

MANCHESTER

2024



**BRITISH ASSOCIATION
OF DERMATOLOGISTS**
HEALTHY SKIN FOR ALL



**Manchester
Central**

Venue branding opportunities

An iconic canvas providing
maximum exposure

High-impact branding opportunities
to raise event and sponsor profiles



www.manchestercentral.co.uk
Manchester Central – Where Manchester meets the world

Please note all costs are for the sites only and any companies booking shall assume costs for design , production and installation.



Site plan

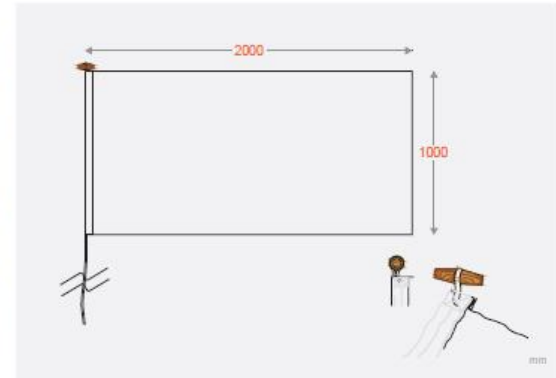
- 1 Forecourt
 - a. Flags
 - b. Steps board
 - c. Ramp board
- 2 Main clock banners
- 3 Central foyer exterior
 - a. Entrance
 - b. Left windows
 - c. Right windows
 - d. Floor
- 4 Central foyer interior
 - a. Floor
 - b. Registration desk
 - c. Central Hall entrance
 - d. Exit
 - e. Central registration desk wall
 - f. Central hall doors
- 5 Central foyer fire doors
- 6 Outdoor catering area
- 7 Joos' Charging Points
- 8 Savortex Hand Dryers
- 9 Washroom Cubicle Doors
- 10 Central 8
 - a. Windows facing forecourt
 - b. Windows facing Exchange
- 11 Central 3 & 4
 - a. Central 3 door
 - b. Central 3 windows
 - c. Central 4 windows
- 12 Charter foyer exterior
 - a. Entrance
 - b. Side doors
- 13 Charter foyer interior
 - a. Registration desk
 - b. Walkway wall
 - c. Exit
- 14 Charter foyer pillars
 - a-f. Pillars 1-6
 - g. Pillar screens
- 15 Charter 4 to Exchange stairwell
 - a. Front
 - b. Side
- 16 Charter 1 & 3
 - a. Charter 1 wall
 - b. Charter 3 wall
- 17 Lower Exchange foyer
 - a. Front
 - b. Side
 - c. Screens
- 18 Exchange foyer banners
 - a. Entrance
 - b. Exit
- 19 Upper Exchange foyer
 - a. Windows
 - b. Screens
- 20 Exchange 1-7 windows
- 21 Car Park
 - a. Lower exit
 - b. Upper exit
- 22 Freestanding & meeting room screens
 - a. Freestanding screens
 - b. Exchange meeting room screens
 - c. Charter meeting room screens
 - d. Freestanding meeting room screens

1 Forecourt

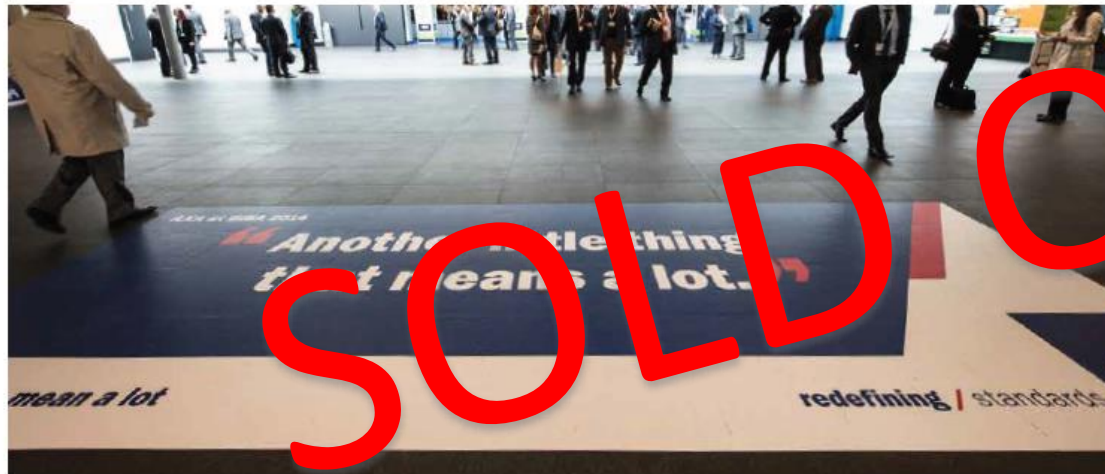
a Flags

2 x 1 m • Single sided flags with toggle and stitch – reverse side will be mirror image. These will be installed by Manchester Central. This is included in the price.

Cost: £450 + vat
Total Number: 3
Limit: 1 per company



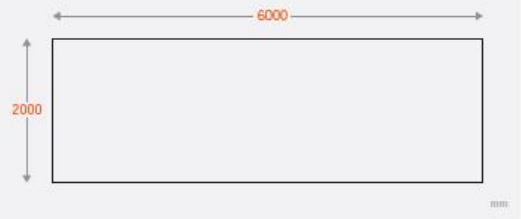
4 Central foyer interior

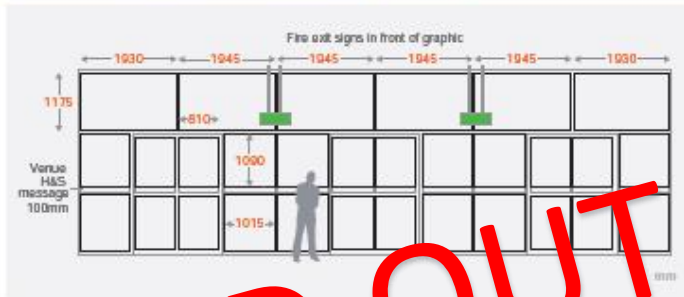


a Floor

2 x 2 m
High-tack vinyl anti-slip lining
Note: Suggested size only.
It can be bigger or smaller if required.

Cost: £1250 + vat
Total Number: 1
Limit: 1 per company





SOLD OUT

d Exit
Approx 11. x 3.6
Digital print, removable vinyl.
Note: branding cannot be added to the doors.
Graphics are externally applied.



Cost: £950 + vat
Total Number: 1
Limit: 1 per company

7 Joos' Charging Units DIGITAL

1080px x 1795px

PNG portrait . MP4 motion video supported, max. 10 sec.

Max. file size 20MB

Please email artwork to EventsIT@Manchestercentral.co.uk with the event details.

Cost: £500 + vat
Total Number: 3
Limit: 1 per company



8 Savortex Hand Dryers DIGITAL

1920 x 1080 px

StaticContent: JPEG (RGB), Aspect Ratio: 16:9, DPI: 150dpi

MotionContent: MP4, Aspect Ratio: 16:9, max 30MB, Encoding:

H264, Frame Rate: 25fps Data Rate: 8mbits/sec or less

Please email artwork to EventsIT@manchestercentral.co.uk with the event details.

These hand dryers are located in washrooms across the site - see map for locations.

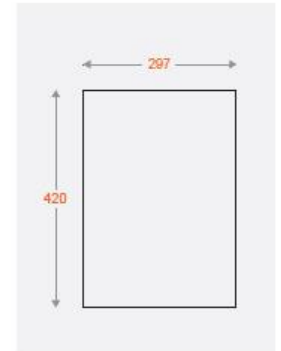


Cost per item: £50 + vat
Total Number: 18
Limit: No Limit

9 Washroom cubicle doors



A3 Posters
See map for prices and locations.



Cost per item: £50 + vat
Total Number: 23
Limit: No Limit

See next page for Location of Washroom and Hand Dryers

Location of Washroom and Hand Dryers



a Central Hall 2 (A Door)

A3 posters

Ladies: 6 • Gents: 2 • Accessible: 2

Savortex Hand Dryers

Ladies: 3 • Gents: 2

e Cobden

Savortex Hand Dryers

Ladies: 3 • Gents: 2

g Exchange upper foyer

A3 posters

Ladies: 5 • Gents: 1 • Accessible: 1

Savortex Hand Dryers

Ladies: 2 • Gents: 2

h Exchange corridor

A3 posters

Ladies: 3 • Gents: 1 • Accessible: 2

i Exchange 8-11

Savortex Hand Dryers

Ladies: 2 • Gents: 2

14 Charter foyer pillars

- Please note this area will only be accessible during the Tuesday evening BADfest event

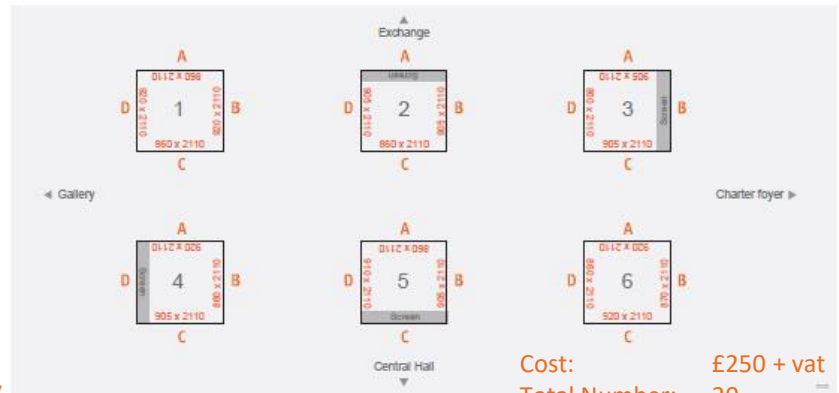


- a Pillar 1**
2 units 920 x 2110 mm
Viewable area 910 x 2100 mm
2 units 860 x 2110 mm
Viewable area 850 x 2100 mm
- b Pillar 2**
2 units 905 x 2110 mm
Viewable area 895 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm
- c Pillar 3**
2 units 905 x 2110 mm
Viewable area 895 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm
- d Pillar 4**
1 units 920 x 2110 mm
Viewable area 910 x 2100 mm
1 unit 905 x 2,110 mm
Viewable area 895 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm
- e Pillar 5**
1 units 910 x 2110 mm
Viewable area 900 x 2100 mm
1 unit 905 x 2110 mm
Viewable area 895 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm
- f Pillar 6**
1 units 920 x 2,110 mm
Viewable area 910 x 2100 mm
1 unit 870 x 2110 mm
Viewable area 860 x 2100 mm
1 unit 860 x 2110 mm
Viewable area 850 x 2100 mm

g Pillar screens DIGITAL

4 x LED panels 128 x 336 px
PNG or JPEG MP4 motion video supported, max. 20 sec.
Multiple static images can be set up to rotate
(all images must be 128 x 336 px).
For best results, use dark backgrounds and simple
text/images due to low resolution.

Cost: £250 + vat
Total Number: 4
Limit: 1 per company



Cost: £250 + vat
Total Number: 20
Limit: 4 per company



21 Car park



b Upper exit DIGITAL
3 x 46" NEC screen 3840 x 768 px
PNG or JPEG. MP4 motion video supported, max 20sec
Please name your artwork in the following format
"Event name-UpperCar park-live-plate" and email cross
to eventsIT@ManchesterCentral.co.uk
MC branded directional signage included in license.

Cost: £250 + vat
Total Number: 1

a Lower exit DIGITAL
46" NEC screen 1080 x 1920 px • PNG or JPEG, MP4 motion video supported, max 20 sec
Please name your artwork in the following format "Event name-Lower Car park-live-plate"
and email across to EventsIT@ManchesterCentral.co.uk
MC branded directional signage included in license.

Cost: £250 + vat
Total Number: 1

SOLD OUT

Design, print & installation

Unless otherwise stated prices given in this brochure are for the hiring of the site only and do not include costs for design, print or installation.

You will need to source your own design, print and installation contractors, with the exception of installation for sites 1b and 2 (see below). Installation and removal must take place within the tenancy of the event. Astra Signs are Manchester Central's preferred design, print and installation contractor – you can contact them on manchestercentral@astrasigns.com

These guidelines are intended to help your designers, printers or installation contractors. You are welcome to use a variety of formats and materials but they must be suitable for the venue (please see [Health & Safety](#) and [Damage](#) sections below as well as the notes on each individual branding opportunity). If you would like to visit the venue, or have any questions, please contact the team on branding@manchestercentral.co.uk

Damage

As the event organiser, it is your responsibility to make sure that branding and signage contractors do not damage the venue. Work should be carefully planned so that protection measures are in place and the correct tools are used during installation and re-instatement.

Costs for damage or cleaning of the venue due to installation or re-instatement will be passed on to the event organiser.

If you have any queries, please contact the team on branding@manchestercentral.co.uk

Digital formats

Please see the individual specifications listed throughout for each digital screen.

Digital directional signage

Our digital directional signage presents information in the Manchester Central brand (white text on blue). If you would like to use our meeting room screens to display meeting information, please send your information to branding@manchestercentral.co.uk two weeks prior to the event.

Installation exceptions

- The Flags **1b** can only be installed by Manchester Central
- The Main Clock Banners **2** can only be installed and removed by Knight Rigging Services at a cost of £600 per banner

Health and Safety

Before installation work begins, contractors must produce a risk assessment and method statement. The assessment should identify any significant risks and describe what control measures will be in place. Please send a copy of the risk assessment to your event manager 28 days before the installation.

Installation work must comply with relevant regulations for all activities, e.g. working at height (WAH); provision and use of work equipment (PUWER) and use of hazardous substances (COSHH). Installation and re-instatement should also be covered by public liability insurance.

It is the responsibility of the installation company to make sure that all items are suitably and correctly secured. They should also make sure that there is no risk to public, staff or visitors from falling or unsecured products.

Manchester Central cannot be held liable for any incidents that occur as a result of temporary signage installations.

For help and advice on risk assessments and public liability insurance, please contact our Health and Safety team, at hse@manchestercentral.co.uk

Motion video specifications

For all digital screens which support motion video (as detailed in this document) please follow the below specifications:

- Video encoded as MPEG-4 H.264/AVC (.mp4)
- Resolution: As listed for the individual screen
- Video asset frame rate: 25 or 30 fps
- Recommended video bitrate (constant): 10 Mbps max
- Video Profile: H.264 baseline profile – no audio track
- Progressive scan

Window graphics

- 50 mm beading between windows
- 50 mm on artwork
- Self-adhesive goes on the reverse. Graphics are always installed externally (the side they are to be viewed from)
- Venue decals and health and safety messages are on the internal side of windows
- When applying and removing graphics, please make sure that existing frosting and decals stay in place. If frosting or decals are damaged or removed, we will replace them, and pass costs on to the event organiser



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