

## SNIS 23<sup>rd</sup> Annual Meeting & Fellows Course

July 20-24, 2026

Seattle Convention Center | Seattle, WA

Programming in conjunction with:



*SNIS appreciates the support of our sponsor and exhibitor partners. We want to ensure that each of you feel that you are getting the most out of your attendance at the SNIS Annual Meeting without sacrificing the experience of the attendee. To that end, we have instituted marketing rules regarding signage around the meeting.*

*No signage or marketing materials of any sort can occur at the SNIS host hotels or convention center during any of our program dates without the full consent and approval of SNIS. With the assistance of Freeman, we have created a Branding Guide, with pricing and order form, for the Seattle Convention Center, to allow additional opportunities for companies to extend their messaging throughout the event. Freeman is serving as the exclusive provider of branding services for the SNIS Annual Meeting and will provide install/dismantle labor and graphic production for all branding efforts.*

*If SNIS finds that any marketing has been set up without prior consent, we will have the right to require the materials to be immediately removed, fine the company responsible and dock exhibitor priority points.*

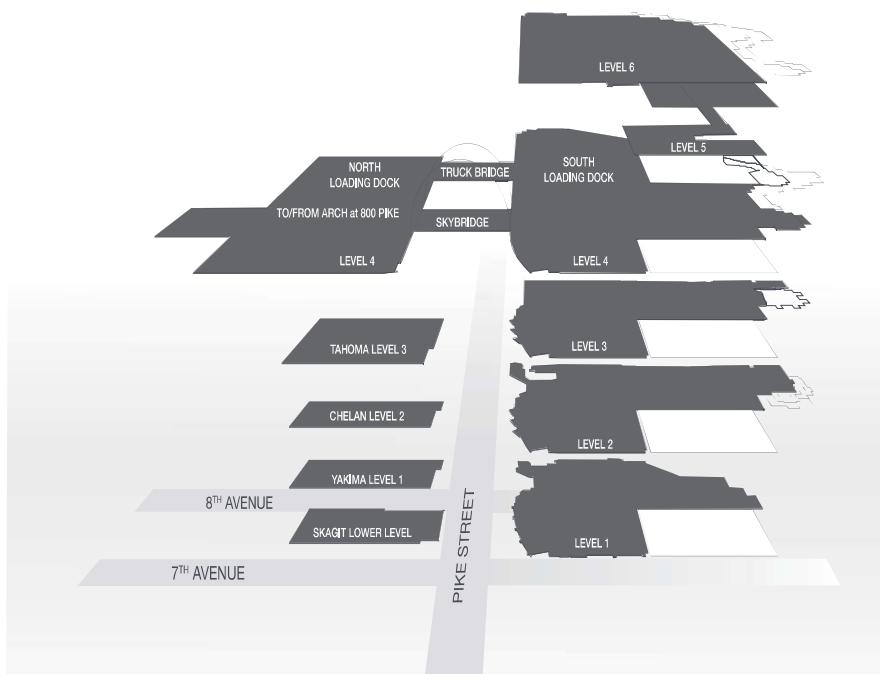
*Branding options will be assigned based on orders received by Monday, May 4, 2026. Any requests made after that time will be based on availability. Please provide multiple choices on the order form in the back of this Branding Guide in case your primary choice is not available.*

*If you need more information, please contact Chad Robertson @ (703) 691-2272 or [robertson@snisonline.org](mailto:robertson@snisonline.org).*

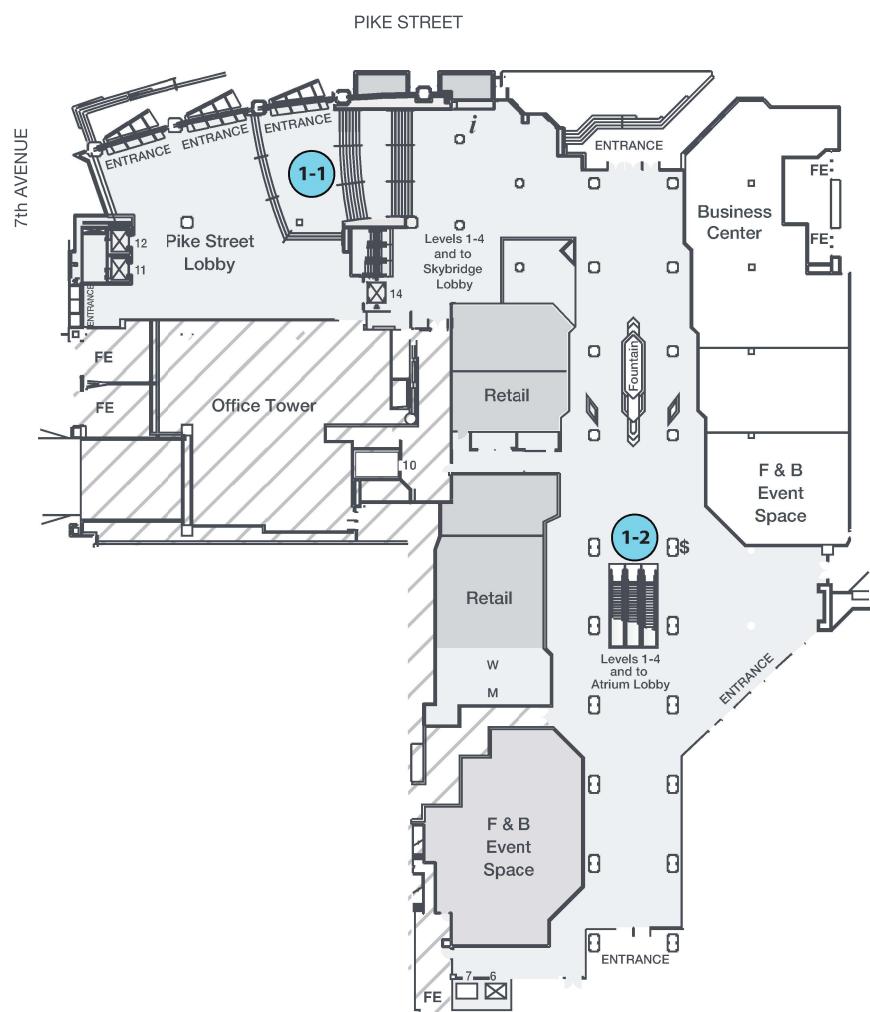


# Branding Locations

## Facility Layout

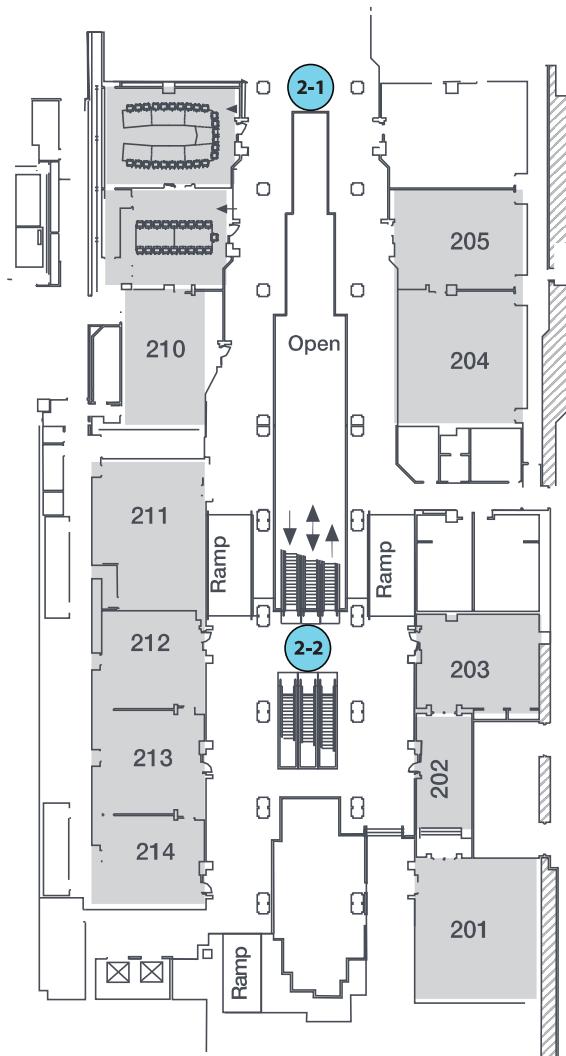


## Level 1

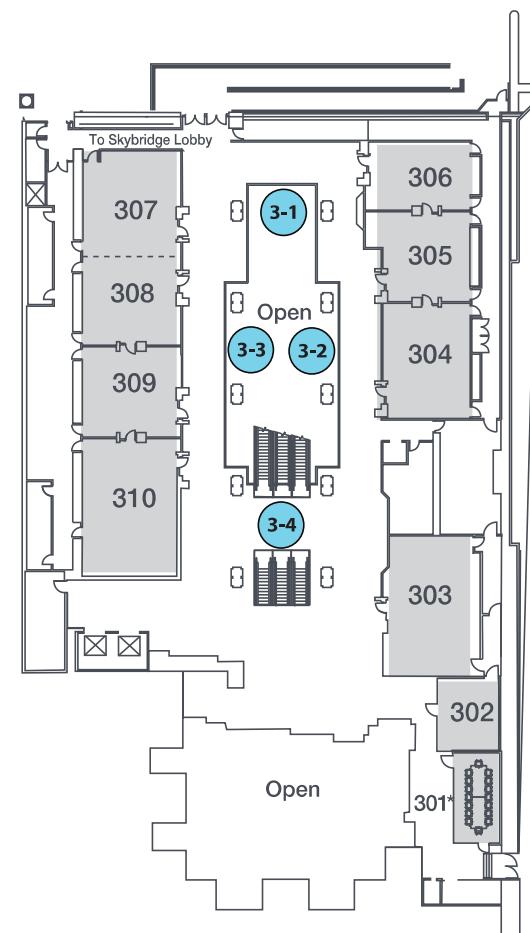


# Branding Locations

Level 2



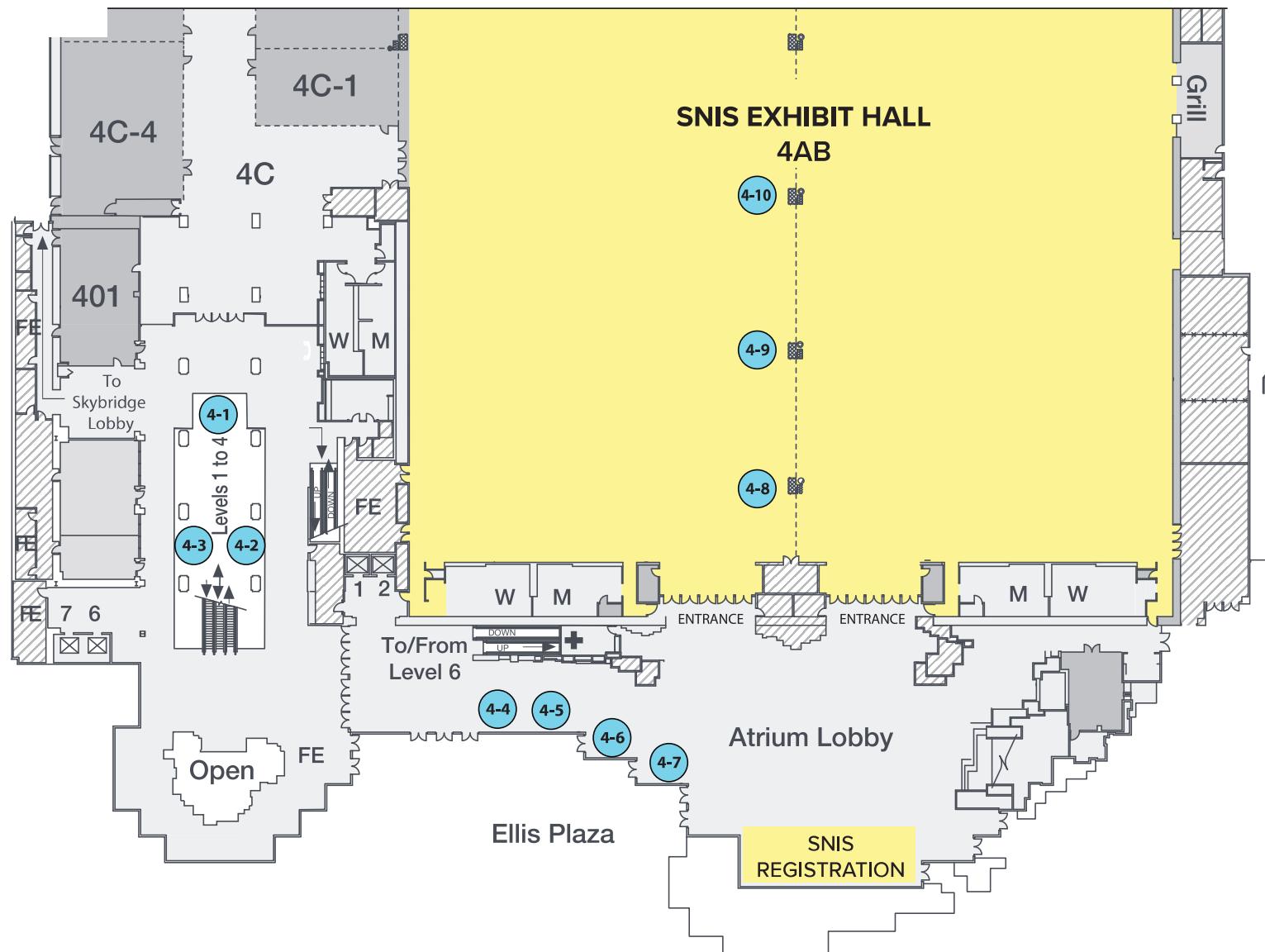
Level 3



# Branding Locations

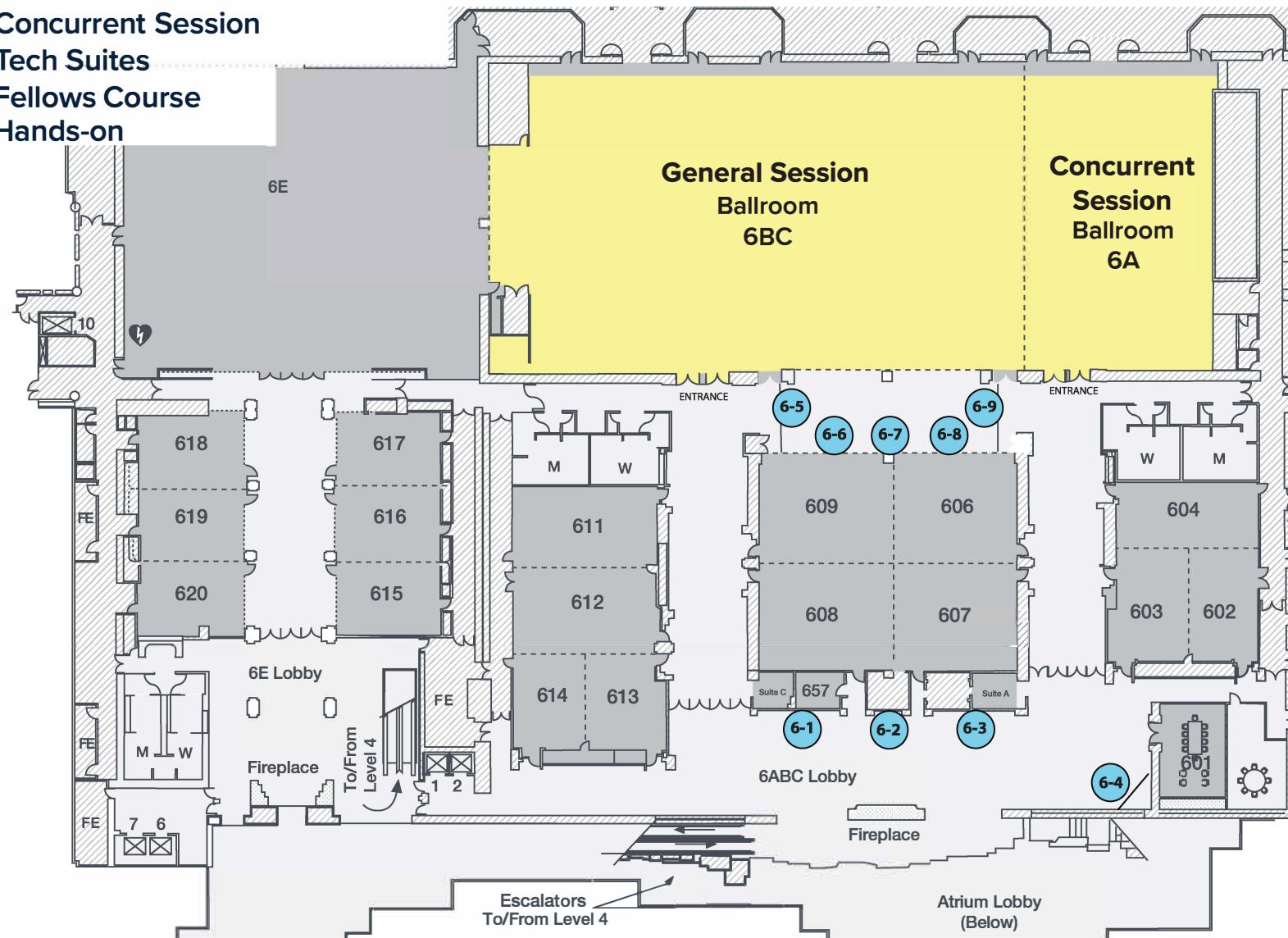
## Level 4

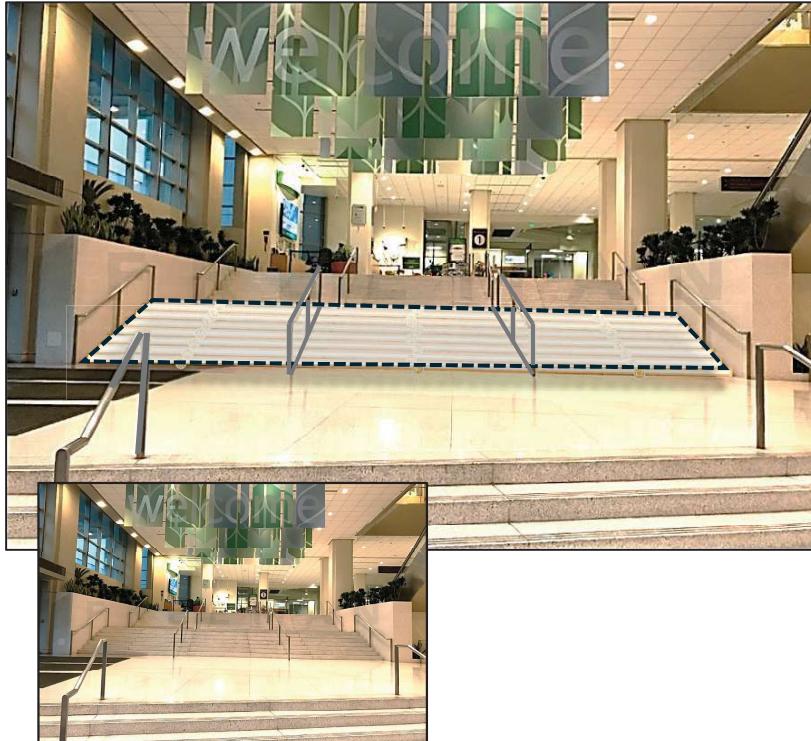
- Exhibit Hall
- Registration



## Level 6

- General Session
- Concurrent Session
- Tech Suites
- Fellows Course
- Hands-on



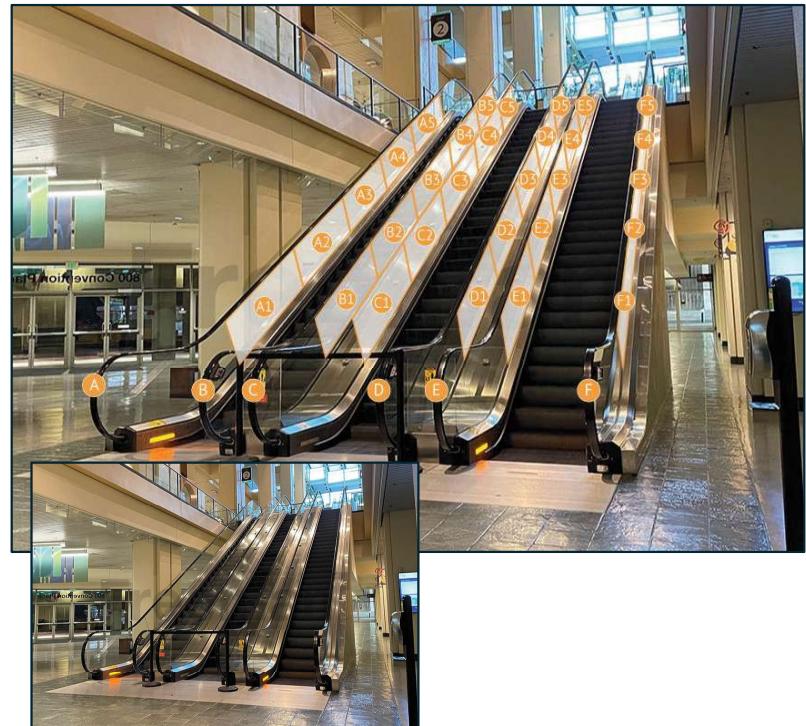


Item: 1-1  
 Location: Level 1 Lobby area  
 Type: Phototex  
 Width: Freeman to provide specs  
 Height:

Notes: Option to brand the 2<sup>nd</sup> set of stairs

## 1-2

Item: 1-2  
 Location: Level 1 to 2 Escalators  
 Type: Polyfoam  
 Width: Freeman to provide specs  
 Height:  
 Notes: Option to brand escalator runner.



2-1



Item: 2-1

Location: Level 2 Lobby area

Type: Vinyl Banner

Width: 120"

Height: 60"

Notes:

2-2

Item: 2-2

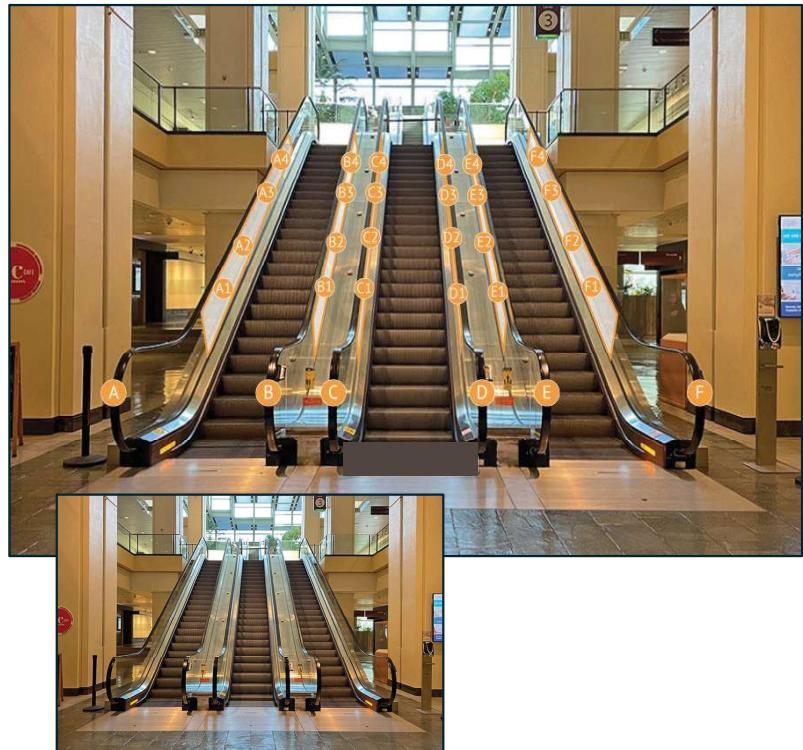
Location: Level 2 to 3 Escalators

Type: Polyfoam on Glass

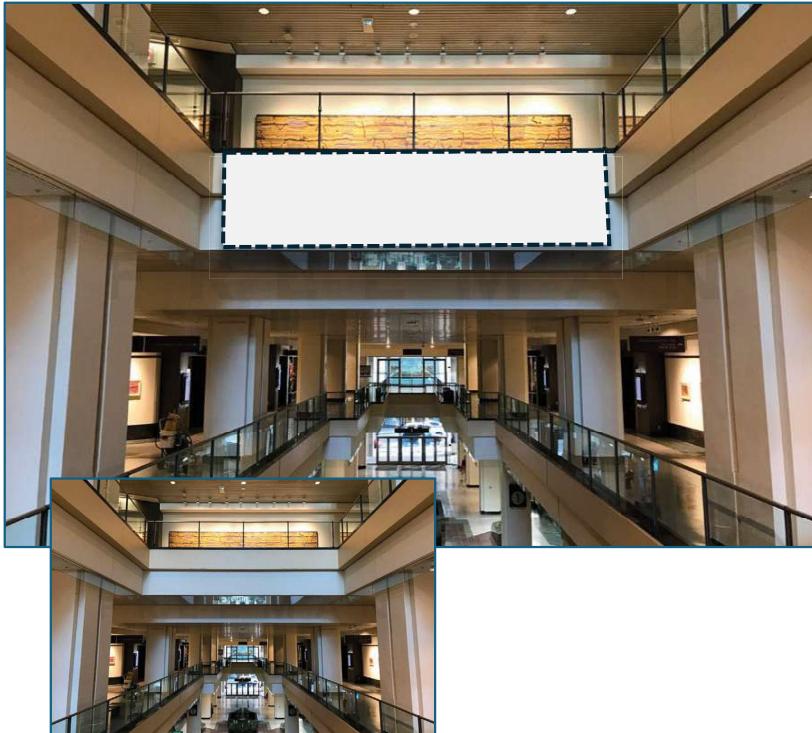
Width: Freeman to provide specs

Height:

Notes: Option to brand escalator runner.



3-1



Item: 3-1

Location: Level 3 above escalators

Type: Vinyl Banner

Width: 252"

Height: 60"

Notes:

3-2

Item: 3-2

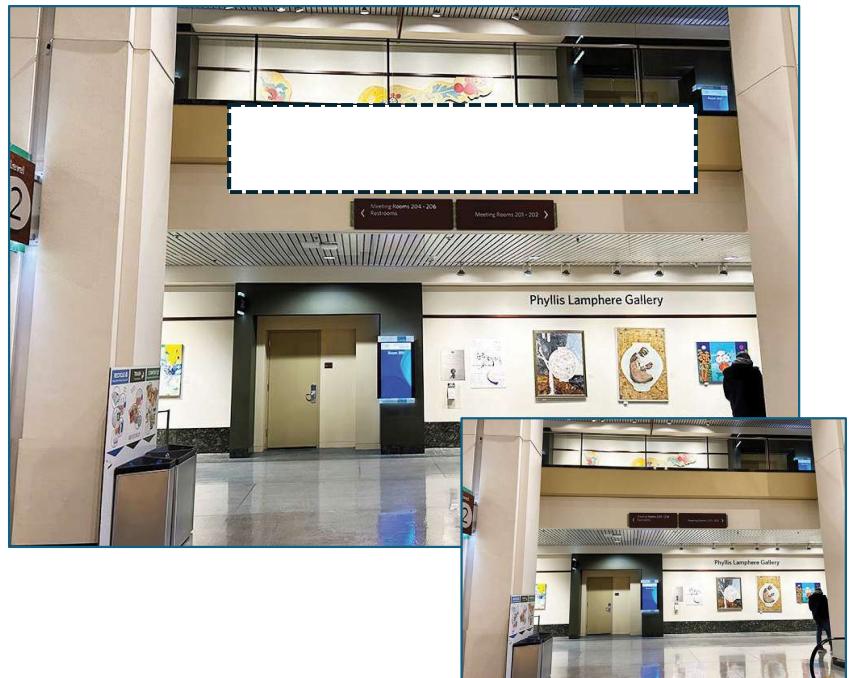
Location: Level 3 above escalators

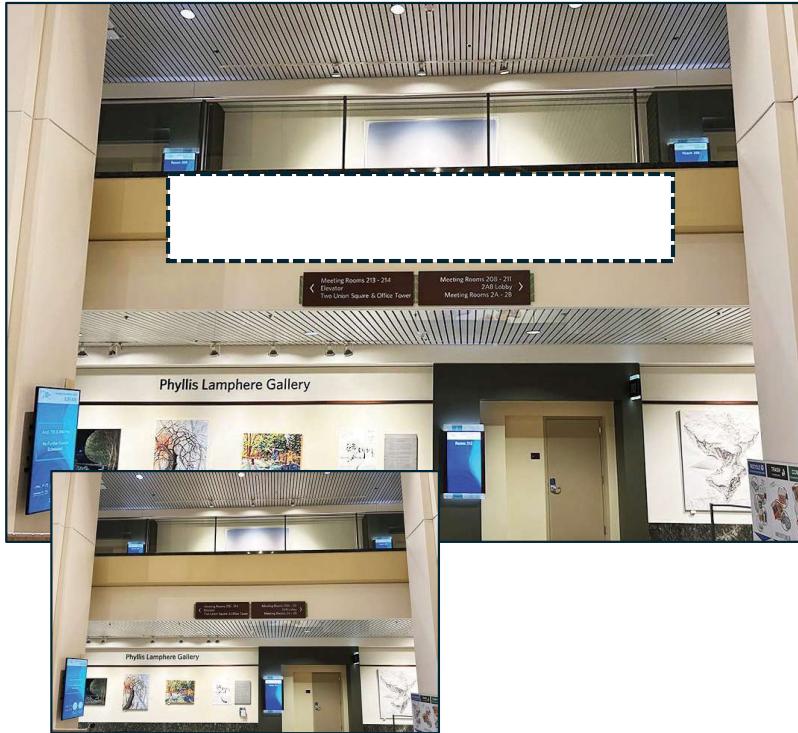
Type: Vinyl Banner

Width: 264"

Height: 48"

Notes:





Item: 3-3

Location: Level 3 above escalators

Type: Vinyl Banner

Width: 264"

Height: 48"

Notes:

Item: 3-4

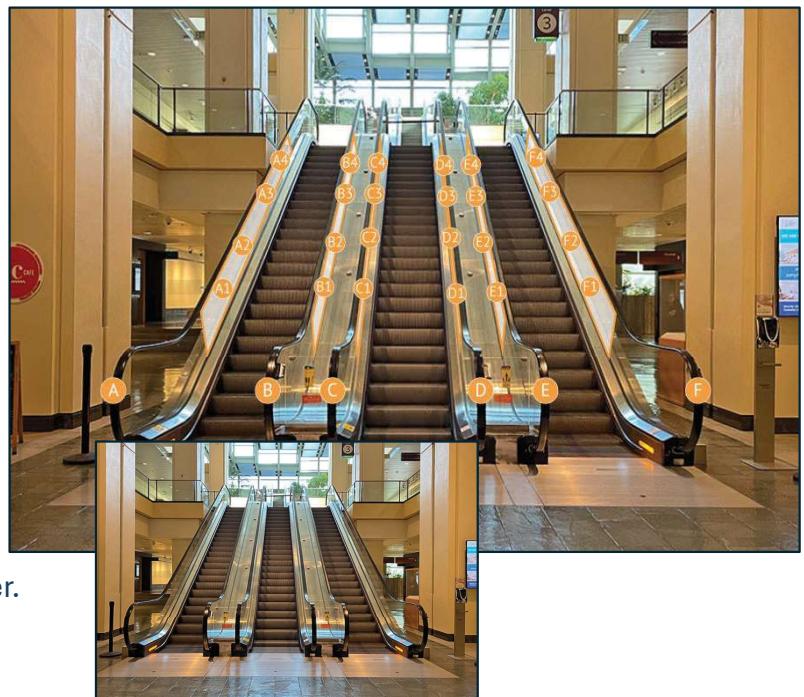
Location: Level 3 to 4 Escalator

Type: Polyfoam

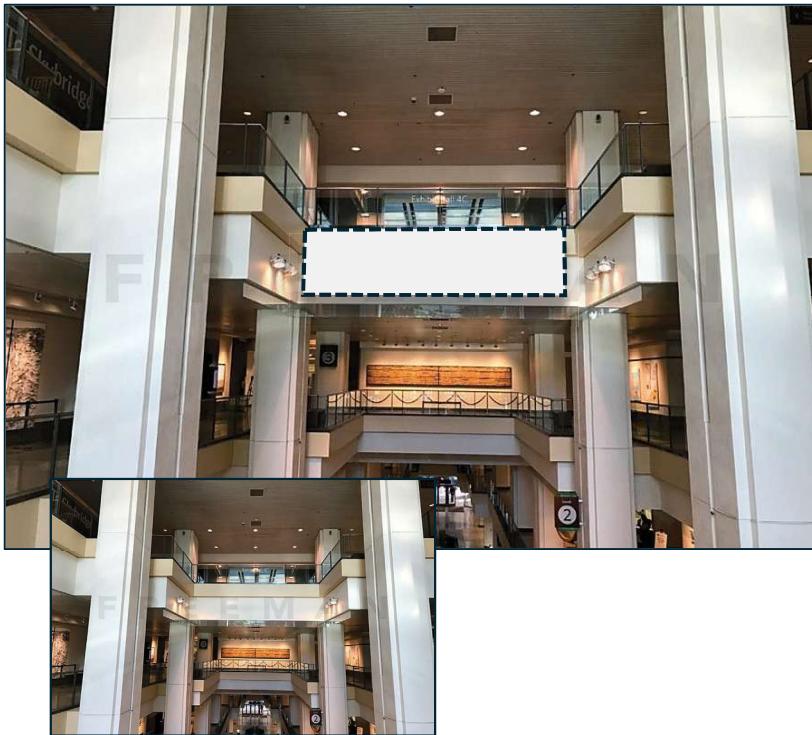
Width: Freeman to provide specs

Height:

Notes: Option to brand escalator runner.



4-1



Item: 4-1

Location: Level 4 above escalators

Type: Vinyl Banner

Width: 251"

Height: 68"

Notes:

4-2

Item: 4-2

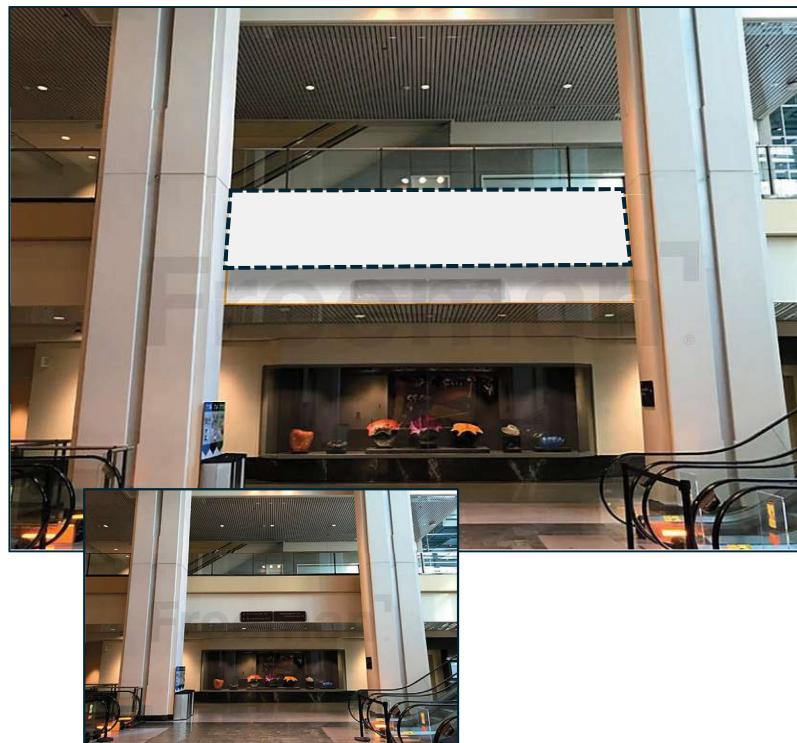
Location: Level 4 above escalators

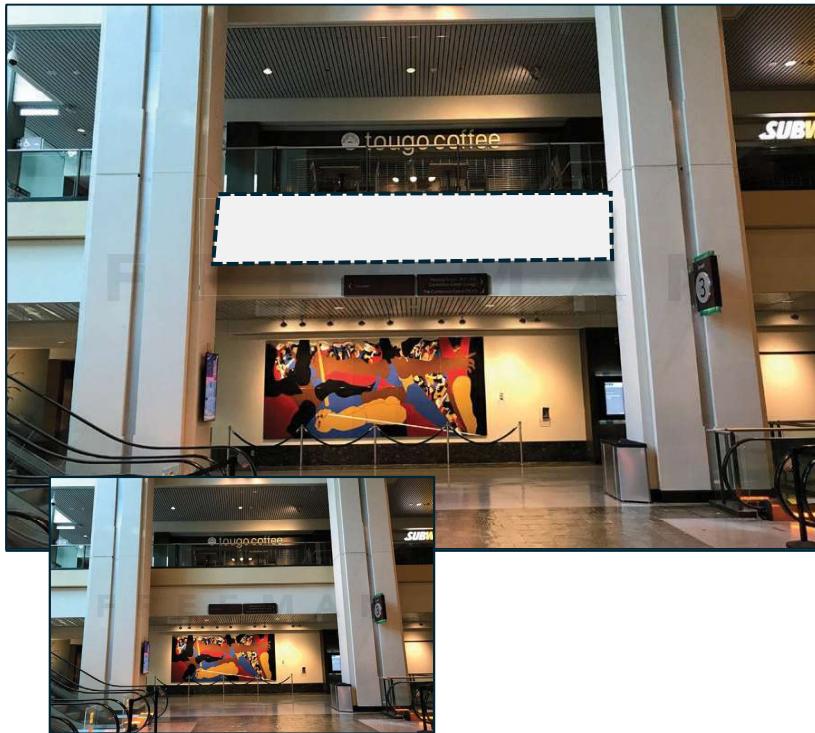
Type: Vinyl Banner

Width: 264"

Height: 48"

Notes:





Item: 4-3

Location: Level 4 above escalators

Type: Vinyl Banner

Width: 264"

Height: 48"

Notes:

## 4-4 & 4-5

Item: 4-4 & 4-5

Location: Level 4 Atrium Lobby

Type: Window Cling

4-4

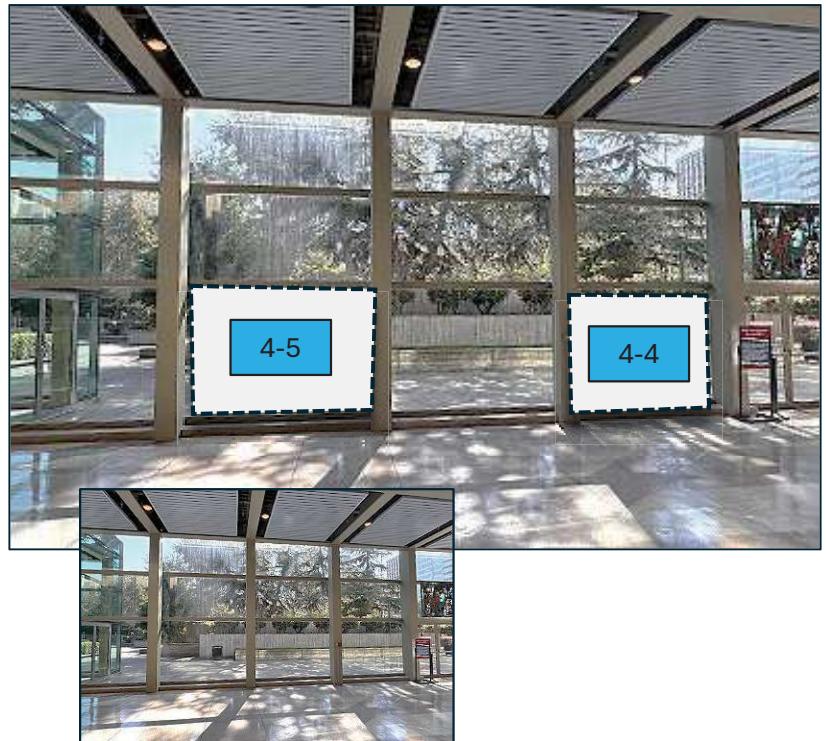
Width: 116.75"

Height: 79.25"

4-5

Width: 116.75"

Height: 79.25



Notes: No copy within 6" of left/right side.



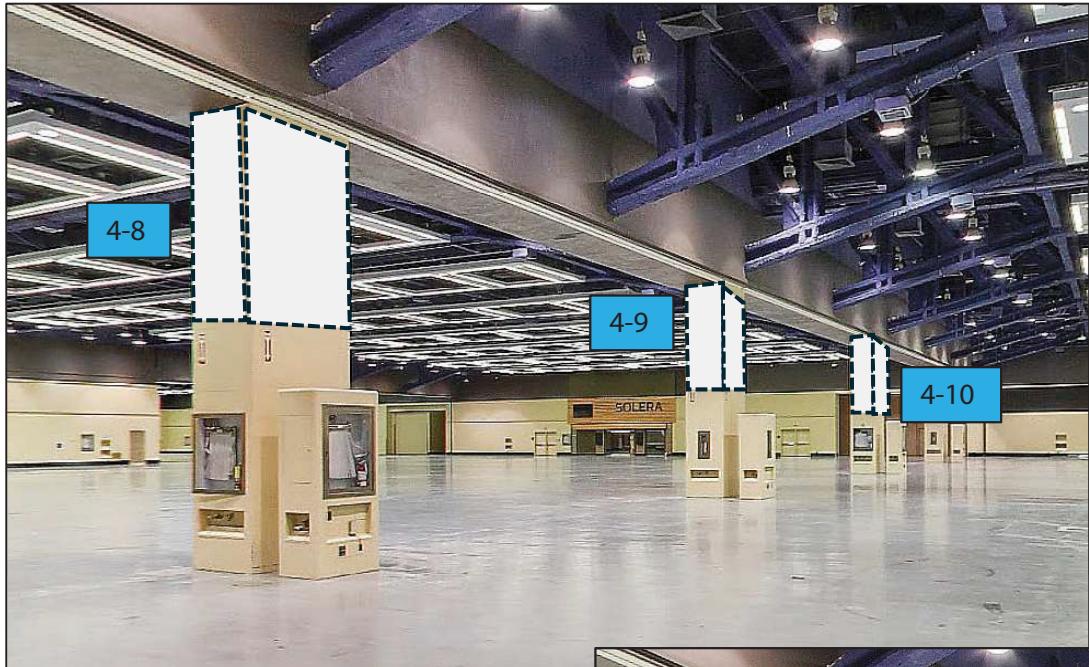
Item: 4-6  
 Location: Level 4 Atrium Lobby  
 Type: Window Cling  
 Width: 98.5"  
 Height: 60.75"

Notes: No copy within 6" of left/right side.

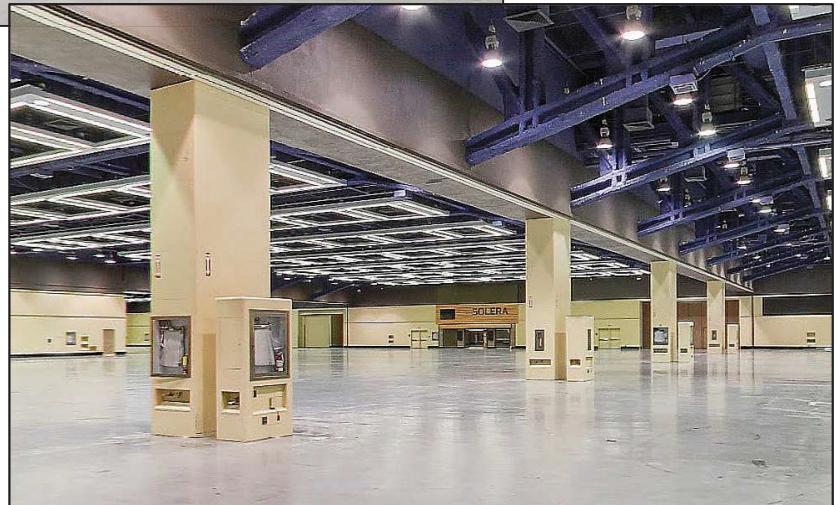
Item: 4-7  
 Location: Level 4 Atrium Lobby  
 Type: Window Cling  
 Width: 98.5"  
 Height: 79.15"

Notes: No copy within 6" of left/right side.





4-8, 4-9, 4-10



Item: 4-8, 4-9, 4-10

Location: Level 4 Exhibit Hall

Type: Column Wrap Cling

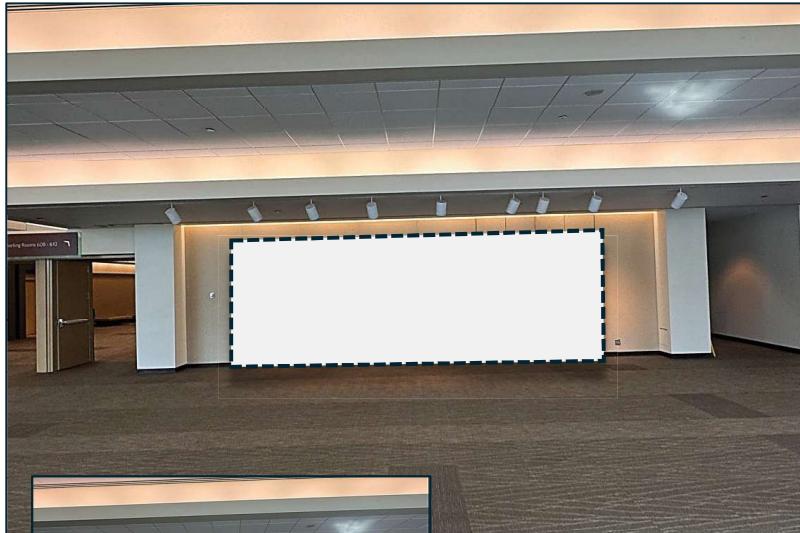
Width: Front/Back 40" ea  
Left/Right 68" ea

Height: 100"

Notes:

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6-1



Item: 6-1

Location: Level 6 Lobby

Type: 8M x 8' Ground Supported Graphic

Width: Freeman to provide specs

Height:

Notes:

6-2

Item: 6-2

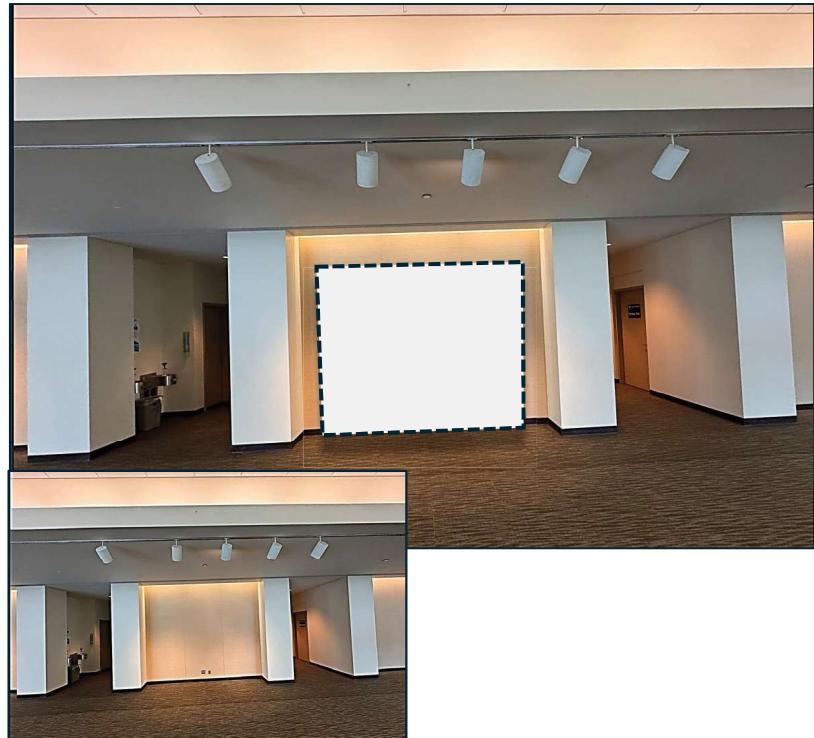
Location: Level 6 Lobby

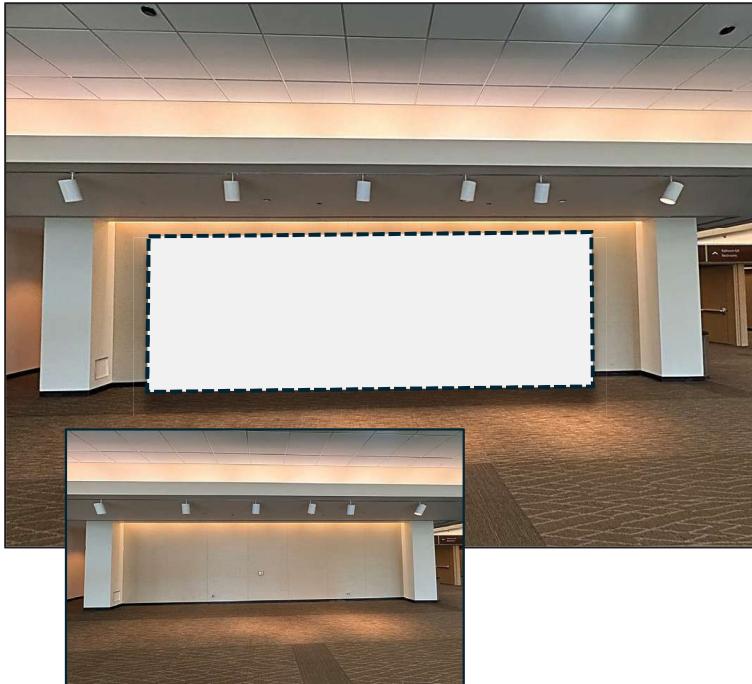
Type: 3.25M x 8' Ground Supported Graphic

Width: Freeman to provide specs

Height:

Notes:



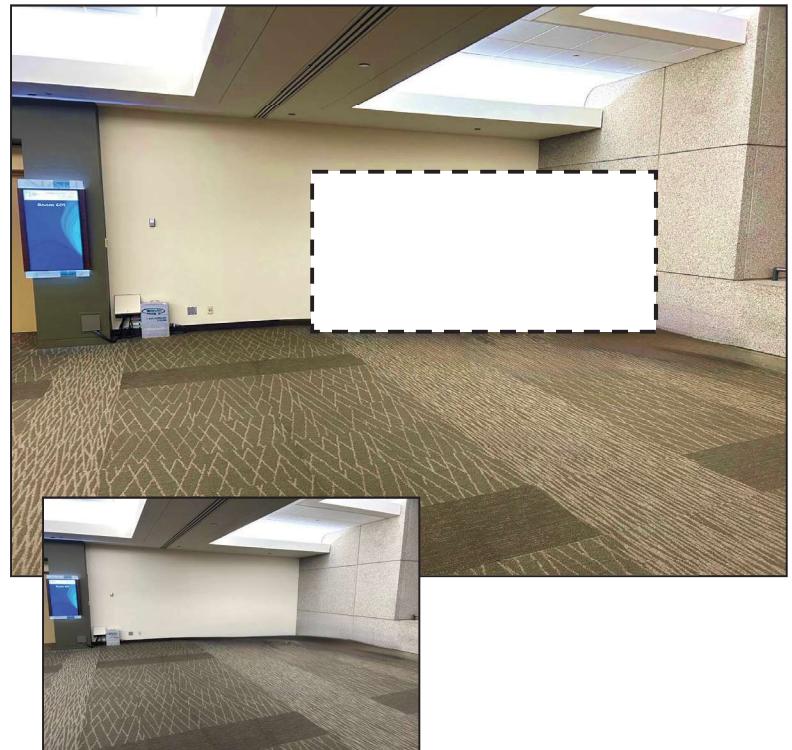


Item: 6-3  
 Location: Level 6 in 6ABC Lobby  
 Type: 8M x 8' Ground Supported Graphic  
 Width: Freeman to provide specs  
 Height:

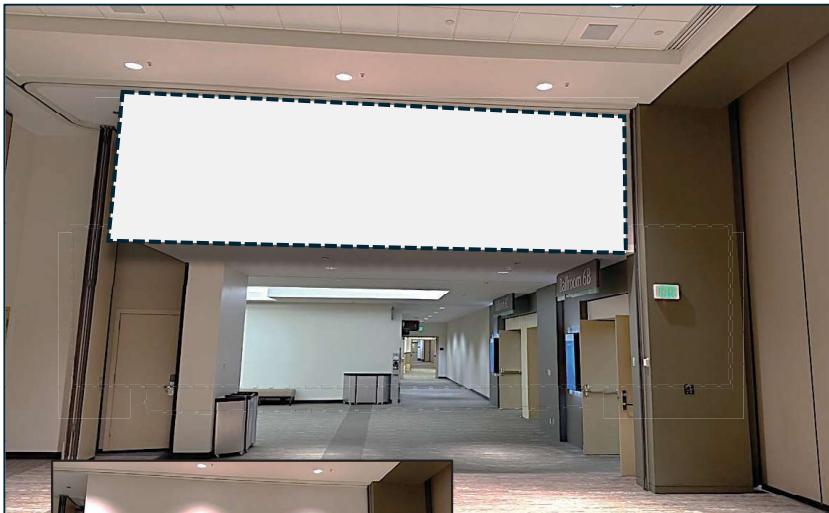
Notes:

Item: 6-4  
 Location: Level 6 Lobby  
 Type: 5M x 8' Ground Supported Graphic  
 Width: Freeman to provide specs  
 Height:

Notes:



6-5



Item: 6-5

Location: Level 6 Overhang between Ballroom 6B and 609

Type: Wall Cling

Width: 240"

Height: 60"

Notes:

6-6 thru 6-8

Item: 6-6 thru 6-8

Location: Level 6 walkway between Ballroom 6B and 6C

Type: 4M x 8' Ground Supported Graphic

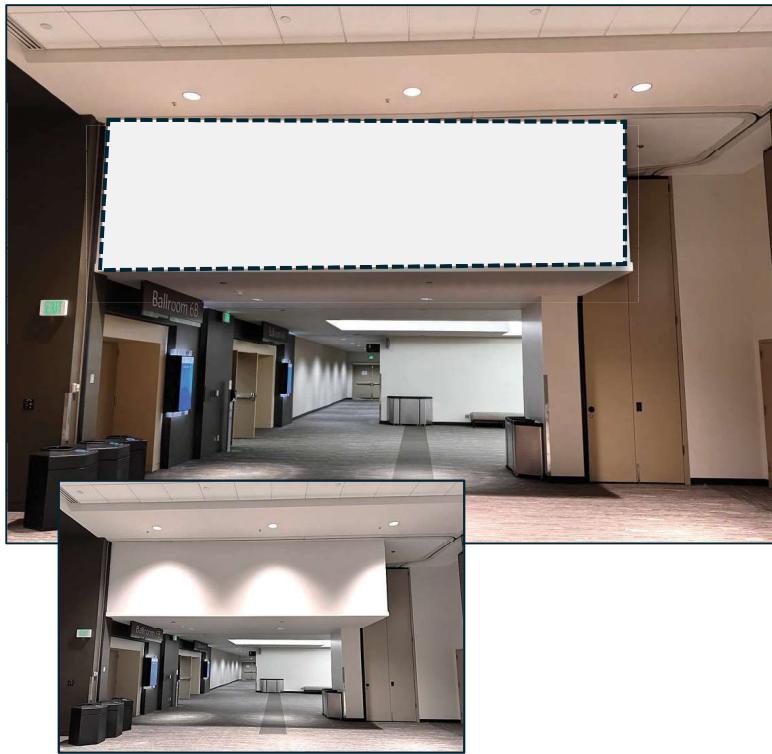
Width: Freeman to provide specs

Height:

Notes:



6-9



Item: 6-9

Location: Level 6 Overhang between Ballroom 6B and 606

Type: Wall Cling

Width: 240"

Height: 60"

Notes:

# Branding Order Form

## Branding Order Form

Branding opportunities will be assigned for all orders received by May 4th. Requests received after that time will be based on availability.

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please rank your selections by preference and provide a few alternative choices in the event your first choices cannot be confirmed.

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Notes/Comments: \_\_\_\_\_

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Authorized Signature: \_\_\_\_\_

## Branding Options

(Please place an "X" next to your selections)

"X"	Item #	Description
<input type="checkbox"/>	1-1	Level 1 Lobby Area Stair Graphics
<input type="checkbox"/>	1-2	Level 1 to 2 Escalator Graphics
<input type="checkbox"/>	2-1	Level 2 Lobby Area Banner
<input type="checkbox"/>	2-2	Level 2 to 3 Escalator Graphics
<input type="checkbox"/>	3-1	Level 3 above escalators - Banner
<input type="checkbox"/>	3-2	Level 3 above escalators - Banner
<input type="checkbox"/>	3-3	Level 3 above escalators - Banner
<input type="checkbox"/>	3-4	Level 3 to 4 Escalator Graphics
<input type="checkbox"/>	4-1	Level 4 above escalators -Banner
<input type="checkbox"/>	4-2	Level 4 above escalators -Banner
<input type="checkbox"/>	4-3	Level 4 above escalators -Banner
<input type="checkbox"/>	4-4	Level 4 Atrium Lobby- Window Cling
<input type="checkbox"/>	4-5	Level 4 Atrium Lobby- Window Cling
<input type="checkbox"/>	4-6	Level 4 Atrium Lobby- Window Cling
<input type="checkbox"/>	4-7	Level 4 Atrium Lobby- Window Cling
<input type="checkbox"/>	4-8	Level 4 Exhibit Hall Column Wrap
<input type="checkbox"/>	4-9	Level 4 Exhibit Hall Column Wrap
<input type="checkbox"/>	4-10	Level 4 Exhibit Hall Column Wrap
<input type="checkbox"/>	6-1	Level 6 8M x 8' Ground supported Graphic
<input type="checkbox"/>	6-2	Level 6 3.25M x 8' Ground supported Graphic
<input type="checkbox"/>	6-3	Level 6 8M x 8' Ground supported Graphic
<input type="checkbox"/>	6-4	Level 6 5M x 8' Ground supported Graphic
<input type="checkbox"/>	6-5	Level 6 Overhang Wall Cling
<input type="checkbox"/>	6-6	Level 6 4M x 8' Ground supported Graphic
<input type="checkbox"/>	6-7	Level 6 4M x 8' Ground supported Graphic
<input type="checkbox"/>	6-8	Level 6 4M x 8' Ground supported Graphic
<input type="checkbox"/>	6-9	Level 6 Overhang Wall Cling

**PLEASE RETURN COMPLETED FORM TO:**  
Chad Robertson — [robertson@snisonline.org](mailto:robertson@snisonline.org)

\*Refer to pricing supplement for a detailed breakdown of branding costs. SNIS will bill the sponsor for branding fees only. Any Freeman related costs (printing, labor & rigging) will be billed directly by Freeman.

2026 SNIS Branding Fees			Billed by Freeman						Billed by SNIS	
Item #	Description	Size (w x h)	Freeman Printing	Freeman Labor/Rigging	Freeman fees subtotal	10.350% Tax	Freeman Total production/ labor fees	Branding Fee	Total*	
1-1	Level 1 Lobby Area Stair Graphics	Specs to be provided	\$ 2,301.15	\$ 1,500.75	\$ 3,801.90	\$ 393.50	\$ 4,195.40	\$ 15,000.00	\$ 19,195.40	
1-2	Level 1 to 2 Escalator Graphics	Specs to be provided	\$ 936.00	\$ 1,005.50	\$ 1,941.50	\$ 200.95	\$ 2,142.45	\$ 10,000.00	\$ 12,142.45	
2-1	Level 2 Lobby Area Banner	120" W x 60" H	\$ 625.00	\$ 675.34	\$ 1,300.34	\$ 134.58	\$ 1,434.92	\$ 6,000.00	\$ 7,434.92	
2-2	Level 2 to 3 Escalator Graphics	Specs to be provided	\$ 1,360.80	\$ 1,167.25	\$ 2,528.05	\$ 261.65	\$ 2,789.70	\$ 10,000.00	\$ 12,789.70	
3-1	Level 3 above escalators - Banner	252" W x 60" H	\$ 990.00	\$ 675.34	\$ 1,665.34	\$ 172.36	\$ 1,837.70	\$ 6,000.00	\$ 7,837.70	
3-2	Level 3 above escalators - Banner	264" W x 48" H	\$ 990.00	\$ 675.34	\$ 1,665.34	\$ 172.36	\$ 1,837.70	\$ 5,000.00	\$ 6,837.70	
3-3	Level 3 above escalators - Banner	264" W x 48" H	\$ 990.00	\$ 675.34	\$ 1,665.34	\$ 172.36	\$ 1,837.70	\$ 5,000.00	\$ 6,837.70	
3-4	Level 3 to 4 Escalator Graphics	Specs to be provided	\$ 1,166.40	\$ 1,000.50	\$ 2,166.90	\$ 224.27	\$ 2,391.17	\$ 10,000.00	\$ 12,391.17	
4-1	Level 4 above escalators -Banner	251" W x 68" H	\$ 1,481.60	\$ 675.34	\$ 2,156.93	\$ 223.24	\$ 2,380.18	\$ 6,000.00	\$ 8,380.18	
4-2	Level 4 above escalators -Banner	264" W x 48" H	\$ 1,100.00	\$ 675.34	\$ 1,775.34	\$ 183.75	\$ 1,959.08	\$ 5,000.00	\$ 6,959.08	
4-3	Level 4 above escalators -Banner	264" W x 48" H	\$ 1,100.00	\$ 675.34	\$ 1,775.34	\$ 183.75	\$ 1,959.08	\$ 5,000.00	\$ 6,959.08	
4-4	Level 4 Atrium Lobby- Window Cling	116.75" W x 79.25" H	\$ 1,092.30	\$ 333.50	\$ 1,425.80	\$ 147.57	\$ 1,573.37	\$ 7,000.00	\$ 8,573.37	
4-5	Level 4 Atrium Lobby- Window Cling	116.75" W x 79.25" H	\$ 1,092.30	\$ 333.50	\$ 1,425.80	\$ 147.57	\$ 1,573.37	\$ 7,000.00	\$ 8,573.37	
4-6	Level 4 Atrium Lobby- Window Cling	98.5" W x 60.75" H	\$ 921.56	\$ 333.50	\$ 1,255.06	\$ 129.90	\$ 1,384.95	\$ 7,000.00	\$ 8,384.95	
4-7	Level 4 Atrium Lobby- Window Cling	98.5" W x 79.15" H	\$ 920.28	\$ 333.50	\$ 1,253.78	\$ 129.77	\$ 1,383.54	\$ 7,000.00	\$ 8,383.54	
4-8	Level 4 Exhibit Hall Column Wrap	2 sides @ 40" W ; 2 sides @ 68" W; x 100" H	\$ 2,550.00	\$ 1,231.88	\$ 3,781.88	\$ 391.42	\$ 4,173.30	\$ 8,000.00	\$ 12,173.30	
4-9	Level 4 Exhibit Hall Column Wrap	2 sides @ 40" W ; 2 sides @ 68" W ; x 100" H	\$ 2,550.00	\$ 1,231.88	\$ 3,781.88	\$ 391.42	\$ 4,173.30	\$ 8,000.00	\$ 12,173.30	
4-10	Level 4 Exhibit Hall Column Wrap	2 sides @ 40" W ; 2 sides @ 68" W; x 100" H	\$ 2,550.00	\$ 1,231.88	\$ 3,781.88	\$ 391.42	\$ 4,173.30	\$ 8,000.00	\$ 12,173.30	
6-1	Level 6 - 8M x 8' Ground supported graphic	Specs to be provided	\$ 9,705.00	\$ -	\$ 9,705.00	\$ 1,004.47	\$ 10,709.47	\$ 8,000.00	\$ 18,709.47	
6-2	Level 6 - 3.25M x 8' Ground supported graphic	Specs to be provided	\$ 3,535.75	\$ -	\$ 3,535.75	\$ 365.95	\$ 3,901.70	\$ 7,000.00	\$ 10,901.70	
6-3	Level 6 - 8M x 8' Ground supported graphic	Specs to be provided	\$ 8,932.50	\$ -	\$ 8,932.50	\$ 924.51	\$ 9,857.01	\$ 8,000.00	\$ 17,857.01	
6-4	Level 6 - 5M x 8' Ground supported graphic	Specs to be provided	\$ 5,815.00	\$ -	\$ 5,815.00	\$ 601.85	\$ 6,416.85	\$ 8,000.00	\$ 14,416.85	
6-5	Level 6 Overhang Wall Cling	240" x 60" tall	\$ 1,700.00	\$ 1,231.88	\$ 2,931.88	\$ 303.45	\$ 3,235.32	\$ 7,000.00	\$ 10,235.32	
6-6	Level 6 - 4M x 8' Ground supported graphic	Specs to be provided	\$ 4,366.00	\$ -	\$ 4,366.00	\$ 451.88	\$ 4,817.88	\$ 8,000.00	\$ 12,817.88	
6-7	Level 6 - 4M x 8' Ground supported graphic	Specs to be provided	\$ 4,366.00	\$ -	\$ 4,366.00	\$ 451.88	\$ 4,817.88	\$ 8,000.00	\$ 12,817.88	
6-8	Level 6 - 4M x 8' Ground supported graphic	Specs to be provided	\$ 4,366.00	\$ -	\$ 4,366.00	\$ 451.88	\$ 4,817.88	\$ 8,000.00	\$ 12,817.88	
6-9	Level 6 Overhang Wall Cling	240" x 60" tall	\$ 1,700.00	\$ 1,231.88	\$ 2,931.88	\$ 303.45	\$ 3,235.32	\$ 7,000.00	\$ 10,235.32	

\* SNIS will bill sponsor for branding fees. Freeman will bill sponsor direct for graphic production, labor and rigging costs (if applicable).