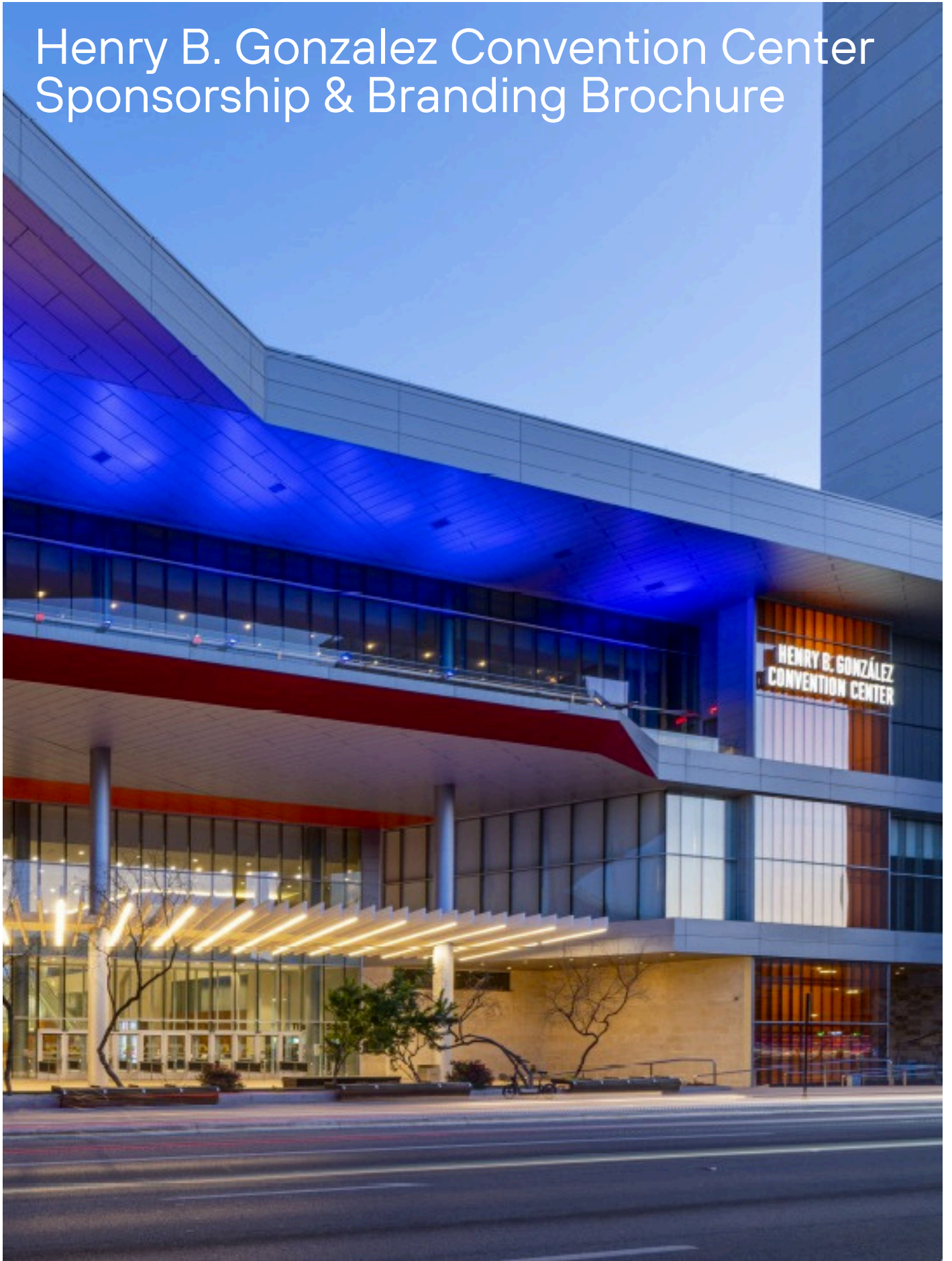


Henry B. Gonzalez Convention Center Sponsorship & Branding Brochure



Branded Content & Sponsored Content

The Henry B. Gonzalez Convention Center permits both branded and sponsored content in public spaces. If you have any questions about your content, please contact your Event Manager.

Branded Content

Contains the Licensee's company, organization, or event logo.

Contains information about the Licensee's company or organization and/or the event. Branded content is not subject to a sponsorship fee.

If licensee branding includes sponsorship content it will incur a fee.

Sponsored Content

Contains logos or messaging for which the Licensee received a sponsorship or in-kind support to display.

Sponsored content may include logos, or messaging referencing sponsors.

Sponsored content IS subject to a sponsorship fee.

Rules and Guidelines

GRAPHICS AND ARTWORK

All graphics and artwork must be approved by the HBGCC Event Manager in writing prior to production. Language and imagery must be appropriate for all ages.

If branding is not submitted and approved 30 days prior to the event, branding rates will be doubled.

DIMENSIONS AND MEASUREMENTS

It is the sole responsibility of the licensee to physically inspect the facility to verify all the dimensions and locations at least 60 days prior to the start of the event.

ALL MATERIALS

Authorized materials should be re-applicable and leave no adhesive residue. Only HBGCC tested and approved materials are authorized for sponsorship and branding. Licensee is to provide material samples for testing at least 60 days prior to start of event. All wrap and cling material must be removed from Licensed and common/ public areas at the expiration of License term.

LOCATION APPROVAL

Location approval will be provided in writing by the HBGCC. Proposed locations and material samples must be submitted in advance to the HBGCC for review. Final location approval will be determined solely by the HBGCC based on licensed space. The HBGCC is not responsible for any costs incurred during the production of branding, whether approved or not.

Branding, sponsorship or advertising shall not under any circumstances cover exit signs or emergency lights.

UNLISTED OPPORTUNITIES

Please submit any requests for sponsorship and/or branding opportunities not currently identified to the HBGCC in writing for consideration 60 days out. Any portion of the HBGCC used for sponsorship will be subject to fees. Licensee is responsible for all removal and costs for sponsorship. An HBGCC inspection will be conducted after removal. HBGCC fees will be assessed to Licensee should additional removal and cleaning required after move-out is completed. These fees are outlined in the contract.

PRODUCTION, INSTALLATION AND REMOVAL

Licensee is responsible for production, installation and removal of all sponsorship and/or branding. All sponsorship and/or branding locations can only be accessed during licensed dates. Licensee is responsible for the booking and payment of these services. Installation and removal can only be done during licensed dates. Installation and removal schedule is subject to other events, attendance and sponsorship and/or branding locations. Approval of installations and removal schedule must be provided in writing to your HBGCC Event Manager a minimum of 14 business days prior to event start date.

EXTERIOR BRANDING

Commercial or sponsored signage displayed outdoors cannot exceed 20% of the design.

DAMAGES

Licensee assumes full responsibility for any repair and replacement cost for damages to convention center property. Facility walk through will be conducted prior to installation and after removal.

BILLING

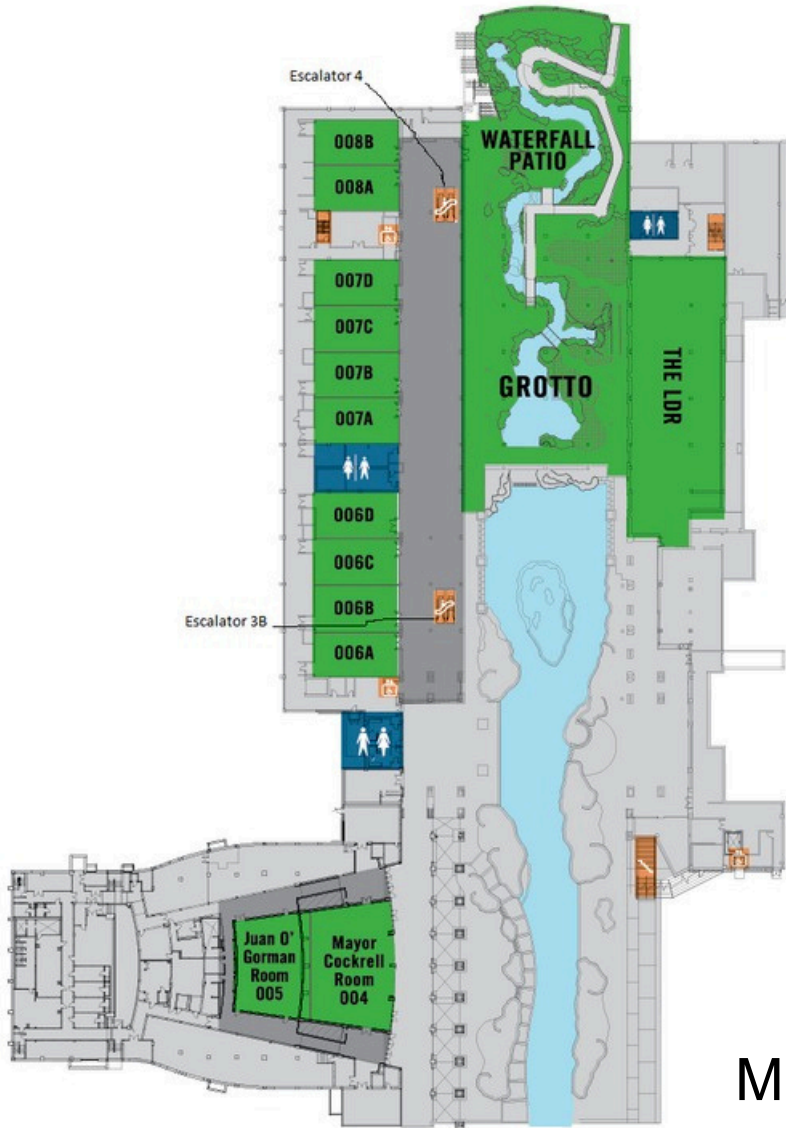
All sponsorship and/or branding fees will be included on the licensee's final invoice. Any damage will be included on your final invoice. Inquiries regarding sponsorship and/or branding opportunities should be directed to your HBGCC Event Manager.

GENERAL DISCLAIMER

Every effort has been made to ensure the accuracy of all the information presented in this Sponsorship and Branding Guide. However, no warranties, either expressed or implied, are made with respect to these photos and document. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the construction or usage of a graphic element, it is the sole responsibility of the licensee to physically inspect the facility to verify all dimensions and locations. Any HBGCC equipment or locations used for sponsorship and branding may be subject to change. Certain branding/sponsorship displays may require Fire Marshal approval. Licensee is ultimately responsible for any damage resulting from a branding/sponsorship display and will be billed for repairs as determined by HBGCC Management. **If branding is not submitted & approved 30 days prior to event then rental rates will be doubled.**

Henry B. Gonzalez Convention Center

River Level



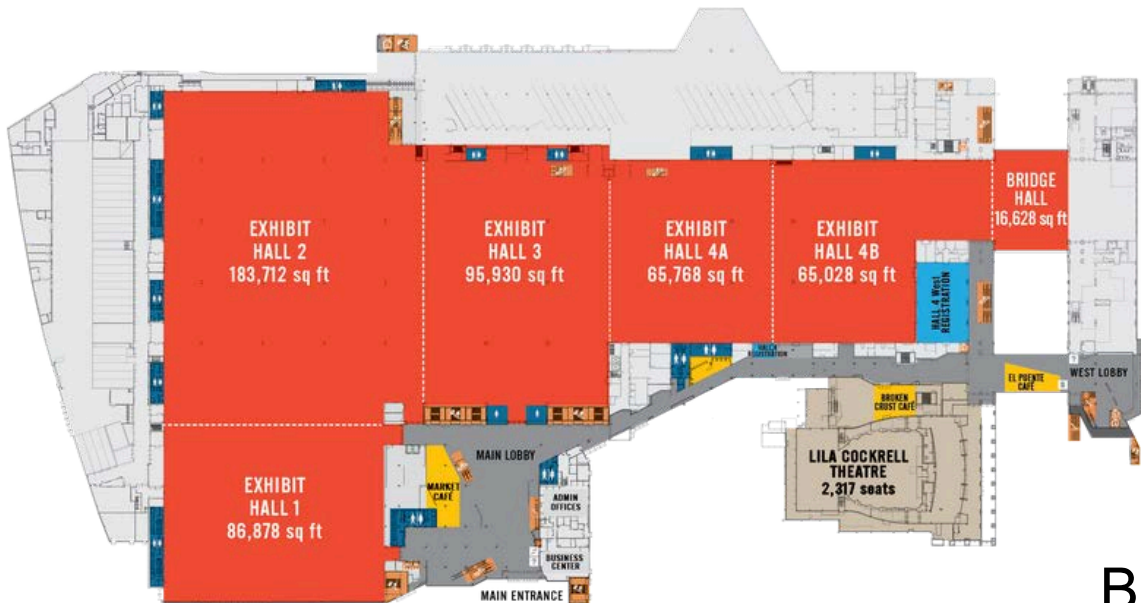
Meeting Room Level



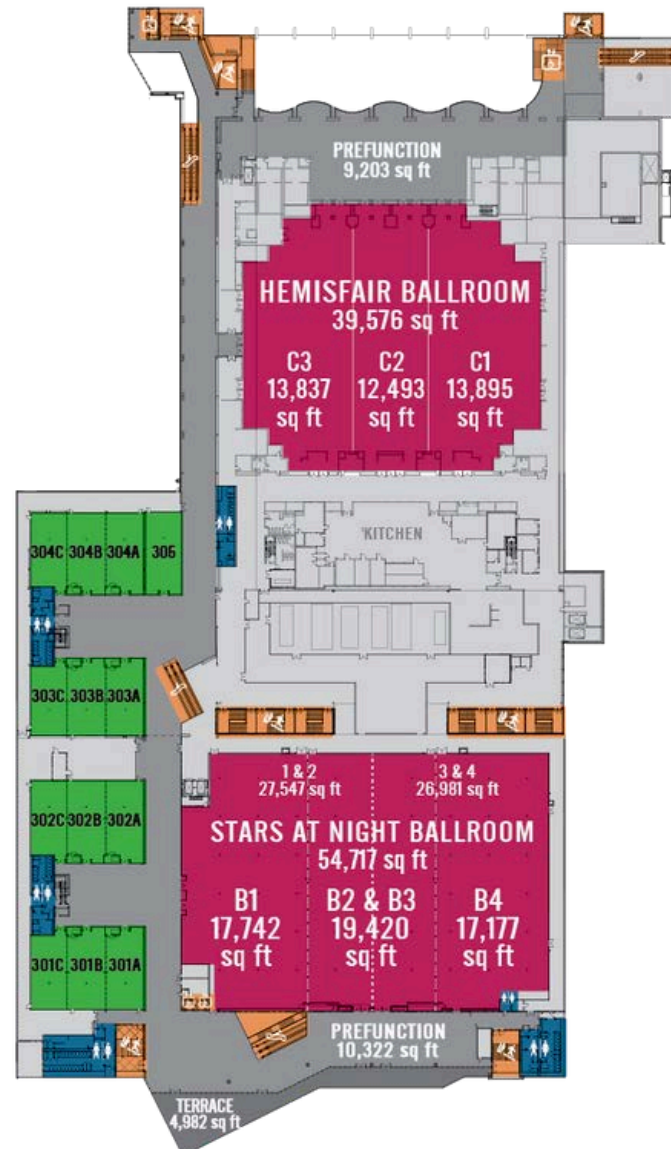
Henry B. Gonzalez Convention Center

Floor Levels

Street Level



Ballroom Level



Main Lobby

The number of windows, doors and exterior columns is determined by the number of other groups in house during contracted dates. Please consult your Event Manager for more information.



MAIN LOBBY EXTERIOR WINDOWS, DOORS, AND COLUMNS



MAIN LOBBY INTERIOR DOORS AND WINDOWS



MAIN LOBBY WINDOWS AND DOORS



MAIN LOBBY INTERIOR WINDOWS



MAIN LOBBY STAGE



GUEST SERVICES DESK



WEST MAIN LOBBY STAIRS

Market Café

Branding of Market Café is determined by the number of other groups in house during contracted dates. Please consult your Event Manager for more information.



MARKET CAFE AREA INCLUDES :

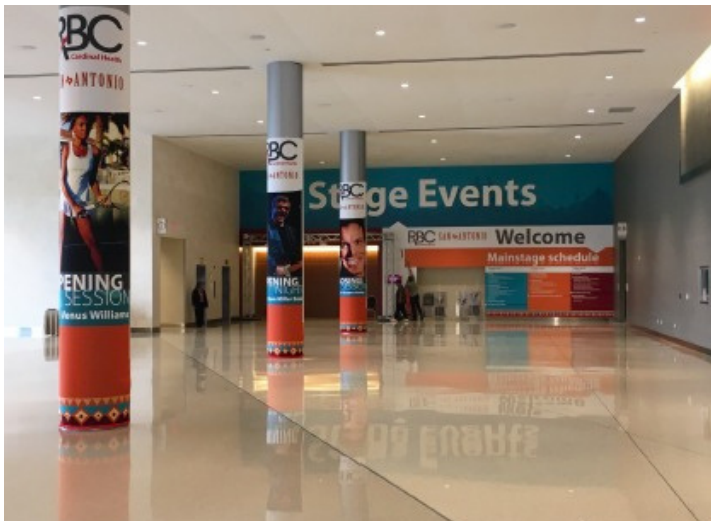
- One wall cling
- Opportunities for table top clings and table tent branding

Hall 1 and Hall 1 Registration



HALL 1 REGISTRATION AREA INCLUDES THE FOLLOWING OPPORTUNITIES

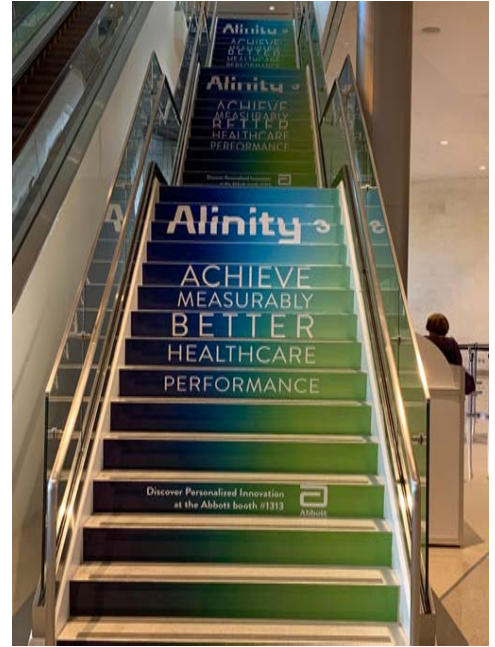
- East wall in Hall 1 Registration
- Seven columns in Hall 1 Registration Area
- Windows in Hall 1 Registration
- Main lobby North stairs and main lobby North escalators
- North staircase wall



HALL 1 NORTH ENTRANCE



HALL 1 REGISTRATION WINDOWS



HALL 1 ESCALATORS AND STAIRCASE



HALL 1 REGISTRATION STAIRCASE WALL

Hall 2 and Hall 2 Registration

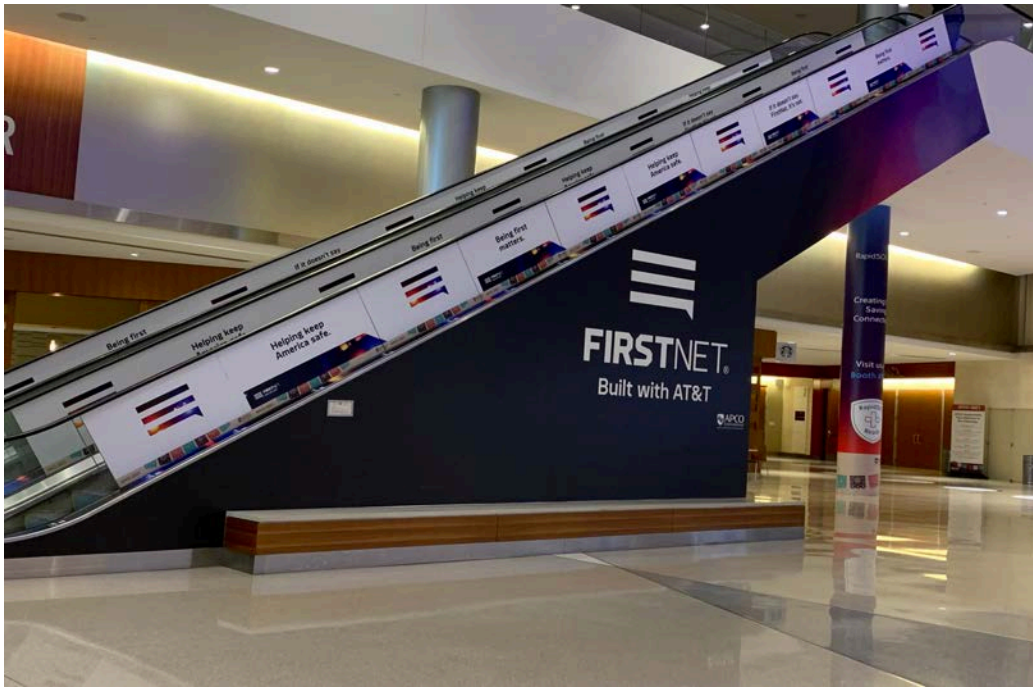


HALL 2 REGISTRATION AREA INCLUDES THE FOLLOWING OPPORTUNITIES

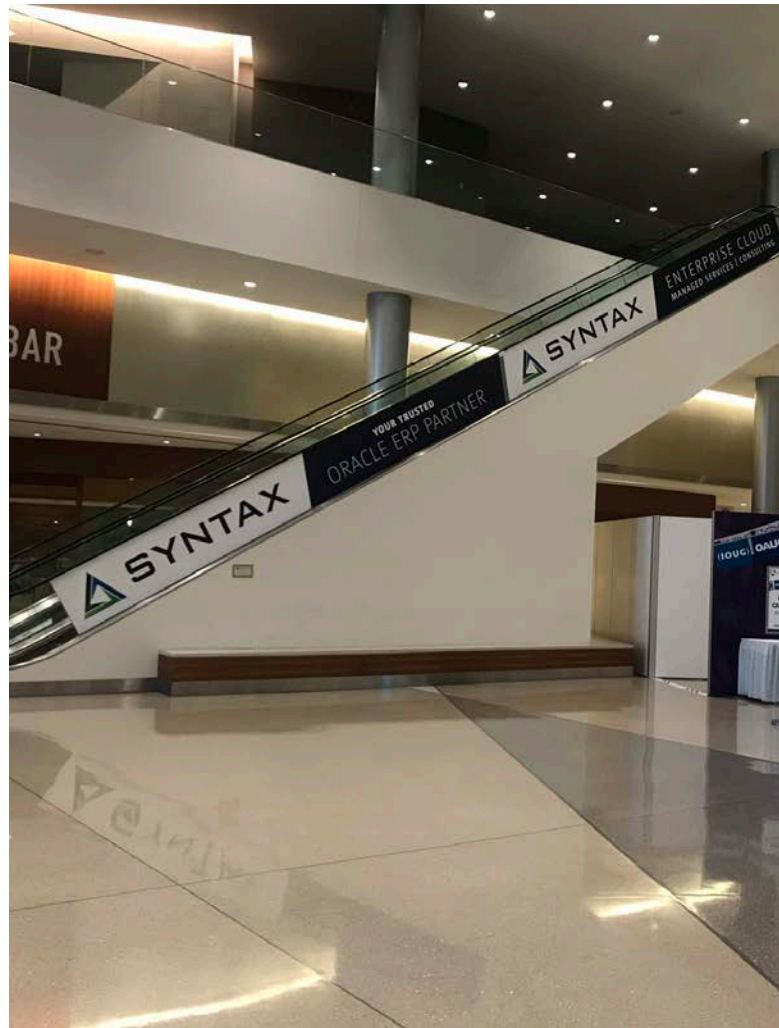
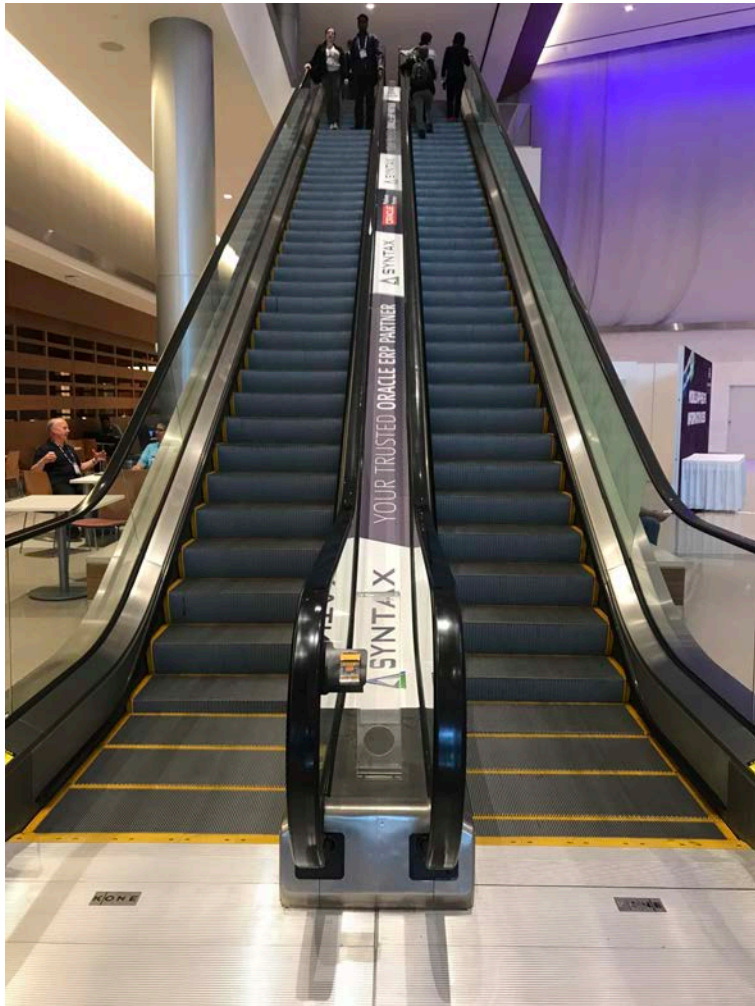
- South escalator wall Main lobby
- South escalator
- Interior Columns
- Sets of interior doors along the south wall



HALL 2 REGISTRATION INTERIOR DOOR CLINGS



HALL 2 SOUTH ESCALATOR WALL / MAIN LOBBY SOUTH

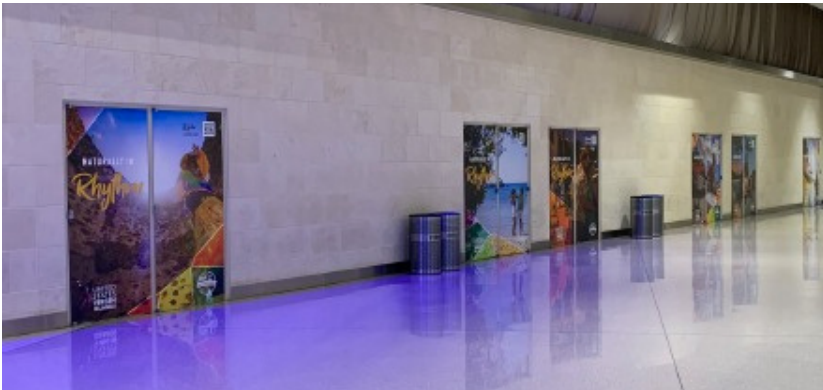


Hall 3 and Hall 3 Registration

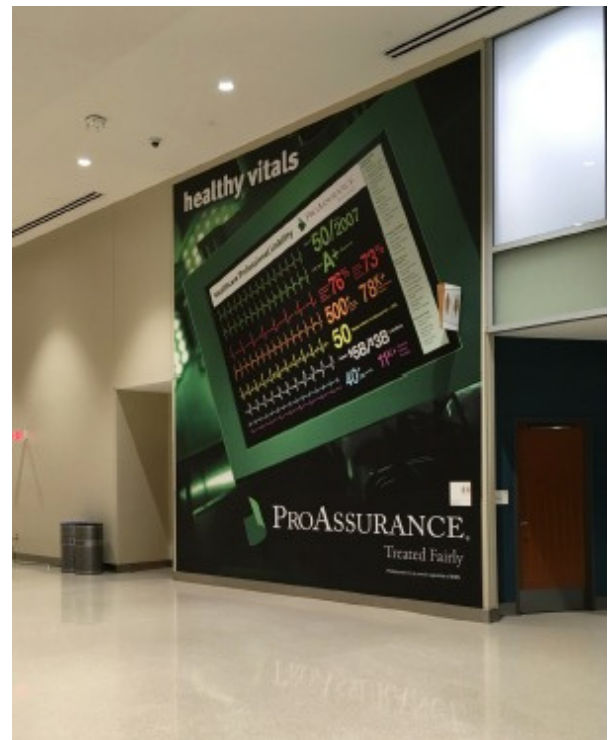


HALL 3 REGISTRATION AREA INCLUDES THE FOLLOWING OPPORTUNITIES

- Two interior columns Hall 3 North adjacent wall
- Six sets of interior doors along South wall



HALL 3 REGISTRATION INTERIOR DOOR CLINGS



HALL 3 NORTH ADJACENT WALL

Lobby Corridor

Branding of Lobby Corridor is determined by the number of other groups in house during contracted dates. Please consult your Event Manager for more information.



LOBBY CORRIDOR INCLUDES THE FOLLOWING A LA CARTE OPPORTUNITIES

- Two alcove charging lounges
- Grab and Go Market
- Grab and Go Market Windows
- Broken Crust Windows
- Wall cling opportunities
- Windows adjacent to alcove charging lounges



ALCOVE CHARGING LOUNGE



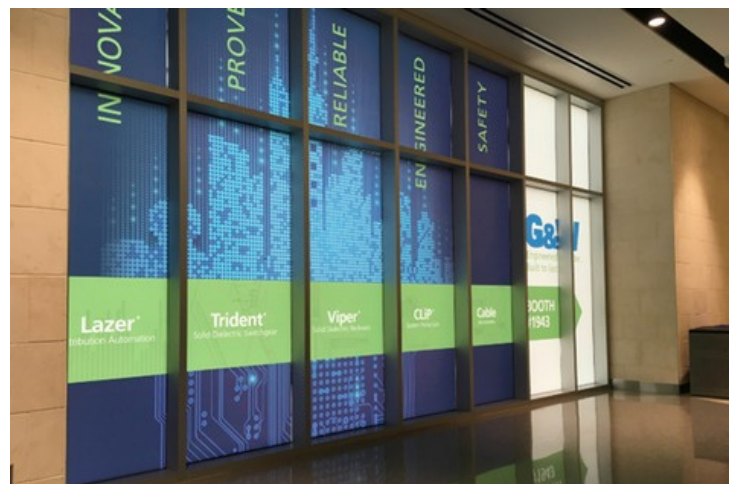
LOBBY CORRIDOR WALL CLING



GRAB AND GO MARKET



BROKEN CRUST WINDOW CLINGS



GRAB AND GO MARKET WINDOWS

Hall 4 and Hall 4 Registration

Please consult your Event Manager for more information if you are only using Hall 4A or 4B.



HALL 4 REGISTRATION AREA INCLUDES THE FOLLOWING OPPORTUNITIES

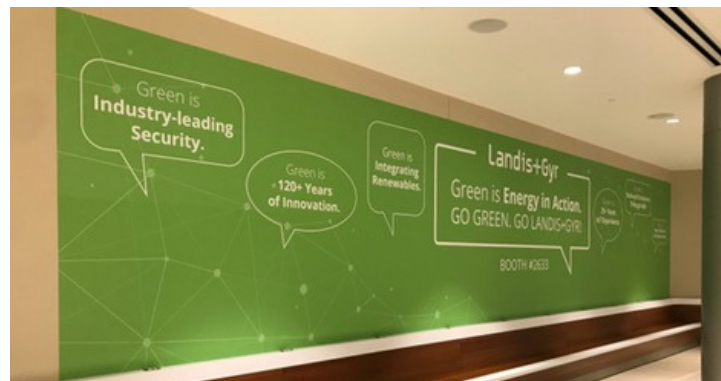
- Entry walls and doors into hall
- Five sections of North hallway walls
- Seven interior columns
- Hall 4 Lobby Corridor Bench Wall



HALL 4 ENTRANCE WALL / COLUMN

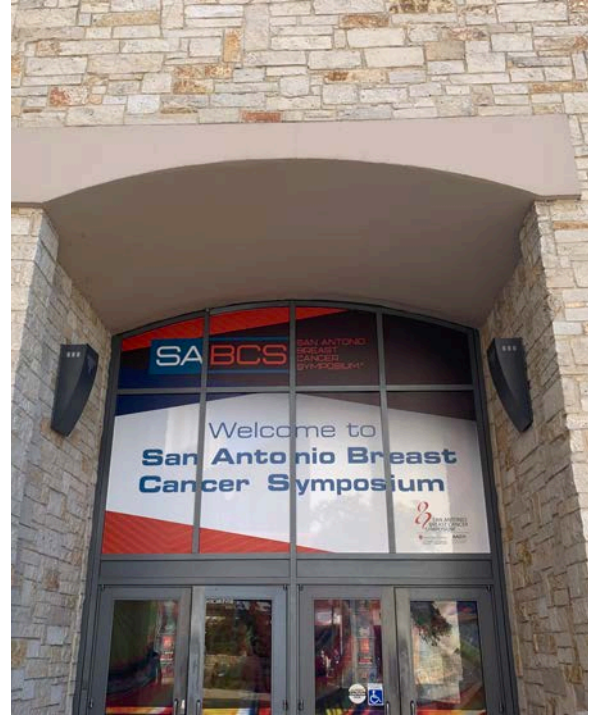


HALL 4 LOBBY CORRIDOR COLUMNS

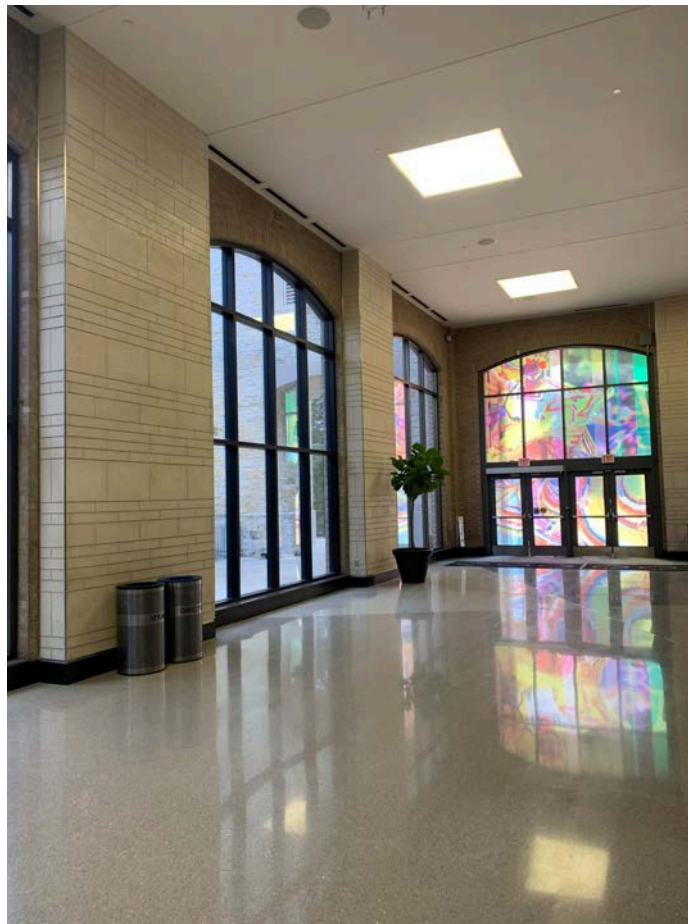


HALL 4 LOBBY CORRIDOR BENCH WALL

Lila Cockrell Theater Entrance



LILA COCKRELL THEATRE ENTRANCE



** Non-adhesive foam core or static clings are the only materials approved for use on any tinted windows throughout the building. Any damages will be the Licensee's responsibility. **

West Lobby



WEST LOBBY BANNER LOCATION (EAST)



WEST LOBBY BANNER LOCATION (WEST)

Hall 4 West Registration



HALL 4 WEST REGISTRATION AREA INCLUDES THE FOLLOWING OPPORTUNITIES

- Banner hanging points
- Five interior columns
- North, East and South Walls
- Escalators going up to room 205-207

For more information please see the [Banner Locations Specifications](#) and/or consult your event manager.

LDR



THE LDR INCLUDES THE FOLLOWING BRANDING OPPORTUNITIES

- Accordion Doors
- 1 Window



LDR Accordion Doors



LDR Window

River Level



RIVER LEVEL AREA INCLUDES THE FOLLOWING OPPORTUNITIES

- Two sets of escalators
- Window cling opportunities
- Wall cling opportunities

Room 205-207 Corridor

ROOM 205 - 207 CORRIDOR INCLUDES THE FOLLOWING OPPORTUNITIES

- Wall cling opportunities



** Non-adhesive foam core or static clings are the only materials approved for use on any tinted windows throughout the building. Any damages will be the Licensee's responsibility. **

Fountain View



FOUNTAIN VIEW AREA INCLUDES THE FOLLOWING OPPORTUNITIES

- Window cling opportunities
- One charging station



** Non-adhesive foam core or static clings are the only materials approved for use on any tinted windows throughout the building. Any damages will be the Licensee's responsibility. **

Room 208-213 Corridor

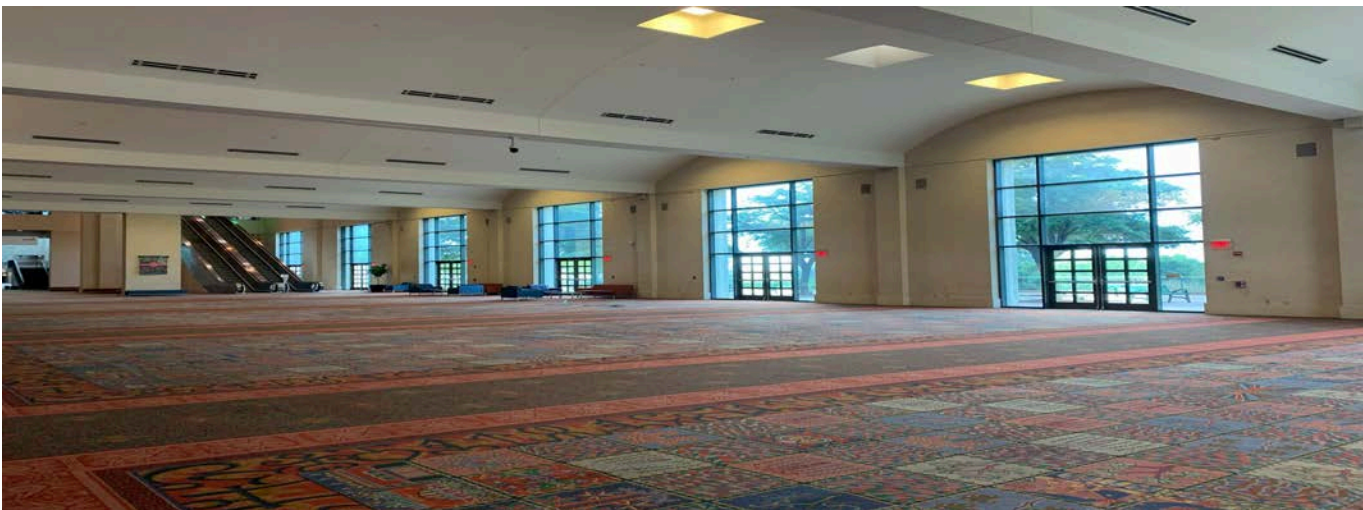


ROOM 208 - 213 CORRIDOR INCLUDES THE FOLLOWING OPPORTUNITIES

- Banner hang point locations

For more information please see the [Banner Locations Specifications](#) and/or consult your event manager.

Park View

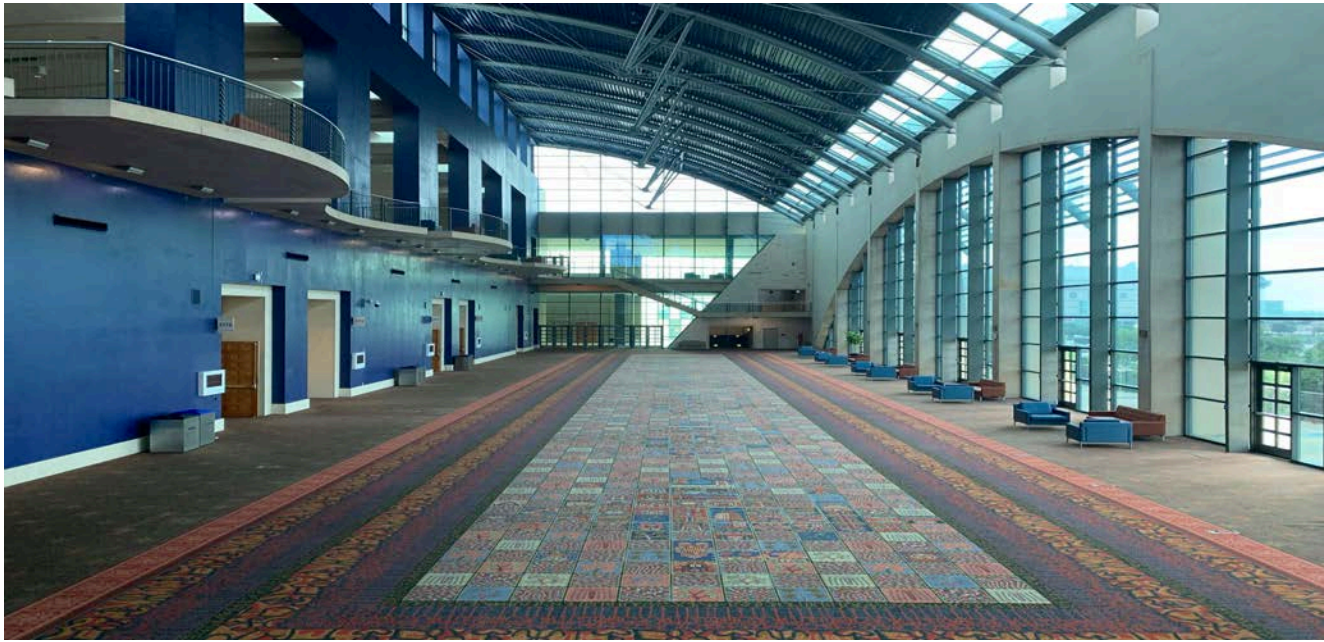


PARK VIEW INCLUDES THE FOLLOWING OPPORTUNITIES

- Wall cling opportunity
- Banner hang point locations

For more information please see the [Banner Locations Specifications](#) and/or consult your event manager.

Tower View



TOWER VIEW INCLUDES THE FOLLOWING OPPORTUNITIES

- Window cling opportunity
- Wall cling opportunity

For more information please see the [Banner Locations Specifications](#) and/or consult your event manager.

Hall 3 and Hall 4 Exterior Landing

Hall 3 and Hall 4 Exterior Landing

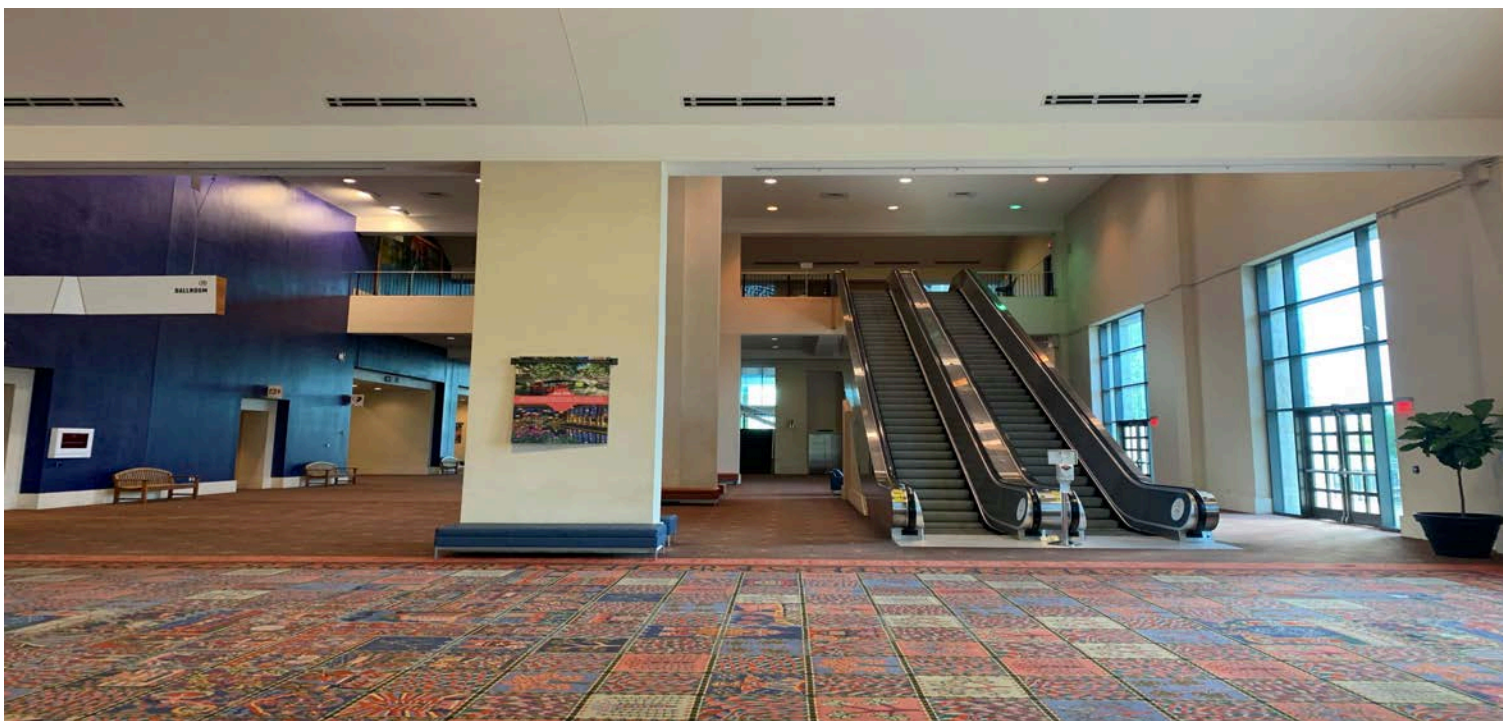


Hemisfair Ballroom



HEMISFAIR BALLROOM INCLUDES THE FOLLOWING OPPORTUNITIES

- Banner hang point locations
- Wall cling opportunity
- Column branding opportunity
- One set of escalators



For more information please see the [Banner Locations Specifications](#) and/or consult your event manager.

Ballroom Corridor



BALLROOM CORRIDOR INCLUDES THE FOLLOWING OPPORTUNITIES

- Window cling opportunities

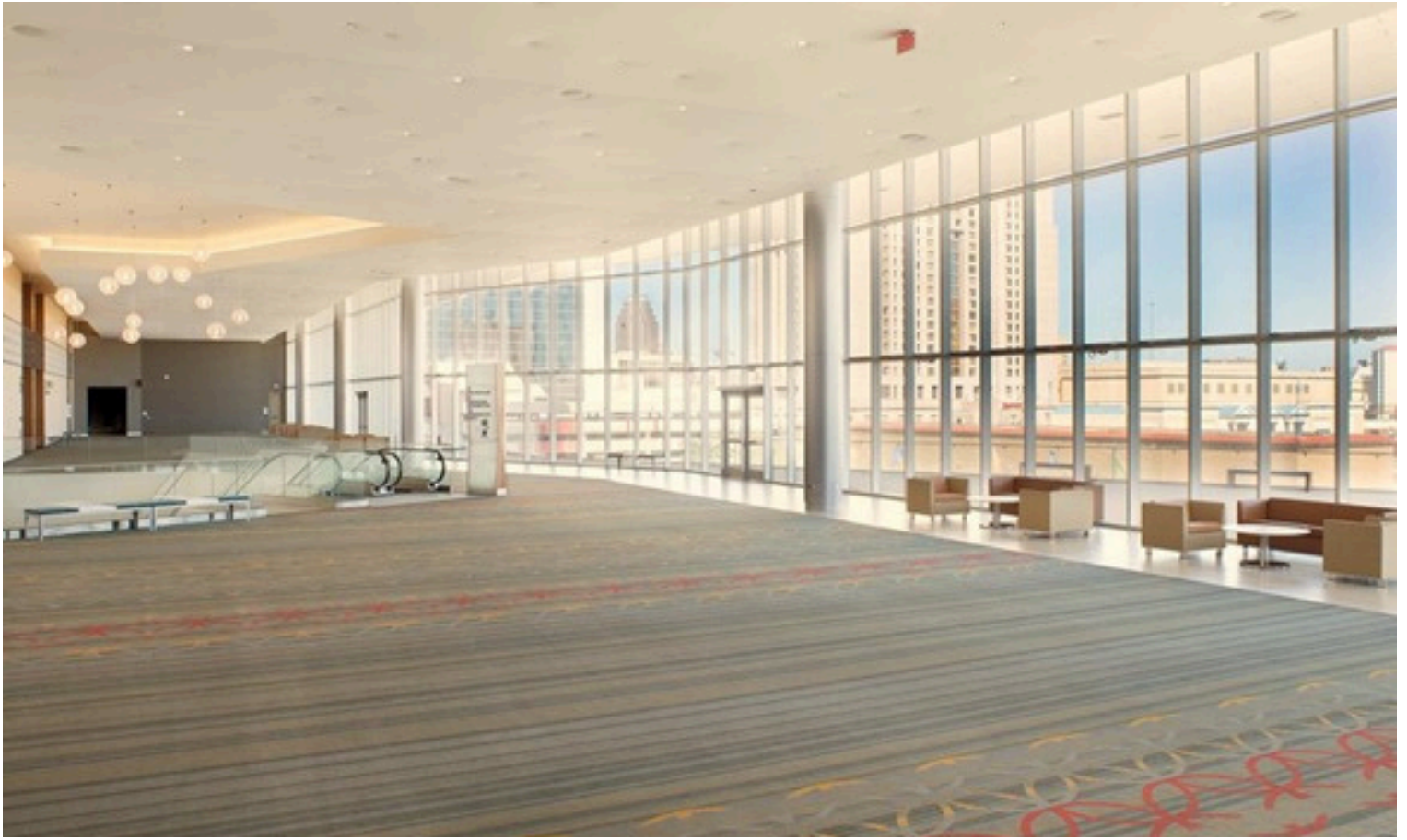
Room 301-302 Pre-Function / Room 303-305 Pre-Function



Room 301—302 prefunction and Room 303—305 prefunction includes the following Opportunities

- Digital reader board cling opportunities

Stars at Night Ballroom



STARS AT NIGHT BALLROOM INCLUDES THE FOLLOWING OPPORTUNITIES

- Multiple window cling opportunities
- Three internal columns
- One set of escalators
- One set of stairs
- Four glass railings

** Wall clings are not allowed in the pre-function space because of the wallpaper **

Room 221—225 Pre-Function

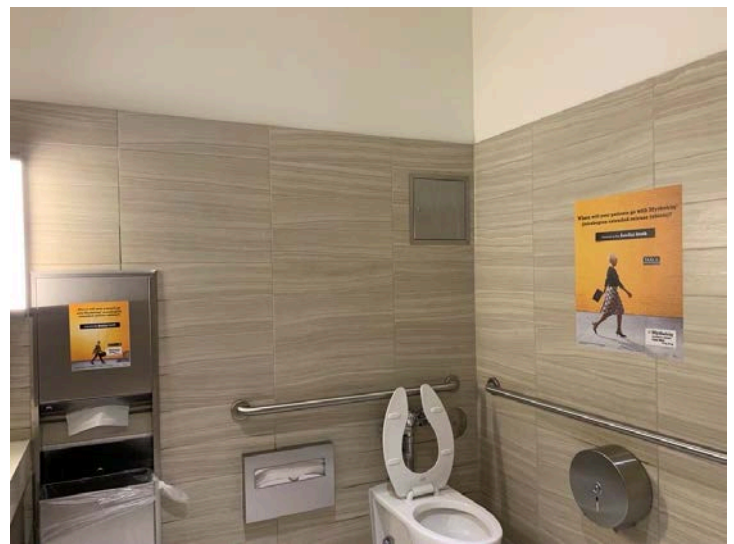


CONCOURSE LEVEL GLASS RAILINGS

ROOM 221-225 PREFUNCTION INCLUDES THE FOLLOWING OPPORTUNITIES

- Multiple window cling opportunities
- Interior columns
- Concourse level glass railings
- Digital reader board cling opportunities

Additional Branding / Sponsorship Opportunities



Rental Rates

MAIN ENTRANCE WINDOWS AND DOOR CLINGS	\$800.00 per location
WINDOW CLINGS	\$800.00 per location
ESCALATOR CLINGS	\$800.00 per escalator
STAIRCASE CLINGS	\$500.00 per location
COLUMN WRAPS	\$800.00 per column
FLOOR CLINGS	\$150/\$250/\$350 per cling based on size
GLASS RAILING PANEL CLINGS	\$500.00 per four panels
WALL CLINGS	\$500.00 per location
DOOR CLINGS	\$500.00 per set of doors
BANNERS	\$1,000.00 per location
MAIN LOBBY STAGE CLING	\$500.00 per location
MARKET CAFÉ CLINGS	\$500.00 per location
ALCOVE CHARGING STATIONS CLINGS	\$800.00 per charging station
CHARGING STATION CLINGS	\$800.00 per charging station
GRAB AND GO CLINGS	\$500.00 per location
HBGCC WAYFINDING CLINGS	\$500.00 per location
TABLETENTS	\$200.00 per location
WASHROOM CLINGS	\$50.00 per location
PLANTER BOXES	\$300.00 per location
TRASHCANS	\$200.00 per location