



# DAVID L. LAWRENCE

## CONVENTION CENTER

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PITTSBURGH

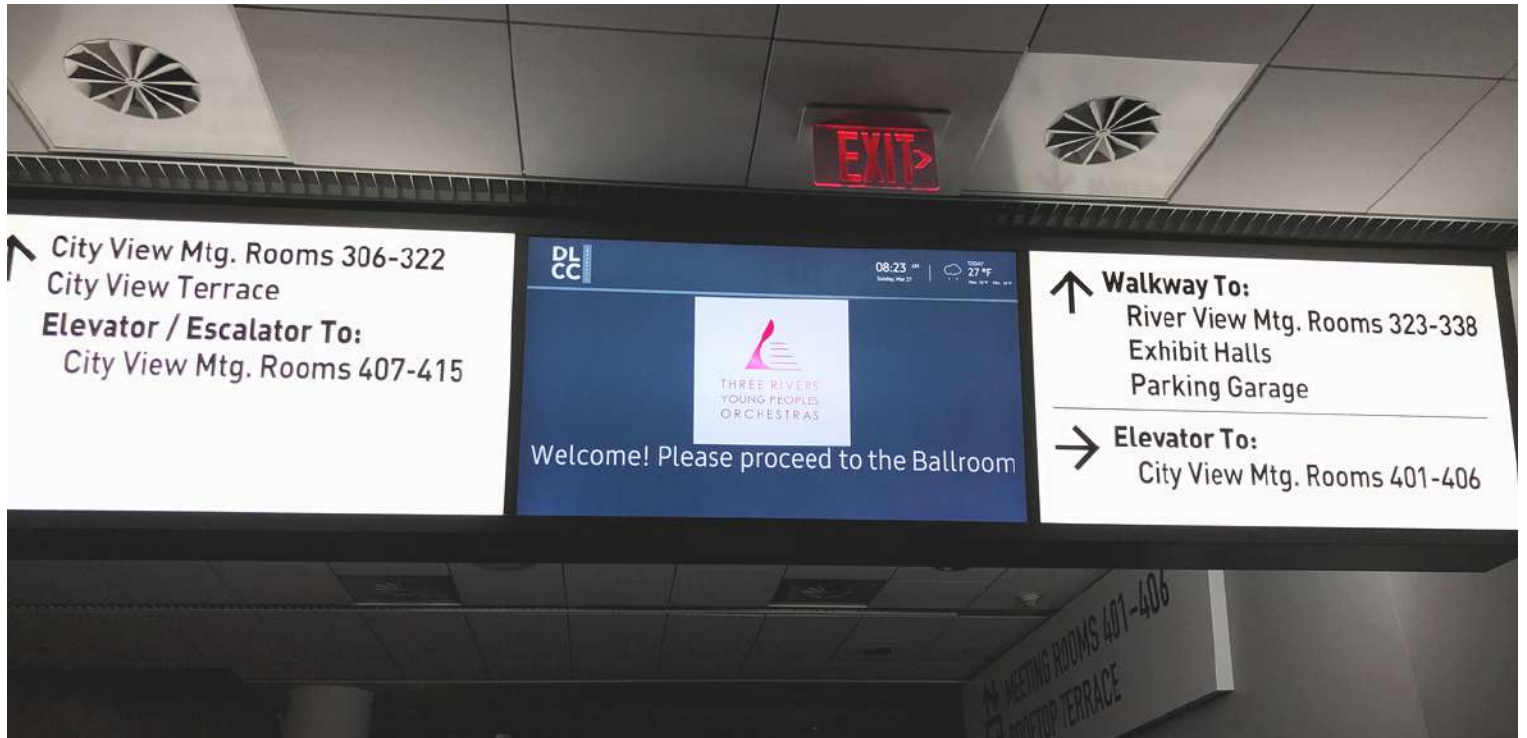
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# Branding Opportunities

**"From Steel to Sustainable"**

**An ASM Global managed facility**



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

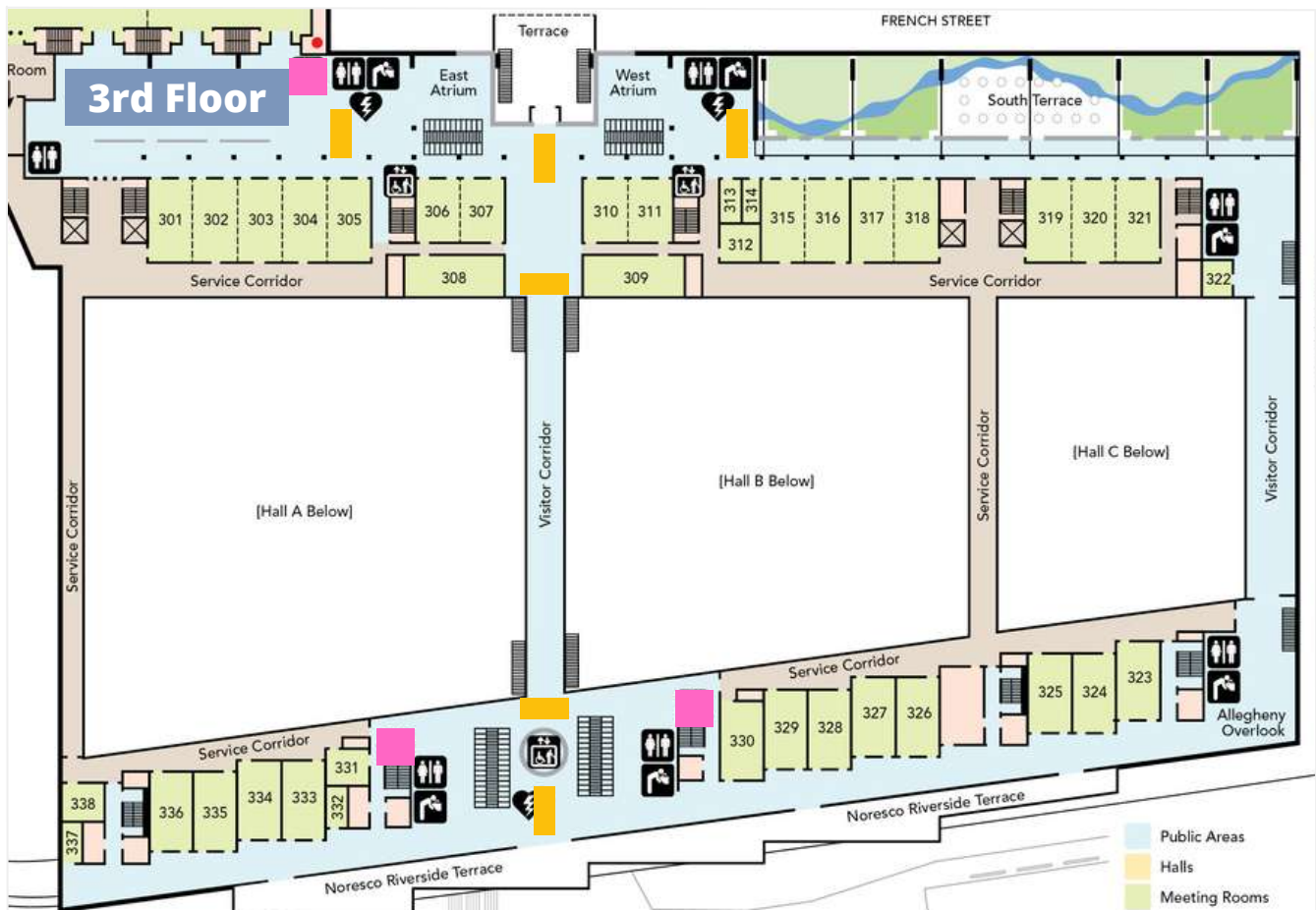
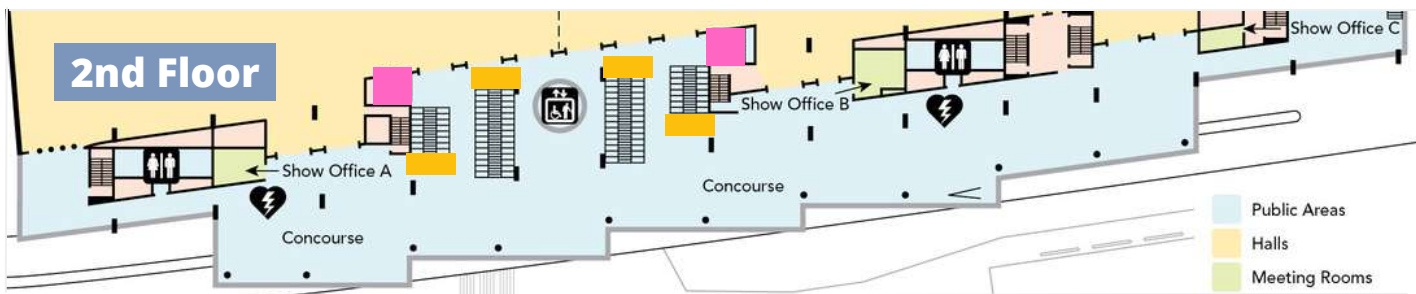
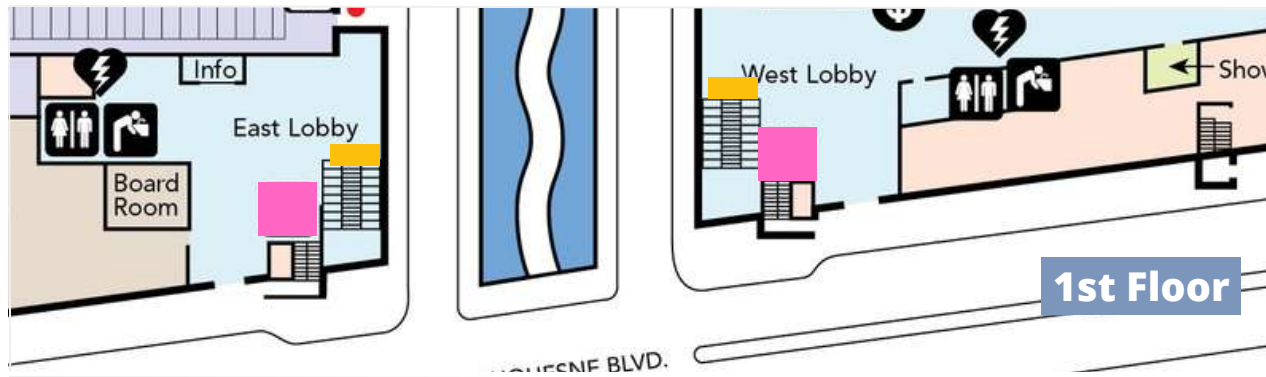
- Compatible with .jpg, .pdf, .png, and .mp4 files
- Image file must be sent to your Event Manager at least 2 weeks prior to event
- May not be used for sponsorships. For this option, please coordinate with showNets for sponsor packages
- Overheads are shared by all licensed events in building

\*Available based on space usage

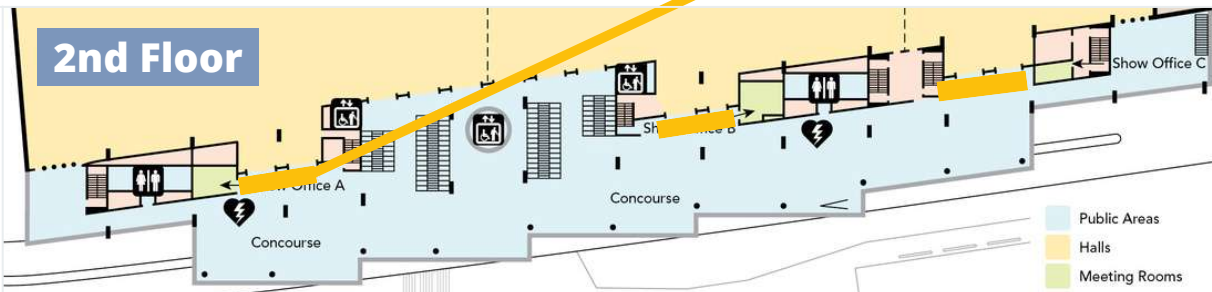
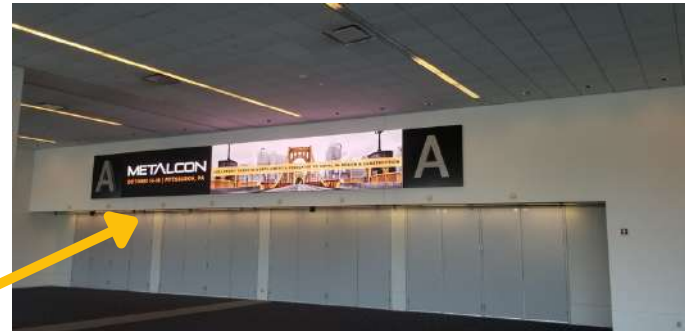
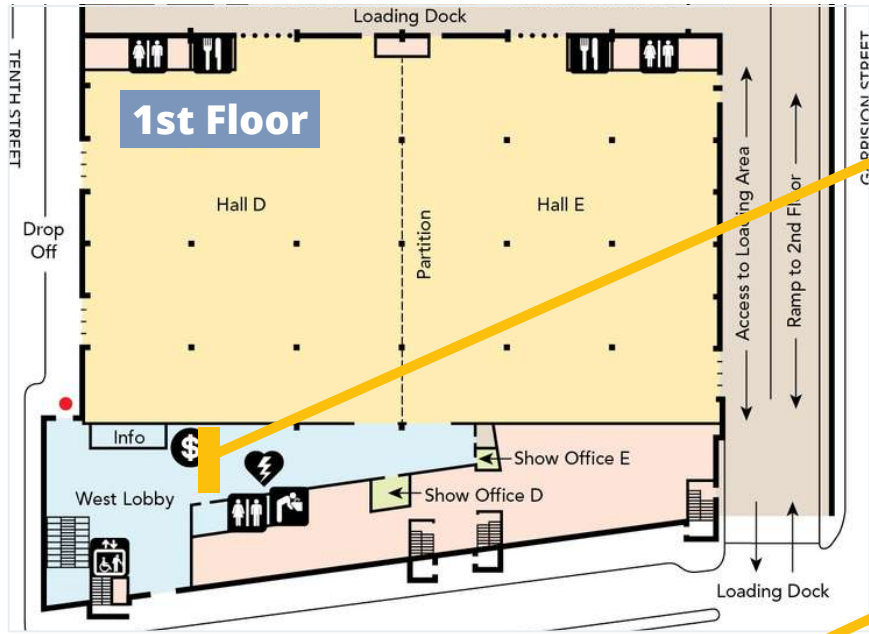


# Digital Overheads

- Overhead
- Elevator



# 2 Digital Ribbon Walls



Type: Digital

Installed and Dismantled by: DLCC

## SURFACE AREAS

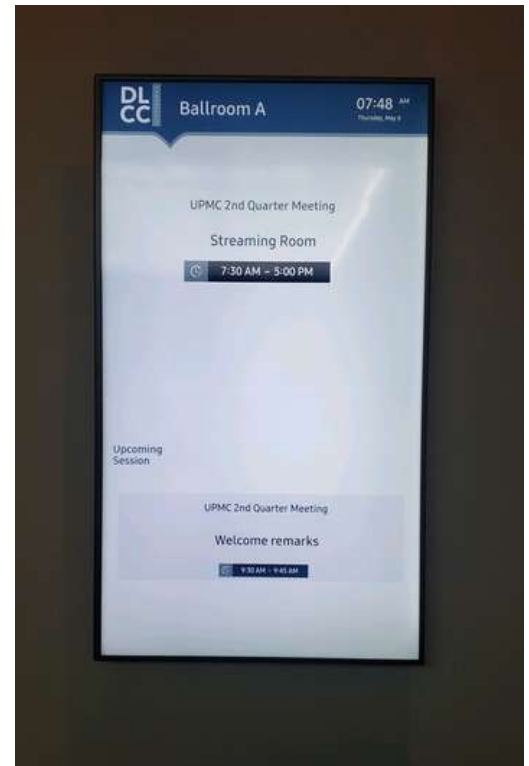
- Pixel dimensions are 1848 x 280 for Halls A, B, & C
- Pixel dimensions are 1008x244 for Halls D & E (Note: there is only one sign for both Halls D & E)

## REQUIREMENTS

- Displayed on LED board
- Compatible with .jpg, .eps, .tif, .mp4, 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

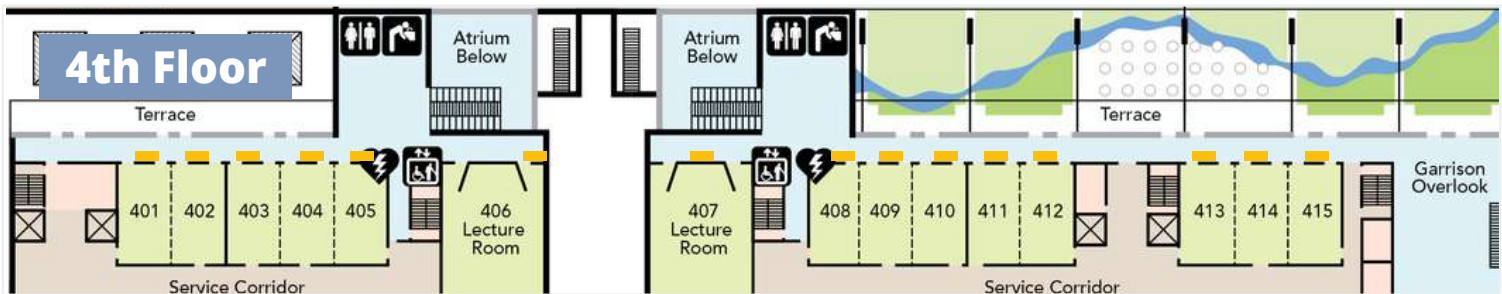
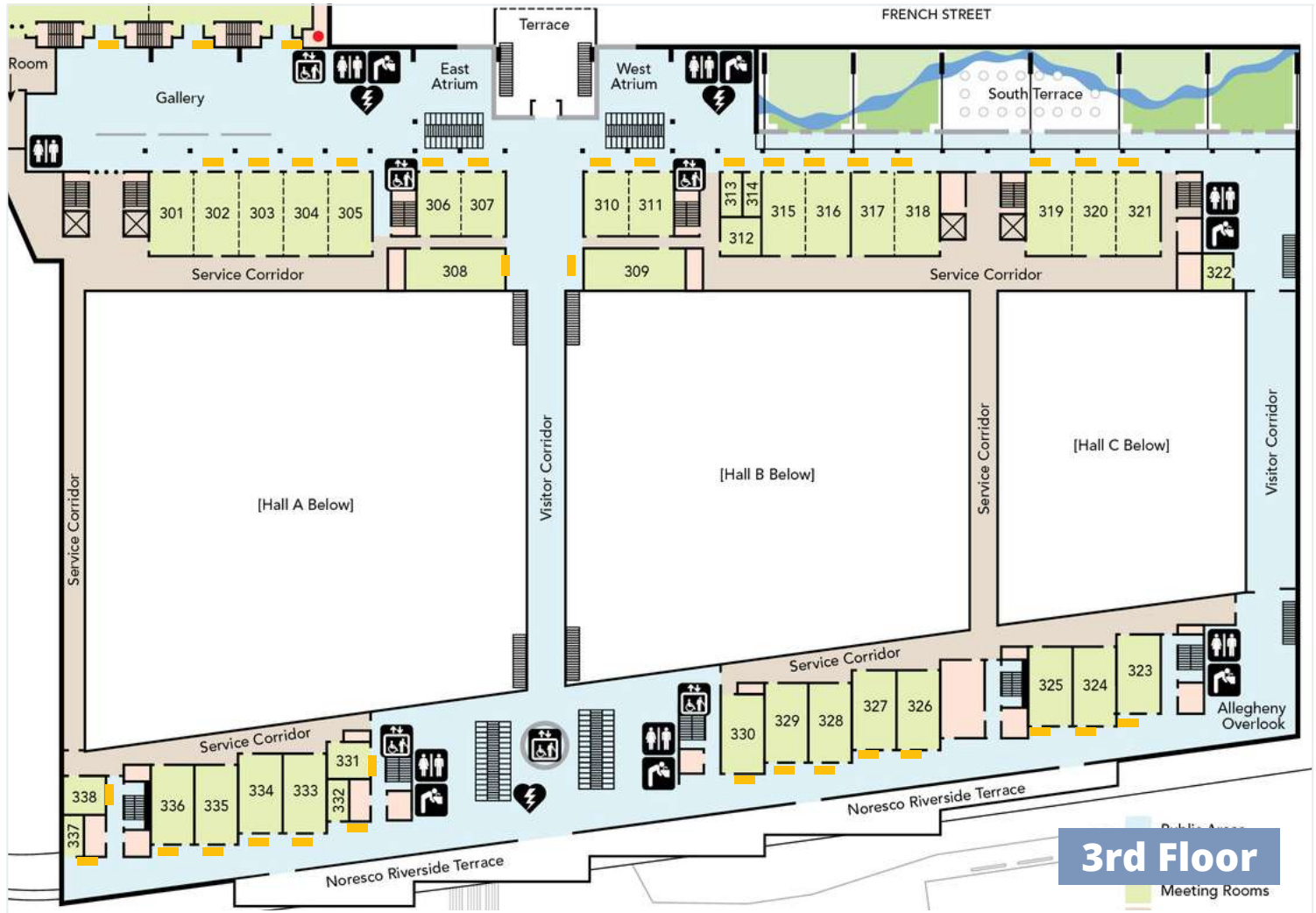
## REQUIREMENTS

- 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
- May not be used for sponsorships. For this option, please coordinate with showNets for sponsor packages

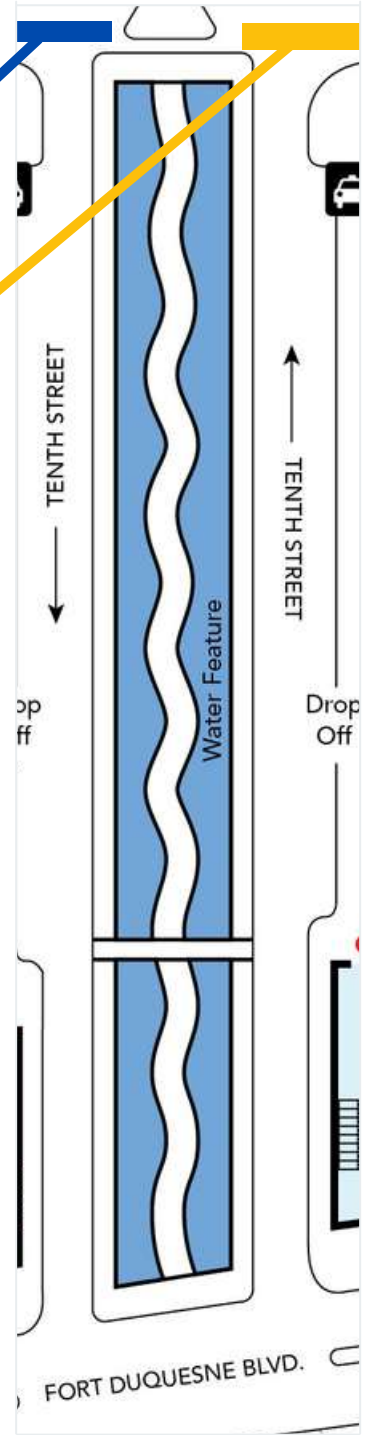
\*Available based on space usage



# 3 Meeting Room and Ballroom Monitors



# 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

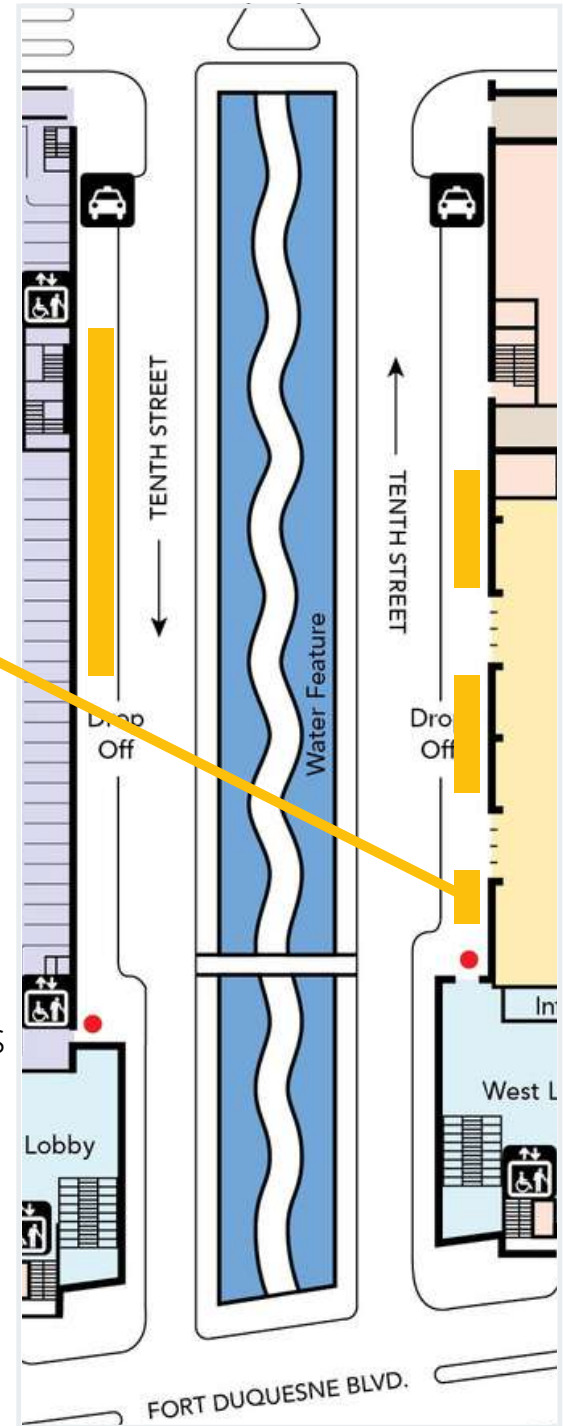
Small Banner

- 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

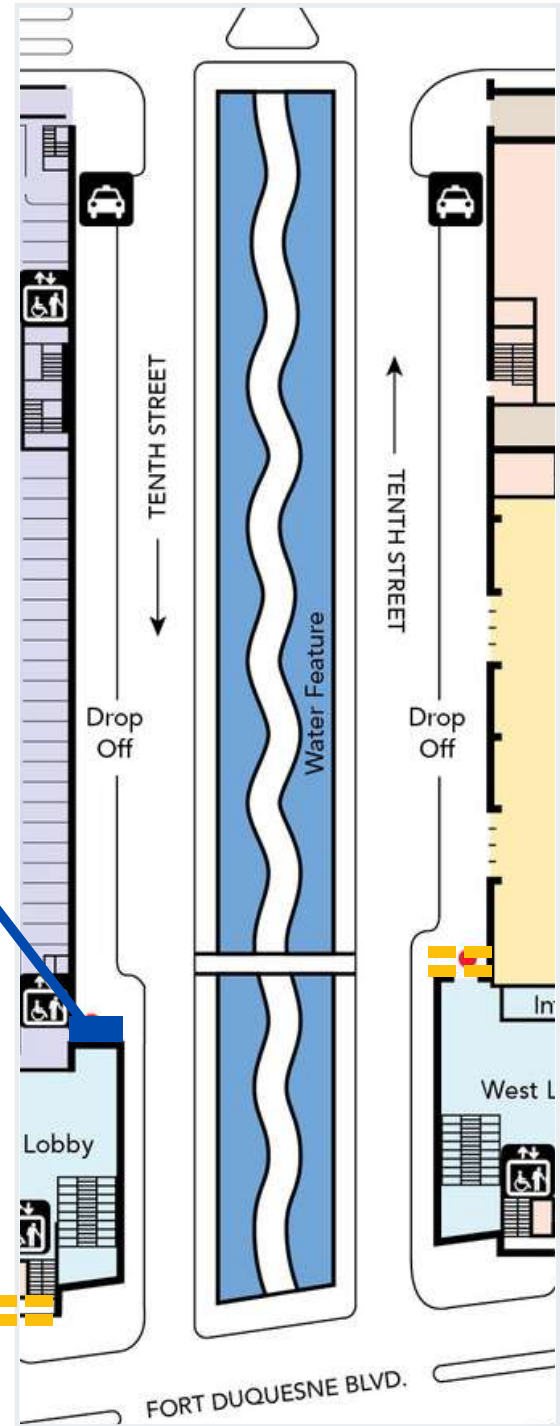
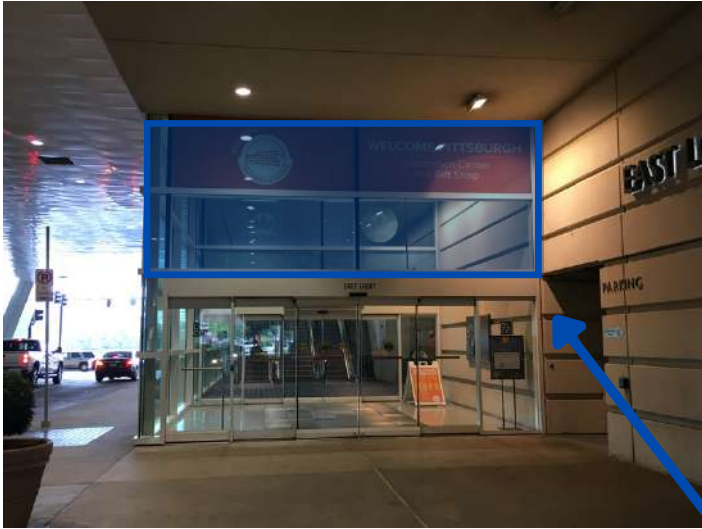
#### REQUIREMENTS

- 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 

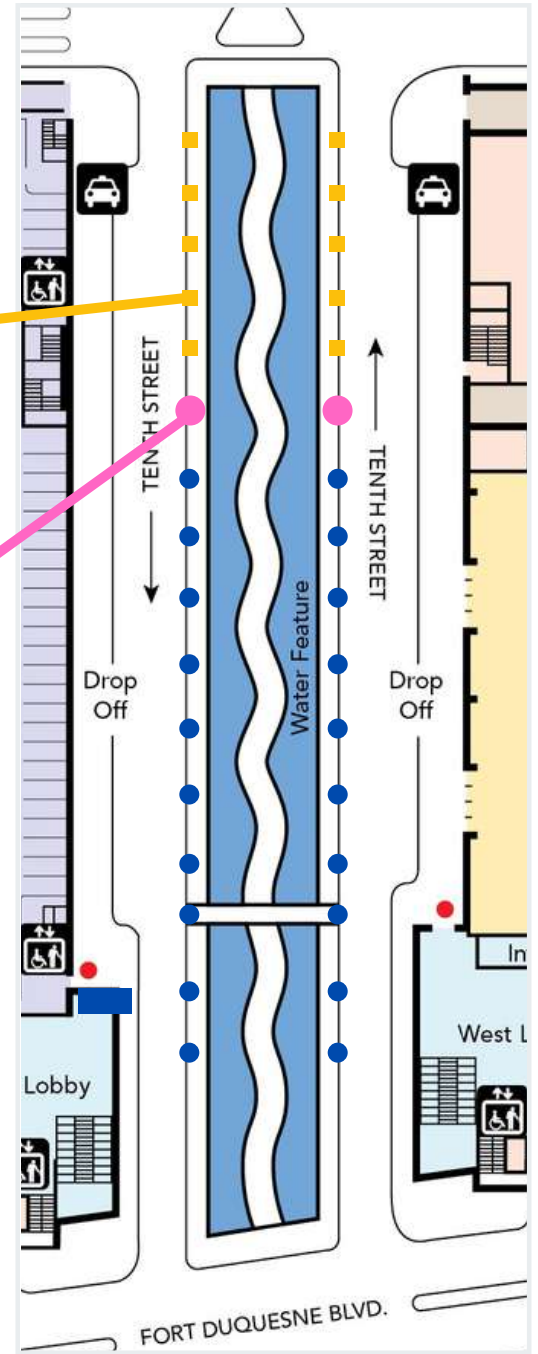
The 2 *interior* top windows are unavailable for show signage. The Visit Pittsburgh Store signage is on display at the East Lobby entrance.

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

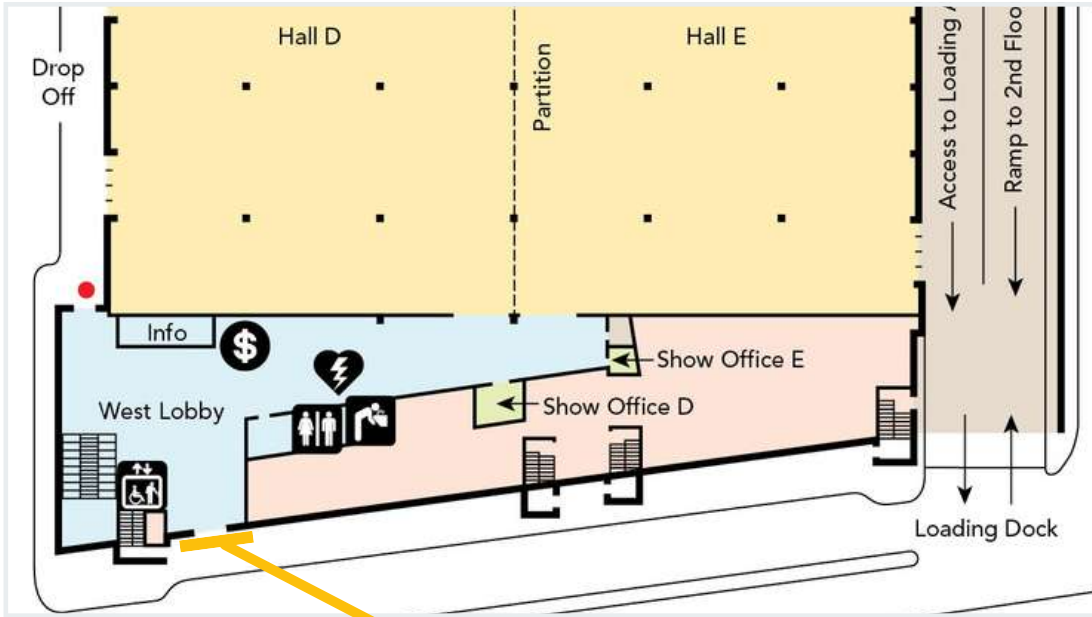
- Square Pillars (10): 20' high x 3' wide ■
- Large Round Pillars (2): 20' high x 15' 6" in circumference ●
- Small Round Pillars (18): 20' high x 7' 9" in circumference ●

## 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

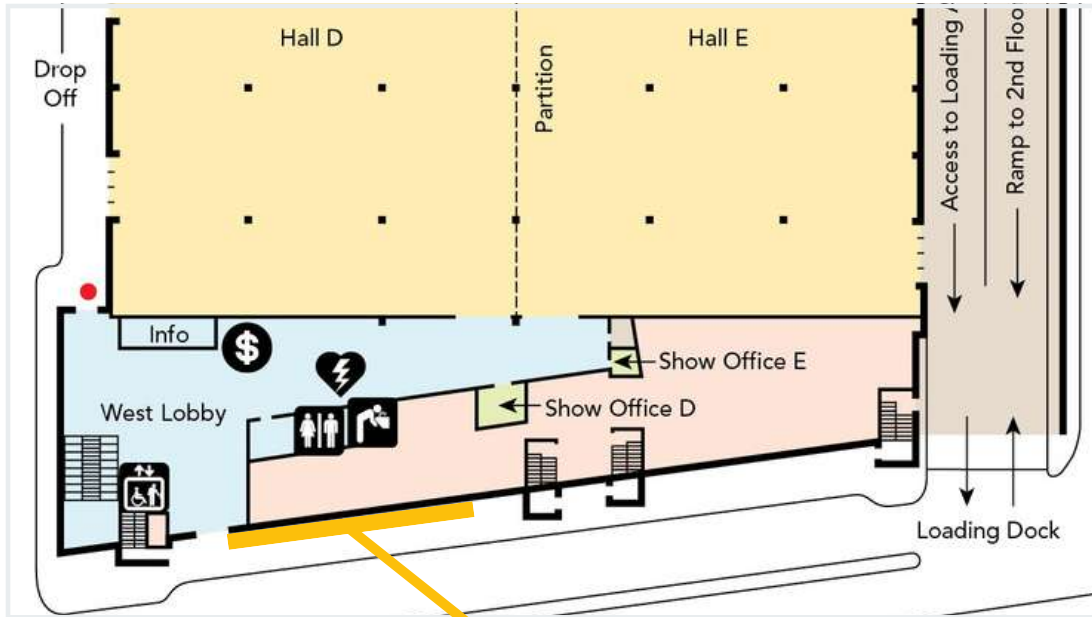
3'8" high x 9'9" wide

## 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

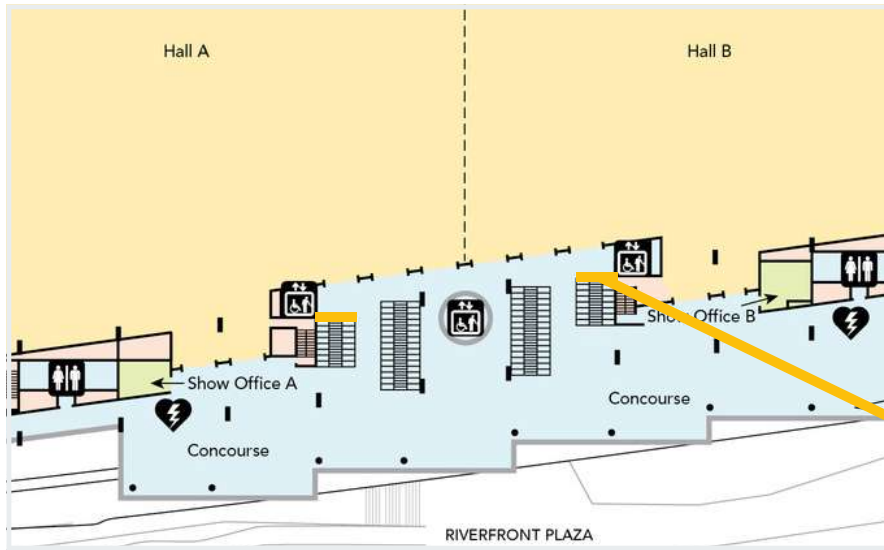
### SURFACE AREAS

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

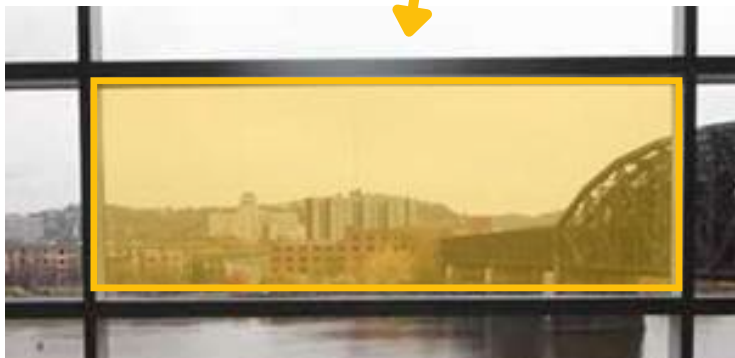
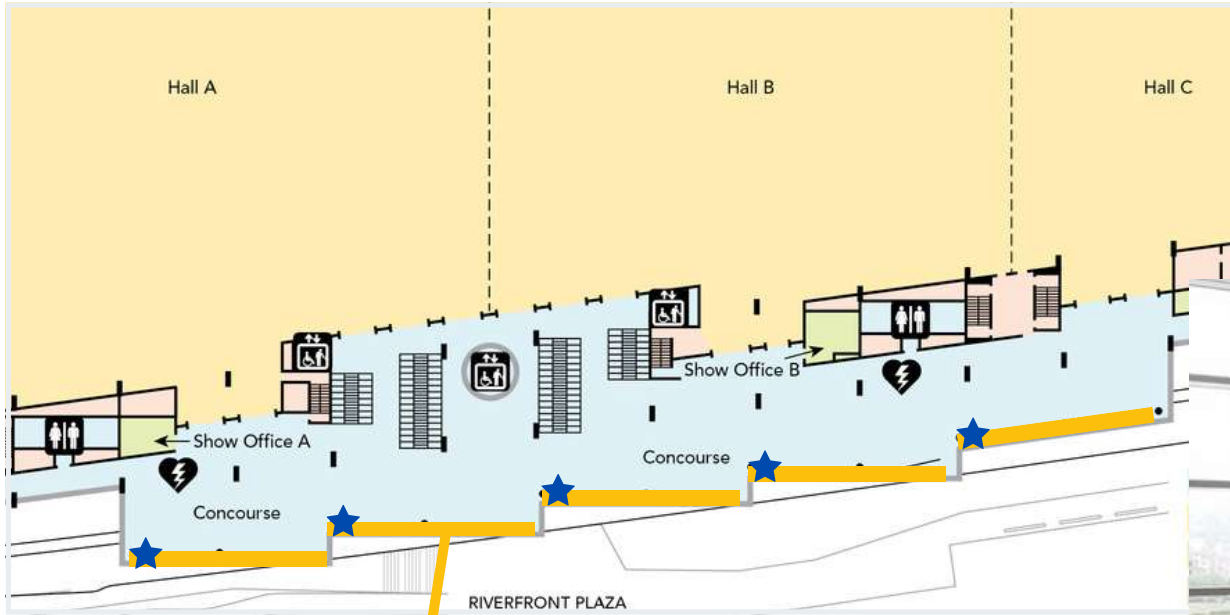
## SURFACE AREAS

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

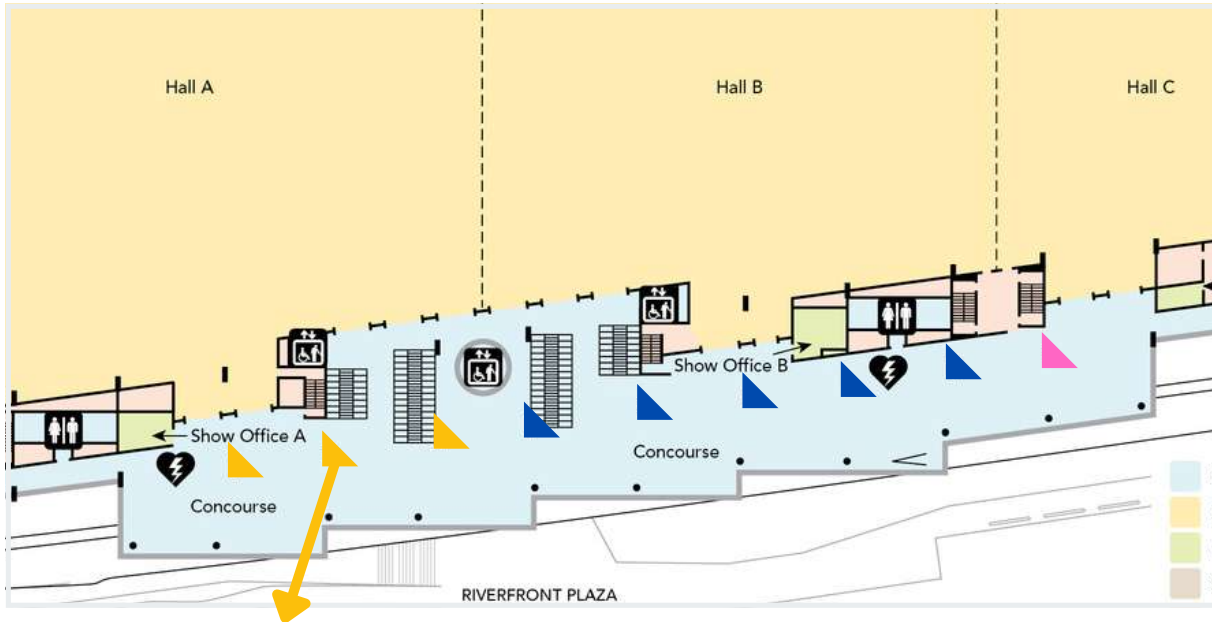
- 3' 8" high x 9' 9" wide
- 12 windows per section, window 12 at corner is marked ★ and is 3' 8" high and 8' 5" wide
- Allows for a fraction of spacing between cling and window edge
- Mullions are 2.5" wide and 3.5" tall

## 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

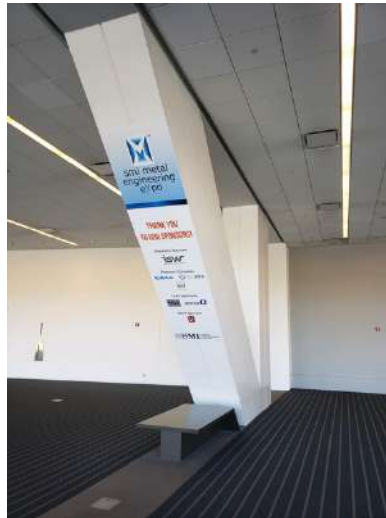




Type: Foam Core Insert

## 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

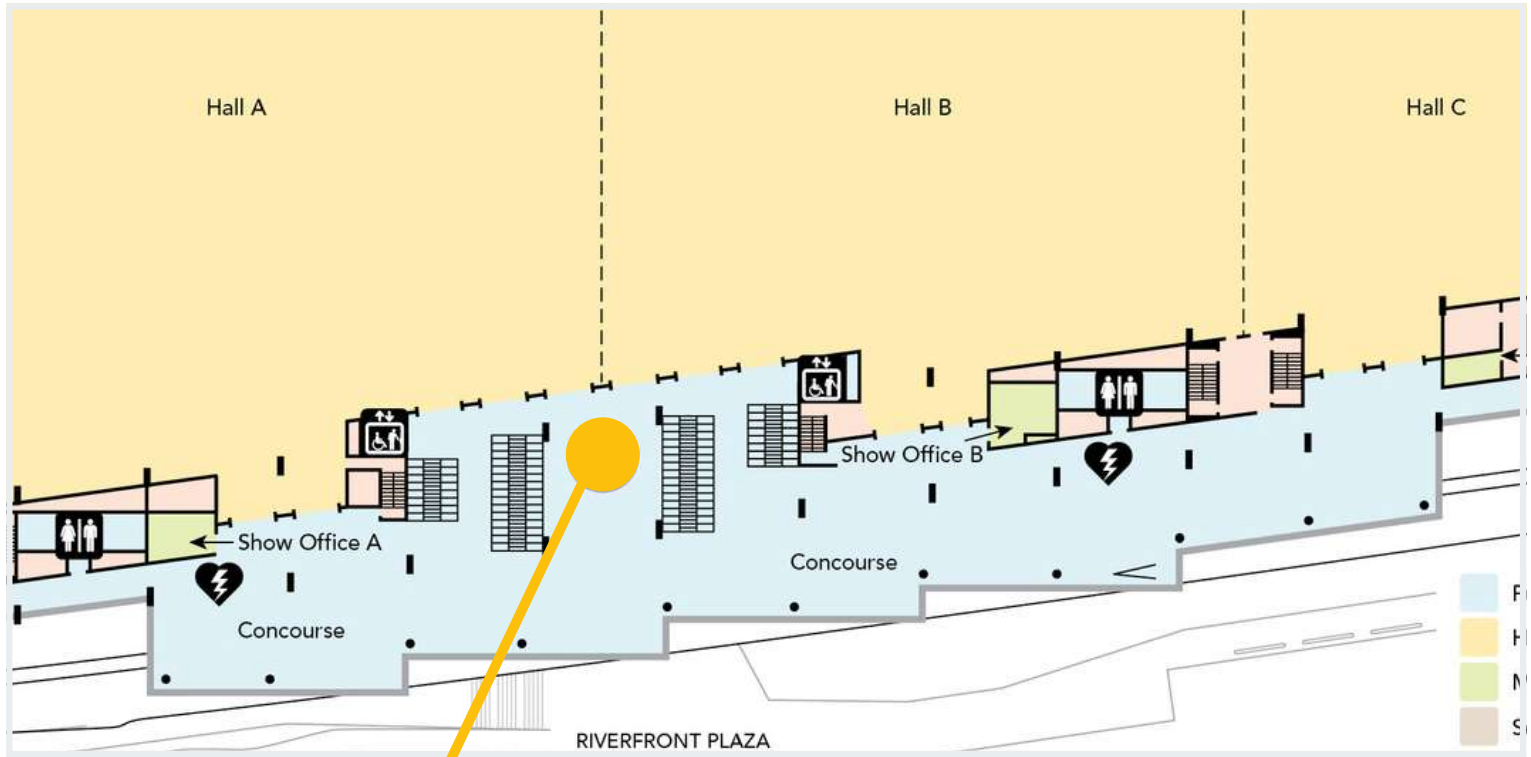
## SURFACE AREAS

- 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

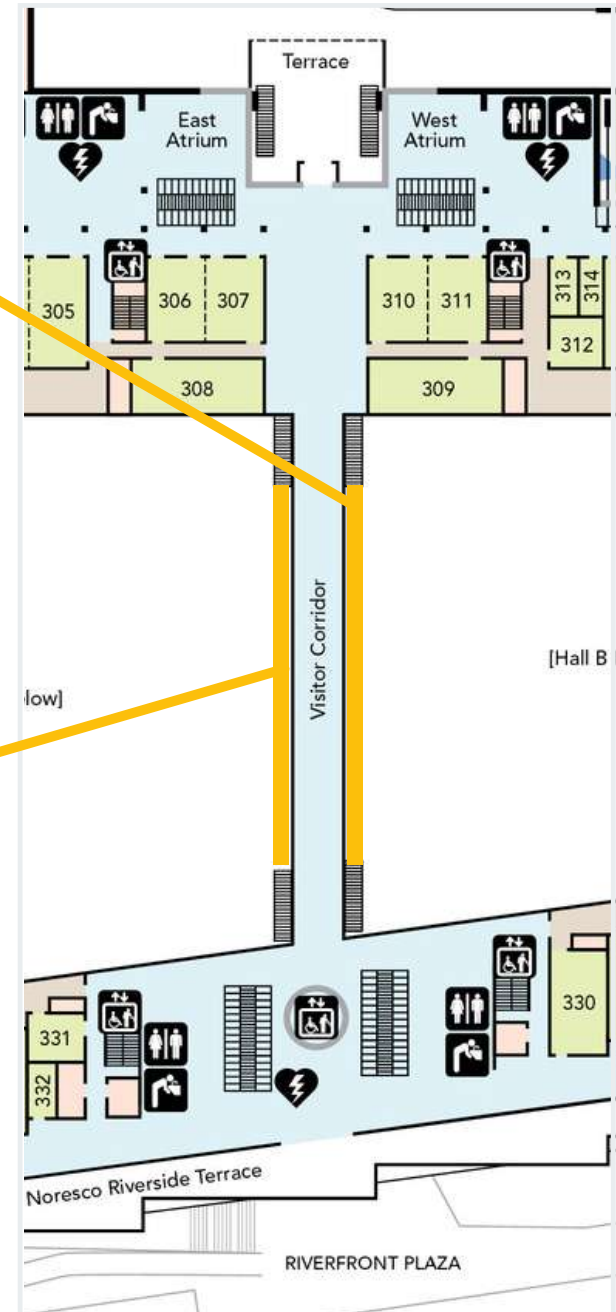
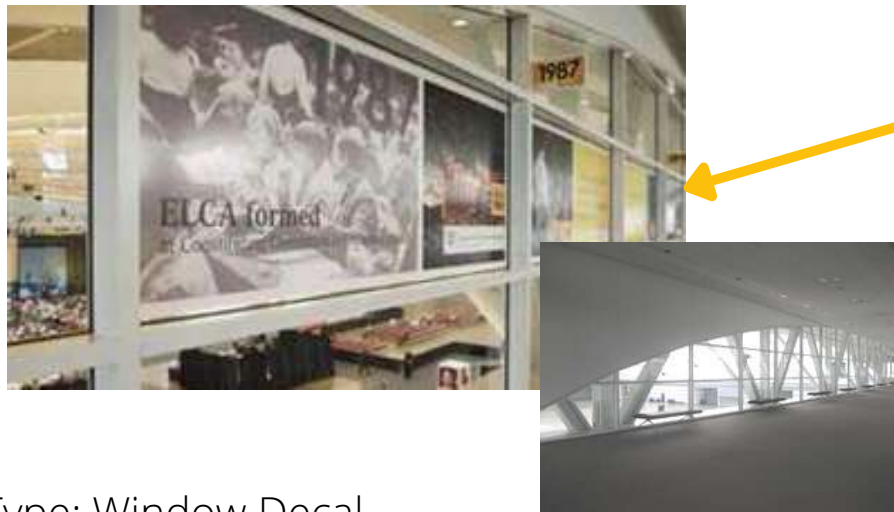
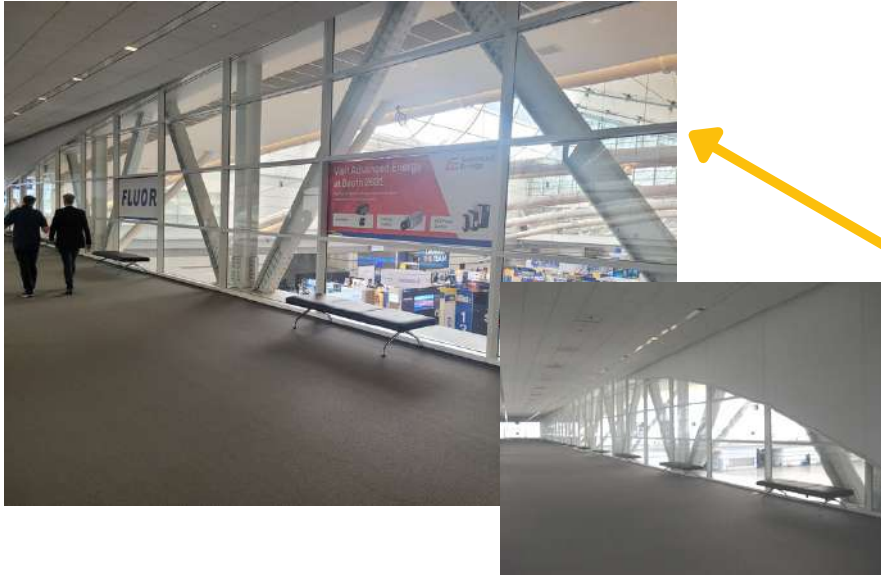
### SURFACE AREAS

- 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

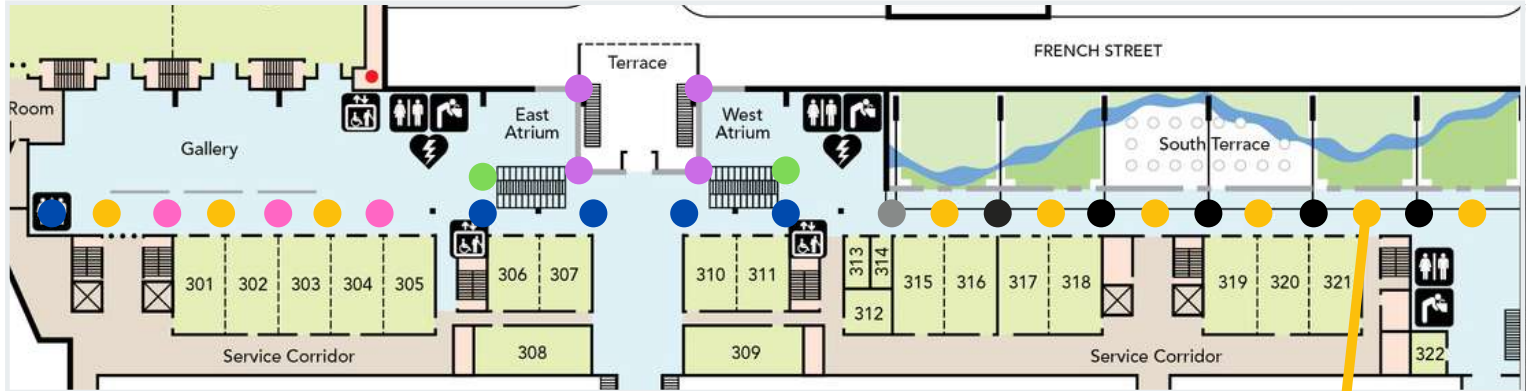
- Approximately 3'8" x 9'9"
- Size of windows will vary based on arch
- Mullions are 2.5" wide and 3.5" tall

### 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

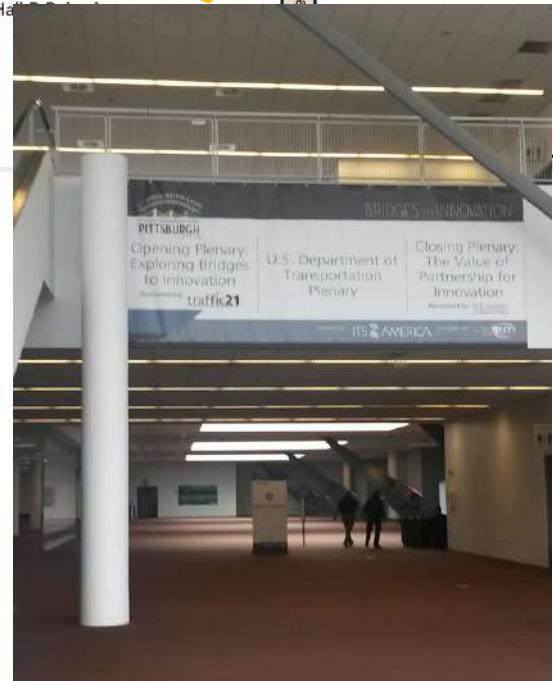
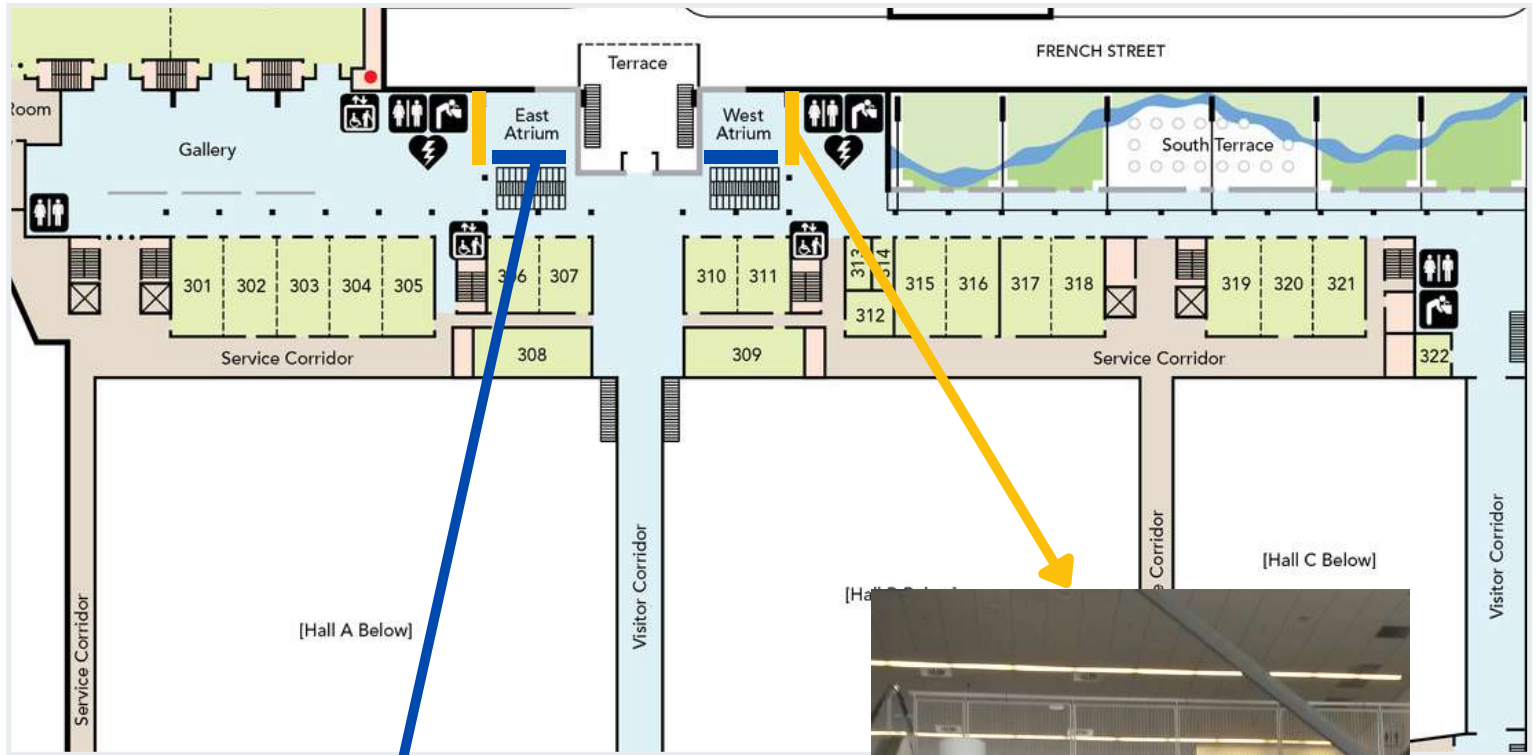
## SURFACE AREAS

- 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

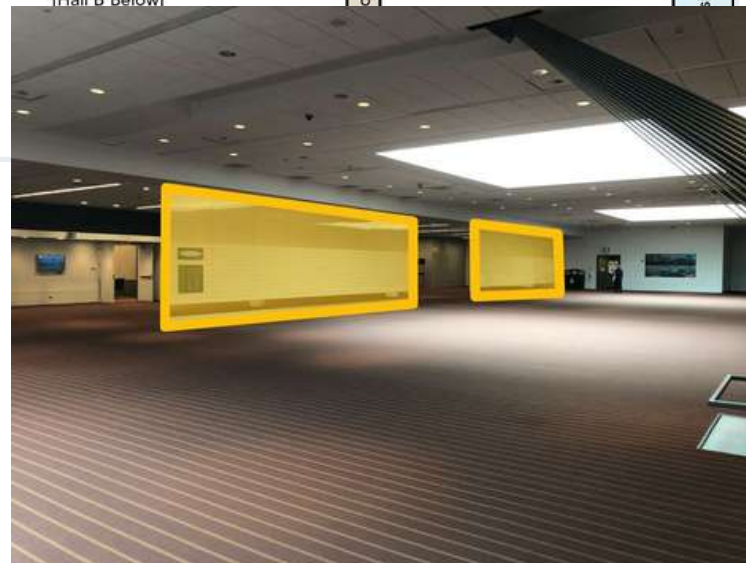
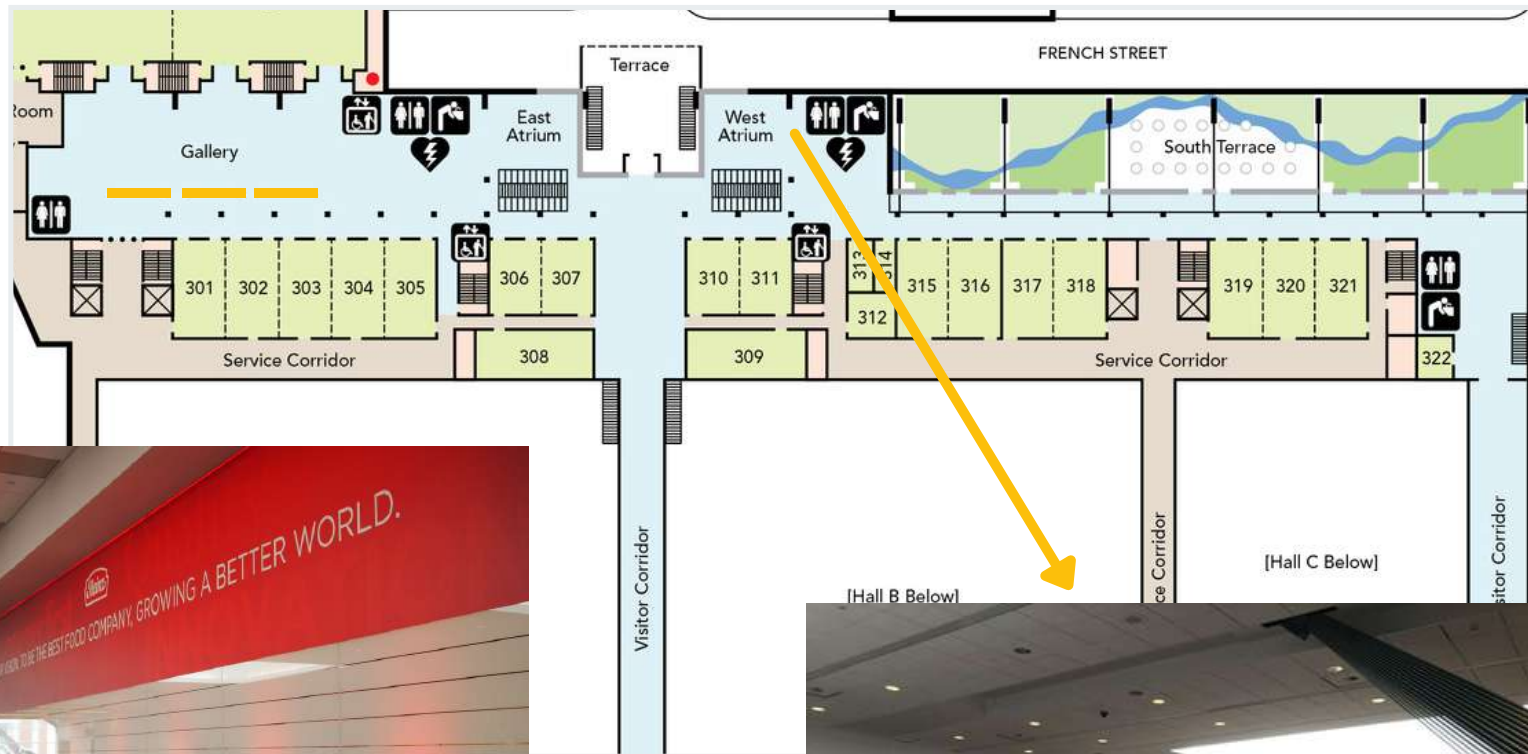
Grommets every 3' on top of banner

\*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

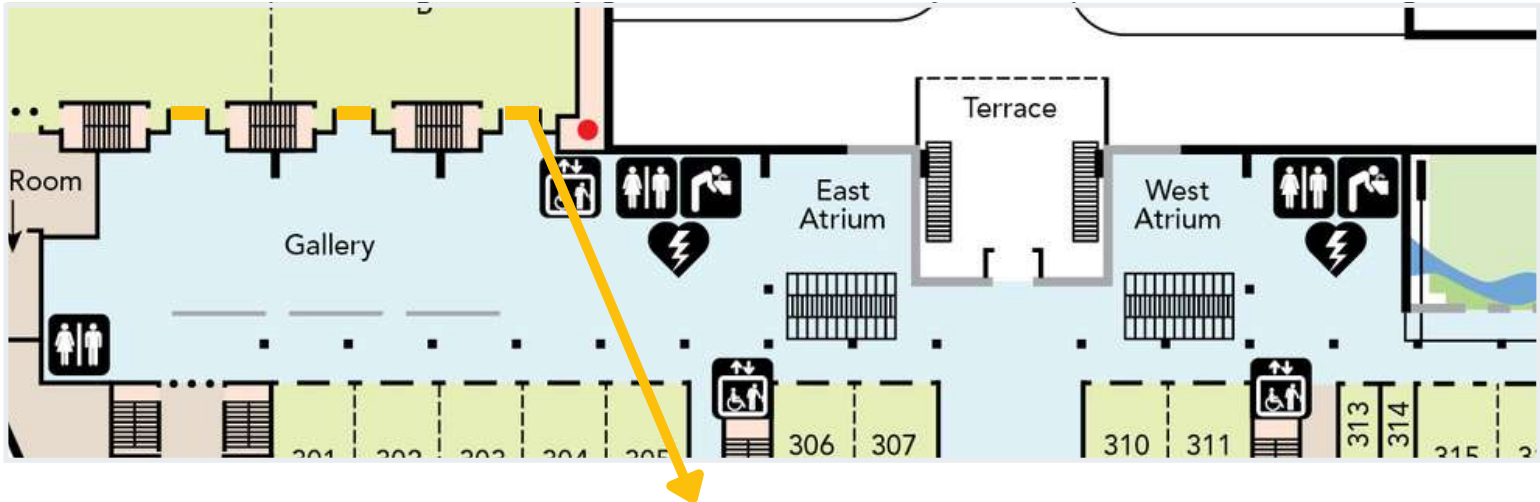
Glass Dividers

Branding Opportunities



# 18

## Ballroom Gallery Doors



Type: Window Decal

Installed and Dismantled by: Service Contractor Carpenters

### SURFACE AREAS

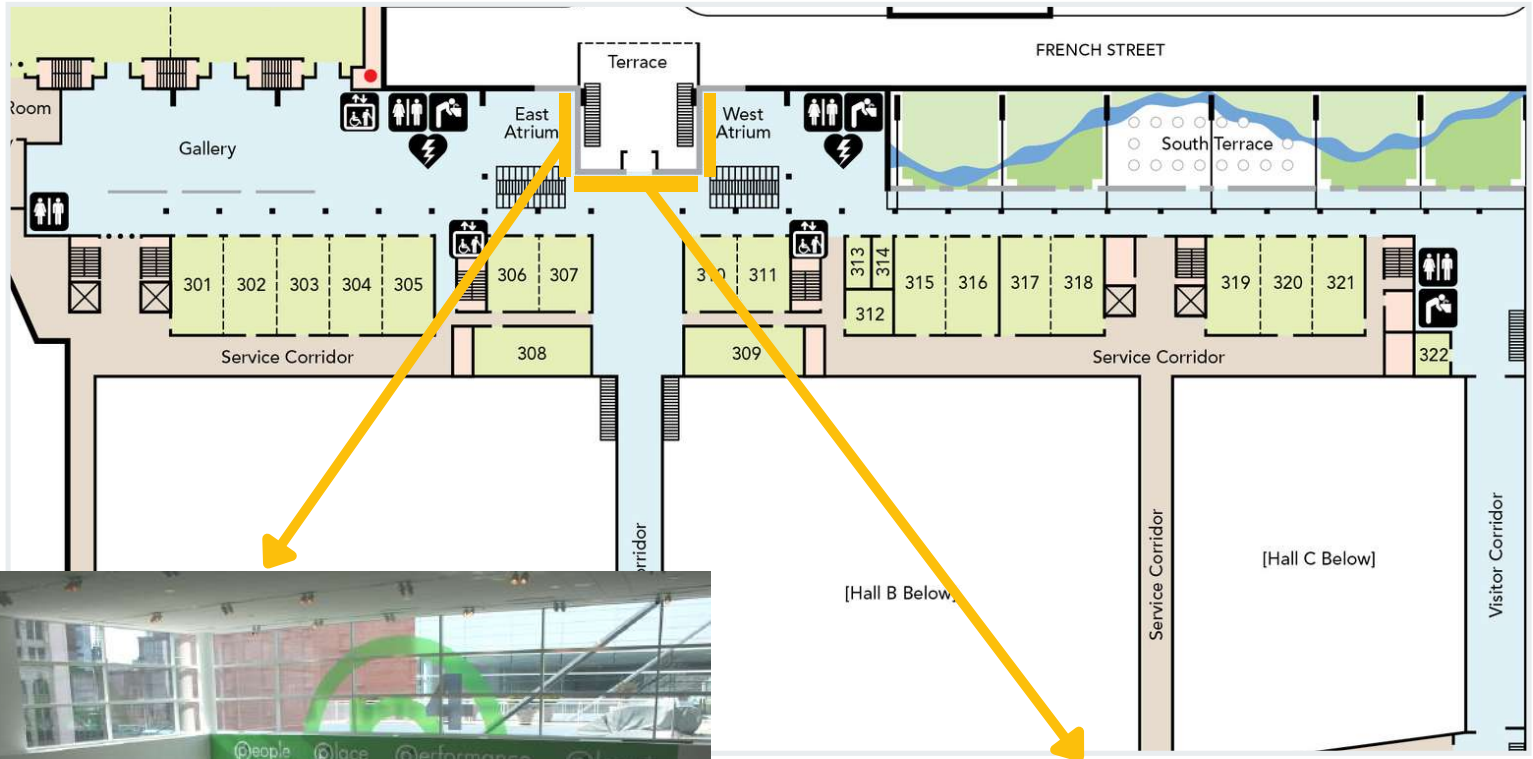
- 7'3" high x 3' wide per door
- 4'1" to handle from top of door
- 1.5" high (handle)
- 3.5" in from sides (handle)
- 3'1.5" to handle from bottom
- 3.5" high metal trim on top and bottom

### 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

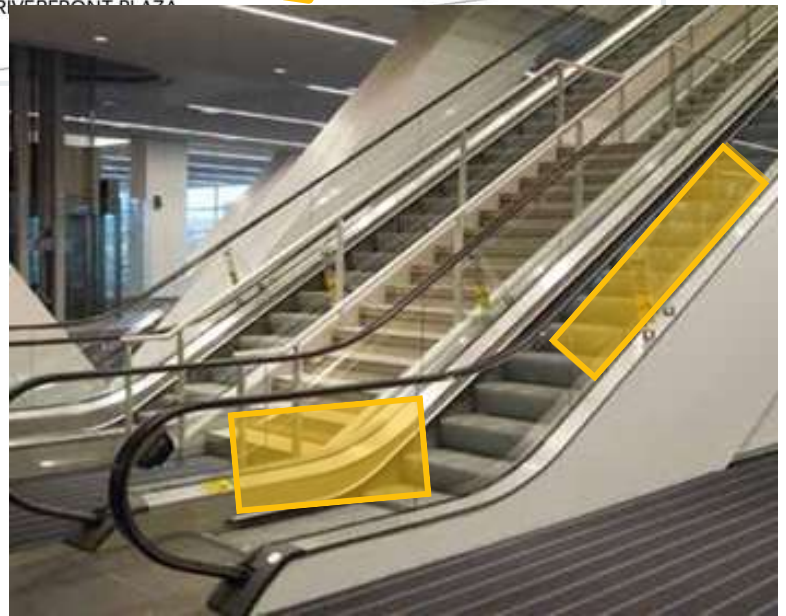
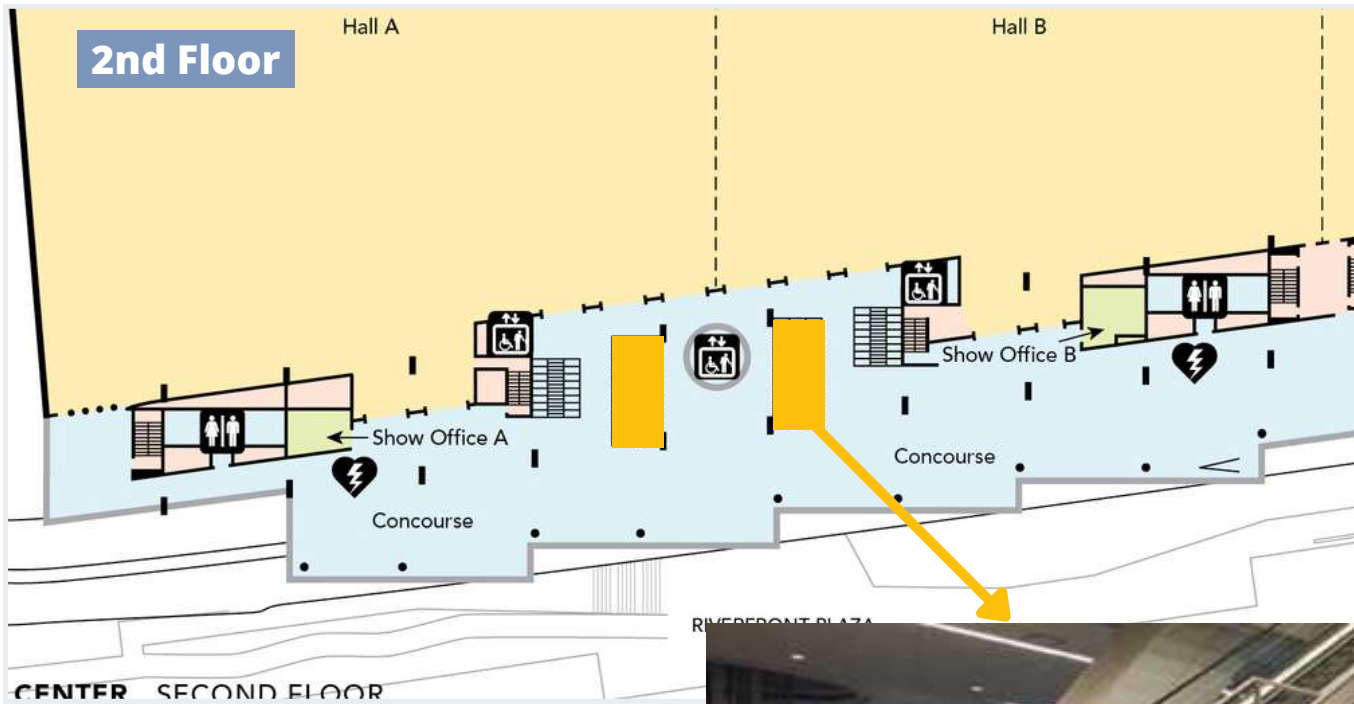
- East and West Escalators: 3" wide x 70' long
- 2nd Level Escalators: 3" wide x 66' long
- 3rd Level Escalators: 3" wide x 52' long

### 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

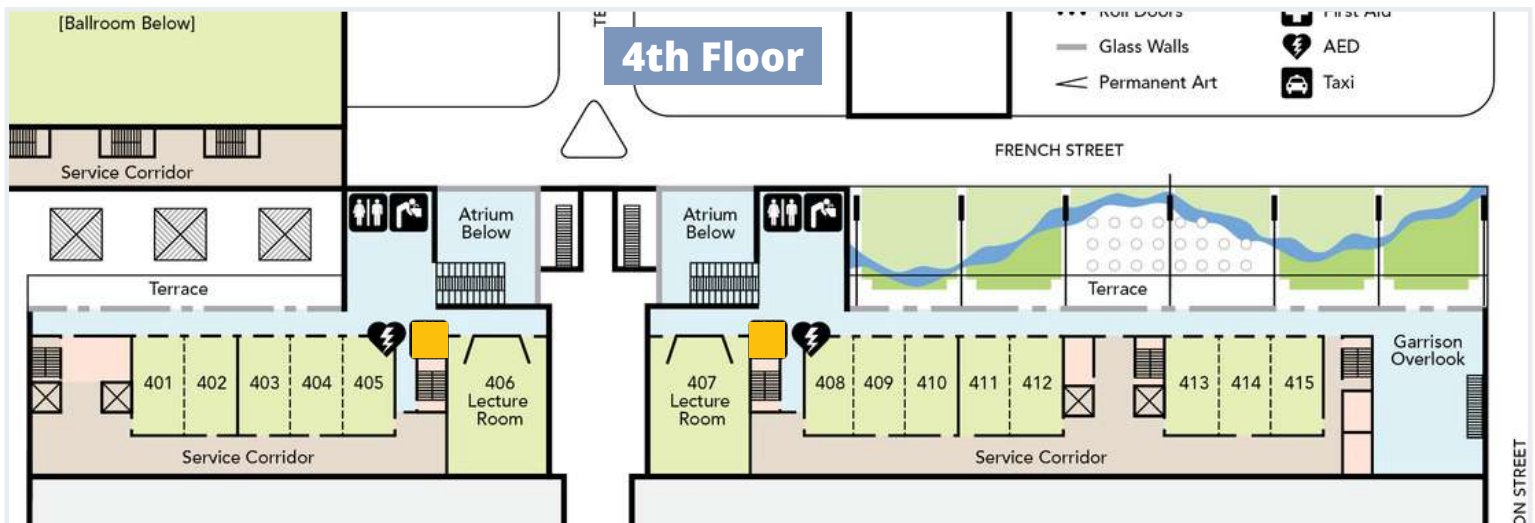
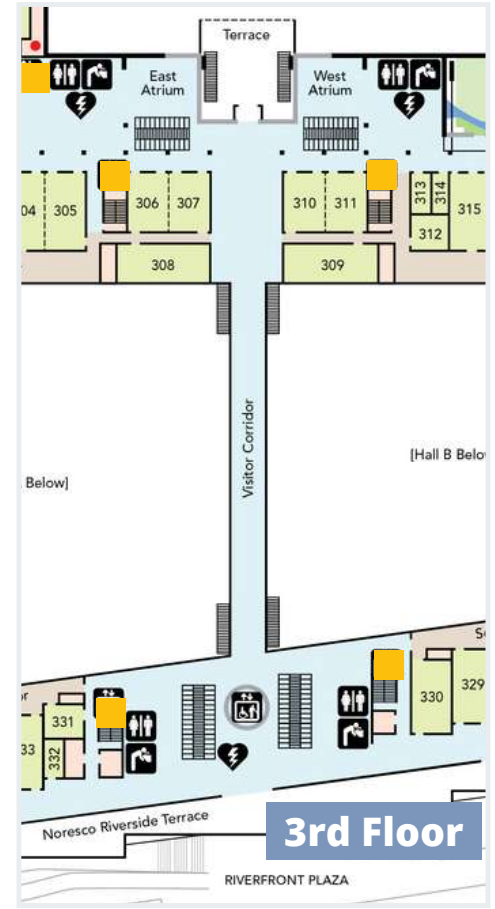
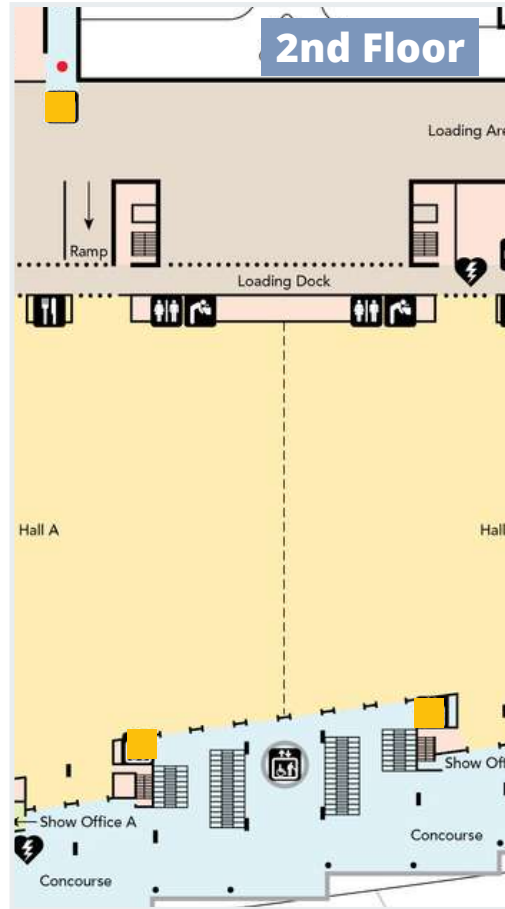
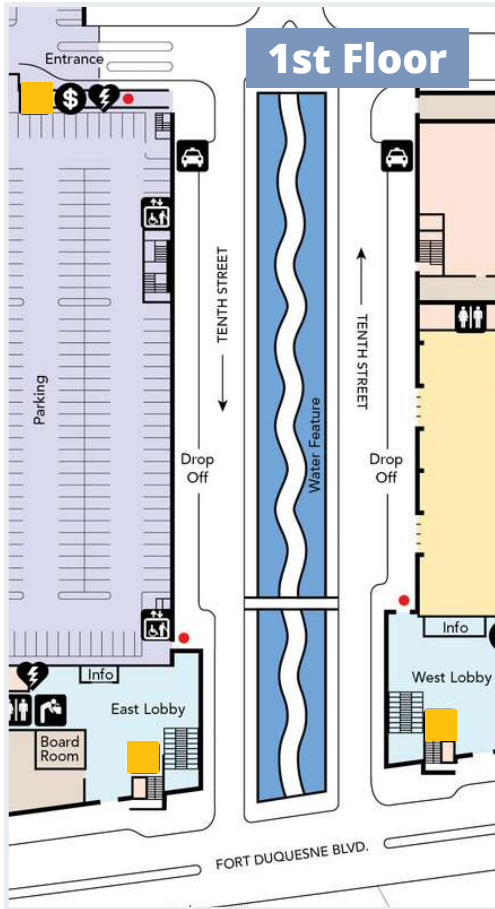
### REQUIREMENTS

- 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

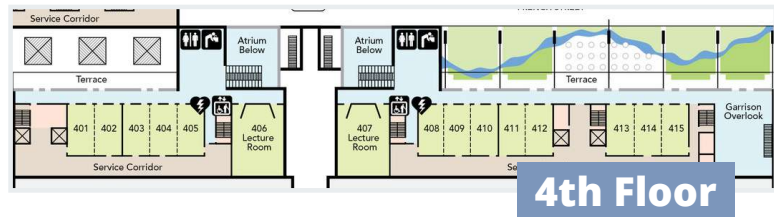
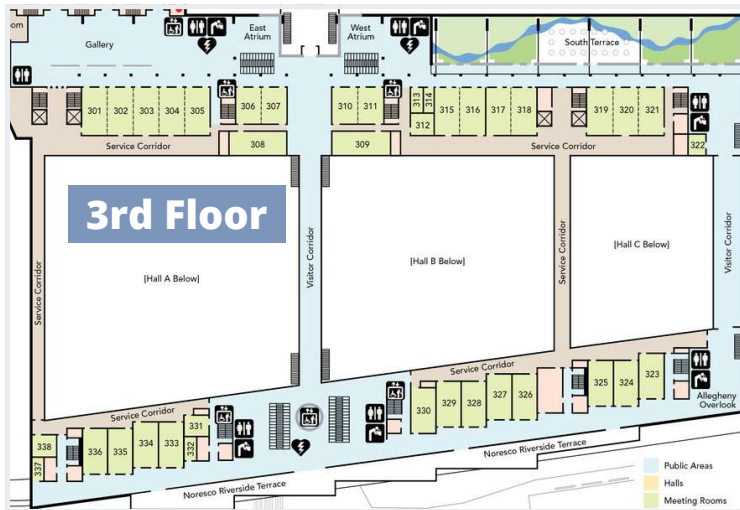
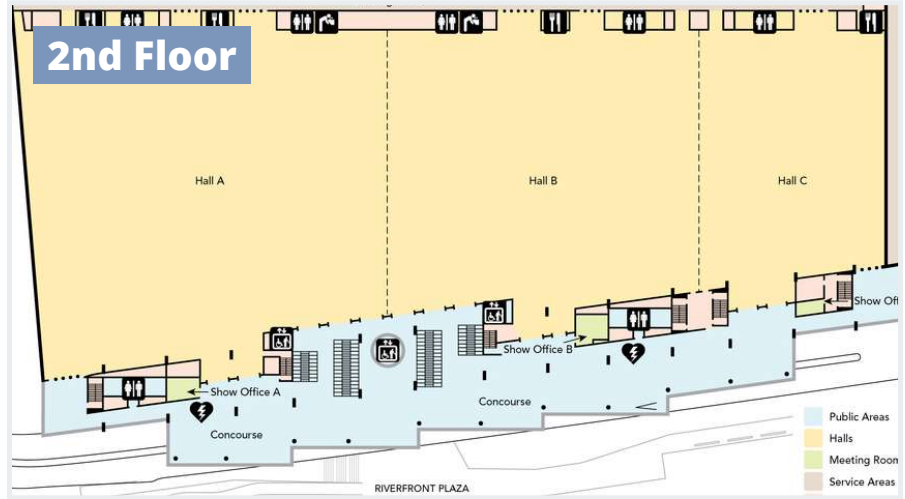
\*Available based on space usage

All Levels

Branding Opportunities







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

## All Levels

## Branding Opportunities

Executive Podium



Used in Spirit of Pittsburgh Ballroom  
A, B, C

Acrylic Podium



Used in Meeting Rooms 311-322

DLCC Podium



Used in Meeting Rooms 301-310

Type: Podium Signage

Installed and Dismantled by: Service Contractor Carpenters

### SURFACE AREAS

- Executive Podium: 25" wide x 11 ½" high
- Acrylic Podium: 16 ½ " wide x up to 20" 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)

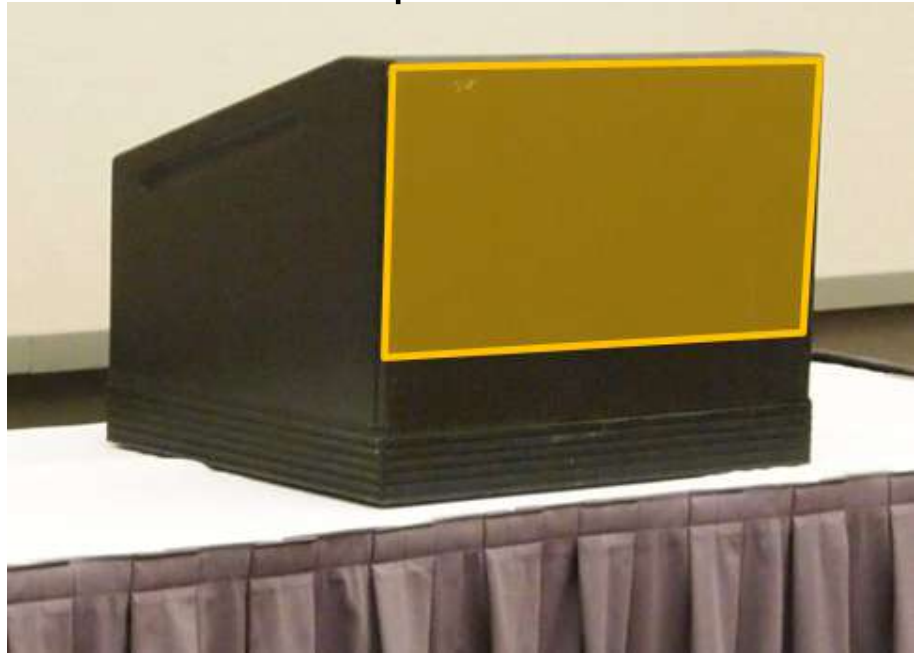
\*Available based on space usage

### 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

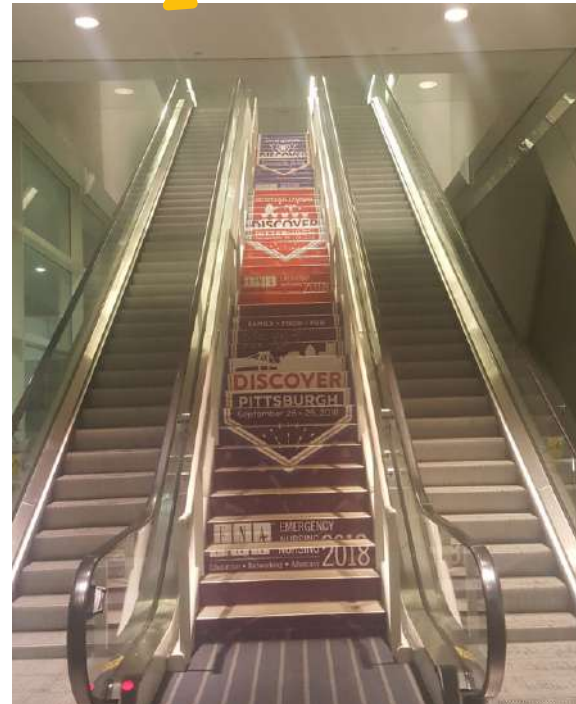
- May only be affixed with Remo Specialty Tape
- May purchase Remo Specialty Tape from DLCC if unable to provide it, speak with your Event Manager

\*\* NO velcro

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

\*Available based on space usage





Type: Step Signage

Installed and Dismantled by: Service Contractor  
Carpenters

## SURFACE AREAS

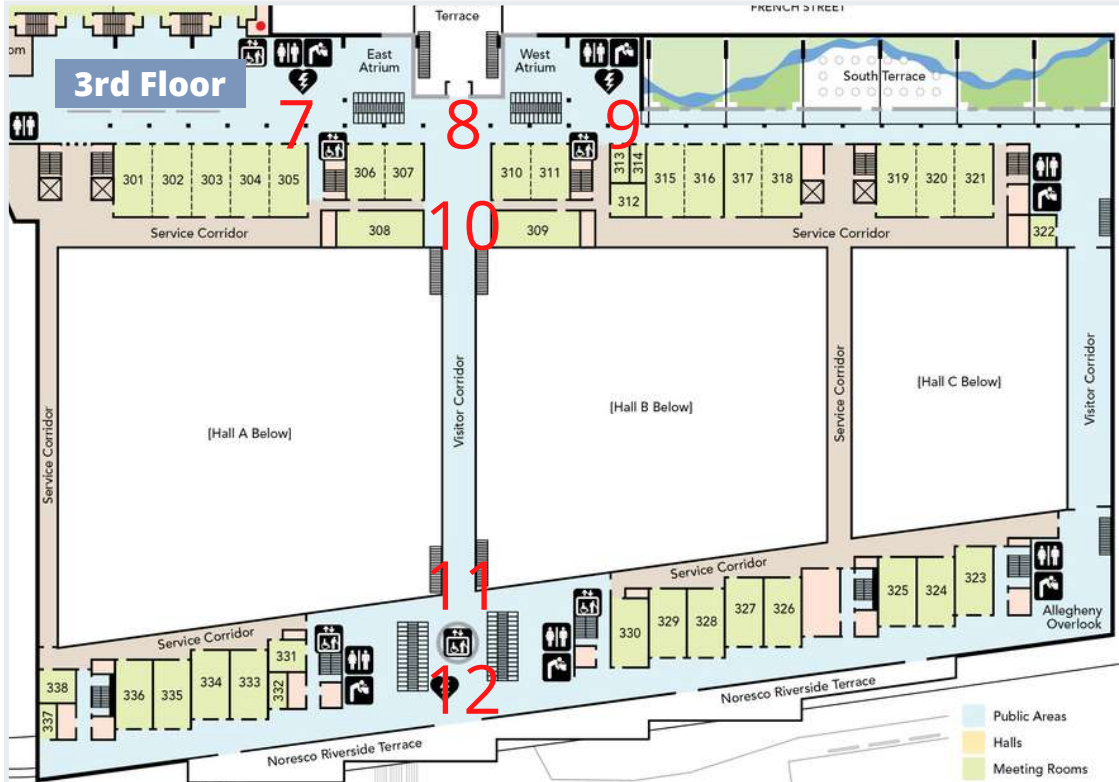
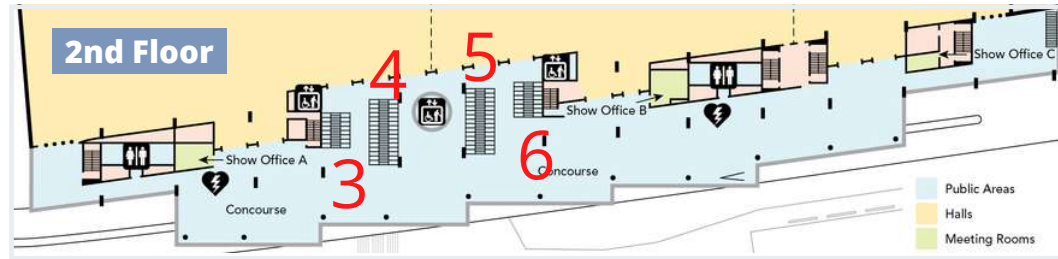
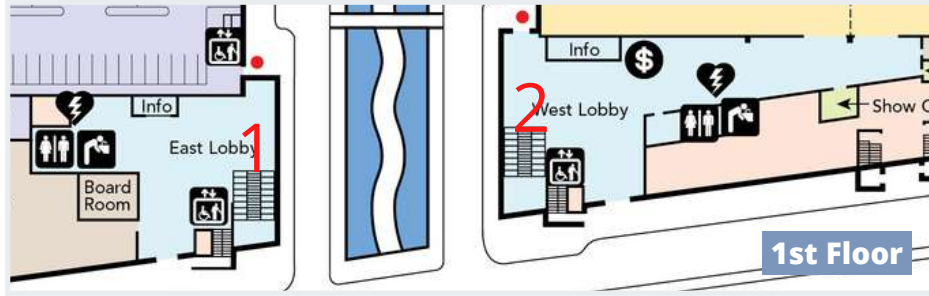
- Steps from Level 1 to Level 2 – 3 sets of 16 steps
- Steps from Level 2 to Level 3 – 3 sets of 15 steps
- Steps from Level 3 to Level 4 – 2 sets of 18 steps
- Steps measure 52 ¼" wide x 6 ½" high

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

Numbers reference type numbers used in this guide.