

Living
Our

GO

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Y.

BRANDING **SPECIFICATIONS** 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.

LET'S BUILD SOMETHING THAT CONNECTS EVERYONE.

We're about helping get those critical details just right.

Customizing OCC's building features can create immersive experiences that encourage guests to be present and engaged.

Setting the stage for your guests and how they can interact with your event can amplify the impact of your event.



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 this document to learn more about materials, approvals, and timeline requirements.

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RULES AND GUIDELINES FOR BRANDING

Please take a moment to familiarize yourself with the venue rules and guidelines for branding. Please also read the disclaimer and limitations statement at the start of this guide.

APPROVAL

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, AND 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.

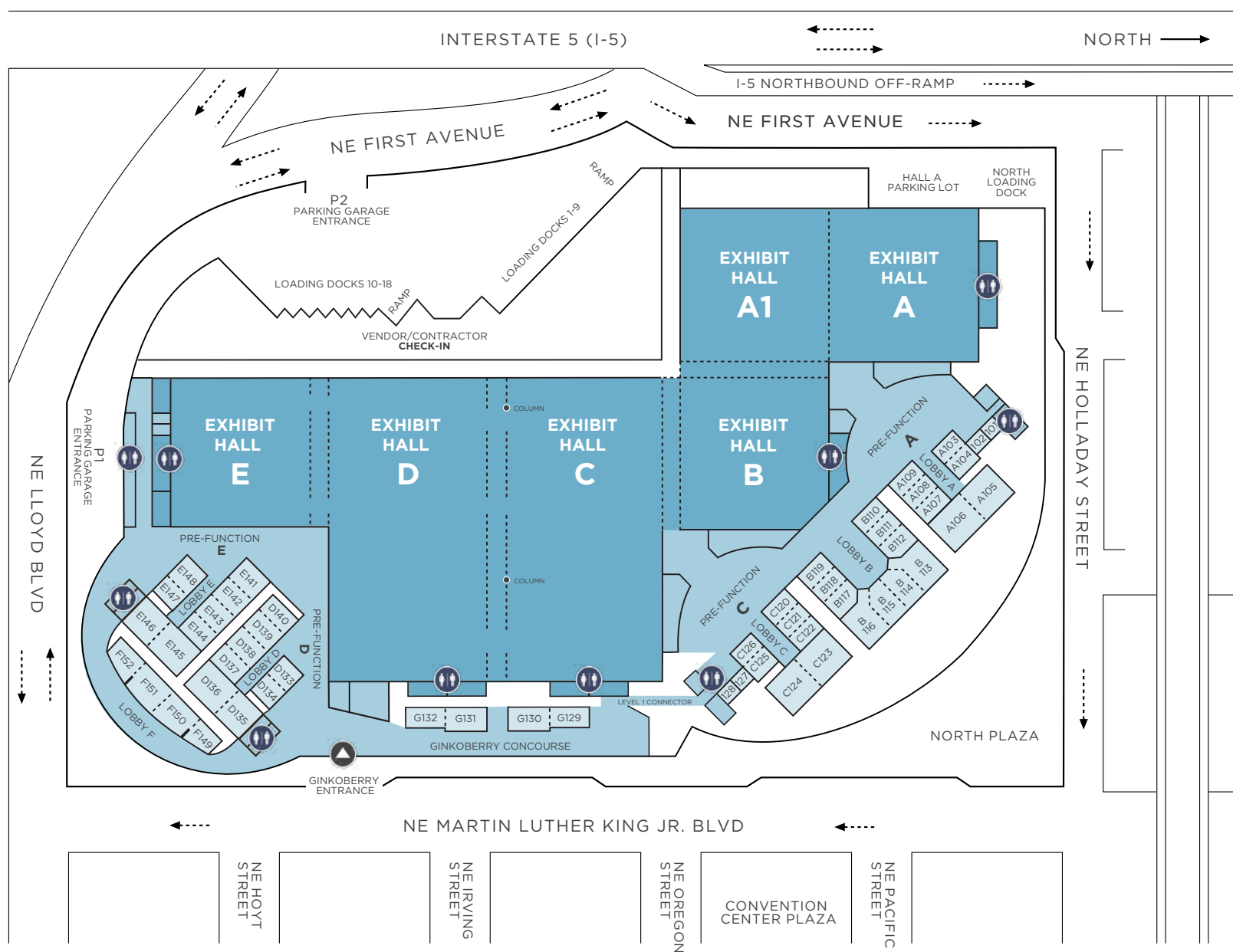
DAMAGES

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.

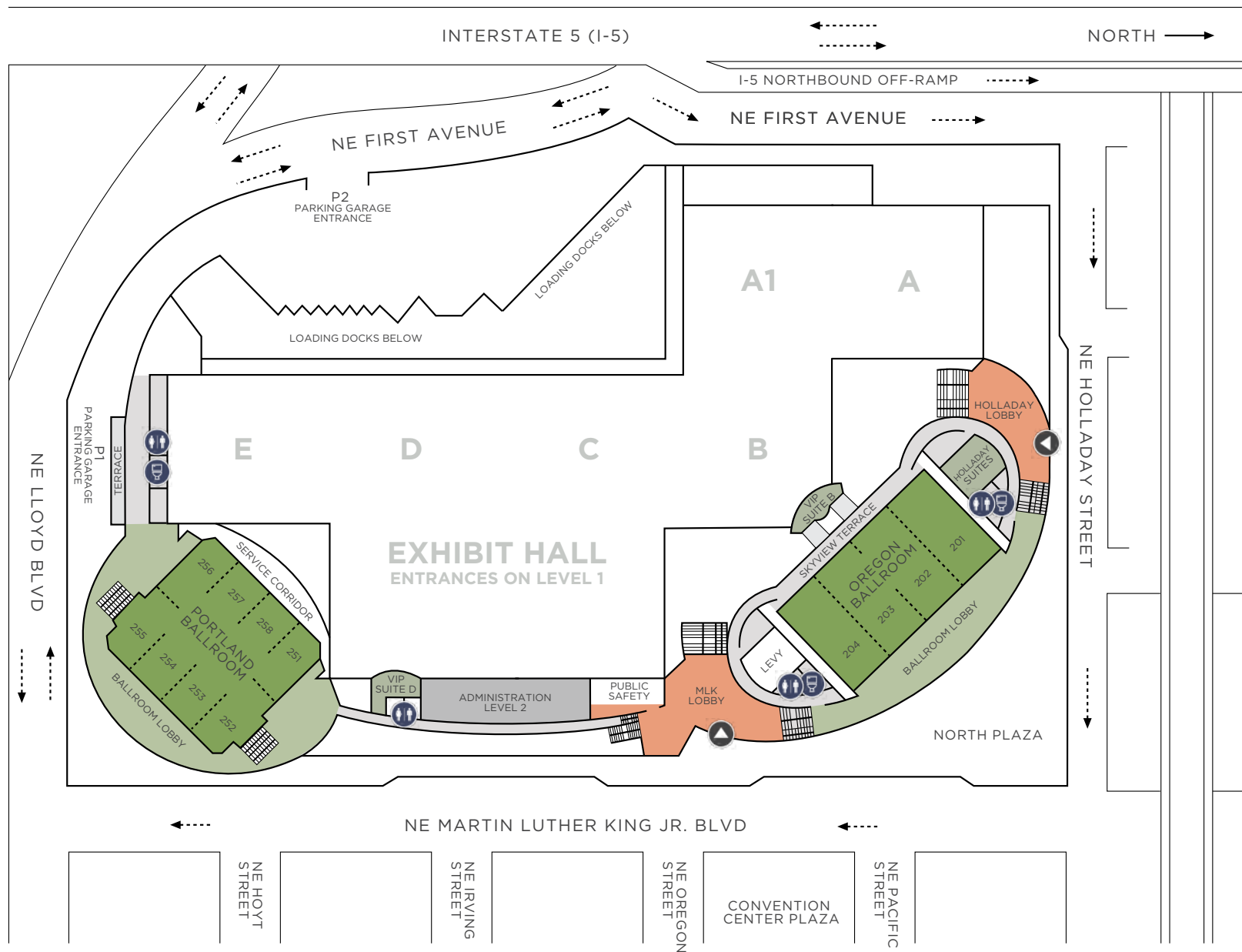
BILLING

All branding fees will be included in final invoice. For branding fees, please see the Branding Opportunities Guide.

BUILDING MAP OF LEVEL 1

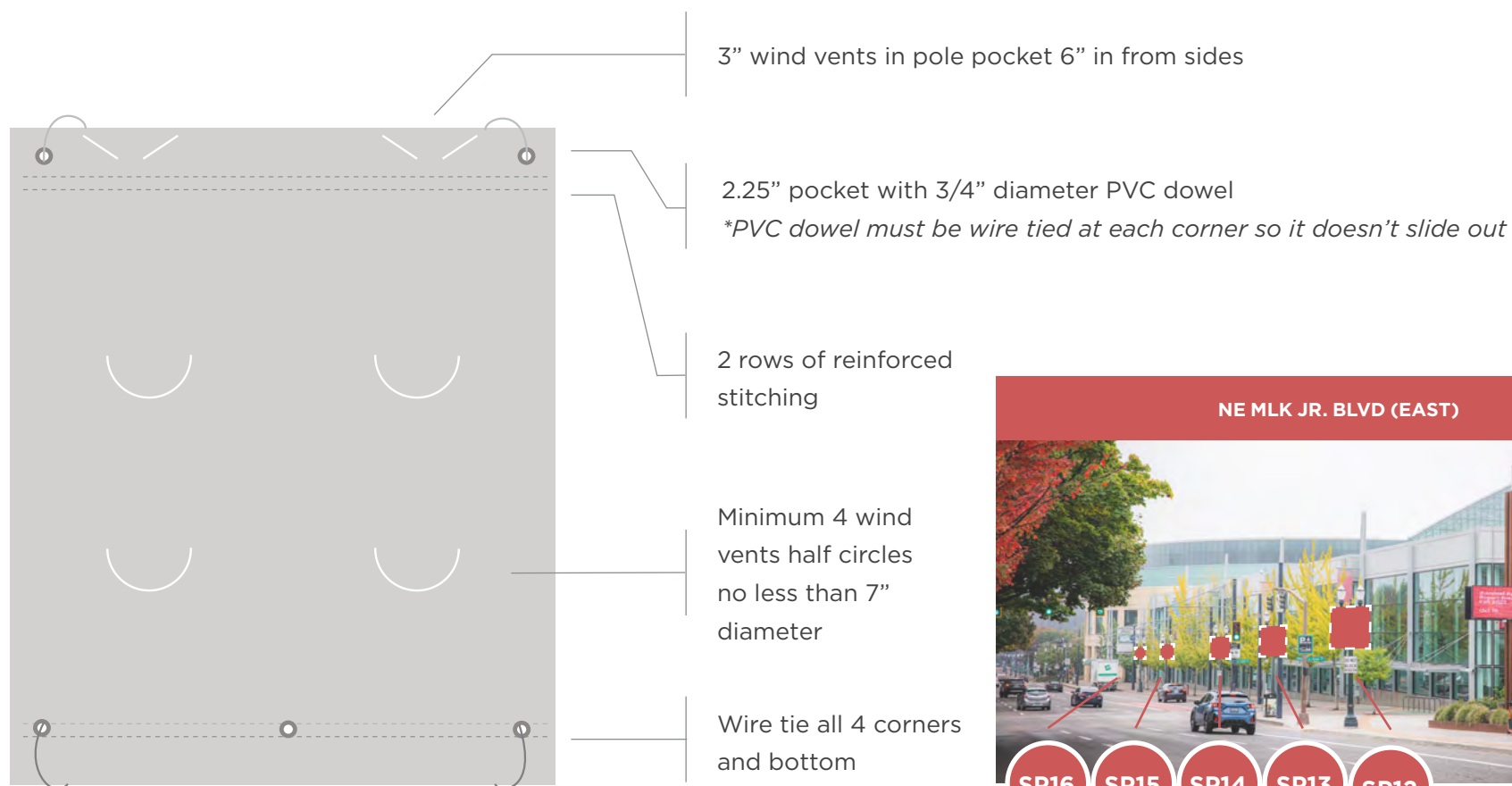


BUILDING MAP OF LOBBY LEVEL AND LEVEL 2



OUTDOOR BANNERS - STREET POLE BANNERS

DIMENSIONS	4' x 5'
GUIDELINES	- Each street pole (up to 18 available) requires two banners placed back-to-back - Must be printed on 13 oz outdoor 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



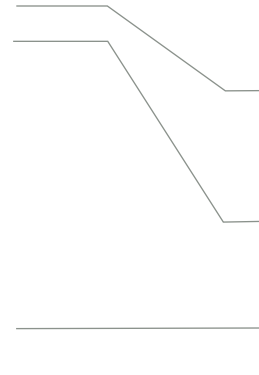
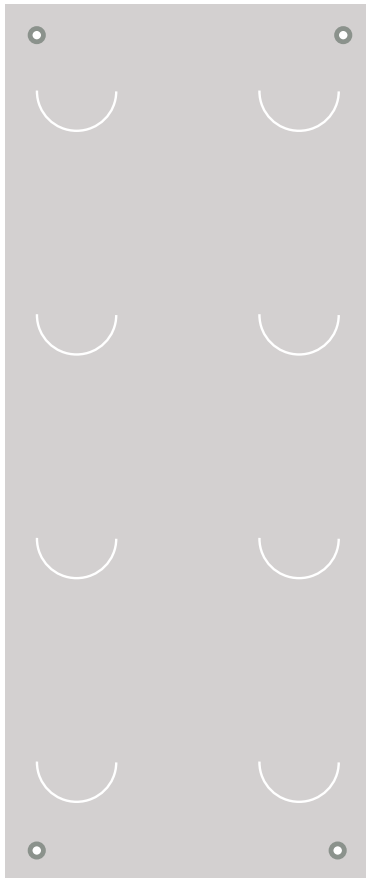
OUTDOOR BANNERS - READER BOARD BANNERS

DIMENSIONS

- 4' x 9' 6"

GUIDELINES

- Two locations alongside exterior reader board pylons
- Must be printed double-sided on 15 oz outdoor vinyl
- Size #2 grommets placed on double reinforced folded edges at all corners
- Place a minimum of eight, 7" wind vents, cut as half circles in body of banner at least 4" in from sides



Reinforced corners

Size #2 grommets on double reinforced folded edges

Minimum 8 half-circle wind vents no less than 7" in diameter

NE MLK JR. BLVD (EAST)
NEAR THE GINKOBERY ENTRANCE



SP20

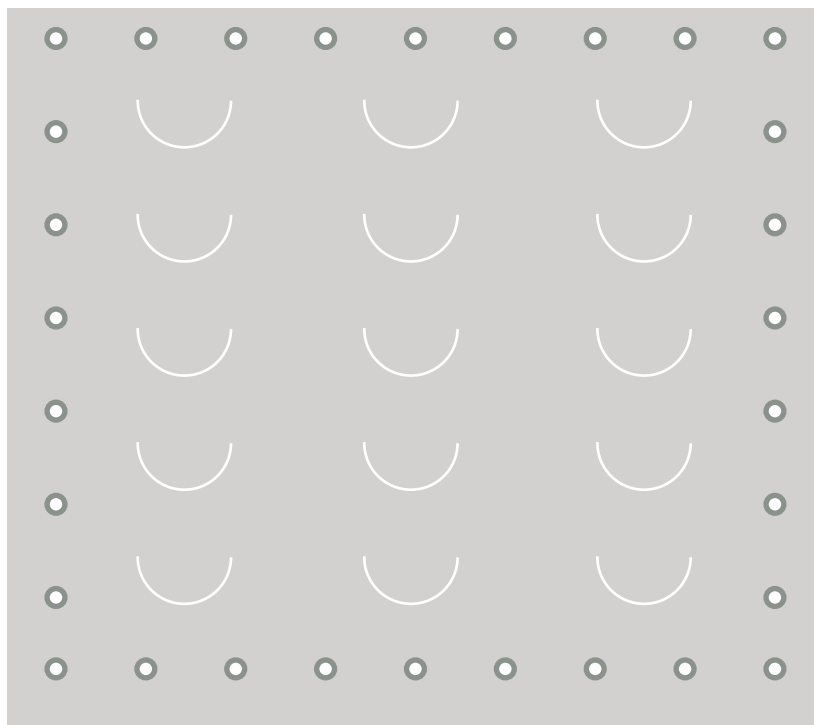
NE HOLLADAY STREET (NORTH)
NEAR THE HOLLADAY ENTRANCE



SP19

OUTDOOR BANNERS - SUPERSIZED BANNER

DIMENSIONS	13' x 11'5"
GUIDELINES	- One location only at NE First Avenue and Holladay Street - Printed double-sided on 15 oz outdoor vinyl - Reinforced corners - Size #2 grommets, eight along each side, nine across top and bottom, on double reinforced folded edges - Place a minimum of 15 wind vents - five, 7" wind vents in three columns at least 6" from sides



Reinforced corners

Size #2 grommets on double reinforced folded edges



INTERIOR BANNERS - IB1 AND IB2

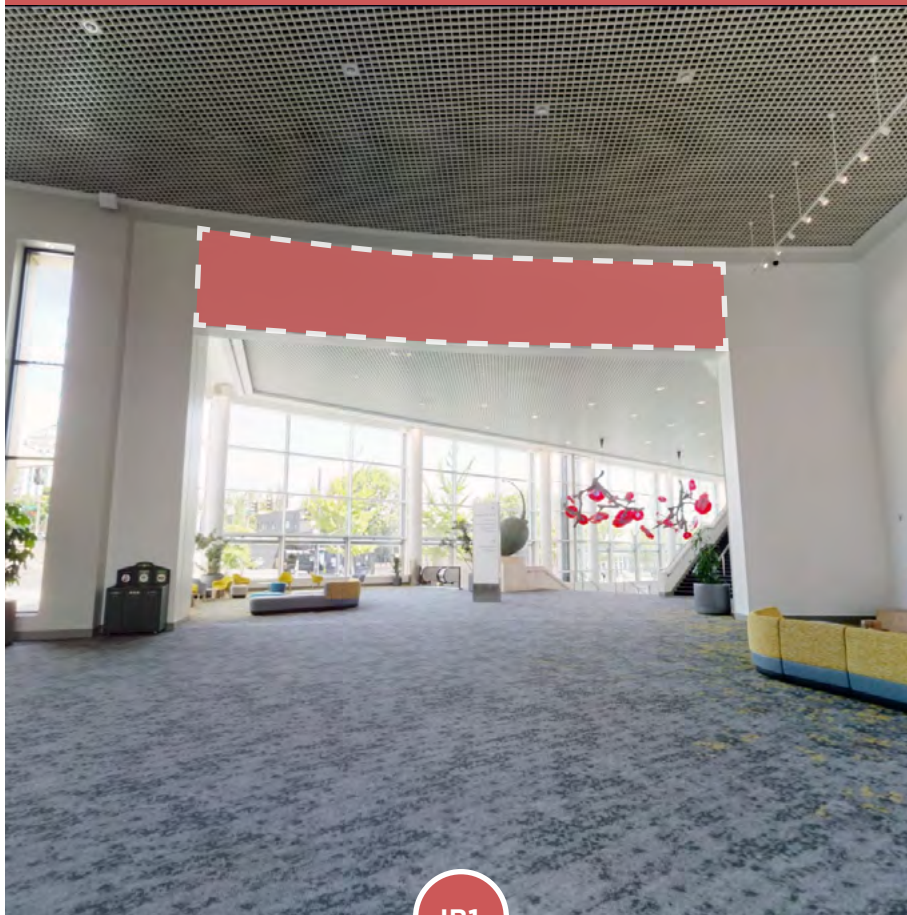
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

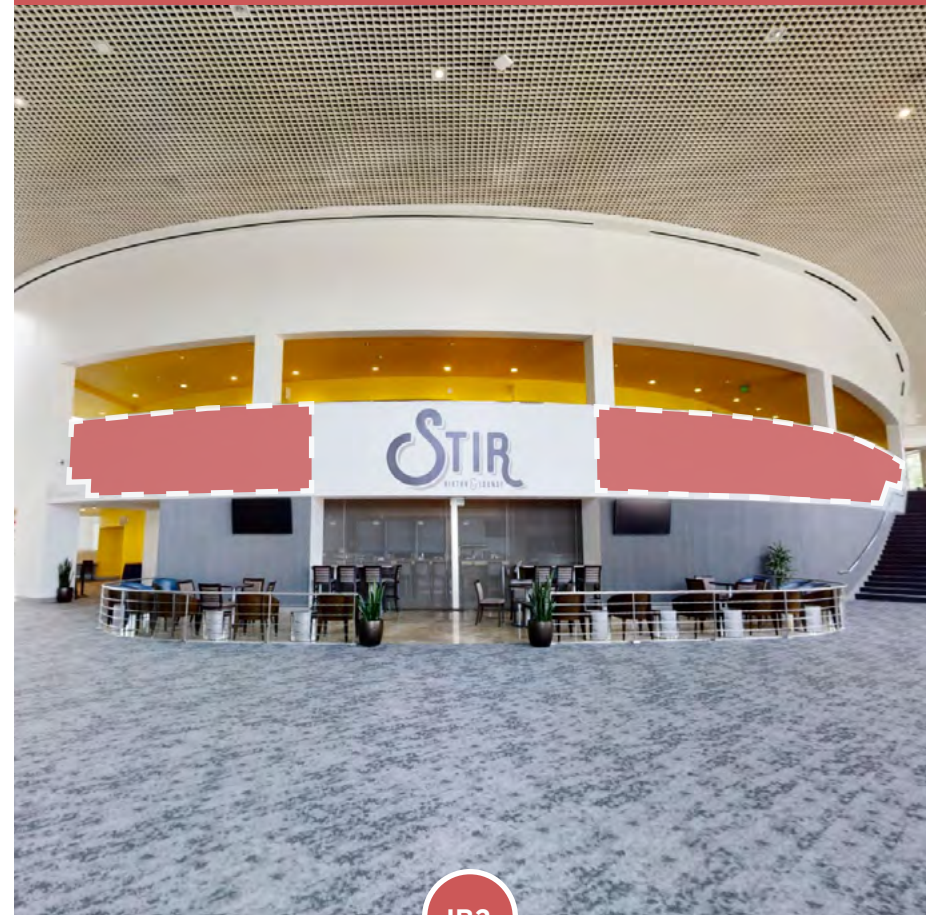
Materials may not cover security cameras or wayfinding signage in these areas.

MLK LOBBY FACING SOUTH TO GINKOBERRY CONCOURSE



IB1

MLK LOBBY FACING NORTH TO STIR BISTRO & LOUNGE



IB2

INTERIOR BANNERS - IB3 AND IB4

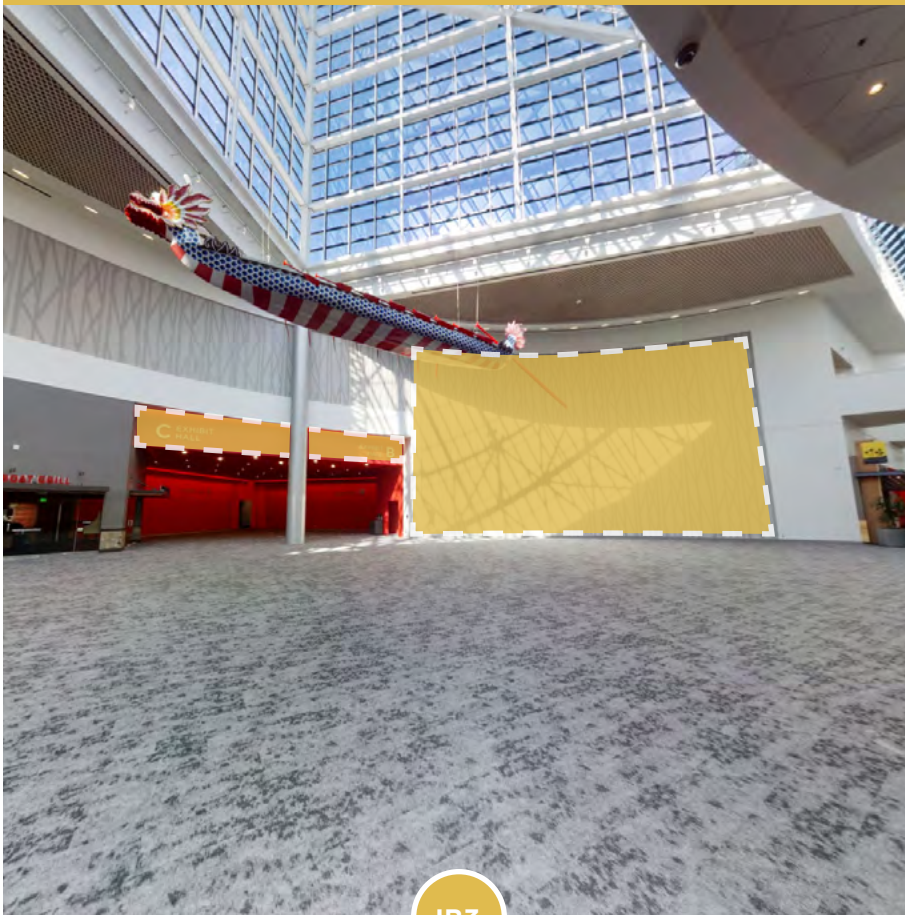
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

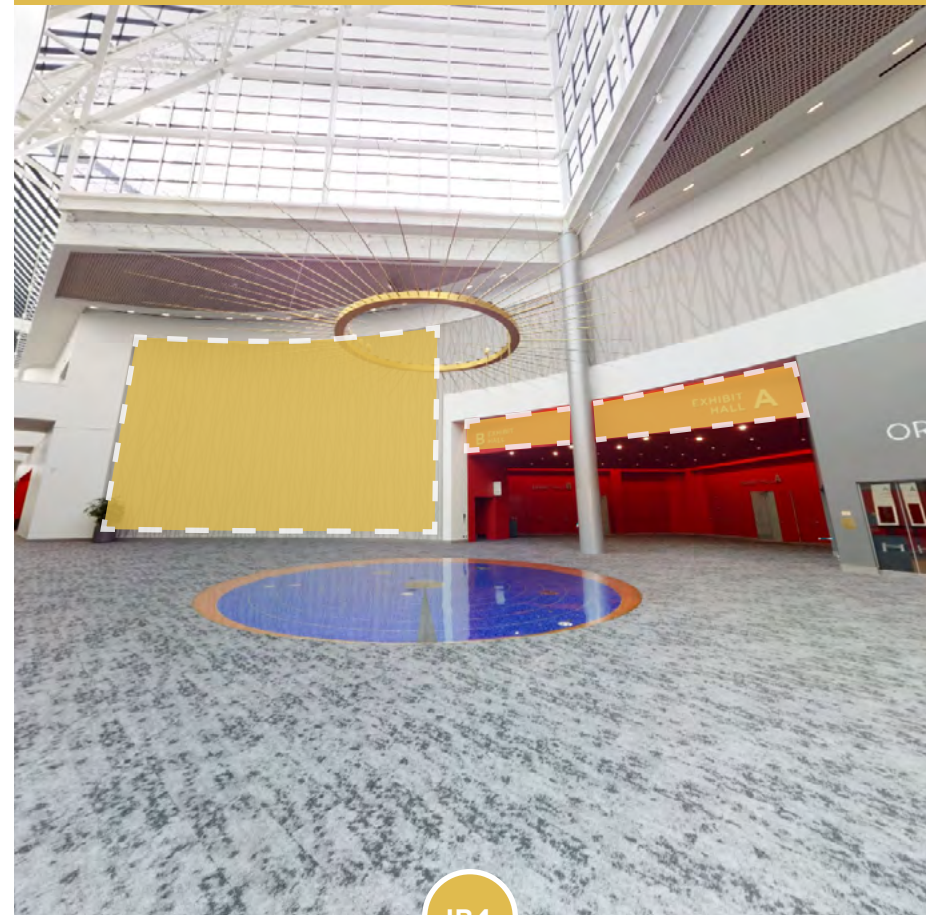
Materials may cover exhibit hall signage in this area. Please note that columns partially block signage.

PRE-FUNCTION C



IB3

PRE-FUNCTION A



IB4

INTERIOR BANNERS - IB5 AND IB6

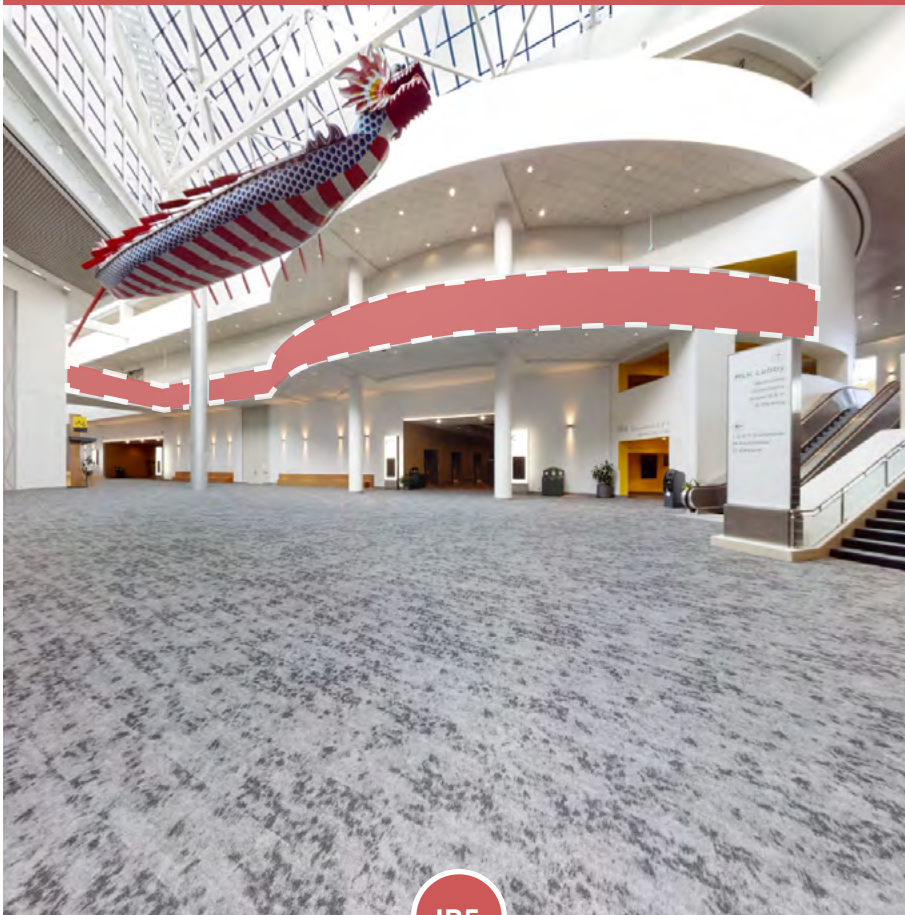
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

Please note that a column partially blocks IB5 signage.

PRE-FUNCTION C FACING C SERIES MEETING ROOMS



IB5

B SERIES MEETING ROOMS



IB6

*Left and right sides continue to connecting wall.

INTERIOR BANNERS - IB7 AND IB8

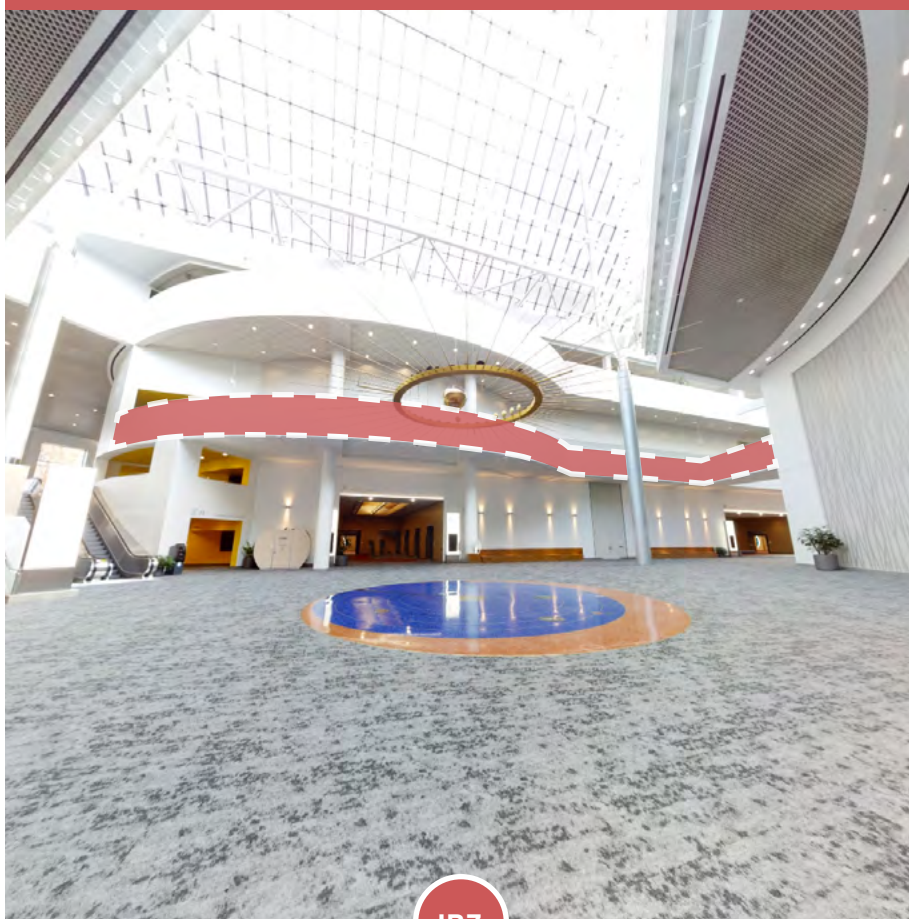
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

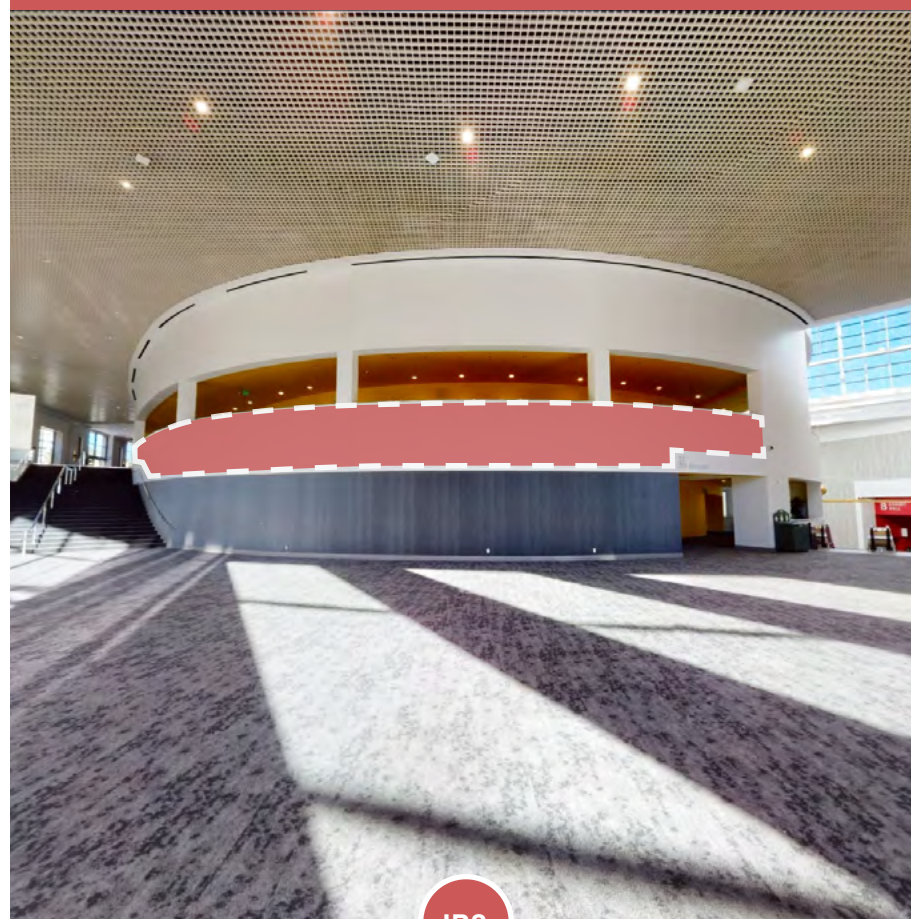
Materials may not cover security cameras or wayfinding signage in these areas. Please note that a column partially blocks IB7 signage.

PRE-FUNCTION A FACING EAST



IB7

HOLLADAY LOBBY FACING OREGON BALLROOM



IB8

INTERIOR BANNERS - IB9 AND IB10

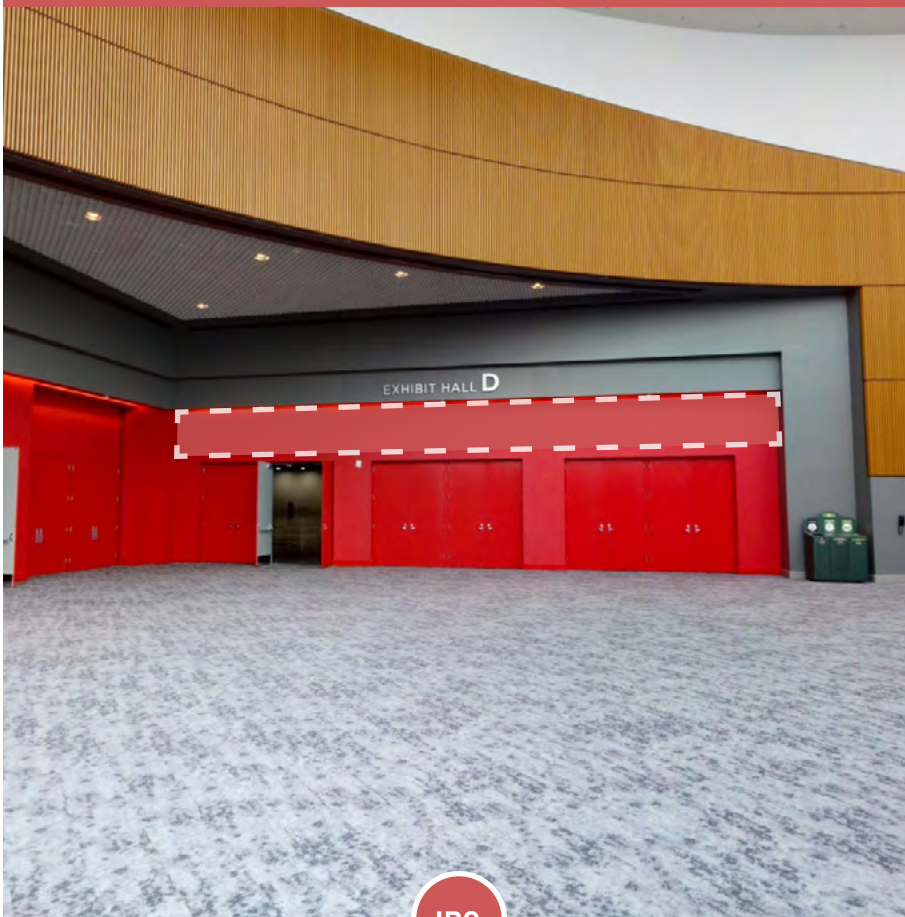
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

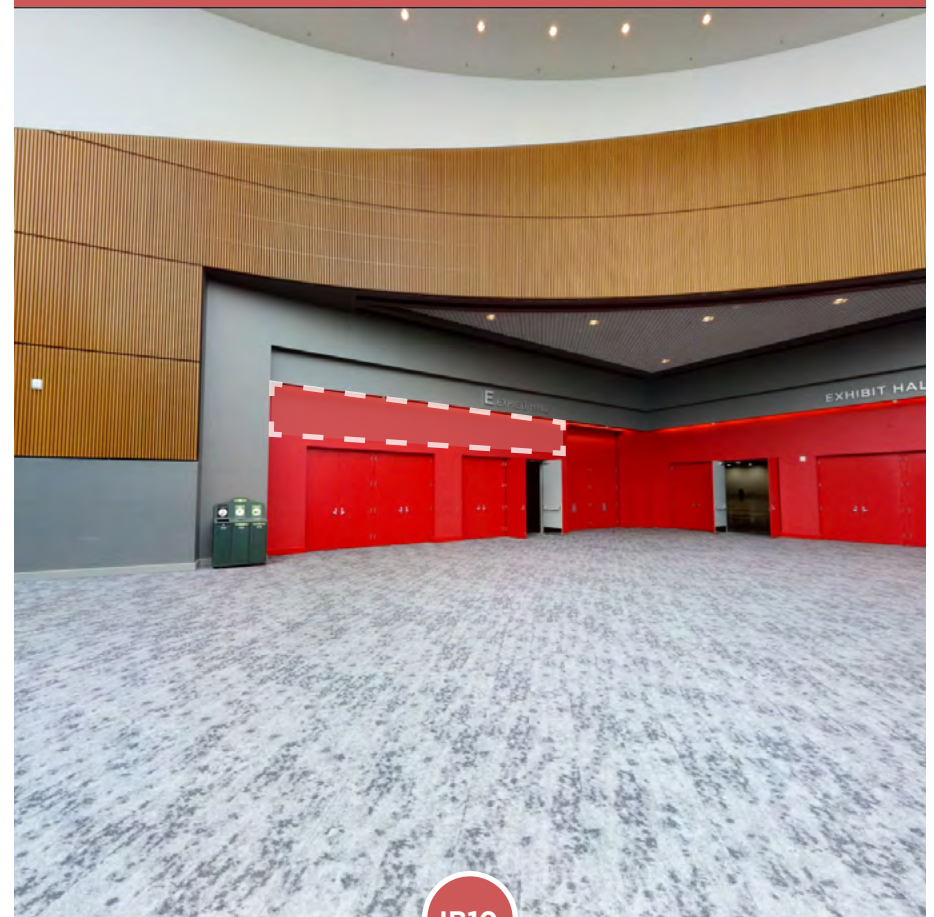
Materials may not cover security cameras or wayfinding signage in these areas.

EXHIBIT HALL D



IB9

EXHIBIT HALL E



IB10

INTERIOR BANNERS - IB11 AND IB12

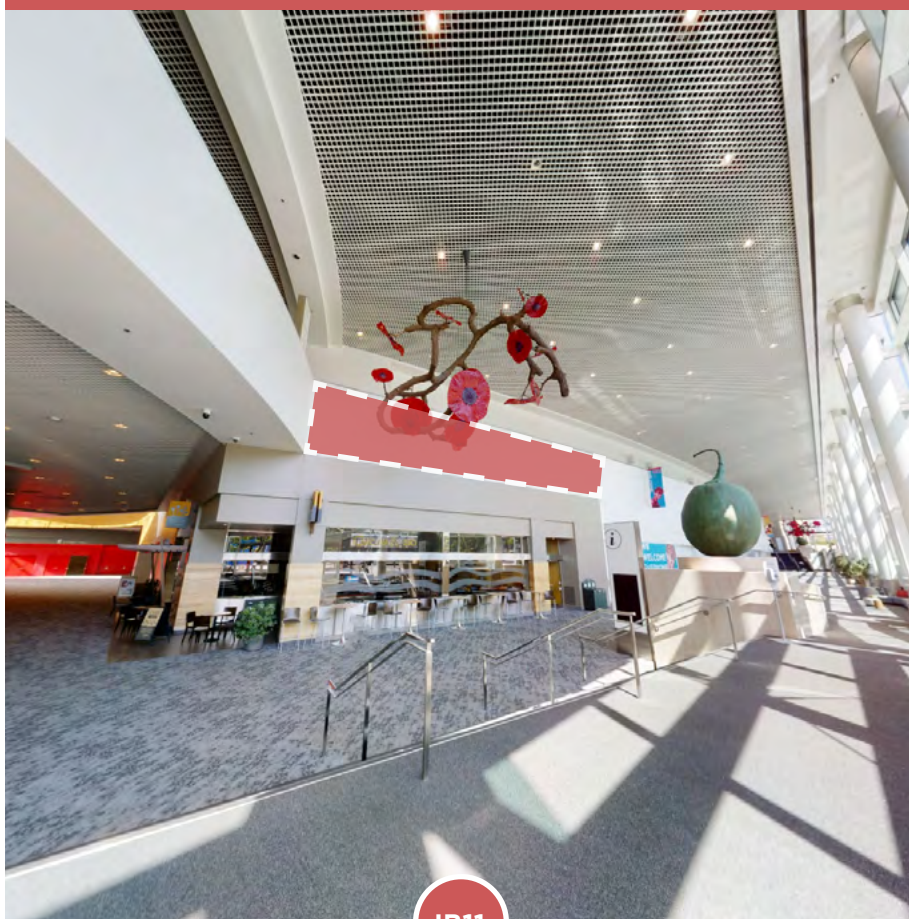
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

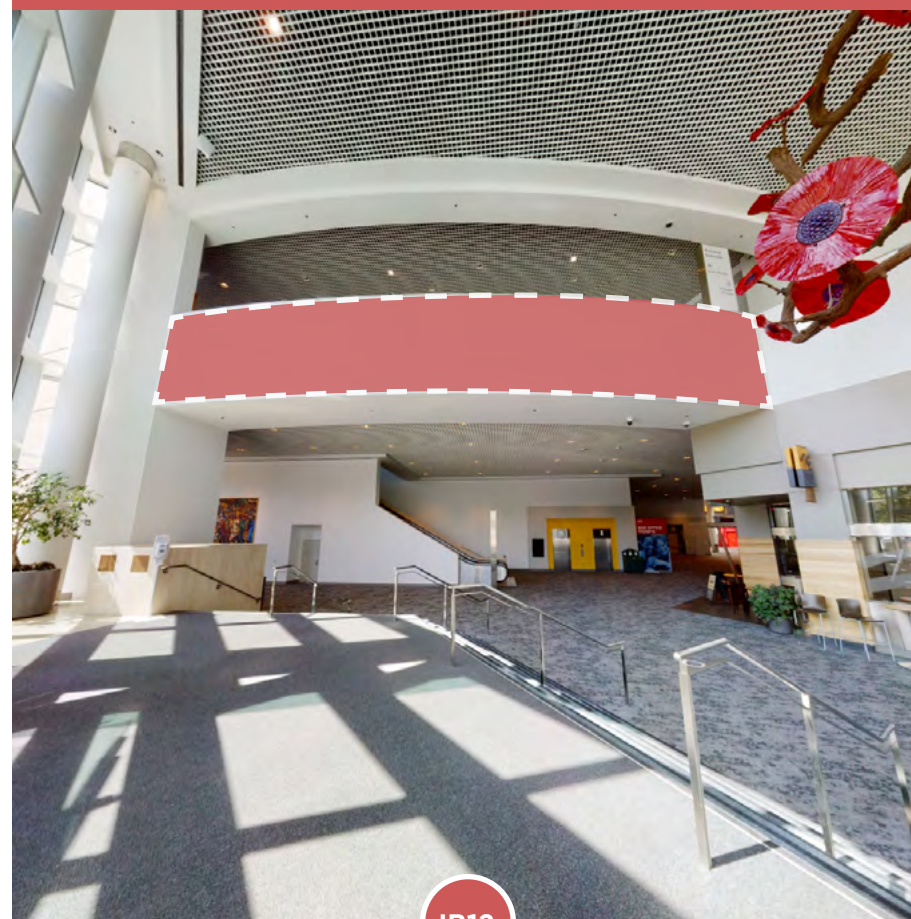
Please note that artwork hanging from ceiling partially blocks IB11 signage.

GINKOBERRY ENTRANCE FACING WEST



IB11

GINKOBERRY ENTRANCE FACING SOUTH



IB12

INTERIOR BANNERS - IB13

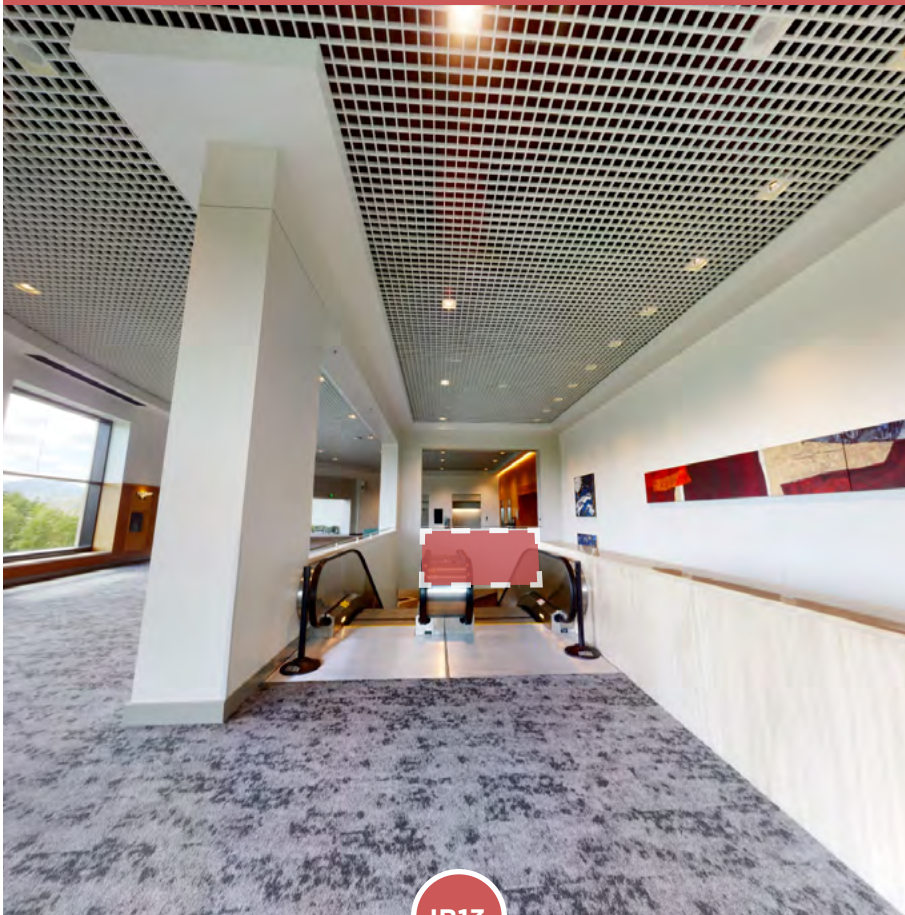
DIMENSIONS

Varied; all banners in this area must fit within highlighted sections.

GUIDELINES

Please note that IB13 is best viewed while on the escalator or staircase.

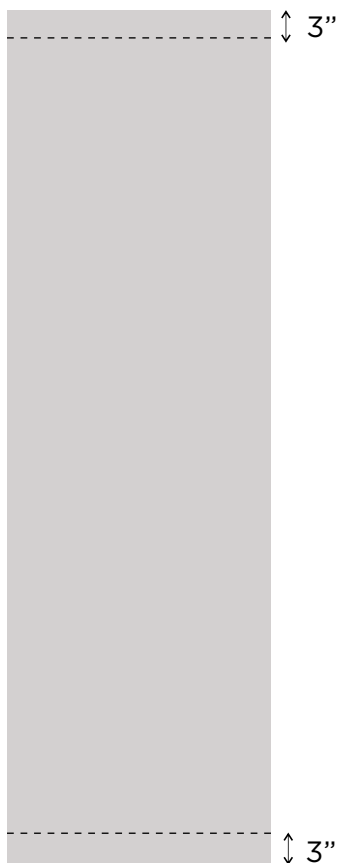
PORTLAND BALLROOM LOBBY DOWN TO PRE-FUNCTION E



IB13

INTERIOR BANNERS - GINKGOBERRY CONCONOURSE

DIMENSIONS	• Final production size: 36" wide x 114" tall • Print size: 37" wide x 121" tall (including .5" bleed all sides)
GUIDELINES	• Up to 11 banners • Must be double sided • To ensure a proper fit allow a 3" top and bottom fold over: • 2" for pocket • 1" for stitching



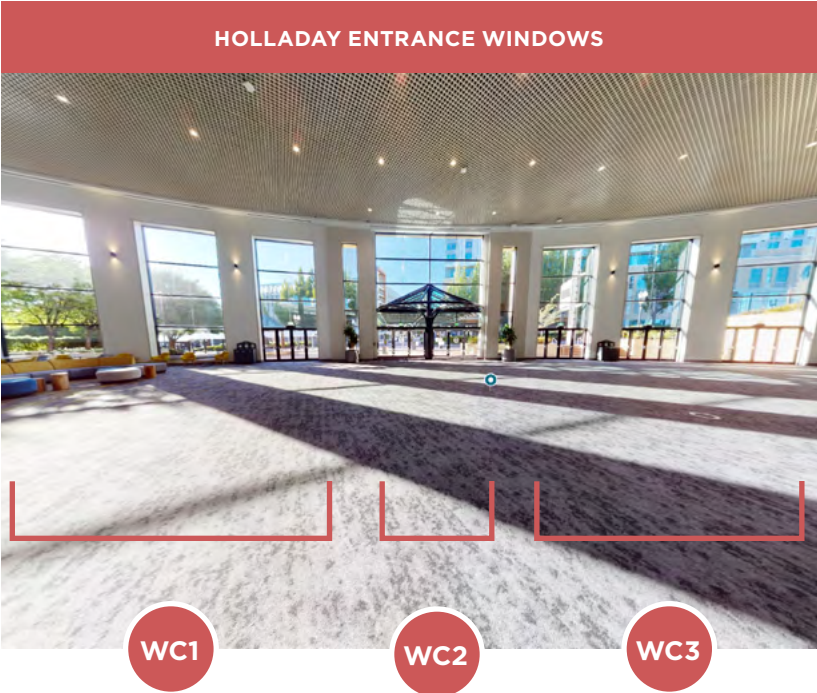
DIGITAL DISPLAYS - SELECT EXAMPLE (DS3 AND DS4)

SPECIFICATIONS	• Images: JPEG, PNG • Videos: MP4 • Resolution: 1080 x 1920 (96 PPI)
GUIDELINES	• Graphics not submitted as per specification will not display. • Additional labor fee of \$100 per hour will be charged if files do not meet specifications and require editing to display properly. • Content is subject to review and may be rejected at the sole discretion of venue management. Material deemed to be offensive, obscene, or derogatory by community standards will be rejected.
SUBMISSION	Content must be submitted via link to a shared folder to OCC Telecom 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. Please specify image the sequence of images requirements in numerical order.



WINDOW CLINGS - WC1

DIMENSIONS	All window dimensions vary. Please reference specific windows for individual measurements.
GUIDELINES	- White or clear perforated window cling material must maintain reasonable visibility through the graphic. 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility.



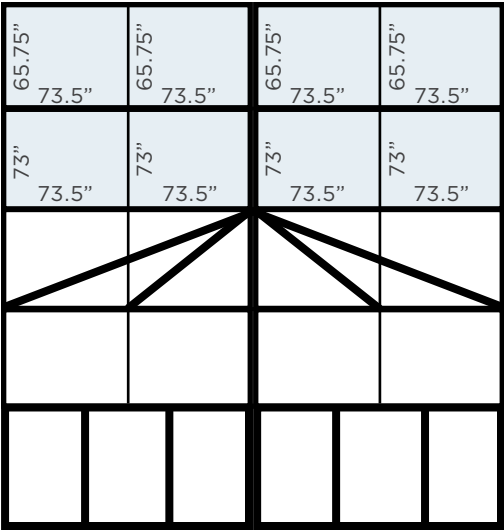
HOLLADAY LOBBY WEST

74" 69.5"	74" 69.5"	74" 69.5"	74" 69.5"	74" 69.5"	74" 69.5"
72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"
72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"
72" 69.5"	72" 69.5"	72" 69.5"	72" 69.5"		

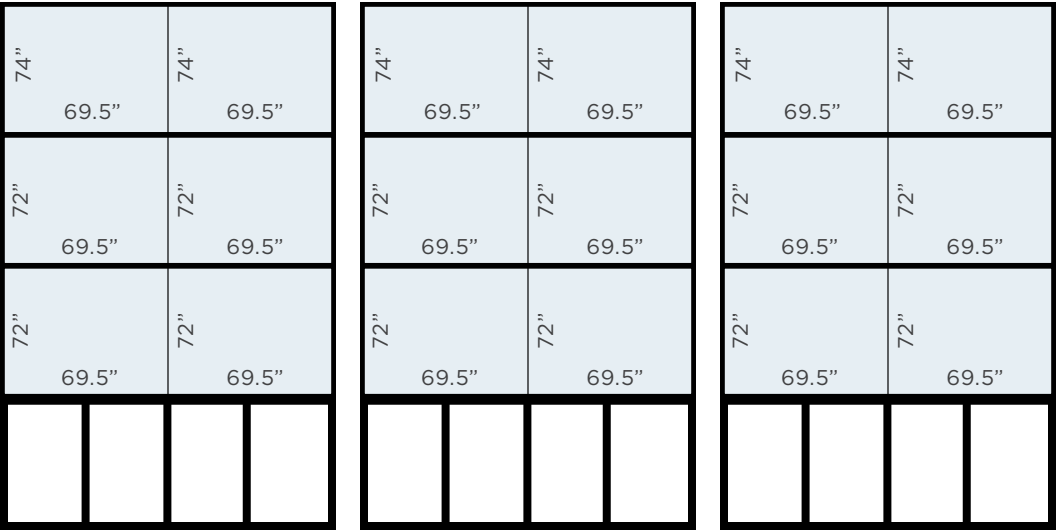
WINDOW CLINGS - WC2 AND WC3

DIMENSIONS	All window dimensions vary. Please reference specific windows for individual measurements.
GUIDELINES	- White or clear perforated window cling material must maintain reasonable visibility through the graphic. 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility.

HOLLADAY ENTRANCE



HOLLADAY LOBBY EAST



WINDOW CLINGS - WC4 NORTH AND WC5

DIMENSIONS

All window dimensions vary. Please reference specific windows for individual measurements.

GUIDELINES

- White or clear perforated window cling material 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 (NORTH)



WC4

74"	74"
69.5"	69.5"
72"	139"

Set of three (3) windows between Holladay Lobby and Oregon Ballroom

OREGON BALLROOM 201



WC5

36"	36"
69.5"	69.5"
36"	36"
69.5"	69.5"
36"	36"
69.5"	69.5"

36"	36"
69.5"	69.5"
36"	36"
69.5"	69.5"
36"	36"
69.5"	69.5"

36"	36"
69.5"	69.5"
36"	36"
69.5"	69.5"
36"	36"
69.5"	69.5"

WINDOW CLINGS - WC6 AND WC7

DIMENSIONS	All window dimensions vary. Please reference specific windows for individual measurements.
GUIDELINES	- White or clear perforated window cling material must maintain reasonable visibility through the graphic. 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility.



WC6

72"			139"



WC7

36"	36"	36"	36"	36"	36"
69.5"	69.5"	69.5"	69.5"	69.5"	69.5"
36"	36"	36"	36"	36"	36"
69.5"	69.5"	69.5"	69.5"	69.5"	69.5"
36"	36"	36"	36"	36"	36"
69.5"	69.5"	69.5"	69.5"	69.5"	69.5"

WINDOW CLINGS - WC4 SOUTH AND WC8

DIMENSIONS

All window dimensions vary. Please reference specific windows for individual measurements.

GUIDELINES

- White or clear perforated window cling material 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 (SOUTH)



WC4

74"	74"
69.5"	69.5"
72"	139"

Set of three (3) windows
between MLK Lobby
and Oregon Ballroom

MLK LOBBY (NORTH)



WC8

74"	74"
69.5"	69.5"
72"	72"
69.5"	69.5"
72"	72"
69.5"	69.5"

74"	74"
69.5"	69.5"
72"	72"
69.5"	69.5"
72"	72"
69.5"	69.5"

74"	74"
69.5"	69.5"
72"	72"
69.5"	69.5"
72"	72"
69.5"	69.5"

WINDOW CLINGS - WC9 AND WC10

DIMENSIONS

All window dimensions vary. Please reference specific windows for individual measurements.

GUIDELINES

- White or clear perforated window cling material must maintain reasonable visibility through the graphic.
- 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility.

MLK ENTRANCE



WC9

MLK LOUNGE NORTH AND EAST



WC10

65.375"	75"	65.375"	75"	65.375"	75.25"	65.375"	75.25"
65.375"	75"	65.375"	75"	65.375"	75.25"	65.375"	75.25"
41.75"	69.5"	41.75"	70.5"	41.75"	70.5"	41.75"	69.75"

72"	63"	72"	109"	72"	109"	72"	62"
70"	63"	70"	109"	70"	109"	70"	62"
67"	60"	67"	107"	67"	107"	67"	60"
72"	60"	72"	107"	72"	107"	72"	60"

72"	128"	72"	128"	72"	128"
72"	128"	72"	128"	72"	128"
72"	128"	72"	128"	72"	128"
72"	128"	72"	128"	72"	128"

WINDOW CLINGS - WC11 AND WC12

DIMENSIONS

All window dimensions vary. Please reference specific windows for individual measurements.

GUIDELINES

- White or clear perforated window cling material must maintain reasonable visibility through the graphic.
- 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility.

GINKOBERY ENTRANCE



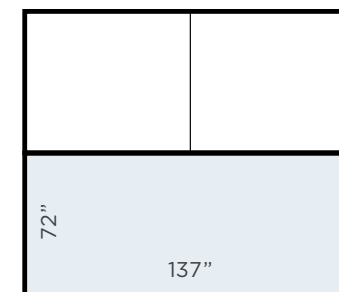
WC11

72.5" 73.25"	72.5" 73.75"	72.5" 73.25"	72.5" 73.75"
72.5" 73.25"	72.5" 73.75"	72.5" 73.25"	72.5" 73.75"
70.25" 73.25"	70.25" 73.75"	70.25" 73.25"	70.25" 73.75"
72.5" 73.25"	72.5" 73.75"	72.5" 73.25"	72.5" 73.75"

PORTLAND BALLROOM LOBBY



WC12



Set of 25 lower-half windows outside the Portland Ballroom.

RESTROOMS - LOCATION EXAMPLES

DIMENSIONS

- Mirror and stall dimensions vary. Please refer to specific restrooms for exact measurements.

GUIDELINES

- Cling material must hold firmly in place without adhesive or leaving residue once removed.
- Clings should not significantly impeded mirror or stall usability.
- Clings may not be placed on mirrors or surfaces that are part of OCC's Public Art collection.
- Client is responsible for managing and restocking additional amenities they provide for guests.

MEN'S NEAR ADMINISTRATION ON LEVEL 2



MC13

WOMEN'S NEAR ADMINISTRATION ON LEVEL 2



MC13

MEN'S NEAR OREGON BALLROOM (SOUTH)



MC11

LOCKER DECALS - LD1, LD2, LD3

DIMENSIONS

- Locker dimensions vary. Please refer to specific lockers for individual measurements.

GUIDELINES

- The branding fee for the lockers includes exclusive locker rental.
- Decals are allowed on the sides of locker banks, not on front-facing locker doors.
- Decal material must hold firmly in place without leaving residue once removed.
- Decals should not impeded locker usability.

HOLLADAY LOBBY



LD1

MLK LOBBY



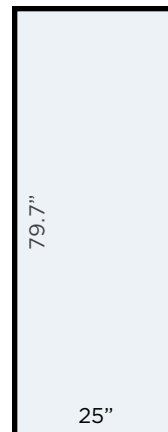
LD2

GINKOBERY CONCOURSE



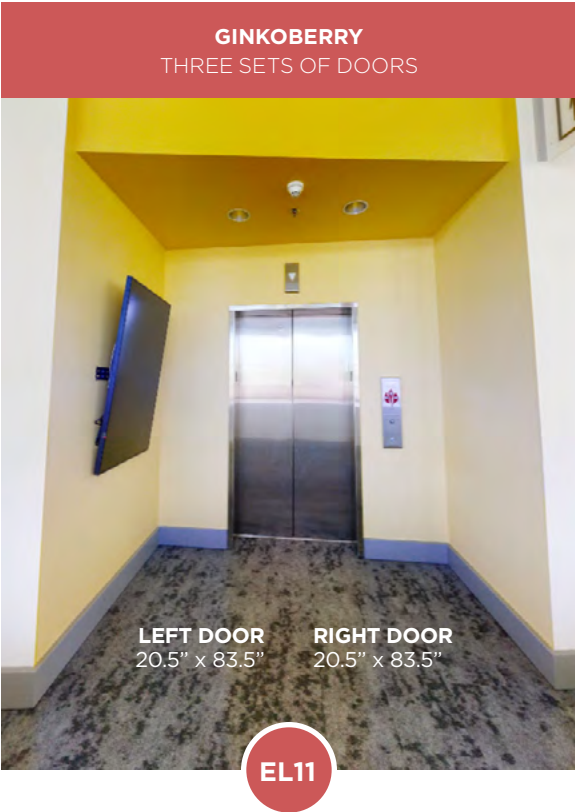
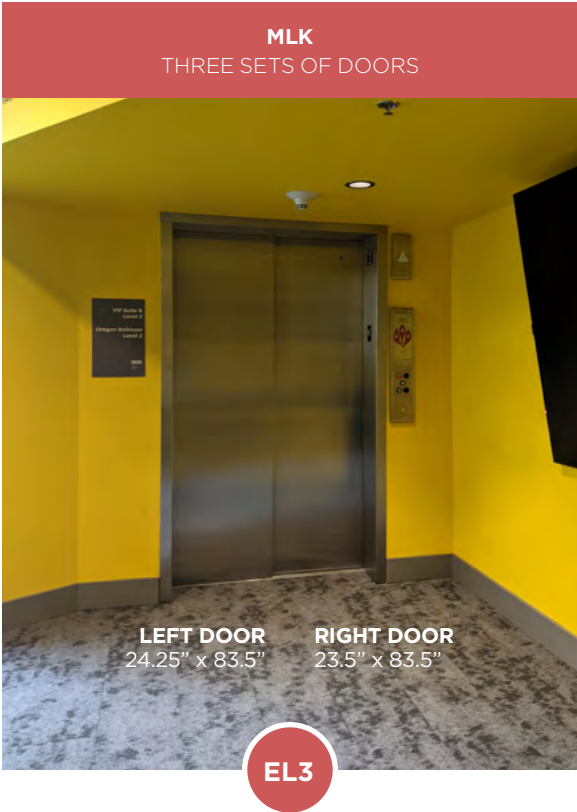
LD3

Locker Side Profile



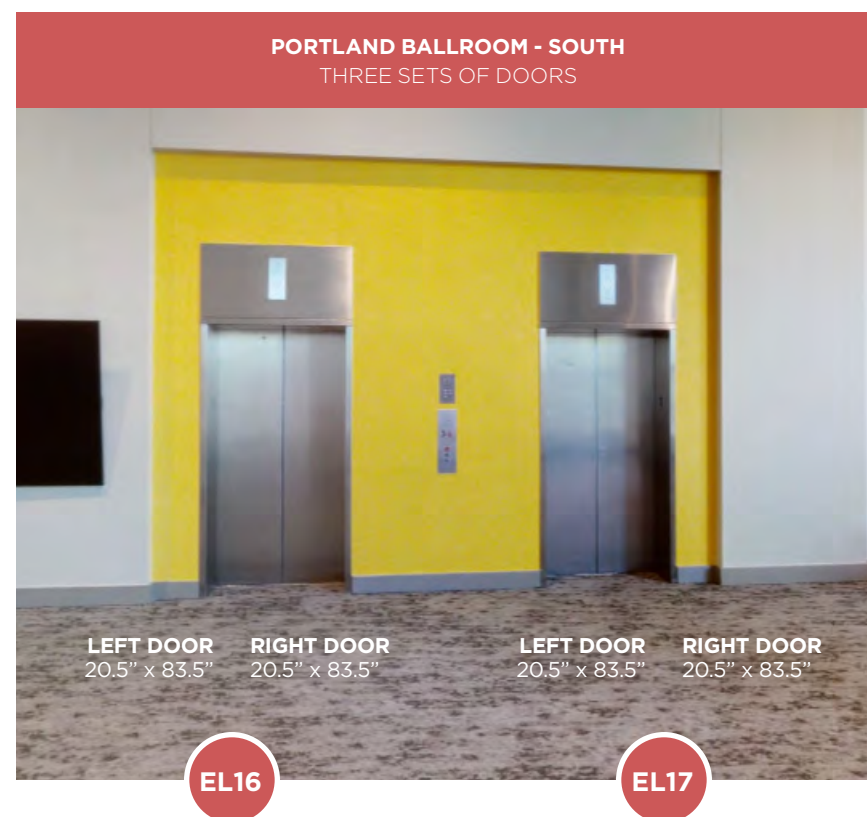
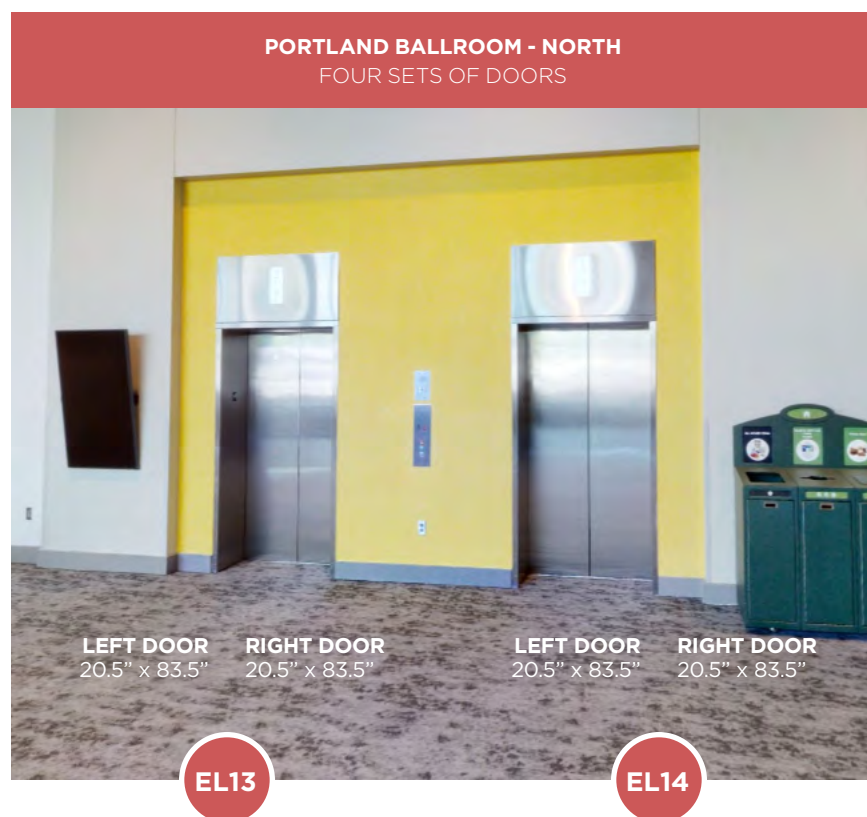
ELEVATOR WRAPS - EL1, EL3, EL11

DIMENSIONS	Elevator door dimensions vary. Please reference specific doors for individual measurements.
GUIDELINES	- 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.



ELEVATOR WRAPS - EL13, EL14, EL16, EL17

DIMENSIONS	Elevator door dimensions vary. Please reference specific doors for individual measurements.
GUIDELINES	- 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.



ESCALATOR WRAPS - ES1



DIMENSIONS

Interior Walls	(x4) 23.5" x 253"
Carpeted Landing	(x2) 136" x 45"
A	11.5" x 12.75"
B	11.5" x 74.5"
C	11.5" x 69.25"
D	11.5" x 69.25"
E	11.5" x 69.25"
F	11.5" x 74.5"
G	11.5" x 14"
H	4.5" x 25.5"
I	4.5" x 52"
J	4.5" x 69"
K	4.5" x 69"
L	4.5" x 69.5"
M	4.5" x 37.75"

DESTINATION

▼ Pre-Function A to Holladay Lobby ▲

GUIDELINES

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

ESCALATOR WRAPS - ES3



DIMENSIONS

Interior Walls	(x4) 23.5" x 253"
Carpeted Landing	(x2) 136" x 45"
A	11.5" x 14
B	11.5" x 74.25"
C	11.5" x 69.25"
D	11.5" x 69.25"
E	11.5" x 69.25"
F	11.5" x 69"
G	11.5" x 19.75"
H	12" x 24"
I	12" x 46"
J	12" x 69.25"
K	12" x 69.25"
L	12" x 69.25"
M	12" x 75"
N	12" x 11"

DESTINATION

▼ Holladay Lobby to Oregon Ballroom ▲

GUIDELINES

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

ESCALATOR WRAPS - ES5



DIMENSIONS

Interior Walls	(x4) 23.5" x 253"
Carpeted Landing	(x2) 136" x 45"
A	11.5" x 14.25"
B	11.5" x 74.75"
C	11.5" x 70"
D	11.5" x 69.25"
E	11.5" x 68"
F	11.5" x 75"
G	11.5" x 14"
H	12" x 23.5"
I	12" x 47.25"
J	12" x 69.25"
K	12" x 69.25"
L	12" x 69"
M	12" x 75"
N	12" x 9"
O	20" x 31"

DESTINATION

▼ MLK Lobby to Oregon Ballroom ▲

GUIDELINES

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

ESCALATOR WRAPS - ES7



ES7

DIMENSIONS

Interior Walls	(x4) 23.5" x 253"
Carpeted Landing	(x2) 136" x 45"
A	11.5" x 14"
B	11.5" x 74.5"
C	11.5" x 69.25"
D	11.5" x 69.25"
E	11.5" x 69.25"
F	11.5" x 74.5"
G	11.5" x 13.75"
H	4" x 15.5"
I	4" x 47.25"
J	4" x 69.25"
K	4" x 69.25"
L	4" x 69"
M	4" x 35.5"

DESTINATION

▼ Pre-Function C to MLK Lobby ▲

GUIDELINES

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

ESCALATOR WRAPS - ES9



DIMENSIONS

Interior Walls	(x4) 23.5" x 253"
Carpeted Landing	(x2) 136" x 45"
A	17.5" x 78.5"
B	17.5" x 78.5"
C	17.5" x 78.5"
D	17.5" x 78.5"
E	17.5" x 78.5"
F	54.25" x 29.5"
G	54.25" x 65.5"
H	54.25" x 77.25"
I	54.25" x 76.5"
J	54.25" x 76.5"
K	54.25" x 61"

DESTINATION

▼ Ginkoberry Concourse to MLK Lobby ▲

GUIDELINES

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

ESCALATOR WRAPS - ES11



DIMENSIONS

Interior Walls	(x4) 23.5" x 240"
Carpeted Landing	(x2) 132" x 45"
A	17.5" x 75.5"
B	17.5" x 75.5"
C	17.5" x 75.5"
D	17.5" x 75.5"
E	17.5" x 75.5"
F	17.5" x 75.5"
G	17.5" x 75.5"
H	17.5" x 75.5"
I	17.5" x 76"

DESTINATION

▼ Exhibit Hall E to Portland Ballroom ▲

GUIDELINES

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

ESCALATOR WRAPS - ES13



DIMENSIONS

Interior Walls	(x4) 23.5" x 240"
Carpeted Landing	(x2) 132" x 45"
A	17.5" x 75"
B	17.5" x 75"
C	17.5" x 75.5"
D	17.5" x 75.5"
E	17.5" x 75.5"
F	17.5" x 75.5"
G	17.5" x 75.5"
H	17.5" x 75.5"
I	17.5" x 75.5"

DESTINATION

▼ Ginkoberry Entrance to Portland Ballroom ▲

GUIDELINES

The client is responsible for determining the number of escalators available for use and accurate dimensions. Wrap or 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.**



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