



GRAPHICS STUDIO

Product Guide

CREATIVE • PRINT • DIGITAL • EVENTS



BRINGING YOUR VISION TO LIFE

While our versatile spaces, award-winning catering and reputation for starting at above and beyond may grab the headlines, we're as equally proud of the integral role our in-house ICC Graphics Studio plays in sparking success for our clients.

It's the Graphics Studio's job to make you look your absolute best on the day. To make sure your brand looks the part in print, comes alive on screen and complements your event communications. It's a job we take very seriously, while having serious amounts of creative fun too. And with our unrivalled knowledge of the ICC we'll ensure your brand is seen by the masses without you having to spend masses.

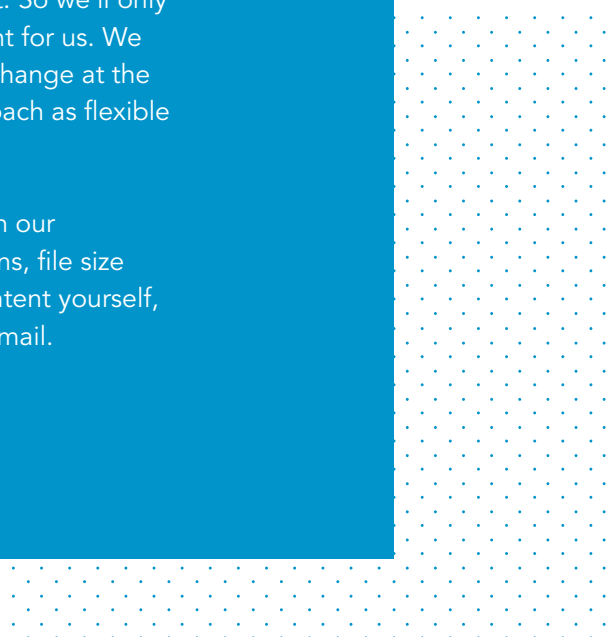


WHY USE OUR GRAPHICS STUDIO?

OUR APPROACH

While it's hardwired into our creative DNA to deliver the most inventive solution possible, we also understand the importance of being able to stick to a budget. So we'll only ever recommend what's right for you, not right for us. We also appreciate that requirements can often change at the last minute, which is why you'll find our approach as flexible as our branding solutions.

As ever, collaboration has a key part to play in our approach. So if you have any artwork questions, file size headaches or are struggling to create the content yourself, just pick up the phone or drop our team an email.





WE KNOW THE ICC INSIDE AND OUT

Our team is based in-house at the ICC, which means we know everything about the venue. The best viewing angles, the way light changes throughout the day, the way people move through the Mall. Absolutely everything. So you can be confident you're not only dealing with creative experts, but venue specialists too.



SWITCHED-ON AND JOINED-UP

We believe events have the power to connect people and ideas in a uniquely collaborative way. So naturally, we work in the same manner. Our Graphics Studio and Event Managers are true partners, working closely together from start to finish to deliver what's required, when it's required. No exceptions, no excuses.



ANYTHING BUT STANDARD

Large-scale banners, dynamic media walls, bespoke blade screens. Whatever print and digital solutions you require for your event, we have the experience and expertise to bring them vibrantly to life in a way that will engage and entertain in equal measure.



CHANGE IS A GOOD THING

We've never been ones for standing still. Or taking the easy option. For over 27 years our in-house teams have been among the first in the industry to embrace every new print process, digital innovation and communication channel. After all, it's what keeps things interesting.



WHAT WE CAN OFFER

Over the rest of this Guide, you'll find all of our products and options, covering both print and digital solutions. Please have a look through and see what you feel will support your objectives and budget. We will be happy to work with you, putting our venue knowledge into play to create a bespoke package for your event, one that enhances your event's coverage and impact and ensures you get the most from the venue.

EXTERNAL BRANDING

SECTION 1



SECTION 1

EXTERNAL BRANDING



EXTERNAL WRAPAROUND

Greet your visitors in style with these four banners located above the main Centenary Square entrance.

Consists of four wraparound banners

2970mmW x 1220mmH / 7600mmW x 1220mmH
7600mmW x 1220mmH / 2970mmW x 1220mmH

Production: £714
Dry hire only: £497



EXTERNAL DOOR GRAPHICS

Make your unmissable event unmissable with temporary door vinyl graphics. These can be applied to the inside and outside of the glass doors at both main entrances.

Centenary Square doors: 975mmW x 2180mmH: £84 (per pane)
Centenary Square door strips: 975mmW x 300mmH: £29 (per pane)
Brindleyplace doors: 915mmW x 2100mmH: £84 (per pane)
Brindleyplace door strips: 910mmW x 300mmH: £29 (per pane)

SECTION 1

EXTERNAL BRANDING



EXTERNAL A-FRAME SWINGMASTER

Ideal for directing visitors to your event, our A-frames can be fully branded and situated either indoors or outdoors.

A1 594mmW x 841mmH

Single-sided: £72
Double-sided: £95



ARENA CAR PARK BANNERS

Provide a warm welcome to your visitors before they even arrive with branded banners at the Arena Birmingham car park.

Vincent Street location: 8000mmW x 2180mmH: £200
Level 14 South Car Park: 2500mmW x 1500mmH: £171



MALL BRANDING

SECTION 2

SECTION 2

MALL BRANDING



MALL BANNERS

Take full advantage of 11 sites throughout the Mall and showcase your brand to both your visitors and the general public. We especially recommend the two sites opposite Registration.

Two single-sided banners per site:
1200mmW x 8000mmH

Production: £733
Dry hire only: £282



GLASS BALCONY GRAPHICS

Whether using it to direct visitors or showcase your brand, be sure to take full advantage of the glass balconies around the building to promote your event.

Various sizes available: POA

SECTION 2

MALL BRANDING



FLOOR GRAPHICS

An ever-popular way of guiding visitors to your event, our in-house team can create a bespoke design in any shape or size you require.

Various sizes available: £110 per sqm



SQUARE 7M MALL BANNER

Eye-catching and prominent in equal measure, this double-sided banner is suspended in the main area of the Mall.

7000mmW x 7000mmH

Production: £5031
Dry hire only: £2850

REGISTRATION BRANDING

SECTION 3



SECTION 3

REGISTRATION BRANDING



REGISTRATION DESK HEADERS

Positioned for optimal legibility from afar, our registration desk headers clearly highlight what your desk provides.

Each individual header:
1545mmW x 400mmH

Production: £61 (per desk)
Dry hire only: £40 (per desk)



REGISTRATION DESK FRONTS

Create further stand out for your registration desk with a branded front.

Each desk comprises of two signs that make the front branding
995mmW x 280mmH
990mmW x 660mmH

Production: £84 (per desk)

SECTION 3

REGISTRATION BRANDING



REGISTRATION STAIR RISERS

An ever-popular way of conveying multiple messages in an engaging way. Up to 20 steps from the main Mall to registration can be used for your brand messaging.

Up to 20 steps available:
1700mmW x 130mmH

Production: £40 (per step)



REGISTRATION WELCOME BANNER

These welcome banners create a strong first impression and are situated to the left-hand side of the main escalators leading to registration.

Two sites available:
2500mmW x 3000mmH

Production: £287 (per site)



DIRECTIONAL BRANDING

SECTION 4

SECTION 4

DIRECTIONAL BRANDING



M-STANDS

These trusted favourites are our standard choice for helping you make sure your visitors get from A to B without visiting the rest of the alphabet.

Available as single or double-sided:
500mmW x 700mmH

Production: £43 (single)
or: £54 (double)
Dry hire only: £24



LARGE M-STANDS

If you're looking to combine directions with other brand messaging we recommend taking advantage of our larger M-stands.

Available as single or double-sided:
700mmW x 1000mmH

Production: £66 (single)
or: £77 (double)
Dry hire only: £24

SECTION 4

DIRECTIONAL BRANDING



FREESTANDING FRAMES

Available in a wide variety of sizes, our freestanding framed prints are ideal for any occasion. Got a specific size in mind? Just let us know and we'll put our team to work.

Pressboard backdrop: 3600mmW x 2200mmH: £481

Curved Frame: 840mmW x 1915mmH: £145

Table Plan: 1220mmW x 900mmH: £111



PILLAR WRAP BANNERS

With a host of pillars available on site, these attention-grabbing banners are a popular alternative to M-stands.

Two pillar options

3000mmW x 1900mmH: £177

1730mmW x 2000mmH: £108

STAGE BRANDING

SECTION 5



SECTION 5

STAGE BRANDING



STAGE BANNERS

Help your stage give a leading performance of its very own with our striking hanging banners. For bespoke dimensions please get in touch.

Available in multiple halls

Hall 1: 1000mmW x 5000mmH: £145

Hall 4: 1000mmW x 4000mmH: £115

Hall 5: 1000mmW x 4000mmH: £115



STAGE SIGNS

Take centre stage by branding the front face of your lectern or top table.

Lectern sign (small): 395mmW x 395mmH: £22

Lectern sign (large): 395mmW x 1045mmH: £55

Top table graphic: 1380mmW x 585mmH: £114

SECTION 5

STAGE BRANDING



STAGE SET PRODUCTION GRAPHICS

Odd shapes, small sizes, big ideas. Our Graphics team will work with your Production Manager to help bring all your stage graphics to vibrant life, and they're always up for a challenge.

Price on application.



DIRECTIONAL BANNERS

In addition to M-stands and pillar wrap banners, we can arrange large impactful banners to help direct your attendees around the ICC. Available on select routes around the building.

From Hall 1 to Registration: 4000mmW x 1000mmH: £123

From Registration to Hall 1: 5000mmW x 900mmH: £141

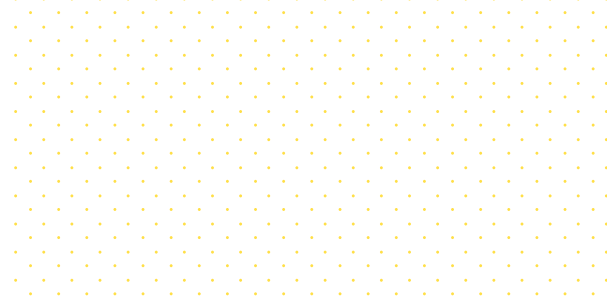
Hall 5 to Hall 8 bridgelink: 1220mmW x 1800mmH: £68

Hall 1 foyer to Halls 9-11: 4000mmW x 500mmH: £62



DIGITAL SIGNAGE

SECTION 6



In our always-on world, it's hardly surprising many of our clients exclusively use digital signage to support their event. And with good reason. It's proven to increase engagement over traditional static posters. It's easily customisable and changeable, allowing you to cost-effectively change your messaging at the press of a button. Video can be played, live feeds streamed and social media updates displayed only seconds after being sent. So while our team will always have a soft spot for the power of print, you can be sure they're as equally passionate about pixels.



DIGITAL SIGNAGE



EASY TO UPDATE MESSAGING

Turn your warm welcome into a fond farewell and keep your visitors up to date with any last-minute changes.

WHY USE DIGITAL?



NEVER A DULL MOMENT

Swap static imagery for dynamic content such as brand videos, live news feeds and even the occasional burst of sound.



WORKS IN REAL-TIME

Share every Tweet, Facebook update and Instagram shot as they get posted to drive conversation throughout the day.



BOOST YOUR ENGAGEMENT

Research shows that digital signage is more likely to grab the attention of your visitors, helping you get your message heard and brand seen.



ENVIRONMENTALLY FRIENDLY

No paper and print means less waste.



MALL MEDIA CANOPY

HIGH EXPECTATIONS

Sure it may be a little cliché, but first impressions really do count. It's why we've ensured the first digital branding visitors arriving from Centenary Square will see makes an instant impact. Not to mention an unmissable one. Positioned along the cloakroom canopy, the LED video display is ideal for directing your audience upon arrival and setting a dynamic tone from the off.

WHAT CAN I USE IT FOR?

- Welcoming your visitors
- Directing delegates to our cloakroom
- Promoting your event
- Playing a corporate video
- Rotating key brand messages

SPECIFICATIONS

Screen size: 6000 x 750mm

Resolution: 1536 x 192 pixels

Ratio: 8:1

Images: TIFF or JPEG - 300DPI

Video: WMV or MP4, Medium Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Singular static 1536px x 192px TIFF/JPEG file to be displayed exclusively
2. Multiple static/dynamic 1536px x 192 px TIFF/JPEG/WMV/MP4 files to be displayed on rotation exclusively
3. Full screen exclusivity, including multiple media plus as many schedule changes as required



CENTENARY SQUARES

LASTING IMPRESSION

Our team is proud to provide you with engaging digital solutions from start to finish. And we really do mean finish. Upon bidding farewell to your event your visitors will walk beneath two suspended LED displays through the Centenary Square doors. Overlooking the entire Mall, these displays provide a final chance to thank your visitors for coming, post highlights from the day and have them counting down the days until your next event.

WHAT CAN I USE IT FOR?

- Posting farewell messages and event highlights
- Directing visitors out of your event
- Playing a corporate video
- Rotating key brand messages
- Thanking your sponsors

SPECIFICATIONS (PER SCREEN)

Screen size: 2500 x 2500mm

Resolution: 400 x 400 pixels

Ratio: 1:1

Images: TIFF or JPEG - 300DPI

Video: WMV or MP4, Medium Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Singular static 400px x 400px TIFF/JPEG file to be displayed exclusively
2. Multiple static/dynamic 400px x 400px TIFF/JPEG/WMV/MP4 files to be displayed on rotation exclusively
3. Full screen exclusivity, including multiple media plus as many schedule changes as required



MALL EXPERIENTIAL SCREEN

SUPERSIZED STAND OUT

While we'd never claim bigger is always better, it's certainly harder to ignore. As is the case with our two Apexed LED video displays. This impressive 32ft-long blank digital canvas is positioned directly opposite the registration escalators and provides an unrivalled opportunity to get your brand seen by both your visitors and the thousands passing through the Mall on a daily basis.

WHAT CAN I USE IT FOR?

- Welcoming visitors to your event
- Playing a corporate video
- Rotating key brand messages
- Displaying event details
- Showcasing your sponsors

SPECIFICATIONS (PER SCREEN)

Screen size: 4800 x 1920mm

Resolution: 1600 x 640 pixels

Ratio: 5:2

Images: TIFF or JPEG - 300DPI

Video: WMV or MP4, Medium Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Singular static 1600px x 640px TIFF/JPEG file to be displayed exclusively
2. Multiple static/dynamic 1600px x 640px TIFF/JPEG/WMV/MP4 files to be displayed on rotation exclusively
3. Full screen exclusivity, including multiple media plus as many schedule changes as required



ALL PRICES POA

MALL TOTEM

RAISING THE STANDARD

Immediately visible from both ends of The Mall, our digital totem provides outstanding stand out in every sense. Made up of back-to-back 6.5ft x 2 LED digital displays, the totem's versatility is as impressive as its prominence. Videos can be played, brand messages rotated, directions provided. The choice, as ever, is entirely yours.

WHAT CAN I USE IT FOR?

- Promoting your event
- Playing a corporate video
- Rotating key brand messages
- Welcoming your visitors
- Showcasing your sponsors

SPECIFICATIONS (PER SIDE)

Screen size: 2000 x 2000mm

Resolution: 640 x 640 pixels

Ratio: 1:1

Images: TIFF or JPEG - 300DPI

Video: WMV or MP4, Medium Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Singular static 640 x 640px TIFF/JPEG file to be displayed exclusively
2. Multiple static/dynamic 640px x 640px TIFF/JPEG/WMV/MP4 files to be displayed on rotation exclusively
3. Full screen exclusivity, including multiple media plus as many schedule changes as required

SECTION 6

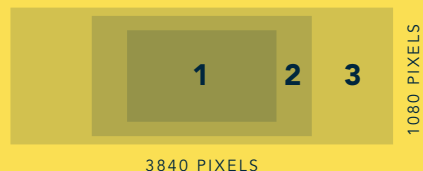
DIGITAL SIGNAGE



OPTION 1: within package per day

OPTION 2: £372 per day

OPTION 3: £743 per day



REGISTRATION MEDIA WALL

HEADLINE ATTRACTION

While there are many opportunities across the whole venue for branding and event support, few have as much impact as our giant media wall. This dynamic screen is made up of 18 different 55" Samsung Full HD screens, which have been configured in three rows of six to create a 32:9 aspect ratio.

WHAT CAN I USE IT FOR?

- Welcoming your visitors
- Playing a corporate video with audio
- Displaying a live feed
- Posting social media updates
- Promoting your event
- Rotating key brand messages
- Showcasing your sponsors

SPECIFICATIONS

Screen size: 7260 x 2040mm

Resolution: 3840 x 1080 pixels

Ratio: 32:9

Images: TIFF or JPEG - 300DPI

Video: WMV or MP4, Medium Bitrate

DISPLAY OPTIONS AVAILABLE:

Option 1 – Single static 1920x1080px graphic or image in window equivalent to approx. 35% of display, centred, with ICC content window of equal size each side.

Option 2 – Multiple still or moving 1920x1080px images or graphics in window equivalent to approx. 50% of display, centred, with ICC content window each side.

Option 3 – 3840x1080px Full screen exclusivity. Inclusive of up to 4x PiP(Picture in Picture) windows, scheduling of static & dynamic content, feeds & audio.



FOYER SCREENS

SWITCHED-ON THINKING

Positioned at hall entrance doors, our complimentary landscape-style 42" Plasma TV screens are ideal for displaying welcome messages and key seminar details. They also provide a perfect client or sponsor promotion opportunity, helping you to generate further revenue from your event.

WHAT CAN I USE IT FOR?

- Welcoming your visitors
- Displaying session names
- Promoting your event
- Showcasing your sponsors

SPECIFICATIONS

Screen size: 930 x 520mm

Resolution: 1920 x 1080 pixels

Ratio: 16:9

Images: TIFF or JPEG - 300DPI

Video: WMV or MP4, Medium Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Content delivered by you. 1 singular static 1920px x 1080px TIFF/JPEG file to be displayed for the duration of your event – free of charge
2. Content delivered by you. Multiple static/dynamic 1920px x 1080px TIFF/JPEG/WMV/MP4 files to be displayed for the duration of your event. Inclusive of scheduling up to 3 slides - £39.00 per hall

**ADDITIONAL SCHEDULE CHANGES
CHARGED AT £9.00.**



BLADE SCREENS

STANDING TALL, NOT STILL

Able to display both static and dynamic content, our eye-catching blade screens have long been a favourite with organisers thanks to their ability to be easily repositioned. These portrait-style 55" Ultra-High-Definition screens are generally located outside all halls and around the venue, however can be positioned wherever works best for you. We currently have a total of 19 screens available, which are hired on a first come, first served basis.

WHAT CAN I USE IT FOR?

- Directing visitors to their session
- Displaying a daily overview of your session
- Displaying a table plan for a banquet
- Playing a corporate video with audio
- Promoting your event

SPECIFICATIONS

Screen size: 680 x 1200mm

Resolution: 2160 x 3840 pixels

Ratio: 9:16

Images: JPEG or PNG – 300-600DPI

Video: MP4, High Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Content delivered by you. 1 singular static 2160px x 3840px JPEG/PNG file to be displayed for the duration of your event - £74.00 per screen
2. Content delivered by you. Multiple static/dynamic 2160px x 3840px JPEG/PNG/MP4 files to be displayed for the duration of your event. Inclusive of set loop timings for static images - £95.00 per screen

Additional schedule changes charged at £25.00 for first change, and £20.00 for any changes thereafter.

DIGITAL SIGNAGE



MONOLITH SCREENS

PIXEL PERFECT

Located near the Brindleyplace entrance, our 60ft Ultra-High-Definition monolith screens are clearly visible to the 80,000+ visitors passing through The Mall every week. Two sites are available on a first come, first served basis.

WHAT CAN I USE IT FOR?

- Directing visitors to their session
- Displaying a daily overview of your session
- Promoting your event
- Playing a corporate video
- Rotating key brand messages

SPECIFICATIONS

Screen size: 690 x 1220mm

Resolution: 1080 x 1920 pixels

Ratio: 9:16

Images: TIFF or JPEG – 300DPI

Video: WMV or MP4, High Bitrate

DISPLAY OPTIONS AVAILABLE:

1. Content delivered by you. 1 singular static 1080px x 1920px TIFF/JPEG file to be displayed for the duration of your event - £74.00 per screen
2. Content delivered by you. Multiple static/dynamic 1080px x 1920px TIFF/JPEG/MP4 files to be displayed for the duration of your event. Inclusive of scheduling up to 3 slides - £95.00 per screen

ARTWORK GUIDELINES & IMPORTANT INFORMATION

SECTION 7



ARTWORK & GUIDELINES

We're not big on rules at the ICC. After all, with freedom comes greater creativity. However, when it comes to artwork there's a few simple things we recommend to help speed along the process and get a first-class result at the first time of asking. Common sense really.

WHAT WE REQUIRE

To ensure your branding looks spot on we'll require the artwork files (PDF, TIFF, EPS etc.) plus any related files, images and fonts. Colour and Pantone references are always handy too. All original artwork should also be designed using CMYK colour settings. No references available? No problem, we'll automatically print the closest match possible. However, please note we'll not be held responsible for unpredictable results, as colour matches cannot be guaranteed. Unfortunately we're unable to match metallic Pantones.

If you're providing artwork that needs to be printed and profile cut, we'll need you to provide a vector outline. If you don't provide the vector outline there will be a charge of £52 per hour for artwork time for us to create it.

OUR PRINT SOFTWARE

We use the following software packages to create your artwork: **Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC** and **Roland Versaworks**.

HOW TO SUPPLY FILES

We can accept files of up to 20mb by email. If you need to send us a larger file, we suggest using file-sharing websites such as **wetransfer.com** and **hightail.com**. You can also supply your artwork on CD, DVD or flash drive.

WHEN WE'LL NEED IT

We're a flexible bunch and understand branding ideas often change at the very last minute. However, to help us deliver the best results, please adhere to the following timings:

For print:

Allow **seven** working days prior to your event.

For digital:

Allow **three** working days prior to your event. Supplying print for dry hire only - allow **five** working days prior to your event. If artwork is not supplied to the above timings, a late fee of 30% will be applied.

A FEW HANDY NOTES ON FILE SAVING

In general, whenever possible please provide your artwork in high resolution PDF format with fonts outlined before saving.

ANY QUESTIONS?

Just give our Senior Co-ordinator Clark Bishop a quick call on; **0121 644 5149**



ADOBE INDESIGN

Files must be packaged so all the related files and fonts are included. Please try not to supply EPSs from InDesign, as we prefer High Quality PDFs exported **without** image downsampling and compression, with all fonts outlined.



ADOBE ILLUSTRATOR

Please include all fonts, or convert text to outlines. Embed all placed images, or provide separately for us to embed our end. Please also ensure there's no overprint present in your Illustrator artwork.



ADOBE PHOTOSHOP

For best results, save files in EPS or TIF format at 300dpi at a quarter of the finished size (dpi should be higher for very close viewing, or if the artwork contains text). High resolution JPGs are also acceptable, however if this creates a file size of over 500mb please call us for advice.

SECTION 7

ARTWORK & GUIDELINES

GRAPHIC DESIGN SERVICE

Our team can develop and create content for digital signage content, however will require a brief at least 15 working days prior to your event. If you're hosting a banquet or gala dinner, we can also design table plans with your branding to display on our ever-popular blade screens.

In all cases, we'll first evaluate your request before sending you a quote. This will be based on a service rate of £52 per hour (minimum charge) If we're unable to provide the service in-house, we'll look to outsource to one of our trusted partners.

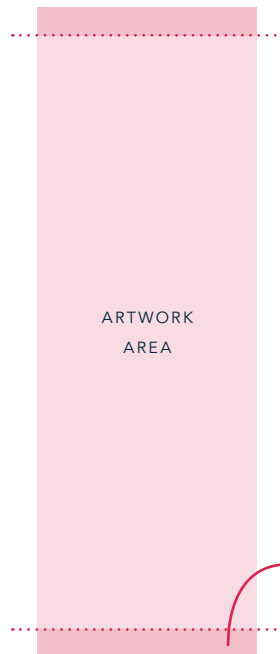
Please note that all costs in this guide are exclude VAT.

ANY QUESTIONS?

Just give our Graphics team a call on;
0121 644 5149

FINISHING GUIDELINES

POCKET FINISHING



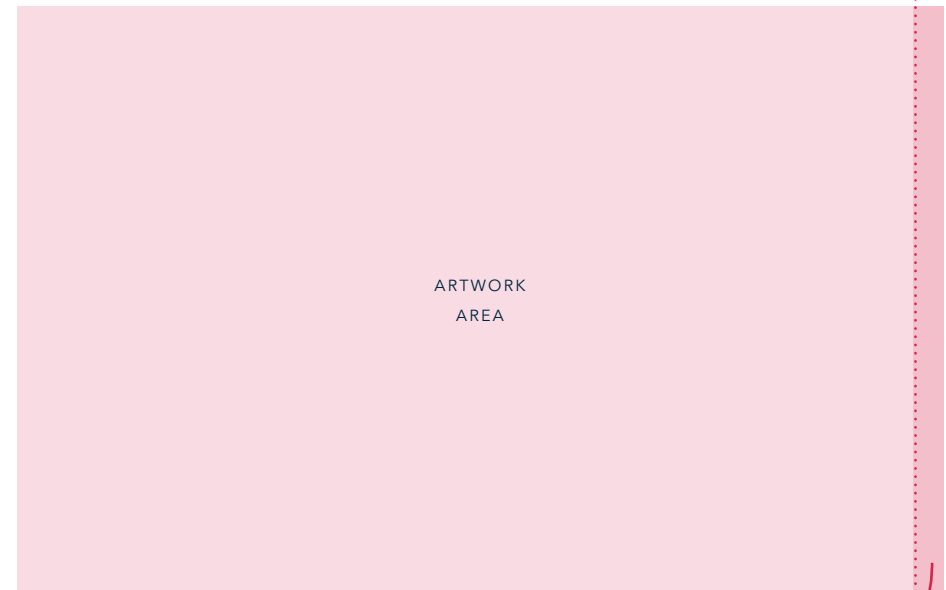
EXAMPLE
1000mm x 3000mm
banner with 100mm
pockets to top and
bottom edges

EXCLUSION ZONE =
POCKET DEPTH

ie - ALLOW 100mm
FROM EACH POCKET
EDGE (VISUAL
AREA) TO ENSURE
CLEARANCE OF
POCKET
AND WELD

EXCLUSION ZONE

PILLAR WRAP FINISHING



EXAMPLE
3000mm x 1900mm banner

EXCLUSION ZONE - 100mmW

EYELET FINISHING



EXCLUSION ZONE

EXAMPLE
3000mm x 1000mm banner
with hem and eyelets to all edges

ALLOW 50mm TO ALL EDGES TO ENSURE
CLEARANCE OF HEM AND EYELETS



GET IN TOUCH

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