

**BERNEXPO**

# **ADVERTISING SPACES**

**Strengthen your brand presence and engage your audience with additional visibility**

# ÜBERSICHT

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01	<b>BRIEFLY EXPLAINED</b>	<b>03</b>
02	<b>OUTDOOR AREA</b>	<b>05</b>
03	<b>LARGE-SCALE</b>	<b>08</b>
04	<b>HOT SPOTS</b>	<b>17</b>
05	<b>FLOOR ADVERTISING</b>	<b>21</b>
06	<b>WHAT'S NEXT?</b>	<b>24</b>

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# BRIEFLY EXPLAINED

## PRICES & CONDITIONS

- All prices are in CHF, excl. VAT.
- Prices apply to the respective edition and may vary between events
- Production and installation costs are included in the price.
- Double-sided advertising spaces are marked accordingly; the price applies to both sides.
- Bookings are only binding after written confirmation
- Services such as concept, design, text or additional adjustments to the provided data are not included.

## PLACEMENT

- Placement is carried out in consultation with BERNEXPO and depends on technical feasibility, safety regulations and spatial planning.
- Multiple bookings per customer are possible – including for the same advertising space at different locations.
- BERNEXPO reserves the right to reject content that does not comply with the event guidelines or safety regulations.
- Positions are subject to change. Equivalent replacement.

## **BOOKING PROCESS & ORDER MANAGEMENT**

- Bookings can be requested and completed by email or by phone.
- The order is binding once confirmed in writing (by email).

## **CHANGES & CANCELLATIONS**

- Cancellations must be made in writing.
- Changes after approval of the “printing proof” are subject to a fee and will be charged at cost.



## **PRODUCTION & DATA SUPPLY**

- The technical specifications and templates are sent with the booking confirmation; they can also be downloaded [here](#).
- Unless agreed otherwise, the production data must be supplied no later than two weeks after confirmation of the booking.
- Production by BERNEXPO or after approval/proof (colour profile/materials) by BERNEXPO.

## **STORAGE AFTER THE EVENT**

- Certain advertising materials can be stored and reused at a later event.
- A fee of CHF 300 is charged for each instance of placement into storage.
- There are no production costs if advertising materials are reused.
- Storage is possible for up to 14 months, after which the advertising materials may be disposed of (provided that reuse has not been agreed).



## **CONTACT**

Interested? Want to speak to us in person?

Then feel free to contact us – we can provide advice under no obligation and find the right solution for you.

[events@bernexpo.ch](mailto:events@bernexpo.ch)

02

# **OUTDOOR AREA**

ID 800260

# F4 POSTERS



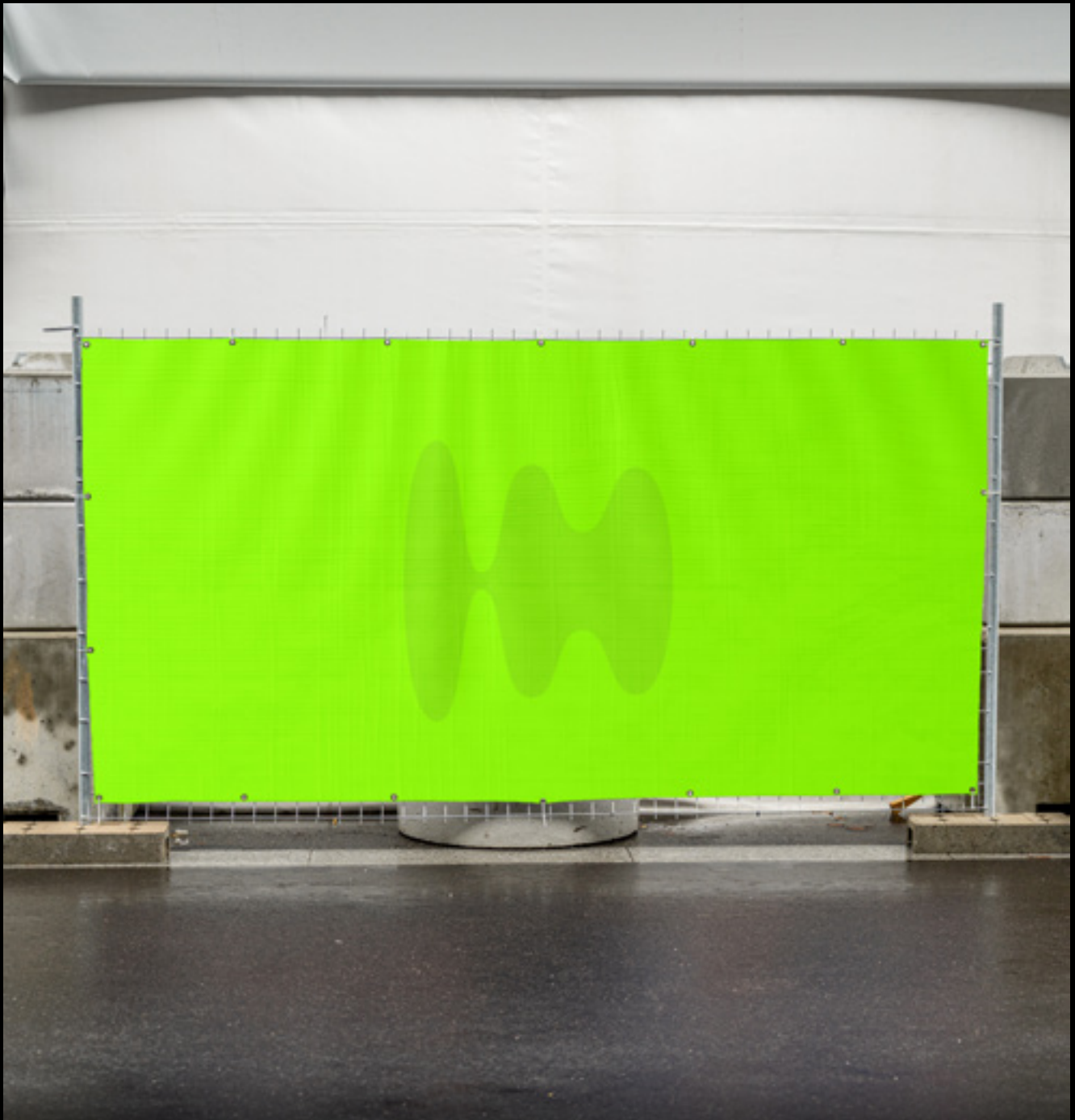
## STABLE AND STRIKING DESIGN

Solid footing, clear message. Right in the line of sight. Printed on both sides.

**CHF 490**

ID 800280

# FENCE BANNER



## EVERYONE HANGS OUT HERE

Placed along the visitor walkways – where there is high foot traffic.

**CHF 990**

03

**LARGE-SCALE**

ID 800040

# BILLBOARD GUISANPLATZ



## FRONT ROW FOR YOUR MESSAGE

Your advertisement is right at the forefront here – maximum visibility guaranteed.



ID 800020

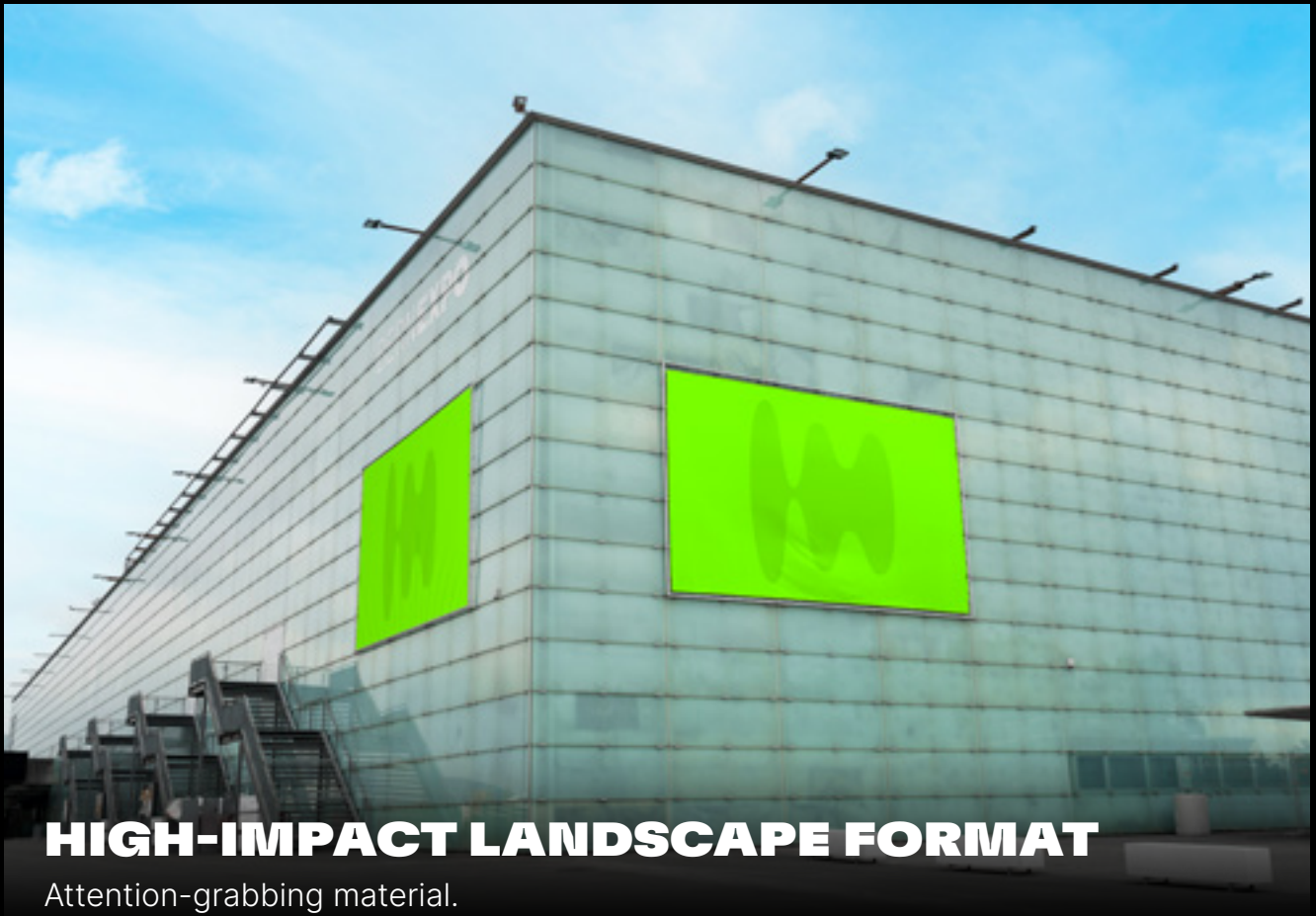
## BACK



**CHF 4,090**

ID 800100

# BILLBOARD BUILDING 3



## HIGH-IMPACT LANDSCAPE FORMAT

Attention-grabbing material.



**1** Facing Festhalle

**2** Facing NPZ

**CHF 6,090**

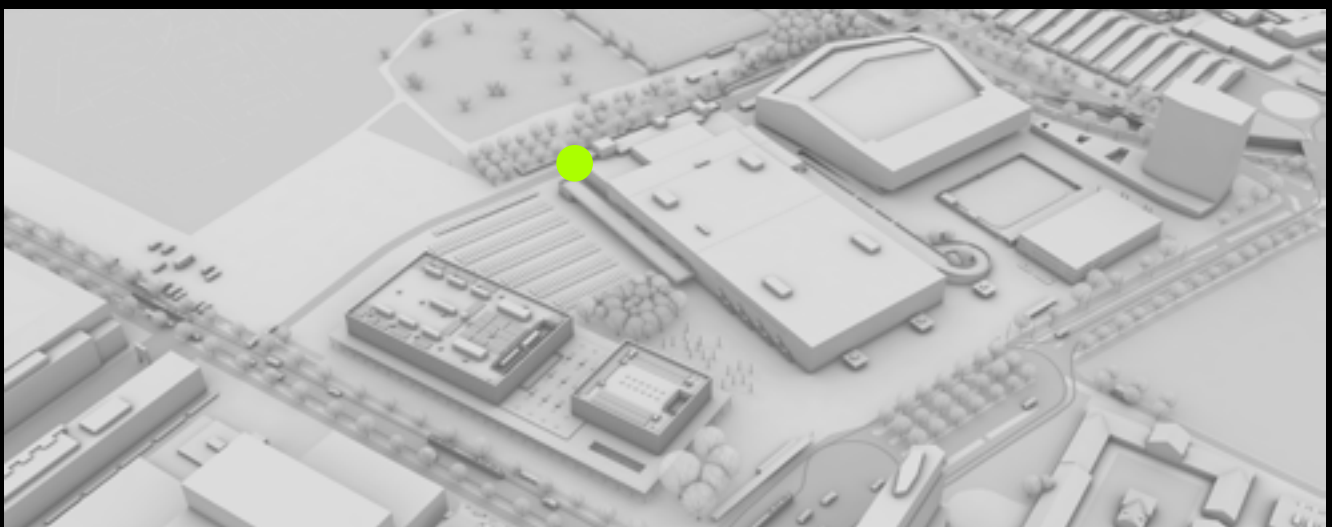
ID 800150

# BILLBOARD STAIRCASE



**BIG, BIGGER, BIGGEST**

Huge space, enormous visibility.



**CHF 5,290**

ID 800641

# H-PILLAR



**SPREAD YOUR MESSAGE  
TO THOSE PASSING BY**

We put your advertising right in the spotlight.



● 6'900 × 1'550 mm

● 6'660 × 1'900 mm

**CHF 1,990**

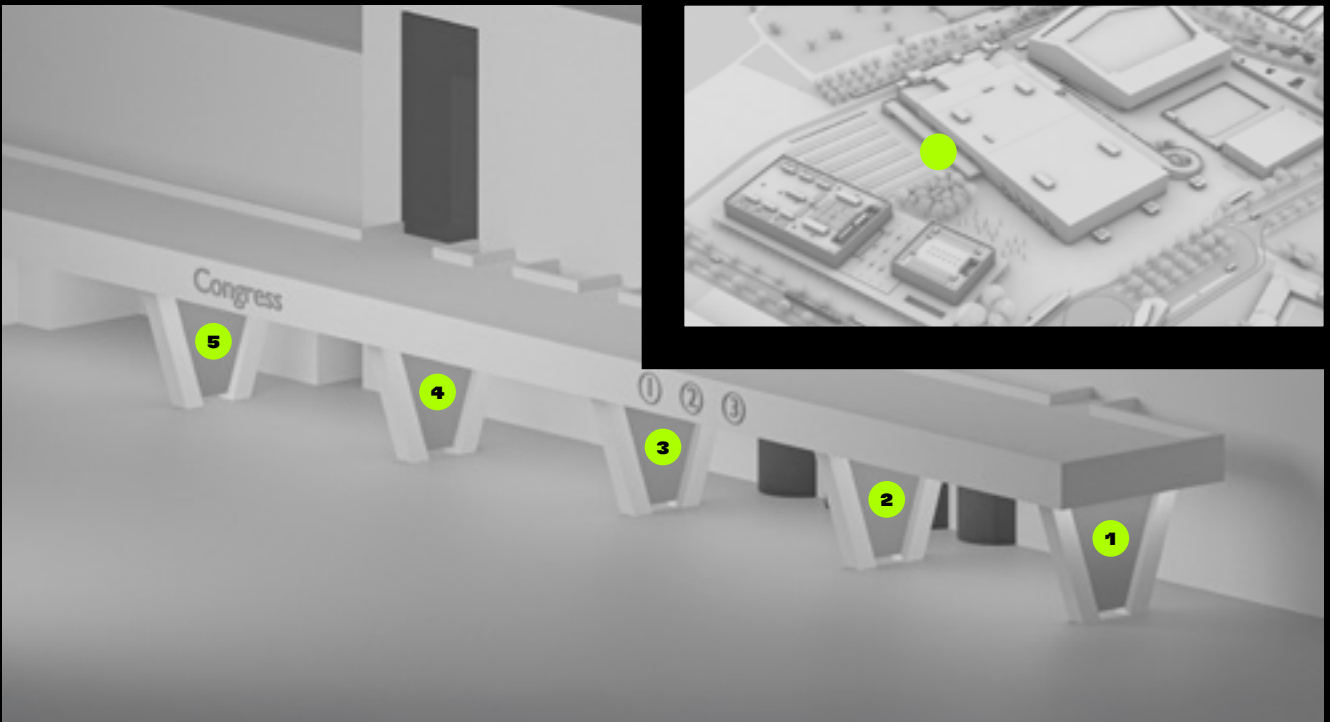
ID 800640

# V-PILLAR



## TWICE THE IMPACT

Your message – seen twice for even more effectiveness. Printed on both sides.



**CHF 2,790**

ID 820100

# HANGING BANNER Foyer



## FLYING HIGH

First impressions count – get noticed instantly. Printed on both sides.



Possible layout

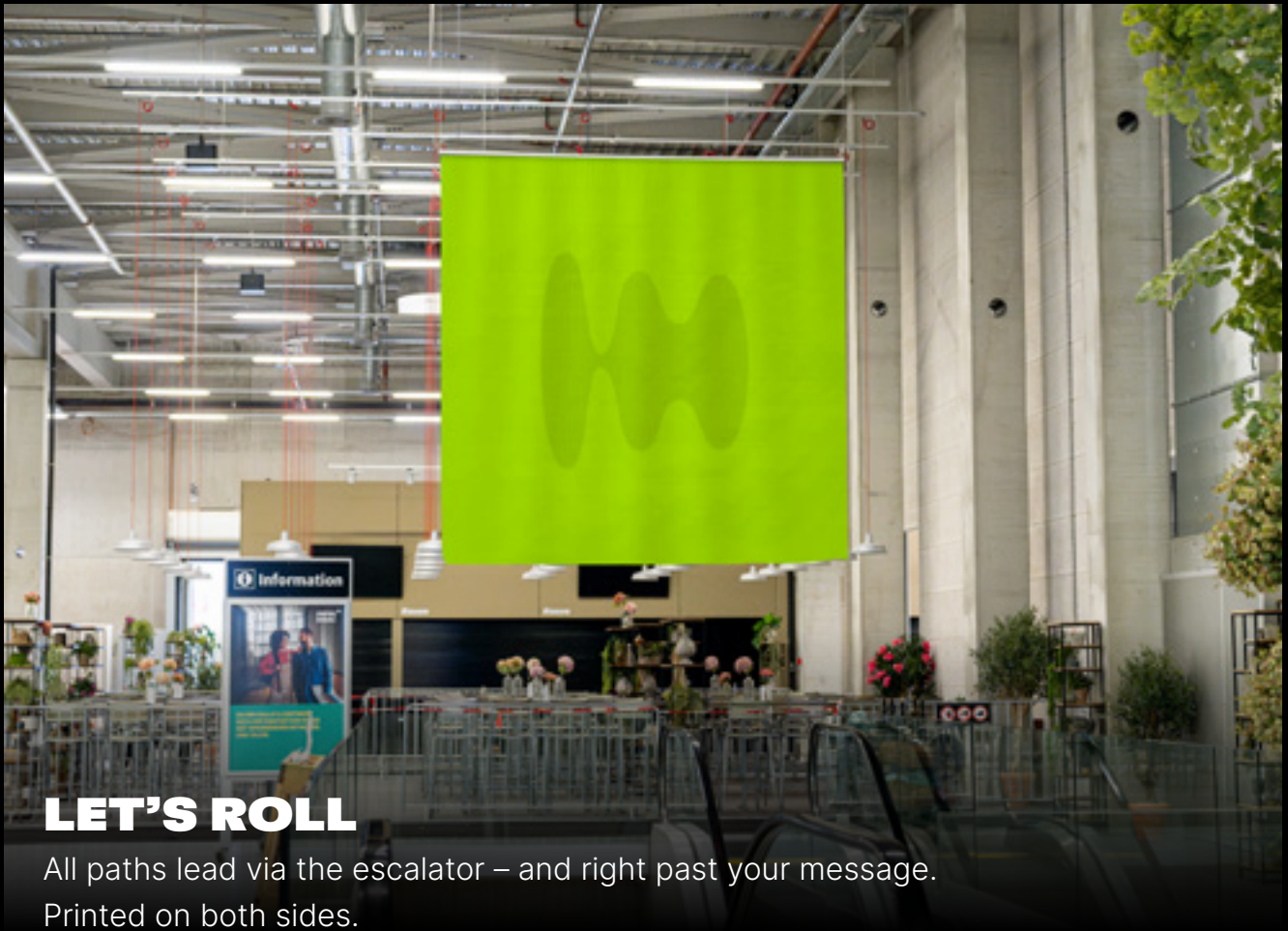
The positions of the advertising spaces may vary, depending on the number of spaces sold.

The plan shows full capacity with six spaces sold.

**CHF 1,690**

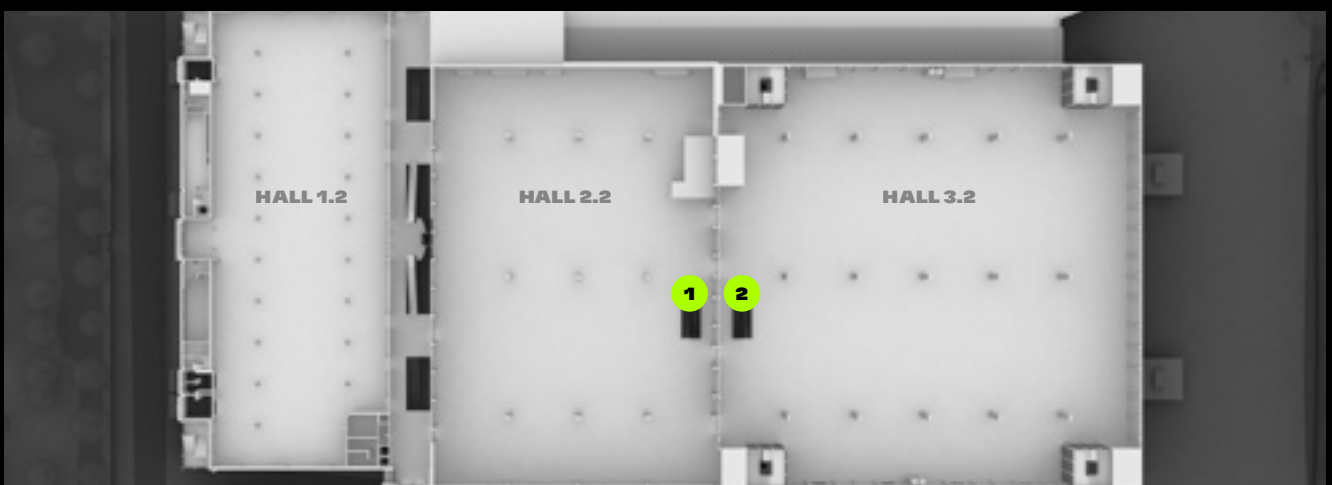
ID 800520

# BILLBOARD ESCALATOR



## LET'S ROLL

All paths lead via the escalator – and right past your message.  
Printed on both sides.



**CHF 2,690**

ID 800505

# FABRIC CUBE



**LIKE MATCHING ALL SIX LOTTERY NUMBERS**

Your message hits the jackpot on each side.

The fabric cube offers additional visibility suspended from the ceiling or can alternatively be placed on the floor.

Small: 1.5 × 1.5 × 1.5 m

Large: 2 × 2 × 2 m

Small – hanging: [ID 800515](#)

Small – standing: [ID 800525](#)

Large – hanging: [ID 800505](#)

Large – standing: [ID 800510](#)



**SMALL**  
**CHF 2,090**

**LARGE**  
**CHF 3,390**

04

# **HOT SPOTS**

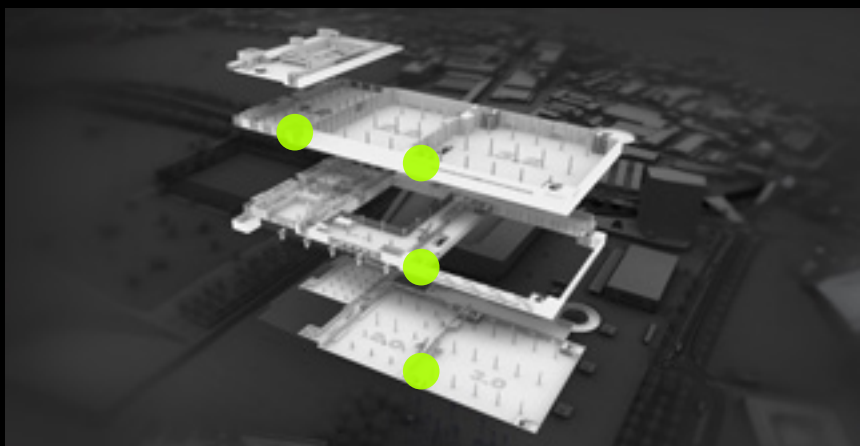
ID 800300

# TOILETS BUILDINGS 1 TO 3



## WHERE SIZE DOESN'T MATTER

Advertising that's cleverly placed doesn't need to be loud to make an impression.



## DISCLAIMER

The toilets on the intermediate floors and in other parts of the halls and on site are not included; these are used by BERNEXPO AG.

**CHF 590**

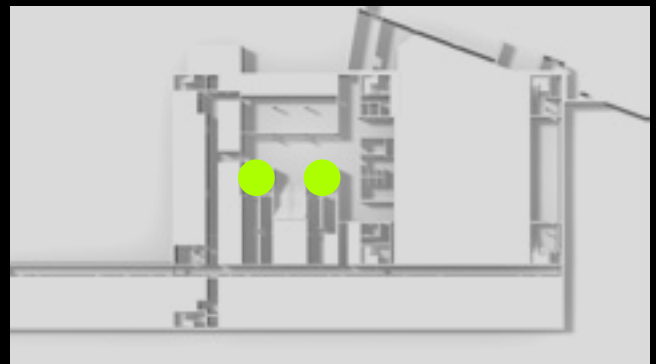
ID 800340

# TOILETS FESTHALLE LOWER LEVEL 1



## WHERE BIG IDEAS TAKE HOLD

The perfect spot for messages that simply can't be ignored.



**CHF 590**

ID 800530

# LIGHTFRAME LF500



## A BRIGHT SPOT INSTEAD OF A DARK CORNER

Your message shines out while others stand in the shadows.

The lightframes can be placed freely within the halls.  
One booking includes one double-sided lightframe.

**CHF 1,390**

05

**FLOOR  
ADVERTISING**

ID 800420

# FLOOR STICKERS



**ONE SMALL STEP FOR VISITORS.**

One giant leap for your profile. Our floor advertising makes you impossible to miss.

**CHF 490**

ID 800140

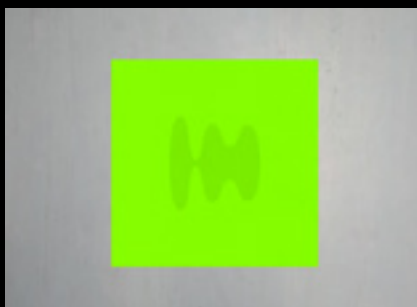
# CRUMBS



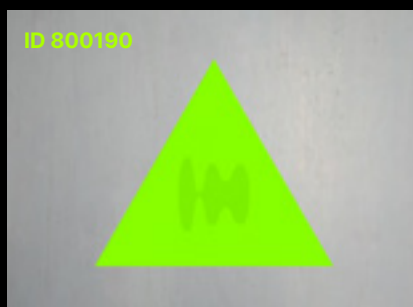
## STEP INTO THE SPOTLIGHT

At eye level with your feet: every step leads directly to your destination.

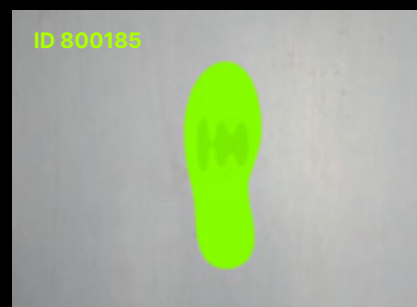
### OPTIONAL CUTTYPES



Included in the price



+ CHF 290



+ CHF 590

A booking includes 20 crumbs measuring approx. 30 × 30 cm.

**CHF 690**



# WHAT HAPPENS NEXT?

With a wide range of advertising spaces throughout the entire event experience, we offer numerous opportunities to specifically enhance your brand presence. We are happy to support you in selecting the right formats.

Do you have questions or already an idea?  
We are here for you!

[events@bernexpo.ch](mailto:events@bernexpo.ch)