



PERTH CONVENTION AND  
EXHIBITION CENTRE

# Event Branding and Marketing Opportunities

ENTRANCE



AUSTRALIAN  
TOURISM  
EXCHANGE  
Perth 2019

TOURISM AUSTRALIA

Tourism  
WESTERN AUSTRALIA

ENTRANCE



AUSTRALIAN  
TOURISM  
EXCHANGE  
Perth 2019

TOURISM AUSTRALIA

Tourism  
WESTERN AUSTRALIA



# Event Branding and Marketing Opportunities

Thank you for choosing the Perth Convention and Exhibition Centre as the venue for your event.

As one of the most popular destinations in Western Australia, the PCEC welcomes over 800,000 visitors annually.

At PCEC, we understand the importance of branding, signage, and marketing to enhance your event experience and with that in mind, you will find a variety of options in this document that offer additional promotion and exposure before and during your event with us.



# Create Exceptional Experiences: Branding and Marketing Opportunities

S1

## Section 1

### Event Branding Opportunities

*Event branding opportunities during your tenancy period at PCEC*

- Registration Desks
- Entry features into your Event Space
- Foyer and Directional Signage
- Lighting
- Coffee Carts
- Stair Decal Signage
- Window Decal Signage (*internal and external*)
- V-poles and Flag Poles (*external*)
- Banners (*internal*)

## Section 2

### Event Marketing Opportunities

*Event marketing opportunities leading up to and during your tenancy period at PCEC*

- Social Media
  - Facebook
  - Instagram
- PCEC Website Listing – **“What’s On Page”**
- Electronic Direct Mail (*EDM*)
- Digital Screens (*internal*)
- Flyers and Posters
- Elizabeth Quay Banner (*external*)
- Billboards (*external and internal*)

## Section 3

### Guidelines and Specifications

- Artwork Specifications
- Asset Locations
- Guidelines and Terminology for Promoting PCEC
- Terms and Conditions

PCEC has preferred suppliers who can assist with the delivery of these assets.

For event signage and printing contact:

#### **Perth Expo**

+61 8 9475 2022  
perthexpohire.com.au

For rigging installation and lighting contact:

#### **AVPartners**

+61 8 9338 0366  
avpartners.com

Please contact your PCEC Events Manager if you would like to enquire regarding general marketing services or to discuss any of the above.

# Bring your Vision to Life: Event Branding Opportunities

Harness the potential of signage within your event space to not only create powerful brand recognition but also deliver exceptional value to your sponsors.

With a diverse range of branding opportunities tailored to meet your unique event requirements, you can customise and maximise the impact of your event's branding experience.

S1



# Amplify Your Event Experience: Event Branding Opportunities

## Registration Desks

Being the first port of call for your visitors, creating a customised registration, information or ticketing area immediately sets the tone of your event. Create your own moment and delight your attendees with a custom designed registration area to create a lasting impression.

## Level 1 Permanent Registration Desk

Corflute signage above and behind desk measuring 10m long x 815mm high in 1m or 2m segments (no thicker than 3mm to fit within tracks); **and/or Decal signage attached to front of counter measuring 51cm bottom section (wide) 31cm top section (wide) Up to 12m in length.**

## Level 2 Permanent Registration Desk

Corflute signage above and behind desk measuring 21.8m long x 815mm high in 1m or 2m segments (no thicker than 3mm to fit within tracks); and/or Decal signage attached to front of counter measuring **51cm bottom section (wide) 31cm top section (wide) Up to 13m in length.**

## Mobile Registration Desk(s)

We are able to offer two types of mobile registration desk with branded signage.

Level 1 registrations desk counters:  
**Decal signage for front branding area: 2155mm length x 855mm high**

Level 2 & 3 registrations desk counters:  
**Decal signage for front branding area: 2396mm length x 1098mm high**

*Dimensions vary depending on configuration requirements. Please contact Perth Expo or your PCEC Events Manager for further information.*



# Event Branding Opportunities

S1

## Entry Features into your Event Space

Creating a dynamic first impression is an important aspect of any event. Engaging your visitors with a branded entry feature, welcomes and guides them into the space.

## Foyer Banners and Signage

With our open mezzanine design, high ceilings and natural light, the PCEC's foyers provide the perfect opportunity to brand your event with clear visibility throughout.

## Hanging Banners

### Pavilion 1

Dimensions: 3m wide x up to a maximum of 4.5m high.

### Pavilions 2 to 6

Dimensions: 4m wide x up to a maximum 4.5m high.

Weight: No more than 10kg.

Quantity: 1 per pavilion.

All overhead hanging objects must be installed so there is at least 2.5m clearance from the floor to the bottom of the overhead object.

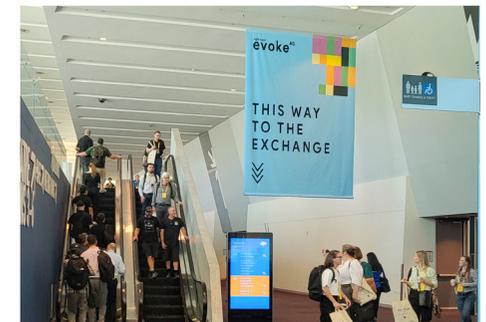
*Subject to availability. Dimensions vary depending on configuration requirements. Please contact Perth Expo or your PCEC Events Manager for further information.*



Entry feature at Central Foyer



Entry feature outside Pavilions



Level 1 Signage



Central Foyer free standing mobile signage



Banner at Pavilion entry

# Event Branding Opportunities

S1

## Coffee Carts

Signage on the front of the coffee cart is available for your branding to be on full display.

Branded signage is available measuring 1910mm wide x 725mm high. Thickness of corflute to be a max of 3mm.

## Live Cooking Stations

Branding opportunities are available on our live cooking stations, allowing you to make the most of your event marketing strategy.

Branded signage is available measuring:  
Top panel: 2100mm wide x 250mm high  
Lower Panel: 1800mm wide x 710mm high



Please contact Perth Expo or your PCEC Events Manager for further information.

# Event Branding Opportunities

## Stair Decal Signage

Stair decals can be displayed at key locations providing great event branding when visitors move through the foyers.

## Window Decal Signage

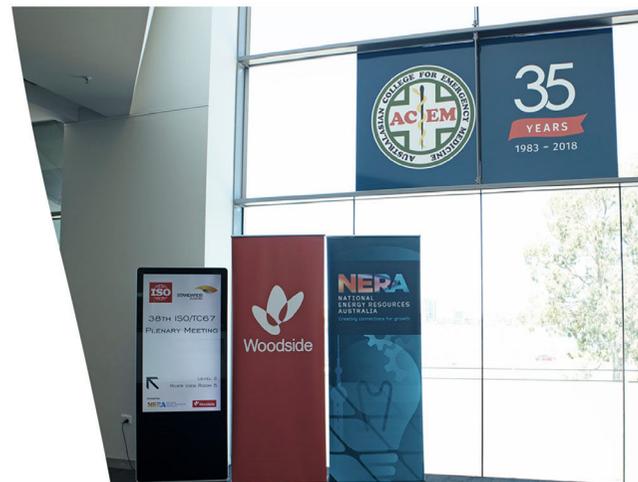
(internal and external)

Brand your event as delegates enter the premises with window signage over two main entrance points into PCEC.

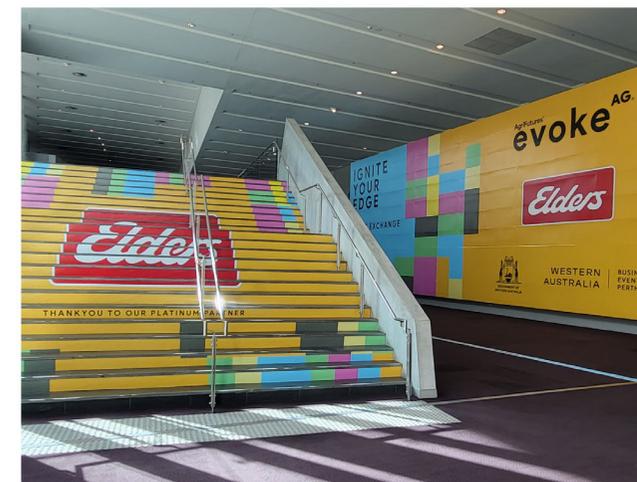
- Quantity: Up to 8 windows (sets of 2, 4 or 8).
- Multiple locations



Level 2 Doors



Southern Foyer



Stair Decals

*\*Subject to availability. Dimensions vary depending on configuration requirements. Please contact Perth Expo or your PCEC Events Manager for further information*

# Event Branding Opportunities

S1

## V-poles *(external)*

In addition to window signage, banners neighbouring Entry Point 1 and 2 can be utilised\*.

### Level 1 Plaza Entrance

Dimensions: Total 25.53m<sup>2</sup> each unit.  
Available in full mode or half mode.  
Quantity: Up to 11 units.

### Level 2 Pedestrian Entrance

Dimensions: Total 25.53m<sup>2</sup> each unit.  
Available in full mode or half mode.  
Quantity: Up to 8 units.



V-poles outside Level 1 Plaza

\*Subject to availability.

# Event Branding Opportunities

S1

## Flag Poles (external)

Flag poles are a great way to add another dimension to your event.

Up to 20 clamp placements exist on the Level 1 Plaza and are visible from Mounts Bay Road and St George's Terrace. Use this space to recognise delegate nationalities or your Event's brand.



Flag Poles facing Mounts Bay Road and St George's Terrace

*\*Subject to availability.*

# Capture Attention from All Angles: Showcase Your Event with the Elizabeth Quay Banner at PCEC

## Elizabeth Quay Banner *(external)*

Whether it's promoting your event or reinforcing your brand identity, the Elizabeth Quay Banner is the perfect avenue to maximise your event's reach and impact.

**Size:** 6.1m wide x 16.6m high.

Includes space for 50mm nylon webbing to be stitched along edges.

Eyelets are 1.50m apart, located along the centre of the webbing band.

**Printable area:** 6m wide x 16.5m high.

*\*Subject to availability. Dimensions vary depending on configuration requirements. Please contact Perth Expo or your PCEC Events Manager for further information.*



# Event Branding Opportunities

S1

## Billboards

Make a statement with an external or internal billboard to advertise your event leading up to and during your tenancy at PCEC.

Located outdoors and adjacent to the Level 2 Summer Garden and @Liberty Cafe with clear visibility to foot traffic from the City to the Convention Centre carpark.

Size: 3m wide x 4m high.



# Event Branding Opportunities

S1

## Lighting

One of the remarkable additions at the Perth Convention and Exhibition Centre, curated by our trusted partners, AVPartners, is the introduction of intelligent lighting. This cutting-edge feature enhances the ambiance of the Theatre Foyer and other public foyer areas and creates a true visual moment.

By collaborating with AVPartners, we can utilise these intelligent lighting systems to perfectly complement the branding of your principal sponsor or seamlessly integrate with your event's branding.

As a special offering, the captivating foyer lighting is provided as a complimentary service when you engage with AVPartners for your AV requirements.

Alternatively, if you prefer to work with an external audiovisual provider, you can sub-hire this lighting feature directly from AVPartners. This presents an excellent opportunity for you to deliver tangible benefits to your sponsors or simply, bring your vision to life.



Central Foyer



Theatre Foyer

*\*Subject to availability.*

# Amplify Your Event's Reach: Engage with PCEC's captive audience

S2

As part of our services, PCEC is excited to showcase your event on our social media channels. To make the most of this opportunity, we ask organisers to share engaging and creative content for online use. The more content you provide, the greater exposure we can generate for your event.

We also encourage cross-promotion through your own social media platforms, enhancing engagement and expanding your event's reach.

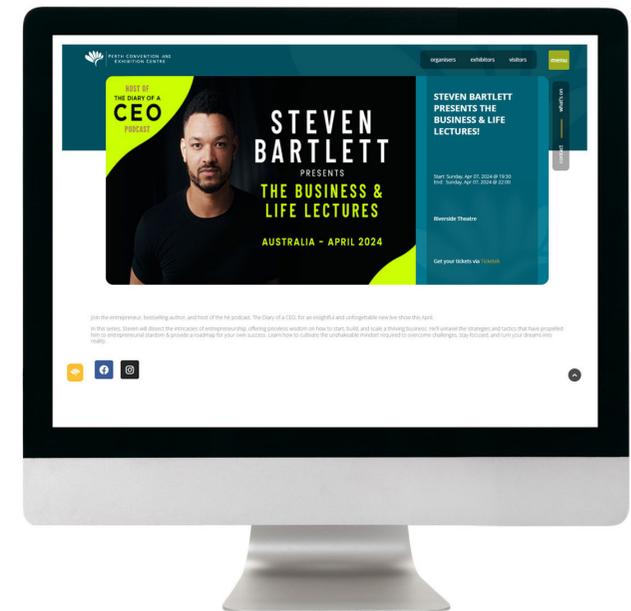
## Website Listing – “What’s On Page”

Consider listing your event on the ‘What’s On’ section of our PCEC website. We will provide you with an information release form that needs to be completed to create the listing, including details on image format, dimensions, etc.



## Electronic Direct Mail (EDM)

Your event will be featured in the monthly ‘What’s On’ electronic direct mail sent to the local PCEC database. **Additional Solus eDMS can be arranged at an additional cost.** Speak to your Sales Manager for more information.



Please provide the following images for use on PCEC website.  
800x533 pixels version or 3:2 Aspect Ratio

# Amplify Your Event's Reach: Engage with PCEC's captive audience

-  Instagram: **6,200+** followers
-  Facebook: **25,000+** followers
-  LinkedIn: **4,000+** followers
-  Email: **21,000+** subscribers

Consider making the most of our local audience, so your event can be a moment no one will want to miss out on.

Trust our dedicated team to promote your event and take advantage of one of our two packages.

## Package 1: Featured Social Media - Bump your event

FACEBOOK AND INSTAGRAM	Details		
<b>BUMP PACKAGE</b>	1 x Organic Post per platform		
	1 x Paid Boosted Post (6 weeks)		
		Sub-Total	\$800.00
		Total (Inc GST)	\$880.00

## Package 2: Featured Social Media, Web & Print: Push your event

FACEBOOK AND INSTAGRAM	Details		
<b>PUSH PACKAGE</b>	3 x Organic Posts per platform		
	1 x Paid Boosted Post (6 weeks)		
	1 x Targeted Advert (6 weeks)		
	Featured Event on What's On Page and Print Media (in venue)		
		Sub-Total	\$3,200.00
		Total (Inc GST)	\$3,520.00



PCEC Facebook post example



PCEC Instagram post example

Instagram Image: 1080 height x 1080 width pixels  
Facebook Image: 1920 height x 1080 width pixels

# Moments of Vision: Event Branding Opportunities

S2

PCEC has a number of complimentary signage opportunities onsite for you to promote your upcoming event. These strategically placed signs will be displayed at the venue's discretion, ensuring optimal visibility for your event.

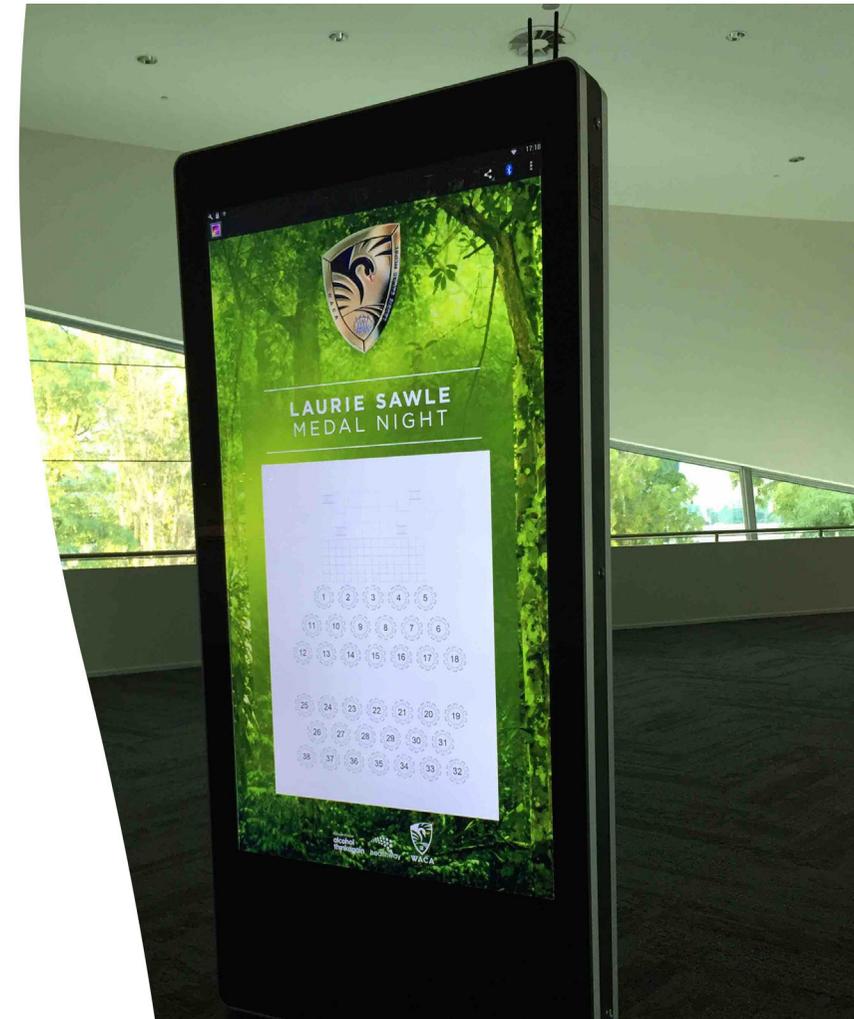
## Digital Screens *(internal)*

Within the PCEC, numerous digital screens are available for use. These versatile screens can showcase digital posters, directional signage, and event details. Customise these screens with your event's logo or any other graphics that effectively enhance and distinguish your event within the PCEC environment\*.

Please speak to your PCEC Event Manager for more detailed information on what digital signage is available for your event.

**Landscape:** Aspect 16x9 (standard widescreen), resolution 1920 width x 1080 height pixels.

**Portrait:** Aspect 9x16 (standard widescreen), resolution 1080 width x 1920 height pixels. (images to be provided as a jpg).



Digital screen at Level 3

\*subject to availability

# Guidelines and Specifications

## Artwork Specifications

### Flyers and Posters

- 10 x A2 posters
- 500 x DL flyers

#### Mail to:

PCEC Marketing  
21 Mounts Bay Rd  
Perth 6000

### Digital Screens

#### Landscape Screens

Aspect: 16 x 9 (standard widescreen)  
Resolution: 1920 x 1080 pixels.  
Images to be provided as a jpg

#### Portrait Screens

Aspect: 9 x 16 (standard widescreen)  
Resolution: 1080 x 1920 pixels.

### Social Media and Website Listings

Please provide the following images for use on PCEC website and social media channels:

800x533 pixels version or 3:2 Aspect Ratio.

Social Media Image: 1200 x 630 pixels.

### Registration and Ticketing

#### Signage for Level 1

(dedicated Registration Desk)  
Dimensions: Up to 10m wide x 815mm high.  
Quantity: 1 unit

#### Signage for Level 2

(dedicated Registration Desk)  
Dimensions: Up to 13m wide x 815mm high.  
Quantity: 1 unit.

### Signage for PCEC Mobile

#### Registration Desk unit

Level 1 Dimensions: 883mm high x 2.4m long x 800mm wide.  
Levels 2 & 3 Dimensions: 1124mm high x 2396mm long x 800mm wide.

### External Signage Decals

#### Entry Point 1

Located above the entrance doors on Level 1 Plaza.

#### Entry Point 2

Located above the entrance doors on Level 2.  
Quantity: Up to 8 windows (sets of 2, 4 or 8).



*Dimensions vary depending on configuration requirements. Please contact Perth Expo or your PCEC Events Manager for further information.*

# Guidelines and Specifications

## Artwork Specifications

S3

### External Signage V-pole Banners

#### Level 1 Plaza Entrance

Dimensions: Total 25.53m<sup>2</sup> each unit.  
Available in full mode or half mode.  
Quantity: Up to 11 units.

#### Level 2 Pedestrian Entrance

Dimensions: Total 25.53m<sup>2</sup> each unit.  
Available in full mode or half mode.  
Quantity: Up to 4 units.

#### Elizabeth Quay Banner

Size: 6.1m wide x 16.6m high.  
Includes space for 50mm nylon webbing to be stitched along edges.  
Eyelets are 1.5m apart, located along centre of the webbing band.  
Printable area: 6m wide x 16.5m high.

### Billboards

#### Billboard 1

Features an internal backlit board (permanently illuminated) and displayed at the top of the stairs in Level 2 Central Foyer leading down to Level 1 Foyer.  
Size: 4m wide x 2m high.

#### Billboard 2

Located outdoors and adjacent to the Level 2 Summer Garden and @Liberty Cafe with clear visibility to foot traffic from the City to the Convention Centre carpark.  
Size: 3m wide x 4m high.

### Banner Signage outside Pavilions

#### Pavilion 1

Dimensions: 3m wide x up to a maximum 4.5m high

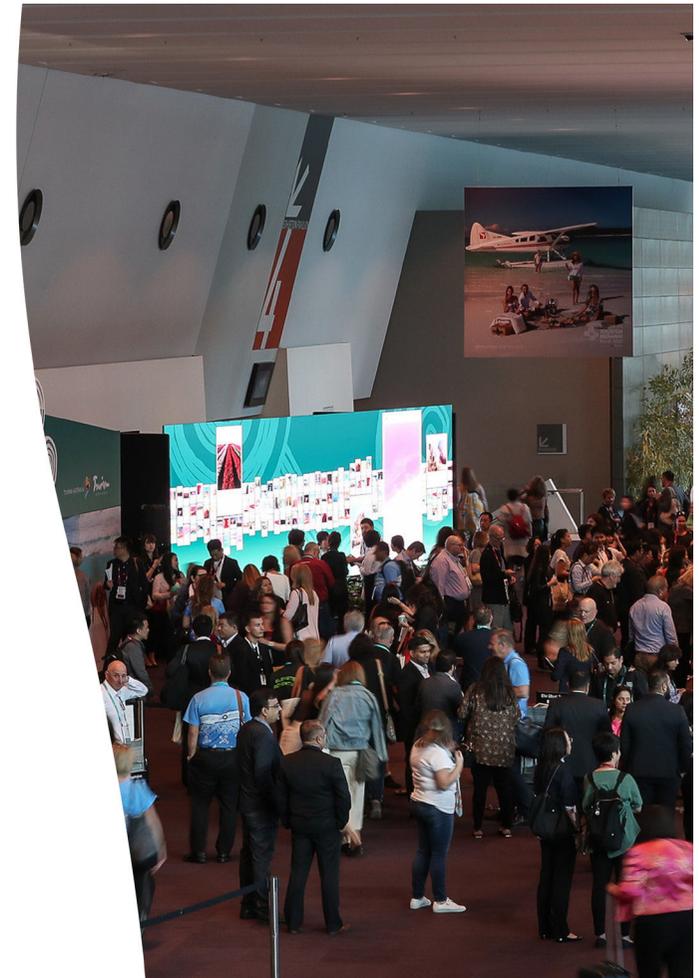
#### Pavilions 2 to 6

Dimensions: 4m wide x up to a maximum 4.5m high.  
Weight: No more than 10kg.  
Quantity: 1 per pavilion.

All overhead hanging objects must be installed so there is at least 2.5m clearance from the floor to the bottom of the overhead object.

### Stairwell Decals

Please contact Perth Expo for further information.



*Dimensions vary depending on configuration requirements. Please contact Perth Expo or your PCEC Events Manager for further information.*

# Guidelines and Specifications

## Guidelines and Terminology for Promoting PCEC

Perth Convention and Exhibition Centre is an established brand known for creating exceptional experiences for our clients and their guests. We have developed a set of branding and language guidelines to ensure the core values of our venue are accurately reflected in all external communications.

Thank you for following these guidelines. We are in the business of creating moments for our clients and the promotion of your event is the first opportunity to demonstrate the exceptional experience that is a PCEC event.

### Venue and Room Specifications

When promoting your upcoming event at PCEC, please select the relevant option when referring to the venue. This applies to any promotional material, including but not limited to print advertising, social media content, emails and newsletters.

- Perth Convention and Exhibition Centre (PCEC)
- BelleVue Ballroom at Perth Convention and Exhibition Centre
- BelleVue Ballroom, Perth Convention and Exhibition Centre
- BelleVue Ballroom, PCEC

- Riverside Theatre at Perth Convention and Exhibition Centre
- Riverside Theatre, Perth Convention and Exhibition Centre
- Riverside Theatre, PCEC
- Riverview Rooms, PCEC

All clients will be provided with a digital copy of PCEC's symbol. This symbol must be used without any modifications, including being traced, redrawn or retyped. To preserve legibility, the symbol must not be reproduced any smaller than 10mm, as measured from the top to the bottom of the symbol.

If required, PCEC will provide you with a copy of our logo. PCEC requires all clients to submit their promotional material with PCEC's logo or symbol for approval before release.

### Terms and Conditions

Signage within public foyers will be subject to sharing screen space and/or time allocation with any third-party events. The Client must not place any advertising or other signs in PCEC (excluding within the tenanted venue space) without the prior written consent of PCEC.

Subject to PCEC approval, for any advertising or signs to be displayed or erected in the Venue or PCEC, the Client must:

- Install and remove all advertising or signs at its cost (during the tenancy if applicable).
- Make good any damage caused by such installation or removal.
- Ensure that all advertising and signs meet safety standards, regulations, and other specifications notified by PCEC to the Client.

PCEC reserves the right to display advertisements or announcements over the video monitor system in the Venue and, in the event of an emergency, to make announcements over the sound system.





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