

GCCEC

Branding Opportunities



gold coast | convention and exhibition centre



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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 eyelets 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

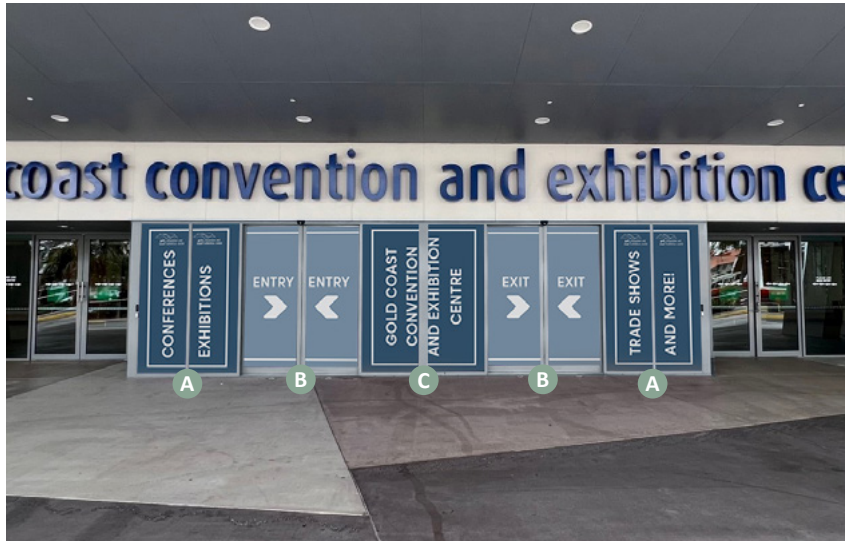
SPECIFICATIONS:

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: **1570mm**

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

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**

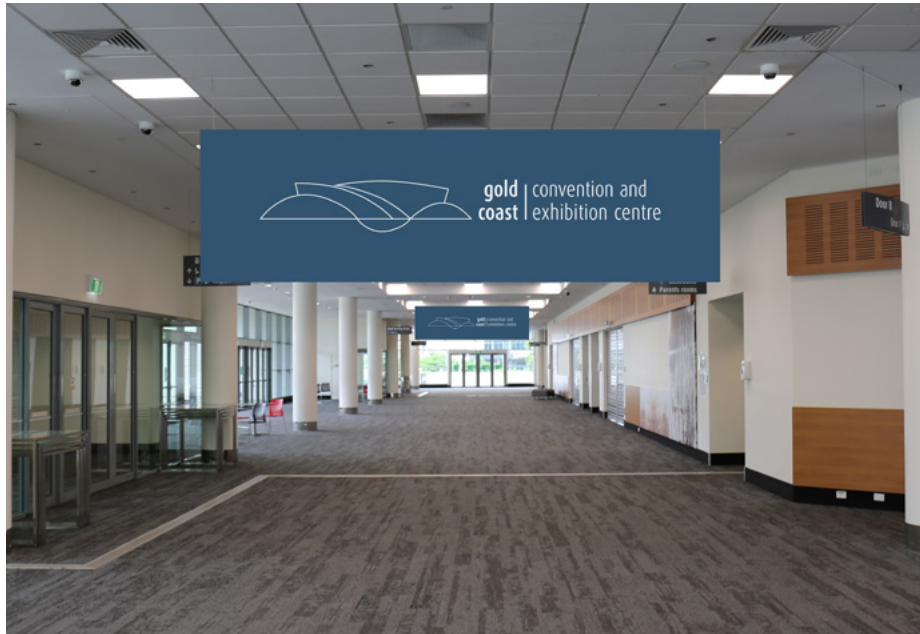
Content Requirements:

- 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

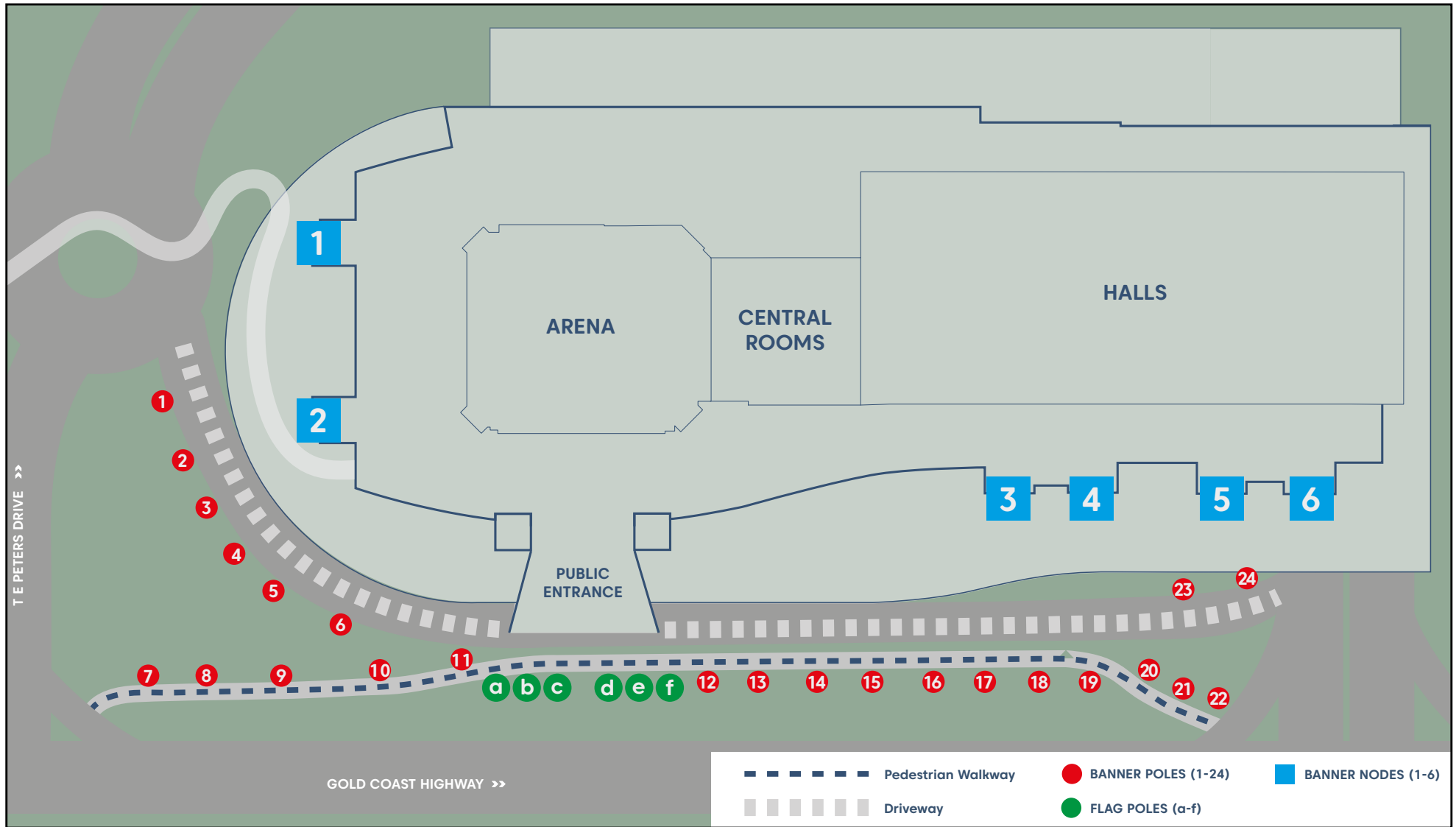
***Damage to facade**

Any damage to facade will incur repair or replacement charges

LOCATIONS AND MAP

LOCATIONS

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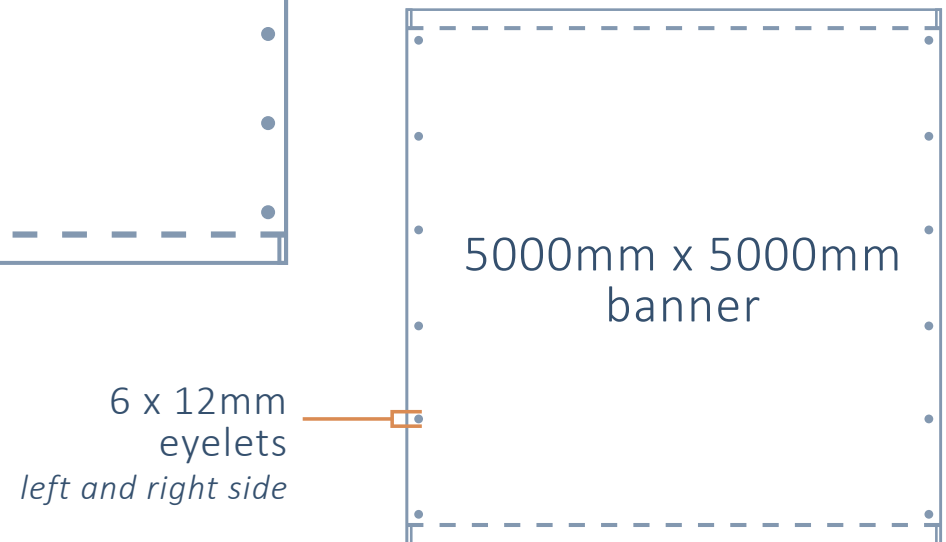
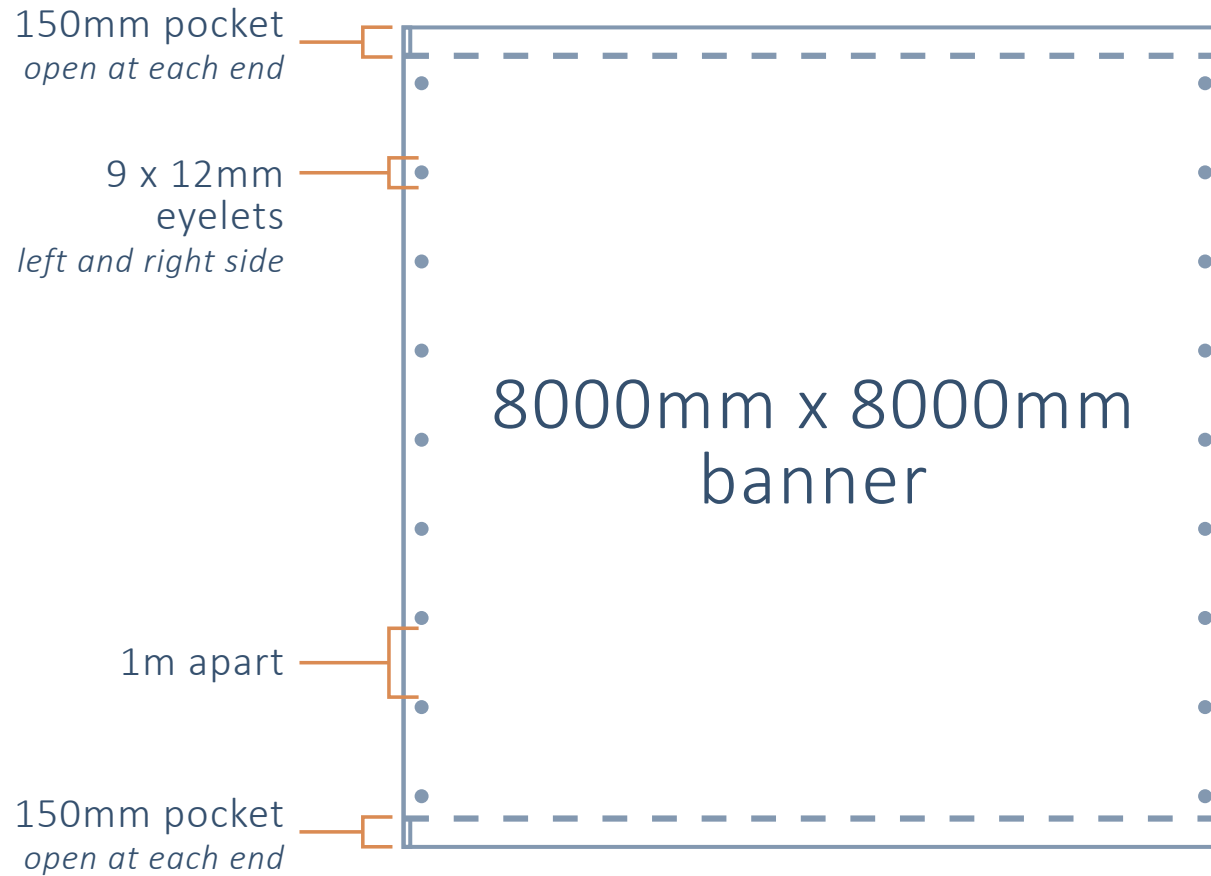
MAP



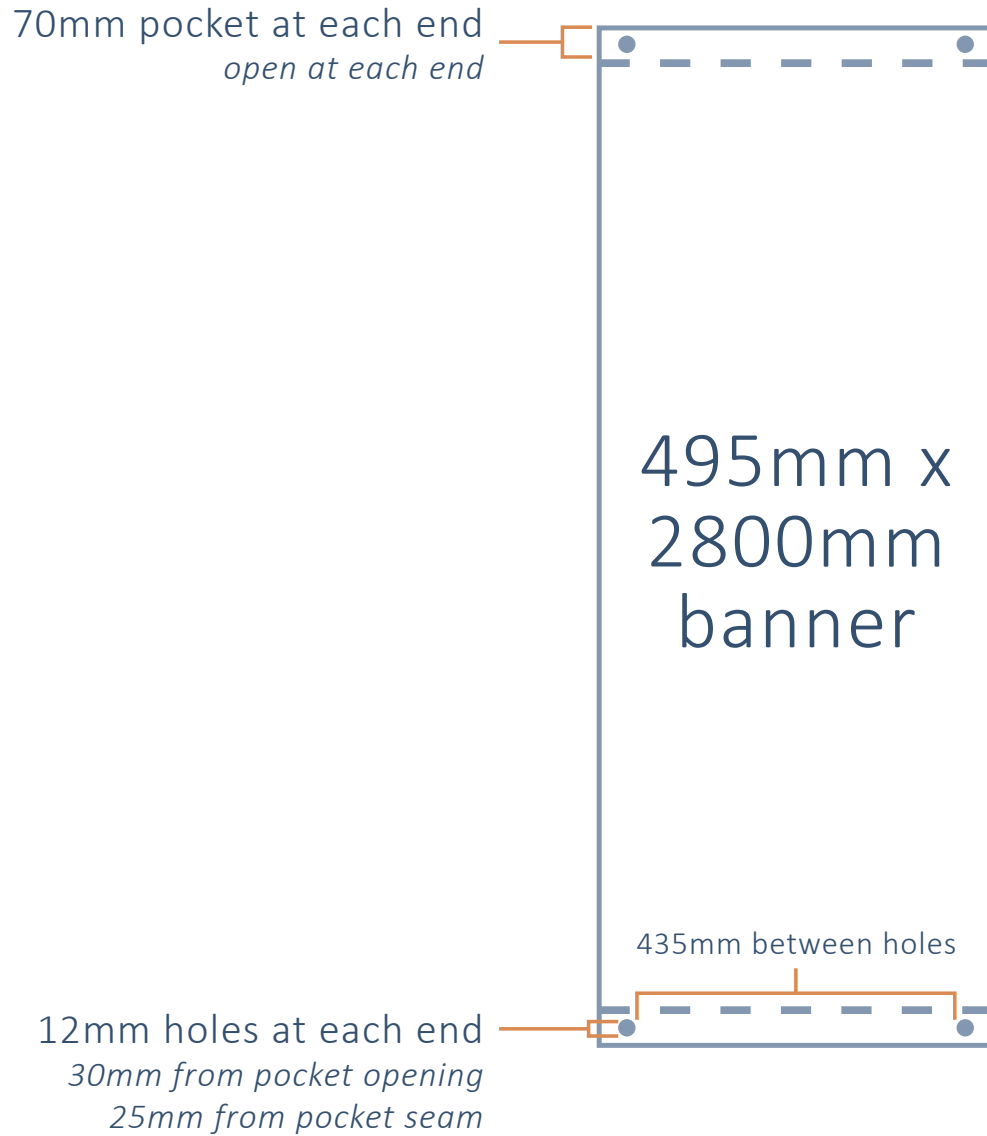
LOCATIONS AND MAP

GUIDELINES AND BLUEPRINTS

BANNER NODES



BANNER POLES





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