



Signage & Branding Opportunities Guide



DIGITAL SIGNAGE OPPORTUNITIES

Digital Screens

For your convenience, we have prepared a guide of digital signage opportunities available at CENTREPIECE. However, we recommend that you discuss your requirements with your Conference and Events Planning Executive.

Please submit all signage requests via email to your Conference and Event Planning Executive at least 7 days before the event. Our Operations Team needs this time to test and make adjustments if necessary. We cannot guarantee any requests sent after this deadline.

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, your Planning Executive will discuss this with you and arrange appropriate alternatives.

If you have any questions or concerns about 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 OR 1080 x 1920 non progressive (72dpi,8-bit RGB)
- See page xx for screen orientation.

Video locally played from the IPTV

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

Video played via encoder

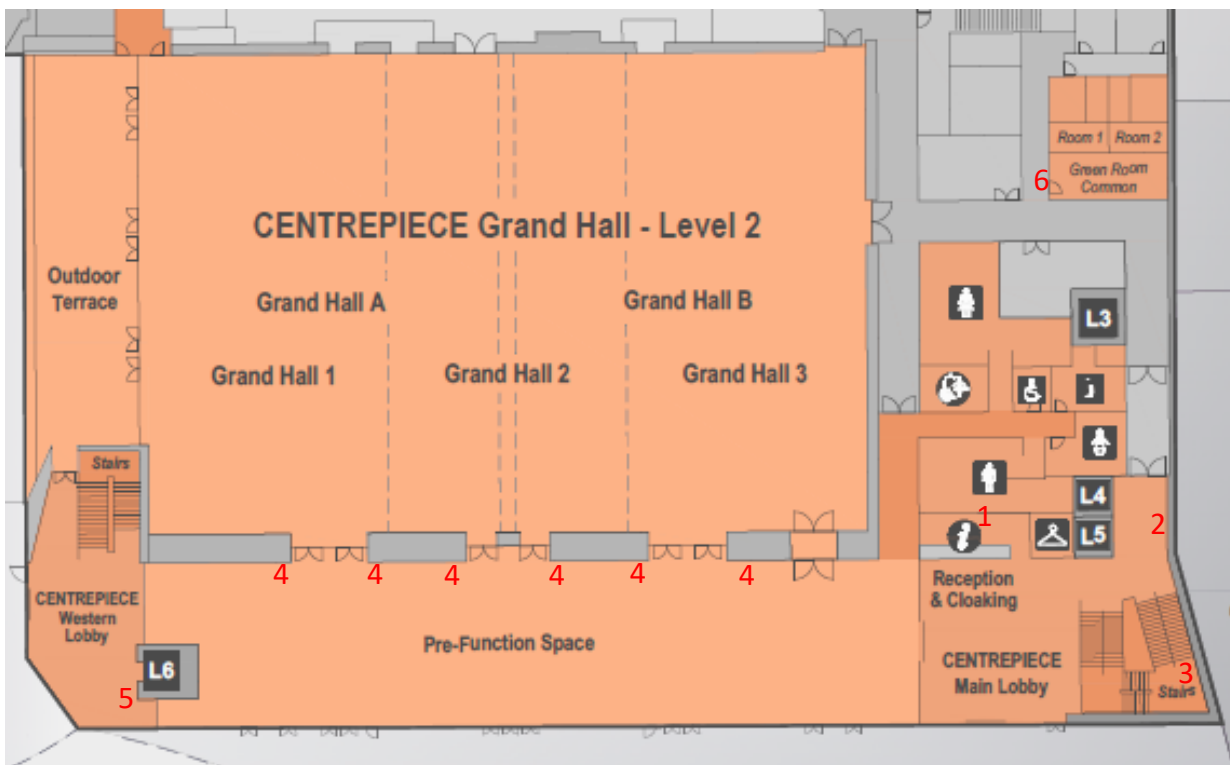
- Portable device used to take feeds from OB
- SDI 720p, 1080i (preferred) Composite via SDI converter



LOCATIONS:

LEVEL TWO - INTERNAL SHARED SIGNAGE

If you'd like your logo/signage shown on the level two screens, the specs are - JPEG with 1920 x 1080 specs formatted landscape OR JPEG with 1080 x 1920 specs formatted portrait, details for individual screens as below.

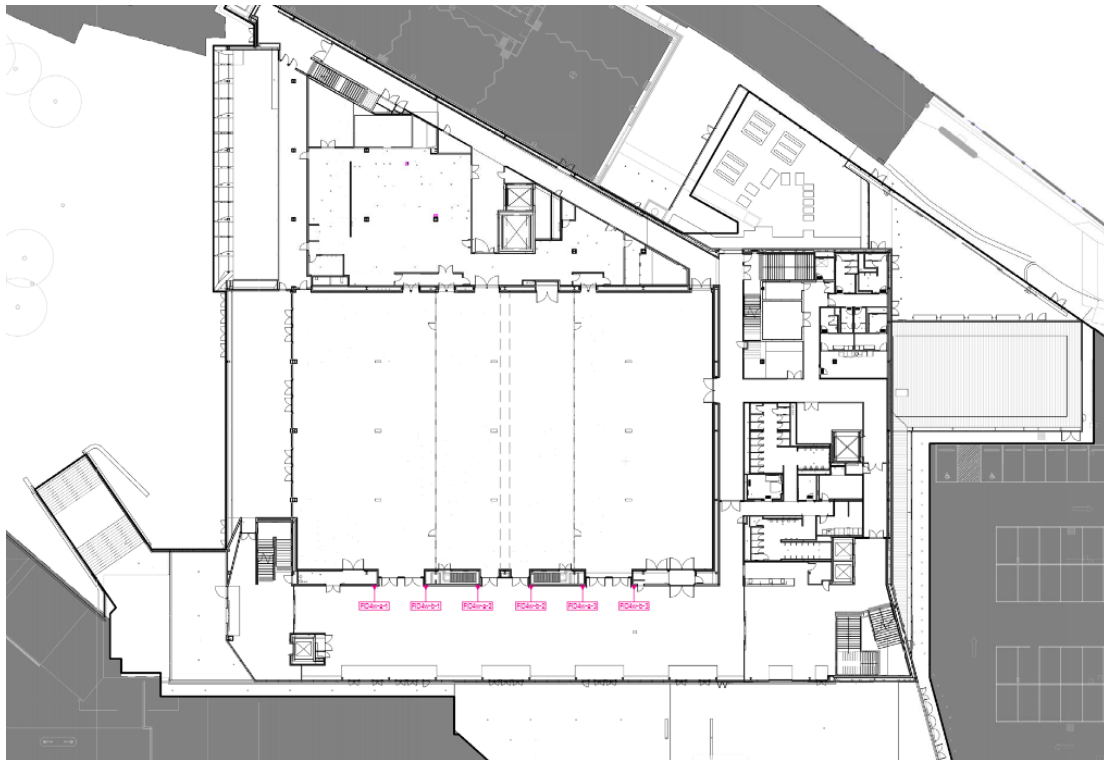


- Reception lobby screen (*landscape*) – Location 1
- Guest lift lobby screen (*landscape*) – Location 2
- Car park lobby screen (*landscape*) – Location 3
- Grand hall screen/s (*portrait*) – Locations 4
- Western lobby screen (*portrait*) – Location 5
- Green room screen (*portrait*) – Location 6

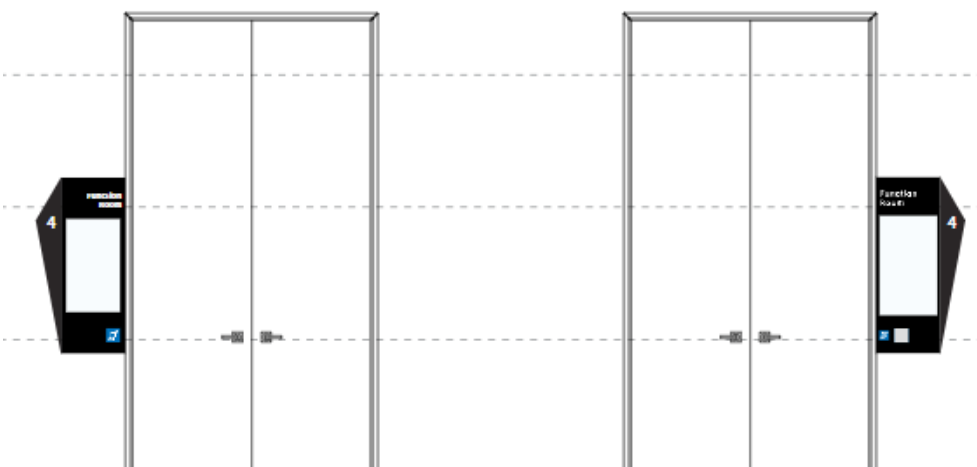


LEVEL TWO - THE GRAND HALL

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.



- The screen dimensions are 34 inches, 640mm x 1250mm.
- Content specifications are as per Digital Specifications and should be formatted portrait (1080 X 1920) provided as a PNG file. Max digital file size 2MG

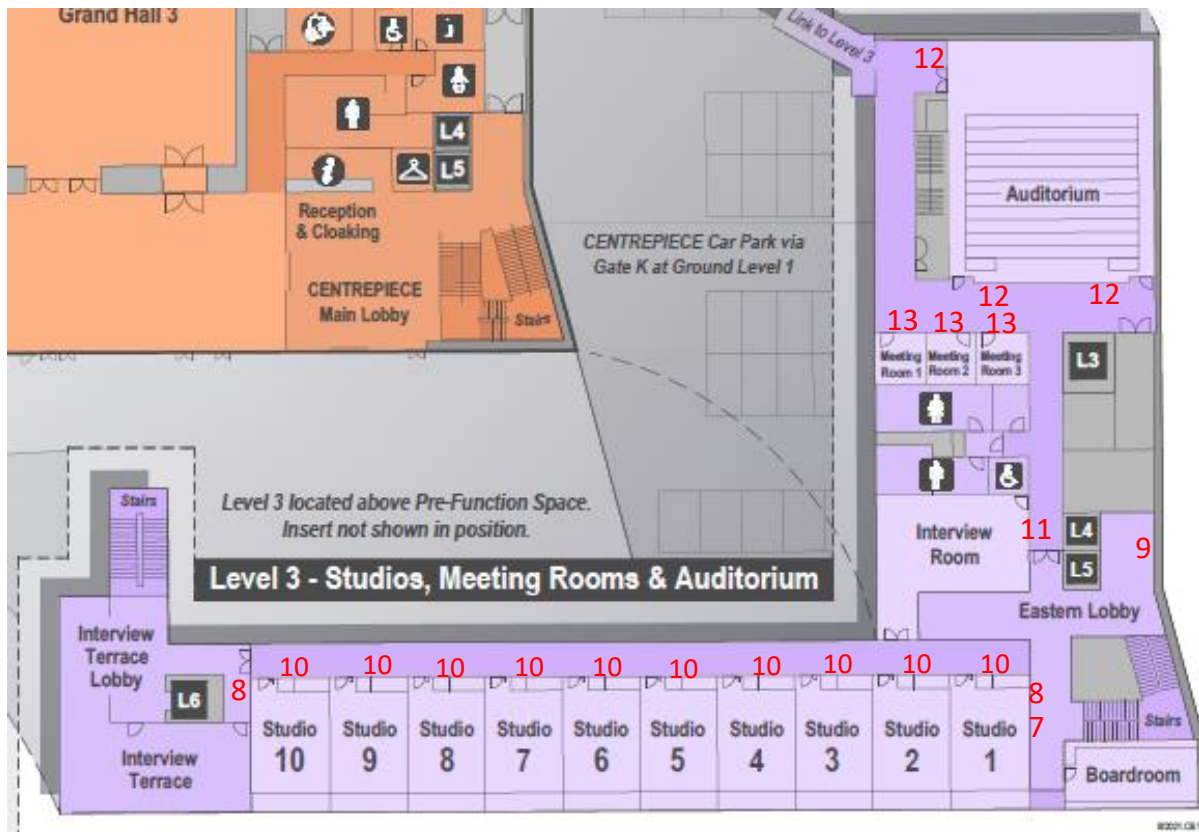


UNDER THE MANAGEMENT OF MELBOURNE & OLYMPIC PARKS



LEVEL THREE - INTERNAL SHARED SIGNAGE

If you'd like your logo/signage shown on the level three screens, the specs are - JPEG with 1920 x 1080 specs formatted landscape OR JPEG with 1080 x 1920 specs formatted portrait, details for individual screens as below.



- Eastern lobby landing screen (*landscape*) – Location 7
- Eastern lobby studio screen/s (*portrait*) – Location 8
- Eastern lobby guest lift screen (*landscape*) – Location 9
- Studios 1-10 screen/s (*landscape*) – Locations 10
- Interview room screen/s (*landscape*) – Location 11
- Auditorium screen/s (*portrait*) – Locations 12
- Meeting room screen/s (*landscape*) – Locations 13

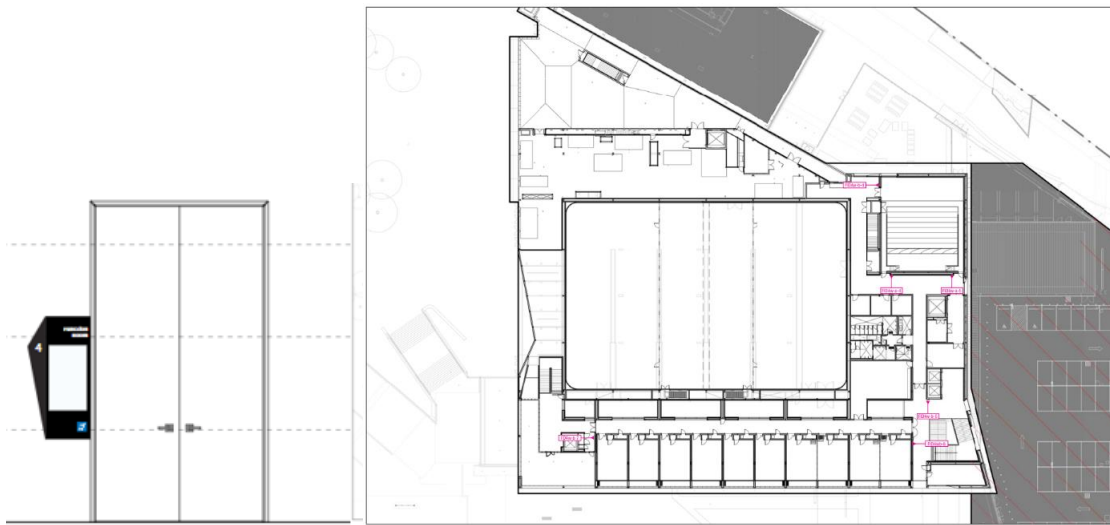


LEVEL THREE - AUDITORIUM, STUDIO AND DIRECTIONAL SIGNAGE

Digital signage is displayed as directional signage on level three at different access points.

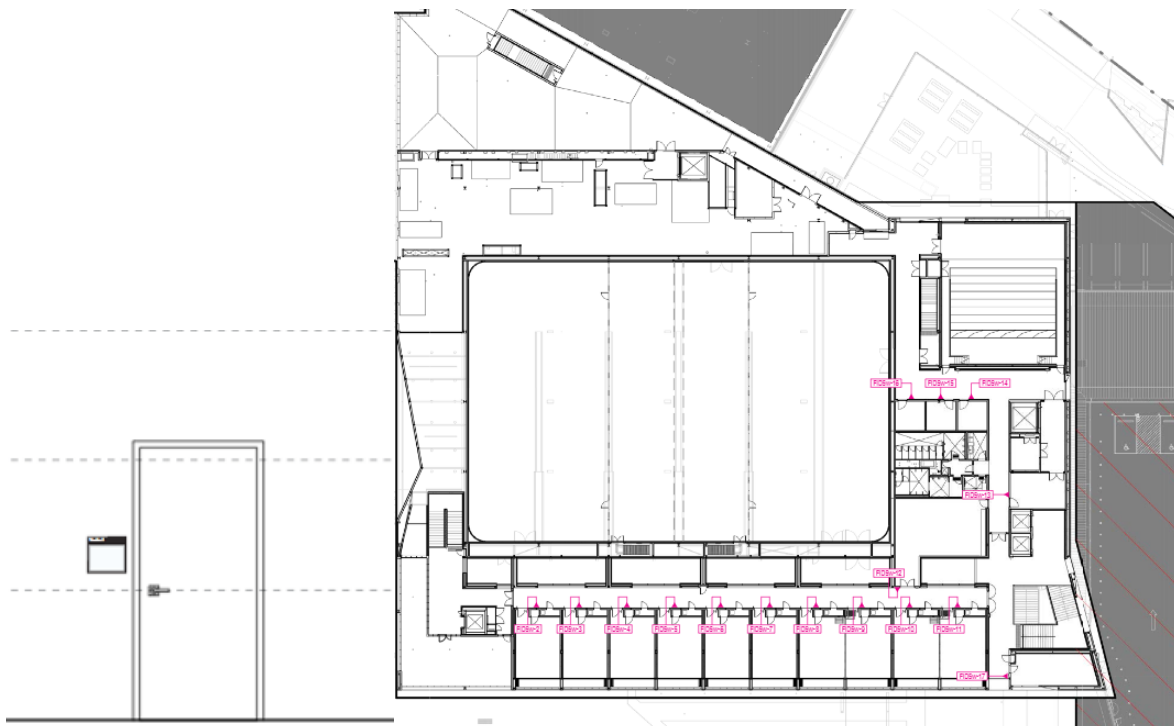
Signage is also displayed outside the auditorium entry and exit points.

- The screen dimensions are 34 inches, 640mm x 1250mm. Content specifications are as Digital Specifications.



LEVEL THREE - STUDIO AND MEETING ROOM SIGNAGE

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



UNDER THE MANAGEMENT OF MELBOURNE & OLYMPIC PARKS



DIGITAL SIGNAGE SPECIFICATIONS

Reference	LEVEL 1	Screen Orientation
3	Carpark Entrance Lobby	Landscape (1920x1080 resolution)
Reference	LEVEL 2	Screen Orientation
1	Reception Lobby Screen	Landscape (1920x1080 resolution)
2	Guest Lift Lobby Screen	Landscape (1920x1080 resolution)
6	Green Room	Landscape (1920x1080 resolution)
4	Grand Hall Screens 1- 6	Portrait (1080x1920 resolution)
Reference	LEVEL 3	Screen Orientation
12	Auditorium Screens	Portrait (1080x1920 resolution)
8	Studio Lobby Entrance Screen	Portrait (1080x1920 resolution)
10	Studios 1-10	Landscape (1920x1080 resolution)
7	Eastern Lobby Screen	Landscape (1920x1080 resolution)
9	Western Lobby Guest Lifts	Landscape (1920x1080 resolution)
11	Interview Room	Landscape (1920x1080 resolution)
13	Meeting Rooms 1-3	Landscape (1920x1080 resolution)

EXTERNAL SHARED SIGNAGE

All artwork on external digital screens must be produced to a professional standard. M&OP/CENTREPIECE management reserves the right to remove or disallow signage on these placements at their discretion.

Two (2) Totem poles located on the main entry central plaza are available for your signage needs. Measurements and specs are detailed below. This is shared precinct signage, therefore any content provided will form part of a rotation with existing content.

All requests for the use of the Totem poles need to be submitted to your Planning Executive at least 30 days before your event, if approved the digital specifications will be provided. *subject to availability.

Two (2) External LED signs are available for wayfinding. Should your event exclusively book the CENTREPIECE venue, your content and venue content will rotate through the screen. Should there be more than one event occurring in the CENTREPIECE the signage will be managed by the venue with logos or Event names incorporated in the imagery.



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 discuss all requests and possibilities with your Conference and Events Planning Executive. [A specific branding guide is available for these locations with measurements and images.](#)

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 submitted 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 after 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 before the branding was applied, this is non-negotiable.

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

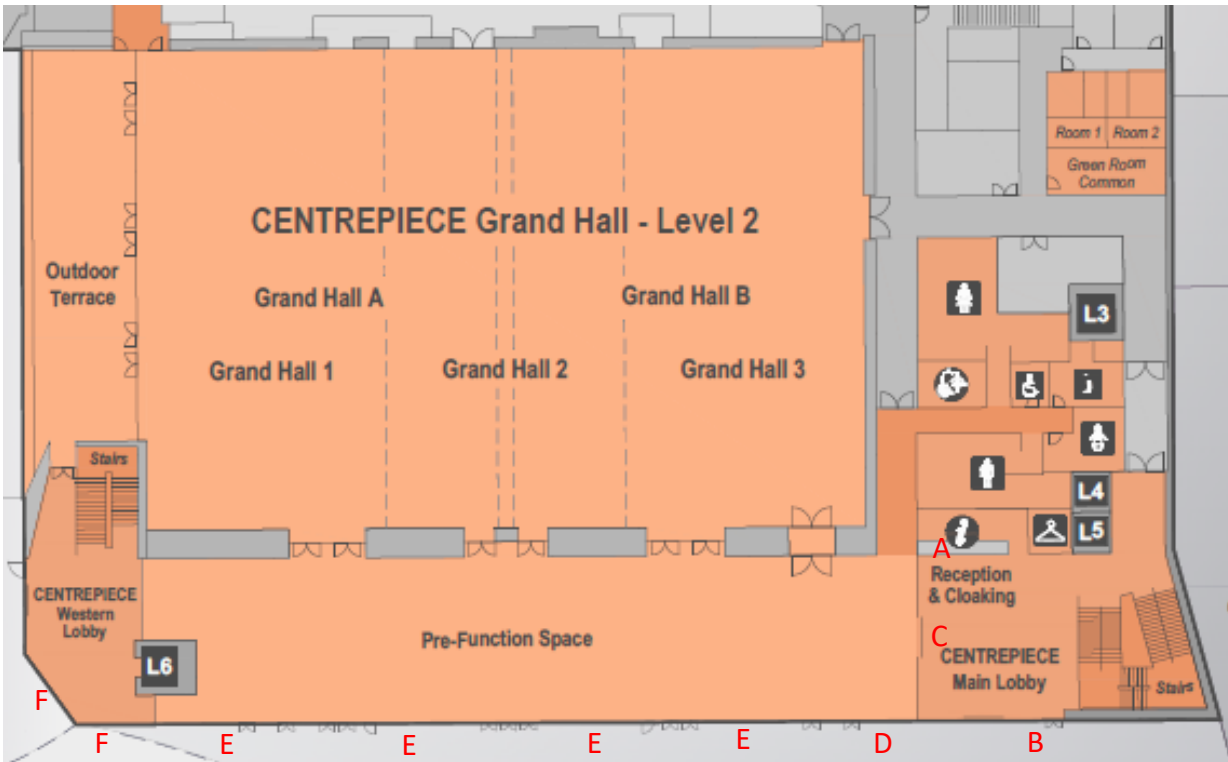
Floor Adhesive branding

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

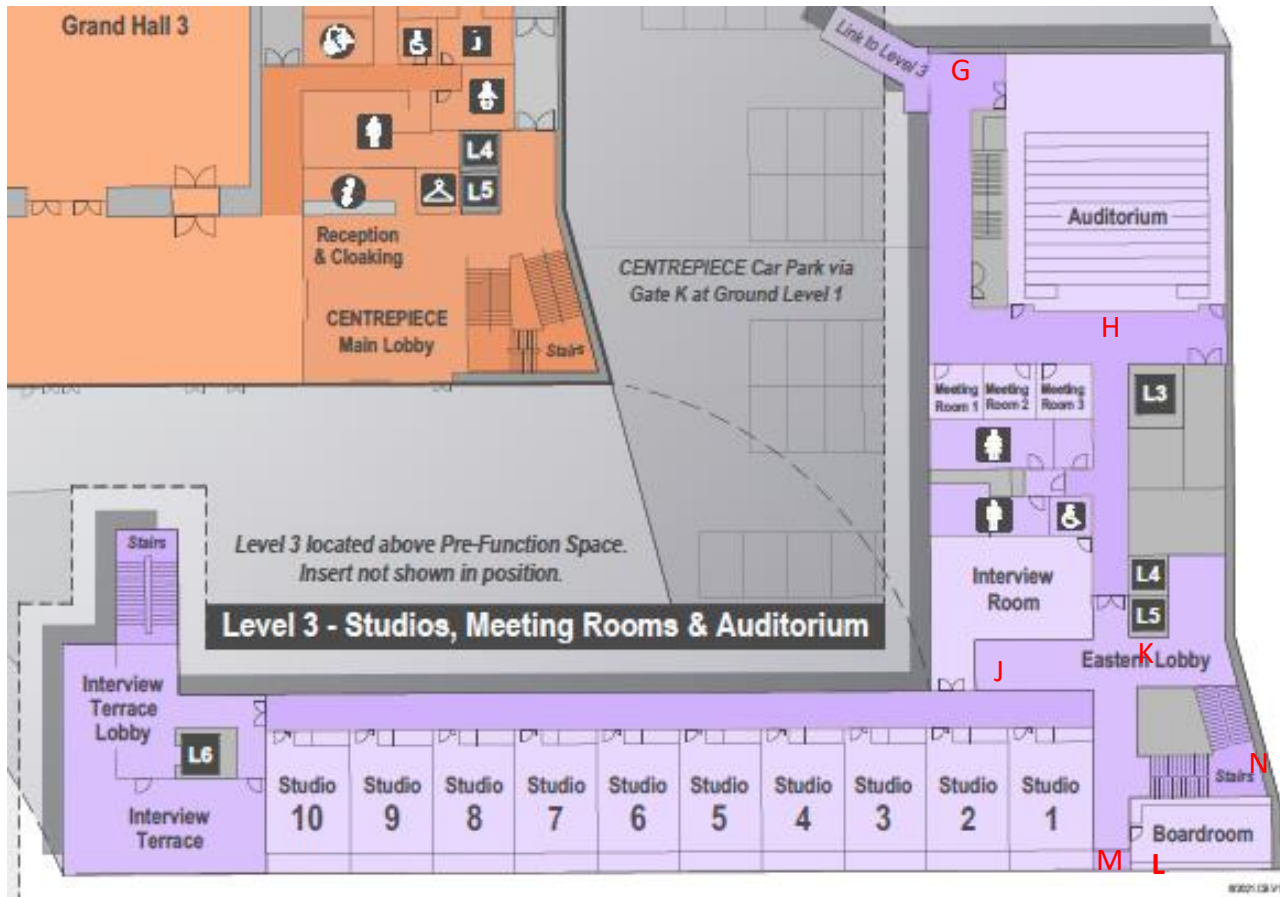
PHYSICAL BRANDING OPPORTUNITIES - LEVEL TWO



- Reception desk – Location **A**
- Reception entry window panels – Location **B**
- Pre-function entrance from reception – Location **C**
- Pre-function bi-fold door – Location **D**
- Pre-Function window panels – Locations **E**
- Western lobby panels – Locations **F**



PHYSICAL BRANDING OPPORTUNITIES - LEVEL THREE



- Auditorium window – Location **G**
- Auditorium wall 1 – Location **H**
- Eastern lobby – Location **J**
- Eastern lobby wall – Location **K**
- Boardroom window – Location **L**
- Eastern lobby window, overlooking Central terrace – Location **M**
- Eastern lobby stairwell window – Location **N**



LCD Digital A-Frames

All artwork on external digital screens must be produced to a professional standard. M&OP/CENTREPIECE management reserves the right to remove or disallow signage on these placements.

CENTREPIECE at Melbourne Park has four digital A-Frames that are commonly used for wayfinding to the venue in the M&OP precinct. These signs are subject to availability and can be customised to include your event signage.

- Specifications should be formatted portrait (1080 X 1920) and provided as a PNG file non-progressive (72dpi, 8-bit RGB)
- Max digital file size 2MG

