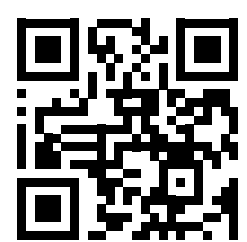


# Ignite your Future

Discover innovative Branding, Advertising  
& Sponsorship opportunities at ISE 2023

Fira de Barcelona | Gran Vía  
31 Jan - 3 Feb 2023

LEARN MORE!



A joint venture  
partnership of



CEDIA™





# Why Invest in Trade Show Marketing?



Whether you are looking to increase brand connectivity, brand visibility, elevate your product showcasing or brand, or to connect with young talents and empower them to become entrepreneurs, ISE is here to help you achieve them via our unique and dynamic opportunities carefully created with you in mind, empowering you to elevate your brand.

The Branding Brochure is a tool which helps you identify the different opportunities available, from networking events and bespoke packages, to conference packages and hall specific branding items. Based on your needs, and together with ISE’s unique dynamic of environment and audience engagement, we can build custom packages which help you and your brand achieve a return-on-investment and return-on-marketing-objectives.

3 – 6	Premium Packages	>
7	Hall 2	>
8	Hall 3	>
9	Hall 5	>
10	Hall 6	>
11	Hall 7	>
12 – 15	Branding Packages	>
16 – 17	Print	>
18	Tunnel	>
19	Digital	>
20	Gardens	>
21 – 23	Upper Walkway	>
24 – 25	Outdoor	>
26 – 27	Restrooms	>
28 – 32	Aisle Banners	>





# Premium Outdoor



## Roundabout Billboard

With its prominent location on the roundabout, the 4-sided billboard provides you with the perfect opportunity for all your branding and messaging. ISE 2023 attendees traveling by metro, via the stops ‘Europe Fira’ or ‘Pl. Espanya’, bus, car or taxi will see your message even before they arrive at Fira de Barcelona – Gran Via and will remember this once they reach the show floor.

**Location:** South Access Roundabout  
**Price:** € 175,000  
**Size:** 20m wide x 9m high



## South Access Entrance Banners

At the South Access, next to ISE’s welcomes message banner, on the left-hand side and right-hand side, there are two prominent banners which can be used to express your identity with established brand-defining keywords or images, and use these to shape your company’s voice, tone and aesthetic.

**Location:** South Access  
**Price:** € 25,000 each  
**Size:** 5m wide x 12m high



## South Access Billboard

This one-of-a-kind, 45 meters wide by 11 meters high, billboard, located at the left-hand side of the South Access next to Hall 2, will be one of the few outdoor branding opportunities offered to exhibitors at the South Access. This billboard represent a singular stand-out opportunity for all four days of ISE.

**Location:** South Access  
**Price:** € 45,000  
**Size:** 45m wide x 11m high





# Premium Outdoor



## East Access Entrance Banner

At the East Access, next to ISE’s welcomes message banner, on the left-hand side and right-hand side, there are two prominent banners which can be used to express your identity with established brand-defining keywords or images, and use these to shape your company’s voice, tone and aesthetic.

**Location:** East Access  
**Price:** € 25,000 (each)  
**Size:** TBC



## South Access Entrance Banners

At the South Access, next to ISE’s welcomes message banner, on the left-hand side and right-hand side, there are two prominent banners which can be used to express your identity with established brand-defining keywords or images, and use these to shape your company’s voice, tone and aesthetic.

**Location:** South Access  
**Price:** € 25,000 each  
**Size:** TBC



## East Access Billboard

ISE 2023 offers you the opportunity to promote your branding and messaging to all people who pass the outdoor area of Fira de Barcelona – Gran Via. With this highly visible billboard near the East Access, anyone who heads towards Fira de Barcelona, or passed by the Fira, will be exposed to your branding.

**Location:** East Access  
**Price:** € 20,000  
**Size:** 8m wide x 3m high





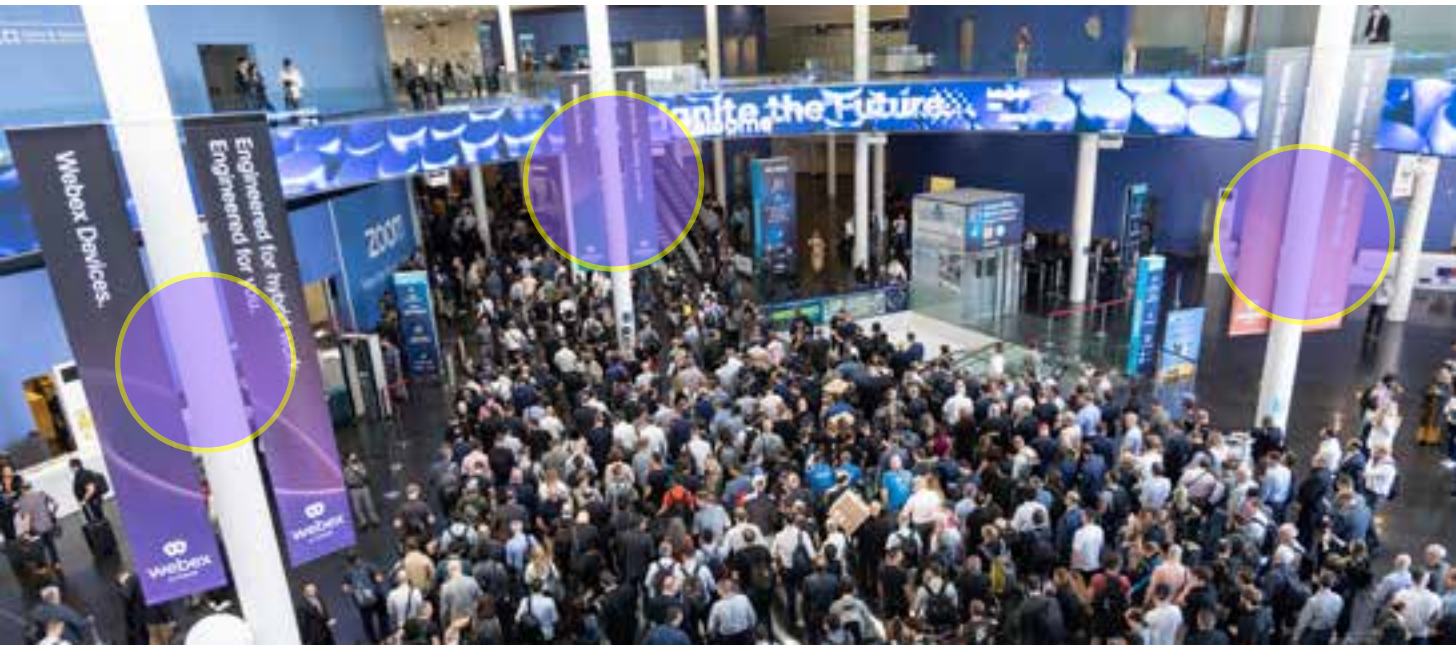
# Premium Indoor



## South Access Registration Package

Welcome each ISE attendee and build brand awareness through our exclusive South Access Registration Package the moment they enter Fira de Barcelona through the South Access.

**Location:** South Access  
**Price:** € 50,000  
**Items:** 3 pillar with 2 double sided banners each, 10 pillars with one double-sided banner each, circular counter with DJ & 2 registration counter branding



## East Access Registration Package

Welcome each ISE attendee by making use of this exclusive East Access Registration Package. This unique package offers exclusive branding and massaging exposure, right from the start.

**Location:** East Access  
**Price:** € 50,000  
**Items:** 17 double-sided drop banners, 2 registration counters, 2 elevator towers, Canvas Wall, branding on exit arch & over 100 meters wall branding



## East Access – Hall 3 Entrance Package

Right before you enter Hall 3 via the East Access, multiple branding opportunities are available, all combined in one package, to keep your branding and messaging in the attendees' minds.

**Location:** East Access  
**Price:** € 22,500  
**Items:** 1 pillar, 2 12 meters wide by 2,45 meters high textile canvas & branding on 2 walls (size to be determined)





# Premium Indoor



## East Access Entrance Package

This prominent package includes three eye-catching branding opportunities in the East Access, allowing you to connect with our attendees through your brand, messaging, product or service, right from the start.

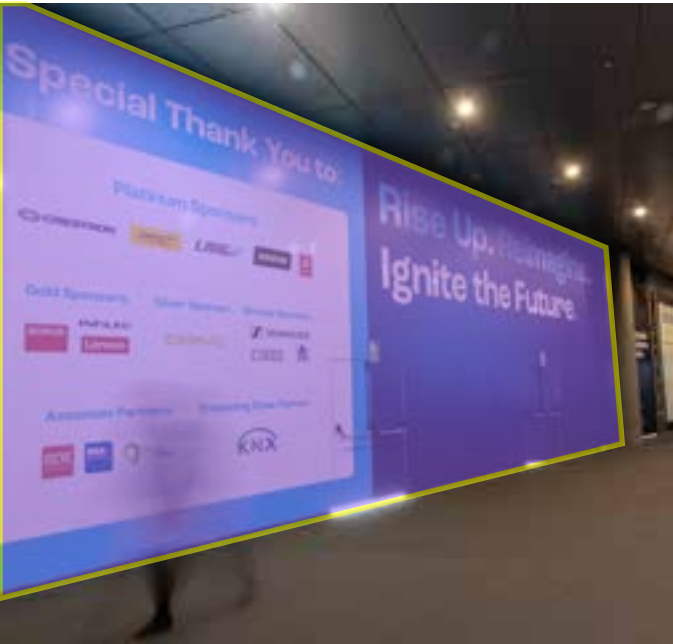
- Location:** East Access
- Price:** € 25,000
- Items:** A partition wall, East Access Arch Entrance Banner, East Access Entrance Wall Banner



## Tunnel South Access – Hall 2

The tunnel that connects the South Access to Hall 2, is not just one of the most visible areas for your branding and advertising, but it is also one of the busiest. Your branding and messaging are sure to catch the eye of our attendees.

- Location:** South Access - Hall 2
- Price:** € 50,000
- Items:** 275m² brandable space



## South Access +1 Package

There are three opportunities at the South Access +1 that will captivate the audience not only when they enter the show, but also when they depart.

- Location:** South Access
- Price:** € 22,500
- Items:** Wall visible from the lower and upper walkway, Upper Walkway South Access +1 – Hall 2 Wall branding





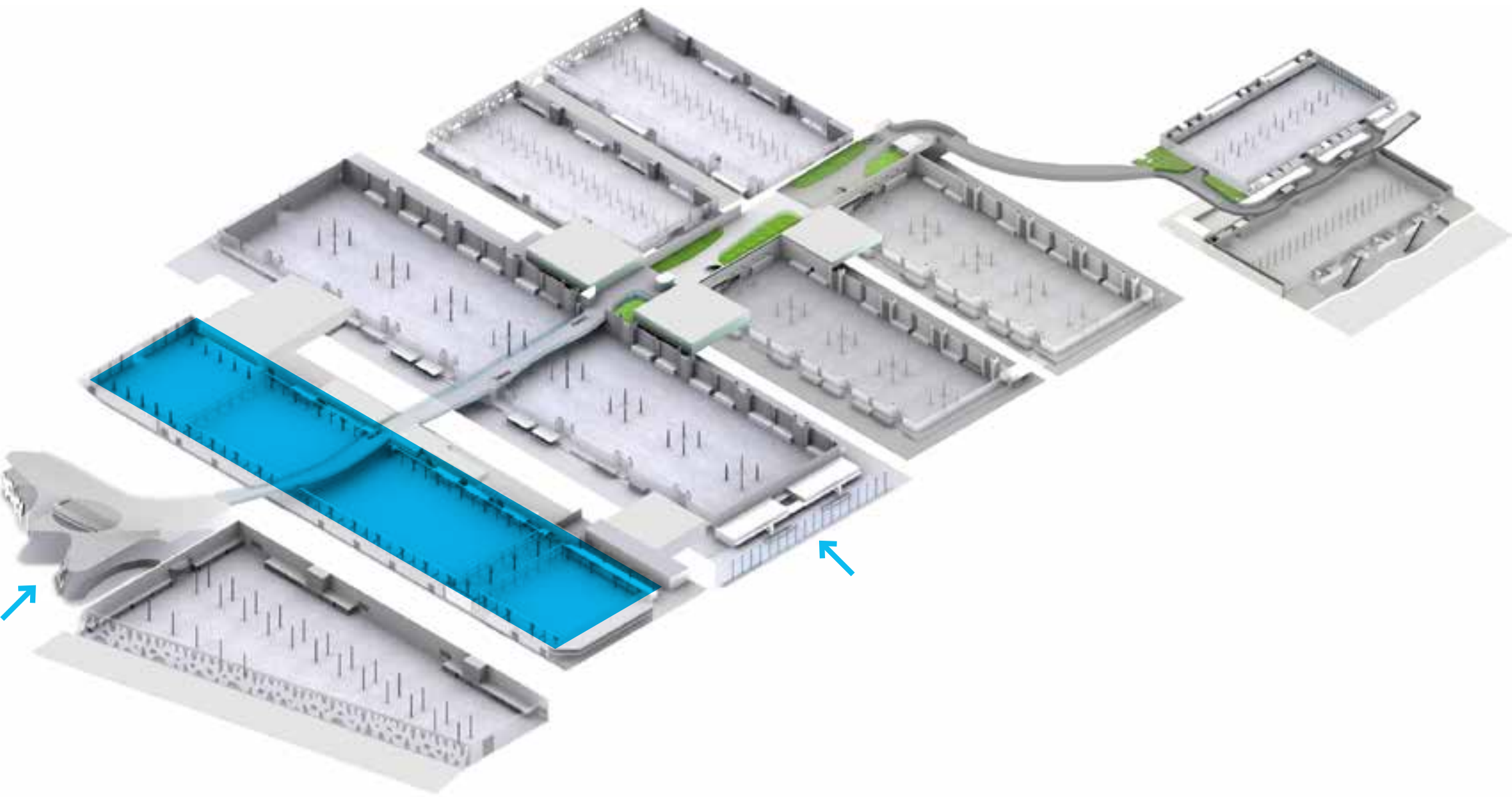
# Hall 2



Hall 2 is located near the South Access, Barcelona Suites, Europe Suites and CC1. The main entrances can be found in the centre of the hall, in which, the South Access gives direct access. This hall can be accessed via the South Access, Hall 3 or via the Upper Walkway by taking the escalator, or elevator down. Hall 2 includes five catering outlet points, eight restroom facilities and 12 Aisle Banner location points.

Below, you can find the floorplan of Fira de Barcelona – Gran Via, with Hall 2 being highlighted. By clicking on the hall, you will be redirected to the website of Fira de Barcelona, Gran Via, here you can find all information regarding the Hall, including technical information, images and a walkthrough, which allows you to navigate through the hall.

You can find a list with hall specific items, as well as generic items located throughout the show which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as prices, specifications, images and floorplans will be available.



## Generic Items

Accesses	>
Branding Packages	>
Gardens	>
Meeting Rooms	>
Digital	>
Print	>
Premium Packages	>
Upper Walkway	>



## Hall Specific Items

Aisle Banners	>
Upper Walkway	>
Outdoor	>
Tunnel	>
Restrooms	>





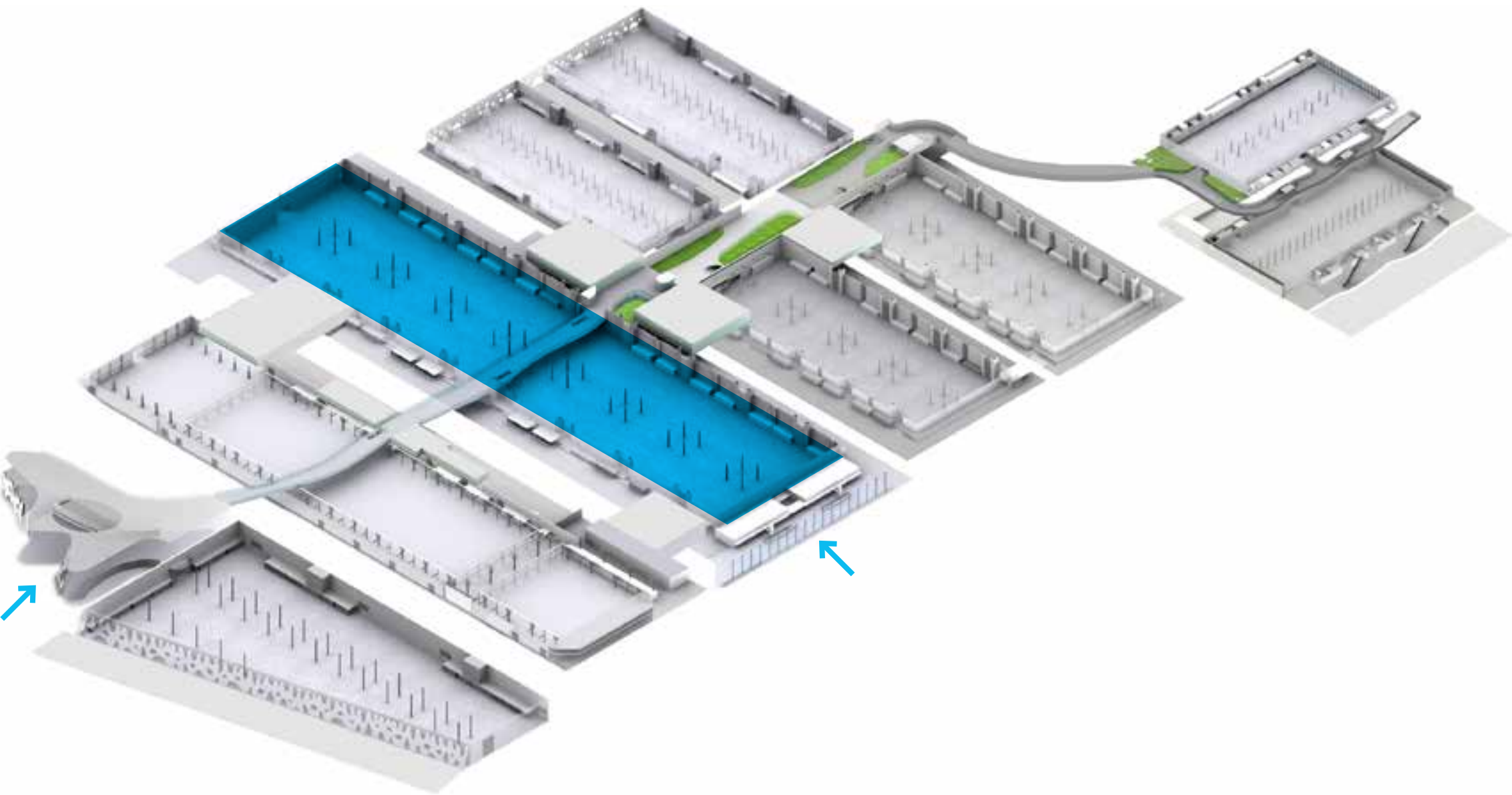
# Hall 3



Hall 3 is located near the East Access, Hall 2, Hall 5, CC3, CC4 and CC5. The main entrances can be found in the centre of the hall, as well as via the East Access, which can be found at the bottom of the Hall. This hall can be accessed via the East Access, Halls 2 and 5, as well as via the Upper Walkway. Hall 3 includes ten catering outlet points, six restroom facilities and 14 Aisle Banner location points.

Below, you can find the floorplan of Fira de Barcelona – Gran Via, with Hall 3 being highlighted. By clicking on the hall, you will be redirected to the website of Fira de Barcelona, Gran Via, here you can find all information regarding the Hall, including technical information, images and a walkthrough, which allows you to navigate through the hall.

You will also find a list with hall specific items, as well as generic items located throughout the show which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as prices, specifications, images and floorplans will be available.



## Generic Items

Accesses	>
Branding Packages	>
Gardens	>
Meeting Rooms	>
Digital	>
Print	>
Premium Packages	>
Upper Walkway	>



## Hall Specific Items

Aisle Banners	>
Upper Walkway	>
Outdoor	>
Tunnel	>
Restrooms	>





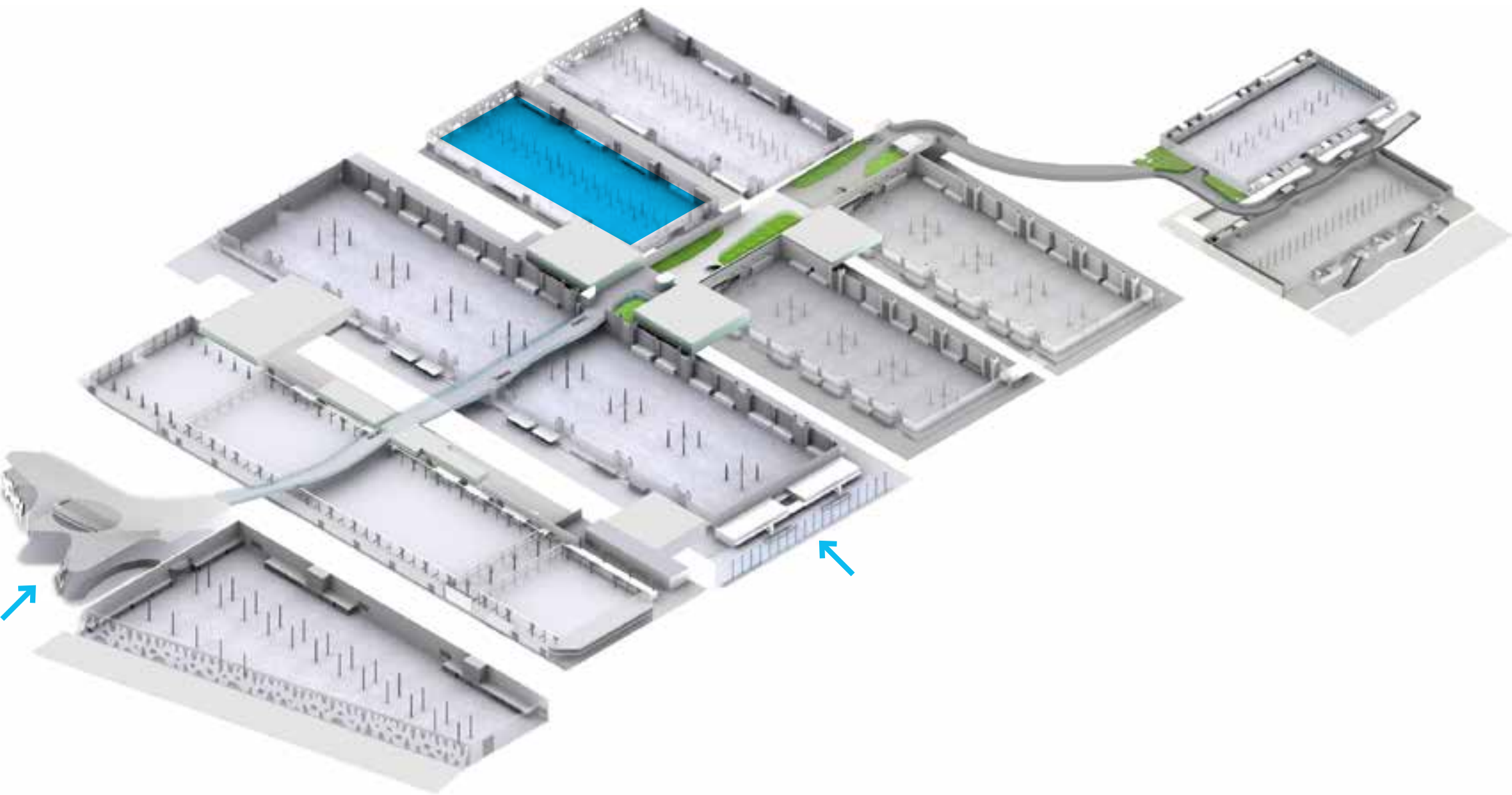
# Hall 5



Hall 5 is located near Halls 3, 6 and 7, CC4 and CC5. The main entrance can be found at the bottom of the hall, attached to an area, the Congress Square, which gives direct access to Halls 6 and 7. This hall can be accessed either by using the under walkway, or by using the upper walkway by taking the escalator or elevator down. Hall 5 includes three catering outlet points, four restroom facilities and eight Aisle Banner location points.

Below, you can find the floorplan of Fira de Barcelona – Gran Via, with Hall 5 being highlighted. By clicking on the hall, you will be redirected to the website of Fira de Barcelona, Gran Via, here you can find all information regarding the Hall, including technical information, images and a walkthrough, which allows you to navigate through the hall.

You will also find a list with hall specific items, as well as generic items located throughout the show which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as prices, specifications, images and floorplans will be available.



## Generic Items

Accesses	>
Branding Packages	>
Gardens	>
Meeting Rooms	>
Digital	>
Print	>
Premium Packages	>
Upper Walkway	>



## Hall Specific Items

Aisle Banners	>
Upper Walkway	>
Outdoor	>
Tunnel	>
Restrooms	>





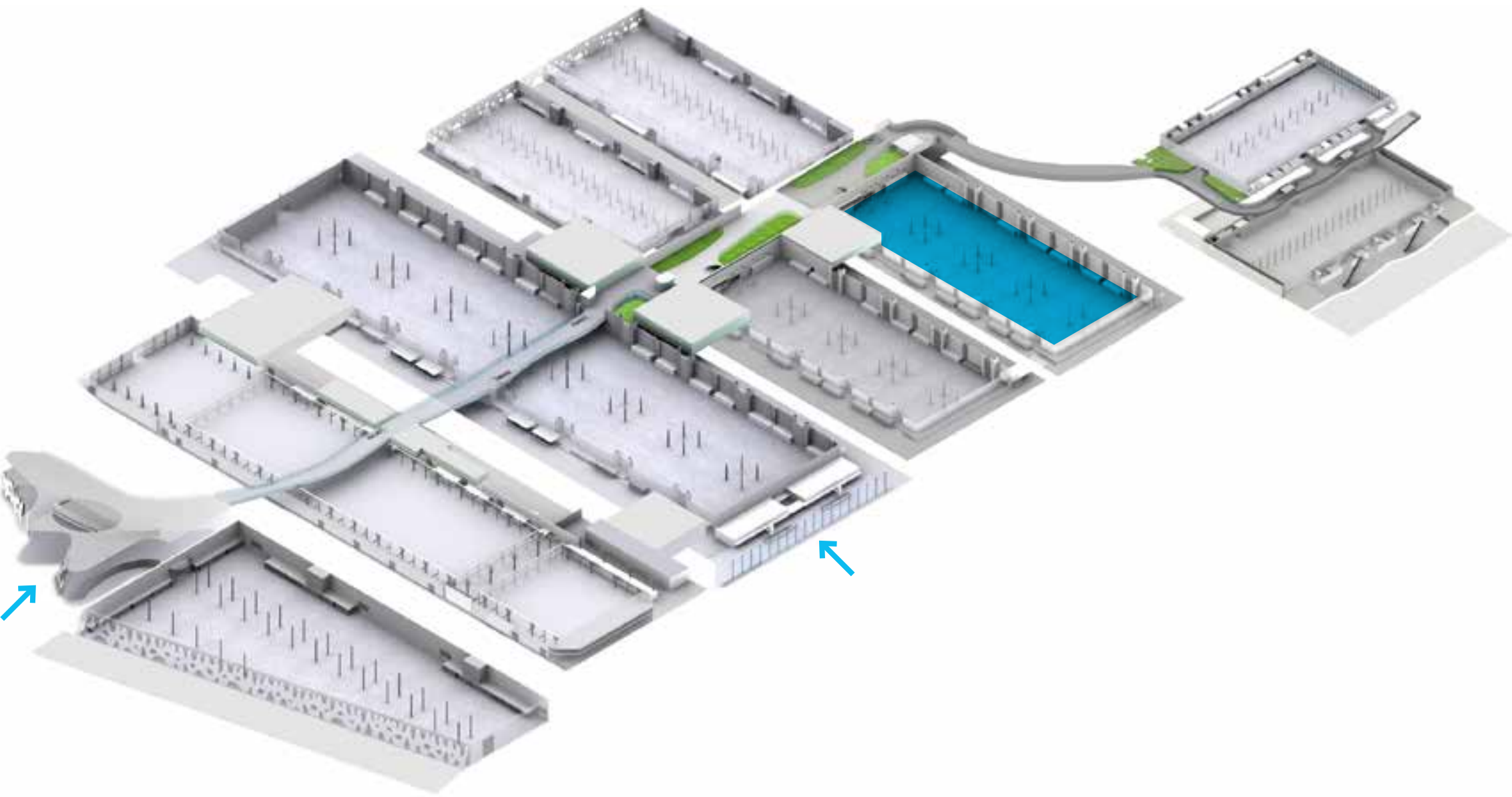
# Hall 6



Hall 6 is located near Halls 5 and 7, CC7 and the Tibidabo Suite. The main entrance can be found at the top of the hall, attached to an area, the Congress Square, which gives direct access to Halls 5 and 7. This hall can be either by using the Under Walkway, or the Upper Walkway by taking the escalator or elevator down. Hall 6 includes five catering outlet points, five restroom facilities and six Aisle Banner location points.

Below, you can find the floorplan of Fira de Barcelona – Gran Via, with Hall 6 being highlighted. By clicking on the hall, you will be redirected to the website of Fira de Barcelona, Gran Via, here you can find all information regarding the Hall, including technical information, images and a walkthrough, which allows you to navigate through the hall.

You will also find a list with hall specific items, as well as generic items located throughout the show which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as prices, specifications, images and floorplans will be available.



## Generic Items

Accesses	>
Branding Packages	>
Gardens	>
Meeting Rooms	>
Digital	>
Print	>
Premium Packages	>
Upper Walkway	>



## Hall Specific Items

Aisle Banners	>
Upper Walkway	>
Outdoor	>
Tunnel	>
Restrooms	>





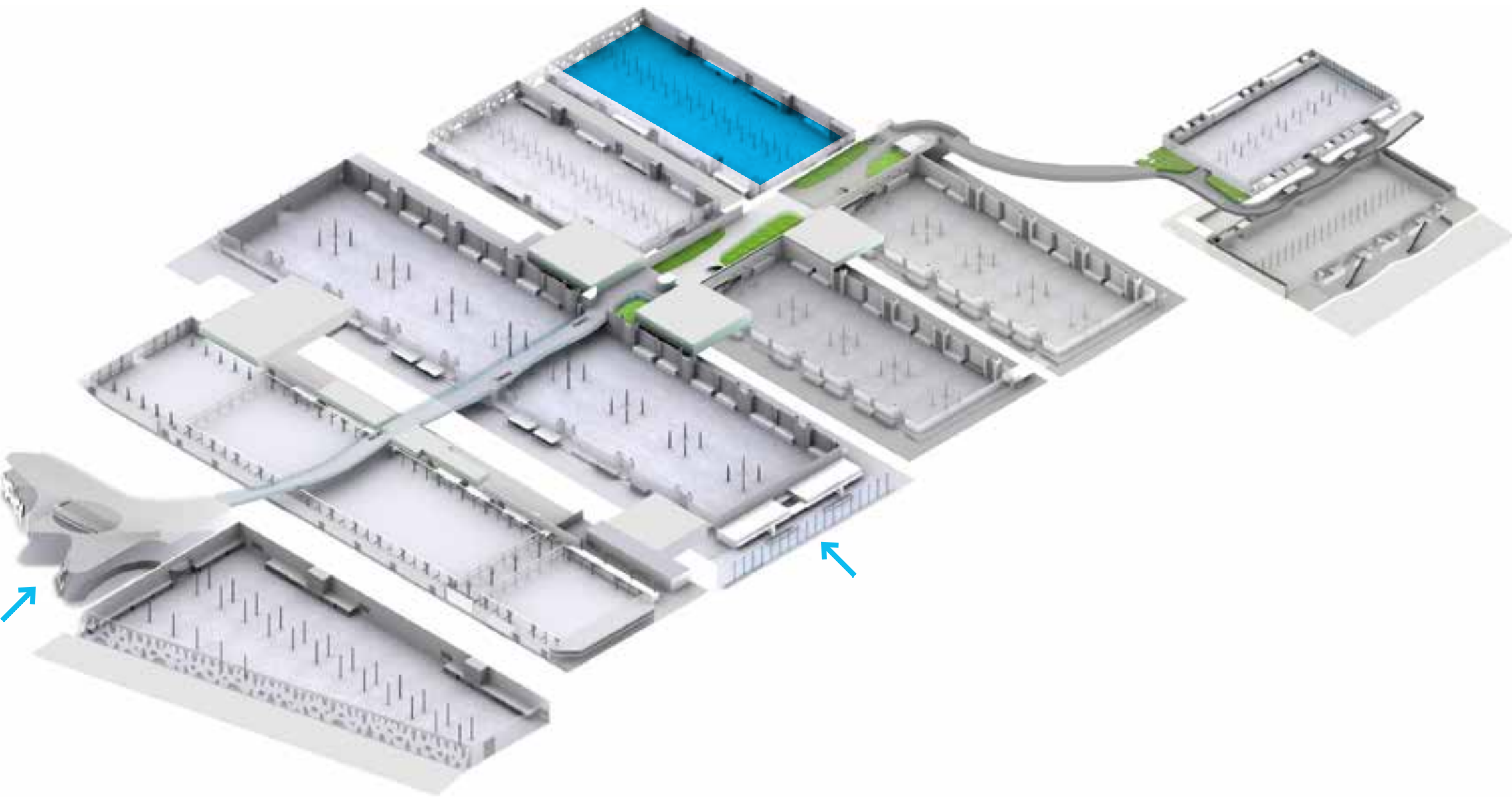
# Hall 7



Hall 7 is located near Halls 5 and 6, CC7 and the Tibidabo Suite. The main entrance can be found at the bottom of the hall, attached to an area, the Congress Square, which gives direct access to Halls 5 and 6. This hall can be accessed either by using the Under Walkway, or the Upper Walkway by taking the escalator or elevator down. Hall 7 includes three catering outlet points, four restroom facilities and nine Aisle Banner location points.

Below, you can find the floorplan of Fira de Barcelona – Gran Via, with Hall 6 being highlighted. By clicking on the hall, you will be redirected to the website of Fira de Barcelona, Gran Via, here you can find all information regarding the Hall, including technical information, images and a walkthrough, which allows you to navigate through the hall.

You will also find a list with hall specific items, as well as generic items located throughout the show which can be branded for your purposes. By clicking on the items, you will be redirected to a page, where all information, such as prices, specifications, images and floorplans will be available.



## Generic Items

Accesses	>
Branding Packages	>
Gardens	>
Meeting Rooms	>
Digital	>
Print	>
Premium Packages	>
Upper Walkway	>



## Hall Specific Items

Aisle Banners	>
Upper Walkway	>
Outdoor	>
Tunnel	>
Restrooms	>





# Branding Packages



## Platinum Show Sponsor

Only 5 Platinum Show Sponsor Packages are available. Each package delivers premium status with the following benefits:

**Price:** € 30,000

**Packages Available:** 5



## Print Benefits

- > 1x Aisle Banner, 200 cm wide x 600 cm high, or 200 cm wide x 600 cm high in Halls 5 and 7
- > 1x News-style feature in RISE, ISE's official visitor magazine
- > 3x News stories in the Daily Newspaper, ISE's official daily newspaper
- > 1x Official Platinum Show Sponsor Logo and highlighted entry in the ISE Show Guide
- > 1x Official Platinum Show Sponsor Logo on the ISE Fold-Out Floorplan
- > 1x Official Platinum Show Sponsor Logo in RISE, ISE's official visitor magazine
- > 1x Highlight on the floorplan in RISE, ISE's official visitor magazine
- > 1x Highlight on our printed Floorplans placed in your dedicated hall
- > 1x Company Logo on Show Sponsor Wall, indicating your company as Official Show Sponsor

## Digital Benefits

- > 1x ISE Show TV Interview
- > 2x News Stories within ISE Online News
- > 1x Closing email to be sent to all members of the Registered Press
- > 1x Official ISE 2022 Platinum Show Sponsor Logo Package to be used in your company's marketing collateral
- > 1x Official Platinum Show Sponsor Logo on the ISE website
- > 1x Official Platinum Show Sponsor Logo on all ISE's online news emails
- > 1x Official Platinum Show Sponsor Logo on the Online Floorplan on the ISE website
- > 1x Official Platinum Show Sponsor Logo on the three RISE Online Newsletters
- > 1x 10-sec clip on approximately 30 screens strategically placed around Fira de Barcelona
- > 1x Company logo on the exhibitor list in the ISE App



# Branding Packages



## Gold Show Sponsor

Only 7 Gold Show Sponsor Packages are available and come with the following branding benefits:

**Price:** € 20,000

**Packages Available:** 7

## Print Benefits

- > 1x Aisle Banner, 200 cm wide x 600 cm high, or 200 cm wide x 400 cm wide in Halls 5 and 7
- > 2x News stories in the Daily Newspaper, ISE's official daily newspaper
- > Official Gold Show Sponsor Logo and highlighted entry in the ISE Show Guide
- > Official Gold Show Sponsor Logo in RISE, ISE's official visitor magazine
- > 1x Highlight on our printed Floorplans placed in your dedicated hall
- > 1x Company Logo on Show Sponsor Wall, indicating your company as Official Show Sponsor
- > 1x Full Page Spread, First Half or Second Half, in RISE, ISE's official visitor magazine as Official Show Sponsor

## Digital Benefits

- > 1x News Stories within ISE Online News
- > 1x Official ISE 2022 Gold Show Sponsor Logo Package to be used in your company's marketing collateral
- > 1x Official Gold Show Sponsor Logo on the ISE website
- > 1x Official Gold Show Sponsor Logo on all ISE's online news emails
- > 1x 10-sec clip on approximately 30 screens strategically placed around Fira de Barcelona
- > 1x Company logo on the exhibitor list in the ISE App





# Branding Packages



## Silver Show Sponsor

10 Silver Show Sponsor Packages are available. This prominent package comes with the following benefits:

**Price:** € 10,000

**Packages Available:** 10

## Print Benefits

- > 1x News stories in the Daily Newspaper, ISE's official daily newspaper
- > Official Silver Show Sponsor Logo and highlighted entry in the ISE Show Guide
- > Official Silver Show Sponsor Logo in RISE, ISE's official visitor magazine
- > 1x Highlight on our printed Floorplans placed in your dedicated hall
- > 1x Company Logo on Show Sponsor Wall, indicating your company as Official Show Sponsor
- > 1x New Product Feature in RISE, ISE's official visitor magazine



## Digital Benefits

- > 1x Official ISE 2022 Silver Show Sponsor Logo Package to be used in your company's marketing collateral
- > 1x Official Gold Show Sponsor Logo on the ISE website
- > 1x Official Silver Show Sponsor Logo on all ISE's online news emails





# Branding Packages



## Bronze Show Sponsor

10 Bronze Show Sponsor Packages are available. This package comes with the following benefits:

**Price:** € 5,000

**Packages Available:** 10

## Print Benefits

- > 1x News stories in the Daily Newspaper, ISE's official daily newspaper
- > Official Bronze Show Sponsor Logo and highlighted entry in the ISE Show Guide
- > 1x New Product Feature in RISE, ISE's official visitor magazine
- > 1x Company Logo on Show Sponsor Wall, indicating your company as Official Show Sponsor

## Digital Benefits

- > 1x Official ISE 2022 Bronze Show Sponsor Logo Package to be used in your company's marketing collateral
- > 1x Official Bronze Show Sponsor Logo on the ISE website





## Lanyards & Badge Holders

As soon as ISE attendees get their badge scanned, they receive their badge holder and lanyard. Sponsoring the Visitor Lanyards and Badges combines repeat brand messaging with longevity and reach. The Lanyard & Badge Package positions your brand front-of-mind with everyone throughout the four days of the show.

The package includes:

- > Logo and messaging on both sides of the lanyard
- > Colour option on the lanyard
- > Branding on the Visitor Badge Holder

**Price:** € 80,000  
**Amount:** 40,000 Units



## Fold-out Floorplan

The ISE Fold-Out Floorplan continues to be a prime tool. Two options are available:

The Official Fold-Out Floorplan Sponsor Package (only 1 available) includes:

- > a company logo (front cover),
- > a full page advertisement (back cover),
- > a stand location highlight,
- > a 'sponsored by' logo
- > a highlighted entry

The Highlighted Entry (20 available) includes:

- > a stand location & exhibitor list highlight

**Price:** € 19,995 & € 1,995  
**Amount:** 30,000 Units



## Visitor Bags

Our Official Visitor Bags make your company brand visible throughout the show and also around the city of Barcelona. This sponsorship opportunity offers touchpoints at key locations around Fira de Barcelona.

The following branding options are included:

- > 50/50 shared bag design with ISE
- > Logo on both sides of the bag
- > Official Show Sponsor Logo on the ISE Website

**Price:** € 39,995  
**Amount:** 30,000 Units





## RISE – Pre-Show Visitor Magazine

The Official ISE Visitor Pre-Show Magazine, RISE, is directed to our most up-to-date database. The pre-show magazine is designed to inform and guide prospective attendees to get the most out of ISE 2023. Showcasing vital information from ISE, the magazine features full page advertisements and new product features from exhibitors. You can make sure that readers get familiar with your brand and products.

Advertising options available are:

- > Outside Back Cover: € 5,995 (only 1 available)
- > Inside Front Cover: € 4,995 (only 1 available)
- > Inside Back Cover: € 4,995 (only 1 available)
- > Double Page Spread Pages 4 and 5: € 7,990 (only 1 available)
- > Double Page Centre Spread: € 8,495 (only 1 available)
- > Full Page, First Half: € 3,995 (only 8 available)
- > Full Page, Second Half: € 3,995 (only 6 available)
- > New Product Feature: € 1,995 (32 Available)
- > Page 3 Banner Advertisement: € 2,995 (only 1 available)
- > Stand Highlight on Floorplan: € 1,295 (1 per hall available)

To have a look at the ISE 2022 edition of RISE, please [click here](#).



## RISE Online – Pre-Show Visitor Newsletter

Next to the hard copy issue of RISE, several E-Newsletters will be sent out to ISE’s industry database. By securing one of these newsletters, you can include: 1x banner advertisement, 1x news item and a weblink to preferred website.

The following publications are available:

- > Early October: €5,000
- > Late October: €5,000
- > Later November: €5,000





# Tunnel



One of the most prominent and busiest locations for your branding and messaging is the tunnel that links the South Access with Hall 2. Anyone entering Hall 2 via the South Access or vice versa will be able to see your branding and messaging on this eye-catching location.

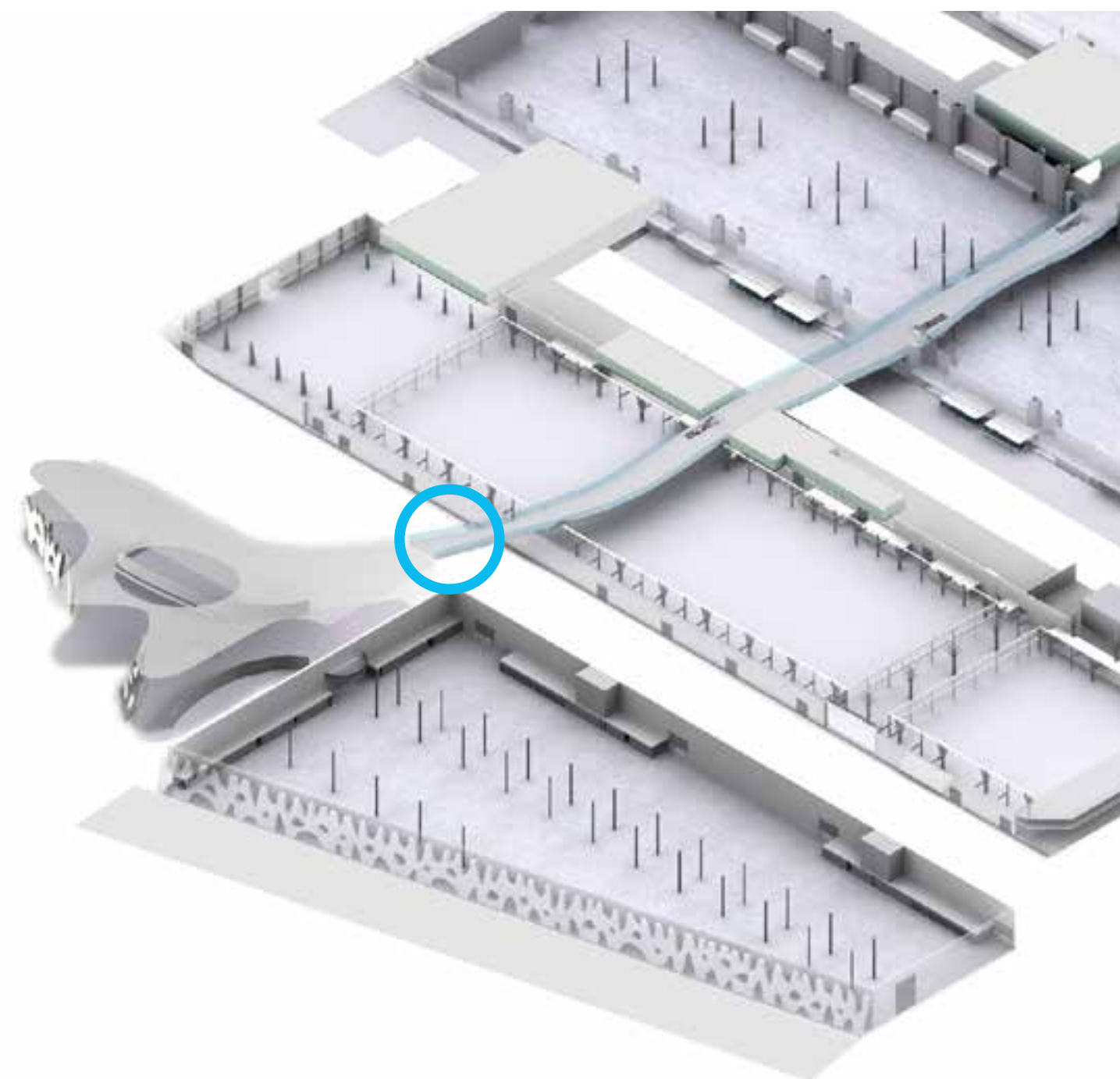
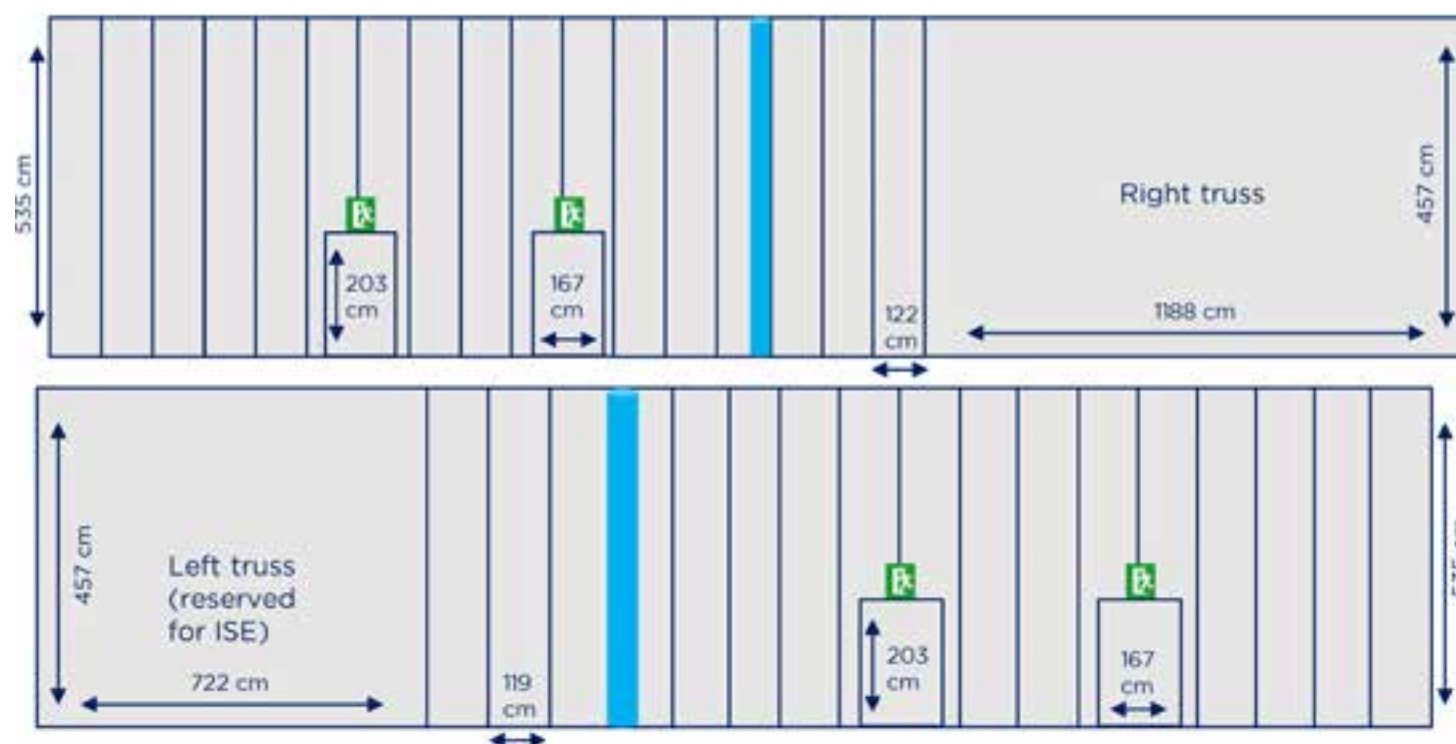
You have the opportunity to brand the following:

- > Right side of the tunnel with a total brandable space of around the 165m<sup>2</sup>
- > Left side of the tunnel with a total brandable space of around the 111m<sup>2</sup>

**Location:** South Access – Hall

**Price:** € 50,000

**Items:** 275m<sup>2</sup> brandable space



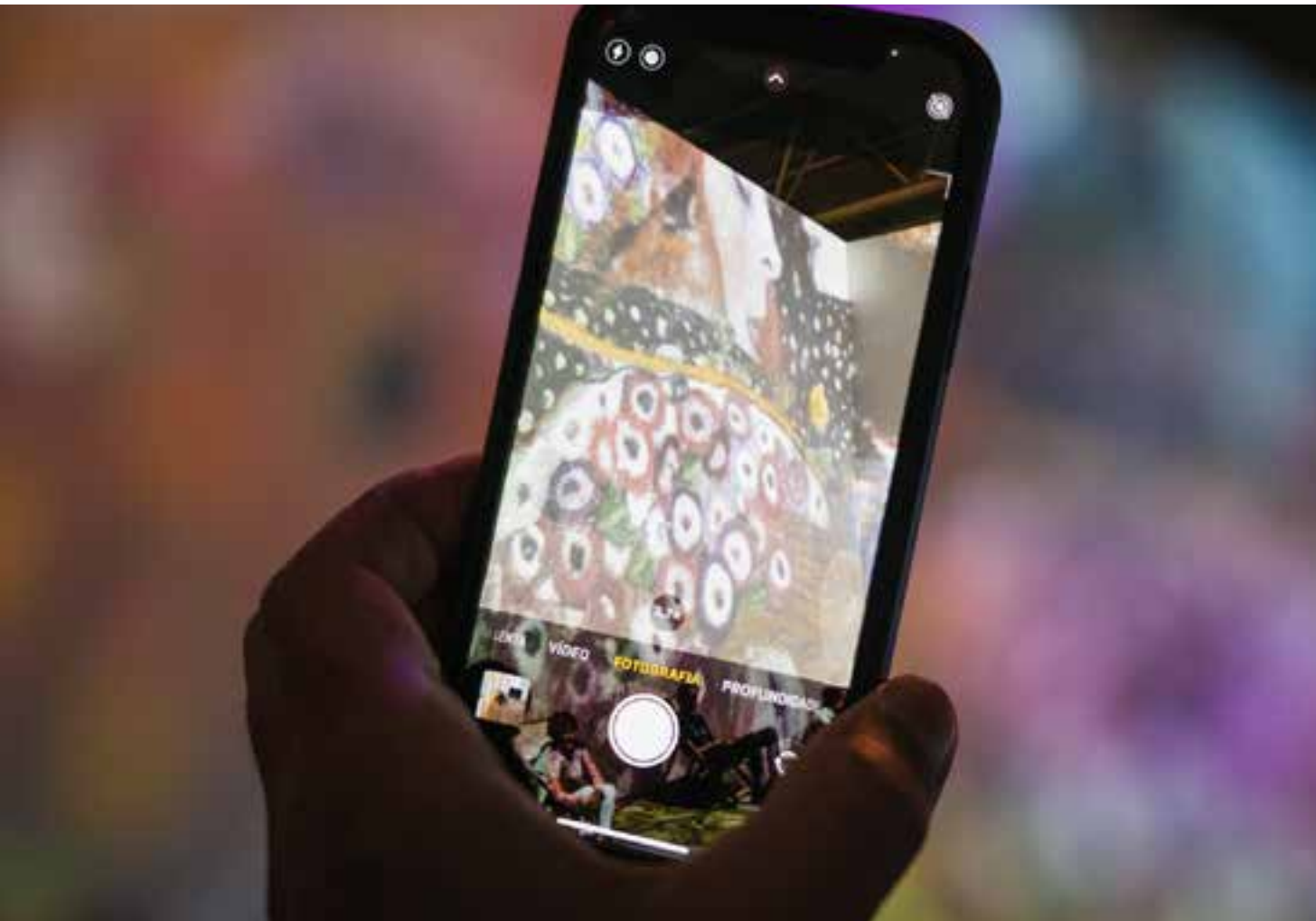


## ISE App

With a total of around the 1.100.000 views for the splash screen and banners, a total of around the 10.000 clicks, and a 6.6 times higher click rate for promoted exhibitors, the ISE App is a stand out on its own.

The following options are available:

- > Splash Screens Banner: € 29,995
- > Home Page Banner: € 34,995
- > Digital Badge Banner: € 34,995
- > Info Page Banner: € 19,995
- > Exhibitor List Promotion: € 4,995

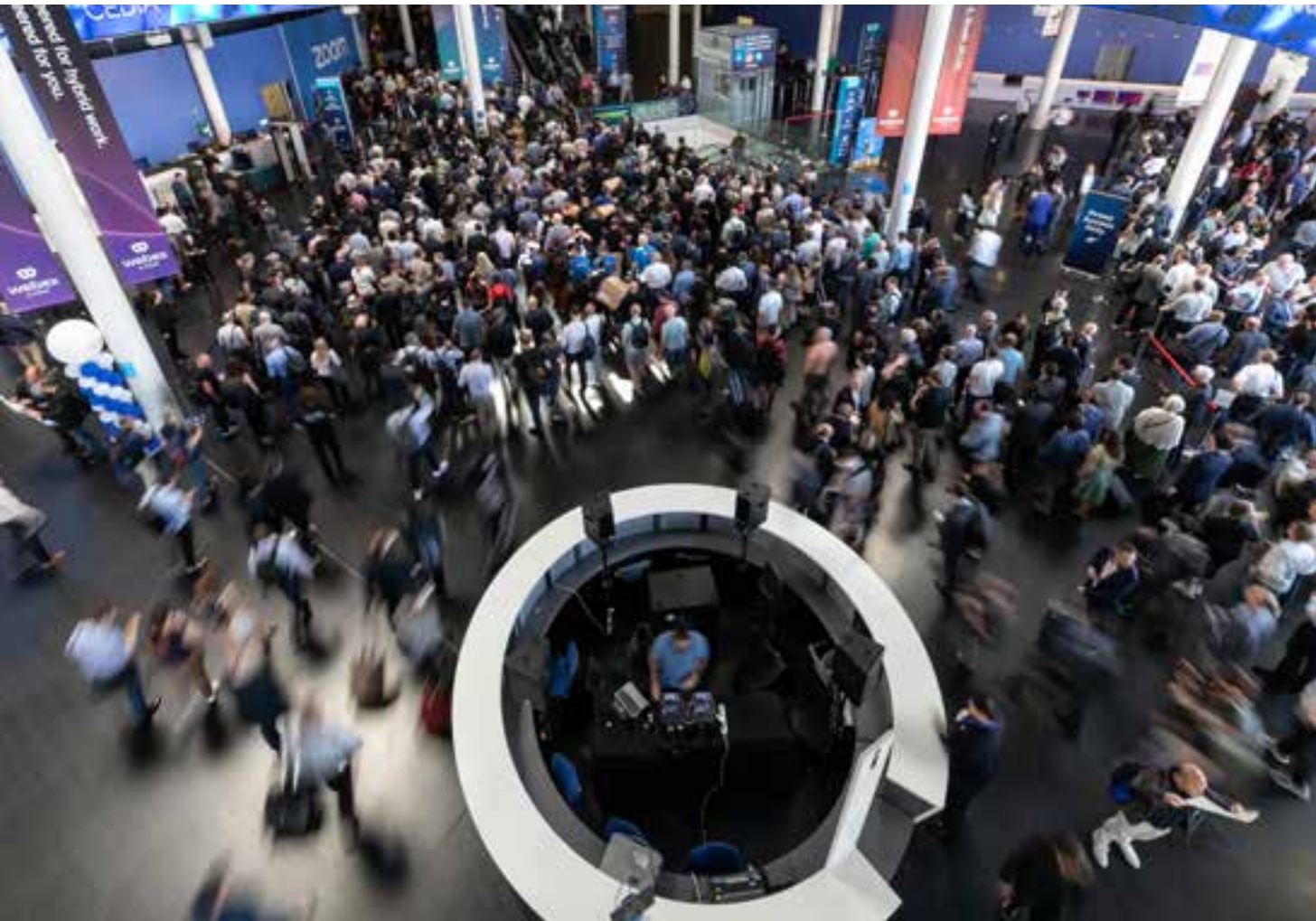


## Registration Banners

With registration opening on the 1st of October, the registration banner, as well as the email registration confirmation banner are an exceptional opportunity to secure excellent branding to all registered attendees at their time of registration, and as they pick up their badge to enter the show floor.

The following items are available:

- > Registration Banner: € 24,995
- > Email Registration Confirmation Banner: € 24,995



## 10-Second Clip

Throughout Fira de Barcelona, on key locations, approximately 30 digital screens are placed which gives you 10 seconds of airtime, every 5 min (based on 50 clips), across all four show days for your messaging. In total your clip will be played 11.520 times.

**Location:** Multiple

**Price:** € 3,495

**Timeslots Available:** 30





# Gardens



ISE 2023 offers an original sponsor opportunity – an outdoor experience away from the exhibition floor, ISE 2023 features 5 unique Gardens, all located in key areas across the upper floor of the venue, with plenty of signage and branding possibilities.

- > Garden A: 362m2 | 90 Capacity Pax
- > Garden B: 884m2 | 150 Capacity Pax
- > Garden C: 853m2 | 200 Capacity Pax
- > Garden D: 734m2 | 165 Capacity Pax
- > Garden E: 407m2 | 100 Capacity Pax

**Location:** Upper Walkway

**Starting Price:** € 35,000

**Items:** Garden Space, Terrace Covering, Heating





# Upper Walkway

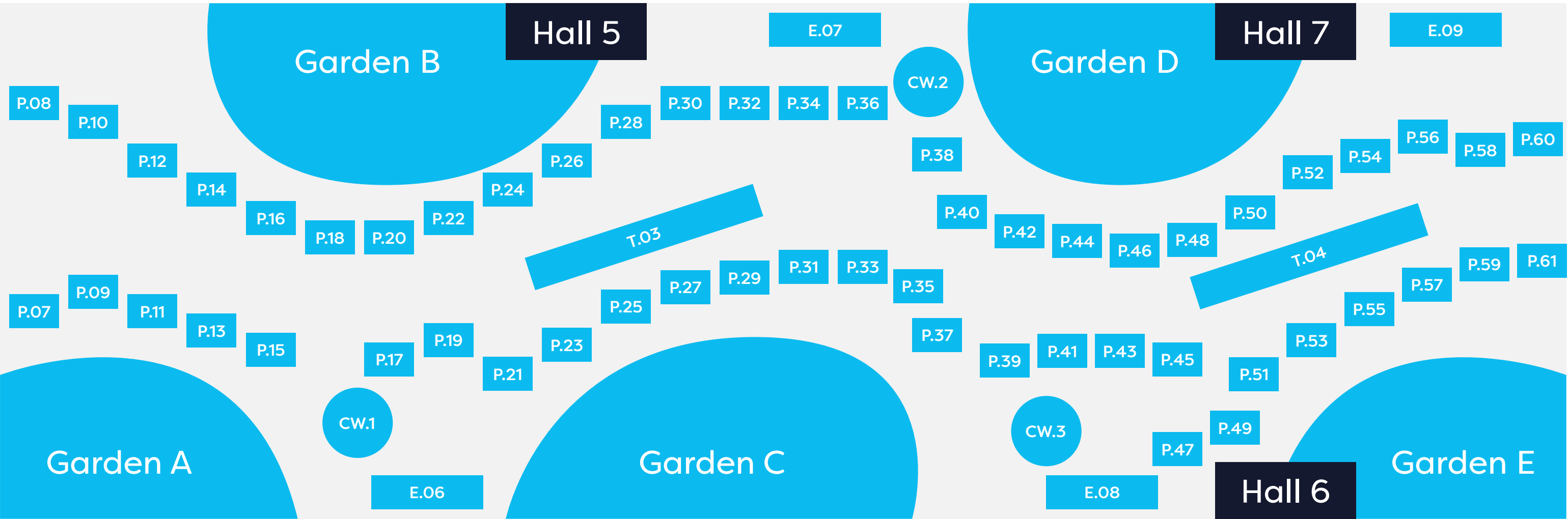
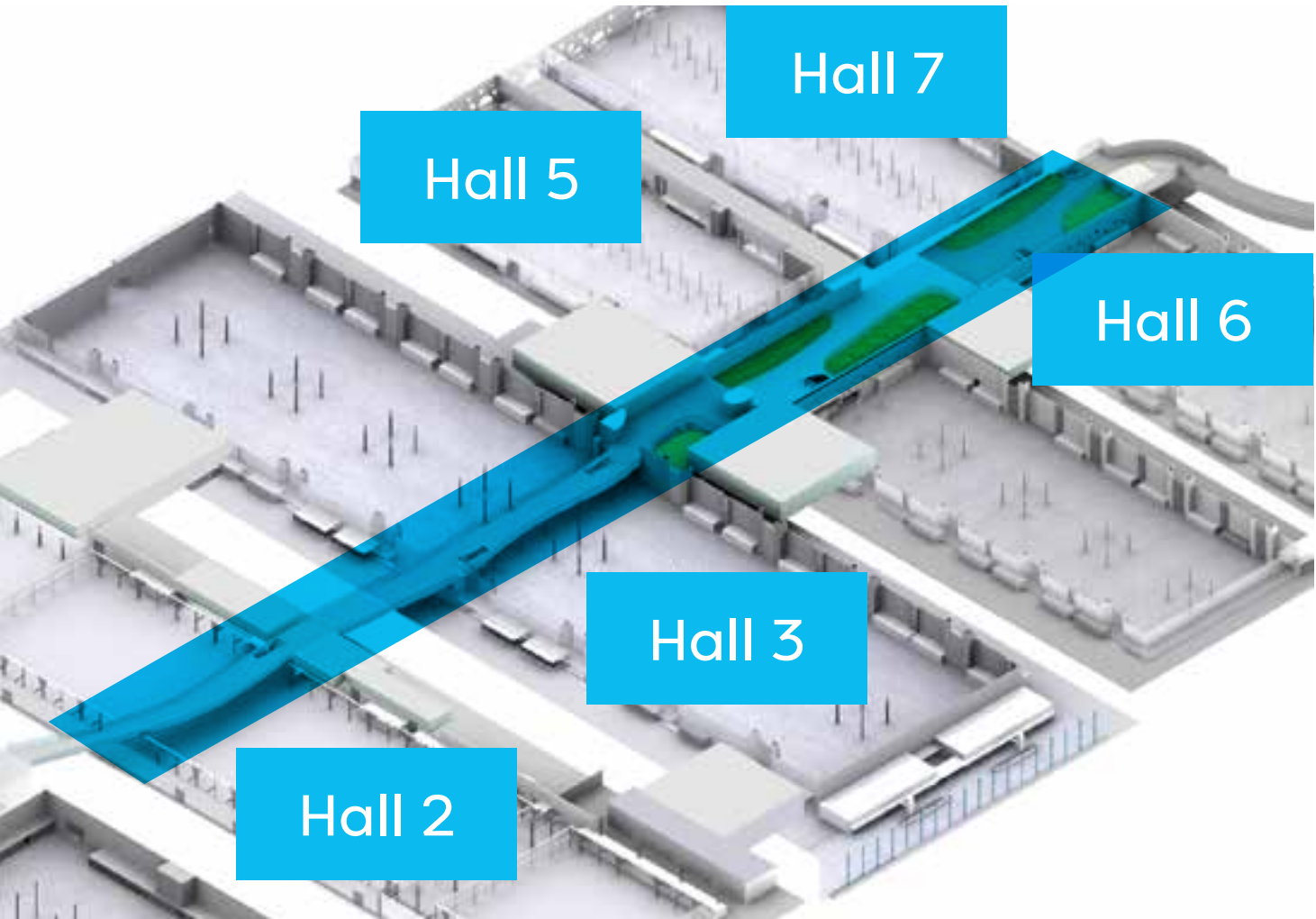
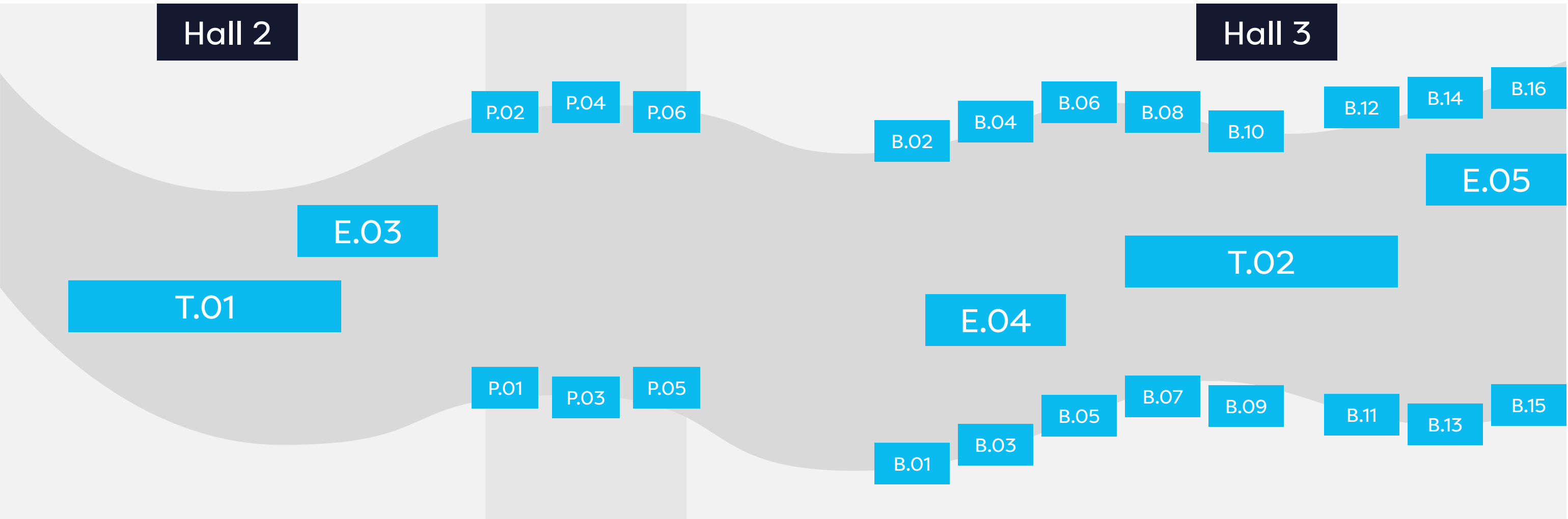


ISE’s five halls are connected by a Upper Walkway that channels visitors and gives them quick access not only to these halls, but also the conference rooms, suites and gardens.

There are several highly visible locations and items which can be branded:

- > Banners
- > Circular Walls
- > Escalators
- > Floor Stickers
- > Gardens
- > Pillars
- > Travelators
- > Window Branding

For more information and pricing, click on the items above.





# Upper Walkway



## Banners

These hanging banners are located on the Upper Walkway above Hall 3. With a size of 160 cm wide by 440 cm high, these banners are highly visible to anyone who uses the Upper Walkway.

- > In total there are 16 banners that can be branded

**Location:** Upper Walkway Hall 3  
**Price:** € 3,995 For every additional you pay € 1,995  
**Items:** 16 hanging banners



## Circular Walls

These Circular Walls are located on the Upper Walkway above Hall 5, Hall 6 and Hall 7 and are highly visible.

The Circular Walls come in the following sizes:

- > CW.1 – 3302 cm wide x 360 cm high
- > CW.2 – 3322 cm wide x 348 cm high
- > CW.3 – 3326 cm wide x 360 cm high

**Location:** CW.1 – Hall 5, CW.2 – Hall 6, CW.3 – Hall 7  
**Price:** € 12,500 per wall  
**Items:** 3 Circular Walls



## Escalators / Travelators

Escalator and travelators are excellent branding opportunities and highly visible for our attendees. There are 9 escalators which can be branded and are located in the South Access and those located on upper walkway lead to the halls and visa versa. There are 4 travelators located on the upper walkway which give attendees a quicker route towards their destination.

**Location:** Multiple  
**Price:** On request  
**Items:** 9 escalator and 4 travelators





# Upper Walkway



## Floor Stickers

No space should be wasted when it comes to marketing your business to customers. Graphics and decals on the floor can be used to grab attention, lead customers to your booth and reinforce your brand's identity.

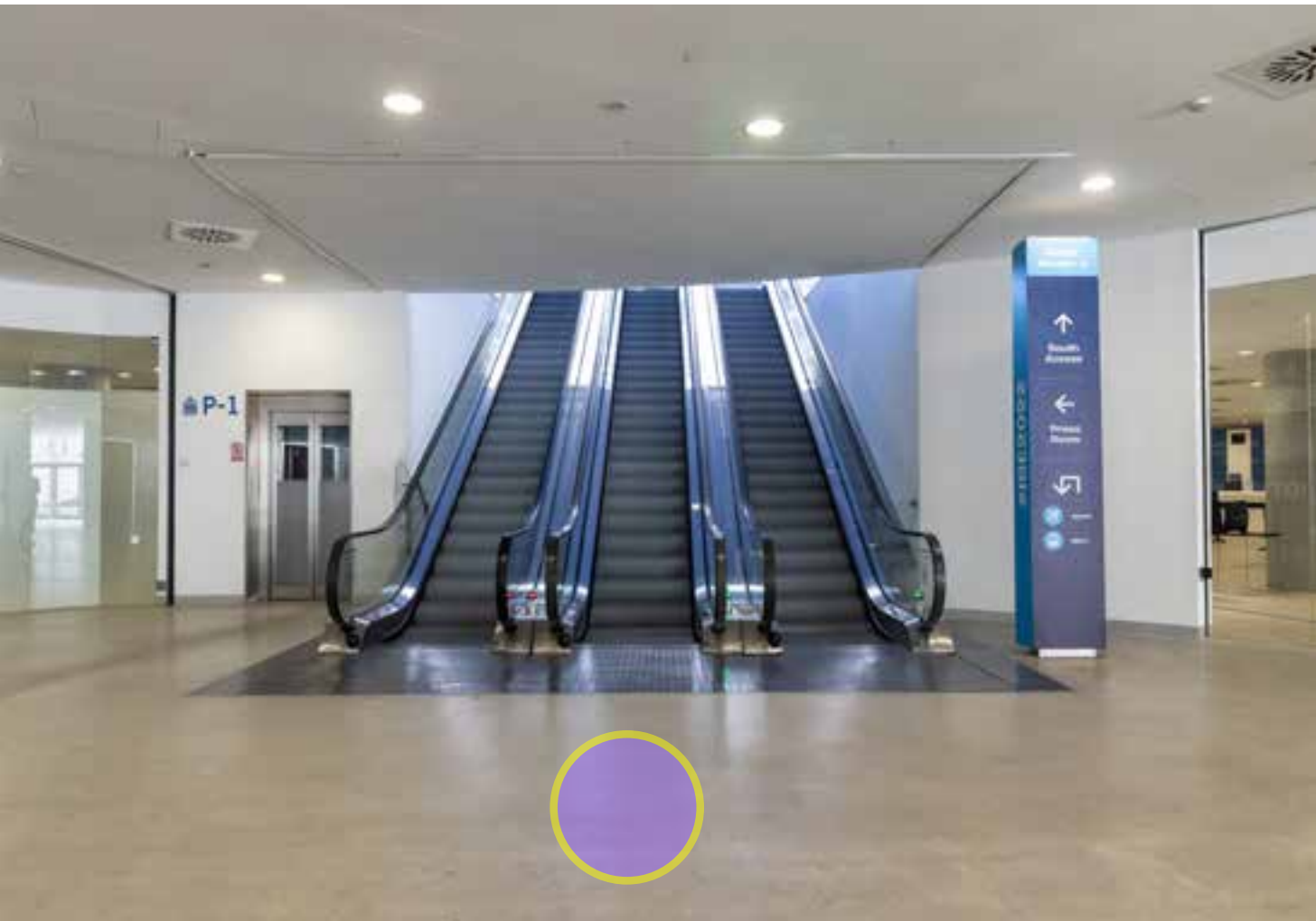
The following locations can include a floor sticker:

- > Before you go up or down on escalators: E.01, E.02, E.03, E.04, E.05, E.06, E.07, E.08 and E.09
- > At the beginning and end of travelators: T.01, T.02, T.03 and T.04

**Location:** Multiple

**Price:** € 3,495

**Size:** Diameter of 250 cm



## Pillars

Pillars are a great way to promote your company's logo and identity. It can include your logo, brand colours, images of your products and services, statements and much more.

There are 61 pillars that can be branded, in different formats such as pillar wraps, pillar flags, 4-sided pillar wraps, and all located on the Upper Walkway.

- > CW.1 – 3302 cm wide x 360 cm high
- > CW.2 – 3322 cm wide x 348 cm high
- > CW.3 – 3326 cm wide x 360 cm high

**Location:** Multiple

**Price:** 5 for € 7,500 (flag style)

**Items:** 61 Pillars



## Window Branding

Create a lasting impression by branding these windows located on the Upper Walkway in between Hall 2 and Hall 3. As these windows are also visible from the outdoor area in between Hall 2 and Hall 3, you have the opportunity to target attendees sitting in the courtyard, as well as attendees making use of the Upper Walkway.

**Location:** Upper Walkway Hall 2 – Hall 3

**Price:** to be determined

**Items:** Window Branding (size to be determined)





## Outdoor Hall 2-3 Window Branding (East)

Brand these key locations outside Halls 2 and 3. Anyone who spends time in the outside courtyard, where plenty of catering points are located, will be exposed to your branding, which is also visible from the Upper Walkway.

- > The outside courtyard in between Hall 2 and 3 includes a large brandable window area positioned on the east side of the yard

**Location:** Outdoor Hall 2 – Hall 3

**Price:** to be determined

**Size:** to be determined



## Outdoor Hall 2-3 Window Branding (West)

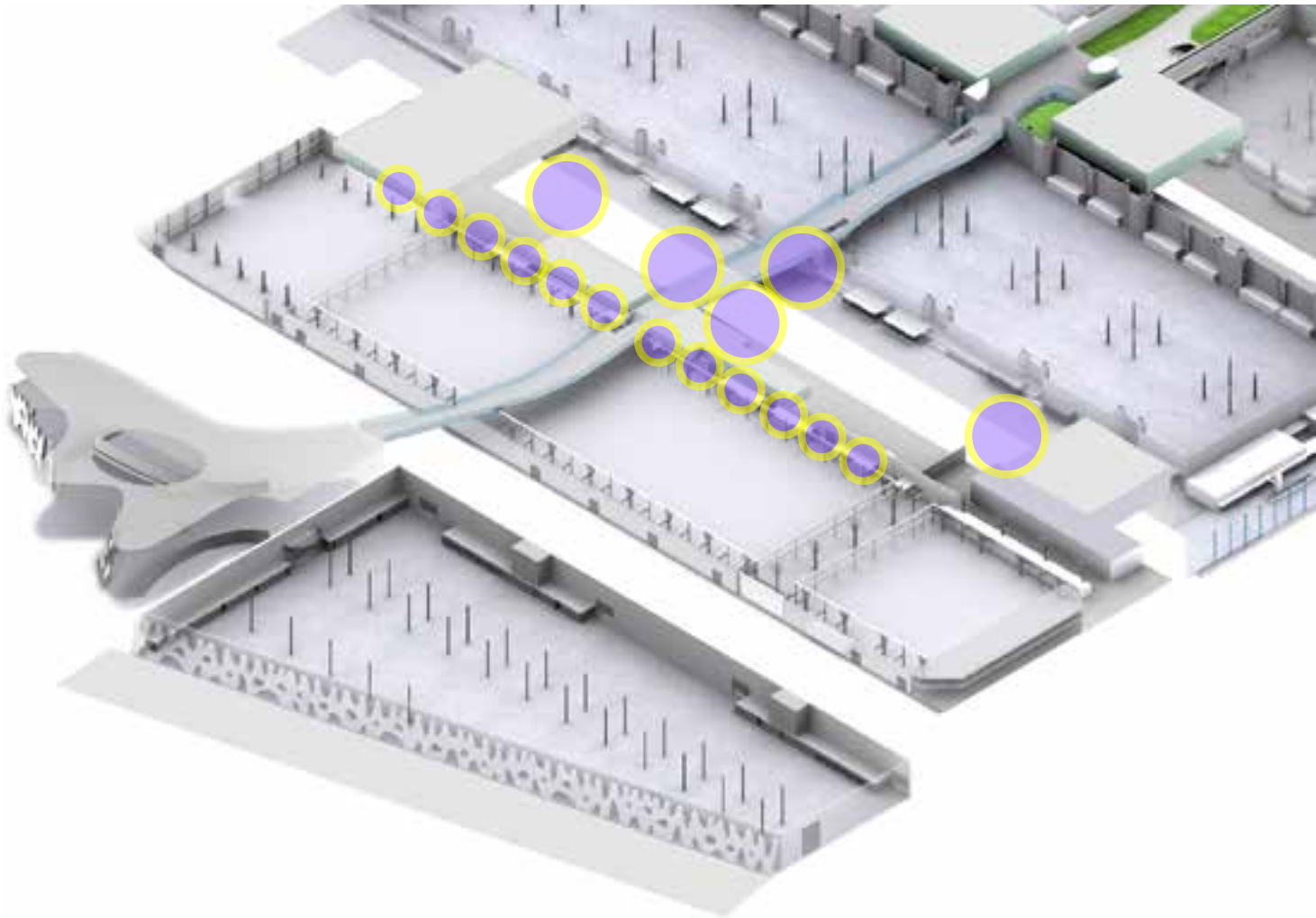
Brand these key locations outside Halls 2 and 3. Anyone who spends time in the outside courtyard, where plenty of catering points are located, will be exposed to your branding, which is also visible from the Upper Walkway.

- > The outside courtyard in between Hall 2 and 3 includes a large brandable window area positioned on the west side of the yard

**Location:** Outdoor Hall 2 – Hall 3

**Price:** to be determined

**Items:** to be determined





## Outdoor Hanging Frame Banners

Brand these key locations outside Halls 2 and 3. Anyone who spends time in the outside courtyard, where plenty of catering points are located, will be exposed to your branding, which is also visible from the Upper Walkway.

- > The outside courtyard in between Hall 2 and 3 has 12 brandable frames

**Location:** Outdoor Hall 2 – Hall 3  
**Price:** € 3,995 for every additional banner you pay: € 1,995  
**Size:** 12 brandable frames



## Outdoor Hall 2-3 Tunnel Branding

Brand these key locations outside Halls 2 and 3. Anyone who spends time in the outside courtyard, where plenty of catering points are located, will be exposed to your branding, which is also visible from the Upper Walkway.

- > There are 14 brandable glass windows on the left side of this tunnel and 12 brandable glass windows on the right side of this tunnel. In total, an area of around the 150m2 can be branded outside, and another area of the 150m2 can be branded on the inside.

**Location:** Outdoor Hall 2 – Hall 3  
**Price:** to be determined  
**Items:** 26 brandable glass windows



## Outdoor Hall 2-3 Outlet Wall Branding

Brand these key locations outside Halls 2 and 3. Anyone who spends time in the outside courtyard, where plenty of catering points are located, will be exposed to your branding, which is also visible from the Upper Walkway.

- > The outside courtyard in between Hall 2 and 3 includes a brandable frame of 590 cm wide by 750 cm high

**Location:** Outdoor Hall 2 – Hall 3  
**Price:** € 10,045  
**Items:** Canvas Frame





# Restrooms

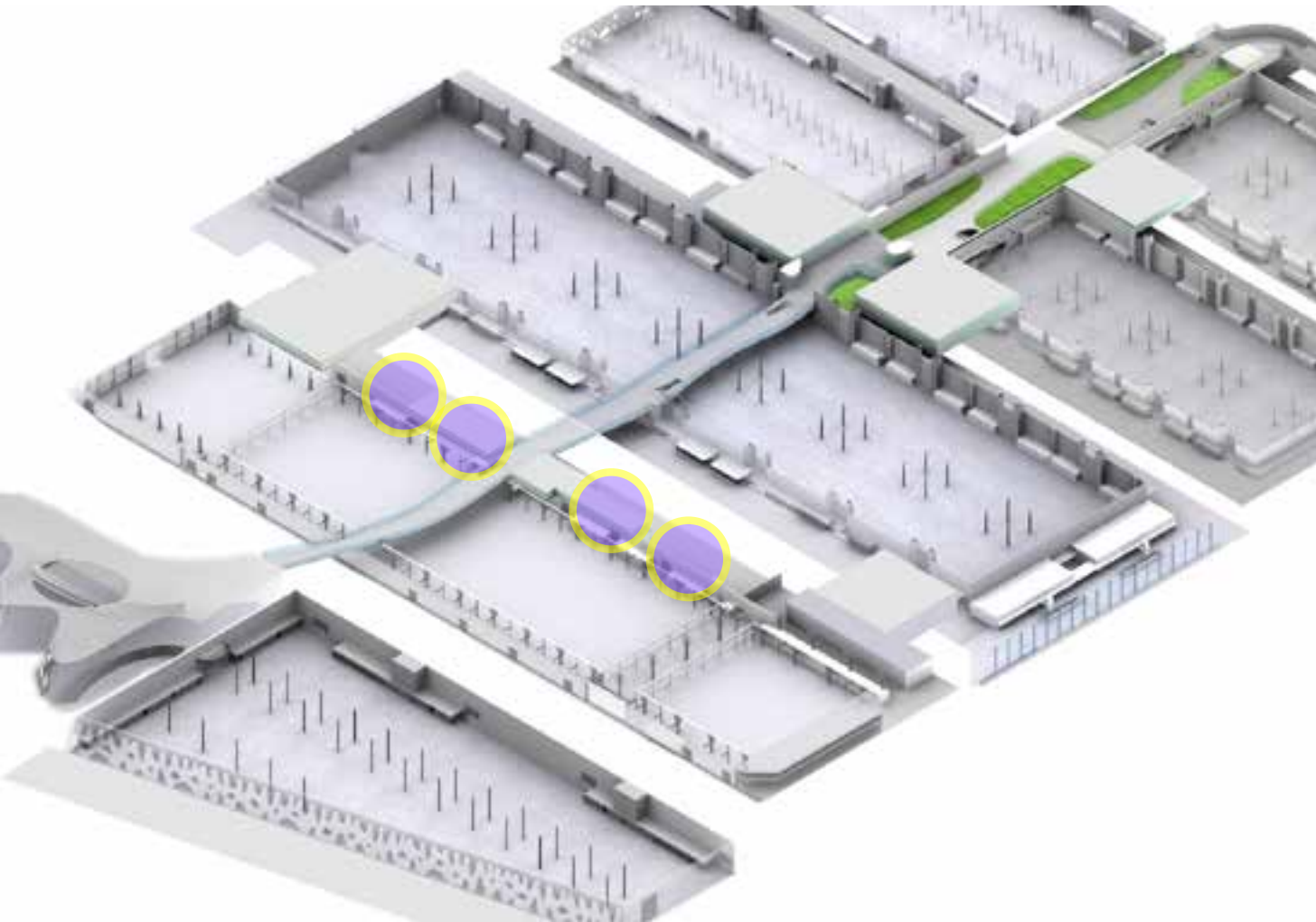


## Restrooms Hall 2

Restrooms are often overlooked as locations for exhibitor branding opportunities. Using strategically placed media frames you can reach your target audience with uninterrupted attention. Each hall have a number of frames which can be branded exclusively:

- > Hall 2 has 4 restroom facilities with 160 brandable frames

**Location:** Hall 2  
**Price:** € 21,165  
**Size:** 160 brandable frames

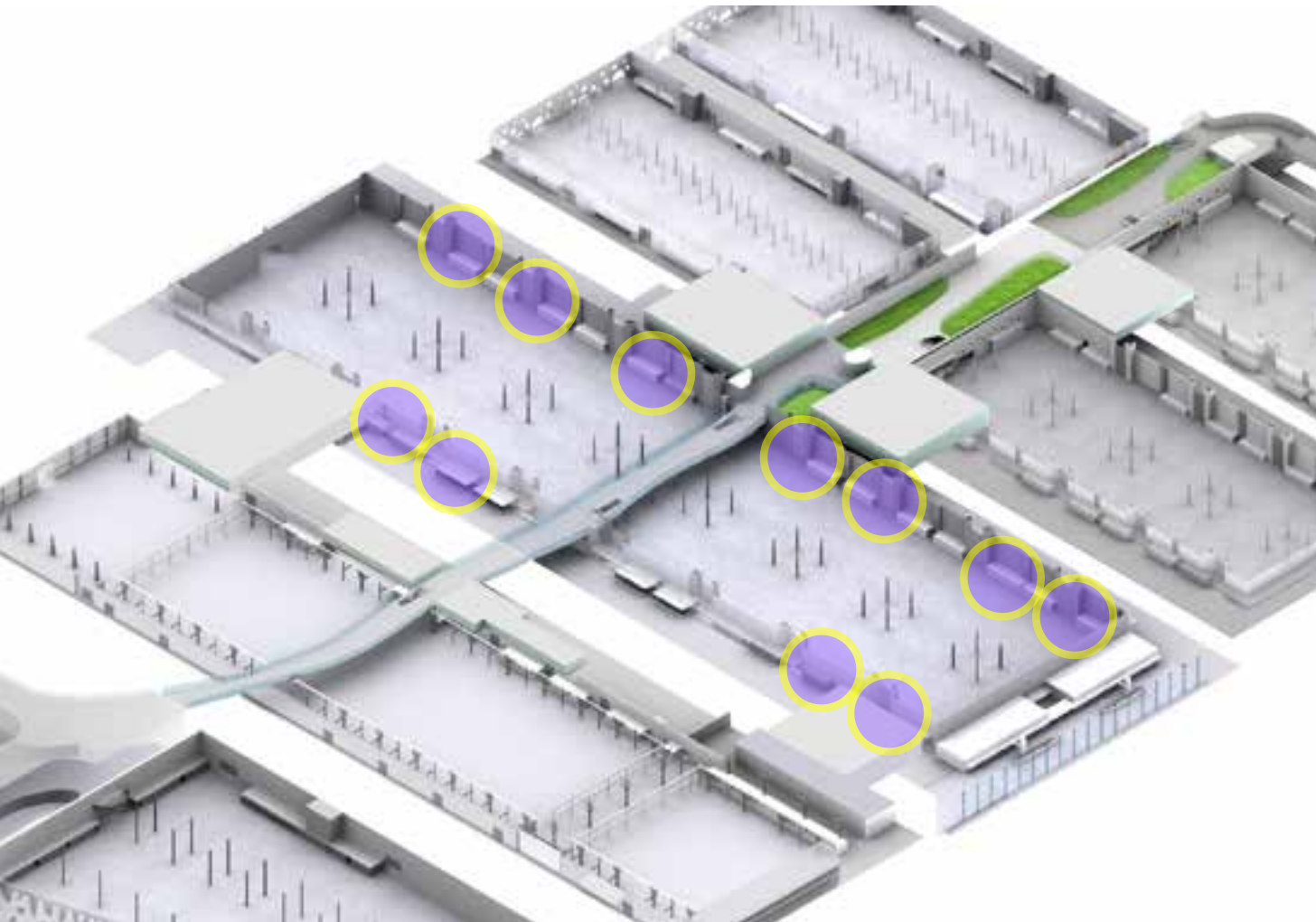


## Restrooms Hall 3

Restrooms are often overlooked as locations for exhibitor branding opportunities. Using strategically placed media frames you can reach your target audience with uninterrupted attention. Each hall have a number of frames which can be branded exclusively:

- > Hall 3 has 11 restroom facilities with 189 brandable frames

**Location:** Hall 3  
**Price:** € 25,000  
**Items:** 189 brandable frames

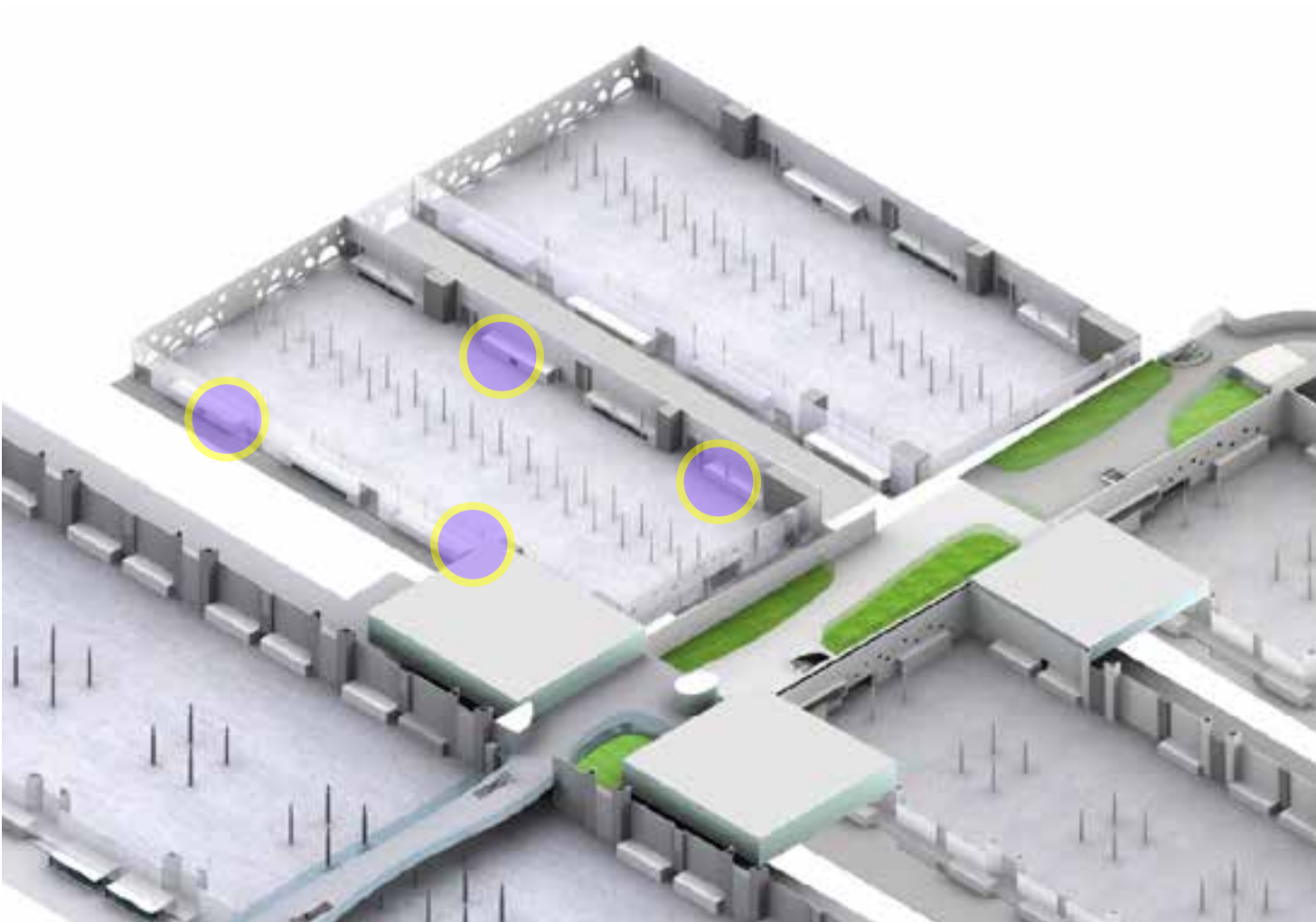


## Restrooms Hall 5

Restrooms are often overlooked as locations for exhibitor branding opportunities. Using strategically placed media frames you can reach your target audience with uninterrupted attention. Each hall have a number of frames which can be branded exclusively:

- > Hall 5 has 4 restroom facilities with 137 brandable frames

**Location:** Hall 5  
**Price:** € 18,112  
**Items:** 137 brandable frames





# Restrooms



## Restrooms Hall 6

Restrooms are often overlooked as locations for exhibitor branding opportunities. Using strategically placed media frames you can reach your target audience with uninterrupted attention. Each hall have a number of frames which can be branded exclusively:

- > Hall 6 has 8 restroom facilities with 126 brandable frames

**Location:** Hall 6

**Price:** € 16,667

**Size:** 126 brandable frames



## Restrooms Hall 7

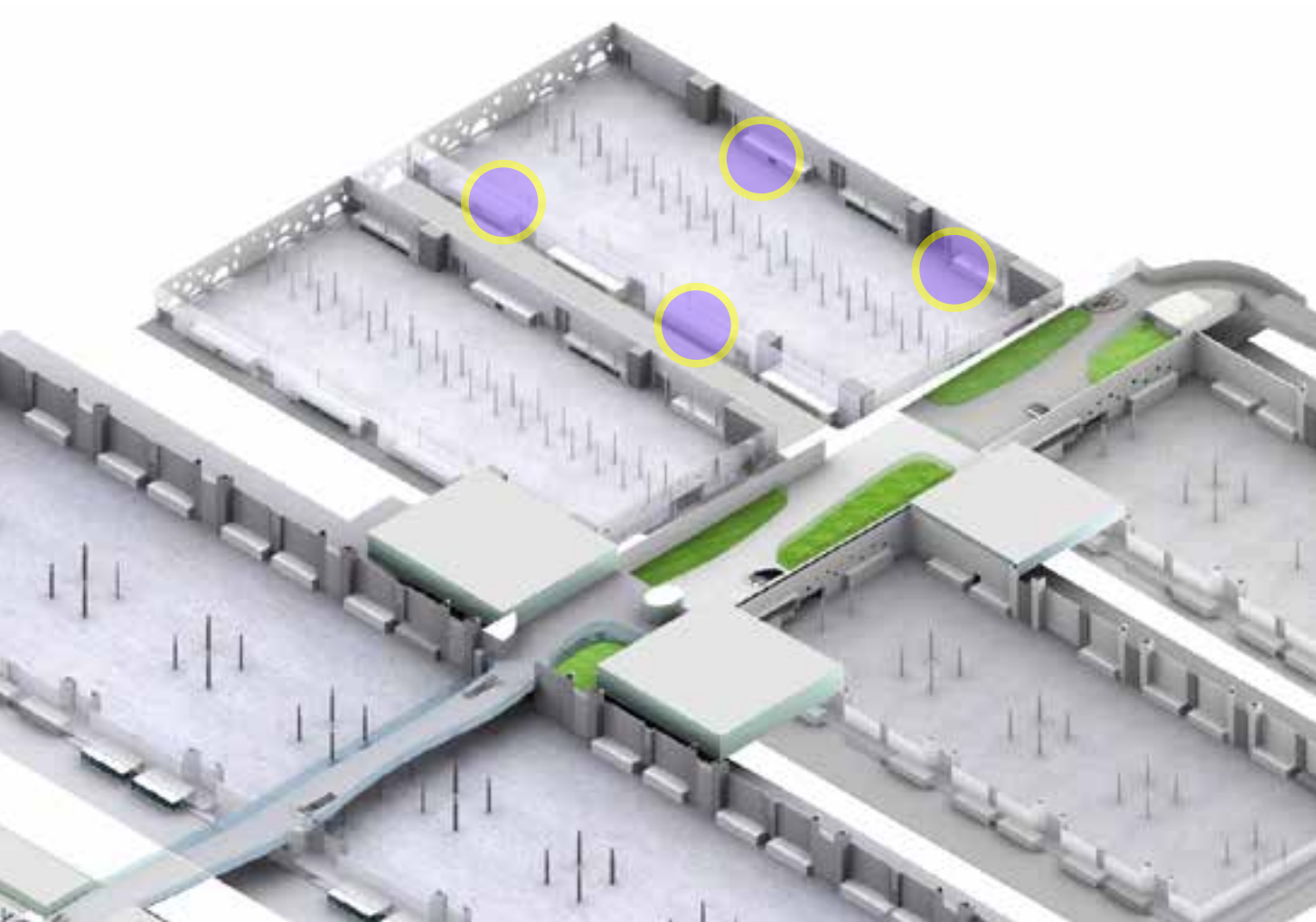
Restrooms are often overlooked as locations for exhibitor branding opportunities. Using strategically placed media frames you can reach your target audience with uninterrupted attention. Each hall have a number of frames which can be branded exclusively:

- > Hall 7 has 4 restroom facilities with 133 brandable frames

**Location:** Hall 7

**Price:** € 11,970

**Items:** 133 brandable frames





# Aisle Banners - Hall 2



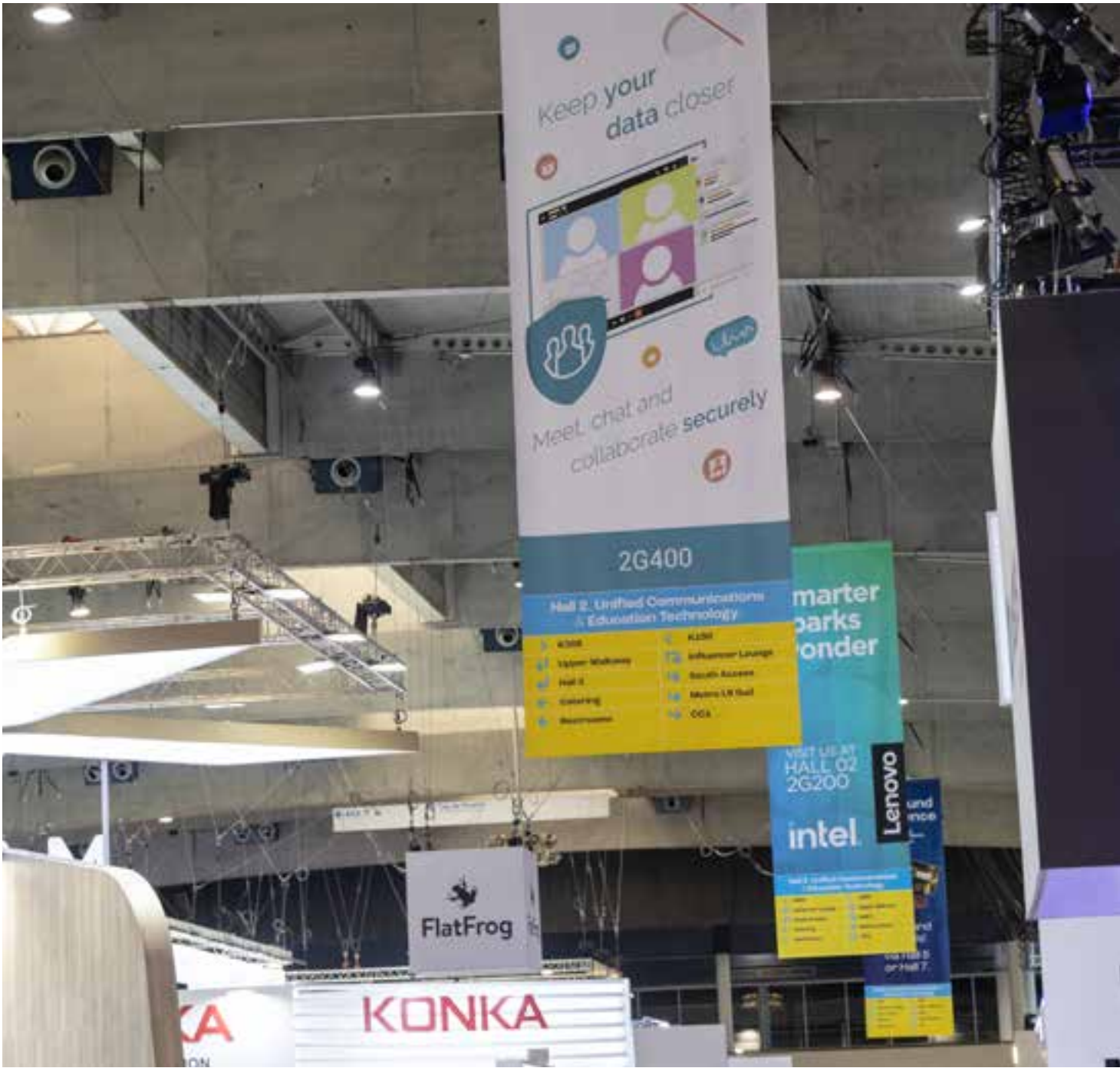
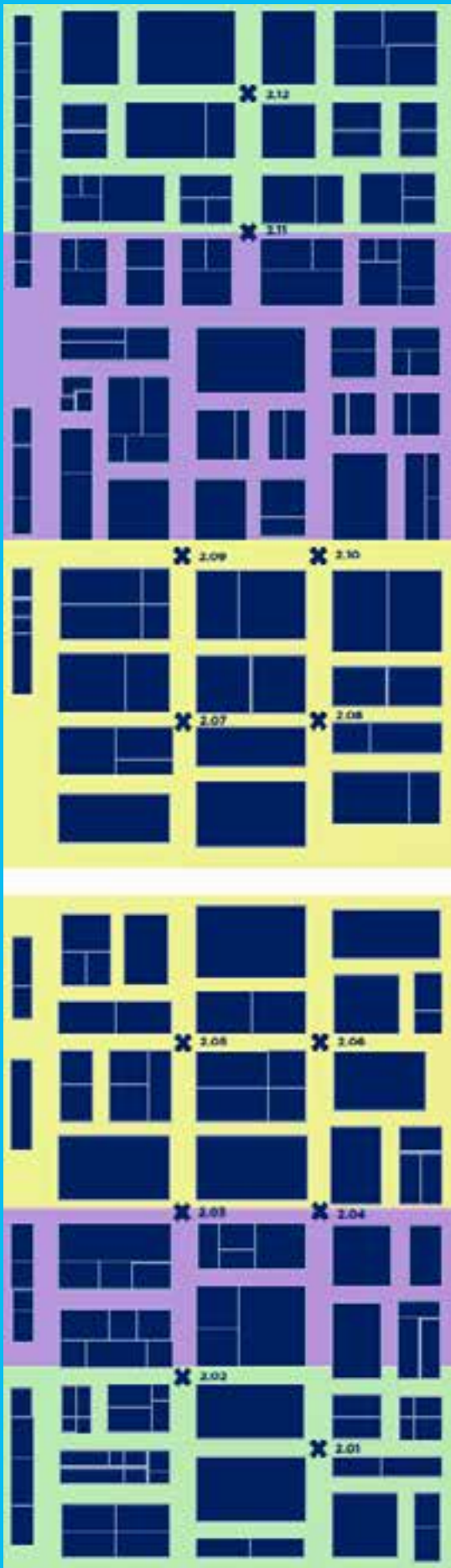
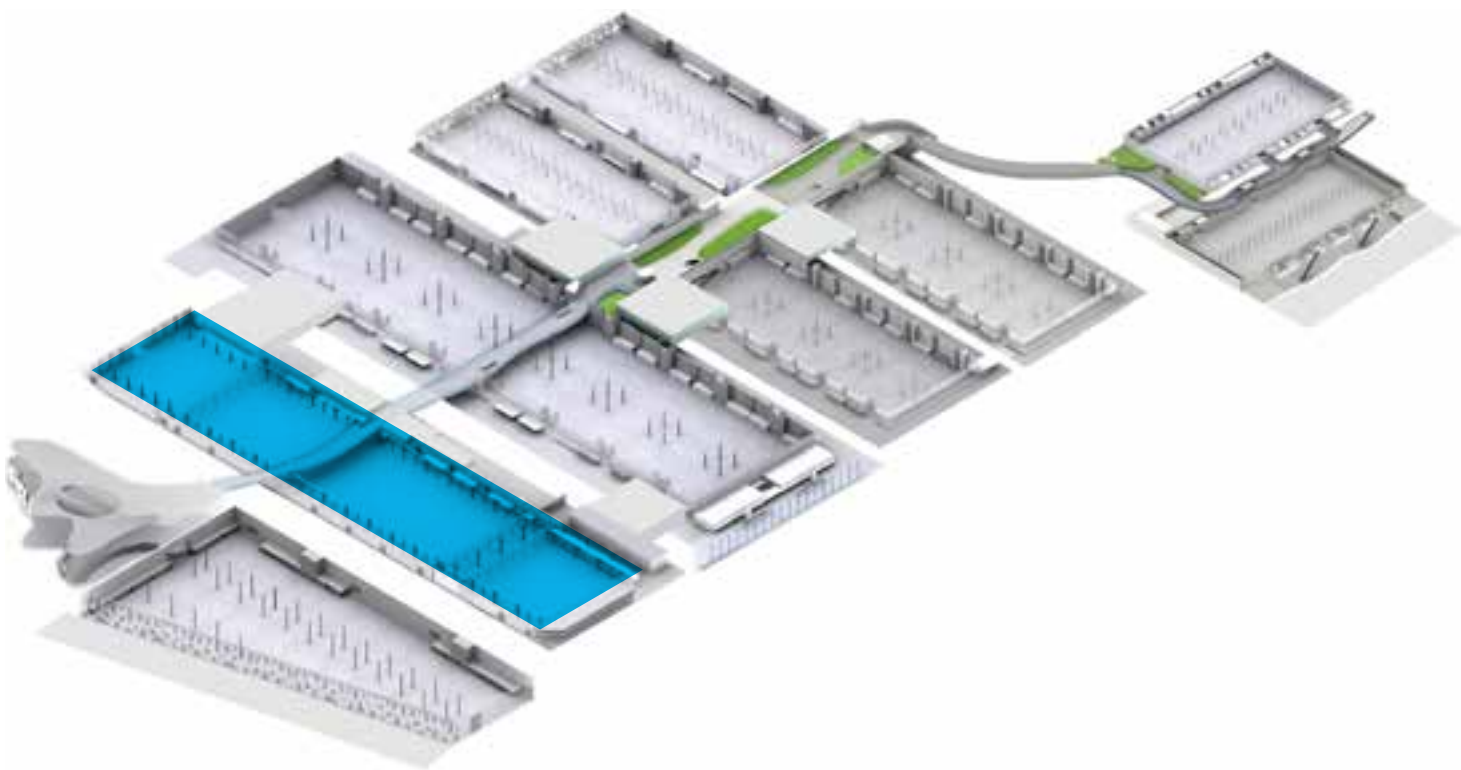
## Aisle Banner

Advertising is a powerful way to raise awareness, to attract potential customers, to create demand and to increase knowledge of new and existing products. It stimulates a liking and a preference to purchase, by reminding and reinforcing ISE's audience to make the 'right' choice. ISE has a number of intimate and highly visible advertising opportunities in the form of Aisle Banners, to communicate your essential messages.

ISE offers 12 Aisle Banners in Hall 2 in the following size:

**Size:** 2m wide x 6m high

**Price:** € 2,995 (for every additional banner you pay € 2,495)





# Aisle Banners - Hall 3



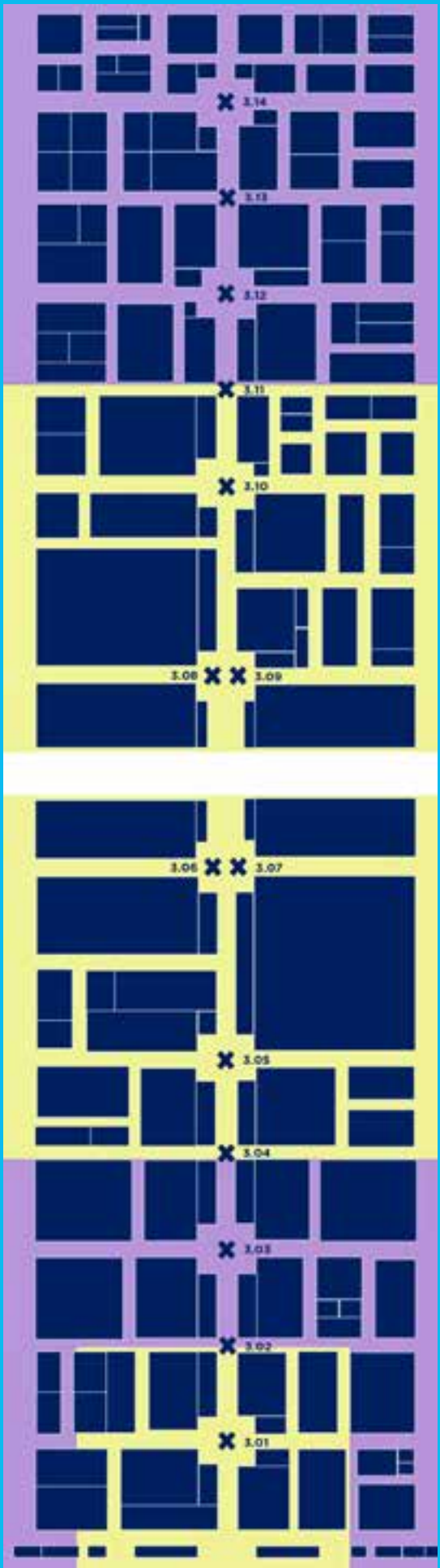
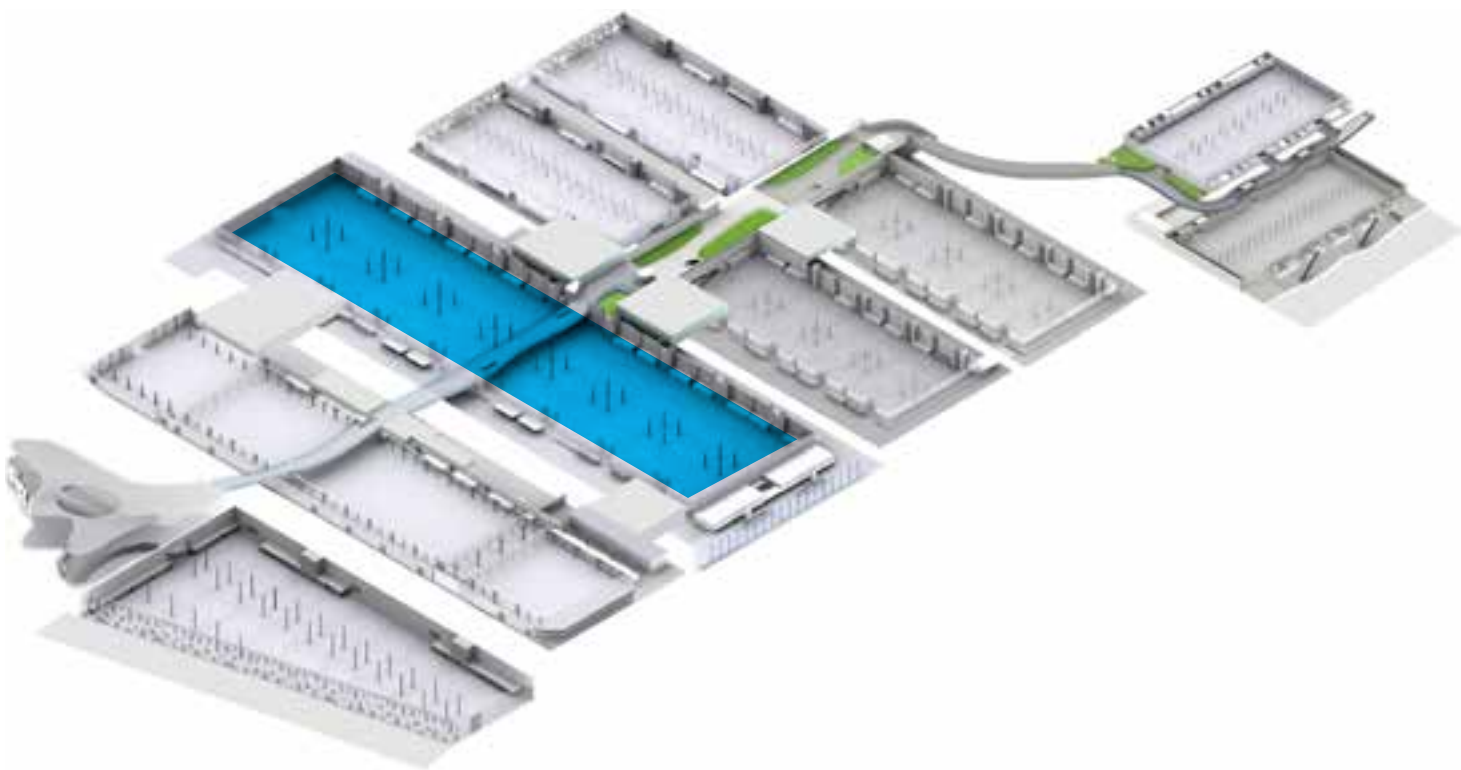
## Aisle Banner

Advertising is a powerful way to raise awareness, to attract potential customers, to create demand and to increase knowledge of new and existing products. It stimulates a liking and a preference to purchase, by reminding and reinforcing ISE's audience to make the 'right' choice. ISE has a number of intimate and highly visible advertising opportunities in the form of Aisle Banners, to communicate your essential messages.

ISE offers 14 Aisle Banners in Hall 3 in the following size:

**Size:** 2m wide x 6m high

**Price:** € 2,995 (for every additional banner you pay € 2,495)





# Aisle Banners - Hall 5



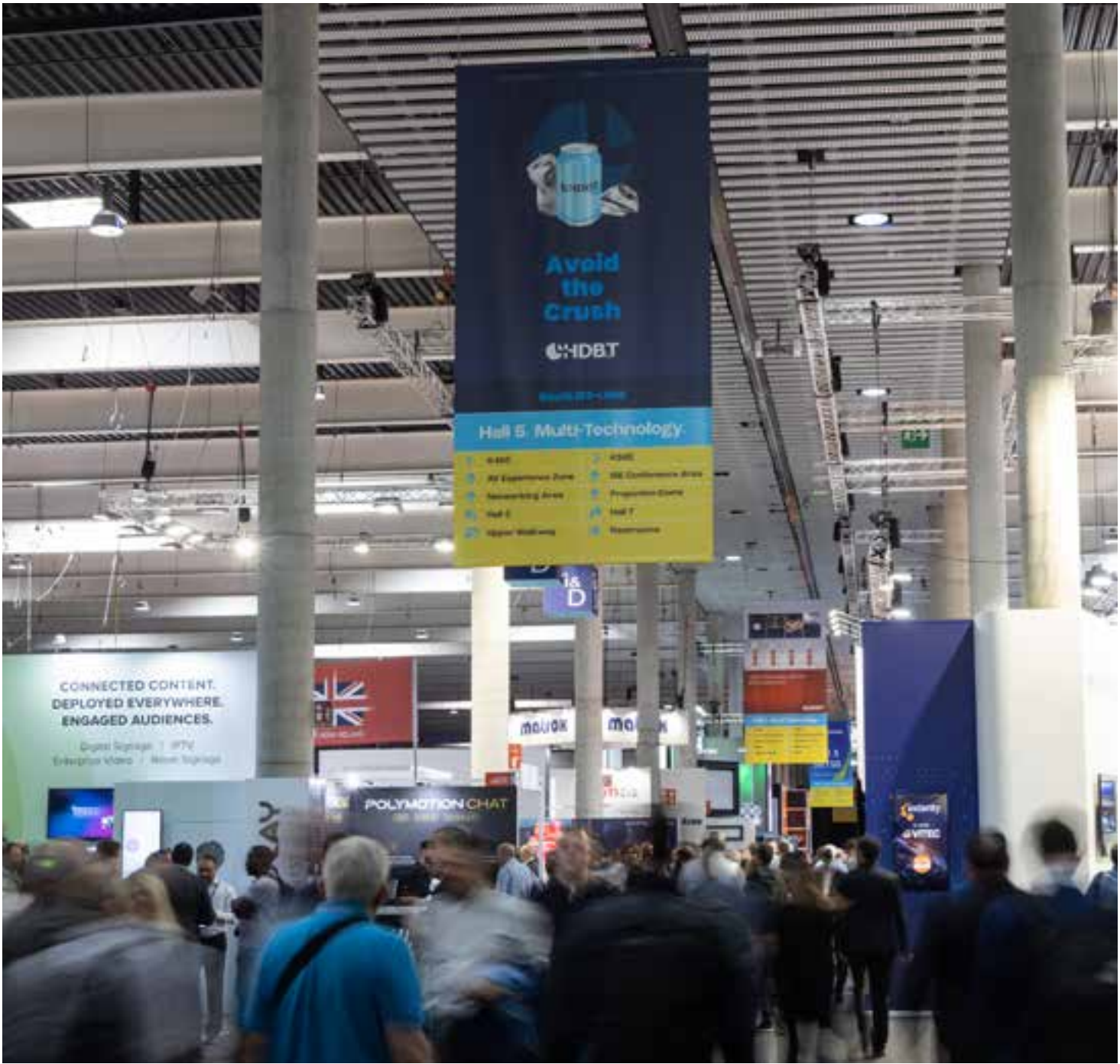
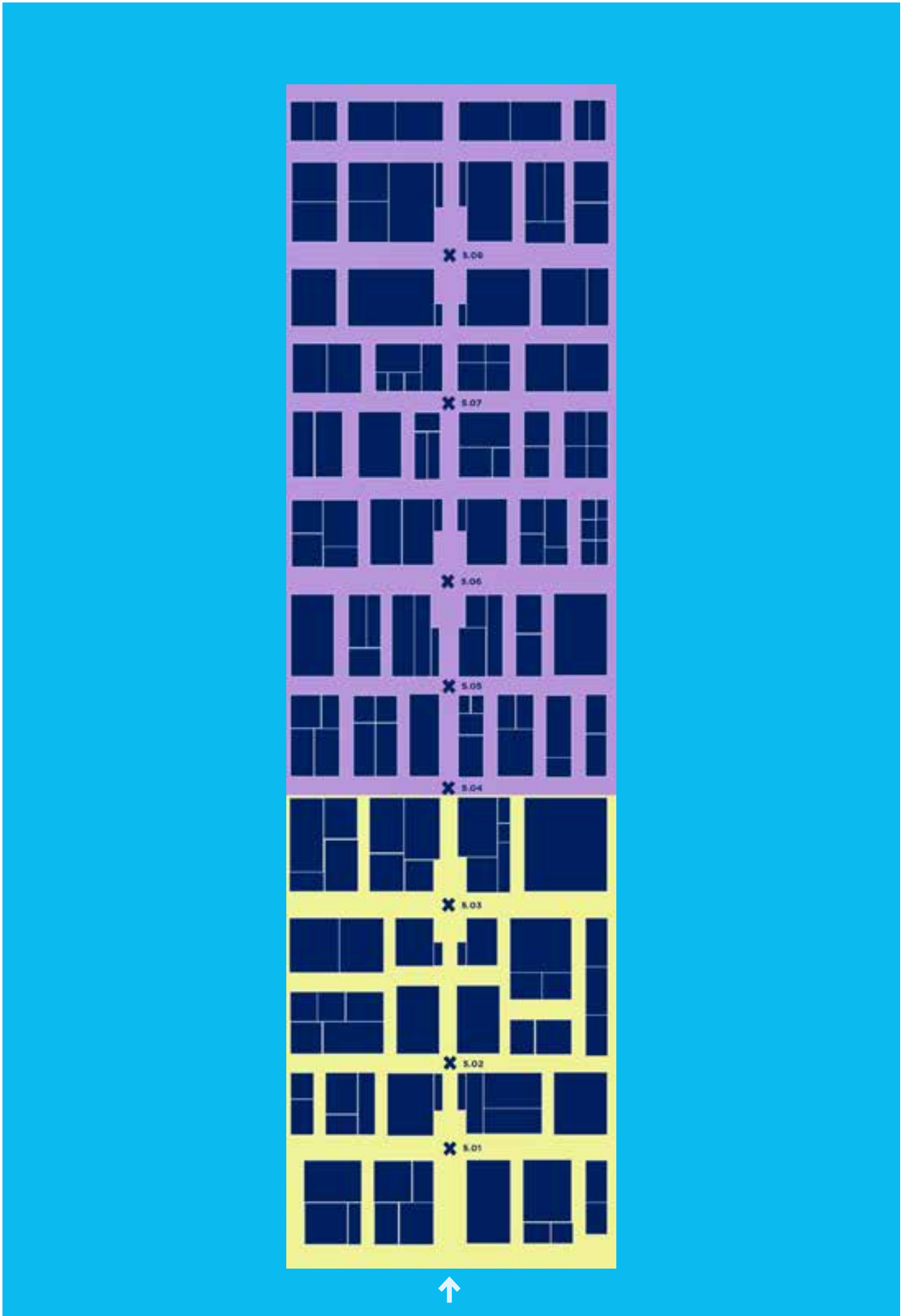
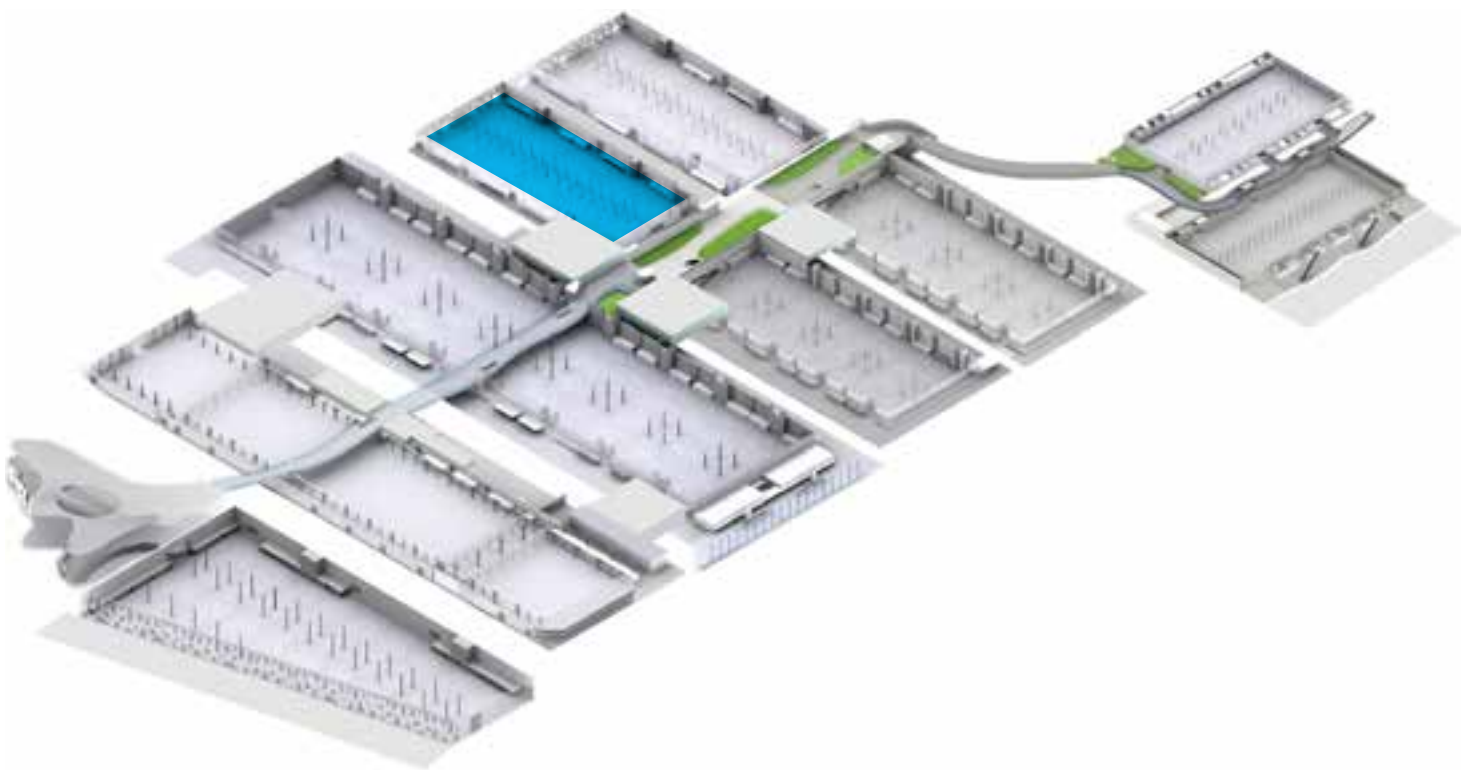
## Aisle Banner

Advertising is a powerful way to raise awareness, to attract potential customers, to create demand and to increase knowledge of new and existing products. It stimulates a liking and a preference to purchase, by reminding and reinforcing ISE's audience to make the 'right' choice. ISE has a number of intimate and highly visible advertising opportunities in the form of Aisle Banners, to communicate your essential messages.

ISE offers 8 Aisle Banners in Hall 5 in the following size:

**Size:** 2m wide x 4m high

**Price:** € 2,495 (for every additional banner you pay € 1,995)





# Aisle Banners - Hall 6

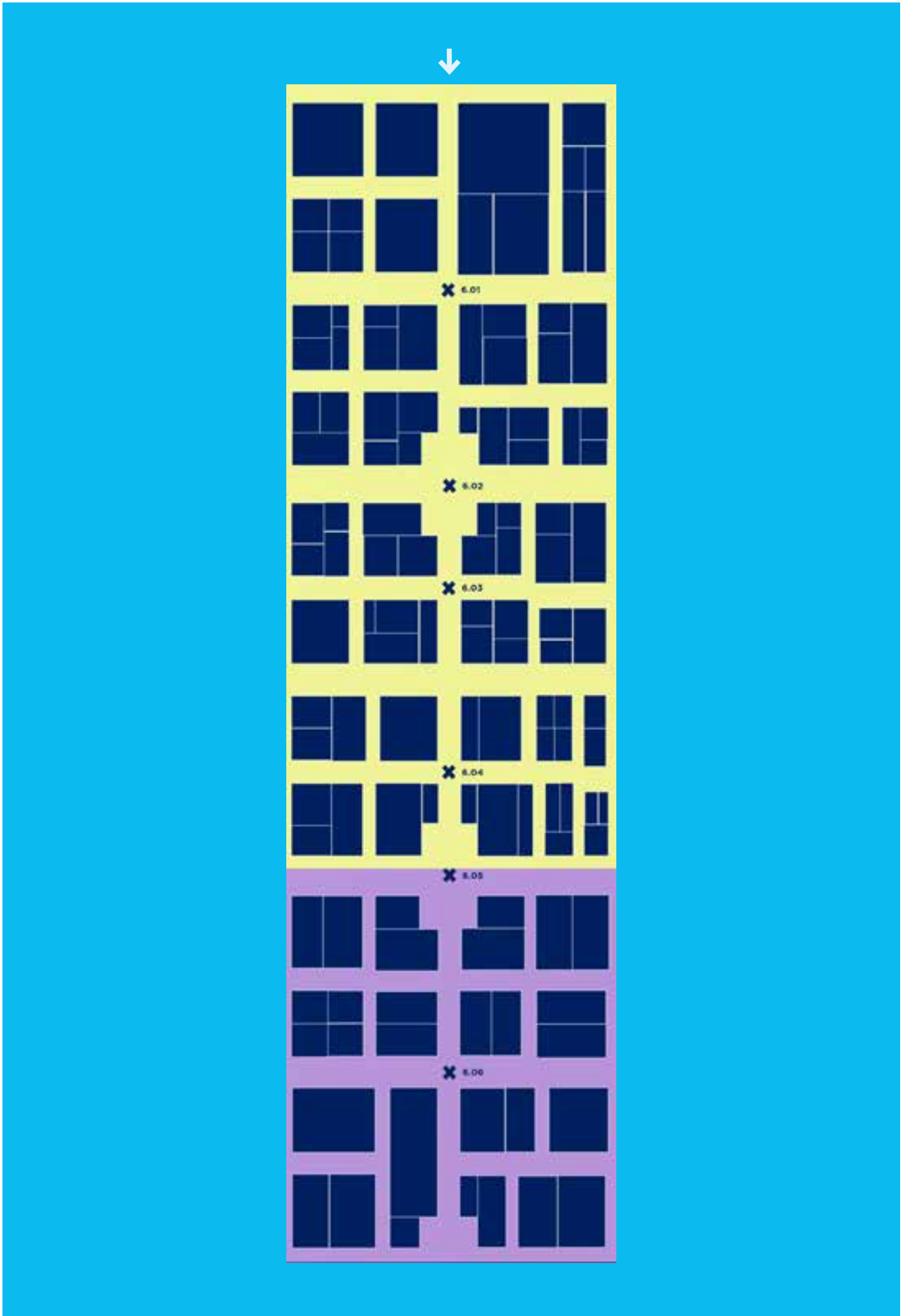
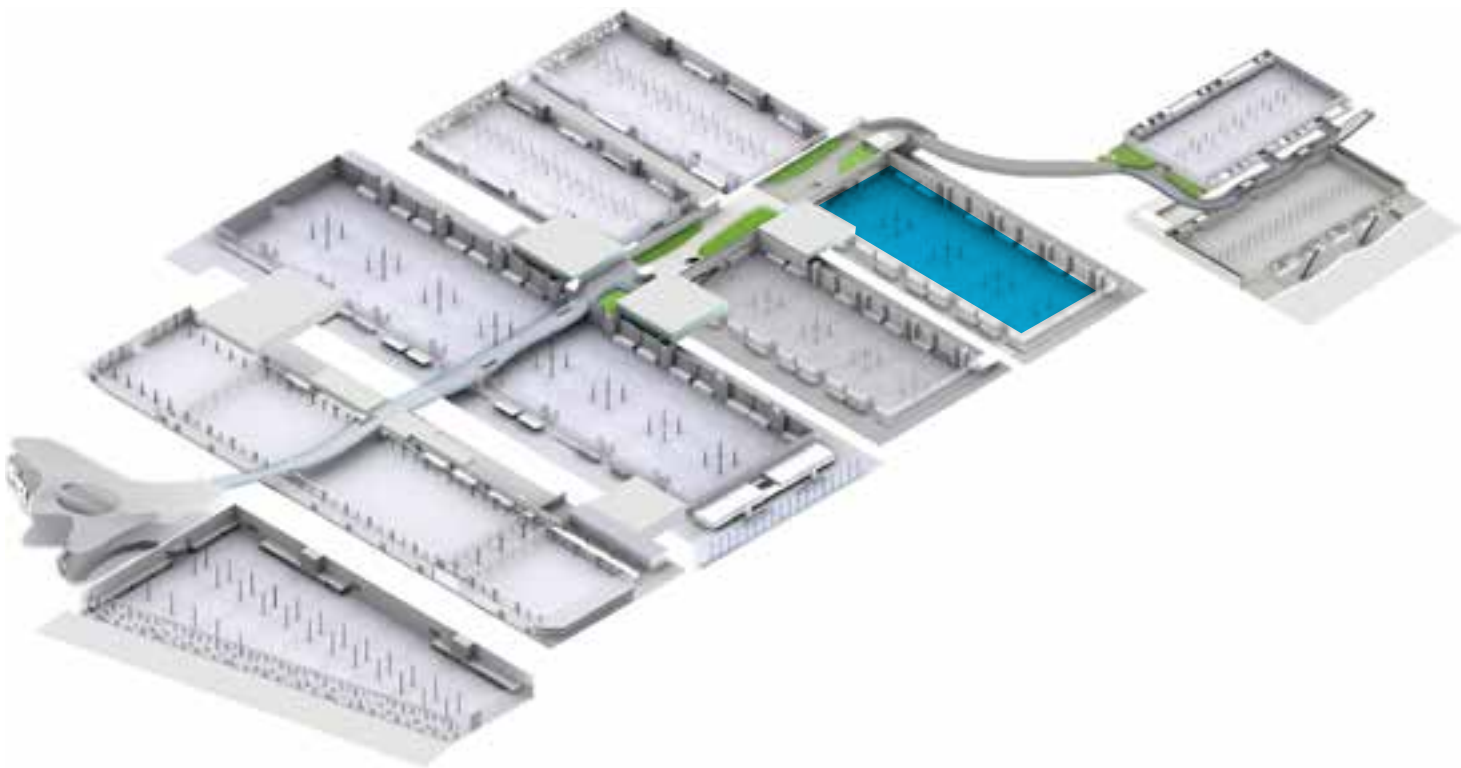


## Aisle Banner

Advertising is a powerful way to raise awareness, to attract potential customers, to create demand and to increase knowledge of new and existing products. It stimulates a liking and a preference to purchase, by reminding and reinforcing ISE's audience to make the 'right' choice. ISE has a number of intimate and highly visible advertising opportunities in the form of Aisle Banners, to communicate your essential messages.

ISE offers 6 Aisle Banners in Hall 6 in the following size:

**Size:** 2m wide x 6m high  
**Price:** € 2,995 (for every additional banner you pay € 2,495)





# Aisle Banners - Hall 7



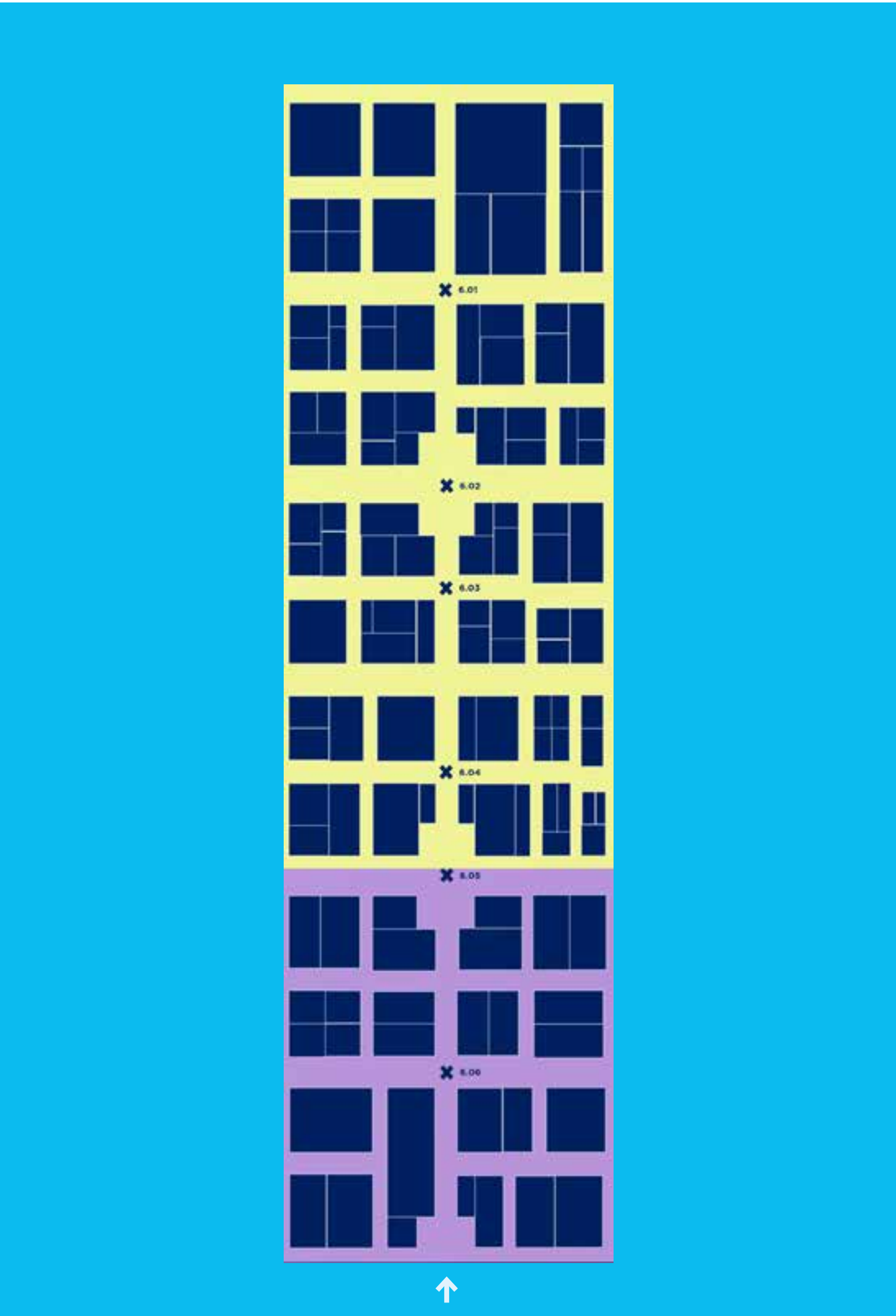
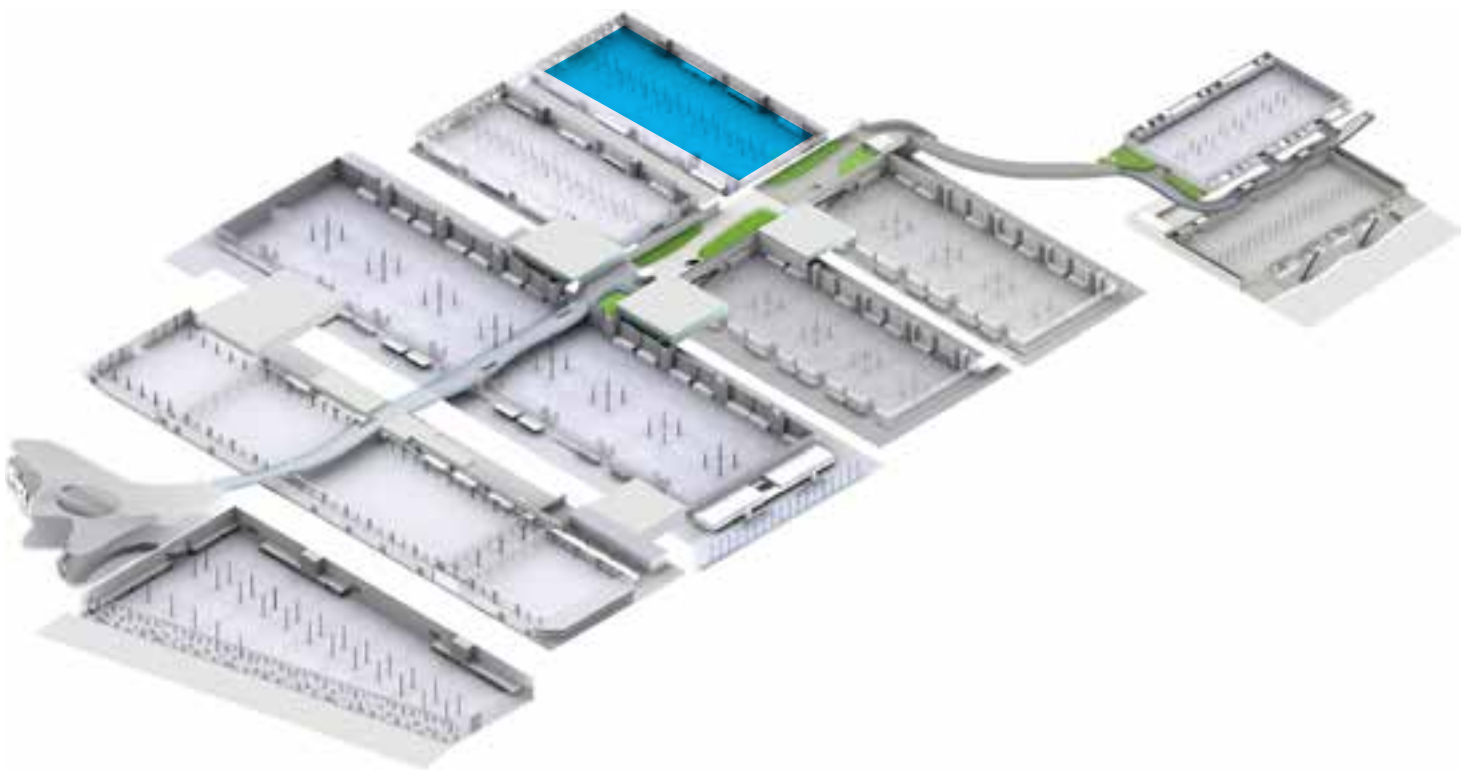
## Aisle Banner

Advertising is a powerful way to raise awareness, to attract potential customers, to create demand and to increase knowledge of new and existing products. It stimulates a liking and a preference to purchase, by reminding and reinforcing ISE's audience to make the 'right' choice. ISE has a number of intimate and highly visible advertising opportunities in the form of Aisle Banners, to communicate your essential messages.

ISE offers 9 Aisle Banners in Hall 7 in the following size:

**Size:** 2m wide x 4m high

**Price:** € 2,495 (for every additional banner you pay € 1,995)







ISE provides a unique dynamic of environment and audience engagement to help exhibitors and their brands achieve a return-on-investment and a return-on-marketing-objectives.

To receive information on the different opportunities available, please contact your Sales Manager (see below for contact information). They can work with you to create bespoke marketing solutions. The ISE team looks forward to welcoming you as an ISE 2023 exhibitor.

**Michael Freter**  
**Senior Sales Director**

E: mfreter@iseurope.org

**Spain, Portugal and other countries**

**Elisabeth Kondakow**  
**Senior Sales Manager**

M: +34 60 6060452  
E: ekondakow@iseurope.org

**UK, Ireland, USA**

**Dan Cordock**  
**Senior Sales Manager**

M: +44 7587 496374  
E: dcordock@iseurope.org

**Germany, Austria, Switzerland,  
Eastern Europe, Russia**

**Alex Schurmann**  
**Senior Sales Manager**

T: +49 89 215 4368 25  
M: +49 173 3513 130  
E: aschurmann@iseurope.org

**Netherlands, Belgium, Luxembourg,  
Israel, France, Greece, Scandinavia**

**Otto Viersen**  
**International Sales Manager**

T: +31 20 809 6523  
E: oviersen@iseurope.org

**China and Hong Kong**

**Felix Tsang (曾駿持)**  
**Sales Manager**

Baobab Tree Event Management Company Ltd.  
Room 1709-10, 49 Hoi Yuen Road, APEC  
Plaza, Kwun Tong Hong Kong

T: +852-3520 3638  
F: +852-3520 3618  
HK mobile: +852-9125 5543  
China mobile: +86 147 1647 7637  
E: felix.tsang@baobab-tree-event.com

**Taiwan**

**Jie Tsai**  
**Sales Manager**

ACE Forum Inc.  
10F-1, No. 180, Sec. 4, Nanjing E. Rd.  
Taipei 10553, Taiwan

T: +886 2 2570 6960 ext. 302  
F: +886 2 2570 2305  
E: jie@aceforum.com.tw

**Jessica Hsu**

ACE Forum Inc.

T: +886 2 2570 6960 ext. 351  
E: jessica@aceforum.com.tw

**South Korea**

**Olivia Oh**  
**Manager**

ACE Marketing Inc.  
T: +82-70-4348-2027  
E: olivia@acemarketing.co.kr

**Italy**

**Lorenza Riboni**

Invernizzi Group  
T: +39 02 8689 7000 (Italy)  
E: info@invernizzigroup.com

**Turkey**

**Ismail Sezen**

Istexpo  
Yıldız Posta Caddesi No: 36 D: 27  
34394 Gayrettepe, İstanbul, Turkey

T: +90 (212) 275 82 83  
E: ismail@istexpo.com