



EVENT SIGNAGE GUIDELINES

Guidelines for event signage at the Anaheim Convention Center (ACC) areas include:

- Arena: Arena Lobby and Arena Plaza
- ACC North: Plaza Level lobby, 100 Level, 200 Level, and 200 Level Pre function space
- ACC South: Exhibit Halls A, B, C, D and E, lobbies, 2nd and 3rd Level meeting rooms, and the Ballroom. The exterior areas include the Grand Plaza, Arena Plaza, North and South Palm Courts, Transit Plaza, and the common exterior areas.

Your Event Manager will work closely with you to assist with any event signage request. A detailed signage plan needs to be submitted with location, type of signage and dates of installation/dismantle, a minimum of thirty (30) days in advance of the event. All signage locations and verbiage are subject to approval by the ACC. Some signage locations may also require approval by Anaheim Fire & Rescue and should be included on the floorplan. All approved signage locations are to be verified and installed by the General Service Contractor (GSC).

GENERAL

- Graphics, verbiage/content and signage locations must be coordinated and approved in advance of your event by the ACC.
- Approved Exterior event signage that requires rigging, is installed by the GSC and is subject to facility inspection.
- Non-commercial client banners or signage, including but not limited to pictures, directional or notices, may be attached to the premises only in approved locations. All copy and locations of exhibitor and/or any sponsored advertising space must be approved in advance by the ACC.
- Signage may not be intrusive to other events or activities within the center. ACC reserves the right to request that signage be removed based on the impact to an event(s) or public safety.
- Stickers or other graphics using adhesive or adhesive backed material are not allowed on ACC terrazzo floored areas.
- Floor Graphics on interior carpeted areas and exterior pavers must be approved by the ACC. The material used must be anti-skid and non-residue. A sample of the proposed material is required for testing and approval prior to install. Approved materials include 3M Controltac Graphic Film Serial# IJ160 -floor decal with anti-skid laminate for use on window cling (standard) or Outdoor/Indoor.
- Space in the facility is provided to tenant "as is." Placement of self-sticking tape, glue, nails or other fasteners on any walls, carpets, terrazzo, furniture, railings or other property of the ACC is strictly prohibited without prior written approval. Client will be responsible for damages to the ACC. All damages and repair costs will be billed accordingly.
- Signage, stickers, graphics, etc. are not allowed on elevators, escalator steps, handrails or any other area that may cause a safety hazard or interfere with the proper functioning of the elevator or escalator.
An escalator runner in the center lower portion of the escalator may be allowed, but advance approval is required. Signage on the glass panels of the escalators may be installed, but it cannot cover the safety guidelines that are located at the top and bottom of each escalator. All proposed materials must be submitted for approvals to the ACC prior to application.
- Lobby signage is restricted to the space immediately adjacent to tenant's contracted space. All allocated lobby space will be verified by the Event Manager.
- It is the responsibility of the client or its designated contractor to remove all interior and exterior signage upon completion of an event. Client will be responsible for damages to the ACC. All damages and repair costs will be billed accordingly.
- ACC has various advertising panels throughout the facility including the exhibit halls, arena and lobbies. Tenant agrees not to obstruct the view of such advertising displays. Valances must be constructed in such a manner as to leave the advertising panels unobscured from all angles. Signage or sponsorship signage cannot conflict with ACC advertisement, sponsorship or other agreements. Please consult your Event Manager for clarification.
- ACC directional signage or exit signs cannot be obstructed or covered. Requests to cover signs will be considered and must be approved in advance by the ACC or Anaheim Fire & Rescue for exit signs. Approved event signage must include the information contained on the existing signage.

GENERAL – (CONTINUED)

- Any exhibitor or advertising banner or signs in public areas of the facility which client receives a commission or any other financial support, are charged a flat rate or percentage of the total sponsorship. The location, size and ad copy of signage is subject to prior approval in advance by the ACC.

INTERIOR SIGNAGE

- Event Signage within the contracted areas of ACC North and ACC South cannot cover existing or advertising signage without prior approval from the ACC.
- Event signage or sponsorship signage within ACC restrooms is prohibited without prior approval from the ACC.
- Directional signage in adjacent areas is subject to prior approval when multiple events are occurring.

Static Clings

- Lobby Doors, glass railings, connector bridge ACC North-ACC South and escalators is subject to prior approval. A sample of the proposed material is required for testing and approval prior to install.
- Connector Bridge Signage in the bridge connection that leads from Room 201 to ACC North 200 Level Pre Function space may be installed with the use of approved clings on the walls. No signage may be installed on the windows with the exception of the two upper panels of the area that is located just south of the entrance into the ACC North 200 Pre function space.

EXTERIOR SIGNAGE

- Client may not unlawfully place, post, erect or display any signs or other forms of advertising on any public street or thoroughfare or on any private property which pertains to tenant's contracted event at the Anaheim Convention Center. Failure to adhere to this provision may result in the cancellation of future bookings.
- Signage displaying the event name can be placed on the exterior area adjacent to the lobby space that client occupies in ACC South.
- ACC South has multiple signage hang points located on the exterior of the building. Your Event Manager will work closely with your GSC to coordinate the use of these hanging points.
- ACC North exterior signage is limited to window clings installed on the west and north side of the building. Clings on the south side may also be installed, but cannot cover the ACC North logo above the entrance doors. No signage may be attached to the railing of the Katella Terrace.
- Exterior signage on banner poles is available in the Grand Plaza, Arena Plaza, North and South Palm Court. Permanent City banners that are installed on the banner poles must be removed, stored and reinstalled by your GSC. City banners in the Arena Plaza, North and South Palm Court are labeled by location and should be reinstalled in the same order. Banner poles in the Grand Plaza area are primarily reserved for full facility events. Requests for use of these banners from events that do not occupy the entire Convention Center, will be considered and are subject to approval by the ACC. All requests for signage are subject to prior approval. Banner poles with permanent City banners should never remain empty. Please work with your Event Manager for Banner Pole specifications.



BANNER POLE SPECIFICATIONS

APPROVAL

Approval must be granted by the Anaheim Convention Center (ACC) management PRIOR to fabrication of the Pole Banners. Pole Banners are located along the Arena Plaza, Grand Plaza, and North & South Palm Courts located in front of the ACC. Approval is based on availability and space occupancy. Potential for sharing Grand Plaza banners is possible. Please contact your Event Manager for more information. No advertising allowed on these banners. Announcement of Event & Event Logo allowed for Event Branding purposes only.

BANNER INSTALLATION

General Service Contractor (GSC) should remove ACC owned banners already in place & store in a secure location. ACC owned banners should be rolled & placed in such a way that damage does not occur during storage. Secure Grand Plaza Event-Specific banners with plastic coated wire to the banner poles. Hang straight without creases and no tears. It is intended that most work be performed without obstructing the flow of traffic. However, if a lane closure is required, all traffic delineation and work area protection shall conform to the Work Area Traffic Control Handbook (W.A.T.C.H.) 2007 Edition.

BANNER POLES

ACC North – five (5) total poles; BLPN 11 – 15

Arena Plaza – eighteen (18) light poles

Grand Plaza – There are thirty-one (31) total poles; twenty-seven (27) single-sided banner poles that run along either side of the Grand Plaza. There are four (4) double-sided banner poles in the median of Convention Way between the turnaround at Hotel Way and Harbor Blvd.

North Palm Court – ten (10) total poles; BLPN 1 – 10

South Palm Court – fifteen (15) total poles; SBLP 2 – 16

BANNER REMOVAL

GSC should remove Event-Specific banners & replace with stored ACC owned banners. Please re-install ACC owned banners in the same manner that the removal took place.

NOTE: Arena Plaza and North & South Palm Court banners have “ACC” logo on one side and “Visit Anaheim” logo on other side; please ensure logos are alternated when banners are re-installed.

FABRICATION

Banners are suggested to be fabricated from 16-ounce two-sided 1000 Denier Vinyl Material, .48mm thick, tear strength of 58lbs x 61lbs and tensile strength of 173 lbs. x 149 lbs. The sides are to be clean cut and the ends are to be rolled and should be hemmed with two (2) reinforced double lock stitch rod pockets at the top and bottom of each banner to allow a two-inch diameter banner rod to pass through the pockets. Suggested stitching is to have four to five stitches per inch. Banners shall have two grommets; one at the top and one at the bottom pocket seams, for additional strength and anchoring to mast arm. Banners should have eight (8) wind slits to minimize wind loading. No advertising allowed on these banners. Announcement of Event & Event Logo allowed for Event Branding purposes only.

Arena Plaza, North & South Palm Court poles have adjustable brackets: Maximum Range is 36” wide x 6’-8” long.

Grand Plaza Banners are 2’-6” wide x 9’-2” long.