







# 4th Street Billboards

**Size:** 40' x 40'

**Location:** 4th Street

## **Description:**

- Billboard panels are located directly across from Moscone West - creating WOW factor from curb to curb
- Must be purchased as (5) panel set
- 7 Day Flight - includes 2 days of installation, 5 days of live media posting
- Artwork Files - InDesign, Illustrator, and Photoshop files are all usable per our production vendor. We ask that you build your files in CMYK at 50-90 dpi at final size and outline the fonts. Use rich blacks for solid black areas. Black type is preferred but not required.



*View from inside Moscone West*



## 4th Street Door Wraps

**Size:** Approx. 124" h x 501" overall, split; panel sizes listed on spec sheet

**Location:** 4th Street

**Description:**

- Metreon's exterior 4th Street Door Wraps face Moscone West and are located underneath the 4th Street Billboard panels
- 2 set of double doors and 10 additional panels
- Adhesive Wrap affixed to exterior doors & panels
- 7 Day Flight - includes 1 installation day & 6 days of live media posting





## Howard Street Door Wraps

**Size:** 96" h x 600" w, split

**Location:** Howard Street

**Description:**

- Metreon's exterior Howard Street Door Wraps face Moscone South
- Adhesive Wrap affixed to exterior doors
- 7 Day Flight - includes 1 installation day and 6 days of live media posting





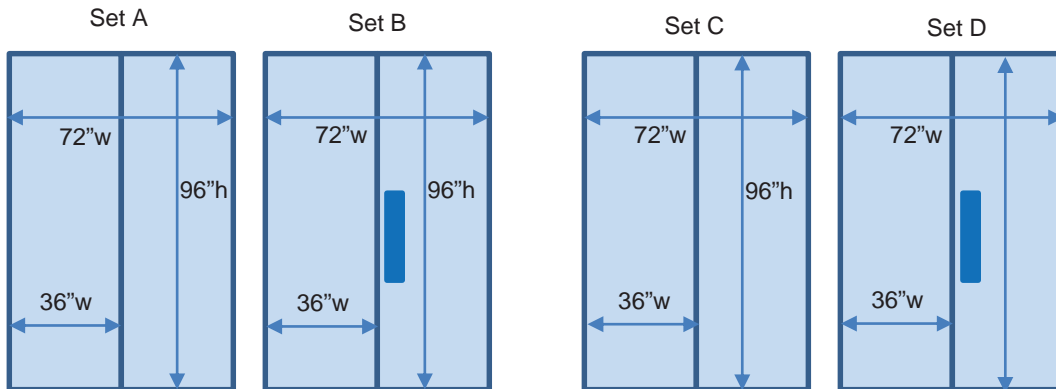
# Mission Street Door Wraps

Size: 288" w x 96" h, split

Location: Mission Street

## Description:

- Located near the corner of Mission Street & 4<sup>th</sup> Street. Adjacent to the Metreon Target Entrance and facing the Marriott Marquis Hotel
- Adhesive Wrap affixed to exterior doors
- 7 Day Flight - includes 1 installation day and 6 days of live media posting





# Branded Entry Experience Package

**Location:** Metreon Main Entrance - Intersection of 4<sup>th</sup> St. & Minna St. across from Moscone West

## Includes:

- 4th Street Entrance Overhead Adhesive Vinyl Window Wraps - 298.75" w x 50" h
- Freestanding Fabric Standee - 36" w x 60" h
- Double-sided Backlit Duratran Signs - (2 x) 72" w x 92" h
- 7 Day Flight - includes 1 installation day and 6 days of live media posting





# 4th Street Glass Doors

## Size:

27" w x 105.5" h each (8 doors)

Location: 4th Street

## Description

- Metreon's exterior 4th Street Entrance doors face 4th Street
- Adhesive Vinyl affixed to exterior doors
- 7 Day Flight - includes 1 installation day and 6 days of live media posting







# Yerba Buena Gardens Glass Doors

## Size:

27" w x 105.5" h each (4 main center doors)

32.5" w x 105.5" h each (2 main side doors)

27" w x 82" h each (3 side sets of 2 doors)

Location: Yerba Buena Gardens

## Description:

- Metreon's exterior Yerba Buena Gardens doors face Yerba Buena Gardens\*
- Adhesive Cling affixed to exterior doors
- 7 Day Flight - includes 1 installation day and 6 days of live media posting



*\*Any signage facing the Yerba Buena Gardens is subject to approval from the Yerba Buena Gardens Management Office. Artwork must support conference or event; no corporate branding allowed.*





## Elevator Door Wrap

Size: (2) 84"h x 41.75"w

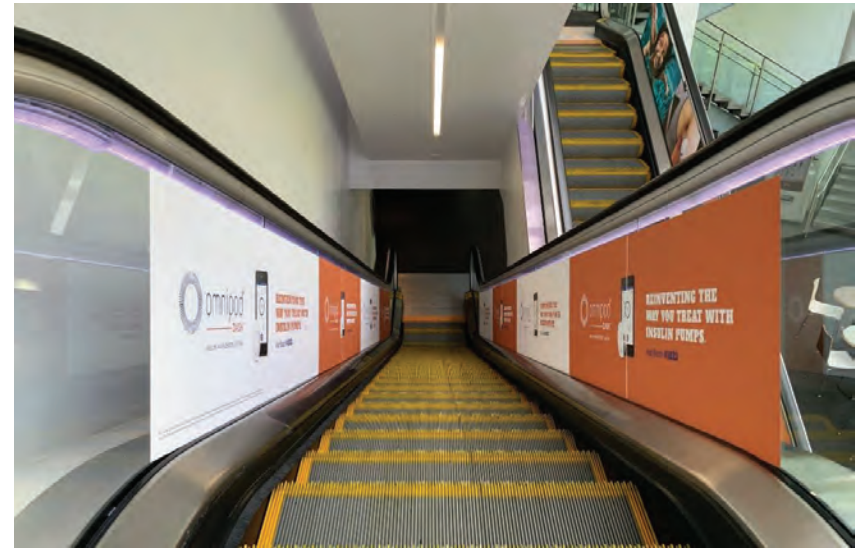
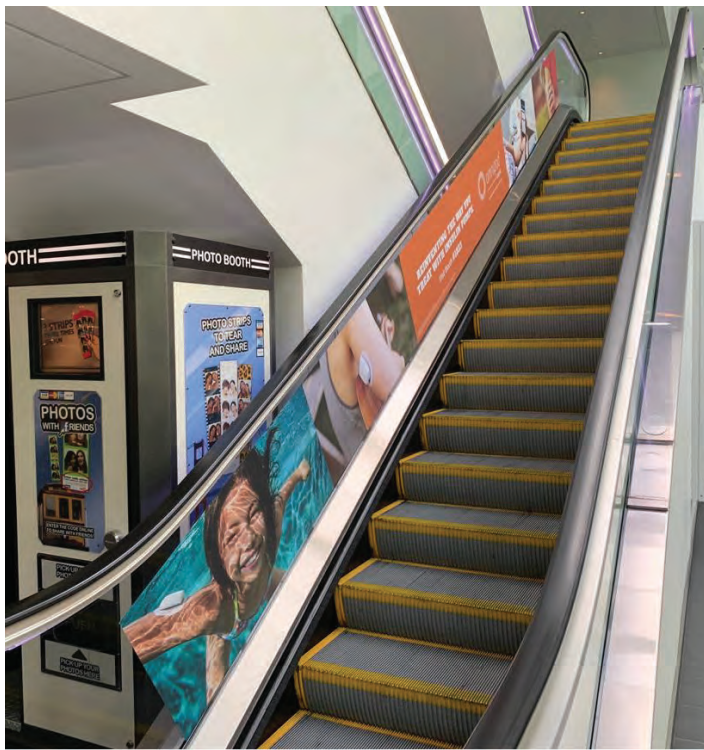
(includes side by side elevators)

### Description:

- Located inside Metreon
- Adhesive graphic applied to elevator doors
- Sold as a set of 2 - Level 1 or Level 4

Term: 1 Week Flight





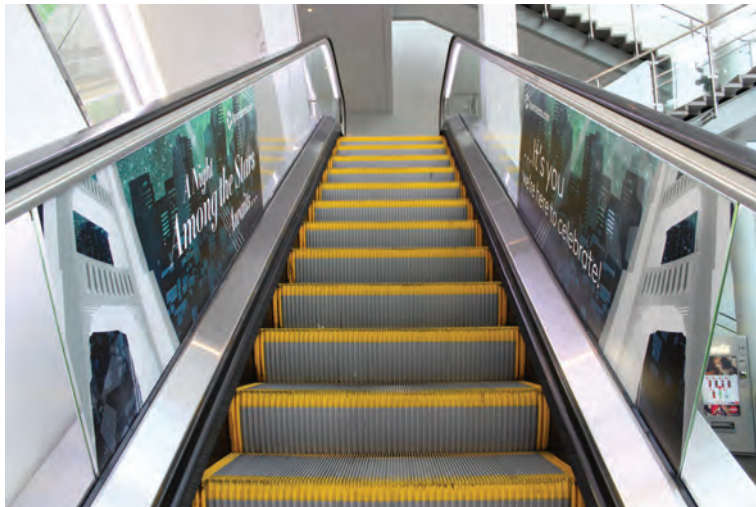
## Escalator Decals

Size: 300"w x 22"h decal (x8)

### Description:

- 8 Decals Total
  - (2) Decals Level 1 to 2 Up
  - (2) Decals Level 2 to 1 Down
  - (2) Decals Level 2 to 3 Up
  - (2) Decals Level 3 to 2 Down

Term: 1 Week Flight



*Decals face the inside of the Escalators*



## Door Decals

Size: 12" h x 12" w (each)

In-mall Locations:

- 20 decals total, placed on 4th Street Entrance, Yerba Buena Gardens Main & Side Entrances\*

Term: 1 Week Flight

*\*Any signage facing the Yerba Buena Gardens is subject to approval from the Yerba Buena Gardens Management Office. Artwork must support conference or event; no corporate branding allowed.*



## Floor Decals

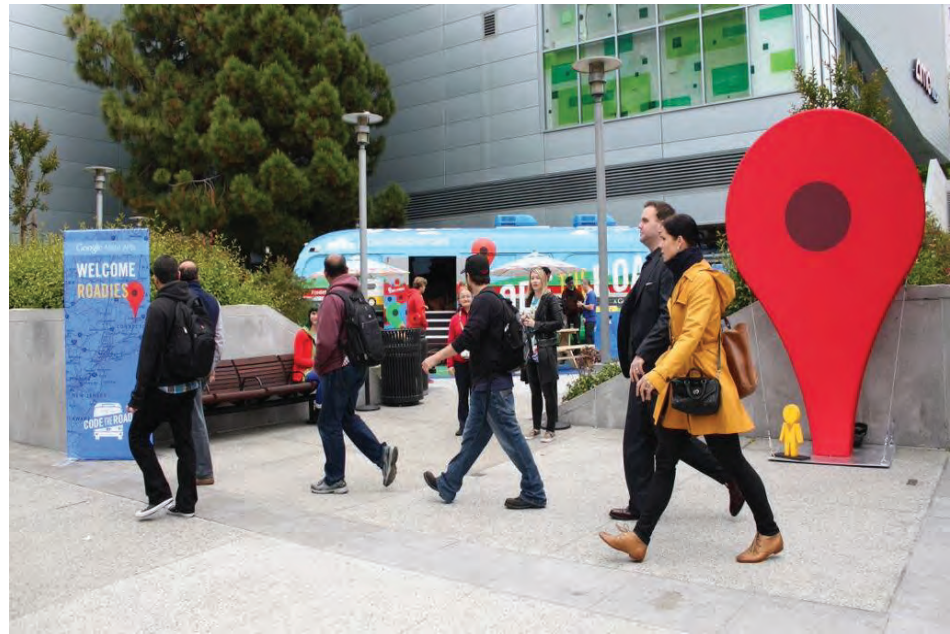
Size: up to 4'l x 4'w

In-mall Locations: 4

Description:

- Located inside Metreon
- Adhesive Graphics placed in high traffic dwell areas
- Sold as a set of 4 decals

Term: 1 Week Flight



## Pocket Park Exterior Activation

Size: 35' x 40' (main);

15' x 30' (supplement); 2000 sq. feet

Location: Corner of Howard St. & 4<sup>th</sup> St.

### Description:

- Event activation space
- Power available
- 8am - 8pm rental period



# Triangle Terrace Exterior Activation

**Size:** 35' x 120' (triangle); 2,250 sq. feet

**Location:** Adjacent to Yerba Buena Gardens

## Description:

- Event activation space
- Power available
- 8am - 8pm rental period





## Dining Court Buyout

Size: 20,000 sq. feet

Location: Metreon Interior Dining Court

Description:

- Privatization of full Metreon Interior Dining Court
- Must be booked in relation to citywide conference programming and be in conjunction with booking of City View, AMC, and all ground floor interior Metreon tenants
- 8am - 3pm rental period (lunch)  
3pm - 8:30pm rental period (dinner)  
8am - 8:30pm rental period (full day)







# Dining Court Interior Activation

Size: 10' x 10' or 20' x 30'

Location:

Metreon Interior Dining Court

Description:

- Activation space
- Power/Wi-Fi available
- 8am - 8pm rental period





**For more information, contact:**

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