NEC & bp pulse LIVE ARENA NEC Birmingham OOH



Compelling multi-channel media and partnership solutions





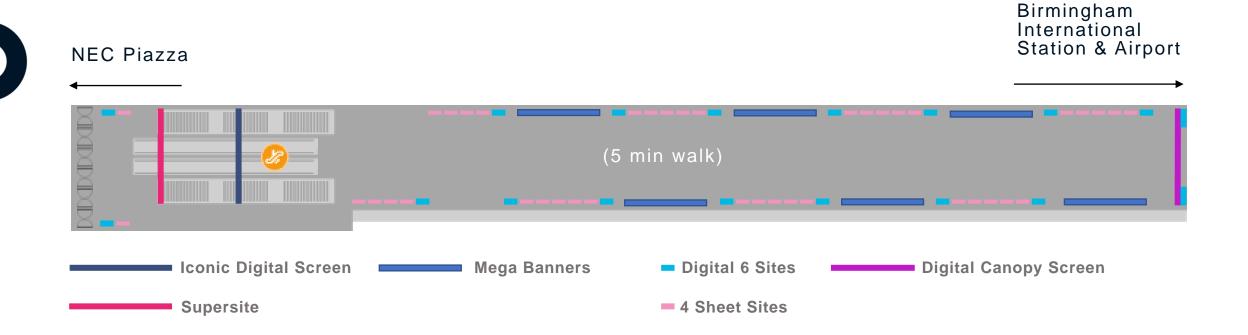
The NEC campus Ibis Styles Hotel M6 Junction 4 Birmingham Airport (a) (a) Birmingham Outlet Shopping • Genting Hotel & Spa • Bars and Restaurants Cinema • Resorts World Casino • The Vox Conference Centre Coventry



ig brands to life.

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

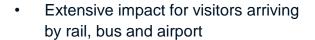
- EYE CATCHING FULL MOTION DISPLAY
- IMPACTFUL STATIC IMAGERY
- 98" PORTRAIT HD SCREENS IN BUSY LOCATIONS
- ENERGY EFFICIENT TECHNOLOGY





Birmingham International Train Station

2 X Oversize D6 Screens



- 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







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







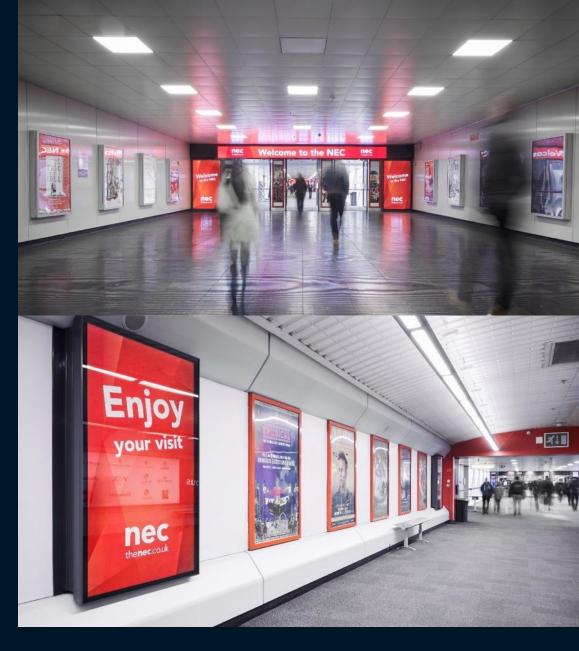
NEC Rail Gateway

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
Bridgelink corridor
between Birmingham
International Train
Station and
The NEC



- 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)







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

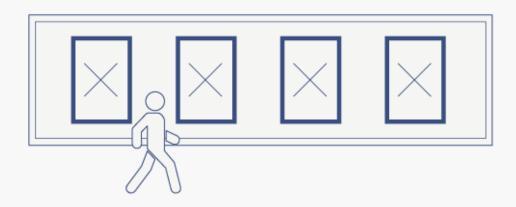


DISPLAY TIME 14 days



RATE CARD £200 per poster +P&I







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



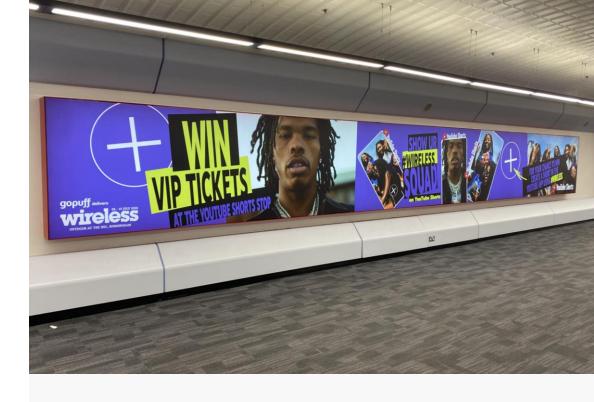
SIZE Graphic size 11245 (w) x 1355 (h)mm Visual size 11175 (w) x 1285 (h)mm

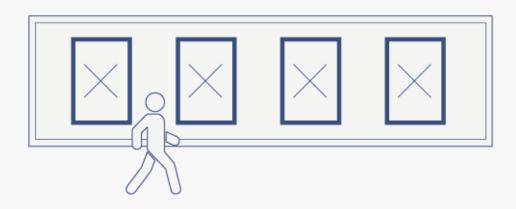


DISPLAY TIME 14 days



RATE CARD £1,050 per poster +P&I







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

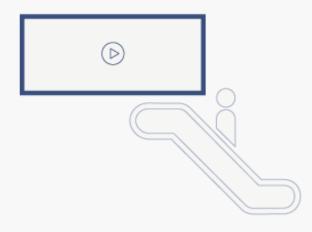


DISPLAY TIME 14 days



RATE CARD £2,500









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

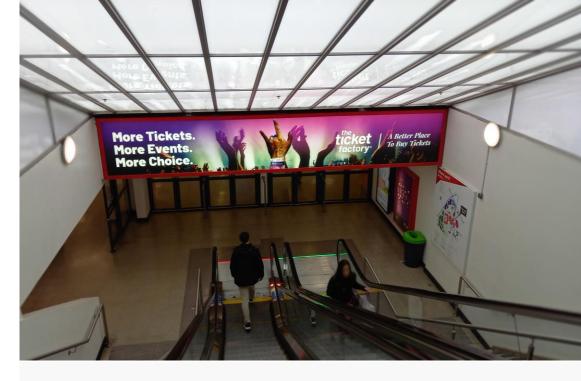


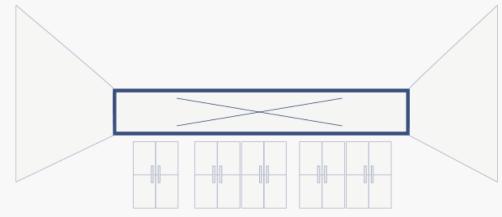
DISPLAY TIME 14 days



RATE CARD £700 +P&I







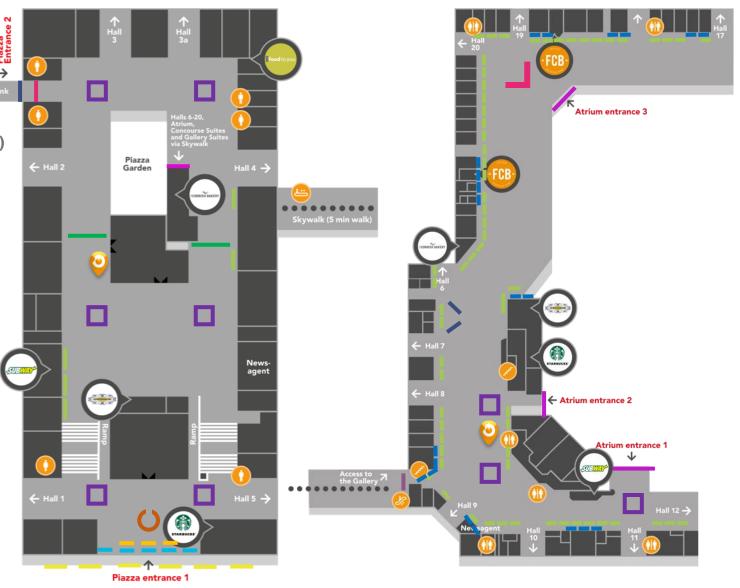
The NEC media sites

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



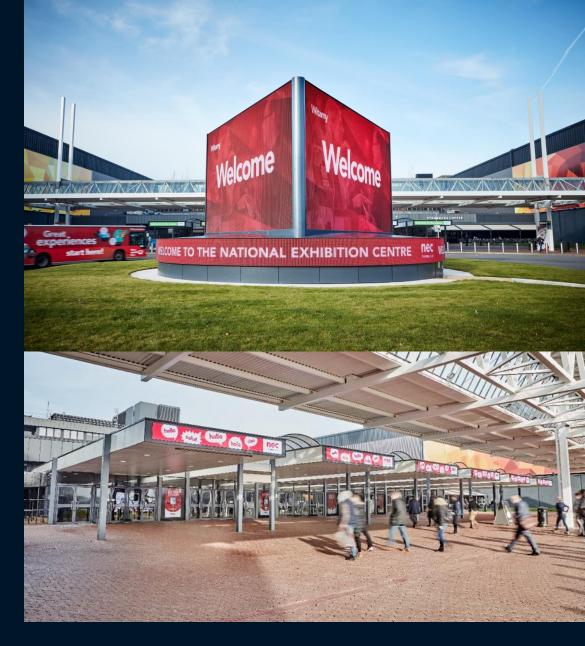




NEC Piazza Main Entrance

- 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, bp pulse LIVE, Resorts World Birmingham

- 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



- · Catching all visitors arriving by road and on foot
- Visible by all visitors to NEC, Resorts World Birmingham and bp pulse LIVE
- 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



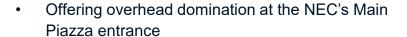




bringing brands to life.

NEC Piazza Main Entrance

6 X Canopy Banner Screens



- Impacting all consumer and trade show visitors
- Visible to Resorts World Birmingham, bp pulse LIVE
- 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

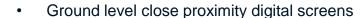






NEC Piazza Main Entrance

5 X D6 Entrance Screens



- Impacting all visitors using the NEC's Piazza entrance
- Clearly visible by all visitors entering and exiting the NEC, Resorts World Birmingham, bp pulse LIVE
- Dominating the entrance at the busiest area of the NEC Campus



FORMAT Digital



SCREEN SIZE



DURATION 10 seconds



FREQUENCY 1:6 SOV



DISPLAY TIME 14 days



RATE CARD £600 per panel





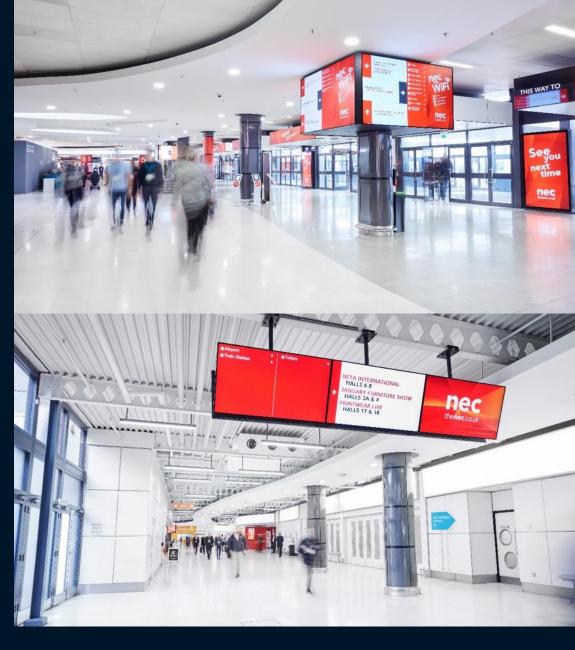


Piazza Internal

- 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 Birmingham and bp pulse LIVE 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





NEC Piazza

3 X D6 Exit Screens

- Clearly visible by visitors to Resorts World
 Birmingham and bp pulse LIVE using Birmingham
 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



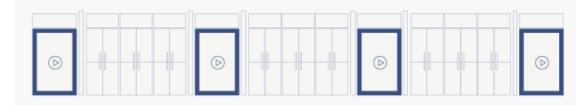
DISPLAY TIME 14 days



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







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



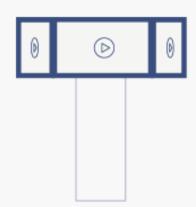
DISPLAY TIME 14 days



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







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



DURATION 10 seconds



FREQUENCY 1:6 SOV

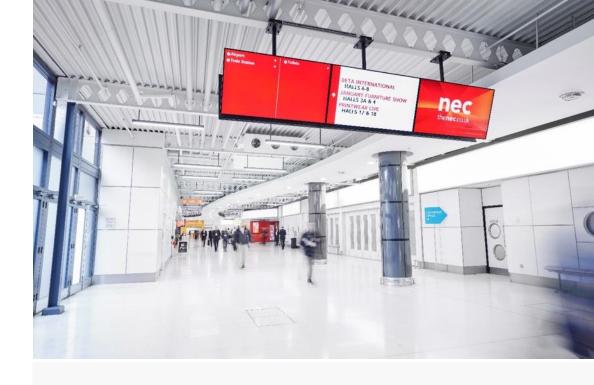


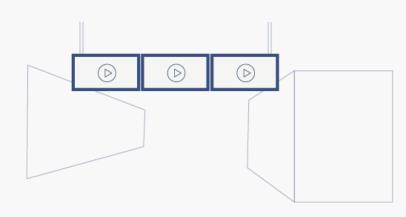
DISPLAY TIME 14 days



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







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







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

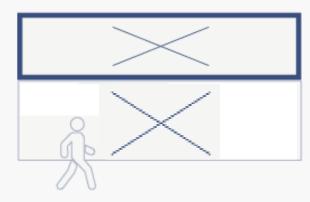


DURATION 14 days



RATE CARD £1,500 + P&I







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

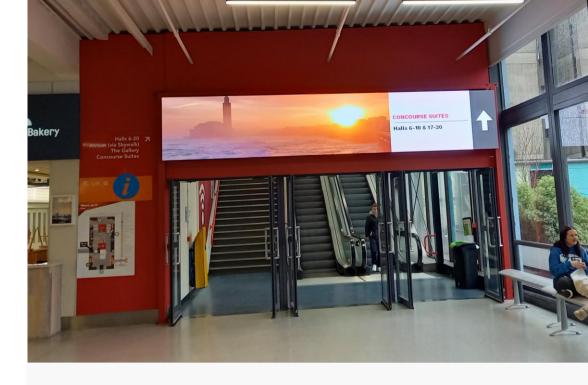


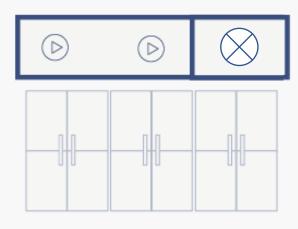
DISPLAY TIME 14 days



RATE CARD £750







bringing brands to life.

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 size1494(h) x 986(w)mm



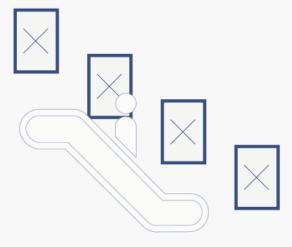
DISPLAY TIME 14 days



RATE CARD £1,050+ P&I for 7







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



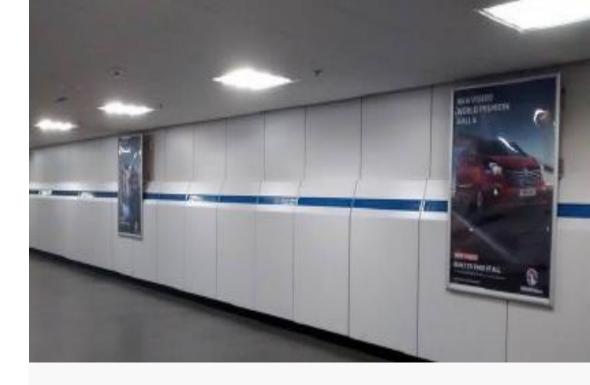
SIZE 1524(h) x 1016(w)mm Visual size 1494(h) x 986(w)mm

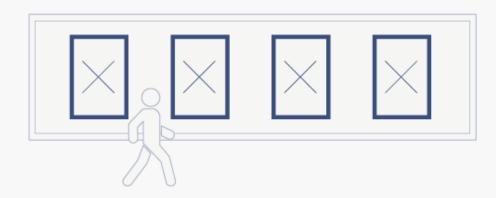


DISPLAY TIME 14 days



RATE CARD £200 + P&I









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



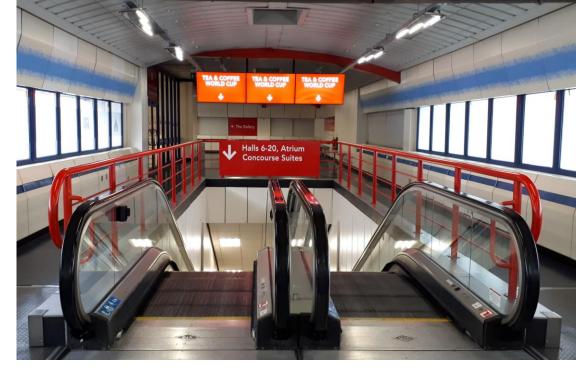
DURATION 10 seconds



FREQUENCY 1:6 SOV



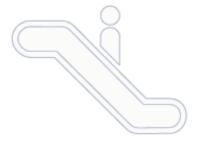
RATE CARD £500















Atrium Internal

- The unique horseshoe 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





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

 $(h) \times (w) mm$



DISPLAY TIME 14 days



DURATION 10 seconds



FREQUENCY 1:6 SOV



RATE CARD £250





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



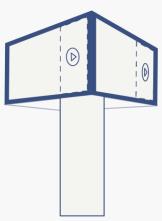
FREQUENCY 1:6 SOV



RATE CARD £1,100 for all 11 screens







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





bringing brands to life.

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



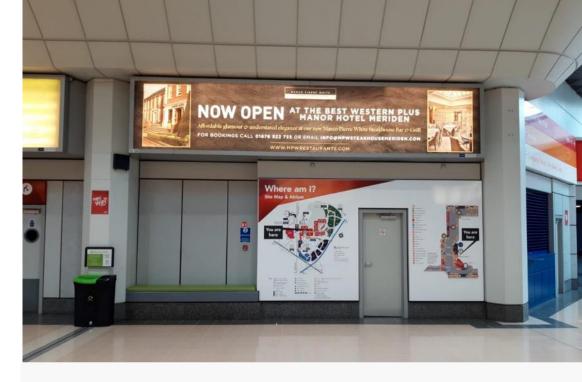
SIZE
All panels are bespoke
Specs available on
booking

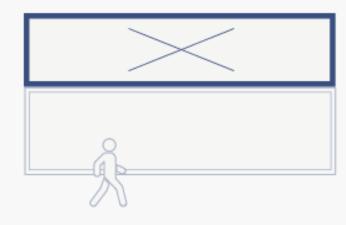


DISPLAY TIME 28 days



RATE CARD £500 + P&I









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



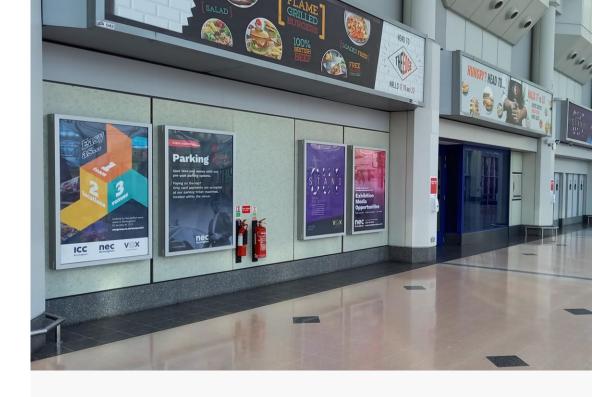
SIZE 1524(h) x 1016(w)mm Visual size 1494(h) x 986(w)mm

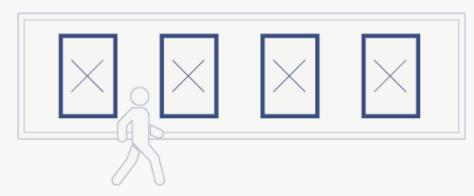


DISPLAY TIME 14 days



RATE CARD £200 + P&I









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

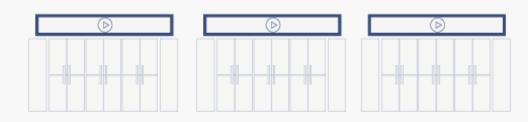


DISPLAY TIME 14 days



RATE CARD £750 per entrance







NEC Piazza & Atrium

Mobile Charging Unit



- 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)











Roadside Network

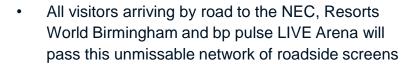
- All visitors arriving by road to the NEC, Resorts World Birmingham and bp pulse LIVE Arena will pass this unmissable network of roadside screens
- An effective way of communicating a variety of messages to visitors
- With multiple close proximity sites offering advertisers increased frequency and impact
- 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



- 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

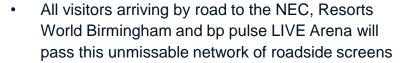






Roadside Network

4 Sheet Posters Double sided



- 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



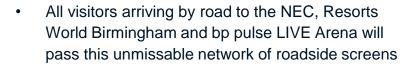




Roadside Network

48 Sheet Wet Posted Billboards

48 Sheet PVC Skin billboards



- 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



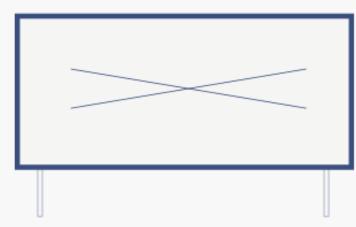
DISPLAY TIME 14 days



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

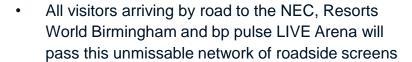






Roadside Network

96 Sheet PVC Skin Billboard



- 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



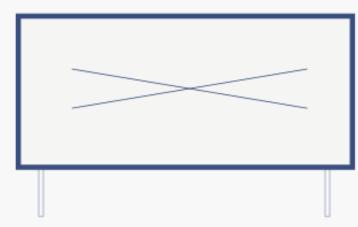
DISPLAY TIME 14 days



RATE CARD £2,500 per panel +P&I















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 preshow dwell time of all UK arenas 45 mins
- Biggest merchandise spend at all UK arenas
- Large format digital display in preshow 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

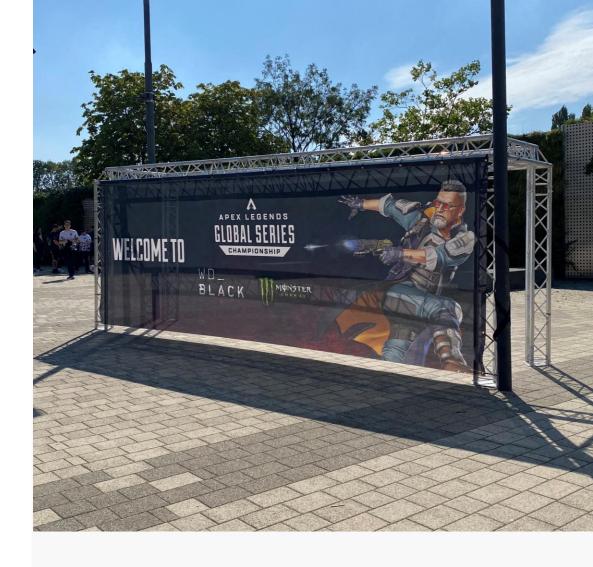


DURATION
Duration of event



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

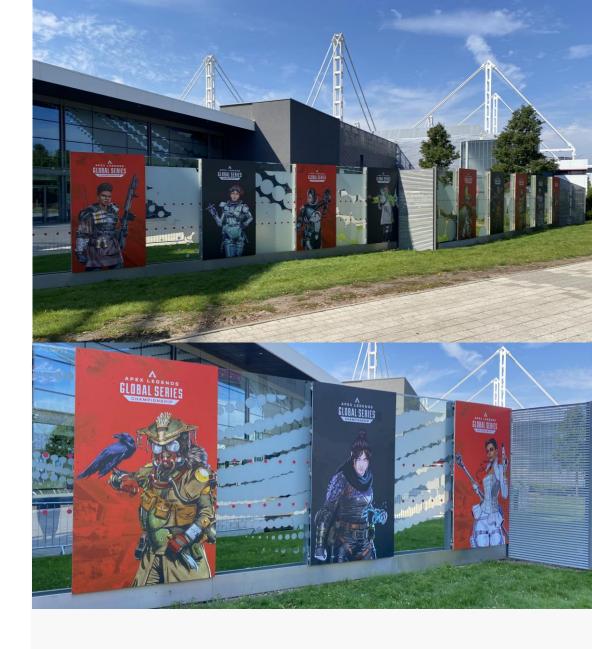


DURATION As required



RATE CARD £price on request





__

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







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

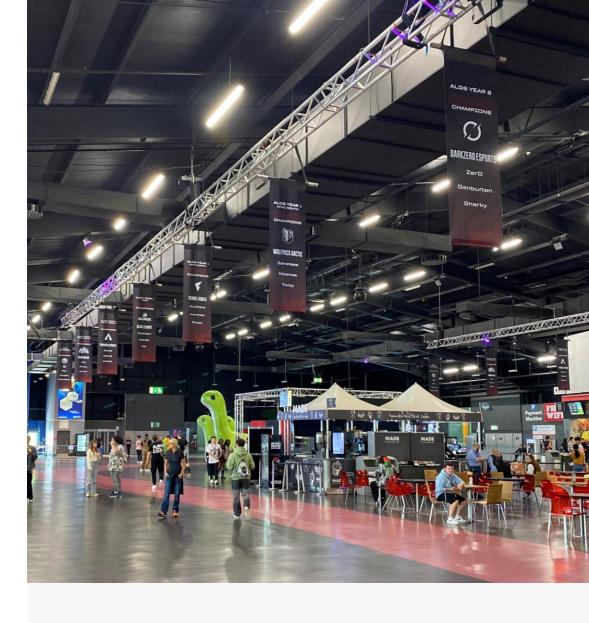


DURATION As requested



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

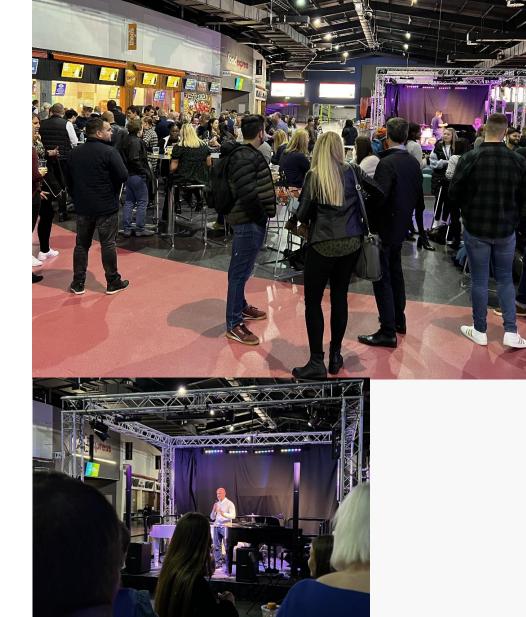


DURATION Arrival to exit



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





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

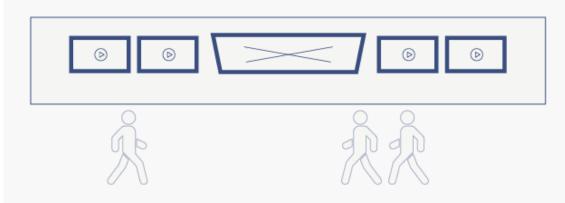
Short & long-term opportunities available



RATE CARD

Price on request Full & 50% activation packages available







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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