

# Facility Branding Guide



Thank you for your interest in facility branding at Tampa Convention Center! The locations included in this brochure have been approved by the facility and Encore's rigging coordinator. We highly recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in each space.

Thank you for partnership – we look forward to producing a fantastic event with you and your team!

## **Encore – Sales Team**

[sales.tcc@encoreglobal.com](mailto:sales.tcc@encoreglobal.com)

(813) 898 - 1372

# Table of Contents

1	<a href="#"><u>Branding &amp; Sponsorship Guidelines</u></a>
2	<a href="#"><u>Clings / Adhesives</u></a>
3	<a href="#"><u>Interior Signage - Pricing &amp; Guidelines</u></a>
4	<a href="#"><u>Interior Signage - Locations</u></a>
5	<a href="#"><u>Exterior Signage</u></a>
6	<a href="#"><u>Digital Signage</u></a>
7	<a href="#"><u>Branded Scenic</u></a>

# Event Branding & Sponsorship Guidelines

Detailed overview of intended branding locations and proofs must be provided to your Encore Sales Manager at least 30 days in advance of the event. Encore will determine the feasibility of the proposed plan and will bill for any associated fees. **The fees billed through Encore are in addition to any production and installation costs.** All branding activations must be coordinated in conjunction with other event activity taking place on the campus. Certain activations may require fire marshal approval or rigging support. The following pricing is subject to change.

## Event / Show Management Branding

- This type of signage is defined as highlighting the main event and activities.
- Utilizing signage inside of licensed event space is typically complimentary to show management.
- Signage in common/public areas, lobbies, and entrances of the venue may incur a fee as outlined below.
- Any signage that is visible to the exterior of the facility requires special review and is subject to branding fees.

## Sponsored Branding / Commercial Advertising

- This type of signage is defined as highlighting exhibitors, sponsor companies, products, or other advertisements.
- Sponsored signage inside licensed space is typically complimentary for show management to promote those companies.
- Sponsored signage in common/public areas or lobbies of the facility are subject to branding fees as outlined on the following page.

## Guidelines

- Banners and signage may be utilized within the contracted space and/or in approved locations. When there are multiple groups in the building, Encore will provide final approval regarding which groups can utilize which locations. Please reach out to your Encore Sales Manager with questions about where you can / cannot install signage.
- Unless the entire building is contracted, print/copy on window clings must only be visible to attendees inside the facility. Should you be sharing the space with another, prior approval must be requested if you would like the clings to be visible to guests on the exterior of the building.
- Clings must be at least 50% transparency on any windows.
- Any approved signage placed on windows/doors/surfaces (e.g. static clings, foam core signs, etc.) must not leave residue on the surface. Any damage resulting from an event marketing installation, or cleaning that must be done once the move-out is complete, will be billable to the Lessee.
- **See “Decorating/Clings/Decals” section of the General Building Policies for more information.** [TCC General Building Policies](#)
- Encore cannot provide installation labor for static clings. Please work with your decorator/GSC or the onsite UPS team for cling installation.
- Tape, nails, tacks, and screws are not permitted for any signage installation.
- The measurements in this guide have been provided as a courtesy for initial planning purposes. We highly suggest your decorator or signage manufacturer conduct a thorough site visit to confirm dimensions as they relate to your artwork and the intended location.

# Event Branding Fees

Detailed overview of intended branding locations and proofs must be provided to your Encore Sales Manager at least 30 days in advance of the event. Encore will determine the feasibility of the proposed plan and will bill for any associated fees. **The fees billed through Encore are in addition to any production and installation costs.** All branding activations must be coordinated in conjunction with other event activity taking place on the campus. Certain activations may require fire marshal approval or rigging support. The following pricing is subject to change.

Format	Location/Area	Event Branding	Sponsored Branding
Glass/Door Clings	Entry Sliders – Channel, Franklin, Riverwalk, Landing, & Rotunda	\$25/glass panel	\$75/glass panel
Door Clings	Entry Crash Doors – Level 2	\$25/door	\$75/door
Window Clings	Exterior Facing Windows	\$25/glass panel	\$75/glass panel
Door Clings	Interior Venue Doors	\$10/door	\$50/door
Restroom Clings	Mirrors or Walls	\$10/each	\$25/each
Hanging Banners	Venue Interior	Complimentary	\$300 each
Stair Faces	West/Central Hall – Level 2 to Level 3	\$500 total	\$1,000 total
Stair Faces	West OR East Hall – Level 2 to Level 3	\$300 total	\$800 total
Escalator Clings (glass panels)	Venue Interior	\$250/side	\$500/side
Escalator Divider	Venue Interior	\$100/each	\$50/trough
Floor Clings	Public Areas	Complimentary	\$25/each
Floor Clings & Column Wraps	Inside Licensed Event Space	Complimentary	Complimentary
Column Wraps (vinyl or cling)	Venue Interior	\$100/each	\$200/each
Column Wraps (vinyl only)	Venue Exterior	\$200/each	\$400/each
Rotunda Cling	Interior Façade	\$300 total	\$800 total
Ground Supported Meter Boards	Licensed Space & Public Areas	Complimentary	Complimentary



# Clings / Adhesives



Interior doors leading into Hall



Exterior Doors



Stairs from 2<sup>nd</sup> Floor to 3<sup>rd</sup> Floor



Above the doors leading into Hall



Rotunda



Escalators from 1<sup>st</sup> Floor to 2<sup>nd</sup> Floor



East Registration windows

- **Branding is approved only within your contracted event space. Please reach out to your Encore sales manager to discuss all branding opportunities and associated fees.**
- These locations have been provided as examples of approved branding locations. There are a variety of other location options for clings, including floor decals and column wraps.
- Please have your decorator and/or manufacturer conduct a thorough site visit to confirm all measurements.
- Per the General Building Policies for the facility – should damage occur due to non-compliance of material guidelines, damage fees will be assessed.

# Interior Banners

- **Branding is approved only within your contracted event space.** Please reach out to your Encore sales manager to discuss all branding opportunities and associated fees.
- Banners require a team of 3 riggers to safely install and remove, and the minimum call time per shift is 5 hours. The minimum cost for Encore to schedule a rigging team to install banners is \$4,500, plus any associated rigging equipment needs. We can install/remove multiple banners in this call time. Larger banners (such as Locations 5, 9, 13, 18, and above the entrance to West/Central Hall) may require additional rigger(s) to safely install should those banners be produced to the max allowable width.
- Should you already have riggers scheduled elsewhere in the building, such as for production rigging or show management materials, we may be able to have the same team install banners before/after that call time. The activation timeline and ability to complete multiple projects with one team will be dependent on the overall production schedule provided to our team.
- **Please reach out to Encore to discuss the full scope of your event and how we can best support your branding elements.** All rigging requests must be submitted to our website for review before riggers will be scheduled: [www.encoreglobal.com/rigging-request](http://www.encoreglobal.com/rigging-request)
- Should the client make special requests / changes onsite or have delays which cause the riggers to wait for delivery of the banners for 30 minutes or more, additional labor or equipment charges may be incurred.
- All banner locations listed on the First / Second / Third Floor require 3" pole pockets on the top and bottom. These pole pockets are included in the maximum height specifications listed for each location.
- The dimensions listed for the interior locations are the maximum height/width for each location. You can hang multiple smaller banners in the locations, so long as you do not exceed the maximum size listed for each location.
- All pole pocket seams MUST be double stitched. Adhesive closures of pole pockets are not acceptable.
- All banner locations listed on the First / Second / Third floor will be rigged with rope or cable provided by Encore. Based on the type of material and/or construction, additional charges may apply if Encore determines that additional hardware items are required to safely hang.
- UPS is onsite at TCC and can produce banners and clings/adhesives, as well as provide custom design services. Please reach out to UPS directly to discuss: [eventsolutions@upssprint.com](mailto:eventsolutions@upssprint.com) 813.274.7840
- Pricing is in effect as of January 1<sup>st</sup>, 2024 and is subject to change without notice.



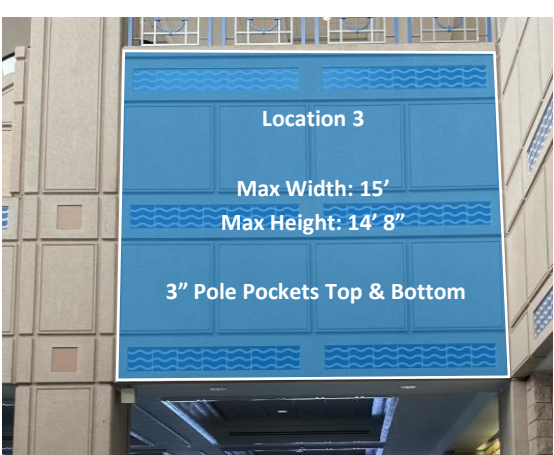
# Interior – First / Second Floor



Location 1: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, adjacent to Meeting Room 120



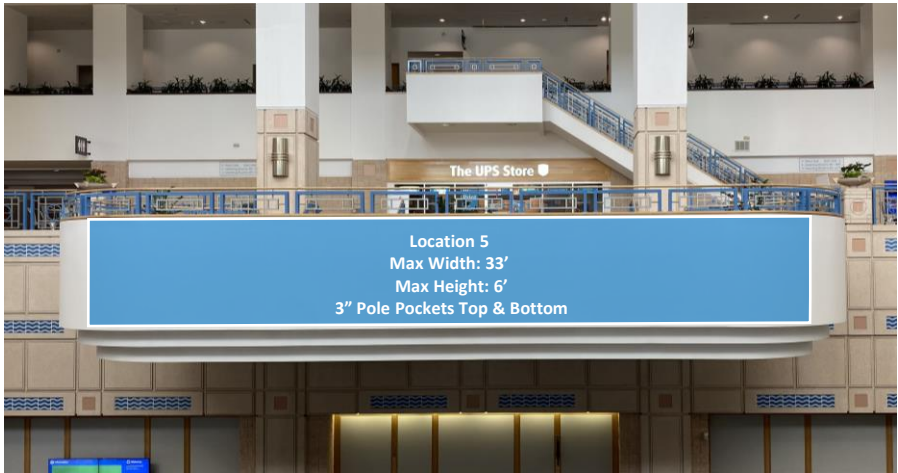
Location 2: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, between Meeting Room 120 & Ballroom A



Location 3: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, adjacent to Ballroom A



Location 4: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Ballroom A & B

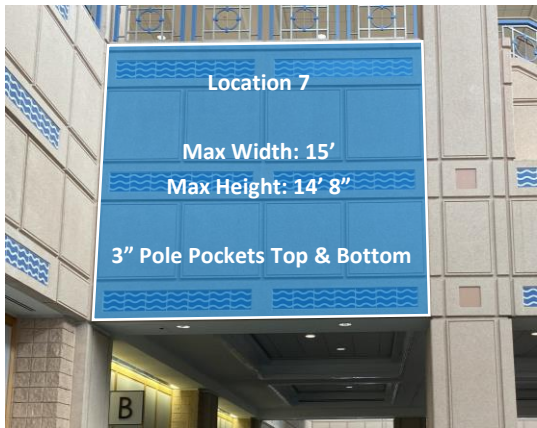


Location 5: Seating pod between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Ballroom B

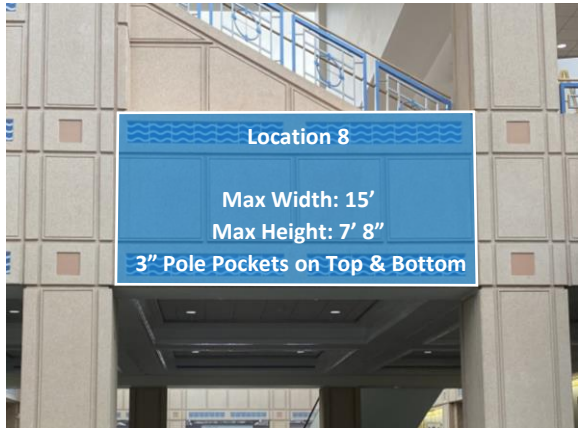


Location 6: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Ballroom B

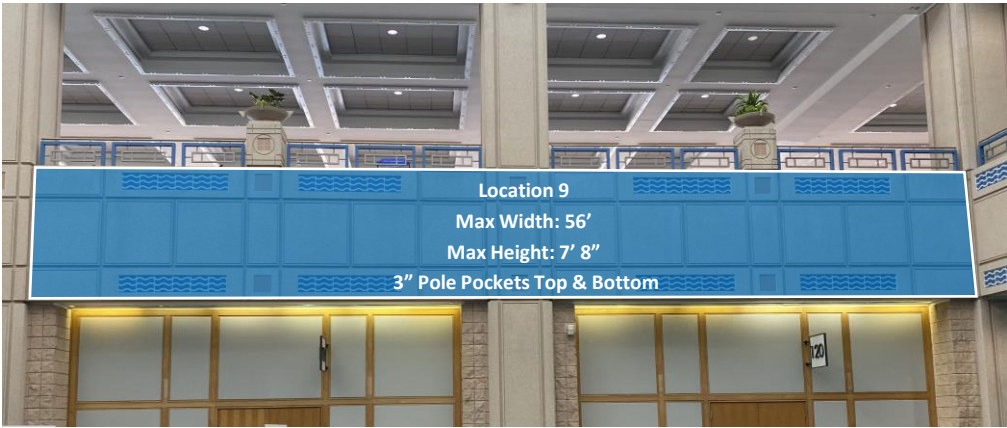
# Interior – First / Second Floor



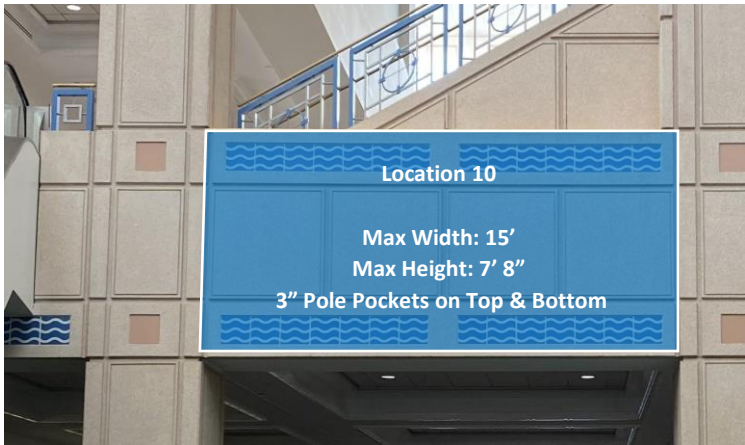
Location 7: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, adjacent to Ballroom B



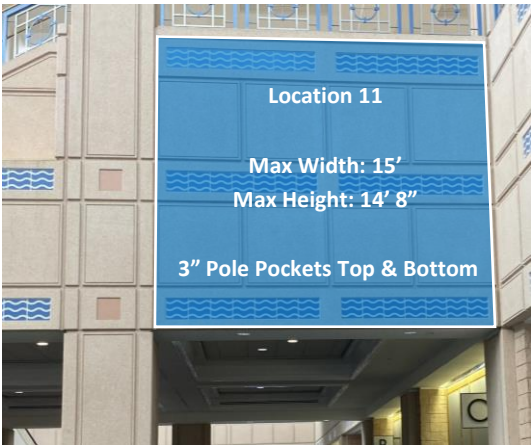
Location 8: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, between Meeting Room 122 & Ballroom B. Viewable as you are ascending the escalator to 2<sup>nd</sup> Floor from Channel Entrance



Location 9: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Meeting Rooms 120 & 121



Location 10: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, between Meeting Room 123 & Ballroom C. Viewable as you are ascending the escalator to 2<sup>nd</sup> Floor from Franklin St. Entrance



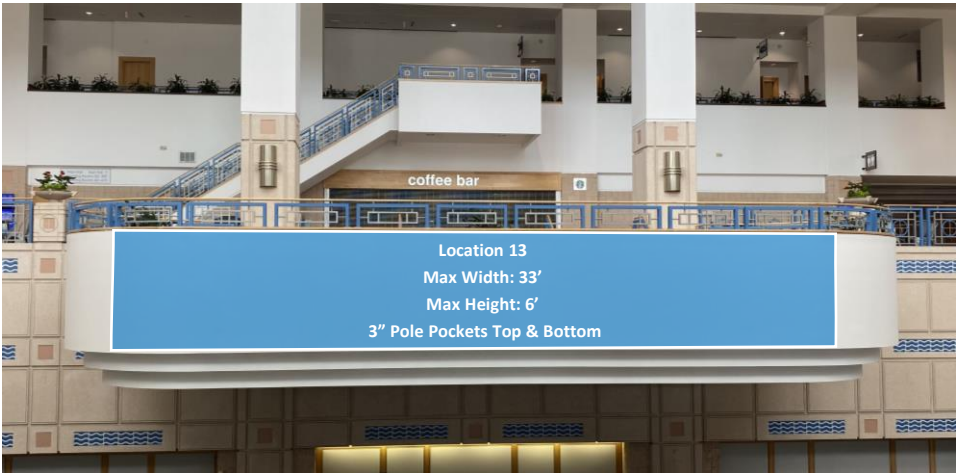
Location 11: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, adjacent to Ballroom C



Location 12: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Ballroom C



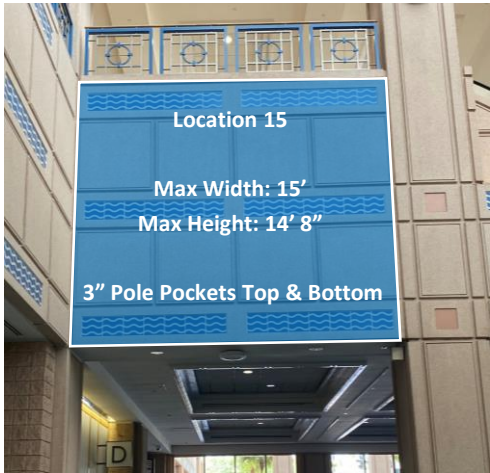
# Interior – First / Second Floor



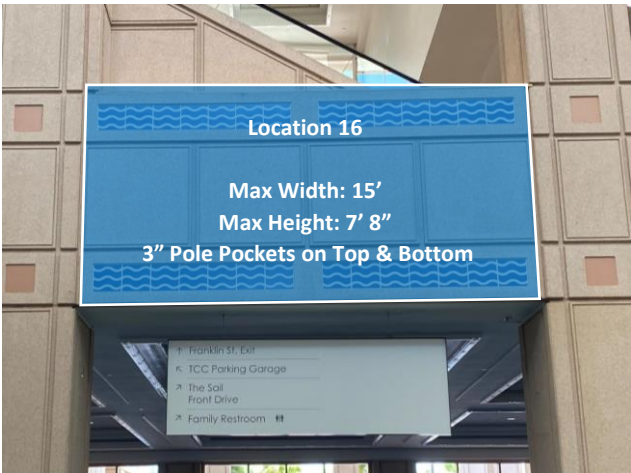
Location 13: Seating pod between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Ballroom C



Location 14: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Ballroom C & D



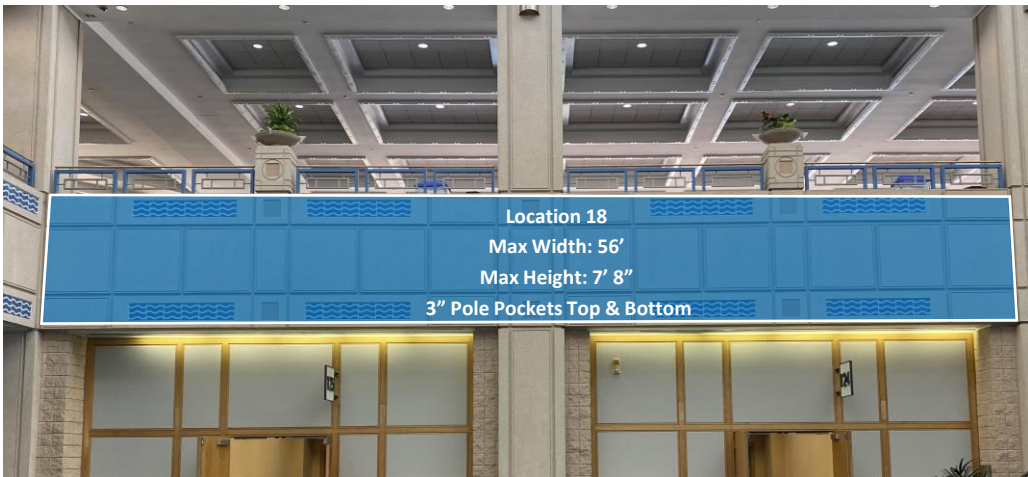
Location 15: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, adjacent to Ballroom D



Location 16: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, between Meeting Room 125 & Ballroom D

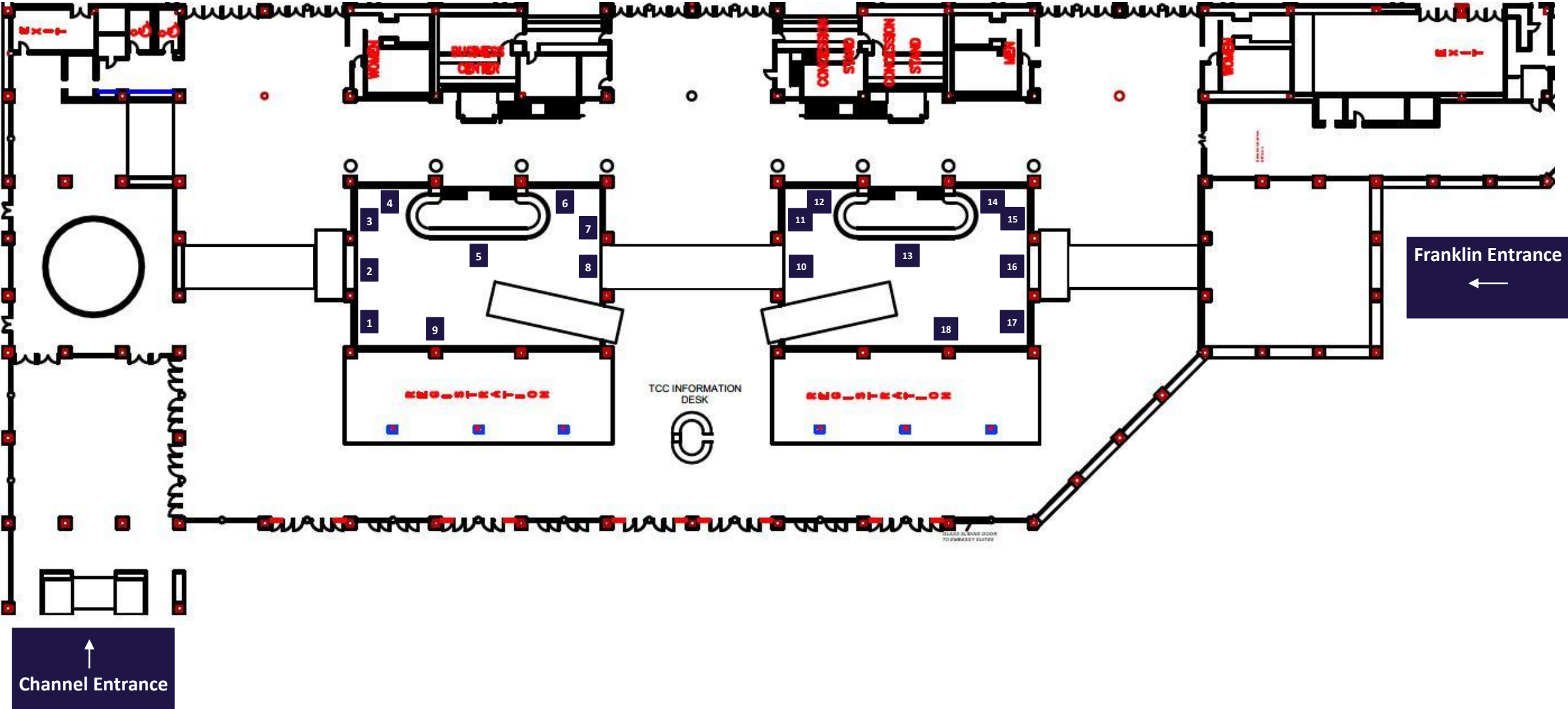


Location 17: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, adjacent to Meeting Room 125



Location 18: Located between the 1<sup>st</sup> & 2<sup>nd</sup> level, above Meeting Rooms 124 & 125

# Interior Locations 1 – 18 Displayed Below





# Interior – Third Floor

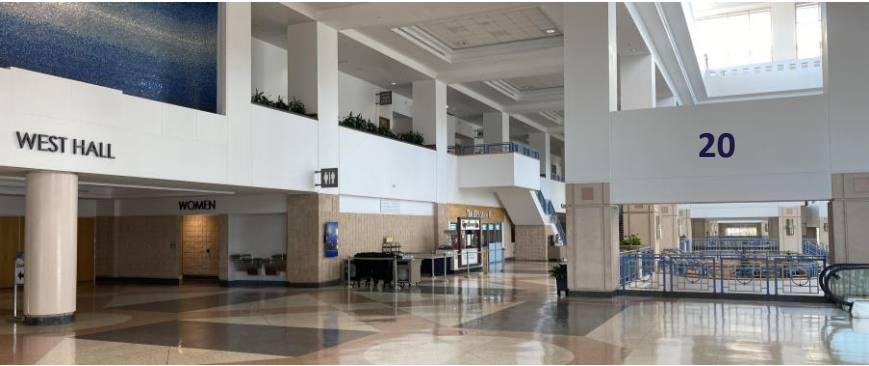
\*\*\* Max size for all locations = 15' wide x 5.5' high \*\*\*  
3" Pole Pockets on Top & Bottom



Location 19: West Hall // Waterview Lounge



Location 20: West Hall



Location 20: West Hall



Location 21: West Hall



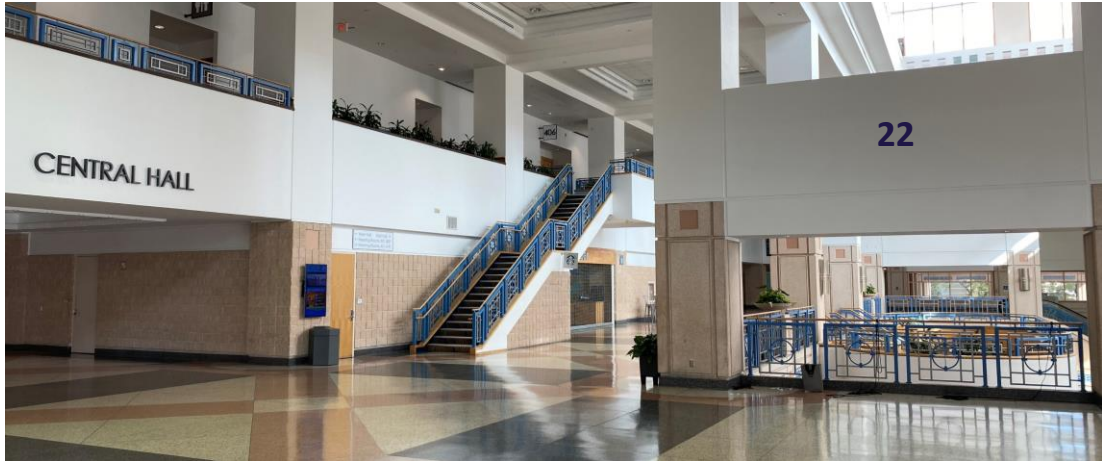


# Interior – Third Floor

\*\*\* Max size for all locations = 15' wide x 5.5' high \*\*\*  
3" Pole Pockets on Top & Bottom



Location 22: Central Hall



Location 22: Central Hall



Location 23: East Hall

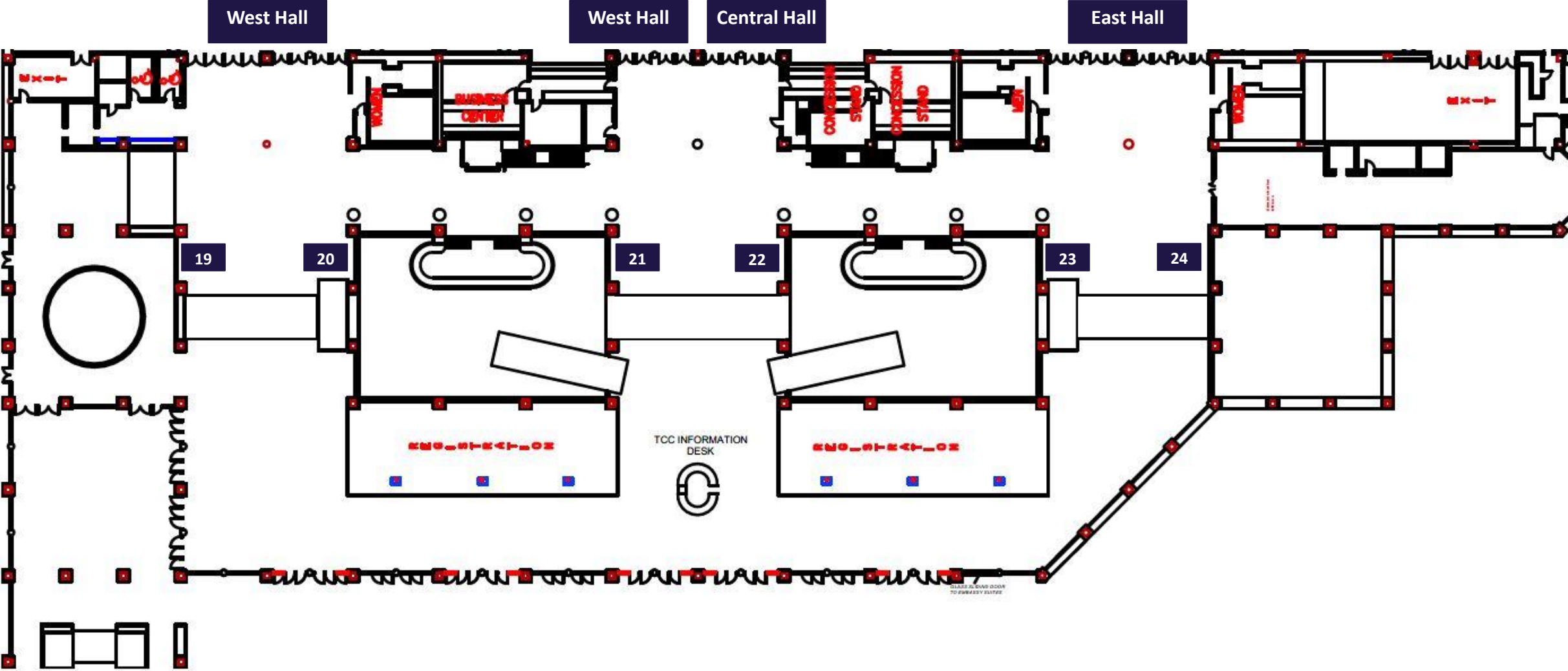


Location 23: East Hall

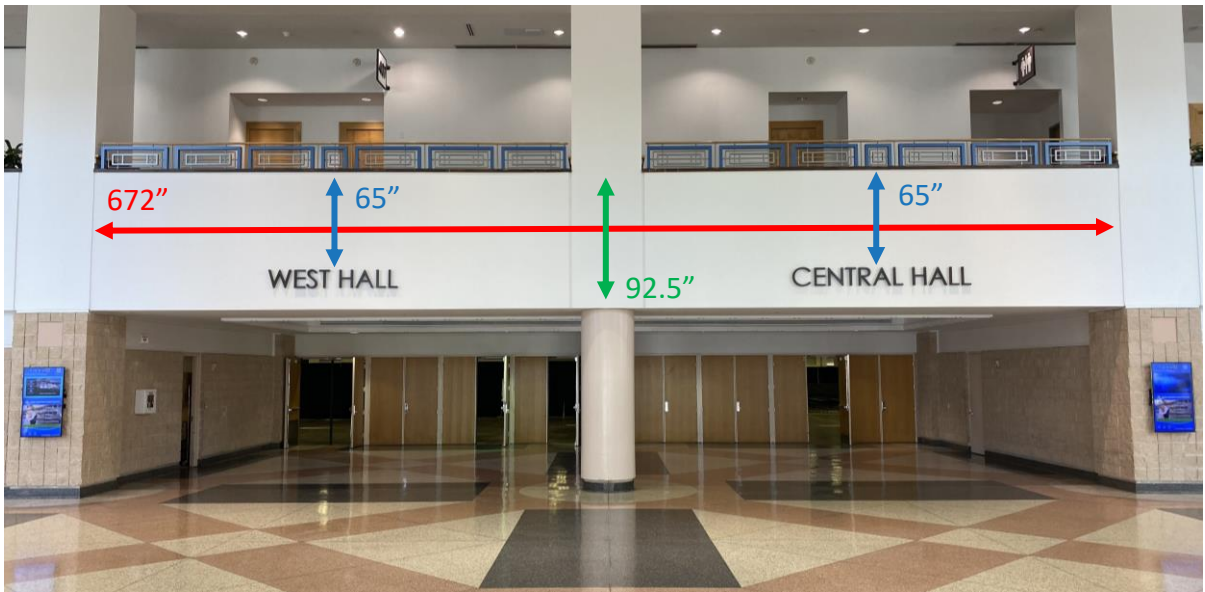


Location 24: East Hall

# Interior Locations 19 – 24 Displayed Below



# Interior – Third / Fourth Floor



- One large banner or multiple smaller banners can be hung above the entrances to West/Central Hall.
- Measurements to the left are for general reference of max height & width in this location. We recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in the space.
- The “West Hall” and “Central Hall” signs are 3D and may NOT be covered.



Located at the stairwell leading up to Meeting Room 409



Located at the stairwell leading up to Meeting Room 406





# Exterior Banners

- You must have the full facility contracted to brand the exterior of the building or have received prior approval from TCC. Please reach out to your Encore sales manager to discuss all branding opportunities and associated fees.
- All exterior signage must be approved by TCC leadership. If you will have sponsor logos or other advertisements on an exterior banner, you are required to also have show management branding printed on the item. We adhere to a target of 60% show management and 40% sponsor copy per branded item. Please send detailed proofs with copy to Encore before any materials are sent to production.
- Should you already have riggers scheduled elsewhere in the building, such as for production rigging or show management materials, we may be able to have the team install banners before/after that call time. The activation timeline and ability to complete multiple projects with one team will be dependent on the overall production schedule provided to our team.
- Please reach out to Encore to discuss the full scope of your event and how we can best support your branding elements. All rigging requests must be submitted to our website for review before riggers will be scheduled: [www.encoreglobal.com/rigging-request](http://www.encoreglobal.com/rigging-request)
- All banner locations will be rigged with rope and/or cable provided by Encore. Based on the type of material and/or construction, additional charges may apply if Encore determines that certain hardware items are required to safely install.
- UPS is onsite at TCC and can produce banners and adhesives, as well as provide custom design services. Please reach out to UPS directly to discuss: [eventsolutions@upssprint.com](mailto:eventsolutions@upssprint.com) 813.274.7840

# Exterior – Channel Entrance



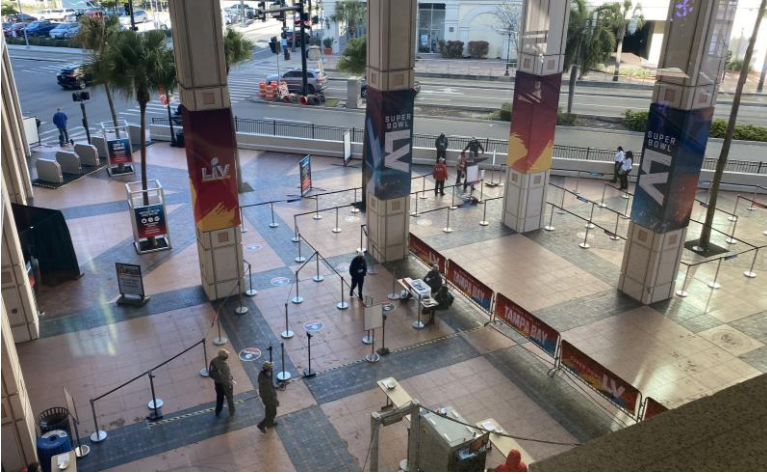
Channel Entry Column Wraps: Two columns with 34' Max Height.



Channel Entry Hanging Banner: Max width = 12'2"

- Column wraps require scissor lifts and multiple riggers to safely install. This location is priced as a flat rate for install/removal.
- **Whether you choose to utilize one or multiple columns, this location is priced at a flat rate: \$8,012\*\* - inclusive of install/removal labor, lift rental, and tax.**
- Should you be interested in branding multiple exterior locations, please reach out to Encore for a detailed proposal.
- If you will have column wraps, the rigging team can install the small hanging banner at no additional cost beyond the flat rate. Please reach out to Encore for pricing for the hanging banner only.
- **Material guidelines for column wraps:**
  - Constructed as a single piece of material with grommets every 18" along the vertical edges. Sized to wrap all four sides of each column.
  - MUST have double stitched top and bottom pole pockets. Adhesive closures of pole pockets are not acceptable.
  - Material can NOT be secured with velcro.
  - Mesh Vinyl is highly recommended. Spandex can snag on the granular material of the columns or sag in certain areas and is not recommended for production of these wraps.
- Encore can provide *suggested* measurements. We highly recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in this location.
- Pricing is in effect as of January 1<sup>st</sup>, 2024 and is subject to change without notice.
- **\*\* Price quoted is based on weekday install between 8am – 5pm. OT/DT rates apply for shifts on weekends and outside of 8am – 5pm on weekdays.**

# Exterior – Franklin Entrance



Franklin Entry Column Wraps: Five columns with 32' Max Height.

- Column wraps require scissor lifts and multiple riggers to safely install. This location is priced as a flat rate for install/removal.
- **Whether you choose to utilize one or multiple columns, this location is priced at a flat rate: \$8,012\*\* - inclusive of install/removal labor, lift rental, and tax.**
- Should you be interested in branding multiple exterior locations, please reach out to Encore for a detailed proposal.
- If you will have column wraps, the rigging team can install the small hanging banner at no additional cost beyond the flat rate. Please reach out to Encore for pricing for the hanging banner only.
- **Material guidelines for column wraps:**
  - Constructed as a single piece of material with grommets every 18" along the vertical edges. Sized to wrap all four sides of each column.
  - MUST have double stitched top and bottom pole pockets. Adhesive closures of pole pockets are not acceptable.
  - Material can NOT be secured with velcro.
  - Mesh Vinyl is highly recommended. Spandex can snag on the granular material of the columns or sag in certain areas and is not recommended for production of these wraps.
- Encore can provide *suggested* measurements. We highly recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in this location.
- Pricing is in effect as of January 1<sup>st</sup>, 2024 and is subject to change without notice.
- **\*\* Price quoted is based on weekday install between 8am – 5pm. OT/DT rates apply for shifts on weekends and outside of 8am – 5pm on weekdays.**



# Exterior – Flag Deck



Circular Flag Deck: Located at the upper deck overlooking Tampa Bay. Location is viewable as cars approach TCC by way of the Platt Street Bridge. The banner above is 190' wide x 7'6" high

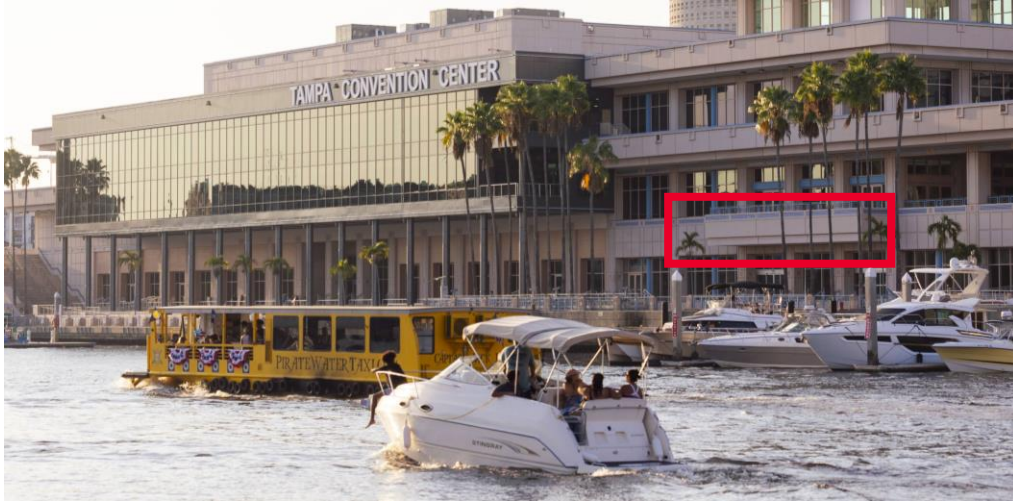


Upper Flag Deck: The max width of this location is 80'



- This location requires multiple riggers and a scissor lift to safely install. This location is priced as a flat rate for install/removal.
- **Whether you choose to utilize one or both locations, the Flag Deck is priced as a flat rate for install/removal: \$7,899\*\* – inclusive of labor, equipment, and tax.**
- Should you be interested in branding multiple exterior locations, please reach out to Encore for a detailed proposal.
- Banner MUST be constructed as a single piece of mesh (wind resistant) material with grommets every 18" along all edges.
- Measurements listed above are a suggestion, and we highly recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in this location.
- Pricing is in effect as of January 1<sup>st</sup>, 2024 and is subject to change without notice.
- **\*\* Price quoted is based on weekday install between 8am – 5pm. OT/DT rates apply for shifts on weekends and outside of 8am – 5pm on weekdays.**

# Exterior – Riverwalk



Located above the Riverwalk, off the 2<sup>nd</sup> Floor of the facility. Location is viewable as guests walk along the public pathway, or commute along the Hillsborough River.



The maximum measurements for this location are  
720" wide x 70" tall

- You must have the full facility contracted to brand the exterior of the building or have received special approval from TCC. Please reach out to your CSM with any questions.
- All exterior signage must be approved by TCC leadership. Please send detailed proofs with copy to Encore before any materials are sent to production.
- **This location requires multiple riggers to safely install. This location is priced as a flat rate for install/removal: \$4,500\*\* – inclusive of labor, equipment, and tax.**
- Should you be interested in branding multiple exterior locations, please reach out to Encore for a detailed proposal.
- Banner MUST be constructed as a single piece of mesh (wind resistant) material with grommets every 18" along all edges.
- Measurements listed above are a suggestion, and we highly recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in this location.
- Pricing is in effect as of January 1<sup>st</sup>, 2024 and is subject to change without notice.
- **\*\* Price quoted is based on weekday install between 8am – 5pm. OT/DT rates apply for shifts on weekends and outside of 8am – 5pm on weekdays.**



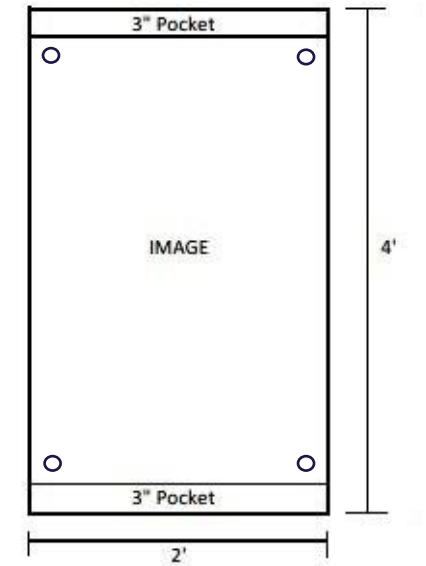
# Exterior – Lamp Posts



There are (5) double-sided lamp posts on Franklin Street



There are (10) double-sided lamp posts on TCC's Front Drive

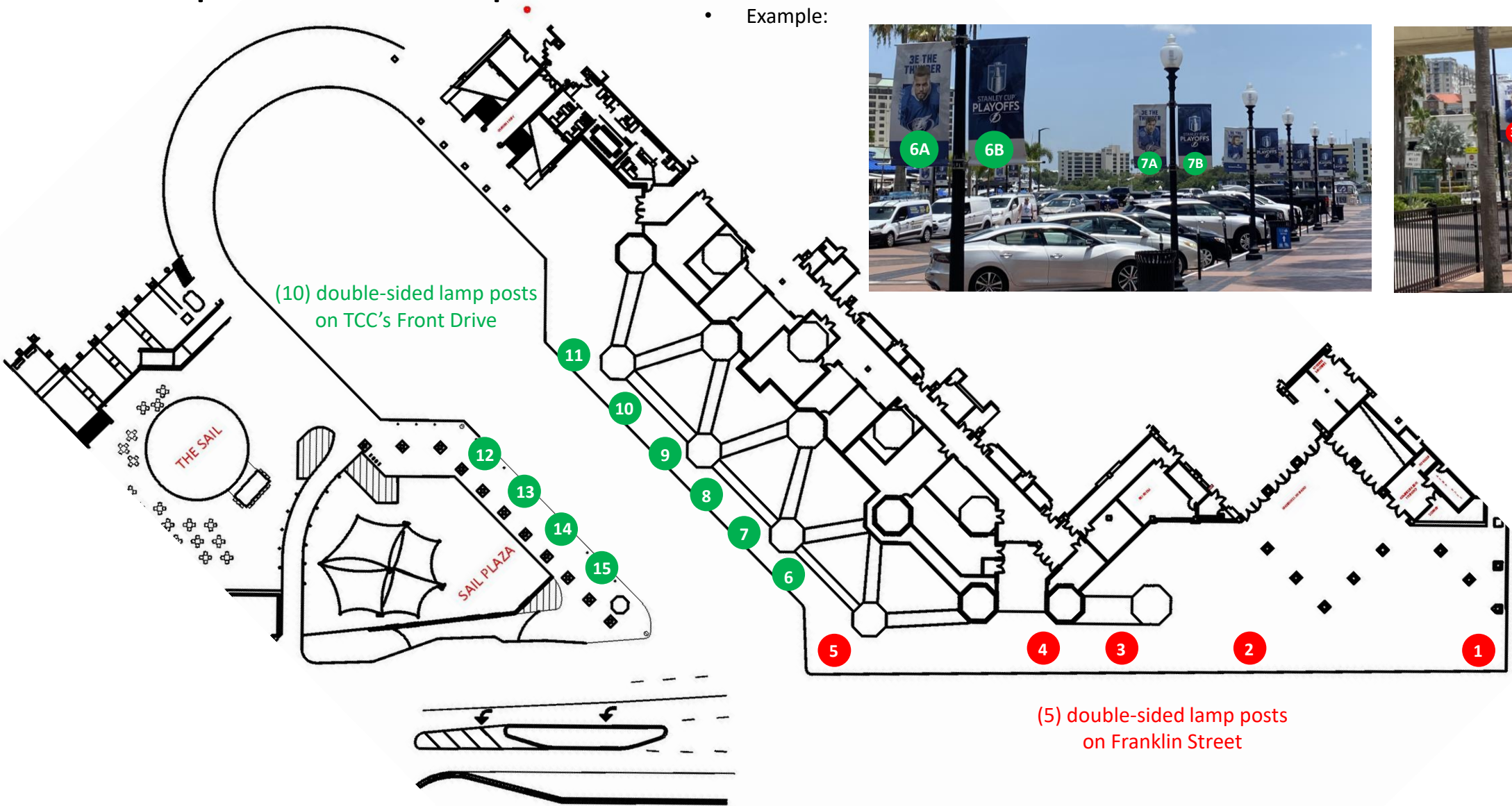
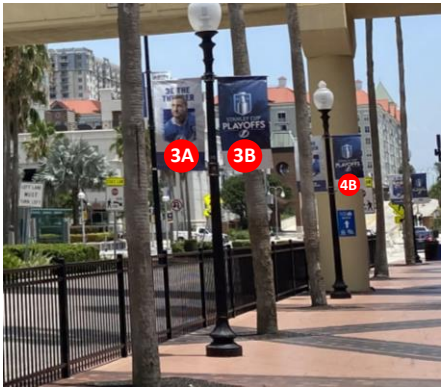


- You must have the full facility contracted to brand the exterior of the building or have received special approval from TCC. Please reach out to your CSM with any questions.
- All exterior signage must be approved by TCC leadership. Please send detailed proofs with copy to Encore before any materials are sent to production.
- There are (15) lamp posts on TCC property, each with two banner locations
- Banners should be constructed as a 2' wide x 4' tall double-sided image, inclusive of the 3" minimum pole pocket. The banners MUST have grommets in each corner (above the pole pocket) to allow for secure attachment to the lamp post.
- **Whether you choose to utilize one or all available locations, the Lamp Posts are priced as a flat rate for install/removal: \$4,500\*\* – inclusive of labor, equipment, and taxes.**
- Should you be interested in branding multiple exterior locations, please reach out to Encore for a detailed proposal.
- We highly recommend that your decorator or sign manufacturer conduct a site visit to verify that the desired graphics/signage will work well in this location.
- UPS is onsite at TCC and can produce banners and adhesives, as well as provide custom design services. Please reach out to UPS directly to discuss: [eventsolutions@upssprint.com](mailto:eventsolutions@upssprint.com) 813.274.7840
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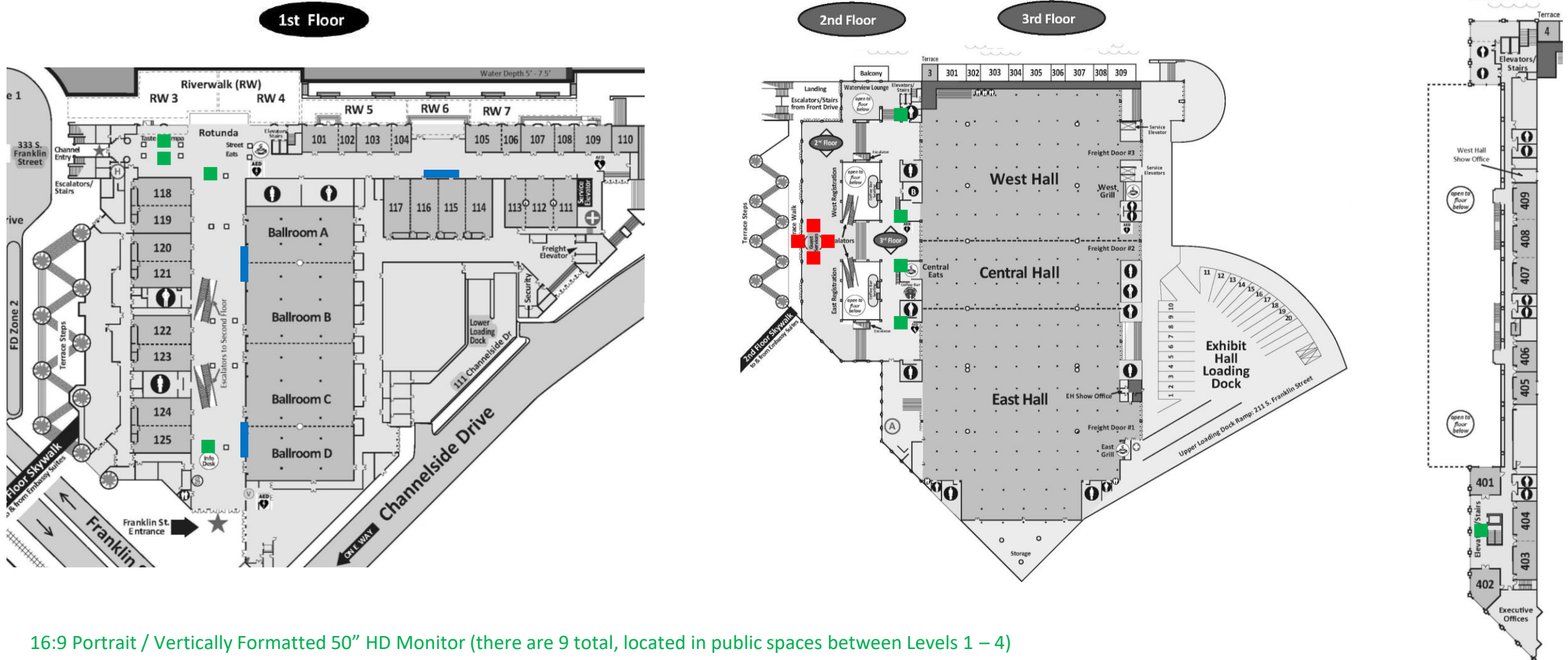


# Lamp Post Map

- For installation, Encore will refer to the location on the street side as “A” and the walkway side as “B”
- Example:



# Digital Signage Map



16:9 Portrait / Vertically Formatted 50" HD Monitor (there are 9 total, located in public spaces between Levels 1 – 4)

16:9 Landscape / Horizontally Formatted 50" HD Monitor (there are 4 total, located above the Info Desk on Level 2. **All 4 monitors will display the same content**)

16:9 Landscape / Horizontally Formatted 120" HD LED Display (there are 3 total, located on Level 1 – outside the Ballroom and Meeting Rooms 115-116)

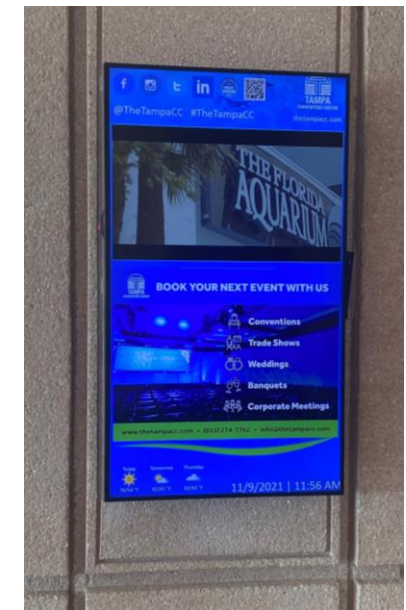
# Digital Signage Specifications

- Client provided content may only be utilized on displays within the contracted event space.
- All units are audio capable and can transmit several types of media including videos, social media feeds, agendas, etc.
- **The rental cost is \$295 (+ service charge and tax) per unit per day for the 50" displays, and \$615 (+ service charge and tax) per unit per day for the 120" LED displays. There is a one-time labor fee of \$175 (+ tax) for programming the content. Once programmed, any changes to the content or schedule may result in additional labor fees.**
- The vertical/portrait monitors are 1080x1920 resolution. The horizontal/ landscape monitors are 1920x1080 resolution.
- Compatible file types:
  - Images should be .jpg (best for photos) or .png (best for computer graphics)
  - Videos should be .mp4 files with H.264 (AVC) encoding
  - PDF can be supported if necessary – please ensure the ratio is 16:9 and reach out to Encore for approval of the content
  - .ppt or .pptx files are not recommended as detailed formatting/text/transitions/etc. do not translate well into our software, and often require us to save each slide as a .jpg
- Encore can program the displays to either loop content at set intervals, or to activate specific files on a set schedule throughout the program.
- Files and schedule(s) are to be submitted no later than 4 business days prior to the first activation. This allows our team to review and provide any necessary feedback on the content before it is programmed.
- Any onsite changes outside of normal business hours may potentially not be accommodated until the following business day. This includes requests on weekends and holidays.
- Pricing is in effect as of January 1<sup>st</sup>, 2024 and is subject to change without notice.

120" Display:



50" Display:





# Branded Scenic



The panels above are each 2'x2' and come in a variety of designs. These can be hung from drape as backdrops in any event setting. They can also be utilized as a three-sided or four-sided tower, which looks great in public spaces and on risers in meetings. These can be branded with adhesives, lighting, or projection.

**Encore can help you create a well branded space for your attendees and sponsors!**  
**Please reach out to discuss availability and pricing over your event dates.**

# The Encore Difference

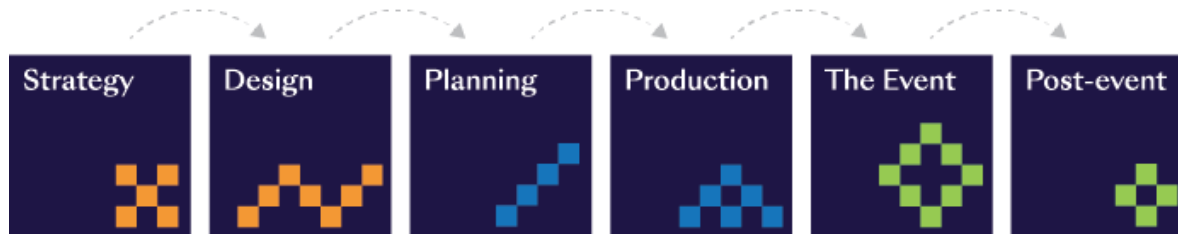
## The right solution for any possibility.

You need simplification and broad end-to-end solutions that provide consistent experiences across your entire business—for multiple event types, across geographies, and from year to year. From creative, to production, to technology; for hybrid, virtual, or in-person, no matter the size, or venue, there's nothing we can't do.

**Creative**

**Production**

**Technology**



[Play Video](#)

## Your strategic partner at every stage

It's our mission to be an invaluable partner on your journey to success.

As the leader in event production—even at the “what if” stage, our strategists and designers work with you to envision the most engaging ways to inspire participants. Utilizing the latest technology solutions, we can help turn those “what ifs” into “why not?”

A partnership at every step from one event to the next.



# Let's Get Started

Please do not hesitate to contact us should you have any questions upon review of these materials.

We look forward to helping you transform your event into an immersive experience that delivers real results!

