



# 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

[MCEC  
Homepage](#)

**28.9K**  
Monthly views

[MCEC  
What's On  
Page](#)

**25K**  
Monthly views

Visitor EDM

**8.3K**  
Subscribers

Social Media

**98K**  
Followers

Digital Signage

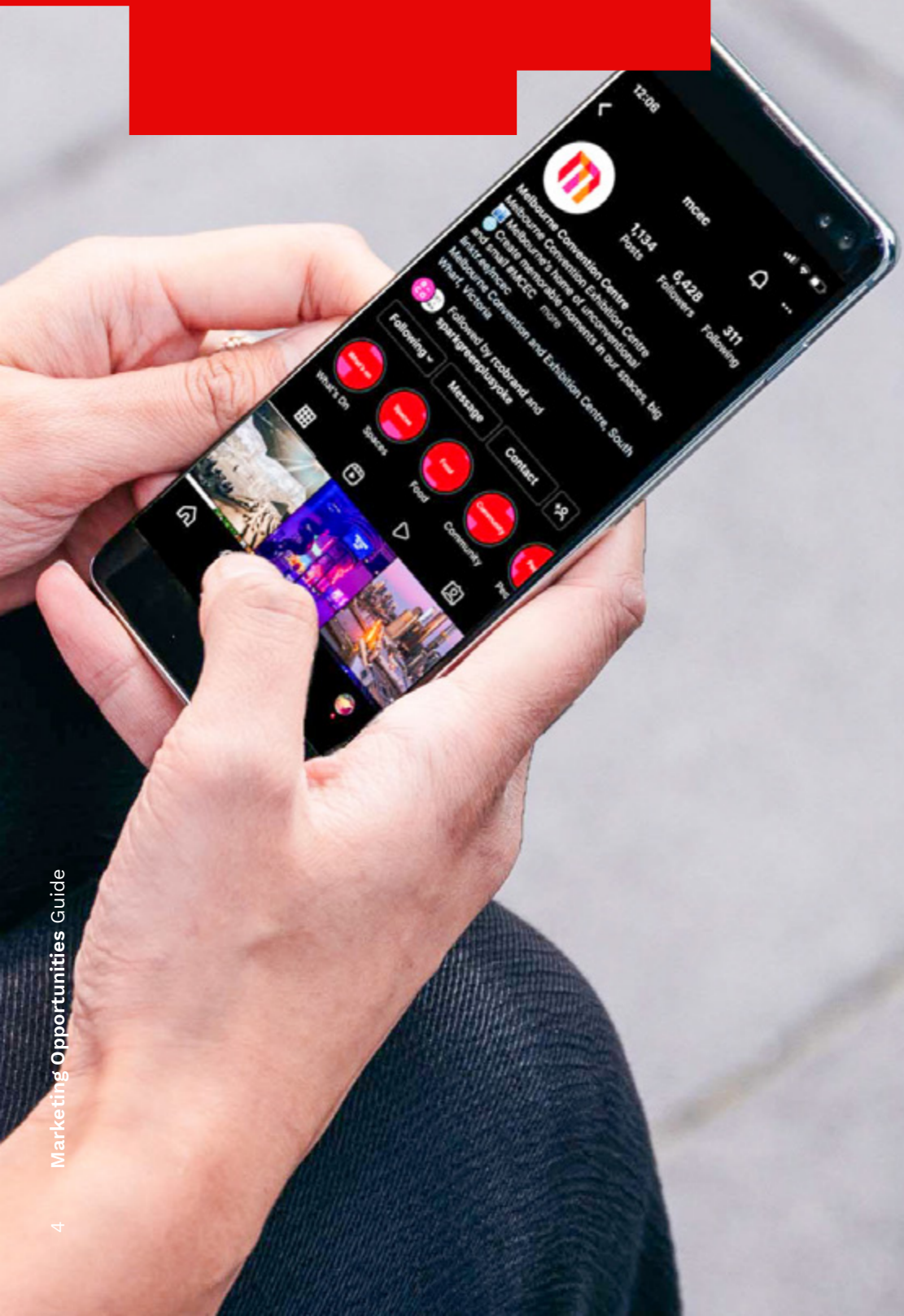
**217k**  
Monthly visitors



**2.6 Million**  
Annual venue visitors



# Free Marketing Services



We'll help you stand out  
- no strings attached.

List your event on our high-traffic website, reach thousands through our e-newsletter, and get buzz-worthy features across our social media channels. These complimentary services are designed to connect you with curious minds and engaged attendees - all at no extra cost.

Included with your event:

**Website**

**E-Newsletter**

**Social Media**

**Digital Signage**

## 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

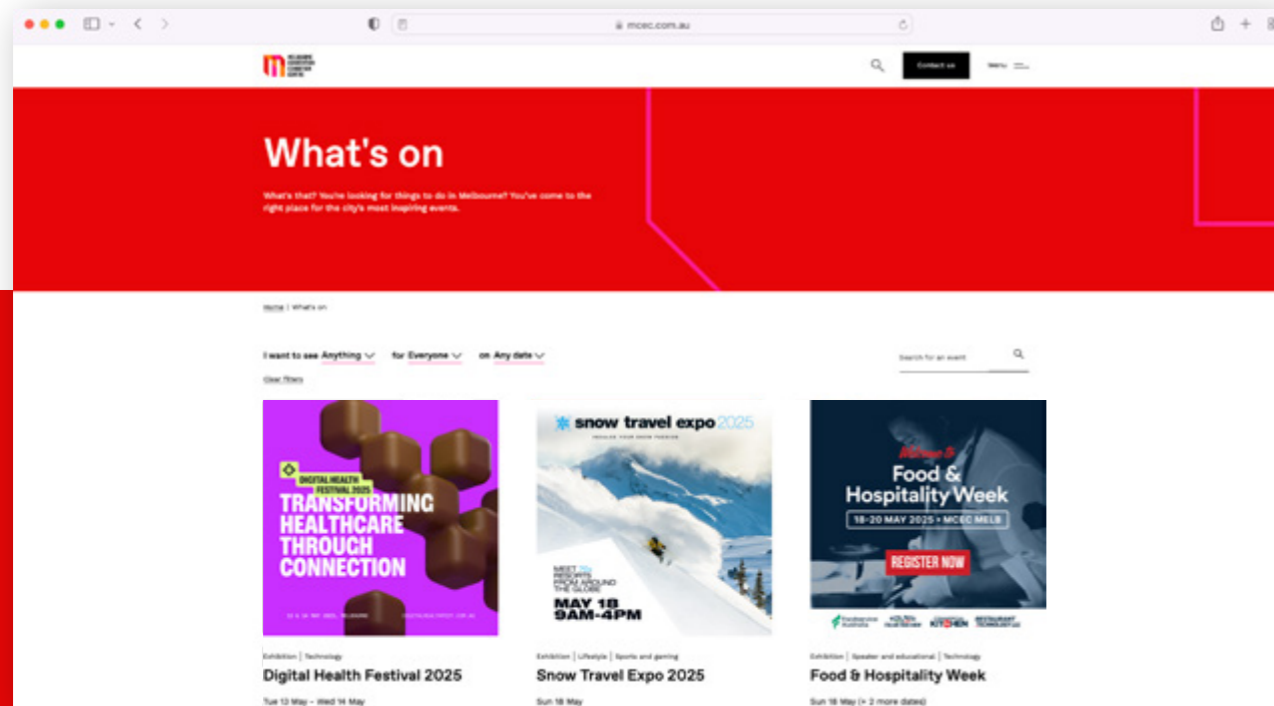
Once your event has been confirmed, your allocated Event Planner will provide you with a link to submit your event listing and to opt into additional marketing opportunities.

### Artwork specifications

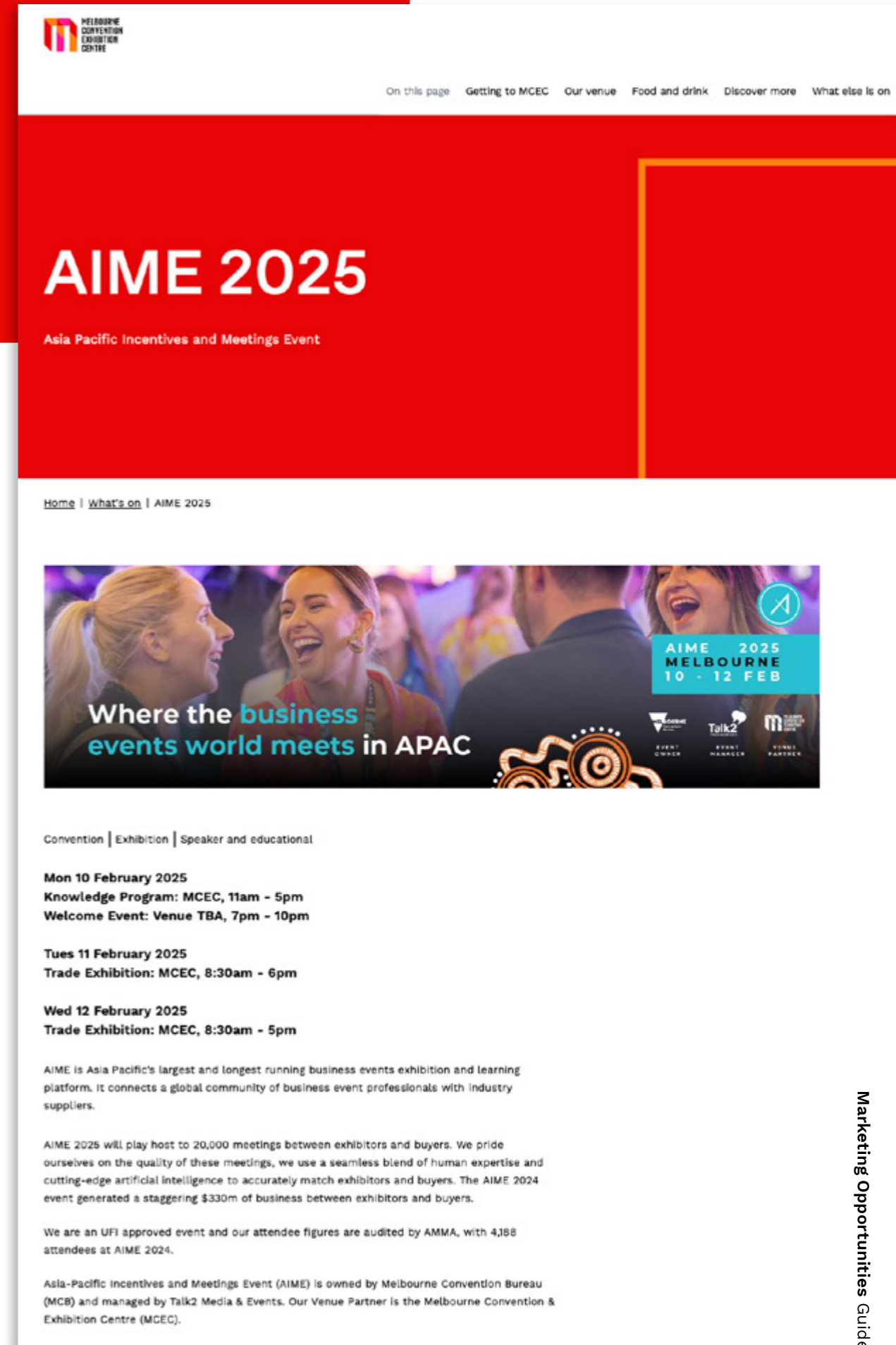
	Width (px)	Height (px)
Desktop tile	1000	1000
Mobile tile	500	500
Banner	1440	416

Artwork to be supplied in JPEG format.

Promote your event to 28.9K average monthly visitors by listing it on the MCEC website.



Website What's On Page



Website What's On Event Page





E-Newsletter

## E-Newsletter

Free (Valued at \$650 per feature)

Includes:

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

Simply list your event on the MCEC website.

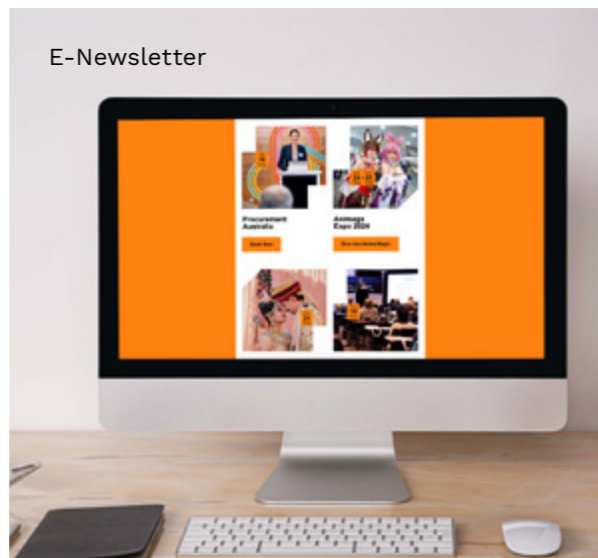
### Artwork specifications

	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 8.3K subscribers through inclusion in our monthly What's On e-newsletter.



E-Newsletter

## Social Media

Free (Valued at \$2,990)

Create excitement pre-event with our social media channels reaching a combined visitor audience of 60k followers across Facebook and Instagram.

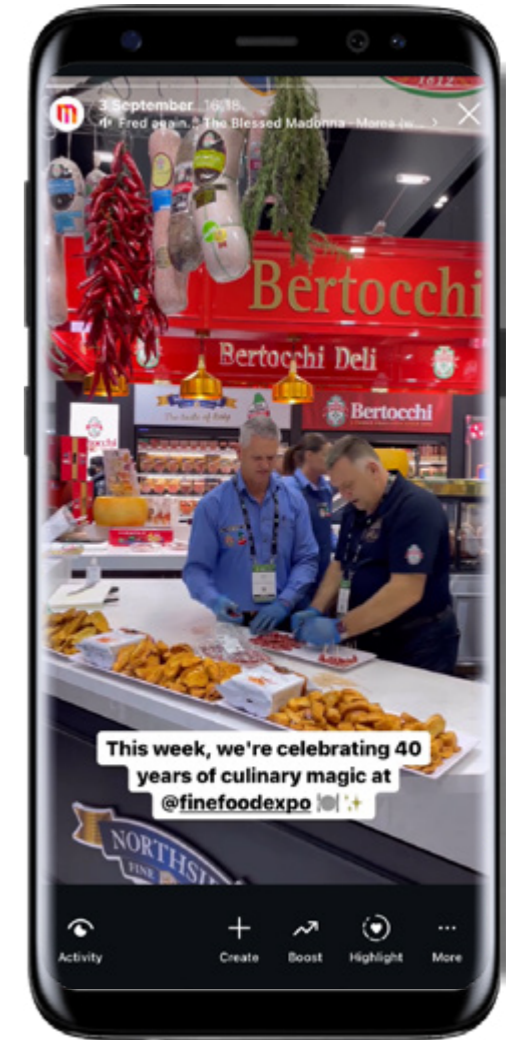
Includes:

- 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](mailto:marketing@mcec.com.au) and confirm if we can access your event on the day for content.



Social Media

### 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](mailto:marketing@mcec.com.au).

**Event planner's tip**

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

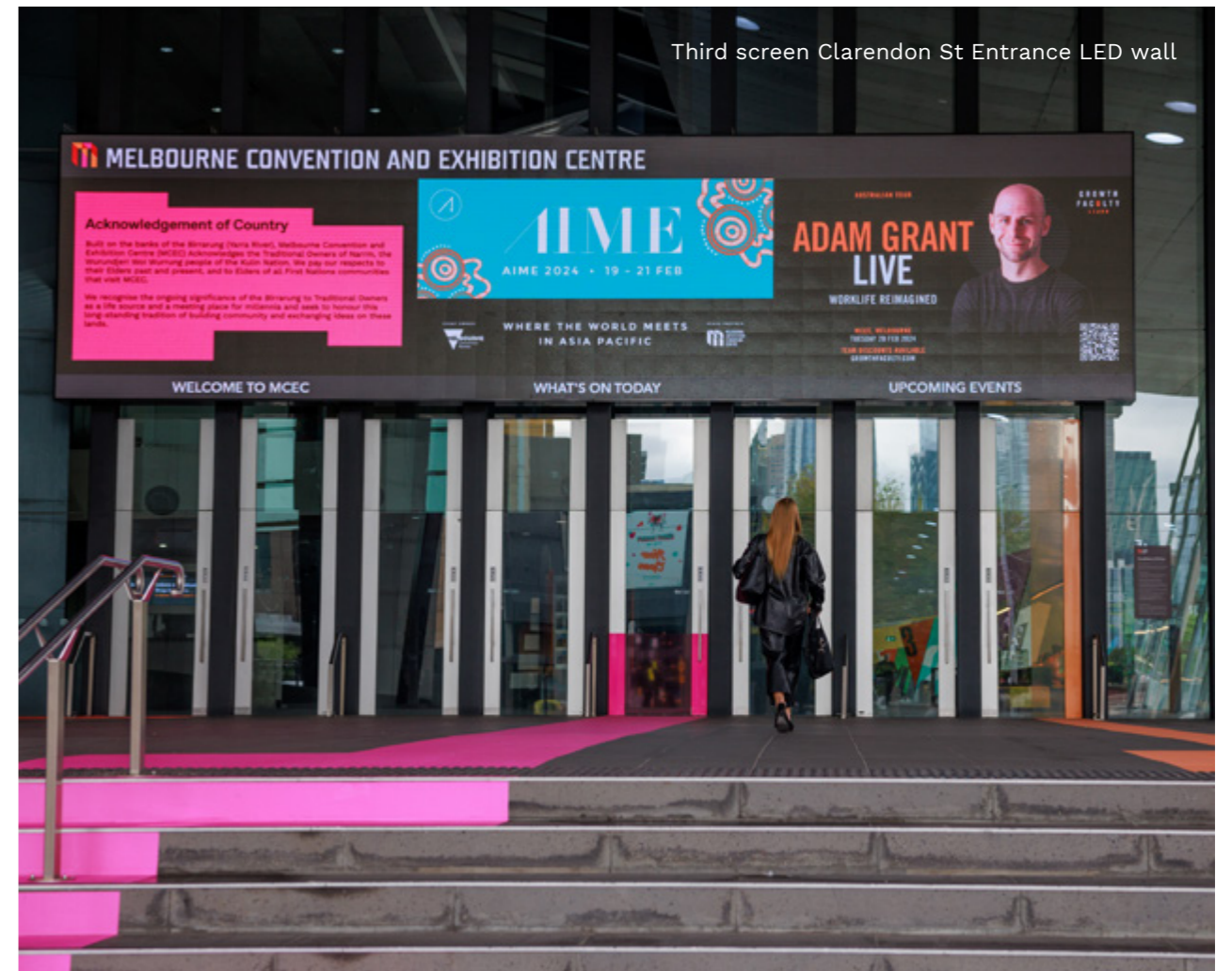
### Artwork specifications

Orientation	Width (px)	Height (px)	Signage Opportunities
Portrait	1080	1920	Totems, interactive kiosks
Landscape	1920	1080	<b>Third screen</b> Clarendon St Entrance LED wall, Convention Centre Pl Entrance LED wall
	1920	540	Wayfinding <i>(please see highlighted area below in red)</i>
	1080	400	<b>Half screen</b> Clarendon St Entrance LED wall, Convention Centre Pl Entrance LED wall

Artwork to be supplied in JPEG format.



Half screen Convention Centre Pl Entrance LED wall



Third screen Clarendon St Entrance LED wall



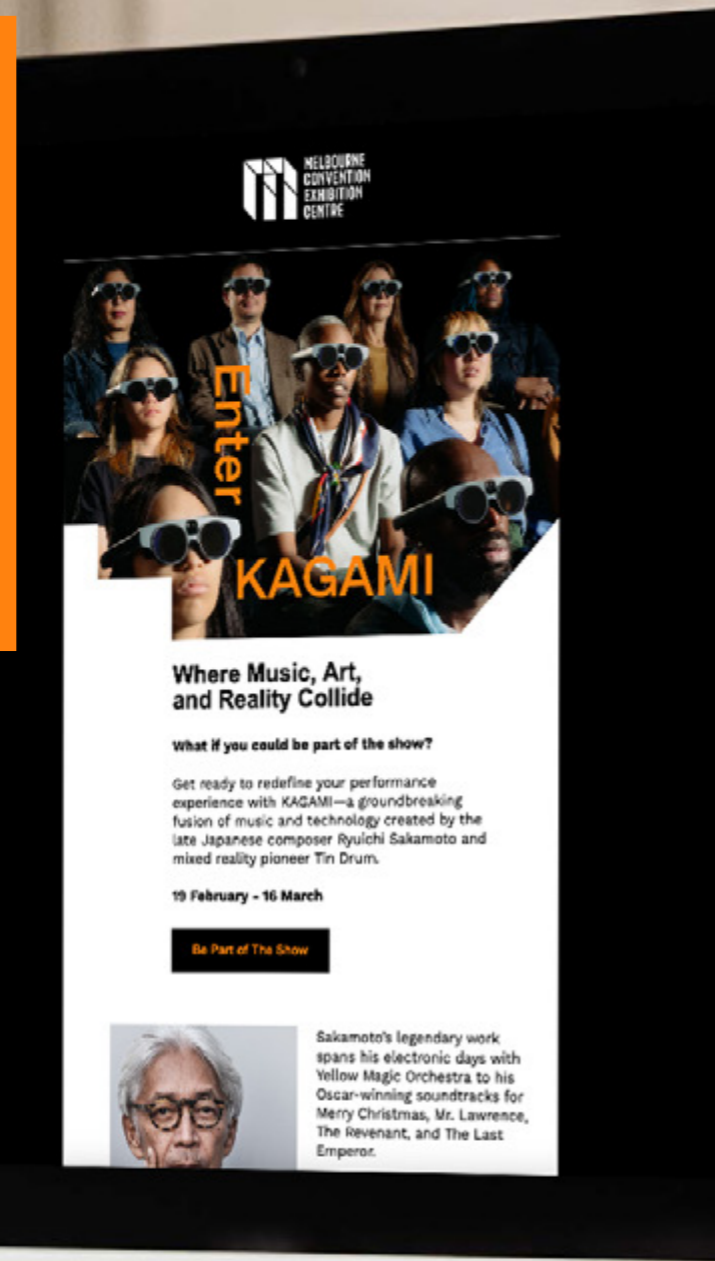
Wayfinding



Totems



# Digital Marketing Packages



Want to go bigger? Our paid digital marketing packages are built to take your event to the next level.

Here's where we step it up: our content team goes beyond the basics, creating editorial-style features that bring your event to life. Whether it's exclusive e-newsletter spots, boosted social campaigns, or standout website placements, these options give your event the VIP treatment and maximum visibility.

Available Packages:

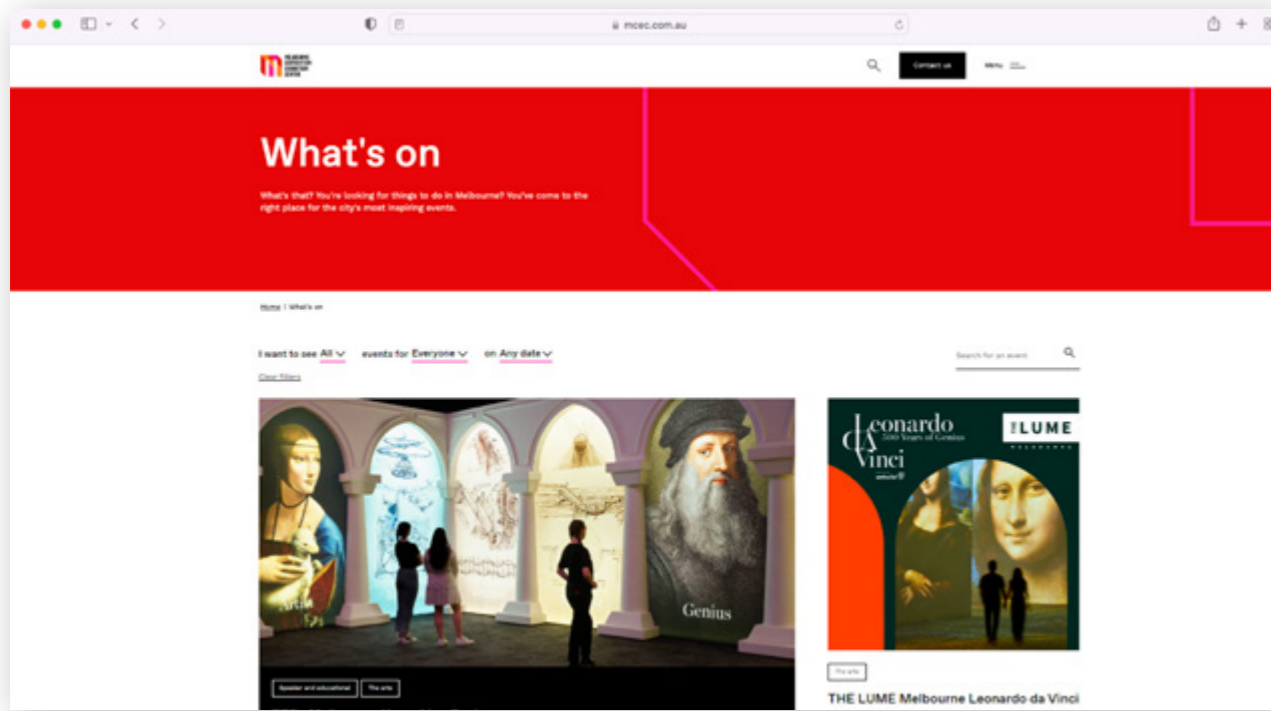
**Featured Event Listing**

**Solus E-Newsletter**

**Pre-Event Blog**

**Social Media Boosting**





Featured Event Listing

## Package 1

### 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.

## Package 2

### 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.



Solus E-Newsletter

## Package 3

### 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.

## Package 4

### Social Media Boosting

Advertising budget plus 20% admin fee

Includes:

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



Pre-Event Blog

**Let's Make It Happen!**  
**Complete Our Digital Marketing Packages Form**



# Out of Home Advertising



Looking to amplify your event with bold, high-impact visibility? Explore a variety of paid signage opportunities at MCEC to captivate audiences in bustling, high-traffic areas. Whether it's digital billboards or printed banners, our options offer premium exposure to millions of motorists, tram commuters, and pedestrians each month.

## Signage Opportunities:

**Montague Street Digital Billboard**

**Clarendon Street Glass Façade**

**Exhibition Centre Car Park Banner**

**Plenary Theatre Light Box Posters**



## Digital Signage

Make a bold impression with digital signage at Montague Street - where high traffic meets high impact.

### 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 Glass Façade

**\$21,000 + GST 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.

#### Artwork specifications

	Width (mm)	Height (mm)
Individual panels	3000	1120
Self-adhesive vinyl (28 x panels)	12000	7900

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.

Montague Street Digital Billboard



Clarendon Street Glass Façade







Exhibition Centre Car Park Banner

### Exhibition Centre Car Park 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 Theatre 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.



Plenary Theatre Light Box Posters



# Destination marketing and support



## 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!

## 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](#).

## 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](#)

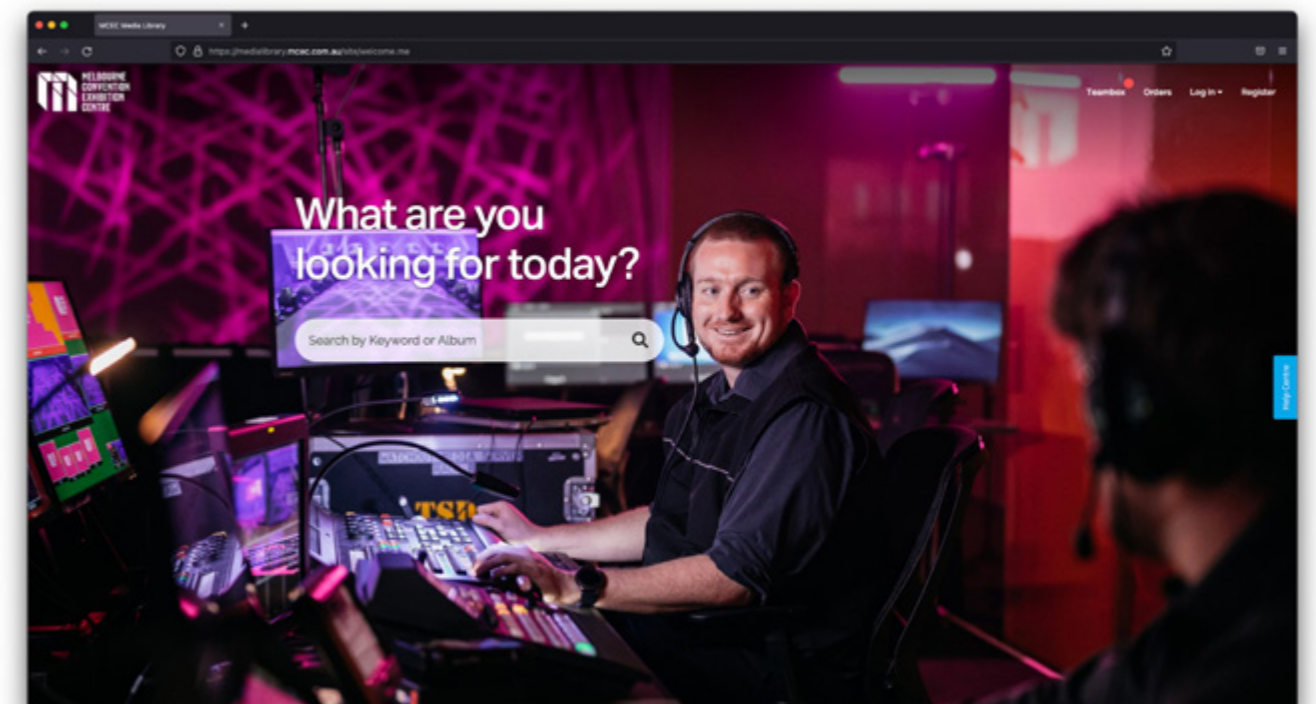
## City Of Melbourne

### 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](#)

Media Library





# Rates, formats and specifications

## Free Marketing Services

Digital channel	Format	Dimensions W x H (px)	Cost	Artwork
Website	Desktop tile	1000 x 1000	<b>Free</b> (\$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	<b>Free</b> (\$2,990 value) 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.	Caption up to 8,000 characters Images to be supplied as JPEG. Video supplied as 10" - 15" MP4. To submit content for consideration email assets to <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a>
Instagram Stories	Up to 59 seconds	1080 x 1920		
E-Newsletter	Banner	1320 x 740	<b>Free</b> (\$650 value)	JPEG format
	Thumbnail	528 x 528		To submit content for consideration, email artwork and up to 100 words for consideration to <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> 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	<b>Free</b> (\$6,000 value)	JPEG format
	Landscape	1920 x 1080 1920 x 540 1080 x 400		2-4 weeks, subject to availability. Email <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> at least one month prior to event date to submit content.

## Digital Marketing Packages

Digital channel	Format	Dimensions W x H (px)	Cost	Artwork
<b>Package 1</b> Featured Event Listing	Square image	1920 x 1920	<b>\$2,250 + GST</b> Only 2 spaces available per month	JPEG format Email <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> at least one month prior to send out date.
<b>Package 2</b> Solus E-Newsletter	Banner	1320 x 740	<b>\$2,500 + GST</b> Only 1 space available per month	JPEG format To submit content for consideration, email artwork and up to 100 words for consideration to <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> Artwork and copy must be submitted at least one month prior to event date. Inclusion is at editor's discretion.
	Thumbnail	528 x 528		
<b>Package 3</b> Pre-Event Blog	Written content	N/A	<b>\$3,250 + GST</b> Only 2 spaces available per month	JPEG format Email <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> at least one month prior to live date with content.
<b>Package 4</b> Social Media Boosting	Square image	1080 x 1080	<b>Advertising budget plus 20% admin fee</b>	JPEG format Email <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> at least one month prior to live date.



## Out of Home Advertising

Digital signage	Format	Dimensions W x H (mm)	Cost	Artwork
Montague Street Digital Billboard	Landscape	1792 x 576	<b>\$10,000 + GST per month</b>	JPEG format Email <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> at least one month prior to installation date to submit content.
Printed signage	Format	Dimensions W x H (mm)	Cost	Artwork
Clarendon Street Glass Façade	Individual panels	3000 x 1120	<b>\$21,000 + GST per month</b>	Template to be supplied. Final artwork to be provided as a .eps file.
	28 x panels	12000 x 7900	Includes space hire, printing, installation and removal.	Artwork to be sent to Event Planner at least one month prior to installation date.
Exhibition Centre Car Park 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	<b>\$5,000 + GST per month</b> 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 Theatre Light Box Posters	Poster	951 x 1924 (overall) 831 x 1804 (visible) 711 x 1684 (safe area)	<b>\$600 + GST per poster, per month</b> Includes space hire, printing, installation and removal.	Print ready PDF with no crop marks. Email <a href="mailto:marketing@mcec.com.au">marketing@mcec.com.au</a> 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?

Speak to your Event Planner or  
email [marketing@mcec.com.au](mailto:marketing@mcec.com.au)

