



**RETAIL
TECHNOLOGY
SHOW** 2-3 April 2025
ExCeL, London

BRANDING &
MEDIA PACK
2025



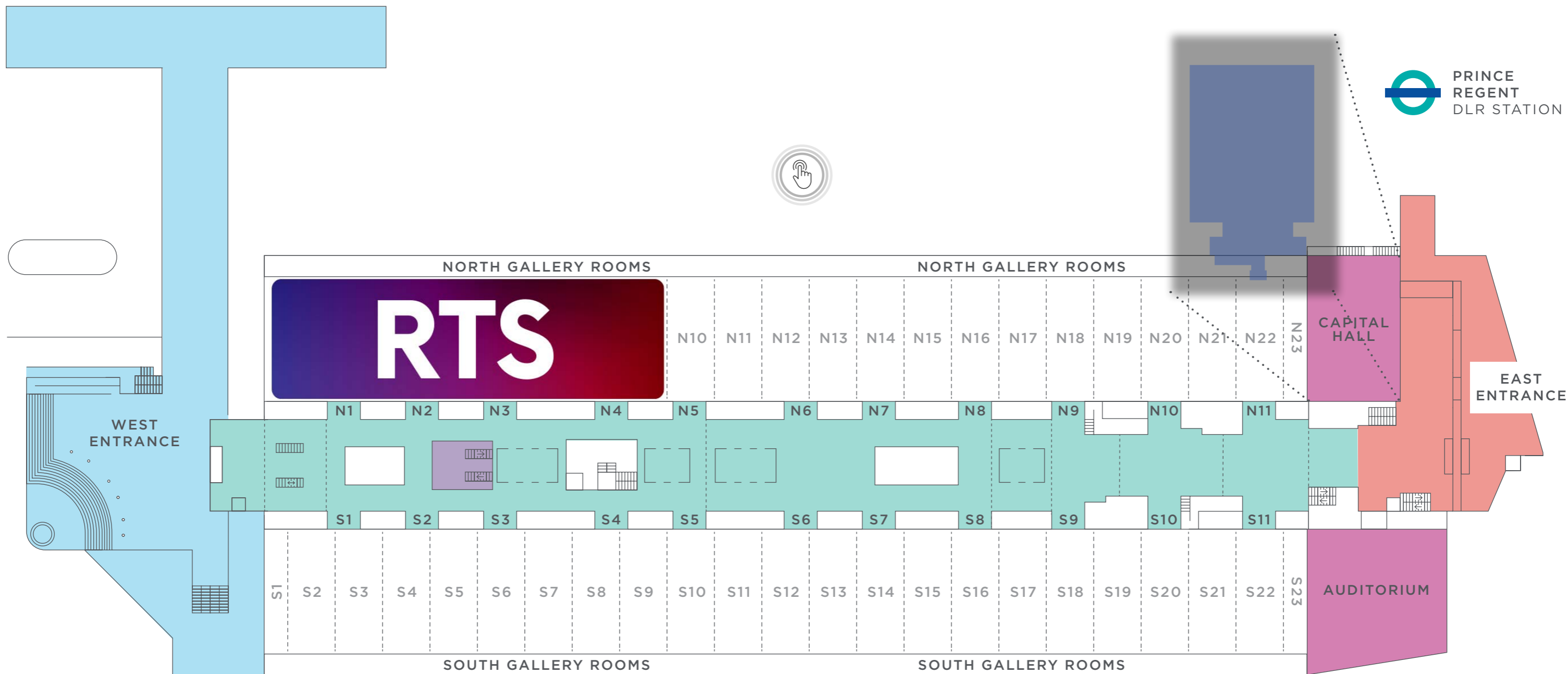
CUSTOM HOUSE
DLR STATION



ELIZABETH
LINE



PRINCE
REGENT
DLR STATION



CUSTOM HOUSE ENTRANCE

BOULEVARD

PLATINUM SUITE

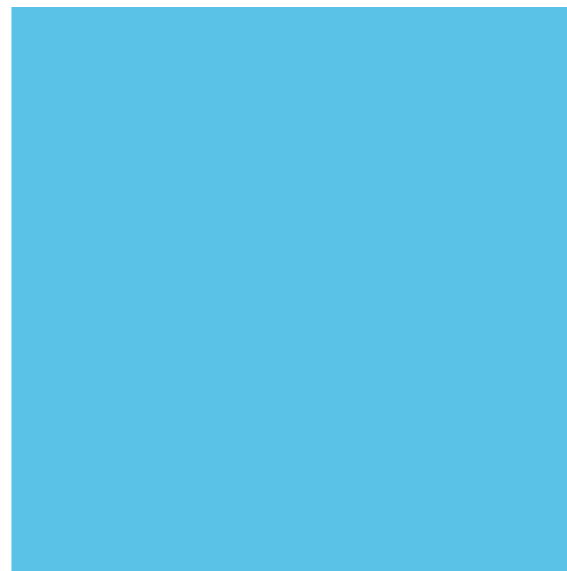
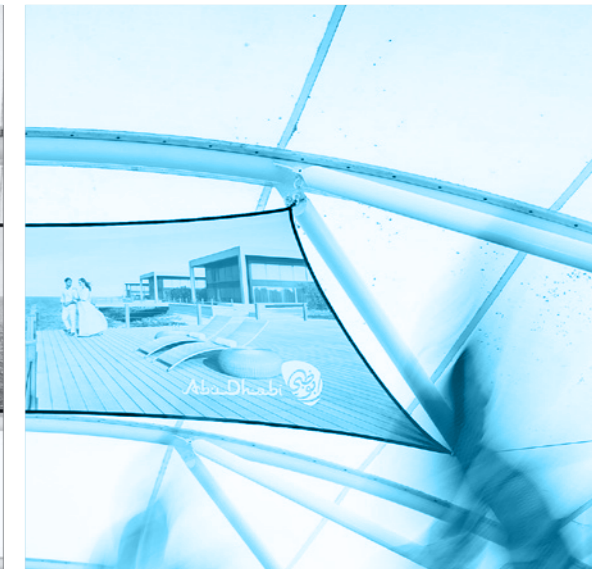
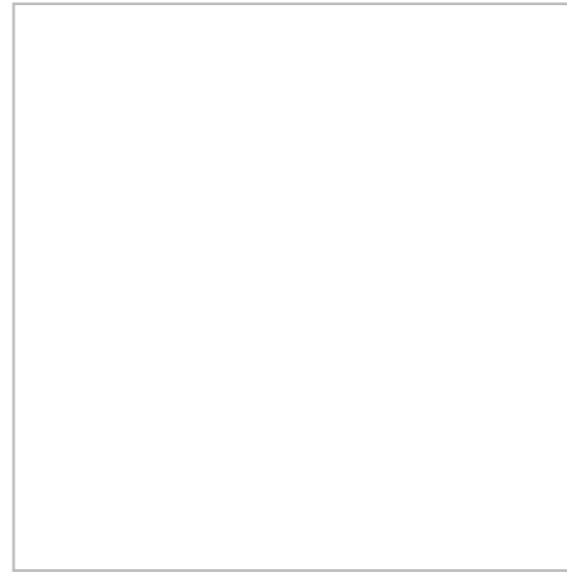
ICC, CAPITAL HALL & AUDITORIUM

PRINCE REGENT ENTRANCE

CAPITAL SUITE

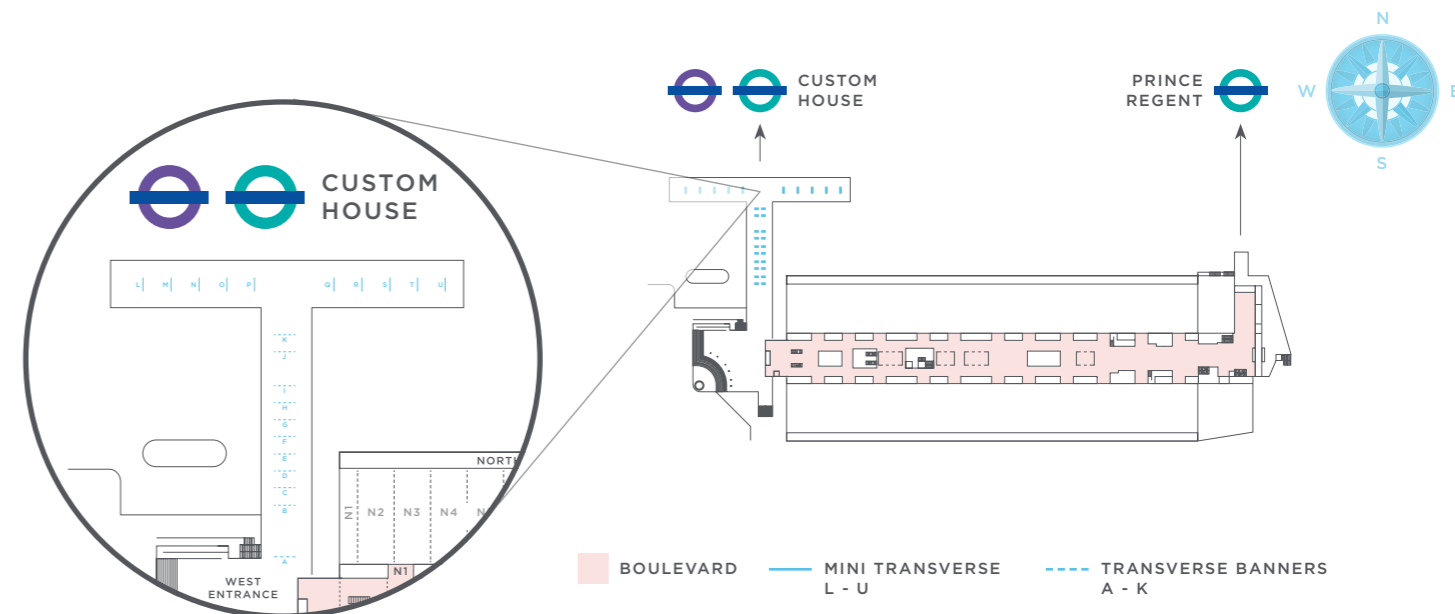


Custom House Entrance



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

Dimensions (W x H)

2,360mm x 795mm

Pack of 5

£7,500

Configuration - Transverse banners

Double-sided

Dimensions (W x H)

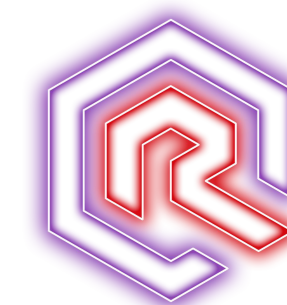
5,250mm x 1,706mm

Pack of 2

£7,500

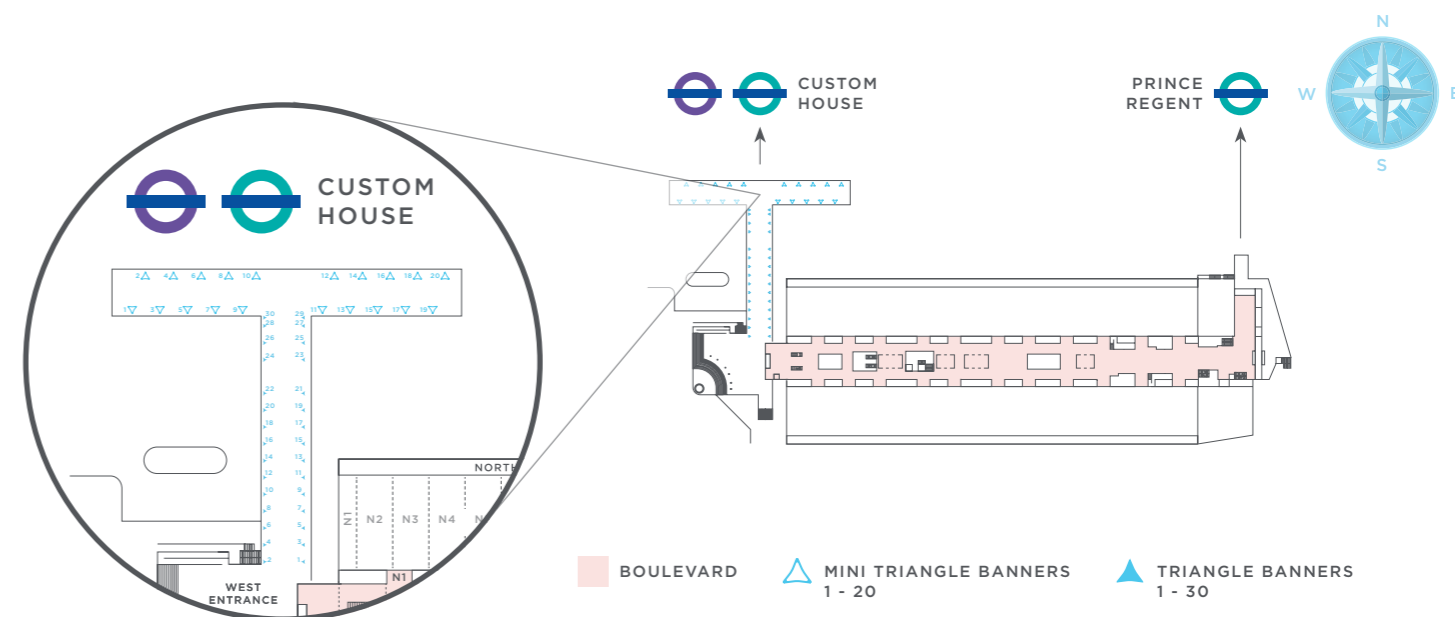
TOP TIP

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

Single-sided

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

Pack of 2

£2,500

Configuration - Triangle banners

Single-sided

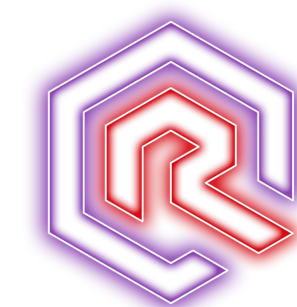
Dimensions (W x H) 3,550mm x 2,750mm

Pack of 2

£3,000

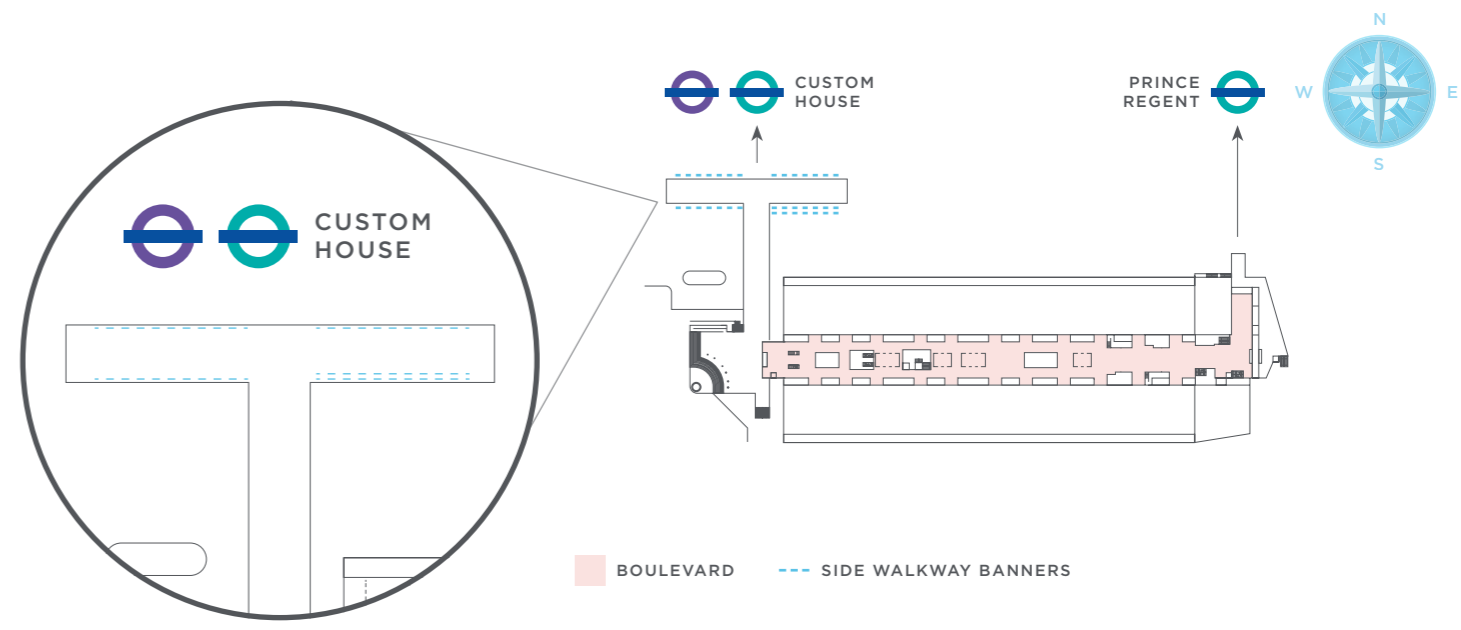
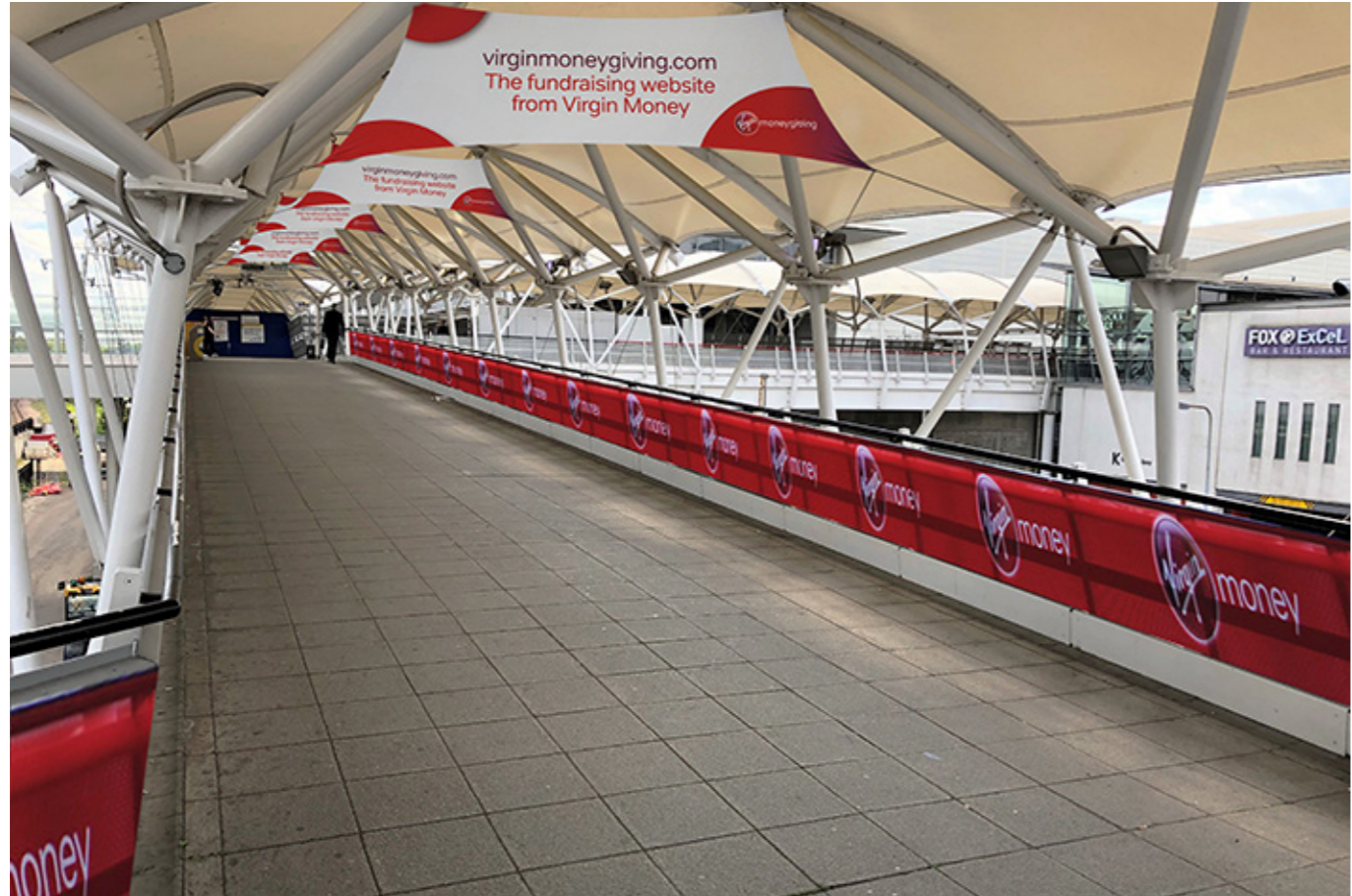
TOP TIP

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.



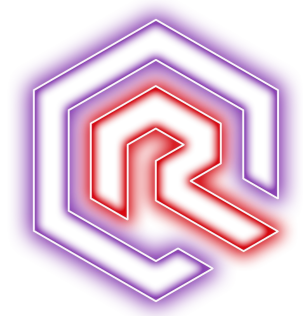
Configuration

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	

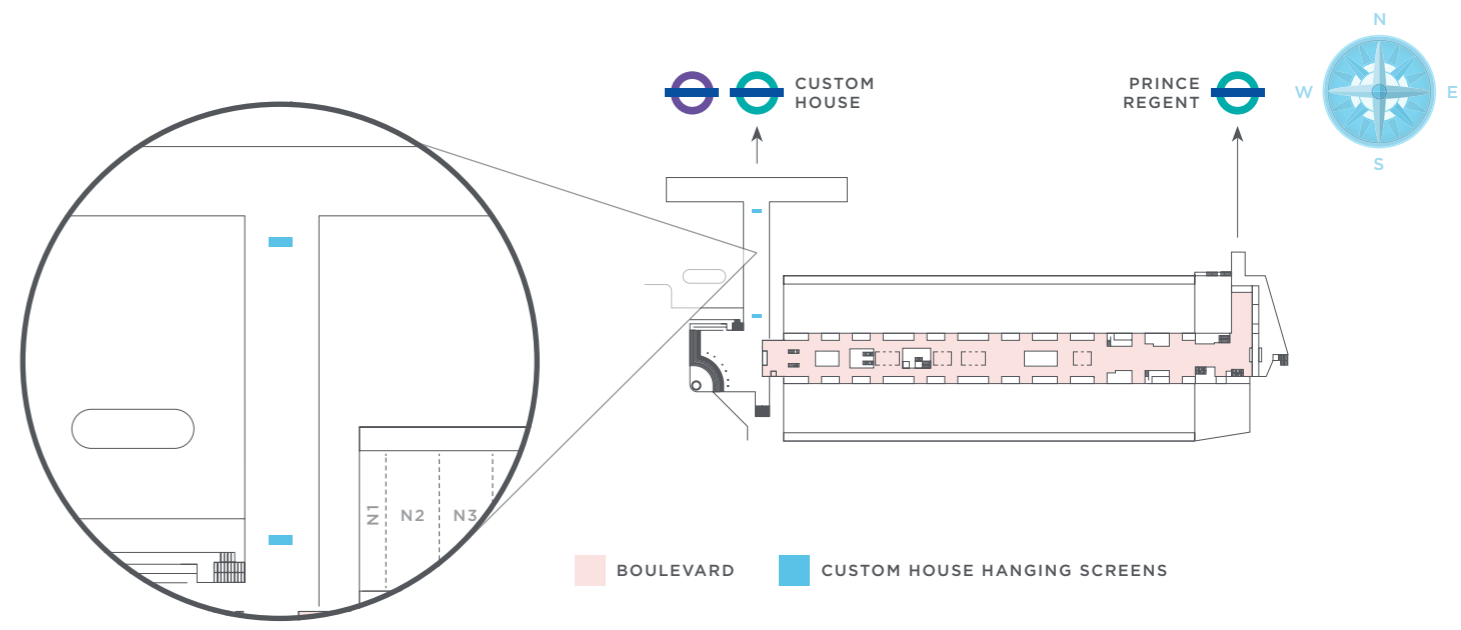
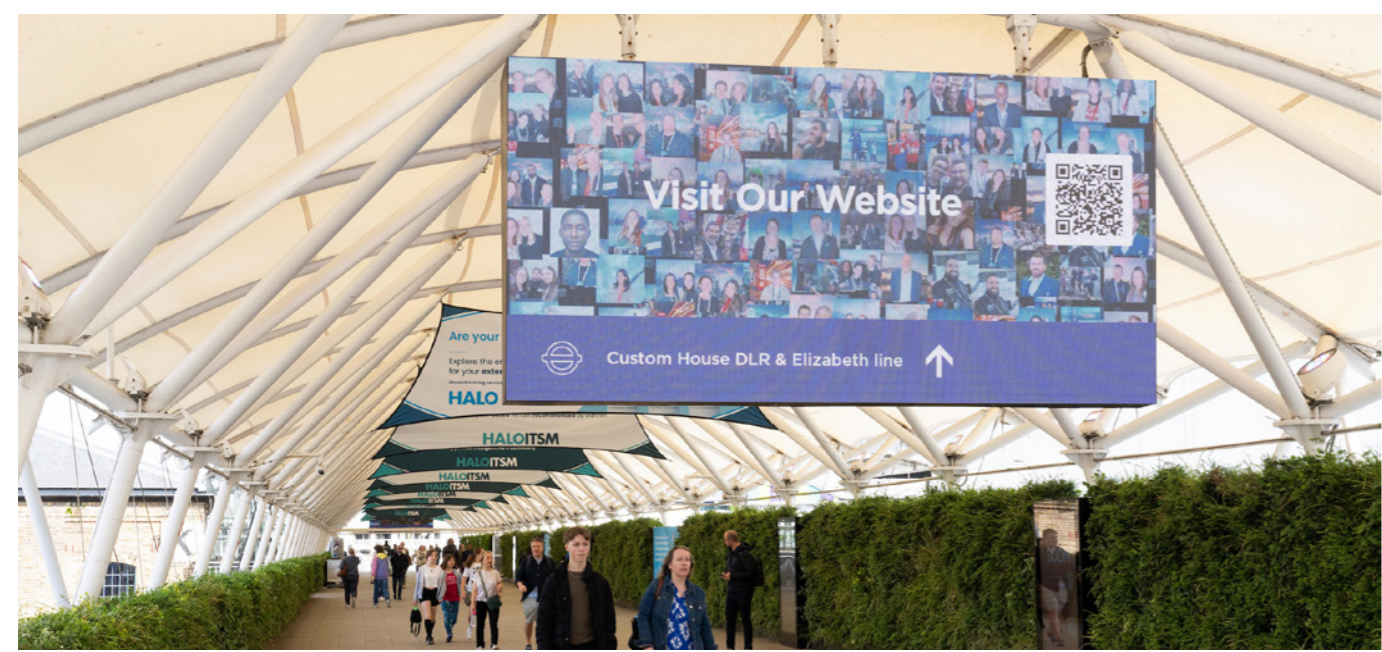
£12,635

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



Custom House 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 your visitors farewell.



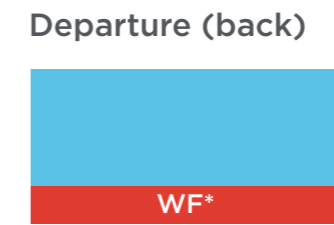
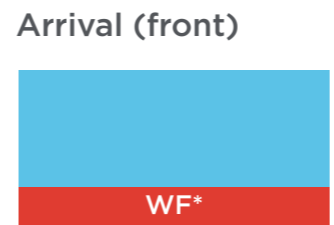
Configuration

Double-sided - with venue wayfinding	
Dimensions (W x H)	4m x 1.5m
Resolution (W x H)	1,024px x 384px
Content ratio	8:3

One 10 second slot
£4,500
 Per Screen

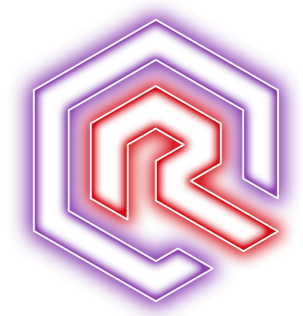
Exclusivity
£25,000
 Per Screen

Screen layout



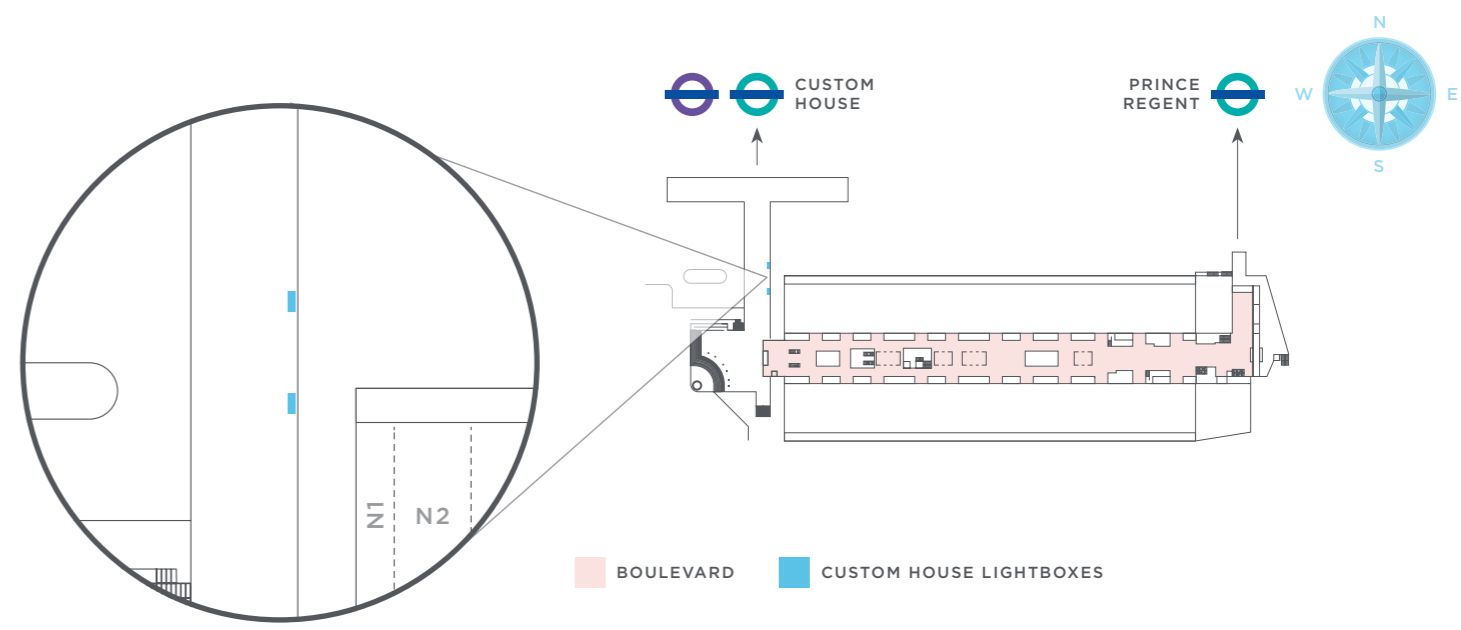
- LED
- HD
- Wayfinding
- Looped
- Streaming

*Always-on Wayfinding



Custom House Lightboxes

Two lightboxes along the Custom House walkway offer a uniquely creative opportunity. With back-lighting included, your branding will always shine bright.



Configuration

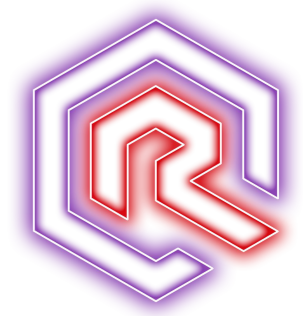
Single-sided

Dimensions (W x H) 4,020mm x 1,610mm

Per Lightbox **£5,995**

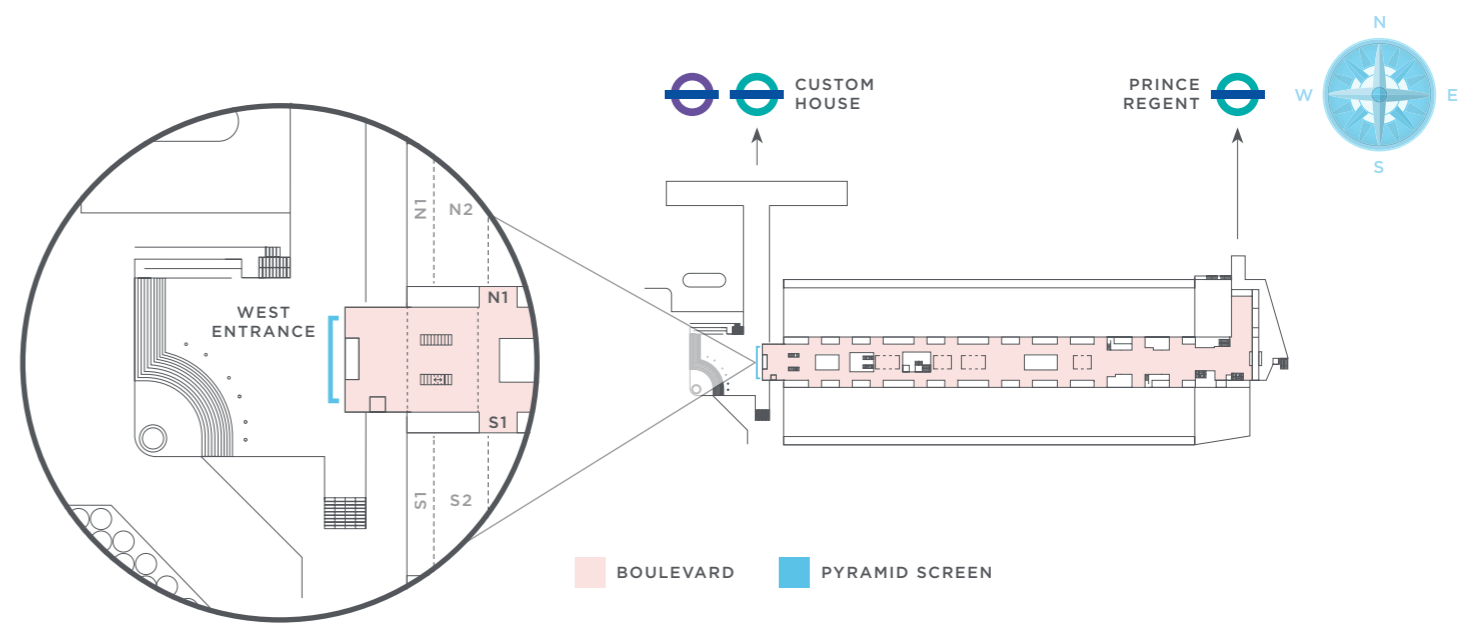
TOP TIP
Try inverting the colours of your creative and let the back-lighting shine through.

Sustainable



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)	11m x 4m
Resolution (Total W x Total H)	See spec for configuration
Content ratio	27:9

One 10 second slot **£10,000** Exclusivity **£40,000**

Will include RTS branding on rotation

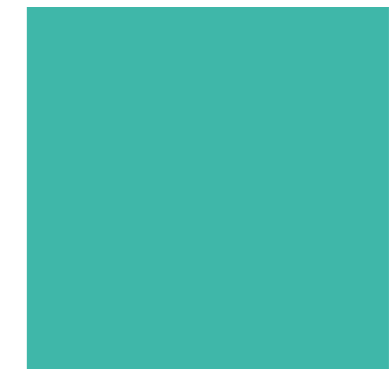
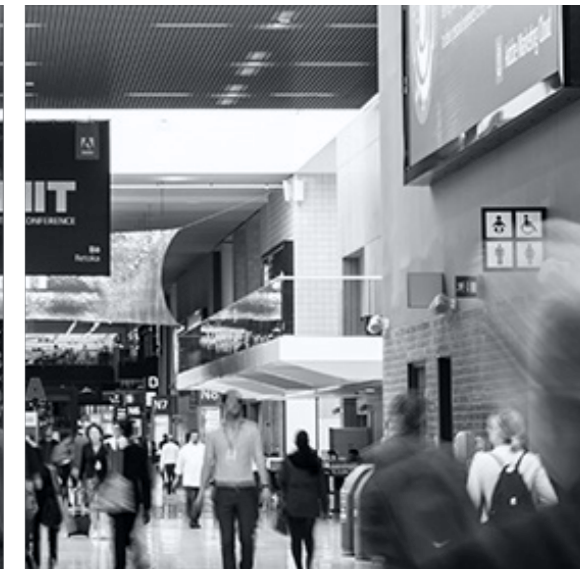
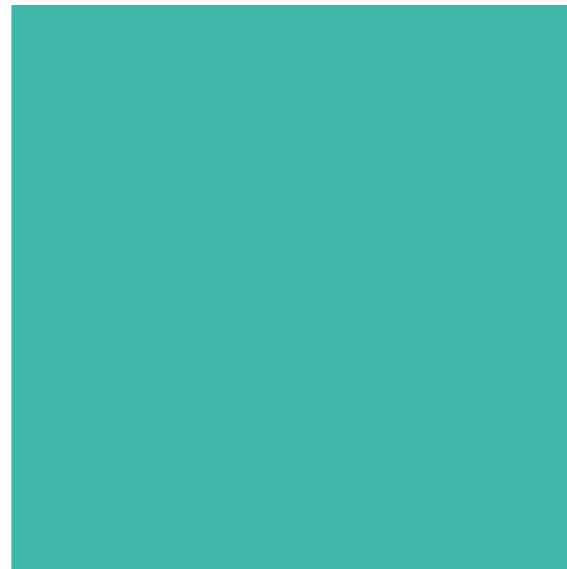
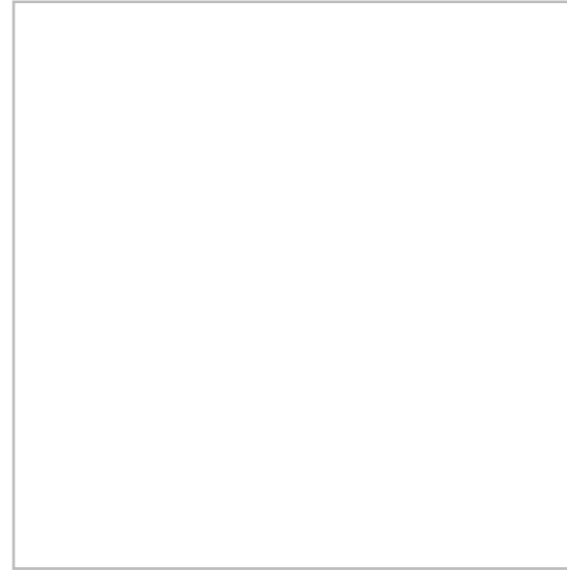
- LED
- 4k
- Looped
- Streaming

Screen layout



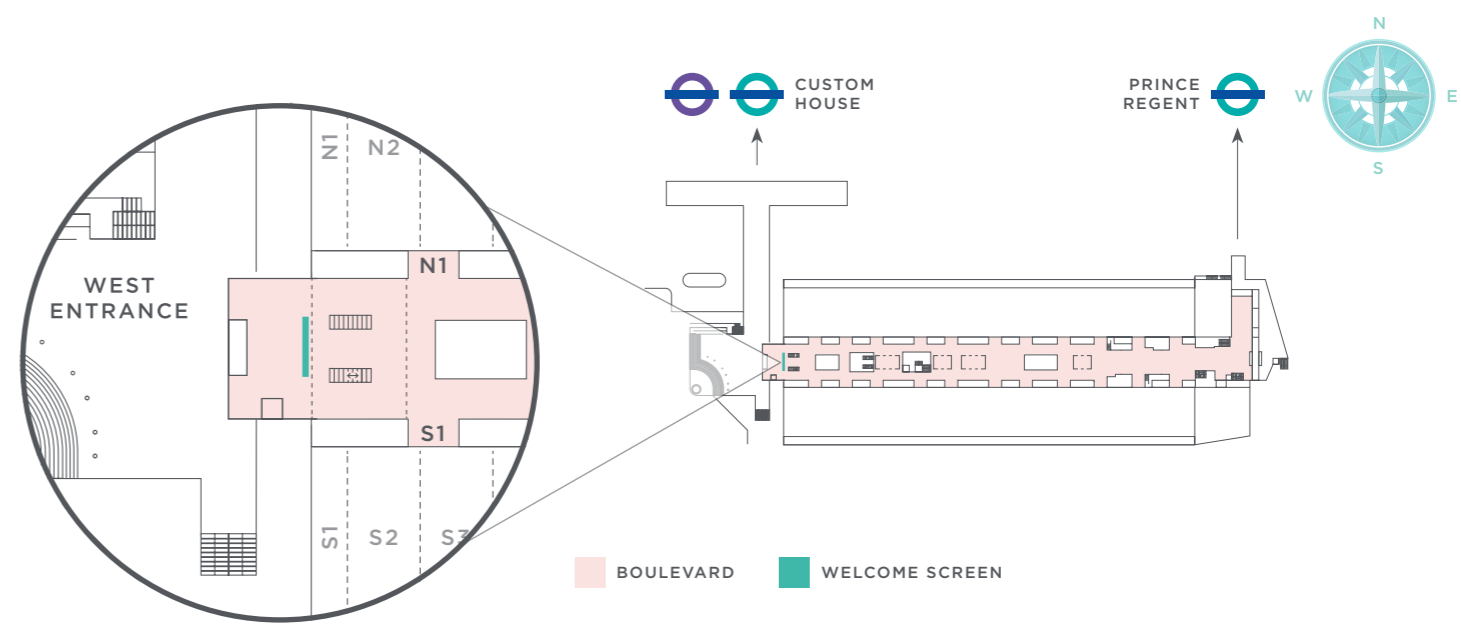


Boulevard



Welcome Screen

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



Configuration

Full screen - Single-sided	
Dimensions (W x H)	12.3m x 2.9m
Resolution (W x H)	4,608px x 1,080px
Content ratio	39:9

Exclusivity **£33,000**

Will include RTS branding on rotation

Screen layout

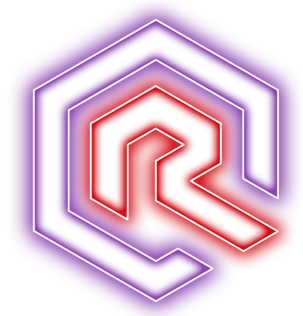
Arrival (Content)



Arrival (Wayfinding)



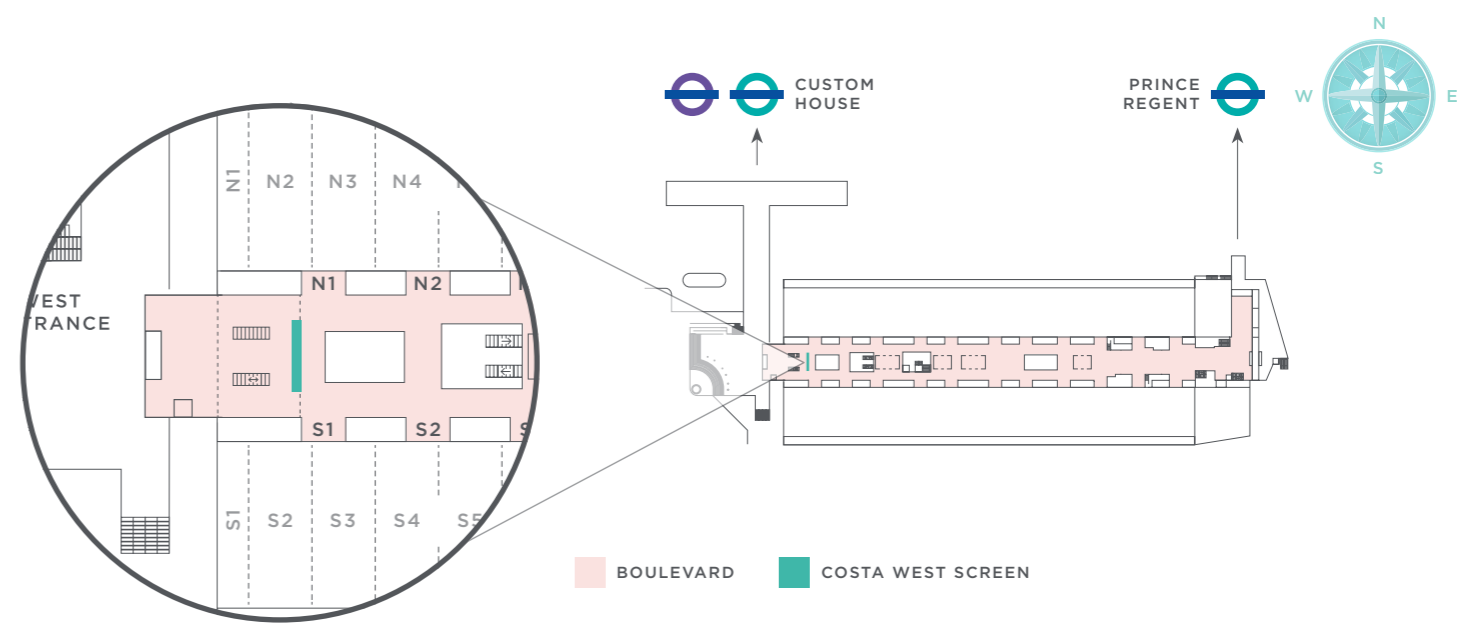
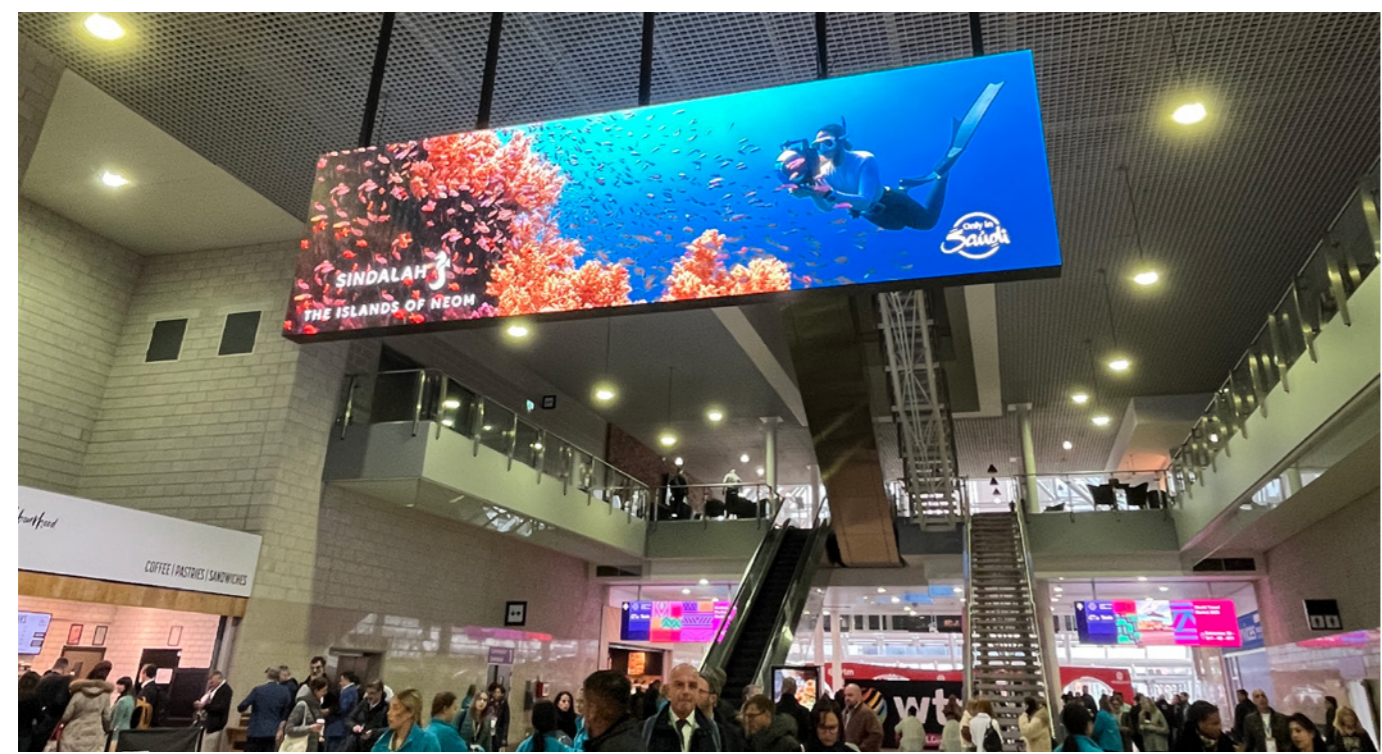
- LED
- 4K
- Wayfinding
- Looped
- Streaming
- Sustainability



*Always-on Wayfinding

Costa West Screen

Standing at the first pair of hall entrances, this screen is in a heavy footfall area for the West Entrance, and sets the tone for the whole boulevard journey.



Configuration

Full screen - Double-sided

Dimensions (W x H)	7m x 2m
Resolution (W x H)	2,688px x 756px
Content ratio	39:9
One 10 second slot	

£6,250

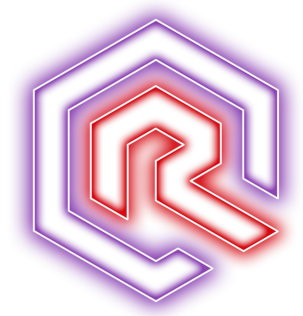
TOP TIP
Start your journey right by giving crystal clear directions with this screen at the foot of the hall entrances.

Screen layout

Arrival (Content)

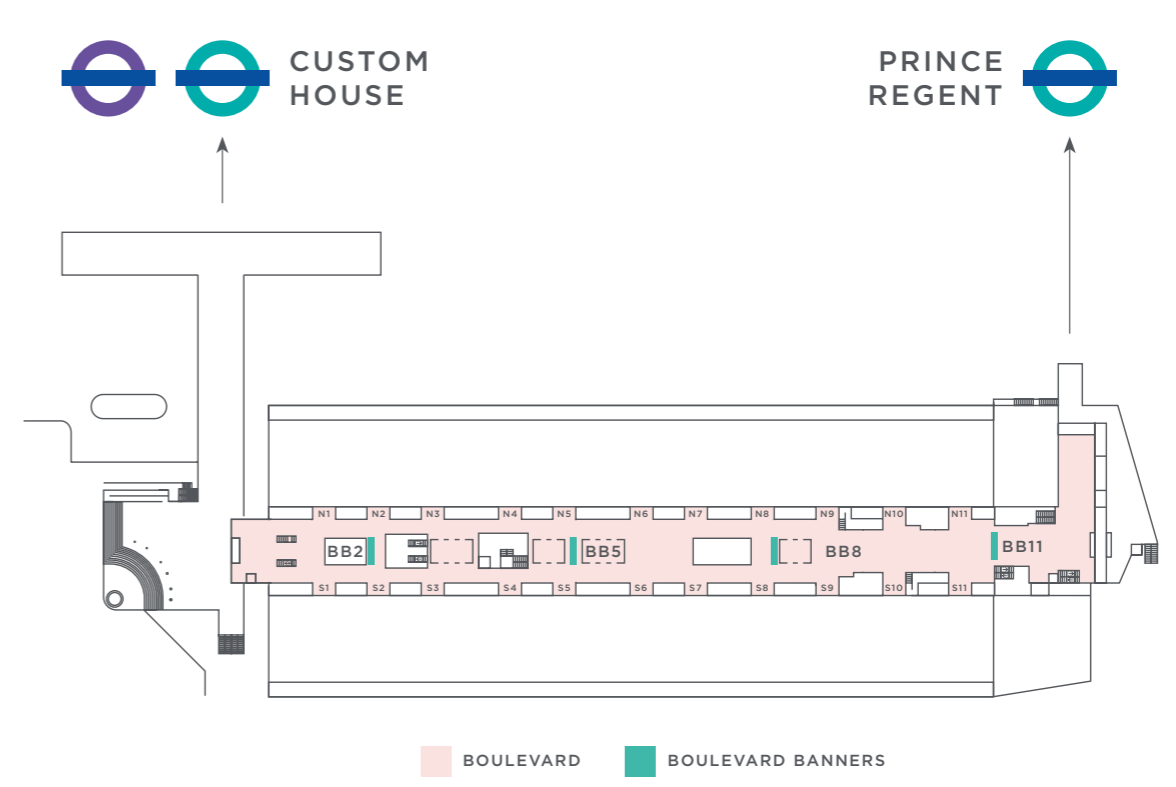


- LED
- HD
- Looped
- Streaming
- Sustainability
- Social Media



Boulevard Banner

For those with a taste for the traditional, these 12m wide double-sided banners will be ideal.



Configuration

Double-sided	
Dimensions (W x H)	12,000mm x 3,150mm
BB2 OR BB5	

Per Banner **£9,995**

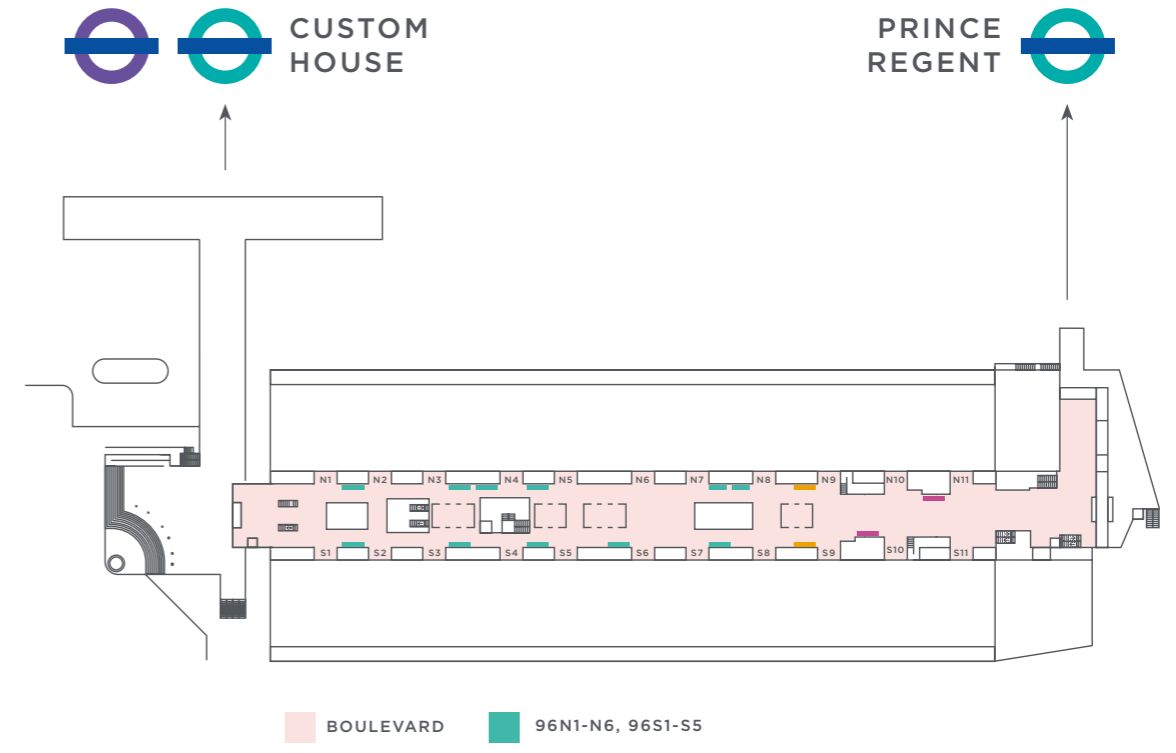
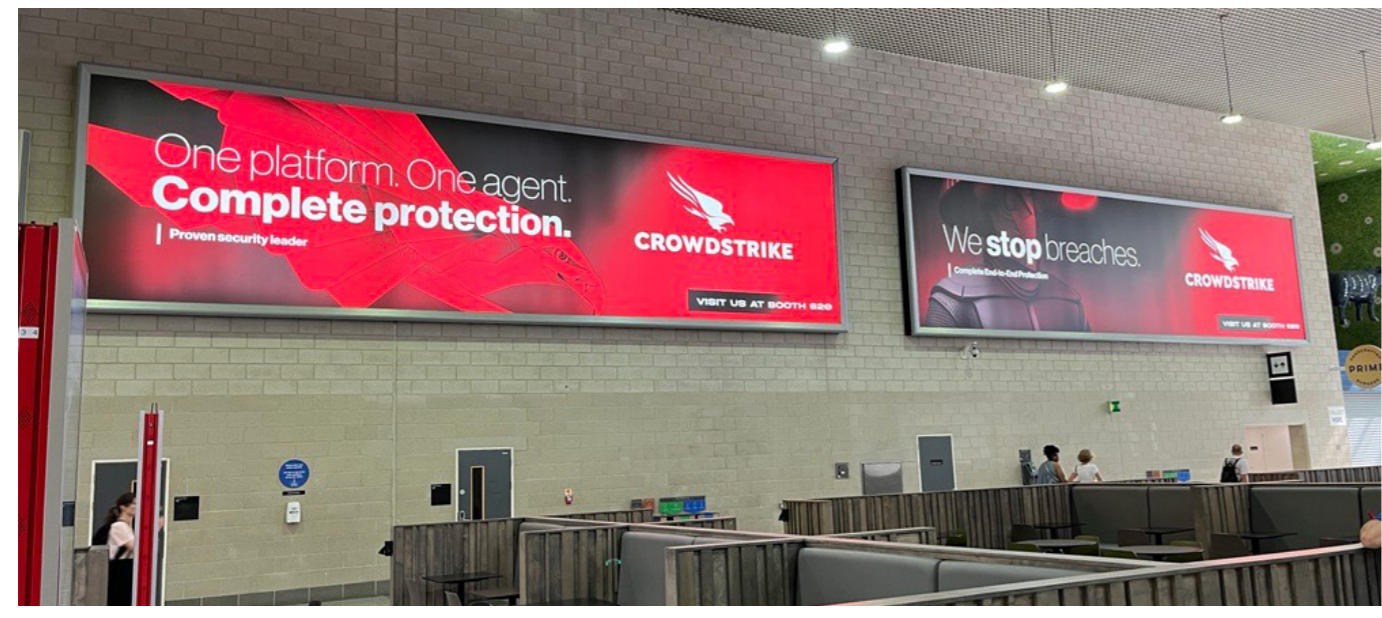
TOP TIP
Sponsors love these solus sites. Stand out from the crowd with ease.





96-Sheet

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



Configuration

96N1-N6 & 96S1-S5

Dimensions (W x H) 12,230mm x 3,175mm

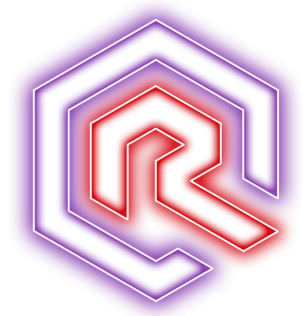
Single-sided.

Per Billboard

£7,995

TOP TIP

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



CUSTOM HOUSE

BOULEVARD

PLATINUM SUITE

WASH ROOMS

ICC

CAPITAL SUITE

PRINCE REGENT

PHASE 3

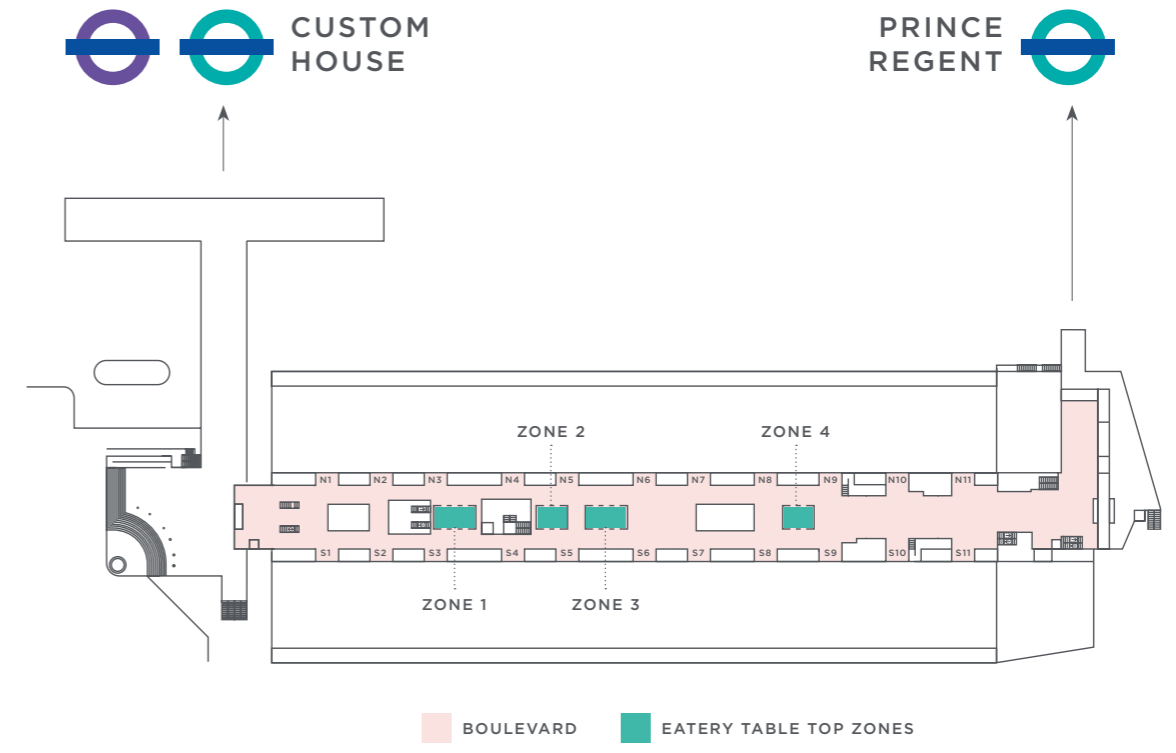
FREE STANDING

CREATIVE CONCEPTS



Eatery Tabletops

Minds are still actively influenced whilst at rest or revitalising. Speak one to one with your audience with these tabletop ads.



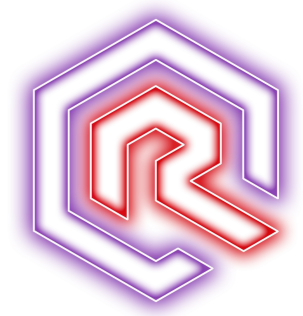
Configuration

Approximately 30 tables per area.*

Dimensions (diameter)	580mm
13 areas total	
Zone 1 - 4 areas	
Zone 2 - 2 areas	
Zone 3 - 5 areas	

£3,580

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





CUSTOM HOUSE

BOULEVARD

PLATINUM SUITE

WASH ROOMS

ICC

CAPITAL SUITE

PRINCE REGENT

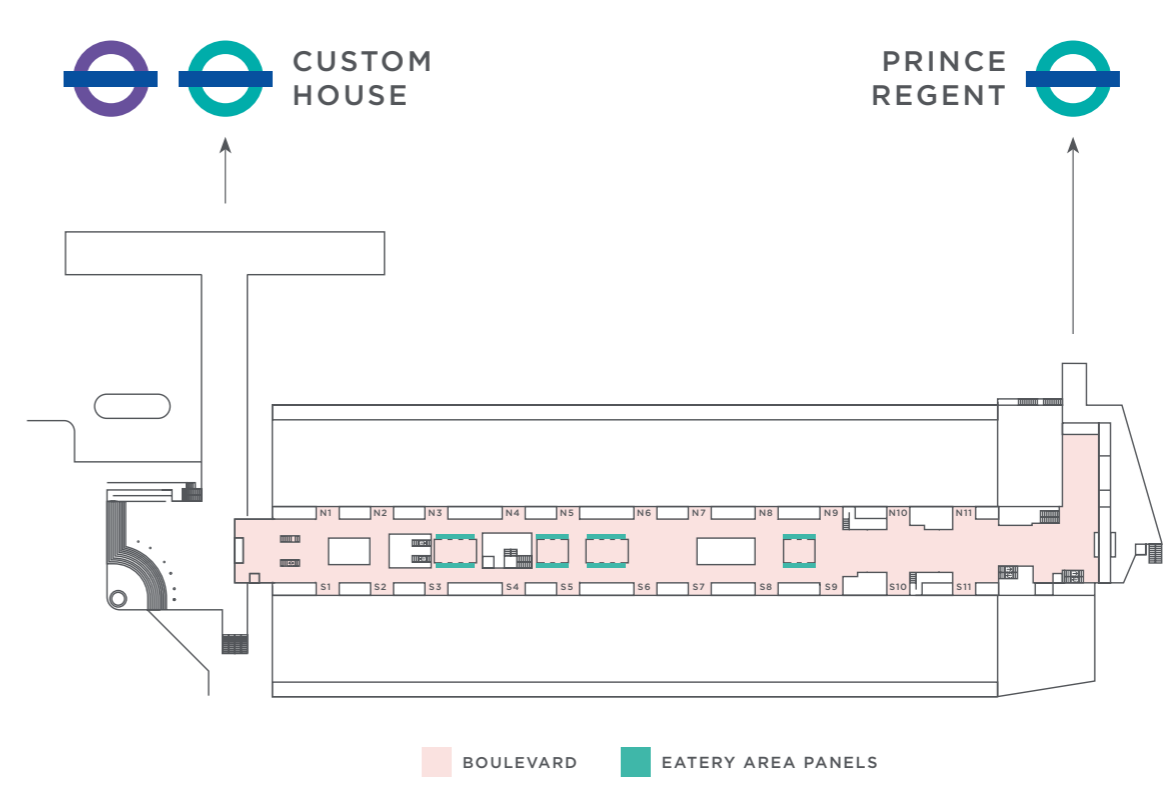
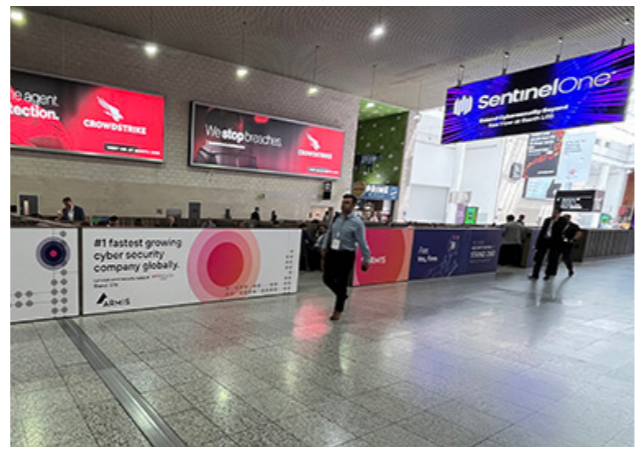
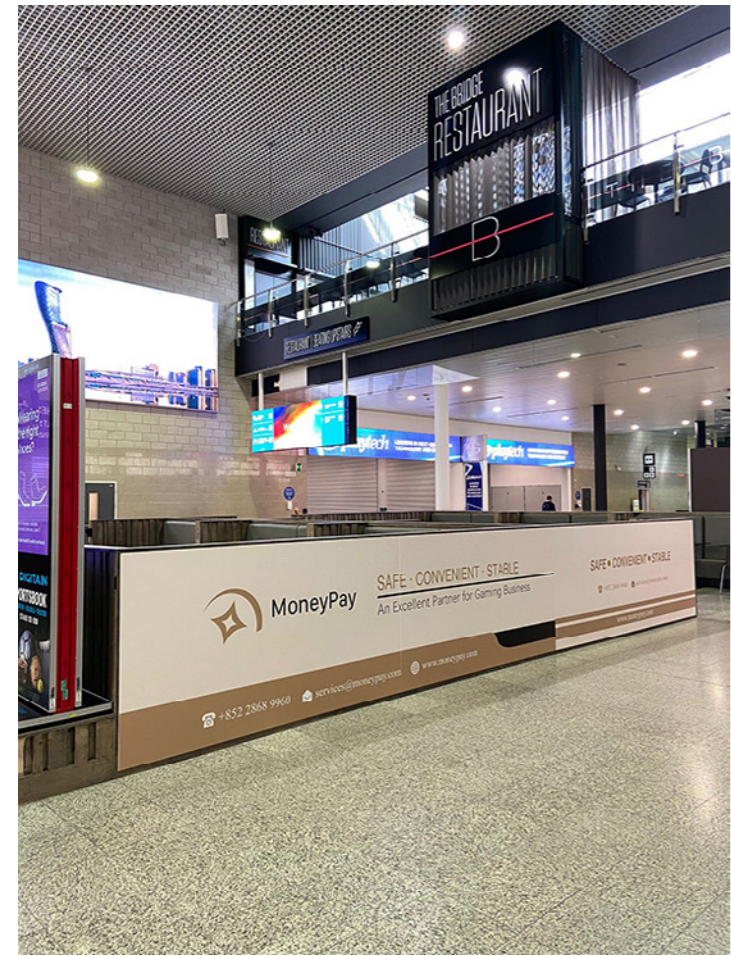
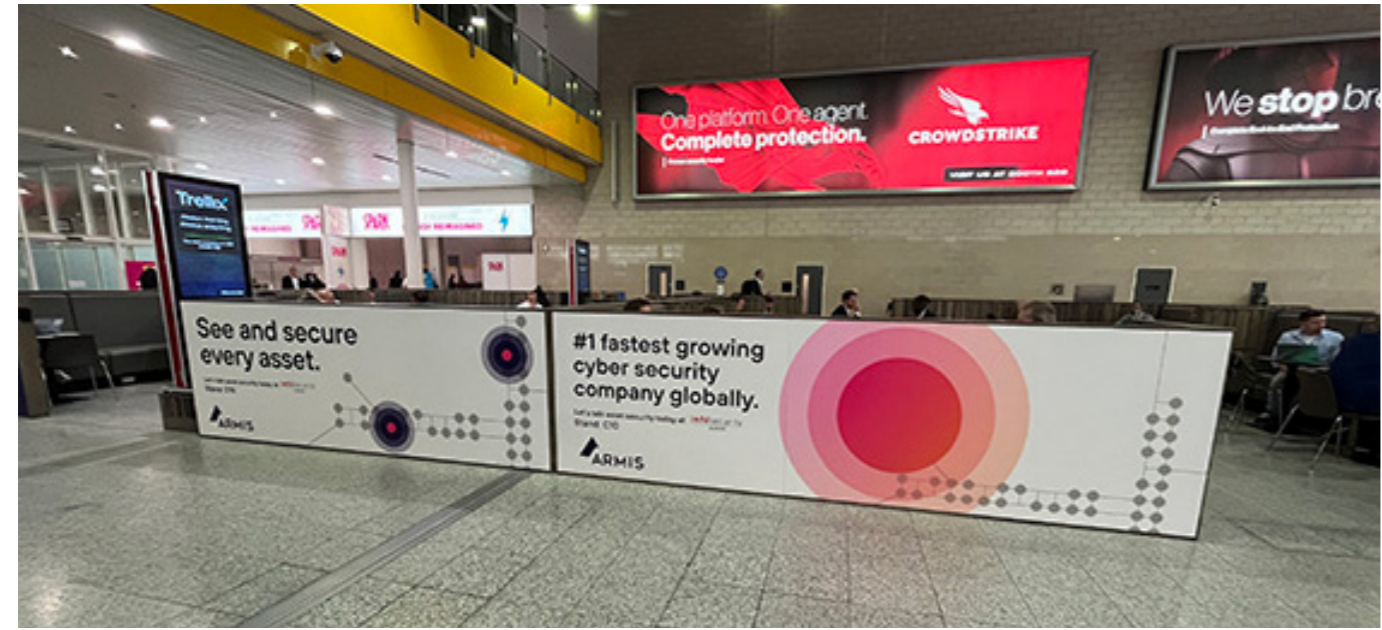
PHASE 3

FREE STANDING

CREATIVE CONCEPTS

Eatery Area Panels

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



Configuration

4 side panels per area

Dimensions (W x H)

Dimensions vary by site

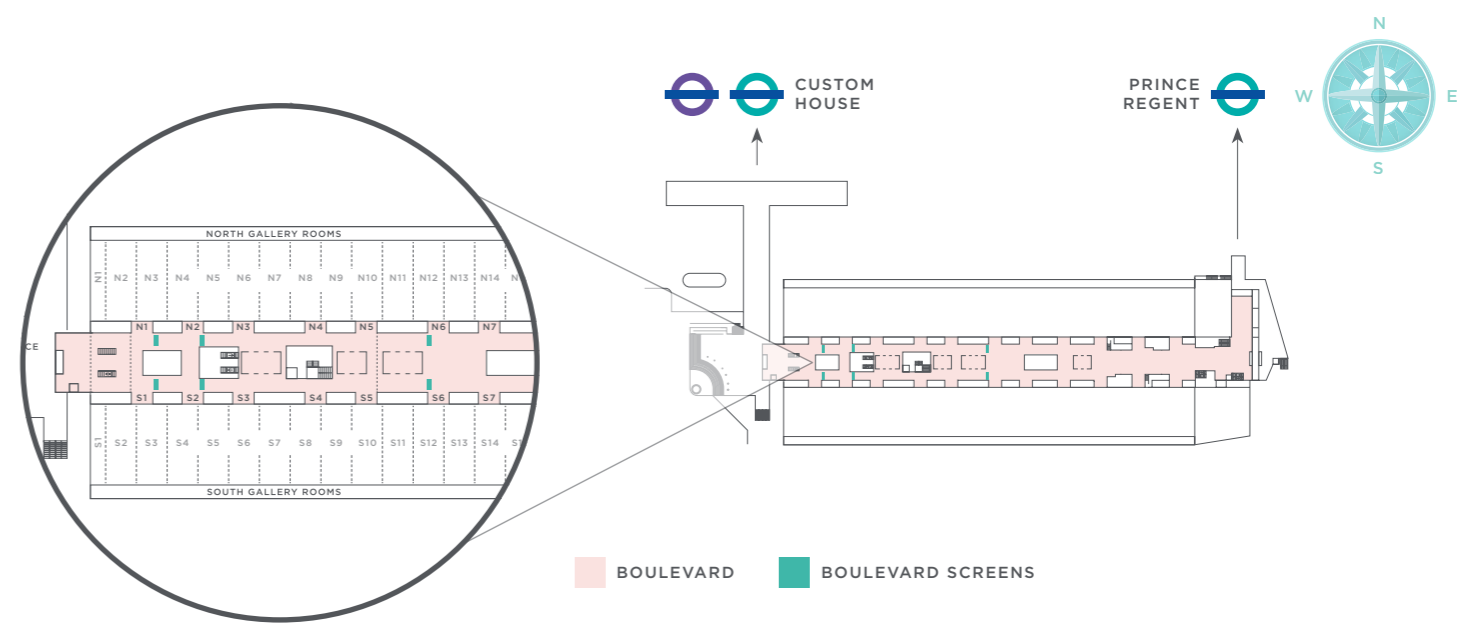
£4,995

TOP TIP
 These low-level panels are a great alternative to free-standing signage.



Directional Screens

Spanning the length of the west boulevard, these 6 double sided screens stand above the main venue pathways. With these strategically placed screens, all eyes will be on your brand message.



Configuration

Double-sided - with venue wayfinding

Dimensions (W x H)	4.1m x 1.1m
Resolution (W x H)	1,280px x 720px
Content ratio	16:9

Exclusivity **£42,000**

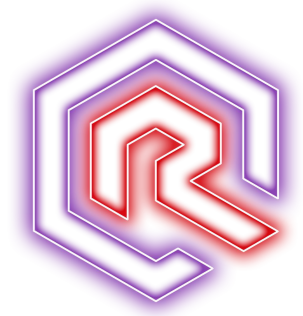
TOP TIP
Use spacing to your advantage! Custom messaging per screen allows you to be specific to the West Entrance, Platinum Suite and Bridge Bar areas.

Screen layout



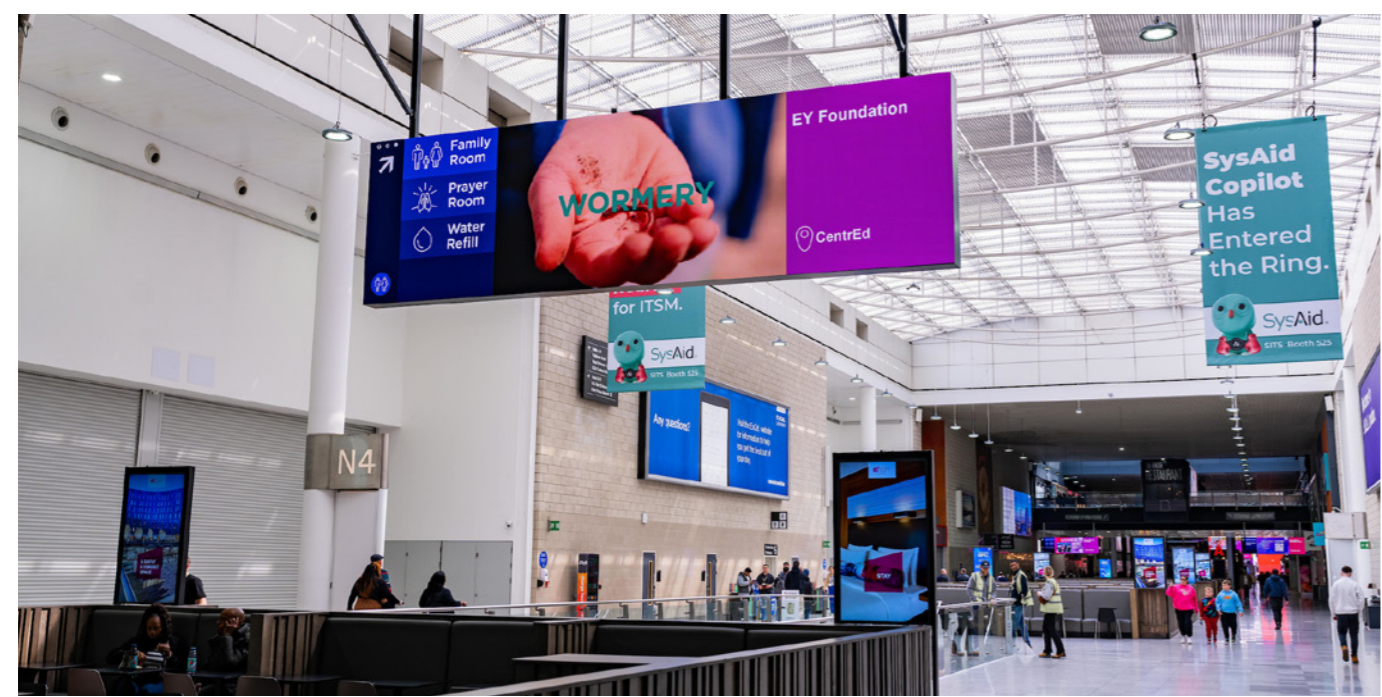
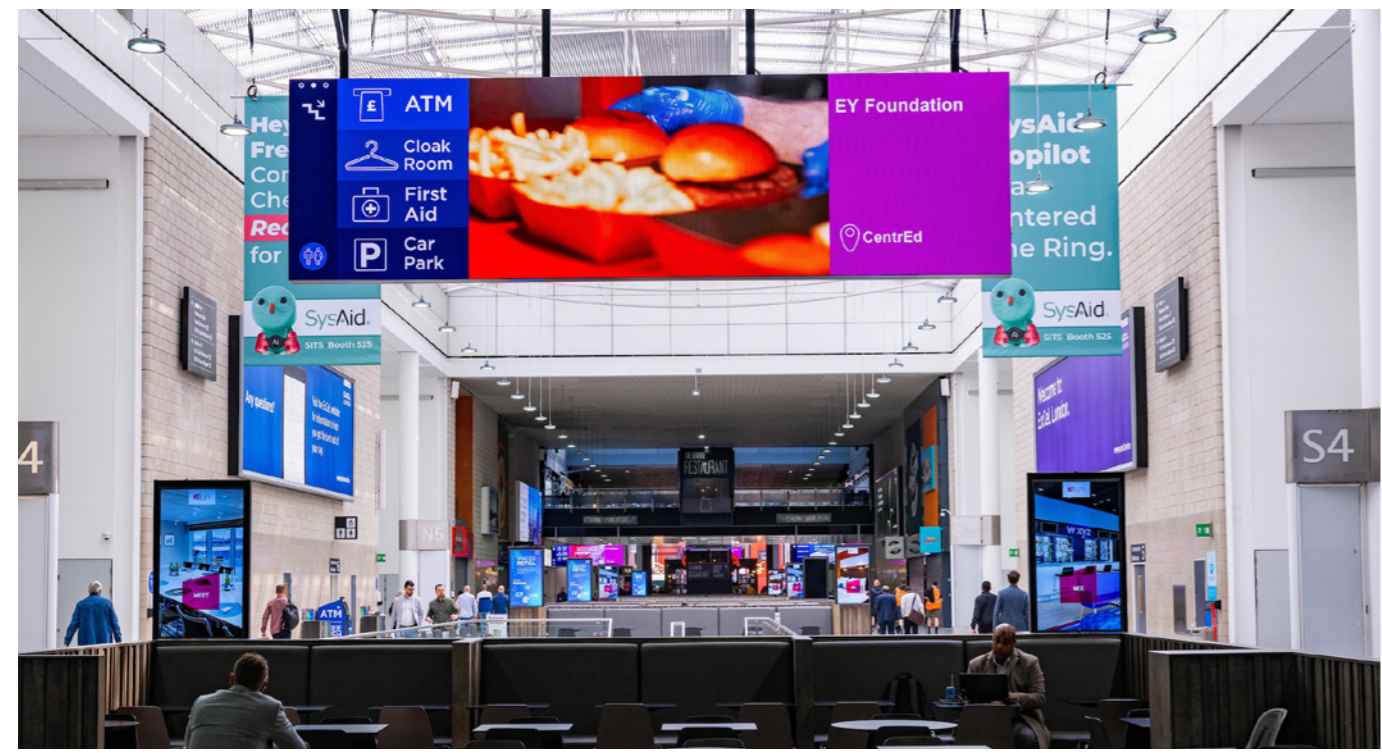
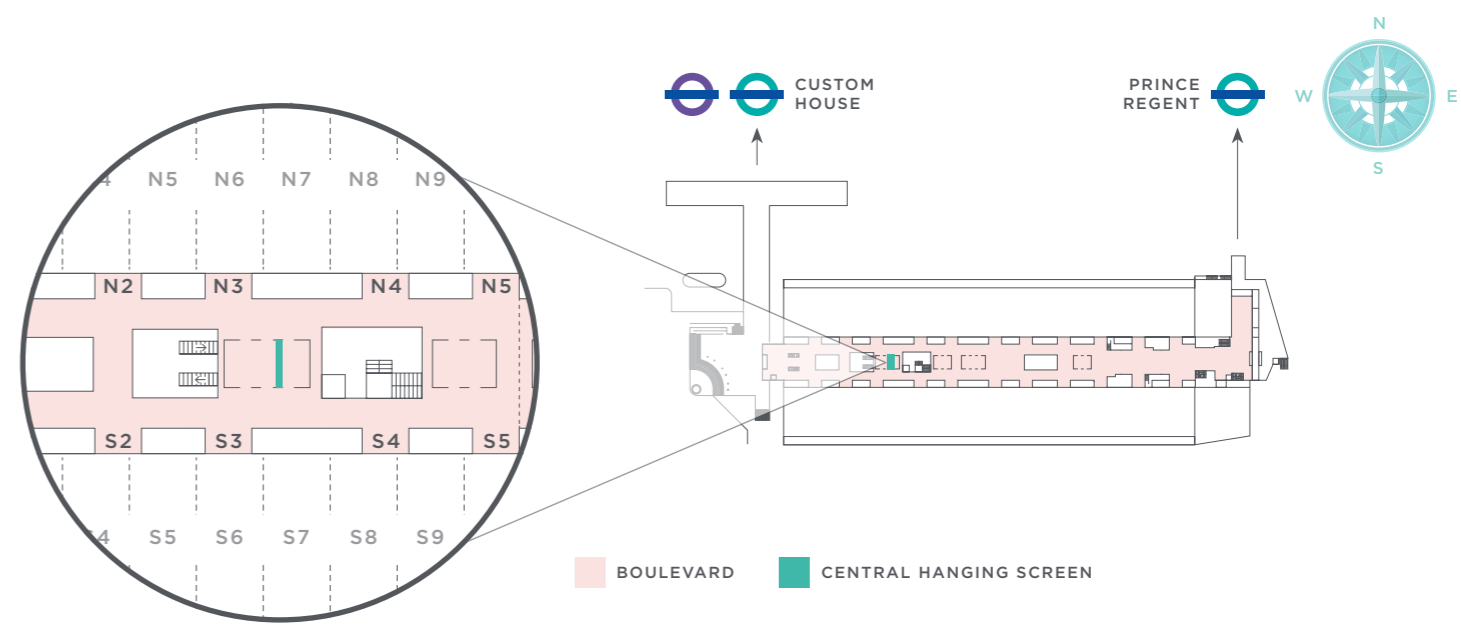
*Always-on Wayfinding

- 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.



Configuration

Double-sided - with venue wayfinding

Dimensions (W x H)	3.5m x 2m
Resolution (W x H)	1,345px x 756px
Content ratio	16:9

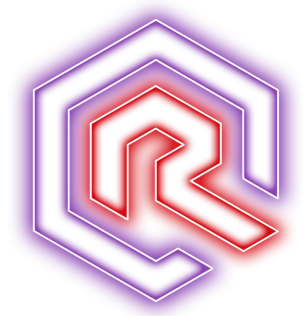
Exclusivity **£28,000**

Screen layout



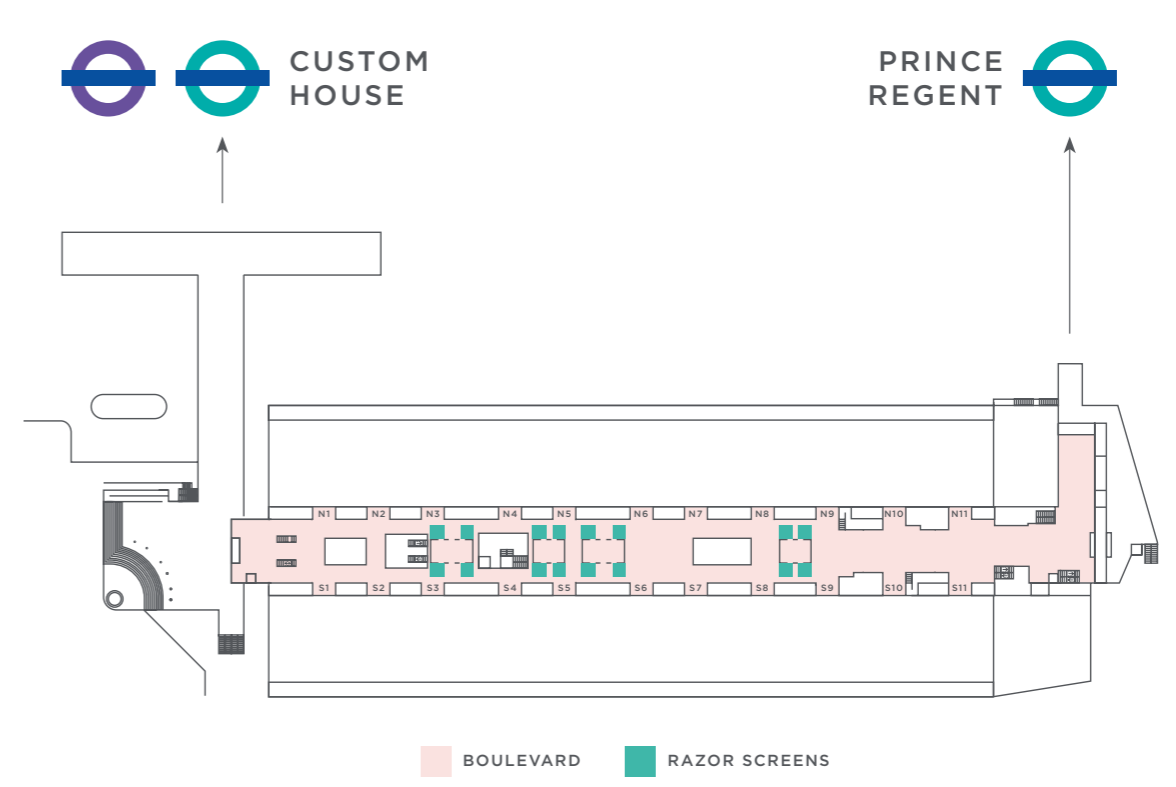
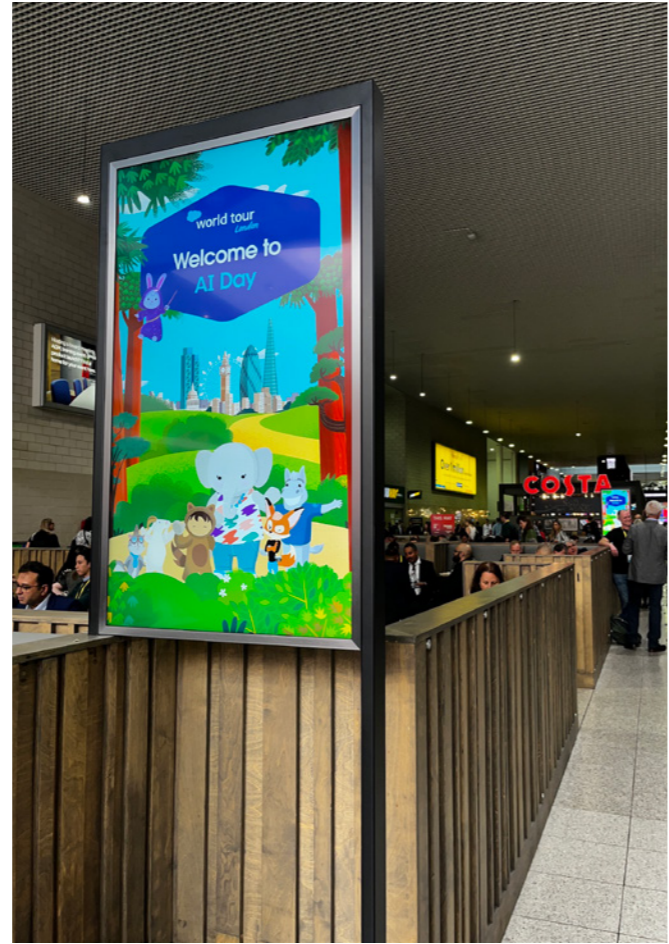
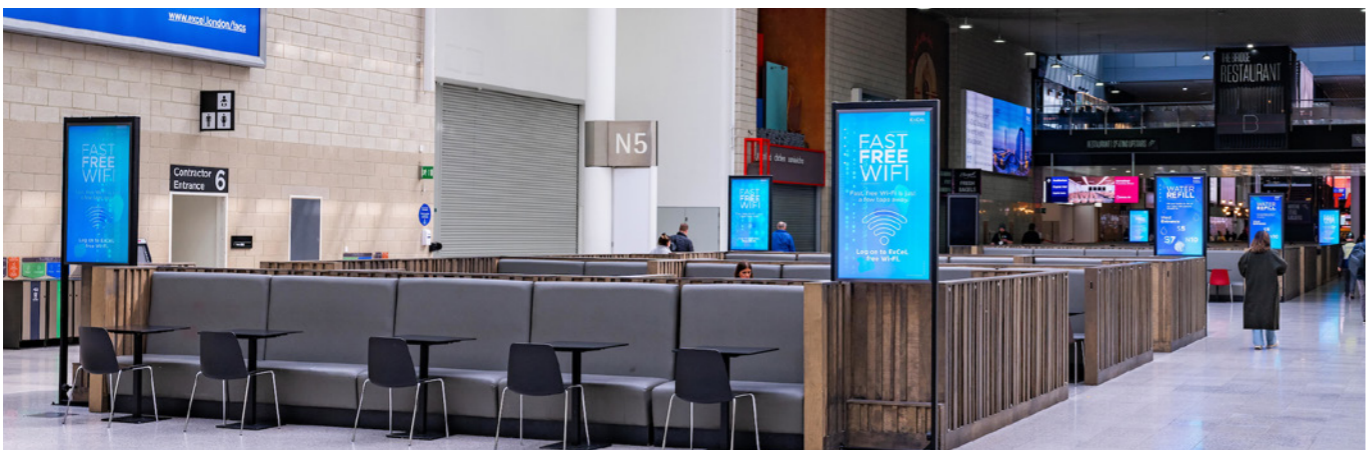
*Always-on Wayfinding

- LED
- HD
- Wayfinding
- Looped
- Streaming
- Sustainability
- Social Media



Razor Screens

There are 16 double-sided screens sitting at 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

Double-sided - set of 16 screens	
Dimensions (W x H)	0.72m x 1.3m
Resolution (W x H)	1,080px x 1,920px
Content ratio	9:16
One 10 second slot	

£4,995

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

- HD
- Looped
- Sustainability



