

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

(813) 898 - 1372

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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 FedEx 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
Rotunda Cling	Interior Façade	\$300 total	\$800 total
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/metal panels)	Venue Interior & Exterior	\$250/escalator	\$500/escalator
Escalator Divider	Venue Interior & Exterior	\$100/each	\$200/each
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
Lamp Post Banners	Venue Exterior	\$10/each (30 total)	\$25/each (30 total)
Ground Supported Meter Boards	Licensed Space & Public Areas	Complimentary	Complimentary

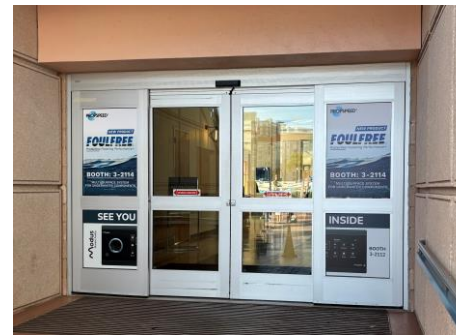
Clings / Adhesives



Interior doors leading into Exhibit Hall



Exterior Doors



Stairs from 2nd Floor to 3rd Floor



Rotunda



Escalators from 1st Floor to 2nd 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.**
- **Encore does not produce or install any static clings. Your GSC or the onsite FedEx team can produce and install clings following approval of the locations and proofs.**
- 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 GSC 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. [TCC General Building Policies](#)

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 \$5,100 plus any associated rigging equipment needs. We can install/remove multiple banners in this call time. Larger banners (such as Locations 5, 7, 19, & 14) 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 other 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
- 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.
- Pricing is in effect as of January 1st, 2026 and is subject to change without notice.

Interior – First / Second Floor



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



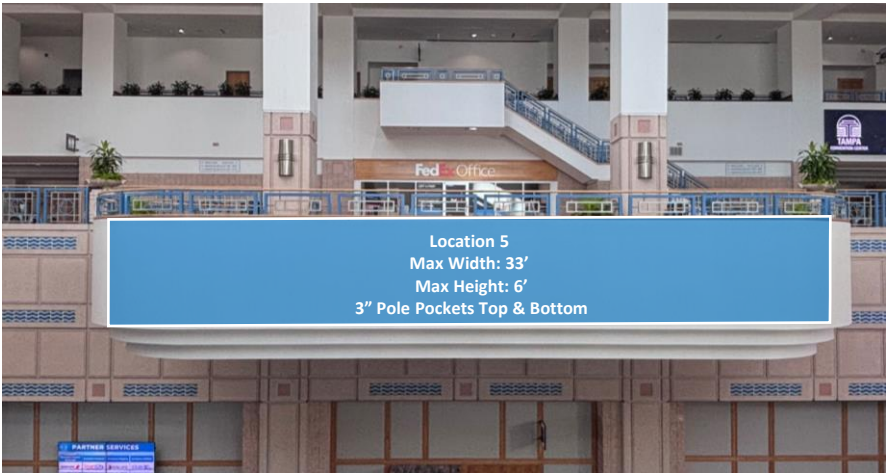
Location 2: Located between the 1st & 2nd level, between Meeting Room 120 & Ballroom A



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



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



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

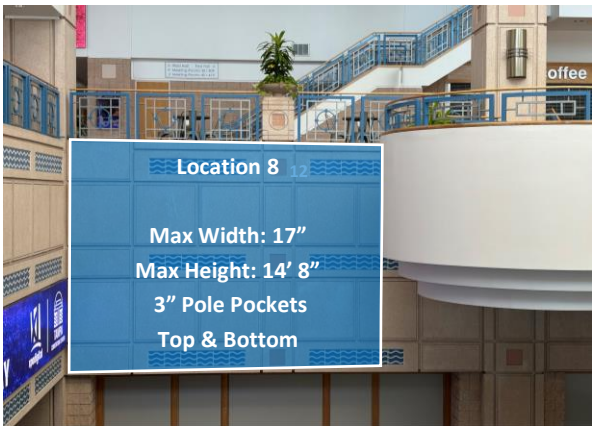


Location 6: Located between the 1st & 2nd level, above Ballroom B

Interior – First / Second Floor



Location 7: Located between the 1st & 2nd level, above Meeting Rooms 120 & 121



Location 8: Located between the 1st & 2nd level, above Ballroom C



Location 9: Seating pod between the 1st & 2nd level, above Ballroom C

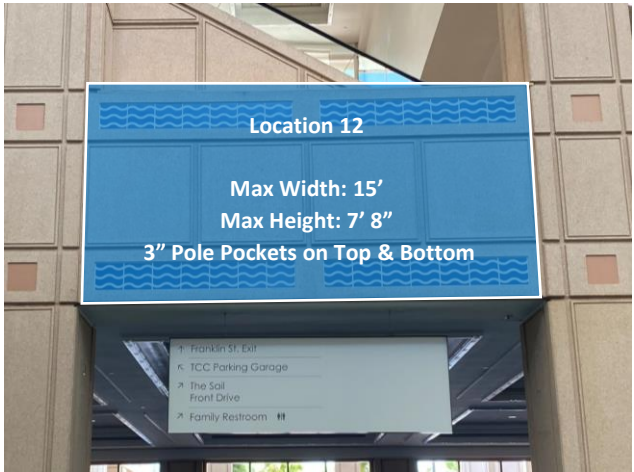


Location 10: Located between the 1st & 2nd level, above Ballroom C & D

Interior – First / Second Floor



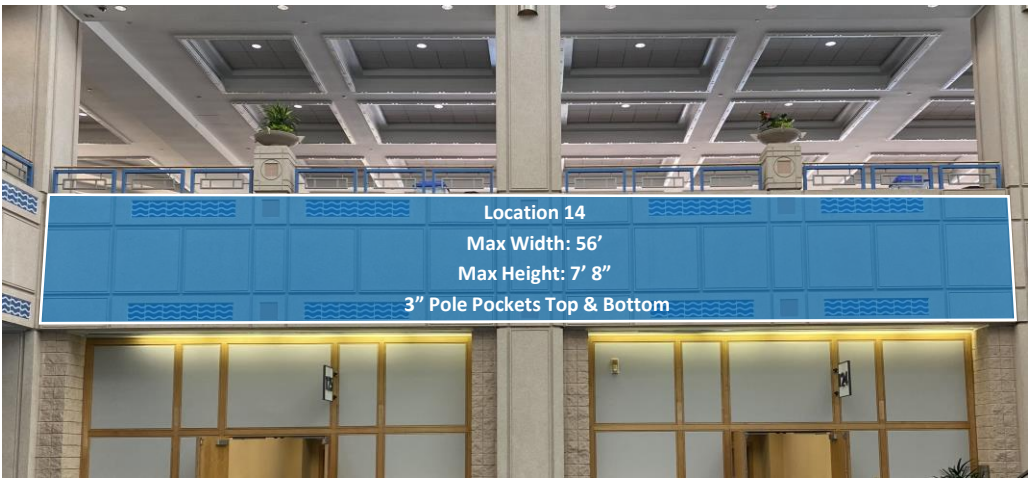
Location 11: Located between the 1st & 2nd level, adjacent to Ballroom D



Location 12: Located between the 1st & 2nd level, between Meeting Room 125 & Ballroom D

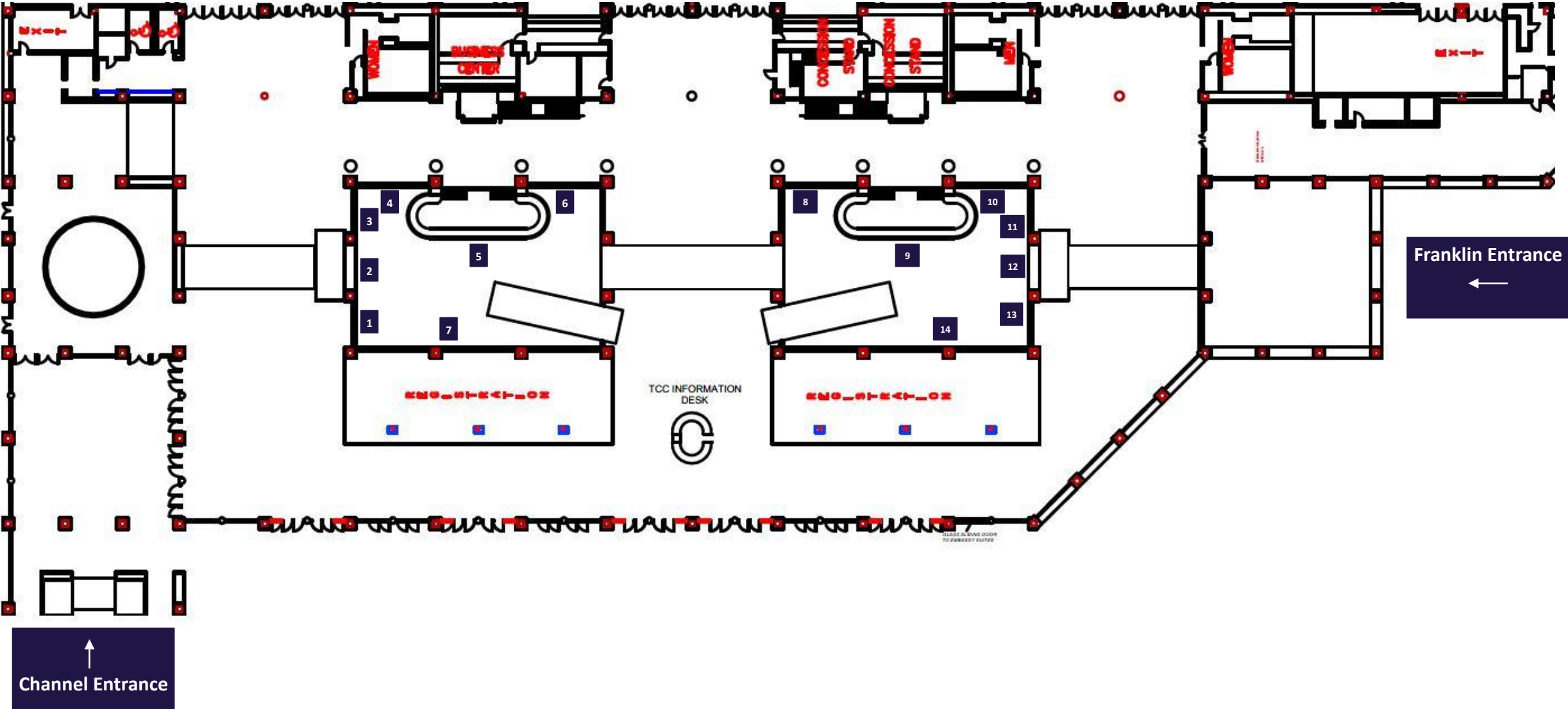


Location 13: Located between the 1st & 2nd level, adjacent to Meeting Room 125



Location 14: Located between the 1st & 2nd level, above Meeting Rooms 124 & 125

Interior Locations 1 – 14 Displayed Below



Interior – Third Floor

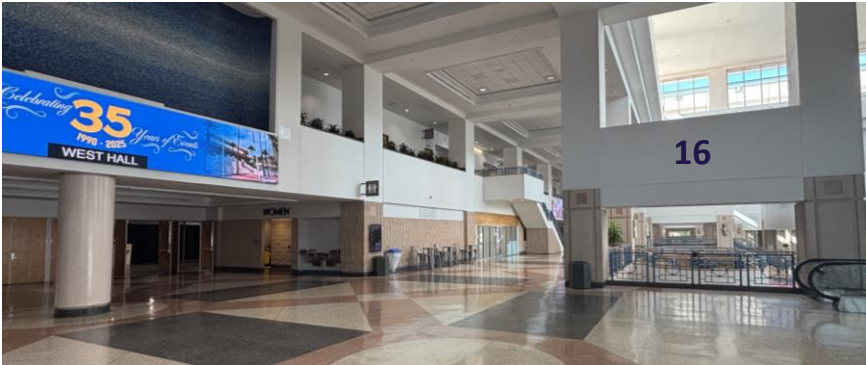
*** Max size for all locations = 15' wide x 5.5' high ***
3" Pole Pockets on Top & Bottom



Location 15: West Hall // Waterview Lounge



Location 16: West Hall



Location 16: West Hall



Location 17: West Hall



Interior – Third Floor

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



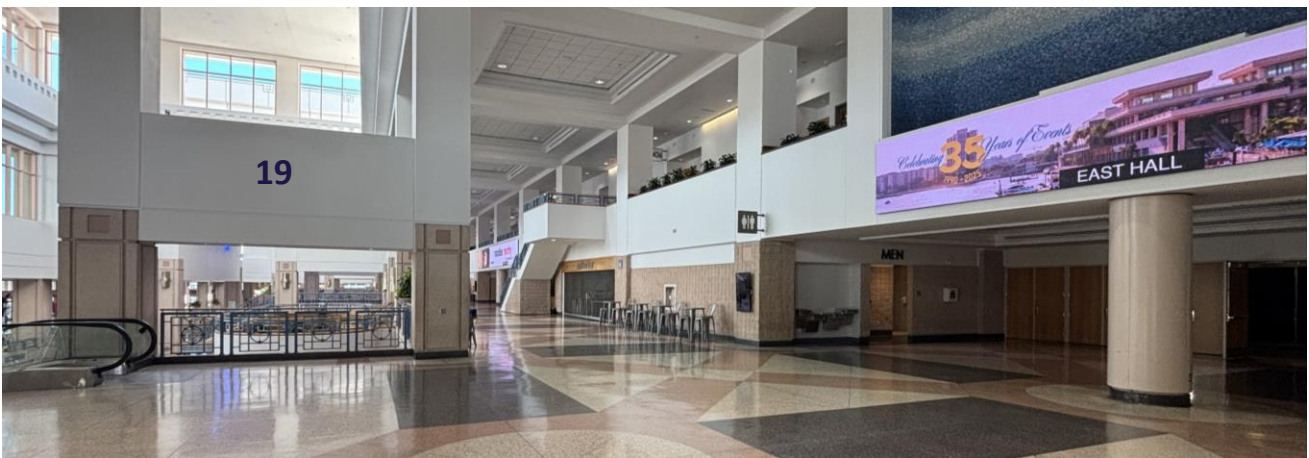
Location 18: Central Hall



Location 18: Central Hall



Location 19: East Hall

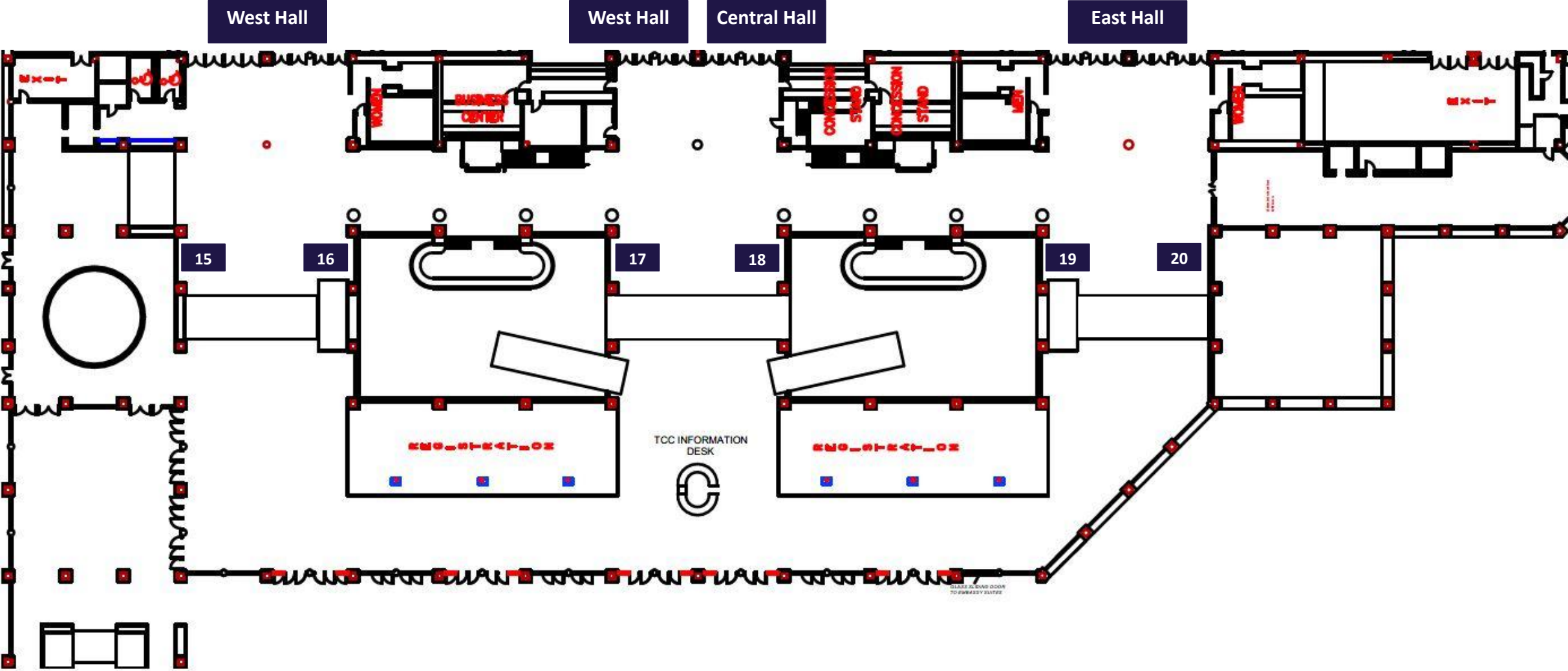


Location 19: East Hall



Location 20: East Hall

Interior Locations 15 – 20 Displayed Below



Interior – Third / Fourth Floor



Located at the stairwell leading up to Meeting Room 409
Directly above FedEx Office



Located at the stairwell leading up to Meeting Room 406
Directly above Coffee Bar



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
- 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.

Exterior – Channel Entrance



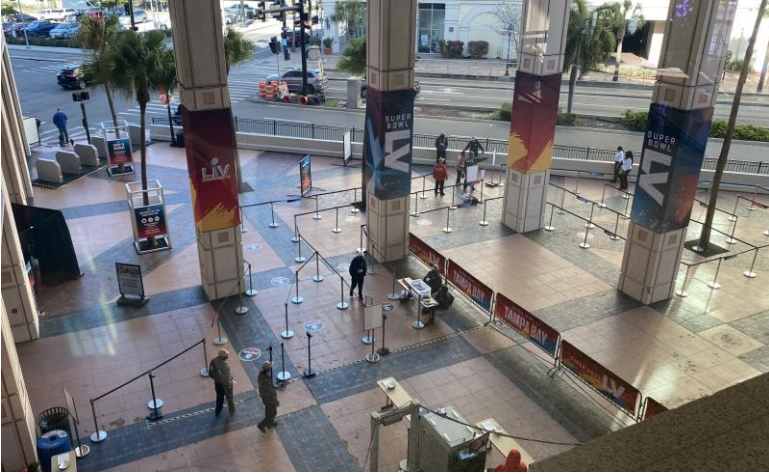
Channel Entry Column Wraps: Two columns with 34' Max Height.



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: \$8,913** - 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 1st, 2026 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: \$8,913** - 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 1st, 2026 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: \$8,966** – 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 1st, 2026 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 2nd 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: \$5,100** – 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 1st, 2026 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.**

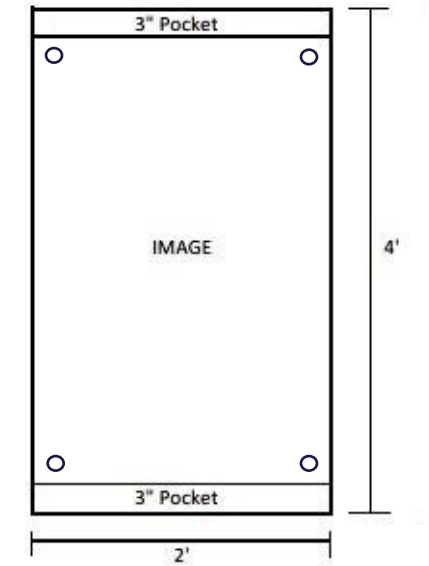
Exterior – Lamp Posts



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



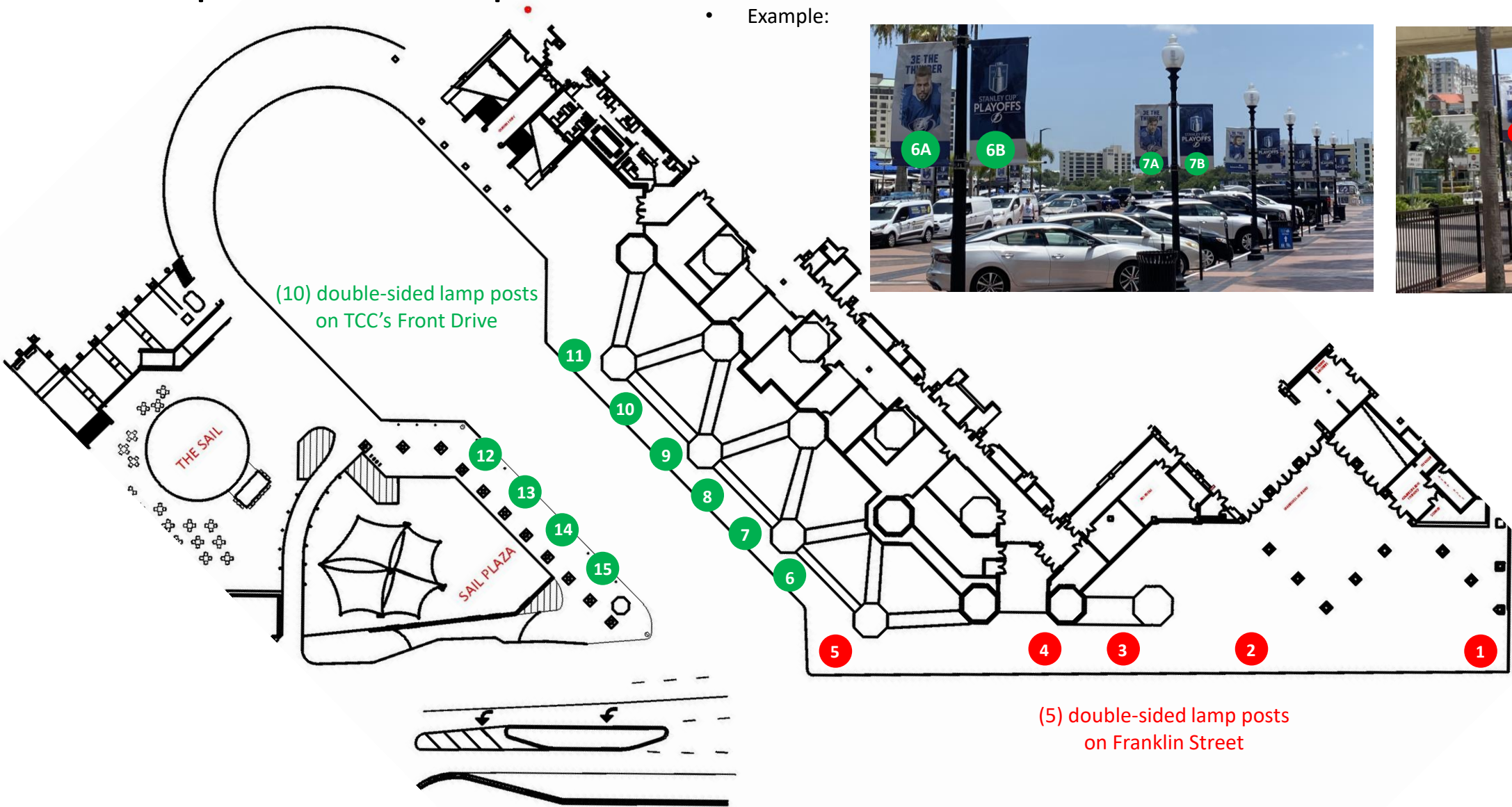
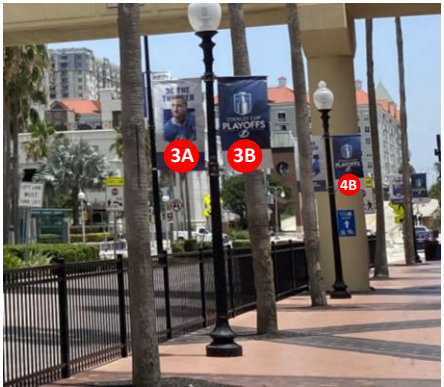
There are (10) double-sided lamp posts on TCC's Front Drive



- 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: \$5,100** – 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.
- FedEx is onsite at TCC and can produce banners and adhesives, as well as provide custom design services. Please reach out to FedEx directly to discuss:
Keith.Aldridge@fedex.com 813.274.7840
- Pricing is in effect as of January 1st, 2026 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.**

Lamp Post Map

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



(5) double-sided lamp posts
on Franklin Street



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DIGITAL SIGNAGE

your event message **matters**



TAMPA
CONVENTION
CENTER

Digital Signage Locations

LED WALLS

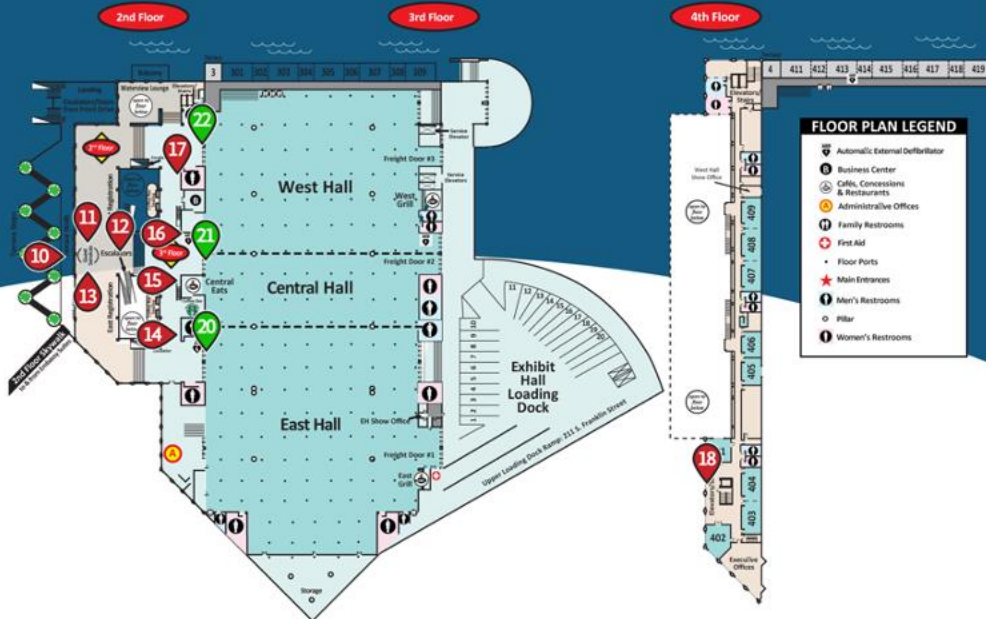
1. Outdoor Marquee LED Wall
20. East Hall Entrance LED Wall
21. West/Central Hall Entrance LED Wall
22. West Hall Entrance LED Wall
23. Ballroom B Foyer LED Wall
24. Ballroom C Foyer LED Wall

VIDEO WALLS

3. Ballroom D 2x2 Video Wall
4. Ballroom A 2x2 Video Wall
8. Rotunda 4x1 Video Wall
9. 100's 2x2 Video Wall

LARGE FORMAT READERBOARDS

2. Franklin Entrance LFR
5. Rotunda Entrance LFR
6. Channel Entrance Right LFR
7. Channel Entrance Left LFR
10. Guest Services Desk South LFR
11. Guest Services Desk West LFR
12. Guest Services Desk North LFR
13. Guest Services Desk East LFR
14. East Hall LFR
15. Central Hall LFR
16. West Hall Right LFR
17. West Hall Left LFR
18. Executive Offices LFR
19. Admin Entrance LFR

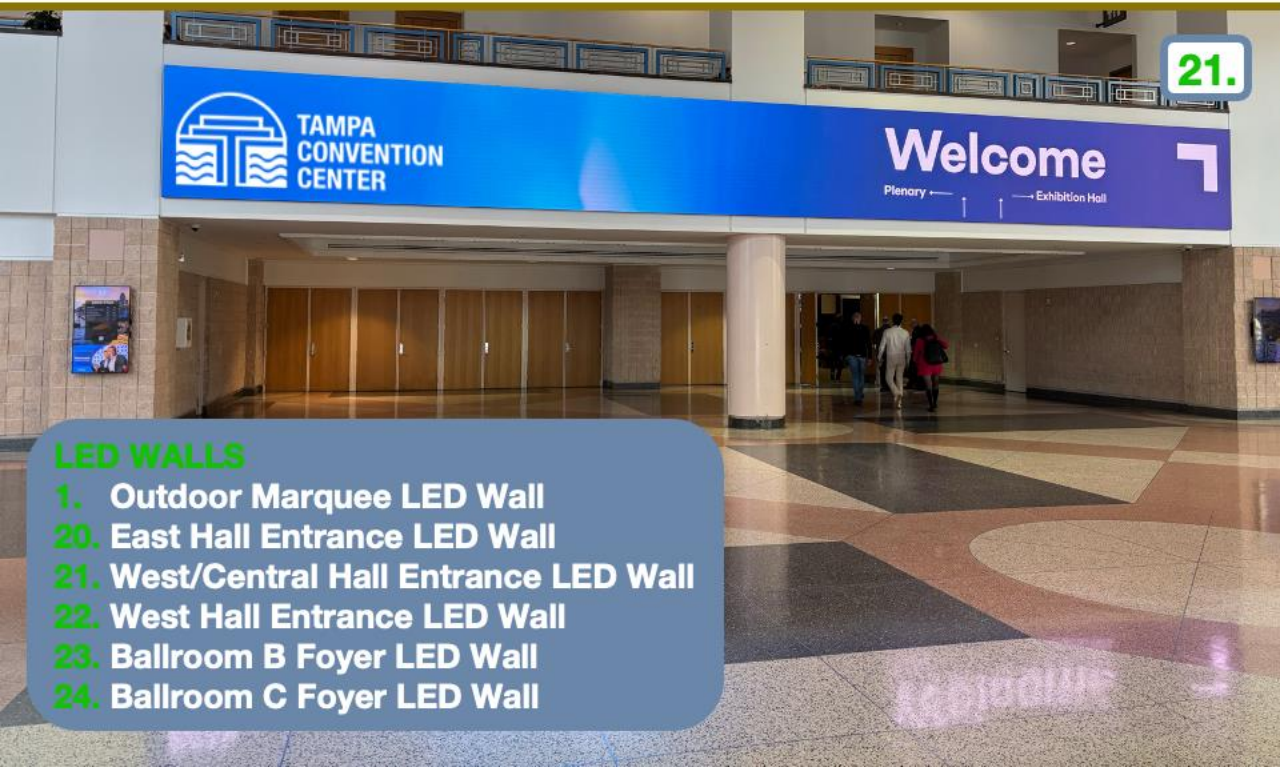


xp digital

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LED WALLS

The Tampa Convention Center now features five state-of-the-art, large format LED Walls offering unparalleled visibility for your event branding and sponsor messaging. Maximize exposure, create immersive experiences, and leave a lasting impression. From dynamic video content to eye-catching graphics, our LED Walls deliver your messaging with stunning clarity and impact.



LED WALLS

- 1. Outdoor Marquee LED Wall
- 20. East Hall Entrance LED Wall
- 21. West/Central Hall Entrance LED Wall
- 22. West Hall Entrance LED Wall
- 23. Ballroom B Foyer LED Wall
- 24. Ballroom C Foyer LED Wall



- 1. Outdoor Marquee LED Wall expected Q2 2025

xpodigital

VIDEO WALLS

Enhance your event presence at the Tampa Convention Center with our four strategically located Video Walls. Positioned on the first floor, outside the ballrooms, meeting rooms and in the rotunda, these screens offer a seamless way to integrate your message into the attendee experience. Perfect for communicating pertinent information, sponsor highlights, and event branding.

8.



VIDEO WALLS

- 3. Ballroom D 2x2 Video Wall
- 4. Ballroom A 2x2 Video Wall
- 8. Rotunda 4x1 Video Wall
- 9. 100's 2x2 Video Wall

3.



9.



4.



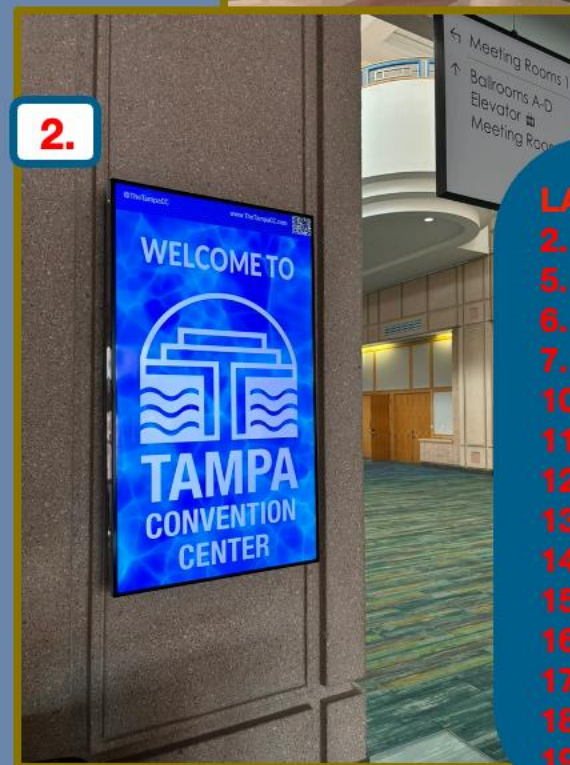
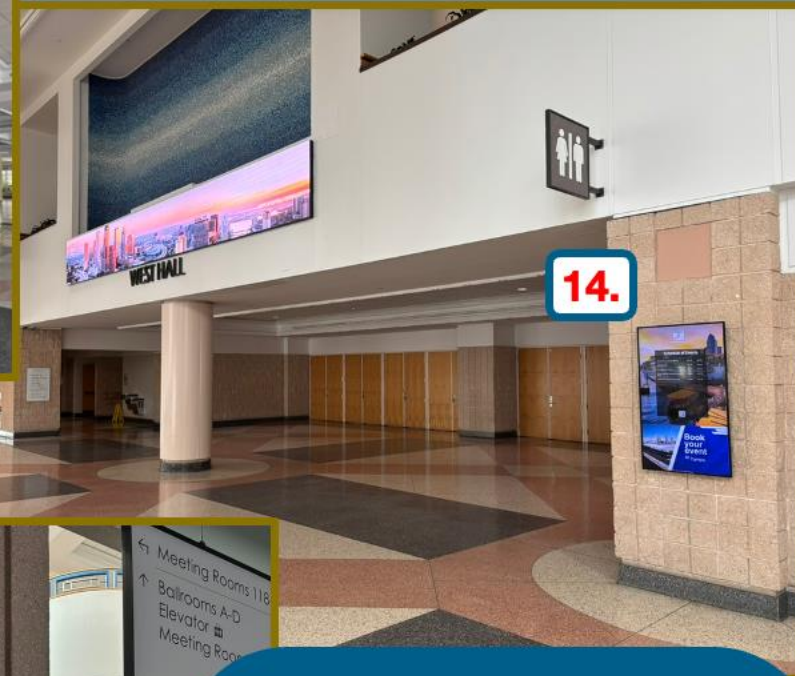


LARGE FORMAT READERBOARDS

Ensure seamless navigation and keep attendees informed with 14 strategically placed Large Format Readerboards. Located at all major entrances to the facility and Expo halls, these eye-catching displays are perfect for sharing schedules, directions, event information, and more. Provide clarity from the moment your attendees step in the door.



10. – 13.



LARGE FORMAT READERBOARDS

- 2. Franklin Entrance LFR
- 5. Rotunda Entrance LFR
- 6. Channel Entrance Right LFR
- 7. Channel Entrance Left LFR
- 10. Guest Services Desk South LFR
- 11. Guest Services Desk West LFR
- 12. Guest Services Desk North LFR
- 13. Guest Services Desk East LFR
- 14. East Hall LFR
- 15. Central Hall LFR
- 16. West Hall Right LFR
- 17. West Hall Left LFR
- 18. Executive Offices LFR
- 19. Admin Entrance LFR

xpodigital TEMPORARY SIGNAGE

Need to get your message seen in high-traffic areas? Our temporary digital signage offers unparalleled flexibility. Place these freestanding displays anywhere in the Tampa Convention Center's public spaces to provide wayfinding, event updates, sponsor recognition, and more. Dynamic content ensures your information is always up-to-date and relevant.



LED Poster



We are dedicated to finding a digital signage solution that meets all your branding needs.

For custom quotes, screen specifications and additional information please reach out to:

tcc@xpodigital.com | 813-309-3871



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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

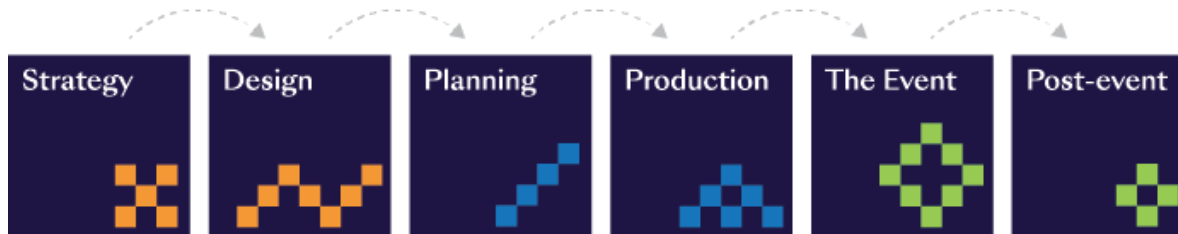
The right solution for any possibility.

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!

