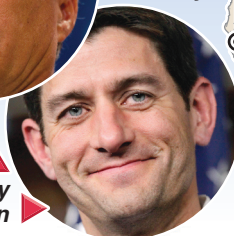
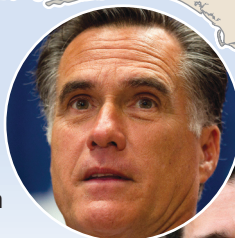


# Republican National Convention



Republicans are spending more than \$120 million to project presidential hopeful Mitt Romney as warm, open and approachable, selling the Romney story to 38 million viewers – many hearing him for the first time – in four one-hour slots on prime-time television



Republican presidential candidate **Mitt Romney**  
Running mate and vice-presidential nominee **Paul Ryan**

FLORIDA

Tampa Bay

Daytona Beach

Orlando

50 miles  
80km  
Miami

TAMPA BAY TIMES FORUM

Venue: **Tampa Bay Times Forum**  
August 27-30



Speakers: **34**  
including Mitt Romney's wife Ann



Delegates: **2,286**  
Alternate delegates: **2,125\***



Media members: **15,000**

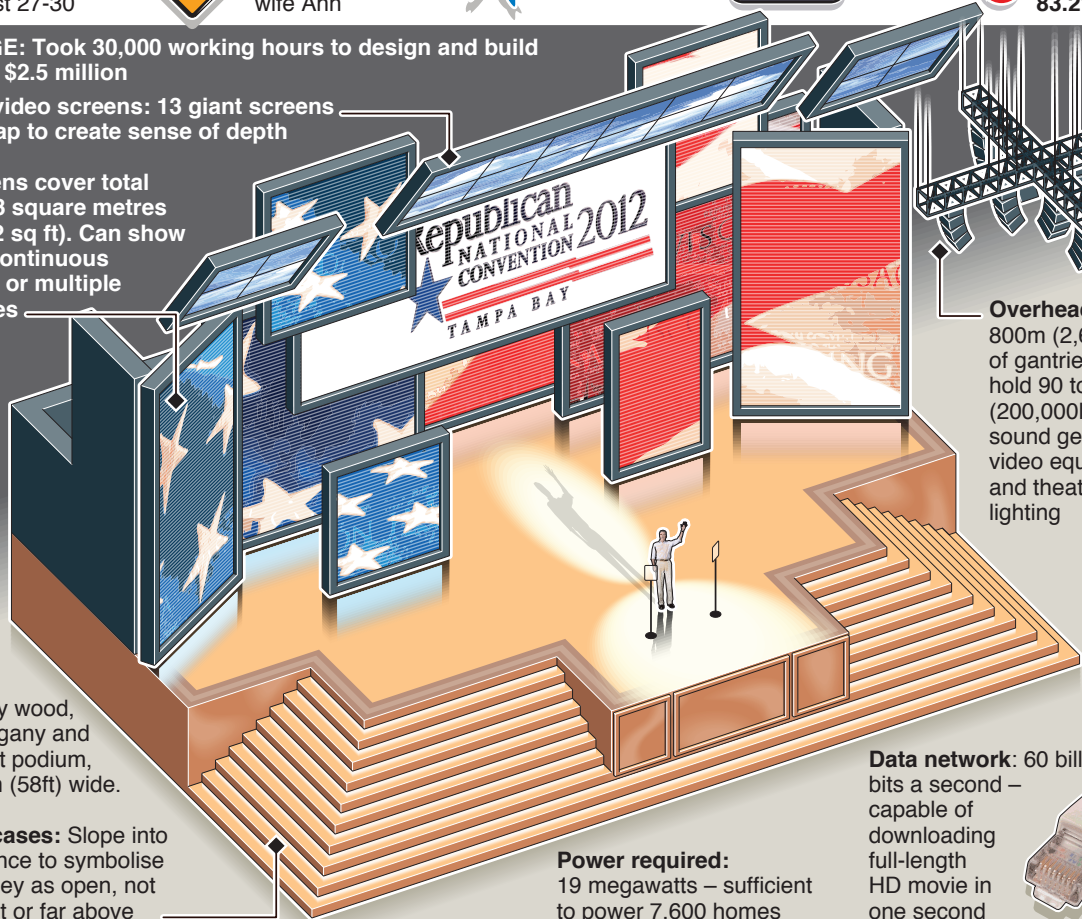


Average temperature in August: **83.2°F**

**STAGE:** Took 30,000 working hours to design and build  
Cost: \$2.5 million

**LED video screens:** 13 giant screens overlap to create sense of depth

Screens cover total of 223 square metres (2,402 sq ft). Can show one continuous video or multiple images



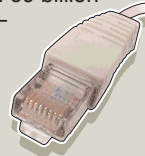
**Overhead:** 800m (2,600ft) of gantries to hold 90 tonnes (200,000lbs) of sound gear, video equipment and theatrical lighting

Cherry wood, mahogany and walnut podium, 17.7m (58ft) wide.

**Staircases:** Slope into audience to symbolise Romney as open, not distant or far above

**Power required:** 19 megawatts – sufficient to power 7,600 homes

**Data network:** 60 billion bits a second – capable of downloading full-length HD movie in one second



## COST OF FOUR-DAY CONVENTION

Daily TV viewers: 22-38 million†

Total

**\$18.2m**

**~\$55m**

**\$50m**

**\$123m**

**Taxpayer money:** Paid from "**\$3 Tax Check-off**" Presidential Election Campaign Fund

**Raised by Republican Party:** Mostly from big business. Includes **\$20 million** for renovation of Tampa Bay Times Forum

**Cost of security – paid by taxpayer:** Handed out by Department of Homeland Security. Includes **\$28.79 million** for personnel costs to patrol exclusion and security zone around conference centre

\*alternate delegate stands in if elected delegate is unavailable to vote. †Viewers during 2008 Republican and Democratic conventions  
Sources: Tampa Bay Host Committee, Tampa Bay Times, Nielsen ratings

Pictures: Associated Press

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