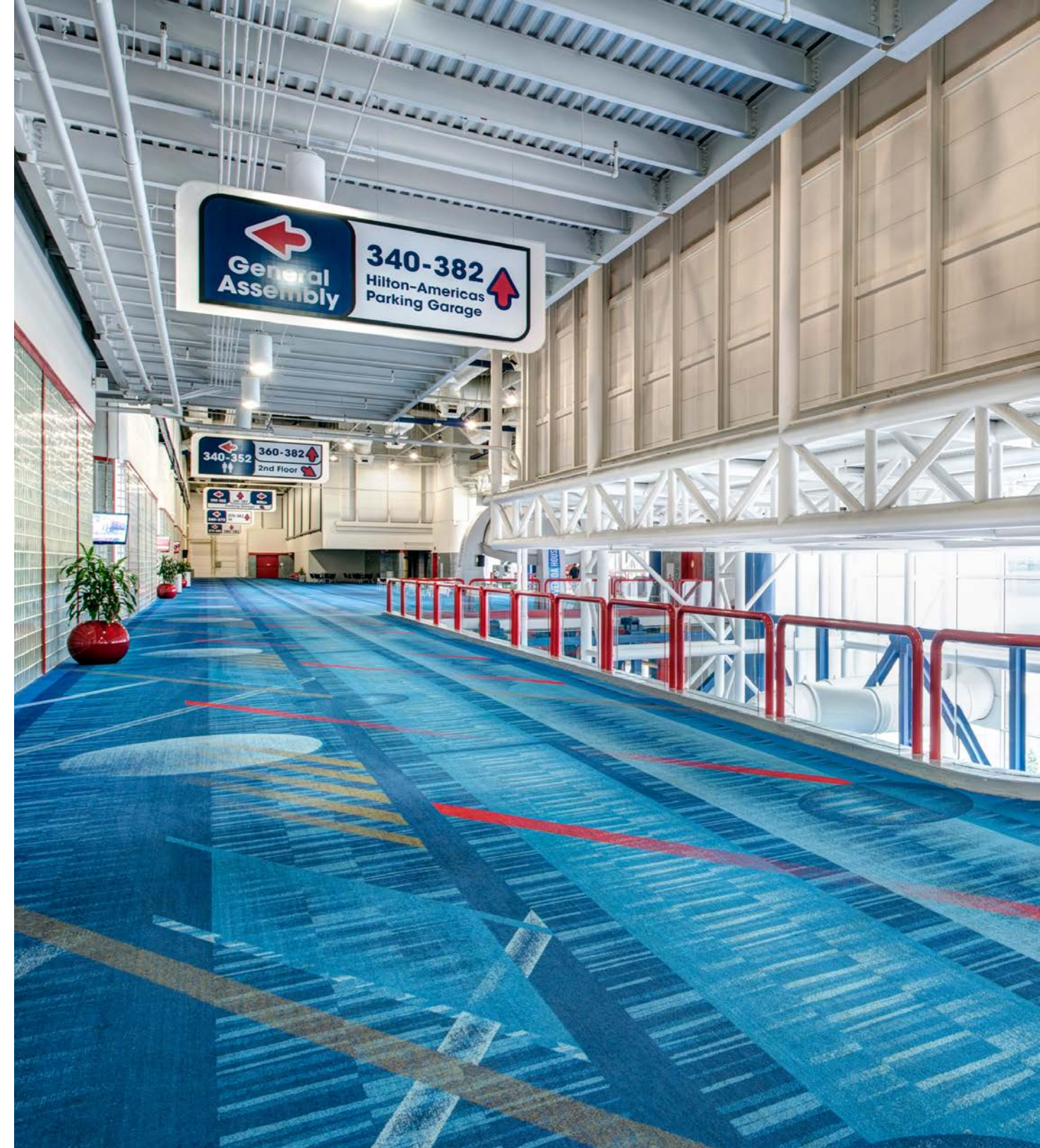


# STAGING SOLUTIONS



# TABLE OF CONTENTS

<b>INTERIOR SIGNAGE SOLUTIONS</b>	<b>7 - 39</b>
Hanging Banners	8 - 17
Hotel Sky Bridges	18 - 21
Wall Clings	22 - 26
Escalators	27 - 31
Interior Entrances	32 - 33
Floor Decals	34 - 37
General Signage	38
<b>SCENIC SIGNAGE SOLUTIONS</b>	<b>48 - 51</b>
Entry Pieces	49
Scenic Vignettes	50
Registration Elements	51





## OUR MISSION

To craft experiences that bring value to brands and engage audiences.

## WHO WE ARE

Staging Solutions was born in Houston, Texas in 1997, and has been a creative experience workshop ever since. We thrive at the intersection where precise technical production meets bold creativity, and we love what we do.

Staging Solutions at the [George R Brown](#) is the exclusive HFC partner for all rigging and technical services. We provide the following full-service solutions to make your show or experience the best it possibly can be:

- Rigging Services
- Audio Visual Services
- Production Management
- Scenic Asset Creation
- Digital Media and Content Creation Services
- Event Signage

Staging Solutions @ GRB (713) 853-8180

# A CANVAS FOR YOUR BRAND



## PRINTING SOLUTIONS

Taking creative from design to production through the delivery within your event, our team will provide a one step solution.



## CREATIVE SOLUTIONS

Our in-house design staff can work directly with you to help clearly deliver your message that matches your brand.



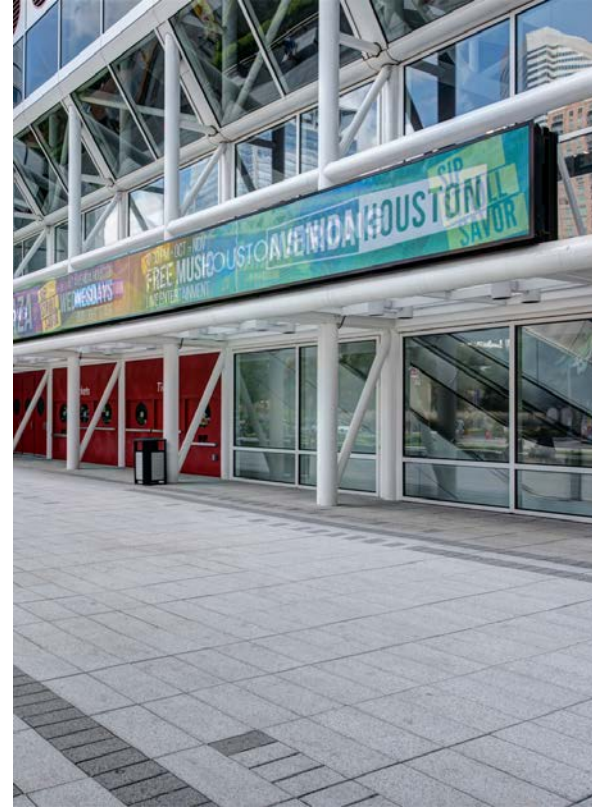
## DIGITAL SOLUTIONS

Delivering your brand via LED signage, video, interactive or beyond.



## SCENIC SOLUTIONS

Bring your creative ideas alive to create dynamic and memorable experiences.



# BRANDED CONTENT VS SPONSORED CONTENT

Displays and signage with both branded and sponsored content are permissible in the Facility's public spaces. Displays or signage with sponsored content placed in the Facility's public space are subject to a Facility sponsorship fee. Displays or signage with branded content placed in the Facility's public space are not subject to a Facility sponsorship fee. For guidance in determining if your content is branded or sponsored, please use the information provided below. If you have questions about your content, please consult your Convention Services Manager.

## Branded Content

- Contains the Licensee's company, organization, or event logo
  - Logo can be in wordmark, lettermark, brandmark, or lockup logo
  - Event lockup logos may include the logo of an event co-organizer or co-presenter so long as the logo is of equal or lesser size to the Licensee's logo and may include the verbiage:
    - In partnership with
    - Presented by
    - Brought to you by
    - This messaging and any associated logos must be part of the event logo
- Contains information about the Licensee's company or organization and/or the event including:
  - Licensee's event website information
  - Licensee's company, organization, or association website information
  - Social media handles and/or hashtags for the event, company, association, or organization
  - Licensee company, organization, or association and/or event slogans, catchphrases, or mottos
- Branded content **IS NOT** subject to a sponsorship fee by the Facility

## Sponsored Content

- May contain any of the content included on the event's branded content
- Contains logos or messaging for which the Licensee receives a sponsorship or in-kind support to display. Including, but not limited to:
  - Logos or messaging (including website and social media information) from event exhibitors, partners who are not co-organizers or co-presenters for the event, or outside companies who have purchased a branding opportunity from the Licensee
- Sponsored content may include logos as described above, or messaging that includes:
  - Thank you to our sponsors
  - Sponsored by
  - Directions to or specific information regarding exhibitors who have paid a fee to display such information
- Sponsored content **IS** subject to a sponsorship fee by the Facility

# RULES & GUIDELINES

Please take a moment to familiarize yourself with the Facility rules and guidelines for displays and signage.

## Approvals

Prior to production or installation of any branded or sponsored displays or signage, the Licensee must obtain approval from the Convention Services Manager in writing. Approval is required for both content and location.

The Convention Services Manager may revoke approval at any time on site should the final product not adhere to the guidelines put forth in this guide or if it has been significantly altered from the approved version.

## Production

Licensee is responsible for the production, installation, and removal of all branded and sponsored displays or signage.

\* **All dimensions are at the max size**

## Installation

Branded and sponsored items installed in locations not previously approved by the Convention Services Manager will be subject to removal by the facility.

## Removal

Any branded or sponsored items remaining on site after the contract has ended will be subject to a \$100 facility removal fee.

## Timeline

Branded and/or sponsored signage plans must be submitted by Licensee for approval no later than 45 days prior to first contracted move-in day.

Approved branded or sponsored signage can be displayed only during the Licensee's contracted period with the Facility.

All branded or sponsored items must be removed from the public spaces of the Facility prior to the conclusion of the Licensee's contract period.

## Billing

All fees for sponsored displays or signage due to the Facility will be included in the Licensee's final invoice. Any questions regarding the final fee can be directed to the Convention Services Manager.

## Damages

Licensee assumes full responsibility for any damages or repairs to the facility that result from the removal of their displays or signage. The Convention Services Manager will document any damages and Licensee will be billed for any costs of repair incurred by the Facility.

## Digital Signage

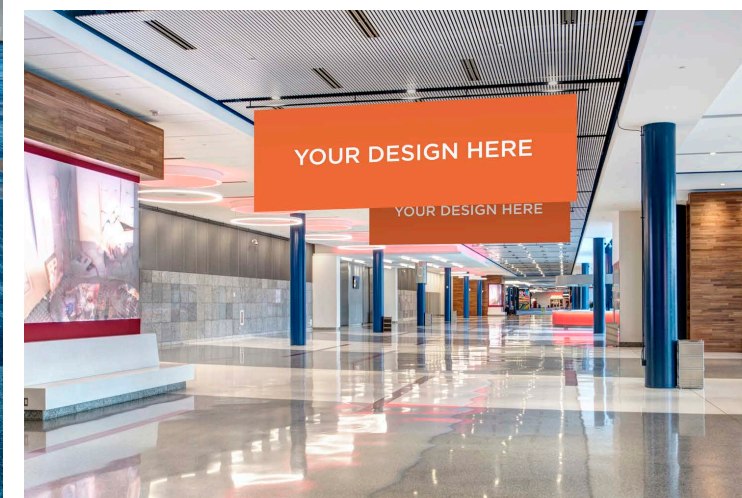
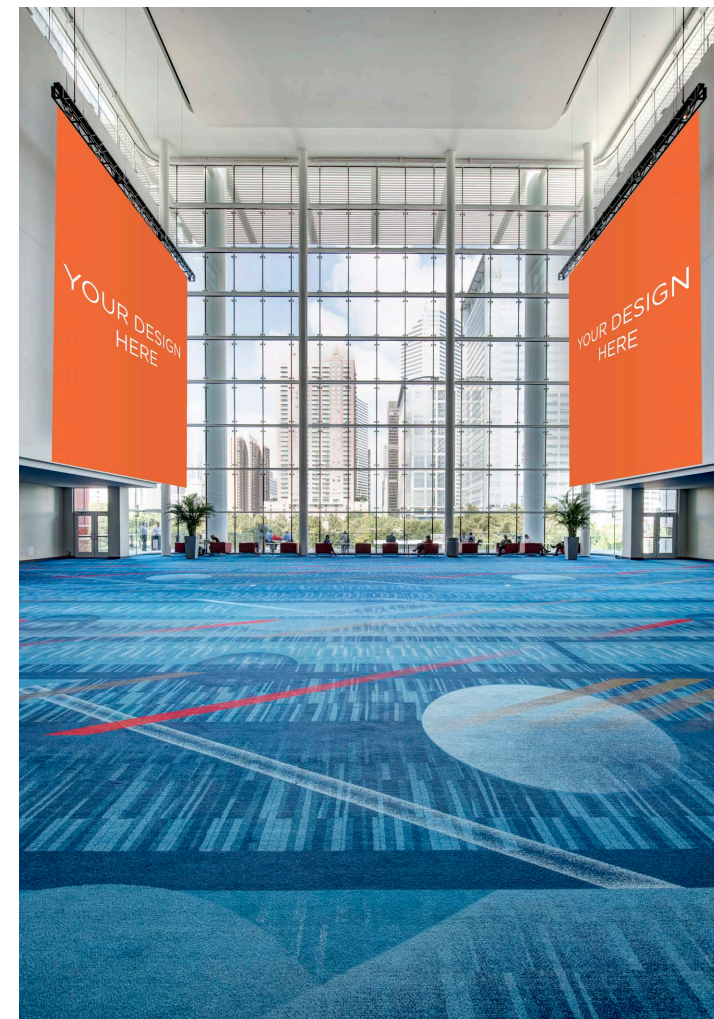
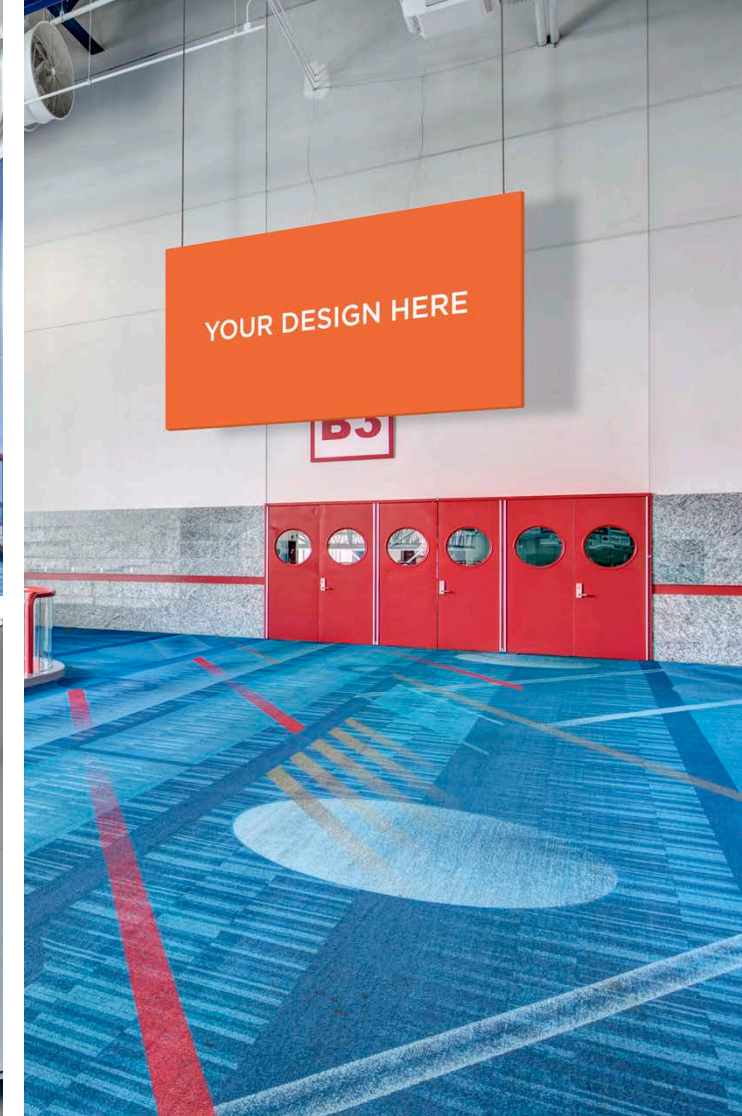
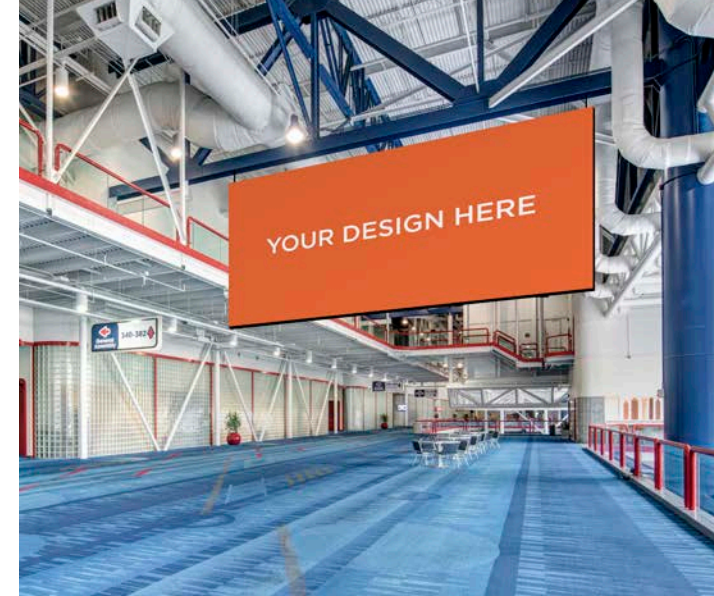
Please contact your Convention Services Manager to inquire about the use of digital displays in the Facility not listed in this guide.



INTERIOR  
SIGNAGE  
SOLUTIONS

# HANGING BANNERS

Highly Visible, Powerful Branding. Truss hanging, wall mounted, or ceiling connected options with single- or double-sided branding.\*\*



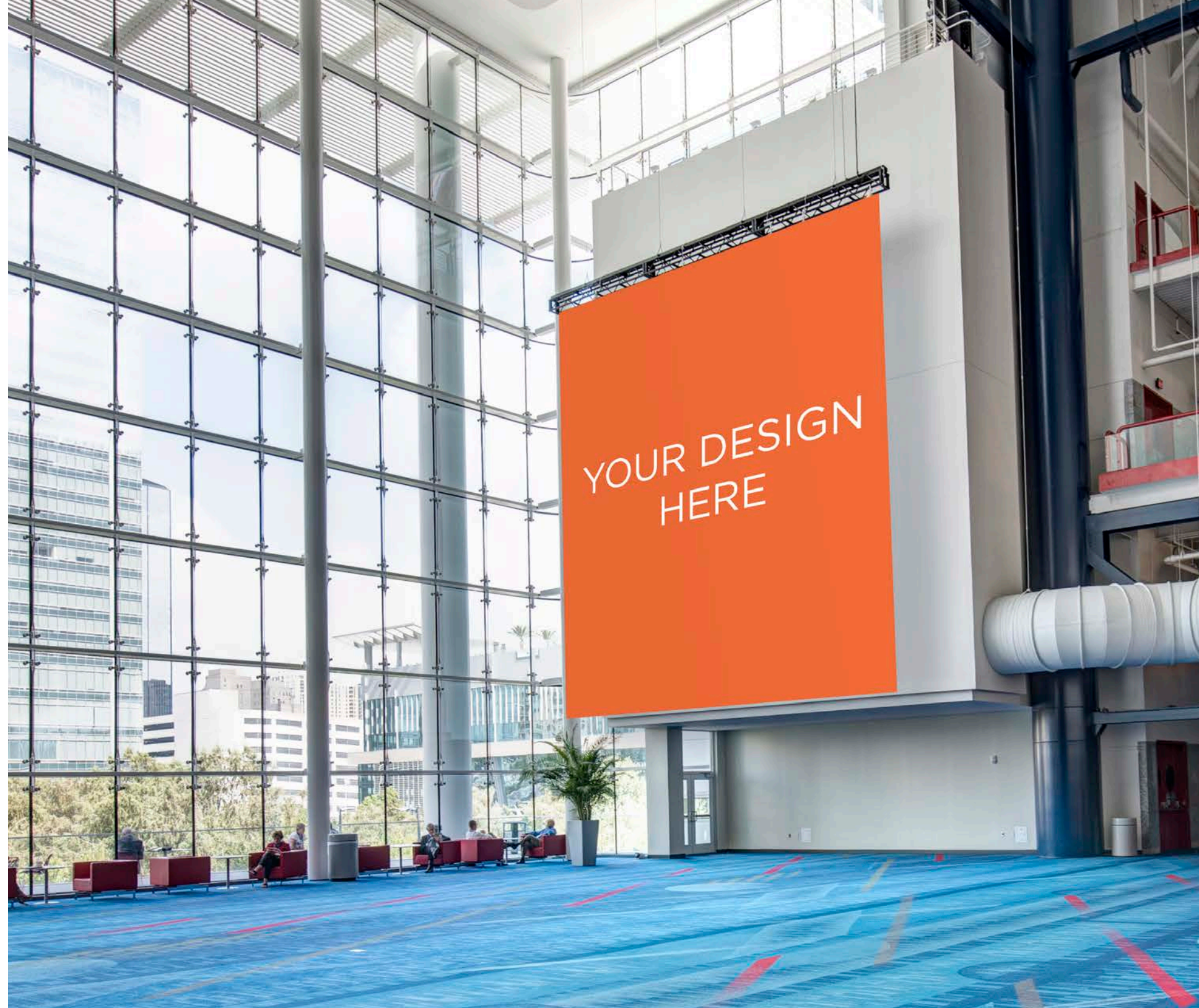
\*\* Facility permission required whenever covering building directional signage. Banners cannot cover security cameras.



**Location:** Exhibit Hall B3, L3  
**Type:** Hanging Banner  
**Size:** 20'4" x 12'  
**Material:** Fabric Banner with Sewn Edges  
**Sides:** Single  
**Quantity:** 1  
**Notes:** Requires SS@GRB rigging to hang sign  
Facility-approval required

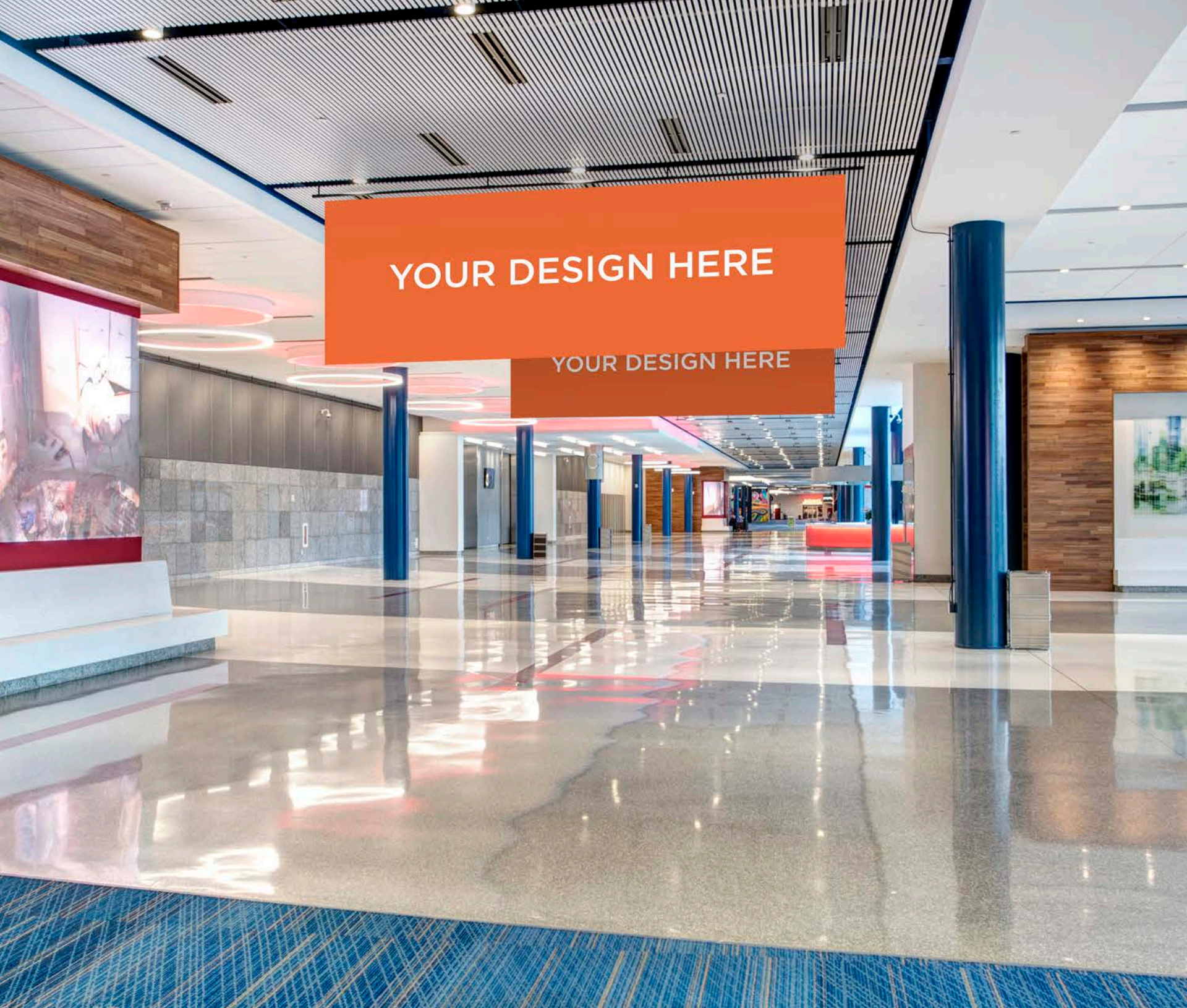


**Location:** McKinney/Avenida Balcony  
**Type:** Hanging Banner  
**Maximum Size:** 30' x 60'  
**Material:** Vinyl Banner with Sewn Edges and Grommets  
**Sides:** Single  
**Quantity:** 2  
**Note:** Only available with full building rental



**Location:** McKinney/Avenida Balcony  
**Type:** Hanging Banner  
**Maximum Size:** 30' x 60'  
**Material:** Vinyl Banner with Sewn Edges and Grommets  
**Sides:** Single  
**Quantity:** 2  
**Note:** Only available with full building rental





**Location:** First Level Concourse

**Type:** Hanging Banner

**Size:** 21' x6'3"

**Material:** Vinyl Banner with Sewn Edges and Grommets

**Sides:** Double

**Quantity:** 19

**Notes:** Final size and quantity will depend on which hall is being occupied

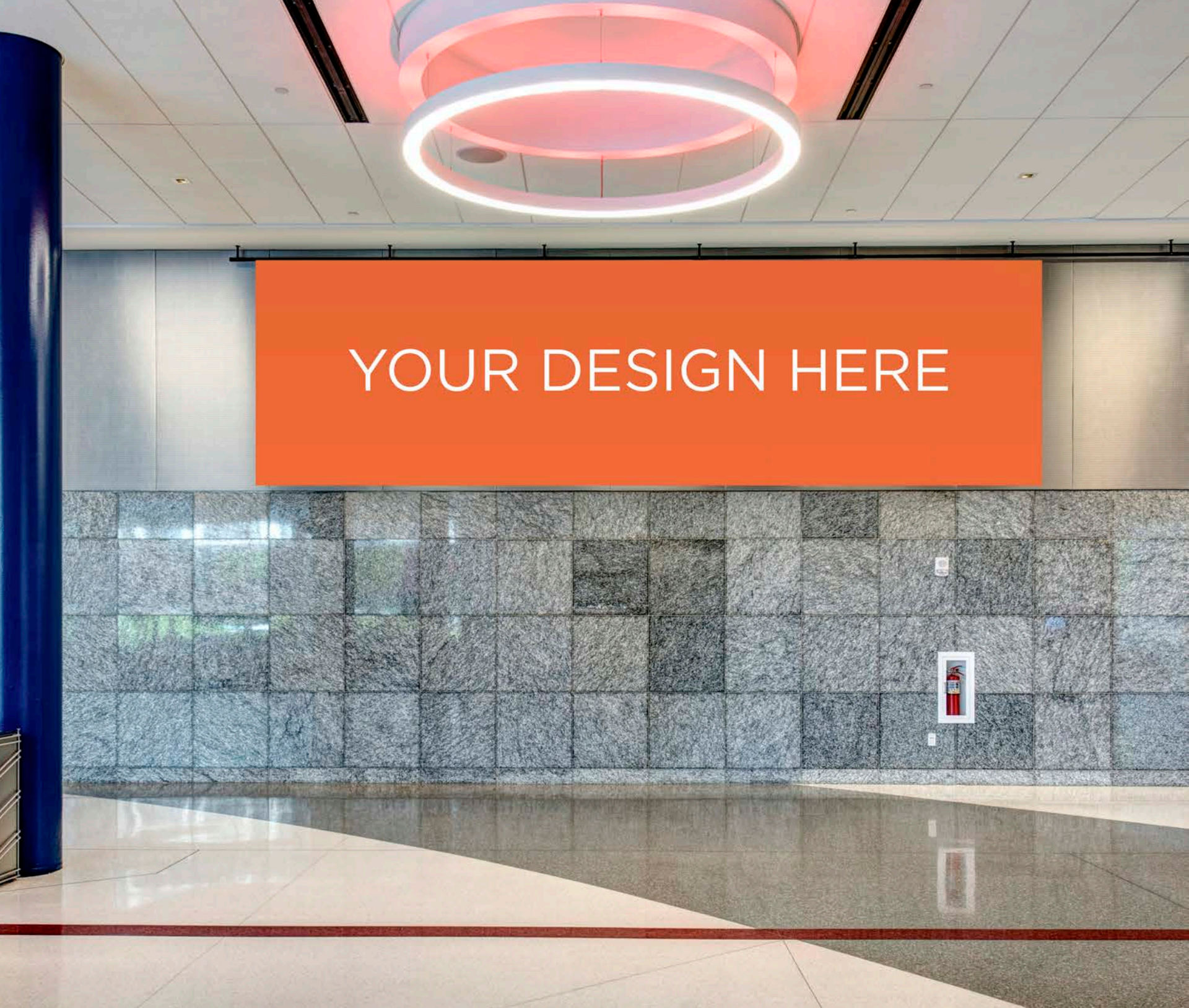
**Location:** First Level Concourse  
**Type:** Hanging Banner  
**Size:** 77' x 6' 3"

**Material:** Vinyl Banner with Sewn Edges and Grommets  
**Sides:** Single

**Quantity:** 10

**Notes:** Size will vary depending on hall location





**Location:** First Level Concourse

**Type:** Hanging Banner

**Size:** 77' x 6' 3"

**Material:** Vinyl Banner with Sewn Edges and Grommets

**Sides:** Single

**Quantity:** 10

**Notes:** Size will vary depending on hall location



**Location:** First Level Concourse

**Type:** Hanging Banner

**Size:** 77' x 6' 3"

**Material:** Vinyl Banner with Sewn Edges and Grommets

**Sides:** Single

**Quantity:** 10

**Notes:** Size will vary depending on hall location

**Location:** Third Level Pre-Function Area  
**Type:** Hanging Banner  
**Maximum Size:** 24' x 15'  
**Material:** Vinyl Banner with Sewn Edges and Grommets  
**Sides:** Double  
**Quantity:** 1  
**Notes:** Requires SS@GRB rigging to hang sign



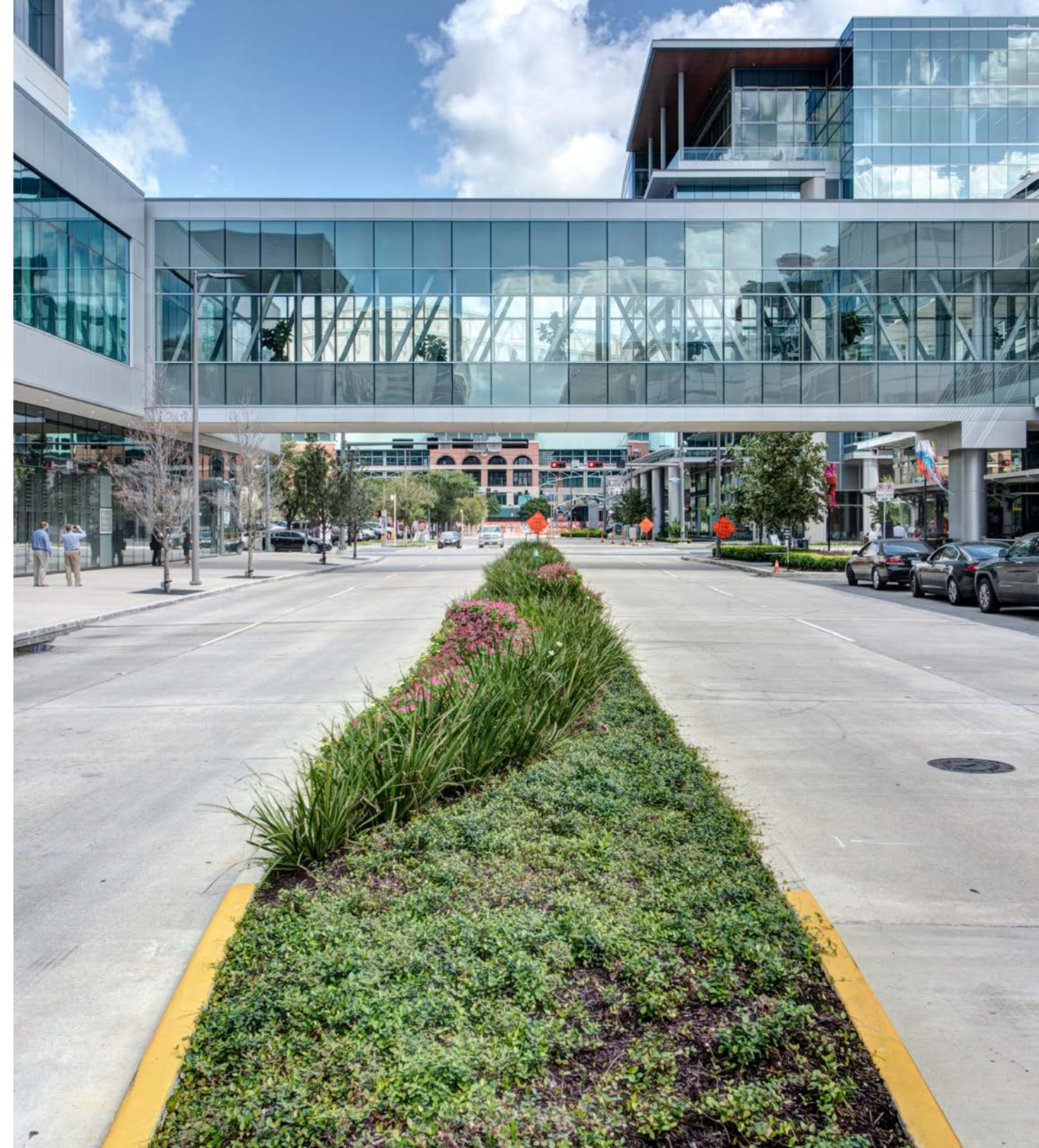


**Location:** Third Level Pre-Function Area  
**Type:** Hanging Banner  
**Size:** 10' x 4'  
**Material:** Foam core  
**Sides:** Double  
**Quantity:** 11  
**Notes:** Final size and quantity will depend on which hall is being occupied



# HOTEL SKY BRIDGES

Interior facing glass, sliding doors or structural support create branding options that immediately connect those attending and/or those passing by your event. All window clings will be translucent.



**Location:** Marriott Sky Bridge, L2  
**Type:** Window Clings  
**Top Square Size:** 4' x 3'  
**Bottom Rectangle Size:** 4' x 8'  
**Material:** Static Cling  
**Sides:** Single. Facing Inward Only  
**Quantity:** Various  
**Note:** Requires Building Approval



**Location:** Hilton Sky Bridge, L2 & L3  
**Type:** Window Cling  
**Panels Size :** 4 ½' x 3'  
**Triangle Size:** 10'10" x 13'  
**Material:** Static Cling  
**Sides:** Single. Facing Inward Only  
**Quantity:** Various  
**Note:** Requires Building Approval



**Location:** Hilton Sky Bridge, L2 & L3  
**Type:** Door Clings  
**Size:** 3' x 6'3" Per Door  
**Material:** Window Cling  
**Sides:** Single  
**Quantity:** 3 sets of 2  
**Notes:** Requires Building Approval



# WALL CLINGS

Unlimited design and color options are available to bring low-tac adhesive branding elements to life. Elevate event messaging or sponsorship sales opportunity to increase visibility at your event.



**Location:** Third Level Pre-Function  
Flat Glass Walls  
**Type:** Glass/Window Clings  
**Size:** 14' x 13 ½' per panel  
**Materials:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 3

**Notes:** Final size and quantity will depend  
on which hall is being occupied



**Location:** Third Level Pre-Function Curved  
Glass Walls Outside General Assembly  
**Type:** Glass/Window Clings  
**Size:** 8' x 13 ½'  
**Materials:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 2  
**Notes:** Requires Building Approval





**Location:** Third Level Pre-Function Glass Walls  
Outside Ballroom  
**Type:** Glass/Window Clings  
**Size:** 14' x 13 ½' per panel  
**Materials:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 4  
**Notes:** Requires Building Approval



**Location:** Pre-function Railings Outside Ballroom

**Type:** Railings

**Size:** 7' x 3' per panel

**Material:** Static Cling

**Sides:** Single

**Quantity:** 210

**Notes:** Final size and quantity will depend on which hall is being occupied



# ESCALATORS

The highly visible area has multiple branding options and navigate your guests to your event.



**Location:** All Floors  
**Type:** Escalator Side Runner  
**Size:** 70' x 3' ½"  
**Material:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 24

**Notes:** Only available with full building rental



**Location:** All Floors  
**Type:** Escalator Side Shapes  
**Size:** Various  
**Material:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 24

**Notes:** The size and shape of branding can be created custom to complete your experience.





**Location:** All Floors B,C,D

**Type:** Escalator Top Runner

**Size:** Various

**Material:** Low Tack Vinyl

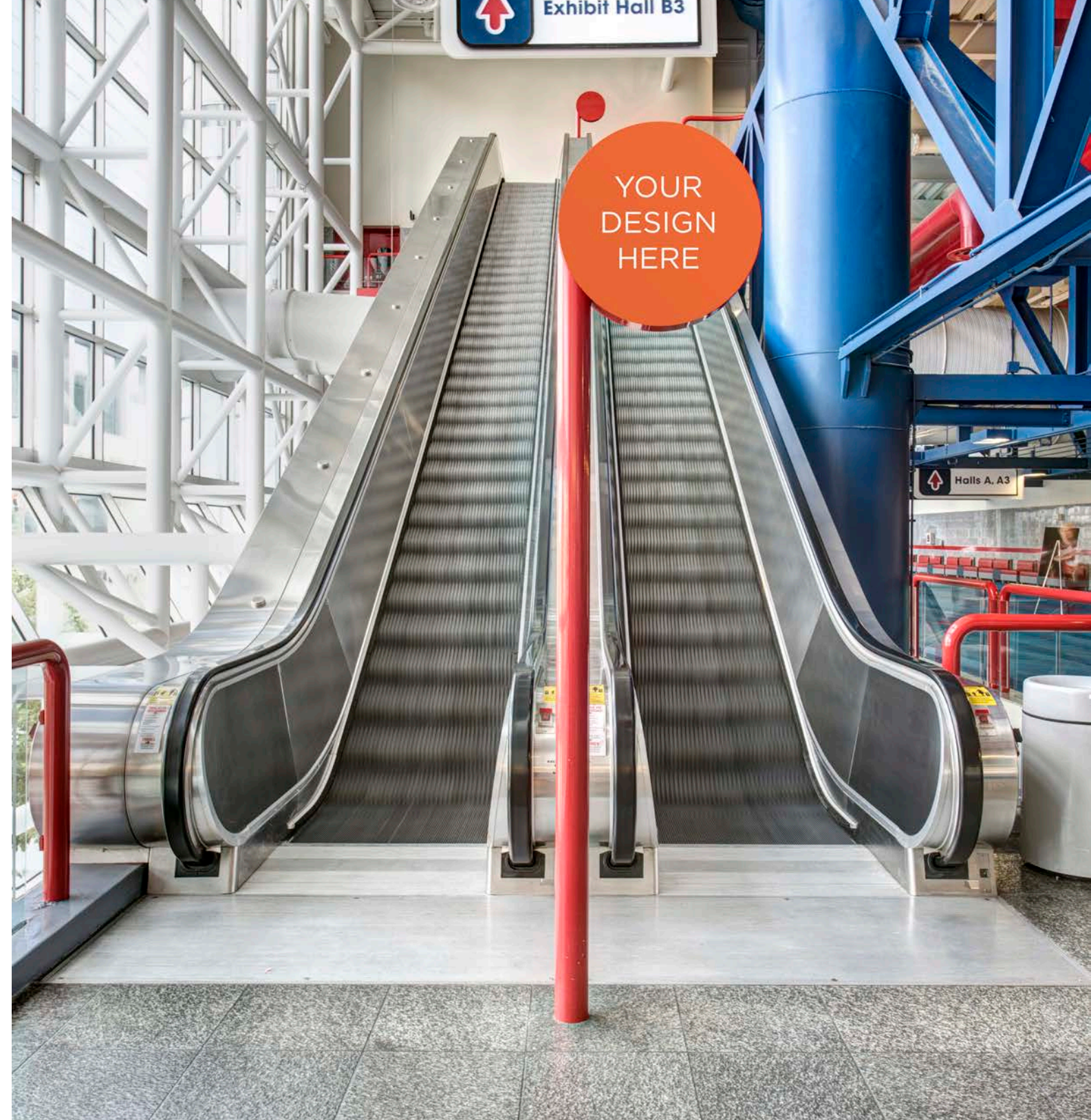
**Sides:** Single

**Quantity:** 7

**Notes:** Can be combined with side runner to complete branding exposure.

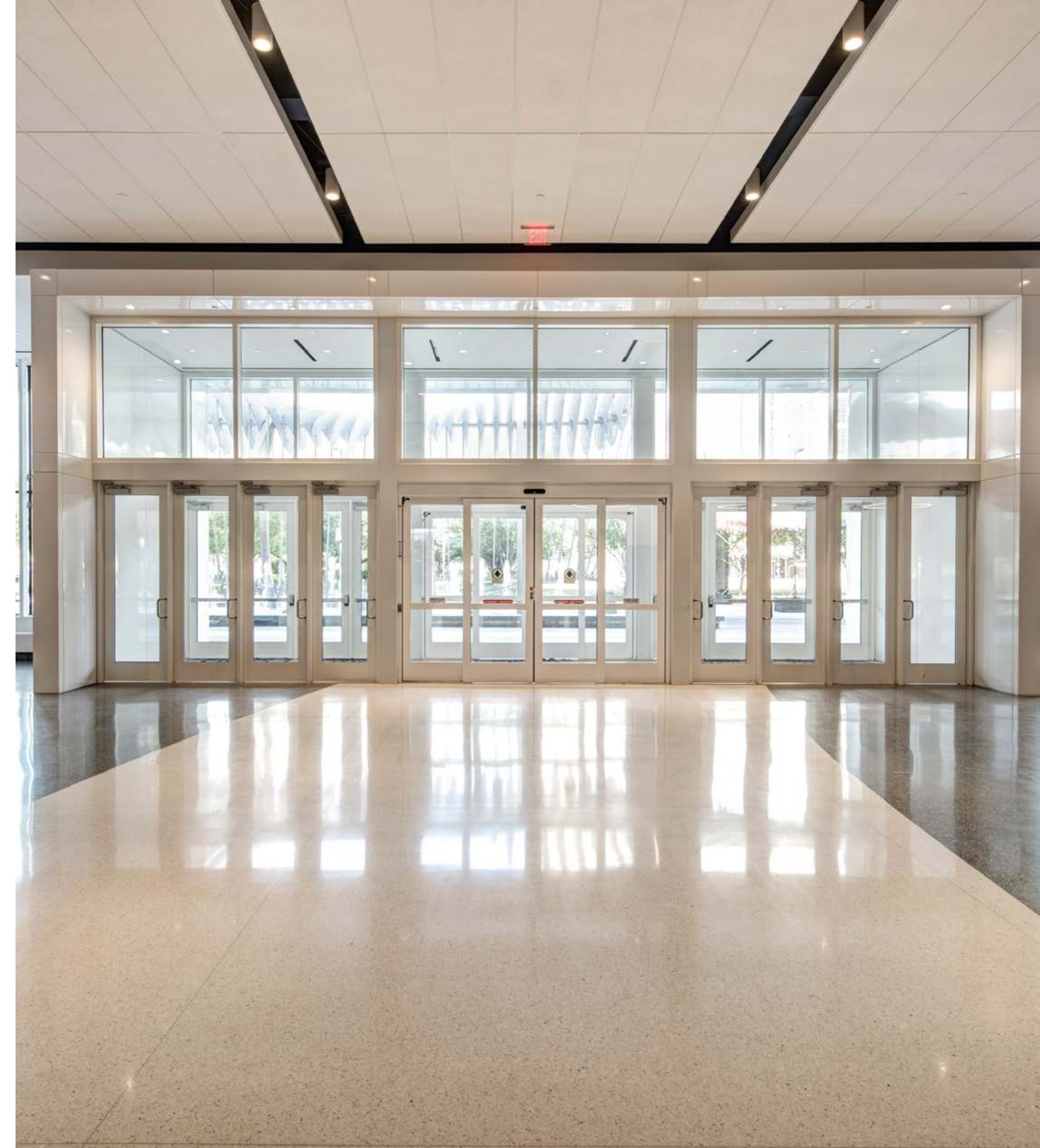
**Location:** All Floors  
**Type:** Subway Sign  
**Size:** 2' Circle  
**Material:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 22

**Notes:** Availability will be based on which locations are being used.



# INTERIOR ENTRANCE

Window graphics are a visually impactful branding opportunity that will transform the interior facing glass at high traffic entrance and exits.



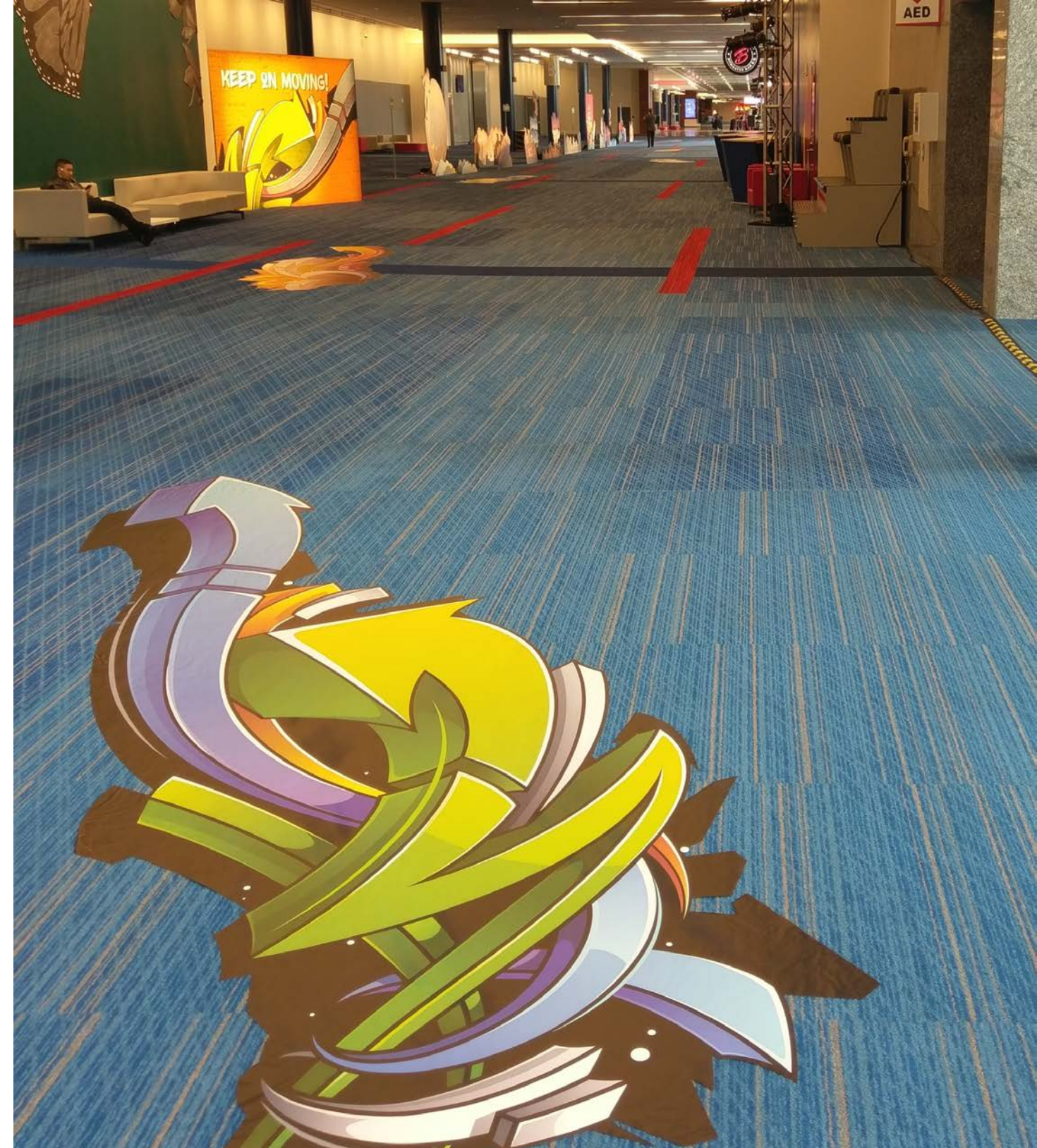


**Location:** Main Level Concourse Fountain  
Entrance Hall C/D Entrance  
**Type:** Static Cling  
**Size:** Various  
**Material:** Low Tack Vinyl  
**Sides:** Single - Facing Inward to Building  
**Quantity:** 3 sets of 2  
**Notes:** Requires building Approval



# FLOOR DECALS

Distracted walking? Want to fix text neck? Why not give them something impactful to look at!

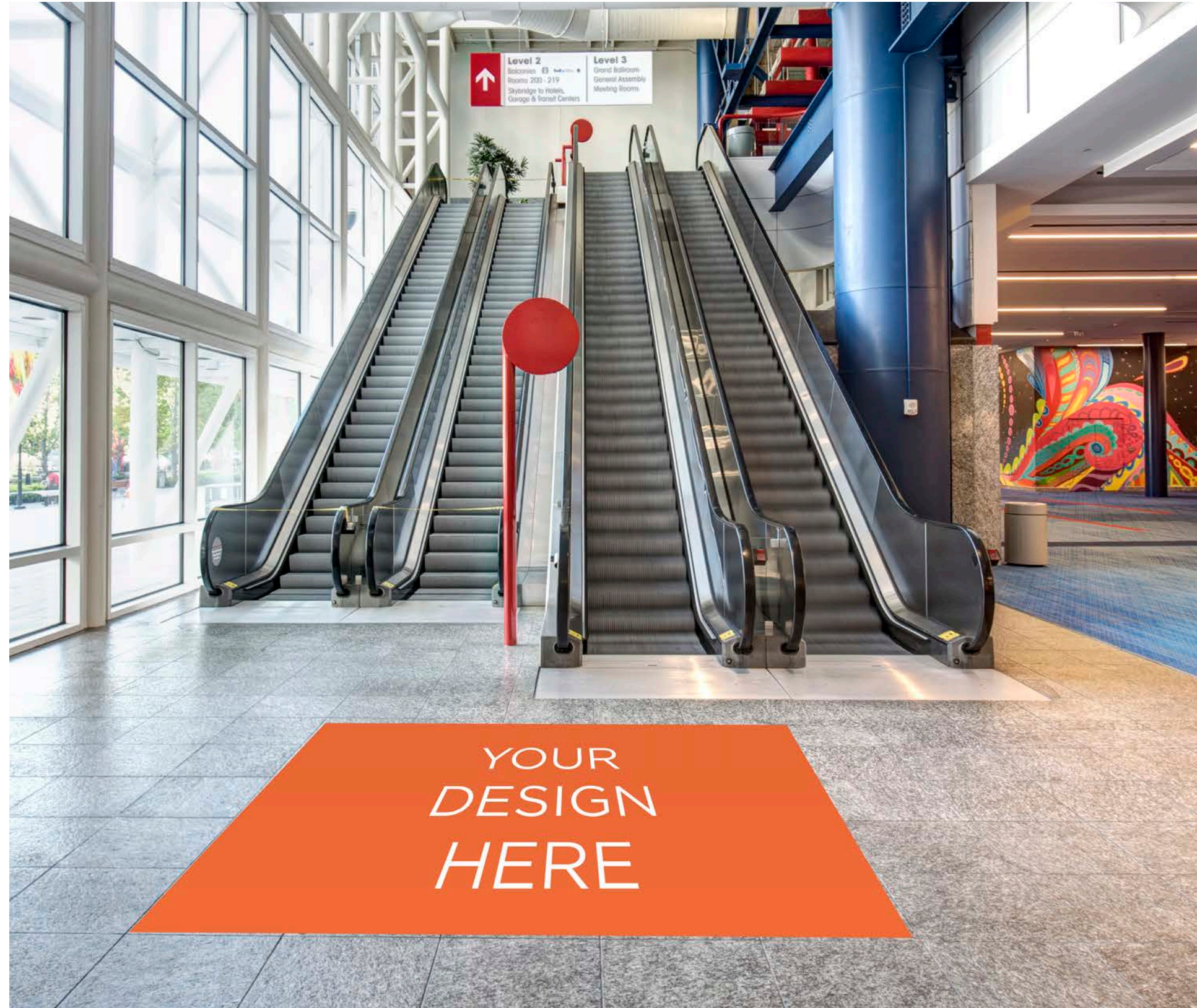


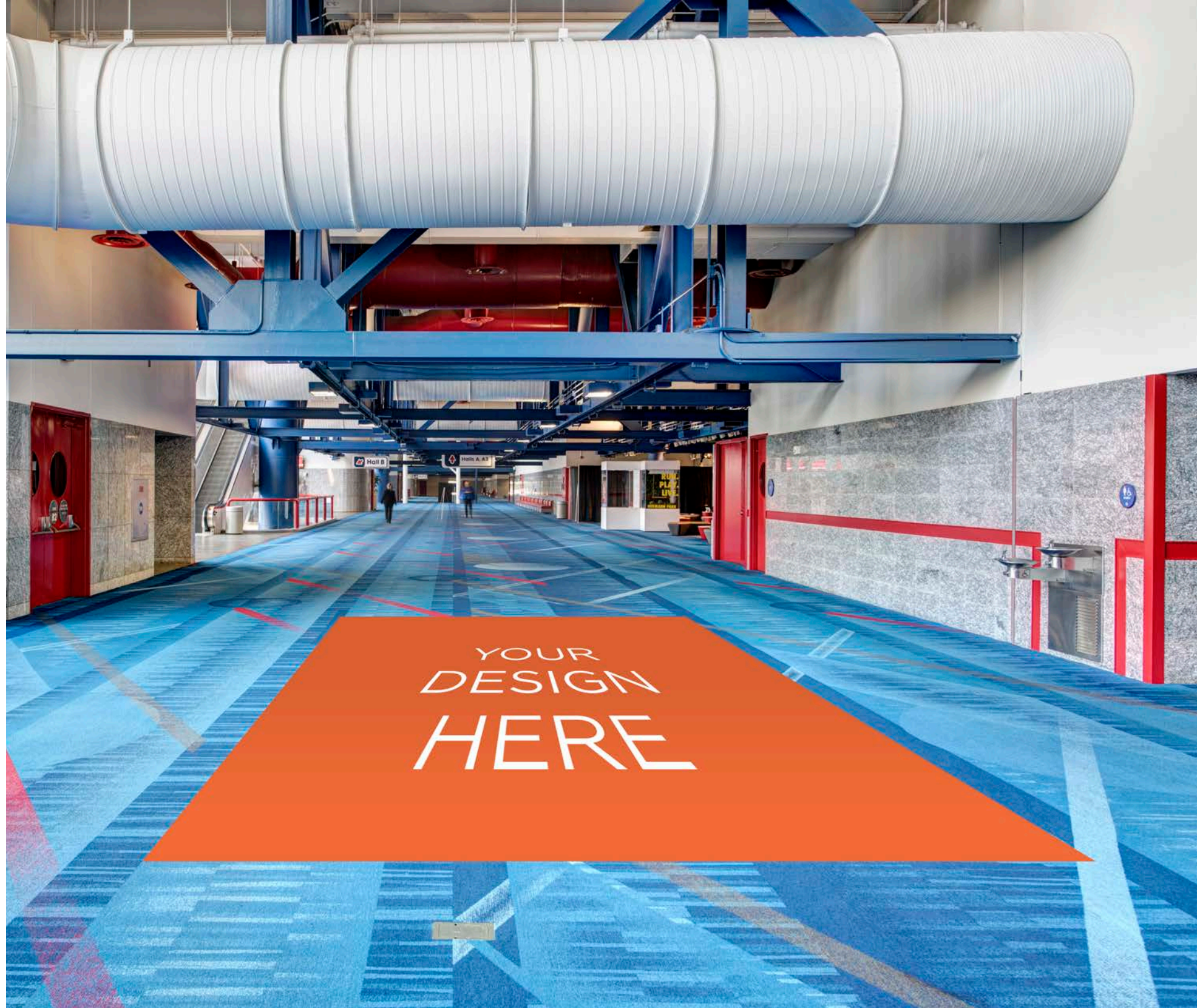
**Location:** Main Level Concourse Fountain  
Entrance Hall C/D Entrance  
**Type:** Floor Decal  
**Size:** 12' x 12'  
**Material:** Low Tack Vinyl  
**Sides:** Single - Facing Inward to Building  
**Quantity:** 1  
**Notes:** Requires building Approval



**Location:** All Floors  
**Type:** Floor Decal  
**Size:** 12' X 12'  
**Material:** Low Tack Vinyl  
**Sides:** Single  
**Quantity:** 1-2

**Notes:** Availability based on location being used, requires building approval





**Location:** Level 2

**Type:** Floor Decal

**Size:** 10' x 10'

**Material:** Low Tack Vinyl

**Sides:** Single

**Quantity:** Various

**Notes:** Availability based on location being used

# GENERAL SIGNAGE

Directional signage, announcements, general info all presented on moveable assets.





SCENIC  
SOLUTIONS

# ENTRY PIECES

Custom creative elements to profile entrances, to call out event components or to enhance event branding.\*\*

\*\*Pricing will vary depending on per project basis





## SCENIC VIGNETTES

Custom design and décor solutions tailored to your needs. Full dimensional Wayfinding, Brand Assets and Architectural Signages can tell your story at designated high traffic locations.\*\*

\*\*Pricing will vary depending on per project basis



# REGISTRATION ELEMENTS

Our design team can elevate your branding at the first point of contact with custom-fabricated pieces at registration. If you opt for rental pieces, we can design and fabricate decorative components and align them with your overall design scheme.\*\*

\*\*Pricing will vary depending on per project basis

