

Exhibition Media Opportunities

Build awareness

Create a connection

Drive footfall



nec
Birmingham

Why buy media?

- Amplify your company and product messaging and drive increase footfall to your exhibition stand
- Communicate directly to the influencers in your industry
- Promote your future events
- Significant cut through from your competitors at the show with prominent branding features

THE NEC CAMPUS

Birmingham Airport



Birmingham International train station



Motorway network
M6, M5, M42, M40














Arriving by road

nec

ASDA BIRMINGHAM
CENTING
ARENA

we hope
you enjoy
your visit

THE NEC MEDIA SITES External

SYMBOL	TYPE	SITE NO	SUB TOTAL	TOTAL
	LAMPOST TRI SIGNS			32
	BUS SHELTER			16
	MEGA POSTER			5
	4 SHEET DOUBLE SIDED	1-66		29
	6 SHEET DOUBLE SIDED	1-64		32
	96 SHEET - SKIN	14-20		7
	48 SHEET WET POSTED	4-13	10	31
	48 SHEET - SKIN	1-2	2	
	48 SHEET TEMPORARY	T1-T19	19	
	BALLOON SITE			1
	FLAGS			4



ARRIVING BY ROAD

96 Sheet Billboards

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



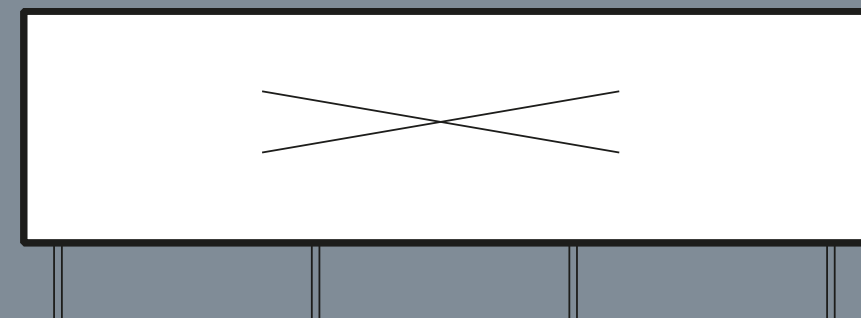
SIZE

Actual size –
12192(w) x 3162(h)mm
Visual size –
12090(w) x 2915(h)mm



RATE CARD

£5926.00



ARRIVING BY ROAD

48 Sheet Billboards

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Wet Posted & PVC options available (PVC rate on request)



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



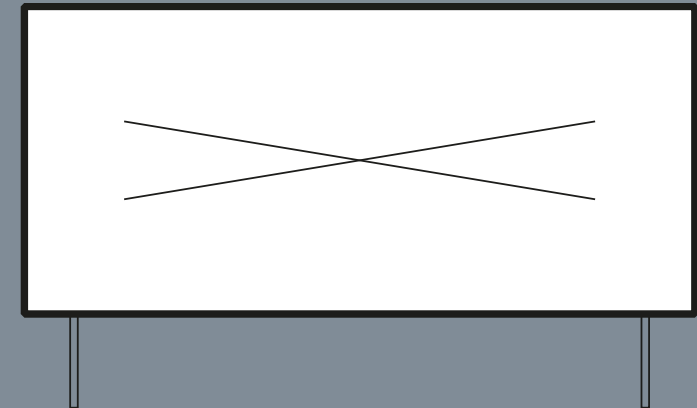
SIZE

Actual size –
6070(w) x 3020(h)mm
Visual size –
5870(w) x 2685(h)mm



RATE CARD

£2644.00



ARRIVING BY ROAD

6 Sheet Posters

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



SIZE

Actual size –
1160(w) x 1725(h)mm
Visual size –
1085(w) x 1670(h)mm



RATE CARD

£292.00 each



ARRIVING BY ROAD

4 Sheet Posters

- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



SIZE

Actual size –
1016(w) x 1524(h)mm
Visual size –
986(w) x 1494(h)mm



RATE CARD

£261.00 each



EXTERNAL OPPORTUNITIES

Truss Banner System

- Various placement sites available.



FORMAT
PVC Banner



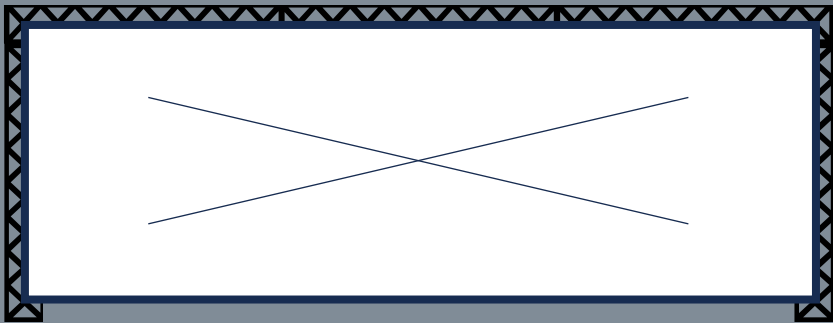
DISPLAY TIME
Duration of event



SIZE
Actual size –
? (w) x ?(h)mm
Visual size –
? (w) x ?(h)mm



RATE CARD
£Price on request

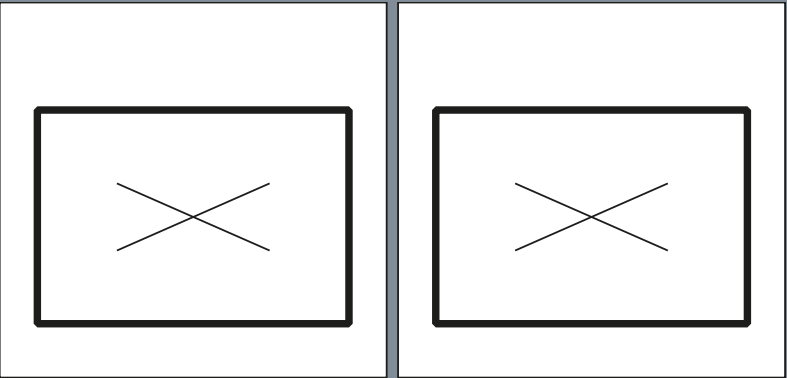


SHUTTLE BUS OPPORTUNITIES

Bus Window Vinyl's

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.

	FORMAT Solus print panels		DISPLAY TIME Duration of event
	SIZE 900(w) x 500(h)mm Internal facing		RATE CARD (4 vinyl's per bus – 16 buses) £5938.00



SHUTTLE BUS OPPORTUNITIES

Bus Panel Adverts

Our free shuttle busses take visitors from the surrounding car parks to the halls. We have branding opportunities both within the buses and at the bus stops giving you the opportunity to create an effective high impact campaign.



FORMAT
Solus print panels



SIZE
Actual size
974(w) x 324(h) mm
Visual size
955(w) x 305(h) mm

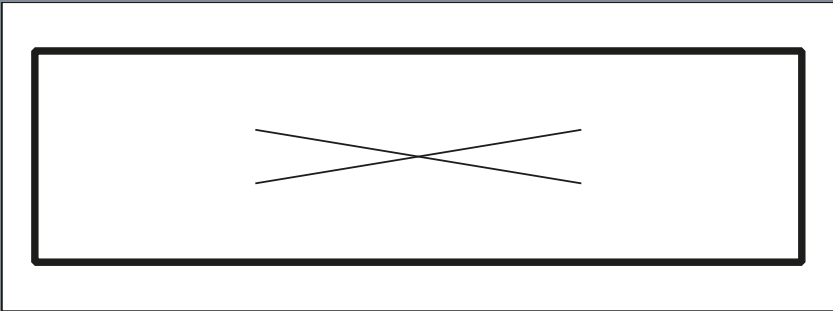


DISPLAY TIME
Duration of event



RATE CARD
(32 panels – 2 panels per bus)
£3243.00

FULL ACTIVATION
(126 panels – Across all 16 buses)
£8758.00

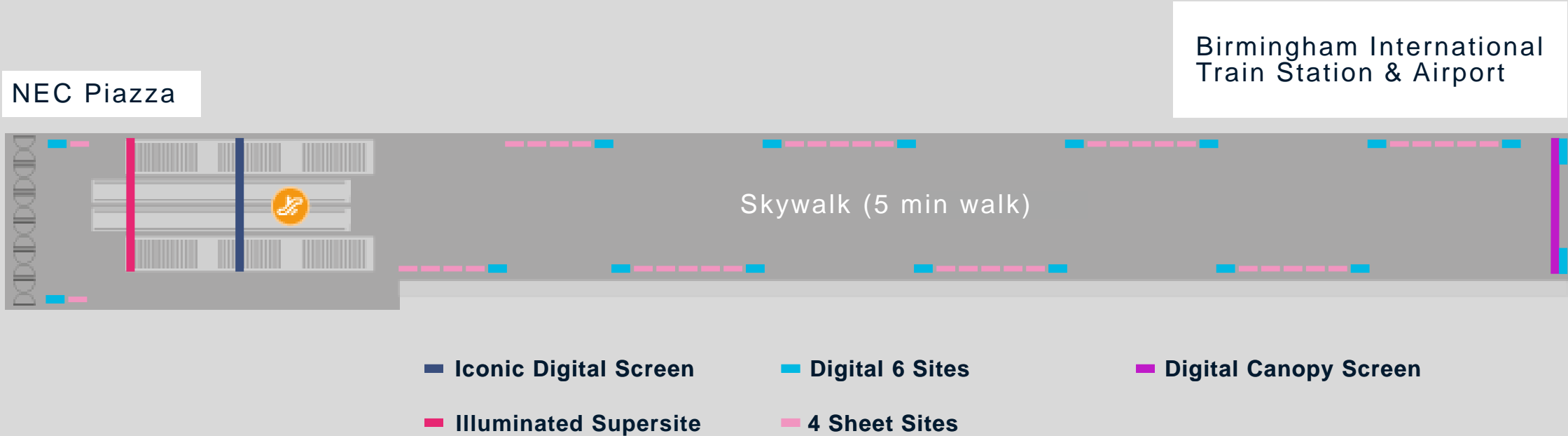


Arriving by rail / air

The Bridgelink corridor connects the NEC venue to Birmingham International Train Station & Airport.

THE NEC MEDIA SITES

Bridgeline




INTERNATIONAL TRAIN STATION

Elevated Canopy Screen

- Visible to all connecting passengers from Birmingham Airport to Birmingham International train station
- Panoramic canopy screen elevated for maximum impact
- Dominating the entrance to the NEC

 **FORMAT**
Digital

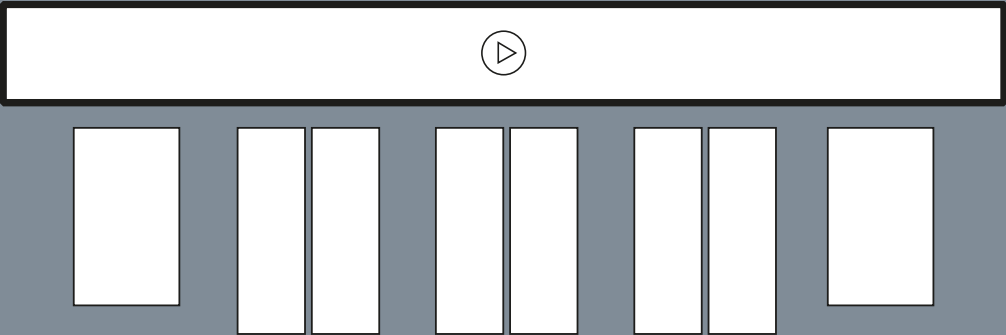
 **FREQUENCY**
1:6 SOV

 **SCREEN SIZE**
5m(w) x 0.5m(h)

 **DISPLAY TIME**
Duration of event

 **DURATION**
10 seconds

 **RATE CARD**
£632.00



INTERNATIONAL TRAIN STATION

D6 Portrait Screens

- Visible to all connecting passengers from Birmingham Airport to Birmingham International train station
- Twin portrait screens located at ground level for maximum impact



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
95"



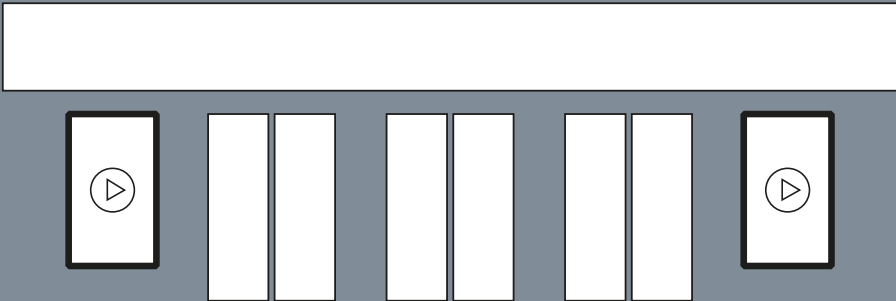
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£1264.00 for both



BRIDGELINK OPPORTUNITIES

D4 Portrait Screens

- 16 screens along the link from the train station to the NEC
- Sequential close proximity advertising
- The only section of the NEC where brand domination is possible.


 **FORMAT**
Digital

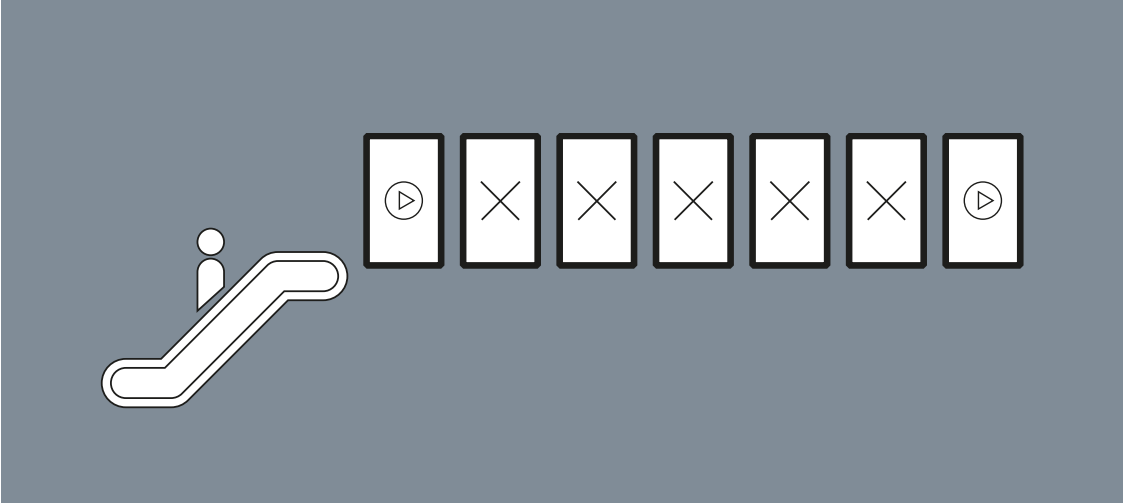
 **FREQUENCY**
1:6 SOV

 **SCREEN SIZE**
75"

 **DISPLAY TIME**
Duration of event

 **DURATION**
10 seconds

 **RATE CARD**
£4550.00.00 for all 16 screens



BRIDGELINK OPPORTUNITIES

4 Sheet Posters

- 40 poster sites along the link from the train station to the NEC
- Sequential close proximity advertising
- The only section of the NEC where brand domination is possible.



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



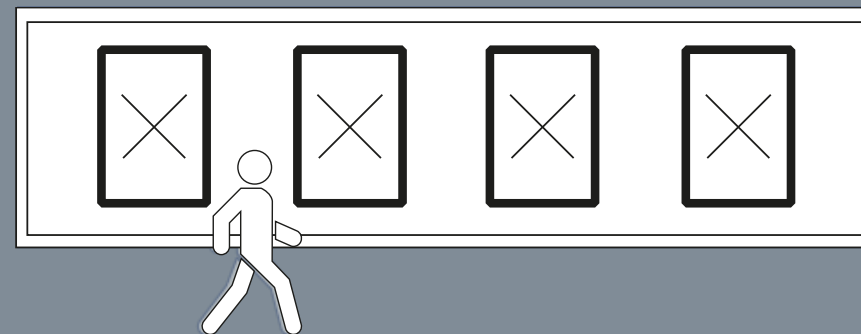
SIZE

Actual size –
1016(w) x 1524(h)mm
Visual size –
986(w) x 1494(h)mm



RATE CARD

£279.00



NEC RAIL GATEWAY

6 x Mega Banners Backlit PVC

- Big impact backlit banners in a high traffic area
- Potential for area domination
- Close proximity advertising



FORMAT

Solus print panel



DISPLAY TIME

14 days



SIZE

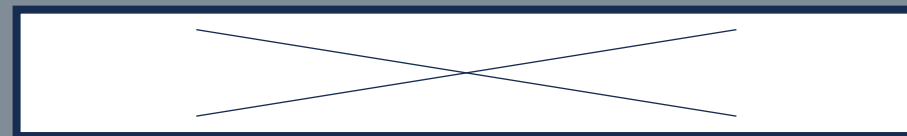
Actual size –
11245(w) x 1355(h)mm

Visual size –
11175(w) x 1285(h)mm



RATE CARD

£2950.00



BRIDGELINK OPPORTUNITIES

Iconic Digital Screen

- Largest digital screen on site
- Highest dwell point at the entrance to the NEC
- Delivering high impact full motion display



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
7m(w) x 2m(h)



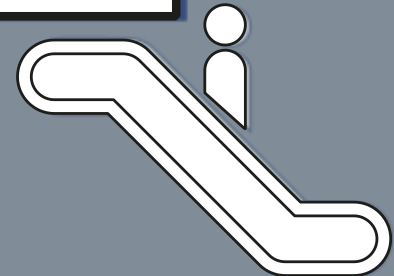
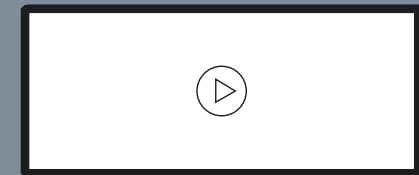
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£4424.00





NEC Skywalk

Connecting the Piazza & Atrium Halls

NEC SKYWALK

Skywalk Piazza Screens


- Dominating the Skywalk entrance leading to the Atrium
- Impacting all visitors to the Atrium from Birmingham International Train Station
- Located in a high dwell area
- Clearly visible by all visitors attending shows in the Piazza

 **FORMAT**
LED Screen

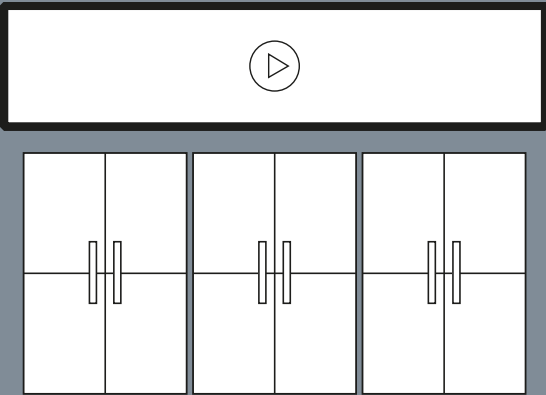
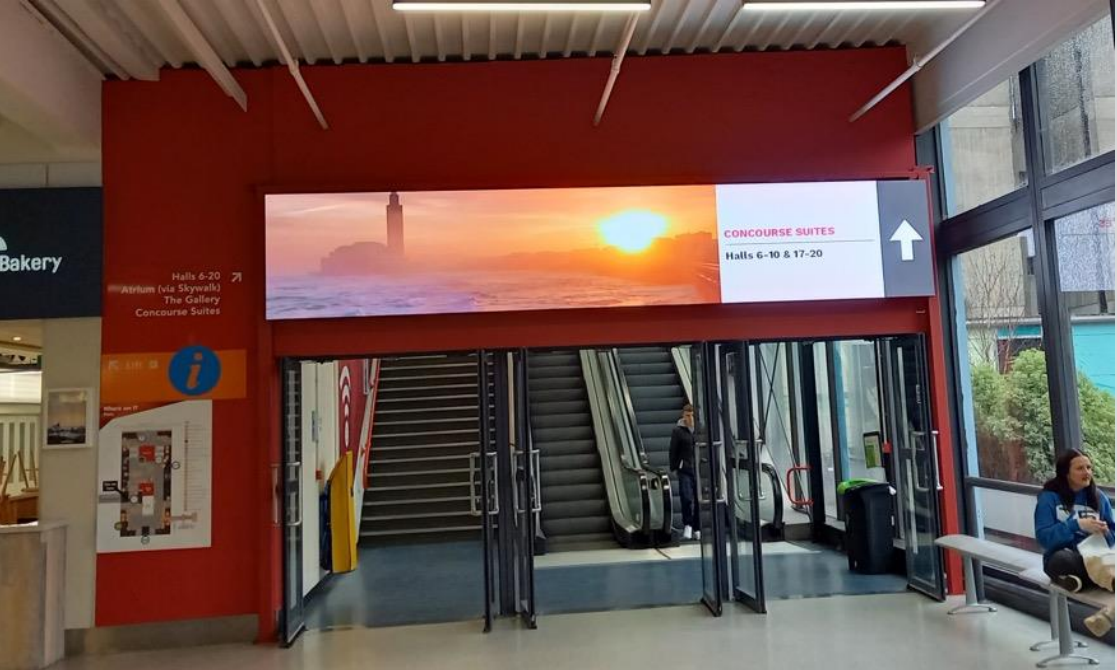
 **SCREEN SIZE**
5.5m x 1m

 **DURATION**
10 seconds

 **FREQUENCY**
1:6 SOV

 **DISPLAY TIME**
Duration of event

 **RATE CARD**
£632.00



NEC SKYWALK

Escalator Panels

- Set of 7 available
- Would work well for directional messaging
- Close proximity advertising



FORMAT
Solus print panel



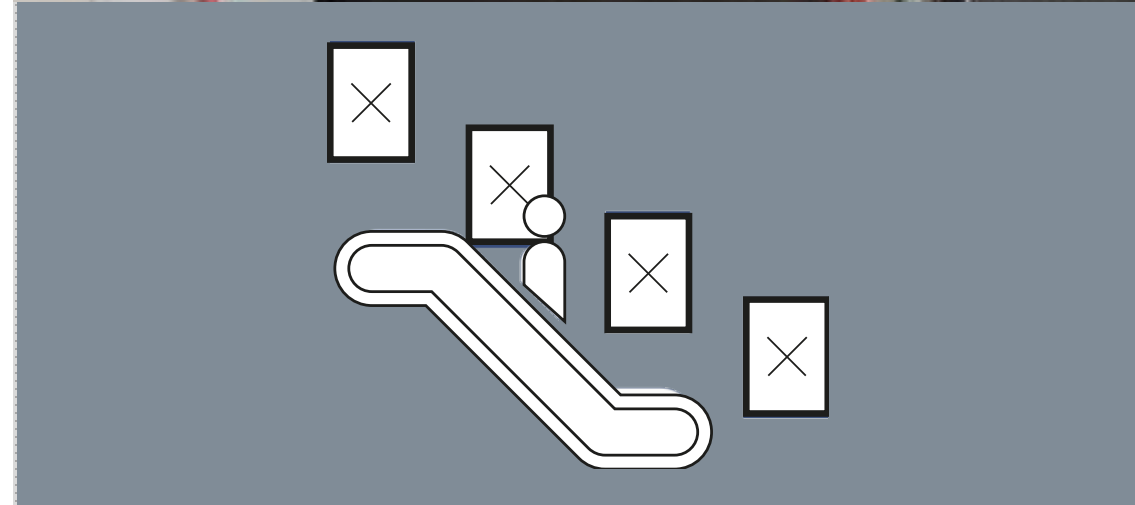
DISPLAY TIME
Duration of event



SIZE
Actual size –
53(w) x 78.5(h)cm
Visual size –
49.5(w) x 75(h)cm



RATE CARD
£1053.00



NEC SKYWALK

4 Sheet Posters

- 10 sites available – can be used individually
- Close proximity advertising in high traffic area



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



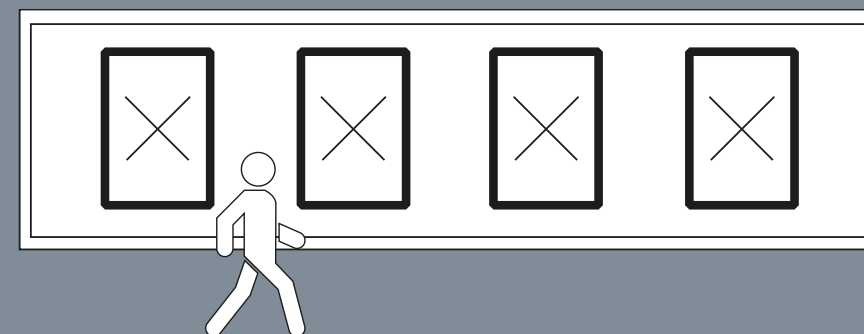
SIZE

Actual size –
1016(w) x 1524(h)mm
Visual size –
986(w) x 1494(h)mm



RATE CARD

£289.00 each



SKYWALK OPPORTUNITIES

Skywalk Escalator Screens

- High footfall area for visitors approaching the NEC's Atrium Halls from the railway station
- Only digital screens located on the skywalk



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
55" Landscape screens



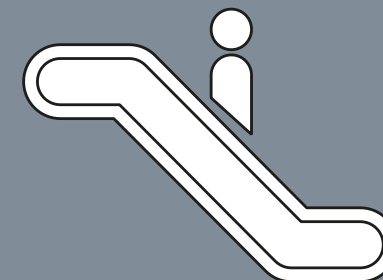
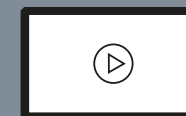
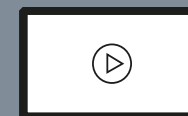
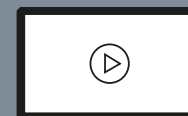
DISPLAY TIME
Duration of event



DURATION
10 seconds



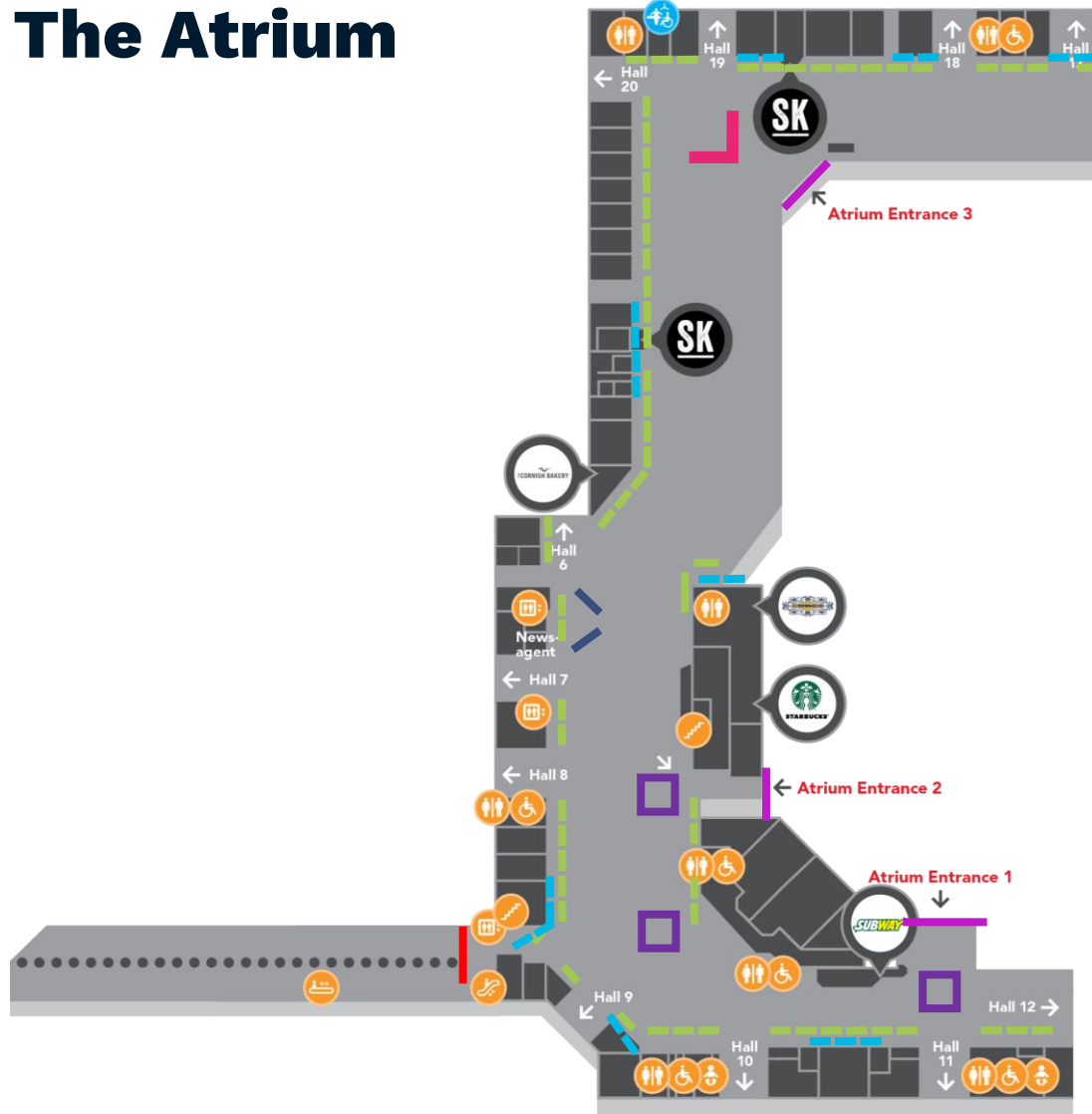
RATE CARD
£632.00



The Atrium

Halls 6 - 20

The Atrium



Wayfinding Digital Cubes (3)

Illuminated Supersites (66)

Skywalk Atrium Escalator Screen

Suspended Digital Banner

Gallery Stairs Digital Screens

4 Sheet Poster Sites

Atrium Entrance Digital Canopy Screens

ATRIUM OPPORTUNITIES

Canopy Entrance Screens

- High impact screens at Atrium 1, 2 and 3 entrances
- Located above eyeline at key decision point for all arriving visitors



FORMAT
Digital



DISPLAY TIME
Duration of event



SCREEN SIZE
Varies per entrance



RATE CARD
£1264.00 per entrance



DURATION
10 seconds

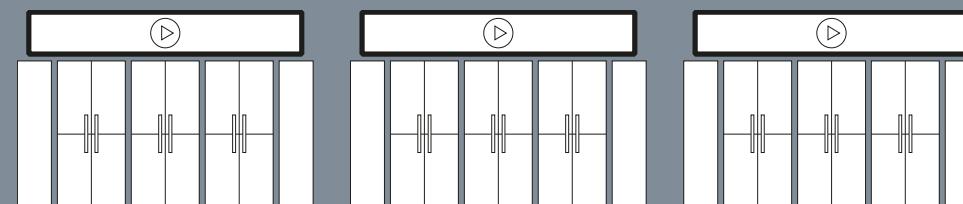
ATRIUM 1
1:6 across 6 screens



FREQUENCY
1:6 SOV

ATRIUM 2
1:6 across 4 screens

ATRIUM 3
1:6 across 2 screens



ATRIUM OPPORTUNITIES

External A-Boards

- Double sided printed 4-sheets
- Located on red brick leading to Atrium entrances
- Sold in sets of 3 or 6



FORMAT
Solus print panel



RATE CARD – Set of 6
£3335.00

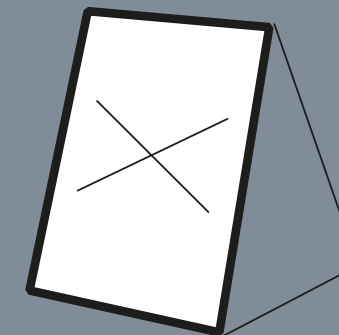


SIZE
Actual size –
1016(w) x 1524(h)mm
Visual size –
914(w) x 1422(h)mm

RATE CARD- Set of 3
£1761.00



DISPLAY TIME
Duration of event



ATRIUM OPPORTUNITIES

Pendant Hanging Banners

- Sold in sets of 8 and can be located at various rigging points on the Atrium concourse



FORMAT
Solus print panel



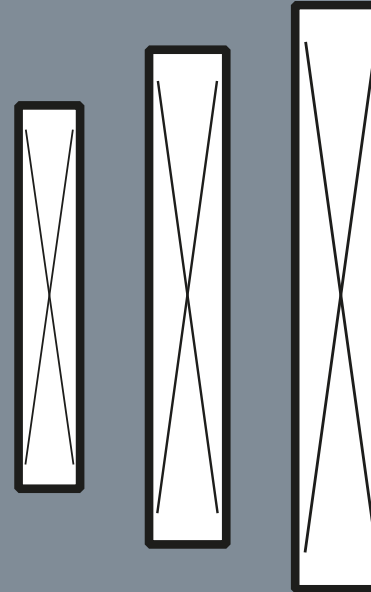
DISPLAY TIME
Duration of event



SIZE
1m(w) x 4(h)



RATE CARD
£10,522.00



ATRIUM OPPORTUNITIES

Mega Banner

- High impact large format PVC banners
- Located at various rigging points on the Atrium concourse



FORMAT
Solus print panel



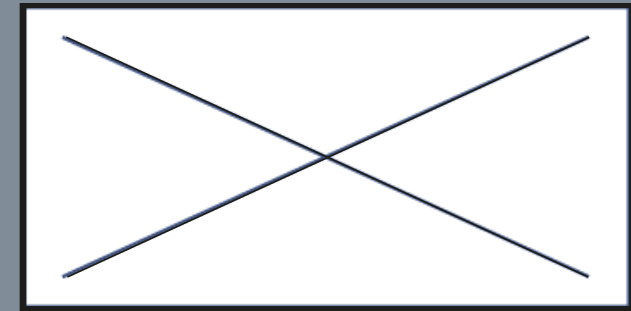
DISPLAY TIME
Duration of event



SIZE
10m(w) x 5m(h)



RATE CARD
£8912.00



ATRIUM OPPORTUNITIES

Cube Banners

- Set of 4 large format PVC banners hung as a cube so is visible from all angles.
- Available at various locations on the Atrium concourse



FORMAT
Solus print panel



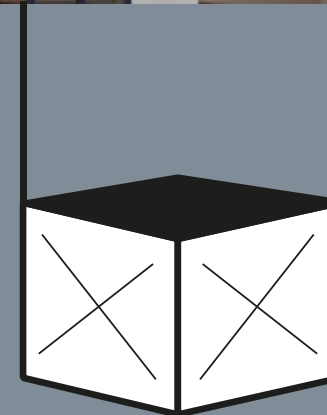
DISPLAY TIME
Duration of event



SIZE
3000mm(w) x 3000mm(h) x 4
PVC Banners



RATE CARD
£9986.00



ATRIUM OPPORTUNITIES

Wedge Base Internal Graphics

- Floor standing, impactful and flexible
- Can be positioned across the Atrium public areas
- Sold in sets of 3 or 6



FORMAT
Solus print panel



RATE CARD – Set of 6
£3334.00



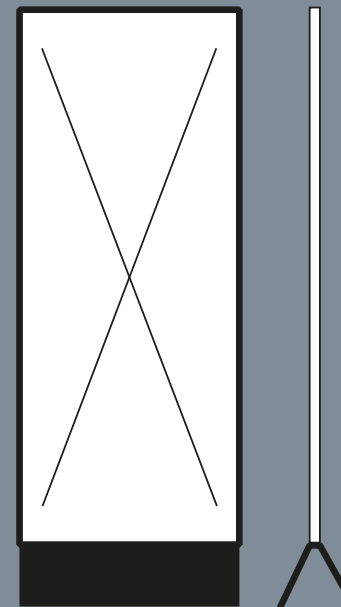
SIZE
Actual size –
800(w) x 1800(h)mm



RATE CARD- Set of 3
£1684.00



DISPLAY TIME
Duration of event



ATRIUM OPPORTUNITIES

Floor Vinyl's

- Sold as a set of 10
- Can be located at various points leading from the Atrium main entrances to Halls 6 to 12 and Halls 17 to 20



FORMAT
Solus print panel



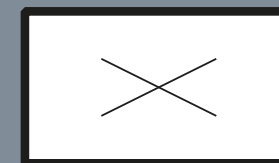
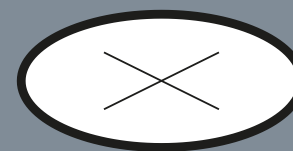
DISPLAY TIME
Duration of event



SIZE
1000(w) x 1000(h)mm



RATE CARD
£2399.00



ATRIUM OPPORTUNITIES

Illuminated Supersites

- Back-lit sites available along the Atrium concourse
- Work well with bookings of concourse suites to support events



FORMAT
Solus print panel



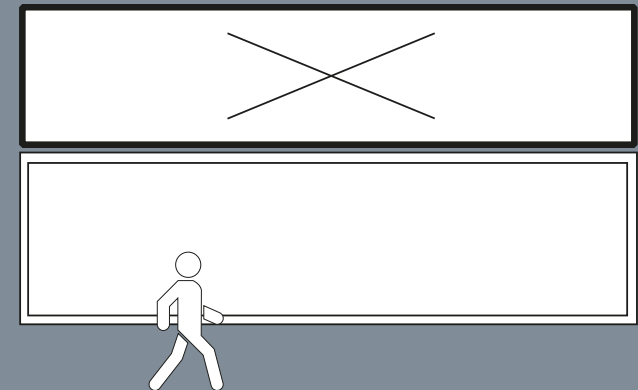
DISPLAY TIME
Duration of event



SIZE
All illuminated supersites vary



RATE CARD
£1258.00



ATRIUM OPPORTUNITIES

Door Graphics

Door gels can be used as branding across entrance doors of the Atrium. Situated at eye level they are ideal at conveying both ‘Welcome’ and ‘Thanks for visiting’ messages.



FORMAT
Solus print panel



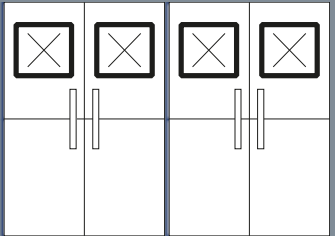
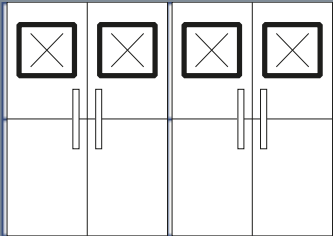
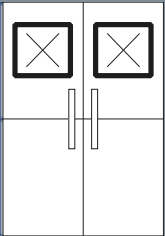
DISPLAY TIME
Duration of event



SIZE
500(w) x 300(h)mm



RATE CARD
Priced upon request



ATRIUM OPPORTUNITIES

Hall Entrance Screens

- High impact screens at Hall entrances
- Located above eyeline at key decision point for all arriving visitors



FORMAT
Digital



FREQUENCY
1:6 SOV



SIZE
55"



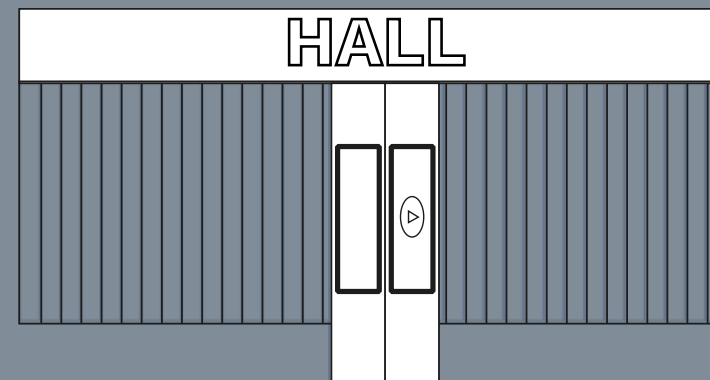
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£1264.00 for 2 screens
(1 each side of pillar)



ATRIUM OPPORTUNITIES

Convenience Posters

- Entry level media option
- Available in all halls and in sites on the Atrium concourse
- High traffic/dwell areas



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



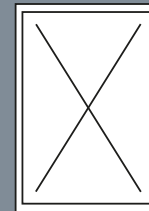
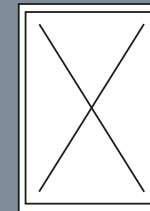
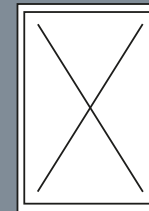
SIZE

Actual size –
210(w) x 300(h)mm
Visual size –
190(w) x 280(h)mm



RATE CARD

Price on request



ARRIVING AT THE ATRIUM

Vehicle Placements

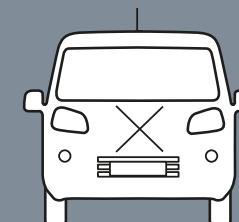
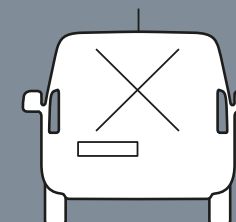
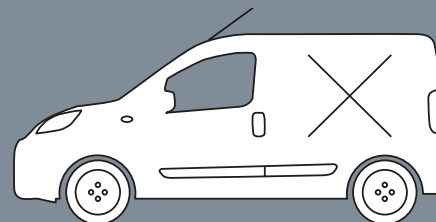
- Various sites available at the main Piazza entrance
- Some sites on red bricked area, others on grass where trackway would be required at an additional cost.



RATE CARD
£1236.00 per vehicle
per day of event



DISPLAY TIME
Duration of event



The Piazza

Halls 1 - 5

The Piazza



To and from Resorts World Arena, Hilton Metropole Hotel, Crowne Plaza Hotel, Pendigo Lake, Genting Hotel, Moxy Hotel, Resorts World, shuttle buses, car parks and taxis

- Iconic Digital Screen
- Bridgelink Supersite
- Wayfinding Digital Cubes (6)
- Illuminated Supersites (3)
- Piazza Exit D6 Screens (3)
- Piazza Entrance D6 Screens (5)
- Piazza Canopy Screens (6)
- Skywalk Piazza Screen
- Skywalk Atrium Escalator Screen

ARRIVING AT THE PIAZZA

Triple Sided Roundabout Screen

- A statuesque digital beacon dominating the NEC's main entrance
- Seen by all visitors arriving by road at Piazza main entrance



FORMAT
Digital



FREQUENCY
1:6 SOV



SIZE
55"



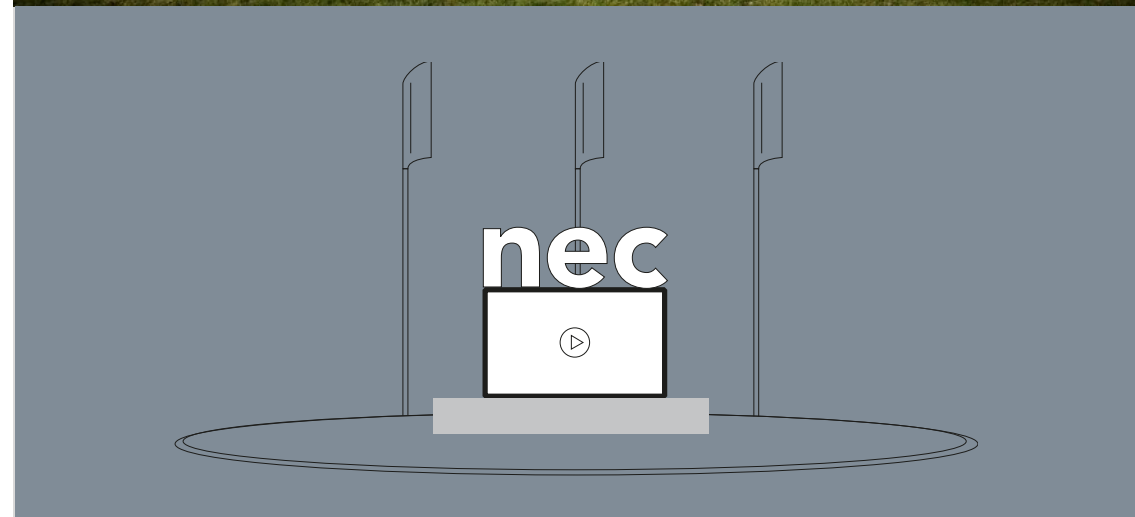
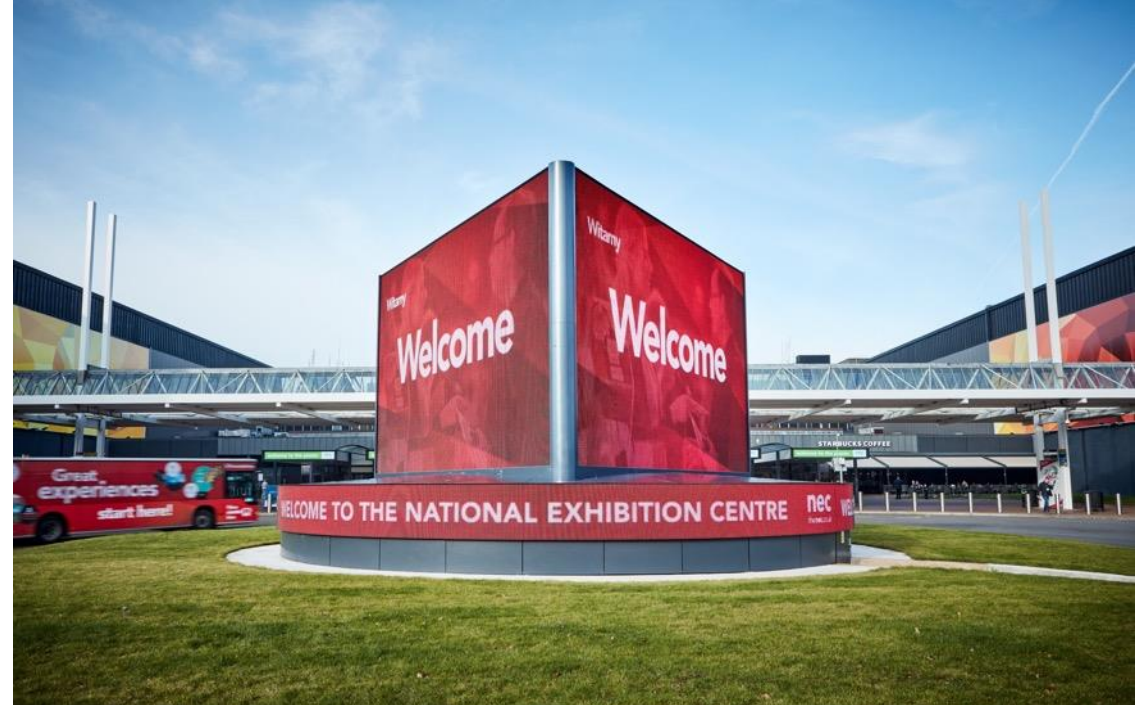
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£3792.00



ARRIVING AT THE PIAZZA

Piazza Lamppost Hanging Banners

- Set of 20 lamppost banners: 10 posts, 2 per post
- Located at the main Piazza entrance



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



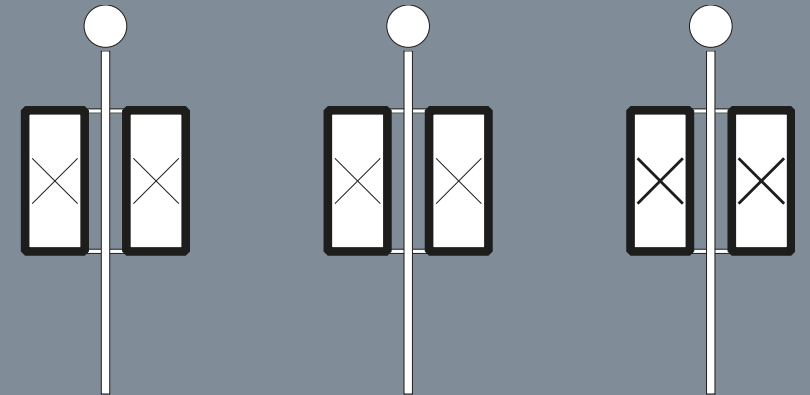
SIZE

Sizes sent upon request



RATE CARD

£8192.00



ARRIVING AT THE PIAZZA

Canopy Entrance Screens

- Impacting all visitors using the NEC's Piazza entrance
- Above eye level display
- 6 sites available, can be purchased individually or as a set



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
5m(w) x 0.5m(h)



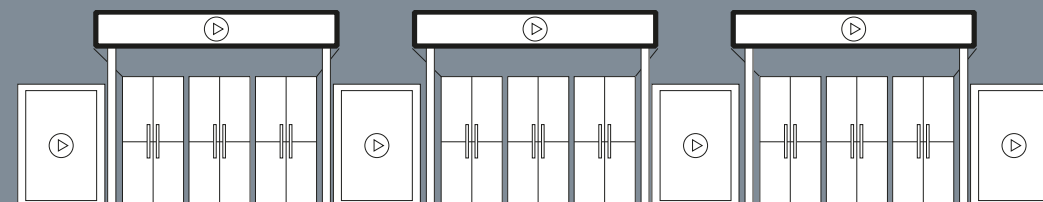
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£632 each



PIAZZA OPPORTUNITIES

External A-Boards

- Double sided printed 4-sheets
- Located on red brick leading to Piazza entrances
- Sold in sets of 3 or 6



FORMAT
Solus print panel



RATE CARD – Set of 6
£3335.00

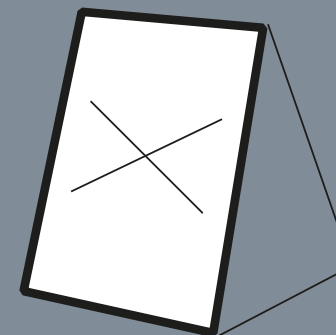


SIZE
Actual size –
1016(w) x 1524(h)mm
Visual size –
914(w) x 1422(h)mm

RATE CARD- Set of 3
£1761.00



DISPLAY TIME
Duration of event



ARRIVING AT THE PIAZZA

D6 Portrait Screens

- Ground level close proximity digital screens
- Impacting all visitors using the NEC's Piazza entrance
- Dominating the entrance at the busiest area of the NEC Campus
- 5 sites available, can be purchased individually or as a set
- Available at the entrance and the exits



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
95"



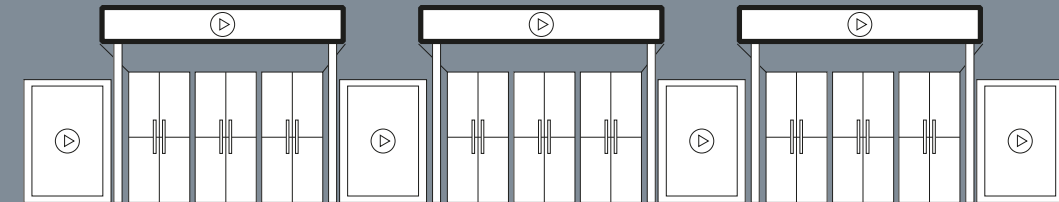
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£632.00 per screen



PIAZZA OPPORTUNITIES

Door Graphics

Door gels can be used as branding across entrance doors of the Piazza. Situated at eye level they are ideal at conveying both ‘Welcome’ and ‘Thanks for visiting’ messages.



FORMAT
Solus print panel



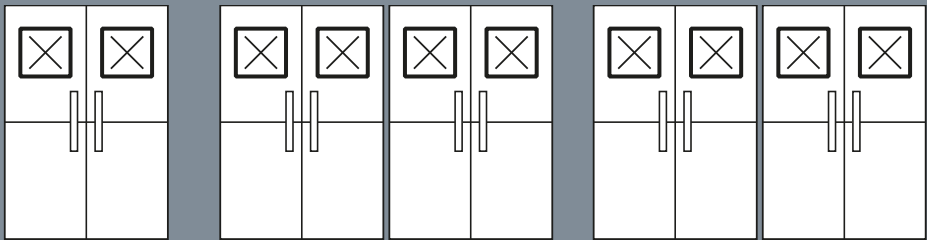
DISPLAY TIME
Duration of event



SIZE
500(w) x 300(h)mm



RATE CARD
Priced upon request



PIAZZA OPPORTUNITIES

Wedge Base Internal Graphics

- Floor standing, impactful and flexible
- Located at the main Piazza entrance
- Sold in sets of 3 or 6



FORMAT
Solus print panel



RATE CARD – Set of 6
£3334.00

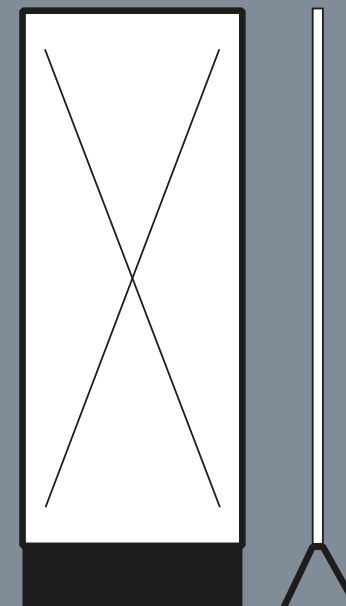


SIZE
Actual size –
800(w) x 1800(h)mm

RATE CARD- Set of 3
£1684.00



DISPLAY TIME
Duration of event



PIAZZA OPPORTUNITIES

Double Sided Overhead Screens

- Located in high dwell areas of the Piazza close to restaurants and hall entrances
- Clearly visible by all visitors during high-traffic periods in the Piazza
- A trilogy of screens sold with the opportunity to brand 1 screen on each set of 3 to compliment exhibition wayfinding
- 2 Pods of 6 screens (4 screens available for activation)



FORMAT
Digital



FREQUENCY
1:6 SOV



SCREEN SIZE
95"



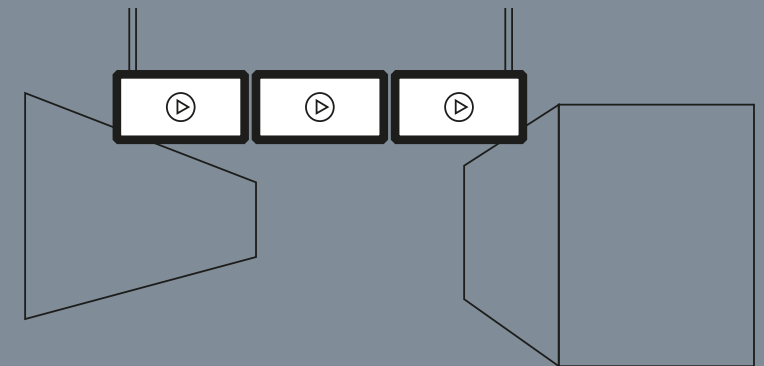
DISPLAY TIME
Duration of event



DURATION
10 seconds



RATE CARD
£2528.00 for 4 screens



PIAZZA OPPORTUNITIES

Pillar Wraps

- Set of 7 available at various locations on the Piazza main concourse outside Halls 1 to 5



FORMAT
Solus print panel



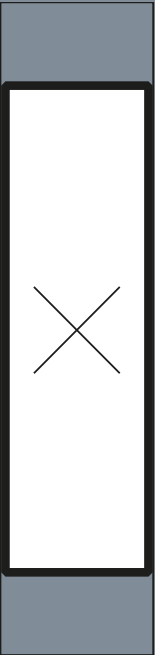
DISPLAY TIME
Duration of event



SIZE
Pillar sizes vary



RATE CARD
£7873.00



PIAZZA OPPORTUNITIES

Floor Vinyl's

- Sold as a set of 10
- Can be located at various points from the Piazza main entrance to the entrances of Halls 1 to 5



FORMAT
Solus print panel



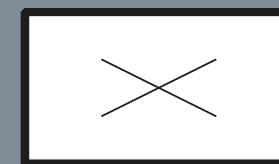
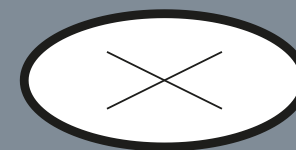
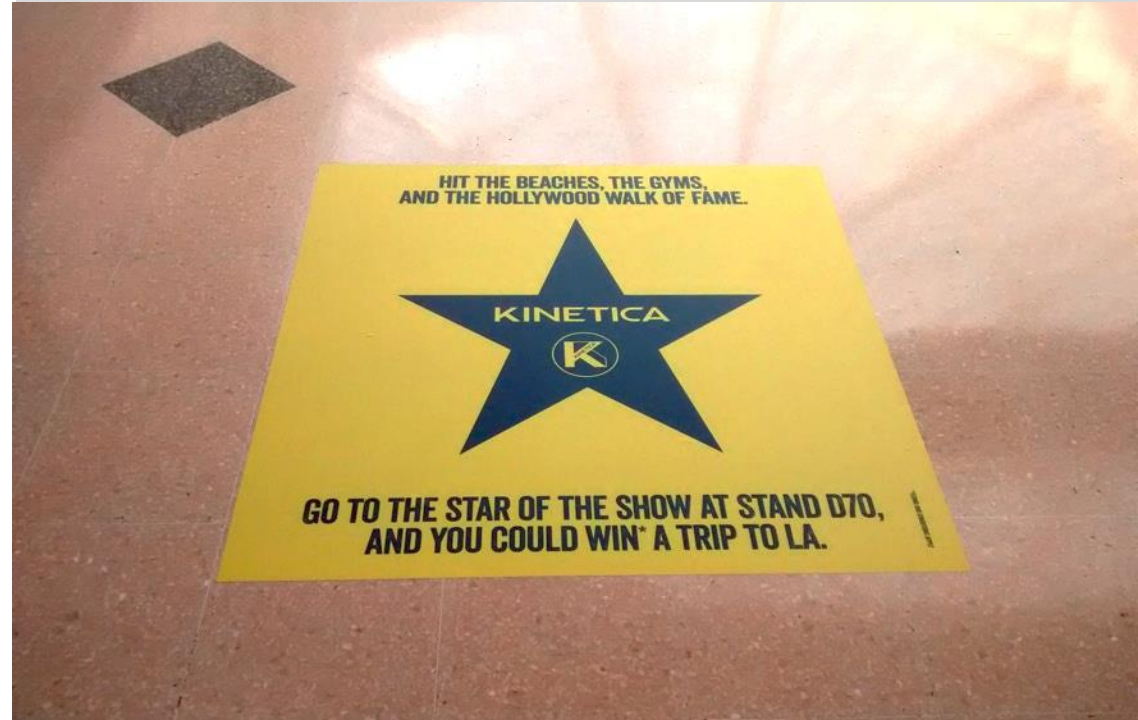
DISPLAY TIME
Duration of event



SIZE
1000(w) x 1000(h) mm



RATE CARD
£2399.00



PIAZZA OPPORTUNITIES

Illuminated Supersites

- 10 sites available on the Piazza concourse
- Premium site at the end of the Bridgeline – additional £750 media fee



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



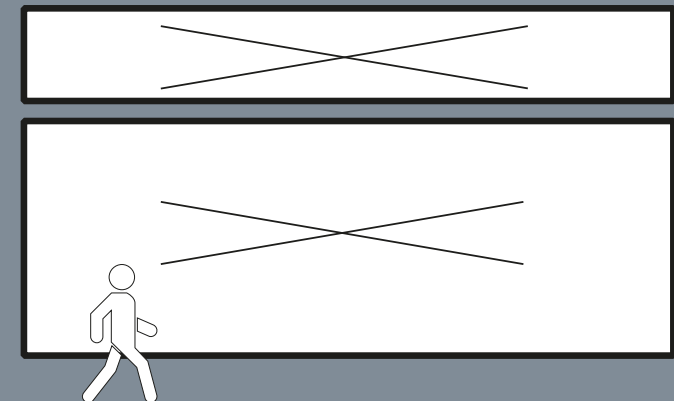
SIZE

All illuminated supersites vary



RATE CARD

£1258.00



PIAZZA OPPORTUNITIES

Horizontal Hanging Banners

- Set of 7 available at various locations on the Piazza main concourse outside Halls 1 to 5



FORMAT
Solus print panel



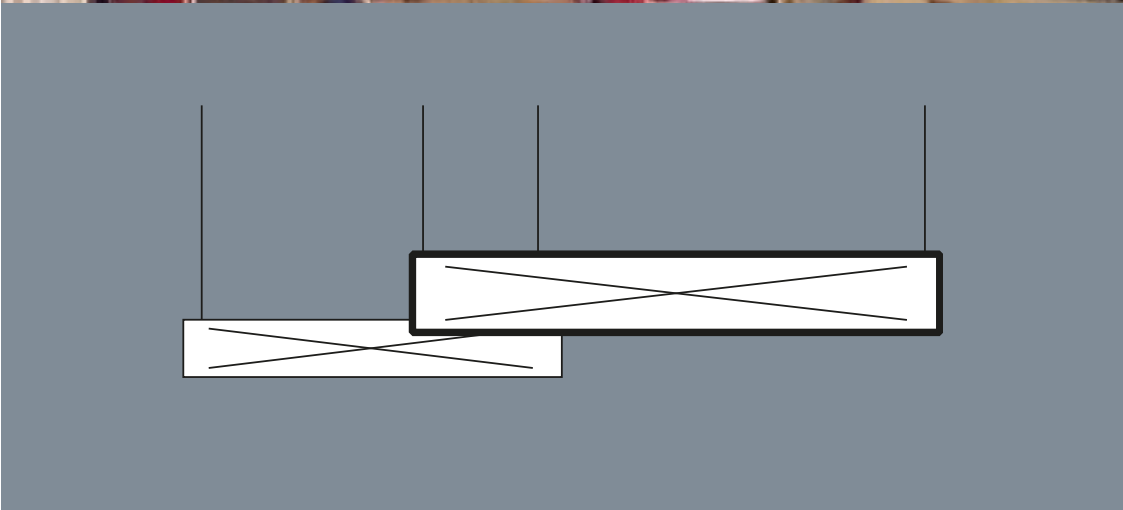
DISPLAY TIME
Duration of event



SIZE
3660(w) x 610(h)mm
(double sided)



RATE CARD
£831.00 each



PIAZZA OPPORTUNITIES

Hall Entrance Screens

- High impact screens at Hall entrances
- Located above eyeline at key decision point for all arriving visitors


 **FORMAT**
Digital

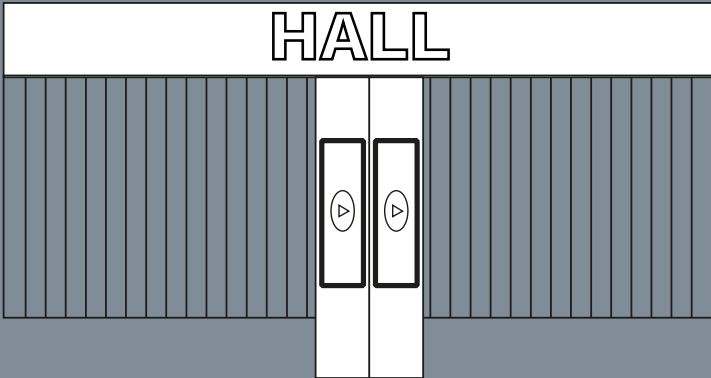
 **FREQUENCY**
1:6 SOV

 **SIZE**
55"

 **DISPLAY TIME**
Duration of event

 **DURATION**
10 seconds

 **RATE CARD**
£1264.00 for 2 screens
(1 each side of pillar)



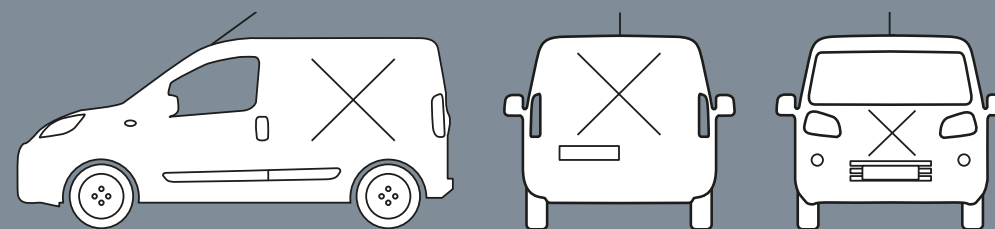
ARRIVING AT THE PIAZZA

Vehicle Placements

- 20 sites available at the main Piazza entrance
- Some sites on red bricked area, others on grass where trackway would be required at an additional cost.

£ RATE CARD
£1,166 per vehicle
per day of event

14 DISPLAY TIME
Duration of event



PIAZZA OPPORTUNITIES

Convenience Posters

- Entry level media option
- Available in all halls and in sites on the Piazza concourse
- High traffic/dwell areas



FORMAT

Solus print panel



DISPLAY TIME

Duration of event



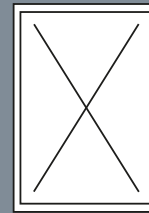
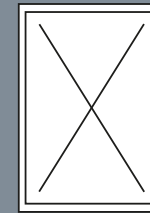
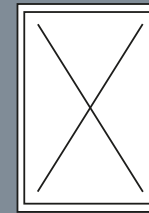
SIZE

Actual size –
210(w) x 300(h)mm
Visual size –
190(w) x 280(h)mm



RATE CARD

Price on request





Other

BESPOKE BRANDING SOLUTIONS

For clients looking for more bespoke opportunities outside of our standard branding portfolio and media offering we are happy to create more tailored solutions.

Please feel free to discuss any of your requirements with us directly.



RATE CARD

Prices available on request



EXPERIENTIAL OPPORTUNITIES

Experiential Opportunities and activities can be positioned in designated areas across the venue within public, out of hall, high dwell areas of the Piazza or Atrium.

This gives you the opportunity to directly engage with your chosen demographic and audience through 'Live Marketing' Opportunities.

We regularly rent our experiential areas for Promo Staff, Leafleting, Sampling etc.



RATE CARD

Prices available on request





Here to help you

Contact Event Organiser Sales

Tel: 0121 767 3253

Email: mediaandgraphics@necgroup.co.uk

