"H
F. 11.5"W X 74.5"H
G. 11.5"W X 12.75"H
H. 15"W(top) 11.5"W(btm) X 25.5"H
I. 11"W(top) 6.75"W(btm) X 52"H
J. 6.5"W(top) 4.5"W(btm) X 69"H
K. 4.5"W(top) 7.5"W(btm) X 69"H
L. 7.5"W(top) 15"W(btm) X 69"H
M. 15.5"W(top) 21.5"W(btm) X 37.75"H

Escalator Interior Walls
(4) 23.5"W X 253"H

Carpet Decal
136" W X 45" H
**HOLLADAY ESCALATORS**

**ES3**

**ESCALATORS:** 3 & 4  
**LOCATION:** HOLLADAY LOBBY UP TO OREGON BALLROOM

A. 11.75” x 14”  
B. 11.75” x 74.5”  
C. 11.75” x 69”  
D. 11.75” x 69”  
E. 11.75” x 69”  
F. 11.75” x 69”  
G. 11.75” x 19.75”  
H. 14” x 24”  
I. 14” x 46”  
J. 14” x 69”  
K. 14” x 69”  
L. 14” x 69”  
M. 14” x 75”  
N. 14” x 11”

**Escalator Interior Walls**  
(4) 23.5”W X 253”H

**Carpet Decal**  
136” W X 45” H

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**MLK ESCALATORS**

**ES5**

**ESCALATORS:** 5 & 6  
**LOCATION:** MLK LOBBY UP TO OREGON BALLROOM

A. 11.75”W x 14.25”H  
B. 11.75”W x 74.75”H  
C. 11.75”W x 69”H  
D. 11.75”W x 69”H  
E. 11.75”W x 69”H  
F. 11.75”W x 69”H  
G. 11.75”W x 14”H  
H. 20.5”W x 23.50”H  
I. 20.5”W x 69”H  
J. 20.5”W x 69”H  
K. 20.5”W x 69”H  
L. 20.5”W x 69”H  
M. 20.5”W x 74.75”H  
N. 20.5”W x 9”H  
O. 20.5”W x 9”H

**Escalator Interior Walls**  
(4) 23.5”W X 253”H

**Carpet Decal**  
136” W X 45” H
PRE C ESCALATORS
ESCALATORS: 7 & 8
LOCATION: PRE C UP TO MLK LOBBY

A. 11.5” W x 12.75” H
B. 11.5” W x 69” H
C. 11.5” W x 69” H
D. 11.5” W x 69” H
E. 11.5” W x 69” H
F. 11.5” W x 75” H
G. 11.5” W x 14” H
H. 15” W at top - 11.5” W at bottom - 25.5” H
I. 6.5” W at top - 4.5” W at bottom - 69” H
J. 4.5” W at top - 7.5” W at bottom - 69” H
K. 4.5” W at top - 7.5” W at bottom - 69” H
L. 7.5” W at top - 15” W at bottom - 69”H
M. 15.5” W at top - 21.5” W at bottom - 37.75” H

Escalator Interior Walls
(4) 23.5”W X 253”H

Carpet Decal
136” W X 45” H

GINKOBERRY ESCALATORS
ESCALATORS: 9 & 10
LOCATION: GINKOBERRY CONCOURSE UP TO MLK LOBBY

A. 17.5” W x 78”H
B. 17.5” W x 78.5”H
C. 17.5” W x 78.5”H
D. 17.5” W x 78.5”H
E. 17.5” W x 78.5”H
F. 56.5”W x 29.5”H
G. 56.5”W x 65.5”H
H. 56.5”W x 76.5”H
I. 56.5”W x 76.5”H
J. 56.5”W x 76.5”H
K. 56.5”W x 61”H

Escalator Interior Walls
(4) 23.5”W x 253”H

Carpet Decal
136” W X 45” H
PORTLAND BALLROOM
NORTH ESCALATORS
ESCALATORS: 11 & 12
LOCATION: LOBBY LEVEL UP TO PORTLAND BALLROOM

A. 17.5" W x 75.5"H
B. 17.5" W x 75.5"H
C. 17.5" W x 75.5"H
D. 17.5" W x 75.5"H
E. 17.5" W x 75.5"H
F. 17.5" W x 75.5"H
G. 17.5" W x 75.5"H
H. 17.5" W x 75.5"H
I. 17.5" W x 75.5"H

Escalator Interior Walls
(4) 23.5" W x 540" H

Carpet Decal
132" W x 45" H

PORTLAND BALLROOM
SOUTH ESCALATORS
ESCALATORS: 13 & 14
LOCATION: GINKOBERRY ENTRANCE UP TO PORTLAND BALLROOM

A. 17.5" W x 75.5"H
B. 17.5" W x 75.5"H
C. 17.5" W x 75.5"H
D. 17.5" W x 75.5"H
E. 17.5" W x 75.5"H
F. 17.5" W x 75.5"H
G. 17.5" W x 75.5"H
H. 17.5" W x 75.5"H
I. 17.5" W x 76.5"H

Escalator Interior Walls
(4) 23.5" W x 540" H

Carpet Decal
132" W x 45" H
ELEVATOR DECALS

ELEVATOR DECAL GUIDELINES & APPROVED MATERIALS
• The client is responsible for determining the number of elevators available for use and ensuring accurate dimensions.
• Decal material must be made from white or clear vinyl with low-tack adhesive.
Contact us to discuss how we can help you brand your event at the Oregon Convention Center!

Oregon Convention Center
sales@oregoncc.org
503-235-7575
oregoncc.org