

Beyond Your Booth at ISE

A Portfolio Collection of Sponsorship, Branding,
Advertising, & Partnership Opportunities at ISE

Fira de Barcelona | Gran Vía
3 - 6 Feb 2026

A joint venture
partnership of

AVIXA

CEDIA

Beyond your Booth is ISE's portfolio of innovative and tailored advertising, branding and sponsorship opportunities. These opportunities are designed to help companies to position their brands in the dynamic and influential Pro AV and systems integration industry.



Michael Freter
Senior Sales Director | ISE



There are four pillars within the 'Beyond your Booth at ISE' portfolio:

1. Impact Opportunities

2. Awareness & Statement Branding Opportunities

3. Experiential & Engagement Opportunities

4. Wayfinding

Within these pillars there are opportunities to suit all budgets and all marketing objectives. From exclusive and high impact branding to engaging networking event spaces, from immersive conference options to garden sponsorship, and from digital connectivity to customised solutions Beyond your Booth at ISE offers a diverse range of choices to enable exhibitors to showcase the unique identity and qualities of their brands.

The opportunities presented in the portfolio collection can help you elevate and amplify your brand and create meaningful connections. Reach out to me, the ISE Global sales Organisation, or our Sponsorship Manager, Antonia Lennon to discuss your requirements.

We look forward to working with you for the forthcoming edition of ISE.



Impact Opportunities

ISE has created impact opportunities for companies or brands looking to position themselves and their presence at ISE. As a world- or market-leading brand you may be looking to generate a significant and lasting brand effect.

The portfolio of impact opportunities consists of a range of sponsorship, branding and advertising assets to suit all budgets – before, during and after the show, to help you amplify your brands and leave a lasting impression.

Outside ISE:

- East Access Billboard
- East Access Entrance Banner
- South Access Roundabout
- South Access Billboard
- South Access Entrance Banners

Entrances & Access to ISE:

- Lanyards & Badge Holders
- East Access Canvas Wall
- East Access Double-sided Banners
- East Access Hall 3 Entrance Banner
- East Access Registration Counter (2)
- North Access Double-sided Pillars (13)
- North Access Registration Counters (4)
- South Access +1 Wall
- South Access to Hall 2 Banner
- South Access 0 Wall
- South Access 2 +1 Wall
- South Access Double-sided Pillars (6)
- South Access Double-sided Pillars (5)
- South Access Registration Counter
- South Access Totem Banner (2)

Inside ISE:

- Circular Walls

Outside ISE



East Access Billboard

ISE 2025 welcomed over 179,000 visits to the show across four-days. All ISE visitors pass into the venue through either the East, South and North accesses. Companies looking for high impact branding can create a lasting impression by taking the East Access Billboard.

Located at the entrance of the East Access and sized at an impressive 8 meters wide x 3 meters high, this is an dramatic space for brand messaging. This is an exceptional opportunity to position your brand and message to 32% of all ISE attendees entering the show via the prime East

Access location. This represents a traffic/footfall figure of 58,499 visits (26% of total visits) across the build-up to ISE, across the whole four-days of the show and during the build-down

**32% of all
ISE attendees**

enter the show via the prime East Access location.

South Access Roundabout

This is a prime and unique premium outdoor branding opportunity. Because of its sheer presence this strategically positioned South Access Roundabout Billboard, guarantees your message receives the attention it deserves.

Anyone journeying to Fira Barcelona Gran Via, whether by metro, bus, car or taxi, cannot but fail see the billboard and therefore generate impact for messaging placed on this substantial asset. If you are looking to promote your brand's visibility and leave a lasting impression, you can achieve these goals by taking advantage of ISE's four-

sided billboard. The roundabout is exclusive for the duration of the show and includes four sides of 20 meters wide by 9 meters high billboard. The South Access Roundabout Billboard gives you exposure to everyone targeting to visit the show as well as all the traffic moving around Fira Barcelona and the surrounding area.

Be seen by everyone

right at Fira's doorstep.



South Access Billboard

This mega-sized exclusive billboard measuring 45 meters wide by 11 meters high gives you a unique chance to promote your brand to ISE's influential attendees. Located on the left-hand side of the South Access near Hall 2, this impressive branding opportunity is seen by anyone entering the South Access and our Hall 2 entrance passage. In 2025 footfall at the South Access (Entrances A,B,C,D) represented 68% of total visits – reaching 152,819 visits. As ISE's largest advertising and branding opportunity the South Access Billboard can be said to truly make an impact and provide you with a special moment to achieve a lasting impression with ISE visitors.

68% of
total visits

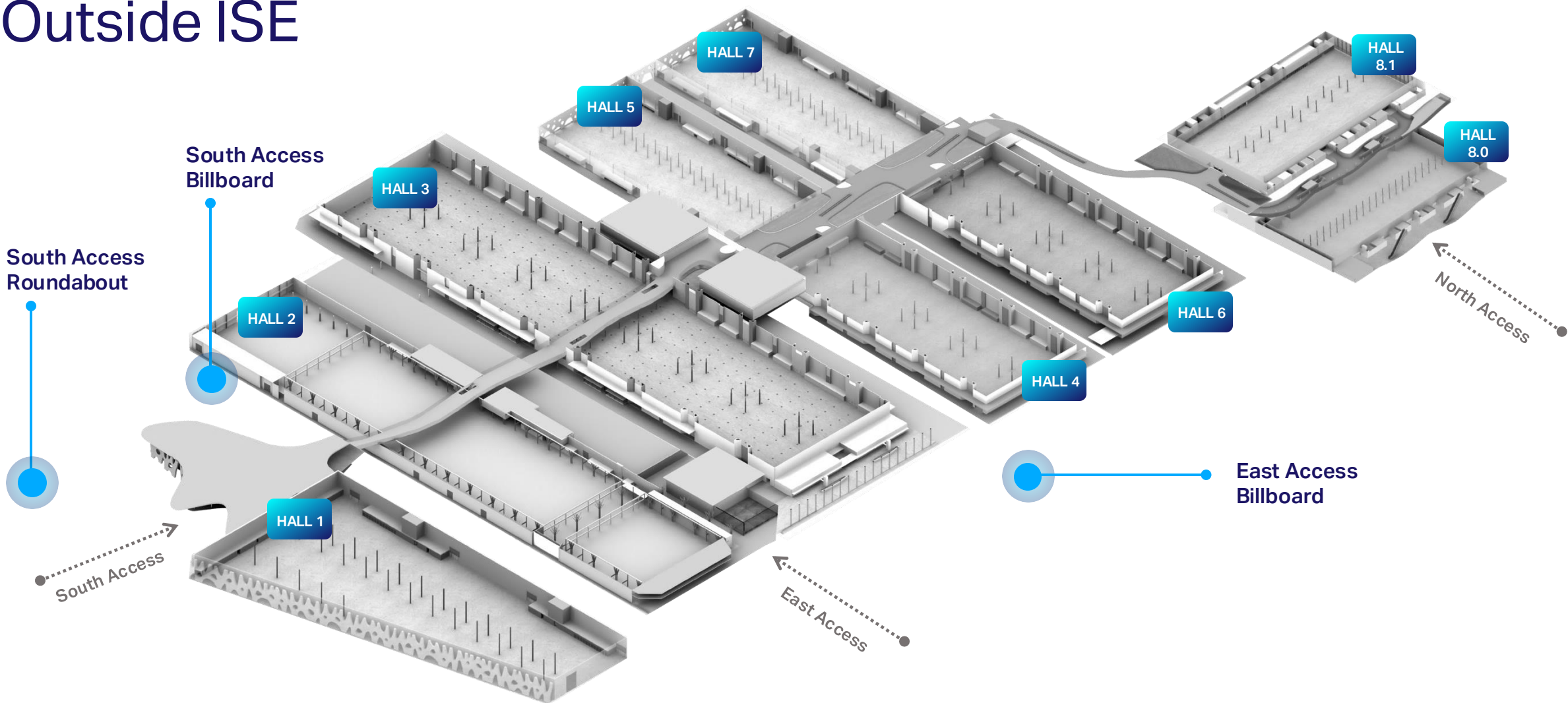
came through South Access.

152,819 visits

were recorded at the
South Access at ISE 2025.



Location Outside ISE



Entrances & Access to ISE



Lanyards & Badge Holders

Everyone involved in ISE must wear a badge. Therefore, the sponsor of the lanyard and badge holder receives continuous exposure to every event participant. This means the Lanyard and Badge sponsorship positions the brand sponsor in the minds of all attendees, exhibitors, guests, organisers, and visitors before, during and after the show. The Lanyards and Badge sponsorship can be bought together to create an exclusive opportunity, or purchased separately. These sponsorships include:

- **The maximum opportunity for stand out with a professional sophisticated sleek black and white colour scheme**

- **Your brand featured on the Visitor Badge Holder**
- **Your logo and messaging clearly displayed on both sides of the lanyard**
- **Exposure on registration app**

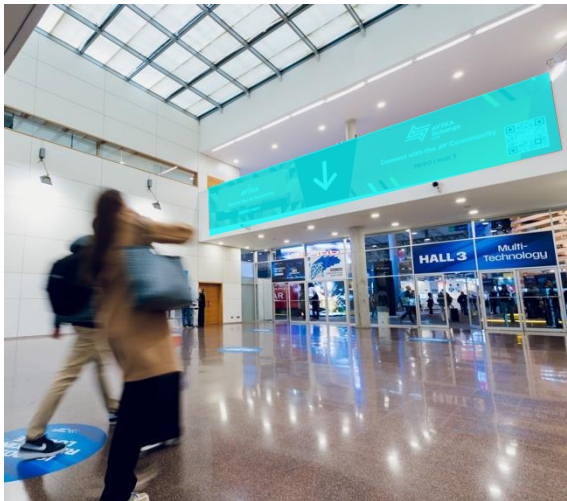
The exhibitors looking to include the Lanyards and Badge Holders as part of their ISE marketing campaign are receiving an impact sponsorship with the opportunity to establish a lasting and widespread presence and consistent brand messaging with everyone attending ISE.

East Access Canvas Wall

The East Access Canvas Wall is designed to deliver an unparalleled branding opportunity for a company to leave a lasting impression on every ISE attendee accessing the show and the Multi-Technology hall 3 via the East Access. The exclusive and impressive striking Canvas Wall measures 7.20 meters wide by 5 meters high and can showcase any brand in a powerful and memorable way. Most importantly, the Canvas Wall has the dynamic capacity to capture the attention of 26% of all event participants accessing the show through the East Access.

East Access Double-sided banners

Exhibitors looking to elevate their brands and brand messaging can take advantage of the 17 commanding Double-Sided Banners at the East entrance. The East Access is embellished with these double-sided banners. Each measures 1 meters in width by 5 meters in height which give unparalleled scope to build brand prominence. This guarantees any exhibitor high reach to over 40,000 visitors expected to use the East Access in 2026.



East Access Hall 3 Entrance banner

Visitors to ISE can access Hall 3 via the East entrance. Directly above the doors to Hall 3 is The East Access Entrance Banner. This measures an impressive 12 meters wide x 2.45 meters high. It represents a unique opportunity to any company to stand out from competition, position their brand and create a lasting and memorable impact. With its strategic placement, this entrance banner stands alone in reaching all attendees moving through the East Access to the showcase Multi-Technology Zone.



North Access Double-sided Pillars

ISE 2025 introduced North Access Double Sided Banners on pillars. 13 commanding locations have been meticulously crafted for optimal exposure to attendees moving through the North Access area into the show and the show features in hall 8.0. The pillars in the North Access are embellished with Double-sided banners, each spanning 70 cm in width by 200 cm in height. These 13 strategically positioned assets allow you to create captivating displays to guarantee your brand's prominence to all ISE's visitors accessing the show via the North Entrance.



North Access Registration Counters

With hall 8.1 one of the homes to the Multi-Technology Zone and a multitude of ISE show features we are helping to elevate exhibitor brand visibility by offering four North Access Registration Counters. The registration counters create a welcoming atmosphere and serve as the focal point for attendees check in, transportation tickets, and assistance with registration or ticket-related inquiries. You can customize the registration counters to prominently showcase your brand's logo and position brand messaging at this architecturally original, beautiful and important entrance to ISE 2026.



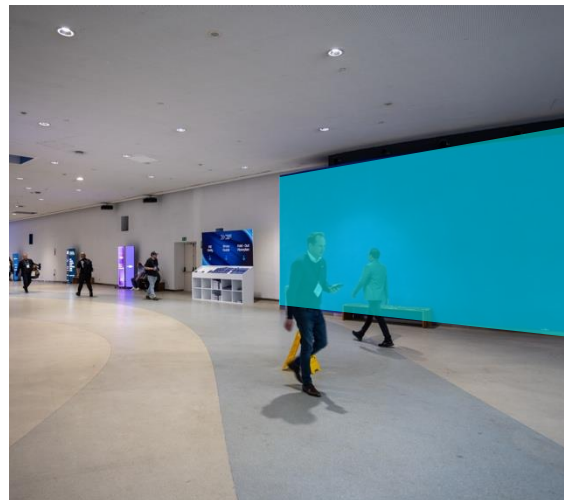
South Access +1 Wall

The South Access Upper Walkway Wall is situated in the prime location of the South Access. By strategically positioning your brand on this wall, you can maximise exposure from both the ground floor and the upper walkway of the South Access. The South Access +1 Wall creates a powerful impact on all ISE participants as they enter and exit the exhibition. This impact opportunity offers exhibitors a remarkable brand visibility and amplification to 68% of total visits from visitors using the South Access 152,819 visits.



South Access Wall

The South Access Wall is situated in a prime location within the South Access. The South Access Wall creates a powerful impact on the ISE attendees as they enter, navigate and exit the exhibition. This holds immense value to exhibitors looking to amplify and enhance their brand visibility. This asset gives exhibitors a unique opportunity to strategically position their brand on these walls and receive maximum exposure and attention to ISE attendees as they move through to the show.



South Access Hall 2 +1 Wall

You can secure a prime position in the heart of the action and make a lasting impression on ISE attendees. This premium branding opportunity, at the South Access Upper Walkway, greets all visitors and attendees as they navigate their way to the halls, conference suite and meeting rooms. You can leverage the power of strategic placement and create brand exposure with this highly visible location which guarantees that your brand will be noticed.



South Access to Hall 2 Banner

Positioned right before Hall 2, this dominant banner measuring 7.50 meters wide x 1.90 meters high, serves as a powerful impact opportunity. The entrance banner offers a unique opportunity to promote your brand and receive significant exposure to a large number of attendees. You can leave a lasting impression and capture the attention of visitors by placing your brand message over the entrance to Hall 2.



South Access Double-sided Pillars (6)

ISE 2025 saw the introduction of six South Access Pillars with Banners. These are designed to create maximum impact at the South Access entrance and were seen by 77% of all exhibitors and 62% of all visitors accessing the South Entrance to the show in 2025. Each banner measures 80cm x 500cm, and being located in the South Access Lobby gives a high visibility and impact to any brand booking this package.

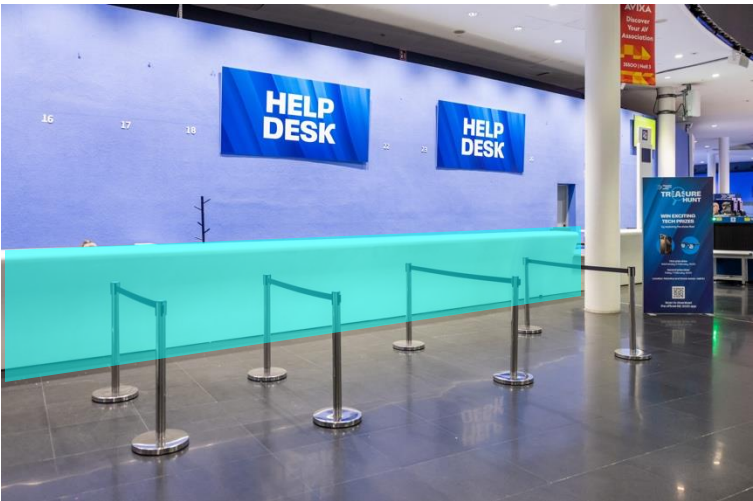


South Access Double-sided Pillars (5)

Extend your brand’s reach with ten pillars, each featuring double-sided banners sized 0.7 meters wide by 2 meters high. Strategically placed within the vibrant South Access area, these displays capture the attention of 68% of attendee visits to ISE. The impressive reach ensures your branding permeates all ISE attendees moving through the South Access and garners over 91,000 potential views.

68% of attendee visits

to ISE were captured by these displays



South Access Registration Counters

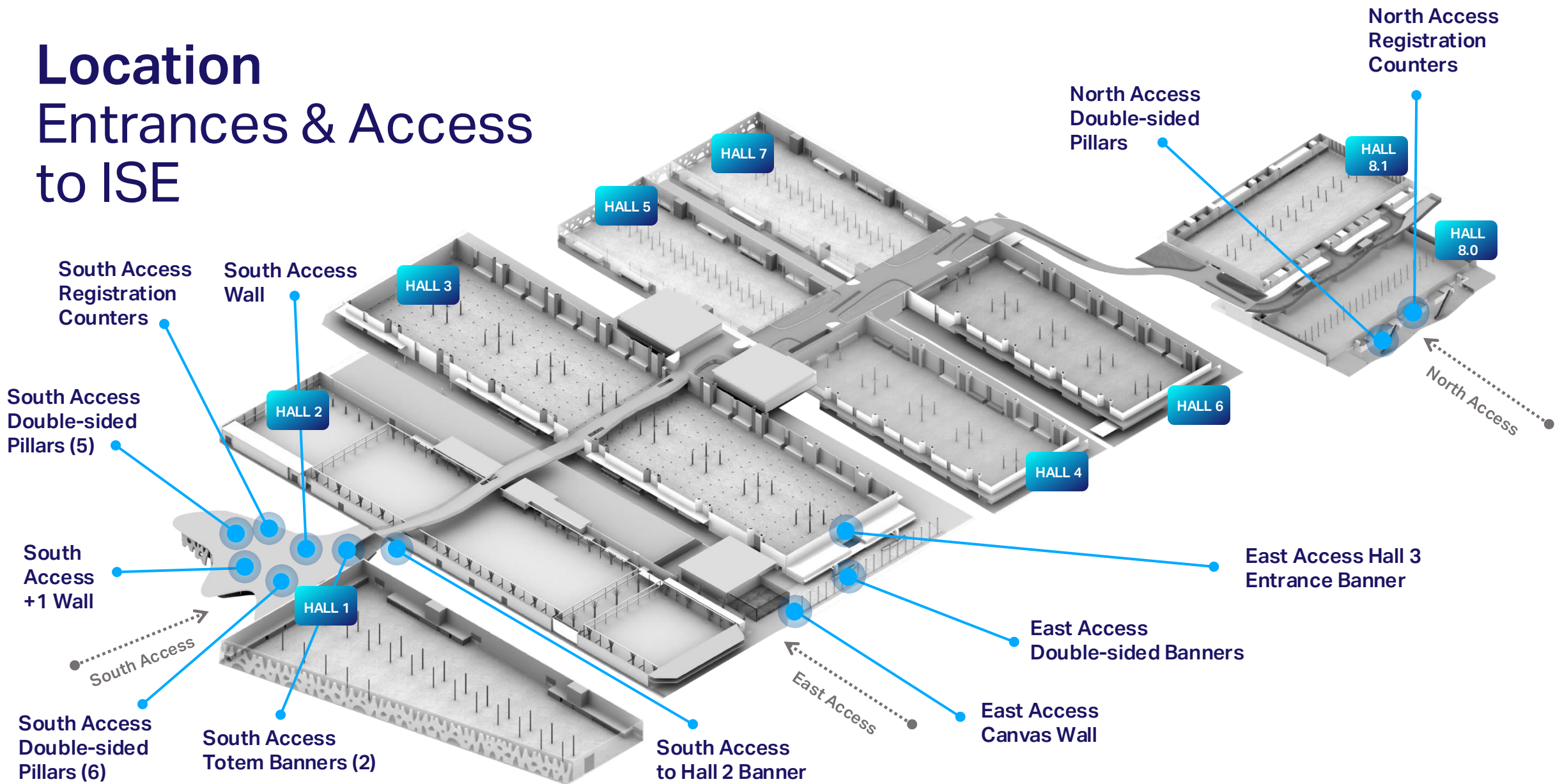
At ISE 2025 we introduced the South Access Registration Counters. These branded counters serve as the focal point for attendee registration, the distribution of transportation tickets, and the handling of registration or ticket-related queries. Two registration counters are available for branding and represent an impact opportunity to showcase your brand in a prominent position to all ISE attendees. As you can customize the South Access registration counters with your brand’s logo and message you are able to maximise your brand’s visibility, presence and exposure to a captive audience.



South Access Totem Banners (2)

Create brand impact with our exclusive South Access Totem Banners. Positioned strategically in prominent locations along the South Access route, these two towering totems offer unparalleled exposure to every attendee entering or leaving via this bustling high traffic thoroughfare. Their placement offers exceptional value and exposure where attendees move along the route towards the upper walkway Halls 2-8, the walkway to Halls 2-8 and Hall 1. Secure these totems and customize the design and messaging to create a memorable and cohesive brand experience for attendees. These eye-catching totem banners ensure maximum exposure to every individual passing through the south access area.

Location Entrances & Access to ISE



Inside ISE



Upper Walkway Circular Walls

Positioned along the Upper Walkway, adjacent to Hall 5, 6, and Hall 7, Circular Walls represent a rare opportunity to captivate a highly engaged audience moving through the show. Circular walls command attention with their prominent placement and remarkable dimensions.

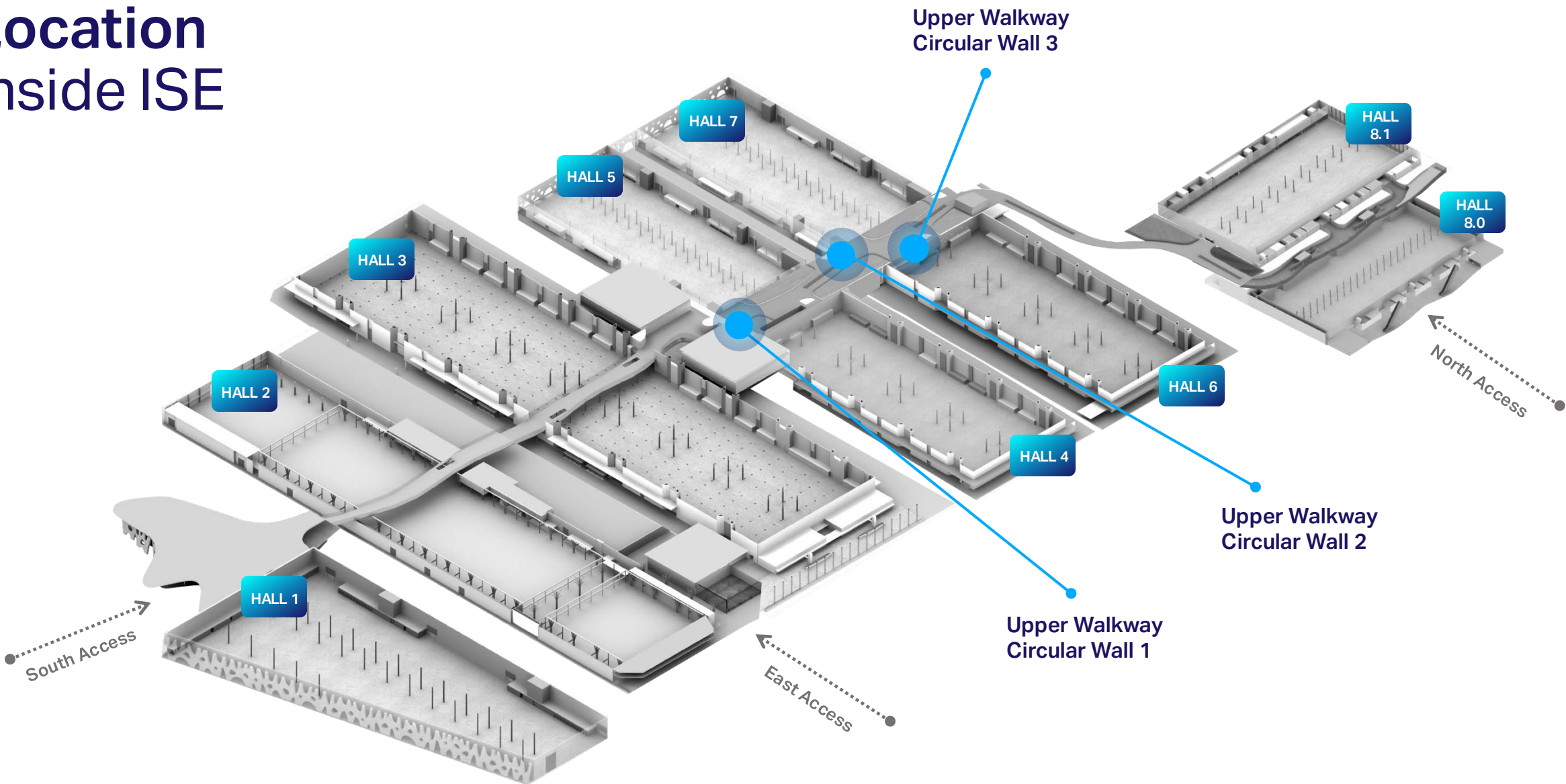
There are three circular walls and each has a unique size; CW.1 spans 3302 cm in width x 360 cm in height, CW.2 measures 3322 cm in width x 348 cm in height, and CW.3 stretches 3328 cm in width x 360 cm in height.

The Circular Walls on the upper walkway give you ample space to leave a memorable impact on attendees through the duration of ISE 2026.

Each wall represent a valuable marketing and advertising asset which can elevate your brand's visibility, communicate brand messages, and navigate visitors to your stand location.



Location Inside ISE





Awareness & Statement Opportunities

The 'Beyond Your Booth at ISE' Awareness and Statement portfolio contains a number of opportunities for exhibitors to build on their brand awareness.

Whether your campaign is looking to increase brand recognition, to differentiate, create emotional connections, improve customer loyalty, build positive word of mouth or just tell ISE audiences you are exhibiting at the world-leading AV and systems integration show there are options to suit all budgets and plans.

Entrances & Access to ISE:

- Hall Entrance Clips (5/10/15 seconds)
- Escalators (11)
- Travelators (5)
- Restrooms



Hall Entrance Clips

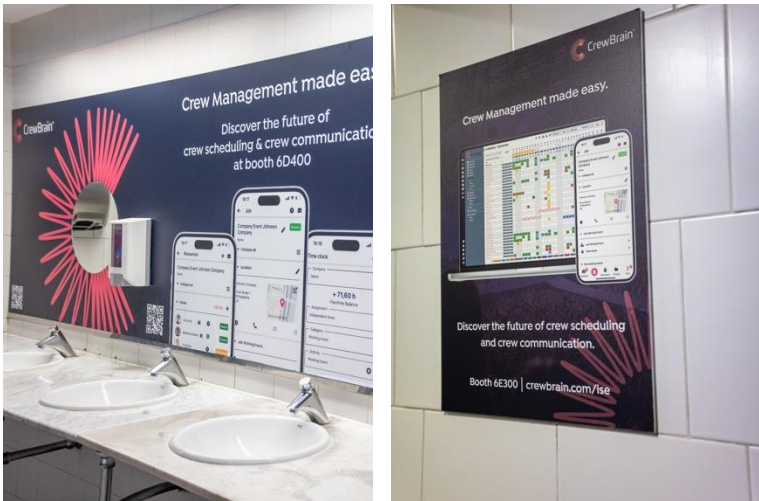
ISE presents nine halls at Fira de Barcelona. Strategically situated at the entrance of each hall are digital screens, designed to create awareness of exhibitors in the hall. At the entrance of each hall, we offer exhibitors the opportunity to buy a 5, 10 or 15 second clip to convey their brand message to a diverse ISE audience. This branding and advertising opportunity enables you to enhance the reach and impact of your brand to the thousands of attendees who will be exploring the show across all four-days.

**Opportunity to buy a
5, 10 or 15 second clip**



Escalators (11) & Travelators (5)

The upper walkway allows ISE attendees to move seamlessly throughout Fira Barcelona. There are 11 escalators and 5 travelators placed strategically throughout the South Access and upper walkway. The escalators and travelators represent an original opportunity to create a lasting impression with ISE audiences on the move. Branding on the escalators and travelators at ISE allows you unique, prominent, unparalleled display space and the scope to generate extended visibility to your brand. Whether you're looking to promote a new product or increase brand awareness, booking the upper walkways escalators and travelators creates a platform for memorable messaging experiences to ISE's highly attentive visitors.

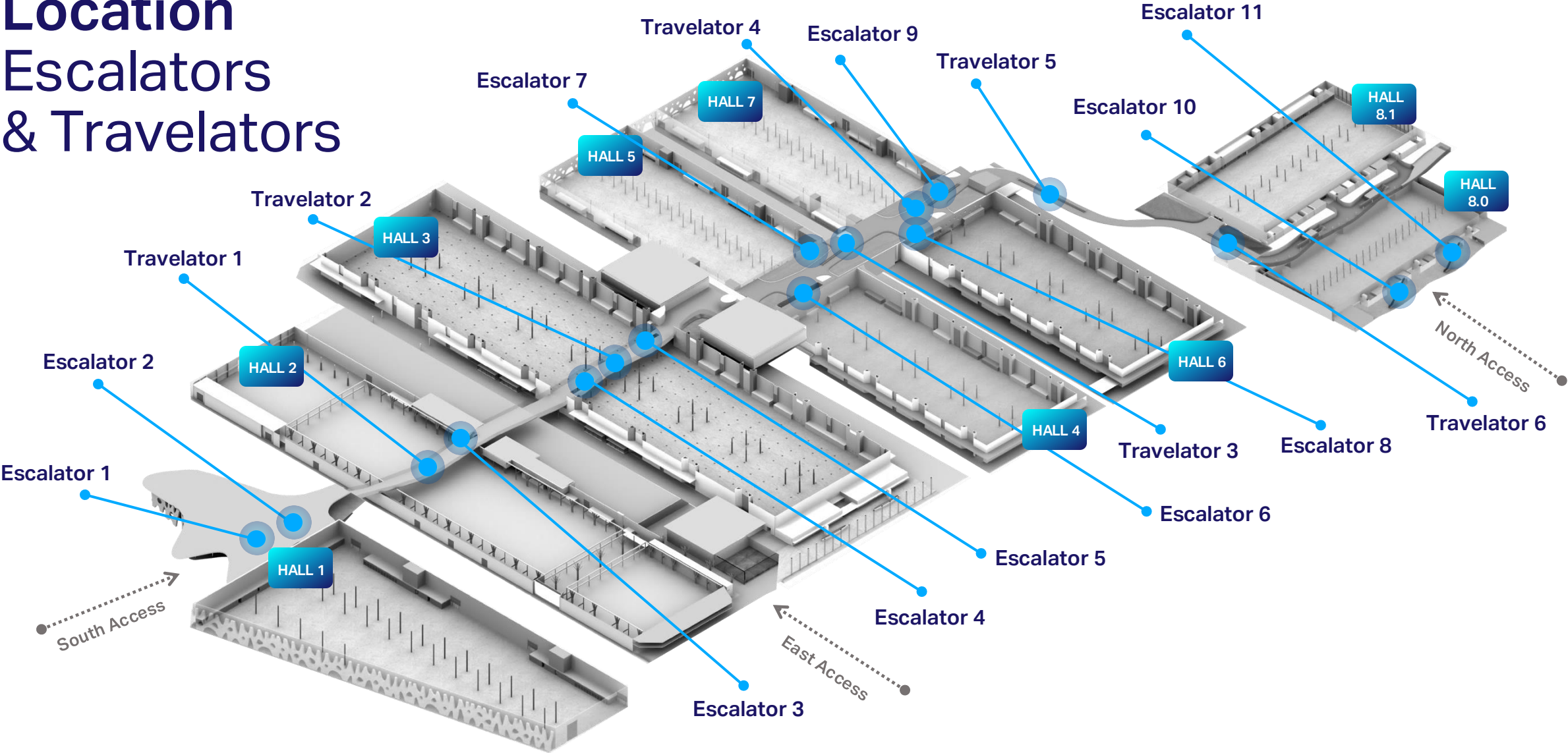


Restrooms

Companies can underestimate the impact of advertising in restrooms. By strategically placing your brand on mirrors, doors and in lightbox frames, you have the potential to engage your target audience with uninterrupted messaging. In each hall, there are exclusive branding opportunities that allow you to create a memorable impression on your audience. There are a total of 40 restroom facilities spread across nine halls, providing ample chances to connect with your audience.

If you're interested in exploring these branding options further, please contact our ISE Sponsorship Sales manager for more information.

Location Escalators & Travelators





Navigation & Wayfinding Opportunities

With 9 halls, a suite of conferences and immersive showfloor features the Navigation and Wayfinding portfolio consist of a range of opportunities before, during and after the show to help exhibitors drive customers to their booth.

We have presented a number of options to enable exhibitors to boost brand visibility, and ensure ISE audiences can locate and visit your booth and thereby drive your sales pipeline.

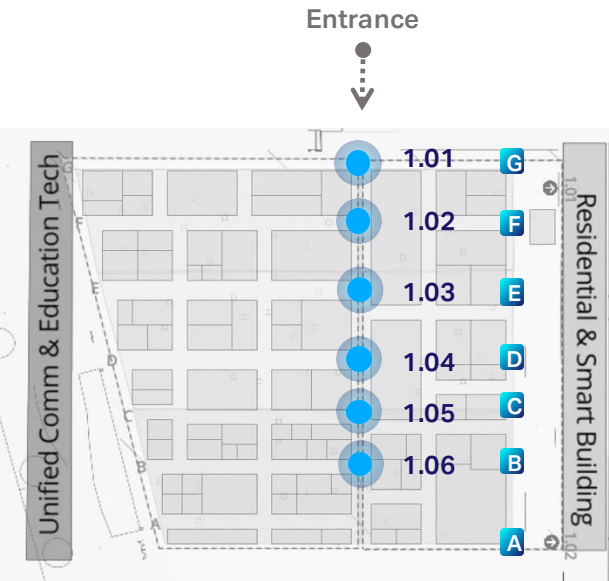
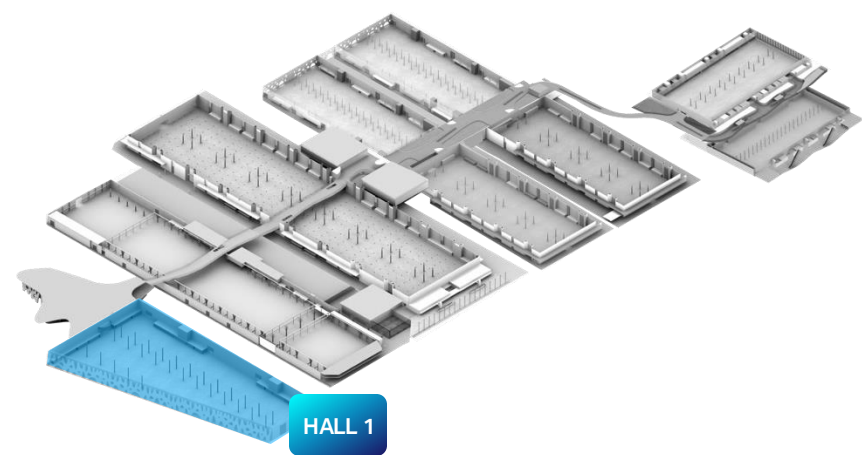
Inside ISE:

- Aisle Banners Hall 1
- Aisle Banners Hall 2
- Aisle Banners Hall 3
- Aisle Banners Hall 4
- Aisle Banners Hall 5
- Aisle Banners Hall 6
- Aisle Banners Hall 7
- Aisle Banners Hall 8.0
- Aisle Banners Hall 8.1
- Floorstickers
- Fold-out Floorplan
- Loading Bay Frames
- Outdoor Hanging Frame Banners
- Upper Walkway Hanging Banners

Aisle Banners Hall 1

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

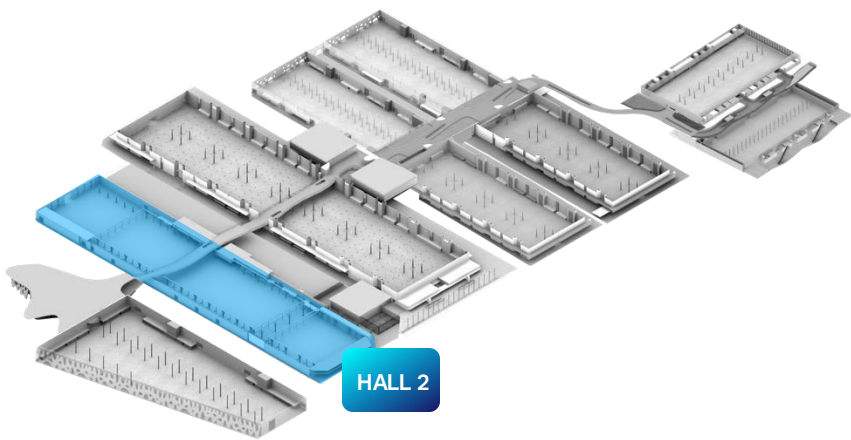
ISE offers 6 Aisle Banners in Hall 1, and with each measuring 2 meters wide x 4 meters high gives you ample space to make a brand impact. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



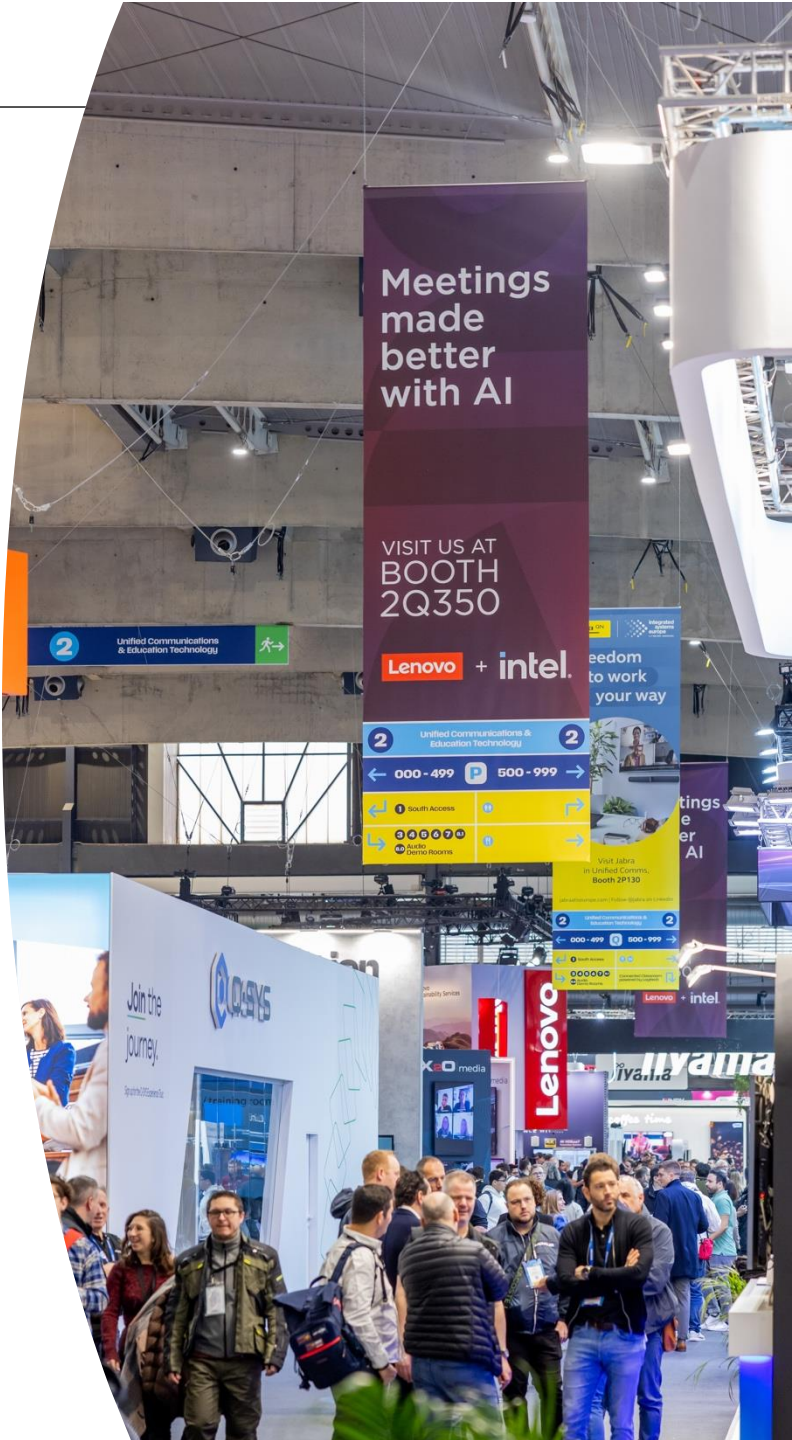
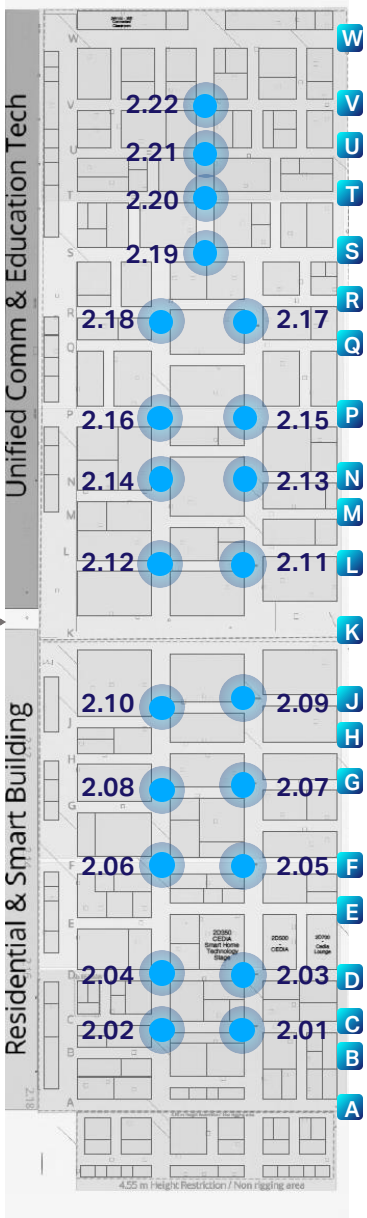
Aisle Banners Hall 2

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

ISE offers 22 Aisle Banners in Hall 2, and with each measuring 2 meters wide x 6 meters high gives you ample space to make a brand impact. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



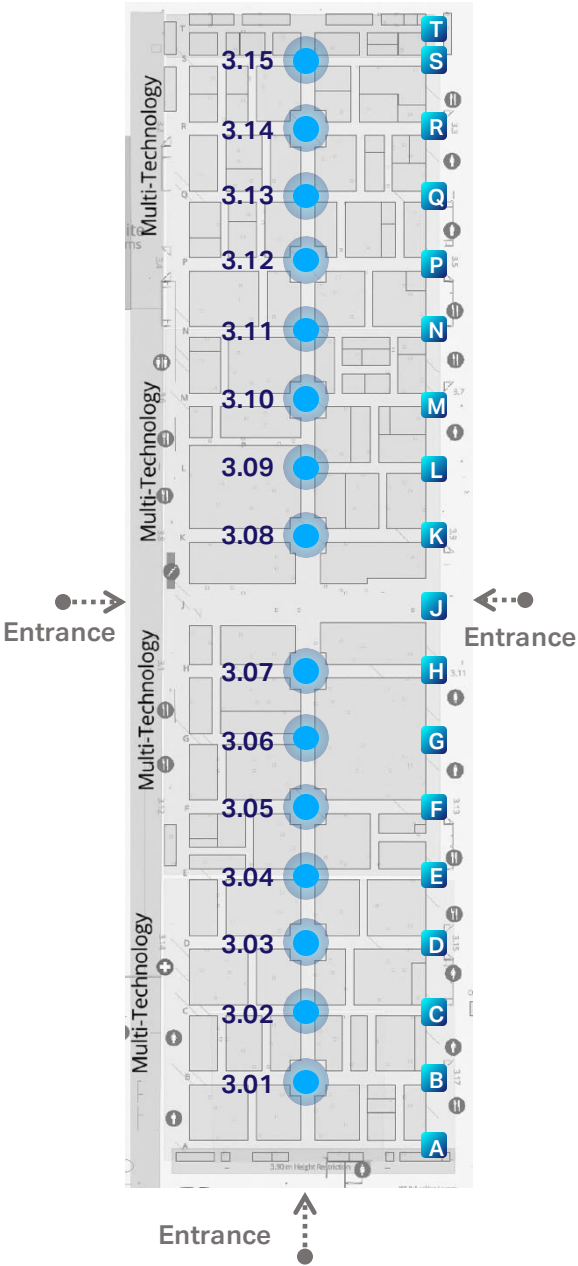
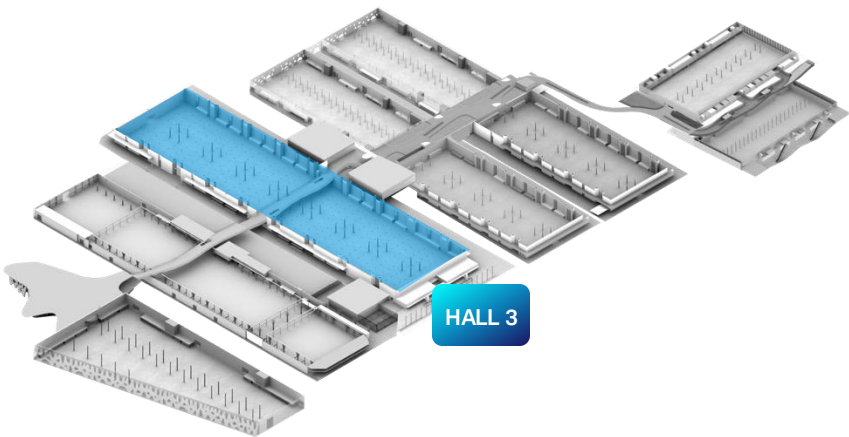
Entrance ●→



Aisle Banners Hall 3

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

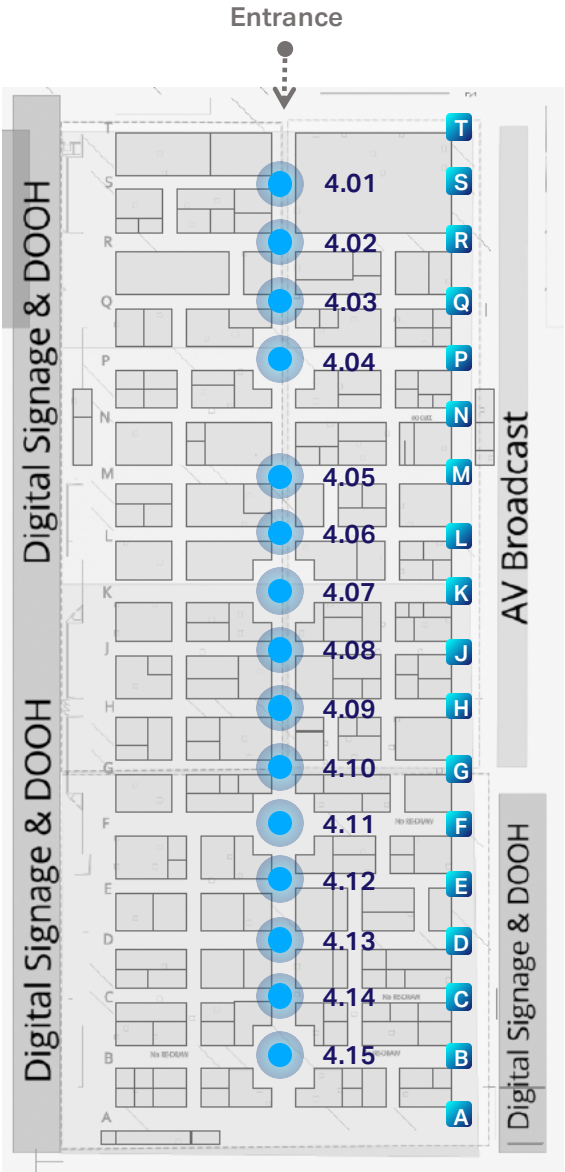
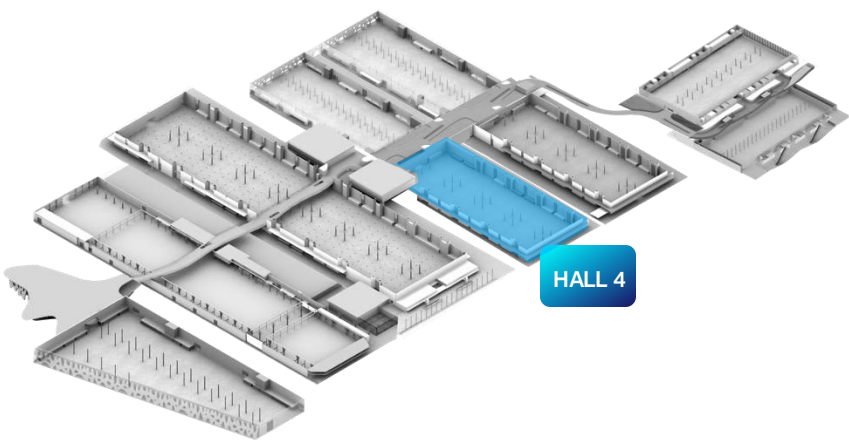
The multi-technology Hall 3 offers 15 Aisle Banners. Each aisle banner measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle banners provide you with a high visibility and cost effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



Aisle Banners Hall 4

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

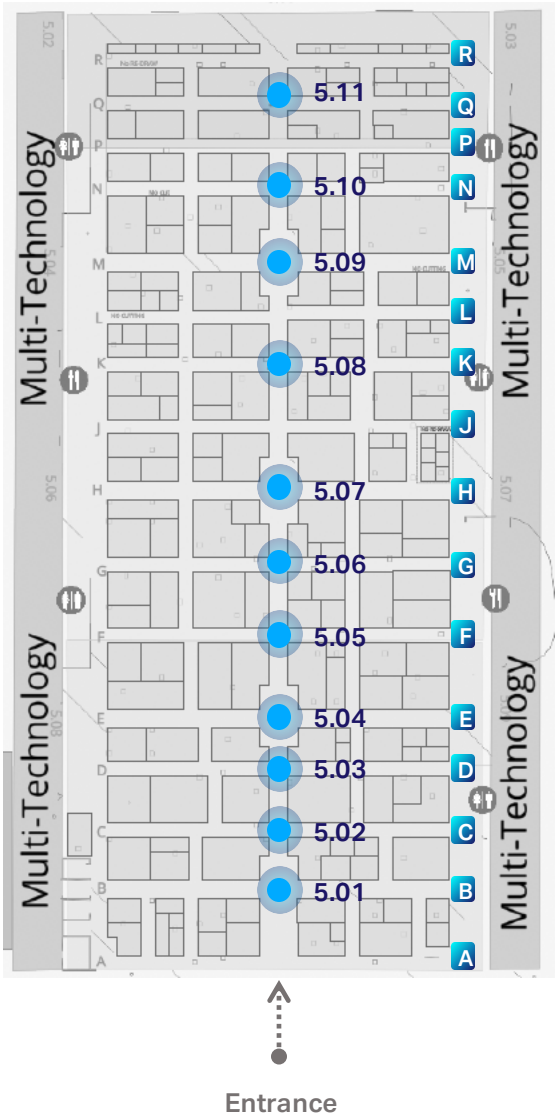
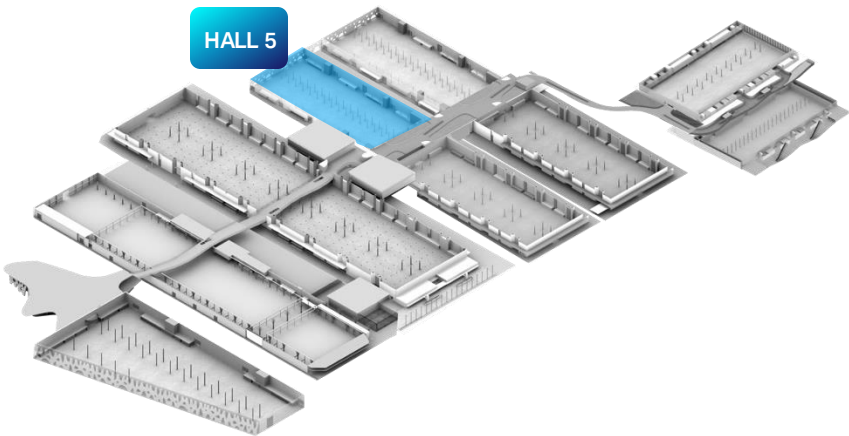
The Hall 4 offers 15 Aisle Banners. Each aisle banner measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



Aisle Banners Hall 5

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

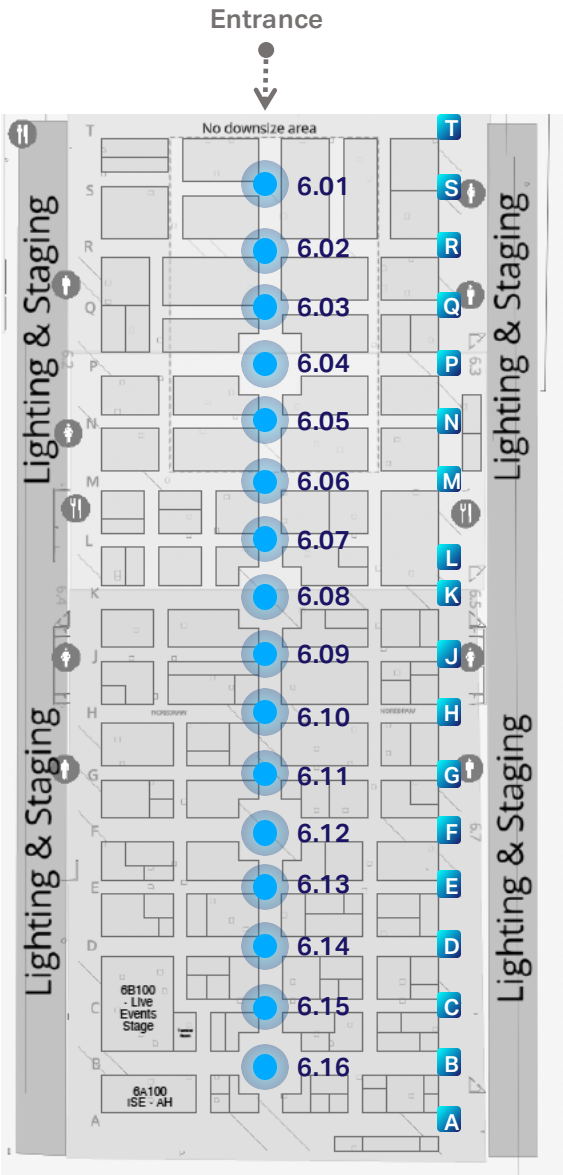
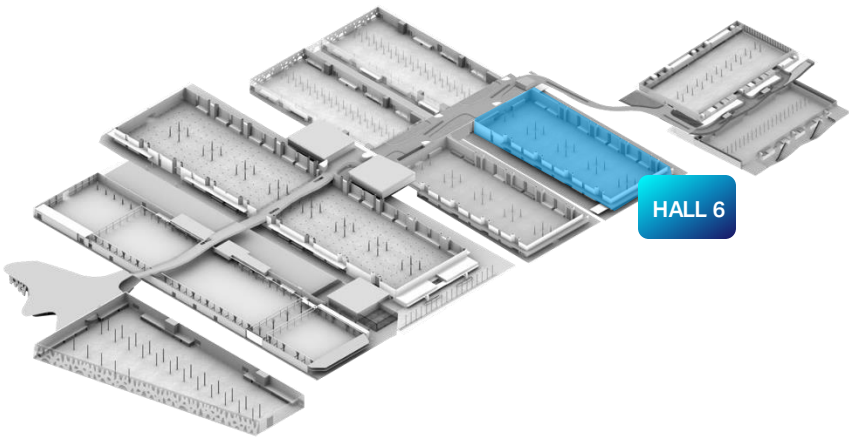
The Hall 5 offers 11 Aisle Banners. Each aisle banner measures 2 meters wide x 4 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle banners provide you with a high visibility and cost-effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



Aisle Banners Hall 6

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. By continuously reminding and reinforcing your essential messages you have the power to cultivate preference and encourage purchasing decisions. ISE provides a range of highly visible advertising opportunities in the form of Aisle Banners in all our Technology zones.

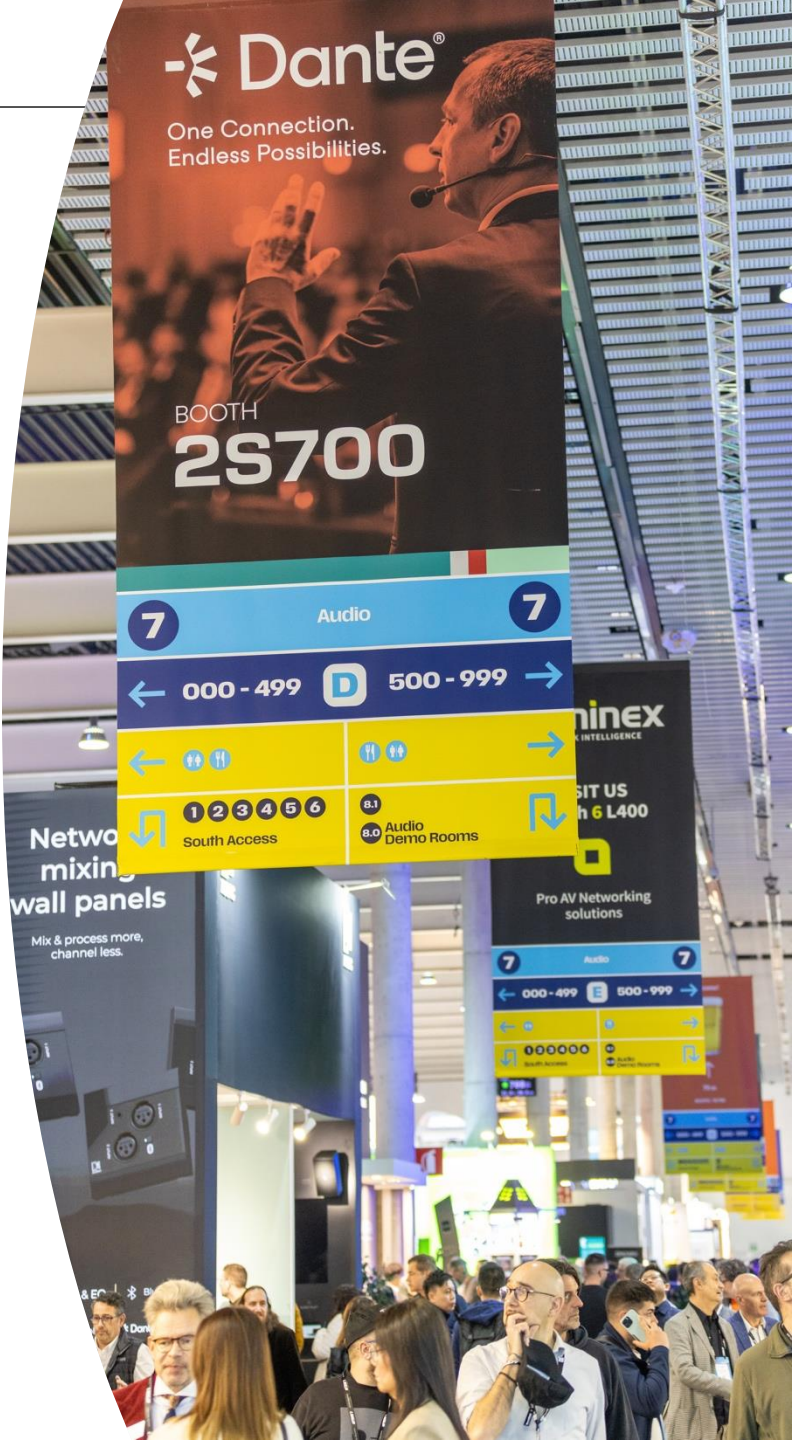
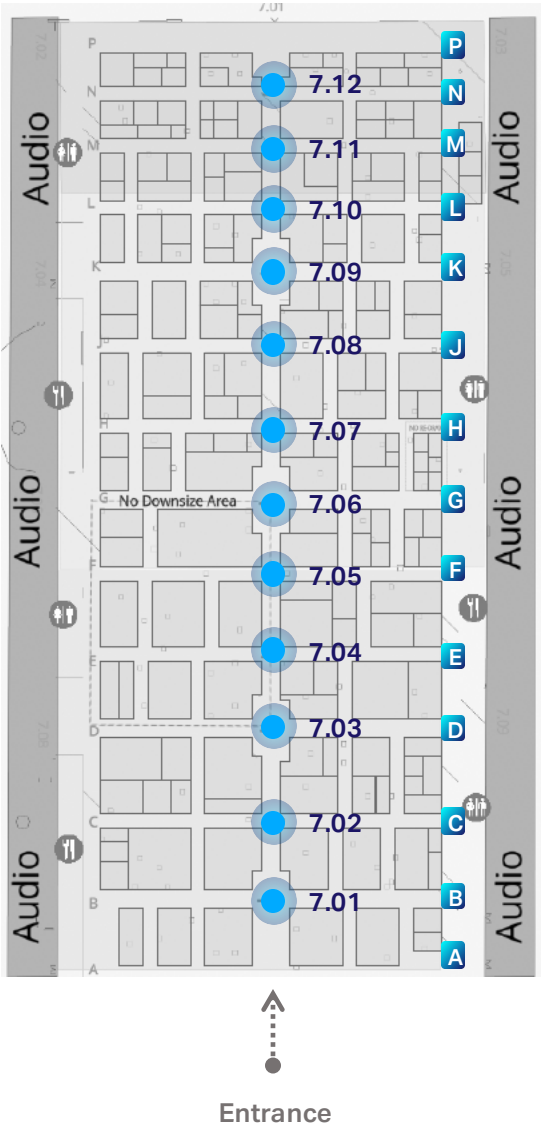
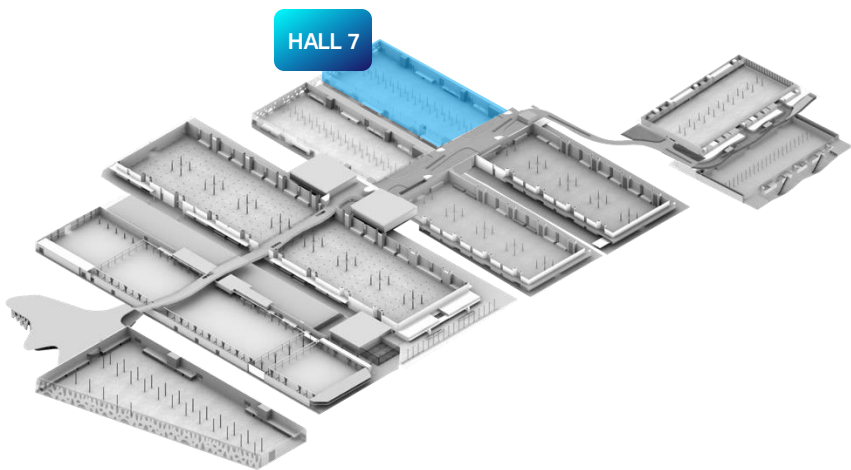
There are 16 Aisle Banners on offer in Hall 6. Each aisle banners measures 2 meters wide x 6 meters high. The double height design of Fira Barcelona means your message can be seen by visitors on the show floor and from the upper walkway. Aisle banners provide you with a high visibility and cost effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



Aisle Banners Hall 7

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

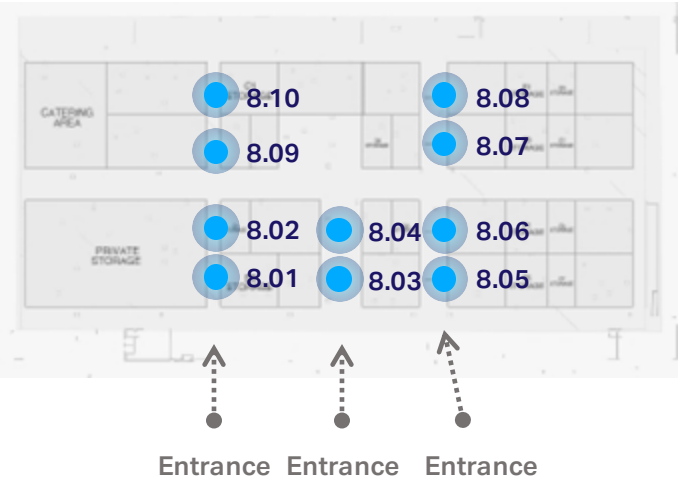
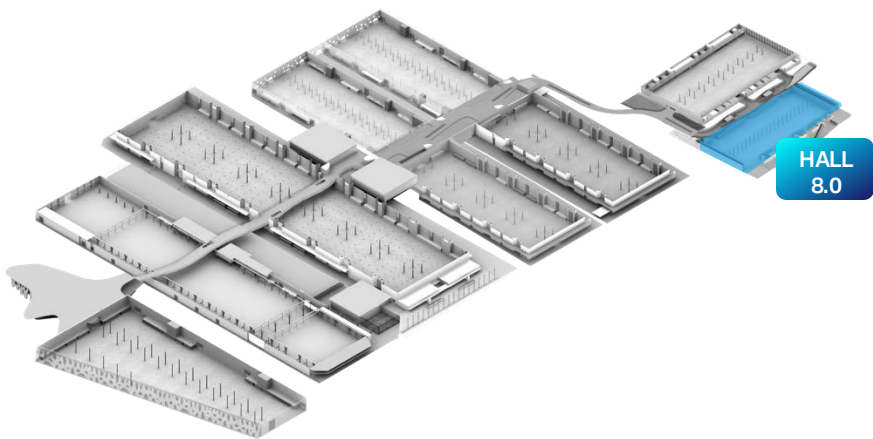
Aisle banners in Hall 7 measure 2 meters wide x 4 meters high. Aisle banners provide you with a high visibility and cost effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



Aisle Banners Hall 8.0

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

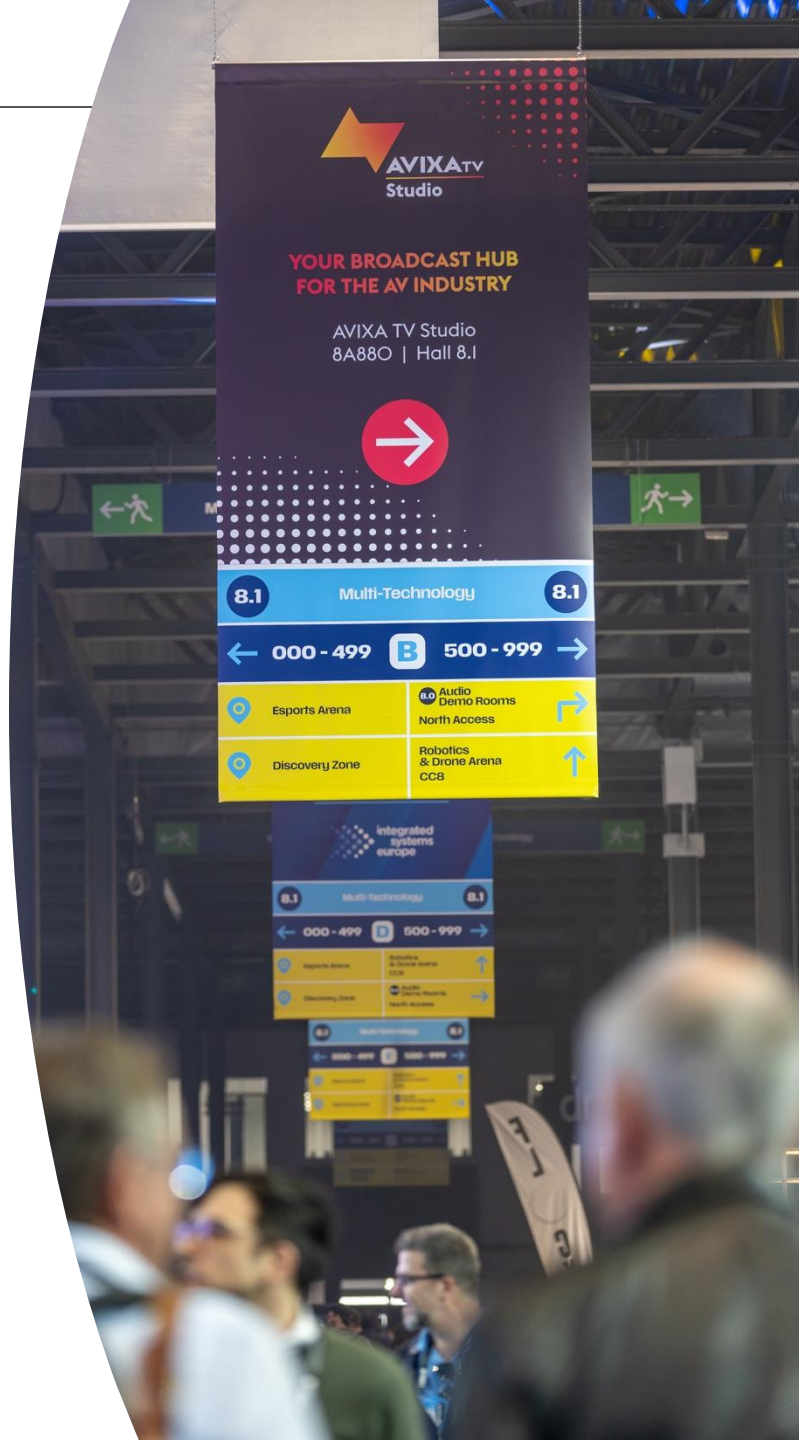
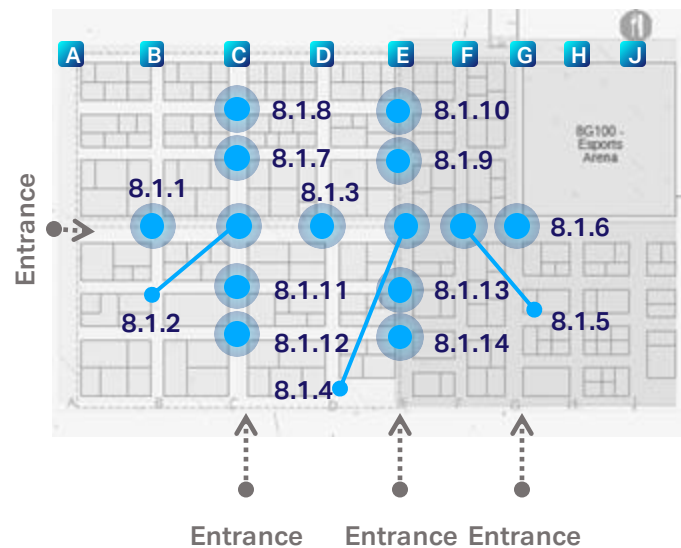
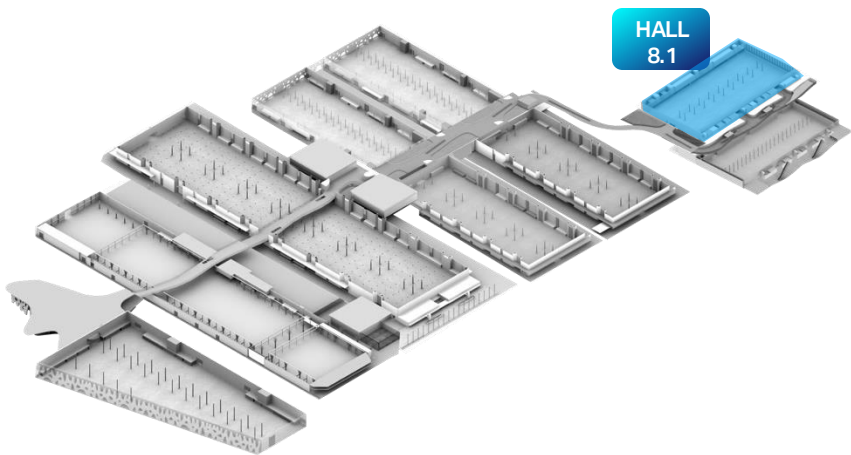
Aisle banners in Hall 8.0 measure 1.20 meters wide x 2 meters high. Aisle banners provide you with a high visibility and cost effective advertising option to effectively convey your message to a captivated audience, maximize your reach and impact.



Aisle Banners Hall 8.1

Advertising plays a crucial role in raising awareness, attracting potential customers, generating demand, and enhancing knowledge about both new and existing products. It has the power to cultivate preference and encourage purchasing decisions by continuously reminding and reinforcing ISE's audience to engage with brands and reinforce the "right" choice. To help you effectively communicate your essential brand position and differentiate yourself ISE provides a range of high impact advertising opportunities in the form of Aisle Banners.

Aisle banners in Hall 8.1 measure 2 meters x 4 meters high. Aisle banners provide you with a high visibility and cost effective advertising option to effectively convey your message to a captivated audience and maximize your reach and impact.





Loading Bay Frames

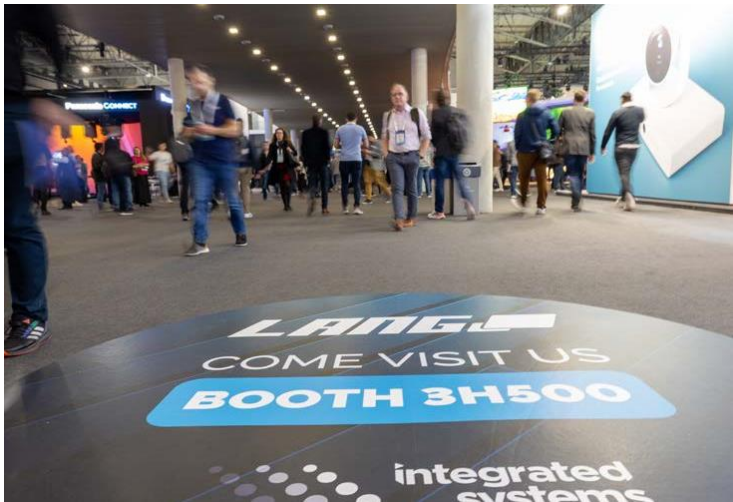
Loading Bay Frames are located in between and outside the entrance of all halls. Loading Bay Frames are the banners next to the big doors outside in the loading bays. They represent a unique opportunity to create brand awareness. Their sheer size makes them an unmissable option for statement branding.

Measurement:

- **Hall 1** - 1.01, 1.02 = 300 x 200 cm.
- **Hall 2** - 2.04, 2.06, 2.08, 2.10, 2.12, 2.14 = 300 x 200 cm.

- **Hall 3** - 3.03, 3.05, 3.06, 3.07, 3.08, 3.09, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16, 3.17 = 339 x 249 cm.
- **Hall 4** - 4.02, 4.03, 4.04, 4.05, 4.06, 4.07, 4.08, 4.09 = 339 x 249 cm.
- **Hall 5** - 5.02, 5.03, 5.04, 5.05, 5.06, 5.07, 5.08, 5.09 = 339 x 249 cm.
- **Hall 6** - 6.02, 6.04, 6.06, 6.08 = 339 x 249 cm.
- **Hall 7** - 7.02, 7.04, 7.06, 7.08 = 327 x 240 cm.





Floorstickers

Upper Walkway Floor Stickers are an original and impactful marketing tool. Before customers ascend or descend escalators (E.01, E.02, E.03, E.04, E.05, E.06, E.07, E.08, E.09, E.10 and E.11), and at the starting and ending points of travelators (T.01, T.02, T.03, T.04 and T.05), you can showcase your brand and attract attention by incorporating eye-catching graphics and decals on the floor. Floor stickers at ISE 2025 can be strategically placed in various locations, ensuring repetitive brand visibility. With a diameter of 250 cm, the floor stickers are positioned throughout the four-days of the show and provide ample space to showcase your message and make a lasting impression. By booking floor stickers you can captivate the attention of visitors and strengthen your brand's identity with originality and creativity.



Outdoor Hanging Frame Banner

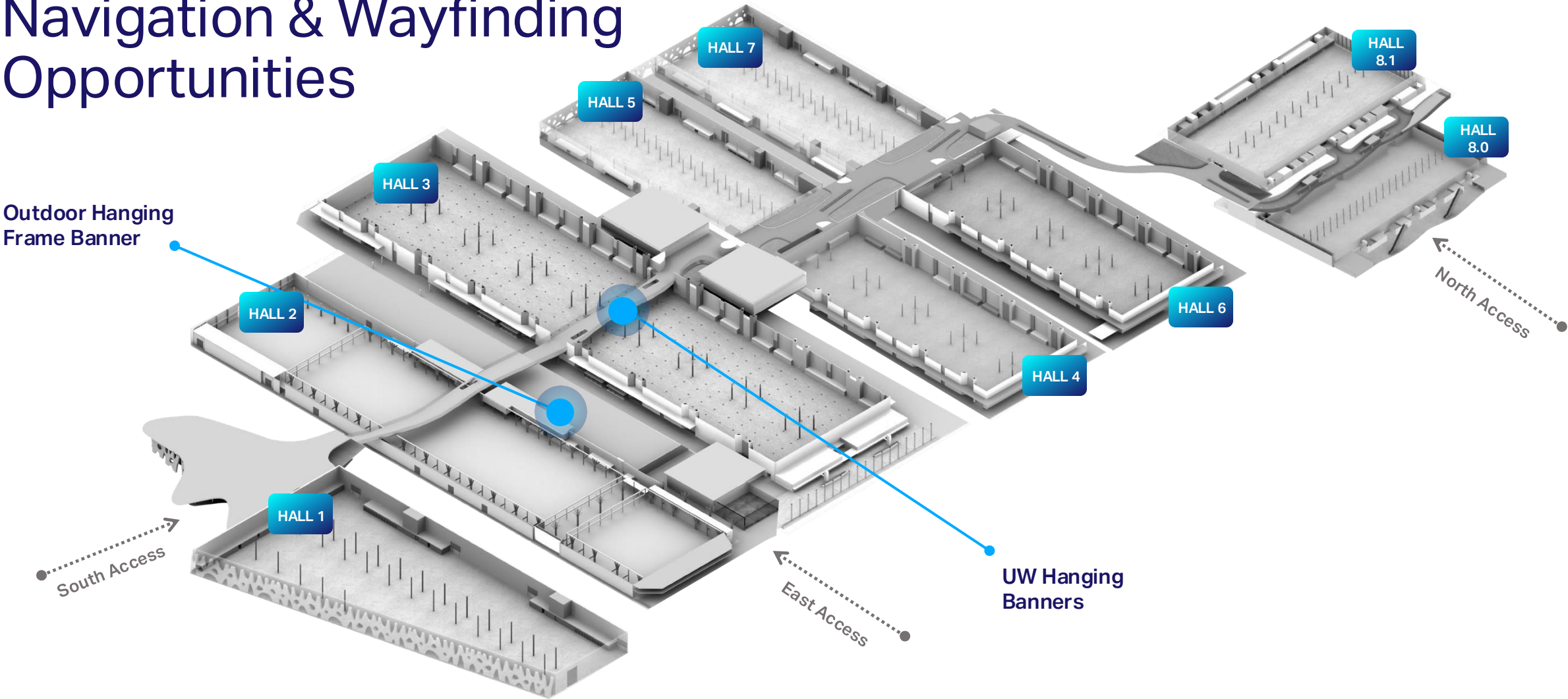
Enhance your brand's visibility by strategically placing your branding in the highly sought-after areas adjacent to Halls 2 and 3. The vibrant outdoor courtyard, bustling with activity and offering a variety of catering option, provides a captive audience for your brand. The hanging frames are located between Hall 2 and 3 in the outdoor courtyard. There are 12 hanging frames available which can be customized with your unique brand messaging. The hanging frame banners gives you a bold opportunity to prominently showcase your message and gain additional exposure by being viewed from the Upper Walkway.



UW Hanging Banners

The Upper Walkway is a vital link for visitors moving through Fira Barcelona and around ISE's halls and technology zones. The upper walkway offers a unique opportunity to capture the attention of everyone looking to access the conferences, meeting rooms, the gardens and the show floors. Situated above Hall 3 at a premium location on the Upper Walkway are 16 hanging banners. These banners are an impressive 1.60 meters wide x 4.40 meters high, making them impossible to miss. Investing in this opportunity ensures your brand has prominence and grabs the attention from the ISE footfall on the Upper Walkway.

Location Navigation & Wayfinding Opportunities



Prices & Priority Points

Sponsorship Item	Price	Priority points
East Access Billboard	€ 17.500	6,48
South Access Roundabout	€ 200.000	74,07
South Access Billboard	€ 56.500	20,93
Lanyards & Badge Holders	€ 148.000	54,81
East Access Canvas Wall	€ 8.000	2,96
East Access Double-sided Banners (17)	€ 10.500	3,89
East Access Hall 3 Entrance Banner	€ 10.500	3,89
North Access Double-sided Pillars (13)	€ 10.500	3,89
North Access Registration Counters (4)	€ 7.500	2,78
South Access +1 Wall	€ 16.000	5,93
South Access Wall	€ 16.000	5,93
South Access Hall 2 +1 Wall	€ 14.000	5,19
South Access to Hall 2 Banner	€ 15.000	5,56
South Access Double-sided Pillars (6)	€ 19.000	7,04
South Access Double-sided Pillars (5)	€ 19.000	7,04
South Access Registration Counters	€ 10.000	3,70
South Access Totem Banners (2)	€ 10.000	3,70
Upper Walkway Circular Walls	€ 13.500	5
Hall Entrance Clips (5/10/15 Seconds)	5-sec clip € 2.500	0,93
	10-sec clip € 5.000	1,85
	15-sec clip € 7.500	2,78

Sponsorship Item	Price	Priority points
Escalator (1) - EM	€ 9.750	3,61
Escalator (2) – E1 (south access)	€ 17.800	6,59
Escalator (3) - E2 (hall 2)	€ 12.360	4,58
Escalator (4) - E3.1 (hall 3)	€ 12.360	4,58
Escalator (5) - E3.2 (hall 3)	€ 12.360	4,58
Escalator (6) - E4 (hall 4)	€ 12.360	4,58
Escalator (7) - E5 (hall 5)	€ 12.360	4,58
Escalator (8) - E6 (hall 6)	€ 12.360	4,58
Escalator (9) - E7 (hall 7)	€ 12.360	4,58
Escalator (10) - E8 (hall 8)	€ 15.500	5,74
Escalator (11) - E9	€ 15.500	5,74
Travelator (1) (WT2)	€ 9.785	3,62
Travelator (2) (WT3)	€ 12.360	4,58
Travelator (3) (WT4)	€ 14.000	5,19
Travelator (4) (WT6)	€ 14.000	5,19
Travelator (5) (WT7)	€ 12.360	4,58
Travelator (6) (WT8)	€ 9.785	3,62

Prices & Priority Points

Sponsorship Item	Price	Priority points
Hall 1 Restrooms		
Restroom Posters Hall 1	€ 6.000	2,22
Restroom Mirrors Hall 1	€ 11.500	4,26
Restroom Posters and Mirrors Hall 1	€ 16.000	5,93
Hall 2 Restrooms		
Restroom Posters Hall 2	€ 8.000	2,96
Restroom Mirrors Hall 2	€ 13.000	4,81
Restroom Posters and Mirrors Hall 2	€ 20.000	7,41
Hall 3 Restrooms		
Restroom Posters Hall 3	€ 8.000	2,96
Restroom Mirrors Hall 3	€ 13.500	5
Restroom Posters and Mirrors Hall 3	€ 20.500	7,59
Hall 4 Restrooms		
Restroom Posters Hall 4	€ 7.000	2,59
Restroom Mirrors Hall 4	€ 10.500	3,89
Restroom Posters and Mirrors Hall 4	€ 16.500	6,11
Hall 5 Restrooms		
Restroom Posters Hall 5	€ 7.000	2,59
Restroom Mirrors Hall 5	€ 11.000	4,07
Restroom Posters and Mirrors Hall 5	€ 17.000	6,30

Sponsorship Item	Price	Priority points
Hall 6 Restrooms		
Restroom Posters Hall 6	€ 6.500	2,41
Restroom Mirrors Hall 6	€ 10.500	3,89
Restroom Posters and Mirrors Hall 6	€ 15.500	5,74
Hall 7 Restrooms		
Restroom Posters Hall 7	€ 7.000	2,59
Restroom Mirrors Hall 7	€ 8.000	2,96
Restroom Posters and Mirrors Hall 7	€ 14.000	5,19
Hall 8.0 Restrooms		
Restroom Posters Hall 8.0	€ 7.000	2,59
Restroom Mirrors Hall 8.0	€ 12.500	4,63
Restroom Posters and Mirrors Hall 8.0	€ 18.500	6,85
Hall 8.1 Restrooms		
Restroom Posters Hall 8.1	€ 7.000	2,59
Restroom Mirrors Hall 8.1	€ 11.500	4,26
Restroom Posters and Mirrors Hall 8.1	€ 17.500	6,48

Prices & Priority Points

Sponsorship Item	Price	Priority points
Aisle Banners		
Aisle Banners Hall 1	€ 3.100	1,15
Aisle Banners Hall 2	€ 3.800	1,41
Aisle Banners Hall 3	€ 3.800	1,41
Aisle Banners Hall 4	€ 3.600	1,33
Aisle Banners Hall 5	€ 3.100	1,15
Aisle Banners Hall 6	€ 3.600	1,33
Aisle Banners Hall 7	€ 3.100	1,15
Aisle Banners Hall 8.0	€ 3.100	1,15
Aisle Banners Hall 8.1	€ 3.100	1,15
Floorstickers	€ 3.000	1,11
Loading Bay Frames	€ 3.500	1,30
Outdoor Hanging Frame Banner	€ 3.500	1,30
UW Hanging Banners	€ 3.500	1,30

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