



**media**expo  
FAIRS MEDIA SPECIALIST

MEDIA EXPO PRESENTATION

OUR MEDIA RANGE – JUNE 2011

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# WHO IS MEDIA EXPO?

MEDIA EXPO IS THE **MEDIA SALES HOUSE** RESPONSIBLE FOR MEDIA AT THE **BRUSSELS EXPO** EXHIBITION HALL COMPLEX, ALSO KNOWN AS THE “PARC DES EXPOSITIONS DE BRUXELLES (PEB)” IN FRENCH.



# WHAT DOES MEDIA EXPO OFFER?

WE SELL **MEDIA EXPERIENCES** TO BRANDS OUTSIDE THE HALLS (USED BY THE FAIRS), SO MAINLY (OUTDOOR) ON THE CAR PARKS AND (INDOOR) IN THE PASSAGEWAYS LEADING TO THE HALLS.



# MEDIA EXPO'S CLIENTS?

MEDIA EXPO WORKS WITH THE FAIR ORGANISERS, EXHIBITORS TAKING PART IN THE FAIRS AND THE OFFICIAL PARTNERS OF THE FAIRS.

WE NEVER SELL OUR MEDIA TO THOSE WHO ARE NOT FAIR EXHIBITORS/PARTNERS.



# WHERE DOES MEDIA EXPO COME FROM?

THIS ADVERTISING CONCESSION WAS AWARDED  
FOLLOWING A **CALL FOR TENDERS** FROM BRUSSELS  
EXPO.



# MEDIA EXPO CALENDAR

MEDIA EXPO IS TAKING CARE OF THE MEDIA AT  
BRUSSELS EXPO FOR **THE NEXT TEN YEARS**, FROM  
1 JULY 2010 UNTIL 30 JUNE 2020.



# BIG IS BEAUTIFUL

**1** THE UNIQUE AREA AND ARCHITECTURE OF BRUSSELS EXPO ENABLE THE USE OF LARGE-FORMAT (POSTERS) MEDIA. MEDIA EXPO OFFERS THE OPPORTUNITY OF MAKING THE VERY MOST OF THESE FEATURES WHILE STILL RESPECTING THE IDENTITY AND SURROUNDINGS OF BRUSSELS EXPO.



# BUT LESS IS MORE

# 2

MEDIA EXPO OFFERS **HIGH-QUALITY, COHERENT AND INNOVATIVE** MEDIA SOLUTIONS SUITED TO THE SPECIFIC NEEDS OF EACH INDIVIDUAL CLIENT. THEIR LOCATION AND DIMENSIONS ARE VITALLY IMPORTANT, MAYBE EVEN MORE THAN THEIR REPETITION.



# SURPRISE & IMPRESS

# 3

SOME OF THE MEDIA CHANNELS BY MEDIA EXPO ARE LOCATED IN PARTICULARLY ORIGINAL, UNIQUE AND STRATEGIC PLACES. THEY COMPLEMENT THE MEDIA CHANNELS THAT COVER THE ENTIRE SITE (OUTDOOR & INDOOR) AND ARE DESIGNED TO GENERATE A CERTAIN FORM OF EXCLUSIVITY.



# AMBIENT & INTERACTIVITY

# 4

AMONG THE RANGE OF POSSIBILITIES OFFERED, MEDIA EXPO HAS DEVELOPED **INTERACTIVE** MEDIA SOLUTIONS DESIGNED TO GENERATE **ATTENTION, REACTIONS AND EMOTION** AND IN THIS WAY CREATE REAL **BRAND EXPERIENCES**.



# THE MEDIA EXPO RANGE

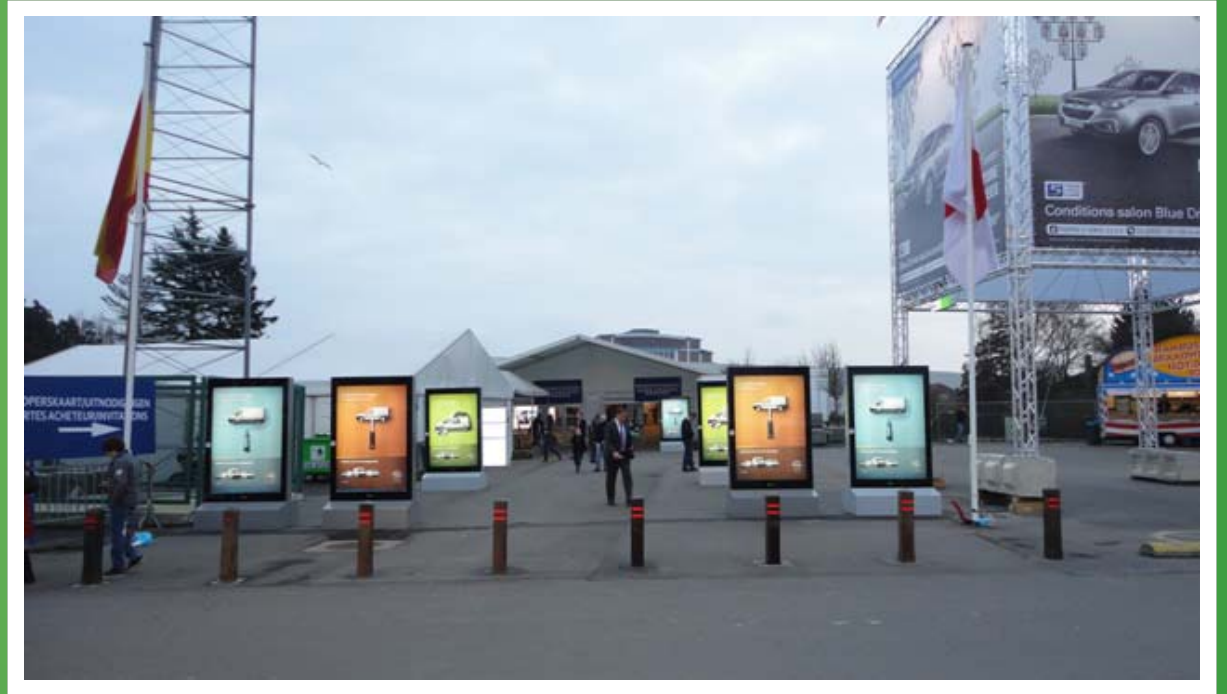
# 3

THE MEDIA EXPO RANGE CONSISTS OF **THREE MAIN POLES**:  
**NETWORKS** (PORTRAIT AND LANDSCAPE),  
THE **AMBIENT & INTERACTIVITY** SOLUTIONS AND FINALLY  
**FIRST CLASS POSTERS**.



# PORTRAIT NETWORKS

- GIANT CUBES
- POSTERS ON THE HALLS
- ADVERTISING CUBES NETWORK
- 4m<sup>2</sup> "SATELLITE" NETWORK
- 3m<sup>2</sup> BANNERS
- 2m<sup>2</sup> "EXCELLENCE" NETWORK
- 2m<sup>2</sup> "RECURRENCE" NETWORK





## GIANT CUBES

- DESCRIPTION: **4 SIDES**, EACH MEASURING **28 m<sup>2</sup>**, MAKING A TOTAL OF **112 m<sup>2</sup>** OF ORIGINAL VISIBILITY ON ONE OR MORE OF THE **BRUSSELS EXPO CAR PARKS**.
- NUMBER OF AVAILABLE GIANT CUBES: **10**



# POSTERS ON THE HALLS (banners)

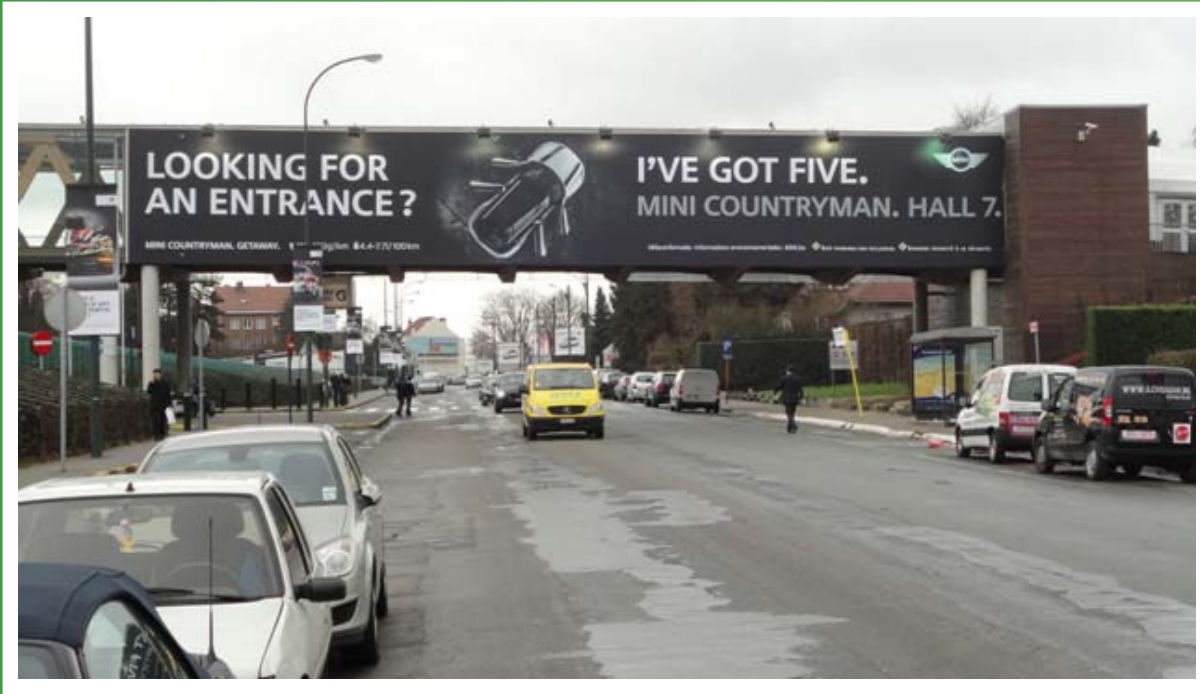


- DESCRIPTION: 18 m<sup>2</sup> TO 237 m<sup>2</sup> POSTERS ON THE FRONTS OF THE HALLS AND ON IDEAL LOCATIONS.

- NUMBER OF POSSIBLE LOCATIONS: 13



# POSTERS ON THE HALLS (stickering)



- DESCRIPTION: **STICKERS, FULLY INTEGRATED INTO THE ARCHITECTURE OF THE HALLS AND ON SURPRISING LOCATIONS.**
- NUMBER OF POSSIBLE LOCATIONS: **3**



# ADVERTISING CUBES NETWORK



- DESCRIPTION: **CUBIC** STRUCTURES MEASURING **4 x 4.25 m<sup>2</sup>**, MAKING A TOTAL OF **17 m<sup>2</sup>** OF POSTER SURFACE IN VARIOUS **STRATEGIC** PLACES.
- **LIGHTING** POSSIBLE.
- NUMBER OF AVAILABLE ADVERTISING CUBES: **8**
- NUMBER OF POSSIBLE LOCATIONS: **26**



## 4m<sup>2</sup> "SATELLITE" NETWORK



- DESCRIPTION: 4 m<sup>2</sup> **FRAMED** POSTERS, SINGLE-SIDED, PLACED IN THE "SATELLITE" STAIRCASES (LEADING FROM HALLS 4,5,6 AND 7 TO THE PARKLANES).

- NUMBER OF AVAILABLE SIDES: 11



## BANNERS 3m<sup>2</sup>

- DESCRIPTION : RECURRENT NETWORK OF **200 VERTICAL BANNERS OF 3m<sup>2</sup>** LOCATED **ALL AROUND BRUSSELS EXPO** (ON THE LAMP POSTS ALONG THE STREETS SURROUNDING THE EXHIBITION HALLS).
- NETWORK COMPRISES 100 LAMP POSTS \* 2 BANNERS ON EACH LAMP POST.
- NUMBER OF AVAILABLE BANNERS: **200**



## 2 m<sup>2</sup> "EXCELLENCE" NETWORK



- DESCRIPTION: DOUBLE-SIDED 2 m<sup>2</sup> PANELS.
- **MOBILE**, CAN BE USED INSIDE OR OUTSIDE.
- **ALTERNATING VISUALS** (THREE ADVERTISING VISUALS + ONE VISUAL FOR THE FAIR ORGANISER + 1 MAP "ON DEMAND").
  
- NUMBER OF AVAILABLE PANELS: **19**
- NUMBER OF POSSIBLE LOCATIONS: **56**



## 2 m<sup>2</sup> "RECURRENCE NETWORK"



- DESCRIPTION: 2 m<sup>2</sup> PANELS, RECURRENT, SINGLE OR DOUBLE-SIDED.
- 5 STRATEGIC ZONES AROUND THE HALLS AND ALONG THE CAR PARKS.
- TOTAL NUMBER OF AVAILABLE SIDES: 88



# LANDSCAPE NETWORKS

- OUTDOOR POSTERS 34 m<sup>2</sup>
- OUTDOOR POSTERS 13 m<sup>2</sup>
- INDOOR POSTERS 9 m<sup>2</sup>
- INDOOR POSTERS 6 m<sup>2</sup>





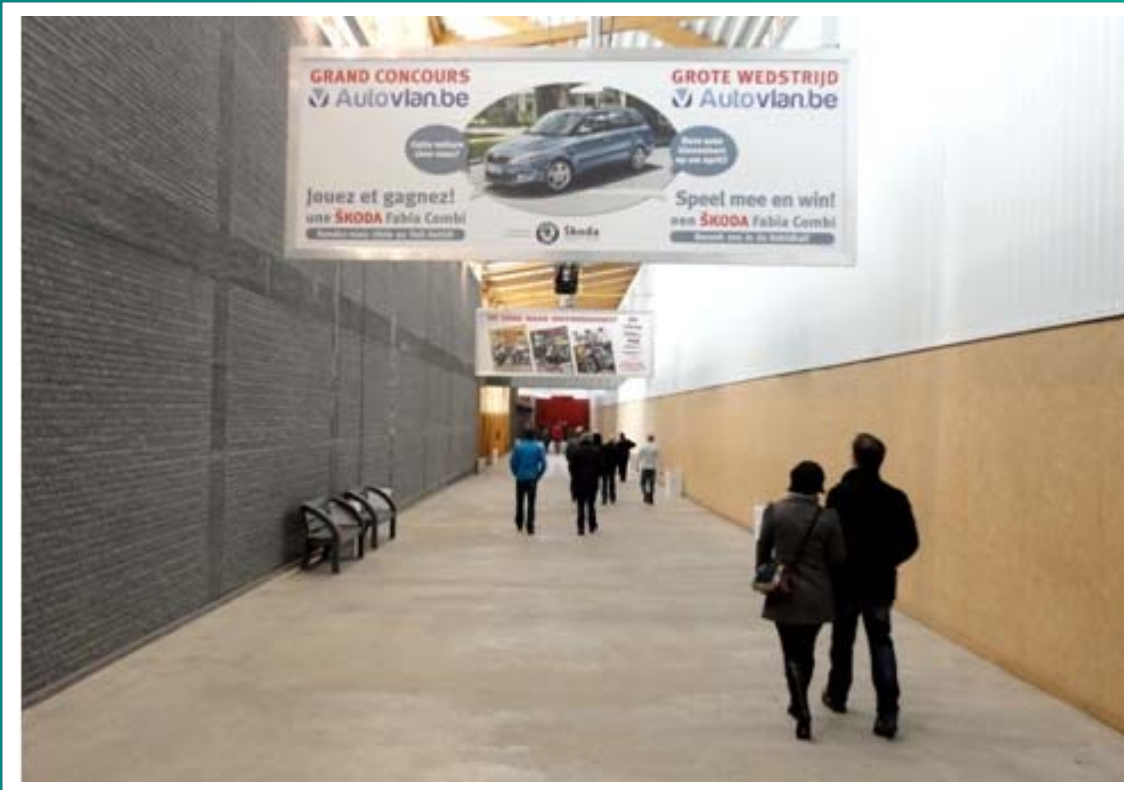
## OUTDOOR POSTERS 34 m<sup>2</sup>

- DESCRIPTION: **SINGLE OR DOUBLE-SIDED** PANELS MEASURING **34 m<sup>2</sup>** LOCATED AROUND THE HALLS AND ON BRUSSELS EXPO **CAR PARKS**.
- NUMBER OF AVAILABLE SIDES: **9**



# OUTDOOR POSTERS 13 m<sup>2</sup>

- DESCRIPTION: **SINGLE OR DOUBLE-SIDED** PANELS MEASURING **13 m<sup>2</sup>** LOCATED MAINLY ON THE CAR PARKS AND IN OTHER **STRATEGIC** PLACES.
- NUMBER OF AVAILABLE SIDES : **31**



# INDOOR POSTERS 9 m<sup>2</sup>

- DESCRIPTION: **SINGLE OR DOUBLE-SIDED** 9 m<sup>2</sup>  
PANELS, LOCATED IN THE **PARKLANES**.
- NUMBER OF AVAILABLE SIDES : 22



## INDOOR POSTERS 6 m<sup>2</sup>

- DESCRIPTION: SINGLE OR DOUBLE SIDED  
6 m<sup>2</sup> PANELS, LOCATED BETWEEN THE HALLS.
- NUMBER OF AVAILABLE SIDES : 12



# AMBIENT & INTERACTIVITY

- FRAMES IN TOILETS
- POSTCARDS
- BRANDED SCREENS
- GIGANTIC LED SCREENS
- 3D LOCATIONS
- SAMPLING
- CAR PARK SHUTTLES
- RECHARGING TERMINALS
- INTERACTIVE STICKERS





## FRAMES IN TOILETS

- DESCRIPTION: POSTERS IN FRAMES, ATTACHED IN LADIES' AND MEN'S TOILETS.
- RECURRENT NETWORK.
- NUMBER OF AVAILABLE FRAMES: **240 FRAMES** IN THE MEN'S TOILETS.  
+ **200 FRAMES** IN THE LADIES' TOILETS.



## POSTCARDS

- DESCRIPTION: **SURPRISING, FLEXIBLE, CREATIVE** SUPPORT.  
**INTERACT** WITH THE VISITOR BY USING THOSE DISPENSERS  
**EVERYWHERE** YOU WANT TO.
- NUMBER OF AVAILABLE DISPENSERS : **75**

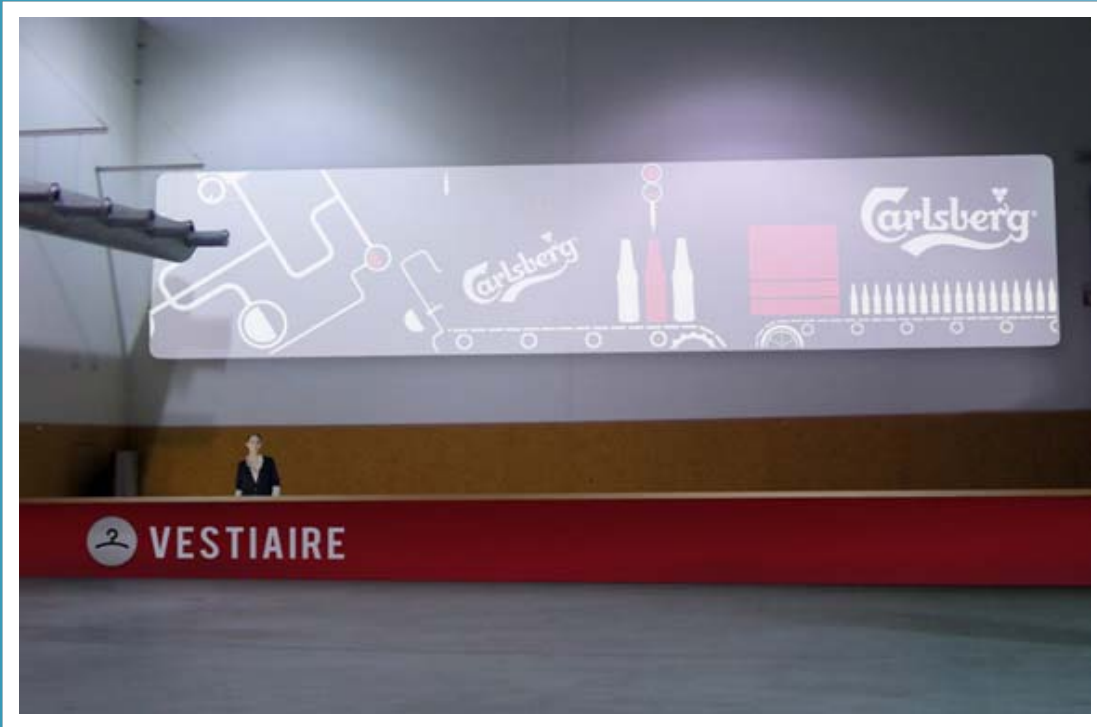


# BRANDED SCREENS



- DESCRIPTION: **BRANDED** SCREENS IN THE EAST AND WEST DRIVE (2 x 3 SCREENS)

- NUMBER OF AVAILABLE SCREENS: **6**



## LED SCREENS

- DESCRIPTION: **LED SCREENS** IN VISITOR **WAITING** AREAS (E.G.: CLOAKROOMS).
- NUMBER OF POSSIBLE LOCATIONS: **2**



## 3D LOCATIONS



- DESCRIPTION: “3D POSTER” LOCATIONS ARE INTENDED TO CREATE THE EVENT AT BRUSSELS EXPO, FROM THE CAR PARKS TO INSIDE THE HALL.
- ANY (3D) POSTERING TOOL CAN BE BUILT ON THESE 3D LOCATIONS (BY MEDIA EXPO OR BY AN EXTERNAL SUPPLIER).
- NUMBER OF AVAILABLE “3D LOCATIONS”: 26



## MEETING POINT

- DESCRIPTION: **VISITORS' MEETING POINT.**
- AIM: **INTERACTIVITY** BETWEEN THE ADVERTISER AND THE **GENERAL PUBLIC** VISITING THE FAIR.
- **CENTRAL** POSITION (ASTRID HALL).
- NUMBER OF AVAILABLE LOCATIONS: **1**



# SAMPLING

- DESCRIPTION: THIS TYPE OF **MOBILE ACTIONS** OFFERS THE POSSIBILITY OF **ORIGINAL** ADVERTISING AT **VARIOUS PLACES** AROUND BRUSSELS EXPO.
- **VARIOUS CIRCUITS** POSSIBLE.



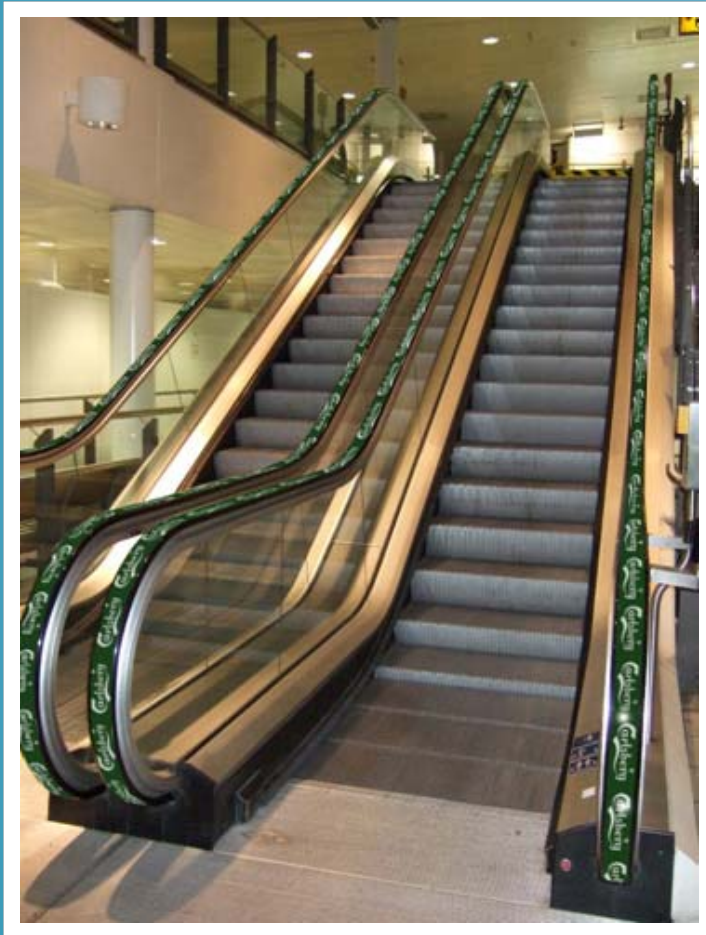
## CAR PARK SHUTTLES

- DESCRIPTION: **BRANDED VEHICLES** ACCORDING TO THE **ADVERTISER'S WISHES** (+ POSSIBILITY OF DISTRIBUTING **BRANDED BAGS!**)
- AIM: TO OFFER VISITORS A **USEFUL, COMFORTABLE** AND **FIRST-RATE** SERVICE
- SERVICE **AVAILABLE ON CAR PARKS**
  
- MAXIMUM NUMBER OF VEHICLES AVAILABLE: **6** (DEPENDING ON HOW MANY VISITORS ARE EXPECTED AT THE FAIR)



# RECHARGING TERMINALS

- DESCRIPTION: **BRANDED RECHARGING TERMINALS** AT WHICH VISITORS CAN **RECHARGE** THEIR ELECTRICAL DEVICES (**MOBILE PHONE, LAPTOP, ETC.**)
- NUMBER OF LOCATIONS: TO BE DETERMINED



## INTERACTIVE STICKERS

- DESCRIPTION: **CREATIVE AND INTERACTIVE MEDIA**, INSTALLED IN UNEXPECTED PLACES.
- NUMBER OF AVAILABLE LOCATIONS: **6 STANDARD LOCATIONS + ESCALATOR HANDRAILS**



# 1<sup>ST</sup> CLASS POSTERS

- GIGANTIC ENTRANCES 60M<sup>2</sup>
- 3D PREMIUM LOCATIONS
- FIRST CLASS MONUMENTAL INDOOR
- CEILING ENTRANCE TENT
- INDOOR NEON POSTER 10M<sup>2</sup>





## WHY 1<sup>ST</sup> CLASS ?

- VERY HIGH TRAFIC LOCATIONS
- VERY HIGH QUALITY
- UNIQUE & EXCLUSIVE

AVAILABLE FOR BOOKING ONLY AS A  
COMPLEMENT OF OTHER MEDIA



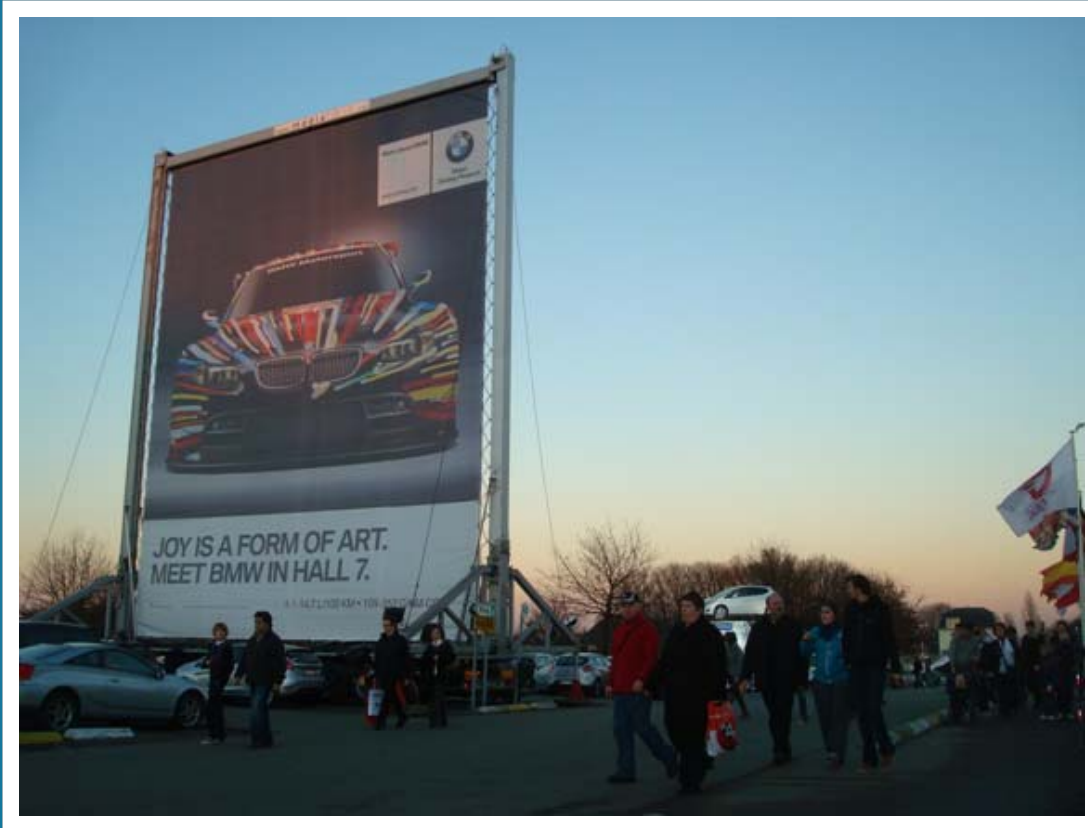


# GIGANTIC ENTRANCES 60 m<sup>2</sup>



- DESCRIPTION: SINGLE-SIDED **MONUMENTAL 60 m<sup>2</sup> POSTER**, AT THE TWO ENTRANCES OF THE **PARKING C.**

- NUMBER OF LOCATIONS: **2**



## 3D PREMIUM LOCATIONS

- DESCRIPTION: **3 EXCEPTIONAL** 3D PREMIUM LOCATIONS SELECTED WITHIN THE 3D POSTER LOCATIONS FOR THEIR **HIGH TRAFFIC AND EMOTIONAL VALUE.**
- NUMBER OF AVAILABLE "3D PREMIUM" LOCATIONS: **3**



# FIRST CLASS MONUMENTAL INDOOR



- DESCRIPTION: **250M<sup>2</sup>** WALL STICKERING (90 METERS LONG) LOCATED IN THE PARKLANE EAST.
- UNIQUE ZONE, DISPATCHING THE VISITORS THROUGH **10** HALLS.
- HUGE SURFACE WITH AN EXCEPTIONAL PERSPECTIVE, EMOTIONAL IMPACT GUARANTEED



# CEILING AT THE ENTRANCE



- DESCRIPTION: **25M<sup>2</sup>** BANNERS LOCATED AT THE ENTRANCE, AND INSIDE THE TENT BETWEEN THE PARKING C AND THE FOOTBRIDGE.

- NUMBER OF AVAILABLE LOCATIONS: **6**



# INDOOR NEON POSTERS 10 m<sup>2</sup>



- DESCRIPTION: 4 SINGLE OR DOUBLE-SIDED 10m<sup>2</sup> ILLUMINATED NEONS.
- NUMBER OF AVAILABLE NEON POSTERS: 5
- NUMBER OF POSSIBLE LOCATIONS: 5 +



# THE MEDIA EXPO PACKS

WE WILL PAY PARTICULAR ATTENTION TO REQUESTS RECEIVED IN THE FORM OF **SUPPLEMENTARY** INDOOR AND OUTDOOR **NETWORKS** (COHERENT COMBINATIONS).



THANK YOU!

ANY QUESTIONS?

## CONTACTS

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