



KUALA LUMPUR CONVENTION CENTRE

Event Branding & Advertising Guide

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CONTENTS

COMPLIMENTARY DIGITAL MARKETING	3
EXTERIOR MARKETING OPPORTUNITIES	4
Main Entrance	5
Park Entrance	6
INTERIOR MARKETING OPPORTUNITIES	7
Concourse	8
Ground Floor	8 - 10
Ground Floor (Digital Branding)	11
Level 1	12 - 13
Level 1 (Digital Branding)	14
Level 3	15 - 17
Level 4	17
Registration Counters	17
Level 3 & 4 (Digital Branding)	18
Elevators, Escalators & Staircases	19
RETAIL & MOBILE BRANDING OPPORTUNITIES	20
Parkview Cafe Level 1	21
Digital Standee	21
Parkview Cafe Level 1 (Digital Branding)	22
BANNER MAPS BRANDING LOCATION	23
Maps	24 - 26
TERMS AND CONDITIONS	27 - 31



COMPLIMENTARY DIGITAL MARKETING



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 1080px(w) X 1080px(h)



SOCIAL MEDIA

Events are promoted across all our social media channels - Facebook, Instagram, LinkedIn, Tik Tok and X, depending on relevance to our audience and at the discretion of the Centre's Communications Team.

* fees may apply for special request.

CONTENT REQUIREMENTS

Artwork size :
1080px(w) X 1080px(h)
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

KLCC The Place 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 participations.



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	Upon request
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 Banners PE002**

Quantity	20 vertical banners
Size	1,525mm W x 5,490 H Vertical
Application	Fabric, vinyl, tarpaulin, canvas



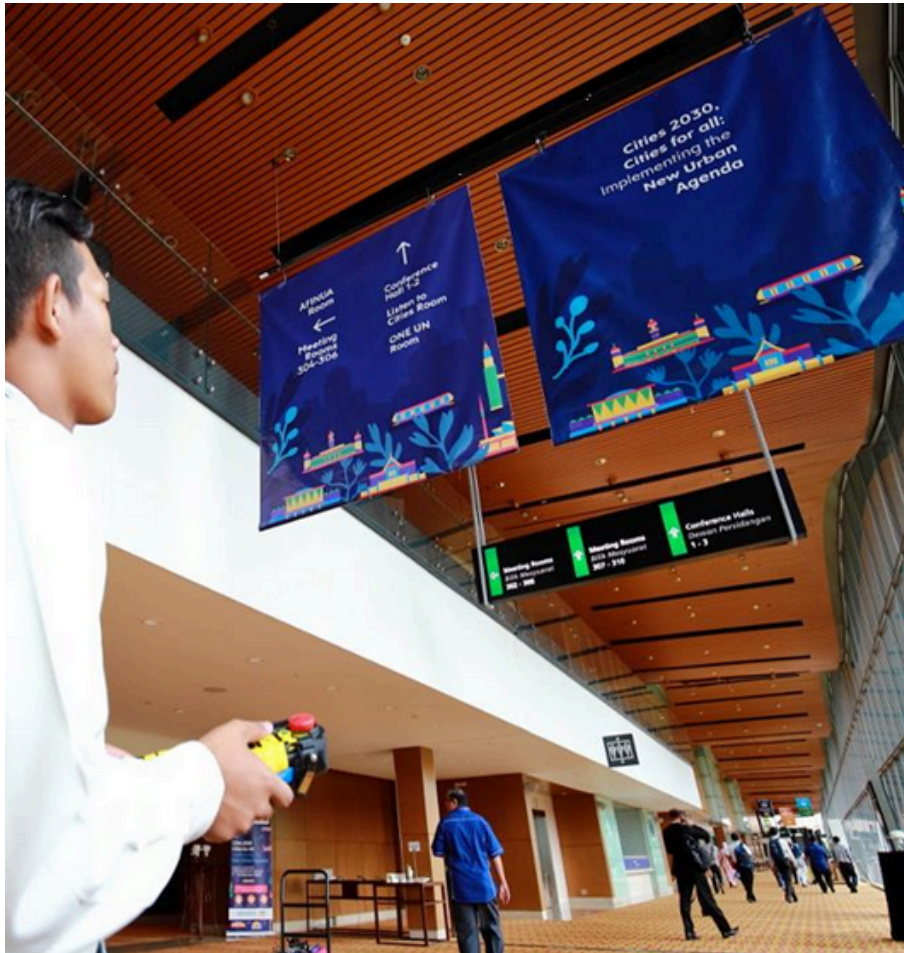
***Flag Poles PE003**

Quantity	20 flag poles
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*** 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



Concourse Marble Wall CC001

Availability	1 location
Size	3270mm (W) x 2610mm (H)
Application	Tarpaulin affix with silicon tape



Centre Core Banner CC002

Availability	3 motorised rods
Size	2,000 mm W x 5,000 mm H (vertical)
Application	Tarpaulin, canvas, fabric, vinyl

GROUND FLOOR



Exterior Facade Escalator Glass Green Panel GF001

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Exterior Facade Glass Wall ((West Wing) GF002

Availability	1 location
Size	835mm (W) x 2120mm
Application	(H)Inkjet sticker



Glass Door Panel - East Wing GF003

Availability	1 location
Size	Upon request
Application	Inkjet sticker



GROUND FLOOR



Glass Door Panel - West Wing GF004

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Exhibition Hall Foyer Banner Rod GF005

Availability	32 motorised rods (Halls 1, 2, 4 & 5)
Size	1,500 mm W x 3,000 H (vertical) / 4,000 mmW x 2,000 mm H (horizontal)
Application	Tarpaulin, canvas, fabric, vinyl



Light Box - Exhibition Halls GF006

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



Above Door Entrance Exhibition Halls GF007

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



GROUND FLOOR



Below Digital Clock in 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	1,500 mm W x 3,000 mm H (vertical) / 4,000 mm W x 2,000 mm H (horizontal)
Application	Tarpaulin, canvas, fabric, vinyl



GROUND FLOOR (DIGITAL BRANDING)



4-Sided LED Screen Pillar

Availability	1 location
Size	Physical Size: 1.5m x 3.5m
	Media Dimension: 960px x 2160px (per side)

LED PILLAR - PER SLOT

- Static Image – 60 secs per slot (max 5 images / 12 secs per image)
- Video (max 60 secs) per slot
- Content will rotate around all LED panels surrounding the pillar

Exhibition Hall 1 & 2 have access to the East Wing LED Pillar,
Exhibition Hall 4 & 5 have access to the West Wing LED Pillar.
Each side of the LED panel is individually controlled, continuous or linked content across all four sides is not applicable.
These LED pillars are exclusively for events happening at the Exhibition Hall only.



LEVEL 1



Centre Core Banner Rod LL001

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



Round Column - PH Pre Function Area LL002

Availability	8 columns
Size	Upon request
Application	Tarpaulin affix with silicon tape



L Shape Green Glass Panel - PH Pre Function Area LL003

Availability	6 panels
Size	Upon request
Application	Inkjet sticker



Green Glass Panel - PH Pre Function Area LL004

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Hall 6 Atrium - Skylight Façade overlooking Loading Driveway LL005

Availability	1 location
Size	Upon request
Application	Inkjet sticker

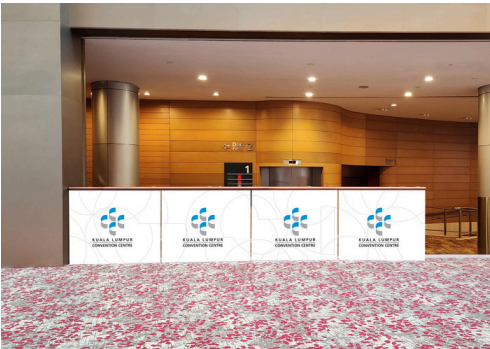


LEVEL 1



Hall 6 Atrium - Skylight Façade overlooking Jalan Kia Peng LL006

Availability	1 location
Size	Upon request
Application	Inkjet sticker



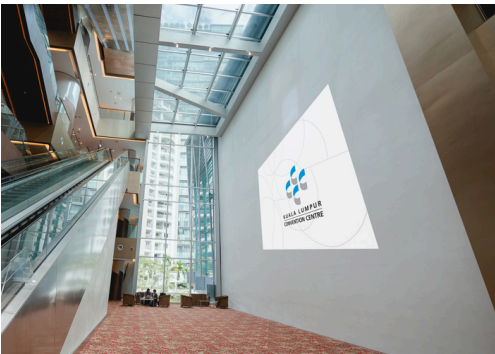
Hall 6 Atrium - Glass Divider LL007

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Glass Balustrade at Hall 6 Mezzanine Atrium Pre Function Area LL008

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Hall 6 Atrium - Projection Image LL009

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



LEVEL 1 (DIGITAL BRANDING)



Curve LED DUAL Screen

Availability	1 location
Size	Physical Size: 7m x 4m
	Media Dimension: 3840px x 2048px (entire screen)
	Media size: 1920 px (W) x 2048 px (H) (dual screen)

RENTAL OPTION 1

(DUAL SCREEN - PER SLOT)

- Static Image – 60 secs per slot (max 5 images / 12 secs per image)
 - Video (max 60 secs) per slot
- Content will rotate between each different slots

Please note that this digital advertisement space operates on a first-come, first-served basis.

Priority will be given to events held at the Centre, without exclusivity.

There are 5 slots available for rent in one day.

For rental of 1 month and above, new content can be changed every 7 days (weekly).



Curve LED SINGLE Screen

Availability	1 location
Size	Physical Size: 7m x 4m
	Media Dimension: 3840px x 2048px (entire screen)
	Media size: 1920 (W) x 1024 (H) (single screen)

RENTAL OPTION 2

(SINGLE SCREEN - PER SLOT)

- Static Image – 60 secs per slot (max 5 images / 12 secs per image)
 - Video (max 60 secs) per slot
- Content will rotate between each different slots

Please note that this digital advertisement space operates on a first-come, first-served basis.

Priority will be given to events held at the Centre, without exclusivity.

Single-screen slots will be unavailable once dual-screen slots have been allocated.

There are 5 slots available for rent in one day.

For rental of 1 month and above, new content can be changed every 7 days (weekly).



LEVEL 3



Centre Core Marble Wall L3001

Availability	Numerous
Size	Upon request
Application	Tarpaulin affix with 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



Centre Core Side Glass Panel L3004

Availability	Numerous
Size	Upon request
Application	Tarpaulin affix with silicon tape



Ballrooms and Banquet Hall Foyer Banner Rod L3005

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 L3005

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



LEVEL 3



Banner Rigging Inside Ballrooms, Banquet Hall, Conference Halls 1 - 3 and Hall 7 L3006

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



Fly Bar Inside Plenary Theatre L3007

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 L3008

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Green Glass Panel - PH Pre Function Area L3009

Availability	1 location
Size	Upon request
Application	Inkjet sticker



Round Column - PH Pre Function Area L3010

Availability	6 columns
Size	Upon request
Application	Tarpaulin affix with silicon tape



LEVEL 3



Exhibition Hall 7 Pre Function Area Suspended Banner Fixed Hooks L3011

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

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

REGISTRATION COUNTER



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



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



LEVEL 3 & 4 (DIGITAL BRANDING)



HALL 7 & 8 LED ENTRANCE DISPLAY

Availability	8 sets
Size	Physical Size: 3.6m x 0.67m
	Media Dimension: 1920px x 360px (per panel)

LED Locations: Hall 7A, 7B, 7C & 8A, 8B, 8C.
These LED displays are exclusively for client of Hall 7 & 8.
1 screen can play up to 5 looping contents per event.

MEDIA (Static Photos)

JPEG
format (60 seconds loop per content)

Maximum 5 images per loop (12
seconds per image)

Screen Size: 1920(W)
x 360(H) – File size must not exceed 5mb

MEDIA (Video)

MP4 format (60 seconds loop per content)

30 FPS (compulsory)

Screen Size: 1920(W)
x 360(H) – File size must not exceed 60mb



ELEVATORS, ESCALATORS & STAIRCASES



Glass Lift Panel - Ground Floor EE001

Availability	1 location
Size	Upon request
Application	Inkjet sticker



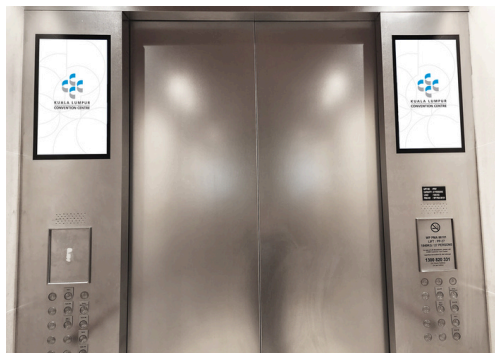
Inside Glass Lifts EE002

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 Halls 6 - 8 EE004

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



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



RETAIL & MOBILE BRANDING OPPORTUNITIES



Our in-house F&B outlets attract event visitors as well as the 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 CAFE LEVEL 1



Glass Panel PV001

Availability	1 location
Size	Upon request
Application	Inkjet sticker

DIGITAL STANDEE



Digital Standee DV001

Availability	Upon request
Size	1920 x 1080 pixels (vertical)
Format	JPEG or MP4



PARKVIEW CAFE LEVEL 1 (DIGITAL BRANDING)



PVC LED WALL

Availability	1 location
Size	Physical Size: 1.28m x 1.92m
	Media Dimension: 1280px x 1920px (per panel)

LED PILLAR - PER SLOT

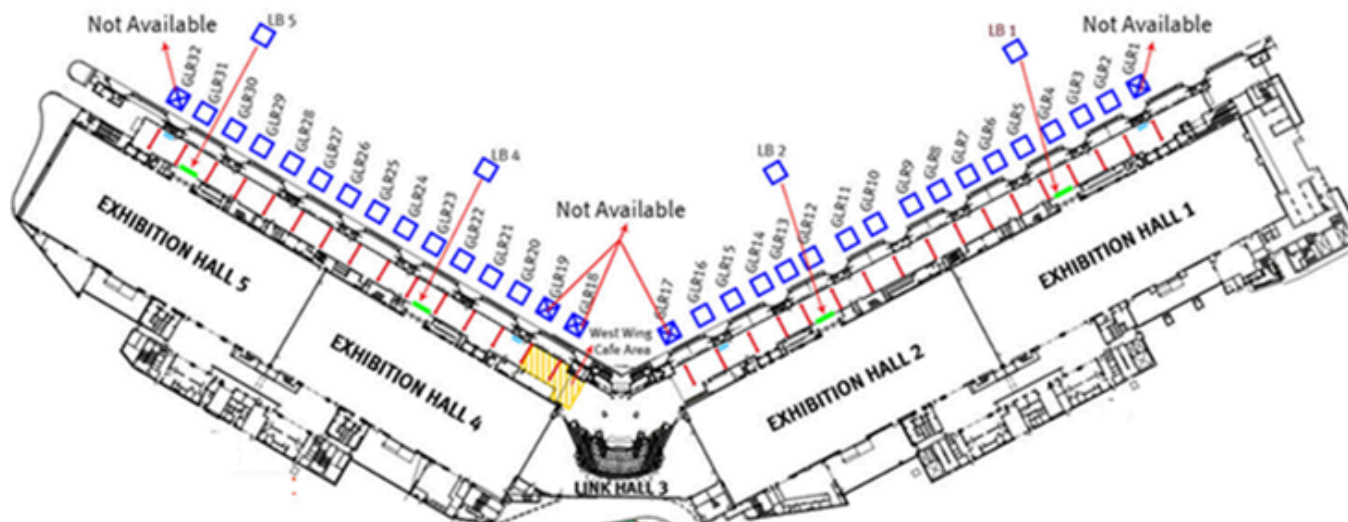
- Static Image – 60 secs per slot (max 5 images / 12 secs per image)
 - Video (max 60 secs) per slot
- Content will rotate around all LED panels surrounding the pillar

Exhibition Hall 1 & 2 have access to the East Wing LED Pillar,
Exhibition Hall 4 & 5 have access to the West Wing LED Pillar.

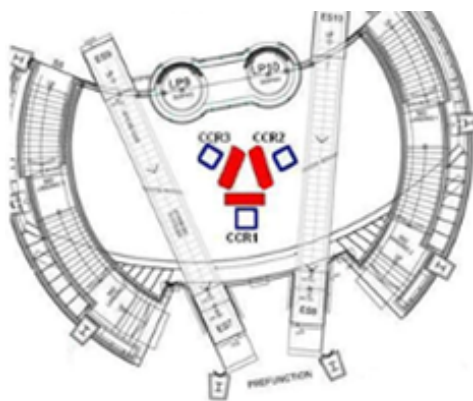
Each side of the LED panel is individually controlled, continuous or linked content across all four sides is not applicable.
These LED pillars are exclusively for events happening at the Exhibition Hall only.



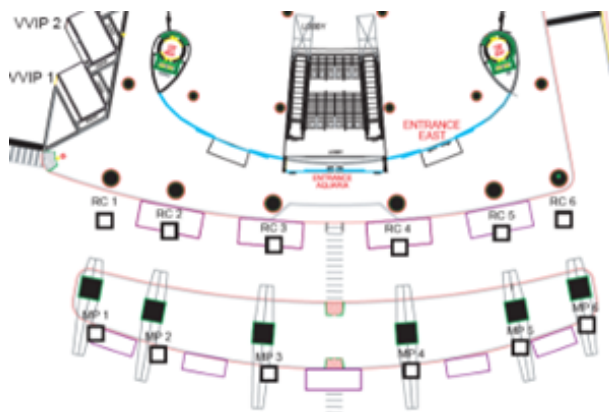
BANNER MAPS BRANDING LOCATION



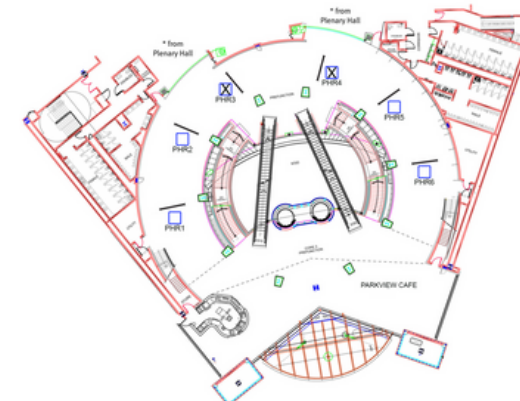
Ground Floor - Exhibition Hall 1, 2, 4 and 5 Foyer



Centre Core - Concourse



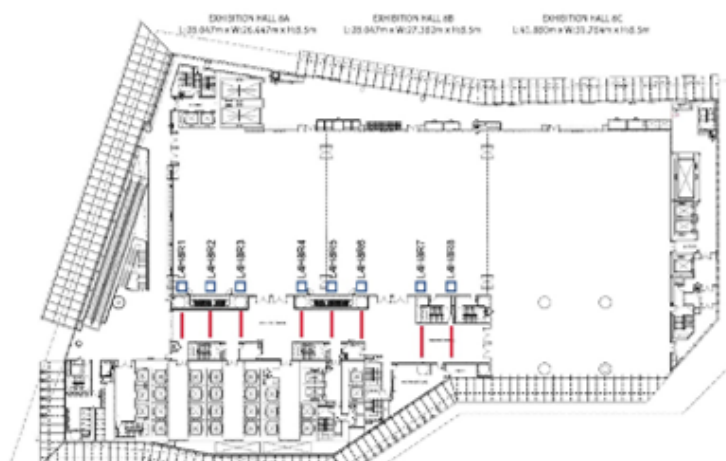
Main Entrance - Banner Pillar and Round Column



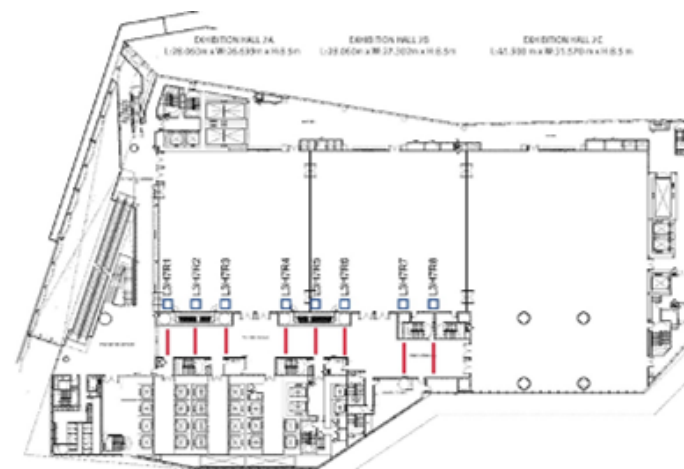
Level 1 - Centre Core



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



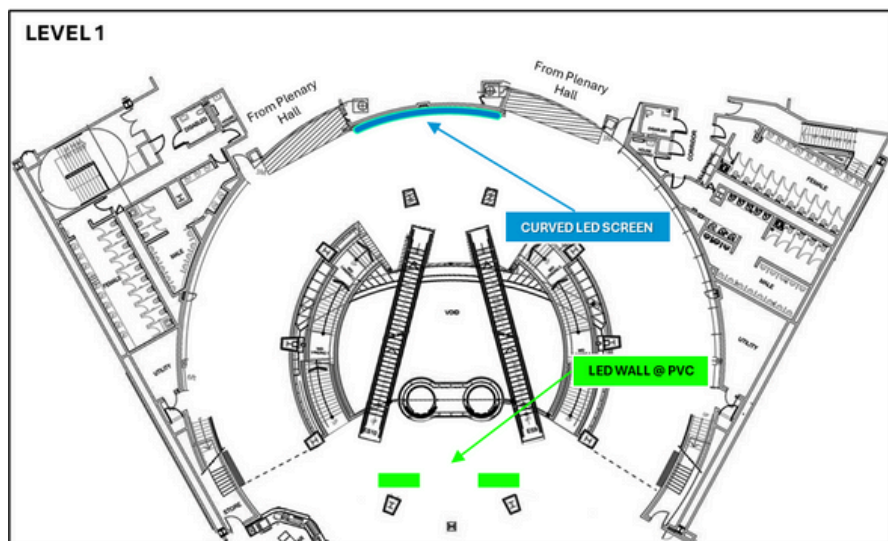
Level 3 Pre Function Area - Exhibition Hall 7A, 7B & 7C



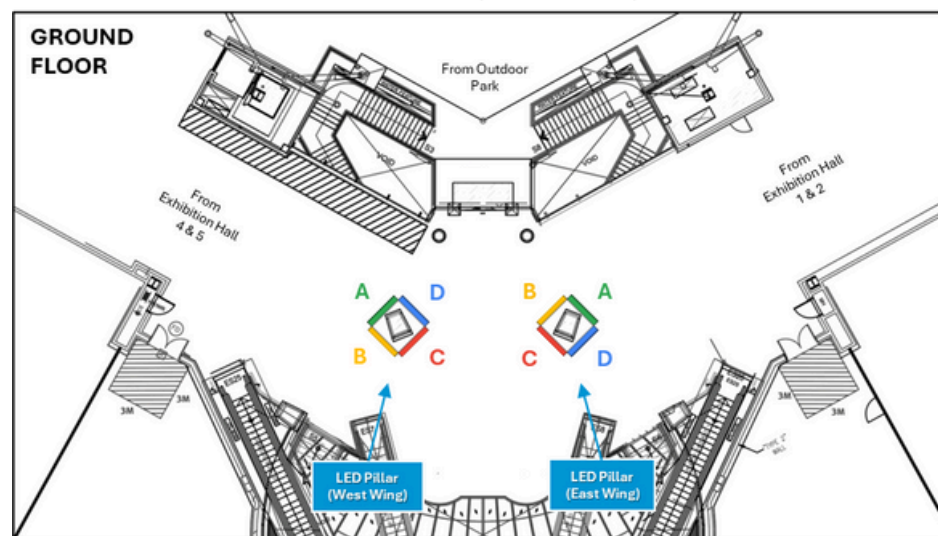
Level 4 Pre Function Area - Exhibition Hall 8A, 8B & 8C



LED SCREEN (Level 1)



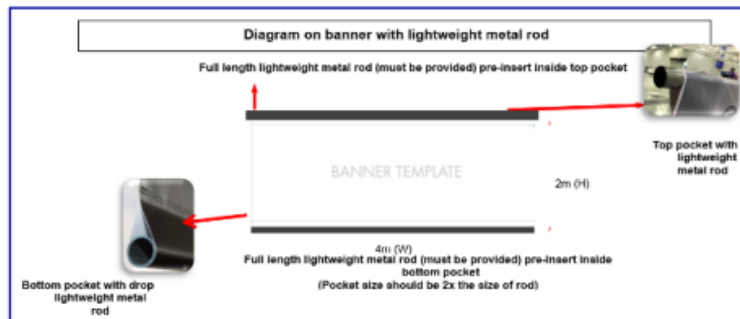
LED PILLARS (Ground Floor)





TERMS & CONDITIONS - BANNERS

1. Banners must be hung / rigged by the Centre's team.
2. Three (3) standard banners are accepted:
 - 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 eyelet dimension is sufficient to pass through the safety cable.
9. The booking 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.
10. 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.
11. Relocation of a banner is subject to availability and Centre's approval and may incur extra charges.
12. All banners must be collected immediately after the tear down and the Centre will not be responsible for any loss or damage.



TERMS & CONDITIONS - EVENTS 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 in 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 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 0.3 metres between the glass wall and the back of the sign to avoid frictional damage to the glass façade.
 - 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.



TERMS & CONDITIONS - DIGITAL BRANDING

1. The positioning and availability of signage are subject to the discretion of the Kuala Lumpur Convention Centre (KLCC).
2. KLCC offers graphic design services at an additional cost. Costs are determined based on client-supplied artwork.
3. All content arrangements must be confirmed at least 7 days prior to your event or airtime.
4. Content is subject to management approval.
5. The full and complete 'Terms & Condition' will be provided in the contract.

Media/content must be delivered to us at least 7 days prior to the start of your event.

Media/content are manually uploaded and programmed.

Last minute submission or changes of your content may result in delays of publication.

For any inquiry, please contact us at: cms@klccconventioncentre.com

(DO's):

1. Please follow the above media format when creating the content. Failure to do so may result in distorted output.
2. Please ensure all important details such as Event Name, VIP Names, Date & Time are correct in the content.
3. Client is to send their content for Kuala Lumpur Convention Centre's approval latest by 7 days prior to going live (before being published on the screen).
4. Approval from the Centre's higher management is mandatory. Please submit your content well in advance of the live date.

(DON'Ts):

1. Last minute changes and approval request for your content may result in delays of publication.
2. The content must not include or depict any sensitive subjects including but not limited to alcohol, cigarettes, drugs, nudity, abuse, racism, weapons, illegal acts, copyright infringement, misleading claims, age-restricted content or cultural insensitivity.
3. The centre has the rights to reject any content that does not comply to the above guideline from being published.
4. Failure to comply with these rules may result in cancellation of your booking. In such cases, a refund will be issued with a 10% penalty charge, as this prevents us from selling the space to others.



MEDIA FORMAT (DIGITAL BRANDING)

IMAGE MEDIA FORMAT

Format: must be in JPEG format

Curved Single Screen Size:
1920 px (W) x 1024 px (H) 72dpi

Curved Dual Screen Size:
1920 px (W) x 2048 px (H) 72dpi

Vertical Pillar Size:
960 px (W) x 2160 px (H) 72 dpi

PVC LED Wall Size:
1280 px (W) x 1920 px (H)

1 Slot = 60 seconds

1 Slot maximum 5 images (12 secs per image)

All images must be saved in an RGB colour space

VIDEO MEDIA FORMAT

Format: must be in MP4 format (no audio)

Video
Codec: H.264

Video must be using Constant Bitrate (CBR)

Framerate: 30 FPS

Curved Single Screen Size:
1920 px (W) x 1024 px (H)

Curved Dual Screen Size:
1920 px (W) x 2048 px (H)

Vertical Pillar Size:
960 px (W) x 2160 px (H)

PVC LED Wall Size:
1280 px (W) x 1920 px (H)

1 Slot maximum 1 minute (60 seconds)



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

Or

Call : +6 03 2333 2888
Email : info@klccconventioncentre.com

Make your event visible