

MOTORCYCLELIVE

NEC BIRMINGHAM 2016

NEC Piazza - Media Opportunities



the nec
birmingham

Arriving on Site by Car



PVC skin billboards (96 Sheet & 48 Sheet) are all located at busy junctions and road entrances. They are first panels visitors see as they arrive and make a lasting impact.

96 Sheet PVC Skin £4,735 + vat per billboard
(Price Includes Production & Installation)

48 Sheet PVC Skin £3,335 + vat per billboard
(Price Includes Production & Installation)

Discounts will be applied for multiple bookings



In addition to the PVC skins we have a number of **Wet Posted 48 sheet billboards** on our site. The majority of these are situated on our busy perimeter roads.

£2,085 + vat per billboard
(Price Includes Production & Installation)

Discounts will be applied for multiple bookings



6 Sheet poster sites are an effective way of communicating a variety of messages to visitors. With multiple close proximity sites offering advertisers increased frequency and impact along the roadways and walkways mapping the routes to the exhibition halls

£232 + vat per poster
(Price Includes Production & Installation)

Discounts will be applied for multiple bookings



Bus Stop Vinyl Wraps allows you to place huge adverts over the window spaces of the bus stops to target visitors as they are waiting for buses to take them from car parks to the show. They are an excellent way of achieving high impact in the car park areas.

£6,240 + vat per bus stop
(Price Includes Production & Installation)

Arriving at the Piazza Building

These are some of the branding opportunities that are available to engage with visitors as they walk from the car parks and arrive at the entrance to the Piazza building.



Internal Bus Advertising panels are located within our free shuttle buses which take visitors from the car park to the halls. They are situated above the windows and can communicate more detailed product messages due to audience dwell time.

£1,300 + vat for 10 panels (1 per bus)
(Price Includes Production & Installation)



A Boards are an excellent way to promote your product, brand & stand location to visitors as they enter the building. They are highly visible double sided frames that can be situated both outside and inside the entrances. You can use a single message or a combination of messages and creative executions.

£1,415 + vat for 3 (Price Includes Production & Installation)
£2,680 + vat for 6 (Price Includes Production & Installation)



Vehicle placements such as branded cars, bikes, trucks and heavy machinery can be a highly effective way of getting noticed. Vehicles can be placed outside the Piazza on the red brick or grass verges. Some exhibitors use them purely as impact, others as a way to engage with the audience and accumulate data with various competition mechanics.

£1,100 + vat per vehicle site per day.
Please note some vehicles will occupy more than one site.



Door Gels can be used across the entrance doors of the Piazza. They are situated at eye level and are ideal for conveying 'welcome to' and 'thanks for visiting' messages. They often used by exhibitors to promote product and stand location.

£1,500 + vat for 30 (Price Includes Production & Installation)
£2,750 + vat for 60 (Price Includes Production & Installation)

You can brand one side or both sides of the doors

Piazza Main Building

Large Impact Sites

Our Hall side Mega Banners are big impact sites on the side of hall 1 and 5 near the Piazza entrance. They allow you to totally dominate the point of entry to the venue and provide brands with an opportunity to create sense of ownership of the building .



Hall 5 Outward Facing

This banner measures just over 41 metres in length by over 8.5 metres depth. It is by far the largest media site at the NEC.

£17,995 + vat
(Price Includes Production & Installation)



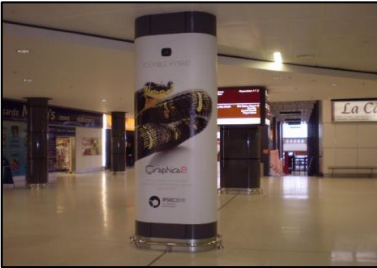
Hall 1 and 5 Inward Facing

This banner measures 14.5 metres in length by almost 7 metres depth. There is one banner site on Hall 1 and one banner site on Hall 5. Both sites face inwards, towards the main Piazza entrance.

£9,085 + vat per site
(Price Includes Production & Installation)

Piazza Concourse

We have additional branding opportunities throughout our public concourse area including...



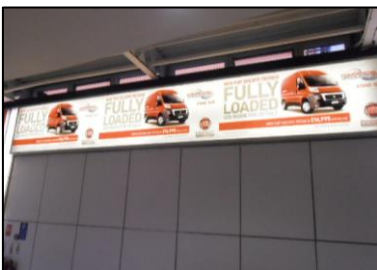
Pillar Wraps within the Piazza concourse areas are an ideal way to get brand presence out of hall. The vinyl is literally wrapped around the pillars in high footfall areas such as restaurant and relaxation areas enabling you to capitalise on increased dwell time and exposure to your advertising message

£6,325 + vat for 7 pillars
(Price Includes Production & Installation)
Other quantities available on request



Overhead PVC Banners Hanging Banners are a perfect way to stand out and engage with visitors inside the main Piazza concourse area. They offer exhibitors the opportunity to advertise to visitors to raise the brand profile and encourage footfall to their stand.

£5,970 + vat for 7 banners
(Price Includes Production & Installation)
Other quantities available on request



Illuminated Super Sites are centrally located within the Piazza concourse area and provide excellent show specific opportunities for exhibitors. This is an ideal location for show branding or sponsor elevated exposure outside the hall.

£1,020 + vat each (sizes vary)
(Price Includes Production & Installation)



Floor graphics can be used throughout the Piazza and can work extremely well as directional signposting to get people to enter the halls nearest your stand. Along the route you can use the artwork to communicate a single message or a series of messages.

£1,950 + vat for 10 x 1 meter square vinyl's
(Price Includes Production & Installation)

Piazza Concourse

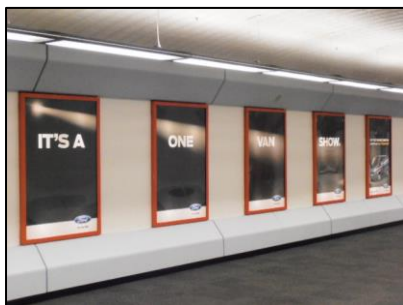
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Convenience Advertising. A4 poster frames are located within the ladies, gents and disabled toilets throughout the halls and the concourse. The majority, if not all visitors will use these facilities and advertising in this area can be an effective way of delivering a more detailed message to a captive audience.

£37.50 + vat per frame (minimum order applies)
(Price Includes Production & Installation)
Discounts will be applied for multiple bookings

Arriving by train or plane



Train Station Bridge-link Posters are available across the internal walkway that links the NEC with Birmingham International Train Station and Airport. These 4 sheet posters run the entire length of the bridge-link and provide an excellent environment to advertise product and stand information to visitors arriving by rail and air.

£207 + vat per poster
(Price Includes Production & Installation)
Discounts will be applied for multiple bookings



Digital Projector Site located at the end of the Bridge-link is high impact advertising opportunity for exhibitors wanting to get noticed by all visitors arriving by air and train. 10 second moving or static footage can be displayed on the screen which can be seen the entire length of the indoor walkway.

£2,750 + vat per 10 second commercial (placed in loop of 4-5 other ads)
Solus opportunity £8,000 + vat (100% activation of screen)
(Price Includes Installation – Production clients own)

For More Information

Please contact:

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Maps Available:

We can provide supporting site maps to assist with the information within this media pack as separate PDF's.

Please advise us of your interest in order for us to provide the correct maps.