



BRANDING & MEDIA PACK 2024

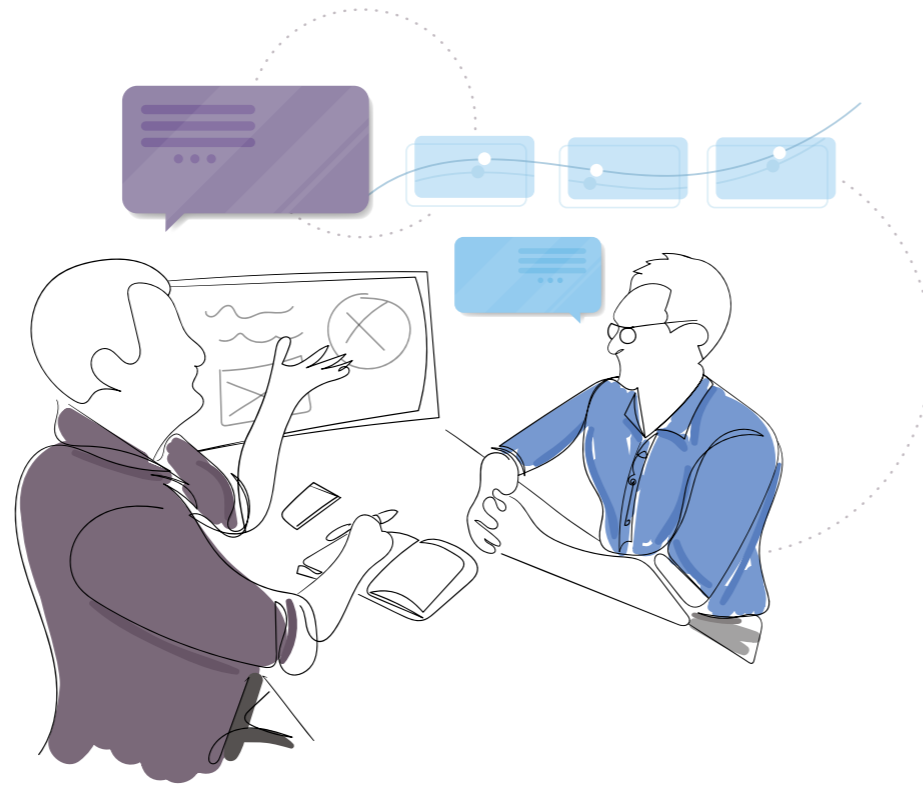
CLICK TO BROWSE



Your Media Consultation

Creative Planning

The early stages of your consultation stem from creative and practical conversations with your personal media sales and operations managers. From this, our role is to bring the experience to life.



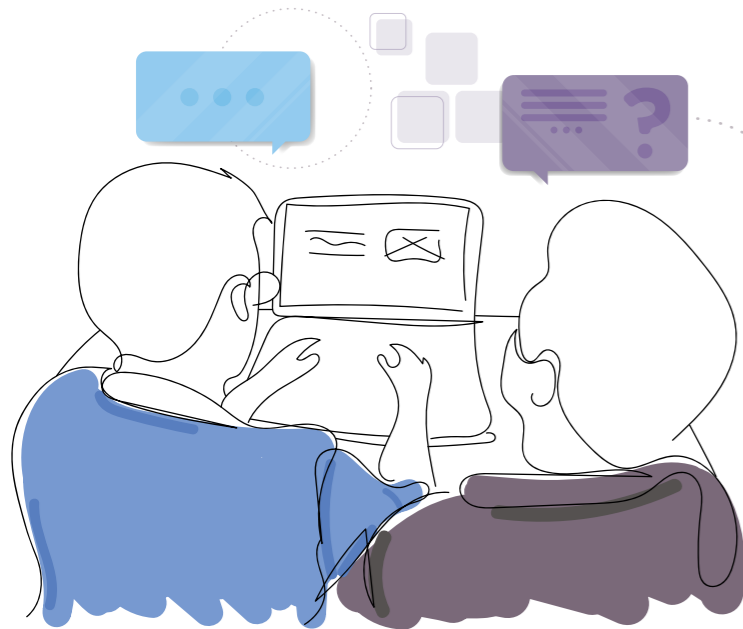
Production

Four weeks prior to your event's live date, our team of on site producers and industry leading build partners begin to execute the production element of the event.



Experience Building

Plans and proposals are drafted, and on complex events are accompanied by visual renders so that your experience is truly understood prior to production.



Revenue Generation

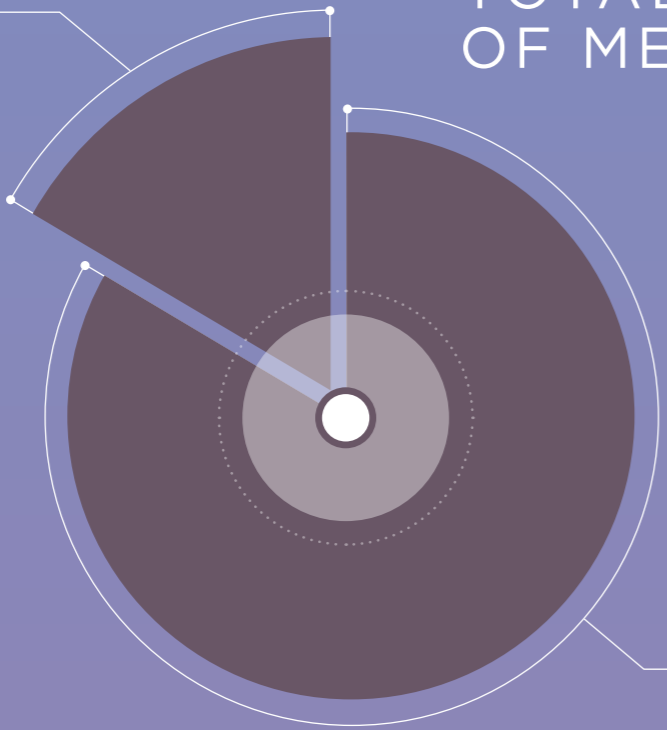
For clients that rely on generating revenue from sponsor or partner activations or branding, informing your media manager early on in the planning stage will ensure you receive the best options for resale.





1038
TOTAL NUMBER
OF MEDIA SITES

84
digital sites
(permanent)



965
printed sites

48m² LARGEST
DIGITAL SCREEN

604m² LARGEST
PRINTED SITE



5042
SITES DELIVERED IN
2022



All of our sites can be
SUSTAINABLE





Venue Areas

Click to browse our venue spaces and explore the media opportunities available.



Custom House Entrance



Boulevard



Platinum Suite



Prince Regent Entrance



ICC, Capital Hall & Auditorium



Capital Suite



Washrooms



Freestanding



Creative Concepts



Artwork Specs

[CLICK HERE TO SEE OUR ARTWORK GUIDELINES AND TERMS & CONDITIONS](#)

Some of our clients



FOR ENQUIRIES PLEASE EMAIL [MEDIA@EXCEL.LONDON](mailto:media@excel.london)



ELIZABETH LINE



CUSTOM HOUSE DLR STATION

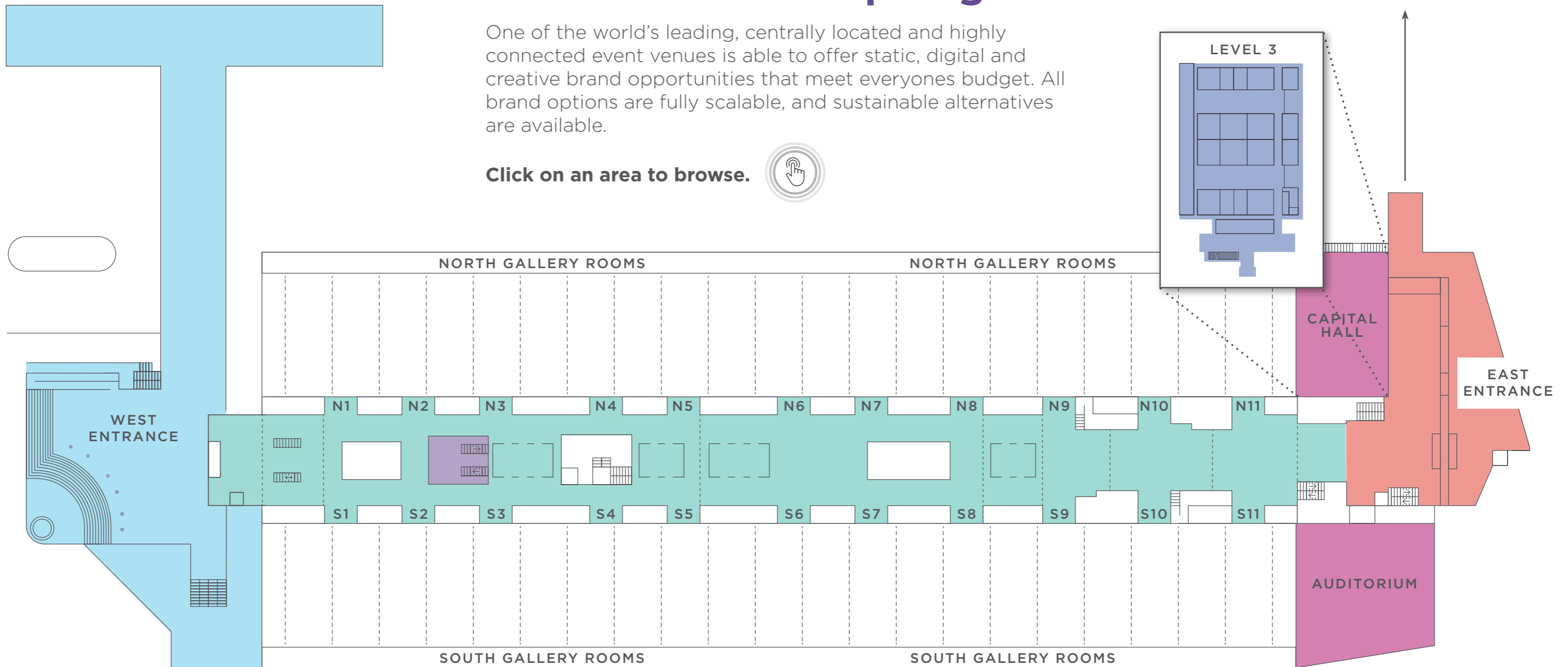
ExCeL London Your brand in the spotlight

One of the world's leading, centrally located and highly connected event venues is able to offer static, digital and creative brand opportunities that meet everyone's budget. All brand options are fully scalable, and sustainable alternatives are available.

Click on an area to browse.



PRINCE REGENT DLR STATION



CUSTOM HOUSE ENTRANCE

BOULEVARD

PLATINUM SUITE

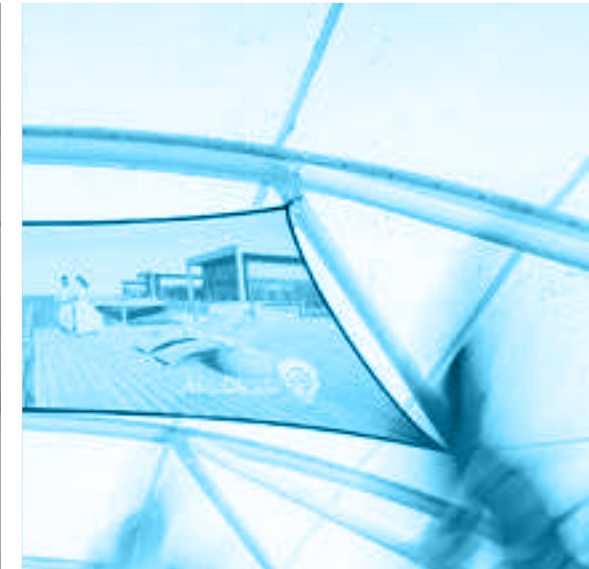
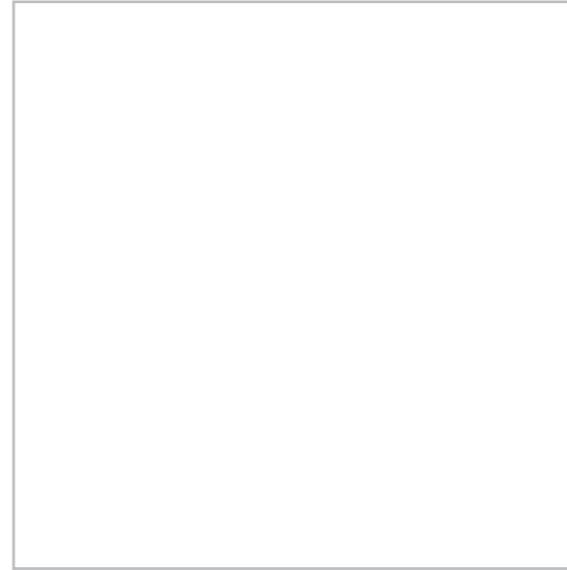
ICC, CAPITAL HALL & AUDITORIUM

PRINCE REGENT

CAPITAL SUITE



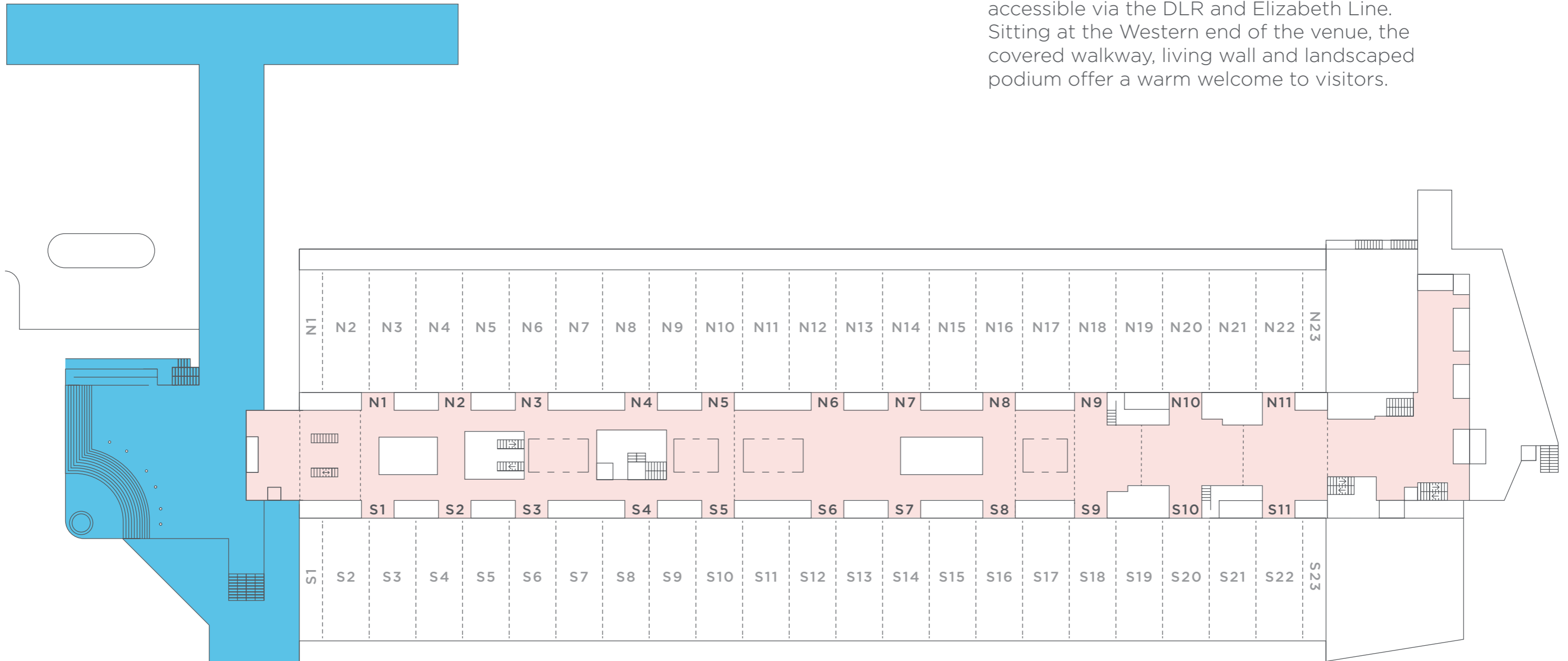
Custom House Entrance





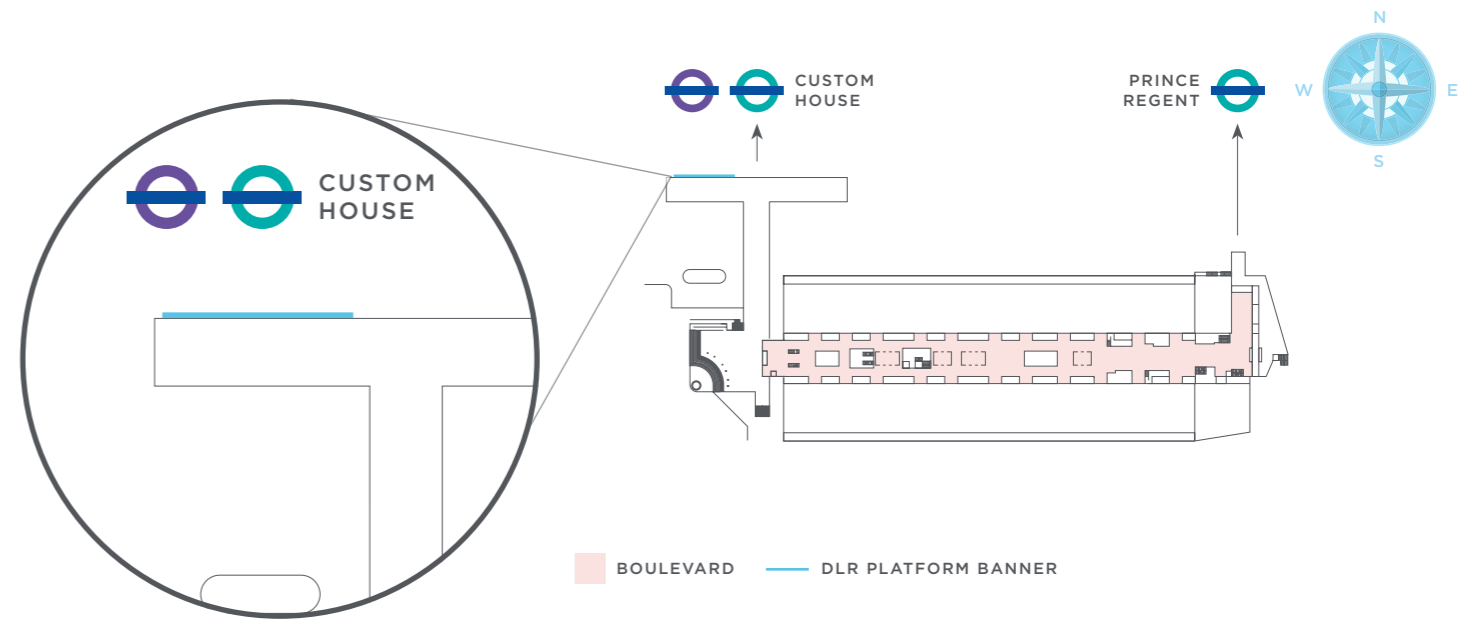
Custom House Entrance

As the primary entrance, Custom House is accessible via the DLR and Elizabeth Line. Sitting at the Western end of the venue, the covered walkway, living wall and landscaped podium offer a warm welcome to visitors.



DLR platform banner

Be seen the instant delegates exit the DLR and Elizabeth Line stations with this statement banner.



Configuration

Single-sided	
Dimensions (W x H)	17000mm x 1400mm
Pack of five	

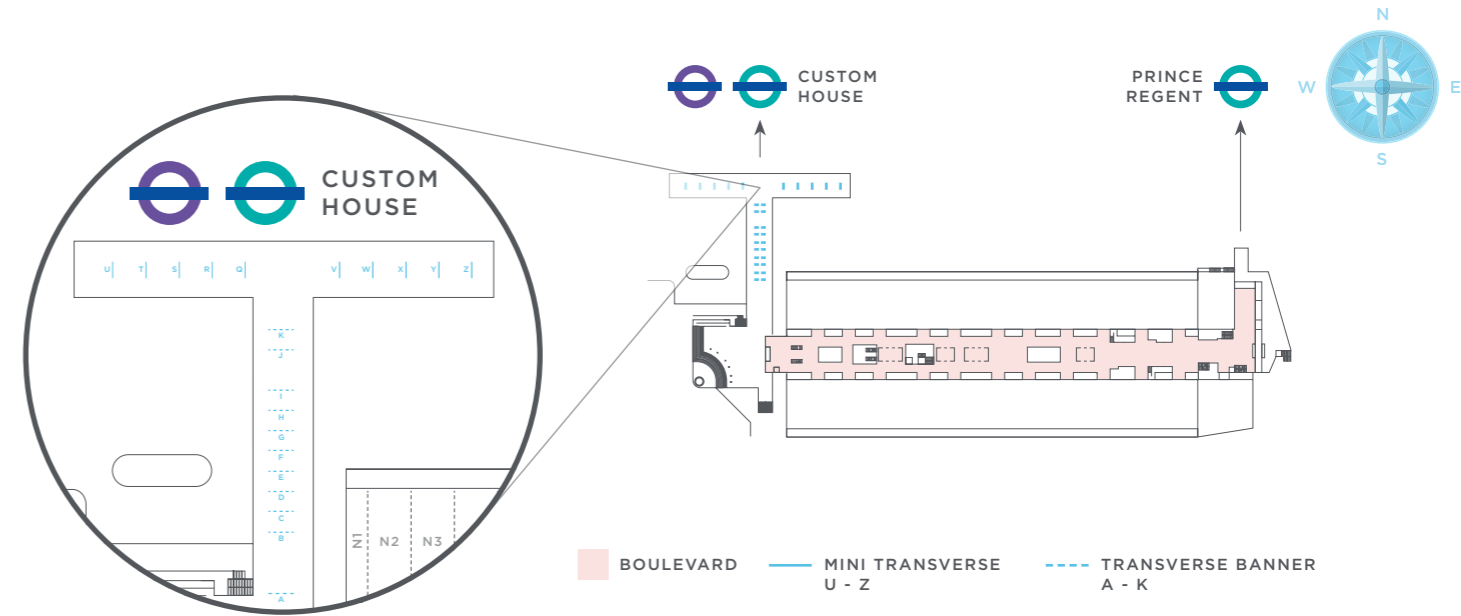
TOP TIP

This banner is perforated to ensure it looks its best in all weathers, make sure you use a bold text and bright colours.



Transverse banners

Stepping out from the DLR station at Custom House, these aerial banners are your first point of engagement. This is where your brand experience begins.



Configuration - Mini transverse banners

Double-sided - 10 total

Dimensions (W x H) 2360mm x 795mm

Pack of five

Configuration - Transverse banners

Double sided - 11 total

Dimensions (W x H) 5,250mm x 1,706mm

Minimum order quantity

11 available

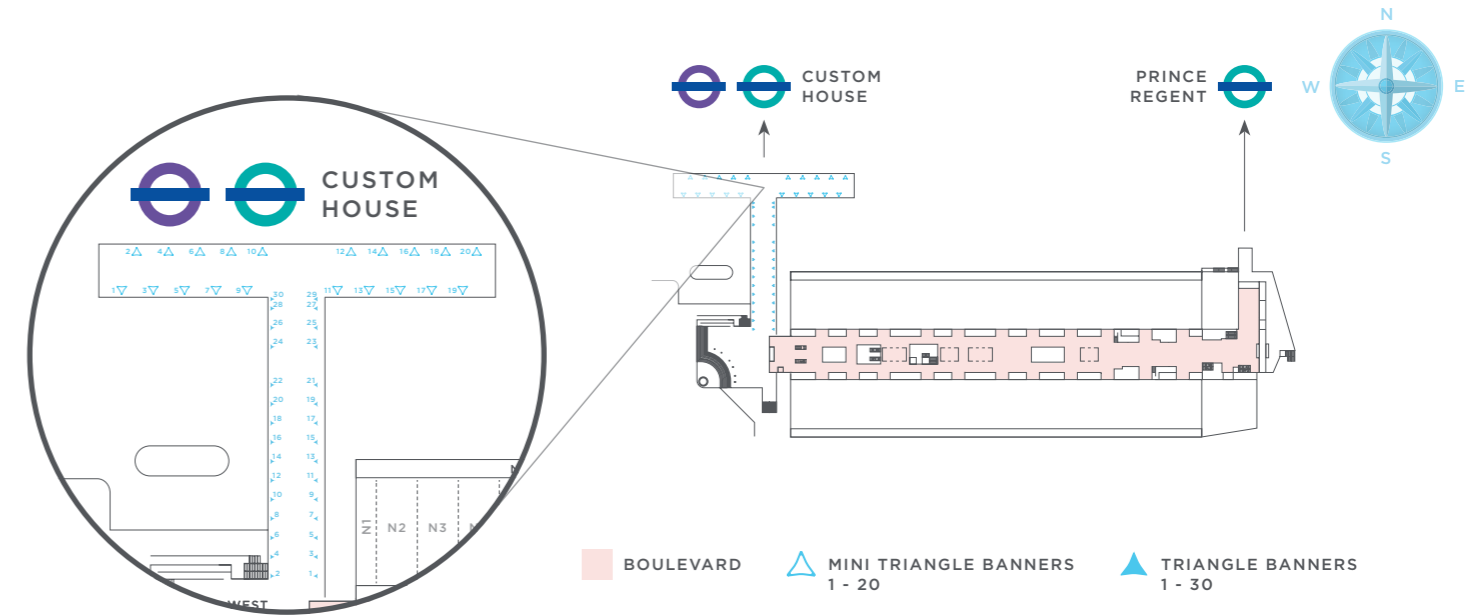
TOP TIP

Be creative. Use the consecutive order of the banners to tell a story.



Triangle banners

Running either side of the Custom House Walkway from the grand covered structure, these individual banners offer snapshots for brand and exhibitor messaging. Perfect for show sponsors.



Configuration - Mini triangle banners

Double-side - 20 total

Dimensions (W x H) 2,500mm x 1,650mm

Pack of 10

Configuration - Triangle banners

Double-sided - 30 total

Dimensions (W x H) 3,550mm x 2,750mm

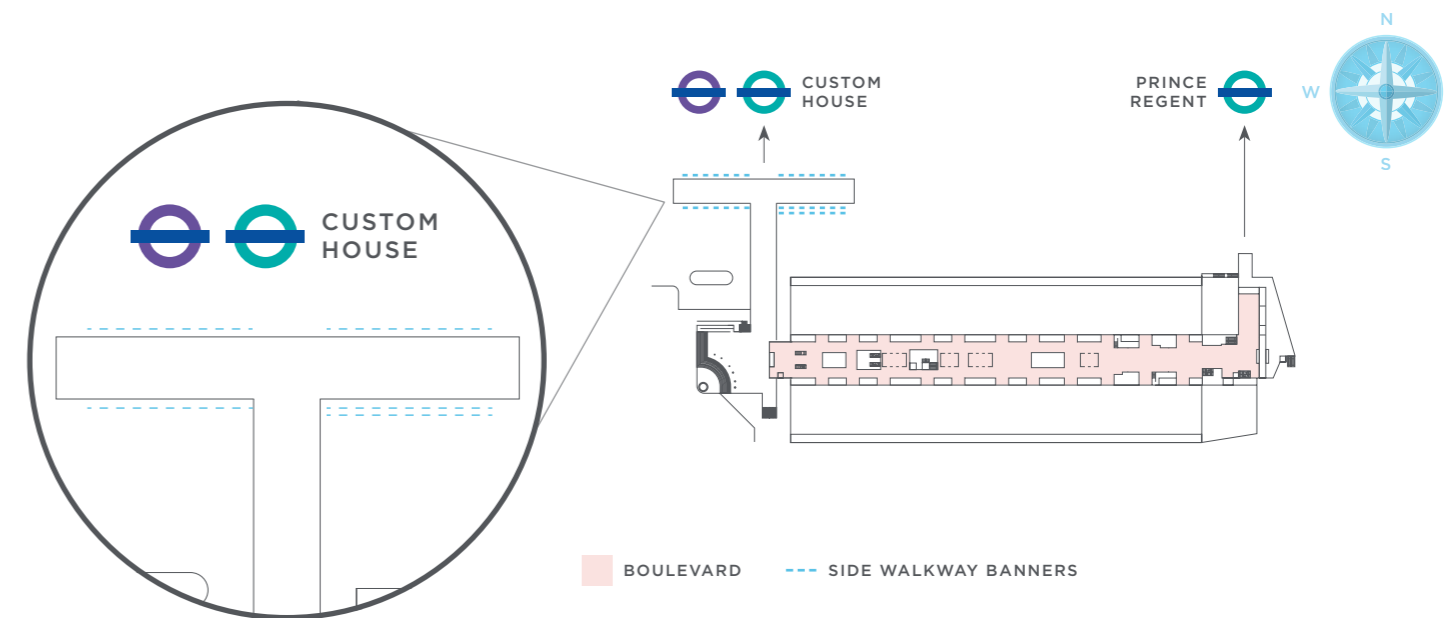
8 available when transverse banners are in place.

TOP TIP

Striking patterns, designs and photography work well to bring vibrancy to the space.

Side walkway banners

Large linear formats are a great way to demand attention whilst allowing for an ongoing narrative. These can be found flanking the central Custom House entrance / exit at the West of the venue.



Configuration

Single sided. Pack of 5.

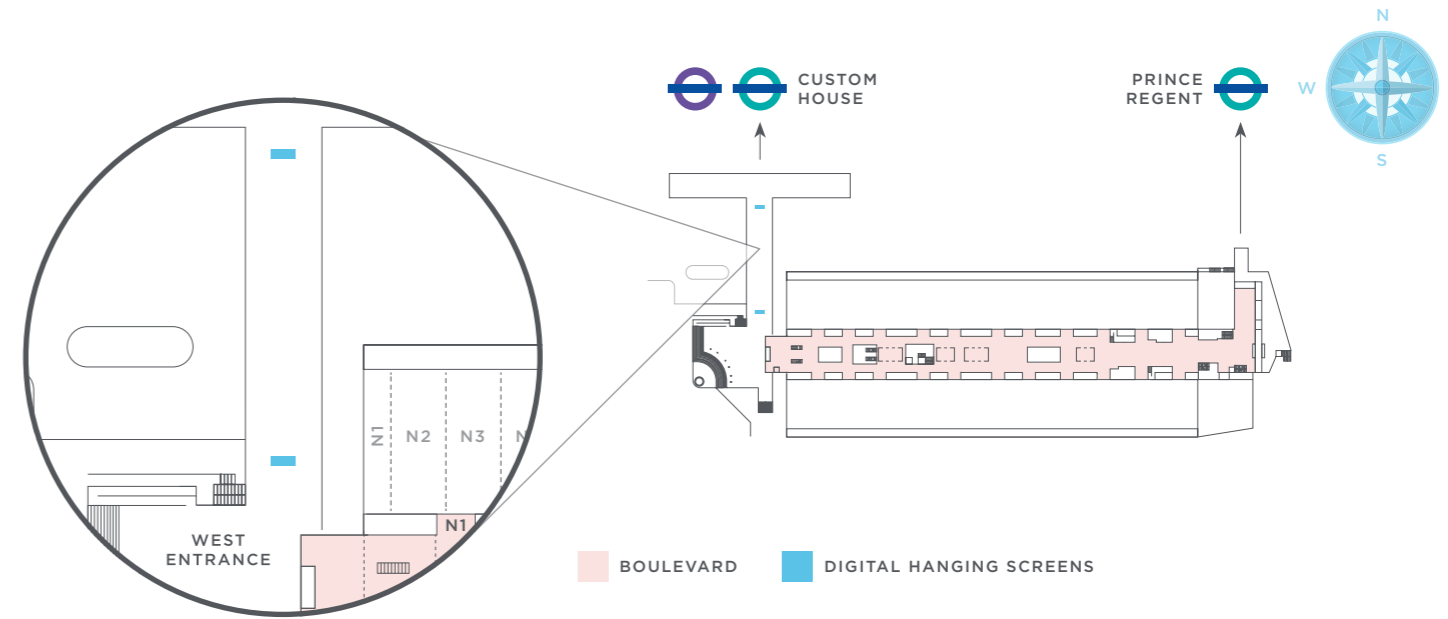
Dimensions (W x H) - Banner 1	35,500mm x 600mm
Dimensions (W x H) - Banner 2	36,000mm x 600mm
Dimensions (W x H) - Banner 3	43,200mm x 600mm
Dimensions (W x H) - Banner 4	49,000mm x 600mm
Dimensions (W x H) - Banner 5	49,000mm x 600mm
Pack of 5 banners	
Can be purchased individually	

TOP TIP

This linear format benefits most from a graphic that continues from one end to the other.

Custom House hanging screens

Two large digital screens offer the first dynamic welcome to visitors alighting from the Custom House station. The double sided design means you can bid your visitors farewell.



Configuration

Double sided - with venue wayfinding

Dimensions (W x H)	4 metres x 1.5 metres
Resolution (W x H)	1,024 x 384 px
Content ratio	8:3
One 10 second slot (partial screen)	
Exclusivity available upon request	

Screen layout

Arrival (front)



Departure (back)

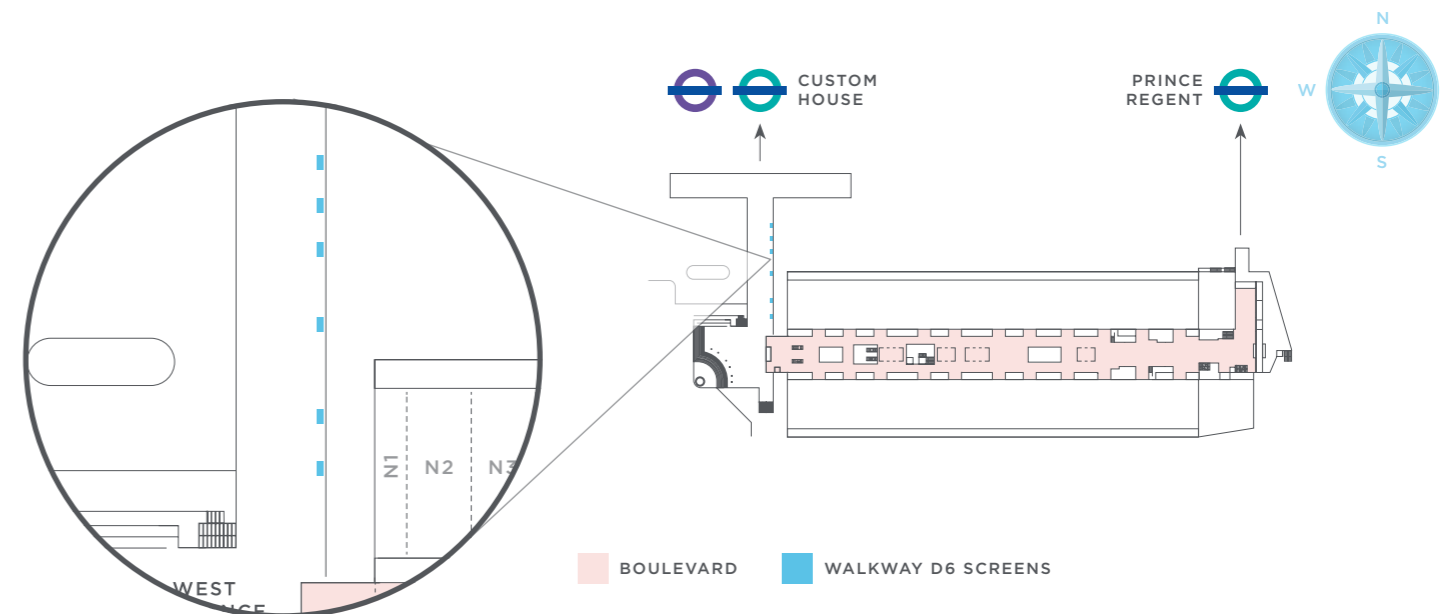


*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming

Custom House D6 screens

Our 40m living wall is punctuated with 6 digital screens, fantastic for call to action campaigns or promoting individual exhibitor stands prior to entering the venue.



Configuration

Single sided - package of 6

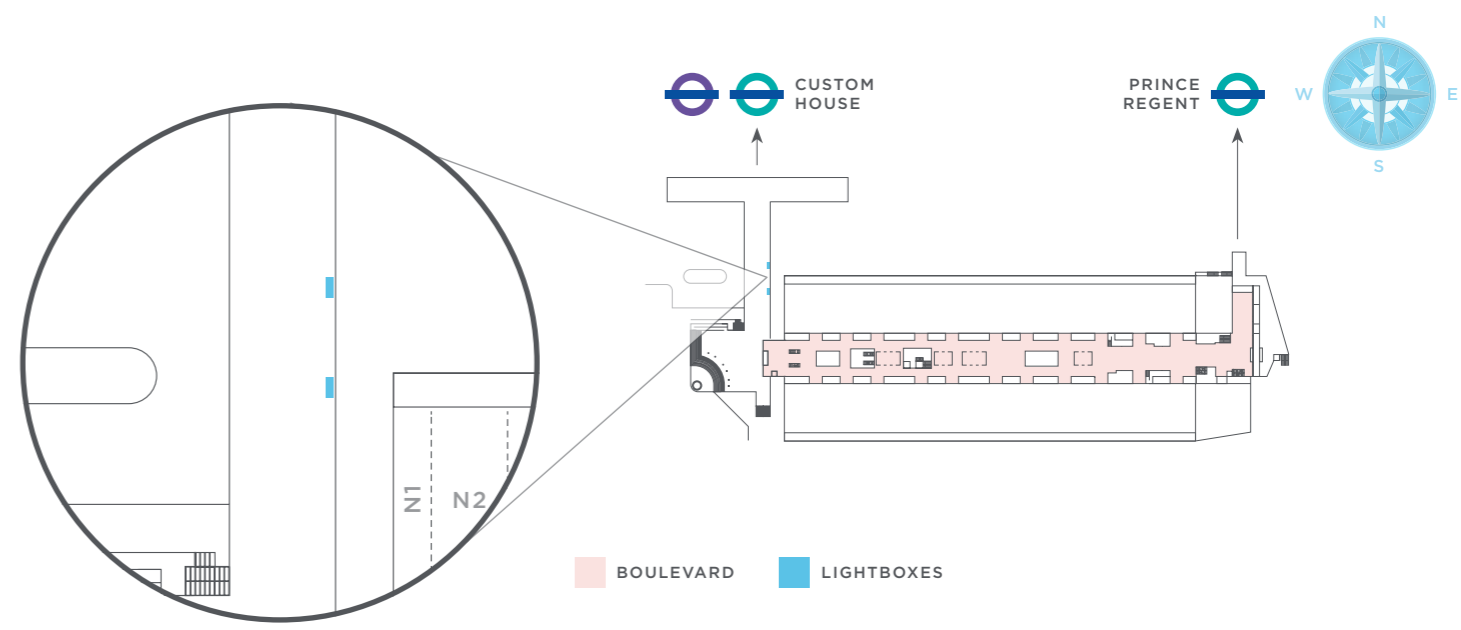
Dimensions (W x H)	0.935 metres x 1.66 metres
Resolution (W x H)	2,160 x 3,840px
Content ratio	9:16
One 10 second slot	
Exclusivity available upon request	

TOP TIP
Why not promote your sustainability messaging, criteria or aims with these living wall D6s.

- HD
- Looped
- Streaming

Custom House Lightboxes

Two lightboxes along the Custom House walkway offer a uniquely creative opportunity. With back-lighting included, your branding will always shine bright.



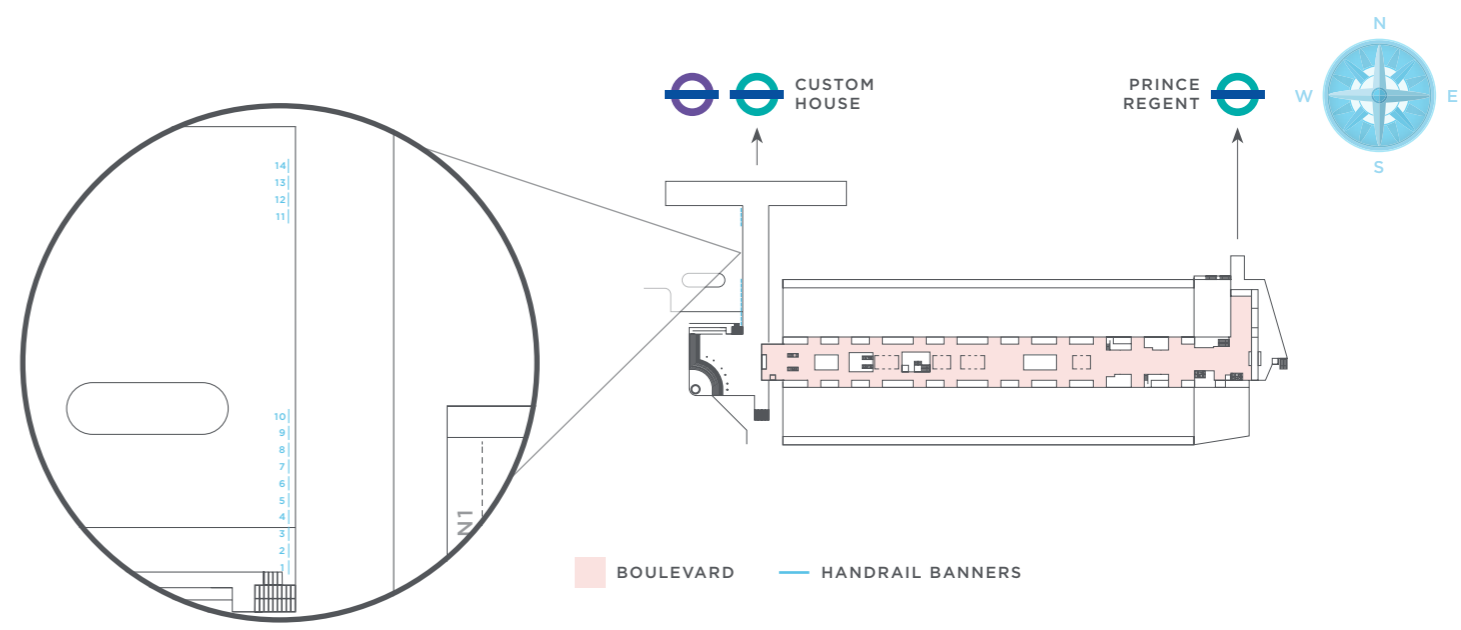
Configuration

Single sided - 2 total	
Dimensions (W x H)	3980mm x 1,570mm
2 available	

TOP TIP
 Try inverting the colours of your creative and let the back-lighting shine through.

Handrail banners

Use the handrail banners of the overhead canopy structure to completely encompass the space. Being within the eyeline gives the opportunity to 'speak' directly with your target audience.



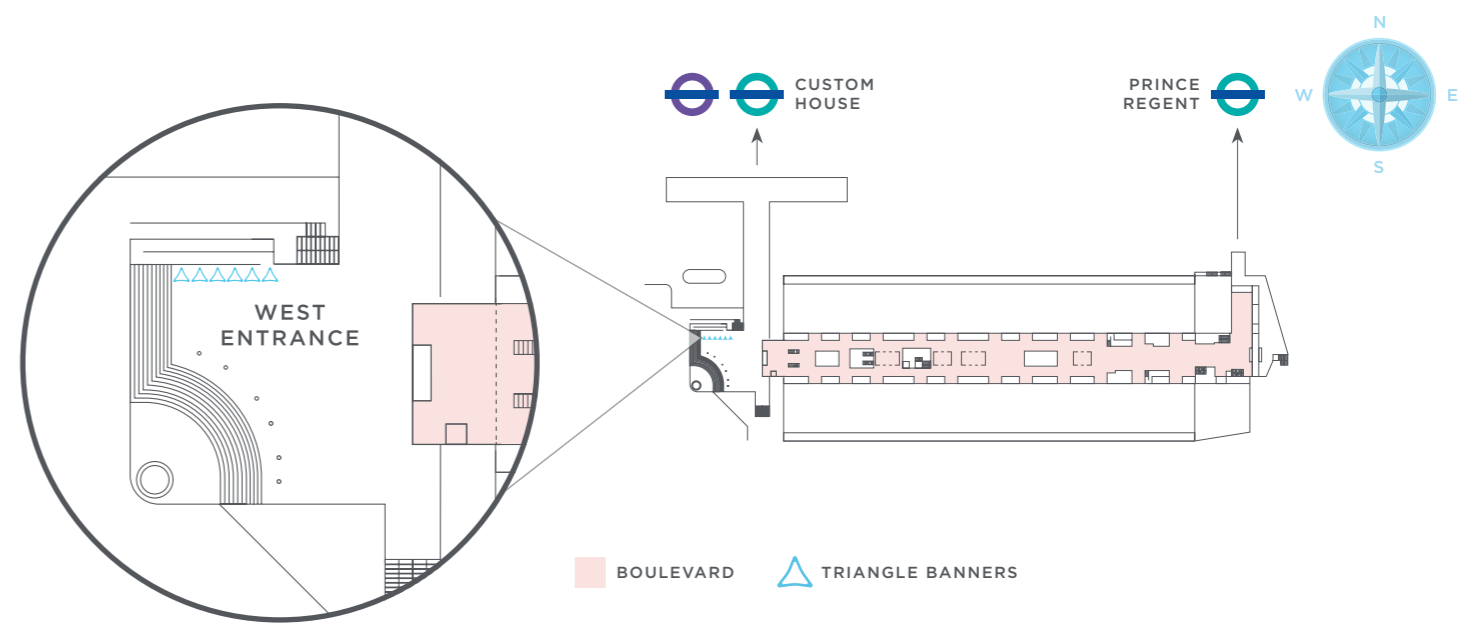
Configuration

Double sided - 14 total	
Dimensions (W x H)	3,700mm x 1,100mm
Package of all 14	

TOP TIP
 These are 14 opportunities to make a splash, use them to their advantage; tell a story, showcase partners or highlight products or services.

West podium Triangle banners

The west podium offers a perfect space for networking, rest and recharging outside of the venue throughout the day. Remain front of mind with these striking banners.



Configuration

Single-sided

Dimensions (W x H)	3,200mm x 2,230mm
6 available	

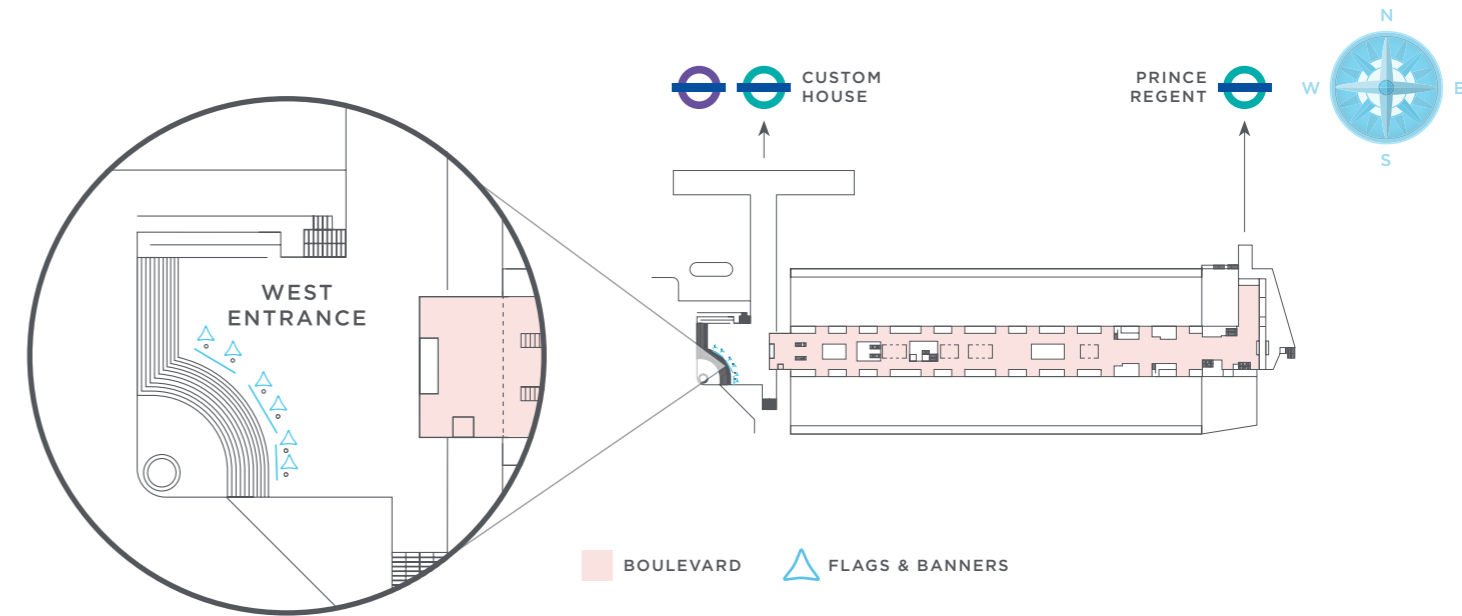
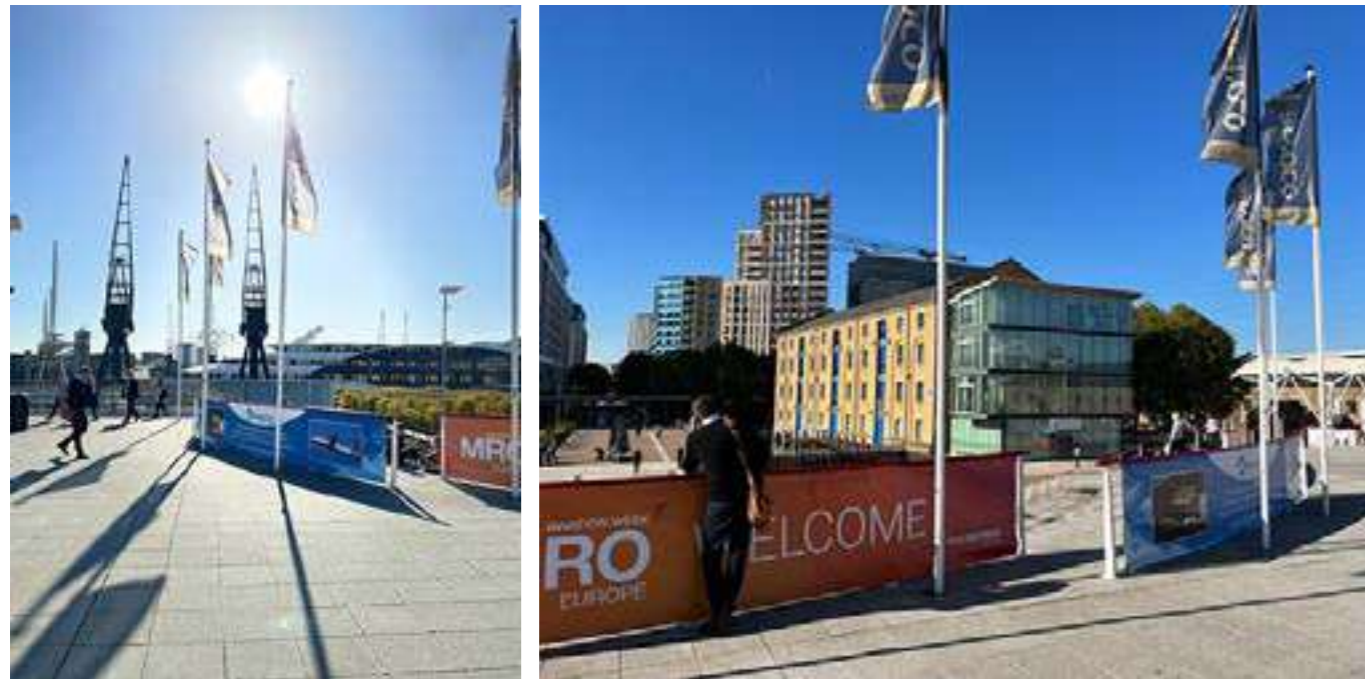
TOP TIP

The neutral background of the west podium helps exaggerate bold and vibrant branding.



Flags & banners

Signal your presence by flying your distinct brand colours high above the West Podium. Take your notoriety to the next level by including the banners at the foot of the flag poles for extra effect.



Configuration - Flags

Single-sided flags - 6 total

Dimensions (W x H)	1,000mm x 2,450mm
6 available	

Configuration - Under-flag banners

Double-sided - 3 total

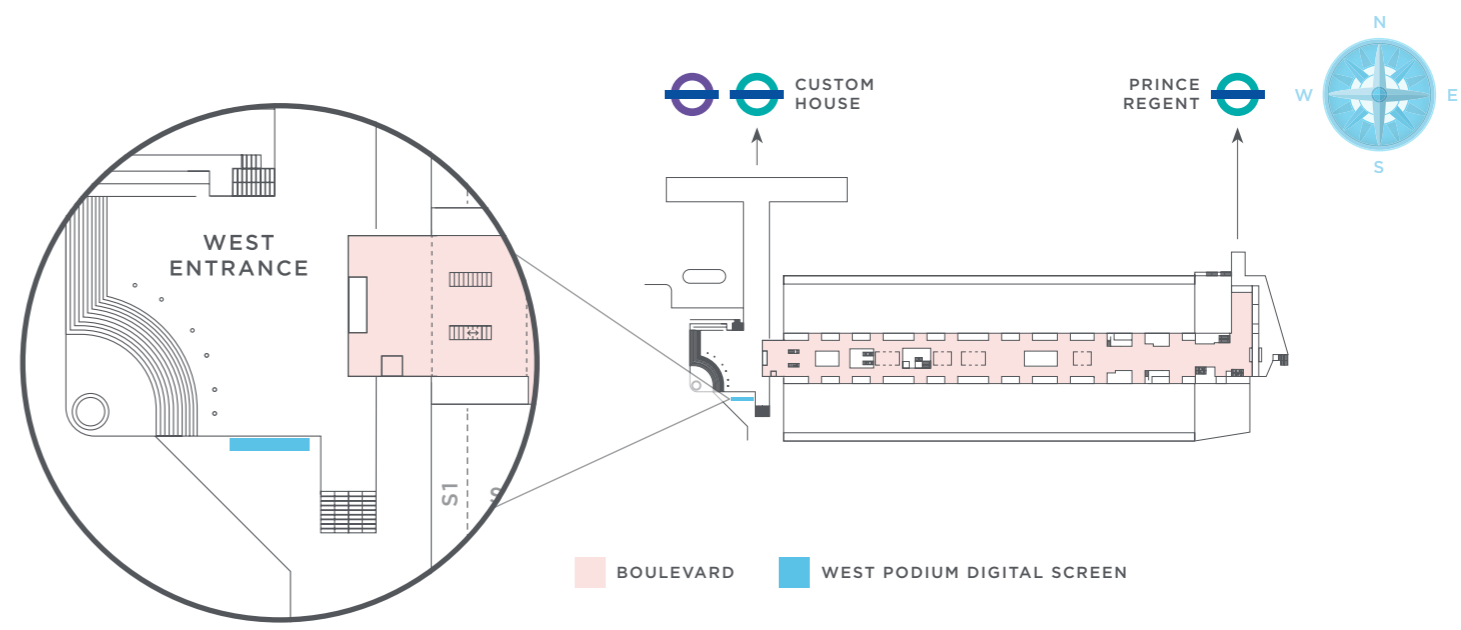
Dimensions (W x H) Central banners	6,840mm x 1,070mm
Dimensions (W x H) Side banners	5,130mm x 1,070mm
Pack of 3	

TOP TIP

Colour is key. Pastel colours won't cut it. Clear typography and bold tones are best.

West podium digital screen

Capture the attention of anyone walking to or from the venue entrance or congregating during breaks with this large digital screen.



Configuration

Single-sided

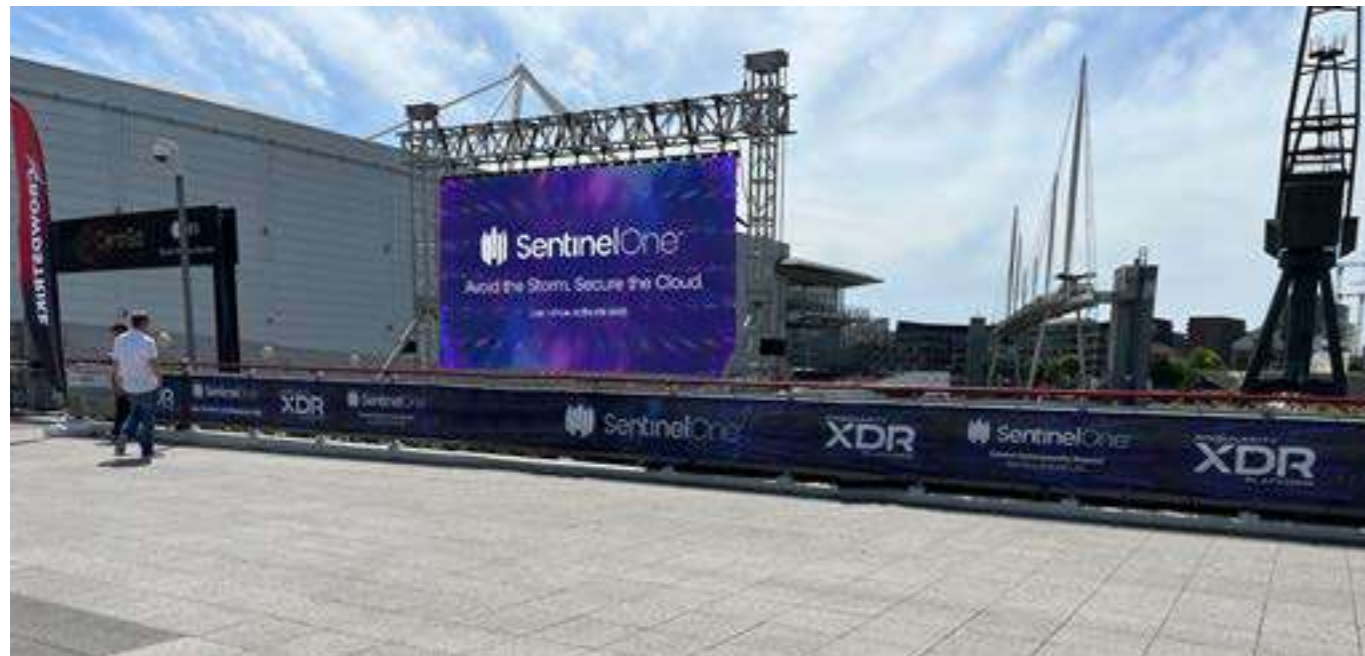
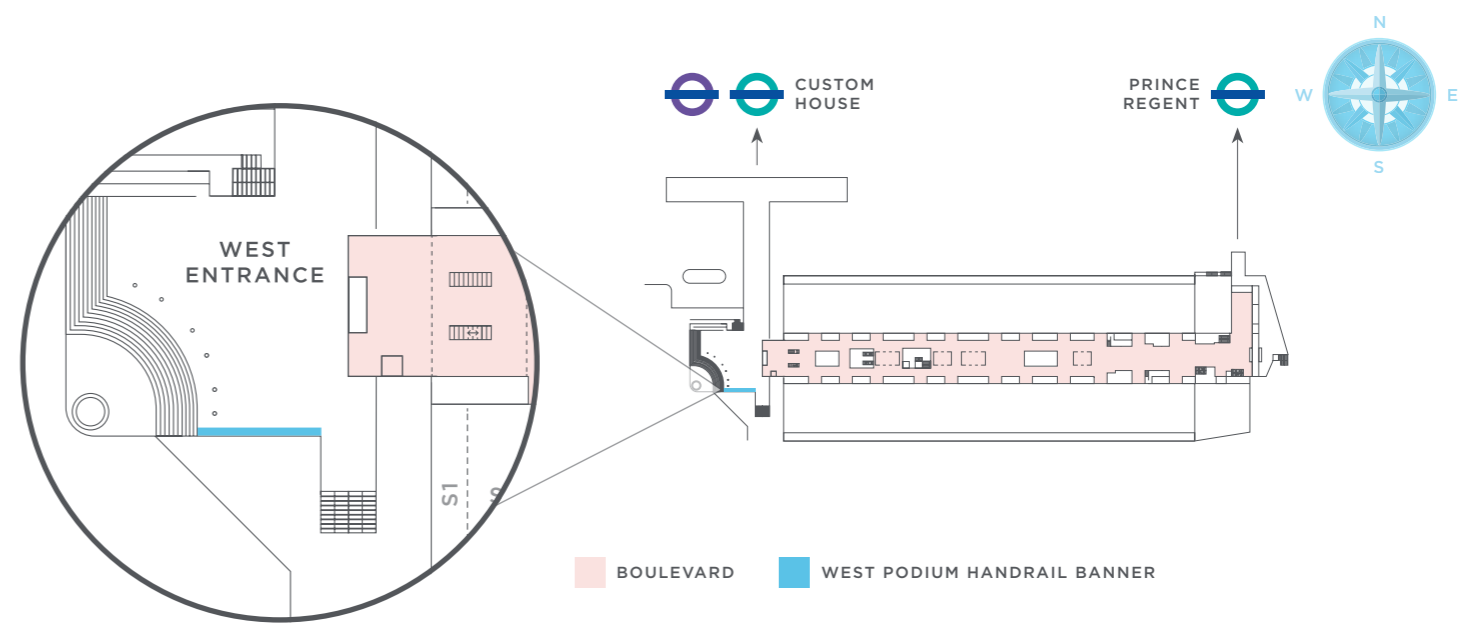
Dimensions (W x H)	5.5 metres x 3 metres
Resolution (W x H)	1,920 x 1,080px
Exclusive use	
Sound available at extra cost.	

TOP TIP
Say it louder with our only outdoor screen with audio capability. Use your existing TV or Online video content to great effect!

- Audio
- LED
- HD
- Streaming
- Interactive

West podium handrail banner

The West Podium is a great place to rest, relax and re-engage with colleagues from across the industry. Surrounding them with your brand means that even outside the venue, you will always be front of mind.



Configuration

Single-sided

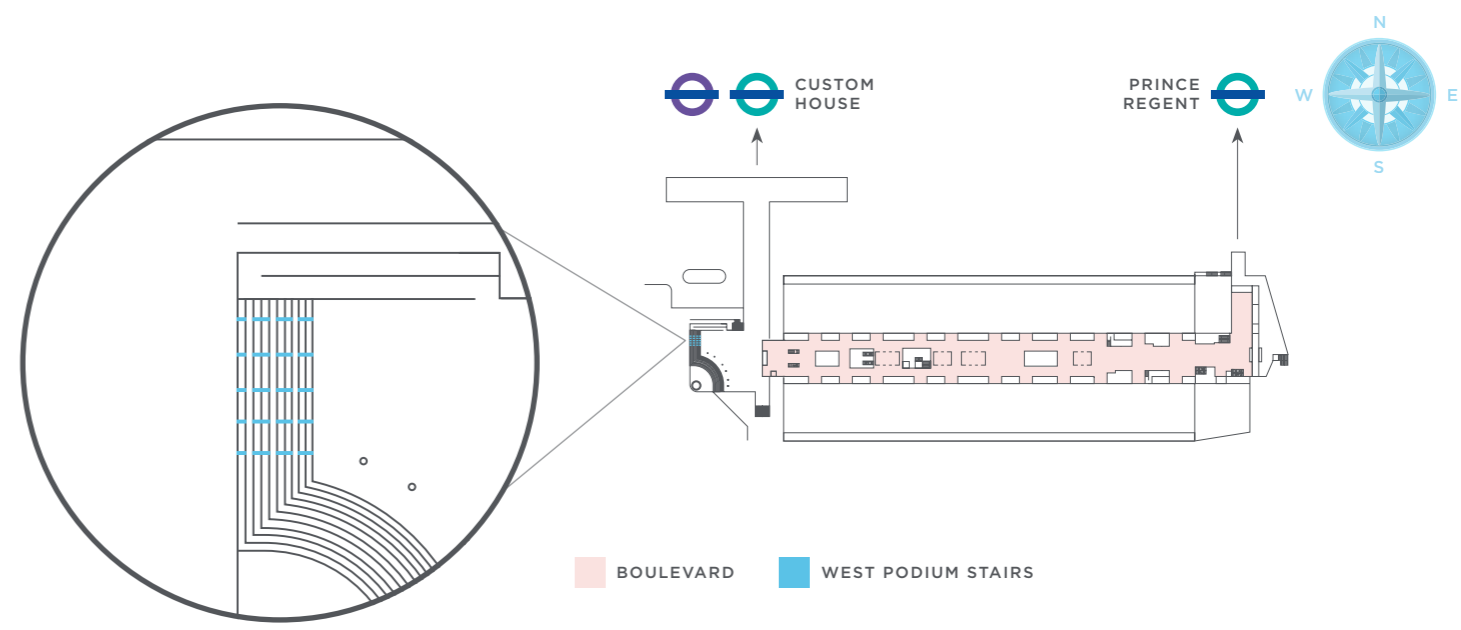
Dimensions (W x H)	20000mm x 700mm
1 available	

TOP TIP

Encompass the expansive west podium with your branding to take the inside, outside!

West podium stair banners

A key walkway between the venue and our wider campus partners, these banners are designed to catch the eye of residents, pedestrians and those staying in the hotels at the West.



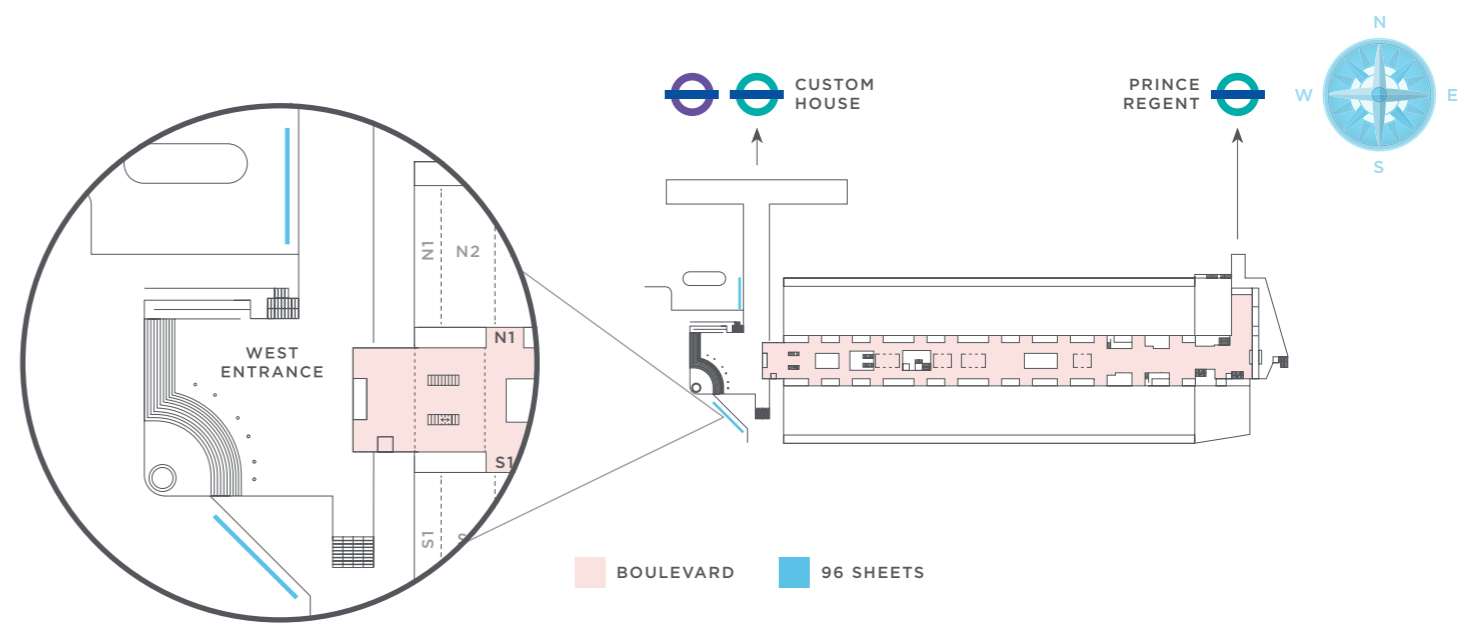
Configuration

Double-sided - 20 total	
Dimensions (W x H) Large banners x 15	2,970mm x 2,040mm
Dimensions (W x H) Small banners x 5	920mm x 2,040mm
Pack of 20	

TOP TIP
 Just own the space. This is the main entrance for those staying at the hotels in the West. Remind them why they're here.

West external 96-sheet

Familiar in form and function, these classic billboards are situated to target those traveling to the venue by bus, taxi, car or on foot.



Configuration

Single-sided

Dimensions (Total W x Total H) 12,242mm x 3,185mm

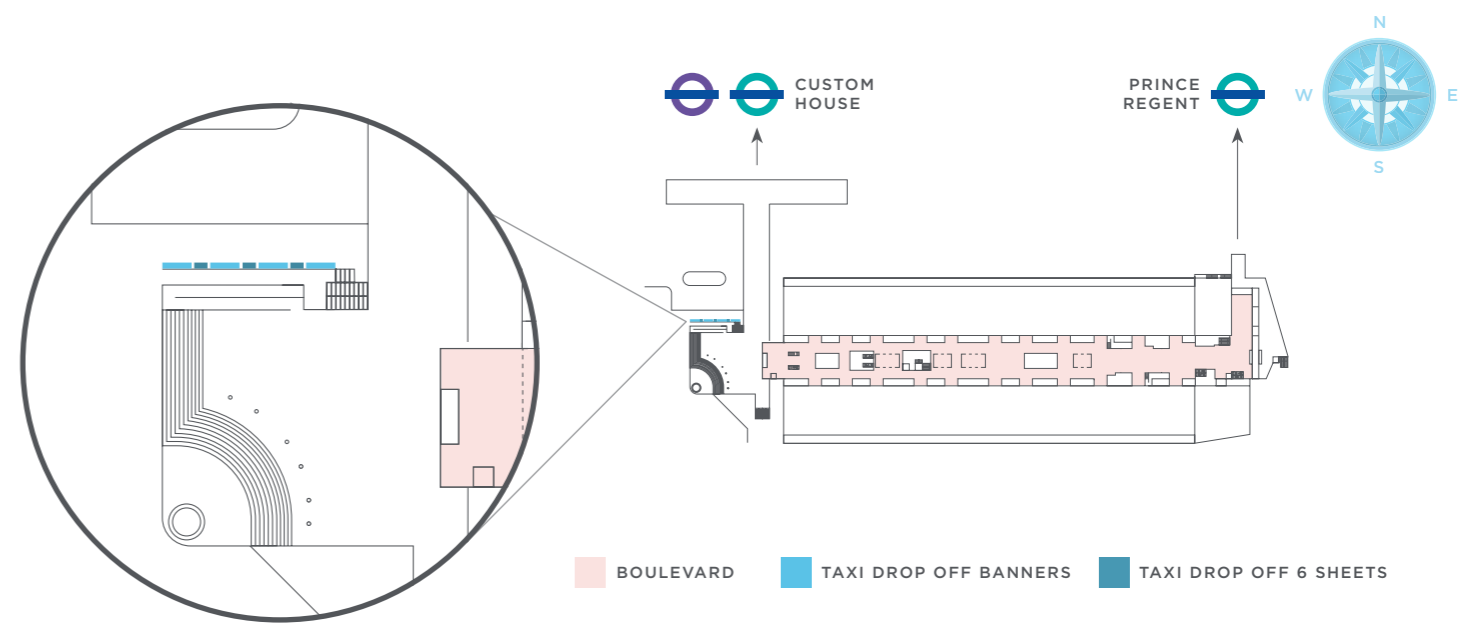
2 available

TOP TIP

Ever wanted to make your billboard ads 3D? Now you can!

Taxi drop off 6 sheet & banners

Next to a busy taxi rank, let your brand be the first and last identity seen during your event.



Configuration - 6 sheets

Single-sided

Dimensions (Total W x Total H) 1,200mm x 1,810mm

4 available

Configuration - Banners

Single-sided

Dimensions (Total W x Total H) 2,700mm x 2,500mm

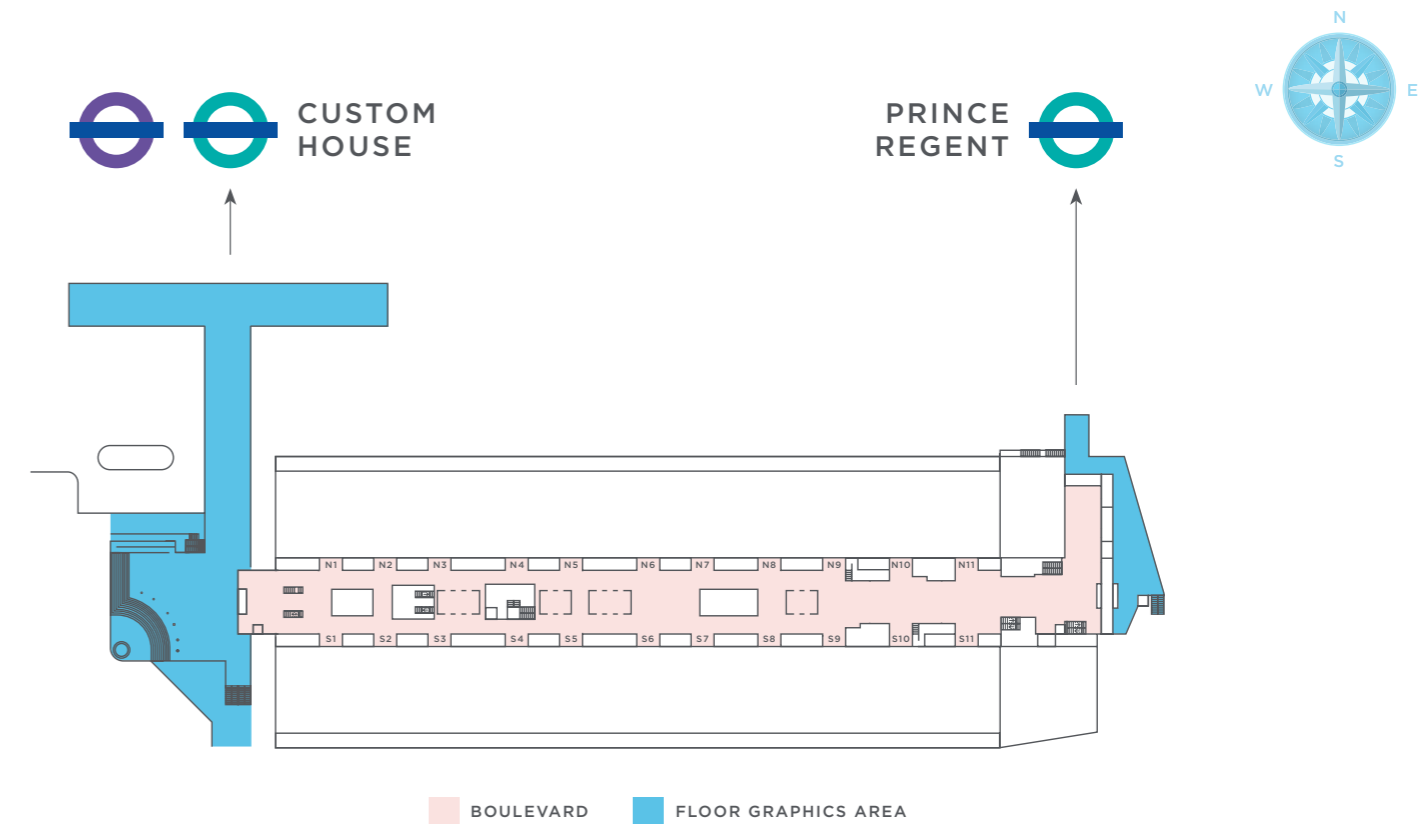
4 available

TOP TIP

Go to town on your messaging. Give people something to read while they wait for the next cab!

External floor graphics

Put your best foot forward with these highly flexible floor vinyls. The use of non slip material means that no matter how creative you get, its functionality is never compromised.



Configuration

Standard one meter square floor vinyl.
Bespoke sizing per metre available.

Dimensions (W x H) 1,000mm x 1000mm

Single-sided

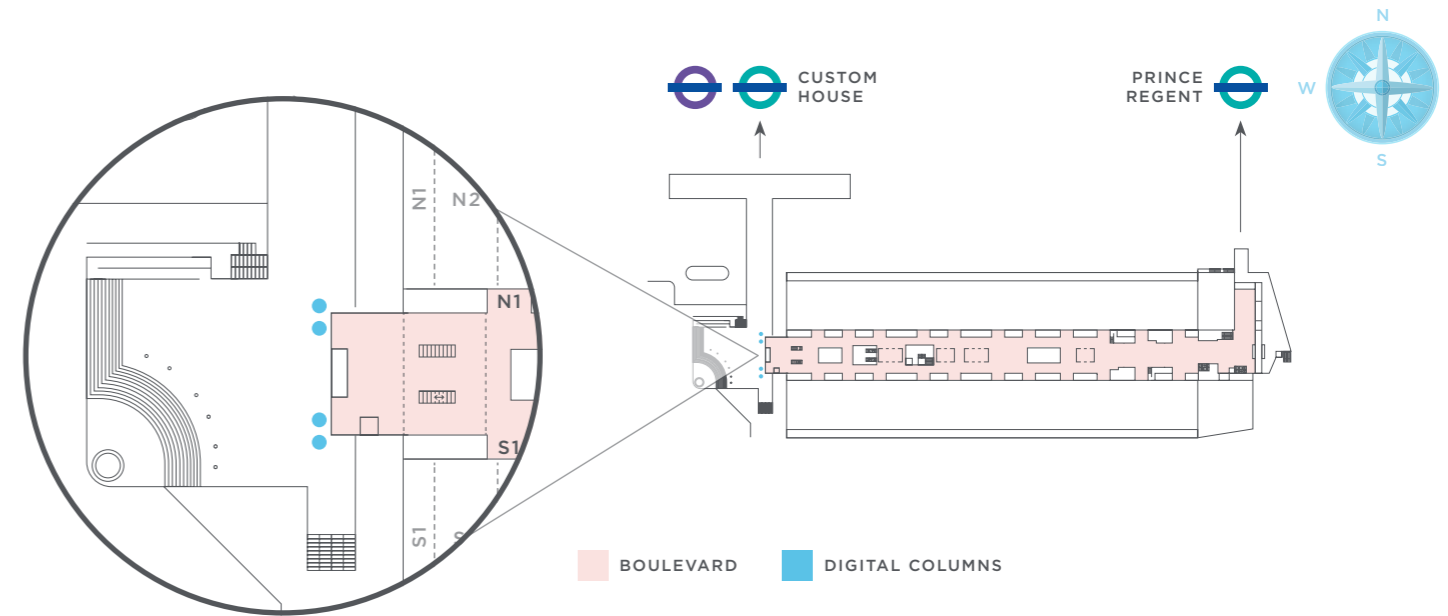
Cutting vinyl to shape is subject to additional pricing.

TOP TIP

Think about visitor navigation. Signpost the route with creative directionals or offer a tram-line route to follow.

Digital columns

High impact digital columns brings full creative license to the entrance and compliments the existing digital archway.



Configuration

Full screen - 4 sided

Dimensions (W x H)	1 metres x 2 metres
Resolution (W x H)	256px x 512px
Content ratio	9:16
Exclusive hire	

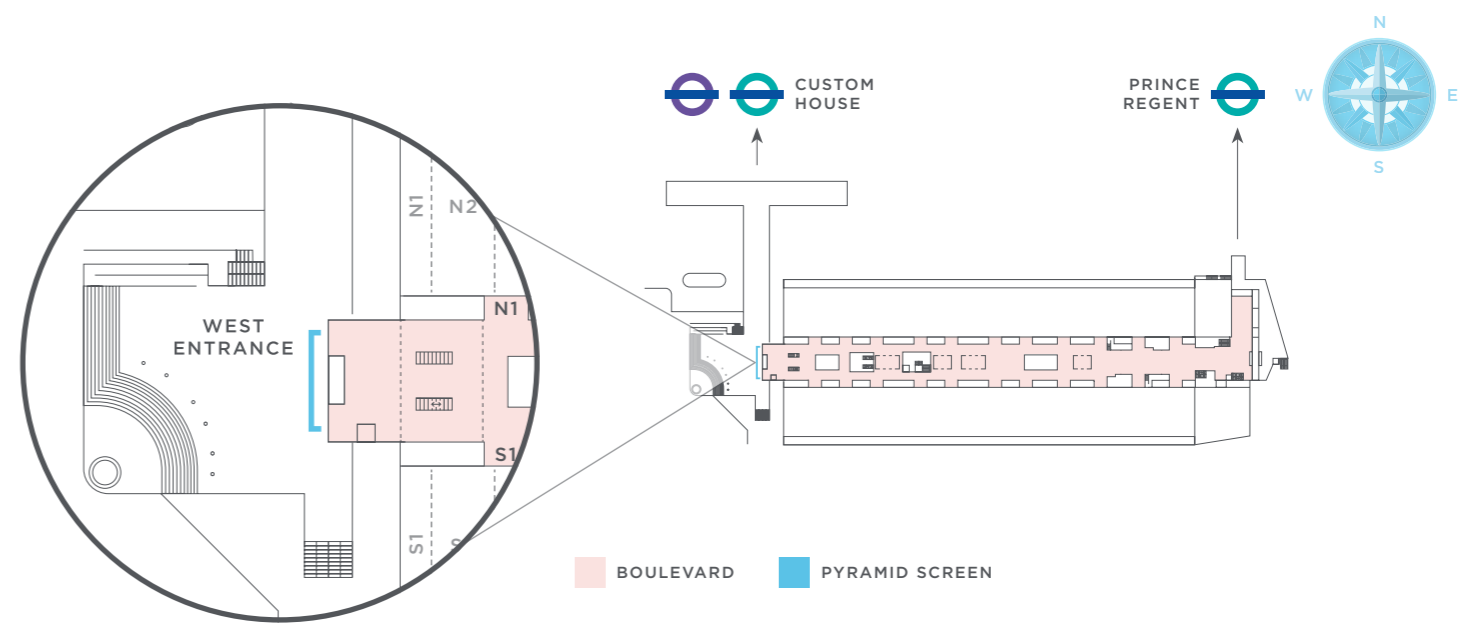
TOP TIP

Contrast or compliment, either option will ensure your brand stands out.

- LED
- Looped
- Streaming

Pyramid screen

A seamless digital screen surrounds the Pyramid west entrance creating a unique digital arrival experience for visitors.



Configuration

Full screen

Dimensions (Total W x Total H)	11 metres x 4 metres
Resolution (Total W x Total H)	See spec for configuration
Content ratio	27:9
One 10 second slot	
Exclusivity available upon request	

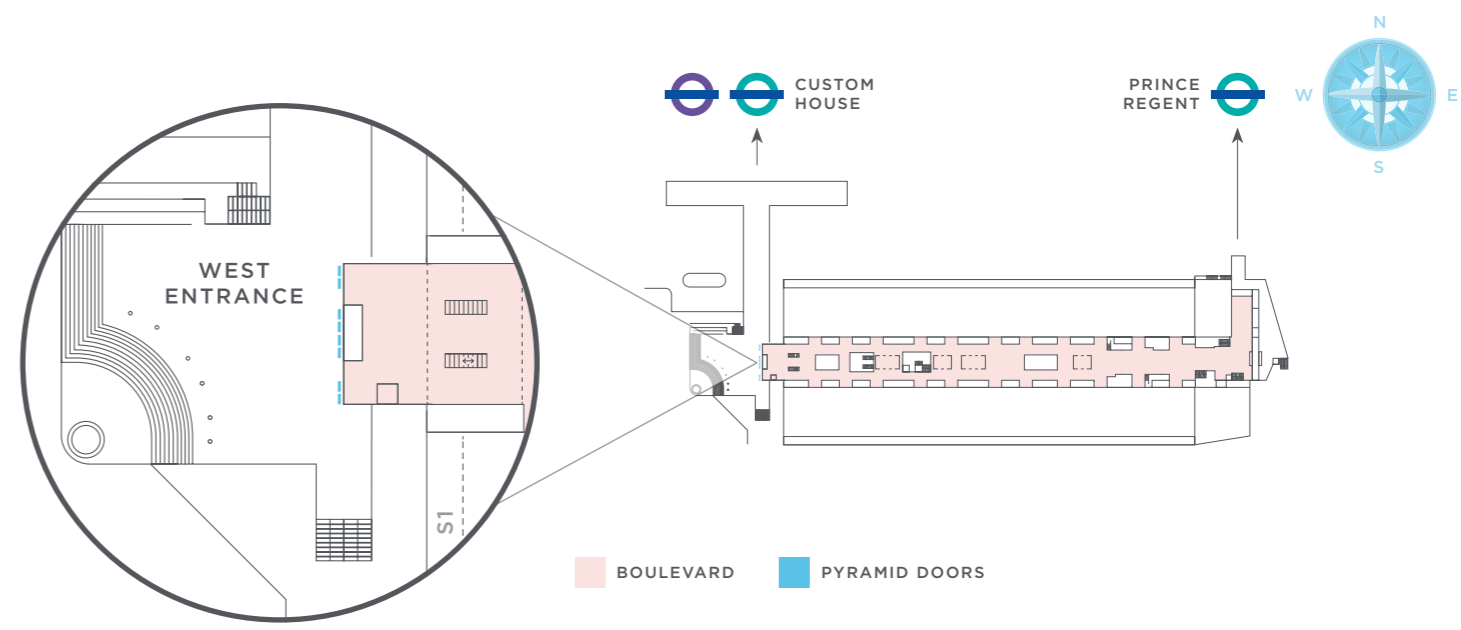


TOP TIP
 This iconic screen deserves iconic creatives. Movement and forced perspective offer an unparalleled wow factor.

- LED
- 4k
- Looped
- Streaming

Pyramid doors

Twenty opportunities for you and your exhibitors, keynote speakers or partners. These are not only cost effective but use sustainable water-based vinyl too.



Configuration

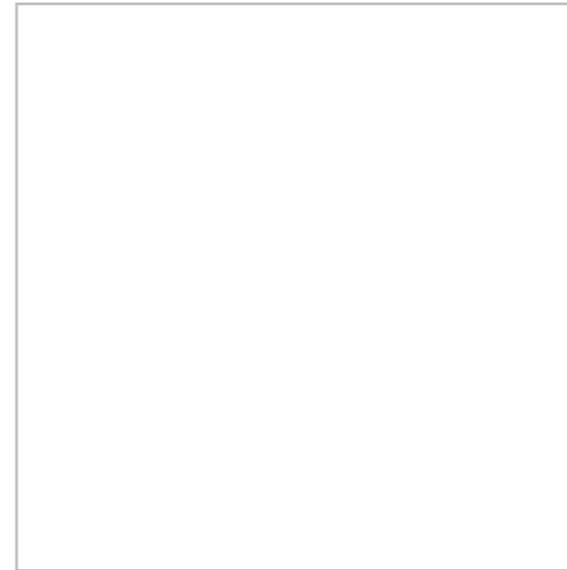
Single-sided	
Middle doors	
Dimensions (W x H)	683mm x 1,000mm
Package of 8	
Left & right doors	
Dimensions (W x H)	877mm x 1,000mm
Package of 20	



TOP TIP
Placed at the main entrance this will be seen by anyone entering the venue from the west. Stand out with a bold graphic.



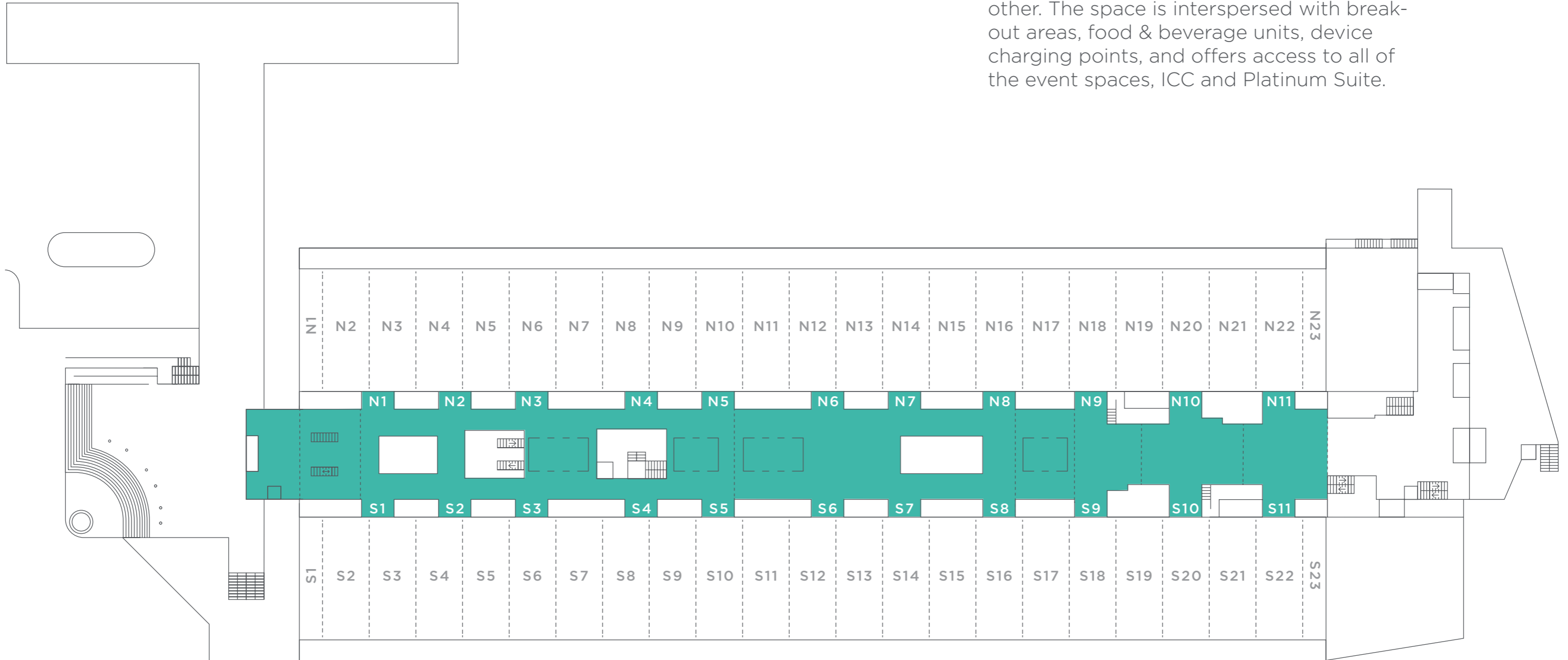
Boulevard





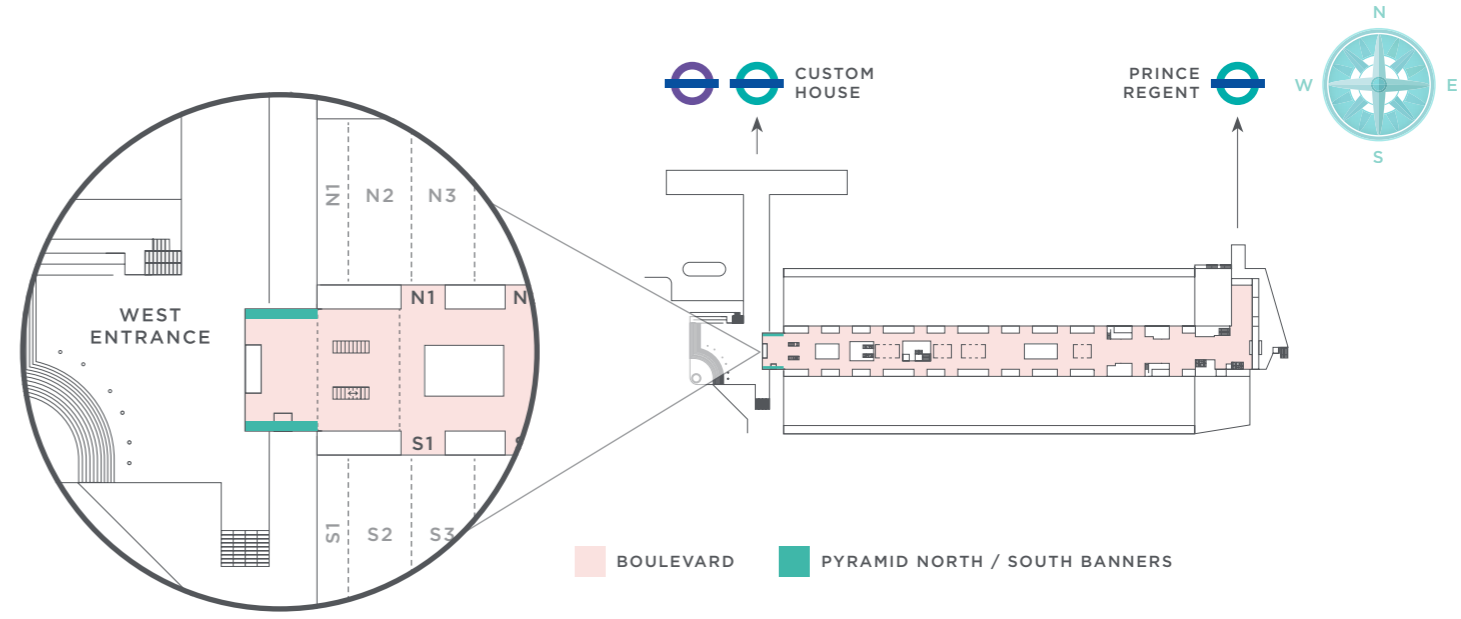
Boulevard

The expansive boulevard sits at the heart of the venue and acts as the main conduit for people traveling from one end to the other. The space is interspersed with break-out areas, food & beverage units, device charging points, and offers access to all of the event spaces, ICC and Platinum Suite.



Pyramid North / South banners

Flanking the iconic pyramid entrance, these prominent banners grab the attention of anyone entering and exiting the venue.



Configuration

Single-sided

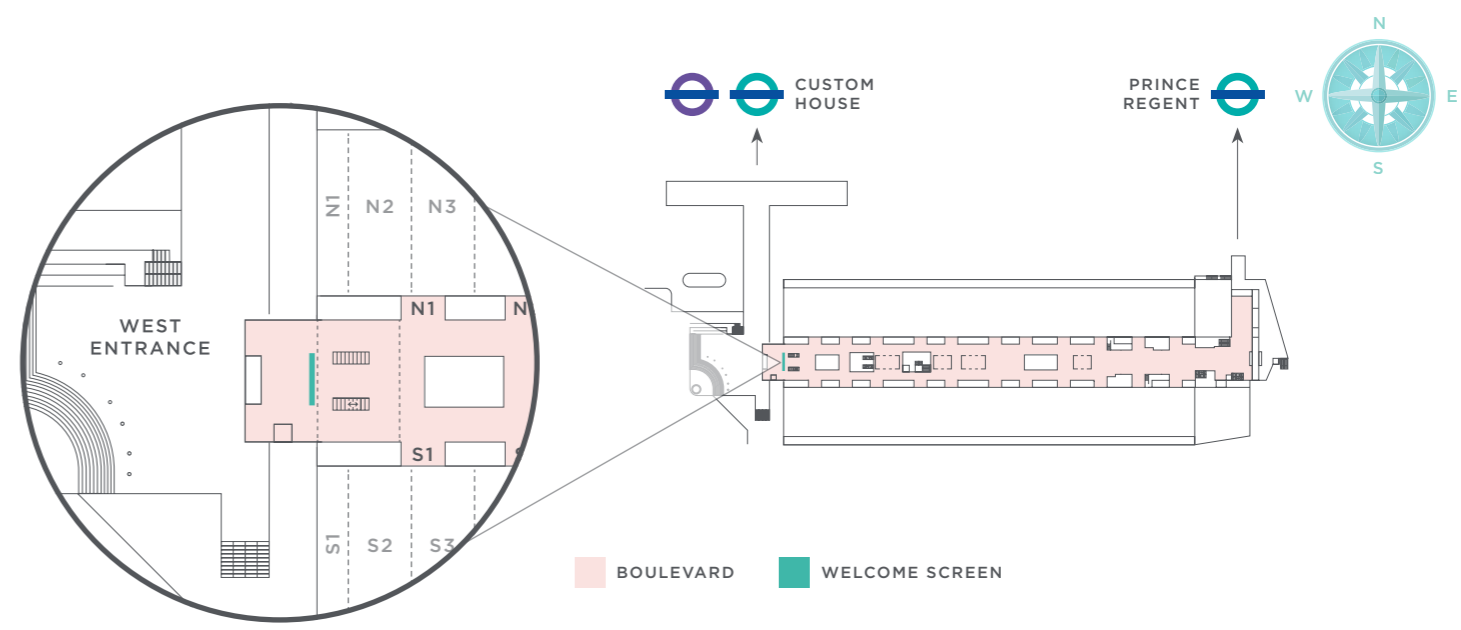
Dimensions (W x H) 10,660mm x 2,450mm

2 available

TOP TIP
Consider the surrounding light and use rich contrasting colours.

Welcome screen

A high impact welcome screen inside the West entrance to capture visitors' attention as soon as they arrive.



Configuration

Full screen

Dimensions (W x H)	12.3 metres x 2.9 metres
Resolution (W x H)	4,608 x 1,080px
Content ratio	39:9
One 10 second slot	
Exclusivity available upon request	

Screen layout

Arrival (Content)



Arrival (Wayfinding)

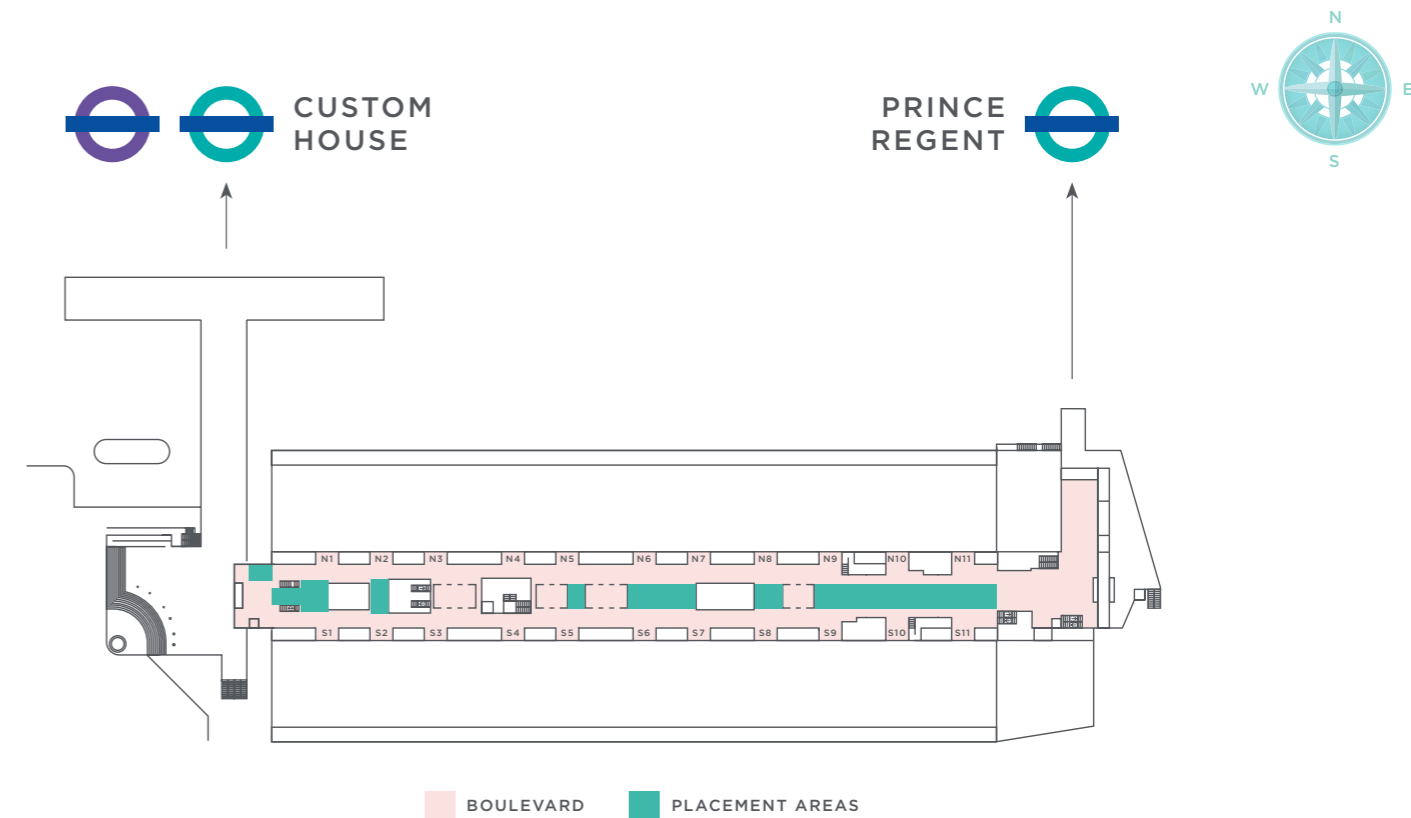


- LED
- 4K
- Wayfinding
- Looped
- Streaming
- Sustainability

*Always-on Wayfinding

Placements

Bring elements of your brand to life by placing them within a real life setting; the busy boulevard. It's a guaranteed photo opportunity.



Configuration

Please enquire with your media contact for more information

Dimensions (W x H)

Varies

Per sqm

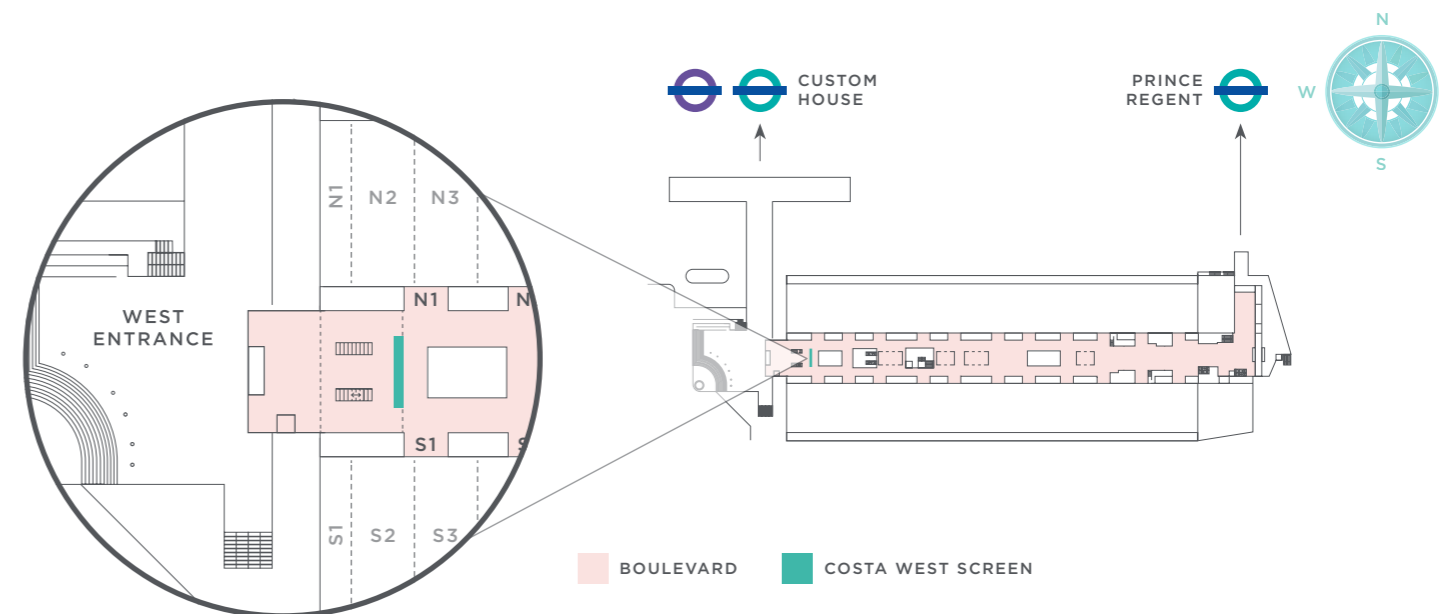
There are also opportunities outside the venue.

TOP TIP

Placements offer the ultimate photo opportunity to share over social media!

Costa West screen

Nestled between the first pair of hall entrances, you can either direct footfall or build excitement for your event that lies beyond.



Configuration

Full screen

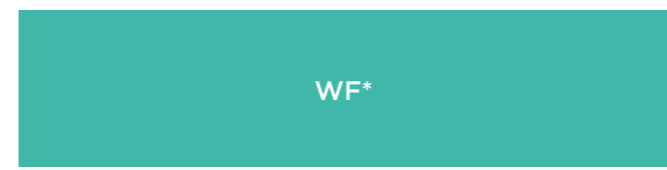
Dimensions (W x H)	12.3 metres x 2.9 metres
Resolution (W x H)	2,688 x 756px
Content ratio	39:9
One 10 second slot	
Exclusivity available upon request	

TOP TIP

Use this video screen with impactful content to give a taste of the event that's awaiting your guests.

Screen layout

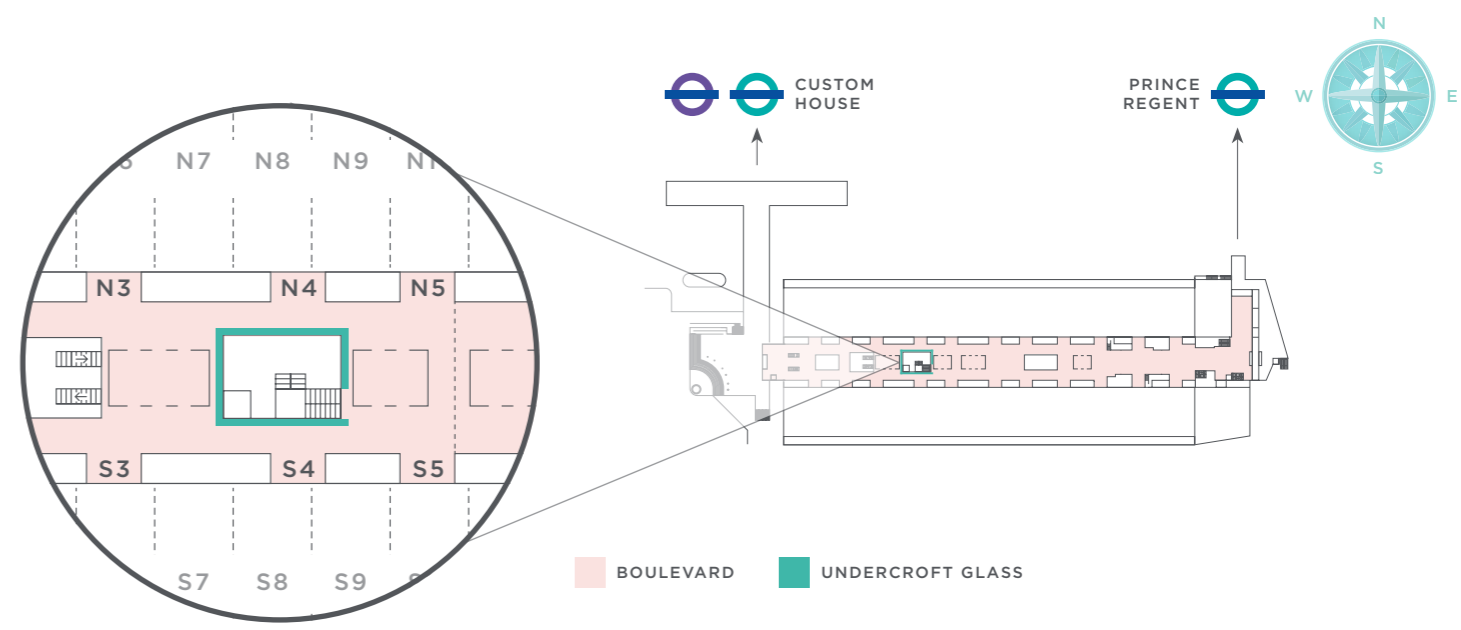
Arrival (Content)



- LED
- HD
- Looped
- Streaming
- Sustainability
- Social Media

Undercroft glass

Located at the heart of the venue, this is where those traveling by car enter into the bustling boulevard and western eatery areas.



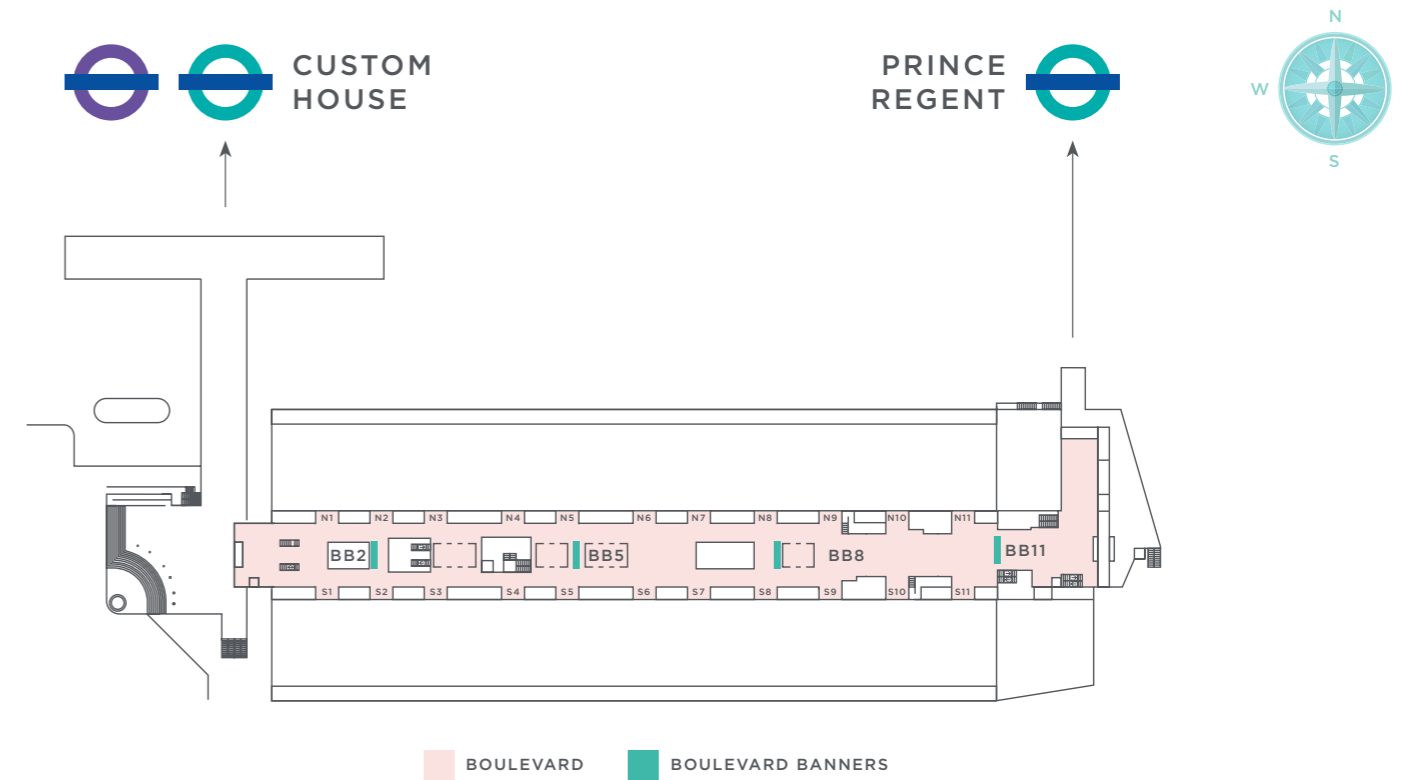
Configuration

25 panels	
Dimensions (W x H)	32 metres total width
Package of all 25 panels	

TOP TIP
A contractor store sits in the area below. A whole new audience to target!

Boulevard banner

For those with a taste for the traditional, these 12m wide double-sided banners will be ideal.



Configuration

Double-sided. 4 available.

Dimensions (W x H) 12,000mm x 3,150mm

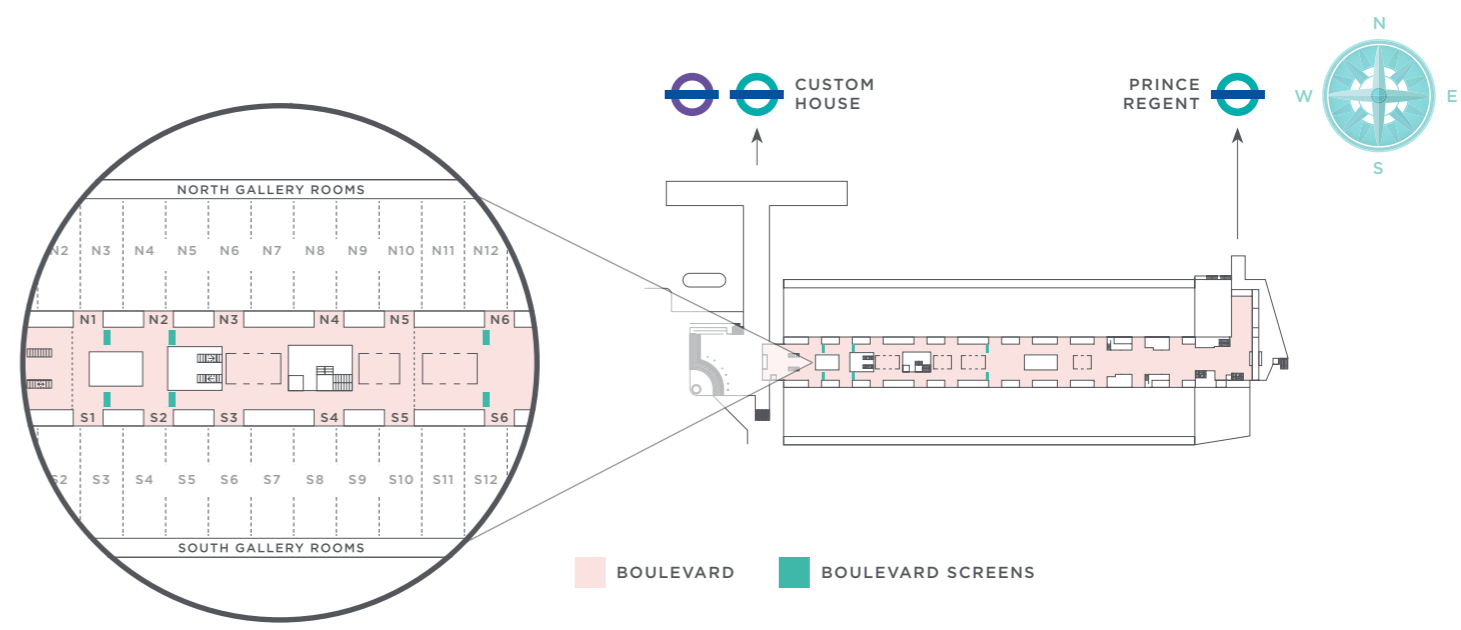
BB2, BB5, BB8 or BB11

TOP TIP

Sponsors love these solus sites. Stand out from the competition with ease.

Directional screens

All eyes will be on your brand messaging, as it sits side by side on screen next to our venue wayfinding.



Configuration

Double-sided. Partial - with Venue Wayfinding

Dimensions (W x H)	4.1 metres x 1.1 metres
Resolution (W x H)	1,280 x 720px
Content ratio	16:9
One 10 second slot	
Exclusivity available upon request	

Screen layout

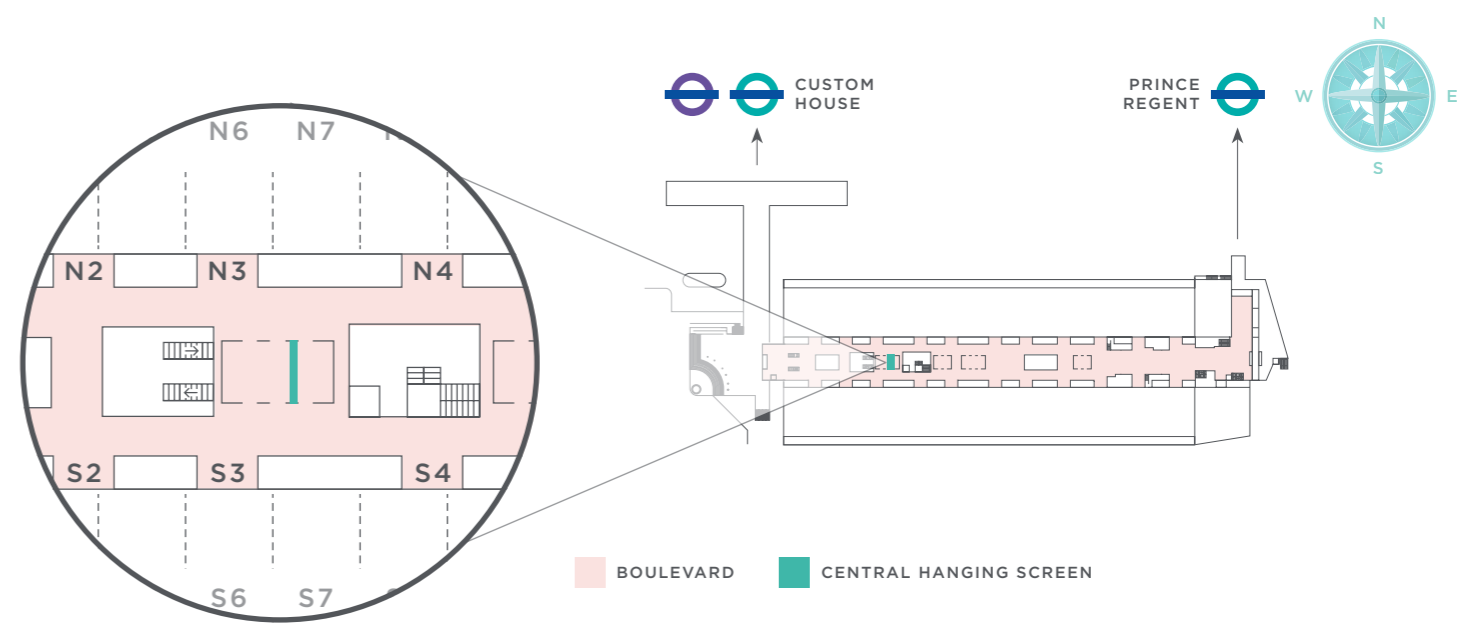


*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability

Central hanging screen

Suspended above the entrance to the car park, this high impact double-sided screen has the unique benefit of being visible as visitors arrive and leave by car, as well as from the Boulevard.



Configuration

Partial - with Venue Wayfinding

Dimensions (W x H)	5.3 metres x 3 metres
Resolution (W x H)	896 x 504px
Content ratio	16:9
One left section slot for 10 seconds	
Exclusivity available upon request	

Screen layout

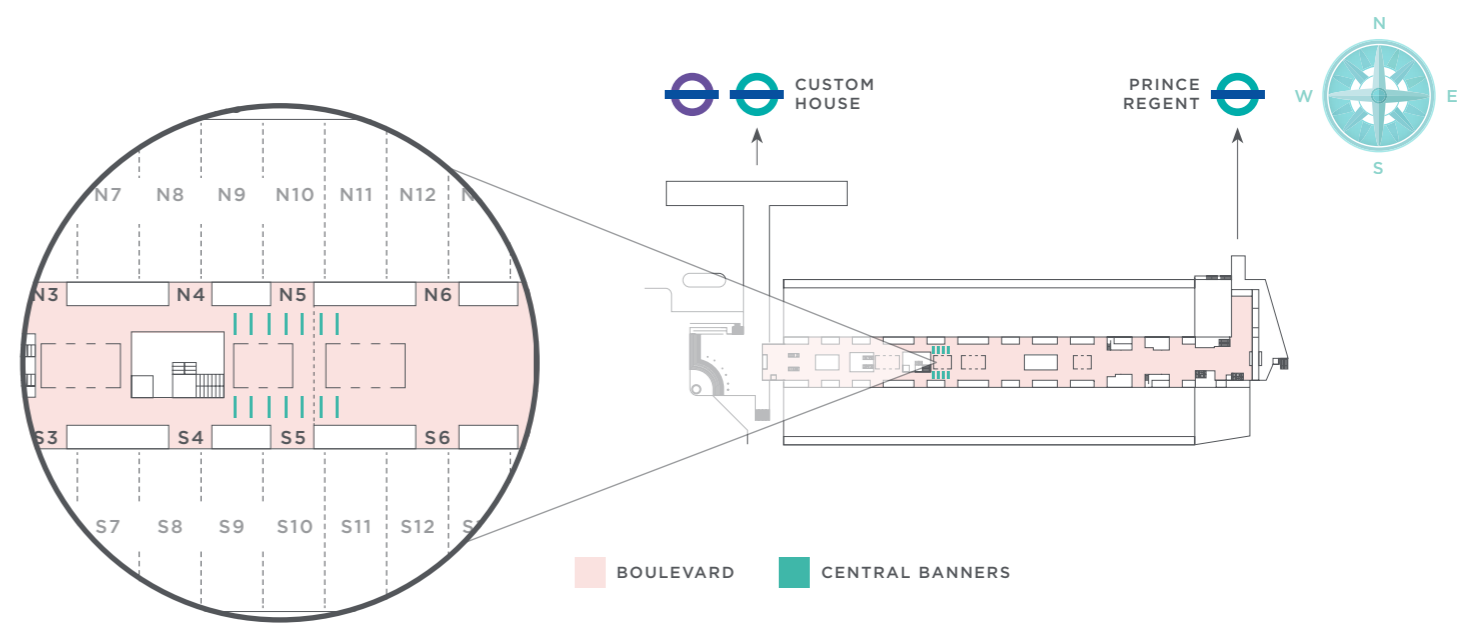


*Always-on Wayfinding

- LED
- Wayfinding
- Looped
- Streaming
- Sustainability
- Social Media

Central banners

An expansive space, naturally lit, acts as the best stage for 14 show-stopping banners.



Configuration

Double-sided. 7 pairs available.

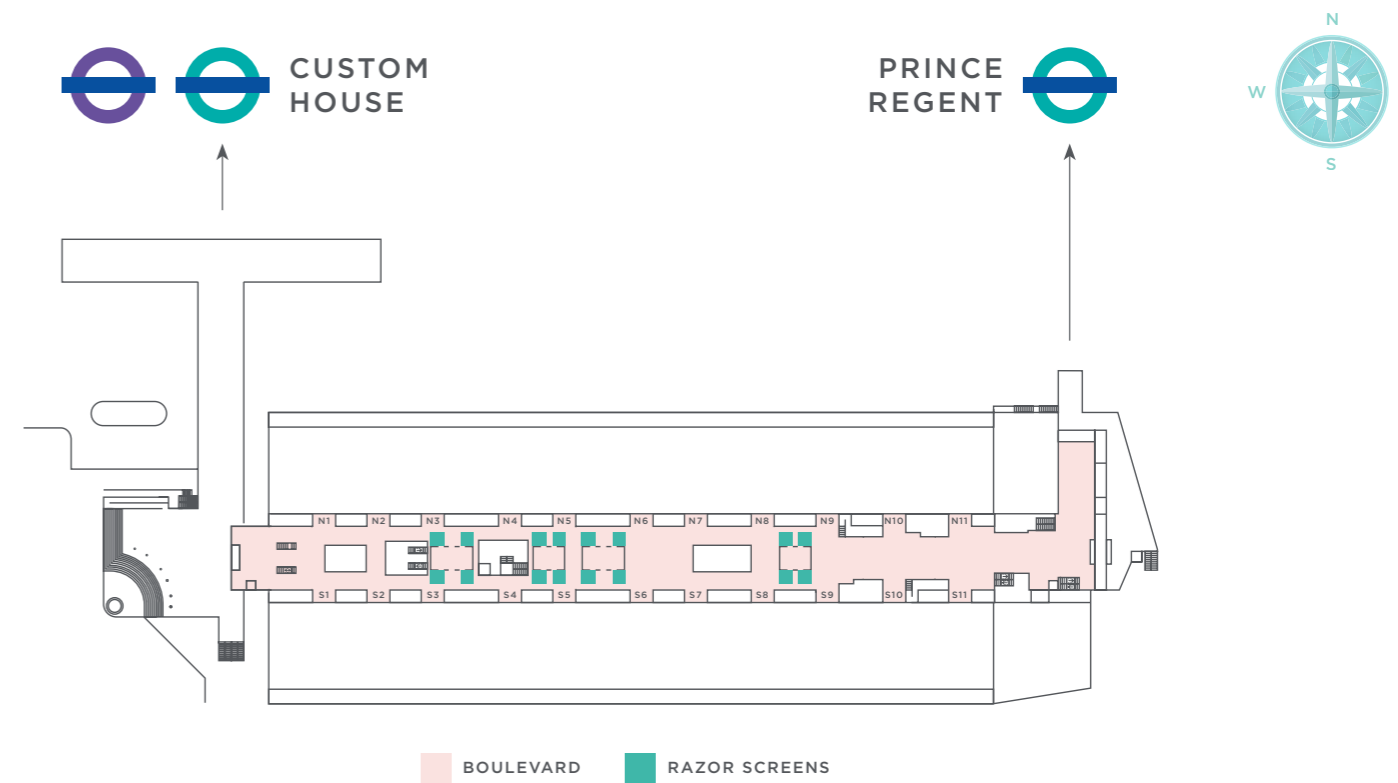
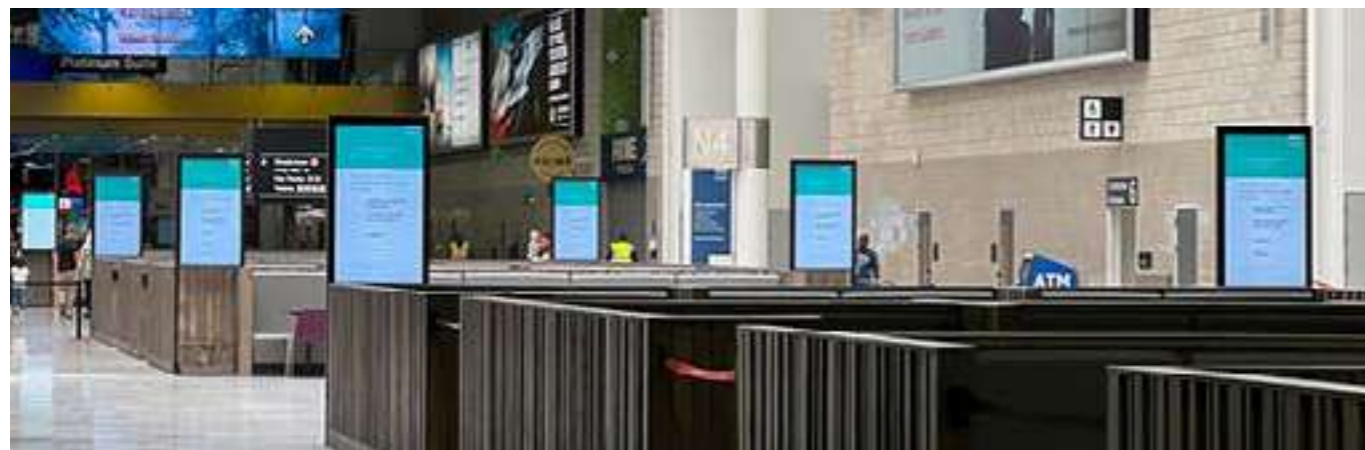
Dimensions (W x H)	2,500mm x 5,000mm
Per pair	

TOP TIP

Why not ask about what else we can hang here? Be brave and let your imagination run wild!

Razor screens

There are 16 double-sided screens sitting at the food court seating area. These are prominently placed so the content is highly visible whether visitors are walking down the Boulevard or relaxing with a drink and a bite to eat.



Configuration

16 double-sided Razors - 32 screens.

Dimensions (W x H)	0.72 metres x 1.3 metres
Resolution (W x H)	1,080 x 1,920px
Content ratio	9:16
One 10 second slot	
Exclusivity available upon request	

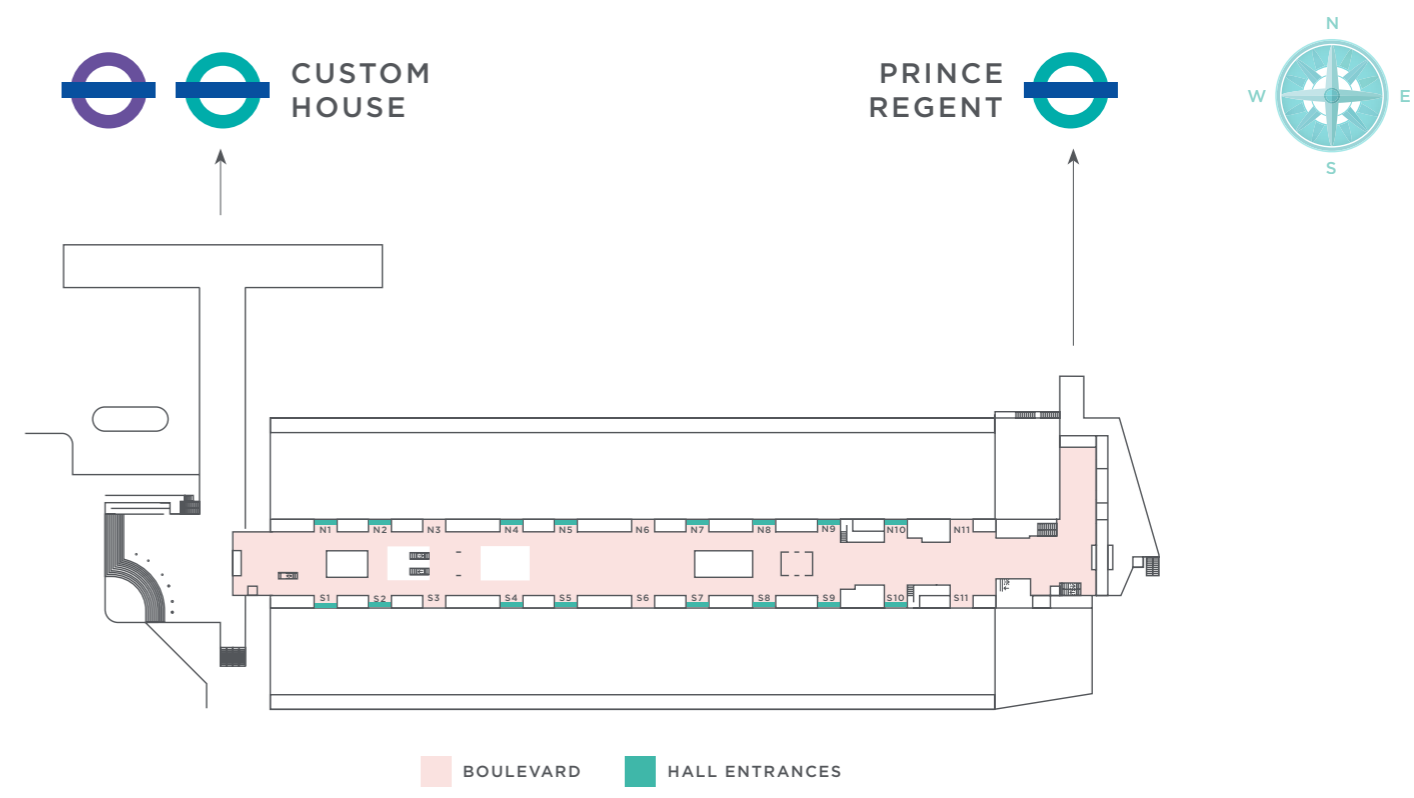
TOP TIP

Offering engagement whilst your visitors rest and refresh, content with movement or live streaming works best!

- HD
- Looped
- Sustainability

Hall entrance packages

Take ownership of your space with these essential entrance packages.



Configuration

N1 - N8 & S1 - S8 (Excludes entrances N3, S3, N6, S6)

Full package	
Totem x 1 (double-sided)	Sizes vary by totem
Rear panel x 1 (single-sided)	12,000mm (w) x 4,000mm (h)
Side wall panels x2 (single-sided)	3,000mm (w) x 6,000mm (h)
Totem banner x 1 (double-sided)	1,000mm (w) x 5,000mm (h)
Package price	

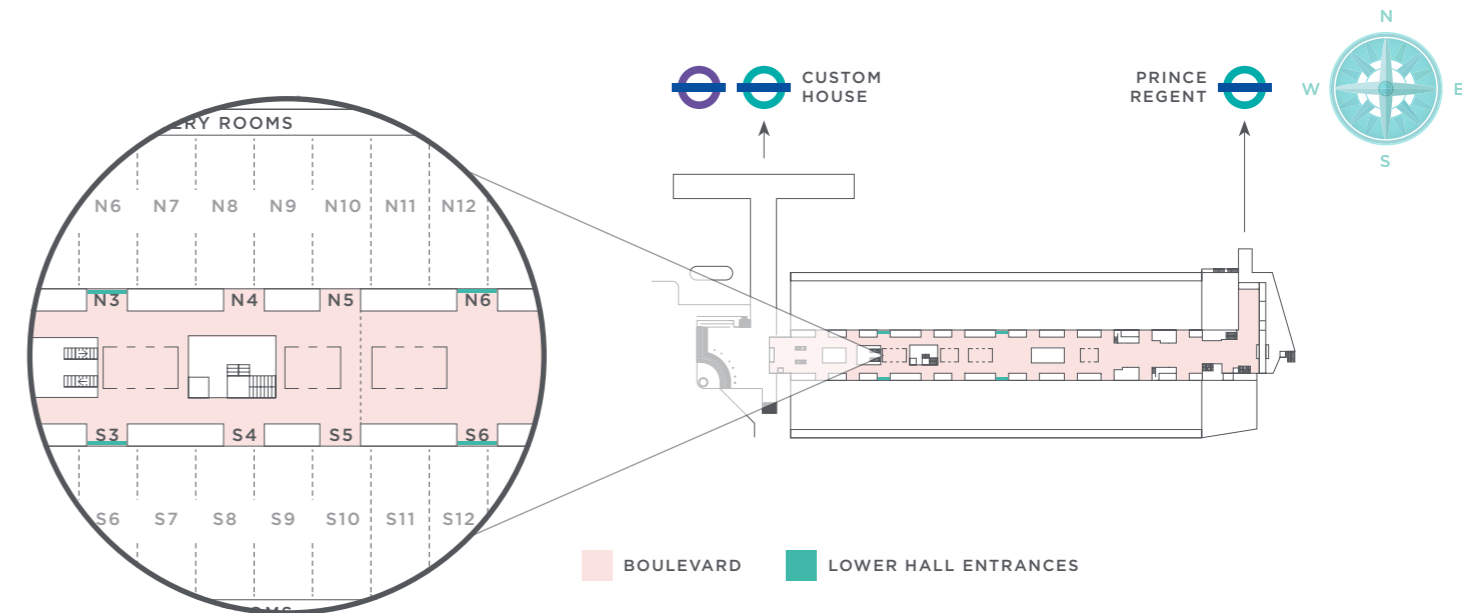
Medium package	
Totem x 1 (double-sided)	Sizes vary by totem
Rear panel x 1 (single-sided)	12,000mm (w) x 4,000mm (h)
Side wall panels x2 (single-sided)	3,000mm (w) x 6,000mm (h)
Package price	

Basic package (Also available at N9 - N10 & S9 - S10)	
Totem x 1 (double-sided)	Sizes vary by totem
Rear panel x 1 (single-sided)	12,000mm (w) x 4,000mm (h)
Package price	



Lower hall entrances

Back-lighting makes these banners stand out, making this a necessity for any event using these lower-height entrances.



Configuration

N3, N6 & S3, S6

Illuminated front panels	Dimensions vary by site
Non-illuminated back panels	Dimensions vary by site

Lower hall entrance package

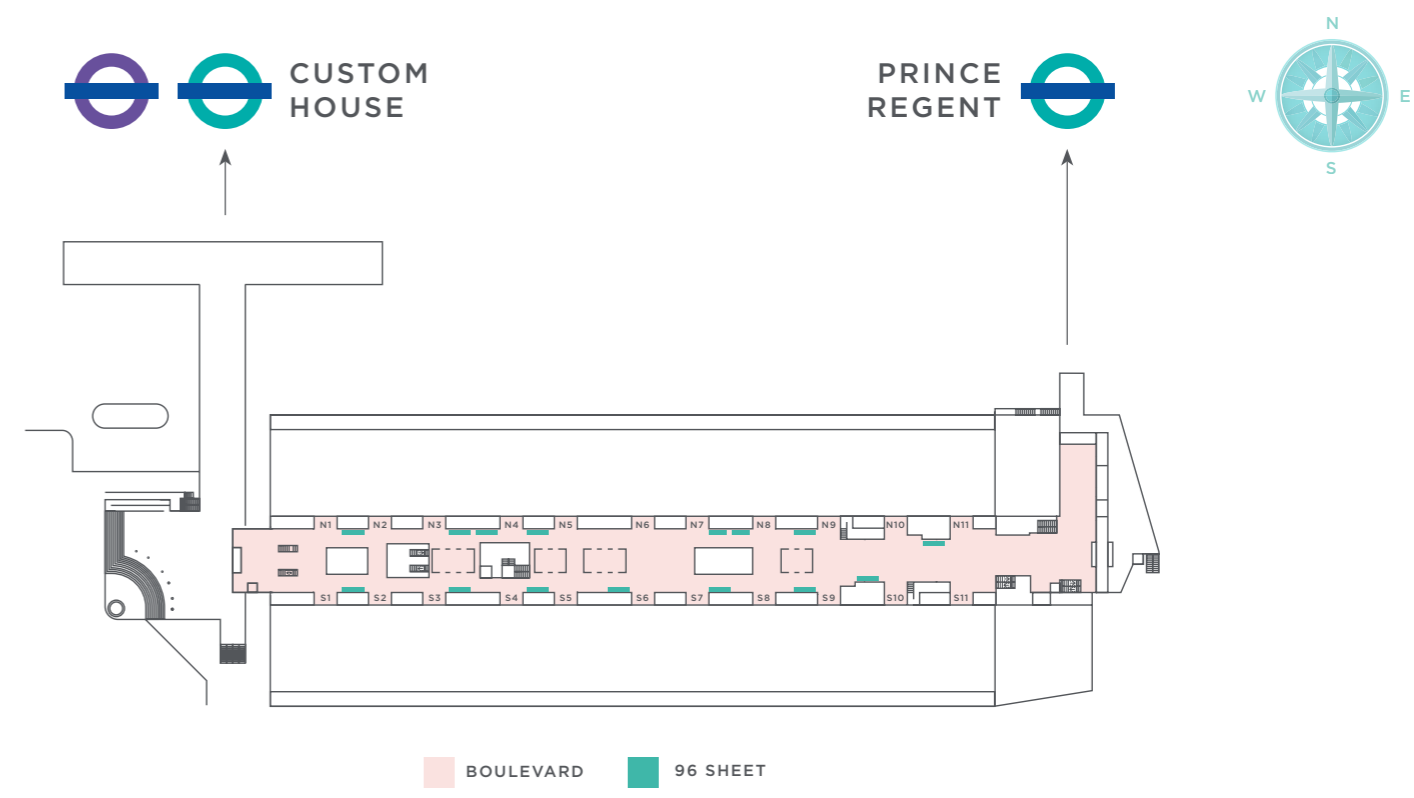
Illuminated front panels	Dimensions vary by site
Non-illuminated back panels	Dimensions vary by site
Totem x 1 (double-sided)	841mm (h) x 2,704mm (w)
Package price	

TOP TIP

Back-lighting provides a new vibrancy to conventionally neutral graphics, so choose colour and avoid white!

96 sheet

Back-lit with sustainable LED lamps, these striking billboards are found along the full length of the boulevard.



Configuration

96N1-N6, 96S1-S5

Dimensions (W x H)	12,230mm x 3,175mm
Single-sided. 15 available	

96N8 & 96S7

Dimensions (W x H)	12,260mm x 3,125mm
Single-sided. 15 available	

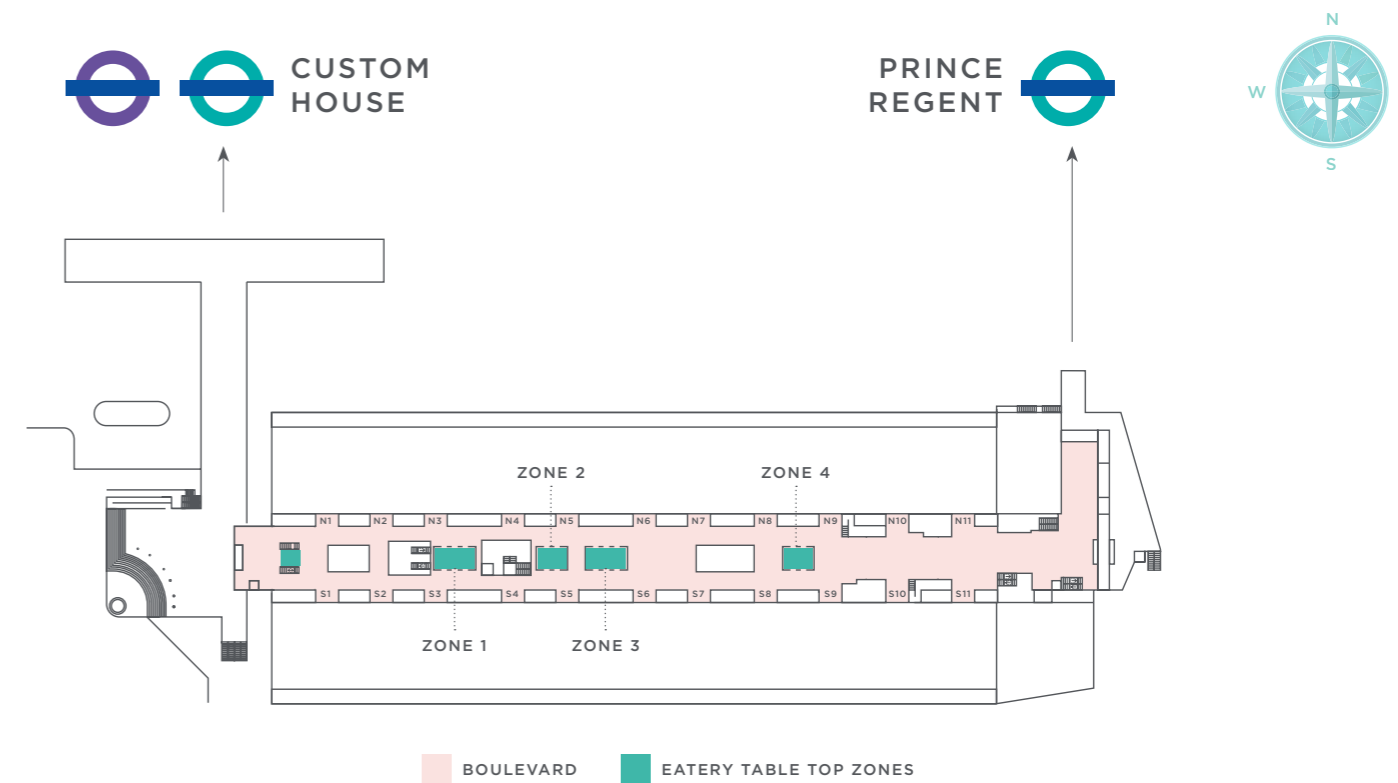
96N7 & 96S6

Dimensions (W x H)	9,984mm x 3,125mm
Single-sided. 15 available	

TOP TIP
The large-scale format offers dominance over the surrounding space, perfect for call to action creatives.

Eatery tabletops

Minds are still actively influenced whilst at rest or revitalising. Speak one to one with your audience with these tabletop ads.



Configuration

Approximately 30 tables per area.

Dimensions (diameter) 580mm

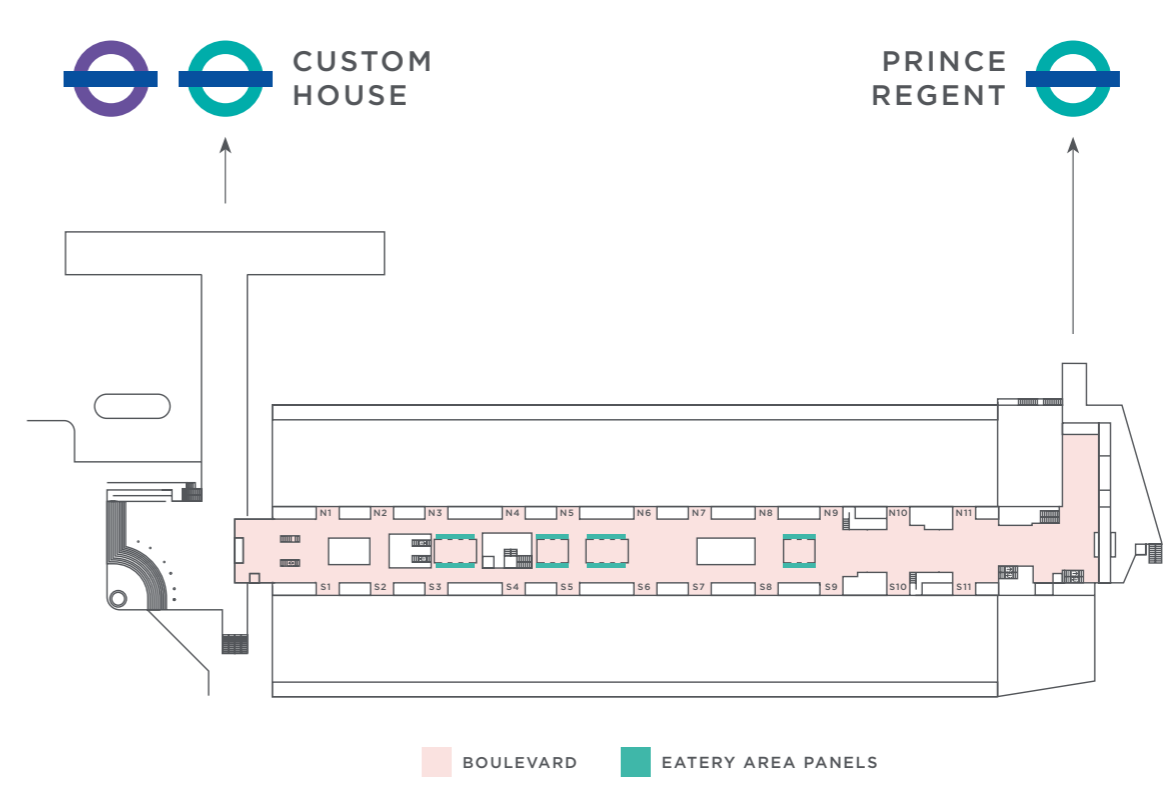
13 areas

TOP TIP

Use QR codes to drive traffic to websites or apps for easy data capture whilst diners sit and refresh.

Eatery area panels

Why not speak to your audience whilst they order, eat and meet using these landscape panels.



Configuration

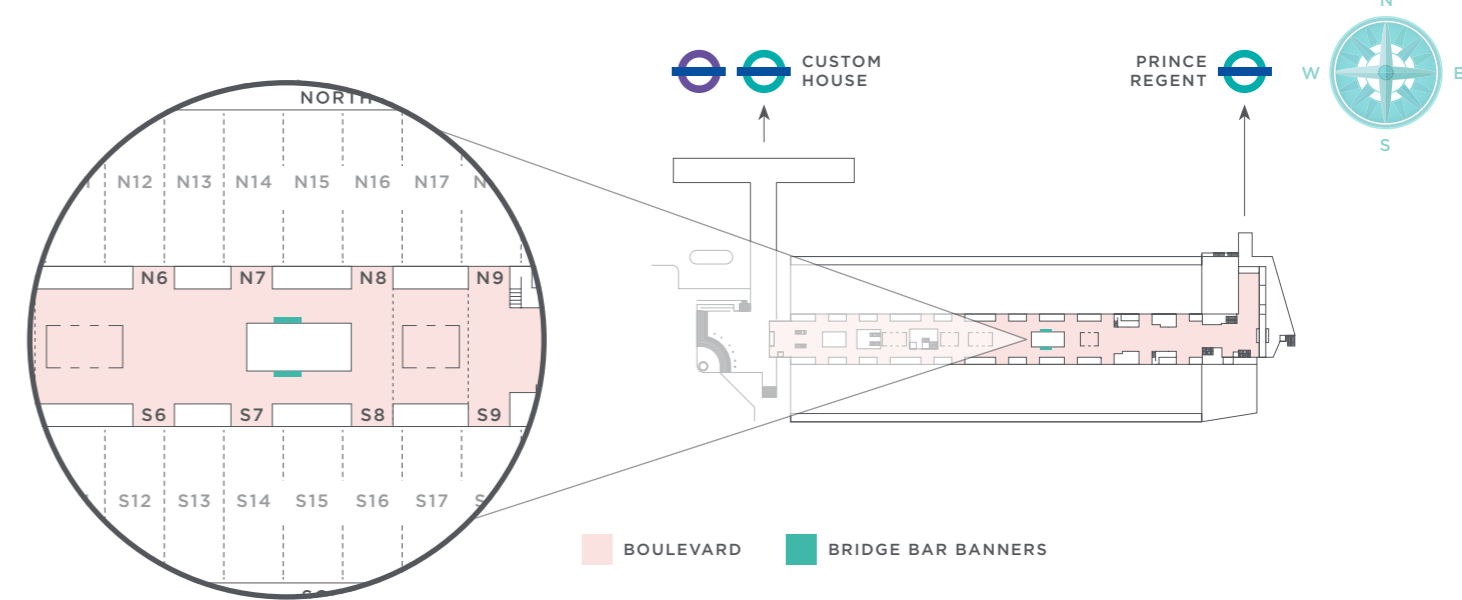
4 side panels

Dimensions (W x H)	Dimensions vary by site
13 areas	

TOP TIP
 These low-level panels are a great alternative to free-standing signage.

Bridge Bar banners

A premium location hung above the main bar in the venue. This is for aspirational brands that want that grand photo opportunity.



Configuration

Single-sided

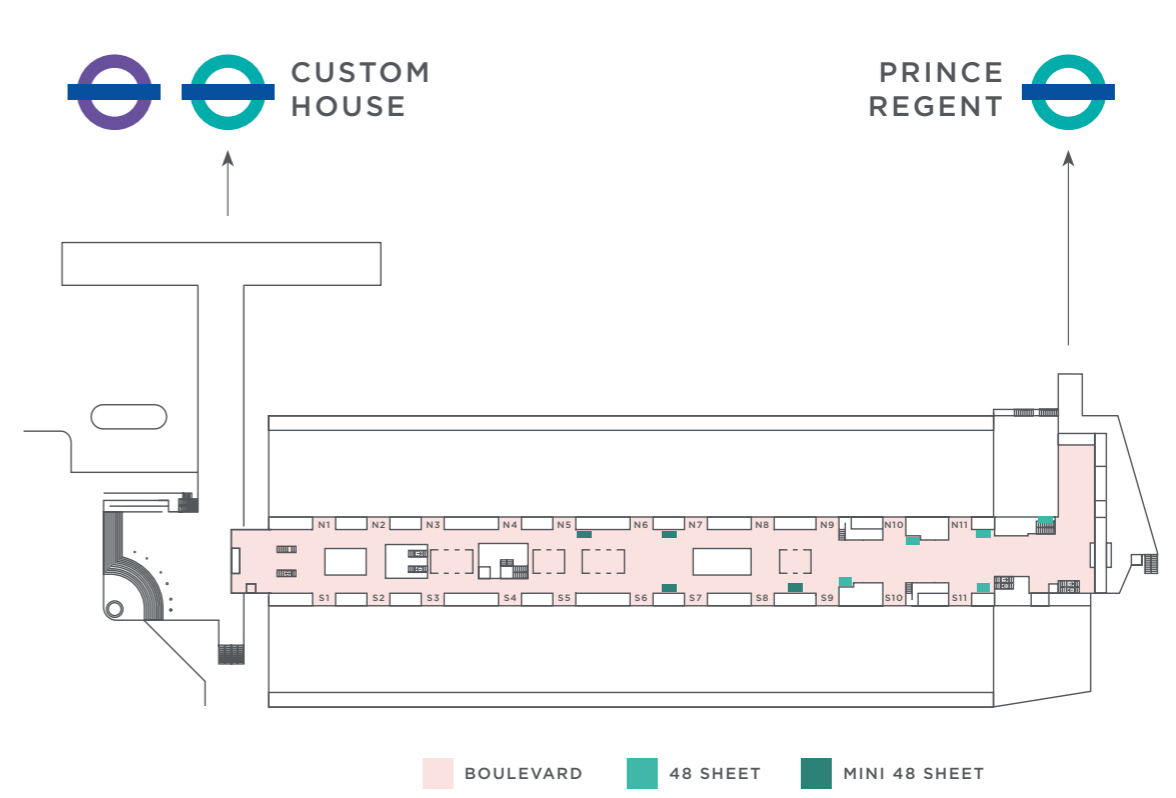
Dimensions (W x H)	4,515mm x 7,575mm
2 available	

TOP TIP

Make the bar yours by complimenting the red and black colour scheme for jaw-dropping effect.

48 sheet

Want to command attention? These back-lit 48 sheets using sustainable materials and LED lighting are ideal.



Configuration

48N3-N5, 48S3-S4

Dimensions (W x H)	6,180mm x 3,175mm
Single-sided. 15 available	

48N1

Dimensions (W x H)	3,920mm x 1,860mm
Single-sided. 15 available	

48N2 & 48S2 (Portrait)

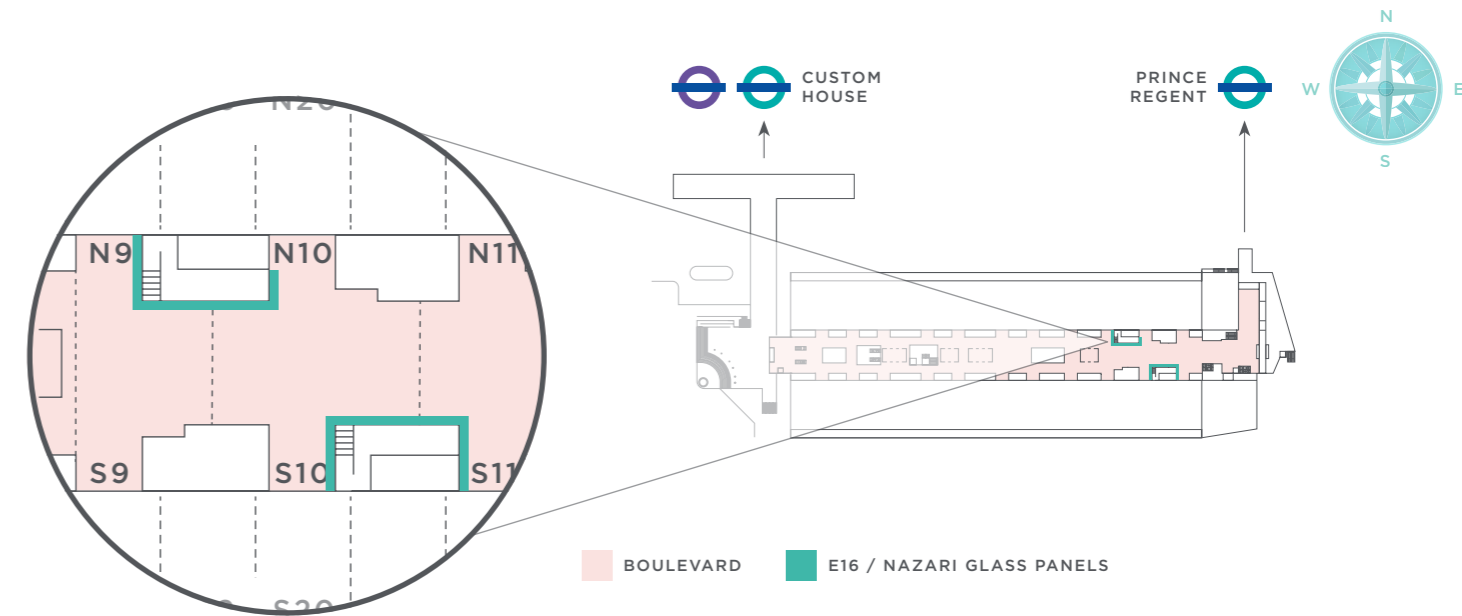
Dimensions (W x H)	1,860mm x 3,920mm
Single-sided. 15 available	

TOP TIP
This back-lit format is elevated by a bold creative and clear messaging.



Retail balcony glass panels

Situated in high footfall areas, these panels tower over the crowds on the boulevard. Normally utilised by diners, the balcony spaces are easily transformed into a private space.



Configuration - North balcony glass

Single-sided

Dimensions (W x H) **3.5 metres x 2 metres**

Package of 32 panels

Configuration - South balcony glass

Single-sided

Dimensions (W x H) **3.5 metres x 2 metres**

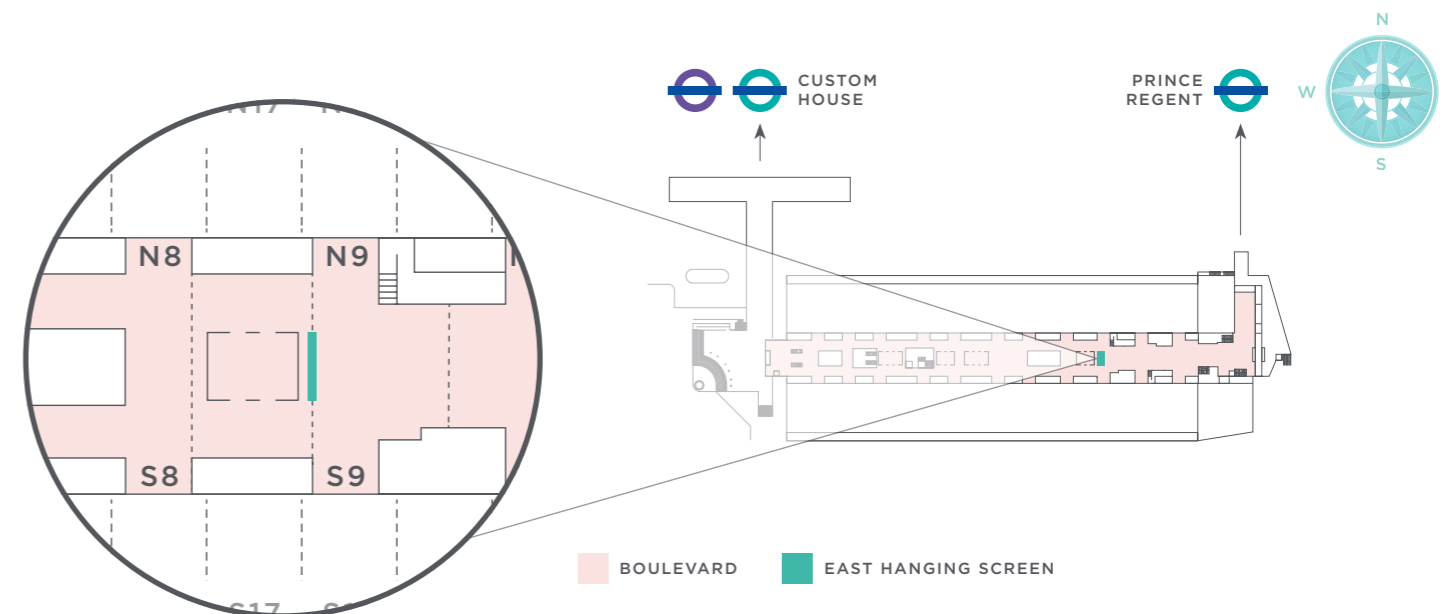
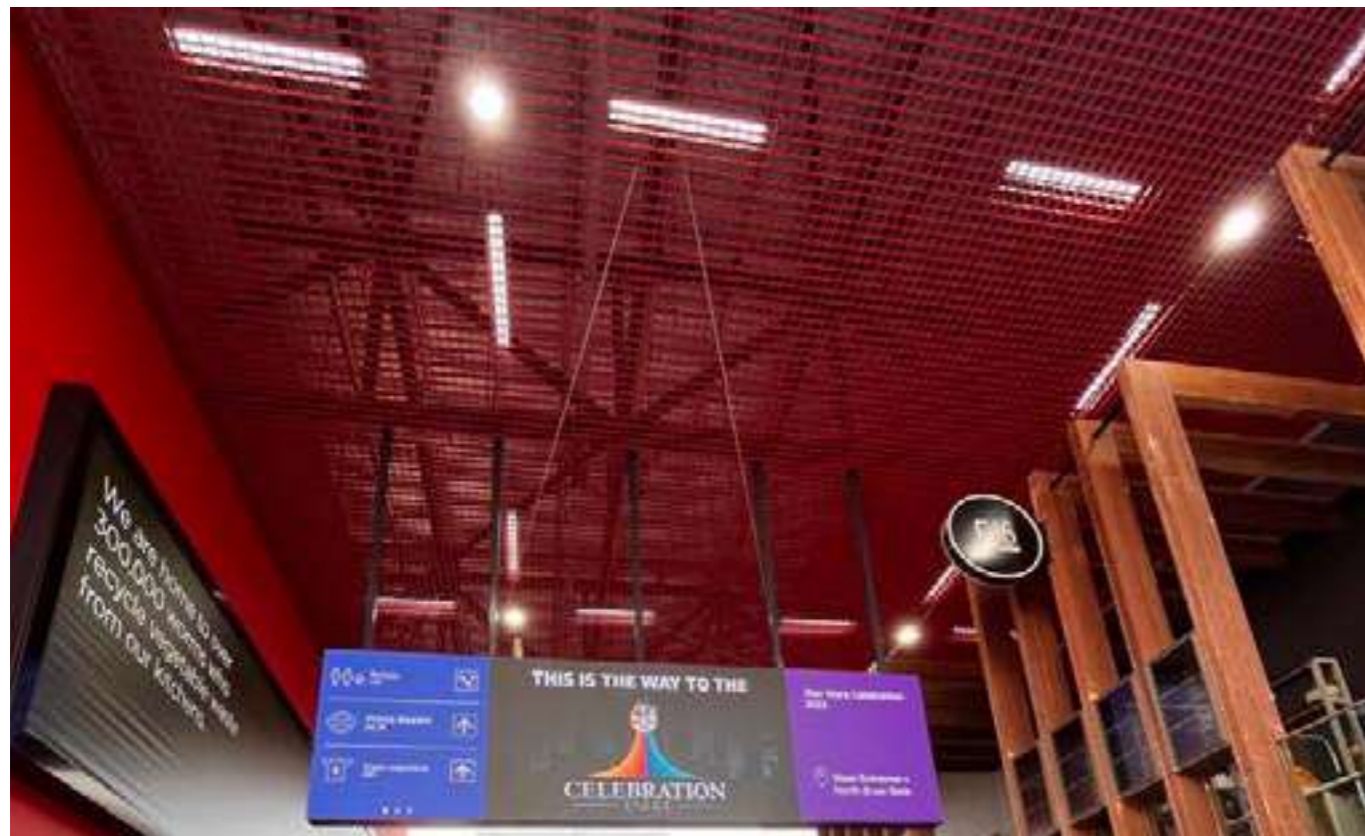
Package of 26 panels

TOP TIP

A contemporary canvas for you to bring to life. Talk to your media manager to see how far you can take this!

East hanging screen

At 7m², this double-sided LED screen is not only big on impact, but sustainable too. Surrounded by retail units and seating areas, footfall is high and so is engagement.



Configuration

Partial - Double sided	
Dimensions (W x H)	3.5 metres x 2 metres
Resolution (W x H)	1,345 x 756px
Content ratio	16:9
One 10 second slot	
Exclusivity available upon request	

Screen layout

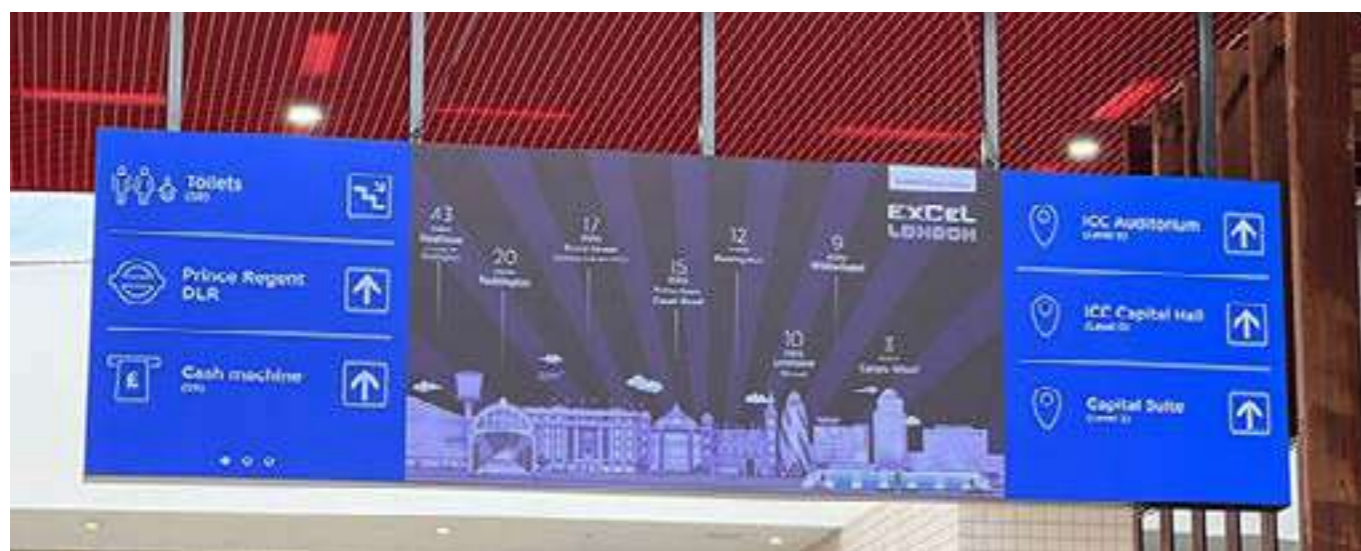
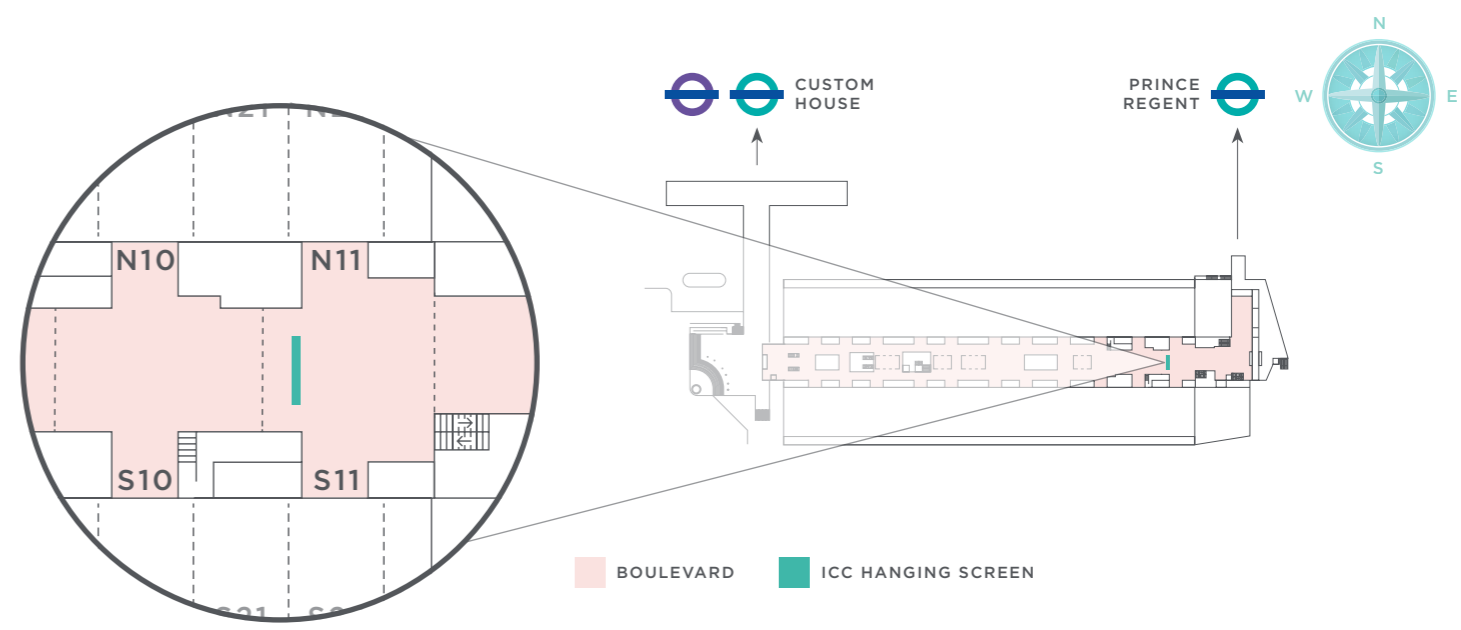


*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability
- Social Media

ICC hanging screen

Mirroring the longitudinal screens in the West, the ICC screen is suspended over the boulevard at a point of high footfall in the venue. For those entering from the East, the wayfinding here is invaluable.



Configuration

Partial - Double sided

Dimensions (W x H)	3.5 metres x 2 metres
Resolution (W x H)	1,345 x 756px
Content ratio	16:9
One 10 second slot	
Exclusivity available upon request	

Screen layout

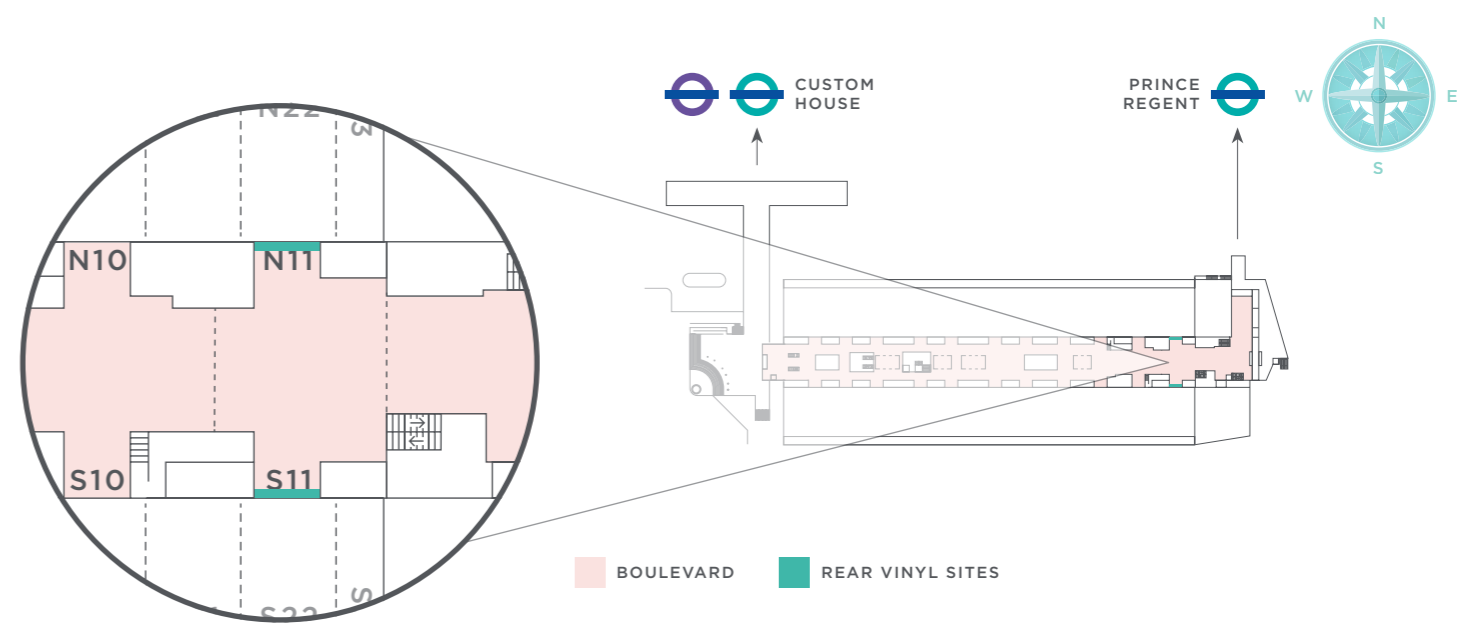


*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability
- Social Media

S11 / N11 hall entrance

The furthestmost halls at the Eastern end of the boulevard have their own large-scale entrance options using sustainable vinyl.



Configuration

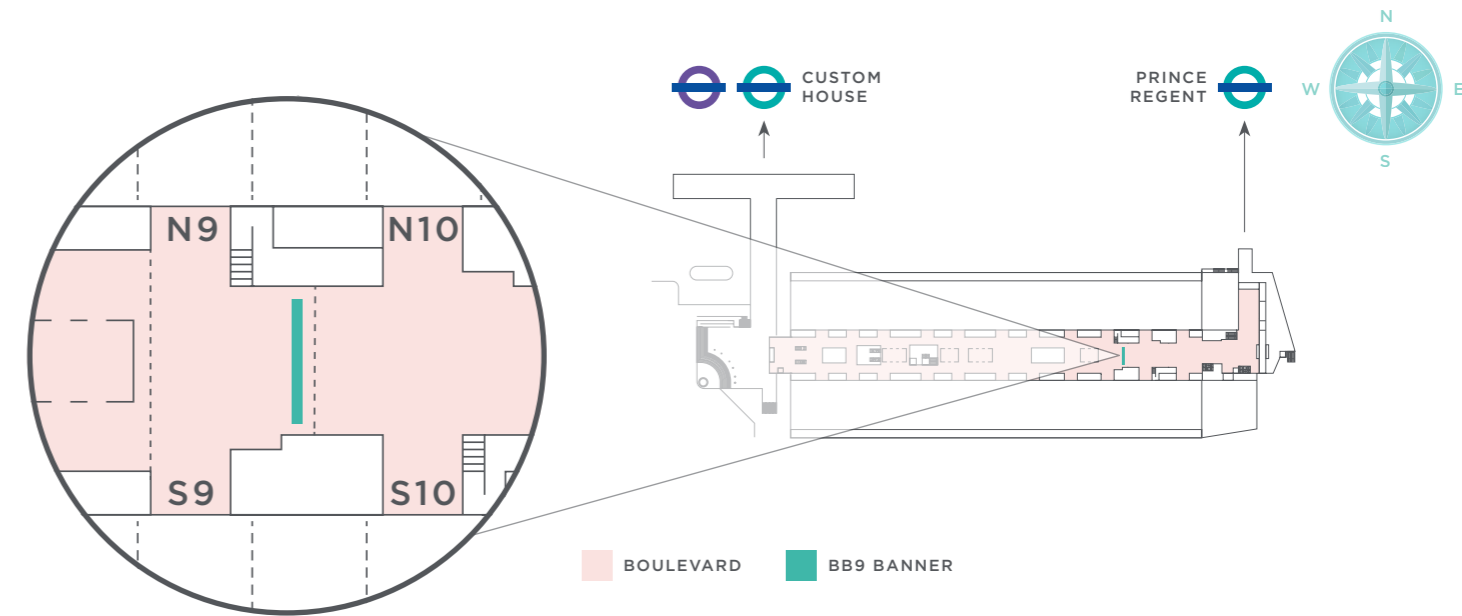
Single-sided

Dimensions (W x H) - N11	6,000mm x 4,000mm
Dimensions (W x H) - S11	5,000mm x 4,000mm
Totem x 1 (double-sided)	930mm x 2,835mm
Package - N11 or S11	

TOP TIP
 Don't be scared to use a rich colour palette in this space, it contrasts well with the white background.

BB9 banner

Bridging the gap between the two Eastern digital screens, this is a perfect spot for a brand reminder!



Configuration

Double-sided

Dimensions (W x H)

6,000mm x 4,000mm

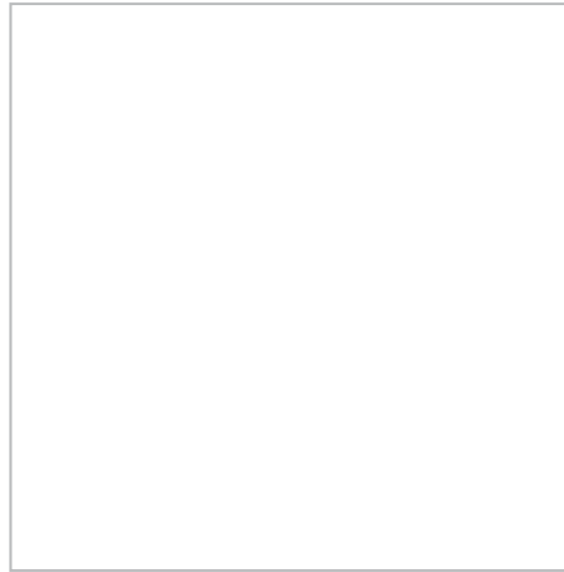
Price

TOP TIP

Need options for sponsors or partners? This is highly visible and a great choice.



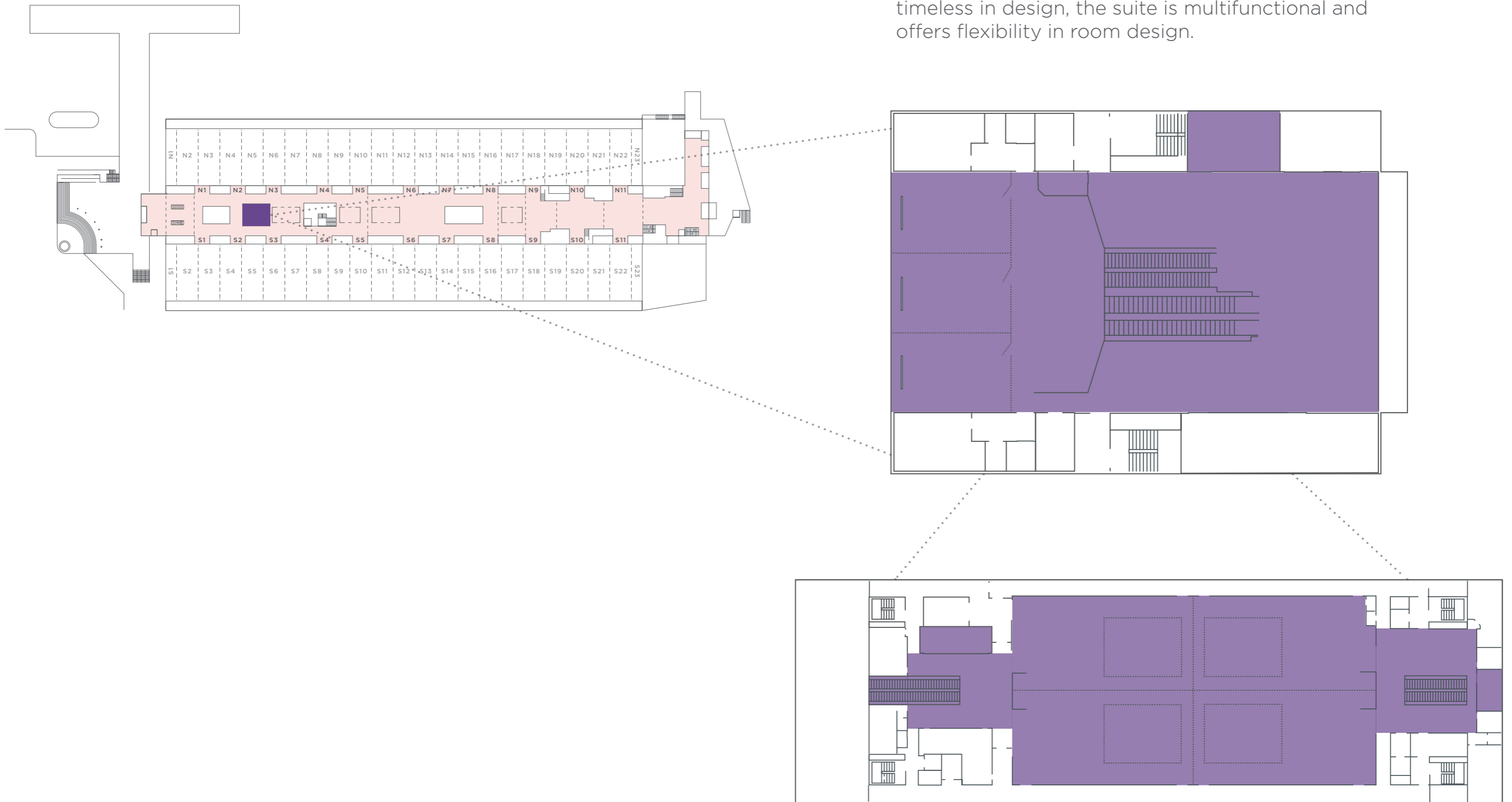
Platinum Suite





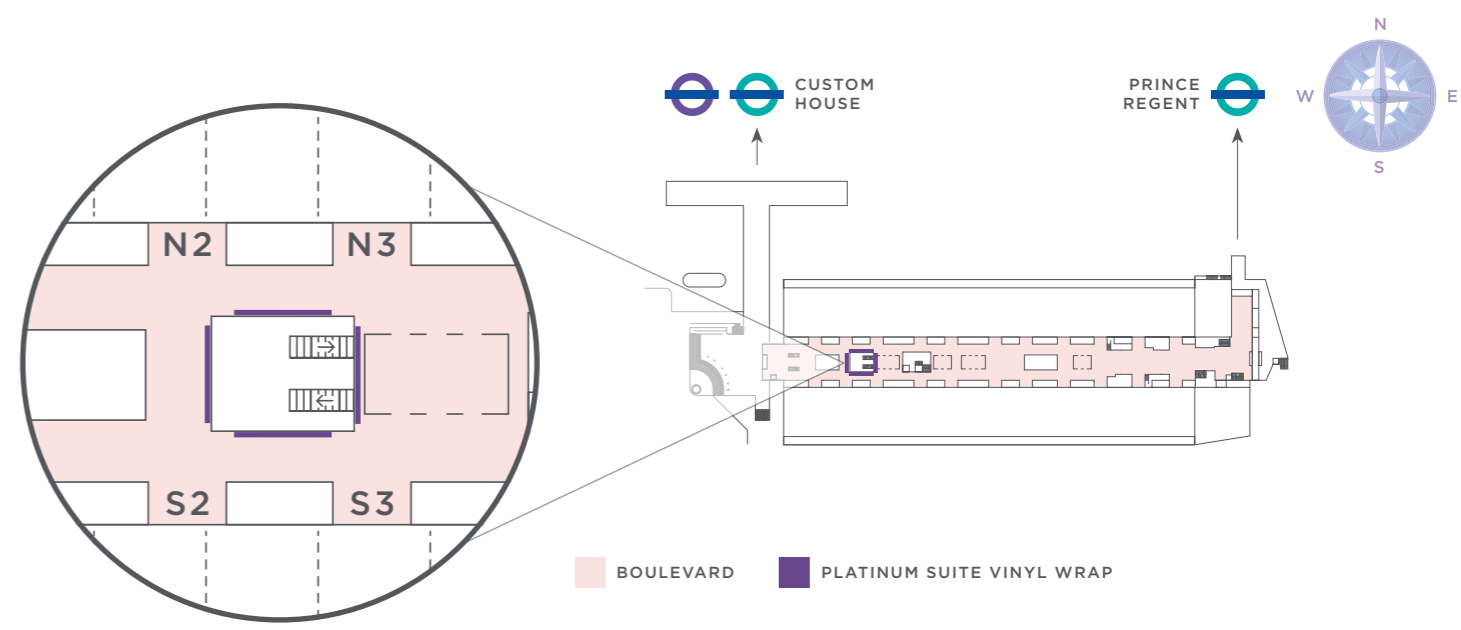
Platinum Suite

A purpose-built, self-contained conference space within the main boulevard. Contemporary, yet timeless in design, the suite is multifunctional and offers flexibility in room design.



Platinum Suite vinyl wrap

Designed to be creative, functional and cost effective. Shout loud or dial it back for added discretion.



Configuration - design 1

Single-sided

Dimensions (W x H)	See spec sheet
Glazing bars will be exposed	
Individual panels available upon request. Bespoke designs available upon request.	

Configuration - design 2

Single-sided

Dimensions (W x H)	See spec sheet
Glazing bars will be exposed. Additional cost to cover them.	
Individual panels available upon request. Bespoke designs available upon request.	

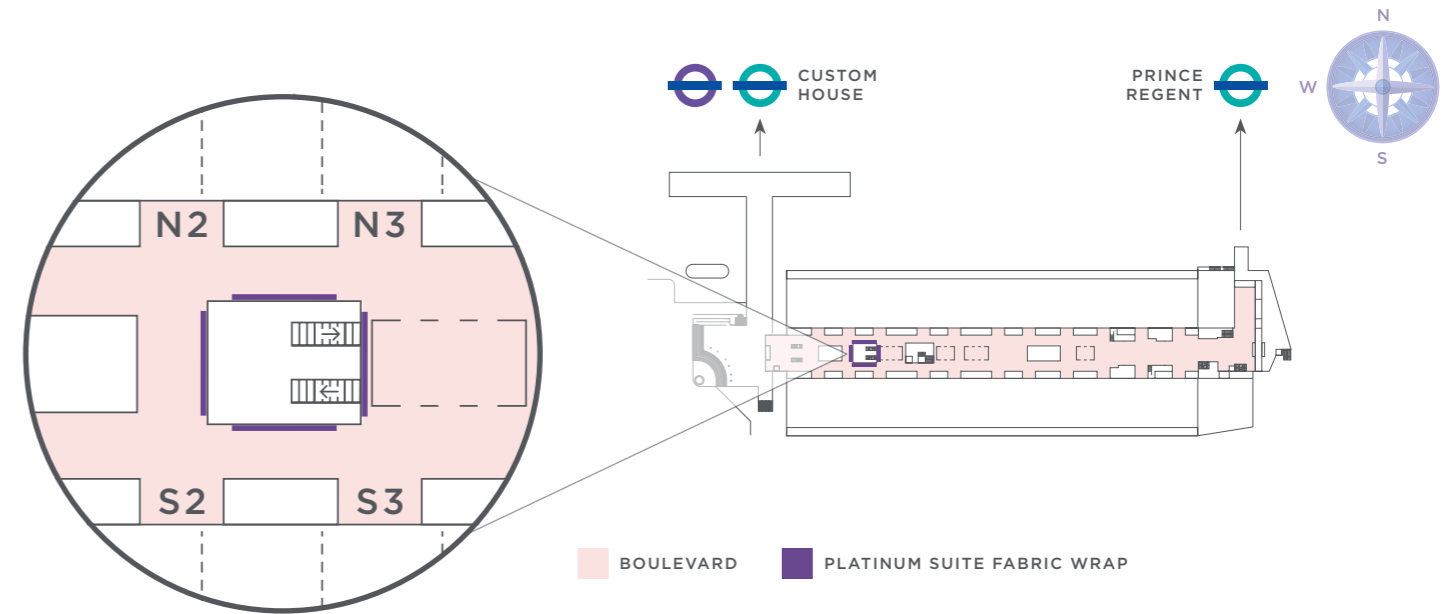
Configuration - full wrap

Single-sided

Dimensions (W x H)	See spec sheet
Glazing bars will be exposed. Additional cost to cover them.	
Individual panels available upon request. Bespoke designs available upon request.	

Platinum Suite fabric wrap

A gem of a branding opportunity sits at the western end of the boulevard. This magnificently massive canvas lends itself well to large-scale creatives.



Configuration - entrance panel

Single-sided

Dimensions (W x H) 7,620mm x 2,320mm

Configuration - full wrap

Single-sided

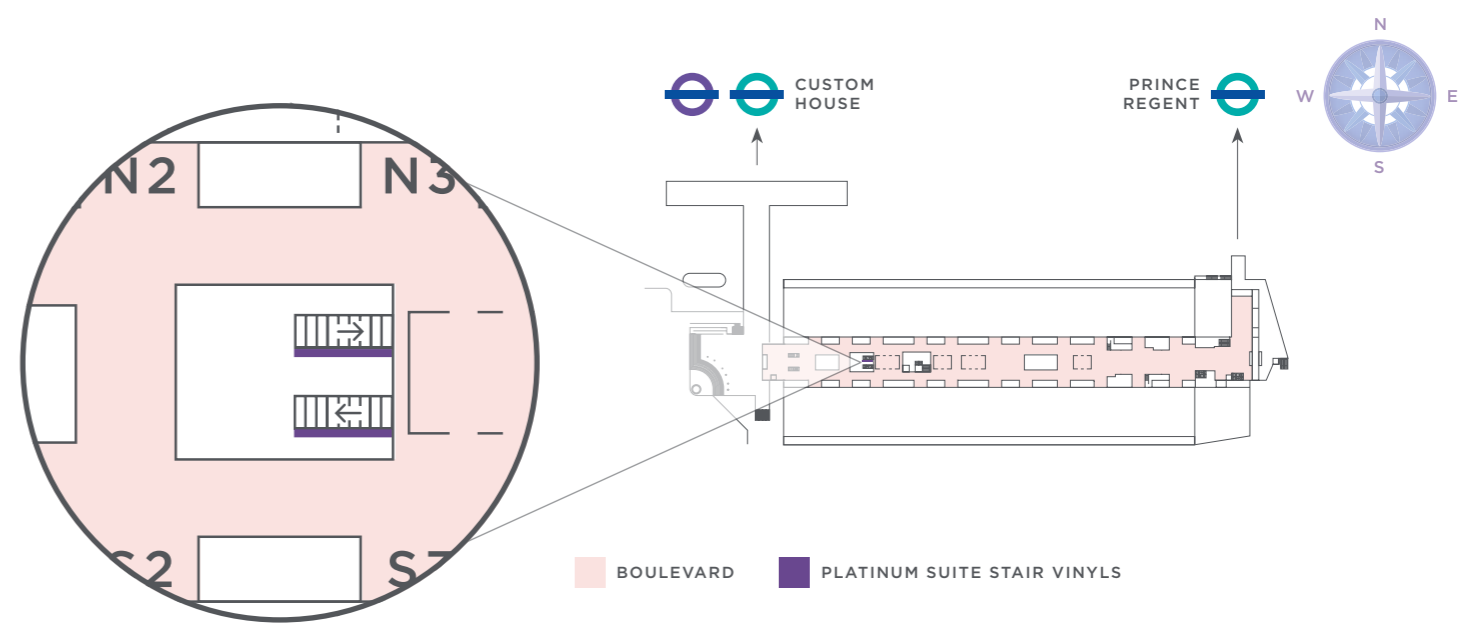
Dimensions (W x H) See spec sheet

TOP TIP

These panels offer the perfect backdrop for photo opportunities that can be shared online!

Stair vinyls

Use each panel to tell a brand story, highlight key note speakers and discussion topics, or simply use this as a way of showcasing your event partners and sponsors.



Configuration

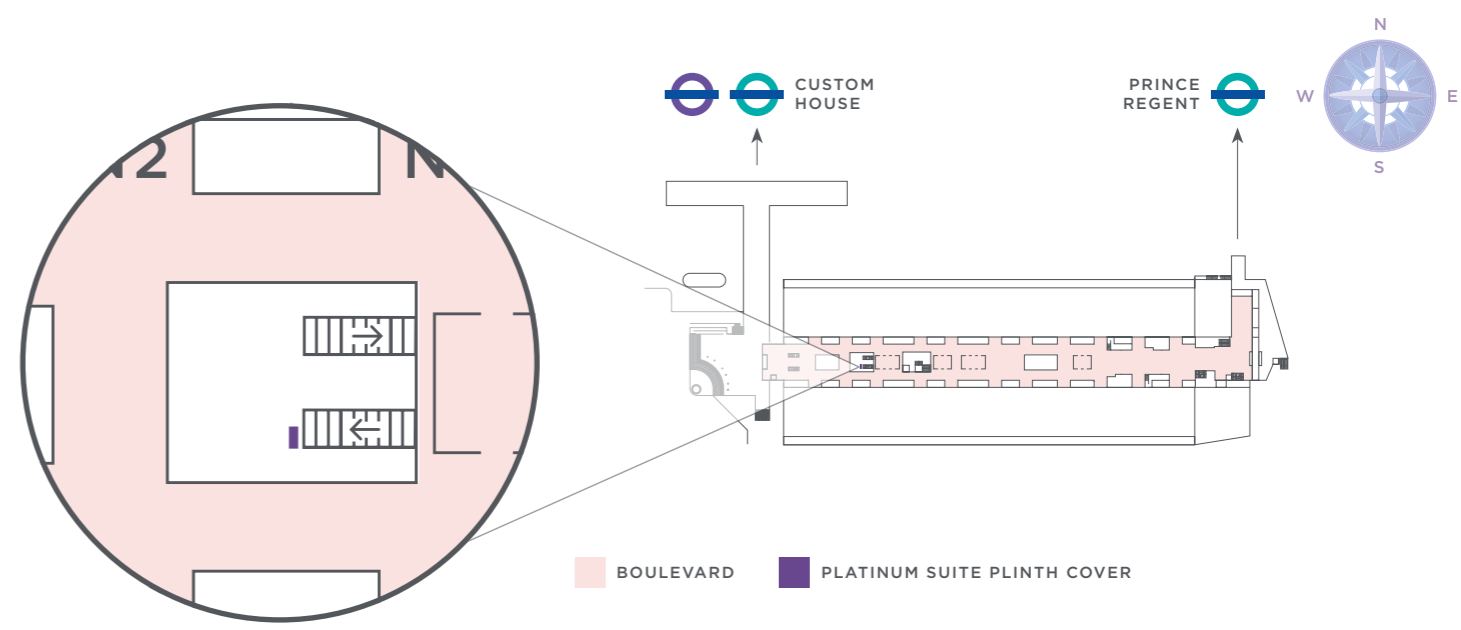
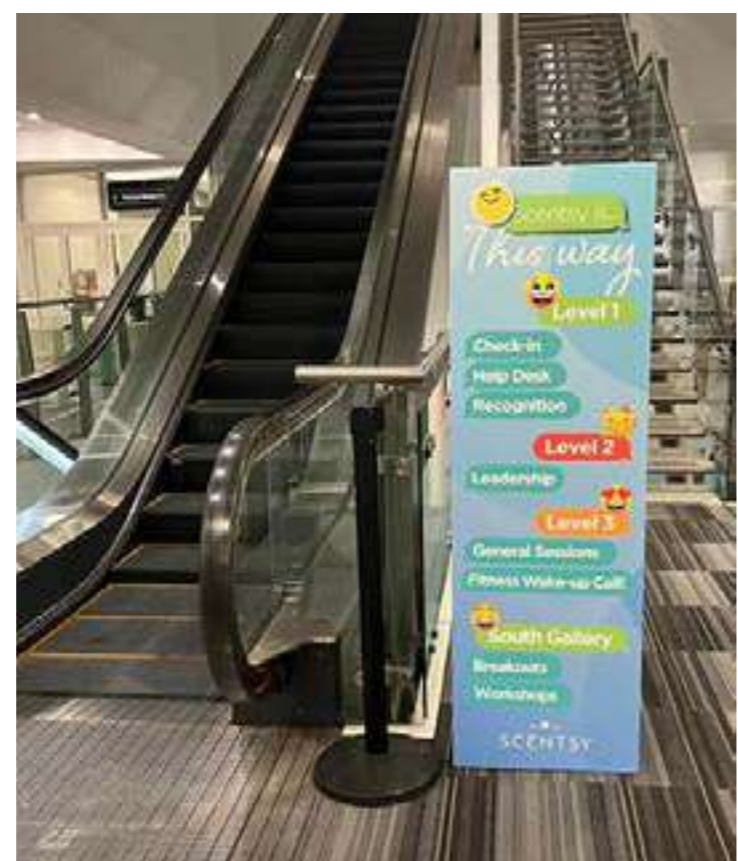
Single-sided

Dimensions (W x H)	Varies by panel. See spec
See spec for sizes	

TOP TIP
Consider each panel as a potential opportunity for partner branding.

Plinth cover

Wayfinding is essential in a multi-floor complex such as the Platinum Suite. Provide a sense of direction with these simple wayfinding plinths.

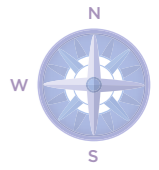


Configuration

Single-sided. One on each floor.

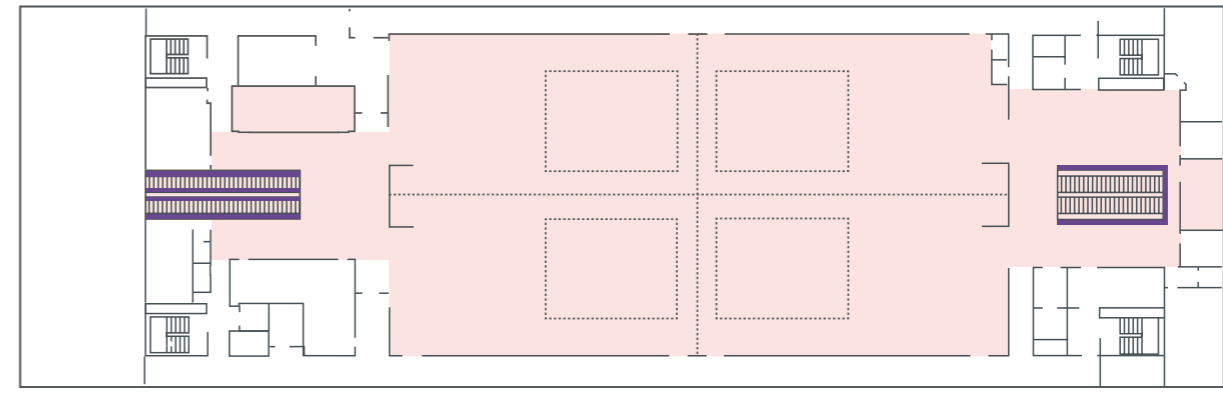
Dimensions (W x H)	500mm x 1,595mm
3 available	

TOP TIP
Consider using branded maps to guide visitors to key areas of your event.



Escalator landing glass

Completely wrap the glass to make a statement or use brand mascots and logos for contemporary subtlety.

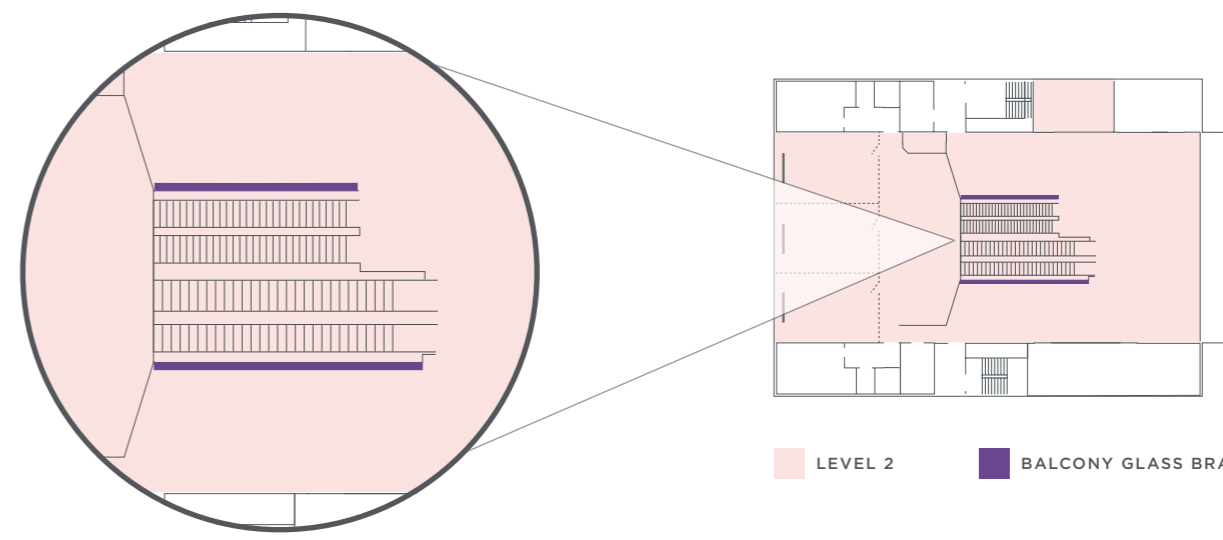


LEVEL 3 ESCALATOR LANDING GLASS

Configuration - Level 2

Single-sided

Dimensions (W x H) Various. See spec sheet.



LEVEL 2 BALCONY GLASS BRANDING

Configuration - Level 3

Single-sided

Dimensions (W x H) Various, See spec sheet.

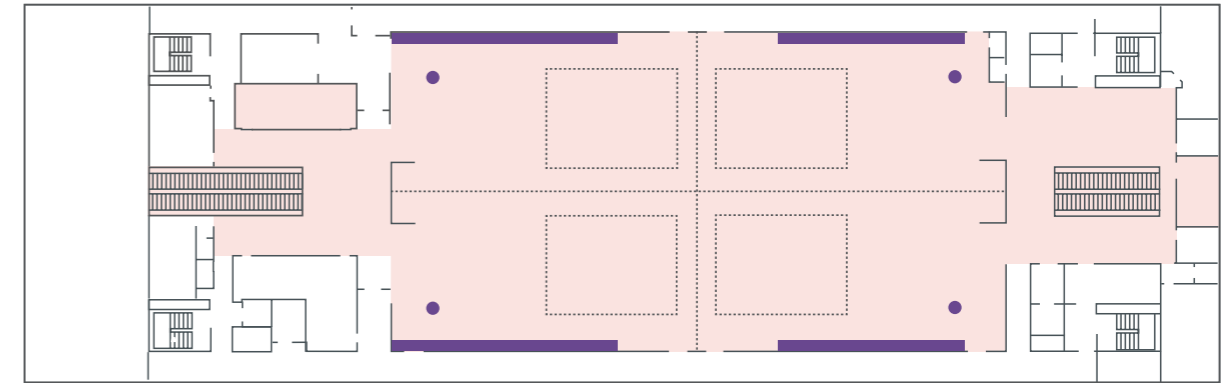
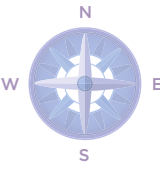
Full length

TOP TIP
Logos, mascots or brand characters look best when suspended in their own glass surround.



Platinum Suite branding

Add the personal touch to the interior of the 3rd floor conference rooms 1-4.



LEVEL 3 CURVED WALL BRANDING PILLAR BRANDING

Configuration

Curved wall. Single-sided

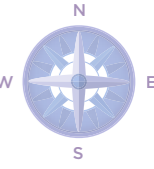
Dimensions (W x H) 20,480mm x 1,520mm

Pillar

Dimensions (W x H) 1,175mm x 4,590mm

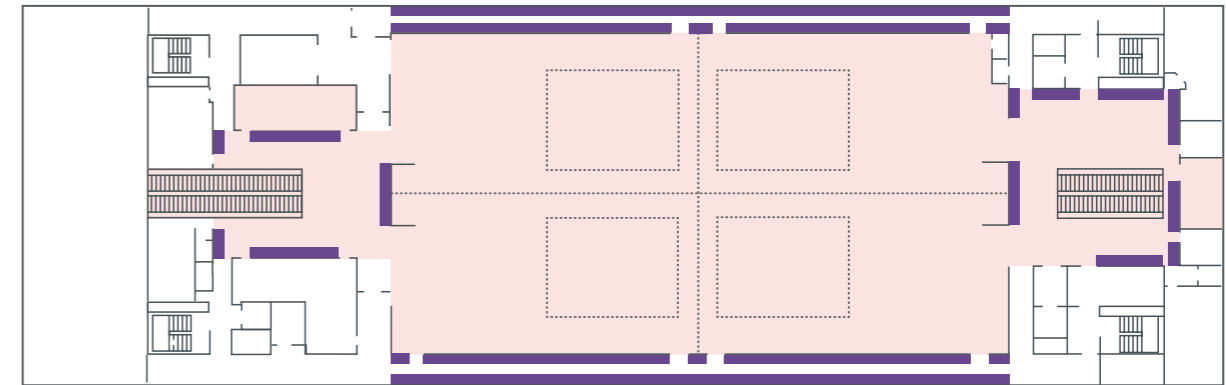
TOP TIP

Coordinate your graphics with the optional back lighting for maximum effect.



Wall branding

Make a splash with a simple or comprehensive wall graphic. These can be any shape, size or colour.



LEVEL 3 WALL BRANDING

Configuration

Single-sided

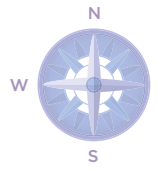
Dimensions (W x H)

Bespoke



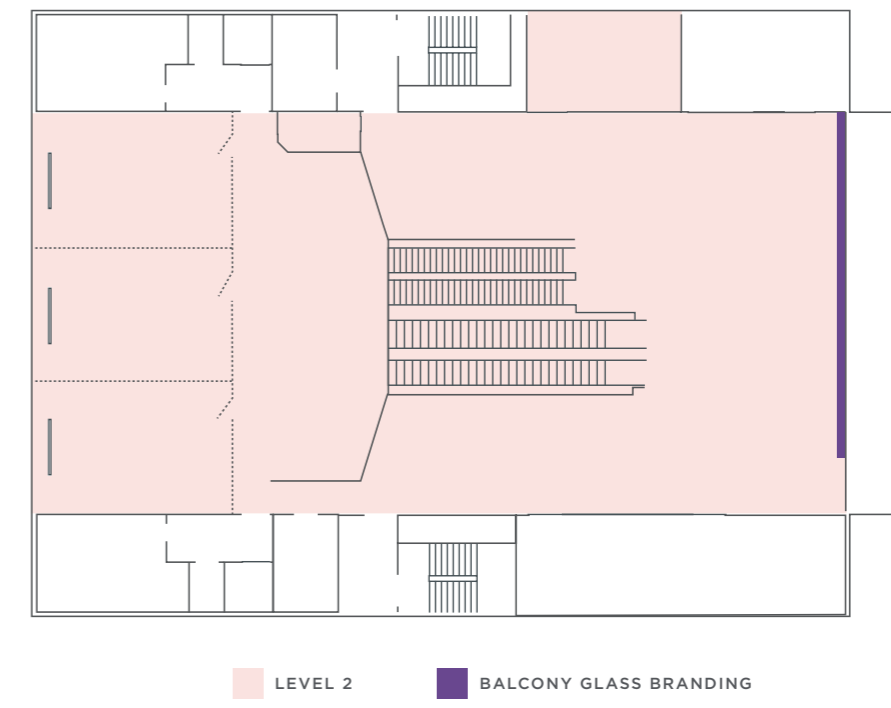
TOP TIP

The wall is your canvas so use the space to maximum effect by scaling up your graphics.



Balcony glass branding

Take over the Platinum Suite with a full window decal that can promote your brand or tell the story of how far you've come!



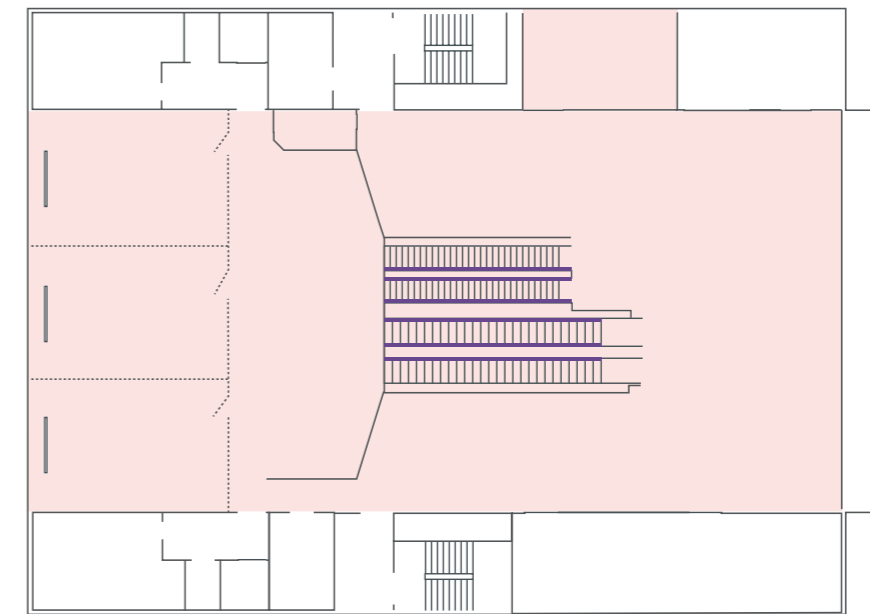
Configuration

Single-sided	
Dimensions (W x H)	13,500mm x 2,800mm
Full length	

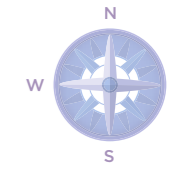
TOP TIP
 Installed on glass, consider the effect transparency and elements of frosting can have on your vinyl.

Inside escalator branding

Create an environment for your delegates to ride in style.



LEVEL 2 PLATINUM SUITE LANDING GLASS



Configuration

Inside glass section. Single-sided.

Dimensions (W x H)

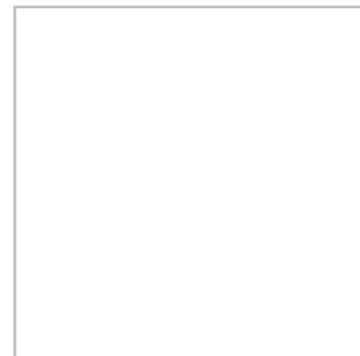
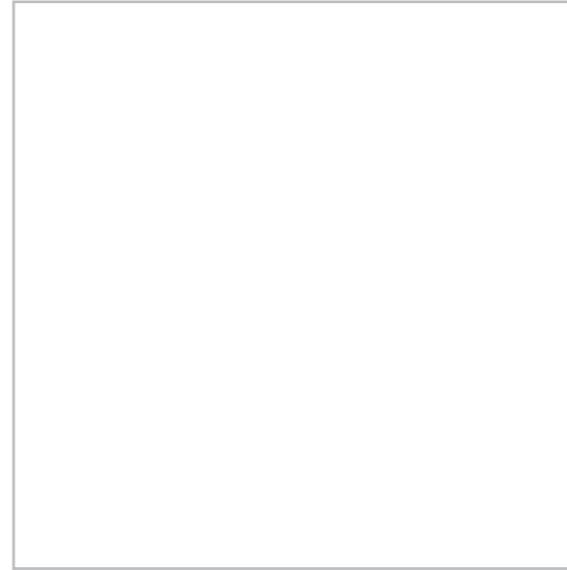
See Spec

TOP TIP

Even though it's a large area, keep messaging simple and easily digestible.



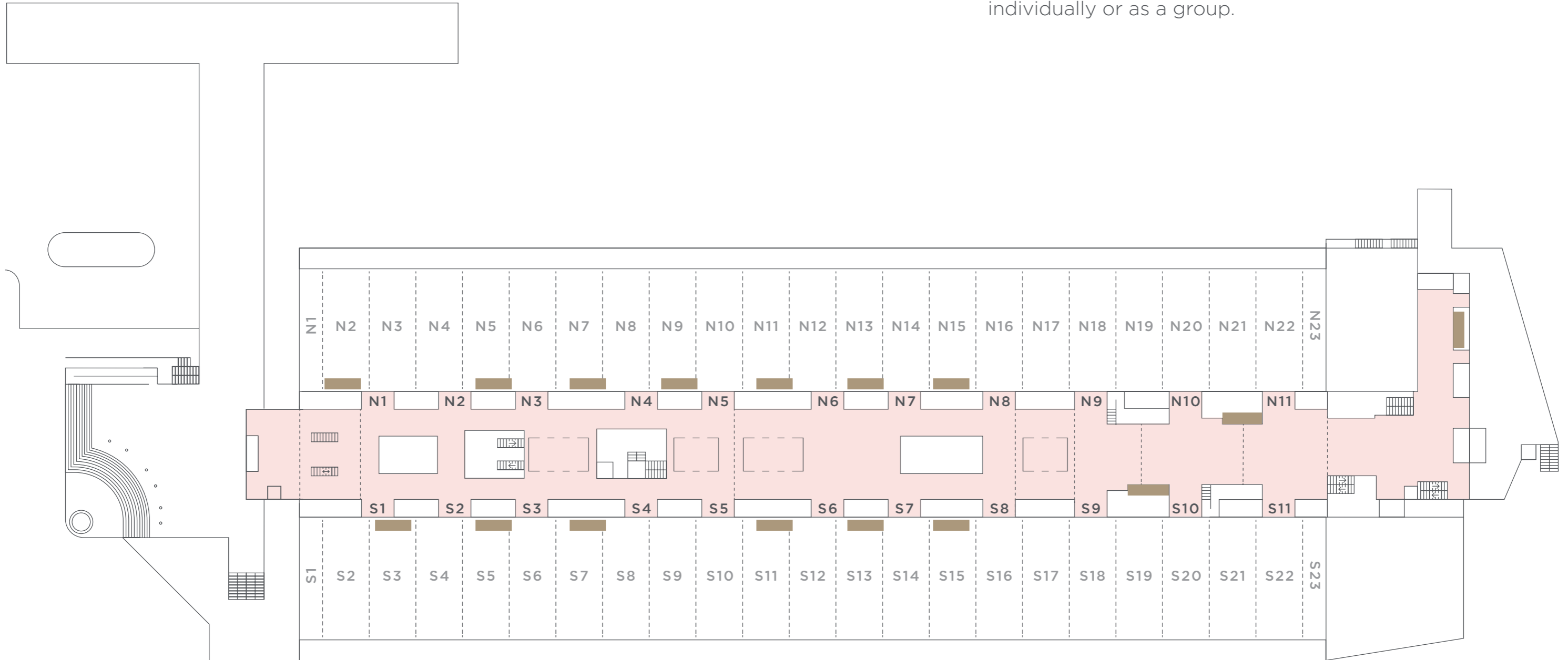
Washrooms





Washrooms

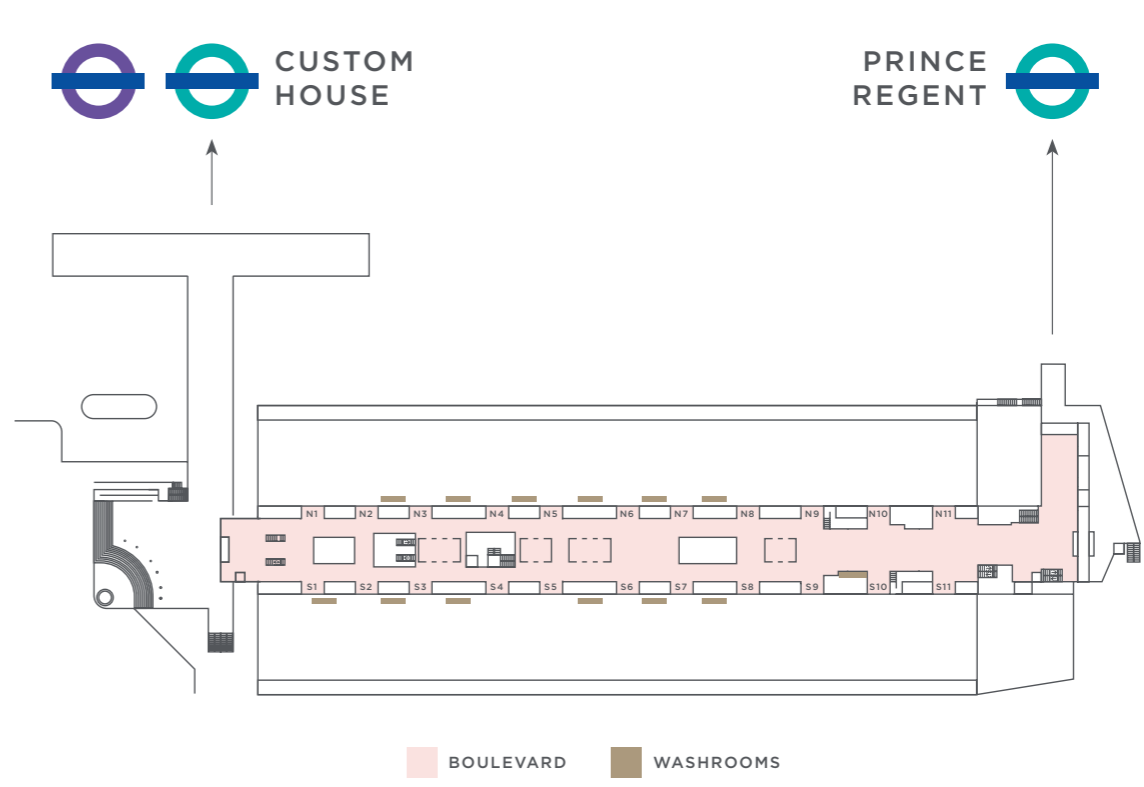
Located throughout the venue, visitors are never far from a bathroom. Ranging in size, washrooms can be branded individually or as a group.





Washroom Posters (A4)

Ensure your brand is kept front of mind with these indispensable posters.



Configuration

In-hall washrooms blocks - Up to 38 posters in each. Single-sided

Dimensions (W x H)	210mm x 297mm
Viewable area	180mm x 267mm

Configuration

Boulevard / Carpark washrooms - Up to 57 posters in each. Single-sided

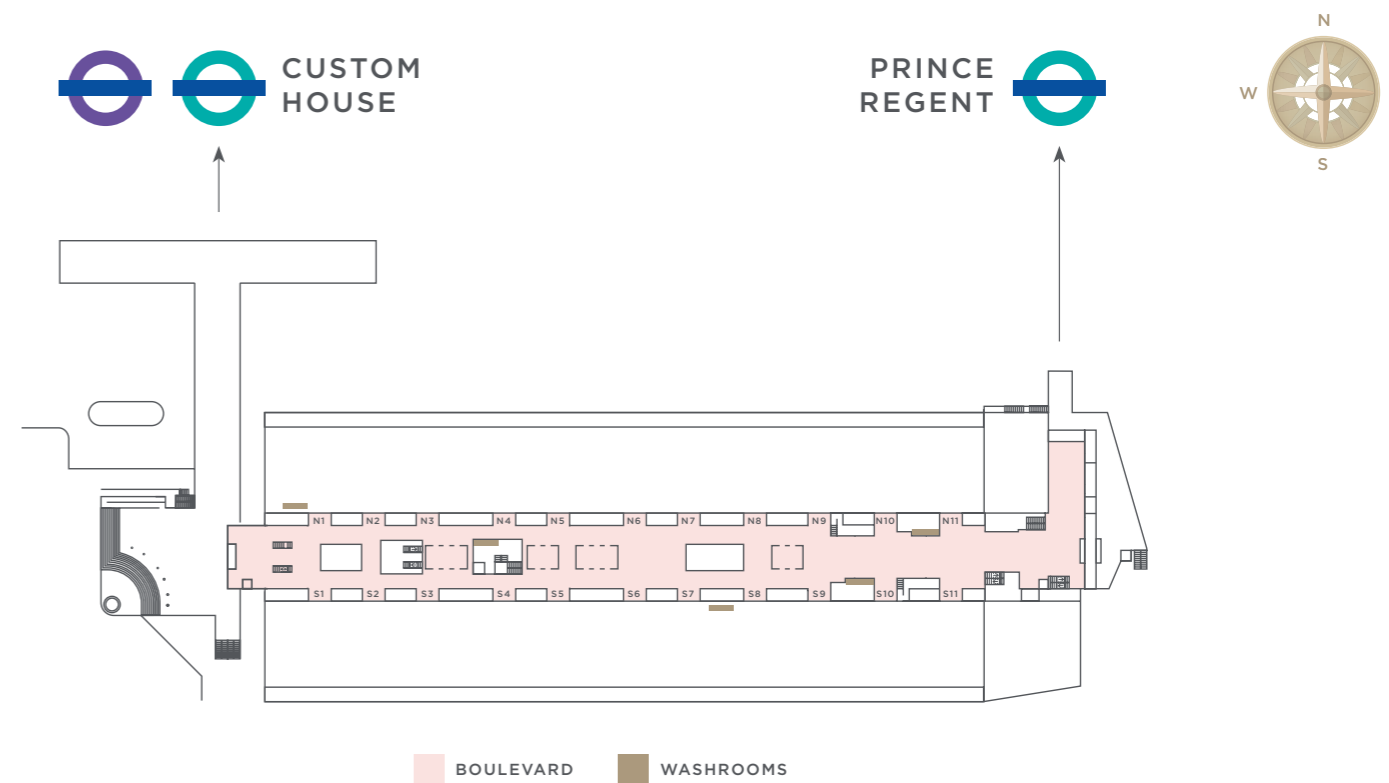
Dimensions (W x H)	210mm x 297mm
Viewable area	180mm x 267mm

TOP TIP

Personal and intimate product promotion works best in private.

Washroom Posters (A3)

Grab more attention with larger wall and cubicle door mounted poster sites.



Configuration

In-hall washrooms blocks - Up to 38 posters in each. Single-sided

Dimensions (W x H)	297mm x 420mm
Viewable area	167mm x 390mm

Configuration

Boulevard / Carpark washrooms - Up to 57 posters in each. Single-sided

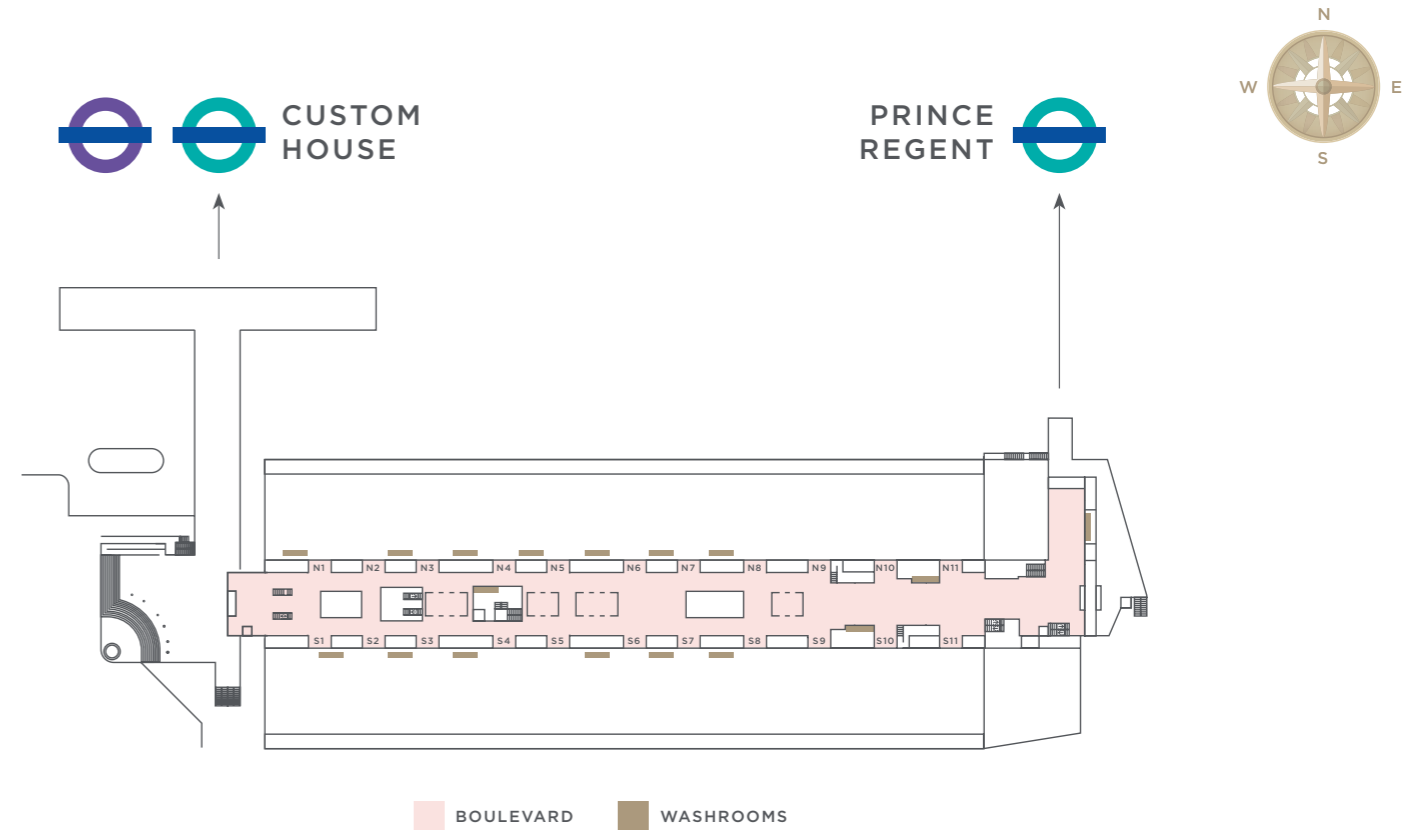
Dimensions (W x H)	297mm x 420mm
Viewable area	167mm x 390mm

TOP TIP

You're talking one on one with your audience. Broach tough subjects or gender-specific concerns.

Mirror vinyl

Make a trip to the bathroom extra special with a fully branded experience. A perfect setting to put your products into action.



Configuration

Full cover

Dimensions (W x H)

Varies by block

Spec on application

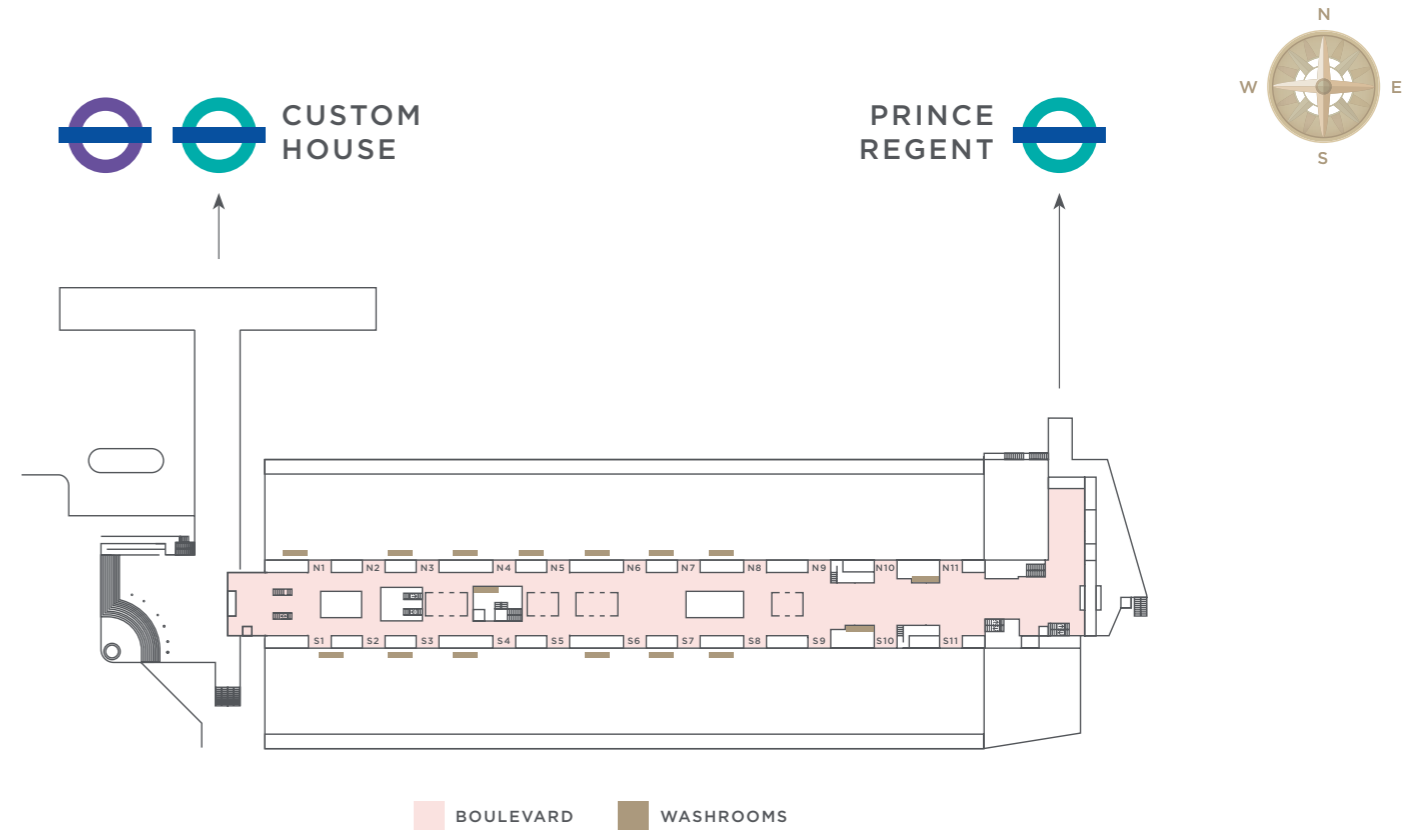
TOP TIP

Mirrors are often an easily forgotten canvas. Connect with the viewer using simple mirror vinyl, enabling them to visualise themselves using your brand.



Cubicle doors

Make this functional space an experience to remember with innovative door branding.



Configuration

N1 - N21 & S1-S21 Single sided

Dimensions (W x H)

Varies by block

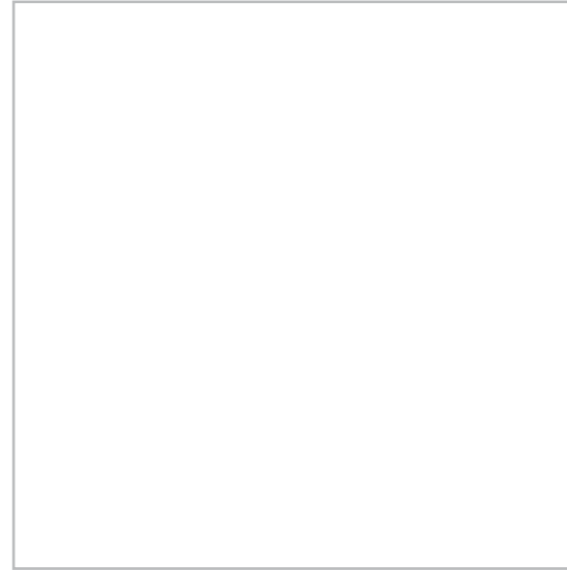
Spec on application

TOP TIP

Go wild! Each door can be considered a different experience. What's behind door number 2? A call to action - pair these with our cubicle posters for full effect!



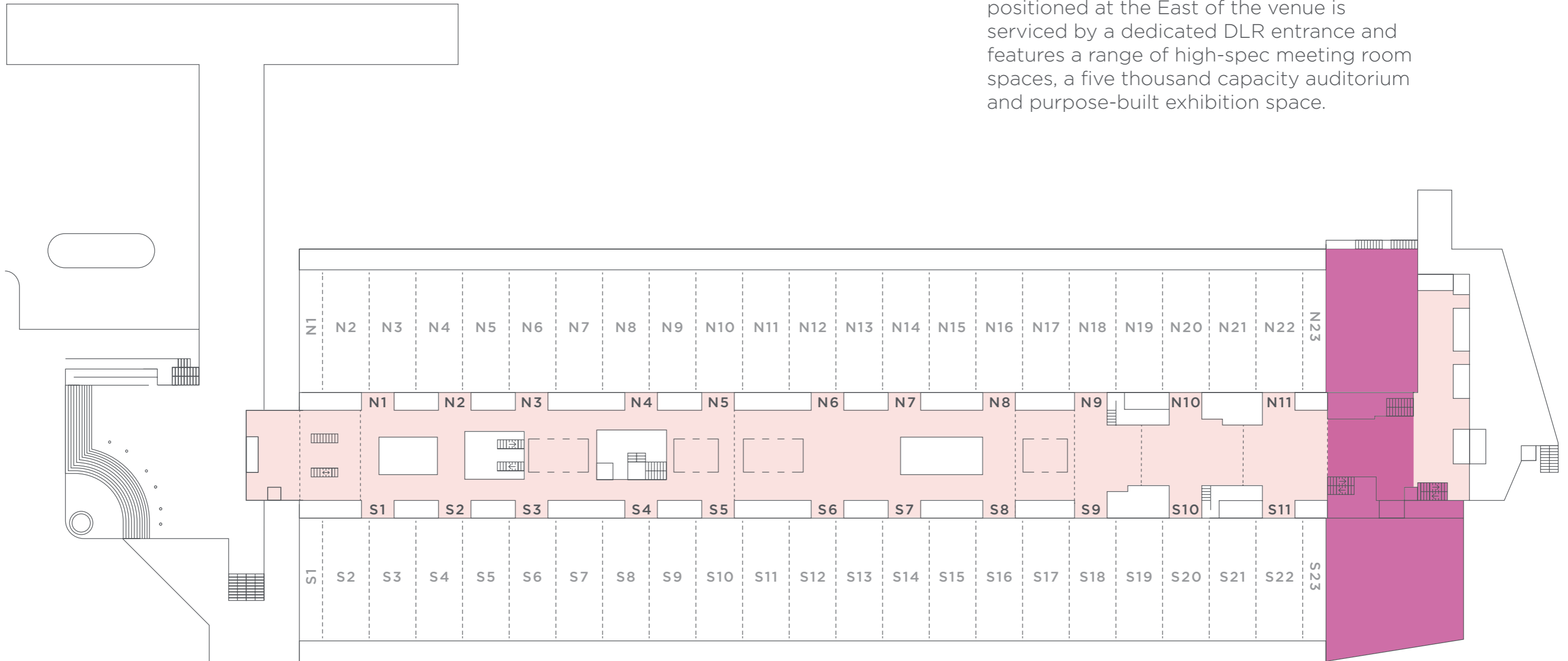
ICC Capital Hall & **Auditorium**





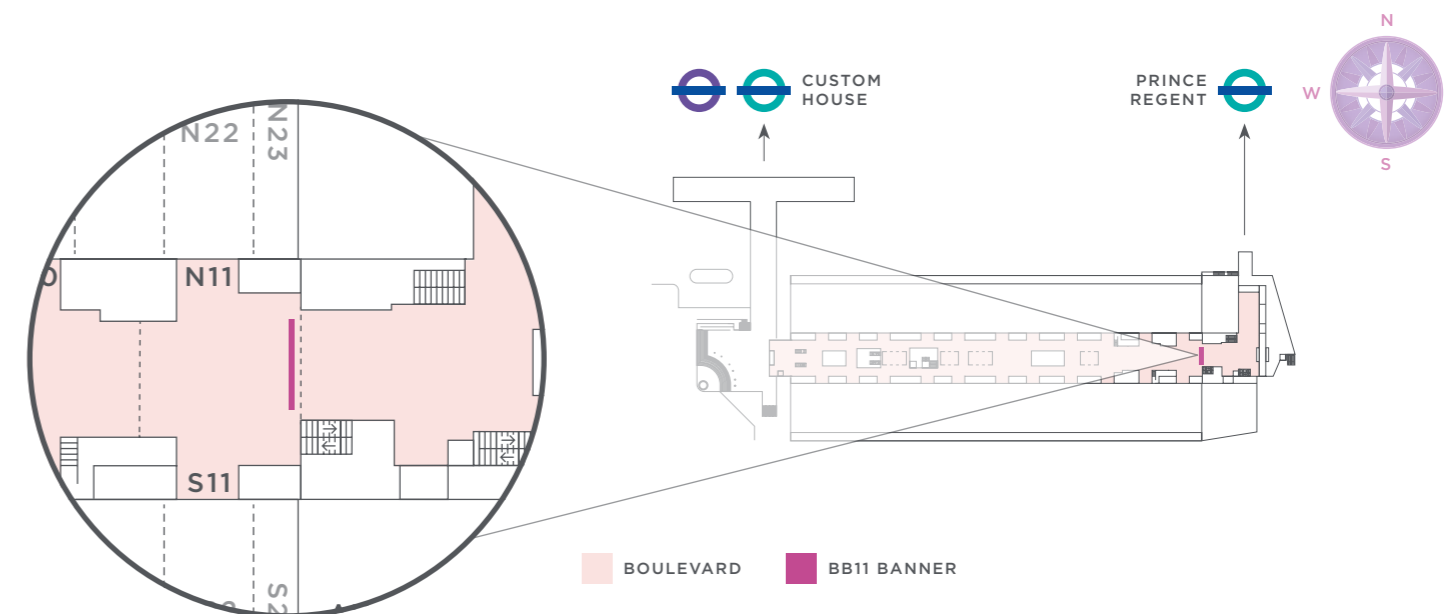
ICC Capital Hall & Auditorium

The International Conference Centre positioned at the East of the venue is serviced by a dedicated DLR entrance and features a range of high-spec meeting room spaces, a five thousand capacity auditorium and purpose-built exhibition space.



BB11 banner

A traditional double-sided alternative or a perfect accompaniment to the digital archway that can be placed below.



Configuration

Double-sided

Dimensions (W x H) 12,000mm x 3,150mm

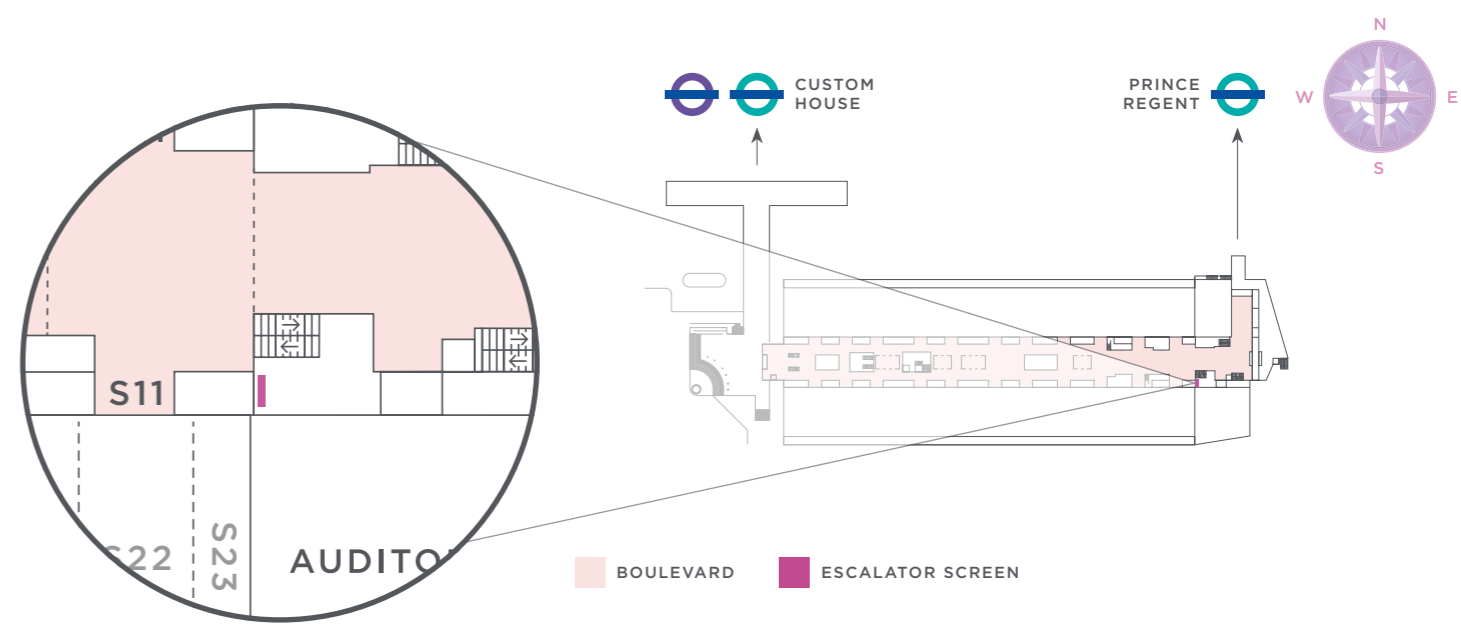
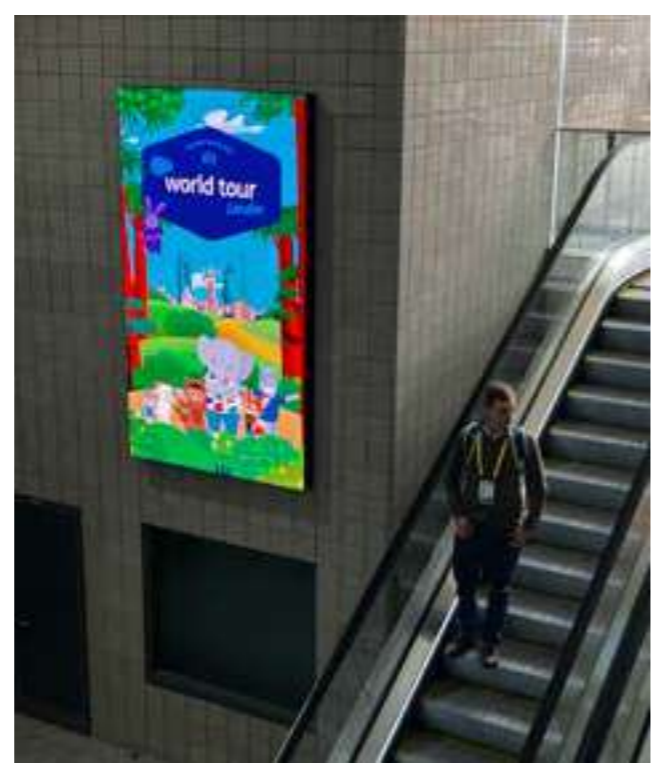
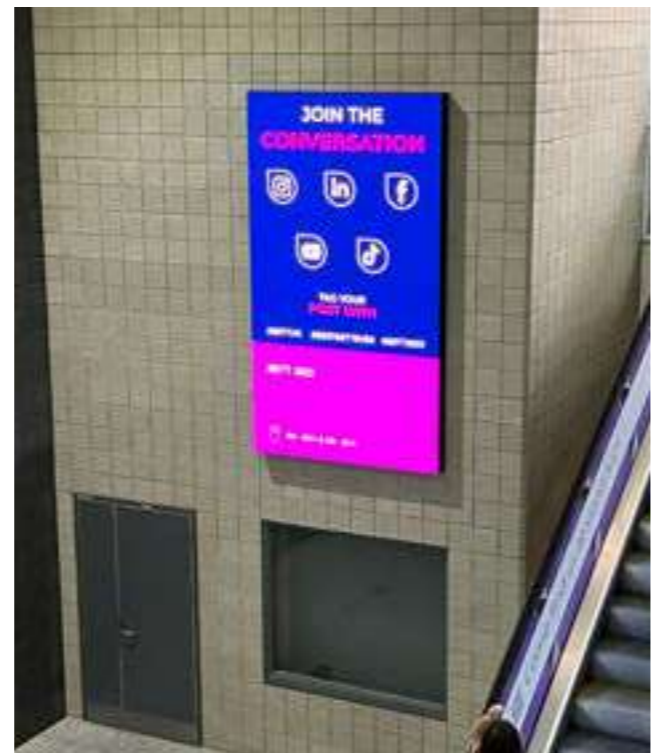
Single banner

TOP TIP

This is a double-sided site, so think about using a dual message if possible.

Escalator screen

This wall-mounted screen found on level zero sits adjacent to the escalators to provide accurate directional information on the go.



Configuration

Partial - With venue wayfinding

Dimensions (W x H)	1.7 metres x 3 metres
Resolution (W x H)	1,080 x 1,312px
Content ratio	16:9
One 10 second slot	
Exclusivity available upon request	

Screen layout

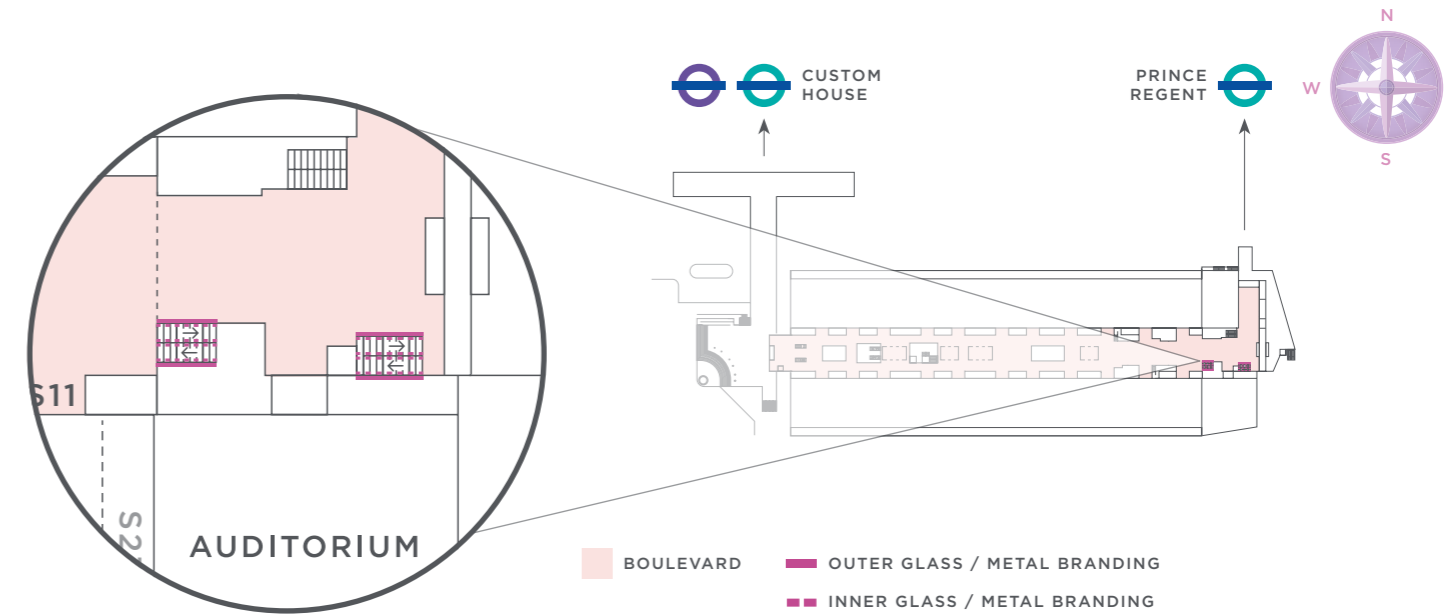


*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability

Escalator branding

Drive footfall up to the Capital Lounge and Suites with bold and directional artwork.



Configuration - Outer glass branding

Single-sided

Dimensions (W x H)

See specification sheet

Configuration - Outer metal branding

Single-sided

Dimensions (W x H)

See specification sheet

Configuration - Inner glass branding

Single-sided

Dimensions (W x H)

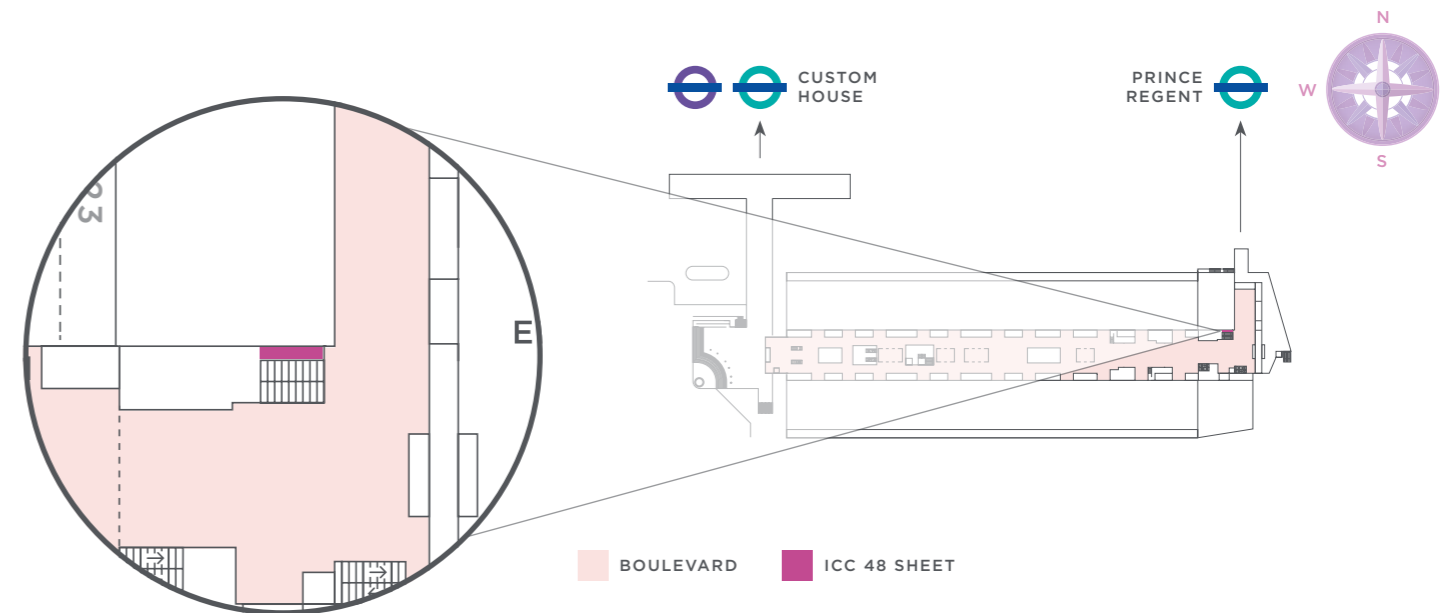
See specification sheet

TOP TIP

This is a key site for sponsors as it offers directional functionality and brand presence.

ICC - 48 sheet

A highly visible and popular format often used to thank event partners and sponsors.



Configuration

48N5

Dimensions (W x H)

6,180mm x 3,125mm

Single-sided.

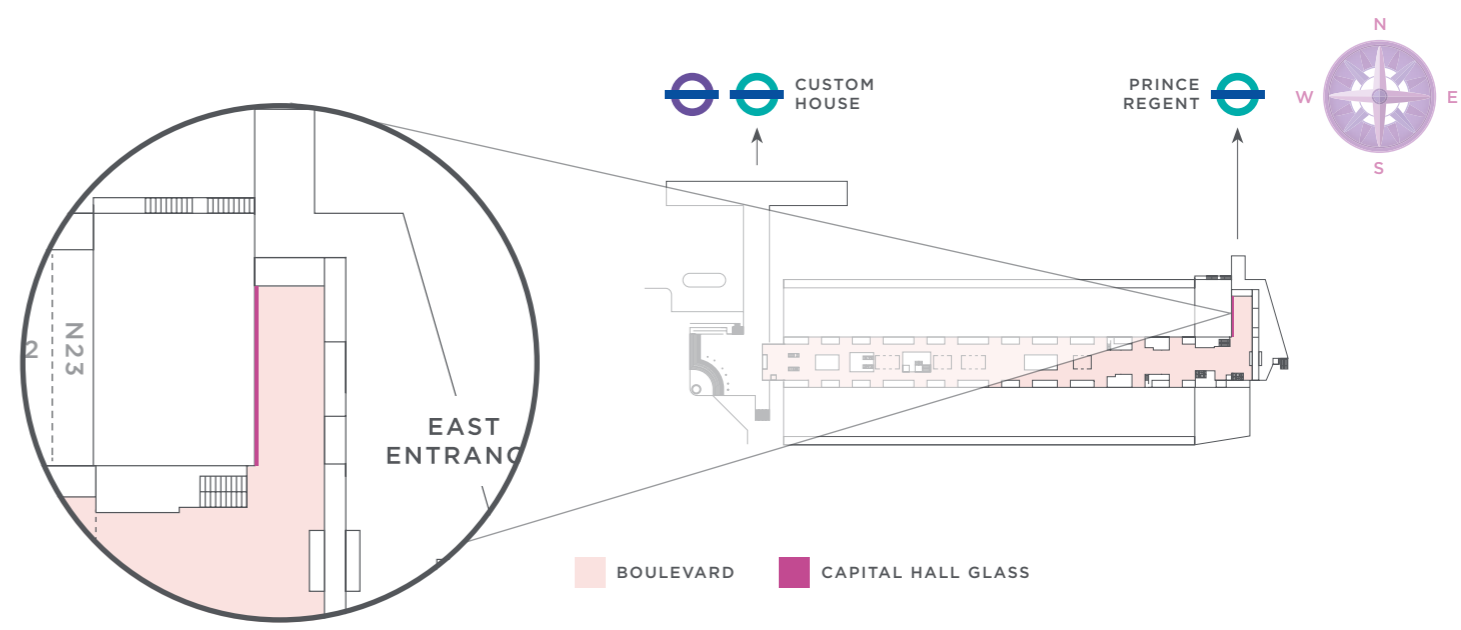


TOP TIP

At the centre of the ICC, this is a good opportunity to speak to sponsors and partners as they enter and leave the central space.

Capital hall glass

The largest vinyl site in the venue and overlooking the Capital Hall below. Use specific glass panels or take over the entire space to highlight your event.



Configuration

Handrail to ceiling - Single-sided

Dimensions (W x H)	67,805mm x 3,200mm
Full cover. Bespoke quotes available on request.	£36,350
Double-sided available. POA	

Configuration

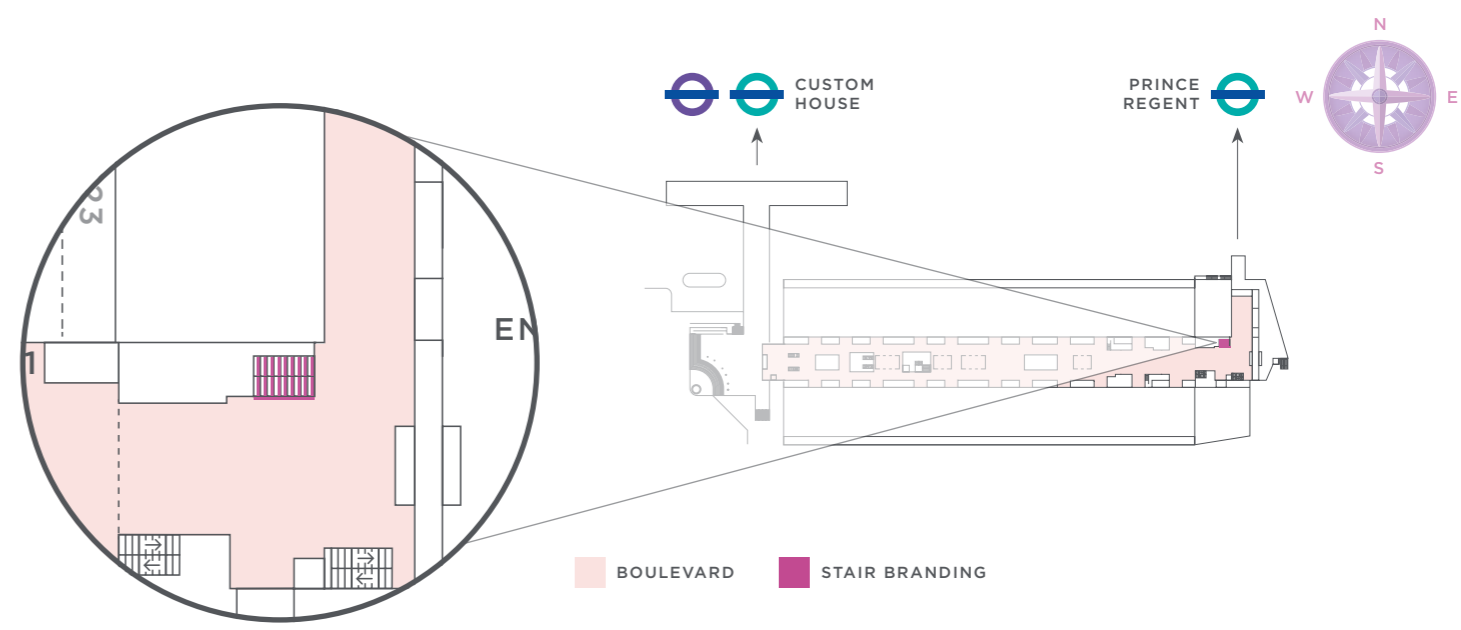
Floor to ceiling - Single-sided

Dimensions (W x H)	67,805mm x 4,280mm
Full cover. Bespoke quotes available on request.	£46,595
Double-sided available. POA	

TOP TIP
Take advantage of framing the plain glass that allows visitors to take a sneak peek of the activity within the Capital Suite.

ICC stair branding

Used as the entrance or exit to the level zero space. Tell a story, promote sponsors or decorate to make a statement.



Configuration - Risers

Single-sided

Dimensions (W x H) 1,520mm x 110mm

Configuration - Landings

Single-sided

Dimensions (W x H) 1,560mm x 2,020mm

Configuration - Side panel

Single-sided

Dimensions (W x H) 9,860mm x 3,900mm

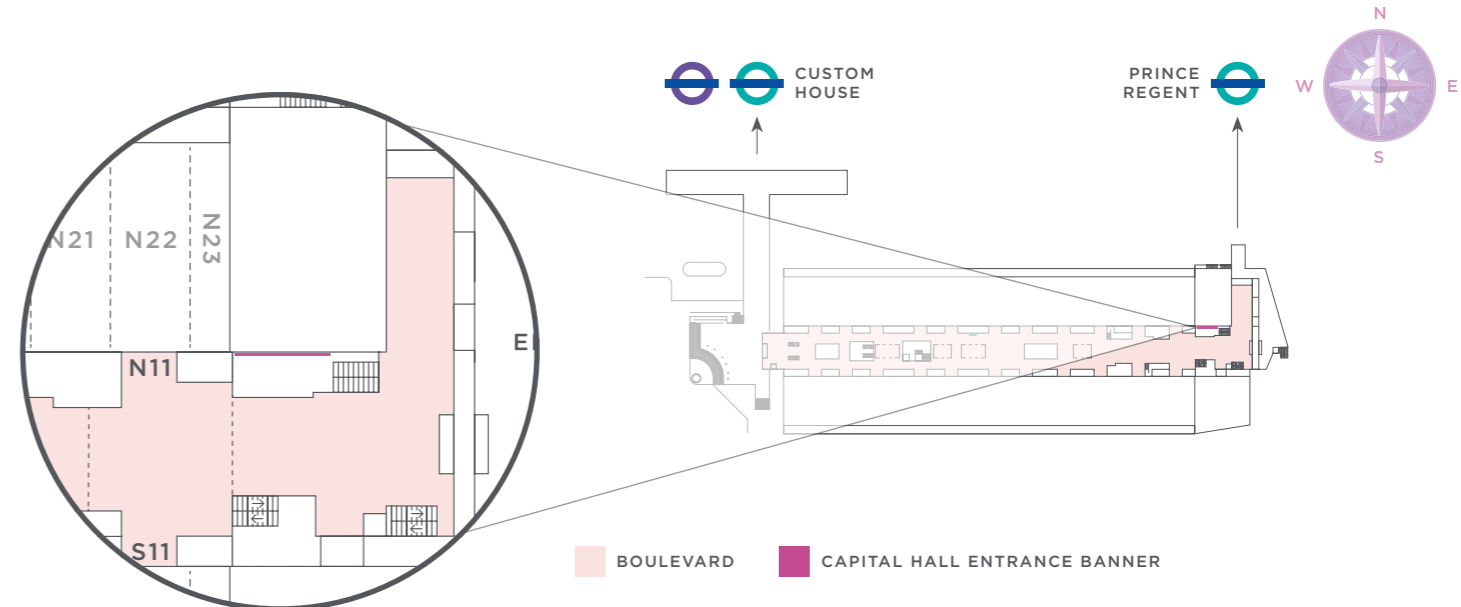
Configuration - Panel underneath staircase

Single-sided

Dimensions (W x H) 3,500mm x 3,900mm

Capital Hall Entrance banner

Big statement, highly impactful hall entrance banner.



Configuration

Design 1 - please state which shutter bay you would like
 Dimensions (W x H) 7,225mm x 6,530mm
 Single-sided. 1 banner spanning 1 bay.

Design 2 - please state which shutter bays you would like
 Dimensions (W x H) 15,450mm x 6,530mm
 Single-sided. 1 banner spanning 2 bays.

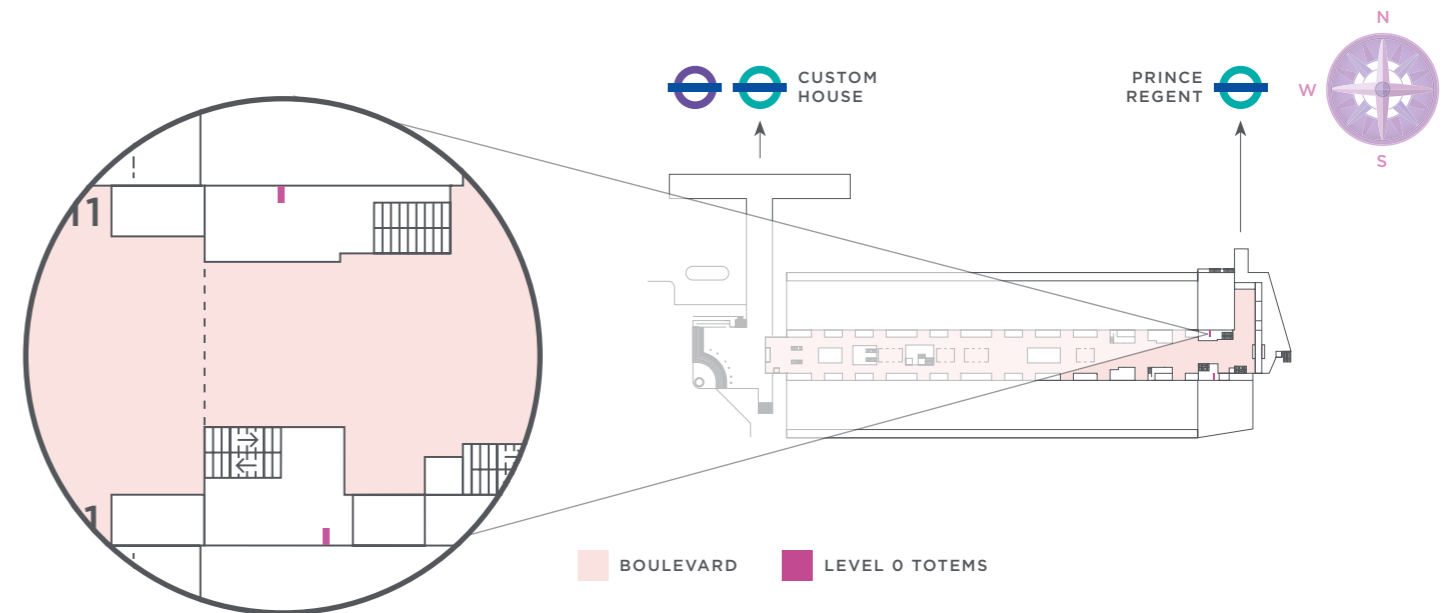
Design 3
 Dimensions (W x H) 31,050mm x 6,530mm
 Single-sided. 1 banner spanning 4 bays.

Design 4
 Dimensions (W x H) 31,050mm x 9,330mm
 Single-sided. Full cover.

TOP TIP
 Fill the space with bold creative, and avoid white backgrounds for the best results.

ICC totems - level 0

Totems sit adjacent to the halls and offer a fantastic insight to what lies beyond in your exhibition or event space.



Configuration

Double-side

Dimensions (W x H)	1,420mm x 2,820mm
Capital hall or Auditorium	

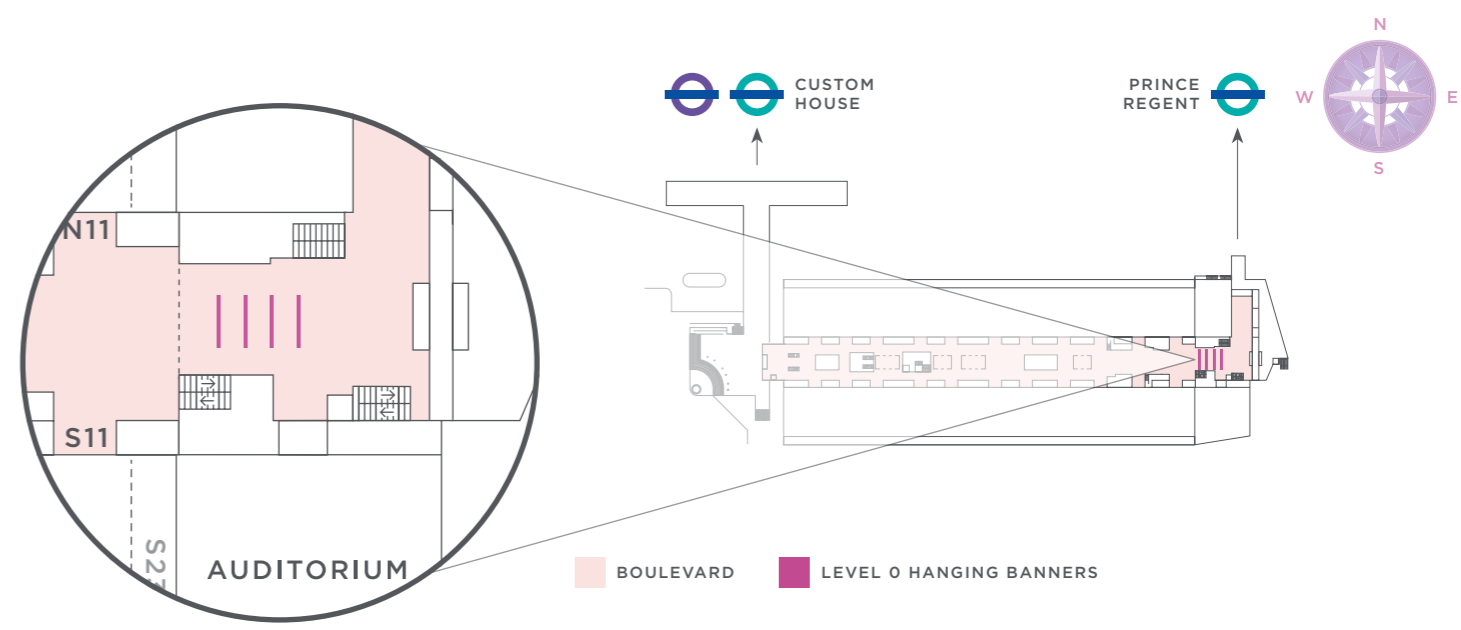


TOP TIP

Go the extra mile with these totems by showcasing floor plans, event schedules or key speakers.

ICC Level 0 hanging banners

Strung between the level zero pillars, these banners are seen by those using the space between the Auditorium and Capital Hall, and those using the dedicated car park entrance.



Configuration - North to South

Double-sided. 6 available.

Dimensions (W x H) 6,000mm x 1,000mm

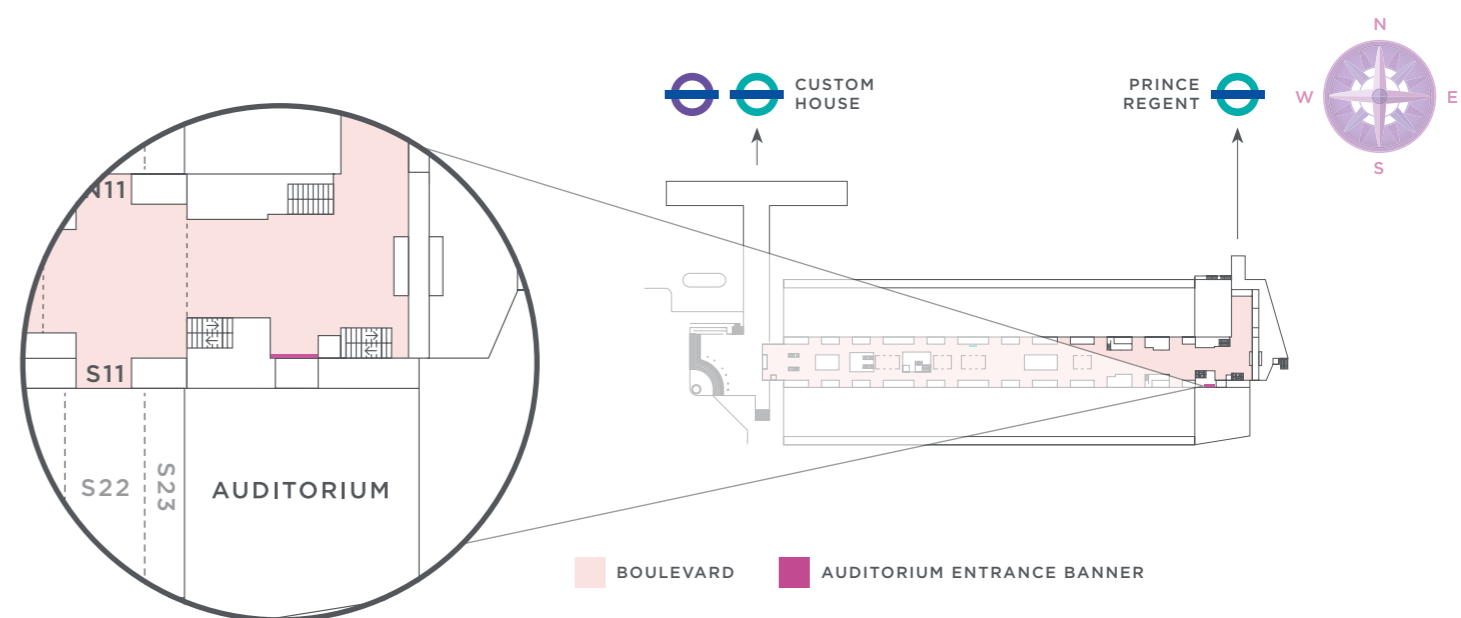
Bespoke sizes available on request.

TOP TIP

Use successional messaging to keep delegates engaged.

ICC Auditorium entrance banner

Scalable to meet your design and budget, this massive fabric banner is sustainable and makes a statement.



Configuration

Design 1 - please state which shutter bay you would like

Dimensions (W x H)	7,625mm x 7,088mm
Single-sided. 1 banner spanning 1 bay.	

Design 2

Dimensions (W x H)	23,190mm x 7,088mm
Single-sided. 1 banner spanning 3 bays.	£15,960

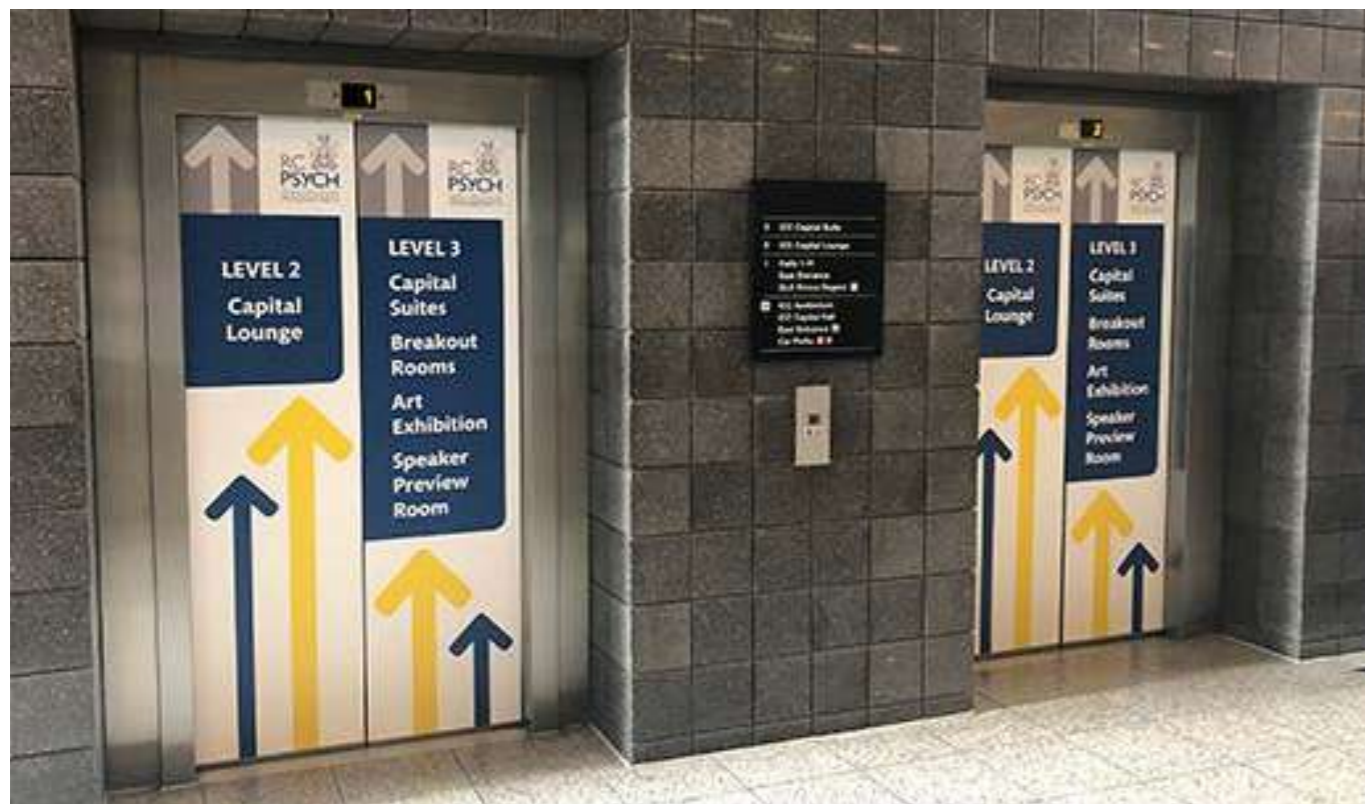
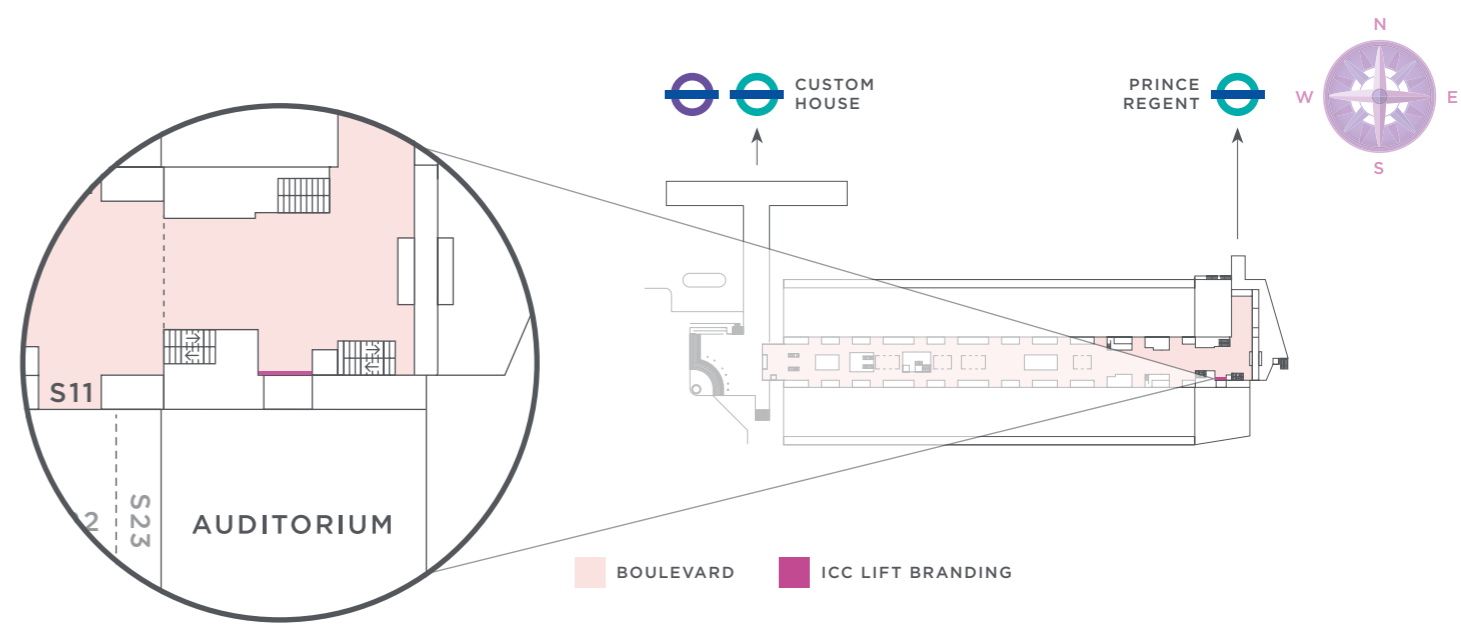
Design 3

Dimensions (W x H)	7,625mm x 7,788mm
Single-sided. 2 banners left & right	

TOP TIP
Go full width for maximum impact.

ICC lift branding

Each of the two sets of doors across the four floors can be used as separate sponsor opportunities. The lift's interior and wayfinding panels can also be branded.



Configuration - Lift doors

Single-sided

Dimensions (W x H) - per left / right panel. 660mm x 2,315mm

Configuration - External Panel Cover

Single-sided

Dimensions (W x H) 500mm x 600mm

Configuration - Internal panel cover

Single-sided

Dimensions (W x H) - per left / right panel. 300mm x 360mm

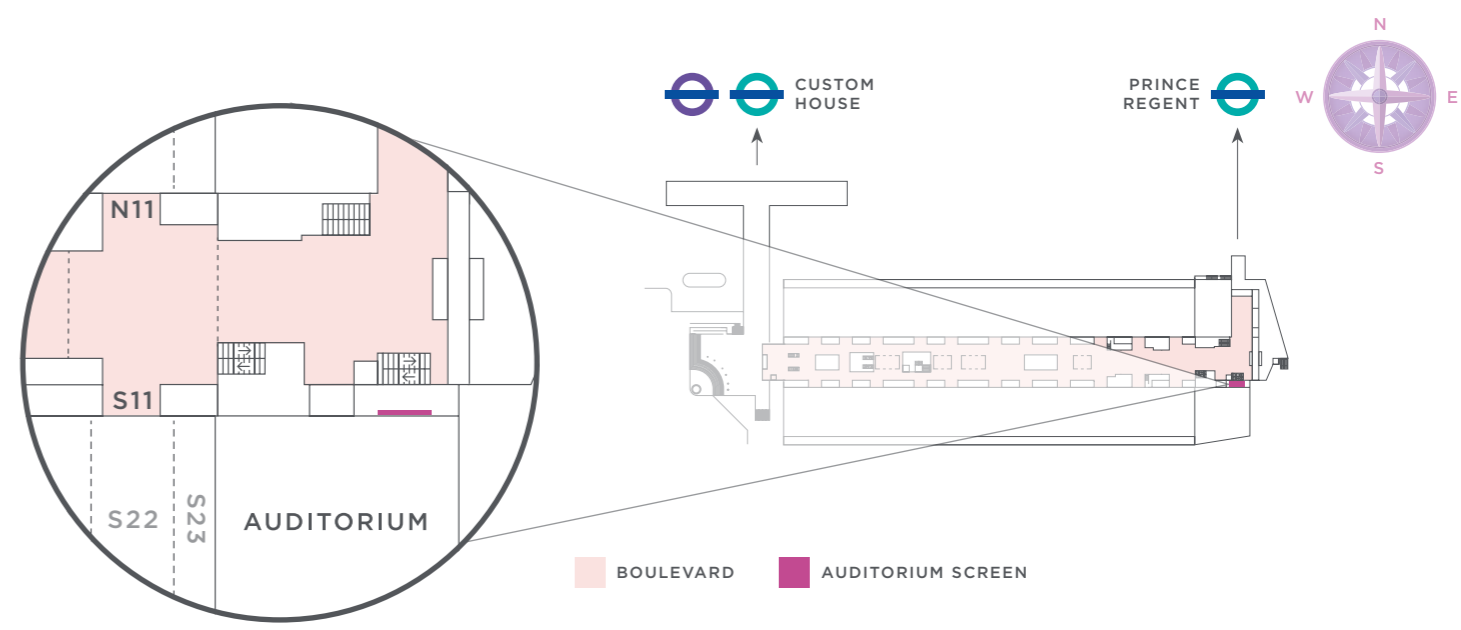
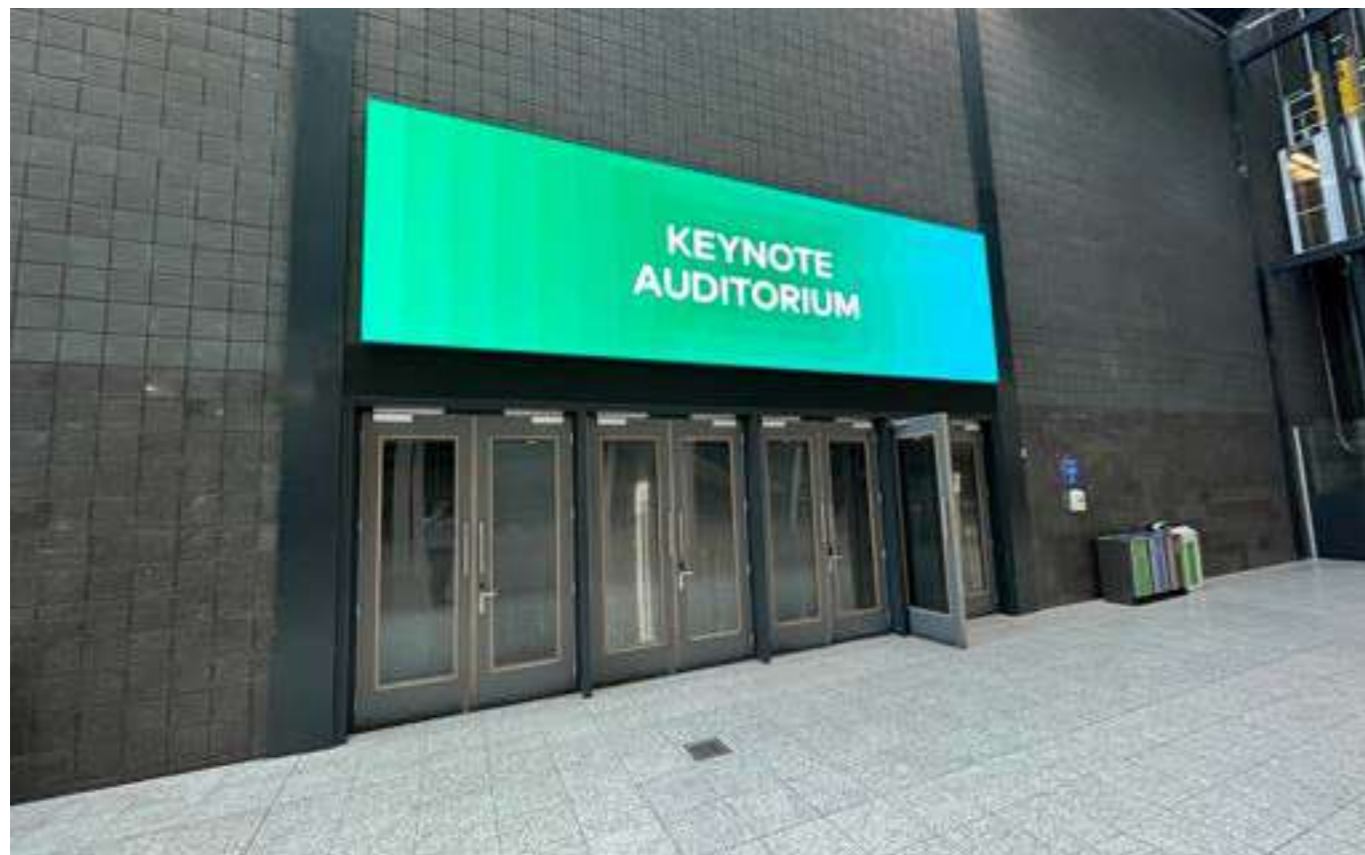
Configuration - Internal rear panel

Single-sided

Dimensions (W x H) 2,100mm x 2,130mm

ICC Auditorium screen

Give visitors a bold and dynamic welcome with this 14m² LED screen located above the primary Auditorium entrance.



Configuration

Full screen

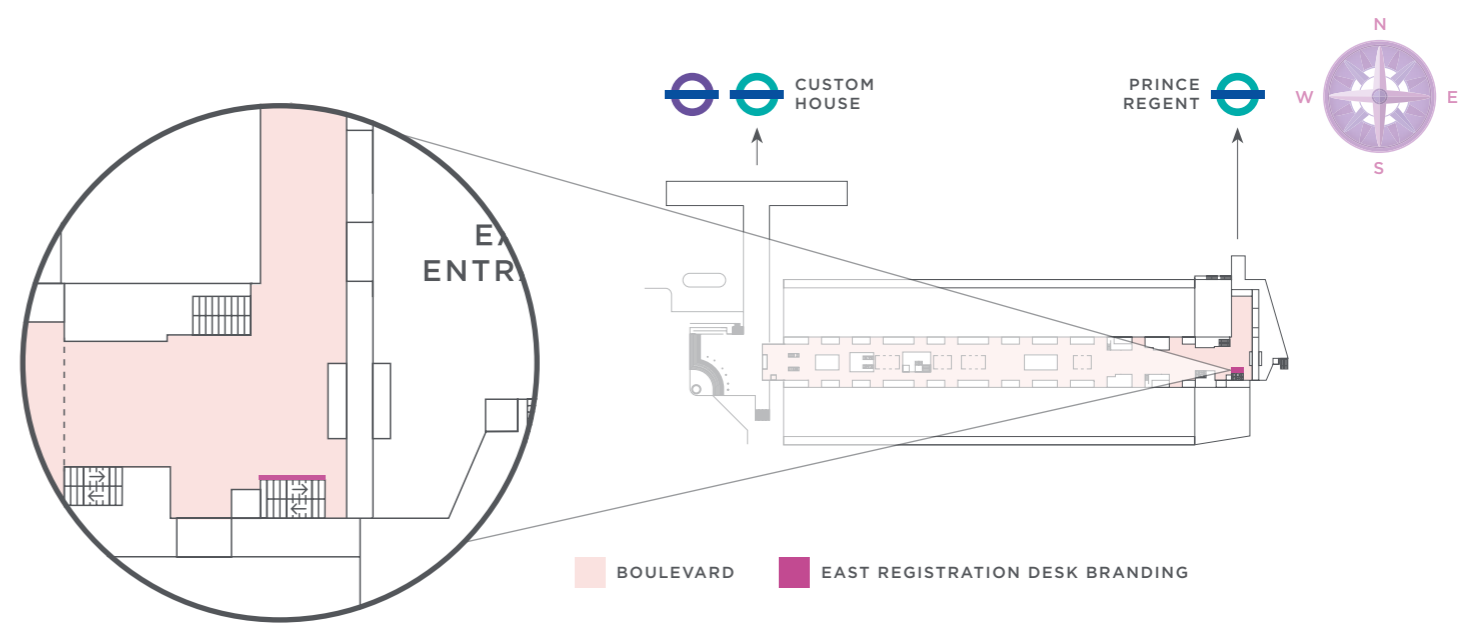
Dimensions (W x H)	7.1 metres x 2 metres
Resolution (W x H)	2,688 x 756px
Content ratio	32:9
One 10 second slot	
Exclusivity available upon request	

TOP TIP
Due to its location, day-parted scheduling adds an edge to the space.

- LED
- HD
- Looped
- Streaming
- Sustainability
- Social Media

East registration desk branding

Greet delegates entering from the Prince Regent entrance by branding this purpose-built helpdesk.



Configuration

Single-sided

Dimensions (W x H)

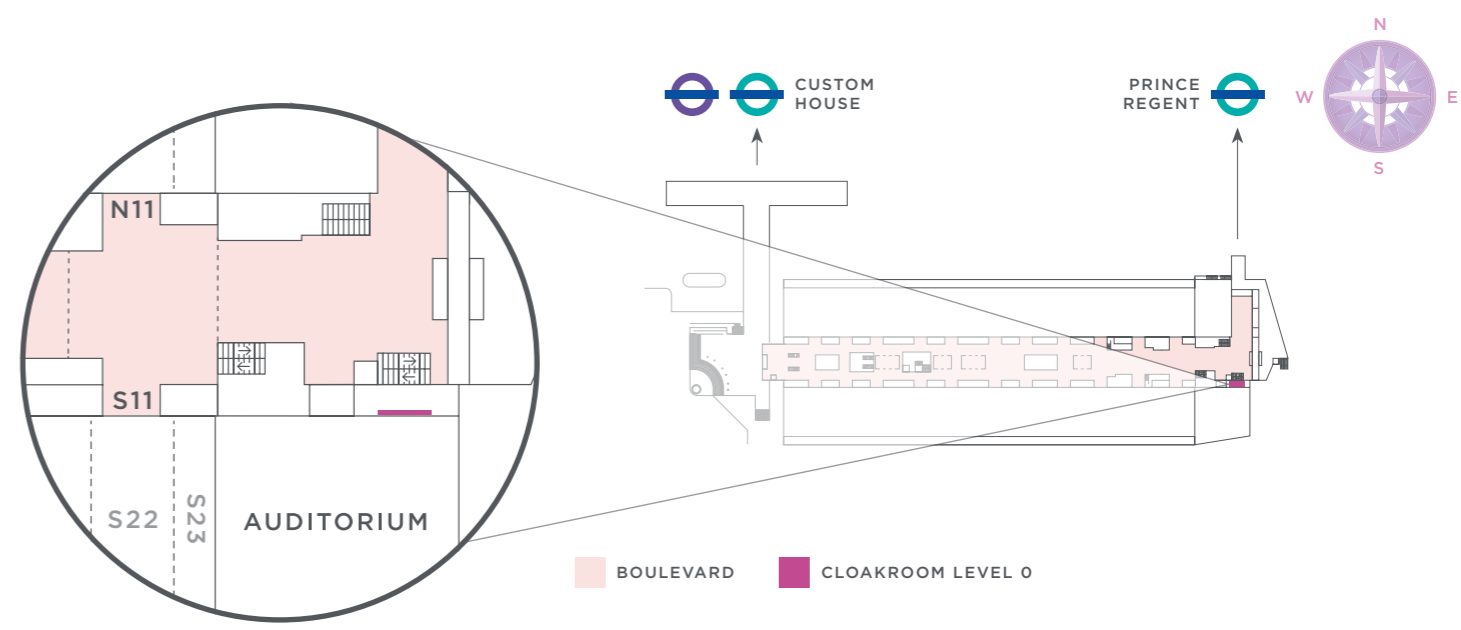
See spec sheet

Full cover

TOP TIP
Use striking colours for a bold welcome.

Cloakroom level 0

Own the space, demand attention. Everyone needs to use the cloakroom, why not make it yours?



Configuration

Single-sided	
Dimensions (W x H)	See spec sheet
Full cover	

TOP TIP
 Create a seamless experience by matching the branding with your event.



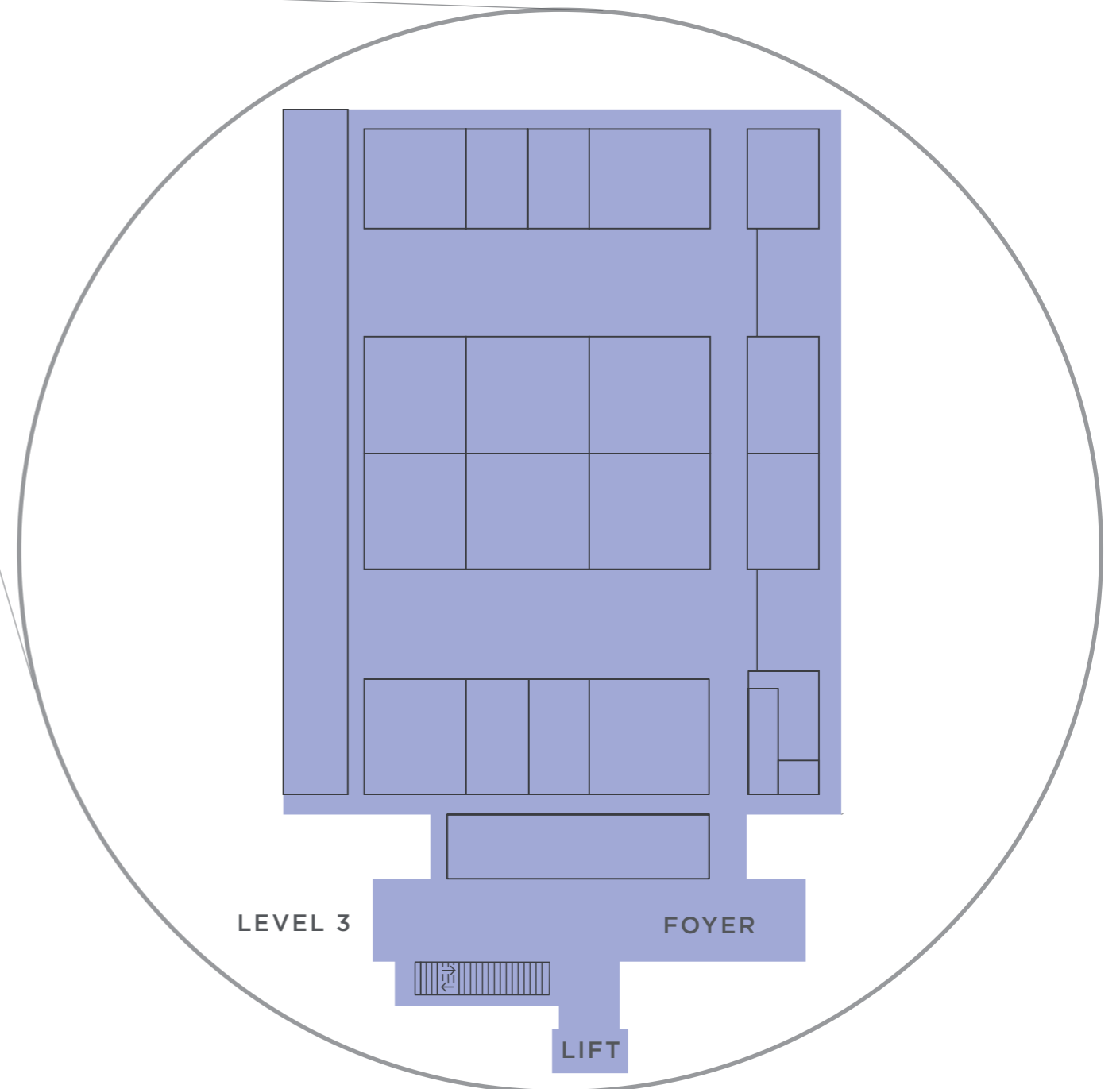
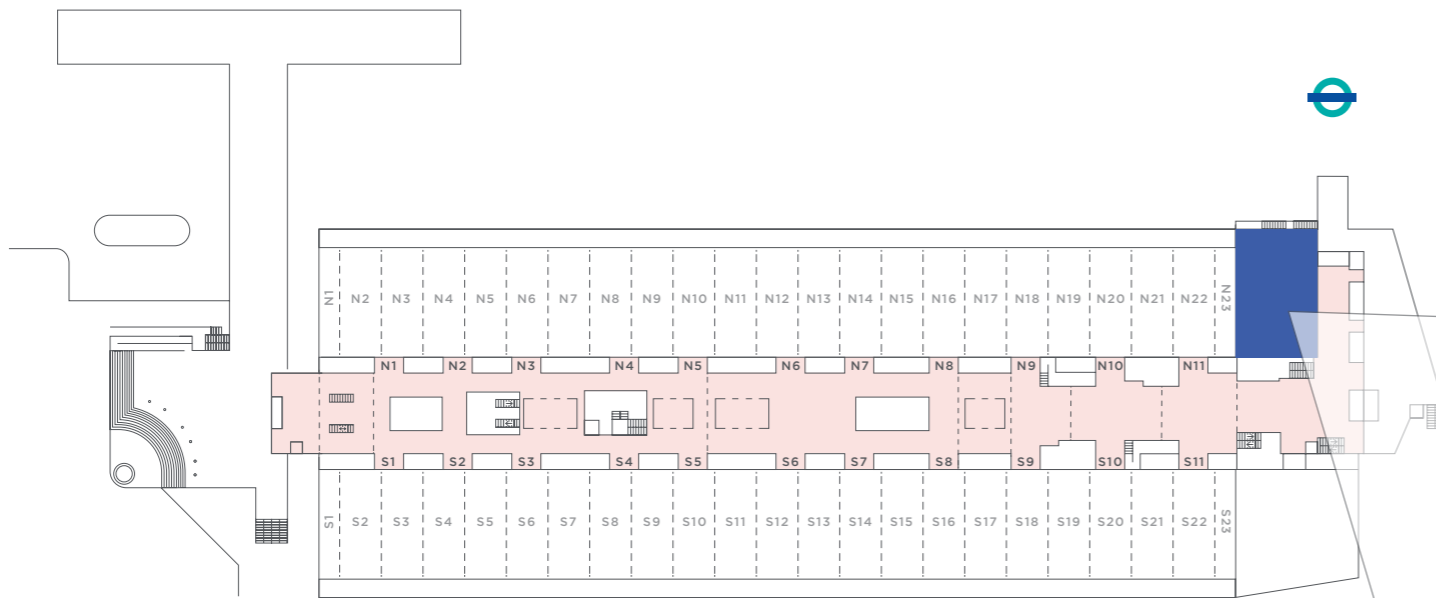
Capital **Suite**





Capital Suite

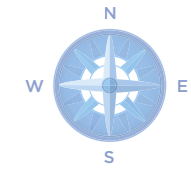
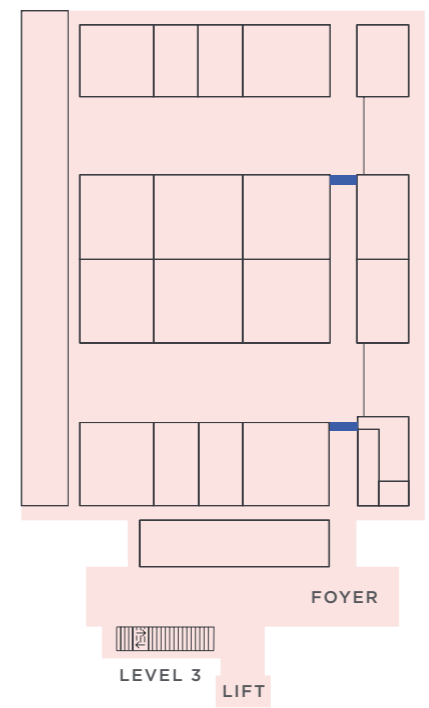
A contemporary and dedicated meeting space, self-contained for maximum discretion. Located on the third level of the ICC, the Capital Suite offers a wrap-around outdoor balcony and plenty of natural lighting.





Entrance glass

Welcome delegates to the Capital Suite with these double-sided entrance glass vinyls.



Configuration

First set of doors, 1 available

Dimensions (W x H)	3,650mm x 1,000mm
Single-sided	
Double-sided	

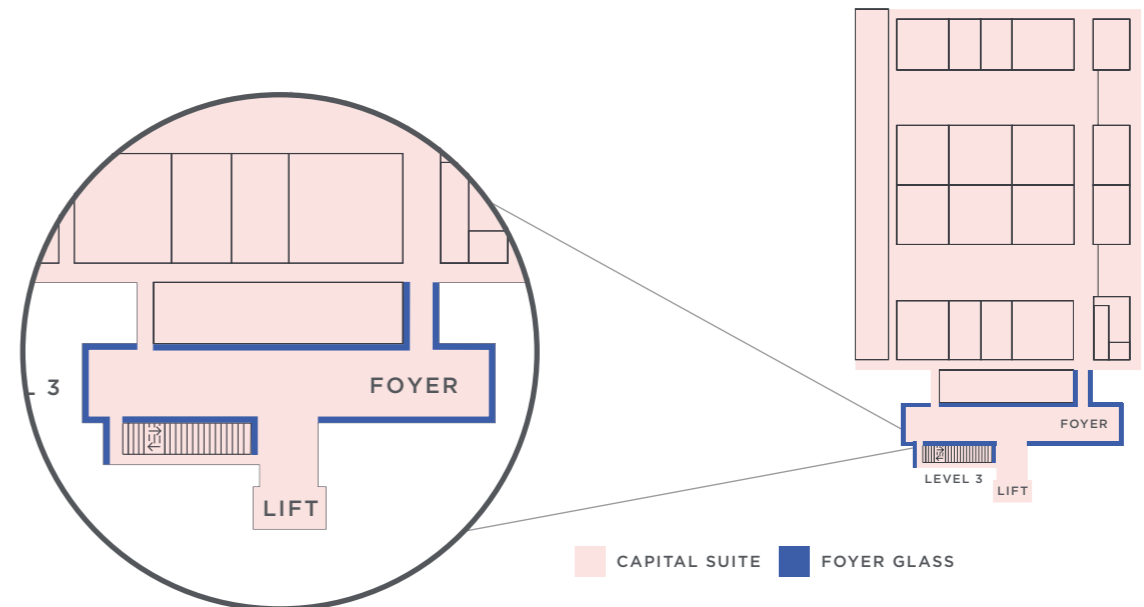
Second set of doors, 1 available

Dimensions (W x H)	3,850mm x 1,000mm
Single-sided	
Double-sided	

TOP TIP
 This is the opportunity to welcome guests to the Suite, so these are a must.

Foyer glass

Located at the top of the level three escalators, a guaranteed stand-out solution that should not (and will not) be missed.



Configuration

Single-sided

Dimensions (W x H)

Please refer to the artwork template for a layout guide of the area.

Section A

Sections B-O

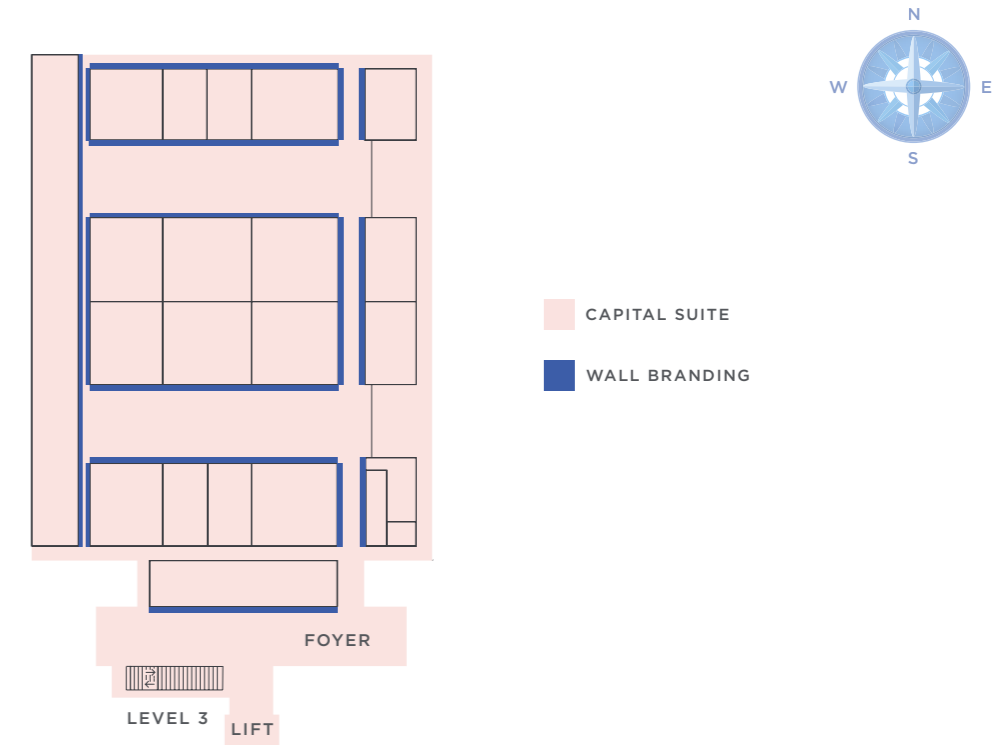
TOP TIP

White backgrounds work in the space due to the abundance of natural light and a brutalist background.



Wall branding

For those looking to make a bigger splash to identify their presence within the Suite, wall graphics make a clear statement.



Configuration

Single-sided

Dimensions (W x H)

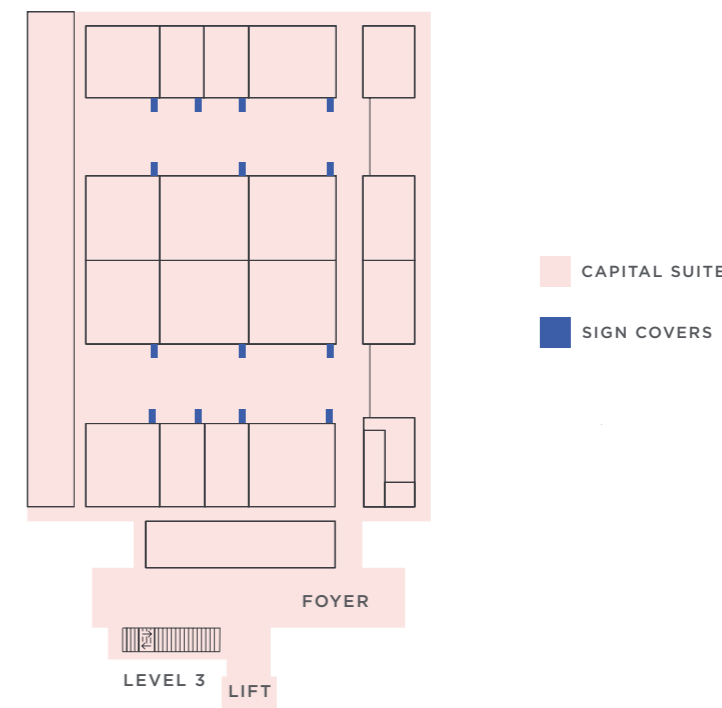
Bespoke

TOP TIP

Wall vinyls can be fun or functional. Don't be a square, and choose a shapely design.

Room sign covers

Personalise your meeting spaces with these simple wayfinding sign covers.



Configuration

Double-sided

Dimensions (W x H) 400mm & 600mm squared

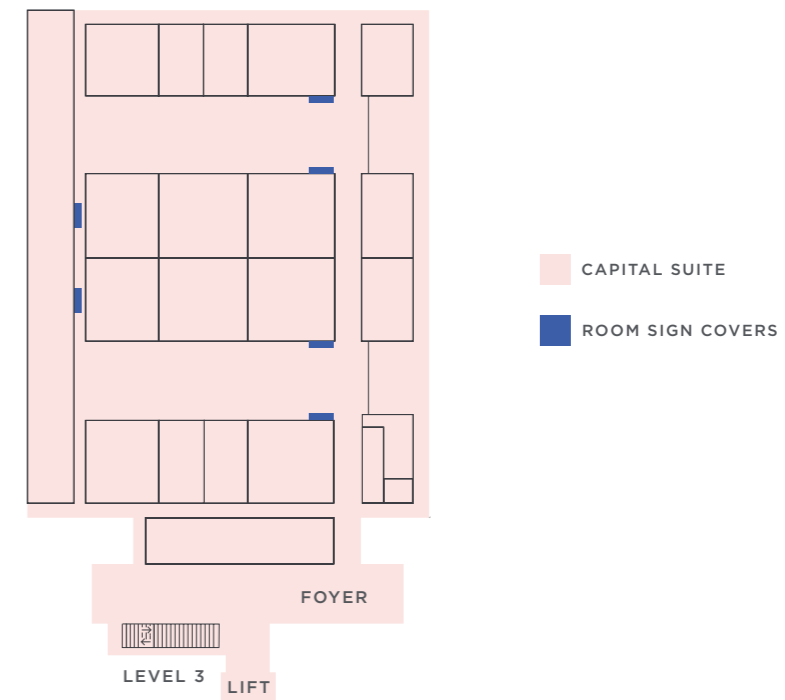
TOP TIP

Create customised spaces, break out and networking areas by renaming rooms within the Capital Suite.



Directional sign covers

Create original wayfinding around the Suite with these fully customisable sign covers.



Configuration

CSR-A, CSR-B. Single-sided

Dimensions (W x H) 1,350mm x 900mm

CSR-C, CSR-B. Single-sided

Dimensions (W x H) 1,350mm x 1,125mm

CSR-E, CSR-F. Single-sided

Dimensions (W x H) 500mm x 300mm

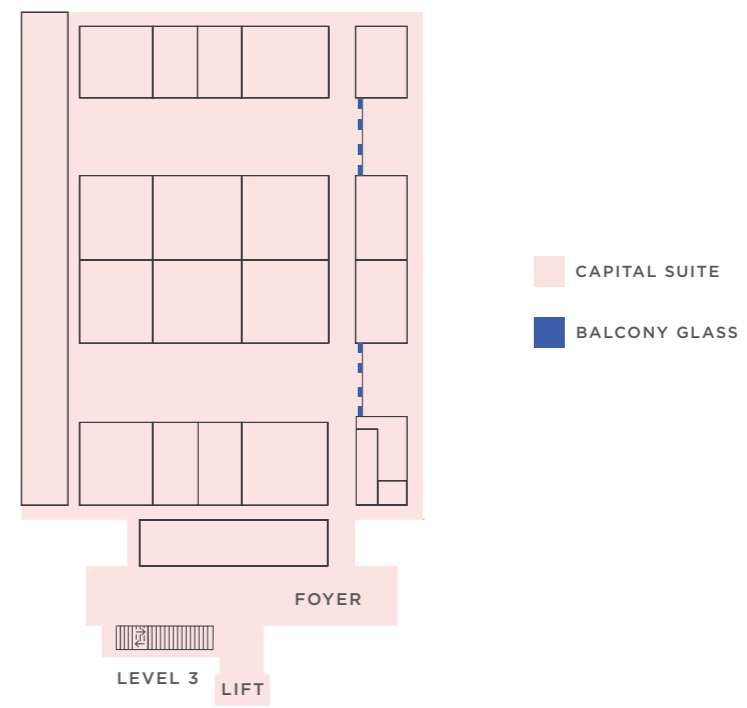
TOP TIP

If you are using particular spaces within the Suite and not the Suite as a whole, these sign covers help direct guests to the right place.



Balcony glass

A transitional space with access to a private balcony. Connect these two spaces with floor to ceiling glass graphics.

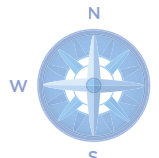


Configuration

Single-sided

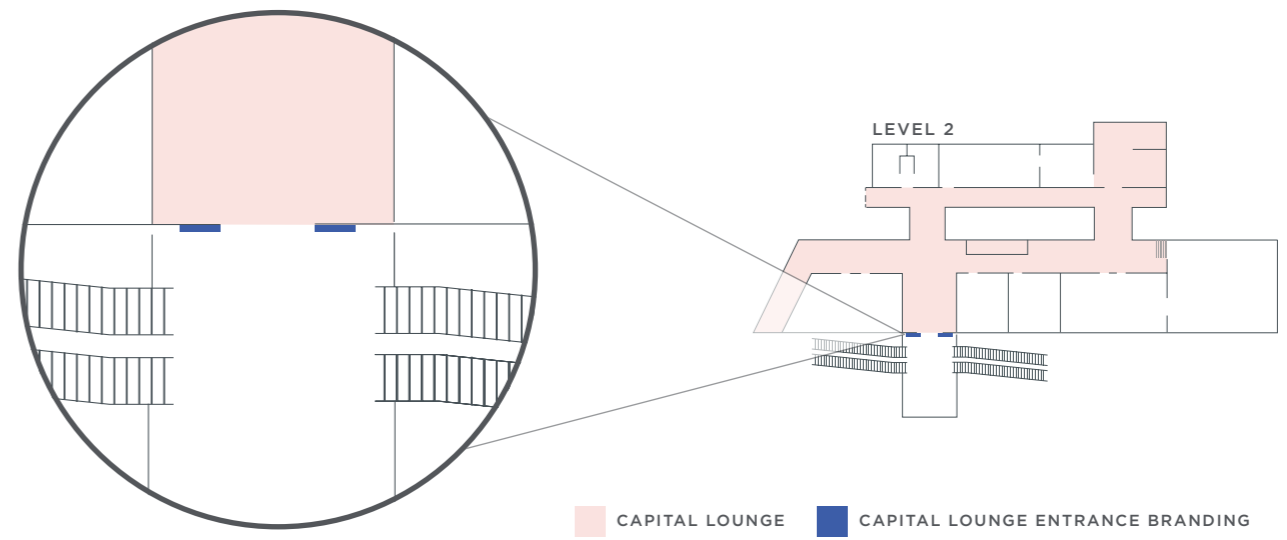
Dimensions (W x H)	1,485mm x 3,790mm
8 available	

TOP TIP
Use a bold brand creative for a transitional space to connect the inside to the balcony beyond. A large space demands a large creative solution.



Capital Lounge entrance branding

Serving as the primary entrance to the Capital Lounge, associate your brand with the luxury lounge beyond by using these sleek signs.



Configuration

Single sided

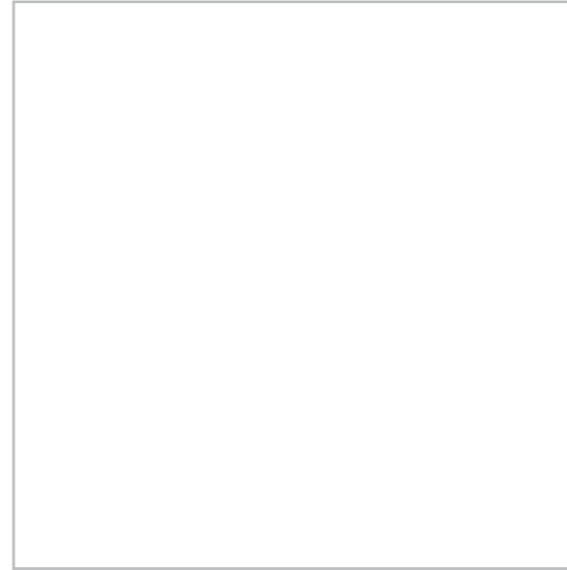
Dimensions (W x H) - overhead sign	2,025mm x 270mm
Dimensions (W x H) - left & right windows	910mm x 2,310mm
Overhead sign & 2 panels	

TOP TIP

An ideal location for partners or sponsors to put their stamp on your event.



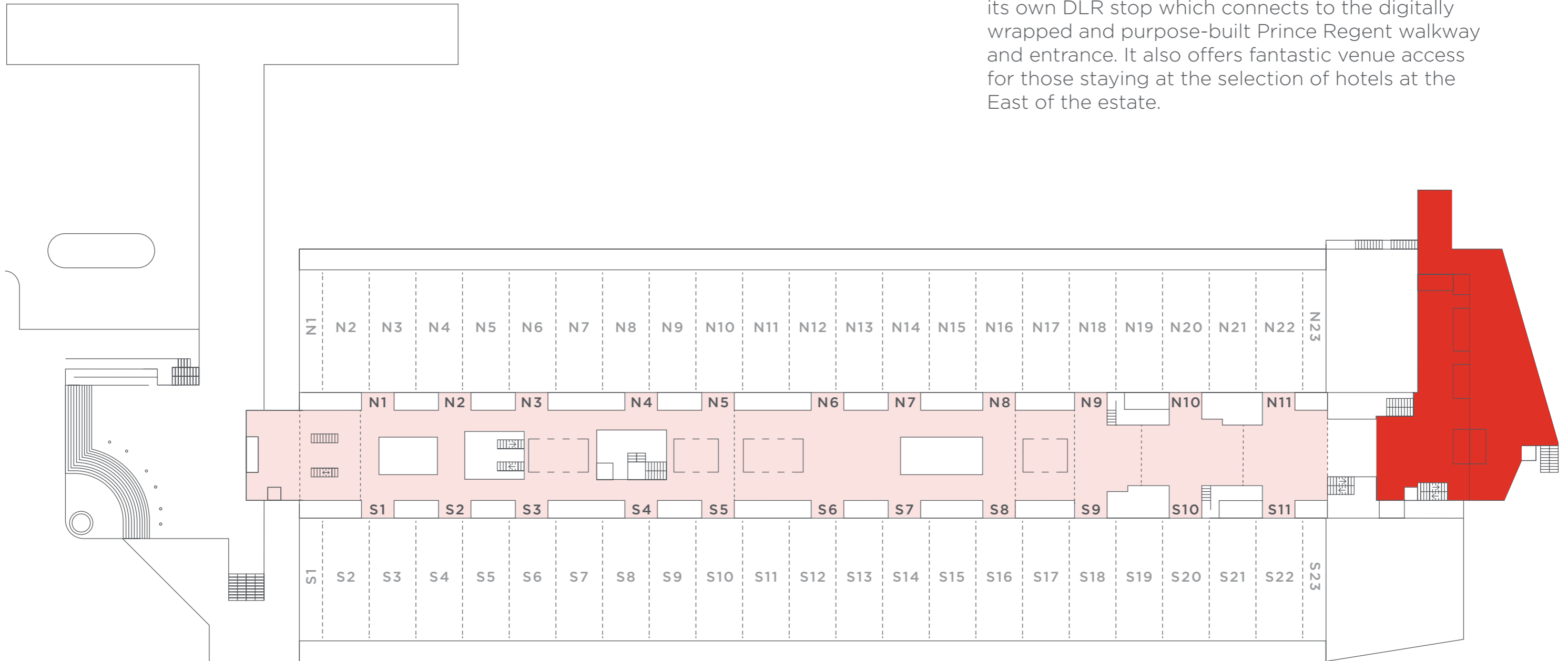
Prince Regent Entrance & Walkway





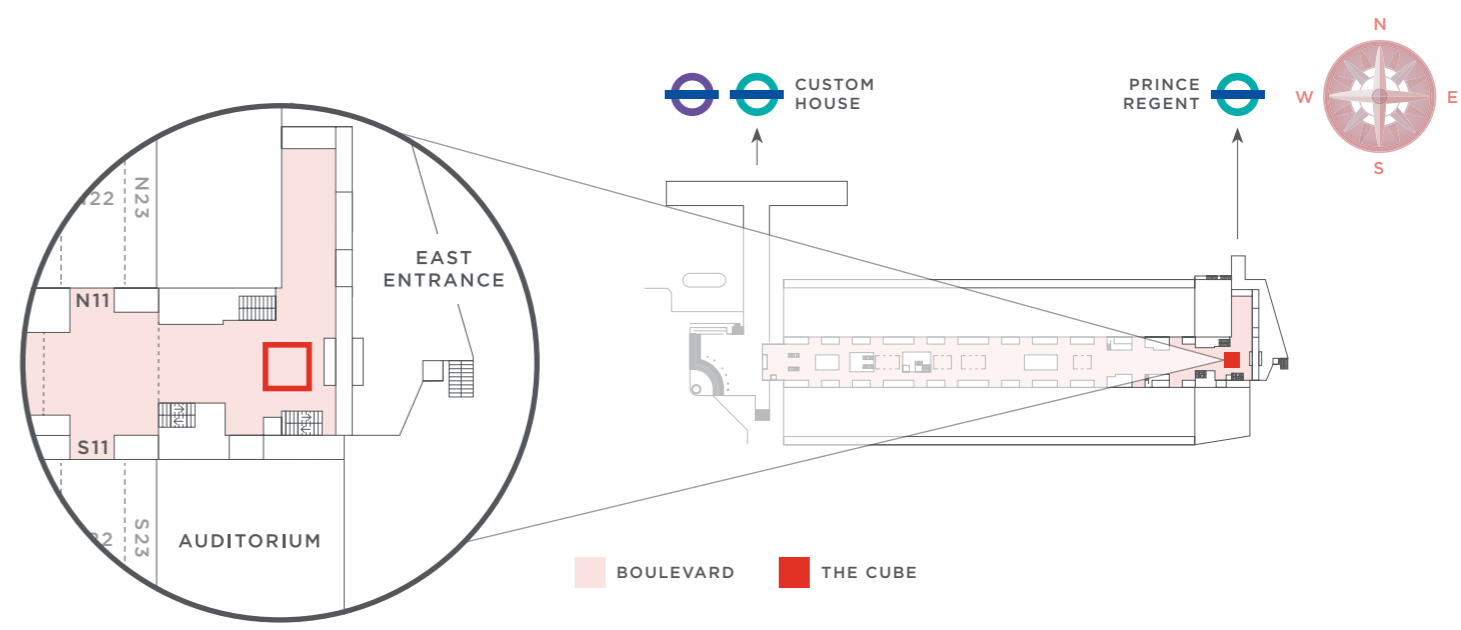
Prince Regent Entrance & Walkway

The International Conference Centre is serviced by its own DLR stop which connects to the digitally wrapped and purpose-built Prince Regent walkway and entrance. It also offers fantastic venue access for those staying at the selection of hotels at the East of the estate.



The Cube

Endless creative capabilities and multi-directional in design. Run ticker tape style messaging or get creative and use all four faces differently. Multiple creatives will need to be scheduled ahead of your event live date.



Configuration

Full screen

Dimensions (W x H)	6.1 metres x 1.1 metres
Resolution (W x H)	3,840 x 720px
Content ratio	48:9
One 10 second slot on 4 sides	
Exclusivity available upon request	

Partial - with venue wayfinding

Dimensions (W x H)	4 metres x 1.1 metres
Resolution (W x H)	2560 x 720px
Content ratio	32:9
One 10 second slot on 4 sides	
Exclusivity available upon request	

Screen layout

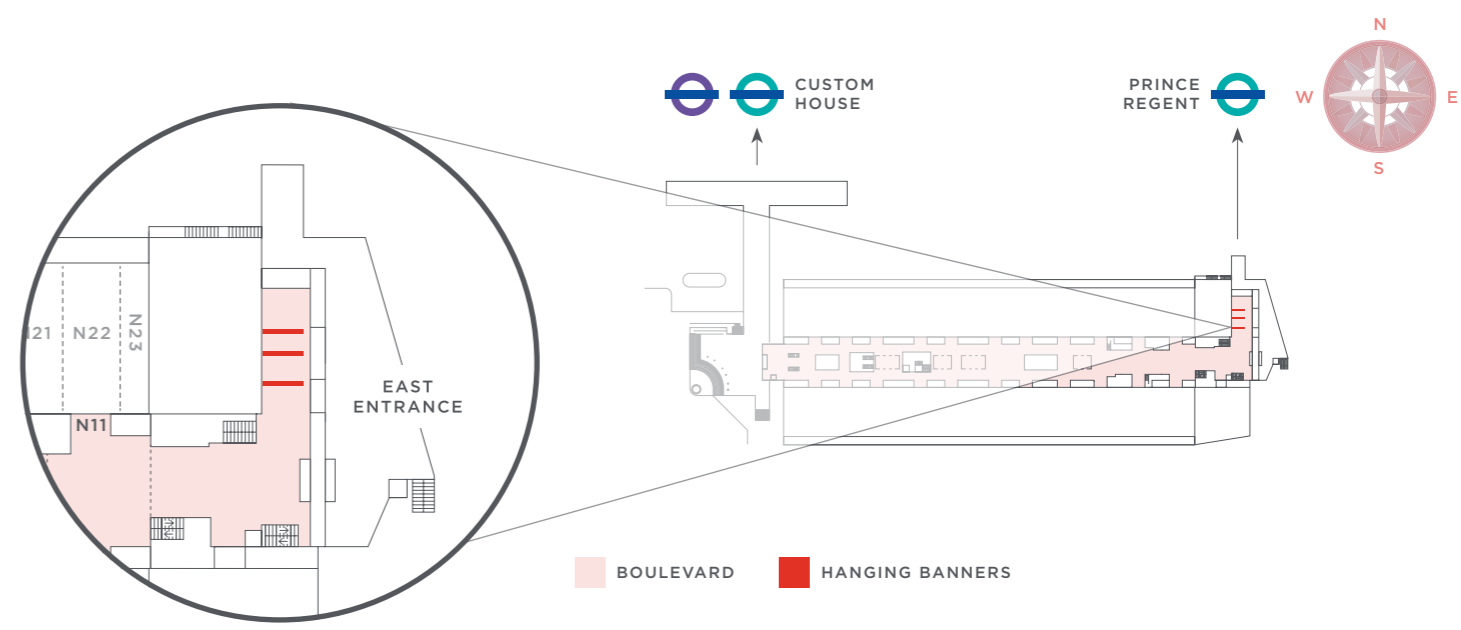


*Always-on Wayfinding

- LED
- 4k
- Wayfinding
- Looped
- Streaming
- Sustainability

Prince Regent hanging digital screens

Spanning the width of the Prince Regent walkway, these three double-sided screens can build anticipation or bid a fun farewell.



Configuration

Double-sided

Dimensions (W x H)	6,000mm x 1,000mm
Resolution (W x H)	3,840px x 720px
Content Ratio	48:9
One 10 second slot	
Exclusivity available upon request	

TOP TIP

Day part your campaign for maximum effect. Speak to your media manager for more info!

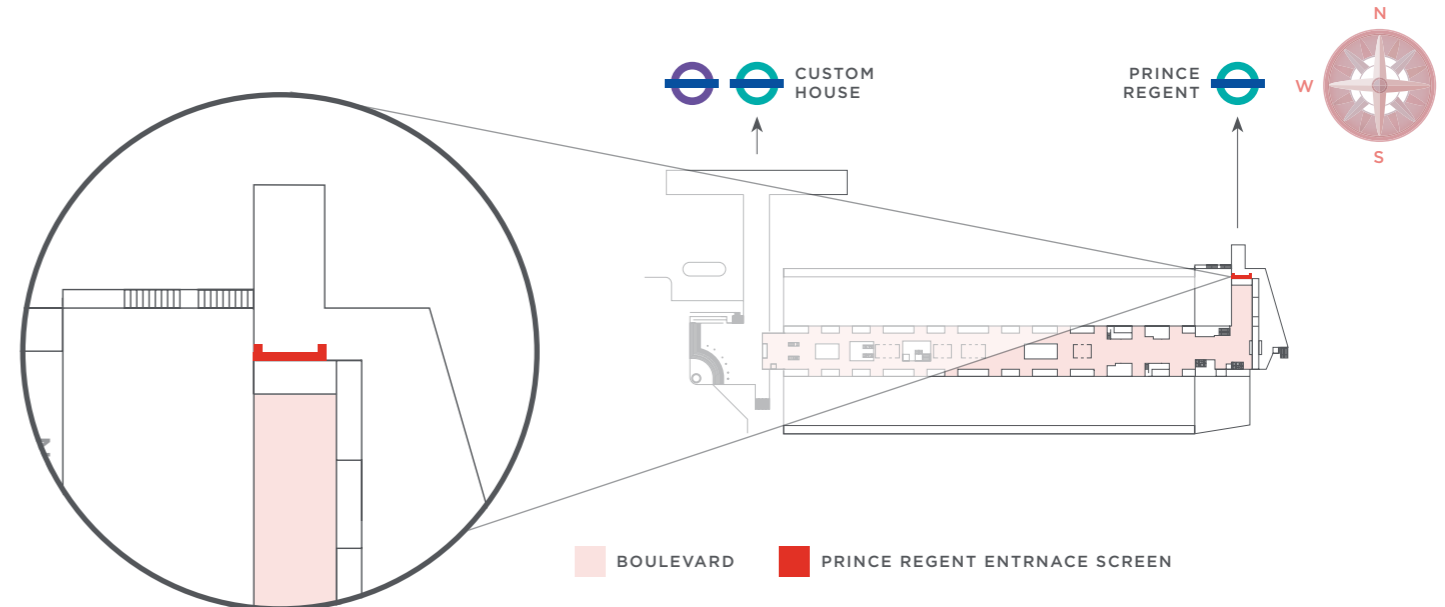
Screen layout



- LED
- HD
- Looped
- Streaming
- Sustainability

Prince Regent digital entrance arch

A feature entrance at the East of the venue for static, video or forced perspective. Bring your arrival to life! A big splash for any brand.



Configuration

Full screen	
Dimensions (W x H)	11.5 metres x 1 metre
Resolution (W x H)	2,944px 1024px
Content ratio	15:2
One 10 second slot	
Exclusivity available upon request	

TOP TIP
 Note the surrounding red walls, pick the best colours to contrast or compliment. This will make your welcome more impressive.

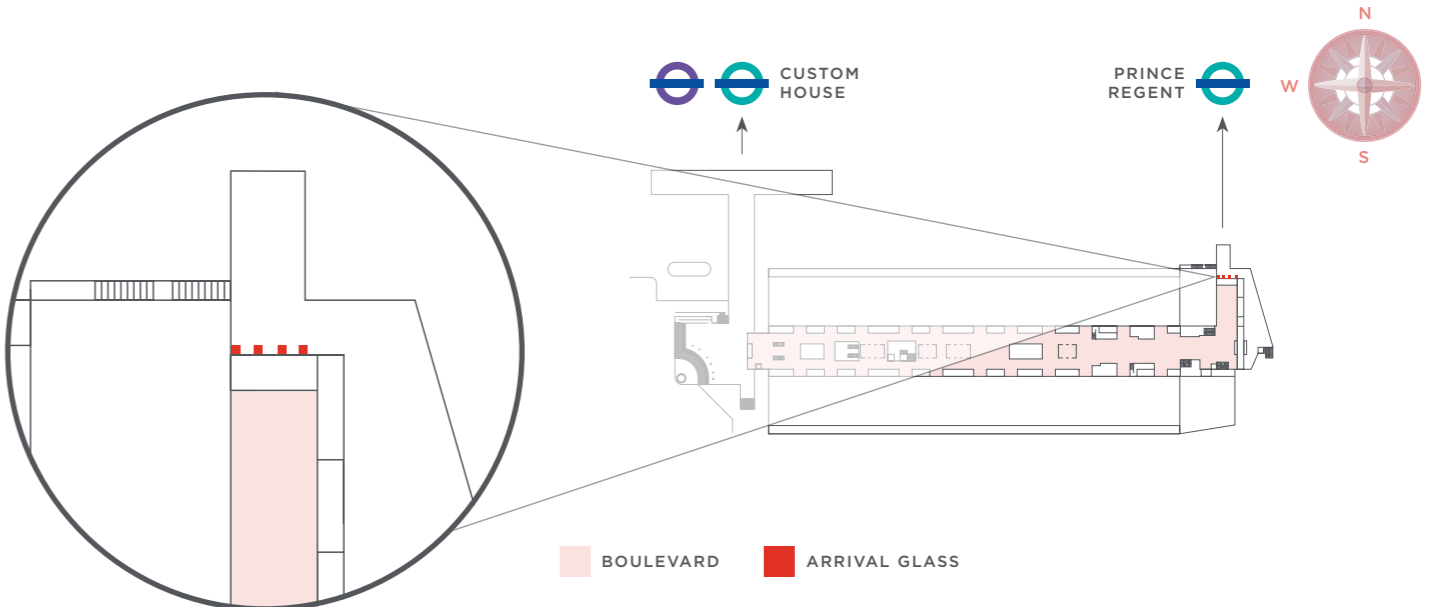
Screen layout



- LED
- HD
- Looped
- Streaming
- Sustainability

Prince Regent arrival glass

Welcome visitors or divert foot traffic using these glass graphics that can be used as a single canvas or cut to shape.



Configuration

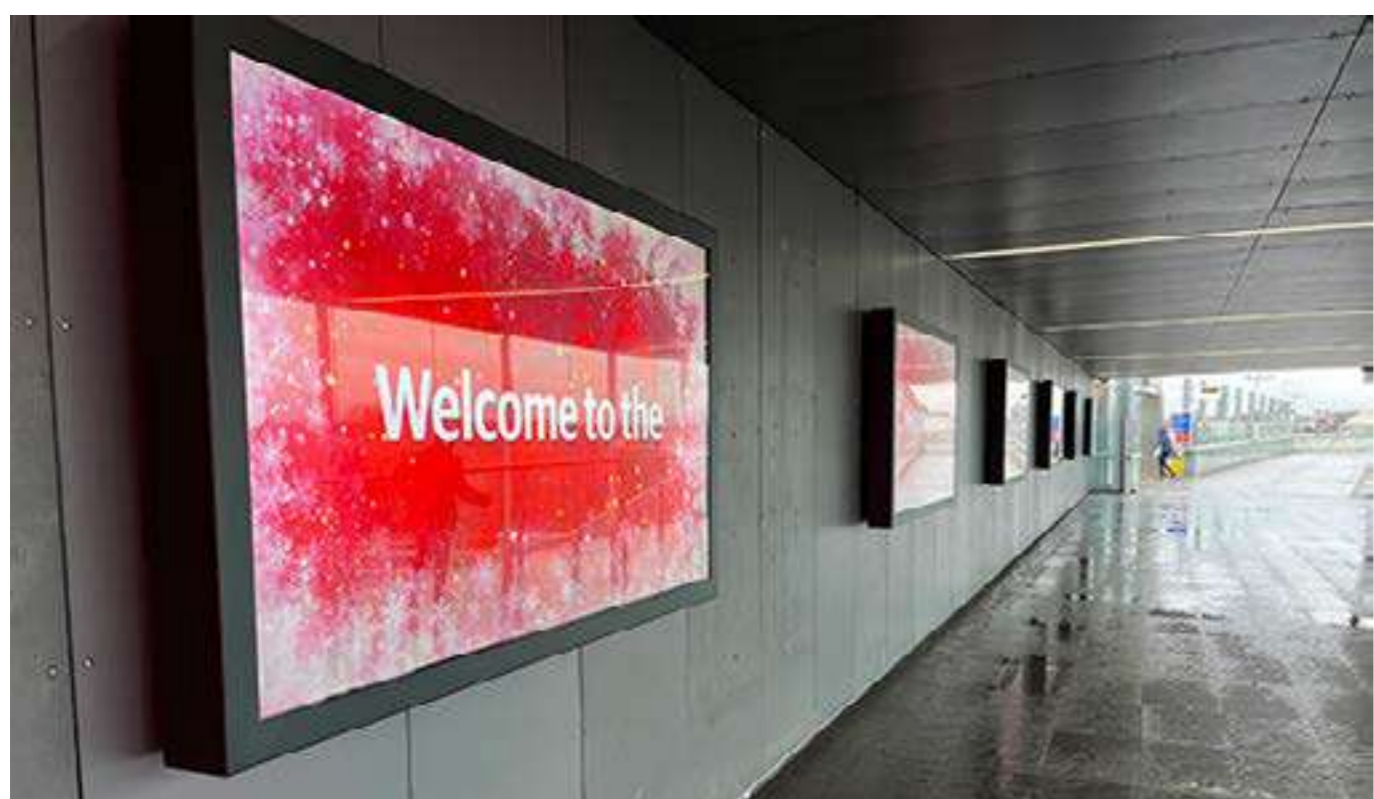
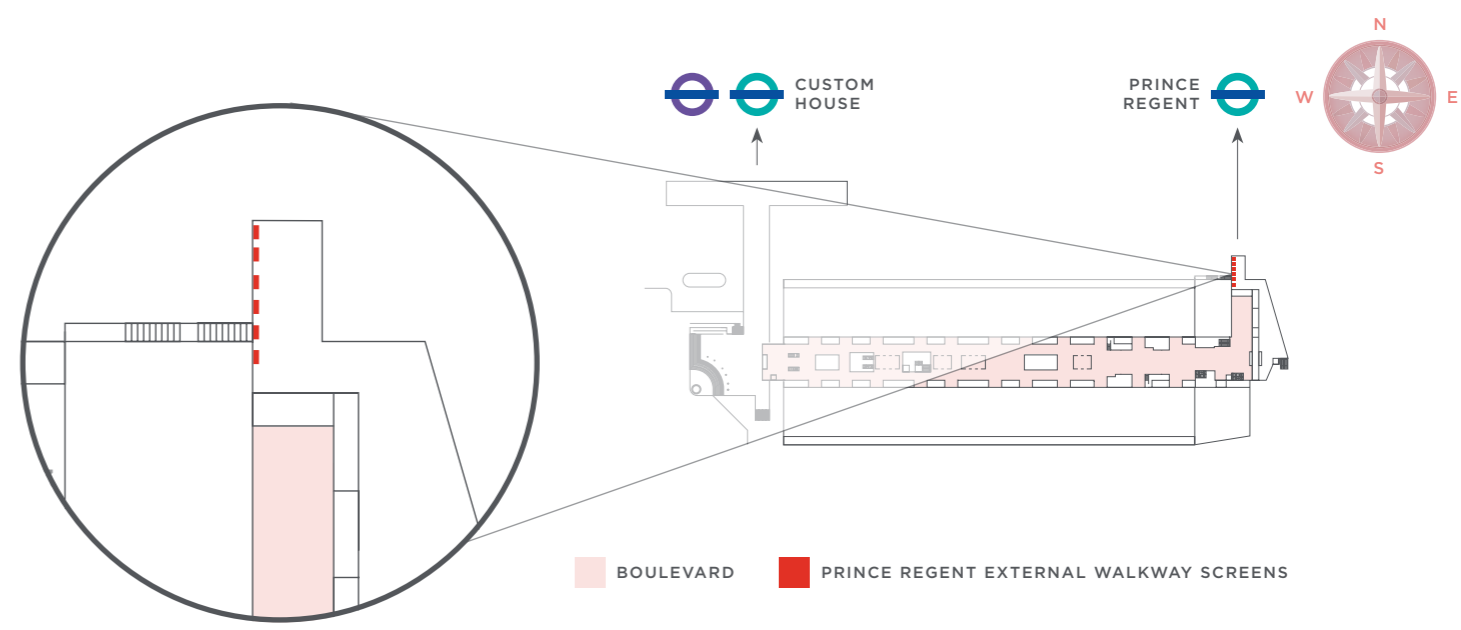
Single-sided, all 6 panels

Dimensions (W x H) - middle windows	1,970mm x 2,600mm
Dimensions (W x H) - left & right windows (internal only)	1,050mm x 2,600mm
6 panels	

TOP TIP
 Why not vinyl the interior glass panels too for a personalised goodbye message.

Prince Regent external walkway screens

Boosting the arrival experience from the DLR station, these six landscape screens deliver high resolution video content or high definition photography.



Configuration

Full screen - all 6 screens

Dimensions (W x H)	1 metre x 1.7 metres
Resolution (W x H)	1920 x 1080px
Content ratio	16:9
One 10 second slot	
Exclusivity available upon request	

TOP TIP

Vinyl the space behind the screens to compliment them and to tell a bigger story.

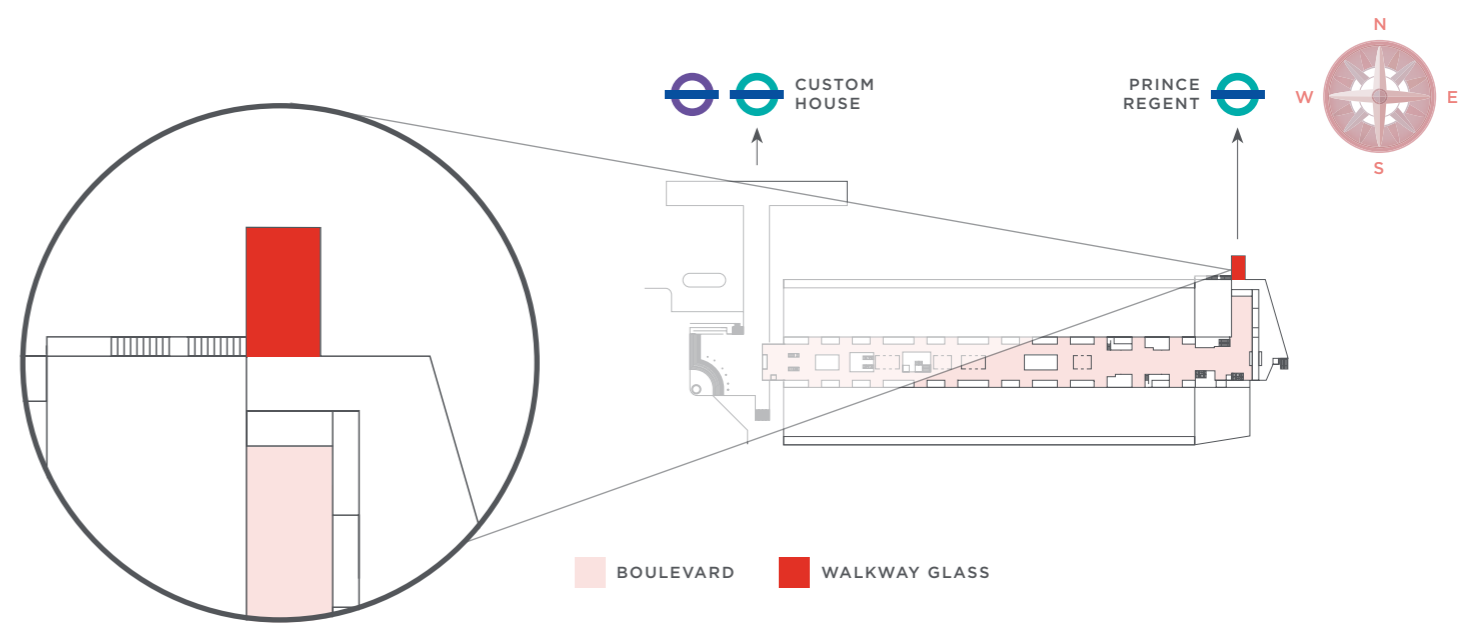
Screen layout



- HD
- Looped
- Sustainability

Prince Regent walkway vinyl

An immersive experience and wow-factor welcome for guests arriving or departing by the DLR at the East.



Configuration - Glass branding

Single-sided

Dimensions (W x H) 26,450mm x 2,790mm

All panels. Ceiling to floor

Configuration - Wall branding

Single-sided

Dimensions (W x H) 27,570mm x 2,730mm

Full cover cut around screens

Configuration - Ceiling branding

Single-sided

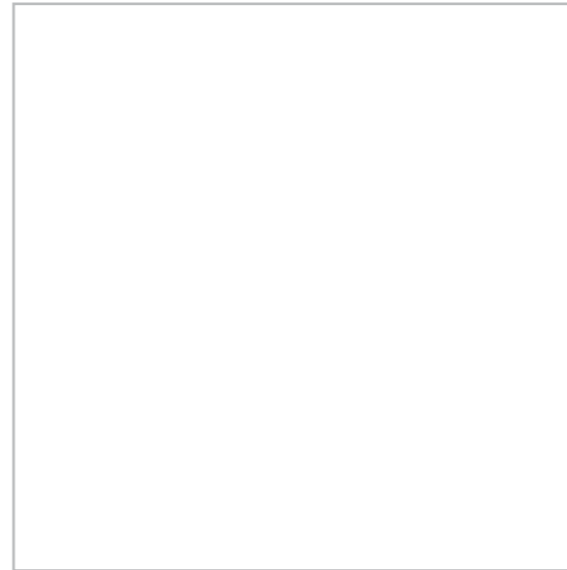
Dimensions (W x H) 6,150mm x 30,620mm

Full cover

TOP TIP
Go bold, go bright, go big. It's the best way to make an impact.

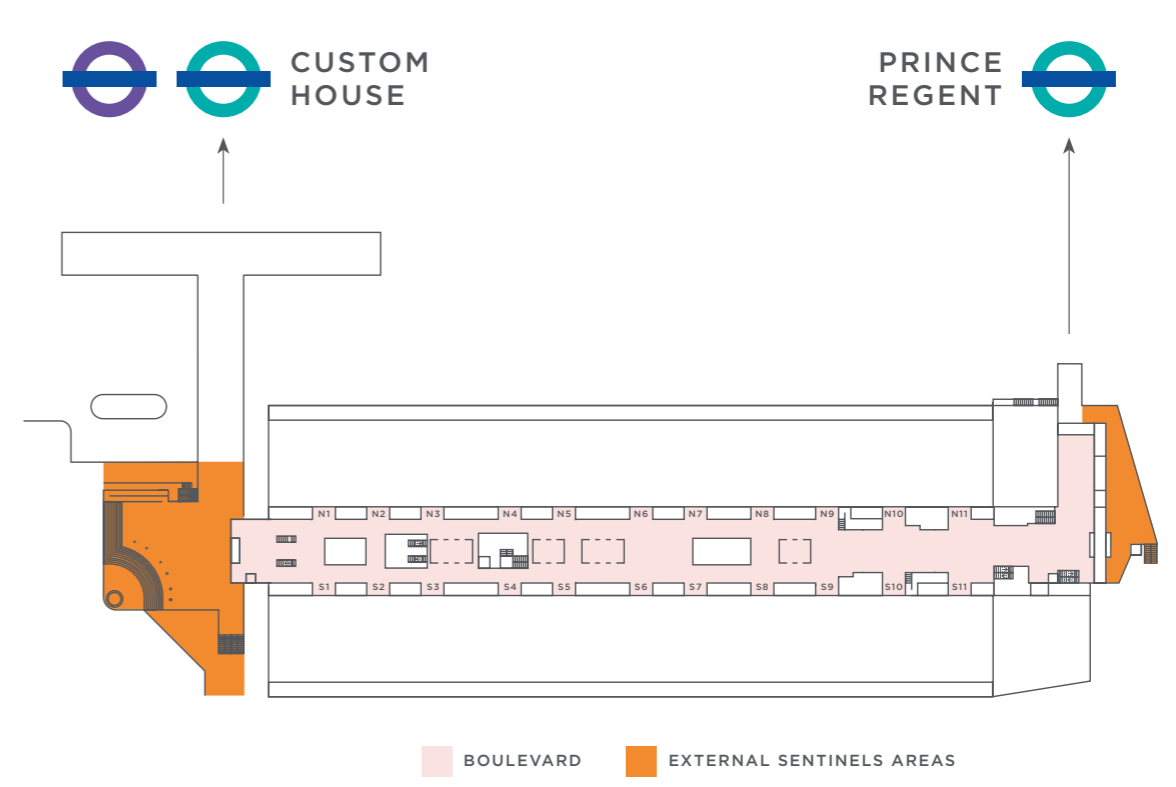


Freestanding



External sentinels

These weighted weatherproof freestanding signs can be used outdoor all year round.



Configuration

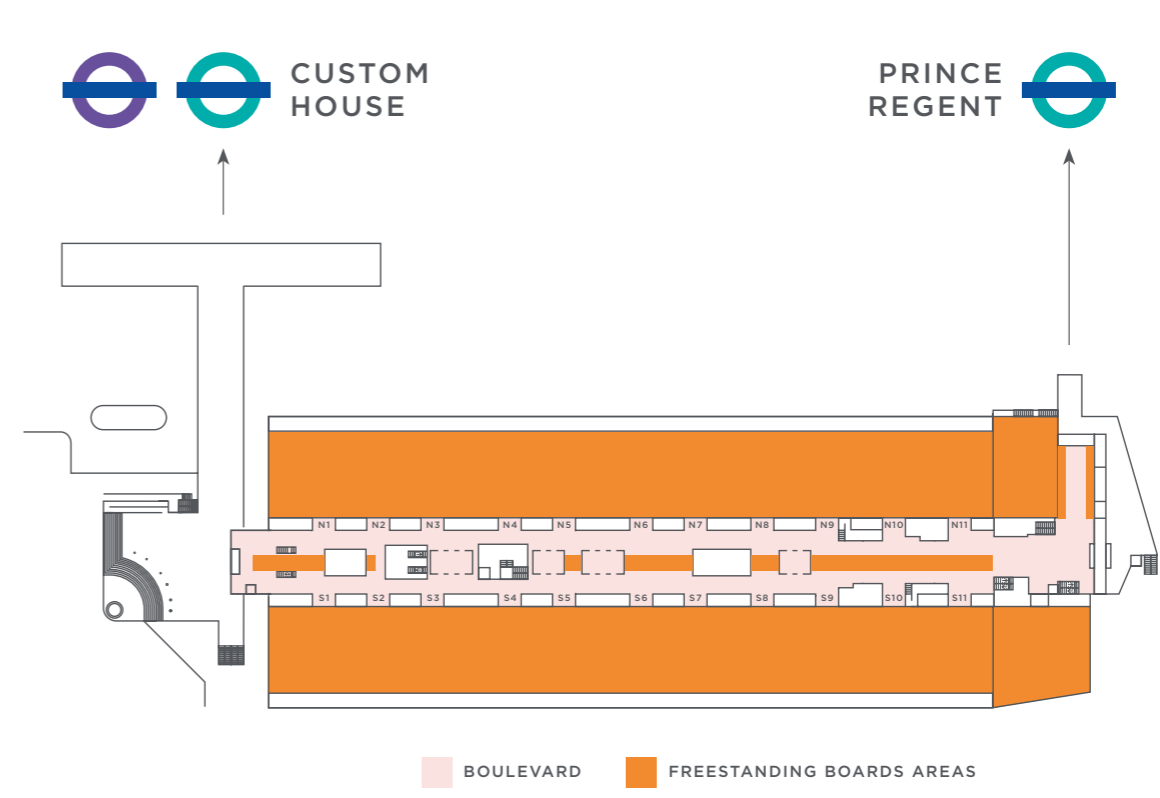
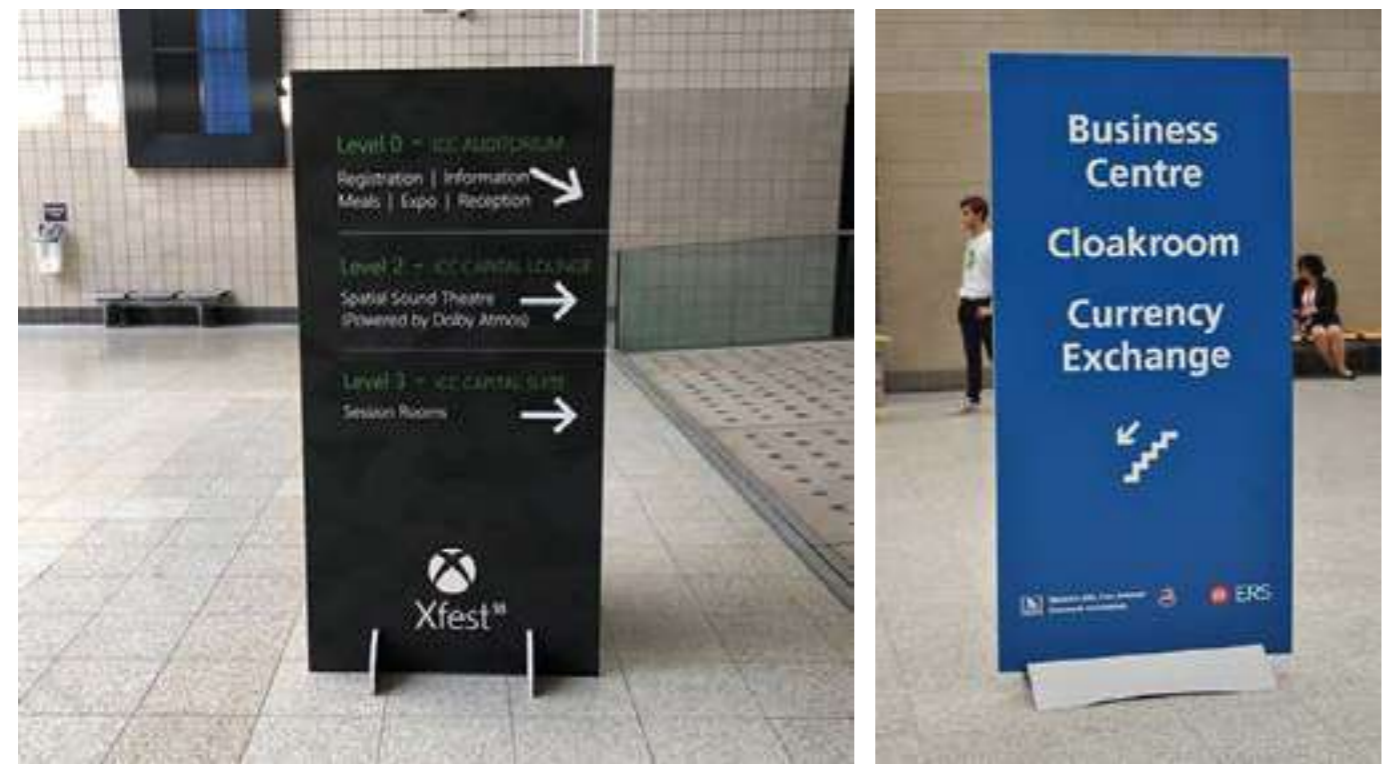
A0 double-sided	
Dimensions (W x H)	841mm x 1,188mm
A0 single-sided	
Dimensions (W x H)	841mm x 1,188mm
A1 double-sided	
Dimensions (W x H)	594mm x 841mm
A1 single-sided	
Dimensions (W x H)	594mm x 841mm

TOP TIP
Using the dock edge or CentrEd? These are perfect to direct foot traffic upon arrival.



Freestanding boards

Throughly sustainable and highly popular, these biodegradable boards offer the perfect touch to a busy event.



Configuration

- 500mm x 1,500mm**
- Single-sided
- Double-sided

- 1,000mm x 1,500mm**
- Single-sided
- Double-sided

- 1,000mm x 2,000mm**
- Single-sided
- Double-sided

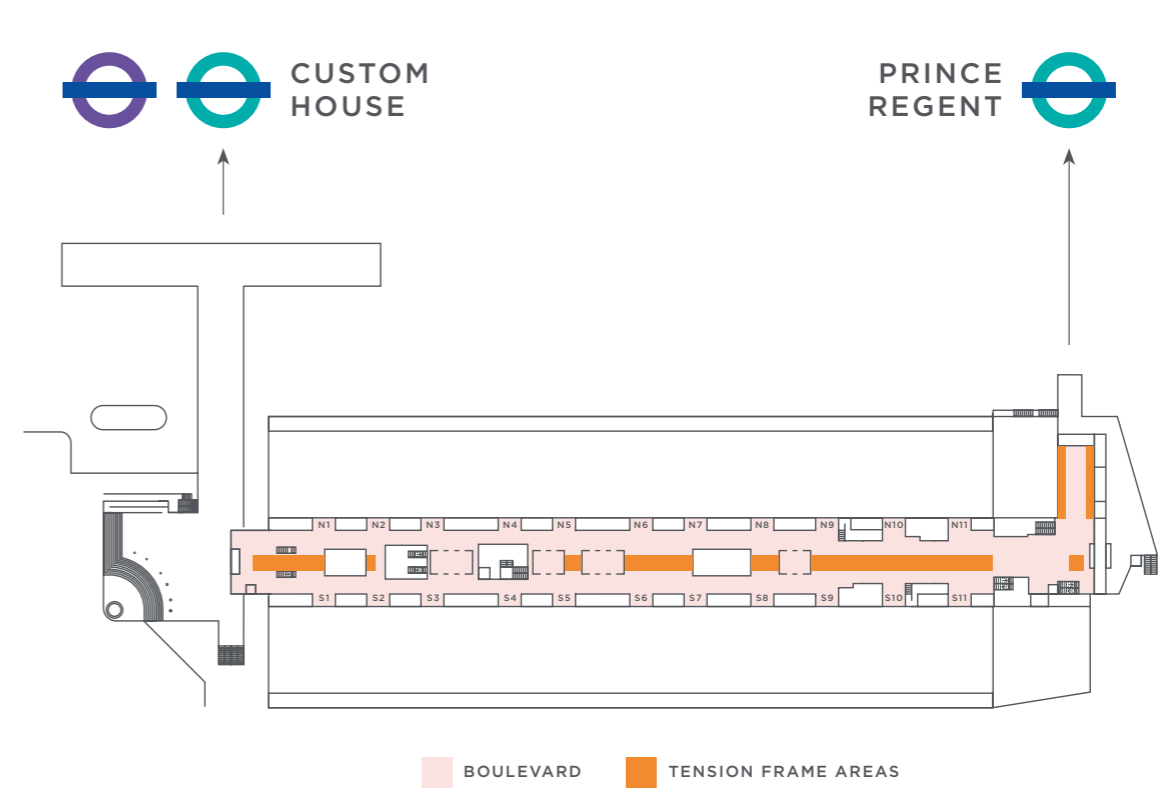
*Bespoke sizes available upon request

TOP TIP
 Due to their size and weight, these can be used in smaller spaces to share information, promote sponsors and highlight products or brands.



Tension frames

This multi-use format can be used for wayfinding, disguising backstage areas, branding or even delegate comments.



Configuration - Tension banners

2,000mm x 2,000mm

Single-sided

Double-sided

2,000mm x 3,000mm

Single-sided

Double-sided

4,000mm x 2,000mm

Single-sided

Double-sided

6,000mm x 2,000mm

Single-sided

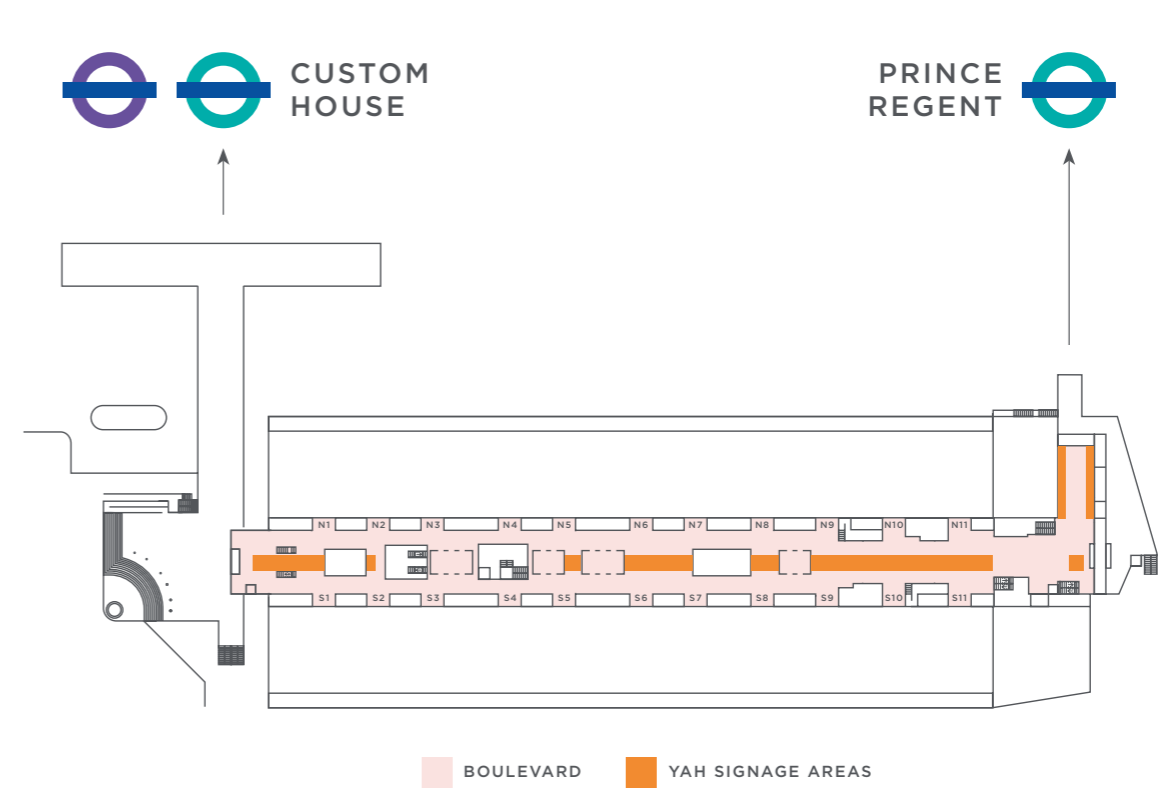
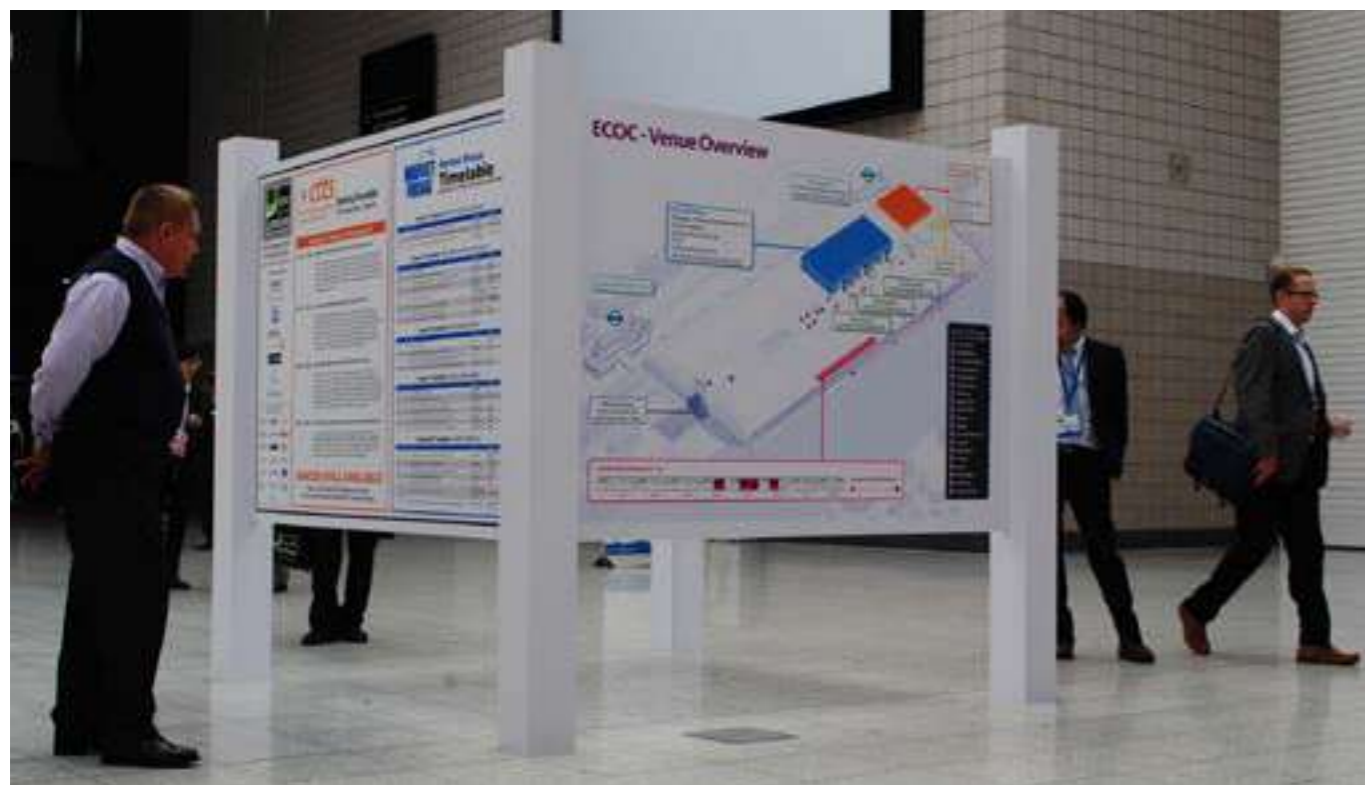
Double-sided

TOP TIP

Ask your media manager about back-lighting opportunities and how this can enhance your campaign.

YAH signage

Compliment the venue wayfinding with a You Are Here sign to display floor plans or conference schedules.



Configuration

Double-sided

Dimensions (W x H) 1,614mm x 1,014mm

4-sided

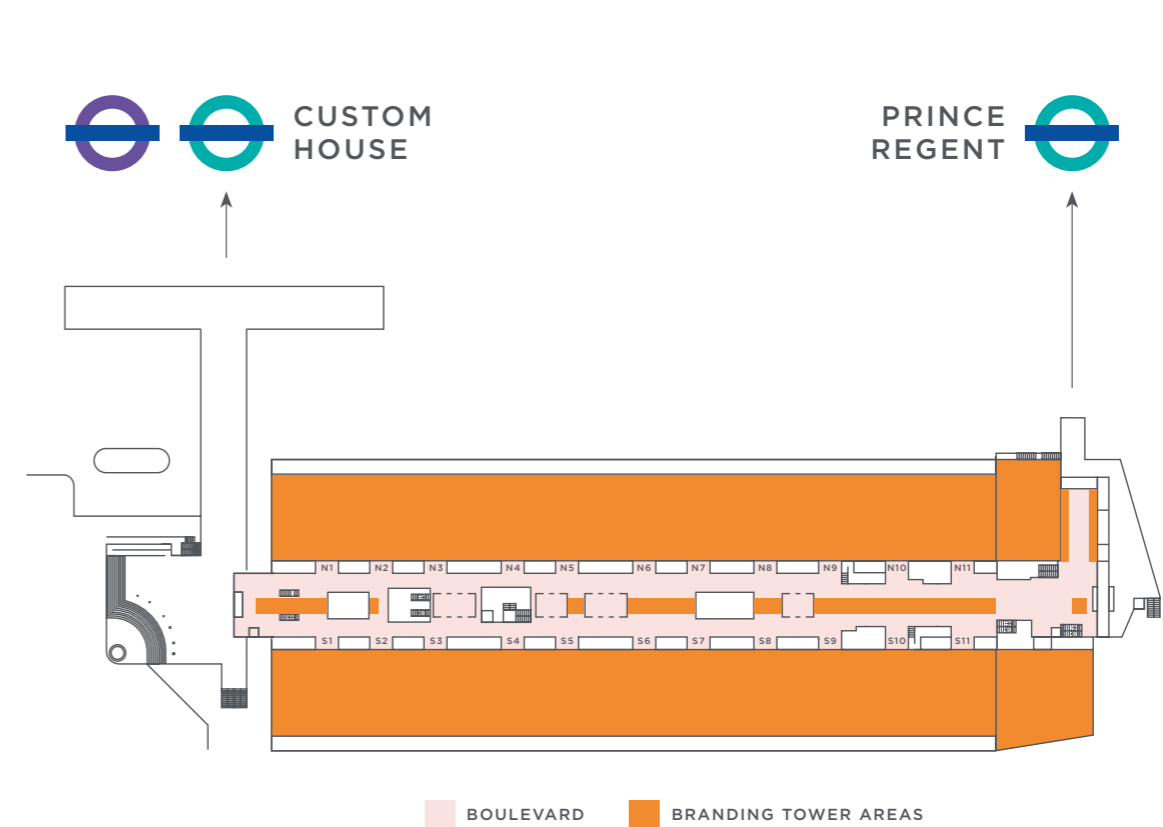
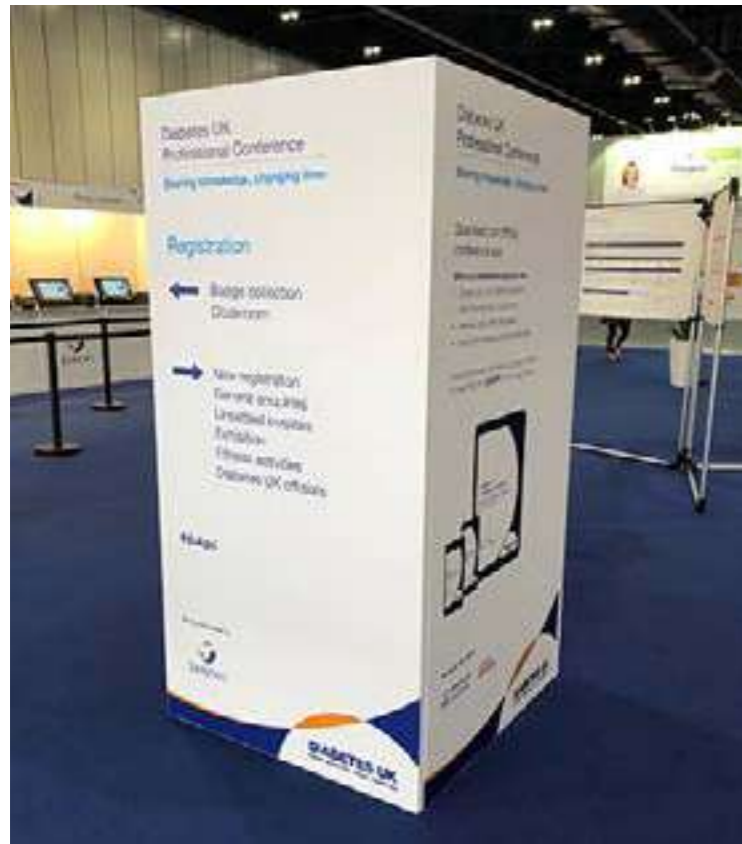
Dimensions (W x H) 1,000mm x 2,900mm

TOP TIP

Peak people's interest in aspects of an in-hall event by highlighting areas within a floor plan.

Branding towers

Four sides, four unique opportunities. Branding, wayfinding, key speaker promotion or sponsor logos.



Configuration

4-sided

Dimensions (W x H) 1,000mm x 2,000mm

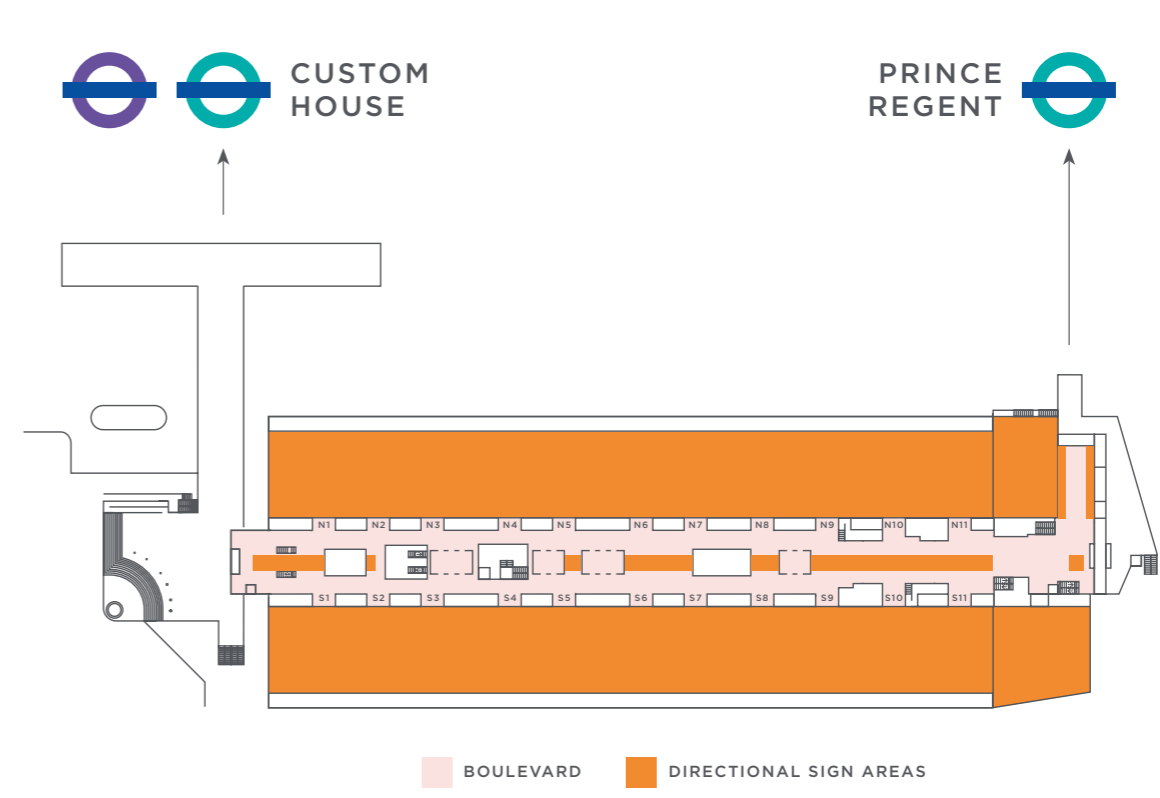
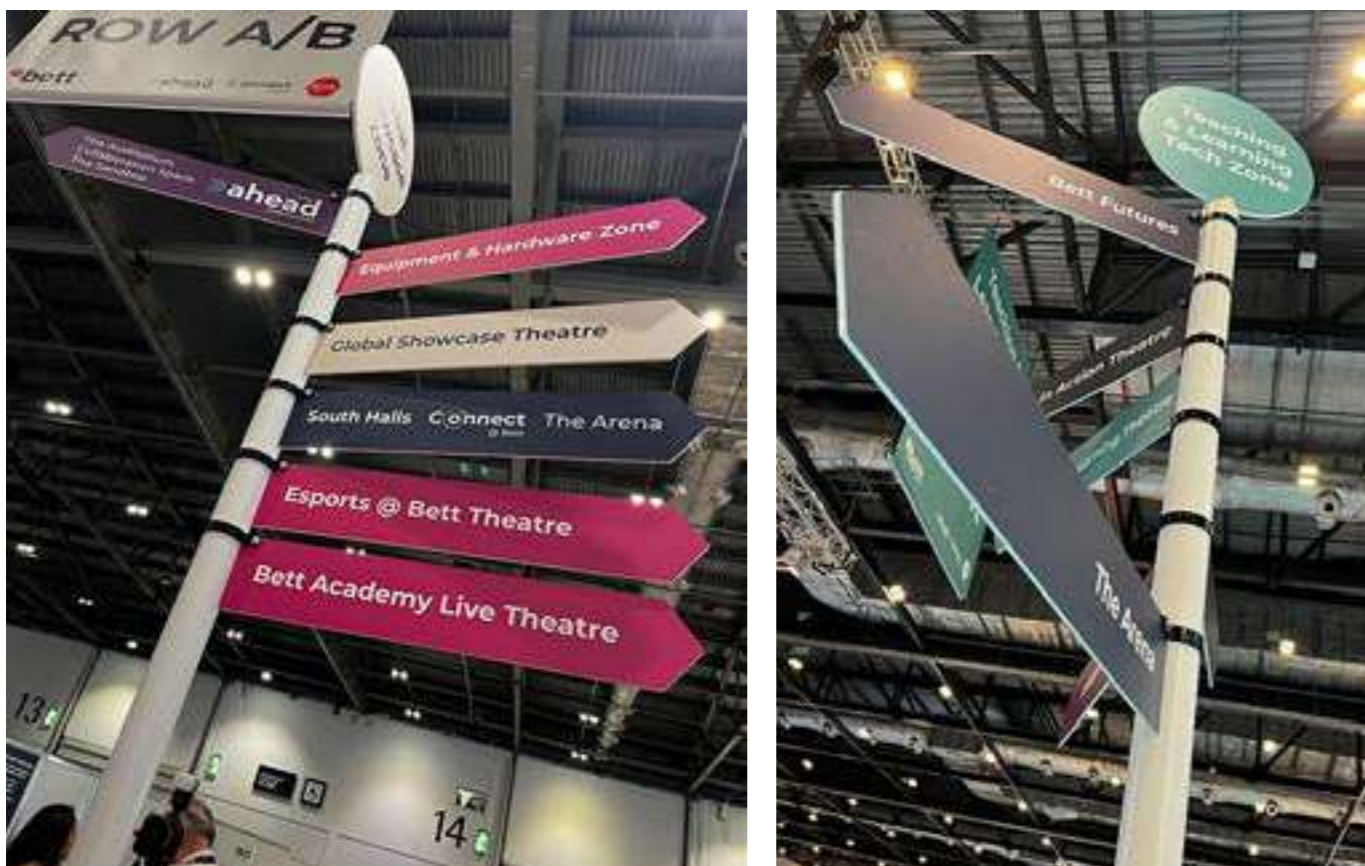
Other sizes are available. Please speak to your Media Operations Manager

TOP TIP

Use each face of the tower to promote something different. That way, delegates will be informed on everything at once.

Directional signs

Using multiple spaces? These classic sign posts are useful to direct people with ease.



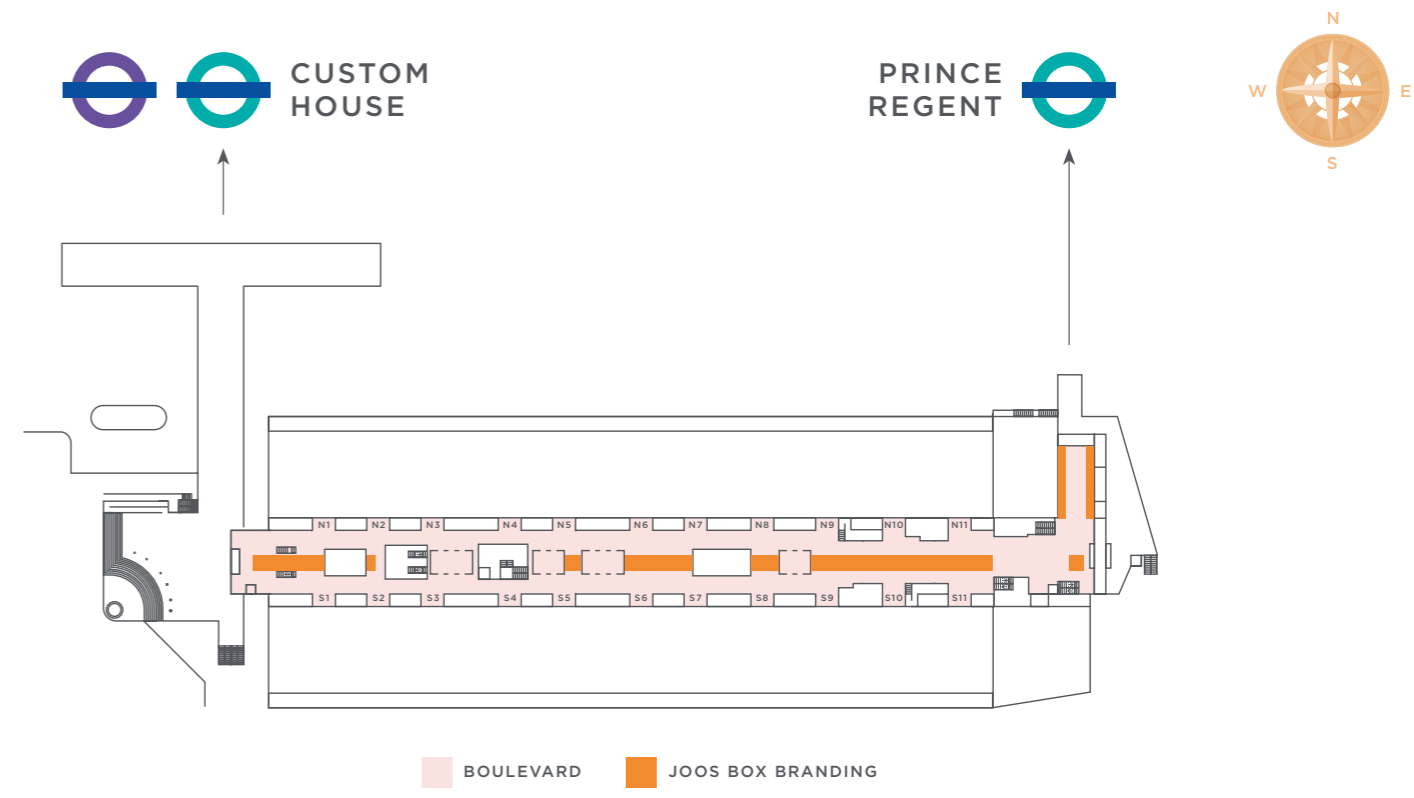
Configuration

Double-sided - 2 available	
Dimensions (W x H)	752mm x 172mm

TOP TIP
A traditional take on wayfinding works best with simple, concise text.

Joos box branding

Running out of juice? Cant find a plug socket? These power pack dispensers can be used for an hour, or kept forever.



Configuration

Vinyl wrap & digital advertising

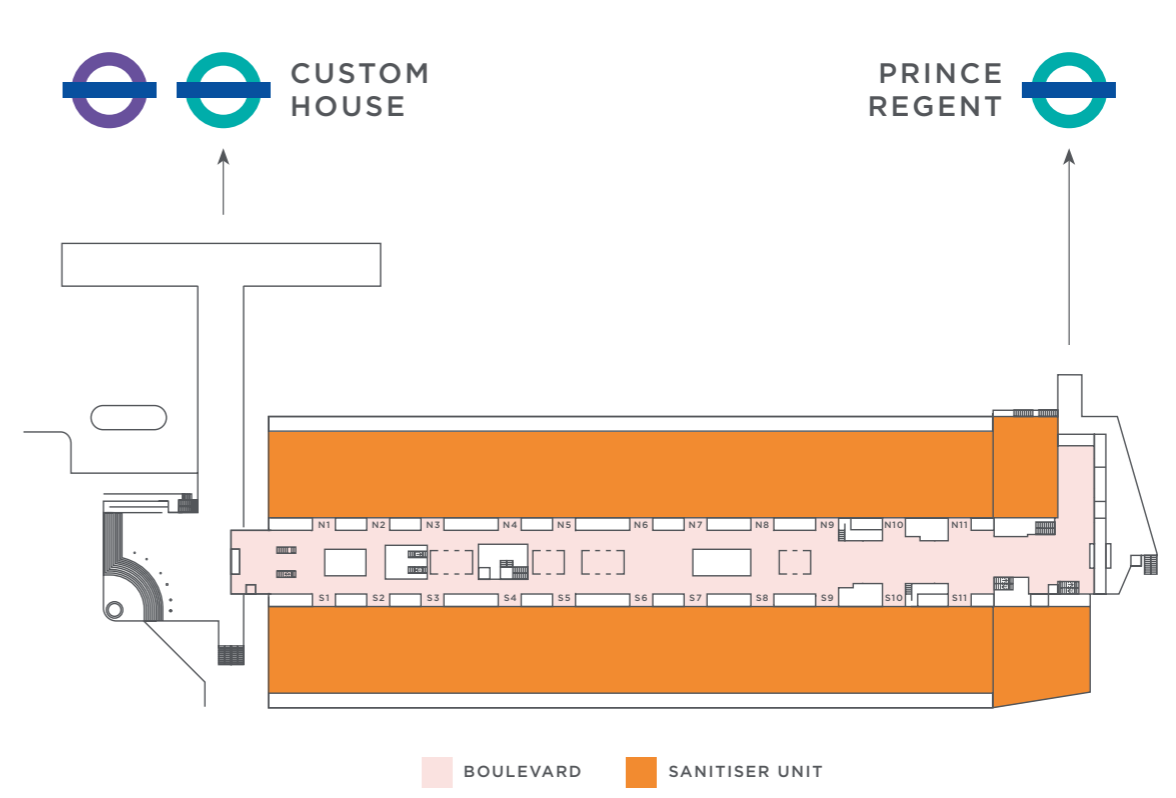
Full package	
Vinyl Wrap	2,140mm (w) x 265mm (h)
Digital advert	1080px (w) x 1795px (h)
In-app banner	350px (w) x 260px (h)
Package price	

TOP TIP

Forgot to replace your Joos box in the venue? Dont panic, there are dispensers all over London!

Sanitiser unit

As hygiene remains a hot topic, why not endorse hand cleansing with branded dispensers?



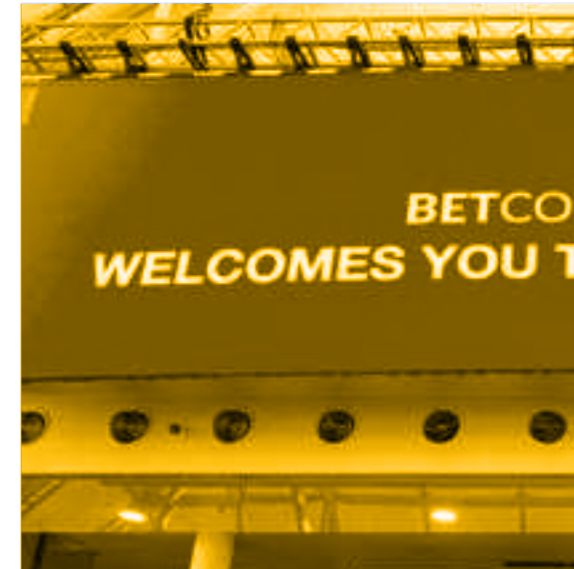
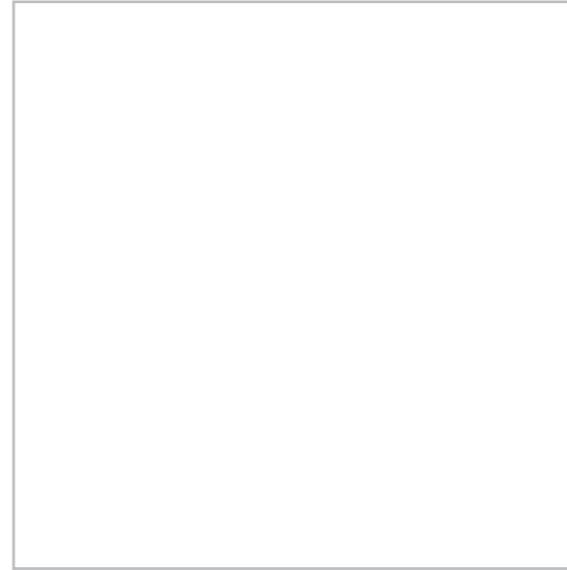
Configuration

5 litres of sanitiser foam, 12,000 uses, touch free, automatic	
Dimensions (W x H)	350mm x 1,535mm
Price	

TOP TIP
Placed at an entrance point, these are likely to be seen by all visitors upon arrival. Turn them around at the end of the day to get the same effect.

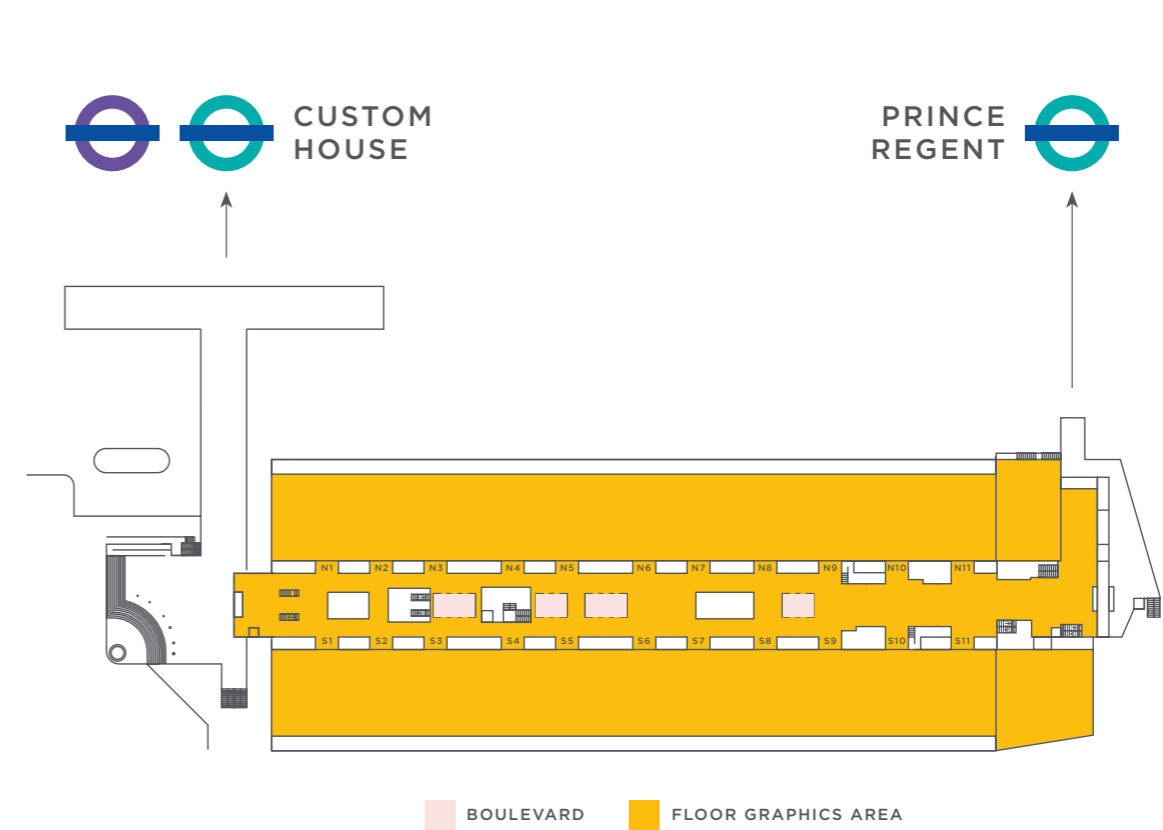


Creative Concepts



Internal floor graphics

Think outside the box to create immersive experiences with floor graphics.



Configuration

Bespoke quotes available upon request

Internal floor vinyl

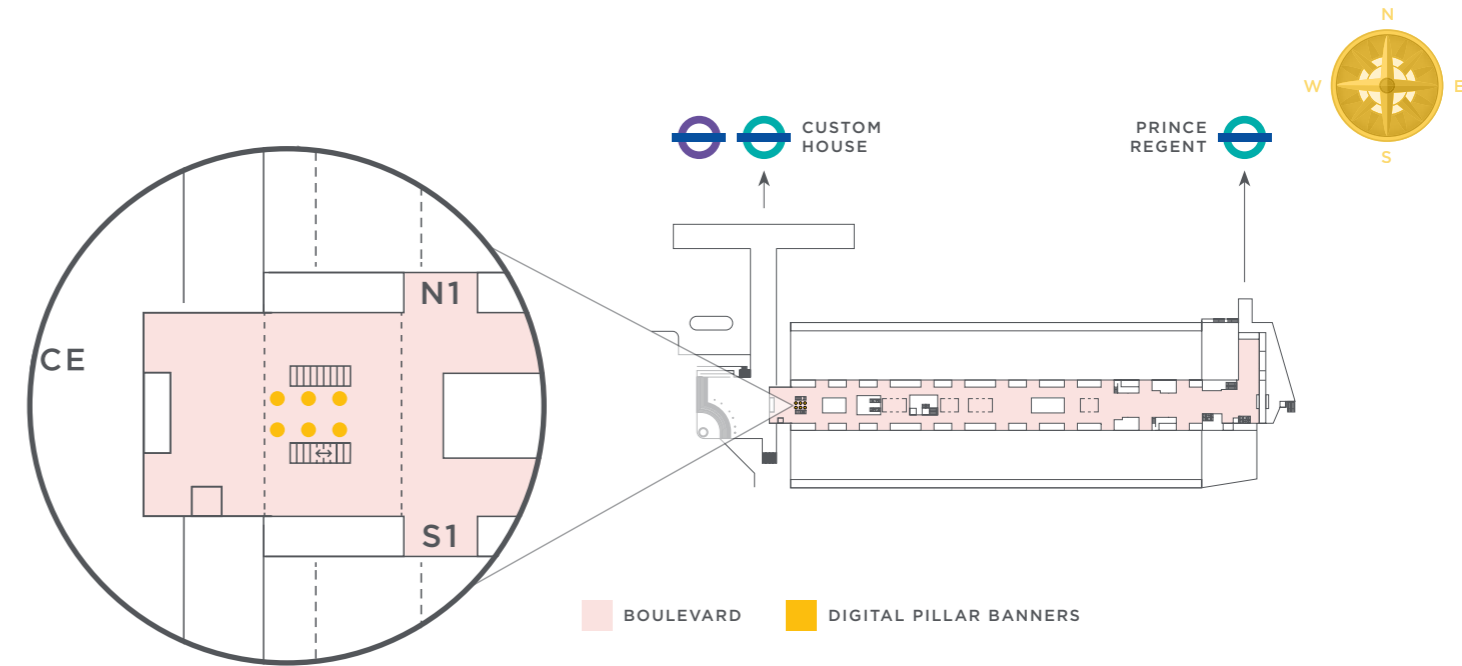
Carpet vinyl

TOP TIP

Tram-lines, forced perspective artwork; it can all be achieved, so be inventive.

Digital pillar banners

Six pillars located under the welcome screen, providing a great visual impact.



Configuration

Front screen & 2 print side panels

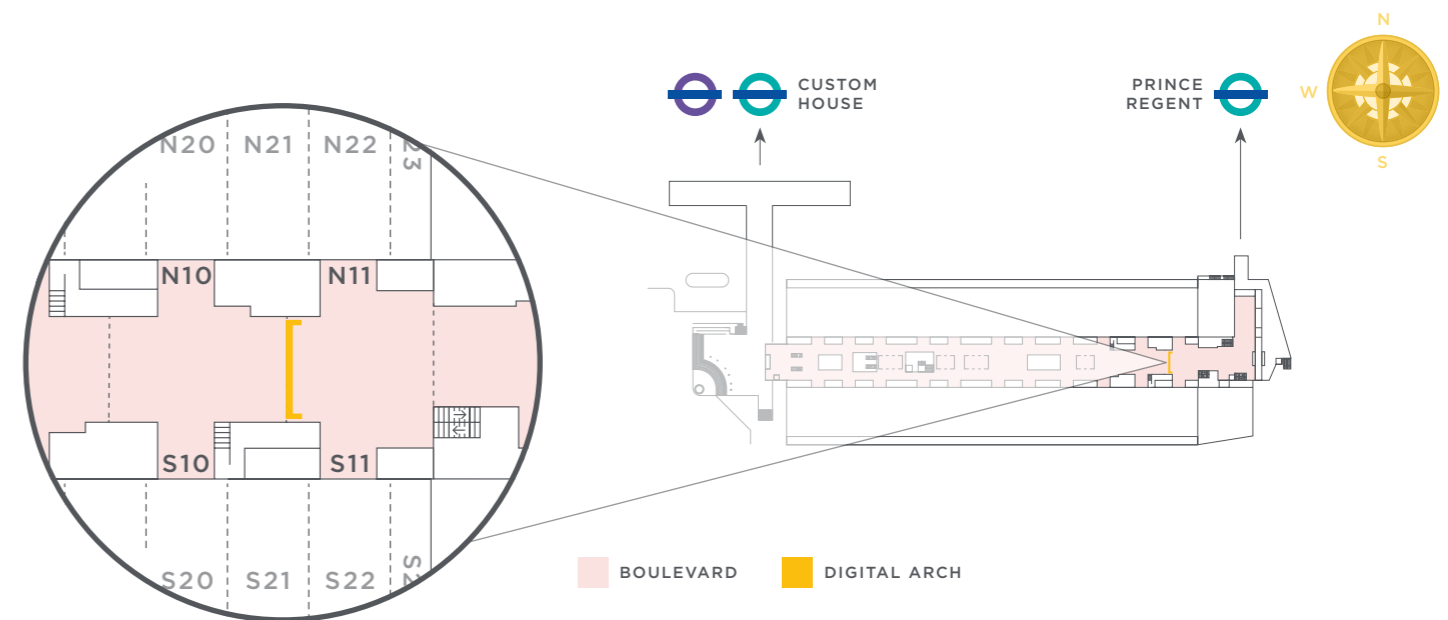
Dimensions (W x H)	1 metre x 2 metres
Resolution	384px x 768px
Per wrap	

TOP TIP

Consider using the space between the pillars for product placements.

Digital arch

High impact, hugely creative and sustainable.
Make more than just a statement.



Configuration

Exclusive use	
Dimensions (W x H)	18 metres x 4 metres
Resolution	4608px x 1024px

TOP TIP
Opt for bright colours and moving graphics for the ultimate experience that'll take guests breath away.

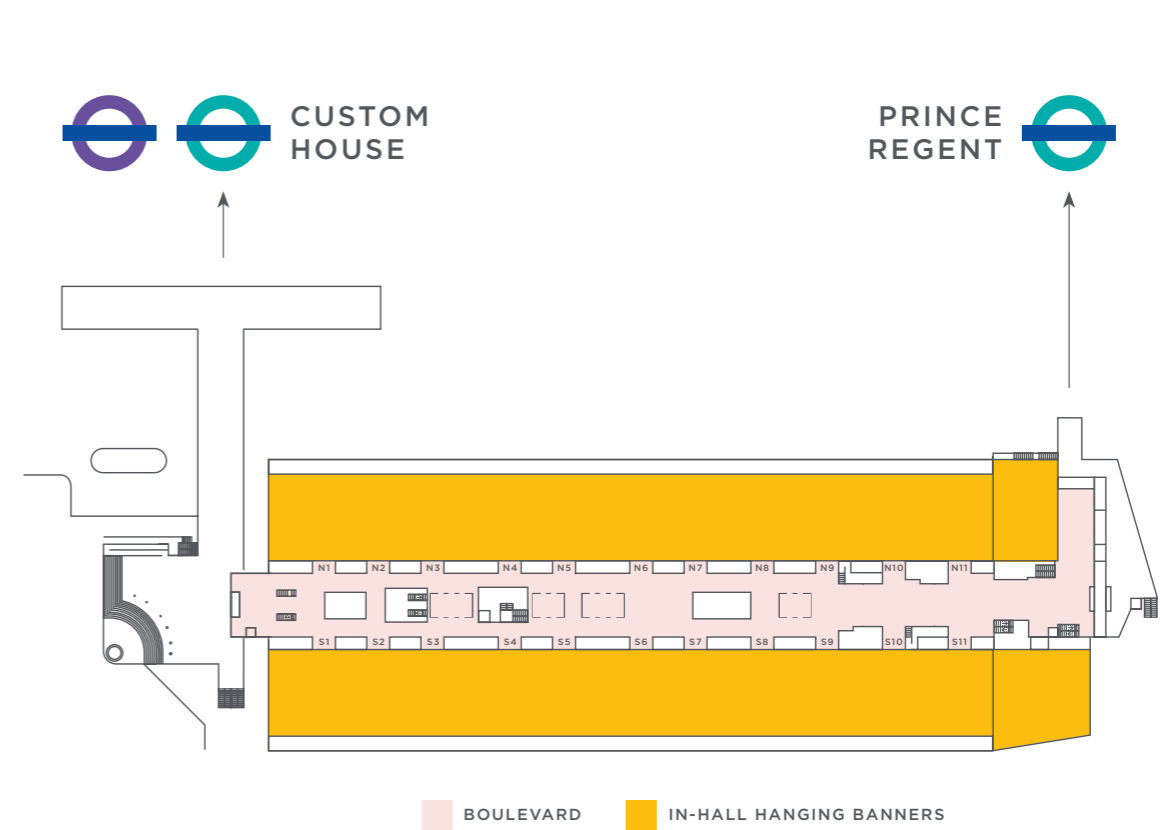
Screen layout



- Audio
- LED
- HD
- Looped
- Streaming
- Sustainability
- Social Media

In-hall hanging banners

Want to be seen from a distance? Our selection of in-hall banner styles and sizes will guarantee you stand out from the crowd.



Configuration

B01 banner package - single-sided

Dimensions (W x H) 2,500mm x 3,000mm

Prices from

This package includes a printed single-sided eco-friendly banner, and fully rigged into your required position.

B01 banner package - double-sided

Dimensions (W x H) 2,500mm x 3,000mm

Prices from

This package includes a printed double-sided eco-friendly banner, and fully rigged into your required position.

B02 banner package - single-sided

Dimensions (W x H) 3,000mm x 2,500mm

Prices from

This package includes a printed single-sided eco-friendly banner, and fully rigged into your required position.

B02 banner package - double-sided

Dimensions (W x H) 3,000mm x 2,500mm

Prices from

This package includes a printed single-sided eco-friendly banner, and fully rigged into your required position.

More sizes available, please enquire with your media sales manager.

Floristry

Floral arrangements offer a cost-effective and lasting impression.

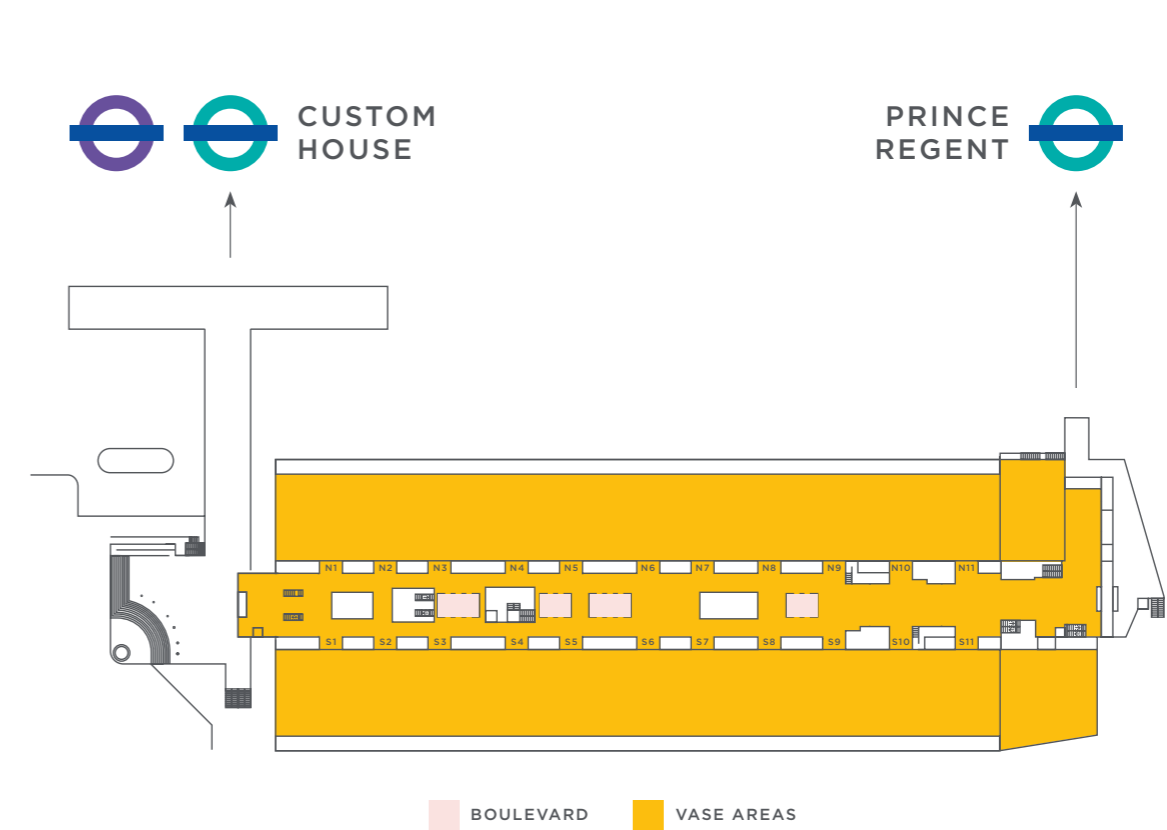
Small vase



Medium vase



Large vase



Configuration

Small vase

Dimensions (W x H) displays upto 25cm

Medium vase

Dimensions (W x H) displays upto 35cm

Large vase

Dimensions (W x H) displays upto 45cm

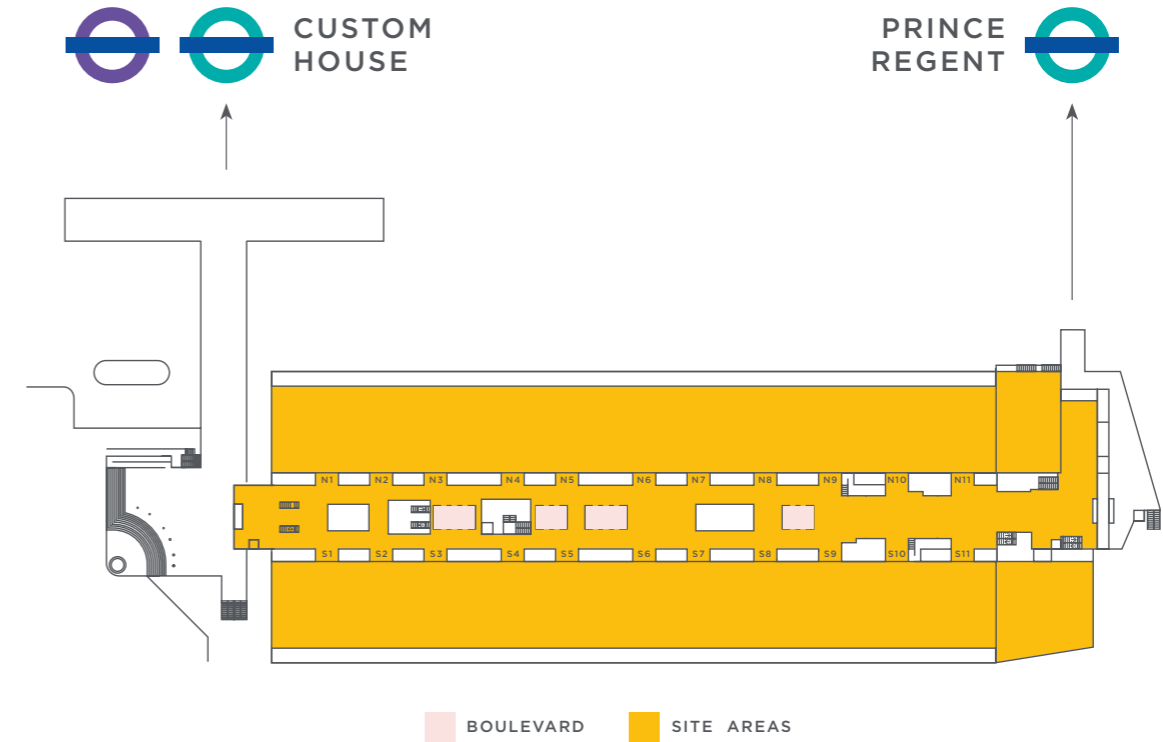
TOP TIP

Tabletop arrangements are essential for professional meeting spaces.



Bespoke floristry

Adding elements of nature within your event design can not only help you stand out, but promote a sense of calm too.



Configuration

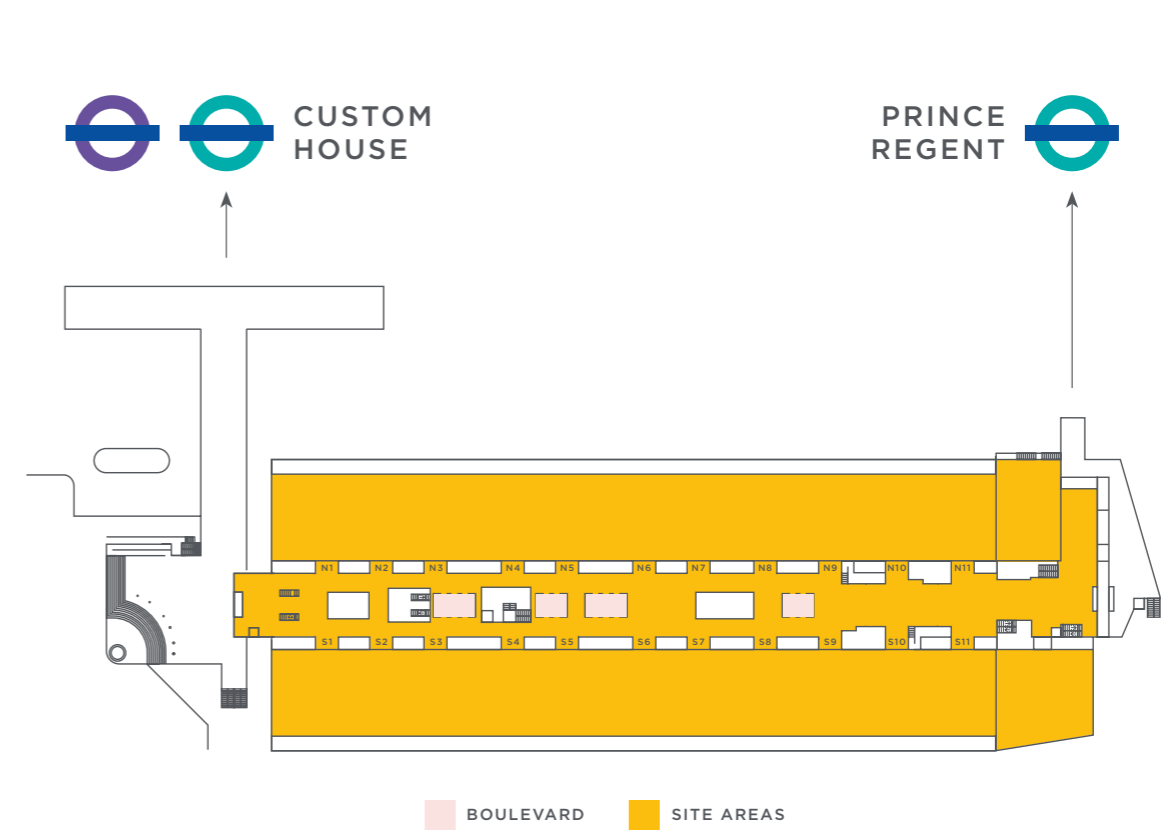
Bespoke designs

TOP TIP

Don't dispose of your arrangements, donate them to an ExCeL community partner.

Floral hire

Bring your space to life with some striking structural stems or fanciful floral features.



Configuration

3ft plants

5-7ft plants

TOP TIP

Display plants in odd numbers. This is most pleasing to the eye.



Branded leaflets, brochures & tote bags

Show guides, informational leaflets and takeaway totes take your brand on the go!



Configuration

A5 brochure - 150gsm, FSC

Saddle stitched, portrait / landscape / square back.

Dimensions (W x H) **210mm x 297mm (unfolded)**

16pp per 250

32pp per 250

48pp per 250

*Add silver, gold or clear ink to any of the above + 25% onto cost.

A4 brochure - 150gsm, FSC

Saddle stitched, portrait / landscape / square back.

Dimensions (W x H) **297mm x 420mm (unfolded)**

16pp per 250

32pp per 250

48pp per 250

*Add silver, gold or clear ink to any of the above + 25% onto cost.

Configuration

Tote bag - single-sided, invincible natural cotton, long handle

Dimensions (W x H) **380mm x 420mm - 5oz**

Price per bag:

Quantity	250	500	1000
1 colour			
2 colours			
3 colours			
4 colours			

Tote bag - double-sided, invincible natural cotton, long handle

Dimensions (W x H) **380mm x 420mm - 5oz**

Price per bag:

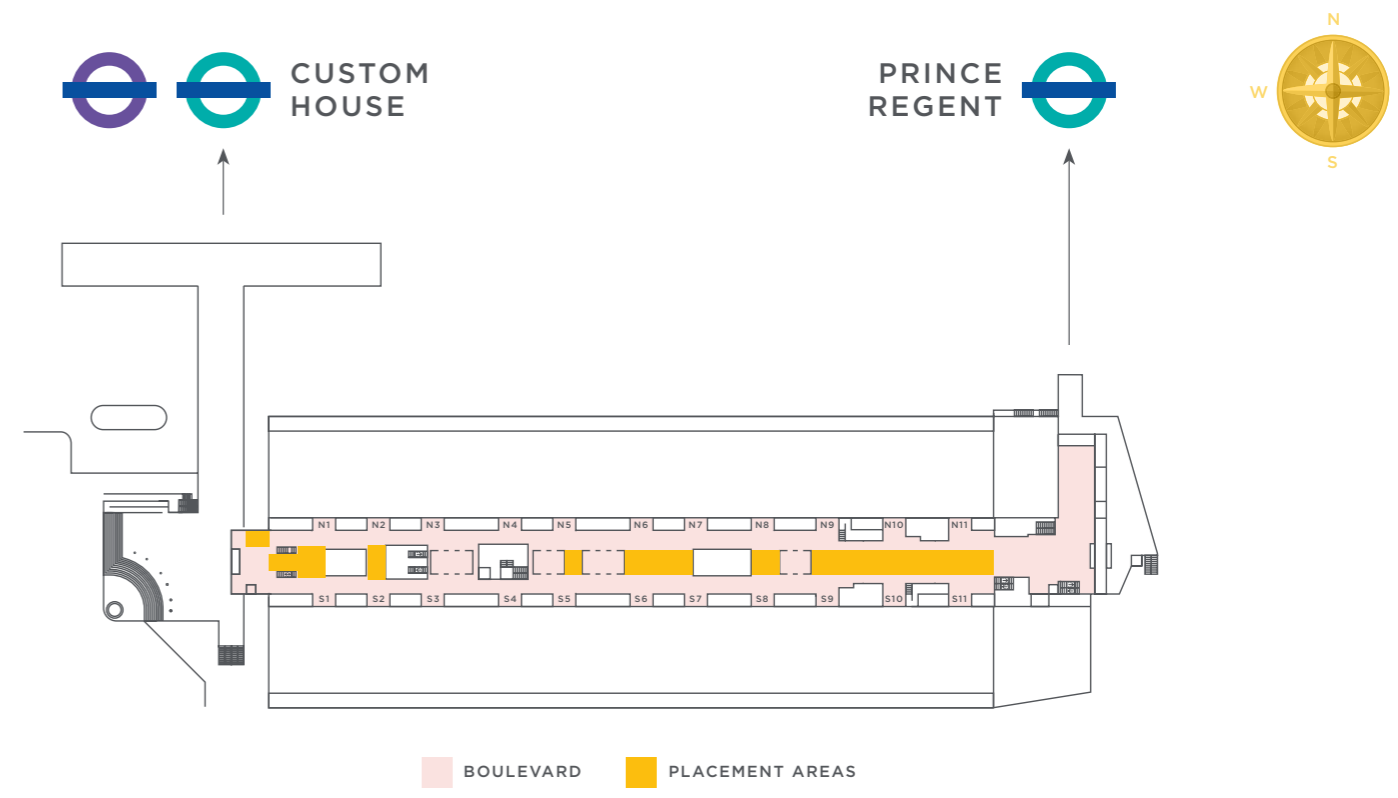
Quantity	250	500	1000
1 colour			
2 colours			
3 colours			
4 colours			

TOP TIP

As these are printed on site, you can save on the cost of delivery, and your carbon footprint!

Cylinder screen

An exclusive screen found only at the ExCeL, this digital column gives visitors a 360 view.



Configuration

Cylinder screen

Dimensions (W x H)	5m diameter x 3.6 meters
Resolution	3840px x 512px
Audio at additional cost	

TOP TIP
Use the screen as one, or split into sections to showcase social posts or streaming elements.

Screen layout



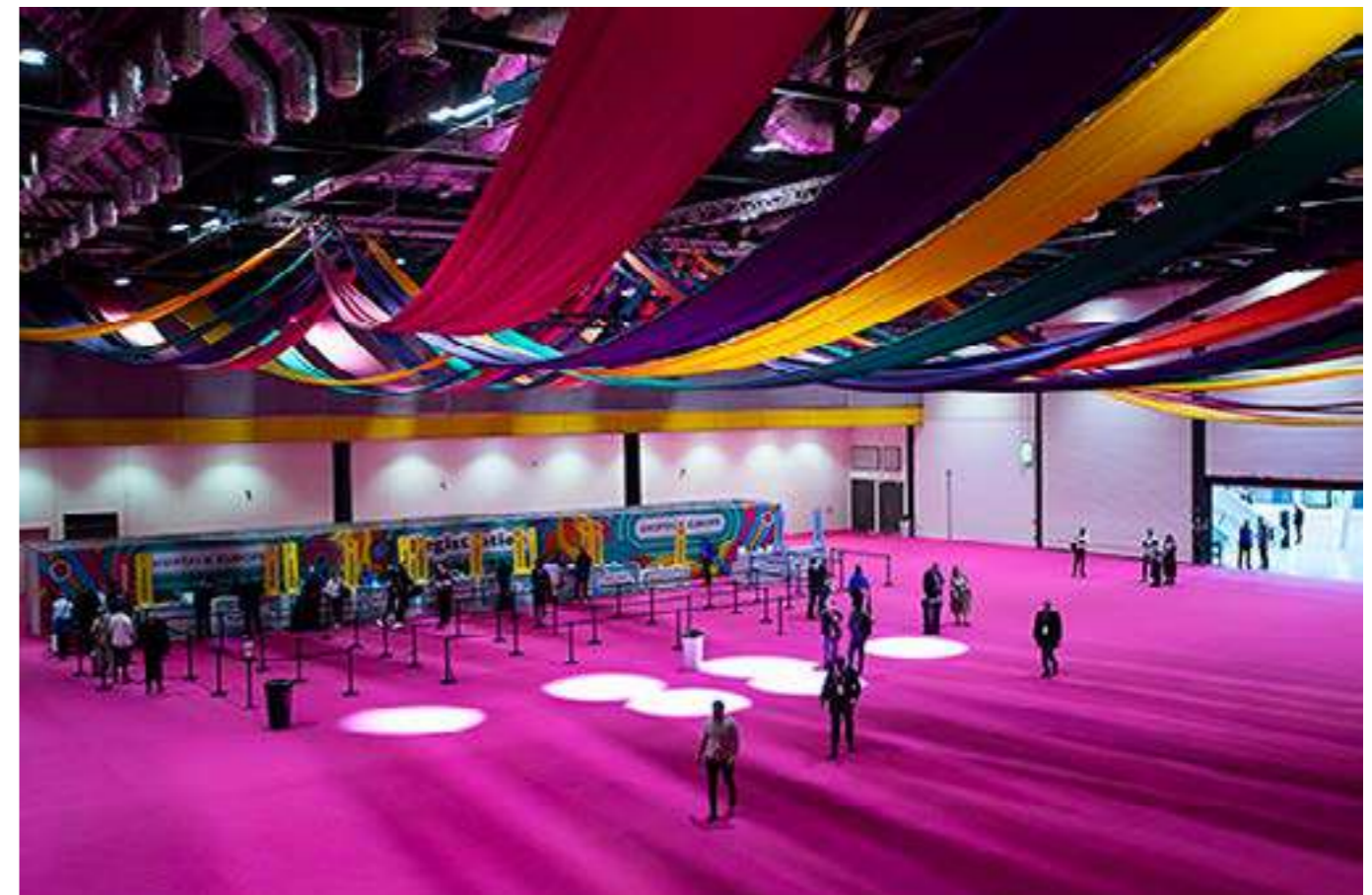
- Audio
- LED
- HD
- Looped
- Streaming
- Sustainability
- Social Media

Venue takeover... **POKÉMON**





Venue takeover... SHOPTALK





Artwork specifications

Accepted Formats

Print Artwork

Only print-ready **.PDF** files with any links embedded, and any text outlined are accepted.

Digital artwork

.MP4 for video, maximum filesize **180mb**.

.JPG or **.PNG** for images.

Images

To ensure that your file is of the highest quality please make sure your graphic is no lower than **75dpi** at full size or **750dpi** at **10%** scale.

Copyright is the responsibility of the client, and ExCeL London cannot take any responsibility for this.

Please supply logos and icons as vectors, where possible.

Colours

Our printing process uses a four colour system, and cannot always match a Pantone reference exactly.

Please state any Pantone references that you wish to aim to produce, and supply any colour correct proofs you have, to your assigned Project Manager, before supplying the artwork.

Artwork supply

We accept files via WeTransfer, Dropbox, or FTP systems, such as Google Drive and OneDrive.

We now offer sustainable alternatives to all print items. Please contact your Media Operations Manager to enquire.

Document layout

Artwork should be created in the correct proportion to the final print size.

Shaped items should have the guide template included, within the artwork, to ensure no elements are cropped.

Lead times

Artwork and proofs should be sent to your Media Operations Manager by the agreed date. The standard artwork deadlines are **4 weeks** prior to the event for print, and **2 weeks prior** to the event for digital.

Any artwork received after the agreed date, will be liable for a **30%** surcharge in order to produce the graphics on time. This will be advised by your Media Operations Manager.

Content

When supplying your content, please note that at ExCeL London we consider the content of all advertising and branding crucially to analyse how this impacts the impression of our venue and our visitors.

ExCeL will not accept any content that is deemed offensive, threatening or controversial in anyway.

If you feel that your content may be in question to any extreme, please send a low res mock-up of the content for us to check prior to the final artwork supplied. ExCeL will not be held responsible for any additional costs that are incurred due to the resubmission of artwork files.

Becoming sustainable

As awareness builds of the impact of every single one of our activities on the planet, our media team has been challenging current practices in the event and print industries.

Many printed media materials contain PVC, and we are now able to upcycle the PVC to create a variety of products, from traffic cones to roofing materials.

Our lightboxes, which we produce on a 100% polyester-based PET, now have a fully recyclable option. For signage and media that requires a rigid format, we now only use 100% recyclable FSC-certified board.

And finally, PVC-free vinyl is now available for application to glass and walls. Our goal is to ensure these can be a high quality alternative to our current material, before we offer these for our clients.

As with most eco-friendly products the costs can be higher than their standard equivalents. If you are interested in exploring sustainable options for your print media, please contact your Media Operations Manager.



Terms & Conditions

Payment

- Payment for Media orders is required at least 2 days prior to the first live day of the event, upon signing of the Media Service Order Confirmation.
- Media items will not be produced until ExCeL London are in receipt of a signed Media Order Confirmation form.
- Prices shown include tenancy of media site, production and installation. All prices exclude VAT.
- Should you require ExCeL London to manage sponsor bookings directly, a client handling fee will be applied for each sponsor.

20mb, they can be submitted directly to your Media Operations Manager.

Print

- Print files must be submitted as .PDF files, with any images embedded & all text outlined.

Digital

- Digital files must be submitted as .MP4 for video, and .JPG / .PNG for images.
- Maximum filesize is 180mb for digital artwork
- Digital content should be 10 seconds in length, unless specified by your Media Operations Manager.

Artwork Deadlines

Standard artwork deadlines are as follows:

- Printed artwork is required at least 28 days prior to the first live day of the event.
- Digital artwork is required at least 14 days prior to the first live day of the event.
- Any late artwork, unless agreed in writing by your Media Operations Manager, will incur a 30% surcharge.

General

- Graphics will not be produced unless approved by the client, and written confirmation is provided to ExCeL London. ExCeL London is not responsible for incorrect spelling, text or artwork.
- ExCeL London reserves the right to refuse artwork if the subject matter or imagery is deemed to be offensive.
- Media sites will be installed ready for the open days of the exhibition or conference, not including any build or break days of the event. Should you require graphics to be installed for build or break days, please enquire with your Media Operations Manager.

Artwork Submission

- Artwork must be submitted via WeTransfer, Dropbox, or FTP systems, such as Google Drive or OneDrive. Alternatively, if the files are under



Phase 3 Coming in 2024

THE SOUTH HALLS

12,000m²

OF BLANK CANVAS PILLAR FREE EXHIBITION SPACE



INVESTMENT OF MORE THAN

£200million



Energy supply to be
RENEWABLE



25,000m²



OF ADDITIONAL EVENT SPACE