



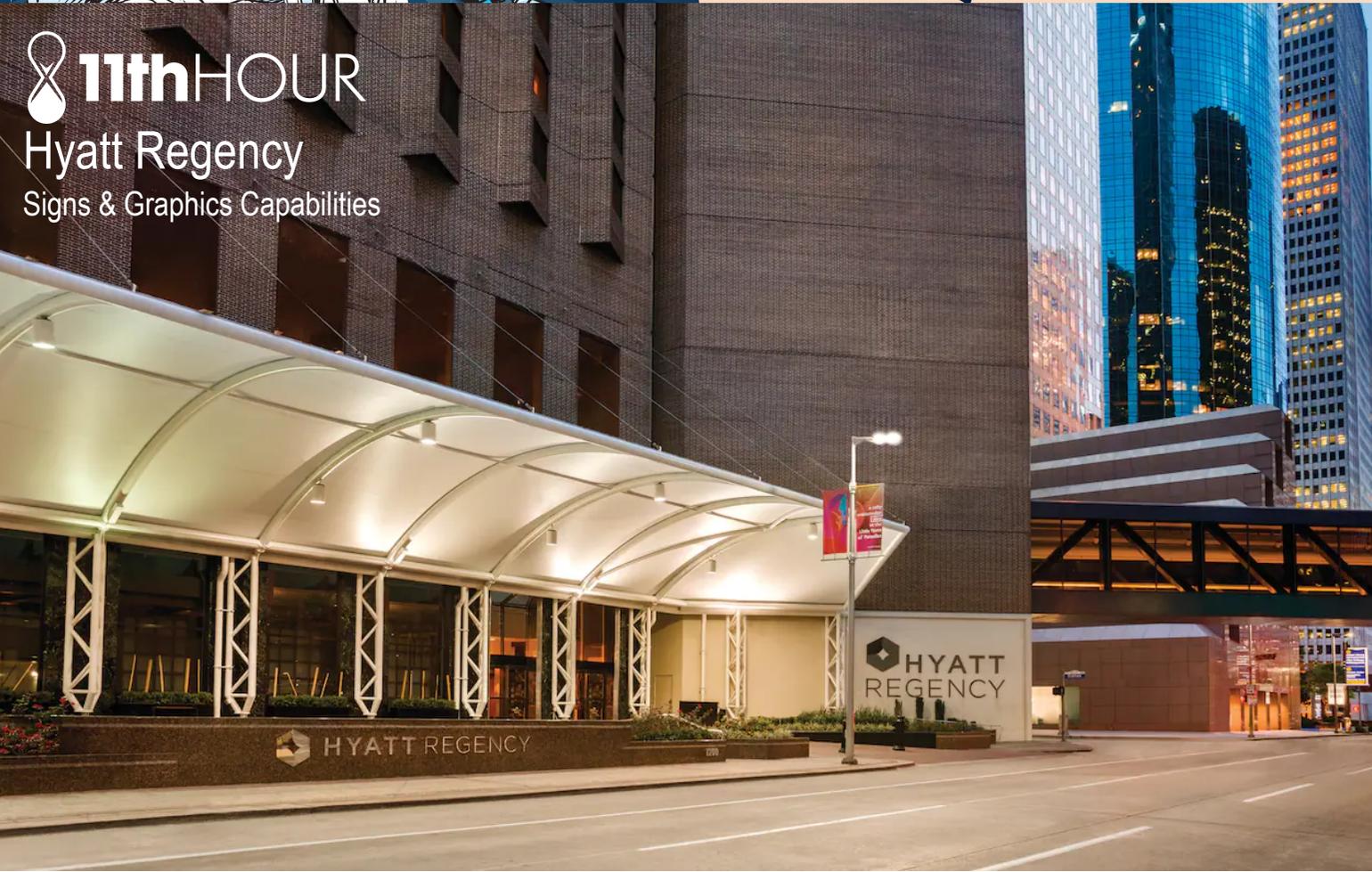
NEW FRONTIERS IN AGRICULTURE

FEBRUARY 28-MARCH 2
HOUSTON



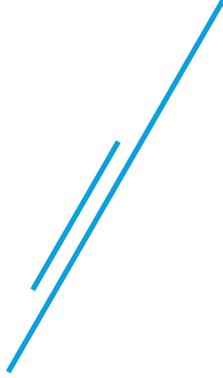
2024

 **11th HOUR**
Hyatt Regency
Signs & Graphics Capabilities



 HYATT REGENCY

 HYATT
REGENCY



If pictures are worth a thousand words, the photos below should speak volumes to what we can produce for your event.

Our award winning graphic design team can take your ideas and bring them to life. We specialize in conference branding design. If you can dream it, we can bring it to life.



CONTACT INFORMATION

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Conventions, Meetings, and Events have evolved.

Event Branding & Consultation

Meeting Planners and convention coordinators are constantly challenged with ways of creating that “wow factor” to assure the true impact of the event is realized year after year.



11TH HOUR OFFERS MANY PRODUCTS AND SERVICES.

- Column wraps
- Escalator & elevator graphics
- Promotional products
- Contour cut graphics
- Floor graphics
- Registration booths
- Custom build-outs
- Production
- Site consultation
- Custom shaped graphics
- Freestanding products (cubes, backdrops, banner stands, etc.)
- Surface graphics
- Design

The R&D team at 11th Hour have revolutionized the way conferences are branded. Like the visual brilliance of a child’s pop-up book, 11th Hour has determined a way to use booming surface graphics to transform standard hotel common areas and convention center floors into doorways to the imagination. Using rotunda window graphics that mesmerize, columns wraps that seize attention, floor graphics that literally halt foot traffic, 11th Hour helps groups create visually unforgettable events.

Based in Orlando, Florida, our 26,000 square foot state-of-the-art facility incorporates the newest technology in high-volume wide format printing with the most tenured and experienced graphics production staff in the industry. Our systems and people streamline the entire process, ensuring the accuracy and efficiency of the production of every event. Let our expert team of consultants advise you on how to produce the greatest level of visual impact based on your space and budget.

Large Format File Guidelines

To ensure your satisfaction and the timely completion of your order, please follow the below guidelines when submitting large format artwork.

FILE TYPES

Accepted: CMYK files from Adobe InDesign, Adobe Illustrator, Press Quality Adobe PDF and Adobe Photoshop. Packaged native files preferred

Not Accepted: RGB files, Microsoft Publisher, Microsoft Word, Microsoft Excel, Microsoft Power Point, and Adobe Photoshop Large Document File (.psb).

Raster files: Must be built in CMYK at 200 dpi and saved as Tagged Image File (.tif) with LZW compression, Photoshop (.psd) file, or as a JPEG with maximum compression.

Vector files: Must be built in CMYK and saved as Encapsulated Post Script (.eps) or Adobe Illustrator (.ai). Any linked files or fonts must be provided in addition to vector file.

BUILDING FILES

Grand Format (Larger than 10 feet in width or height): Provide a minimum of 3 inches of bleed at actual size. May need to build files at 50% or 25% scale to not exceed maximum file size. Build raster files at 200 dpi at full size. Minimum 150 dpi at 100%

Large Format (Maximum of 10 feet in width or height): Provide a minimum of 1 inches of bleed at actual size. May need to build files at 50% or 25% scale to not exceed maximum file size. Build raster files at 200 dpi at full size. Minimum 150 dpi at 100%

Location Templates: Locations codes that have a pre made template must be designed and submitted within the template to ensure files are set up correctly and that any location obstructions are avoided.

Follow the above recommendations without exceeding a maximum file size of 300 MB.

MARKS

Do NOT include crop marks in print ready files.

FONTS

All fonts must be provided with your files.

Whether outlined or not, this allows us to react quickly to any last minute revisions.

FILE NAMING

Naming of files when using our reference maps should consist of Event name, the map location code, size, and scale. See below example:

[ABCconference_L3-2130_36.5Wx89H_Fullscale.pdf](#)

If you are not using one of our reference maps, file naming should consist of Event the piece is for, identification/Location (established by you), size, and scale. See below example:

[AnnualPicnic_EntranceBanner_96Wx36H_HalfScale.pdf](#)

COLOR SPACE

CMYK: Files must be created using 4-color process colors.

PMS: When using PMS colors (Pantone Matching System Colors), specify them in writing. We use Pantone Solid to Process Guide (Coated) as our color-matching standard.

Rich Black: Build your rich blacks at 60/40/40/100 to ensure a rich black print.

Due to the wide range of color printers, the ink sets that are used in them and the variations of substrates, we may not be able to match colors on all outputs.

SUBMITTING ARTWORK

Upload all packaged native and print ready files to the supplied file upload link provided by your Event Production Coordinator.

Custom Key Cards

Hyatt Regency - Houston



Sponsorship Location Fee

\$14,000

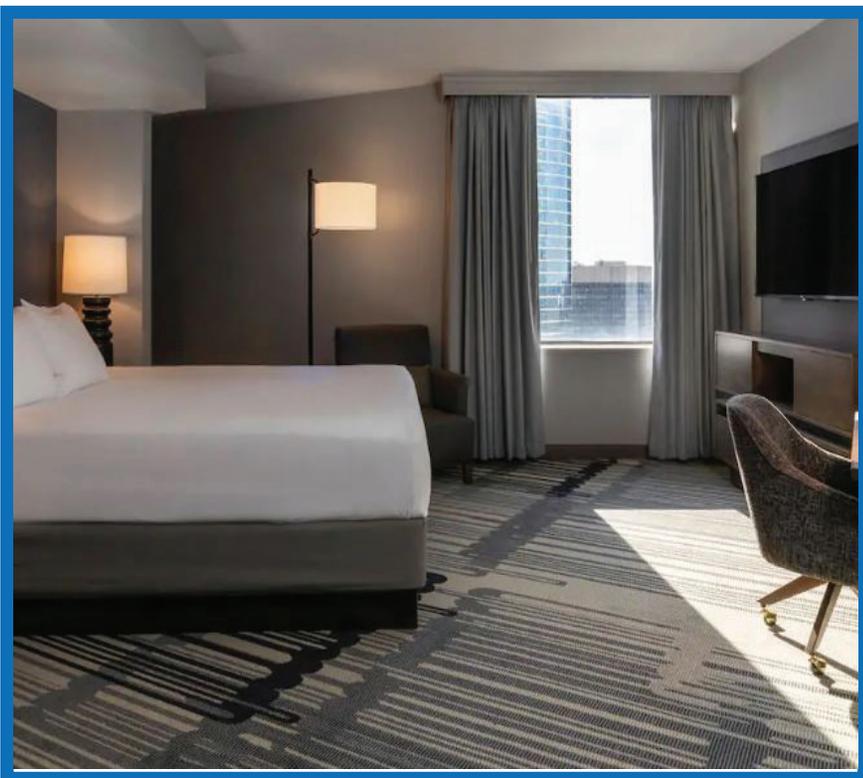
sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes printing of your custom art and distribution of hotel room keys to Commodity Classic guests. Contact Abby Podkul to arrange.

GUEST ROOM VIDEO

Hyatt Regency - Houston



Sponsorship Location Fee

\$2,500
Per day

sponsorship fees to be paid to Commodity Classic

Additional Information

Hyatt's Customized in-room channel broadcasts can be customized to display static ads, rotating ads, and even short custom videos. Creation of content is additional fee. Contact Abby Podkul for additional information.

GRAND ENTRANCE GLASS AUTOMATIC DOORS

Lobby Hotel Arrival

Hyatt Regency - Houston



Sponsorship Location Fee

\$3,000

Per set of sliding doors sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the glass windows inside and out, eight glass panels total. (printing & installation is additional cost).

Printing with Installation Fee

\$26.50

Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Double Sided Cling

SUGGESTED SIZE

-Custom Size

GRAND ENTRANCE EXTERIOR WINDOWS

Lobby Hotel Arrival

Hyatt Regency - Houston



Sponsorship Location Fee

\$15,000

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the glass exterior windows at guest arrivals facing out to Louisiana St. Eight glass panels total. (printing & installation is additional cost).

Printing with Installation Fee

\$26.25
Per Sq-ft

printing & installation to be paid to 11th Hour

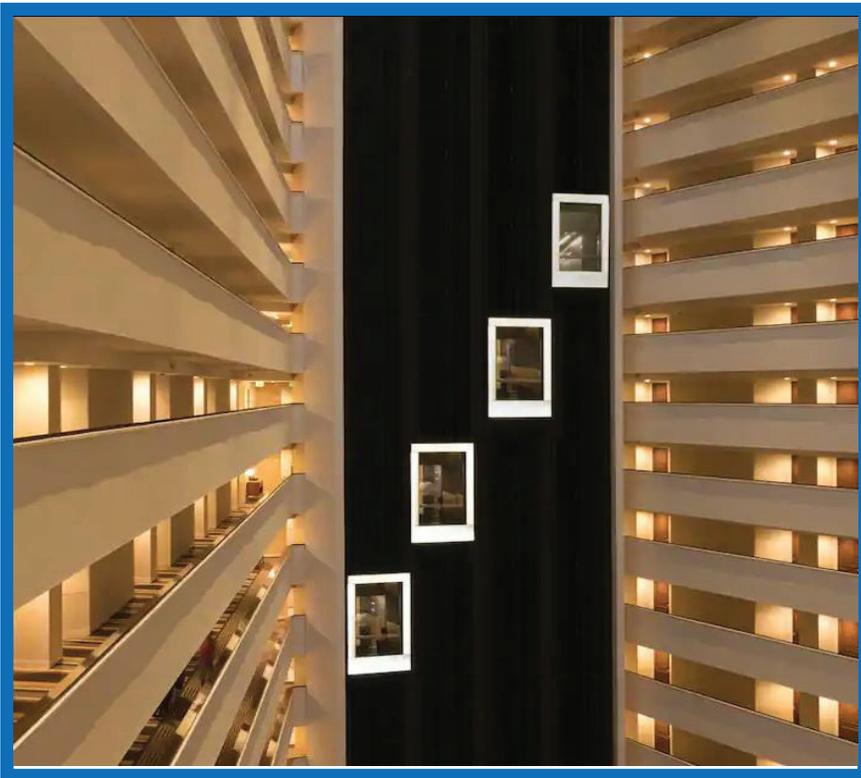
Graphic Information

SUGGESTED MATERIAL
- Single Sided Window Perf
SUGGESTED SIZE
-Custom Size

GLASS ELEVATOR WINDOWS

Lobby Atrium

Hyatt Regency - Houston



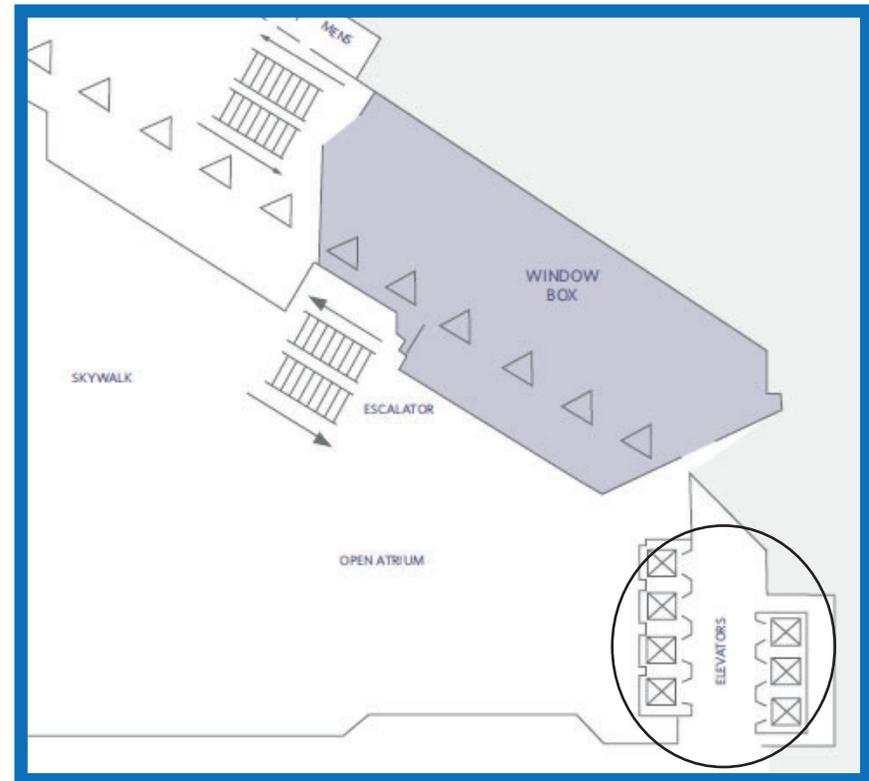
Sponsorship Location Fee

\$25,000

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the glass windows inside the all elevator cabs (printing & installation is additional cost).



Printing with Installation Fee

\$26.50

Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Double Sided Cling

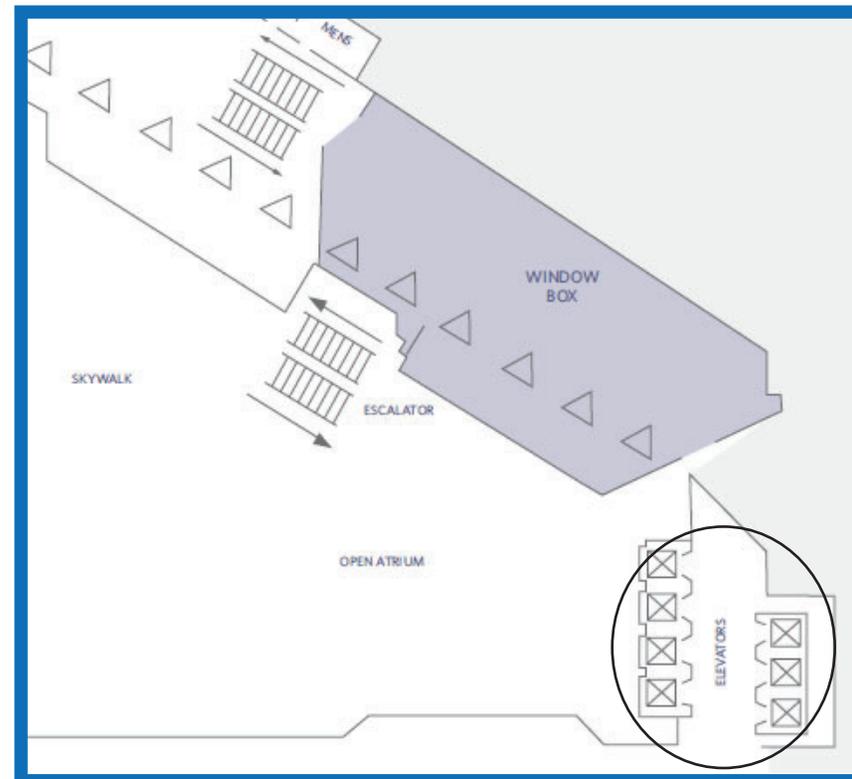
SUGGESTED SIZE

-3'W x 2'H

EXTERIOR ELEVATOR DOORS

Lobby Atrium

Hyatt Regency - Houston



Sponsorship Location Fee

\$12,500

sponsorship fees to be paid to Commodity Classic

Printing with Installation Fee

\$3,341

printing & installation to be paid to 11th Hour

Additional Information

Fee includes the opportunity to brand the exterior doors of all 7 elevators on the main lobby level (printing & installation is additional cost).

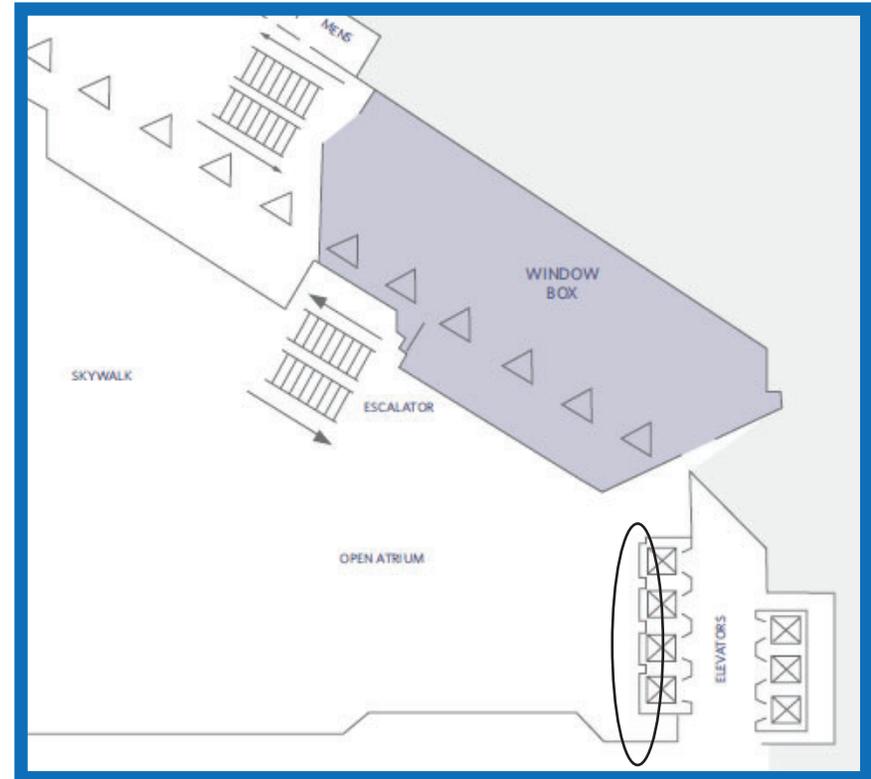
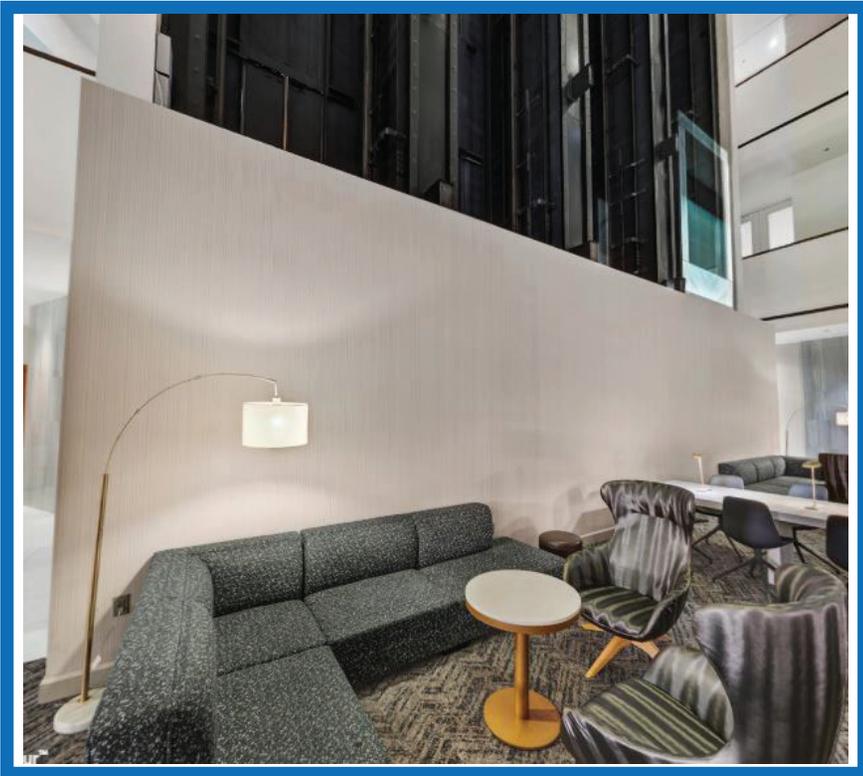
Graphic Information

SUGGESTED MATERIAL
- Double Sided Cling
SUGGESTED SIZE
-40.25W x 83.25'H

WHITE BANK WALL BELOW ELEVATORS

Lobby

Hyatt Regency - Houston



Sponsorship Location Fee

\$7,500

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the white wall below the elevators.

(printing & installation is additional cost).

Printing with Installation Fee

\$21.85

Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Single Sided Cling

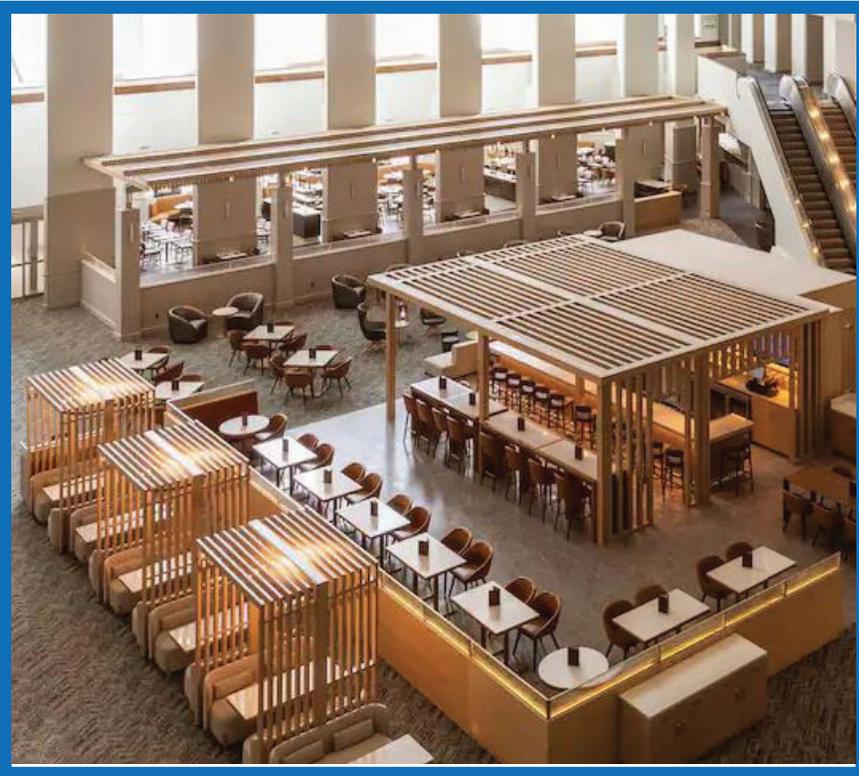
SUGGESTED SIZE

-Custom

LOBBY BAR PERIMETER WRAP

Lobby

Hyatt Regency - Houston



Sponsorship Location Fee

\$12,500

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the perimeter wall surrounding the lobby bar (printing & installation is additional cost).

Printing with Installation Fee

\$21.85
Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL
- Single Sided Cling
SUGGESTED SIZE
-Custom

OPEN-SIDED STUCTURE TABLE

Lobby

Hyatt Regency - Houston



Sponsorship Location Fee

\$2,000
Per Table

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand up to three Lobby Open Table directly across from hotel registration (printing & installation is additional cost).

Printing with Installation Fee

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Table Cling and/or Banner Backdrop

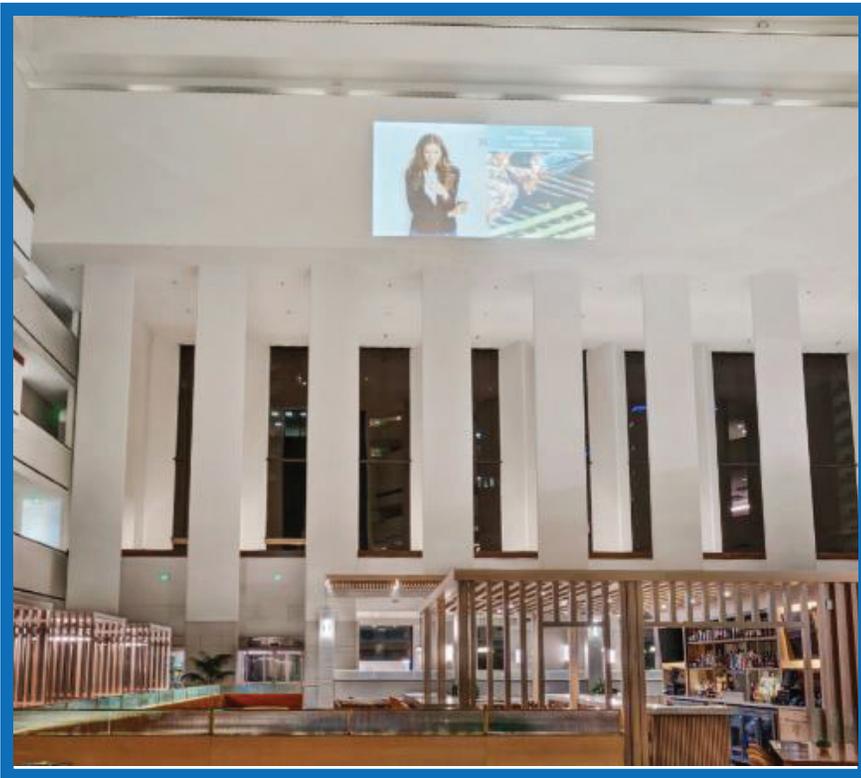
SUGGESTED SIZE

-Custom

GOBO BALCONY PROJECTION

Lobby

Hyatt Regency - Houston



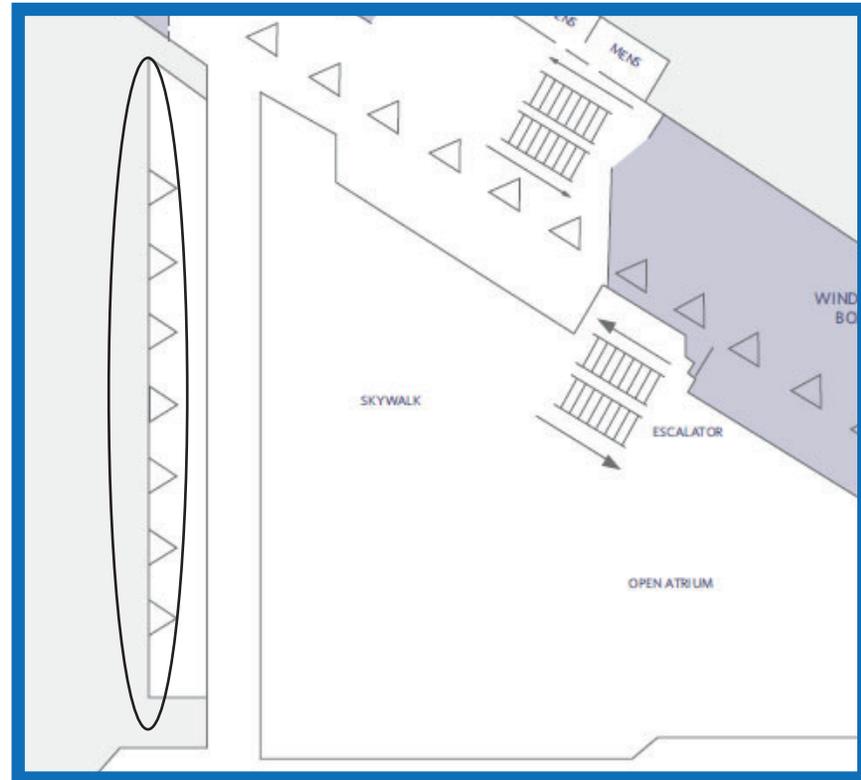
Sponsorship Location Fee

\$12,500

sponsorship fees to be paid to Commodity Classic

Additional Information

Creation and projection of your gobo is additional fee. Contact Abby Podkul for additional information.



Printing with Installation Fee

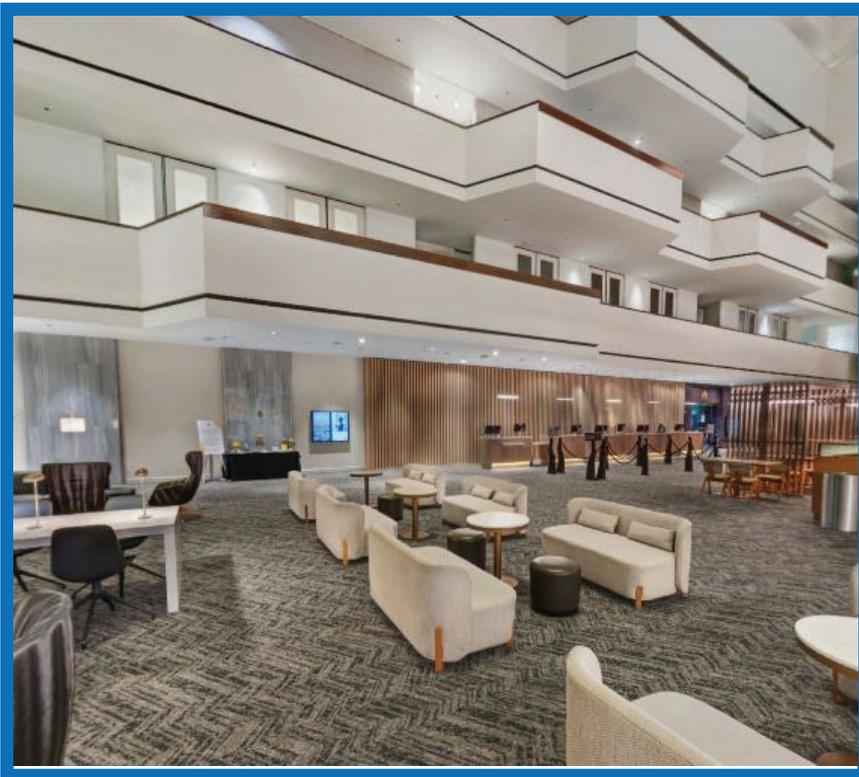
printing & installation to be paid to 11th Hour

Graphic Information

BALCONY WRAP

Lobby

Hyatt Regency - Houston



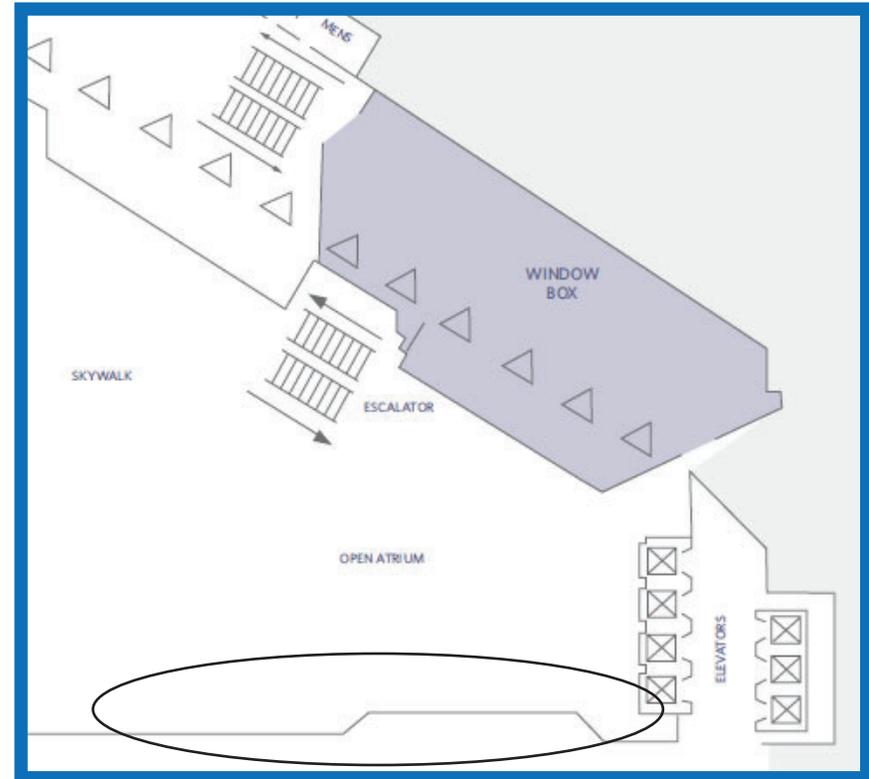
Sponsorship Location Fee

\$12,500

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the balcony above hotel registration (printing & installation is additional cost).



Printing with Installation Fee

\$21.85
Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Single Sided Cling

SUGGESTED SIZE

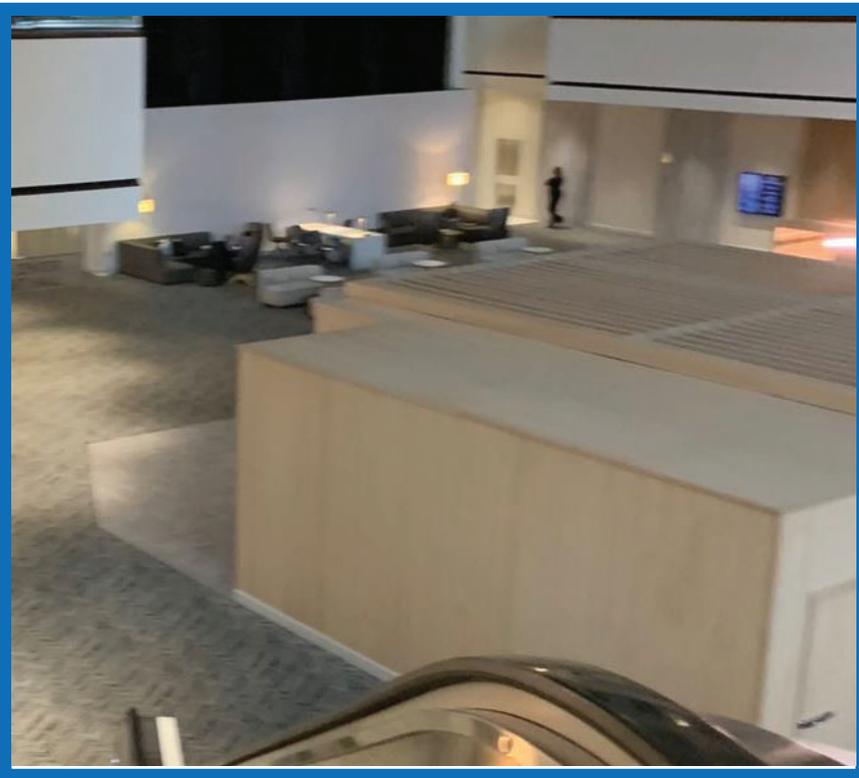
- Custom Size

* \$900 Additional Fee for Lift Rental

LOBBY BAR COOLER WALL

Lobby

Hyatt Regency - Houston



Sponsorship Location Fee

\$2,500

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the wood wall behind hotel lobby bar (printing & installation is additional cost).



Printing with Installation Fee

\$21.85

Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Single Sided Cling

SUGGESTED SIZE

-Custom Size

WINDOW BOX

Level 2 overlooking Guest Lobby
Hyatt Regency - Houston



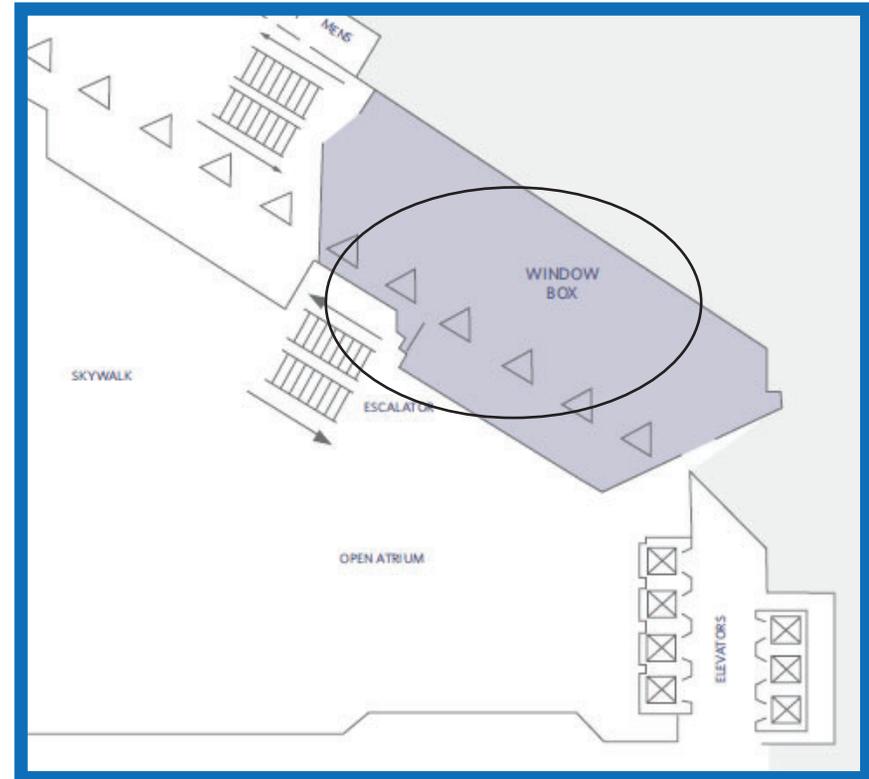
Sponsorship Location Fee

\$9,000

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the glass windows, six glass windows total. (printing & installation is additional cost).



Printing with Installation Fee

\$26.50

Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Double Sided Cling

SUGGESTED SIZE

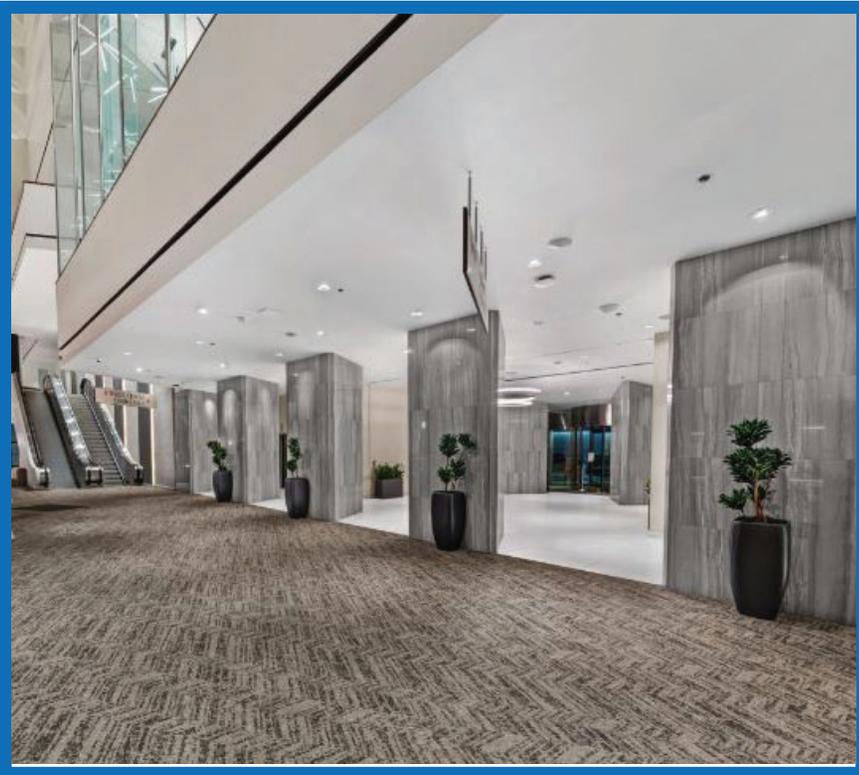
-Custom Size

* \$900 Additional Fee for Lift Rental

MOTOR LOBBY INTERIOR COLUMNS

Lobby

Hyatt Regency - Houston



Sponsorship Location Fee

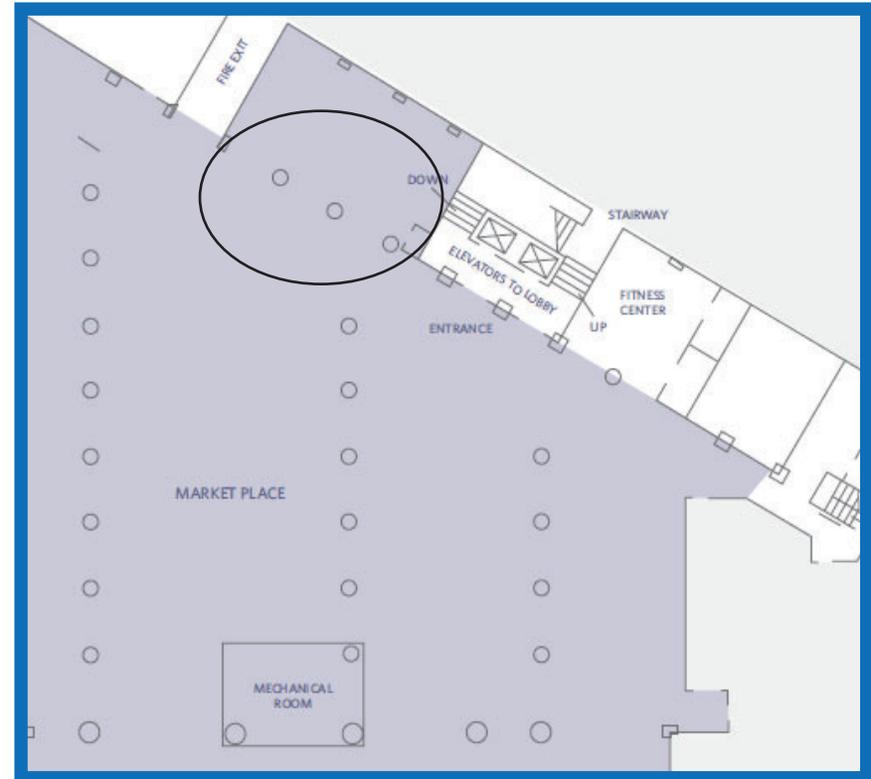
\$3,000

sponsorship fees to be paid to Commodity Classic

Per Column

Additional Information

Fee includes the opportunity to brand up to five columns (printing & installation is additional cost).



Printing with Installation Fee

\$21.85

printing & installation to be paid to 11th Hour

Per Sq-ft

Graphic Information

SUGGESTED MATERIAL

- Single Sided Cling

SUGGESTED SIZE

-Custom Size

ESCALATOR WRAP

Lobby

Hyatt Regency - Houston



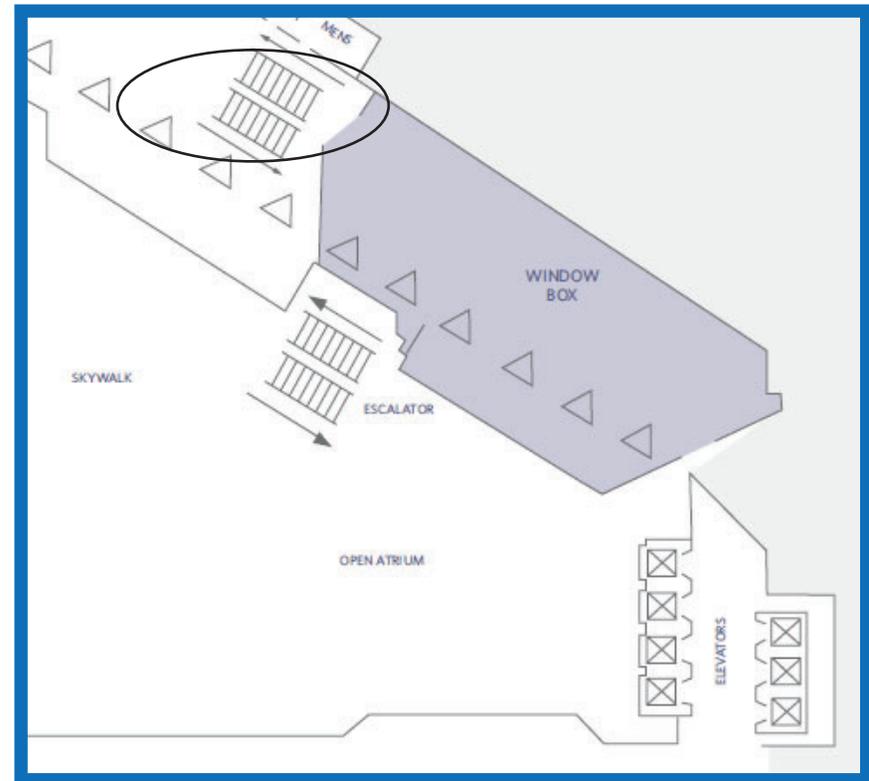
Sponsorship Location Fee

\$4,500

sponsorship fees to be paid to Commodity Classic

Additional Information

Fee includes the opportunity to brand the outer wall and left & right interior panels of the escalators (printing & installation is additional cost).



Printing with Installation Fee

\$28.50

Per Sq-ft

printing & installation to be paid to 11th Hour

Graphic Information

SUGGESTED MATERIAL

- Single Sided Cling

SUGGESTED SIZE

-Custom Size

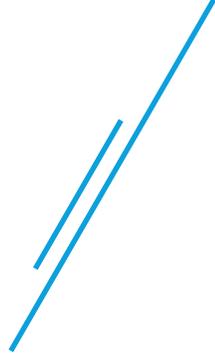
* \$900 Additional Fee for Lift Rental

Branding on the go!

Freestanding Structures

11th Hour brings your brand to life in any space with free standing structures and graphic treatments that tell your story, communicate your message and give your audience an emotional reaction.

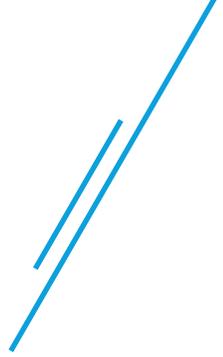




CUBES

11th Hour's geometric cubes, built with aluminum frames are designed to be mixed, matched, and stacked to create interesting display elements and innovative designs for events and conventions. These cubes are available in sizes ranging from two feet square to five feet square.

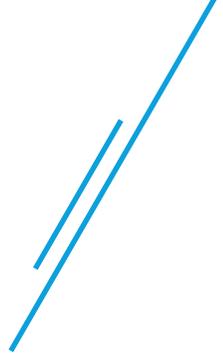




FABRIC TOWERS

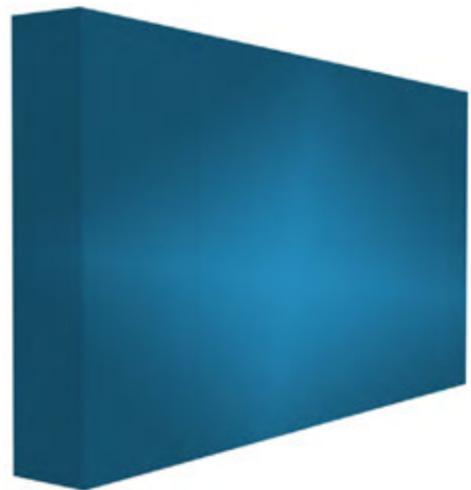
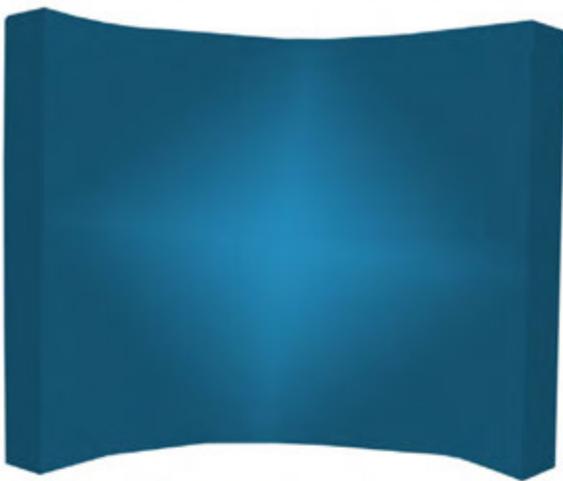
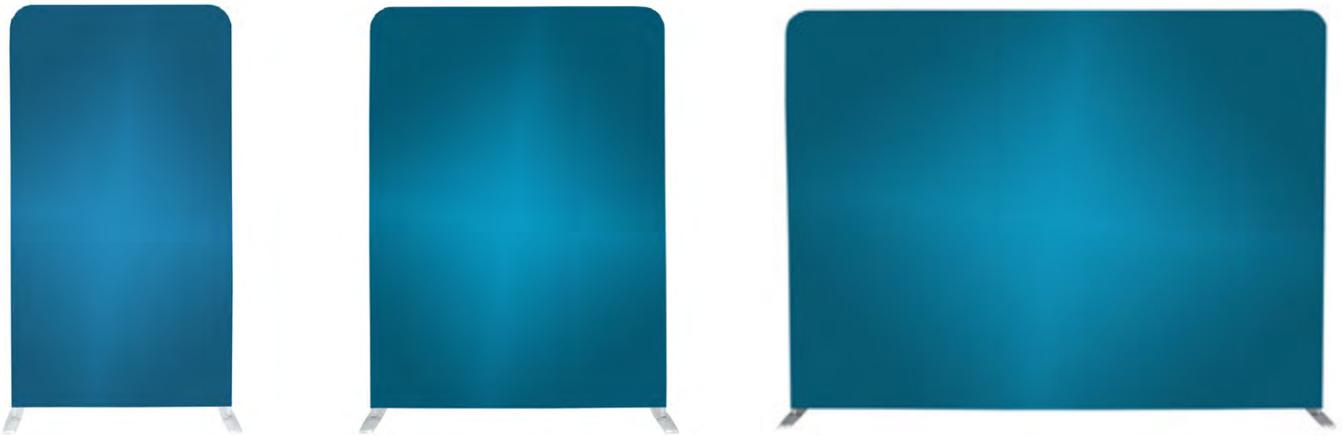
These printed fabric wraps are married to our freestanding towers, creating an ideal surface for branding and directional/way-finding signage. Beautiful high resolution graphics, light weight construction and a wide range of sizes make these towers a substantial opportunity for branding in large open areas and come in a wide range of sizes.

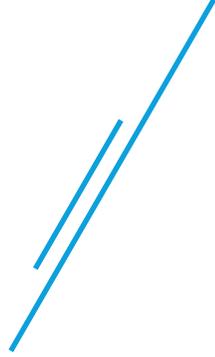




FABRIC BACKDROPS

11th Hour's backdrops are built with aluminum frames utilizing boxed ends for increase support. These backdrops are designed to provide a large brand/signage opportunity in areas otherwise unavailable for branding. Backdrops are ideal for any event, whether on the main stage, in common areas, or as photo opportunity walls.





RIGID SIGN HOLDERS

11th Hour provides several structures that can be assembled in many different configurations to create freestanding directionals. A perfect solution for posters, meterboards, as well as custom branded walls!



Chrome Sign Holder



Cardboard Base



Curvette Base



C-Riser



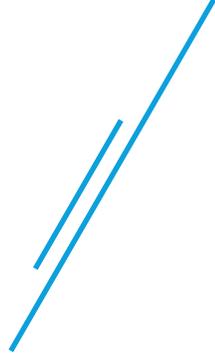
Outdoor C-Riser



Double C-Riser



Cork Board C-Riser



RIGID SIGNAGE

11th Hour has several freestanding options that will capture the attention of your attendees and provide the perfect wow factor for your event. 11th Hour's triangle meter board is a three-sided freestanding column that can be used for signage, branding and decor elements. Our Foam Towers and Entrance Units are designed to create showcase graphic logos and photos as signage, way finding and information stations.



Triangle Meterboard



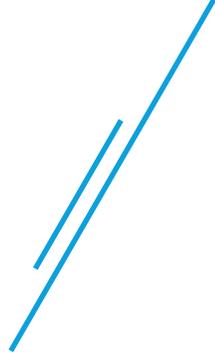
Foam Tower- 12x12x96



Foam Tower- 24x24x120



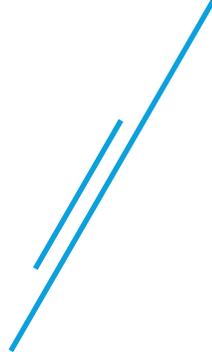
Foam Entrance Unit



RETRACTABLE BANNERS

Banner stands are an easily retractable and a quick, portable solution for getting your message noticed. 11th Hour offers the option of a single or double-sided graphic that can be easily set up and switched out. The compact black stand takes up minimal floor space, making it the perfect branding tool for any event, meeting, conference, or convention.

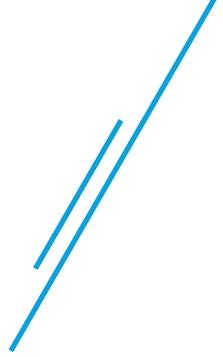




FEATHER FLAGS

Our Feather Flag offers high impact branding with incredibly easy assembly. The highly flexible but sturdy 'whip' pole assures the flag remains taut even in windless conditions. The flag comes with a sturdy base for indoor venues or they can be secured into ground for outside use.





CUSTOM CUTOUTS

What better way to grab attention than a custom cut, life-size person, animal, object, or shape. Printed on various materials, our Custom Cutouts can create a personalized message, make a humorous prop or provide a unique directional structure. Be as creative as you want—if you can dream it, our design team can make it!

