

# Exhibition Media Opportunities

Build awareness

Create a connection

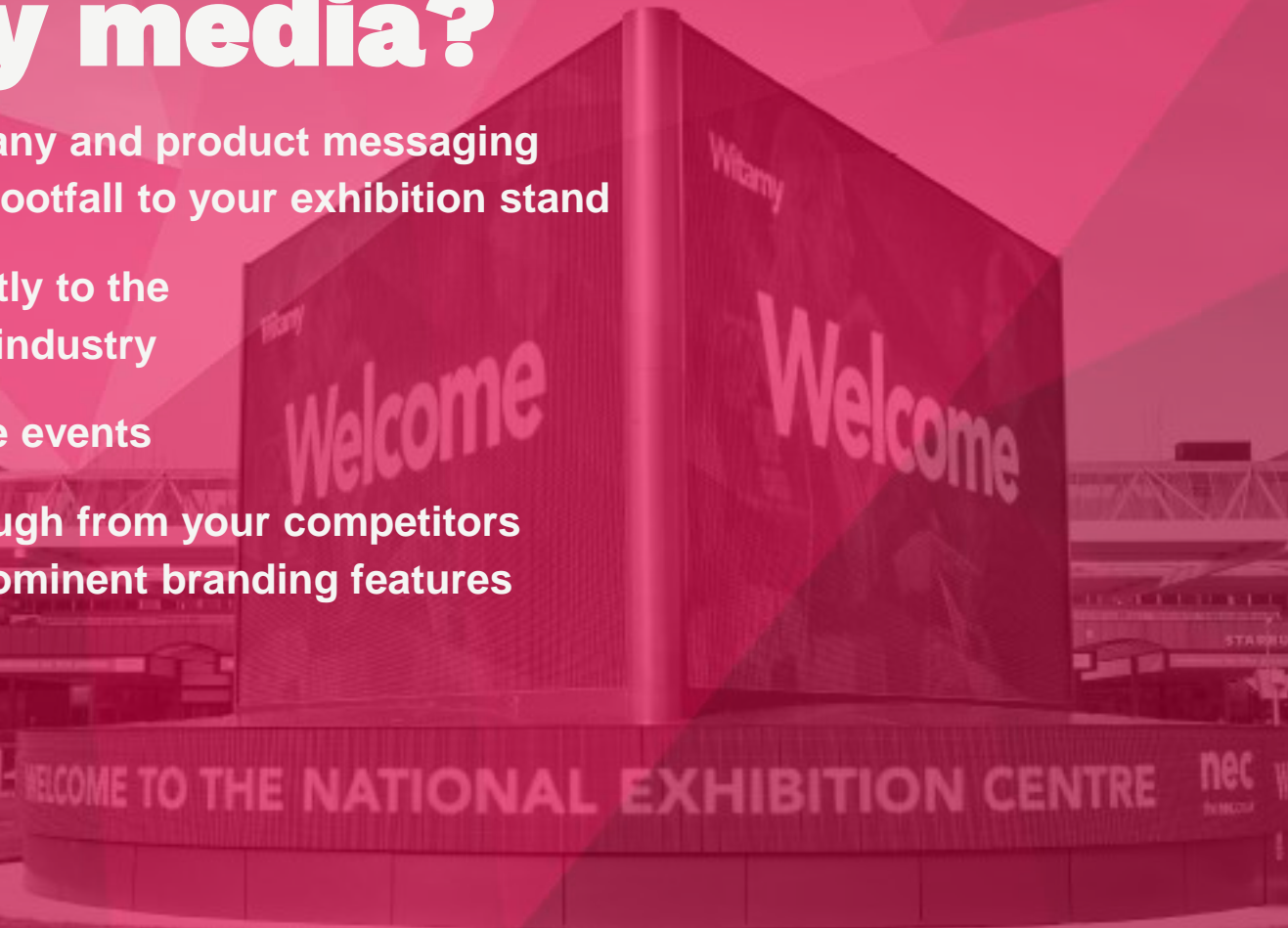
Drive footfall



**nec**  
Birmingham

# Why buy media?

- Amplify your company and product messaging and drive increase footfall to your exhibition stand
- Communicate directly to the influencers in your industry
- Promote your future events
- Significant cut through from your competitors at the show with prominent branding features





# THE NEC CAMPUS

Birmingham Airport



Birmingham International train station



- Outlet Shopping
- Genting Hotel & Spa
- Bars and Restaurants
- Cinema
- Resorts World Casino
- The Vox Conference Centre



Motorway network M6, M5, M42, M40



# Arriving by road












nec



we hope  
you enjoy  
your visit



# THE NEC MEDIA SITES External

SYMBOL	TYPE	SITE NO	SUB TOTAL	TOTAL
	LAMPOST TRI SIGNS			32
	BUS SHELTER			16
	MEGA POSTER			5
	4 SHEET DOUBLE SIDED	1-66		29
	6 SHEET DOUBLE SIDED	1-64		32
	96 SHEET - SKIN	14-20		7
	48 SHEET WET POSTED	4-13	10	
	48 SHEET - SKIN	1-2	2	31
	48 SHEET TEMPORARY	T1-T19	19	
	BALLOON SITE			1
	FLAGS			4



# ARRIVING BY ROAD

## 96 Sheet Billboards

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



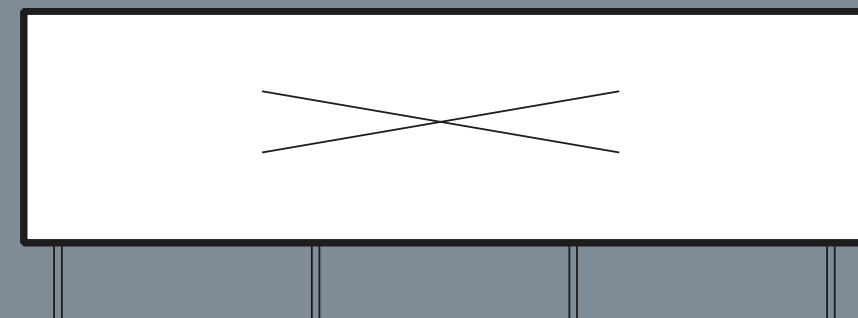
### SIZE

Actual size –  
12192(w) x 3162(h)mm  
Visual size –  
12090(w) x 2915(h)mm



### RATE CARD

Media – 4,668.64  
Production – 613.12  
Installation – 309.38  
TOTAL – 5,591.14



# ARRIVING BY ROAD

## 48 Sheet Billboards

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Wet Posted & PVC options available (PVC rate on request)



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



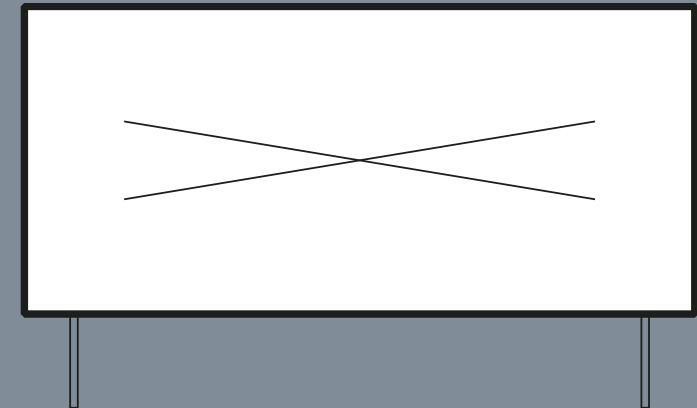
### SIZE

Actual size –  
6070(w) x 3020(h)mm  
Visual size –  
5870(w) x 2685(h)mm



### RATE CARD

Media – 2,241.90  
Production – 191.25  
Installation – 61.87  
TOTAL – 2,495.02





# ARRIVING BY ROAD

## 6 Sheet Posters

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



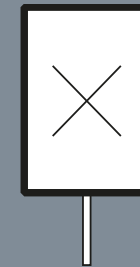
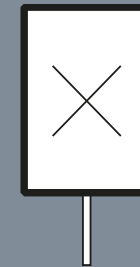
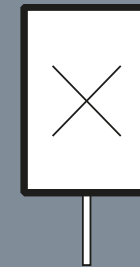
### SIZE

Actual size –  
1160(w) x 1725(h)mm  
Visual size –  
1085(w) x 1670(h)mm



### RATE CARD

Media – 220.00  
Production - 39.38  
Installation – 16.87  
TOTAL – 276.25 each





# ARRIVING BY ROAD

## 4 Sheet Posters

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



### SIZE

Actual size –  
1016(w) x 1524(h)mm  
Visual size –  
986(w) x 1494(h)mm



### RATE CARD

Media – 190.80  
Production – 39.38  
Installation – 16.87  
TOTAL – 247.05 each



# SHUTTLE BUS OPPORTUNITIES

## Bus Stop Vinyl Wraps

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.



### FORMAT

Solus print panels



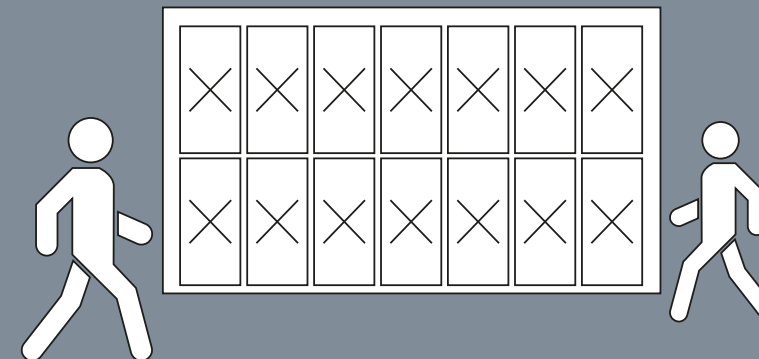
### SIZE

Available upon request



### RATE CARD

Media – 2,981.25  
Production – 2,784.38  
Installation – 1,642.50  
TOTAL – 7,408.13





# SHUTTLE BUS OPPORTUNITIES

## Bus Window Vinyl's

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.



### FORMAT

Solus print panels



### DISPLAY TIME

Duration of event



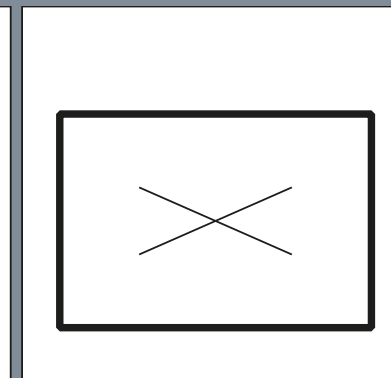
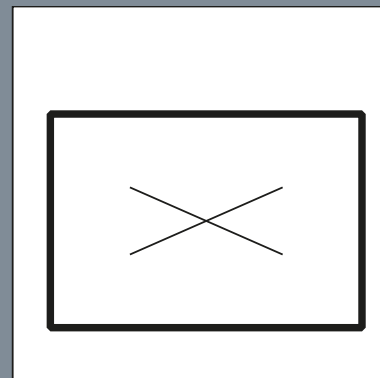
### SIZE

900(w) x 500(h)mm  
Internal facing



### RATE CARD

(6 vinyl's per bus - 16 buses)  
Media – 3,577.50  
Production – 1,350.00  
Installation – 675.00  
TOTAL – 5,602.50



# SHUTTLE BUS OPPORTUNITIES

## Bus Panel Adverts

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.



### FORMAT

Solus print panels



### SIZE

Actual size  
974(w) x 324(h) mm  
Visual size  
955(w) x 305(h) mm



### DISPLAY TIME

Duration of event

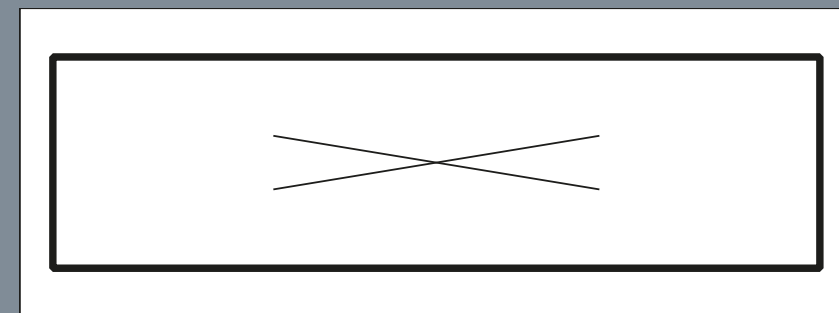


### RATE CARD

(32 panels – 2 panels per bus)  
Media – 2,385.00  
Production – 416.25  
Installation – 258.75  
TOTAL – 3,060.00

### FULL ACTIVATION

(126 panels - Across all 16 buses)  
Media – 5,962.50  
Production – 1,276.87  
Installation – 1,023.75  
TOTAL – 8,263.12



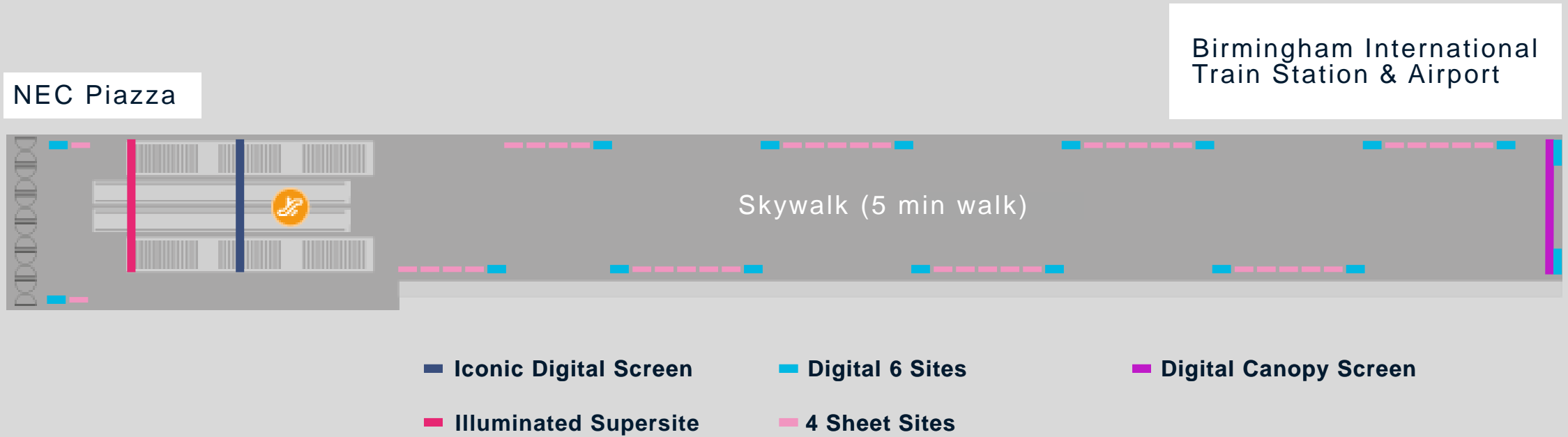


# Arriving by rail / air

The Bridgelink corridor connects the NEC venue to Birmingham International Train Station & Airport.

# THE NEC MEDIA SITES

## Bridgeline





# INTERNATIONAL TRAIN STATION Elevated Canopy Screen

- Visible to all connecting passengers from Birmingham Airport to Birmingham International train station
- Panoramic canopy screen elevated for maximum impact
- Dominating the entrance to the NEC



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
5m(w) x 0.5m(h)



**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
596.25



# INTERNATIONAL TRAIN STATION

## D6 Portrait Screens

- Visible to all connecting passengers from Birmingham Airport to Birmingham International train station
- Twin portrait screens located at ground level for maximum impact



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



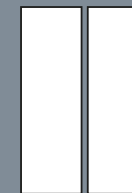
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
1,192.50 for both



# BRIDGELINK OPPORTUNITIES

## D4 Portrait Screens

- 16 screens along the link from the train station to the NEC
- Sequential close proximity advertising
- The only section of the NEC where brand domination is possible.



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
75"



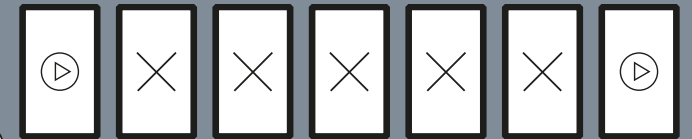
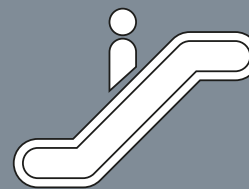
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
4,293.00 for all 16 screens





# BRIDGELINK OPPORTUNITIES

## 4 Sheet Posters

- 40 poster sites along the link from the train station to the NEC
- Sequential close proximity advertising
- The only section of the NEC where brand domination is possible.



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



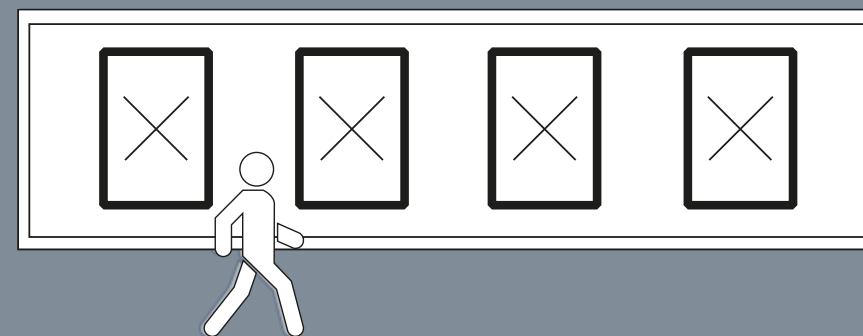
### SIZE

Actual size –  
1016(w) x 1524(h)mm  
Visual size –  
986(w) x 1494(h)mm



### RATE CARD

Media – 208.12  
Production – 39.38  
Installation – 16.87  
TOTAL – 264.37 each



# BRIDGELINK OPPORTUNITIES

## Iconic Digital Screen

- Largest digital screen on site
- Highest dwell point at the entrance to the NEC
- Delivering high impact full motion display



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
7m(w) x 2m(h)



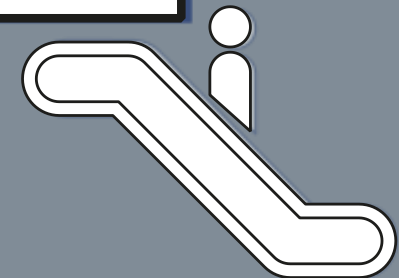
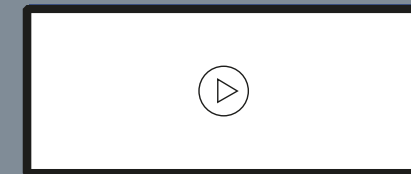
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
4,173.75







# NEC Skywalk

Connecting the Piazza & Atrium Halls




# SKYWALK OPPORTUNITIES

## Skywalk Piazza Screens


- Dominating the Skywalk entrance leading to the Atrium
- Impacting all visitors to the Atrium from Birmingham International Train Station
- Located in a high dwell area
- Clearly visible by all visitors attending shows in the Piazza


 **FORMAT**  
LED Screen

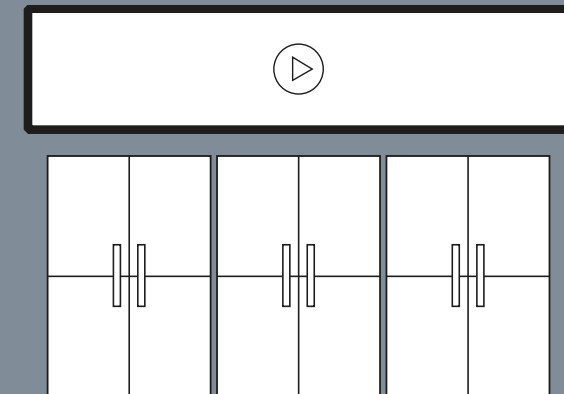
 **FREQUENCY**  
1:6 SOV

 **SCREEN SIZE**  
5.5m x 1m

 **DISPLAY TIME**  
Duration of event

 **DURATION**  
10 seconds

 **RATE CARD**  
596.25



# SKYWALK OPPORTUNITIES

## Escalator Panels

- Set of 7 available
- Would work well for directional messaging
- Close proximity advertising



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



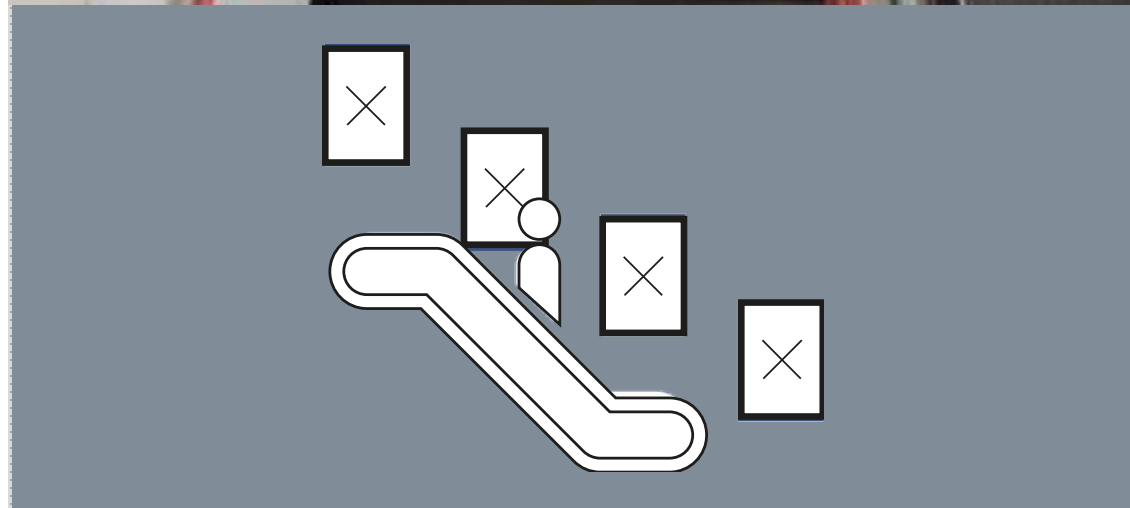
### SIZE

Actual size –  
53(w) x 78.5(h)cm  
Visual size –  
49.5(w) x 75(h)cm



### RATE CARD

Media – 793.01  
Production – 140.62  
Installation – 61.87  
TOTAL – 995.51



# SKYWALK OPPORTUNITIES

## 4 Sheet Posters

- 10 sites available – can be used individually
- Close proximity advertising in high traffic area



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



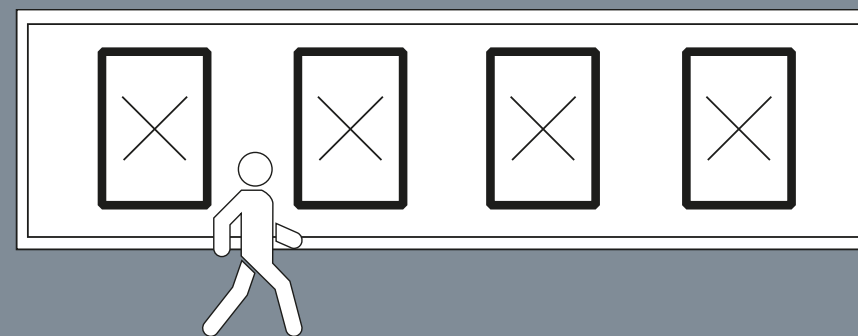
### SIZE

Actual size –  
1016(w) x 1524(h)mm  
Visual size –  
986(w) x 1494(h)mm



### RATE CARD

Media – 208.68  
Production – 39.38  
Installation – 26.87  
TOTAL – 264.93 each





# SKYWALK OPPORTUNITIES

## Skywalk Escalator Screens

- High footfall area for visitors approaching the NEC's Atrium Halls from the railway station
- Only digital screens located on the skywalk



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
55" Landscape screens



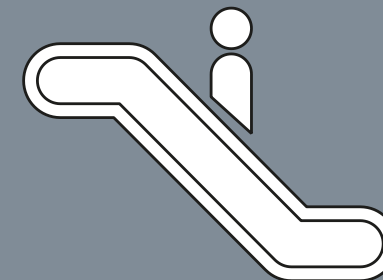
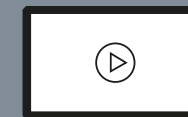
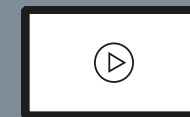
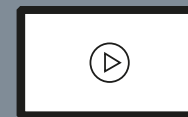
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



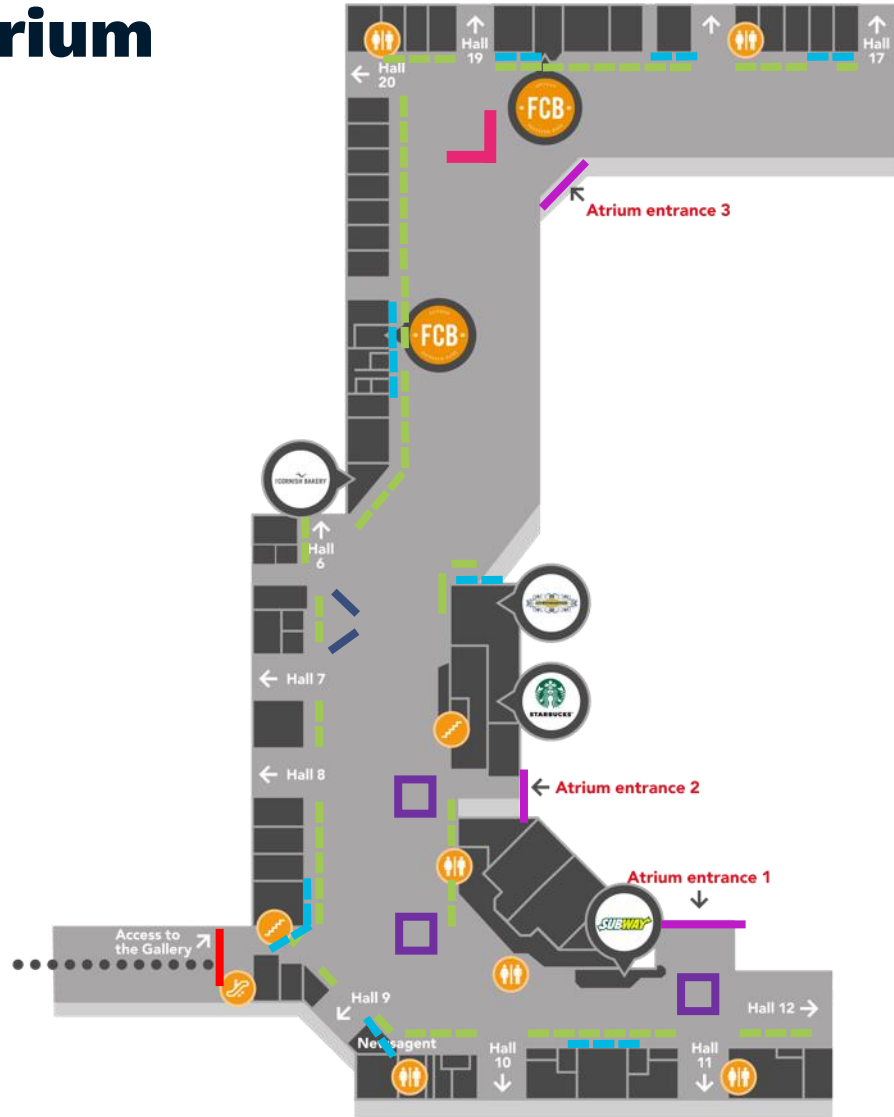
**RATE CARD**  
596.25



# The Atrium

Halls 6 - 20

# The Atrium



- Wayfinding Digital Cubes (3)
- Illuminated Supersites (66)
- Skywalk Atrium Escalator Screen
- Suspended Digital Banner
- Gallery Stairs Digital Screens
- 4 Sheet Poster Sites
- Atrium Entrance Digital Canopy Screens



# ATRIUM OPPORTUNITIES

## Canopy Entrance Screens

- High impact screens at Atrium 1, 2 and 3 entrances
- Located above eyeline at key decision point for all arriving visitors



**FORMAT**  
Digital



**DISPLAY TIME**  
Duration of event



**SCREEN SIZE**  
Varies per entrance



**RATE CARD**  
1,192.50 per entrance



**DURATION**  
10 seconds

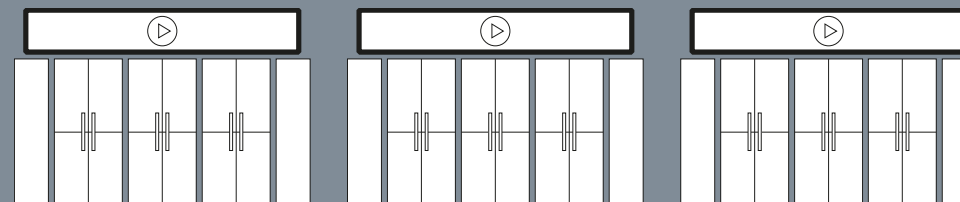
**ATRIUM 1**  
1:6 across 6 screens



**FREQUENCY**  
1:6 SOV

**ATRIUM 2**  
1:6 across 4 screens

**ATRIUM 3**  
1:6 across 2 screens



# ATRIUM OPPORTUNITIES

## External A-Boards

- Double sided printed 4-sheets
- Located on red brick leading to Atrium entrances
- Sold in sets of 3 or 6



**FORMAT**  
Solus print panel



**RATE CARD – Set of 6**  
Media – 2,325.38  
Production – 450.00  
Installation – 371.25  
**TOTAL – 3,146.62**

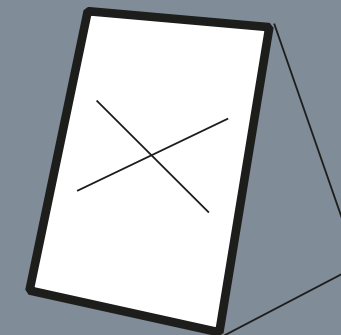


**SIZE**  
Actual size –  
1016(w) x 1524(h)mm  
Visual size –  
914(w) x 1422(h)mm

**RATE CARD- Set of 3**  
Media – 1,252.13  
Production – 225.00  
Installation – 185.62  
**TOTAL – 1,662.75**



**DISPLAY TIME**  
Duration of event



# ATRIUM OPPORTUNITIES

## Concourse Digital Screen

- Dominating a major dwell area close to restaurants within the Atrium
- The largest internal landscape screens for maximum exposure
- One digital screen creating unmissable digital super structure



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**



**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
596.25





# ATRIUM OPPORTUNITIES

## Cube Network

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 16 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network at the Atrium



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



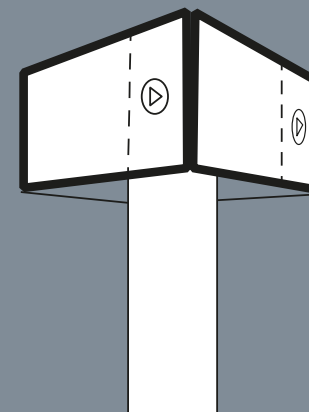
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
775.12 per cube



# ATRIUM OPPORTUNITIES

## Atrium Digital Banner

- Located outside Hall 20 in the Atrium
- Raised visual advertising delivers clear brand impact
- 2 landscape screens incorporating wayfinding, customer information and media content



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**DURATION**  
10 seconds



**DISPLAY TIME**  
Duration of event



**RATE CARD**  
1,192.50



# ATRIUM OPPORTUNITIES

## Pendant Hanging Banners

- Sold in sets of 8 and can be located at various rigging points on the Atrium concourse



**FORMAT**  
Solus print panel



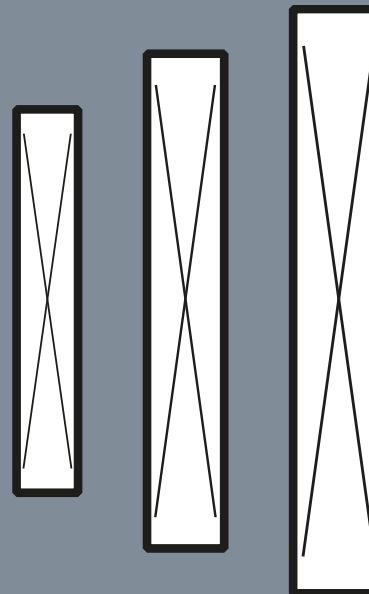
**DISPLAY TIME**  
Duration of event



**SIZE**  
1m(w) x 4(h)



**RATE CARD**  
Media – 6,558.75  
Production – 1,372.50  
Installation – 1,996.88  
TOTAL – 9,928.13





# ATRIUM OPPORTUNITIES

## Mega Banner

- High impact large format PVC banners
- Located at various rigging points on the Atrium concourse



**FORMAT**  
Solus print panel



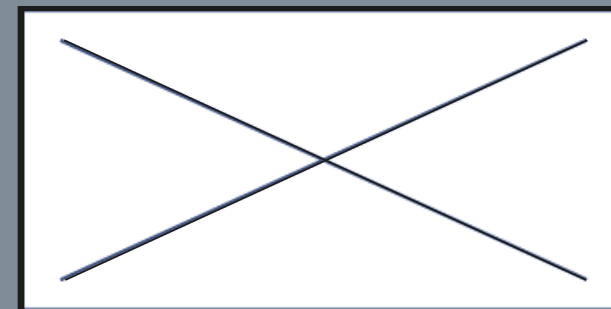
**DISPLAY TIME**  
Duration of event



**SIZE**  
10m(w) x 5m(h)



**RATE CARD**  
Media – 6,558.75  
Production – 1,344.38  
Installation – 506.25  
TOTAL – 8,409.37



# ATRIUM OPPORTUNITIES

## Cube Banners

- Set of 4 large format PVC banners hung as a cube so is visible from all angles.
- Available at various locations on the Atrium concourse



**FORMAT**  
Solus print panel



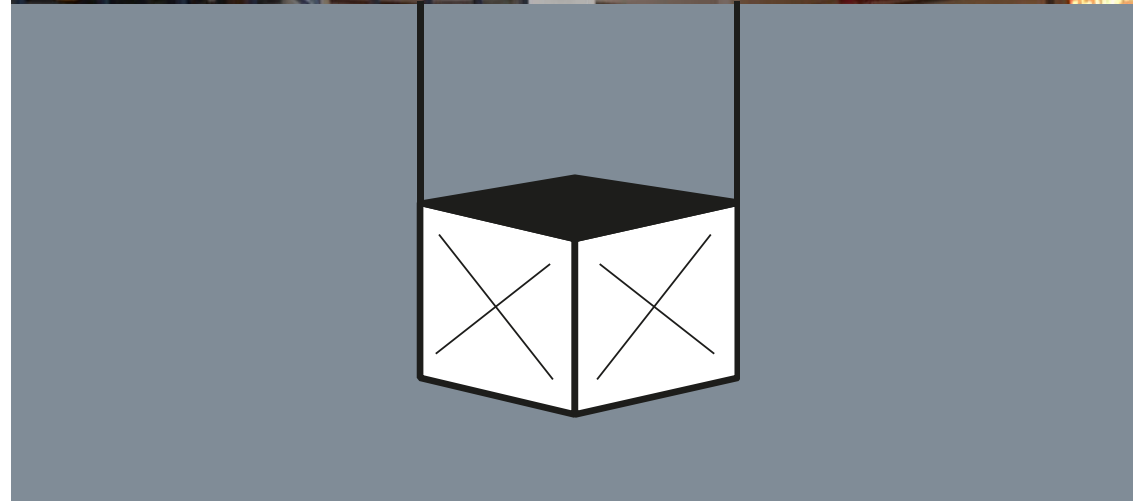
**DISPLAY TIME**  
Duration of event



**SIZE**  
3000mm(w) x 3000mm(h) x 4  
PVC Banners



**RATE CARD**  
Media – 6,558.75  
Production – 2,193.75  
Installation – 669.37  
TOTAL – 9,421.87



# ATRIUM OPPORTUNITIES

## Wedge Base Internal Graphics

- Floor standing, impactful and flexible
- Can be positioned across the Atrium public areas
- Sold in sets of 3 or 6



**FORMAT**  
Solus print panel



**SIZE**  
Actual size –  
800(w) x 1800(h)mm



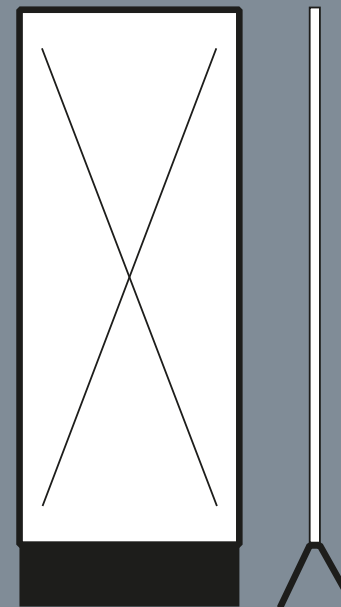
**DISPLAY TIME**  
Duration of event



**RATE CARD – Set of 6**  
Media – 2,325.38  
Production – 450.00  
Installation – 371.25  
TOTAL – 3,146.63



**RATE CARD- Set of 3**  
Media – 1,252.13  
Production – 225.00  
Installation – 185.63  
TOTAL – 1,662.76





# ATRIUM OPPORTUNITIES

## Floor Vinyl's

- Sold as a set of 10
- Can be located at various points leading from the Atrium main entrances to Halls 6 to 12 and Halls 17 to 20



**FORMAT**  
Solus print panel



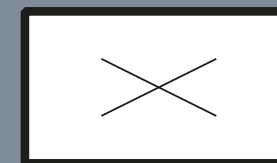
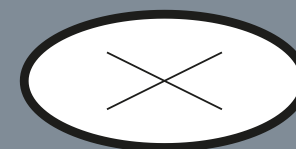
**DISPLAY TIME**  
Duration of event



**SIZE**  
1000(w) x 1000(h)mm



**RATE CARD**  
Media – 1,252.13  
Production – 759.38  
Installation – 253.13  
TOTAL – 2,264.64



# ATRIUM OPPORTUNITIES

## Illuminated Supersites

- Back-lit sites available along the Atrium concourse
- Work well with bookings of concourse suites to support events



**FORMAT**  
Solus print panel



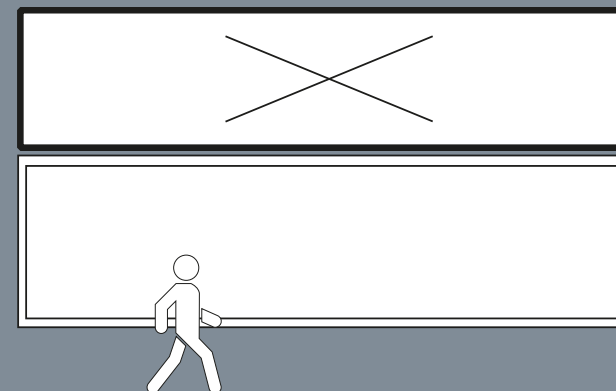
**DISPLAY TIME**  
Duration of event



**SIZE**  
All illuminated supersites vary



**RATE CARD**  
Media – 596.25  
Production – 326.25  
Installation – 264.37  
TOTAL – 1,186.87



# ATRIUM OPPORTUNITIES

## Door Graphics

Door gels can be used as branding across entrance doors of the Atrium. Situated at eye level they are ideal at conveying both 'Welcome' and 'Thanks for visiting' messages.



**FORMAT**  
Solus print panel



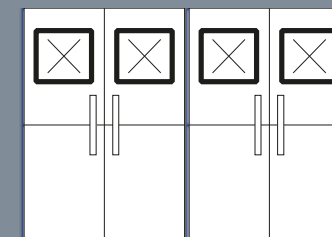
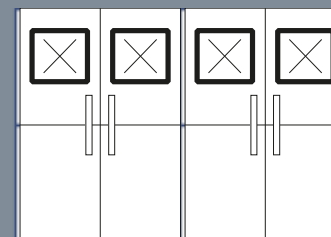
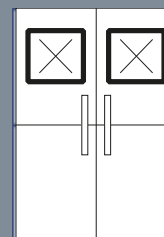
**DISPLAY TIME**  
Duration of event



**SIZE**  
500(w) x 300(h)mm



**RATE CARD**  
Priced upon request





# ATRIUM OPPORTUNITIES

## Hall Entrance Screens

- High impact screens at Hall entrances
- Located above eyeline at key decision point for all arriving visitors



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SIZE**  
55"



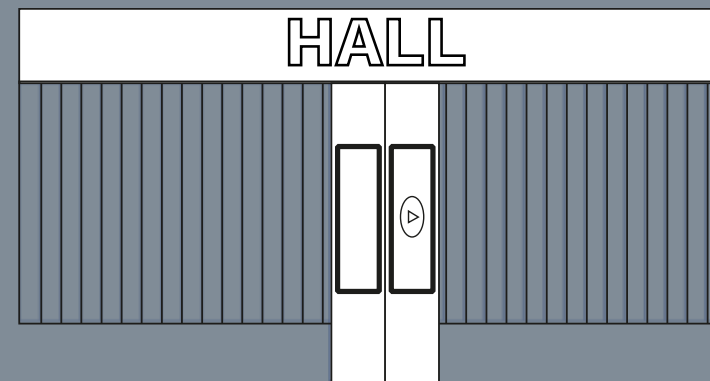
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
1,192.50 for 2 screens  
(1 each side of pillar)



# ATRIUM OPPORTUNITIES

## Convenience Posters

- Entry level media option
- Available in all halls and in sites on the Atrium concourse
- High traffic/dwell areas



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



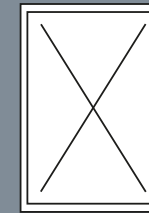
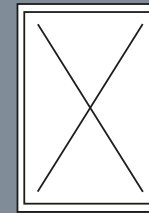
### SIZE

Actual size –  
210(w) x 300(h)mm  
Visual size –  
190(w) x 280(h)mm



### RATE CARD

Price on request



# ARRIVING AT THE ATRIUM

## Vehicle Placements

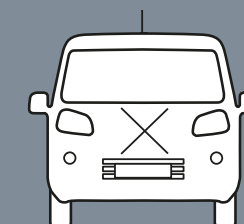
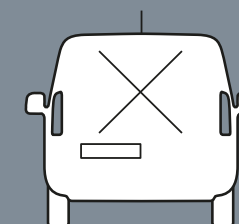
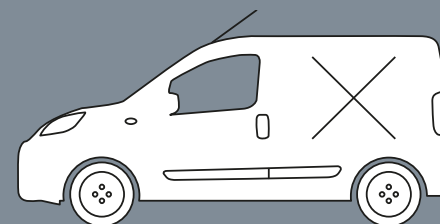
- Various sites available at the main Piazza entrance
- Some sites on red bricked area, others on grass where trackway would be required at an additional cost.



**RATE CARD**  
1,311.75 per vehicle  
per day of event



**DISPLAY TIME**  
Duration of event





# The Piazza

Halls 1 - 5

# The Piazza



**Piazza entrance 1**  
 To and from Genting Arena, Hilton Metropole Hotel, Crowne Plaza Hotel, Pendigo Lake, Genting Hotel, Resorts World, shuttle buses, car parks and taxis

- Iconic Digital Screen
- Bridgelink Supersite
- Wayfinding Digital Cubes (6)
- Illuminated Supersites (3)
- Piazza Exit D6 Screens (3)
- Piazza Entrance D6 Screens (5)
- Piazza Canopy Screens (6)
- Skywalk Piazza Screen
- Skywalk Atrium Escalator Screen

# ARRIVING AT THE PIAZZA

## Triple Sided Roundabout Screen

- A statuesque digital beacon dominating the NEC's main entrance
- Seen by all visitors arriving by road at Piazza main entrance



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SIZE**  
55"



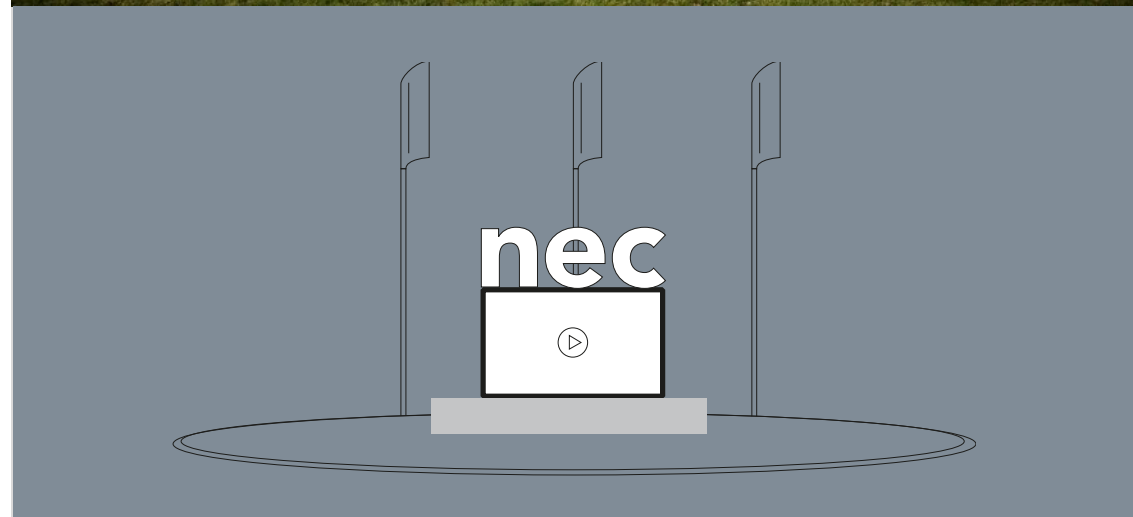
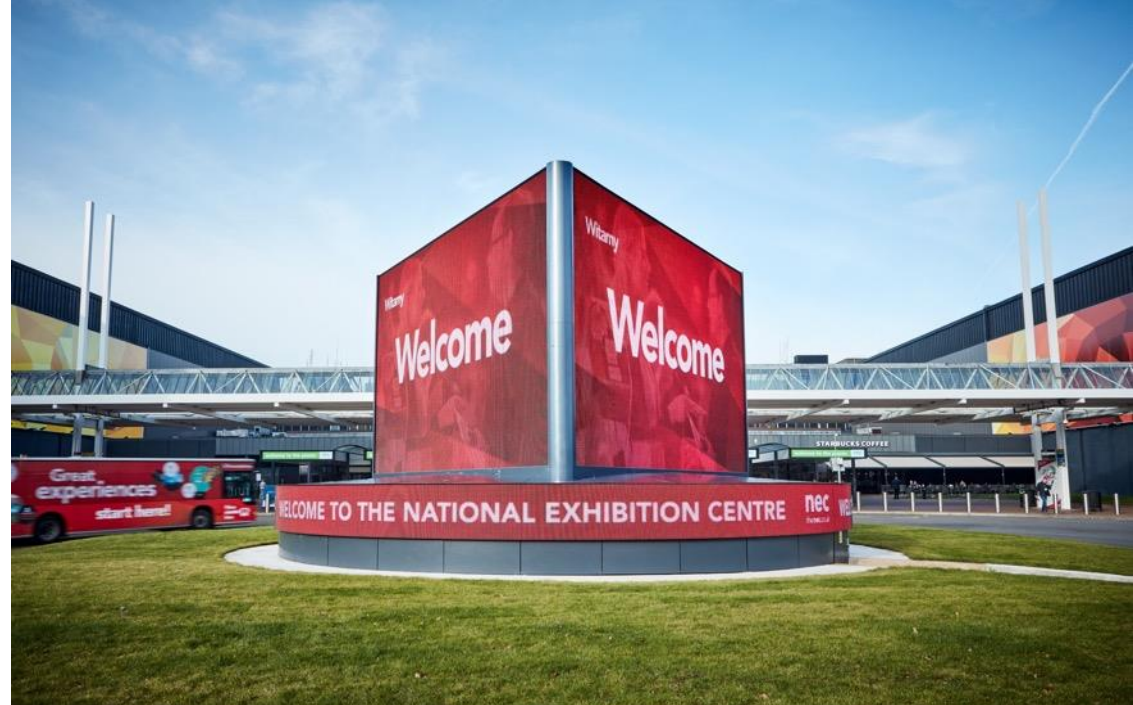
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
3,577.50






# ARRIVING AT THE PIAZZA


## Piazza Lamppost Hanging Banners


- Set of 20 lamppost banners: 10 posts, 2 per post
- Located at the main Piazza entrance

---

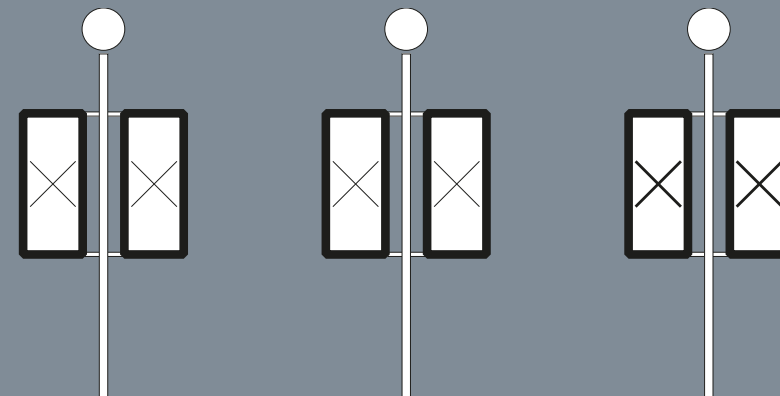
 **FORMAT**  
Solus print panel

 **DISPLAY TIME**  
Duration of event

 **SIZE**  
Sizes sent upon request

 **RATE CARD**  
Media – 2,385.00  
Production – 2,812.50  
Installation – 2,533.50  
TOTAL – 7,731.00

---



# ARRIVING AT THE PIAZZA

## Canopy Entrance Screens

- Impacting all visitors using the NEC's Piazza entrance
- Above eye level display
- 6 sites available, can be purchased individually or as a set



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
5m(w) x 0.5m(h)



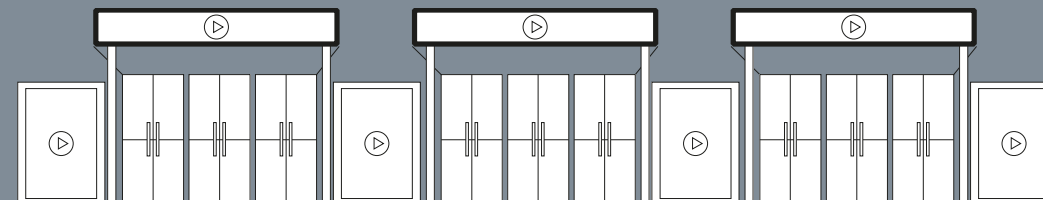
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
596.00 per screen



# PIAZZA OPPORTUNITIES

## External A-Boards

- Double sided printed 4-sheets
- Located on red brick leading to Piazza entrances
- Sold in sets of 3 or 6

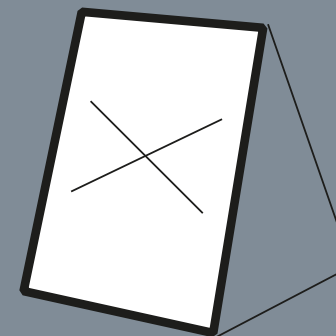
£ **FORMAT**  
Solus print panel

↔ **SIZE**  
Actual size –  
1016(w) x 1524(h)mm  
Visual size –  
914(w) x 1422(h)mm

📅 **DISPLAY TIME**  
Duration of event

📁 **RATE CARD – Set of 6**  
Media – 2,325.38  
Production – 450.00  
Installation – 371.25  
TOTAL – 3,146.62

**RATE CARD- Set of 3**  
Media – 1,252.13  
Production – 225.00  
Installation – 185.62  
TOTAL – 1,662.75





# ARRIVING AT THE PIAZZA

## D6 Portrait Screens

- Ground level close proximity digital screens
- Impacting all visitors using the NEC's Piazza entrance
- Dominating the entrance at the busiest area of the NEC Campus
- 5 sites available, can be purchased individually or as a set
- Available at the entrance and the exits



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



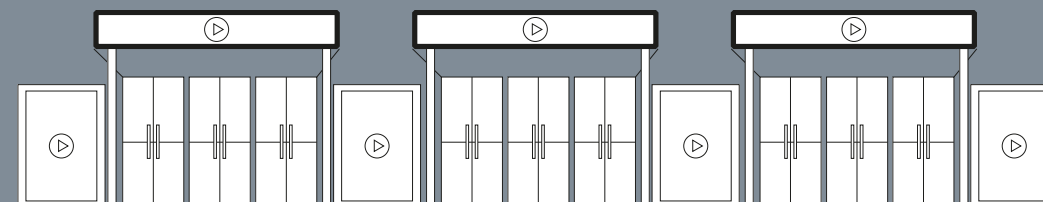
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
596.25 per screen



# NEC PIAZZA

## 3 x D6 Exit Screens

- The Piazza's only internal ground level screens
- Close proximity portrait screens offering full motion content
- Perfectly located to impact delegates at event registration or during dwell time at Starbucks concessions in the Piazza



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



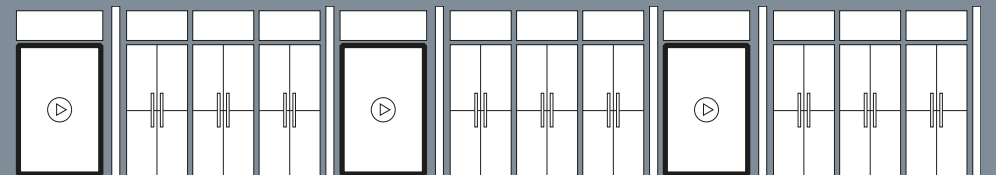
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
596.25 per screen



# PIAZZA OPPORTUNITIES

## Door Graphics

Door gels can be used as branding across entrance doors of the Piazza. Situated at eye level they are ideal at conveying both 'Welcome' and 'Thanks for visiting' messages.



**FORMAT**  
Solus print panel



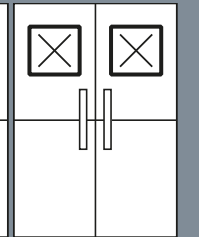
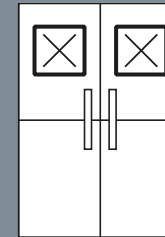
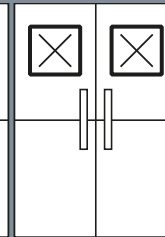
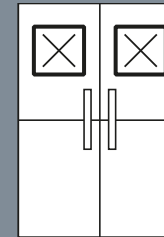
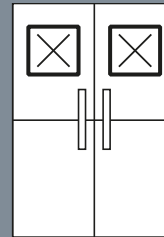
**DISPLAY TIME**  
Duration of event



**SIZE**  
500(w) x 300(h)mm



**RATE CARD**  
Priced upon request





# PIAZZA OPPORTUNITIES

## Wedge Base Internal Graphics

- Floor standing, impactful and flexible
- Located at the main Piazza entrance
- Sold in sets of 3 or 6



**FORMAT**  
Solus print panel



**SIZE**  
Actual size –  
800(w) x 1800(h)mm



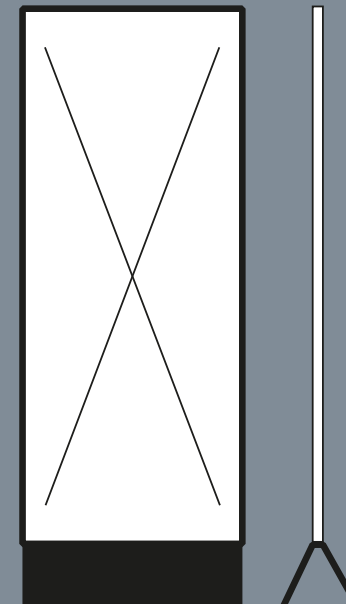
**DISPLAY TIME**  
Duration of event



**RATE CARD – Set of 6**  
Media – 2,325.38  
Production – 450.00  
Installation – 371.25  
TOTAL – 3,146.63



**RATE CARD- Set of 3**  
Media – 1,252.13  
Production – 225.00  
Installation – 185.63  
TOTAL – 1,662.76



# PIAZZA OPPORTUNITIES

## Cube Network

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 24 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network in the Piazza



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



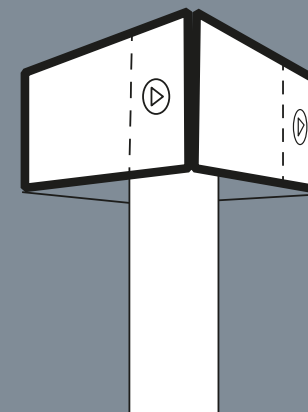
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
775.00 per cube



# PIAZZA OPPORTUNITIES

## Double Sided Overhead Screens

- Located in high dwell areas of the Piazza close to restaurants and hall entrances
- Clearly visible by all visitors during high-traffic periods in the Piazza
- A trilogy of screens sold with the opportunity to brand 1 screen on each set of 3 to compliment exhibition wayfinding
- 2 Pods of 6 screens (4 screens available for activation)



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SCREEN SIZE**  
95"



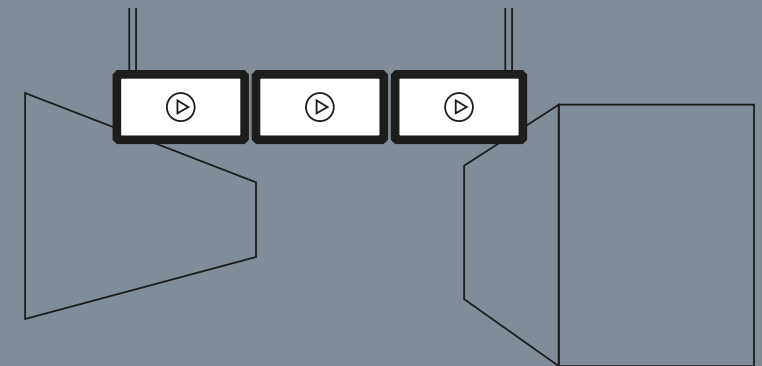
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
2,385.00 for 4 screens





# Piazza OPPORTUNITIES

## Skywalk Piazza Screens

- Dominating the Skywalk entrance leading to the Atrium
- Impacting all visitors to the Atrium from Birmingham International Train Station
- Located in a high dwell area
- Clearly visible by all visitors attending shows in the Piazza


 **FORMAT**  
LED Screen

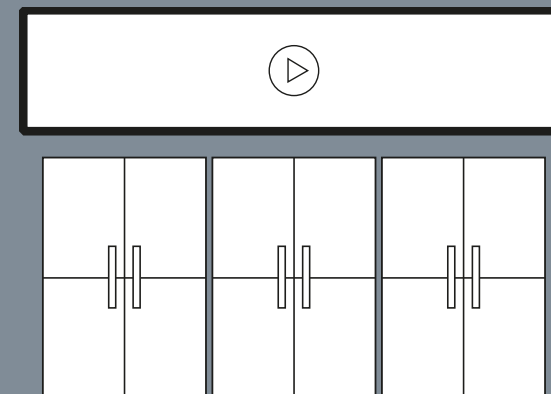
 **FREQUENCY**  
1:6 SOV

 **SCREEN SIZE**  
5.5m x 1m

 **DISPLAY TIME**  
Duration of event

 **DURATION**  
10 seconds

 **RATE CARD**  
596.25



# PIAZZA OPPORTUNITIES

## Pillar Wraps

- Set of 7 available at various locations on the Piazza main concourse outside Halls 1 to 5



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



### SIZE

Pillar sizes vary



### RATE CARD

Media – 5,902.88  
Production – 990.00  
Installation – 536.87  
TOTAL – 7,449.75



# PIAZZA OPPORTUNITIES

## Floor Vinyl's

- Sold as a set of 10
- Can be located at various points from the Piazza main entrance to the entrances of Halls 1 to 5



**FORMAT**  
Solus print panel



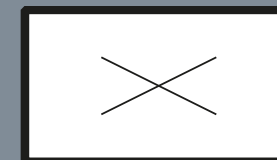
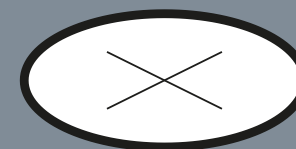
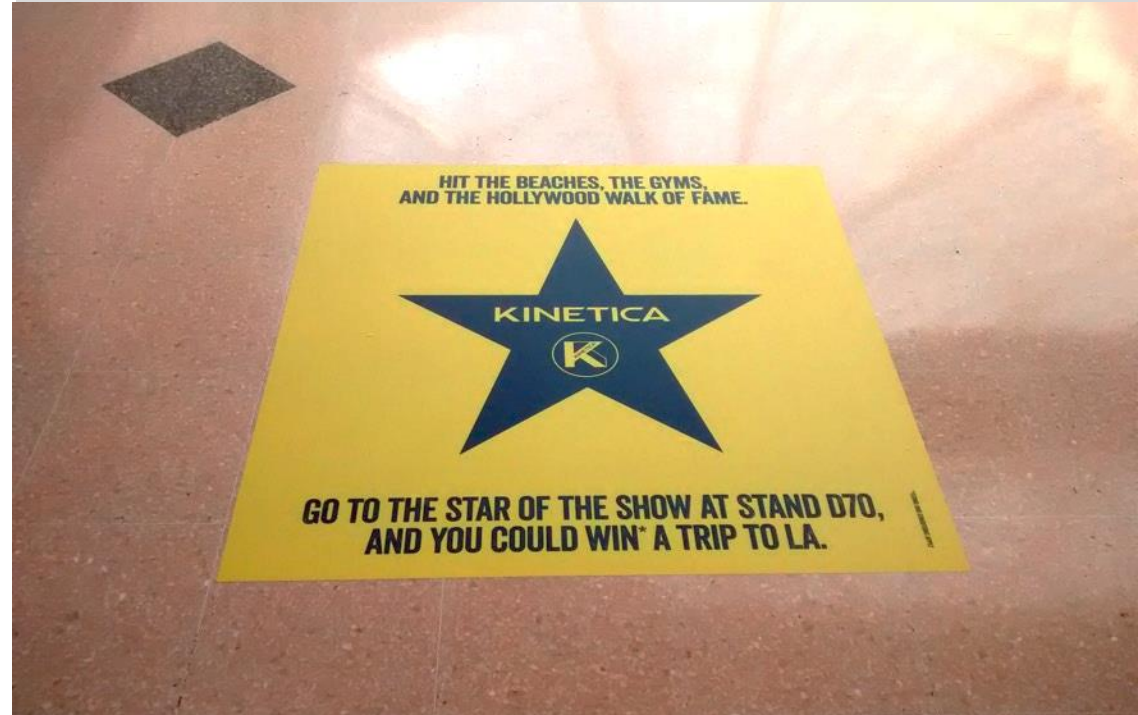
**DISPLAY TIME**  
Duration of event



**SIZE**  
1000(w) x 1000(h) mm



**RATE CARD**  
Media – 1,252.13  
Production – 759.38  
Installation – 253.13  
TOTAL – 2,264.64





# PIAZZA OPPORTUNITIES

## Illuminated Supersites

- 10 sites available on the Piazza concourse
- Premium site at the end of the Bridgeline – additional £750 media fee



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



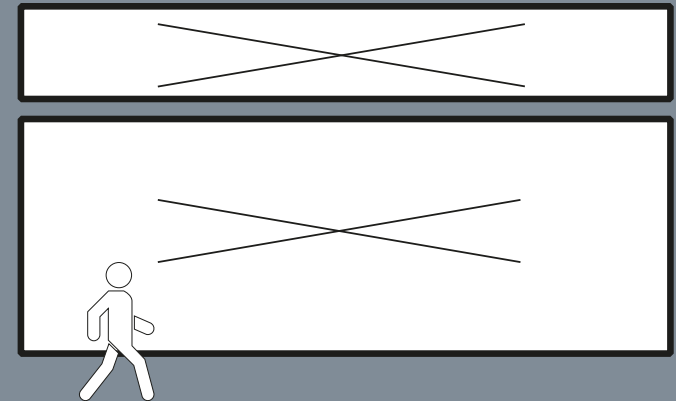
### SIZE

All illuminated supersites vary



### RATE CARD

Media – 596.25  
Production – 326.25  
Installation – 264.37  
TOTAL – 1,186.87



# PIAZZA OPPORTUNITIES

## Horizontal Hanging Banners

- Set of 7 available at various locations on the Piazza main concourse outside Halls 1 to 5



**FORMAT**  
Solus print panel



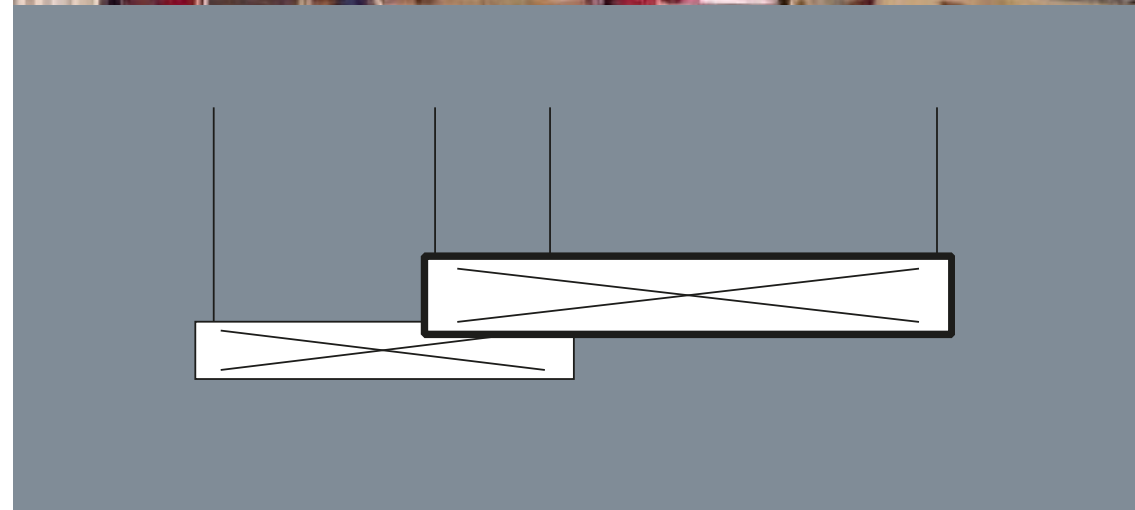
**DISPLAY TIME**  
Duration of event



**SIZE**  
3660(w) x 610(h)mm  
(double sided)



**RATE CARD**  
Media – 603.70  
Production – 118.12  
Installation – 61.87  
TOTAL – 973.01 each



# PIAZZA OPPORTUNITIES

## Hall Entrance Screens

- High impact screens at Hall entrances
- Located above eyeline at key decision point for all arriving visitors



**FORMAT**  
Digital



**FREQUENCY**  
1:6 SOV



**SIZE**  
55"



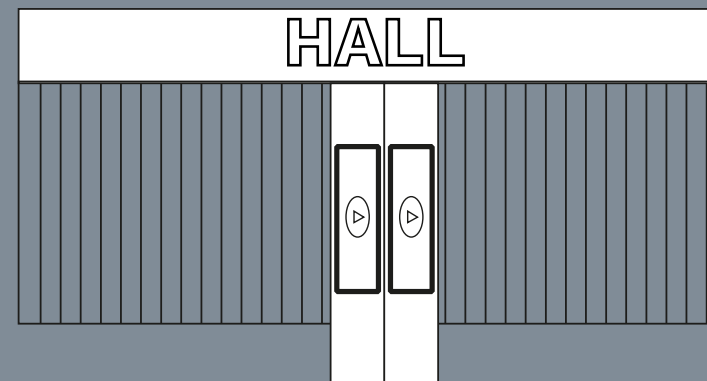
**DISPLAY TIME**  
Duration of event



**DURATION**  
10 seconds



**RATE CARD**  
1,192.50 for 2 screens  
(1 each side of pillar)





# ARRIVING AT THE PIAZZA

## Vehicle Placements

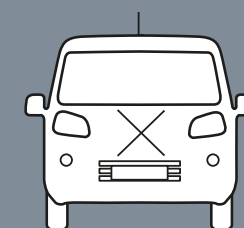
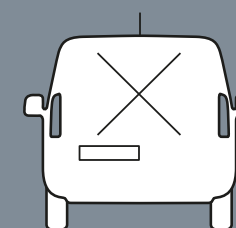
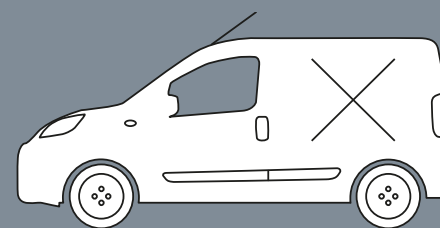
- 20 sites available at the main Piazza entrance
- Some sites on red bricked area, others on grass where trackway would be required at an additional cost.



**RATE CARD**  
1,311.75 per vehicle  
per day of event



**DISPLAY TIME**  
Duration of event



# PIAZZA OPPORTUNITIES

## Convenience Posters

- Entry level media option
- Available in all halls and in sites on the Piazza concourse
- High traffic/dwell areas



### FORMAT

Solus print panel



### DISPLAY TIME

Duration of event



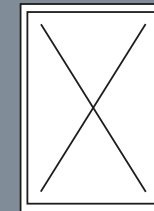
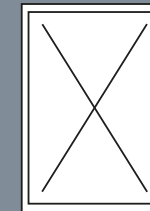
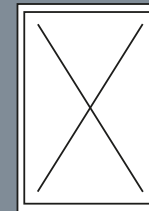
### SIZE

Actual size –  
210(w) x 300(h)mm  
Visual size –  
190(w) x 280(h)mm



### RATE CARD

Price on request



The image features a large, semi-transparent red geometric pattern of various triangles and polygons overlaid on a background photograph. The photograph shows a woman with blonde hair on the left, looking down, and a large building with a curved facade on the right. The building has the word 'Gossard' written on it in a stylized font, and 'G-SSRD' is visible above it. The overall color scheme is dominated by shades of red and pink.

**Other**



# BESPOKE BRANDING SOLUTIONS

For clients looking for more bespoke opportunities outside of our standard branding portfolio and media offering we are happy to create more tailored solutions.

Please feel free to discuss any of your requirements with us directly.



## RATE CARD

Prices available on request



# EXPERIENTIAL OPPORTUNITIES

Experiential Opportunities and activities can be positioned in designated areas across the venue within public, out of hall, high dwell areas of the Piazza or Atrium.

This gives you the opportunity to directly engage with your chosen demographic and audience through 'Live Marketing' Opportunities.

We regularly rent our experiential areas for Promo Staff, Leafleting, Sampling etc.



## RATE CARD

Prices available on request

---





# Here to help you

Email: [mediaandgraphics@necgroup.co.uk](mailto:mediaandgraphics@necgroup.co.uk)

