



INDOOR ADVERTISING

COMMISSION FEES

A 15% commission fee based on the gross advertising revenue received by the Event Organizer is payable to McCormick Place for commercial advertising promoting an exhibitor's product or service if it is displayed in public lobby areas, pedestrian walkways, and/or other non-licensed space. Separate fees apply to outdoor advertisement.

INDOOR ADVERTISING OPPORTUNITIES

The following list represents typical advertising ideas that have been used by Event Organizers:

- Free-standing kiosks
- Column coverings
- Floor mounted banners and signs
- Ceiling-mounted banners
- Audio or video kiosks featuring advertising

When advertising provides a service to show attendees or reduces our/your costs, a commission will not be applied. Examples of items that fall into this category include:

- Imprinted napkins or cups for food and beverage use
- Sponsored press center or special interest lounge
- Rotating literature carousels
- Tote bags for carrying literature
- Sponsored-product locator devices (however, any sold advertising does incur a commission)
- Audio or video kiosks featuring show information only
- Advertising in programs, show dailies, etc.

Note: all floor mounted signs, banners, kiosks need to be placed on a floorplan for approval by McCormick Place and the Fire Marshal.