GRB
HOUSTON
SPONSORSHIP
OPPORTUNITIES

Brand building starts with the George R. Brown Convention Center where we offer a wide variety of opportunities to maximize sponsorship exposure. There are plentiful spaces, some unique, to call special attention to sponsors' products and services.

The selections highlighted in this guide are subject to location approval based on your leased space. The prices listed do not include production, installation or removal. All wrap, graphic or cling materials must be approved before production.

If you have any questions regarding sponsorship opportunities, please contact your ***Convention Services Manager****.*

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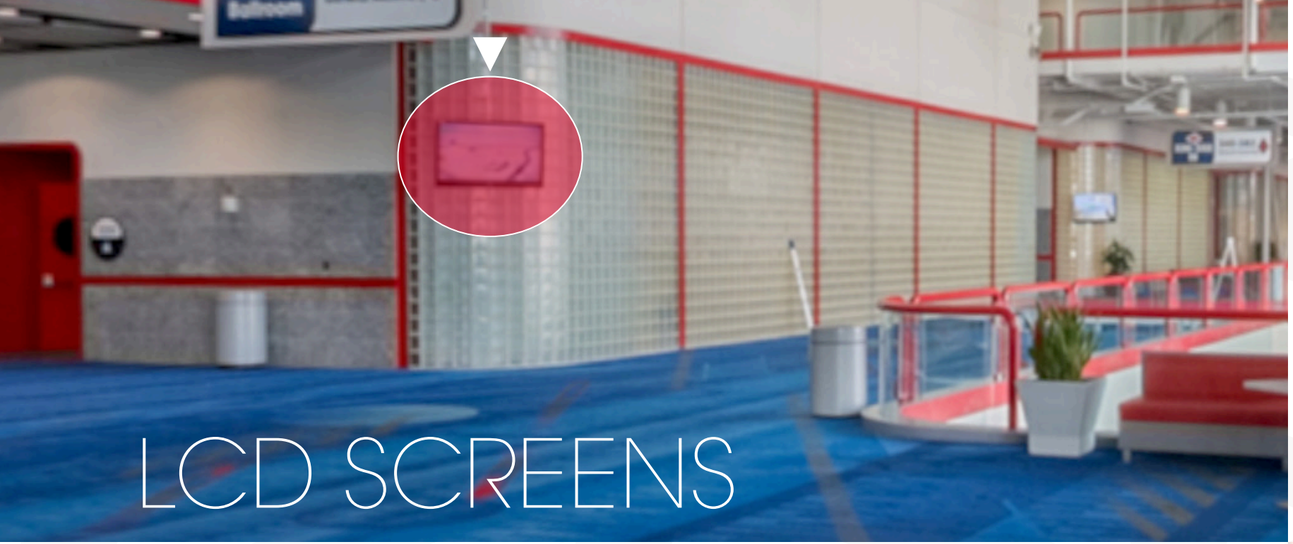


LCD SCREENS

LCD SCREENS

(23) 55" monitors located throughout all levels
$200 per slide, per event day

Your sponsors' digital message provides a powerful opportunity for brand visibility during your event. Display the message one day, or pick multiple days for maximum exposure in high-traffic areas.

**Artwork must be submitted 14 days prior to first show day. Only 16:9 PowerPoint, JPG, BMP, PNG and MP4 files will be accepted. Image Size: 1920 x 1080 pixels, 96 dpi.*

WAY-FINDERS

(10) stations located throughout Levels 2 & 3
$200 per slide, per event day

Strategically display your sponsor's custom slide on our way-finding machines. In addition to your sponsor's message, the machines display the day's events with an interactive touch screen to guide guests to their destination.

**Artwork must be submitted 14 days prior to first show day. Only JPG, PNG and TIFF files will be accepted. Image Size: 1016 x 872 pixels, 96 dpi.*

WAY-FINDERS

GRANITE CLINGS

LOBBY GRANITE CLING

$500 per cling, per event day
Varying sizes

Let your sponsors make a strong first impression by branding any of the granite walls in one or more of our Level 1 lobbies — a highly visible area, perfect opportunity for sponsor's to drive traffic to their booth.

COLUMN WRAPS

$500 per column, per event day
Varying sizes

Your sponsor's large structured graphic is wrapped around a column in the Level 1 concourse — highly visible to all attendees.

COLUMN WRAPS

BANNERS

CONCOURSE BANNERS

$500 per banner, per event day

(30) various-sized banner bars located throughout Level 1 concourse

Prominently placed banner bars throughout the Level 1 concourse are an opportunity for your sponsor's branding to appear throughout one of the most heavily trafficked areas at your event.

Please note: Banners cannot cover any cameras.

FLOOR-SUPPORTED SIGNS

$100 per sign

Floor-supported signs can be placed in high-traffic areas of the GRB, offering a great opportunity to promote your sponsor's message.

FLOOR SIGNS

FLOOR CLINGS

FLOOR CLINGS

$1,000 per cling, per event day

Floor clings grab attention and pinpoint your sponsor's message as a stepping stone to their booth. Distribute their branding in a specific area or throughout the pre-function space.

WATER COOLER SIGNAGE

$200 per sign/cover, per event day
(35) water coolers throughout Level 3

Water cooler stations are located near meeting rooms, Ballroom and General Assembly. This signage opportunity provides repeated exposure to all meeting attendees.

Please note: Signage to be placed on granite above water cooler, not on water bottle or cooler itself.

WATER COOLERS

SKYBRIDGE DOORS

GRB/HILTON SKYBRIDGE

Glass Doors
$1,000 per set, per event day

Feature your sponsor's message on the skybridge glass doors as attendees travel between the GRB and the Hilton Americas.

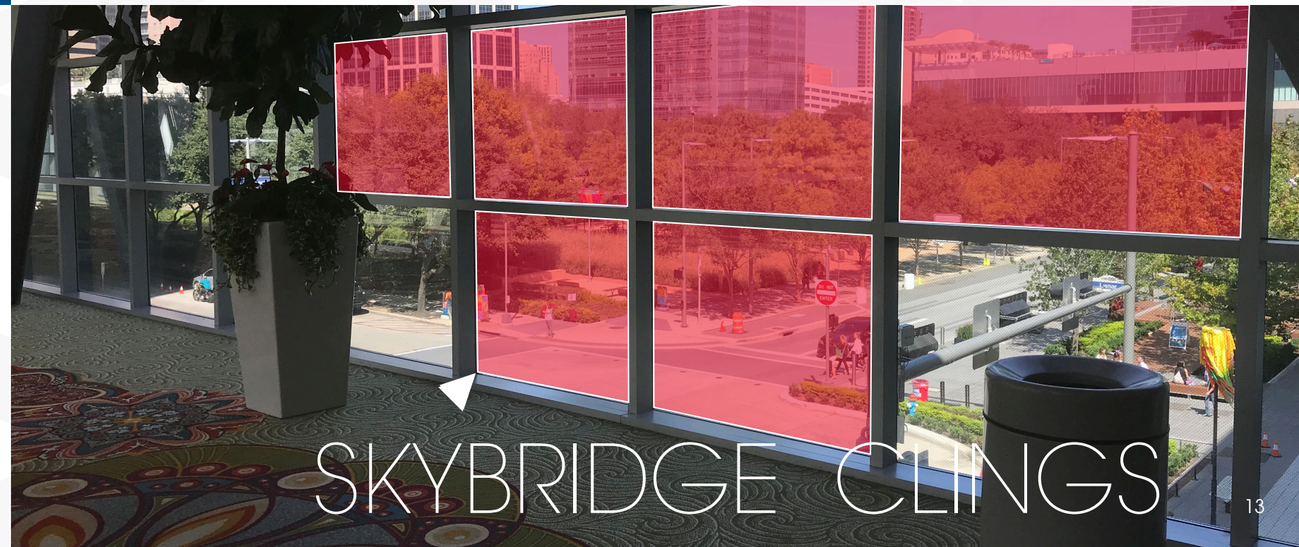
Please note: When adhering to any glass, the material must be translucent.

SKYBRIDGE SIGNAGE OR WINDOW CLINGS

$200 per sign/graphic, per event day
(3) skybridges, connecting Hilton Americas on Levels 2 & 3 and Marriott Marquis on Level 2

As attendees travel through the skybridge between the GRB and the Hilton Americas or the Marriott Marquis, enhance their journey by featuring your sponsor's message as a floor supported sign or a window cling.

Please note: When adhering to any glass, the material must be translucent.



SKYBRIDGE CLINGS

ESCALATOR RUNNERS

ESCALATOR RUNNERS

$500 per section, per event day
Nine (9) sets of escalators throughout the GRB

Use one or more escalator runners as an excellent way to showcase your sponsor's brand to a captive audience in high-traffic locations.

ESCALATOR LANDING BANNERS

$500 per banner, per event day
Approximately 18' x 12'

Large single sided banner space available in premium locations on Levels 2 and 3. These areas directly face the escalators that move attendees between all levels.

ESCALATOR LANDINGS

PORT HOLES

PORT HOLES

$250 per porthole, per event day
(16) portholes measuring 7’ 5” diameter located on Level 2

Build brand awareness and lead attendees to your sponsor’s booth by displaying a dynamic graphic throughout mezzanine Level 2.

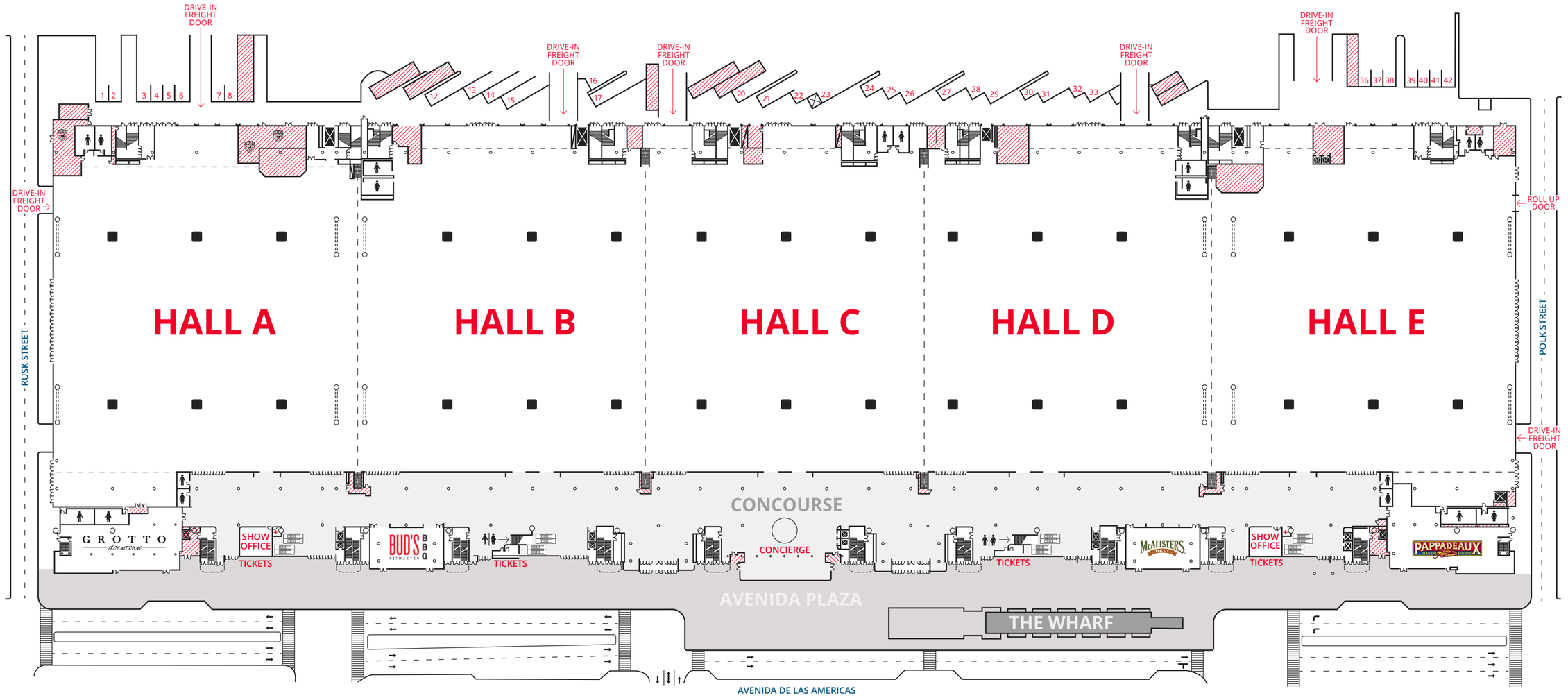
LEVEL 2 MEZZANINE & LEVEL 3 PRE-FUNCTION BANNERS

$500 per banner, per event day
Varying sizes and spaces available

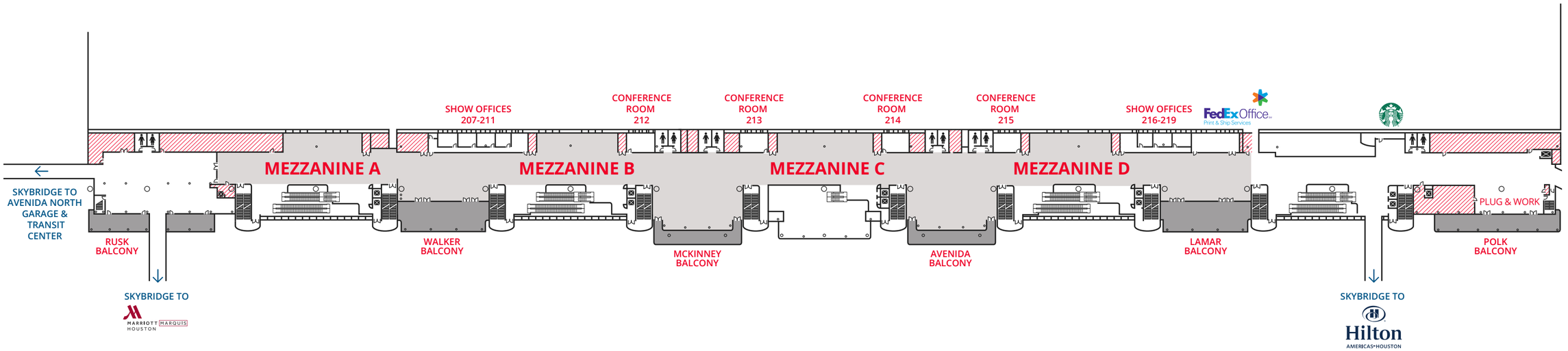
Single- or double-sided banners in various sizes may be hung throughout the Level 2 mezzanine or the Level 3 pre-function space can provide your sponsor’s an opportunity to create numerous impressions.

LEVEL 2 & 3 BANNERS

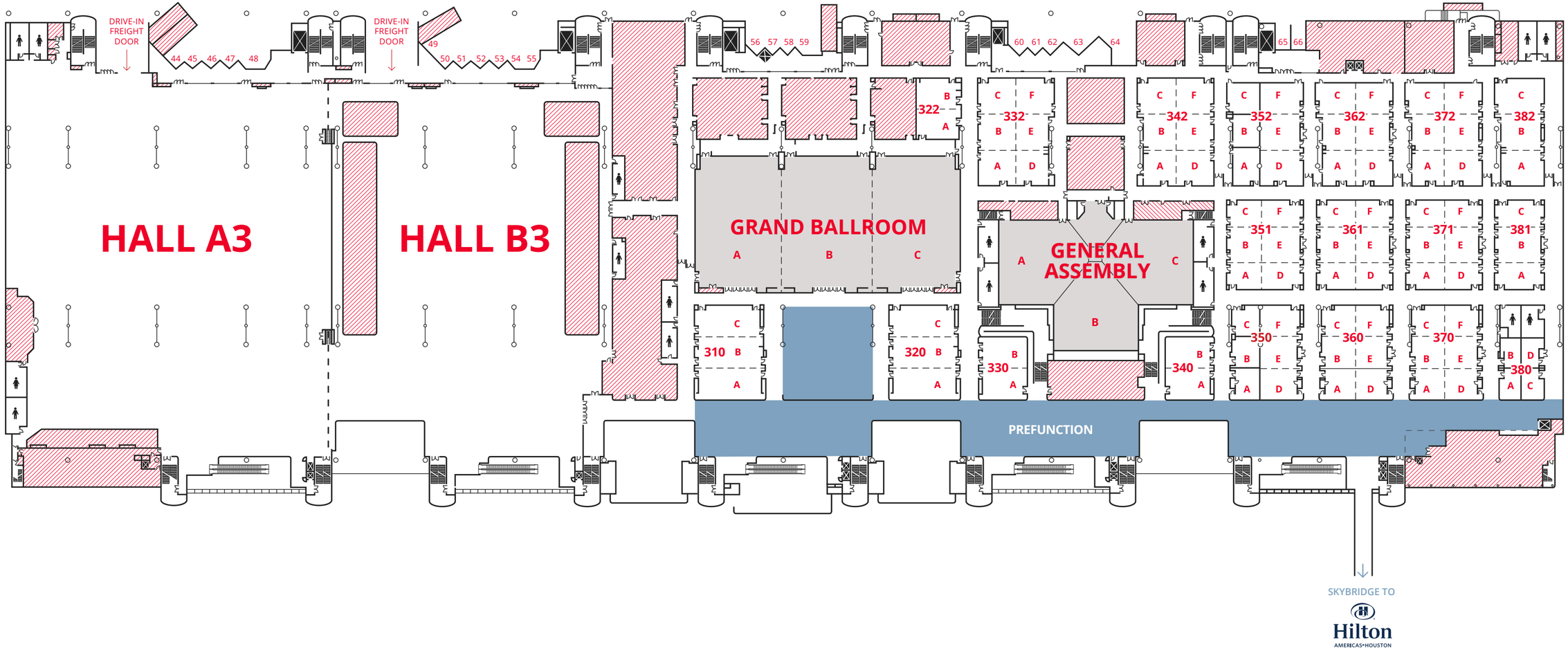
LEVEL 1


DRIVE-IN FREIGHT DOOR
1 2 3 4 5 6 7 8
12 13 14 15 16 17 20 21 22 23 24 25 26 27 28 29 30 31 32 33
36 37 38 39 40 41 42
ROLL UP DOOR
RUSK STREET
POLK STREET
HALL A
HALL B
HALL C
HALL D
HALL E
CONCOURSE
GROTTO downtown
SHOW OFFICE
TICKETS
BUD'S BBQ PITMASTER
CONCIERGE
McALISTER'S DELI
PAPPADEAUX
AVENIDA PLAZA
THE WHARF
AVENIDA DE LAS AMERICAS

LEVEL 2


SHOW OFFICES 207-211
CONFERENCE ROOM 212
CONFERENCE ROOM 213
CONFERENCE ROOM 214
CONFERENCE ROOM 215
SHOW OFFICES 216-219
FedEx Office
Print & Ship Services
MEZZANINE A
MEZZANINE B
MEZZANINE C
MEZZANINE D
SKYBRIDGE TO AVENIDA NORTH GARAGE & TRANSIT CENTER
RUSK BALCONY
WALKER BALCONY
MCKINNEY BALCONY
AVENIDA BALCONY
LAMAR BALCONY
PLUG & WORK
POLK BALCONY
SKYBRIDGE TO
MARRIOTT MARQUIS HOUSTON
SKYBRIDGE TO
Hilton
AMERICAS•HOUSTON

LEVEL 3


DRIVE-IN FREIGHT DOOR
DRIVE-IN FREIGHT DOOR
44 45 46 47 48
49
50 51 52 53 54 55
56 57 58 59
60 61 62 63 64
65 66
HALL A3
HALL B3
GRAND BALLROOM
A B C
GENERAL ASSEMBLY
A B C
322
332
342
352
362
372
382
351
361
371
381
310
320
330
340
350
360
370
380
PREFUNCTION
SKYBRIDGE TO
Hilton
AMERICAS•HOUSTON

GEORGE R. BROWN CONVENTION CENTER

The George R. Brown Convention Center (GRB) opened on the east side of downtown Houston on September 26, 1987. The building was named for internationally-recognized entrepreneur, engineer, civic leader, philanthropist and Houstonian, George Rufus Brown (1898-1983), who donated six of the 11 blocks used to build the facility.

Over the years, the GRB has grown to nearly two million square feet with additional connectivity to the Avenida Houston district, creating a captivating experience for visitors and Houstonians alike.

Houstonfirst VISITHOUSTON

HOUSTON FIRST CORPORATION

Houston First Corporation operates the city's finest convention and arts facilities to position Houston as a world-class destination. In 2014, Houston First and the Greater Houston Convention & Visitors Bureau aligned their operations to provide a single clear voice for Houston. For more information, log on to **HoustonFirst.com** and **VisitHouston.com**.

GEORGE R. BROWN CONVENTION CENTER

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