



CENTRO DE CONVENCIONES
CARTAGENA DE INDIAS

ANNEX 2

OUTDOOR ADVERTISING GUIDELINES

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by **HERÓICA**

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01 OUTDOOR ADVERTISING GUIDELINES

Outdoor advertising is understood as a means of disseminating commercial announcements aimed at attracting potential customers, typically in high-traffic public areas.

This type of advertising is an ally for events because it helps participants identify the event location, its entrances, or registration areas.

This document has the purpose **to advise and guide you in the installation of outdoor advertising**, ensuring compliance with the rules applicable to the Cartagena de Indias Convention Center (CCCI).

In accordance with the above and ensuring compliance with the regulations, **the CCCI has four areas for the installation of outdoor advertising**, according to the areas you have contracted.

We recommend that those responsible for the advertising elements setup **carry out the field inspections prior to the event**, in order to define details that are not specified in these guidelines.

LEGAL BASES

The CCCI is located in the Historic Center of Cartagena de Indias, an area under special protection as a UNESCO World Heritage Site.

Having this condition, special urban planning regulations is applied to this geographical area of the city in terms of Visual Outdoor Advertising of venues and event facilities.

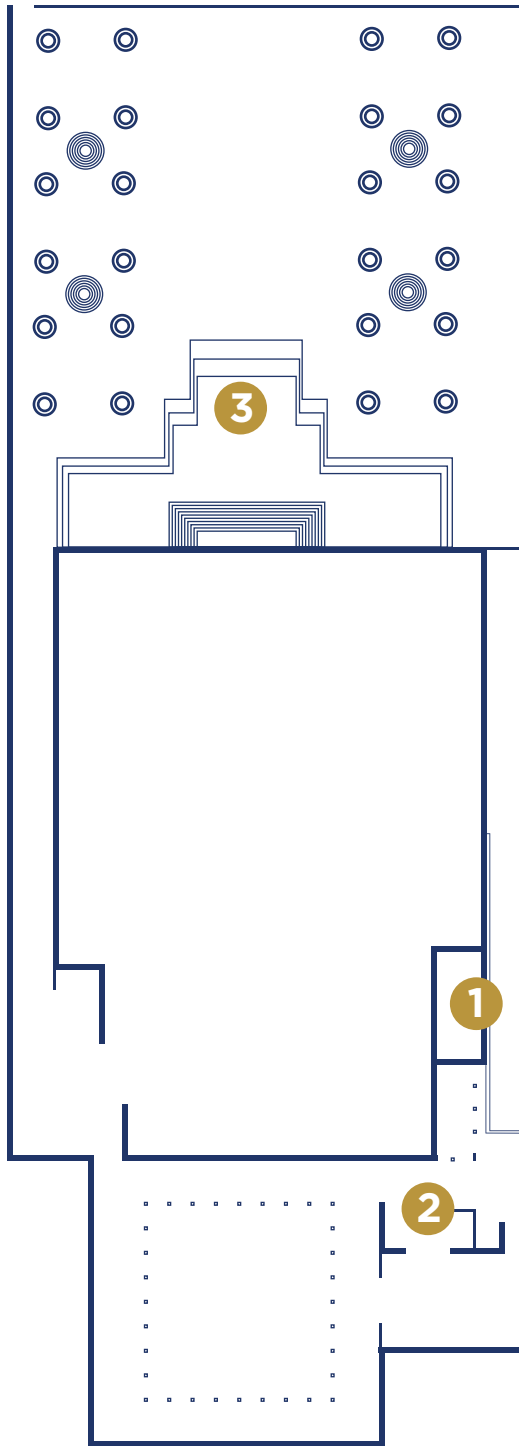
In accordance with the Regulation of Facades and Notices in the Historic Center of Cartagena de Indias D.T., & C. as stated in the handbook of the Cartagena Institute of Heritage and Culture:

“Temporary signs and banners are prohibited in the neighborhoods of Centro, San Diego, Getsemaní, and Matuna.”

RELATED REGULATIONS

- Law 140 of 1994 / Visual Outdoor Advertising in Colombian Territory.
- Land Use Plan (POT) of Cartagena de Indias.
- Decree No. 0977 of 2001, Articles 459 to 470, adopted by the District Council in 2002.
- Agreement 001 of 2003.
- Agreement 45 of 1989 / District Building Code.
- Decree 0616 of 2002.
- Decree 0424 of 2003.

02 AREAS FOR OUTDOOR ADVERTISING



- 1 PÓRTICO REGISTRO
- 2 PÓRTICO OBREGÓN
- 3 EXPLANADA DE SAN FRANCISCO
- 4 LOWER ENVIRONMENTAL IMPACT ADVERTISEMENT

1 PÓRTICO REGISTRO



2 PÓRTICO OBREGÓN



3 EXPLANADA DE SAN FRANCISCO



4 LOWER ENVIRONMENTAL IMPACT ADVERTISEMENT



PÓRTICO REGISTRO

It is one of the venue's entrances, ideal for setting up a **accreditation and registration areas** for participants due to its easy access.

The installation of advertising in this space allows you to connect with the visual identity of your event from the accreditation process.

Below, we describe the signage allowed on the outside of the Pórtico Registro, according to the Visual Outdoor Advertising rules applicable to our premises.



 In case of damage to the window tinting in designated areas, **the client will be responsible for covering the repair costs.**



PÓRTICO REGISTRO



Mobile Structure

Installing mobile structures (such as frames) on the columns, which do not require drilling or modification of the CCCI infrastructure. They must be secured with transparent nylon.



Micro-perforated Vinyl

If required, micro-perforated vinyl can be installed on the entrance windows, taking special care of the tinting and frosted glass.



PÓRTICO OBREGÓN

It's an ideal area for installing signage with relevant information for the participants of your event, such as the calendar. It is also a space to locate **backings** or sponsored **totems**.

Below, we describe the activities allowed in the Pórtico Obregón, according to the Visual Outdoor Advertising rules applicable to our venue.

PÓRTICO OBREGÓN



Totems

For the installation of backings, banners, totems and/or any other structure, which must be self-supported. (These elements cannot block the totems or the main entrance)



Mobile Structure

Self-supported structures (such as backdrops and frames) that do not require drilling or modification of the CCCI infrastructure. They must be secured with transparent nylon.

TRANSIT AREA BETWEEN PORTICO REGISTRO AND PORTICO OBREGÓN

In this transit area you can install advertising related to your event, in accordance with the guidelines previously established in this document.



Please note that this transit area leads to other areas of the premises and business units, so its enclosure is restricted. The installation of advertising will not be authorized between the columns marked below.





The messages and graphics on advertising such as flags and pennants **must be related to the event.**



EXPLANADA DE SAN FRANCISCO

Pórtico Explanada is one of the main entrances of the venue and the one with the most visual impact on the Historic Center of Cartagena de Indias.

The exterior of this area is enabled for the installation of advertising.

Installations other than those displayed here are restricted, including the placement of advertising elements on the fences of the Explanada de San Francisco.

Flagpoles

The Explanada de San Francisco also has 46 poles that can be used for the installation of flags and pennants.

Due to the environmental conditions of the city, especially the wind, it is recommended to use perforated fabric (mesh banner) for its durability, with eyelet finishes for better attachment.



We suggest you print with a resolution of **1440 DPI**

EXPLANADA DE SAN FRANCISCO



Mobile Structure

Self-supported structures (such as backdrops and frames) that do not require drilling or modification of the CCCI infrastructure. They must be secured with transparent nylon.



Pennant

Pennant:

Vertically 1 m wide and 6 m high.



Flag

Flag:

Horizontally 1.80 m wide and 1.20 m high.



LOWER ENVIRONMENTAL IMPACT ADVERTISEMENT

The CCCI and its partner Publik have a Large-format LED Screen, located on the north-eastern facade of the venue.

The installation of this screen is a project approved by the Institute of Heritage and Culture of Cartagena de Indias, which aims to **minimize the impact of the use of advertising elements made with non-biodegradable materials.**

If you are interested in advertising your event on this screen, please contact your assigned coordinator to arrange this additional service.

Screen features

- High resolution RGB LED technology 6 mmV and 16 million colors.
- High resolution in bright situations.
- Dimensions: 3.07 m high x 11.5 m long.
- Audience up to 3,742,500 vehicles and 9,750,760 people per month. From 810 to 3,240 8-second spots per day.
- **The Large Format LED screen will be on from 6:00H to 24:00H.**



Large format LED Display

If you are interested in advertising your event on this screen, please contact your assigned coordinator to arrange this additional service.

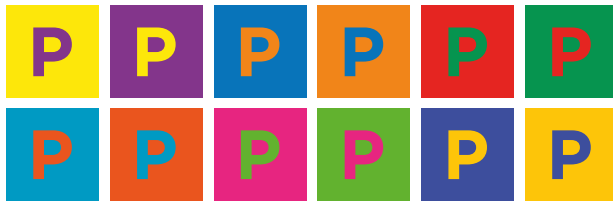
Specifications:

Duration of the content:
10 seconds

Resolution:
960 x 256 square pixels

Color and image:

- Avoid white backgrounds.
- Use high-quality images.



***do not use white backgrounds**

COLORS' BEST VISIBILITY BASED ON TIME	
RED	- Visible in 225/10,000 of a second
GREEN	- Visible in 371/10,000 of a second
GREY	- Visible in 434/10,000 of a second
BLUE	- Visible in 598/10,000 of a second
YELLOW	- Visible in 963/10,000 of a second

Typography:

- Go for sans-serif fonts.
- Avoid serif, italic or italic fonts, light or condensed

The recommended fonts are

Helvetica, Arial, Tahoma, Verdana and Switzerland, in its Bold and Non-italic uses.



Texts Composition:

- Avoid using sentences longer than 3 lines. If the text is longer, we suggest dividing it into several frames.
- Pay attention sentence division so that it does not alter the meaning of the message you wish to convey.

Video format:

(.mp4) with a maximum size of 10mb



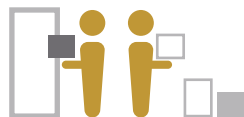
03 KEEP IN MIND



- It is prohibited to alter the facade of the venue's main entrance with advertising elements.



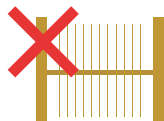
- **Elements installed without prior authorization may be dismantled.**



- The setup and dismant of advertising elements is **the organizer's responsibility**; therefore, we recommend scheduling a venue inspection to take measurements of the areas.



- In case of non-compliance with these conditions, **the CCCI team may interrupt these activities until the conditions comply with the guidelines.**



- Under no circumstances will the installation of **advertising elements on the fences of the Explanada de San Francisco will be allowed.** Installations carried out by the event organizers must comply with the security measures and applicable regulations in force in order to guarantee safe working conditions.



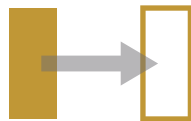
- The installation of any type of advertising element not described in this document is not authorized, nor the use of areas or terraces that make up the facade of the CCCI that are not mentioned here.



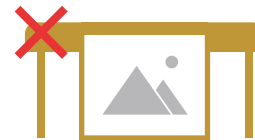
- It is essential to send the assembly render at least **30 days before the start of your event**, which must be approved by the Marketing and Communications area of the CCCI. We recommend that you refrain from printing any material without this approval.



- The personnel assigned to carry out assembly and disassembly activities at heights **must have a work at height certification**, which must be presented at the time of entering the CCCI facilities.



- Advertising may be relocated in the event of **breaching the guidelines here described**.



- The CCCI does not provide printing services for graphic advertising materials; this activity is **responsibility of the event organizer and their suppliers**.



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