

VIP Step & Repeat Banner Guidelines

Revised 10/2014

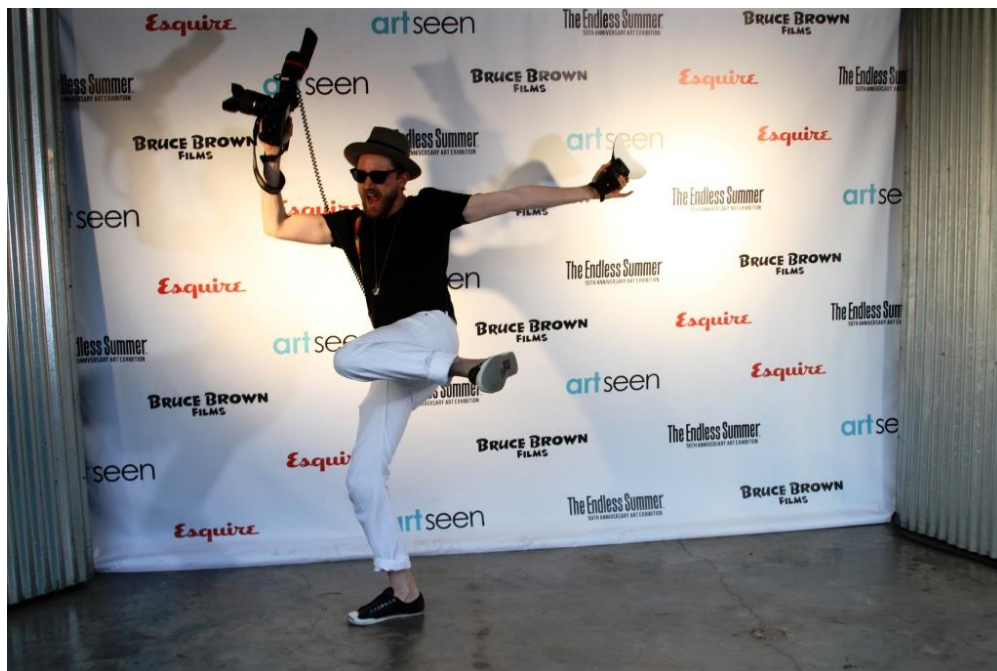
The purpose of a step and repeat backdrop is to emphasize a brand name or sponsor name during media press conferences, red carpet and special events. The banner has one or more logos repeated in a step or diagonal alternating pattern, which means that no matter who is photographed, the brand name or logo will always be seen.

To help facilitate this form of promotion, 800MAIN stages the northern garage entrance, as seen in the photos below. The garage doors swing open, creating side walls that draw the attention to the backdrop banner. This produces a red carpet area approximately 9 x 18 feet under the ceiling of the building. With crowd control stations capturing the sidewalk in front of the building, the press photographers have ample space to not interfere with guest entry.



Manufacturing the banner takes three disciplines: graphic arts design, printing and the mechanical task of hanging it. For the mechanical task, a popup frame that quickly expands and uses Velcro to attach the banner can be purchased or rented. A second option is to have a pocket sewn into the top and bottom of the banner and insert a pipe which 800MAIN has on site. The pipe is then attached to the building. This second solution is less expensive, but cannot be transported to other venues or occasions where you might want to reuse the banner.

Please communicate with 800MAIN staff well in advance of your event to plan this option.



In this illustration, the garage area in 800MAIN is configured to locate a Step and Repeat Banner between the open corrugated steel garage doors. When the doors swing open, they create the side walls with the banner placed at the most inward ends of the doors. The setup time is minimal, but requires this portion of the garage to not be in use during the time the banner is installed.



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Artist-In-Residence
800 Main Street
Venice, California 90291

SCALE: 1/4" = 1'-0"
DATE: 10/22/2014
JCR
DRAWN

VIP Step & Repeat Plan View Layout

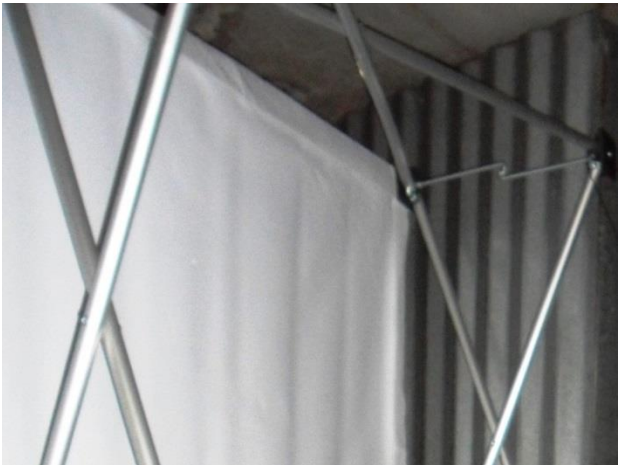
- Notes:**
1. The maximum Banner size is 16 Ft. wide by 8 Ft. high and is shown in BLACK.
 2. All areas shown shaded in RED are within the VIP region.
 3. The two VIOLET shaded rectangles illustrate the swinging garage doors which make up the corrugated steel side walls when in the open position.
 4. The ceiling height in the VIP area is 96" max.
 5. Access to the garage area is NOT permitted.
 6. Electric power can be provided (120/240VAC or 3 Phase 208VAC).
 7. The floor and ceiling within the VIP area is gray concrete.



Banners are available from many suppliers and, for the most part, come in two basic styles; those which are designed for a specific frame to hold them up and the rest. If a prefabricated frame and banner is to be used, the overall size of our display area should be kept in mind. The height should be as close to eight feet as possible, and the width should not exceed sixteen feet. The width is not as critical as the height for a nice looking result, since the garage door can swing closed to accommodate a narrower than 16 foot banner.



Inside the garage looking at backside of banner, this popup frame with Velcro installed in minutes.



This prefab banner and frame measured 88 inches high for this event. In the photo below you can see the gap at the ceiling of the 800MAIN garage opening. This gap is above the heads of the VIP's and the photographer(s) should be able to crop out any unwanted background.



With this prefab banner and popup frame, note the gap at the top and the use of a red carpet for the VIP's to stand on. Flood lights are also a good idea to include.

Traditional banner installation is done with pockets being stitched into the top and bottom of the banner. The banner is then supported by inserting a pipe into the pocket and hanging the pipe up with a support assembly. At 800MAIN, the garage doors have been modified to support the banner pipe,

thereby creating a simple and cost-effective solution. Again, the overall height of the banner should be as close to 96 inches as possible, and the maximum width should not exceed sixteen feet.



Photo by Tyler Curtis 8/2014

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