

PROVIDING MAXIMUM EXPOSURE

Venue branding opportunities





▲ Main clock banners: grab the attention of exhibitors, delegates and the Great Mancunian Public with a public-facing feature site.
Above: main clock banners (2).

High-footfall areas like the forecourt, main entrances, foyers, reception areas and walkways offer great exposure to a targeted audience.



Site Plan

- 1 Forecourt
 - a. Flags
 - b. Steps board
 - c. Ramp board
 - d. Forecourt bollards
- 2 Main clock banners
- 3 Central foyer exterior
 - a. Left windows
 - b. Entrance
 - c. Right windows
 - d. Floor
- 4 Central foyer interior
 - a. Floor
 - b. Registration desk
 - c. Central Hall entrance
 - d. Central 5-7
 - e. Exit
 - f. Central registration desk wall
 - g. Central hall doors
- 5 Central Hall
- 6 Central Foyer Fire Doors
- 7 Outdoor catering area
- 8 Joos' Charging Points
- 9 Washroom Cubicle Doors
- 10 Central 8
 - a. Windows facing forecourt
 - b. Windows facing Exchange
- 11 Charter foyer exterior
 - a. Entrance
 - b. Side doors
- 12 Charter foyer interior
 - a. Registration desk
 - b. Walkway wall
 - c. Exit
- 13 Charter foyer pillars
 - a-f. Pillars 1-6
 - g. Pillar screens
- 14 Charter 4 to Exchange stairwell
 - a. Front
 - b. Side
- 15 Charter 1 & 3
 - a. Charter 1 wall
 - b. Charter 3 wall
- 16 Lower Exchange foyer
 - a. Front
 - b. Side
 - c. Screens
- 17 Exchange foyer banners
 - a. Entrance
 - b. Exit
- 18 Upper Exchange foyer
 - a. Windows
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- 19 Exchange 1-7 windows
- 20 Car Park
- 21 Freestanding & meeting room screens
 - a. Freestanding screens
 - b. Exchange meeting room screens
 - c. Charter meeting room screens
 - d. Freestanding meeting room screens
- 22 Wifi Landing Page Sponsorship

8-9 and 20-22 not shown on map.



▲ Graphics, signage, sponsor logos or event information, we're an iconic and historic venue with innovative and flexible branding opportunities.

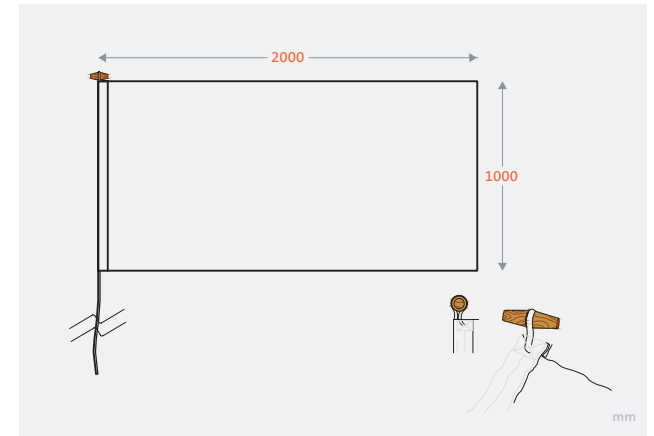


1 Forecourt

a Flags

2 x 1 m •

Single sided flags with toggle and stitch – reverse side will be mirror image. These will be installed by Manchester Central. This is included in the price.

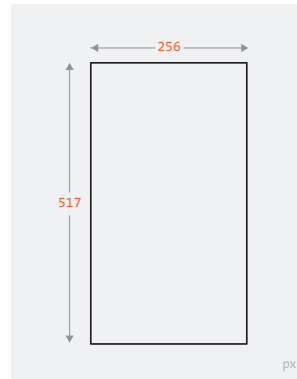


b Steps board DIGITAL

1.6 x 3 m LED panel
256 x 517 px, PNG or JPEG.

For best results, use large images, dark backgrounds & minimum 18 pt text due to low resolution.

Please name your artwork in the following format “Event-name-steps-live-date” and email across to EventsIT@Manchestercentral.co.uk

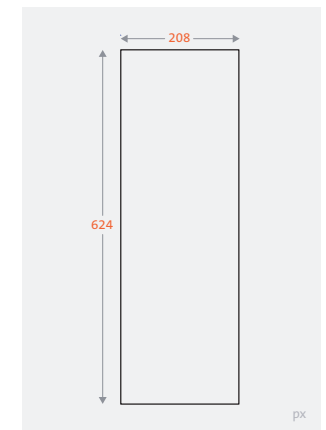


c Ramp board DIGITAL

1 x 3 m LED panel
208 x 624 px, PNG or JPEG

For best results, use large images, dark backgrounds & minimum 18 pt text due to low resolution.

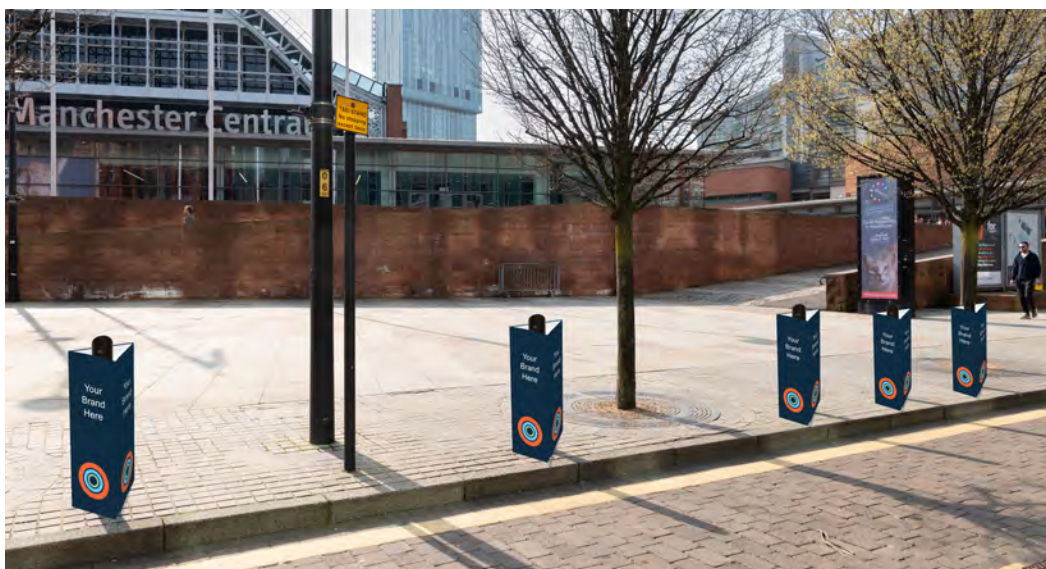
Please name your artwork in the following format “Event-name-ramp-live-date” and email across to EventsIT@Manchestercentral.co.uk



All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.

Manchester Central branded directional signage included in license. Rotates every seven seconds with event graphic. not exclusive to one tenant.

1_d Forecourt Bollards



Central Forecourt - 30 available bollards

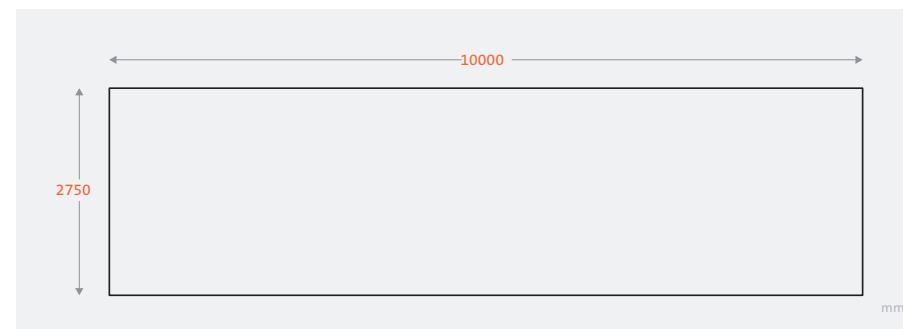
Lower Exchange Foyer - 20 available bollards

Bollards are approx. 120mm diameter and 1000mm tall.

2 Main clock banners

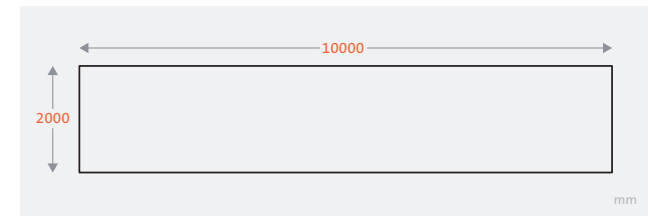
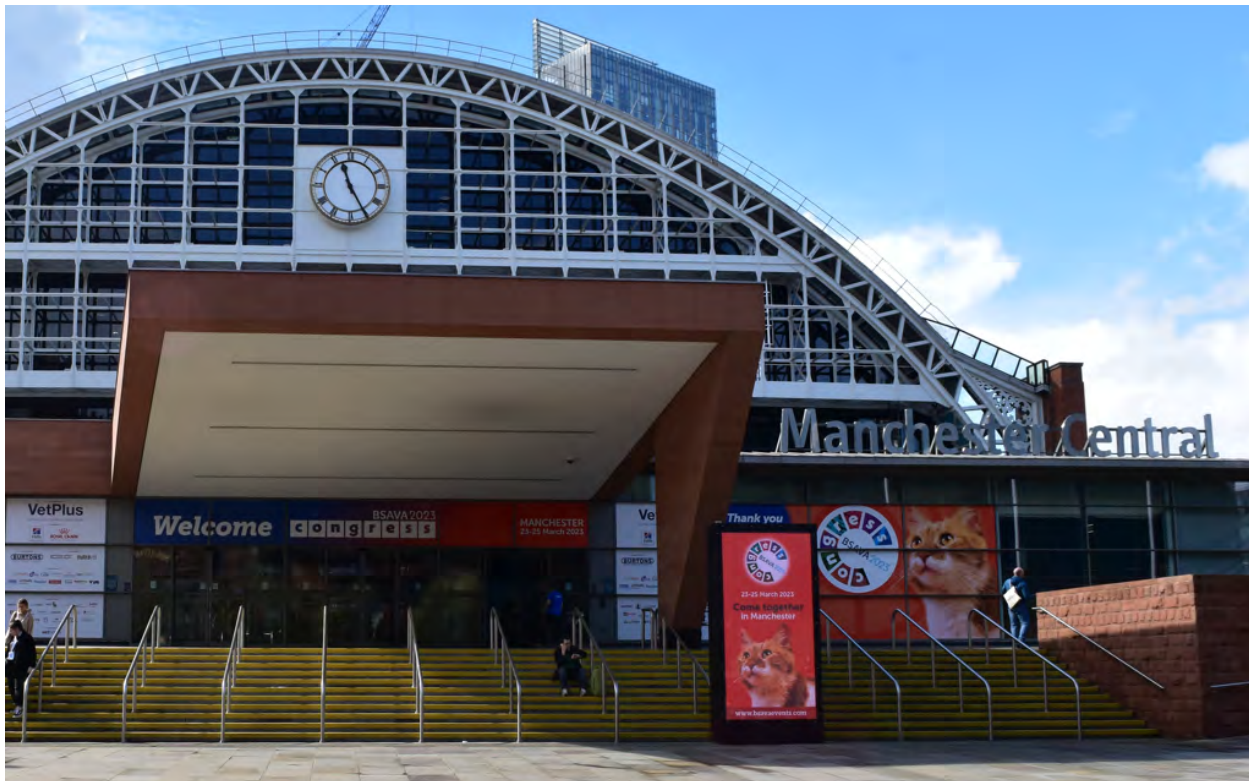
10 x 2.75 m

Including installation.

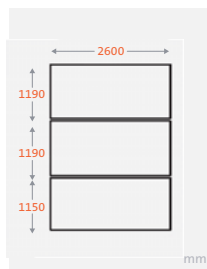


Mesh, PVC banner material.
50 mm hem on all four sides.
Eyelets on all four sides, approx. 300 mm apart.

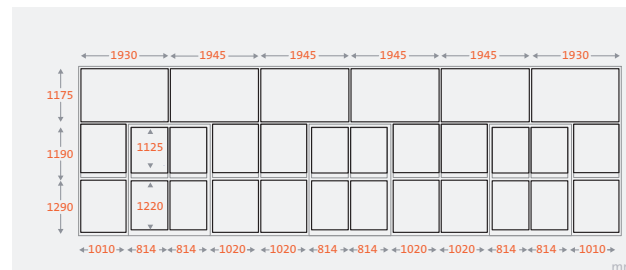
3 Central foyer exterior



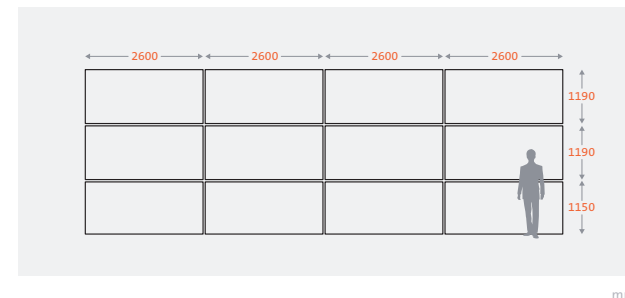
- d Floor**
10 x 2 m
Digital print, removable vinyl.
Note: suggested size only. This can be bigger or smaller as required.



- a Left windows**
Approx. 2.6 x 3.6 m
Note: graphics are externally applied.



- b Entrance**
Approx. 11.9 x 3.6 m • High-tack vinyl, anti-slip lining.
Note: branding cannot be added to the doors. Graphics are externally applied.



- c Right windows**
Approx. 10.5 x 3.6 m
Note: graphics are externally applied.

4 Central foyer interior



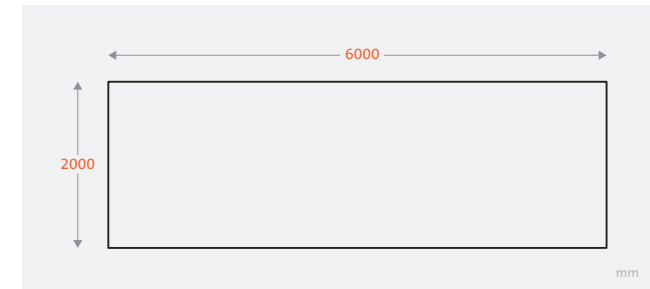
a Floor

6 x 2 m

High-tack vinyl, anti-slip lining.

Note: Suggested size only.

This can be bigger or smaller as required.

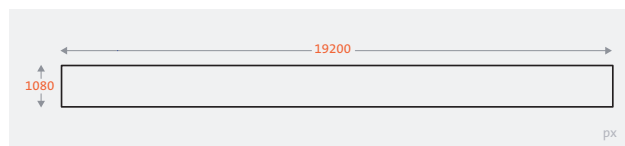


b Registration desk DIGITAL

10 x 46" NEC screen 19200 x 1080 px

PNG or JPEG. MP4 motion video* supported, max. 20 sec. Multiple static images can be set up to rotate (all images must be 19200 x 1080 px).

Please name your artwork in the following format "Event-name-CentralReg-live-date" and email across to EventsIT@Manchestercentral.co.uk

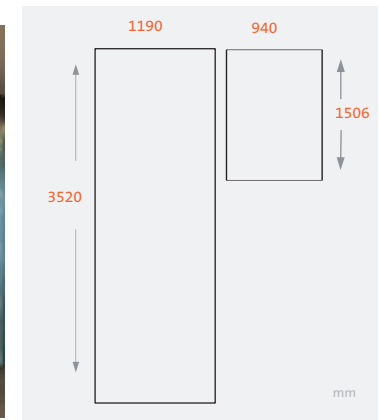


c Central Hall entrance DIGITAL

10 x 46" NEC screen 19200 x 1080 px

PNG or JPEG. MP4 motion video* supported, max 20sec. Multiple static images can be set up to rotate (all images must be 19200 x 1080 px).

Please name your artwork in the following format "Event-name-CentralDoors-live-date" and email across to EventsIT@Manchestercentral.co.uk



d Central 5-7

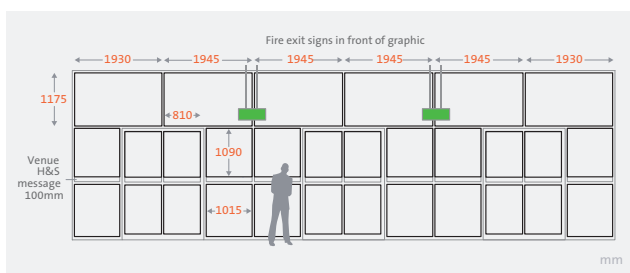
Above doors: 940 x 1506 mm.

Panel side of door: 1190 x 3520 mm.

Digital print, removable vinyl. Note: graphics are externally applied

All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.

*Please see last page for full motion video specifications.



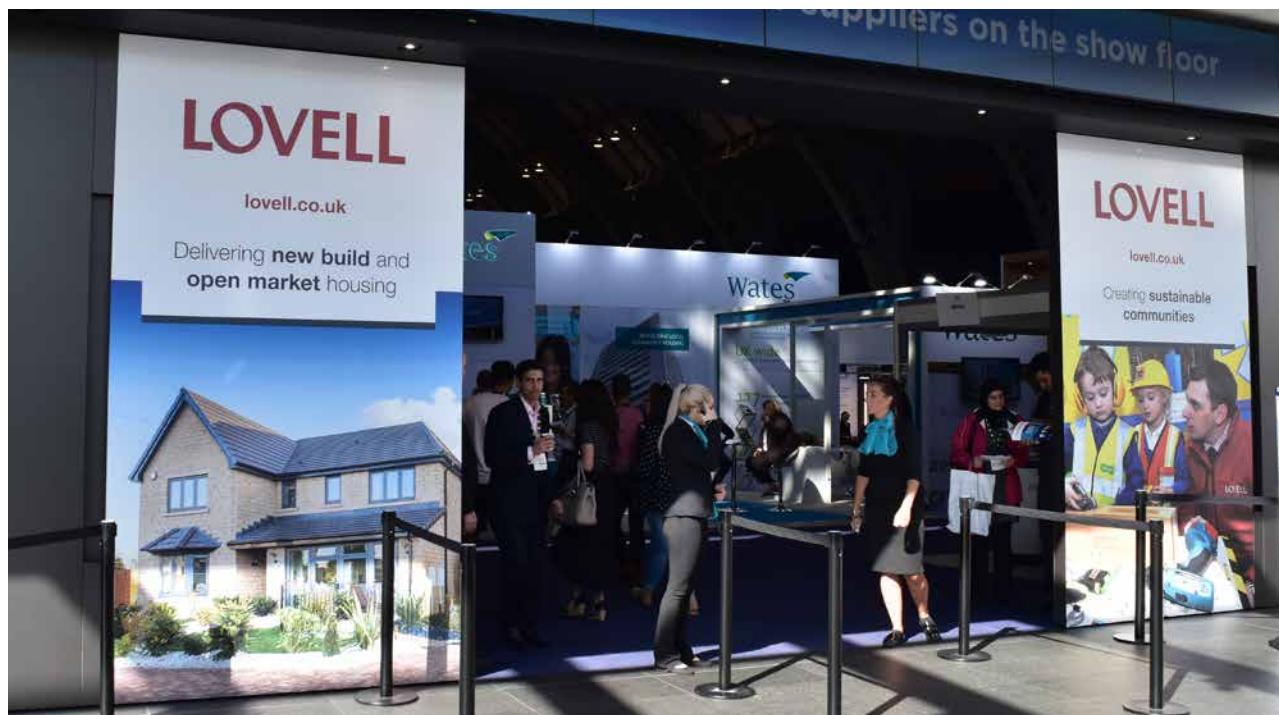
e Exit

Approx. 11.9 x 3.6 m

Digital print, removable vinyl.

Note: branding cannot be added to the doors.

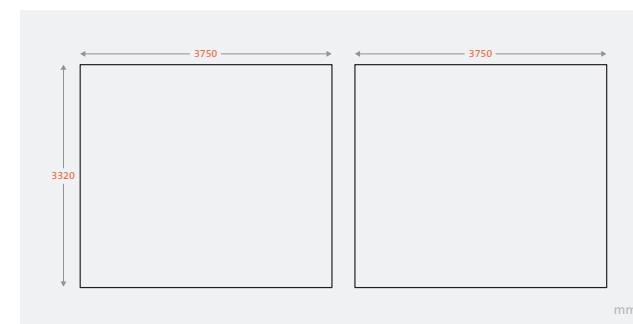
Graphics are externally applied.



f Central registration desk wall

Digital print on to solid grey back vinyl,
mounted to 3 mm foam PVC panels.

Mounted to walls with self-adhesive Velcro.



g Central hall doors

Each side 3750 x 3320 mm

Digital print, High-tack vinyl.

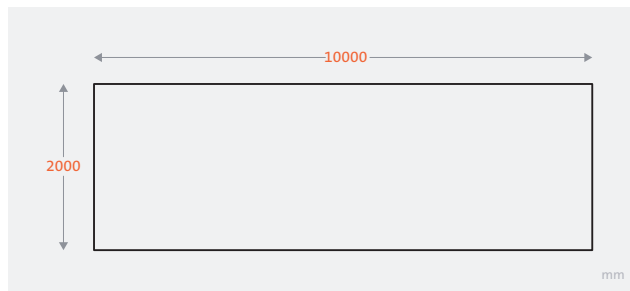
Please note the graphics shown in the image are only
1820 mm wide.

5 Central Hall

10 x 2 m

Digital print, removable vinyl.

Note: Suggested size only. This can be smaller if required.

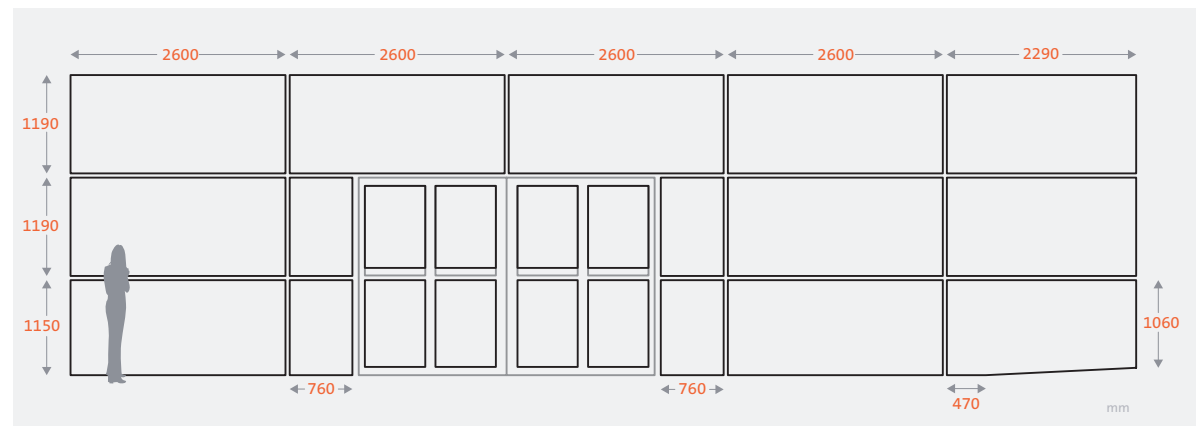


6 Central foyer fire doors

Approx. 12.9 x 3.6 m

Digital print, removable vinyl.

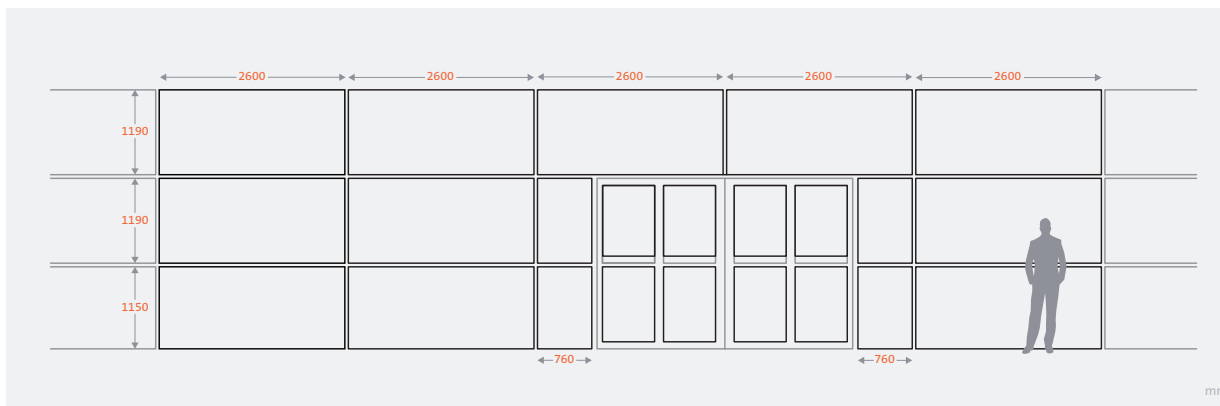
Note: branding cannot be added to the doors. Graphics are externally applied.



7 Outdoor catering area

Approx. 13.2 x 3.6m • Digital print, removable vinyl

Note: branding cannot be added to the doors, graphics are externally applied.



Unless otherwise stated, prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

8 Joos' Charging Units DIGITAL

1080px x 1795px

PNG portrait . MP4 motion video* supported, max. 10 sec. Max. file size 20MB

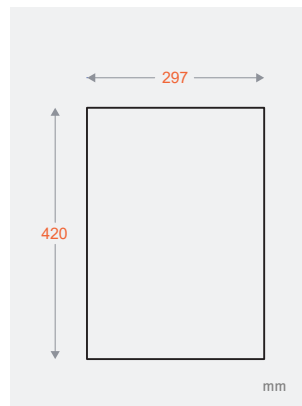
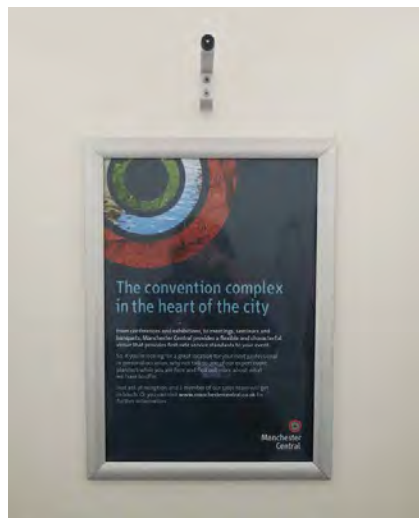
Please email artwork to EventsIT@Manchestercentral.co.uk with the event details.



*Please see last page for full motion video specifications.

9 Washroom cubicle doors

A3 Posters - See map for locations.



a Central Hall 2 (A Door)

A3 posters

Ladies: 6 • Gents: 2 • Accessible: 2

b Central Hall 1

A3 posters

Ladies: 3 • Gents: 2 • Accessible: 1

c Side Central Hall

A3 posters

Ladies: 8 • Gents: 5 • Accessible: 2 • Baby change: 1

d Exchange upper foyer

A3 posters

Ladies: 5 • Gents: 1 • Accessible: 1

e Exchange corridor

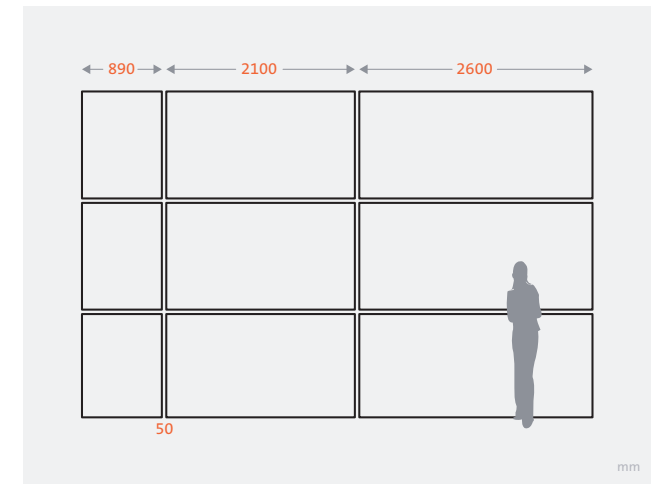
A3 posters

Ladies: 3 • Gents: 1 • Accessible: 2

10 Central 5–8 Exterior



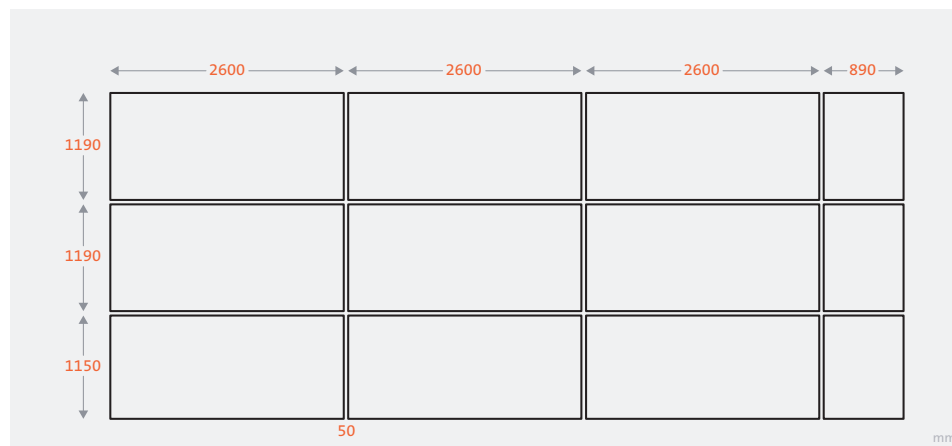
b Central 8 windows facing Exchange
Approx. 5.7 x 3.6 m



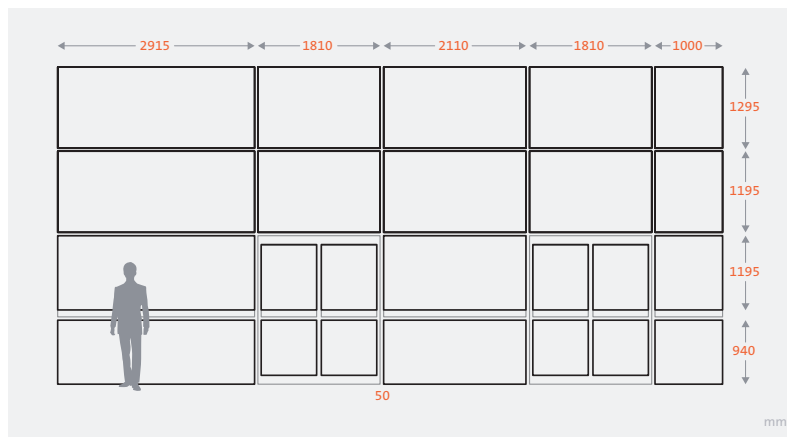
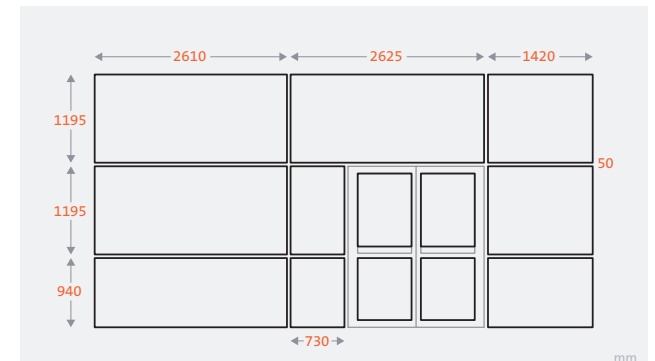
a Central 8 windows facing forecourt

Approx. 8.8 x 3.6 m

Digital print, removable vinyl, Note: graphics are externally applied.



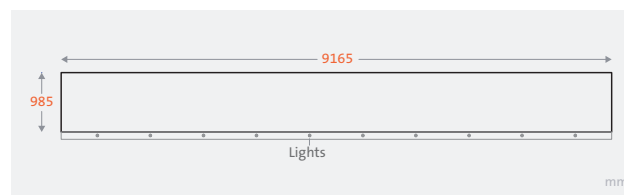
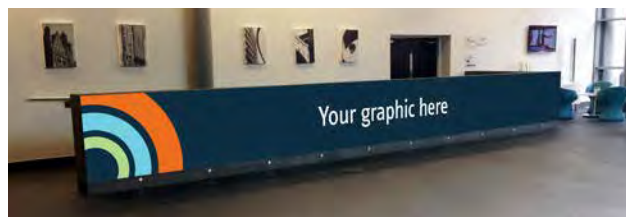
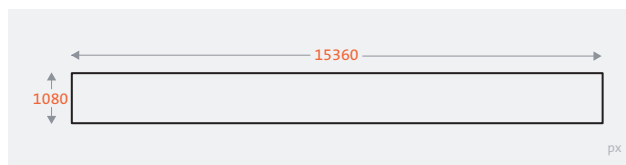
11 Charter foyer exterior



- a Entrance**
Approx. 9.8 x 3.4 m • Digital print, removable vinyl. Note: branding cannot be added to the doors. Graphics are externally applied.

- b Side doors**
Approx. 6.7 x 3.4 m
Digital print, removable vinyl.
Note: branding cannot be added to the doors. Graphics are externally applied.

12 Charter foyer interior



a Registration desk DIGITAL

8 x 46" NEC screen 15360 x 1080 px
PNG or JPEG. MP4 motion video* supported, max. 20 sec. Multiple static images can be set up to rotate (all images must be 15360 x 1080 px).

Please name your artwork in the following format "Event-name-CharterReg-live-date" and email across to EventsIT@Manchestercentral.co.uk

All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.

b Walkway wall

Approx. 9 x 1 m
Digital print,
high-tack vinyl.



c Exit

Approx. 8.1 x 3.4 m
Digital print, removable vinyl.

Note: branding cannot be added to the doors.
Graphics are externally applied.

*Please see last page for full motion video specifications.

13 Charter foyer pillars



g Pillar screens DIGITAL

4 x LED panels 128 x 336 px • PNG or JPEG MP4 motion video* supported, max. 20 sec.
Multiple static images can be set up to rotate (all images must be 128 x 336 px)

For best results, use dark backgrounds and simple text/images due to low resolution.
All digital signage artwork needs to be provided at least 7 days prior to your event.

Late submissions will incur a £500 charge.

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a Pillar 1

2 units 920 x 2110 mm
Viewable area 910 x 2100 mm
2 units 860 x 2110 mm
Viewable area 850 x 2100 mm

c Pillar 3

2 units 905 x 2110mm
Viewable area 895 x 2100mm
1 unit 860 x 2110mm
Viewable area 850 x 2100 mm

e Pillar 5

1 units 910 x 2110 mm
Viewable area 900 x 2100 mm
1 unit 905 x 2110 mm
Viewable area 895 x 2100 mm
1 unit 860 mm x 2110 mm
Viewable area 850 x 2100 mm

b Pillar 2

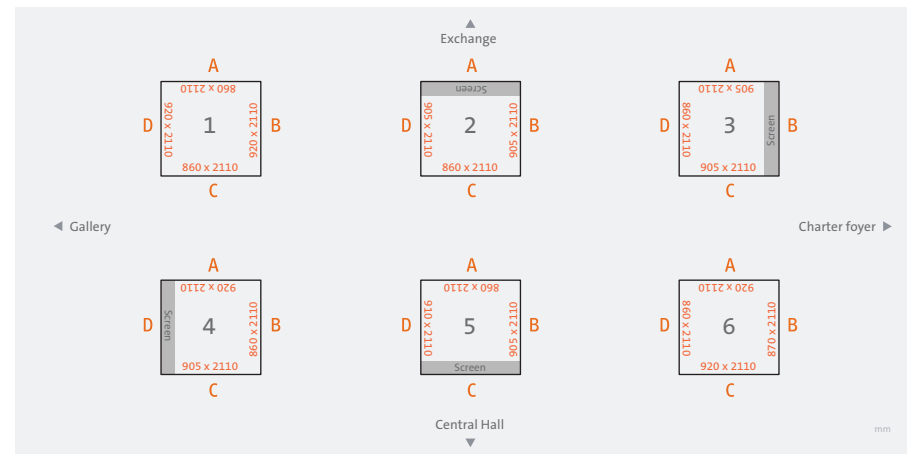
2 units 905 x 2110 mm
Viewable area 895 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm

d Pillar 4

1 units 920 x 2,110 mm
Viewable area 910 x 2100 mm
1 unit 905 x 2110 mm
Viewable area 895 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm

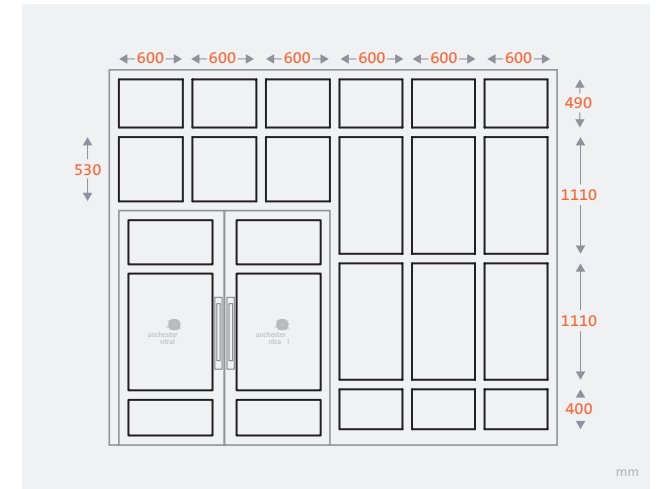
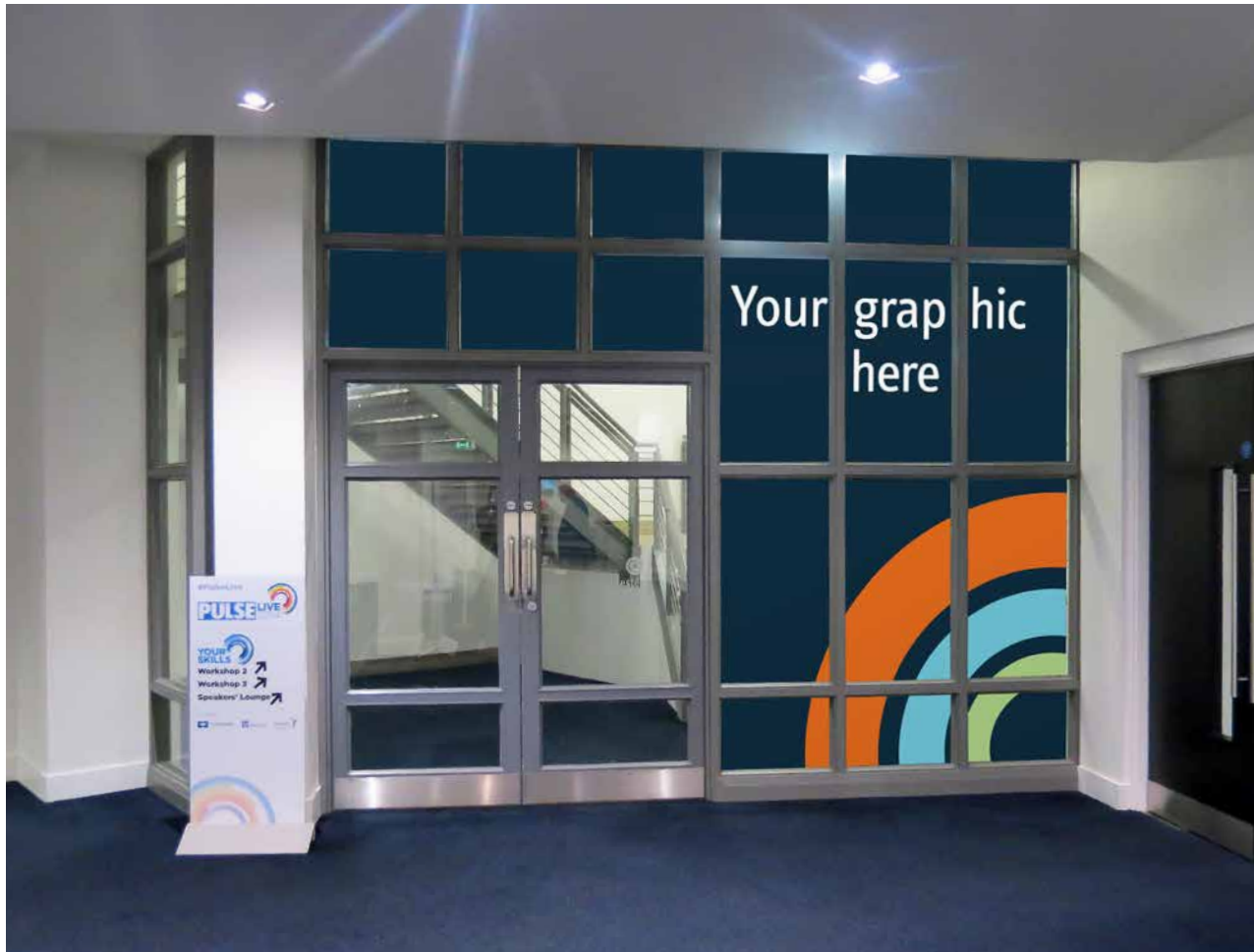
f Pillar 6

1 units 920 x 2110 mm
Viewable area 910 x 2100 mm
1 unit 870 x 2110 mm
Viewable area 860 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm

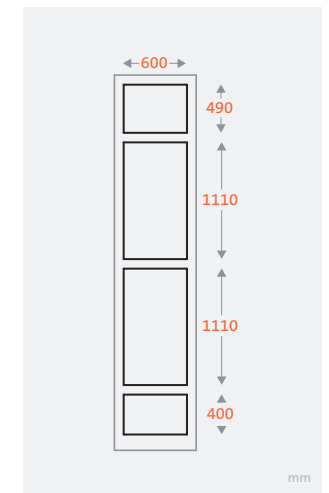


*Please see last page for full motion video specifications.

14 Charter 4 to Exchange stairwell



b Side
Approx. 0.6 x 3.2 m



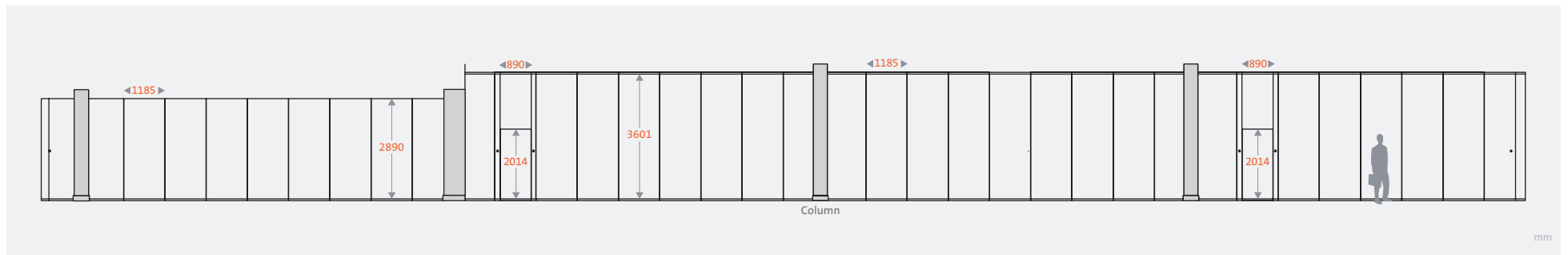
a Front
Approx. 3.8 x 3.2 m
Digital print, removable vinyl
Note: branding cannot be added to the doors. Graphics are externally applied

15 Charter 1 & 3

a Charter 1 wall
Approx. 11.5 x 2.9 m

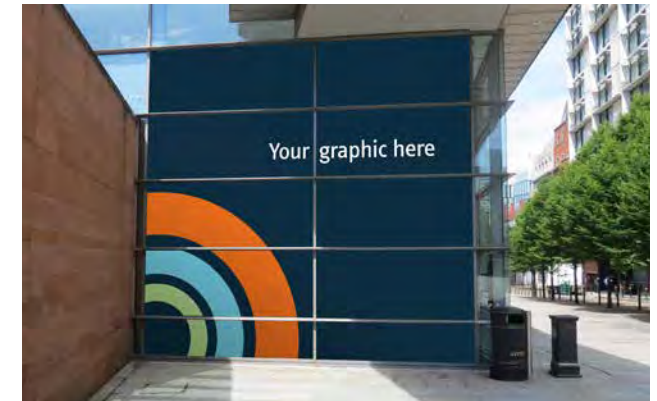


b Charter 3 wall
Approx. 30.5 x 3.6 m



Digital print, removable vinyl.

16 Lower Exchange foyer



Screens DIGITAL

46" NEC screen
1080 x 1920 px
PNGs or JPEGs.
No motion video support

Please name your artwork in the following format "Event-name-LowerExternal-live-date" and email across to EventsIT@Manchestercentral.co.uk

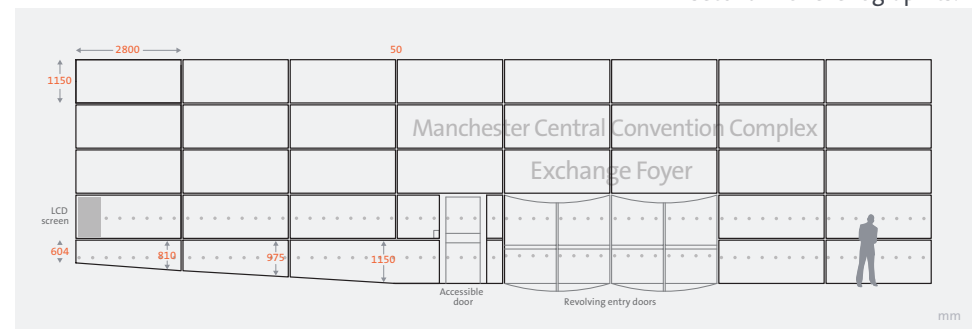
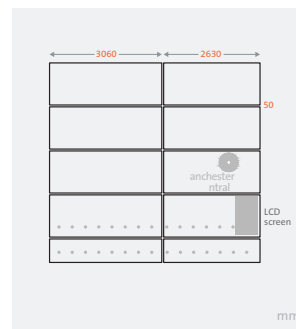
MC branded directional signage included in license. Rotates every eight second with event graphics.

a Front

Approx. 22.7 x 6 m • Digital print, removable vinyl. Note: branding cannot be added to the doors. Graphics are externally applied.

b Side

Approx. 5.7 x 5.4 m
Digital print, removable vinyl. Note: graphics are externally applied.

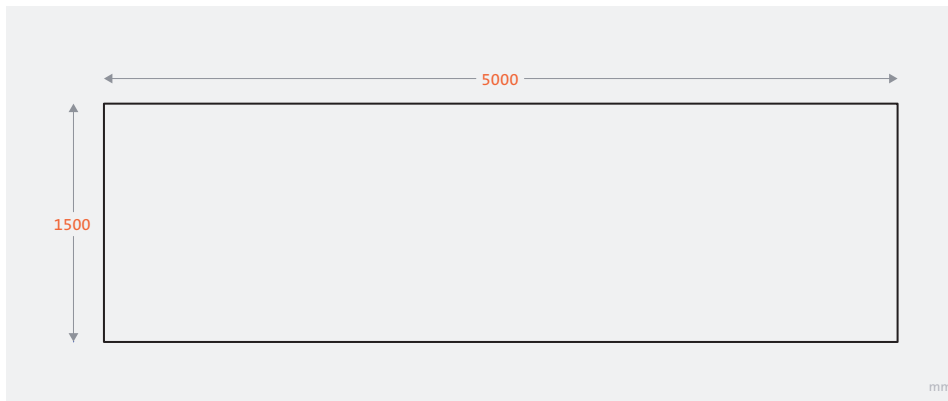
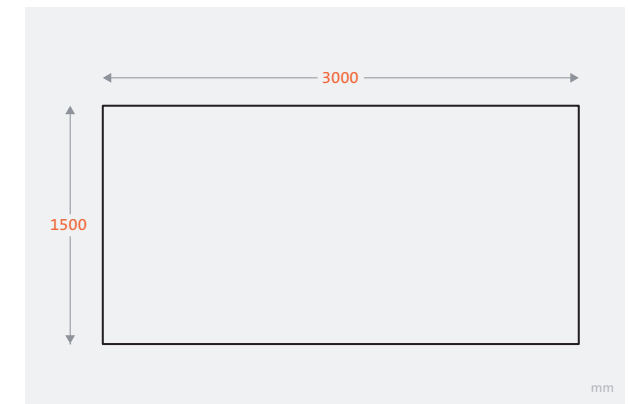


17 Exchange foyer banners



b Exit

Recommended size 3 x 1.5 m
50 mm hem on all four sides with eyelets
along the top approx. 300 mm apart.



a Entrance

Recommended size 5 x 1.5 m
50 mm hem on all four sides with eyelets along the top approx. 300 mm apart.

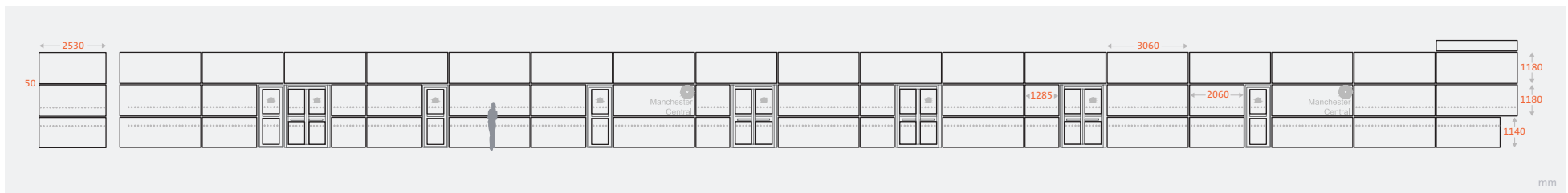


18 Upper Exchange foyer



a Windows

Approx. 55.3 x 3.6 m • Digital print, removable vinyl. Note: branding cannot be added to the doors. Graphics are externally applied.

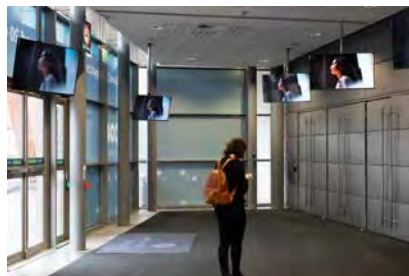


b Exchange Hall entrance screens DIGITAL

LED Screens 1920 x 1080 px • PNG or JPEG. MP4 motion video* supported, max. 20 sec.

Two channels available, allowing you to run two different signs/videos simultaneously on different screens. The screens can also be tuned for FreeView HD TV.

Please name your artwork in the following format “Event-name-UpperFoyer-live-date” and email across to EventsIT@Manchestercentral.co.uk

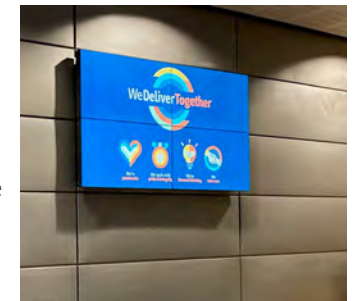


c Exchange staircase screen DIGITAL

LED screen 3840 x 2160 px • PNG or JPEG. MP4 motion video* supported, max. 20 sec.

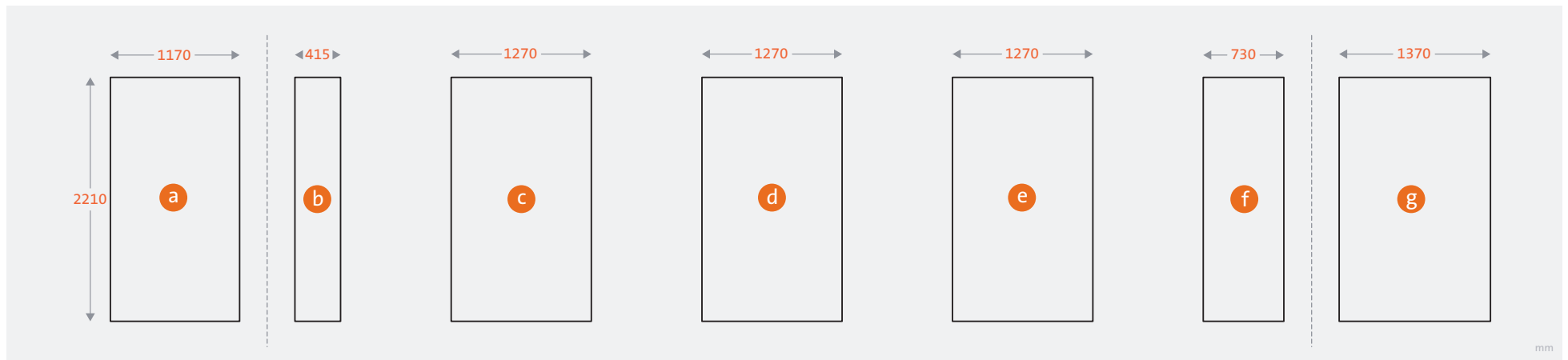
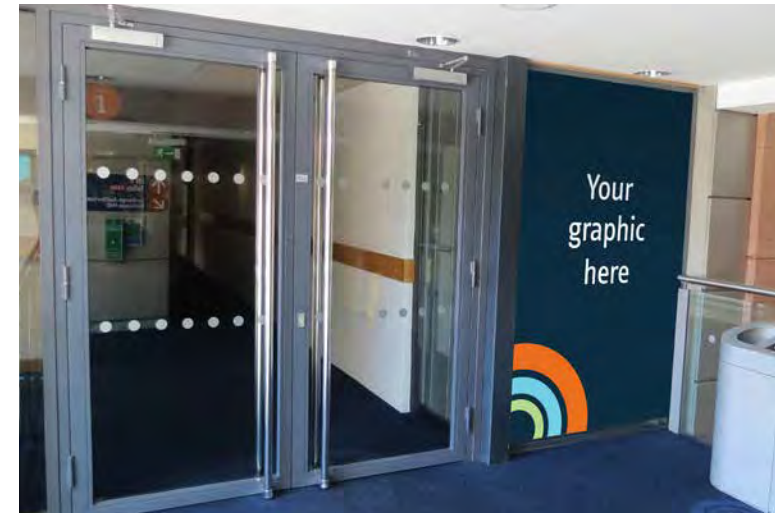
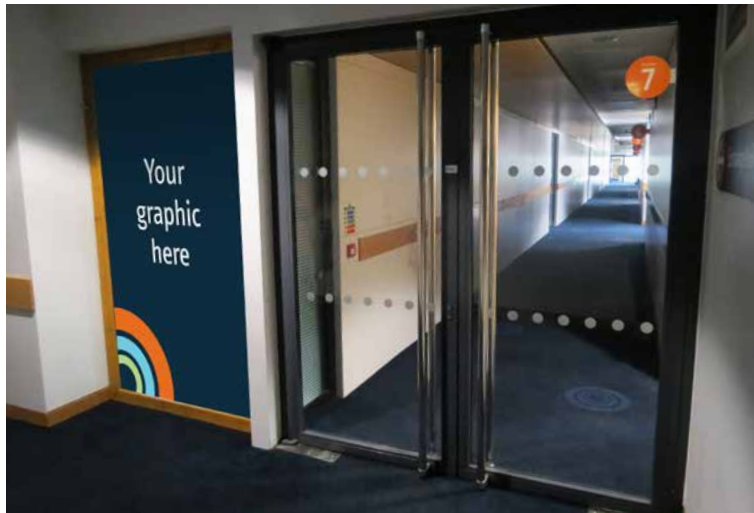
Please name your artwork in the following format “Event-name-FreestandingLocation-live-date” and email across to EventsIT@Manchestercentral.co.uk The desired location of the Freestanding screens must be agreed before tenancy.

All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.



*Please see last page for full motion video specifications.

19 Exchange 1–7



- a Entrance window** 1.17 x 2.21 m
b Corridor window 0.415 x 2.21 m
c Corridor window 1.27 x 2.21 m
d Corridor window 1.27 x 2.21 m
e Corridor window 1.27 x 2.21 m
f Corridor window 0.73 x 2.21 m
g Entrance window 1.37 x 2.21 m
- Digital print, removable vinyl Note: graphics are externally applied

20 Car park



Lower exit DIGITAL

46" NEC screen 1080 x 1920 px • PNG or JPEG, MP4 motion video* supported, max.

20 sec. Please name your artwork in the following format "Event-name-LowerCarPark-live-date" and email across to EventsIT@Manchestercentral.co.uk

MC branded directional signage included in license.

All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.

*Please see last page for full motion video specifications.

21 Freestanding & meeting room screens



Freestanding screens DIGITAL

47" Panasonic LED screens 1080 x 1920 px
PNG or JPEG. MP4 motion video* supported, max. 20 sec.

Please name your artwork in the following format "Event-name-FreestandingLocation-live-date"
and email across to EventsIT@Manchestercentral.co.uk

The desired location of the Freestanding screens must be agreed before tenancy

Exchange meeting room screens DIGITAL

32" LCD Portrait screens (1080 x 1920 px) • 8 @ Exchange 1–7
40" LCD Portrait screens (1080 x 1920 px) • 1 @ Exchange 8–10 & 1 @ Exchange 11
PNG or JPEG, MP4 motion video* supported, max 20sec

Charter meeting room screens DIGITAL

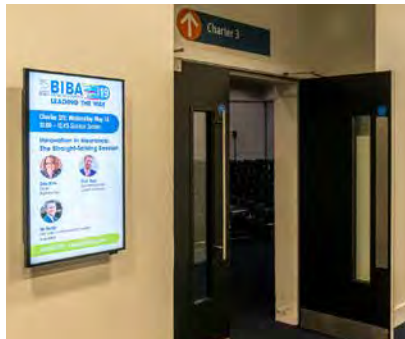
32" LCD screens (1080 x 1920 px) • 4 @ Charter 1–4 PNG or
JPEG, MP4 motion video* supported, max. 20 sec.

Exchange Auditorium screen DIGITAL

47" Panasonic LED screens (1080 x 1920 px) • 1 @ Auditorium
PNG or JPEG, MP4 motion video* supported, max. 20 sec.

Please name your artwork in the following format "Event-name-RoomName-live-date" and email
across to EventsIT@Manchestercentral.co.uk

All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.



*Please see last
page for full
motion video
specifications.

22 Wi-Fi Landing Page Sponsorship

Position A: 1920 x 1080 px

Positions B: 600 x 200 px

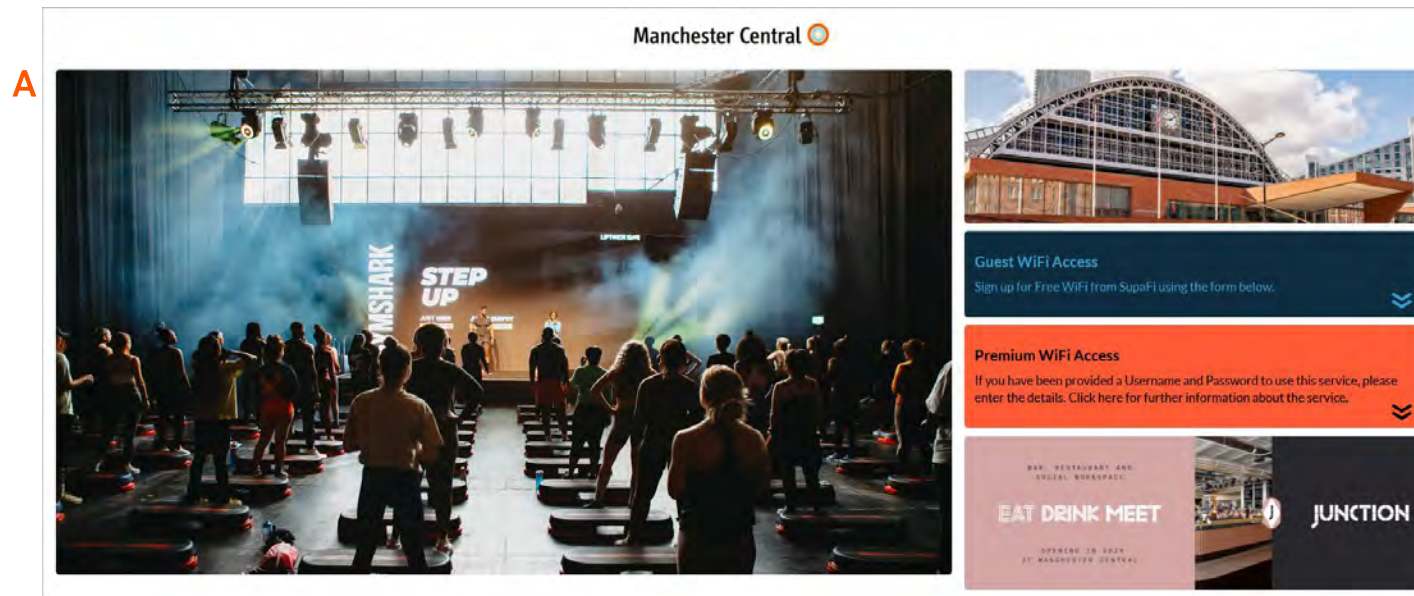
Positions C: 600 x 200 px

PNG or JPEG, max 2MB

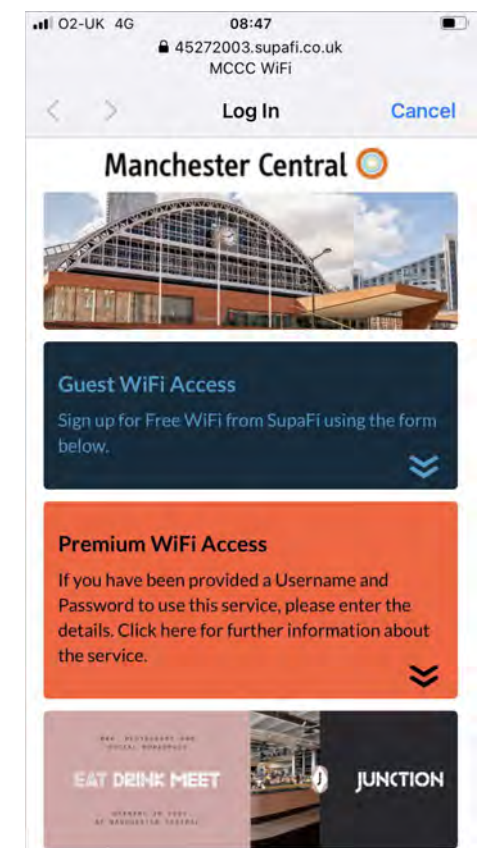
Please name your artwork in the following format, including the position number "EventName-WifiScreenPosition-LiveDate" and email across to EventsIT@Manchestercentral.co.uk

Please note: position A is only visible when Wi-Fi is accessed via a desktop or laptop.

Desktop View



Mobile View



Design, print & installation

Unless otherwise stated prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

You will need to source your own design, print and installation contractors, with the exception of installation for sites 1b and 2 (see below). Installation and removal must take place within the tenancy of the event.

These guidelines are intended to help your designers, printers or installation contractors. You are welcome to use a variety of formats and materials but they must be suitable for the venue (please see [Health & Safety](#) and [Damage](#) sections below as well as the notes on each individual branding opportunity). If you would like to visit the venue, or have any questions, please contact [your event manager](#).

Damage

As the event organiser, it is your responsibility to make sure that branding and signage contractors do not damage the venue. Work should be carefully planned so that protection measures are in place and the correct tools are used during installation and re-installment.

Costs for damage or cleaning of the venue due to installation or re-installment will be passed on to the event organiser.

If you have any queries, please contact the team on [your event manager](#).

Digital formats

Please see the individual specifications listed throughout for each digital screen.

All digital signage artwork needs to be provided at least 7 days prior to your event. Late submissions will incur a £500 charge.

Digital directional signage

Our digital directional signage presents information in the Manchester Central brand (white text on blue). If you would like to use our meeting room screens to display meeting information, please send your information to EventsIT@manchestercentral.co.uk two weeks prior to the event.

Installation exceptions

- The Flags **1b** can only be installed by Manchester Central
- The Main Clock Banners **2** can only be installed and removed by Knight Rigging Services

Health and Safety

Before installation work begins, contractors must produce a risk assessment and method statement. The assessment should identify any significant risks and describe what control measures will be in place. Please send a copy of the risk assessment to your event manager 28 days before the installation.

Installation work must comply with relevant regulations for all activities, e.g. working at height (WAH); provision and use of work equipment (PUWER) and use of hazardous substances (COSHH). Installation and re-installment should also be covered by public liability insurance.

It is the responsibility of the installation company to make sure that all items are suitably and correctly secured. They should also make sure that there is no risk to public, staff or visitors from falling or unsecured products.

Manchester Central cannot be held liable for any incidents that occur as a result of temporary signage installations.

For help and advice on risk assessments and public liability insurance, please contact our Health and Safety team, at hse@manchestercentral.co.uk

Motion video specifications

For all digital screens which support motion video (as detailed in this document) please follow the below specifications:

- Video encoded as MPEG-4 H.264/AVC (.mp4)
- Resolution: As listed for the individual screen
- Video asset frame rate: 25 or 30 fps
- Recommended video bitrate (constant): 10 Mbps max
- Video Profile: H.264 baseline profile – no audio track
- Progressive scan

Window graphics

- 50 mm beading between windows
- 50 mm on artwork
- Self-adhesive goes on the reverse. Graphics are always installed externally (the side they are to be viewed from)
- Venue decals and health and safety messages are on the internal side of windows
- When applying and removing graphics, please make sure that existing frosting and decals stay in place. If frosting or decals are damaged or removed, we will replace them, and pass costs on to the event organiser

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