



EXTERIOR SPONSORSHIP & ADVERTISING OPPORTUNITIES

Thank you for your interest in the branding opportunities on the exterior of McCormick Place. We are dedicated to meeting your signage, sponsorship and branding needs for your upcoming event at our facility.

Our pricing guidelines apply to commercial event advertising, sponsorship and marketing, which includes:

- Promotion of sponsors, exhibitors, products, services, business entity or organization regardless if revenue is generated by the Event Organizer.
- Pricing applies to the specific location that includes banners, window clings, digital signage or standing structures.
- All fees are for the run of the event.
- All signage and graphic plans must be pre-approved by McCormick Place Management.
- These fees are separate from the interior advertising commissions outlined in the License Agreement.

LOCATIONS & PRICING

Tier 1 - \$8000.00

- South and North Building Main Entrance - Gate 4 (McCormick Square entrance)

Tier 2 - \$4500.00

- Lakeside Center Main Entrance - Gates 30-31 (23rd and Fort Dearborn Drive)
- West Building Main Entrance - Gate 40 (2301 S. Indiana Avenue)
- West Building Secondary Entrance - Gate 41 (Cermak and S. Indiana Avenue)
- Pedestrian Bridge connection from South to West
- Pedestrian Bridge connections to Marriott Marquis and Wintrust Arena

Tier 3 - \$2000.00

- Transportation Gates
 - Lakeside Center: Gates 32-34 and Gates 36-38
 - North Building: Gates 20-22
 - South Building: Gates 1-3 and Gates 26-27
 - West Building: Gates 42 and Gates 43-44

Tier 3 - \$2000.00, continued

- Parking Lot A and C
 - Per level fee

GUIDELINES

A show may hang banners or clings on a building where they are the only event leasing an exhibit hall in that building.

Events leasing Exhibit Hall A will be given precedence for the Tier 1 location. An event in Exhibit Hall B or C may utilize the area only for days where Hall A is not leased move-in, move-out or event days unless an event leasing Hall A grants a waiver for move-in or move-out days. The Tier 1 location will not be released to an event using only Halls B and C until 6 months prior to their first contracted move-in date.

If multiple events are booked into a hall, precedence will be given to the larger space booked.

SIGNAGE PROHIBITIONS

- Advertisements for liquor, prophylactics, tobacco products, nudity, profanity, images and messages of graphic sexual or violent nature, political advertising and statements.
- McCormick Place management reserves final authority to approve or reject content.

Any damage or cleaning resulting from an event marketing installation is billable to the Event Organizer.

These fees are for rental of the space only, and does not include the manufacturing, production, artwork, installation or removal.

The Event Organizer must provide the advertising content 90 days in advance for review. McCormick Place management will respond within 5 business days of the proposed plan receipt.