



Marketing Opportunities

You've planned
a perfect event.
Now it's time to
let people know.



It's no secret that strong attendance is key to a successful event. But how do you ensure your event is well attended?

Our extensive range of marketing and promotional platforms can help you connect with over 2.6 million primed potential attendees. And the best part? Many of them won't cost you a cent.

Connecting you with event attendees

Homepage

30k

Monthly views

What's On
Page

25k

Monthly views

Visitor EDM

8.5k

Subscribers

Social Media

69k

Subscribers

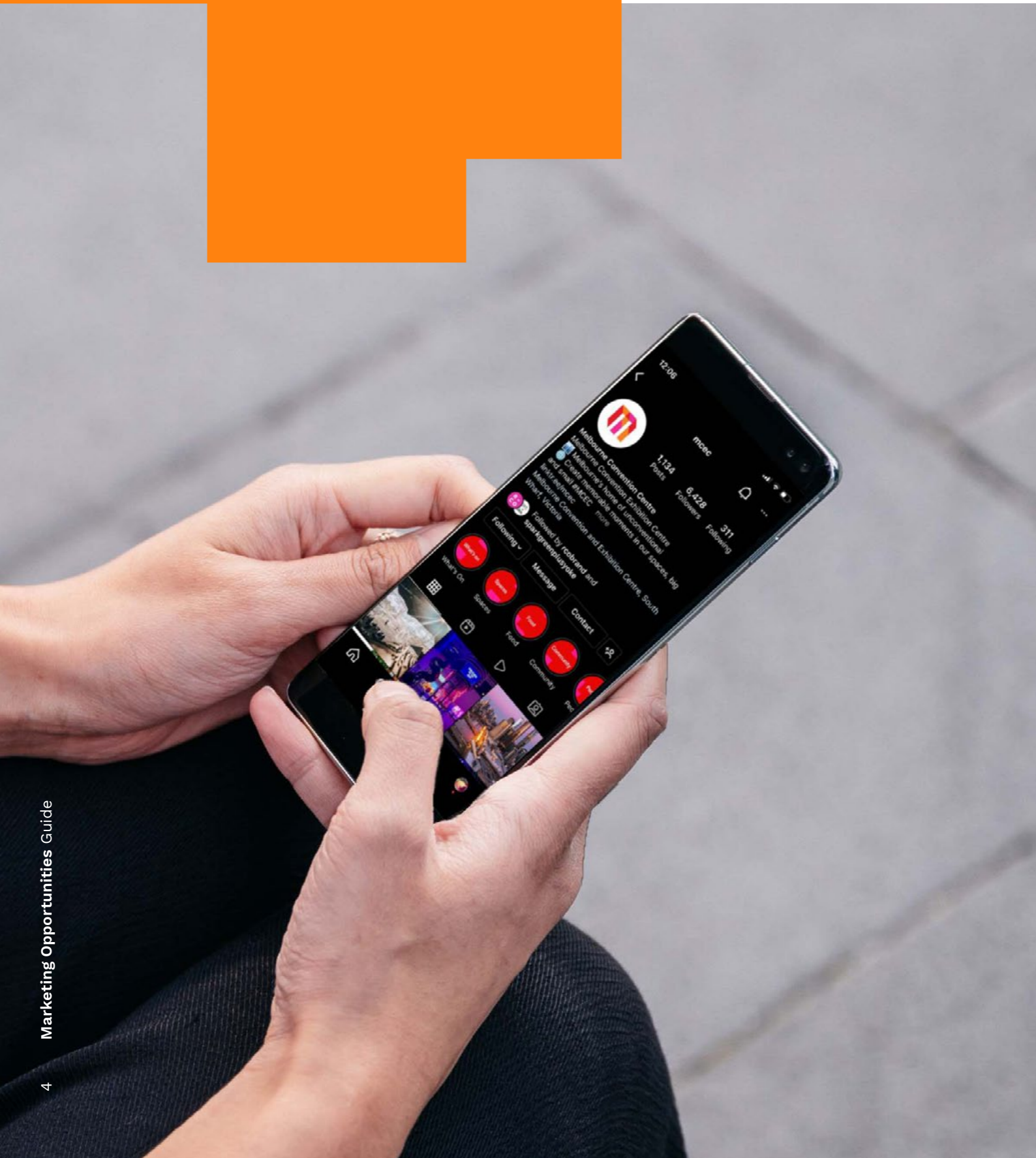
Venue

2.6 million

Annual visitors



Marketing Channels



Promote your event to 30k average monthly visitors by listing it on the MCEC website.

Website

Free (Valued at \$550 per listing)

Includes:

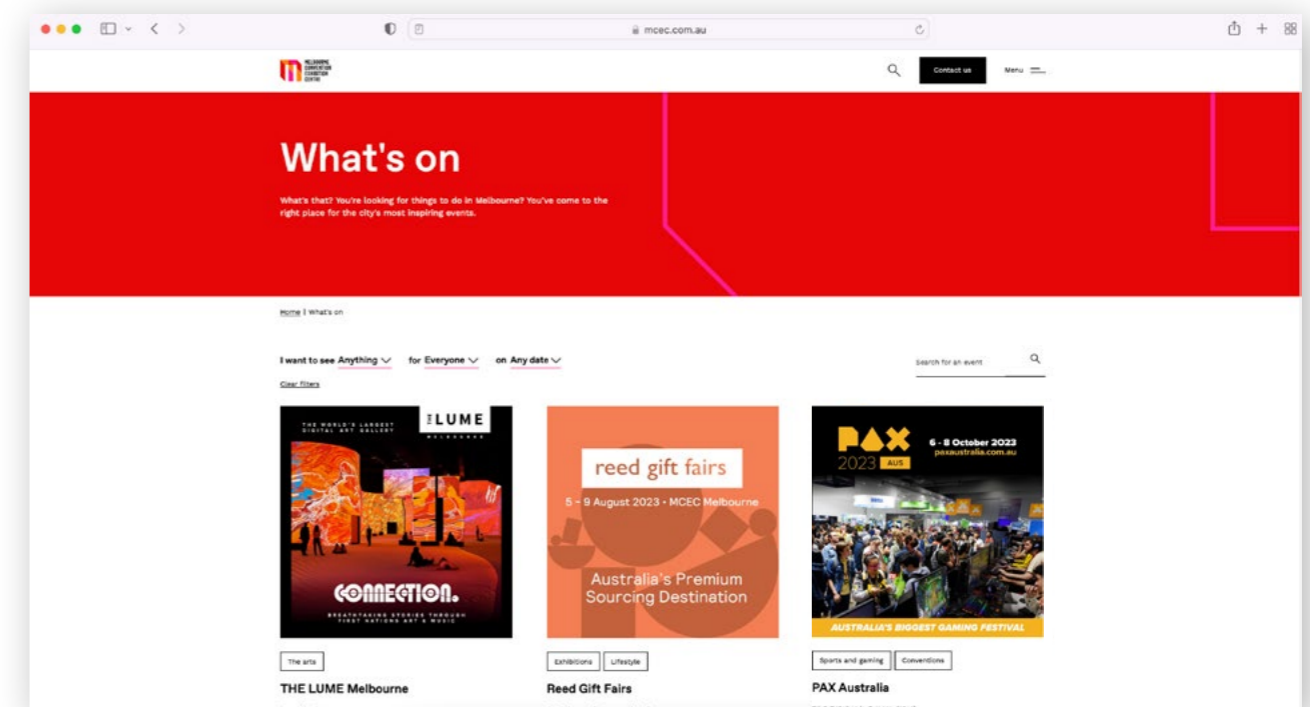
- A listing for your event with a booking link to your ticketing site
- Listed on the website What's On feed

Once your event has been confirmed, your allocated Event Planner will provide you with a link to submit your event listing and to opt into additional marketing opportunities.

Artwork specifications

	Width (px)	Height (px)
Desktop tile	1000	1000
Mobile tile	500	500
Banner	1440	416

Artwork to be supplied in JPEG format.





E-Newsletter

Free (Valued at \$650 per feature)

Your event could reach over 8.5k subscribers through inclusion in our bi-monthly What's On e-newsletter.

Includes:

- Feature in our bi-monthly EDM
- Event tile linked to event listing

Simply list your event on the MCEC website.

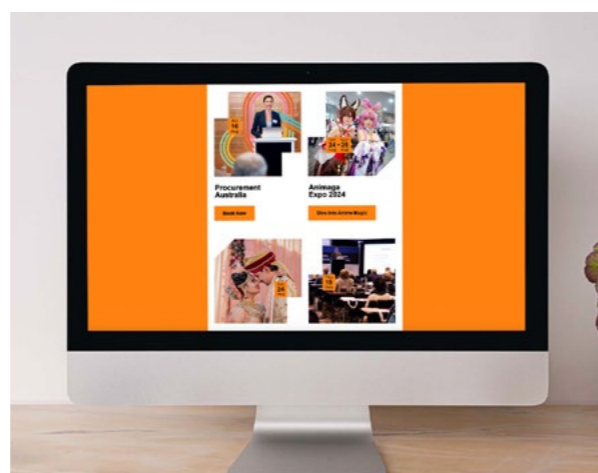
Artwork specifications

	Width (px)	Height (px)
Banner	1320	740
Thumbnail	528	528

Artwork to be supplied in JPEG format.

In addition to supplying promotional artwork, we encourage you to provide relevant event imagery without text. Please see example to the right.

Your event could reach over 8.5k subscribers through inclusion in our monthly What's On e-newsletter.



Social Media

Free (Valued at \$2,990)

Create excitement pre-event with our social media channels reaching a combined visitor audience of 56.5k followers across Facebook and Instagram.

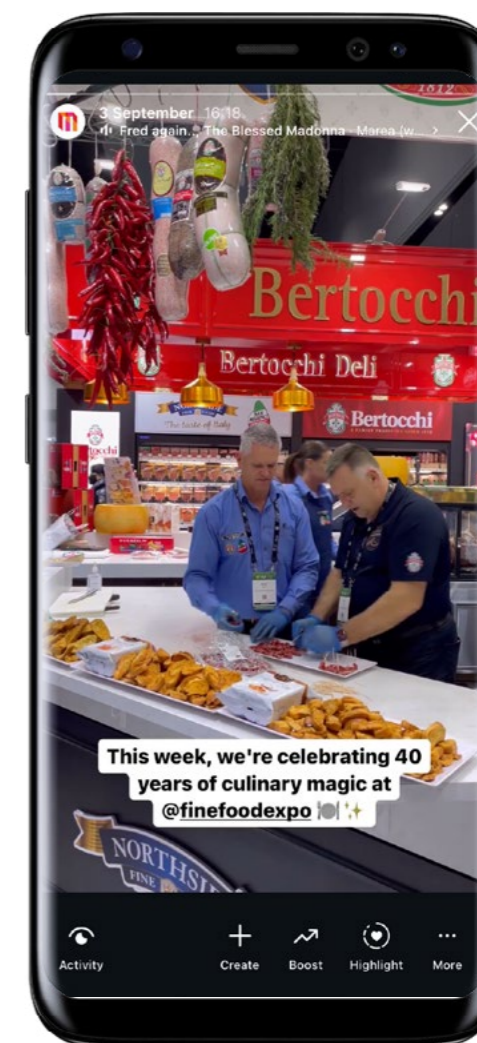
Includes:

- 2 posts on Facebook
- 1 story on Instagram

Please note, content is subject to schedule availability and aligning with MCEC's content strategy.

You can amplify your event further by providing our social media team with approval to access your event.

Submit all assets including images, copy and social handles to marketing@mcec.com.au and confirm if we can access your event on the day for content.



Artwork specifications

	Format	Dimensions W x H (px)	Caption
Facebook	Square image	1080 x 1080	Up to 8,000 characters
Instagram (Reels & Stories)	Up to 59 seconds	1080 x 1920	

Images to be supplied as JPEG. Video supplied as 10"-15" MP4.

Digital Signage

Free (Valued at \$6,000 per month)

With over 2.6 million visitors to our venue each year, our onsite signage is a great way to promote your event.

Includes:

- 4 weeks rotation venue-wide
- Featured under Upcoming Events at the two main venue entrances and throughout the venue

Submit your pre-event promotional artwork to marketing@mcec.com.au.

Event planner's tip

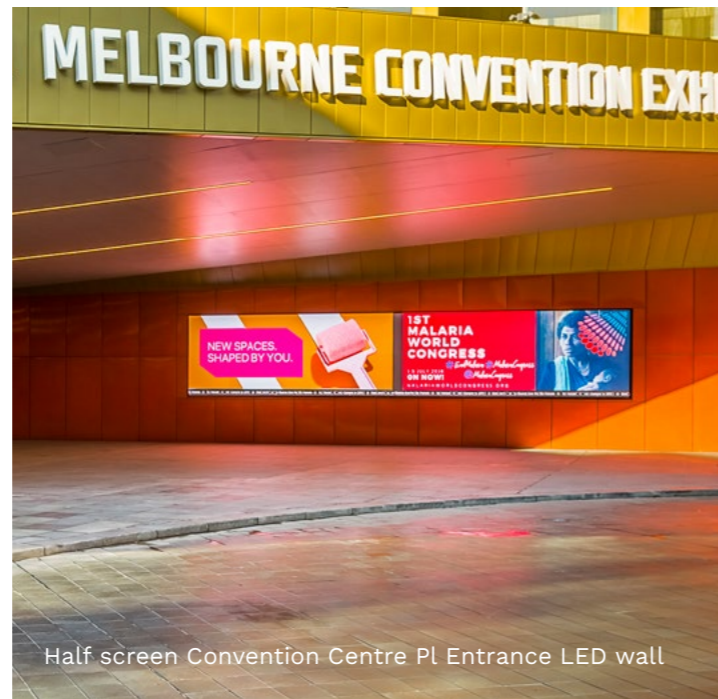
Include your event name, dates and a URL to book tickets.



Door 6 link blade



Totems

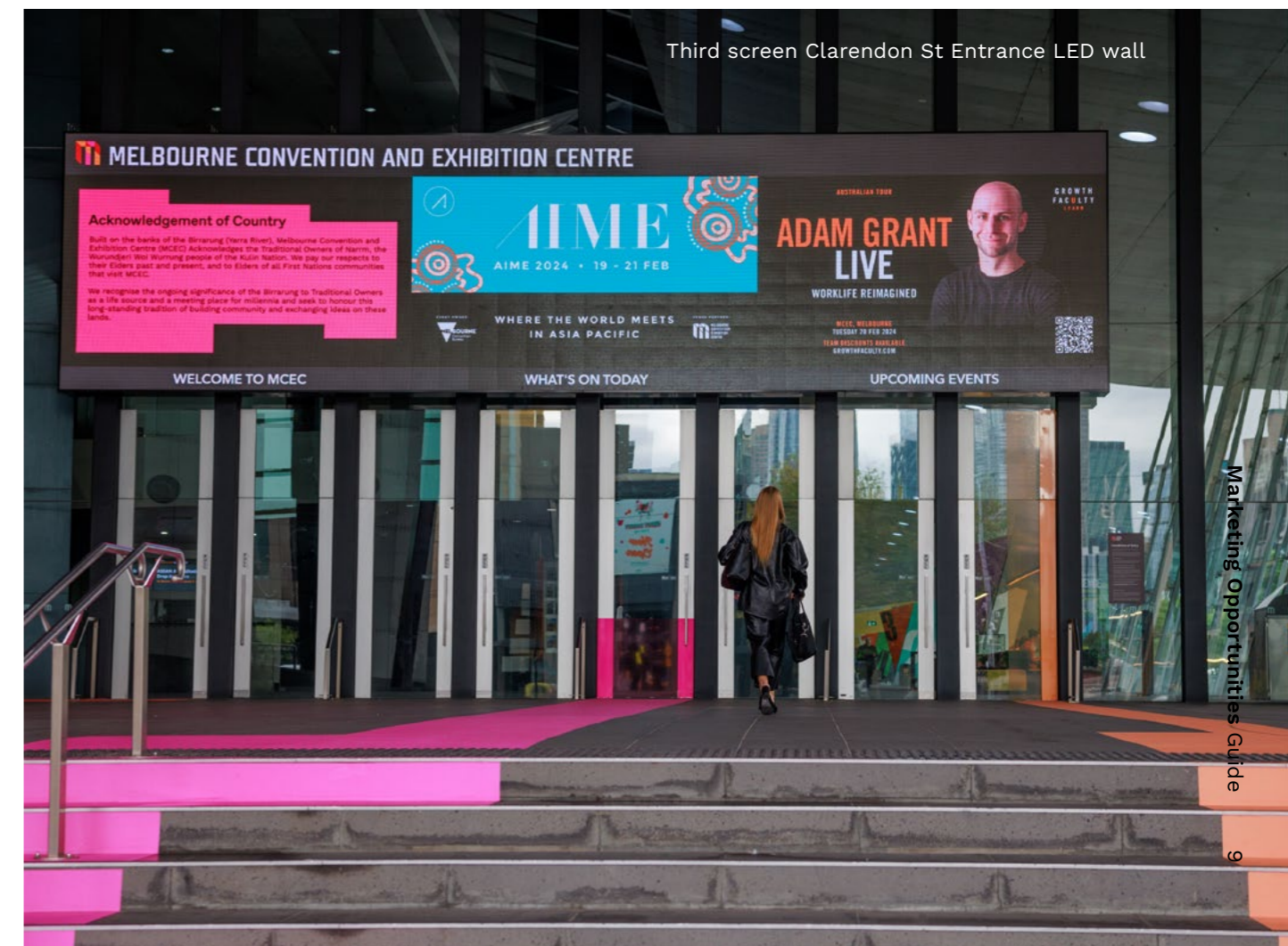


Half screen Convention Centre Pl Entrance LED wall

Artwork specifications

Orientation	Width (px)	Height (px)	Signage Opportunities
Portrait	1080	1920	Totems, interactive kiosks
Landscape	710	400	Third screen Clarendon St Entrance LED wall, Convention Centre Pl Entrance LED wall
	1920	540	Door 6 link blade
Landscape	1080	400	Half screen Clarendon St Entrance LED wall, Convention Centre Pl Entrance LED wall

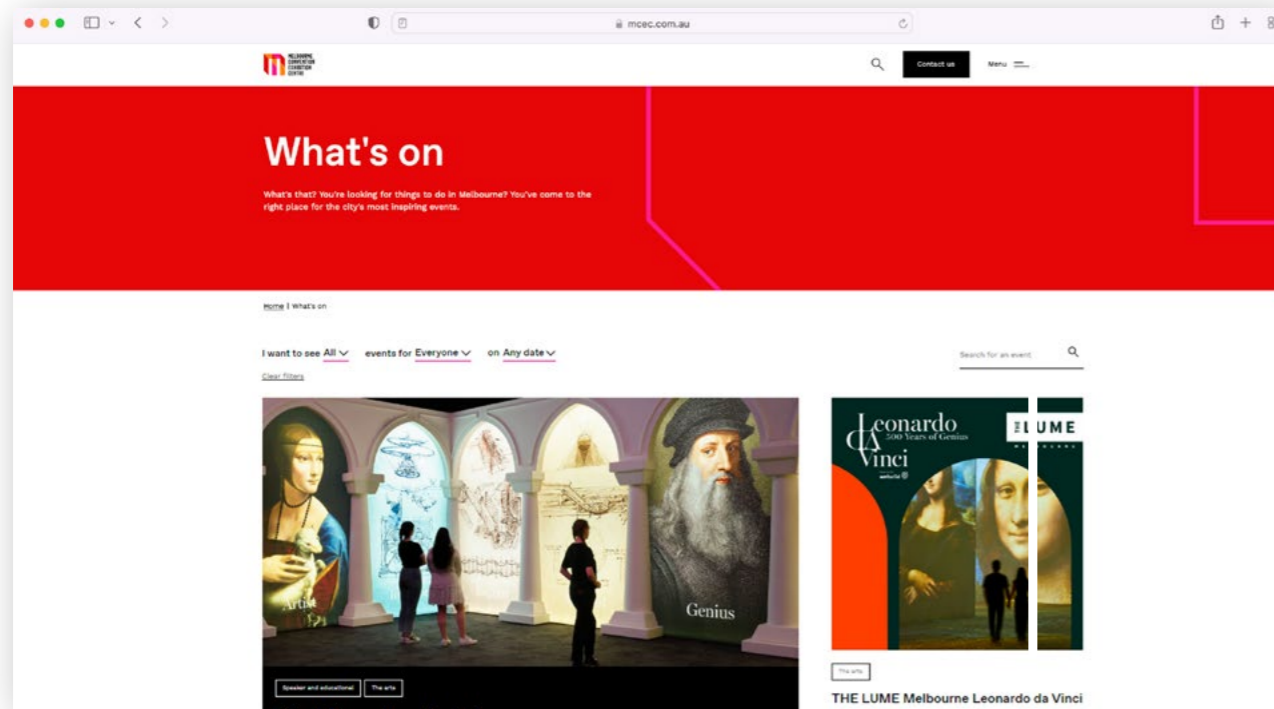
Artwork to be supplied in JPEG format.



Third screen Clarendon St Entrance LED wall

Digital Marketing Packages

Amplify your event through our digital marketing packages. From featured event listings to social media boosting, we'll help you build excitement leading up to your event day.



Featured Event Listing

\$2,250 + GST

Includes:

- Top featured event in What's On e-newsletter
- Solo feature on Home page for 2 weeks
- Featured event on What's On page for 2 weeks

Only 2 spaces available per month.

Artwork specifications

	Width (px)	Height (px)
Thumbnail	1920	1920

Artwork to be supplied without text.

Pre-Event Blog

\$3,250 + GST

Includes:

- Pre-event blog written by the MCEC team
- Featured on Home page article feed for 2 weeks
- Featured article on the Stories and Ideas page for 2 weeks
- Amplified on socials and in our What's On e-newsletter

Only 2 spaces available per month.

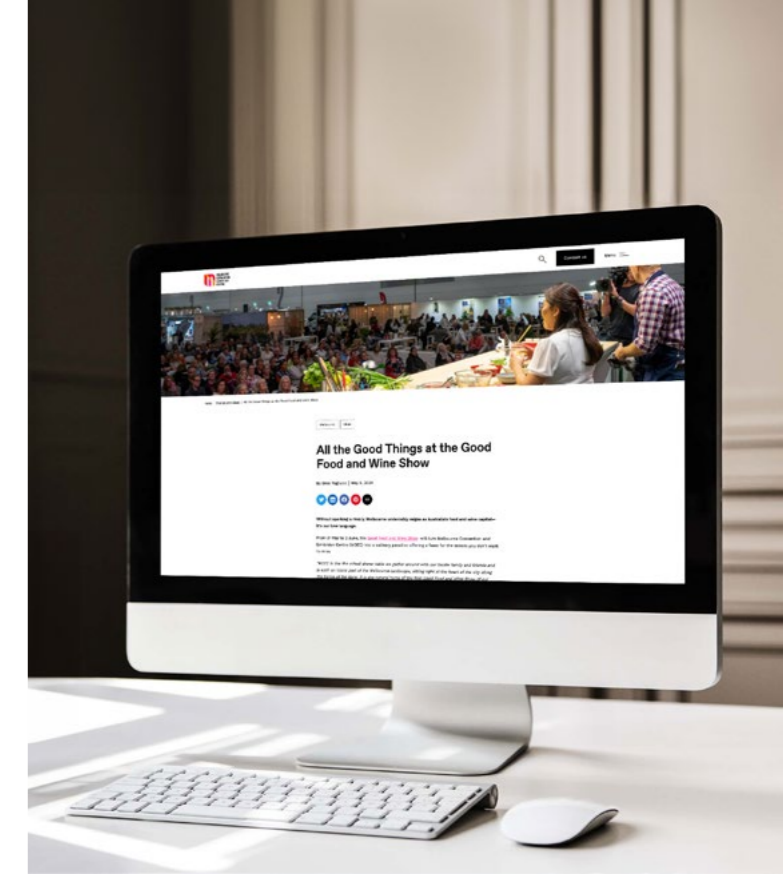
Solus E-Newsletter

\$2,500 + GST

Includes:

- Solo e-newsletter focused on your event only
- Link to your event listing

Only 1 space available per month.



Social Media Boosting

Advertising budget plus 20% admin fee

Includes:

- Paid advertising on Facebook and Instagram
- Consultation with the MCEC Social Media team to determine goals, budget and duration.



Montague Street Digital Billboard

\$10,000 + GST per month

Providing exposure to 1.6 million average monthly motorists, this large format digital site is positioned at the entrance to MCEC, DFO and South Wharf. It can be viewed by multiple lanes of traffic exiting the West Gate Fwy or driving southbound towards South Melbourne.

5 slots available per month, artwork on rotation with other advertisers.

Artwork specifications

Orientation	Width (px)	Height (px)
Landscape	1792	576

Artwork to be supplied in JPEG format.



Printed Signage

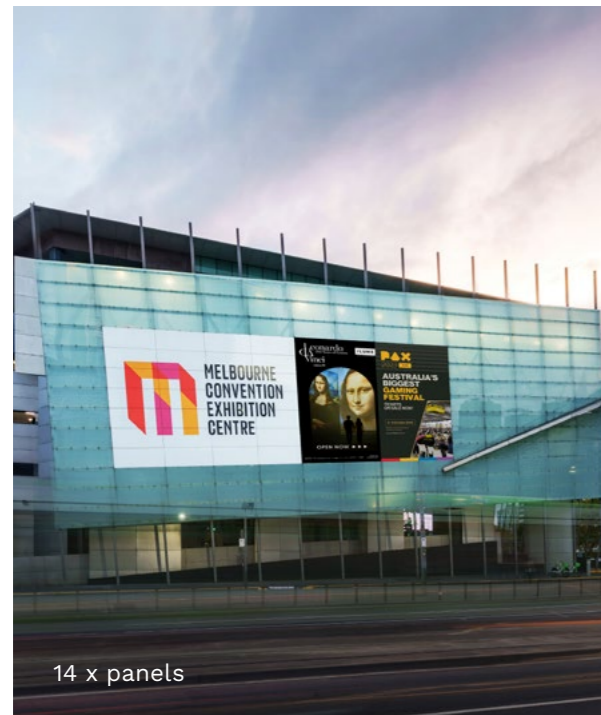
Gain high-value exposure with printed signage at our Clarendon Street and Normanby Road sites.

Clarendon Street External Glass Façade

\$15,000 + GST for 14 panels or \$18,000 + GST for 21 panels per month

In prime position at the main entry to the Exhibition Centre, this prized location, provides exposure to over 760k average monthly motorists driving into the Melbourne CBD or towards South Melbourne. This site has added exposure to Melbourne's busiest tram route and pedestrian traffic along Yarra Promenade.

Only 1 x site available per month, select either 14 or 21 panels.



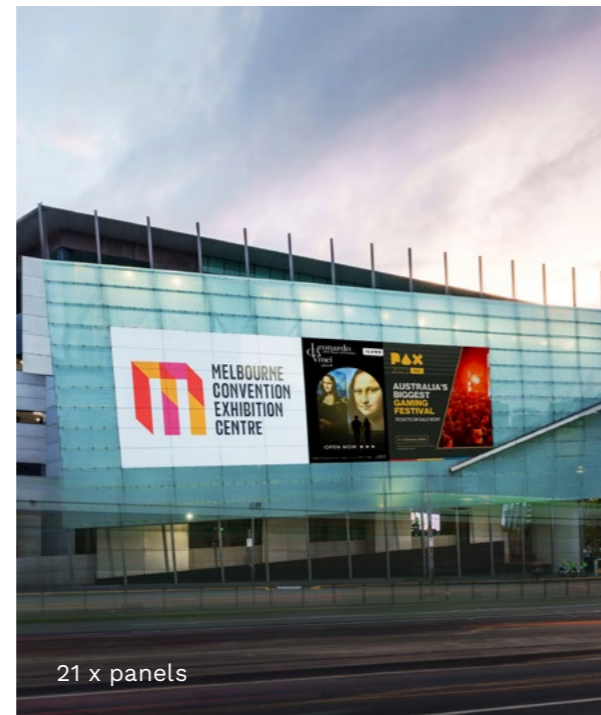
Artwork specifications

	Width (mm)	Height (mm)
Individual panels	3000	1100
14 x panels	6000	7840
21 x panels	9000	7840

Template to be supplied.
Final artwork to be provided as an .eps file.

Please note that this space is shared with other events.

MCEC is responsible for printing and installing signage. Pricing includes space hire, printing, installation and removal. Please send artwork to your Event Planner at least one month prior to your installation date.



Exhibition Centre Car Park Entry Banner

\$5,000 + GST per month

This highly valued location at the main entrance to the Exhibition Centre Car Park provides exposure to 280k average monthly motorists entering the carpark or driving along Normanby Road. The site provides added exposure to Melbourne's busiest tram route.

Only 1 site available per month.

Artwork specifications

	Width (mm)	Height (mm)
Visual	12,460	3,150
Overall	12,960	3,650
Bleed	250 on both sides, 300 on the bottom, no bleed at the top	

Artwork to be supplied as print ready PDF with crop marks.

MCEC is responsible for printing and installing signage. Pricing includes space hire, printing, installation and removal. Please send artwork to your Event Planner at least one month prior to your installation date.

Plenary light box posters

\$600 + GST per poster, per month

Located outside the Convention Centre, on Dukes Walk with exposure to 217k monthly visitors, our light box posters are used exclusively to promote concerts and ticketed events held within Plenary.

4 sites available.

Artwork specifications

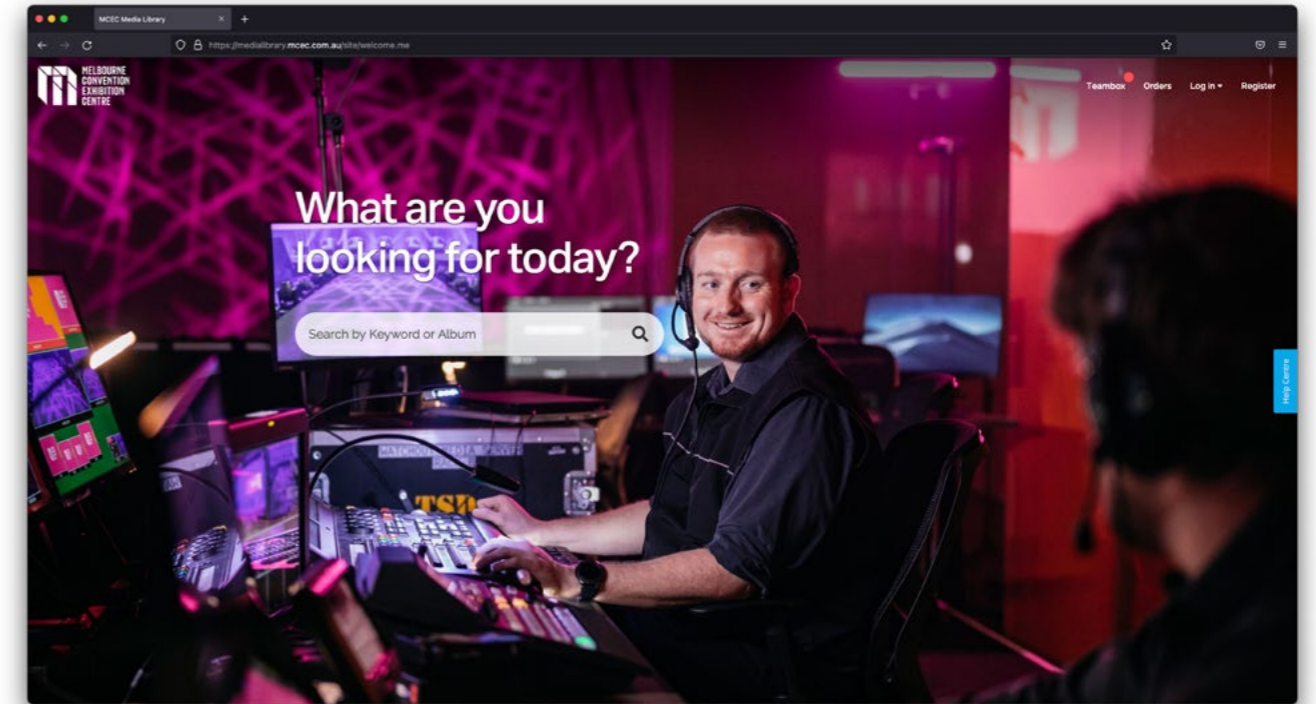
	Width (mm)	Height (mm)
Artwork size	951	1924
Visible area	831	1804
Safe area	711	1684

Artwork to be supplied as print ready PDF with crop marks.

MCEC is responsible for printing and installing signage. Pricing includes printing, installation, space hire and removal. Please send artwork to your Event Planner at least two weeks prior to your installation date.

Event planner's tip

Include your event name, dates and a URL to book tickets



Media Library

The MCEC Media Library provides a collection of images and videos to help promote your event. All you need to do is [register an account](#), log in, save media to your basket and download, it's as easy as that!



Destination marketing and support

Australian Tourism Data Warehouse (ATDW)

Boost your online exposure by promoting your event across official tourism websites including visitvictoria.com and australia.com. Simply list your event to be featured.

[Create your listing](#)

Visit Victoria

Visit Victoria undertakes a wide range of marketing activities to promote Melbourne and Victoria as a leading tourism and events destination.

Promote your event through their campaigns, website and publications including the Official Visitor Guide.

[Find out how](#)

South Wharf Precinct

Website

We're located in Melbourne's world-class entertainment precinct, South Wharf. Surrounded by restaurants, bars, attractions and hotels, visitors are spoilt for choice for things to see and do pre-and-post-event.

Each month the [South Wharf website](#) is updated with content on upcoming events at MCEC, drawn directly from our website – another great reason to list your event at mcec.com.au

City Of Melbourne

Business Event Sponsorship

The City of Melbourne Business Event Sponsorship Program provides funding to support businesses hosting conferences, conventions, exhibitions and other business events.

[Learn more](#)

What's On Melbourne

Gain exposure to over 750k monthly unique visitors through City of Melbourne's [What's On Melbourne](#) channels. Get started by [listing your event](#). For additional opportunities, visit the [marketing support page](#).



Rate card

Digital channel	Format	Dimensions W x H (px)	Cost	Artwork
Website	Desktop tile	1000 x 1000	Free (\$550 value)	JPEG format
	Mobile tile	500 x 500		Your Event Planner will send a link to a unique form once your event is confirmed to list your event.
	Banner	1440 x 416		
Facebook	Square image	1080 x 1080	Free (\$2,990 value)	Caption up to 8,000 characters Images to be supplied as JPEG. Video supplied as 10" - 15" MP4.
Instagram Stories	Up to 59 seconds	1080 x 1920	Up to two free posts and one story across Facebook and Instagram. Content is subject to schedule availability and aligning with MCEC's content strategy. Fees may apply for additional posts or sponsored content.	To submit content for consideration email assets to marketing@mcec.com.au
E-Newsletter	Banner	1320 x 740	Free (\$650 value)	JPEG format
	Thumbnail	528 x 528		To submit content for consideration, email artwork and up to 100 words for consideration to marketing@mcec.com.au Artwork and copy must be submitted at least one month prior to event date. Inclusion is at editor's discretion.
Digital signage	Portrait	1080 x 1920	Free (\$6,000 value)	JPEG format
	Landscape	1920 x 1080 1920 x 540 1080 x 400		2-4 weeks, subject to availability. Email marketing@mcec.com.au at least one month prior to event date to submit content.

Printed signage	Format	Dimensions W x H (mm)	Cost	Artwork
Clarendon Street External Glass Façade	Individual panels	3000 x 1120	\$15,000 + GST for 14 panels or \$18,000 + GST for 21 panels per month Includes space hire, printing, installation and removal.	Template to be supplied. Final artwork to be provided as a .eps file.
	14 x panels	6000 x 7840		Artwork to be sent to Event Planner at least one month prior to installation date.
	21 x panels	9000 x 7840		
Exhibition Centre Car Park Entry Banner	Vinyl banner	12460 x 3150 (visual) 12960 x 3650 (overall) 250 (bleed on both sides) 300 (bleed on the bottom) no bleed at the top	\$5,000 + GST per month Includes space hire, printing, installation and removal.	Print ready PDF with crop marks. Artwork to be sent to Event Planner at least one month prior to installation date.
Plenary light box posters	Poster	951 x 1924 (overall) 831 x 1804 (visible) 711 x 1684 (safe area)	\$600 + GST per poster, per month Includes space hire, printing, installation and removal.	Print ready PDF with no crop marks. Email marketing@mcec.com.au at least one month prior to installation date to submit content.

Digital Marketing Packages

Digital channel	Format	Dimensions W x H (px)	Cost	Artwork
Featured Event Listing	Square image	1920 x 1920	\$2,250 + GST Only 2 spaces available per month	JPEG format Email marketing@mcec.com.au at least one month prior to send out date.
Pre-Event Blog	Written content	N/A	\$3,250 + GST Only 2 spaces available per month	JPEG format Email marketing@mcec.com.au at least one month prior to live date with content.
Solus E-Newsletter	Banner	1320 x 740	\$2,500 + GST Only 1 space available per month	JPEG format To submit content for consideration, email artwork and up to 100 words for consideration to marketing@mcec.com.au Artwork and copy must be submitted at least one month prior to event date. Inclusion is at editor's discretion.
	Thumbnail	528 x 528		
Social Media Boosting	Square image	1080 x 1080	Advertising budget plus 20% admin fee	JPEG format Email marketing@mcec.com.au at least one month prior to live date.
Montague Street Digital Billboard	Landscape	1792 x 576	\$10,000 + GST per month	JPEG format Email marketing@mcec.com.au at least one month prior to installation date to submit content.

Sharing content?
Make sure to tag us!



@THEMCEC



THEMCEC



@MCEC



@melbconvention
centre



@MelbConvention
ExhibitionCentre

Ready to share your event with millions of potential attendees?

Email marketing@mcec.com.au
to find out more.

