

# Advertising Media




Dear Exhibitor,

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.

These details will achieve that extra touch to spotlight your brand, express leadership and stress your company's power and strength. In short, everything that a client is looking for when visiting a trade show.

We are here to offer you advice and provide you with the most appropriate product for your business needs and your budget. We can even draft a special advertising impact proposal that is fully adapted to your needs and creative design, based on the generic media you will find in this dossier, while harnessing the enormous potential of the venue itself.

Additionally, some of the media we offer can be reused in the future. Therefore, we also offer a disassembly and collection service so that you can take them with you and make further uses of the advertising material. These are marked with the symbol . Please state on the request if you would like to hire the disassembly and collection service.

Do not hesitate to contact us if you have any questions.

Tel: +34 94 404 00 88 / 32  
e-mail: [wmw@bec.eu](mailto:wmw@bec.eu)

BEC reserves the right to generate and offer additional advertising media to those shared herein on the basis of requests and/or opportunities which may arise after drafting this document.

Measurements expressed in: height x width



# The venue





# 1 - Exterior



## Your brand and messages visible on the outside of the venue



### 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:** 2.5 m x 5 m

#### **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:**

8 m x 3 m

#### **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: 2 m x 1.6 m
- Access B: 2 m x 3.5 m
- Access C: 2 m x 2 m

#### Location:

Entrance to the underground car park



### Car park barriers

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



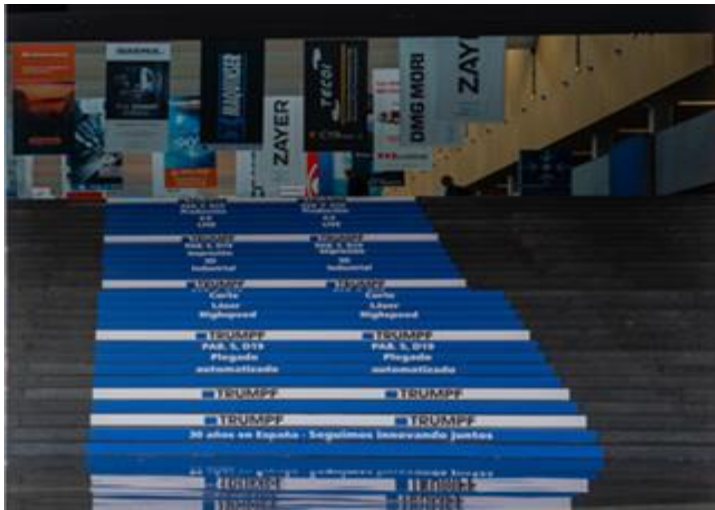
The venue's enormous entrance columns will welcome visitors by showcasing your company's brand and message.

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

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

#### **Location:**

Main entrance.



### Vinyl in the main entrance staircase

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:** 5 m x 2 m (printed on both sides)

**Location:** main corridor (atrium)



### Foam core board in different locations



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.

Very useful to highlight other special features regarding your presence at the show (conferences, product presentations,...).

**Size:** 5 m x 2 m (printed on both sides)

**Location:** Many different locations



### Feather flags in different locations



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:** ~ 4 m x 0.85 m

**Location:** Many different locations

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



### Circular signs on the floor

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

**Size:** 2 m diameter

**Location:** Many different locations



### Free composition vinyl

It is similar to the round vinyl sign. However, with this option you can create your own composition, achieving a high-impact effect (product, footprints, arrows,...)

**Size:** Limitless

**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:** 3 m x 1 m

**Location:** Exhibition hall entrance railings.



## Your brand and messages will be visible on the venue's lifts



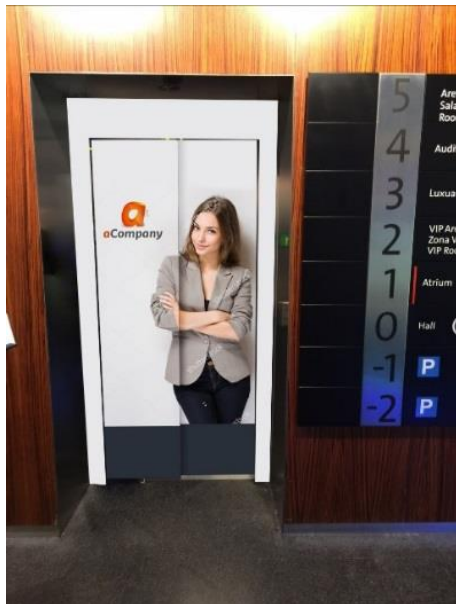
### Vinyl on the lift doors

Promote your brand on the lifts. Visitors will see your brand featured on the lift doors at the venue's entrance level as well as inside the lift.

You can also hire the labelling of the external doors of lifts in the car park.

**Size:** Lift doors

**Location:** Main entrance and main corridor (atrium)





## Your brand and messages will be visible in the venue's restrooms



### Signage on toilet stall doors

Complete signage of the toilet stall doors

**Size:** Toilet stall doors + fixed structures between doors

**Location:** restrooms in the atrium and exhibition halls



### Labelling of restroom mirrors + Display in urinals

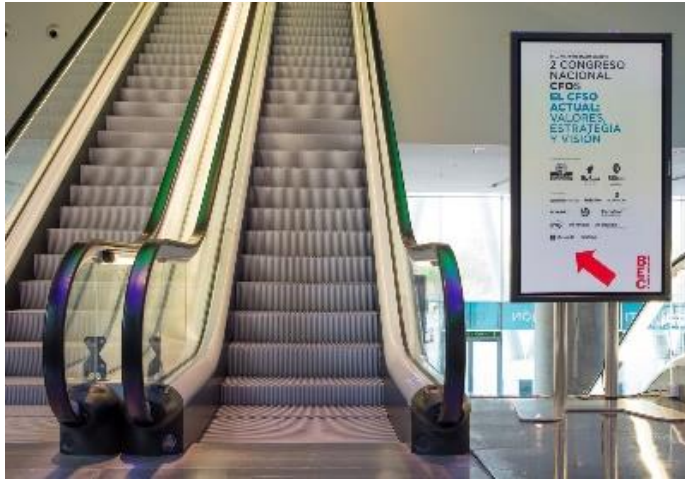
Labelling above restroom mirrors

**Size:** Depending on the restroom's mirrors

**Location:** Toilets in the atrium and exhibition halls



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



### Projection on plasma screens

Your sales image or message will be displayed on the plasma screens located throughout the venue.

**Size:** Different sizes available, depending on the screen and format (vertical or horizontal)

**Location:** Different locations



WORLD MARITIME WEEK

**BILBAO EXHIBITION CENTRE**

**Ronda de Azkue 1**

**48902 Ansio-Barakaldo**



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