

Advertising Media



3-7/06/2024

32 BIEMH

YOU MAKE IT BIG



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.

Sales Department

☎: + 34 94 404 00 92

✉: biemh@bec.eu

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

SOLD OUT!

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

SOLD OUT!

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

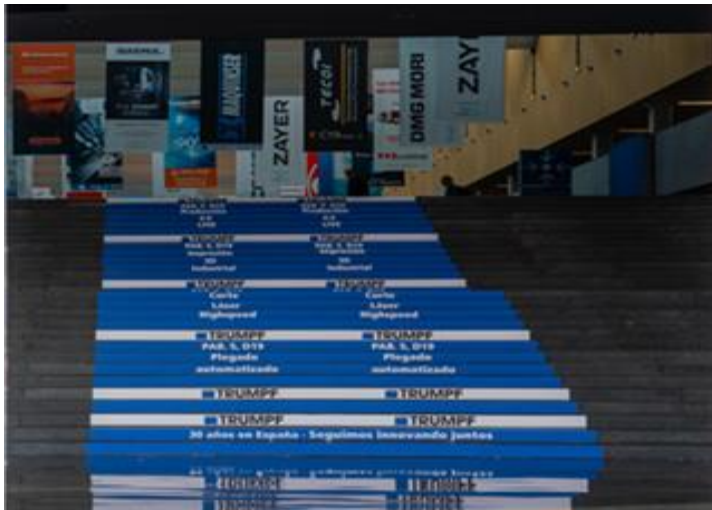
The venue's enormous entrance columns will welcome visitors by showcasing your company's brand and message.

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

Size: 5m x 5.5m of perimeter

SOLD OUT!

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

SOLD OUT!

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)



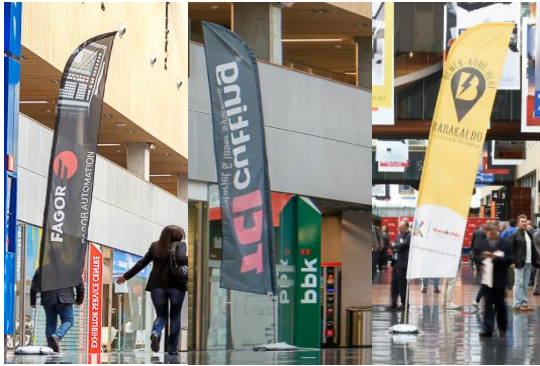
TOTEM core board in the main corridor

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

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.

SOLD OUT!



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.

Your Brand and message will be visible in the elevators



ELEVATOR LABELLING (indoor and outdoor)

The doors are labeled by the exterior and the interior of the elevator at atrium level.

Available locations:

- 2 elevator in atrium blue area
- 2 elevator in atrium orange area **SOLD OUT**
- 2 elevator in atrium green area
- 2 elevator in atrium between blue-orange pavilions
- 2 elevators in atrium between orange-green pavilions

