

# Advertising Media





**BEC**  
**2023**  
6-8 JUNIO

# SUB CON TRATA CIÓN

FERIA INTERNACIONAL DE PROCESOS Y EQUIPOS PARA LA FABRICACIÓN



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In this document you will find various proposals promotions that will allow you to highlight your brand, obtain a differentiating element on their competitors and capture the attention of visitors.

It is precisely in these details where get that "plus" that highlights the brand, which transmits leadership, which highlights the power and strength of the company, which shows the values of the company, ... in short, everything that the customer is looking for when visiting a fair.

We are at your disposal to advise you on the best option depending on your objectives and needs.

Feel free to contact us.

**Comercial Department**  
[subcontratacion@bec.eu](mailto:subcontratacion@bec.eu)



# The venue



## Your brand and messages visible on the outside of the venue



### 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:** 2.5 m x 5 m

**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:**

8 m x 3 m

**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: 2 m x 1.6 m
- Access B: 2 m x 3.5 m
- Access C: 2 m x 2 m

#### 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  
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 5.5 m of perimeter

#### **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

#### **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:** 5 m x 2 m (printed on both sides)

**Location:** main corridor (atrium)



### Foam core board in different locations



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.

Very useful to highlight other special features regarding your presence at the show (conferences, product presentations,...).

**Size:** 5 m x 2 m (printed on both sides)

**Location:** Many different locations



### Feather flags in different locations



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:** ~ 4 m x 0.85 m

**Location:** Many different locations



## Your brand and messages will be visible in different locations across the venue



### Circular signs on the floor

High-impact media that the visitor will find on their way.

**Size:** 2 m diameter

**Location:** Many different locations

## Your brand and message visible at the entrance to the pavilions



### 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

**Location:** Exhibition hall entrance railings.



## Your brand and messages will be visible on the venue's lifts



### Vinyl on the lift doors

Promote your brand on the lifts. Visitors will see your brand featured on the lift doors at the venue's entrance level as well as inside the lift.

You can also hire the labelling of the external doors of lifts in the car park.

**Size:** Lift doors

**Location:** Main entrance and main corridor (atrium)



## Your brand and messages will be visible in the venue's restrooms



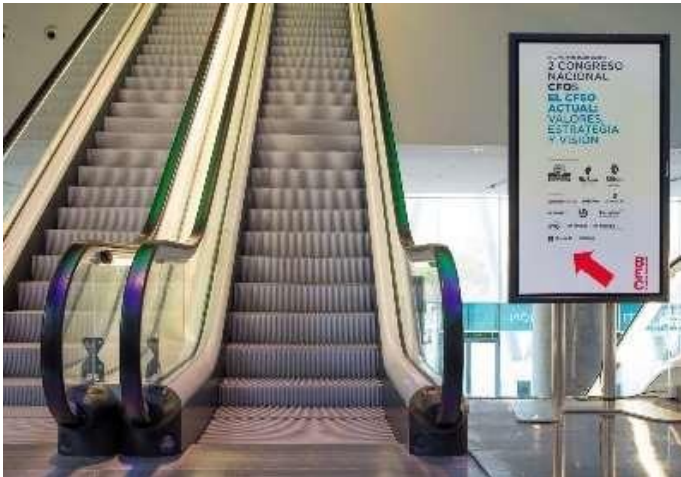
### Display in urinals

Complete signage of the toilet stall doors

**Size:** A3

**Location:** Toilets in the atrium and exhibition halls

## Your brand and message visible in different locations of the venue in video support



### Projection on plasma screens

Your sales image or message will be displayed on the plasma screens located throughout the venue.

**Size:** Different sizes available, depending on the screen and format (vertical or horizontal)

**Location:** Different locations



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E!  
C!** BILBAO  
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