



EXHIBITION PLACE
BRANDING GUIDE



Exhibition Place



VENUES



enercare™
centre

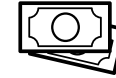


beanfield
centre

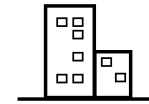
ON-SITE BRANDING & ADVERTISING



All on-site Branding & Advertising opportunities are on a first reserve basis and must be approved by your Event & Meeting Coordinator prior to installation.



All pricing listed is subject to HST 13% sales tax. Prices listed within do not include design, production and printing costs.



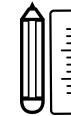
Exhibition Place does not accept responsibility of outside structures/signs. Third Party Security should be contracted for asset protection and management.



Production, installation and removal of banners and signage must adhere with Exhibition Place union jurisdictions, please refer to notes section of each opportunity for further information or speak with your Event & Meeting Coordinator.



It is the responsibility of the Client to ensure all on-site advertising has been removed by end of contract. If any damages or residue remains, repair and cleaning charges will be billed back to client post event. Installation must be completed by a competent graphics installer or general service contractor.



It is the responsibility of the client to ensure accurate measurements. Exhibition Place assumes no responsibility for accurate measurements. Please speak with your Event & Meeting Coordinator to arrange a time to do site measurements.



Graphics in all locations may be double sided where suitable at clients discretion. Branding available during contracted dates only inclusive of move in dates.



Locations may include Sponsor or exhibitor advertising as long as they are participating in the show. Participation means an exhibit booth, speaker, or activation is present within the event footprint. All branding graphics must include the events logo in a portion of the graphic.



Exhibition Place must approved all graphics 30 days prior to your event. Please submit proofs to your Event & Meeting Coordinator for approval.



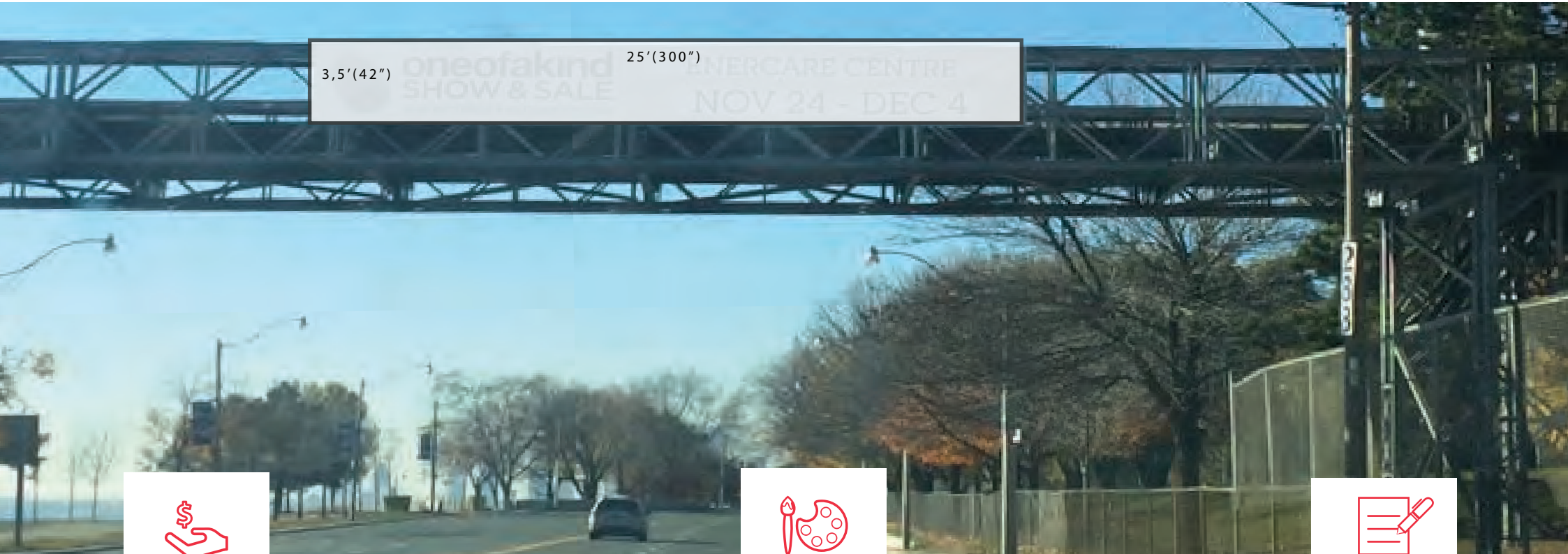
**enercare™
centre**

ENERCARE CENTRE

ON-SITE BRANDING &
ADVERTISING AT ENERCARE
CENTRE



BAILEY BRIDGE, LAKESHORE BLVD



OPPORTUNITY PRICING:

\$750.00 per banner location on bridge.

Price includes two weeks of advertising exposure prior to first move in date.

\$375.00 per banner for additional week of advertising exposure to a maximum extension of 2 weeks.

6 Locations Available



INSTALLATION AND DESIGN:

Designated size: 42" x 300" per banner

21 OZ minimum Flexface Banner Material,
Double Reinforced Hems on ALL sides,
Grommets at 24 INCHES on ALL sides.
Specifications sheer available

Exhibition Place Local 506 Labour for
install and removal is included in price.
Printing must use venue supplier.



NOTES:

All banners must be produced by our designated supplier due to safety and location being over live road way of Lakeshore Blvd.

Please speak directly with The Creative Design Co: Tom Wenzel (tom@tcdco.ca) to create a banner.

Reservations made on a first reserve basis, priority will be given to current events. Please speak with your Event & Meeting Coordinator to discuss availability and make a reservation.

COBRA POLE BANNERS, PRINCES BLVD



OPPORTUNITY PRICING:

\$400 per Cobra Pole.

27 Locations Available
Additional Locations May Be Available

INSTALLATION AND DESIGN:

Designated size: 84" x 30" per pole banner

Exhibition Place Local 506 Labour for
install and removal is included in price.
Printing supplier at client discretion.

Specification sheet available.

NOTES:

Branding permitted in line with adjoining
contracted space, please speak with your Event &
Meeting Coordinator for approval.

HALL ID POLE BANNER, PRINCES BLVD



OPPORTUNITY PRICING:

\$400 per Hall ID Pole.

6 Locations Available



INSTALLATION AND DESIGN:

Designated size: 161" x 30" per banner

Exhibition Place Local 506 Labour for install and removal is Included in price.
Printing supplier at client discretion.

Specification sheet available.



NOTES:

Branding permitted in line with adjoining contracted space, please speak with your Event & Meeting Coordinator for approval.

EXTERIOR SIGNAGE STRUCTURE



OPPORTUNITY PRICING:

\$400 per Structure



INSTALLATION AND DESIGN:

Any sign/banner structure or flag pole that is greater than 20 ft in height or weighing more than 253 lbs will require a Building Permit from the City of Toronto. A professional Ontario engineer will need to design and provide drawings that clearly show the sign weight and size.

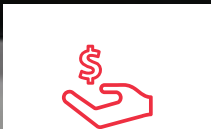
Must be installed by your General Service Contractor



NOTES:

Branding permitted within proximity to your contracted space, please speak with your Event & Meeting Coordinator for approval.

GALLERIA WINDOWS



OPPORTUNITY PRICING:

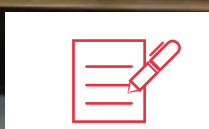
\$250 per Window Decal



INSTALLATION AND DESIGN:

Maximum size: 98" x 50" per decal

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl



NOTES:

Branding permitted in line with adjoining contracted space, please speak with your Event & Meeting Coordinator for approval.

EXTERIOR GLASS FACADE



OPPORTUNITY PRICING:

\$3,500 per Facade

3 Locations Available:
Heritage Court Facade
Galleria West Facade
Galleria East Facade



INSTALLATION AND DESIGN:

Please see your Event & Meeting Coordinator
for architectural drawings for reference.

Must be installed by your General Service Contractor
or a competent graphic supplier with low adhesive vinyl



NOTES:

Branding must be located within proximity of
contracted space, please speak with your Event &
Meeting Coordinator for approval

ENERCARE CENTRE GALLERIA VERTICAL BANNERS



OPPORTUNITY PRICING:

\$240 per banner

40 Locations available
spanning from Hall A to Hall D
Location map available

INSTALLATION AND DESIGN:

Designated size: 84" x 30" per pole banner

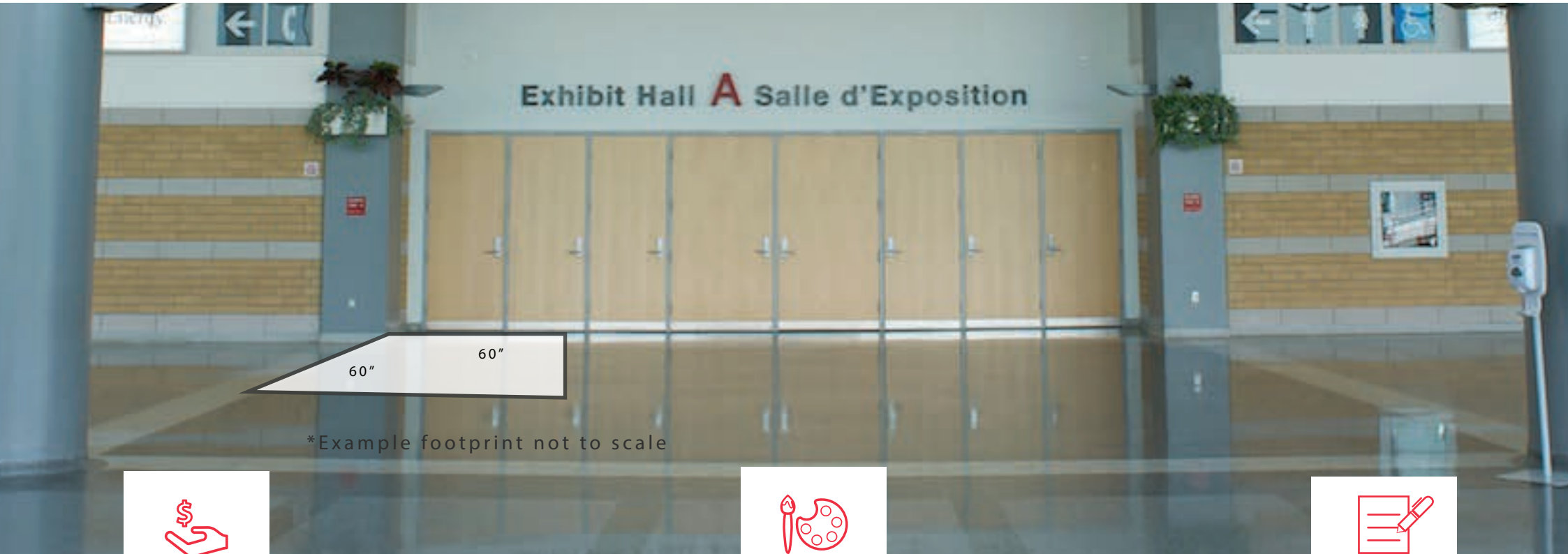
Exhibition Place Local 506 Labour for
install and removal is included in price.
Printing supplier at client discretion.

Specification sheet available.

NOTES:

Branding permitted in line with adjoining
contracted space, please speak with your Event &
Meeting Coordinator for approval.

GALLERIA FLOOR DECALS



*Example footprint not to scale



OPPORTUNITY PRICING:

\$200 per floor decal
(Based on 60" incremental lengths)

Floor decals used for directional purposes and social distancing will not be subject to a location fee.

Integration of sponsorship graphic is subject to standard location fees.



INSTALLATION AND DESIGN:

Recommended size: 60" x 60" per Decal
Larger sizing available on request

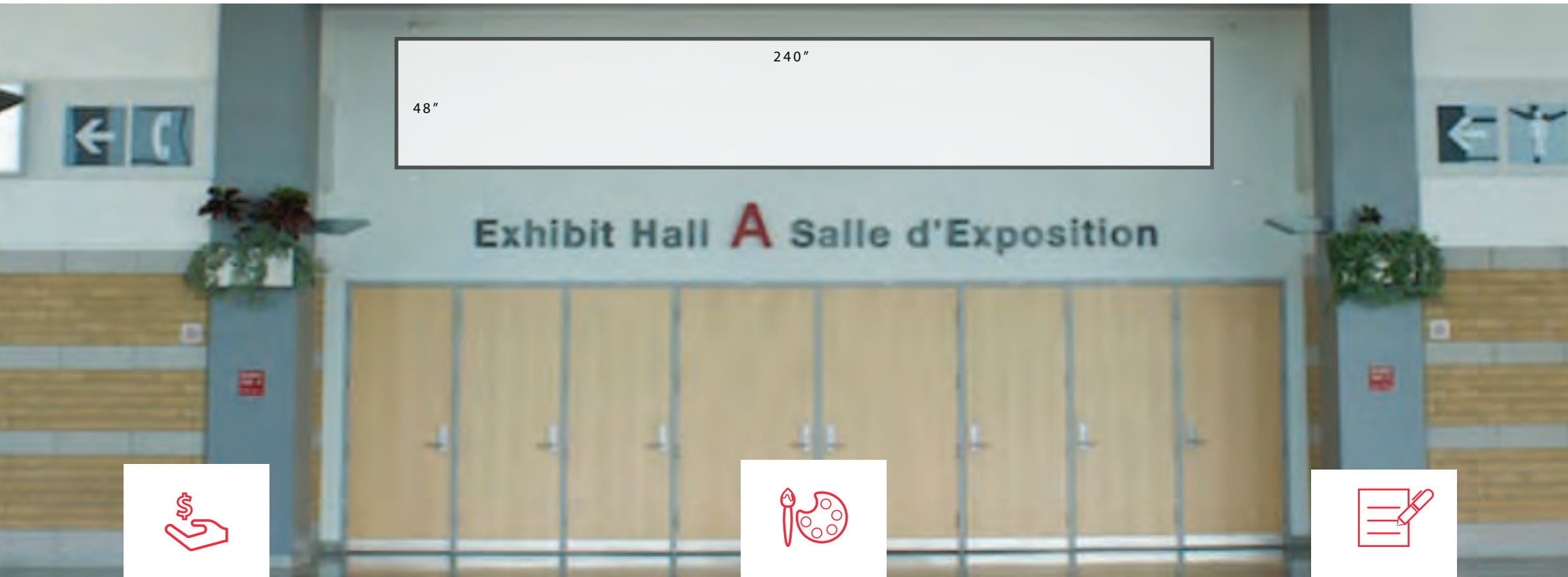
Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl



NOTES:

Branding permitted in line with adjoining contracted space, please speak with your Event & Meeting Coordinator for approval.

HALL ENTRANCE BANNER



OPPORTUNITY PRICING:

\$400 per Banner

Locations Available

- 1 - Hall A
- 2 - Hall B
- 2 - Hall C
- 1 - Hall D



INSTALLATION AND DESIGN:

Maximum Size: 240" x 48"

Grommets in top corners and top centre
2 inch sleeve in bottom and top for conduit.

Exhibition Place Local 506 Labour for
install and removal is included in price.
Printing supplier at client discretion.

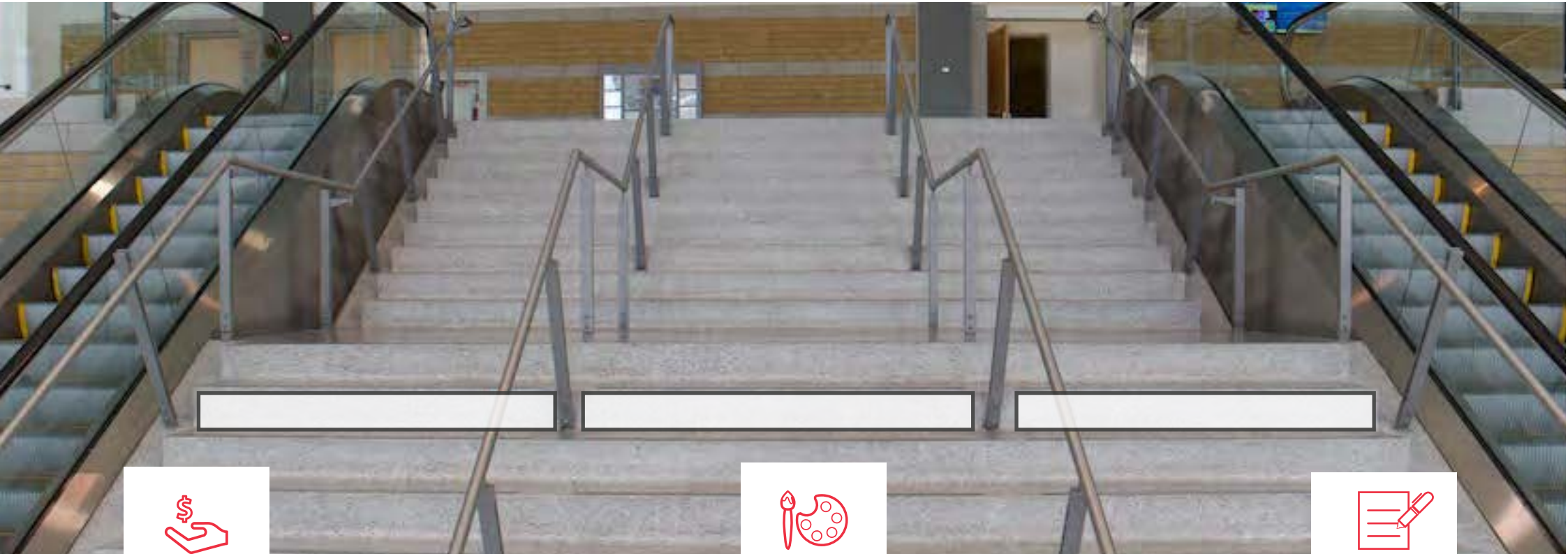
Specification sheet available.



NOTES:

Branding permitted in line with adjoining
contracted space, please speak with your
Event & Meeting Coordinator for approval.

STAIRCASE DECALS



OPPORTUNITY PRICING:

\$500 for full stair span

4 Locations Available

Hall A
Hall B
Hall C/D
Hall D

INSTALLATION AND DESIGN:

Approximate size:

Hall A & B Entrance 17 Risers - 90" x 7"

Hall C & D (Shown) 17 Risers - 199" x 7"

Hall D East Entrance 17 Risers - 90" x 7"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl

NOTES:

Branding must be located within proximity of contracted space, please speak with your Event & Meeting Coordinator for approval.

ESCALATOR GLASS



OPPORTUNITY PRICING:

\$500 per Escalator

8 Locations Available

- 2 - Hall A
- 2 - Hall B
- 2 - Hall C/D
- 2 - Hall D

INSTALLATION AND DESIGN:

Recommended size: 31' x 22"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl

NOTES:

Branding must be located within proximity of contracted space, please speak with your Event & Meeting Coordinator for approval.

ESCALATOR RAILING GLASS DECALS



OPPORTUNITY PRICING:

\$250 per Entire Railing Span

Inclusive of 5 glass panels.



INSTALLATION AND DESIGN:

Maximum Size: 27" x 50.5"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl



NOTES:

Located in Enecare Centre at escalator to the Beanfield Centre underground tunnel

Branding permitted within proximity to your contracted space, please speak with your Event & Meeting Coordinator for approval.

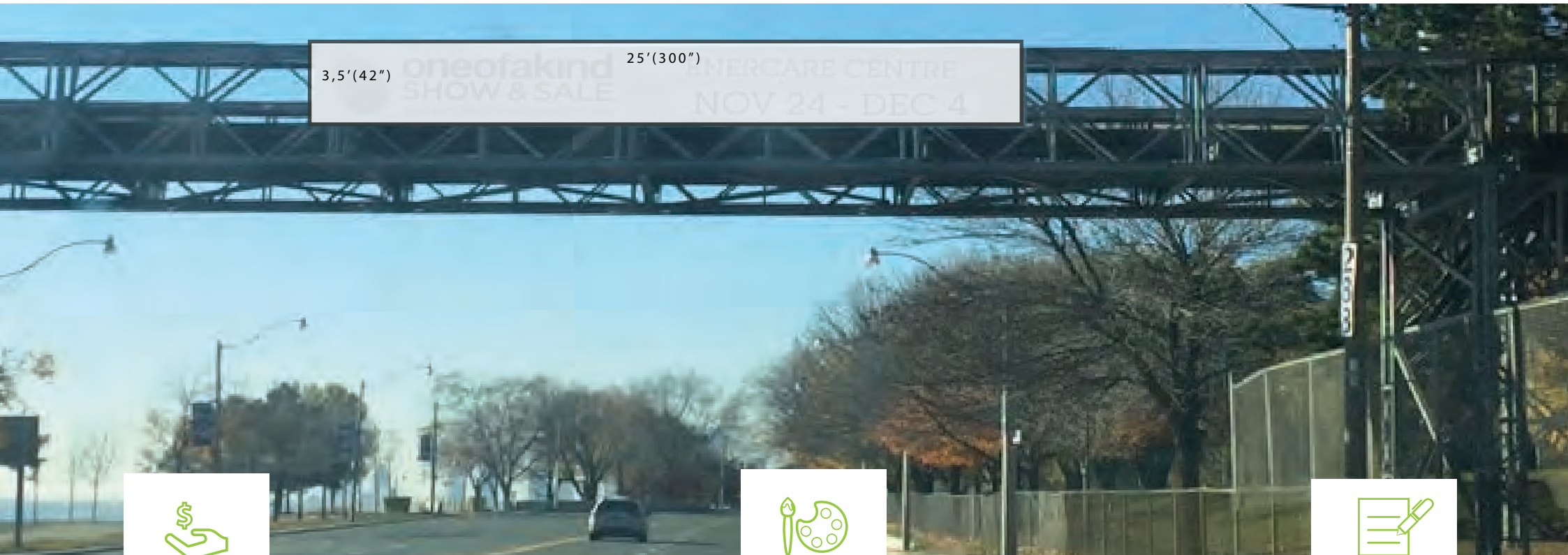


BEANFIELD CENTRE

ON-SITE BRANDING &
ADVERTISING AT BEANFIELD
CENTRE



BAILEY BRIDGE, LAKESHORE BLVD



OPPORTUNITY PRICING:

\$750.00 per banner location on bridge.

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\$375.00 per banner for additional week of advertising exposure to a maximum extension of 2 weeks.

6 Locations Available



INSTALLATION AND DESIGN:

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COBRA POLE BANNERS



OPPORTUNITY PRICING:

\$400 per Cobra Pole.

6 Locations Available



INSTALLATION AND DESIGN:

Designated size: 84" x 30" per banner

Exhibition Place Local 506 Labour for install and removal is included in price. Printing supplier at client discretion.

Specification sheet available.



NOTES:

Branding is co-located with Beanfield Metro Connect branded cobra pole banners on south supports

EXTERIOR SIGNAGE STRUCTURE



OPPORTUNITY PRICING:

\$400 per Structure



INSTALLATION AND DESIGN:

Any sign/banner structure or flag pole that is greater than 20 ft in height or weighing more than 253 lbs will require a Building Permit from the City of Toronto. A professional Ontario engineer will need to design and provide drawings that clearly show the sign weight and size.

Must be installed by your General Service Contractor



NOTES:

Branding must be located within proximity of contracted space, please speak with your Event & Meeting Coordinator for approval

LOBBY WINDOWS - MAIN LEVEL



OPPORTUNITY PRICING:

\$1,500 per Archway

3 Locations Available North Lobby:

East Upper Window Panel
Centre Upper Window Panel
West Upper Window Panel



INSTALLATION AND DESIGN:

Maximum Size:
Top: 30" x 72"
Sides: 134" x 23"

Must be installed by your General Service Contractor
or a competent graphic supplier with low adhesive vinyl



NOTES:

LOBBY WINDOWS - MEZZANINE LEVEL



OPPORTUNITY PRICING:

\$250 per Window

- Window A x 2
- Window B x 2
- Window C x 2
- Window D x 2

INSTALLATION AND DESIGN:

- Maximum Size:
- Window A: 43" x 110"
 - Window B: 112" x 29"
 - Window C: 43" x 110"
 - Window D: 87" x 110"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl

NOTES:

This location is considered Event Branding and may have show sponsors and exhibitors included.

SECURITY DESK - FREE STANDING



**SIGNAGE CANNOT
BLOCK SECURITY**



OPPORTUNITY PRICING:

\$1000 per Advertisement



INSTALLATION AND DESIGN:

Maximum Size: No Restriction

Must be free standing sign. No affixing to desk unit.
Sight line for security desk must be maintained.

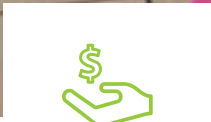
Must be installed by your General Service Contractor or competent graphic installer



NOTES:

Full building rental required.

FLOOR DECALS



OPPORTUNITY PRICING:

\$200 per Decal

6 Locations Available:

- Entrance Vestibule Terrazo Floor
- Main Level Lobby Tiled Floor
- Pre Function A & B Tiled Floor
- Beanfield Centre Tunnel Floor
- Enercare Centre Tunnel Entrance Floor
- Enercare Centre Parking Entrance Floor



INSTALLATION AND DESIGN:

Maximum Size: 60" x 60"

Must be installed by your General Service Contractor Meeting
or a competent graphic supplier with low adhesive vinyl



NOTES:

Branding must be located within proximity of
contracted space, please speak with your Event &
Contractor Meeting Coordinator for approval.

EAST & WEST ESCALATOR



OPPORTUNITY PRICING:

\$500 per Escalator

4 Locations Available:
East Escalator to Second Floor
West Escalator to Second Floor
East Tunnel Escalator
West Tunnel Escalator

INSTALLATION AND DESIGN:

Approximate size: 31' x 22"

Must be installed by your General Service Contractor
or a competent graphic supplier with low adhesive vinyl

NOTES:

TILED PILLARS - MAIN LEVEL



OPPORTUNITY PRICING:

\$250 per Pillar

11 Locations Available:



INSTALLATION AND DESIGN:

Maximum Size: 40.5" x 108"

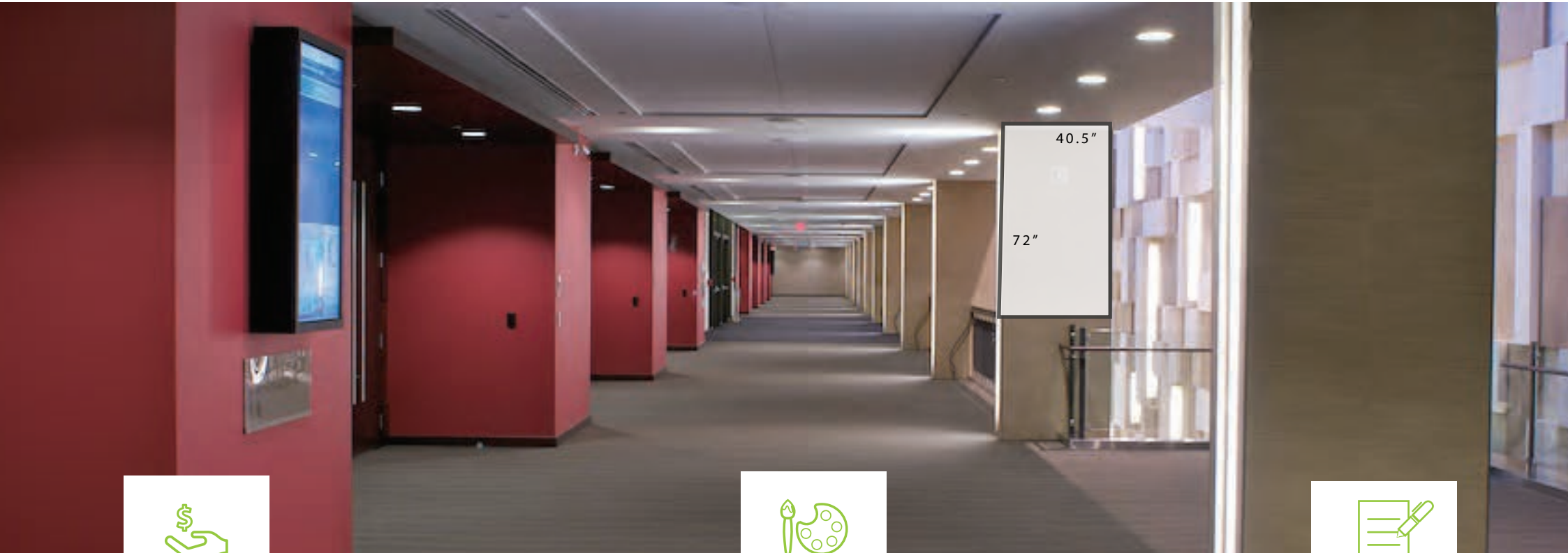
Must not block any Fire & Electrical devices at any time.
Cutouts may be required in select locations.
Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl



NOTES:

Branding must be located within proximity of contracted space, please speak with your Event & Meeting Coordinator for approval.

TILED PILLARS - MEZZANINE LEVEL



OPPORTUNITY PRICING:

\$250 per Pillar

9 Locations Available:



INSTALLATION AND DESIGN:

Maximum Size: 40.5" x 72"

Must not block any Fire & Electrical devices at any time.
Cutouts may be required in select locations.
Must be installed by your General Service Contractor
or a competent graphic supplier with low adhesive vinyl



NOTES:

Branding must be located within proximity of contracted space, please speak with your Event & Meeting Coordinator for approval.

STAIRCASE DECALS



OPPORTUNITY PRICING:

\$500 for full stair span

INSTALLATION AND DESIGN:

Approximate size:

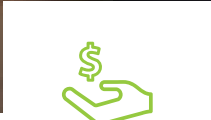
17 Risers - 86" x 7"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl

NOTES:

Branding must be located within proximity of contracted space, please speak with your Event & Meeting Coordinator for approval.

TUNNEL ENTRY GRAPHICS



OPPORTUNITY PRICING:

\$250 per door

7 Locations Available:

- South Side - Center Concrete Pillar
- South Side Doors (East / West / Centre)
- North Side Doors (East / West / Centre)



INSTALLATION AND DESIGN:

Pillar, Approx: 24" x 96"

- Door Upper Decal: Approx. Size: 36" x 48"
- Door Lower Decal: Approx. Size: 36" x 24"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl



NOTES:

ESCALATOR RAILING GLASS DECALS



OPPORTUNITY PRICING:

\$250 per Entire Railing Span



INSTALLATION AND DESIGN:

Maximum Size: 27" x 50.5"

Must be installed by your General Service Contractor or a competent graphic supplier with low adhesive vinyl



NOTES:

Located in Eneicare Centre at escalator to the Beanfield Centre underground tunnel

Branding permitted within proximity to your contracted space, please speak with your Event & Meeting Coordinator for approval.



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Exhibition Place Toronto
Welcome to Canada's Leading & Innovative Venues
100 Princes' Blvd, Toronto, ON M6K 3C3



Exhibition Place