

Branding & Sponsorship Guide

Unlock the full potential of your event at Boise Centre.

boise | centre
CONVENTIONS & EVENTS

Customize your event space. Increase visibility. Maximize success.

Welcome to Boise Centre

Idaho's premier meeting facility in the heart of Boise's downtown convention district.

As a leader of innovation and excellence in the events industry we take pride in providing our clients with opportunities for engagement, networking, and success. Boise Centre offers many event-specific branding and sponsorship opportunities.

The Branding and Sponsorship Guide serves as a blueprint to unlocking the full potential of your event at Boise Centre. Through increased visibility, branding can maximize your event's impact and ROI.

Within this guide, you will discover:

A myriad of sponsorships and branding opportunities tailored to suit your specific event needs and objectives

Prominent signage and digital display options to highlight your unique event and brand

Customized sponsorship and branding packages that align perfectly with your vision, objectives, and budget



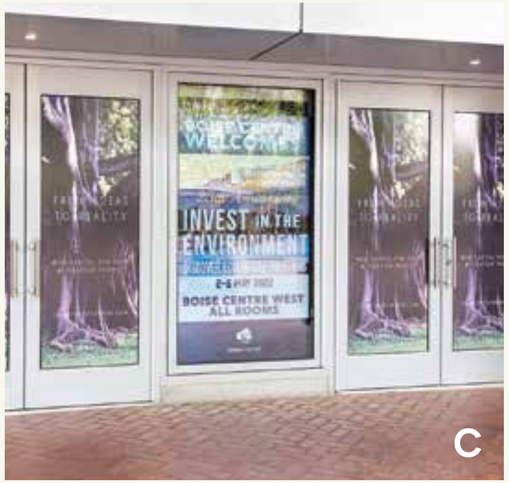
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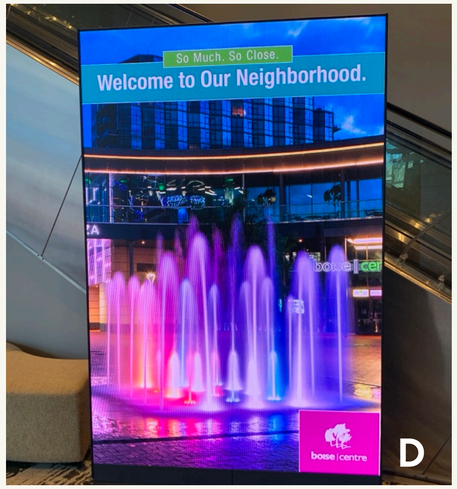


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Digital Signage

Boise Centre features numerous digital display monitors in high-traffic areas throughout the venue. These state-of-the-art monitors can display images, custom messages, branding, logos, and provide recognition for your event sponsors. Many monitors can also play video content to communicate impactful information to your attendees.

A: Outdoor Digital Display Board

Situated at one of Boise's busiest intersections, Boise Centre's outdoor marquee is located on the corner of Front and 9th Streets. This sign is seen by thousands of visitors and commuters daily. Having your sign company logo or event branding on this sign will let locals and visitors alike know you are hosting a meeting, convention, or special event.

B: Curved Video Wall (Boise Centre West Only)

The curved video display board, located in the Main Lobby of Boise Centre West, is the perfect place to highlight a variety of event-branded messages and to call attention to event sponsors.

C: Main Entrance Monitor

Large 96" display monitors are featured at the entrances of Boise Centre West and Boise Centre East

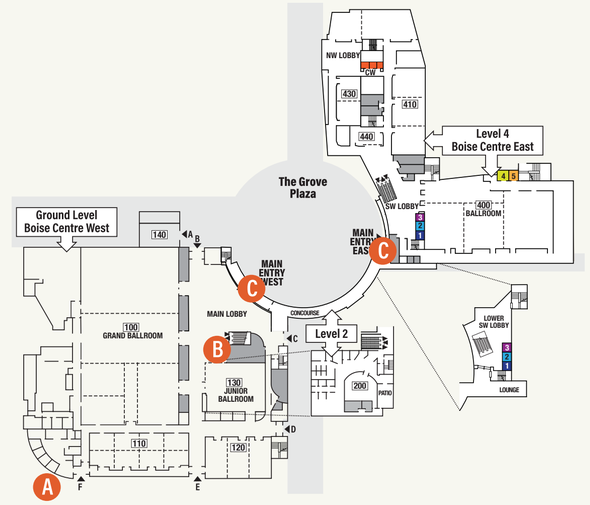
D: Portable Monitors

The curved video display board, located in the Main Lobby of Boise Centre West, is the perfect place to highlight a variety of event-branded messages and to call attention to event sponsors.

E: Meeting Room Signs

Monitors are on display at the entrance of each meeting room throughout Boise Centre West and Boise Centre East.

where they're located



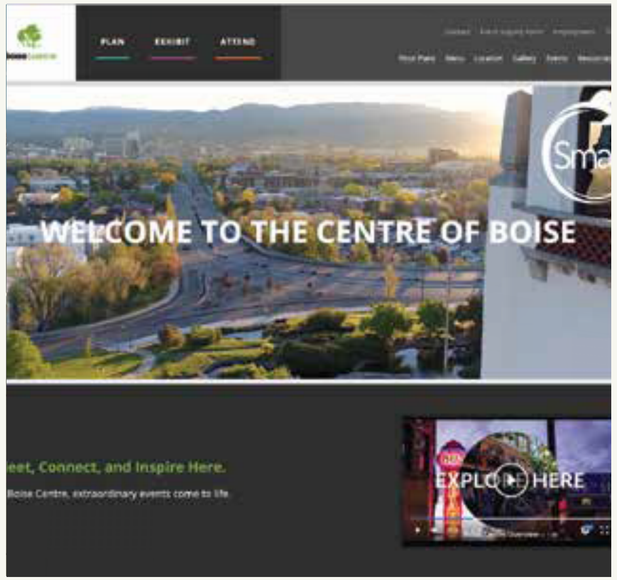
Banners, Website, & Social Media

Boise Centre features numerous digital display monitors in high-traffic areas throughout the venue. These state-of-the-art monitors can display images, custom messages, branding, logos, and provide recognition for your event sponsors. Many monitors can also play video content to communicate impactful information to your attendees.



Signs & Banners

Make a great impression on your attendees with various signs, banners, and posters displayed throughout your event space. Temporary signs with vibrant colors and bold graphics are a terrific way to give your sponsors added visibility and recognition as your group participates in various meal functions, general sessions, and breakouts.



Website

The events calendar listing feature on BoiseCentre.com is an option to list your event. Please coordinate with your Event Manager.



Social Media

Boise Centre maintains a social media presence on Facebook, LinkedIn, and Instagram. Gaining some added awareness and exposure may be an option for your event. Please coordinate with your Event Manager.

Dedicated Bandwidth Available

Boise Centre provides comprehensive internet and Wi-Fi options for our clients, exhibitors, and guests. Numerous wired and wireless options are available throughout the facility to meet the needs of your event. With state-of-the-art equipment and a robust infrastructure, our in-house staff will help make sure your technology and communication needs are met.

Wireless Bandwidth

Boise Centre features a robust wireless network that accommodates groups of all sizes. Consult with your Event Manager regarding recommended bandwidth.

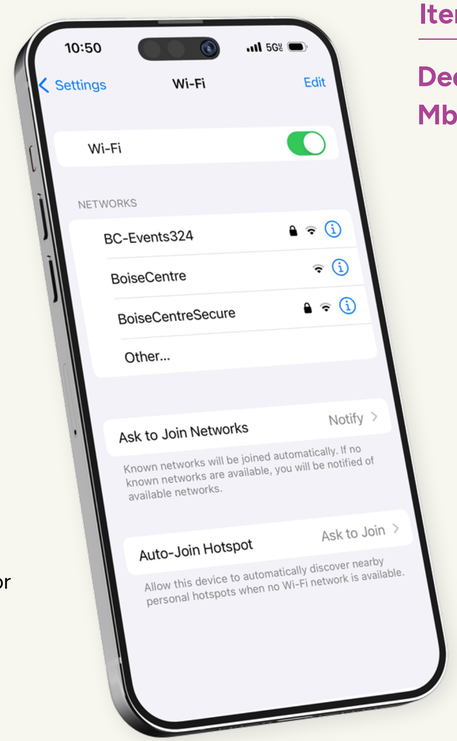
SSID

An SSID is the public name of a wireless network. At Boise Centre the name of our event network or SSID is “BC-Events(#)”. A custom password will be generated for your event.

Custom SSID / Event Branding

Custom SSIDs are available for a premium fee and are offered based on availability. Boise Centre supports up to two custom SSIDs at a time. As availability is limited, requests are accommodated on a first-come, first-served basis. Please reach out to your Event Manager to inquire.

- Your SSID name should be no more than 14 characters for optimal readability, e.g. Boise Centre 2024. A password must be applied. This would happen before they are connected to the wireless network. Your password must be a minimum of 8 characters.
- Deadline: 30 days prior to the event’s start date.



Item	Speeds	Pricing
Dedicated Ethernet Mbps Available	10 Mbps	$150/day
	20 Mbps	$200/day
	30 Mbps	$250/day
	40 Mbps	$300/day
	50 Mbps	$350/day
	60 Mbps	$400/day
	70 Mbps	$450/day
	80 Mbps	$500/day
	90 Mbps	$550/day
	100 Mbps	$600/day
	200 Mbps	$700/day
	300 Mbps	$800/day
	400 Mbps	$900/day
	500 Mbps	$1,000/day
	1 Gbps	$2,000/day

Item	Speeds	Pricing
Wireless Internet Access	10 Mbps	$200/day
	20 Mbps	$400/day
	30 Mbps	$600/day
	40 Mbps	$800/day
	50 Mbps	$1,000/day
	60 Mbps	$1,200/day
	70 Mbps	$1,400/day
	80 Mbps	$1,600/day
	90 Mbps	$1,800/day
	100 Mbps	$2,000/day
	200 Mbps	$2,500/day
	300 Mbps	$3,000/day
	400 Mbps	$3,500/day
	500 Mbps	$4,000/day
	Custom	$500/SSID, per event





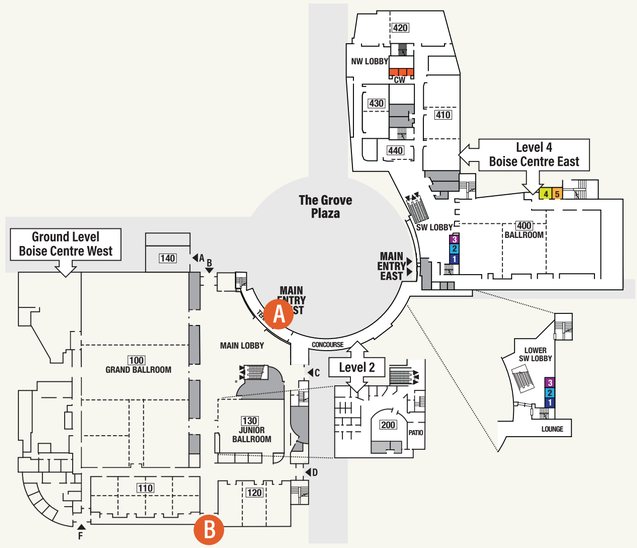
Boise Centre West - Exterior

A variety of opportunities exist inside Boise Centre West for branding and sponsorship. Make your event bold and bright by adding additional graphics, designs, and messages to make sure your guests and attendees feel that they are part of an experience and leave with a lasting impression.

A: Main Entry Doors, Vestibule Doors and Side Panels off The Grove Plaza

B: E Entry Doors

where they're located



Boise Centre West - Exterior





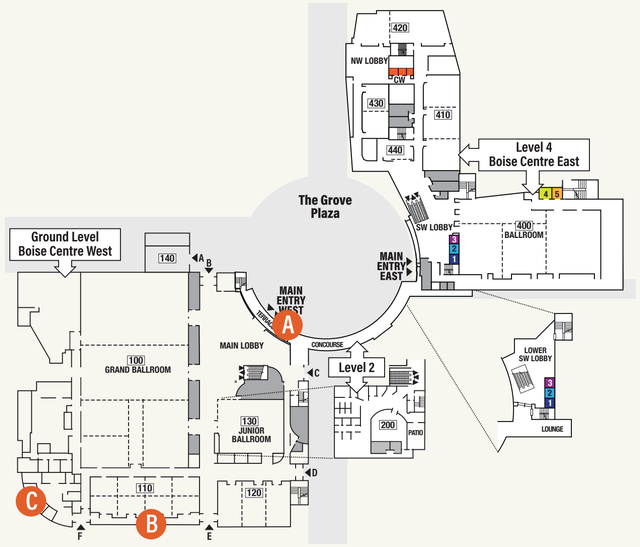


A: Main Entrance off The Grove Plaza

B: Front Street Windows

C: Front & 9th Street Windows

where they're located











Boise Centre West - Interior

A variety of opportunities exist inside Boise Centre West for branding and sponsorship. Make your event bold and bright by adding additional graphics, designs, and messages to make sure your guests and attendees feel that they are part of an experience and leave with a lasting impression.

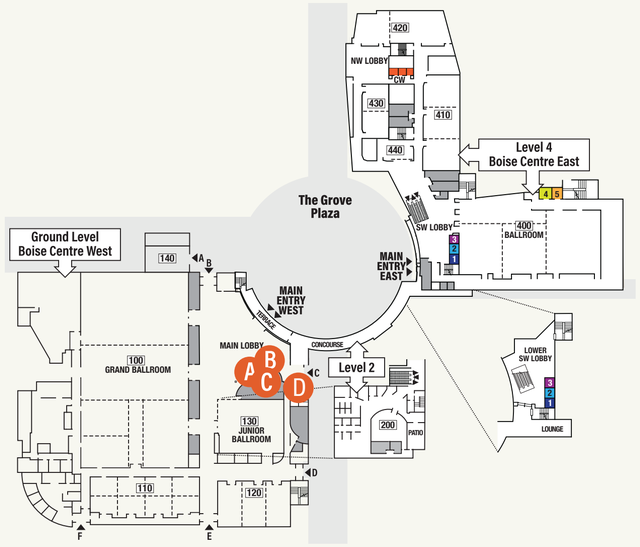
A: Escalator Glass Panels

B: Escalator Metal Panels

C: Projector Wall

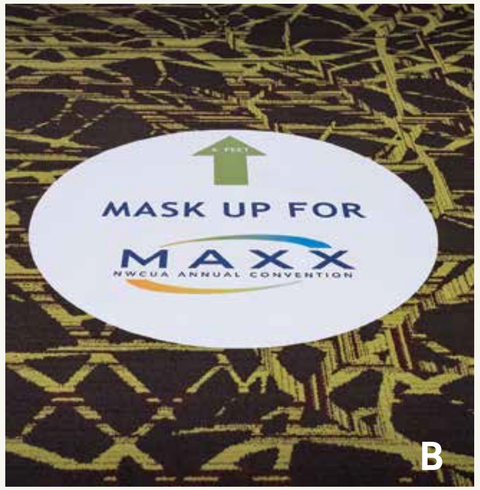
D: Elevator

where they're located









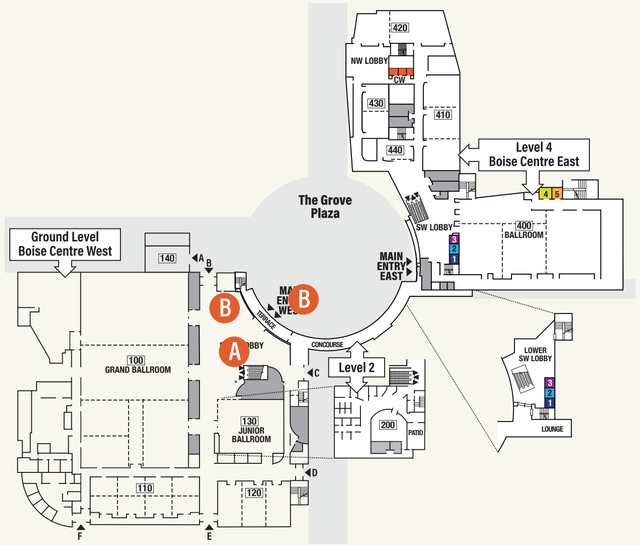


Boise Centre West - Interior

A: Pillars in the Main Lobby

B: Interior and Exterior Floor Decals

where they're located









Boise Centre East - Exterior

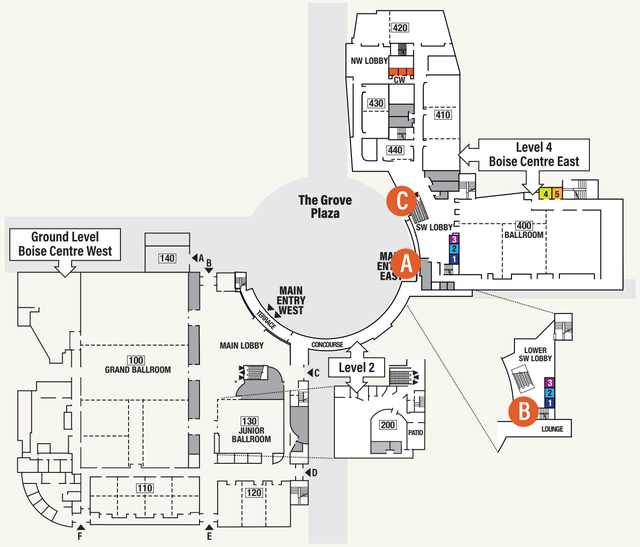
A variety of exterior opportunities surround Boise Centre East for branding and sponsorship. These areas will be highly visible to your client, guests, and attendees as they navigate the spaces throughout the venue. Doors, windows, and other unique spaces will help make your conference theme, branding and sponsors stand out.

A: Main Entry Doors, Vestibule Doors and Side Panels off The Grove Plaza

B: Interior Entry Doors and Side Panels

C: Interior Glass Windows

where they're located













Boise Centre East - Interior

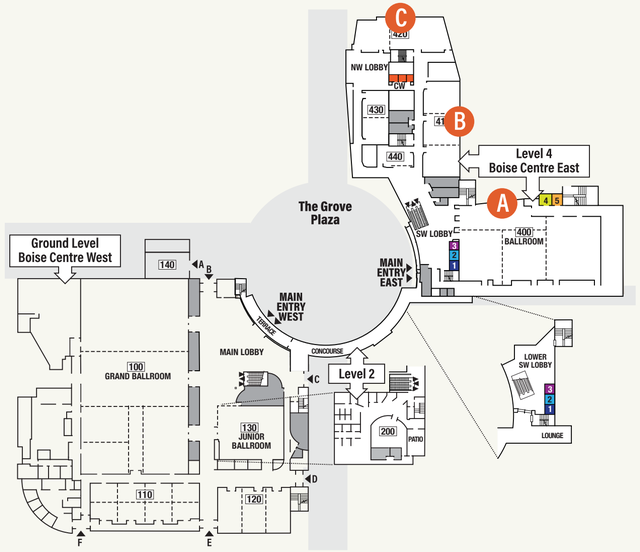
A variety of opportunities exist inside Boise Centre East for branding and sponsorship. Make a big impression by adding larger-than-life graphics, designs, and messages to your meeting, conference or special event. Eye-catching graphics will help energize your guests as they travel through the facility.

A: Interior Glass Windows, Ballroom 400

B: Interior Glass Windows, Room 410

C: Interior Glass Windows, Room 420

where they're located









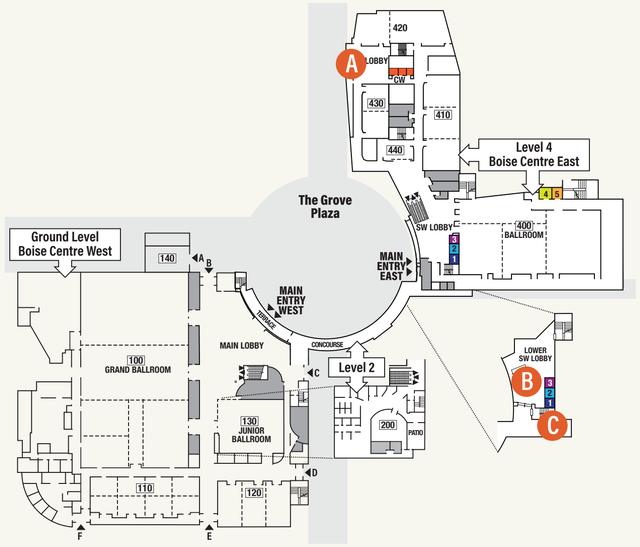
Boise Centre East - Interior

A: Interior Glass Windows Northwest Lobby

B: 2nd Floor Lobby

C: 2nd Floor Lounge

where they're located









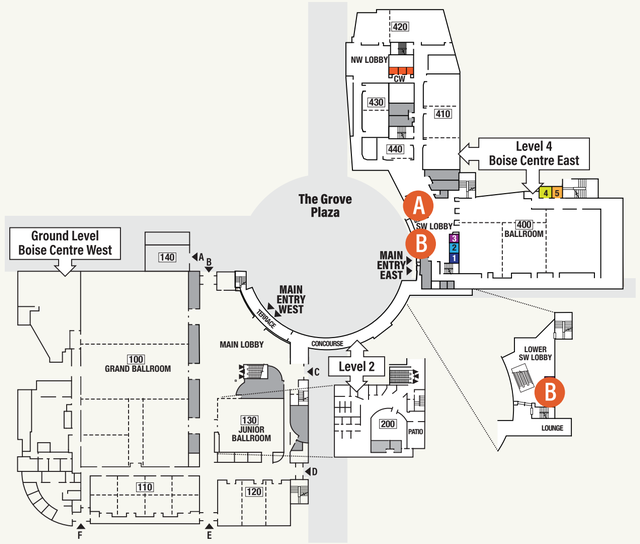
Boise Centre East - Interior

A: Escalators Glass Panels

- Escalator Metal Panels

B: Elevators

where they're located



Boise Centre East - Interior





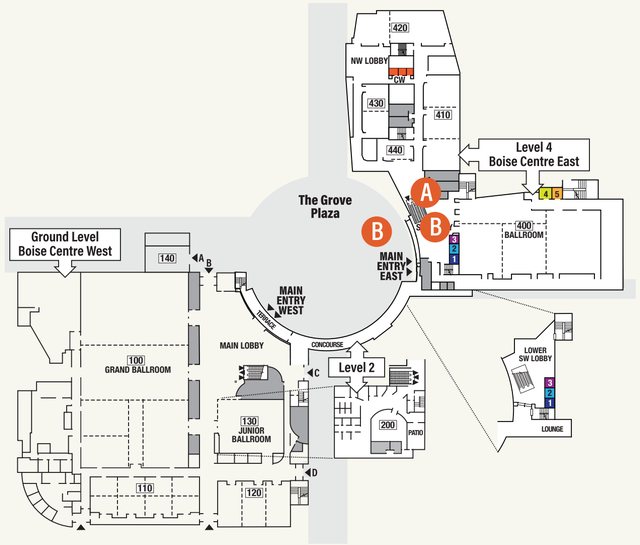




A: Pillars in the Southwest Lobby

B: Interior and Exterior Floor Decals

where they're located



Branding and Sponsorship Pricing

Digital Signage	Included	Custom Cost
Boise Centre West		
Outdoor Digital Display Board/Marquee (1)	Complimentary (Welcome message)	**$300 per day**
Curved LED Video Wall (1)	N/A	**$900 per day**
43" Ballroom Vertical Signs (110 and 120 Ballroom)	Complimentary (Basic text agenda from the Event Order)	**$75 per day**
46" Ballroom Vertical Signs (100 and 130 Ballroom)	Complimentary (Basic text agenda from the Event Order)	**$75 per day**
85" 2nd Floor (Horizontal) (1)	Complimentary (Basic text agenda from the Event Order)	**$100 per day**
75" Intersection Directory (Vertical) (1)	Complimentary (Basic text agenda from the Event Order)	**$100 per day**
Main Entrance 90" Monitor Facing The Grove Plaza (1)	Complimentary Event Logo	**Full rental: $100 per day**
Boise Centre East		
17" Meeting Room Signs (3)	Complimentary (Basic text agenda from the Event Order)	**$25 per sign, per day**
55" 2nd Floor Lounge TV Monitors (4)	Complimentary (Basic text agenda from the Event Order)	**$150 per sign, per day**
85" 1st Floor Lobby Monitors (Horizontal) (1)	Complimentary (Basic text agenda from the Event Order)	**$100 per day**
75" 4th Floor Lobby (Vertical) (1)	Complimentary (Basic text agenda from the Event Order)	**$100 per day**
Main Entrance 90" Monitor Facing The Grove Plaza	Complimentary (Basic text agenda from the Event Order)	**Full rental: $100 per day**
85" East 4th Floor 400 Monitor	Complimentary (Basic text agenda from the Event Order)	**$100 per day**
43" East 440 Monitor	Complimentary (Basic text agenda from the Event Order)	**$75 per day**
43" Meeting Room Signs	Complimentary (Basic text agenda from the Event Order)	**$75 per day**
Both		
Portable Monitors	N/A	42" Monitor: **$50 per day** 50" Monitor: **$75 per day**

Directories are not available for client content.

All signs will accept .jpeg, .png, .mp4, and most video files.

PDF is not a preferred format for monitor display.

All image files such as png and jpeg must be designed at 72 dpi as the resolution specified for each sign above if they will not fill the whole monitor.

None of Boise Centre's digital signage offer audio.

Boise Centre carries portable 42" and 50" monitors for digital signage rental.

Branding and Sponsorship Pricing

Digital Signage	Included	Custom Cost
Boise Centre West		
Escalator Projector Wall	-	**$150 per day**
Custom content and graphics	-	**$75 per hour**
Social Media	Complimentary. Event related social media posts will be generated when appropriate and with client approval.	**$25 per post, per day**
Both Venues		
Signs & Banners	Current labor rates are charged to hang and take down signs and banners.	**Scissor Lift Rental: $75 per hour**
Website	Complimentary event listing on boisecentre.com/events page	**$900 per day**
Social Media	Complimentary. Event related social media posts will be generated when appropriate and with client approval.	**$25 per sign, per day**

Internet and Wi-Fi	Price
Both Venues	
Wireless Internet Access 3 Mbps	Complimentary
Wireless Internet Access 10 Mbps	**$200 per day**
Wireless Internet Access 20 Mbps	**$400 per day**
Wireless Internet Access 30 Mbps	**$600 per day**
Wireless Internet Access 40 Mbps	**$800 per day**
Wireless Internet Access 50 Mbps	**$1,000 per day**
Wireless Internet Access 60 Mbps	**$1,200 per day**
Wireless Internet Access 70 Mbps	**$1,400 per day**
Wireless Internet Access 80 Mbps	**$1,600 per day**
Wireless Internet Access 90 Mbps	**$1,800 per day**
Wireless Internet Access 100 Mbps	**$2,000 per day**
Wireless Internet Access 200 Mbps	**$2,500 per day**
Wireless Internet Access 300 Mbps	**$3,000 per day**
Wireless Internet Access 400 Mbps	**$3,500 per day**
Wireless Internet Access 500 Mbps	**$4,000 per day**
Custom SSID	**$500 per SSID, per event**

Measurements and Specifications

Digital Signage	Size	Resolution	Ratio	Orientation	Additional
Boise Centre West					
Outdoor Digital Display Board/Marquee (1)	-	198 x 72	-	-	
Curved LED Video Wall (1)	16’	1920 x 1080	16 x 9	Landscape	
Meeting Room Signs (8)	17’ 43” 46”	1024 x 768 1080 x 1920 1080 x 1920	4 x 3 9 x 16 9 x 16	Landscape Portrait Portrait	
2nd Floor Top of Escalator (1)	90”	1920 x 1080	16 x 9	Landscape	
Escalator Wall Projector (1)	18’	1920 x 1080	16 x 9	Landscape	
Main Entrance Monitor Facing The Grove Plaza (1)	96”	1080 x 1920	9 x 16	Portrait	
Boise Centre East					
Meeting Room Signs (9)	17” 43”	1024 x 768 1080 x 1920	4 x 3 9 x 16	Landscape Portrait	
Main Entrance Monitor Facing The Grove Plaza (1)	96”	1080 x 1920	9 x 16	Portrait	
East 4th Floor 400 Monitor	85”	1080 x 1920	9 x 16	Portrait	
East 440 Monitor	43”	1920 x 1080	16 x 9	Landscape	
Both					
Portable Monitors	-	-	-	-	42" and 50” monitors are available to rent

Directories are not available for client content.

All signs will accept .jpeg, .png, .mp4, and most video files.

PDF is not a preferred format for monitor display.

All image files such as png and jpeg must be designed at 72 dpi as the resolution specified for each sign above if they will not fill the whole monitor.

None of Boise Centre's digital signage offer audio.

Boise Centre carries portable 42” and 50” monitors for digital signage rental.

Measurements and Specifications

Exterior Entry Doors and Side Panels		Width	Height	Additional
Boise Centre West				
Main Entrance Exterior Doors (4)		27″	75.5″	
Vestibule Doors (4)		27″	76.25″	
Lobby Windows (Next to Main Entrance) (14)		48″	88″	
Entry “E” Exterior Doors (4)		27″	78″	
Entry “E” Vestibule Doors (4)		27″	78″	
Side Glass Panels (6) (3 interior, 3 exterior)	Interior Side Panels Interior Middle Panels Exterior Side Panels Exterior Middle Panels	21″ 21″ 21.75″ 21.5″	93″ 93″ 91.5″ 91.5″	No outside food or beverage. Signs may not be blocked, however they may be incorporated into the design.
Terrace Balcony Entry Doors (2)		39″	88.5″	
Terrace Balcony Entry Door Side Glass Panels (4)	Upper Panel Lower Panel	18.75″ 18.75″	75.5″ 40″	
Boise Centre East				
Exterior Entry Doors (6)		27″	90″	
Interior Vestibule Doors (6)		27″	90″	
Above Door Glass Windows		74″	35″	
Above Vestibule Door Glass Windows (3)		74″	35″	
Exterior Top Right Window (Next to Doors) (3)		57.5″	112.5″	
Exterior Bottom Right Window (Below Monitor Window) (3)		74″	20″	
Vestibule Doors Window / Entry to First Floor Lobby (1)		29″	109.5″	Panic bar is in center of doors, signage may be placed on opposite side. No outside food or beverage. Signs may not be blocked, however they may be incorporated into the design.

Interior Entry Doors and Side Panels	Width	Height
Boise Centre East		
Doors leading from Concourse (4)	33.5″	90″
Doors leading from Concourse. Center glass panel	11.25″	103.25″

Measurements and Specifications

Exterior Glass Windows		Width	Height
Boise Centre West			
Main Entrance (14)		48″	88″
Front Street (24)		57″	92″
Intersection of Front Street and 9th Street (22)		45″	90″
Boise Centre East			
Concourse Entry to Level 2 (14)	7 Upper Windows 7 Lower Windows	45″ 45″	77″ 27.5″
Both Venues			
Concourse Bridge Windows (16)		48″	88″
Concourse Bridge Doors (4)		39.5″	91″
Concourse Bridge Walkway (Upper Glass Windows) (19)	8 Upper Windows 8 Lower Windows	46.5″ 46.5″	77″ 40.5″

Interior Glass Windows		Width	Height
Boise Centre West			
Terrace Balcony / Lobby Windows (Next to entrance) (14)	7 Upper Windows 7 Lower Windows	45.5″ 45.5″	77″ 40.5″
Terrace Balcony / Glass Railing (17)		46.5″	38″
Boise Centre East			
Southwest Lobby (22)		57″	37.5″
Ballroom / 400 (8)		55″	108″
Room 410 (13) (6 in 410A, 7 in 410B)		51.5″	111.5″
Room 420 (31) (19 in 420A, 7 in 410B)		57.5″	111.5″
Northwest Lobby (7)		57.5″	111.5″
200 Lobby (9)		43.5″	81″
200 Lounge (8)	4 Upper Windows 4 Lower Windows	45″ 32.5″ to 41″	81″ 25.5″

Measurements and Specifications

Locations	Width	Height	Additional
Boise Centre West			
Escalator Glass Panels (54)	77″	25″	Glass panels vary in size. Largest measurements are displayed.
Metal Panels between Escalators	10″	717″	Panels run the length of the escalator.
Elevator Glass Panels (54)	48″	84″	
Main Lobby Pillars (3)	30″	210″	
Boise Centre East			
Escalator Glass Panels (54)	97″	25.5″	Glass panels vary in size. Largest measurements are displayed.
Metal Panels between Escalators	10″	717″	Panels run the length of the escalator.
Elevator Glass Panels (54) -Elevator Back Panels	48″ 25″	80″ 83.5″	
400 Level Pillars (1)	23″ - 25″	191″	
Both Venues			
Interior and Exterior Floor Decals	-	-	The size of floor decals vary based on design and message

Preferred Vendors

Digital Graphics and Sign Design

- BluePrint Specialties
  208-377-0294
  6205 W Overland Road, Boise ID 83709
  www.bpsboise.com

- Lytle Signs
  208-388-1739
  2070 E Commercial Street, Meridian ID 83642
  www.lytlesigns.com

Photography and Video Services

- Hill Photography
  208-922-1243
  340 N Avenue B, Kuna ID 83714
  www.hillphoto.net

- Pro Image Event Photography
  208-409-8407
  7154 W State Street, Boise ID 83716
  www.proimage-photo.com

- Chad Case Visuals
  208-867-5136
  1708 N 30th Street N, Boise ID 83703
  www.chadcasevisuals.com

- Vitor Rodrigues
  774-218-2731
  www.vitorrodriguesmedia.com

Printers

- Capitol Copy & Print
  208-377-0294
  6205 W Overland Road, Boise ID 83709
  www.capitol-printing.net

- Alexander Clark Printing
  208-322-0611
  10801 Emerald Street, Boise ID 83713
  www.alexanderclark.com

- Alphagraphics
  208-338-9746
  517 S 8th Street, Boise ID 83702
  www.aphagraphics.com

- Hi-Tech Color
  208-336-5499
  1115 W Grove Street, Boise ID 83702
  www.hitechcolorllc.com

- Signs By Tomorrow
  208-345-9900
  3413 N Cole Road, Boise ID 83704
  www.signsbytomorrow.com

- The Sign Center
  208-376-6621
  9880 W Fairview
  www.signcenter.com

- International Minute Press
  208-336-2525
  1023 W Main Street, Boise ID 83702
  www.printboise.com

- Catapult3
  208-695-4198
  5925 W Vandal Lane, Boise ID 83709
  catapult3.com

- CMYK Grafix
  208-377-1556
  5260 N Sawyer Ave., Boise ID 83714
  cmykgrafix.com





Rules & Guidelines

Approval

- Approval from a Boise Centre Event Manager must be obtained prior to any branding materials (banners, signs, decals, window clients, etc) being produced. Approval is required for both content and location 30 days prior to the event.

Timeline

- The client is responsible for all printing, ordering, delivery, pick-up, application, and removal of any mentioned branding opportunity.
- Any Rigging needs or requirements are exclusive to Boise Centre. Please notify your Event Manager 30 days prior to the event if additional labor will be needed and/or equipment is to be rented. Prevailing rates will be applied to the licensing party's final invoice.
- Branded materials installed in locations not previously approved by the Event Manager will be subject to removal by the facility.
- Branding and sponsorship areas are limited to licensed/rented spaces only. Public areas are based on availability and require approval.
- Digital displays (indoor and outdoor) are limited and will be determined based on availability.
- Measurements listed starting on page 19 are approximate. Final measurements are the responsibility of the licensing party of Licensee's approved partner.
- No inappropriate language, photos, or gestures are permitted to be displayed at Boise Centre public areas.
- Displays must not obstruct doors; emergency exits or general traffic areas.
- Outdoor displays must meet city/county parameters and height restrictions.
- Basic signage in front of reserved meeting rooms indicating meeting names is permitted. Easels may be provided by Boise Centre at an additional cost based on availability.
- All installations must be coordinated with other event activity in the venue. Certain types of installations may require fire marshal approval or rigging review. Pricing is subject to change.



Rules & Guidelines

Shared Space Signage

- To display signage in common/public areas or lobbies of the venue, you must rent the entire building (Boise Centre West or Boise Centre East).
- Sponsored or event branding visible to the exterior of the venue requires special review and is subject to branding fees.
- All branding and sponsorship displays must be removed by the final contracted date and time by licensing party. Any branded material remaining on site after the contracted move-out will be subject to current labor charges and possible damage charges.

Signs and Banners

- Signs, banners, and posters may not be physically attached to any part of Boise Centre or to any of the furnishings or fixtures without prior approval. Arrangements can be made to hang banners utilizing Boise Centre staff and equipment as long as banners have proper hanging points.
- All materials must be provided by the client to hang banners (fishing lines, "S" hooks, adhesives, etc.) In-House labor may be required based on details of set-up and additional costs may be applied.
- A trained in-house operations department staff member is required to utilize Boise Centre's equipment to hang items, banners, displays, etc. Labor costs will be applied to the final invoice.
    - Advance approval is required for anything to be hung or suspended from Boise Centre's structures and/or equipment, and the client must comply with the rigging rules and regulations.
    - Labor fees apply for banner hanging.
    - Lift Rentals may be required and the responsibility of the contracting party.
    - Banner should be weighted for firmness.

Billing

- Payment for event branding and sponsorships is required prior to the first contracted event date.
- Event sponsorship fees are per sponsor if multiple sponsors are designated in one location or share space throughout the reserved areas.



General Information

Please contact our Event Management Department to discuss how we can help you brand your event and generate sponsorship opportunities at Boise Centre.

General Information:

Address:	Boise Centre 850 W Front Street Boise, ID 83702
Main Phone:	208-336-8900
Website:	www.boisecentre.com
Social Media:	facebook.com/BoiseCentre linkedin.com/company/boisecentre/ Instagram.com/BoiseCentre

Links to Helpful Resources:

Client Services Guide
Audio Visual & Event Production Guide
Front & Centre Catering Menu

boise | centre
CONVENTIONS & EVENTS

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