

BRAND THE CONVENTION CENTER

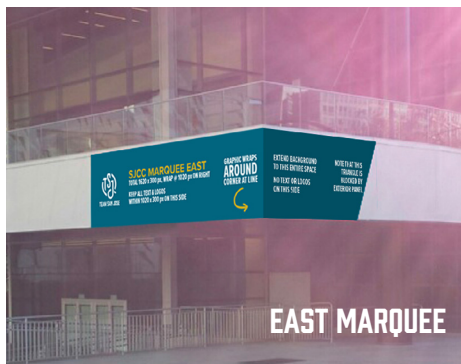
Inside and Out



SAN JOSE
McENERY
CONVENTION
CENTER

San Jose McEnery Convention Center

The facade of the building, exterior and interior walls, doors, windows, columns, staircases, and floors are all places to hang banners or install graphics. You can even place graphics on our digital signage areas, exterior marquees and interior LED screens.



Exterior Marquees

There are two marquees: East and West. One static slide provided to Team San Jose for each marquee may display one week prior to and throughout the duration of the event at no extra charge.* All slides are subject to approval and will be in rotation with other promotions.

*Additional weeks prior to the event:
\$100 per slide

East Marquee

Total: 1620 px wide x 300 px height
Wrap @ 1020 px on RIGHT
Keep all text & logos within **1020 px x 300 px**

West Marquee:

Total: 1720 px wide x 300 px height
Wrap @ 237 px on LEFT
Keep all text & logos within **1483 px x 300 px**

- Slide files are due 3 weeks prior to start date
- JPG format, only
- Resolution must be 72 dpi
- No animation/motion/video
- Do not use white as background color

Note for designers: Simple photographed images work best for exterior marquees. Too much detail can make marquee images appear “gritty.” Avoid thin fonts unless they are larger in size and take up a good portion of the composition.



Branding Opportunities

- Convention Center Signage
- Event Signage
- Banners
- Digital Welcome Message

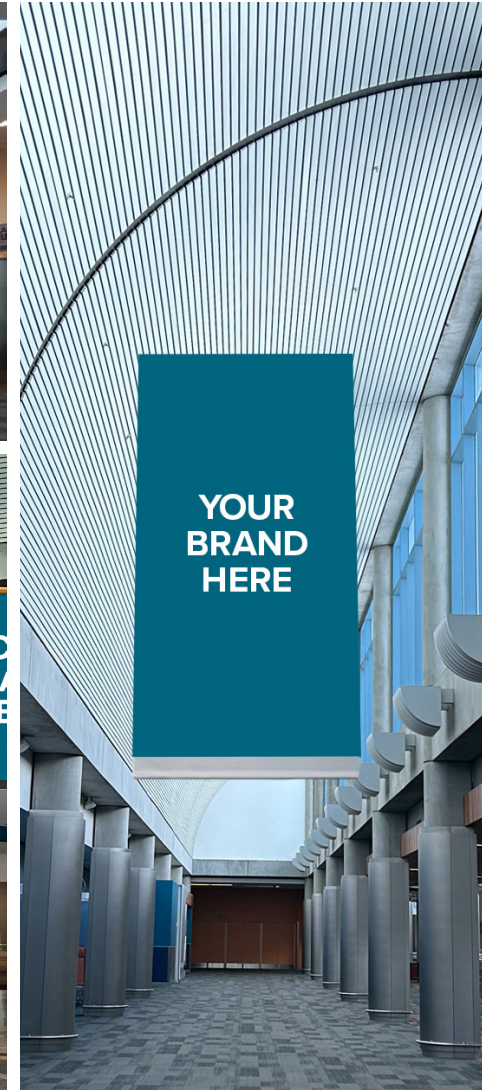
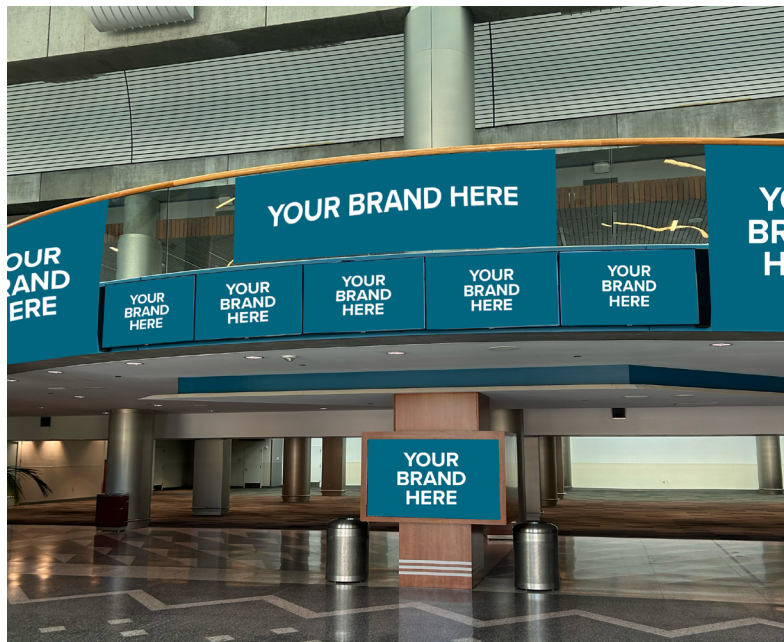
LED Screens

There are 29 screens throughout the Convention Center. A static slide provided to Team San Jose may display one week prior to and throughout the duration of the event at no extra charge. All slides are subject to approval and will be in rotation with other promotions.

- **Additional weeks prior to the event** \$100 per slide
- **One month** \$300 per slide
- **Exhibitor/Sponsor slides** \$200 per slide
- **Screen buyout** \$650 per screen

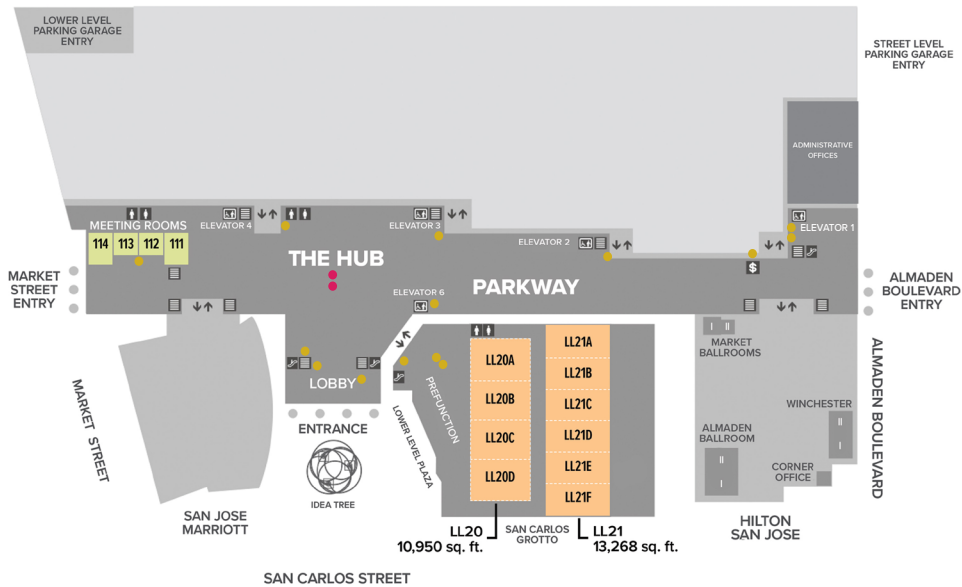
Specifications

- 1920 pixels (w) x 1080 pixels (h)
- JPG format, only
- Resolution must be 72 dpi
- Slide file due 3 weeks prior to start date



LED Monitor Locations

PARKWAY STREET LEVEL



CONCOURSE EXHIBIT LEVEL



Key

- Digital Monitor
- Touch Screen

Branding Opportunites and Specifications

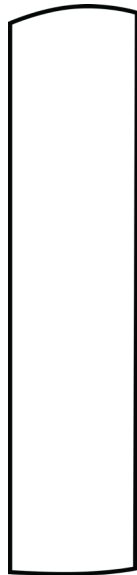
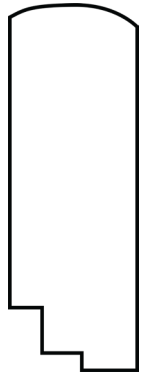
Main Entrance Lobby



Branding Opportunities and Specifications

Main Entrance Lobby

Column 1	Column 2	Column 3
Width: 9' 4"	Width: 9' 5"	Width: 9' 5"
EX Height: 8'	EX Height: 11' 11"	EX Height: 7' 7"



Branding Opportunites and Specifications

Main Entrance Lobby



Branding Opportunitites and Specifications

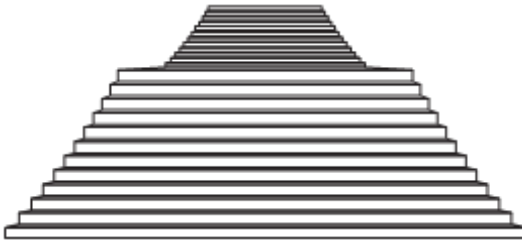
Main Entrance Lobby

Staircase 1

Width: 17' 10.5" Height: 5"

Run

Width: 17' 10.5" Height: 5"

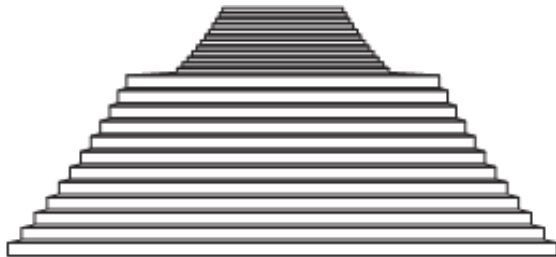


Staircase 2

Width: 17' 11.5" Height: 10"

Run

Width: 17' 11.5" Height: 5"

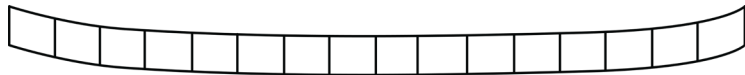


Branding Opportunities and Specifications

Main Entrance Lobby Vista Point

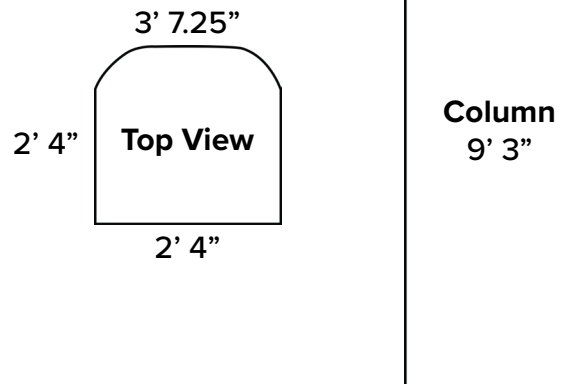
Available Banner Area
62' 6" Width x 3' 2.5" Height

1 of 16 Glass Panels
3' 10.5" Width x 3' 2.5" Height



Branding Opportunites and Specifications

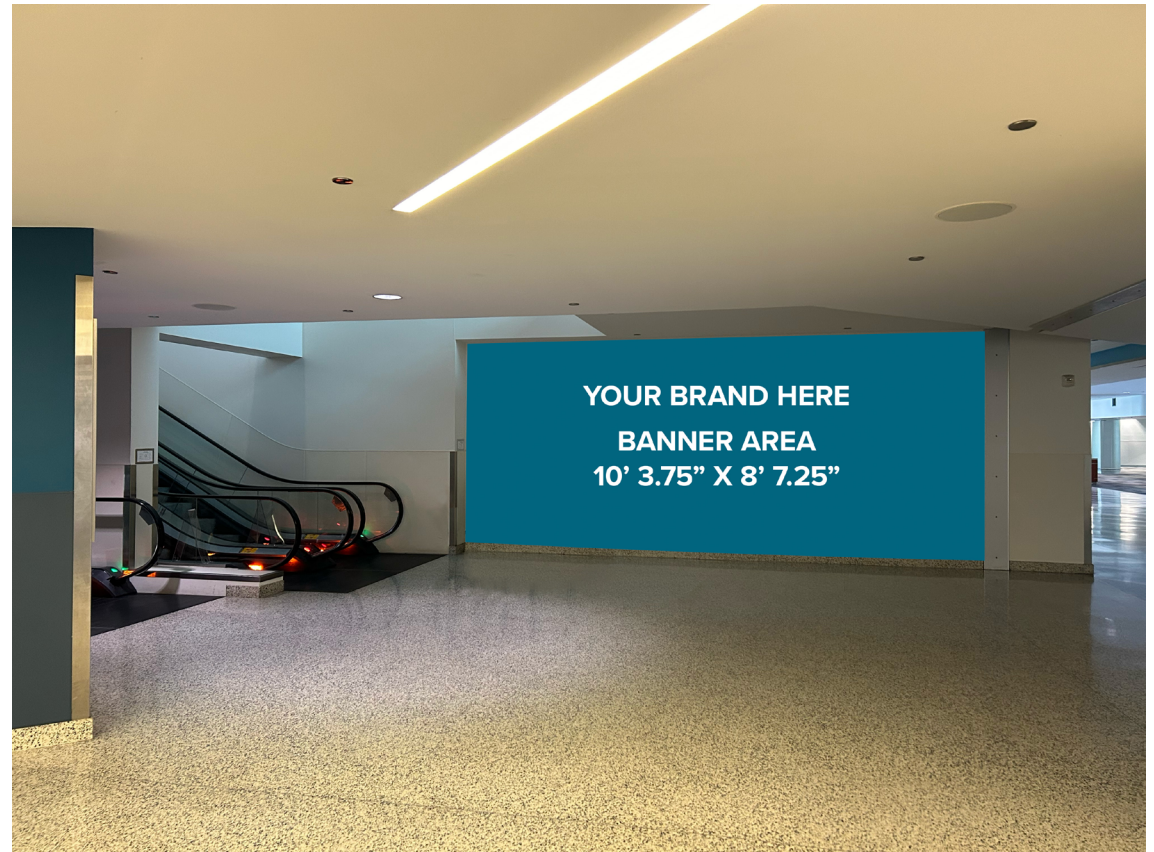
HUB: Multiple Columns Available



Branding Opportunities and Specifications

Escalator Wall on Parkway Leading Down to Lower Level

Available Banner Area
10' 3.75" Width X 8' 7.25" Height



Branding Opportunites and Specifications

Rectangular Pillar Parkway Overlooking Lower Level

Banner
5' 1.5" Width
X
6' 9" Height

Banner
4' 4.5" Width
X
6' 9" Height



Branding Opportunitites and Specifications

Parkway Banner Multiple Locations Available

Banner
17' 6" Width X 3' 1" Height



Main Entrance Façade

The façade of the building for window clings, banners and complete wraps from load-in throughout the duration of your event.

- **Additional weeks prior to the event** Special request required, separate quote
- **Entrance windows space for clings** \$1,000 per event
- **Entrance Banners** \$75 per hang point, per event
- **Façade Wrap** \$75 per hang point, per event
\$2400, full wrap no hang points, per event

Façade artwork is subject to approval by Team San Jose. Currently there are 32 approved eyebolt hang points on the front façade.



Rigging

All banners and wraps are subject to approval; based on, availability, weight, material, content and wind safety.

Cling material subject to approval to protect existing window coating.

Boom/Life Rental (per day) \$450

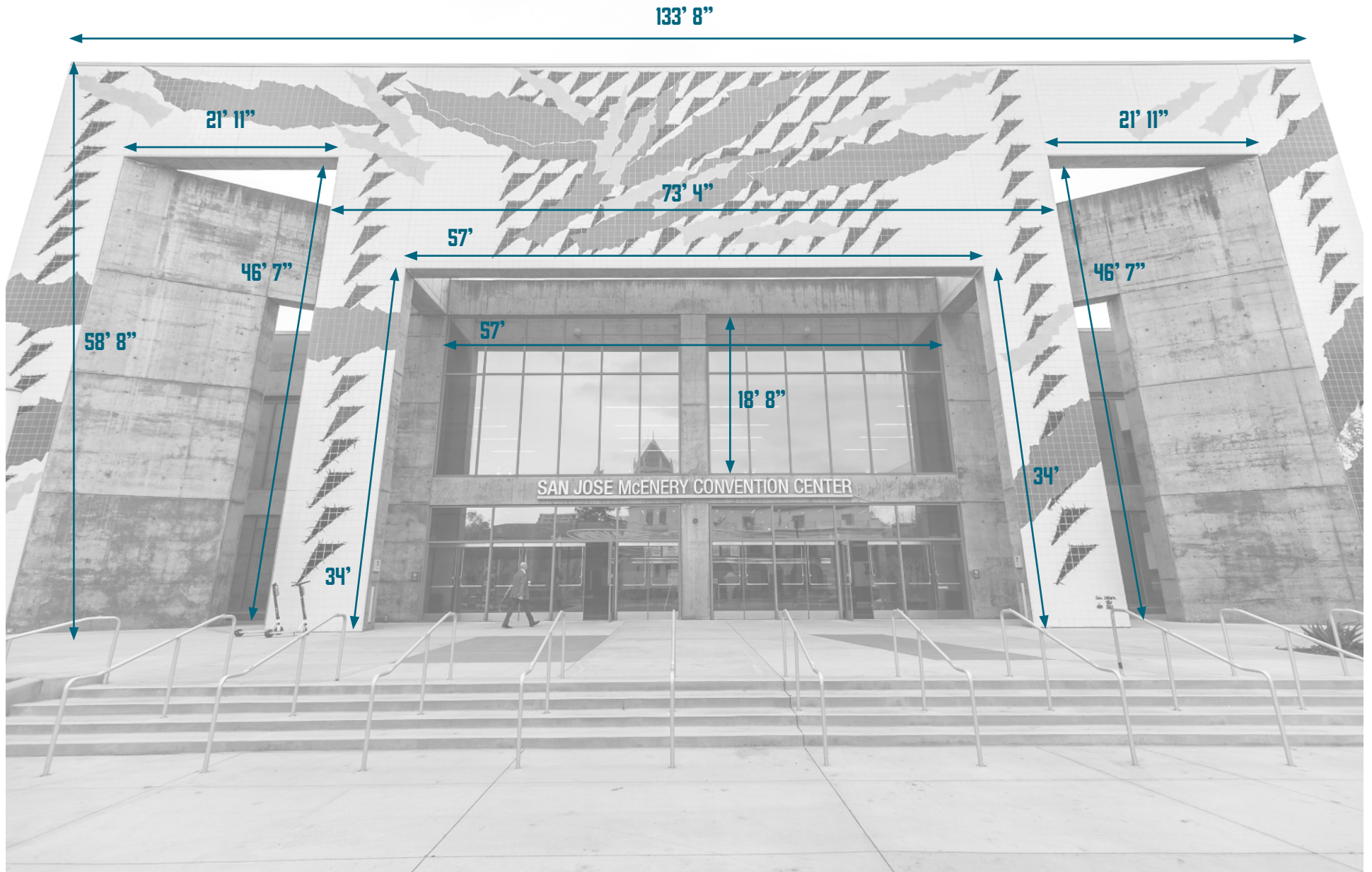
Mandatory Local Union Labor Work Sign and Display 510 Labor, required

1. Display Installation & Removal
2. Signs & Banners
3. Exhibit Rigging With Exception of AV

IATSE Local 134

Installation, rigging, operation, and/or dismantling of any of the following:

1. Temporary or permanent sound equipment
2. Temporary or permanent theatrical or special lighting equipment
3. Projection screens or equipment
4. Video tape equipment
5. Video cameras and all related equipment
6. Audio-Visual equipment
7. Theatrical properties, including, but not limited to, scenery and drops



TRADE SHOW AND EXPO OVERHEAD & GROUND SUPPORTED STRUCTURES and BUILDING ATTACHMENTS STANDARDS POLICY v22.03

The following policies and procedures are in effect at the San Jose Convention Center and Cultural Facilities (the “Facility”), in order to ensure that all rigging and other building attachments in the facility meet current industry standards and are conducted safely and with due care for the building infrastructure.

RIGGING AND GROUND SUPPORTED STRUCTURES STANDARDS POLICY

1. For any events where rigging is required, and the weights are or exceeds 50 pounds on any single ceiling connection a rigging plan (“Rigging Plan”) must be submitted by the contracted user (“User”) to TSJ Production Department. Whereupon if TSJ decides peer review is required TSJ will ask the plan to be forward to Stage Rigging Inc. (SRI) for review and approval.

FOR STAGE RIGGING REVIEW AND APPROVAL

Please use the attached Rigging link teamsanjosereview@stagerigging.com

2. If required, the Rigging Plan must be submitted for approval no later than 21 days’ in advance of the load-in day of the event.
3. Plan review does not guarantee the safety of the actual rigged item. Failure to provide plans may result in the on-site denial or removal of said rigging.
4. A link to the building structural analysis with rigging details is available upon request.
5. Hanging and rigging hardware fasteners and gear must meet current O.S.H.A. and A.N.S.I. standards.
6. All custom rigging and ground supported structures shall meet all ANSI and OSHA standards.
7. Chain hoist must display date of last periodic service in accordance with ANSI E1.6-2. If, date of last service is not affixed to the hoist body, hoist service records may be requested by TSJ and must be provided by the hoist owner prior to hoist loading.
8. All requests for rigging outside of approved hanging locations must be made in writing to the Director of Event Services, Director of Production and venue Production Manager no less than thirty (30) days in advance of an event.
9. Only approved contractors using Local 510 S&D trained qualified riggers may perform rigging related to signs, banners and any visual element related to trade shows. This includes lobbies, building exteriors and any area connected to the event. Contact Team San Jose for a list of recommended contractors. There must be an ETCP rigger on every shift when ceiling attachments are required.
10. Each contractor must appoint a single trained and qualified supervising rigger who is responsible for ensuring all rigging and hanging complies with industry standards and the Facility rules. Ownership and liability of all rigging equipment must be identified.
11. TSJ reserve the right to disqualify from use any equipment which, in their opinion, does not meet appropriate standards or is non-compliant with industry standards. In this event,
12. LMG or SRI may be able to provide alternate equipment, and will do so upon request, subject to availability.

13. In the exhibit halls, the largest (major) beams have various point load ratings perpendicular to the major beams, the smaller (minor) beams are calculated into the majors. The diagonal crossbeams attached to the majors and minors have no rating and are not to be used for rigging. Eyebolts attached to beams have a point load rating of 300 pounds. There are no other rated attachment points in the exhibit halls.
14. Bridling is not generally allowed.
15. No rigging, tying off, hanging, Velcro, or taping may be done from the false ceiling hangers, ceiling tracks, ceiling tiles, light fixtures, expansion joints, HVAC intake or exhaust vents, sprinkler pipes, air-wall tracks, doors, sewage and water lines, or other Facility features that have not been approved for such use. This restriction includes the use of string, fishing line, scissors clips, and other means of attachment.
16. All chain hoists points and any dead hang truss points must be secured by means of a steel safety cable. All equipment attached to truss, pipe or any other manner must be secured using a redundant method if possible and/or deemed necessary.
17. When hanging from any Facility beam a protective wrap must be used. Carpet may be used with the soft side touching the beam.
18. Wire may be used for lightweight signs and banners under 5lbs, but the beam must be protected. The following policies and procedures are in effect at the San Jose Convention Center and Cultural Facilities (the "Facility"), in order to ensure that all rigging and other building attachments in the facility meet current industry standards and are conducted safely and with due care for the building infrastructure.
19. A dead hang point maybe created between rated Facility beams by means of a rated pipe, beam or truss. These must be secured to the beams by ratchet straps or other means to prevent shifting or rolling. Padding must be used to protect beams.
20. Exterior banners should be double stitched with reinforced grommets. It is strongly suggested that they be made from mesh material due to wind. All exterior banners are subject to removal without notice if exhibiting signs of potential failure or in the event of severe weather.
21. In the upper concourse, banners and signs **weighing less than 30 pounds** may be hung from the metal frame behind the slats in the barrel ceiling with a maximum of 50 pounds per point. Absolutely no hanging from the slats themselves.
22. Booth structures with towers, columns and walls or scenic elements that exceed 12 feet in height, or two-story exhibits (any height) regardless of whether people will occupy the area, are required to present certification verifying the structural integrity of the exhibit. **Acceptable certification** is in the form of a **Certified Structural Engineer's** stamp or seal directly on a set of blueprints for the exhibit which are due to TSJ **no later than 21 days advance** of load in day. The engineering certification must be available on site to be presented, if requested.
23. Exhibitors must adhere to the rules and regulations of the venue that regulate temporary structures.
24. This policy has been established to ensure the safety of exhibitors and attendees. Exhibiting companies release the TSJ & SJCC of any and all responsibility for the safety of such exhibits.
25. These rules and regulations are applicable, without exception, to everyone using the Facility for hanging, rigging and ground supported structures. Failure to follow these rules and regulations will result in the immediate requirement to correct or remove all items which do not comply with TSJ rigging policies.