

GCCEC

Branding Opportunities



gold coast | convention and
exhibition centre



OUTDOOR BRANDING OPPORTUNITIES **3**

Banners	4
Driveway	5
Walkway	6
Entrance	7

INDOOR BRANDING OPPORTUNITIES **8**

Registration	9
Arena Entrance	10
Foyer Pillars	11
Foyer Banners	12
Meeting Rooms Entrances	13

LOCATIONS AND MAP **18**

Locations	19
Map	20

GUIDELINES AND BLUEPRINTS **21**

Banner Nodes	22
Banner Poles	23

NOTE:

To achieve best results for your event branding requirements, we encourage clients to schedule a site visit with their signage company to view any additional brandable spaces, ensure precise measurements and discuss tailored solutions.

OUTDOOR BRANDING OPPORTUNITIES

BANNERS | FLAGS | DECALS | SIGNS

BANNERS



BANNER NODES

Locations 1 - 6 (blue)

see map: page 14 - 15

SPECIFICATIONS:

Nodes 1- 2: width: **5000mm** x height: **5000mm**

Nodes 3- 6: width: **8000mm** x height: **8000mm**

Content Requirements:

- ❑ 150mm minimum pocket at top and bottom (pockets must be open at each end to fit a 60mm diameter pole)
- ❑ **EYELETS** | **Nodes 1 - 2:** 6 eyelets on the left and right side spaced 1m apart | **Nodes 3 - 6:** 9 eyelets on the left and right side spaced 1m apart
- ❑ Must be made from superior material to withstand weather conditions
- ❑ 510 GSM banner

***Obstructed views due to foliage:**

- ❑ Speak to your Event Manager to review which poles may be obstructed



BLUEPRINT AVAILABLE

See Guidelines and Blueprints:
pages 21- 23

DRIVEWAY



BANNER POLES

Locations 1 - 24 (red)

see map: page 14 - 15

SPECIFICATIONS:

width: **495mm** x height: **2800mm**

please note: 2 x double sided banners per banner pole

Content Requirements:

- ☐ 70mm minimum pocket at top and bottom of banner (pockets must be open at each end)
- ☐ 2 x 12mm holes in the top and bottom pockets spaced 435mm apart, 30mm from pocket opening and 25mm from pocket seam
- ☐ Must be made from superior material to withstand weather conditions

***Obstructed views due to foliage:**

- ☐ Speak to your Event Manager to review which poles may be obstructed



BLUEPRINT AVAILABLE

See Guidelines and Blueprints:
pages 21 - 23



FLAG POLES

Locations A - F (green)

see map: page 14 - 15

SPECIFICATIONS:

width: **2000mm** x height: **1200mm**

Content Requirements:

- ☐ 2 x 12mm eyelets (one in the top left and one in the bottom left) or flag clips
- ☐ Lightweight material works best
- ☐ Must be made from superior material to withstand weather conditions

WALKWAY



WALKWAY BANNERS

SPECIFICATIONS:

width: **300mm** x height: **1200mm**

Content Requirements:

- PALIGHT print PVC 3mm
- 12mm eyelets in all three corners



WALKWAY SIGNS

SPECIFICATIONS:

width: **900mm** x height: **800mm**

Content Requirements:

- PALIGHT print PVC 2mm
- 12mm eyelets in all four corners

ENTRANCE



MAIN ENTRANCE

SPECIFICATIONS:

A: width: **780mm** x height: **2470mm**

B: width: **875mm** x height: **2350mm**

C: width: **940mm** x height: **2470mm**

Content Requirements:

- ❑ Material must be removable
- ❑ Preferably a perforated one-way vision film to allow for natural light to enter foyer spaces



SIDE ENTRANCE

SPECIFICATIONS:

Sign A: width: **8500mm** x height: **1165mm**

Sign B: width: **2110mm** x height: **1165mm**

Sign C: width: **2110mm** x height: **1165mm**

Sign D: width: **2095mm** x height: **1165mm**

Sign E: width: **2095mm** x height: **1165mm**

Sign F: width: **955mm** x height: **2295mm**

Sign G: width: **875mm** x height: **2170mm**



INDOOR BRANDING OPPORTUNITIES

SIGNS | WRAPS | BANNERS | REGISTRATION

REGISTRATION - ORG 1

1 OVERHEAD

SPECIFICATIONS:

width: **8100mm** x height: **890mm**

2a LEFT - half length

SPECIFICATIONS:

width: **705mm** x height: **1210mm**

2b LEFT - full length

SPECIFICATIONS:

width: **705mm** x height: **2670mm**

3 BACK

SPECIFICATIONS:

width: **4000mm** x height: **1800mm**

NOTE: 250mm safe zone required on the bottom of the design to account for power outlet cutouts

A SMALL DESK

SPECIFICATIONS:

width: **1330mm** x height: **680mm**

B LARGE DESK

SPECIFICATIONS:

width: **4800mm** x height: **1040mm**



Content Requirements:

- ❑ PALIGHT print PVC 2mm
- ❑ Removable double-sided tape must be used (Tenacious Brown tape for example)
- ❑ PHOTOTEX polyester tape to be used on sections A and B

*Damage to facade

- ❑ Any damage to registration desk or facade will incur repair or replacement charges

ARENA ENTRANCE



1 DOOR BULKHEAD

SPECIFICATIONS:

width: **3280mm** x height: **900mm**

Content Requirements:

- ☐ PALIGHT PVC 2mm
- ☐ Removable double-sided tape must be used

***Damage to facade**

- ☐ Any damage to facade will incur repair or replacement charges

2 STAIR BULKHEAD

SPECIFICATIONS:

Front: width: **2260mm** x height: **1330mm**

Side: width: **2705mm** x height: **1330mm**

Safe zone for printing:

Front: width: **2240mm** x height: **1330mm**

Side: width: **2580mm** x height: **1330mm**

Content Requirements:

- ☐ PALIGHT PVC 2mm
- ☐ Removable double-sided tape must be used

3 STAIR RISERS

SPECIFICATIONS:

width: **1980mm** x height: **160mm**

Content Requirements:

- ☐ HI-TAC floor SAV

***Damage to facade**

- ☐ Any damage or residue left behind by stickers will incur repair or replacement charges

PILLAR WRAPS



CIRCULAR PILLARS

SPECIFICATIONS:

FOYERS A-G

Circular wrap: width: **2020mm** x height: **3200mm**

Safe zone for printing:

width: **1940mm** - allow 80mm safe space for overlap
(40mm at beginning and 40mm at end)

Content Requirements:

- ☐ Lightweight material (max 7kg)
- ☐ Matte finish



RECTANGULAR PILLARS

SPECIFICATIONS:

ROOM 5-9 FOYERS

Box wrap: width: **870mm** x height: **2590mm**

Flat side: width: **865mm** x height: **2400mm**

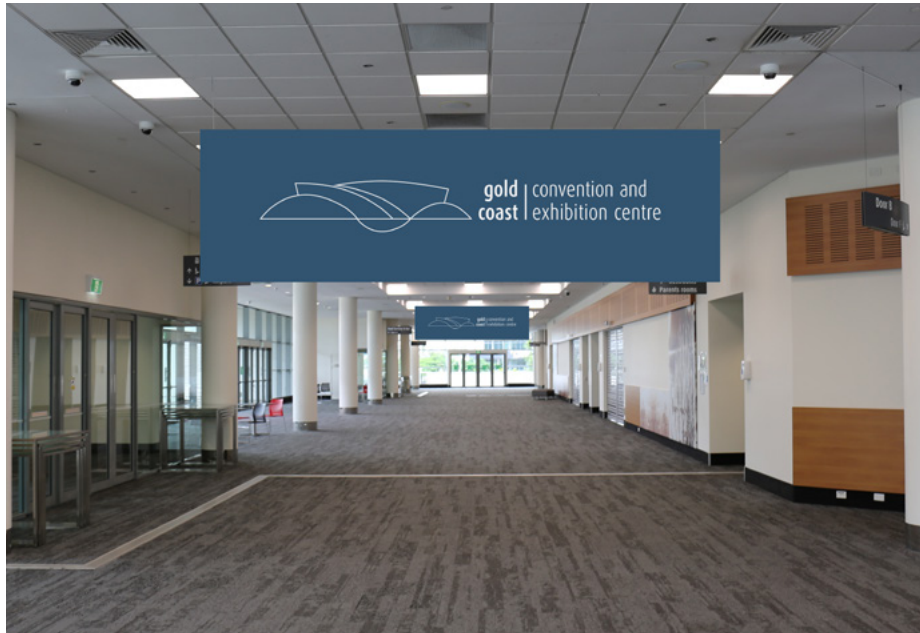
Content Requirements:

- ☐ Option 1 - PALIGHT PVC 1mm
- ☐ Option 2 - PHOTOTEX

***Damage to facade**

- ☐ Any damage to facade will incur repair or replacement charges

FOYER BANNERS



FOYERS A-G

SPECIFICATIONS:

Horizontal banner: width: **3000mm** x height: **1000mm**

Content Requirements:

- ☐ Lightweight material (max 7kg)
- ☐ 210 GSM double sided banner
- ☐ Matte finish
- ☐ 50mm pocket at top of banner (pocket must be open at each end)



HALL FOYERS

SPECIFICATIONS:

Vertical banners: width: **1500mm** x height: **3000mm**

Horizontal banners: width: **2000mm** x height: **1000mm**

Content Requirements:

- ☐ Lightweight material (max 7kg)
- ☐ 210 GSM double sided banner
- ☐ Matte finish
- ☐ 50mm pocket at top of banner (pocket must be open at each end)

MEETING ROOM 5

A OVERHEAD

SPECIFICATIONS:

width: **3695mm** x height: **550mm**

B LEFT

SPECIFICATIONS:

width: **545mm** x height: **2435mm**

C1 RIGHT - TOP

SPECIFICATIONS:

width: **545mm** x height: **510mm**

C2 RIGHT - BOTTOM

SPECIFICATIONS:

width: **545mm** x height: **1110mm**

D RIGHT

FULL LENGTH WITH CUTOUT:

Cutout size varies depending on room and will need to be measured prior to your event or customised onsite.



Content Requirements:

- ☐ Option 1- PALIGHT PVC 1mm
- ☐ Option 2- PHOTOTEX
- ☐ Removable double-sided tape must be used

*Damage to facade

- ☐ Any damage to facade will incur repair or replacement charges

MEETING ROOM 6

A OVERHEAD

SPECIFICATIONS:

width: **3690mm** x height: **540mm**

B LEFT

SPECIFICATIONS:

width: **540mm** x height: **2435mm**

C1 RIGHT - TOP

SPECIFICATIONS:

width: **540mm** x height: **510mm**

C2 RIGHT - BOTTOM

SPECIFICATIONS:

width: **540mm** x height: **1115mm**

D RIGHT

FULL LENGTH WITH CUTOUT:

Cutout size varies depending on room and will need to be measured prior to your event or customised onsite.



Content Requirements:

- ☐ Option 1- PALIGHT PVC 1mm
- ☐ Option 2- PHOTOTEX
- ☐ Removable double-sided tape must be used

*Damage to facade

- ☐ Any damage to facade will incur repair or replacement charges

MEETING ROOM 7

A OVERHEAD

SPECIFICATIONS:

width: **3720mm** x height: **540mm**

B LEFT

SPECIFICATIONS:

width: **540mm** x height: **2425mm**

C1 RIGHT - TOP

SPECIFICATIONS:

width: **545mm** x height: **500mm**

C2 RIGHT - BOTTOM

SPECIFICATIONS:

width: **545mm** x height: **1110mm**

D RIGHT

FULL LENGTH WITH CUTOUT:

Cutout size varies depending on room and will need to be measured prior to your event or customised onsite.



Content Requirements:

- ☐ Option 1- PALIGHT PVC 1mm
- ☐ Option 2- PHOTOTEX
- ☐ Removable double-sided tape must be used

*Damage to facade

- ☐ Any damage to facade will incur repair or replacement charges

MEETING ROOM 8

A OVERHEAD

SPECIFICATIONS:

width: **3685mm** x height: **540mm**

B LEFT

SPECIFICATIONS:

width: **535mm** x height: **2430mm**

C1 RIGHT - TOP

SPECIFICATIONS:

width: **535mm** x height: **505mm**

C2 RIGHT - BOTTOM

SPECIFICATIONS:

width: **535mm** x height: **1105mm**

D RIGHT

FULL LENGTH WITH CUTOUT:

Cutout size varies depending on room and will need to be measured prior to your event or customised onsite.



Content Requirements:

- ☐ Option 1- PALIGHT PVC 1mm
- ☐ Option 2- PHOTOTEX
- ☐ Removable double-sided tape must be used

*Damage to facade

- ☐ Any damage to facade will incur repair or replacement charges

MEETING ROOM 9

A OVERHEAD

SPECIFICATIONS:

width: **3700mm** x height: **540mm**

B LEFT

SPECIFICATIONS:

width: **540mm** x height: **2425mm**

C1 RIGHT - TOP

SPECIFICATIONS:

width: **545mm** x height: **505mm**

C2 RIGHT - BOTTOM

SPECIFICATIONS:

width: **545mm** x height: **1105mm**

D RIGHT

FULL LENGTH WITH CUTOUT:

Cutout size varies depending on room and will need to be measured prior to your event or customised onsite.



Content Requirements:

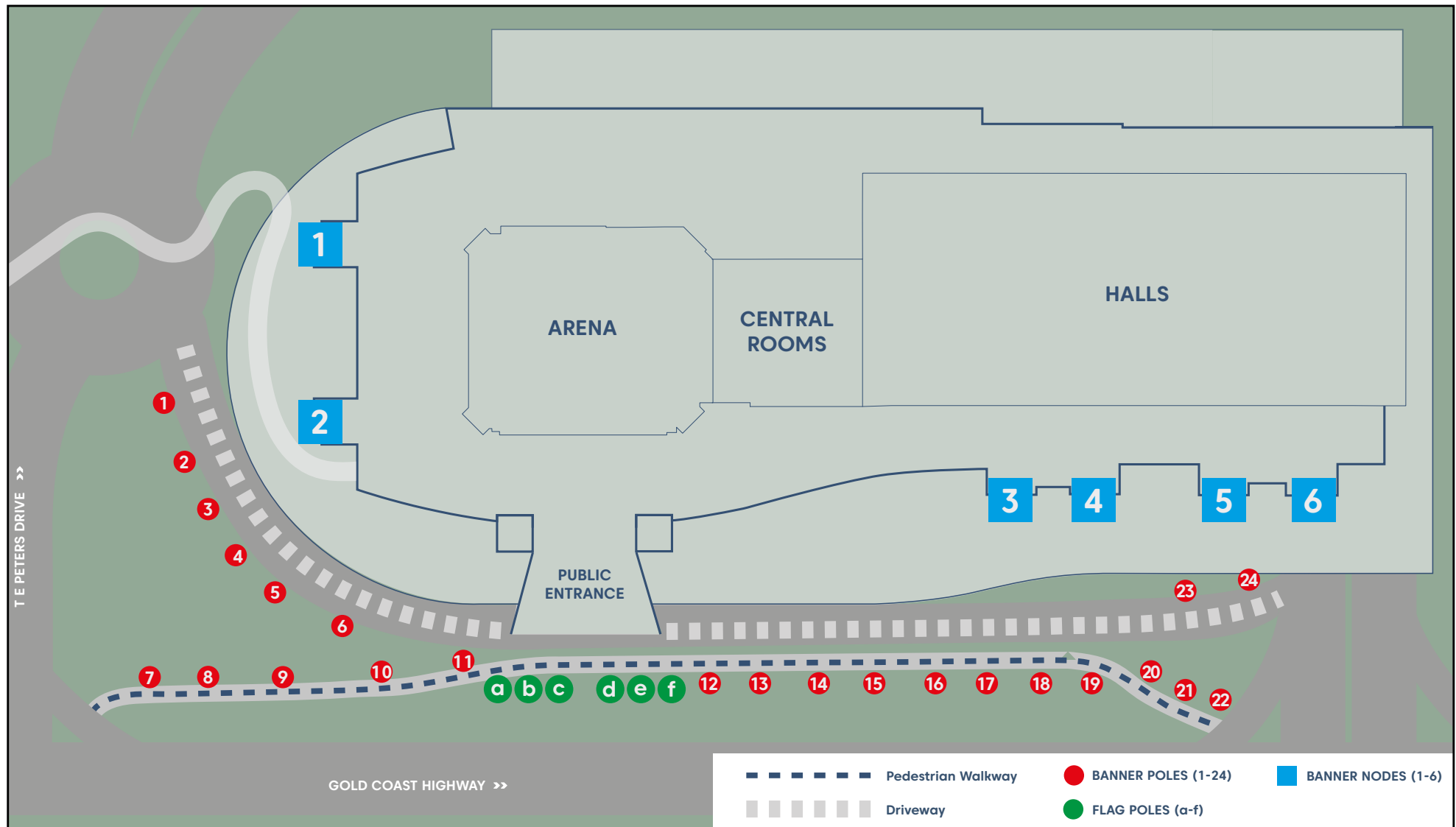
- ☐ Option 1- PALIGHT PVC 1mm
- ☐ Option 2- PHOTOTEX
- ☐ Removable double-sided tape must be used

*Damage to facade

- ☐ Any damage to facade will incur repair or replacement charges

LOCATIONS AND MAP

LOCATIONS



MAP



GUIDELINES AND BLUEPRINTS

BANNER NODES

150mm pocket
open at each end

9 x 12mm
eyelets
left and right side

1m apart

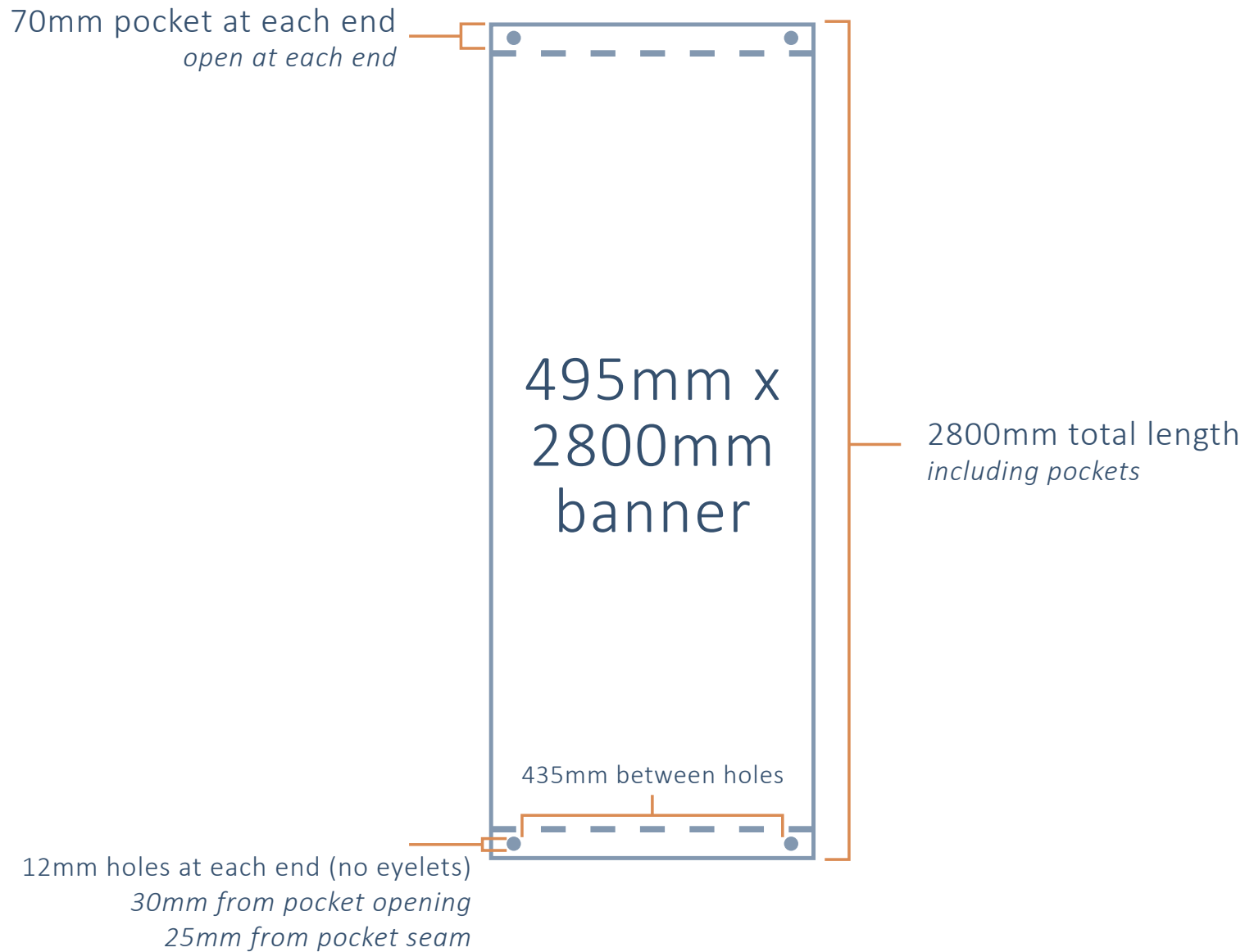
150mm pocket
open at each end

8000mm x 8000mm
banner

6 x 12mm
eyelets
left and right side

5000mm x 5000mm
banner

BANNER POLES





gold coast convention and exhibition centre



gold coast | convention and
exhibition centre