

# AT YOUR SERVICE...

## EXCELLENCE AS STANDARD



## Branding Opportunities

### External Opportunities

There are several high impact opportunities located outside the venue on our campus Piazza. This is the main approach to the venue and will be used by all exhibitors and delegates.

#### Exterior Flags

(0.925m x 3.56m)



Located on the Piazza and outside Exhibition Centre Liverpool.  
There are 15 flags available, 5 of which are near the Exhibition Centre.

**£305 per flag (incl. production and installation)**

**£125 per flag (space only)**

#### General Flagpoles

(2.286m x 1.143m)

The general flag poles differ to the exterior flags in size and shape.  
There are 3 flag poles located on the Riverside.

**£130 per flag (incl. rigging)**

**£305 per flag (incl. production & installation)**



## Link Bridge

(1.12m x 1.75m – each panel)

The link bridge connects Exhibition Centre Liverpool to the Convention Centre and is visible from many areas of the ACC Liverpool site. There are 26 glass panels in total.



£6,675 for 12 x double sided panels (incl. production & installation)

£4,670 for 12 x single sided panels (incl. production & installation)

Additional panels - £POA

## Glass Transfers

(2.28m x 0.84m)

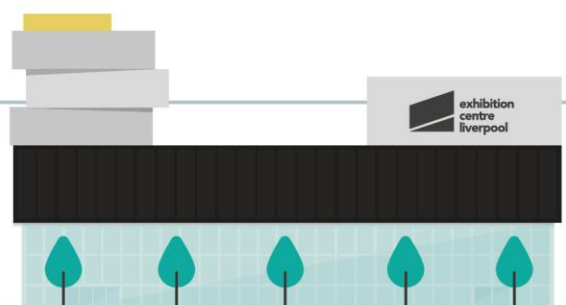
We can provide up to 4 x branded vinyl transfers on the large glass windows, 2 x either side of the main entrance to the venue. These panels create an impressive welcome to delegates entering the building.



£1,000 per panel (incl. production & installation)

£470 per panel (space only – must be installed & removed by your signage supplier)

**AT YOUR SERVICE...**  
EXCELLENCE AS STANDARD



## Internal Opportunities

There are a variety of branding opportunities inside the venue including each of the halls, the atrium and meeting room level.

### Atrium Banners

**Standard: 4.5m x 1m**

**Large: 4.5m x 1.5m**

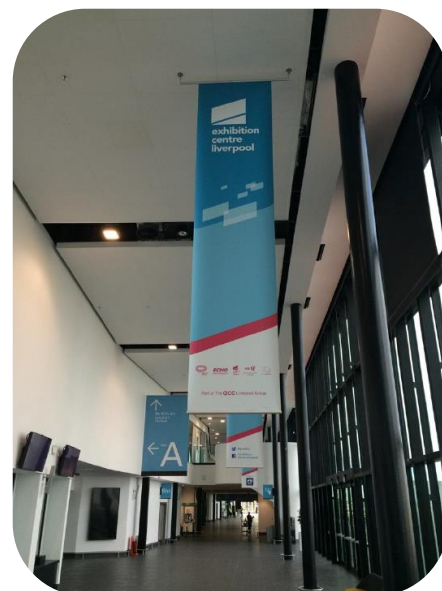
These large banners are located throughout the Atrium and are highly visible. 18 x in total evenly spread. Double sided only.

**£920 per double sided standard banner (incl. production & installation)**

**£1060 per double sided large banner (incl. production & installation)**

**£630 (space only – must be installed & removed by ACC Liverpool)**

**8 x Portrait banners available – £POA)**



### Hall Entrance Banners

**Halls A & C: 4m x 2m**

**Hall B: 0.6m x 5m**

Large scale banners that can be hung by the entrances to the halls. There is one opportunity available for the entrance of each hall. Double sided only. Banner dimensions above.

**£925 per double sided banner (incl. production & installation)**

**£630 (space only – must be installed & removed by ACC Liverpool)**



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EXCELLENCE AS STANDARD



## Atrium Balcony Banner

5m x 2m

Located just after the main entrance to the building; from ground level this banner will be visible to all delegates who enter the building upon arrival as well as those using the main staircase down from level 1.

**£925 single sided (incl. production & installation)**

**£630 (space only – must be installed & removed by ACC Liverpool)**

**Bespoke banner dimensions - £POA.**



## Floor Transfers

Directional or logo floor transfers made from anti-slip vinyl. An installation charge is applicable.

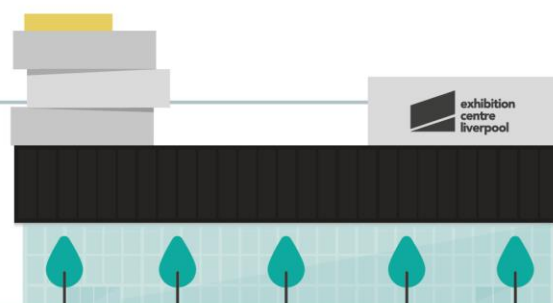
**£400 for first 1m2 (incl. production & installation)**

**£130 for additional 1m2 (incl. production & installation)**

**£40 per sticker up to 1m2 for space only (must be installed & removed by your signage supplier)**



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EXCELLENCE AS STANDARD



## Moveable Wall Branding (Halls A, B & C)

Vinyl panels applied to the moveable wall panels in Exhibition Centre Liverpool are an effective alternative/addition to hanging banners within an exhibition or conference. These can be directional, leading delegates to the various spaces when the Halls are broken down or can include sponsors or conference logos. Size of space available is dependent on the panels selected. (Picture shown is of Hall 2 in the Convention Centre)



**£POA per panel (incl. production & installation)**

**£505 per panel (space only – to be installed & removed by your signage supplier)**

## Glass Panel Branding

These single- or double-sided vinyl can be applied to the glass panels around the building. The glass panels can be found surrounding the escalators going to and from levels 1 and 2, along the balcony areas overlooking the Atrium and the upper café areas overlooking the exhibition halls.

**£330 installation, removal & cleaning (per every 6 panels)**

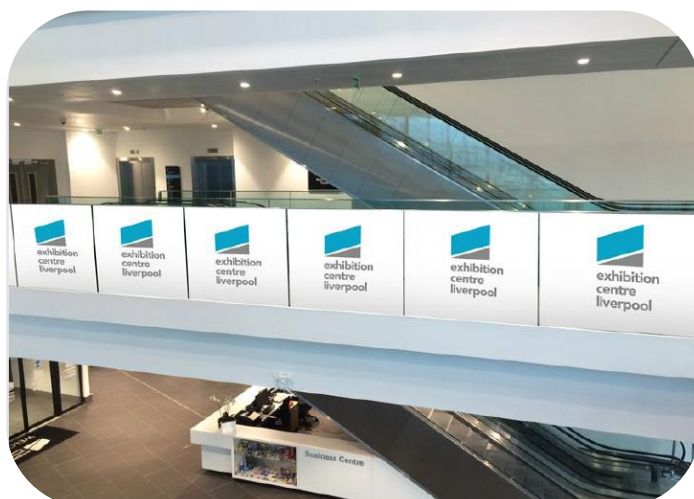
**£175 per panel (single sided)**

**£260 per panel (double sided)**

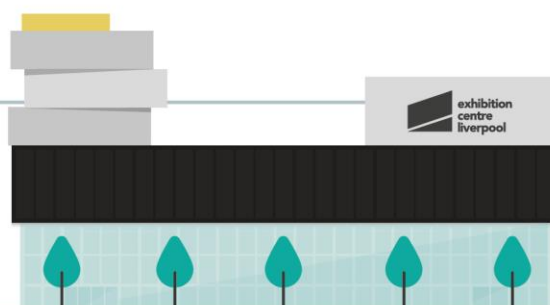
**£65 per panel (space only – must be installed & removed by your signage supplier)**

**A minimum order of 6 panels applies to all areas apart from the upper café. £POA for less than 6 panels.**

**A minimum order of 7 panels applies for the upper café areas.**



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EXCELLENCE AS STANDARD



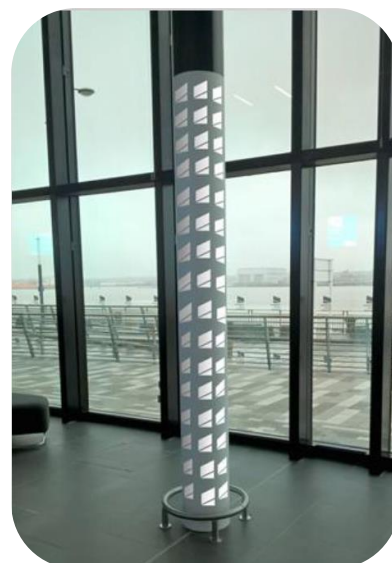
## Pillar Wrap Vinyl

3m x 1.085m

Take advantage of a prime location on the Atrium by using vinyl branded transfers that are attached by Velcro to cover the Atrium pillars. There are 6 pillars outside Halls A & C and 2 pillars outside Hall B.

**£405 per pillar (incl. production & installation)**

**£270 per pillar (space only)**



## Registration Desk Vinyl

**Reg Desk A: 2.27m x 0.6m      Reg Desk B & C: 4.5m x 0.6m**

A branded vinyl transfer attached to your registration desk.

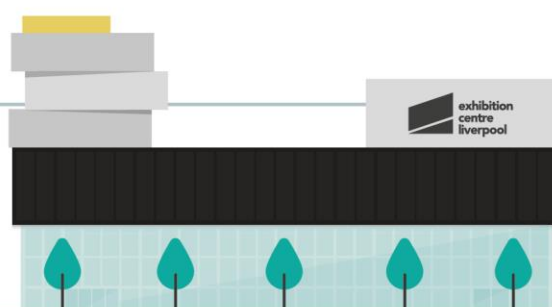
**£605 Reg Desk A (incl. production & installation)**

**£735 Reg Desks B or C (incl. production & installation)**

There is no space only charge, however vinyl's must be installed and removed by your signage provider. Any additional cleaning or damage will be charged accordingly.



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EXCELLENCE AS STANDARD





## Directional Signage

Our freestanding portable signage holders can be used as directional signage or for information purposes outside meeting rooms. Please note that use of directional signage is subject to availability.



### A3 Bus Stop

Free standing signage holder,  
available in portrait and  
landscape.

**Max height: 1300mm**

**£35 per signage holder per day.**

Client can design and provide  
their own inserts or print inserts at  
the Business Centre (£POA).



### Wide Wayfinder

**Visual size: 1500 x 1715mm**  
**Artwork size: 1500 x 1800mm**

**£290 – single sided, production**  
**£500 – double sided, production**  
**£60 – wayfinder base only**

There are 10 wayfinder bases  
available for use. Wide wayfinders  
require 2 x bases each.



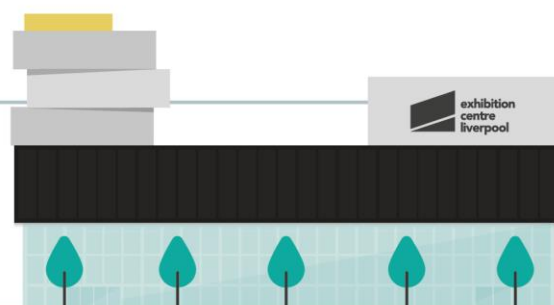
### Narrow Wayfinder

**Visual size: 600 x 1715mm**  
**Artwork size: 610 x 1810**

**£185 – single sided, production**  
**£262 – double sided, production**  
**£60 – wayfinder base only**

There are 10 wayfinder bases  
available for use. Narrow  
wayfinders require 1 x base each.

**AT YOUR SERVICE...**  
EXCELLENCE AS STANDARD



### Table of prices:

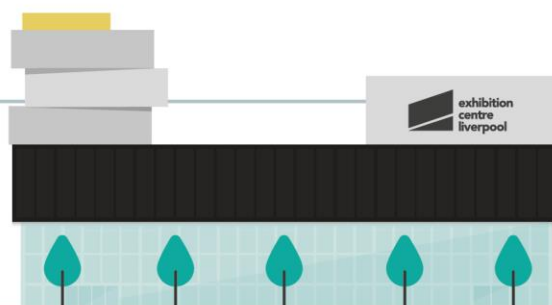
Prices are listed below. However, we are happy to provide you with a tailored quote to meet your budget. All prices quoted exclude VAT. All designs must be provided in accordance with print deadlines to avoid additional charges. Design is charged at £55 per hour if required.

Option	Location	Quantity Available	Size	Notes	Cost
Exterior Flags	Piazza & ECL Exterior	15	0.925m x 3.56m	Production & hanging	£305
General Flagpoles	Exhibition Centre Riverside	3	2.286m x 1.143m		£305 Rigging & Production
Link Bridge	ECL Exterior	12	1.12m x 1.75m per panel		£6,670 for 12 x double sided panels (incl. production & installation) £4,670 for 12 x single sided panels (incl. production & installation)
Glass Transfers	Exhibition Centre Entrance	2	2.28m(h) x 0.84m(w)		£950 per panel (incl production) £445 (space only)
Atrium Banners (standard)	Atrium	18	4.5m x 1m		£1,000 (hanging & production) £630 (space only)
Atrium Banners (Large)	Atrium	18	4.5m x 1.5m		£1060 (hanging & production) £630 (space only)
Hall Entrance Banners	Atrium	3	Hall A & C - 4m x 2m Halls B - 0.6m x 5m		£925 double sided (incl. production); £630 (space only)
Atrium Balcony Banner	Atrium Balcony (internal)	1	5m x 2m	Measurement can be altered - £POA.	£925 (hanging & production); £630 (space only)
Moveable Wall Branding	Hall A, B & C Walls	POA	Various	Space only – must be installed by your signage supplier	£POA per panel (production & installation) £505 (space only)

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EXCELLENCE AS STANDARD





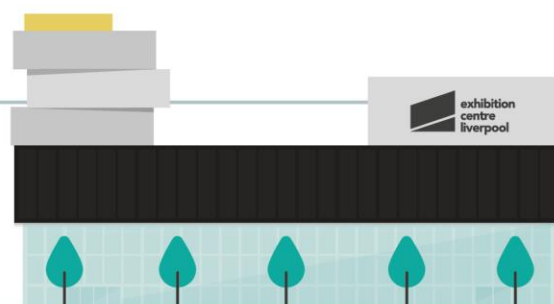
Glass Panel Branding	Escalator, Staircase, Balcony & Café Panels	POA	Various	A minimum order of 6 panels applies*. £POA for less than 6 panels *Per every 7 panels café only	£330 installation, removal & cleaning (per every 6 panels) & £185 per panel (single sided) or £270 per panel (double sided)
Pillar Wrap Vinyl	Atrium	6 outside Halls A & C; 2 outside Hall B	3m (h) x 1.085m(w)		£425 per pillar (production & installation) £280 per pillar (space only)
Registration Desk vinyl	Registration Desks A, B & C	1-3	Desk A 2.27m x 0.6m Desk B, C 4.5m x 0.6m	Space only – must be installed by your signage supplier. A charge may be incurred for damage or cleaning	£625 Desk A; £750 Desk B or C (production & installation); Space only FOC
Floor Transfers	Galleria Floor	POA	Various		£420 for first m2, £145 for additional per m2
Narrow Wayfinder	Portable	10	Visual size 600 x 1715mm Artwork size 610 x 1810mm		£195 (single sided in sert); £275 (double sided insert)
Wide Wayfinder	Portable	5	Visual size 1500 x 715mm Artwork size 1500 x 1800mm	There are 10 wayfinder bases available for use. Wide wayfinders require 2 x bases each.	£300 (single sided in sert); £500 (double sided insert)
A3 Bus Stop	Portable	15	A3	Free standing and adjustable height, max 1300mm. Portrait or Landscape	£35 per holder per day Own inserts FOC Print at Business Centre (£POA)

Colour matching: As standard we match as closely as possible any Pantone colour references in your documents. Where technically possible and within the tolerance of materials used the Customer's colour balance requirements will be considered. In the absence of specific instructions regarding Pantone numbers or the Customer's supplied match samples branding will be produced on a 'run as file' basis without liability to ACC Liverpool for colour matching.

Please continue overleaf.

# AT YOUR SERVICE...

EXCELLENCE AS STANDARD



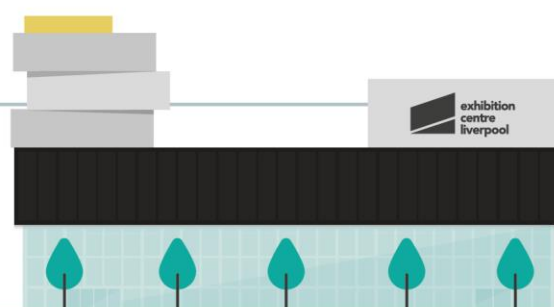
## Create Your Own Signage

If you would like to produce your own signage and pay for space only, please see details of material and sizes below.

Option	Location	Size	Materials	Cost
Exterior Flags	Piazza	0.925m x 3.56m	Flag Material	£125 (space only)
General Flagpoles	Riverside	2.743m x 1.371m	Flag Material	£125 (space only)
Glass Transfers	Main entrance	2.28m x 0.84m	Blackout Self Adhesive Vinyl	£445 per panel (space only)
*Atrium Banners (standard)	Atrium	4.5m x 1.5m	True Double-Sided Blackout pvc	£630 (space only)
*Atrium Banners (Large)	Atrium	4.5m x 1m	True Double-Sided Blackout pvc	£630 (space only)
*Hall Entrance Banners	Atrium	Hall A & C - 4m x 2m Halls B - 0.6m x 5m	True Double-Sided Blackout pvc	£630 (space only)
*Atrium Balcony Banner	Atrium Balcony (internal)	5m x 2m	True Double-Sided Blackout pvc	£630 (space only)
Moveable Wall Branding	Hall A, B & C Walls	Various	Blackout Self Adhesive Vinyl	£505 per panel (space only)
Glass Panel Branding	Escalator, Staircase, Balcony & Café Panels	Various	Blackout Self Adhesive Vinyl	£65 per panel (space only)
Registration Desk Vinyl	Registration Desks	Desk A 2.27m x 0.6m Desk B and C 4.5m x 0.6m	Please speak to your event manager	FOC (Damage or excessive cleaning will be charged for)
Floor Transfers	Galleria Floor	Various	Blackout Self Adhesive Vinyl with BS Anti-slip Laminate	£40 space only per sticker up to 1m2

Please continue overleaf.

**AT YOUR SERVICE...**  
EXCELLENCE AS STANDARD



Option	Location	Size	Materials	Cost
Narrow Wayfinder	Portable	Visual size 600 x 1715mm Artwork size 610 x 1810mm	10mm SmartEx	£60 (signage holder only)
Wide Wayfinder	Portable	Visual size 1500 x 1715mm Artwork size 1500 x 1800mm	10mm SmartEx	£60 (signage holder only)
A3 Bus Stop	Portable	A3	Poster Paper	£35 per holder per day Own inserts FOC Print at Business Centre (£POA)

\*All banners are hung using a keder rail system. Please refer to your event manager for necessary requirements before having your banners produced.

*Please order any requests from your Event Manager a minimum of 14 days before your event tenancy starts. Anything requested after this date may incur late fees.*

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EXCELLENCE AS STANDARD

