

# ADVERTISING SPACES

## WORLDDIDAC BERN 2023

WORLD<sup>globe</sup>  
DIDAC

BERN  
SWITZERLAND  
November 21<sup>st</sup> - 23<sup>rd</sup> 2023



## F12 POSTER ADVERTISING

|                |   |
|----------------|---|
| Item           | 606124  |
| Location       | 2× double-sided in outdoor areas<br>4× in outdoor areas<br>5× in Hall 3.2 stairwell |
| Format         | F12 (268.5 × 128 cm)  |
| Display period | Duration of the trade fair  |

### Specifications

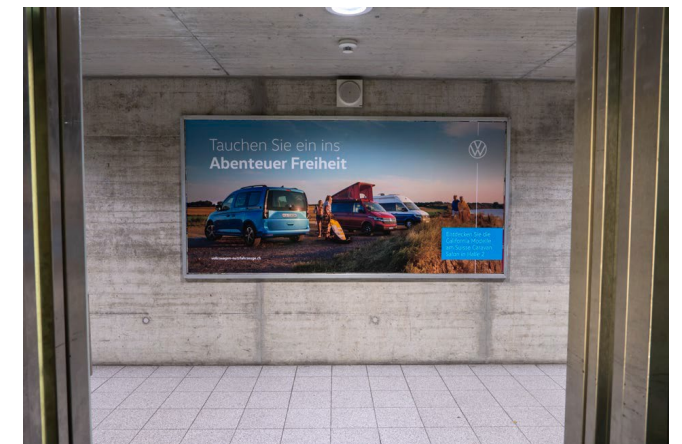
|              |                             |
|--------------|-----------------------------|
| Data format  | 2,691 (W) × 1,286 (H) mm    |
| Bleed        | 6 mm                        |
| Visible area | 2,685 (W) × 1,280 (H) mm    |
| Colour       | CMYK                        |
| Fonts        | Vectorised (into paths)     |
| Resolution   | 300 dpi                     |
| File         | PDF, JPG, TIF, EPS, PSD, AI |

**Price** CHF 713.00 per poster

Availability 13 posters

A big format for a big impact!  
Understatement is a thing of the past  
– your strong presence is emphasised  
where everyone sees it.

Reach your target group with clearly  
visible posters in highly frequented  
areas next to the stairs, in the  
entrance area or on the way to the  
toilet.



## MEGA-POSTER ABOVE ESCALATOR

|                |                             |
|----------------|-----------------------------|
| Item           | 606125                      |
| Location       | Escalators<br>Halls 2.2/3.2 |
| Display period | Duration of the trade fair  |

### Specifications

|              |   |
|--------------|---|
| Data format  | 3,050 (W) × 3,050 (H) mm                |
| Bleed        | 50 mm all round                         |
| Visible area | 3,000 (W) × 3,000 (H) mm                |
| Colour       | CMYK                                    |
| Fonts        | Vectorised (into paths)                 |
| Resolution   | 75 ppi in final format/<br>750 ppi 1:10 |
| File         | PDF, TIFF, AI, PSD, EPS , JPEG          |

|              |                                |
|--------------|--------------------------------|
| Price        | <b>CHF 2'494.00 per poster</b> |
| Availability | 2 posters                      |

Who can see you?  
**EVERYONE!**

From the stairwell facing the hall,  
these spaces guarantee you  
excellent exposure at a lofty  
height.

Alternatively, the largest indoor  
advertising space above the hall  
passages provides a prominent  
position that can be easily seen  
from afar.



## BANNER V-PILLER

|                |  |
|----------------|--|
| Item No.       | 606129                                     |
| Location       | Outdoor area in front of the hall entrance |
| Format         | 4100x4100mm                                |
| Display period | Duration of the trade fair                 |
| Print material | Tarpaulin front lit                        |
| <b>Price</b>   | <b>CHF 7'490.00 per banner</b>             |
| Availability   | 8x in front of the hall entrances          |

Big, bigger, biggest.  
It's impossible to miss you here.  
With our banner V-pillers, you'll  
reach every visitor in every  
outdoor area at BERNEXPO.  
For maximum foresight!



## FLOOR ADVERTISING

|                |   |
|----------------|---|
| Item           | 606121/606120   |
| Display period | Duration of the trade fair                                    |
| Availability   | 4× in front of revolving door 2.1<br>8× in front of escalator |

### Specifications

|              |                                   |
|--------------|-----------------------------------|
| Data format  | 1,010 (W) × 1,010 (H) mm          |
| Bleed        | 10 mm all round                   |
| Visible area | 1,000 (W) × 1,000 (H) mm          |
| Colour       | CMYK                              |
| Fonts        | Vectorised (into paths)           |
| Resolution   | 300 ppi                           |
| File         | PDF, TIFF, AI, PSD, EPS ,<br>JPEG |

|              |  |
|--------------|--|
| <b>Price</b> | <b>CHF 665.00 per sticker,<br/>entrance and outdoor area<br/>2.1</b> |
|              | <b>CHF 665.00 per sticker,<br/>escalators</b>                        |

## FOOTPRINTS

|                |  |
|----------------|--|
| Item           | 606119   |
| Location       | In halls; subject to individual consultation with customer |
| Display period | Duration of the trade fair                                 |
| Availability   | On request   |

### Specifications

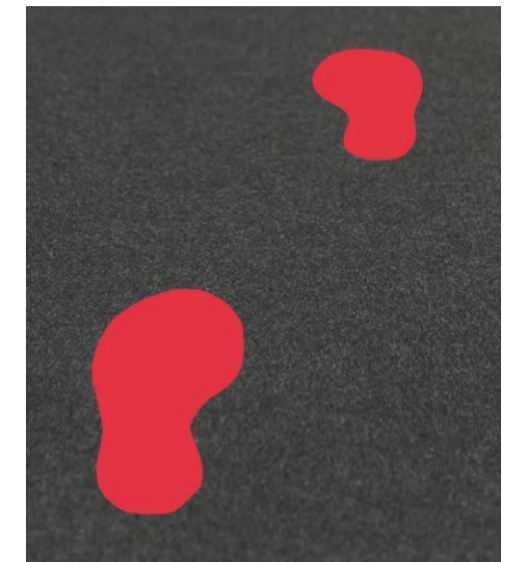
|                 |                                   |
|-----------------|-----------------------------------|
| Size            | As per template                   |
| Bleed           | 10 mm all round                   |
| Visible area mm | Approx. 115 (W) × 300 (H)         |
| Colour          | CMYK                              |
| Fonts           | Vectorised (into paths)           |
| Resolution      | 300 ppi                           |
| File            | PDF, TIFF, AI, PSD, EPS ,<br>JPEG |

|              |                                 |
|--------------|---------------------------------|
| <b>Price</b> | <b>CHF 1'025.00 per sticker</b> |
| Availability | 20 stickers                     |

One small step for visitors –  
a giant leap for your profile!

Our floor advertising will bring  
prospective customers to you and  
make you very hard to miss.

Leave your own personal footprint  
and guide the visitors straight to  
your booth.



## ADVERTISING IN THE REVOLVING DOORS

|                |                                      |
|----------------|--------------------------------------|
| Item           | 606135                               |
| Location       | Revolving doors in entrance area 2.1 |
| Display period | Duration of the trade fair           |

### Specifications

|              |                               |
|--------------|-------------------------------|
| Data format  | A4, 210 (W) × 297 (H) mm      |
| Bleed        | None                          |
| Visible area | A4, 210 (W) × 297 (H) mm      |
| Colour       | CMYK                          |
| Fonts        | Vectorised (into paths)       |
| Resolution   | 300 ppi                       |
| File         | PDF, TIFF, AI, PSD, EPS, JPEG |

|                   |   |
|-------------------|---|
| <b>Price door</b> | <b>CHF 674.00 per revolving with 3 stickers</b> |
| Availability      | 3 revolving doors                               |

## F4 DOUBLE-SIDED POSTER ADVERTISING

|                |                            |
|----------------|----------------------------|
| Item           | 606122                     |
| Location       | Outdoor areas              |
| Display period | Duration of the trade fair |

### Specifications

|              |                         |
|--------------|-------------------------|
| Final format | 895 (W) × 1,280 (H) mm  |
| Visible area | 895 (W) × 1,280 (H) mm  |
| Bleed        | 10 mm                   |
| Colour       | CMYK                    |
| Fonts        | Vectorised (into paths) |
| Resolution   | 75 ppi                  |
| Templates    | Available               |
| File         | PDF, TIFF, AI, PSD, EPS |

|              |                              |
|--------------|------------------------------|
| <b>Price</b> | <b>CHF 621.00 per poster</b> |
| Availability | 20 posters                   |

Everything has a start and a finish.  
You can make the most of both –  
by being present when the visitors arrive and remaining in their minds when they leave for home.  
Our advertising on the revolving doors makes you the hub of any event.



## POSTERS IN SANITARY FACILITIES

|                |   |
|----------------|---|
| Item           | 606133  |
| Location       | Posters in Perspex frames on the insides o the toilet doors and on the wall above the urinals |
| Format         | A4 portrait, 210 × 297 mm, visible 200 × 287 mm   |
| Display period | Duration of the trade fair  |
| Availability   | 1×  |
| Price          | <b>CHF 5'509.00 per package of 29 posters</b>   |

## MIRROR STICKERS IN SANITARY FACILITIES

|                |  |
|----------------|--|
| Item           | 606134                                     |
| Location       | in all available men's and women's toilets |
| Format         | A5   |
| Display period | Duration of the trade fair                 |
| Availability   | 1×   |
| Price          | <b>CHF 4'420.00</b>                        |

Don't let your products go down the tubes.  
Not here!

Advertise in the place where people have time to read – where they all need to go at some point. Whether they're sitting or standing, you'll always be at eye level.



## FREE-STANDING FLAGS

|                |  |
|----------------|--|
| Article        | 606127   |
| Location       | Outdoor areas; placement subject to consultation |
| Display period | Duration of the trade fair                       |

### Specifications

|              |                          |
|--------------|--------------------------|
| Final format | 1,200 (W) × 4,000 (H) mm |
| Visible area | 1,200 (W) × 4,000 (H) mm |
| Bleed        | 30 mm                    |
| Colour       | CMYK                     |
| Fonts        | Vectorised (into paths)  |
| Resolution   | 45 ppi                   |
| Templates    | Yes, available           |
| File         | PDF, TIFF, AI, PSD, EPS  |

|              |                            |
|--------------|----------------------------|
| <b>Price</b> | <b>CHF 988.00 per flag</b> |
| Availability | 16 flags                   |

Have you flagged success as one of  
your main aims?  
Then hoist your flag on our exhibition  
premises.

Reach your audience efficiently and  
benefit from the high visibility in the  
outdoor areas – your success is  
practically guaranteed.





## SAMPLING AND PROMOTIONS

Item 63011A/63011B  
Location Halls  
Display period Duration of the trade fair

**Price CHF 1,850.00 per day**

Availability available on request

## DIGITAL ADVERTISING SPACES

Location Swissdidac newsletter

**Price Available on request**

More information  
[werbeflaechen.bernexpo.ch/swissdidac](http://werbeflaechen.bernexpo.ch/swissdidac)

## Interested?

Get in touch for your quote and tailored solutions.

Please send your enquiry to: [swissdidac@bernexpo.ch](mailto:swissdidac@bernexpo.ch).



Sarah Ebel, Exhibition  
Director



Alina Trütsch, Exhibition  
Director



Samira Bregy, Exhibition  
Coordinator

## We look forward to hearing from you.

The advertising spaces are primarily for exhibitors.  
We will gladly review any additional enquiries on a case-by-case basis.

Please provide your print data by 13 October 2023 [swissdidac@bernexpo.ch](mailto:swissdidac@bernexpo.ch).