

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.

Clients who plan to install any onsite advertising and signage in the KBHCCD common areas must review and agree to the Sponsorship Guide Disclaimer on page 71. For additional information please contact the KBHCCD Marketing Manager at (214) 939-2522 or KBHCCD-info@SpectraXP.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 or general contractor.
- For your convenience we have provided the approved materials for each sponsorship location. Only approved materials may be used. Any materials not shown in the approved list may be sent as a sample to the KBHCCD team to test for approval. Please contact the Marketing Manager or your Event Manager to acquire approval.
- KBHCCD Marketing Manager must approve all sponsorship items, locations, and artwork 60 days prior to production and installation.
- If there are any areas where you would like to place signage or advertisements that are not shown in the KBHCCD Sponsorship Guide, please contact your Event Manager or the Marketing Manager to acquire approval.

Billing

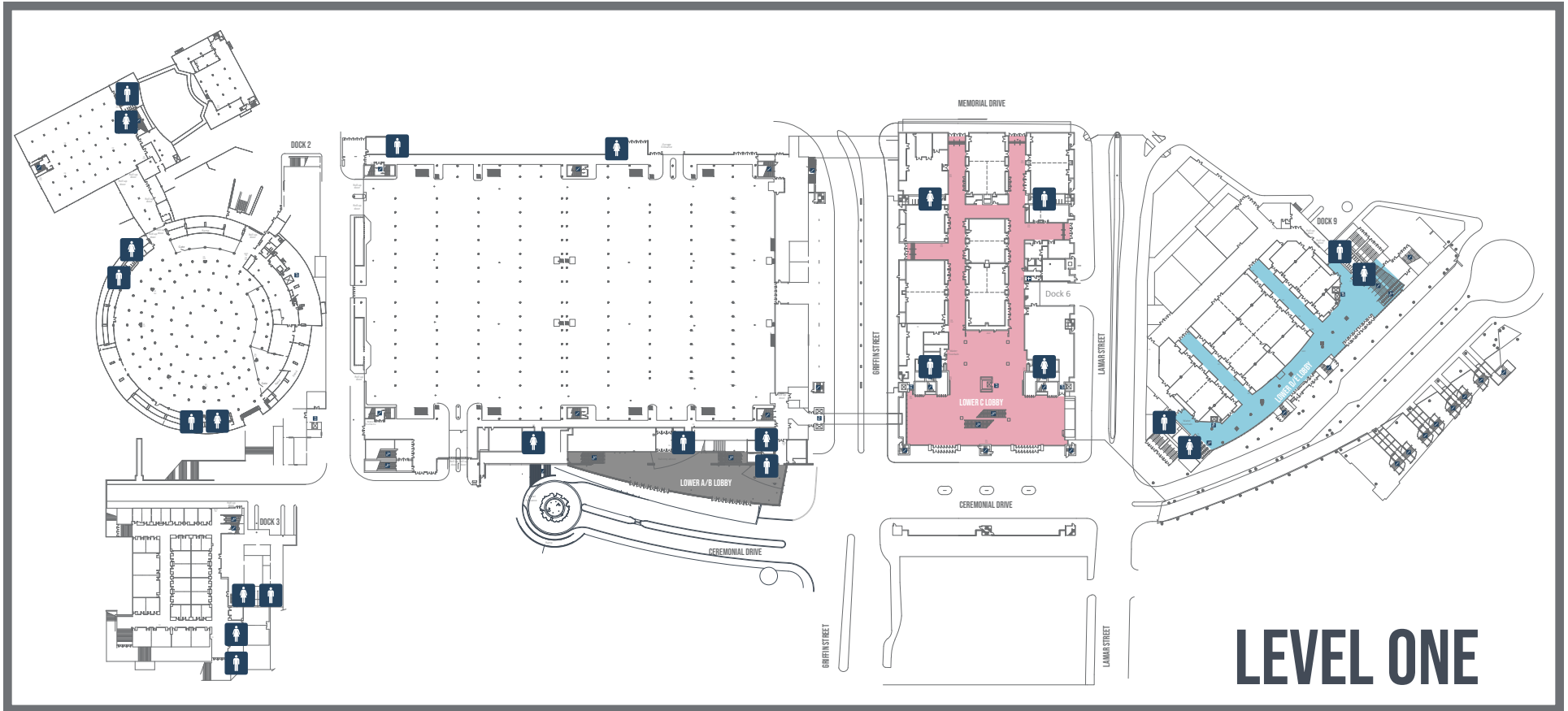
All advertising within the contracted space is offered at no cost. All event branded advertising within the common areas also is offered at no cost. Advertising in the common areas are subject to charges if the advertising displays sponsor/exhibitor logos. All interior ground supported advertising, including 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) 939-2522 or KBHCCD-info@SpectraXP.com.

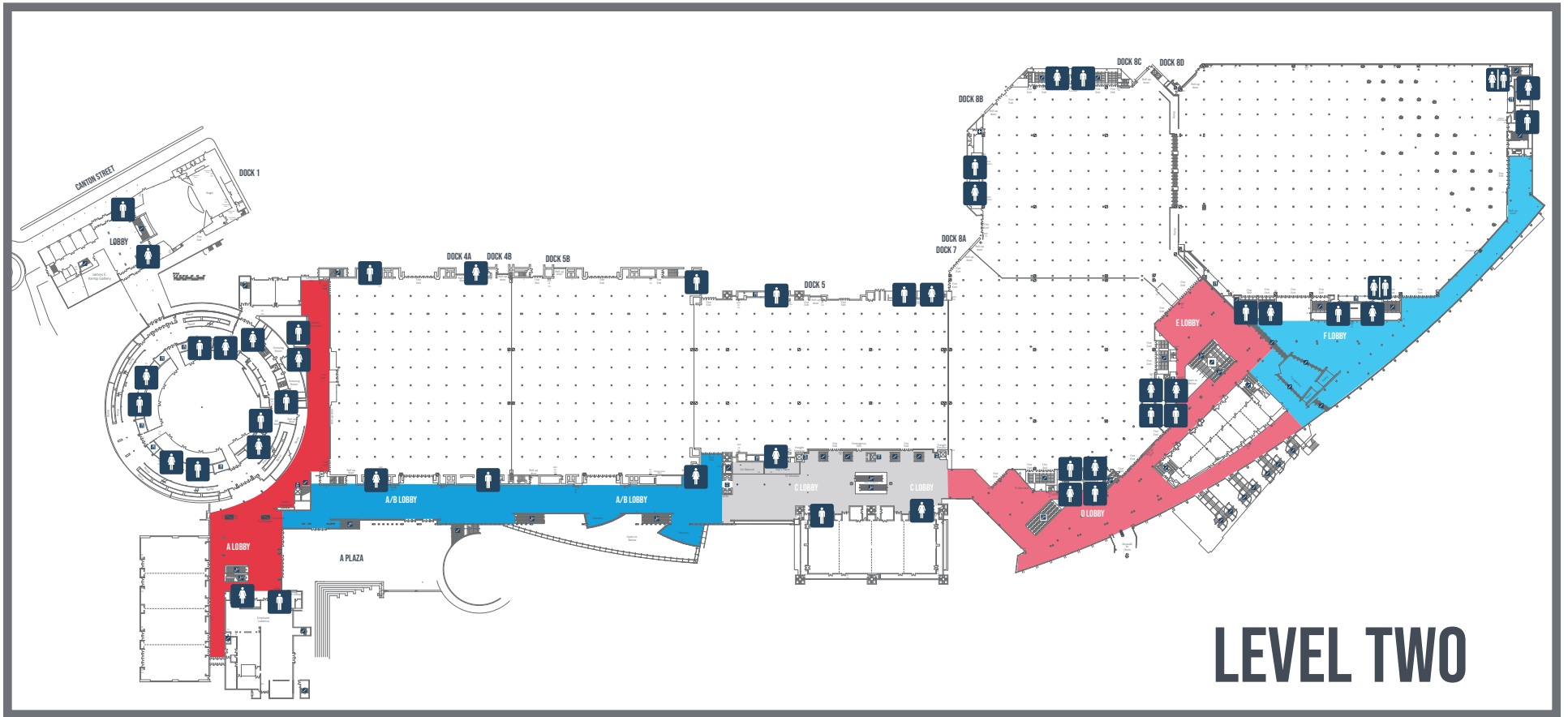
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FLOOR PLANS



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

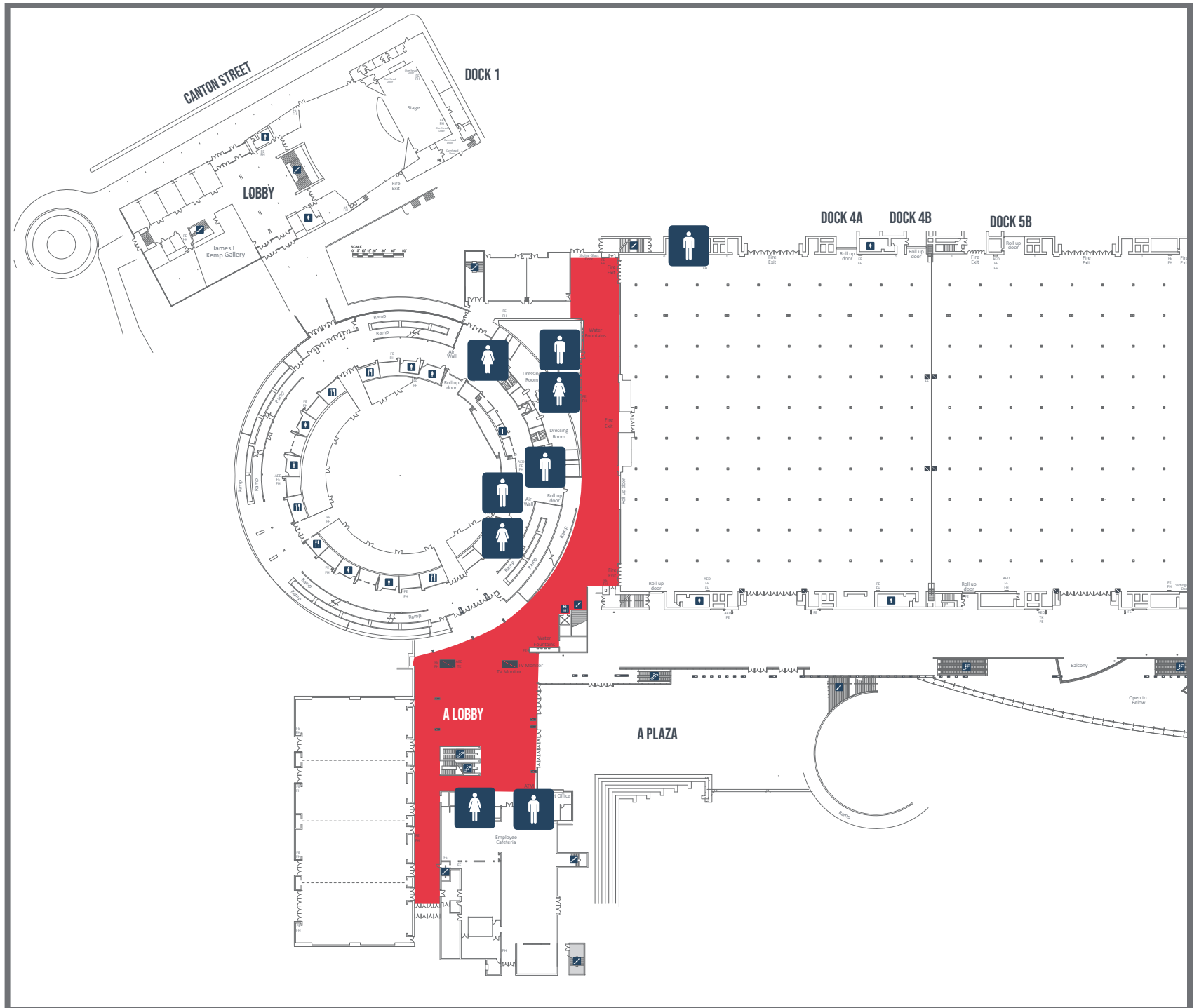


LEVEL TWO

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



ARENA & LOBBIES



AA.1

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



AA.2

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

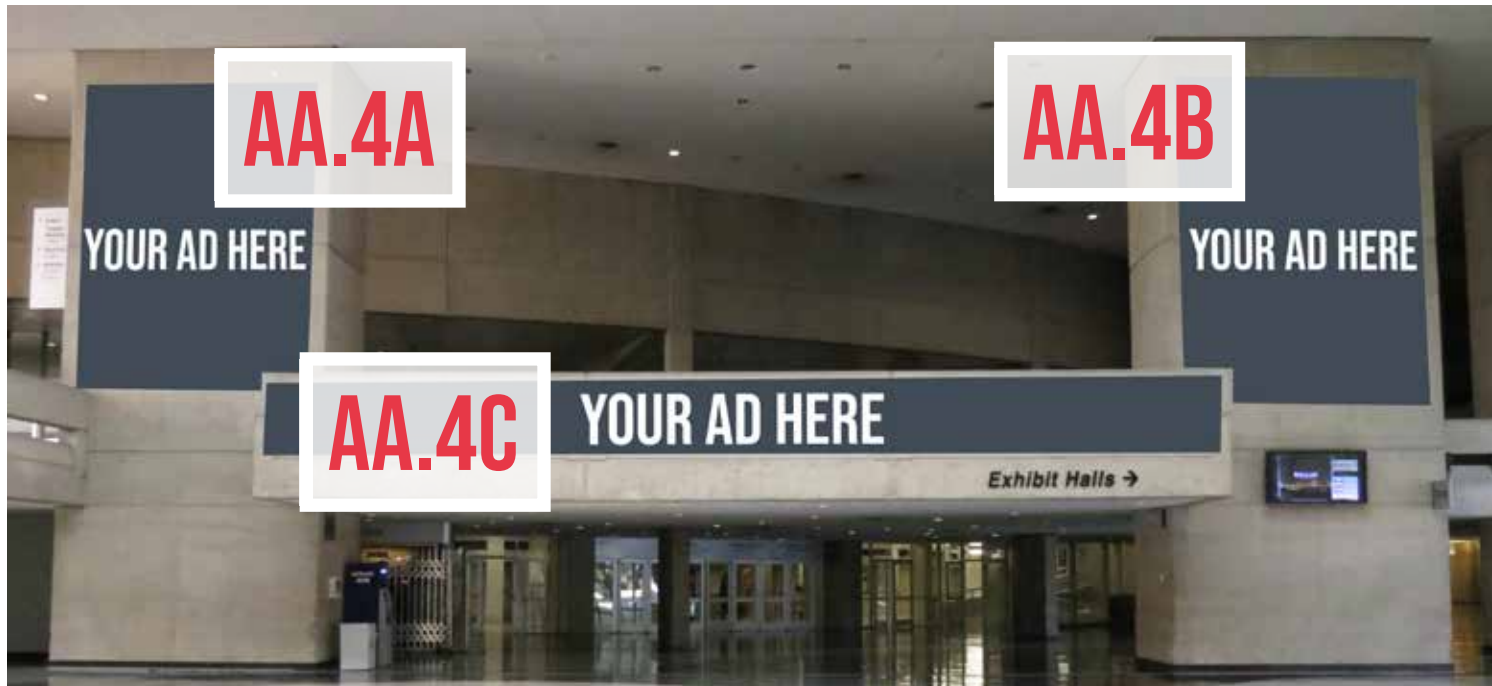




AA.3

AA.3

Material: Banner
Dimensions: 600"x144"



AA.4A

AA.4B

AA.4C

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"





AA.7

Material: Wall cling
(Walk & Wall)
or ground supported
Cling Dimensions:
348"x252"
Ground supported:
348"x204"



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

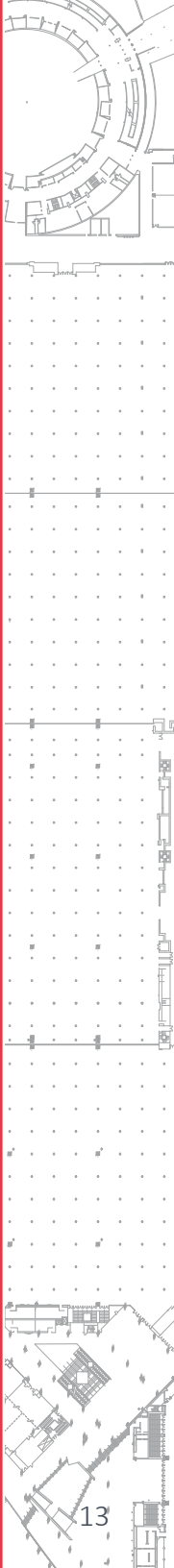
Material: Wall cling
(Walk & Wall)
Dimensions: 22.5"x101"



AA.10

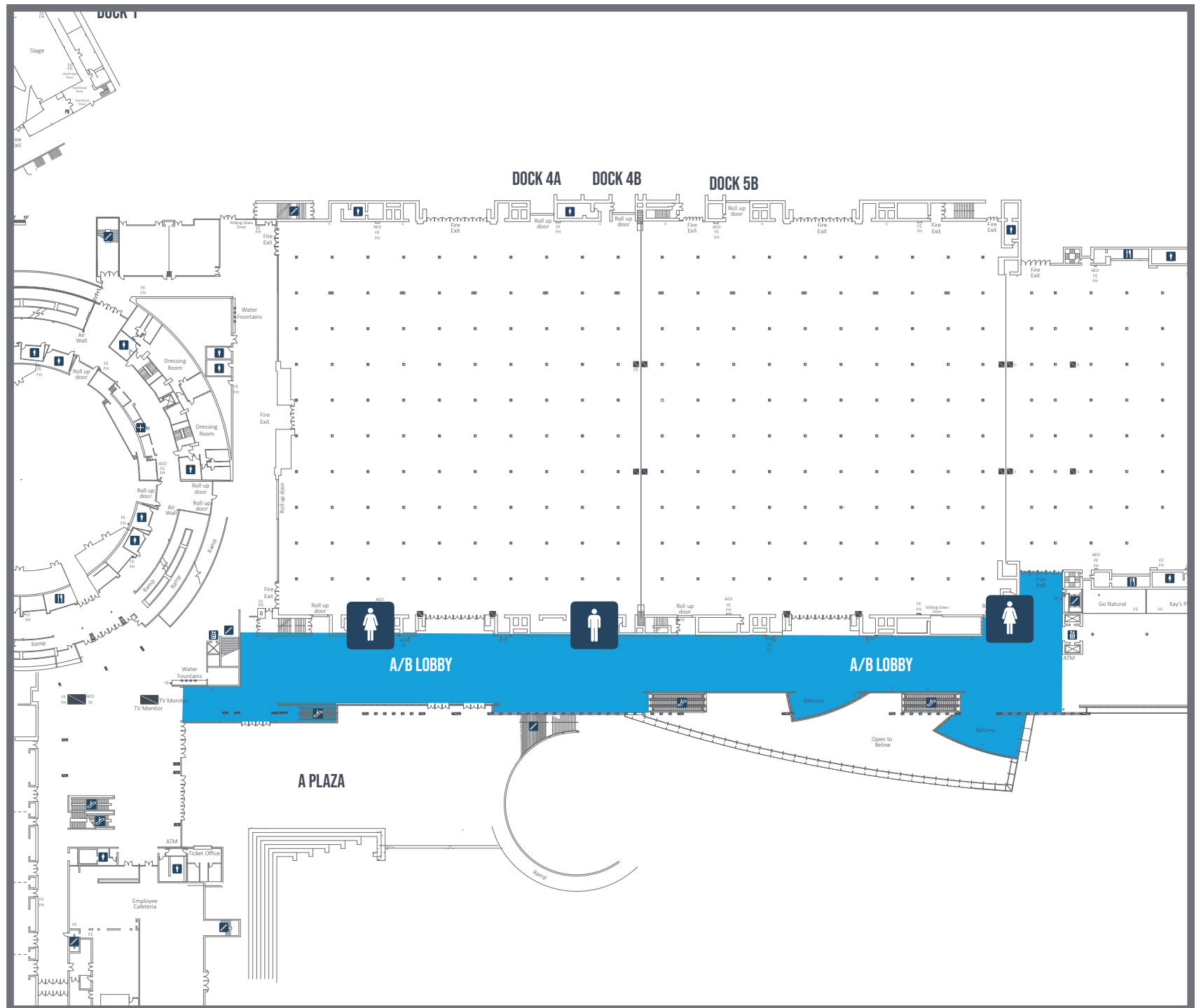
AA.10

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





A/B LOBBY

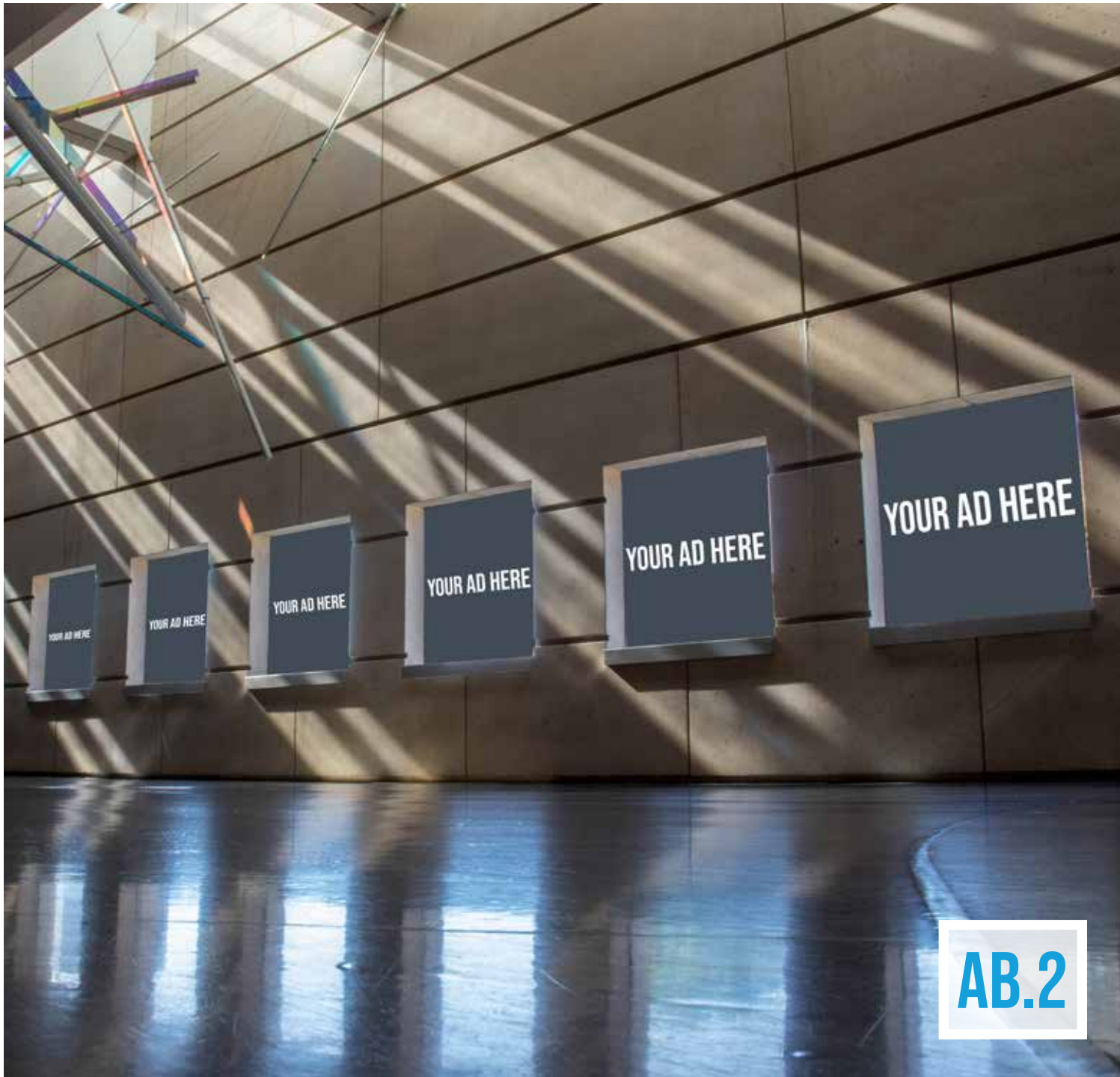




AB.1

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"

*You may opt to cover
the entire wall



AB.3



AB.4

AB.4

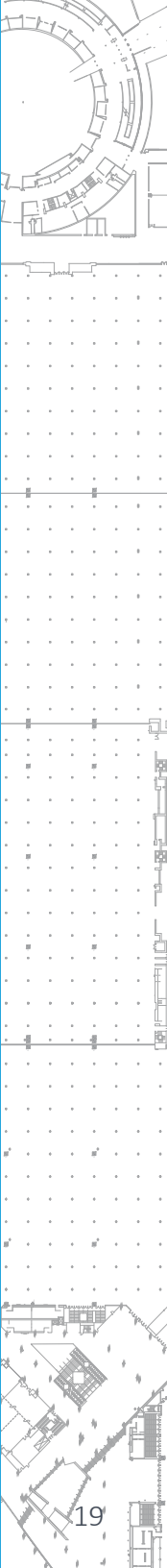
Material: Banner only
Dimensions: 660"x105"



AB.5

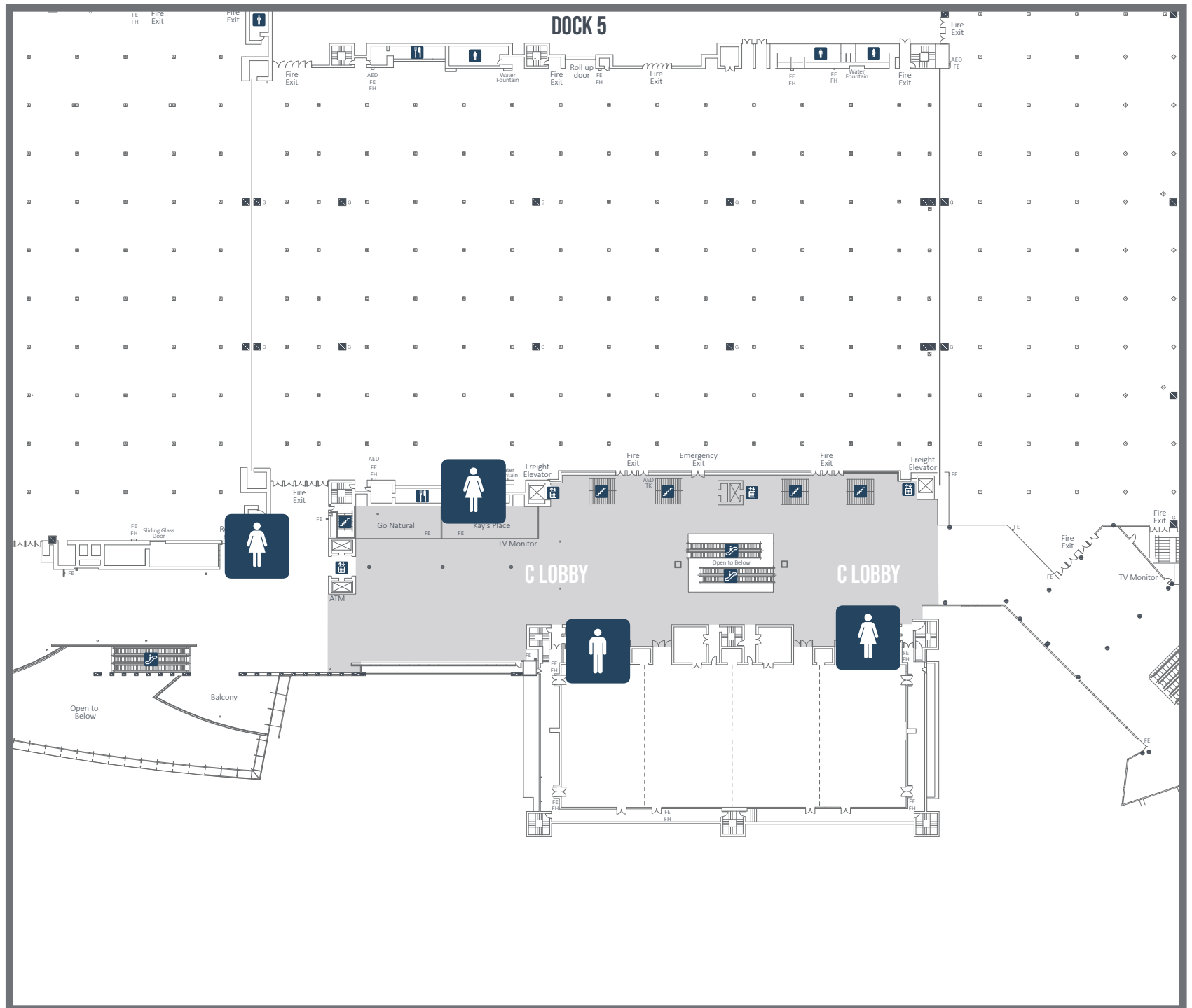
AB.5

Material: Banner only
Dimensions: 432"x132"





C LOBBY





C.1

Material: Banner only
Dimensions: 450"x204"*
*Alternate dimensions
shown C.2C and C.2D





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"*
*Alternate dimensions shown C.1

C.3

Material: Banner only
Dimensions: 1080"x170"



C.4

Material: Banner only
Dimensions: 672"x180"





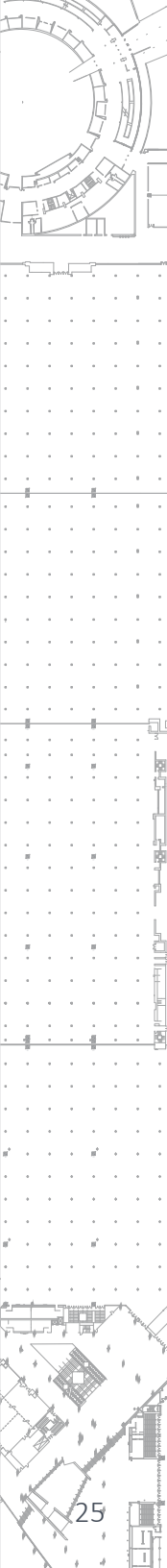
C.5

Material: Banner
Dimensions: 672"x96"



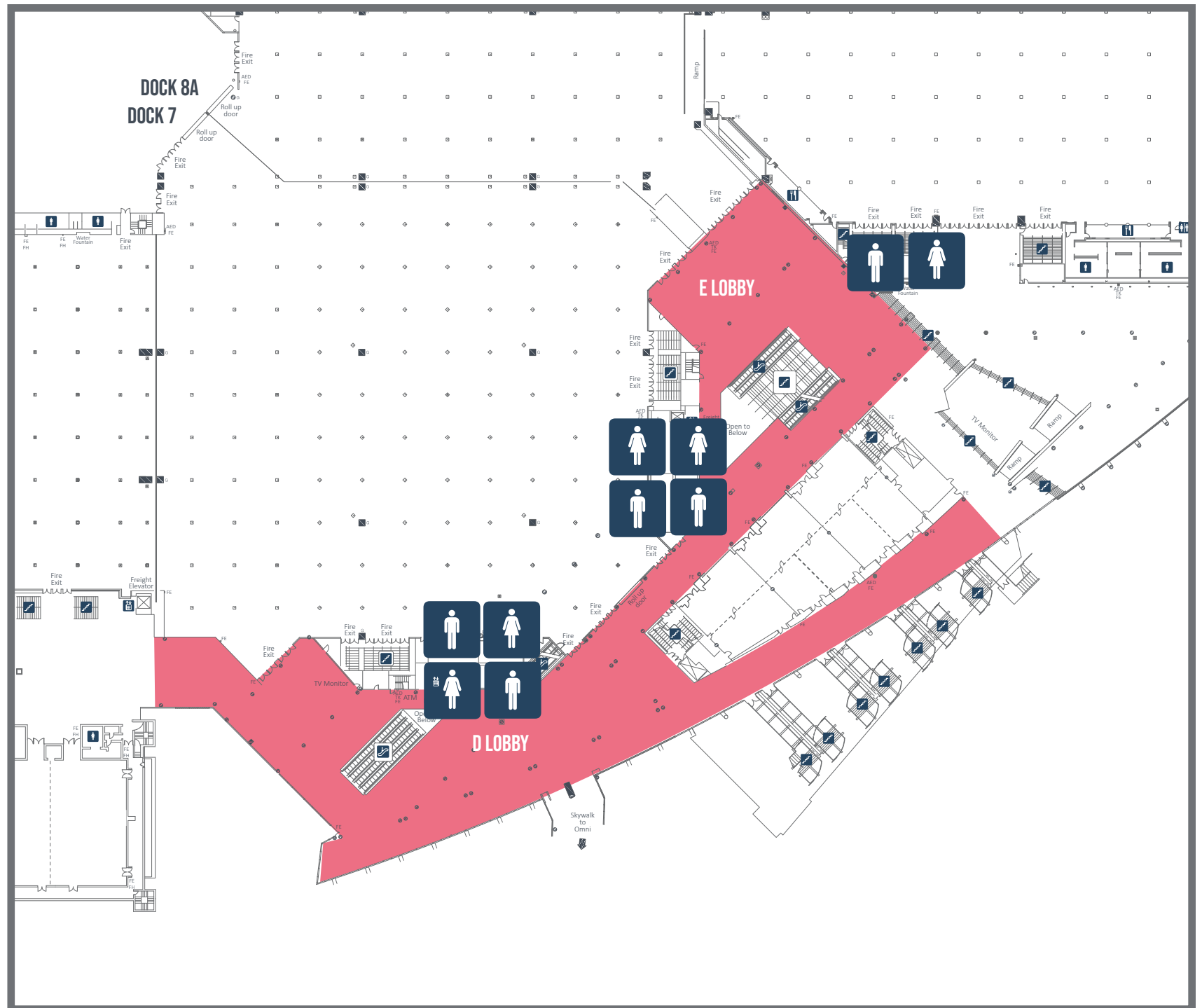
C.6

Material: Cling
Dimensions: 89.5"x35.5"*
*The glass panels next to the escalators are narrower





D/E LOBBY



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

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





DE.3

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



DE.4

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

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.6A

Material: Banner only
Dimensions: 773"x56"

DE.6B

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





DE.7A

DE.7B

DE.7C

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

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"

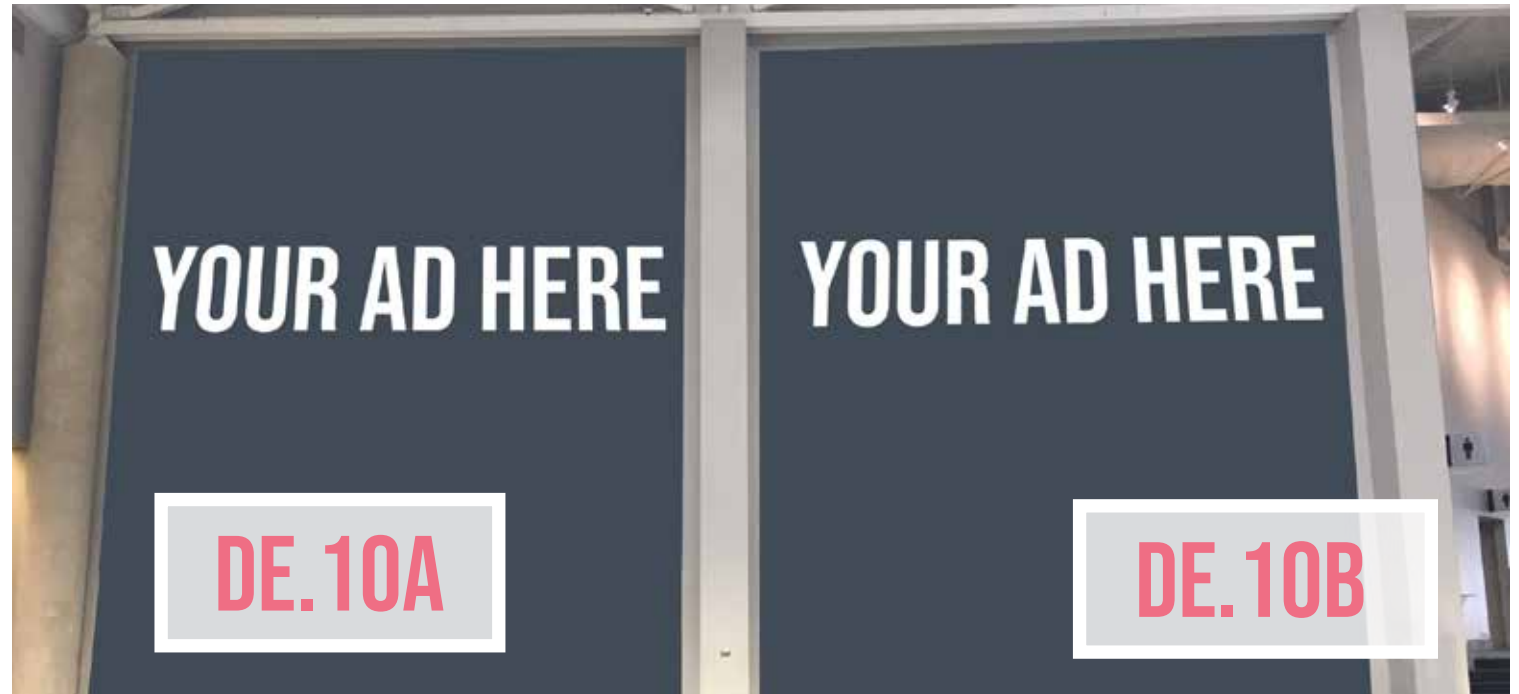


DE.10A

Material: Banner
Dimensions: 300"x372"

DE.10B

Material: Banner
Dimensions: 300"x372"





DE.11A

DE.11B

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.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

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



F.6

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

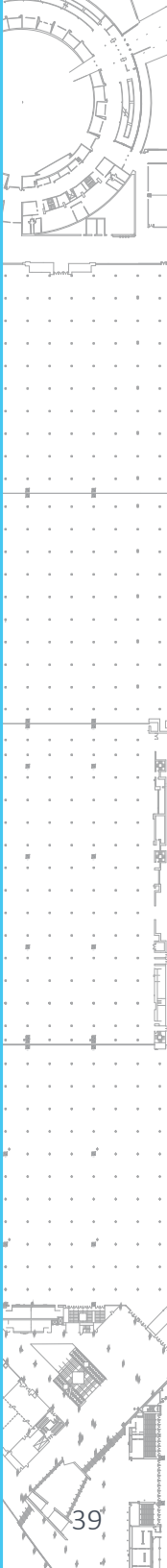
F.6



F.7

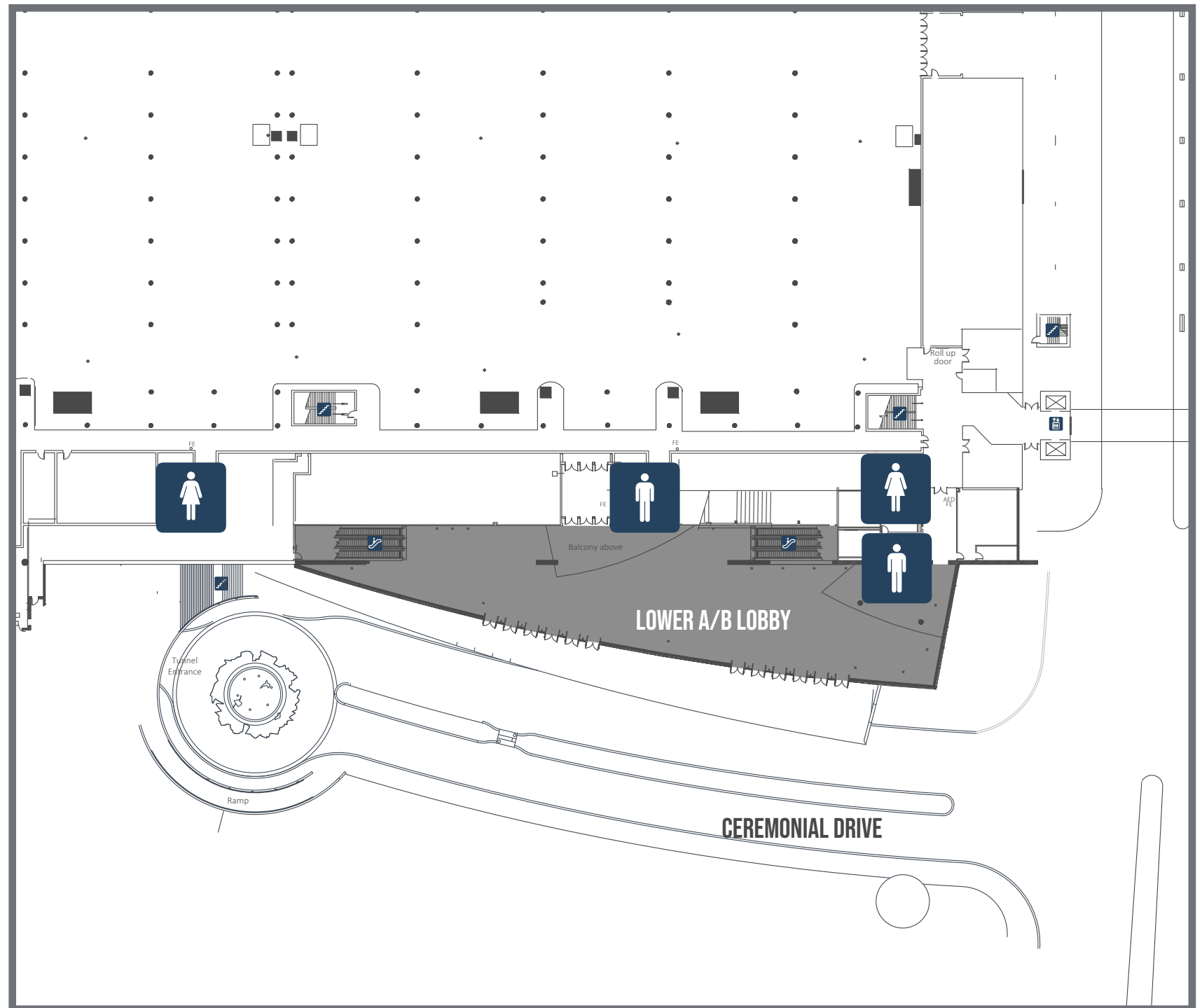
F.7

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



A photograph of a modern building lobby. The space is characterized by a large, curved glass wall on the right side, which reflects the interior and exterior. The floor is highly reflective, mirroring the glass wall and the ceiling. The ceiling is dark with several recessed lights. On the left, there is a curved concrete structure with a glass railing. The overall atmosphere is clean and modern.

LOWER A/B LOBBY



LAB.1A

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

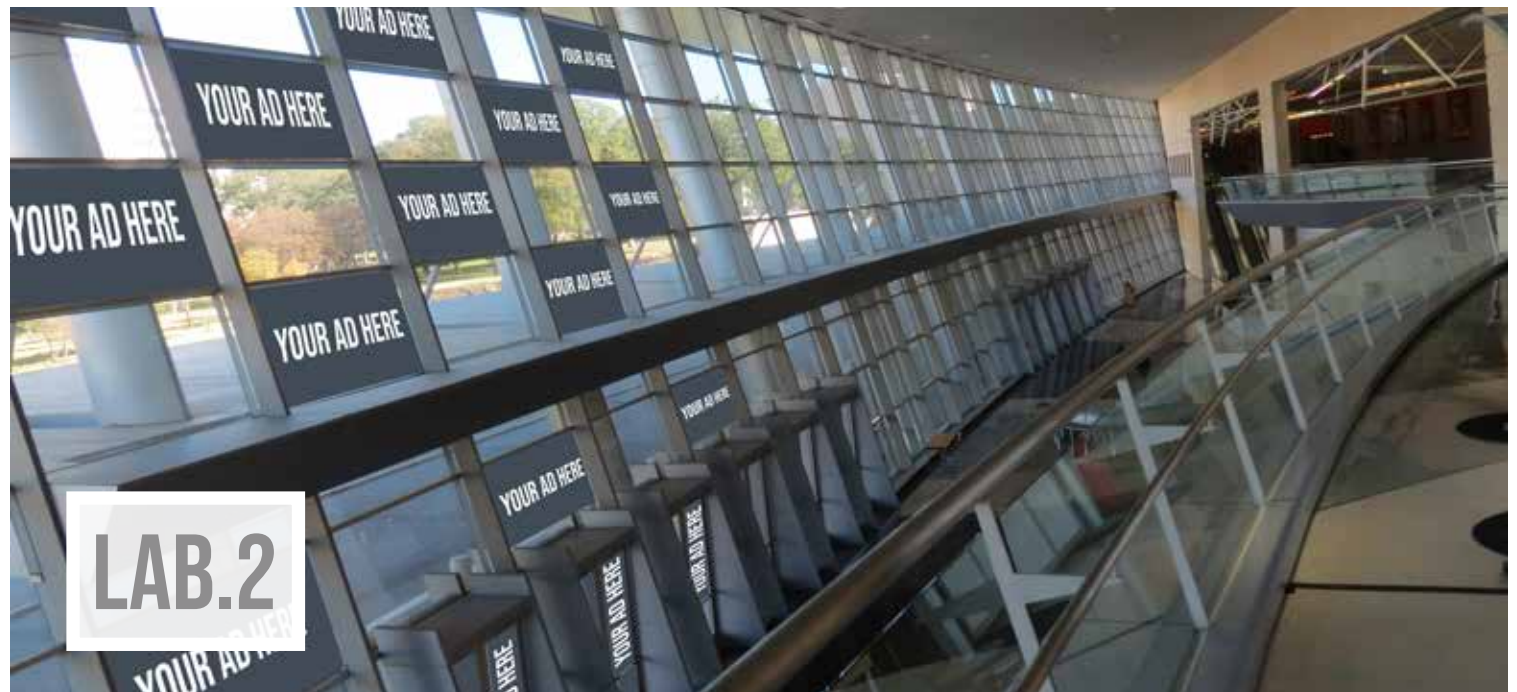
LAB.1B

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

Material: Banner only
Dimensions: 180"x137"

LAB.3B

Material: Banner only
Dimensions: 786"x46"



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.7A

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

LAB.7B

Material: Escalator 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 Clings (96 total
windows): 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"

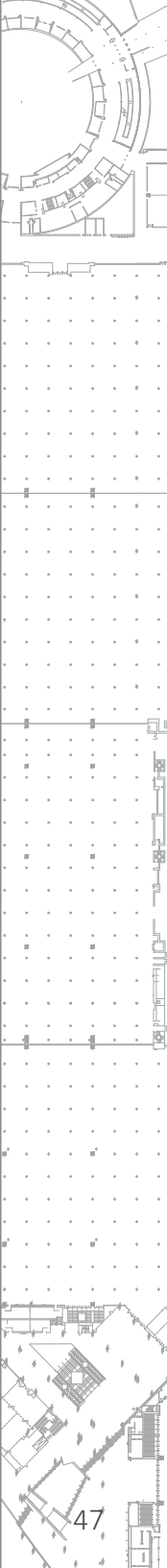


LAB.12

LAB.12

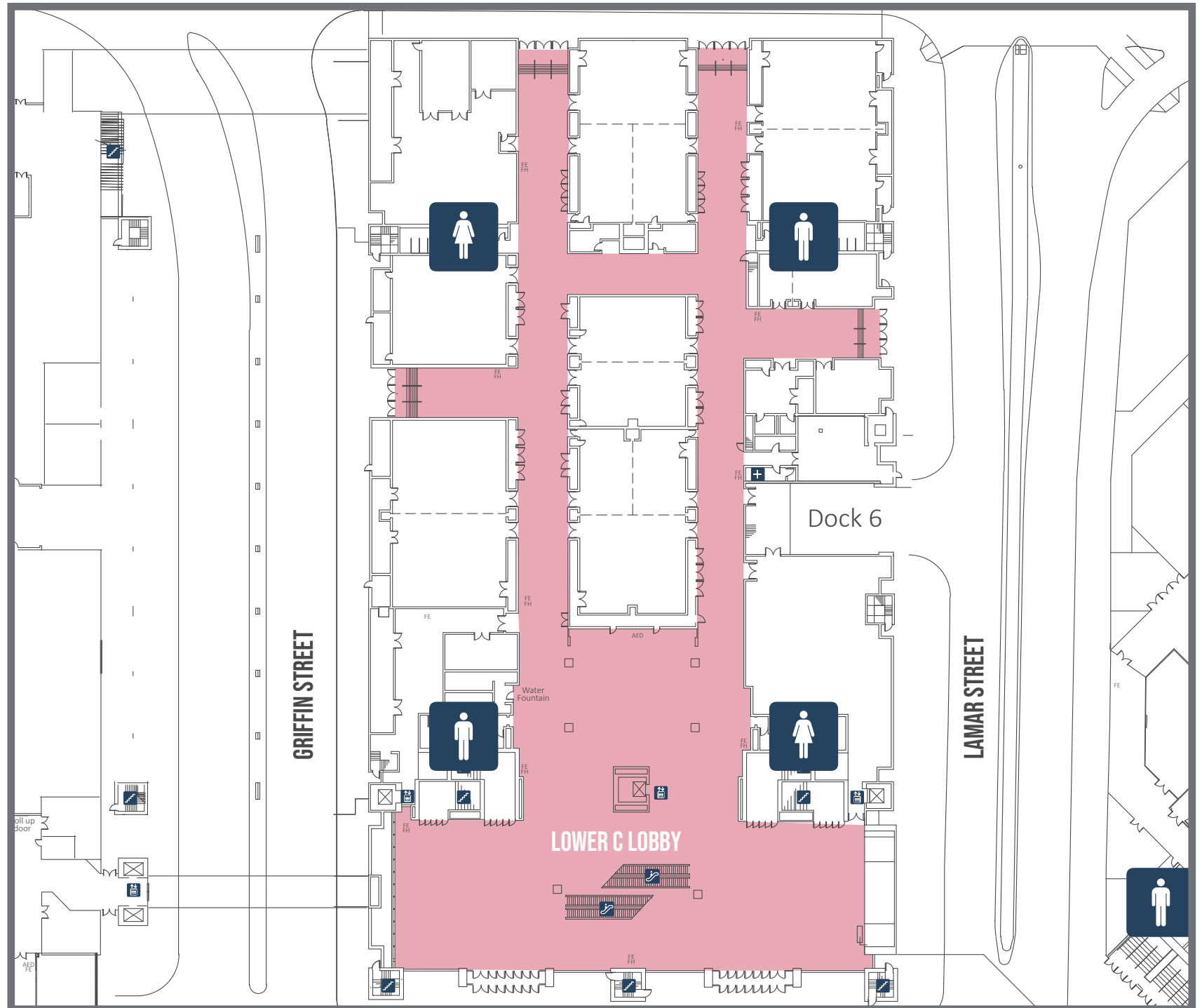
Material: Banner wrap with
velcro seams

Dimensions: 116"x201.5"



A wide-angle photograph of a modern building lobby. The ceiling is a complex, geometric structure with recessed lighting. In the center, a double escalator leads up. To the left, a white structural column is visible. To the right, there are glass-walled rooms and a large pillar. The floor is covered in a dark blue carpet.

LOWER C LOBBY



LC.1

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



LC.1

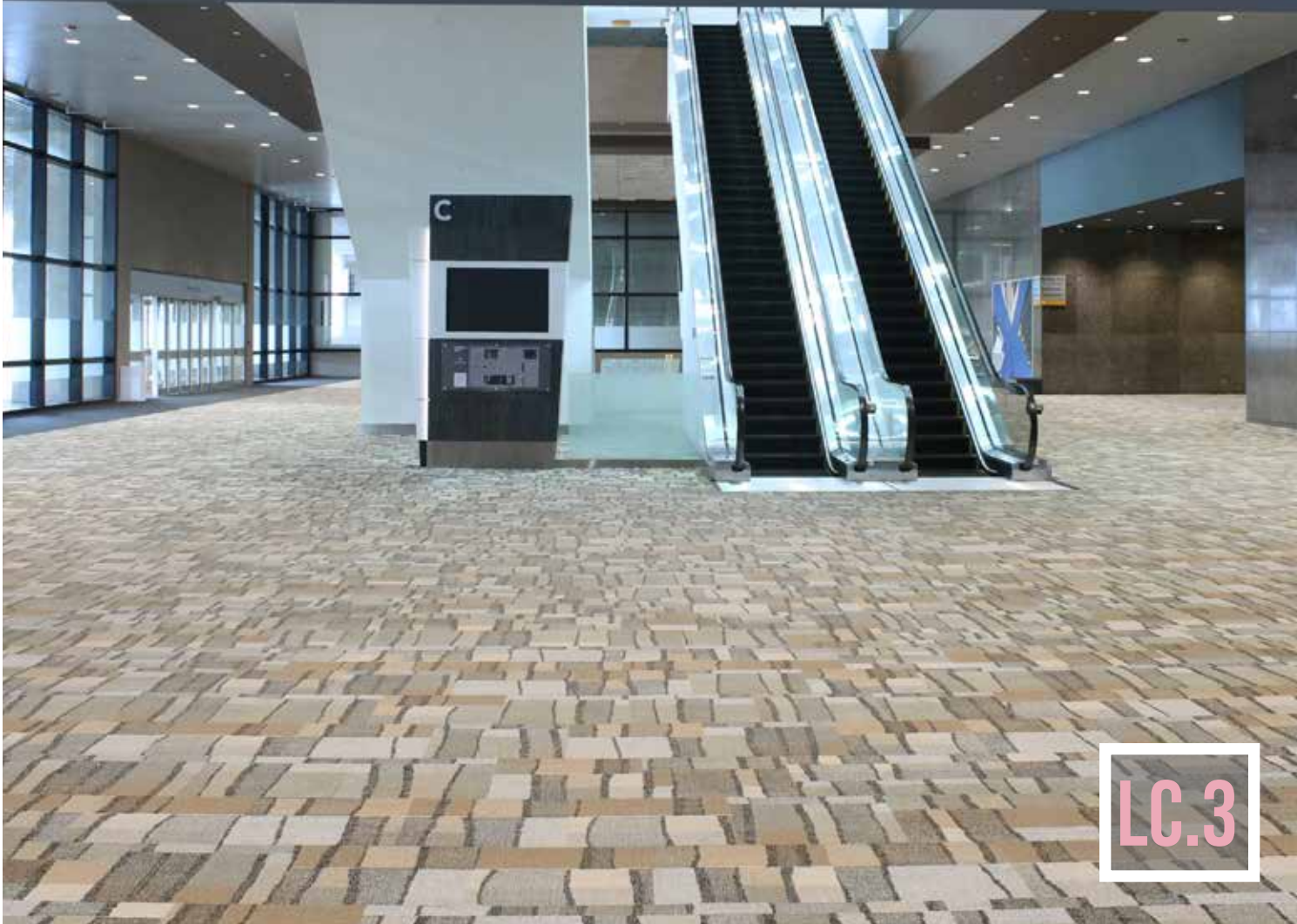
LC.2

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



LC.2

YOUR AD HERE



LC.3

LC.3

Material: Banner
Dimensions: 600"x60"

LC.4A

Material: Banner
Dimensions: 544"x71"



LC.4A

LC.4B

Material: Banner
Dimensions: 544"x71"



LC.4B



LC.5A

Material: Carpet or metal cling
(Walk & Wall)

Dimensions: 120"x70"*

*Does not include cutouts

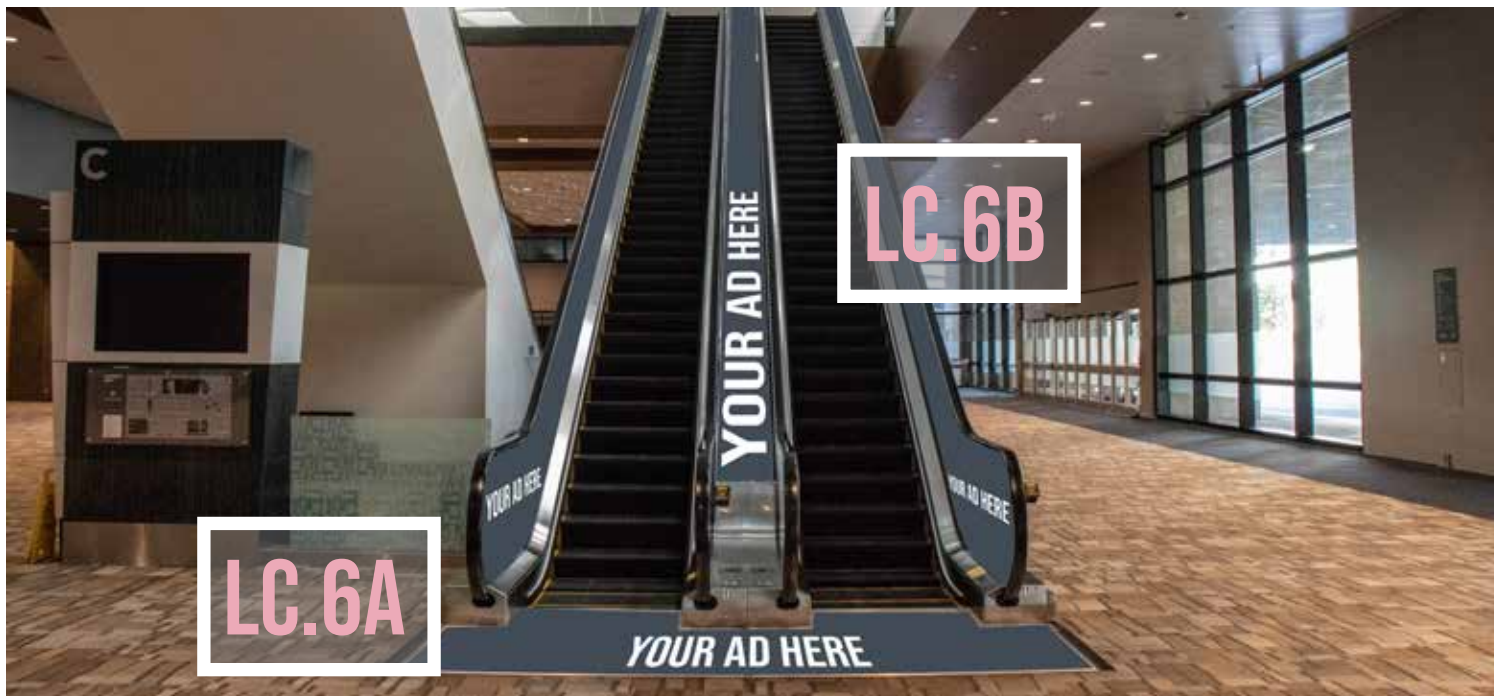
LC.5B

Material: Window Clings
and/or escalator runner

Dimensions:

Runner: 519"x16"

Window cling: 519"x27"



LC.6A

Material: Carpet or metal cling
(Walk & Wall)

Dimensions: 120"x70"*

*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"



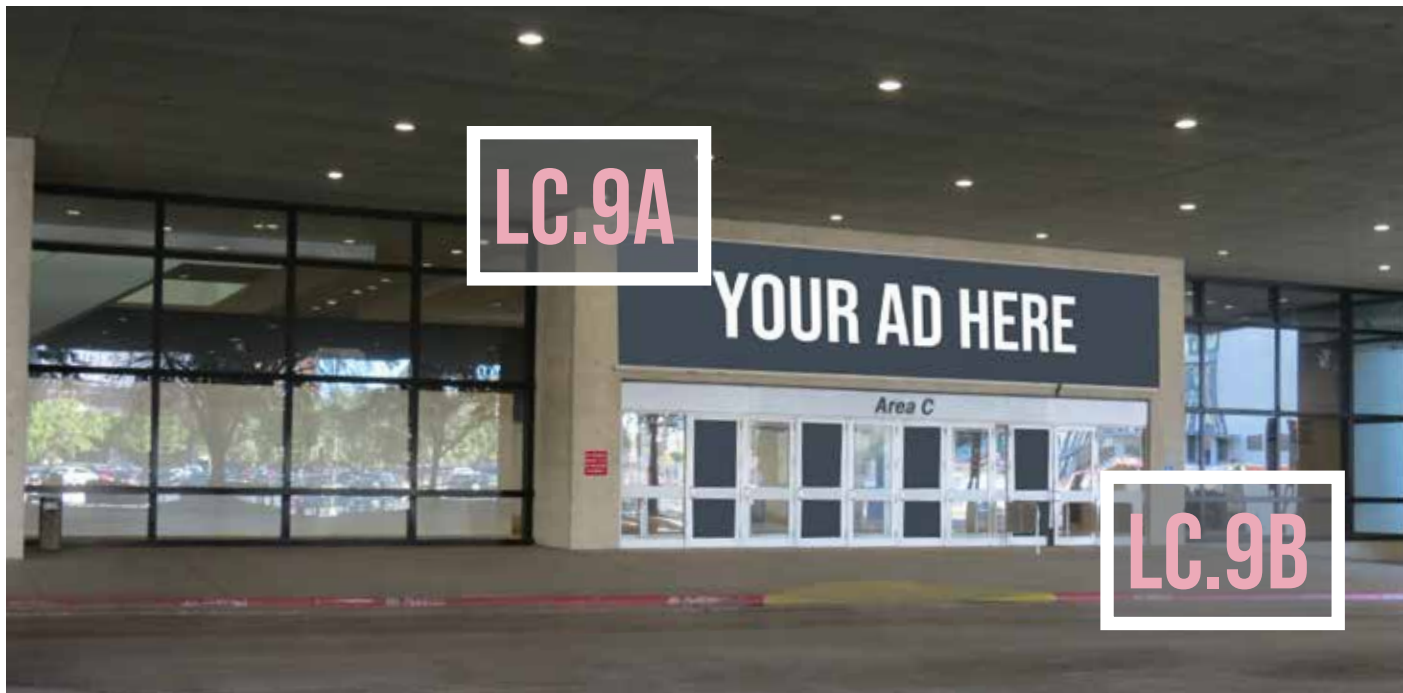
LC.8A

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

LC.8B

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





LC.9A

YOUR AD HERE

Area C

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

YOUR AD HERE

Area C

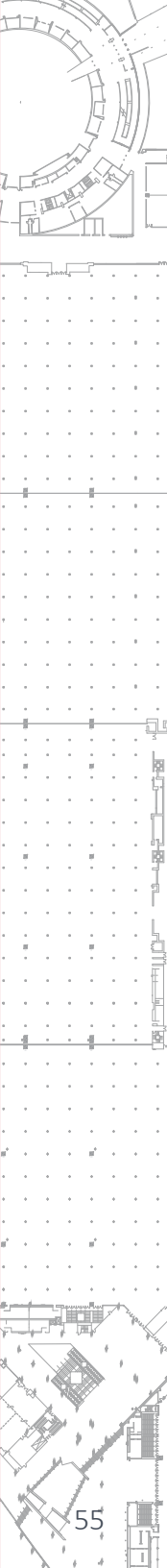
LC.10B

LC.10A

Material: Banner
Dimensions: 480"x96"

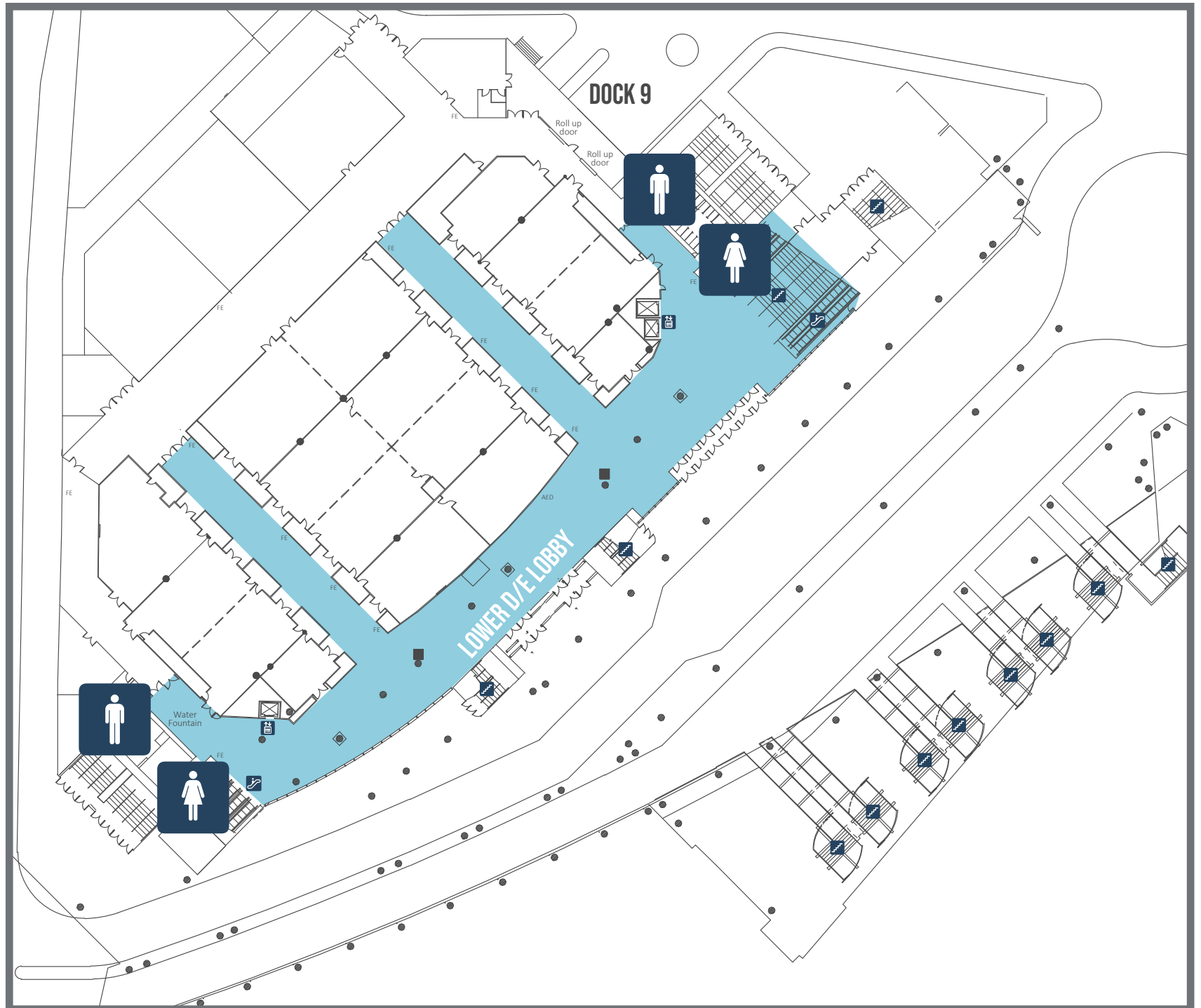
LC.10B

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



The image shows a modern interior space, likely a lobby, with a high ceiling and large glass windows. The ceiling is made of a grid of acoustic tiles, and there are several circular air vents. A long, cylindrical light fixture hangs from the ceiling. The walls are composed of large glass panels, and the floor is highly reflective, mirroring the interior and exterior views. The text "LOWER D/E LOBBY" is overlaid in a large, bold, cyan font within a white-bordered box.

LOWER D/E LOBBY



LDE.1A

Material: Carpet or metal cling
(Walk & Wall)

Dimensions: 271"x180"*

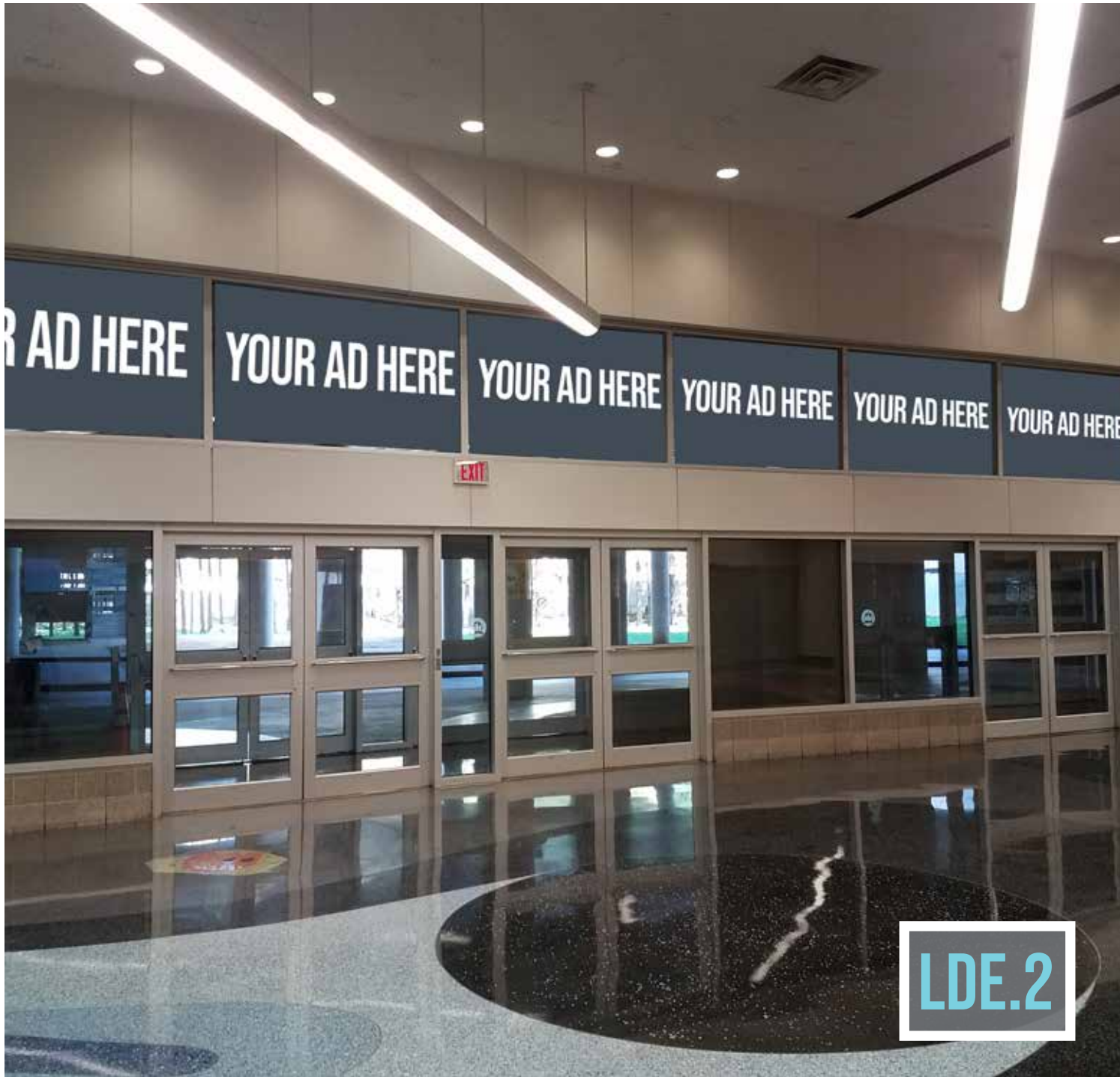
*Does not include cutouts

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.4

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



LDE.5

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

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"



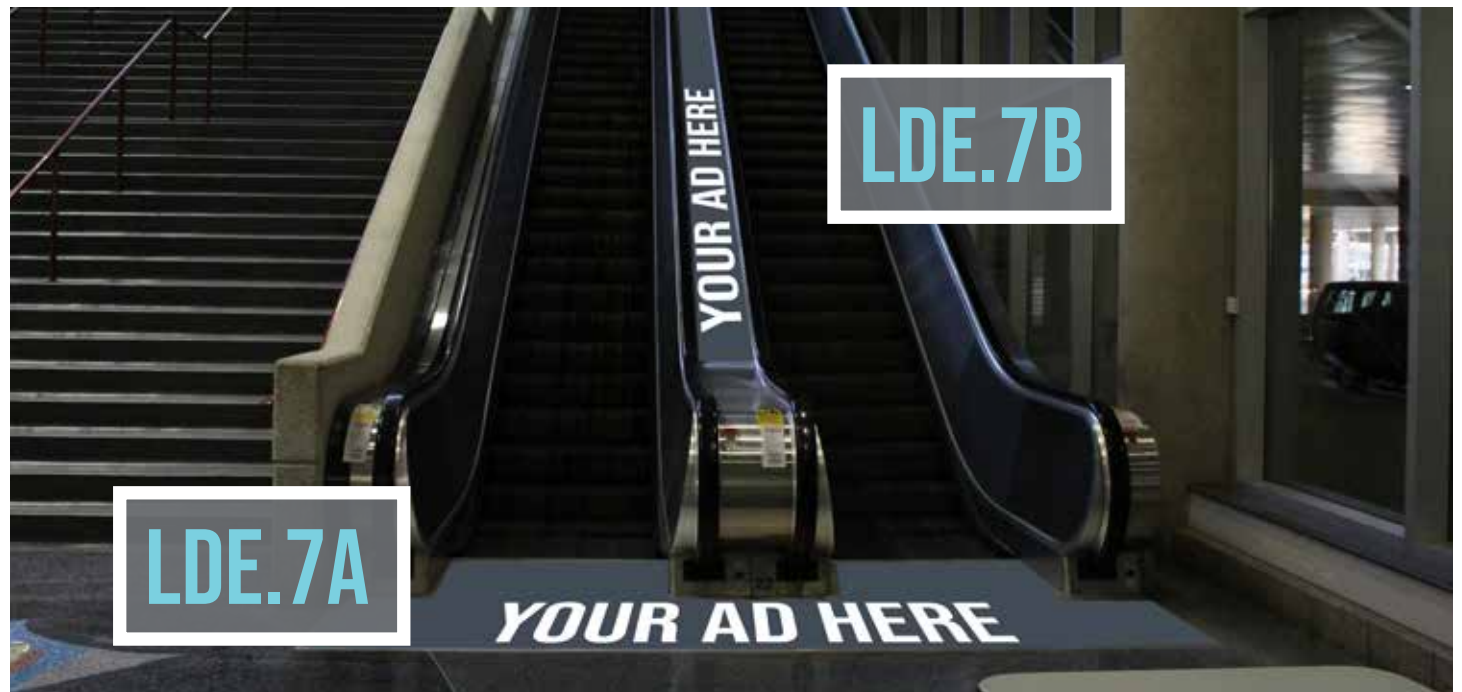
LDE.7A

Material: Carpet or metal cling
(Walk & Wall)

Dimensions: 136"x120"*
*Does not include cutouts

LDE.7B

Material: Escalator runner
Dimensions: 11.5"x738"





LDE.8A

Material: Carpet only
Dimensions: 329"x120"

LDE.8B

Material: Cling
Dimensions: 329"x6.5"



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

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.12A

LDE.12C

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

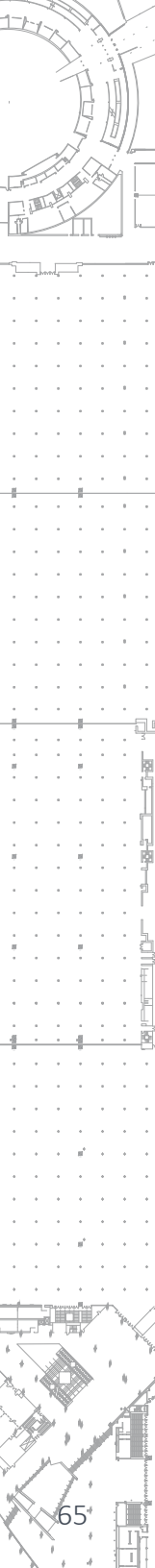
Material: Window cling
Dimensions:
Far left: 76.5"x50"
Other windows: 80"x50"



LDE.13

LDE.13

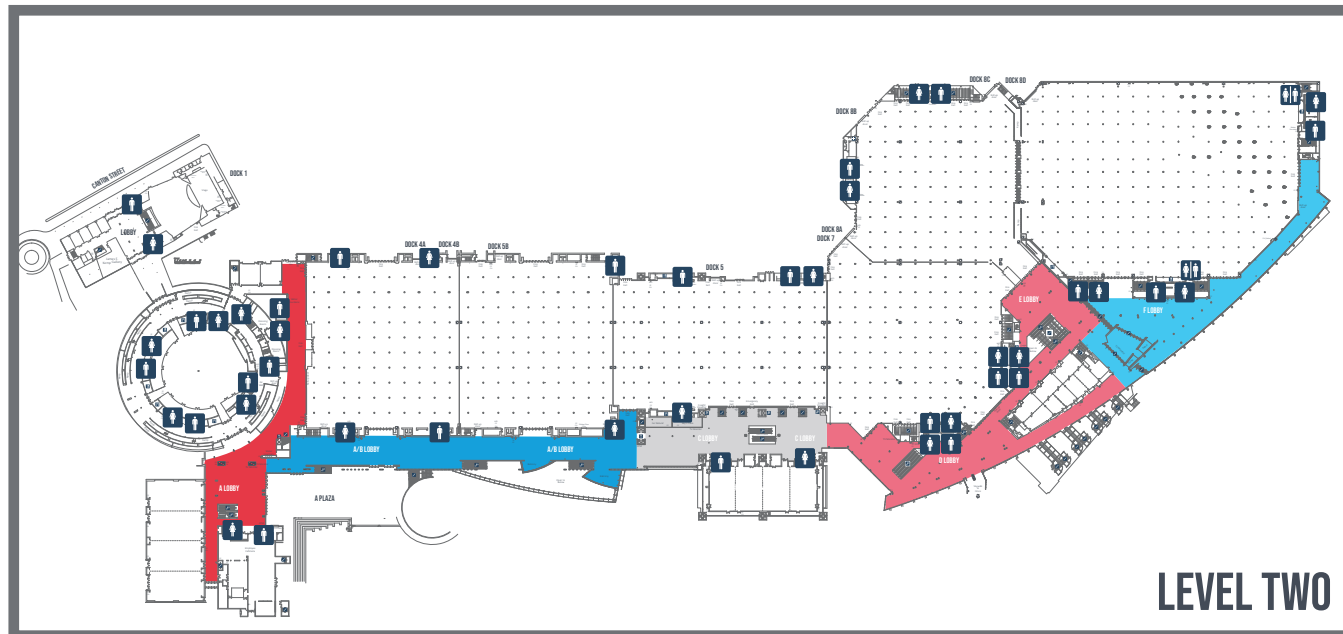
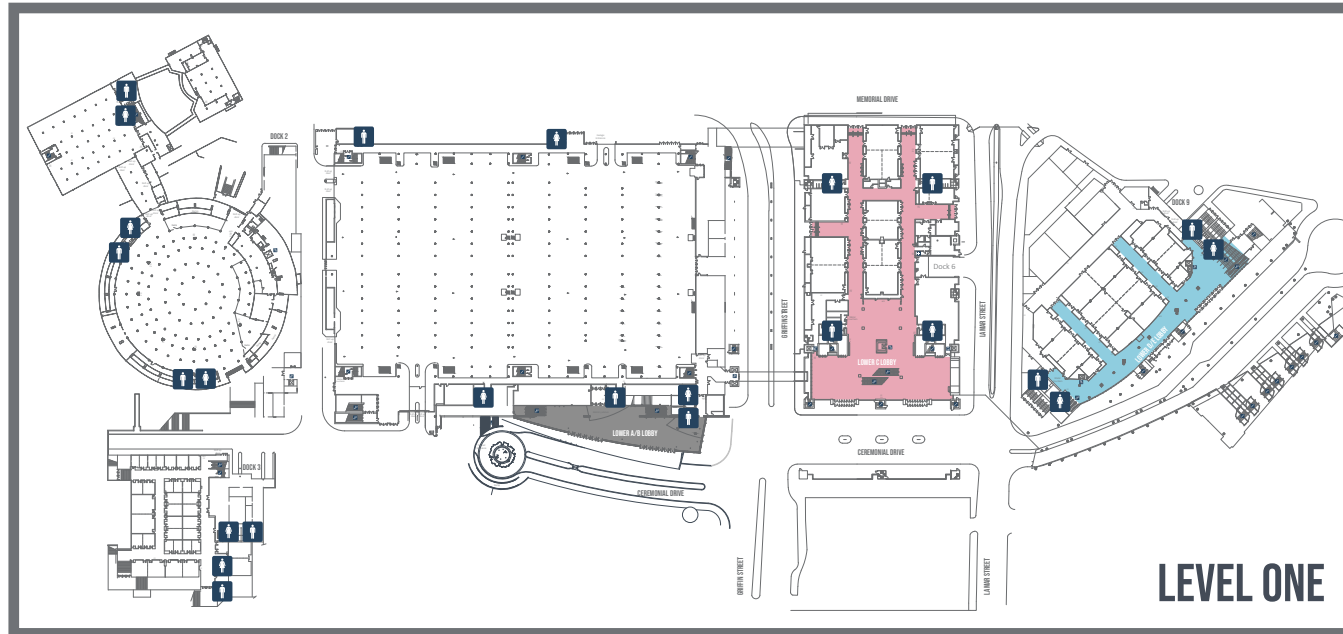
Material: Cling
(Walk & Wall)
Dimensions: 1008"x196"



The image shows the exterior of the Kay Bailey Hutchison Convention Center Dallas. A tall, blue, rectangular sign stands in the foreground, featuring a white star logo at the top and the text "KAY BAILEY HUTCHISON CONVENTION CENTER DALLAS" in white. The sign is partially obscured by a large, semi-transparent white box containing the text "FACILITY WIDE SPACES". The building in the background has a modern design with a curved roof and large glass windows. The sky is blue with some clouds. In the foreground, there is a green lawn with 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

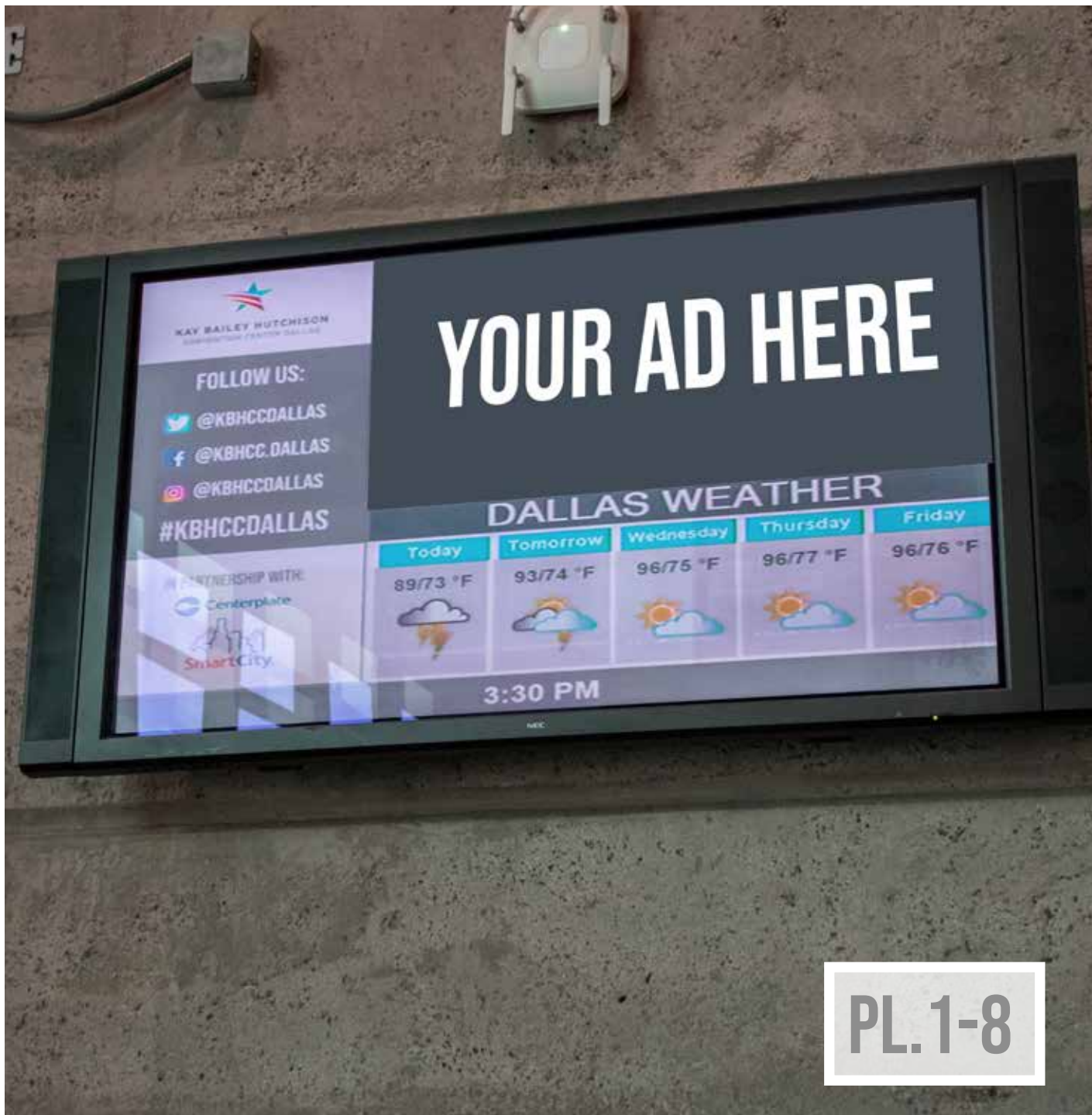


FBUB

Material: Urinal Cling

Dimensions: 8.5"x11"

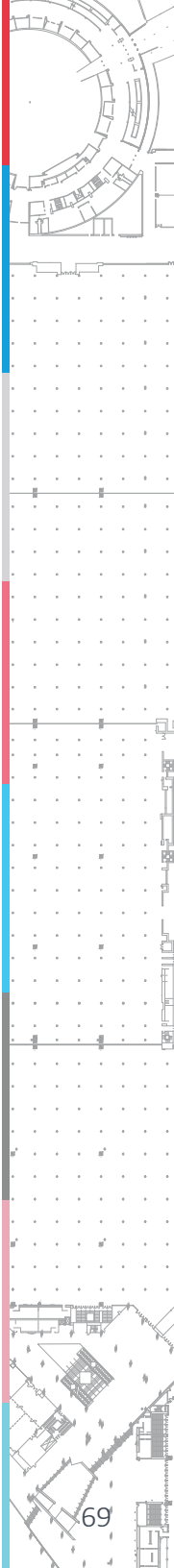




PL.1-8

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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