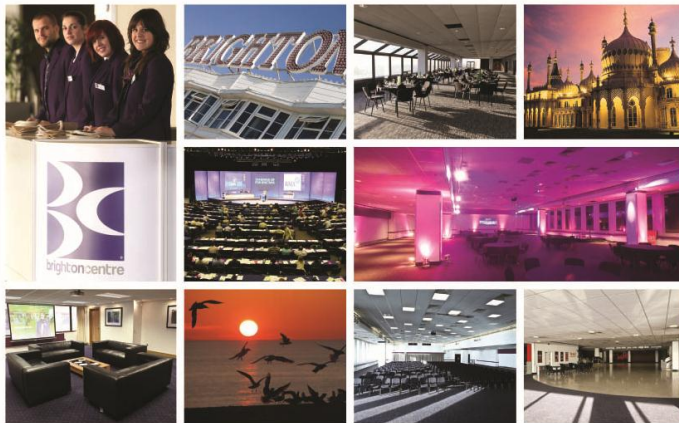


Brighton Centre Branding Sites

Where Brighton & the World Meet...



Introduction

There are multiple sites in the City, on the venue exterior and in areas frequented by delegates within the Brighton Centre, that are ready for you to brand for conference or to offer as a opportunity to “shout” by your sponsors.

Below is a detailed guide on where they are, the sizes and who to contact to arrange booking the sites.

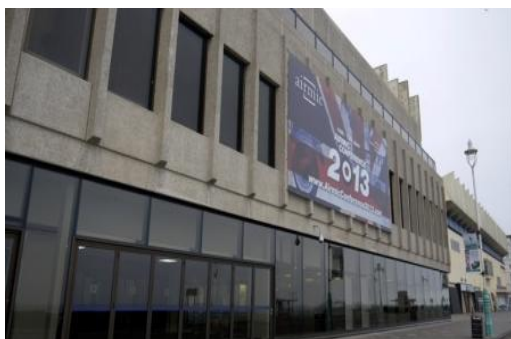
Venue Exterior



Portrait Drop Down Tower Banners (front)

Two large branding sites are available on the East and West towers at the front of the Brighton Centre. They offer an excellent opportunity to brand the venue for your event as they look out over Brighton’s famous seafront for everyone who walks and drives past to see. The venue owns these sites and for all business events has Brighton Centre conference branding in place however, if you would like to brand the site yourself the information on booking is below;

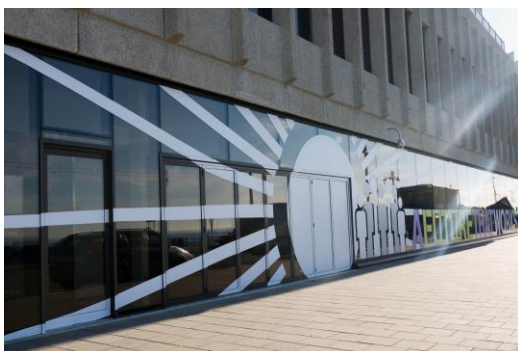
Artwork size: 2.3m x 9.0m – portrait - x 2 required



Landscape Front Entrance Banner (front)

One large branding site is available at the front of the Brighton Centre looking out over the beach. The venue owns this site and it is very popular to rent out for events – particularly public focused such a concerts, if you would like to brand the site yourself the information on booking is below;

Artwork size: 10.6m x 5m – landscape



Front Entrance Graphics (front)

Glass or window graphics can be produced in many forms, simple cut vinyl lettering can be used and/or decorative displays, which can include your logo or colours to grab attention and create maximum effect. If you would like to brand this site, please see booking details below.

Artwork size: variable



Landscape Rear Entrance Banner (back)

One large branding site is available at the back of the Brighton Centre on Russell Road opposite the main car park exit. The venue owns this site and for all business events has Brighton Centre conference branding in place however, if you would like to brand the site yourself the information on booking is below;

Artwork size: 4.5m x 2.4m – landscape

Venue Interior



Revolving Door Entrance

Either side of the main revolving door entrance are drop down wire cable hanging frames. These are the first interior signage seen by people entering the Brighton Centre and are easily interchangeable. The venue brands these simply with welcome and venue entrance text but if you would like to brand the site yourself the information on booking is below;

Artwork size: 600mm x 1500mm – portrait – x 2 required



Ground Floor Foyer

In the Brighton Centre Foyer are 10 large clip frames sites that are strategically located that are often used for casual seating by catering so will have maximum exposure. The venue uses them to display City images taken by local photographers and branded live entertainment listings but if you would like to brand the site yourself the information on booking is below;

Artwork size: 1524mm x 1016mm – portrait



Ground Floor Foyer Pillars

There are multiple large pillar sites throughout the venue Foyer and entrance. Ideal for large scale, high impact branding. Price is per pillar, exact pillar location to be advised to venue event manager as sizes differ.

Artwork size: see information on page 6 (all pillar sizes are different)



East and West Marble Stairs (going down to the ground floor)

As delegates travel down the two large marble staircases that lead down from the first floor to the Foyer they look directly onto a blank white wall which we are able to project your chosen images or statement onto.

Artwork size: JPEG or AVI file to be projected onto white wall ideally landscape supplied on a CD or DVD



East and West Marble Stairs (going up to the first floor)

The two large marble staircases that lead up from the central point of the Foyer to the first floor landings are a feature piece of the venue and make a huge statement when branded. Applying stair graphics is a unique opportunity to promote in a eye-catching and highly visible spot. The venue does not brand these areas so unless you or a sponsor take up the opportunity they will be left blank.

Please state clearly if you wish to brand the East or West staircase or both. Price above is per staircase, for both to be branded please budget for same cost again.

Artwork size: 1990mm x 120mm – landscape – x 3 required to cover each stair x 31 stairs (per staircase)



Wall-Mounted HD Plasma Screens

Multiple sites around venue – Foyer, Russell Road, East and West Bars – 10+ screens available with high impact branding

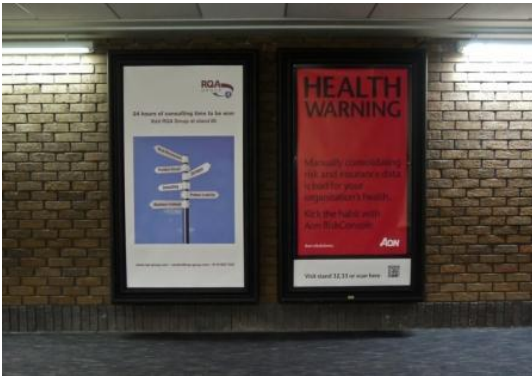
Artwork size: JPEG or AVI file to be on screens ideally landscape supplied on a CD or DVD



East Bar

In the Brighton Centre East Bar are 9 poster sites that line the corridor, they are located in one of the main traffic-flow areas of the venue as people use the bar to travel to the smaller breakout rooms so will have maximum exposure. The venue uses them to display City images taken by local photographers and branded live entertainment listings but if you would like to brand the site yourself the information on booking is below;

Artwork size: 1670mm x 935mm – portrait



West Bar

In the Brighton Centre West Bar are 6 poster sites that line the corridor, they are located in an area that are often used for casual seating by catering and as a quiet zone so will have excellent exposure.. The venue uses them to display City images taken by local photographers and branded live entertainment listings but if you would like to brand the site yourself the information on booking is below;

Artwork size: 1670mm x 935mm – portrait

Please Note

The client is responsible for the safe and responsible disposal of all branded items post event. The venue can arrange this for you, costs are applicable.

Designs must be supplied to your Venue Event Manager in a commercial print ready high resolution format (JPEG or PDF) at least 4 weeks prior to the required installation date.

The venue will not take responsibility for the quality of print if artwork supplied in a low resolution format.

In the case of adverse weather conditions, branding under heading “Venue Exterior” may see a delay in installation or may not be installed at all. The final decision on installation will be made by the duty manager at the Brighton Centre on the day of attempted installation.

Brighton Centre Foyer - Pillars

Please see below the spec for each pillar that is available for branding and artwork size. Please note that each pillar has approx. 200mm left clear at the top so designs will be just below ceiling height. Some have electrical points that also need to be taken into consideration when designing artwork.

Each size below is per panel. Each design needs to have 4 sides but pillars 1 – 3 have differing sizes on the north and south sides to the east and west sides which needs to be taken into consideration.

1. Height – 2450mm x Width (north & south panels) 775mm + (east & west panels) 915mm

n.b. this pillar has a double plug socket on the east panel – cut out needs to be h 85mm x w 55mm at 415mm from bottom of panel and central (360mm in from each side)

2. Height – 2450mm x Width (north & south panels) 780mm + (east & west panels) 985mm

3. Height – 2900mm x Width (north & south panels) 900mm + (east & west panels) 1155mm

4. Height – 2900mm x Width 615mm

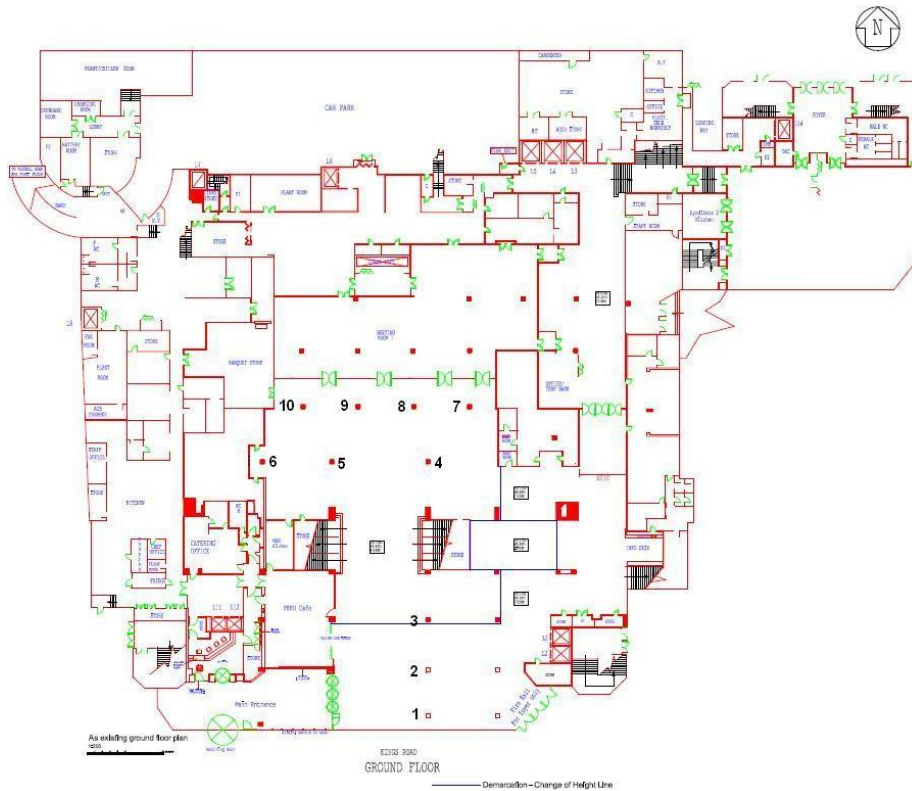
n.b. this pillar has a plug socket on the north panel – cut out needs to be h 90mm x w 95mm at 420mm from bottom of panel and central (260mm in from each side)

5. Height – 2900mm x Width 615mm

n.b. this pillar has a plug socket on the north panel – cut out needs to be h 90mm x w 95mm at 430mm from bottom of panel and central (260mm in from each side)

6. Height – 2900mm x Width 615mm

- 7. Height – 2900mm x Width 550mm
- 8. Height – 2900mm x Width 550mm
- 9. Height – 2900mm x Width 550mm
- 10. Height – 2900mm x Width 550mm



In The City

Sites available as delegates enter the City from outside suppliers.

City Gateways

When entering Brighton through the main 'City Gateways' there are some colourful and innovative lighting effects projected onto some key landmarks in the city (viaducts, seafront promenade, pedestrianised walkways etc). Owned by Brighton & Hove City Council these sites and lighting schemes are able to be changed to reflect your chosen conference or organisations corporate branding colours. It is a very subtle effect but can offer a great welcoming impact to your delegates when they arrive and/or whilst they are in the city. For more information contact Darren Johnson from VisitBrighton on t. 01273 292629.

Train Station AdGates

The ticket gates at Brighton Train station are also available to book and brand. For availability and prices on AdGates contact T4Media on t. 020 7233 9777 who control these sites.



Big Screen, Queens Road

The screen is in one of Brighton's prime locations – as you walk down Queens Road from Brighton train station which 360,000 people a week will see.

For availability and prices, contact Harry Weston on t. 023 80 255093 www.maxxmedia.co.uk



Lamppost Banners

The most direct walking route from Brighton Train Station to the Brighton Centre (down Queens Road and West Street) is lined by lampposts with banner branding available. The sites are most popular with the local theatres and events so do book up fast therefore ideally these need to be booked quite far in advance.

There are also 3 lamppost banner sites directly opposite the Brighton Centre and are an ideal place to host welcome banners and branding for your delegates.

For availability and prices on Lamppost Banners contact Bay Media on t. 020 8343 2525 who control these sites.

Your contact

If you have any questions regarding the information in this document please contact your venue event manager.

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Owned and operated by Brighton & Hove City Council

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