



Living  
Our

GO

S  
WAY.

# BRANDING **OPPORTUNITIES** GUIDE

## WE ARE A CENTER IN MOTION.

Defined by you and what you can accomplish inside our walls.

We don't decide the future.

We provide a place where you can.

Where you can

Join. Change. Dismantle. Engage.

*Cherish, Love, Uphold, Refute, Challenge, Galvanize and Improvise* –  
until you figure out what will come next.

## THIS IS A PLACE OF ACTION.

There are no nos, no if onlys, no maybes.

There is only right now.

Ready? Go.



# CONNECTING WITH YOUR AUDIENCE STARTS HERE.

The Oregon Convention Center (OCC) 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.

Enhance visibility and customize your event for success.

Branding opportunities are available inside and outside our walls. Explore and learn how we can help you connect with your audience.



### **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.

**LIMITS DO APPLY.** All branding spaces are 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 materials, approvals, and timeline requirements.

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# SPIRE AND CRESCENT LIGHTING

Have a unique lighting idea?

Brand Portland's skyline with your custom LED color scheme. Talk with our sales staff to see what we can do to light the night for your event.



**SCAN HERE** for a video of OCC's spire and crescent lighting.

[youtu.be/g8Jqsa7QfKQ](https://youtu.be/g8Jqsa7QfKQ)



# SPIRE AND CRESCENT LIGHTING RATES

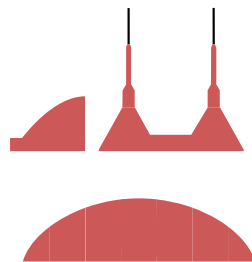
## PER DAY RATES

**Contact us for a custom quote for other options.** Color effects perform best when a limited range of colors is selected. LED lights cannot perfectly match Pantone colors. All lighting sales are subject to approval.

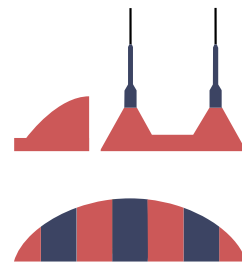
Single static color \$500

Two or three static colors \$750

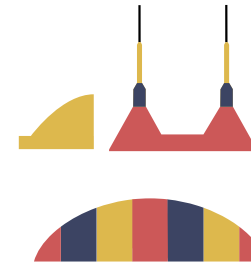
Two or three looping colors \$1,000



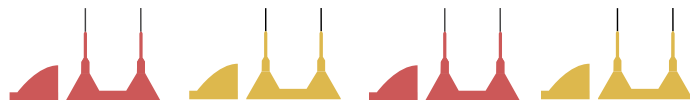
**SINGLE STATIC COLOR**



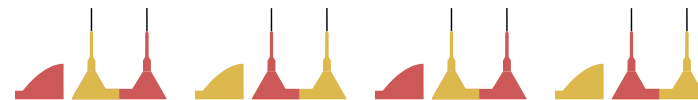
**TWO STATIC COLORS**



**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)



## OUTDOOR BANNERS

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.



**SCAN HERE** to explore the outside of the building on Google Maps.

[maps.app.goo.gl/jfhogiyfHM7XFbJTA](https://maps.app.goo.gl/jfhogiyfHM7XFbJTA)



# OUTDOOR BANNER RATES

## STREET POLE BANNERS (UP TO 18 POLES)

Banners must be double-backed. Each pole requires two banners.

6 Street Light Poles (12 – 4' x 5') \$1,500

12 Street Light Poles (24 – 4' x 5') \$2,700

18 Street Light Poles (36 – 4' x 5') \$3,600

Individual Street Light Poles (2 – 4' x 5') \$400

## READER BOARD BANNERS (UP TO 2 SPACES)

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

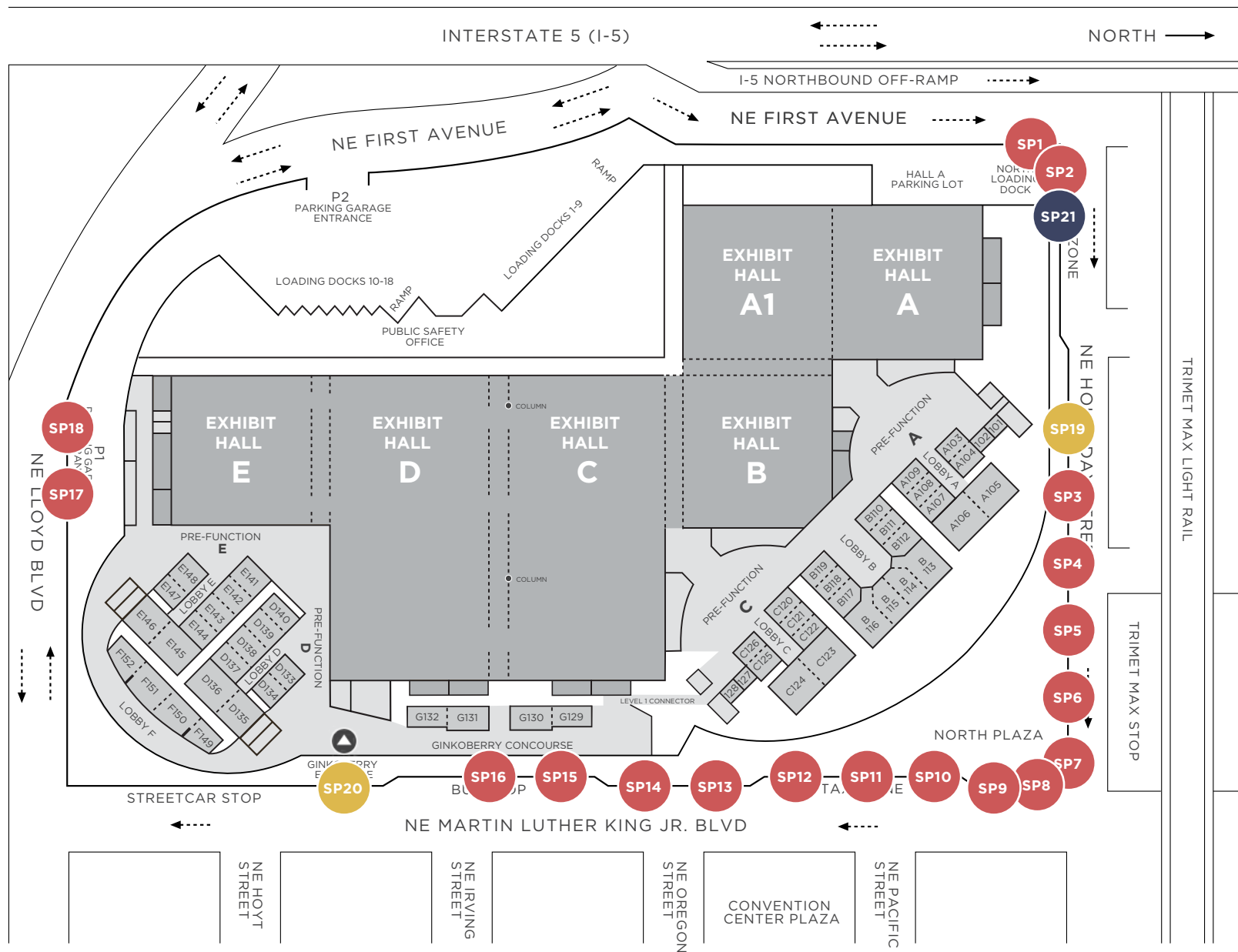
4' x 9'6" (must be double-sided) \$600 each

## SUPERSIZED BANNER (1 SPACE)

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

3' x 11'5" (must be double-sided) \$700

# OUTDOOR BANNER LOCATIONS





# INTERIOR BANNERS

Make a grand impression on your audience with larger-than-life visuals and maximize the WOW factor!

Interior banners are your first opportunity to connect attendees to your brand.



**SCAN HERE** to access a virtual tour of OCC's interior spaces.

[oregoncc.org/en/plan/floor-plans-and-facility-features](https://oregoncc.org/en/plan/floor-plans-and-facility-features)

PRE-FUNCTION C

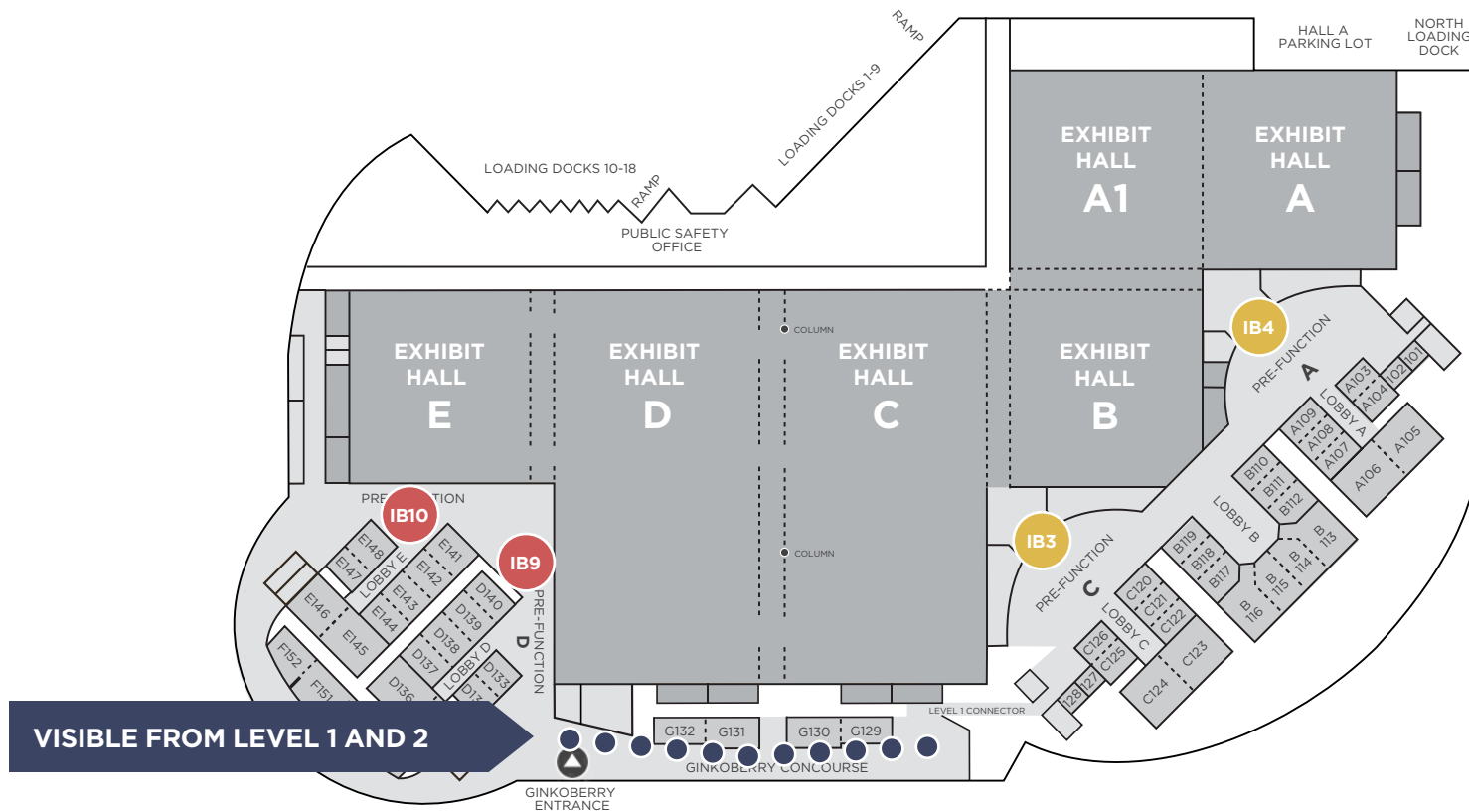


# INTERIOR BANNER RATES

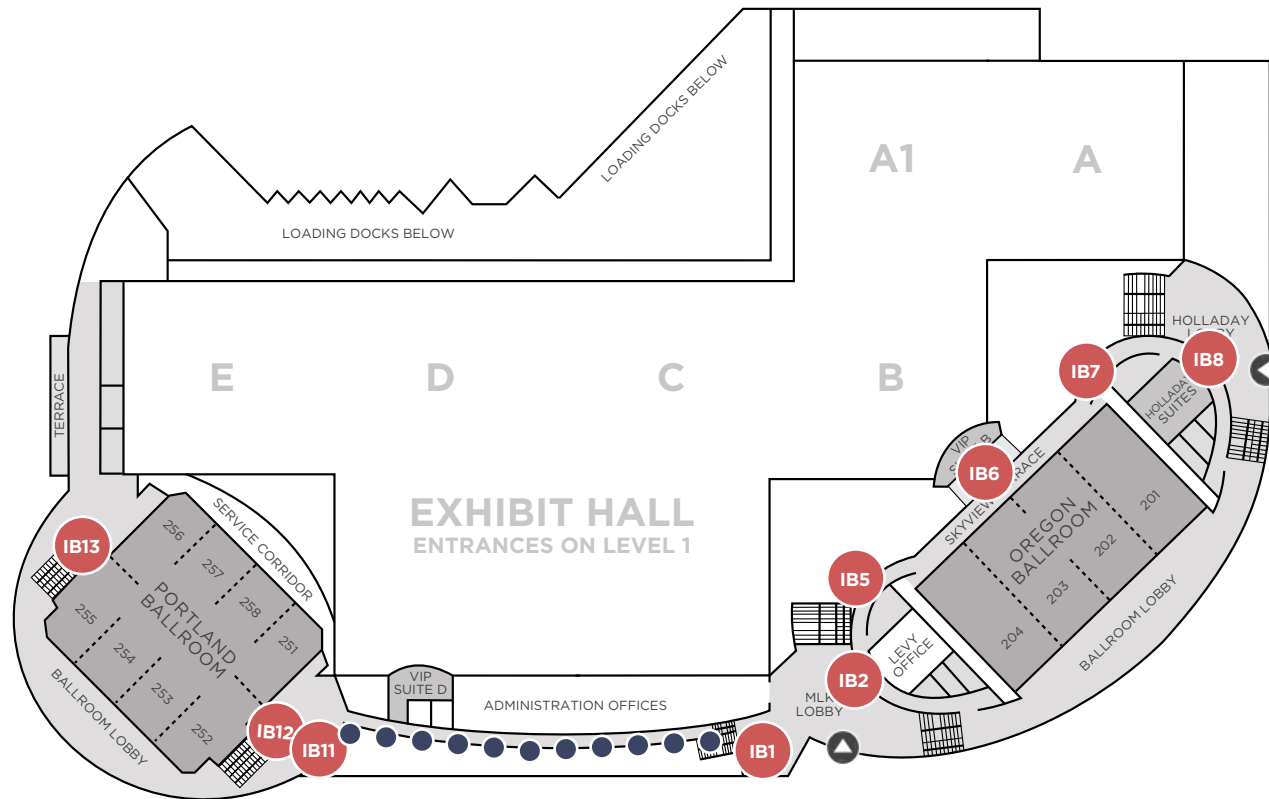
INTERIOR BANNERS (1-2 AND 5-13)	
Per area during run of show	\$500
PRE-FUNCTION C OR A BANNERS (3 AND 4)	
Per area during run of show	\$1,500
GINKOBERY CONCOURSE BANNERS (UP TO 11 BANNERS TOTAL)	
37” wide x 114” tall (must be double-sided)	
Entire area during run of show	\$1,500



# INTERIOR BANNER LOCATIONS ON LEVEL 1



# INTERIOR BANNER LOCATIONS ON LEVEL 2







## DIGITAL DISPLAYS

The OCC 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.



**SCAN HERE** to access a virtual tour of OCC's interior spaces.

[oregoncc.org/en/plan/floor-plans-and-facility-features](https://oregoncc.org/en/plan/floor-plans-and-facility-features)

# DIGITAL DISPLAY RATES AND EXAMPLES

## RATES

Up to six (6) images, per day. Audio is not supported on displays. All spots are 10 seconds with a max 60 second loop. The A, B, C, D, E meeting rooms have 55" digital displays at the locations on the diagram.

Per display, per day

\$250

### EXAMPLE



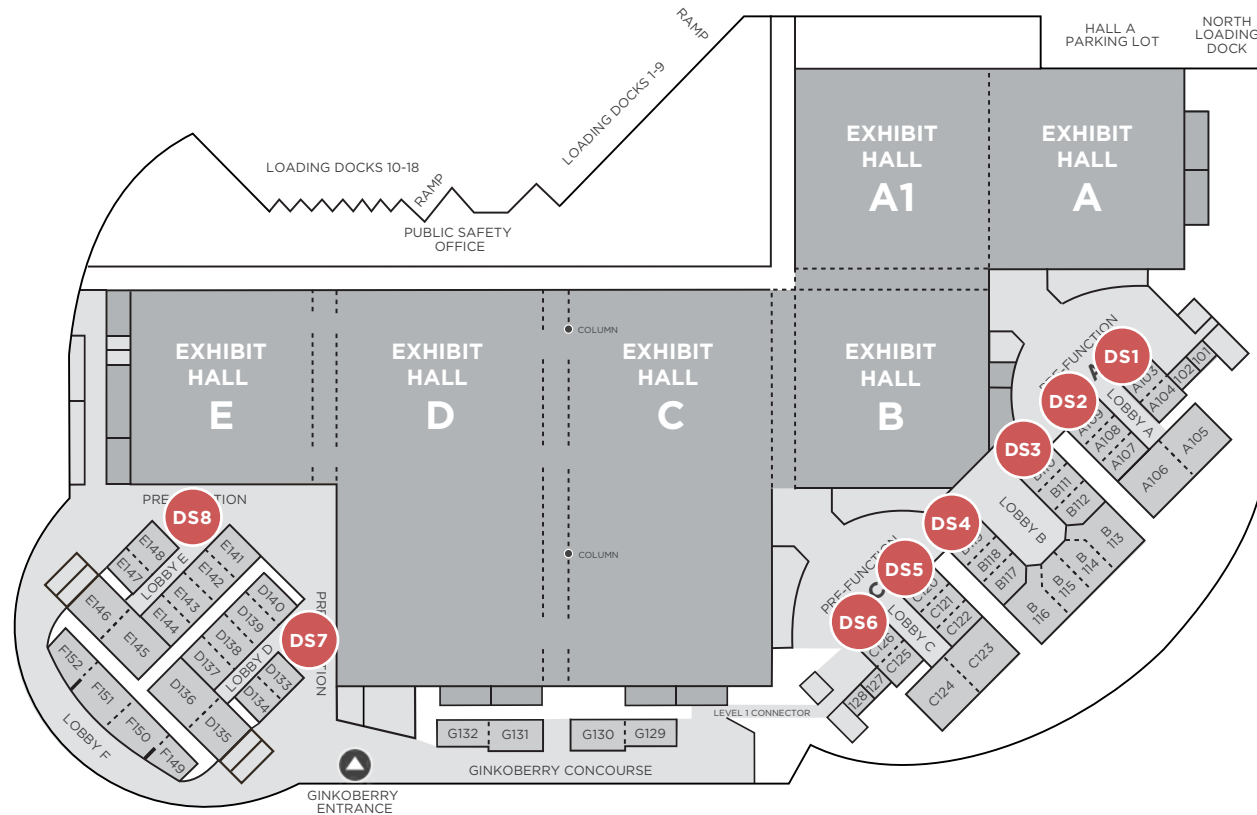
## WAYFINDING **DIGITAL DISPLAYS**

Clients who rent the entire building have the opportunity to add branding to the lower third of the OCC's wayfinding digital display screens. These screens are located near entrances, elevators, and escalators and show an expanded map of building levels.

Contact us for a quote!



# DIGITAL DISPLAY LOCATIONS







## WINDOW CLINGS

Eye catching views and prominent locations provide the perfect window of opportunity.

Use the window grids to create an interesting and diverse mosaic or create a large dramatic image across an entire window area. Utilizing window clings can help your event shine bright inside and out.



**SCAN HERE** to access a virtual tour of OCC's interior spaces.

[oregoncc.org/en/plan/floor-plans-and-facility-features](https://oregoncc.org/en/plan/floor-plans-and-facility-features)

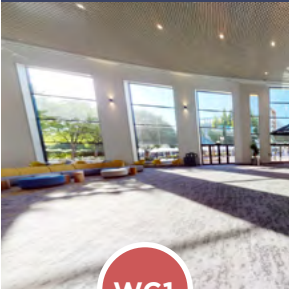
# WINDOW CLING RATES AND LOCATIONS

## RATES

Per location during run of show

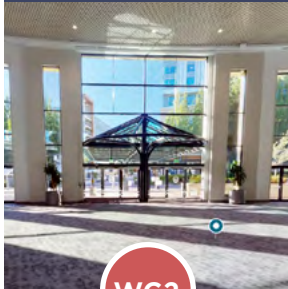
\$1,000

**HOLLADAY  
LOBBY WEST**  
ABOVE DOORS



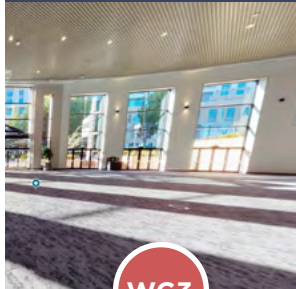
WC1

**HOLLADAY  
ENTRANCE**  
ABOVE DOORS



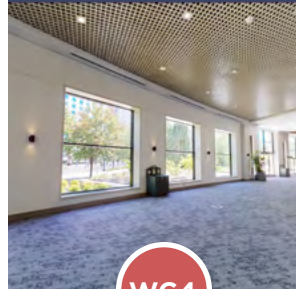
WC2

**HOLLADAY  
LOBBY EAST**  
ABOVE DOORS



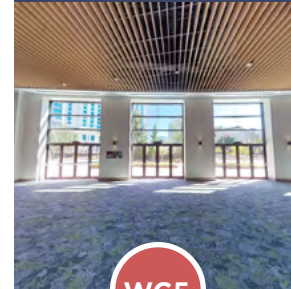
WC3

**OREGON  
BALLROOM  
TRANSITION**



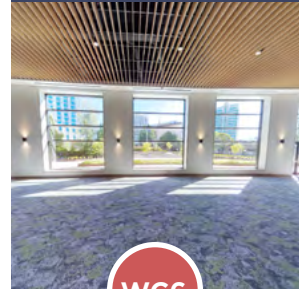
WC4

**OREGON  
BALLROOM 201**  
ABOVE DOORS



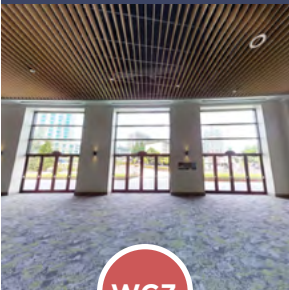
WC5

**OREGON  
BALLROOM  
LOBBY**



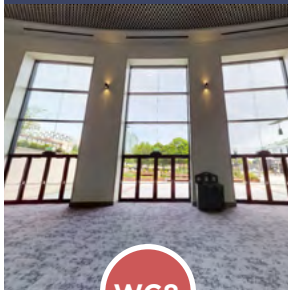
WC6

**OREGON  
BALLROOM 204**  
ABOVE DOORS



WC7

**MLK LOBBY  
NORTH**  
ABOVE DOORS



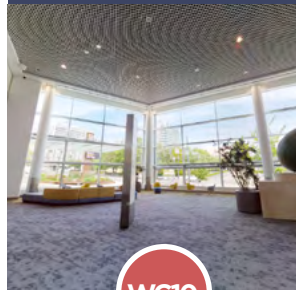
WC8

**MLK  
ENTRANCE**  
ABOVE DOORS



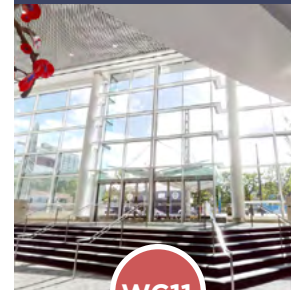
WC9

**MLK  
LOUNGE**  
NORTH AND EAST



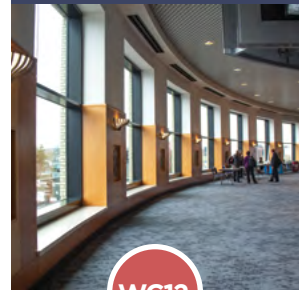
WC10

**GINKOBERY  
ENTRANCE**  
ABOVE DOORS



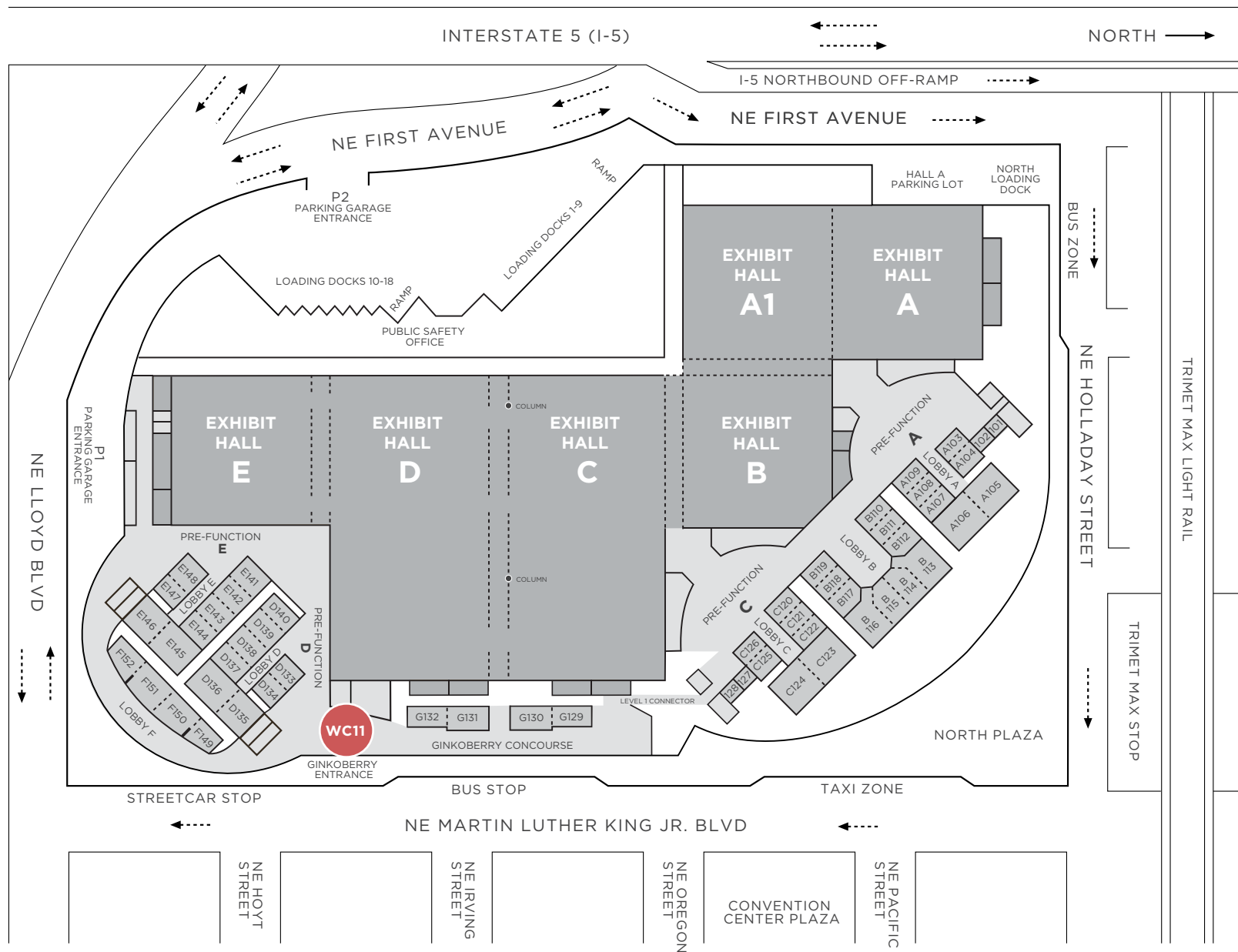
WC11

**PORTLAND  
BALLROOM  
LOBBY**



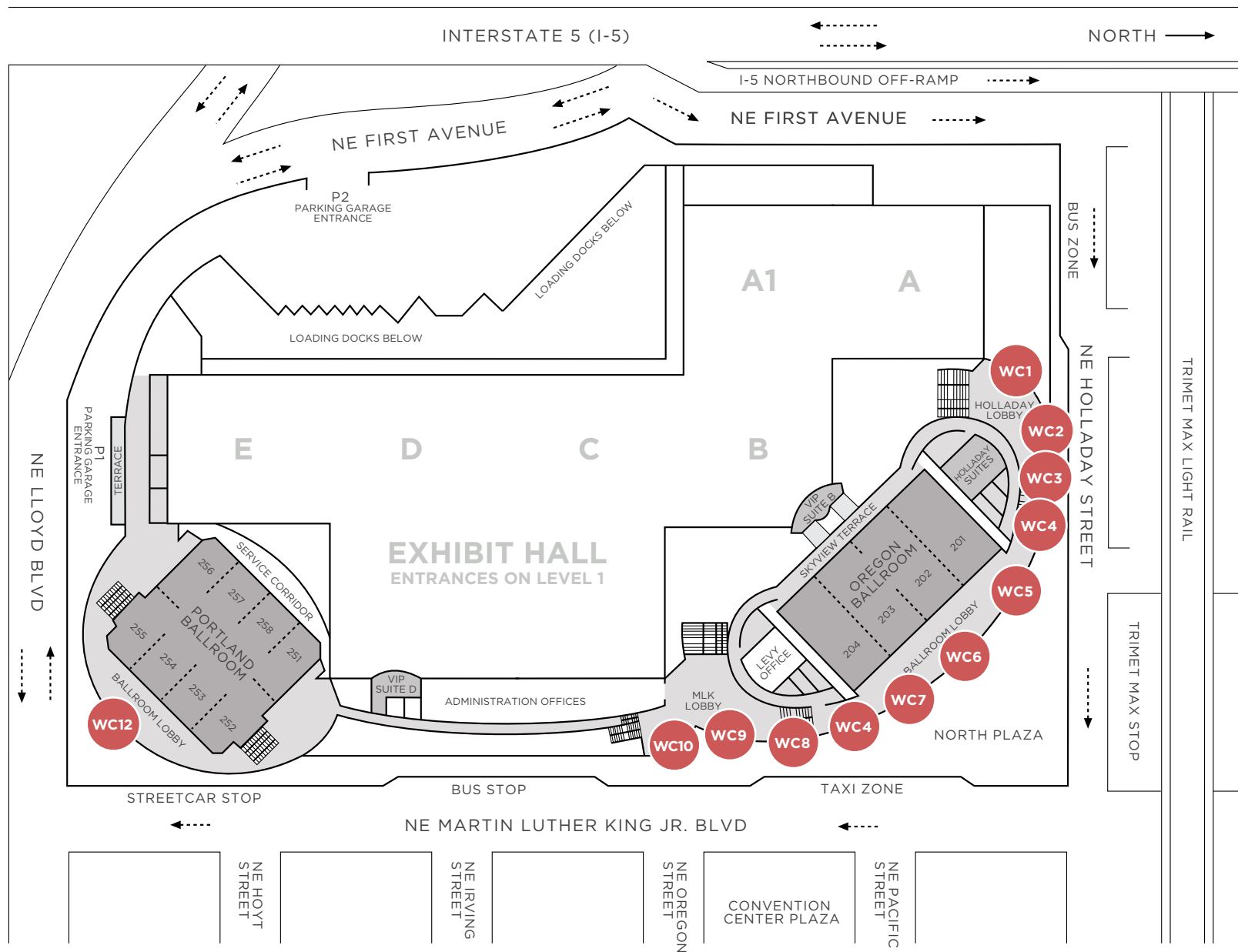
WC12

# WINDOW CLING LOCATIONS ON LEVEL 1





# WINDOW CLING LOCATIONS ON LEVEL 2

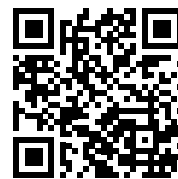




## RESTROOMS

Washing hands while singing “Happy Birthday” shouldn’t be the only option.

With 14 sets of restrooms throughout the building, mirror and stall clings are a unique opportunity to place your branding directly in front of an audience. Want to show them you really care? Add your own upgraded amenities for guests to use or take with them!



**SCAN HERE** to see online maps of OCC building features and guest amenities.

[oregoncc.org/en/attend/maps](https://oregoncc.org/en/attend/maps)

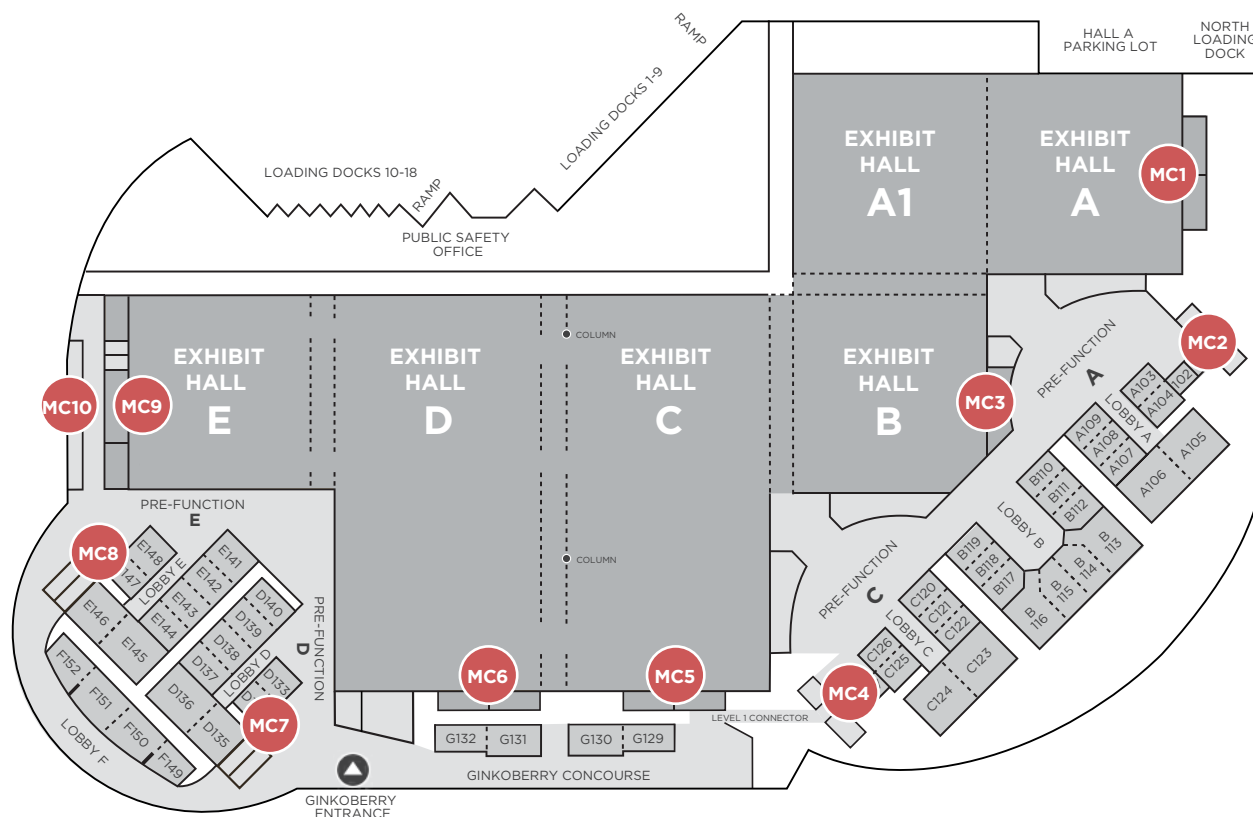
# RESTROOM RATES AND LOCATIONS ON LEVEL 1

## RATES

Rates include space for restroom mirror and/or stall clings, and additional client-managed amenities. Rates include both men's and women's restrooms in the same location. Single-user restrooms are not included.

Per location for run of show

\$1,000



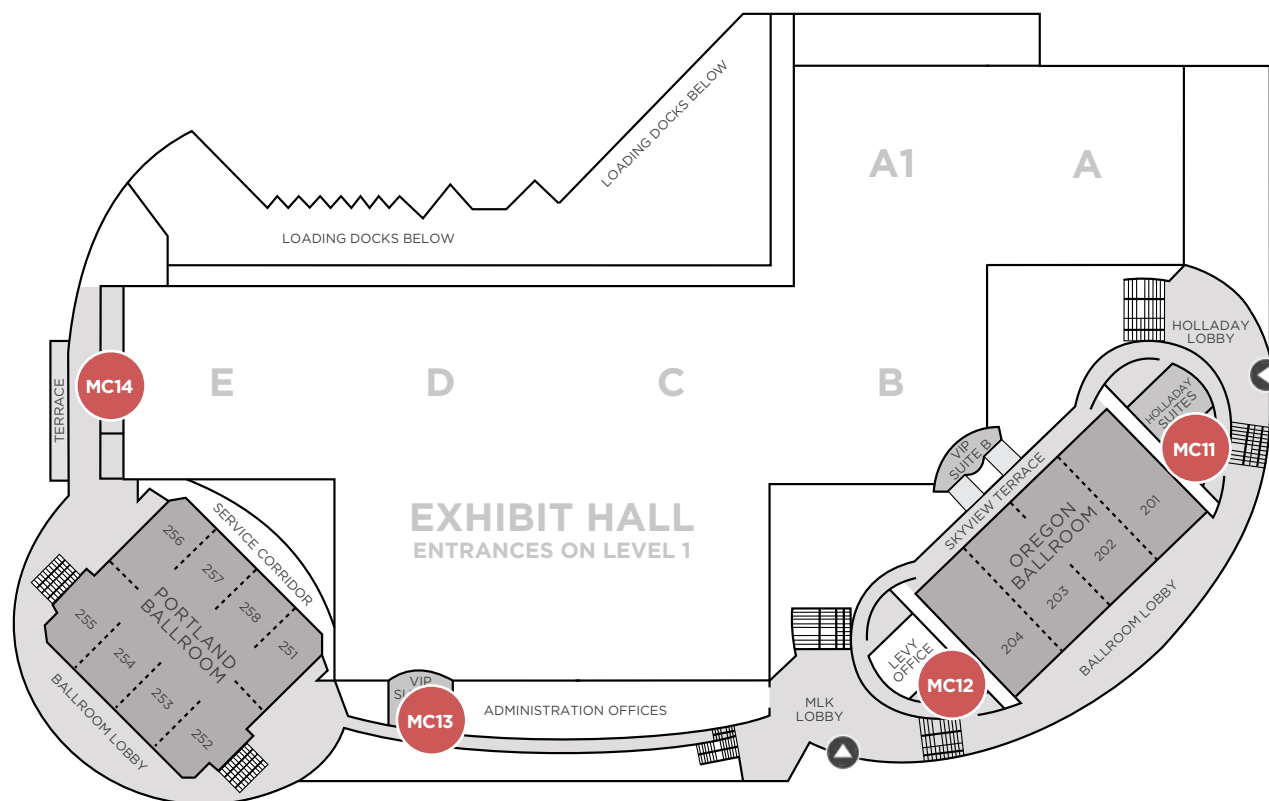
# RESTROOM LOCATIONS ON LEVEL 2

## RATES

Rates include space for restroom mirror and/or stall clings, and additional client-managed amenities. Rates include both men's and women's restrooms in the same location. Single-user restrooms are not included.

Per location for run of show

\$1,000







## LOCKER DECALS

Let your guests know that you've thought of everything - even where to store their stuff.

One of OCC's three locker banks can be found near each building entrance, making it easy for event attendees to arrive, store, and engage.



**SCAN HERE** to read more about OCC's guest experience and amenities inside the building.

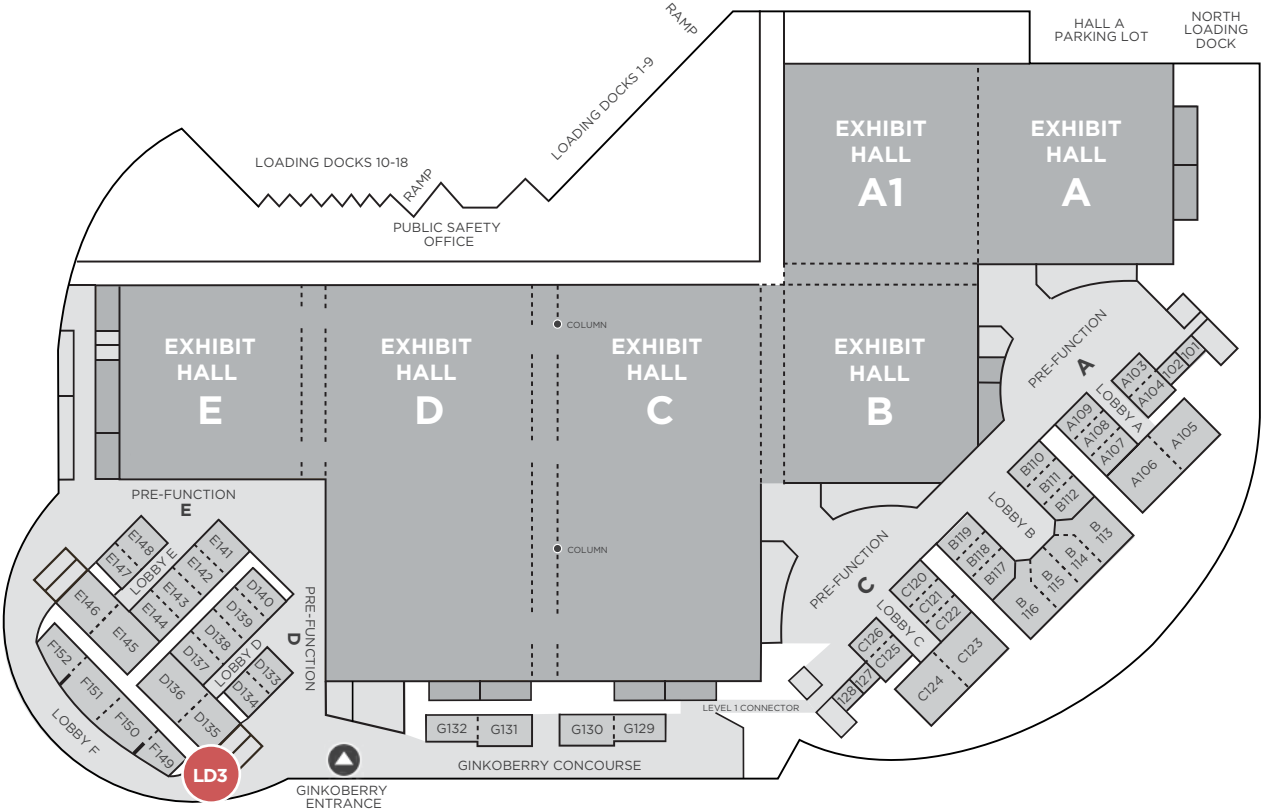
[oregoncc.org/en/attend/guest-services-amenities](https://oregoncc.org/en/attend/guest-services-amenities)

# LOCKER DECALS RATES AND LOCATIONS ON LEVEL 1

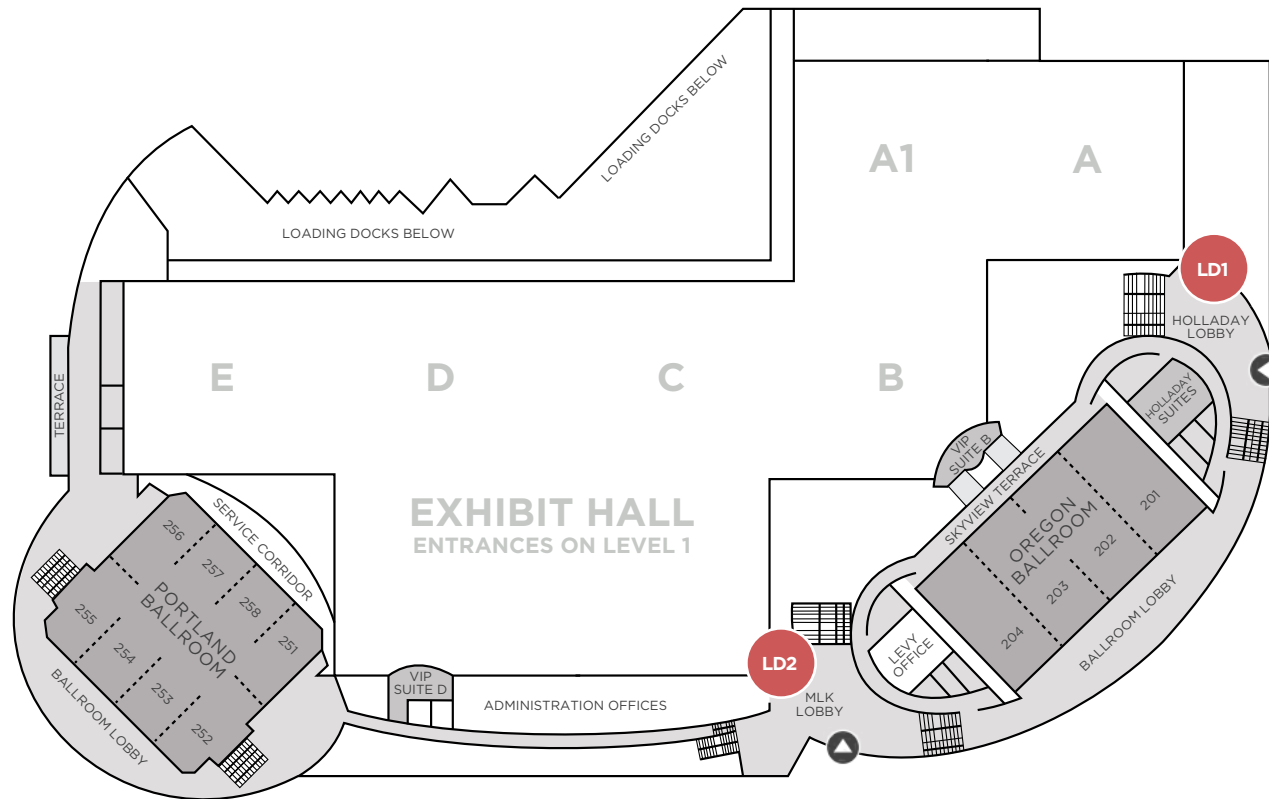
## RATES

The branding fee for the lockers also includes exclusive locker rental.

Rental and branding per location, per day \$500



# LOCKER DECALS LOCATIONS ON LEVEL 2

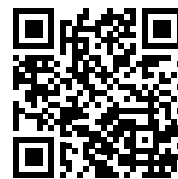




## ELEVATOR WRAPS

OCC's elevators are swift, but that still leaves a few moments to make a connection with folks after they push the button.

These unique sponsorship opportunities provide high visibility throughout the OCC for guests and attendees as they travel the building.



**SCAN HERE** to see online maps of OCC building features and guest amenities.

[oregoncc.org/en/attend/maps](https://oregoncc.org/en/attend/maps)





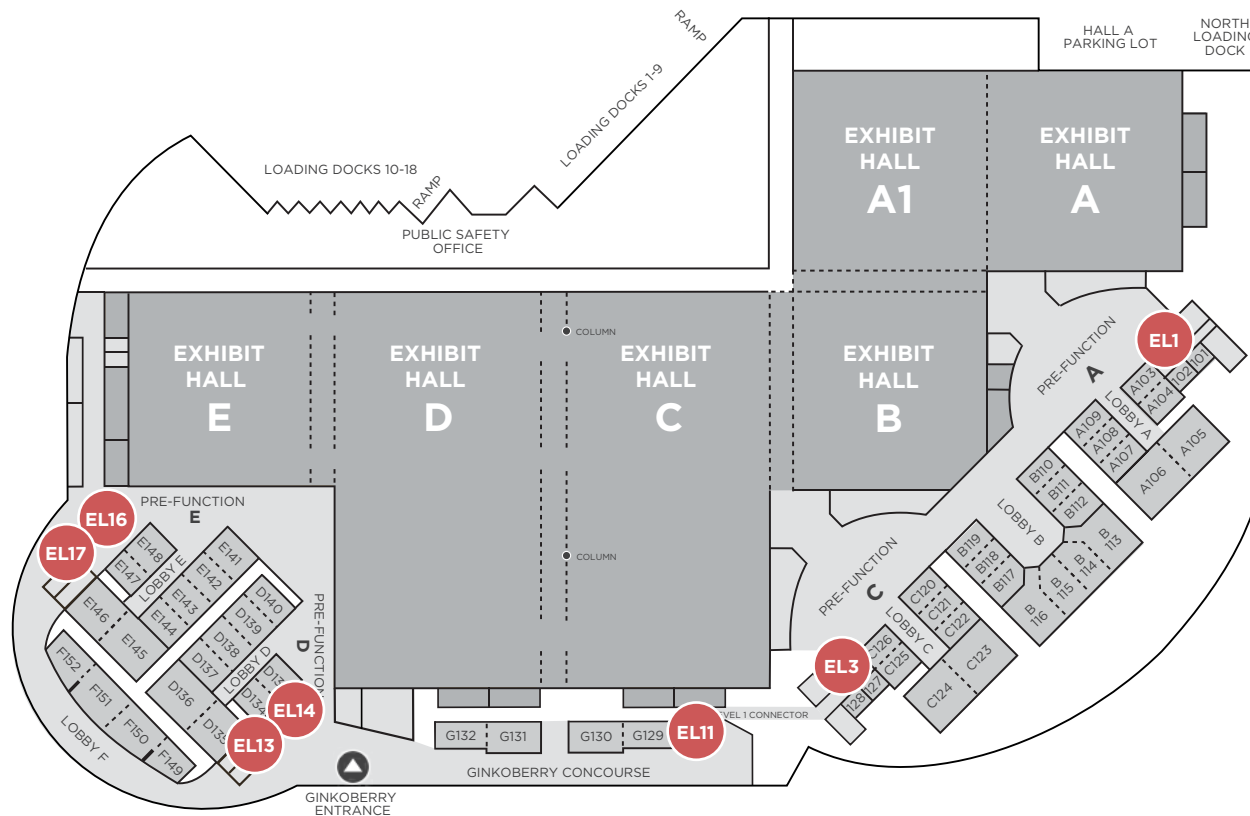
# ELEVATOR WRAP RATES AND LOCATIONS ON LEVEL 1

## RATES

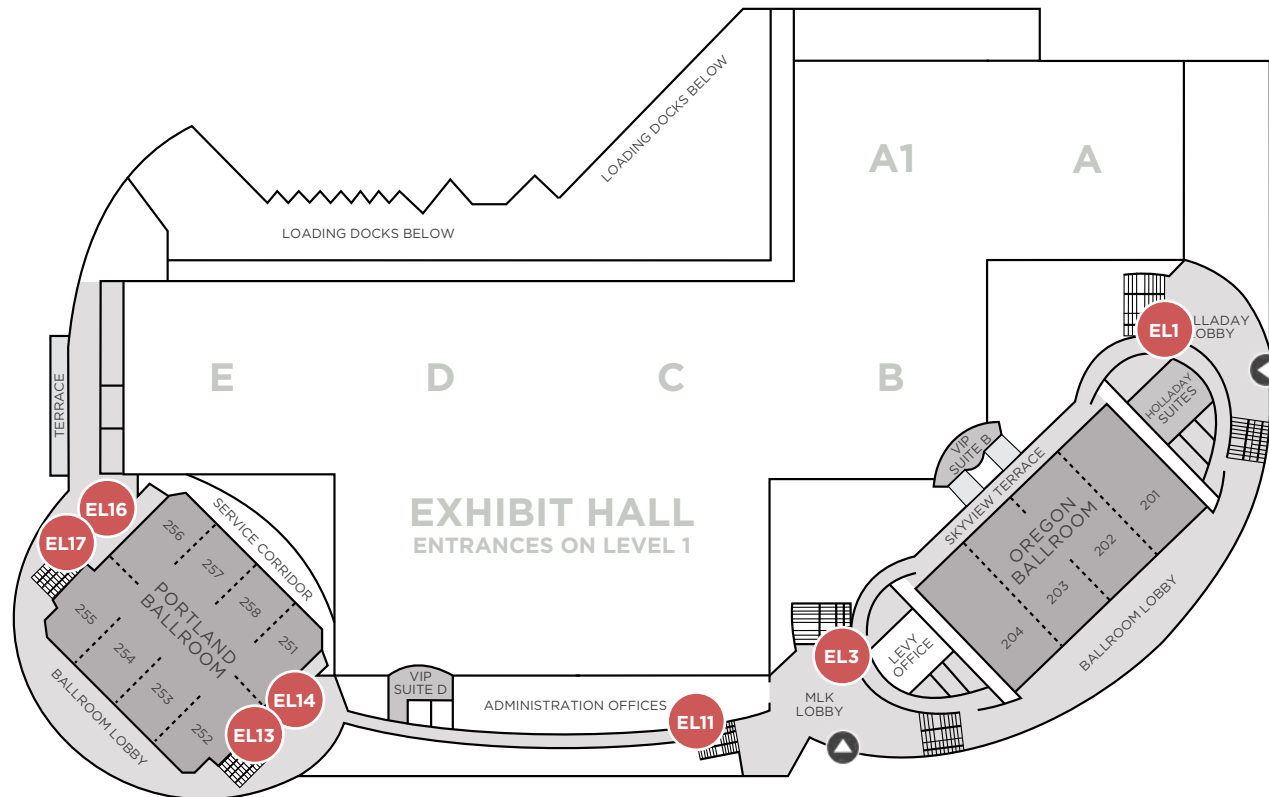
Elevators 1, 3, and 11 each stop on (three levels) Level 1 and 2, plus the Lobby. All other elevators stop on Level 1 and 2.

Per elevator car during run of show

\$1,000



## ELEVATOR WRAP LOCATIONS ON LEVEL 2

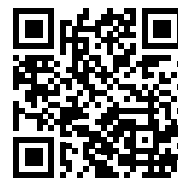




## ESCALATOR WRAPS

The trend for transportation touchpoints is going up!

These unique sponsorship opportunities provide high visibility throughout the OCC for guests and attendees as they travel the building.



**SCAN HERE** to see online maps of OCC building features and guest amenities.

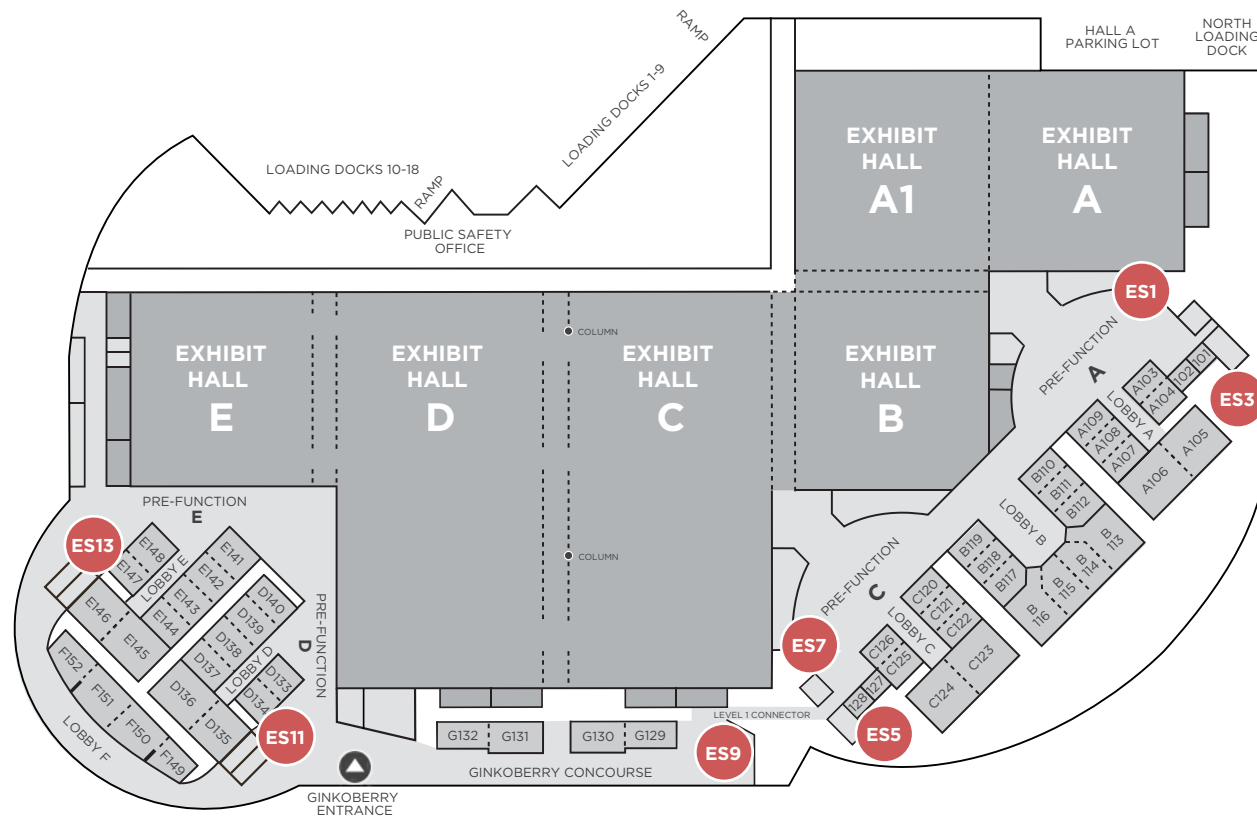
[oregoncc.org/en/attend/maps](https://oregoncc.org/en/attend/maps)

# ESCALATOR WRAP RATES AND LOCATIONS ON LEVEL 1

## RATES

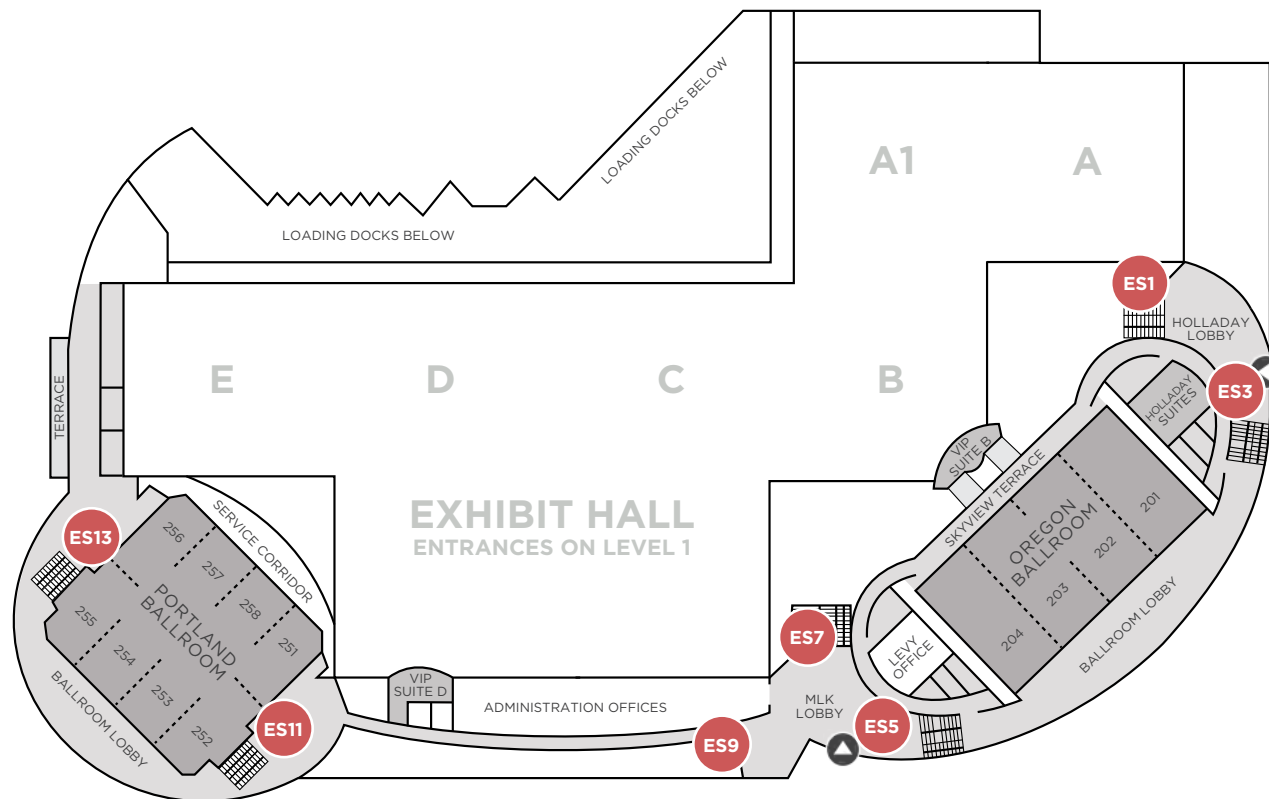
Per escalator bank during run of show

\$500



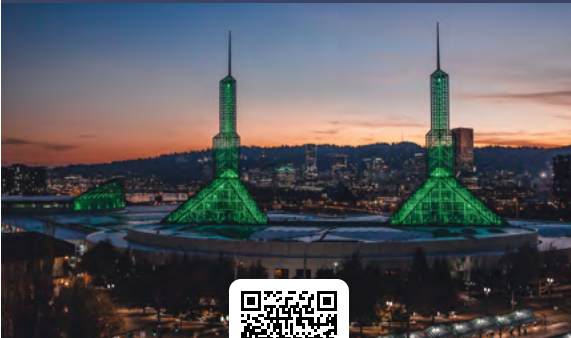


# ESCALATOR WRAP LOCATIONS ON LEVEL 2



# DIGITAL RESOURCES

## SPIRE AND CRESCENT LIGHTING



[youtu.be/g8Jqsa7QfKQ](https://youtu.be/g8Jqsa7QfKQ)

## OCC EXTERIOR VIA GOOGLE MAPS



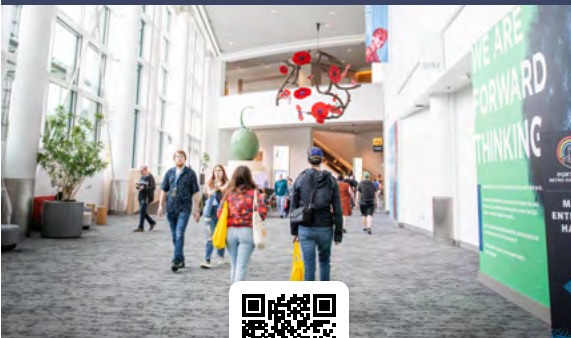
[maps.app.goo.gl/dHYYE1jtNt6DuiVx5](https://maps.app.goo.gl/dHYYE1jtNt6DuiVx5)

## OCC INTERIOR VIRTUAL TOUR



[oregoncc.org/en/360virtualtour](https://oregoncc.org/en/360virtualtour)

## MAPS OF GUEST AMENITIES



[oregoncc.org/en/attend/maps](https://oregoncc.org/en/attend/maps)

## MARKETING AND BRANDING AT OCC



[oregoncc.org/en/branding](https://oregoncc.org/en/branding)

## SUSTAINABILITY AT OCC



[oregoncc.org/en/about/sustainability](https://oregoncc.org/en/about/sustainability)

Contact us to discuss how we can help you brand  
your event at the **Oregon Convention Center.**





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UPDATED MAY 2024

**OREGON** Oregon  
Convention  
Center

1-800-791-2250 | 503-235-7575  
sales@oregoncc.org  
oregoncc.org