



EVENT MARKETING

Banners, signs, and promotional activities are critical aspects of any event marketing program. These programs may be activated within Licensee's contracted space/dates without a fee. When available and upon advance approval of the LACC, banners, signs, and promotional activities may be placed in public areas. In these cases, event marketing fees apply for **commercial** event marketing activations.

Commercial event marketing is defined as activations which promote sponsors, products, services, or a non-Licensee business entity/organization, regardless of revenue generated by Licensee for the activation. Show management banners and event-related signs are exempt. When event marketing activations include co-branding by Licensee and non-Licensee entities, the marketing fee applies when a minimum of 80% of the marketing activation recognizes the non-Licensee entity.

Certain event marketing programs may require the Fire Marshal's approval. Any damage or cleaning resulting from an event marketing installation is billable to Licensee.

INTERIOR ACTIVATIONS

BANNERS / SIGNS/ WRAPS

(*) Note: Please contact Event Manager for allowable banner sizes.

South Lobby Tower	\$1,100.00/banner
South Lobby – Compass Terrace	\$900.00/banner
Hall K Foyer	\$600.00/banner
Kentia Foyer	\$500.00/banner
West or South Exhibit Hall Entrances	\$600.00/banner
West Lobby Tower	\$900.00/banner
West Lobby Registration Lobby	\$750.00/banner
Concourse Corridor	\$500.00/banner
Concourse Foyer	\$500.00/banner
Column Wraps	\$200.00/column
Floor-Stand Signs (meterboards, roll-ups, lollipops)	\$200.00/sign

PROMOTIONAL DISPLAYS

Footprint (Up to 200 sq ft)	\$1,500.00
Footprint (201 sq ft – 500 sq ft)	\$3,000.00
Footprint (501 sq ft – 800 sq ft)	\$4,000.00
Footprint (801 sq ft – 1,000 sq ft)	\$6,000.00
Footprint (Greater than 1,000 sq ft)	\$8,000.00
Vehicle display	\$1,800.00/each
Video or Radio Broadcast	\$2,000.00/each
Strolling Distribution	\$2,000.00/each

ADHESIVE DECALS / GRAPHICS

Note: All adhesive material must comply with the venue's Adhesive Graphics guideline and be approved in advance by the Event Manager. Sample is due no later than (30) days before move-in.

Window / Floor / Table Decals	\$75.00/each
Escalator Decals (sides & center)	\$500.00/set
Lobby Stairs	\$1,500.00/section (*)
Super Graphics (5,000 sq ft max)	\$8,000.00/each
Restrooms Mirrors/Stalls	\$1,000.00/ restroom set

(*) Stair section defined as escalator side to last set of railing.

DIGITAL / ELECTRONIC DISPLAY

Digital Advertising Kiosk	\$500.00/each
Charging Stations	\$500.00/each
Video Wall – Up to 10'x10'	\$2,000.00/each
Video Wall – 10'x10' or greater	\$4,000.00/each
Video Wall – 20'x20' or greater	\$5,000.00/each



EXTERIOR ACTIVATIONS

BANNERS / SIGNS/ WRAPS

Concourse Plaza	\$1,500.00/each
Concourse Walkway	\$5,000.00/each
Concourse Walkway (Knuckle)	\$5,000.00/each
Pico Boulevard Bridge (East/West)	\$6,000.00/each
South Hall K Entry Wall	\$4,000.00/each
South or West Hall (Canopy Banner)	\$1,800.00/each
South or West Hall (Eyebrow Banner)	\$6,000.00/each
South or West Hall (Glass Tower Banner)	\$15,000.00/each
South or West Hall (Freeway Banner)	\$18,000.00/each
Column Wraps	\$400.00/each
Floor-Stand Signs (meterboards, roll-ups, lollipops)	\$400.00/each

PROMOTIONAL DISPLAYS

Footprint (Up to 200 sq ft)	\$1,500.00
Footprint (201 sq ft – 500 sq ft)	\$3,000.00
Footprint (501 sq ft – 800 sq ft)	\$4,000.00
Footprint (801 sq ft – 1,000 sq ft)	\$6,000.00
Footprint (Greater than 1,000 sq ft)	\$8,000.00
South Hall Figueroa/Pico Corner	\$5,000.00
Vehicle / Mobile Billboard	\$1,800.00/each
Video or Radio Broadcast	\$2,000.00/each
Strolling Distribution	\$2,000.00/each

SECURITY BOLLARDS

Note: Available to activate only when Licensee is exclusively contracted entirely in West Hall and/or South Hall. Cling, adhesive, and wrap material and graphics must be approved in advance by the LACC and sample is due no later than (30) days before move-in.

Security Bollard	\$500.00 each
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FOOD & BEVERAGE EVENT MARKETING

Any event marketing program that incorporates food & beverage elements require the advance approval of Taste of LA by Levy. This includes sampling/distribution, sponsorship branding on napkins, cups, café tables, and other F&B opportunities. Marketing fees may apply based on location, type, and scope of the event marketing program.

