

Internal and External Venue Signage & Sponsorship

JULY 2017

The Georgia World Congress Center (GWCC) wishes to accommodate customers' requests to promote events with interior and exterior signs, banners and other forms of promotional advertisement, including exhibitors' requests for signage. With the multitude of events scheduled at these facilities, the GWCC developed guidelines to protect the interests of all venue users and maintain an appropriate building environment. Additionally, these guidelines address safety and maintenance considerations of the buildings. Please note that the GWCC's Licenses Agreement includes the Center's

[POLICIES AND PROCEDURES](#). Information regarding signage can be found in the Policies and Procedures Manual.

Important signage information extracted from the Policies and Procedure manual:

(From Policies and procedures page-20) All preliminary requests for installation of show banners, signs and any rigging should be submitted to the Event Coordinator approximately six (6) months prior to the event. Final requests are to be included in the Plan of Operation required at least sixty (60) days prior to the event. The plans should include a full description of the proposed installation including proposed location of sign or banner, proposed copy, name of contractor and dates of installation and removal.

Commercial/exhibitor advertising is not allowed within the interior or exterior public areas of the GWCC without payment of additional compensation to the GWCC. The current rate for all public areas is fifteen percent (15%) of show management's gross revenue charged for advertising/sponsorship. Shows will be required to furnish the GWCC with a list of all advertising sold in public areas 30 days prior to the first day of move-in, including a rate card and copy of invoice.

The GWCC offers numerous static and digital signage sponsorship opportunities. The following link will provide an in-depth look at each piece of inventory, to include photos, locations and specifications: [ADVANTAGE PROGRAM](#).

Sponsorship percentage fees do not apply to show branding or inventory procured through the GWCC Advantage Program.

For additional information regarding signage and sponsorship inventory availability during your event, please contact Mark Geiger with the GWCC's Products and Services Department at O: (404) 223-4208, C: (404) 886-9613 or mgeiger@gwcc.com.

FAQs

Q1: What is considered common/public space in the GWCC?

A1: Any area outside of the customers' contracted/licensed space is considered common/public space.

Q2: How does the GWCC handle welcome/thank you banners that include multiple event sponsors and logos?

A2: Thank you signage would be exempt from sponsorship fee if the content of the sign includes only the name "in text" of the sponsoring exhibitor, i.e. no logo, website URL, booth number, phone number or call to action content permitted. Additionally, the thank you signage must be located at the entrance to the event being sponsored.

Q3: What if I don't charge a sponsor for signage?

A3: Free signage displaying logos and other advertising can be placed in event licensed space.