



MELBOURNE  
CONVENTION  
EXHIBITION  
CENTRE

Guide



MELBOURNE  
CONVENTION  
EXHIBITION  
CENTRE

Where curiosity  
knows no bounds



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CARPARK →



Event Day  
Signage



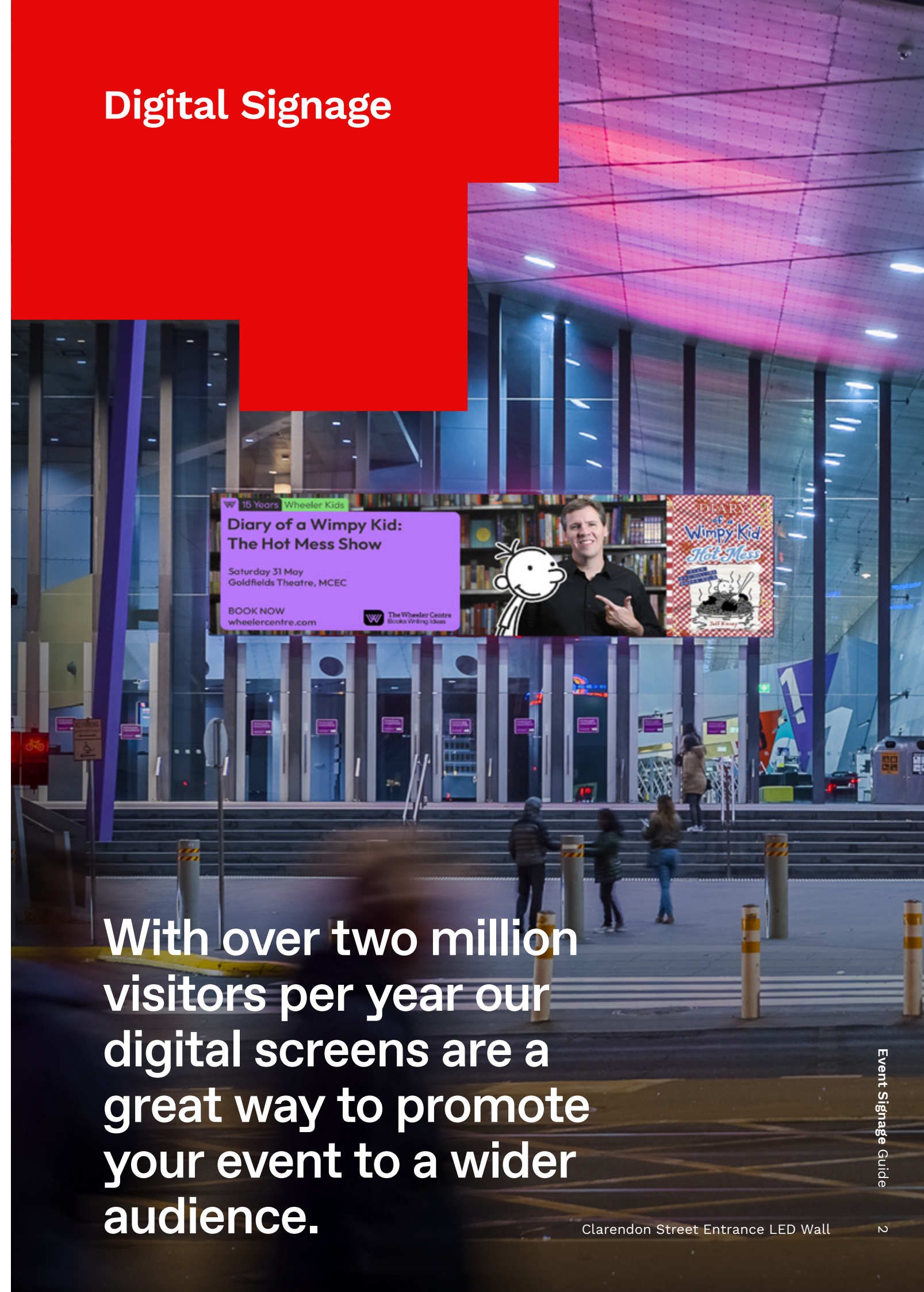
Immerse, inform  
and inspire your  
audience with  
signage that makes  
a statement.

## Digital Signage

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



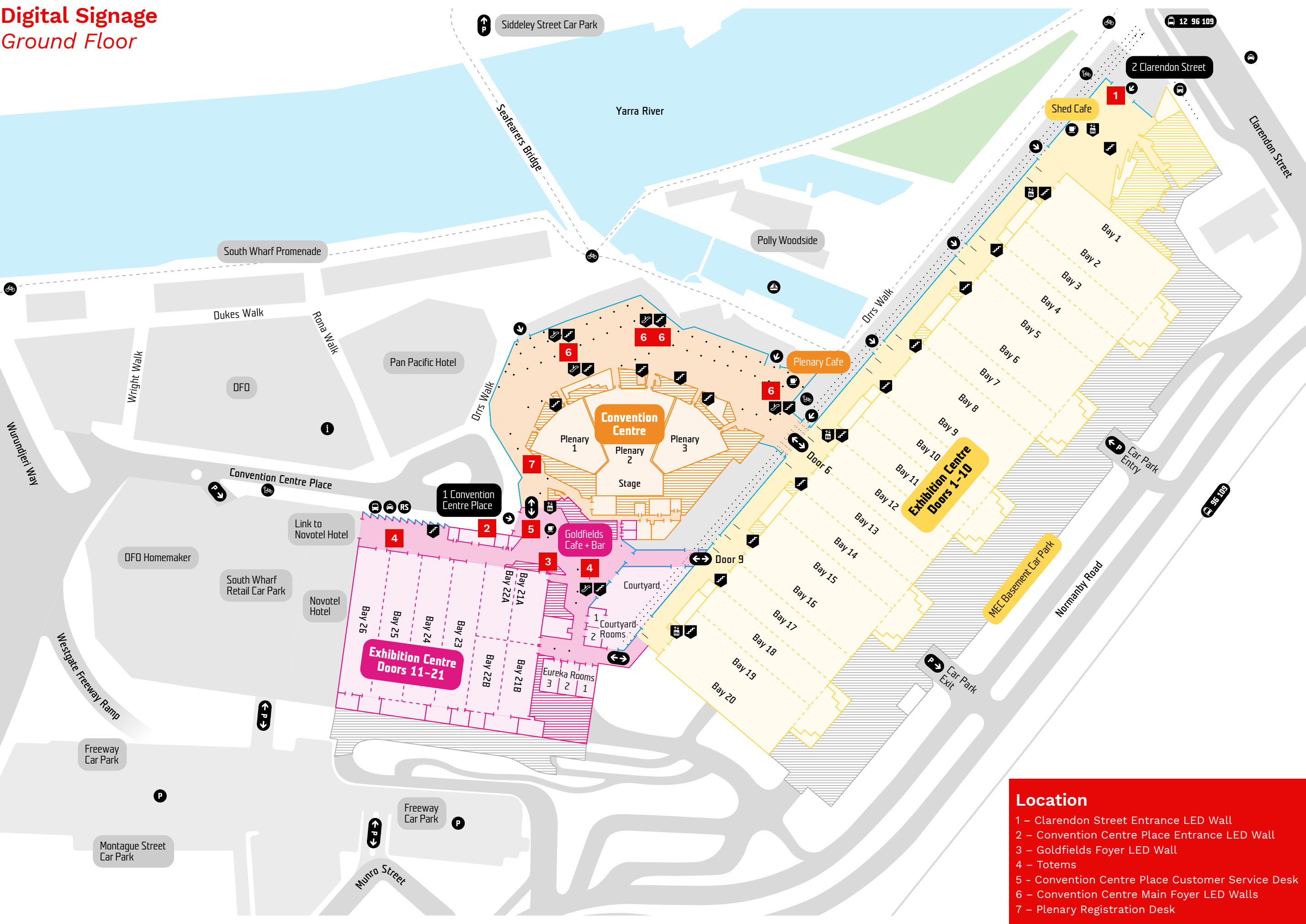
Convention Centre Place Entrance LED Wall



Clarendon Street Entrance LED Wall



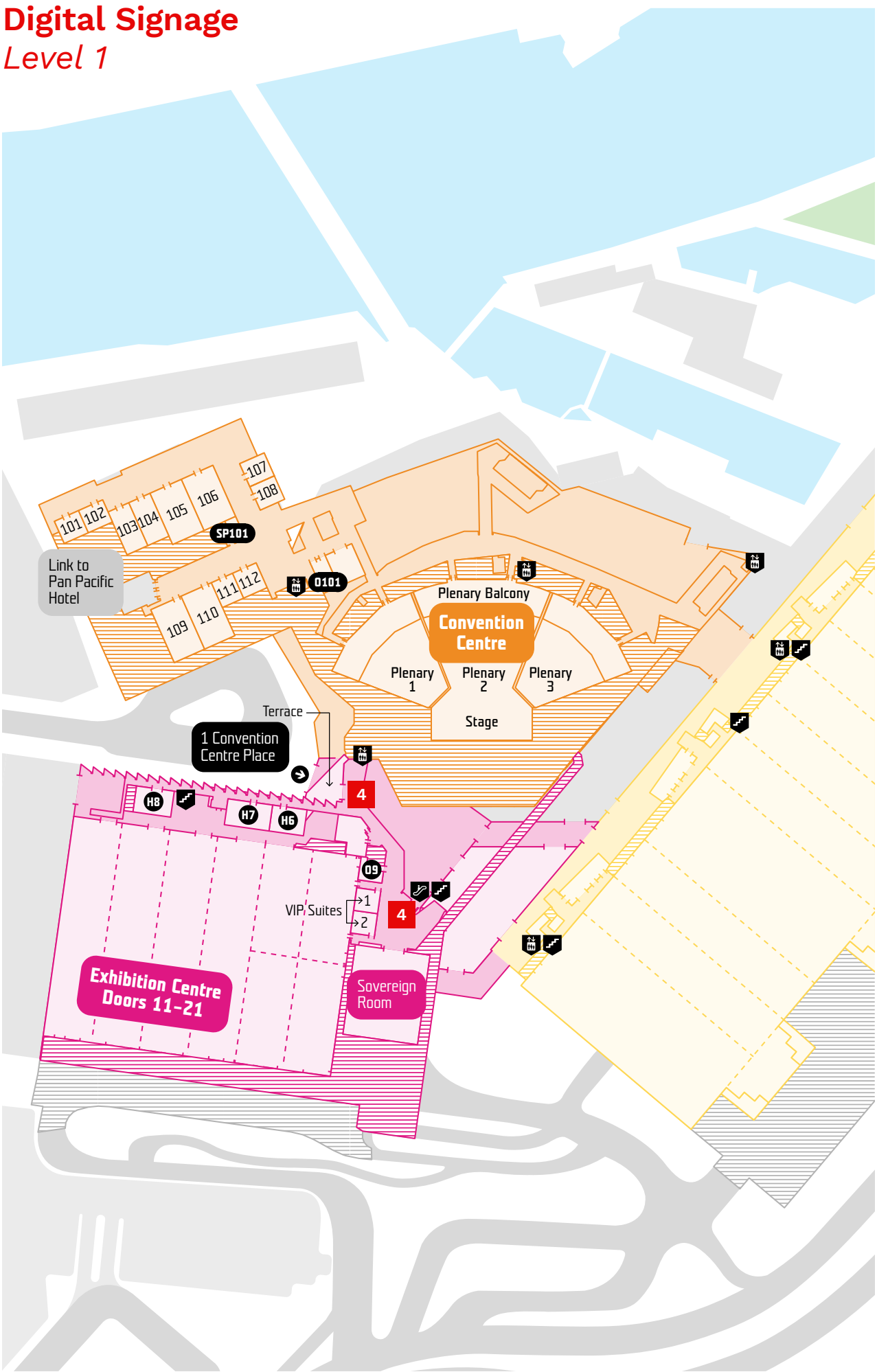
Digital Signage  
Ground Floor



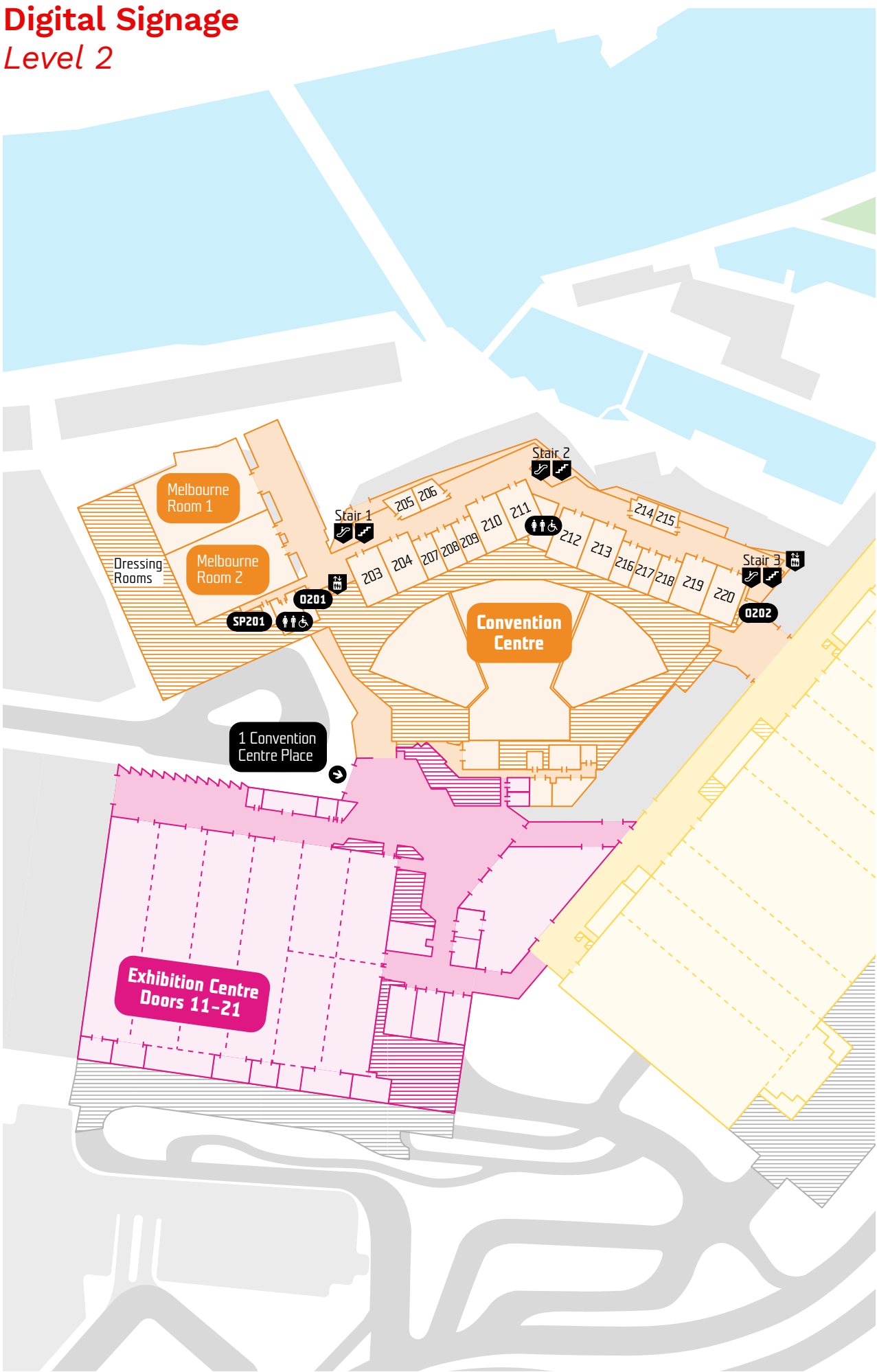
Location

- 1 – Clarendon Street Entrance LED Wall
- 2 – Convention Centre Place Entrance LED Wall
- 3 – Goldfields Foyer LED Wall
- 4 – Totems
- 5 – Convention Centre Place Customer Service Desk
- 6 – Convention Centre Main Foyer LED Walls
- 7 – 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

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.



Clarendon Street Entrance LED Wall

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

Artwork Guidelines

Applies to both

- 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

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

Exhibition Centre



Goldfields Foyer LED Wall

Dimensions W x H (mm)	777 x 647 (left screen) 1294 x 647 (right screen) 2071 x 647 (full screen)
File Type	Jpeg
Quantity	1 site available

**Please note**  
The Goldfields Foyer LED Wall can be used for wayfinding or displaying custom artwork.

The screens are allocated as follows:

Left screen: Bookings in Bays 21-22  
Right screen: Bookings in Bays 23-26  
Full screen: Bookings in the entire building, Exhibition Centre Doors 11-21



Totems

Sovereign Room Totem

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

**Please note**  
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

**Please note**  
Available with bookings in the entire building, Exhibition Centre Doors 11-21.

Convention Centre



Convention Centre Place  
Customer Service Desk

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

**Please note**  
Available for full centre bookings.



Main Foyer LED Walls

Dimensions W x H (mm)	1280 x 720
File Type	Jpeg
Quantity	4 sites available

**Please note**  
Multiple sites available for full convention centre bookings.



Plenary Registration Desk

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

**Please note**  
Only available for events in Plenary.

Digital Signage

Screen Dimensions

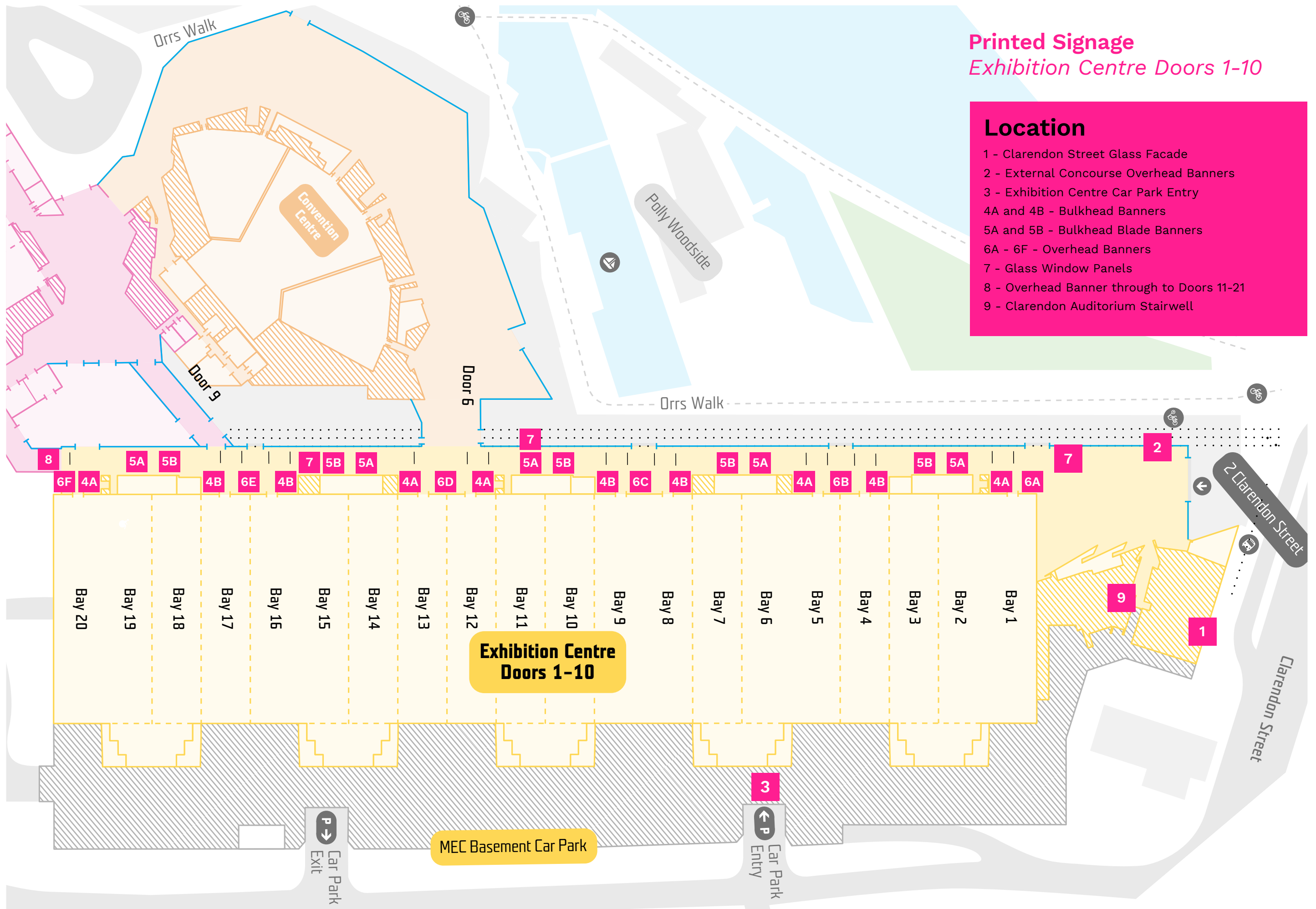
Map Location		Full Screen Resolution (px)	File Type	Content Resolution (px)	Screen Size
Venue Wide					
Wayfinding		1000 x 1000	Jpeg	1000 x 1000	Various
Doorcard		1000 x 1000	Jpeg	1000 x 1000 (logo) 1080 x 1920 (custom content)	32"
Lectern		1080 x 1920	Jpeg	1080 x 1920	42"
Outdoor Signage					
1	Clarendon St Entrance LED Wall	1728 x 432	Jpeg	1080 x 400 (half screen) 710 x 400 (third screen)	Large
2	Convention Centre Place Entrance LED Wall	2560 x 512	Jpeg	1080 x 400 (half screen) 710 x 400 (third screen)	Large
Exhibition Centre					
3	Goldfields Foyer LED Wall	2071 x 647	Jpeg	777 x 647 (left screen) 1294 x 647 (right screen) 2071 x 647 (full screen)	Large
4	Totems	1080 x 1920	Jpeg	1080 x 1920	55"
5	Convention Centre Place Customer Service Desk	1920 x 1080	Jpeg	1920 x 1080	42"
Convention Centre					
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

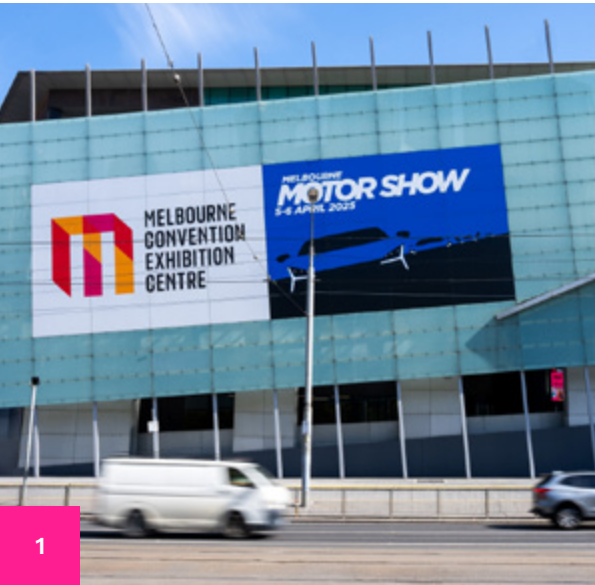








Outdoor Signage



Clarendon Street Glass Façade

Clarendon Street

Material	Self-adhesive vinyl
Dimensions W x H (mm)	Choose an option below 28 panels (12000 W x 7840 H) 21 panels (9000 W x 7840 H) 14 panels (6,000 W x 7840 H)
Cost	Choose an option below 28 panels \$21,000 + GST per month 21 panels \$18,000 + GST per month 14 panels \$15,000 + 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.



External Concourse Overhead Banners

Exhibition Centre Doors 1–10

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

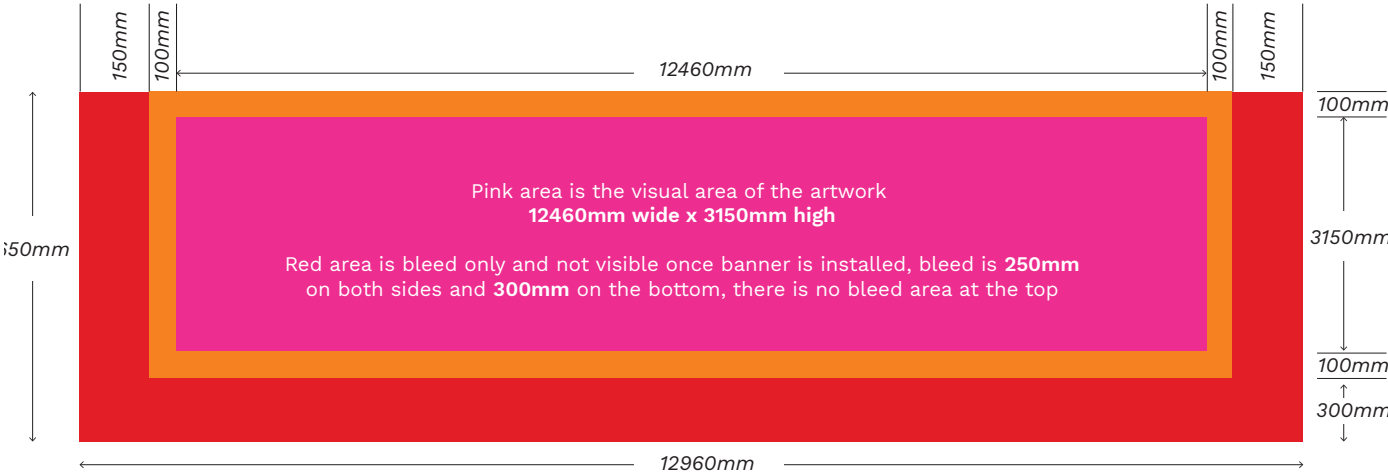


Exhibition Centre Car Park Entry Banner

Normanby Road

Material	Vinyl banner
Dimensions W x H (mm)	12460 x 3150 (visual) 12960 x 3650 (overall) 250 on both sides, 300 on the bottom, no bleed at the top
Cost	\$5,000 + 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 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

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

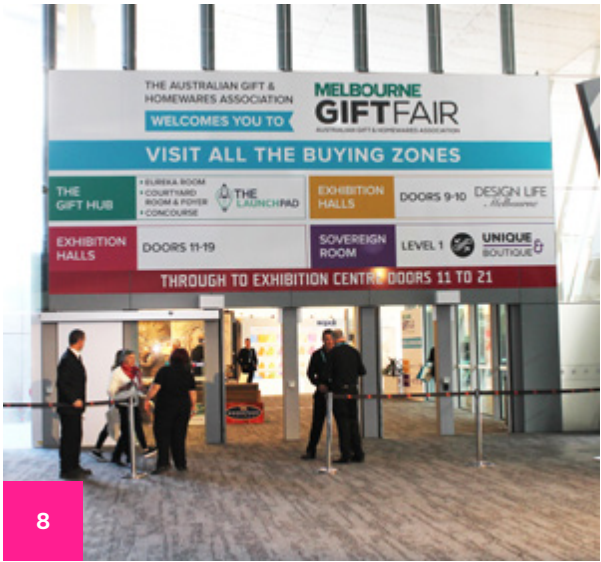
Material	Vinyl
Dimensions W x H (mm)	2600 x 4000
Quantity	<b>6 sites available</b> <b>6A</b> - 2 rods, 4 banners, can be double sided <b>6B</b> - 4 rods, 8 banners, can be double sided <b>6C</b> - 4 rods, 8 banners, can be double sided <b>6D</b> - 3 rods, 6 banners, can be double sided. Some locations 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



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	Self-adhesive vinyl
Dimensions W x H (mm)	8800 x 3400
Quantity	1 site available



Clarendon Auditorium Stairwell

Material	Self-adhesive vinyl (specifications of the adhesive to be submitted and approved via MCEC operations prior to installation)
Dimensions W x H (mm)	2600 x 140 per stair
Quantity	24 stairs in two sections (12 stairs per section)

**Please note**  
Additional cleaning and/or damage costs may  
apply if any residue remains on the area after  
the decal is removed or if any damage is caused.



Bulkhead banners



# Printed Signage Specifications and Materials

Signage in your licensed area is free. Printing and installation are your responsibility. Please speak with your Event Planner about signage opportunities within your space.

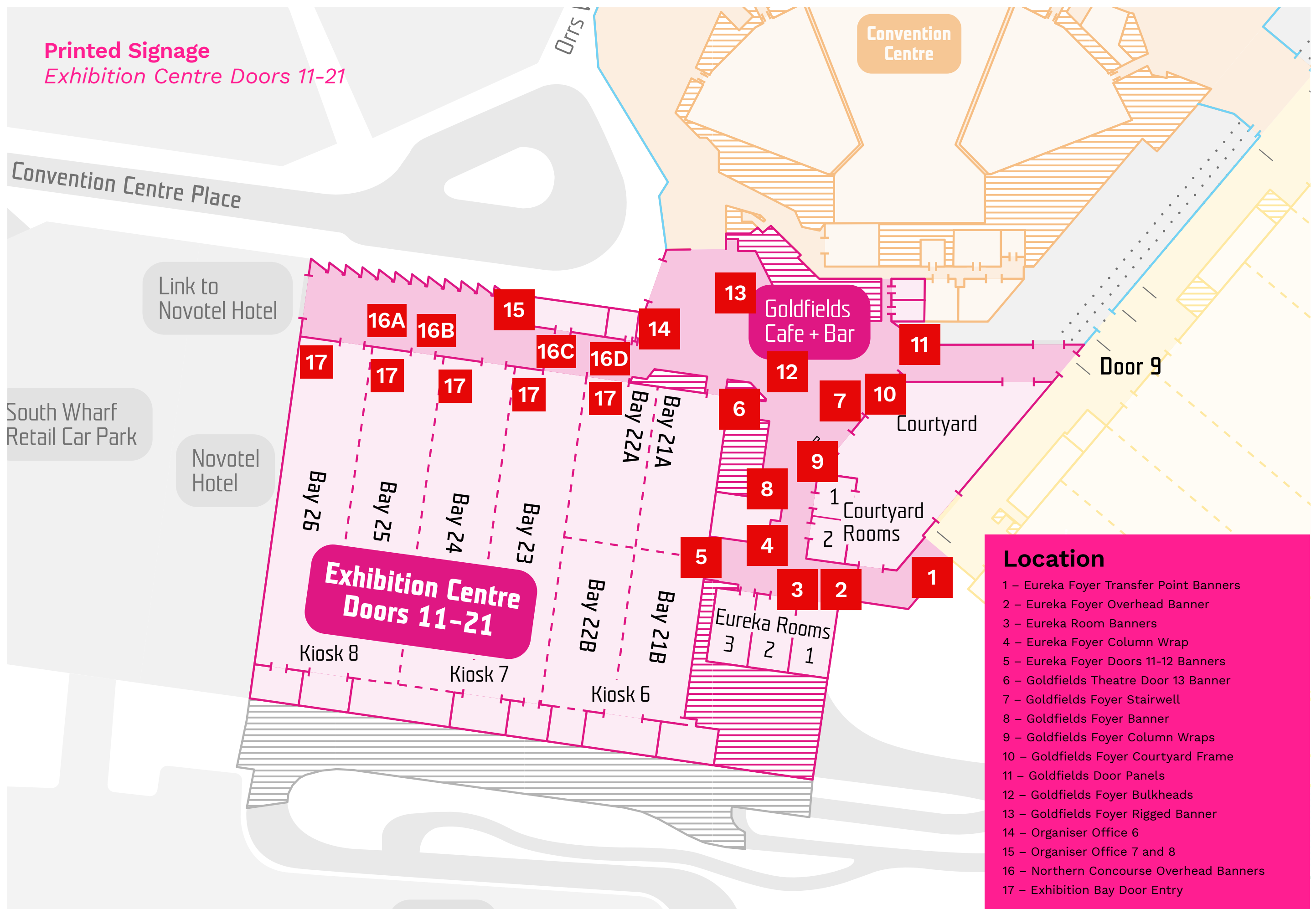
Signage outside your licensed area may incur a fee and is subject to availability.

## 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	28 x panels	12000 x 7840	<b>Choose an option below:</b>  <b>28 panels</b> <b>\$21,000 + GST per month</b>  <b>21 panels</b> <b>\$18,000 + GST per month</b>  <b>14 panels</b> <b>\$15,000 + GST per month</b>  Includes space hire, printing, installation and removal.	Template to be supplied. Final artwork to be provided as a .eps file.	Yes
	21 x panels	9000 x 7840			
	14 x panels	6000 x 7840		Artwork to be sent to Event Planner at least one month prior to installation date.	
External Concourse Overhead Banners	Fabric flag	1200 x 3000	<b>\$150 + GST per day per site</b>	Includes 6 banners per site. 5 sites available	Yes
Exhibition Centre Car Park Entry Banner	Vinyl banner	12460 x 3150 (visual) 12960 x 3650 (overall) 250 (bleed on both sides) 300 (bleed on the bottom) no bleed at the top	<b>\$5,000 + GST per month</b>  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

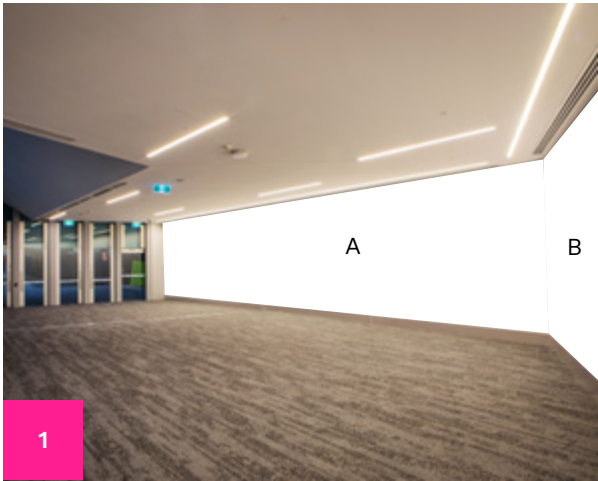
Concourse signage opportunities	Material	Dimensions W x H (mm)	Cost (per day) (ex GST)	Artwork notes	Requires accredited rigger
Bulkhead Banner	FabFrame fabric banner	7000 x 4200 (side A)	<b>\$165</b>	5 sites available	Yes
		5400 x 4200 (side B)	<b>\$165</b>		
Bulkhead Blade Banner	FabFrame fabric banner	6500 x 1850 (side A)	<b>\$165</b>	5 sites available	Yes
		4900 x 1850 (side B)	<b>\$165</b>		
Overhead Banners	Vinyl	2600 x 4000	<b>\$110</b>	6 sites available <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	<b>\$165</b>	Multiple sites available	No
Overhead Banner through to Doors 11-21	Self-adhesive vinyl	8800 x 3400	<b>\$165</b>	1 site available	No
Clarendon Auditorium Stairwell				Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.	







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)

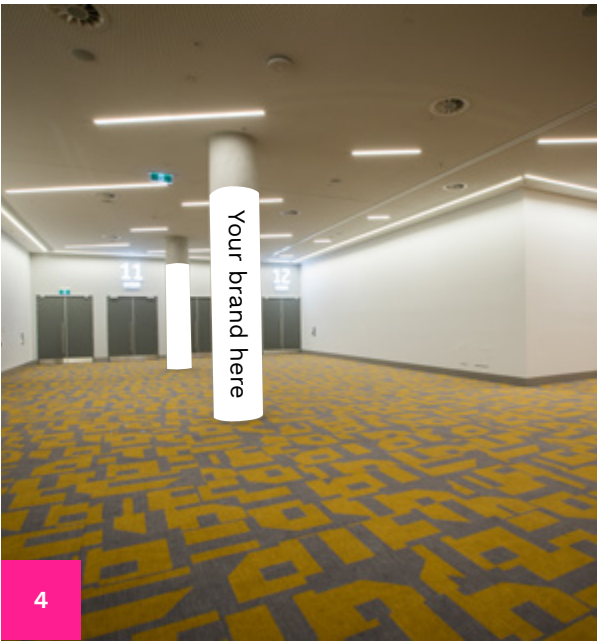
**Please note**  
Only available for events utilising bays 21-22 and all associated meeting rooms.



Eureka Foyer  
Overhead Banner

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

**Please note**  
Requires MCEC rigging.



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



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**  
Requires MCEC rigging.



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

**Please note**  
Requires MCEC rigging.



Goldfields Theatre  
Door 13 Banner

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

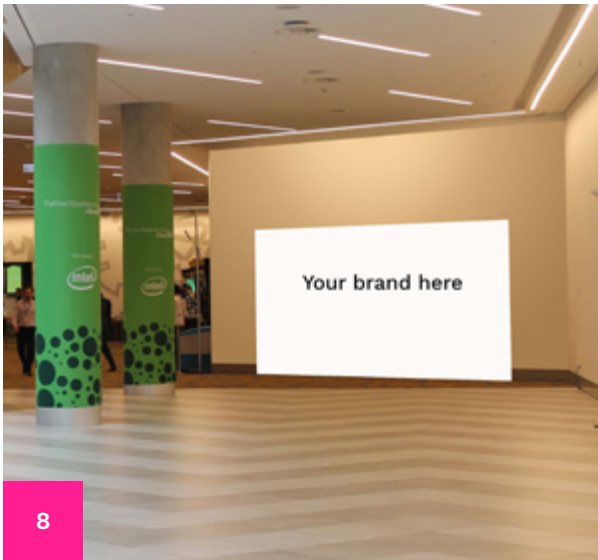
**Please note**  
Requires MCEC rigging.



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 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**  
Requires MCEC rigging.  
  
Only available with bookings in entire exhibition building Doors 11-21.



Goldfields Foyer Courtyard Frame

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

**Please note**  
Subject to availability.



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**  
Subject to availability.  
  
Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.



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)



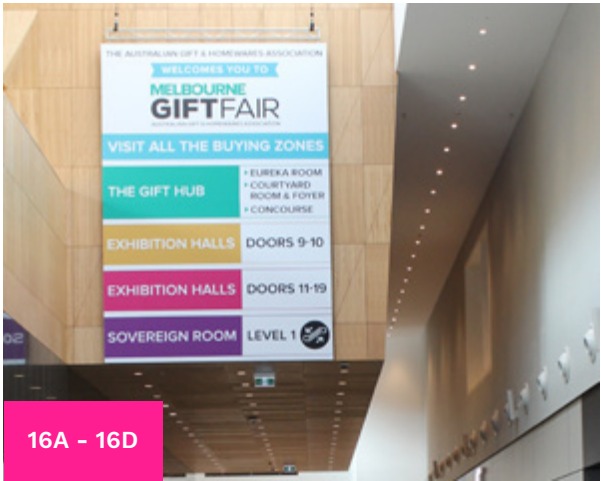


### Organiser Office 7

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

### Organiser Office 8

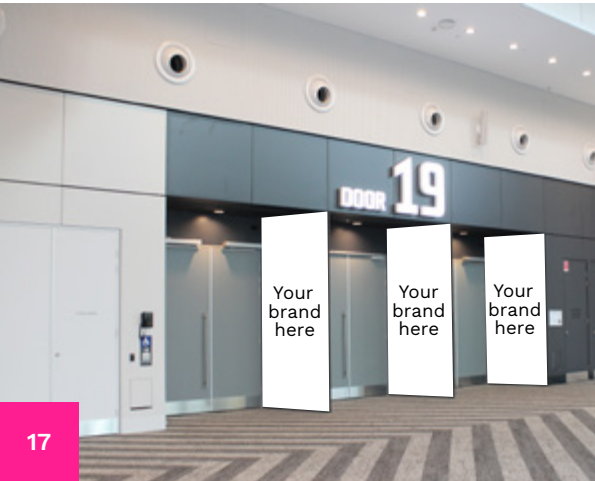
Material	Foamcore
Dimensions W x H (mm)	3500 x 500 (A) 3500 x 680 (B)



### 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**  
16A only available if booking Bays 25-26, faces Novotel.  
16B only available if booking Bays 25-26, faces Goldfields.  
16C only available if booking Bays 23-24, faces Novotel.  
16D only available if booking Bays 21-22, faces Goldfields.



### 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 21-26.  
Specific Door signage is relevant to the Bays booked.  
Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.



Eureka Foyer Doors 11-12 banners



## Printed Signage Specifications and Materials

Signage in your licensed area is free. Printing and installation are your responsibility. Please speak with your Event Planner about signage opportunities within your space.

Signage outside your licensed area may incur a fee and is subject to availability

### Exhibition Centre Doors 11-21

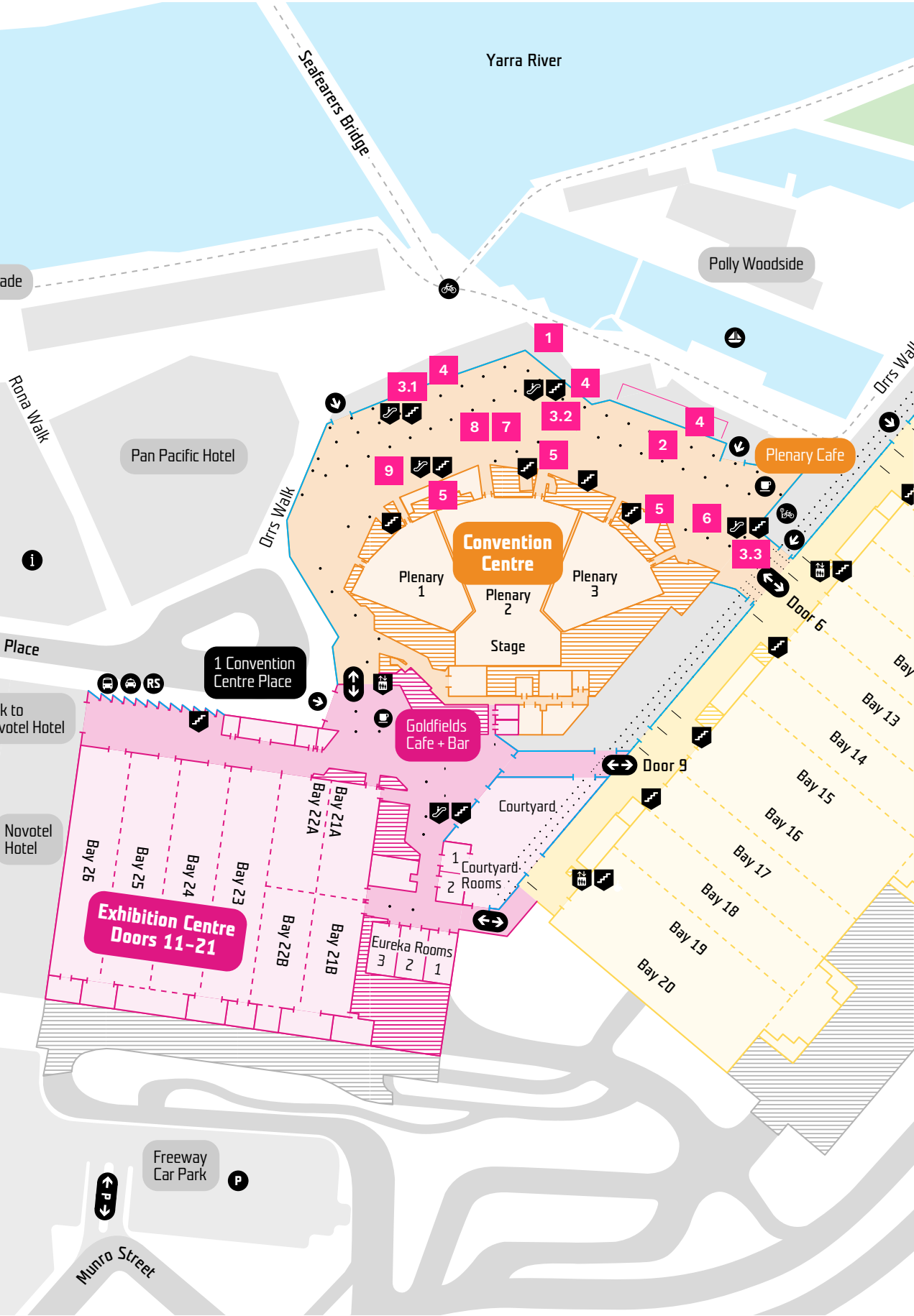
Signage opportunities	Material	Dimensions W x H (mm)	Cost (per day) (ex GST)	Notes	Requires accredited rigger
Eureka Foyer Transfer Point Banners	Free standing frame	15700 x 3000 (side A) 5000 x 3000 (side B)	\$55		No
Eureka Foyer Overhead Banner	Rigged FabFrame fabric banner	8700 x 1200	\$165	MCEC is required to assist with rigging. Please contact your Event Planner.	Yes
Eureka Room Banners	Rigged FabFrame fabric banner	1800 x 1700 (Room 1/Banner Door 1) 1800 x 3000 (Room 2&3/Banner Door 2&3)	\$165	2 banners available  Only available if booking Eureka Rooms 1–3.  MCEC is required to assist with rigging. Please contact your Event Planner.	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	MCEC is required to assist with rigging. Please contact your Event Planner.	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	Subject to availability.  Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.	No
		2000 x 2600 (B)	\$110		
		1650 x 2600 (C)	\$110		

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

Signage opportunities	Material	Dimensions W x H (mm)	Cost (per day) (ex GST)	Notes	Requires accredited rigger
Goldfields Foyer Bulkheads	Rigged heavy duty FabFrame fabric banner	7600 x 2500 (Bulkhead A)	\$165	MCEC is required to assist with rigging. Please contact your Event Planner.	Yes
		19000 x 2500 (Bulkhead B)	\$200		
Goldfields Foyer Rigged Banner	Rigged heavy duty FabFrame fabric banner	8000 x 3000	\$300	Only available with bookings in entire exhibition building Doors 11-21 MCEC is required to assist with rigging. Please contact your Event Planner.	Yes
Organiser Office 6	Foamcore	2440 x 500 (A) 2440 x 500 (B) 3880 x 500 (C) 3880 x 500 (D)	\$165	Only available if booking Bays 21–22.	No
Organiser Office 7	Foamcore	2600 x 500 (A) 2600 x 680 (B)	\$165	Only available if booking Bays 23-24.	No
Organiser Office 8	Foamcore	3500 x 500 (A) 3500 x 680 (B)	\$165	Only available if booking Bays 25–26.	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 8 panels available (Door 15) 6 panels available (Door 16–19)	\$110	Only available if booking Bays 21–26. Specific Door signage is relevant to the Bays booked.  Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.	Yes



Printed Signage  
Convention Centre



Convention Centre



Plenary Lightbox Posters

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



Convention Centre  
Column Wraps

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

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





3.1

3.2

3.3

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	3 stairwells available  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)

**Please note**  
Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.



4

Main Foyer Glass Panels

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

**Please note**  
Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.

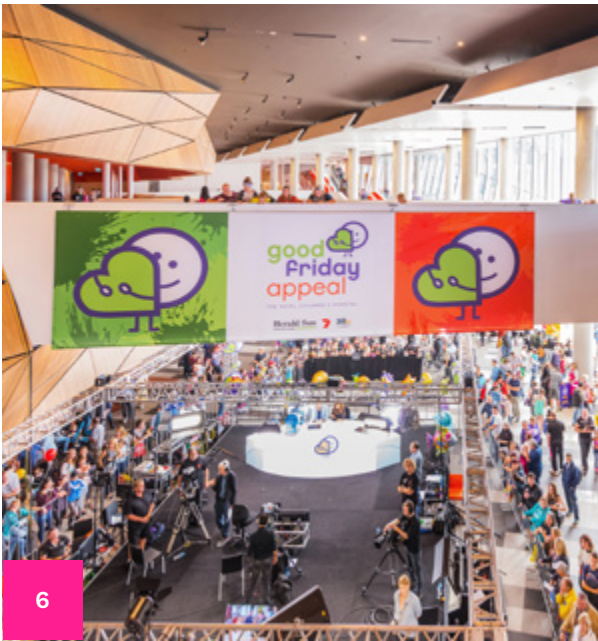


5

Main Foyer Bulkhead A

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

**Please note**  
Requires MCEC rigging.



6

Main Foyer Bulkhead B

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

**Please note**  
Requires MCEC rigging.



7

Main Foyer Bulkhead C

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

**Please note**  
Requires MCEC rigging.



8

Main Foyer Bulkhead D

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

**Please note**  
Requires MCEC rigging.





Main Foyer Bulkhead B

# Printed Signage Specifications and Materials

Signage in your licensed area is free. Printing and installation are your responsibility. Please speak with your Event Planner about signage opportunities within your space.

Signage outside your licensed area may incur a fee and is subject to availability.

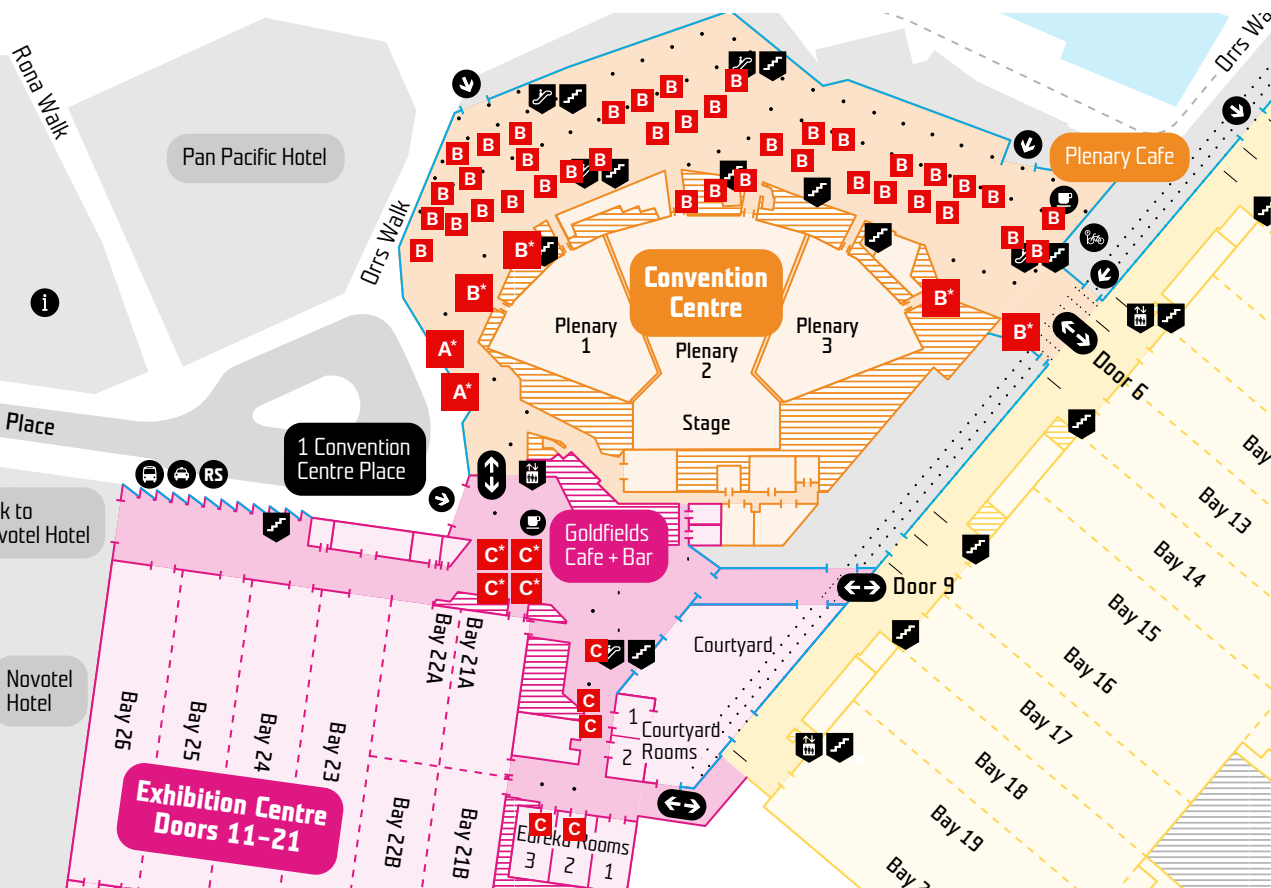
## Convention Centre

Signage opportunities	Material	Dimensions W x H (mm)	Cost (per day) (ex GST)	Notes	Requires accredited rigger
Plenary Lightbox Posters	Synthetic paper	951 x 1924	\$600 + GST per poster per month  Includes space hire, printing, installation and removal.	Final artwork to be provided as a print ready PDF with crop marks.  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 an additional 50mm width for adhesive overlap.	No
Main Foyer Stairwells	Self-adhesive vinyl	4090 x 150 per stair (stair 1) 4090 x 150 per stair (stair 2) 3000 x 150 per stair (stair 3)	\$110	<b>3 x 12 stairs available.</b> <b>2.1</b> 47 stairs in 3 sections 16+16+15 (top to bottom) <b>2.2</b> 44 stairs in 3 sections 16+16+12 (top to bottom) <b>2.3</b> 44 stairs in 3 sections 16+16+12 (top to bottom)  Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.	No
Main Foyer Glass Panels	Self-adhesive vinyl	1900 x 2500 per panel	\$300	Additional cleaning and/or damage costs may apply if any residue remains on the area after the decal is removed or if any damage is caused.	No
Main Foyer Bulkhead A	FabFrame fabric banner	8850 x 2400	\$165	Requires MCEC rigging.	Yes
Main Foyer Bulkhead B	FabFrame fabric banner	10000 x 2600	\$165	Requires MCEC rigging.	Yes
Main Foyer Bulkhead C	FabFrame fabric banner	10000 x 2600	\$165	Requires MCEC rigging.	Yes
Main Foyer Bulkhead D	FabFrame fabric banner	10000 x 3500	\$165	Requires MCEC rigging.	Yes



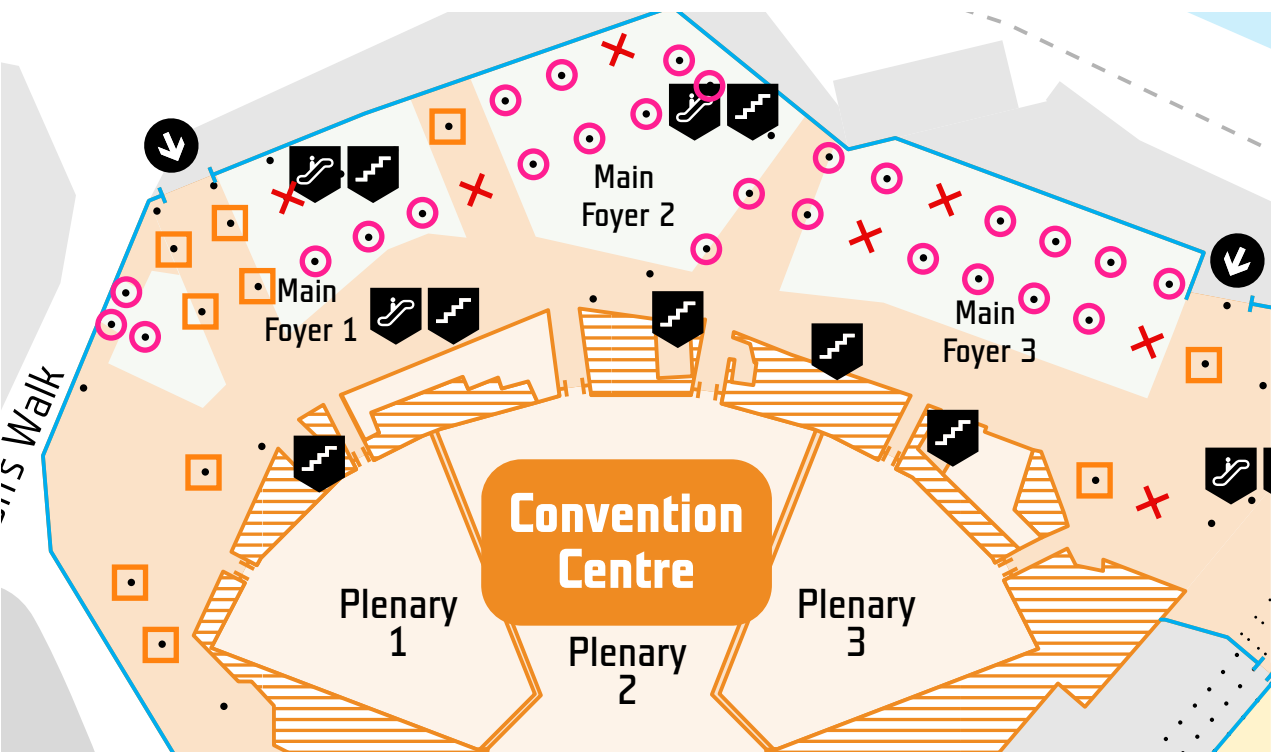
Column Wraps

Ground



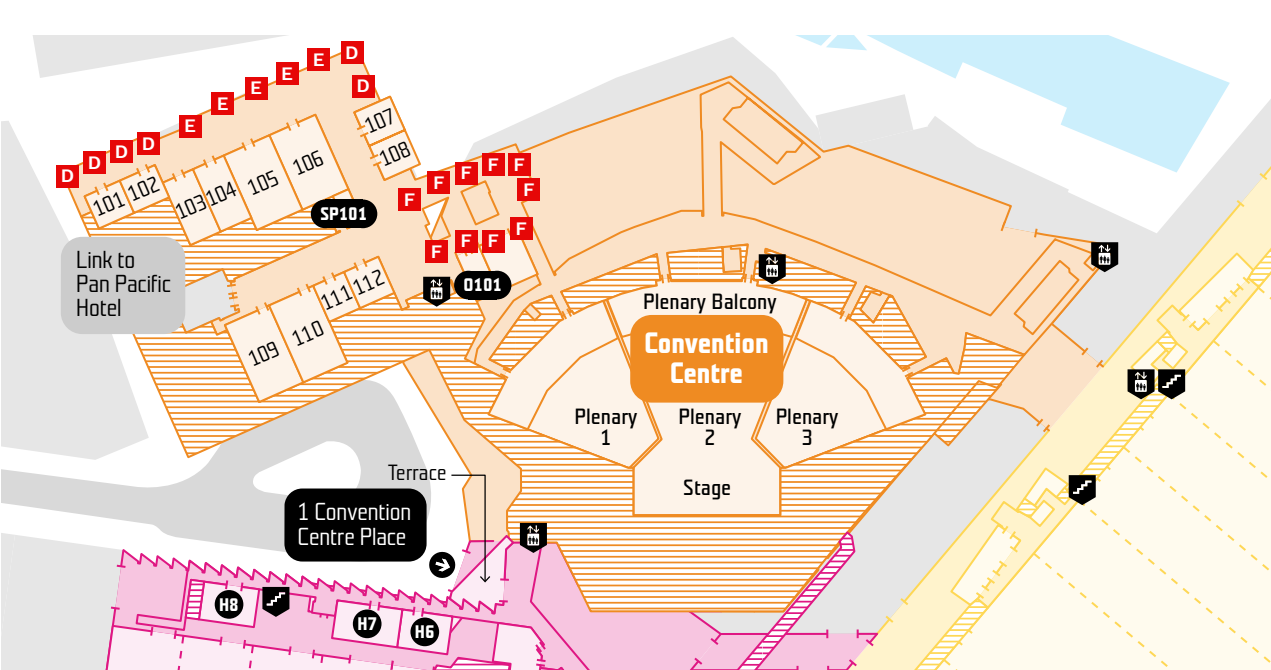
\*Column is outside event space, approval required.

Ground (zoomed in)

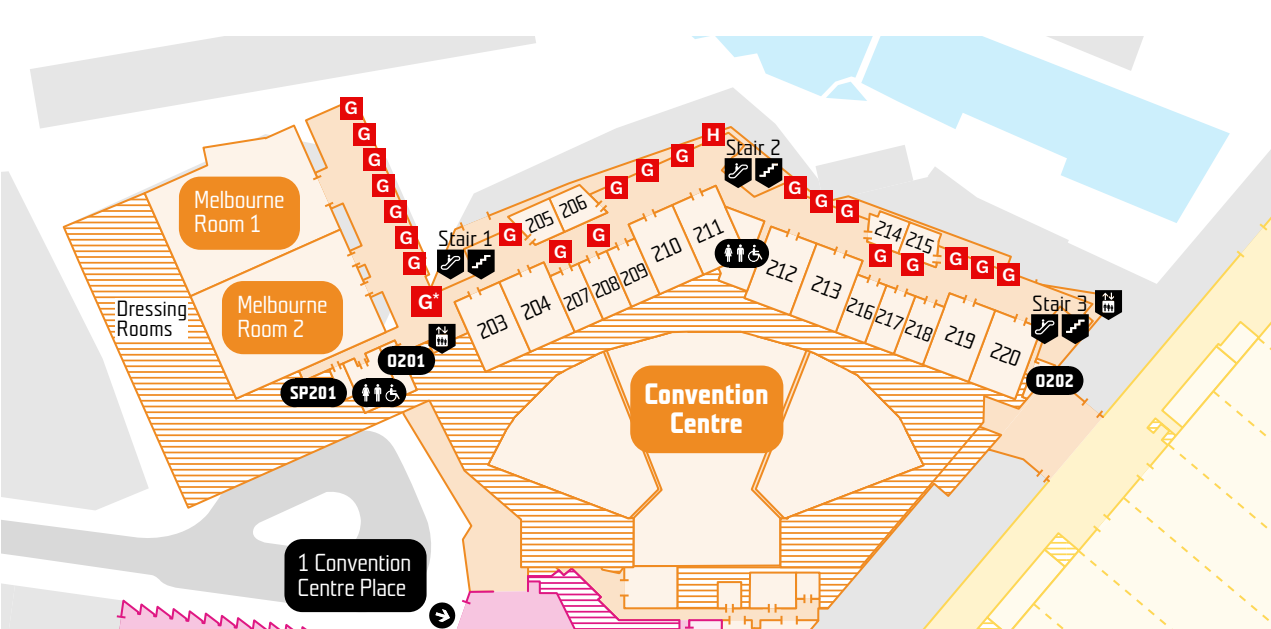


- ✗ Cannot be labelled; it features a temperature reader/sensor.
- The space can be branded and licensed.
- Branding possible; Venue approval required for neutral space and/or full centre buyout.

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



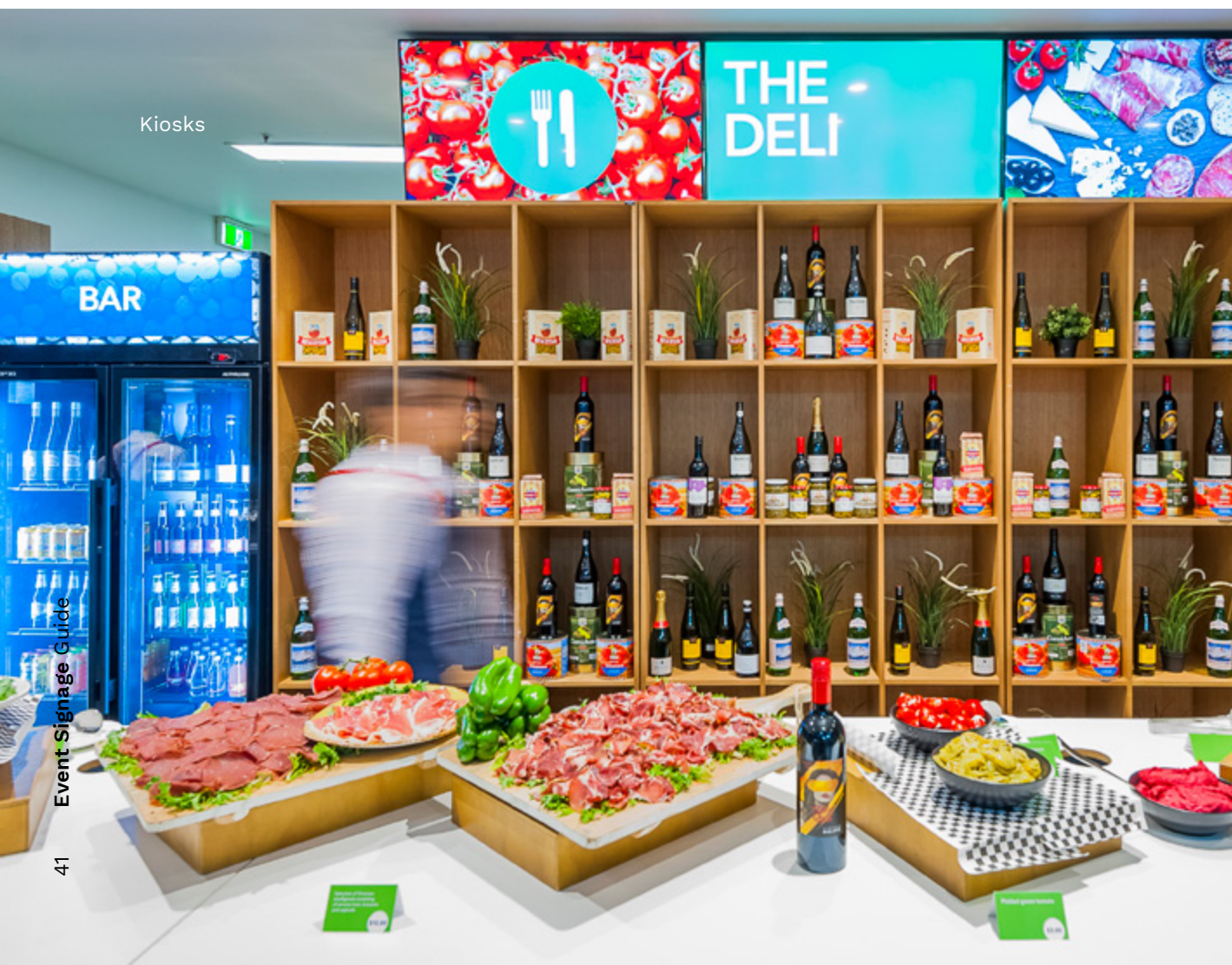
## Kiosks

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.





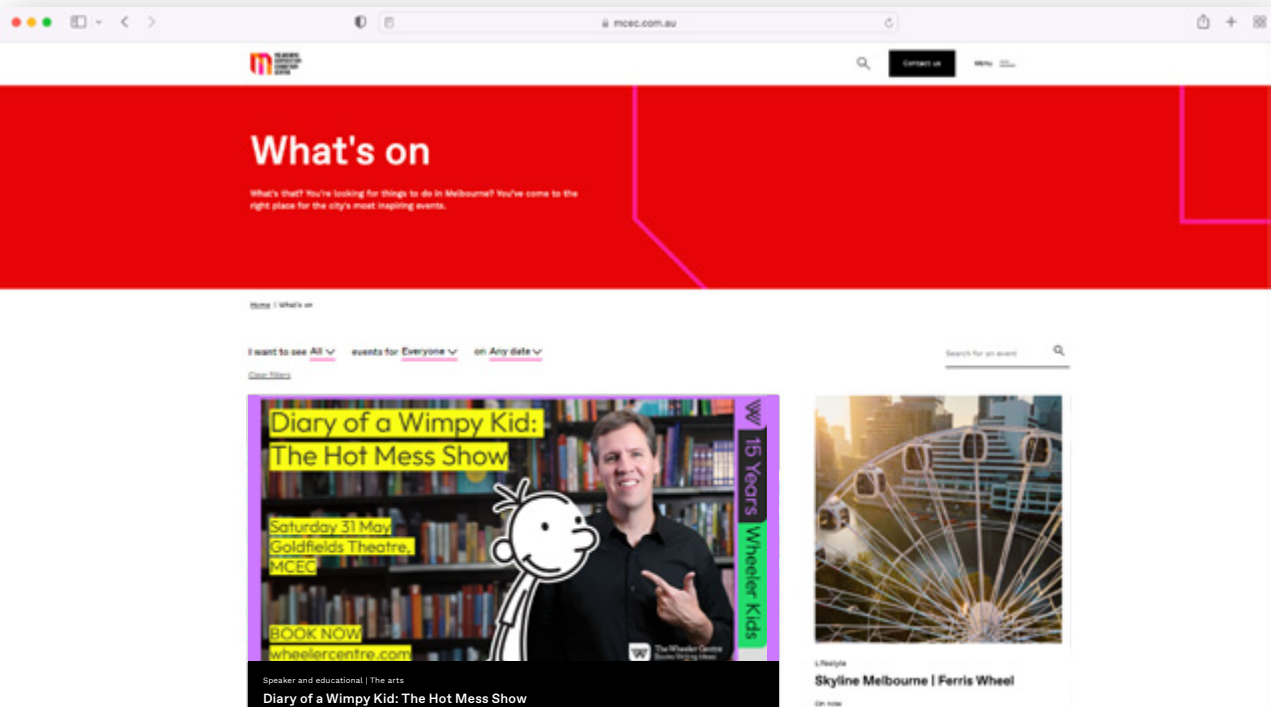
# Marketing Opportunities

For pre-event promotions, explore our extensive marketing and promotional platforms. Our team can help you connect with over three million primed potential attendees.

And the best part?  
**Many of them won't cost you a cent.**

[Explore our Marketing Opportunities Guide](#)

Website What's On Page



Clarendon Street Glass Façade - 28 panels

Digital Signage





# 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.

