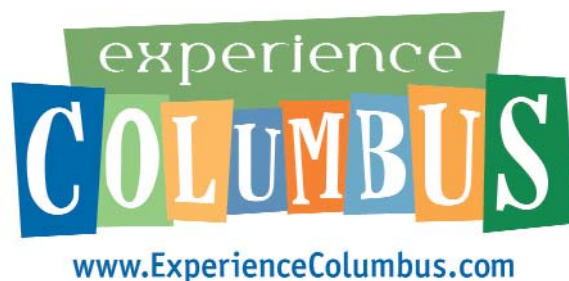


COLUMBUS

hospitality banner program

More than 117,000 commuters travel through downtown every day and over 44.3 million visitors come to Columbus annually.

Make sure they see street banners promoting your event.
Market your event through the Columbus Hospitality Banner Program.



WHO IS ELIGIBLE TO PARTICIPATE?

- Participants in the Columbus Hospitality Banner Program must represent or promote cultural or civic events, or local events of general interest that are open to the public.
- Banners may not be used for commercial advertising or to advertise or promote political candidates, parties or issues.
- In those instances in which an organization wishes to give credit on its banners to a contributor or sponsor, such commercial credit shall be allowed under the following conditions:
 - Upon approval, the name and logo of a contributor or sponsor may be positioned in the lower 12 inches of the banner in a height not to exceed 6 inches.
 - If an event is established as bearing a corporate name as part of its event title and is popularly recognized by such title, special consideration will be given regarding logos and type sizes appropriately scaled to the banner design.

BANNER SPECIFICATIONS

Columbus Sign Company (614-252-3133) is the official banner partner of Experience Columbus to help with manufacturing/design needs. Other organizations may be used to design and produce banners; however, all installation, removal, repair and emergency re-attachment of banners will be done by Columbus Sign Company. The cost for these services is outlined on the fee schedule included.

BANNER SIZE

- Banner size will depend on which poles are used to hang your banner.
- **If you use a company other than the official banner partner to produce new banners, please contact Columbus Sign Company prior to fabrication to ensure proper fit on banner poles.**

BANNER CONTENT

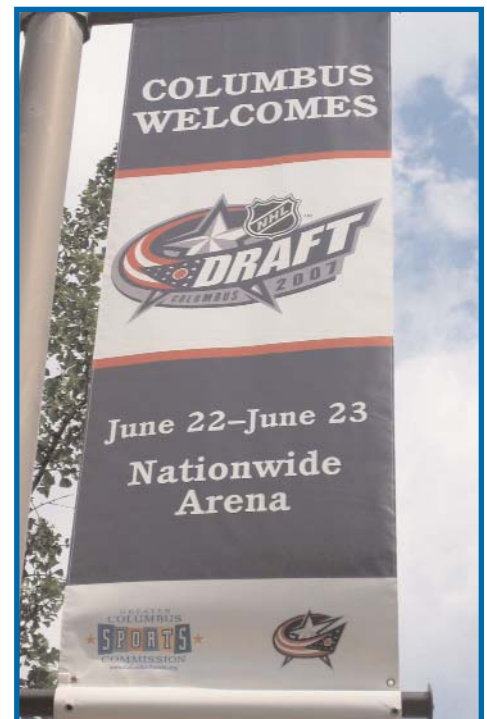
- No commercial logos, telephone numbers or similar forms of advertising will be permitted (except as outlined above).
- **Preliminary banner designs/ideas require review by Experience Columbus prior to the production of camera-ready art.**

BANNER DESIGN/MATERIAL

- It is recommended that a graphic consultant be used to design the banner(s).
- Banners shall be constructed of a high-quality flame-retardant canvas or vinyl fabric.
- Banner designs using a light colored canvas, (white or yellow) should be doubled to prevent “bleeding” of the design when it is hung in the sunlight.

COSTS/APPROVAL

- The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance (including emergency re-attachment) of the street banners. Pricing is outlined on the fee schedule included.
- Banners will be returned at the expense of the applicant when:
 - Banners were not approved by Experience Columbus
 - Banners do not meet aesthetic standards
 - Banners contain design elements that were not part of the approved artwork



PROGRAM REQUIREMENTS

BANNER PLACEMENT

- The Columbus Hospitality Banner Program manages the downtown area bounded on the south by Interstate 70, the east by Interstate 71, the north by Goodale Boulevard and the west by Grubb Street.
- Will be designated by Experience Columbus. Reservations will be accepted and scheduled based on banner pole availability.
- Priority will be given to events conducted during the designated rental period.

LENGTH OF BANNER EXPOSURE

- Banners may be hung for a minimum of two weeks to a maximum of 60 days.
- In the event of a scheduling conflict, the length of time for banner exposure within the above limits and/or the quantity of banners displayed will be at the discretion of Experience Columbus.
- Any group requesting a display period longer than the standard 60-day period, if approved, shall be charged \$10 per pole, per month, in addition to the standard charge. Such extended display periods will be allowed only if available and upon approval.

QUANTITY OF BANNERS ALLOWED

- Any organization wishing to participate in the program with fewer than 10 banners will be evaluated for approval on a case-by-case basis.
- Approval shall be at the sole discretion of Experience Columbus.
- Maximum number of poles allowed per organization is 100.

STORAGE

- All banners are the property of the sponsoring organizations.
- Columbus Sign Company will store banners for annual renters. Any banner remaining in their possession after 13 months without being displayed may be disposed of without notice.

LIABILITY

- Experience Columbus is not responsible for loss or damage to banners in transit, on display or during installation and removal. For this reason, sponsoring organizations are encouraged to insure their banners against loss or damage during display.
- Experience Columbus cannot guarantee access to the banner poles in the event its contract with the city of Columbus is terminated for any reason, such as Columbus City Council withholds authority to continue the banner program, acts of God, acts of civil or military authority, strikes or other civil disturbances, or any other event, cause or occurrence not within Experience Columbus' control. In the event any of the forgoing events occur, the organization shall not be responsible for any incidental or consequential damages incurred by the sponsoring organization.
- The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance of the street banners. Pricing is outlined on the fee schedule included. Please note that all prices are subject to change until the final work order is executed.
- Experience Columbus will not be financially responsible for any emergency re-attachment or removal fees. All costs for emergency re-attachment or removal fees are the responsibility of the applicant.

HOW DO I APPLY?

APPLICATION PROCESS

1. Fill out the attached application no less than six weeks and no more than one year in advance of the event.
2. Turn the application and banner artwork in to Sayaka Sekiguchi, Experience Columbus events manager, by e-mail at Ssekiguchi@ExperienceColumbus.com, by fax at 614-221-5618 or by mail at 277 W. Nationwide Blvd., Ste. 125, Columbus, OH 43215.
3. Upon approval from Experience Columbus, a contract will be sent to the applicant. The contract must be signed and returned to Experience Columbus within five business days.
4. At this time, the applicant may proceed with the production of the banners. If using a company other than Columbus Sign Company, please contact Columbus Sign Company at 614-252-3133 for specific banner measurements. Once your banners are produced, they need to be delivered to Columbus Sign Company for installation.
5. An invoice will be sent at a later time.

2010 FEE SCHEDULE

STANDARD COSTS PER BANNER

Installation and removal	\$95. Additional charge of \$5 for banners on High Street or on Nationwide Boulevard between Front and Neil.
Mending overlay or repairs	\$35 per banner. \$30 per banner for three or more repairs
Emergency reattachment	\$60 (minimum \$150 per trip)

OFFICIAL PROGRAM PARTNER AND SUGGESTED PRODUCT MANUFACTURER

Columbus Sign Company is the official Columbus Hospitality Banner Program partner and suggested manufacturer. Contact Bill Hoy of Columbus Sign Company at 614-252-3133.

Please contact Columbus Sign Company for detailed production options and pricing information. Fees are subject to change.

2010 BANNER APPLICATION

The form below must be filled out in order to participate in the Columbus Hospitality Banner Program. Please return the form, along with banner artwork, to Sayaka Sekiguchi, Experience Columbus events manager, by fax at 614-221-5618 or by mail at 277 W. Nationwide Blvd., Ste. 125, Columbus, OH 43215. Allow six weeks for application processing and banner production.

Name of Organization _____

Type of Organization* _____

Contact Person _____

E-mail _____

Address of Organization _____

Billing Address if different from Organization _____

Telephone _____

Fax _____

Name of Event _____

Dates of Event _____ to _____

Production of new banners:

Please attach all artwork with application for approval.

Name/Phone Number of Artwork Designer _____

Name/Phone Number of Manufacturer _____

Type of Banners: Canvas Vinyl Heavy Vinyl (digital print)

1-color design 2-color design 3-color design 4-color design

Previously produced banners:

Banners Do Not Need Revision Banners Need Revision

Type of revision (overlay, mending, etc.): _____

Please attach any revisions to artwork with application for approval.

*If your organization is tax exempt, a copy of your blanket State of Ohio, Department of Taxation form must accompany your application. If the form is not provided, a tax will be charged on your final invoice.

2010 BANNER APPLICATION CONT.

Banners will be hung in the following manner:

Please select from the choices denoted below.

- Two banners per pole
- One banner per pole
- Mixed

Number of banners to be hung _____

Number of banner poles to be used (10 pole minimum) _____

Specify banner pole numbers from the attached banner guide, noting one or two banners per pole.*

** Please note there is an additional charge of \$5 for banners on High Street or on Nationwide Boulevard between Front and Neil.*

Depending on inclement weather and how weekends and holidays fall within a given month, banners will be installed and removed around the 1st and 15th of every month. Please denote below the timeframe for your banners.

Banners need to be installed:

- Around the 1st of _____ (month)
- Around the 15th of _____ (month)

Banners need to be removed:

- Around the 1st of _____ (month)
- Around the 15th of _____ (month)

Signature _____ Date _____