

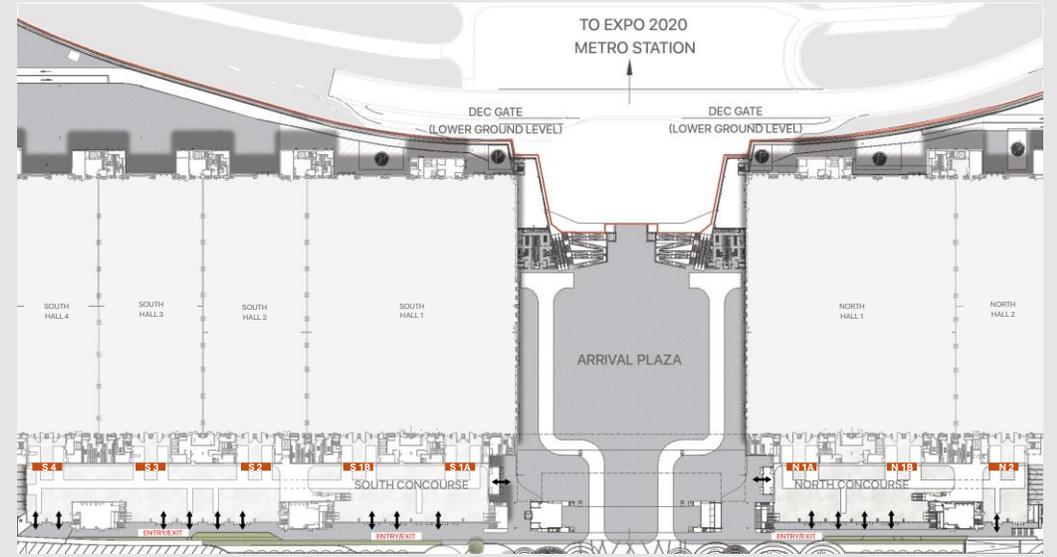


مركز دبي للمعارض  
DUBAI EXHIBITION CENTRE

# EVENT DIRECTIONAL SIGNAGE POLICY

2025 – 2026



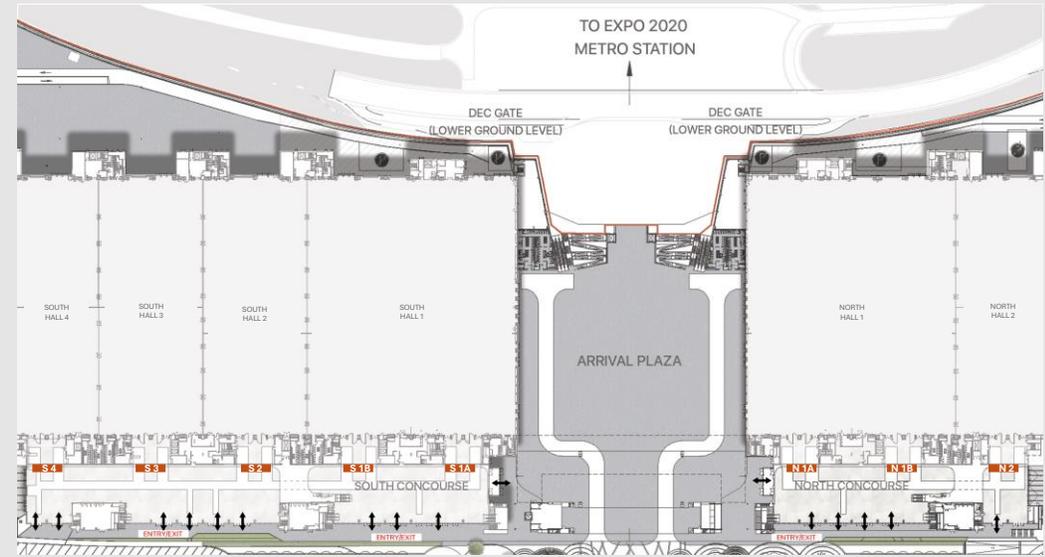


Location of HALL ENTRANCE VIDEO WALL

# HALL ENTRANCE VIDEO WALL

EVENT DIRECTIONAL SIGNAGE

LOCATION	North & South Concourses
QUANTITY	01 Slot per Hall
RESOLUTION	5,568px (W) x 384px (H)
DURATION	12 Seconds per Slot
FORMAT	JPEG / PNG / MP4

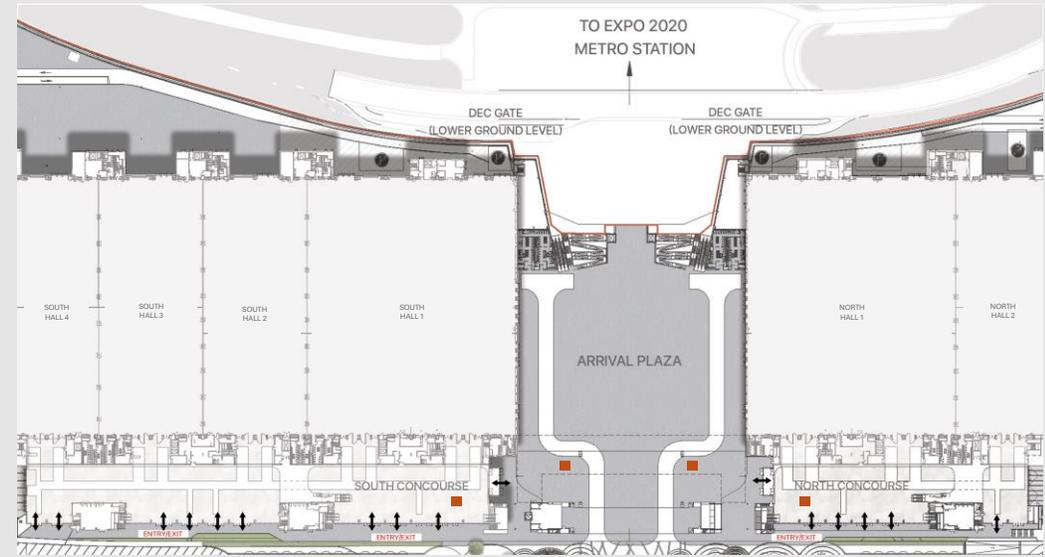


Location of **DIGITAL OVERHEAD SIGNAGE**

# DIGITAL OVERHEAD SIGNAGE

EVENT DIRECTIONAL SIGNAGE

LOCATION	Hall Foyer
QUANTITY	01 Slot per Hall
RESOLUTION	960px (W) x 240px (H)
DURATION	12 Seconds per Slot
FORMAT	JPEG / PNG / MP4

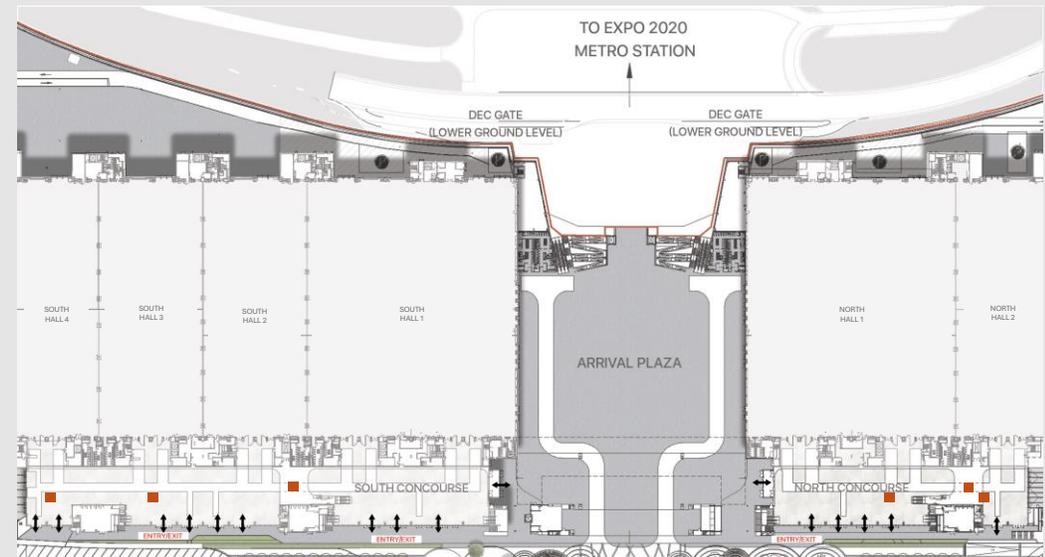


Location of **WHAT'S ON DIGITAL DISPLAY**

# WHAT'S ON DIGITAL DISPLAY

EVENT DIRECTIONAL SIGNAGE

<b>LOCATION</b>	North & South Concourses
<b>QUANTITY</b>	01 Slot per Screen
<b>RESOLUTION</b>	1,368px (W) x 768px (H)
<b>DURATION</b>	12 Seconds per Slot
<b>FORMAT</b>	JPEG / PNG / MP4



Location of **INFORMATION DIGITAL SIGNAGE**

# INFORMATION DIGITAL SIGNAGE

EVENT DIRECTIONAL SIGNAGE

LOCATION	North & South Concourses
QUANTITY	01 Slot per Screen
RESOLUTION	1,080px (W) x 1,920 (H)
DURATION	12 Seconds per Slot
FORMAT	JPEG / PNG / MP4

# GENERAL CONDITIONS

- i. **Availability:** All locations are on a first-come, first-served basis.
- ii. **Approval:** All artworks are subject to DEC approval.
- iii. **Deadline:** Final artworks must be submitted 21 days before build-up.
- iv. **Location Accuracy:** Map layouts are for reference only; final onsite locations may vary due to operational requirements.
- v. **Event Directional Signage:** Strictly 80% event branding and 20% sponsor branding. Anything above this ratio is subject to additional advertising charges.

For more details on the Event Directional Signage,  
kindly contact your Event Planner

