



KUALA LUMPUR
CONVENTION CENTRE

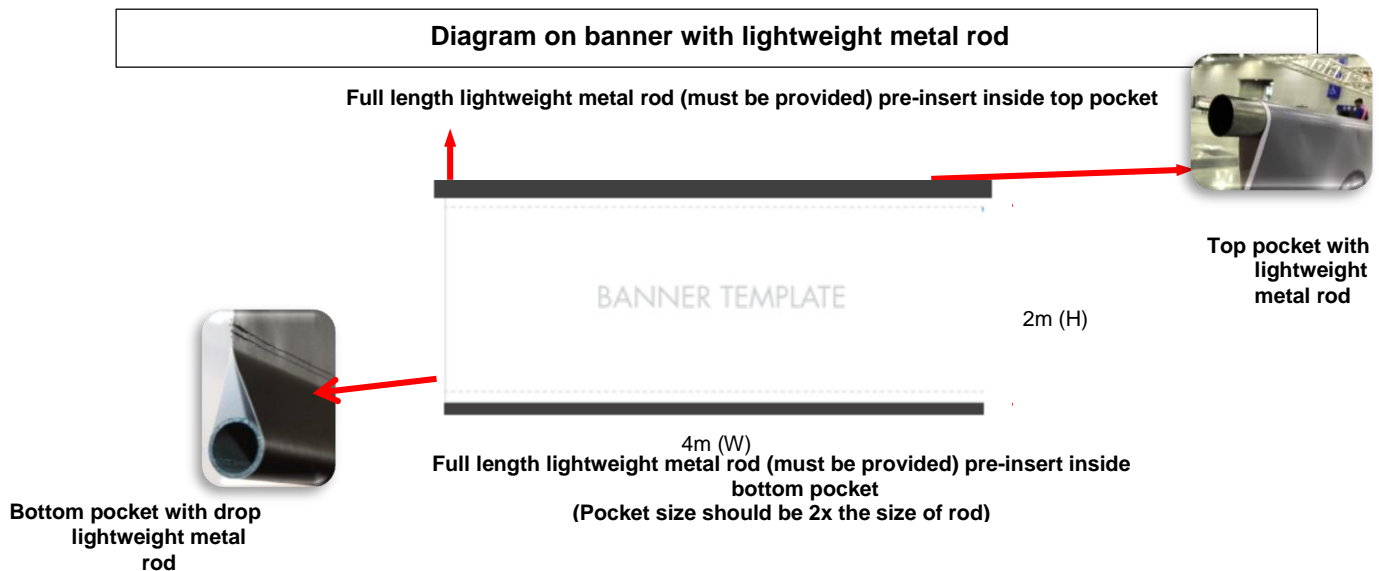
Branding & Advertising Guide

Where Commerce, Culture, Colour Converge

BANNERS

1. Banners must be hung/rigged by the Centre's team.
2. The Centre accept three (3) standard banners :
 - a) Horizontal banners
 - b) Vertical banners
 - c) Fishtail banners for selected locations only
3. The maximum weight of a banner shall not exceed **20kg**
4. Hanging banner must be pre-inserted with full length lightweight metal rod as a drop weight to the top and bottom through a sealed pocket. No joining of metal rods is allowed. See sample diagram below
5. All banners together with the lightweight metal rods must be delivered during working hours at least two (2) working days prior to the event build-up date.
6. Suggested materials to use: fabric, vinyl, tarpaulin, canvas, any suitable materials.
7. The order for banner rigging points must be submitted with a ceiling truss plan or ceiling plot plan, clearly marked with the banner facing direction and number of banner points to help facilitate installation. Please refer to your appointed Accredited Supplier for a copy of the superimposed ceiling plan.
8. Installation of banners is subject to adherence of the above pre-condition requirements, failing which the Centre reserves the right to refuse installation without any notice.
9. Relocation of a banner is subject to availability and Centre's approval, and may incur extra charges.
10. All banners must be collected immediately after the tear down and the Centre will not be responsible for any loss or damage.

Diagram on banner with lightweight metal rod





Banner Pillar at Main Entrance

1. Four (4) protruding hooks per pillar are available for vertical banner attachment
2. Availability: six (6) pillars
3. Suggested materials to use: tarpaulin, canvas and other suitable materials



**Banner Rods at Centre Core Level 1
(Plenary Hall Pre-Function Area)**

1. Availability: 6 motorised rods
2. Horizontal banner size: 4,000mm W x 1,500mm H
3. For horizontal banners the top hanging rod and bottom drop weight rod used must measure 4.0 metres in length



Banner Rods at Centre Core Concourse

1. Availability: Three (3) motorised rods
2. Suggested materials to use : Fabric, vinyl, tarpaulin, canvas and any suitable materials
3. Vertical banner size : 2,000mm W x 5,000mm H
4. The top hanging rod and bottom drop weight rod must be both be 3.0 metres in length



**Banner Rod at Ground Floor
(Foyer of Exhibition Hall 1,2,4 and 5)**

1. Availability: 32 motorised rods are available
2. Vertical banner size: 1,500mm W x 3,000mm H
3. The top hanging rod and bottom drop weight rod must be both be 1.5 metres in length
4. Horizontal banner size: 4,000mm W x 2,000mm H
5. The top hanging rod and bottom drop weight rod must be both be 4.0 metres in length



Banner Suspended from Fly Bar at Plenary Theatre

1. Vertical banner size: 1,500mm W x 4,800mm H
2. The top The top hanging rod and bottom drop weight rod must be both be 1.5 metres in length



Banner Rod at Level 3

1. 18 motorised rods are available at foyer of Banquet Hall and Grand Ballroom
2. 16 motorised rods are available at foyer of Conference Hall and Plenary Theatre
3. 8 motorised rods are available at Level 3 Exhibition Hall 7ABC foyer
4. Vertical banner size: 1,500mm W x 3,000mm H
5. The top hanging rod and bottom drop weight rod must be both be 1.5 metres in length
6. Horizontal banner size: 4,000mm W x 2,000mm H
7. The top hanging rod and bottom drop weight rod used must measure 4.0 metres in length



Banner Rod at Level 4

1. 08 motorised rods are available at Level 4 Exhibition Hall 8ABC foyer
2. Vertical banner size: 1,500mm W x 3,000mm H
3. The top hanging rod and bottom drop weight rod must be both be 1.5 metres in length
4. Horizontal banner size: 4,000mm W x 2,000mm H
5. The top hanging rod and bottom drop weight rod used must measure 4.0 metres in length



Banner Rigging Suspended from Ceiling Truss

1. The Exhibition Halls 1,2,4,5, 6, 7 and 8 are fully equipped with a box truss rigging system for any rigging project including banners
2. Vertical banner size: 1,500mm W x 3,000mm H
3. The top hanging rod and bottom drop weight rod must be both be 1.5 metres in length
4. Horizontal banner size: 4,000mm W x 2,000mm H
5. The top hanging rod and bottom drop weight rod must be both be 4.0 metres in length



Banner Rigging Suspended from Fixed Static Points

1. Any banners at Level 3 inside the Ballroom 1 & 2, Banquet Hall and Conference Halls 1, 2 and 3, will be suspended from fixed static rigging points
2. Vertical banner size: 1,500mm W x 3,000mm H
3. The top hanging rod and bottom drop weight rod must be both be 1.5 metres in length
4. Horizontal banner size: 4,000mm W x 2,000mm H
5. The top hanging rod and bottom drop weight rod must be both be 4.0 metres in length



Building Exterior

1. Availability: 20 vertical banners
2. Vertical banner size: 1,525mm W x 5,490mm H
3. These locations are available for events that occupies the entire Centre or subject to Centre's approval



Park Entrance Hanging Banner

1. Availability: Maximum 6 vertical banners
2. Vertical banner size: 1,200mm W x 5,200mm H
3. The top hanging rod and bottom drop weight rod must be both be 1.2 metres in length
4. These location are available for events that occupies the entire Centre or subject to Centre's approval

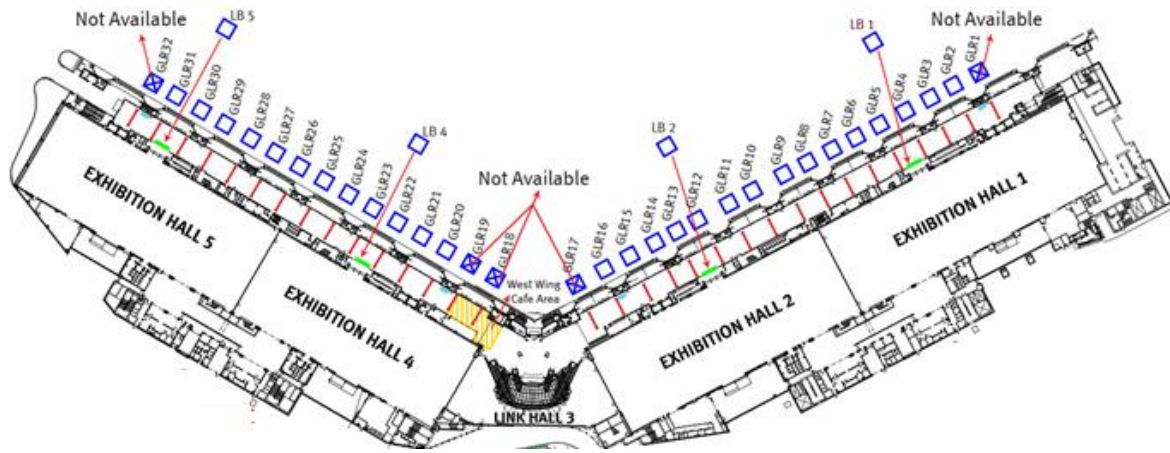
BANNER, ADVERTISING AND EVENT SIGNAGE



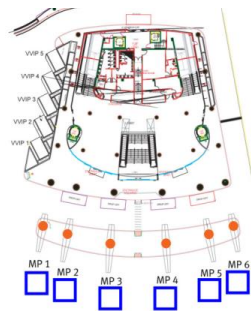
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BANNER ROD PLOT PLAN

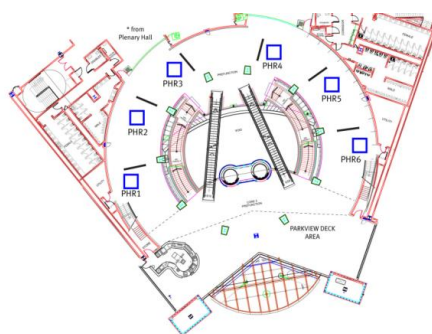
Ground Floor - Exhibition Hall 1, 2, 4 and 5 Foyer



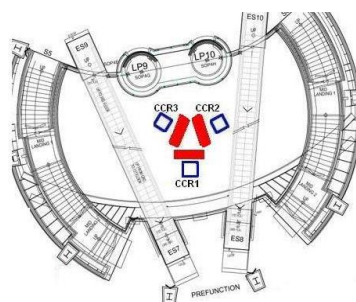
Main Entrance - Banner Pillar



Level 1 - Centre's Core



Centre's Core - Concourse

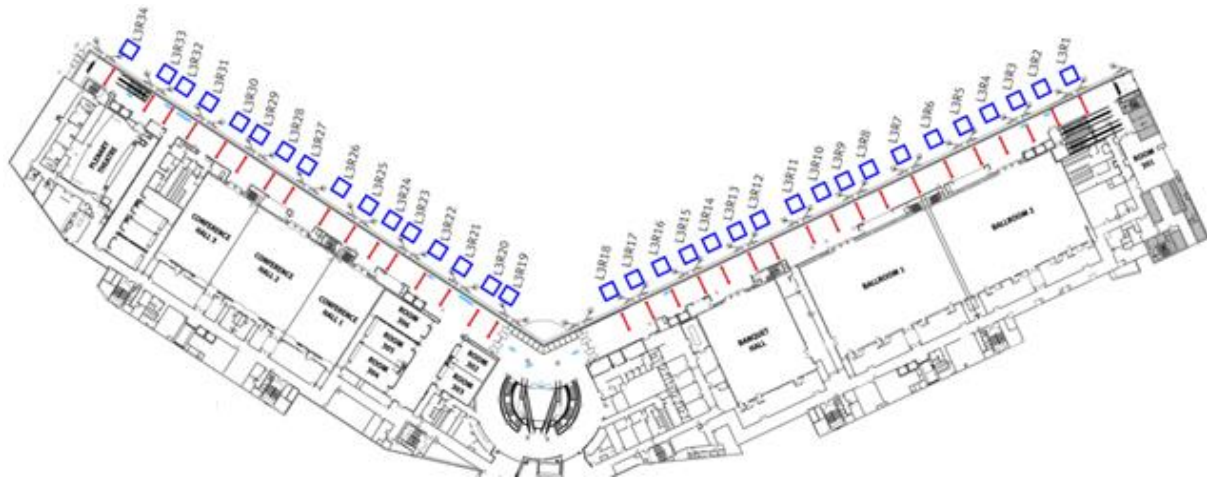


BANNER, ADVERTISING AND EVENT SIGNAGE

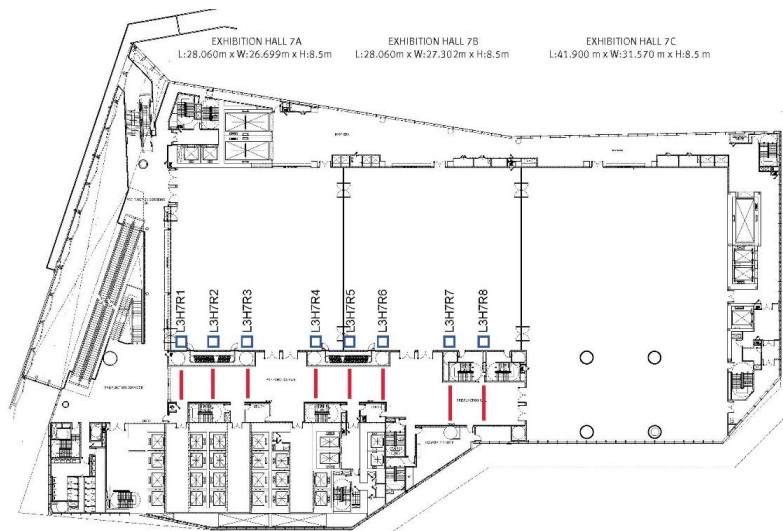


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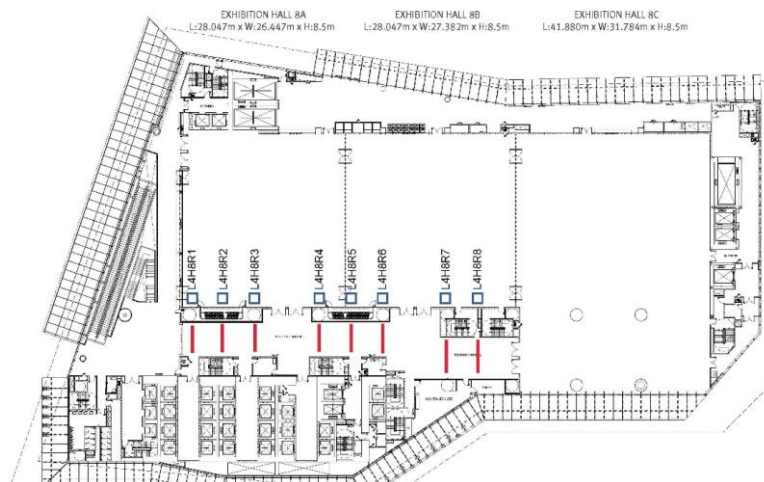
Level 3 Foyer - Plenary Theatre, Conference Hall, Banquet Hall and Grand Ballroom



Level 3 Foyer - Exhibition Hall 7A, 7B & 7C



Level 4 Foyer - Exhibition Hall 8A, 8B & 8C



BANNER, ADVERTISING AND EVENT SIGNAGE

ADVERTISING

1. There are several advertising opportunities at the Centre. Please discuss your particular requirements with the Centre's Coordinator who will provide advice, operational details, pricing, placement and booking details.
2. All advertising space are subject to availability or Centre's approval.



Main Entrance – Round Columns

1. Availability: 6 columns
2. Application: tarpaulin with silicone tape on the border of the tarpaulin to secure on the surface
3. Size: 5400mm L x 3000mm H



Main Entrance – Top Glass Panel

1. Availability: 4 panels (top glass)
2. Application: inject stickers
3. Size: 1730mm W x 2340mm H



Main Entrance – Drop Off Garden Foyer

1. Availability: 1 location
2. Application: solid/sturdy structure
3. Size: 1500mm H x 6000mm L



Main Entrance - Glass Balustrade at the Water Feature

1. Availability: 1 location
2. Application: inject sticker



Main Entrance – Flag Poles

1. Availability: 13 flag poles
2. Application: Flags



Park Entrance- Flag Poles

1. Availability: 20 flag poles
2. Application: Flags
3. These locations are subject to Centre's approval

BANNER, ADVERTISING AND EVENT SIGNAGE



Escalators

1. Availability: all escalators in the Centre
2. Application: inject sticker



Centre Core Glass Staircase

1. Availability: Centre Core glass staircases on all levels
2. Application: inject sticker



Ground Floor - Glass Lifts

1. Availability: 1 panel at ground floor
2. Application: inject sticker



Glass Lifts

1. Availability: 3 panels per lift (2 lifts)
2. Application: inject sticker



Digital Vertical Screen

1. Availability: All guests lifts Hall 6,7 and Hall 8
2. Application: power point



Poster Frame

1. Availability: All guests lifts (2 frames per lift)
2. Application: poster

BANNER, ADVERTISING AND EVENT SIGNAGE



Park View Cafe – Low Divider

1. Availability: 12 spaces
2. Application: tarpaulin



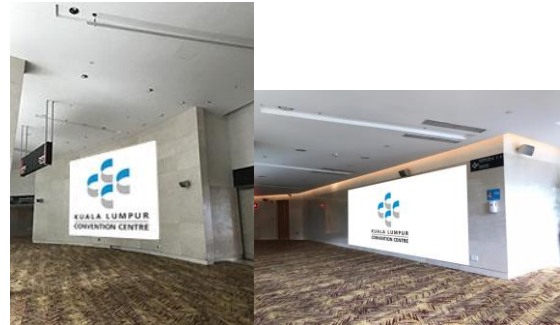
Park View Cafe – Glass Panel

1. Availability: 1 location
2. Application: inject sticker



Plenary Hall Level 1 and 3 – Pre Function Round Column

1. Availability: 16 round columns
2. Application: tarpaulin and apply silicon tape



Centre Core Level 1 and Level 3 – Marble Wall Column

1. Availability: 1 location
2. Application: tarpaulin and apply silicon tape



Plenary Hall Level 1 and 3 Pre Function – Green Glass Panel

1. Availability: 1 location
2. Application: inject sticker



Plenary Hall Level 1 and 3 Pre Function – L Shape Green Glass Panel

1. Availability: 1 location of L shape green wall
2. Application: inject sticker

BANNER, ADVERTISING AND EVENT SIGNAGE



Ground Floor - Glass Door Panel

1. Availability: 2 locations (East and West)
2. Application: inject sticker



Light Box - Exhibition Halls 1, 2, 4 and 5

1. Availability: 4 locations
2. Application: inject sticker



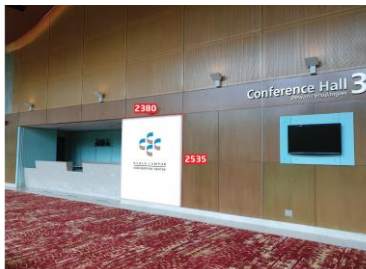
Above Door Entrance of Exhibition Hall 1,2, 4 and 5

1. Availability : 4 locations
2. Application : corflute or foam boards



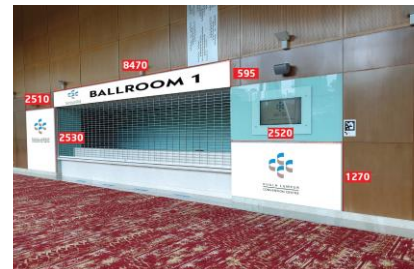
Below Digital Clock of Exhibition Hall 1,2, 4 and 5

1. Availability: 4 locations
2. Application: corflute or foam boards



Outside Meeting Room Green Glass Panels

1. Availability: Green panels next to all registration counters
2. Application: inject sticker



Registration Counter Overhead

1. Availability: 7 locations (Exhibition Hall 1,2,4,5, Banquet Hall, Ballroom 1 and Plenary Theatre)
2. Application: corflute or foam boards

BANNER, ADVERTISING AND EVENT SIGNAGE



Centre Core Level 1 and Level 3 – Marble Wall

1. Availability: 2 locations
2. Application: tarpaulin and apply silicon tape



Level 3 - Glass Panel

1. Availability: 2 locations (East and West)
2. Application: inject sticker



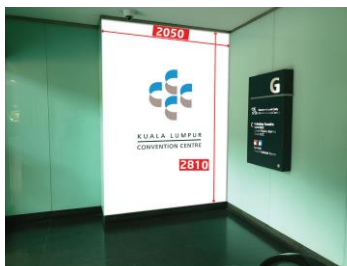
Digital Screen

1. Availability: outside all meeting rooms
2. Format: horizontal power point, jpeg and PNG



Digital Vertical Standee

1. Availability: 8 units
2. Format: vertical Jpeg or MP4



Exterior Façade – Escalator Glass Green Panel

1. Availability: 1 location
2. Application: inject sticker



Exterior Façade – Glass Wall

1. Availability: 1 locations (5 panels)
2. Application: inject sticker

BANNER, ADVERTISING AND EVENT SIGNAGE



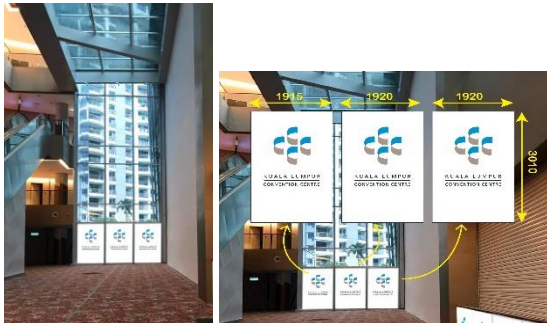
Escalator Landing Façade to Suria KLCC

1. Availability: 1 location
2. Application: solid structure



Concourse – Starbucks Marble Wall

1. Availability: 1 location
2. Application: tarpaulin and apply silicon tape



Skylight Façade overlooking Jalan Kia Peng

1. Availability: 1 location
2. Application: inject stickers



Skylight Façade overlooking Loading Drive Way

1. Availability: 1 location
2. Application: inject stickers



Hall 6 Atrium - Glass Divider

1. Availability: 1 location
2. Application: inject sticker



Glass Balustrade at Hall 6 Mezzanine Atrium Foyer

1. Availability: 1 location
2. Application: inject stickers

EVENT SIGNAGE

1. Event signage here refers to any displays that are related to the event in the Centre. This includes the following: directional and promotional sign, registration and form filling counters, information boards, poster boards and etc.
2. Event signage may be placed anywhere within the contractual space and period unless prior written consent has been obtained from the Centre. Placing these signage at the public areas is subject to the approval of the Centre.
3. A copy of the event signage dimensions in 3D visual plotted to location must be submitted to the Centre's Coordinator for approval at least fourteen (14) days prior to the event.
4. The approval for provision of additional event signage, branding and advertising for a particular event is a concession made for that event only and should not be viewed as a precedent for future event.
5. Any additional allocation of event signage, branding and advertising space to Event Organisers over and above the standard signage procedures is subject to change at the discretion of the Centre.
6. The Centre reserves the right at all times to revoke any consent to display event signage, branding and advertising for not conforming to these procedures
7. A general placement procedure are as follows:
 - a) Event signage cannot be placed directly opposite the lifts and the escalators
 - b) Event signage cannot obstruct any of the Centre's existing building signs
 - c) Event signage at the public area must not contain any exhibitor promotional content
 - d) Event signage cannot placed on the external steps of the building, or in the food court at the concourse level, or in the air –conditioned walkway/ tunnel leading to the Centre
 - e) Event registration and form filling counters cannot be placed directly opposite the existing halls built-in counter and doors of any Halls
 - f) Event signage displayed on the glass facade of the foyers can only have a maximum protrusion width of 1.5 metres. There must be a setback of 0.3metres between the glass wall and the back of the sign to avoid frictional damage to the glass facade.
 - g) Event signage displayed on the hall side of the foyers must not obstruct fixed fire fighting equipment, control panels, toilets, guest lifts, emergency doors and other built-in fixtures. There must be a setback of 0.3metres between the wall and the back of the sign to avoid frictional damage to the wooden walls
 - h) Event signage can only be displayed outside the contracted boundaries of the event space if no other Client is occupying the Centre at that time or after approval from the Centre, or after consensual agreement with the other Event Organisers, concurrently occupying the venue
 - i) Construction and placement of all event signage at the approved foyers and designated public areas can only take place after 19:00hrs. However, this may be changed by the Centre depending on other events taking place in the Centre during that time. The Centre's Coordinator will confirm times with Event Organisers.
 - j) Event signage, particularly at the main entrance lobby, can only be displayed a day before the actual event to avoid confusing the public, as well as to avoid unnecessary conflicts with other events' signage.
 - k) Event signage can be placed at the approved designated public areas per Event Organiser. However, if the Event Organiser has an event booking requiring the whole venue, they may negotiate the placement of event signage in the foyers and the public areas.
 - l) Event signage and branding materials must be professionally produced. The Centre reserves the right at all times to revoke any consent to display signs that demonstrate poor workmanship or unsafe construction

- m)** Event signage, branding and similar materials may not be nailed, stapled, hung or attached to the ceiling, walls, windows, floors, walkways, lecterns and any property or other surfaces except when permission is granted by the Centre. Any form of damage resulting from the installation will incur a direct charge by the Centre to the Event Organiser for remedial works to make good the damage.
- n)** Only the exhibition official main contractor and the event appointed contractor shall install and remove the event signage and branding materials.
- o)** Work areas must be cordoned off from the public and have appropriate work area signage displayed.
- p)** No major painting and construction work is permitted in the foyers. Dragging or moving of any equipment on or across the floor is prohibited. Any damage caused during the installation or erection and removal of signs and displays will be charged to the Event Organiser.
- q)** Waste materials left behind by the contractor will be removed and cleaned by Housekeeping at additional cost to the Event Organiser.