



## MEDIA GUIDE

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Promotion through media outlets is a critical part to the success of your show and the LACC is your partner in this endeavor. It is paramount that the image of your event and that of the LACC are professionally partnered in the media and promotional materials. The following guidelines will assist in these efforts:

- In order to maintain a consistent, positive and professional image that reflects the LACC, we ask that the facility title appear formally written in promotional material including but not limited to billboards, posters and brochures. References such as the Center, Convention Center, LA Convention Center and L.A. Conv. Ctr. are inappropriate forms of identification in promotional material.
- The preferred format for our title is to appear as one (1) unit on the same line within a written body of text. For example, "The Los Angeles Convention Center is one of the largest and finest technologically..."

The acceptable abbreviation, LACC, may only appear as a written body of text such as a report or a set of informational guidelines and when properly prefaced by the complete title. For example, "The Los Angeles Convention Center (LACC) is one of the largest and finest technologically designed facilities on the West Coast." It should never appear on a cover sheet, as title, heading, or subheading.

## USE OF PHOTOGRAPHS & LOGO

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The LACC logo is available at <http://www.lacclink.com/planners/download-lacc-logo>.

Photographs are available for use in promotional brochures and/or editorial illustrations at [www.lacclink.com](http://www.lacclink.com). Click on Interactive Floor Plans and choose the area(s) interested in. Each space has its own mini gallery.

With the use of each photographic image, we require a credit line and copyright reading: *Photo Courtesy of: The Los Angeles Convention Center*. All images are the property of LACC and may not be duplicated or used to advertise commercial goods and/or services. Please contact our Sales & Marketing Department at 213.765.4664 for additional assistance.

## CAMERA OPERATION

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To ensure safe photographic, journalistic and media coverage during shows and events, the LAFD and the LACC have established the following media and camera guidelines. These guidelines provide an outline of operating any videotape, television broadcast, still photography, or motion picture equipment (commercial or professional) at the LACC. Please contact your Event Manager to discuss the proposed media plans prior to move-in day.

## PUBLIC AREAS

- Only self-contained hand-held crews are permitted in the LACC
- Tethered two (2)-person crews cannot move through crowds while attached
- The Fire Marshal must approve tripod locations
- Cameras, equipment and/or personnel should not obstruct any stairs, escalators, ramps or elevators to and from the exhibit halls, meeting rooms and/or corridors

## EXHIBIT HALLS

- During show hours, hand-held camera crews may walk the floor
- Tripods are NOT allowed in any aisle or within ten (10) feet of the exit doorways
- Tripods must be located completely inside booth areas
- Carts, racks, or equipment CANNOT be stored or placed in any aisle
- Tethered two (2)-person crews are NOT allowed to move in the aisle
- During non-show hours, equipment such as tripods, carts, cabling, and/or racks may be used on the exhibit floors

## MEETING ROOMS

- Obstruction of any aisle or exit is prohibited
- Tripod locations can ONLY be approved by the Fire Marshal
- Only self-contained, hand held cameras are permitted

## MEDIA LIABILITY INSURANCE

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A Licensee is required to provide a certificate of insurance that includes media liability coverage (Errors & Omissions) if commercial filming, broadcasting or streaming is planned during the event. Please refer to the Insurance clause of the Use License Agreement for complete requirements.

## NOTICE SIGNS

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Licensee is responsible for notifying its attendees of any videotaping, filming, broadcasting or streaming during the event in which attendees' likeness may be used. This includes, but not limited to signs, waivers and permissions. Licensee is solely liable for any injury or damage resulting from this activity.

## PRESS PERMIT

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A permit will be necessary for the use of any equipment requiring electrical connections and crews of three (3) or more including camera, sound, lighting and/or an interviewer. Permits are free of charge and may be obtained from the Fire Marshal.



## SOCIAL MEDIA

The Los Angeles Convention Center has a large following on Facebook and maintains a robust presence on Twitter and Instagram. Connect with us!

Hashtag: #LACC

Twitter: @ConventionLA

Facebook: @ConventionLA

Instagram: @ConventionCenterLA

## PRESS PARKING

Due to the traffic volume and LAFD Regulations, press vehicle parking is prohibited along the curb and in the plaza areas adjacent to the West and South Hall Towers. Press vehicles may park in loading docks and/or garages provided Licensee issues the vehicle a garage/dock pass.

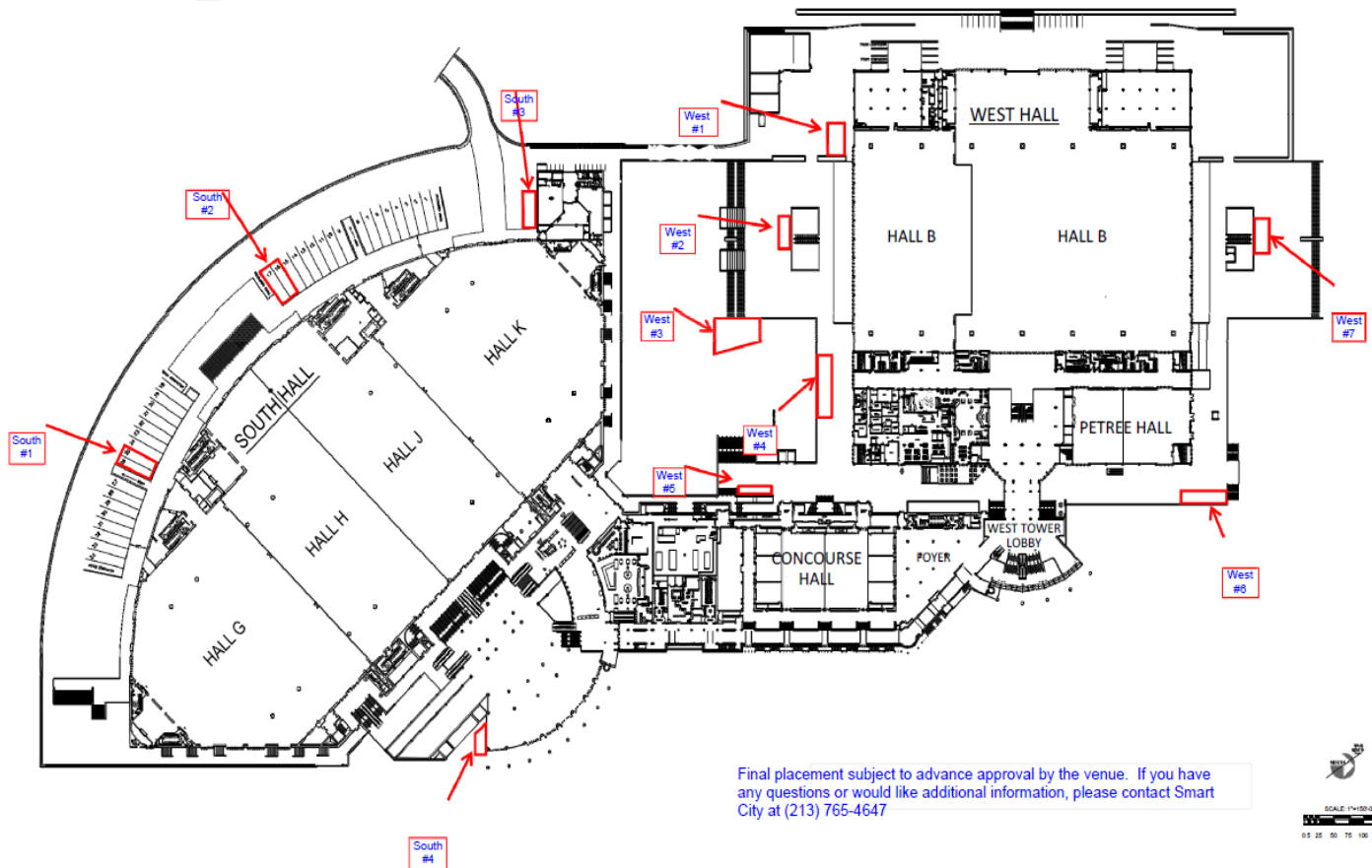
Personal vehicles may park in the any LACC parking garage at the prevailing rates. To purchased parking passes for media and press, please contact your Event Manager

Unauthorized press vehicle parking around the venue may be subject to citation.

## SATELLITE TRUCKS

The Los Angeles Convention has several specifically designated areas for satellite and production trucks. These locations are subject to availability based on venue operations, therefore may guaranteed. The Center's exclusive provider of networking and CATV, Smart City, must be contracted for running cable. Licensee is responsible for labor, security staffing and electrical/utilities required to support broadcasting and satellite trucks. Contact Smart City at 213.765.4647 for a proposal and further assistance.

## SATELLITE / BROADCAST TRUCK LOCATIONS



Final placement subject to advance approval by the venue. If you have any questions or would like additional information, please contact Smart City at (213) 765-4647