

# MARKETING AND ADVERTISING OPPORTUNITIES



Bern,  
28 Oct -  
1 Nov  
2021

Suisse  
Caravan  
Salon

BERNEXPO<sup>+</sup>  
GROUPE

# FACTSHEET

## Key data

Exhibition date:	from Thursday, 28 October to Monday, 1 November 2021
Exhibition location:	on the exhibition site of BERNEXPO AG, Bern, 35'000m <sup>2</sup>
Periodicity:	the trade fair takes place annually
Number of exhibitors:	420 (2019)
Number of visitors:	about 52'000 (2019)

## Interest groups

The Suisse Caravan Salon is a lively marketplace where the following interest groups meet up:

### Visitors

- Clearly interested in the trade fair theme and therefore clearly to be characterised
- Very receptive and open to advertising and promotions during attendance

### Exhibitors

- Thematic and industry-specific selection with a clearly declared performance profil
- Personnal and uncomplicated approachable

### Media

- Considered to be the mouthpiece to expand the target group
- Editorially very active and thus interested in input

## Your benefit

- Identification with the Suisse Caravan Salon and with the unique trade fair experience
- Huge multiplier effect due to the high media impact of the Suisse Caravan Salon
- Focused presence during the 5 exhibition days
- Interested visitors with a high affinity for your company
- You meet your target audience completely, reach it sustainable and touch it emotional
  - at different times
  - in different places
  - repeatedly
  - differently intensive
- Common, individual expansion of your presence with measures that highlight your company and your own brand. This results in
  - shaping the image sustainable due to the creation of a high memo value
  - individual creation of opportunities for direct and indirect leads
- Your brand is not only seen, but experienced!

# ADVERTISEMENT AND MARKETING

## In the outdoor space and in the exhibition halls

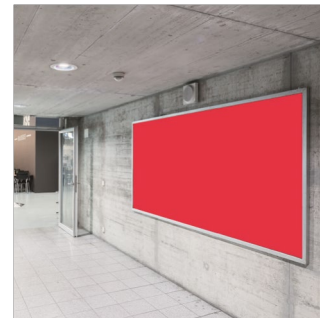
### Poster advertising F12

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 sanitarys
Format	F12 (268.5 x 128 cm)
Display period	Duration of the trade fair
Print material	Plain poster, bright white
Availability	2x double sided in outdoor space 2x in outdoor space 3x in hall 1.0 2x in stairway hall 3.0 4x in stairway hall 3.1 2x in stairway hall 3.2

Price \*)

F12: **CHF 720.00**



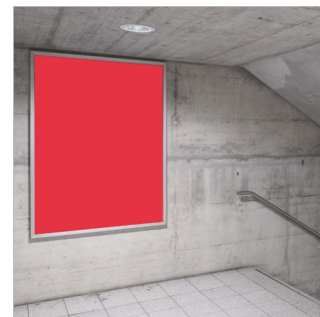
### Poster advertising F200

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

Item No.	630008
Location	In staircases (F200)
Format	F200 (116.5 x 170 cm)
Display period	Duration of the trade fair
Print material	Normal poster, bright white
Availability	2x F200-places in staircases hall 3

Price \*)

F200: **CHF 560.00**



### Building banners at entrance 2.1

Reach your audience efficiently with banners next to the entrance of hall 2.1. Take advantage of high visibility in the outdoor areas.

Item No.	630039
Location	On the wall of building 3, to the right of entrance 2.1
Format	2500 x 8260 mm
Display period	Duration of the trade fair
Print material	Jetflag polyester fabric, nine eyelets per side (left and right)
Availability	3 pieces

Price \*)

**CHF 2'660** per banner



## Facade flag, building

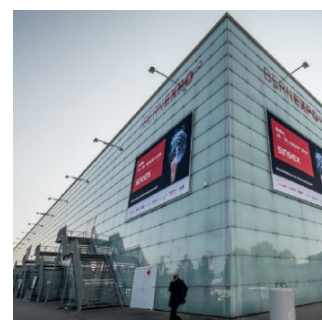
Our façade flags offer you the largest advertising space. They are clearly visible and reach your target group as far as Guisanplatz and on the complete outdoor area of BERNEXPO.

Item No.	63005E / 63005D
Location	Facade towards exhibition grounds and traffic junction Guisanplatz
Format	17 x 7.5m (towards Guisanplatz) 13 x 7.5m (towards exhibition grounds)
Display period	Duration of the trade fair + at least 3 days
Print material	Tarpaulin FrontLit
Availability	1x 17 x 7.5m 4x 13 x 7.5m

Price \*)

17 x 7.5m: **CHF 9'610.00** per flag

13 x 7.5m: **CHF 8'410.00** per flag



## Facade flag, emergency stairs

Reach your audience efficiently with our megaposters. Benefit from the high visibility to the Stade de Suisse and the well-frequented posting next to the recreational area Grosse Allmend.

Item No.	63005A / 63005B
Location	Emergency stairs, towards Stade de Suisse or recreational area Grosse Allmend
Format	10.85 x 5.25m (Direction SdS / Highway) 10.65 x 5m (Direction Allmend)
Display period	Duration of the trade fair + at least 3 days
Print material	Netzvinyl, 4-color printed
Availability	2 pieces

Price \*)

10.85 x 5.25m **CHF 4'430.00** per flag

10.65 x 5m **CHF 3'330.00** 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 trade fair
Format	A4
Print material	Paper
Availability	All turnstiles of the trade fair

Price \*)

**CHF 230.00** per turnstile

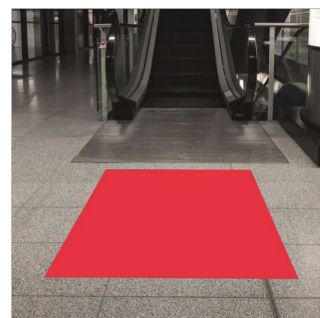




## Floor advertising

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.

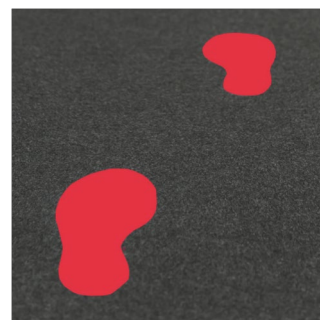
Item No.	63003A/B, 63015A/B
Location	Premium placement in the entrance area 2.1 / in front of the escalators, halls or hall passages
Format	1 x 1 m
Print material	4-color printet fail
Availability	8x at main entrances 2.1 (indoor and outdoor) 24x in front of escalators 51x in halls and hallways
Price *)	
Entrance 2.1	<b>CHF 610.00</b> , per piece
Escalators	<b>CHF 950.00</b> , per piece
Halls	<b>CHF 780.00</b> , per piece



## Footprints

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

Item No.	630006
Location	In halls, individual arrangement with customer
Format	28 x 18cm
Print material	4-color printed fail
Availability	On request
Price *)	
	<b>CHF 950.00</b> , 20 pieces



## Poster 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 doors and wall over urinals
Format	A4 portrait format, 210 x 297 mm, visible 200 x 287 mm
Print material	Paper, A4
Availability	All available ladies', men's and invalid's toilets
Price *)	
	<b>CHF 6'500.00</b>



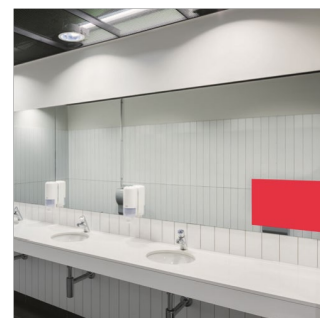
## Mirror stickers in sanitary facilities

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

Item No.	630013
Description	Mirror sticker in the sanitary facilities
Format	A5
Print material	4-color printed foil
Availability	All available ladies' and men's toilets

Price \*)

**CHF 5'650.00**



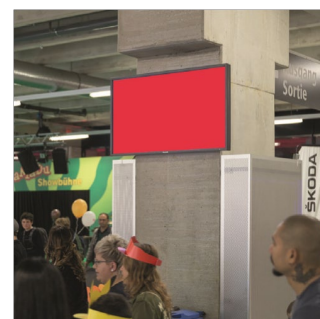
## Info-Screens

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
Location	3x Entrance area und 8x at well frequented places in halls
Format	Info-Screens, 47"
Spot lenght	6 seconds
Repetitions	At least 30 repetitions/hour.
Availability:	10 spots

Price \*)

**CHF 1'670.00**, all screens



## Distribution of advertising materials

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

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

Price \*) (excl. staff and material)

*Halls / Outdoor area (Spot according to agreement)*

Single days: **CHF 1'330.00** per day

Whole trade fair: **CHF 5'500.00** for 5 days

*Main Entrances*

Single days: **CHF 1'530.00** per day

Whole trade fair: **CHF 6'500.00** for 5 days

*Hall 2.1/3.1*

Single days: **CHF 1'730.00** per day

Whole trade fair: **CHF 7'500.00** for 5 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 outdoor area and in the entrance area
Format	3.4 x 1.75m
Display period	Duration of the trade fair
Print material	Ecotex
Availability	On request

Price \*)

**CHF 720.00**, per flag



## Fence banner Hysaplatz

Reach the visitors with a banner advertisement at the highly frequented Hysaplatz. The banners are prominently placed at eye level and therefore offer optimal visibility.

Item No.	630038
Location	Fence Hysaplatz
Format	3 x 1m
Display period	Duration of the trade fair
Print material	Web printing on Blache Frontlit
Verfügbarkeit	On request

Price \*)

**CHF 990.00**, per banner



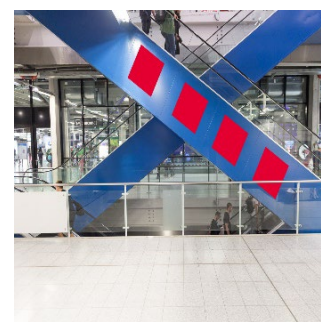
## Advertising on escalators

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

Item No.	630014
Location	Escalators to all halls
Format	A3, 4 stickers
Druckmaterial	4-color printed fail
Verfügbarkeit	14 escalators

Price \*)

**CHF 670.00**, 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 oversize posters

Price \*)

**CHF 2'550.00**, 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 \*)

**CHF 3'880.00**, per poster



## Advertising in lifts

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

Item No.	630017
Location	All lifts of the trade fair
Format	A3
Print material	4-color printed foil
Availability	7 lifts, only bookable as a package

Price \*)

**CHF 1'110.00**, all lifts





## Advertising in revolving doors

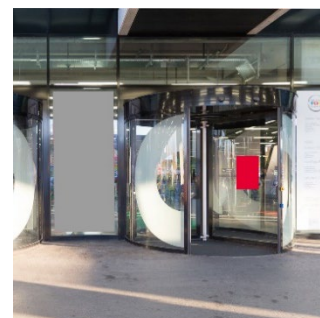
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Place your advertisement on the revolving doors of the entrance area 2.1. This is how you reach the visitors when they enter the fair.

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

Price \*)

**CHF 670.00**, per revolving door (3 glass adhesives)



## Interested?

Please send your inquiry at:

E-Mail: [suissecaravansalon@bernexpo.ch](mailto:suissecaravansalon@bernexpo.ch)  
Direkt: +41 31 340 11 85 (Mario Kovacevic, Exhibition Director)  
Direkt: +41 31 340 11 82 (Maria Furer, Exhibition Coordinator)

**Get the most out of your trade fair appearance. Call us, we are looking forward to advise you!**