



## Banner and Signage Policies and Procedures

### **GENERAL BUILDING POLICIES:**

- 1) **Signage Package:** A complete sign hanging package must be submitted for CCC Operations approval. This includes all signs hung in the upper lobbies, street level, and lower ballroom areas. Information must include the materials used to hang the signs and size. Decorations, signs, banners, and similar materials may not be taped, nailed, stapled or otherwise fastened to ceilings, doors, walls, glass, columns, painted surfaces, fabric or decorative walls. Special rules apply when there is intent to cover the CCC permanent directional signs and/or graphics. Signage package includes all outdoor welcome, organization, and shuttle bus signs. No sponsor banners will be permitted on the exterior of the building or visible from the outside of the facility. All interior banners will read from the inside of CCC. CCC Operations will determine the appropriate method of attachment/hanging for all approved positions and supervise all contractor work for compliance, when necessary. CCC Operations has pre-approved locations for signage; however, all signage is subject to ASM Global's final approval.
- 2) **Work Activity:** The General Services Contractor (GSC) work will only occur during contracted event dates and times unless pre-approved and authorized in writing from CCC Operations. Unauthorized move in and/or move out will subject the GSC to current daily rental rates for space occupied.
- 3) **Damage Walk-Through:** CCC Operations and a representative of the GSC will conduct a pre and post damage walk through the exhibit hall and/or any other areas of the facility where the GSC will be working.
- 4) **Adhesive Stickers/Decals:** No pressure-adhesive stickers or decals or similar promotional items may be distributed in the building. Labor costs to remove adhesive stickers and decals will be charged.
- 5) **Elevator Usage:** The CCC escalators and public elevators are not to be blocked or used to transport freight or equipment. All equipment and freight should be transported utilizing the freight elevator and/or service elevators.
- 6) **Floor Protection:** Any distribution of freight, pallets or other equipment requiring the need for material handling equipment on facility carpeting or tile will require the use of floor protection to be provided and installed by the GSC. Locations where pallets or crates are dropped or high-lifts operated may require a bed of GSC carpet or plywood on top of the floor protection to further protect facility carpet and/or tile.

### **PUBLIC AREAS:**

**Masking Requirements:** The CCC is a multi-purpose facility, and often there will be more than one event at one time in the building. Therefore, the GSC might be required to mask off their set up or tear down so it is not visible to the general public:

- a) All lobbies and concourses
- b) All exhibit hall upper lobbies areas
- c) All ballroom lobbies/prefunction areas
- d) Street level lobbies/corridor areas

**LABOR:**

1) IATSE, Local No. 7 Convention, Display, Trade Show Labor Conditions:

All decorating, display, drayage, theatrical, rigging, production, audio visual, commercial presentations as well as all material handling for conventions, trade shows, promotional displays, and consumer shows are performed by the Denver Theatrical Stage Employees Union, IATSE, Local No. 7, (303) 534-2423.

2) Display and Exhibit Work - Installation, Dismantling and Decorating:

Full time employees of an exhibiting firm may install and dismantle their own respective company display, if such work can be completed in less than sixty minutes and without the use of mechanized tools. Any outside or additional labor required for installation, dismantle or decorating of displays must to be performed by the official GSC or by any other contractor signatory to the IATSE, Local 7 labor agreement. (Product display and placement is not included in these work rules and is the exclusive right of full time employees of an exhibiting firm.)

**Circumstances and operations not covered in these rules and regulations will be subject to interpretation, stipulations and decisions deemed necessary and appropriate by CCC.**

**Questions should be directed to:  
CCC Operations Department  
700 14<sup>th</sup> Street  
Denver, Colorado 80202  
(303) 228-8000  
(303) 228-8089 FAX**



## Banner, Signage and Digital Billboard Locations and Protocol

Refer below for pictures of the following banner locations. **When other events are in-house, overtime charges might be assessed by your GSC in order to install/dismantle signage:**

- **\*Banner 1:** Above A Atrium doors (Weight limitations on the vestibule ceiling) **Page 4**
- **\*Banner 2:** Window grid adjacent to Blue Bear – north and south (Cannot cover Blue Bear) **Page 4**
- **\*Banner 3:** Window grid adjacent to Blue Bear – north (Cannot cover Blue Bear) **Page 5**
- **\*Banner 4:** Above F Atrium doors – north and east (Weight limitations on the vestibule ceiling) **Page 5**
- **\*Banner 5:** Above F Atrium doors – north (Weight limitations on the vestibule ceiling) **Page 6**
- **Banner 6:** Glass rail from Upper F Lobby – north (Cannot block vents) **Page 6**
- **Banner 7:** Glass rail from Upper F Lobby – south leading to F Concourse (Cannot block vents) **Page 7**
- **Banner 8:** Glass rail from Upper A Lobby – north and south (Cannot block vents) **Page 7**
- **Banner 9:** Glass rail from Upper A Lobby – north leading to Blue Bear Cafe (Cannot block vents) **Page 8**
- **Banner 10:** Glass rail from Upper A Lobby – south leading to A Concourse (Cannot block vents) **Page 8**
- **Banner 11:** Ceiling Grid in Concourse F (One banner per section; 15 lbs. max per banner) **Page 9**
- **Banner 12:** Ceiling Grid in Concourse D (One banner per section; 15 lbs. max per banner) **Page 9**  
No hanging is permitted in Concourse E
- **Banner 13:** Glass rail from Upper D Lobby – banner facing west (Cannot block vents) **Page 10**
- **Banner 14:** Glass rail from Upper D Lobby – banner facing east (Cannot block vents) **Page 10**
- **Banner 15:** 100s meeting room corridor – 6 circular cut-outs (See below for further information) **Page 11**
- **Banner 16:** 200s meeting room corridor – 4 circular cut-outs (See below for further information) **Page 11**
- **Banner 17:** 600s meeting room corridor – 4 circular cut-outs (See below for further information) **Page 12**
- **Banner 18:** 700s meeting room corridor – 6 circular cut-outs (See below for further information) **Page 12**

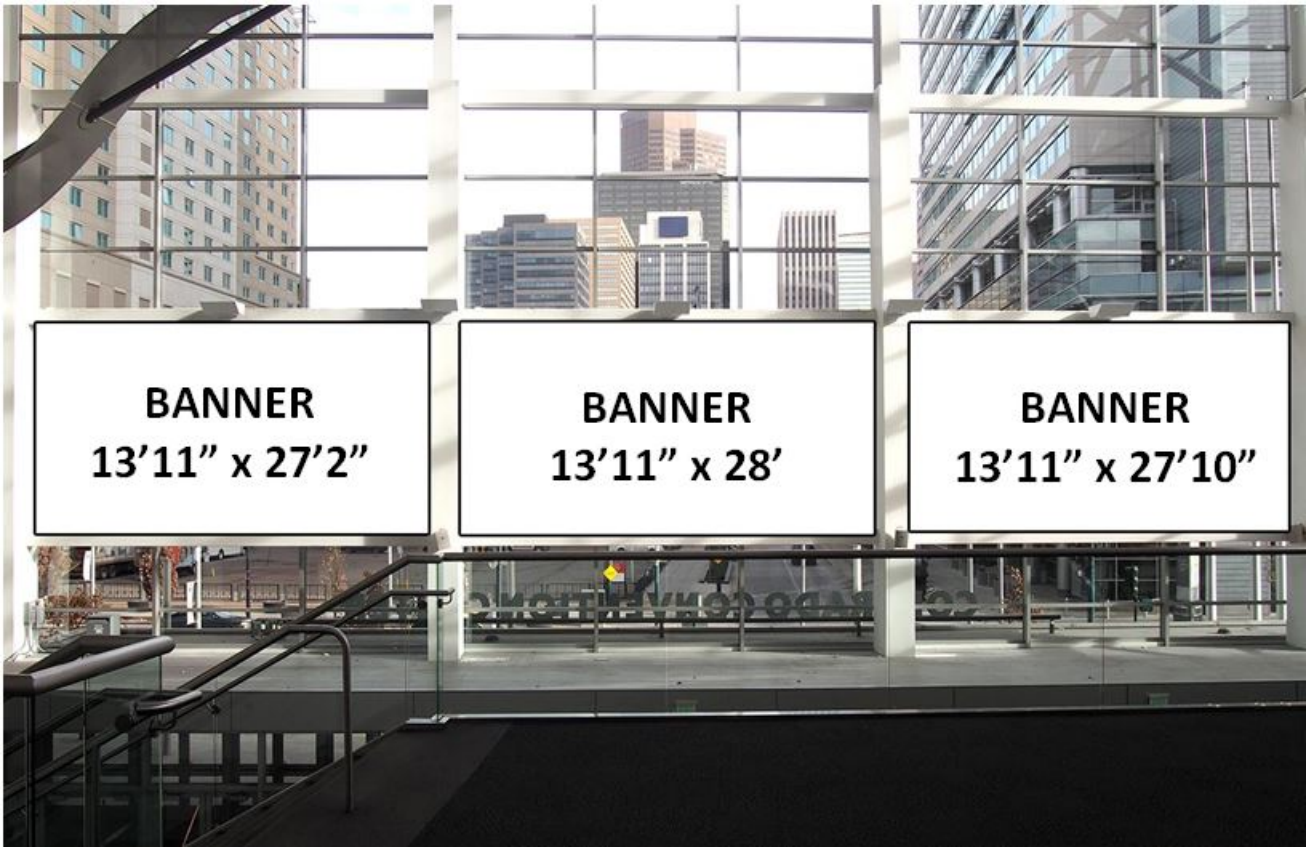
\*Please allow room for your attachment method between the steel beam and the banner.

**Digital Billboards:** The premier digital billboard is located at the intersection of 14<sup>th</sup> St and Welton St. The second is located on Speer Boulevard between Colfax Ave. and Stout St.

### **SPECIAL NOTES:**

- Ø **Meeting Room Corridors:** Banners may be hung from the 100, 200, 600, and 700 meeting room corridors only. PVC pipe may be used in the circular ceiling openings; see pictures provided. The openings in the 100 and 700 meeting rooms are approximately 12' in diameter. The openings in the 200 and 600 meeting rooms are approximately 17' in diameter. Note that two of the four openings in the 600 meeting rooms have columns in the center; see picture provided. **Ceiling banners are not allowed in the circular ceiling openings in the 300, 400 or 500 meeting room corridors.** Banners/signage inside the meeting rooms themselves must be ground-supported.
- Ø **Charging Stations:** A complete graphic package with renderings must be submitted for CCC Operations approval. Meeting Rooms must be contracted in order to use the corridor charging stations. The F Concourse charging station may be used by a full facility event and/or an Exhibit Hall F contracted event. Ask your Event Manager for the technical specifications on the charging stations.
- Ø **Bollard (outside) Vinyl Wraps:** A full facility event has the option to welcome attendees on the CCC twenty-three (23) outside concrete bollards. Ask your Event Manager for the technical specifications on the bollards.
- Ø **Lobbies:** Ground-supported banners/signage is required in Lobbies B, C, D, and E. Ask your Event Manager for a diagram of the built-in hang points located in Lobbies A and F.
- Ø **Escalators:** Very limited options are available when applying static clings to escalators. Approval from CCC Operations is required for design and installation and a cleaning fee is assessed.
- Ø **Column Wraps:** Column wraps are permitted if the adhesive overlaps onto the wrap itself and not directly onto the painted surface of the column.
- Ø **Existing Way-Finding Signage:** Special rules apply when there is intent to cover the CCC permanent directional signs and/or graphics. Ask your Event Manager for details.
- Ø **Sponsorship Signage:** Sponsorship banners may only face the inside of the CCC. A full-facility event may face their "event specific" (not sponsorship) signage to be seen from the outside of the facility.

**Questions should be directed to CCC Operations or your Event Manager (303) 228-8000.**



**BANNER**  
**13'11" x 27'2"**

**BANNER**  
**13'11" x 28'**

**BANNER**  
**13'11" x 27'10"**



**BANNER**  
**13'11" x**  
**27'10"**

**BANNER**  
**13'11" x 27'10"**


**BANNER**  
**13'11" x 27'10"**

**BANNER**  
**13'11" x 27'10"**



**BANNER**  
**13'11" x 27'10"**





**BANNER**  
**13'11" x 27'10"**

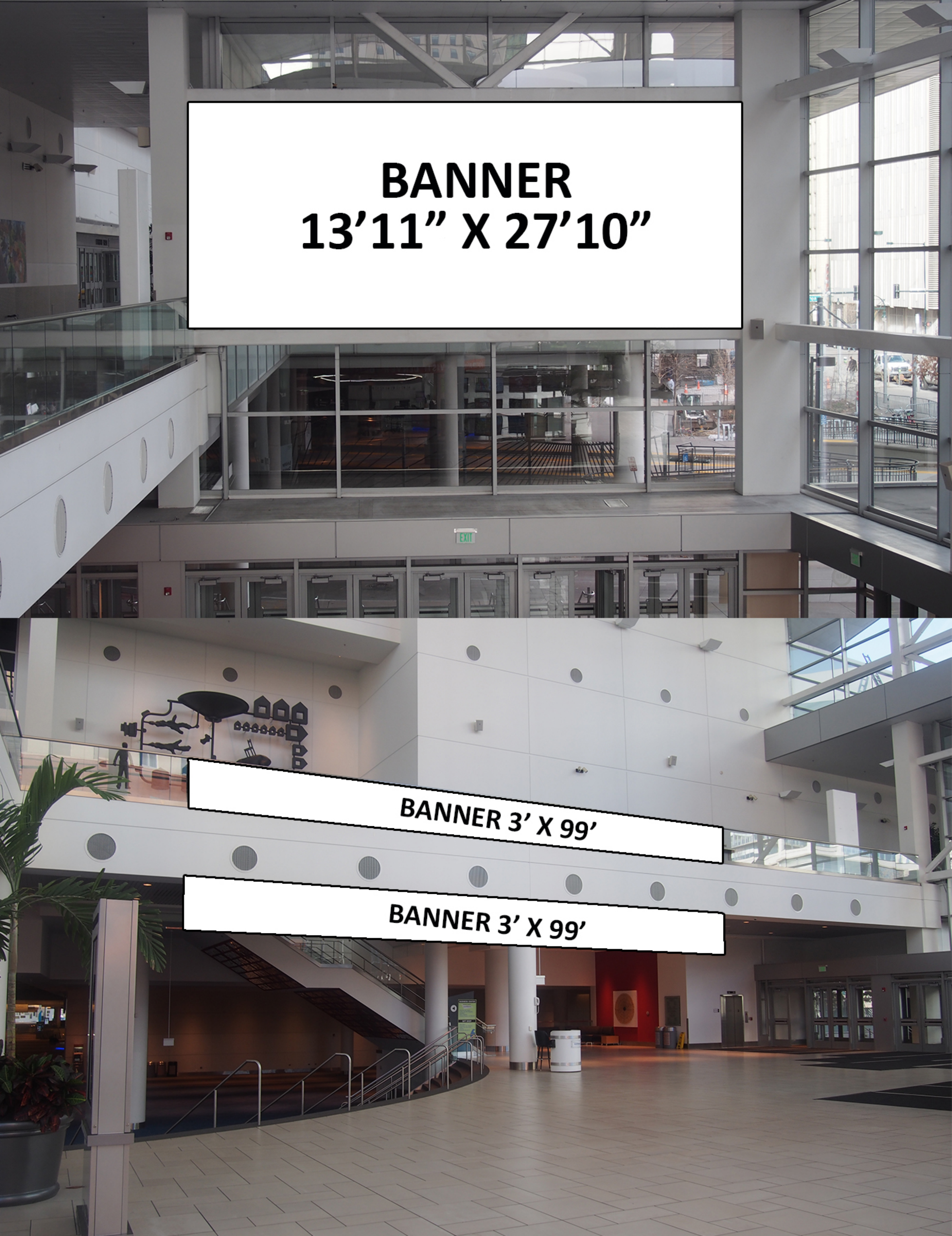
**BANNER**  
**13'11" x**  
**27'10"**

**BANNER**  
**13'11" x 27'10"**



**BANNER**  
**13'11" X 27'10"**





**BANNER  
13'11" X 27'10"**




**BANNER 3' X 99'**



**BANNER 3' X 99'**





A photograph of the Denver International Airport Tourist Information Center. The building is a modern, multi-story structure with a curved facade. A large, curved orange sign with white text reads "DENVER Tourist Information" and "VISIT DENVER TOURIST". Below this sign, there are several digital displays showing various travel-related information. The building has a glass railing on the upper level, and there are palm trees in the foreground. Two white rectangular boxes with black borders are overlaid on the image, each containing the text "BANNER 3' x 30'".

**BANNER 3' x 30'**

**BANNER 3' x 30'**



**BANNER 3' x 30'**

**BANNER 3' x 50' - 60'**

**BANNER 3' x 40'**

**BANNER 3' x 30'**

BLUE BEAR CAFE





**BANNER 3' X 30'**

**BANNER 3' X 30'**



**BANNER 3' X 30' - 60'**

**MAXIMUM SIZE  
BANNER 3' X 40'**

INFORMATION



INFORMATION





**BANNER**  
**6' X 12'**

**BANNER**  
**6' X 12'**

**BANNER**  
**6' X 12'**

**BANNER**  
**6' X 12'**



**BANNER**  
**6' X 12'**

**BANNER**  
**6' X 12'**

**BANNER**  
**6' X 12'**

**BANNER**  
**6' X 12'**





BANNER 3' X 30'

The image shows a large, open-plan interior space, likely a lobby or atrium, with a high ceiling and white walls. Three rectangular banners, each labeled 'BANNER 3' X 30'', are suspended from the ceiling at different angles. The floor is covered with a blue carpet, and several white columns with blue decorative bases are visible. Large windows on the left side provide natural light, and a tree is visible through the glass. The overall atmosphere is clean and modern.

BANNER 3' X 30'


BANNER 3' X 30'



**BANNER 3' X 30'**

**BELLCO THEATRE**

# 100's MEETING ROOMS



**BANNER  
4' X 8'**

201

202

204

203

206

**BANNER**  
**4' X 8'**

# 600's MEETING ROOMS

602

**BANNER**  
**4' X 8'**

604

601



INFORMATION



# 700's MEETING ROOMS

**BANNER**  
**4' X 8'**

