



CENTRO DE CONVENCIONES
CARTAGENA DE INDIAS

INSTRUCTIONS FOR EXTERIOR ADVERTISING

As one of Cartagena's principal landmarks, the Centro de Convenciones Cartagena de Indias (CCCI) strives to convey the best possible image to visitors in the historic center of the city. It's prime location and architecture makes it a highly effective advertising space for clients that need to attract a big audience to ensure the success of their event.

The instructions that follow are designed to balance our desire to maintain the building's external aesthetics with the unrivalled opportunities to convert the Convention Center into a shop window with any of the four following options:

- LED SCREEN
- FLAGS AND PENNANTS FLAGPOLES

1. LED SCREEN

As a project approved by the Cartagena de Indias Heritage and Cultural Institute and in partnership with Publik, we have an Espectacolor Screen, which allows us to mitigate the negative impact on the environment generated by the large amount of waste from non-biodegradable advertising materials mounted on the venues's façades for brief periods of time.

The screen has a high resolution RGB LED 6 MmV Technology. Its dimensions are 3.07m high by 11.5m width and is located on the northeast façade of the building.

The screen runs from 6:00hrs through 24:00hrs daily displaying a 60% commercial content for general interest, where our clients will have the opportunity to display their advertising in 810 to 3,240 spots of 8 seconds each everyday and have the possibility to contract from one (1) up to a maximum of four (4) content references.

There are two (2) options for content design:

- Design developed directly by the client: The content files must be sent in .avi or .mp4 format with not less than eight (8) working days prior to the start date of the content display.
- Design developed by Publik in partnership with the CCCI: if you wish to hire the content design service from the CCCI, the request shall be placed with the Event Coordinator assigned with no less than 15 working days prior to the beginning of content display to check availability and cost of service. Files must be sent in editable format i.e. .eps, .ai, .psd, .ae.

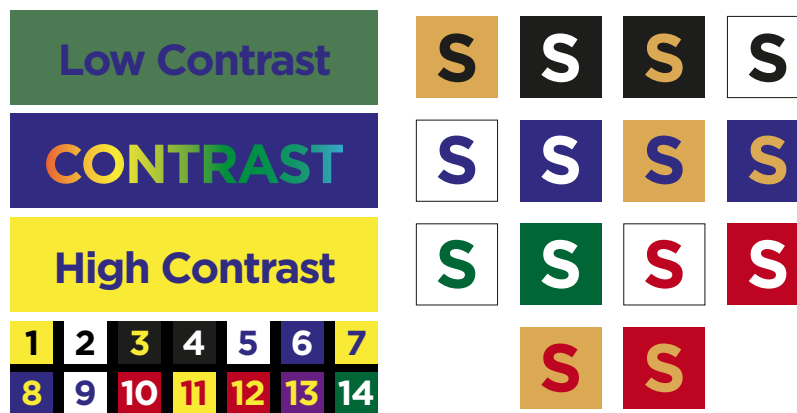
The PublikEspectacolor screen is constituted at first instance a public-digital multimedia: its image resolution, color definition and brilliance are distinctive virtues of state of the art technology: created with the objective to provide a superior quality product. Below are the specifications for the design of content for the LED Screen:

DURATION OF CONTENT DISPLAY: Eight (8) seconds

SIZE: The resolution of the content is 960 x 256 square pixels

GENERAL RECOMENDATIONS:

- Do not use white backgrounds when possible.



COLORS WITH BETTER VISIBILITY IN FUNCTION OF TIME	
RED	> VISIBLE IN 225/10.000 OF SECOND
GREEN	> VISIBLE IN 371/10.000 OF SECOND
GREY	> VISIBLE IN 434/10.000 OF SECOND
BLUE	> VISIBLE IN 598/10.000 OF SECOND
YELLOW	> VISIBLE IN 963/10.000 OF SECOND

- The colors should have an inverted chromatic relation in order to obtain a more harmonic composition.
- Do not use serif, italic, condensed italic fonts.



- The ideal are the sans-serif fonts. Some samples are from the Helveitc, Arial, Tahom, Verdana and Switerland family in its Bold and Non-cursive formats.
- Completely avoid light fonts.
- Do not use more than three (3) lines per paragraph/frase. If the text is extensive, please try to separate them to be displayed in several screenshots.
- It is recommended to increase the space between characters proportionally to facilitate reading.
- Devide the frases in a way that there is continuity and that the message does not get lost.
- Images used in the content should have the highest quality possible.
- For more advice on this service, please contact you assigned Event Coordinator who will provide information on the costs of the service and benefits for your event.

2. FLAG POLES AND PENNANTS/BANNERS

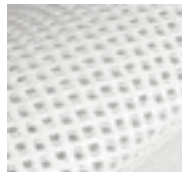
The CCCI's San Francisco Esplanade has 46 flagpoles that can be used for posting flags and pennants/banners. The use of these flagpoles is exclusive for those who rent the San Francisco Esplanade. If the event does not contemplate the use of the San Francisco Esplanade, please check availability of the area and related costs with the assigned Event Coordinator.

Given the environmental conditions of the city (particularly the strong winds), it is recommended to use perforated micro-mesh canvas printed in 1440 DPI resolution and finished with eyelets.

The pennants/banner should have a vertical direction with one (1) meter width by six (6) meter height. Flags should have 1.8meters width by 1.20 meters height.

Note that the CCCI does not mount or dismount printed advertising pieces, this is the responsibility of the event organizer.

Perforated micro-mesh style canvas



Eyelets used to attach flags



The client is the sole responsible for the the set-up and dismantle of these elements. the assigned personnel to carry out this activity must have a certificate to work at heights which must be presented for verification at the entrance assigned for personnel (CCCI warehouse).

REGISTRATION AREA

For events that require accreditation or registration of participants, exhibitors and personnel such as fairs, conferences and conventions, the CCCI has an area designed for this purpose, that allows the installation of the electrical, IT and telecommunications equipment required for this crucial element of your event.

The main features of this area is its proximity to the principal road access to the CCCI, making it easier for participants to gain access and for you to maintain effective control of all the personnel attending your event.

Even though this area belongs to the façade of the building, any hoardings or banners in this area should comply with the regulations established by the relevant local authorities.

Advertising in this area does not require prior authorization by Cartagena's Urban Planning department, however as it is visible to outside areas it should comply with the guidelines and conditions laid out by the CCCI. For this reason all art work should be submitted to the CCCI marketing department for prior approval.

Please be aware that your advertising mounts should leave at least two doors available – one with external access to Carrera 8 and the other with access to the internal halls of the CCCI. This is to ensure adequate flow of attendees to the installations.

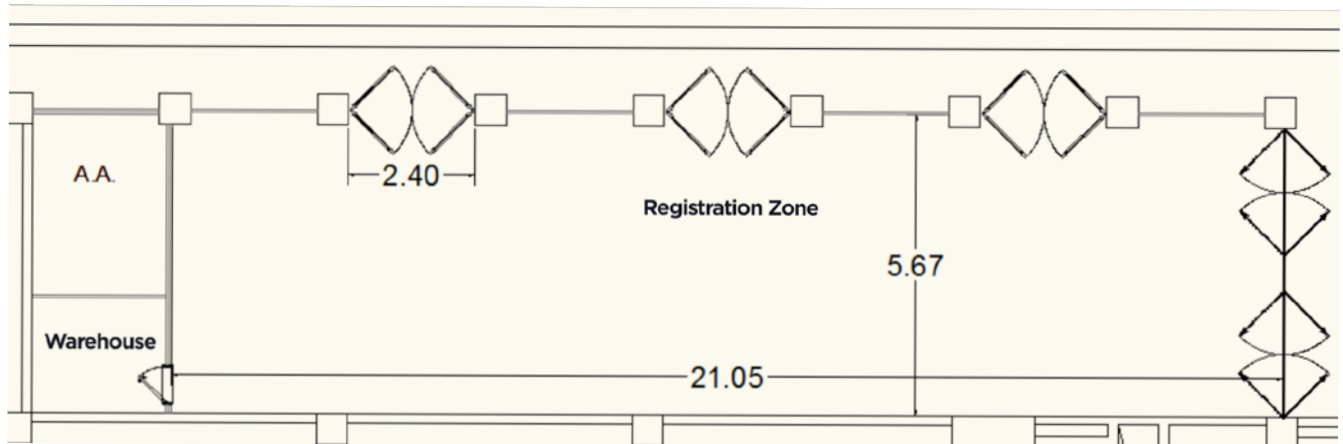
A floorplan with the dimensions of this area is shown below. Please review it carefully when designing the layout of your registration points with special attention to the available entries, exits, circulation space, the number of registration points possible, and keeping in mind the expected number of attendees. This will allow you to plan for an adequate flow and avoid the build-up of attendees in this area.

It is not allowed to stick posters or anything else to the windows that enclose this area. No type of advertising can be mounted in the area outside the registration zone. This is public space and cannot be used or obstructed. Also, it is not allowed to mount any advertising on the façade of this area.

Please remember that advertising props should be self-supporting. Drilling or any adjustments or modifications to the infrastructure of the CCCI will not be allowed.

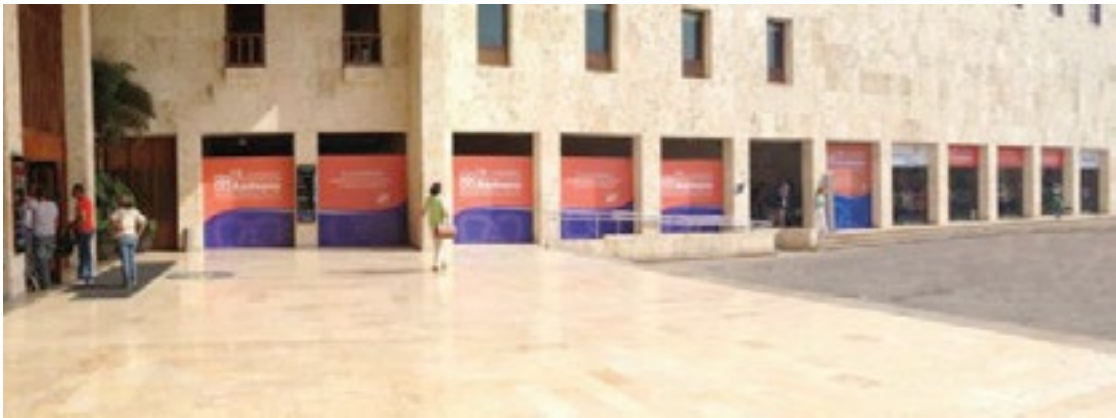
The client is the sole responsible for the the set-up and dismantle of these elements

REGISTRATION ZONE FLOORPLAN



REGISTRATION ZONE - EXTERNAL AREA SET-UP

Shown below are samples of authorized set-up of exterior advertising for the Portico de Registro. These are mobile (non-fixed) and self-supporting structures that do not invade or contaminate visually the facade of the building that are in compliance with the city regulations.



CONDITIONS AND RESTRICTIONS FOR OUTDOOR ADVERTISING

- All mounts made by your organization must comply with the health and safety measures and legal regulations, to ensure safe working conditions at all times. In the case of non-compliance with these conditions, the CCCI may suspend these activities until all required conditions are met.
- All artwork as well as set-up date must be approved by the Marketing area of the CCCI in advance. We recommend sending the artwork for approval at least three (3) weeks prior to move-in day and not finalize branding pieces until final approval has been received.
- The messages and graphics for outdoor advertising must allude to the event.
- The mounting of any type of advertising pieces different to those described in this document is not permitted, nor is the use of areas or terraces that are part of the CCCI's façade not described here.
- Should your event require special conditions, please inform them to your Event Coordinator.



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