



# Digital Media *Proposal*



MELBOURNE  
ROYAL





# Our Investment *Into World Class*

**Melbourne Royal has recently invested into a series of high-impact and immersive digital, media and technology initiatives.**

This transformational investment, combined with its high-value events program, provides an exceptional opportunity to partner with leading brands into the future.





# Internal Assets

GRAND PAVILION DISPLAY | 14m x 1.9m





# Internal Assets

DIGITAL LED KIOSKS | 1m x 1.6m, Double Sided





# Enhance Your *Event*

## Increase Revenue

- Sell advertising packages to exhibitors and sponsors
- Build into sponsorship packages
- Deliver event signage to sponsors in a cost-effective and innovative way

## Wayfinding

- Event map information
- Parking information
- Safety information
- Promote exhibitors, wayfinding or event stalls

## Patron Engagement

- Run competitions
- Provide event updates or schedule of events
- Dynamic content allows for live event updates

## Innovation

- Reduce the need for physical printed signage
- Adapt messaging throughout the day, and by the hour if needed
- Utilise dynamic content for brands (e.g. brands can now run multiple messages whereas fixed signage only allows one message)
- Multi-package sales approach



# Internal Screens *Media Packages*

## LEVEL 1 - 25%

Per day:

25% share of screentime across all internal assets.

120 minutes per asset.  
240x 30sec slots per asset.

Fee: \$1,100 inc GST

## LEVEL 2 - 50%

Per day:

50% share of screentime across all internal assets.

240 minutes per asset.  
480x 30sec slots per asset.

Fee: \$1,650 inc GST

## LEVEL 3 - 75%

Per day:

75% share of screentime across all internal assets.

360 minutes per asset.  
720x 30sec slots per asset.

Fee: \$2,200 inc GST

## LEVEL 4 - 100%

Per day:

100% share of screentime across all internal assets.

480 minutes per asset.  
960x 30sec slots per asset.

Fee: \$2,750 inc GST



# Epsom Road Digital Billboards

Operating 6am-11pm daily, 20,000 passing cars per day (source: VicRoads)



**EAST** – 5.1m x 7.7m, Facing Epsom Road



**NORTH** – 14m x 1.9m, Facing Epsom Road



# Epsom Road Billboards *Media Packages*

## MONTHLY ADVERTISER PACKAGE

10% share of screentime on both external billboards, per day.

102 minutes per asset, per day.  
408x 15sec slots per asset, per day.

One month

Fee: \$5,500 inc GST per month

## QUARTERLY ADVERTISER PACKAGE

10% share of screentime on both external billboards, per day.

102 minutes per asset, per day.  
408x 15sec slots per asset, per day.

Three months

Fee: \$13,200 inc GST



# Melbourne Showgrounds *Digital Signage Map*





# Content Specifications

DISPLAY	FRAME SET	SCREEN NAME	SCREEN SIZE (M)	SCREEN RESOLUTION (PX) WxH	LOCATION	CONTENT TYPE
Grand Pavilion Display	Front	MR-GPD1	14m W x 1.9m H	1408 x 192	Grand Pavilion	Dynamic (30s) or Static
Kiosk 1	Front	MR-K1a	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
	Back	MR-K1b	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
Kiosk 2	Front	MR-K2a	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
	Back	MR-K2b	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
Kiosk 3	Front	MR-K3a	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
	Back	MR-K3b	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
Kiosk 4	Front	MR-K4a	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
	Back	MR-K4b	1m W x 1.6m H	1080 x 1920	Epsom Road Entry	Dynamic (30s) or Static
Epsom Road North Facing	Front	MR-ER1	14m W x 1.9m H	1408 x 192	External – Epsom Road	Static (15s)
Epsom Road East Facing	Front	MR-ER2	5.1m W x 7.7m H	513 x 768	External – Epsom Road	Static (15s)

- Content creation responsibility of hirer / brand
- A minimum of 30 seconds is required per piece of video content
- All content must be provided 7 business days prior to event



# Frequently Asked Questions

## **If my event runs across a full day, or multiple days, can I show different messages at different times?**

Yes, the kiosk display units can all be programmed to any preferred schedule supplied. All content will be scheduled in 30 second rotations e.g. JPEGs will be held for 30 seconds and MP4 content will rotate after 30 seconds.

## **What type of files can I use?**

All technology inside the venue can display video (MP4) and image (JPEG/PNG) content. Please ensure that the formatting matches the detail in the content specifications.

## **When does the content need to be delivered?**

All content must be delivered in the correct content specifications no later than 7 business days prior to the event to allow for testing and programming. Delivery cannot be guaranteed after this deadline.

## **Do I have to use the digital assets for my event?**

No, however, should you choose not to purchase a digital package for your event, advertising may be used by other (non-competing) brands wanting to promote across Melbourne Showgrounds throughout the year.

## **Am I allowed to on-sell to my exhibitors/sponsors?**

Yes, this is a fantastic opportunity for you to provide sponsors additional exposure during your event.

## **Can I purchase a portion of the inventory for my event?**

Yes, however the remaining inventory may be used for other advertising which will be non-competing to your event and/or sponsors.

## **Can someone help create our content?**

Yes, details of content creation companies can be provided on request.



# Next Steps *for digital signage at your event*

For more information or to take up this great opportunity, get in touch with your account manager or event planner today!

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You can read the terms and conditions [here](#).

