

# Branding Options

*The*  
**BREWERY** 

 **encore**



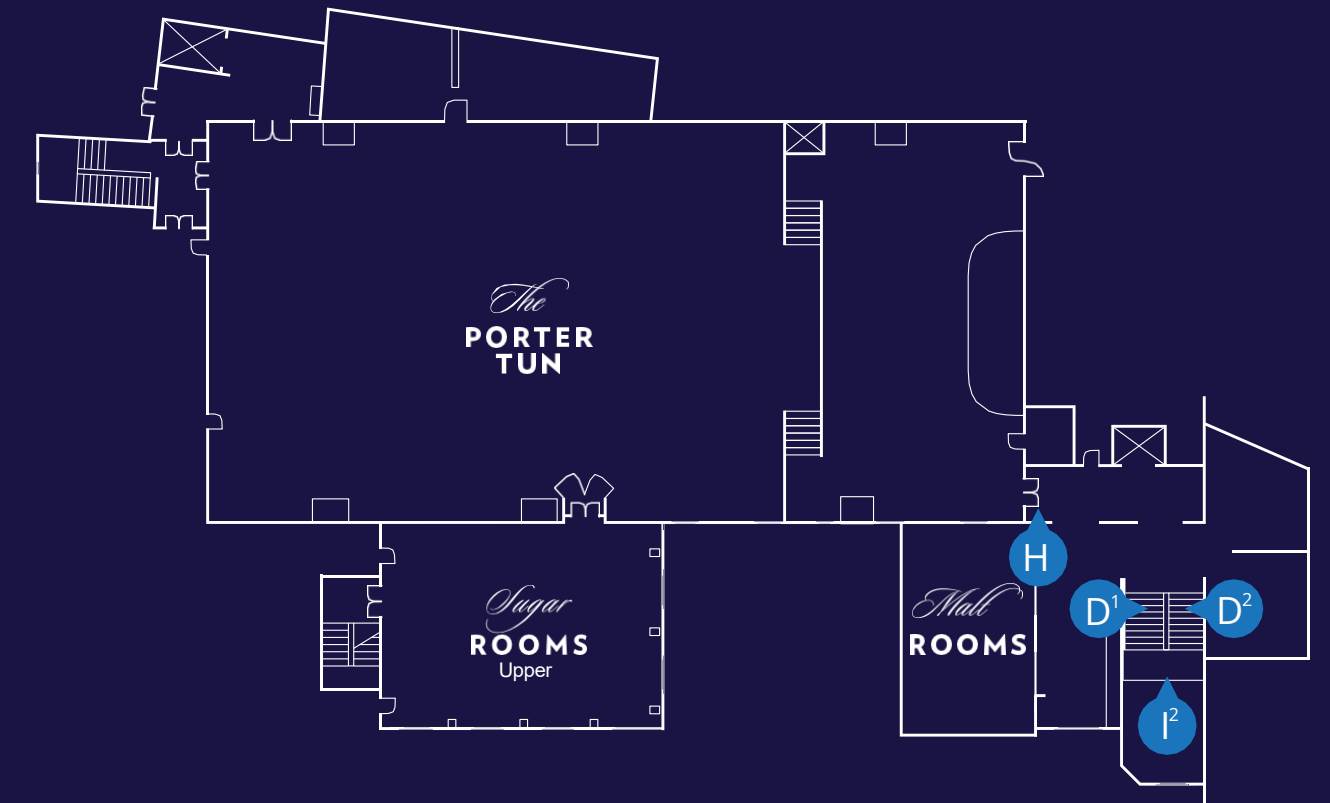
# Floor Layout & Contents

- A** Windows A & B
- B** Stairs B
- C** Stairs C
- D** Stairs D
- E** Floor Vinyls
- F** Printed Signs
- G** Desk 1 & 2
- H** Cloak Panel
- I** Stairway Banner & Outdoor Wall
- J** Windows J1
- K** Digital Signage
- L** Pillars & Pelmet

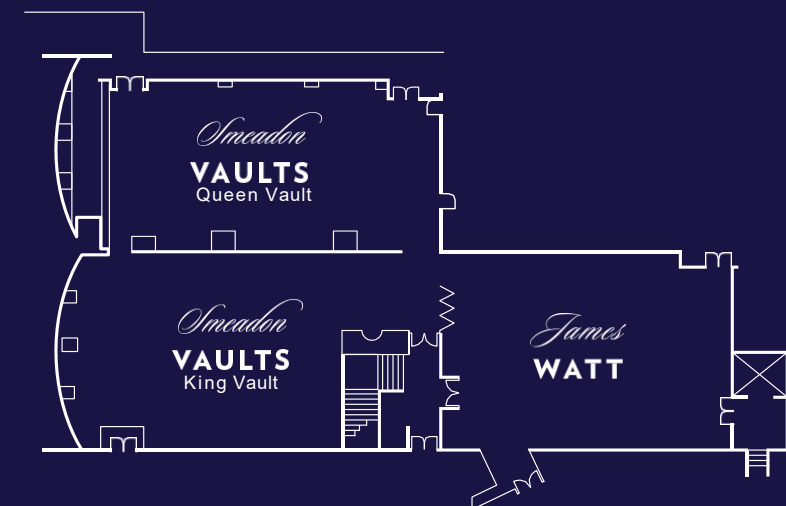
Ground Floor



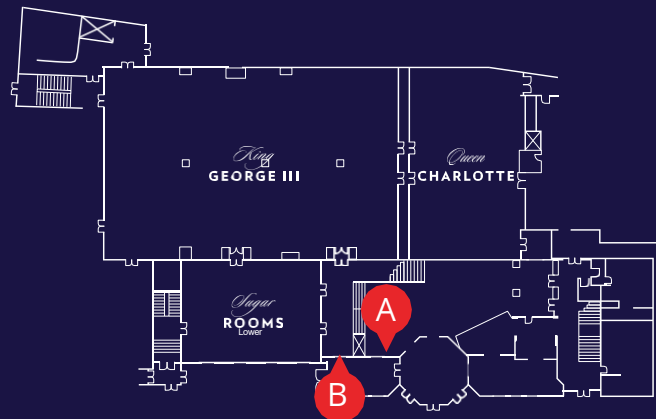
First Floor



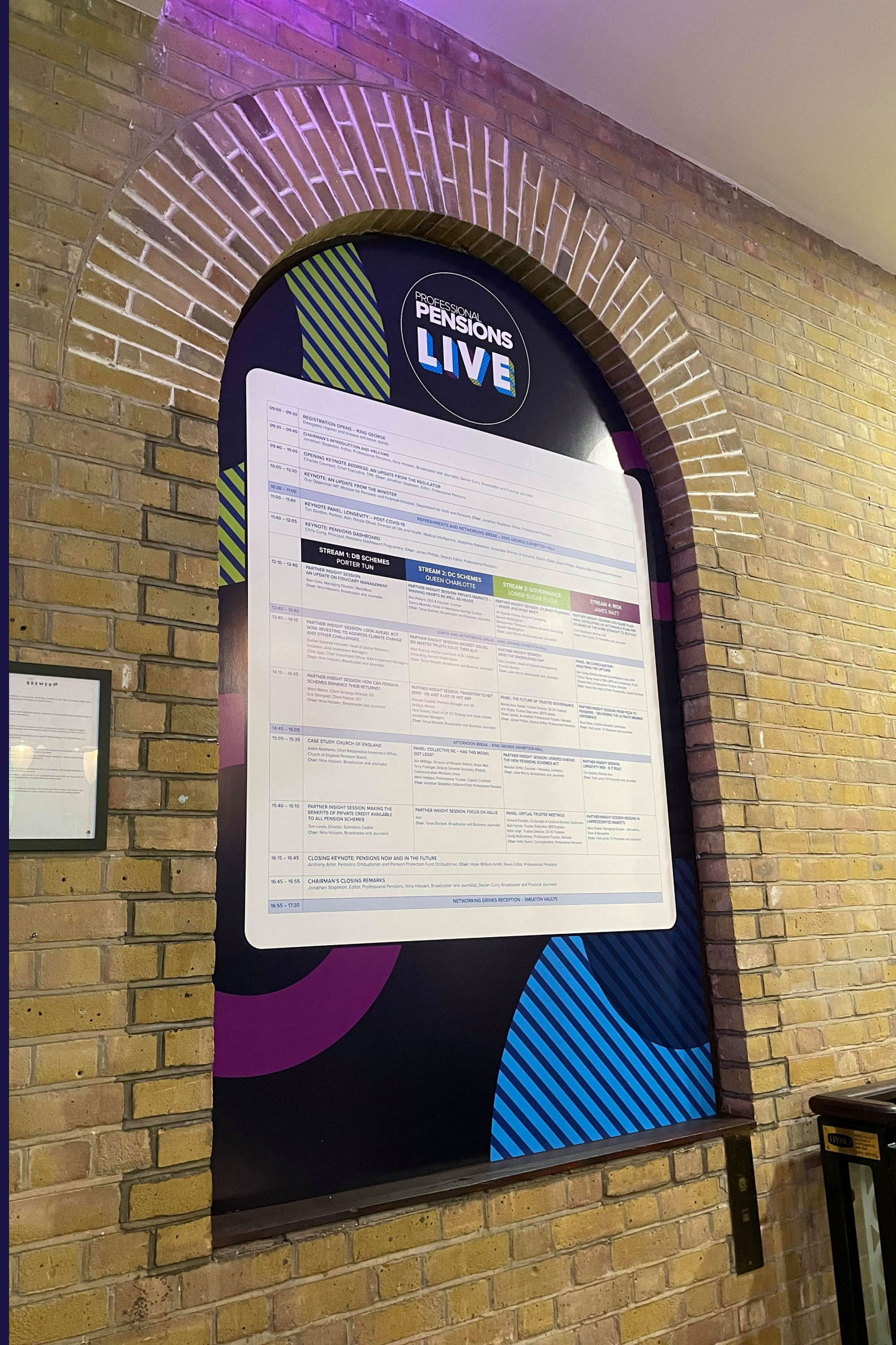
Lower Ground Floor



## Ground Floor



- A Windows A & B
- B Stairs B
- C Stairs C
- D Stairs D
- E Floor Vinyls
- F Printed Signs
- G Desk 1 & 2
- H Cloak Panel
- I Stairway Banner & Outdoor Wall
- J Windows J1
- K Digital Signage
- L Pillars & Pelmet

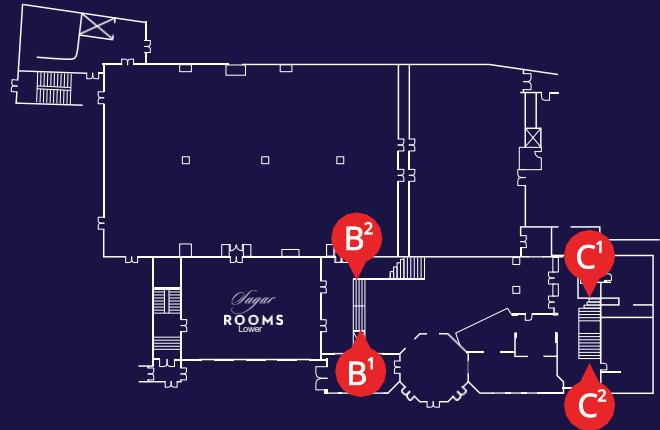


## Windows A & B\*

To the left of the foyer as your guests climb the staircase towards the Lower Sugar Room and King George III, these two windows could be one of the first opportunities to present your branding to them.

\* Please note: You will need exclusive venue hire to brand this area.

## Ground Floor



- A Windows A & B
- B Stairs B
- C Stairs C
- D Stairs D
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### Stairs B1 & B2\*

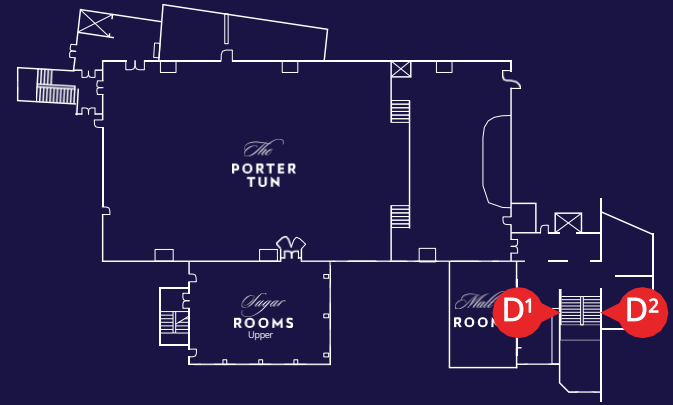
Through the main entrance and to the left of the reception desk. Leading to the Lower Sugar Room and the King George to the left, these staircases are one of the initial branding opportunities that your guests will see. Each step can be branded individually, or they can be used collectively to form one image.

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### Stairs C1 & C2

These staircases are the first flights leading from the ground floor foyer to The Porter Tun. Once again graphics can be placed on steps individually or collectively to form one image.

## First Floor



### Stairs D1

This staircase is the flights leading from the ground floor foyer to The Porter Tun. Once again graphics can be placed on steps individually or collectively to form one image.

### Stairs D2

This staircase is the final flight into The Porter Tun. Again, graphics can be placed on steps individually or collectively to form one image.

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Stairs B1 & B2\*

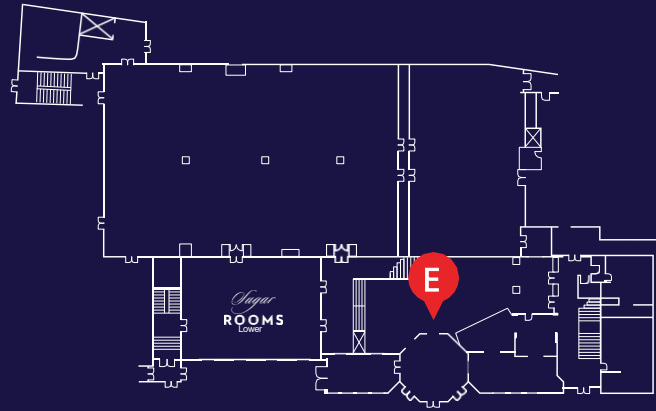


Stairs C1 & C2



Stairs D1 & D2

## Ground Floor



- A Windows A, & B
- B Stairs B
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### Floor Vinyls\*

Vinyl signage attached to floor with durable laminate to make it last, good for advertising or informing and directing the traffic of attendees.

\* Please note: You will need exclusive venue hire to brand this area.

PARTY  
WITH  
YOUR  
**DATA**

Floor Vinyl E1\*

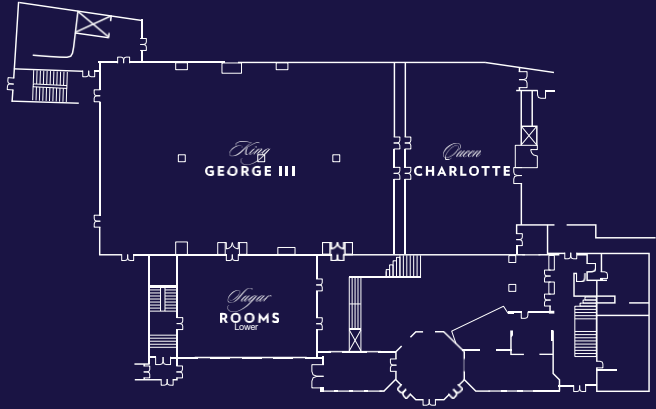
DV DIGITAL  
VELOCITY  
TEALIUM CONFERENCE

*Where  
Moments  
Matter*

TEALIUM®

Floor Vinyl E3\*

## Ground Floor



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# First floor

Porter Tun

Upper Sugar Room

Keynotes

Festival

## You are here - Ground floor

Lobby

Lower Sugar Room

Registration desk

Sponsors enclosure

Klaviyo Library

Try

Charging station

Kla

Queen

### Printed Signs

Foamcore mounted signs laminated for durability against dents and scratches. The smaller size is suitable for support by easel and/lollipop stands.

## First floor

Porter Tun

Keynotes

Festival

Upper Sugar Room

## You are here - Ground floor

Lobby

Registration desk

Klaviyo Library

Charging station

King George III

Klaviyo Enclosure

Swag store

Lower Sugar Room

Sponsors enclosure

Try Klaviyo

Klaviyo tree

Queen Charlotte

## The Vaults

King Vault

Queen Vault

James Watt

Freestanding Board - Single Sided

## Social Media Command Centre



@Tableau ; #Data15

TABLEAU  
CONFERENCE  
ON TOUR  
2015

Lollipop Signage

## Ground Floor



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### Desk 1\*

This is the welcome/registration desk which is just inside the main entrance. This would be one of the first opportunities to display branding to your attendees once inside the building. Desk 1 and 2 in the foyer are both large features, making branding bold and unmistakable.

\* Please note: You will need exclusive venue hire to brand this area.

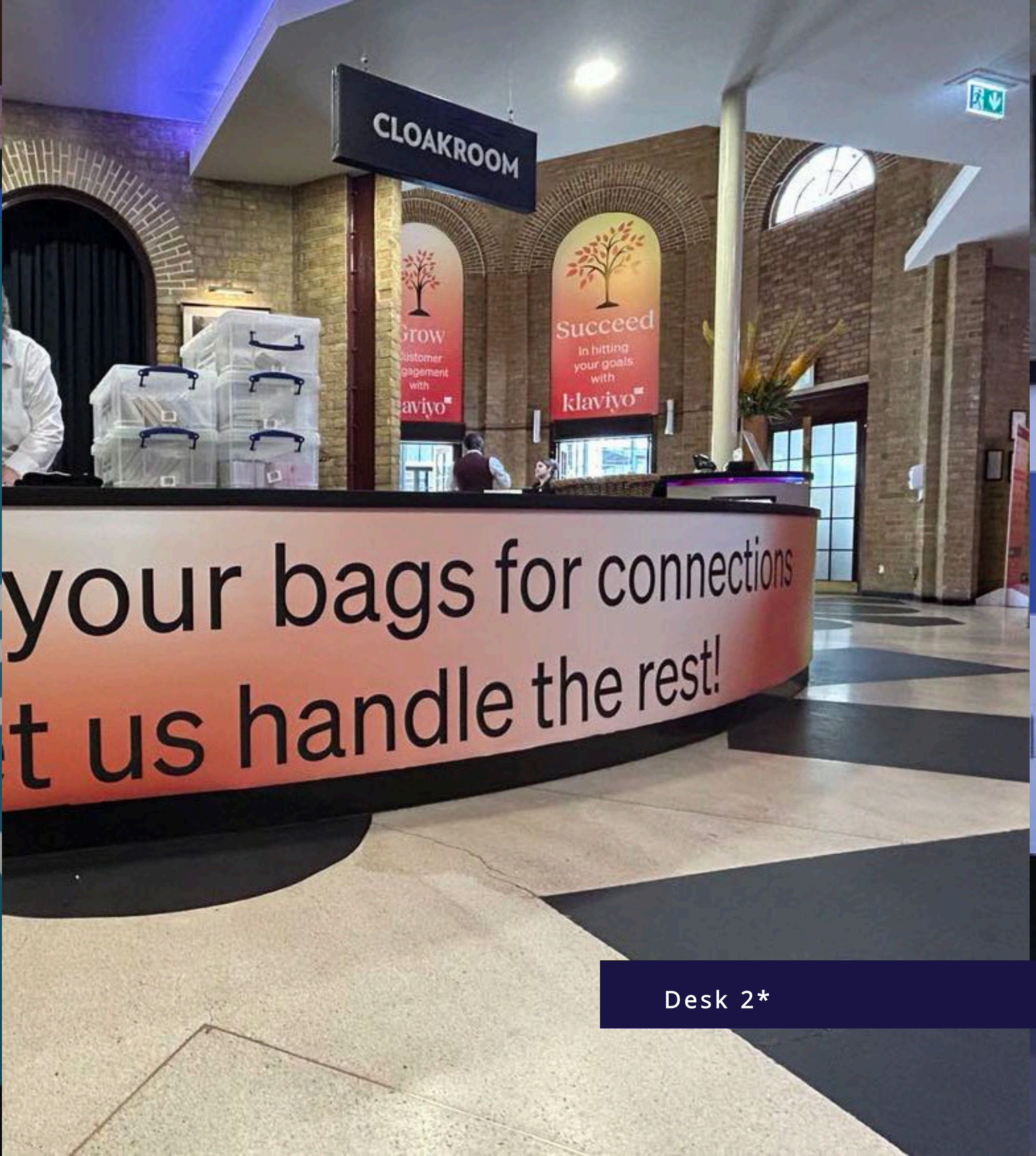
### Desk 2\*

This second desk is in front of the cloakroom. Guests would also walk past this feature when moving to the staircase that leads to the Porter Tun.

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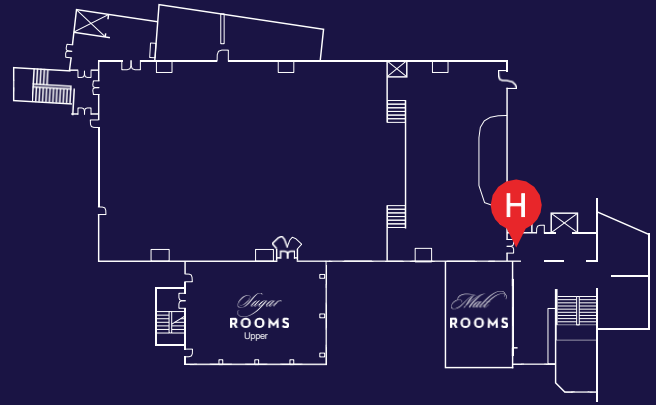


Desk 1\*



Desk 2\*

## First Floor



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**DV** DIGITAL  
VELOCITY  
TEALIUM CONFERENCE  
London, March 2025

TEALIUM

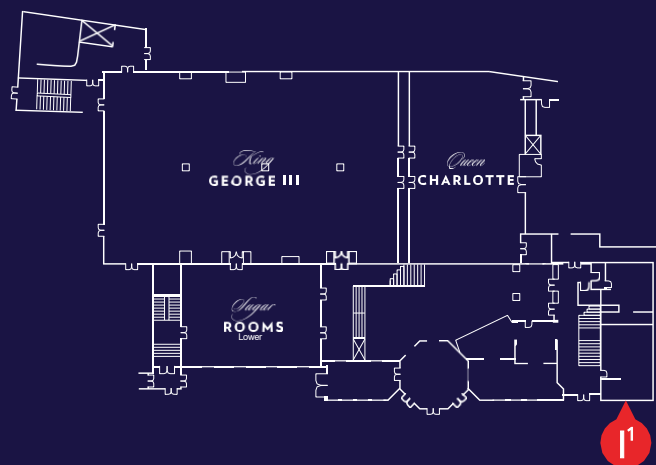


**Quiet Please,**  
The Show is About to Begin.  
#DigitalVelocity

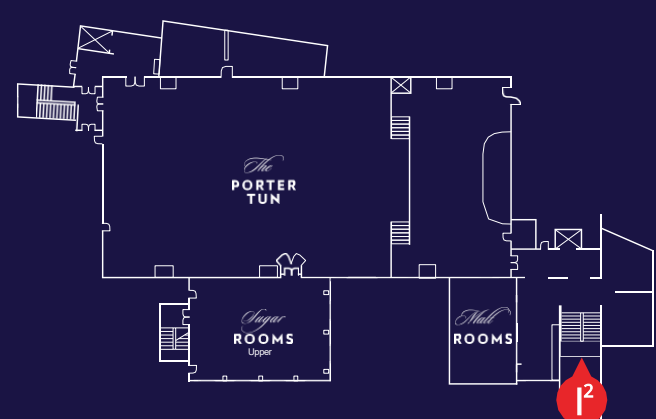
### Cloak Panel

This large panel is positioned at the top of Stairs C & D between these and the entrance to the Porter Tun, once again this is a large space that can provide bold branding which would clearly welcome attendees into the Porter Tun.

## Ground Floor



## First Floor



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## Stairway Banner

As this branding opportunity is situated at the top of staircases C + D, your guests will be able to see this branding on their way up to The Porter Tun. This is one of the largest features within the venue to display graphic and logos.

*The*  
**BREWERY**

**DEAL  
MAKER**  
EUROPE

Rakuten Advertising

**WELCOME!**

## Outdoor Wall\*

This feature would allow attendees to see branding on arrival to The Brewery. This not only welcomes guests to your event, but it also provides reassurance that they are at the right venue.

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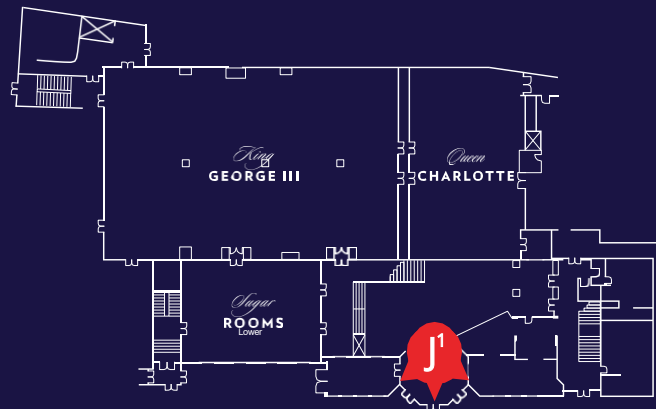


Stairway Banner



Outdoor Wall\*

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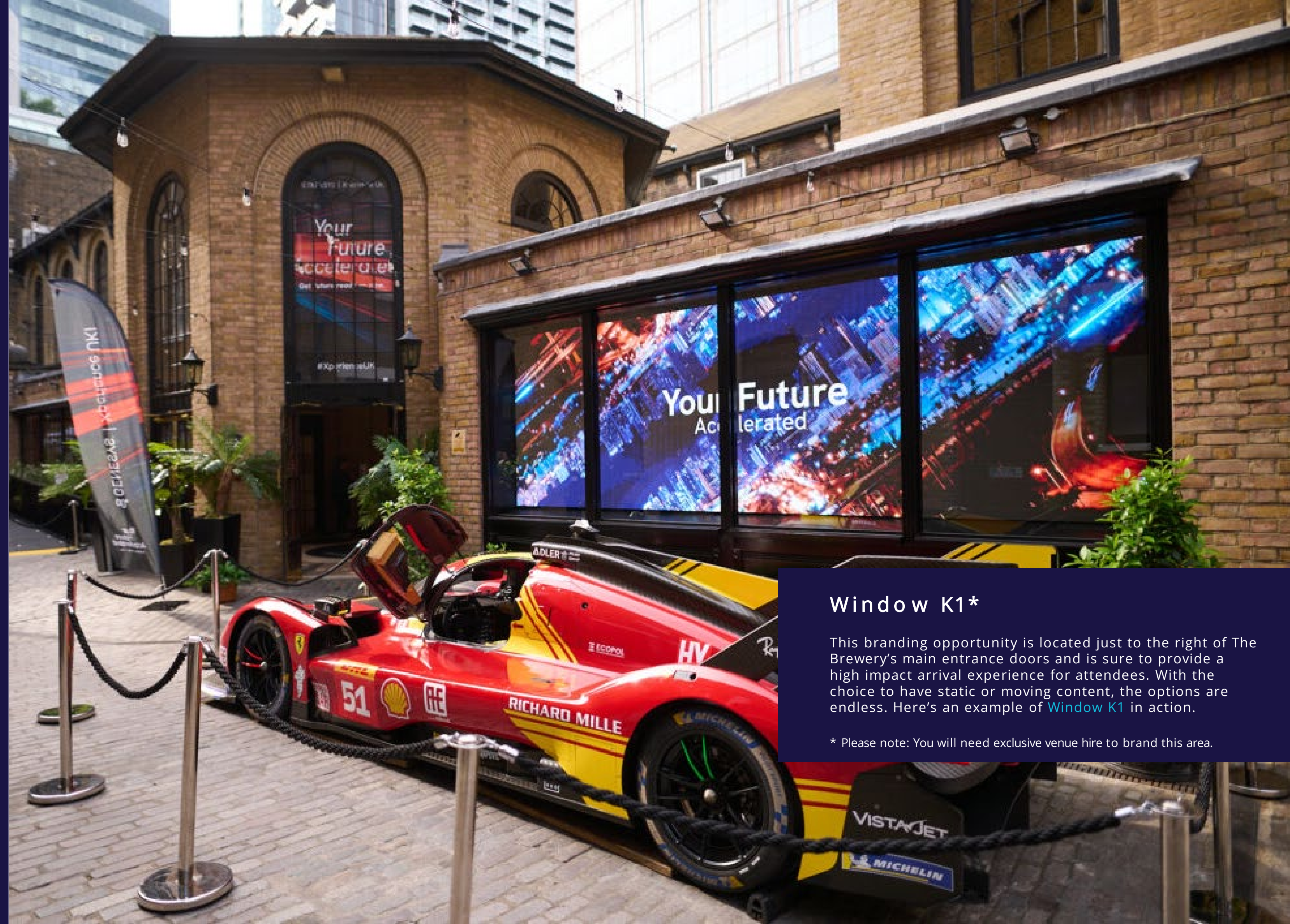
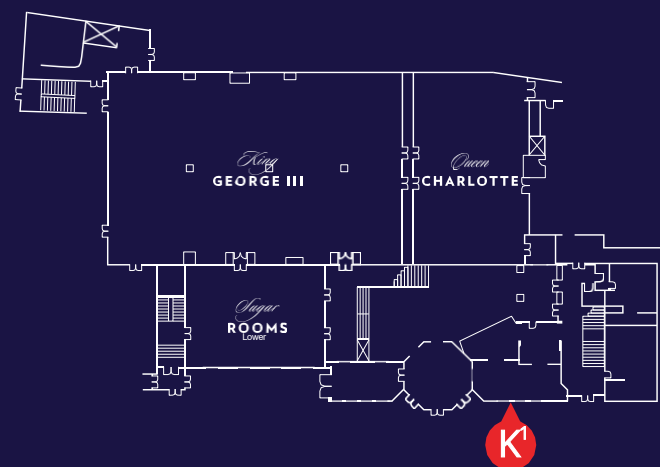
### Windows J1\*

Arched windows above The Brewery's entrance doors, 3 in total.

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## Ground Floor



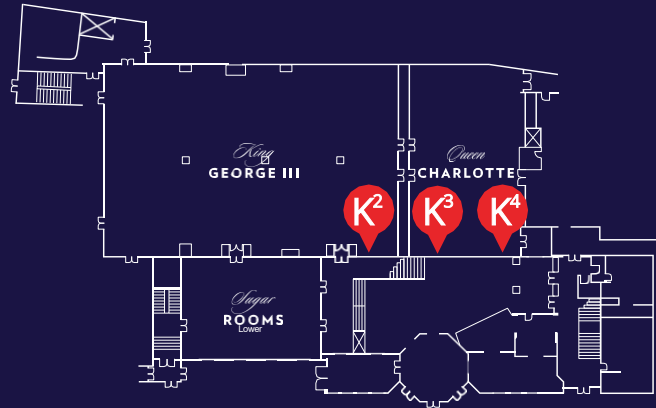
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### Window K1\*

This branding opportunity is located just to the right of The Brewery's main entrance doors and is sure to provide a high impact arrival experience for attendees. With the choice to have static or moving content, the options are endless. Here's an example of [Window K1](#) in action.

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## Ground Floor



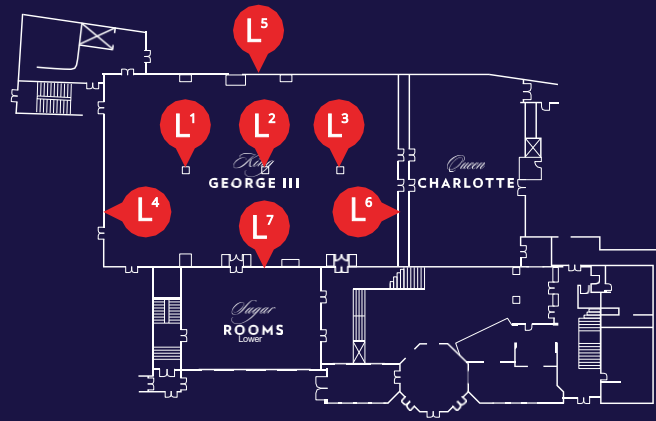
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### Windows K2, K3 & K4\*

These three arched windows can be used for general event branding, directional signage, or even sponsor logos as seen above. As with the courtyard signage, both static and moving content can be displayed – with content even able to interact & move between the screens. Here's an example of [Windows K2, K3 & K4](#) in action.

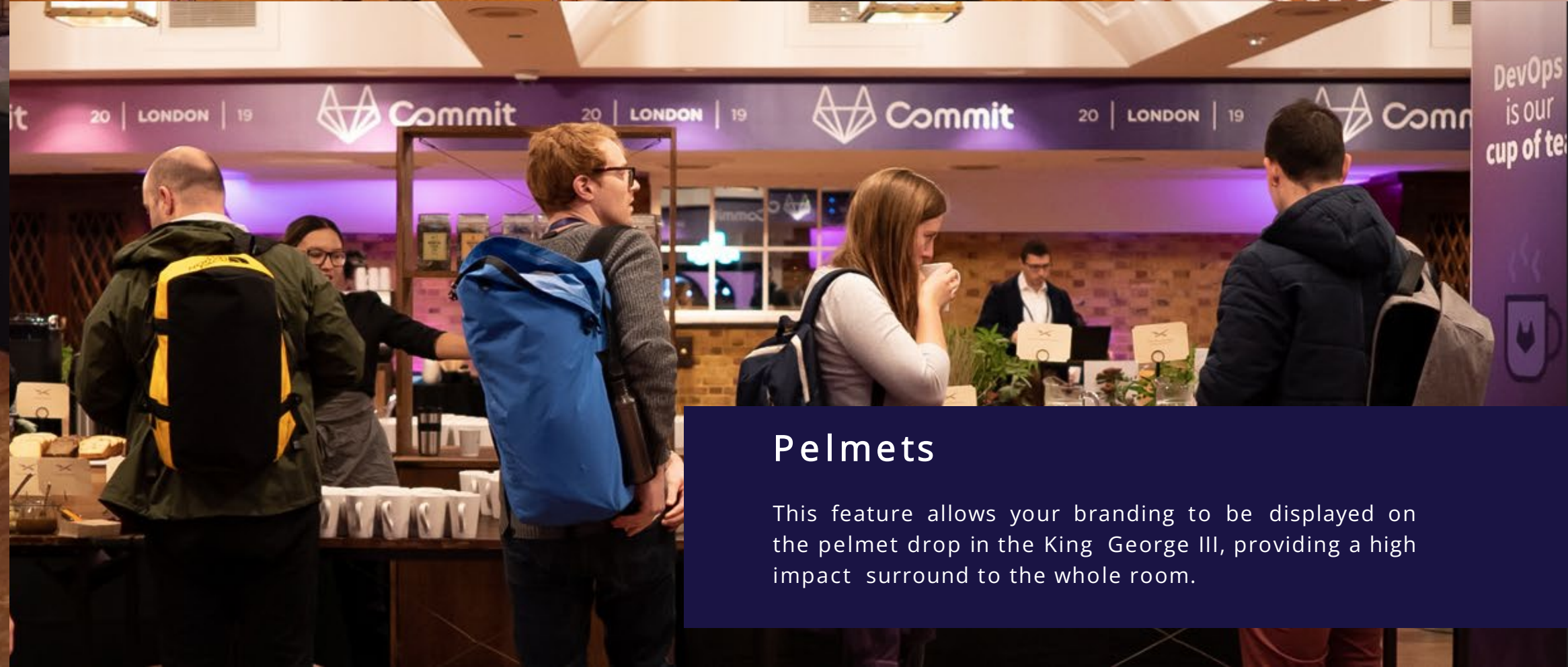
\* Please note: You will need exclusive venue hire to brand this area.

## Ground Floor



### Pillars

Pillars in King George III Room, 3 in total.



### Pelmets

This feature allows your branding to be displayed on the pelmet drop in the King George III, providing a high impact surround to the whole room.

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CHARITABLE APPEAL 2025

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CHARITABLE APPEAL 2025

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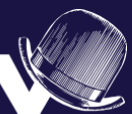
Barista Machine Branding

ebay Ads

Time to  
CONNECT?

TEALIUM

*The*  
**BREWERY**



[brewery.sales@encoreglobal.com](mailto:brewery.sales@encoreglobal.com)

