

Service Level Agreement (SLA)

1. Parties

- This SLA is entered into by:
 - Client: Manchester Central Convention Complex Limited (MCCC)
 - Supplier: Astra Signs Ltd t/a Astra Group, provider of advertisement printing and branding services.

2. Purpose

To define the service levels, performance metrics, and responsibilities for the provision of high-quality advertisement printing and branding services to support events, exhibitions, and conferences at Manchester Central and its associated sites.

3. Scope of Services

The Supplier shall provide the following services:

- Design consultation and artwork preparation for MCCC clients.
- Astra will attend site meetings with customers to discuss branding opportunities on request.
- Astra will provide guidance to customers of the requirements for artwork preparation for production.
- Astra will offer design services for additional agreed costs, subject to the customer requirements.
- Astra will prepare "proofs" for customers to approve for every job, prior to production.
- Printing of banners, posters, signage, and promotional materials.
- Production and installation of branding elements (e.g., wall wraps, floor graphics, directional signage)
- On-site branding support during events.
- Astra will provide installation and removal of event branding at pre-agreed dates and times.
- For large scale events or special complex requests, the account manager, project manager, or both may attend site to oversee installations.

4. Service Availability

- Standard Operating Hours: Mon-Fri 08:00am to 17:00pm
- Supplier to provide escalation contacts for out of hours communication.
- Event Support Hours: As required, including weekends and evenings (with prior agreement).
- Emergency Support: Be on site within 2 hours of request to assess critical issues during live events, with a resolution timeline agreed upon based on the practicability of the specific requirements.

5. Performance Targets

Service Area	Target	Measurement Method
Quotation Turnaround	Within 2 business days of request	Time from request to quote delivery
Design Proof Delivery	Within 3 business days of receiving brief for customer supplied artwork only	Time from brief to first proof
Print Turnaround	Within 5 business days of proof approval – for larger events defined as the top quarter measured by	Time from approval to delivery

	annual revenue of the supplier – Will require more time	
Installation Completion	100% completed at least 2 hours before event start unless there is a reasonable mitigating factor	Site inspection report
Error Rate	<2% of total jobs per quarter unless there is a reasonable mitigating factor	Number of reprints or corrections
Client Satisfaction	≥90% satisfaction score	Post-event feedback surveys
Response Time (General Queries)	Within 1 business day	Email or ticketing system logs
Response Time (Urgent Issues)	Within 2 hours	Call or escalation logs

6. Quality Standards

- All materials must meet agreed specifications (e.g., resolution, dimensions, substrate quality)
- Branding must align with client brand guidelines
- Installation must be safe, secure, and visually aligned

7. Communication & Reporting

- Account Manager: Supplier to assign a dedicated contact
- Weekly Check-ins: During peak event periods
- Monthly Performance Reports: Including SLA compliance, feedback, and improvement actions

8. Issue Resolution & Escalation

- Level 1: Account Manager – Initial contact
- Level 2: Supplier Operations Manager – If unresolved within 24 hours
- Level 3: Joint Review Meeting – For recurring or critical issues

9. Review & Amendments

- SLA to be reviewed bi-annually
- Amendments require mutual agreement in writing

10. Penalties

- Penalties: Repeated SLA breaches may result in a review of the contract

Signed for and on behalf of

**MANCHESTER CENTRAL
CONVENTION COMPLEX
LIMITED**

by Alex Robinson

Signed by:

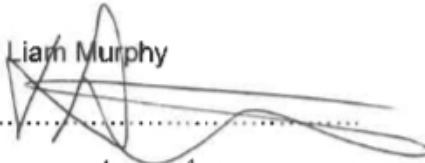

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3/11/2025

Signed for and on behalf of

Astra Signs Ltd

by Liam Murphy


23/10/25

