



BANNER USE POLICY

June 2018

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DETAILS

Meat Market Manage seven banners on the street surrounding the main pavilions. These are located on:

- Blackwood Street x 2
- Corner of Blackwood and Courtney Streets x 3
- Courtney Street x 2

Use of these banners is subject to artwork being approved by Meat Market, as well as availability of the banners and is at the absolute discretion of Meat Market Venue Management. Artwork must promote the event/activity relevant to the booking.

For further information about the Banners or to apply for banner usage, please contact Meat Market's Presenter Services Coordinator; meatmarket@melbourne.vic.gov.au or 03 9329 9966.

APPLICATION PROCESS

When booking your event, please advise the Presenter Services Coordinator in writing that you would like to utilise the banners.

The costs for use of banners will then be added to your quote, and invoiced with other event charges. Hirers need to submit artwork for approval at least 1 month prior to your event booking. Should your banners be approved, delivery of banners is required 1 business day prior to your first day of venue access.

Meat Market's team will install your banners during your event bump-in, and remove them during your bump-out. You are then required to take the banners with you during your bump out, and any banners left behind at Meat Market will incur a disposal charge.

DESIGN GUIDELINES

Designs must be approved by Meat Market prior to production.

Banners artwork must promote the event or activity associated with the booking and not the brand.

To help make the design more effective, it is essential that:

- One bold striking image or graphic design is used and overall graphics are kept simple
- Font size should be large enough to ensure readability against a bright sky and legibility from a distance
- Colour selection is important to guarantee visibility against both the sky and city landscape. White, yellow and other pale colours are not recommended as they soil very easily (if this occurs, all costs associated with cleaning and repair work will be the responsibility of the client). Black grey and other extremely dark

backgrounds can blend into the general cityscape and will be approved at Meat Market's discretion

- The title of the event should be included and appear at the top of the artwork. If you would like to re-use these banners, it is recommended that other event information such as dates be omitted
- Extended text, montages, slogans and telephone numbers should be avoided as they are difficult to see from afar
- Websites and references to social media and other similar information used as a 'call to action' are allowed
- All costs relating to the design and production of banners are to be met by the hirer.
- Hirers using the banners who are the recipient of City of Melbourne funding or grants, or subsidised rates must include the City of Melbourne and Meat Market logos

Multiple designs will not incur extra installation costs as long as all banners and posters are installed simultaneously. A detailed installation spread sheet that includes images of the banners to be installed by location must be provided to Meat Market with the delivery of the banners.

DESIGN APPROVAL PROCESS

Designs must be submitted for approval a minimum of 1 month prior to the proposed installation date. Artwork can be submitted as a low-resolution PDF or jpeg file via email to meatmarket@melbourne.vic.gov.au.

Approval is required for all designs, even if banners have been used previously. Feedback on designs will be provided by Meat Market within five working days after receipt of submitted designs. Final approval must be granted by Meat Market before production can commence.

Banners and from previous years can be reused, however, must be clean and free of fading, rips or tears.

Meat Market reserves the right to reject any design that does not comply with the design guidelines or if the physical condition does not meet Meat Market's quality standards.

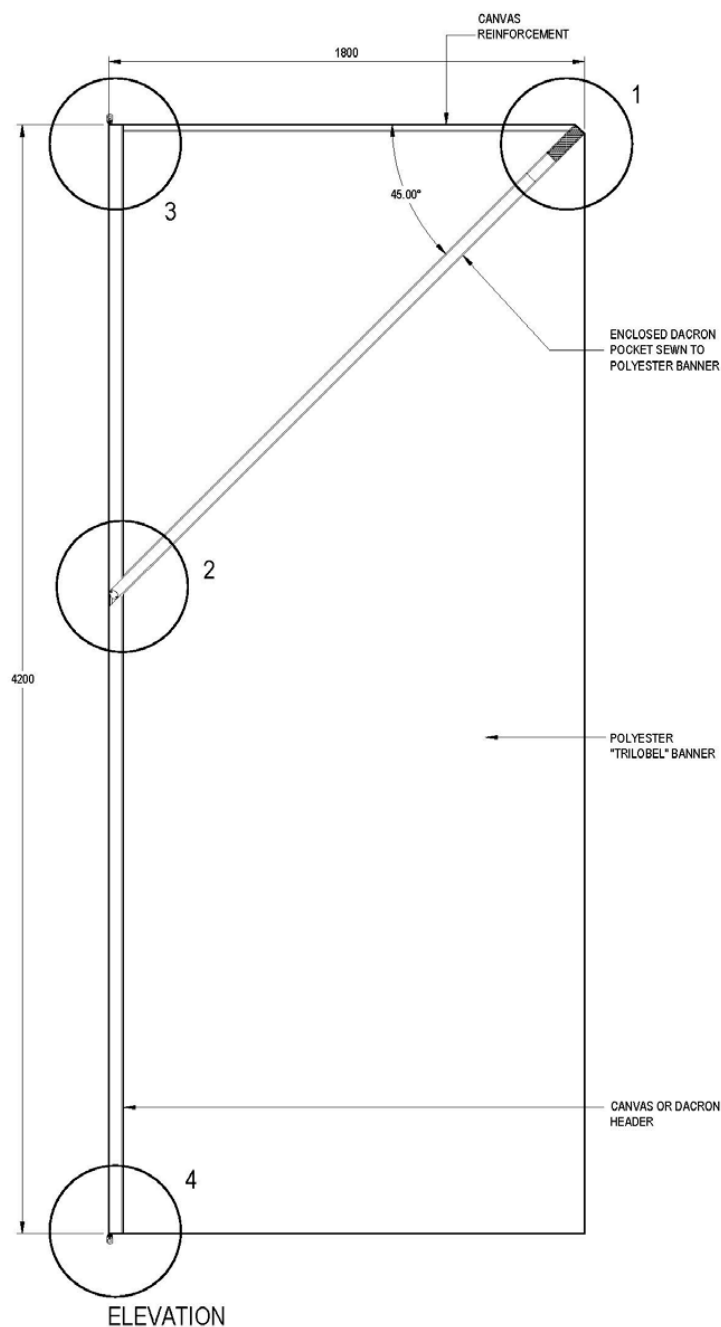
Should banners and posters be produced without the approval of Meat Market, the hirer will be responsible for all costs associated with re-designing and reproducing these to meet Meat Market's approval.

PRODUCTION GUIDELINES

Banners and posters not produced to the following specifications will not be installed.

Meat Market's banners are City Super Banners – examples are below. The dimensions are 4200 millimetres high by 1800 millimetres wide. They are manufactured from a trilobal and textured polyester, preferably with a gloss finish and must be hemmed on all edges. These banners are tied to poles using a stainless steel sister clip at the top and bottom of the banner. To further strengthen the banner a sail tape pocket to suit a fibreglass rod needs to be included diagonally across the banner from the half-way point. Polyester spine tape has to be put down the length attached to the pole.

Diagram B/1 –Super Banner example

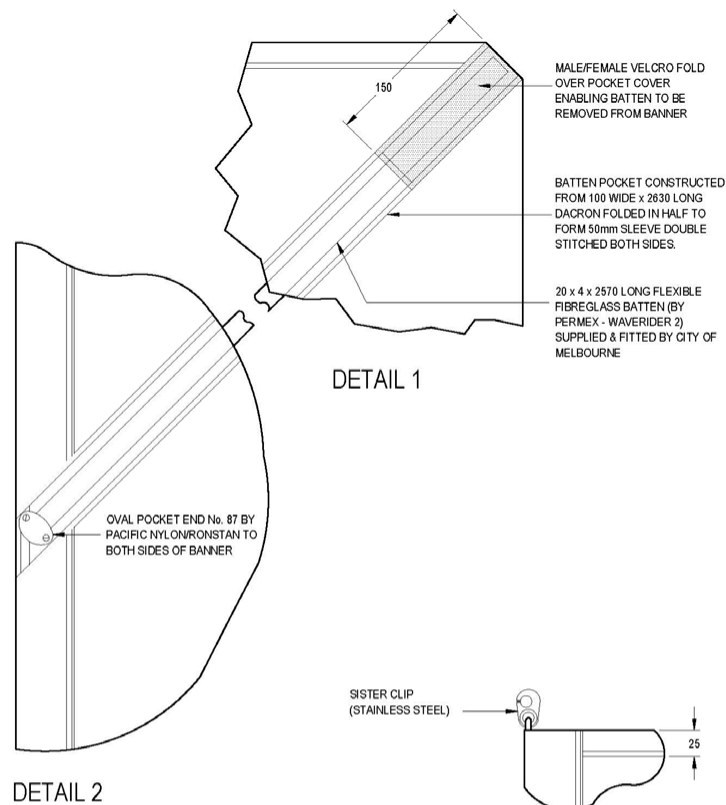


The diagrams below show a more detailed close up of the City Super Banners. There is a 150 millimeter male or female Velcro fold-over pocket cover that enables the batten to be removed from the banner. The batten pocket is constructed from Dacron which is 100 millimeters wide by 2630 millimeters long and folded in half to form a 50 millimeter sleeve which is double stitched on both sides. The Batten (Waverider 2 made by Permex) is made from long flexible fibreglass and measures 20 millimeters by 4 millimeters and is 2570 millimeters long. The batten is supplied and fitted by Meat Market.

At the base of the supporting strut, the technical specifications state: Oval pocket end Number 87 by Pacific nylon/ronstan to both sides of banner.

There are also two sister clips made of stainless steel at either end of the banner along the side that attach to the pole.

Diagram B/2 –Super Banner



PRODUCTION ADVICE

- The production cost of banners may vary and Meat Market encourages hirers to contact a range of manufacturers to obtain information and quotes to best suit their particular needs.
- The following companies have been employed to produce banners for Meat Market and City of Melbourne in the past.
 - **Selby's:** <http://www.selbys.net/>
 - **Corporate Flag and Banner Company:** <http://www.cfb.com.au/index.html>
 - **Evan Evans:** <https://www.evanevans.com.au/>
 - **Melbourne Visual Events:** <http://www.mve.com.au/solutions.html>
 - **Flagworld:** <http://www.flagworld.com.au/>
- All costs relating to the production of banners and posters are to be met by the hirer, and banners remain the property of the hirer.

BANNER COSTS

The fee for hire, installation and removal of Meat Market banners is \$500 inc GST for up to 7 banners. Banners remain in place for the duration of your Meat Market event hire.

All installation and dismantling will be conducted by Meat Market staff.

Cleaning of banners is not included in this cost.

These costs apply from 1 July 2018 – 30 June 2019. Meat Market reserves the right to amend banner prices at any stage without notification.

INSTALLATION AND REMOVAL

Hirers are required to deliver their banners to Meat Market one working day prior to the installation date.

At the end of the booking period banners must be collected. Hirers are responsible for collecting their banners from Meat Market during their event bump-out or a disposal charge will be incurred.

Meat Market will make every endeavour to install banners on the date confirmed to the hirer; however, installation can also be dependent on traffic, weather conditions, and other external factors.

Should construction or maintenance work be undertaken to the banner poles and render them unavailable, Meat Market will contact the hirer to shorten the length of duration if

possible. Meat Market will not refund costs should sites be rendered unavailable after installation.

Meat Market does not take responsibility for lost, stolen or damaged banners.

Please note banner or poster installation will not commence until artwork has been approved and payment made to City of Melbourne.

CANCELLATIONS

All cancellations of banner hire are subject to the conditions of cancellation set out in their relevant Venue Hire Contract.

CONTACT

For further information about the Banners or to apply for banner usage, please contact Meat Market's Presenter Services Coordinator on meatmarket@melbourne.vic.gov.au or 03 9329 9966.