

Please complete this form and return **no later than 14 days prior** to the hiring period of the event.

EVENT / EXHIBITION SUMMARY

Event / exhibition name: **Audience interests/
age group:**

Event / exhibition date(s): **Marketing manager
contact name:**

Room location: **Phone number:**

Event contact: **Email:**

WEBSITE AND SOCIAL MEDIA REQUIREMENTS

To be listed on ICC Sydney's What's On page the Hiring Agreement must be signed and returned with Part A ticked. Specs must be supplied as JPEG, RGB colour mode, web resolution 72 dpi.

NAME	FILE SIZE (W x H, px)	Event image (mobile)	1200 x 628
Event tile	570 x 334	Social media assets	ICC Sydney can post up to four posts in lead up to your event, subject to calendar availability. Images and video must be high quality. Images and video must be high quality, approved, watermark free. Images without text perform better on social media. Suggested video length <1min.
Event banner	1920 x 529		

WEBSITE URL TO TICKETS/REGISTRATION OR EVENT INFORMATION

WEBSITE IMAGE REQUIREMENTS

Specs: Images must be supplied as JPEG, RGB colour mode, saved at web resolution 72 dpi, less than 200KB.

Web link to download website and social media assets (or as email attachment).

Suggested social media copy

To assist aligning with your key messaging, please provide social media copy or key messages that may be adapted.

**Please note: while ICC Sydney will do our best to use provided content, copy may be modified to best suit ICC Sydney social audiences and content schedule.*

PHOTOGRAPHY/VIDEOGRAPHY

Please tick if you would be happy to share a selection of photos for ICC Sydney's marketing purposes. If so, image credit required:

I give ICC Sydney permission to capture images/video during my event.

ADDITIONAL OPPORTUNITIES

Additional marketing opportunities are based on ICC Sydney's marketing plan and current activities. Please express your interest in the below for potential inclusion:

Monthly Upcoming Events newsletter (public/consumer-based audience)

Competition e.g. ticket giveaway

Internal and external digital and physical signage and advertising opportunities are also available. Please liaise with your event planner.

LEGACY PROGRAM

ICC Sydney's Legacy Program connects clients with a cross section of the New South Wales' community to deliver on the social and environmental sustainability goals of events. The program facilitate opportunities to engage with First Nations cultural programs, local creatives and innovators, and tracking of event water, energy and waste.

To find out more about ICC Sydney's Legacy program, please contact csr@iccsydney.com.

ICC SYDNEY CONTACT

For website and social media enquiries as well as additional advertising, marketing and PR opportunities please contact:
marketing@iccsydney.com

For approved ICC Sydney images and assets please access the [Media Library](#).