PACIFIC CHAMPIONSHIPS

PRIDE OF THE PACIFIC
PACIFIC CUP | WEEK 3 | OCTOBER 28 2023
AAMI PARK, MELBOURNE

🔍 **2023 PACIFIC CHAMPIONSHIPS**

UNREAL

Digital *Signage*

MELBOURNE ROYAL | **VISION** SPORT + ENTERTAINMENT

Our Investment
Into World Class

Melbourne Royal has recently invested into a series of high-impact and immersive digital, media and technology initiatives.

This transformational investment, combined with its high-value events program, provides an exceptional opportunity to partner with leading brands into the future.

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Internal *Screens*

DIGITAL BANNER DISPLAYS | 14m x 1.9m

GRAND PAVILION DISPLAY

MELBOURNE ROYAL CENTRE DISPLAY

Internal *Screens*

DIGITAL LED KIOSKS | 1m x 1.6m, Double Sided
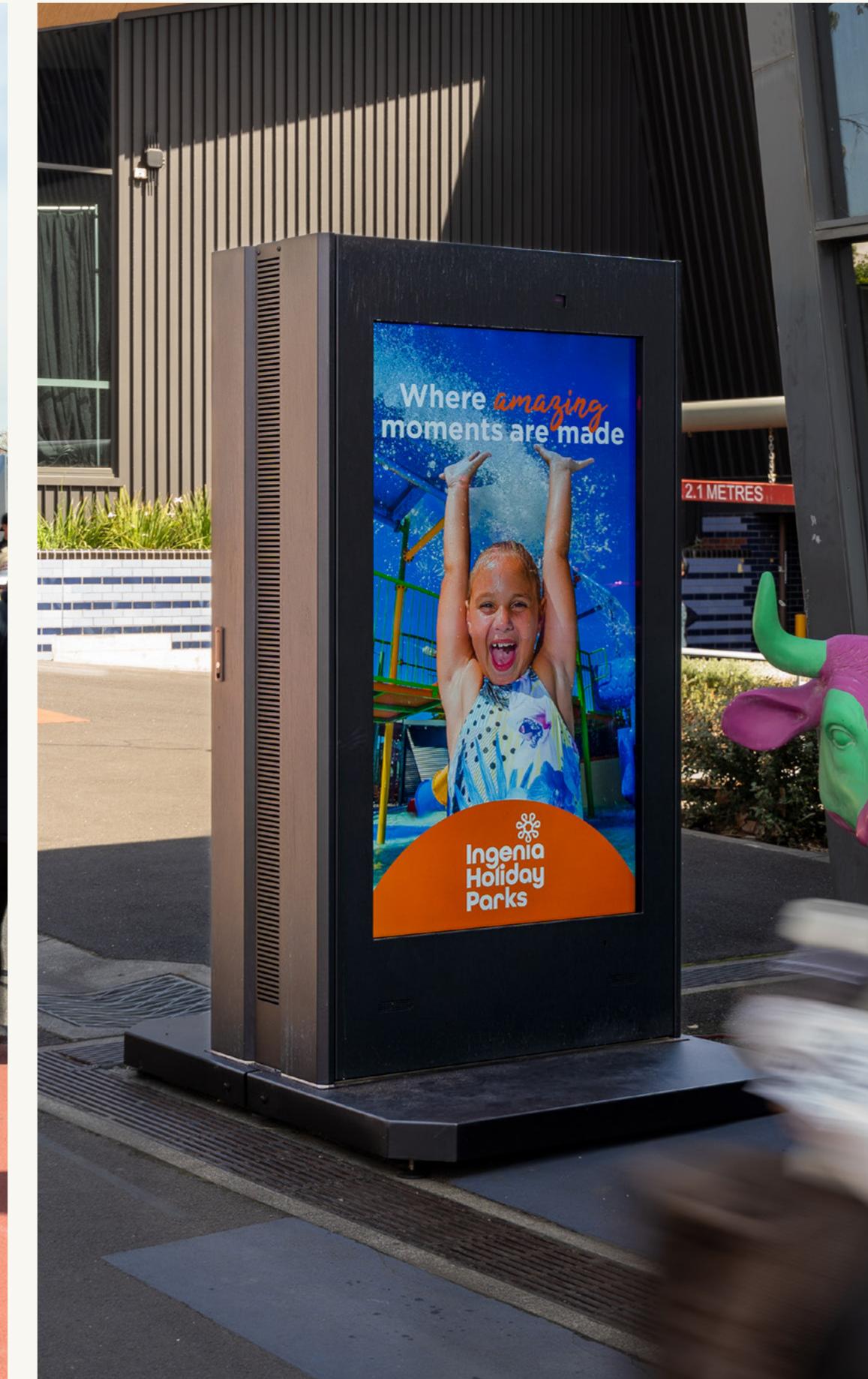
Enhance Your *Event*

Increase Revenue

- Sell advertising packages to exhibitors and sponsors
- Build into sponsorship packages
- Deliver event signage to sponsors in a cost-effective and innovative way

Wayfinding

- Event map information
- Parking information
- Safety information
- Promote exhibitors, wayfinding or event stalls

Patron Engagement

- Run competitions
- Provide event updates or schedule of events
- Dynamic content allows for live event updates

Innovation

- Reduce the need for physical printed signage
- Adapt messaging throughout the day, and by the hour if needed
- Utilise dynamic content for brands (e.g. brands can now run multiple messages whereas fixed signage only allows one message)
- Multi-package sales approach

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Internal Screens *Media Packages*

LEVEL 1 – *25%*

Per day:

25% share of screentime across all internal screens.

120 minutes per screen.
480x 15sec slots per screen.

Fee: $1,650 inc GST

LEVEL 2 – *50%*

Per day:

50% share of screentime across all internal screens.

240 minutes per screen.
960 x 15sec slots per screen.

Fee: $2,200 inc GST

LEVEL 3 – *75%*

Per day:

75% share of screentime across all internal screens.

360 minutes per screen.
1440 x 15sec slots per screen.

Fee: $2,750 inc GST

LEVEL 4 –*100%*

Per day:

100% share of screentime across all internal screens.

480 minutes per screen.
1920 x 15sec slots per screen.

Fee: $3,300 inc GST

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*Custom packages available for longer hire periods

Epsom Road Billboards *Media Packages*

MONTHLY ADVERTISER PACKAGE

10% share of screentime on both external billboards, per day.

102 minutes per billboard, per day.
408x 15sec slots per billboard, per day.

One month

Fee: $5,500 incl GST per month

QUARTERLY ADVERTISER PACKAGE

10% share of screentime on both external billboards, per day.

102 minutes per billboard, per day.
408x 15sec slots per billboard, per day.

Three months

Fee: $13,200 incl GST

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Melbourne Showgrounds *Digital Signage Map*

LANGS RD

LEONARD CRES

EPSOM RD

- ■ **DIGITAL KIOSKS**
- ■ **DIGITAL BANNER DISPLAYS**
- ■ **EPSOM ROAD DIGITAL BILLBOARDS**

SHOWGROUNDS VILLAGE SHOPPING CENTRE

SHOWGROUNDS

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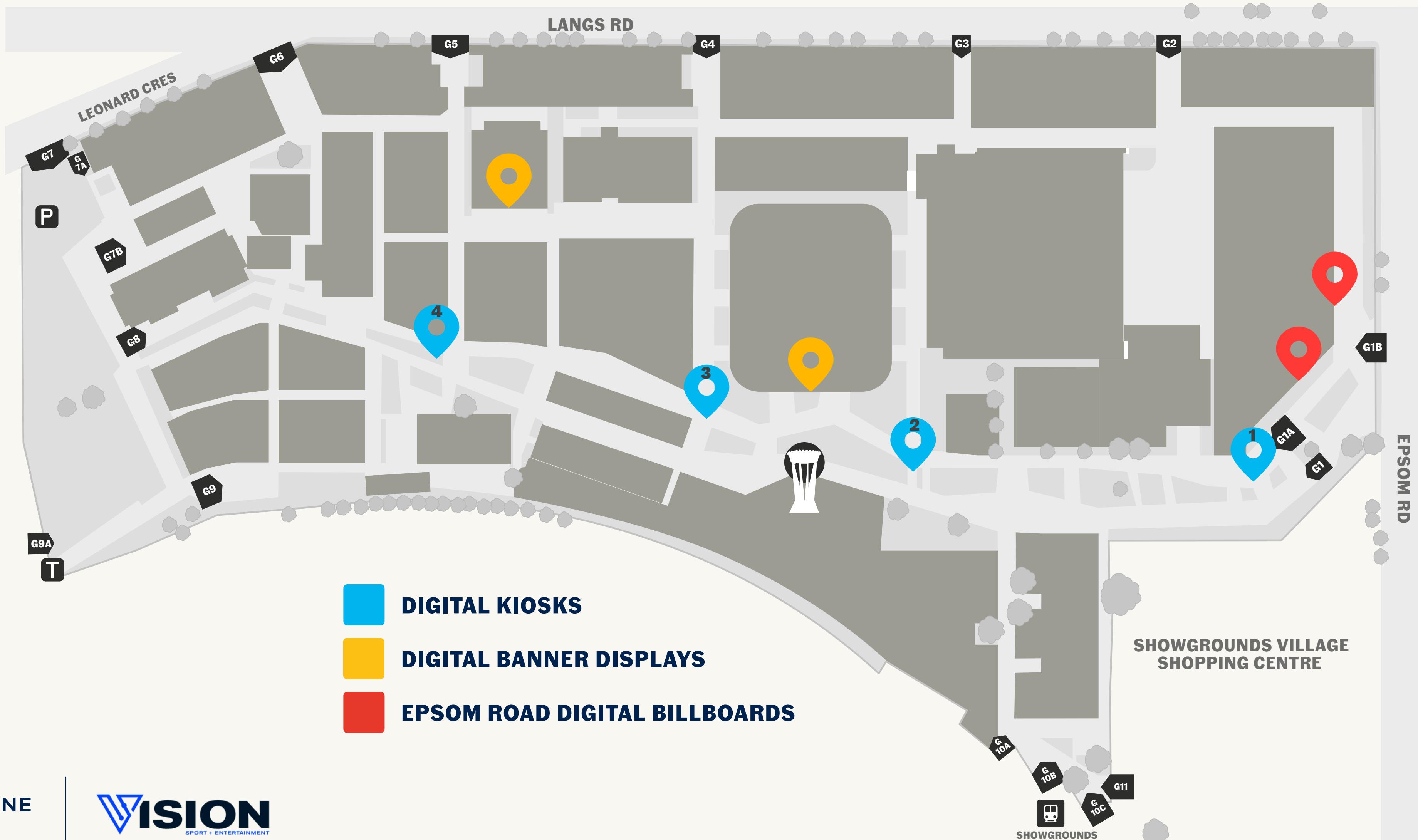
Content *Specifications*

DISPLAY	FRAME SET	SCREEN NAME	SCREEN SIZE (M)	SCREEN RESOLUTION (PX) WxH	LOCATION	CONTENT TYPE
Grand Pavilion Display	Front	MR-GPD1	14m W x 1.9m H	1408 x 192	Grand Pavilion	Dynamic (15s) or Static
Melbourne Royal Centre Display	Front	MR-B13	14m W x 1.9m H	1408 x 192	Melbourne Royal Centre	Dynamic (15s) or Static
Kiosk 1	Front	MR-K1a	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 1	Back	MR-K1b	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 2	Front	MR-K2a	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 2	Back	MR-K2b	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 3	Front	MR-K3a	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 3	Back	MR-K3b	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 4	Front	MR-K4a	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Kiosk 4	Back	MR-K4b	1m W x 1.6m H	1080 x 1920	Boulevard	Dynamic (15s) or Static
Epsom Road North Facing	Front	MR-ER1	14m W x 1.9m H	1408 x 192	External – Epsom Road	Static (15s)
Epsom Road East Facing	Front	MR-ER2	5.1m W x 7.7m H	513 x 768	External – Epsom Road	Static (15s)

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- Content creation responsibility of hirer / brand
- All content must be provided 7 business days prior to content start date

Frequently Asked *Questions*

If my event runs across a full day, or multiple days, can I show different messages at different times?

Yes, the kiosk display units can all be programmed to any preferred schedule supplied. All content will be scheduled in 15 second rotations e.g. JPEGs will be held for 15 seconds and MP4 content will rotate after 15 seconds.

What type of files can I use?

All technology inside the venue can display video (MP4) and image (JPEG/PNG) content.

Please ensure that the formatting matches the detail in the content specifications.

When does the content need to be delivered?

All content must be delivered in the correct content specifications no later than 7 business days prior to the content start date to allow for testing and programming.

Delivery cannot be guaranteed after this deadline.

Do I have to use the digital assets for my event?

No, however, should you choose not to purchase a digital package for your event, advertising may be used by other (non-competing) brands wanting to promote across Melbourne Showgrounds throughout the year.

Am I allowed to on-sell to my exhibitors/sponsors?

Yes, this is a fantastic opportunity for you to provide sponsors additional exposure during your event.

Can I purchase a portion of the inventory for my event?

Yes, however the remaining inventory may be used for other advertising which will be non-competing to your event and/or sponsors.

Can someone help create our content?

Yes, details of content creation companies can be provided on request.

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Next Steps
for digital signage at your event

For more information or to take up this great opportunity, get in touch with your account manager or event planner today!

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You can read the terms and conditions here.