

# **Onsite Advertising Opportunities**

## **Fira Gran Via - Barcelona**

# Fira Gran Via - Building Overview



# Megaposters

## Front Congress Centre

Maximise your message opportunity at the ESC Congress with impressive poster boards located in front of the congress centre – 4 poster units are available in total for a powerful presentation.

**Size:** 8,80m x 8,80m

**Location:** Front of congress centre

**Cost incl. production:** €13,000 per unit

**Accrued points:** 4 pts



# Advertising Panels Front Congress Centre

Welcome delegates as they arrive at the congress centre using a series of double-sided advertising panels.

**Size:** 1,20m x 2m

**Cost incl. production:** €3,500 per panel

**Accrued points:** 1 pt



# Promotional Towers

## From Train Station to Congress Centre

Use two sides of these promotional towers along with the ESC to communicate with delegates each day as they arrive and leave the congress.

**Size:** 1,15m x 4m

1,50m x 6m

**Cost incl. production :** €5,500 / €8,500 per unit

**Accrued points:** 2 pts / 3 pts





# Escalator Vinyls

## From Overhead Express Walkway into Zones 4 & 6

Use the elevator frame and staircase leading into Zones 4 and 6 to distinguish your brand

**Size:** 19m x 1,10m

**Cost incl. production per escalator:** €18,000

**Accrued points:** 6 pts



## Floor Stickers

### Overhead Express Walkway – Travelator above Zones 2,3 & 4

Make a large statement with these eye-catching floor-stickers available before and after each of the travelators on the overhead express walkway above Zones 2, 3 and 4.

**Size:** Diameter 2,50m

**Cost incl. production:** €6,000 per unit

**Accrued points:** 2 pts



## Travelator Vinyl

### Overhead Express Walkway -Above Zone 3 Exhibition

For guaranteed daily exposure to delegates, promote your congress message by branding the glass panels on the travelator on the overhead express walkway above the Exhibition.

**Size:** 40,35m x 0,56 m

**Cost incl. production:** €22,000

**Accrued points:** 6 pts



**NOTE:** The picture provided is for reference purposes only. The above mentioned cost will cover vinyl on the full surface of the 6 glass panels, 4 internal and 2 external.



# Promotional Flags

## Overhead Express Walkway - Above Zone 4

Ten double-sided flags strategically located along the overhead express walkway will remind delegates of your presence and activities during the congress.

**Size:** 0,60cm x 1,30m

**Cost incl. production:** €8,000 /10 units

**Accrued points:** 2 pts

