



Updated on
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WHAT WE CAN DO

The Hampton Roads Convention Center (OCCC) offers a wide variety of advertising opportunities. Your brand will reach the local community, market business leaders, meeting planners, exhibitors, and guests who attend one or more of our 200+ events.

Submitting your event to the HRCC online calendar and social media platforms is a great way to maximize visibility. Our online calendar allows potential attendees to easily find event details, increasing your reach to both local residents and visitors. Social media advertising, through our well-established channels, gives your event added exposure by targeting a broader audience. With visually engaging flyers and detailed descriptions, we ensure that your event stands out, attracting more interest and attendance while leveraging HRCC's established presence and community engagement.

HRCC WEBSITE CALENDAR

1. HRCC Online Calendar

- Submit event details (name, date, time, description) at least 14 days prior to the event.
- Please make sure content is concise and provides clear information for attendees.
 - Requirements:
 - Event Name:
 - Dates (With Start And End Times Per Day):
 - Website Link:
 - Admission:
 - Description:
 - Images Image Size 1920 X 1080 Pixels (16:9)
 - Preferred Content:
 - Logo Transparent Png Background
 - Event Picture During Event Horizontal
 - 3-Flyer/Ad)

For more information call 757-315-1610 or click [here](#)

Social Media Advertising

- Flyers must be submitted in high-resolution PDF or JPG format.
- Include event details, logos, and any relevant hashtags or social media handles.
- Image size: 1081 x 1080 px or 1080 x 1920 px (portrait)
- Submit no later than 14 days prior to posting.

Digital Marquee Advertising

PUBLIC TICKETED EVENTS ONLY

Overview: The Hampton Coliseum's digital marquee, located at the busy intersection of Coliseum Drive and Mercury Boulevard, sees an average of 60,000 vehicles per day, not including event traffic. The Hampton Roads Convention Center (HRCC) is allocated select spots in the marquee's rotation to promote public events. Only events open to the public at the Coliseum or HRCC are eligible for display, with private events excluded. The City Manager may also prioritize essential services and public service announcements, which could preempt regular event promotions.

Marquee Submission: The Hampton Coliseum marketing department is the point of contact for information to be posted. The marketing department has the authority to determine the maximum number of messages that may be posted on the marquee at any given time, and reserves the right to approve or deny any request to post information on the marquee. A request to post information on the marquee **must be submitted at least THREE WEEKS prior to the event.**

Upon approval, creative content must be submitted 24 hours prior to the scheduled posting date. The Hampton Coliseum offers no guarantee with respect to the appearance of any messages on the boards. Appearance of messages is subject to constraints of priorities and electronic or mechanical limitations. The number of messages which can appear in any given time period is limited and precedence will be given to the earliest messages submitted and priority rank.

Rotation Schedule: The marquee runs 24/7. Content other than that related to Hampton Coliseum will appear in rotation for a minimum of 2 weeks, and up to a maximum of 8 weeks, ending on the day of the event. The Hampton Coliseum reserves the right to disrupt the schedule or allow additional rotation time, if available, for HRCC messages at the discretion of the Hampton Coliseum administration. Extended rotation time will be charged at \$300 per week per each event approved.

Messaging Guidelines:

- Alignment with the City of Hampton's Public Ethos
- to make the City of Hampton the most livable city in Virginia
- Drives awareness of Hampton Coliseum's and HRCC events and attractions

- Public Service Announcements
- City celebratory or commemorative occasions requested by City Management

Creative Guidelines:

- Concept should be communicated with 10 words or less (whenever possible)
- Messaging needs to be clear and provide context
- Imagery should be limited, clear, and easily identifiable to the event
- Imagery is static with no video, sound or movement.
- Avoid bright color palettes as a background color (legibility)

Guidelines

- Specs: Content must be submitted to fit the below-mentioned specs:
- Graphic Size: 396 x 180 pixels
- Graphic Buffer: Place all text and images at least 50 pixels from the edges
- Graphic Format: JPG or PNG (minimum 300 dpi)

Examples of content not considered acceptable for the marquee include:

- Any event **NOT** open to the general public
- Messages from organizations not affiliated with the Hampton Coliseum or HRCC, with the exception of event sponsors
- Any event that promotes illegal activities or violates any federal, state or city laws and policies
- Promotion of alcohol, tobacco, political messages, factional, sectarian, racist, sexist, bigoted, false, misleading or deceptive viewpoints is prohibited.
- Selling or providing of products or services not related the Hampton Coliseum or HRCC

To submit, please contact your assigned event manager or Lauren Lyle lauren.lyle@thehrcc.com

Hampton Convention and Visitor Bearau Enhancement Advertising

Publicize Your Event with Hampton CVB

The CVB Media Team wants to supplement your publicity efforts through:

- Promotion and pitching strategy assistance.
- Necessary follow up with media and coordination of potential opportunities.
- Pitching unique facets of your meeting, convention or event to regional media in response to specific queries.
- Photography services and image sharing.

- Videography services and footage sharing.
- Highlighting your meeting, convention, or event in press tours and destination reviews.
- Including your program or product during promotion efforts.
- Supplement your direct media relations efforts and advertising strategy.

Hampton CVB will not automatically provide media support of a Hampton event. Support must be desired and requested by the event planner, and must be agreed upon by the Hampton CVB media team at least 30 days prior to the event. Not all media support services are necessary for every event. Hampton CVB, in coordination with the event planner, will determine the best promotion strategy per event.

When promoting your event on social media platforms, please use the hashtag #VisitHamptonVA and tag Visit Hampton on

- Facebook - @VisitHamptonVA
- Instagram - @VisitHamptonVA
- Twitter - @This_is_Hampton

The Hampton CVB Media Team looks forward to working with you. We want your Hampton event to be the best it can possibly be.

The team consists of:

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