



# Event Signage

← CARPARK

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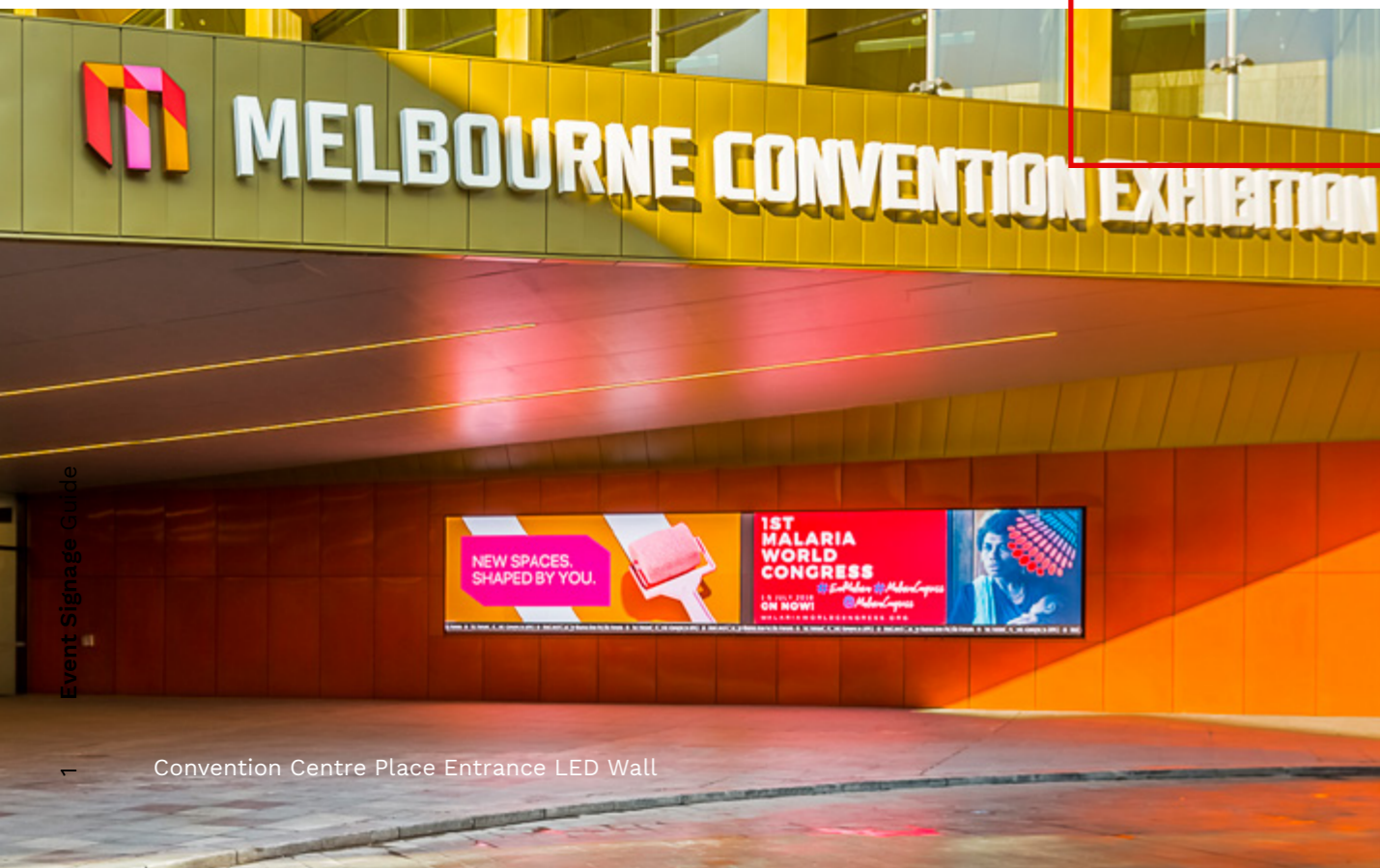
THROUGH TO EXHIBITION CENTRE DOORS 11 TO 21

EXIT

9

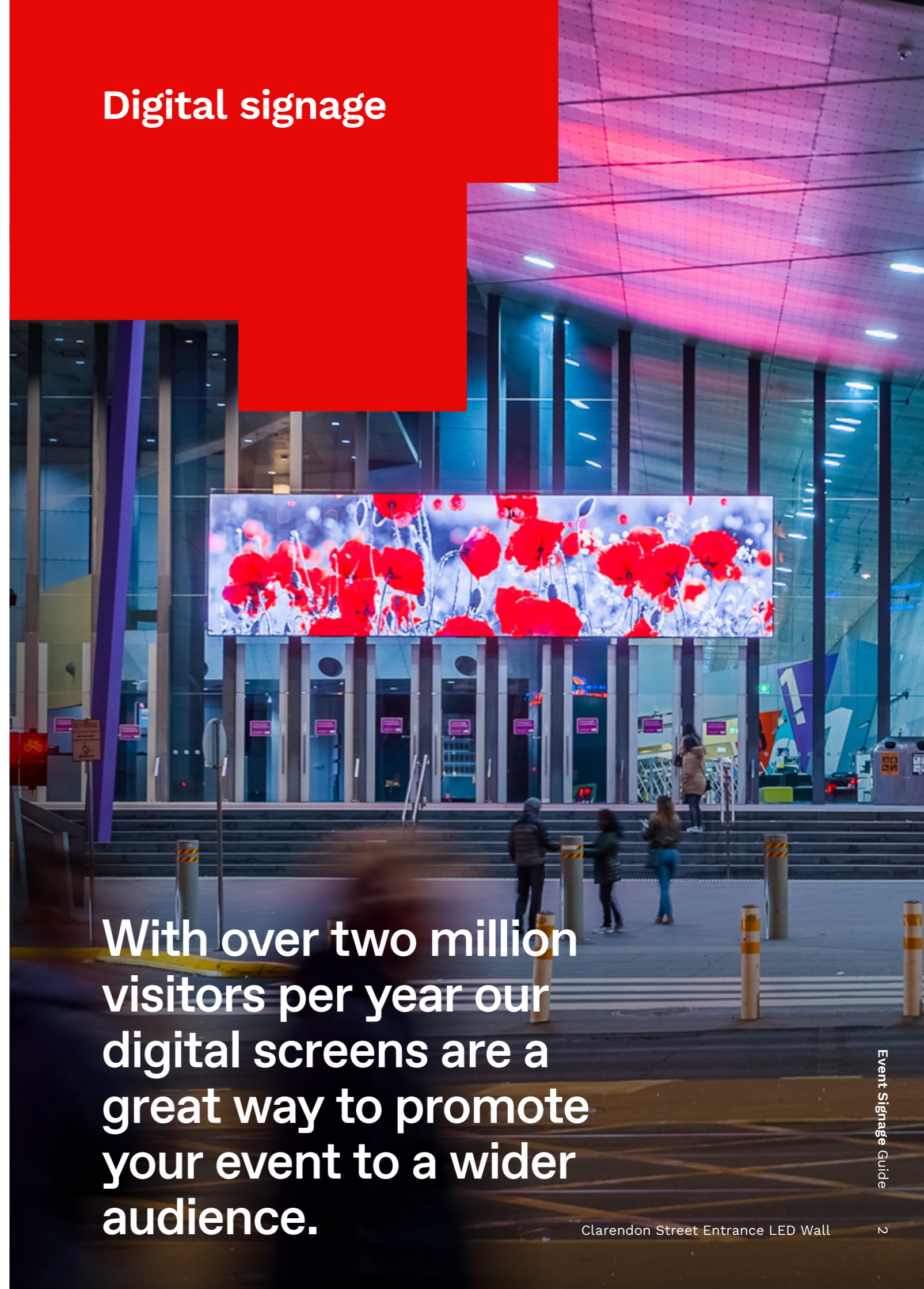


**Immerse, inform  
and inspire your  
audience with  
signage that makes  
a statement.**



1 Convention Centre Place Entrance LED Wall

## Digital signage

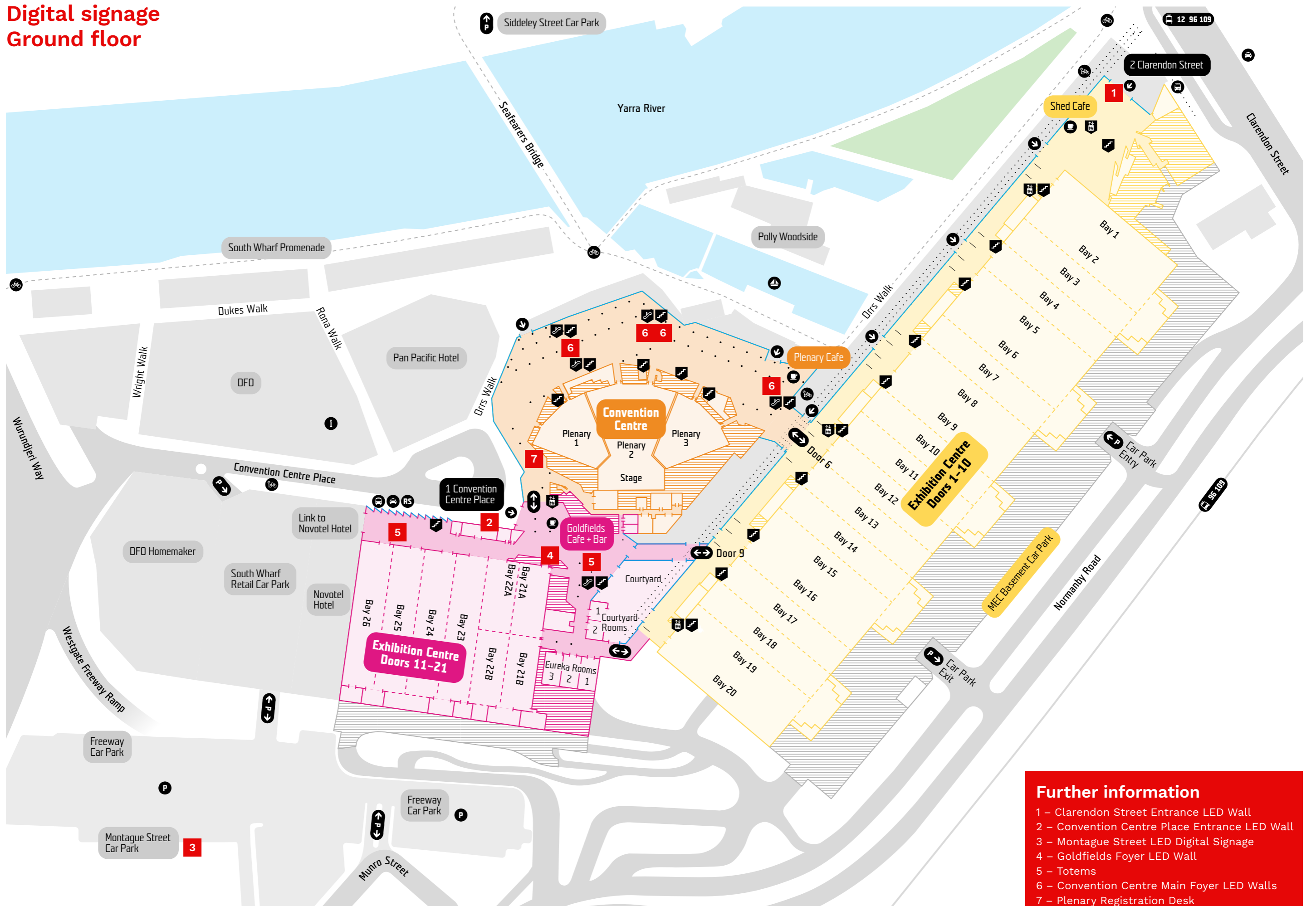


**With over two million  
visitors per year our  
digital screens are a  
great way to promote  
your event to a wider  
audience.**

2 Clarendon Street Entrance LED Wall

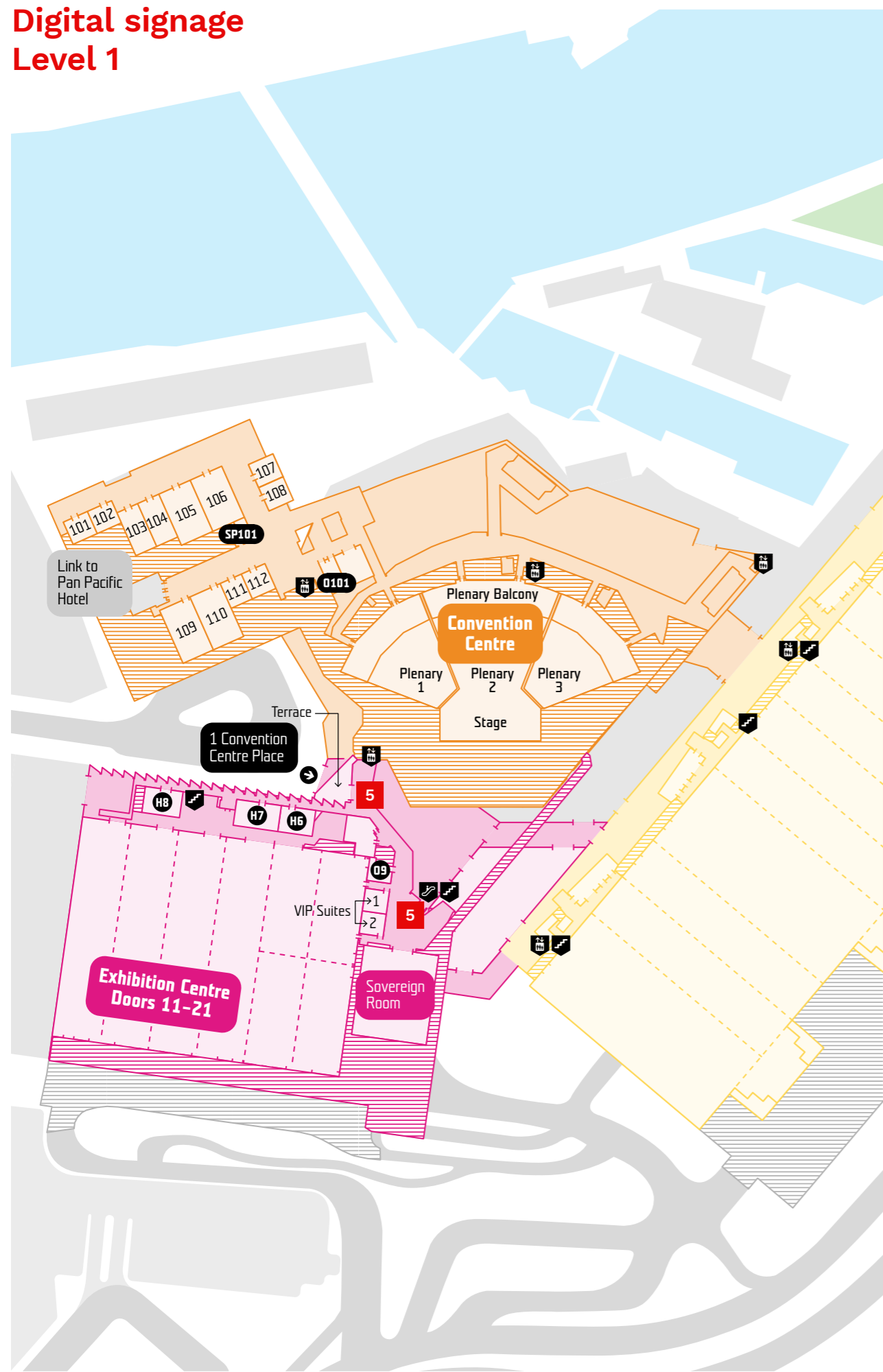


# Digital signage Ground floor

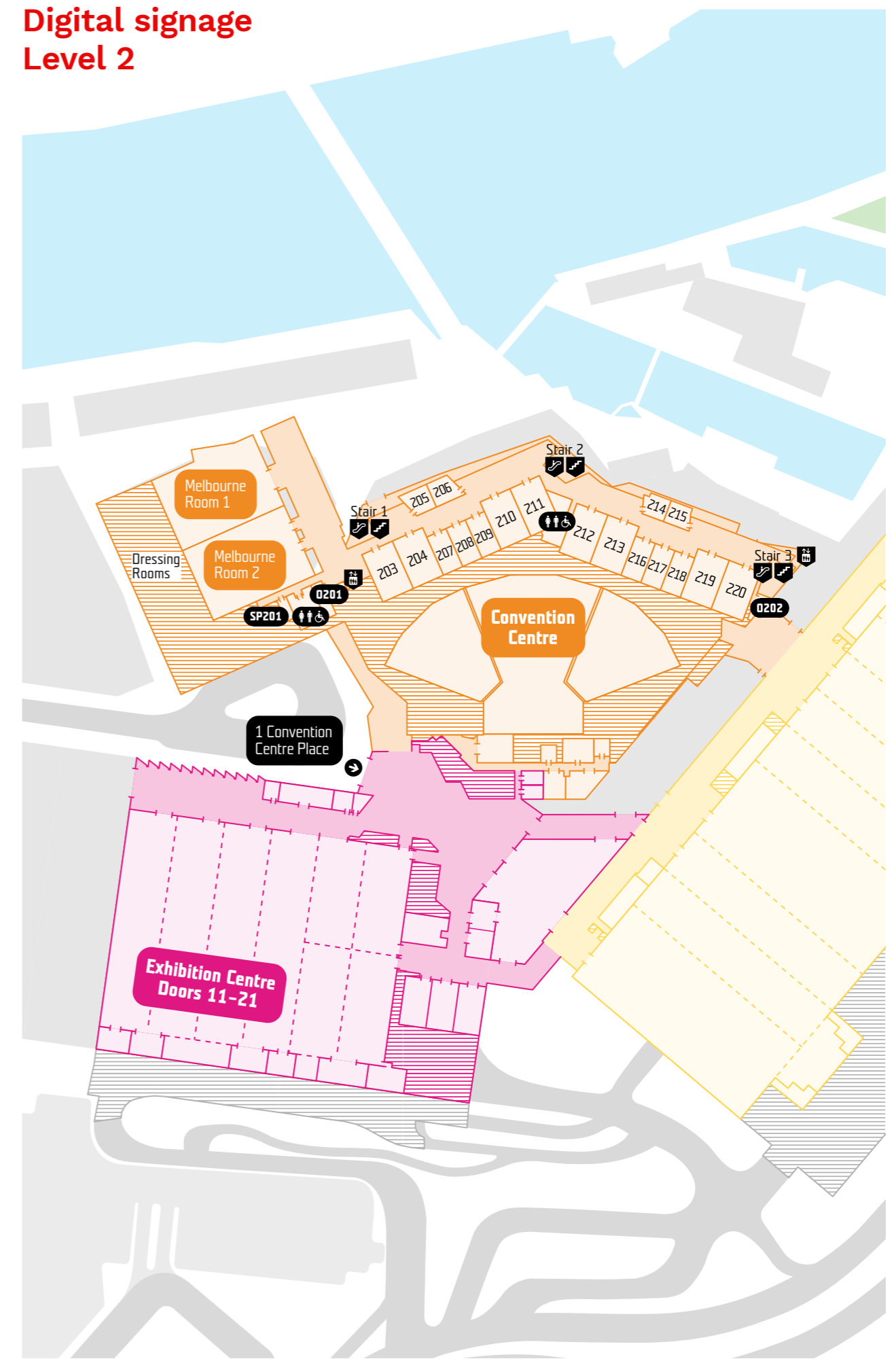


- Further information**
- 1 – Clarendon Street Entrance LED Wall
  - 2 – Convention Centre Place Entrance LED Wall
  - 3 – Montague Street LED Digital Signage
  - 4 – Goldfields Foyer LED Wall
  - 5 – Totems
  - 6 – Convention Centre Main Foyer LED Walls
  - 7 – Plenary Registration Desk

**Digital signage  
Level 1**

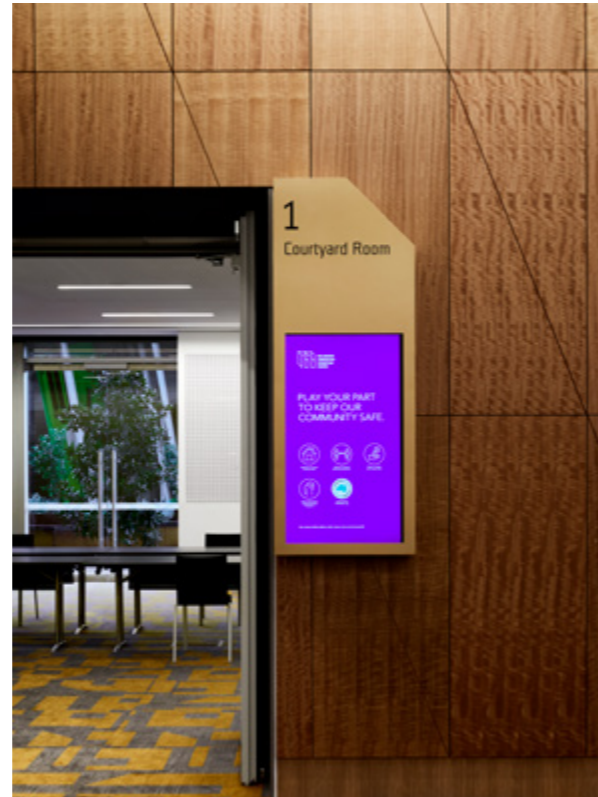


**Digital signage  
Level 2**



# Digital signage

## Venue Wide



## Wayfinding

|                                  |                     |
|----------------------------------|---------------------|
| <b>Dimensions<br/>W x H (mm)</b> | 1000 x 1000<br>logo |
| <b>File Type</b>                 | Jpeg                |
| <b>Quantity</b>                  | 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

|                                  |   |
|----------------------------------|---|
| <b>Dimensions<br/>W x H (mm)</b> | 1000 x 1000 logo<br>1080 x 1920 custom<br>content |
| <b>File Type</b>                 | Jpeg  |
| <b>Quantity</b>                  | 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.

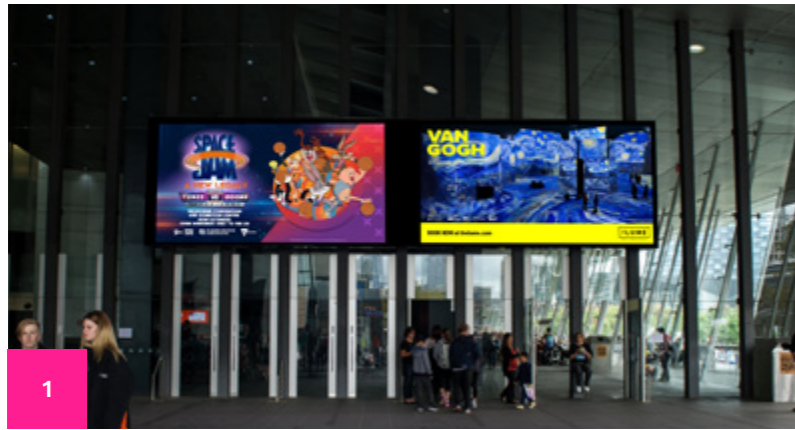
## Lecterns

|                                  |             |
|----------------------------------|-------------|
| <b>Dimensions<br/>W x H (mm)</b> | 1080 x 1920 |
| <b>File Type</b>                 | Jpeg        |
| <b>Quantity</b>                  | 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



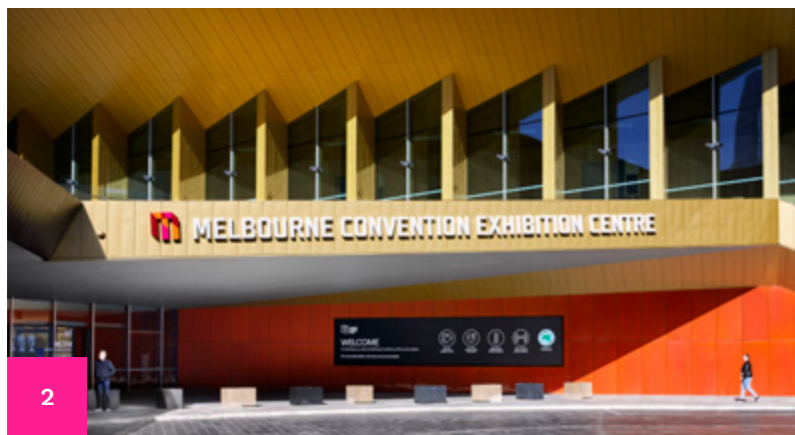
### Clarendon Street Entrance LED Wall

|                              |  |
|------------------------------|--|
| <b>Dimensions W x H (mm)</b> | 1080 x 400 (half screen)<br>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)<br>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.



### Montague Street LED Digital Signage

|                              |                  |
|------------------------------|------------------|
| <b>Dimensions W x H (mm)</b> | 1792 x 576       |
| <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. Contact your Event Planner for further information..

## Exhibition Centre



### Goldfields Foyer LED Wall

|                              |   |
|------------------------------|---|
| <b>Dimensions W x H (mm)</b> | 777 x 647 (left screen)<br>930 x 647 (right screen)<br>1707 x 647 (full screen) |
| <b>File Type</b>             | Jpeg  |
| <b>Quantity</b>              | 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.



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## Totems

### Sovereign Room Totems

|                              |                   |
|------------------------------|-------------------|
| <b>Dimensions W x H (mm)</b> | 1080 x 1920       |
| <b>File Type</b>             | Jpeg              |
| <b>Quantity</b>              | 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

|                              |                  |
|------------------------------|------------------|
| <b>Dimensions W x H (mm)</b> | 1080 x 1920      |
| <b>File Type</b>             | Jpeg             |
| <b>Quantity</b>              | 1 site available |

Unavailable for bookings until 2026.

## Convention Centre



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### Main Foyer LED Walls

|                              |                   |
|------------------------------|-------------------|
| <b>Dimensions W x H (mm)</b> | 1280 x 720        |
| <b>File Type</b>             | Jpeg              |
| <b>Quantity</b>              | 4 sites available |

Multiple sites available for full venue bookings.



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### Plenary Registration Desk

|                              |                          |
|------------------------------|--------------------------|
| <b>Dimensions W x H (mm)</b> | 1920 x 1080 (per screen) |
| <b>File Type</b>             | Jpeg                     |
| <b>Quantity</b>              | 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 |
|--------------------------|---|-----------------------------|-----------|--|-------------|
| <b>Venue Wide</b>        |   |                             |           |  |             |
| Wayfinding               |   | 1000 x 1000                 | Jpeg      | 1000 x 1000  | Various     |
| Doorcard                 |   | 1000 x 1000                 | Jpeg      | 1000 x 1000 (logo)<br>1080 x 1920 (custom content)   | 32"         |
| Lectern                  |   | 1080 x 1920                 | Jpeg      | 1080 x 1920  | 42"         |
| <b>Outdoor Signage</b>   |   |                             |           |  |             |
| 1                        | Clarendon St Entrance LED Wall            | 1728 x 432                  | Jpeg      | 1080 x 400 (half screen)<br>710 x 400 (third screen) | Large       |
| 2                        | Convention Centre Place Entrance LED Wall | 2560 x 512                  | Jpeg      | 1080 x 400 (half screen)<br>710 x 400 (third screen) | Large       |
| 3                        | Montague Street LED Digital Signage       | 1792 x 576                  | Jpeg      | 1792 x 576   | Large       |
| <b>Exhibition Centre</b> |   |                             |           |  |             |
| 4                        | Goldfields Foyer LED Wall                 | 2071 x 647                  | Jpeg      | 777 x 647 (left screen)<br>930 x 647 (right screen)  | Large       |
| 5                        | Totems                                    | 1080 x 1920                 | Jpeg      | 1080 x 1920  | 55"         |
| <b>Convention Centre</b> |   |                             |           |  |             |
| 6                        | Main Foyer LED Walls                      | 1280 x 720                  | Jpeg      | 1280 x 720   | 16' x 9'    |
| 7                        | Plenary Registration Desk                 | 3840 x 1080                 | Jpeg      | 1920 x 1080 (per screen)                             | 50" x 8     |

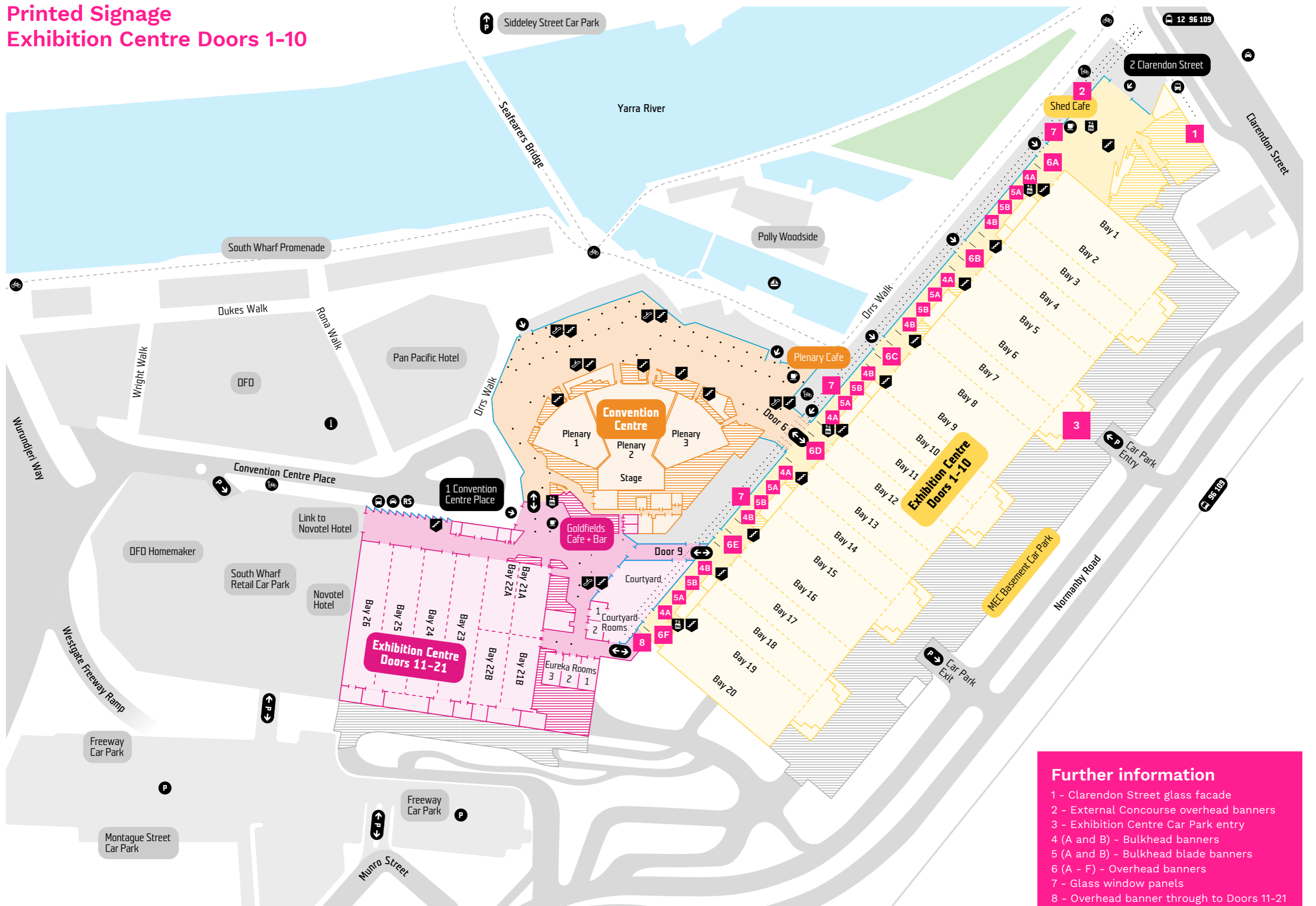




## Printed signage



# Printed Signage Exhibition Centre Doors 1-10



**Further information**

- 1 - Clarendon Street glass facade
- 2 - External Concourse 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

|                              |   |
|------------------------------|---|
| <b>Material</b>              | Self--adhesive vinyl (28 x individual panels)   |
| <b>Dimensions W x H (mm)</b> | 12000 x 7900 (3000 x 1120 each panel)   |
| <b>Cost</b>                  | \$22,200 + GST per month<br>Includes space hire, printing, installation and removal.  |
| <b>Artwork</b>               | Template supplied. Final artwork to be provided as a .eps file.<br>Artwork to be sent to Event Planner at least one month prior to installation date. |



### External Concourse overhead banners

#### Exhibition Centre Doors 1-10

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Fabric flag                                    |
| <b>Dimensions W x H (mm)</b> | 1200 x 3000                                    |
| <b>Cost</b>                  | \$150 + GST per day per site.                  |
| <b>Quantity</b>              | Includes 6 banners per site. 5 sites available |

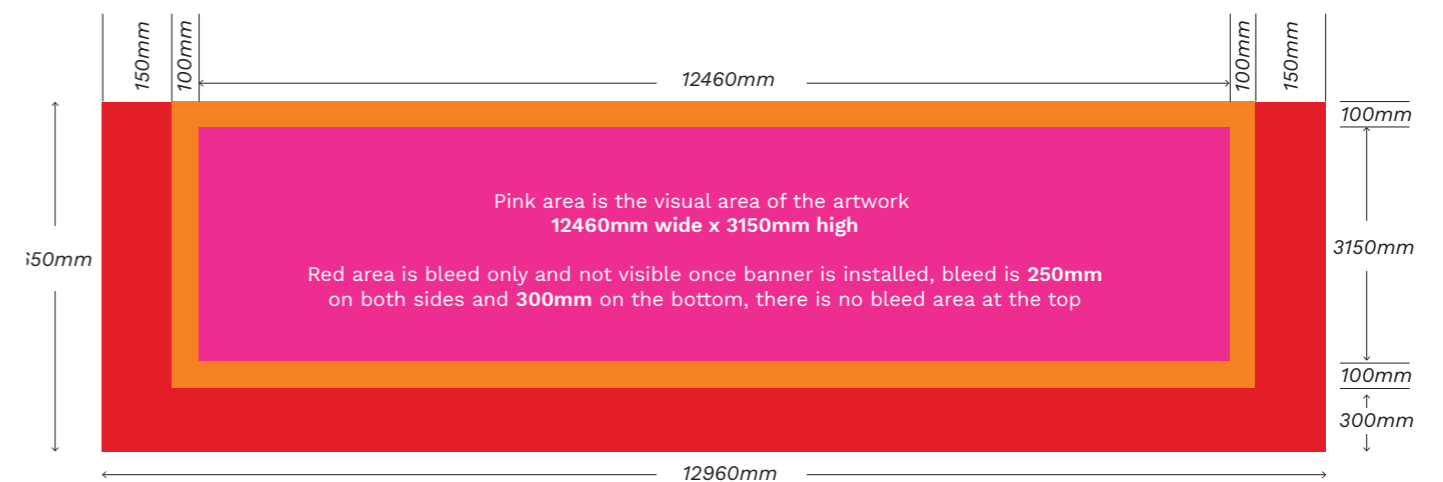


### Exhibition Centre Car Park entry

#### Normanby Road

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Vinyl banner   |
| <b>Dimensions W x H (mm)</b> | 12460 x 3150 (visual)<br>12960 x 3650 (overall)<br>250 on both sides,<br>300 on the bottom,<br>no bleed at the top     |
| <b>Cost</b>                  | \$10,200 + GST per month<br>Includes space hire, printing, installation and removal.                                   |
| <b>Artwork</b>               | Print ready PDF with crop marks.<br>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 area is overall finished size of the banner with non visible bleed of 150mm on each side and 300mm on the bottom, overall finished size of banner is 12960mm wide x 3650mm high

Orange area is visible bleed area of 100mm to provide border/symmetry for artwork from edges of frame



## Concourse signage



### Bulkhead banners

|                              |  |
|------------------------------|--|
| <b>Material</b>              | FabFrame fabric banner                         |
| <b>Dimensions W x H (mm)</b> | 7000 x 4200 (side 4A)<br>5400 x 4200 (side 4B) |
| <b>Quantity</b>              | 5 sites available                              |



### Bulkhead blade banners

|                              |  |
|------------------------------|--|
| <b>Material</b>              | FabFrame fabric banner                         |
| <b>Dimensions W x H (mm)</b> | 6500 x 1850 (side 5A)<br>4900 x 1850 (side 5B) |
| <b>Quantity</b>              | 5 sites available                              |



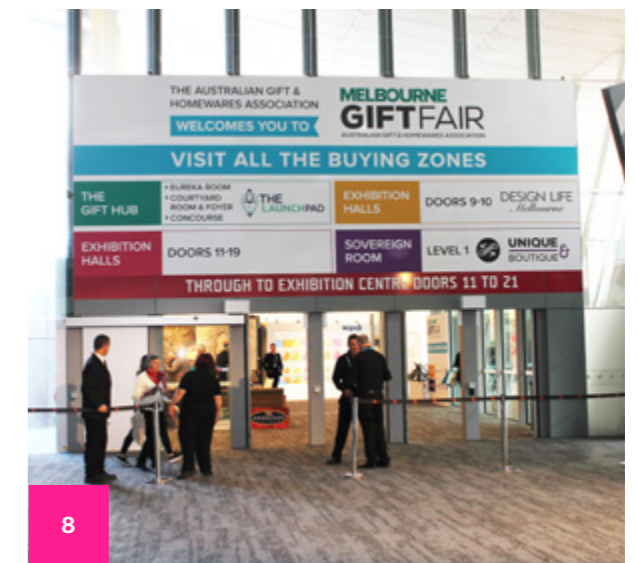
### Overhead banners

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



### Glass window panels

|                              |                            |
|------------------------------|----------------------------|
| <b>Material</b>              | Self-adhesive vinyl        |
| <b>Dimensions W x H (mm)</b> | 2990 x 1050<br>2990 x 1250 |
| <b>Quantity</b>              | Multiple sites available   |



### Overhead banner through to Doors 11-21

|                              |                     |
|------------------------------|---------------------|
| <b>Material</b>              | Self-adhesive vinyl |
| <b>Dimensions W x H (mm)</b> | 8800 x 3400         |
| <b>Quantity</b>              | 1 site available    |





## 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.

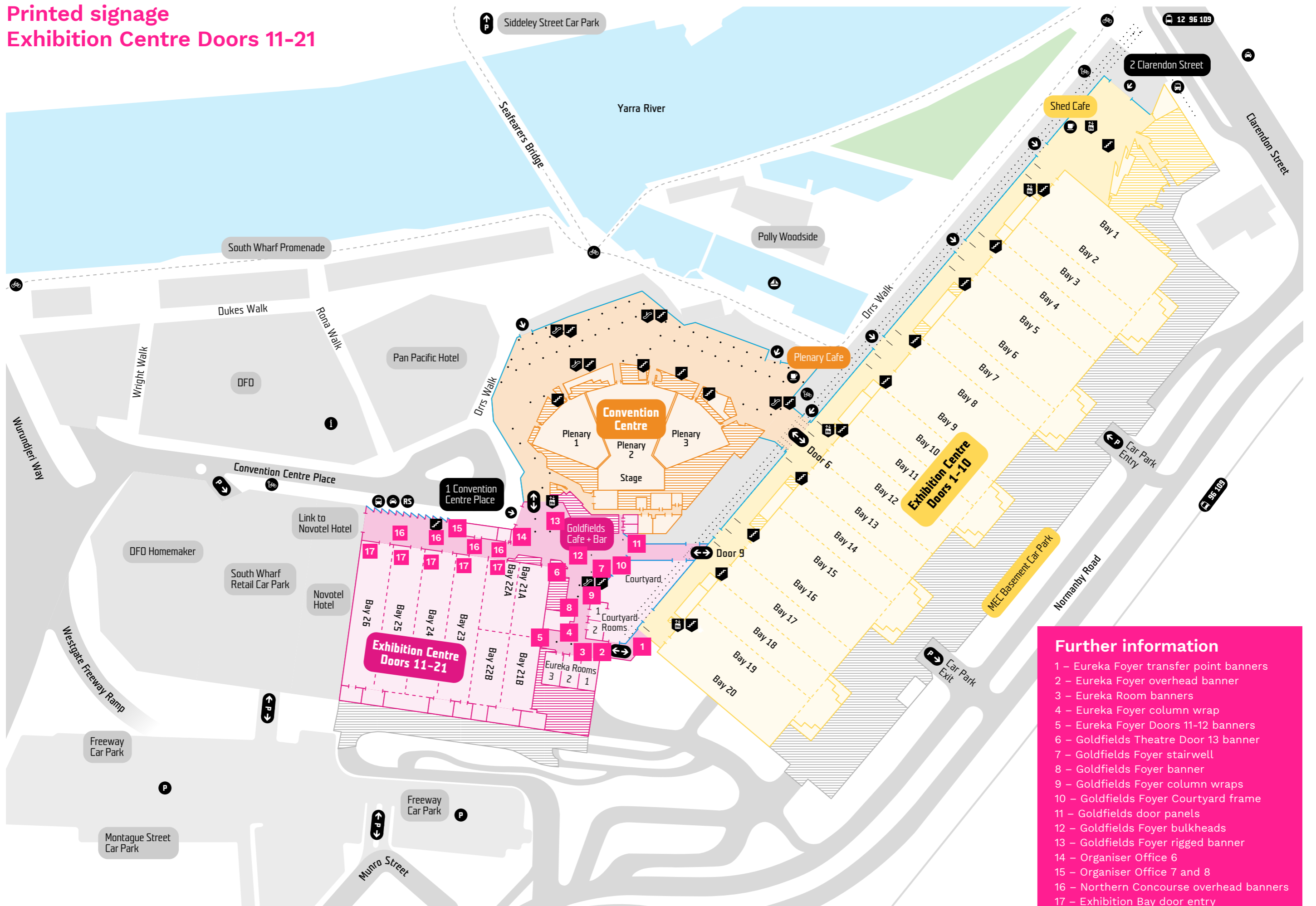
### Exhibition Centre Doors 1-10

| Outdoor signage                              | Material                                 | Dimensions<br>W x H (mm)   | Cost (ex GST)   | Artwork notes   | Requires<br>accredited<br>rigger |
|--|--|--|---|---|----------------------------------|
| Clarendon Street<br>external<br>glass façade | Self--adhesive<br>vinyl<br>(28 x panels) | 12000 x 7900   | \$22,200 + GST<br>per month                                       | Template to be supplied. Final<br>artwork to be provided as a .eps<br>file.   | Yes                              |
|  | Individual<br>panels                     | 3000 x 1120  | Includes space<br>hire, printing,<br>installation<br>and removal. | Artwork to be sent to Event<br>Planner at least one month prior to<br>installation date.  |                                  |
| External Concourse<br>overhead banners       | Fabric flag                              | 1200 x 3000  | \$150 + GST<br>per day per<br>site                                | Includes 6 banners per site.<br>5 sites available   | Yes                              |
| Exhibition Centre<br>Car Park entry          | Vinyl banner                             | 250 on both<br>sides,<br>300 on the<br>bottom,<br>no bleed at<br>the top | \$10,200 + GST<br>per month                                       | Print ready PDF with crop marks.<br><br>Visual sizing is the usable visible<br>space you have for artwork. Bleed<br>and overall size is so the banner<br>fits the sign structure.<br><br>Artwork to be sent to Event<br>Planner at least one month prior to<br>installation date. | Yes                              |

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



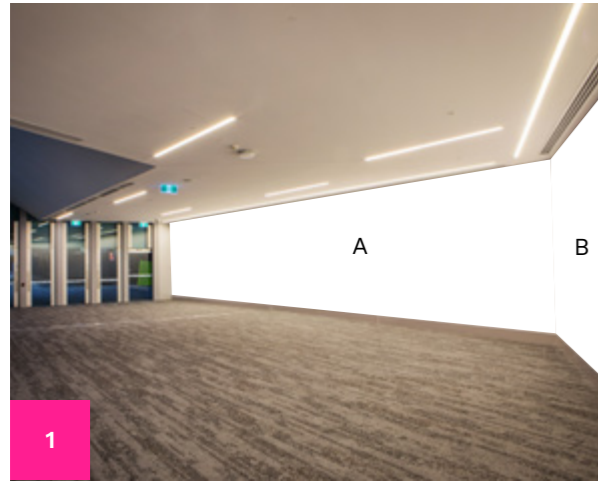
# Printed signage Exhibition Centre Doors 11-21



- 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



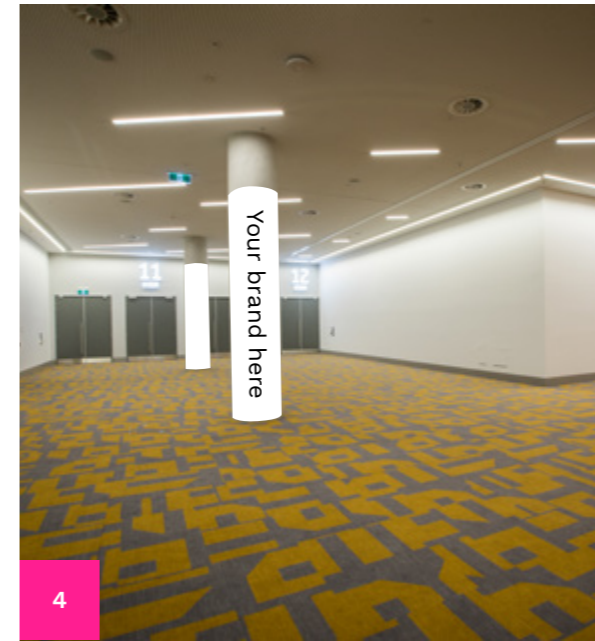
### Eureka Foyer transfer point banners

|                              |   |
|------------------------------|---|
| <b>Material</b>              | Heavy duty FabFrame fabric banner             |
| <b>Dimensions W x H (mm)</b> | 15700 x 3000 (side A)<br>5000 x 3000 (side B) |



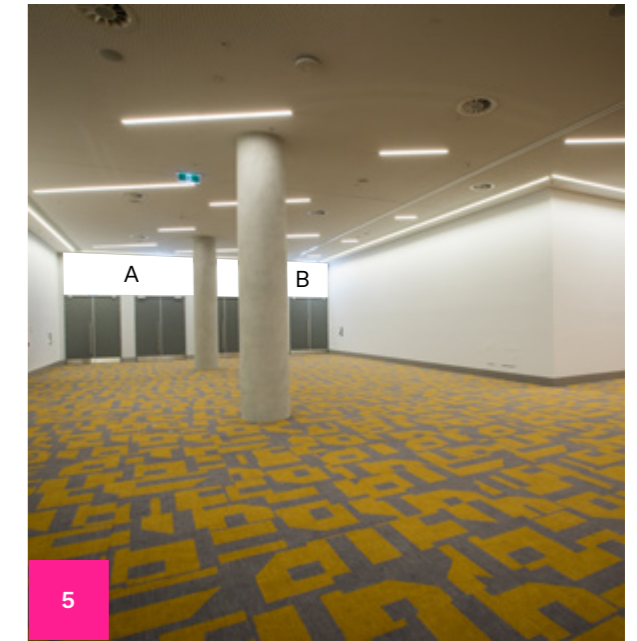
### Eureka Foyer overhead banner

|                              |                                |
|------------------------------|--------------------------------|
| <b>Material</b>              | Rigged Fab Frame Fabric Banner |
| <b>Dimensions W x H (mm)</b> | 8700 x 1200                    |



### Eureka Foyer column wrap

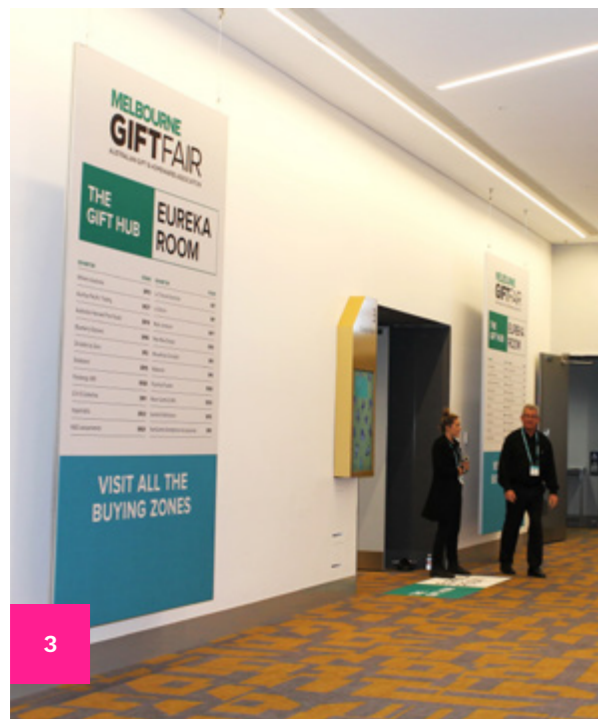
|                              |                                   |
|------------------------------|-----------------------------------|
| <b>Material</b>              | Non-adhesive fabric with velcro   |
| <b>Dimensions W x H (mm)</b> | 2430 x 3000 includes 50mm overlap |
| <b>Quantity</b>              | 2 pillar wraps available          |



### Eureka Foyer Doors 11-12 banners

|                              |   |
|------------------------------|---|
| <b>Material</b>              | Rigged Fab Frame Fabric Banner          |
| <b>Dimensions W x H (mm)</b> | 8700 x 1100 (A)<br>10800 x 1100 (A + B) |

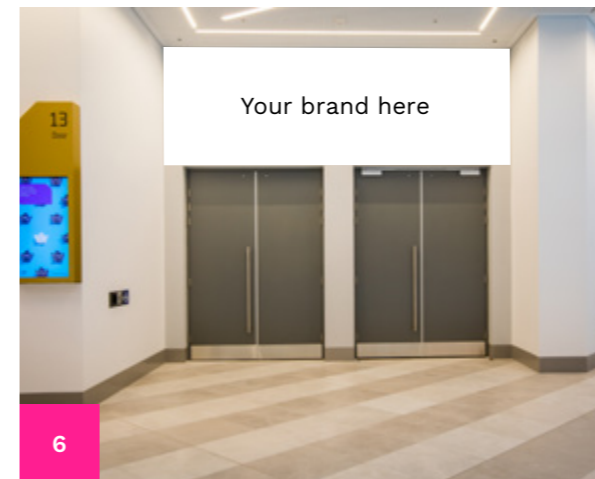
**Please note**  
If door numbers are covered by signage, the signage artwork must include door numbers 11 and 12 so attendees can easily identify the space.



### Eureka Room banners

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

Only available if booking Eureka Rooms 1-3.



### Goldfields Theatre Door 13 banner

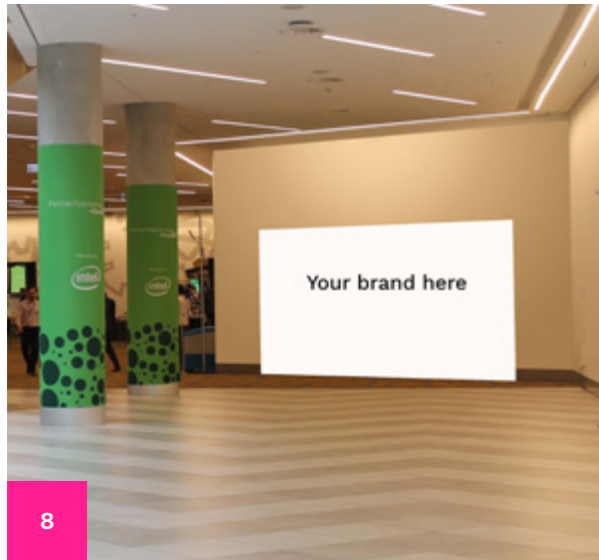
|                              |                                |
|------------------------------|--------------------------------|
| <b>Material</b>              | Rigged Fab Frame Fabric Banner |
| <b>Dimensions W x H (mm)</b> | 4600 x 1300                    |



### Goldfields Foyer stairwell

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





**Goldfields Foyer banner**

|                              |                     |
|------------------------------|---------------------|
| <b>Material</b>              | Free Standing Frame |
| <b>Dimensions W x H (mm)</b> | 7200 x 4000         |



**Goldfields Foyer column wraps**

|                              |                                   |
|------------------------------|-----------------------------------|
| <b>Material</b>              | Non-adhesive fabric with velcro   |
| <b>Dimensions W x H (mm)</b> | 2430 x 3000 includes 50mm overlap |
| <b>Quantity</b>              | 3 columns available               |



**Goldfields Foyer bulkheads**

|                              |   |
|------------------------------|---|
| <b>Material</b>              | Rigged heavy duty FabFrame fabric banner              |
| <b>Dimensions W x H (mm)</b> | 7600 x 2500 (Bulkhead A)<br>19000 x 2500 (Bulkhead B) |

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



**Goldfields Foyer rigged banner**

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Rigged heavy duty FabFrame fabric banner |
| <b>Dimensions W x H (mm)</b> | 8000 x 3000                              |

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



**Goldfields Foyer Courtyard frame**

|                              |                     |
|------------------------------|---------------------|
| <b>Material</b>              | Free standing frame |
| <b>Dimensions W x H (mm)</b> | 2000 x 2900         |



**Goldfields door panels**

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Self-adhesive vinyl                                    |
| <b>Dimensions W x H (mm)</b> | 3420 x 2600 (A*)<br>1790 x 2600 (B)<br>1550 x 2600 (C) |

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



**Organiser Office 6**

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Foamcore   |
| <b>Dimensions W x H (mm)</b> | 2440 x 500 (A)<br>2440 x 500 (B)<br>3880 x 500 (C)<br>3880 x 500 (D) |

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





### Organiser Office 7

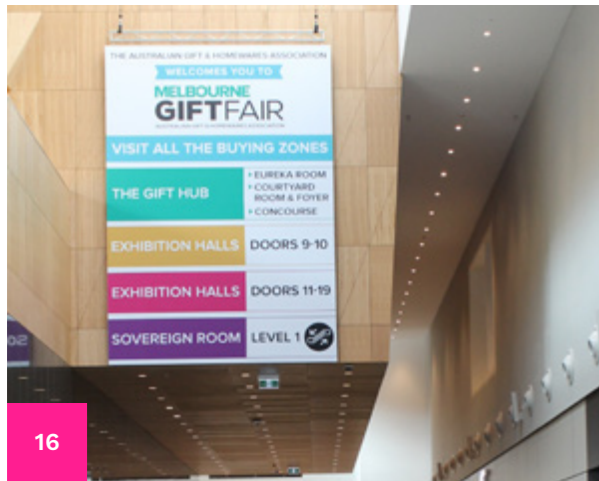
|                              |                                  |
|------------------------------|----------------------------------|
| <b>Material</b>              | Foamcore                         |
| <b>Dimensions W x H (mm)</b> | 3600 x 500 (A)<br>3600 x 680 (B) |

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

### Organiser Office 8

|                              |                                  |
|------------------------------|----------------------------------|
| <b>Material</b>              | Foamcore                         |
| <b>Dimensions W x H (mm)</b> | 3500 x 500 (A)<br>3500 x 680 (B) |

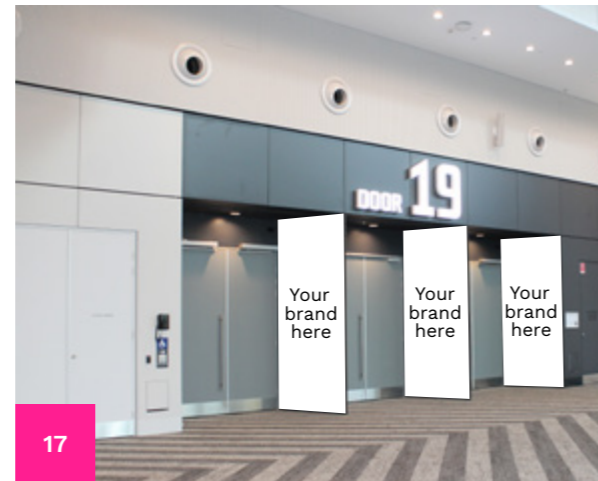
**Please note**  
Unavailable for bookings until 2026.



### Northern Concourse overhead banners

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Rigged FabFrame<br>Fabric Banner                       |
| <b>Dimensions W x H (mm)</b> | 4500 x 7000 (3 available)<br>4500 x 3000 (1 available) |

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



### Exhibition Bay door entry

|                              |  |
|------------------------------|--|
| <b>Material</b>              | Self-adhesive vinyl  |
| <b>Dimensions W x H (mm)</b> | 1300mm x 2500mm<br>8 panels available (Door 15)<br>6 panels available (Door 16-19) |

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



Eureka Foyer Doors 11-12 banners



## 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 11-21

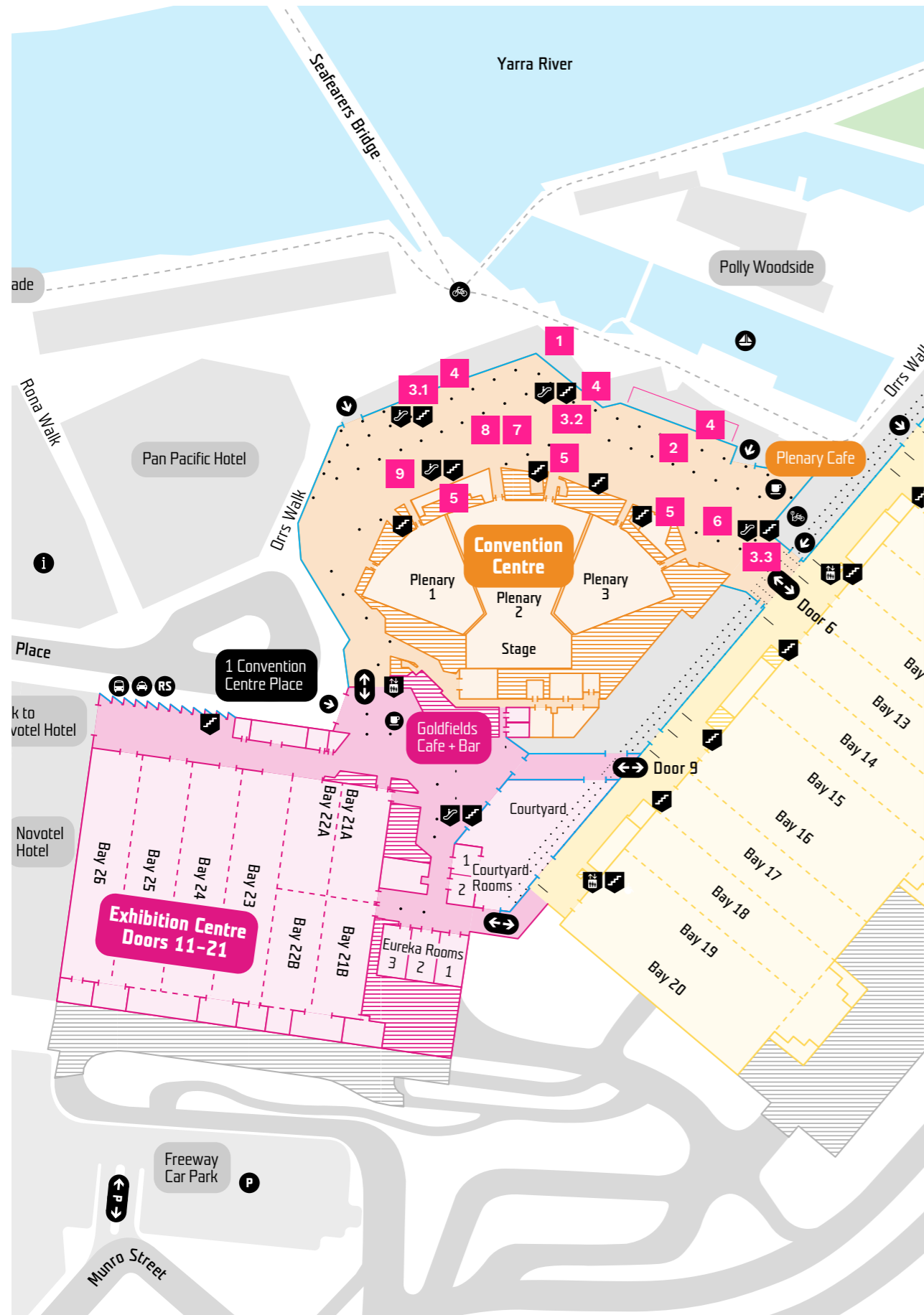
| Signage opportunities               | Material                                 | Dimensions W x H (mm)  | Cost (per day) (ex GST) | Artwork notes   | Requires accredited rigger |
|-------------------------------------|--|--|-------------------------|---|----------------------------|
| Eureka Foyer transfer point banners | Heavy duty FabFrame fabric banner        | 15700 x 3000 (side A)<br>5000 x 3000 (side B)  | \$55                    |   | No                         |
| Eureka Foyer overhead banner        | Rigged FabFrame fabric banner            | 8700 x 1200  | \$165                   |   | Yes                        |
| Eureka Room banners                 | Rigged FabFrame fabric banner            | 1800 x 1700 (Room 1/<br>Banner Door 1)<br>1800 x 3000 (Room 2&3/<br>Banner Door 2&3) | \$165                   | 2 banners available<br><br>Only available if booking Eureka Rooms 1-3.  | Yes                        |
| Eureka Foyer column wrap            | Non-adhesive fabric with velcro          | 2430 x 3000 (includes 50mm overlap)  | \$110                   | 2 pillar wraps available  | No                         |
| Eureka Foyer Doors 11-12 banners    | Rigged FabFrame fabric banner            | 8700 x 1100 (A)  | \$165                   | If door numbers are covered by signage, the signage must include door numbers 11 and 12 so attendees can easily identify the space. | Yes                        |
|                                     |  | 10800 x 1100 (A + B)   | \$165                   |   |                            |
| Goldfields Theatre Door 13 banner   | Rigged FabFrame fabric banner            | 4600 x 1300  | \$165                   |   | Yes                        |
| Goldfields Foyer stairwell          | Self-adhesive vinyl                      | 4200 x 140 (per stair)   | \$110                   | 47 stairs in three sections (1 x 15 stairs + 2 x 16 stairs)   | No                         |
| Goldfields Foyer banner             | Free standing frame                      | 7200 x 4000  | \$165                   |   | Yes                        |
| Goldfields Foyer column wraps       | Non-adhesive fabric with velcro          | 2430 x 3000 (includes 50mm overlap. 3 columns available)                             | \$110                   |   | No                         |
| Goldfields Foyer Courtyard frame    | Free standing frame                      | 2000 x 2900  | \$110                   |   | No                         |
| Goldfields door panels              | Self-adhesive vinyl                      | 3395 x 2600 (A)  | \$110                   |   | No                         |
|                                     |  | 2000 x 2600 (B)  | \$110                   |   |                            |
|                                     |  | 1650 x 2600 (C)  | \$110                   |   |                            |
| Goldfields Foyer bulkheads          | Rigged heavy duty FabFrame fabric banner | 7600 x 2500 (Bulkhead A)   | \$165                   | Only available if booking Bays 21-22.   | Yes                        |
|                                     |  | 19000 x 2500 (Bulkhead B)  | \$200                   |   |                            |
| Goldfields Foyer rigged banner      | Rigged heavy duty FabFrame fabric banner | 8000 x 3000  | \$300                   | Only available if booking Bays 21-22. MCEC is required to assist with rigging. Please contact your Event Planner.                   | Yes                        |

### Exhibition Centre Doors 11-21 (continued)

| Signage opportunities               | Material                      | Dimensions W x H (mm)  | Cost (per day) (ex GST) | Artwork notes  | Requires accredited rigger |
|-------------------------------------|-------------------------------|--|-------------------------|--|----------------------------|
| Organiser Office 6                  | Foamcore                      | 2440 x 500 (A)<br>2440 x 500 (B)<br>3880 x 500 (C)<br>3880 x 500 (D)               | \$165                   | Only available if booking Bays 20-22.                                      | No                         |
| Organiser Office 7                  | Foamcore                      | 2600 x 500 (A)<br>2600 x 680 (B)   | \$165                   | Only available if booking Bays 21-26.                                      | No                         |
| Organiser Office 8                  | Foamcore                      | 3500 x 500 (A)<br>3500 x 680 (B)   | \$165                   | Only available if booking Bays 21-26.                                      | No                         |
| Northern Concourse overhead banners | Rigged FabFrame fabric banner | 4500 x 7000 (3 available)  | \$165                   | MCEC is required to assist with rigging. Please contact your Event Planner | Yes                        |
|                                     |                               | 4500 x 3000 (1 available)  | \$165                   |  |                            |
| Exhibition Bay door entry           | Self-adhesive vinyl           | 1300mm x 2500mm<br>8 panels available (Door 15)<br>6 panels available (Door 16-19) | \$110                   | Only available if booking Bays 20-26.                                      | Yes                        |



## Printed signage Convention Centre



## Convention Centre



### Plenary Lightbox Posters

|                                  |  |
|----------------------------------|--|
| <b>Material</b>                  | Synthetic paper  |
| <b>Dimensions<br/>W x H (mm)</b> | 951 x 1924   |
| <b>Cost</b>                      | \$600 + GST per poster per month<br>Includes space hire, printing, installation and removal.   |
| <b>Artwork</b>                   | Final artwork to be provided as a print ready PDF with crop marks.<br>Artwork to be sent to Event Planner at least two weeks prior to installation date. |



### Convention Centre column wraps

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

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





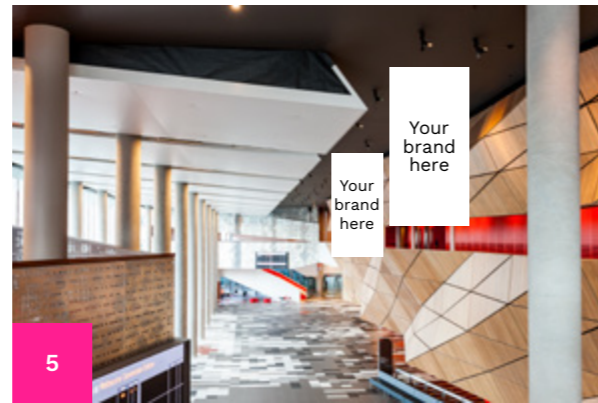
### Main Foyer stairwells

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



### Main Foyer glass panels

|                              |                       |
|------------------------------|-----------------------|
| <b>Material</b>              | Self-adhesive vinyl   |
| <b>Dimensions W x H (mm)</b> | 1900 x 2500 per panel |



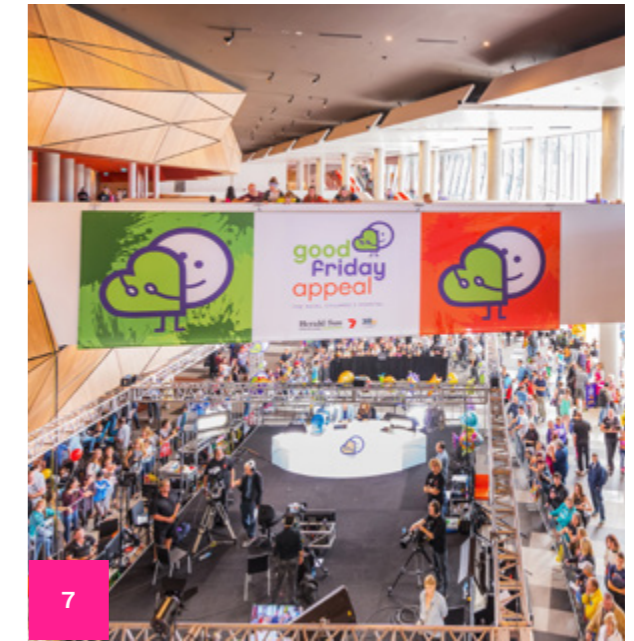
### Main Foyer overhead banners

|                              |             |
|------------------------------|-------------|
| <b>Material</b>              | Vinyl       |
| <b>Dimensions W x H (mm)</b> | 2000 x 4000 |



### Main Foyer bulkhead A

|                              |                        |
|------------------------------|------------------------|
| <b>Material</b>              | FabFrame fabric banner |
| <b>Dimensions W x H (mm)</b> | 8850 x 2400            |



### Main Foyer bulkhead B

|                              |                        |
|------------------------------|------------------------|
| <b>Material</b>              | FabFrame fabric banner |
| <b>Dimensions W x H (mm)</b> | 10000 x 2600           |



### Main Foyer bulkhead C

|                              |                        |
|------------------------------|------------------------|
| <b>Material</b>              | FabFrame fabric banner |
| <b>Dimensions W x H (mm)</b> | 10000 x 2600           |



### Main Foyer bulkhead D

|                              |                        |
|------------------------------|------------------------|
| <b>Material</b>              | FabFrame fabric banner |
| <b>Dimensions W x H (mm)</b> | 10000 x 3500           |





Main Foyer Bulkhead B

## 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.

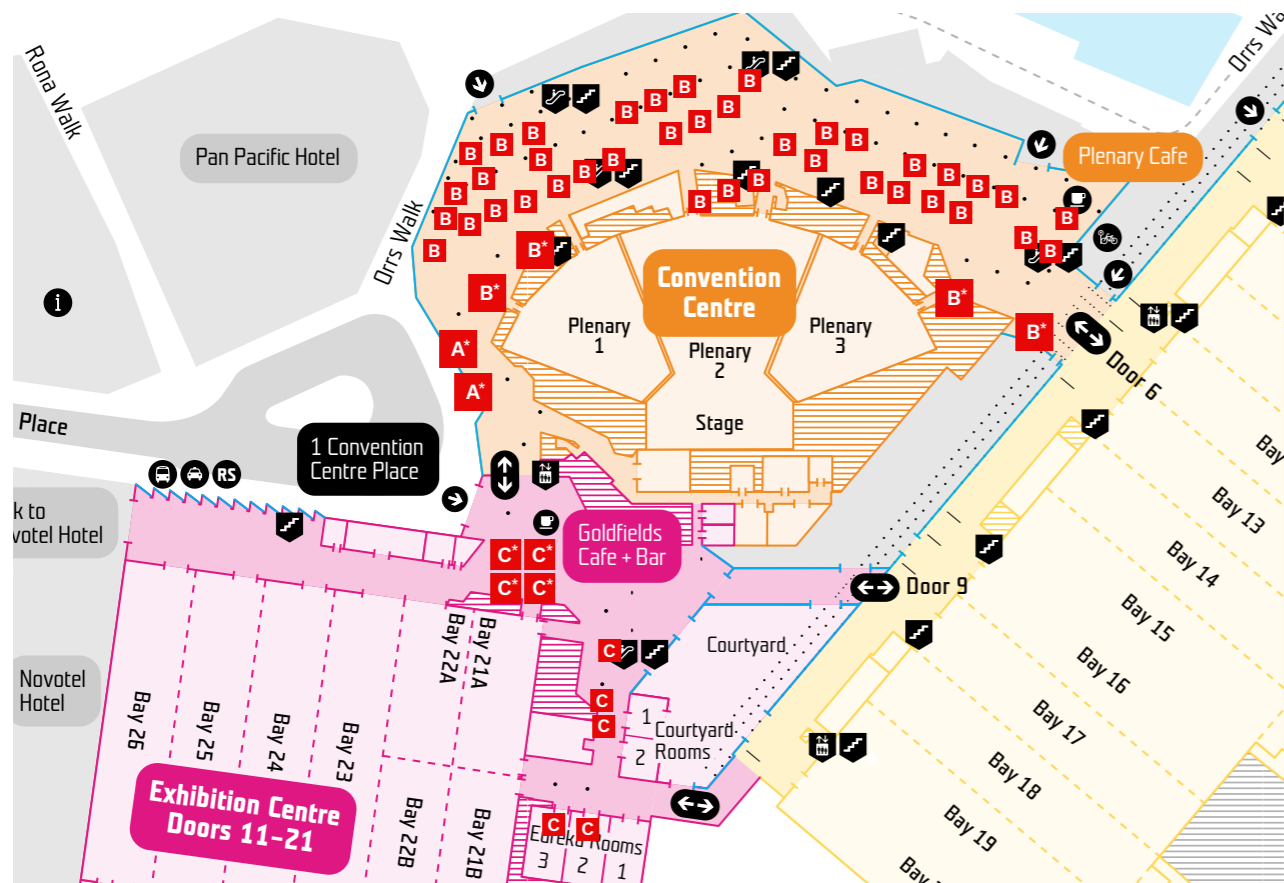
### Convention Centre

| Signage opportunities          | Material                        | Dimensions W x H (mm)  | Cost (per day) (ex GST)  | Artwork notes  | Requires accredited rigger |
|--------------------------------|---------------------------------|--|--|--|----------------------------|
| Plenary Lightbox Posters       | Synthetic paper                 | 951 x 1924   | \$600 + GST per poster per month<br><br>Includes space hire, printing, installation and removal. | Print ready PDF with crop marks.<br><br>Artwork to be sent to Event Planner at least one month prior to installation date.   | No                         |
| Convention Centre column wraps | Non-adhesive fabric with velcro | Sizes vary, please refer to map on page 32 for details.  | \$110  | Measurements include 50mm overlap  | No                         |
| Main Foyer stairwells          | Self-adhesive vinyl             | 4090 x 150 per stair (stair 1)<br>4090 x 150 per stair (stair 2)<br>3000 x 150 per stair (stair 3) | \$110  | <b>3 x 12 stairs available.</b><br><b>2.1</b> 47 stairs in 3 sections 16+16+15 (top to bottom)<br><b>2.2</b> 44 stairs in 3 sections 16+16+12 (top to bottom)<br><b>2.3</b> 44 stairs in 3 sections 16+16+12 (top to bottom) | No                         |
| Main Foyer glass panels        | Self-adhesive vinyl             | 1900 x 2500 per panel  | \$300  |  | No                         |
| Main Foyer overhead banners    | Vinyl                           | 2000 x 4000  | \$110  |  | Yes                        |
| Main Foyer bulkhead A          | FabFrame fabric banner          | 8850 x 2400  | \$165  |  | Yes                        |
| Main Foyer bulkhead B          | FabFrame fabric banner          | 10000 x 2600   | \$165  |  | Yes                        |
| Main Foyer bulkhead C          | FabFrame fabric banner          | 10000 x 2600   | \$165  |  | Yes                        |
| Main Foyer bulkhead D          | FabFrame fabric banner          | 10000 x 3500   | \$165  |  | Yes                        |



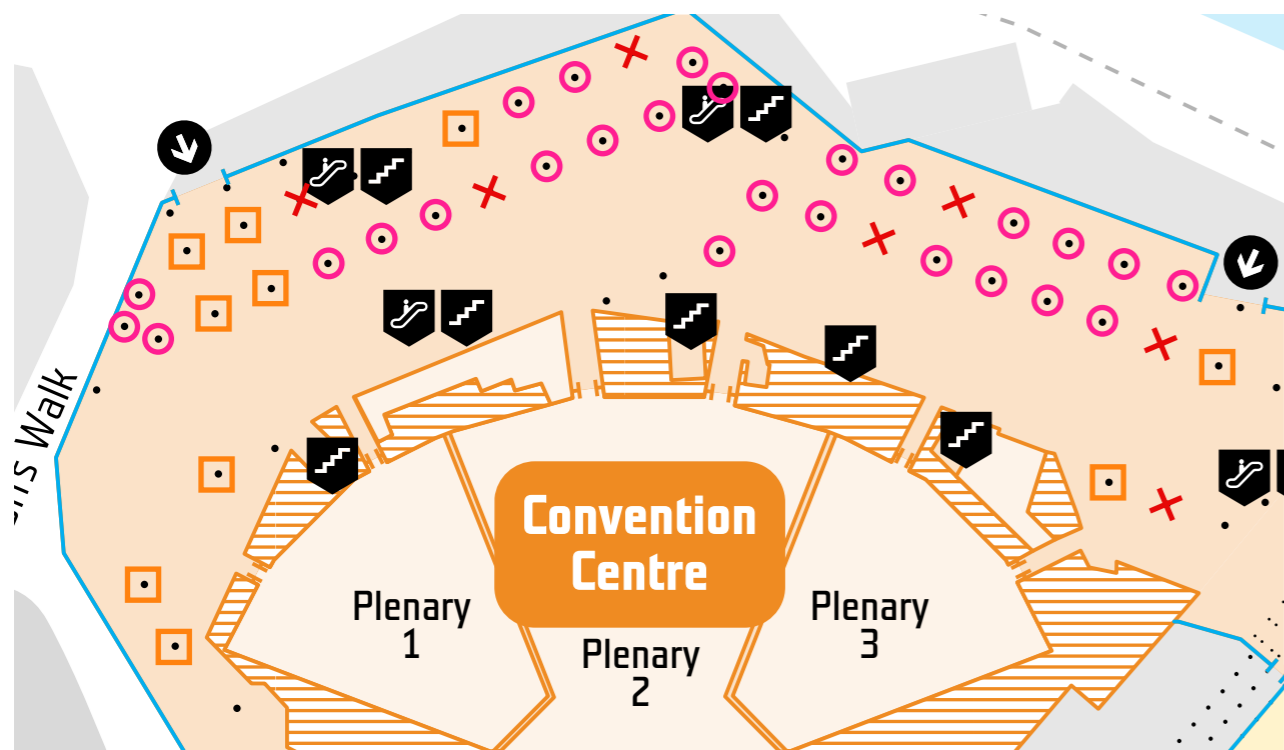
## Column wraps

### Ground



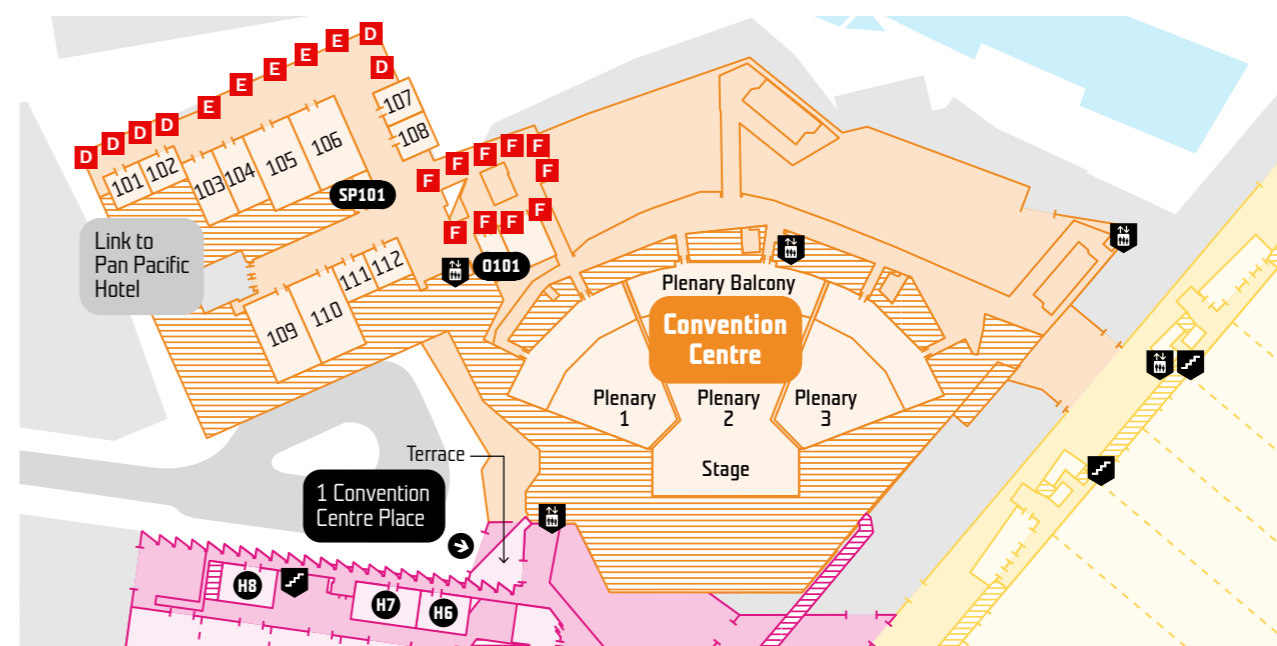
\*Column is outside event space, approval required.

### Ground (zoomed in)



- ✗ Cannot be labelled; it features a temperature reader/sensor.
- The space can be branded and licensed.
- Branding possible; Ops approval required for neutral space and/or full centre buyout.

### 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

Shed Cafe



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.



Goldfields Cafe



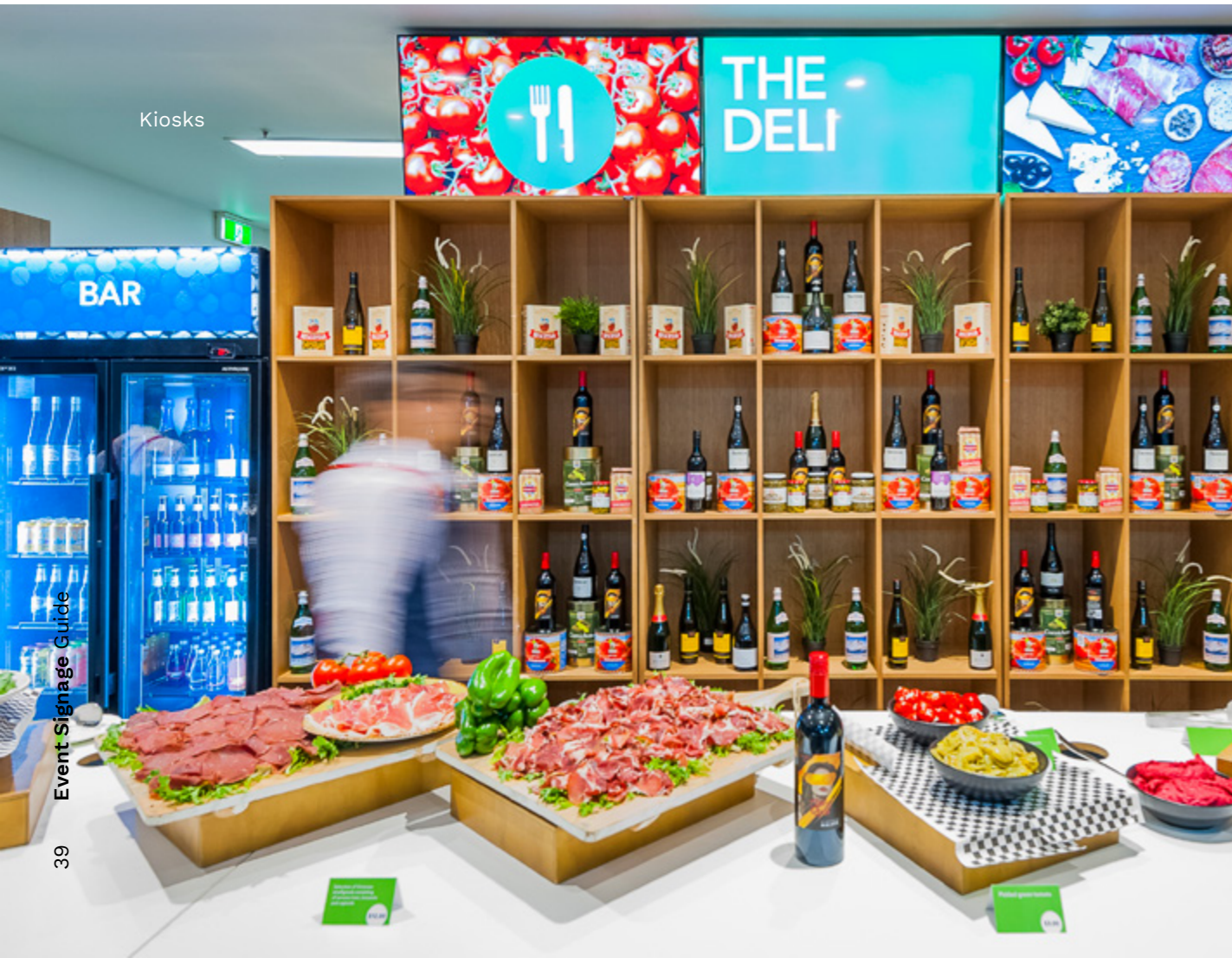
## Kiosks

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?

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Planner today.

