

Offer Catalogue

of Advertising Areas and Services

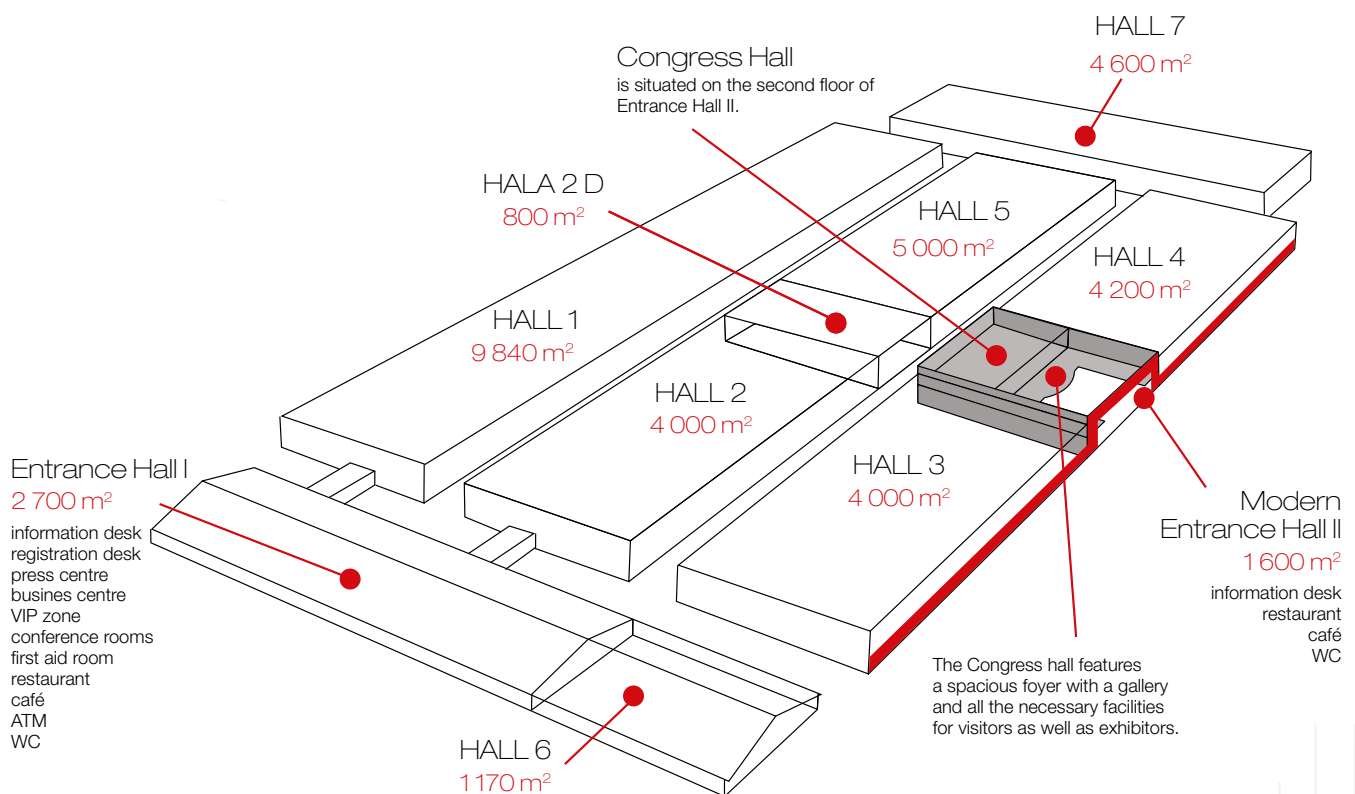


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PVA EXPO PRAGUE...

MULTIFUNCTIONAL EXHIBITION CENTRE IN THE HEART OF EUROPE

- ▷ the most modern and the largest exhibition venue in the capital of the Czech Republic
- ▷ located 20 minutes far from the international Vaclav Havel Airport Prague
- ▷ connected to the D8 highway from Teplice, Dresden and Berlin, and the Prague ring road
- ▷ excellent accessibility by public transport (located near the bus and metro station) and also by car

INTRODUCTION OF PVA EXPO PRAGUE

- ▷ total gross area (indoor + outdoor): 105,000 m²
- ▷ 7 modern steel halls with total indoor area of 35,000 m²
- ▷ large-capacity car park with over 3,000 parking places
- ▷ 2 separate entrance halls
- ▷ conference halls with a capacity of 30 and 150 people, a congress hall with a capacity of up to 650 people

A PLACE WHERE YOU'LL GET NOTICED

- ▷ the variability of the centre allows not only the organization of fairs and exhibitions, but also sports events, concerts, balls, conferences, seminars, workshops, congresses and company presentations
- ▷ the most comfortable trade fair background for exhibitors, visitors and event organizers
- ▷ 101 events with the participation of over 6,500 companies from more than 35 countries and attendance more than 1,000,000 visitors a year

PORTFOLIO OF OUR CLIENTS

ŠKODA, Mercedes, Renault, Ford, Lidl, Globus, Partners Financial services, John Deer, AMWAY, AC/DC, Guns N' Roses, Robbie Williams, Linkin Park

Boards

TRIBOARD

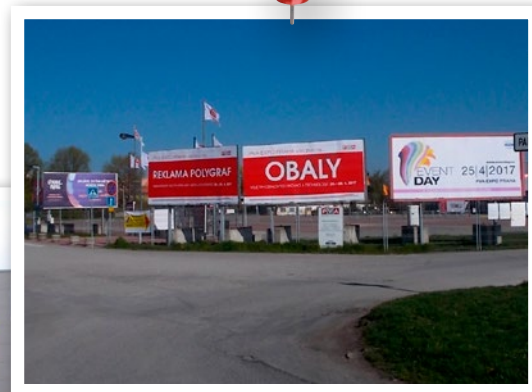
- ▷ Dimensions: width 294 cm x height 530 cm
- ▷ Number of items: 3 areas
- ▷ Description: the walls of a triboard allow a yearlong visibility because of the placement on the grass area in a close vicinity of frequented crossing of Tupolevova and Prosecka streets



FIXED BILLBOARDS

along fencing of the Centre towards Tupolevova street

- ▷ Dimensions: width 510 cm x height 240 cm
- ▷ Number of items: 15
- ▷ Description: billboards are seen as an effective way of presentation to attract incoming visitors not only during the organisation of events in the Centre, but they ensure a yearlong visibility due to their emplacement at the main road in Letnany



MOBILE BILLBOARDS

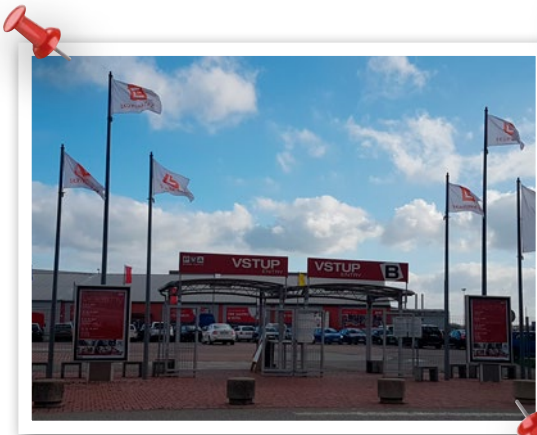
in the Centre at the entrances into the Halls

- ▷ Dimensions: width 510 cm x height 240 cm
- ▷ Number of items: 6
- ▷ Description: billboards attract visitors directly in the vicinity of exhibition halls, the advantage is variable emplacement based on the client's requirements

Outdoor Area of the Centre

FLAGS

- ▷ Dimensions: width 150 cm x height 100 cm or width 80 cm x height 200 cm
- ▷ Number of items: 30
- ▷ Description: hanging on the poles in front of the Entrance Hall I or in front of the Entrance Hall II in the most frequented entrance parts of the Centre (in a package of 5 items)



A2 POSTER - TICKET BOXES

- ▷ Dimensions: width 59.4 cm x height 42 cm
- ▷ Number of items: 10 (according to the number of open ticket boxes)
- ▷ Description: placement directly on the window of the ticket boxes

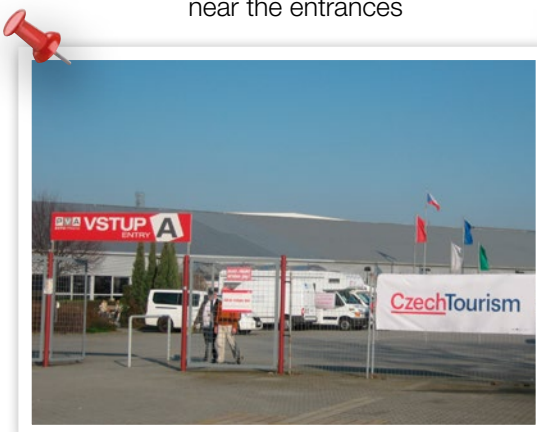


AREA ON THE FENCING OF THE CENTRE AT ENTRANCES - a)

- ▷ Dimensions: width 400 cm x height 100 cm
- ▷ Number of items: 8
- ▷ Description: placement directly on the Centre fencing, near the entrances

AREA ON THE FENCING OF THE CENTRE AT ENTRANCES - b)

- ▷ Dimensions: width 200 cm x height 100 cm
- ▷ Number of items: 8
- ▷ Description: placement directly on the Centre fencing, near the entrances



City Light

CITY LIGHT OUTDOOR

- ▷ Dimensions: width 118.5 cm x height 175 cm (visible area: 115 cm x 170 cm)
- ▷ Number of items: 8
- ▷ Description: perfect visibility is guaranteed by the backlight of the area and placement directly at the entrances B and D into the Centre (4 items - print on canvas), another 4 items are located directly at the entrances into the Exhibition halls I and II



CITY LIGHT INDOOR

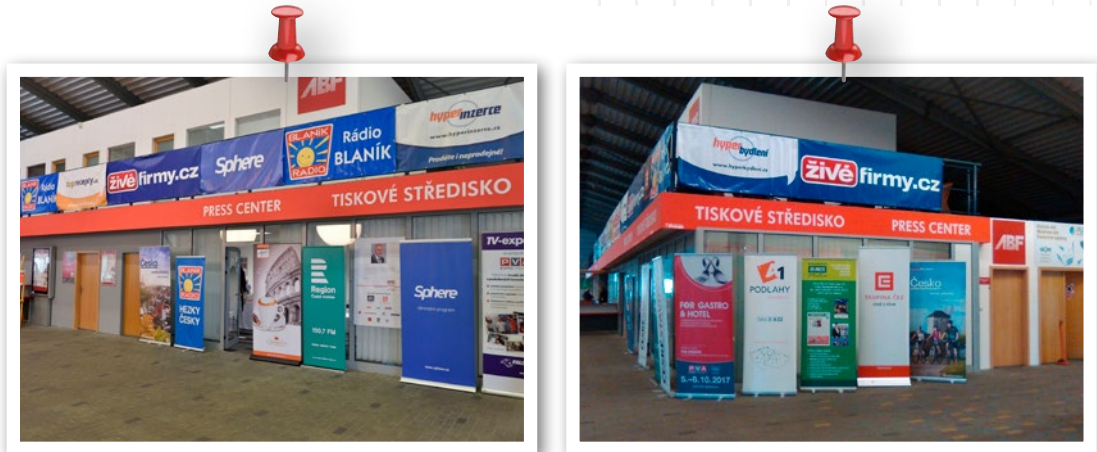
- ▷ Dimensions: width 118.5 cm x height 175 cm (visible area: 115 cm x 170 cm)
- ▷ Number of items: 7
- ▷ Description: a prestigious placement in the CLV frames on the walls of Conference halls in Entrance hall I and on the walls in Entrance hall II



Indoor Area of the Centre

AREA ON RAILING IN THE ENTRANCE HALL I

- ▷ Dimensions: width 100 cm x height 100 cm or width 200 cm x height 100 cm
- ▷ Number of items: 15
- ▷ Description: visible and popular space for advertisement in Entrance hall I



AREA FOR PLACEMENT OF THE ROLL-UP STAND IN THE ENTRANCE HALLS I AND II

- ▷ Dimensions: width 85 cm x height 200 cm
- ▷ Number of items: 20 (according to the number of engaged halls)
- ▷ Description: area for placement of your roll-up stand in the attractive and frequented space in the Entrance Hall I and Entrance Hall II



Indoor Area of the Centre

A1 POSTER - INFORMATION DESK

- ▷ Dimensions: width 59.4 cm x height 84.1 cm
- ▷ Number of items: 5
- ▷ Description: prestigious placement in the frames on the wall at the information desk in the Entrance Hall I



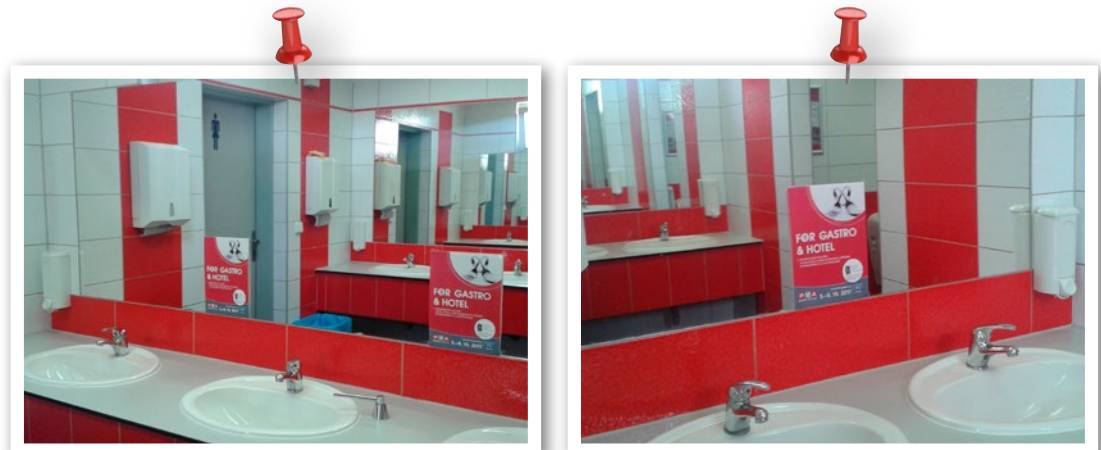
A3 POSTER - TOILETS

- ▷ Dimensions: width 29.7 cm x height 42 cm
- ▷ Number of items: 40 (according to the number of engaged WC)
- ▷ Description: placement in the frames on the toilet premises (in a package of 10 items)



STICKER A4 - TOILETS

- ▷ Dimensions: width 21 cm x height 29,7 cm
- ▷ Number of items: 14 (according to the number of engaged WC, guarantee of exclusivity within the event)
- ▷ Description: Placement on mirrors on the toilet premises



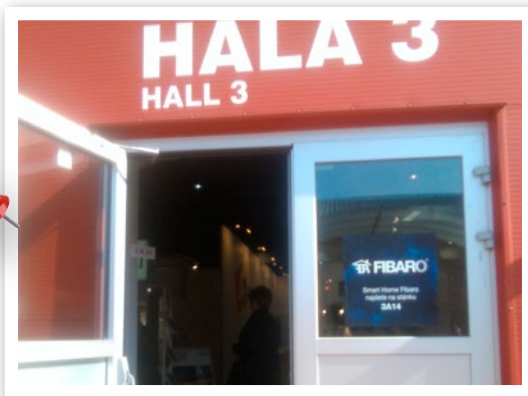
Indoor Area of the Centre

TWO_SIDE_STICKER – HALL DOOR

- ▷ Dimensions: width 50 cm x height 50 cm
- ▷ Number of items: 30 (according to the number of engaged halls)
- ▷ Description: two-side sticker on the window doors of the Exhibition hall (possible only for the exhibitors of the fair)

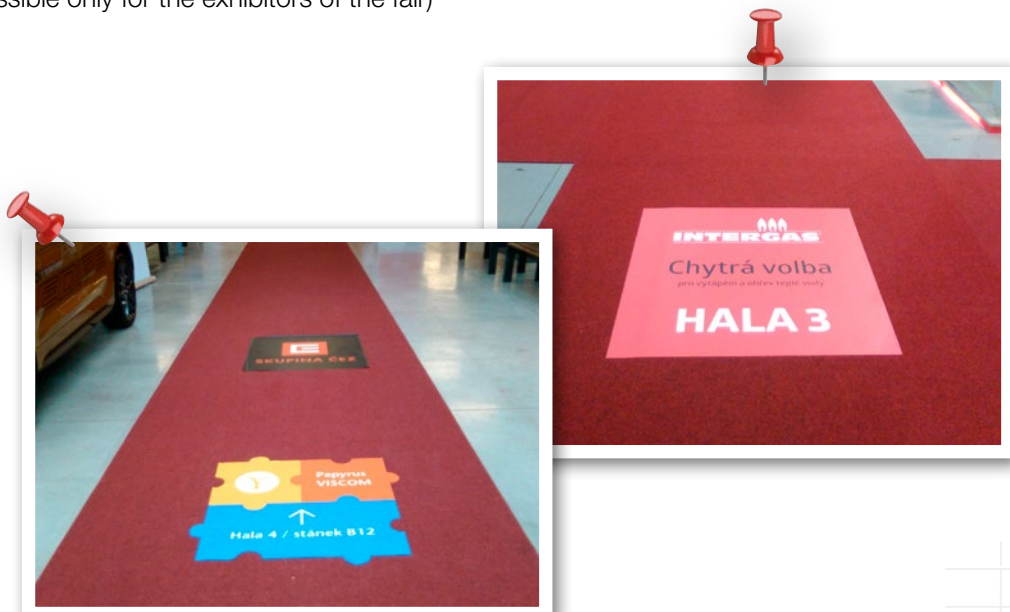
TWO_SIDE_STICKER – HALL DOOR

- ▷ Dimensions: width 45 cm x height 27 cm
- ▷ Number of items: 12 (according to the number of engaged halls)
- ▷ Description: two-side sticker on the window doors of the Exhibition hall (possible only for the exhibitors of the fair)



TWO_SIDE_STICKER – HALL DOOR

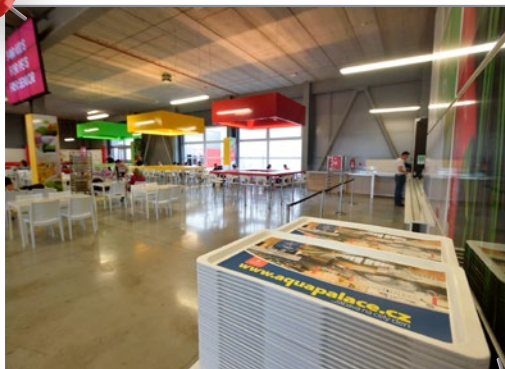
- ▷ Dimensions: width 100 cm x height 100 cm
- ▷ Number of items: according to the number of engaged halls
- ▷ Description: floor sticker placed in the exclusive area inside the Exhibition Hall on the main corridor (possible only for the exhibitors of the fair)



Restaurant

ADVERTISING AT THE PAPER DOILIES IN THE RESTAURANT PREMISES OF PVA EXPO PRAGUE

- ▷ Dimensions: width 45 cm x height 27 cm
- ▷ Number of items: according to the number of open restaurants (guarantee of exclusivity within the event)
- ▷ Description: Restaurants in the Entrance hall I and II are one of the busiest places of the event
 - Presentation of your product on a paper doilies will be visible to all visitors who visit the restaurant



ADVERTISING SPOT AT ORION LARGE SCREEN IN ENTRANCE HALL II

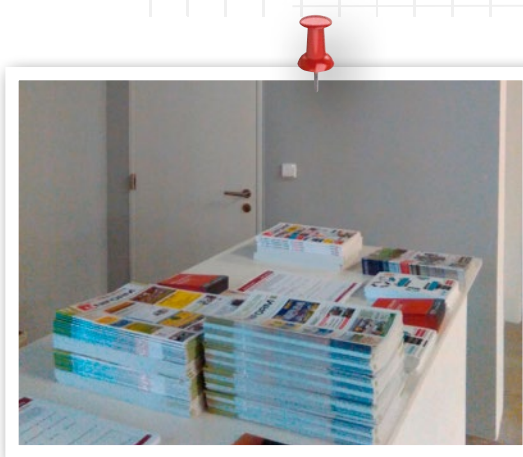
- ▷ Dimensions of screen: width 3 054 cm x height 1 716 cm
 - 9 screens in 3 x 3 matrix
 - single screen resolution 1,366 x 768 (4,098 x 2,304 total)
- ▷ Specification of spot: video 16: 9, full HD, AVI or MPG
 - DivX codec
 - 25 fps
 - max size 200 MB
 - max. 30 seconds
- ▷ Description: advertising spot in rotation max. 1:10 on large screen ORION placed in the Entrance Hall II above the restaurant



Distribution of Promotional Materials

DISTRIBUTION OF PROMOTIONAL MATERIALS AT TICKET BOXES

- ▷ Dimensions: max. width 150 cm x height 210 cm
- ▷ Description: exclusive form of advertising for max. 2 clients, the ticket box staff give promotional materials personally to visitors, together with purchased tickets



DISTRIBUTION OF PROMOTIONAL MATERIALS ON INFORMATION COUNTERS

- ▷ Dimensions: max. width 210 cm x height 300 cm
- ▷ Description: a unique opportunity to attract the visitors at the information counters in Entrance halls I and II, the promotional materials are regularly completed by hostesses

DISTRIBUTION OF PROMOTIONAL MATERIALS BY A HOSTESS OR MASCOT

- ▷ Description: an effective marketing tool to attract the general public within the whole exhibition venue, purchased permission to distribution allows authorised person to enter the exhibition centre for free



Promotion on the Exhibition Centre Web Site



ENTRY IN THE NEWS SECTION ON HOMEPAGE

▷ Extent: Heading – 80 characters maximum

Text – max. 800 characters

Picture – 1 piece, format: JPG, minimum width: 800 px

▷ Description: Placed on the second position on the homepage of www.pvaexpo.cz in a week according to your request



SKIN/BACKGROUND AD OF THE WEB SITE OF THE CENTRE

▷ Dimensions: 190px on each side - space for the main message, another 250px on each side - space visible only on a widescreen monitor (PVA EXPO PRAHA website: 970 px)

▷ Description: effective advertising in jpg format (max. 250 kB) in rotation of max. 1: 3 on the background of PVA EXPO PRAGUE web site

Promotion on Facebook profile of PVA EXPO PRAHA

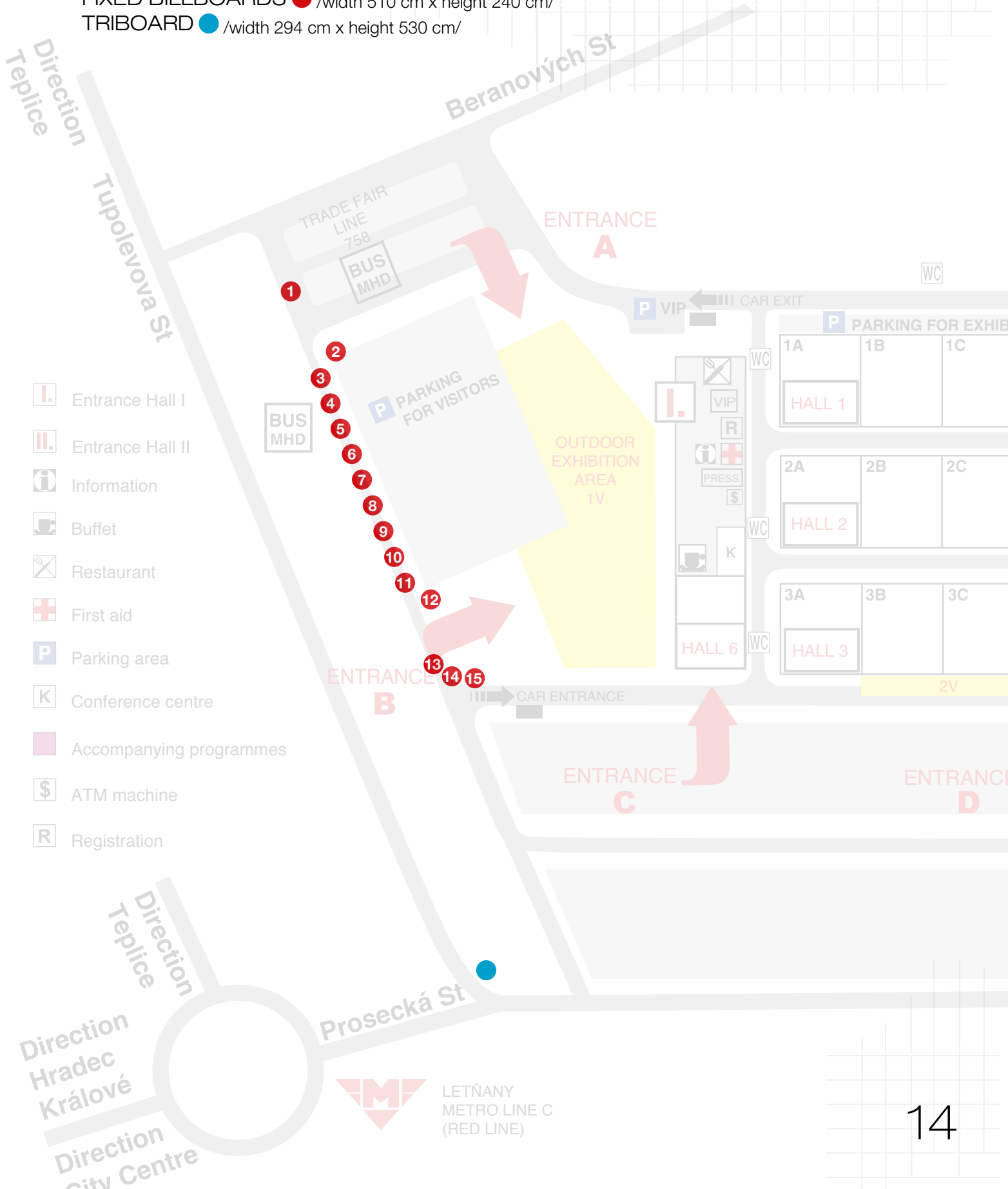


POST ON PVA EXPO PRAHA PROFILE ON FACEBOOK

- ▷ Dimensions: Text – 200 characters max (including spaces)
Picture / photo – 1 piece, jpg format, size 940 x 788 px
- ▷ Description: post on PVA EXPO PRAHA profile on FACEBOOK with link to website or facebook page on given day


Deployment of Billboard Areas in the Centre


FIXED BILLBOARDS ● /width 510 cm x height 240 cm/
 TRIBOARD ● /width 294 cm x height 530 cm/

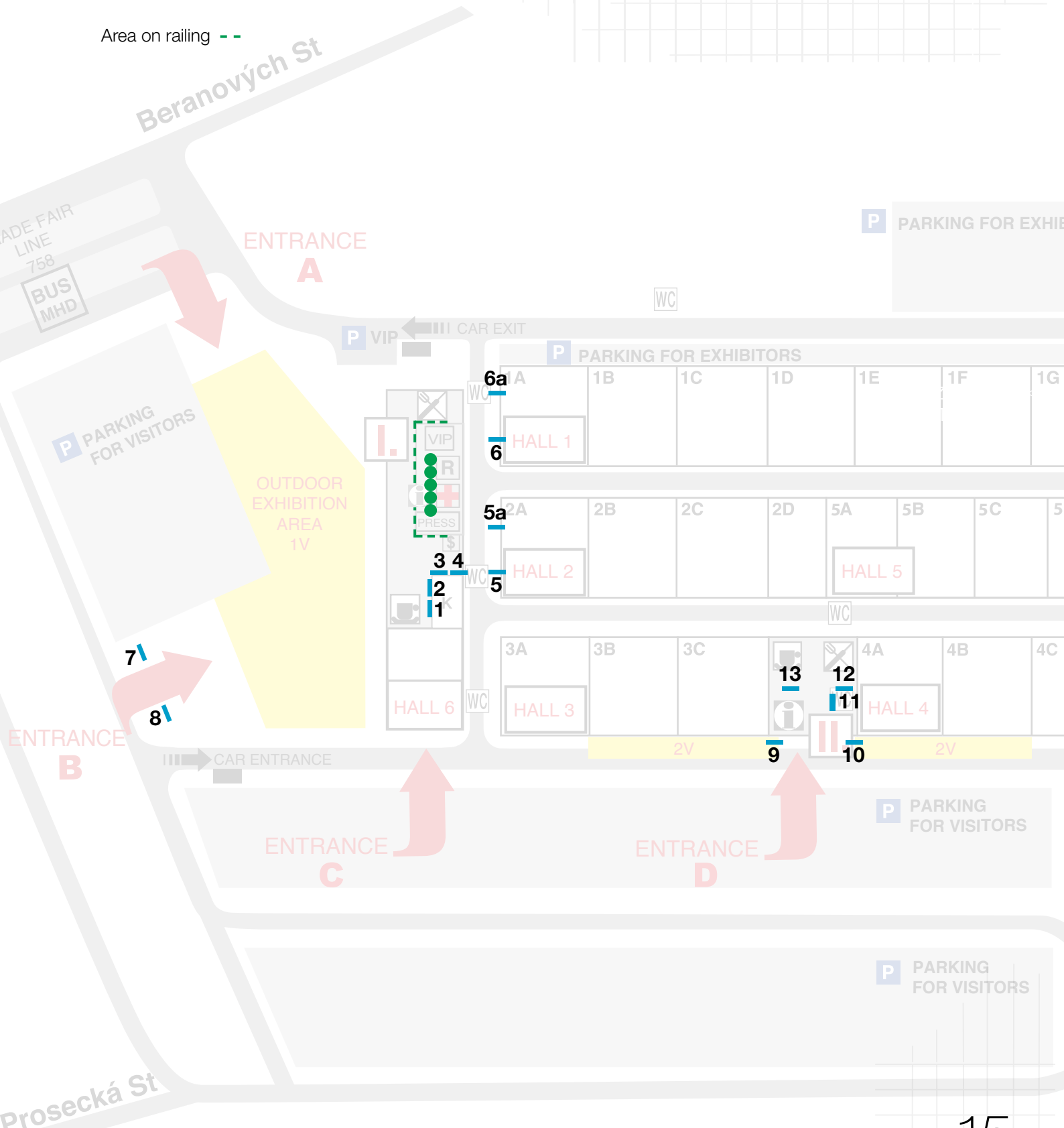


Deployment of City Light Areas in the Centre

CITY LIGHT  /width 118.5 cm x height 175 cm/

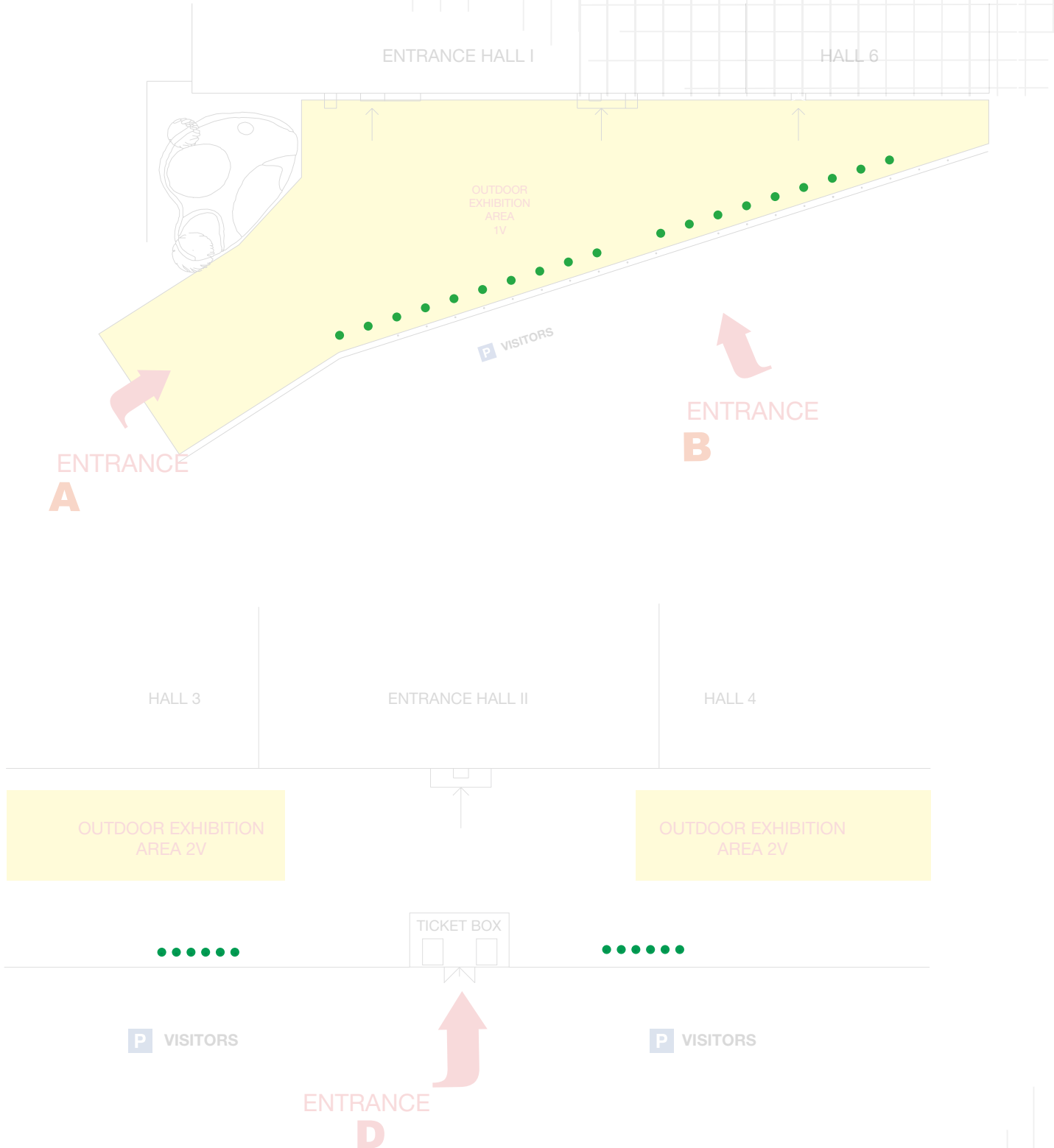
POSTER A1  /Information – 5 items/

Area on railing  - -



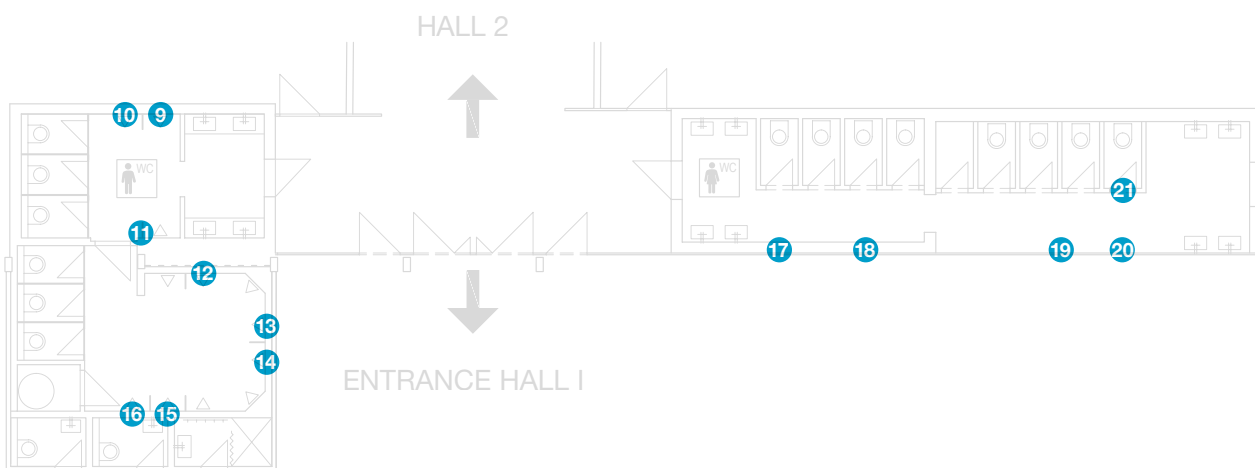
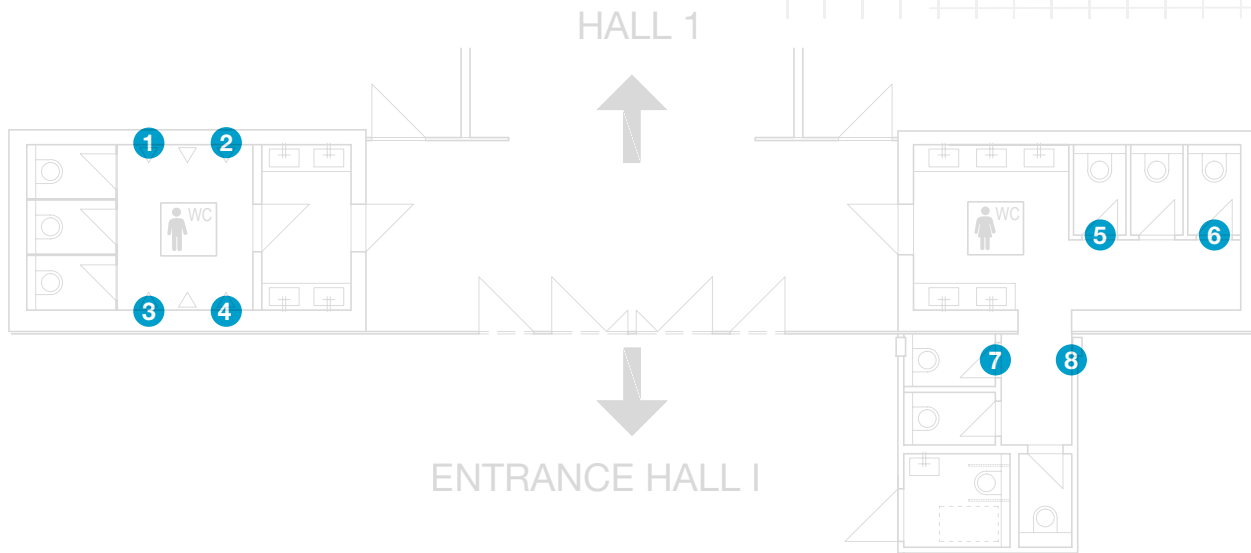
Deployment of Flags in the Centre

FLAGS ● /width 150 cm x height 100 cm or width 80 cm x height 200 cm/



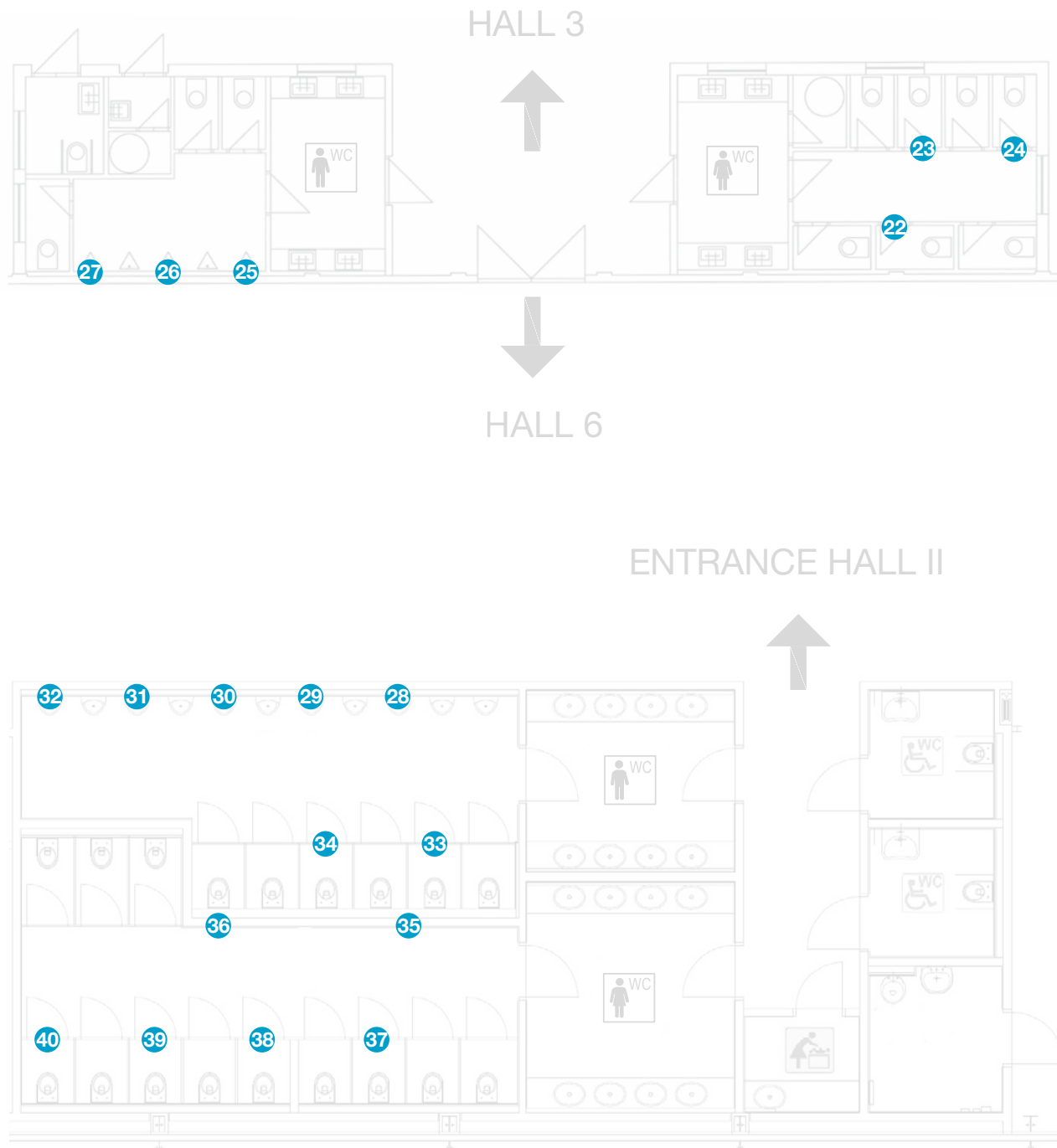
Deployment of A3 Posters in the Centre

A3 POSTER – TOILETS ● /width 29.7 cm x height 42 cm/



Deployment of A3 Posters in the Centre

A3 POSTER – TOILETS ● /width 29.7 cm x height 42 cm/



Contacts

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