

# TECH SHOW

LONDON

6 - 7 March '24 ExCeL, London  
[techshowlondon.co.uk](http://techshowlondon.co.uk)

# ON SITE BRANDING OPPORTUNITIES

INCORPORATING



CLOUD EXPO  
EUROPE



DEVOPS  
LIVE



CLOUD & CYBER  
SECURITY EXPO



BIG DATA  
& AI WORLD



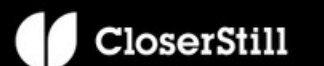
DATA CENTRE  
WORLD

AWARDS



Best UK  
Tradeshow '22

ORGANISED BY





ELIZABETH LINE

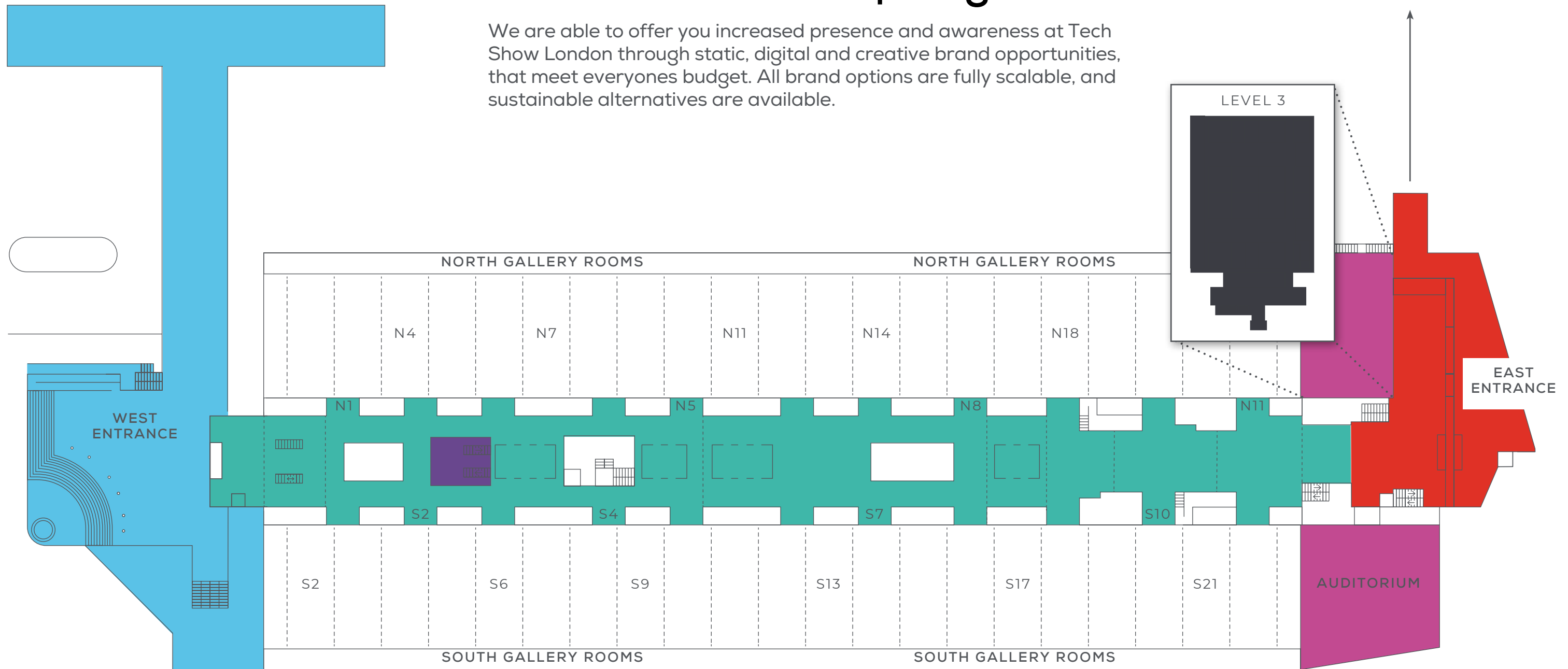


CUSTOM HOUSE DLR STATION

# Tech Show London Your brand in the spotlight

We are able to offer you increased presence and awareness at Tech Show London through static, digital and creative brand opportunities, that meet everyone's budget. All brand options are fully scalable, and sustainable alternatives are available.

PRINCE REGENT DLR STATION



- CUSTOM HOUSE ENTRANCE
- BOULEVARD





# Custom House Entrance





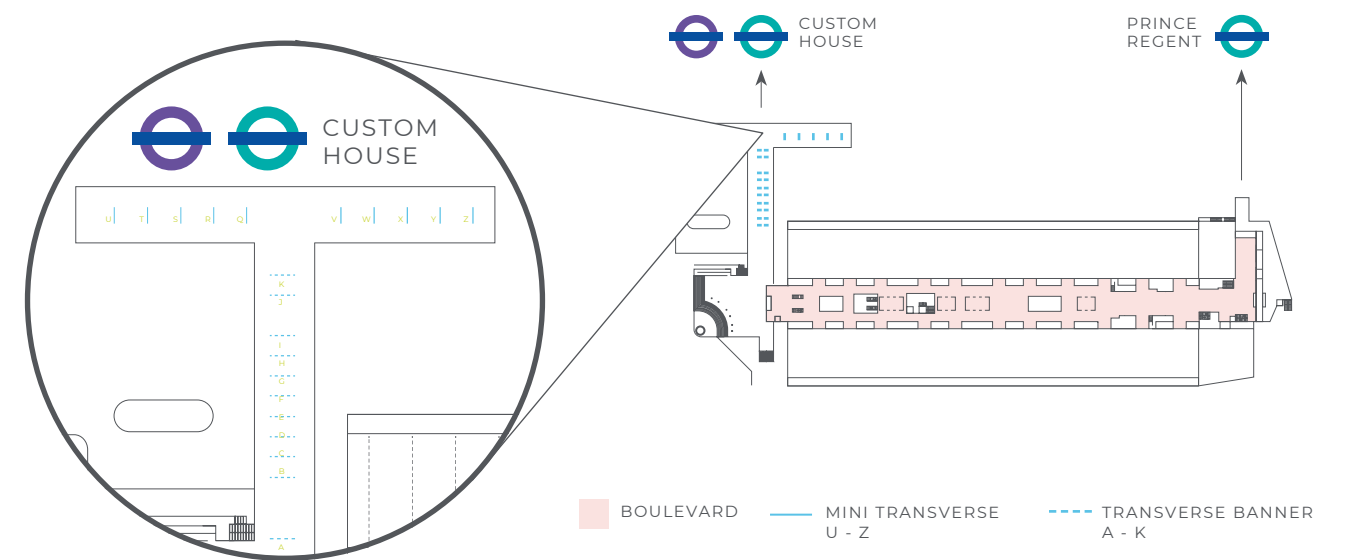
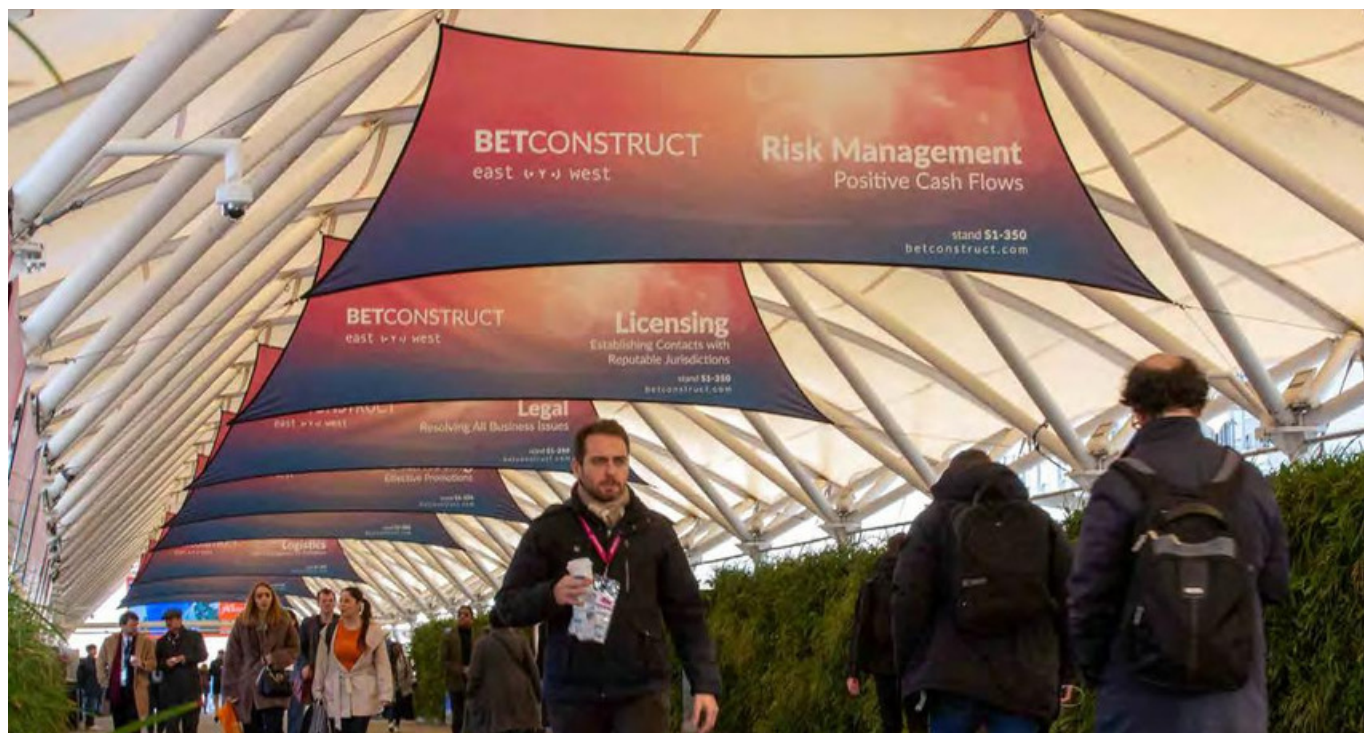
## Custom House Entrance

As the primary entrance to Tech Show London, Custom House, is accessible via the DLR and Elizabeth Line. Sitting at the Western end of the venue, the covered walkway, living wall and landscaped podium offers a warm welcome to visitors.



# Transverse banners

Stepping out from the DLR station at Custom House, these aerial banners are your first point of engagement. This is where your brand experience begins.



## Configuration - Mini transverse banners

Double-sided - 10 total

Dimensions (W x H) 2360mm x 795mm

Pack of five

**Price: £1,333**

\*Price per banner

## Configuration - Transverse banners

Double sided - 11 total

Dimensions (W x H) 5,250mm x 1,706mm

Minimum order quantity

11 available

**Price: £3,105**

\*Price per banner

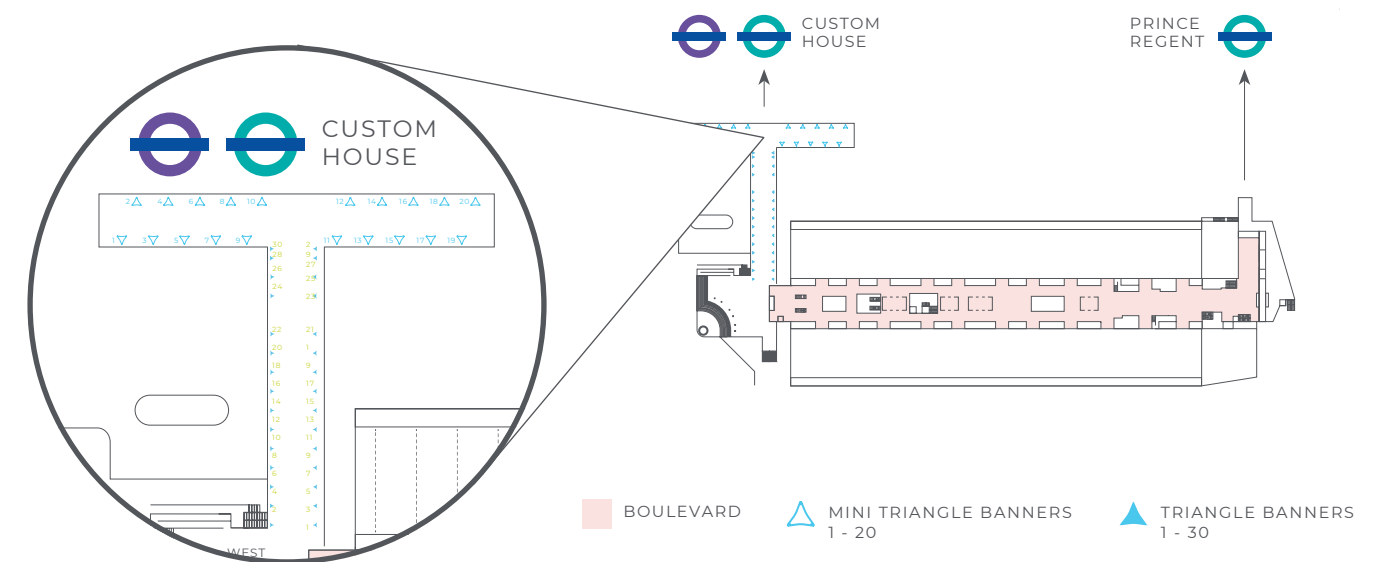
### TOP TIP

Be creative. Use the consecutive order of the banners to tell a story.



# Triangle banners

Running either side of the Custom House Walkway from the grand covered structure, these individual banners offer snapshots for brand and exhibitor messaging.



## Configuration - Mini triangle banners

Double-side - 20 total

Dimensions (W x H) 2,500mm x 1,650mm  
Pack of 10

**Price: £990**

\*Price per banner

## Configuration - Triangle banners

Double-sided - 30 total

Dimensions (W x H) 3,550mm x 2,750mm  
8 available when transverse banners are in place.

**Price: £1,285**

\*Price per banner

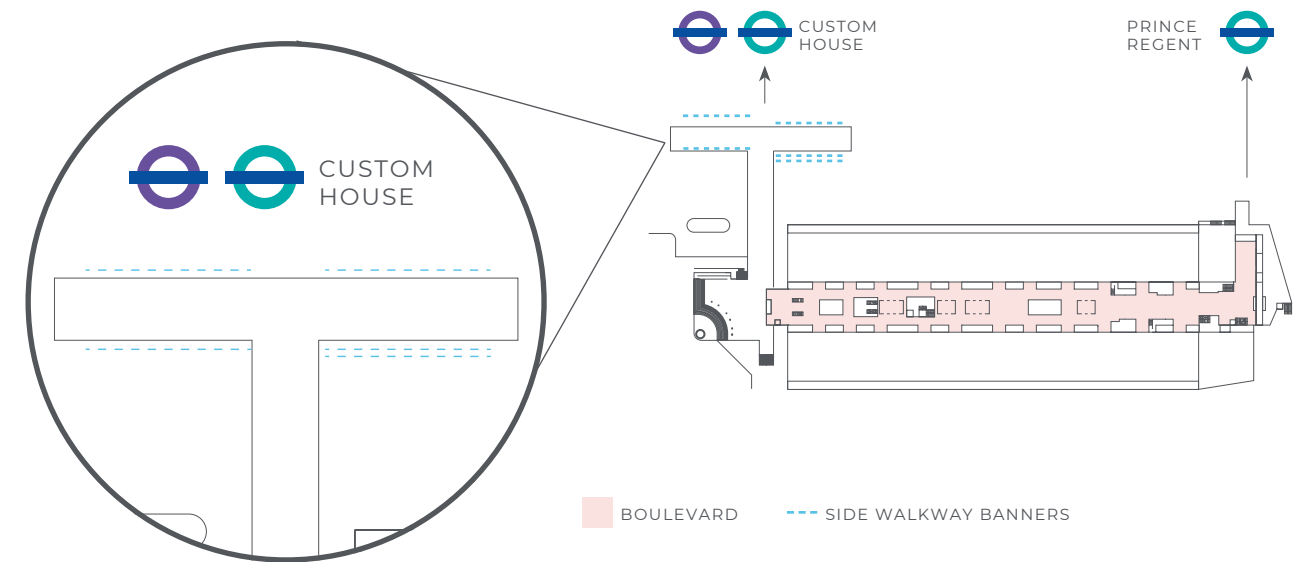
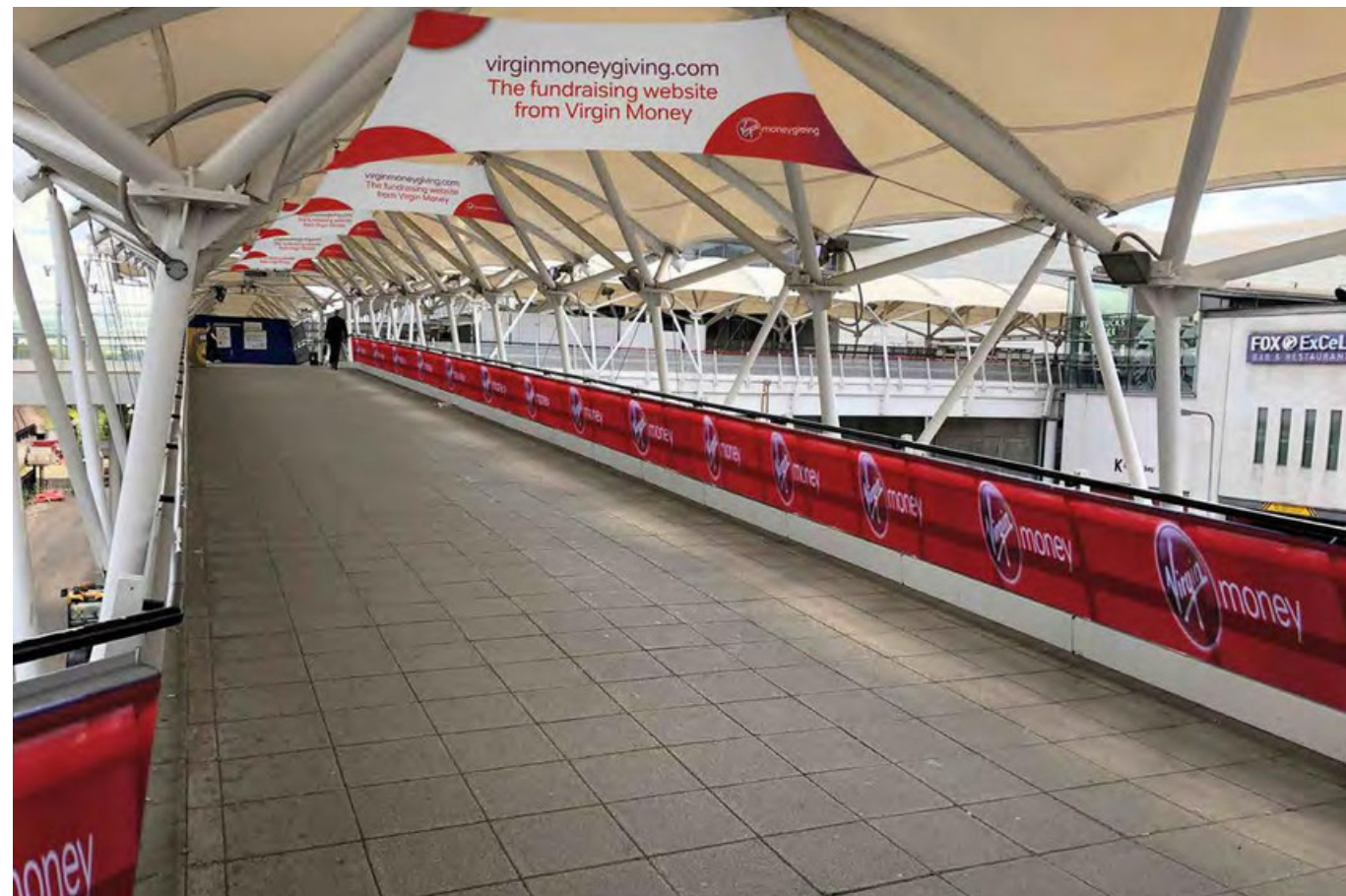
### TOP TIP

Striking patterns, designs and photography work well to bring vibrancy to the space.



# Side walkway banners

Large linear formats are a great way to demand attention whilst allowing for an ongoing narrative. These can be found flanking the central Custom House entrance / exit at the West of the venue.



## Configuration

Single sided. Pack of 5.

|                               |                  |
|-------------------------------|------------------|
| Dimensions (W x H) - Banner 1 | 35,500mm x 600mm |
| Dimensions (W x H) - Banner 2 | 36,000mm x 600mm |
| Dimensions (W x H) - Banner 3 | 43,200mm x 600mm |
| Dimensions (W x H) - Banner 4 | 49,000mm x 600mm |
| Dimensions (W x H) - Banner 5 | 49,000mm x 600mm |

Pack of 5 banners

Can be purchased individually

**Price: £12,211**

\*For Pack of 5

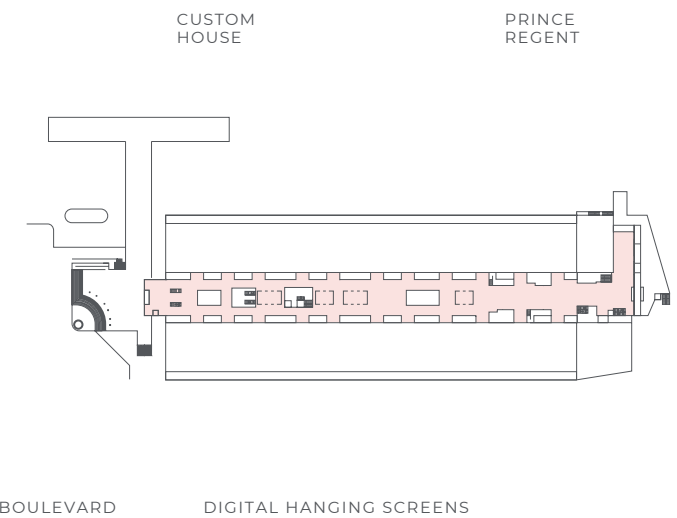
### TOP TIP

This linear format benefits most from a graphic that continues from one end to the other.



# Walkway hanging screens

Two large digital screens offer the first dynamic welcome to visitors alighting from the Custom House station. The double sided design means you can bid visitors farewell and promote your company as they travel to the largest of the on site train stations.



## Configuration

Double sided - with venue wayfinding

|                                     |                       |
|-------------------------------------|-----------------------|
| Dimensions (W x H)                  | 4 metres x 1.5 metres |
| Resolution (W x H)                  | 1,024 x 384 px        |
| Content ratio                       | 8:3                   |
| One 10 second slot (partial screen) |                       |
| Exclusivity available upon request  |                       |

**Price: £26,410**

\*For Exclusive use per screen OR £2,900 per 10 second

## Screen layout

Arrival (front)

Departure (back)

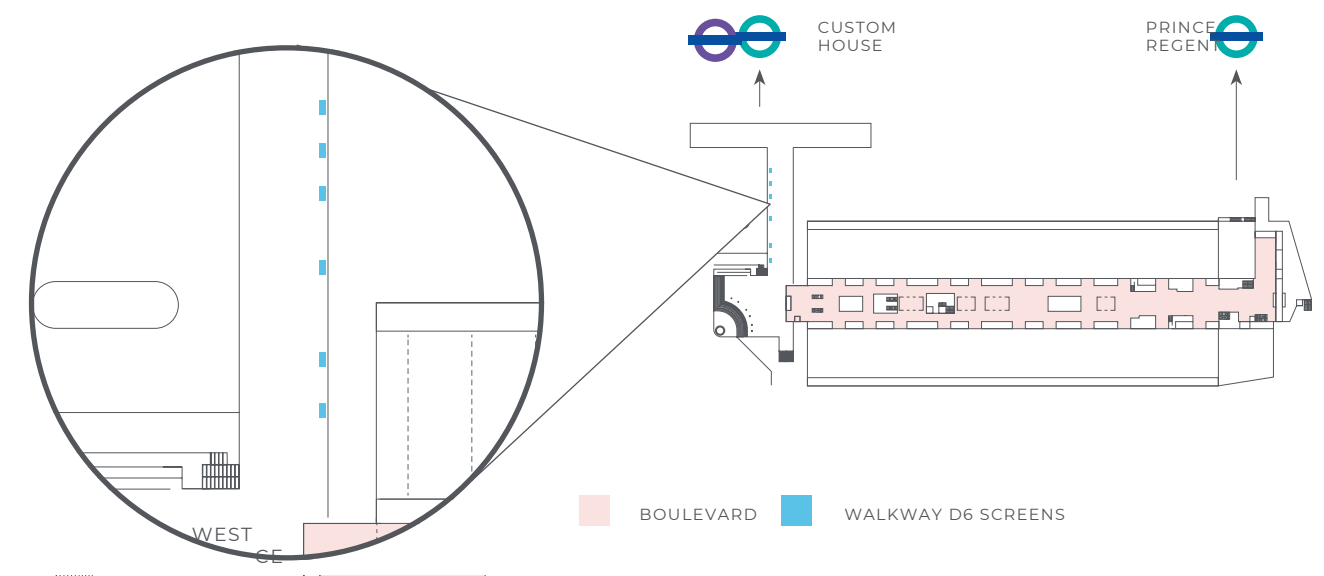


\*Always-on Wayfinding



# Walkway D6 screens

Our 40m living wall is punctuated with 6 digital screens, fantastic for promoting individual exhibitor stands prior to entering the venue. Freestanding media is not permitted in this space so these screens are essential for last minute engagement.



## Configuration

Single sided - package of 6

|                                    |                           |
|------------------------------------|---------------------------|
| Dimensions (W x H)                 | 9.35 metres x 1.66 metres |
| Resolution (W x H)                 | 2,160 x 3,840px           |
| Content ratio                      | 9:16                      |
| One 10 second slot                 |                           |
| Exclusivity available upon request |                           |

**Price: £23,250**

\*For Exclusive use on all 6 screens OR £2,280 per 10 second advert.  
Max of 12 slots 10 seconds each on rotation.

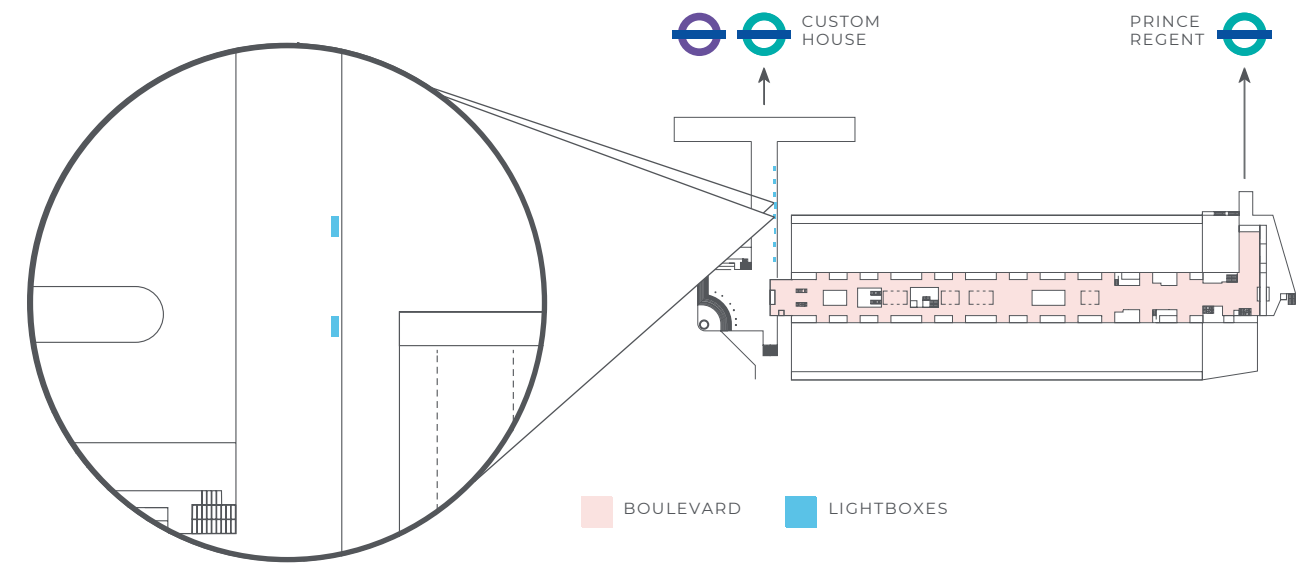
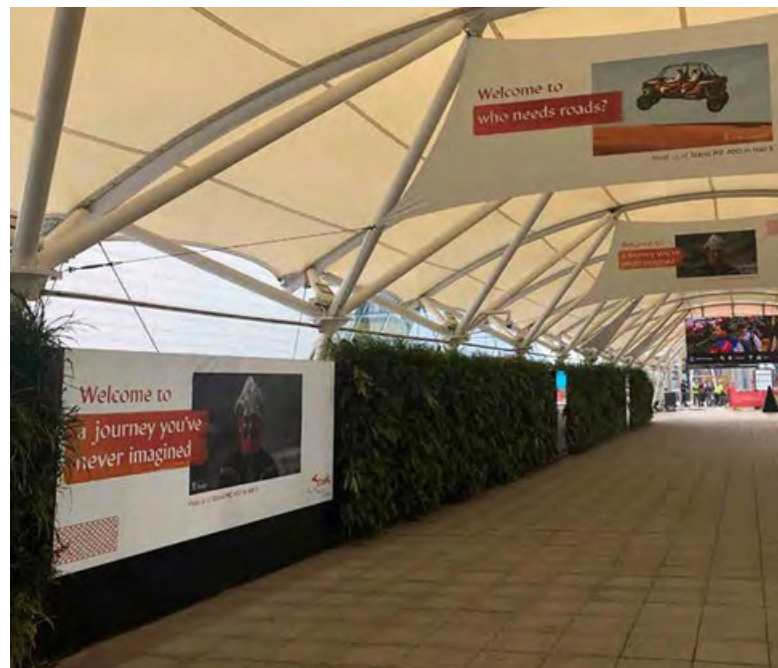
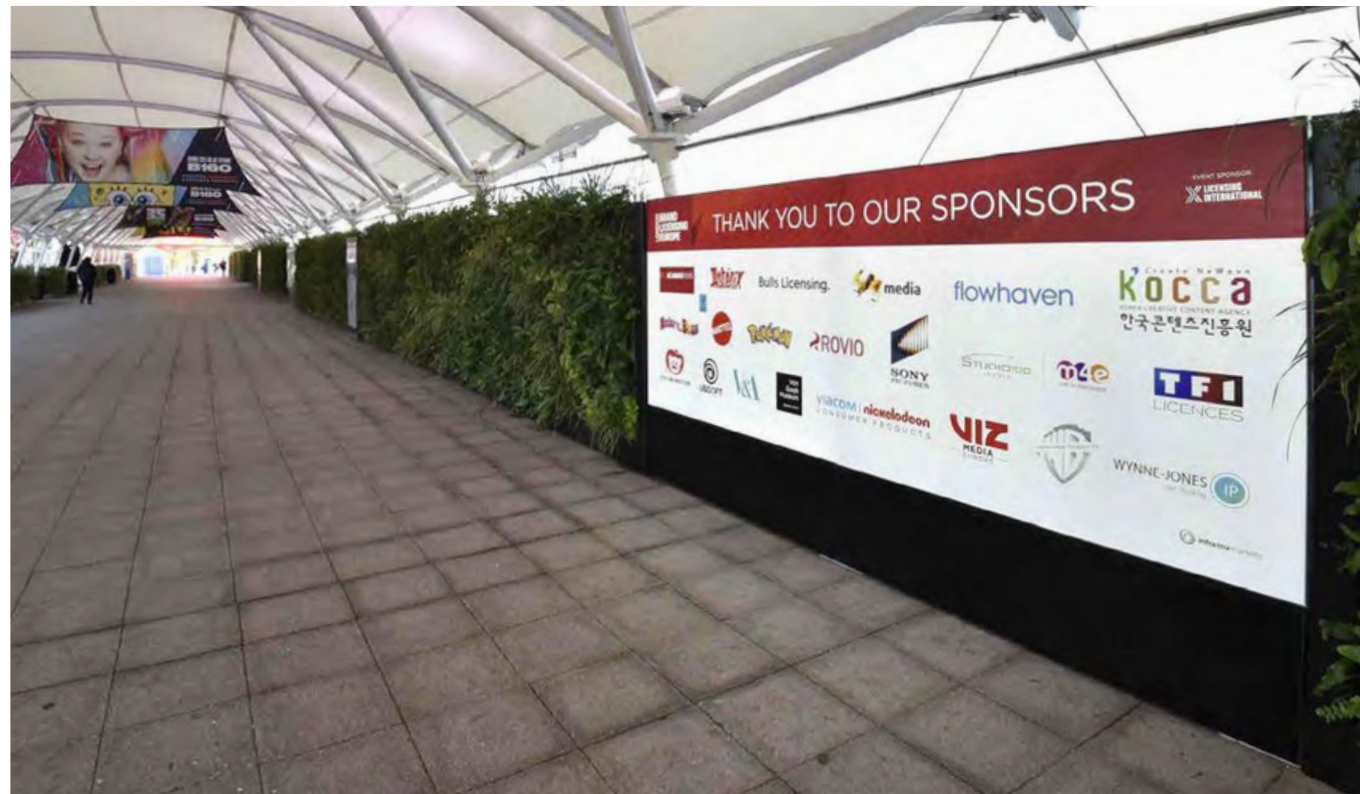
**TOP TIP**  
Why not promote your sustainability messaging, criteria or aims with these living wall D6s.

- LED
- HD
- Looped
- Streaming



# Lightboxes

Two lightboxes at the most southern end of the Custom House walkway offer a uniquely creative opportunity. With back lighting included, your branding will always shine bright.



## Configuration

Single sided - 2 total

Dimensions (W x H)

3980mm x 1,570mm

2 available

**Price: £5,250**

\* Price Per Site

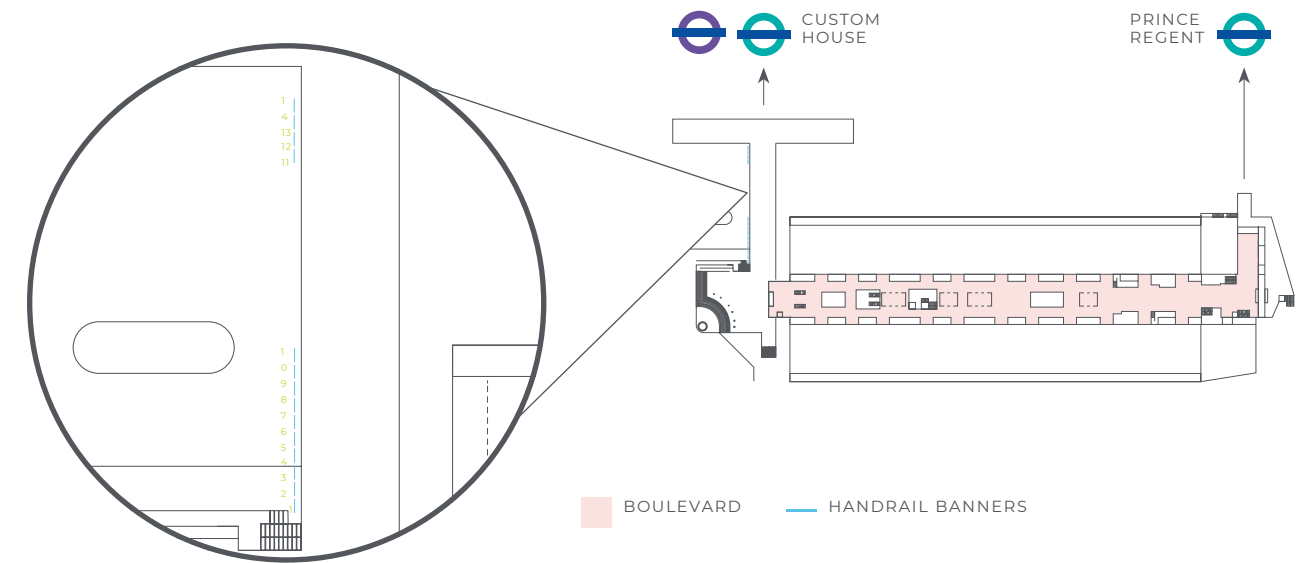
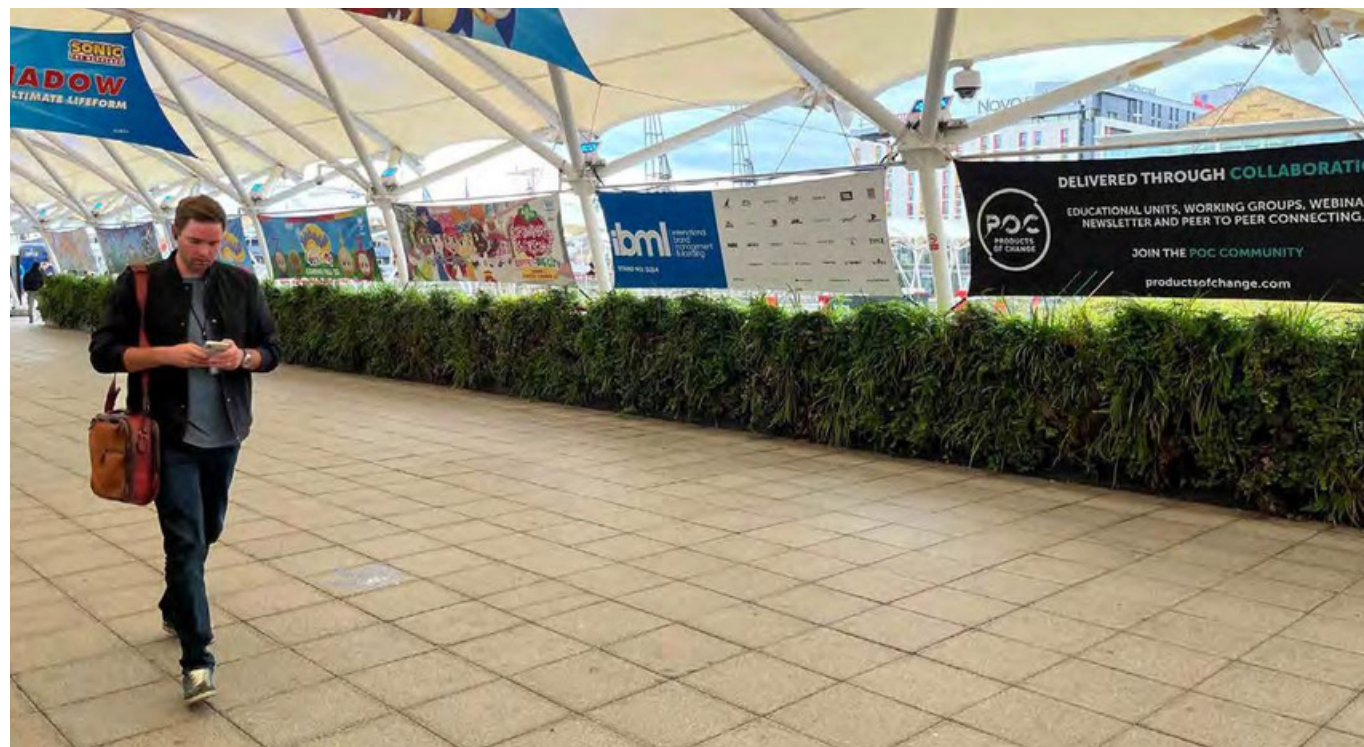
### TOP TIP

Try inverting the colours of your creative and let the back lighting shine through.



# Handrail banners

Use the handrail banners of overhead canopy structure to completely encompass the space. Being within the eyeline gives the opportunity to 'speak' directly with your target audience.



## Configuration

Double sided - 14 total

Dimensions (W x H)

3,700mm x 1,100mm

Package of all 14

**Price: £1,150**

\*Price per banner

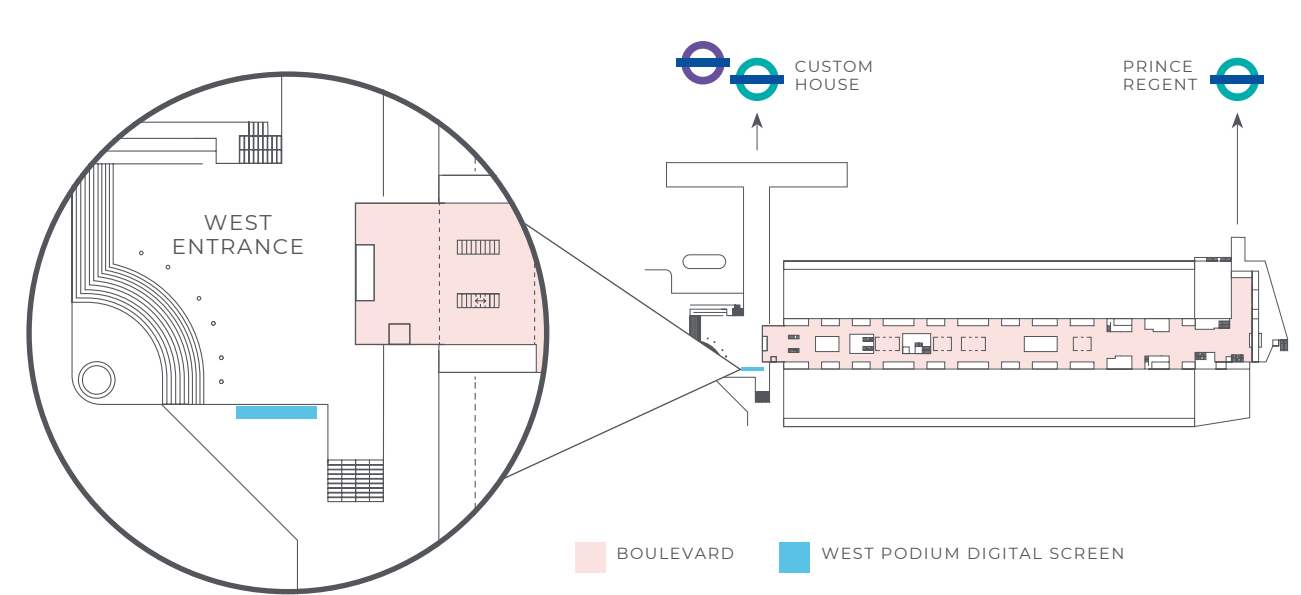
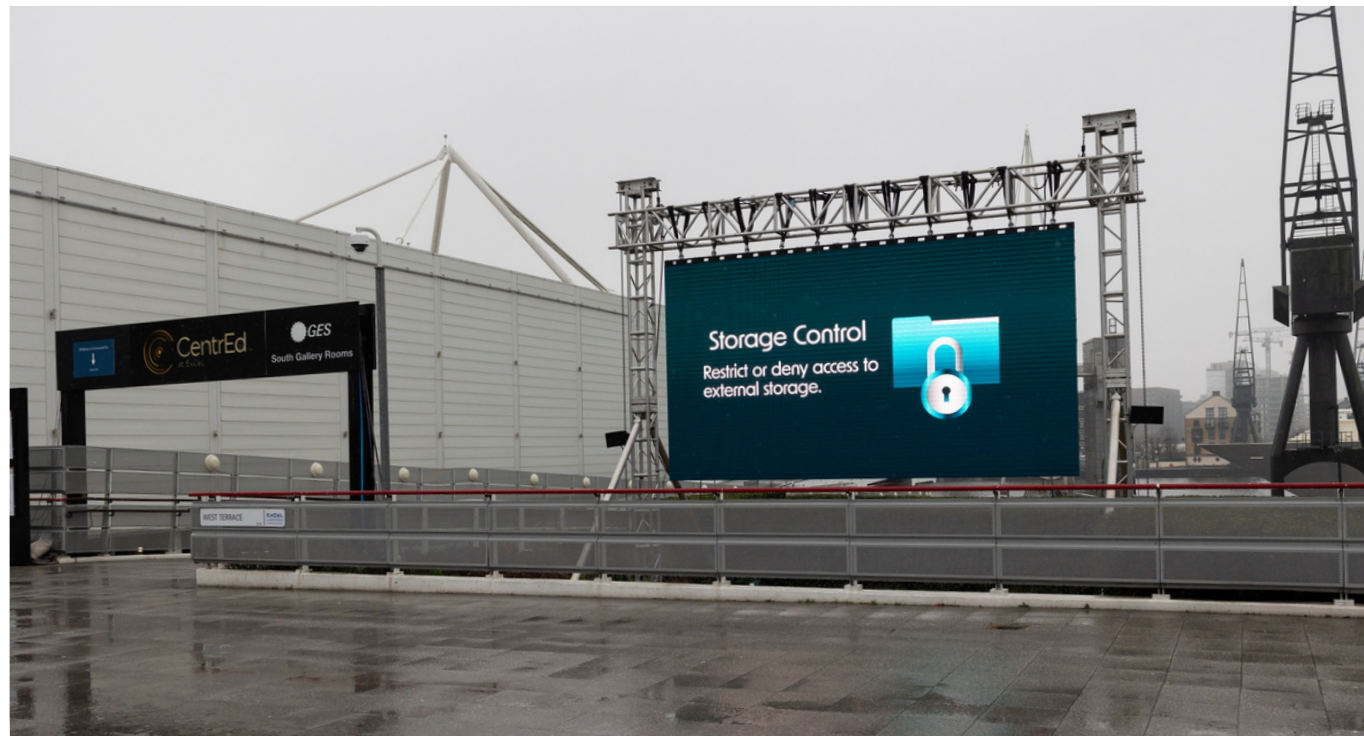
## TOP TIP

These are 14 opportunities to make a splash, use them to their advantage; tell a story, showcase partners or highlight products or services.



# West podium digital screen

Capture the attention of anyone to and from the venue entrance or congregating during breaks with this large digital screen.



## Configuration

Single-sided

Dimensions (W x H) Resolution 5.5 metres x 3 metres  
(W x H) 1,920 x 1,080px

Exclusive use

Sound available at extra cost.

**Price: £35,412**

\* Exclusive: 1 x 10 second advert  
£6,250

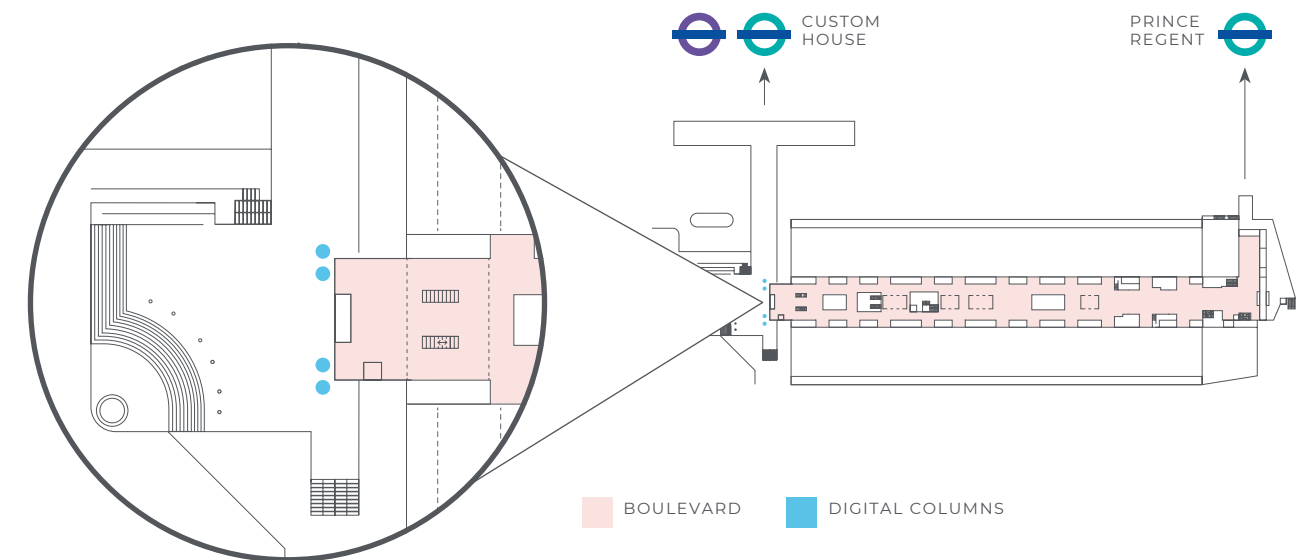
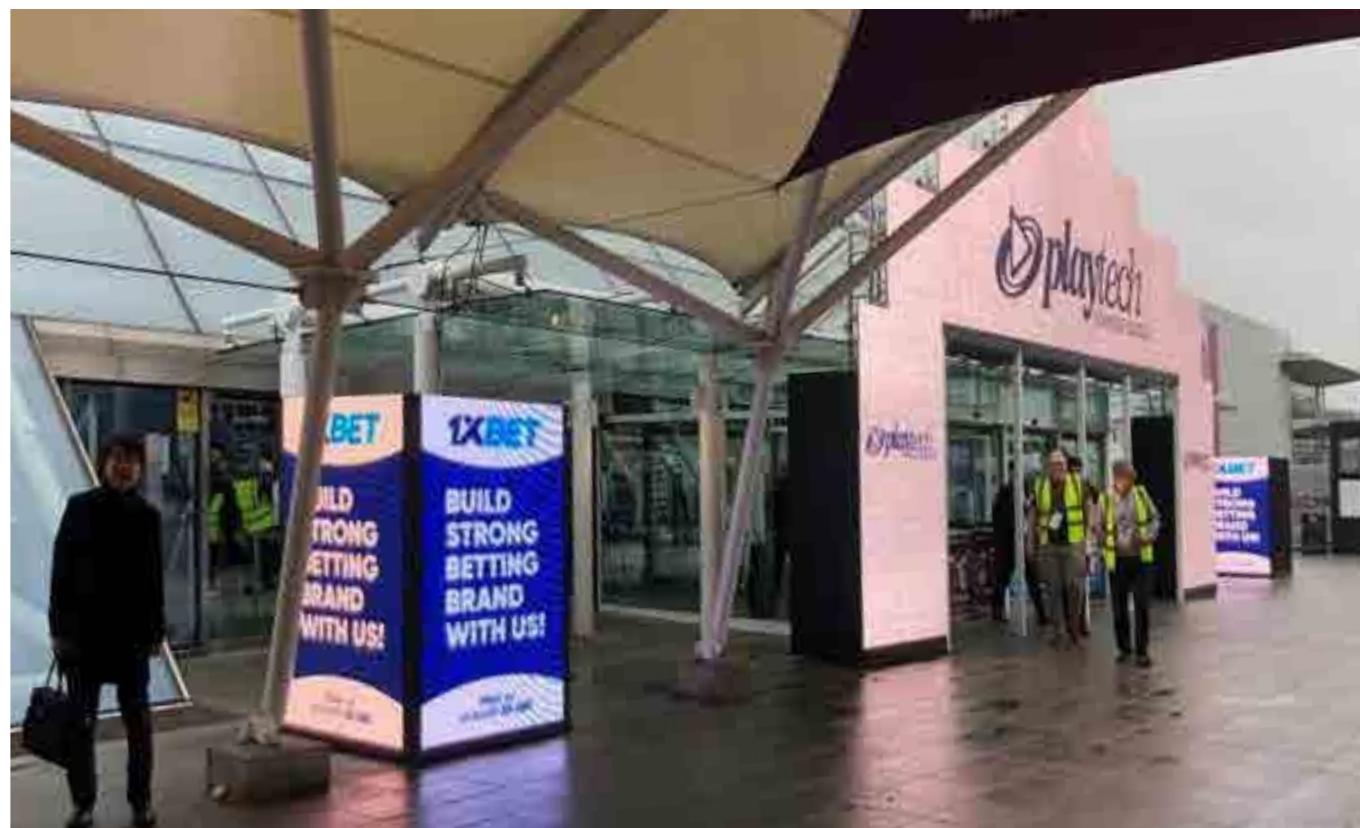
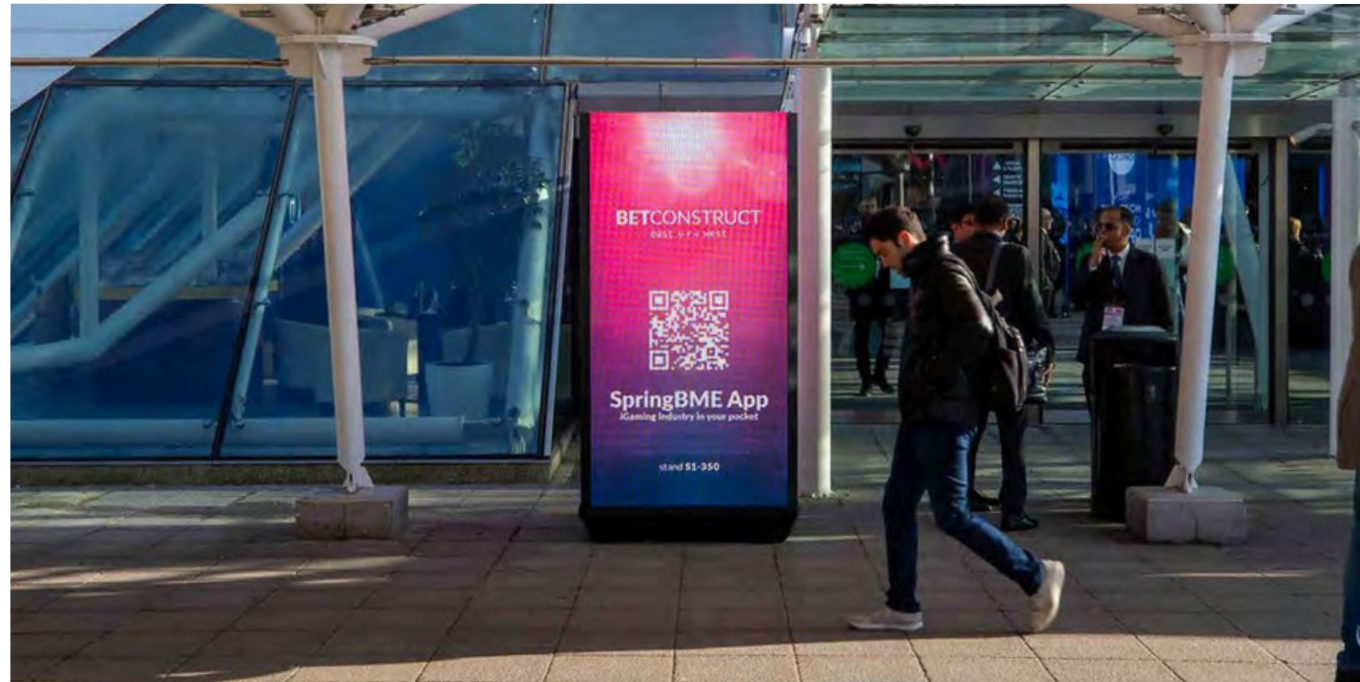
**TOP TIP**  
Say it louder with our only outdoor screen with audio capability. Use your existing TV or Online video content to great effect!

- Audio
- LED
- HD
- Streaming
- Interactive



# Digital columns

Large impaction digital columns brings full creative license to the entrance and compliment the existing digital archway.



## Configuration

Full screen - 4 sided

Dimensions (W x H) 1 metres x 2 metres

Resolution (W x H) 256px x 512px

Content ratio 9:16

Exclusive hire

**Price: £21,551**

\* For the 2 x units that are 4 side

### TOP TIP

Contrast or compliment, either option will ensure your brand stands out.

LED

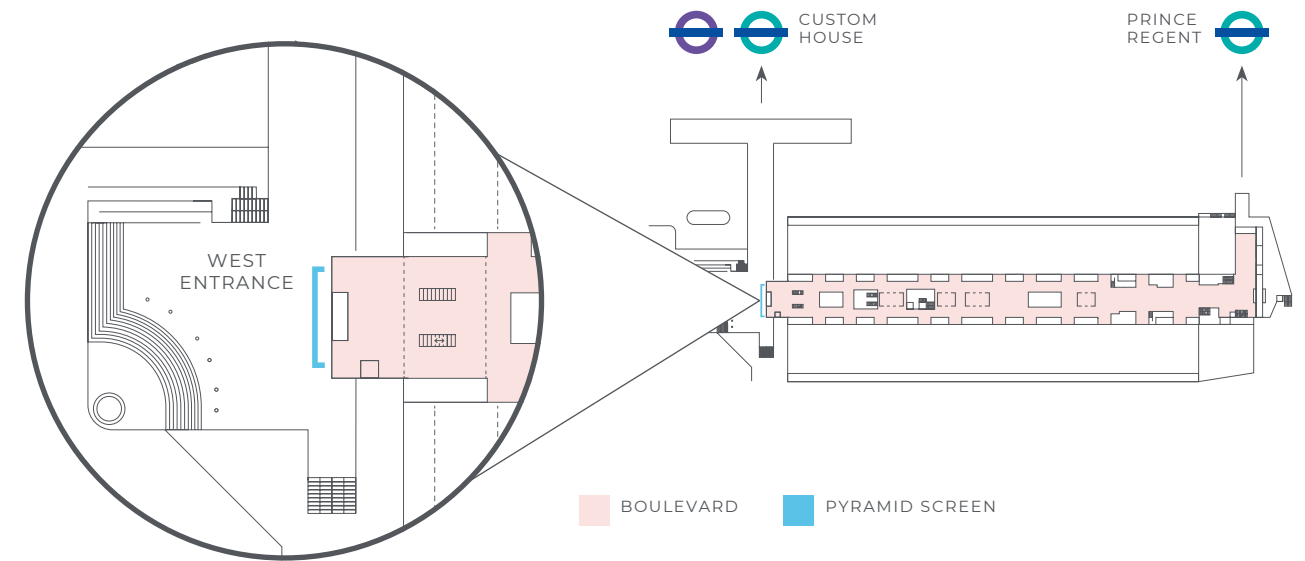
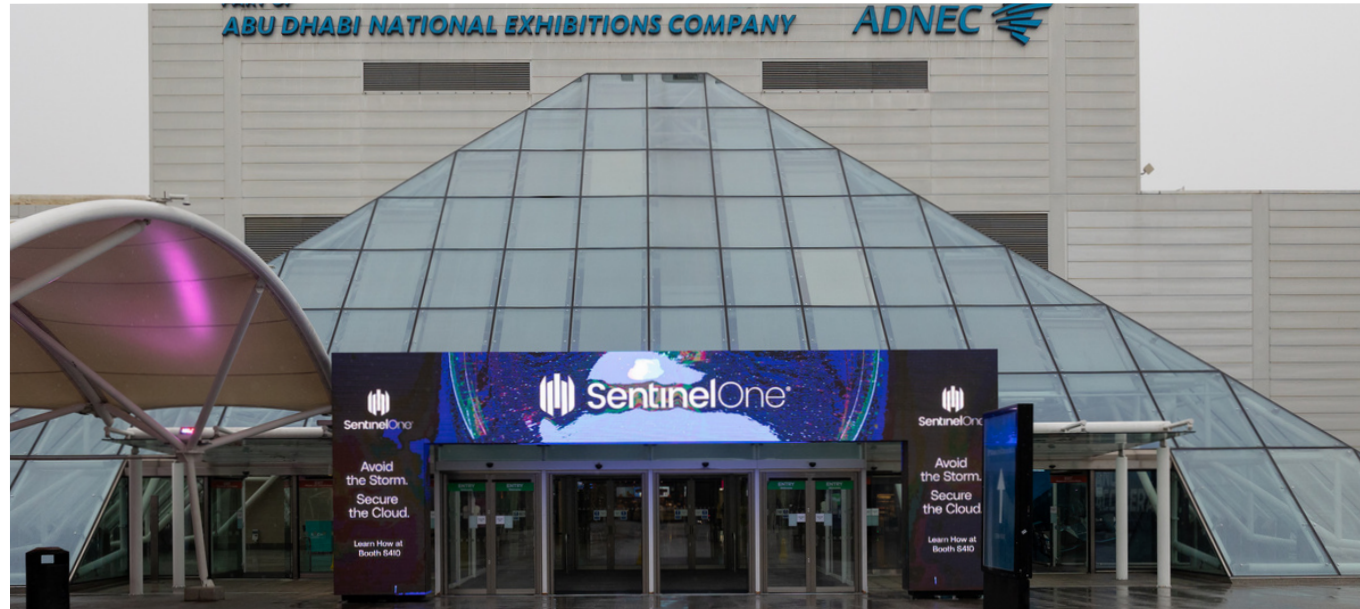
Looped

Streaming



# Pyramid screen

A seamless digital screen surrounds the Pyramid west entrance creating a unique digital arrival experience for visitors.



## Configuration

### Full screen

|                                    |                            |
|------------------------------------|----------------------------|
| Dimensions (Total W x Total H)     | 11 metres x 4 metres       |
| Resolution (Total W x Total H)     | See spec for configuration |
| Content ratio                      | 27:9                       |
| One 10 second slot                 |                            |
| Exclusivity available upon request |                            |

**Price: £35,412**

\* Exclusive use (Will include Tech Show London branding on rotation)

### TOP TIP

This iconic screen deserves iconic creatives. Movement and forced perspective offer an unparalleled wow factor.

LED

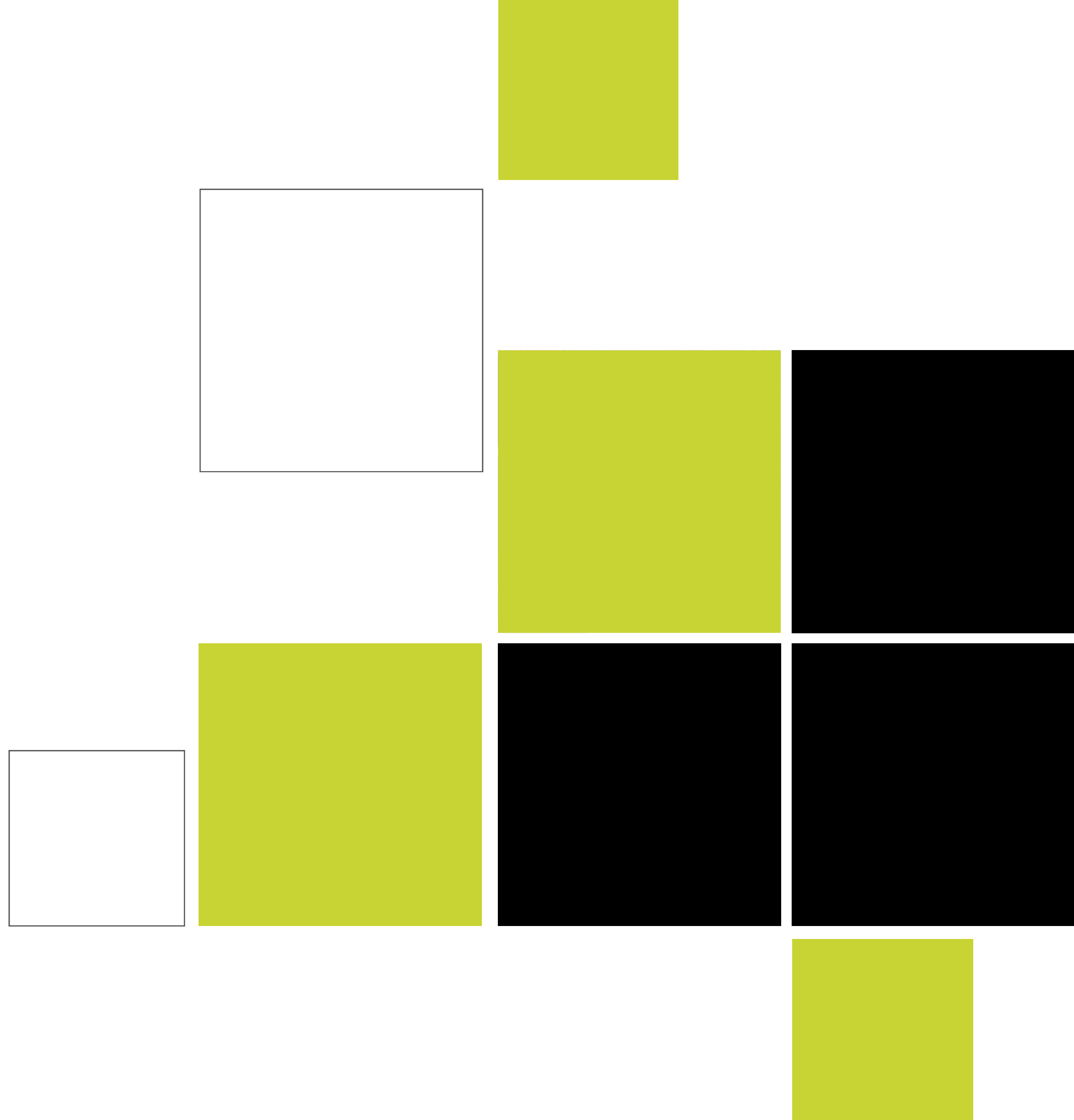
4k

Looped

Streaming



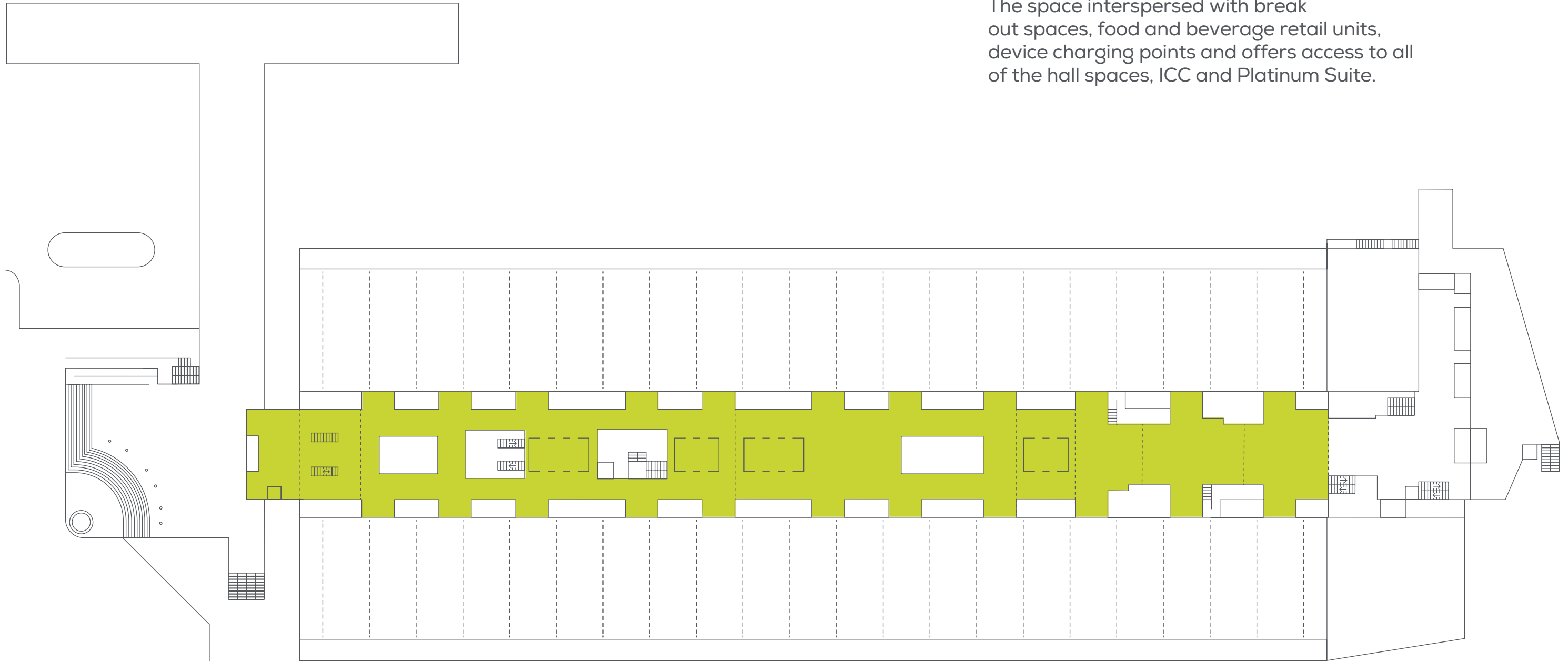
Boulevard



# Tech Show London

## Boulevard

The expansive boulevard sits at the heart of the venue and acts as the main conduit for people traveling from one end to the other. The space interspersed with break out spaces, food and beverage retail units, device charging points and offers access to all of the hall spaces, ICC and Platinum Suite.



# Welcome screen

A high impact welcome screen inside the west entrance to capture visitors' attention as soon as they arrive.



**SOLD**

metres x 2.9 metres  
1,080 x 1,080px  
39:9

request

Price: £32,193

## Screen layout

Arrival (Content)



Arrival (Wayfinding)



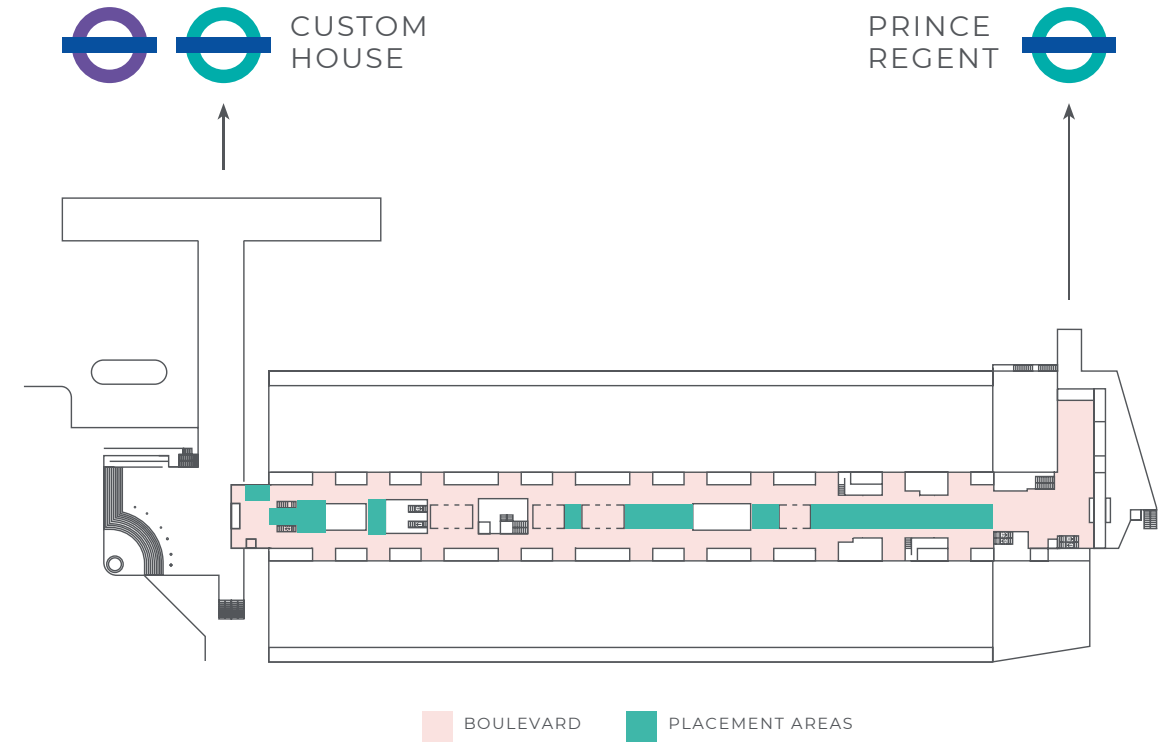
\*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability



# Placements

Bring elements of your brand to life by placing them within a real life setting; the busy boulevard. Its a guaranteed photo opportunity in the making too.



## Configuration

Please enquire with your media contact for more information

Dimensions (W x H)Varies Per sqm

There are also opportunities outside the venue.

**Price: £400**

\*Price per Sqm

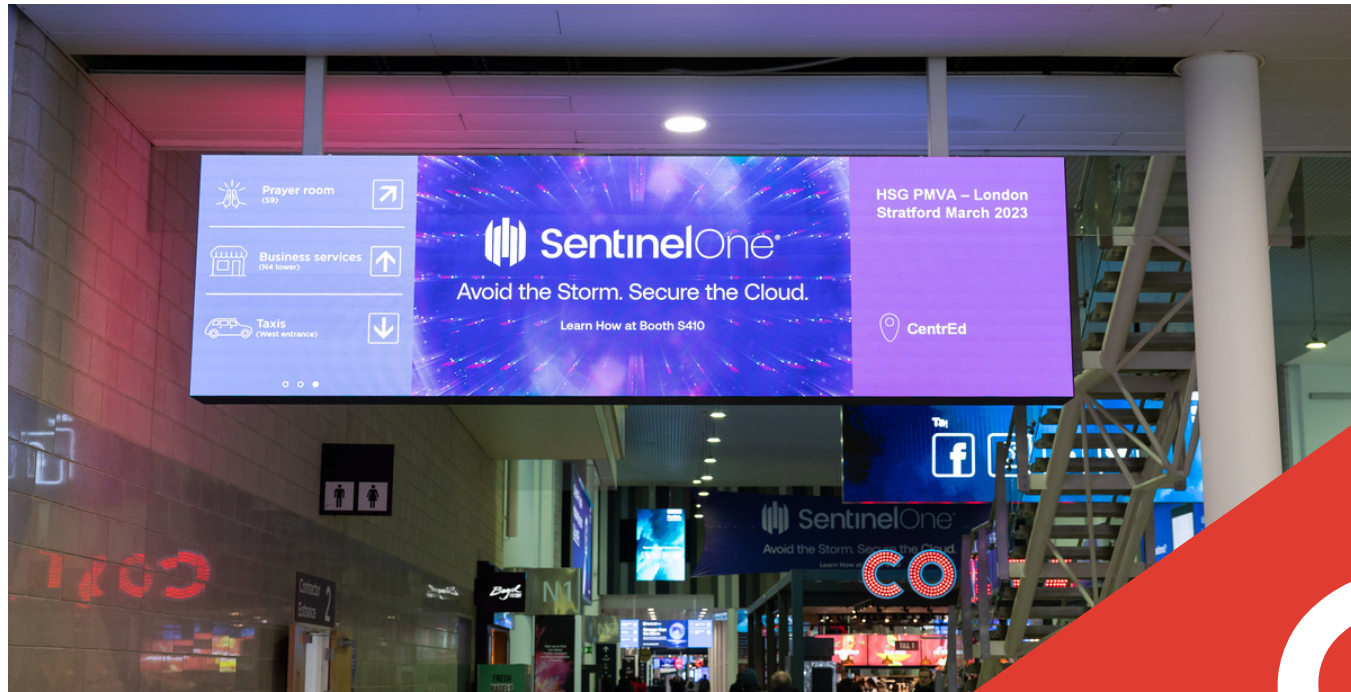
## TOP TIP

Placements offer the ultimate photo opportunity to share over social media!



# Costa West screen

Nestled between the first pair of halls, you can either direct footfall or build excitement for your stand.



**SOLD**

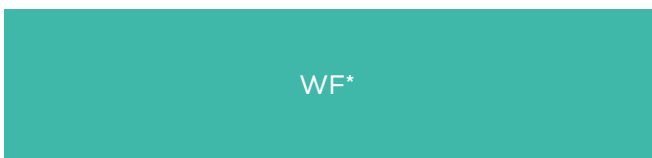
|              |                         |
|--------------|-------------------------|
| Screen size  | 3.0 metres x 2.9 metres |
| Resolution   | 1,080 x 1,080px         |
| Aspect ratio | 39:9                    |
| Request      |                         |

**Price: £6,250**

**TOP TIP**  
 Its a video screen so use impactful imagery to give a taste of the event thats awaiting your guests.

### Screen layout

Arrival (Content)

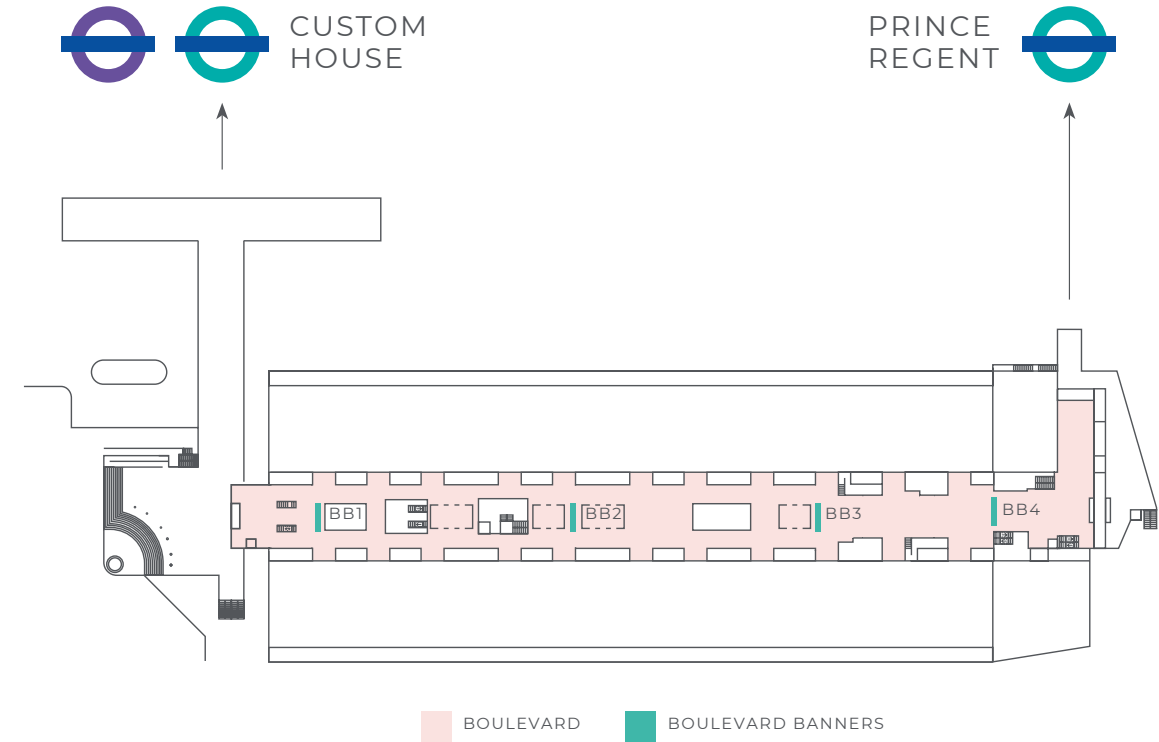


- LED
- HD
- Looped
- Streaming
- Sustainability



# Boulevard banner

For those with a taste for the traditional, these 20m wide double sided banners will be ideal.



## Configuration

Double-sided. 3 available.

Dimensions (W x H) 12,000mm x 3,150mm

BB1, BB3 or BB9

**ONLY 1 REMAINING**  
**BB3**

**Price: £8,800**

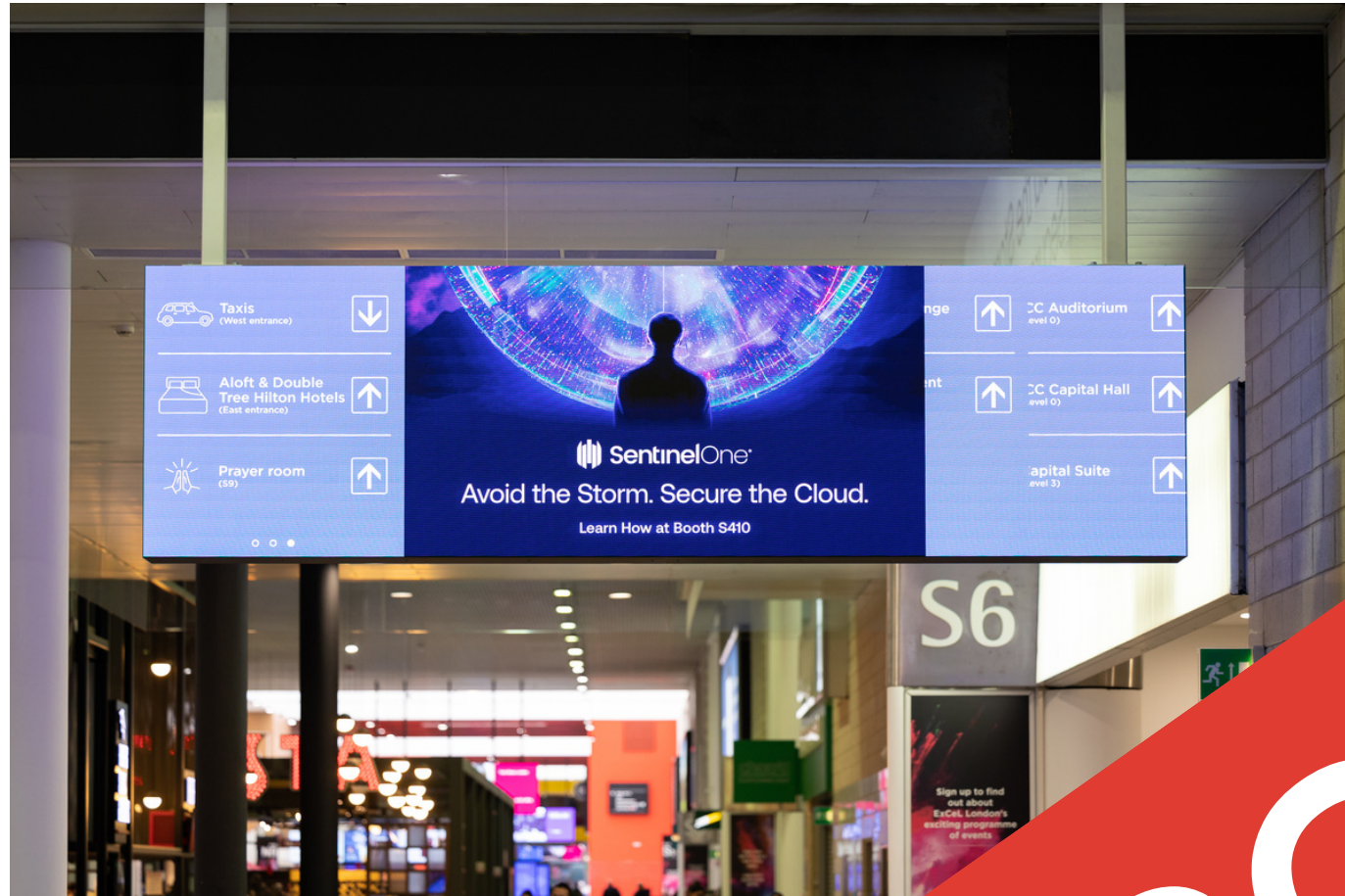
### TOP TIP

Exhibitors love these solus sites. Stand out from the competition with ease.



# Directional screens

All eyes will be on your brand messaging, as it sits side by side on screen next to our venue wayfinding.



**SOLD**

|                         |
|-------------------------|
| Screening               |
| 1.2 metres x 1.1 metres |
| 1,280 x 720px           |
| 16:9                    |
| request                 |

Price: £24,315

### Screen layout



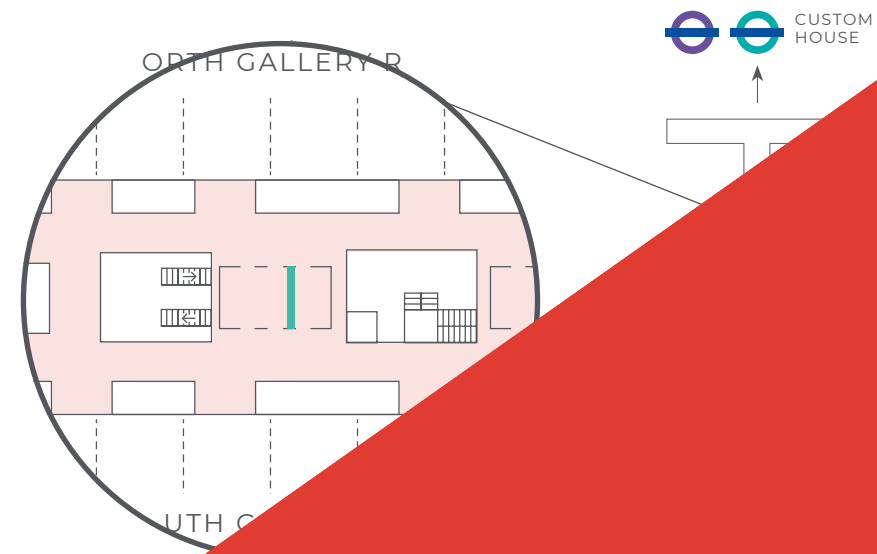
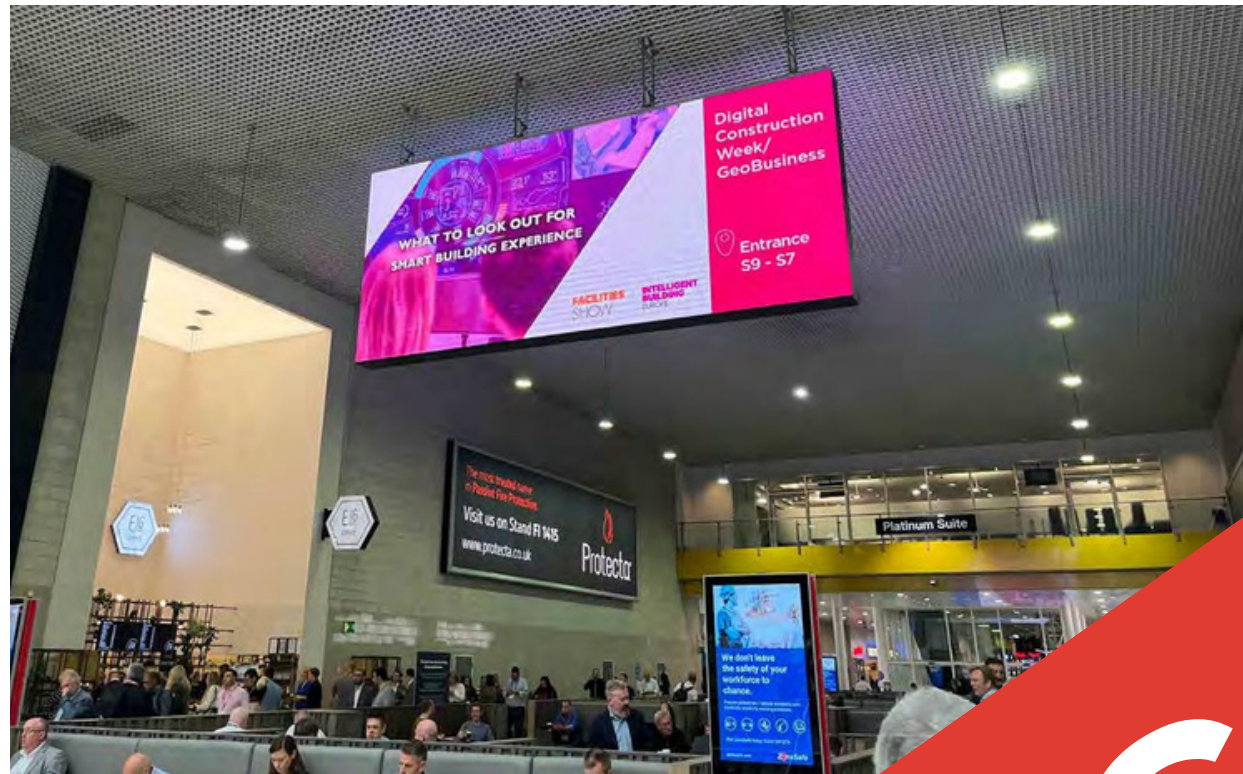
\*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability



# Central hanging screen

Suspended above the entrance to the car park, this high impact double-sided screen has the unique benefit of being visible as visitors arrive and leave by car, as well as from the Boulevard.



**SOLD**

|                   |                     |
|-------------------|---------------------|
| Screen size       | 3 metres x 3 metres |
| Resolution        | 3896 x 504px        |
| Aspect ratio      | 16:9                |
| Installation time | 2-3 days            |
| Lead time         | 4-6 weeks           |
| Request           | Request             |

**Price: £16,855**

## Screen layout



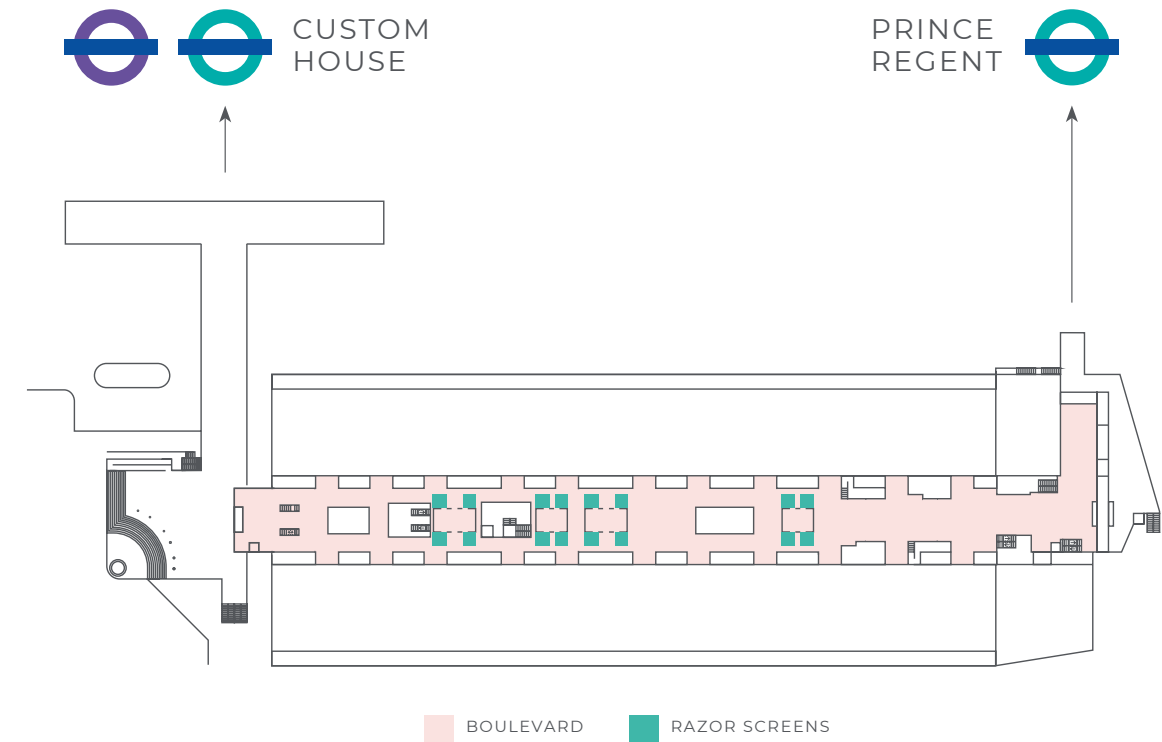
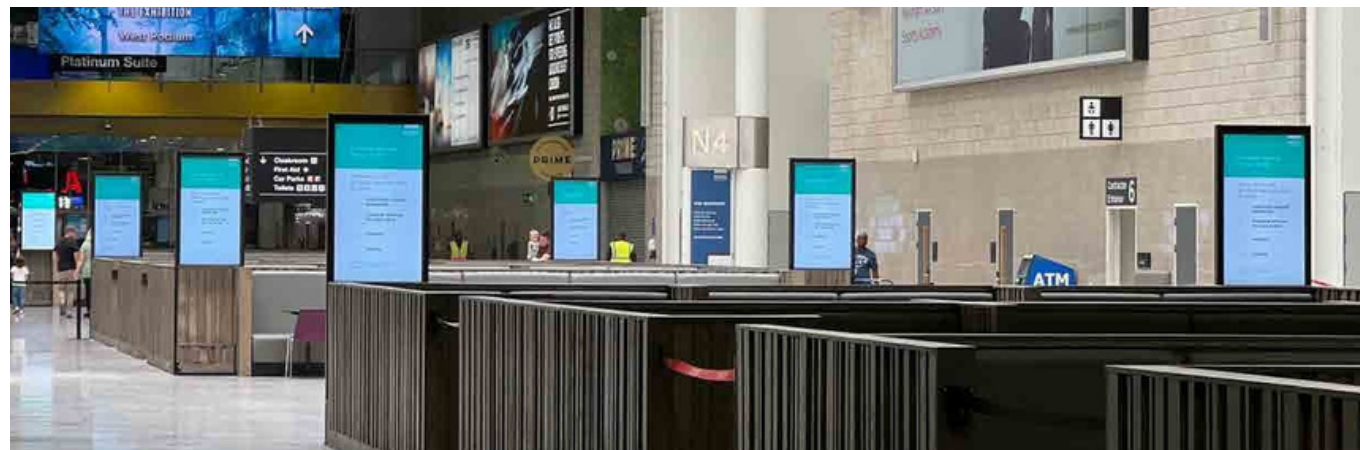
\*Always-on Wayfinding

- Audio
- LED
- Wayfinding
- Looped
- Streaming
- Sustainability



# Razor screens

There are 16 double-sided screens sitting above the food court seating area. These are prominently placed so the content is highly visible whether visitors are walking down the Boulevard or relaxing with a drink and a bite to eat.



## Configuration

16 double-sided Razors - 32 screens.

|                                    |                          |
|------------------------------------|--------------------------|
| Dimensions (W x H)                 | 0.72 metres x 1.3 metres |
| Resolution (W x H)                 | 1,080 x 1,920px          |
| Content ratio                      | 9:16                     |
| One 10 second slot                 |                          |
| Exclusivity available upon request |                          |

**Price: £2,550**

\*Price per advert

### TOP TIP

Offering engagement whilst your visitors rest and refresh, content with movement or streaming live works best!

LED

HD

Looped

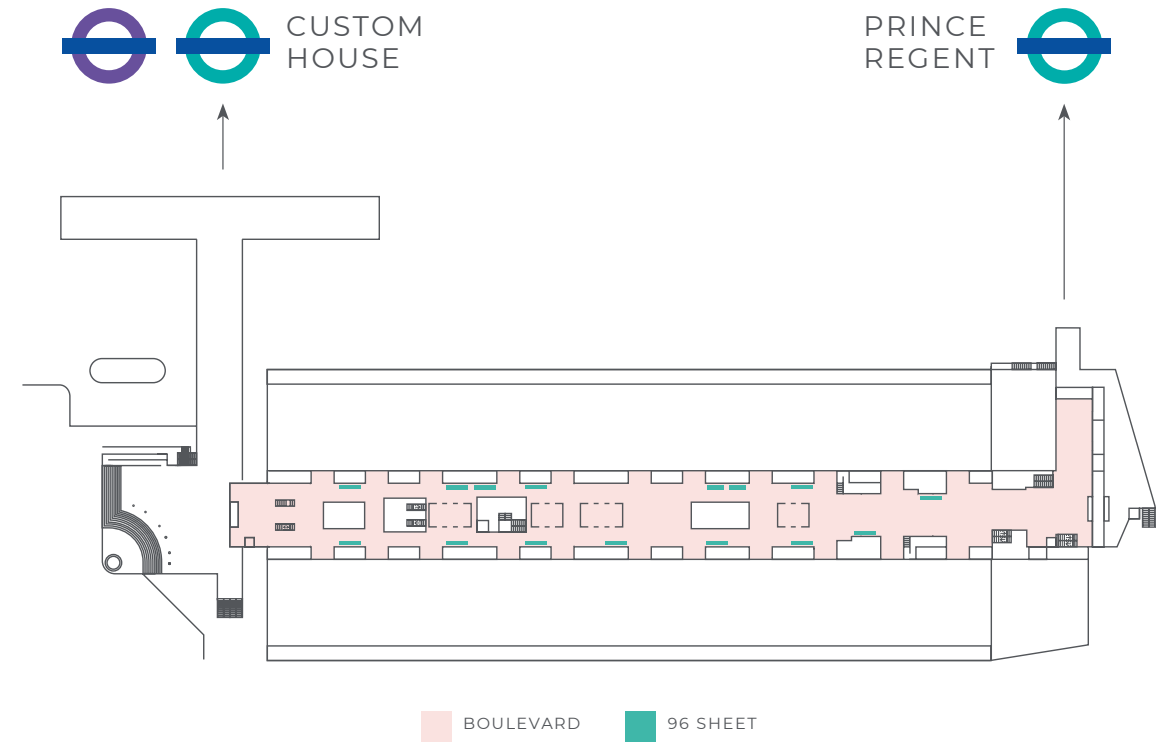
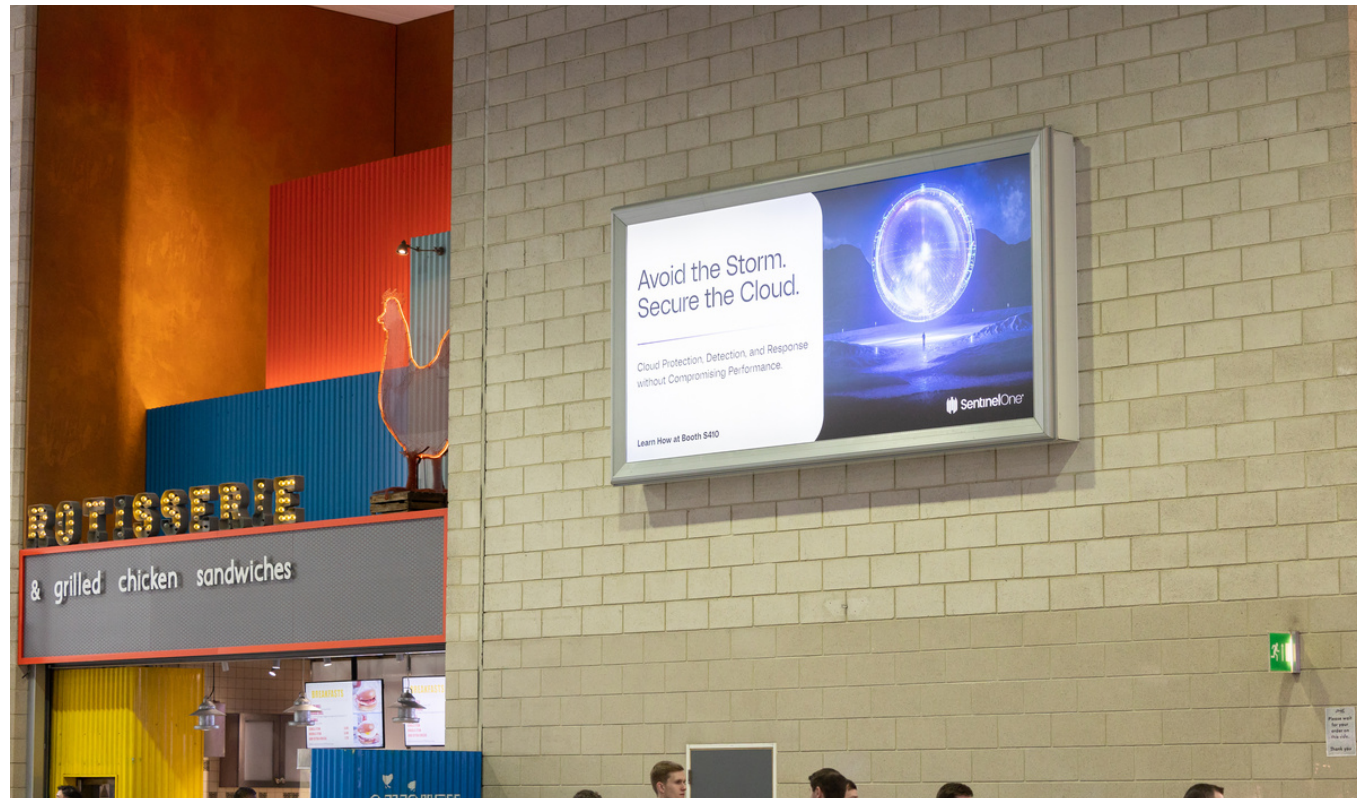
Streaming

Sustainability



# 96 sheet

Back lit with sustainable LED lamps, these striking billboards are found down the full length of the bustling boulevard.



## Configuration

96N1 - 96N8 & 96S1 - 96S7

Dimensions (W x H)

12,230mm x 3,175mm

See artwork specs for location specific sizes.

Single-sided. 15 available

**ONLY 8 REMAINING**

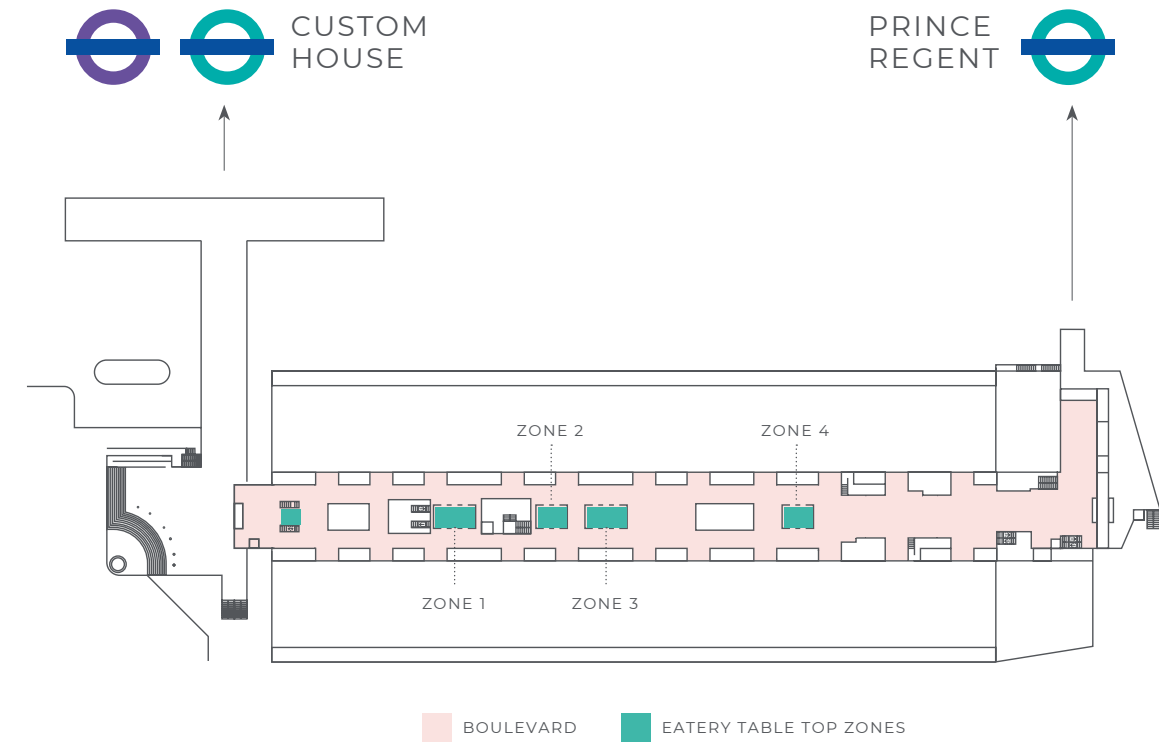
**Price: £7,455**

**TOP TIP**  
The large scale format offers dominance over the surrounding space, perfect for call to action creatives.



# Eatery table tops

Minds are still actively influenced whilst at rest or revitalizing. Speak one to one with your audience with these table top ads.



## Configuration

30 tables per zone. Eco-friendly option available.

Dimensions (W x H)

580mm x 580mm

13 areas

**Price: £3,000**

\*Price per 30 tables

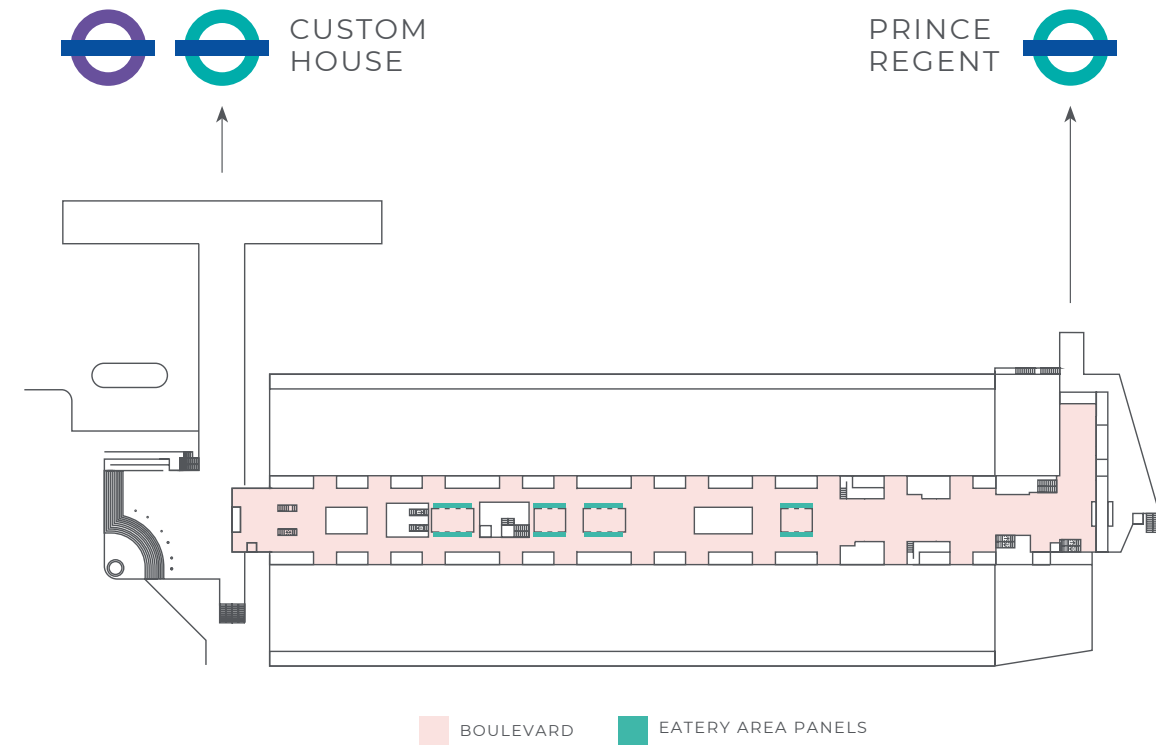
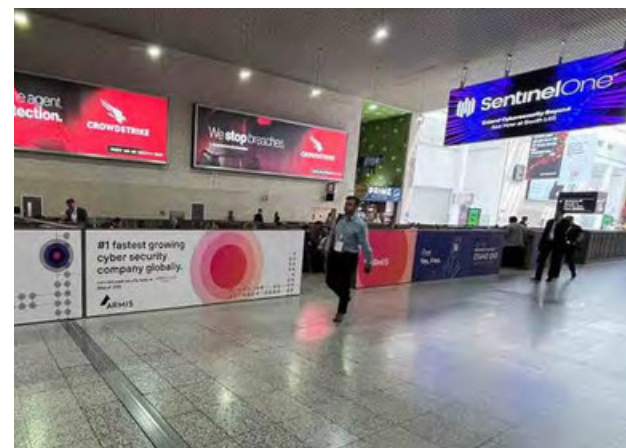
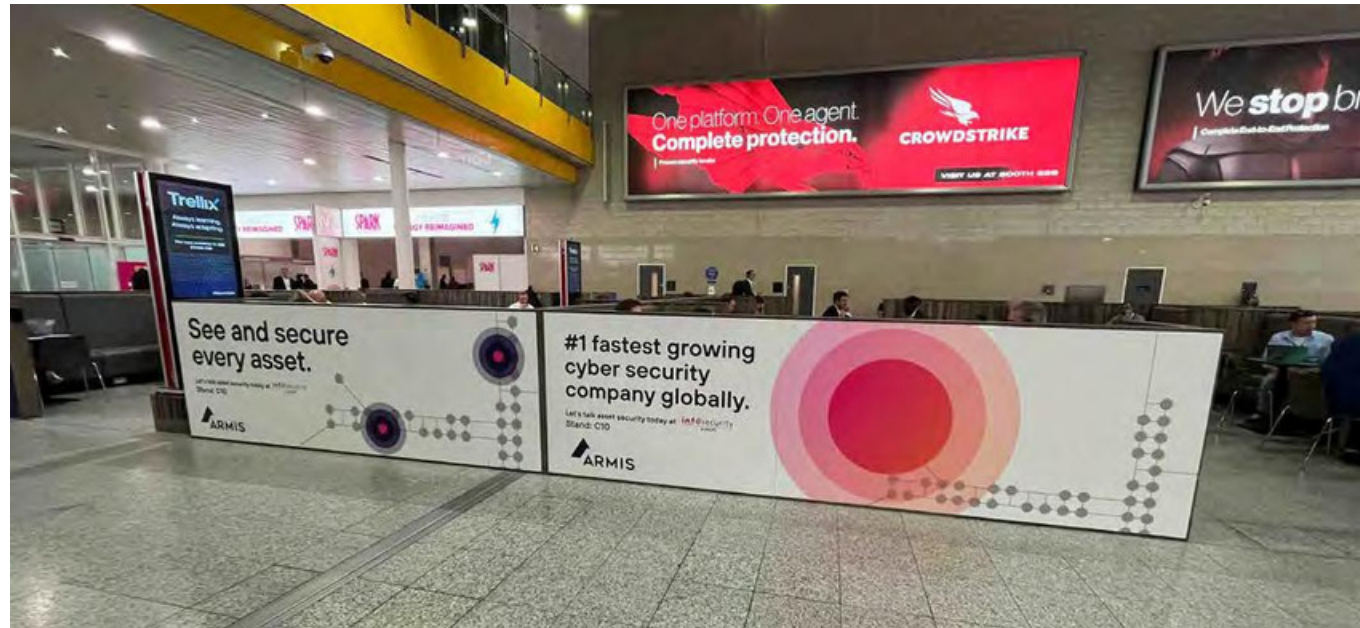
### TOP TIP

Use QR codes to drive traffic to websites or apps for easy data capture whilst diners sit and refresh.



# Eatery area panels

Why not speak to your audience whilst they order, eat and meet using these landscape panels.



## Configuration

4 side panels

Dimensions (W x H)  
13 areas

Dimensions vary by site

**Price: £4,285**

\*4 x Panels

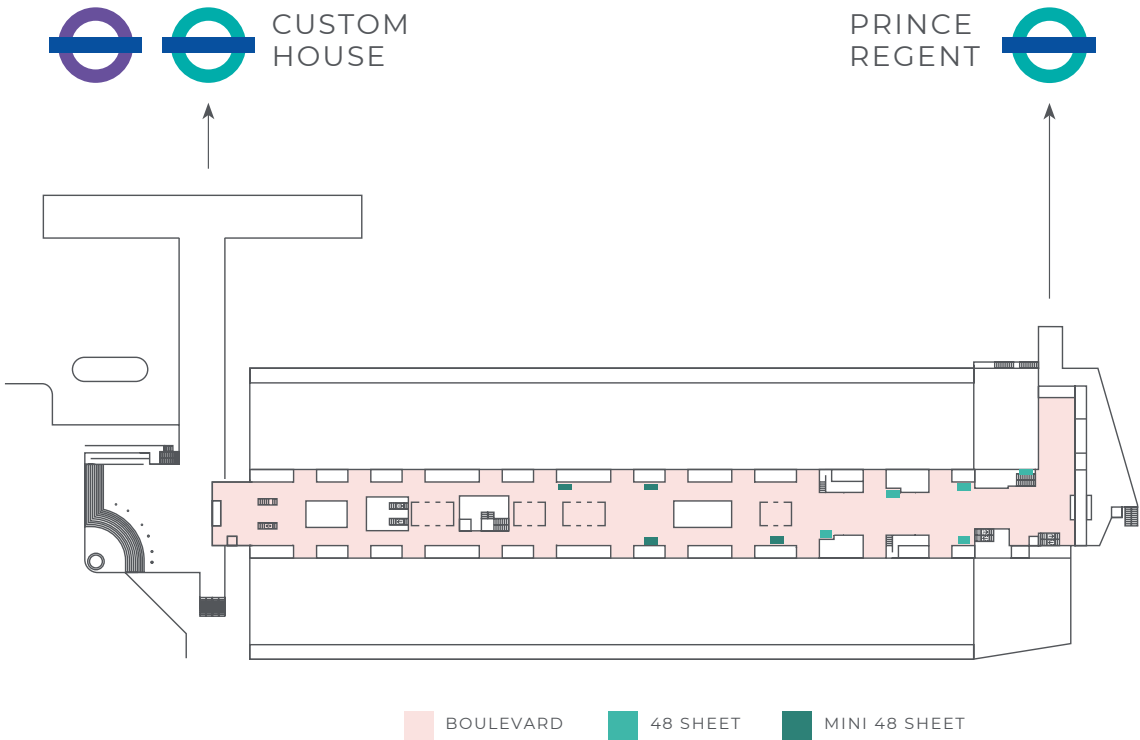
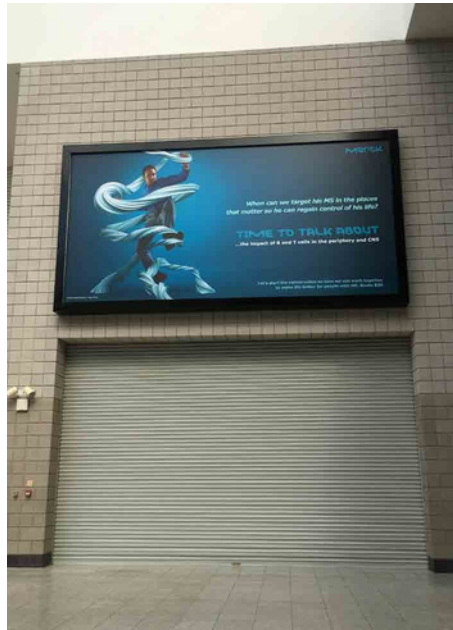
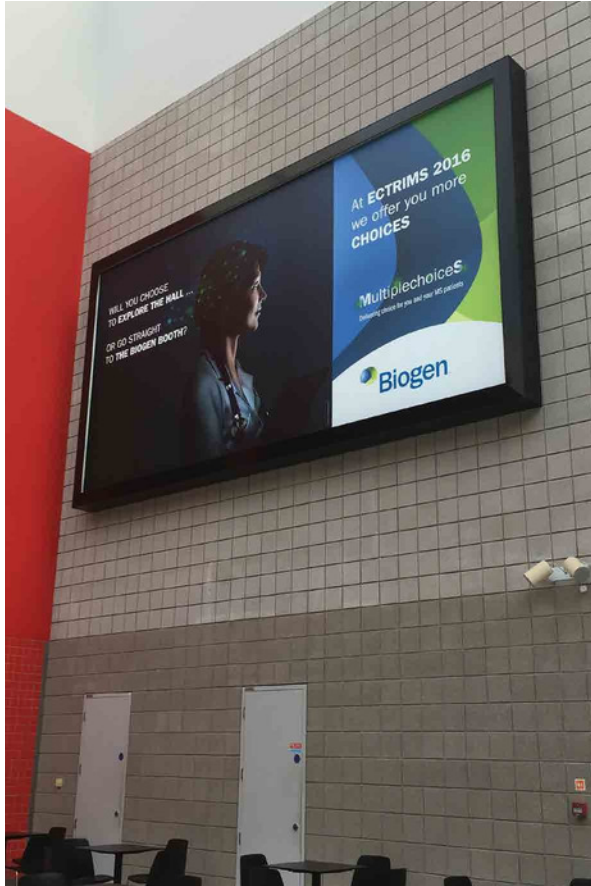
### TOP TIP

As freestanding options cannot be placed in these busy areas, these panels are the best low level option available.



# 48 sheet

Want to command attention? These back lit 48 sheets, using sustainable materials and LED lighting are ideal.



### Configuration

48N1 - 48N5 & 48S1 - 48S5

Dimensions (W x H) 6,180mm x 3,125mm  
 Single-sided. 5 available

**Price: £4,815**

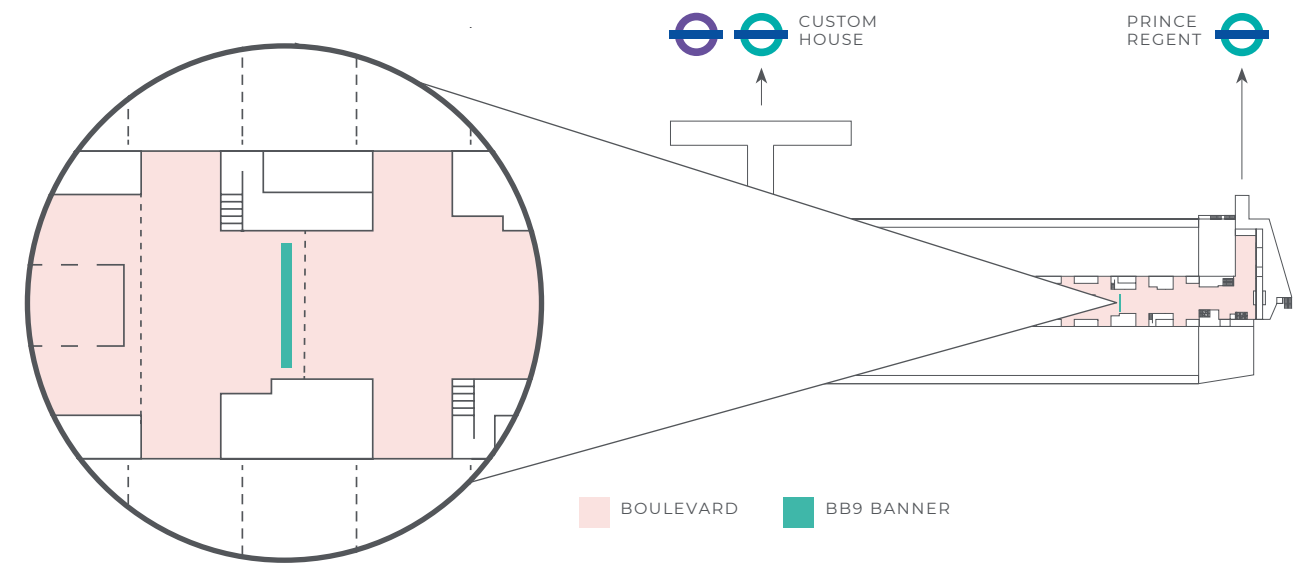
\*Price per location

**TOP TIP**  
 This back lit format is elevated by a bold creative and clear messaging.



# BB9 banner

Bridging the gap between the two Eastern digital screens, this is a perfect spot for a brand reminder!



## Configuration

Double-sided

Dimensions (W x H)

6,000mm x 4,000mm

**ONLY 1 REMAINING**

**Price: £9,115**

## TOP TIP

Need options for sponsors or partners? This is highly visible and a great choice.



# TECH SHOW

LONDON

6 - 7 March '24 ExCeL, London  
[techshowlondon.co.uk](http://techshowlondon.co.uk)

Contact your Tech Show London Account Manager  
to discuss ExCeL branding opportunities  
in further detail!



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& AI WORLD



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Tradeshaw '22

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