



EXPERIENCE
WORLD CLASS
DIGITAL SIGNAGE
OPPORTUNITIES

RELEASED DECEMBER 2018

ICC SYDNEY EXTERNAL LED SCREEN LOCATIONS

Welcome to ICC Sydney event digital signage opportunities. The venue has 26 external LED screens located along Tumbalong Boulevard and Moriarty Walk. These have been installed to help Darling Harbour visitors find their way around the precinct, view upcoming events and find access points to ICC Sydney.

The colour bars on the map below pinpoint the location of all external LED screens. Please read through this document to see more details about specifications for content.

For further details not covered by these guidelines, please contact ICC Sydney's Business Development, Event Planning or Audio Visual team.



ICC SYDNEY EXTERNAL LED SCREEN OPPORTUNITIES



External LED screens (P1-A to P7-C)

Located along Tumbalong Boulevard and Moriarty Walk, these screens attract high levels of foot traffic connecting Darling Harbour with Central and Town Hall Stations.



ICC Sydney Theatre external LED screens (T11E, T11W & T12)

Located on the south east wall of ICC Sydney Theatre, this screen also attracts high foot traffic connecting Pyrmont and Darling Quarter via Moriarty Walk. Also a key screen during events.



ICC Sydney Theatre entrance screen (Birdsmouth)

Located at the entrance of ICC Sydney Theatre, the 220sqm Birdsmouth welcomes attendees on a large scale providing the perfect promotional to invite and welcome the public in this high traffic area.



Event Deck LED screen (E02)

The Event Deck screen is perfect for onsite entertainment, promotion and messaging – showcasing your brand directly to your audience.

ICC SYDNEY EXTERNAL LED SCREEN EVENT BRANDING

ICC Sydney can feature full screen static images or video files on its 19 external LED screens.

LED screens P1-A, P1-B, P5-B and P5-C (see locations [here](#)) are road facing and content must be displayed in a completely static manner without any motion for 45 seconds and images must not distract a driver or contain flickering or flashing content, with text kept to a minimum.

All remaining LED screens have content scheduled in packages built in 15 second slots from 7am to 10pm daily.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact ICC Sydney's Business Development, Event Planning or Audio Visual team.

Artwork for the external LED screens must be provided to the below specs. Any questions regarding file formats or artwork setup should be discussed with ICC Sydney's [digital signage team](#). Final content must be received by ICC Sydney's [digital signage team](#) one week prior to event start date.

CONTENT SPECIFICATIONS

DIMENSIONS	540 x 1080 pixels
RESOLUTION	300dpi
ACCEPTABLE FILE FORMATS	.JPG, .PNG or .MP4 (H264)



ICC SYDNEY THEATRE EXTERNAL LED SCREENS

ICC Sydney Theatre has four LED screens located on its external walls. Two are located on Moriarty Walk, one is located on the South external wall across from the Chinese Gardens and the fourth screen is high on the West corner of ICC Sydney Theatre facing Pyrmont.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact ICC Sydney's Business Development, Event Planning or Audio Visual team.

Artwork for ICC Sydney Theatre external LED screens must be provided to the below specs. Any questions regarding file formats or artwork setup should be discussed with ICC Sydney's [digital signage team](#). Final content must be received by ICC Sydney's [digital signage team](#) one week prior to event start date.

CONTENT SPECIFICATIONS

MORIARTY (T11E & T11W) DIMENSIONS	1920 x 529 pixels
SOUTH EAST LOW (T12) DIMENSIONS	1920 x 745 pixels
SOUTH WEST HIGH (T17) DIMENSIONS	1920 x 1080 pixels (static only)
RESOLUTION	300dpi
ACCEPTABLE FILE FORMATS	.JPG, .PNG or .MP4 (H264)



ICC SYDNEY THEATRE ENTRANCE LED SCREEN

The LED display has been installed on the underside of ICC Sydney Theatre's main entrance awning, and comprises of 250sqm of outdoor 10mm Usurface SMD LED Cabinets. It is made up from 3 screens combining on different angles.

The LED screen displays content through the Coolux Media Systems which requires content to be designed using ICC Sydney's custom template and exported to specific video and image formats. Each display has a dedicated screen feed, and together they have been mapped so that the image appears to be correct perspective when viewing from Tumbalong Park.

Please note: it is recommended that full white fields be avoided in content creation to minimise heat and power consumption effects caused by full white fields on LED displays.

Artwork for ICC Sydney Theatre's entrance LED screen must be provided in ICC Sydney custom template. Please contact ICC Sydney's [digital signage team](#) for the custom template. Final content must be received by ICC Sydney's [digital signage team](#) at least one week prior to event start date.

CONTENT SPECIFICATIONS

DIMENSIONS Must work within the supplied ICC Sydney custom template. 4096 x 2304 pixels.

VIDEO (25fps) .MOV (HAP-Q codec)

IMAGE FILE FORMATS .JPG or .JPEG



ICC SYDNEY EVENT DECK LED SCREEN

ICC Sydney can feature full screen static images or video files on its external LED screens on the Event Deck. This screen can be seen from nearby residents and any use of audio with this screen will need to be discussed.

If you have any questions or wish to discuss the use of ICC Sydney's external LED screens, please contact ICC Sydney's Business Development, Event Planning or Audio Visual team.

Please note: it is recommended that full white fields be avoided in content creation to minimise heat and power consumption effects caused by full white fields on LED displays.

Artwork for the Event Deck LED screen must be provided to the below specs. Any questions regarding file formats or artwork setup should be discussed with ICC Sydney's [digital signage team](#). Final content must be received by ICC Sydney's [digital signage team](#) at least one week prior to event start date.

CONTENT SPECIFICATIONS

DIMENSIONS 1920 x 1080 pixels

RESOLUTION 300dpi

ACCEPTABLE FILE FORMATS .JPG, .PNG or .MP4 (H264)



ICC SYDNEY EXTERNAL LED SCREEN RATES & PACKAGES

IMPRESSIONS @ 15 SECONDS EACH	NUMBER OF SCREENS PACKAGE A	NUMBER OF SCREENS PACKAGE B	PACKAGE PRICE (A)	UPGRADED PACKAGE PRICE (B)
Daily Rate	15	19	\$825.00	\$1,065.00
Weekly Rate	15	19	\$4,987.00	\$6,482.00
2 Week Rate	15	19	\$8,975.00	\$11,667.00
3 Week Rate	15	19	\$11,970.00	\$15,560.00
1 Month Rate (31 Days)	15	19	\$15,170.00	\$19,720.00

PACKAGE A: EVENT ADVERTISING PACKAGE

Exposure on all 15 Tumbalong Boulevard external LED screens* from 7 am to 10 pm daily.

Daily exposure of approx 1.25 hours on each screen.

One impression is 15 seconds, 15 impressions per hour per screen.

PACKAGE B: UPGRADED PACKAGE

Package B is additional to Package A which includes 4x road facing screens.

Exposure on all 19 external LED screens* from 7 am to 10 pm daily.

Daily exposure of 5 hours per screen on each road facing screen.

One impression is 45 seconds, 26 impressions per hour per screen.

*Advertising may be affected by major event screen takeovers such as ICC Sydney Theatre events, Vivid Festival, New Years celebrations content and other special events.

ICC SYDNEY EXTERNAL LED SCREEN RATES

The below rates are for the Event Deck, ICC Sydney Theatre Entrance and ICC Sydney Theatre external LED screens (T11E, T11W & T12).

	1 DAY	2 DAYS	3 DAYS
All day (6:30am - 11:30pm)	\$600	\$500	\$400

ICC SYDNEY EXTERNAL LED SCREEN TERMS & CONDITIONS

POLICY CONTEXT

ICC Sydney has a responsibility to ensure that signage proposals:

- Complement the qualities of ICC Sydney and the Darling Harbour area – a precinct that attracts visitors of all ages.
- Enhance the overall commercial and visitor environment of Darling Harbour.
- Provide a safe and accessible environment.
- Promote good design and quality craftsmanship.

TERMS AND CONDITIONS

Artwork design and production guidelines.

Artwork must:

- Complement ICC Sydney's visual attractiveness, decorative style, brand and visitor experience.
- Create a sense of arrival and place.
- Assist in the promotion of events by conveying information about cultural, community, sporting, recreational or tourist events, festivals or major activities.
- Not include tactical messaging.

The design/concept of digital signage content must be approved by the Digital Content Board prior to production. Approval is dependent upon compliance with the standards set out in this document.

Artwork must comply with the following guidelines:

- Commercial signage is a decorative medium and not intended to be used for advertising products or individuals.
- The size of any corporate branding graphic is unrestricted when an event or activity name incorporates the sponsor's brand.
- Business designs must not include the promotion of third parties or sponsor's (including, but not limited to, logo placement).
- A maximum of 20 per cent of the total viewing area may be used for corporate logo placement.
- Obscene, offensive, obnoxious, derogatory or defamatory material is not permitted.
- Advertising or promoting political messages is not permitted.
- Event details must be highlighted, including event name, date and location.

All content supplied to ICC Sydney for use on digital signage must meet [NSW Advertising Codes and Regulations](#).

All road facing digital signage content must comply with the *Draft Transport Corridor Outdoor Advertising and Signage Guidelines Assessing Development Applications Under SEPP 64 (December 2015)*.

All costs relating to commercial signage design and production are to be met by the hirer.

Permitted use

Commercial signage can be used to promote:

- Events being staged at ICC Sydney.

Community signage can be used to promote:

- Community service messages
- Emergency messaging
- Health & safety
- Precinct events
- Precinct promotions
- Public transport information
- Wayfinding.

ICC SYDNEY EXTERNAL LED SCREEN BOOKINGS

If you would like to use ICC Sydney's external LED screens please contact ICC Sydney's Business Development, Event Planning or Audio Visual team to book display usage and select a suitable package.

Once the display signage content has been received, reviewed and approved by ICC Sydney, a representative will notify client and, where successful, finalise the package cost.

Please contact your [Business Development](#) representative to discuss opportunities. Digital signage content can be sent to ICC Sydney's [Digital Signage team](#).

