

# Advertising Media





TRANSFORMING  
INDUSTRY

**This document includes several advertising options that will enable you to highlight your brand, obtain a differentiating element compared to your competitors and capture the attention of our visitors**

**We are at your disposal to advice and provide you with the most appropriate product for your business needs and your budget.**

**Do not hesitate to contact us for further information.**

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# The Venue



# 1 - Outdoor

## Your brand and messages visible on the outdoors



### Logos beside the event canvas

Very high-impact media. Your brand will be featured alongside the main canvas of the event several months prior to the show, on the outside façade of the venue. Visible from the highway, where over 150,000 vehicles drive by each day.

**Size:**  
2.5m x 5m

**Location:**  
Exterior wall of exhibition hall 4.



### Exterior canvas (Exhibition hall 2)

Showcase your brand in the outside façade of the exhibition hall, located between the underground station and the Main Entrance. High-impact and high-visibility area for people accessing the venue by car (car park accesses) and those arriving via the underground.

**Size:**  
8m x 3m

**Location:**  
Exterior wall of exhibition hall 2. Between the underground station and the main entrance to the BEC.

## Your brand and messages will be visible upon arrival at the venue by car



### Image over the car park access door

Showcase your brand to visitors arriving at the venue in their private cars. Upon entrance to the car park tunnel, your brand will be showcased on a very large sign.

#### **Size:**

- Access A: 2m x 1.6m
- Access B: 2m x 3.5m

#### **Location:**

Entrance to the underground car park



### Car park barriers *¡SOLD OUT!*

Advertising media located at the entrance or exit car park barriers. Very visual and exclusive.

**Size:** 0.3 m x 0.5 m

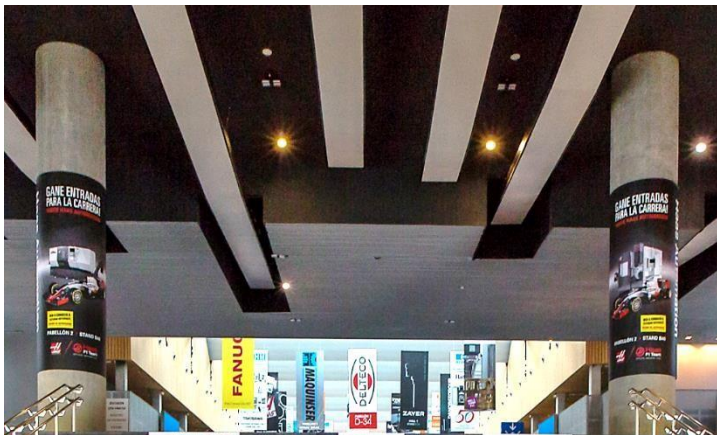
#### **Location:**

- Car park entrance barriers
- Car park exit barriers

# 2 – Interior



## Your brand and messages will be visible in the main entrance of the venue



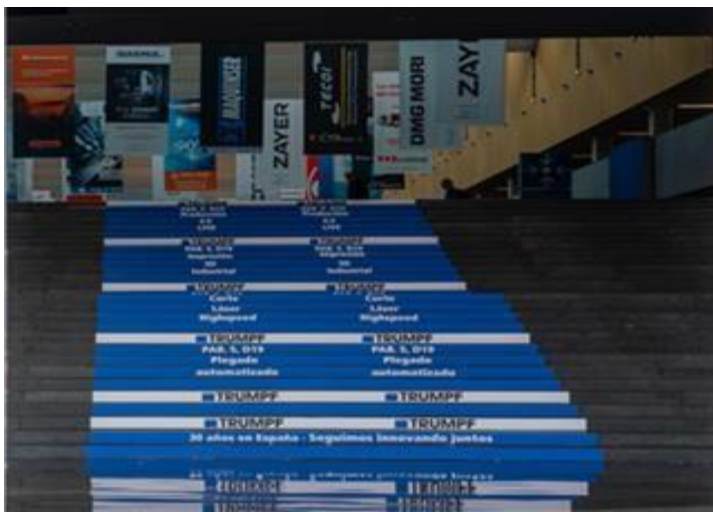
### Canvases covering the columns of the main entrance ***¡SOLD OUT!***

The venue's enormous entrance columns will welcome visitors by showcasing your company's brand and message.

Very high-impact due to its size, location, and exclusivity.

**Size:** 5m x 5.5m of perimeter

**Location:** Main entrance.



### Vinyl in the main entrance staircase ***¡SOLD OUT!***

Just like the columns, the main entrance staircase is an exclusive and high-impact media for visitors. The original composition is a message using all 28 stairs and it captures the visitors' attention perfectly.

**Size:** 28 stairs 0.13 m x 2 m

**Location:** Main entrance.

## Your brand and messages will be visible in different locations across the venue



### Hanging banners on the main corridor (atrium)

High-visibility media which allows you to share many different messages with visitors (brand, product, stand location...).

**Size:** 2m x 6m (printed on both sides)

**Location:** the main corridor (atrium)



### TOTEM core board in the main corridor

High-impact media that can be located in different areas of the visitors' tour, and it's at their eye level. It allows you to share more complex messages thanks to the closeness to the readers.

**Size:** 2m x 3,6m

**Location:** The main corridor.



## Your brand and messages will be visible in different locations across the venue



### **Flag banners in the main corridor ¡SOLD OUT!**

A very fresh and attractive media. It shares dynamism thanks to the movement of the flags. You can hire exclusivity to achieve an even greater impact on visitors.

**Size:** 5.5m

**Location:** the main corridor.



### **Advertising panel in the main corridor**

Very attractive mobile support. 10mm printed panel approx. made of hardened coating material

**Size:** 2m x 1,4m

**Location:** the main corridor



### **Circular signs on the floor**

High-impact media that the visitor will find on their way.

**Size:** 2m diameter

**Location:** Many different locations

## Your brand and messages will be visible at the entrance to the exhibition halls



### Canvases on the railings at the entrance to the exhibition hall

Your message will be visible for visitors accessing the exhibition hall and those who are walking through the venue.

**Size:** 3m x 1m (printed both sides).

**Location:** Exhibition hall entrance railings.

## Your brand and messages will be visible in the restrooms



### Display in urinals

**Size:** A3

**Location:** atrium and halls restrooms.