



EVENT SIGNAGE AND DIGITAL BRANDING OPPORTUNITIES

YOUR GUIDE TO WORLD CLASS
BRANDING OPPORTUNITIES

EVENT SIGNAGE AND DIGITAL BRANDING OPPORTUNITIES

Welcome to ICC Sydney's interactive manual outlining the digital signage branding opportunities available across ICC Sydney's integrated precinct, including:

- external opportunities across Tumbalong Blvd, ICC Sydney Theatre and Event Deck
- internal opportunities within Convention Centre and Exhibition Centre
- links to the [Event Signage Branding Opportunities](#) outside your contracted space.

ICC Sydney features a purpose-built Digital Media Suite onsite, providing design and content creation services for all digital event branding needs. For more information and pricing, please contact your ICC Sydney representative.

USING THE DOCUMENT

This document is an interactive PDF, simply click on the above section headings then use the 'next page' or 'back page' button to navigate through.

Download attached documents by clicking on underlined words and buttons throughout each section.

FOR ASSISTANCE

Please contact your ICC Sydney representative for more information on Signage and Branding opportunities.

[TERMS AND CONDITIONS](#)



ICC SYDNEY

DIGITAL SIGNAGE

TERMS & CONDITIONS

ARTWORK DESIGN AND PRODUCTION

- Signage design must be approved by ICC Sydney prior to production. Approval is dependent upon compliance with the standards set out in this document.
- The use of ICC Sydney's logo is only permitted with ICC Sydney's approval prior to its production.
- ICC Sydney has onsite content creation services available, at an additional cost to screen hire.
- Advertising and the promotion of political messages is not permitted.

ARTWORK DELIVERY

- Content must be received **10 business days prior** to the event start date.
- All content supplied to ICC Sydney **must be final and ready for upload**. Any changes to content after it has been scheduled to the Digital Signage Management System will incur a fee.
- Ensure content is supplied in the **correct file formats and dimensions/resolution**. Other file formats will not be accepted.

PRICING

- All rates are for the 2025 calendar year.
- All rates are in Australian Dollars (AUD) and inclusive of GST.
- For internal LED Screens, 50% discount is available on the night rate for events that require both day and night hire.

TIMING

Day and Night rates refer to the following times:

- DAY - 7:00am to 5:00pm (10hr)
- NIGHT - 5:00pm to 12:00am (7hr)

BUYOUT RATES

- Buyout opportunities are subject to availability.
- Buyout rates are per day.

EXTERNAL LED SCREENS

POLICY CONTEXT

ICC Sydney has a responsibility to ensure that signage proposals:

- complement the qualities of ICC Sydney and the Darling Harbour area – a precinct that attracts visitors of all ages
- enhance the overall commercial and visitor environment of Darling Harbour
- provide a safe and accessible environment
- promote good design and quality craftsmanship.

Artwork must:

- complement ICC Sydney's visual attractiveness, decorative style, brand and visitor experience
- create a sense of arrival and place
- assist in the promotion of events by conveying information about cultural, community, sporting, recreational or tourist events, festivals or major activities
- not include tactical messaging.

The design/concept of digital signage content must be approved with ICC Sydney's Digital Content Board prior to production. Approval is dependent upon compliance with the standards set out in this document.

Artwork must comply with the following guidelines:

- obscene, offensive, obnoxious, derogatory or defamatory material is not permitted
- advertising or promoting political messages is not permitted
- event details must be highlighted, including event name, date and location
- a maximum of 20 per cent of the total viewing area may be used for corporate logo placement
- all content supplied to ICC Sydney for use on digital signage must meet NSW Advertising Codes and Regulations.

All road facing digital signage content must comply with the [Transport Corridor Outdoor Advertising and Signage Guidelines](#).

All costs relating to commercial signage design and production are to be met by the hirer.

Permitted use

Commercial signage can be used to promote:

- events being staged at ICC Sydney.

Community signage can be used to promote:

- community service messages
- emergency messaging
- health and safety
- precinct event and promotions
- public transport information
- wayfinding.

INTERNAL LED SCREENS

APPROVAL AND AVAILABILITY

- Event signage and branding is subject to availability and approval by ICC Sydney.
- ICC Sydney will assess each application and take into consideration, among other things, event activities and potential conflicts within the venue. ICC Sydney makes no warrant or representation, either express or implied, that it can reasonably resolve any conflict.
- While reasonable efforts will be made to accommodate shared digital signage time through consultation, this is subject to availability and cannot be guaranteed. Where signage capacity is fully utilised, alternative solutions may be explored at our discretion; however, no representation, guarantee, or warranty is made regarding the provision of signage.
- Event signage may only be displayed from the commencement of event tenancy and end on the last date of tenancy (or otherwise agreed).
- Please review the [terms and conditions](#), which you agree to accept and be bound by on confirmation of your order.

ICC SYDNEY

EXTERNAL OPPORTUNITIES



External LED screens (P1-A to P7-C)

Located along Tumbalong Boulevard and Moriarty Walk, these screens attract high levels of foot traffic connecting Darling Harbour with Central and Town Hall Stations.

[MORE INFORMATION](#)

ICC Sydney Theatre external LED screens (T11E, T11W & T12)

Located on the south east wall of ICC Sydney Theatre, this screen also attracts high foot traffic connecting Pyrmont and Darling Quarter via Moriarty Walk. Also a key screen during events.

[MORE INFORMATION](#)

Tumbalong Park and Event Deck LED screens (TUMBA, E02)

The Tumbalong Park stage LED screens and Event Deck LED screen are perfect for onsite entertainment, promotion and messaging - showcasing your brand directly to your audience.

[MORE INFORMATION](#)

ICC Sydney Theatre entrance LED screen (Birdsmouth)

Located at the entrance of the Theatre, the 250sqm Birdsmouth welcomes attendees on a large scale providing the perfect promotional opportunity to invite and welcome the public in this high traffic area.

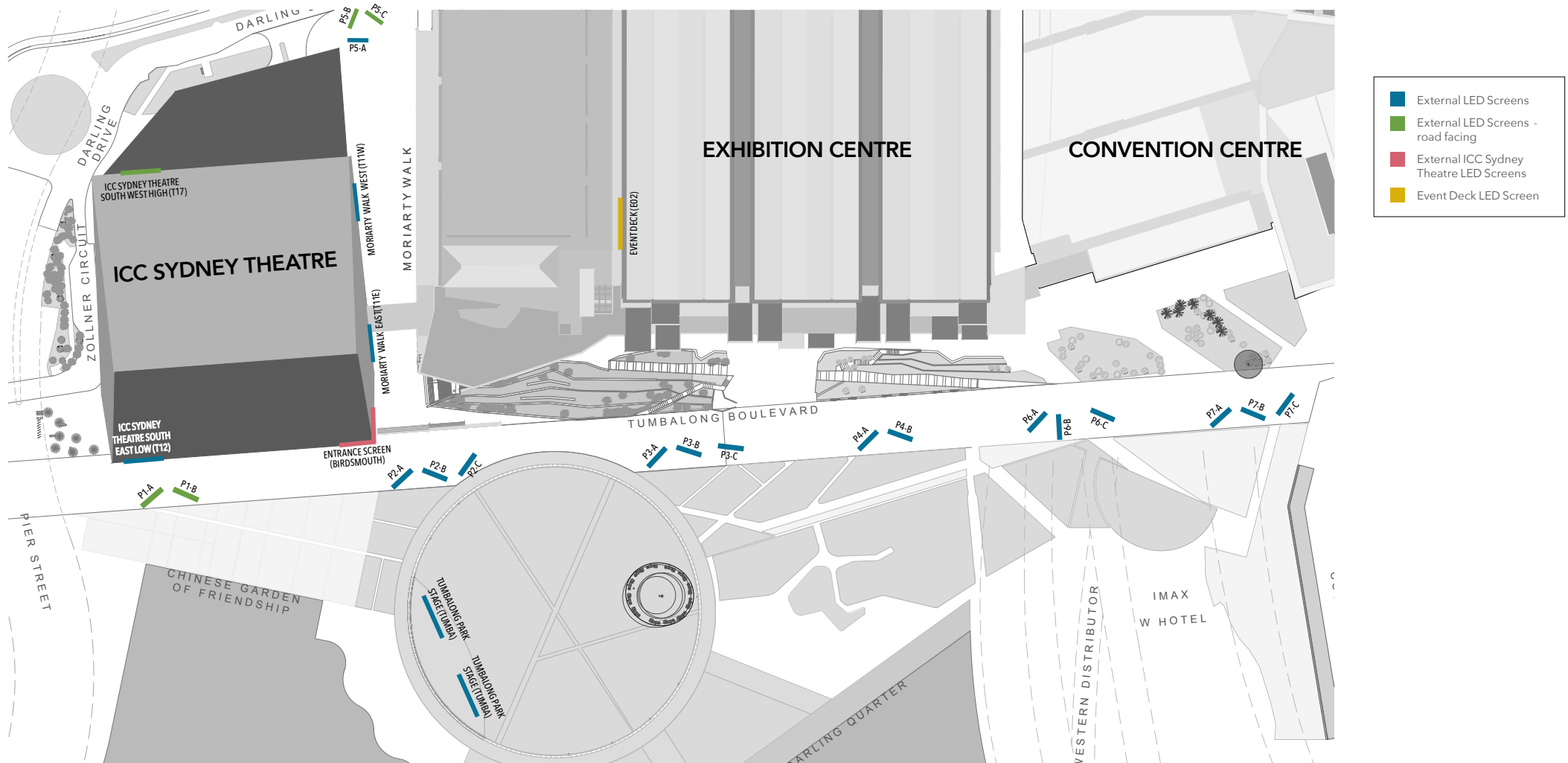
[MORE INFORMATION](#)

ICC SYDNEY EXTERNAL OPPORTUNITIES LOCATIONS

ICC Sydney has 27 external LED screens located along Tumbalong Boulevard and Moriarty Walk, designed to guide visitors through Darling Harbour, highlight upcoming events and direct them to venue access points.

The colored bars on the map below indicate the location of all external LED screens. Please refer to the specifications included in this document for content requirements.

For further details please contact your ICC Sydney representative.



ICC SYDNEY

EXTERNAL OPPORTUNITIES

BLADES

ICC Sydney can feature full screen static images or video files on its 19 external LED Blade screens.

All LED Blade screens (excluding road facing) have content scheduled in packages built in 15 second slots from 7am to 10pm daily which will be part of a daily playlist.

Road facing screens include P1-A, P1-B, P5-B and P5-C (see locations [here](#)). Content must be displayed in a completely static manner without any motion for 45 seconds and images must not distract a driver, with text kept to a minimum.

Artwork for the external LED screens must be provided to the below specs and received 10 business days prior to event start date.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact your ICC Sydney representative.

RATES & PACKAGES

CONTENT SPECIFICATIONS

SCREEN DIMENSIONS	2 metres x 4 metres
ARTWORK RESOLUTION	540 x 1080 pixels (aspect ratio 1:2)
ACCEPTABLE FILE FORMATS	.JPG, .PNG or .MP4 (H264)
VIDEO DURATION	15 seconds exactly

Third Party Opportunities allows 80% of the viewing area of the screen to relate to event branding or wayfinding information with third party recognition used in the remaining 20%.

THIRD PARTY OPPORTUNITIES



ICC SYDNEY

EXTERNAL OPPORTUNITIES

BLADES RATES & PACKAGES

All packages offer exposure on ICC Sydney external LED screens from 7am to 10pm daily.

Non road facing screen daily exposure is approximately 1.25 hours for each screen. 15 impressions per screen, per hour (one impression is 15 seconds).

Road facing screen daily exposure is approximately 5 hours. 26 impressions per hour, per screen (one impression is 45 seconds).

All packages are subject to availability.

PACKAGE	NUMBER OF LED SCREENS	DAILY RATE	WEEKLY RATE	2 WEEK RATE	3 WEEK RATE	1 MONTH RATE	1 HOUR BUYOUT
External LED Blade Event Advertising Base Package Exposure on all 15 Tumbalong Boulevard external LED Blade screens*	15	\$850	\$5,150	\$9,250	\$12,300	\$15,600	\$850
Add-on Package 1 Includes the addition of 4 x road facing LED screens*	4	\$255	\$1,545	\$2,775	\$3,690	\$4,680	\$255
Add-on Package 2 Includes the addition of 2 x Tumbalong Park LED screens^	2	\$800	\$4,800	\$8,800	\$11,600	\$14,400	\$1,000

All pricing includes GST.

*Advertising may be affected by major event screen takeovers such as ICC Sydney Theatre events, Vivid Festival, New Years celebrations content and other special events.

^Screen availability is subject to Tumbalong Park operational bookings.

THIRD PARTY BLADE OPPORTUNITIES

The details on this page relate to third-party advertising opportunities on the 19 external LED Blade screens located along Tumbalong Boulevard.

80% of the viewing area of the sign must relate to event branding or wayfinding information only. 3rd party recognition may be used in the remaining 20%.

Full-screen static images and video files are displayed on the Blades outside ICC Sydney from 7am to 10pm daily.

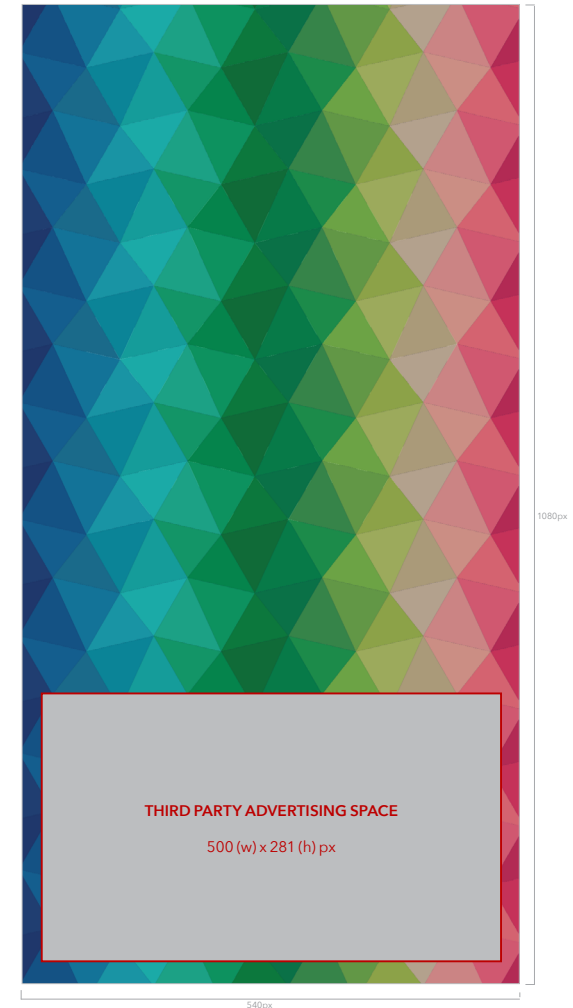
LED screens have content scheduled in packages built in 15 second slots excluding P1-A, P1-B, P5-B and P5-C which are road facing and therefore content must be displayed in a completely static manner without any motion for 45 seconds and images must not distract a driver or contain flickering or flashing content, with text kept to a minimum.

The organiser has the opportunity to on-sell the third-party ad space as per the example pictured on the right subject to the terms and conditions of ICC Sydney. It is the responsibility of the organiser to ensure any third-party complies with the terms and conditions of ICC Sydney. Upon reselling to any third-party, the organiser undertakes to accept liability for the acts and/or omissions of that third party, including any breach of the terms and conditions of ICC Sydney.

The below rates are a weekly rate, more pricing options can be discussed with your ICC Sydney representative.

Please follow the below guidelines when supplying content:

- The minimum booking time is three days.
- All content is to be approved by ICC Sydney.
- Content must be received **10 business days prior** to activation.
- All content supplied to ICC Sydney **must be final and ready for upload**. Any changes to content after it has been scheduled to the DSMS will incur a fee.
- Ensure content is supplied in the correct file formats (see table) and dimensions/resolution. Other file formats will not be accepted.
- All 3rd party signage requests must be directed to the event organiser who will seek approval through their ICC Sydney representative. ICC Sydney's approval may be given, withheld or conditioned in its absolute discretion.
- All hire costs will be invoiced directly to the event organiser. The event organiser will arrange any on costs directly with their 3rd parties. The event organiser remains liable for payment of any costs incurred by those 3rd parties.



PACKAGES	LED SCREENS	WEEKLY RATE (inc GST)	IMPRESSIONS
Third Party External LED Blade Event Advertising Base Package Exposure on 15 non road facing external Blade LED screens.	15	\$6,055	One impression is 15 seconds, approx 15 impressions per hour per screen, 1.25 hours per day.
Third Party External LED Blade Event Advertising Upgraded Package Exposure on 19 external Blade LED screens, including road facing screens.	19	\$7,865	In addition to the above, the four road facing screens display approx 26 impressions per hour per screen, 5 hours per day. One impression is 45 seconds.

ACCEPTED FILE FORMATS

.JPG, .PNG or .MP4 (H264)

BLADE ARTWORK RESOLUTION

540 (w) pixels x 1080 (h) pixels

THIRD PARTY ARTWORK RESOLUTION

500 (w) pixels x 281 (h) pixels
with padding: 20 (w) pixels x 20 (h) pixels

ICC SYDNEY THEATRE

EXTERNAL LED SCREENS

ICC Sydney Theatre has three LED screens located on its external walls. Two are located on Moriarty Walk, one is located on the South external wall across from the Chinese Gardens.

The below rates are inclusive of all three screens for full day buyout, individual screen prices can be discussed with your ICC Sydney representative.

Artwork for the external LED screens must be provided to the below specs and received 10 business days prior to event start date. Please note these screens do not have audio support.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact your ICC Sydney representative.

CONTENT SPECIFICATIONS

**MORIARTY (T11E & T11W)
SCREEN DIMENSIONS** 7.20 metres x 2 metres

**MORIARTY (T11E & T11W)
ARTWORK RESOLUTION** 1920 x 550 pixels
(aspect ratio 18:5)

**SOUTH EAST LOW (T12)
SCREEN DIMENSIONS** 7.20 metres x 2.80 metres

**SOUTH EAST LOW (T12)
ARTWORK RESOLUTION** 1920 x 755 pixels
(aspect ratio 18:7)

ACCEPTABLE FILE FORMATS .JPG, .PNG or .MP4 (H264)

VIDEO DURATION Maximum 2 minutes

EXTERNAL LED SCREENS RATES (inc GST)

1 DAY \$990 per day

2 DAYS \$880 per day

3+ DAYS \$770 per day



TUMBALONG PARK STAGE LED SCREENS

Providing high impact exposure across Darling Harbour's bustling precinct, the Tumbalong Park stage LED screens offer an impressive platform to elevate brand visibility and enhance your event experience at ICC Sydney.

The below rates are inclusive of two screens for full day buyout. Screen availability is subject to Tumbalong Park operational bookings.

Artwork for these screens must be provided to the below specs and received 10 business days prior to event start date.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact your ICC Sydney representative.

CONTENT SPECIFICATIONS

SCREEN DIMENSIONS	9 metres x 5 metres
ARTWORK RESOLUTION	1920 x 1080 pixels (aspect ratio 16:9)
ACCEPTABLE FILE FORMATS	.JPG, .PNG or .MP4 (H264)
VIDEO DURATION	Maximum 2 minutes

EXTERNAL LED SCREENS RATES (inc GST)

1 DAY	\$1,800 per day
2 DAYS	\$1,620 per day
3+ DAYS	\$1,530 per day



ICC SYDNEY EVENT DECK LED SCREEN

ICC Sydney can feature full screen static images or video files on its external LED screen on the Event Deck. This screen can be seen from nearby residents and can be used between the hours of 7am and 9pm, any use of audio with this screen will need to be discussed.

The below rates are inclusive of one screen for full day buyout.

Artwork for the external LED screens must be provided to the below specs and received 10 business days prior to event start date.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact your ICC Sydney representative.

CONTENT SPECIFICATIONS

SCREEN DIMENSIONS 12.80 metres x 7.20 metres

ARTWORK RESOLUTION 1920 x 1080 pixels
(aspect ratio 16:9)

ACCEPTABLE FILE FORMATS .JPG, .PNG or .MP4 (H264)

VIDEO DURATION Maximum 2 minutes

EXTERNAL LED SCREEN RATES (inc GST)

1 DAY \$660 per day

2 DAYS \$550 per day

3+ DAYS \$440 per day



ICC SYDNEY THEATRE ENTRANCE BIRDSMOUTH

The Birdsmouth LED display features on the underside of ICC Sydney Theatre's main entrance awning and comprises of 250sqm of outdoor 10mm Usurface SMD LED Cabinets. It is made up of 3 screens combining on different angles.

The below rates are inclusive of one LED display for full day buyout.

The LED screen requires content to be designed using ICC Sydney's custom template and exported to specific video and image formats.

Please note: it is recommended that full white fields be avoided in content creation to minimise heat and power consumption effects caused by full white fields on LED displays.

Artwork for the external LED screens must be provided to the below specs and received 10 business days prior to event start date.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact your ICC Sydney representative.

CONTENT SPECIFICATIONS

SCREEN DIMENSIONS	25 metres x 10 metres
ARTWORK RESOLUTION	4096 x 2304 pixels (aspect ratio 4K 16:9) Must work within the supplied ICC Sydney template .
VIDEO (25fps)	.MOV (HAP-Q codec)
VIDEO DURATION	Maximum 60 seconds
IMAGE FILE FORMATS	.JPG or .PNG

EXTERNAL LED SCREEN RATES (inc GST)

1 DAY	\$990 per day
2 DAYS	\$875 per day
3+ DAYS	\$765 per day



ICC SYDNEY

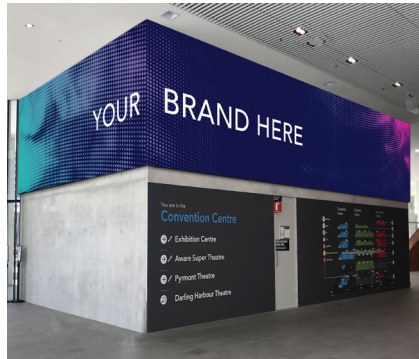
INTERNAL OPPORTUNITIES



LED Activation Zone



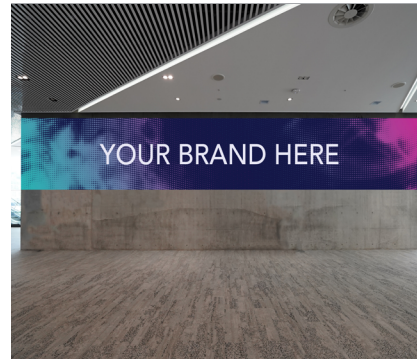
ICC Sydney's immersive LED activation zone blends floor and wall screens in a prime ground floor location, creating a dynamic space that captivates delegates and offers a powerful platform for brand engagement.

[MORE INFORMATION](#)

Ground Floor Foyer LED Screen



The ground floor LED screen commands attention in a high-traffic area, delivering impactful brand messaging and welcoming delegates as they enter the venue.

[MORE INFORMATION](#)

Level 2 Foyer LED Screen



Located outside The Gallery on Level 2, this prominent LED screen provides flexible booking options, catching the eye of delegates moving through the space.

[MORE INFORMATION](#)

Level 2 Concourse LED Screen



Located outside Parkside Ballroom on Level 2, this corner position LED screen offers a prime platform to welcome guests and provide a branded presence.

[MORE INFORMATION](#)

Level 2 Exhibition LED Pillar



Located on the second floor of the Exhibition Centre, this display comprises four LED panels that wrap around a pillar, positioned at a key entrance point to the venue.

[MORE INFORMATION](#)

ICC SYDNEY

INTERNAL OPPORTUNITIES

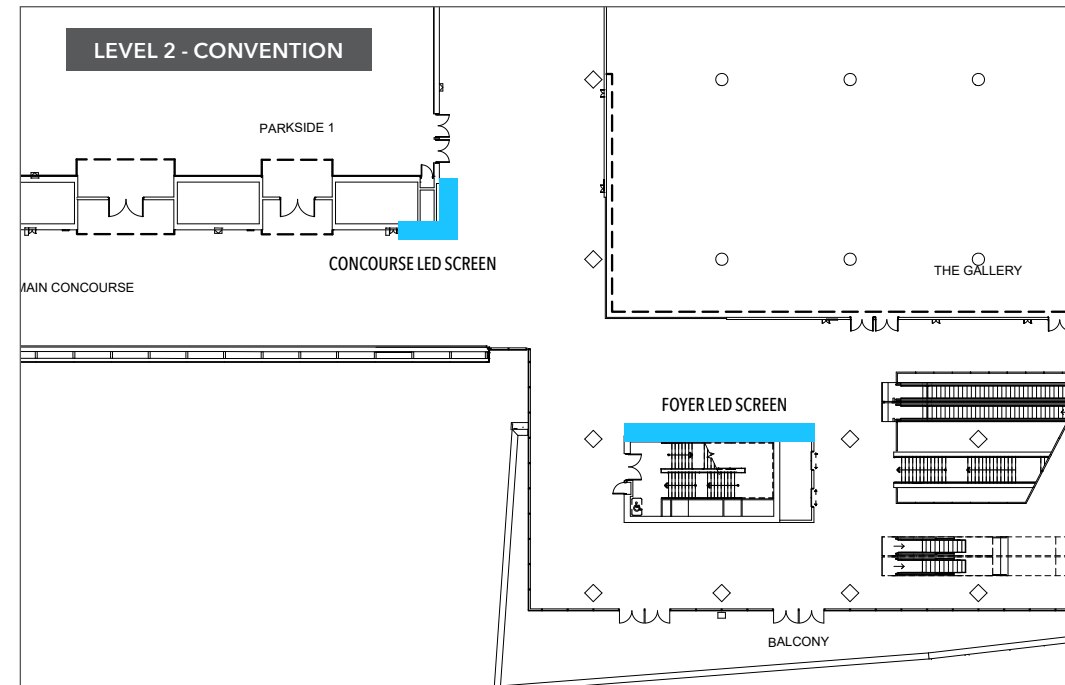
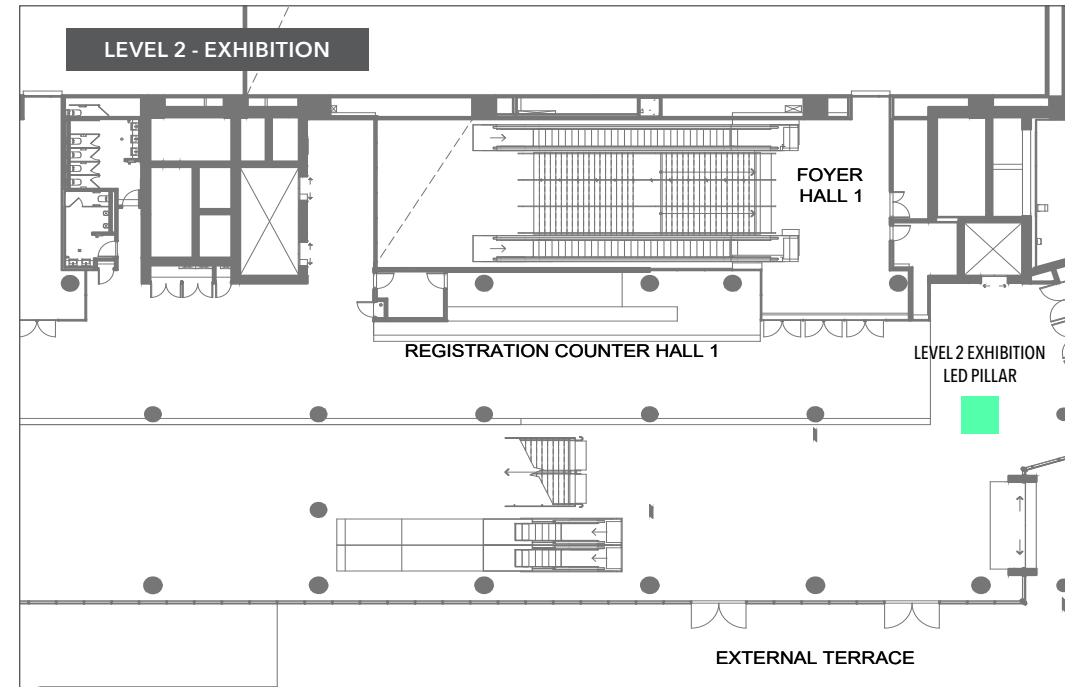
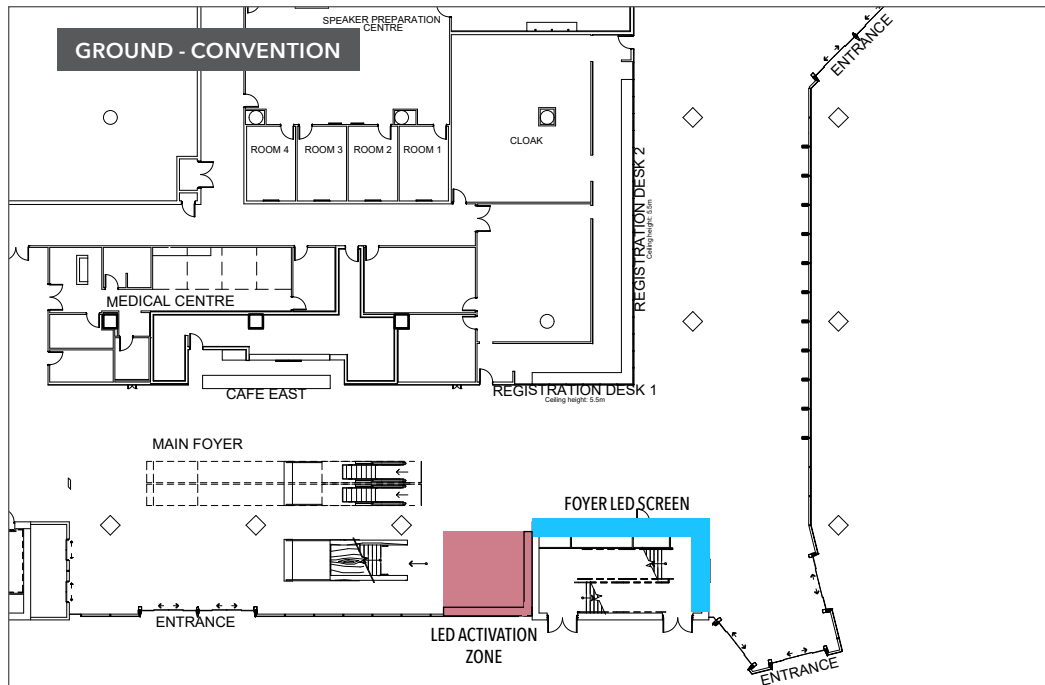
LOCATIONS

ICC Sydney provides integrated digital wayfinding signage, including room information panels outside each event space. Additionally, three large-scale LED screens in the Convention Centre foyers and the immersive LED activation zone provide paid opportunities for impactful brand exposure.

The colored bars on the map below indicate the locations of internal LED screens. Please refer to the specifications included in this document for content requirements.

For further details please contact your ICC Sydney representative.

- Exhibition LED Screens
- Convention LED Screens
- LED Activation Zone



ICC SYDNEY

CONVENTION FOYER

LED ACTIVATION ZONE

Positioned in a prime ground floor location, the immersive LED Activation Zone offers a standout platform to amplify your brand. With load-bearing LED floor panels (1.5T/m²), the blended floor-to-wall canvas supports pop-ups, takeovers and interactive experiences that captivate delegates and create memorable moments.

The zone can be booked by events hosted at ICC Sydney, and is also available to external parties. All requests are subject to approval and availability, and must meet [ICC Sydney's Digital Signage Terms and Conditions](#).

Artwork must meet the specifications below and be supplied at least 10 business days before the event. If you have any questions, please contact your ICC Sydney representative.

CONTENT SPECIFICATIONS

WALL DIMENSIONS 9.5m x 3m

FLOOR DIMENSIONS 5m x 5m

ARTWORK RESOLUTION Wall: 3648 x 1152 pixels

Floor: 1920 x 1920 pixels

(aspect ratio 4K 1:1) Must work within the supplied ICC Sydney [template](#)

VIDEO (50fps) .MOV

VIDEO DURATION Maximum 60 seconds

IMAGE FILE FORMATS .JPG or .PNG

LED ACTIVATION ZONE RATES (inc GST)

1 HOUR \$1,500

HALF DAY (4 hour) \$2,500

DAY \$5,000

NIGHT \$3,000

WEEKLY + P.O.A.



ICC SYDNEY

GROUND FLOOR FOYER

LED SCREEN

Located in a high-traffic area on the ground floor of ICC Sydney, this expansive LED screen offers a standout opportunity to welcome delegates, elevate brand visibility and create immediate impact.

Content typically rotates alongside other events, with options to book the full screen or sections - and buyout where available. Its prominent position makes it an ideal canvas to amplify your message and enhance the delegate experience.

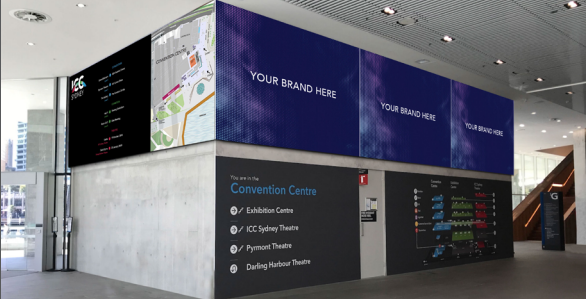
All requests are subject to approval and availability, and must meet [ICC Sydney's Digital Signage Terms and Conditions](#).

Artwork must meet the specifications below and be supplied at least 10 business days before the event.

Buyout rates are per day. Buyout night rates are subject to availability and price on application.

If you have any questions or wish to discuss the use of ICC Sydney's LED screens, please contact your ICC Sydney representative.

ACCEPTED FILE FORMATS	
VIDEO (1920x1080 pixels)	.MP4 (H264)
VIDEO (above 1920x1080 pixels)	.MOV
STATIC IMAGES	.JPG or .PNG
VIDEO DURATION	
DAY/NIGHT	Maximum 20 seconds
BUYOUT	Maximum 60 seconds
SPECIFICATIONS	
LED PITCH	2.97 mm
TOTAL SCREEN SIZE	19m (w) x 2.5m (h)

PACKAGES	PHYSICAL DIMENSIONS	ARTWORK RESOLUTION	RATES PER DAY (inc GST)	INFORMATION
A 	19m x 2.5m Full LED screen	6384 (w) x 840 (h) pixel	DAY: \$2,245	The full LED screen can only be hired if event occupies the entire Convention Centre
			NIGHT: \$1,945	
B 	14.8m x 2.5m West facing screen including single north section 784 (w)x 840 (h) px	4984 (w) x 840 (h) pixel	DAY: \$1,895	Ideal for international and national conventions, gala events, exhibition and live event branding.
			BUYOUT: \$4,750	
			NIGHT: \$1,595	
C 	12.6m x 2.5m West facing screen	4200 (w) x 840 (h) pixel	DAY: \$1,545	Ideal for international and national conventions, gala events, exhibition and live event branding.
			BUYOUT: \$3,900	
			NIGHT: \$1,245	
D 	4.2m x 2.5m One 16:9 section	1920 (w) x 1080 (h) pixel	DAY: \$ 515 NIGHT: \$ 415	This can be a combination of 4m sections for event branding

ICC SYDNEY

LEVEL 2 FOYER

LED SCREEN

Located outside The Gallery on Level 2 of ICC Sydney, this LED screen offers a prime platform to welcome guests, highlight sponsors or showcase branded content.

Content typically rotates alongside other events, with the option for a full screen buyout where availability allows. Perfectly positioned to catch the eye of delegates moving through the space and enhance the event experience.

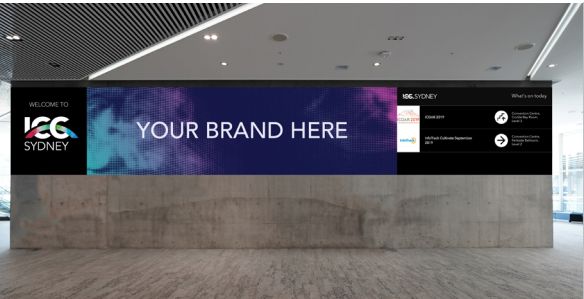
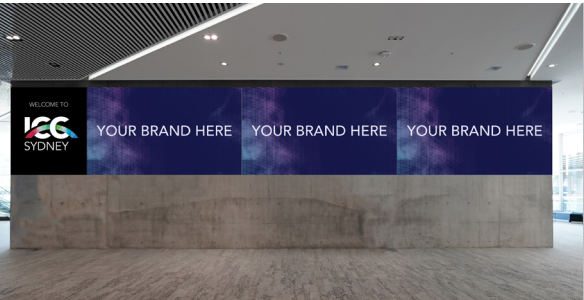
All requests are subject to approval and availability, and must meet [ICC Sydney's Digital Signage Terms and Conditions](#).

Artwork must meet the specifications below and be supplied at least 10 business days before the event.

Buyout rates are per day. Buyout night rates are subject to availability and price on application.

If you have any questions or wish to discuss the use of ICC Sydney's LED screens, please contact your ICC Sydney representative.

ACCEPTED FILE FORMATS	
VIDEO (1920x1080 pixels)	.MP4 (H264)
VIDEO (above 1920x1080 pixels)	.MOV
STATIC IMAGES	.JPG or .PNG
VIDEO DURATION	
DAY/NIGHT	Maximum 20 seconds
BUYOUT	Maximum 60 seconds
SPECIFICATIONS	
LED PITCH	2.97 mm
TOTAL SCREEN SIZE	15.5m (w) x 2.5m (h)

PACKAGES	PHYSICAL DIMENSIONS	ARTWORK RESOLUTION	RATES PER DAY (inc GST)	INFORMATION
A 	15.5m x 2.5m Full LED screen	5208 (w) x 840 (h) pixel	DAY: \$2,060	Ideal for international and national conventions, gala events, exhibition and live event branding.
			BUYOUT: \$5,150	
			NIGHT: \$1,660	
B 	12.6m x 2.5m Three 16:9 sections	4200 (w) x 840 (h) pixel	DAY: \$1,545	Ideal for international and national conventions, gala events, exhibition and live event branding.
			NIGHT: \$1,245	
C 	8.4m x 2.5m Two 16:9 sections	2800 (w) x 840 (h) pixel	DAY: \$1,030	Ideal for international and national conventions, gala events, exhibition and live event branding.
			NIGHT: \$830	
D 	4.2m x 2.5m One 16:9 section	1920 (w) x 1080 (h) pixel	DAY: \$515 NIGHT: \$415	This can be a combination of 4.2m sections for event branding.

ICC SYDNEY

LEVEL 2 CONCOURSE

LED SCREEN

Located outside Parkside Ballroom on Level 2 of ICC Sydney, this corner position LED screen offers a prime platform to welcome guests and provide a branded presence.

Primarily reserved for directional signage, content typically rotates alongside other events, with the option for a buyout where availability allows.

All requests are subject to approval and availability, and must meet [ICC Sydney's Digital Signage Terms and Conditions](#).

Artwork must meet the specifications below and be supplied at least 10 business days before the event.

Buyout rates are per day. Buyout night rates are subject to availability and price on application.

If you have any questions or wish to discuss the use of ICC Sydney's LED screens, please contact your ICC Sydney representative.

ACCEPTED FILE FORMATS	
VIDEO (1920x1080 pixels)	.MP4 (H264)
STATIC IMAGES	.JPG or .PNG
VIDEO DURATION	
DAY/NIGHT	Maximum 20 seconds
BUYOUT	Maximum 60 seconds
SPECIFICATIONS	
LED PITCH	1.9 mm
TOTAL SCREEN SIZE	7.2m (w) x 2.0m (h)

PACKAGES		PHYSICAL DIMENSIONS	ARTWORK RESOLUTION	RATES PER DAY (inc GST)		INFORMATION
A		7.2m x 2.0m Full LED screen (Two 16:9 sections)	3840 (w) x 1080 (h) pixel	DAY:	\$1,600	Package A can only be hired if the event occupies the entire Convention Centre.
				NIGHT:	\$1,300	
B		3.6m x 2.0m One 16:9 section	1920 (w) x 1080 (h) pixel	DAY:	\$800	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
				BUYOUT:	\$2,000	
				NIGHT:	\$650	
C		4.72m x 2.0m Two 6:7 sections	2520 (w) x 1080 (h) pixel	DAY:	\$1,200	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
				BUYOUT:	\$2,800	
				NIGHT:	\$1,000	
D		2.36m x 2.0m One 6:7 section	1260 (w) x 1080(h) pixel	DAY:	\$600	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
				BUYOUT:	\$1,500	
				NIGHT:	\$500	

ICC SYDNEY

LEVEL 2 EXHIBITION

LED PILLAR

Located on the second floor of the Exhibition Centre, this display comprises four LED panels that wrap around a pillar, positioned at a key entrance point to the venue.

Content typically rotates alongside other events, with flexible options to secure a single or multiple panels, and the option for a panel buyout where availability allows.

All requests are subject to approval and availability, and must meet [ICC Sydney's Digital Signage Terms and Conditions](#).

Artwork must meet the specifications below and be supplied at least 10 business days before the event.

Buyout rates are per day. Buyout night rates are subject to availability and price on application.

If you have any questions or wish to discuss the use of ICC Sydney's LED screens, please contact your ICC Sydney representative.

ACCEPTED FILE FORMATS	
VIDEO (1920x1080 pixels)	.MP4 (H264)
STATIC IMAGES	.JPG or .PNG
VIDEO DURATION	
DAY/NIGHT	Maximum 20 seconds
BUYOUT	Maximum 60 seconds
SPECIFICATIONS	
LED PITCH	1.95 mm
TOTAL SCREEN SIZE	4.0m (w) x 2.5m (h)

PACKAGES			PHYSICAL DIMENSIONS	ARTWORK RESOLUTION	RATES PER DAY (inc GST)	INFORMATION
A			1.0m x 2.5m Single north facing LED panel	512 (w) x 1280 (h) pixel	DAY: \$300	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
					BUYOUT: \$500	
					NIGHT: \$200	
B			1.0m x 2.5m Single west facing LED panel	512 (w) x 1280 (h) pixel	DAY: \$300	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
					BUYOUT: \$500	
					NIGHT: \$200	
C			1.0m x 2.5m Single south facing LED panel	512 (w) x 1280 (h) pixel	DAY: \$300	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
					BUYOUT: \$500	
					NIGHT: \$200	
D			1.0m x 2.5m Single east facing LED panel	512 (w) x 1280 (h) pixel	DAY: \$300	Screen hire is subject to ICC Sydney's approval, availability, and consideration of other concurrent events.
					BUYOUT: \$500	
					NIGHT: \$200	

ICC SYDNEY INTERNAL DIGITAL SIGNAGE

ROOM INFORMATION SIGNAGE

Positioned outside ICC Sydney's Convention Centre and Exhibition Centre rooms, portrait digital signage is included as part of your contracted event space, providing a clear and professional way to share event information with delegates. Displayed on an ICC Sydney branded template, these screens can feature the event logo, title and a short description. Custom content can also be supplied to create a more branded presence.

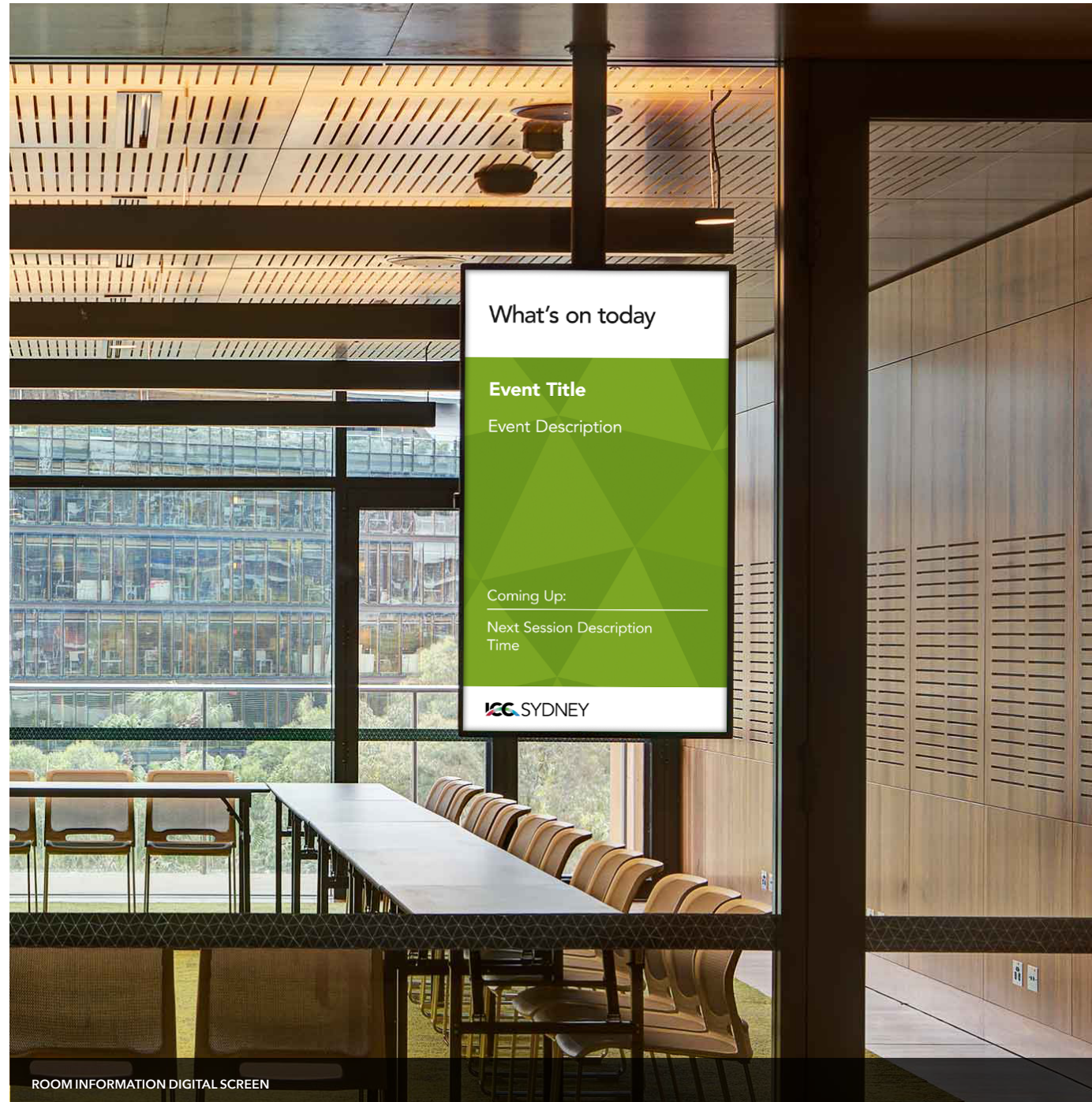
- Artwork must meet the specifications below and be supplied at least 10 business days before the event.
- Content must be supplied to ICC Sydney along with the digital signage request spreadsheet filled out with dates, times and rooms the content is to be uploaded to.
- One digital sign design per screen is provided free of charge each day. Any changes to the design or wording during the day will incur a fee.
- All content supplied to ICC Sydney must be final and ready for upload. Any changes to content after it has been scheduled to the Digital Signage Management System will incur a fee.
- For more information, please contact your ICC Sydney Event Manager.

ACCEPTED FILE FORMATS

VIDEO	MP4 (H264)
STATIC IMAGES	.JPG or .PNG

SPECIFICATIONS

ASPECT RATIO	9:16
DIMENSIONS	1080 (w) pixels x 1920 (h) pixels
LOGO SIZE	1080 (w) pixels x 370 (h) pixels
VIDEO DURATION	Maximum 60 seconds



ROOM INFORMATION DIGITAL SCREEN

ICC SYDNEY

INTERNAL

DIGITAL SIGNAGE

WAYFINDING SIGNAGE

Wayfinding digital signage will be displayed throughout the Convention Centre and Exhibition Centre as part of your contracted space to assist guests in making their way around the venue and locating the correct room.

The wayfinding digital signage is displayed in a list view on an ICC Sydney branded template featuring the event logo, title and location. Wayfinding thumbnails must be supplied in the specified file format and dimensions. If an image can't be provided to specification, a high-resolution .EPS or .JPG of your logo can be supplied instead.

WAYFINDING CONTENT SPECIFICATIONS

DIMENSIONS	300 x 300 pixels
-------------------	------------------

FILE FORMAT	.JPG or .PNG
--------------------	--------------

