

OPPORTUNITIES & GUIDELINES

BERNEXPO

DIGITAL SIGNAGE SCREENS FESTHALLE



DIGITAL SIGNAGE (EASESCREEN)

The Festhalle features a total of 90 screens used for digital signage. During your event, you'll have the option to display your own content on some of these screens. For example, on the day of the event, you can display a personalized "Welcome," show the program, display room names or directional signs, or play a video on a loop.

EVERYTHING IMPORTANT AT A GLANCE

- There are a total of 90 screens in the Festhalle.
- All screens correspond to either a **9:16 or 16:9** aspect ratio.
- The content is provided by you (the client).
- You decide what content is displayed, when, and where it is shown.
- The content must be delivered in at least **1920x1080 pixels** (for landscape screens) or **1080x1920 pixels** (for portrait screens). Higher resolutions are also acceptable, as long as they correspond to the 9:16 or 16:9 aspect ratio.
- The content must be delivered at least **2 business days** before the beginning of the event.
- Only static screens are available (no touch screens).
- A BERNEXPO staff member will inform you well in advance exactly which screens are available to you – the assignment depends on the specific event.
- BERNEXPO will upload content to the screens using the «Easescreen» web tool.
- Requirements for **video files**: Full HD | MP4 | 25 FPS (no higher)
- The following file types* are supported by the digital signage tool:
.PDF, .IMAGE, .JPG, .PNG, .MP4, .H264, .GIF, .JS
*MOV, PowerPoint, or Word files do not work!
*Maximum file size is 1 GB
*Please do not submit 4K videos

WHAT WE OFFER

You are responsible for providing the content to be displayed on the screens. We offer two options for delivering the content:

- 1 OPTION 1 – MADE BY YOU:**
You deliver the content directly to BERNEXPO in the correct layout (16:9 or 9:16), and we integrate the finished content into the web tool. This option allows you to fully implement your individual style (for example, in line with your CI/CD).
- 2 OPTION 2 – À LA CARTE:**
You send us your content (primarily in written form), and we incorporate the information into existing BERNEXPO templates. Your logo will, of course, be included.

It's also possible to combine the two options.

HOSPITALITY

Some screens are shown in **BLUE (G)**. These areas are specifically designated for food service and are available to you only if food service (e.g., catering) is planned as part of your event. In all other cases, BERNEXPO or Sportgastro AG retains control over these screens.

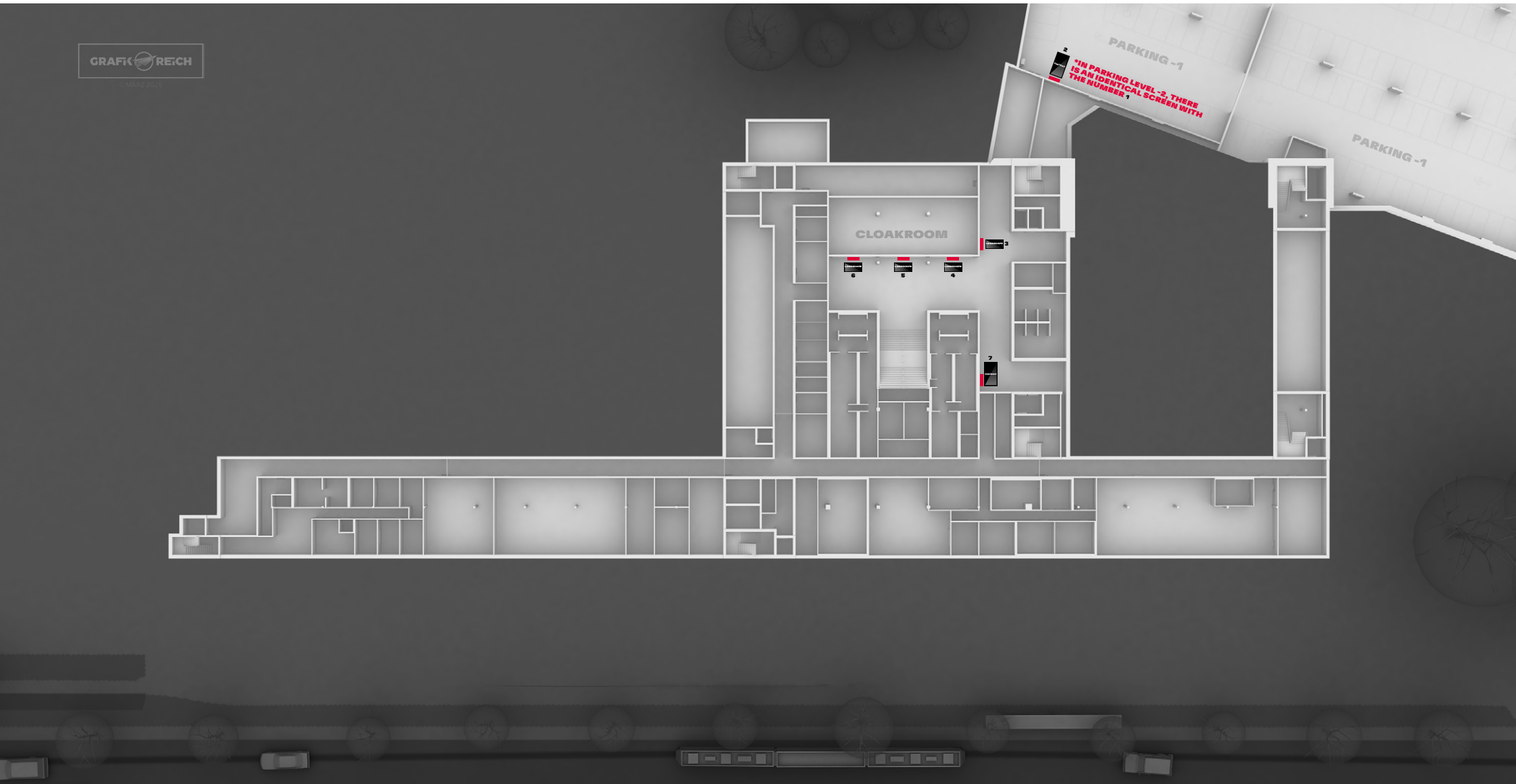
ADVERTISING SPACE

The screens marked in **GREEN (W)** (8 in total) are reserved advertising spaces and are not available. These screens are managed by BERNEXPO and any selected advertising partners. For more information, please contact your representative at BERNEXPO.

DIGITAL SIGNAGE SCREENS – FESTHALLE

- 1 | BASEMENT 1

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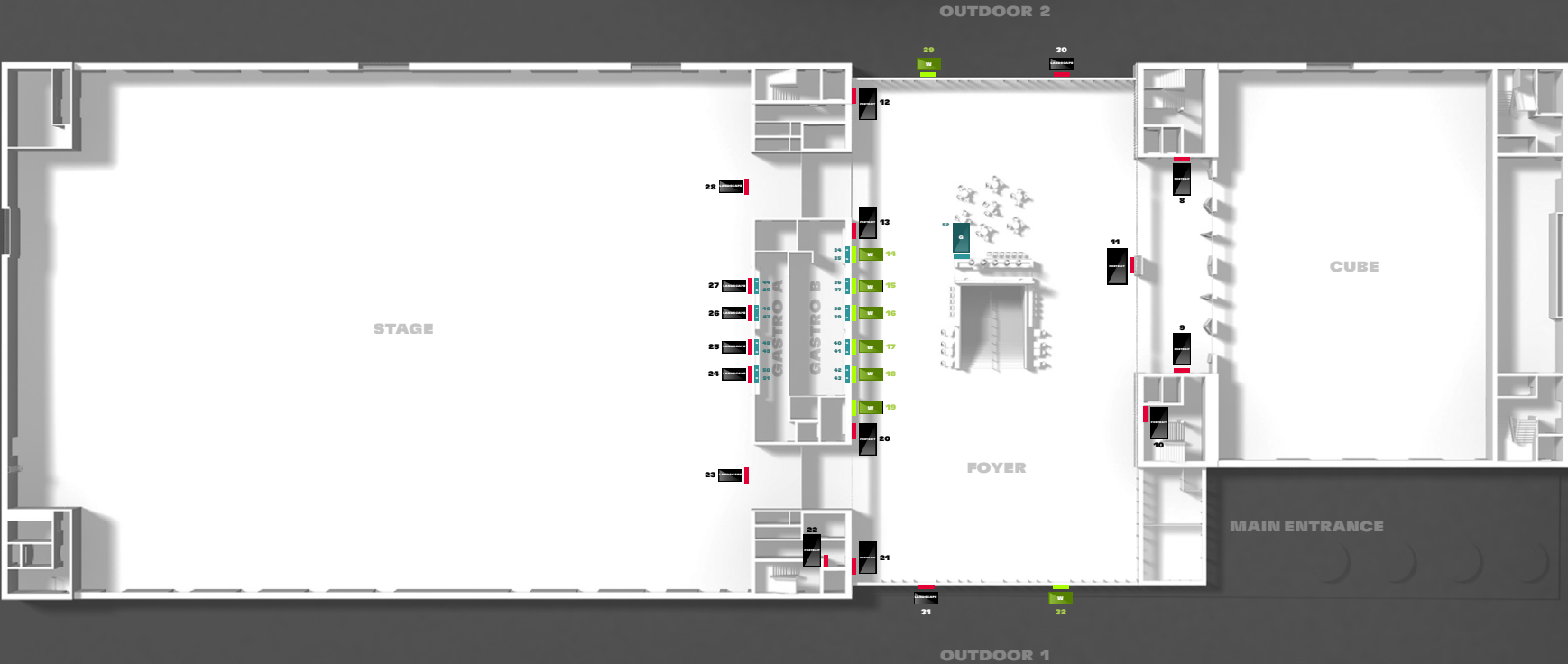
DIGITAL SIGNAGE SCREENS – FESTHALLE

0 | GROUND FLOOR

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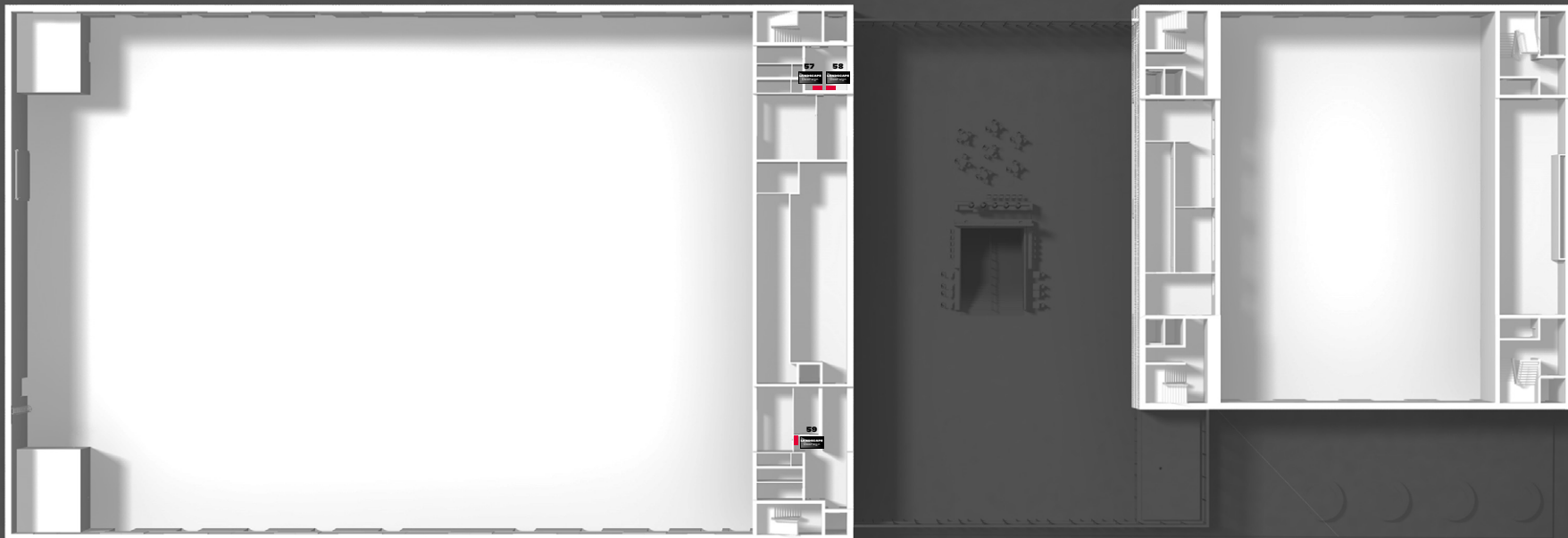
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DIGITAL SIGNAGE SCREENS – FESTHALLE

1 | FIRST FLOOR

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DIGITAL SIGNAGE SCREENS – FESTHALLE

2 | SECOND FLOOR

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DIGITAL SIGNAGE SCREENS – FESTHALLE

3 | THIRD FLOOR

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GRAFIK REICH

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*MOBILE DUAL-SCREEN

Fixed stand with two portrait-oriented screens on casters.
Each side can be displayed individually.

