Thank you for considering the sponsorship and advertising opportunities at the San Diego Convention Center. Our team is dedicated to meeting your needs for your upcoming event at our facility.

Our pricing guideline applies to commercial event **advertising, sponsorship** and **marketing**, which includes:

+ Promotion of sponsors, products, services, business entity or organization regardless if revenue is generated by the Licensee.
+ Pricing applies to banners, signage, wraps, digital displays and wall graphics.
+ All fees are for the run of show.
+ All signage and graphic plans must be pre-approved by the SDCCC.

Please note: Certain event marketing programs may require the Fire Marshal’s approval. Any damage or cleaning resulting from an event marketing installation is billable to the Licensee.

Sponsorship and advertising opportunities do not pertain to show branding.
**Sponsorship & Advertising Opportunities**

**Locations**

*High-Profile Interior Locations*

**Lobby Elevators**

**Lobby Escalators**

**Restrooms**

**Lobby Stairs (Risers Only)**
SPONSORSHIP & ADVERTISING OPPORTUNITIES
LOCATIONS

Exterior Locations

CIRCULAR OPENINGS (HALLS A–C)

GLASS OVERHANGS (HALLS D–H, “EYEBROWS”)

BANNER LIGHT POLES

WEST BUILDING FACADE
(LOWER LEVEL GLASS, MIDDLE, UPPER LEVELS)

VERTICAL COLUMNS (HALLS D–H)
SPONSORSHIP & ADVERTISING OPPORTUNITIES

LOCATIONS

Exterior Locations

EAST FACADE 01

EAST FACADE 02

SOUTH FACADE 01

SOUTH FACADE 02

AMPHITHEATER FLOOR

AMPHITHEATER STAIRS (RISERS ONLY)
**Exterior Locations**

**SOUTH ELEVATOR**

**PLAZA PARK BUTTRESS FINS**

**SAILS PAVILION LED COLOR LIGHTS**
### Interior Lobby

The pricing for the lobby locations below includes banners, signage, wraps, digital displays, window clings and wall graphics, and is based on run of show.

For a detail of what area of the lobby is included in lobby charge please refer to your Event Manager.

The spaces are determined by the licensed areas for the event.

<table>
<thead>
<tr>
<th>Lobby Location</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lobby A</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lobby B1</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lobby AB1</td>
<td>$3,500</td>
</tr>
<tr>
<td>Lobby B2</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lobby C</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lobby ABC</td>
<td>$7,500</td>
</tr>
<tr>
<td>Lobby D</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lobby E</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lobby DE</td>
<td>$7,500 (500 disc)</td>
</tr>
<tr>
<td>Lobby F</td>
<td>$2,000</td>
</tr>
<tr>
<td>Lobby G</td>
<td>$3,000</td>
</tr>
<tr>
<td>Lobby H</td>
<td>$3,000</td>
</tr>
<tr>
<td>Lobby ABCDEFGH</td>
<td>$20,000 (4,000 disc)</td>
</tr>
</tbody>
</table>

### High-Profile Interior Locations

### Lobby Elevators

- $1,500 Each

### Lobby Escalators

- B1 @ $3,000 for set of 2 escalators
- C @ $3,000 for set of 2 escalators
- E @ $4,000 for set of 3 escalators
- H @ $4,000 for set of 3 escalators

### Restrooms

- $1,000 per restroom

### B1 Lobby Stairs (risers only)

- $2,000 per staircase

### Exterior Locations

#### CIRCULAR OPENINGS (HALLS A–C; 8 MAX)

- $500 each

#### GLASS OVERHANGS (HALLS D–H “EYEBROWS”; 8 MAX)

- $500 each

#### BANNER LIGHT POLES (8 TOTAL POLES)

- $500 for set of 2 flags per light pole

#### WEST BUILDING FACADE

- $1,500 Lower Level (Glass windows)
- $3,000 Middle Level
- $4,500 Upper Level

#### VERTICAL COLUMNS (HALLS D–H; 13 MAX)

- $1,000 each

#### EAST FACADE

- $4,000

#### SOUTH FACADE

- $1,500

#### AMPHITHEATER FLOOR

- $2,000

#### AMPHITHEATER STAIRS (RISERS ONLY)

- $1,500

#### SOUTH ELEVATOR

- $750

#### PLAZA PARK BUTTRESS FINS

- Priced per event

### Sails Pavilion

#### CUSTOMIZED LED COLOR LIGHTING SYSTEM

- Priced per event

Please Note: Certain event marketing programs may require the Fire Marshal’s approval. Any damage or cleaning resulting from an event marketing installation is billable to the Licensee.

The fees listed are for rental of the space only, and does not include manufacturing, production, artwork, installation or removal.

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A la carte locations and pricing may be available upon request.