

Branding Possibilities

Be Seen, Not Just Heard

Blow up your brand and make a big impact throughout the entire Center with our customizable branding opportunities. From floor to ceiling windows to lounges overlooking the main floor, our venue is your brand's blank canvas to be front and center, making a lasting impression on your audience throughout the entire event. **If you're interested in branding for your upcoming event contact your Account Director or Events Manager for customizable options.**

For maximum visibility, our pre-function spaces offer the most opportunity, ranging from static clings and vinyl decals to ceiling banners and carpet stickers. If it is a branded piece that's meant to get noticed, chances are we've worked with it before. Likewise, highly creative and out-of-the-box possibilities are always welcome. The same goes for production branding, which is available through our preferred supplier, Encore Canada.

CONDITIONS

- On-site branding must be performed on contracted event days only.
- Locations of any on-site branding are subject to the approval of your Events Manager, at the discretion of the Fire Marshal.
- Designs and specifications, including methods of attachment, must be submitted to and approved by your Events Manager at least sixty (60) days before installation.
- Niagara Falls Convention Centre reserves the right to deny any advertising or promotions that go beyond the event's primary objectives, including that which may be deemed controversial, offensive, discriminatory, dishonest or untruthful.
- Sponsor or exhibitor advertising is permitted as long as they are participating in the event.
- Installation and removal of branding must be down by the client's chosen supplier.
- It is the client's responsibility to ensure accurate measurements for all production. Niagara Falls Convention Centre is not responsible for any measurement or production errors. Overhead installations must be performed exclusively by Encore Canada.
- To enhance the safety and convenience of individuals entering or exiting rooms, it is recommended to utilize clings that possess perforated or transparent properties.

For more information
on our branding
possibilities,
please contact your
Event Manager.



Rates

We recognize the value of creating a strong identity for each event. Pre-function displays, including the use of window clings are great branding and sponsorship opportunities. These options in the public spaces of the building are available with prior Event Manager approval and are subject to additional fees.

Signs or banners may be displayed on the exterior of the Niagara Falls Convention Centre provided that designs.

and specifications are submitted to and approved by the facility at least 60 days prior to installation. Check with your Event Manager for details regarding size, location, methods of attachment and fees.

Graphics and copy are limited to messages identifying the event and may not include advertising or sponsorship identification, unless approved. Please be advised that these types of identification are subject to fees.

Window /Carpet Clings	\$100.00 per cling or panel**
Display Placement Fees	\$250.00 per day/for a 10' x 10' (in shared pre-function spaces, indoor & outdoor locations)

The Niagara Falls Convention Centre reserves the right to deny permission to event materials that fall beyond an event's basic branding and announcement objectives; and are solely meant for revenue generating advertising material. In addition, being a family friendly public environment, all materials displayed at the Centre must be respectful of the wide range of audiences we welcome and must not be offensive to any one group or gender.

For more information, please contact your Event Manager.

**Based on standard window panel, larger items/equipment subject to review and rate change.

**All rates are subject to change and all displays are subject to fire marshal approval

Example Branding Possibilities





Escalator mezzanine



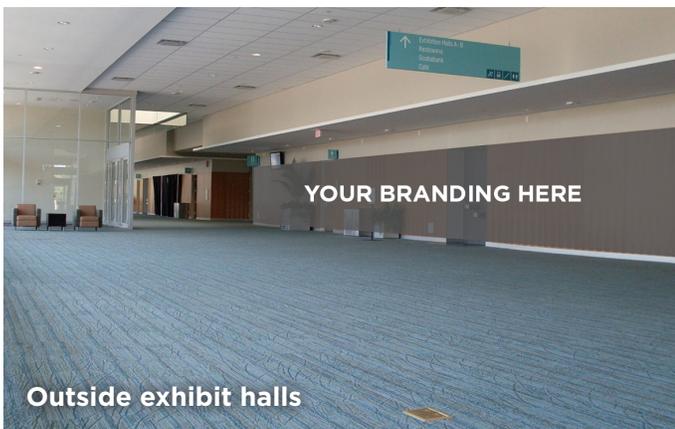
Exhibit Hall pre-function entrances



Outside meeting rooms 201-208



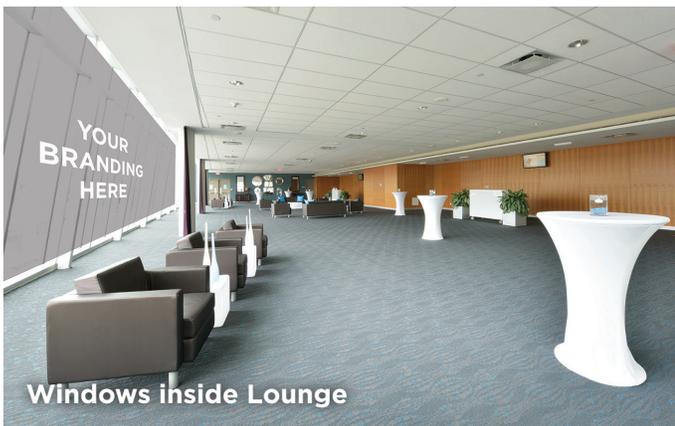
Outside meeting rooms 221-225



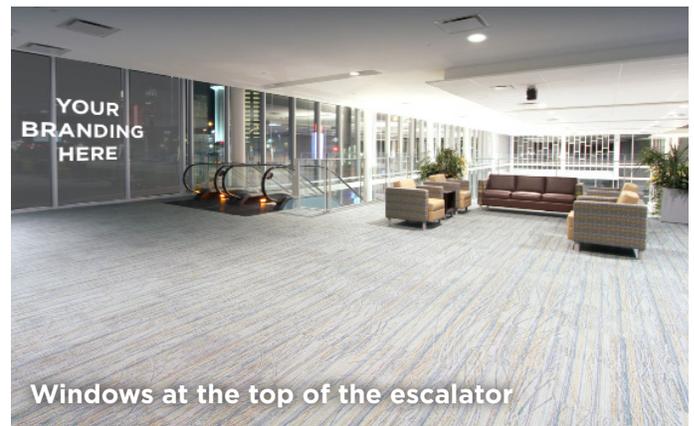
Outside exhibit halls



Outside theatre windows



Windows inside Lounge



Windows at the top of the escalator