

**OPERATIONAL REGULATIONS**

**SIGNAGE  
COMPENDIUM**



# Contents

<b><u>DOME</u></b>	<b>4</b>
External	
<b><u>EXHIBITION HALLS</u></b>	<b>7</b>
External	
Internal	
North Pod	
South Pod	
Halls 5 & 6	
<b><u>CHARLES MOSES STADIUM</u></b>	<b>18</b>
External	
Internal	
<b><u>PAVILIONS</u></b>	<b>21</b>
Downes	
Falkiner	
Grace	
Mackay	
Munro	
Murchison	
Paddington	
Howie	
<b><u>STADIUM</u></b>	<b>26</b>
External	
<i>Vom 3 Tunnel</i>	<b>31</b>
<i>Scoreboard</i>	<b>33</b>
Internal	
<i>Sydney Royal Stand Foyers</i>	<b>35</b>
<i>Skydeck</i>	<b>36</b>
<i>Charley Room</i>	<b>38</b>
<i>Change Room 1</i>	<b>40</b>
<i>Change Room 2</i>	<b>41</b>
<i>Stadium Ticket Box</i>	<b>42</b>
<b><u>PRECINCT</u></b>	<b>46</b>
External	
<b><u>DIGITAL SIGNAGE</u></b>	<b>50</b>
<b><u>SIGNAGE REQUIREMENTS</u></b>	<b>63</b>



# DOMES



EXTERNAL  
Dome Entrance Foyer



LARGE BANNER

MATERIAL	WIDTH	HEIGHT	QTY
PVC	12400mm	5150mm	1

SMALL BANNER

MATERIAL	WIDTH	HEIGHT	QTY
PVC	7500mm	4500mm	1

**INSTALLATION:** Catenary Wire installation. Refer to rigging company for engineering.

EXTERNAL  
Wall Banner



WALL BANNER

MATERIAL	PVC
WIDTH	5070mm
HEIGHT	3550mm
QTY	6

**INSTALLATION:** Top: Eyelets  
Bottom: Rope edge



EXTERNAL

**Dome Entrance Foyer**



**WINDOW DECALS**

MATERIAL	Decal
WIDTH	1 - 6 – 2130mm
HEIGHT	1, 4 – 1080mm 2, 3 – 1130mm 5 – 1110mm 6 – 1490mm

EXTERNAL

**Dome Entrance Foyer**



**WINDOW DECALS**

MATERIAL	Decal
WIDTH	1, 2, 3 – 1050mm 4, 5, 6 – 650mm
HEIGHT	1, 6 – 1110mm 2, 5 – 1140mm 3, 4 – 650mm

# EXHIBITION HALLS





EXTERNAL  
Dome Entrance Foyer



SPECIFICATIONS

MATERIAL	PVC
WIDTH	9630mm
HEIGHT	3600mm
QTY	2 (per hall)

INSTALLATION: All sides: Eyelets

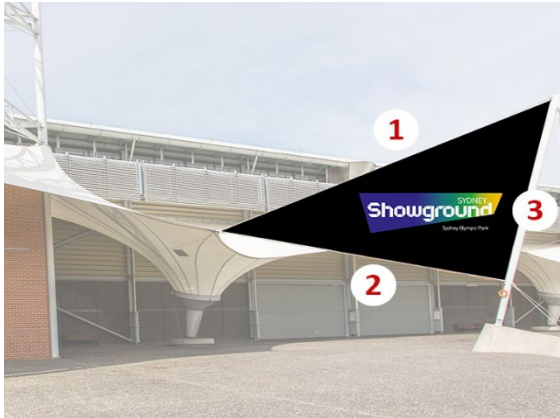
EXTERNAL  
External Foyer Wall



SPECIFICATIONS

MATERIAL	PVC
WIDTH	2300mm
HEIGHT	2300mm
QTY	2 (per hall)

EXTERNAL  
Side Triangle



SPECIFICATIONS

MATERIAL	SIDE 1	SIDE 2	SIDE 3	QTY
PVC	12150mm	10030mm	6750mm	2 (per hall)

SQUARED OFF CORNERS

SIDE 1-2	SIDE 1-3	QTY
120mm (W)	250mm (W)	2

**INSTALLATION:** All sides: PVC Banner, Eyelets All Sides

EXTERNAL  
Side Triangle



SPECIFICATIONS

MATERIAL	PVC
SIDE 1	8100mm
SIDE 2	8100mm
SIDE 3	4000mm
QTY	2 (per hall)

**INSTALLATION:** All sides: Eyelets

INTERNAL

Internal Pod Signage (Hall 2 - 4)



NORTH PODS LEVEL 2  
INTERNAL WINDOWS LHS & RHS

TOP HALF	W 1650 x H 950mm
BOTTOM HALF	W 1650 x H 1130mm
MATERIAL	Banner/Corflute/Decal

INTERNAL

North Pod – Level 2 Front Window



NORTH POD LEVEL 2  
FRONT WINDOW

TOP HALF	W 2200 x H 1100mm
BOTTOM HALF	W 2200 x H 1100mm
MATERIAL	Banner/Corflute/Decal



INTERNAL  
North Pod Foyer



DOORS X 2

WIDTH	4800mm
HEIGHT	560mm

SIDE OF WALL FOYER

WIDTH	2400mm
HEIGHT	1200mm

INTERNAL  
South Pods – Level 2



SOUTH PODS LEVEL 2  
INTERNAL WINDOWS LHS & RHS

TOP HALF	W 1650 x H 950mm
BOTTOM HALF	W 1650 x H 1130mm
MATERIAL	Banner/Corflute/Decal

INTERNAL  
South Pod – Level 2 Front Window



SOUTH POD LEVEL 2  
FRONT WINDOW

TOP HALF	W 2200 x H 1100mm
BOTTOM HALF	W 2200 x H 1100mm
MATERIAL	Banner/Corflute/Decal

EXTERNAL

Hall 5A Main Entry Foyer – Right Hand Side



HALL 5A MAIN ENTRY FOYER  
RIGHT HAND SIDE

DIMENSIONS	W 20070 x H 1300mm
MATERIAL	PVC Track Mounted

**INSTALLATION:** Sail track on top deck and eyelets on the bottom.

**LOCATION:** Corner of Grand Pde & Showground Rd existing Southee Complex Entry point

EXTERNAL

Hall 5A Main Entry Foyer – Left Hand Side



HALL 5A MAIN ENTRY FOYER  
LEFT HAND SIDE

DIMENSIONS	W 15500 x H 1300mm
MATERIAL	PVC Track Mounted

**INSTALLATION:** Sail track on top deck and eyelets on the bottom.

**LOCATION:** Corner of Grand Pde & Showground Rd existing Southee Complex Entry point



EXTERNAL

Hall 5A Main Entry Foyer - Doors



HALL 5A MAIN ENTRY FOYER DOORS

DIMENSIONS	A - W 240 x H 3100mm B - W 2070 x H 450mm C - W 910 x H 2470mm
MATERIAL	Decal

EXTERNAL

Hall 5A Function Room 3 Entry



HALL 5A FUNCTION ROOM 3 ENTRY SHOWGROUND RD

DIMENSIONS	5820 X 4000 x 2100mm
MATERIAL	PVC Corner Eyelets

**LOCATION:** Showground Rd – Outside Southee 3

EXTERNAL

Hall 5A Main Entry Point



HALL 5A MAIN ENTRY POINT  
ABOVE MAIN ENTRY DOORS

DIMENSIONS	W 10600 x H 2300mm
MATERIAL	PVC Cable Ties to existing frame

**INSTALLATION:** Roof access ticket is required to install this signage. Please speak to your event representative for further information

**LOCATION:** Corner of Grand Pde & Showground Rd existing Southee Complex Entry point

EXTERNAL

Halls 5 & 6 – Riverina Ave



HALLS 5 & 6 – RIVERINA AVE  
ENTRY DOORS

DIMENSIONS	W 1160 x 2650mm
MATERIAL	Decals

**LOCATION:** Riverina Side of Halls 5 & 6 (Above Entry Doors)

Halls 5 & 6 – Window Banners



HALLS 5 & 6 – RIVERINA AVE  
ENTRY DOORS

DIMENSIONS	W 7340 x 2735mm
MATERIAL	Fabric Stretch, with silicon edge Existing frame is in place

EXTERNAL

Halls 5 & 6 – Riverina Ave



HALLS 5 & 6 – RIVERINA AVE  
BANNER LOCATION

DIMENSIONS	W 4800 x H 9000mm Top Width 4000mm
MATERIAL	PVC / Mesh Banner with eyelets

LOCATION: Riverina Side of Halls 5 & 6 (2 Banner Points)

INTERNAL

Halls 5A Foyer



HALLS 5A Foyer  
SIDE WALLS OF FOYER

DIMENSIONS	H 2500 X H 6000 (to 3phase outlet)
MATERIAL	PVC Banner

LOCATION: Entry way of Hall 5A Foyer



INTERNAL  
Hall 5A Foyer



HALL 5A FOYER  
ABOVE ENTRY DOORS TO HALL 5A

DIMENSIONS	H 720 X W 4100
MATERIAL	3mm Corflute

**LOCATION:** Above entry doors in Hall 5A foyer entering Hall 5A

INTERNAL  
Halls 5 & 6 – Rigging Opportunities



HALLS 5 & 6 – RIVERINA AVE  
2 BANNER POINTS

Custom Rigging Internal

---

Example only

---

**LOCATION:** Custom Rigging Internal – Example only

# CHARLES MOSES STADIUM



**SIGNAGE COMPENDIUM**  
CHARLES MOSES STADIUM

EXTERNAL  
**Charles Moses Entry Square**

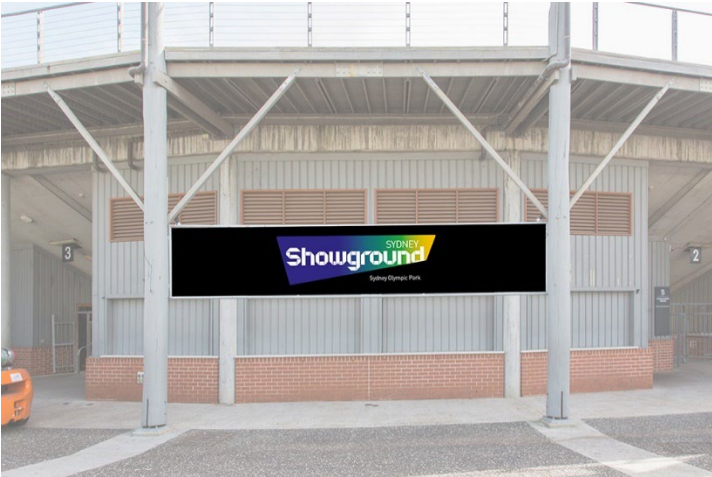


**SPECIFICATIONS**

MATERIAL	PVC
WIDTH	2200mm
HEIGHT	2200mm
QTY	1

**INSTALLATION:** All sides: Eyelets

EXTERNAL  
**Charles Moses Entry Banner**



**SPECIFICATIONS**

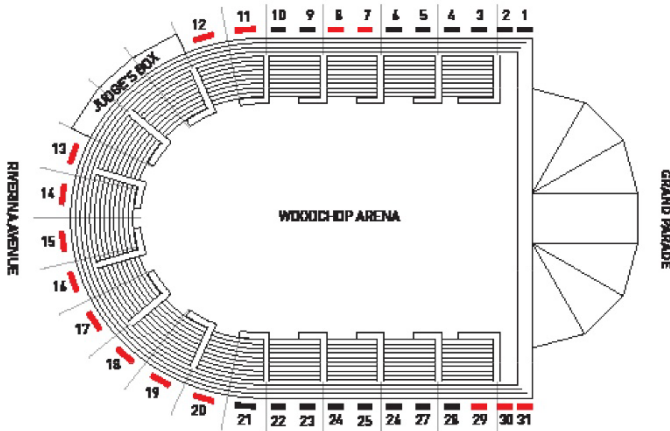
MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	1



**SIGNAGE COMPENDIUM**  
**CHARLES MOSES STADIUM**

**INSTALLATION:** All sides: Eyelets

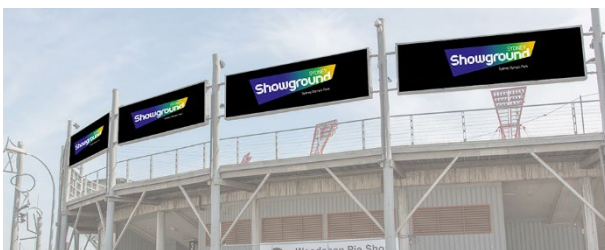
**INTERNAL**  
**Gantry Signage**



**Gantry Signage Internal LHS**



**Gantry Signage Internal LHS**



**SITES**

SITE 1	2.53m x 1.8m
SITE 2	2.44m x 1.8m
SITE 3	3.87m x 1.8m
SITE 4	3.87m x 1.8m
SITE 5	3.83m x 1.8m
SITE 6	3.8m x 1.8m
SITE 7	3.85m x 1.8m
SITE 8	3.95m x 1.8m
SITE 9	3.86m x 1.8m
SITE 10	3.86m x 1.8m
SITE 11	4.95m x 1.8m
SITE 12	5.6m x 1.8m
SITE 13	5.77m x 1.8m
SITE 14	5.9m x 1.8m
SITE 15	6.01m x 1.8m
SITE 16	6.01m x 1.8m
SITE 17	5.95m x 1.8m
SITE 18	6.0m x 1.8m
SITE 19	5.98m x 1.8m
SITE 20	5.94m x 1.8m
SITE 21	4.96m x 1.8m
SITE 22	3.91m x 1.8m
SITE 23	3.81m x 1.8m
SITE 24	3.92m x 1.8m
SITE 25	3.81m x 1.8m
SITE 26	3.9m x 1.8m
SITE 27	3.86m x 1.8m
SITE 28	3.81m x 1.8m
SITE 29	3.87m x 1.8m
SITE 30	2.51m x 1.8m
SITE 31	2.48m x 1.8m



# PAVILIONS



EXTERNAL  
**Downes Pavilion**



**SPECIFICATIONS**

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	3

EXTERNAL  
**Falkiner Pavilion**



**SPECIFICATIONS**

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	2

**INSTALLATION:** All sides: Eyelets

EXTERNAL  
Grace Pavilion



SPECIFICATIONS

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	1

INSTALLATION: All sides: Eyelets

EXTERNAL  
Mackay Pavilion



SPECIFICATIONS

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	1

INSTALLATION: All sides: Eyelets



**EXTERNAL**  
**Munro Pavilion**



**SPECIFICATIONS**

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	3

**EXTERNAL**  
**Murchison Pavilion**



**SPECIFICATIONS**

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	4

**INSTALLATION:** All sides: Rope edge



EXTERNAL  
Paddington Pavilion



SPECIFICATIONS

MATERIAL	PVC
WIDTH	6600mm
HEIGHT	2000mm
QTY	1

**INSTALLATION:** All sides: Eyelets

EXTERNAL  
Howie Pavilion



SPECIFICATIONS

MATERIAL	PVC
WIDTH	2200mm
HEIGHT	2000mm
QTY	2

**INSTALLATION:** All sides: Eyelets

# STADIUM





EXTERNAL

Presidents Plaza – Entrance Canopy



SPECIFICATIONS

MATERIAL	Breeze cloth banner or PVC Banner, keddar edge
WIDEST	8.75m
NARROWEST	3m
PERPENDICULAR	5m

INSTALLATION: Tracking & eyelets

EXTERNAL

Council/Vincent & Fairfax Stands



SPECIFICATIONS

MATERIAL	Breeze cloth banner
WIDTH	10m
HEIGHT	3.1m

INSTALLATION: Webbing & eyelets



EXTERNAL

Upper Rafter Banner – Sinclair Stand



SPECIFICATIONS

MATERIAL	Breeze cloth banner
WIDTH	10m
HEIGHT	3.1m

INSTALLATION: Webbing & eyelets

EXTERNAL

Martin & Angus Stand – Upper Rafter Banner



SPECIFICATIONS

MATERIAL	Breeze cloth banner
WIDTH	10m
HEIGHT	3.2m

INSTALLATION: Webbing & eyelets

EXTERNAL

**Martin & Angus Stand – Upper Rectangle. Gate B**



**SPECIFICATIONS**

MATERIAL	PVC banner
WIDTH	6m
HEIGHT	3m

**INSTALLATION:** Rope edge

EXTERNAL

**Members Stand – Upper Rafter Banner**

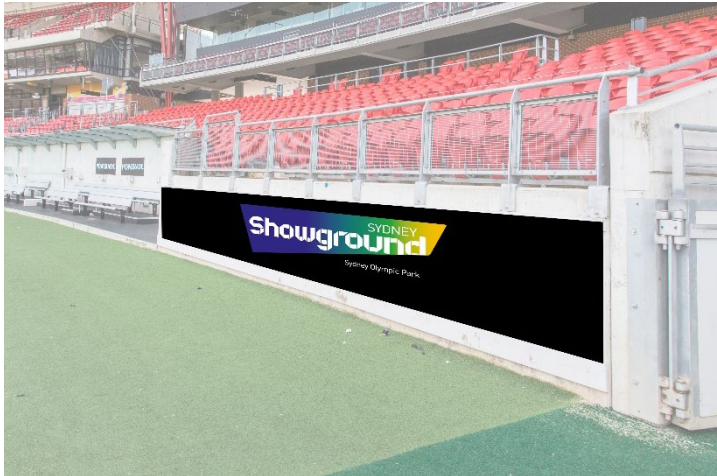


**SPECIFICATIONS**

MATERIAL	Breeze cloth banner
WIDTH	10m
HEIGHT	3.1m

**INSTALLATION:** Webbing & eyelets

INTERNAL  
Stadium Internal Fence

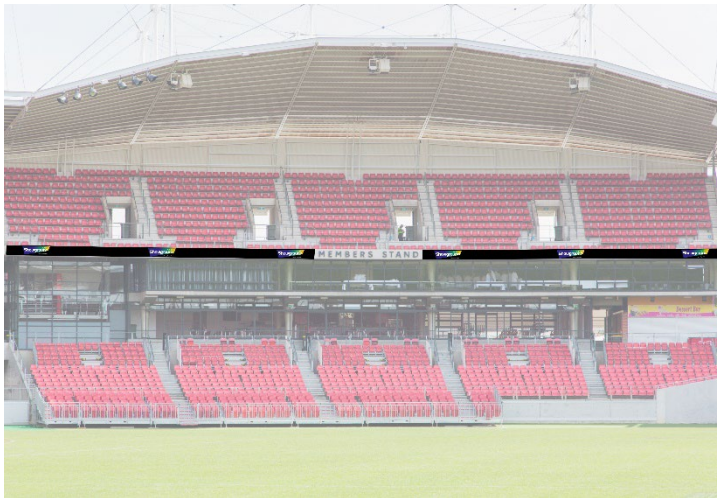


SPECIFICATIONS

MATERIAL	Corflute
LENGTH	12m
HEIGHT	1.05m

**NOTE:** Signage can be in place with or without temporary seating.

INTERNAL  
Members Stand – Upper/Tier Rectangle Banner



SPECIFICATIONS  
LEFT HAND SIDE

MATERIAL	Corflute
LENGTH	20.6m
HEIGHT	0.58m

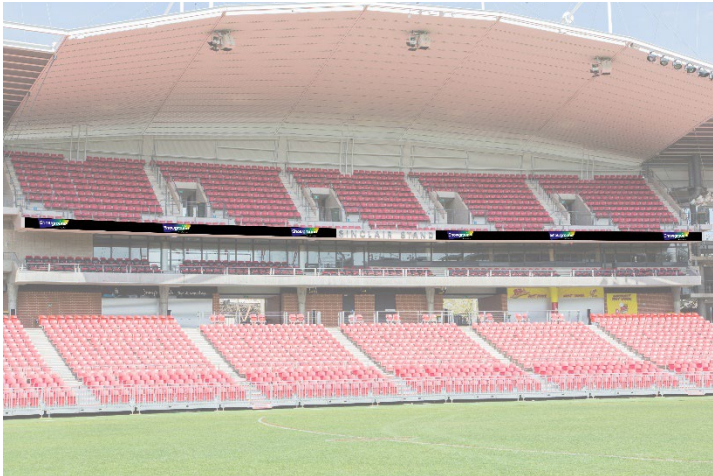
SPECIFICATIONS  
RIGHT HAND SIDE

MATERIAL	Corflute
LENGTH	20.5m
HEIGHT	0.58m



**INTERNAL**

**Sinclair Stand – Upper/Tier Rectangle Banner**



**SPECIFICATIONS  
LEFT HAND SIDE**

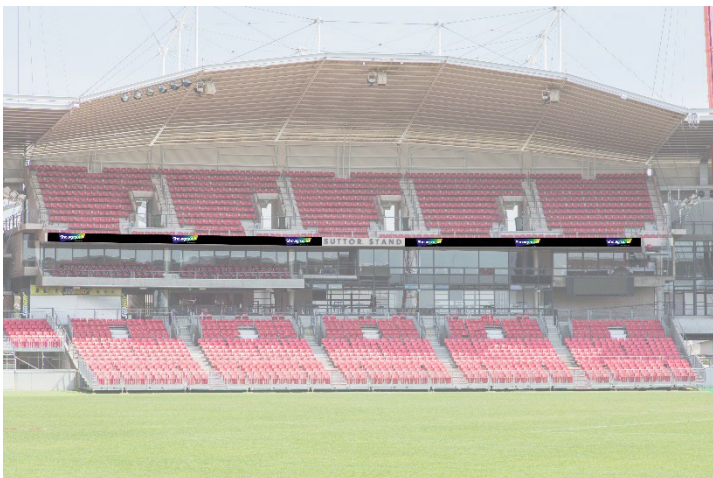
MATERIAL	Corflute
LENGTH	20.65m
HEIGHT	0.58m

**SPECIFICATIONS  
RIGHT HAND SIDE**

MATERIAL	Corflute
LENGTH	20.45m
HEIGHT	0.58m

**INTERNAL**

**Suttor Stand – Upper/Tier Rectangle Banner**



**SPECIFICATIONS  
LEFT HAND SIDE**

MATERIAL	Corflute
LENGTH	29.3m
HEIGHT	0.58m

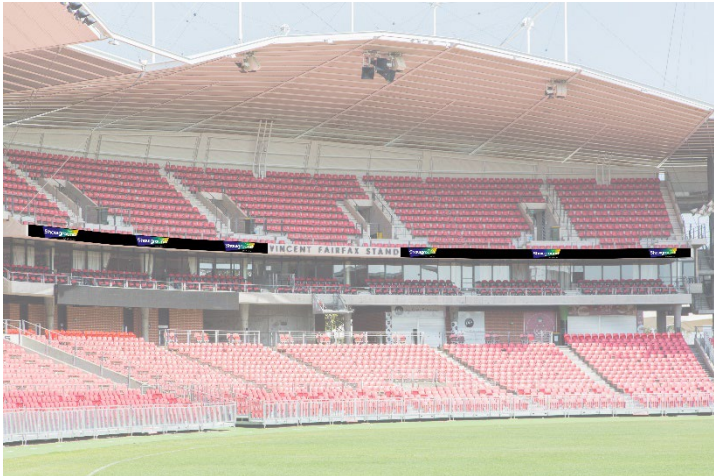
**SPECIFICATIONS  
RIGHT HAND SIDE**

MATERIAL	Corflute
LENGTH	18.5m
HEIGHT	0.58m



**INTERNAL**

**Vincent Fairfax Stand – Rectangle Banner**



**SPECIFICATIONS  
LEFT HAND SIDE**

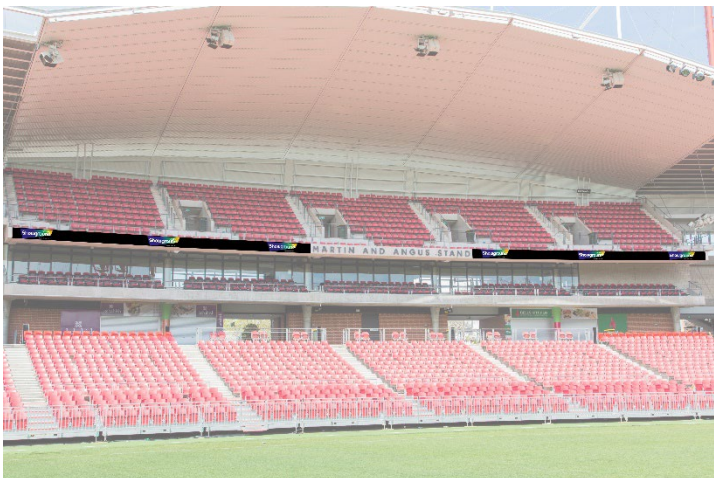
MATERIAL	Corflute
LENGTH	21.5m
HEIGHT	0.58m

**SPECIFICATIONS  
RIGHT HAND SIDE**

MATERIAL	Corflute
LENGTH	21.55m
HEIGHT	0.58m

**INTERNAL**

**Martin & Angus Stand – Rectangle Banner**



**SPECIFICATIONS  
LEFT HAND SIDE**

MATERIAL	Corflute
LENGTH	46.5m
HEIGHT	0.58m

**SPECIFICATIONS  
RIGHT HAND SIDE**

MATERIAL	Corflute
LENGTH	47.2m
HEIGHT	0.58m

INTERNAL

Sydney Royal Stand – Rectangle Banner



SPECIFICATIONS

MATERIAL	Corflute
LENGTH	45m
HEIGHT	0.7m

VOM 3 TUNNEL SIGNAGE

INTERNAL

Overhead Signage



SPECIFICATIONS  
KEDDAR BANNER DIMENSIONS

MATERIAL	PVC Banner, Keddar Edge
WIDTH	9.08m
HEIGHT	4.93m

**VOM 3 TUNNEL SIGNAGE**

INTERNAL

**Wall Banner**



**SPECIFICATIONS  
OVERALL DIMENSIONS**

MATERIAL	PVC Banner, Keddar Edge
SIDE A	1.58m
SIDE B	7.13m
SIDE C	4.09m

INTERNAL

**Wall Banner**



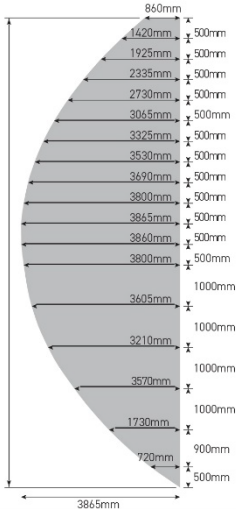
**SPECIFICATIONS  
OVERALL DIMENSIONS**

MATERIAL	PVC Banner, Keddar Edge
SIDE A	6m
SIDE B	2.13m
SIDE C	2.26m

# SCORE BOARD

## EXTERNAL

### Side Panels



### SPECIFICATIONS OVERALL DIMENSIONS

MATERIAL	Decal or similar
WIDTH	3.865m
HEIGHT	1.140m

## INTERNAL

### Bottom Panel



### SPECIFICATIONS CENTRE

WIDTH	2.03m
HEIGHT	1.615m

### LEFT HAND SIDE

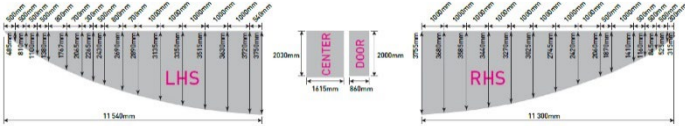
WIDTH	11.54m
HEIGHT	3.75m

### RIGHT HAND SIDE

WIDTH	11.3m
HEIGHT	3.755m

### DOOR

WIDTH	0.66m
HEIGHT	2m





**SYDNEY ROYAL STAND FOYERS**

INTERNAL

**Banners**



**SPECIFICATIONS**  
**TRACK WIDTH**

WIDTH	3m
-------	----

**SPECIFICATIONS**  
**BANNER DIMENSIONS**

MATERIAL	PVC Banner
WIDTH	1.2m
HEIGHT	2.4m

**SKYDECK**  
EXTERNAL  
**Left Return**



**SPECIFICATIONS**

MATERIAL	3.5mm Di Bond Panel
WIDTH	3.375m
HEIGHT	0.602m

EXTERNAL  
**Left Return**



**SPECIFICATIONS**

MATERIAL	3.5mm Di Bond Panel
WIDTH	10.820m
HEIGHT	0.602m

**SKYDECK**  
**EXTERNAL**  
**Right Return**



**SPECIFICATIONS**

MATERIAL	3.5mm Di Bond Panel
WIDTH	3.280m
HEIGHT	0.602m



## CHARLEY ROOM

INTERNAL

### Second Privacy Screen



#### SPECIFICATIONS OVERALL DIMENSIONS

WIDTH	2.4m
HEIGHT	2.55m

#### SPECIFICATIONS BANNER DIMENSIONS

MATERIAL	PVC Banner
WIDTH	1.13m
HEIGHT	2.4m

INTERNAL

### Bathroom Banners



#### SPECIFICATIONS OVERALL DIMENSIONS

WIDTH	5.75m
HEIGHT	2.34m

#### SPECIFICATIONS BANNER DIMENSIONS

MATERIAL	PVC Banner
WIDTH	0.93m
HEIGHT	2.28m

**CHARLEY ROOM**  
INTERNAL  
**Hanging Panels**



**SPECIFICATIONS**  
**TRACK WIDTH**

WIDTH	2.4m
-------	------

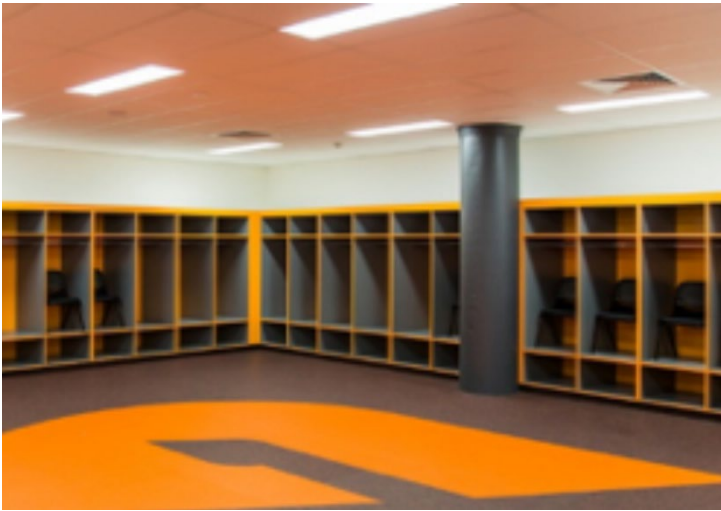
**SPECIFICATIONS**  
**PANEL DIMENSIONS**

MATERIAL	PVC Banner
WIDTH	1.2m
HEIGHT	0.8m

# CHANGE ROOM 1

## INTERNAL

### Hanging Panels

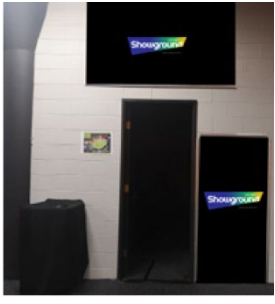
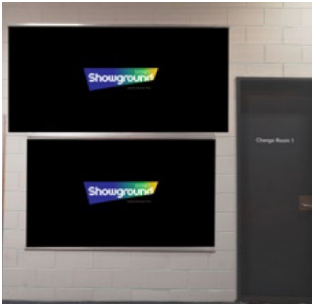


**SPECIFICATIONS**  
**TRACK WIDTH**

WIDTH	2m
-------	----

**SPECIFICATIONS**  
**BANNER DIMENSIONS**

MATERIAL	Corflute
WIDTH	2.4m
HEIGHT	1.2m





## CHANGE ROOM 2

INTERNAL

### Wall Banner - A



#### SPECIFICATIONS OVERALL DIMENSIONS

MATERIAL	Corflute
LENGTH	3.6m
HEIGHT	1.16m

INTERNAL

### Wall Banner - B

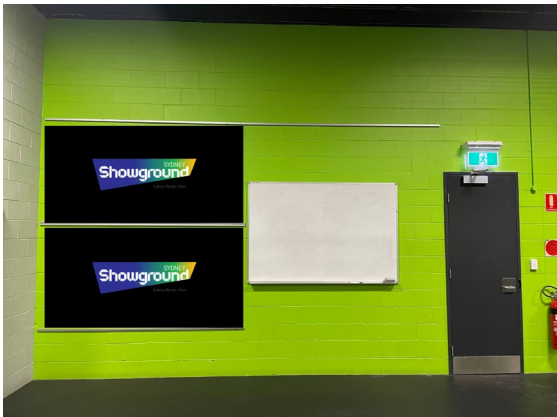


#### SPECIFICATIONS OVERALL DIMENSIONS

MATERIAL	Corflute
LENGTH	Top left 4.63m Top right 4.18m Bottom 9.39m
HEIGHT	Top 1.16m Bottom 1.19m

INTERNAL

### Wall Banner - C



#### SPECIFICATIONS OVERALL DIMENSIONS

MATERIAL	Corflute
LENGTH	3.6m
HEIGHT	1.2m

## CHANGE ROOM 2

INTERNAL

### Wall Banner - D



#### SPECIFICATIONS OVERALL DIMENSIONS

MATERIAL	Corflute
LENGTH	3.75m
HEIGHT	1.16m

INTERNAL

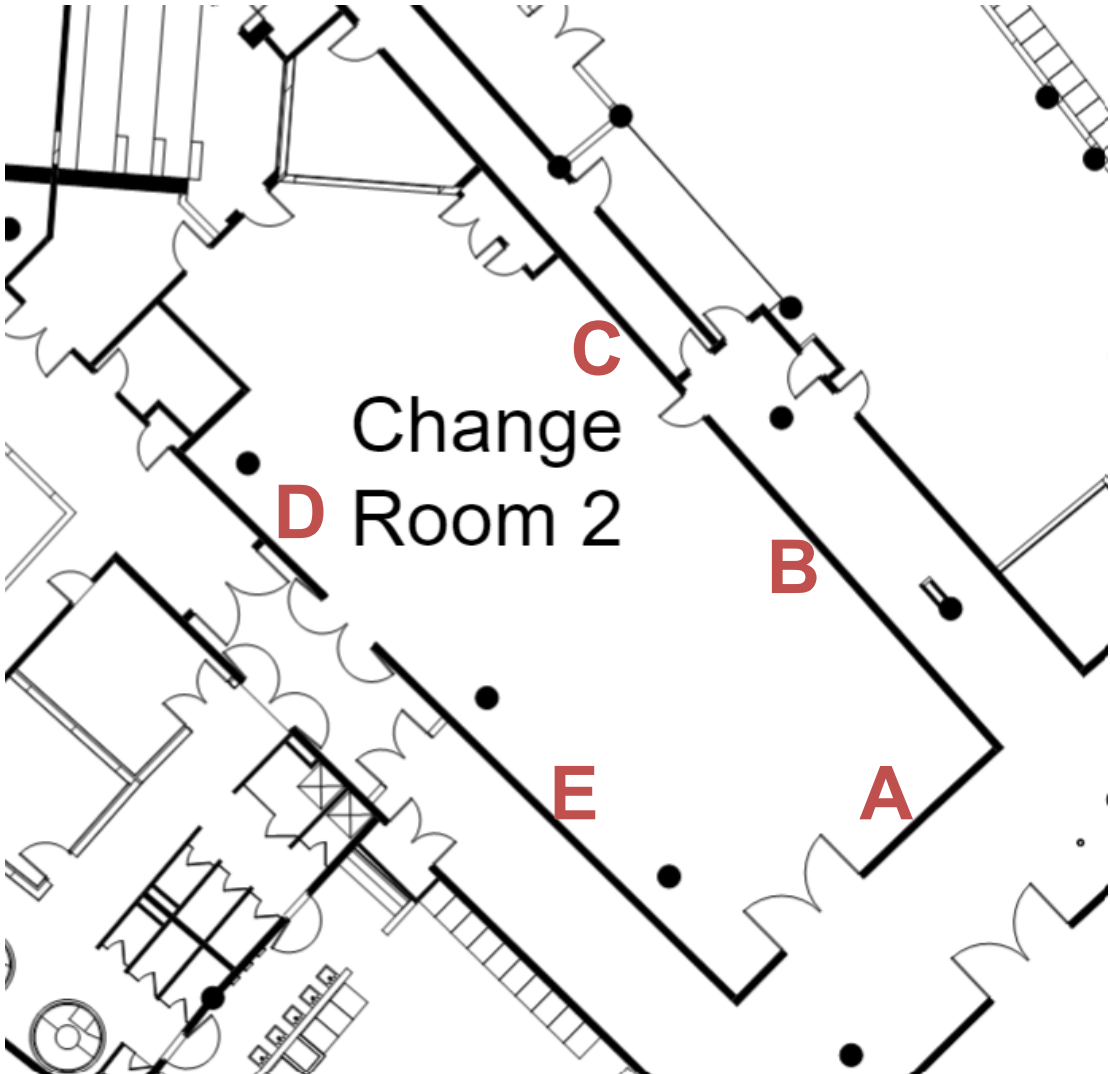
### Wall Banner - E



#### SPECIFICATIONS OVERALL DIMENSIONS

MATERIAL	Corflute
LENGTH	Top 9.7m Bottom 6.1m
HEIGHT	1.16m

**CHANGE ROOM 2**





**STADIUM TICKET BOX**

**EXTERNAL**

**Window panels – top row only**



**SPECIFICATIONS**  
**PANEL DIMENSIONS**

MATERIAL	Decal
WIDTH	700mm
HEIGHT	510mm

# PRECINCT





EXTERNAL  
**Blade**



**SPECIFICATIONS**

MATERIAL	3mm corflute
OVERALL	H3500mm x W900mm
FRONT	1220 x 900mm x 2 panels
BACK	1220 x 900mm x 2 panels
QTY	15
PRICE	\$66.00 per sign

EXTERNAL  
**Column – Medium Blade**



**SPECIFICATIONS**

MATERIAL	3mm corflute
OVERALL	H2870mm x W600mm
PANEL 1 SIZE	910 x 590mm x 2 panels
PANEL 2 SIZE	910 x 590mm x 2 panels
QTY	10
PRICE	\$44.00 per sign



EXTERNAL  
**Showground Banners**



**SPECIFICATIONS**

MATERIAL	Woven Polyester (1ge/sml)
LARGE	H5.3m x W0.94m
SMALL	H2.98m x W0.89m
PRICE	POA

Refer to SOPA Signage Guidelines for further information

EXTERNAL  
**Two-window Ticket Booth**



**SPECIFICATIONS**

BETWEEN GLASS WINDOWS	H785mm x W450mm
ABOVE GLASS WINDOWS	H410mm x W1450mm

**MAP**  
**Flag pole locations**



# DIGITAL SIGNAGE



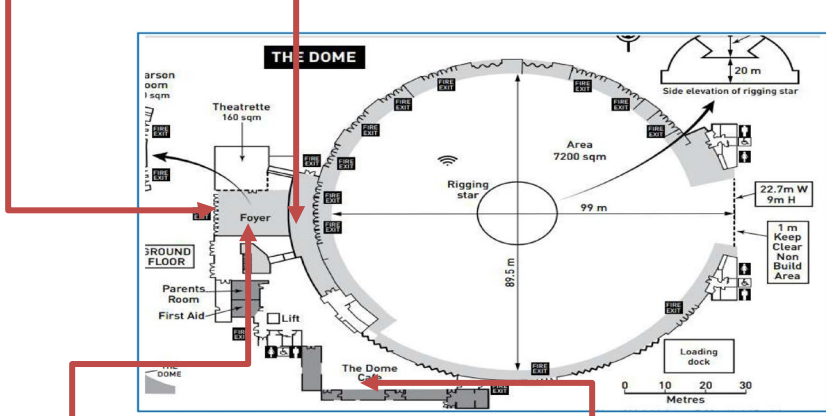


## Extend Your Brand at your next Sydney Showground event

Sydney Showground have two prime locations where there is opportunity to display digital event signage or event branding; the exterior of the Dome entrance, and the interior Dome foyer.

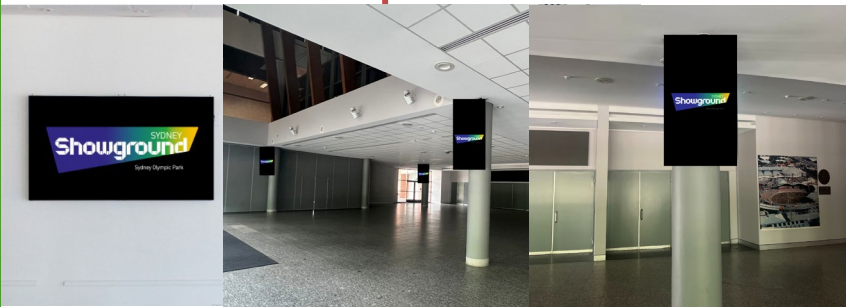
**Exterior Dome Entrance**  
3mm Transparent LED

**Interior Dome Foyer**  
2mm LED



**Dome Foyer**

**Dome Cafe**





**Introducing Sydney Showground Digital Screens. What a great way to extend your brand during your expo, or a great addition to your sponsorship suite (you can on-sell the screens to your customers or provide them as a value add).**

**Screen Locations**

- Dome Foyer side wall 100% of time
- Dome entry doors 100% of time
- Dome Foyer pillars 100% of time
- Dome Café screens 50% of time
- (eg 30 seconds in every minute or 3 x 10 second blocks)
- All other screens 10 seconds or 16%+ of time
- 20 screens in total across the Dome and Halls.

Speak to your Account Manager or Event Representative for more details on how our digital signage solution can add value to your event.

**Costs:**

Interior Cafe screens	\$500
Dome Foyer pillar screens	\$500
Dome Foyer wall Screen	\$350
Interior Dome Foyer LED	\$500
Exterior Dome Entrance LED	\$1000
Dome Foyer Screen Package	\$1000
(includes 4 pillar screens, side wall and interior LED screen)	

All pricing is based per event.

**Specifications – Dome Foyer & Cafes**

*Images*

Portrait – JPEG, 1080x1920, 72dpi, RGB  
Landscape – JPEG, 1920x1080, 72dpi, RGB

*Animation*

Flash - .swf

*Movie*

Windows Media Video - .wmv  
Portrait 1080x1920, 25fps, 8000 bits  
Landscape  
1920x1080, 25fps, 8000 bits

*Screen Zoning*

When screen zoning is required – multiple playlists or media files on each screen, the area of 1920x1080 or 1080x1920 can be divided to whatever is required.

The media files associated to those zones should be created in the same aspect ratio as the area zoned.

For example: If you have a landscape screen with two zones, split down the middle, the resolution of each zone would be 960x1080.

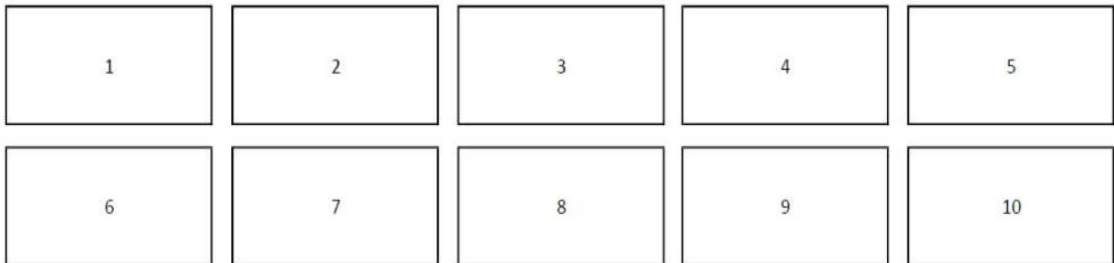
## The Dome Digital Signage – Technical Specifications

### Exterior Dome LED Entrance 3mm Pitch, Transparent LED



#### 10 x Individual Panels

Individual panel pixel size - 504 W x 256 H  
Overall pixel size - 2520 W x 512 H Black/  
dark gradient colours create the transparent effect  
eg. 100% black = 100% transparent



FILE	
VIDEO	.MP4 (H264) .AVI
STATIC	.JPEG .GIF .BMP .PNG

- Other file types may be possible, or may have to be converted to one of the above files types. Additional charges may be incurred.
- A sample file must be submitted 14 days before tenancy for testing purposes, and the final files 7 days before event commences.
- Should you not wish to utilise the Dome screens, Sydney Showground will display safety and venue messaging.

## The Dome Digital Signage – Technical Specifications

### Interior Dome LED Entrance

Overall pixel size - 3456 W x 384 H



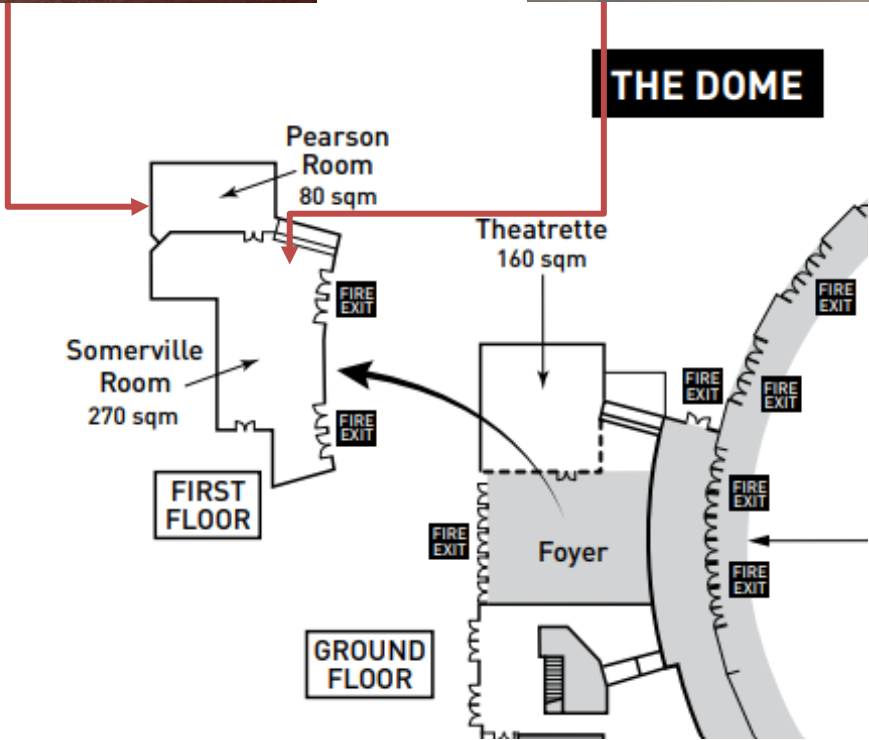
FILE	
VIDEO	.MP4 (H264)
	.AVI
STATIC	.JPEG
	.GIF
	.BMP
	.PNG

- Other file types may be possible, or may have to be converted to one of the above files types. Additional charges may be incurred.
- A sample file must be submitted 14 days before tenancy for testing purposes, and the final files 7 days before event commences.
- Should you not wish to utilise the Dome screens, Sydney Showground will display safety and venue messaging.

**Dome – Somerville & Pearson Screens**

**Pearson Room**  
65inch TV

**Somerville Room**  
65inch TV





## Dome – Somerville & Pearson Screens

### Screen Locations

- Somerville & Pearson screens 100% of time, useful for presentations

Speak to your Account Manager or Event Representative for more details on how our digital signage solution can add value to your event.

### Costs:

Somerville	\$200
Pearson	\$200

All pricing is based per event.

### Specifications – Dome Foyer & Cafes

#### *Images*

Landscape – JPEG, 1920x1080, 72dpi, RGB

#### *Animation*

Flash - .swf

#### *Movie*

Windows Media Video - .wmv

Portrait 1080x1920, 25fps, 8000 bits

Landscape

1920x1080, 25fps, 8000 bits

#### *ClickShare Technology*

As part of the new digital signage system we have included ‘Clickshare’ on a number of monitors that enables wireless presentation to be undertaken direct from a laptop.

Each relevant monitor has a dongle plugged into a base station connected to the monitor which can be removed from the base station and inserted directly into a laptop that has a USB C port. Simply wait for it to ‘pair’ and off you go.

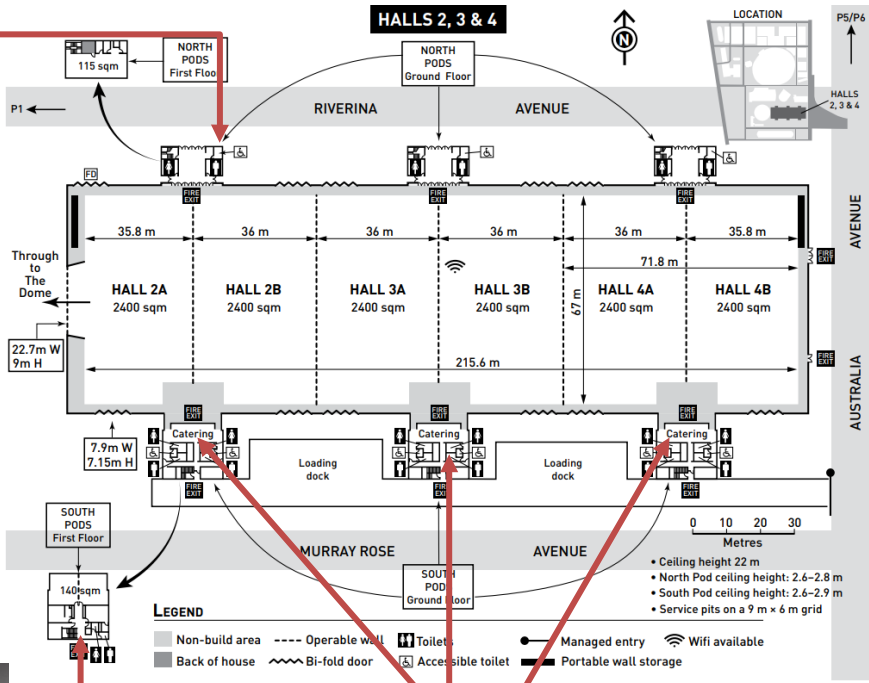
Any dongles damaged or lost will incur a replacement fee.

**Halls 2 – 4 Screens**

**North Pod**  
65inch TV



**South Pod**  
65inch TV



**Hall Cafés**  
50inch TVs



## Halls 2 – 4 Screens

### Screen Locations

- Hall Café screens 50% of time
- (eg 30 seconds in every minute or 3 x 10 second blocks)
- North & South Pods 100% of time, useful for presentations

Speak to your Account Manager or Event Representative for more details on how our digital signage solution can add value to your event.

### Costs:

Pod screens	\$200
Hall Café Screens (3 per cafe)	\$500

All pricing is based per event.

### Specifications – Dome Foyer & Cafes

#### *Images*

Landscape – JPEG, 1920x1080, 72dpi, RGB

#### *Animation*

Flash - .swf

#### *Movie*

Windows Media Video - .wmv

Portrait 1080x1920, 25fps, 8000 bits

Landscape

1920x1080, 25fps, 8000 bits

#### *ClickShare Technology*

As part of the new digital signage system we have included ‘Clickshare’ on a number of monitors that enables wireless presentation to be undertaken direct from a laptop.

Each relevant monitor has a dongle plugged into a base station connected to the monitor which can be removed from the base station and inserted directly into a laptop that has a USB C port. Simply wait for it to ‘pair’ and off you go.

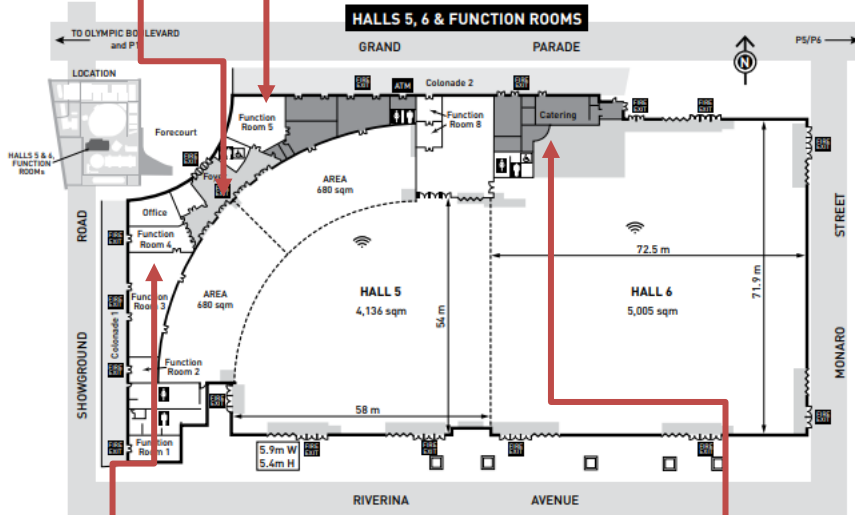
Any dongles damaged or lost will incur a replacement fee.

**Halls 5 & 6 Screens**

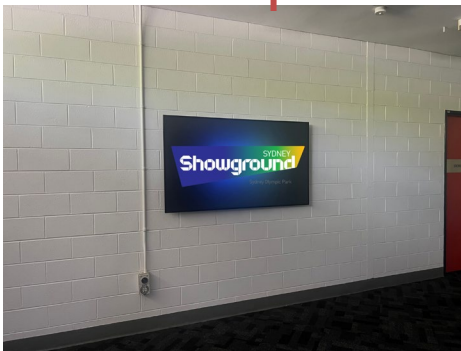
**Hall 5 Foyer**  
55inch TV



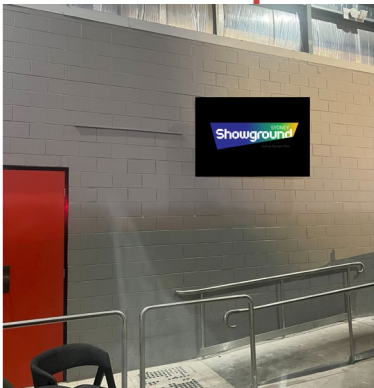
**Function Room 5**  
75inch TV



**Function Room 3**  
75inch TV



**Hall 6 Café**  
75inch TV





## Halls 5 & 6 Screens

### Screen Locations

- Hall 5 Foyer 100% of time
- Hall 6 Café screens 50% of time
- (eg 30 seconds in every minute or 3 x 10 second blocks)
- Function Rooms 3 & 5 100% of time, useful for presentations

Speak to your Account Manager or Event Representative for more details on how our digital signage solution can add value to your event.

### Costs:

Hall 5 Foyer screen	\$200
Function Room screens	\$200
Hall 6 Café Screen	\$250

All pricing is based per event.

### Specifications – Dome Foyer & Cafes

#### *Images*

Landscape – JPEG, 1920x1080, 72dpi, RGB

#### *Animation*

Flash - .swf

#### *Movie*

Windows Media Video - .wmv

Portrait 1080x1920, 25fps, 8000 bits

Landscape

1920x1080, 25fps, 8000 bits

#### *ClickShare Technology*

As part of the new digital signage system we have included ‘Clickshare’ on a number of monitors that enables wireless presentation to be undertaken direct from a laptop.

Each relevant monitor has a dongle plugged into a base station connected to the monitor which can be removed from the base station and inserted directly into a laptop that has a USB C port. Simply wait for it to ‘pair’ and off you go.

Any dongles damaged or lost will incur a replacement fee.

## Mobile LED Screen

If you'd like to enhance your marketing campaign with some affordable outdoor advertising, this new portable digital screen could be just what you're after.

**Costs:**

**\$1000 per day**

**\$2000 per week**

**KEY FEATURES**

- 6mm pixel LED 9 providing a sharp clear image –ensuring your message is easy to read
- Built in video processor allowing playback through USB - simply plug in your USB and away it goes.(Also has DVI or HDMI input for ease of use)
- 100 watts PA system with external speakers – get your message out loud and clear



**SPECIAL CONDITIONS**

- Bookings are on a first in first served basis
- If already pre-booked, and the organisation who has booked it agrees, the screen can be shared on a 50/50 rotational basis between two customers at 50% of the cost per customer
- On board DVD Player – play your promotional video for even more impact
- On board digital set top box allowing free to air Digital TV reception
- Silent generator for position anywhere on site (or plug in where available)
- PowerPoint format only
- On the occasion that the mobile digital sign is needed to direct visitors to an event this 'Directional Signage' will take priority over 'Marketing Promotion' use (directional signage use is FOC and at the discretion of the venue depending on event loads and requirements)

## Stadium Level 2 Parapet

### Video

LED  
1600W x 72H



LED  
1040W x 72H



LED  
720W x 72H



#### VIDEO

PIXEL DIMENSIONS	1040 x 72px 720 x 72px
ANIMATION DURATION	30 seconds
FRAMES PER SECOND	30 (FPS) Use the whole stage as there is no safe zone

We recommend using video versus static images. The movement/animation in video provides a higher impact and engagement with fans.



# SIGNAGE REQUIREMENTS





## Sydney Showground Minimum Requirements for Signage

- 1. Minimum Manufacturing Requirements** The minimum manufacturing requirements are:
  - I. Load:
    - a. Top pocket or eyelets – 14kg per lineal metre of the width plus the weight of banner.
    - b. Bottom pocket – 14kg per lineal metre of the width of the banner.
  - II. Pockets to be hot air welded and stitched.
  - III. Eyelets to be reinforced (webbing affixed).

Please ensure that all manufacturers undertaking Sydney Showground work through you are made aware of these minimum manufacturing requirements and provide a Quality Assurance Statement from the supplier/manufacture stating that any newly produced signage meets or exceeds the standards outlined within the minimum manufacturing requirements and therefore is fit for purpose.

- 2. Minimum Rigging and De-Rigging Requirements** Any banner requiring hanging at a height above 2.4m must be rigged by the Sydney Showground authorised rigger.

Sydney Showground has a large rigging capacity within the Exhibition Halls & Secondary Pavilions; detailed plans are available on request. Rigging plans must be submitted to the Sydney Showground to review two weeks prior to the licence period commencing.

Rigging within Sydney Showground’s secondary pavilions must be signed off by a certified structural engineer.

- 3. Minimum Installation Requirements**

At all times the presentation standards of the Sydney Showground along with best practise installation methods are to be upheld.

The Sydney Showground does not permit the sticking, posting, hanging or attaching of any signage, notices, banners or advertisements on ceilings, floors, walls, walkways, railings, fences or any property belonging to the Sydney Showground without prior written approval. Any fixing items used must not damage Sydney Showground property. The cost of repair due to damage sustained from the use of nonapproved fixing agents will be borne by the Signage Installation company. Any damage caused will be charged back to the licensee.

Should a sign be affixed to a temporary structure or frame, the structure or frame must abide by the New South Wales, State Legislative Requirements as set out in the “State Environmental Planning Policy (Temporary Structures and Places of Public Entertainment) Amendment (Temporary Structures)– 2009” and be signed off by a certified structural engineer supplied by the Contractor responsible for the installation of the sign. Upon approval, an engineer’s certificate must be provided to the Sydney Showground Signage Coordinator.

### Site Wide Signage

Sydney Showground will seek permission on the licensee’s behalf for any signage placed outside the Sydney Showground site from the local authority. This includes signage or banners placed on any fenceline that faces a roadway.

### Promotional Signage

Promotional signage may be displayed only within the licensee’s immediate licensed area. Permission and approval of all promotional signage is required prior to being displayed. Signage on site takes into consideration ALL events that are operational at any one time. The decision on how signage space is allocated is at the discretion of Sydney Showground.

## Naming

### **Naming Protocol**

The correct naming of the venue is:

*Sydney Showground at Sydney Olympic Park*

Sydney Showground is the venue and Sydney Olympic Park is the suburb. Under no circumstances are the words 'Homebush' or 'Homebush Bay' to be used on any print or digital signage or other marketing collateral including TV commercials and radio announcements.

Correct naming will ensure that your customers know exactly where to find the venue and your event. Use of incorrect suburb names can lead to confusion including customers getting off at the wrong train station or driving to the wrong suburb.

Please ensure final proof of signage is sent to your Event Planner prior to printing.



1 Showground Road, Sydney Olympic Park, NSW 2127 Australia  
Phone +61 2 9704 1157 Email [sales@sydneyshowground.com.au](mailto:sales@sydneyshowground.com.au)  
[www.sydneyshowground.com.au](http://www.sydneyshowground.com.au)