

EXHIBITION MEDIA OPPORTUNITIES

Build awareness Create a connection Drive footfall



Event.media@necgroup.co.uk

nec
thenec.co.uk

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



Motorway network M6, M5, M42, M40



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



Arriving by road



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 Billboard

- 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



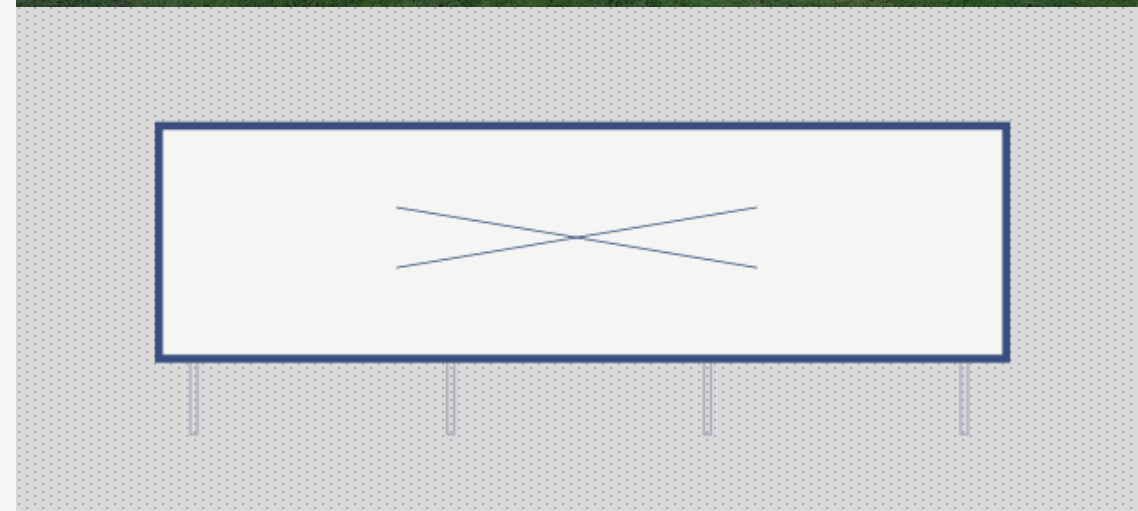
SIZE

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



RATE CARD

Media – £3,915
Production – £545
Installation – £275
TOTAL - £4,735



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
- Paper and PVC options available



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



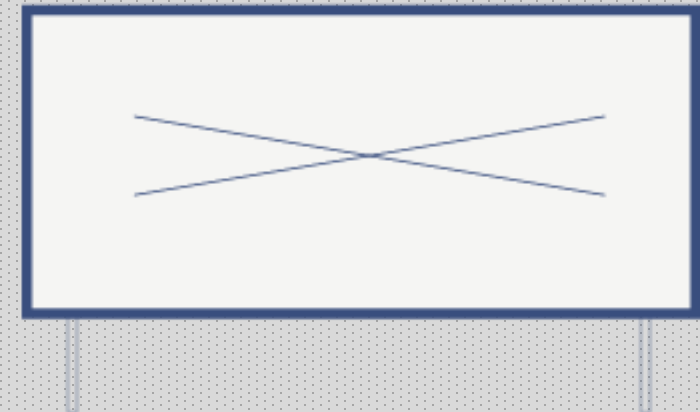
SIZE

Actual size –
3060(h) x 6110(w)mm
Visual size –
3010(h) x 6060(w)mm



RATE CARD

Media – £1,880
Production – £170
Installation – £55
TOTAL - £2,105



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



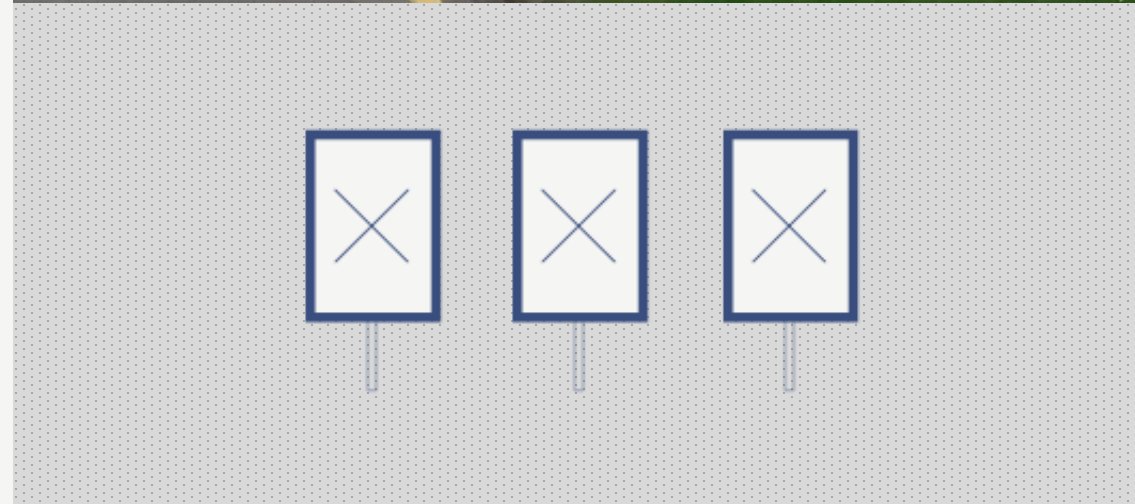
SIZE

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



RATE CARD

Media – £185
Production – £35
Installation – £12
TOTAL - £232 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



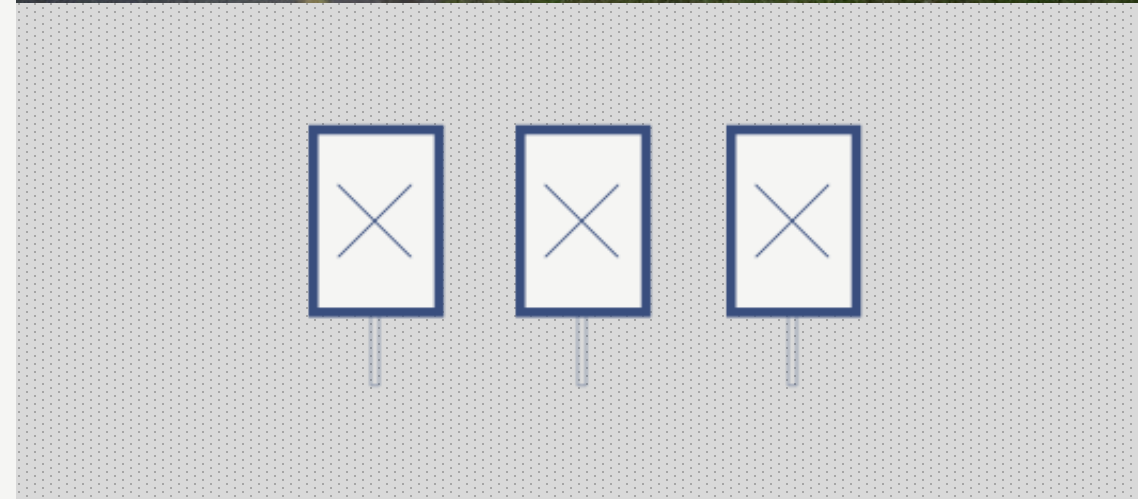
SIZE

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



RATE CARD

Media – £160
Production – £35
Installation – £12
TOTAL - £207 each



WALKING FROM CAR PARKS

Double Sided – Digital Totem Screens

- D6 panels located on external carpark pathways
- Positioned to influence core decision making
- Free standing portrait network at ground level creating maximum impact on pedestrian audience



FORMAT
Digital



FREQUENCY
1:6 SOV



SIZE
75"



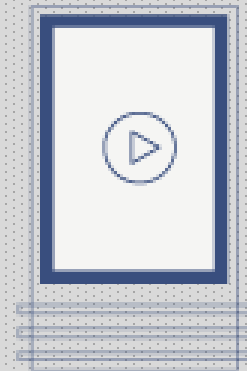
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£250 per screen



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



DISPLAY TIME

Duration of event



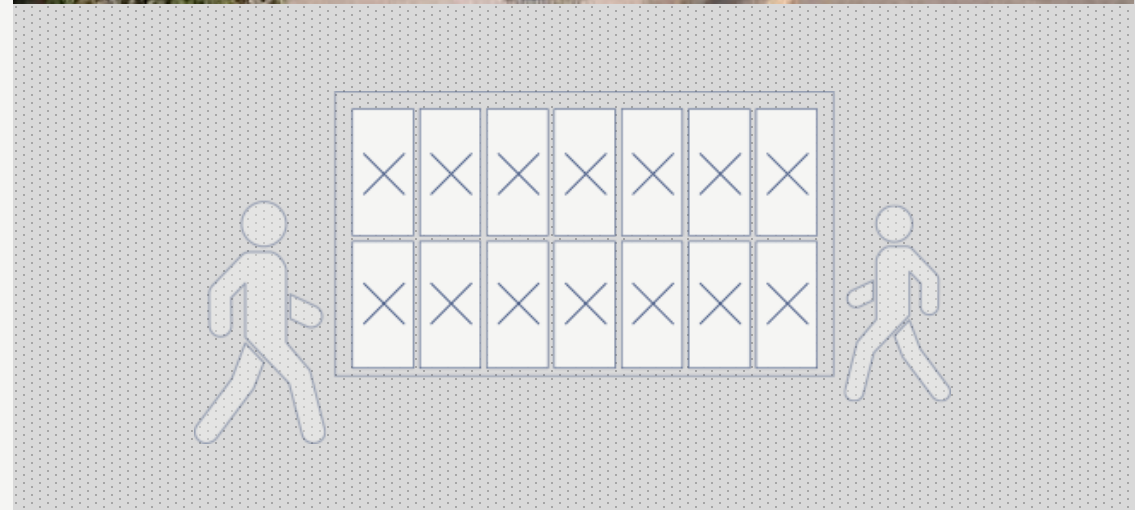
SIZE

Available upon request



RATE CARD

Media - £2,500
Production - £3,225
Installation - £620
TOTAL - £6,345



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



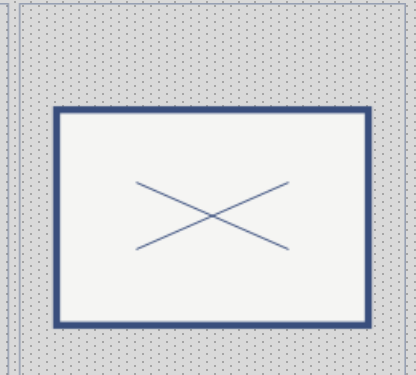
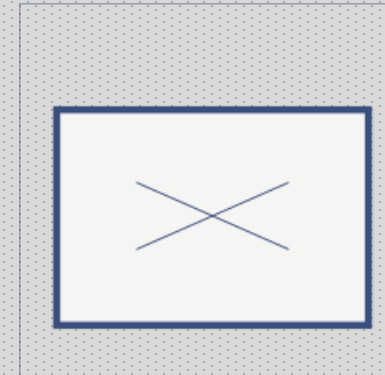
DISPLAY TIME
Duration of event



SIZE
900 x 500mm
Internal facing



RATE CARD
(4 vinyl's per bus – 16 buses)
Media - £3,000
Production - £1,200
Installation - £600
TOTAL - £4,800



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

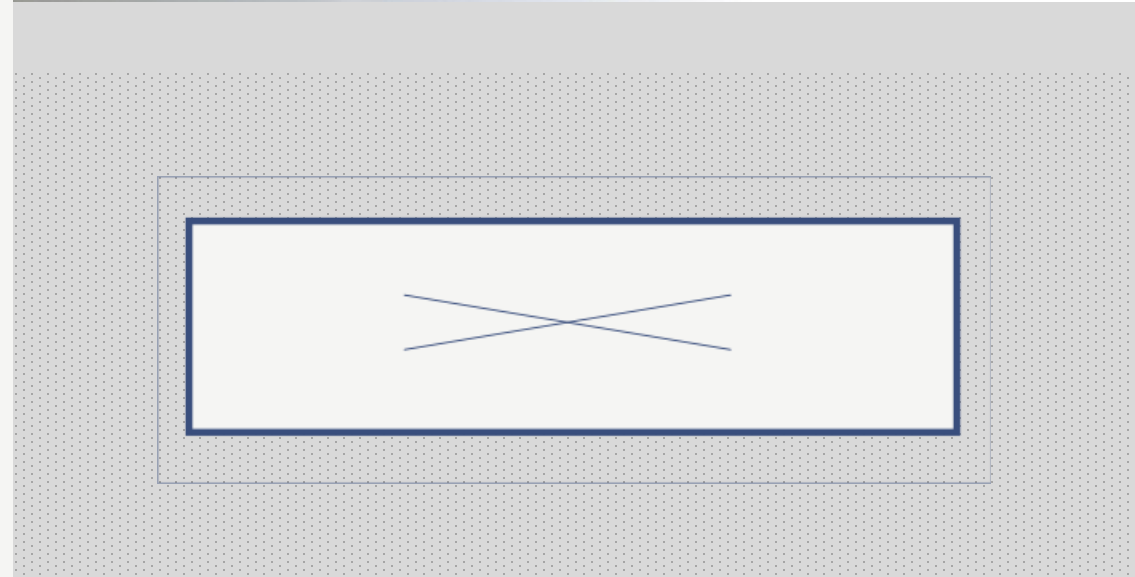


DISPLAY TIME
Duration of event



RATE CARD
(32 panels – 2 panels per bus)
Media - £2,000
Production - £370
Installation - £230
TOTAL - £2,600

FULL ACTIVATION
(126 panels – Across all 16 buses)
Media - £5,000
Production - £1,135
Installation - £910
TOTAL - £7,045

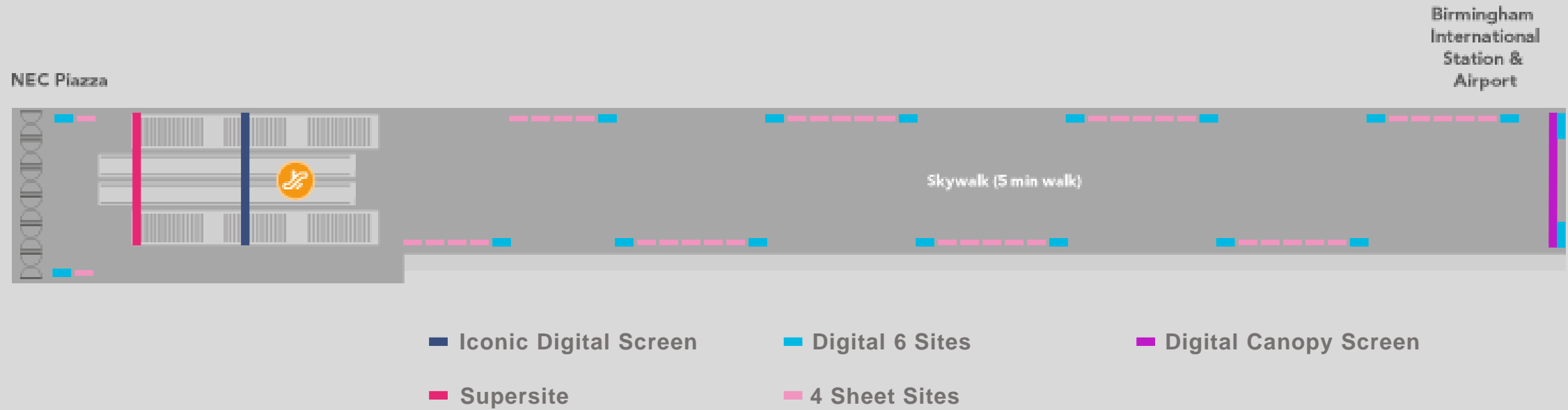


Arriving by rail / air

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 x 0.5m



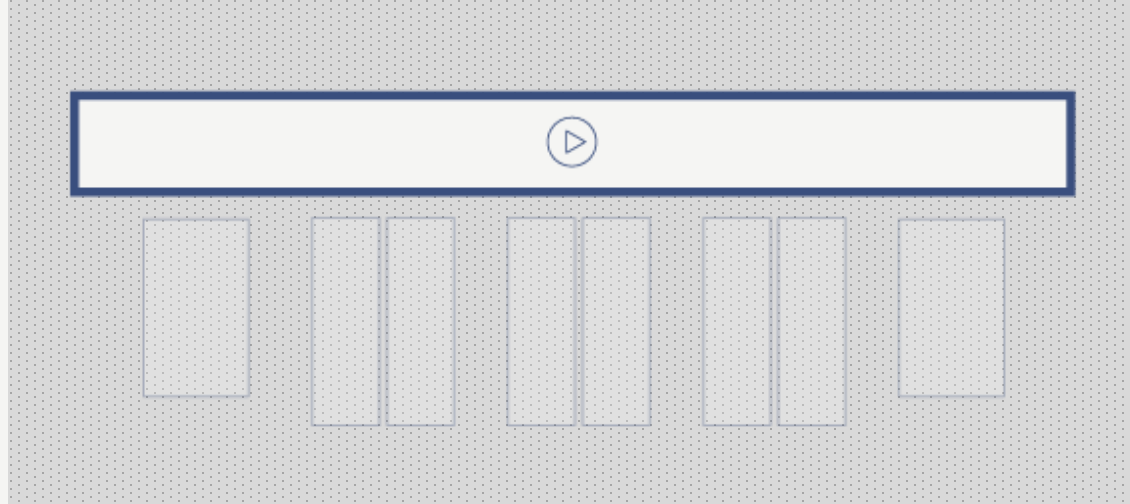
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500



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"



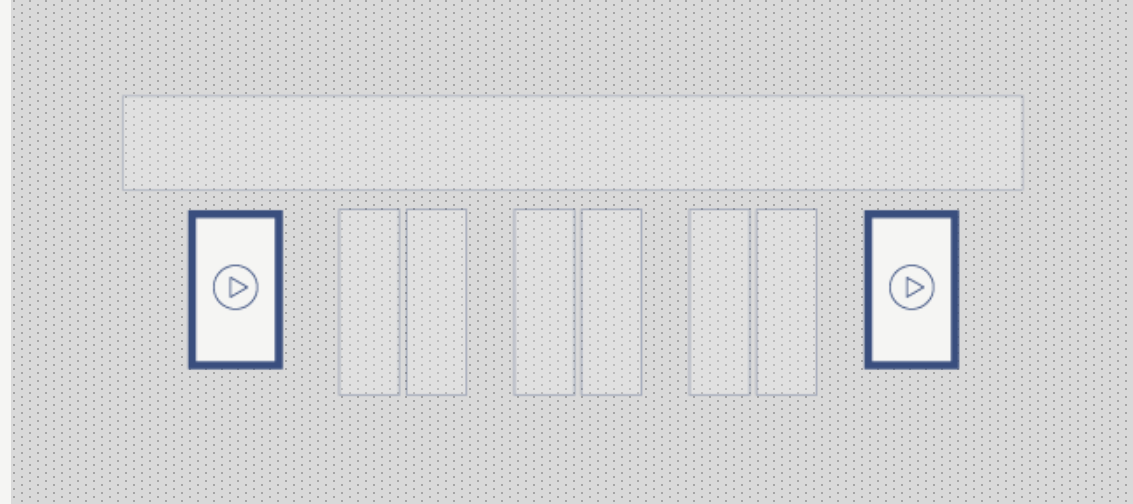
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500 each



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"



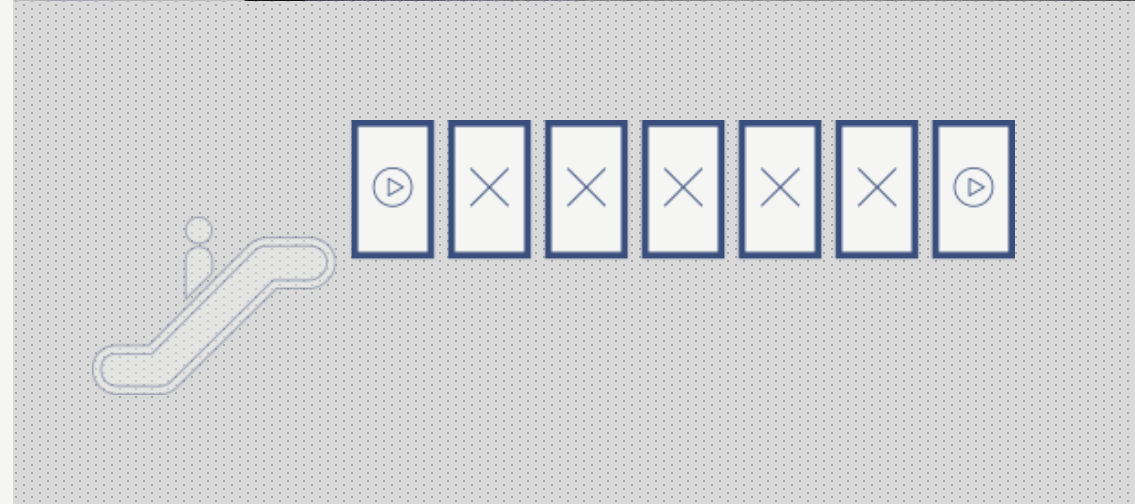
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£200 each



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



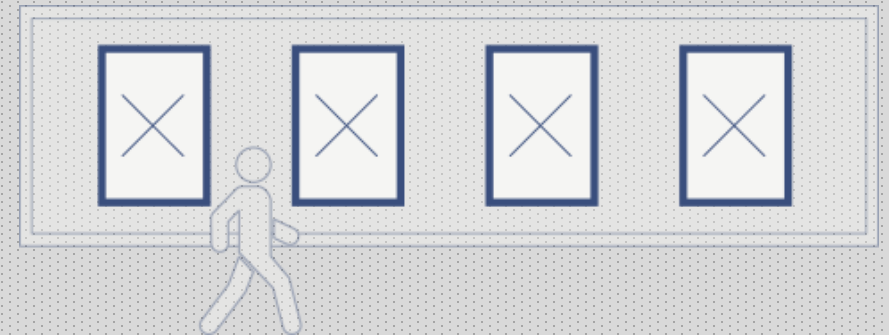
SIZE

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



RATE CARD

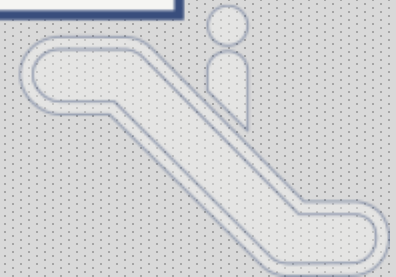
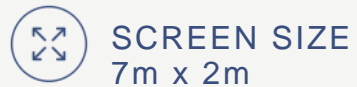
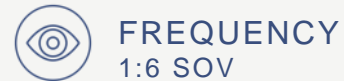
Media – £160
Production – £35
Installation – £12
TOTAL - £207



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



The Piazza

Halls 1 - 5

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



SCREEN SIZE
4.8 (h) x 8 (w) m



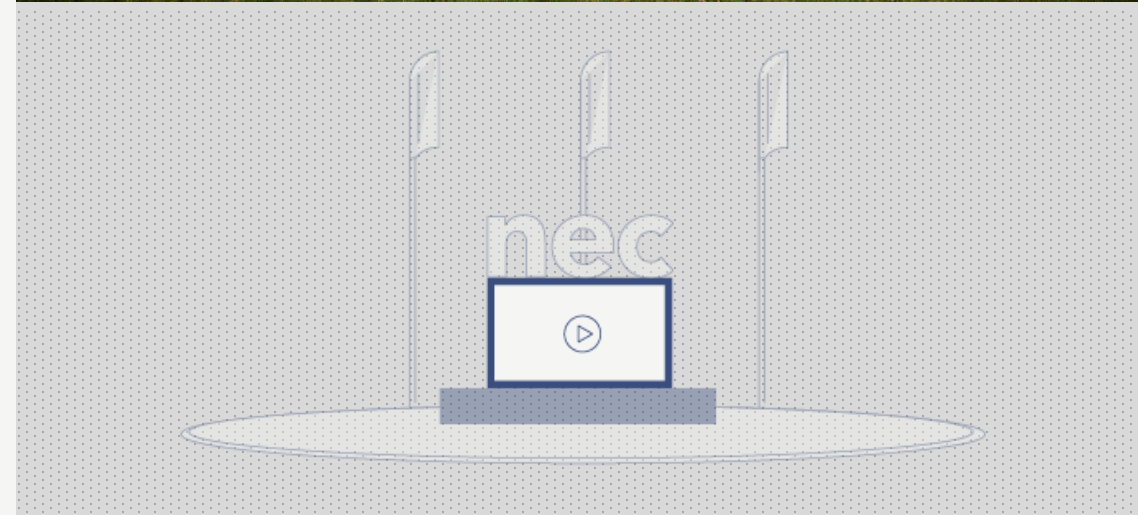
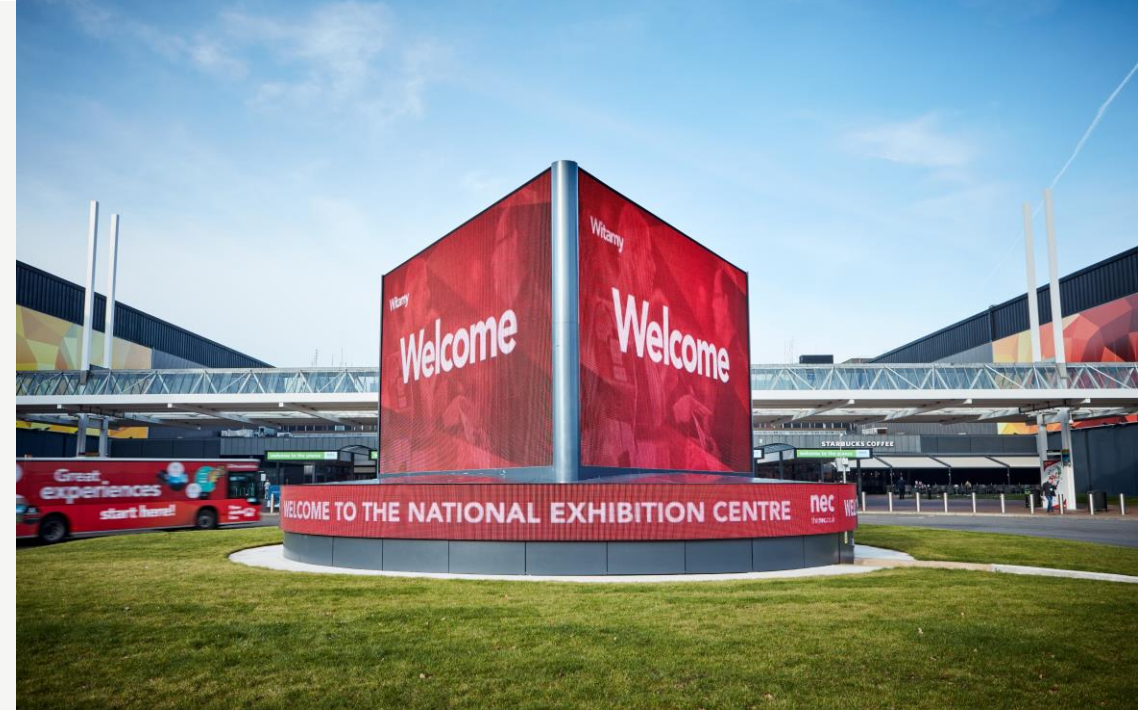
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
Introductory Offer
£3,000 for all 3 screens




ARRIVING AT THE PIAZZA

Piazza Lamppost Hanging Banners

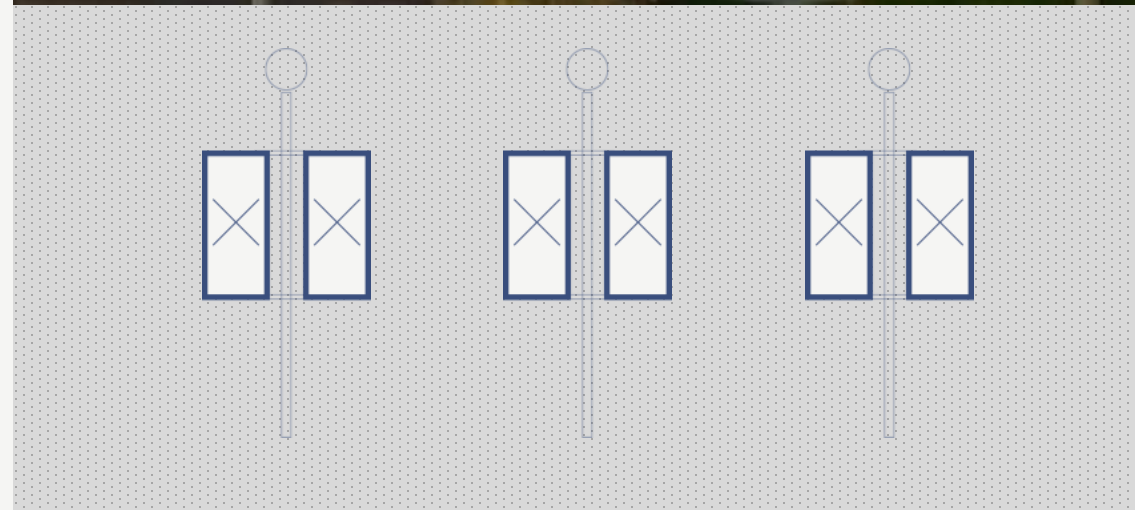
- Set of 20 lamppost banners: 10 posts, 2 per post
- Located at the main Piazza entrance

 **FORMAT**
Solus print panel

 **DISPLAY TIME**
Duration of event

 **SIZE**
Sizes sent upon request

 **RATE CARD**
Media - £3,000
Production - £1,100
Installation - £950
TOTAL - £5,050



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 x 0.5m



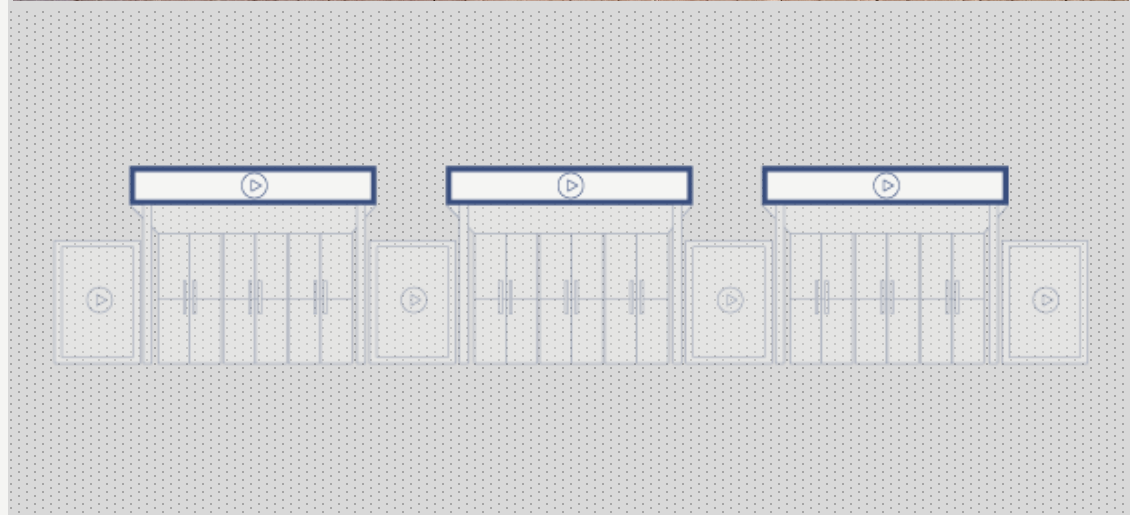
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500 each



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
£500 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"



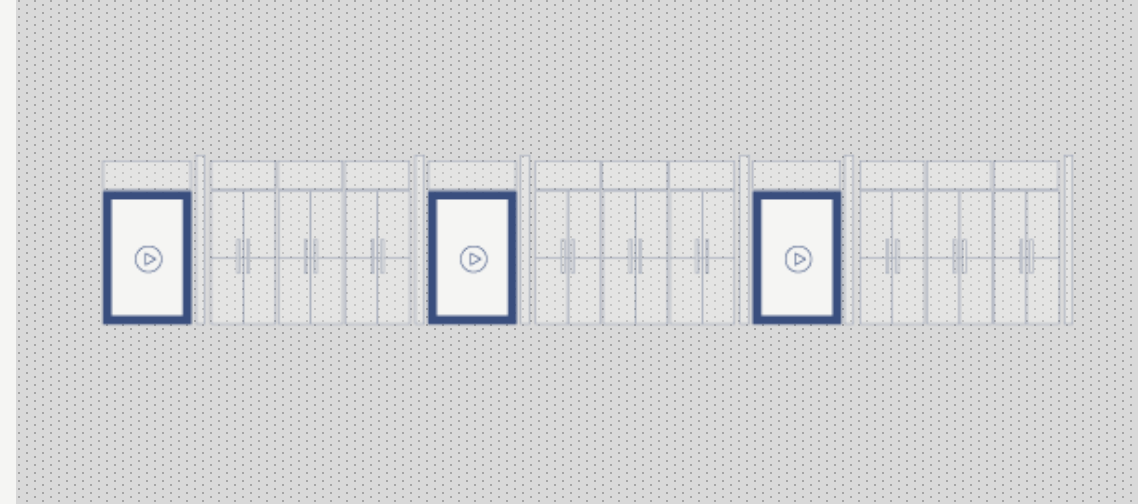
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500 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



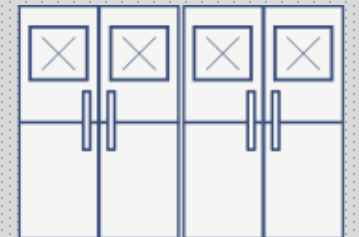
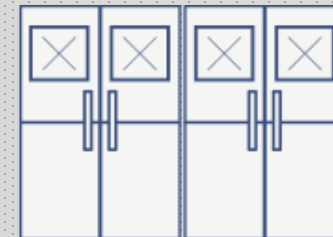
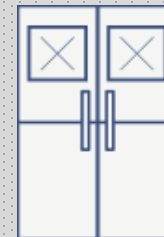
DISPLAY TIME
Duration of event



SIZE
300 (h) x 500 (w) mm



RATE CARD
Priced upon request



PIAZZA OPPORTUNITIES A-Boards

- Double sided printed 4-sheets
- Located at the main piazza entrance
- Sold in sets of 3 or 6



FORMAT
Solus print panel



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

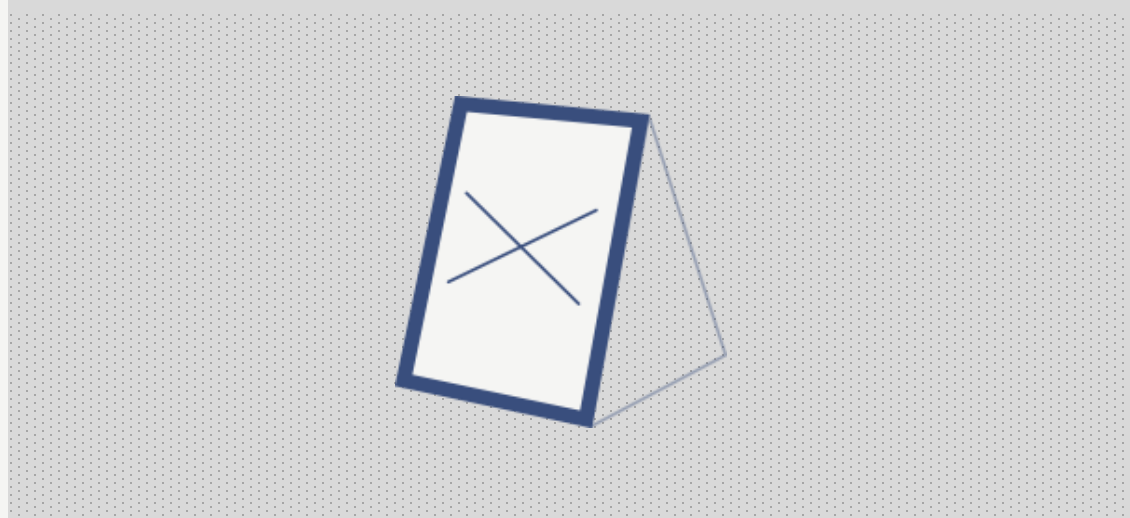


DISPLAY TIME
Duration of event



RATE CARD – Set of 6
Media - £1,950
Production - £400
Installation - £330
TOTAL - £2,680

RATE CARD- Set of 3
Media - £1,050
Production - £200
Installation - £165
TOTAL - £1,415



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"



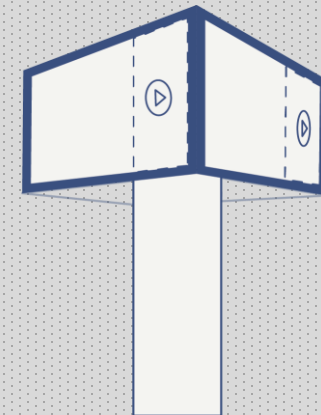
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£650 per cube



PIAZZA OPPORTUNITIES

Double Sided Overhead Elevated 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"



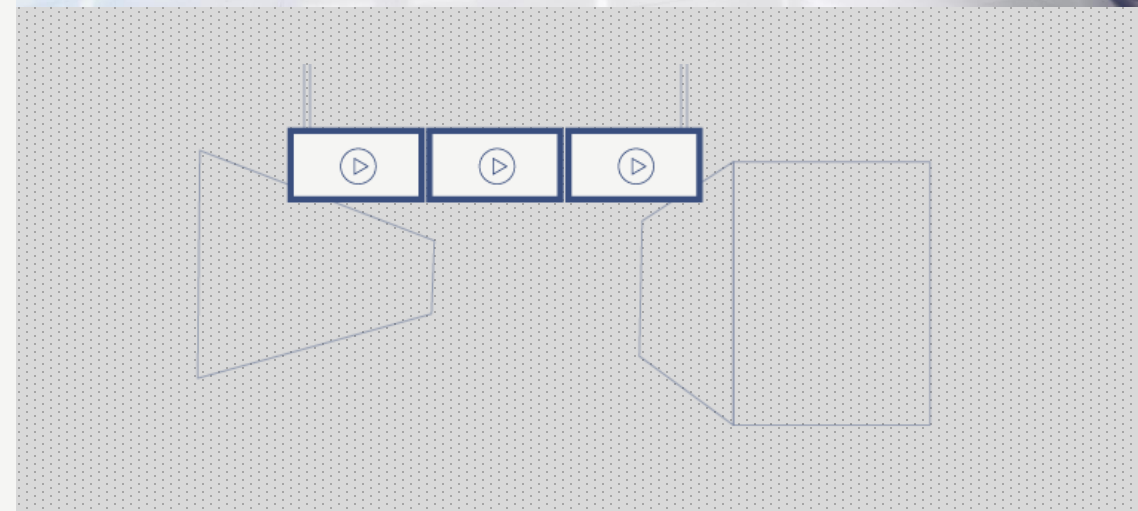
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£2,000 for 4 screens



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 - £4,950
Production - £880
Installation - £495
TOTAL - £6,325



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



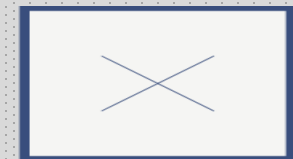
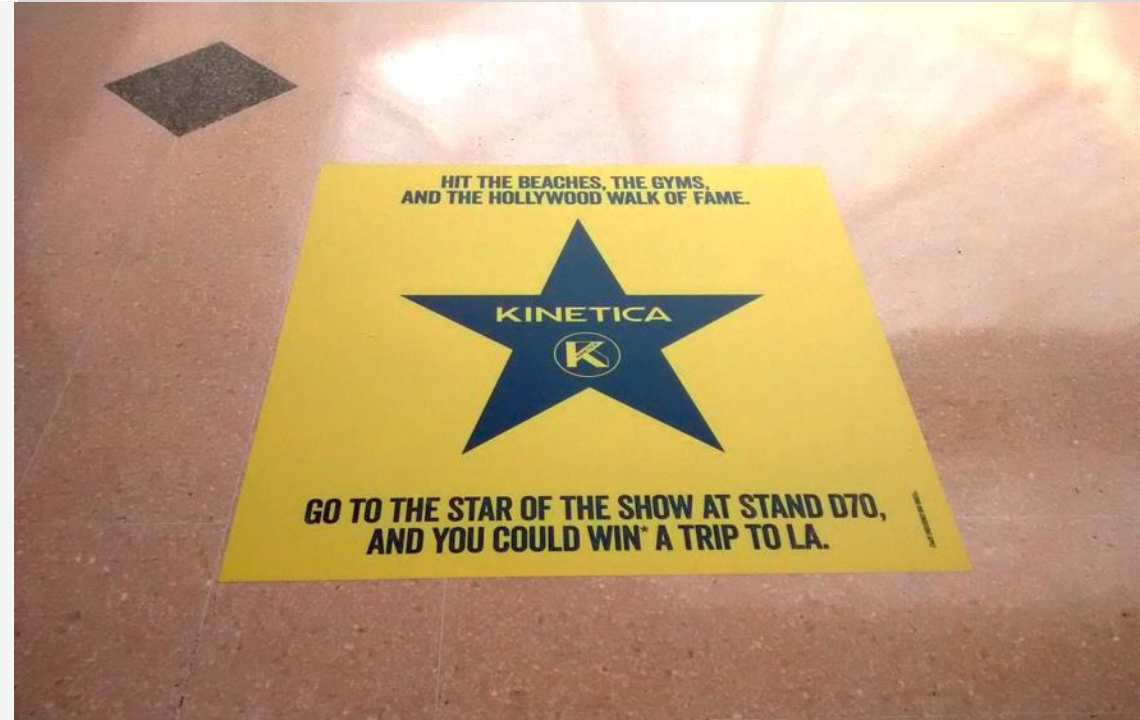
DISPLAY TIME
Duration of event



SIZE
1000 (h) x 1000 (w) mm



RATE CARD
Media - £1,050
Production - £675
Installation - £225
TOTAL - £1,950



PIAZZA OPPORTUNITIES

Illuminated supersites

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



FORMAT
Solus print panel



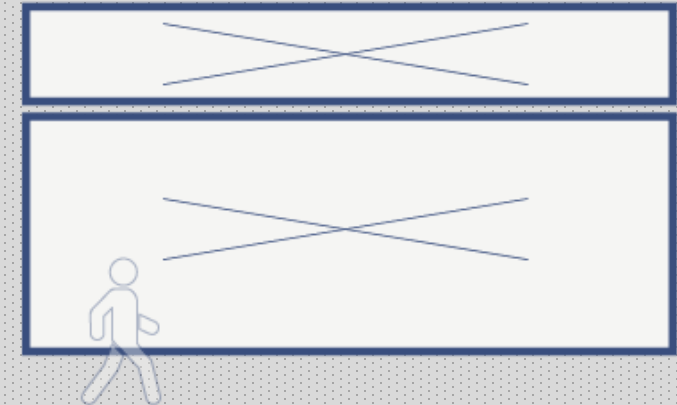
DISPLAY TIME
Duration of event



SIZE
All illuminated supersites vary



RATE CARD
Media - £495
Production - £290
Installation - £235
TOTAL - £1,020



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



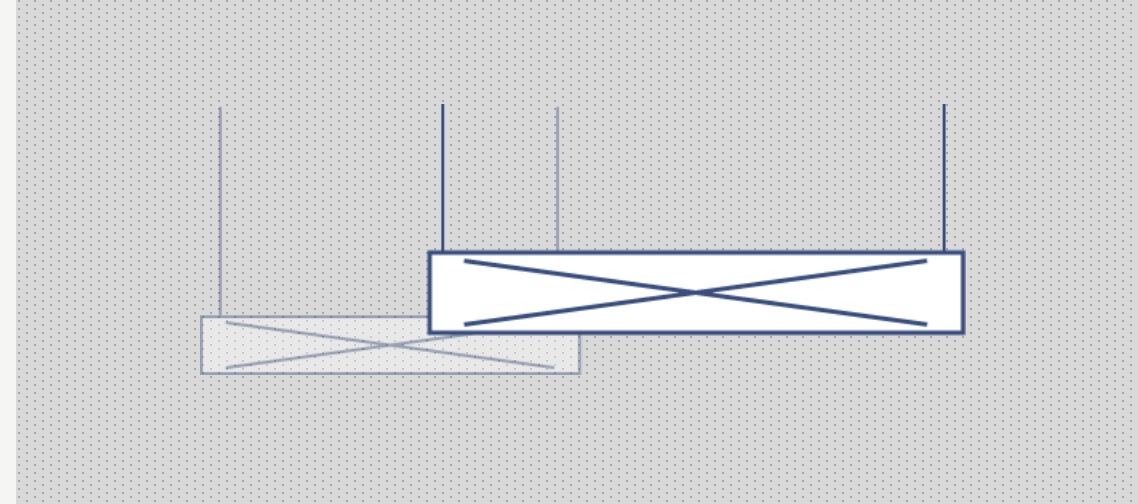
DISPLAY TIME
Duration of event



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



RATE CARD
Media - £665
Production - £105
Installation - £55
TOTAL - £825 each



PIAZZA OPPORTUNITIES

Convenience Posters

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



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



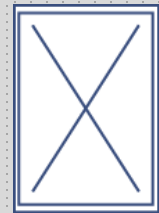
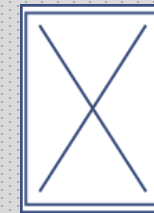
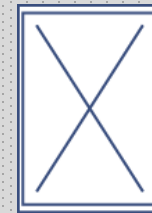
SIZE

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



RATE CARD

Price on request



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.



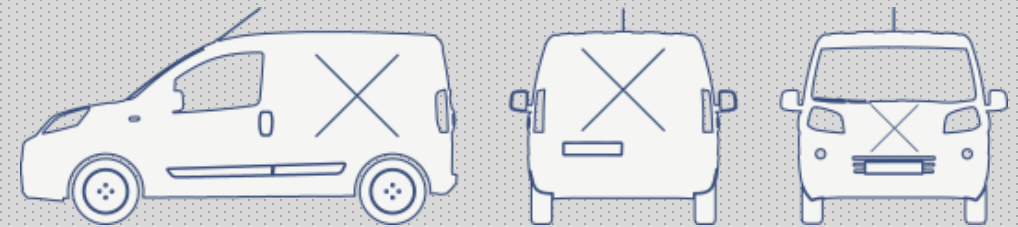
RATE CARD

£1,050 per vehicle per day of event



DISPLAY TIME

Duration of event




PIAZZA OPPORTUNITIES

Hall Entrance Screens

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

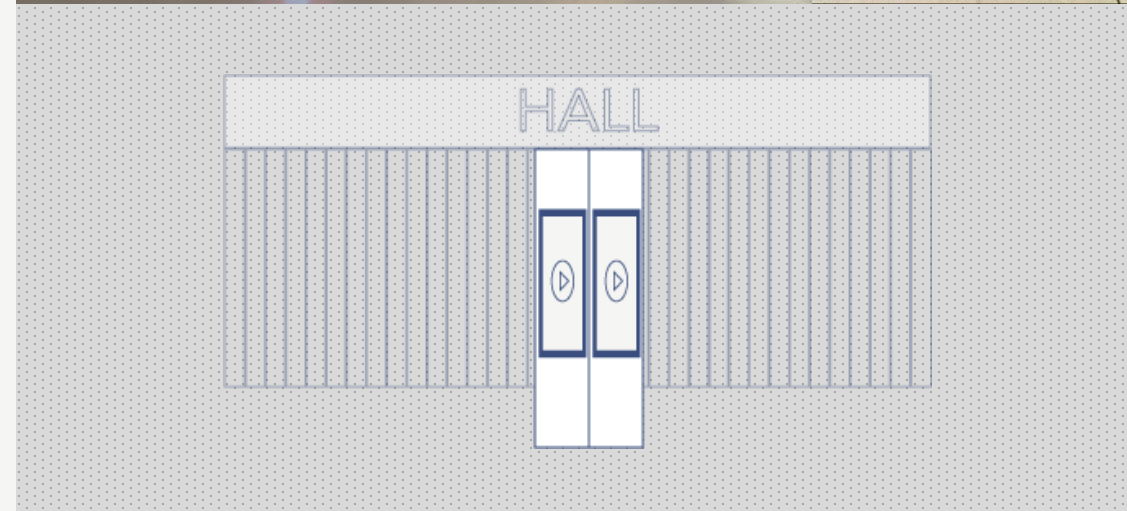
 **FORMAT**
Digital

 **FREQUENCY**
1:6 SOV

 **DURATION**
10 seconds

 **DISPLAY TIME**
Duration of event

 **RATE CARD**
£750 for 2 screens
(1 each side of pillar)





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
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
5.5m x 1m



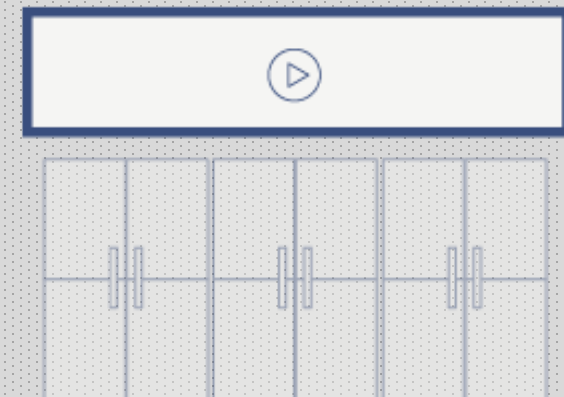
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500



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



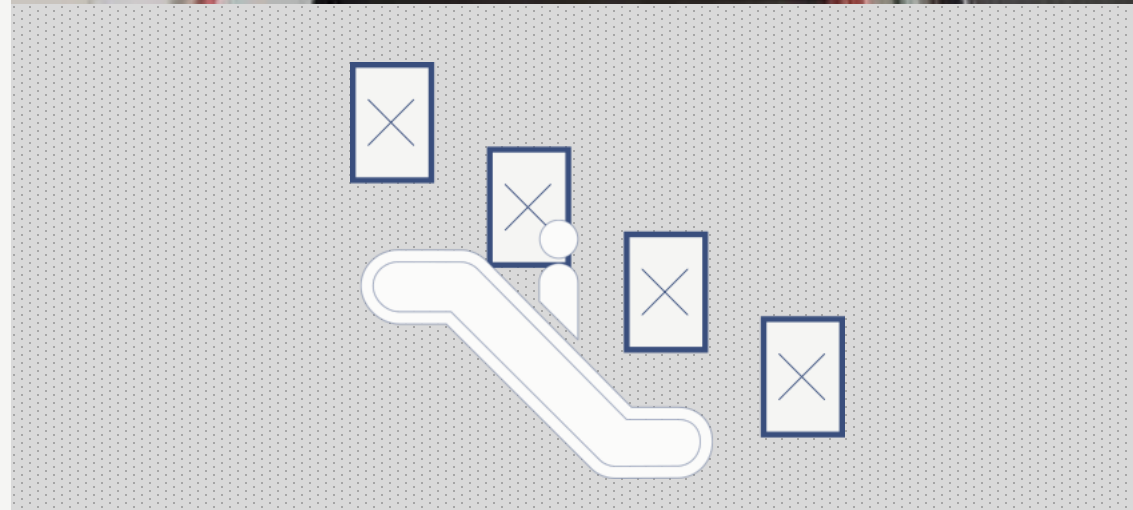
SIZE

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



RATE CARD

Media - £665
Production - £105
Installation - £55
TOTAL - £825



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



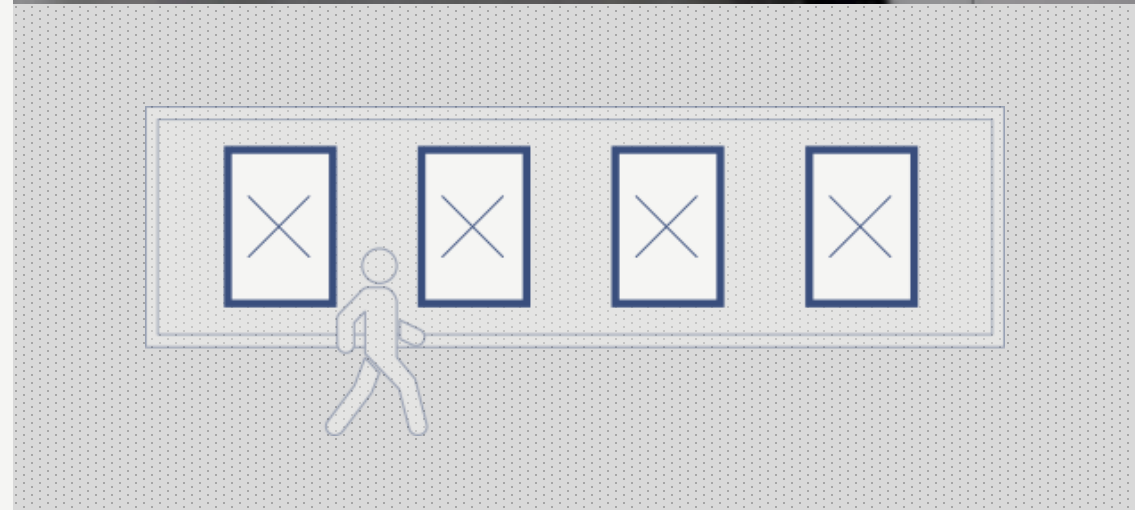
SIZE

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



RATE CARD

Media – £160
Production – £35
Installation – £12
TOTAL - £207 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



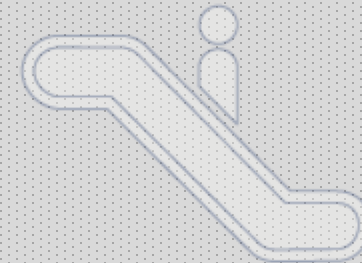
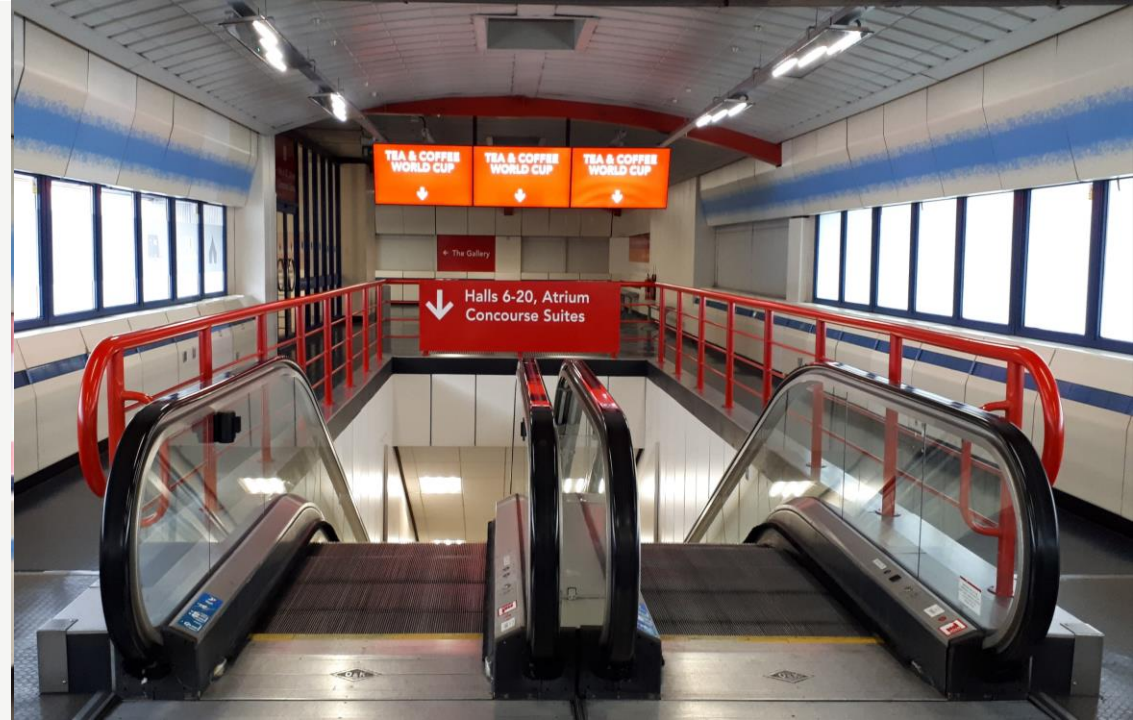
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£250 each



The Atrium

Halls 6 - 20



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



SCREEN SIZE
4m x 0.5 m



DURATION
10 seconds



FREQUENCY
1:6 SOV



DISPLAY TIME
Duration of event

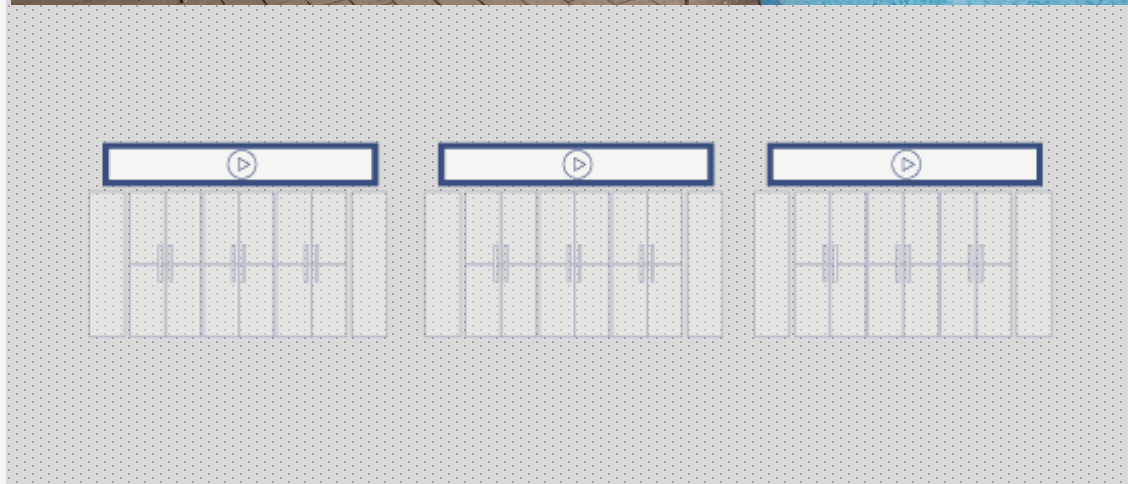


RATE CARD
£1,000 per entrance

ATRIUM 1
1:6 across 6 screens

ATRIUM 2
1:6 across 4 screens

ATRIUM 2
1:6 across 2 screens



ATRIUM OPPORTUNITIES

Concourse Digital Screens

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



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE



DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£500 each



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"



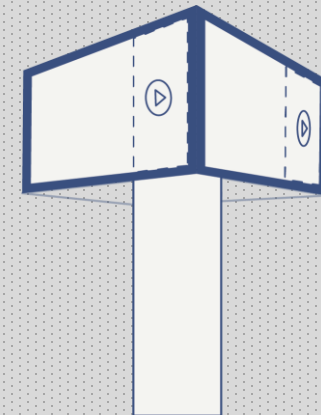
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£650 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
POA



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



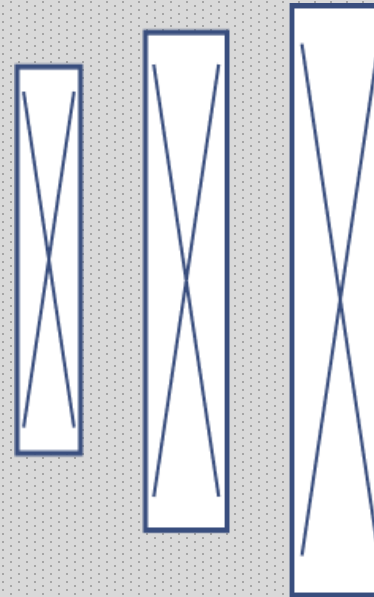
DISPLAY TIME
Duration of event



SIZE
4 or 6m (h) x 1m (w)



RATE CARD
Media - £5,500
Production - £1,850
Installation - £1,250
TOTAL - £8,600



ATRIUM OPPORTUNITIES

Mega Banner

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



FORMAT
Solus print panel



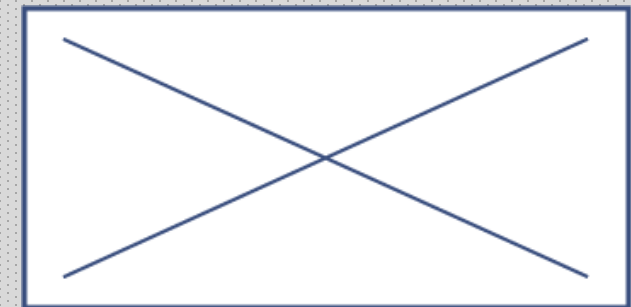
DISPLAY TIME
Duration of event



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



RATE CARD
Media - £5,500
Production - £1,195
Installation - £450
TOTAL - £7,145



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



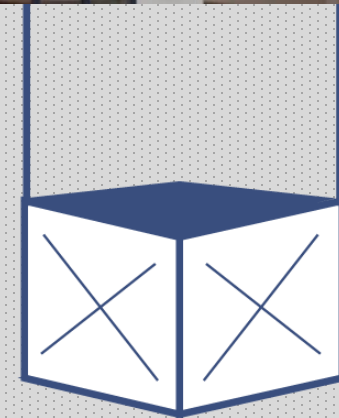
DISPLAY TIME
Duration of event



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



RATE CARD
Media - £5,500
Production - £1,950
Installation - £595
TOTAL - £8,045



ATRIUM 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



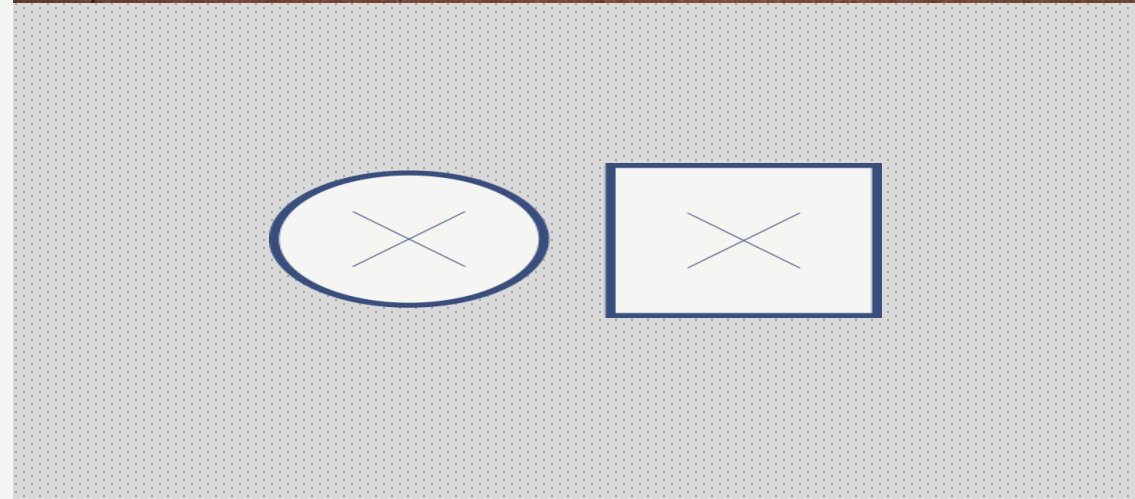
DISPLAY TIME
Duration of event



SIZE
1000 (h) x 1000 (w) mm



RATE CARD
Media - £1,050
Production - £675
Installation - £225
TOTAL - £1,950



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



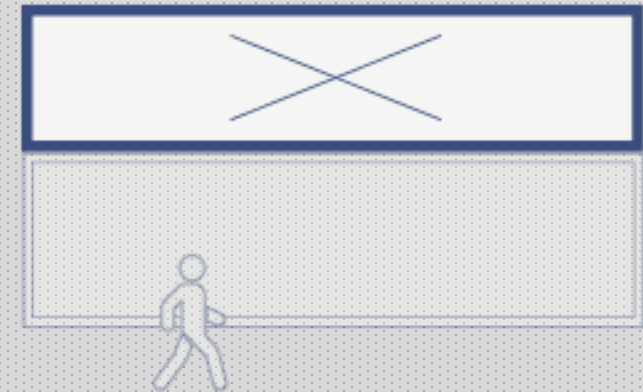
DISPLAY TIME
Duration of event



SIZE
All illuminated supersites vary



RATE CARD
Media - £495
Production - £290
Installation - £235
TOTAL - £1,020



ATRIUM 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



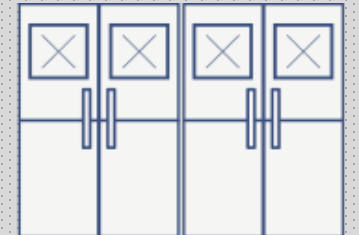
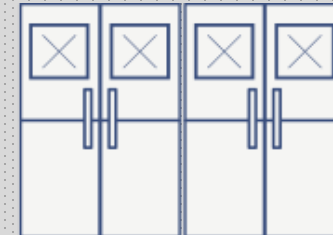
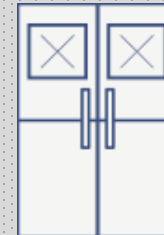
DISPLAY TIME
Duration of event



SIZE
300 (h) x 500 (w) 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



DURATION
10 seconds



DISPLAY TIME
Duration of event



RATE CARD
£750 for 2 screens
(1 each side of pillar)



Other



VENUE OPPORTUNITIES

Wi-Fi Landing Page

- Banner advert on guest Wi-Fi sign up landing page
- Advert is then repeated on post-exhibition email sent to visitors who have signed up to the Wi-Fi as they leave the NEC*



DURATION

Duration of event



SIZE

960 x 205 pixels



15% SIGN UP RATE

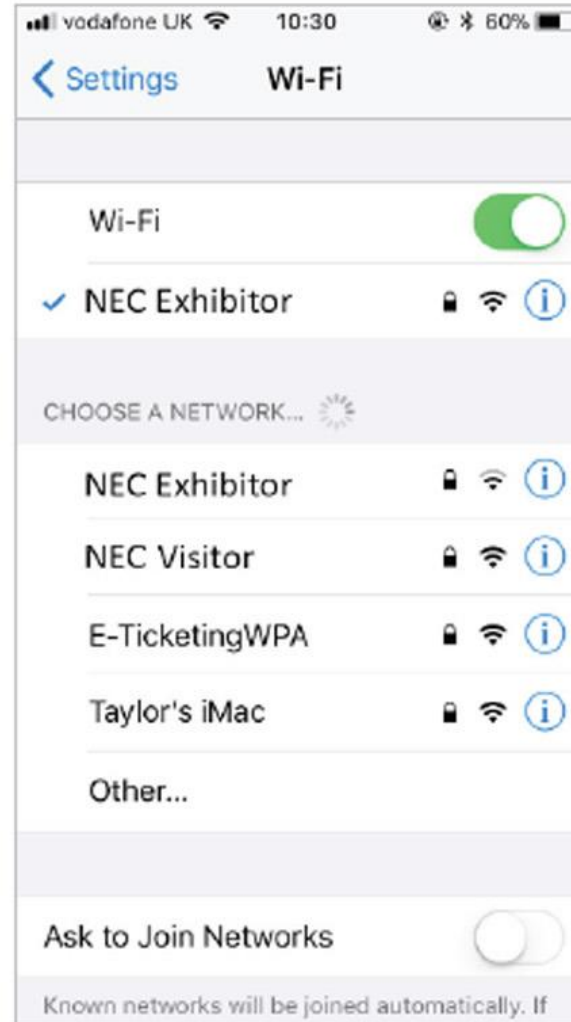
Out of 2 million visitors per year, 305,000 of these people log in to the guest Wi-Fi*



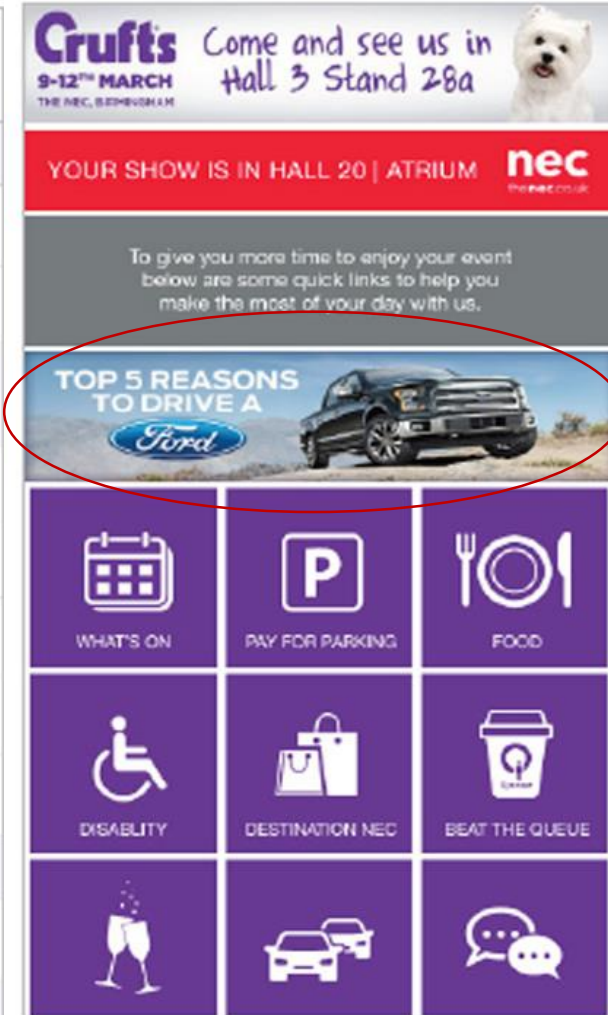
RATE CARD

£1,000 + VAT

WIFI PICKER



LANDING PAGE WITH AD



*NEC visitor Wi-Fi asks for the user's contact details (name, telephone number and email address) upon sign up. Users are able to opt-out of any future marketing permissions from the NEC at this point.

*Data taken as of December 2017

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




CATERING POD SCREENS

- Suspended screens in catering outlets
- Number of screens & locations vary across the Halls

 **FORMAT**
Digital

 **DURATION**
10 seconds

 **FREQUENCY**
1:6 SOV

 **DISPLAY TIME**
Duration of event

 **RATE CARD**
£500

