

SPONSORSHIP GUIDE



KAY BAILEY HUTCHISON
CONVENTION CENTER DALLAS

SPONSORSHIP OPPORTUNITY PROGRAM GUIDELINES

Thank you for considering the sponsorship and advertising opportunities at the Kay Bailey Hutchison Convention Center Dallas (KBHCCD). The entire KBHCCD team is committed to meeting all of your signage, sponsorship, advertising, and branding needs throughout your event.

Sponsorship Opportunities

The following advertising and sponsorship opportunities have been identified to complement and enhance visibility during your contracted event dates. Clients who plan to install any onsite advertising must review and agree to the Sponsorship Guide Disclaimer on page 71. For additional information please contact the KBHCCD Marketing Manager at (214) 939-2700 or info@dallasconventioncenter.com.

Requirements

- Sponsorship opportunities are only available for KBHCCD clients during their contracted event dates.
- Rental does not include production, installation, or removal. These services are available from your selected decorator.
- For your convenience we have provided the approved materials for each sponsorship location. Only approved materials may be used.
- KBHCCD Marketing Manager must approve all sponsorship items, locations, and artwork 60 days prior to production and installation.
- Clients may only use carpeting for all indoor common space floor advertising. Note: Carpet advertising may not be used over any of the current carpeted areas. Floor clings will not be considered in the common areas, unless they are applied on the metal plates at the bottom of escalators. All floor advertisements must be submitted for approval as part of your final sponsorship plan.

Billing

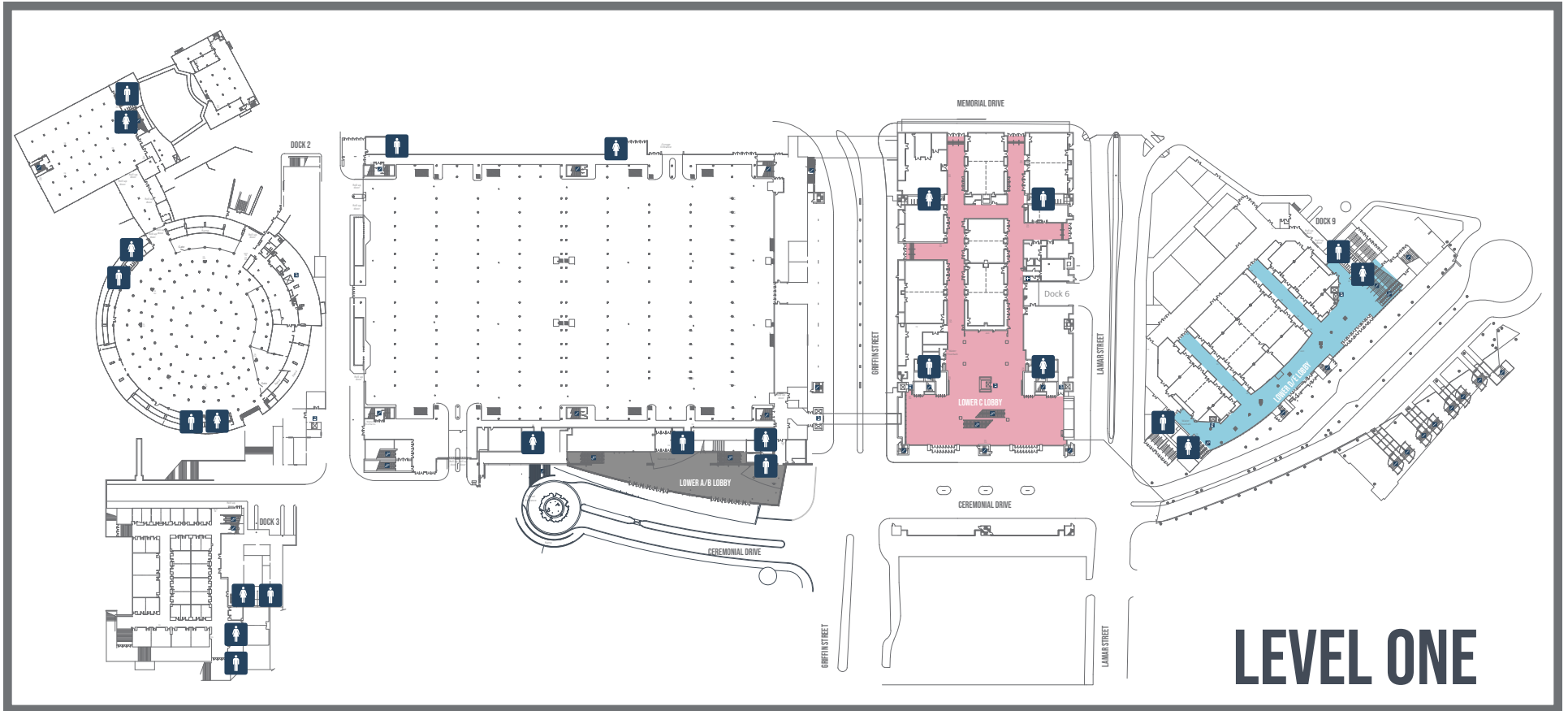
All advertising within the contracted space is offered at no cost. All event branded advertising within the common areas also is offered at no cost. Advertising in the common areas are subject to charges if the advertising displays sponsor/exhibitor logos. All interior ground supported advertising, including those that display exhibitor/sponsor logos is free within the common areas.

All sponsorship and branding fees will be included in your final invoice. For a quote, please contact the KBHCCD Marketing Manager at (214) 939-2700 or info@dallasconventioncenter.com.

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FLOOR PLANS



LEVEL ONE

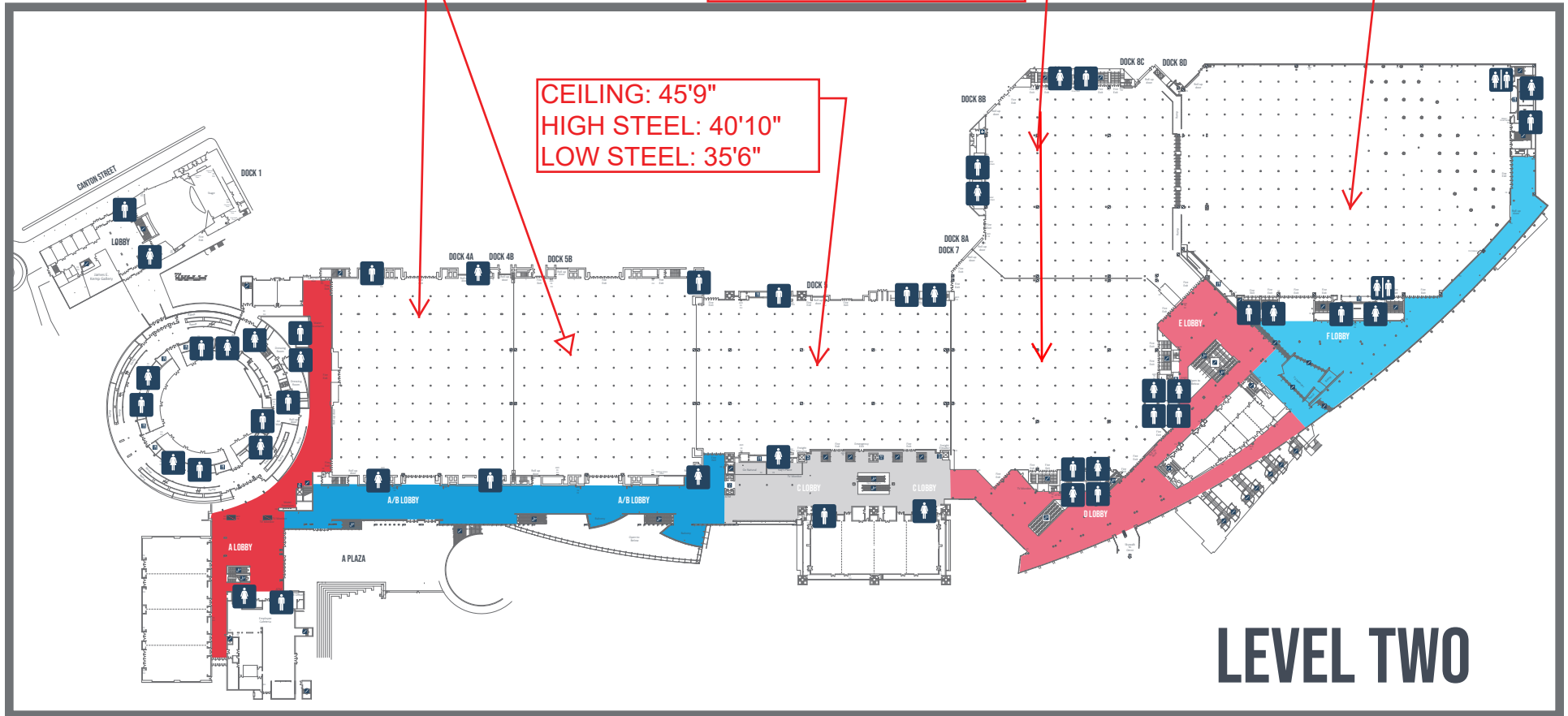
- LOWER A/B LOBBY
- LOWER C LOBBY
- LOWER D/E LOBBY
- ♂
♀ FAMILY RESTROOMS
- ♂ MEN'S RESTROOMS
- ♀ WOMEN'S RESTROOMS

HIGH STEEL: 55' 10"
LOW STEEL(BEAM) 35' 10"

HIGH STEEL: 47'
CROSS JOIST: 46'
LOW STEEL(BEAM): 35'5"

HIGH STEEL: 51'8"
LOW STEEL(BEAM): 40'5"

CEILING: 45'9"
HIGH STEEL: 40'10"
LOW STEEL: 35'6"

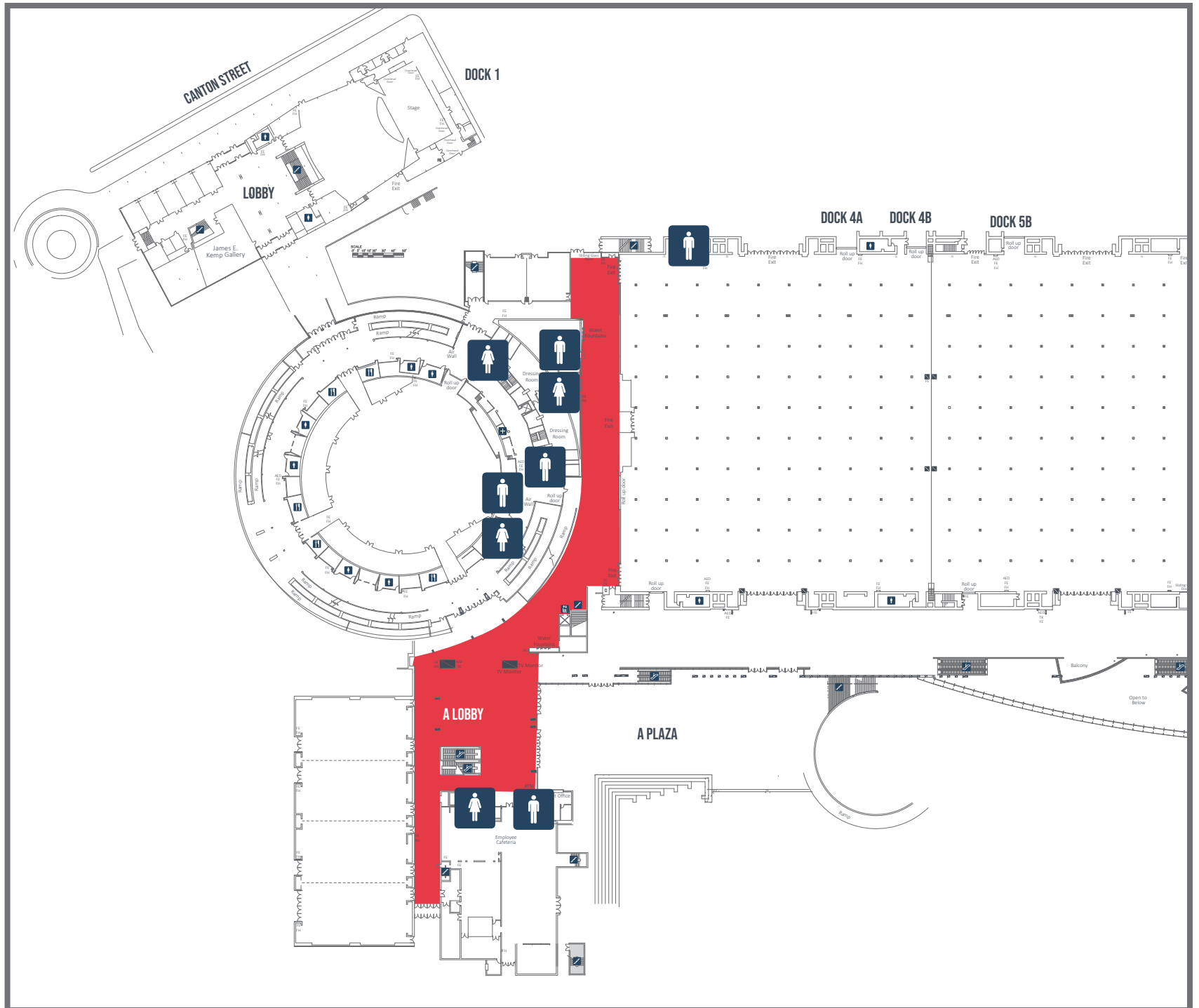


LEVEL TWO

- ARENA AND A LOBBIES
- A/B LOBBY
- C LOBBY
- D/E LOBBY
- F LOBBY
- ♂
♀ FAMILY RESTROOMS
- ♂ MEN'S RESTROOMS
- ♀ WOMEN'S RESTROOMS



ARENA & A LOBBIES



AA.1

Material: Wall cling only
(Walk & Wall)
Dimensions: 16.5"x101"



AA.1

AA.2

Material: Wall cling
(Walk & Wall)
or ground supported
Dimensions: 337"x107"

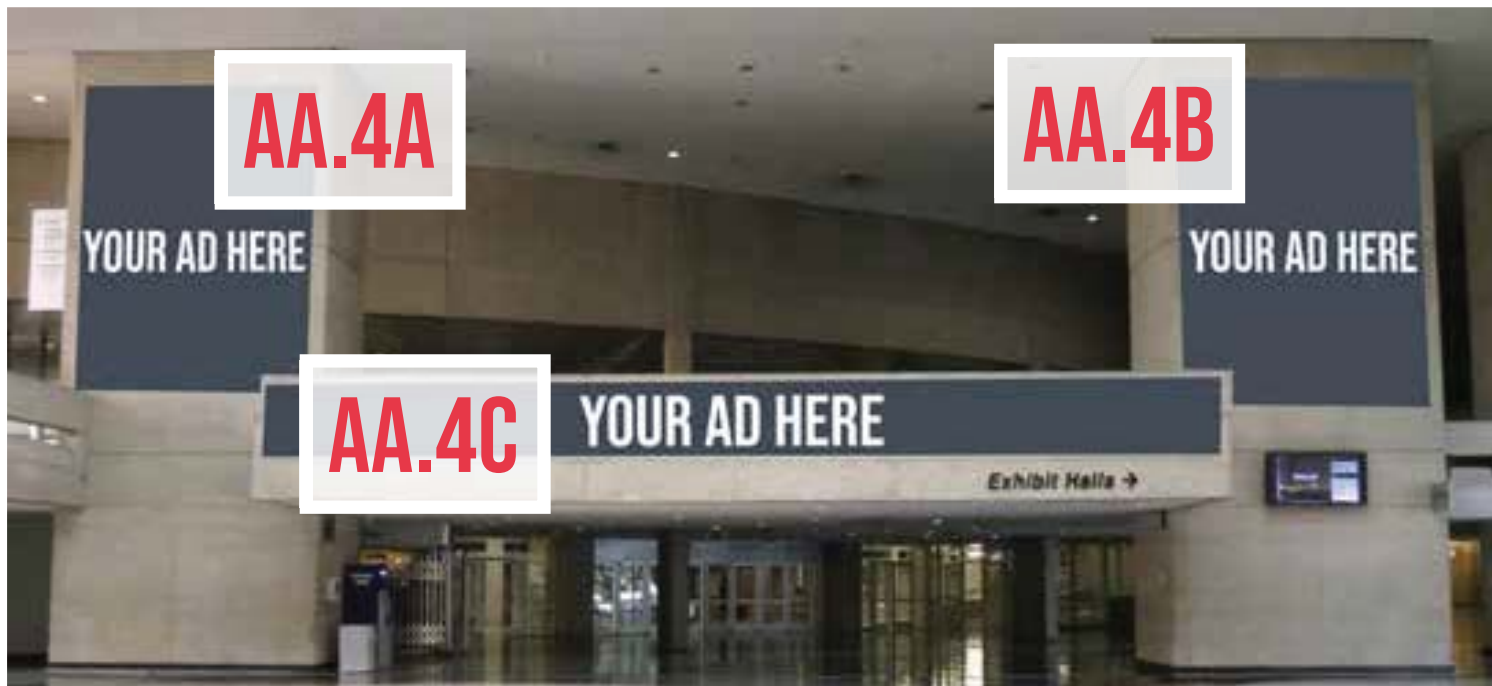


AA.2



AA.3

Material: Banner
Dimensions: 600"x144"



AA.4A

Material: Wall cling only
(Walk & Wall)
Dimensions: 180"x238"

AA.4B

Material: Wall cling only
(Walk & Wall)
Dimensions: 180"x238"

AA.4C

Material: Banner
Dimensions: 576"x80"

AA.5

Material: Wall cling only
(Walk & Wall)
Dimensions: 353"x153"



AA.6

Material: Wall cling
(Walk & Wall)
or ground supported
Dimensions: 600"x240"





WALL CLING: 29' WIDE X 21' TALL
*
GROUND SUPPORT 29' WIDE X 17' TALL

AA.7

AA.7

Material: Wall cling (Walk & Wall) or ground supported
Dimensions: 352"x255"



AA.8

AA.8

Material: Banner
Dimensions: 432"x80"



AA.9A

AA.9B

AA.9C

AA.9D

AA.9A

Material: Banner only
Dimensions: 149"x238"

AA.9B

Material: Banner only
Dimensions: 391"x238"

AA.9C

Material: Banner only
Dimensions: 1080"x80"

AA.9D

Material: Wall cling
(Walk & Wall)
Dimensions: 22.5"x101"



AA.10

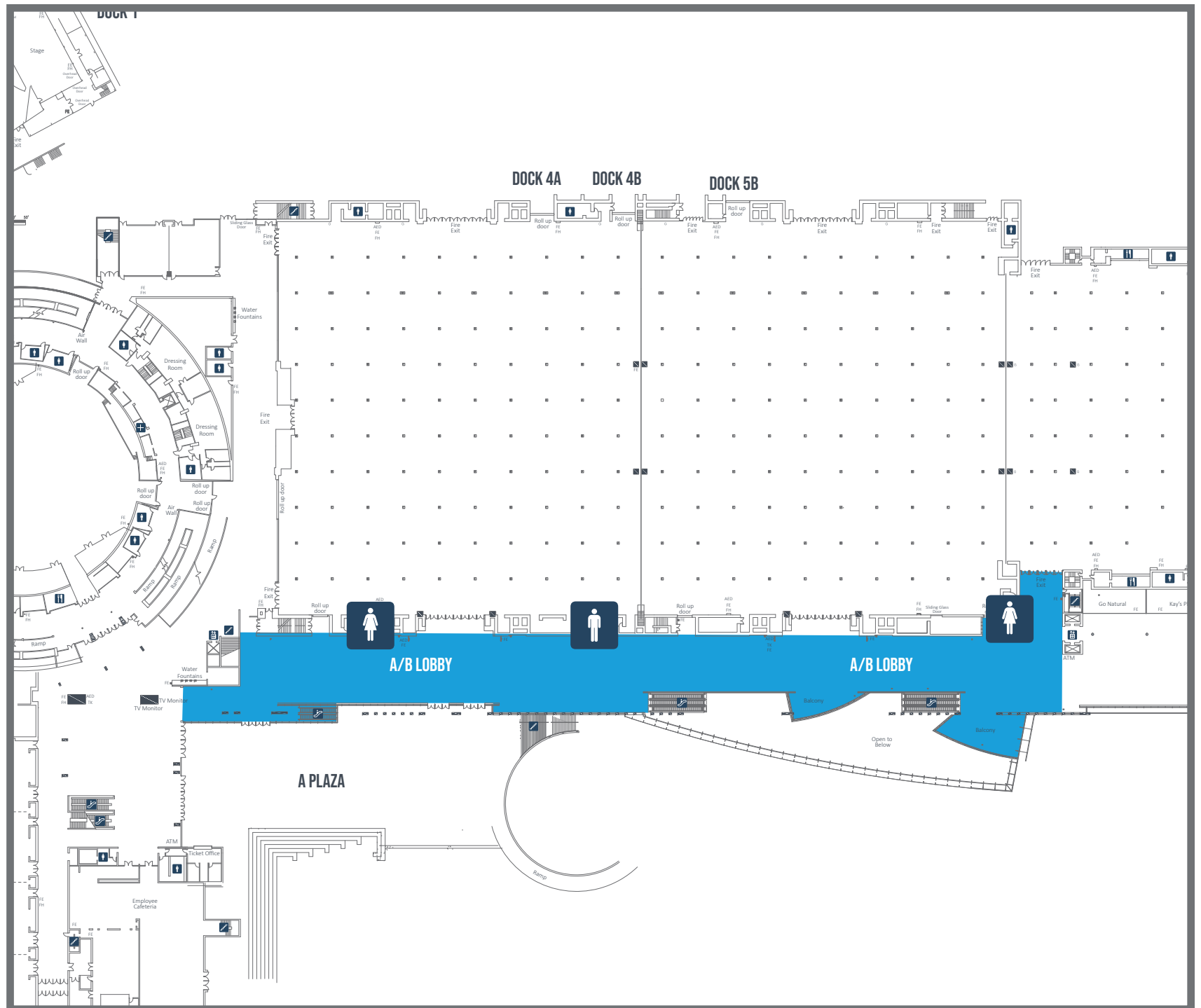
AA.10

Material: Wall cling only
(Walk & Wall)
Dimensions: 143"x144"





A/B LOBBY





AB.1

Material: Banner only
Dimensions: 660"x105"

AB.1



AB.2

AB.2

Material: Window cling
Dimensions: 60"x60"



AB.3

Material: Banners only

Banner dimensions:

144"x144"

192"x144"

Full wall dimensions:

540"x228"

1524"x228"

900"x228"

AB.3



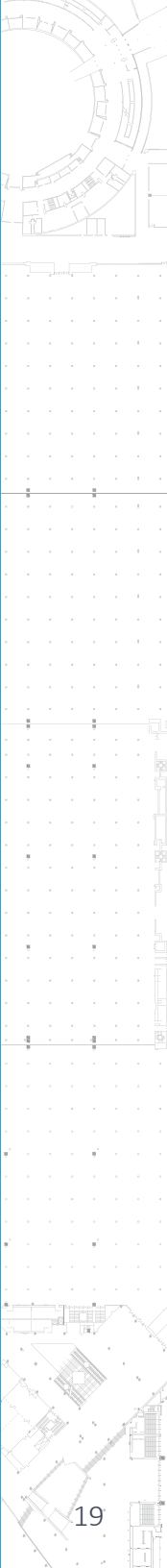
AB.4

Material: Banner only
Dimensions: 660"x105"



AB.5

Material: Banner only
Dimensions: 432"x132"





C LOBBY



C.1

Material: Banner only
Dimensions: 450"x204"



C.2A

Material: Banner only
Dimensions: 626"x204"

C.2B

Material: Banner only
Dimensions: 626"x204"



C.2C

Material: Banner only
Dimensions: 626"x204"

C.2D

Material: Banner only
Dimensions: 626"x204"



C.3

Material: Banner only
Dimensions: 1080"x170"



672"w x 180" tall

C.4

Material: Banner only
Dimensions: 396"x180"



need to add the glass for
the upper c lobby escalators
long side:
89 1/2" x 3
95 1/16" x 1(middle)
89 1/2" x 3
shortside:
79 5/8" x 2 left side
73 5/8" x 1 r side
small window:
40 7/8"

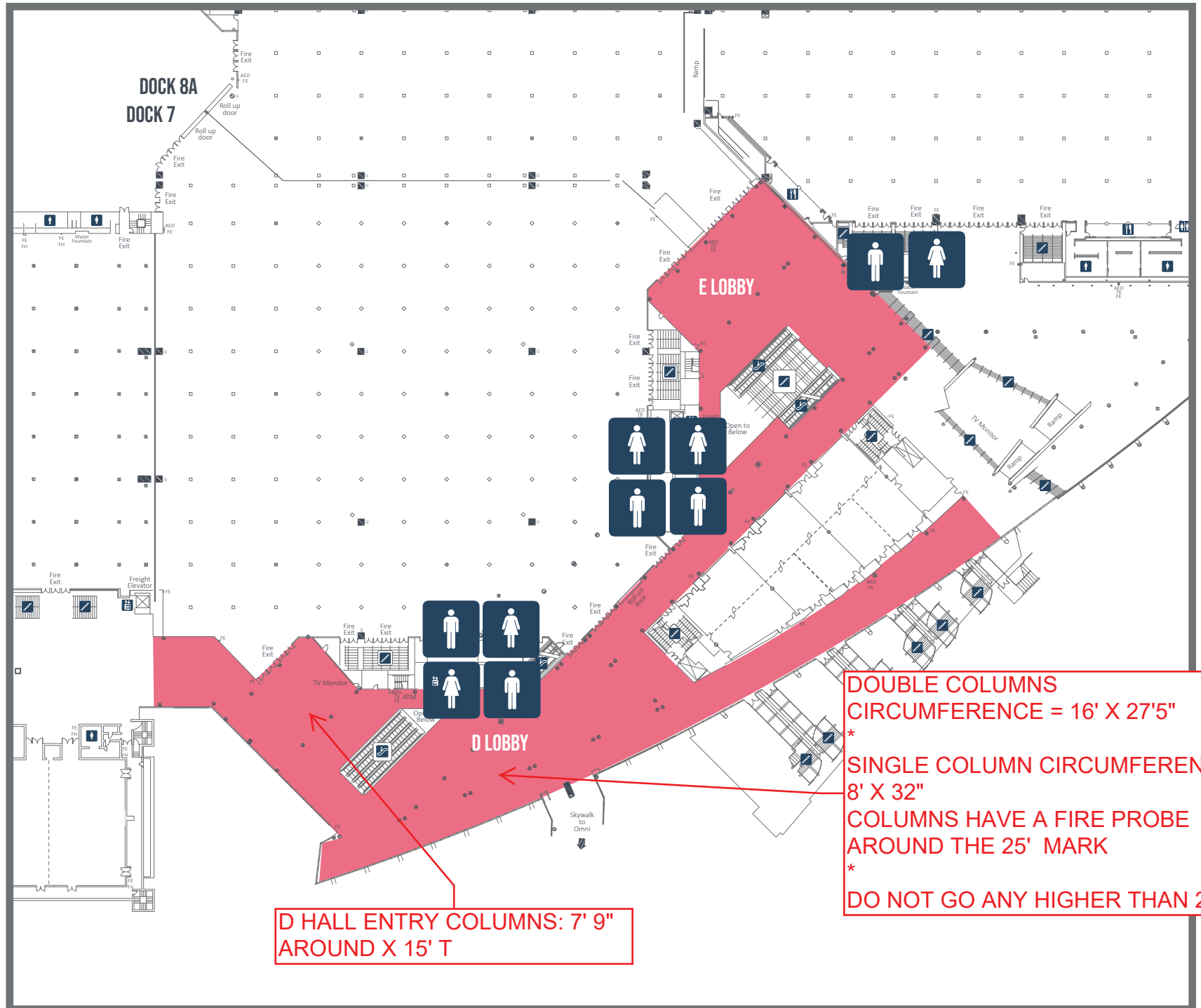
C.5

C.5

Material: Banner
Dimensions: 672"x96"



D/E LOBBY



D HALL ENTRY COLUMNS: 7' 9" AROUND X 15' T

DOUBLE COLUMNS
CIRCUMFERENCE = 16' X 27'5"
*
SINGLE COLUMN CIRCUMFERENCE
8' X 32"
COLUMNS HAVE A FIRE PROBE
AROUND THE 25' MARK
*
DO NOT GO ANY HIGHER THAN 25'



DE.1A & 1B: 444"
WIDE X 324" TALL

DE.1A

Material: Banner
Dimensions: 384"x324"

DE.1B

Material: Banner
Dimensions: 444"x324"

DE.1C

Material: Window cling only
Dimensions: 48"x36.5"

DE.2: BOTTOM 96"W X 91" TALL
2ND LEVEL: 96"W X 87"T
3RD LEVEL 96"W X 87"T
TOP: 96"W X 81"T



DE.2

Material: Cling only
Dimensions vary: 84"x97.5"
86"x97.5"
92"x97.5"



DE.3

DE.3

Material: Window cling only
 Dimensions vary: 57"x110.75"
 57"x117.25"



DE.4

DE.3 & 4

*
 TOP: 9'3" T X 3'W SKINNY
 TOP: 9'3" T X 4'9"W
 MIDDLE: 9'9"T X 4'9"W
 BOTTOM: 9'9"W X 4'9"T

DE.4

Material: Window cling only
 Dimensions vary: 57"x110.75"
 57"x117.25"

DE.5B

*

RUNNER: 11"W X 36" FLAT
11"W X 44' LONG

*

GLASS: 21" T X 524" LONG
21" T X 36' FLAT

DE.5A

Material: Carpet only,
no cling
Dimensions: 120"x70"

DE.5B

Material: Escalator runner
and/or window cling
Dimensions:
Runner: 11"x524"
Window cling: 524"x25"



DE.5A

DE.5B

DE.6A

*

56" T X 63'6" L

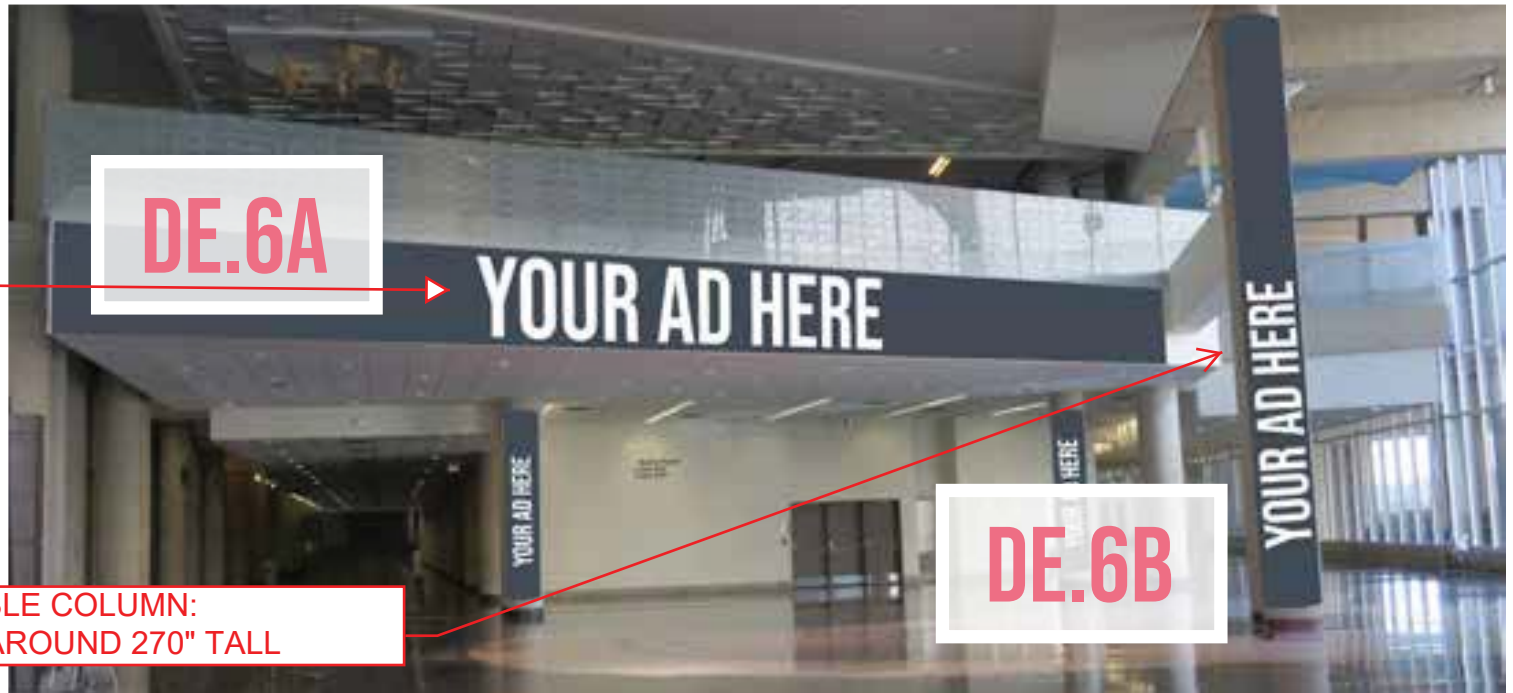
DE.6A

Material: Banner only
Dimensions: 773"x56"

DE.6B

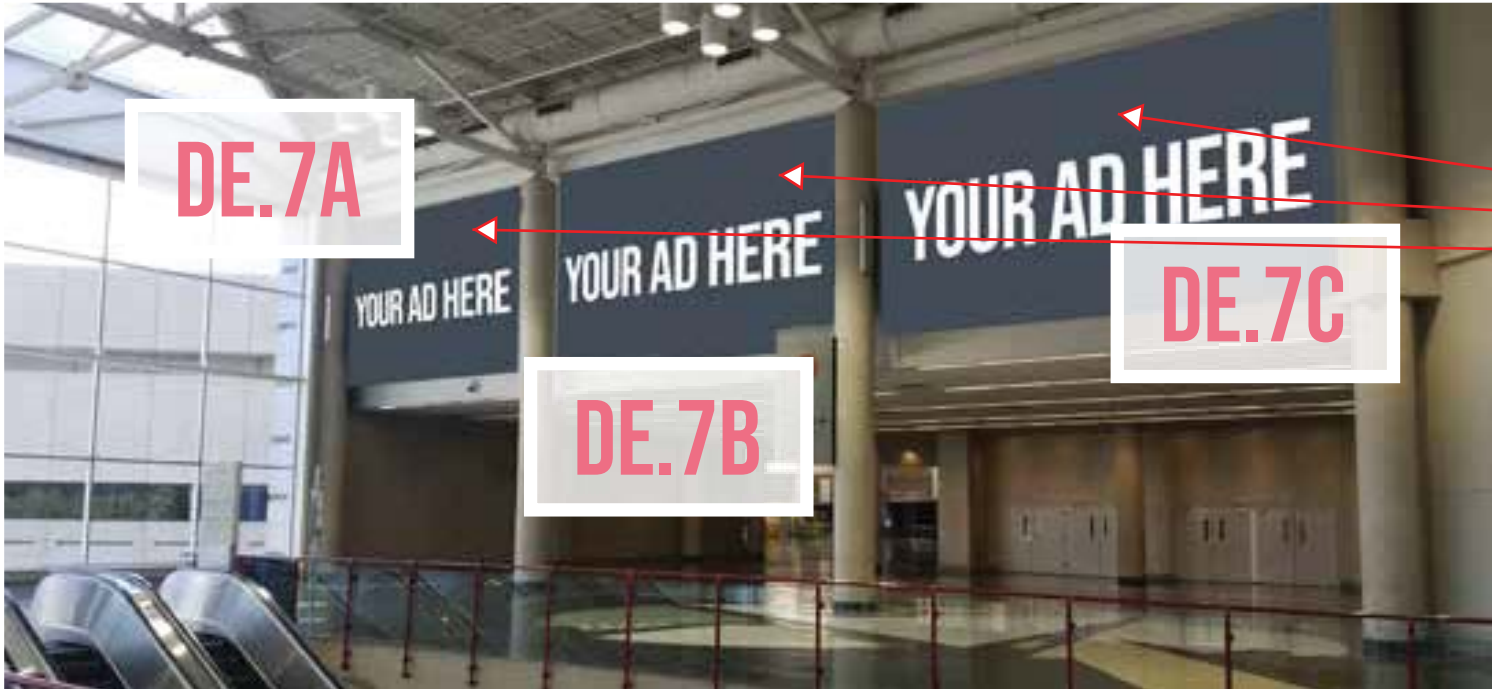
Material: Banner wrap
with velcro seam
Dimensions: 96"x120"
96"x324"

DOUBLE COLUMN:
192" AROUND 270" TALL



DE.6A

DE.6B



DE.7A

DE.7B

DE.7C

DE. 7A.7B.7C

*

196" T X 297" W

DE.7A

Material: Banner
Dimensions: 309"x196"

DE.7B

Material: Banner
Dimensions: 309"x196"

DE.7C

Material: Banner
Dimensions: 309"x196"



DE.8A

DE.8B

DE.8A

Material: Banner only*
Dimensions: 300"x192"
*Banners may be hung off of any available beam

DE.8B

Material: Window cling only
Dimensions: 48"x36.5"

DE.9A

196T X 288" W

Material: Banner only
Dimensions: 272"x196"

DE.9B

Material: Banner only
Dimensions: 296"x196"

DE.9C

Material: Banner only
Dimensions: 273"x196"

DE.9D

Material: Banner only
Dimensions: 273"x196"



DE.9B

DE.9D

DE.9A

DE.9C

SWAP: 300" W X 372" T

DE.10A

Material: Banner
Dimensions: 300"x372"

DE.10B

Material: Banner
Dimensions: 300"x372"



DE.10A

DE.10B



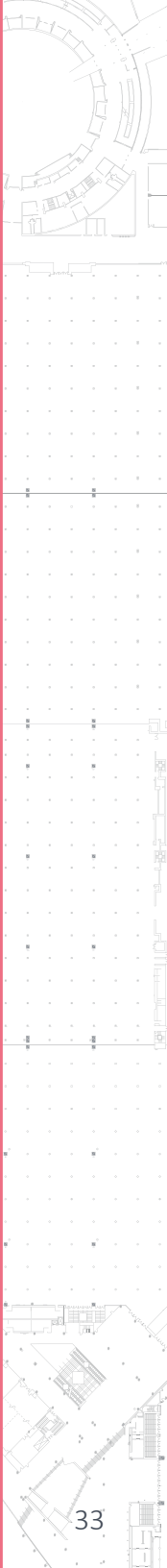
DE.11A

DE.11B

DE.11B
*
RUNNER FLAT: 13.5"W X 37' L
RUNNER TOTAL: 13.5: X 44'
*
GLASS FLAT: 21"T X 37' L

DE.11A
Material: Carpet or metal
cling (Walk & Wall)
Dimensions: 189"x108"*
*Does not include cutouts

DE.11B
Material: Escalator runner
and/or window cling
Dimensions:
Runner: 13.5"x524"
Window cling: 524"x25"

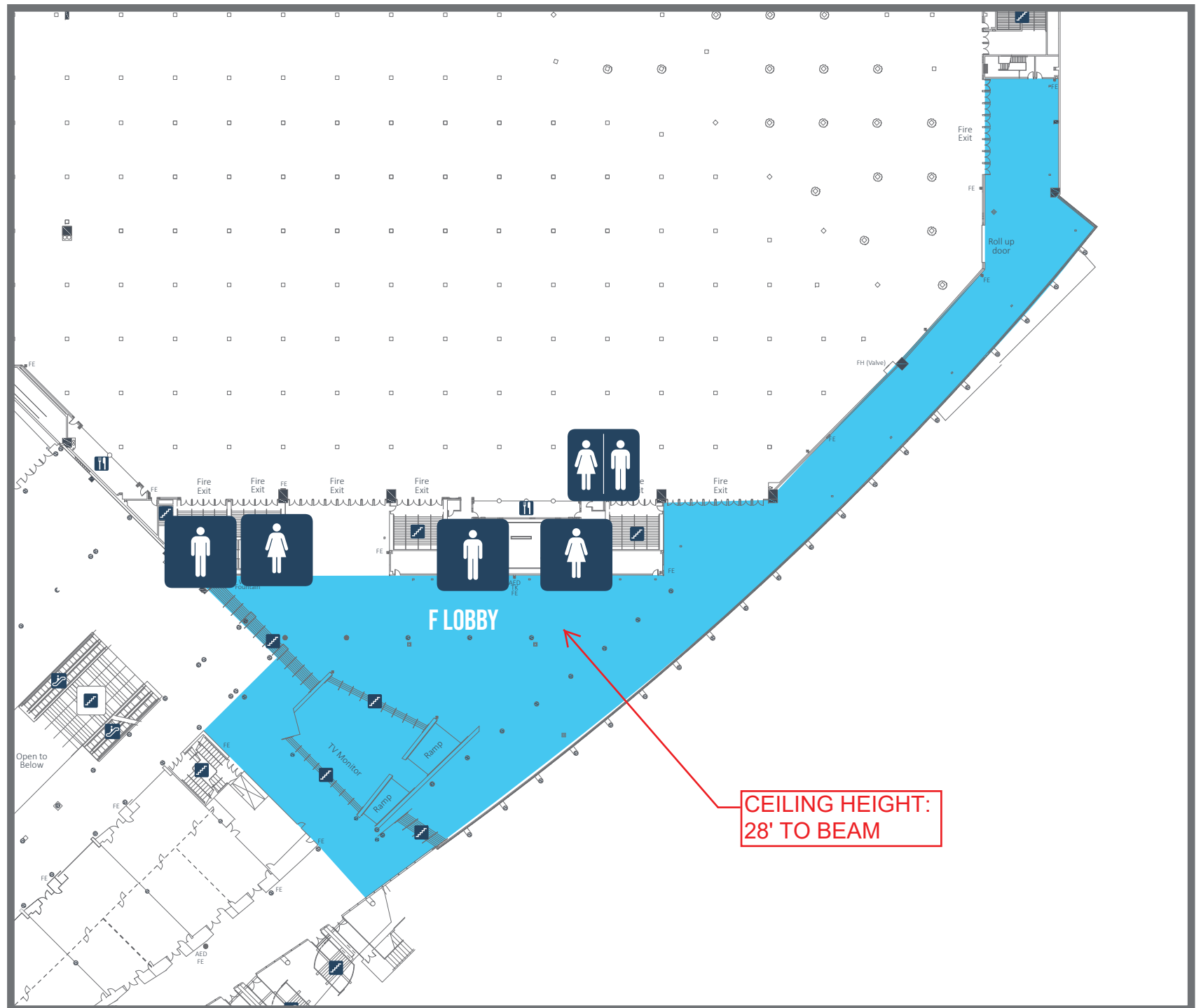


F LOBBY

F

A-E ↑

Exhibitor Halls
Ballrooms
Meeting Rooms
Arena/Theater



CEILING HEIGHT:
28' TO BEAM

F.1

Material: Banner
Dimensions: 687"x148"



F.2

Material: Banner
Dimensions: 1679"x322"





F.3

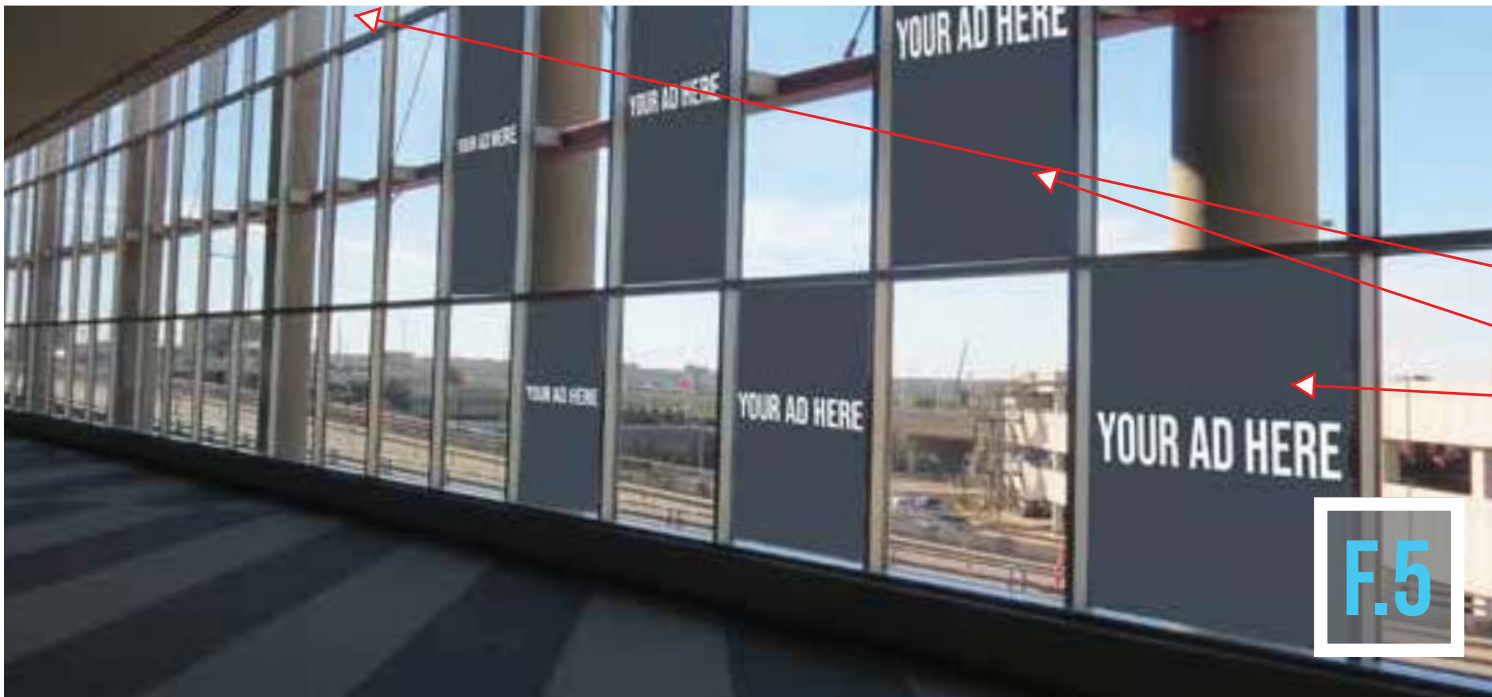
Material: Banner only
Dimensions: 1152"x96"

F.4A

Material: Banner only
Dimensions: 324"x48"

F.4B

Material: Banner only
Dimensions: 324"x48"



F.5

*
BOTTOM: 4'8" X 5'9" T
MIDDLE: 4'8" W 9'9" T
TOP 4'8" W X 9'3" T

F.5

Material: Window cling only
Dimensions:
Lower: 57"x67.95"
Upper: 57"x118"



F.6

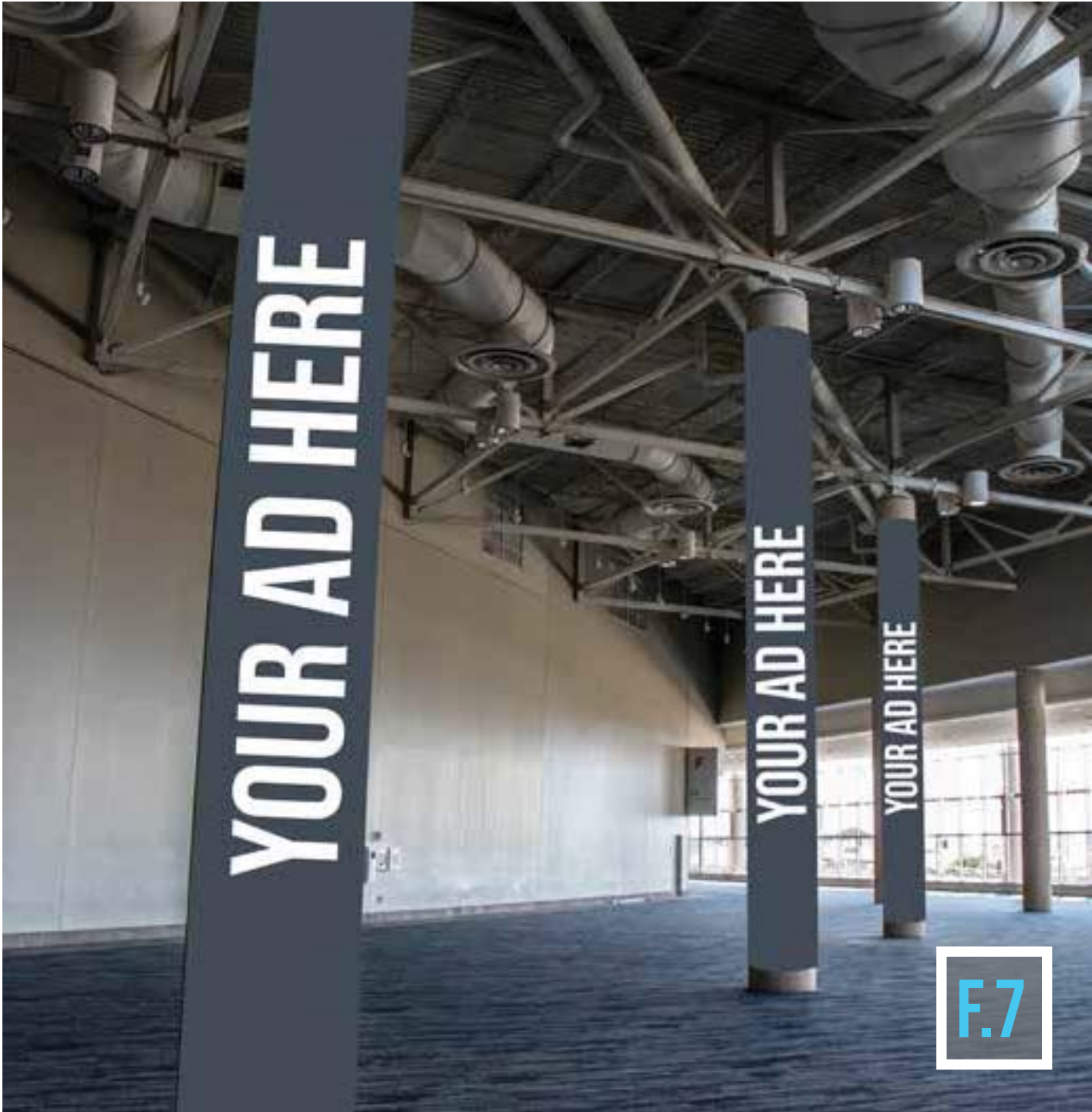
*

BOTTOM: 4'4" W X 9'9" T
MIDDLE 4'4" W X 9'9" T
TOP: 4'4"W X 9'2" T

F.6

Material: Window clings only
Dimensions vary: 49"x117.25"
53"x117.25"
56"x117.25"

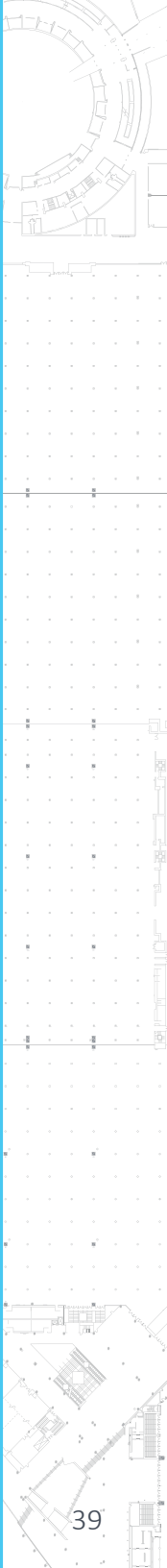
F.6



F.7

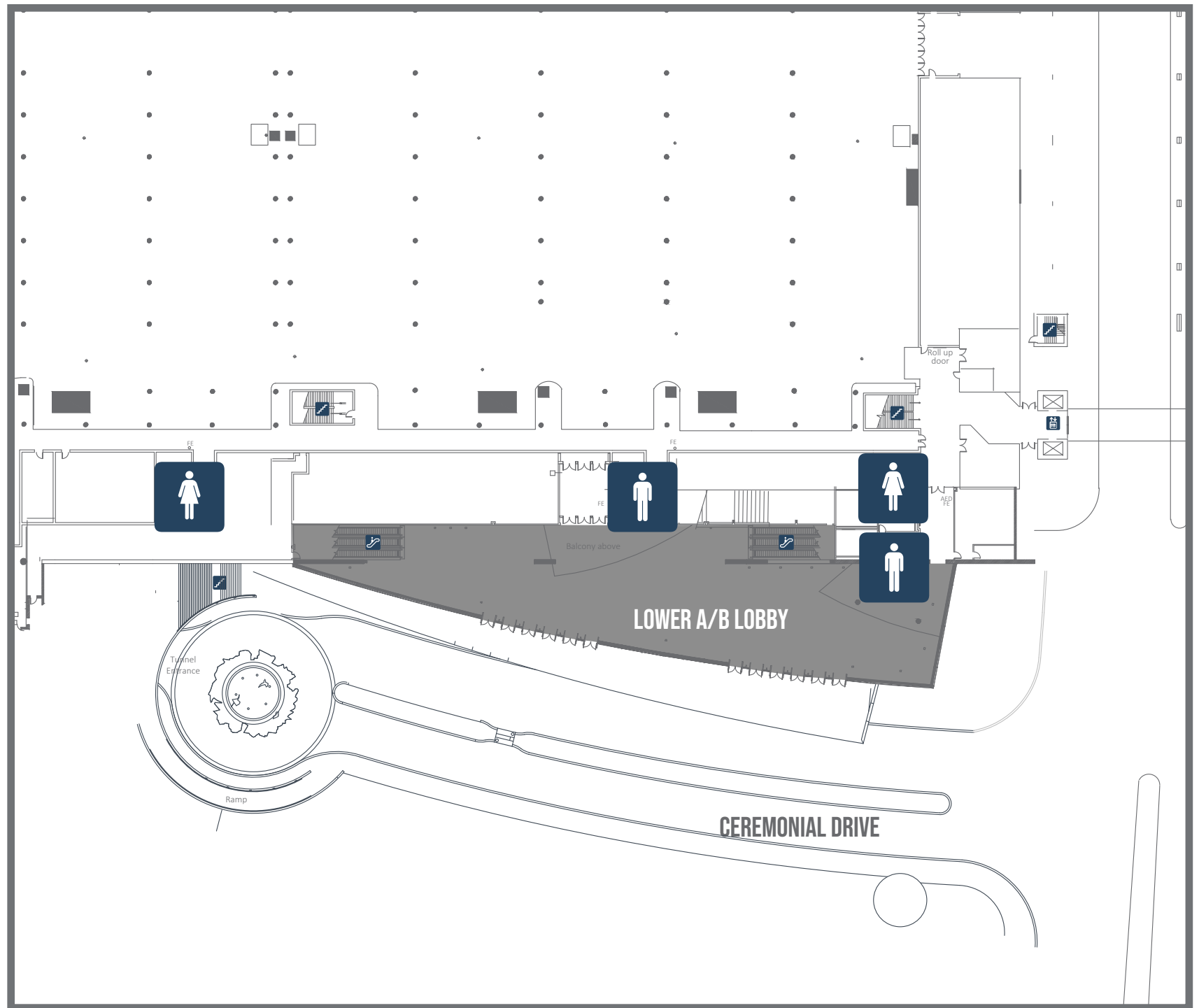
F.7

Material: Banner wrap
with velcro seam
Dimensions: 324"x96"



A photograph of a modern building lobby. The floor is highly reflective, mirroring the ceiling and the large glass windows on the right. The ceiling has several recessed lights. The glass windows show a reflection of the sky and some greenery outside. A white rectangular box is overlaid on the center of the image, containing the text 'LOWER A/B LOBBY' in bold, grey, sans-serif font.

LOWER A/B LOBBY



LAB. 1B WINDOW CLING
25' T X 43' WHOLE GLASS
25" X 33' STRAIGHT GLASS
*

LAB. 1B RUNNER
13.5" W X 33' LONG STRAIGHT
13.5" W X 43' WHOLE RUNNER

*Does not include cutouts

LAB. 1B

Material: Escalator runner and/or window cling
Dimensions:
Runner: 13.5"x516"
Window cling: 516"x25"



LAB. 2

Material: Cling only
Window dimensions:
Lower: 117"x55.5"
Upper: 117"x57"
Door dimensions:
Lower: 26.5"x27.5"
Upper: 26.5"x75.0"
*Do not cover facility signage





LAB.3A

LAB.3B

LAB.3A

Material: Banner only
Dimensions: 180"x137"

LAB.3B

Material: Banner only
Dimensions: 786"x46"



LAB.4

LAB.4

Material: Cling only
Dimensions: 240"x35.5"



LAB.5

Material: Window cling only
Dimensions: 30"x40"



LAB.6A

Material: Banner only
Dimensions: 792"x53"

LAB.6B

Material: Banner only
Dimensions: 540"x87"

LAB.6C

Material: Banner wrap with velcro seam
Dimensions: 78"x96"

LAB.6D

Material: Window cling
Dimensions vary from:
54"x35" - 62"x35"



LAB. 7B WINDOW CLING
 25' T X 43' WHOLE GLASS
 25" X 33' STRAIGHT GLASS
 *

LAB. 7B RUNNER
 13.5" W X 33' LONG
 STRAIGHT
 13.5" W X 43' WHOLE
 RUNNER

and/or window clings
 Dimensions:
 Runner: 13.5"x516"
 Window Cling: 516"x25"



LAB.8

Material: Banner or window cling
 Dimensions:
 Banner: 1076"x186"
 Window cling: 69"x31"

LAB.9

Material: Window cling
Dimensions vary*: 99"x55.5"
118"x55.5"
*For angled window lengths
contact your designer



LAB.10

Material: Banner only
Dimensions: 924"x105"





LAB.11

LAB.11

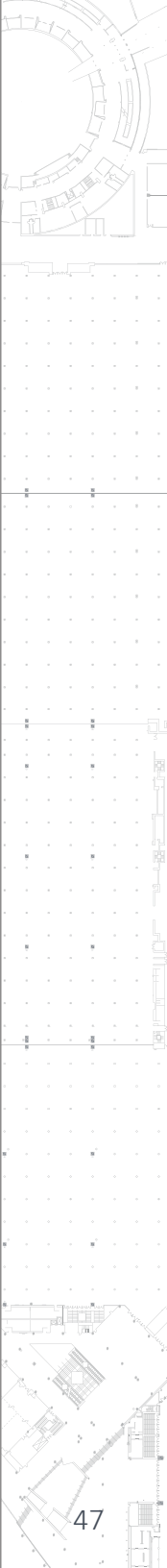
Material: Banner wrap with velcro seams
Dimensions: 59.6"x29"



LAB.12

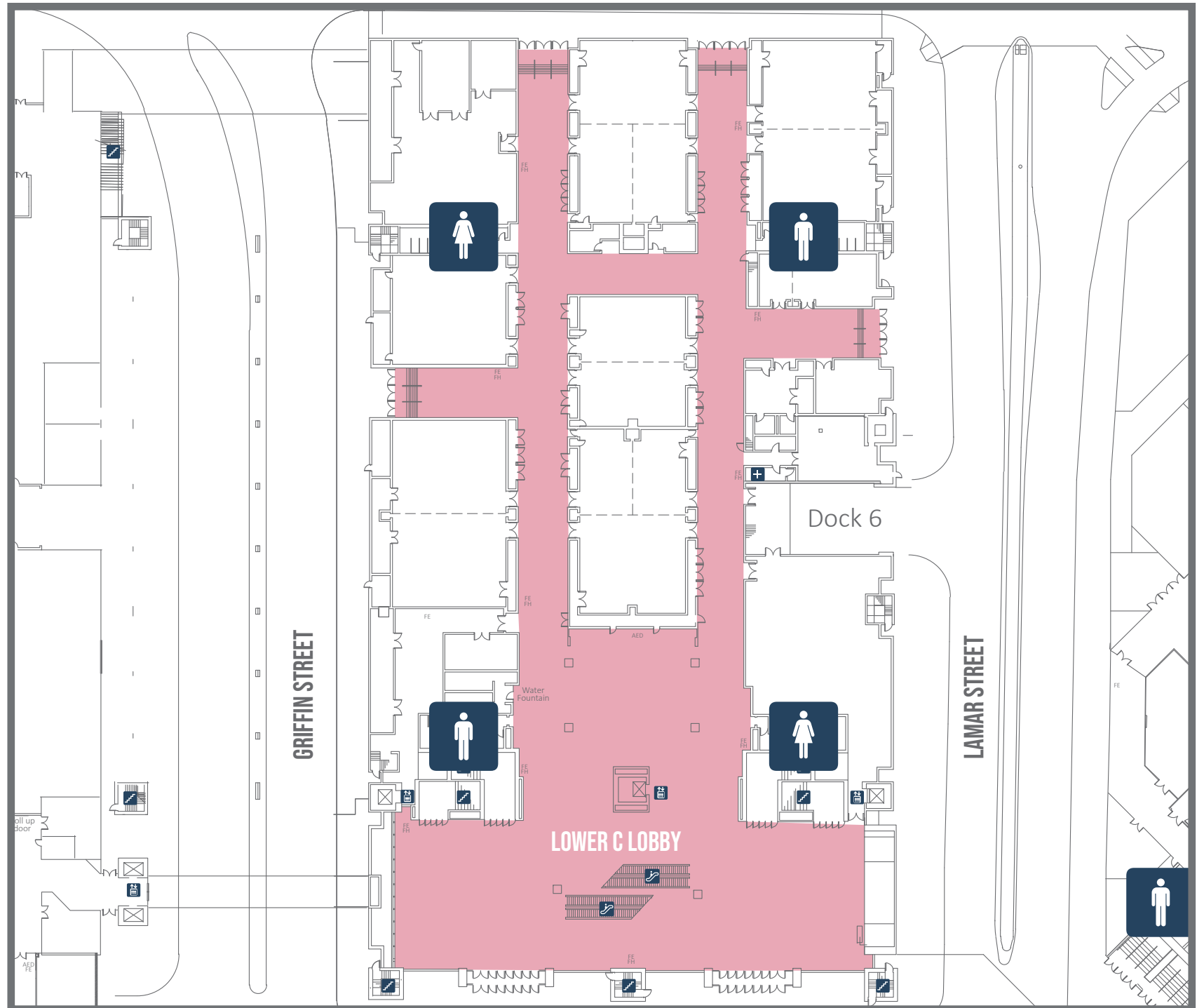
LAB.12

Material: Banner wrap with velcro seams
Dimensions: 116"x201.5"





LOWER C LOBBY



LC.1

Material: Banner or wall cling
Dimensions: 467"x102"

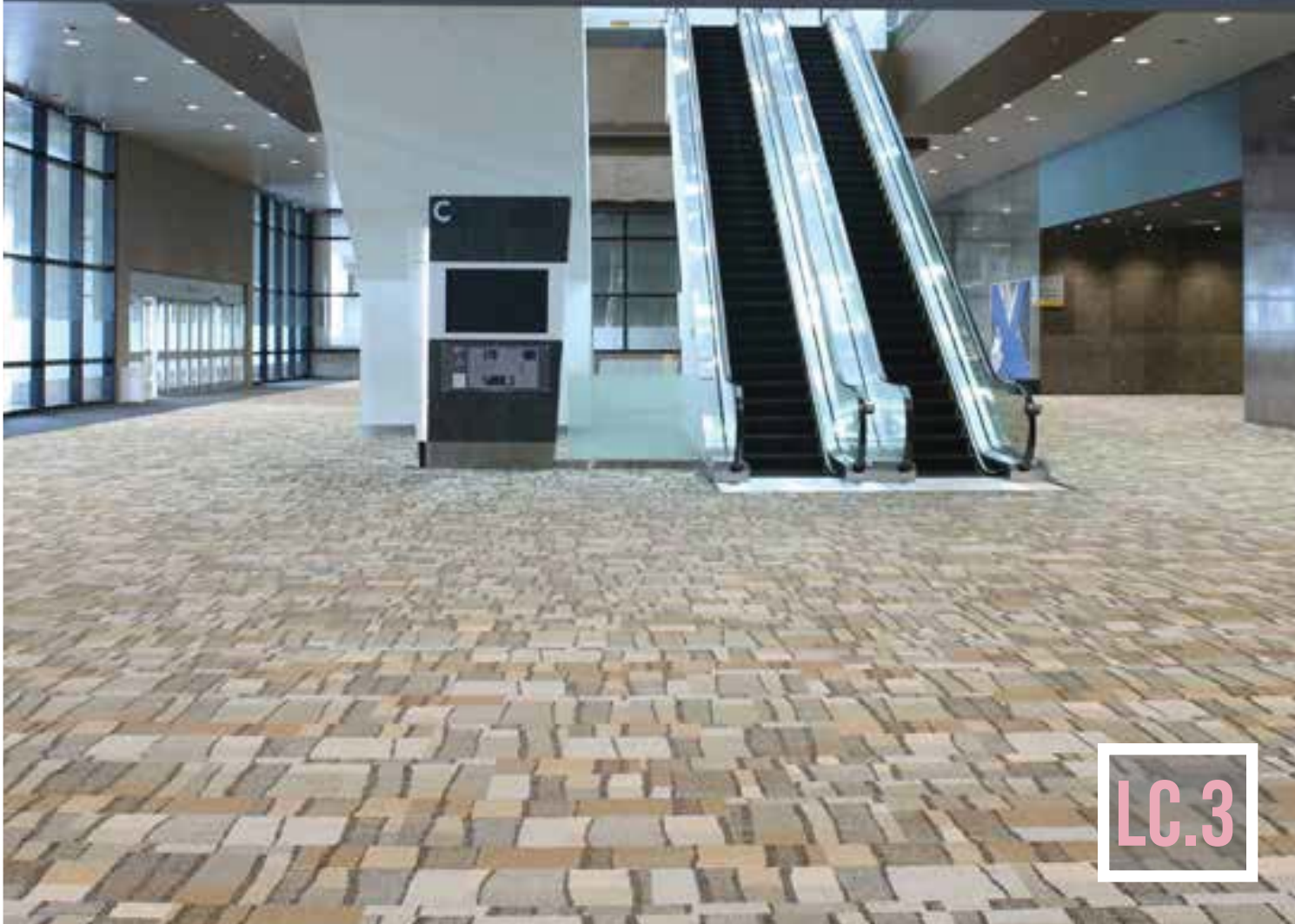


LC.2

Material: Banner or wall cling
Dimensions: 467"x102"



YOUR AD HERE



LC.3

LC.3

Material: Banner
Dimensions: 600"x60"



LC.4A

Material: Banner
Dimensions: 544"x71"



LC.4B

Material: Banner
Dimensions: 264"x71"

LC.4C

Material: Banner
Dimensions: 264"x71"



LC.5B
 CLING: 27" T X 42' 10" FLAT
 27" X 519" CURVED
 *
 RUNNER 16" W X 49" FLAT
 56' CURVED

LC.5B

Material: Window Clings
 and/or escalator runner
 Dimensions:
 Runner: 519"x16"
 Window cling: 519"x27"



LC.6B
 LC.5B
 CLING: 27" T X 42' 10" FLAT
 27" X 519" CURVED
 *
 RUNNER 16" W X 49" FLAT
 56' CURVED

Does not include cutouts

LC.6B

Material: Window Clings
 and/or escalator runner
 Dimensions:
 Runner: 519"x16"
 Window cling: 519"x27"



LC.7

Material: Cling only
(Walk & Wall)
Dimensions: 180"x239"



LC.8A

Material: Cling only
(Walk & Wall)
Dimensions: 168"x180"

LC.8B

Material: Cling only
(Walk & Wall)
Dimensions: 112"x99"



LC.9A

LC.9B

LC.9A

Material: Banner
Dimensions: 480"x96"

LC.9B

Material: Door cling*
Dimensions:
Lower: 33.5"x25"
Upper: 33.5"x26.5"
*Do not cover facility signage



LC.10A

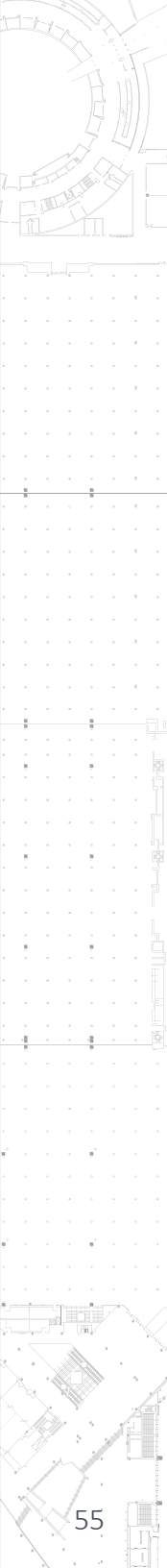
LC.10B

LC.10A

Material: Banner
Dimensions: 480"x96"

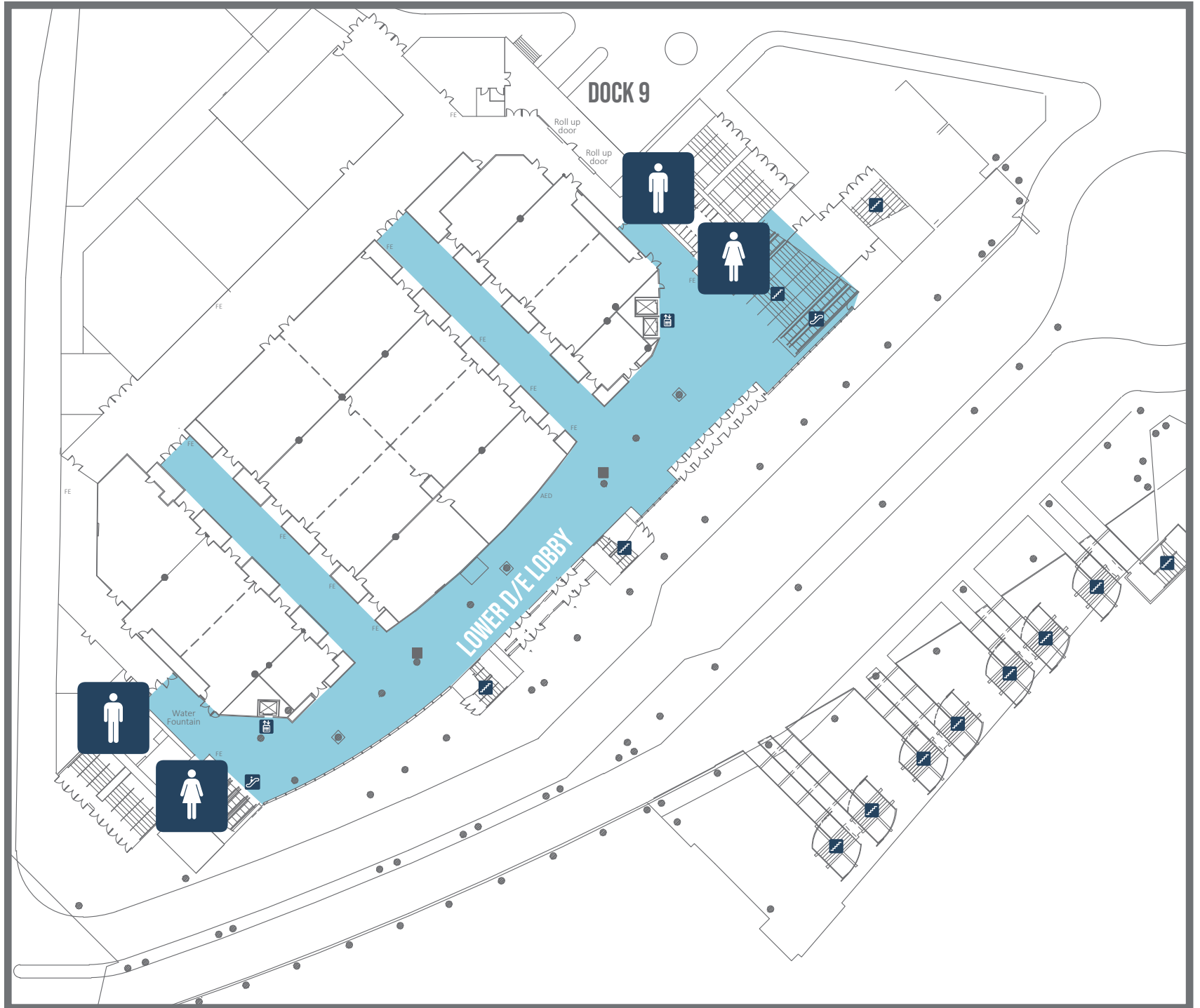
LC.10B

Material: Door cling*
Dimensions:
Lower: 33.5"x25"
Upper: 33.5"x26.5"
*Do not cover facility signage



The image shows a modern, multi-level lobby. The upper level features a glass railing and large windows with horizontal blinds. The lower level is a polished, reflective floor that mirrors the upper level and the surrounding architecture. Several large, cylindrical concrete columns support the ceiling. A long, cylindrical pendant light hangs from the ceiling. The overall atmosphere is clean and professional.

LOWER D/E LOBBY





METAL CLING:
24" T X 48' LONG
STRAIGHT PART

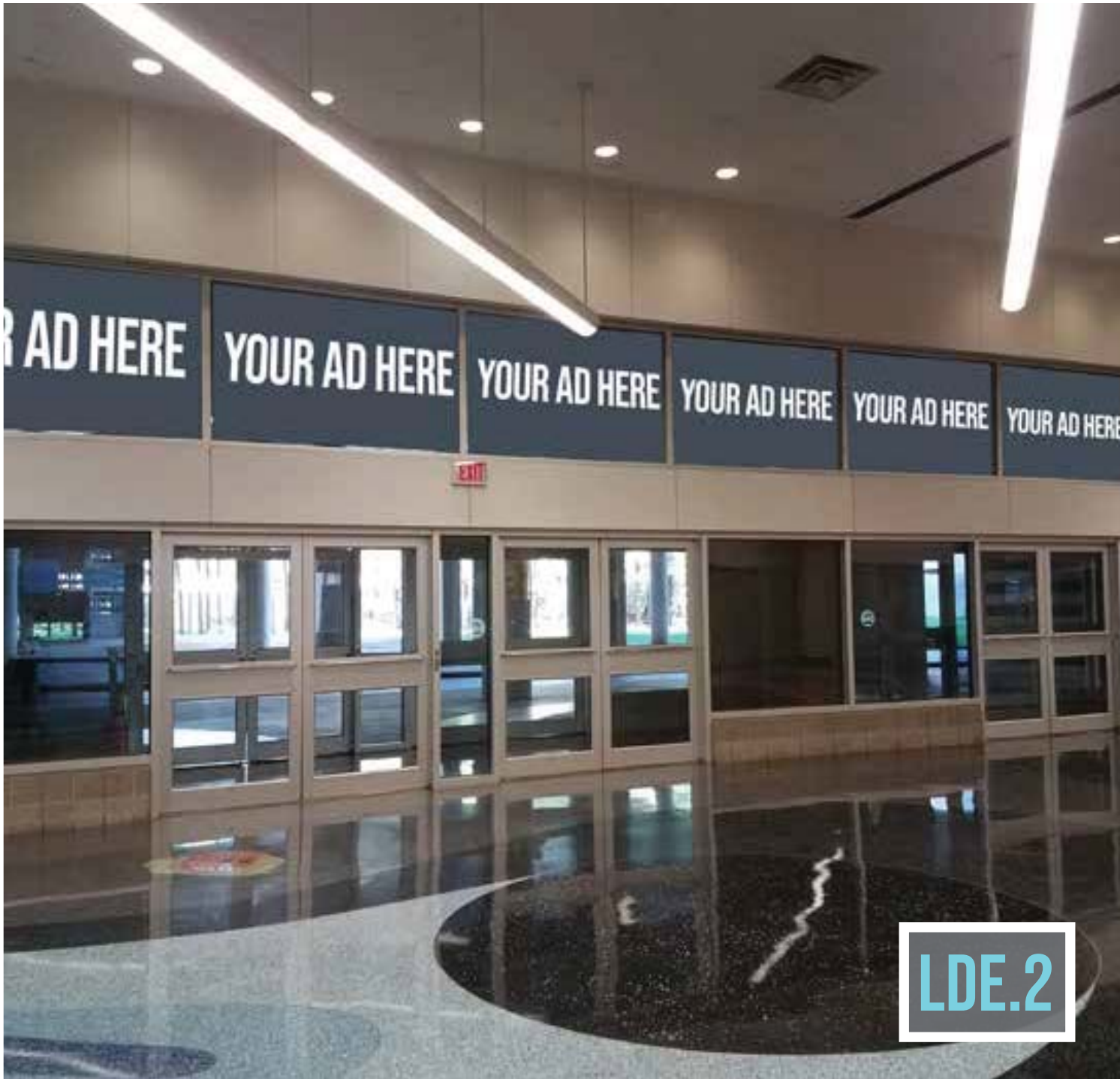
LDE.1B

LDE. 1B
RUNNER: 11.5" W X 50'
STRAIGHT
61'6" ALL THE WAY

LDE.1A

LDE.1B

Material: Escalator runner
Dimensions: 11.5"x738"



LDE.2

LDE.2

Material: Window cling
Dimensions: 70"x50"
80"x50"



LDE.3

Material: Window cling
Dimensions: 67"x100"
90"x100"

LDE.3



LDE.4

Material: Window cling
Dimensions:
Lower: 58.5"x93"
Upper: 58.5"x99"



LDE.5

Material: Banner wrap
with velcro seam
Dimensions: 114"x120"

METAL CLING:
24" X 49' FLAT
324" X 61.5" WHOLE
*

RUNNER
11.5" X 49' FLAT
11.5" X 61' 6" CURVE

LDE.6A

Material: Carpet or metal cling
(Walk & Wall)

Dimensions: 136"x120"*

*Does not include cutouts

LDE.6B

Material: Escalator runner
Dimensions: 11.5"x738"



METAL CLING:
24" X 49' FLAT
324" X 61.5" WHOLE
*

RUNNER
11.5" X 49' FLAT
11.5" X 61' 6" CURVE

LDE.7A

Material: Carpet or metal cling
(Walk & Wall)

Dimensions: 136"x120"*

*Does not include cutouts

LDE.7B

Material: Escalator runner
Dimensions: 11.5"x738"





LDE.8B

LDE.8A

LDE.8A

Material: Carpet only
Dimensions: 329"x120"

LDE.8B

Material: Cling
Dimensions: 329"x6.5"



LDE.9A

LDE.9B

LDE.9A

Material: Banner only
Dimensions: 300"x144"

LDE.9B

Material: Banner wrap
with velcro seam
Dimensions: 168"x144"

LDE.10A

Material: Banner wrap with velcro seam

Dimensions: 114"x168"

LDE.10B

Material: Door cling*

Dimensions:

Lower: 36"x25"

Upper: 36"x26.5"

*Do not cover facility signage

LDE.10C

Material: Cling

Dimensions: 77"x65"



LDE.11A

Material: Walk & Wall

Dimensions: 660"x120"

LDE.11B

Material: Banner wrap with velcro seam

Dimensions: 114"x204"

LDE.11C

Material: Cling only

Dimensions:

Lower: 58.5"x98.5"

Upper: 58.5"x93"





LDE.12C

LDE.12A

LDE.12B

LDE.12A

Material: Banner wrap with velcro seam
Dimensions: 114"x168"

LDE.12B

Material: Door cling*
Dimensions:
Lower: 36"x25"
Upper: 36"x26.5"
*Do not cover facility signage

LDE.12C

Material: Window cling
Dimensions:
Far left: 76.5"x50"
Other windows: 80"x50"



LDE.13

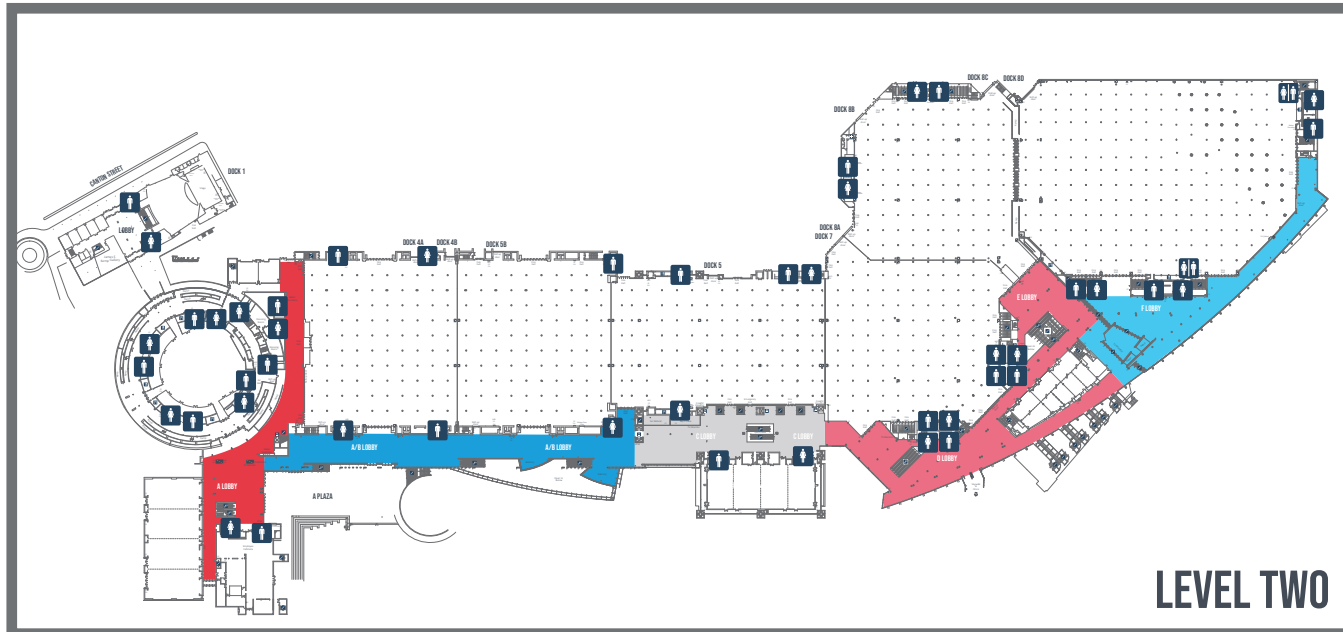
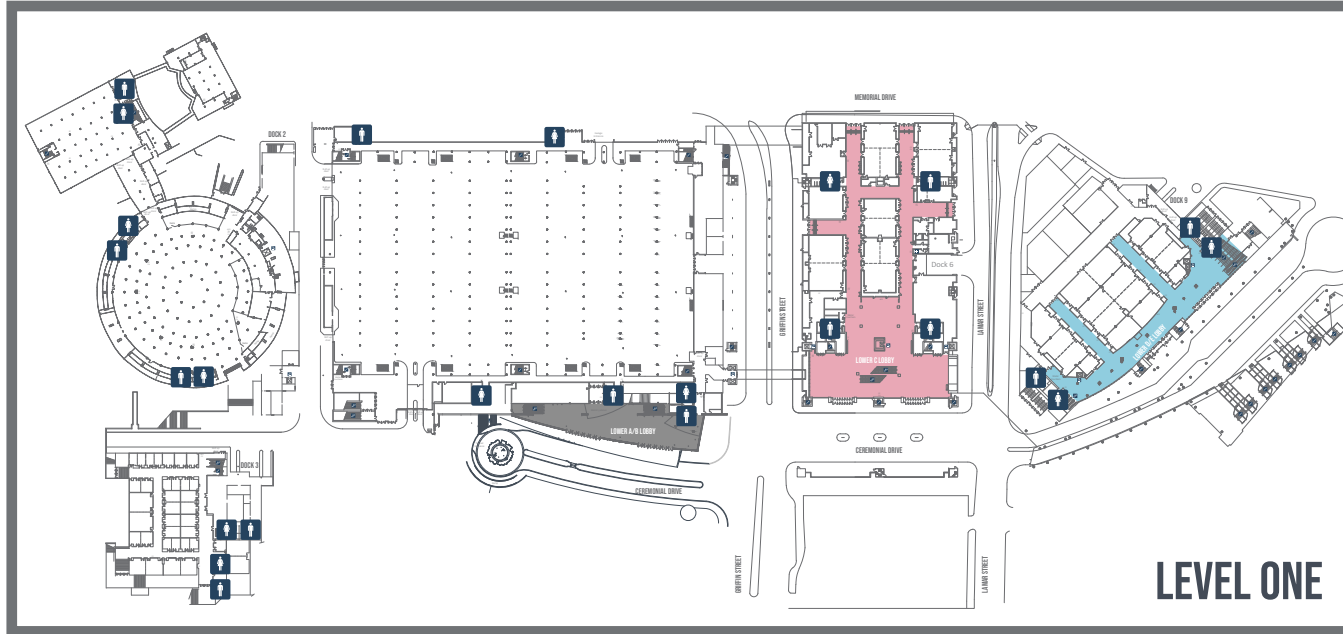
LDE.13




Material: Cling (Walk & Wall)
Dimensions: 1008"x196"

The image shows the exterior of the Kay Bailey Hutchison Convention Center in Dallas. A prominent feature is a tall, blue, rectangular sign on the left side of the frame. The sign has a white top section with a stylized star logo in red and blue. Below the logo, the text "KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS" is written vertically in white. The building itself is a large, modern structure with a curved facade and a glass entrance area. The sky is blue with some white clouds. In the foreground, there is a green lawn with a row of yellow flowers.

FACILITY WIDE SPACES

FLOOR PLANS



- ARENA AND A LOBBIES
- A/B LOBBY
- C LOBBY
- D/E LOBBY
- F LOBBY
- LOWER A/B LOBBY
- LOWER C LOBBY
- LOWER D/E LOBBY
-  FAMILY RESTROOMS
-  MEN'S RESTROOMS
-  WOMEN'S RESTROOMS

FBMB

Material: Mirror Cling*

Dimensions: 4"x4"

*Up to two clings per mirror

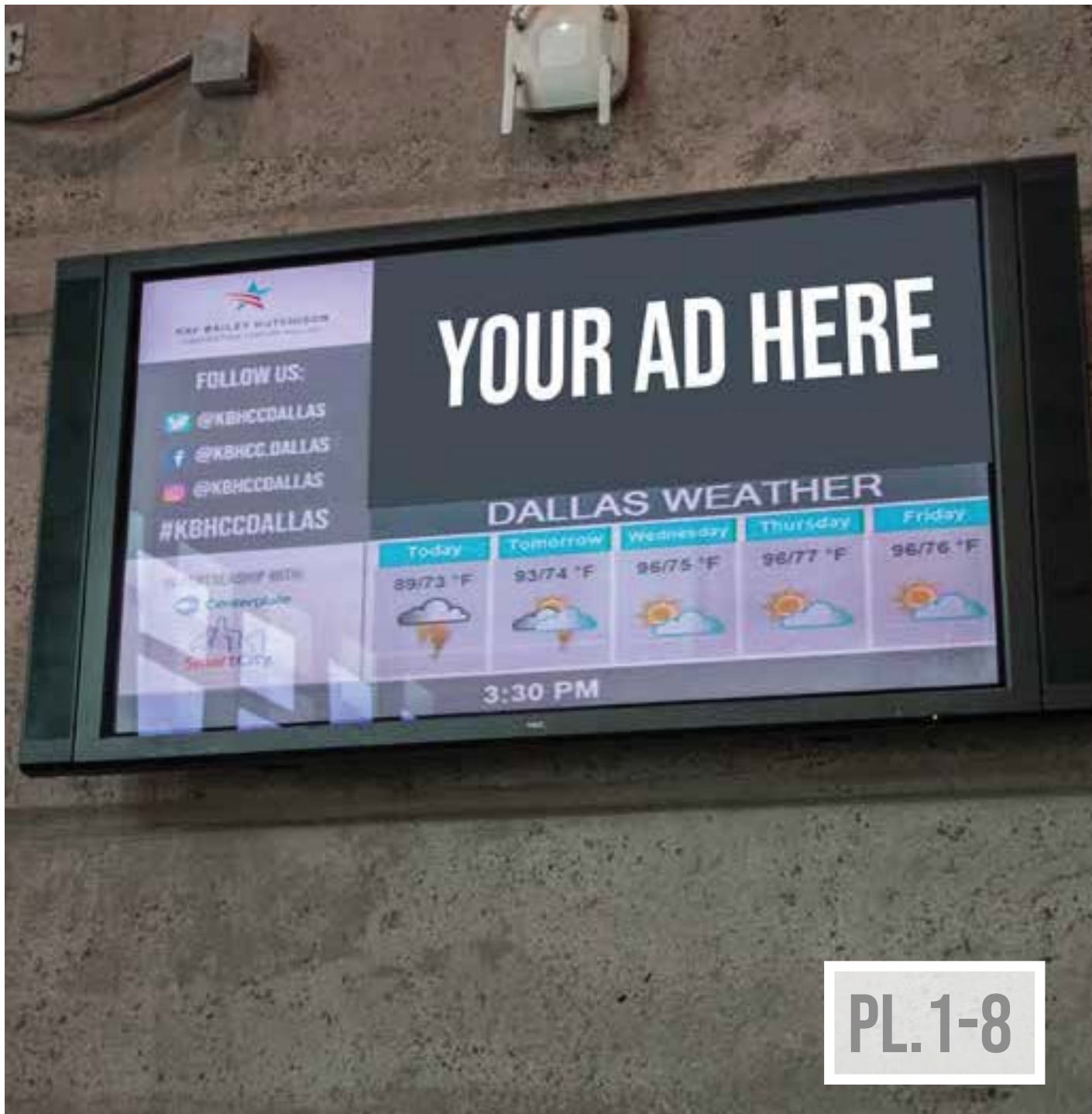


FBUB

Material: Urinal Cling*

Dimensions: 8.5"x11"

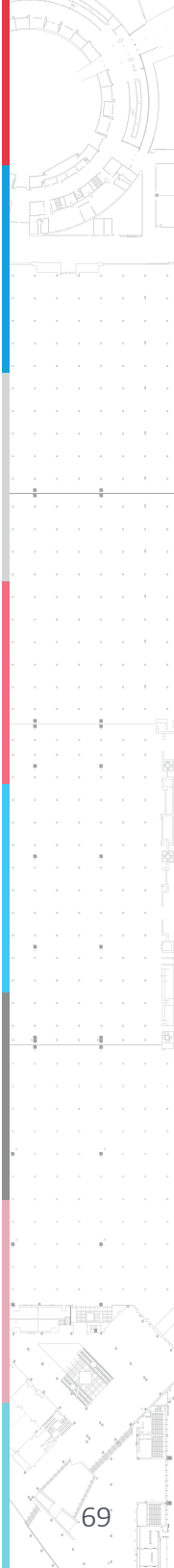




PL.1-8

PL.1-8

Material: Vector File*
Dimensions: Varies
*Facility Wide signage
on all 8 HD Monitors
(A/A Lobby, C Lobby,
D/E Lobby, F Lobby,
Lower C Lobby, Lower
D/E Lobby)



ADVERTISING & SPONSORSHIP DISCLAIMER

Every effort has been made to ensure the accuracy of all information contained in this Sponsorship Guide. However, no guaranties, either expressed or implied, are made with respect to the accuracy of the photos and their dimensions. If the location of building columns, utilities, or other architectural components of the facility is a consideration in the construction or usage of a graphic element, it is the sole responsibility of the client to physically inspect the facility to verify all dimensions and locations.

Certain advertising/sponsorship displays may require Fire Marshal approval.

The client is ultimately responsible for any damage resulting from an advertising/sponsorship display and will be billed for repairs as determined by KBHCCD Management.

Approved Materials

Only approved materials may be used for your onsite advertising. “panoRama Walk & Wall” is the ultimate, one-step solution for indoor and outdoor floors and walls. Designed for short to medium term, indoor and outdoor applications, Walk & Wall works well on concrete, tile, wood, stone, metal, and painted surfaces. Approved materials should be re-positionable, dimensionally stable, durable, and should leave no adhesive residue.

All materials must meet the following standards:

Slip Resistant:	ASTM D-2047, ASTM C 1028-07 & R12 certified
Fire Certificates:	B1, M1, ASTM E-84, ASTM E-648 & ASTM E-662
Smoke Generation:	ASTM E-84, ASTM E-648 & ASTM E-662
Adhesive:	Solvent acrylic adhesive that does not damage the surface and leaves no adhesive residue.
Composition:	Textured vinyl with fabric backing and high-tack removable adhesive.

All other materials will require approval prior to production and installation.

It is the client’s responsibility to provide samples for testing at least 90 days prior to installation.



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