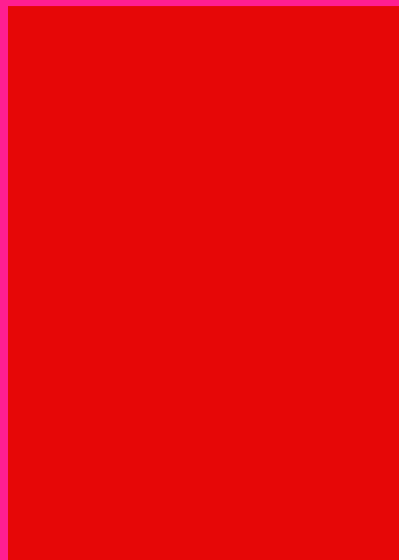


# Event Signage



Immerse, inform  
and inspire your  
audience with  
signage that makes  
a statement.

## Digital signage



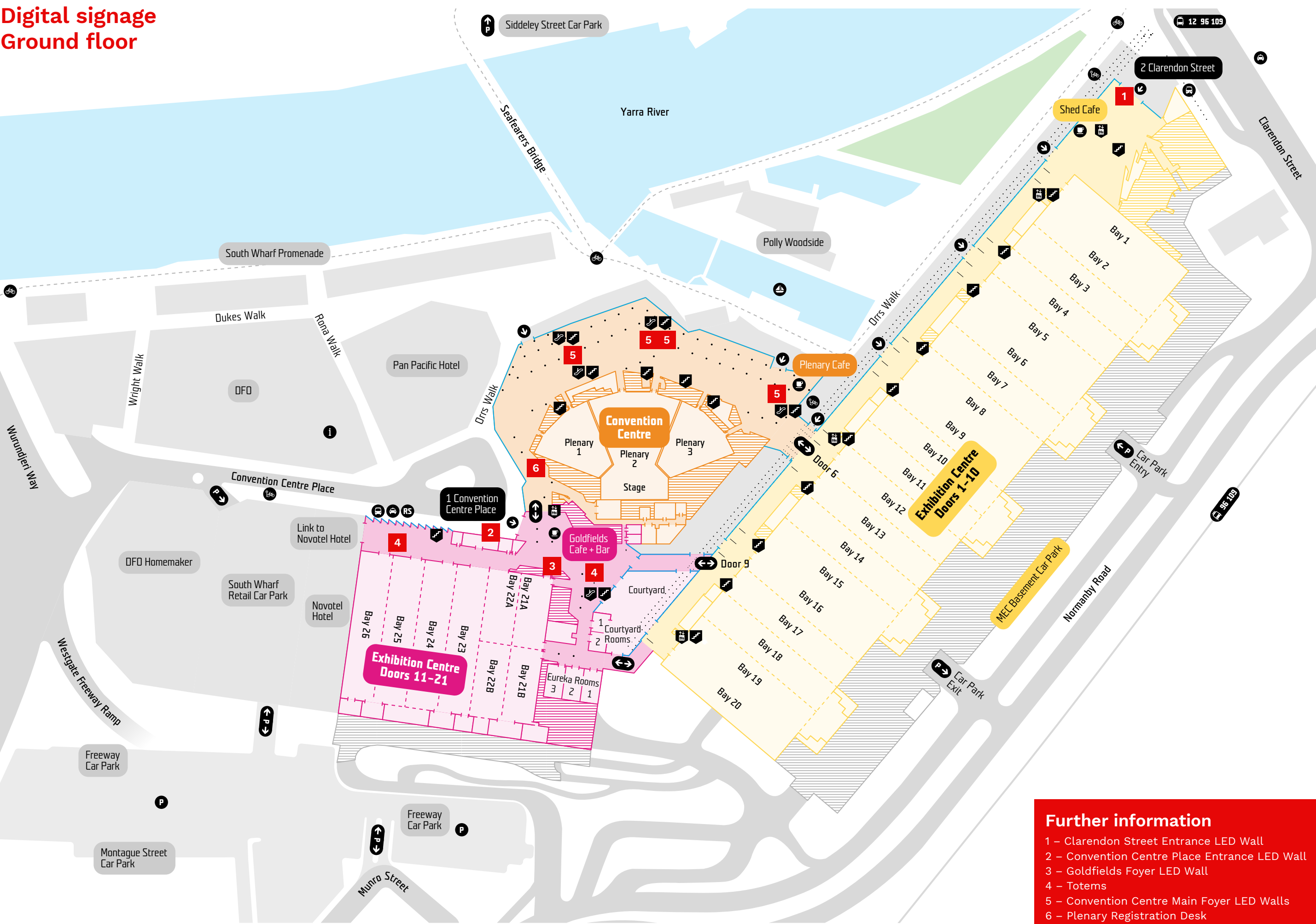
With over two million  
visitors per year our digital  
screens are a great way  
to promote your event  
to a wider audience.

Convention Centre Place Entrance LED Wall





Digital signage  
Ground floor



**Further information**

1 – Clarendon Street Entrance LED Wall

2 – Convention Centre Place Entrance LED Wall

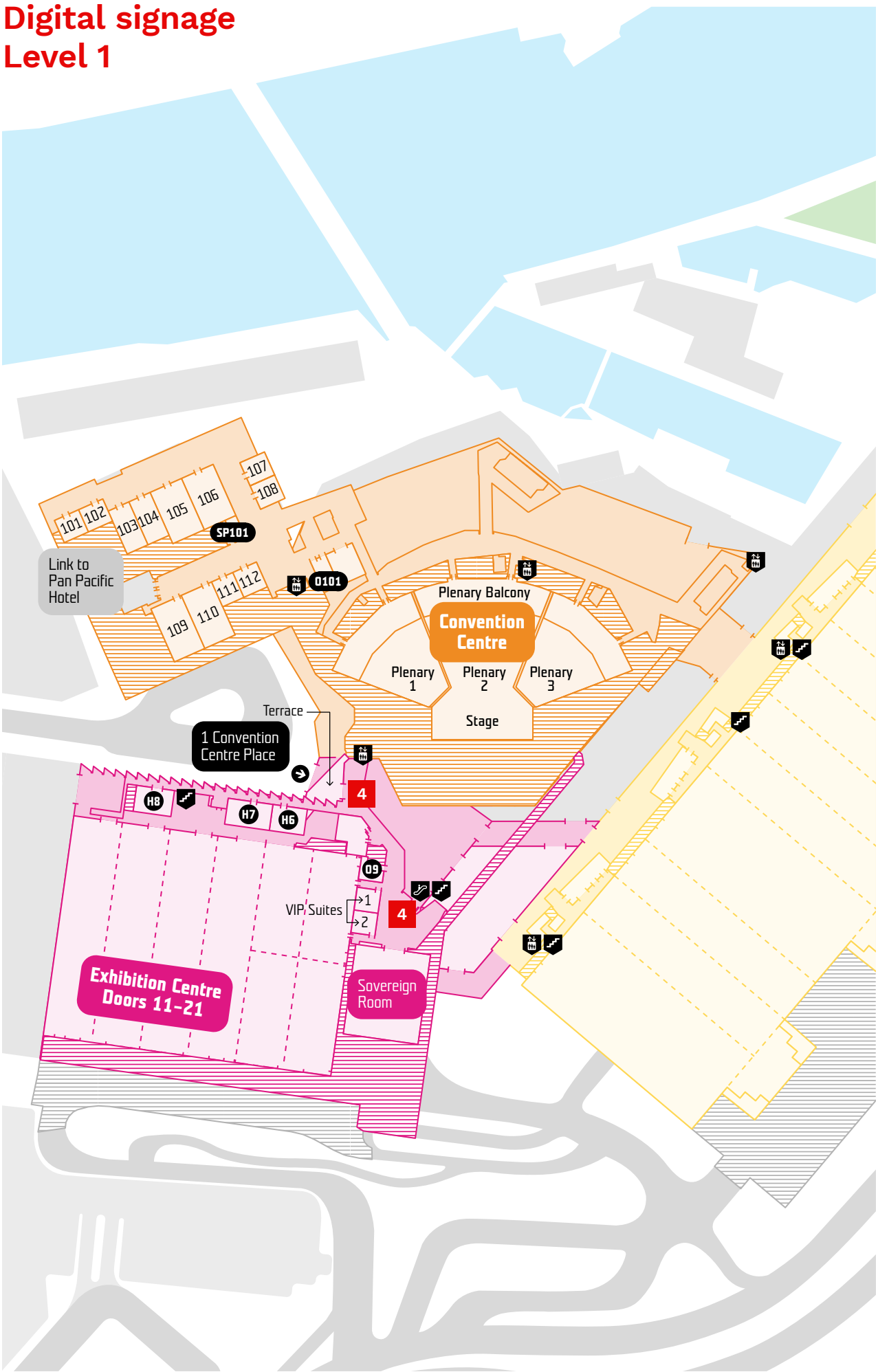
3 – Goldfields Foyer LED Wall

4 – Totems

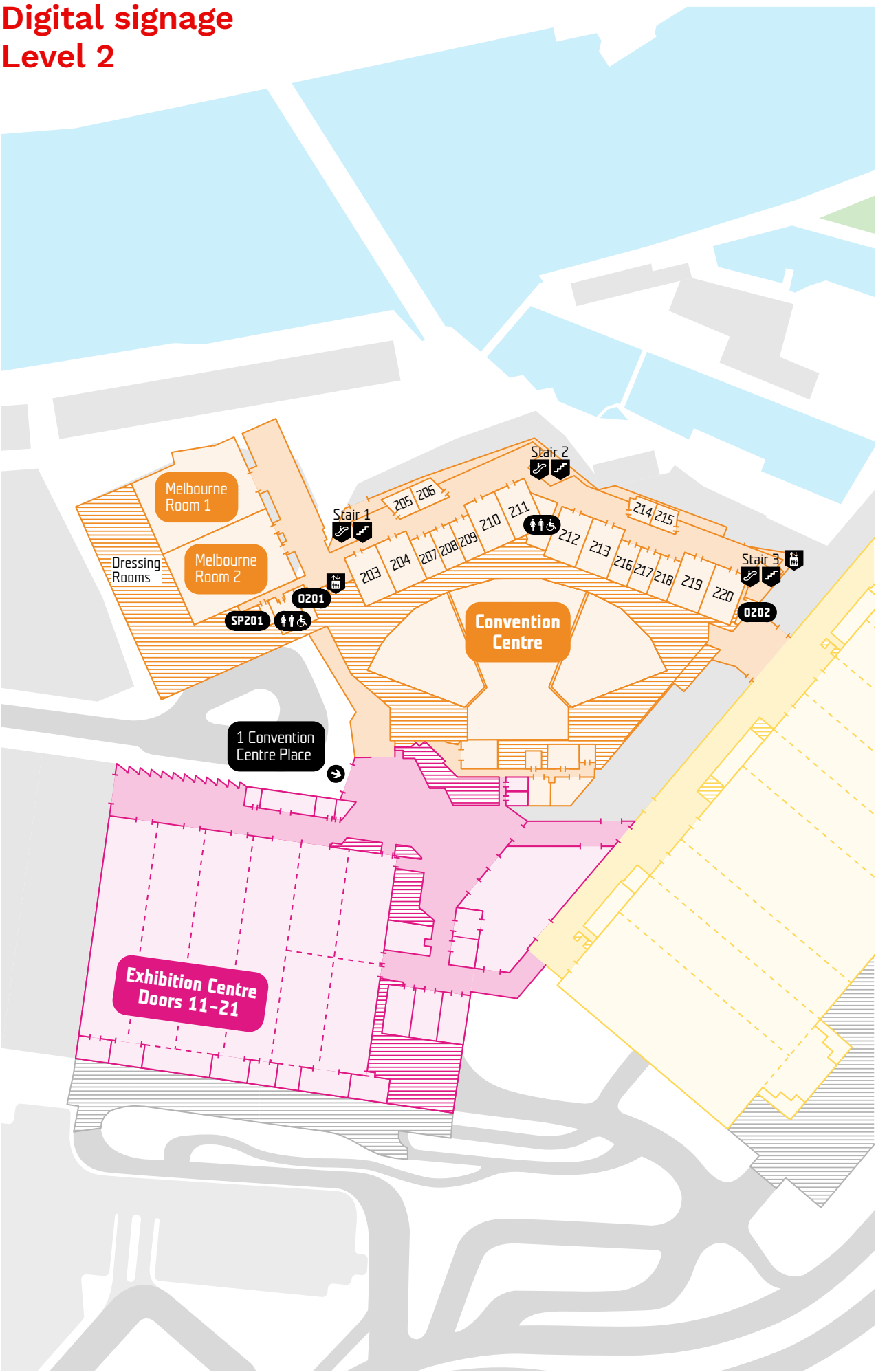
5 – Convention Centre Main Foyer LED Walls

6 – Plenary Registration Desk

Digital signage  
Level 1



Digital signage  
Level 2





# Digital signage

## Venue Wide



## Wayfinding

Dimensions W x H (mm)	1000 x 1000 logo
File Type	Jpeg
Quantity	Venue-wide

Directional signage is located throughout the venue to guide attendees to their event space. Your event name (50 characters maximum), logo and location will be displayed throughout the venue.

## Door Cards

Dimensions W x H (mm)	1000 x 1000 logo 1080 x 1920 custom content
File Type	Jpeg
Quantity	Venue-wide

Door cards are located outside all event spaces (excludes Exhibition Bays), displaying your event logo and session information. Contact your Event Planner to customise your artwork, charges apply.

## Lecterns

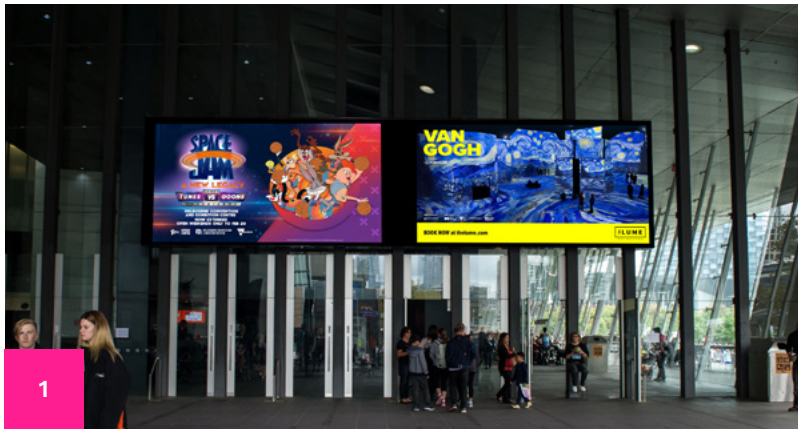
Dimensions W x H (mm)	1080 x 1920
File Type	Jpeg
Quantity	Venue-wide

Customise the front of your lectern in your event space. All lecterns across the venue include a digital screen, making it an easy and a sustainable way to display your event artwork to your attendees. Charges may apply.





## Outdoor signage



### Clarendon Street Entrance LED Wall

<b>Dimensions W x H (mm)</b>	1080 x 400 (half screen) 710 x 400 (third screen)
<b>File Type</b>	Jpeg
<b>Quantity</b>	1 site available

Your event may qualify for display from 6am to midnight on your event days (bump in/out excluded). Please note that screens display events that are Upcoming and On Today on rotation. Full screen dimensions available only with full venue bookings. Contact your Event Planner for further information.

### Artwork Guidelines

- Avoid excessive text and ensure the design is easy to digest by passers-by.
- Maximize the space, use event branding and colours to distinguish the event.
- White backgrounds are discouraged as it makes the sign very bright and harsh to look at.
- Due to VicRoads safety restrictions, video and fast moving animations are not permitted for outdoor signage.



### Convention Centre Place Entrance LED Wall

<b>Dimensions W x H (mm)</b>	1080 x 400 (half screen) 710 x 400 (third screen)
<b>File Type</b>	Jpeg
<b>Quantity</b>	1 site available

Your event may qualify for display from 6am to midnight on your event days (bump in/out excluded). Please note that screens display events that are Upcoming and On Today on rotation. Full screen dimensions available only with full venue bookings. Contact your Event Planner for further information.



Digital signage



Goldfields Foyer LED Wall

Dimensions W x H (mm)	777 x 647 (left screen) 930 x 647 (right screen) 1707 x 647 (full screen)
File Type	Jpeg
Quantity	1 site available

Left screen available with ground floor expansion bookings. Can be used as wayfinding or replaced with artwork.

Right screen available with Goldfields Theatre or based on availability.

Full screen available with whole centre bookings.

**Please note**  
A section of the right screen is permanently booked by THE LUME Melbourne, and will sit alongside artwork on this screen.



Totems

Sovereign Room Totems

Dimensions W x H (mm)	1080 x 1920
File Type	Jpeg
Quantity	3 sites available

Available with Sovereign Room or based on availability. One is located as pictured, the remaining two are located on level 1.

Exhibition Centre  
Doors 11-21 Totem

Dimensions W x H (mm)	1080 x 1920
File Type	Jpeg
Quantity	1 site available

Unavailable for bookings until 2026.



Convention Centre  
Main Foyer LED Walls

Dimensions W x H (mm)	1152 x 640
File Type	Jpeg
Quantity	4 sites available

Multiple sites available for full venue bookings.

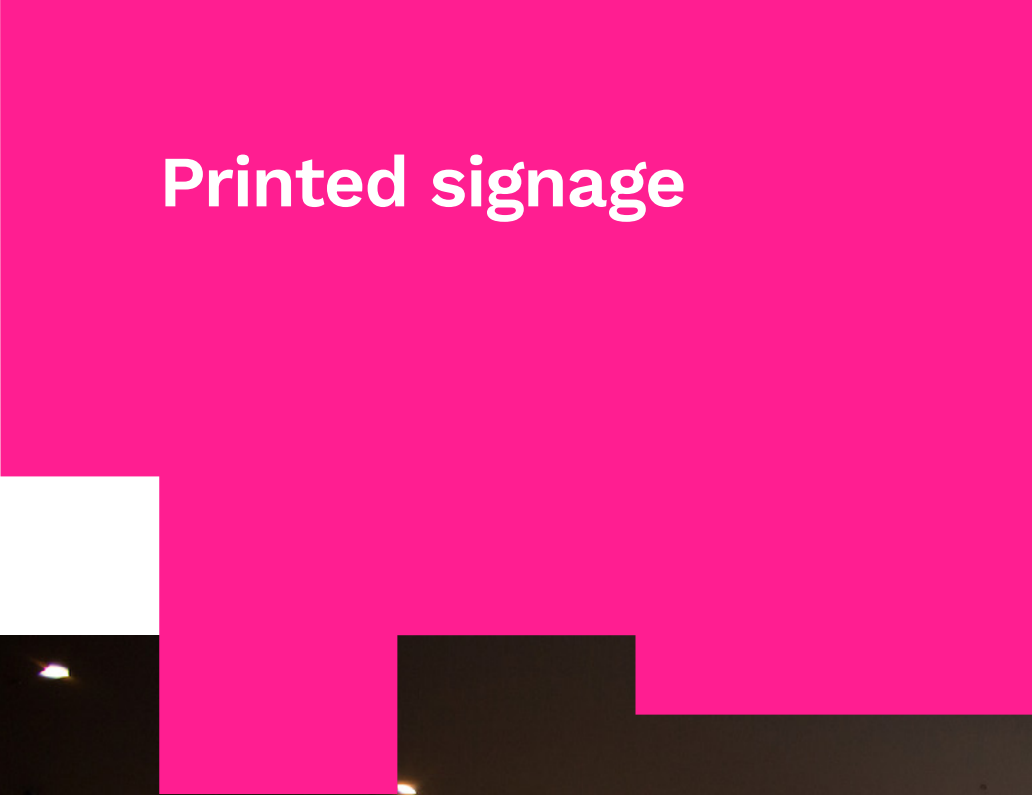


Plenary Registration Desk

Dimensions W x H (mm)	1920 x 1080 (per screen)
File Type	Jpeg
Quantity	1 site available

Only available for events in Plenary.





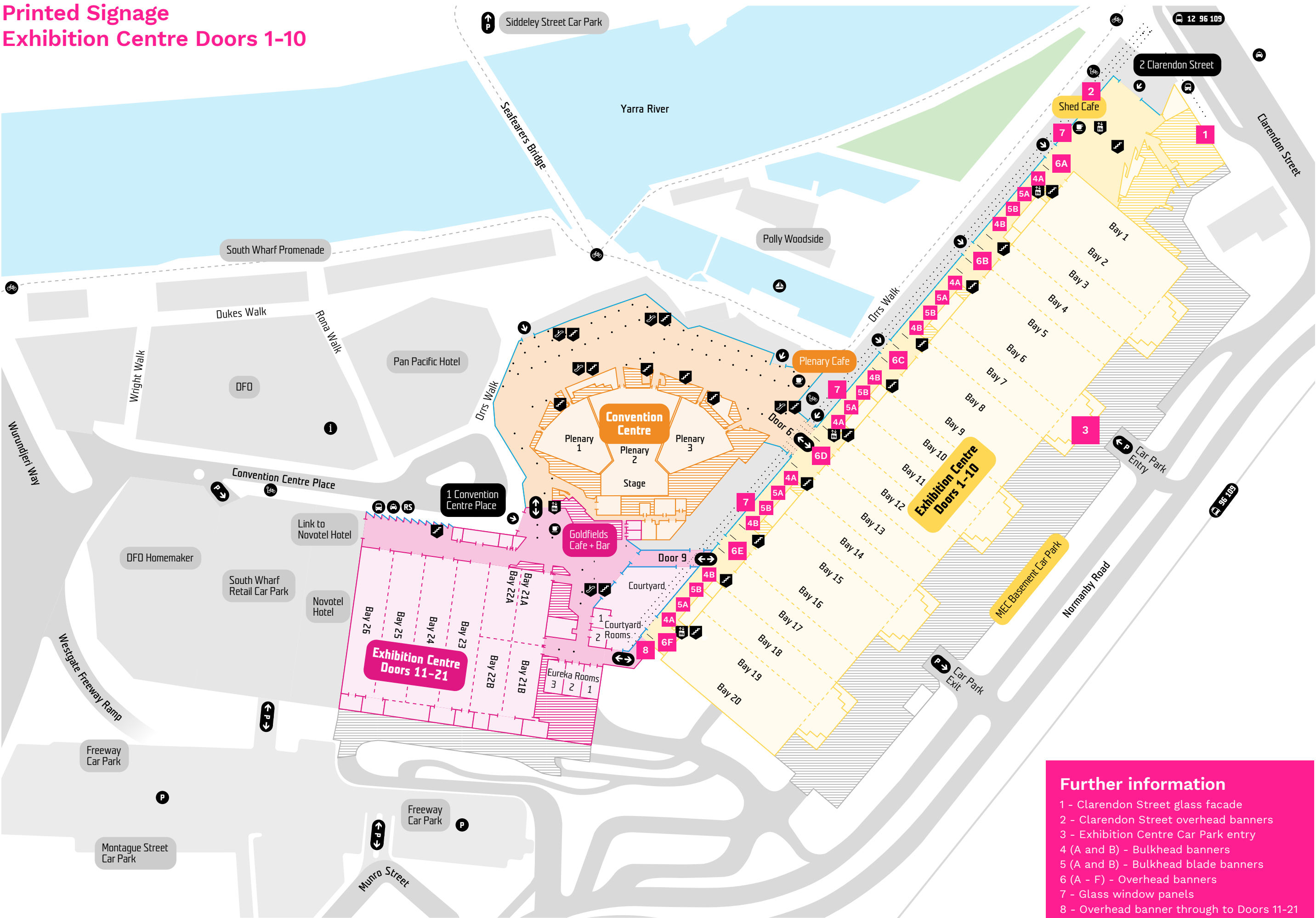
# Digital signage

## Screen Dimensions

Map location		Full Screen Resolution (px)	File Type	Content Resolution (px)	Screen Size
Exhibition Centre Doors 1 – 10					
1	Clarendon St Entrance LED Wall	1728 x 432	Jpeg	1080 x 400 (half screen) 710 x 400 (third screen)	Large
Exhibition Centre Doors 11 – 21					
2	Convention Centre Place Entrance LED Wall	2560 x 512	Jpeg	1080 x 400 (half screen) 710 x 400 (third screen)	Large
3	Goldfields Foyer LED Wall	2071 x 647	Jpeg	777 x 647 (left screen) 930 x 647 (right screen)	Large
4	Totems	1080 x 1920	Jpeg	1080 x 1920	55"
Convention Centre					
5	Main Foyer LED Walls	1152 x 640	Jpeg	1152 x 640	158" x 88"
6	Plenary Registration Desk	3840 x 1080	Jpeg	1920 x 1080 (per screen)	50" x 2
Venue Wide					
	Wayfinding	1000 x 1000	Jpeg	1000 x 1000	Various
	Doorcard	1000 x 1000	Jpeg	1000 x 1000 (logo) 1080 x 1920 (custom content)	32"
	Lectern	1080 x 1920	Jpeg	1080 x 1920	42"



# Printed Signage Exhibition Centre Doors 1-10



- Further information**

  - 1 - Clarendon Street glass facade
  - 2 - Clarendon Street overhead banners
  - 3 - Exhibition Centre Car Park entry
  - 4 (A and B) - Bulkhead banners
  - 5 (A and B) - Bulkhead blade banners
  - 6 (A - F) - Overhead banners
  - 7 - Glass window panels
  - 8 - Overhead banner through to Doors 11-21

Outdoor signage



Clarendon Street glass façade

Clarendon Street

Material	Self-adhesive vinyl (28 x individual panels)
Dimensions W x H (mm)	12000 x 7900 (3000 x 1120 each panel)
Cost	\$22,200 + GST per month Includes space hire, printing, installation and removal.
Artwork	Template 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.



Clarendon Street overhead banners

Exhibition Centre Doors 1–10

Material	Fabric flag
Dimensions W x H (mm)	1200 x 3000
Cost	\$150 + GST per day for all banners

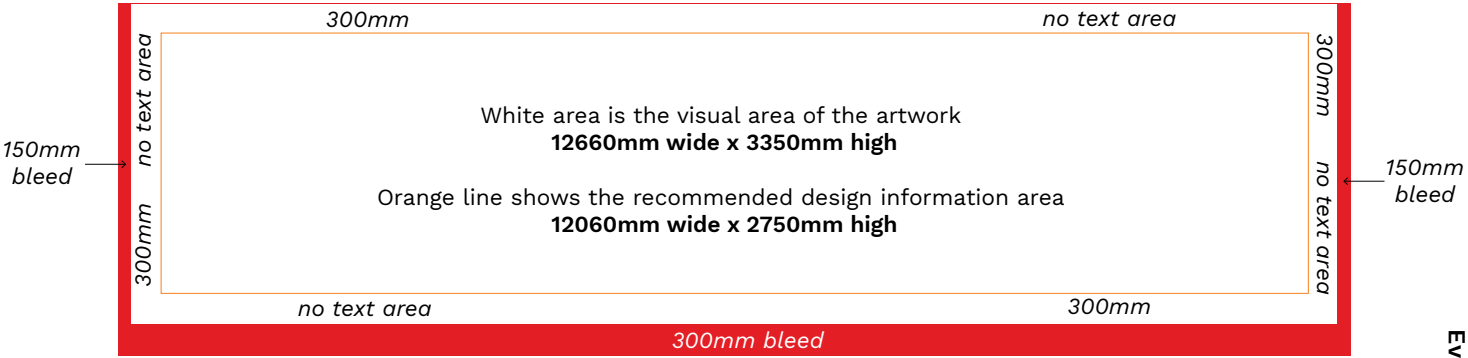


Exhibition Centre Car Park entry

Normanby Road

Material	Vinyl banner
Dimensions W x H (mm)	12660 x 3350 (visual) 12960 x 3650 (overall) 150 (bleed sides) 300 (bleed at base)
Cost	\$10,200 + GST per month Includes space hire, printing, installation and removal.
Artwork	Print ready PDF with crop marks. Artwork to be sent to Event Planner at least one month prior to installation date.

File set-up for Exhibition Centre Car park entry:



Red is overall finished size of the banner  
**12960mm wide x 3650mm high**  
This area is not visible once banner is installed and exists for installation purposes only.  
Bleed is **150mm** on both sides and **300mm** at the bottom. There is no bleed on the top.



Concourse signage



Bulkhead banners

Material	FabFrame fabric banner
Dimensions W x H (mm)	7000 x 4200 (side 4A) 5400 x 4200 (side 4B)
Quantity	5 sites available



Bulkhead blade banners

Material	FabFrame fabric banner
Dimensions W x H (mm)	6500 x 1850 (side 5A) 4900 x 1850 (side 5B)
Quantity	5 sites available



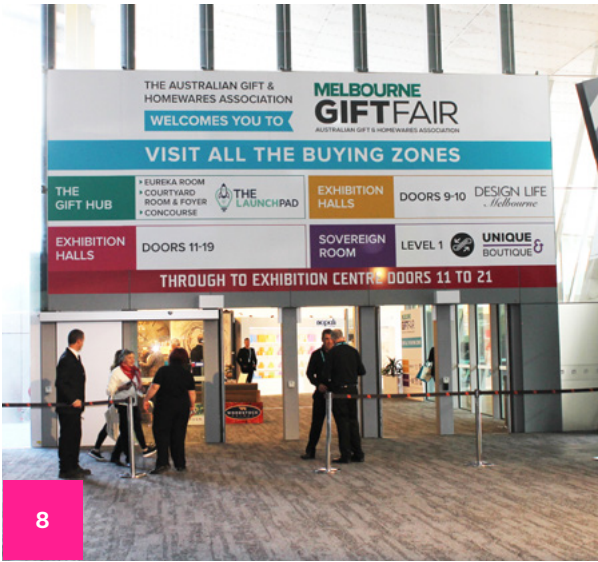
Overhead banners

Material	Vinyl
Dimensions W x H (mm)	2600 x 4000
Quantity	6 sites available 6A - 2 rods, 4 banners, can be double sided 6B - 4 rods, 8 banners, can be double sided 6C - 4 rods, 8 banners, can be double sided 6D - 3 rods, 6 banners, can be double sided. Some locations on these rods have obstructed views 6E - 4 rods, 8 banners, can be double sided. Some locations on these rods have obstructed views 6F - 1 rod, 2 banners, single sided only



Glass window panels

Material	Self adhesive vinyl
Dimensions W x H (mm)	2990 x 1050 2990 x 1250
Quantity	Multiple sites available

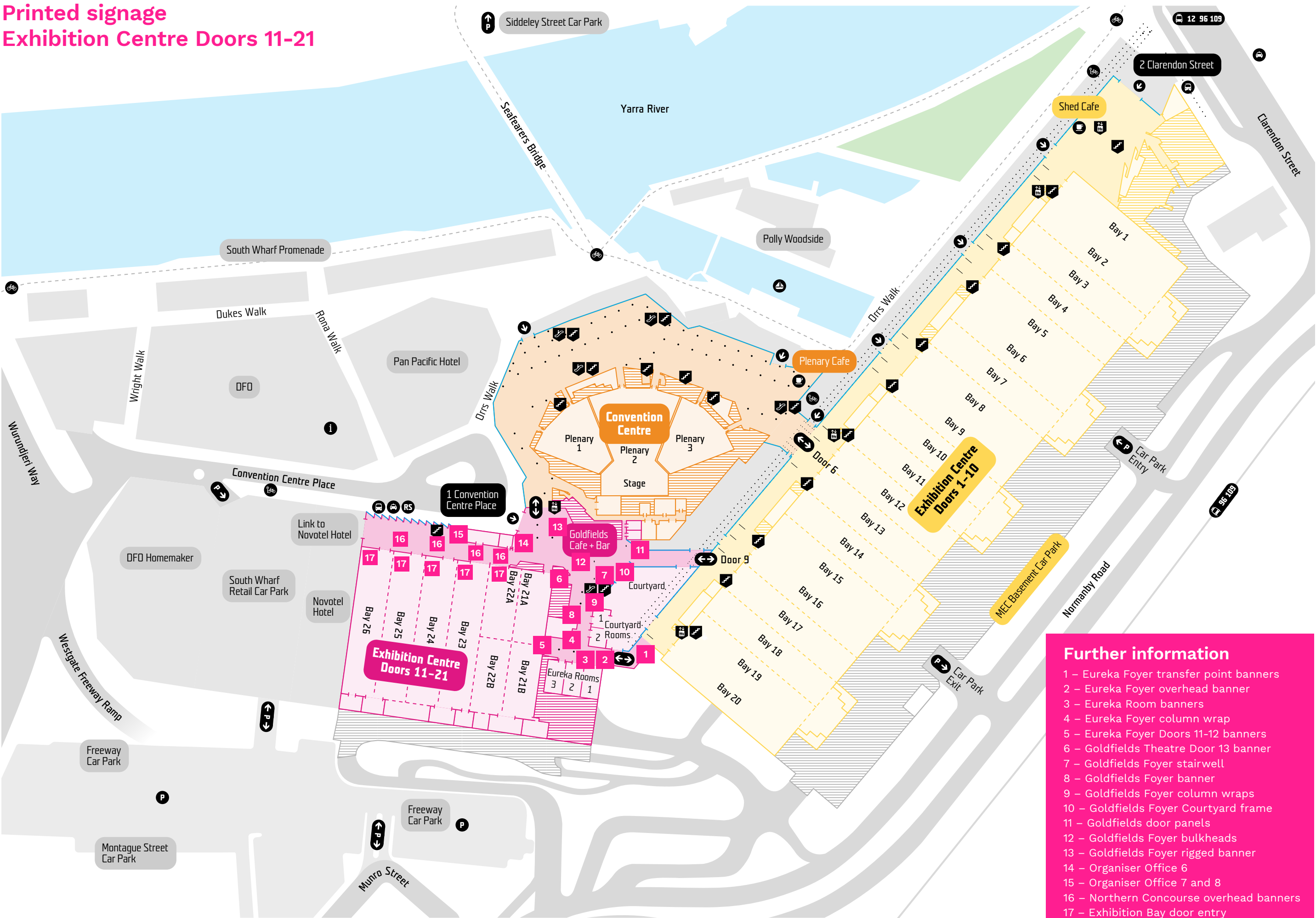


Overhead banner through to Doors 11–21

Material	FabFrame fabric banner
Dimensions W x H (mm)	8800 x 3400
Quantity	1 site available



Printed signage  
Exhibition Centre Doors 11-21

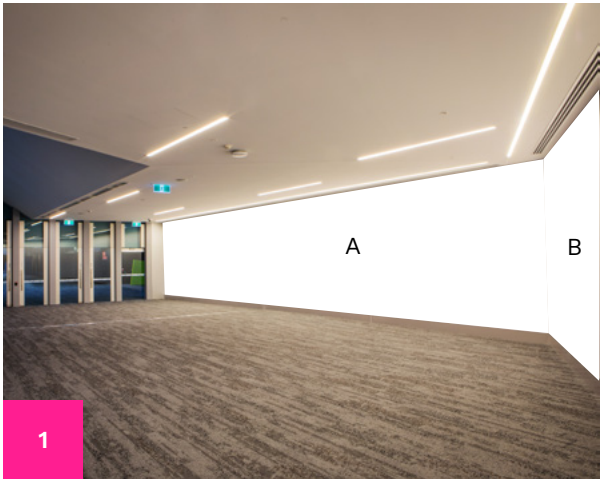


Further information

- 1 – Eureka Foyer transfer point banners
- 2 – Eureka Foyer overhead banner
- 3 – Eureka Room banners
- 4 – Eureka Foyer column wrap
- 5 – Eureka Foyer Doors 11-12 banners
- 6 – Goldfields Theatre Door 13 banner
- 7 – Goldfields Foyer stairwell
- 8 – Goldfields Foyer banner
- 9 – Goldfields Foyer column wraps
- 10 – Goldfields Foyer Courtyard frame
- 11 – Goldfields door panels
- 12 – Goldfields Foyer bulkheads
- 13 – Goldfields Foyer rigged banner
- 14 – Organiser Office 6
- 15 – Organiser Office 7 and 8
- 16 – Northern Concourse overhead banners
- 17 – Exhibition Bay door entry



Exhibition Centre Doors 11-21



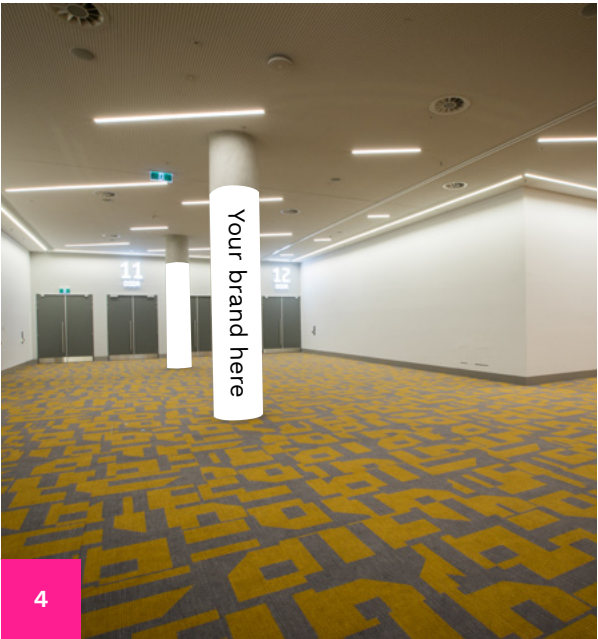
Eureka Foyer transfer point banners

Material	Heavy duty FabFrame fabric banner
Dimensions W x H (mm)	15700 x 3000 (side A) 5000 x 3000 (side B)



Eureka Foyer overhead banner

Material	Rigged Fab Frame Fabric Banner
Dimensions W x H (mm)	8700 x 1200



Eureka Foyer column wrap

Material	Non adhesive fabric with velcro
Dimensions W x H (mm)	2430 x 3000 includes 50mm overlap
Quantity	2 pillar wraps available

Eureka Room banners

Material	Rigged Fab Frame Fabric Banner
Dimensions W x H (mm)	1800 x 1700 (Room 1/Banner Door 1) 1800 x 3000 (Room 2&3/ Banner Door 2&3)
Quantity	2 banners available

Only available if booking Eureka Rooms 1–3.



Eureka Foyer Doors 11–12 banners

Material	Rigged Fab Frame Fabric Banner
Dimensions W x H (mm)	8700 x 1100 (A) 10800 x 1100 (A + B)

**Please note**  
If door numbers are covered by signage, the signage artwork must include door numbers 11 and 12 so attendees can easily identify the space.





Goldfields Theatre  
Door 13 banner

Material	Rigged Fab Frame Fabric Banner
Dimensions W x H (mm)	4600 x 1300



Goldfields Foyer stairwell

Material	Self adhesive vinyl
Dimensions W x H (mm)	4200 x 140 (per stair)
Quantity	47 stairs in three sections (1 x 15 stairs + 2 x 16 stairs)



Goldfields Foyer  
Courtyard frame

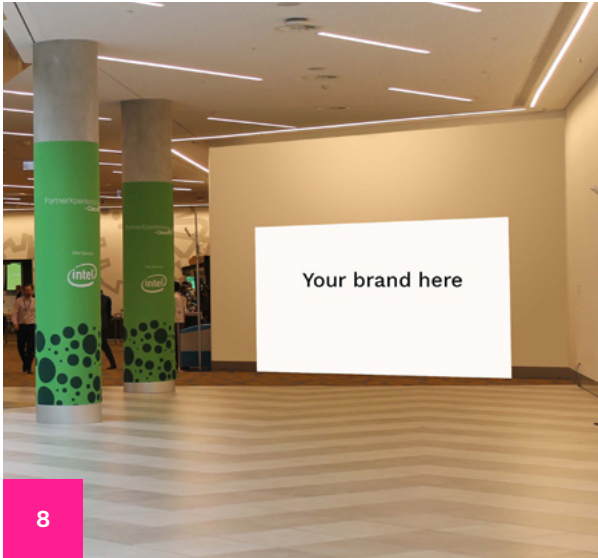
Material	Free standing frame
Dimensions W x H (mm)	2000 x 2900



Goldfields door panels

Material	Self adhesive vinyl
Dimensions W x H (mm)	3420 x 2600 (A*) 1790 x 2600 (B) 1550 x 2600 (C)

**Please note**  
\*(A) has a vertical join halfway.  
MCEC is required to assist with rigging.



Goldfields Foyer banner

Material	Free Standing Frame
Dimensions W x H (mm)	7200 x 4000



Goldfields Foyer column wraps

Material	Non adhesive fabric with velcro
Dimensions W x H (mm)	2430 x 3000 includes 50mm overlap
Quantity	3 columns available



Goldfields Foyer bulkheads

Material	Rigged heavy duty FabFrame fabric banner
Dimensions W x H (mm)	7600 x 2500 (Bulkhead A) 19000 x 2500 (Bulkhead B)

**Please note**  
Only available if booking Bays 21–22.



Goldfields Foyer rigged banner

Material	Rigged heavy duty FabFrame fabric banner
Dimensions W x H (mm)	8000 x 3000

**Please note**  
Only available if booking Bays 21–22.  
MCEC is required to assist with rigging.  
Please contact your Event Planner.





Organiser Office 6

Material	Foamcore
Dimensions W x H (mm)	2440 x 500 (A) 2440 x 500 (B) 3880 x 500 (C) 3880 x 500 (D)

**Please note**  
Only available if Organiser Office 6 is booked.



Organiser Office 7

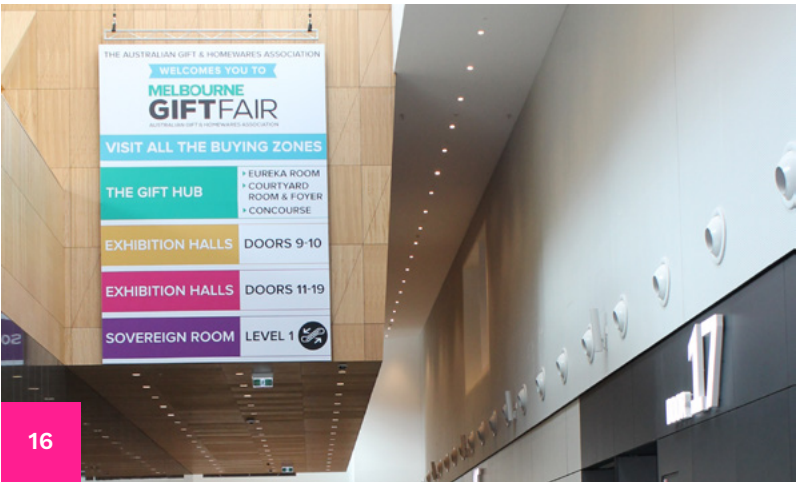
Material	Foamcore
Dimensions W x H (mm)	3600 x 500 (A) 3600 x 680 (B)

**Please note**  
Only available if Organiser Office 7 is booked.

Organiser Office 8

Material	Foamcore
Dimensions W x H (mm)	3500 x 500 (A) 3500 x 680 (B)

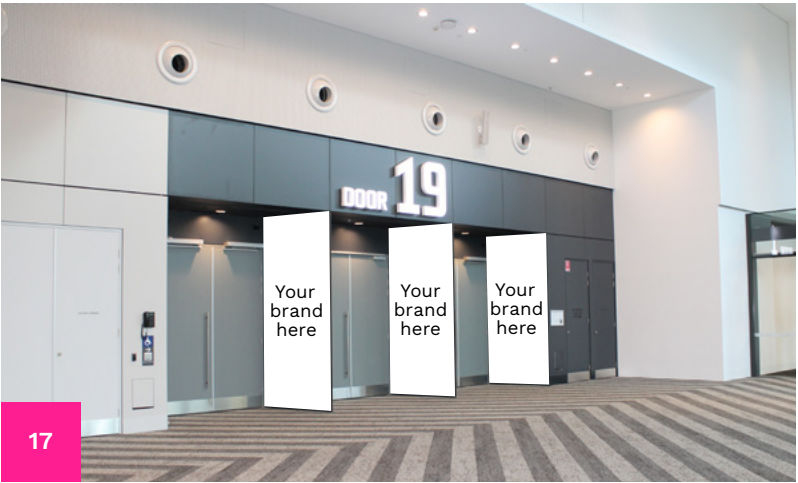
**Please note**  
Unavailable for bookings until 2026.



Northern Concourse overhead banners

Material	Rigged FabFrame Fabric Banner
Dimensions W x H (mm)	4500 x 7000 (3 available) 4500 x 3000 (1 available)

**Please note**  
MCEC is required to assist with rigging.  
Please contact your Event Planner.

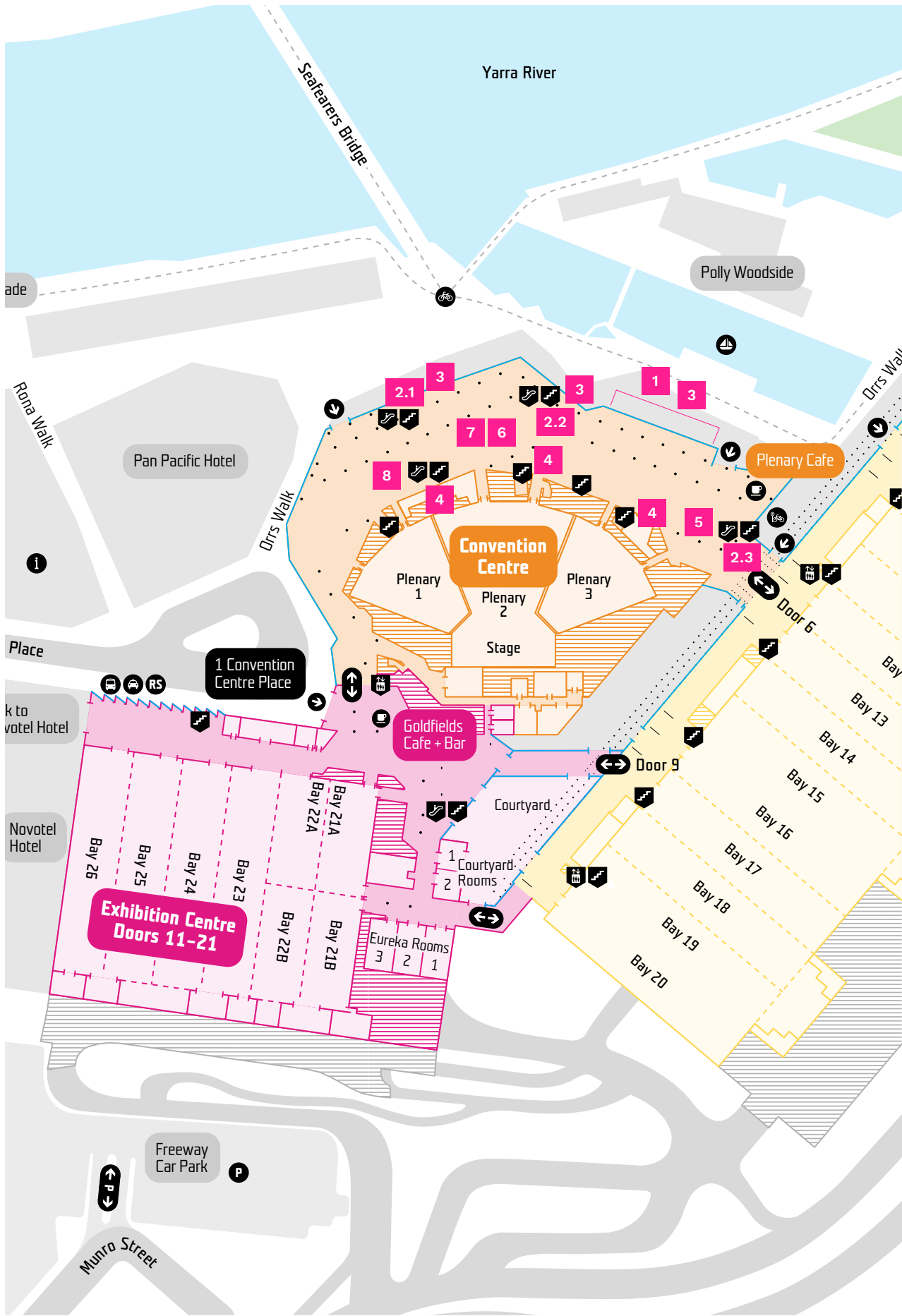


Exhibition Bay door entry

Material	Self adhesive vinyl
Dimensions W x H (mm)	1300mm x 2500mm 8 panels available (Door 15) 6 panels available (Door 16–19)

**Please note**  
Only available if booking Bays 20–26.  
Specific Door signage is relevant to the Bays booked.

Printed signage  
Convention Centre



Convention Centre



Convention Centre  
column wraps

Material	Non adhesive fabric with velcro
Dimensions W x H (mm)	Sizes vary, refer to map on page 32-33 for details.
Quantity	All columns in Convention Centre

**Please note**  
Measurements include an additional 50mm width for adhesive overlap.



Main Foyer glass panels

Material	Self adhesive vinyl
Dimensions W x H (mm)	1900 x 2500 per panel



Main Foyer stairwells

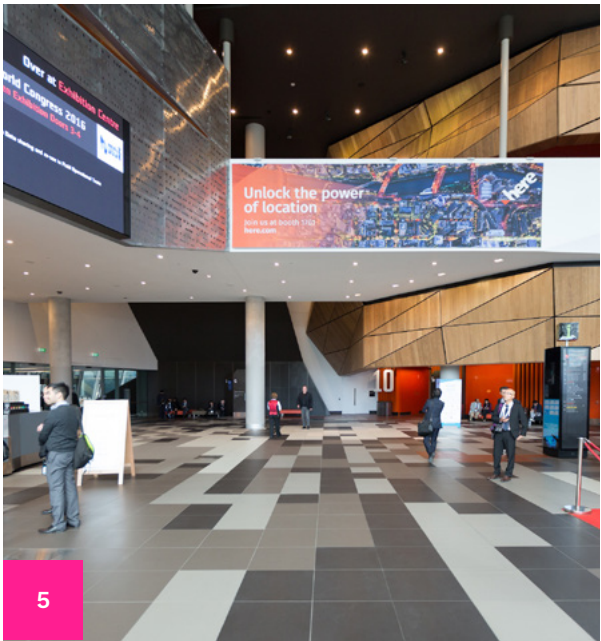
Material	Self adhesive vinyl
Dimensions W x H (mm)	Stair 1: 4090 x 150 per stair Stair 2: 3600 x 150 per stair Stair 3: 3000 x 150 per stair
Quantity	<b>3 stairwells available</b> 2.1 47 stairs in 3 sections 16+16+15 (top to bottom) 2.2 44 stairs in 3 sections 16+16+12 (top to bottom) 2.3 44 stairs in 3 sections 16+16+12 (top to bottom)



Main Foyer overhead banners

Material	Vinyl
Dimensions W x H (mm)	2000 x 4000





Main Foyer bulkhead A

Material	FabFrame fabric banner
Dimensions W x H (mm)	8850 x 2400



Main Foyer bulkhead B

Material	FabFrame fabric banner
Dimensions W x H (mm)	10000 x 2600



Main Foyer bulkhead C

Material	FabFrame fabric banner
Dimensions W x H (mm)	10000 x 2600



Main Foyer bulkhead D

Material	FabFrame fabric banner
Dimensions W x H (mm)	10000 x 3500

## Printed signage Specifications and materials

Signage spaces within your licensed area are at no charge. Printing and installation at own cost. If you wish to book outside your area, then the charges outlined in the tables will apply, subject to availability.

### Exhibition Centre Doors 1-10

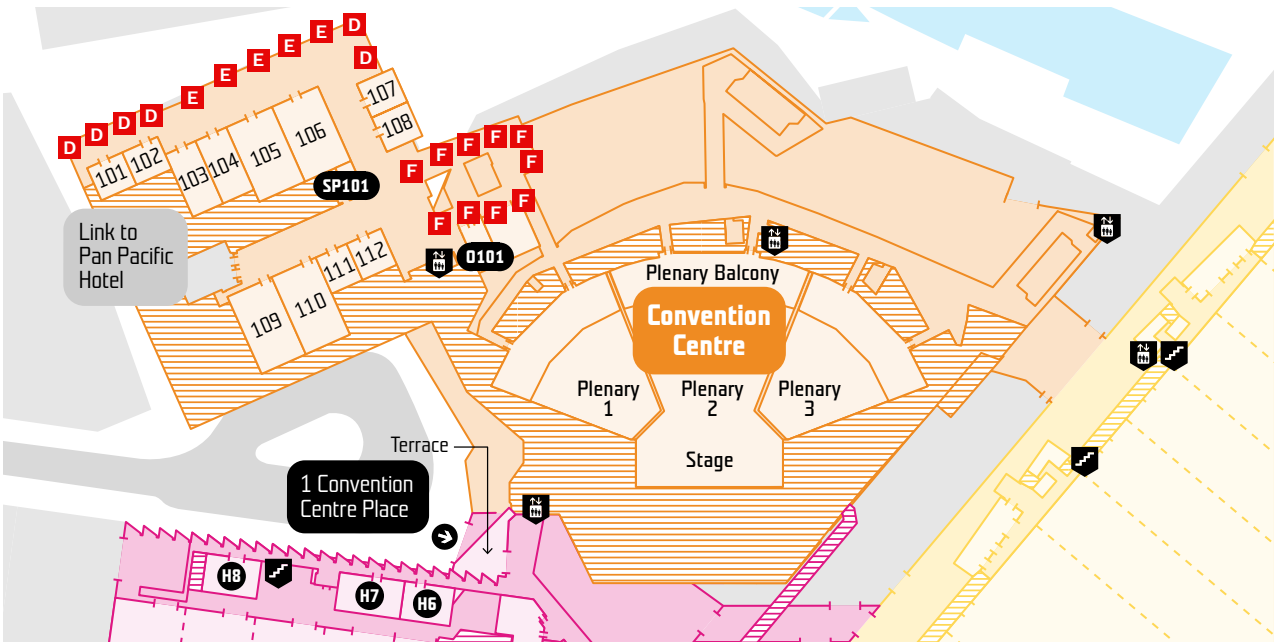
Outdoor signage	Material	Dimensions W x H (mm)	Cost (ex GST)	Artwork notes	Requires accredited rigger
Clarendon Street external glass façade	Self-adhesive vinyl (28 x panels)	12000 x 7900	\$22,200 + GST per month	Template to be supplied. Final artwork to be provided as a .eps file.	Yes
	Individual panels	3000 x 1120	Includes space hire, printing, installation and removal.	Artwork to be sent to Event Planner at least one month prior to installation date.	
Clarendon Street overhead banners	Fabric flag	1200 x 3000	\$150 per day		Yes
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. Visual sizing is the usable visible space you have for artwork. Bleed and overall size is so the banner fits the sign structure. Artwork to be sent to Event Planner at least one month prior to installation date.	Yes

Concourse signage opportunities	Material	Dimensions W x H (mm)	Cost (per day) (ex GST)	Artwork notes	Requires accredited rigger
Bulkhead banner	FabFrame fabric banner	7000 x 4200 (side A)	\$165	5 sites available	Yes
		5400 x 4200 (side B)	\$165		
Bulkhead blade banner	FabFrame fabric banner	6500 x 1850 (side A)	\$165	5 sites available	Yes
		4900 x 1850 (side B)	\$165		
Overhead banners	Vinyl	2600 x 4000	\$110	<b>6 sites available</b> <b>6A</b> 2 rods, 4 banners, can be double sided <b>6B</b> 4 rods, 8 banners, can be double sided <b>6C</b> 4 rods, 8 banners, can be double sided <b>6D</b> 3 rods, 6 banners, can be double sided. Some locations on these rods have obstructed views <b>6E</b> 4 rods, 8 banners, can be double sided. Some locations on these rods have obstructed views <b>6F</b> 1 rod, 2 banners, single sided only	Yes
Glass window panels	Self adhesive vinyl	2990 x 1050 2990 x 1250	\$165	Multiple sites available	No
Overhead banner through to doors 11-21	FabFrame fabric banner	8800 x 3400	\$165	1 site available	Yes

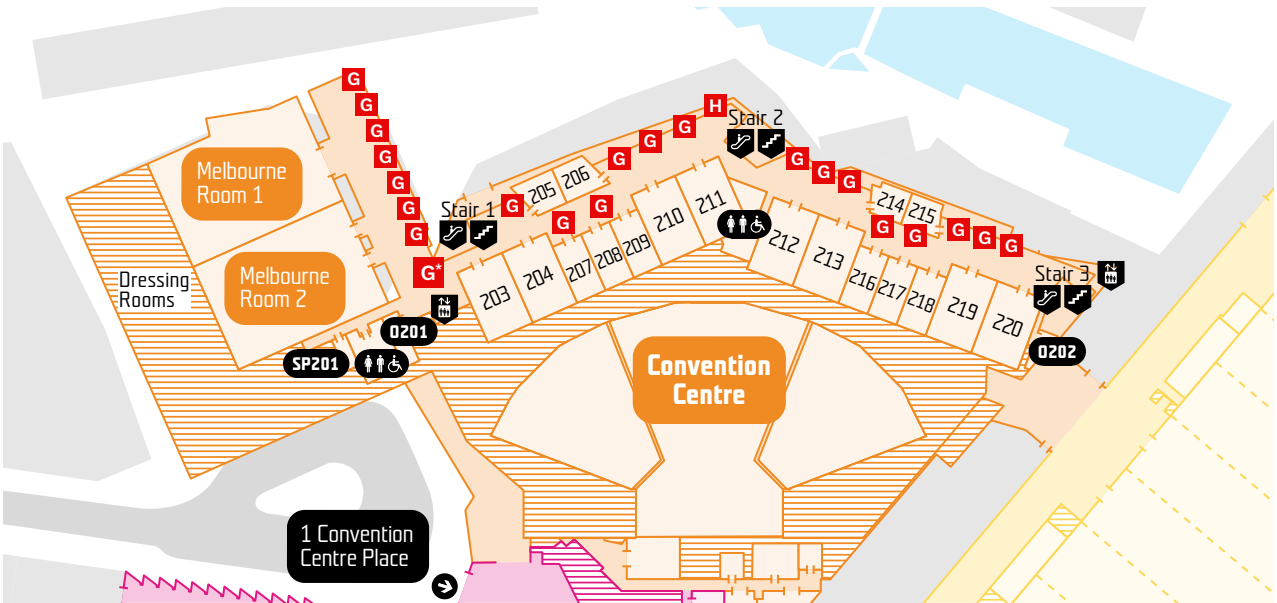




Level 1



Level 2

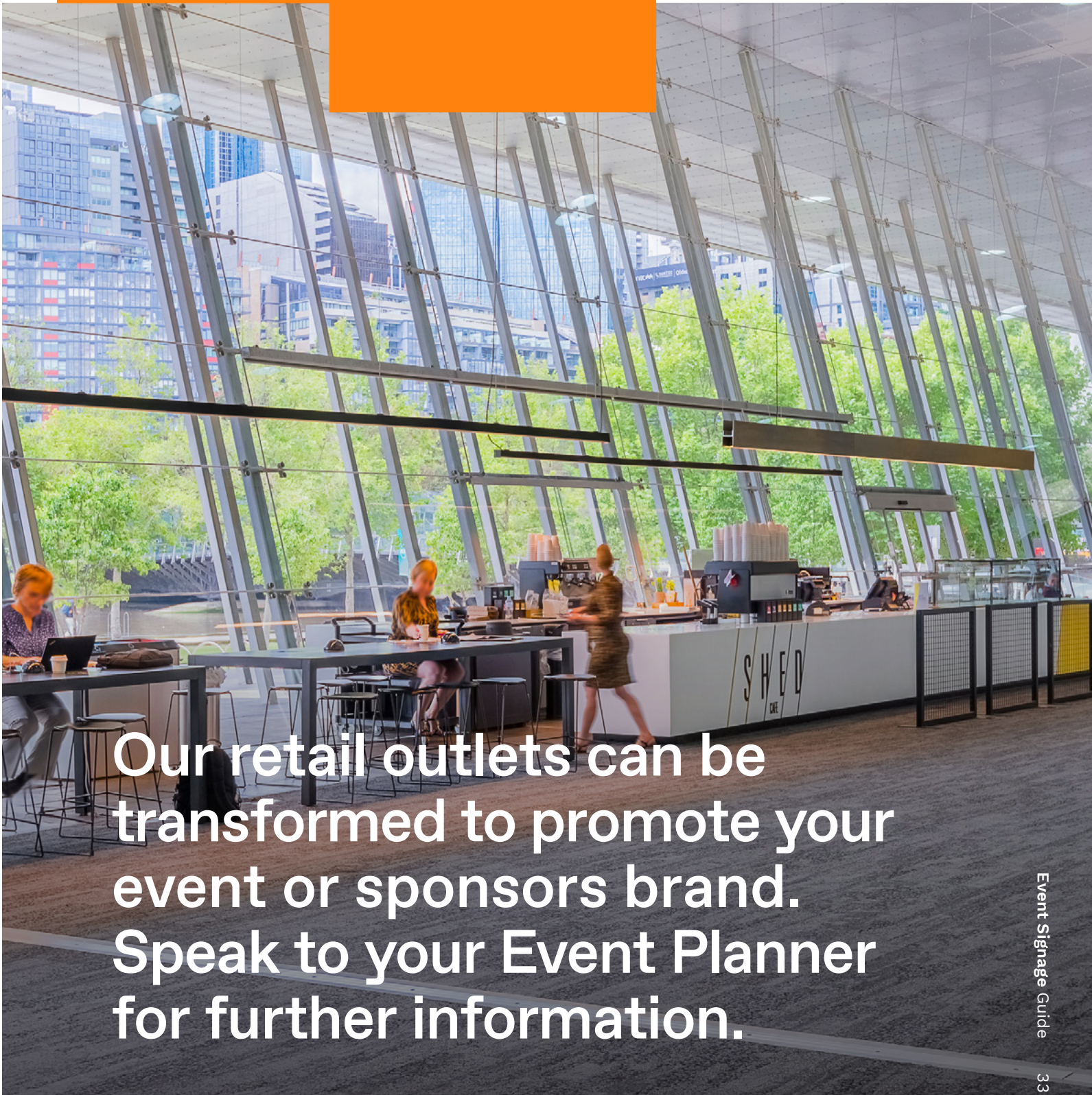


\*Column is outside event space, approval required.

Column	Dimensions W x H (mm)	Column	Dimensions W x H (mm)
A	2500 x 3000	E	2020 x 2050
B	2630 x 3000	F	2610 x 3000
C	2430 x 3000	G	1640 x 3000
D	2050 x 3000	H	3025 x 3000

**Please note**  
Measurements include a 50mm adhesive overlap.

# Retail branding opportunities



Our retail outlets can be transformed to promote your event or sponsors brand. Speak to your Event Planner for further information.



# Exhibition Centre

## Shed Cafe

Open for breakfast and lunch, Shed Cafe's riverside setting provides the perfect backdrop for a quick bite to eat.

## Goldfields Cafe + Bar

Feast on share plates and home-style delicacies while sipping on local wines, boutique beers and exotic cocktails at our newest eatery, Goldfields Cafe + Bar.

## Kiosks

Conveniently located within the Exhibition Bays, our kiosks offer a variety of grab and go options. We'll work with you to create a menu that meets your visitors' needs.

# Convention Centre

## Plenary Cafe

Located in the main foyer of the Convention Centre, next to the Plenary theatre, Plenary Cafe creates an intimate setting for a coffee, an informal meeting or pre-show drink at night.





# Terms and Conditions

## Approvals and availability

Your event signage and advertising is subject to availability and approval by MCEC.

### Inside your licensed space

Event signage and advertising within your licensed space, including foyers/concourse, is complimentary.

### Outside your licensed space and tenancy time

Event signage and advertising outside your licensed space and/or tenancy time is available at a daily rate fee listed at the end of this document.

- For outdoor signage, the rule is first in, best dressed.
- For indoor signage, pending other events taking place in the venue, MCEC may permit signage to be installed:
  - Earlier if the space is available.
- Outside your licensed space if the other organisers in your area of interest are not using all the signage opportunities within licensed space (foyers, concourse) at least one month prior to your event. MCEC will inform you of the decision in writing one month prior.

## Approvals rules

- All signage and advertising are to be submitted to your Event Planner for review no less than six weeks prior to the commencement of your event (plan, positioning, and artwork).
- Obscene, indecent, inflammatory, pornographic, misleading, deceptive, nudity, malice, swearing or potentially defamatory material is not permitted.
- Promotion of racist, violent, sexual, religious or political messages is not permitted.
- Installation methods to be used (e.g. adhesive) are subject to approval.

## Responsibilities

It is your responsibility to:

- Arrange for the design, printing, delivery, installation and removal of all your signage within the agreed contracted time with the exception of outdoor signage and where specified in this document.
- Ensure that the installation within or outside your licensed space does not cause disruption to other events in the venue.
- Ensure that your signage does not impede access or exits to the venue, block fire hose/hydrant locations, safety signage, CCTV.

## Charges

- Any signage and advertising cancellation outside your licensed area will incur a 10% fee and a 100% if notified less than one month prior to your event.
- Failure to have all event signage removed on the last day of event tenancy will incur charges.
- Any damage caused by the installation or removal of signage will incur charges.
- Any adhesive residue will incur cleaning and/or repair charges.

## Application of the Terms and Conditions

- These Conditions form part of the MCEC Licence Agreement between MCEC and the Licensee and apply to all event signage and advertising transactions entered into between MCEC and the Licensee in connection with the Event. By executing the MCEC Licence Agreement, the Licensee agrees to be bound by these Conditions.
- Unless stated otherwise, all capitalised terms used in these Terms and Conditions have the meaning given in the MCEC Licence Agreement.
- Unless otherwise agreed by MCEC, the event signage and advertising must only be used for the purpose of promoting the Licensee’s licensed Event.
- Notwithstanding the approval of any material by MCEC, MCEC may give the Licensee written notice requiring the material to be removed immediately if MCEC considers that any material breaches these Terms and Conditions or the MCEC Licence Agreement. If the Licensee does not remove the material in accordance with this clause, then MCEC may remove the material and the cost of such removal will be a debt due and owing by the Licensee to MCEC.
- To the extent permitted by law, MCEC is not liable for any damage to materials that occurs while the materials are located at the venue.
- For the avoidance of doubt and without limiting any other provision, the Licensee’s obligations with respect to insurance, indemnities, use of the Centre and occupational health and safety under the MCEC Licence Agreement apply to any activity undertaken by the Licensee under these Terms and Conditions.





# Ready to discover signage that makes a statement?

Chat with your Event  
Planner today.

