



KUALA LUMPUR
CONVENTION CENTRE

EVENT BRANDING & ADVERTISING GUIDE

Where Commerce, Culture, Colour Converge



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COMPLIMENTARY DIGITAL MARKETING



WEBSITE—What's On Page

Accessible via homepage, this page features upcoming events for visitors and attendees' reference and to plan their visit using the additional information available on accommodation, dining, directions to the Centre and parking.

The event list is directly-linked to the official event website where attendees or vendors can obtain further detailed information on the event.

Content Requirements

- Event title
- Event date
- Event website URL
- 1x Event Visual 606 X 341px



SOCIAL MEDIA

All events are promoted across all our social media channels - Facebook, Instagram and Twitter.

TWO posts, pre- and during event, are dedicated for each event.

*fees may apply for additional posts.

Content Requirements

Standard social media specifications accompanied by post copy



DIGITAL SCREENS

Throughout the venue, there are about 50 digital screens that are used to promote upcoming events at the Centre.

With thousands of daily visitor footfall digital screens are great platform to increase your event marketing reach.

Events are featured on the digital screens 4 weeks prior to its commencement.

* Complimentary Digital Screens around the building area used at the discretion of the Centre depending on the other promotions & events taking place at the time

Content Specifications

Landscape 1920px(w) X 1080px(h)
Portrait 1080px(w) X 1920px(h)
*both required



PARTNERS' WEBSITE

Gain wider exposure through promotion on our corporate and industry partners' channels.

KLCC's Malaysia Iconic Experience is a collective of lifestyle establishments at the KLCC integrated precinct that provide a myriad of iconic experiences.

Malaysia Convention & Exhibition Bureau serves to assist meeting and event planners to bid and stage international business events in Malaysia.

Content Requirements

KLCCMIE	Social media specifications
MyCEB	A4 sized-artwork
	Brief write-up about event



EXTERIOR MARKETING OPPORTUNITIES

Gain maximised exposure for your event by reaching your audience even before they step into the Centre.

A range of spaces are available to best suit your event profile and target visitors and participants.

MAIN ENTRANCE



Glass Balustrade at the Water Feature ME001

Quantity : 1 location
Size : Upon request
Application : Inkjet sticker



Landscape Drop-Off ME002

Quantity : 1 location
Size : 1500mm H x 6000mm L
Application : Solid/sturdy structure



Vertical Banner Pillar ME003

Quantity : 6 pillars
Size : Upon request
Application : Tarpaulin, canvas



Round Columns ME004

Quantity : 6 columns
Size : 5400mm L x 3000mm H
Application : Tarpaulin with silicone tape on the border of the tarpaulin to secure on the surface



Top Glass Panel ME005

Quantity : 4 panels (top glass)
Size : 1730mm W x 2340mm H
Application : Inkjet stickers



Flag Poles ME006

Quantity : 18 flag poles
*These locations are available for events that occupy the entire Centre or subject to Centre's approval

PARK ENTRANCE



Vertical Banner PE001

Quantity : 6 vertical banners

Size : 1,200mm W x 5,200mm H (vertical)

Application : Fabric, vinyl, tarpaulin, canvas



* Exterior Wall Vertical Banner PE002

Quantity : 20 vertical banners

Size : 1,525mm W x 5,490mm H (vertical)

Application : Fabric, vinyl, tarpaulin, canvas



* Flag Poles PE003

Quantity : 20 flag poles

*These locations are available for events that occupy the entire Centre or subject to Centre's approval.



INTERIOR MARKETING OPPORTUNITIES

Multiple communication touch-points and a variety of spaces and medium are available within the Centre for an impactful event awareness.

Guide your attendees with attractive and prominent signage and direction for a seamless flow.

CONCOURSE



**Escalator Landing Façade to Suria KLCC
CC001**

Availability : 1 location
Size : Upon request
Application : Solid structure



Concourse Marble Wall CC002

Availability : 1 location
Size : Upon request
Application : Tarpaulin and apply silicon tape



Centre Core Banner CC003

Availability : 3 motorised rods
Size : 2,000mm W x 5,000mm H (vertical)
Application : Fabric, vinyl, tarpaulin, canvas

GROUND FLOOR



**Exterior Façade Escalator Glass
Green Panel GF001**

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



**Exterior Façade Glass Wall (West Wing)
GF002**

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Glass Door Panel—East Wing GF003

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Glass Door Panel—West Wing GF004

Availability : 1 location
Size : Upon request
Application : Inkjet sticker

GROUND FLOOR



Exhibition Hall Foyer Banner Rod GF005

Availability : 32 motorised rods (Halls 1,2,4&5)
 Size : 1,500mm W x 3,000mm H (vertical)
 : 4,000mm W x 2,000mm H (horizontal)
 Application : Fabric, vinyl, tarpaulin, canvas



Light Box - Exhibition Halls GF006

Availability : 4 (Halls 1,2,4&5)
 Size : Upon request
 Application : Inkjet sticker



Above Door Entrance of Exhibition Halls GF007

Availability : 1 location per hall
 Size : Upon request
 Application : Corflute or foam boards



Below Digital Clock of Exhibition Halls GF008

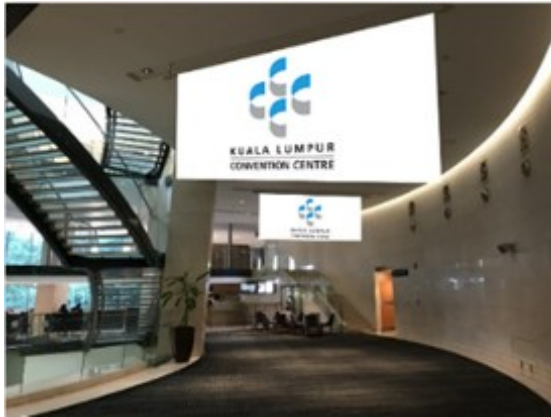
Availability : 1 location per hall
 Size : Upon request
 Application : Corflute or foam boards



Banner Rigging Inside Exhibition Halls GF009

Quantity : Numerous (Halls 1,2,4&5)
 Size : 1,500mm W x 3,000mm H (vertical)
 : 4,000mm W x 2,000mm H (horizontal)
 Application : Fabric, vinyl, tarpaulin, canvas

LEVEL 1



Centre Core Banner Rod LL001

Availability : 6 motorised rods
Size : 4,000mm W x 1,500mm H (horizontal)
Application : Fabric, vinyl, tarpaulin, canvas



Centre Core Marble Wall LL002

Availability : Numerous
Size : Upon request
Application : Tarpaulin and apply silicon tape



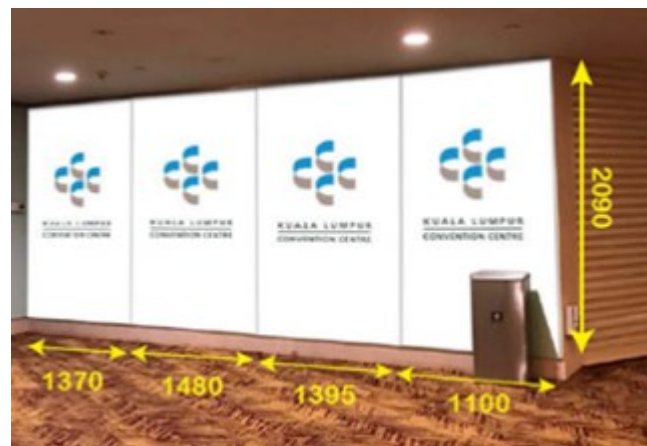
Round Column - PH Pre Function Area LL003

Availability : 8 columns
Size : Upon request
Application : Tarpaulin and apply silicon tape



L Shape Green Glass Panel - PH Pre Function Area LL004

Availability : 6 panels
Size : Upon request
Application : Inkjet sticker



Green Glass Panel - PH Pre Function Area LLL005

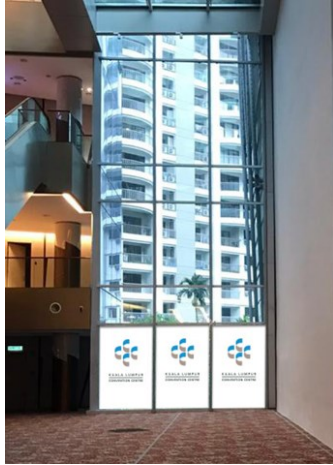
Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Hall 6 Atrium - Skylight Façade overlooking Loading Driveway LL006

Availability : 1 location
Size : Upon request
Application : Inkjet sticker

LEVEL 1



Hall 6 Atrium - Skylight Façade overlooking Jalan Kia Peng LL007

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



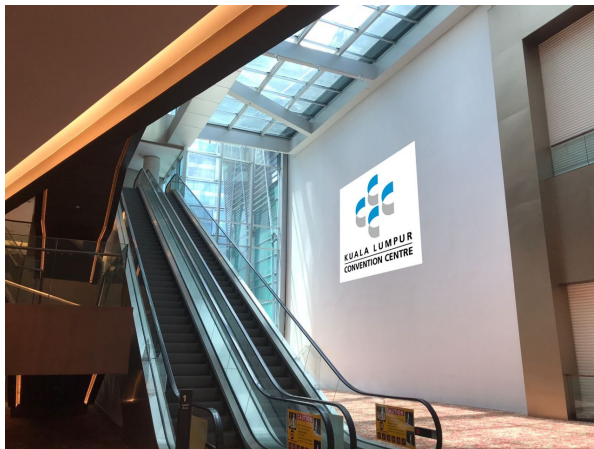
Hall 6 Atrium - Glass Divider LL008

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Glass Balustrade at Hall 6 Mezzanine Atrium Pre Function Area LL009

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Hall 6 Atrium - Projection Image

Availability : 1 location (Hall 6)
Size : Upon request
Application : Projector

LEVEL 3



Centre Core Marble Wall L3001

Availability : Numerous

Size : Upon request

Application : Tarpaulin and apply silicon tape



Glass Door Panel West Wing L3002

Availability : 1 location

Size : Upon request

Application : Inkjet sticker



Glass Door Panel East Wing L3003

Availability : 1 location

Size : Upon request

Application : Inkjet sticker

LEVEL 3



Ballrooms and Banquet Hall Foyer Banner Rod L3004

Availability : 18 motorised rods
Size : 1,500mm W x 3,000mm H (vertical)
: 4,000mm W x 2,000mm H (horizontal)
Application : Fabric, vinyl, tarpaulin, canvas



Conference Hall and Plenary Theatre Foyer Banner Rod L3004

Availability : 16 motorised rods
Size : 1,500mm W x 3,000mm H (vertical)
: 4,000mm W x 2,000mm H (horizontal)
Application : Fabric, vinyl, tarpaulin, canvas



Banner Rigging Inside Ballrooms, Banquet Hall, Conference Halls 1 - 3 and Hall 7 L3005

Availability : Numerous
Size : 1,500mm W x 3,000mm H (vertical)
: 4,000mm W x 2,000mm H (horizontal)
Application : Fabric, vinyl, tarpaulin, canvas



LEVEL 3



Fly Bar Inside Plenary Theatre L3006

Availability : 12 units
Size : 1,500mm W x 4,800mm H (vertical)
Application : Fabric, vinyl, tarpaulin, canvas



L Shape Green Glass Panel - PH Pre Function Area L3007

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Green Glass Panel - PH Pre Function Area L3008

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Round Column - PH Pre Function Area L3009

Availability : 6 columns
Size : Upon request
Application : Tarpaulin and apply silicon tape



Exhibition Hall 7 Pre Function Area Suspended Banner Fixed Hooks L3010

Availability : 8 sets
Size : Size and method of installation by appointed contractor
Application : Fabric, vinyl, tarpaulin, canvas



Glass Balustrade at Hall 7 Mezzanine Atrium Pre Function Area L3011

Availability : 1 location
Size : Upon request
Application : Inkjet sticker

LEVEL 4



Exhibition Hall 8 Pre Function Area Suspended Banner Fixed Hooks L4001

Availability : 8 sets
Size : Size and method of installation by appointed contractor
Application : Fabric, vinyl, tarpaulin, canvas



Banner Rigging Inside Exhibition Hall 8 L4002

Availability : Numerous
Size : 1,500mm W x 3,000mm H (vertical)
: 4,000mm W x 2,000mm H (horizontal)
Application : Fabric, vinyl, tarpaulin, canvas

ELEVATORS, ESCALATORS & STAIRCASES



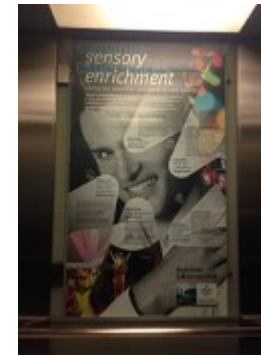
Glass Lift Panel - Ground Floor EE001

Availability : 1 location
Size : Upon request
Application : Inkjet sticker



Inside Glass Lifts EE002

Availability : 1 location per lift (2 lifts)
Size : Upon request
Application : Inkjet sticker



Inside Guest Lift East & West Wing EE003

Availability : 8 lifts/16 frames
Size : Upon request
Application : Printed Poster



Inside Guest Lift Hall 6 - 8 EE004

Availability : 5 lifts/10 digital screens
Size : Upon request
Application : Ms PowerPoint

ELEVATORS, ESCALATORS & STAIRCASES



Centre Core Glass Staircase EE005

Availability : 6 flights
Size : Upon request
Application : Inkjet sticker



Escalator Branding EE006

Availability : Numerous
Size : Upon request
Application : Inkjet sticker

REGISTRATION COUNTERS



Green Panel and Overhead Counter Space RC001

Availability : 7 locations (Halls 1,2,4 and 5, Grand Ballroom, Banquet Hall and Plenary Theatre)
Size : Upon request
Application : Corflute, foam boards or inkjet sticker



RETAIL & MOBILE BRANDING OPPORTUNITIES

Our in-house F&B outlets attract event visitors as well as general public surrounding the KLCC precinct making it a great opportunity to maximise your event visibility.

Mobile digital standees are also available for strategic placements and additional signage needs.

PARKVIEW CAFÉ - LEVEL 1



Low Divider PV001

Availability: 12 spaces

Size : Upon request

Application: Tarpaulin



Glass Panel PV002

Availability: 1 location

Size : Upon request

Application: Inkjet sticker

DIGITAL SIGNAGE



Digital Standee DV001

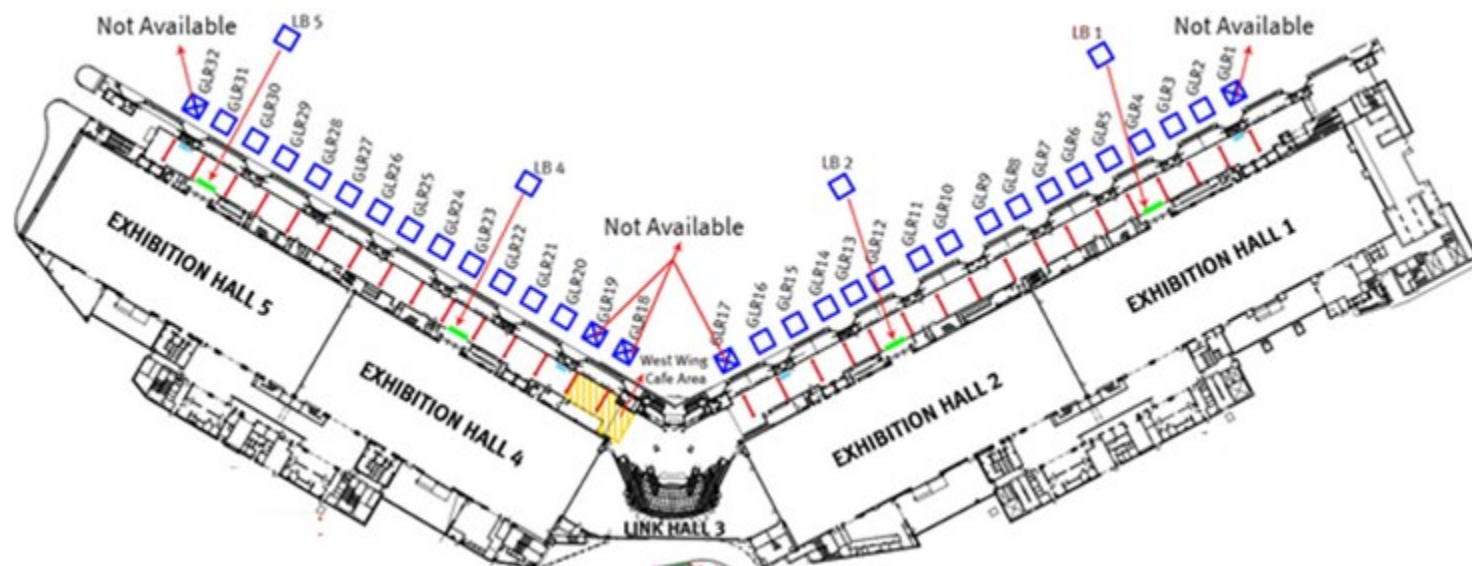
Availability: 8 units

Size : 1920 x 1080 pixels (vertical)

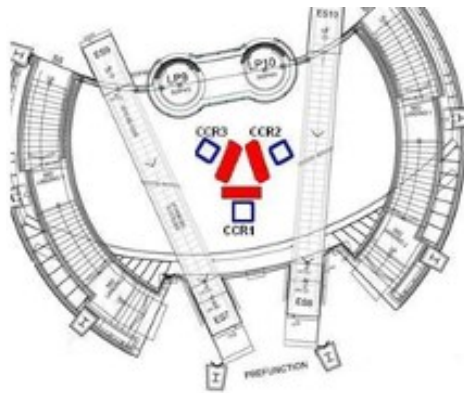
Format : Jpeg or MP4



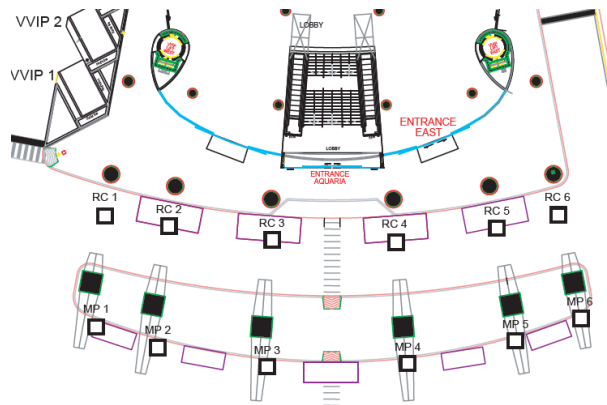
BANNER MAPS



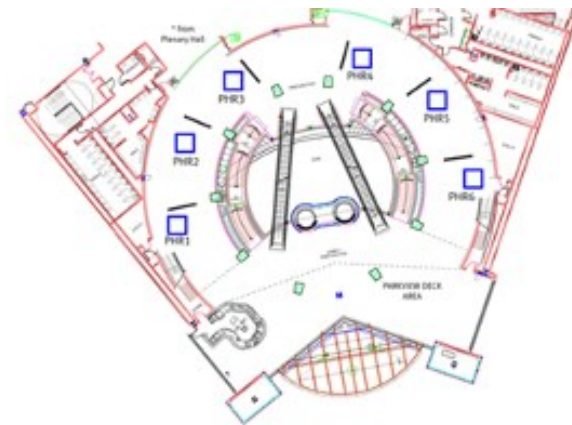
Ground Floor - Exhibition Hall 1, 2 , 4 and 5 Foyer



Centre's Core - Concourse



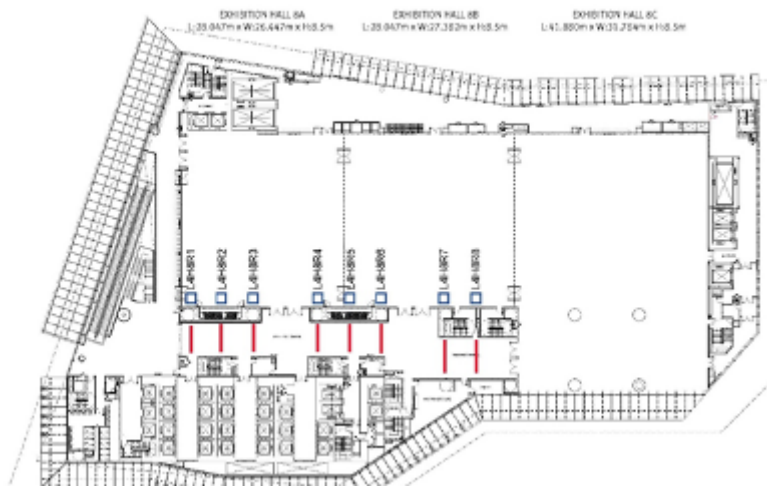
Main Entrance - Banner Pillar and Round Column



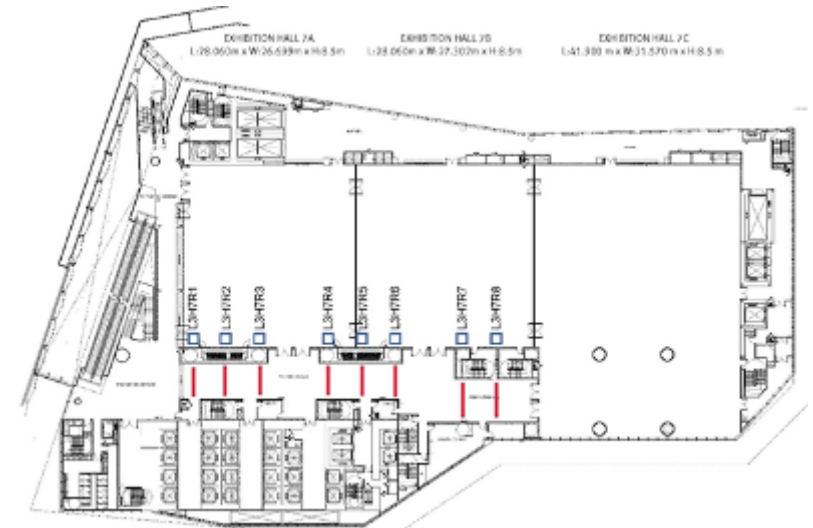
Level 1 - Centre's Core



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



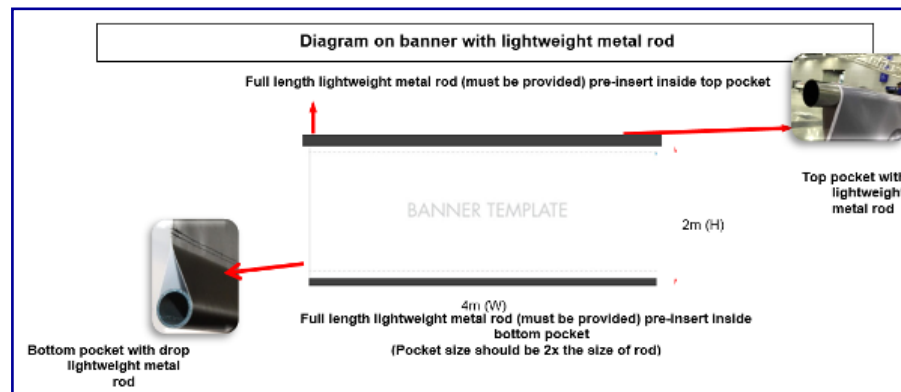
Level 3 Pre Function Area - Exhibition Hall 7A, 7B & 7C



Level 4 Pre Function Area - Exhibition Hall 8A, 8B & 8C

TERMS & CONDITIONS—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 must not exceed **50kg**.
4. Hanging banner must be pre-inserted with full length lightweight metal rod as a drop weight at the top and bottom through a sealed pocket. No joining of metal rods is allowed. See sample diagram below.



5. The top hanging rod and bottom drop weight rod both must be 1.5 metres in length (vertical). The top hanging rod and bottom drop weight rod both must be 4.0 metres in length (horizontal)
6. 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.
7. Suggested materials to use are fabric, vinyl, tarpaulin, canvas, or any suitable materials.
8. Should the banners come other than the above suggested material (i.e. banner with metal frame), kindly ensure the top part eyelet dimension is sufficient to pass through safety cable.
9. 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.

9. 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.
10. Relocation of a banner is subject to availability and Centre's approval, and may incur extra charges.
11. All banners must be collected immediately after the tear down and the Centre will not be responsible for any loss or damage.

TERMS & CONDITIONS—EVENT SIGNAGE

1. Event signage here refers to any displays that are related to an 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. Placement of signage at 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 non-conformity to these general placement procedures:
 - 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 be placed on the external steps of the building, 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 built-in counters 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.



MAKE YOUR EVENT VISIBLE

Contact your Sales Manager or Coordinator at the Centre to discuss further opportunities,

Or

Call: +6 03 2333 2888

Email: info@klccconventioncentre.com



**KUALA LUMPUR
CONVENTION CENTRE**