

Where curiosity
knows no bounds

mcec.com.au

CARPARK →

Event Day
Signage



Convention Centre Place Entrance LED Wall

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

Contents

| | |
|-------------------------------|-----------|
| Venue Wide | <u>3</u> |
| Digital Signage | <u>5</u> |
| Signage Specifications | <u>6</u> |
| Exhibition Centre Doors 1-10 | <u>7</u> |
| Digital Signage | <u>9</u> |
| Printed Signage | <u>11</u> |
| Signage Specifications | <u>16</u> |
| Exhibition Centre Doors 11-21 | <u>18</u> |
| Digital Signage | <u>20</u> |
| Printed Signage | <u>24</u> |
| Signage Specifications | <u>31</u> |
| Convention Centre | <u>33</u> |
| Digital Signage | <u>35</u> |
| Printed Signage | <u>37</u> |
| Signage Specifications | <u>43</u> |
| Marketing Opportunities | <u>44</u> |
| Terms and Conditions | <u>46</u> |

Venue-Wide



Venue-wide

Digital Signage



Wayfinding

| | |
|--------------------------|--------------------|
| Dimensions W x H (px) | 1000 x 1000 (logo) |
| File Type | JPG |

Please note
Directional signage is displayed throughout the venue to help your attendees find your event space. Your event name (up to 50 characters), logo and location will appear on these signs.



Door Cards

| | |
|--------------------------|--|
| Dimensions W x H (px) | 1000 x 1000 (logo) 1080 x 1920 (custom content) |
| File Type | JPG |

Please note
Doorcards are displayed outside your event space (excluding Exhibition Bays) showing your event logo and session details. Please contact your Event Planner about customising your artwork.



Lecterns

| | |
|--------------------------|-------------|
| Dimensions W x H (px) | 1080 x 1920 |
| File Type | JPG |

Please note
All lecterns in the venue feature a digital screen. Please contact your Event Planner about customising the display with your artwork.

Venue-wide

Signage Specifications

Signage in your licensed area is included free of charge, and your Event Planner can help you choose what works best. You'll just need to organise printing and installation.

Want to add signage outside of your licensed area? Additional fees may apply and space is limited. Chat with your Event Planner to see what's possible.

Digital Signage

| Signage | File Type | Dimensions W x H (mm) | Notes |
|------------|-----------|--|---|
| Wayfinding | JPG | 1000 x 1000 | Directional signage is placed throughout the venue to help your attendees find your event space. Your event name (up to 50 characters), logo and location will appear on these signs. |
| Doorcard | JPG | 1000 x 1000 (logo) 1080 x 1920 (custom content) | Doorcards are placed outside your event space (excluding Exhibition Bays) to display your event logo and session details. Please contact your Event Planner about customising your artwork. |
| Lectern | JPG | 1080 x 1920 | All lecterns in the venue feature a digital screen. Please contact your Event Planner about customising the display with your artwork. |

Exhibition Centre Doors 1-10

Bulkhead Blade Banners

AUSTRALIAN MANUFACTURING WEEK
AMW2025
MELBOURNE

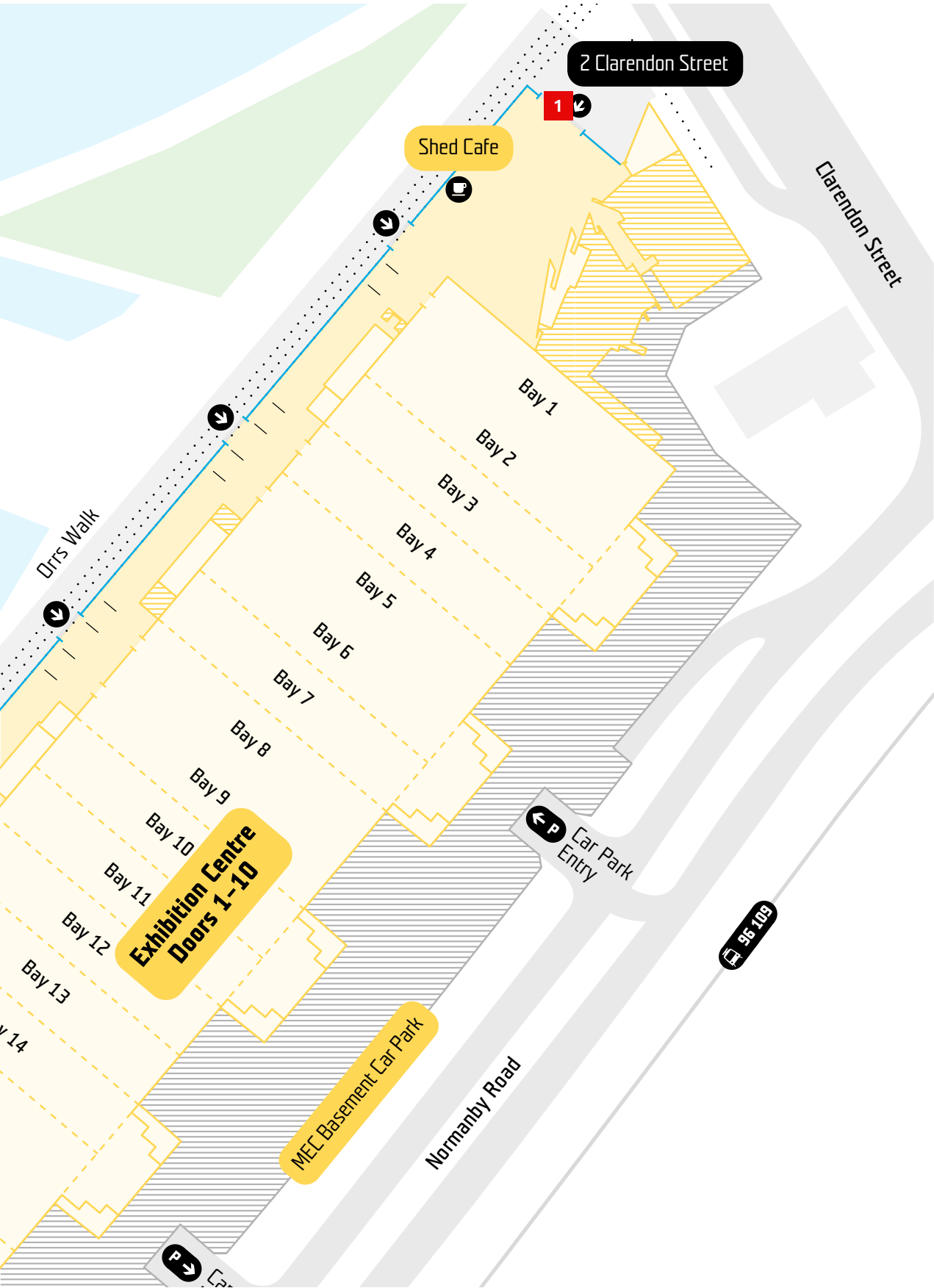
6-9 MAY, 2025
MCEC, MELBOURNE
REGISTRATION AND
BADGE COLLECTION
AT DOOR 4

AUSTRALIANMANUFACTURINGWEEK.COM.AU
AMW IS AN AMTIL INITIATIVE

CARPARK

Exhibition Centre Doors 1-10

Digital Signage



Clarendon Street Entrance LED Wall

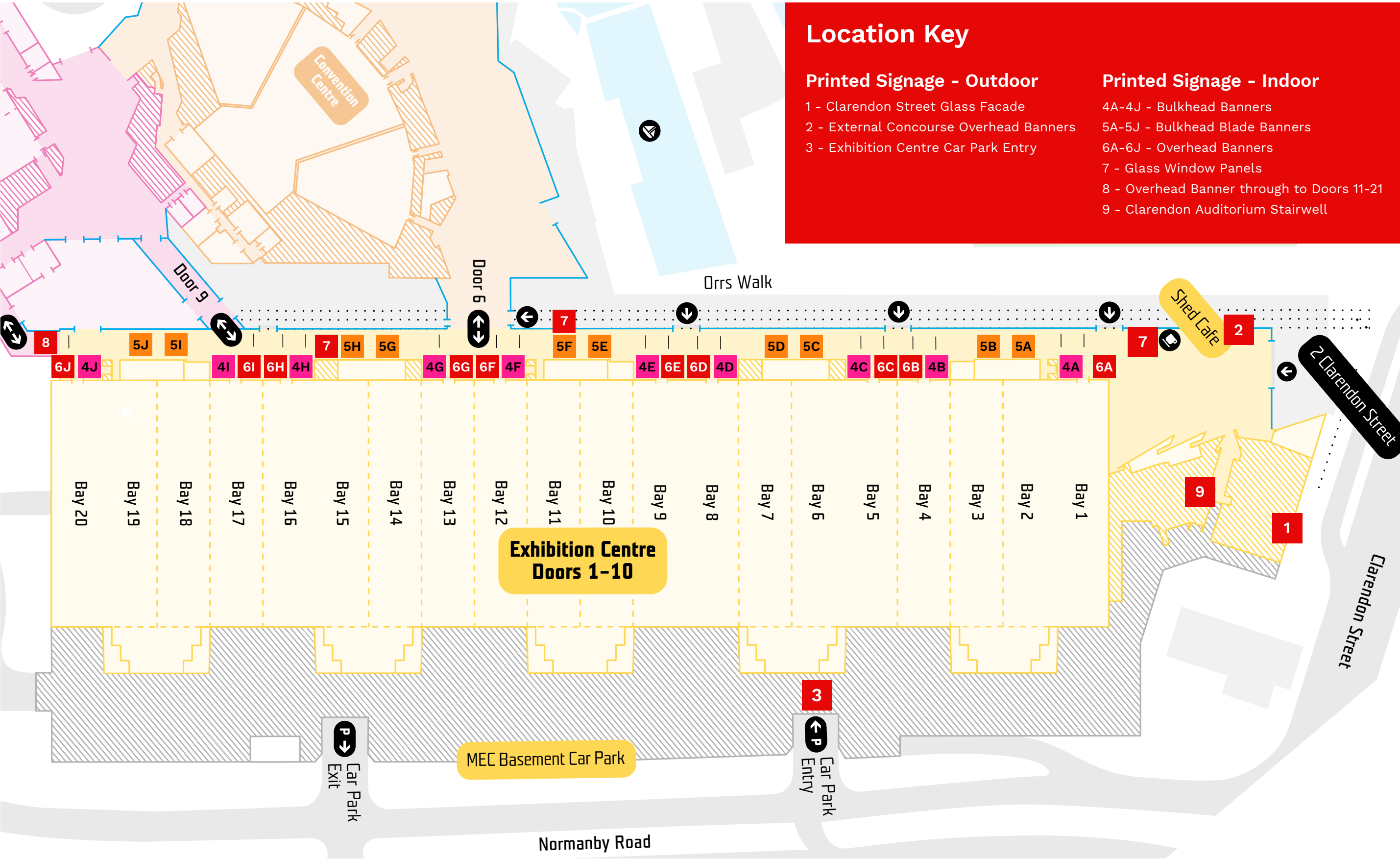
| | |
|--------------------------|--|
| Dimensions W x H (mm) | 710 x 400 (third screen) 1080 x 400 (half screen) |
| File Type | JPG |
| Quantity | 1 site available |

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.
- Avoid white backgrounds, as they look too bright and harsh.
- Due to VicRoads safety restrictions, fast moving animations are not permitted for outdoor signage.
- All artwork published is at the discretion of MCEC and must be suitable for a wide audience including children.

Your event can appear in the What's On Today section of our digital screens — a great way to welcome your delegates. If you've booked the full centre, you may be eligible for a full screen takeover. Chat with your Event Planner to find out more.

Printed Signage



Exhibition Centre Doors 1-10

Printed Signage - Outdoor



Clarendon Street
Glass Façade

| | |
|--------------------------|--|
| Material | Self-adhesive vinyl |
| Dimensions W x H (mm) | Choose an option below 28 panels (12000 x 7840) 21 panels (9000 x 7840) 14 panels (6000 x 7840) |
| Space Hire Fee | 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. Please share your artwork with your Event Planner at least one month before installation. Your deadline will be confirmed when you book. |



External Concourse
Overhead Banners

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

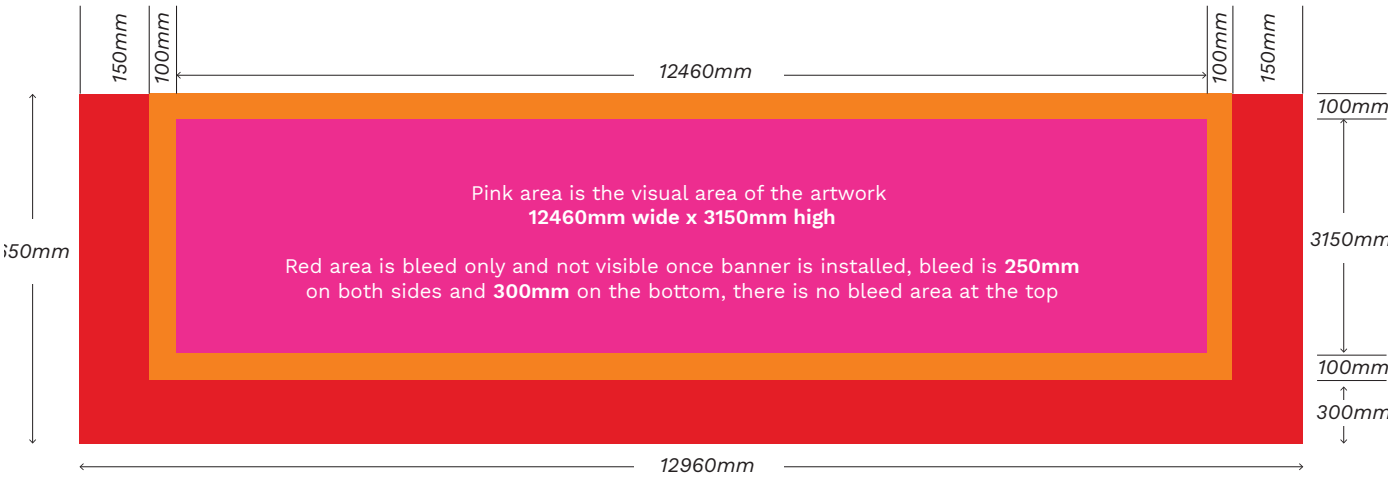


Exhibition Centre Car Park Entry Banner

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 |
| Space Hire Fee | \$5,000 + GST per month Includes space hire, printing, installation and removal. |
| Artwork | Print ready PDF with crop marks. Please share your artwork with your Event Planner at least one month before installation. Your deadline will be confirmed when you book. |

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

Exhibition Centre Doors 1-10

Printed Signage - Indoor



Bulkhead Banners

| | |
|-----------------------|--|
| Material | FabFrame fabric banner |
| Dimensions W x H (mm) | 7000 x 4750 (4A) 7000 x 4200 (4C, 4G) 7000 x 5000 (4F, 4J) 5400 x 4200 (4B, 4D, 4E, 4H, 4I) |
| Space Hire Fee | \$165 + GST per day |
| Quantity | 5 sites available |



Bulkhead Blade Banners

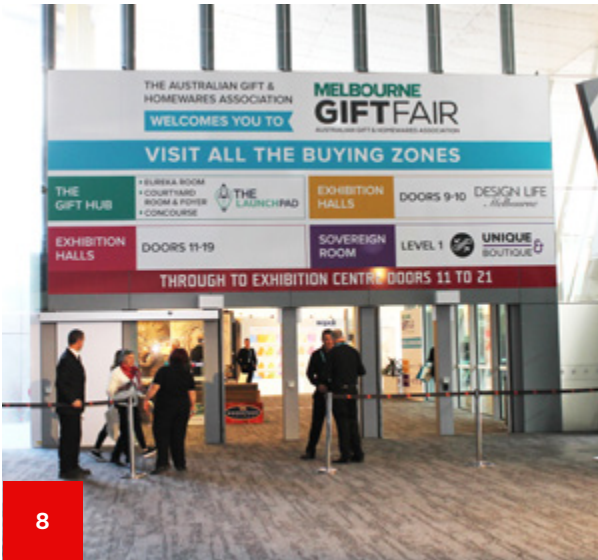
| | |
|-----------------------|--|
| Material | FabFrame fabric banner |
| Dimensions W x H (mm) | 6500 x 1850 (5A, 5C, 5F, 5G, 5J) 4900 x 1850 (5B, 5D, 5E, 5H, 5I) |
| Space Hire Fee | \$165 + GST per day |
| Quantity | 5 sites available |



Glass Window Panels

| | |
|----------------------|---|
| Material | Self-adhesive vinyl |
| Dimensions W x H (m) | 2990 x 1050 (top panel) 2990 x 1050 (middle panel) 2990 x 1250 (bottom panel) |
| Space Hire Fee | \$165 + GST per day |
| Quantity | Multiple sites available |

Please note
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Overhead Banner through to Doors 11-21

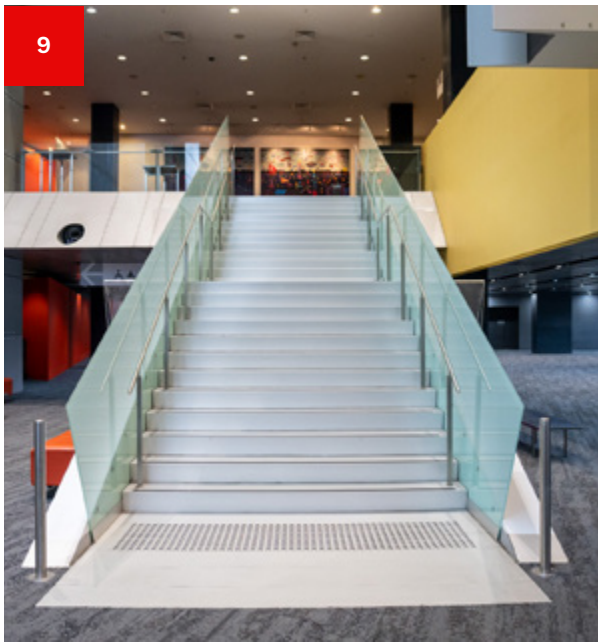
| | |
|-----------------------|---------------------|
| Material | Self-adhesive vinyl |
| Dimensions W x H (mm) | 8800 x 3400 |
| Space Hire Fee | \$165 + GST per day |
| Quantity | 1 site available |



Overhead Banners

| | |
|-----------------------|--|
| Material | Vinyl |
| Dimensions W x H (mm) | 2600 x 4000 |
| Space Hire Fee | \$110 + GST per day |
| Quantity | 10 sites available 6A - 6F, 6H and 6I - 2 rods and 4 banners available at each location 6G and 6J - 1 rod and 2 banners available at each location *All banners are double sided, except for 6J |

Please note
6A, 6C, 6E, 6I and 6J have obstructed views.



Clarendon Auditorium Stairwell

| | |
|-----------------------|---|
| Material | Self-adhesive vinyl |
| Dimensions W x H (mm) | 2600 x 140 per stair |
| Space Hire Fee | \$110 + GST per day |
| Quantity | 24 stairs in two sections (12 stairs per section) |

Please note
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed. You'll need to submit adhesive details to MCEC for approval before installation.

Exhibition Centre Doors 1-10

Signage Specifications

Signage in your licensed area is included free of charge, and your Event Planner can help you choose what works best. You’ll just need to organise printing and installation.

Want to add signage outside of your licensed area? Additional fees may apply and space is limited. Chat with your Event Planner to see what’s possible.

Digital Signage

| Signage | File Type | Dimensions W x H (mm) | Notes |
|-----------------------------------|-----------|--|--|
| Clarendon St Entrance LED Wall | JPG | 1080 x 400 (half screen) 710 x 400 (third screen) | <p>Avoid excessive text and ensure the design is easy to digest by passers-by.</p> <p>Maximize the space, use event branding and colours to distinguish the event.</p> <p>White backgrounds are discouraged as it makes the sign very bright and harsh to look at.</p> <p>Due to VicRoads safety restrictions, video and fast moving animations are not permitted for outdoor signage.</p> |

Printed Signage - Outdoor

| Signage | Material | Dimensions W x H (mm) | Space Hire Fee | Notes |
|---|--------------|--|---|---|
| Clarendon Street External Glass Façade | 28 x panels | 12000 x 7840 | 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. | Template supplied. Final artwork to be provided as a .eps file. |
| | 21 x panels | 9000 x 7840 | | |
| | 14 x panels | 6000 x 7840 | | |
| External Concourse Overhead Banners | Fabric flag | 1200 x 3000 | \$150 + GST per day per site | <p>Includes 6 banners per site. 5 sites available</p> <p>Requires accredited rigging at an additional cost.</p> |
| 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 | \$5,000 + GST per month Includes space hire, printing, installation and removal. | <p>Print ready PDF with crop marks.</p> <p>Visual sizing is the usable visible space you have for artwork. Bleed and overall size is so the banner fits the sign structure.</p> <p>Please share your artwork with your Event Planner at least one month before installation. Your deadline will be confirmed when you book.</p> <p>Requires accredited rigging at an additional cost.</p> |

Printed Signage - Indoor

| Signage | Material | Dimensions W x H (mm) | Space Hire Fee | Notes |
|--|---------------------------|--|----------------------------|---|
| Bulkhead Banner | FabFrame fabric banner | 7000 x 4750 (4A) 7000 x 4200 (4C, 4G) 7000 x 5000 (4F, 4J) 5400 x 4200 (4B, 4D, 4E, 4H, 4I) | \$165 + GST per day | <p>5 sites available</p> <p>Requires accredited rigging at an additional cost.</p> |
| Bulkhead Blade Banner | FabFrame fabric banner | 6500 x 1850 (5A, 5C, 5F, 5G, 5J) 4900 x 1850 (5B, 5D, 5E, 5H, 5I) | \$165 + GST per day | <p>5 sites available</p> <p>Requires accredited rigging at an additional cost.</p> |
| Overhead Banners | Vinyl | 2600 x 4000 | \$110 + GST per day | <p>10 sites available 6A - 6F, 6H and 6I - 2 rods and 4 banners available at each location 6G and 6J - 1 rod and 2 banners available at each location</p> <p>*All banners are double sided, except for 6J</p> <p>6A, 6C, 6E, 6I and 6J have obstructed views</p> |
| Glass Window Panels | Self-adhesive vinyl | 2990 x 1050 2990 x 1250 | \$165 + GST per day | <p>Multiple sites available.</p> <p>Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.</p> |
| Overhead Banner through to Doors 11-21 | Self-adhesive vinyl | 8800 x 3400 | \$165 + GST per day | <p>1 site available</p> <p>Requires accredited rigging at an additional cost.</p> |
| Clarendon Auditorium Stairwell | Self-adhesive vinyl | 2600 x 140 per stair | \$110 + GST per day | <p>24 stairs in two sections (12 stairs per section)</p> <p>Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed. You’ll need to submit adhesive details to MCEC for approval before installation.</p> |

Exhibition Centre Doors 11-21

MELBOURNE
GIFT FAIR
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION
DESIGN • LIFE • STYLE

Main Foyer Bulkhead A

REGISTRATION
& INFORMATION



Organiser Office 6

Digital Signage



Convention Centre Place Entrance LED Wall

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

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.
- Avoid white backgrounds, as they look too bright and harsh.
- Due to VicRoads safety restrictions, fast moving animations are not permitted for outdoor signage.
- All artwork published is at the discretion of MCEC and must be suitable for a wide audience including children.

Your event can appear in the What's On Today section of our digital screens — a great way to welcome your delegates. If you've booked the full centre, you may be eligible for a full screen takeover. Chat with your Event Planner to find out more.



2

Goldfields Foyer LED Wall

| | |
|--------------------------|--|
| Dimensions W x H (px) | 777 x 647 (left screen) 1294 x 647 (right screen) 2071 x 647 (full screen) |
| File Type | JPG |
| 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 (artwork is on rotation with other event bookings in these Bays)
Full screen: Bookings in the entire building, Exhibition Centre Doors 11-21



3A 3B

Totems

Sovereign Room Totem

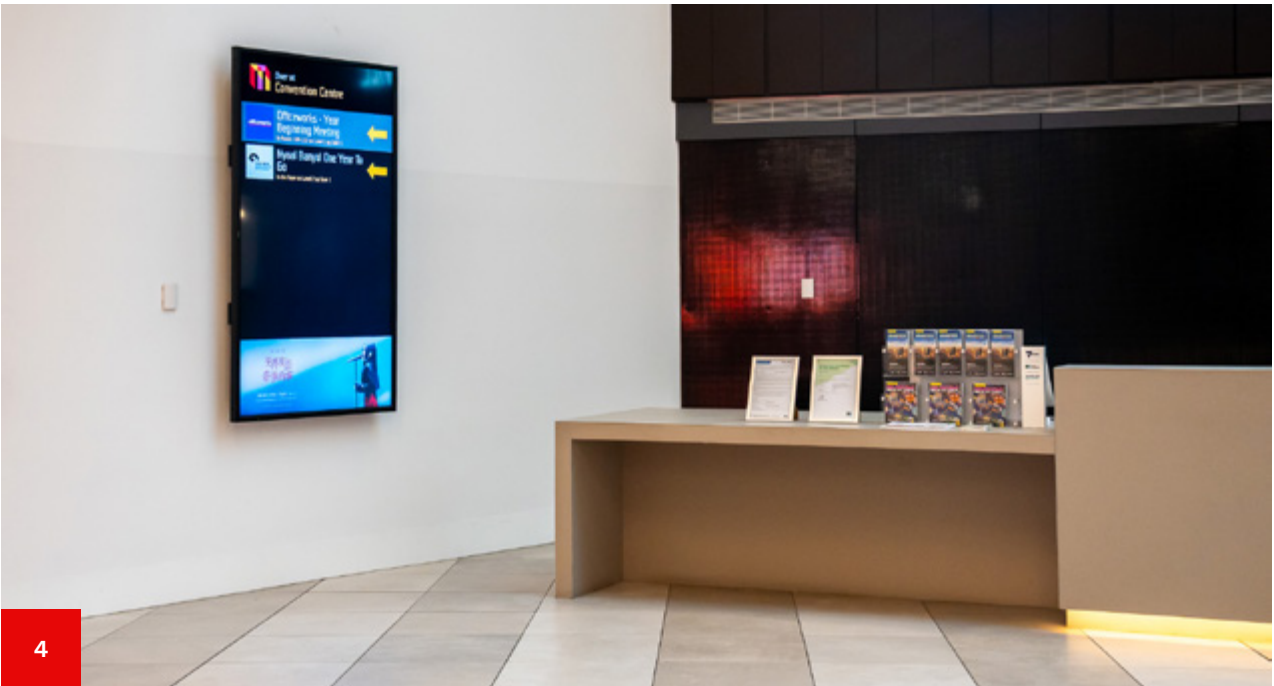
| | |
|--------------------------|-------------------|
| Dimensions W x H (px) | 1080 x 1920 |
| File Type | JPG |
| Quantity | 3 sites available |

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 (px) | 1080 x 1920 |
| File Type | JPG |
| Quantity | 1 site available |

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



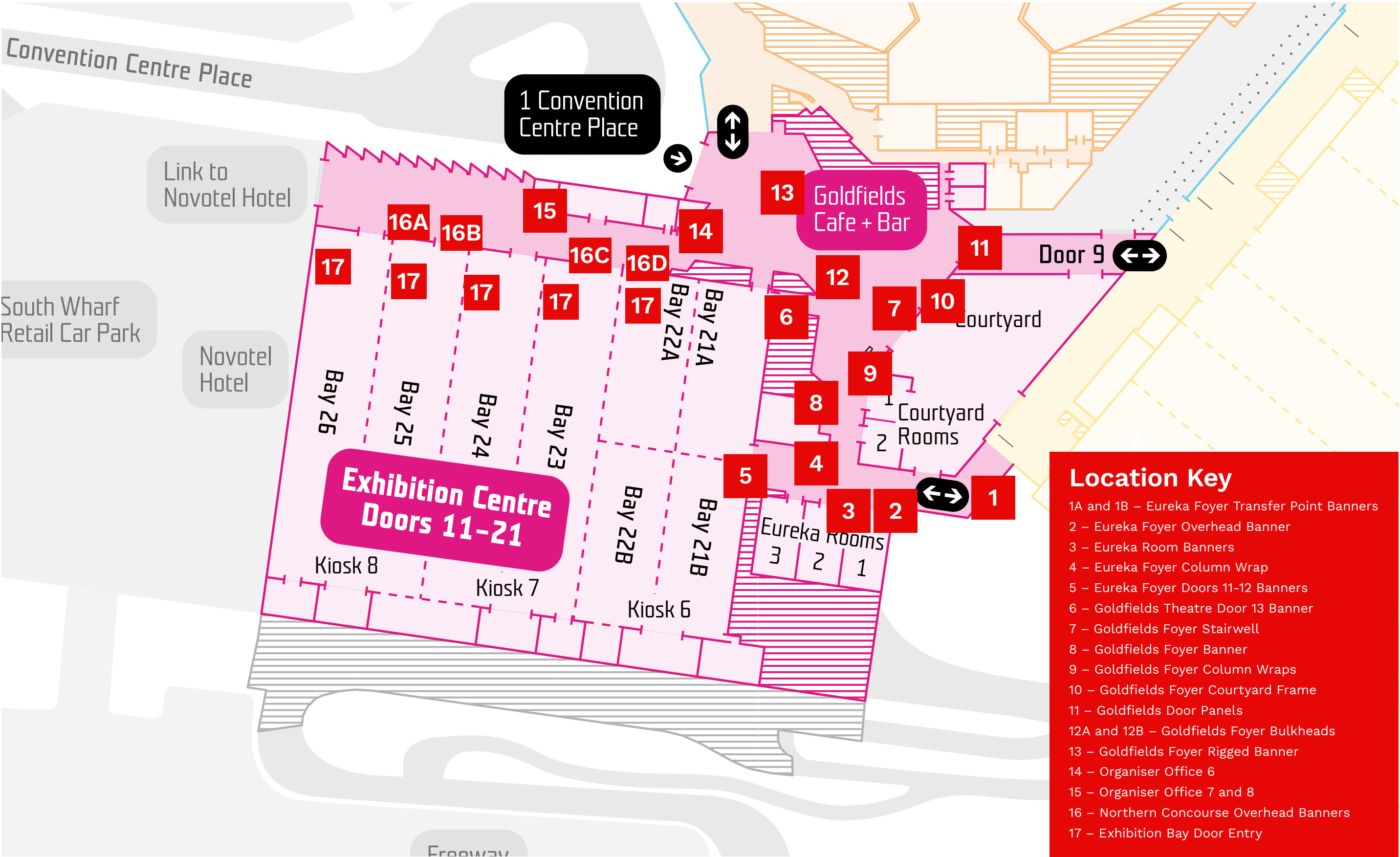
4

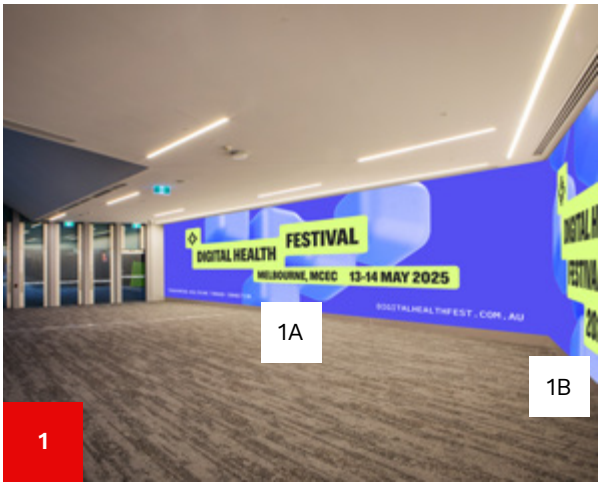
Convention Centre Place Customer Service Desk

| | |
|--------------------------|------------------|
| Dimensions W x H (px) | 1920 x 1080 |
| Quantity | 1 site available |

Please note
Available for full centre bookings.

Printed Signage





Eureka Foyer
Transfer Point Banners

| | |
|-----------------------|---------------------------------------|
| Material | Heavy duty FabFrame fabric banner |
| Space Hire Fee | \$55 + GST per day |
| Dimensions W x H (mm) | 15700 x 3000 (1A) 5000 x 3000 (1B) |

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 |
| Space Hire Fee | \$165 + GST per day |
| Dimensions W x H (mm) | 8700 x 1200 |

Please note
Requires MCEC rigging at an additional cost.



Eureka Room Banners

| | |
|-----------------------|--|
| Material | Rigged Fab Frame Fabric Banner |
| Dimensions W x H (mm) | 1800 x 1700 (Room 1) 1800 x 3000 (Room 2&3) |
| Space Hire Fee | \$165 + GST per day |
| Quantity | 2 banners available |

Please note
Only available if booking Eureka Rooms 1-3. Requires MCEC rigging at an additional cost.



Eureka Foyer Column Wrap

| | |
|-----------------------|-----------------------------------|
| Material | Non-adhesive fabric with velcro |
| Dimensions W x H (mm) | 2430 x 3000 includes 50mm overlap |
| Space Hire Fee | \$110 + GST per day |
| Quantity | 2 columns available |



Goldfields Theatre
Door 13 Banner

| | |
|-----------------------|--------------------------------|
| Material | Rigged Fab Frame Fabric Banner |
| Dimensions W x H (mm) | 4600 x 1300 |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.



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) |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.



Goldfields Foyer Stairwell

| | |
|-----------------------|---|
| Material | Self-adhesive vinyl |
| Dimensions W x H (mm) | 4200 x 140 (per stair) |
| Space Hire Fee | \$110 + GST per day |
| Quantity | 47 stairs in three sections (1 x 15 stairs + 2 x 16 stairs) |

Please note
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Goldfields Foyer Banner

| | |
|-----------------------|---------------------|
| Material | Free Standing Frame |
| Dimensions W x H (mm) | 7200 x 4000 |
| Space Hire Fee | \$165 + GST per day |



Goldfields Foyer Column Wraps

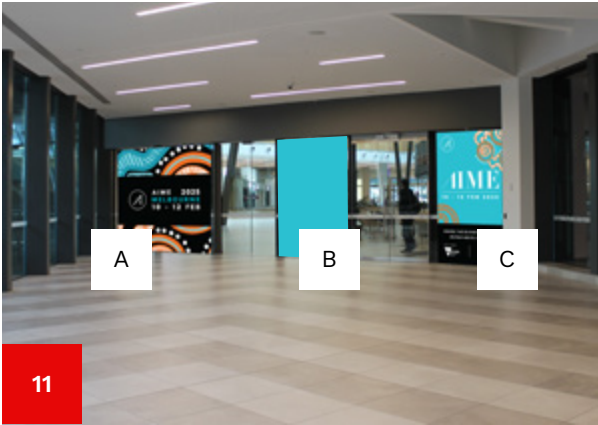
| | |
|-----------------------|-----------------------------------|
| Material | Non-adhesive fabric with velcro |
| Dimensions W x H (mm) | 2430 x 3000 includes 50mm overlap |
| Space Hire Fee | \$110 + GST per day |
| Quantity | 3 columns available |



Goldfields Foyer Courtyard Frame

| | |
|-----------------------|---------------------|
| Material | Free standing frame |
| Space Hire Fee | \$110 + GST per day |
| Dimensions W x H (mm) | 2000 x 2900 |

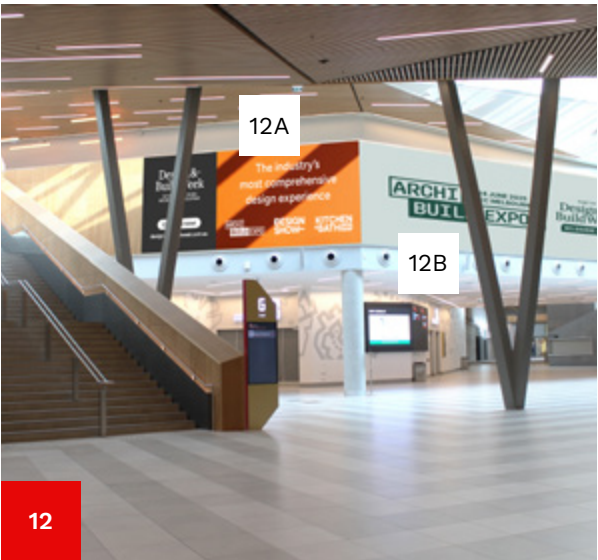
Please note
Subject to availability.
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Goldfields Door Panels

| | |
|-----------------------|---|
| Material | Self-adhesive vinyl |
| Space Hire Fee | \$110 + GST per day |
| Dimensions W x H (mm) | 3420 x 2600 (A) 1790 x 2600 (B) 1550 x 2600 (C) |

Please note
Subject to availability.
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Goldfields Foyer Bulkheads

| | |
|-----------------------|--|
| Material | Rigged heavy duty FabFrame fabric banner |
| Dimensions W x H (mm) | 7600 x 2500 (12A) 19000 x 2500 (12B) |
| Space Hire Fee | 12A - \$165 + GST per day 12B - \$200 + GST per day |

Please note
Requires MCEC rigging at an additional cost.
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 |
| Space Hire Fee | \$300 + GST per day |

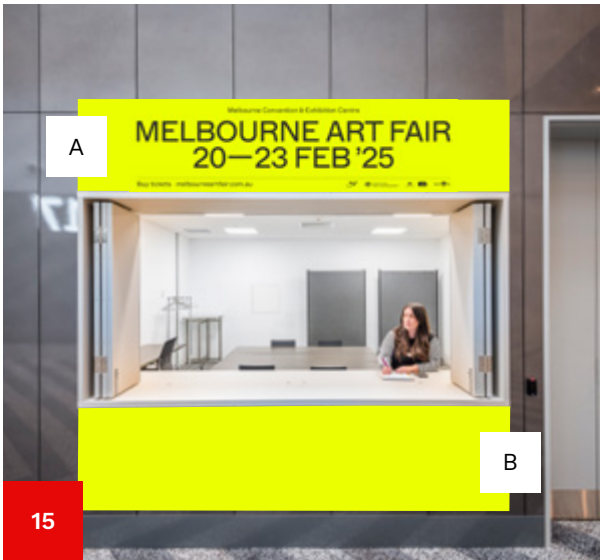
Please note
Requires MCEC rigging at an additional cost.
Only available with bookings in entire exhibition building Doors 11-21.



Organiser Office 6

| | |
|-----------------------|--|
| Material | Foamcore |
| Space Hire Fee | \$165 + GST per day |
| Dimensions W x H (mm) | 2440 x 500 (A,B) 3880 x 500 (C, D) 4475 x 2490 (E) |

Please note
Only available if booking Bays 21-22.
Wall E requires cut out for wall pit access.



Organiser Office 7

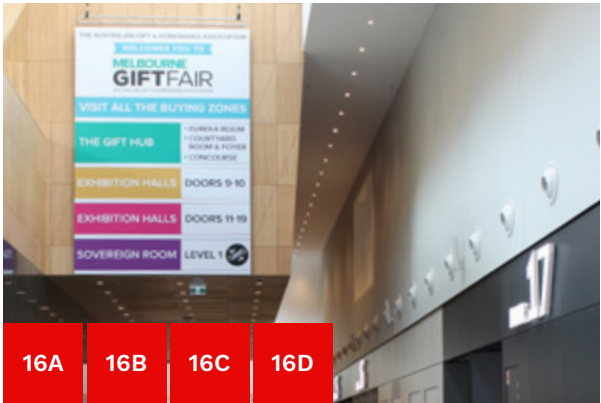
| | |
|--------------------------|----------------------------------|
| Material | Foamcore |
| Dimensions W x H (mm) | 3600 x 500 (A) 3600 x 680 (B) |
| Space Hire Fee | \$165 + GST per day |

Please note
Only available if booking Bays 23–24.

Organiser Office 8

| | |
|--------------------------|----------------------------------|
| Material | Foamcore |
| Dimensions W x H (mm) | 3500 x 500 (A) 3500 x 680 (B) |
| Space Hire Fee | \$165 + GST per day |

Please note
Only available if booking Bays 25–26.



Northern Concourse
Overhead Banners

| | |
|--------------------------|--|
| Material | Rigged FabFrame Fabric Banner |
| Dimensions W x H (mm) | 4500 x 7000 (3 available) 4500 x 3000 (1 available) |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.

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) |
| Space Hire Fee | \$110 + GST per day |

Please note
Only available if booking Bays 21–26.
Specific Door signage is relevant to the Bays booked.

Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Eureka Foyer Doors 11-12 banners

Exhibition Centre Doors 11-21

Signage Specifications

Signage in your licensed area is included free of charge, and your Event Planner can help you choose what works best. You’ll just need to organise printing and installation.

Want to add signage outside of your licensed area? Additional fees may apply and space is limited. Chat with your Event Planner to see what’s possible.

Digital Signage

| Signage | File Type | Dimensions W x H (mm) | Notes |
|---|-----------|--|---|
| Convention Centre Place Entrance LED Wall | JPG | 1080 x 400 (half screen) 710 x 400 (third screen) | 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. |
| Goldfields Foyer LED Wall | JPG | 777 x 647 (left screen) 1294 x 647 (right screen) 2071 x 647 (full screen) | 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 (artwork is on rotation with other event bookings in these Bays) Full screen: Bookings in the entire building, Exhibition Centre Doors 11-21 |
| Totems | JPG | 1080 x 1920 | Sovereign Room Totem: 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: Available with bookings in the entire building, Exhibition Centre Doors 11-21. |
| Convention Centre Place Customer Service Desk | JPG | 1920 x 1080 | Available for full centre bookings. |

Printed Signage

| Signage | Material | Dimensions W x H (mm) | Space Hire Fee | Notes |
|-------------------------------------|-----------------------------------|--|---------------------|---|
| Eureka Foyer Transfer Point Banners | Heavy duty FabFrame fabric banner | 15700 x 3000 (1A) 5000 x 3000 (1B) | \$55 + GST per day | Only available for events utilising Bays 21-22 and all associated meeting rooms. |
| Eureka Foyer Overhead Banner | Rigged FabFrame fabric banner | 8700 x 1200 | \$165 + GST per day | Requires MCEC rigging at an additional cost. Please contact your event planner for details. |
| Eureka Room Banners | Rigged FabFrame fabric banner | 1800 x 1700 (Room 1) 1800 x 3000 (Room 2&3) | \$165 + GST per day | 2 banners available Only available if booking Eureka Rooms 1–3. Requires MCEC rigging at an additional cost. Please contact your event planner for details. |

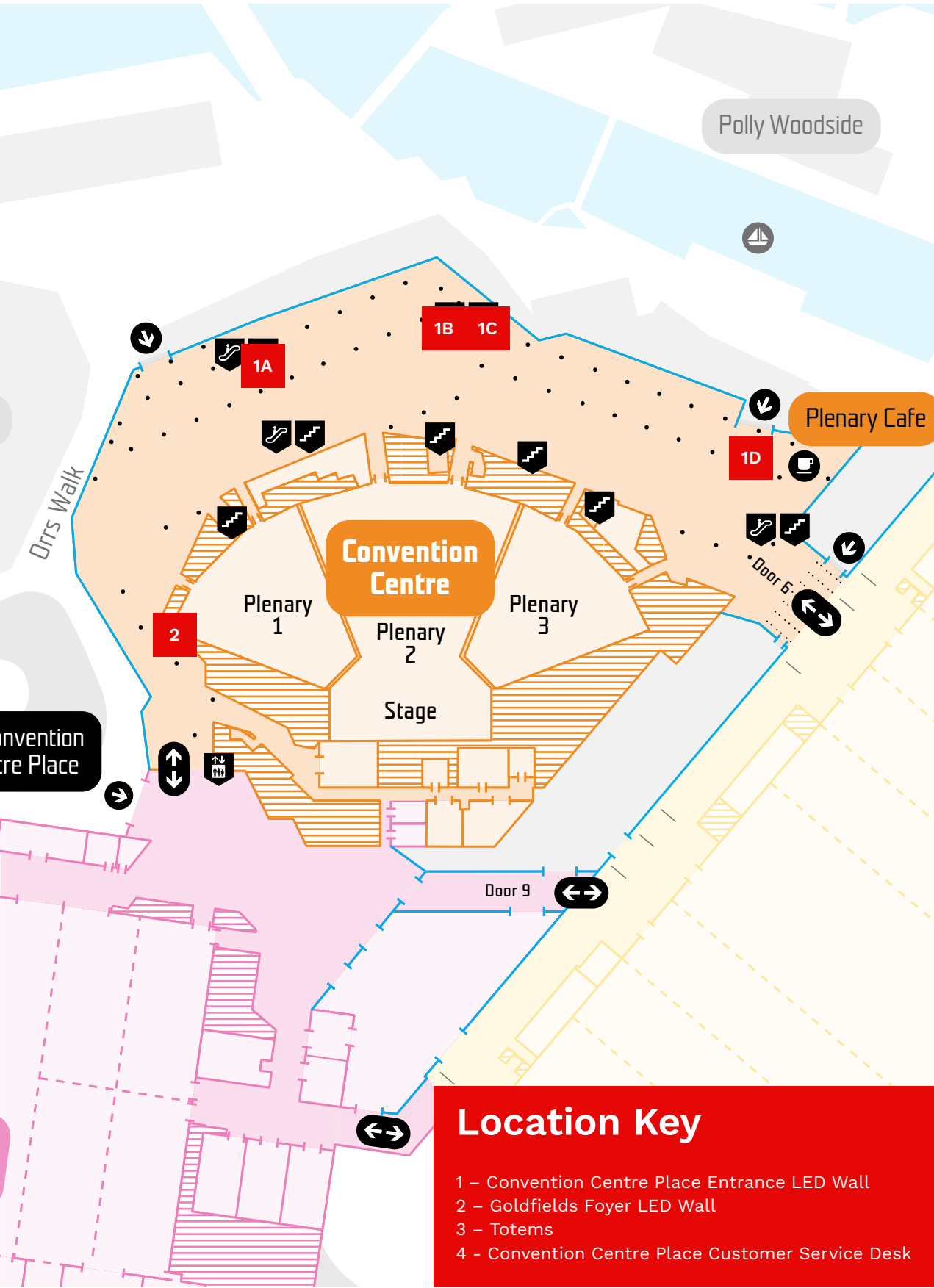
| Signage | Material | Dimensions W x H (mm) | Space Hire Fee | Notes |
|-------------------------------------|--|--|---------------------|--|
| Eureka Foyer Column Wrap | Non-adhesive fabric with velcro | 2430 x 3000 (includes 50mm overlap) | \$110 + GST per day | 2 columns available |
| Eureka Foyer Doors 11–12 Banners | Rigged FabFrame fabric banner | 8700 x 1100 (A) 10800 x 1100 (A + B) | \$165 + GST per day | If door numbers are covered by signage, the signage must include door numbers 11 and 12 so attendees can easily identify the space. Requires MCEC rigging at an additional cost. Please contact your event planner for details. |
| Goldfields Theatre Door 13 Banner | Rigged FabFrame fabric banner | 4600 x 1300 | \$165 + GST per day | Requires MCEC rigging at an additional cost. Please contact your event planner for details. |
| Goldfields Foyer Stairwell | Self-adhesive vinyl | 4200 x 140 (per stair) | \$110 + GST per day | 47 stairs in three sections (1 x 15 stairs + 2 x 16 stairs) |
| Goldfields Foyer Banner | Free standing frame | 7200 x 4000 | \$165 + GST per day | Requires accredited rigging at an additional cost. |
| Goldfields Foyer Column Wraps | Non-adhesive fabric with velcro | 2430 x 3000 (includes 50mm overlap) | \$110 + GST per day | 3 columns available |
| Goldfields Foyer Courtyard Frame | Free standing frame | 2000 x 2900 | \$110 + GST per day | |
| Goldfields Door Panels | Self-adhesive vinyl | 3420 x 2600 (A) 1790 x 2600 (B) 1550 x 2600 (C) | \$110 + GST per day | Subject to availability. Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed. |
| Goldfields Foyer Bulkheads | Rigged heavy duty FabFrame fabric banner | 7600 x 2500 (Bulkhead A) | \$165 + GST per day | Requires MCEC rigging at an additional cost. Please contact your event planner for details. Only available if bookings Bays 21-22. |
| | | 19000 x 2500 (Bulkhead B) | \$200 + GST per day | |
| Goldfields Foyer Rigged Banner | Rigged heavy duty FabFrame fabric banner | 8000 x 3000 | \$300 + GST per day | Only available with bookings in entire exhibition building Doors 11-21 . Requires MCEC rigging at an additional cost. Please contact your event planner for details. |
| Organiser Office 6 | Foamcore | 2440 x 500 (A,B) 3880 x 500 (C, D) 4475 x 2490 (E) | \$165 + GST per day | Only available if booking Bays 21–22. Wall E requires cut out for wall pit access. |
| Organiser Office 7 | Foamcore | 2600 x 500 (A) 2600 x 680 (B) | \$165 + GST per day | Only available if booking Bays 23-24. |
| Organiser Office 8 | Foamcore | 3500 x 500 (A) 3500 x 680 (B) | \$165 + GST per day | Only available if booking Bays 25–26. |
| Northern Concourse Overhead Banners | Rigged FabFrame fabric banner | 4500 x 7000 (3 available) | \$165 + GST per day | Requires MCEC rigging at an additional cost. Please contact your event planner for details. |
| | | 4500 x 3000 (1 available) | \$165 + GST per day | |
| Exhibition Bay Door Entry | Self-adhesive vinyl | 1300mm x 2500mm 8 panels available (Door 15) 6 panels available (Door 16–19) | \$110 + GST per day | Requires accredited rigging at an additional cost. Only available if booking Bays 21–26. Specific Door signage is relevant to the Bays booked. Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed. |

Convention Centre

THE LIONS
THEATRE
☆☆☆☆

Convention Centre

Digital Signage



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.

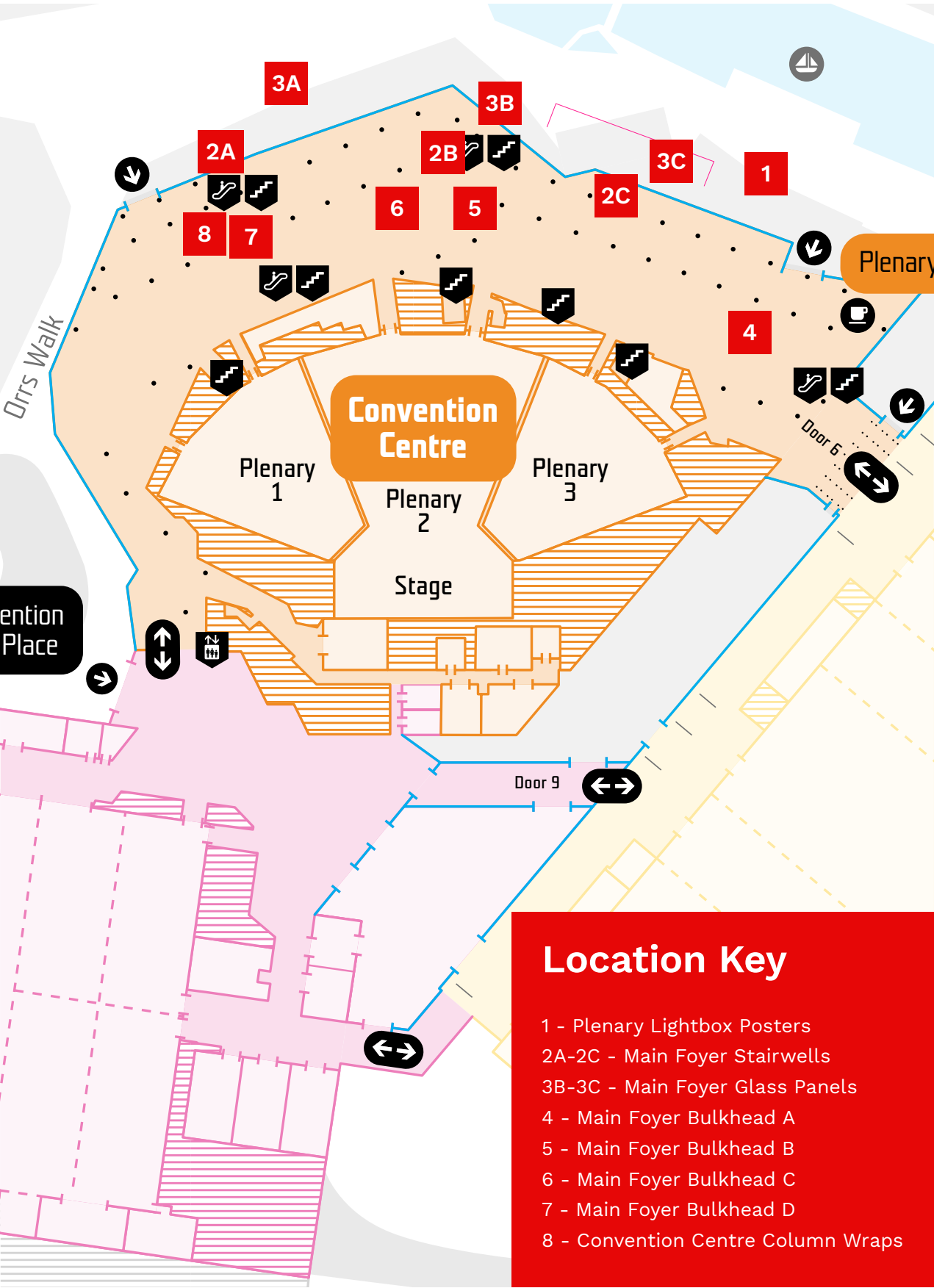


Plenary Registration Desk

| | |
|-----------------------|--------------------------|
| 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.

Convention Centre
Printed Signage



Plenary Lightbox Posters

| | |
|-----------------------|--|
| Material | Synthetic paper |
| Dimensions W x H (mm) | 951 x 1924 |
| Space Hire Fee | \$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. Please share your artwork with your Event Planner at least two weeks prior to installation date. |



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 |
| Space Hire Fee | \$110 + GST per day |
| Quantity | 4 stairwells available 2A 47 stairs in 3 sections 16+16+15 (top to bottom) 2B 44 stairs in 3 sections 16+16+12 (top to bottom) 2C 44 stairs in 3 sections 16+16+12 (top to bottom) |

Please note
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Main Foyer Glass Panels

| | |
|-----------------------|-----------------------|
| Material | Self-adhesive vinyl |
| Dimensions W x H (mm) | 1900 x 2500 per panel |
| Space Hire Fee | \$300 + GST per day |

Please note
Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed.



Main Foyer Bulkhead C

| | |
|-----------------------|------------------------|
| Material | FabFrame fabric banner |
| Dimensions W x H (mm) | 10000 x 2600 |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.



Main Foyer Bulkhead D

| | |
|-----------------------|------------------------|
| Material | FabFrame fabric banner |
| Dimensions W x H (mm) | 10000 x 3500 |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.



Main Foyer Bulkhead A

| | |
|-----------------------|------------------------|
| Material | FabFrame fabric banner |
| Dimensions W x H (mm) | 8850 x 2400 |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.



Main Foyer Bulkhead B

| | |
|-----------------------|------------------------|
| Material | FabFrame fabric banner |
| Dimensions W x H (mm) | 10000 x 2600 |
| Space Hire Fee | \$165 + GST per day |

Please note
Requires MCEC rigging at an additional cost.



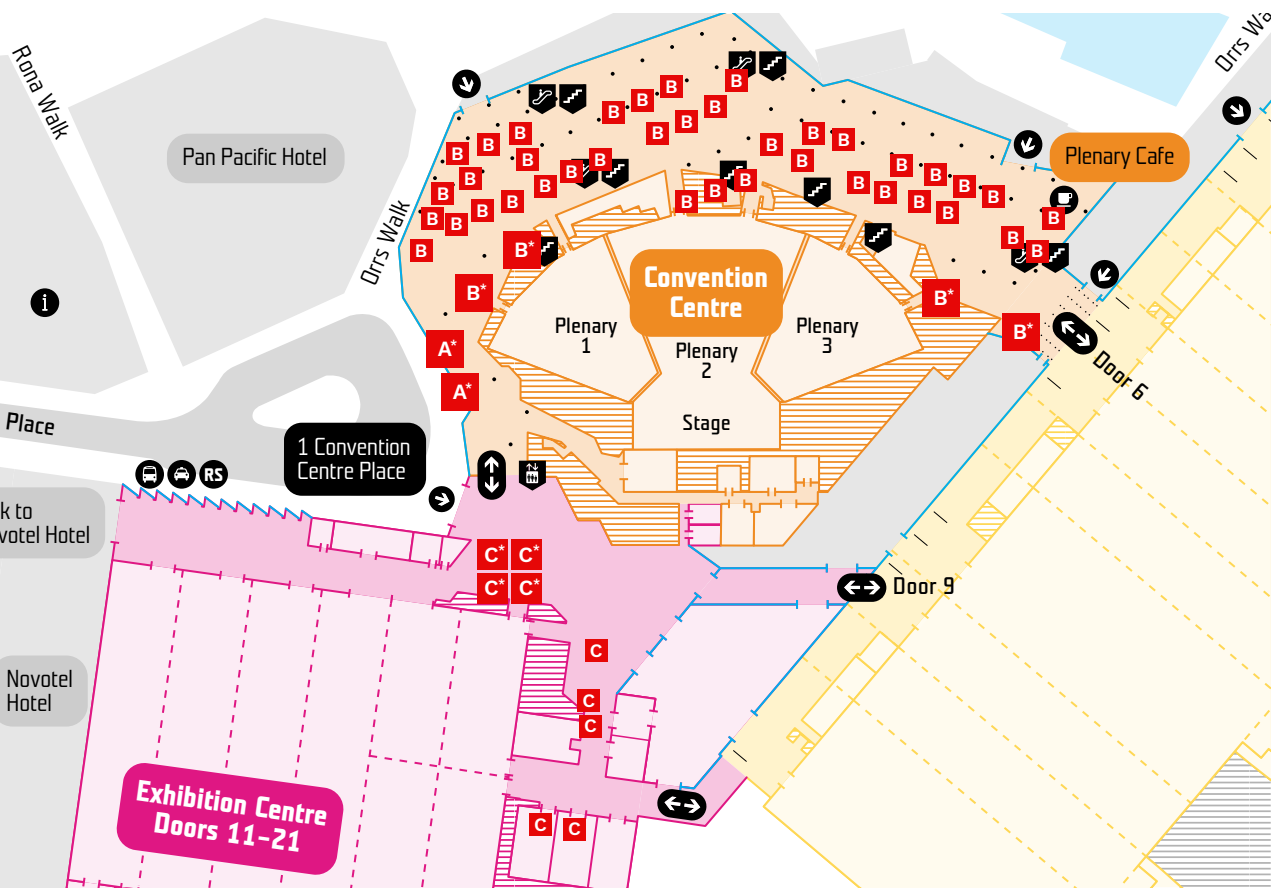
Convention Centre Column Wraps

| | |
|-----------------------|--|
| Material | Non-adhesive fabric with velcro |
| Dimensions W x H (mm) | Sizes vary, refer to map on page 41 for details. |
| Space Hire Fee | \$110 + GST per day |
| Quantity | All columns in Convention Centre |

Please note
Measurements include an additional 50mm width for adhesive overlap. Refer to the maps below.

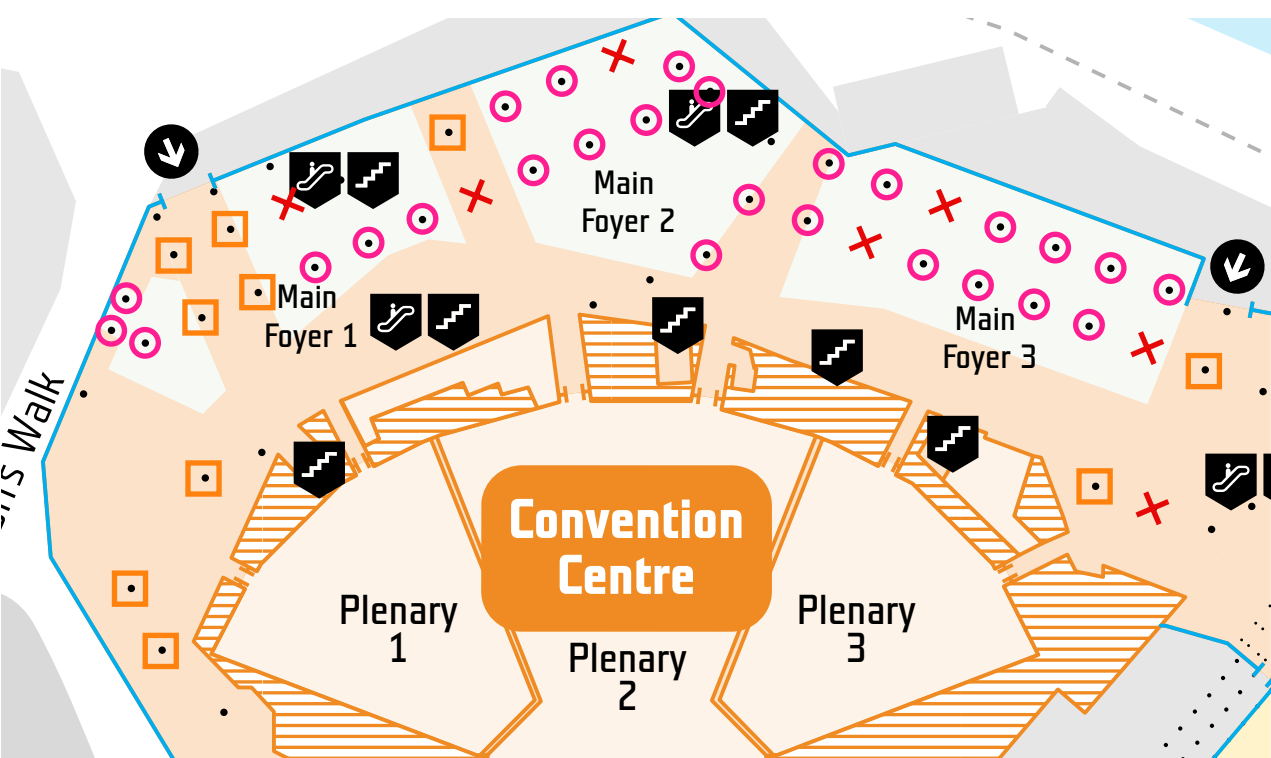
Column Wraps

Ground



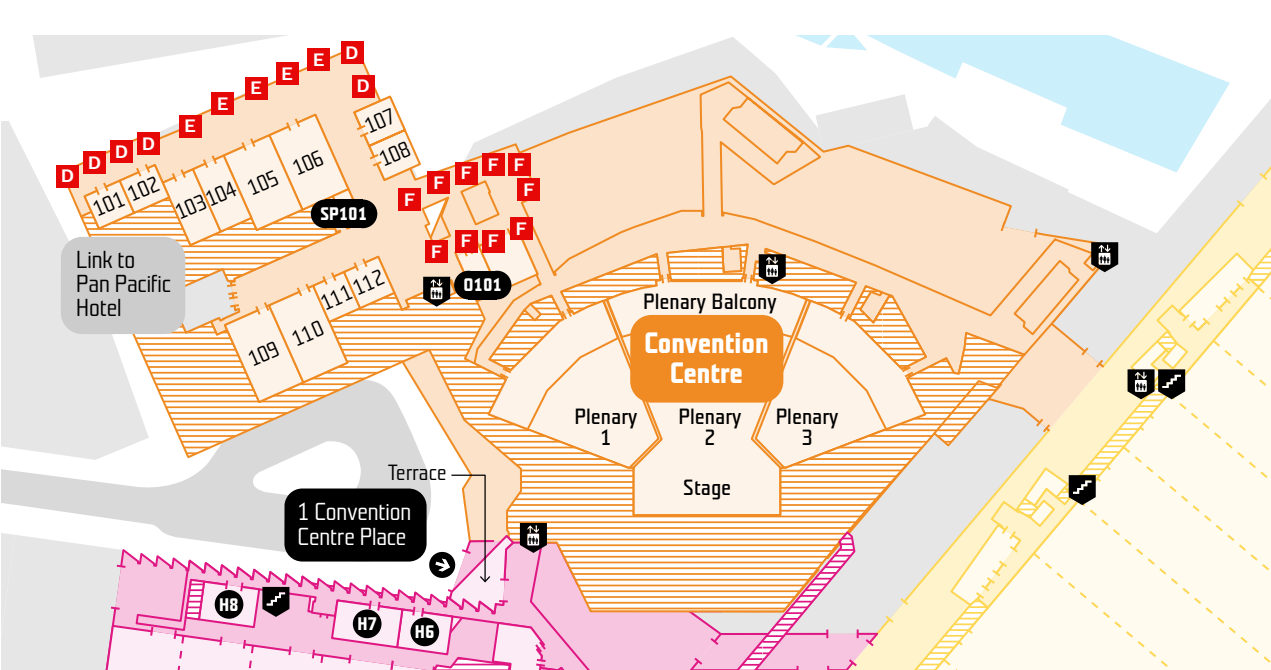
*Column is outside event space, approval required.

Ground (zoomed in)

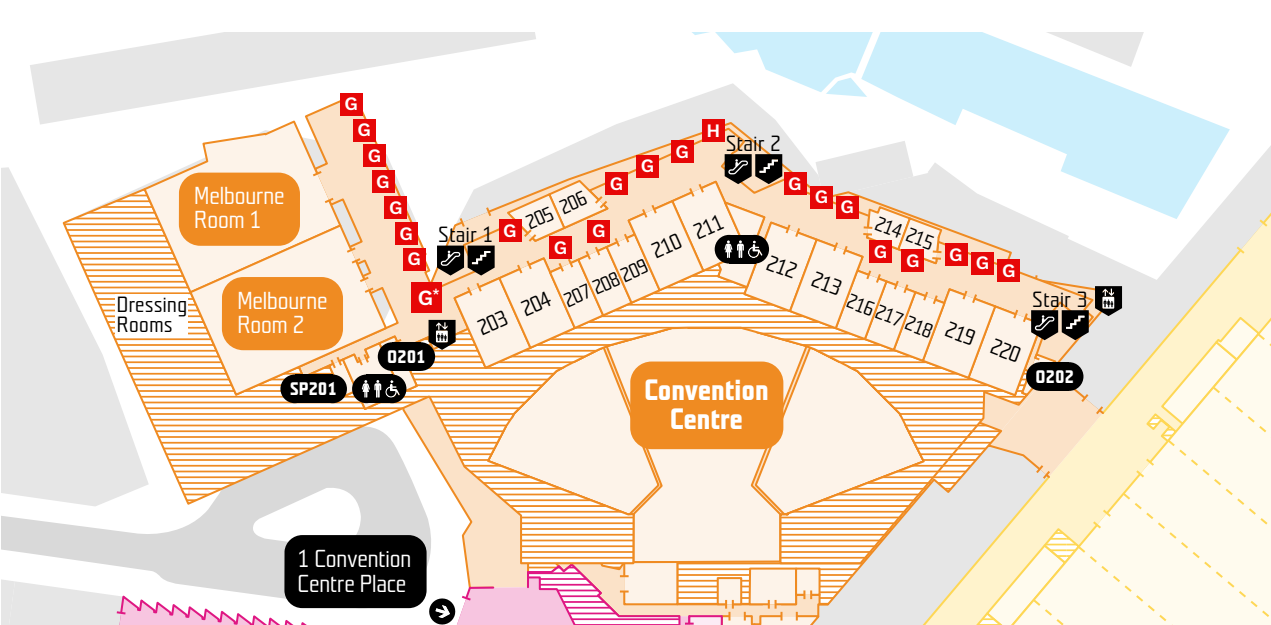


- Cannot be labelled; it features a temperature reader/sensor.
- The space can be branded and licensed.
- Branding possible; Venue approval required for neutral space and/or full centre buyout.

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.



Main Foyer Bulkhead B

Convention Centre

Signage Specifications

Signage in your licensed area is included free of charge, and your Event Planner can help you choose what works best. You'll just need to organise printing and installation.

Want to add signage outside of your licensed area? Additional fees may apply and space is limited. Chat with your Event Planner to see what's possible.

Digital Signage

| Signage | File Type | Dimensions W x H (mm) | Notes |
|---------------------------|-----------|--------------------------|---|
| Main Foyer LED Walls | JPG | 1280 x 720 | Multiple sites available for full convention centre bookings. |
| Plenary Registration Desk | JPG | 1920 x 1080 (per screen) | Only available for events in Plenary. |

Printed Signage

| Signage | Material | Dimensions W x H (mm) | Space Hire Fee | Notes |
|--------------------------------|---------------------------------|--|---|--|
| 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. |
| 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) xxxx x xxx per stair (stair 4) | \$110 + GST per day | 3 x 12 stairs 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) Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed. |
| Main Foyer Glass Panels | Self-adhesive vinyl | 1900 x 2500 per panel | \$300 + GST per day | Additional cleaning or damage fees may apply if any residue or damage remains after the decal is removed. |
| Main Foyer Bulkhead A | FabFrame fabric banner | 8850 x 2400 | \$165 + GST per day | Requires MCEC rigging at an additional cost. |
| Main Foyer Bulkhead B | FabFrame fabric banner | 10000 x 2600 | \$165 + GST per day | Requires MCEC rigging at an additional cost. |
| Main Foyer Bulkhead C | FabFrame fabric banner | 10000 x 2600 | \$165 + GST per day | Requires MCEC rigging at an additional cost. |
| Main Foyer Bulkhead D | FabFrame fabric banner | 10000 x 3500 | \$165 + GST per day | Requires MCEC rigging at an additional cost. |
| Convention Centre Column Wraps | Non-adhesive fabric with velcro | Sizes vary, please refer to map on page 41 for details. | \$110 + GST per day | Measurements include an additional 50mm width for adhesive overlap. |

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.

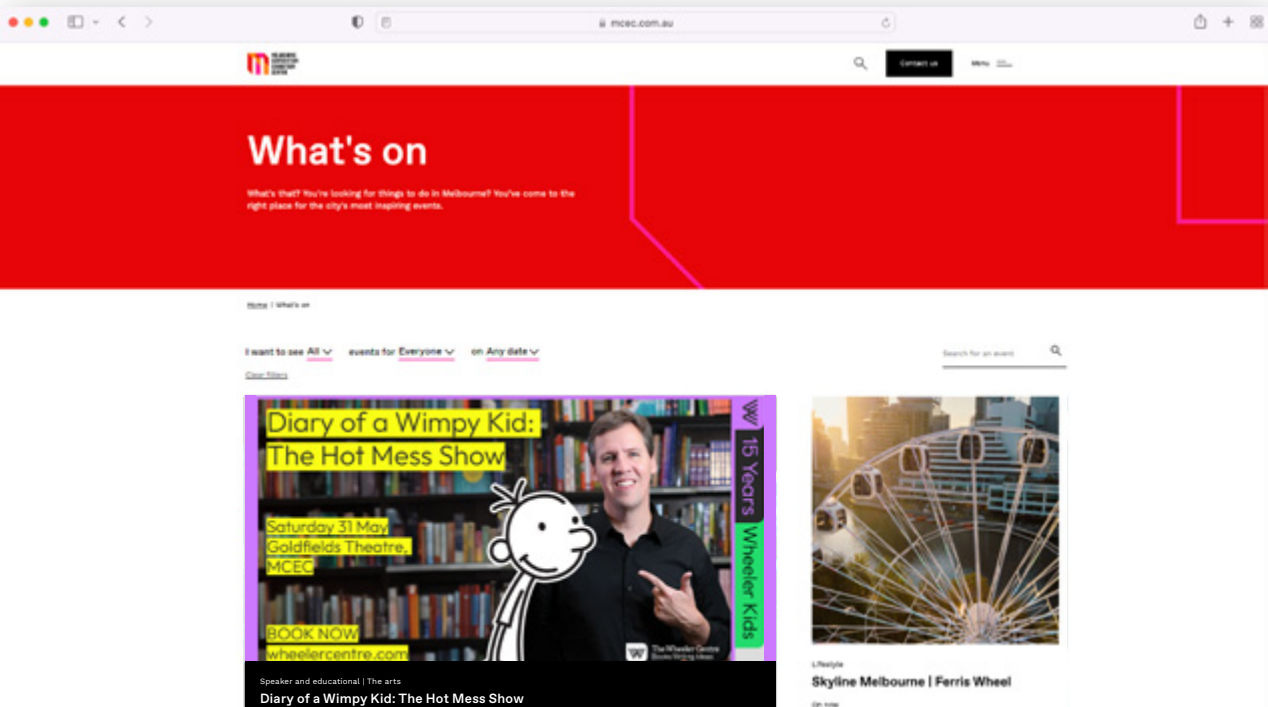
And the best part?
Many of them won't cost you a cent.

[Explore our Marketing Opportunities Guide](#)



Clarendon Street Glass Façade - 28 panels

Website What's On Page



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.

Installation on the concourse can only take place between 1900 and 0700, this may be restricted to allow for other events taking place during that time. Confirm with your Event Planner.

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 make a statement with your signage?

Chat with your Event
Planner today.

