



Living
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BRANDING **OPPORTUNITIES** GUIDE

We are not just a venue.

We are host to the imaginations that can transform the world.

We are not the answer.

WE'RE A CATALYST.

We Inspire. Defend. Welcome. Arouse. Awaken. Propose. Provoke.

We are made up of your doings and feelings. Your actions and reactions.

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.

This is where ideas take hold and move.

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 this document. However, no warranties, either expressed or implied, are made. It is the sole responsibility of the client to physically inspect the 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. Clients are responsible for producing their own branded materials according to published specifications, verifying measurements, and coordinating 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 demo of OCC's
spire and crescent lighting.

[oregoncc.org/plan/spire-lighting-
inquiry](https://oregoncc.org/plan/spire-lighting-inquiry)

SPIRE AND CRESCENT LIGHTING RATES

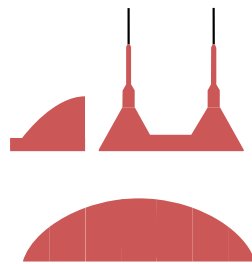
Per Day Rates

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.

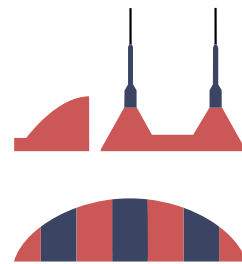
Single static color (A) \$500

Two or three static colors (B or C) \$750

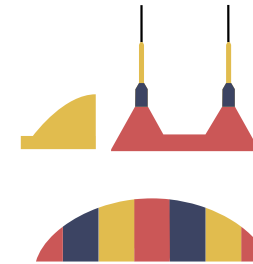
Two or three looping colors (D, E, F, or G) \$1,000



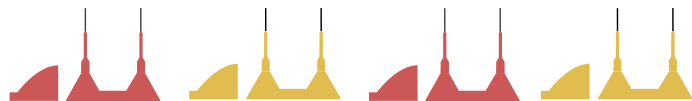
Single Static Color (A)



Two Static Colors (B)

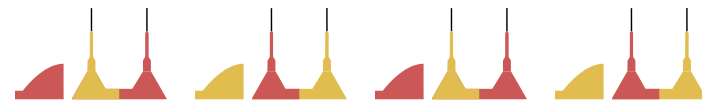


Three Static Colors (C)



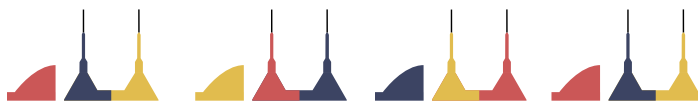
Two Looping Colors (D)

(minimum 10 second hold time)



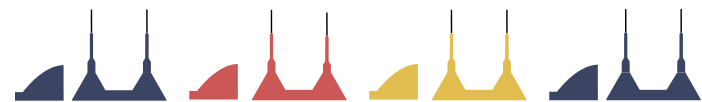
Two Looping Colors (E)

(minimum 10 second hold time)



Three Looping Colors (F)

(minimum 10 second hold time)



Three Looping Colors (G)

(minimum 10 second hold time)



OUTDOOR BANNERS

Connect with your audience where they work, shop, travel, and gather.

Take advantage of exclusive banner opportunities on the street light poles surrounding OCC. Positioned along key transit corridors, these banners reach more than 30,000 people moving through the district via MAX Light Rail, Portland Streetcar, bus lines, and pedestrian traffic.



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)

Each pole requires two banners placed back-to-back.

6 Street Poles (12 banners at 4' x 5')	\$1,500
12 Street Poles (24 banners at 4' x 5')	\$2,700
18 Street Poles (36 banners at 4' x 5')	\$3,600
Individual Street Poles (2 banners at 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.

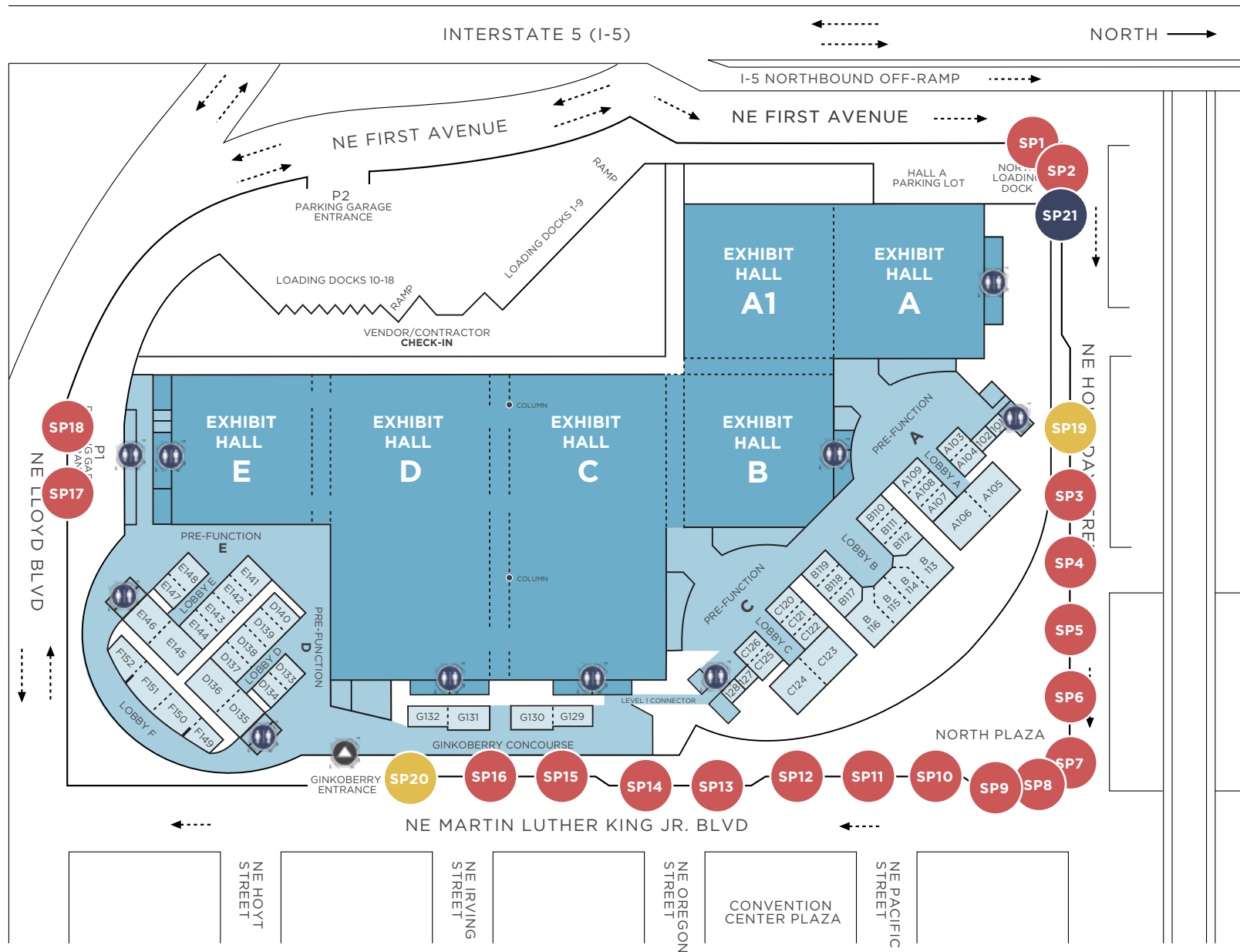
4' x 9' 6" (must be double-sided)	\$600 each
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Supersized Banner (1 space)

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

13' x 11' 5" (must be double-sided)	\$700
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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/plan/explore-occ

INTERIOR BANNER RATES

Interior Banners (1 to 2, and 5 to 13)

Per area during run of show \$500

Pre-Function C or A Banners (3 and 4)

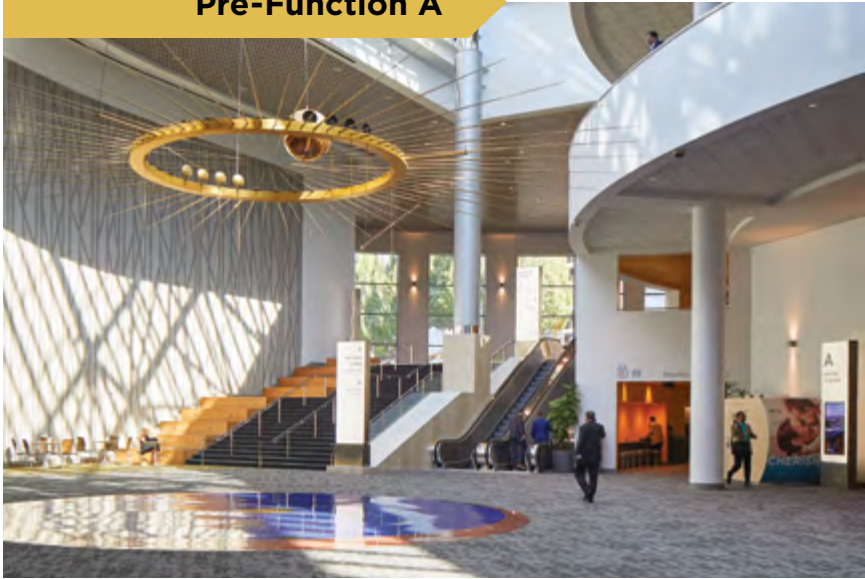
Per area during run of show \$1,500

Ginkoberry Concourse Banners (up to 11 banners total)

37" wide x 114" tall (must be double-sided)

Entire area during run of show \$1,500

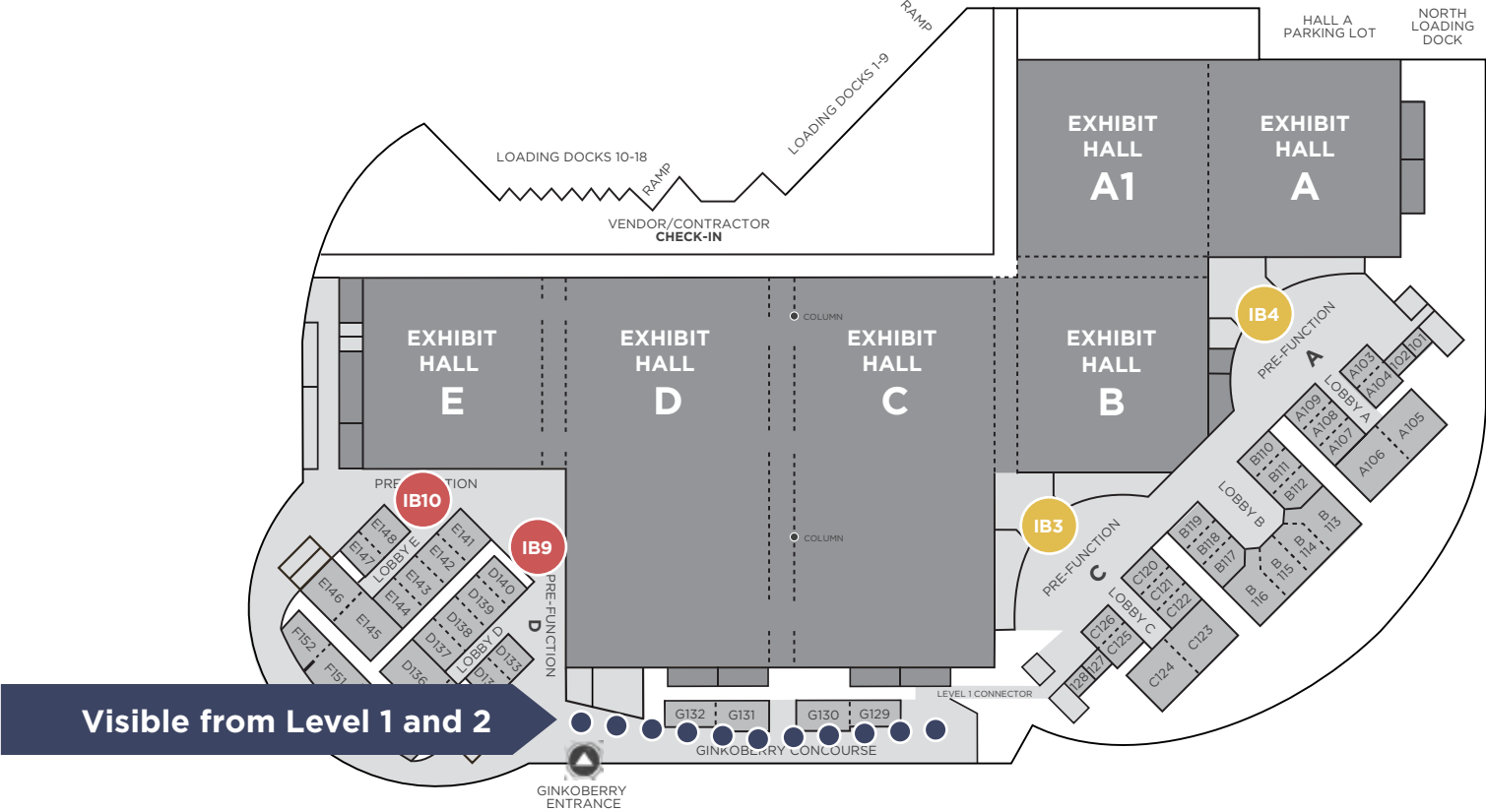
Pre-Function A



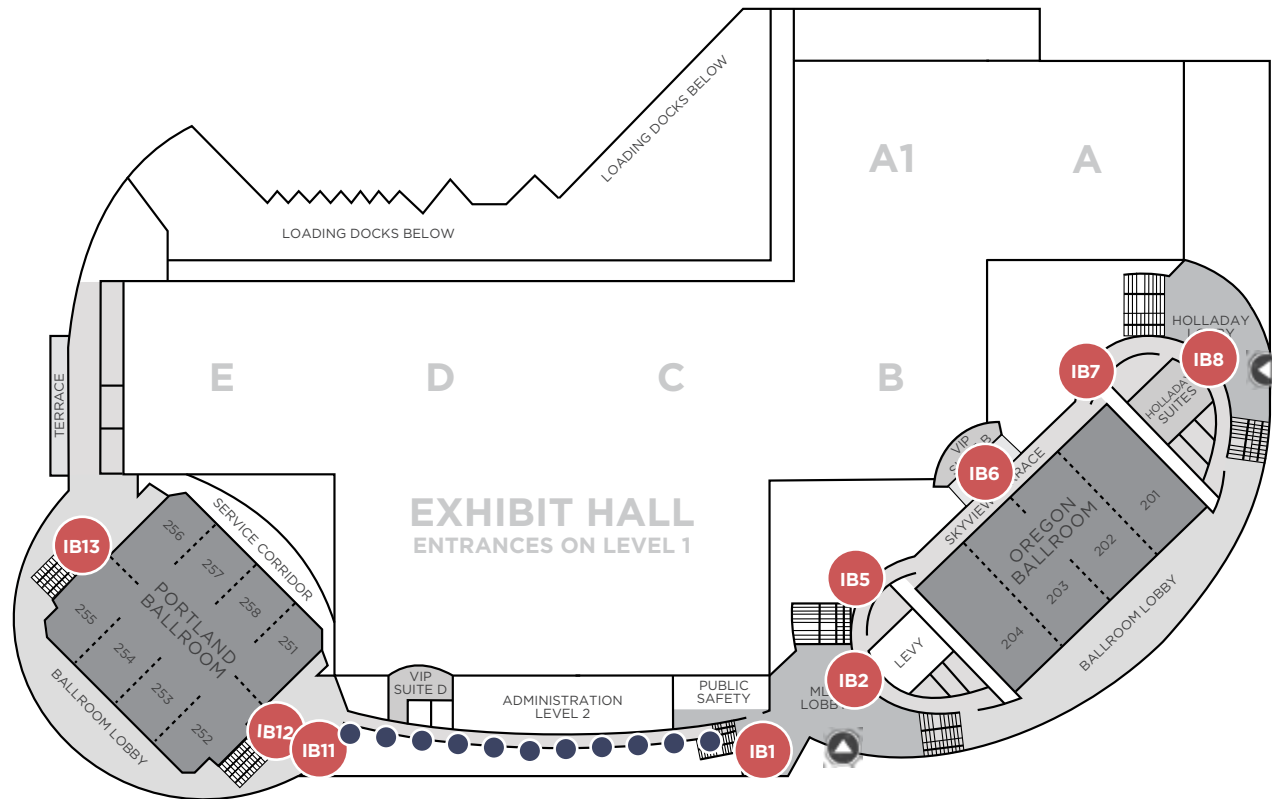
Ginkoberry Concourse



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/plan/explore-occ

DIGITAL DISPLAY RATES AND EXAMPLES

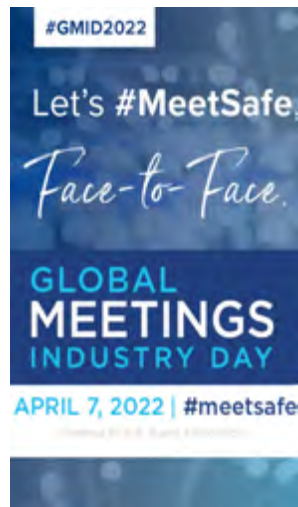
Rates

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



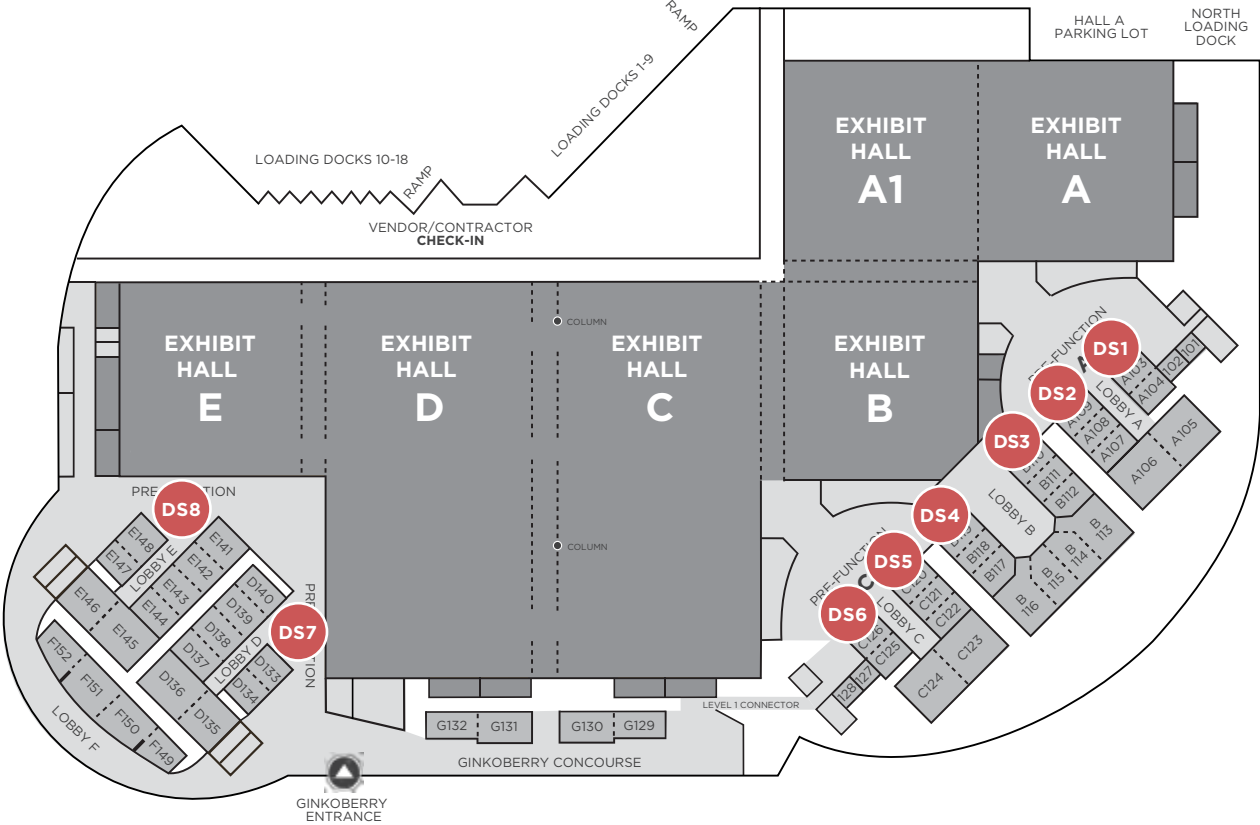
WAYFINDING **DIGITAL DISPLAYS**

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/plan/explore-occ

WINDOW CLING RATES AND LOCATIONS

Rates

Per location during run of show

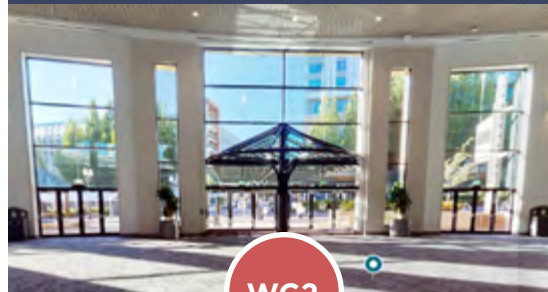
\$1,000

Holladay Lobby West
above doors



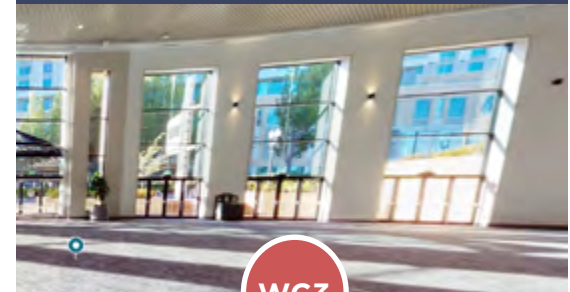
WC1

Holladay Entrance
above doors



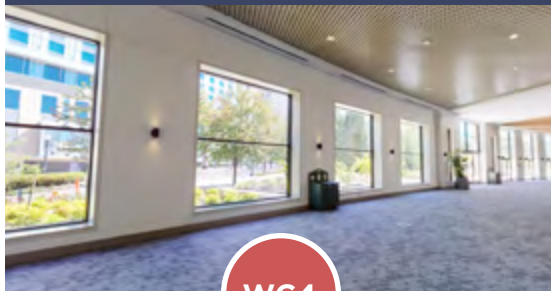
WC2

Holladay Lobby East
above doors



WC3

Oregon Ballroom Transition
North and South (set of two)



WC4

Oregon Ballroom 201
above doors



WC5

Oregon Ballroom Lobby



WC6

WINDOW CLING RATES AND LOCATIONS

Rates

Per location during run of show

\$1,000

Oregon Ballroom 204
above doors



WC7

MLK Lobby North
above doors



WC8

MLK Entrance
above doors



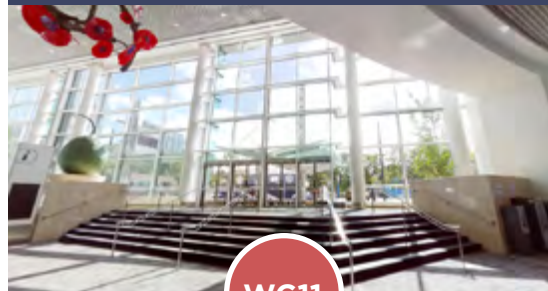
WC9

MLK Lounge
North and East



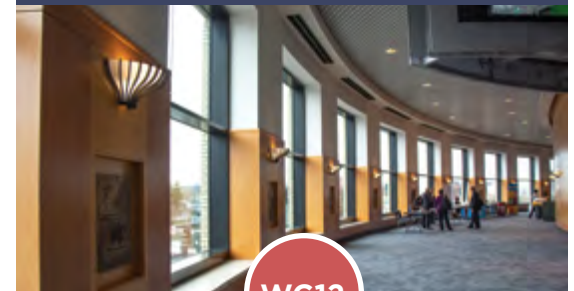
WC10

Ginkoberry Entrance
above doors



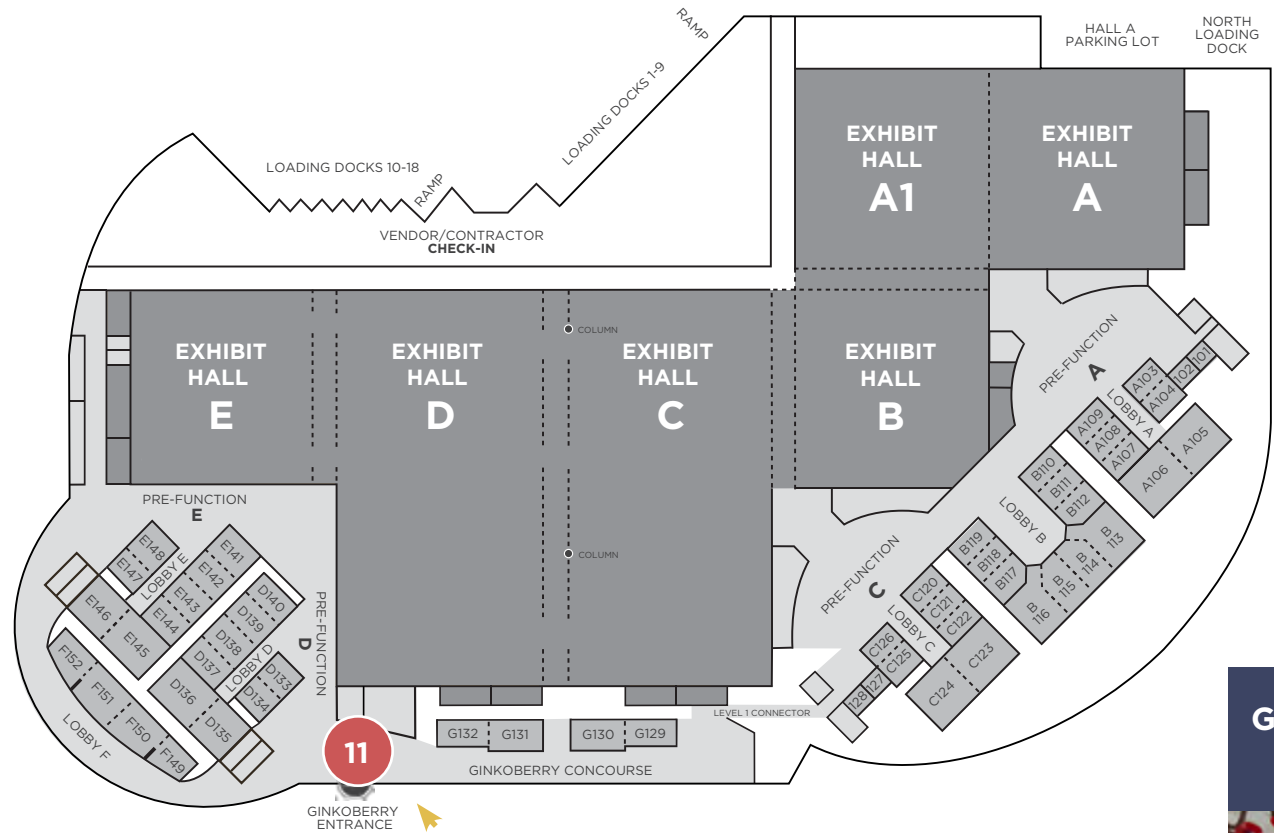
WC11

Portland Ballroom Lobby

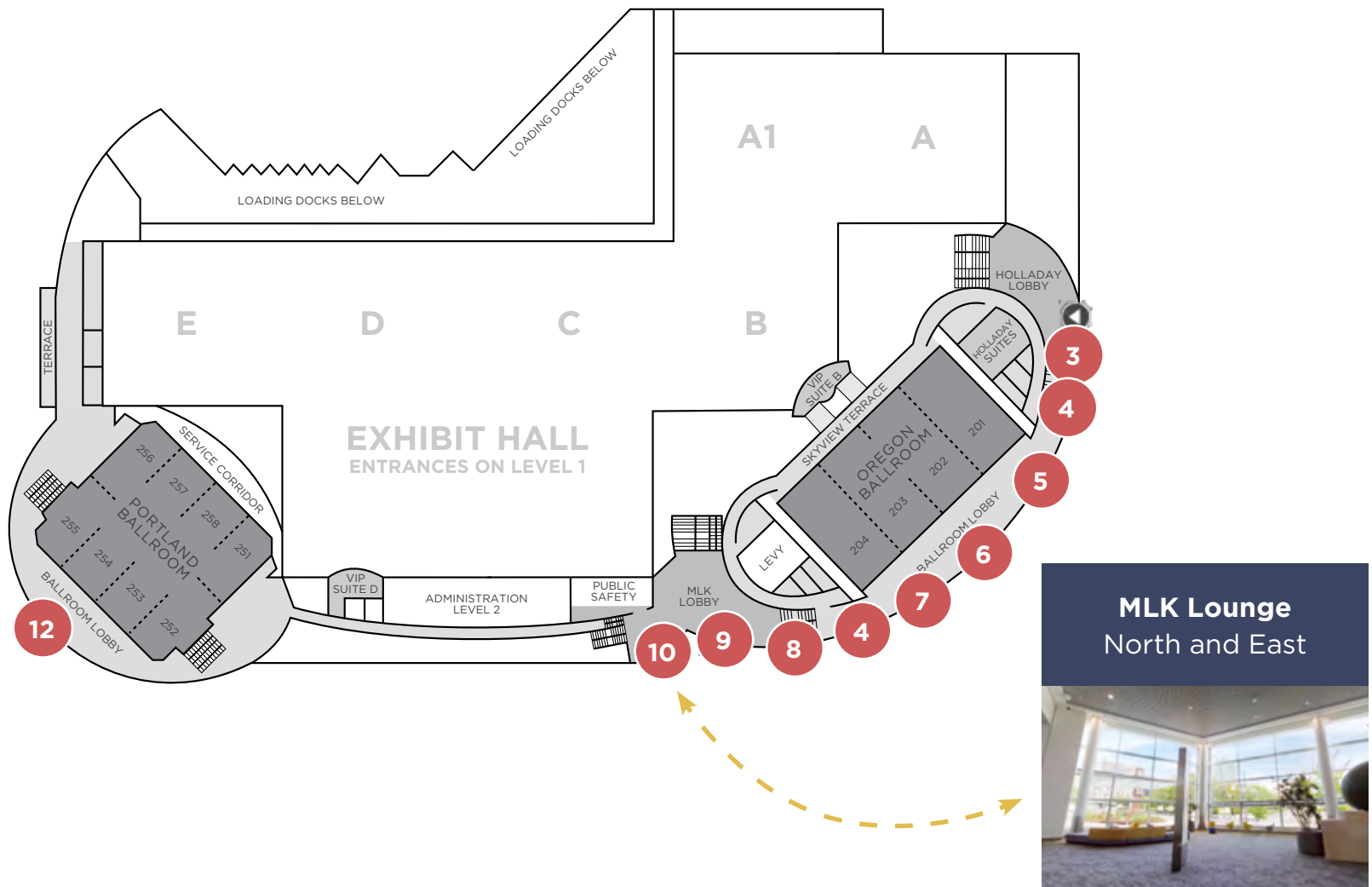


WC12

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/attend/maps

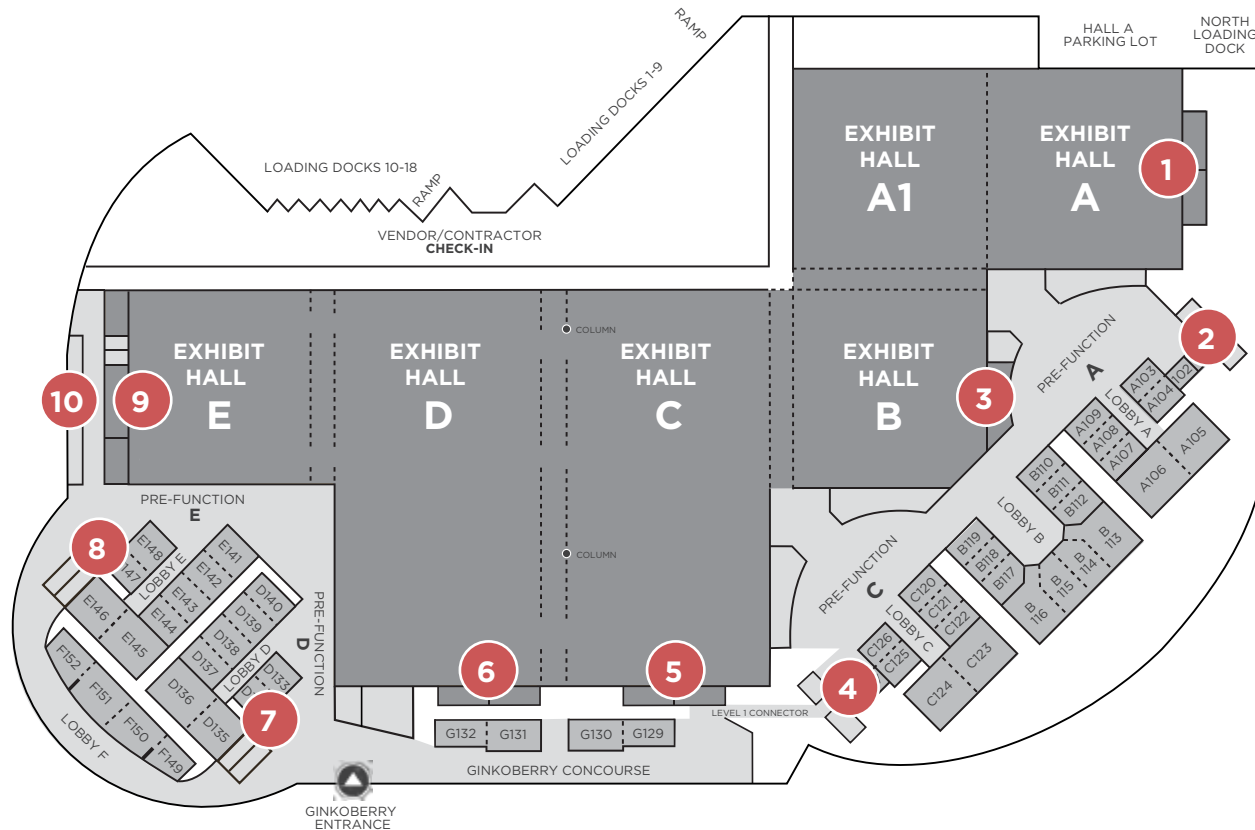
RESTROOM RATES AND LOCATIONS ON LEVEL 1

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



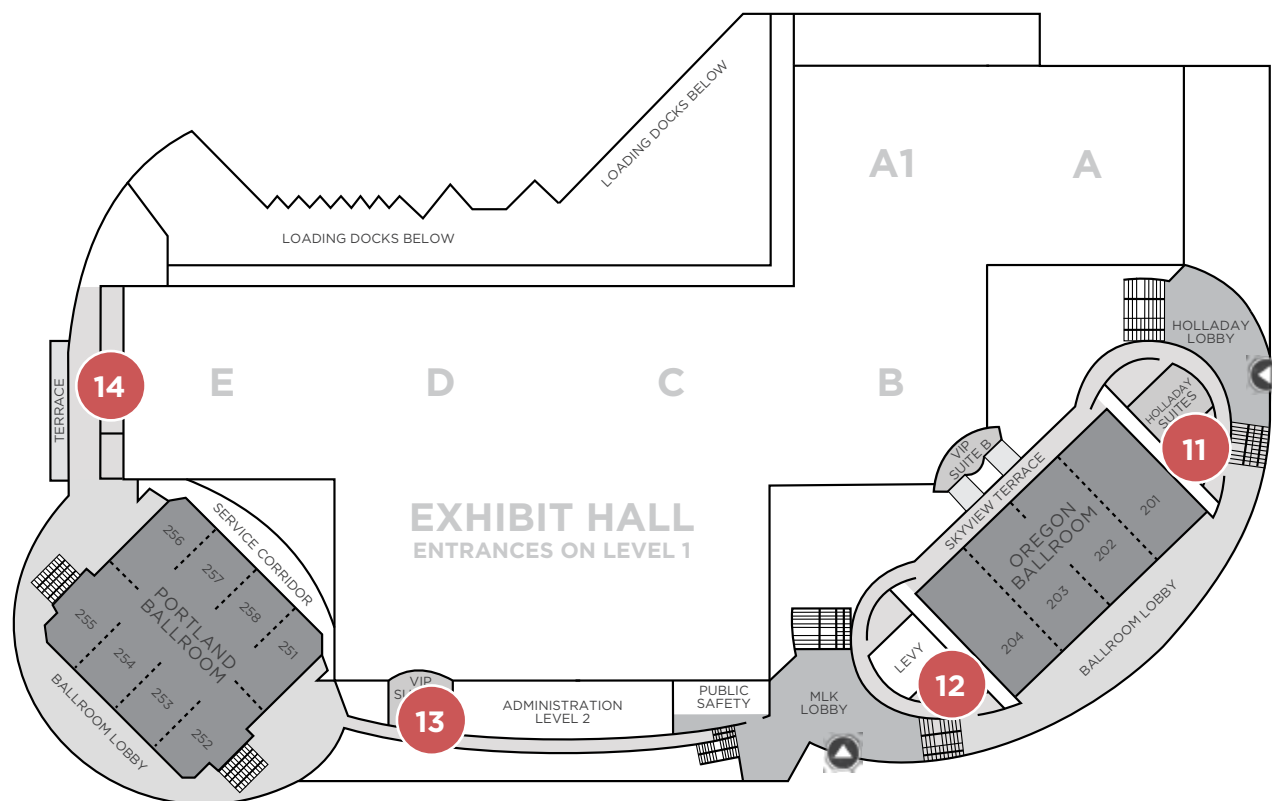
RESTROOM LOCATIONS ON LEVEL 2

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/know

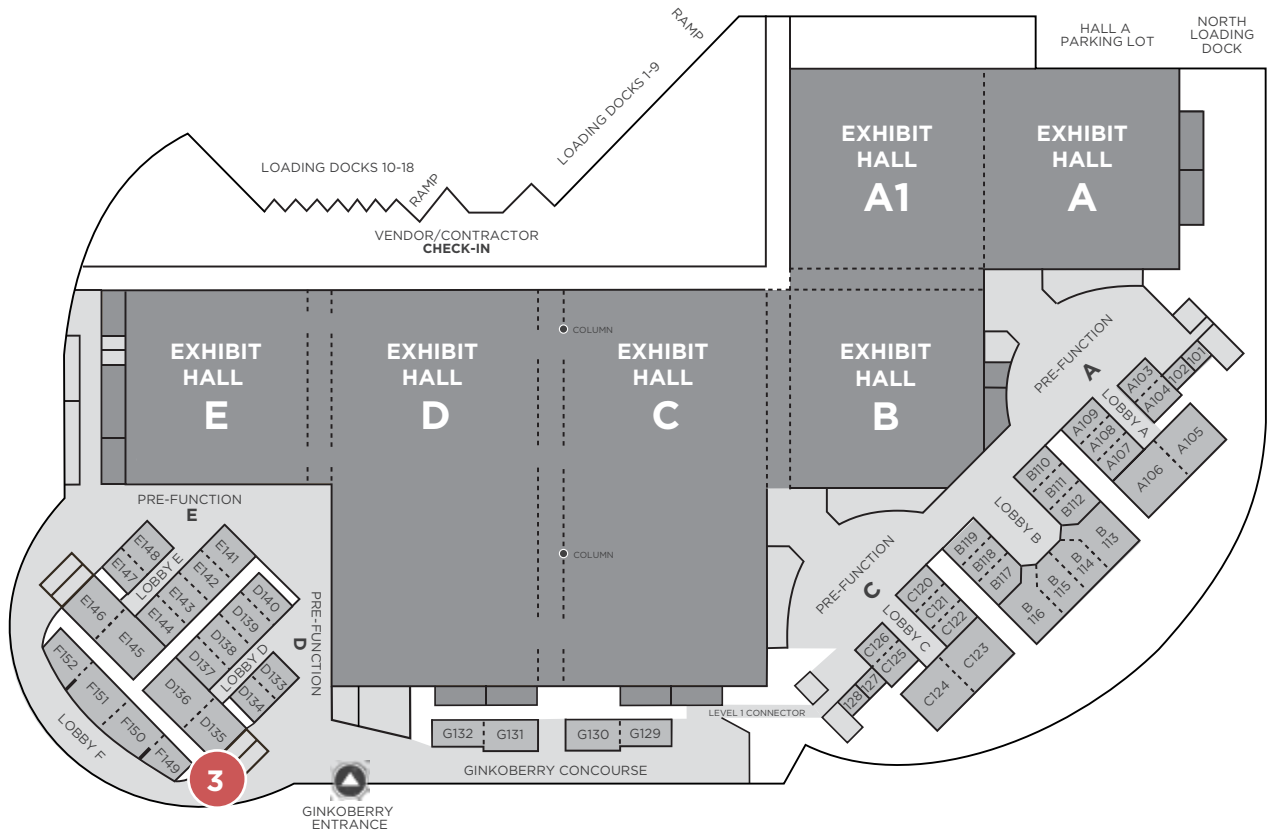
LOCKER DECALS RATES AND LOCATIONS ON LEVEL 1

Rates

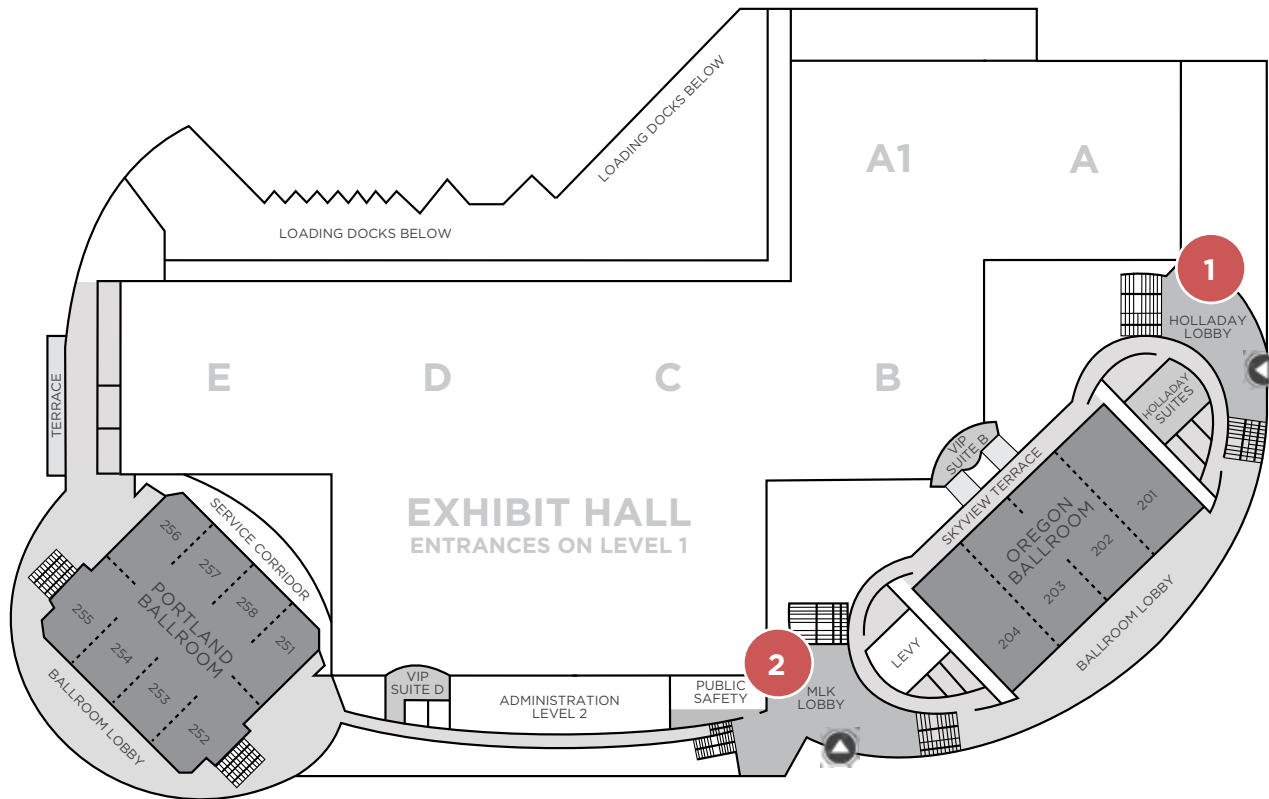
The branding fee for the lockers also includes exclusive locker rental.

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/attend/maps



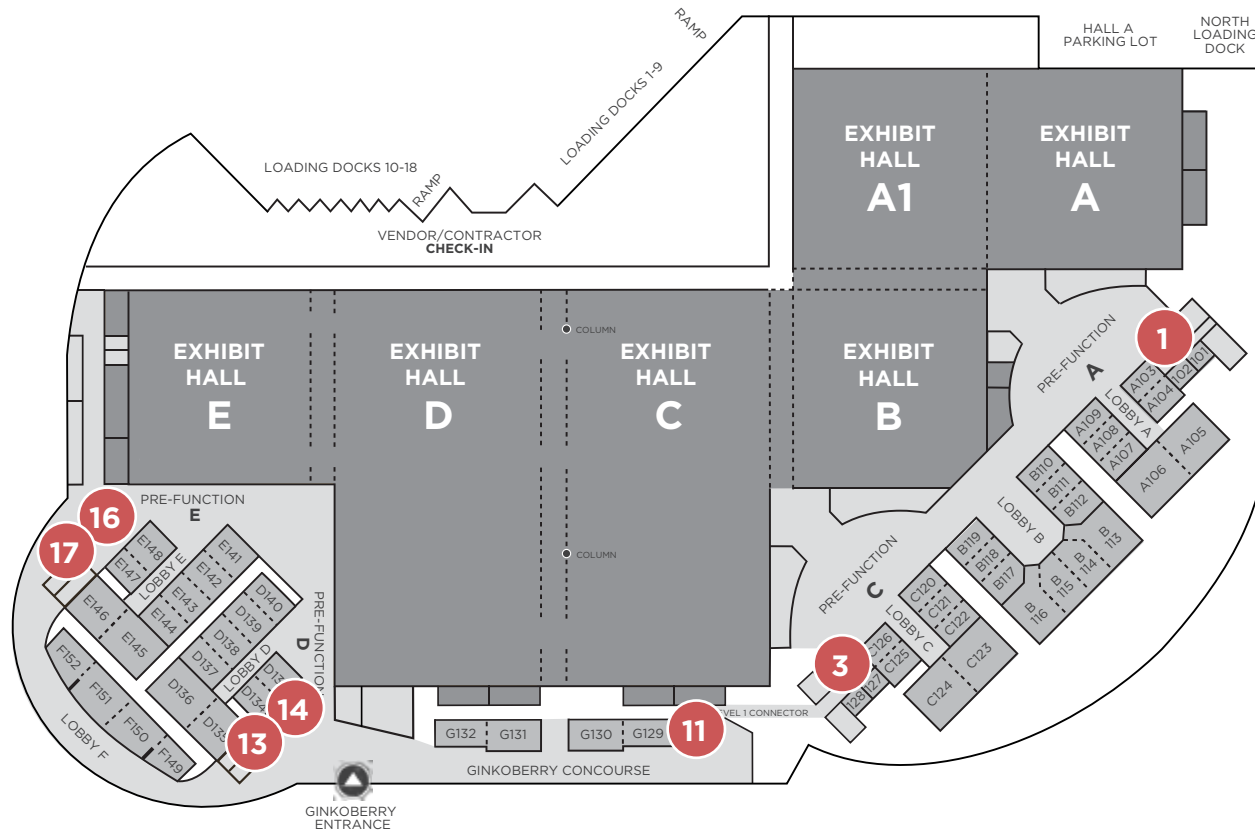
ELEVATOR WRAP RATES AND LOCATIONS ON LEVEL 1

Rates

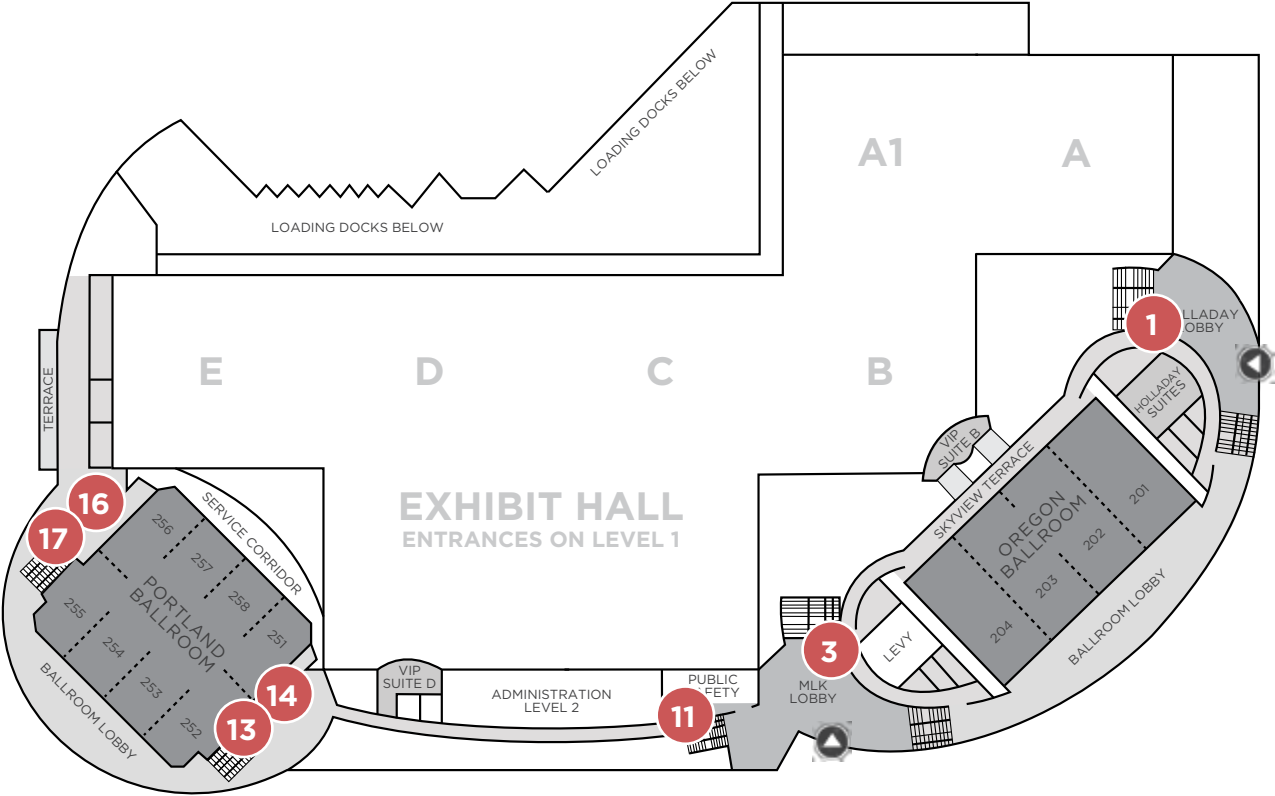
Elevators 1, 3, and 11 each stop on all three levels; Level 1 and 2, plus the Lobby Level. All other elevators stop on Level 1 and 2.

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.

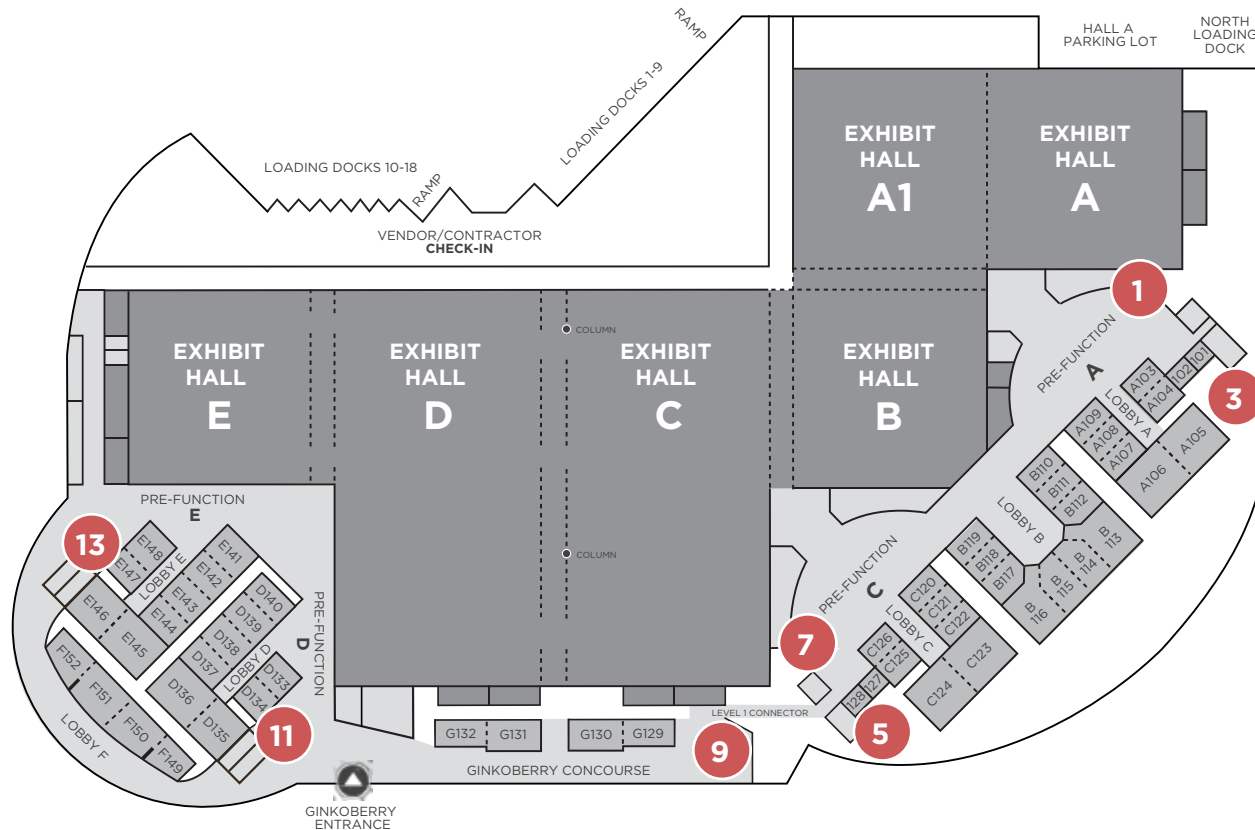
oregoncc.org/attend/maps

ESCALATOR WRAP RATES AND LOCATIONS ON LEVEL 1

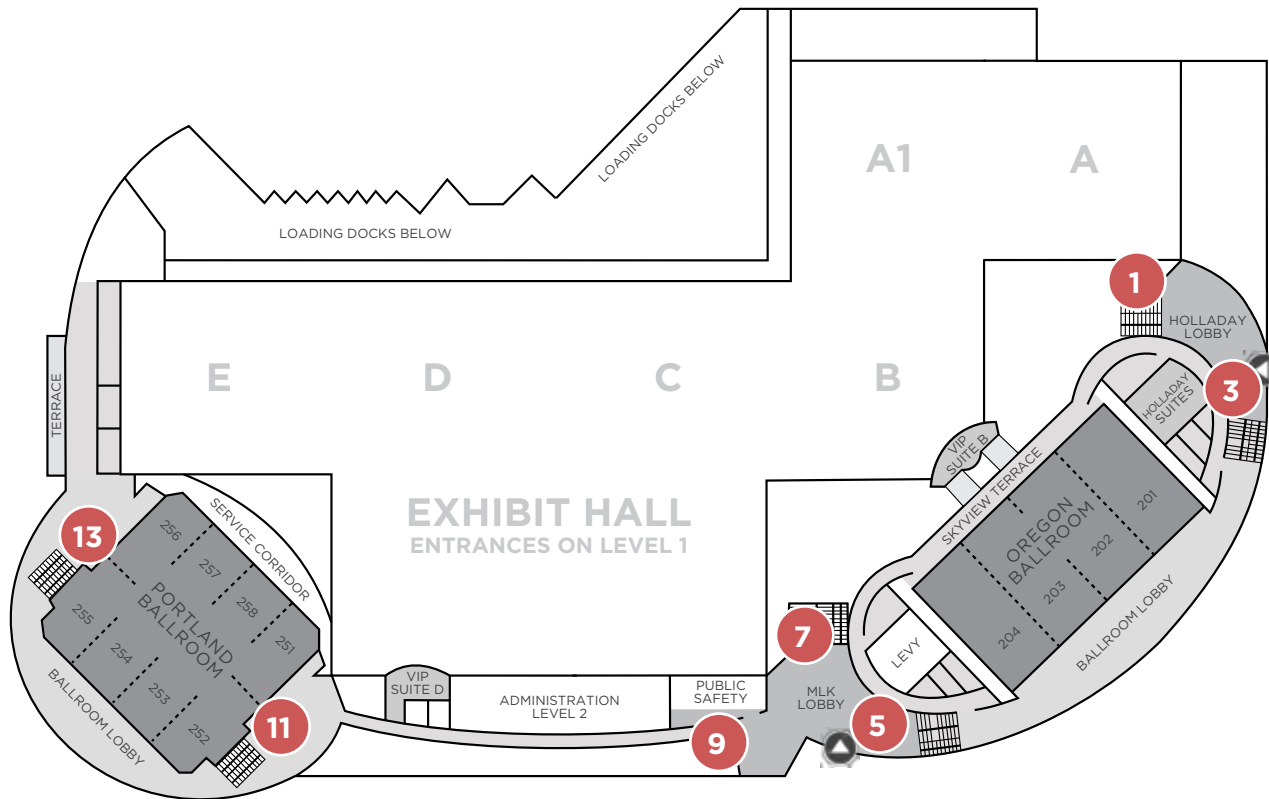
Rates

Per escalator bank during run of show

\$500



ESCALATOR WRAP LOCATIONS ON LEVEL 2



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



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UPDATED JULY 2026

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