



ExPOSSIBLE!

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TRADE FAIR ADVERTISING

Take advantage of advertising media, as described in the following pages, to attract visitors to your stand and boost your brand image.

Please select the options you are interested in, sign and stamp the form in next page, and return it to:

- Fax +34 94 404 00 09
- publipatrocinio@bec.eu

Payment can be done through:

- Bank cheque in favour of BILBAO EXHIBITION CENTRE, S.A., or
- Bank transfer to any of the following accounts in the name of BILBAO EXHIBITION CENTRE, S.A.:
 - BBVA ES29 0182 1290 38 0201504440 - SWIFT: BBVA ES MM XXX
 - BBK ES52 2095 0611 00 9105880388 - SWIFT: BASK ES 2B XXX



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TRADE FAIR ADVERTISING

● Official catalogue and visitors' guide map.

Exhibitor:

Person in charge:

Address:

Town and zip code:

Telephone:

e-mail:

VAT.

OFFICIAL CATALOGUE(INCLUDES CD)	PRICE
CD: Link to your web page	300 €
B/w logo/trademark (15 x 40 mm) inserted in the alphabetical list of exhibitors.	175 €
Enhanced company name on exhibitor list	115 €
Back cover	3.300 €
Back cover flap	2.225 €
Unfoldable back cover flap	2.700 €
Cover flap	2.000 €
Unfoldable cover flap	2.700 €
Off-print	1.200 €
Marcapáginas (suministrado por el anunciante)	2.300 €
Colour interior page	1.000 €
Triptych	3.500 €
Díptych	2.225 €

VISITORS' GUIDE MAP (hended for free to all visitors)	
Back cover	7.300 €
Logo (20 x 40 mm)	1.200 €
Logo (40 x 40 mm)	1.550 €

- By ordering more than one insertion you will benefit of a 10% discount on the total advertising amount.
- Film mechanicals are on exhibitor's account and should be sent on CD (JPG-EPS format, 300 dots of resolution, DIN A-5).
- Should you need to convert your ad into required format, Bilbao Exhibition Centre can do it for you (charges payable by advertiser).
- Catalogue size: 148 mm x 210 mm HIGH.

Deadline for this request: 15th February 2011.



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TRADE FAIR ADVERTISING

● Advertising at the venue.

Exhibitor: _____
 Person in charge: _____
 Address: _____
 Town, zip code and country: _____
 Telephone: _____ e-mail: _____ VAT no. _____

		Amount (before VAT 8%)	TOTAL
Indoors	Risers in northern access staircase. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.004 <u>2 blocks</u> (28 steps, 2 m * 0,13 m per block)	3.300 €	
	<input type="checkbox"/> 60.005 <u>3 blocks</u> (28 steps, 2 m * 0,13 m per block)	4.400 €	
	Circular columns in the northern access staircas. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.013 <u>2 columns</u> (5,50 m perimeter x 5 m high)	2.750 €	
	Atrium display panels (2 * 5 m) on both sides. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.020 <u>Group of 4 units</u>	4.840 €	
	<input type="checkbox"/> 60.021 <u>Group of 6 units</u>	7.260 €	
	<input type="checkbox"/> 60.022 <u>Group of 8 units</u>	8.800 €	
	<input type="checkbox"/> 60.023 <u>Group of 12 units</u>	13.200 €	
	Posters (1 * 3 m) on the handrail at the entrance to the halls. INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.031 <u>Group of 4 units</u>	2.200 €	
	<input type="checkbox"/> 60.032 <u>Group of 8 units</u>	4.400 €	
	<input type="checkbox"/> 60.033 <u>Group of 12 units</u>	6.380 €	
Permanent wall projection (3 * 7 m depending on the image to be projected) in Conference access area. INCLUDES PRODUCTION			
<input type="checkbox"/> 60.041 <u>1 Unit</u>	6.000 €		
Circular floor vinyl (2 m diameter) at top/bottom staircase. INCLUDES PRODUCTION			
<input type="checkbox"/> 60.090 <u>1 Unit</u>	700 €		
Interior totem display stand (1 x 1 m wide x 4 m high). INCLUDES PRODUCTION			
<input type="checkbox"/> 60.080 <u>1 Unit</u>	Please request quote		
Vehicle display stand			
<input type="checkbox"/> 60.102 <u>1 Unit</u>	Please request quote		
Outdoors	Outdoor posters (sizes and time frame to be agreed)		
	<input type="checkbox"/> 60.900 <u>1 Unit</u>	Please request quote	
Sponsorship and other options	Exterior totem display stand (5 x 1 m wide x 4 m high)		
	<input type="checkbox"/> 60.200 <u>1 Unit</u>	Please request quote	
	Logo on car par tickets (1 colour). INCLUDES PRODUCTION		
	<input type="checkbox"/> 60.061 <u>Units to be agreed</u>	6.600 €	
	Logo on access card lanyards. DOES NOT INCLUDE PHYSICAL ELEMENT		
<input type="checkbox"/> 60.063 <u>Units to be agreed</u>	12.100 €		
Catalogue bags. DOES NOT INCLUDE PHYSICAL ELEMENT			
<input type="checkbox"/> 60.065 <u>Units to be agreed</u>	4.950 €		
Use of customized ball point pens in Accreditation and Technical Services areas. DOES NOT INCLUDE PHYSICAL ELEMENT			
<input type="checkbox"/> 60.067 <u>Units to be agreed</u>	990 €		
BEC TV (advertising on BEC corporate channel)	Broadcasting of 30 second commercials on different days of the exhibition. DOES NOT INCLUDE PRODUCTION		
	<input type="checkbox"/> 60.510 <u>2 showings/hour.</u> (+- 87 showings approx.)	1.300 €	
	<input type="checkbox"/> 60.511 <u>3 showings/hour.</u> (+- 131 showings approx.)	1.800 €	
<input type="checkbox"/> 60.512 <u>4 showings/hour.</u> (+- 174 showings approx.)	2.300 €		
Web (Banner in SEARCH tool)	<input type="checkbox"/> 60.610 Banner (181 x 48 pixels) static with hyperlink to the customer's web	750 €	
	<input type="checkbox"/> 60.620 Banner (181 x 48 pixels) rotary (visible each 3 visits) with hyperlink to the customer's web	550 €	
	<input type="checkbox"/> 60.630 Banner (181 x 48 pixels) rotary (visible each 5 visits) with hyperlink to the customer's web	400 €	
		TOTAL BEFORE VAT	

Stamp and signature

TRADE FAIR ADVERTISING (Details -1)

● **Indoors:**

Risers on the northern access staircase. INCLUDES PRODUCTION



60.004	<u>2 blocks</u> (28 steps, 2 m * 0,13 m per block)	3.300 €
60.005	<u>3 blocks</u> (28 steps, 2 m * 0,13 m per block)	4.400 €

Circular columns on the northern access staircase. INCLUDES PRODUCTION



	<u>2 columns</u> (5,50 m perimeter x 5 m high)	2.750 €
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Atrium display panels (2 * 5 m) on both sides. INCLUDES PRODUCTION



60.020	<u>Group of 4 units</u>	4.840 €
60.021	<u>Group of 6 units</u>	7.260 €
60.022	<u>Group of 8 units</u>	8.800 €
60.023	<u>Group of 12 units</u>	13.200 €

Posters (1 * 3 m) on the handrail at the entrance to the hall. INCLUDES PRODUCTION



60.031	<u>Group of 4 units</u>	2.200 €
60.032	<u>Group of 8 units</u>	4.400 €
60.033	<u>Group of 12 units</u>	6.380 €

Permanent wall projectgion (3 x 7 m, depending on the image to be projected) in conference access area. INCLUDES PRODUCTION



60.041	<u>1 unit</u>	6.000 €
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Circular floor vinyl (2 m diameter) at top/bottom staircase. INCLUDES PRODUCTION



60.090	<u>1 unit</u>	700 €
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Interior totem display stand (1 x 1 mwide x 4 m high). INCLUDES PRODUCTION



60.080	<u>1 unit</u>	Please request quote
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Vehicle display stand




60.102	<u>1 unit</u>	Please request quote
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TRADE FAIR ADVERTISING (Details -2)


● Outdoors

Outdoors posters (sizes and time frame to be agreed)			
	60.900	<u>1 unit</u>	Please request quote
Exterior totem display stand (5 x 1 m wide and 4 m high). INCLUDES PRODUCTION			
	60.200	<u>1 unit</u>	Please request quote

● Sponsorship and other options

	60.061	Logo on car park tickets (1 colour). INCLUDES PRODUCTION <u>Units to be agreed</u>	6.600 €
Logo on access card lanyards. DOES NOT INCLUDE PHYSICAL ELEMENT			
	60.063	<u>Units to be agreed</u>	12.100 €
Catalogue bags. DOES NOT INCLUDE PHYSICAL ELEMENT <u>Units to be agreed</u>			
	60.067	Use of customized ball point pens in Accreditation and Technical Services Areas. DOES NOT INCLUDE PHYSICAL ELEMENT <u>Units to be agreed</u>	990 €

● BEC TV (advertising on BEC corporate channel)

Broadcasting of 30 second commercials on different days of the exhibition. DOES NOT INCLUDE PRODUCTION			
	60.510	<u>2 showings/hour</u> (+- 87 showings approx.)	1.300 €
	60.511	<u>3 showings/hour</u> . (+- 131 showings approx.)	1.800 €
	60.512	<u>4 showings/hour</u> . (+- 174 showings approx.)	2.300 €