HOLIDAY.
TRAVEL SHOW BERN

ADVERTISING SPACES

BANNER ON V-PILLAR

Welcome visitors as soon as they arrive.
Your poster is positioned where every visitor passes by.



LOCATION
In front of the entrance to Hall 2.1

AVAILABILITY
5 pillars, each printed on both sides

PRINT MATERIAL
Decotex

FORMAT
4,222 × 4,022 mm

PER V-PILLAR BANNER
CHF 6’900.00

Preise exkl. MwSt.

ADVERTISING IN THE REVOLVING DOORS

Everything has a start and a finish.

You can make the most of both – by being present when visitors arrive and remaining in their minds when they leave for home. Our advertising on the revolving doors makes you the hub of any event.



LOCATION

4 revolving doors at Hall 2.1

AVAILABILITY

4 windows are included per booking (a window in every revolving door). 3 bookings possible.

PRINT MATERIAL

Glass foil, 4-colour print

FORMAT

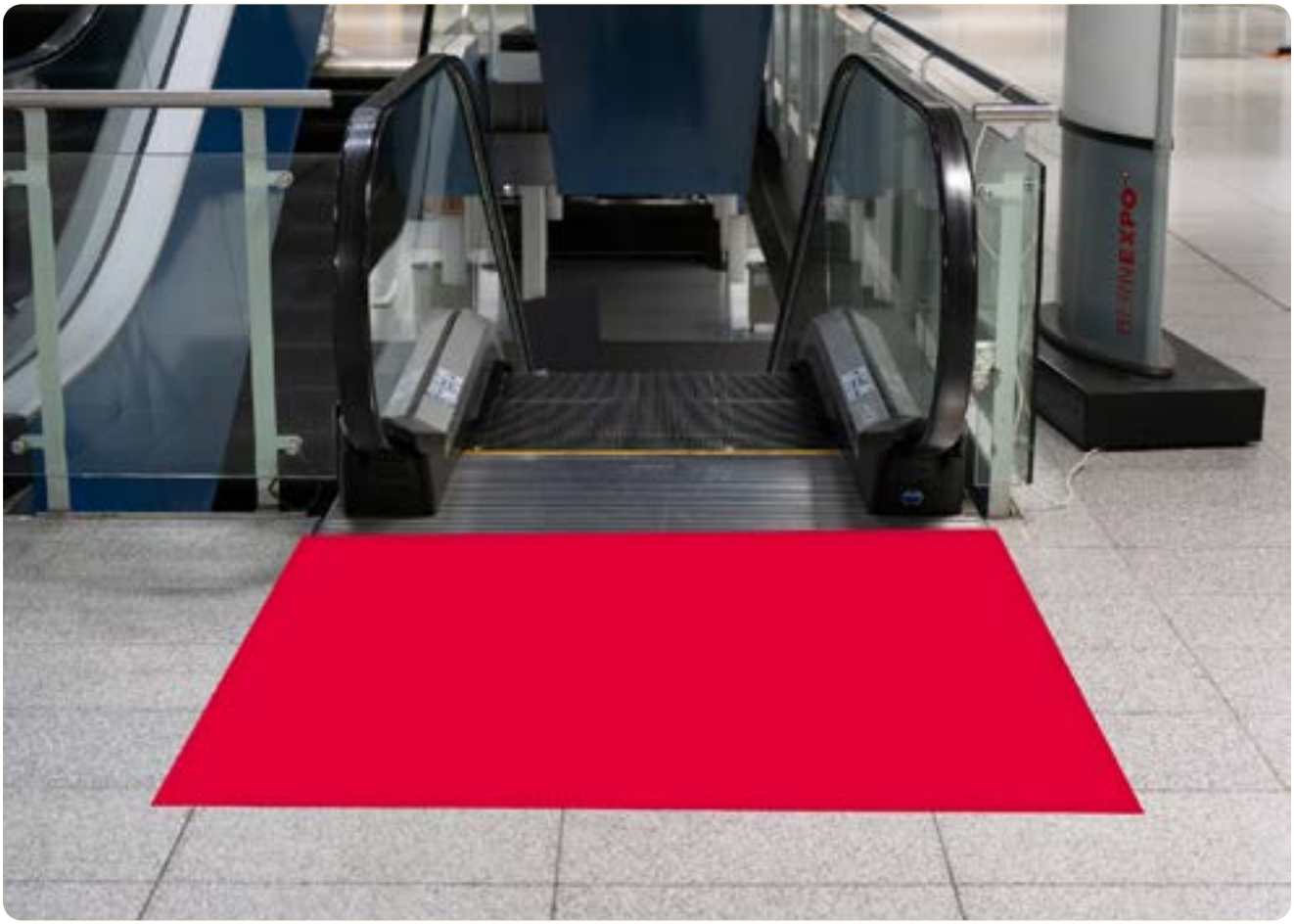
297 × 420 mm

ADVERTISING IN THE REVOLVING DOORS
CHF 2’360.00

FLOOR ADVERTISING

One small step for visitors – one giant leap for your profile!

Our floor advertising will bring prospective customers to you and make you very hard to miss. Leave your own personal footprint and guide visitors straight to your booth.



LOCATION
Individual consultation with customer

AVAILABILITY
Only on request

PRINT MATERIAL
Foil, 4-colour print

FORMAT
1,000 × 800 mm

FLOOR ADVERTISING
CHF 1’690.00

Preise exkl. MwSt.

FOOTPRINTS

One small step for visitors – one giant leap for your profile!

Our footprints will bring prospective customers to you and make you very hard to miss. Leave your own personal footprint and guide visitors straight to your booth.



LOCATION
In the halls
Individual consultation with customer

AVAILABILITY
Only on request

PRINT MATERIAL
Foil, 4-colour print

FORMAT
180 × 280 mm

FOOTPRINTS (20 PRINTS)
CHF 890.00

Preise exkl. MwSt.

POSTERS & MIRROR STICKERS IN SANITARY FACILITIES

Don't let your products go down the tubes.

Not here!

Advertise in the place where people have time to read – where they all need to go at some point. Whether they're sitting or standing, you'll always be at eye level.



LOCATIONS

3 units in the stairwell, tower 1

2 units in central halls 1.0 & 1.2

PRINT MATERIAL

Paper 80 g/m²

Glass foil, 4-colour

AVAILABILITY

A unit consists of men's, women's and accessible toilets and has 20–36 spaces depending on the location

FORMAT

210 × 297 mm

POSTERS & MIRROR STICKERS IN SANITARY FACILITIES
CHF 9'990.00

MEGA POSTER ABOVE ESCALATOR

Present yourself to visitors on an oversized poster.

Benefit from excellent visibility next to the restaurant or above the escalators in the upper level halls.



LOCATIONS
Halls 2.2 & 3.2

AVAILABILITY
1 poster per hall, printed on both sides

PRINT MATERIAL
Mesh vinyl, 4-colour print

FORMAT
3,000 × 3,000 mm

PER MEGA POSTER ABOVE ESCALATOR
CHF 2’390.00

Preise exkl. MwSt.

INFO SCREENS

The main thing is to be seen!

Whether a still image or a short advertisement, you play the leading role on our screens – all day long! Not only at the prime times, but also in the best places at the main entrance and in all used halls.



LOCATIONS

Entrance area and by the escalators

AVAILABILITY

Regular display between the information.
The same programme runs on all screens.

PRINT MATERIAL

RGB still image or video (max. 10 sec.)

FORMAT

1,920 x 1,080 px / 16:9

INFO SCREENS
CHF 1’690.00

Preise exkl. MwSt.

DISTRIBUTION OF ADVERTISING MATERIAL

Directly distribute your advertising material to visitors.
Choose from exclusive locations in the outdoor areas or the halls.



LOCATION
Halls or outdoor areas

AVAILABILITY
Only on request

DURATION
Entire duration of the trade fair or daily

ENTIRE DURATION OF TRADE FAIR PER DAY CHF 990.00

DAILY CHF 1’290.00

Preise exkl. MwSt.

PREMIUM HIGHLIGHTING – EVENT GUIDE

Premium placement on the homepage

Take the opportunity to shine in the spotlight of our event guides. Our exclusive Slider Premium Placement guarantees maximum visibility for your brand. Limited to just six prestigious advertisements per event – get the exclusive treatment you deserve!



PLACEMENT
Homepage

AVAILABILITY
Only on request

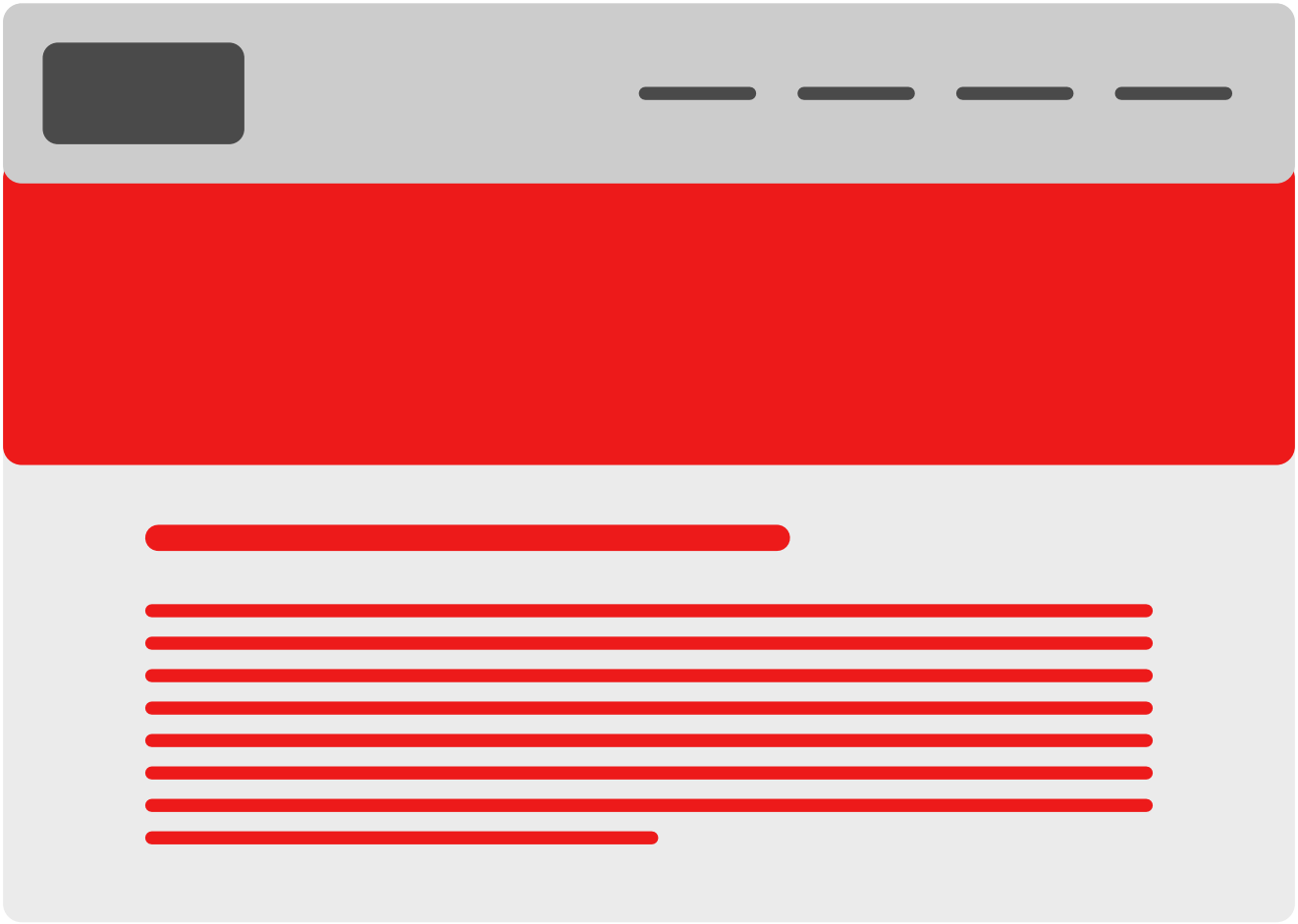
PREMIUM HIGHLIGHTING IN EVENT GUIDE
CHF 1’190.00

Preise exkl. MwSt.

STORIES & NEWS ARTICLE – EVENT GUIDE

Write the headline, not the footnote!

Make your story the highlight of our event guide. With your personal header image, title and content, you create the design and set the tone. Your contribution, your benefit.



PLACEMENT
Stories & news page
Stories are listed chronologically

AVAILABILITY
Only on request

DELIVERY ITEMS
Images & text by you

FORMAT
Header image: 3,000 × 1,000 px
Story image: 1,000 × 800 px
Title & text: unlimited

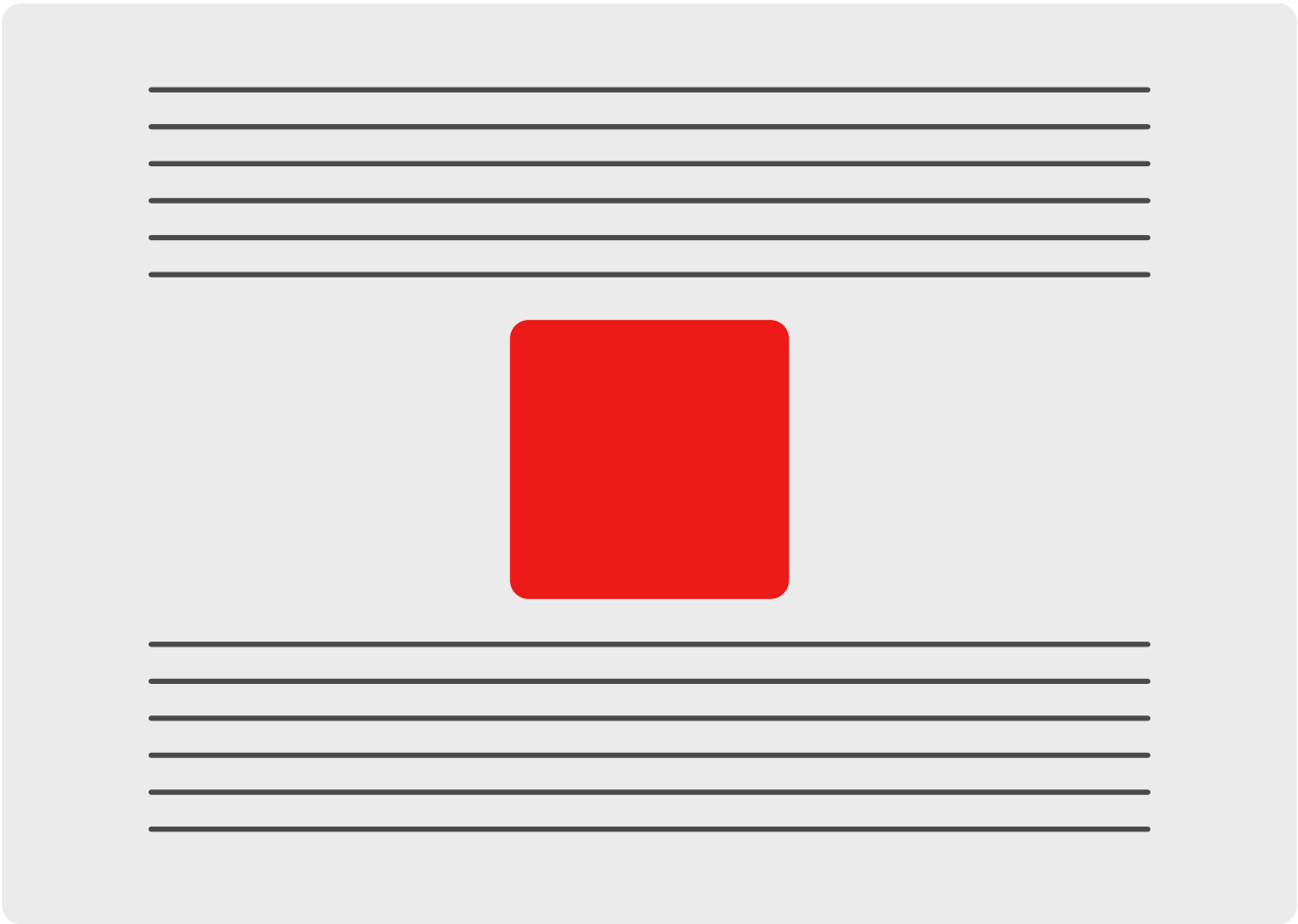
STORIES & NEWS ARTICLE – EVENT GUIDE
CHF 2'690.00

Preise exkl. MwSt.

NEWSLETTER AD RECTANGLE

Your opportunity lies between the lines!

Place your message in the heart of our newsletter – to not only find readers, but also potential customers who are looking for new solutions. Compact, concise and perfectly placed. Your image, your impact!



FACTS
43 464 recipients
95% German speakers

AVAILABILITY
1× per newsletter

DELIVERY ITEMS
Image and target URL from you

FORMAT
250 × 250 px, JPG/PNG, max. 250 KB

NEWSLETTER AD RECTANGLE
CHF 1’490.00

Preise exkl. MwSt.

NEWSLETTER AD FULL BANNER

Make it big. Make it unmissable!

Enjoy all eyes on you. Our full banner in the newsletter guarantees maximum visibility and maximum interest. Every click a potential customer, every look a potential profit.



FACTS

43 464 recipients
95% German speakers

AVAILABILITY

1× per newsletter

DELIVERY ITEMS

Image and target URL from you

FORMAT

600 × 150 px, JPG/PNG, max. 300 KB

NEWSLETTER AD FULLBANNER
CHF 2’090.00

Preise exkl. MwSt.

NEWSLETTER AD MIDSTORY

Half-time highlight: your story in the midst of the action!

Placed in the middle of the newsfeed, your midstory ad will attract maximum attention. A perfect mix of image and text that makes your message come alive. Tell more, show more, impress more!



FACTS

43 464 recipients
95% German speakers

AVAILABILITY

1× per newsletter

DELIVERY ITEMS

Image and target URL from you

FORMAT

Image: 600 × 400 px, JPG/PNG, max. 250 KB
Title: 35 characters including spaces
Text: 250 characters including spaces

NEWSLETTER AD MIDSTORY
CHF 2’690.00

Preise exkl. MwSt.

HOLIDAY.
TRAVEL SHOW BERN

An event organised by
BERNEXPO

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