

NEC & bp pulse LIVE ARENA  
NEC Birmingham OOH



**Compelling multi-channel media  
and partnership solutions**



**bringing brands to life.**



The National Exhibition Centre is the UK's number one venue, where brands are born, products are launched and relationships are forged.

**16.3 million**  
annual footfall

**185k m<sup>2</sup>**  
Largest Exhibition  
facility in the UK

**600+**  
events across  
conference & exhibition

**39,000**  
exhibiting companies

**Unrivalled transport network**  
Road, Rail & Air

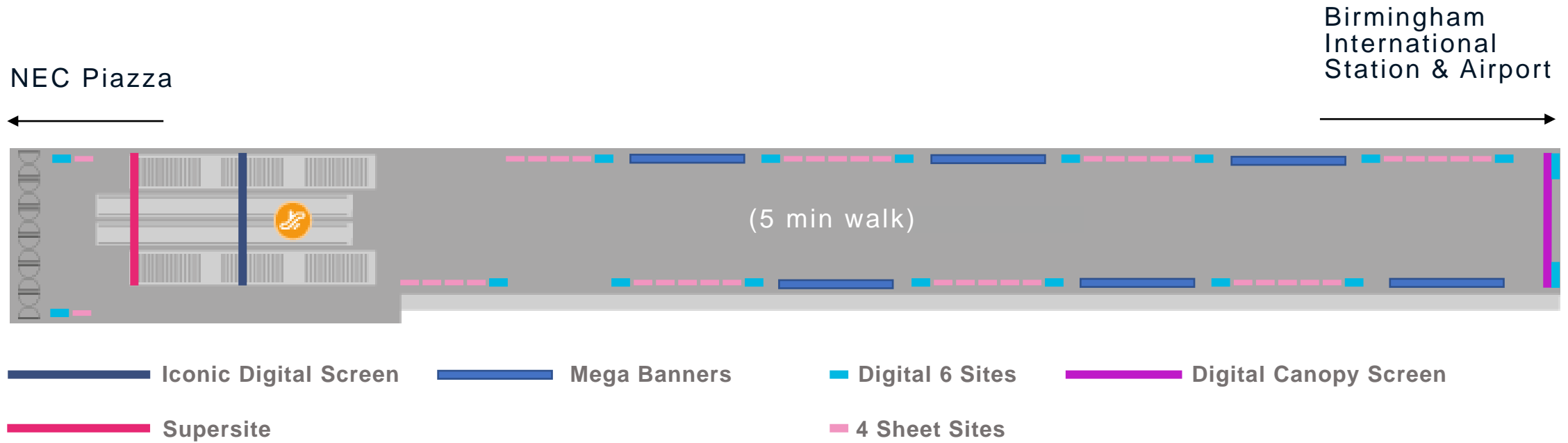
**Campus host**  
24/7 destination and host to  
other onsite attractions including  
Resorts World & Bear Grylls Adventure  
VOX, Cineworld, Genting Casino,  
Hollywood Bowl

# The NEC campus



# The NEC media sites

Bridgelink





## Birmingham International Train Station

Multiple screens delivering impactful campaigns

- Extensive impact for visitors arriving by rail, bus and airport
- Reaching a high profile audience of local and international visitors
- Close proximity advertising
- The elevation and positioning of the screens maximizes their exposure to all international hub visitors

- EYE CATCHING FULL MOTION DISPLAY
- IMPACTFUL STATIC IMAGERY
- 98" PORTRAIT HD SCREENS IN BUSY LOCATIONS
- ENERGY EFFICIENT TECHNOLOGY



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# Birmingham International Train Station

2 X Oversize D6 Screens

- Extensive impact for visitors arriving by rail, bus and airport
- Close proximity footfall for the NEC high profile audience
- The rail gateway to the NEC, with twin portrait screens located at ground level and a canopy screen overhead



**FORMAT**  
Digital



**SCREEN SIZE**  
95"



**DURATION**  
10 seconds



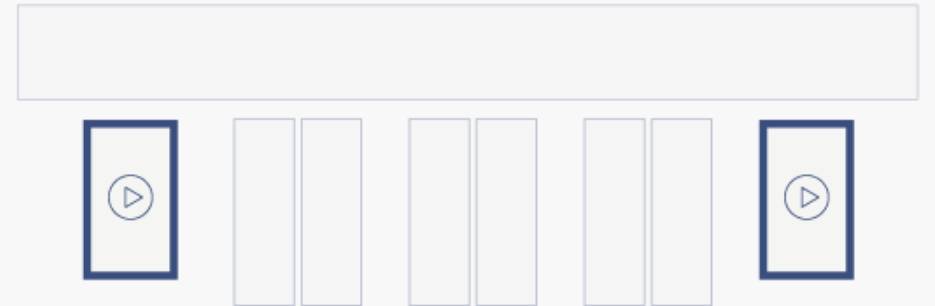
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£1,200 for both screens



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# Birmingham International Train Station

Elevated Canopy Banner Screen

- Visible to all connecting passengers from Birmingham Airport to Birmingham Int train station
- Panoramic canopy screen elevated for maximum impact
- Dominating the entrance to the NEC



**FORMAT**  
Digital



**SCREEN SIZE**  
5m x 0.5m



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£600



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## NEC Rail Gateway

Multiple screens  
delivering impactful  
campaigns

- 56 media offerings aligning both walls
- A truly immersive and engaging corridor at the rail entrance of the NEC
- The ability to implement impactful static imagery with state of the art technology

- 16 D6 HD SCREENS
- 1 LARGE ICONIC SCREEN WITH AUDIO
- EYE CATCHING FULL MOTION DISPLAY
- ENERGY EFFICIENT TECHNOLOGY
- 40 TRADITIONAL MEDIA PANELS
- IMPACTFUL STATIC IMAGERY











# NEC Rail Gateway

16 X Digital D6  
Screens

Lining the  
Bridglink corridor  
between Birmingham  
International Train  
Station and  
The NEC

- Sequential advertising (area domination)
- The only section of the NEC where brand domination is possible
- Energy efficient technology

- 
-  **FORMAT**  
Digital
  -  **SCREEN SIZE**  
75"
  -  **DURATION**  
10 seconds
  -  **FREQUENCY**  
1:6 SOV
  -  **DISPLAY TIME**  
14 days
  -  **RATE CARD**  
£200 per panel  
(all 16 to be activated)



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# NEC Rail Gateway

40 X 4 Sheet Static  
Posters

- Full impact static imagery
- Potential for area domination
- Close proximity advertising



**FORMAT**  
Solus print panels



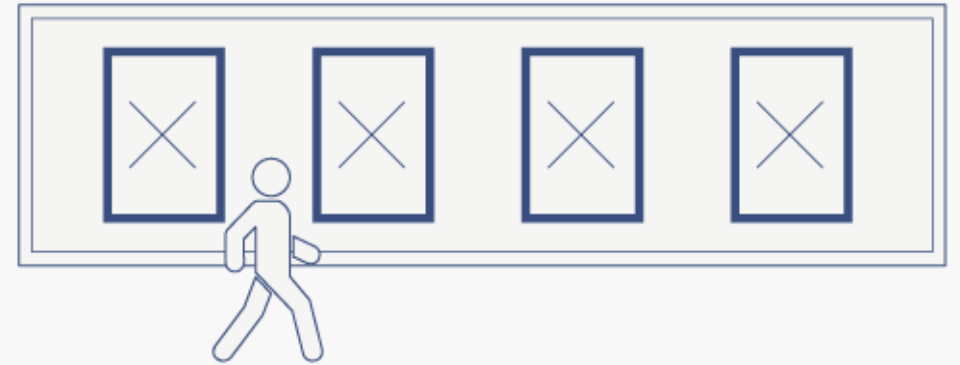
**SIZE**  
Actual size  
1524(h) x 1016(w)mm  
Visual size  
1494(h) x 986(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£200 per poster +P&I



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# NEC Rail Gateway

6 x Mega Banners  
Backlit PVC

- Big impact backlit banners in a high traffic area
- Potential for area domination
- Close proximity advertising



**FORMAT**  
Solus print panels



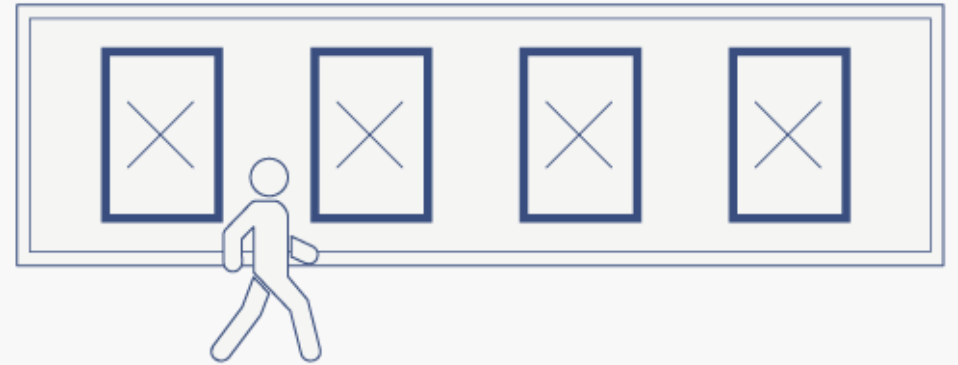
**SIZE**  
Graphic size  
11245 (w) x 1355 (h)mm  
Visual size  
11175 (w) x 1285 (h)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£1,050 per poster +P&I



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# NEC Rail Gateway

Iconic Digital Screen

- Largest digital screen on the Bridge Link
- Highest dwell point at the entrance to the NEC
- Delivering high impact full motion display
- Full AV experience available



**FORMAT**  
Digital



**SCREEN SIZE**  
7m x 2m



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£2,500



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# NEC Rail Gateway

NEC Piazza  
Entrance Supersite  
Banner

- The static panel is positioned to maximize impact for visitors using stairwell or the escalator from station to NEC
- Stretched across the entire length of the entrance, this prominent and unavoidable media site creates maximum impact for all visitors from the rail station



**FORMAT**  
Solus print panels



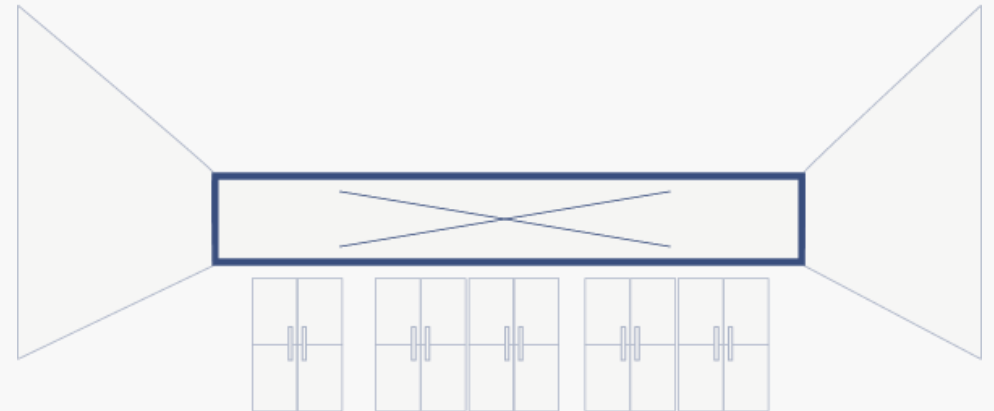
**SIZE**  
Actual size  
1200(h) x 6760(w)mm  
Visual size  
1070(h) x 6620(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£700 +P&I

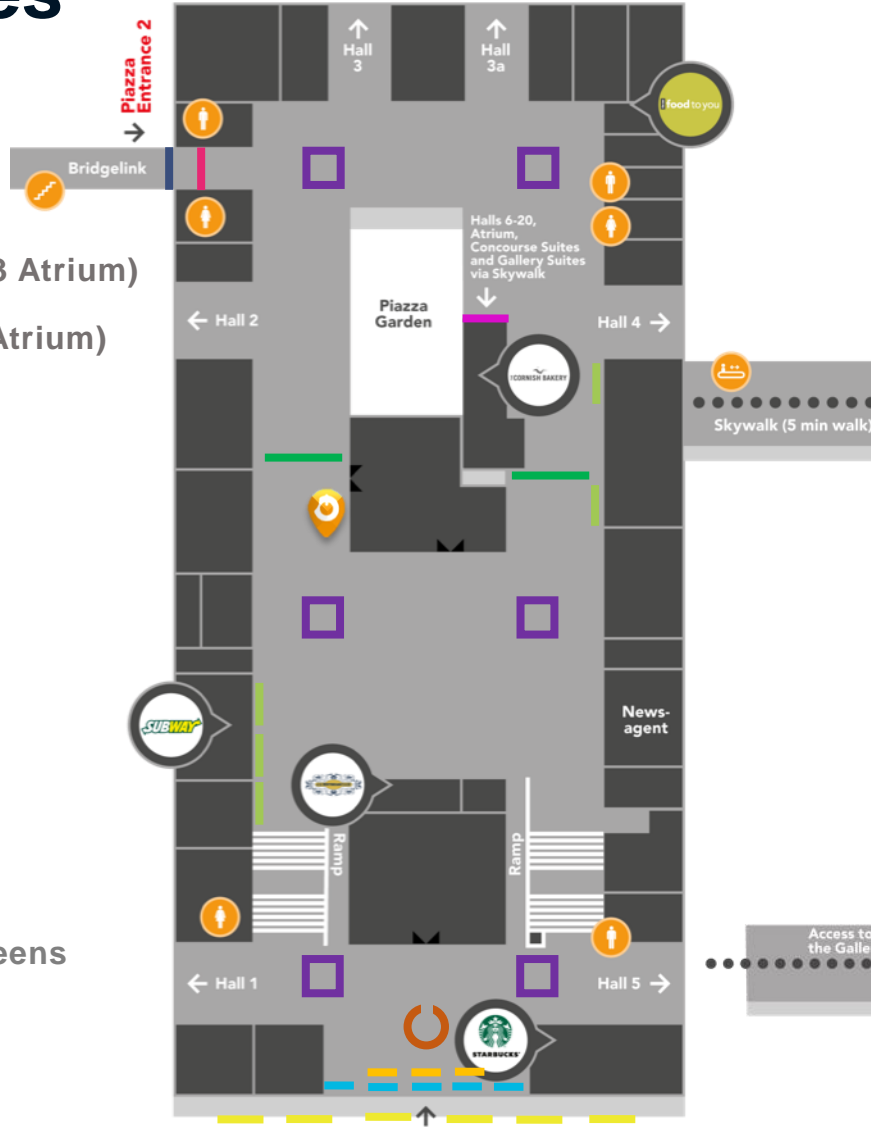


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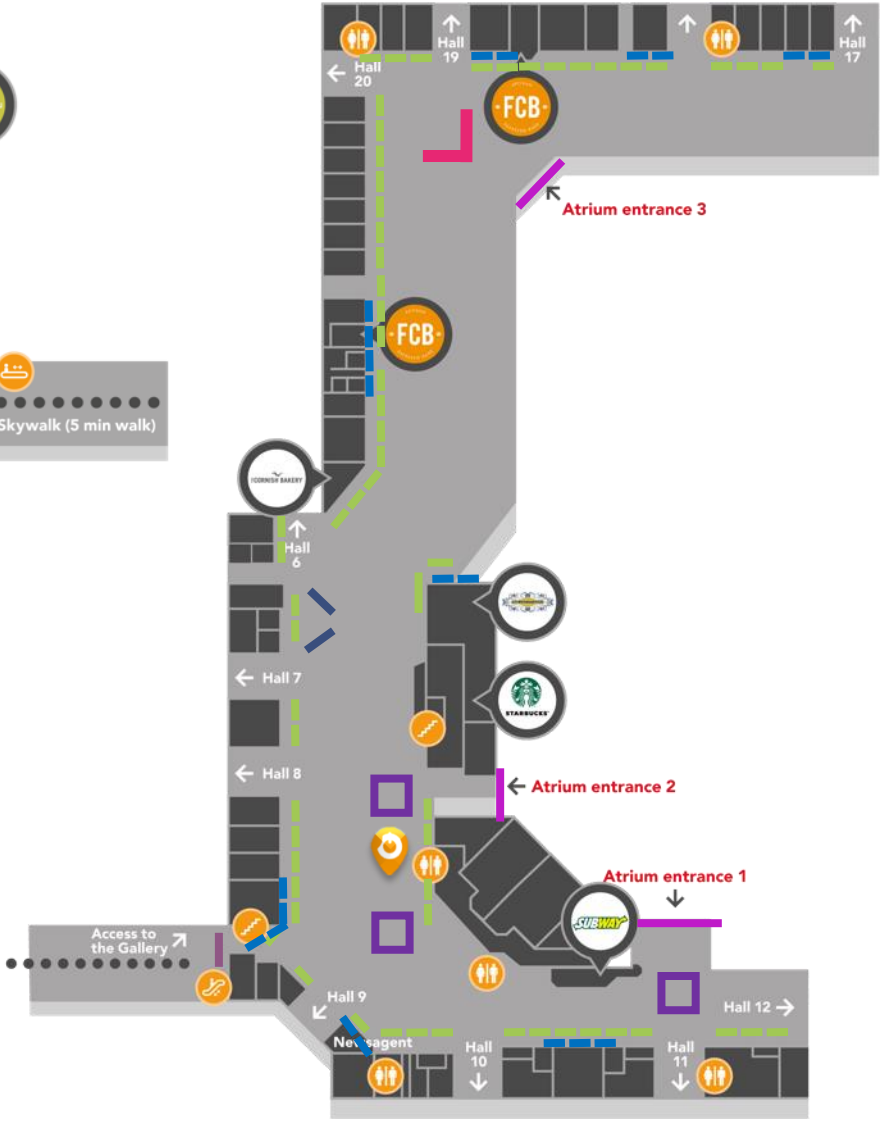
# The NEC media sites

## Piazza and Atrium

- ▬ Rail Gateway Iconic Digital Screen
- ▬ Rail Gateway Supersite Banner
- Wayfinding Digital Cubes (6 Piazza, 3 Atrium)
- ▬ Illuminated Supersites (3 Piazza, 66 Atrium)
- ▬ Piazza Exit D6 Screens (3)
- ▬ Piazza Entrance D6 Screens (5)
- ▬ Piazza Canopy Screens (6)
- ▬ Skywalk Piazza Screen
- ▬ Skywalk Atrium Escalator Screen
- └┘ Suspended Digital Banner
- >< Gallery Stairs Digital Screens
- ▬▬ 4 Sheet Poster Sites
- ▬ Atrium Entrance Digital Canopy Screens
- ▬ Double Sided Overhead Screens
- 📶 Mobile Charging Unit



**Piazza entrance 1**  
To and from Genting Arena, Hilton Metropole Hotel, Crowne Plaza Hotel, Pendigo Lake, Genting Hotel, Resorts World, shuttle buses, car parks and taxis

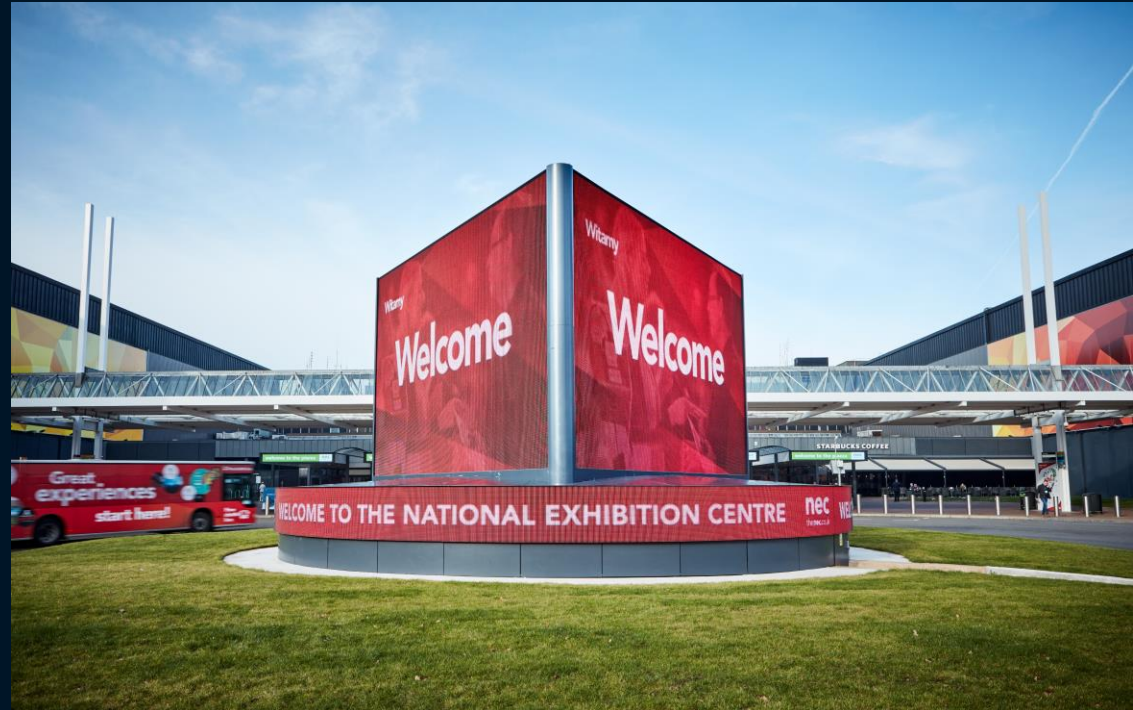


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## NEC Piazza Main Entrance

- Multiple screens located at the main entrance of the NEC's Piazza entrance
- Creating an impactful digital display for all visitors arriving by road
- Clearly visible by visitors to the NEC, Resorts World Arena, Resorts World and Bear Grylls Adventure

- ICONIC TRIPLE SIDED MEGA SCREEN
- 6 CANOPY SCREENS
- 5, 95 " GROUND LEVEL SCREENS





## NEC Piazza Main Entrance

Digital 48 Tri-Site  
Roundabout Screens

*A statuesque digital  
beacon dominating  
the NEC's main  
entrance*

- The largest screens at the NEC Campus
- Catching all visitors arriving by road and on foot
- Visible by all visitors to NEC, Resorts World, Resorts World Arena and Bear Grylls Adventure
- Annual audience of 7 million and growing



**FORMAT**  
Digital



**SCREEN SIZE**



**DURATION**  
10 seconds



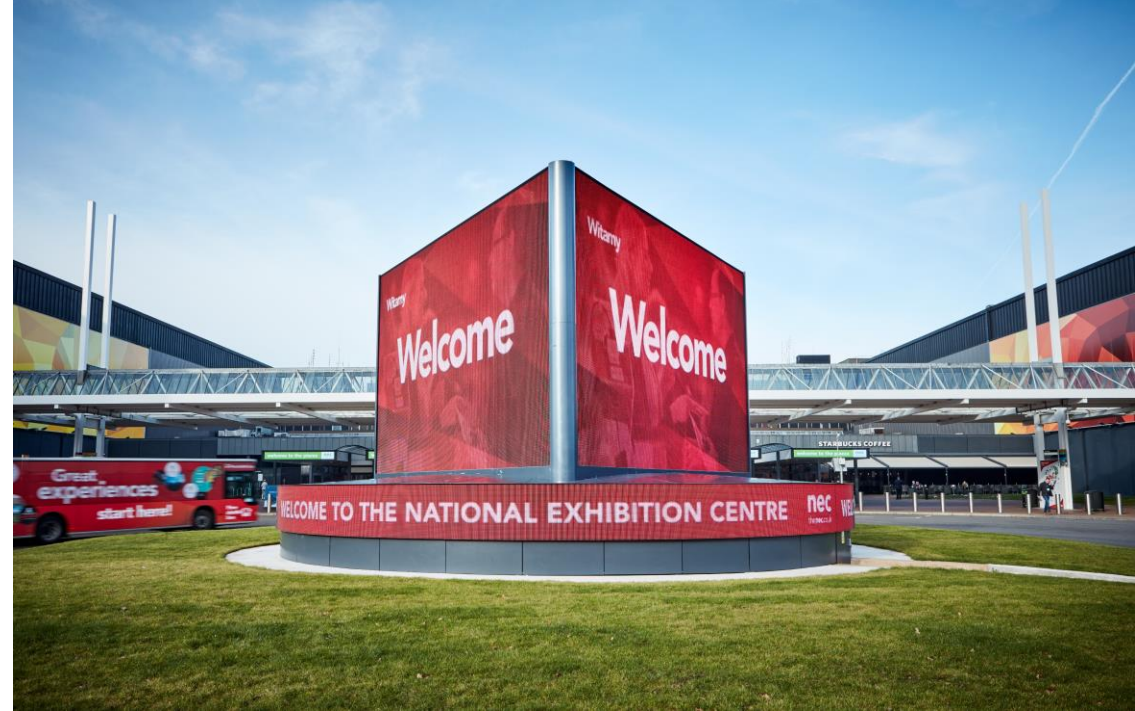
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£3,000



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## NEC Piazza Main Entrance

6 X Canopy Banner  
Screens

- Offering overhead domination at the NEC's Main Piazza entrance
- Impacting all consumer and trade show visitors
- Visible to Resorts World Arena, Resorts World & Bear Grylls visitors
- Above eye level LED display commands attention



**FORMAT**  
Digital



**SCREEN SIZE**  
5m x 0.5m



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£2,000 for all 6 screens



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## NEC Piazza Main Entrance

5 X D6 Entrance  
Screens

- Ground level close proximity digital screens
- Impacting all visitors using the NEC's Piazza entrance
- Clearly visible by all visitors entering and exiting the NEC, Resorts World Arena, Resorts World and Merlin's Bear Grylls Adventure
- Dominating the entrance at the busiest area of the NEC Campus



**FORMAT**  
Digital



**SCREEN SIZE**  
95"



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£600 per panel



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## Piazza Internal

- High impact screens located throughout high dwell areas within 'out of hall' locations of the Piazza of the NEC
- Clearly visible by all visitors attending Resorts World, Genting Arena and Bear Grylls Adventure from Birmingham International rail station
- A perfect environment to deliver impactful messaging given the close proximity to restaurants and event registration areas
- Many screens will also incorporate essential visitor wayfinding and visitor messaging thus increasing media impact

- 4 D6 DIGITAL SCREENS
- 24 MULTI FACETED CUBE SCREENS
- 20 ILLUMINATED SUPER SITES
- 20 FOUR SHEETS
- 6 CANOPY SCREENS



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## NEC Piazza

3 X D6 Exit Screens

- Clearly visible by visitors to Resorts World, Resorts World Arena and Bear Grylls Adventure using B'ham International railway station
- The Piazza's only internal ground level screens
- Close proximity portrait screens offering full motion content
- Perfectly located to impact delegates at event registration or during dwell time at Starbucks concessions in the Piazza



**FORMAT**  
Digital



**SCREEN SIZE**  
95"



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£500 per panel  
(all 3 to be activated)



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# NEC Piazza

Cube Network  
24 Portrait Screens

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 24 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network in the Piazza



**FORMAT**  
Digital



**SCREEN SIZE**  
95"



**DURATION**  
10 seconds



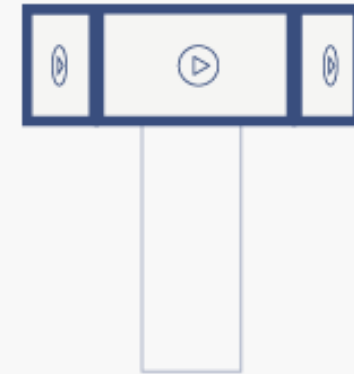
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£500 per cube  
(all 6 to be activated)



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# NEC Piazza

Elevated Screens

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 24 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network in the Piazza



**FORMAT**  
Digital



**SCREEN SIZE**  
95"



**DURATION**  
10 seconds



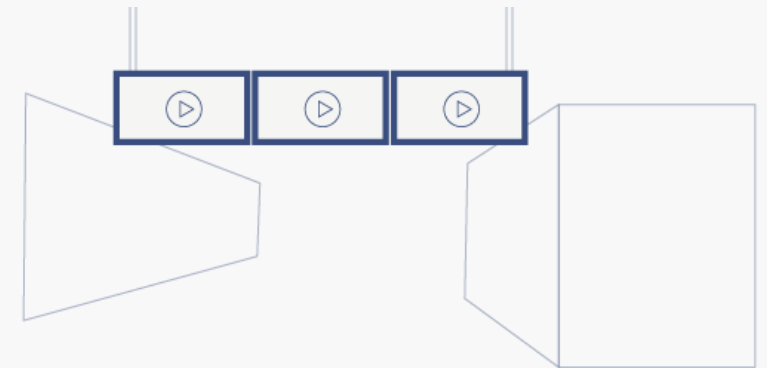
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£250 per screen  
(all 4 to be activated)



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## NEC Piazza

Illuminated  
Supersite Banners

- All our overhead illuminated print solutions are bespoke
- Mounted above the eye line to maximize visibility
- Offering static brand recognition



**FORMAT**  
Solus print



**SIZE**  
Various



**DURATION**  
14 days



**RATE CARD**  
£500 + P&I



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## NEC Piazza

Illuminated  
Supersite Banner &  
Media Wall

- Imposing internal billboard and largest static site in the Piazza
- Unmissable media platform in main walkthrough of the Piazza, catching all rail users
- Both above the eye line and ground level proximity advertising.
- PVC Billboard



**FORMAT**  
Solus print



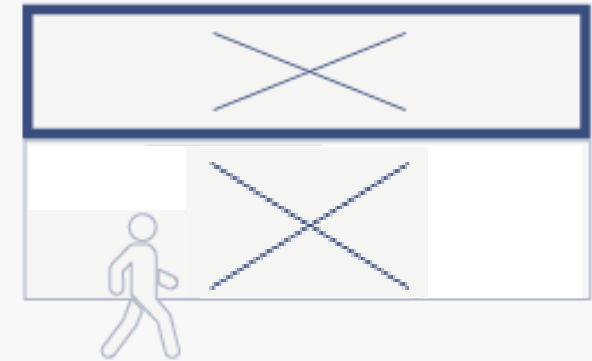
**SIZE**



**DURATION**  
14 days



**RATE CARD**  
£1,500 + P&I



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# NEC Skywalk

2 Piazza/Skywalk  
Entrance Screens

- Dominating the Skywalk entrance leading to the Atrium
- Impacting all visitors to the Atrium from Birmingham International Train Station
- Located in high dwell areas close to venue restaurants
- Clearly visible by all visitors attending shows in the Piazza



**FORMAT**  
Digital



**SCREEN SIZE**  
939 x 256 resolution



**DURATION**  
10 seconds



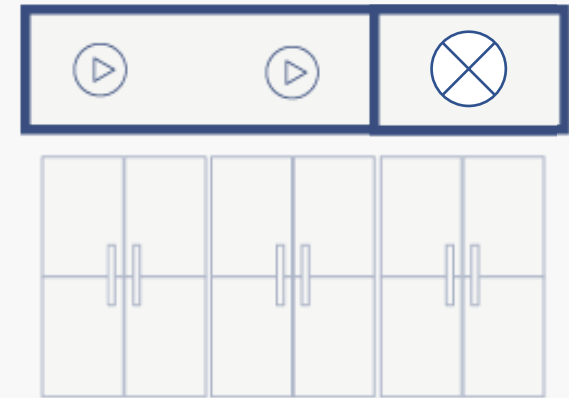
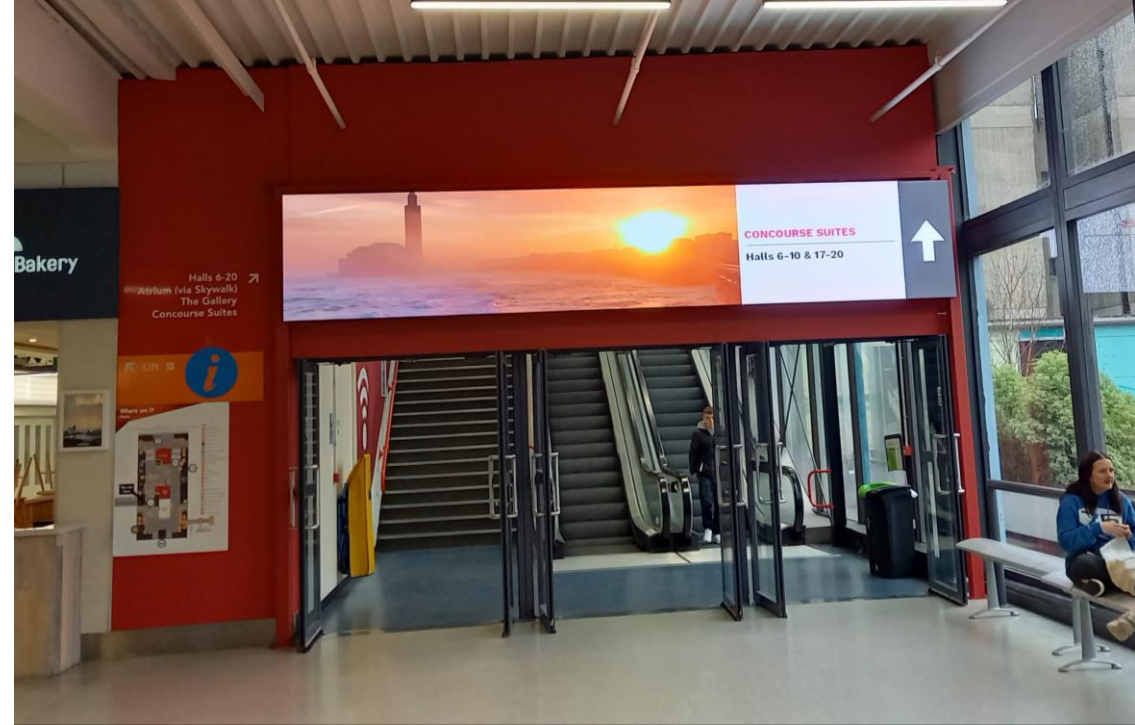
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£750



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## NEC Skywalk

7 x Skywalk  
Escalator  
Posters

- Engaging static imagery
- Unavoidable traditional poster sites along the escalator and stairwell
- Multiple close proximity sites delivering high frequency and impact at a pinch point for Atrium visitors



### FORMAT

Solus print panels



### SIZE

1524(h) x 1016(w)mm

Visual size 1494(h) x 986(w)mm



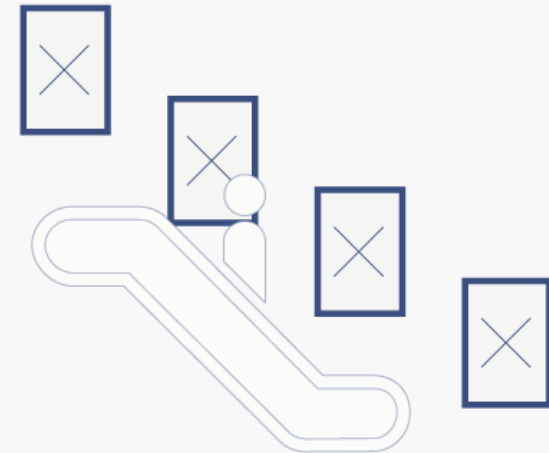
### DISPLAY TIME

14 days



### RATE CARD

£1,050+ P&I for 7



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# NEC Skywalk

10 x 4 Sheet  
Posters

- Strategically located along the Skywalk to the Atrium
- Traditional advertising sites creating impact
- For exclusive solus advertising campaigns to fit all budgets



**FORMAT**  
Solus print panels



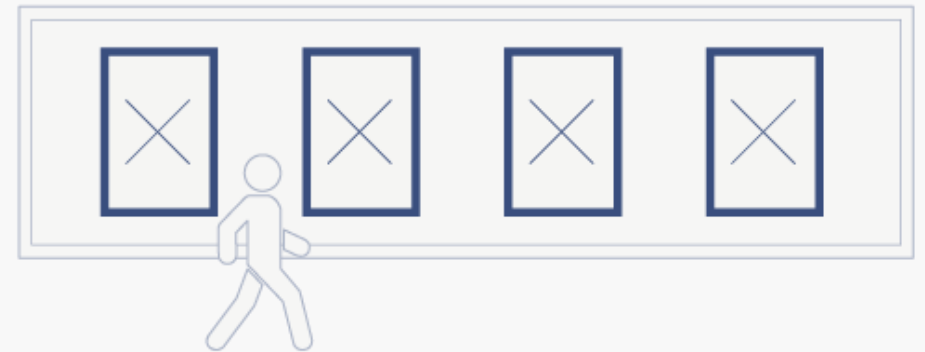
**SIZE**  
1524(h) x 1016(w)mm  
Visual size  
1494(h) x 986(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£200 + P&I



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# NEC Skywalk

Skywalk  
Escalator Screen

- Strategically located at the end of the Skywalk connecting the Piazza to the Atrium
- High footfall area for rail visitors approaching Atrium Halls
- Only digital Screens located on the Skywalk



**FORMAT**  
1 Digital Screen  
(Right Hand Screen)



**SIZE**  
55" Landscape screens



**DISPLAY TIME**  
14 days



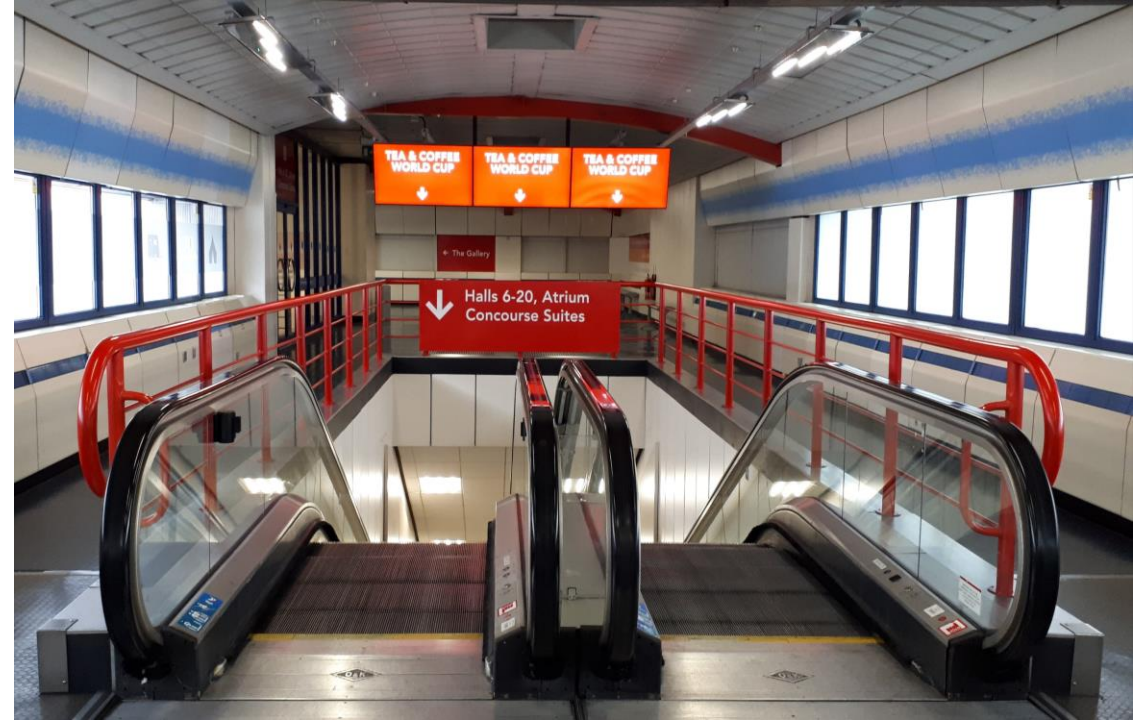
**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**RATE CARD**  
£500



## Atrium Internal

- The unique horse shoe layout allowing halls to connect exhibitors to their events that are constantly expanding their layouts.
- The unique style of the Atrium allow events such as Construction Week, Insomnia and BBC Good Food flexibility to align different elements of their show together in one wing of the NEC
- Including restaurant and fast food outlets with our own Wetherspoons bar creating a relaxed environment to deliver impactful messages through our OOH network

- 4 ICONIC DIGITAL SCREENS
- 16 MULTI FACETED CUBE SCREENS
- 64 ILLUMINATED SUPER SITES
- 20 4 SHEET POSTEERS
- 3 ENTRANCE CANOPY SCREENS



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# NEC Atrium

Concourse Screen

- A major dwell area close to F&B offerings and next to convenience store in the Atrium
- Largest internal landscape screens creating impact and exposure
- Digital screen located on the steps to the NEC Gallery Suites

-  **FORMAT**  
Digital
-  **SIZE**  
(h) x (w)mm
-  **DISPLAY TIME**  
14 days
-  **DURATION**  
10 seconds
-  **FREQUENCY**  
1:6 SOV
-  **RATE CARD**  
£250









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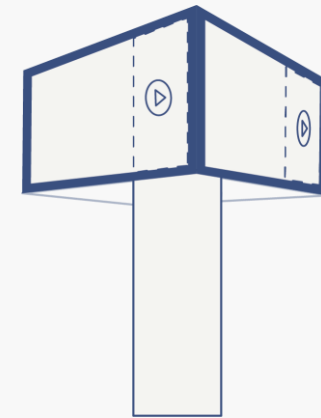


# NEC Atrium

Cube Network  
11 Portrait Screens

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 11 landscape screens incorporating wayfinding, customer information and media content
- The only multi faceted network at the Atrium

-  **FORMAT**  
Digital
-  **SCREEN SIZE**  
95"
-  **DISPLAY TIME**  
14 days
-  **DURATION**  
10 seconds
-  **FREQUENCY**  
1:6 SOV
-  **RATE CARD**  
£1,100 for all 11 screens



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# NEC Atrium

Atrium 3  
2 Digital Banners

- Located outside Hall 20 in the Atrium
- Raised visual advertising delivers clear brand impact
- 2 landscape screens incorporating wayfinding, customer information and media content



**FORMAT**  
Digital



**SCREEN SIZE**  
1536 x 384 resolution



**DISPLAY TIME**  
14 days



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**RATE CARD**  
£1,500



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## NEC Atrium

64 Illuminated  
Supersites Banners

- Large format, impactful illuminated sites
- Located above eye level to maximize visibility
- Overhead brand recognition



### FORMAT

Solus print panels



### SIZE

All panels are bespoke  
Specs available on  
booking



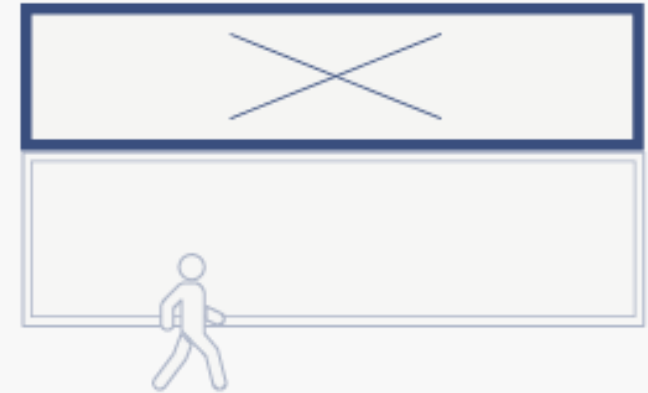
### DISPLAY TIME

28 days



### RATE CARD

£500 + P&I



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# NEC Atrium

4 Sheet Posters

- Strategically located at busy dwell areas in the Atrium
- Traditional advertising sites creating impact
- For exclusive solus advertising campaigns to fit all budgets



**FORMAT**  
Solus print panels



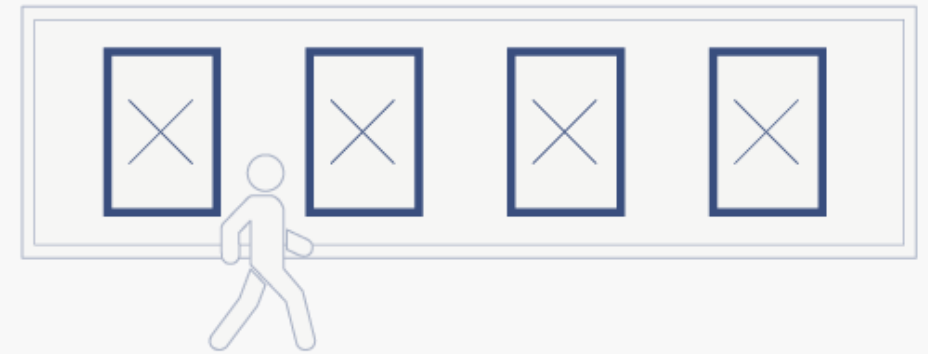
**SIZE**  
1524(h) x 1016(w)mm  
Visual size  
1494(h) x 986(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£200 + P&I



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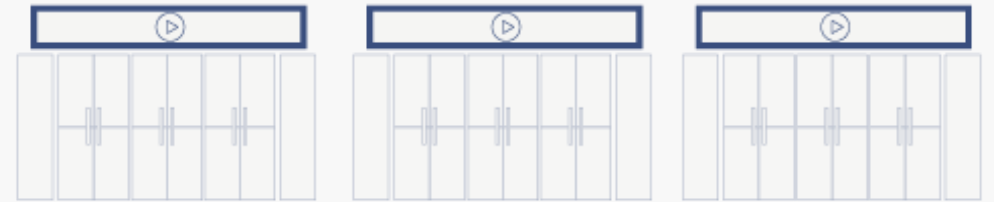
# NEC Atrium

Canopy Entrance Screens

3 Entrances

- High impact screens at all external main entrances to the Atrium
- Located above eyeline at key decision point for all arriving visitors
- Impactful imagery and brand domination potential

-  **FORMAT**  
Digital
-  **SCREEN SIZE**  
4m x 0.5 m
-  **DURATION**  
10 seconds
-  **FREQUENCY**  
1:6 SOV
-  **DISPLAY TIME**  
14 days
-  **RATE CARD**  
£750 per entrance



## NEC Piazza & Atrium

Mobile Charging Unit

- Provide power to visitors on the move
- 43" Screen to showcase your brand
- 48 power banks in each unit
- Located in busy footfall areas



**FORMAT**  
Digital



**SCREEN SIZE**  
1080px x 1795px



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£500 per panel

**ADDITIONAL OPTION TO VINYL WRAP UNIT**  
£500 (+ £140 print + £260 install/removal)
















# Experiential Brand Activation





# The NEC media sites

External

SYMBOL	TYPE	SITE NO	SUB TOTAL	TOTAL
	LAMPOST TRI SIGNS			32
	BUS SHELTER			16
	MEGA POSTER			5
	4 SHEET DOUBLE SIDED	1-66		29
	6 SHEET DOUBLE SIDED	1-64		32
	96 SHEET - SKIN	14-20		7
	48 SHEET WET POSTED	4-13	10	
	48 SHEET - SKIN	1-2	2	31
	48 SHEET TEMPORARY	T1-T19	19	
	BALLOON SITE			1
	FLAGS			4



## Roadside Network

- All visitors arriving by road to the NEC, Resorts World, Bear Grylls and Resorts World Arena will pass this unmissable network of roadside screens
- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Attracting 90% of the UK's postcodes to our doorstep
- The UK's largest business and leisure destination
- A network of over 200 4, 6, 48 and 96 sheet roadside media opportunities
- Be part of the NEC exclusive roadside network





## Roadside Network

6 Sheet Posters  
Double Sided

- All visitors arriving by road to the NEC, Resorts World, Bear Grylls and Resorts World Arena will pass this unmissable network of roadside screens
- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Attracting 90% of the UK's postcodes to our doorstep



**FORMAT**  
Solus print panels



**SIZE**  
Actual size  
1725(h) x 1160(w)mm  
Visual size  
1670(h) x 1085(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£220 per panel +P&I



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## Roadside Network

4 Sheet Posters  
Double sided

- All visitors arriving by road to the NEC, Resorts World, Bear Grylls and Resorts World Arena will pass this unmissable network of roadside screens
- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Attracting 90% of the UK's postcodes to our doorstep



**FORMAT**  
Solus print panels



**SIZE**  
Actual size  
1524(h) x 1016(w)mm  
Visual size  
1494(h) x 986(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£200 per panel +P&I



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## Roadside Network

48 Sheet Wet Posted Billboards

48 Sheet PVC Skin billboards

- All visitors arriving by road to the NEC, Resorts World, Bear Grylls and Resorts World Arena will pass this unmissable network of roadside screens
- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Attracting 90% of the UK's postcodes to our doorstep



### FORMAT

Solus print panels



### SIZE

Actual size  
3060(h) x 6110(w)mm  
Visual size  
3010(h) x 6060(w)mm



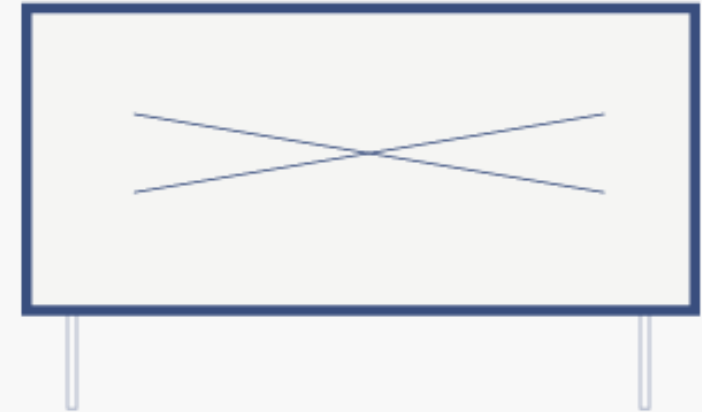
### DISPLAY TIME

14 days



### RATE CARD

£800 per panel (paper) +P&I  
£1,500 per panel (PVC) +P&I



**bringing brands to life.**



## Roadside Network

96 Sheet PVC  
Skin Billboard

- All visitors arriving by road to the NEC, Resorts World, Bear Grylls and Resorts World Arena will pass this unmissable network of roadside screens
- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- Attracting 90% of the UK's postcodes to our doorstep



**FORMAT**  
Solus print panels



**SIZE**  
Actual size  
3162(h) x 12192(w)mm  
Visual size  
2915(h) x 12090(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£2,500 per panel +P&I



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bp pulse  
LIVE







BP pulse LIVE is one of the UK's leading music and entertainment arenas.

**775,000**

visitors per year

**15,500**

capacity

**c.100**

events per year

### **Iconic entertainment venue**

Built for music, comedy, sport and family events next to Birmingham's National Exhibition Centre, International Train Station and International Airport Birmingham

### **High dwell time**

for visitors enjoying F&B offerings in Forum Live and our Premium hospitality areas





## VISITOR PROFILE

- **A DIVERSE & PASSIONATE AUDIENCE**
- **56% AGED 35-54**
- ABOVE NATIONAL AVERAGE VISITORS CLASSED AS 'FLOURISHING FAMILIES' & 'WEALTHY EXECUTIVES'
- **28M PEOPLE LIVE WITHIN 90MIN CATCHMENT ZONE**

- The venue for biggest names in music, comedy and entertainment
- Highest pre show dwell time of all UK arenas – 45 mins
- Biggest merchandise spend at all UK arenas
- Large format digital display in pre show holding areas
- Impactful screens in public concourse & hospitality areas

# BP pulse LIVE

Living Wall

External  
Experiential  
Activation Area

- High traffic area offering experiential activation opportunities
- Enroute from South car parks and taxi drop off points



**Dimensions**  
4m x 4m



**FORMAT**  
Experiential



**DURATION**  
Arrival to exit



**RATE CARD**  
£1,100 per show





## BP pulse LIVE

Arena Approach –  
Truss Banner  
System

- High traffic area offering engaging brand activation opportunities
- Enroute from South car parks and taxi drop off points



Dimensions  
m x m



FORMAT  
PVC Banner



DURATION  
Duration of event



RATE CARD  
£Price on request





## BP pulse LIVE

Arena Approach –  
External Breakout  
Area Wall Panels

- High traffic area offering engaging brand activation opportunities
- Enroute from Birmingham International Train Station, East Car parks and taxi drop off points



Dimensions  
1590m x 2690m



FORMAT  
5mm Foamex board



DURATION  
As required



RATE CARD  
£price on request




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## BP pulse LIVE


External Breakout  
Area

- High traffic area offering engaging brand activation opportunities
- Enroute from Birmingham International Train Station, East Car parks and taxi drop off points

 **Dimensions**  
4m x 4m

 **FORMAT**  
Experiential

 **DURATION**  
Arrival to exit

 **RATE CARD**  
£1,500 per show





## BP pulse LIVE

DIGITAL Screen  
Network

- 40 screens split across the only two entrances to arena bowl
- Sequential advertising (area domination)
- Elevated to catch all visitors in high dwell areas in the Forum Live



**FORMAT**  
Digital



**SCREEN SIZE**  
75"



**DURATION**  
10 seconds



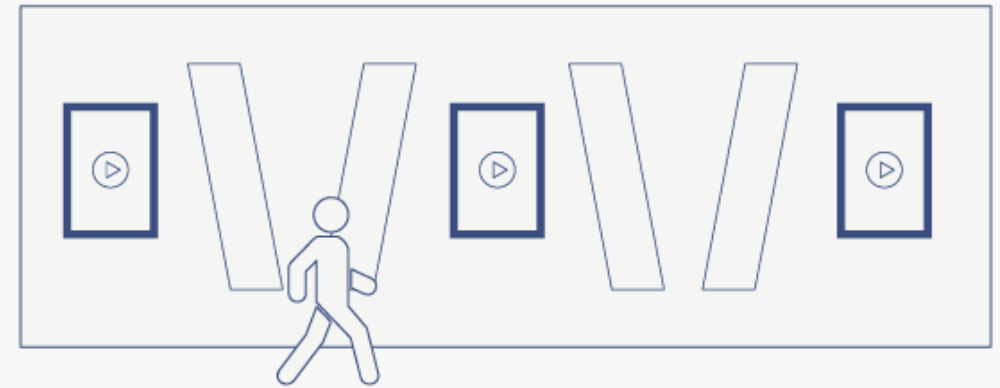
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
Per show



**RATE CARD**  
£1,000 per show day



**bringing brands to life.**



## BP pulse LIVE

Forum Live  
Hanging Banners

- High traffic area offering brand activation opportunities
- 2 x sets of 7 pendant banners



Dimensions  
0.6m x 2m



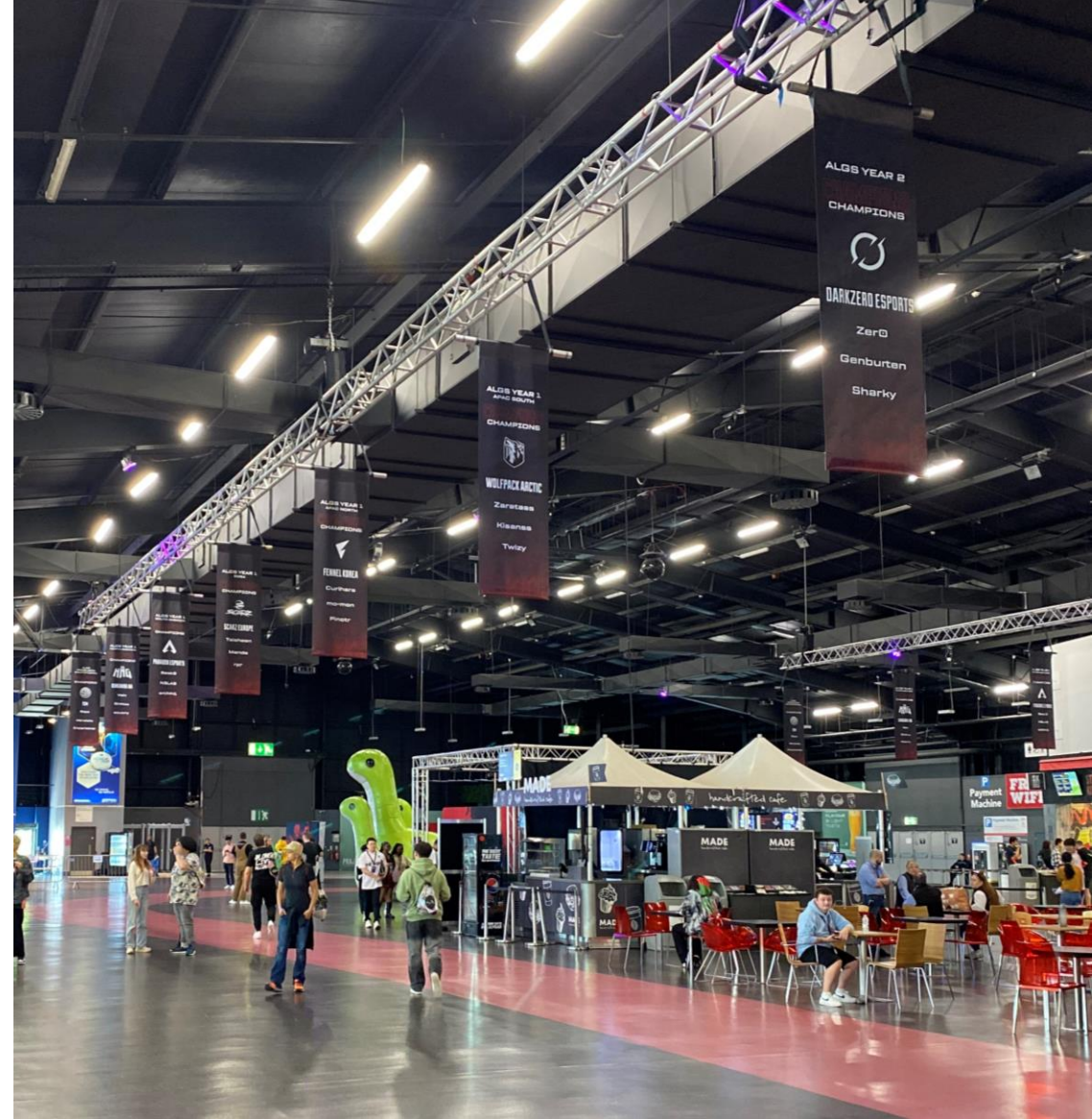
FORMAT  
PVC Banners



DURATION  
As requested



RATE CARD  
£price on request



## BP pulse LIVE

Forum LIVE  
Mega Banners

- High level mega banners
- Prominent locations near Forum Live entrance/exit
- Engaging with all arena visitors in the high dwell areas of Forum Live



**FORMAT**  
PVC Banner



**SIZE**  
Various



**DISPLAY TIME**  
3-12 months



**RATE CARD**  
£ long term opportunities  
– Price on request



## BP pulse LIVE

RWA  
Internal Max's Bar  
Experiential  
Activation Area

- High traffic area offering experiential activation opportunities
- Total brand takeover opportunity



**Dimensions**  
4m x 4m



**FORMAT**  
Experiential



**DURATION**  
Arrival to exit



**RATE CARD**  
£1,100 per show





## BP pulse LIVE

Forum Live  
Unsigned Stage  
Activation

- Elevated experiential activation space
- High dwell area pre performance
- Centrally located in Forum LIVE



Dimensions  
4m x 4m



FORMAT  
Experiential



DURATION  
Arrival to exit



RATE CARD  
£1,100 per show  
*\*AV equipment not included*



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## BP pulse LIVE

Convenience Poster  
Advertisements

- 431 WC poster delivering maximum impact in high dwell areas
- Located in direct eye level for an average visit time of 1 minute
- Giving the opportunity to spend exclusive dwell time with your target audience



### FORMAT

Solus print panel



### SIZE

Actual size –  
210(w) x 300(h)mm  
Visual size –  
190(w) x 280(h)mm



### DISPLAY TIME

Short & long-term opportunities available



### RATE CARD

Price on request  
Full & 50% activation packages available



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## BP pulse LIVE

2 x Mobile Charging  
Units Display Screens

- Provide power to visitors on the move
- 43" Screen to showcase your brand
- 48 power banks in each unit
- Located in busy footfall areas



**FORMAT**  
Digital



**SCREEN SIZE**  
1080px x 1795px



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
Per month



**RATE CARD**  
£500 per unit

**ADDITIONAL OPTION TO VINYL WRAP UNIT**  
£500 (+ £140 print + £260 install/removal)





◦ **Talk to us**

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