Melbourne Convention Exhibition Centre

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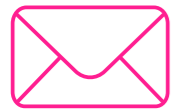
Our extensive range of marketing and promotional platforms can help you connect with over three million primed potential attendees. And the best part? Many of them won't cost you a cent.

Connecting you with event attendees
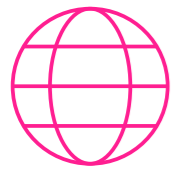
🌐 **54,505**
Average monthly website users

✉️ **8,605**
Email subscribers

f **40,000+**
Facebook followers

📷 **12,500+**
Instagram followers

📍 **50,000**
Average visitors per week*

in **25,500+**
LinkedIn followers

Data as at March 2024.
*Based on 2019 annual traffic of 3 million.
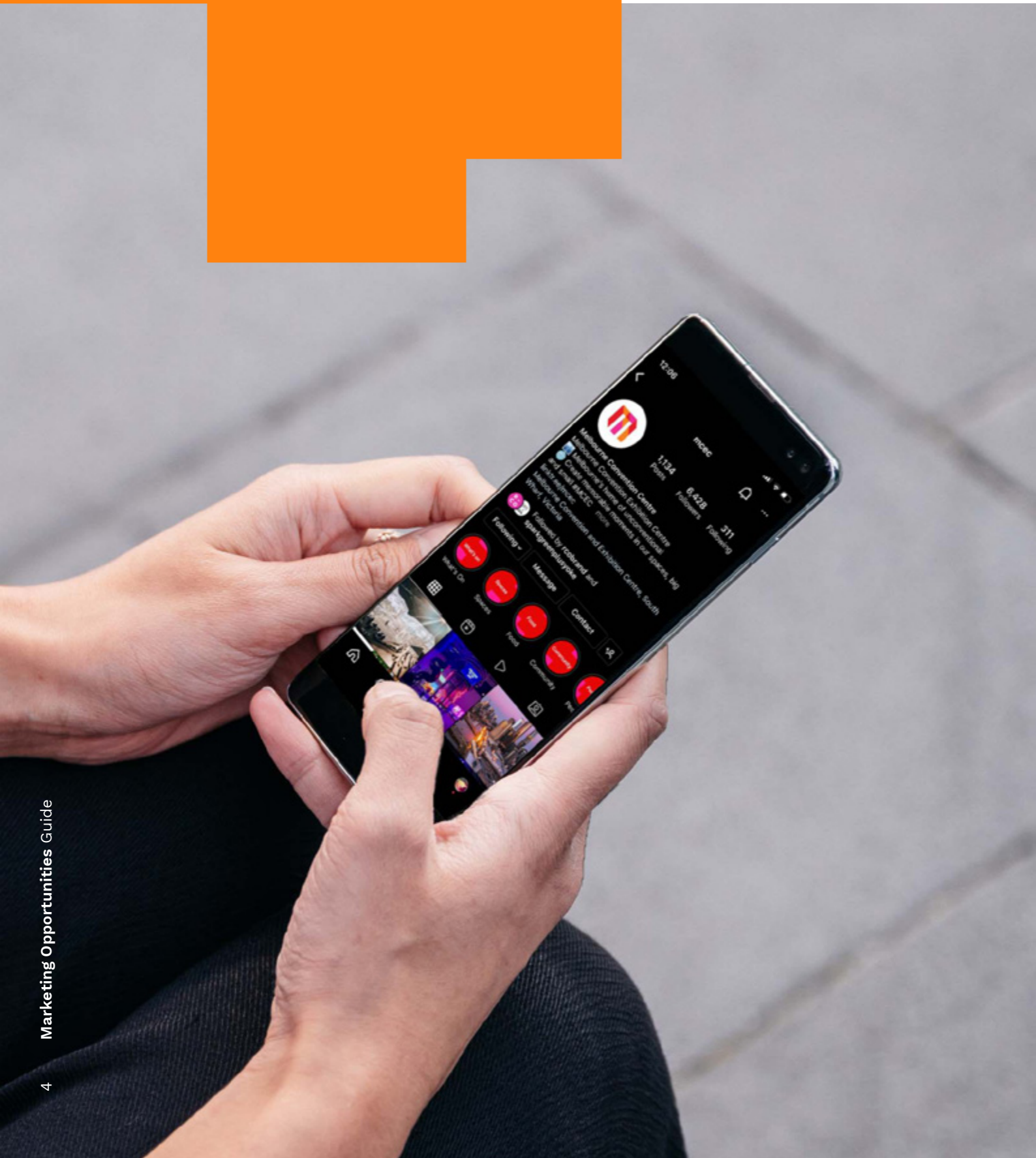
Marketing Channels

Promote your event to 54,505 average monthly users by listing it on the MCEC website.
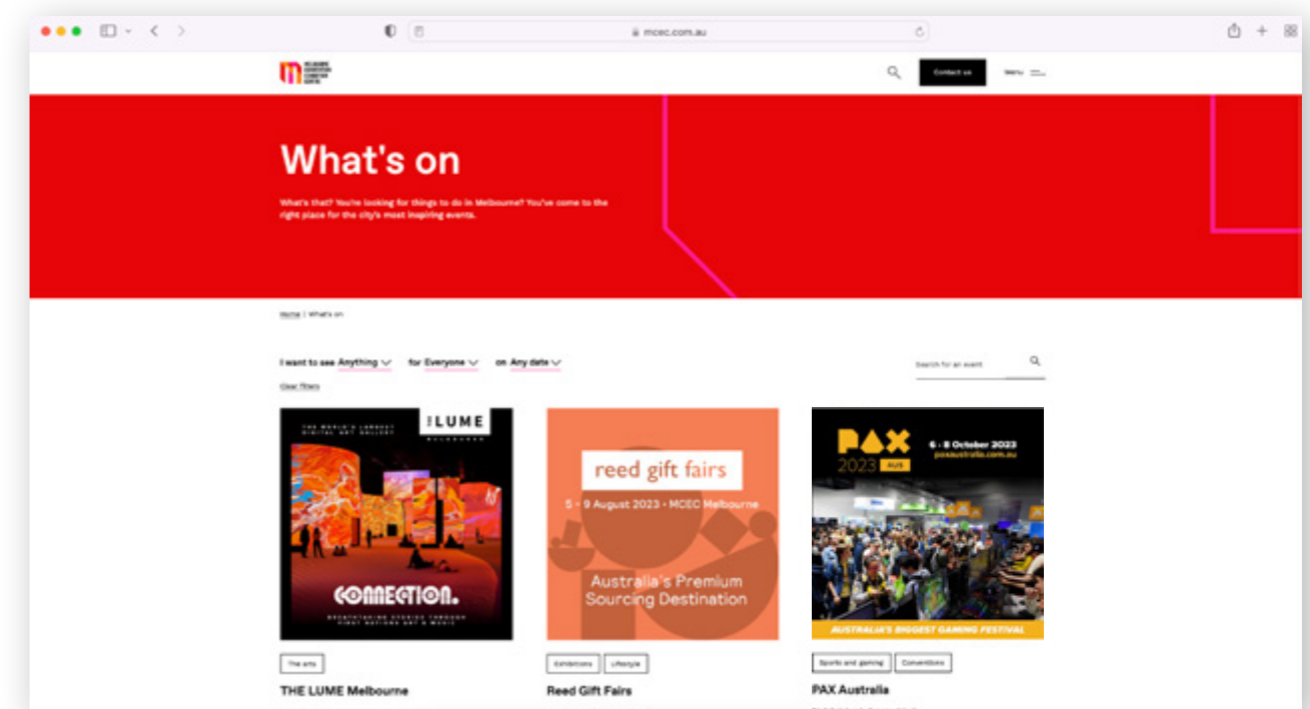
Website

Free ($500 value)

You'll receive a listing on our What's On page along with an event landing page which includes your event description, images, video, ticketing information and booking link.

Your Event Planner will provide you with a link to a unique form once your event is confirmed so that you can list your event.

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 ($550 value)

Events featured in our newsletter are categorised as upcoming or just announced and include a direct link to event listings on our website.

To submit content for consideration email up to 100 words and the below artwork to marketing@mcec.com.au Inclusion is at editor's discretion.

Your event could reach over 8,605 subscribers through inclusion in our monthly What's On e-newsletter.

Artwork specifications

	Width (px)	Height (px)
Banner	1128	528
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.

Social Media

Free ($500 value)

Our social media channels reach a combined audience of 78,000 followers across platforms including Facebook, Instagram and LinkedIn.

Content can be supplied for consideration with up to two free posts and one story across a mix of platforms. 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 the below assets and any handles you wish to be tagged in to marketing@mcec.com.au

Artwork specifications

	Format	Dimensions W x H (px)	Caption
Facebook	Square image	1080 x 1080	Up to 8,000 characters
Instagram (Video)	Vertical video (3 to 60 seconds)	1080 x 1350 (4:5)	Up to 2,200 characters
	Square video (3 to 60 seconds)	1080 x 1080 (1:1)	
Instagram (Reels & Stories)	Up to 59 seconds	1080 x 1920	
LinkedIn	Blog post cover	1200 x 627	Up to 1,300 characters
	Sponsored content	1080 x 1080	
	Carousel sizing	1080 x 1080	

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

Digital Signage

Free ($6,000 value)

With over two million visitors to our venue each year, our onsite signage is a great way to promote your event. Promotion on the digital signage is offered for 2–4 weeks, subject to availability. Email marketing@mcec.com.au to submit your content.

Event planner's tip

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

Artwork specifications

Orientation	Width (px)	Height (px)
Portrait	1080	1920
Landscape	1920	1080
	1920	540
	1080	400

Artwork to be supplied in JPEG format.

Montague Street Digital Signage

$18,000 + GST per month

Providing exposure to 53,000+ motorists per day on average, this prominent site is positioned at the entrance to the South Wharf precinct. It can be viewed by multiple lanes of traffic driving southbound towards South Melbourne and the West Gate Fwy. Please note artwork will be on rotation with other advertisers. Subject to availability and artwork guidelines apply.
Email marketing@mcec.com.au to submit your content.

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.

Your brand here

Clarendon Street
External Glass Façade

$22,200 + GST per month

In prime position at the main entry to the Exhibition Centre, this prized location provides exposure to visitors on arrival to MCEC and the South Wharf precinct, as well as road and public transport users.

Artwork specifications

	Width (mm)	Height (mm)
Self-adhesive vinyl (28 x panels)	12000	7900
Individual panels	3000	1100

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

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

$10,200 + GST per month

This highly valued location at the main entry to the Exhibition Centre Car Park provides exposure to car park users as well as road and public transport users on Normanby Road.

Artwork specifications

	Width (mm)	Height (mm)
Visual	12,660	3,350
Overall	12,960	3,650
Bleed	300	

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 poster light boxes

$600 + GST per poster, per month

Located outside the Convention Centre, our poster light boxes are used exclusively to promote concerts and ticketed events held within Plenary.

We have four poster light boxes available and each can be booked for a four-week period, subject to availability.

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.
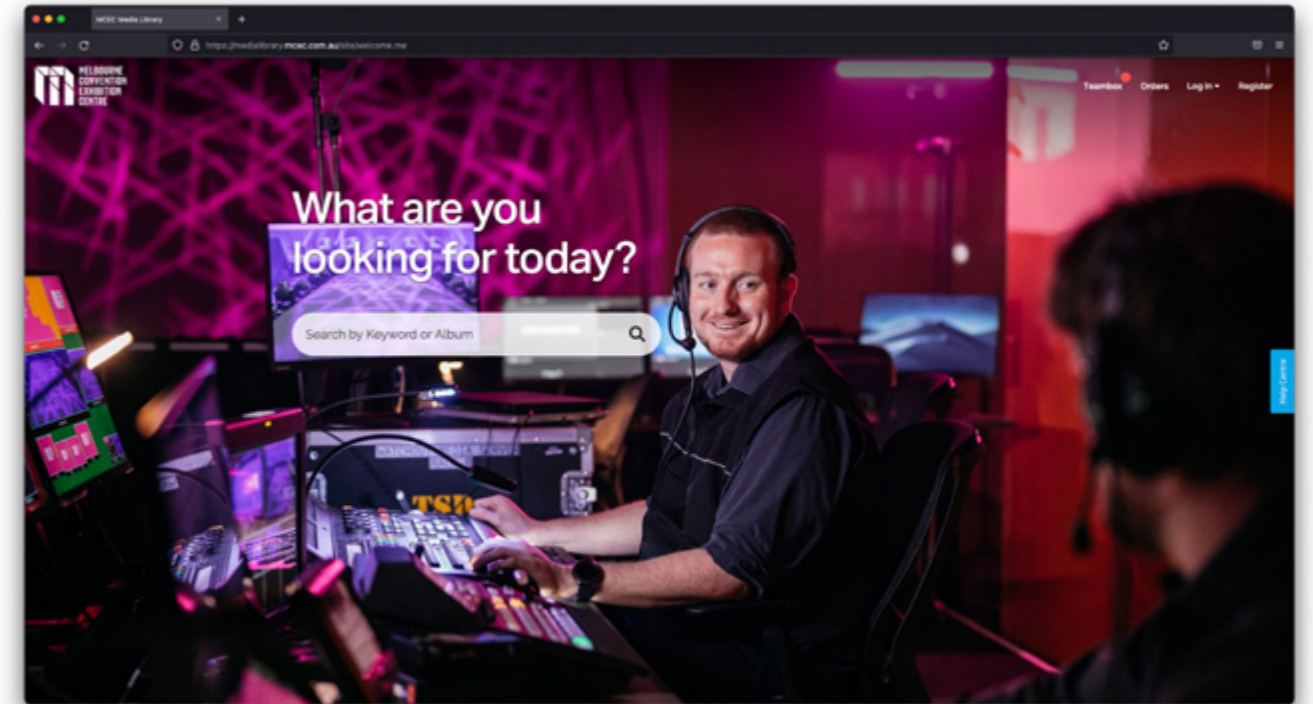
Media Library

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 business or event on the ATDW to be automatically connected to a range of popular travel and event websites.

Create your listing

Visit Victoria

Visit Victoria undertakes a wide range of marketing communication 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. Visit corporate.visitvictoria.com for more.

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!

10% Discount on South Wharf Dining

Our precinct partners - including MCEC's onsite restaurants and cafes - offer a 10% discount on dining to event attendees upon presentation of their event ticket or lanyard on event day.

Visit mcec.com.au for participating outlets.

City Of Melbourne

Business Event Sponsorship

The 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 360,000 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 ($500 value)	JPEG format Your Event Planner will send a link to a unique form once your event is confirmed to list your event.
	Mobile tile	500 x 500		
	Banner	1440 x 416		
E-Newsletter	Banner	1128 x 528	Free ($550 value)	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		
Digital signage	Portrait	1080 x 1920	Free ($6,000 value) 2–4 weeks, subject to availability.	JPEG format Email marketing@mcec.com.au at least one month prior to event date to submit content.
	Landscape	1920 x 1080 1920 x 540 1080 x 400		
Montague Street Digital Signage	Landscape	1792 x 576	$18,000 + GST per month	JPEG format Email marketing@mcec.com.au at least one month prior to installation date to submit content.

Digital channel	Format	Dimensions W x H (px)	Caption	Cost	Artwork
Facebook	Square image	1080 x 1080	Up to 8,000 characters	Free ($500 value) Up to two free posts and one story across a mix of platforms. Content is subject to schedule availability and aligning with MCEC's content strategy. Fees may apply for additional posts or sponsored content.	Images to be supplied as JPEG. Video supplied as 10" - 15" MP4. To submit content for consideration email assets to marketing@mcec.com.au
Instagram (Video)	Vertical video (3 to 60 seconds)	1080 x 1350 (4:5)	Up to 2,200 characters		
	Square video (3 to 60 seconds)	1080 x 1080 (1:1)			
Instagram (Reels & Stories)	Up to 59 seconds	1080 x 1920			
LinkedIn	Blog post cover	1200 x 627	Up to 1,300 characters		
	Sponsored content	1080 x 1080			
	Carousel sizing	1080 x 1080			

Printed signage	Format	Dimensions W x H (mm)	Cost	Artwork
Clarendon Street External Glass Façade	Self-adhesive vinyl (28 x panels)	12000 x 7900	$22,200 + GST per month Includes space hire, printing, installation and removal.	Template to be supplied. Final artwork to be provided as a .eps file. Artwork to be sent to Event Planner at least one month prior to installation date.
	Individual panels	3000 x 1100		
Exhibition Centre Car Park Entry	Vinyl banner	12660 x 3350 (visual) 12960 x 3650 (overall) 150 (bleed top and sides) 300 (bleed at base)	$10,200 + 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 poster light boxes	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.

Sharing content?
Make sure to tag us!

@THEMCEC   THEMCEC   @MCEC   @melbconvention centre   @MelbConvention ExhibitionCentre

Ready to share your event with millions of potential attendees?

Chat with your Event Planner today or email marketing@mcec.com.au to find out more about how we can help.