MELBOURNE
CONVENTION
EXHIBITION
CENTRE

Transform Your Event with MCEC's LED Pillars



Even the best-laid plans shift. MCEC’s freestanding LED pillars command attention and take the stress out of last-minute changes.

No Rigging

No truss, no heavy machinery, faster bump-in. Plus, zero messy cabling out back — everything is neatly housed in the base of the unit.

No Deadlines

Update content from a laptop or Wi-Fi app onsite — even while the event is live.

No Waiting

MCEC-owned and operated, zero external delivery fees and one seamless point of contact.

Flexible and Scalable

Use the LED pillars individually or connect up to six to create a 4-metre backdrop. Easily reposition them throughout your event space for schedules, sponsor branding, wayfinding and stage displays.

Total Creative Freedom

Swap out a speaker, add a sponsor, or update a room name an hour before doors open. No reprints, no stickers.

High-Value Sponsorship Inventory

Move beyond a static poster and integrate videos of rotating sponsor loops across an entire bank of LED pillars to maximise visual impact.

Measurable sustainability

Cut out single-use printed signage, freight and landfill. Deliver a green, reportable saving for your event.

Competitive Pricing

From $700 per day or $1,400 per week, our competitive rates include hire, delivery, setup and pack-down, offering exceptional value for events of all sizes.



Ready to Reimagine Your Event Signage? Speak to Your AV Planner

audiovisual@mcec.com.au