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

Motorway network M6, M5, M42, M40

Birmingham International train station

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

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

DISPLAY TIME
Duration of event

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

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

DISPLAY TIME
Duration of event

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

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

**DISPLAY TIME**
Duration of event

**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

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

DISPLAY TIME
Duration of event

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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DISPLAY TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>75”</td>
<td>Duration of event</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DURATION</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 seconds</td>
<td>£250 per screen</td>
</tr>
</tbody>
</table>
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.

**SHUTTLE BUS OPPORTUNITIES**

**Bus Stop Vinyl Wraps**

**FORMAT**
Solus print panels

**SIZE**
Available upon request

**DISPLAY TIME**
Duration of event

**RATE CARD**
Media - £2,500  
Production - £3,225  
Installation - £620  
TOTAL - £6,345
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.

**SHUTTLE BUS OPPORTUNITIES**

**Bus Window Vinyl’s**

- **FORMAT**
  - Solus print panels

- **SIZE**
  - 900 x 500mm
  - Internal facing

- **DISPLAY TIME**
  - Duration of event

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

**SHUTTLE BUS OPPORTUNITIES**

**Bus Panel Adverts**

**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
Bridgelink

Iconic Digital Screen  Digital 6 Sites  Digital Canopy Screen
Supersite  4 Sheet Sites
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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
<th>SCREEN SIZE</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
<td>5m x 0.5m</td>
<td>Duration of event</td>
<td>£500</td>
</tr>
<tr>
<td>DURATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 seconds</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Duration of event
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

SCREEN SIZE
95"

DURATION
10 seconds

FREQUENCY
1:6 SOV

DISPLAY TIME
Duration of event

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.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCREEN SIZE</td>
<td>75&quot;</td>
</tr>
<tr>
<td>DURATION</td>
<td>10 seconds</td>
</tr>
<tr>
<td>FREQUENCY</td>
<td>1:6 SOV</td>
</tr>
<tr>
<td>DISPLAY TIME</td>
<td>Duration of event</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>£200 each</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solus print panel</td>
<td>Duration of event</td>
<td>Media – £160</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Production – £35</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Installation – £12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL - £207</td>
</tr>
</tbody>
</table>

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

SCREEN SIZE
7m x 2m

DURATION
10 seconds

FREQUENCY
1:6 SOV

DISPLAY TIME
Duration of event

RATE CARD
£3,500
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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
<th>SCREEN SIZE</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
<td>4.8 (h) x 8 (w) m</td>
<td>Duration of event</td>
<td>Introductory Offer £3,000 for all 3 screens</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCREEN SIZE</td>
<td>5m x 0.5m</td>
</tr>
<tr>
<td>FREQUENCY</td>
<td>1:6 SOV</td>
</tr>
<tr>
<td>DISPLAY TIME</td>
<td>Duration of event</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>£500 each</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCREEN SIZE</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>95”</td>
<td>Duration of event</td>
<td>£500 per screen</td>
</tr>
</tbody>
</table>
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

FORMATT
Digital

SCREEN SIZE
95"

DURATION
10 seconds

FREQUENCY
1:6 SOV

DISPLAY TIME
Duration of event

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

SIZE
300 (h) x 500 (w) mm

DISPLAY TIME
Duration of event

RATE CARD
Priced upon request
# PIAZZA OPPORTUNITIES

## A-Boards

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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>RATE CARD – Set of 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solus print panel</td>
<td>Media - £1,950</td>
</tr>
<tr>
<td></td>
<td>Production - £400</td>
</tr>
<tr>
<td></td>
<td>Installation - £330</td>
</tr>
<tr>
<td></td>
<td>TOTAL - £2,680</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIZE</th>
<th>RATE CARD- Set of 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual size – 1800 (h) x 800 (w) (mm)</td>
<td>Media - £1,050</td>
</tr>
<tr>
<td></td>
<td>Production - £200</td>
</tr>
<tr>
<td></td>
<td>Installation - £165</td>
</tr>
<tr>
<td></td>
<td>TOTAL - £1,415</td>
</tr>
</tbody>
</table>
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

SCREEN SIZE
95°

DURATION
10 seconds

FREQUENCY
1:6 SOV

DISPLAY TIME
Duration of event

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

**SCREEN SIZE**
95"

**DURATION**
10 seconds

**FREQUENCY**
1:6 SOV

**DISPLAY TIME**
Duration of event

**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

SIZE
Pillar sizes vary

DISPLAY TIME
Duration of event

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

FORMATT
Solus print panel

SIZE
1000 (h) x 1000 (w) mm

DISPLAY TIME
Duration of event

RATE CARD

<table>
<thead>
<tr>
<th>Media</th>
<th>£1,050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>£675</td>
</tr>
<tr>
<td>Installation</td>
<td>£225</td>
</tr>
<tr>
<td>TOTAL</td>
<td>£1,950</td>
</tr>
</tbody>
</table>
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

**SIZE**
- All illuminated supersites vary

**DISPLAY TIME**
- Duration of event

**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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solus print panel</td>
<td>Duration of event</td>
<td>Media - £665</td>
</tr>
<tr>
<td>SIZE</td>
<td></td>
<td>Production - £105</td>
</tr>
<tr>
<td>610(h) x 3660(w) mm (double sided)</td>
<td></td>
<td>Installation - £55</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TOTAL - £825 each</td>
</tr>
</tbody>
</table>

£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

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

DISPLAY TIME
Duration of event

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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
<td>Duration of event</td>
<td>£750 for 2 screens (1 each side of pillar)</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
<td>Duration of event</td>
<td>£500</td>
</tr>
</tbody>
</table>

SCREEN SIZE 5.5m x 1m
DURATION 10 seconds
SKYWALK OPPORTUNITIES
Escalator panels

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

FORMAT
Solus print panel

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

DISPLAY TIME
Duration of event

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

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

DISPLAY TIME
Duration of event

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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCREEN SIZE</td>
<td>55” Landscape screens</td>
</tr>
<tr>
<td>DURATION</td>
<td>10 seconds</td>
</tr>
<tr>
<td>FREQUENCY</td>
<td>1:6 SOV</td>
</tr>
<tr>
<td>DISPLAY TIME</td>
<td>Duration of event</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>£250 each</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCREEN SIZE</td>
<td>4m x 0.5 m</td>
</tr>
<tr>
<td>DURATION</td>
<td>10 seconds</td>
</tr>
<tr>
<td>FREQUENCY</td>
<td>1:6 SOV</td>
</tr>
<tr>
<td>DISPLAY TIME</td>
<td>Duration of event</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>£1,000 per entrance</td>
</tr>
</tbody>
</table>

ATRIUM 1
1:6 across 6 screens

ATRIUM 2
1:6 across 4 screens

ATRIUM 3
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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREQUENCY</td>
<td>1:6 SOV</td>
</tr>
<tr>
<td>SCREEN SIZE</td>
<td>Duration of event</td>
</tr>
<tr>
<td>DURATION</td>
<td>10 seconds</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>£500 each</td>
</tr>
</tbody>
</table>
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

SCREEN SIZE
- 95"

DURATION
- 10 seconds

FREQUENCY
- 1:6 SOV

DISPLAY TIME
- Duration of event

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

DURATION
10 seconds

FREQUENCY
1:6 SOV

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

**RATE CARD**

<table>
<thead>
<tr>
<th>Media</th>
<th>£5,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>£1,850</td>
</tr>
<tr>
<td>Installation</td>
<td>£1,250</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£8,600</strong></td>
</tr>
</tbody>
</table>

**FORMAT**
Solus print panel

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

**DISPLAY TIME**
Duration of event
ATRIUM OPPORTUNITIES

Mega Banner

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

---

**FORMAT**
Solus print panel

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

**DISPLAY TIME**
Duration of event

**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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>Solus print panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE</td>
<td>3000mm (h) x 3000mm (w) 4 PVC Banners</td>
</tr>
<tr>
<td>DISPLAY TIME</td>
<td>Duration of event</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>Media - £5,500  Production - £1,950  Installation - £595  TOTAL - £8,045</td>
</tr>
</tbody>
</table>
Atrium OPPORTUNITIES
A-Boards

- 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 – 1800 (h) x 800 (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
# 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 6 to 12 and Halls 17 to 20

## Rate Card

<table>
<thead>
<tr>
<th>Media</th>
<th>£1,050</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>£675</td>
</tr>
<tr>
<td>Installation</td>
<td>£225</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>£1,950</td>
</tr>
</tbody>
</table>

## Size

1000 (h) x 1000 (w) mm

## Format

Solus print panel

## Display Time

Duration of event
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

SIZE
All illuminated supersites vary

DISPLAY TIME
Duration of event

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

Size
- 300 (h) x 500 (w) mm

Display Time
- Duration of event

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

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>FREQUENCY</th>
<th>DISPLAY TIME</th>
<th>RATE CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>1:6 SOV</td>
<td>Duration of event</td>
<td>£750 for 2 screens (1 each side of pillar)</td>
</tr>
</tbody>
</table>

DURATION: 10 seconds
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

*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