

# Brighton Centre Venue Branding Opportunities



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Brighton  
& the  
World  
Meet

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# Venue Exterior

## Brighton Centre Drop Down Tower Banners

Two large branding sites are available on the East and West towers at the front of the Brighton Centre.

They provide an excellent opportunity for you to brand the venue for your event as they look out over Brighton's famous seafront which has a large amount of footfall.

**Artwork size:** 2.3m x 9.0m – portrait (x2 required)





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GRADUATION  
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## Venue Exterior

### Landscape Front Entrance Banner

One large branding site offering an excellent opportunity to brand the venue for your event looking out over Brighton's famous seafront

Artwork size: 10.6m x 5m – landscape

## Venue Exterior Glass Graphics

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.

Located on the front of the venue, next to the main entrance.

**Artwork size:** variable



# Venue Interior

## Foyer

In the ground floor entrance Foyer there 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, but the sites are available for your use.

**Artwork size: 1524mm x 1016mm – portrait**





## Venue Interior Foyer Pillars

There are multiple large pillar sites throughout the venue Foyer and entrance. Ideal for large scale, high impact branding.

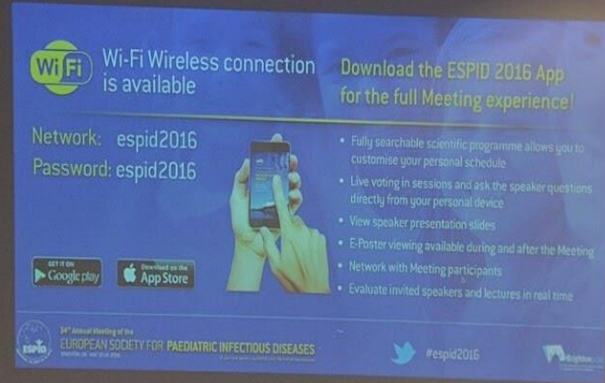
Price is per pillar, exact pillar location to be advised to venue Event Manager as sizes differ.

**Artwork size:** see information on page 16 (all pillar sizes are different)

## Venue Interior East & West Marble Stairs

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 can 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



## Venue Interior East & West Marble Stairs

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 an eye-catching and highly visible spot.

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





## Venue Interior

### Digital Display Screens (portable)

Located in various sites within the venue - 12 available for sponsorships and branding opportunities, or as conference programme information sites.

These screens have the ability to be controlled, edited and updated by the conference organiser.

**Artwork size:** can be supplied in various formats, in portrait.



# Venue Interior

## Digital Screens (fixed)

Multiple sites around venue, in the Foyer, Russell Road, East and West Bars. 10+ screens available for sponsorships and branding opportunities, or as conference programme information sites.

Ability to be controlled, edited and updated by the conference organiser.

**Artwork size:** can be supplied in various formats, in landscape.



## Venue Interior

### East Bar & West Bar poster sites

With a total 15 poster sites that line the corridors of each bar.

The East Bar is 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 when not hired by clients

**Artwork size:** 1670mm x 935mm – portrait





## City Branding

### 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



## City Branding

### Big Screen (Queens Road, Brighton)

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 Philippa Roberts at Global on 07971 975638 or [philippa.roberts@global.com](mailto:philippa.roberts@global.com)

# City Branding

## Lampost 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, therefore booking well in advance is recommended.

There are also 3 lamppost banner sites directly outside the Brighton Centre and are an ideal place to host welcome banners along with branding.

To check availability and prices contact Karen Lazarus at Bay Media (South East)

020 8343 2525 / 07932 747

311or

karen.lazarus@baymedia.co.uk





## City Branding

### 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, for example viaducts, seafront promenade, pedestrianised walkways. Owned by Brighton & Hove City Council these sites and lighting schemes are an eye-catching way to reflect your conference or organization's 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.

## APPENDIX - Brighton Centre Foyer – Pillars

Please see below the spec for each pillar that is available for branding along with the 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

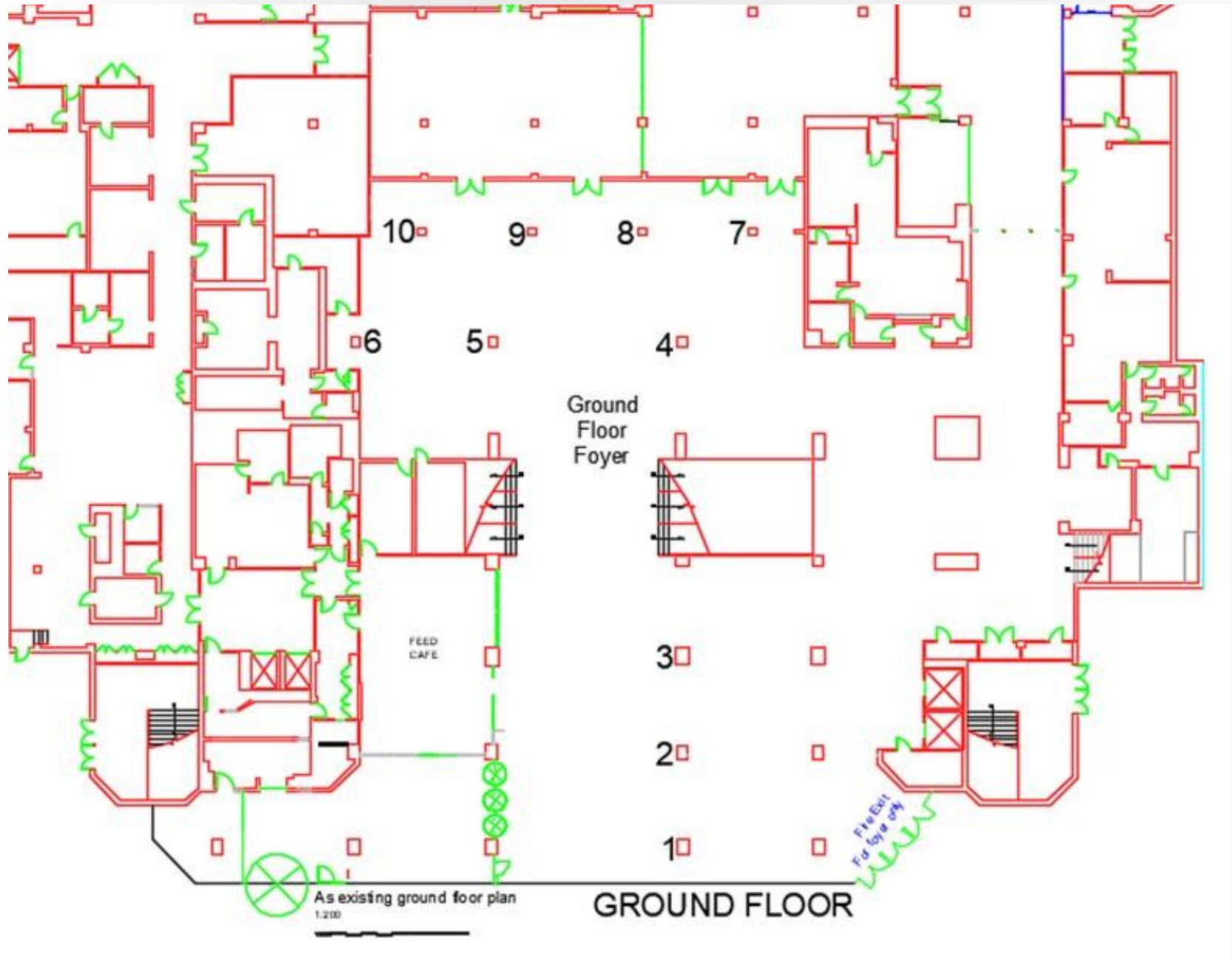
n.b. this pillar has a plug socket on the north panel – cut out needs to be h 90mm x w 95mm at 430mm from bottom of panel and central (260mm in from each side)

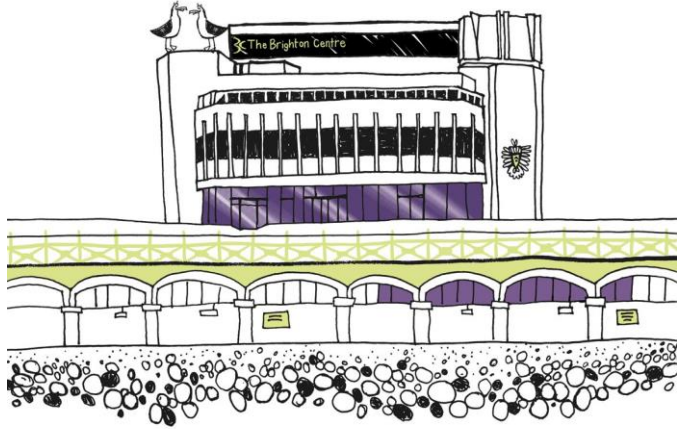
6. Height – 2900mm x Width 615mm

7/8/9/10 Height – 2900mm x Width 550mm



# Foyer Plan Pillar Locations





**Document prepared & supplied by:**

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The client is responsible for the safe and responsible disposal of all venue branded items post event. The venue can arrange this for you, costs are applicable, and a 10% surcharge will be made on each unit price for its disposal.

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.

For quotes and to book any venue branding sites please speak to your venue Event Manager.

For city sites, please refer to details on each relevant slide.