

**DL
CC**

DAVID L. LAWRENCE
CONVENTION CENTER
PITTSBURGH



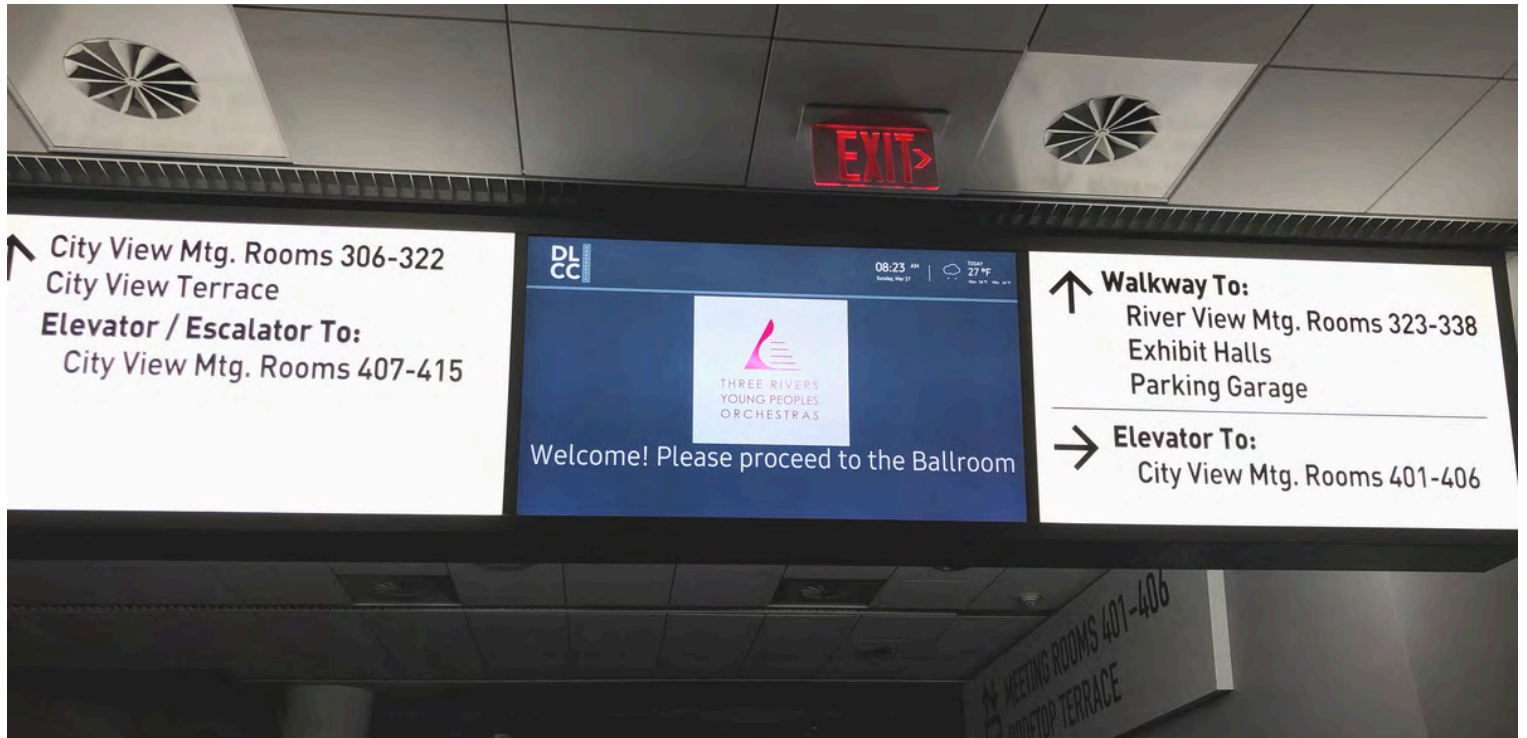
Branding Opportunities

"From Steel to Sustainable"

A Legends Global managed facility

1

Digital Overheads



Type: Digital

Installed and Dismantled by: DLCC

SURFACE AREAS

- Pixel dimensions are 1920 x 857 horizontally, available image space is 1866x577
- Screens are 65" across
- 12 double-sided overhead screens throughout DLCC
- 7 elevator screens throughout DLCC, available image space is 1023x735 pixels

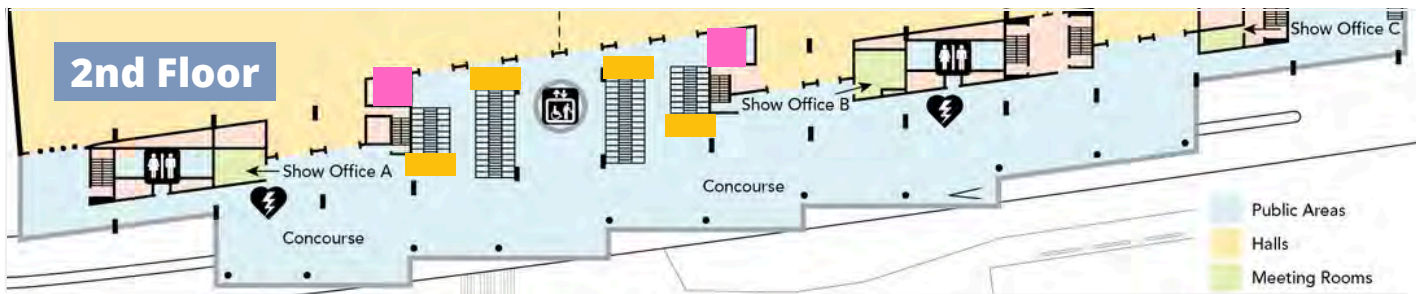
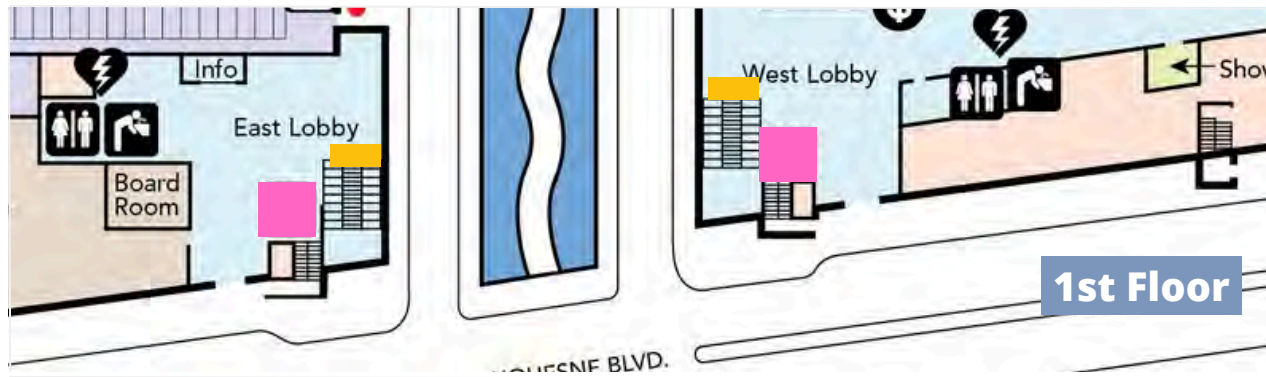
REQUIREMENTS

- Compatible with .jpg, .png, and files
- Image file must be sent to your Event Manager at least 2 weeks prior to event
- May not be used for sponsorships. For this option, please coordinate with showNets for sponsor packages
- Overheads are shared by all licensed events in building

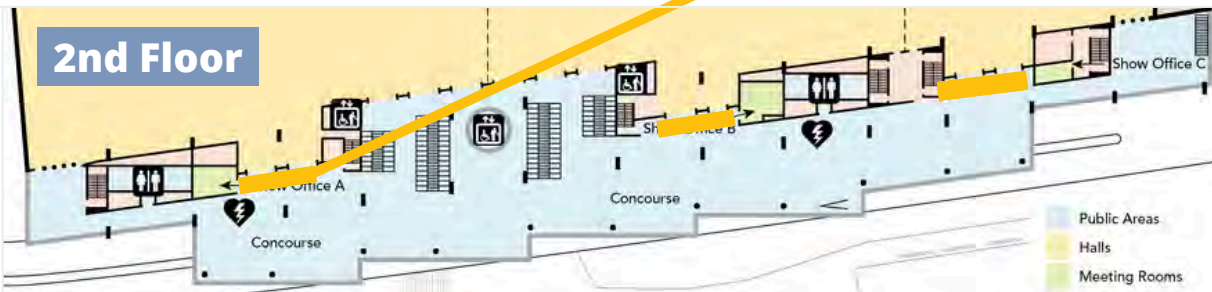
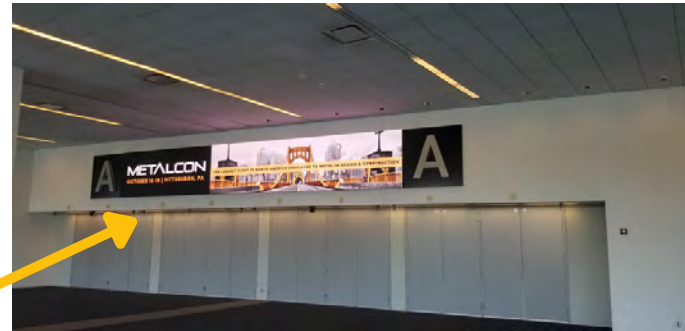
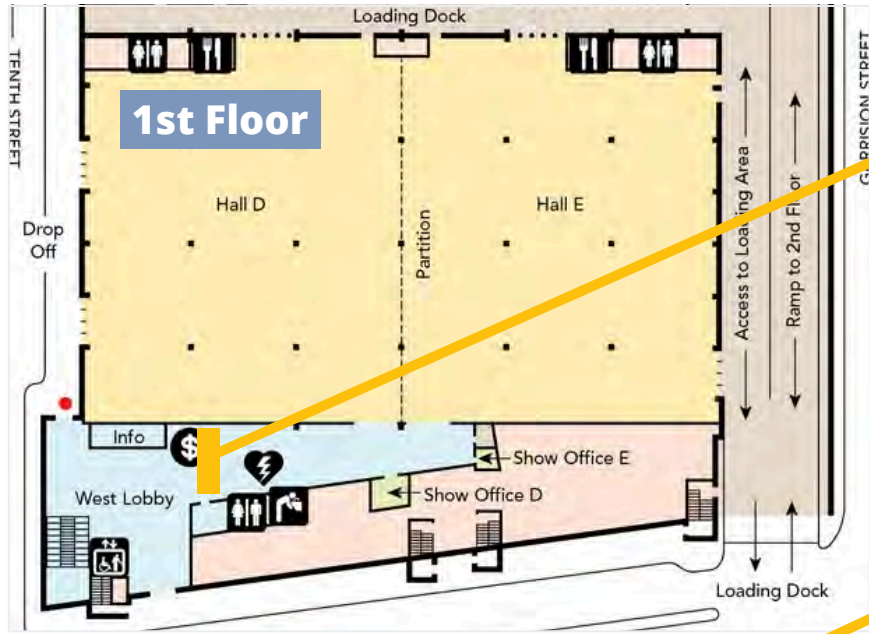
*Available based on space usage

Digital Overheads

- Overhead
- Elevator



2 Digital Ribbon Walls



Type: Digital

Installed and Dismantled by: DLCC

SURFACE AREAS

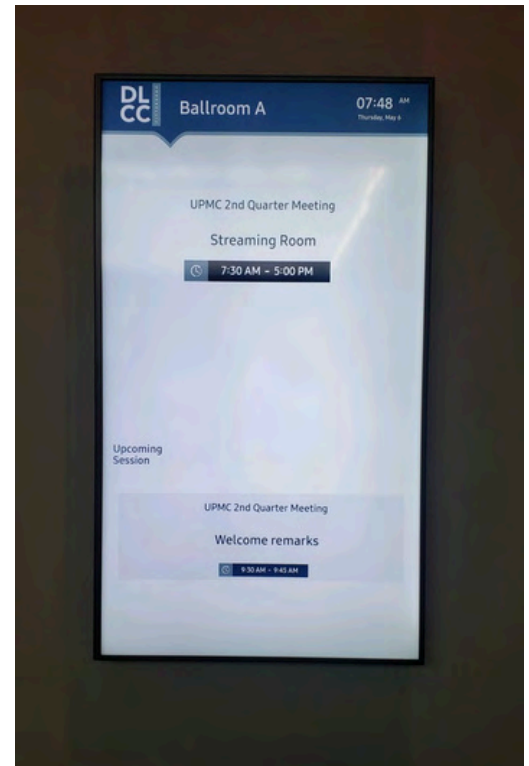
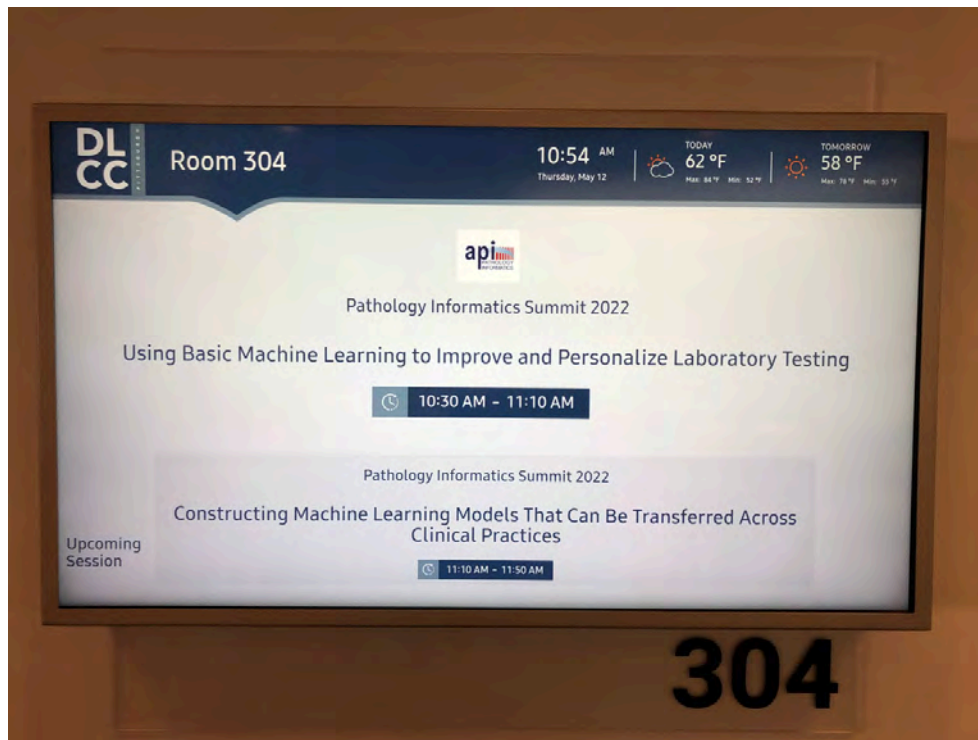
- Pixel dimensions are 1848 x 280 for Halls A, B, & C
- Pixel dimensions are 1008x244 for Halls D & E (Note: there is only one sign for both Halls D & E)

REQUIREMENTS

- Displayed on LED board
- Compatible with .jpg, .eps, .tif, or windows media video file
- Image file must be sent to your Event Manager at least 2 weeks prior to event
- May not be used for sponsorships. For this option, please coordinate with showNets for sponsor packages

*Available based on space usage

3 Meeting Room and Ballroom Monitors



Type: Digital
Installed and Dismantled by: DLCC

SURFACE AREAS

- Pixel dimensions are 1920x857 horizontal, 43" across for Meeting Room monitors
- Pixel dimensions are 1080x1700 vertical for Spirit of Pittsburgh Ballroom monitors
- Spirit of Pittsburgh Ballroom monitors are 55" high

REQUIREMENTS

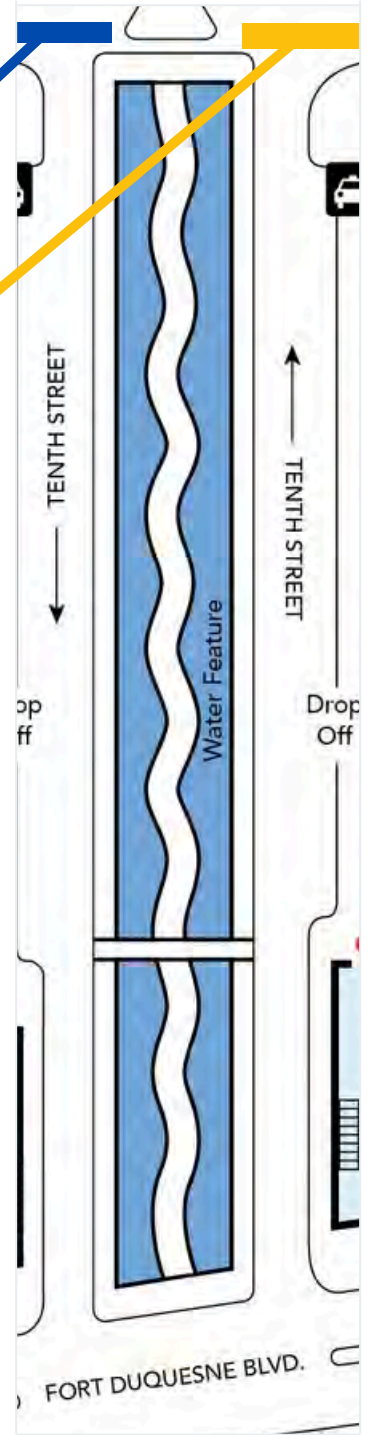
- Monitors display session titles that are input by your Event Manager and event logo
- Session titles and logo must be sent to your Event Manager at least 2 weeks prior to event
- Character limit for session titles is 209 with spaces
- May not be used for sponsorships. For this option, please coordinate with showNets for sponsor packages

*Available based on space usage

3



4 French Way and 10th Street



Type: Banner

Installed and Dismantled by: DLCC House Carpenters
SURFACE AREAS

Small Banner: Up to 12' high x 20' wide

Large Banner: Up to 20' high x 60' wide

REQUIREMENTS

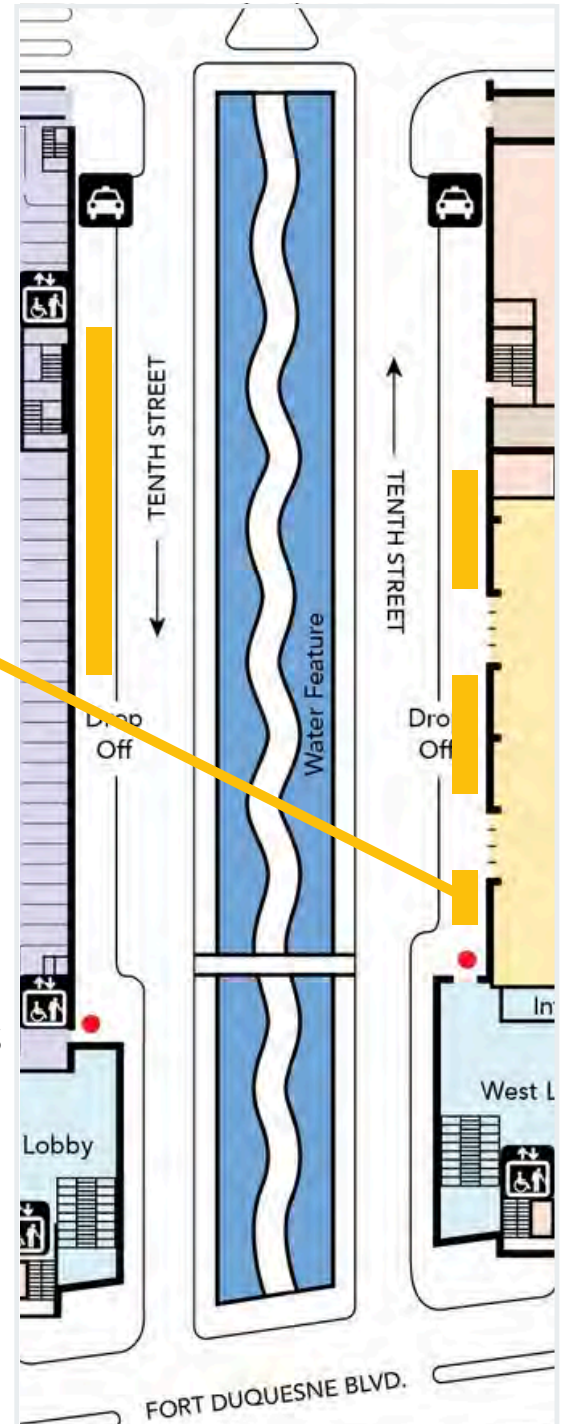
Small Banner

- Re-enforced grommets every 3' around perimeter
- Air pockets cut into banner
- Approximate install/dismantle time: 2 men, 3 hours (2 up, 1 down)

Large Banner:

- Must be made with **mesh** material
- Re-enforced grommets every 3' around perimeter
- Approximate install/dismantle time: 2 men, 8 hours (6 up, 2 down)

*Available based on space usage



Type: Banner

Installed and Dismantled by: DLCC House Carpenters

SURFACE AREAS

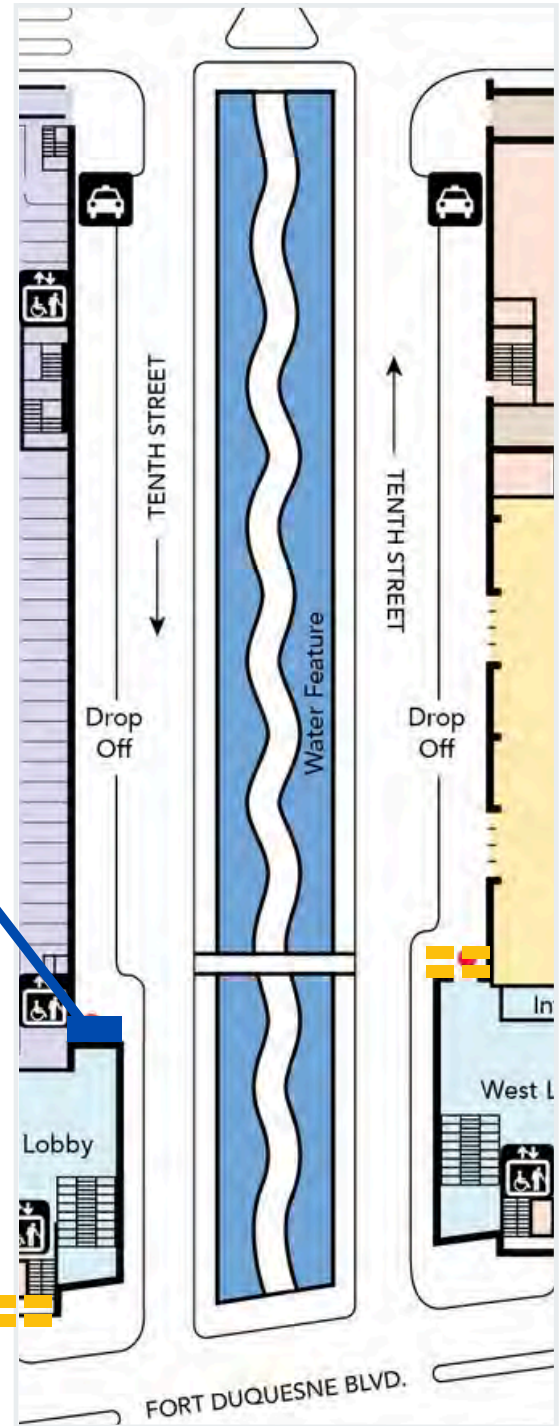
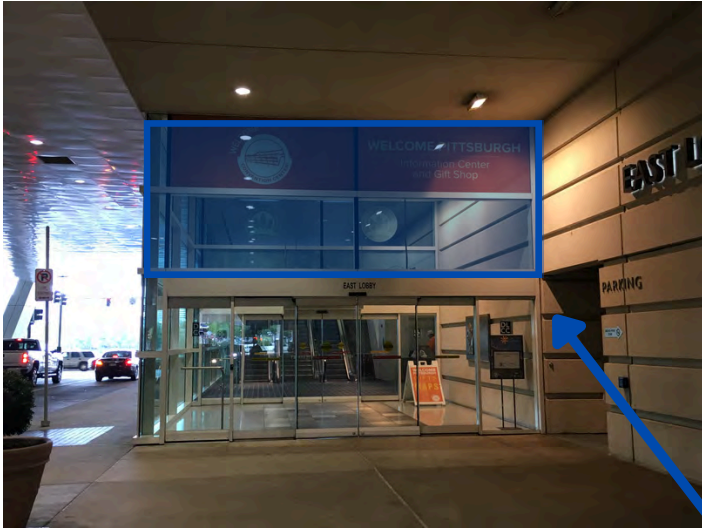
Up to 12' high x 60' wide

REQUIREMENTS

- Height of banner must run in 2' increments
- Re-enforced grommets every 2' on sides of banner and 4' on top and bottom of banner
- Air pockets cut into banners larger than 20' in width

*Available based on space usage

6 10th St East and West Lobby Entrance



Type:
Interior: Window Decal or Foam Core
Exterior: Window Decal
Installed and Dismantled by: Service Contractor
Carpenters

SURFACE AREAS

Interior — 2 Individual windows: 3' 8" high x 9'1" wide
Exterior — 2 windows: 3'8" high x 19'7" wide

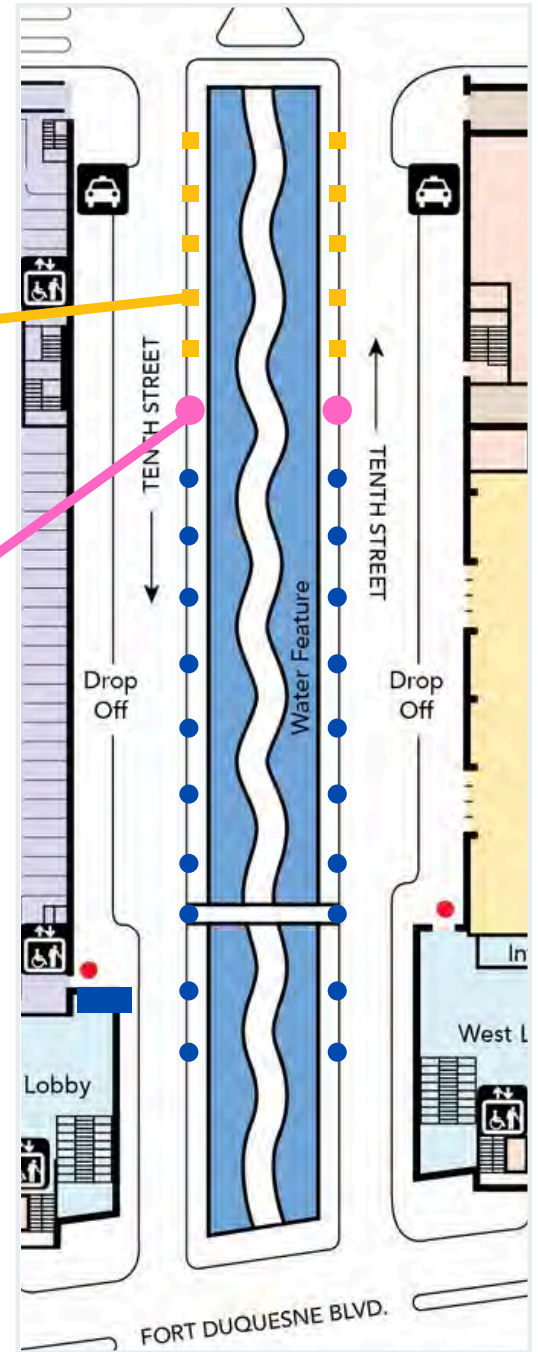
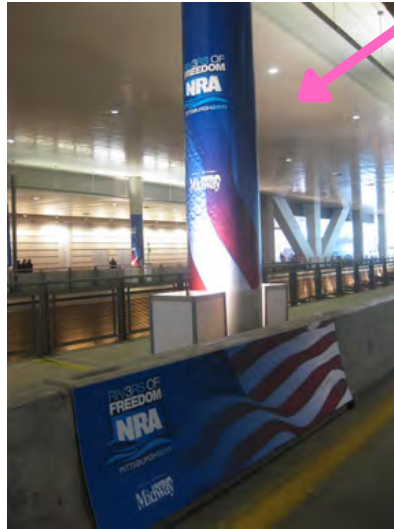
The 2 *interior* top windows are unavailable for show signage. The Visit Pittsburgh Store signage is on display at the East Lobby entrance.

All 4 *exterior* windows are available for signage and may cover the Visit Pittsburgh Store sign.

Approved decal substrate is 3M 40C-20R.

*Available based on space usage

7 10th St Water Feature Pillars



Type: Banner
Installed and Dismantled by: Service Contractor
Carpenters

SURFACE AREAS

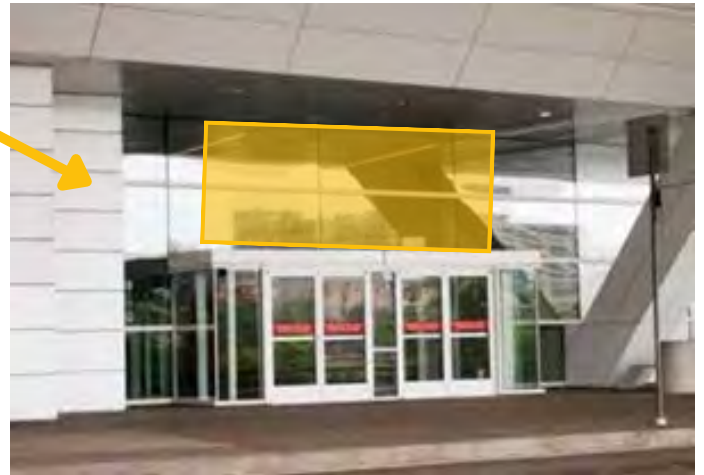
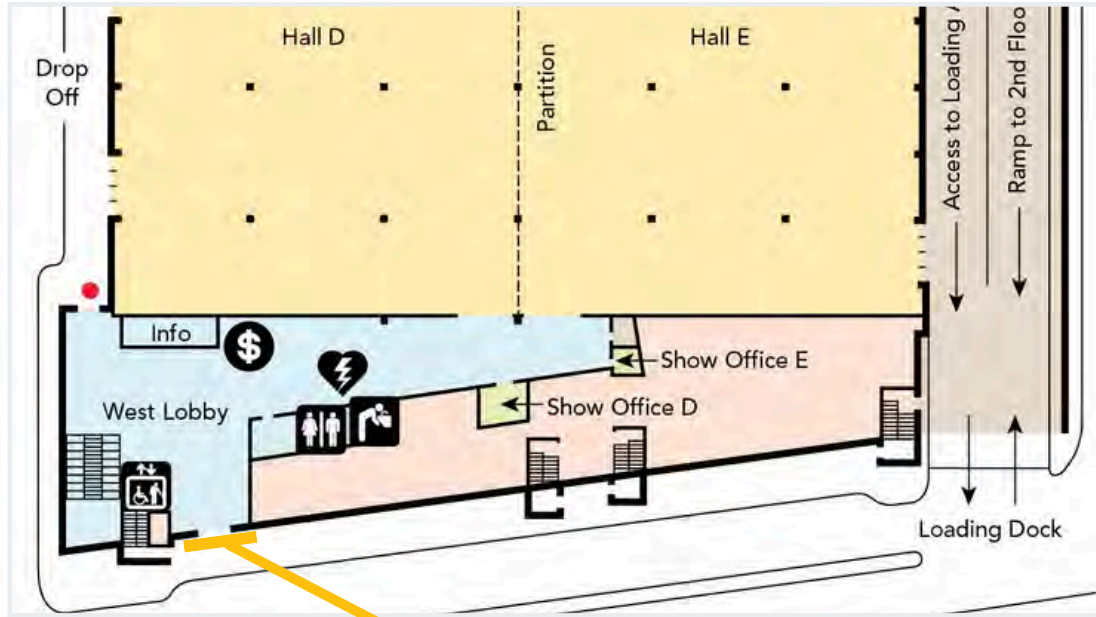
- Square Pillars (10): 20' high x 3' wide ■
- Large Round Pillars (2): 20' high x 15' 6" in circumference ●
- Small Round Pillars (18): 20' high x 7' 9" in circumference ●

REQUIREMENTS

- Available when all areas of DLCC are licensed
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage

8 Ft. Duquesne Blvd. West Lobby Glass Panels



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

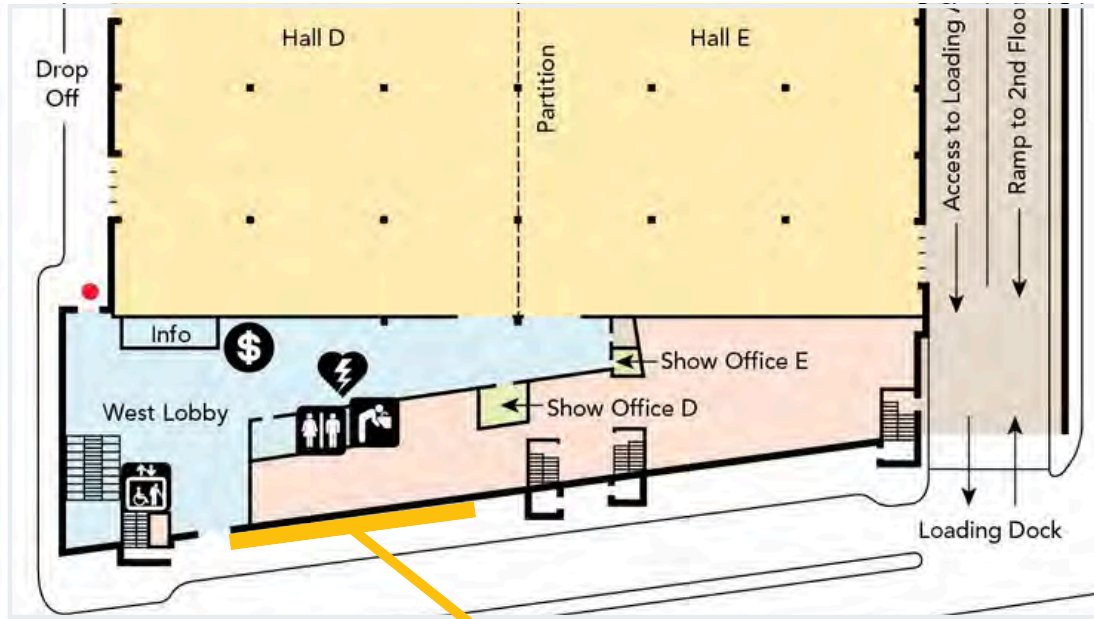
SURFACE AREAS

3'8" high x 9'9" wide

REQUIREMENTS

- Available when Halls DE are licensed
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

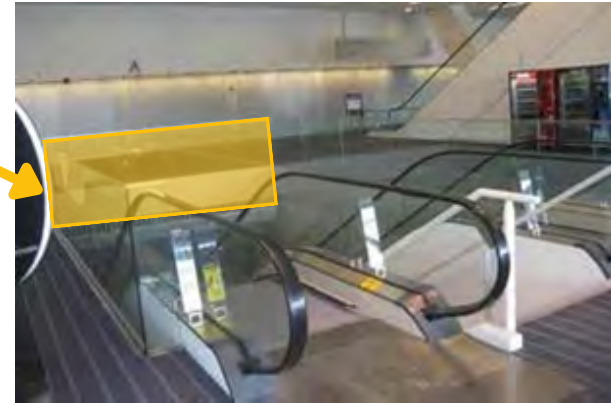
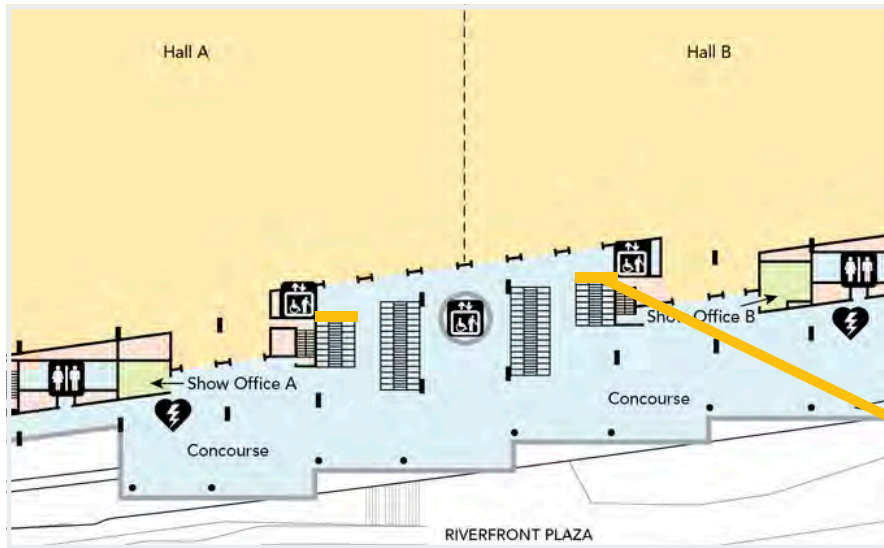
SURFACE AREAS

3'8" high x 10' wide — smooth surface with the potential for up to 12 windows

REQUIREMENTS

- Available when Halls DE are licensed
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Window Decal or Banner
 Installed and Dismantled by: Service Contractor Carpenters

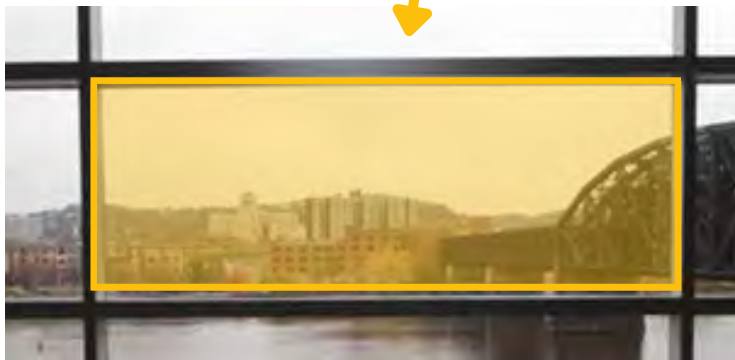
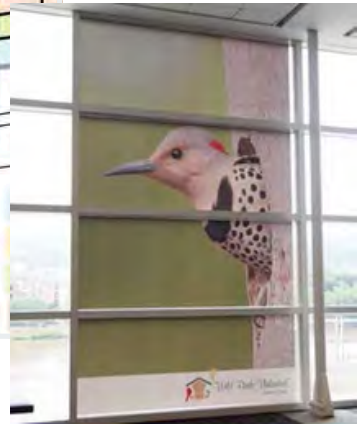
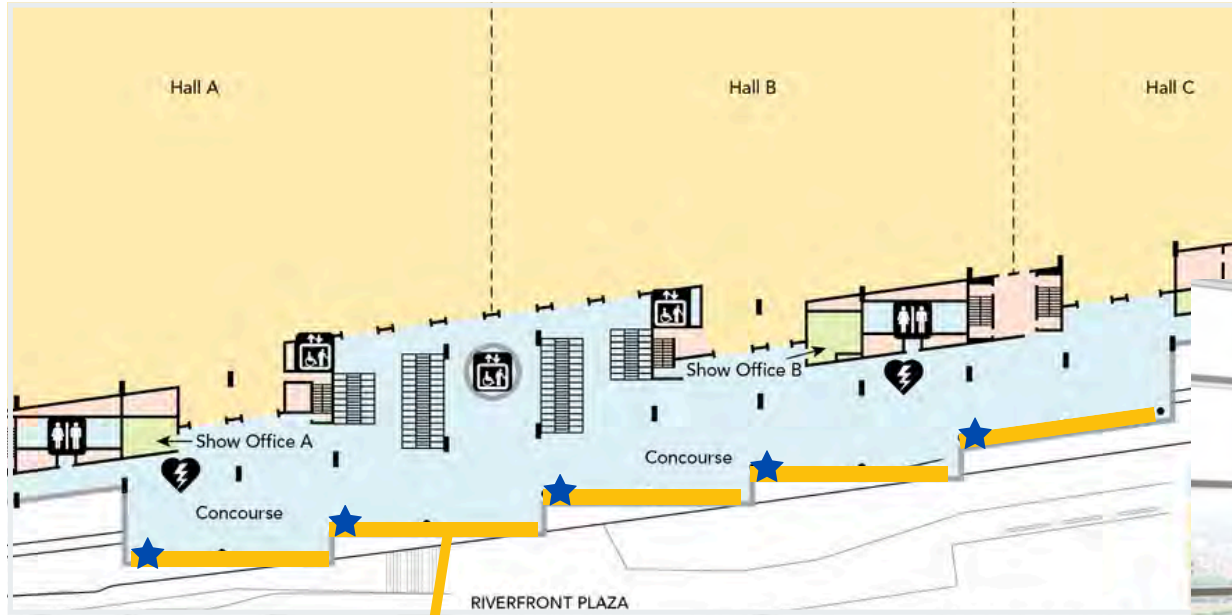
SURFACE AREAS

3'4" high x 17' wide

REQUIREMENTS

- Grommets on top of banner, every 3'
- If banner, use S hooks and re-enforce with non-adhesive tape to secure on top of glass panel
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

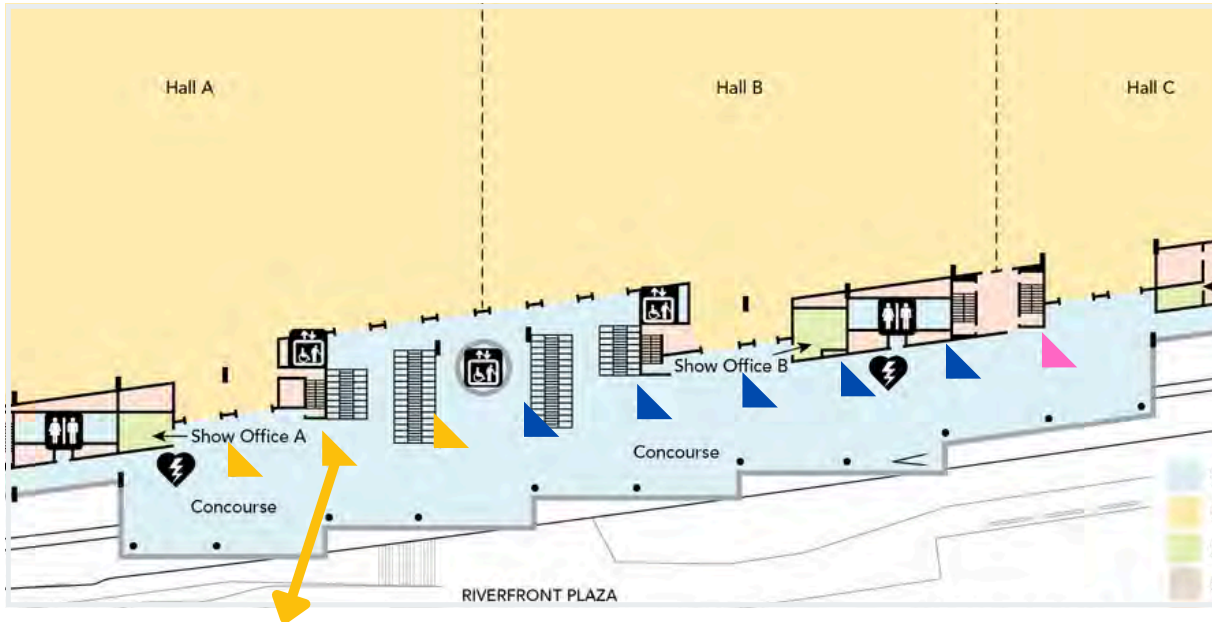
SURFACE AREAS

- 3' 8" high x 9' 9" wide
- 12 windows per section, window 12 at corner is marked ★ and is 3' 8" high and 8' 5" wide
- Allows for a fraction of spacing between cling and window edge
- Mullions are 2.5" wide and 3.5" tall

REQUIREMENTS

- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

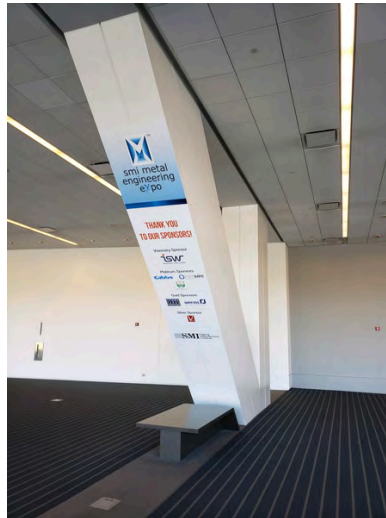
*Available based on space usage



Type: Foam Core Insert

SURFACE AREAS

- 45 degree angle
- Recommended height 5'
- Inset – 5/8"
- Hall A – 3 columns 
- Hall B – 5 columns 
- Hall C – 1 column 



Type: Decal

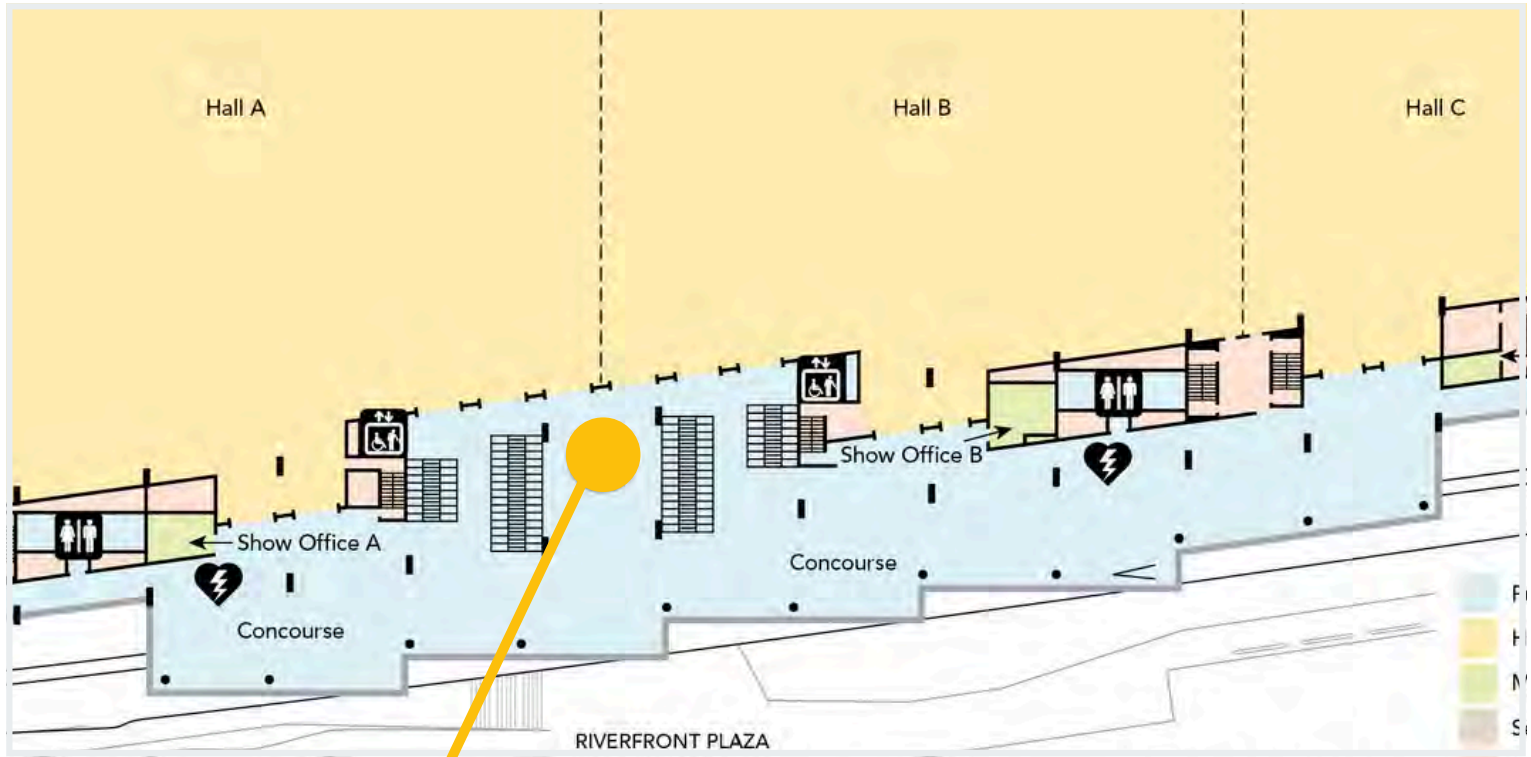
SURFACE AREAS

- 1: Angled side: bench to ceiling – 20' 5" x 3' dimensions vary by pillar location, ask your Event Manager for specific dimensions
- 2: Straight side – 16' 3"

REQUIREMENTS

- Approved substrate is Phototex, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Window Decal
 Installed and Dismantled by: Service Contractor Carpenters

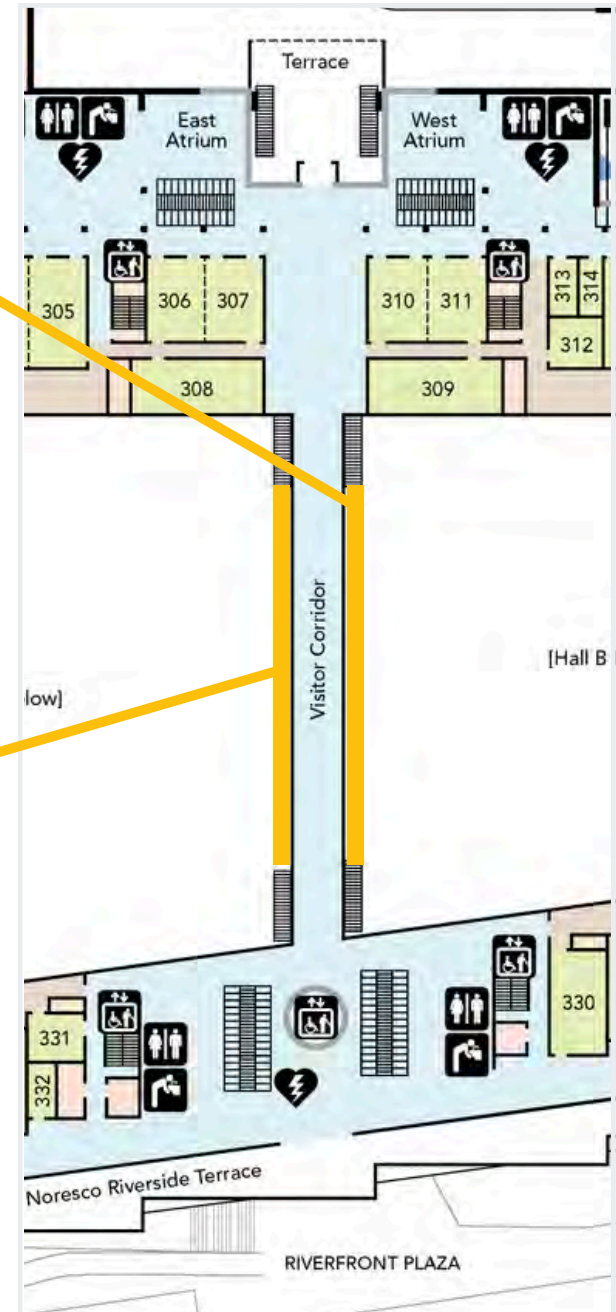
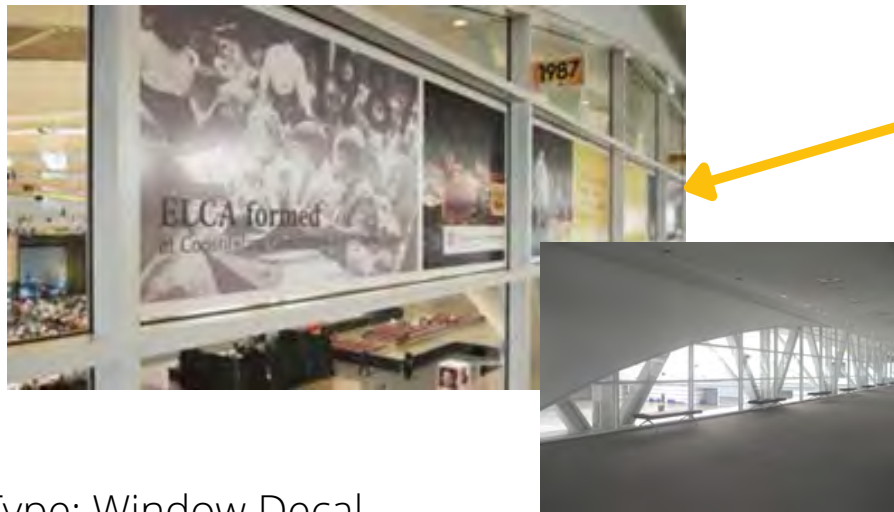
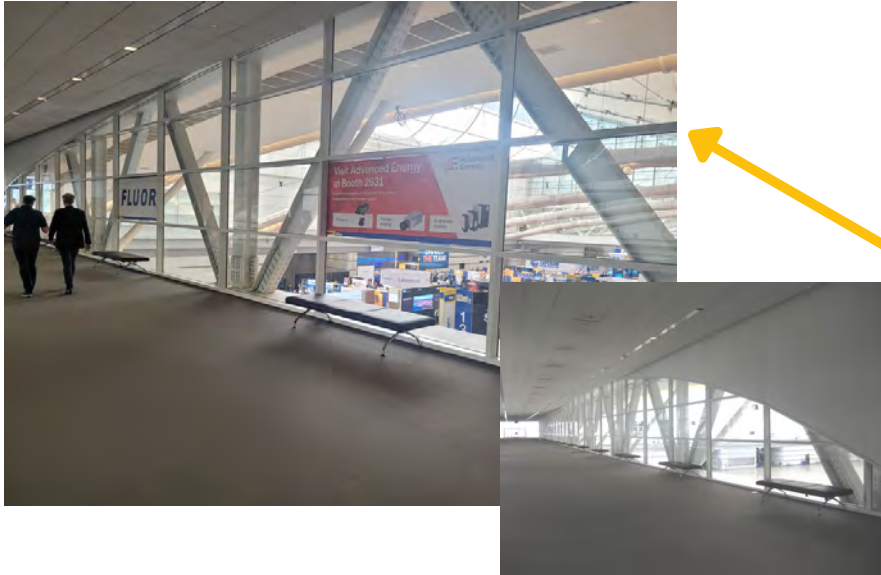
SURFACE AREAS

- Up to 3' high x 6' wide

REQUIREMENTS

- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Window Decal
 Installed and Dismantled by: Service Contractor
 Carpenters

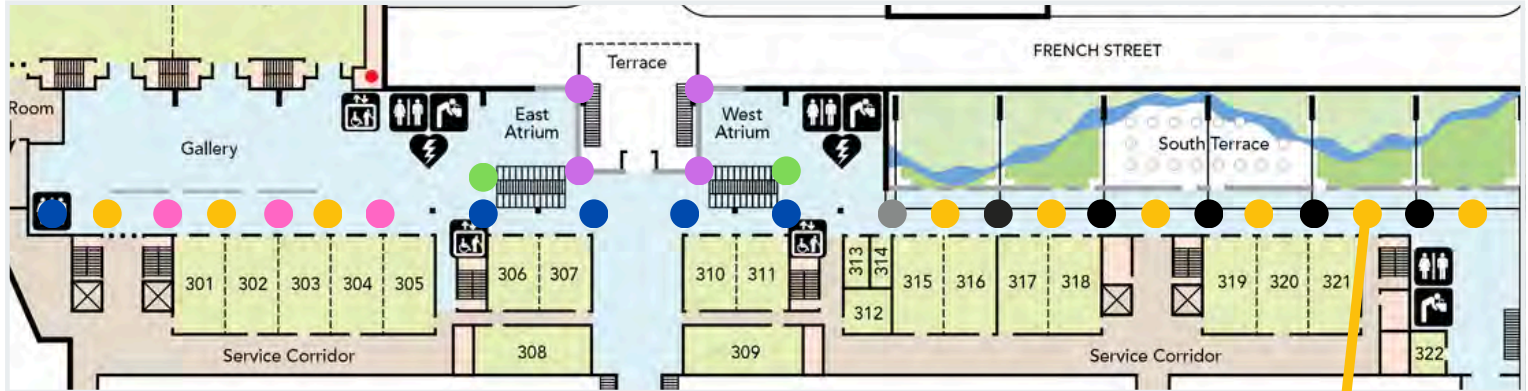
SURFACE AREAS

- Approximately 3'8" x 9'9"
- Size of windows will vary based on arch
- Mullions are 2.5" wide and 3.5" tall

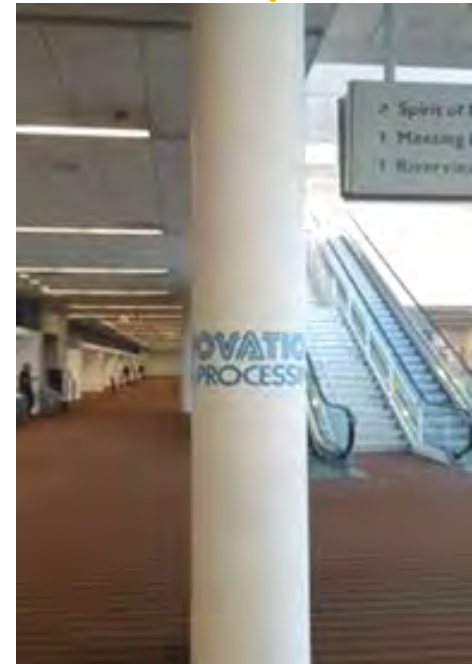
REQUIREMENTS

- East windows available when Hall A is licensed
- West windows available when Hall B is licensed
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



angled pillar



Type: Window Decal or Banner

Installed and Dismantled by:
Service Contractor
Carpenters

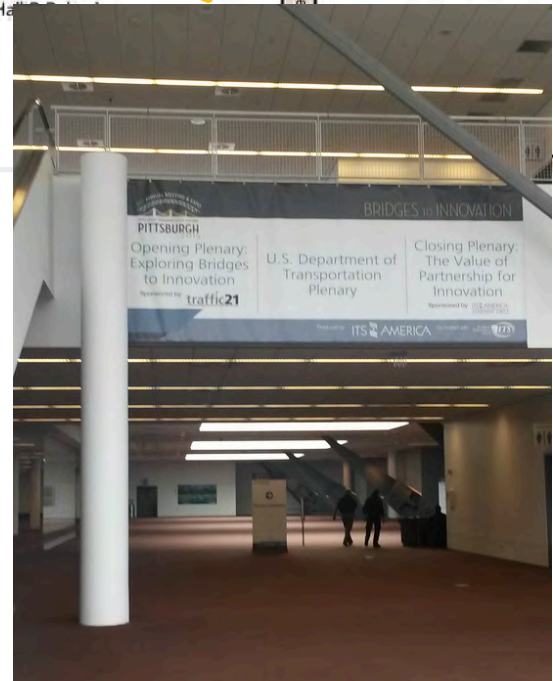
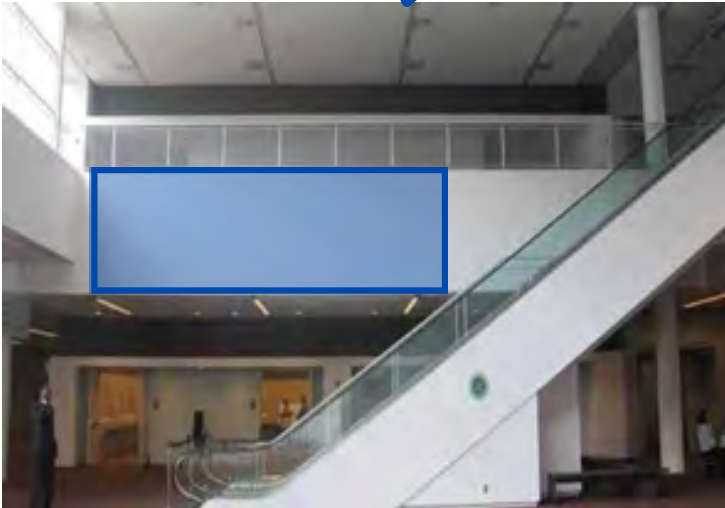
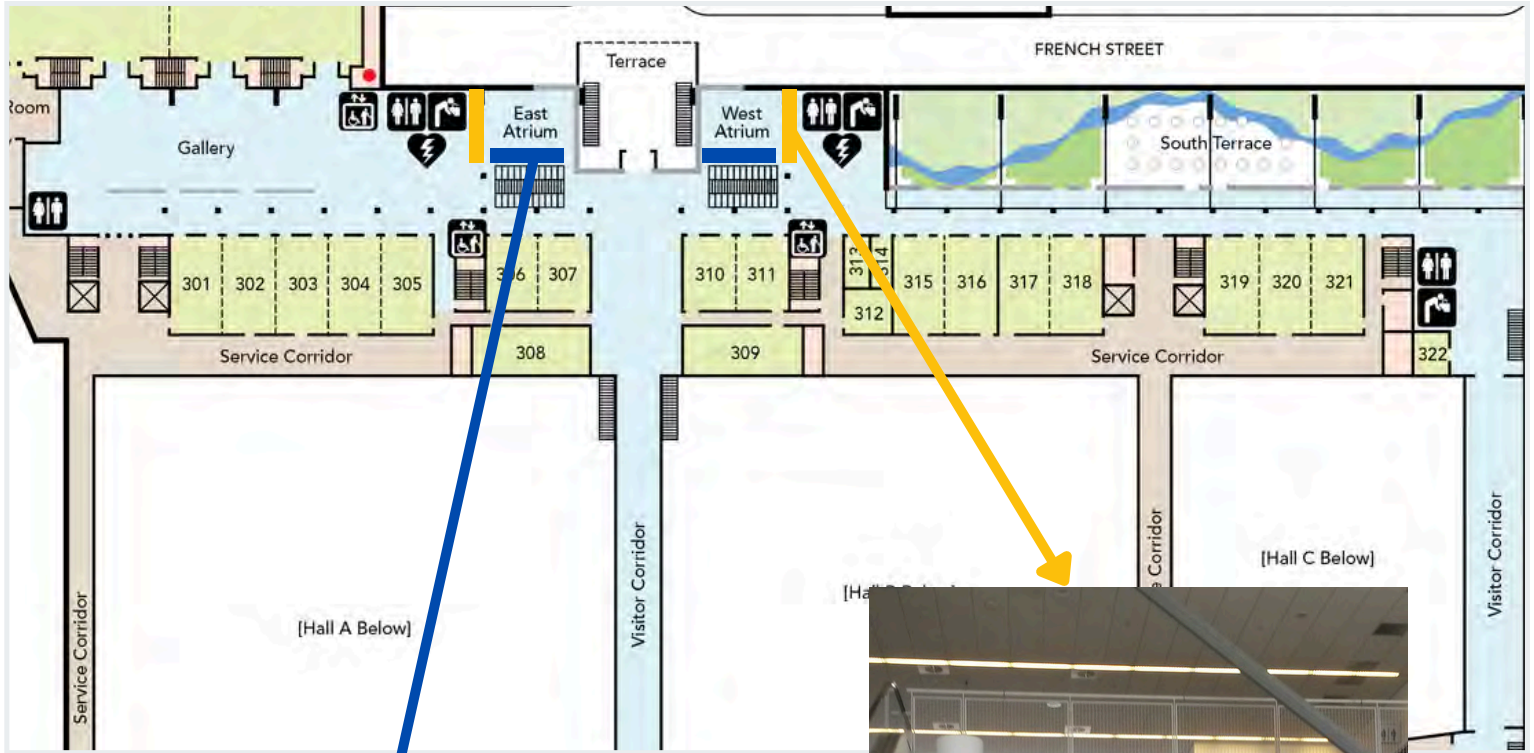
SURFACE AREAS

- 12' high x 6'4" circumference
- 12' high x 5'3 1/2" circumference
- 12' high x 6'3 1/2" circumference
- 12' high x 5'3 1/2" circumference angled pillar
- 12' high x 4'1 1/4" circumference angled pillar
- 20' high x 6'4" circumference
- 16' high x 6'4" circumference

REQUIREMENTS

- Approved substrate is Phototex, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Banner

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

- North Wall: 7'11" high x 27' wide
- West Wall: 7'11" high x 17' wide
- East Wall: 7'11" high x 19' wide

REQUIREMENTS

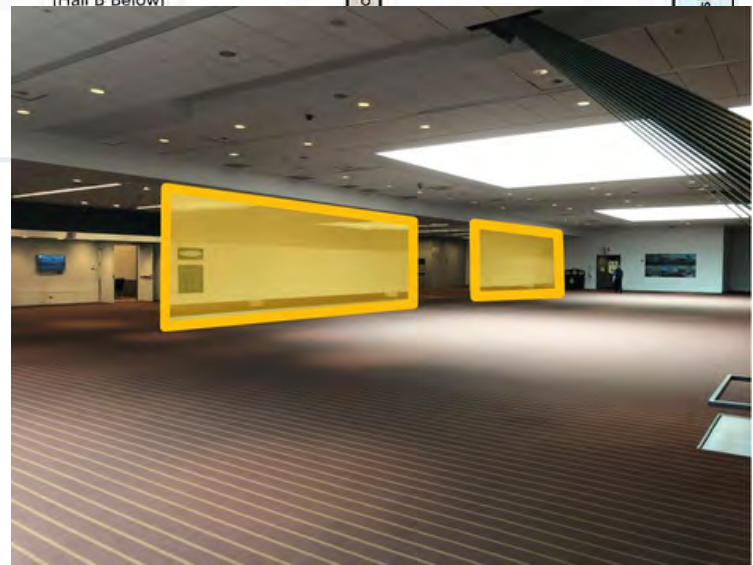
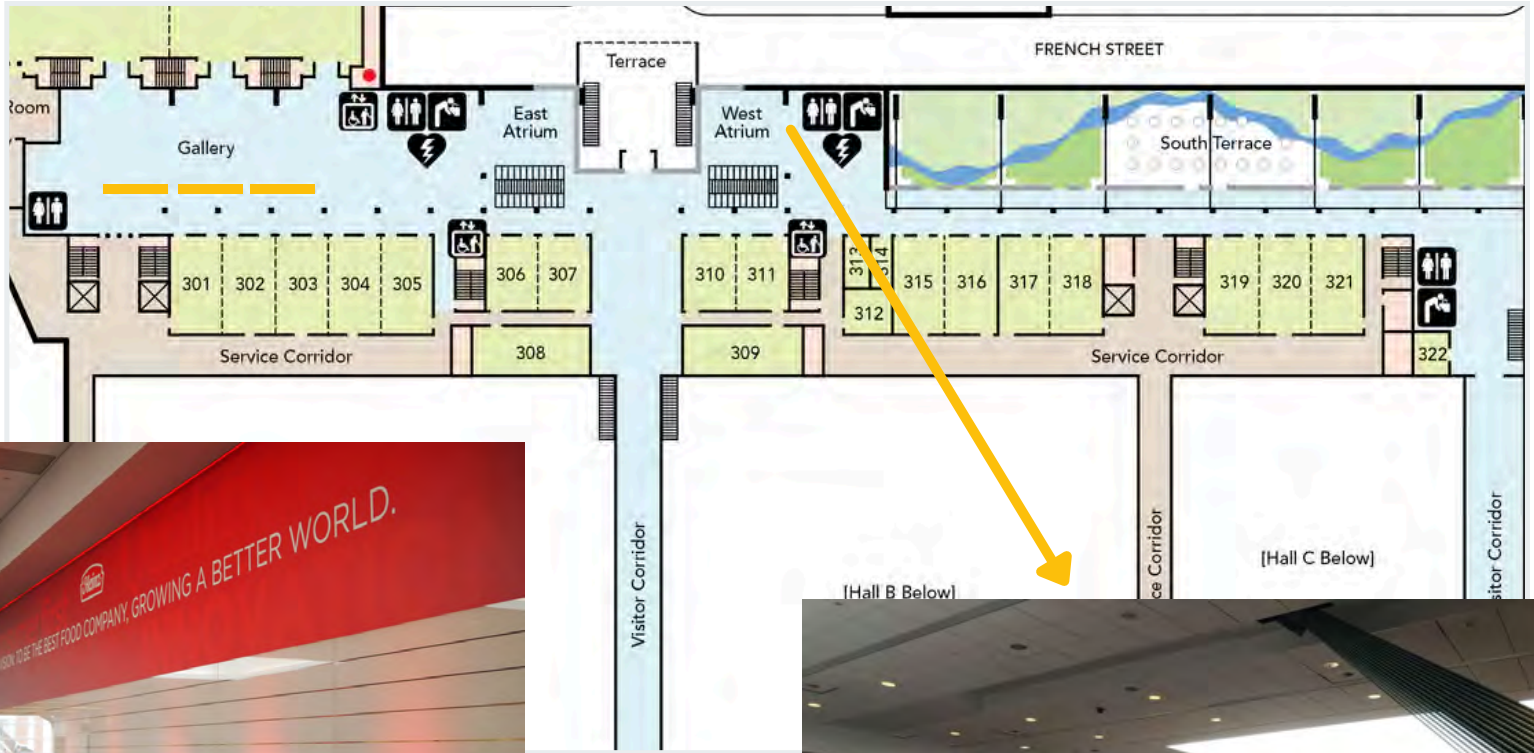
Grommets every 3' on top of banner

*Available based on space usage

Third Level East and West Atrium

Branding Opportunities

17 Ballroom Gallery Glass Panels



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

- 5' high x 40' wide (top glass only)
- 11'6" high x 40' wide (full glass)

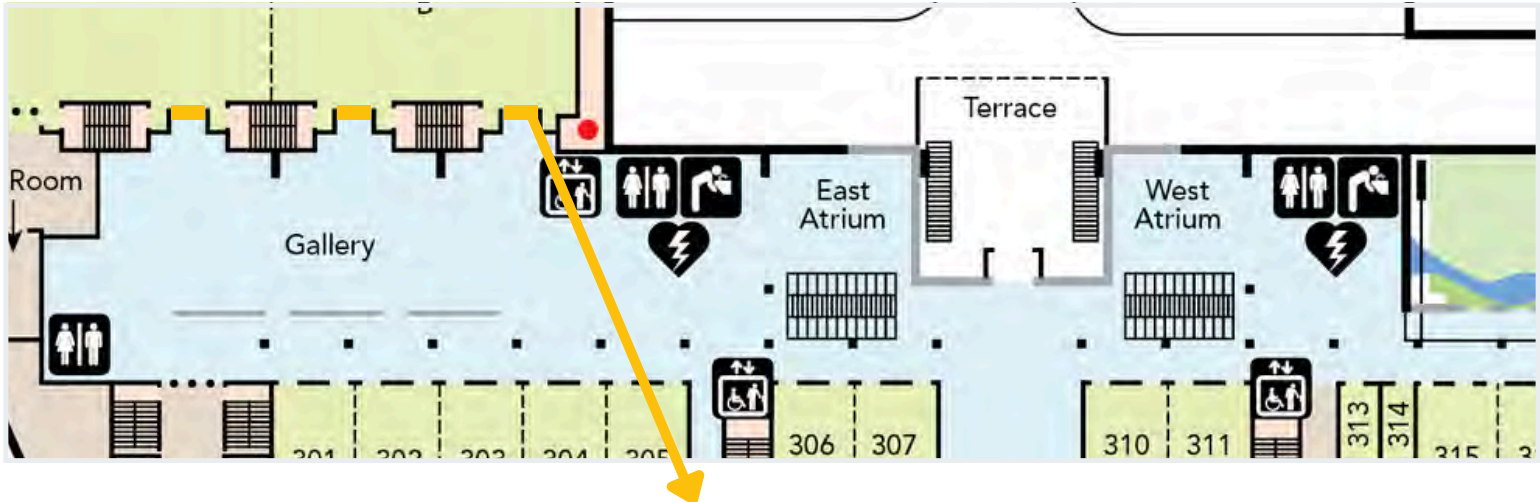
REQUIREMENTS

- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage

Glass Dividers

Branding Opportunities



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

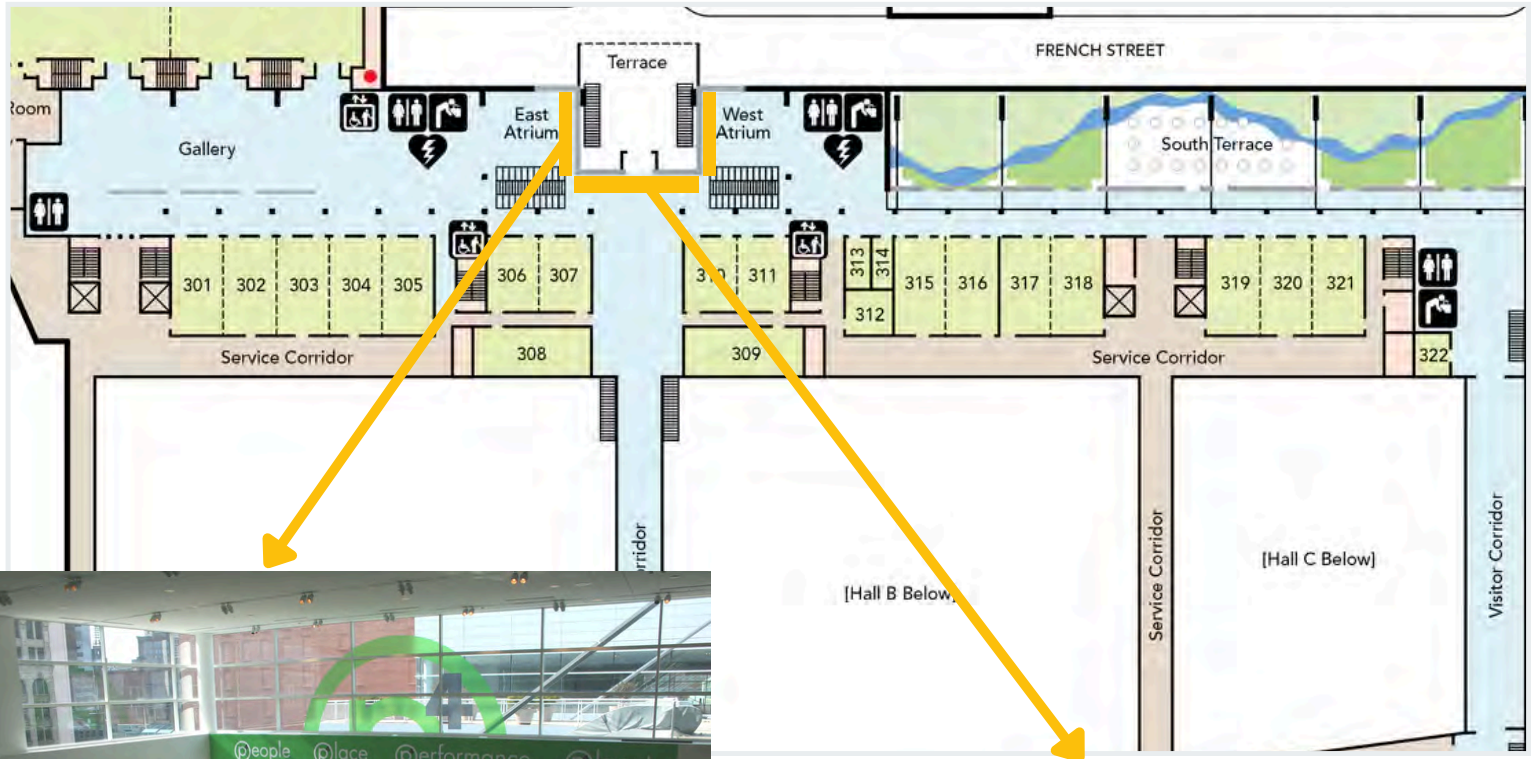
- 7'3" high x 3' wide per door
- 4'1" to handle from top of door
- 1.5" high (handle)
- 3.5" in from sides (handle)
- 3'1.5" to handle from bottom
- 3.5" high metal trim on top and bottom

REQUIREMENTS

- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage

19 Glass Windows by Regional Gallery and Atrium



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

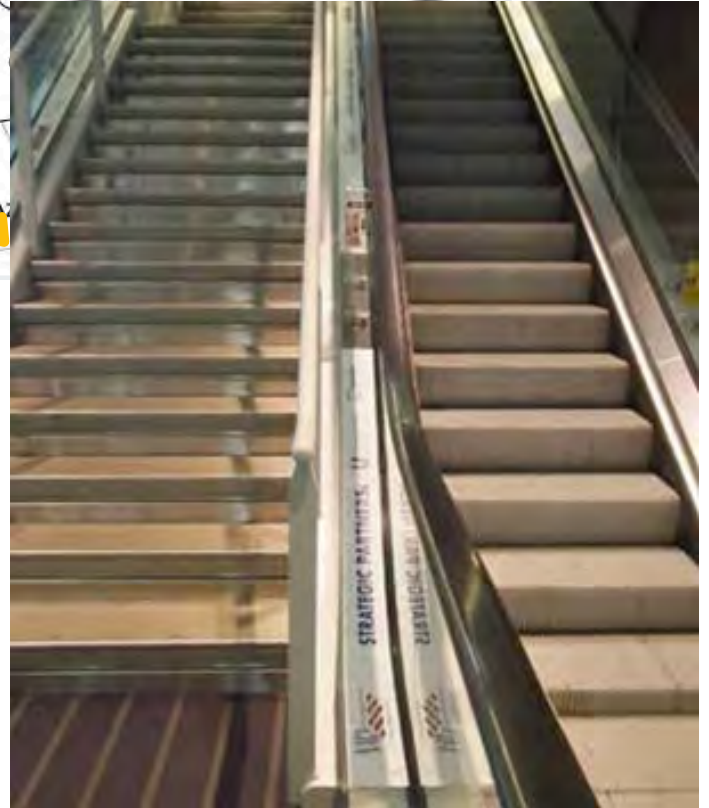
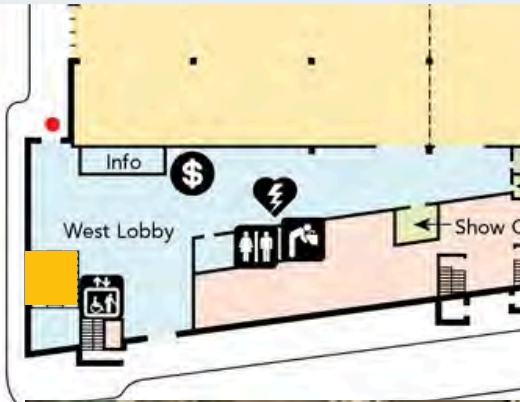
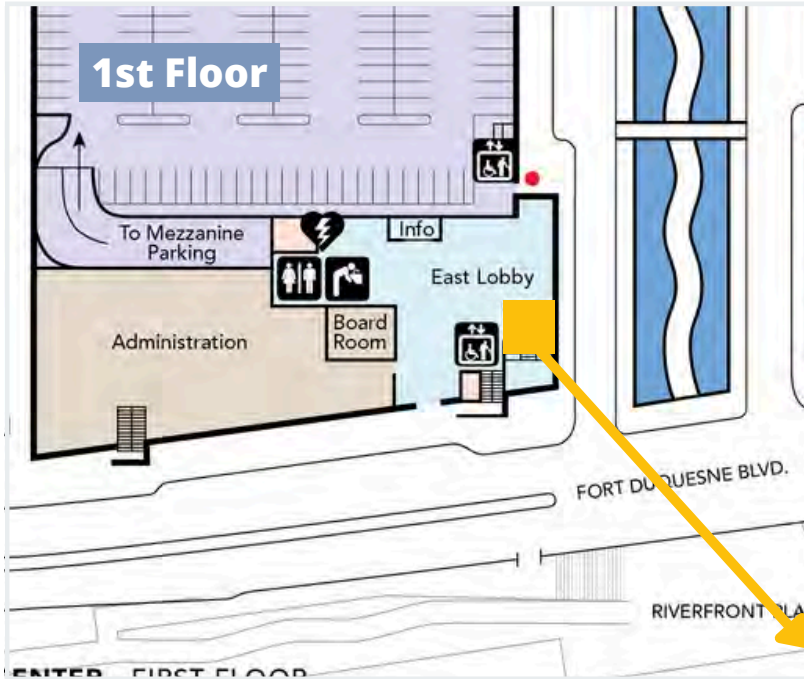
SURFACE AREAS

- 3'8" high x 9'9" wide
- Mullions are 2.5" wide and 3.5" tall

REQUIREMENTS

- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Decal

Installed and Dismantled by: Service Contractor Carpenters

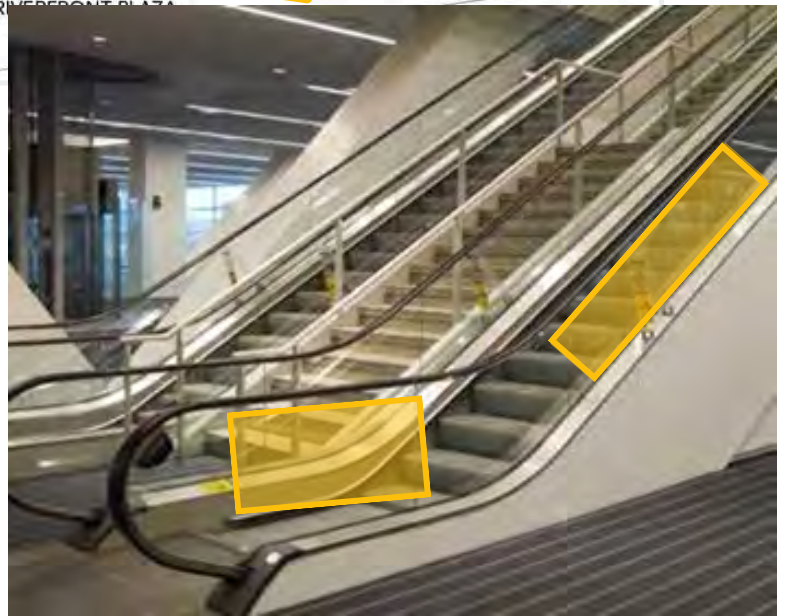
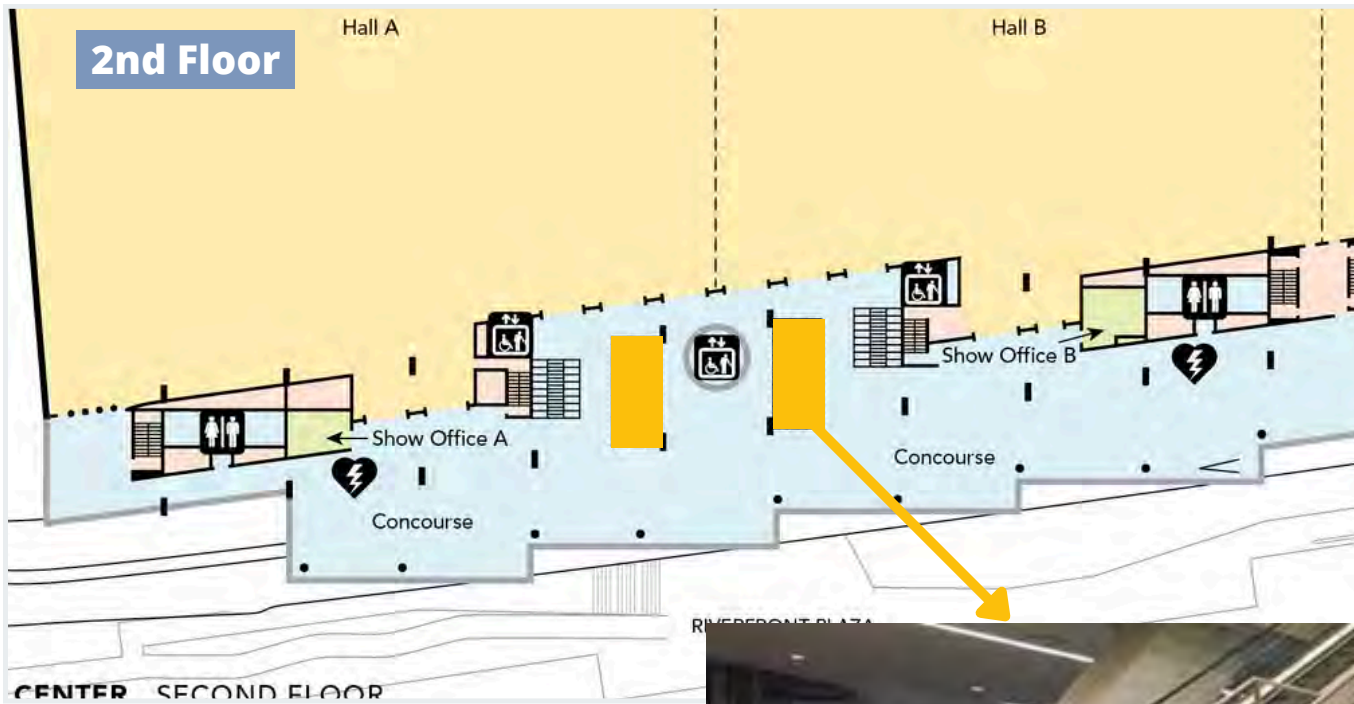
SURFACE AREAS

- East and West Escalators: 3" wide x 70' long
- 2nd Level Escalators: 3" wide x 66' long
- 3rd Level Escalators: 3" wide x 52' long

REQUIREMENTS

- Available based on licensed areas
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

- Straight Area of Escalator: Up to 20" high x 3' long
- Angled Area of Escalator: Up to 20" high x 10' long

REQUIREMENTS

- Available based on licensed areas
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage



Type: Decal

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

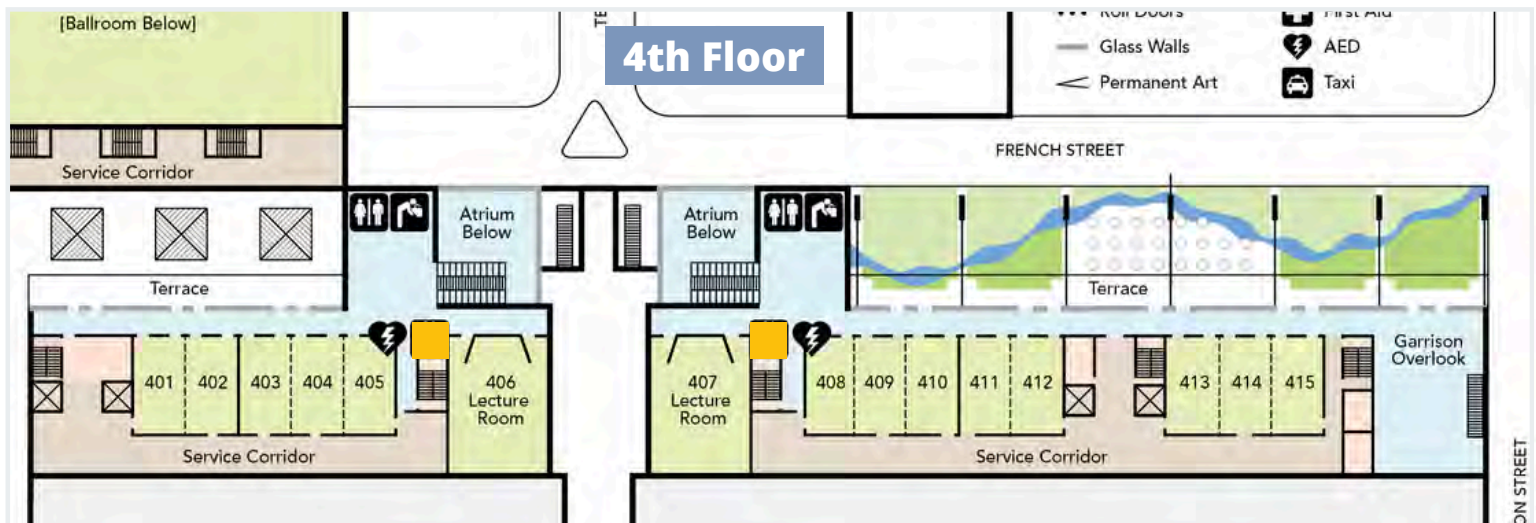
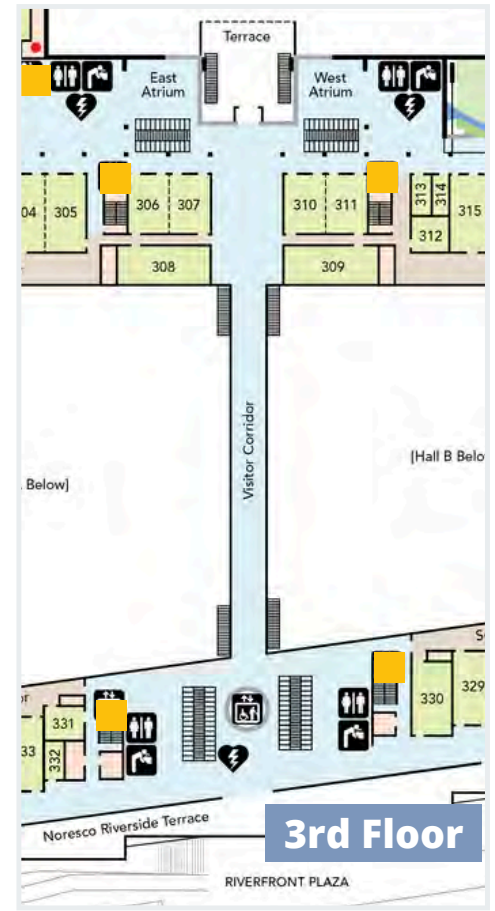
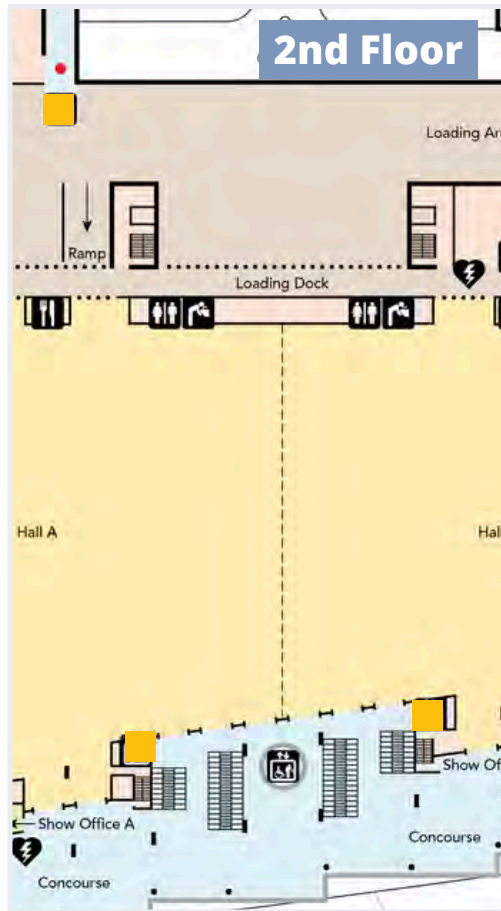
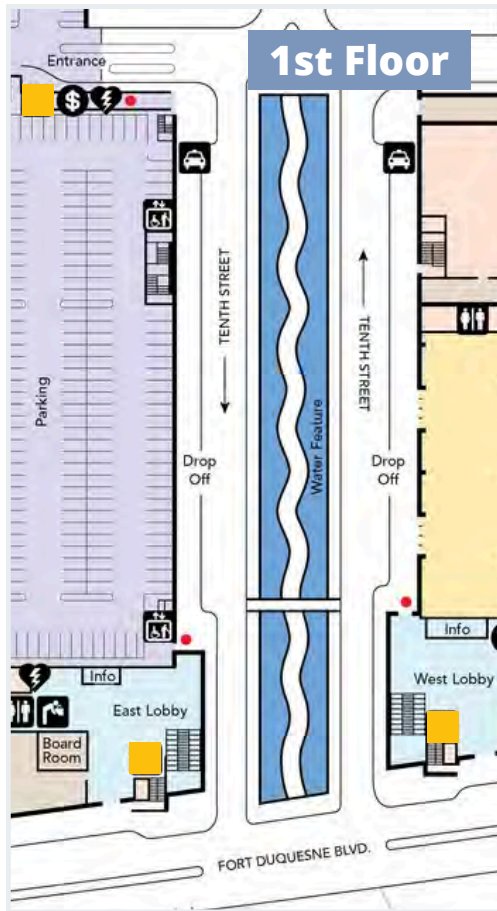
Ballroom: Up to 3.5' wide by 7' high, panels measure 1.7' wide by 7' high

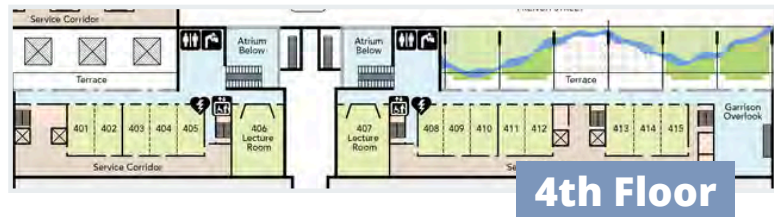
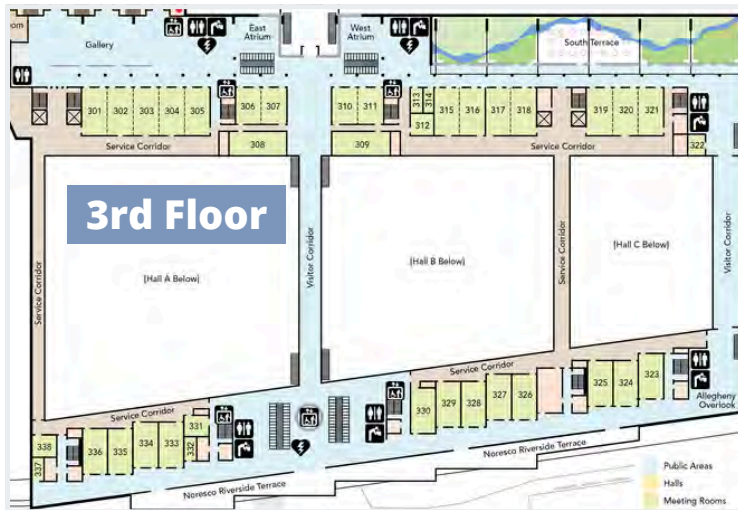
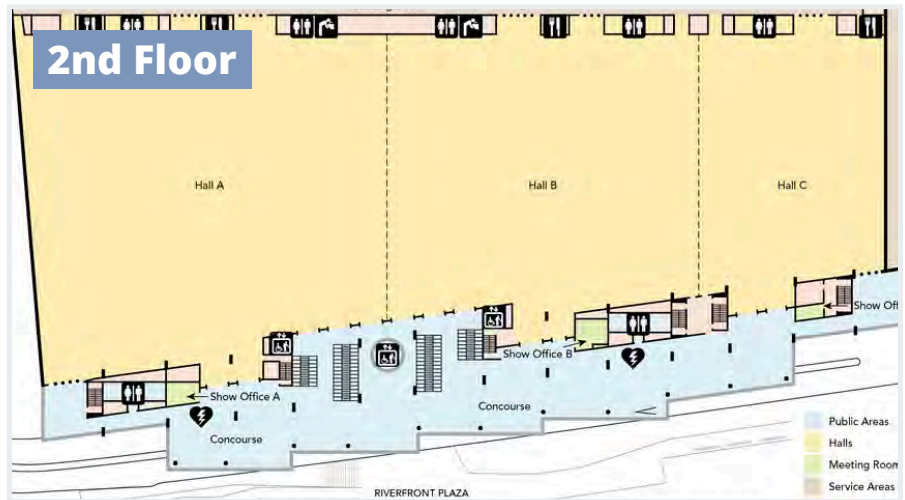
Other: Up to 14.6' wide by 8' high, panels measure 14.6' outer, 14.75' inner, by 8' high

REQUIREMENTS

- Available when all areas of DLCC are licensed
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage





Type: Floor Decal
 Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

Recommended not to be larger than 2'

REQUIREMENTS

- Available in licensed areas
- Approved substrate is 3M 40C-20R, any other type of material must be submitted to your Event Manager 30 days prior to licensed dates for approval

*Available based on space usage

Executive Podium



Used in Spirit of Pittsburgh Ballroom
A, B, C

DLCC Podium



Used in Meeting Rooms

Type: Podium Signage

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

- Executive Podium: 25" wide x 11 ½" high
- DLCC Podium: 20" wide x 20" high

REQUIREMENTS

- May only be affixed with Remo Specialty Tape
- May purchase Remo Specialty Tape from DLCC if unable to provide it, speak with your Event Manager
- DLCC Podium has removable sign, approved substrate is 1/4" Sintra board
- ** NO velcro
- ***Damage fees to be incurred if tape, velcro, or other adhesive used on podium(s)

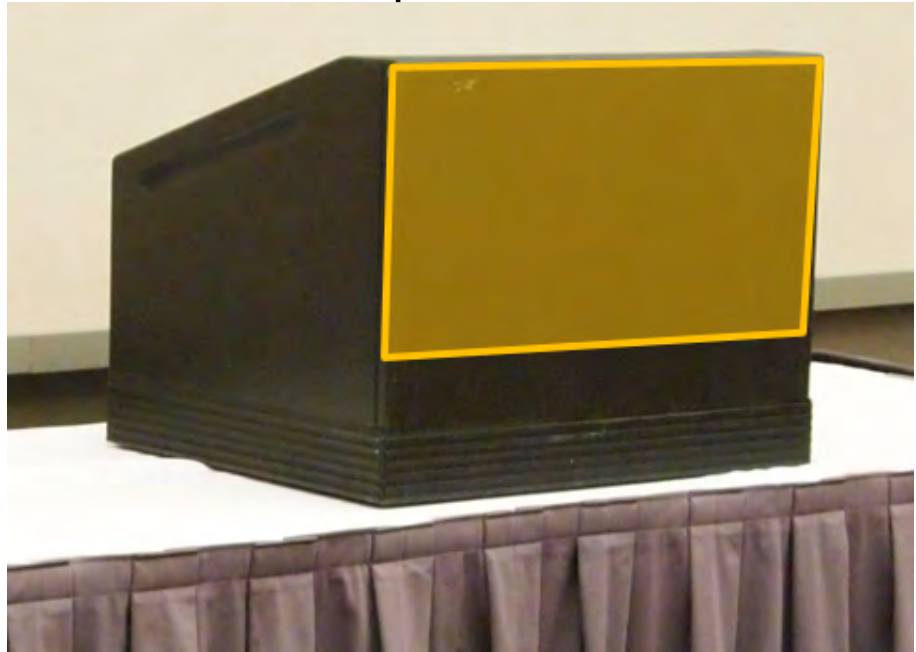
*Available based on space usage

Standing Podium



Used in Meeting Rooms 401-415, Exhibit Halls

Tabletop Podium



Used in Meeting Rooms 323-338

Type: Podium Signage

Installed and Dismantled by: Service Contractor Carpenters

SURFACE AREAS

- Standing Podium: 24" wide x 48" high
- Table Top Podium: 24" wide x up to 18 ½ " high

REQUIREMENTS

- May only be affixed with Remo Specialty Tape
- May purchase Remo Specialty Tape from DLCC if unable to provide it, speak with your Event Manager

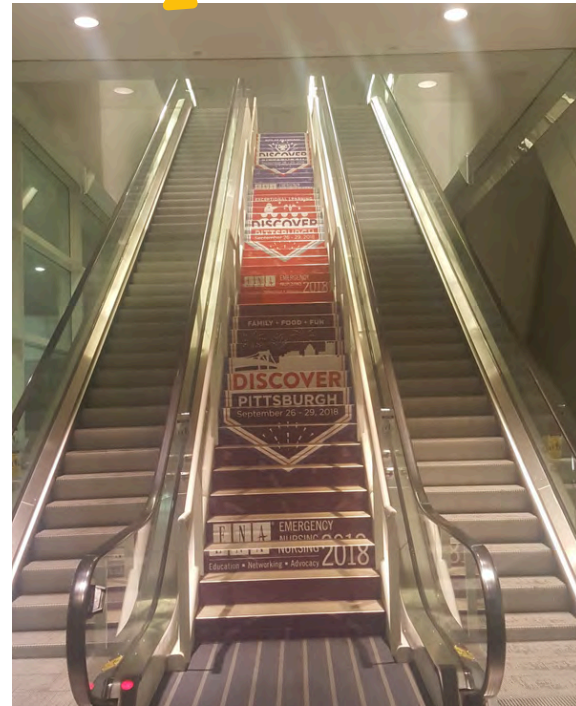
** NO velcro

***Damage fees to be incurred if tape, velcro, or other adhesive used on podium(s)

*Available based on space usage

Levels 2, 3, and 4

Branding Opportunities



Type: Step Signage

Installed and Dismantled by: Service Contractor
Carpenters

SURFACE AREAS

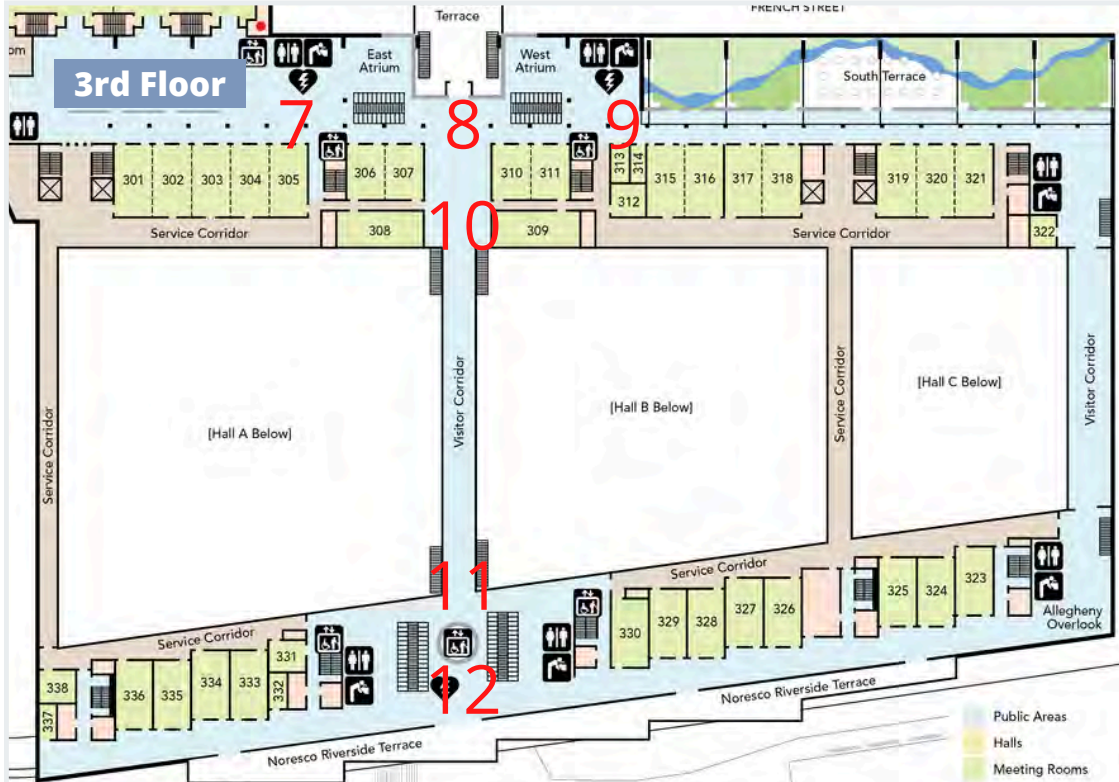
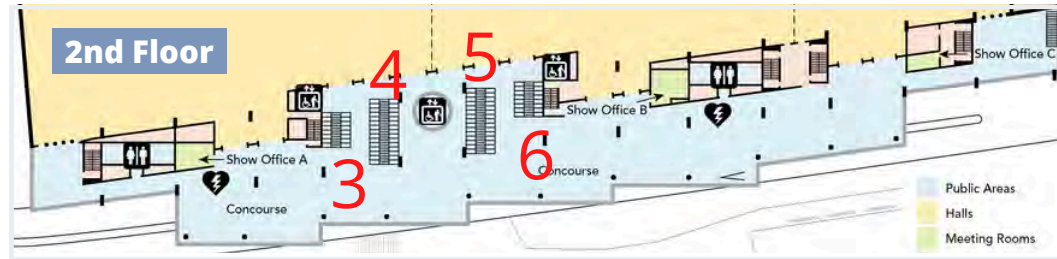
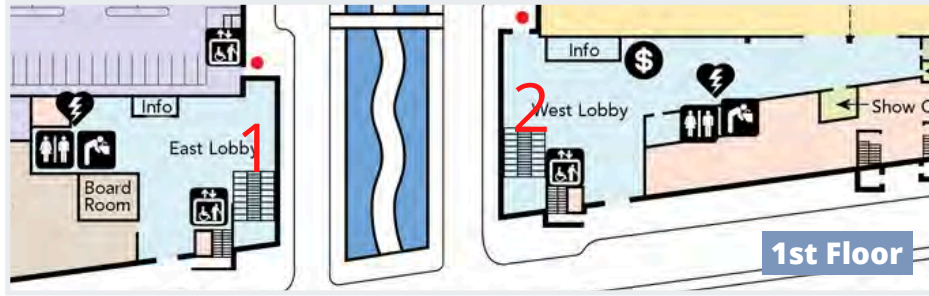
- Steps from Level 1 to Level 2 – 3 sets of 16 steps
- Steps from Level 2 to Level 3 – 3 sets of 15 steps
- Steps from Level 3 to Level 4 – 2 sets of 18 steps
- Steps measure 52 ¼" wide x 6 ½" high

REQUIREMENTS

- Available in licensed areas only
- Lobby steps available only when the entire building is licensed
- Approved substrate is 3M 40C-20R

*Available based on space usage

Overheads



List of Signs:

1 North	7 East
1 South	7 West
2 North	8 East
2 South	8 West
3 North	9 East
3 South	9 West
4 North	10 North
4 South	10 South
5 North	11 North
5 South	11 South
6 North	12 East
6 South	12 West

Direction indicates which way the screen faces.

Please email your Event Manager with files and indicate which file belongs to which overhead.

Branding Order Form

Number / Approval	Options (Please check)
1 -	☐ Use previous page
2 -	☐ Email Event Manager
3 -	☐ Email Event Manager
4 -	☐ Small ☐ Large & ☐ East ☐ West
5 -	☐ East ☐ West
6 -	☐ 2 window ☐ 4 window ☐ East ☐ West
7 -	☐ Square ☐ Large ☐ Small
8 -	☐ Yes
9 -	☐ Yes
10 -	☐ East ☐ West
11 -	Concourse ☐ A ☐ B ☐ C
12 -	☐ Insert ☐ Decal Concourse ☐ A ☐ B ☐ C
13 -	☐ Level 2 ☐ Level 3
14 -	☐ Hall A ☐ Hall B
15 -	☐ 301-305 ☐ 306-311 ☐ 315-321
16 -	☐ North ☐ East ☐ West
17 -	☐ Middle ☐ East ☐ West
18 -	☐ A ☐ B ☐ C
19 -	☐ Middle ☐ East ☐ West
20 -	☐ East ☐ West
	☐ 1st Level ☐ 2nd Level ☐ 3rd Level
21 -	☐ East ☐ West
	☐ 1st Level ☐ 2nd Level ☐ 3rd Level
22 -	☐ East ☐ West ☐ Ballroom
	☐ 1st Level ☐ 2nd Level
	☐ 3rd Level ☐ 4th Level
23 -	☐ 1st Level ☐ 2nd Level
	☐ 3rd Level ☐ 4th Level
24 -	☐ Executive ☐ Acrylic
25 -	☐ Standing ☐ Tabletop
26 -	☐ East ☐ West
	☐ Level 1-2 ☐ Level 2-3 ☐ Level 3-4

Numbers reference type numbers used in this guide.