

# Signage & Branding Opportunities Guide



## DIGITAL SIGNAGE OPPORTUNITIES

### Digital Screens

There are several digital signage opportunities available at CENTREPIECE for client use. Please use this document as a guide only and discuss all requirements with your Conference and Events Planning Executive.

All signage requests must be sent via email to your Conference and Event Planning Executive no later than 7 days out from the event. This allows time for our Operations Team to test and adjust if required. Any requests sent through after this deadline cannot be guaranteed.

The venue reserves the right to deny any signage request that is deemed inappropriate. For example, offensive or explicit language or symbols. Signage that contradicts MOPT values will not be displayed.

The venue, on occasion may be required to display specific guest-related signage, for example, COVID-19 information. If that is the case, your Planning Executive will discuss this with you and arrange appropriate alternatives.

If you have any questions or concerns in relation to digital signage at CENTREPIECE, please reach out to your Conference and Events Planning Executive for guidance pre-event.

### DIGITAL SPECIFICATIONS

Due to system licensing, only the following formats can be uploaded and played:

#### Static Graphics:

- Max Size 2MB
- 1920 x 1080 PNG file non progressive (72dpi, 8-bit RGB)

#### Video locally played from the IPTV

- Files must be MPEG4 Max Size 2G
- 1920 x 1080 MPEG4

#### Video played via encoder

- Portable device used to take feeds from OB
- SDI 720p, 1080i (preferred) Composite via SDI converter

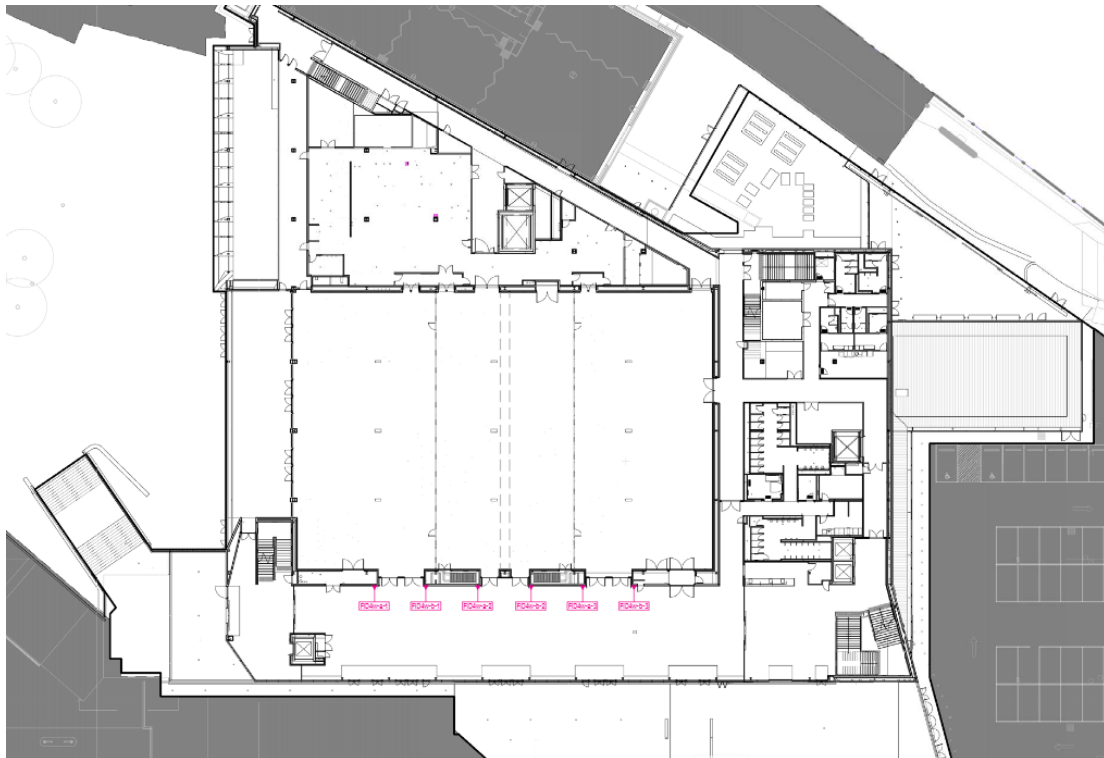
## LOCATIONS:



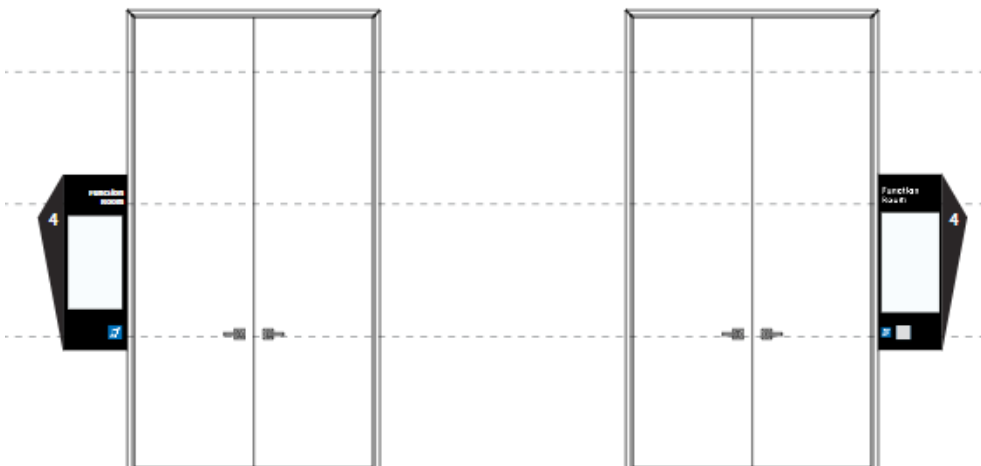
## LEVEL TWO - THE GRAND HALL

There is a screen on each side of the three double doors of the Grand Hall on level two. Therefore there is a total of six screens when the entire Grand Hall is in use, three if Grand Hall A/B is in use, and two if Grand Hall 1/2/3 is in use.

- If you'd like your logo shown on the reception screen or the car park lobby screen, the specs are - JPEG with 1920 x 1080 specs.



- The screen dimensions are 34 inch, 640mm x 1250mm.
- Content specifications are as per Digital Specifications should be formatted portrait (1080 X 1920).



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### LEVEL THREE - AUDITORIUM AND DIRECTIONAL SIGNAGE

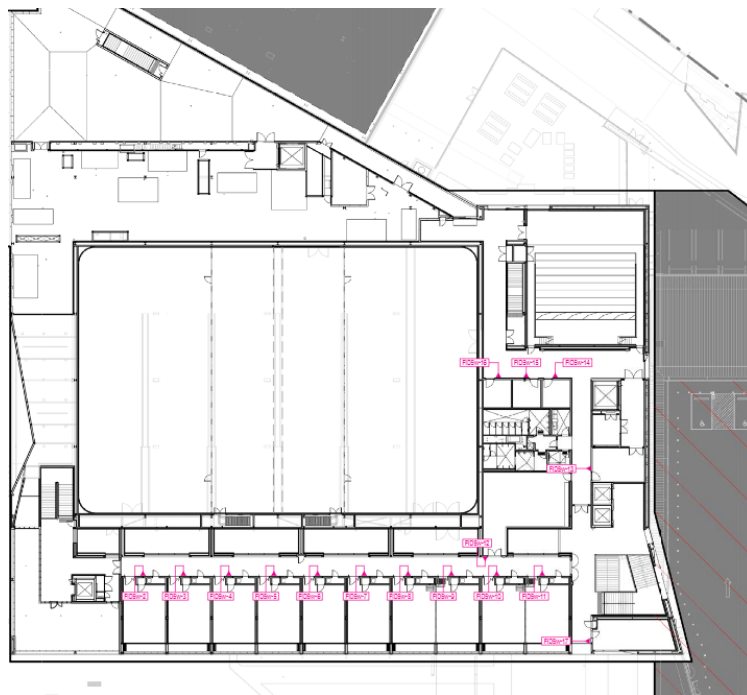
Digital signage is displayed as directional signage on level three at different access points, see map below for reference.

Signage is also displayed outside the auditorium entry and exit points.

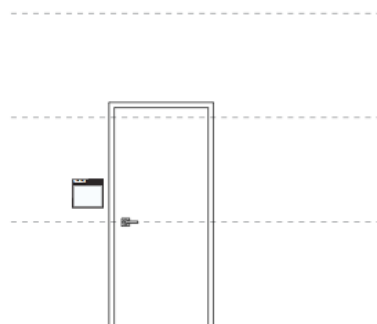
- The screen dimensions are 34 inch, 640mm x 1250mm. Content specifications are as Digital Specifications however should be formatted portrait (1080 X 1920).

### LEVEL THREE - STUDIO AND MEETING ROOM SIGNAGE

One screen is available for use outside each Studio and Meeting Room on level three.



- The screen dimensions are 13.5inch, 440mm x 190mm. Content specifications are as per Digital Specifications.



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# PHYSICAL BRANDING OPPORTUNITIES

## Brandable Interior Spaces

There are many brandable spaces within the interior and exterior of CENTREPIECE, such as windows and walls, for client use. Please use this document as a guide only and discuss all requests and possibilities with your Conference and Events Planning Executive.

All branding requests must be submitted, with the final approved artwork, no later than 10 business days before the event. This is to allow time for our Operations and Venue management team to assess the application and removal of any branding.

Any requests sent through after this deadline cannot be accepted due to the time required for processing, the time in which signage needs to be applied to surfaces, and signage removal planning.

The venue reserves the right to deny any signage requests, the following signage requests are deemed unacceptable and are not permissible:

- Contains offensive content
- Has explicit language or symbols
- Does not align with Melbourne & Olympic parks values
- Encourages illegal or antisocial behaviour
- Contains incorrect or misleading information

On occasion, some of the physical branding spaces may be unavailable due to needing to display specific guest-related signage, for example, Terms and Conditions of entry into the venue, directional information, or COVID-19 information. In these cases, your Planning Executive will discuss with you in arranging alternatives if possible.

All physical branding must be removed and disposed of at the conclusion of the event, at the cost of the client. Signage left for the venue to dispose of or remove without prior arrangement will incur additional charges. Any damages incurred by any physical branding will create a fee for bringing the space back to the condition it was prior to the branding being applied, this is non-negotiable.

If you have any questions in relation to branding at CENTREPIECE, please reach out to your Planning Executive for guidance pre-event.

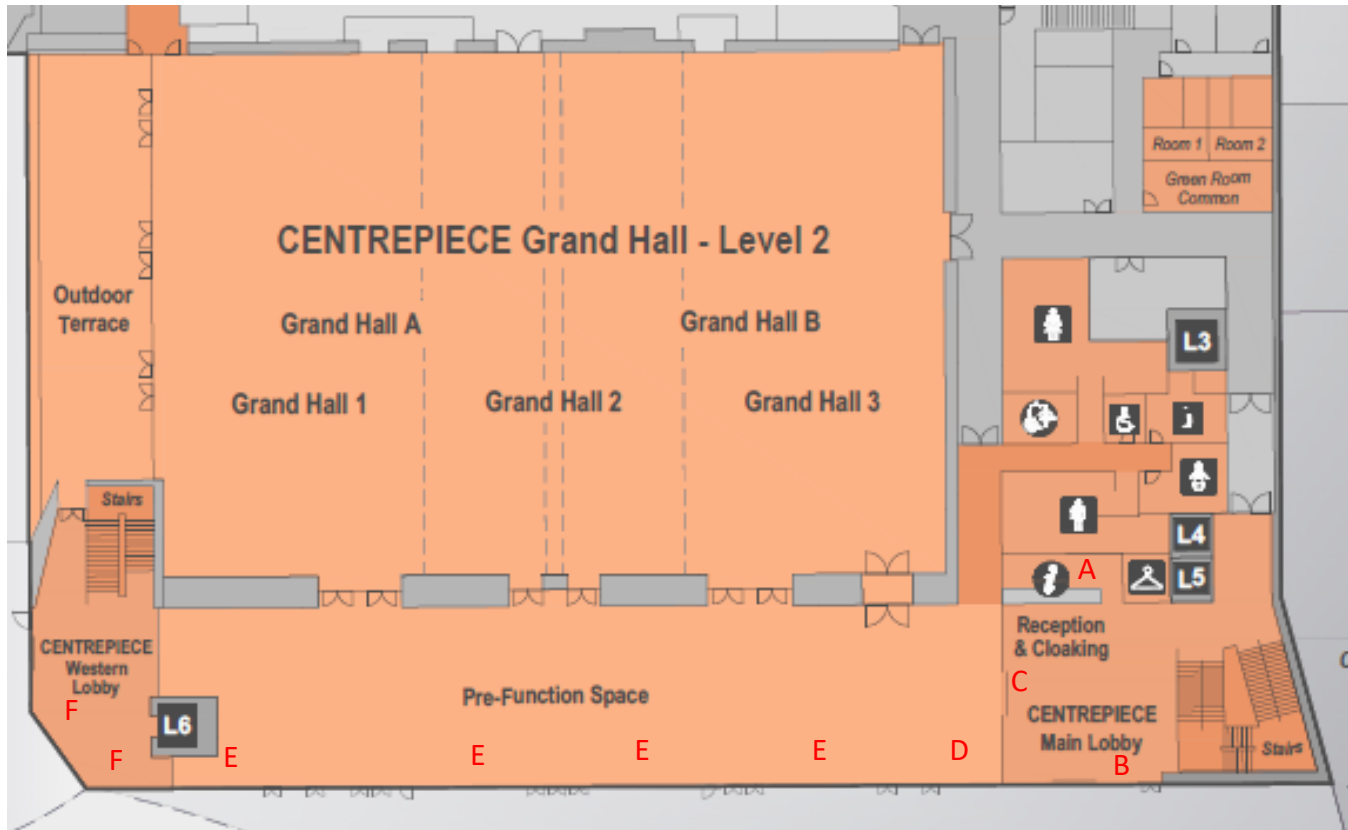
## Floor Adhesive branding

Floor adhesive branding is not permitted on the interior of the venue due to the damages and removal process far exceeding the benefit of being able to brand any of our tiled or carpeted flooring.



## LOCATIONS

### LEVEL TWO



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#### Reception Desk – Location A on map

No item can be adhered to the Receptions Desk, the stone is extremely porous and markings can be easily left.

You are welcome to create a free standing façade in front of the desk.



#### Reception entry window panels – Location B on map

NOTE: Terms and Conditions of entry cannot be removed, but may be updated to reflect the branding if a client wishes to put anything in this space.

Each window space is 3480mm, the width for each window is per the following (from left to right in the image)

- 1430mm
- 1460mm
- 1400mm
- 1610mm

Sliding doors

3335mm x 1360mm







Pre-Function Area entrance from reception – Location C on map



Windows

3400mm x 595mm

Window panels either side of sliding doors

2630mm x 1200mm

Sliding doors (not including the space above motor casing)

2600mm x 1265mm

Pre-Function Area Bi-fold door – Location D on map



Each window panel

3290mm x 700mm





#### Pre-Function Area Window panels – Locations E on map



Center panel

3480mm x 690mm

Panels either side of doors

3480mm x 1460mm

Doors

3375mm x 615mm

#### Western lobby panels – Locations F on Map



South Panel

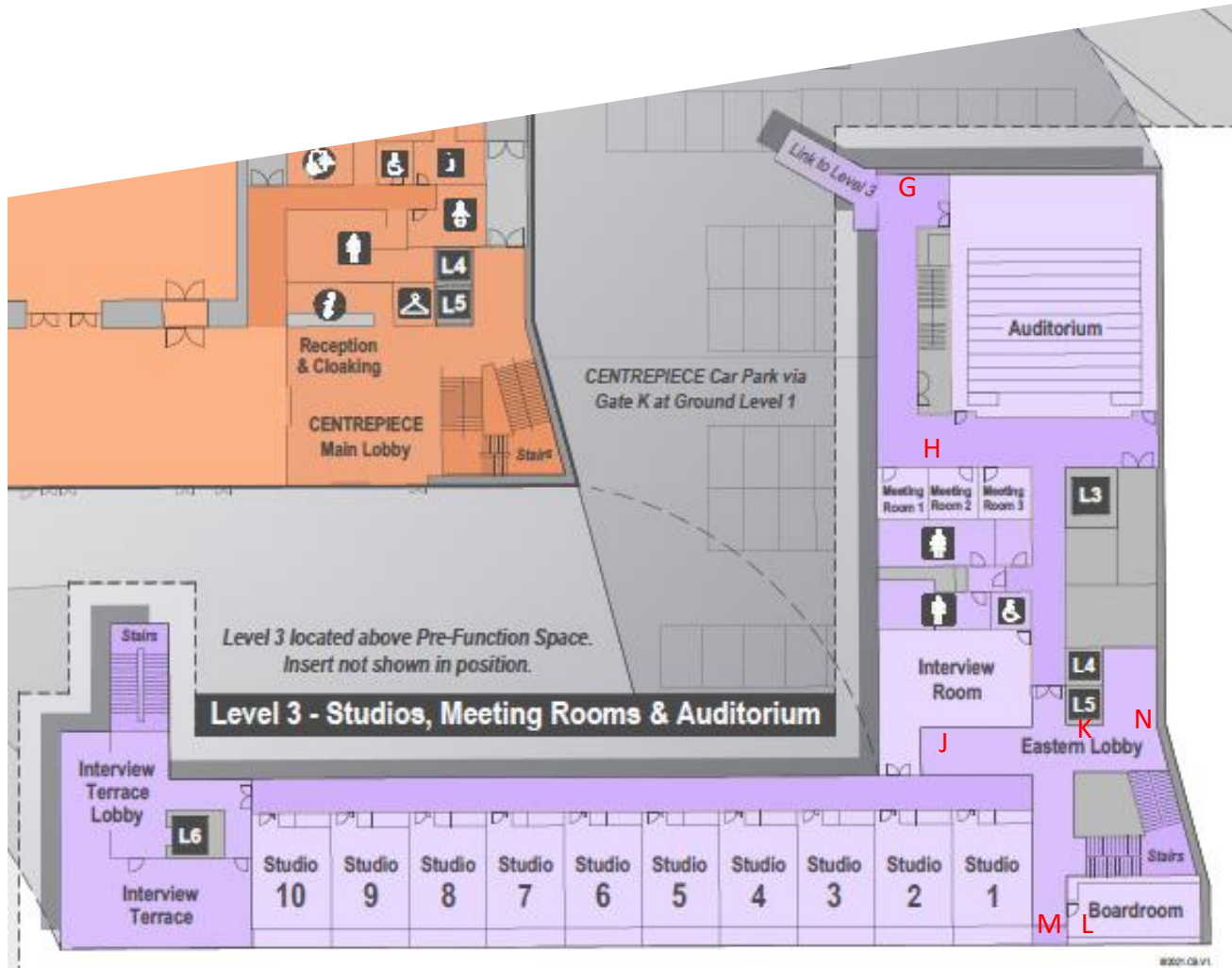
-3480 mm x 1310 mm

South West Panel

-3480 mm x 1480 mm



## LEVEL THREE





Auditorium Window – Location G on map

- 3625mm x 2305mm



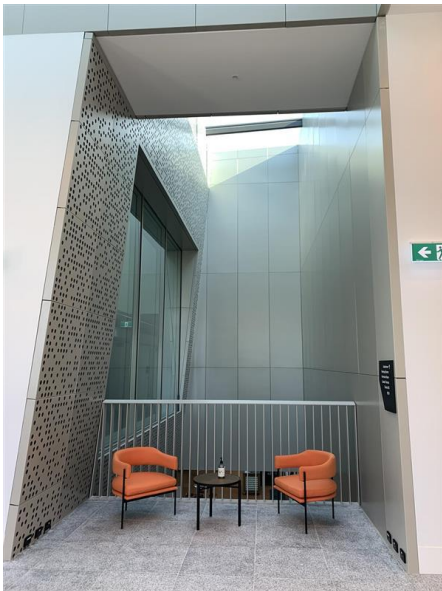
Auditorium Wall 1 – Location H on map

- 3920mm x 3000mm



Eastern lobby – Location J on map

- NOTE: Option for ceiling hanging banners
- 4990mm x 2700mm



Eastern lobby wall – Location K on map

- NOTE: measurements are from the top of the warden phone, the warden phone and the evacuation map cannot be removed or covered.
- 3340mm x 3020mm





Boardroom Window – Location L on map

- 3130mm x 2400mm



Eastern lobby window, overlooking Central Terrace – Location M on map

- 4630mm x 2380mm



Eastern Lobby stair well window – Location N on map

- 4655mm x 4450mm

