



hollywood plaza



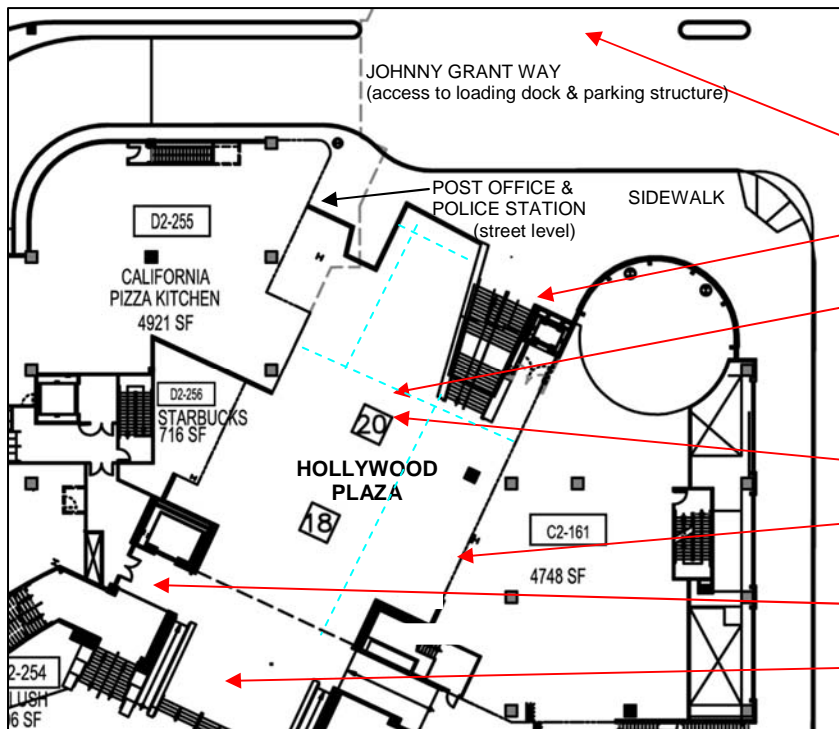
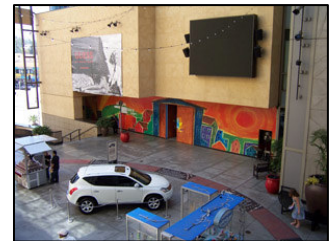
hollywood & highland center information

Featuring iconic architecture and imaginative design based on the 1916 film Intolerance and basking in the shadow of the famed Hollywood sign; Hollywood & Highland center boasts an array of upscale retail outlets, endless dining and entertainment opportunities, a variety of special event locations, unmatched nightlife and the world-famous Kodak Theatre (home to the Academy Awards®, American Idol® Finals, Daytime Emmy® Awards and numerous other star-studded productions). As one of LA's most popular tourist destinations and the focal point of Hollywood's 'rebirth', Hollywood & Highland attracts 18 million visitors each year and greets 150,000 vehicles traveling along Hollywood Blvd. and Highland Ave. daily.

Average pedestrian traffic for the center ranges from 60,000-75,000 daily during off-peak months with 80,000 to 95,000 daily visits during awards season, summer and holiday months. Located adjacent to the award-winning Renaissance Hollywood Hotel; the Center plays host to over 500 major events and conventions per year and serves as a gateway to the MTA Red Line underground subway and nearby attractions such as the popular Hollywood Roosevelt Hotel, Grauman's Chinese Theatre, Disney's El Capitan Theatre, numerous museums, restaurants and the historic Pantages and Egyptian Theatres.

hollywood plaza information

Hollywood Plaza is located just north of the 19,000 square foot Central Courtyard with a direct view of the famous Hollywood Sign. The plaza welcomes visitors and serves as a gateway to the Renaissance Hollywood Hotel and as the entrance area to two of Hollywood & Highland Center's most popular destinations: California Pizza Kitchen and Starbucks. Equipped with a promotional Jumbotron screen and located steps away from the Central Courtyard's performance stage area, this outdoor plaza is the perfect location for promotional events, sampling opportunities and new product launches.



diagram

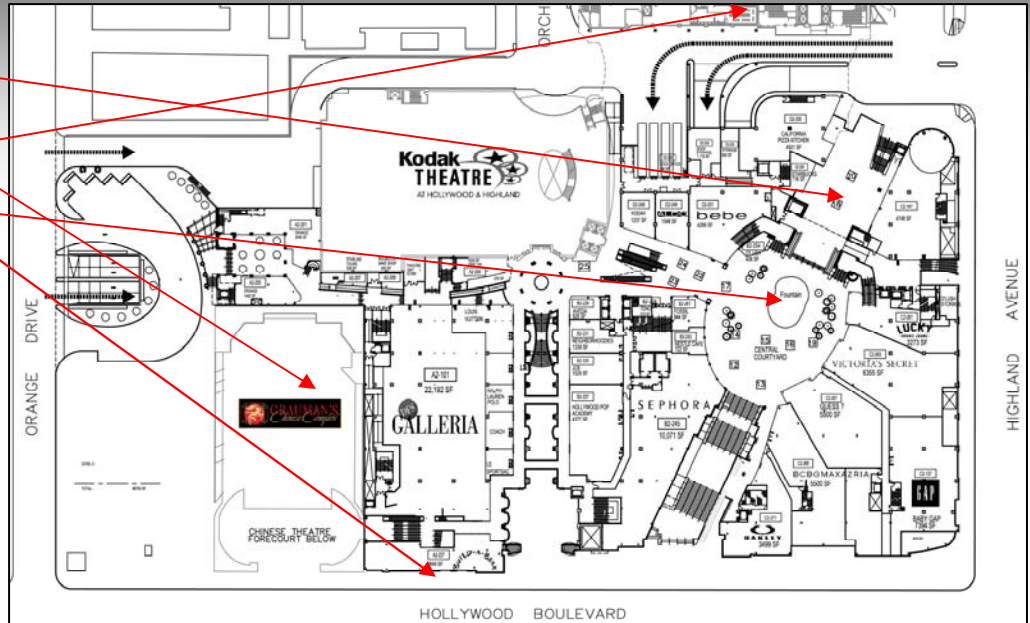
- Direct view of the Hollywood Hills and the famous Hollywood Sign
- One level (stairs and elevators) from the street level sidewalk with access to Renaissance Hollywood Hotel and Highland Ave.
- Measurements: Length from south end of plaza to staircase is 70' with another 40' from that point to the north wall (in front of the CPK patio). Width at main area just south of the staircase is 45' and 20' at the narrowest point on the north wall looking over onto sidewalk
- Retail kiosks may be bought out and removed for events for a daily fee
- Electronic JumboTron located on the wall above the plaza with sponsorship opportunities
- Easy access to Loading Dock via hallway on the same level (Level 2 of the Center)
- Located just north of the natural stage area and the 19,000 sq. ft. Central Courtyard



hollywood plaza

full property

- Hollywood Plaza is located just north of the Central Courtyard
- Renaissance Hollywood Hotel
- Grauman's Chinese Theatre
- Central Courtyard
- Hollywood Walk of Fame



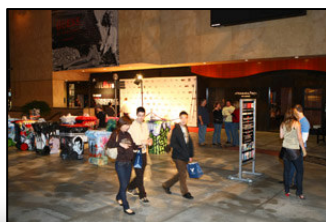
event photos



TV Guide Channel IDOL CHAT Taping



Starbucks 'Coffee is Culinary' Tour



LiveArt07 Gallery Opening



LiveArt07 Festival Creation Station



FX nip/tuck Media Event