

Event advertising, promotion and signage

13.1 Advertising

Centre Name

Whenever promoting an event at Claudelands, one of the following titles must be used:

- Claudelands Conference and Exhibition Centre
- Claudelands
- Claudelands Events Centre
- Claudelands Arena
- Claudelands Oval

Guidelines regarding the use of the correct name are available below:

Title	When applied
Claudelands Conference and Exhibition Centre	For conferences, meetings, functions and plenary held in any of the following spaces: <ul style="list-style-type: none"> ▪ Heaphy, Rooms 1/2/ 3 ▪ Brooklyn, 1/2/3 ▪ Network Lounge ▪ Oakley Lounge ▪ Boardroom ▪ Arena Lounge ▪ Executive Lounge ▪ Heaphy Pre-function ▪ Auditorium (term for arena for plenary sessions) ▪ Exhibition Halls (only where a conference has an associated exhibition)
Claudelands	Can be used when majority of the venue is being utilised for your event. For example, the indoor and outdoor exhibition spaces, the conference rooms and the Claudelands Arena.
Claudelands Events Centre	Can be used by exception, when majority of the venue is being utilised for your event and only when none of the other terms are suitable. Please do not use the term Claudelands Event Centre (i.e. it should be "events")
Claudelands Arena	For all events in the arena, excluding conference plenary sessions. Also applies when your event is in the following spaces: <ul style="list-style-type: none"> ▪ Arena Concourse ▪ Arena Lounge ▪ Executive Lounge
Claudelands Oval	Use for outdoor events or festivals on the Claudelands Oval. The term, Claudelands Green may also be used by exception.

Event Advertising and Promotional Material

Printed advertising, promotion or publicity for an event must include the Claudelands name as specified above. Claudelands must sight and approve all collateral where the venue name is mentioned. The hirer may be required to reproduce the collateral at their own cost where the incorrect name or incorrect use of the Claudelands logo has been published. Claudelands require one copy of any relevant printed promotional material.

If you are unsure of which centre name applies to your event please contact your Claudelands Event Manager. Brand and naming guidelines specific to your event can be provided on request. Claudelands maps, venue plans and information for delegates and exhibitors are available for download on the [Claudelands website](#).

Hamilton City District Plan

Hirer's should note the Hamilton City Council District Plan Rules relating to signage and advertising. No event signage is permitted on roundabouts, road barriers, road reserves or bridges etc. Any event signage on private property (fences etc.) must be removed 4 days following your event.

13.2 Marketing Opportunities

Claudlands Website Listing

The Claudlands website offers the opportunity to advertise your event on the calendar of events and coming events pages and, where applicable, on the landing page image banner space. Each website listing can include event information such as event name, title, times, parking, ticketing and any other relevant event information. Past events can be featured through photographs, videos and blogs.

Only events with high quality imagery can be listed as a coming event, alternatively they can be listed on the calendar of events.

To organise for your event website listing contact your Claudlands Event Manager who will provide you with a Claudlands Website Form and/or put you in touch with the Events and Marketing Coordinator. Visit the [Claudlands website](#) to view examples of the event listings.

Claudlands Marketing Support

For approved events, Claudlands can provide support for marketing and promotion of your event through a number of marketing mechanisms including:

- Websites and social media channels
- Online and newspaper event listings
- What's On Hamilton guide
- City billboard spaces (skin production additional)
- E-newsletters to our database
- Poster locations in city premises
- City News publication (distributed to 60,000 households city wide)
- Preferred rate arrangements with some local media

Your Claudlands Event Manager will introduce you to a member of the Business Development and Marketing team who will work with you, or your marketing and promotions team, to get behind your event and connect you to these in-kind opportunities.

Contact your Claudlands Event Manager for a copy of the Claudlands Marketing Kit, which includes detailed marketing opportunity information.

13.3 Sponsorship

As per [General Terms and Conditions of Venue Hire](#), all sponsorship arrangements, including sponsored product for food and beverage, require written approval from Claudlands. Contact your Claudlands Event Manager to discuss your requirements.

13.4 Internal Signage

Directional Signage

All internal directional signage for your event will be provided by the Claudelands Duty Manager. It may be a combination of digital signage and free standing A3 presentation stands. Send a copy of your logo to your Claudelands Event Manager if you would like your logo's included in the signage.

Free Standing Event Signage

Free standing event signage for promotional and sponsorship purposes must be kept within the concourse space adjacent to the hire area. Free standing signage for exhibition booths may only be displayed within the boundaries of an exhibition stand and must not obstruct any aisles or walkways. Depending on your event, other locations may be permitted via your Claudelands Event Manager.

Content should not include directional signage (arrows etc.) as this may conflict with the directional signage provided by Claudelands. All free standing signage requires approval at least one week before your event via your Claudelands Event Manager.

LCD Digital Signage

LCD digital signage provides comprehensive directional solutions which ensure that your event participants will never lose their bearings or miss a presentation. LCD screens for displaying digital signage are located throughout the conference and exhibition centre and in the upper and lower arena concourse areas. Signage can include graphics, text or images and can also be utilised for destination, news, weather, transport and other information.

To optimise digital signage display, the following guidelines apply:

- The 52" LCD screens are 16:9 (Widescreen) so it is best if the presentation layout is the same. PC Output is best set to 720p or higher
- The screens will accept 4:3 but the image will be cropped leaving a black border on either side of the presentation
- All images to be in Jpeg Format (high resolution if possible)

All digital signage requirements must be confirmed and provided to your Claudelands Event Manager at least three days prior to your event. Claudelands may display upcoming events or other venue information where the hirer does not utilise the LCD Digital signage for their own purposes.

Banners / suspended signage

All items for hanging indoors (banners, suspended signs etc) require approval by Claudelands. The following rules apply:

- All rigging must be done by Claudelands staff.
- Hanging location is subject to confirmation and will depend on location of hanging points available.
- Weight and size limitations may apply for non-standard banners.
- Signage can be suspended in the Auditorium from the in-built rigging system.
- Banners or other signage may not be hung from the glass conference concourse wall, or the blue tiled (feathered cloak) wall outside the Heaphy Room. All banner locations must be approved by your Claudelands Event Manager or Claudelands Duty Manager.
- Banners or other signage must not obscure, or come into contact with, exit signage, exit points, LCD Screens, air conditioning ducts or any other wall fixture.

13.5 External Signage

Banner Spaces

A number of high profile advertising spaces available on the external wall of the Auditorium. There are a range of packages available, please discuss your requirements with your Claudelands Event Manager. Specifications are detailed within the Claudelands Marketing Kit, a copy of which is available from your Claudelands Event Manager.

Arena Plaza Signage

The arena plaza has two signage spaces available. Bookings for these spaces are managed by Claudelands and specifications are detailed in the Claudelands Marketing Kit, a copy of which is available from your Claudelands Event Manager.

Car Parking Signage

Car park signage is managed by Claudelands, including the supply, installation and management of any required changes.

Entrance Signage

Directional signage and entrance signage is managed by your Claudelands Duty Manager.