

LACC MARKETING OPPORTUNITIES

LOS ANGELES CONVENTION CENTER
SOUTH HALL

FIELD MEASUREMENTS ARE HIGHLY RECOMMENDED. LACC IS NOT RESPONSIBLE FOR PRINTING ERRORS ON GRAPHICS.

IMPORTANT NOTICE BEFORE PLANNING YOUR EVENT MARKETING PROGRAM

This presentation deck is compiled to be a preliminary resource to kickstart your event marketing program. Be creative, unique and engaging – but remember to consider a few important factors in this process.

Dimensions provided are based on typical historical activations and should not be taken as definitive specifications to create graphics and marketing material. Availability of locations are subject to change based on Licensee's contracted space and other events in the LACC. Lobbies, hallways and plazas are considered public, shared space. Images depicted may reflect representation of other locations and not all available locations are listed here.

We highly recommend that your general service contractor and graphics vendor take field measurement to ensure that use of the location properly conveys the message of your event marketing activation. Licensee is solely responsible to ensure that graphics are printed properly to fit within the allotment space. Banners and activations suspended from beams and ceilings must be attached by a rigging contractor on the LACC Authorized Contractors list. Please refer to the LACC Event Planning Guide and Facility Guidelines for complete information on use of graphic material, billable marketing fee, cleaning and damages.

Please engage your Event Manager early on your event marketing plans. All event marketing programs are subject to the advance approval of the Los Angeles Convention Center (LACC).

SOUTH HALL



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South Hall Exterior Figueroa Entrance

Banner

36'W x 5'H

Marketing Fee: \$5,000



South Lobby Figueroa Entrance

Banner

18'W x 4'H

Marketing Fee: \$1,100



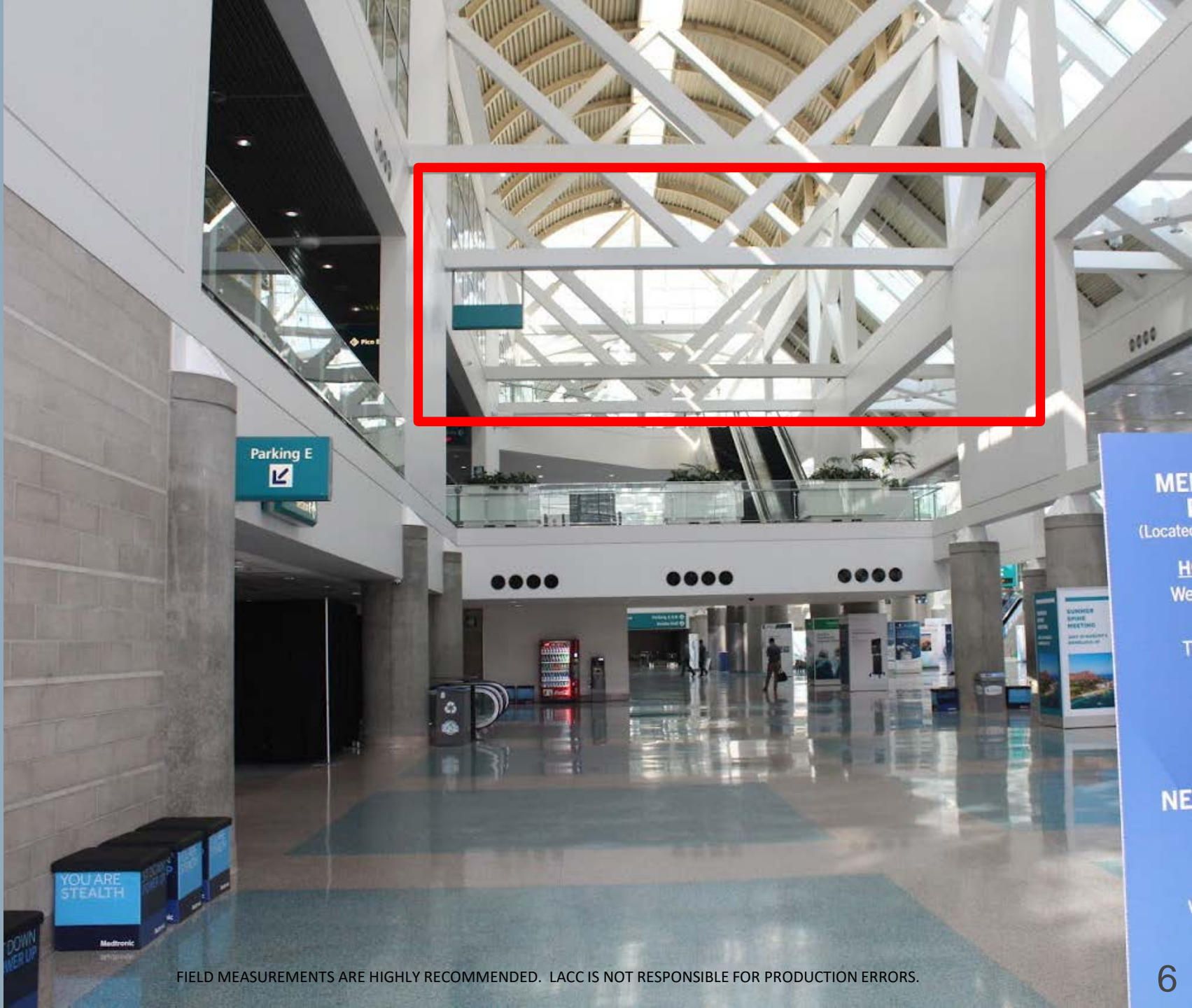
South Lobby Figueroa Registration View 1

Banner

39'W x 21'H

(4) Locations

Marketing Fee: \$1,100
per location



South Lobby Above Figueroa Entrance View 2

Banner

31'W x 21'H

(4) Locations

Marketing Fee: \$1,100
per location



South Lobby Tower

Banner

53'W x 16'H

(2) Locations

Marketing Fee: \$1,100
per location

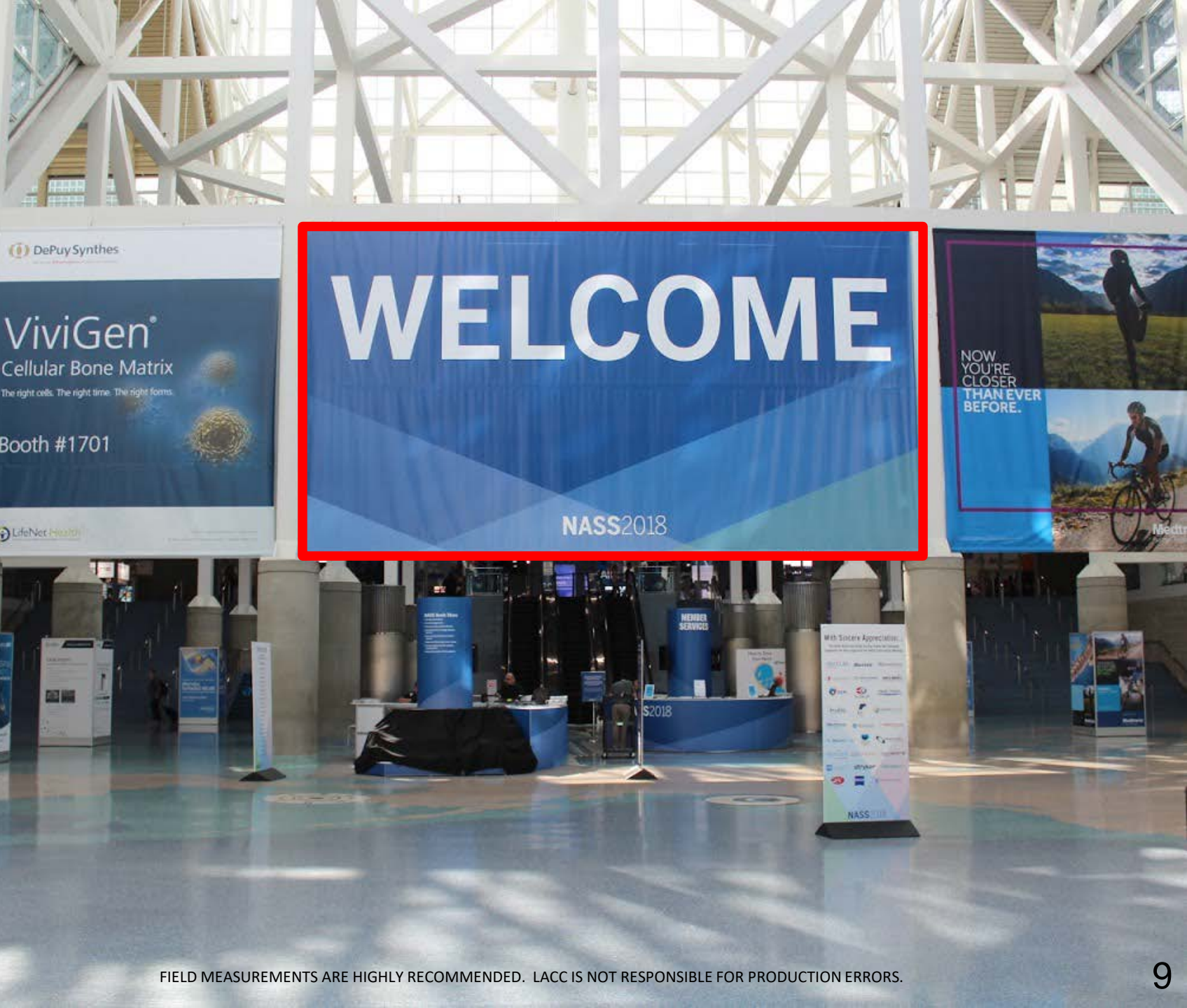


South Lobby Tower

Banner

38'6"W x 21'H

Marketing Fee: \$1,100



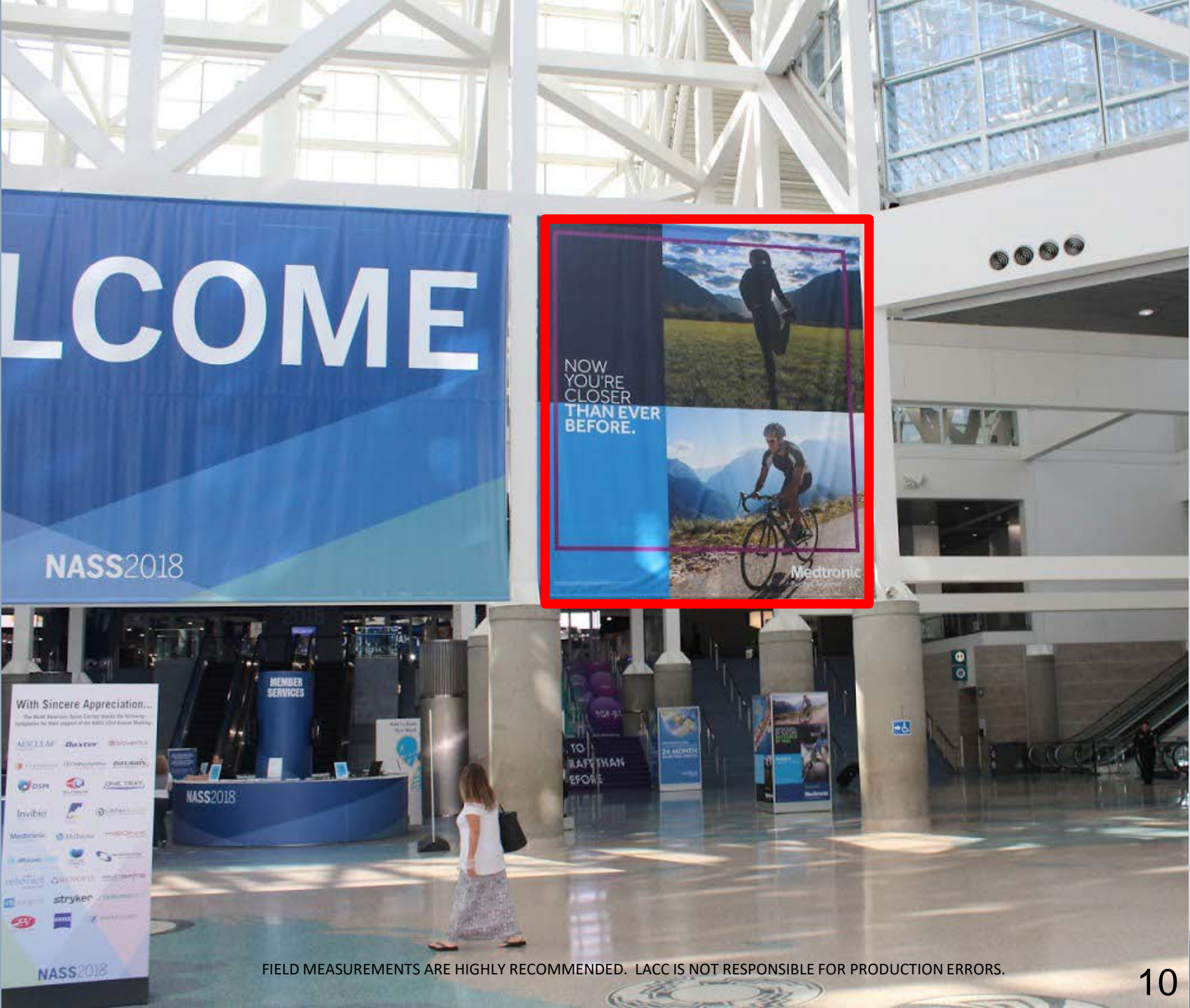
South Lobby Tower

Banner

18'6"W x 21'H

(2) Locations

Marketing Fee: \$1,100 per location

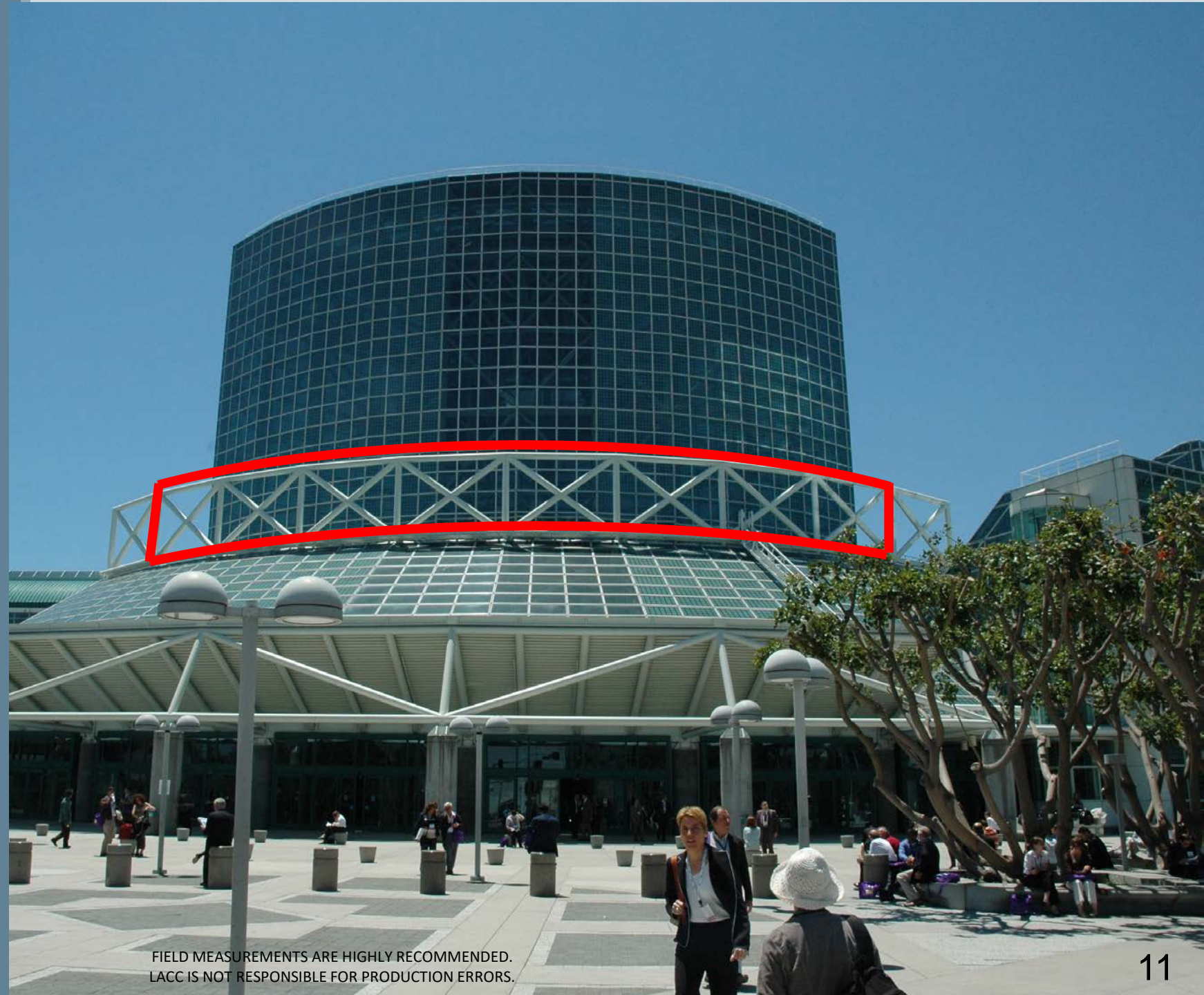


**South Hall
Exterior
Figueroa / Pico**

Eyebrow Banner

176'W x 16'4"H

Marketing Fee: \$6,000



FIELD MEASUREMENTS ARE HIGHLY RECOMMENDED.
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South Hall Exterior Figueroa / Pico

Canopy Banner

30'W x 5'H

(7) Locations

Marketing Fee: \$1,800
per location



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South Hall Exterior Figueroa / Pico

Column Wrap

12'W x 12'H

(8) Columns

Marketing Fee: \$400
per column

() Please note all existing ADA signs
must be visible at all times.*



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South Hall Exterior Figueroa / Pico

Tower Banner

60'W x 60'H

Marketing Fee: \$15,000



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South Lobby Tower Registration

Banner

13'9"W x 8'7"H

(3) Locations

Marketing Fee: \$1,100
per location



South Tower Lobby

Column Wrap

12'W x 12'H

(37) Locations

Marketing Fee: \$400
per location



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South Lobby Tower View 1

Banner

33'4"W x 20'H

(3) Locations

Marketing Fee: \$1,100
per location



South Lobby Tower View 2

Banner

33'4"W x 20'H

(3) Locations

Marketing Fee: \$1,100
per location

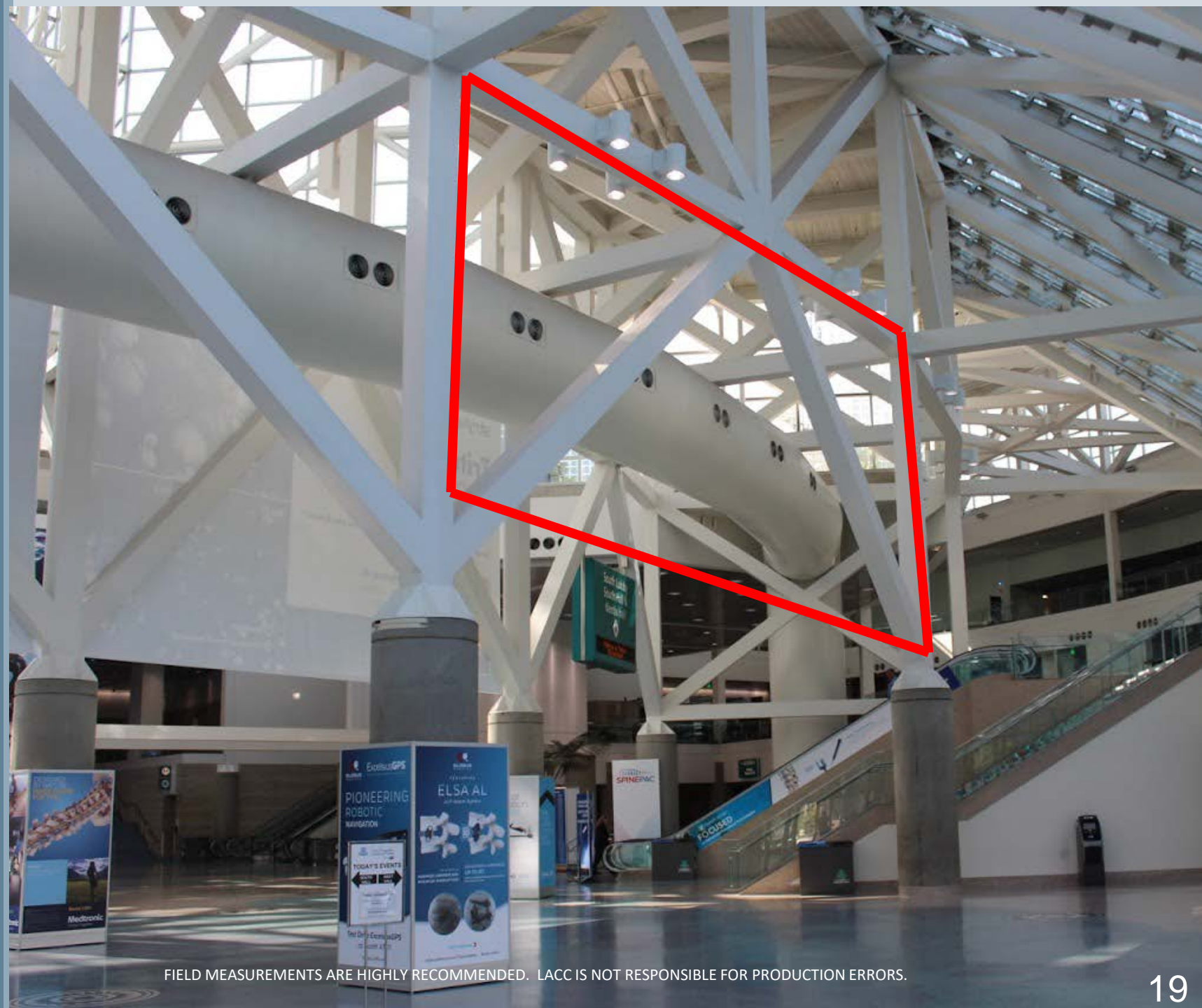


South Lobby Tower

Banner

40'W x 20'H

Marketing Fee: \$1,100



**South Hall
Exterior
Above Loading
Docks**

Freeway Banner

250'W x 22'10"H

(3) Locations

Marketing Fee: \$18,000



FIELD MEASUREMENTS ARE HIGHLY RECOMMENDED. LACC IS NOT RESPONSIBLE FOR PRODUCTION ERRORS.

The image shows a large, empty interior space, likely a gymnasium or a multi-purpose hall. The ceiling is a complex, grid-like structure with numerous circular recessed lights. The floor is a light-colored, polished surface, possibly wood or a similar material. The walls are also light-colored and feature a grid of vertical columns. The overall atmosphere is clean and modern.

KENTIA HALL

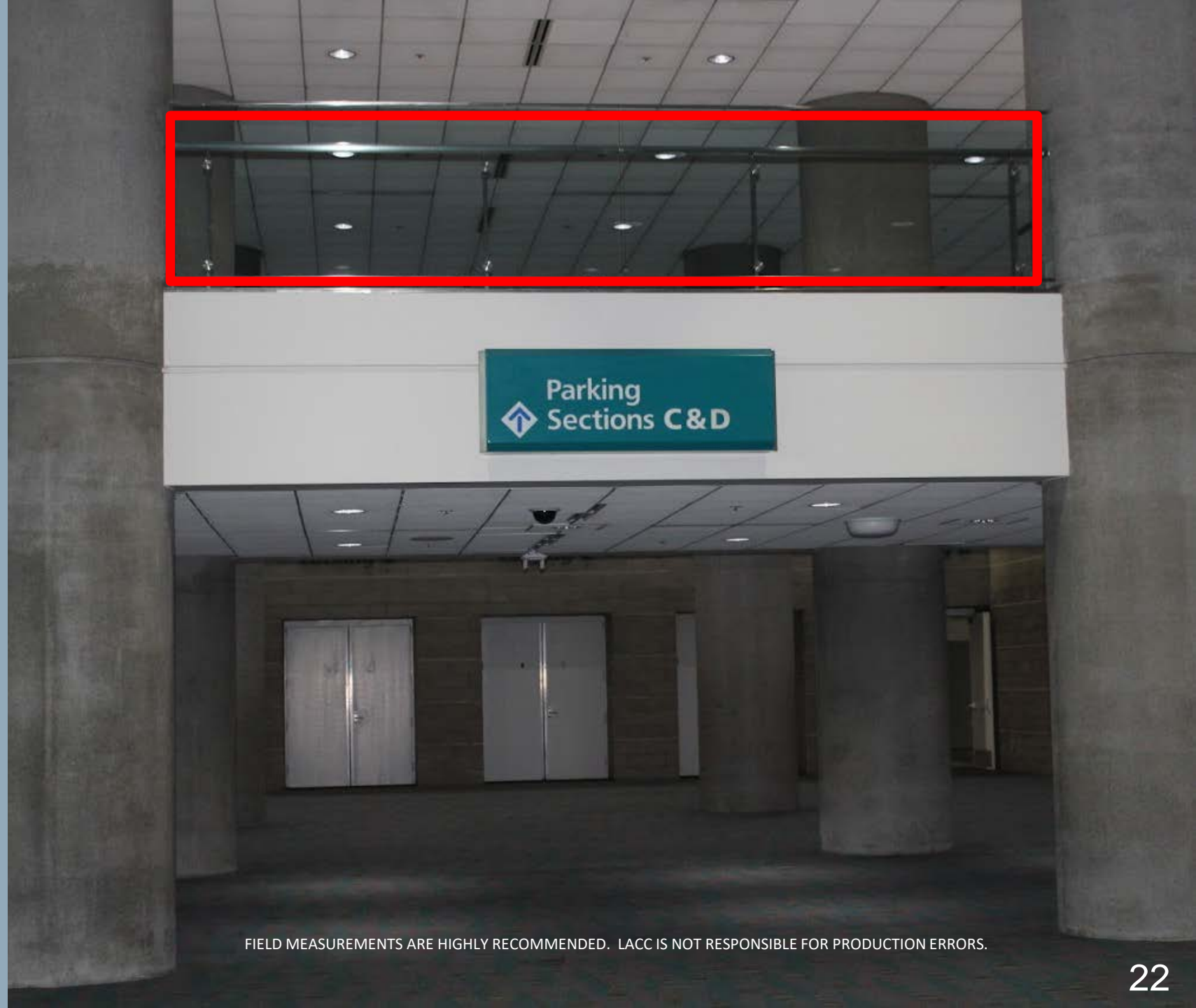
Kentia Hall Foyer - South

Banner

16.5'W x 4'6"H

(11) Locations

Marketing Fee: \$500
per location



FIELD MEASUREMENTS ARE HIGHLY RECOMMENDED. LACC IS NOT RESPONSIBLE FOR PRODUCTION ERRORS.

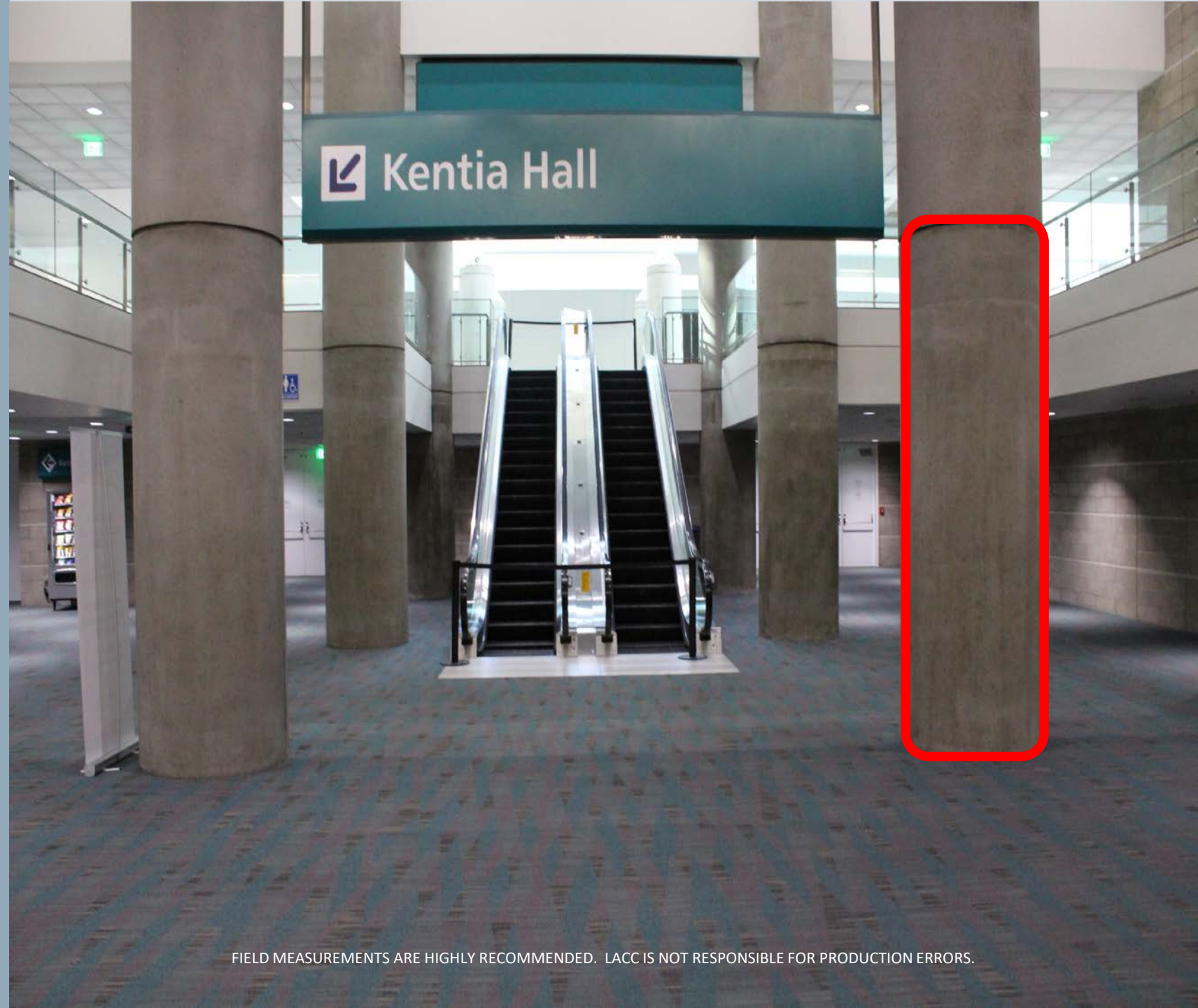
Kentia Hall Foyer - South

Banner

12'W x 12'H

(12) Locations

Marketing Fee: \$200
per location

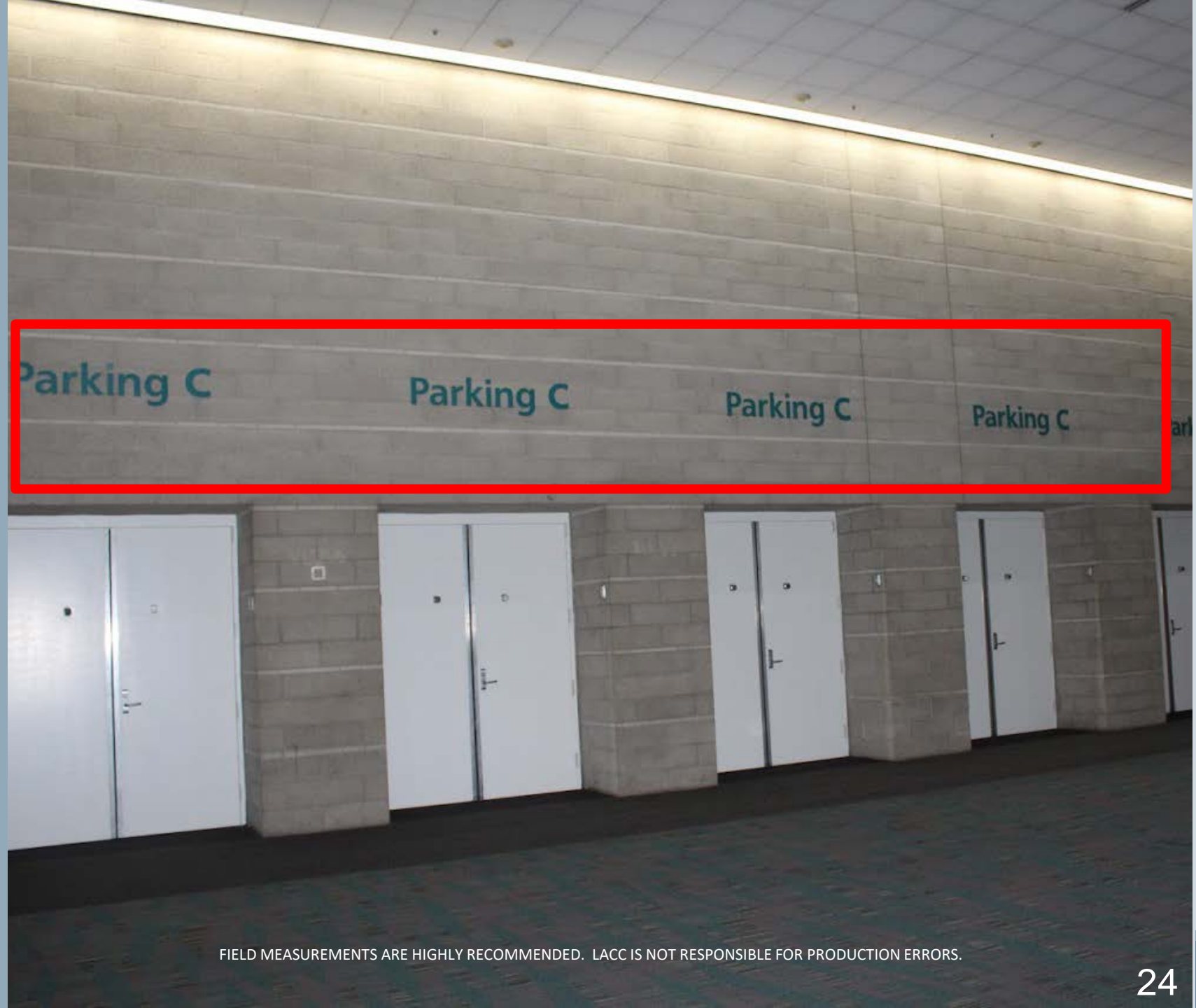


Kentia Hall Foyer – North Exhibit Hall Entrance

Banner

44'10"W x 8'H

Marketing Fee: \$500



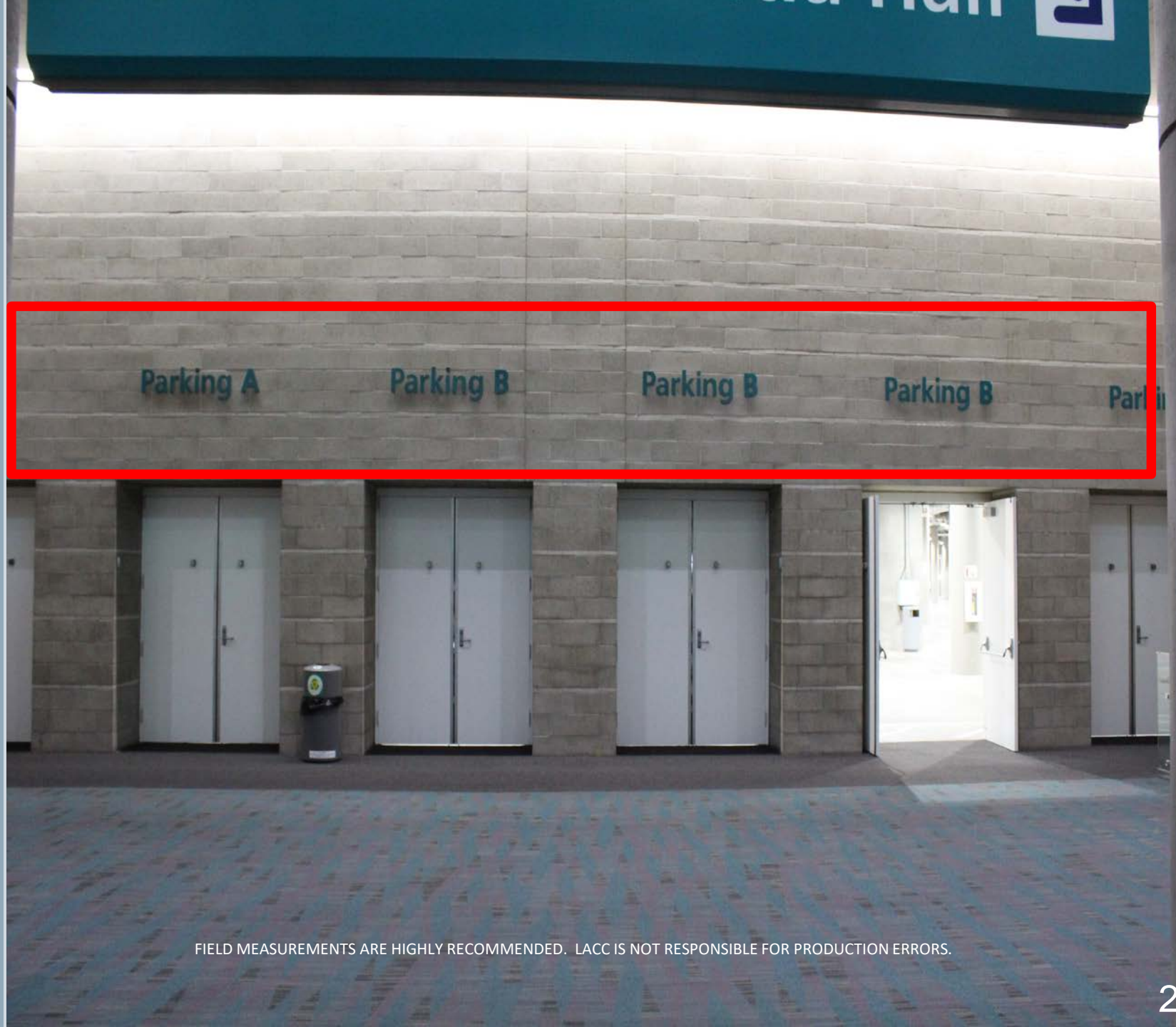
FIELD MEASUREMENTS ARE HIGHLY RECOMMENDED. LACC IS NOT RESPONSIBLE FOR PRODUCTION ERRORS.

**Kentia Hall
Foyer – South
Exhibit Hall
Entrance**

Banner

44'10"W x 8'H

Marketing Fee: \$500



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WEST HALL

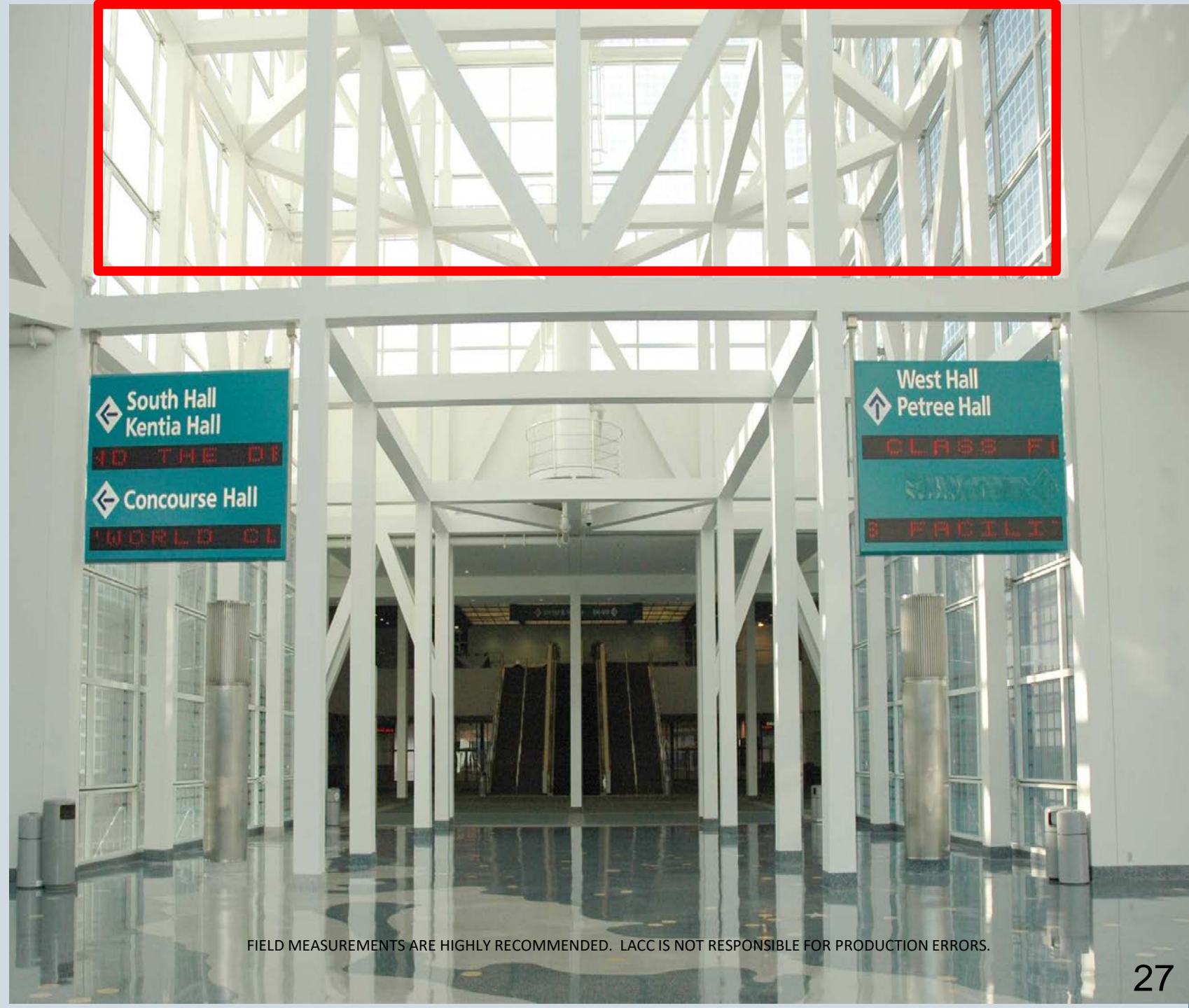
FIELD MEASUREMENTS ARE HIGHLY RECOMMENDED. LACC IS NOT RESPONSIBLE FOR PRINTING
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West Lobby Tower

Banner

55'W x 20'H

Marketing Fee: \$900



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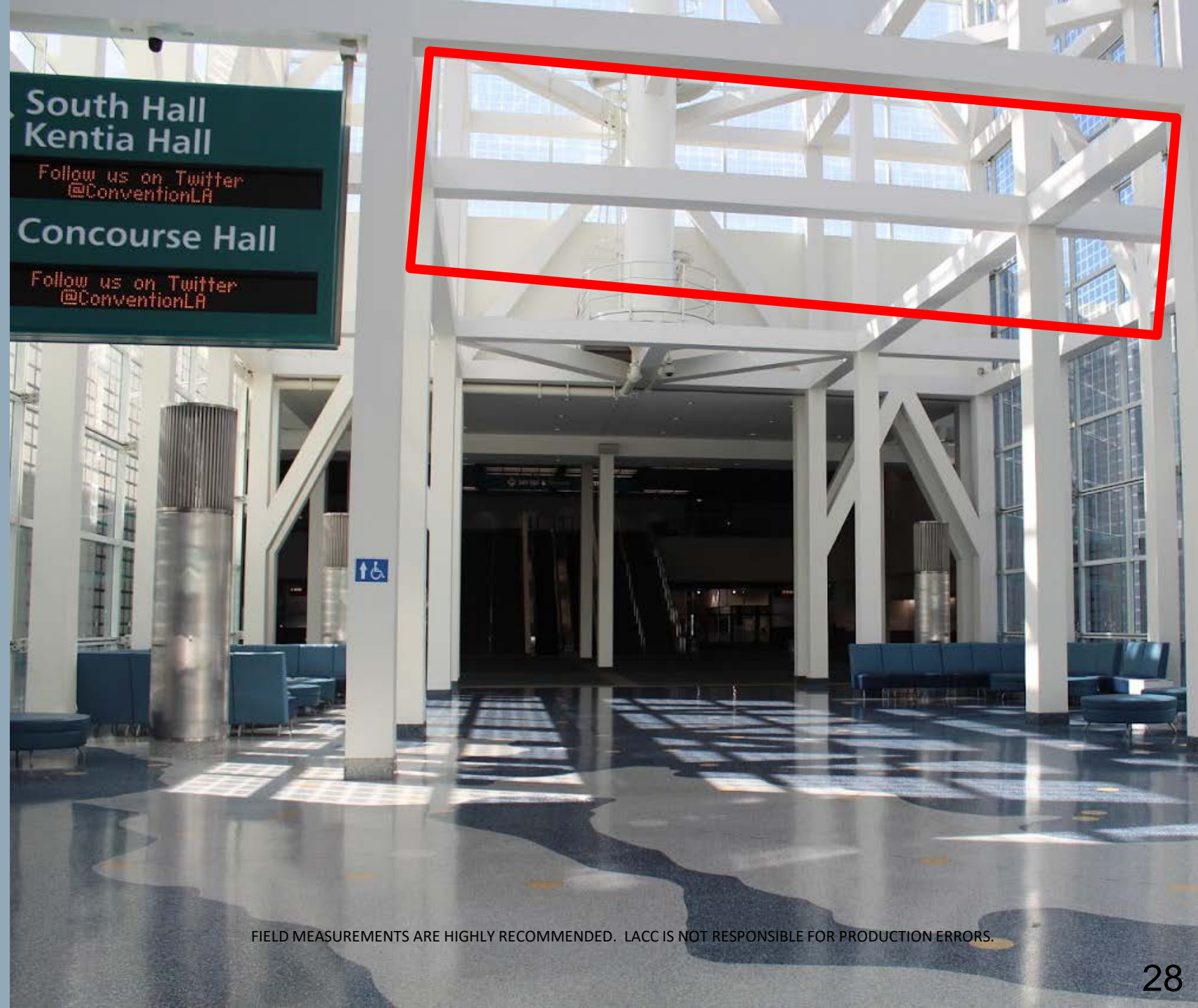
West Lobby Tower

Banner

25'W x 8'H

(2) Locations

Marketing Fee: \$900
per location



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West Lobby Tower Coffee Cart

Banner

38'W x 8'H

Marketing Fee: \$900

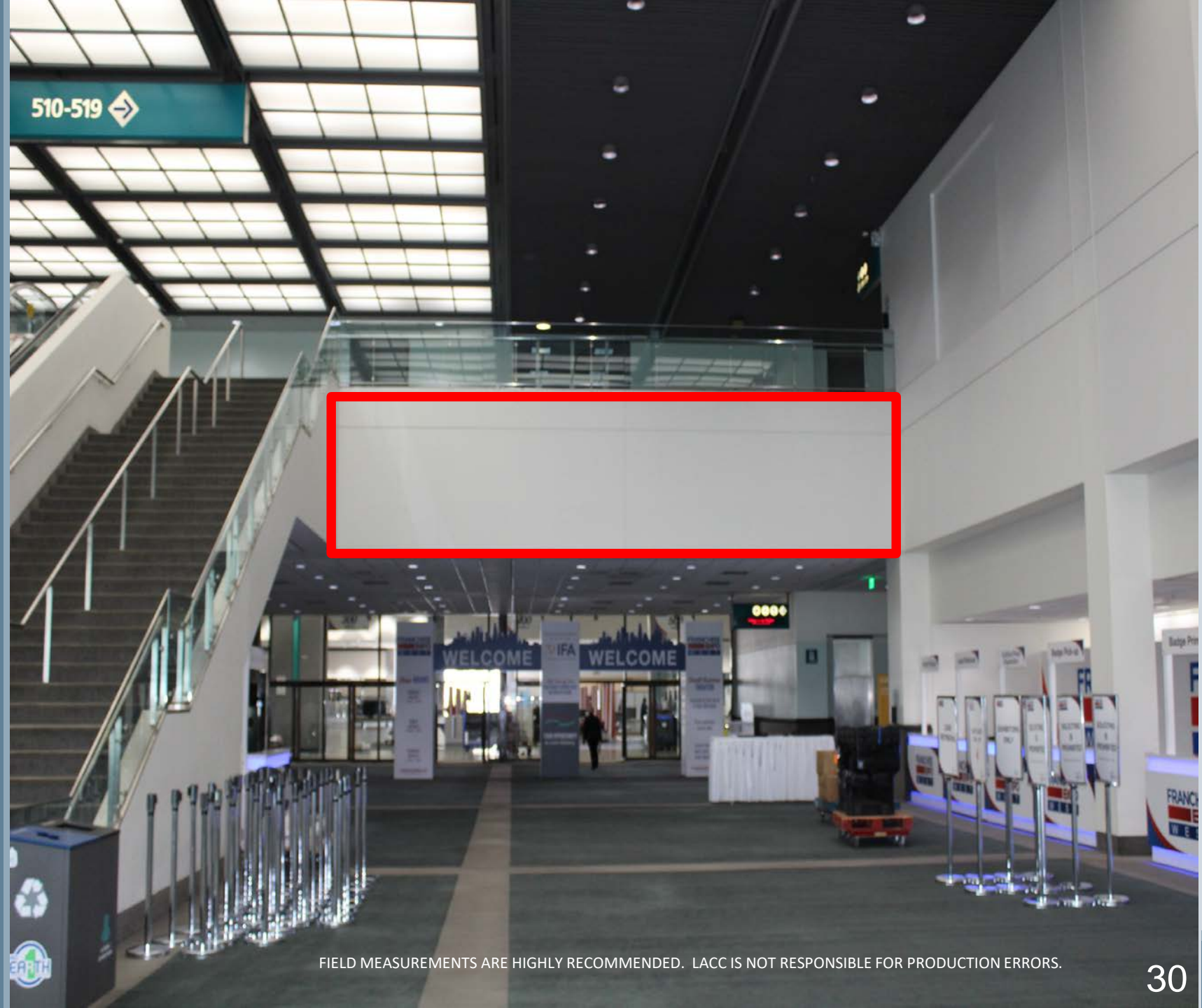


West Lobby Hall A Side

Banner

35'W x 8'H

Marketing Fee: \$900

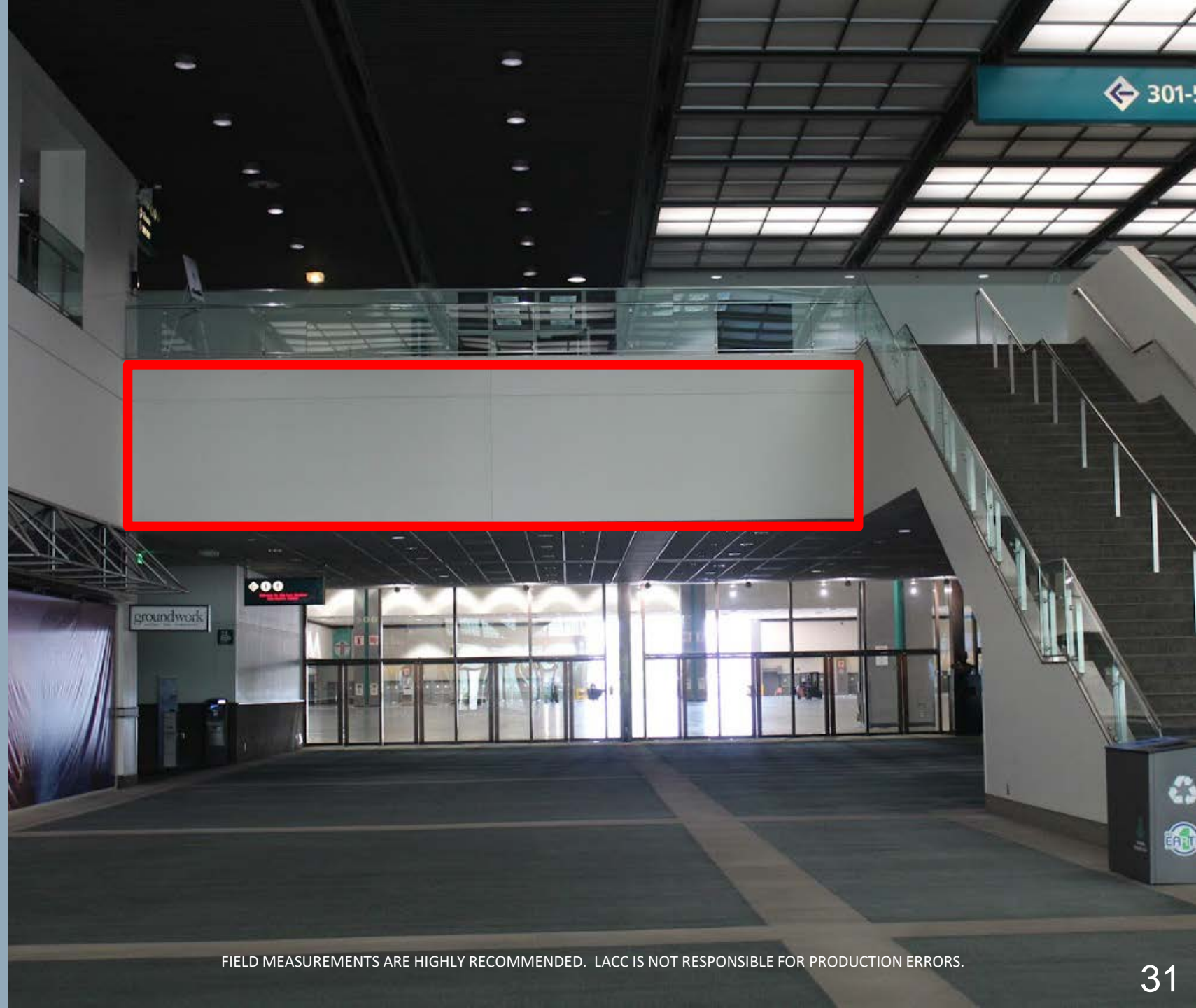


West Lobby Hall B Side

Banner

35'W x 8'H

Marketing Fee: \$900



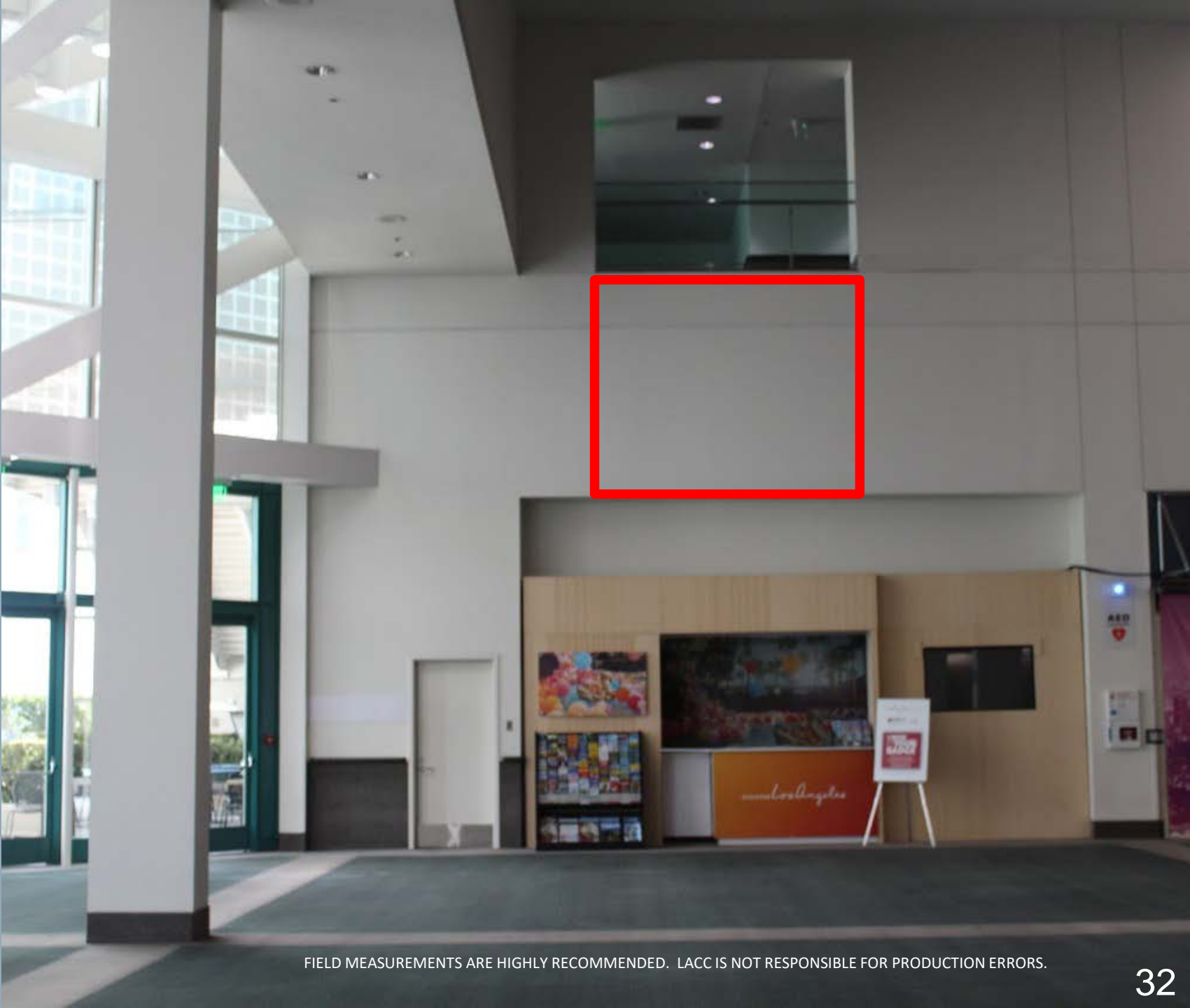
West Lobby

Banner

10'W x 8'6"H

(6) Locations

Marketing Fee: \$900
per location



Concourse Hall Foyer Entrance

Banner

38'W x 8'H

Marketing Fee: \$900



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Concourse Hallway

Banner

18'W x 5'6"H

(17) Locations

Marketing Fee: \$900
per location



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West Hall Exterior

Column Wrap

12'W x 12'H

(5) Columns

Marketing Fee: \$400
per column

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visible at all times.*



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West Hall Exterior

Canopy Banner

20'W x 5'H

(3) Locations

Marketing Fee: \$1,800
per location



West Hall Exterior

Eyebrow Banner

60'W x 16'4"H

Marketing Fee: \$6,000



West Hall Exterior

Tower Banner

60'W x 60'H

Marketing Fee: \$15,000



MISC EVENT MARKETING



LOS ANGELES CONVENTION CENTER
SOUTH HALL

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Misc Event Marketing

Stair Graphics

- (2) Sections – West Lobby
- (6) Sections – South Lobby
- (3) Sections – Kentia Lobby

Marketing Fee: \$1,500 per section



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Misc Event Marketing

Escalator Graphics

- (3) Sets – West Lobby
- (6) Sets – South Lobby
- (2) Sets – Kentia Lobby

Marketing Fee: \$500.00
per set



Misc Event Marketing

Floor Graphics

Various locations in lobbies & hallways

Marketing Fee: \$75 per floor graphic



Misc Event Marketing

Door Graphics

Various entrance doors & lobby doors locations available

Marketing Fee: \$75 per graphic/decals



Misc Event Marketing

Security Bollards

35”H / 13.25” Dia

(23) bollards – West Plaza
(12) bollards – South Plaza

Marketing Fee: \$500
per bollard

