

SWISS⁺
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ADVERTISING AND MARKETING SERVICES

BERNEXPO⁺
GROUPE

Advertisement & Marketing

Outdoor space and exhibition halls

Poster advertising F12

Reach your target group with clearly visible posters in our entrance area and near our staircases

Item No.	630007
Location	Outdoor area and staircases around our sanitary facilities
Formats	F12 (268.5 x 128 cm)
Display period	Fair period
Print material	Plain poster, bright white
Availability	2x double-sided in outdoor space 4x in outdoor space 8x in stairway hall 1.1 3x in stairway hall 1.2 4x in stairway hall 3.2

Price *)

F12: **CHF 730.00**



Poster advertising F200/F4

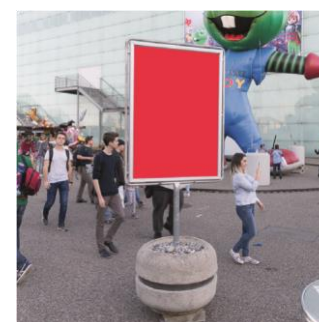
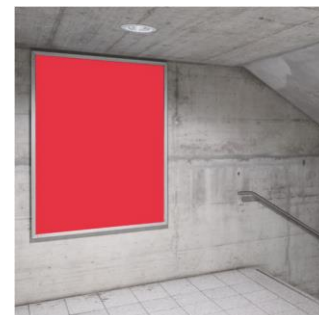
Reach your target audience with easily visible posters. Choose from various areas on our outdoor area and in our stairwells.

Item No.	630008 / 630009
Location	Outdoor area (F4) and in staircases (F200)
Formats	F200 (116.5 x 170 cm) F4 (89.5 x 128 cm), double-sided
Display period	Fair period
Print material	Normal poster, bright white
Availability	1x F200-places in staircases hall 3 10x F4-places in open area

Prices *)

F200: **CHF 730.00**

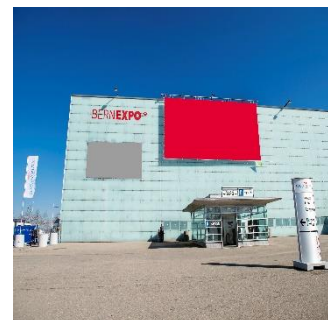
F4: **CHF 670.00**, double-sided



Façade flag, building

Our façade flags offer you the largest advertising space. They are clearly visible and reach your target group as far as Guisanplatz and on the complete outdoor area of BERNEXPO.

Item No.	63005E / 63005D
Locations	Façade towards the exhibition grounds and traffic junction Guisanplatz
Formats	17 x 7.5m (towards exhibition grounds) 13 x 7.5m (towards Guisanplatz)
Display period	Fair period + at least 3 days
Print material	Tarpaulin FrontLit
Availability	1x 17 x 7.5m 2x 13 x 7.5m



Prices *)

17 x 7.5m: **CHF 15'040.00**, per flag

13 x 7.5m: **CHF 9'480.00**, per flag

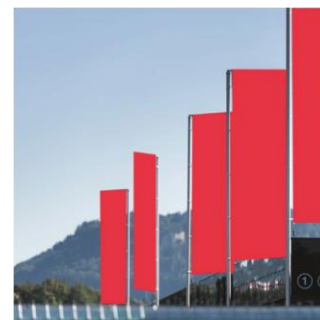
Freestanding flags

The flags will be placed on the premises according to your requirements. They accompany visitors on their way through the exhibition grounds.

Item No.	630001
Location	Outdoor area, placement on request
Format	120 x 400 cm
Display period	Fair period
Print material	Jetflag
Availability	8 pieces

Price *)

120 x 400 cm **CHF 980.00** per flag



Turnstile advertising

Use the simple and efficient effect of our turnstile advertising. Present your appearance where every visitor is guaranteed to pass.

Item No.	630023
Description	A4 paper in plexiglass next to card reader
Location	Entrances to the fair
Format	A4
Print material	Paper
Availability	All turnstiles of the fair

Price *)

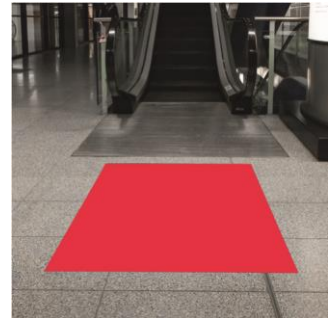
A4 **CHF 610.00** per turnstile



Floor advertising

We place your advertising with floor adhesives in well frequented areas at the entrance and in the halls. In combination with "Footprints" you can design the optimal signpost to your stand.

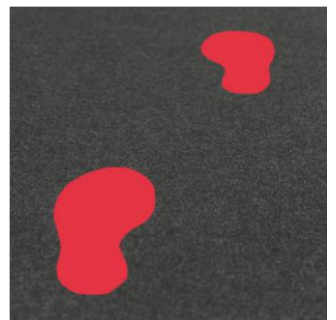
Item No.	63003A, 63003B / 63015B / 63015A
Locations	Premium placement in the entrance area / in front of the escalators, halls or hall passages
Format	1 x 1 m
Print material	4-color printed foil
File format	.jpg, .eps, resolution: 300ppi
Availability	4x at main entrances 9x in front of escalators 16x in halls and hallways
Prices *)	
Main entrance & entrance area	CHF 1'600.00 per piece
in front of escalators	CHF 1'000.00 per piece
in halls	CHF 800.00 per piece



Footprints

We individually place 20 footprints that take visitors directly to your stand.

Item No.	630006
Locations	in halls, individual arrangement with customer
Format	28 x 18cm
Print material	4-color printed foil
File format	.jpg, .eps, resolution: 300ppi
Availability	upon request
Price *)	
28 x 18cm	CHF 1'100.00 , 20 pieces



Posters in sanitary facilities

Reach visitors to the fairgrounds with A4 posters in our sanitary facilities.

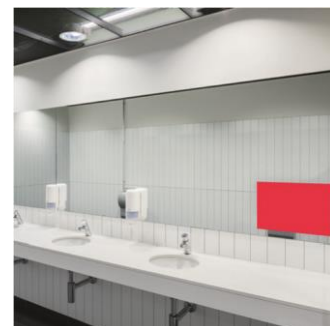
Item No.	630012
Description	Posters in acrylic glass frames on the inside of the toilet and wall over urinals
Format	A4 portrait format, 210 x 297 mm, visible 200 x 287 mm
Print material	Paper, A4
File format	.jpg, .eps, resolution: 300ppi
Availability	All available ladies', men's and invalid's toilets
Price *)	
A4	CHF 5'300.00



Mirror stickers in sanitary facilities

Reach our visitors at eye level. We place the mirror adhesives prominently in our sanitary facilities.

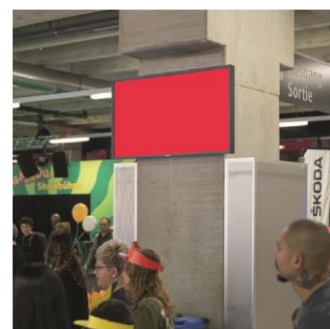
Item No.	630013
Description	mirror stickers in the sanitary facilities
Format	A5
Print material	4-color printed foil
File format	.jpg, .eps, resolution: 300ppi
Availability	in all available ladies' and men's toilets
Price *)	
A5	CHF 3'900.00



Info-Screens

Attract the visitors with a short commercial or a freeze frame with logo presence. You can reach the visitors on our information screens in the Entrance area and all occupied halls of the fair.

Item No.	63032A
Description	Freeze frame or short spot, regular display between infomercials about the fair
Format	Info-Screens, 47"
Locations	1x Entrance and 3-5x at well frequented places in halls
Spot length	6 seconds
Repetitions	At least 30 repetitions/hour
Availability	10 Spots
Price *)	
Entrance	CHF 2'190.00, 1 Screen
Halls	CHF 1'340.00, 3 - 5 Screen



Distribution of advertising material

Distribute your advertising material directly to the visitors. You can choose between exclusive locations in the outdoor area or in the halls.

Item No. 63011B / 63011A
 Location Outdoor area or in halls, depending on agreement
 Availability: Upon request

Prices *) (exkl. staff and material)

Entrance: **CHF 2'280.00** all days

Other places: **CHF 1'580.00** all days



Advertising on fence parts

Reach visitors with fence advertising that can be placed individually. The flags are clearly visible from the outdoor area, from the tram stop or the parking lots.

Item No. 630010
 Location various locations in the open area / entrance area
 Format 3.4 x 1.75m
 Display period Fair period
 Print material Ecotex
 Availability Upon request

Price *)

3.4 x 1.75m **CHF 1060.00**, per flag



Advertising on escalators

Present your appearance on our escalators. Your advertising accompanies visitors on their way up or down.

Item No. 630014
 Location Escalators to all halls of the fair
 Format A3, 4 stickers
 Print material 4-color printed foil
 Availability 1 escalator, entrance

Price *)

A3 **CHF 1'010.00**, per escalator



Advertising above escalators

Present yourself to the visitors on a poster in oversize. Next to the restaurant and the escalators in the halls of the upper floor, you benefit from good visibility.

Item No.	630028
Location	Hall 2.2 or 3.2
Format	3 x 3m
Print material	Polyester, 4-color printed
Availability	2 Megaposter

Price *)	
3 x 3m	CHF 4'690.00 , per poster

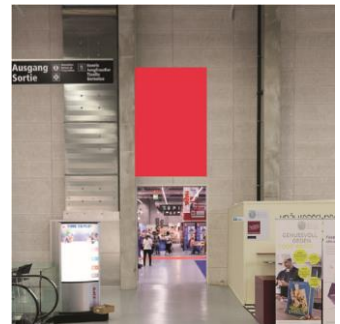


Advertising over hall passages

Reach visitors with the largest advertising space in the halls. Your appearance is already visible from afar.

Item No.	630020
Location	Hall passages 2.2 <-> 3.2
Format	3 x 6m
Print material	Polyester, 4-color printed
Availability	4 oversize posters 2x per passage

Price *)	
3 x 6m	CHF 7'030.00 , per poster



Advertising in lifts

Present yourself to visitors who use our lifts. At eye level, your ad is visible all the way up or down.

Item No.	630017
Location	Lift hall 1.1 and 1.2
Format	A3
Print material	4-color printed foil
Availability	1 Lift

Price *)	
A3	CHF 1'800.00



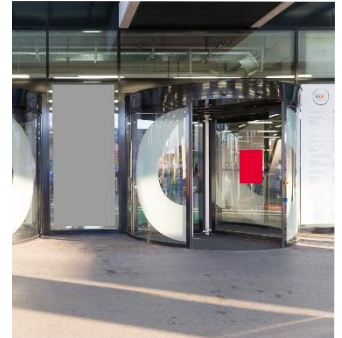
Advertising in revolving doors

Place your advertisement on the revolving doors of the entrance area 2.1. This is how you reach the visitors when they enter the fair.

Item No.	630033
Location	Revolving doors in the entrance area 2.1
Format	A4
Print material	4-color printed foil
Availability	2 revolving doors each with 3 glass door leaves

Price *)

A4 **CHF 620.00**, per revolving door (3 glass adhesives)



Advertising in the staircases

Present your advertising in the stairwells of the halls. Benefit from the excellent visibility and take visitors directly to your stand.

Item No.	630034
Location	Staircases in hall 3.0 and 3.2
Format	3 x 1m
Print material	4-color printed foil
Availability	2 sticker per staircase, a total of 16 places

Price *)

3 x 1m **CHF 950.00**, per sticker



Interested?

Please send us your inquiry:

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Get the most out of your trade fair appearance. Call us, we will advise you!