



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



**bringing brands to life.**

## Venue overview



**nec**  
the**nec**.co.uk

International Train Station

Bridgelink

Piazza

Skywalk

Atrium

Roadside



**utilita**   
**arena**  
BIRMINGHAM

Digital



  
*Resorts World*  
ARENA

Digital



**ICC**  
Birmingham

Digital



- The **UK's number 1** business & entertainment destination
- **Over 500 events**

VOX | Resorts World Arena | Resorts World Birmingham | Bear Grylls Adventure  
Birmingham Airport | Birmingham International Station | Cineworld | Hollywood Bowl

- **16.3 million** Campus footfall per annum

# The NEC campus



# The NEC media sites

Bridgelink

NEC Piazza

Birmingham  
International  
Station & Airport



■ Iconic Digital Screen

■ Digital 6 Sites

■ Digital Canopy Screen

■ Supersite

■ 4 Sheet Sites

## 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 D6s



- 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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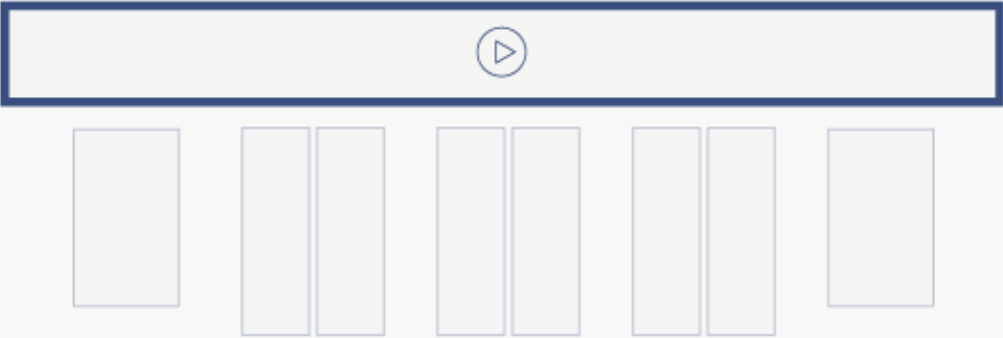
# Birmingham International Train Station

Elevated canopy 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 Bridgelink

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



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# NEC Bridgelink

16 X Digital Screens

Lining the  
Bridgelink 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 Bridgelink

40 X 4 sheet 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



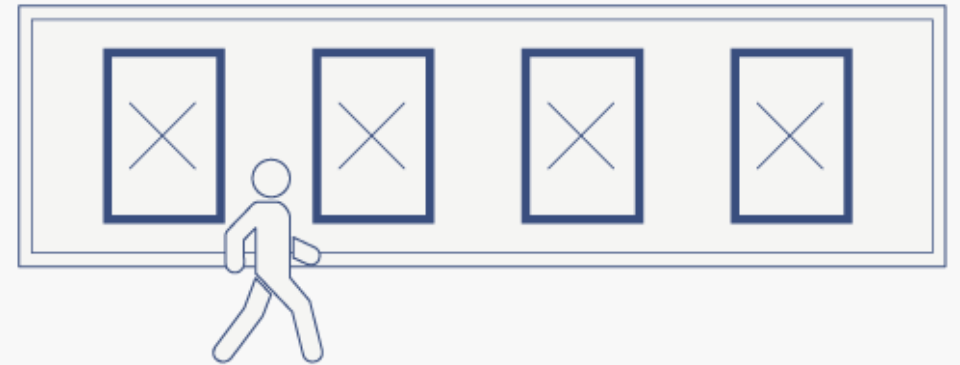
## DISPLAY TIME

14 days



## RATE CARD

£200 per poster +P&I



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# NEC Bridgelink

Iconic digital

- 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 Bridgelink

Piazza entrance  
supersite

- 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



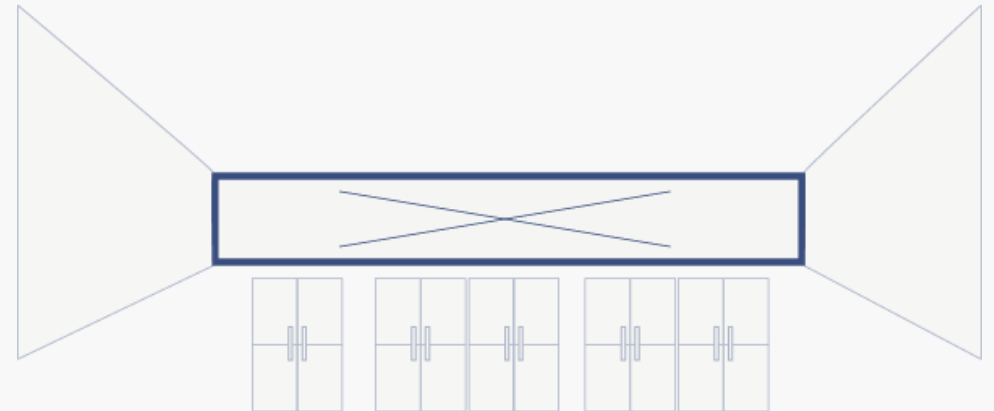
### DISPLAY TIME

14 days



### RATE CARD

£700 +P&I



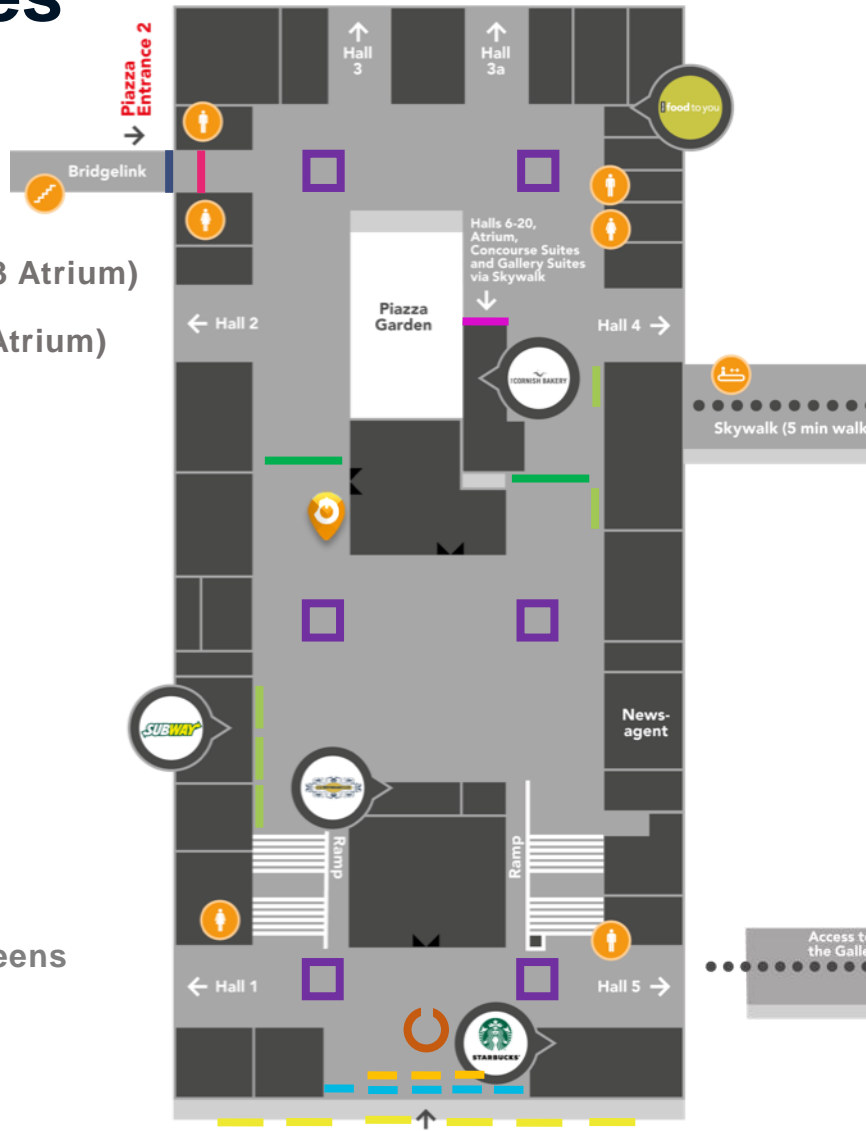
**bringing brands to life.**



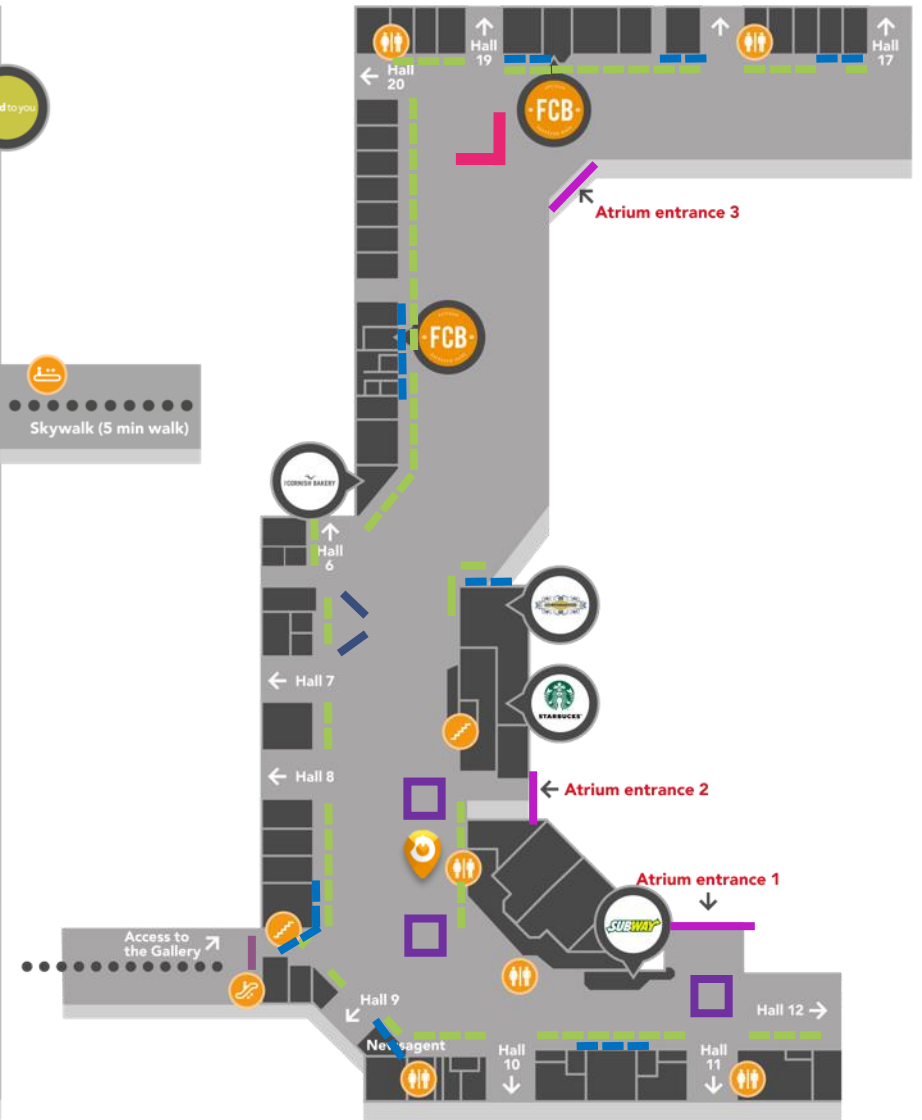
# ● The NEC media sites

## Piazza and Atrium

- Iconic Digital Screen
- Bridgelink Supersite
- 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



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

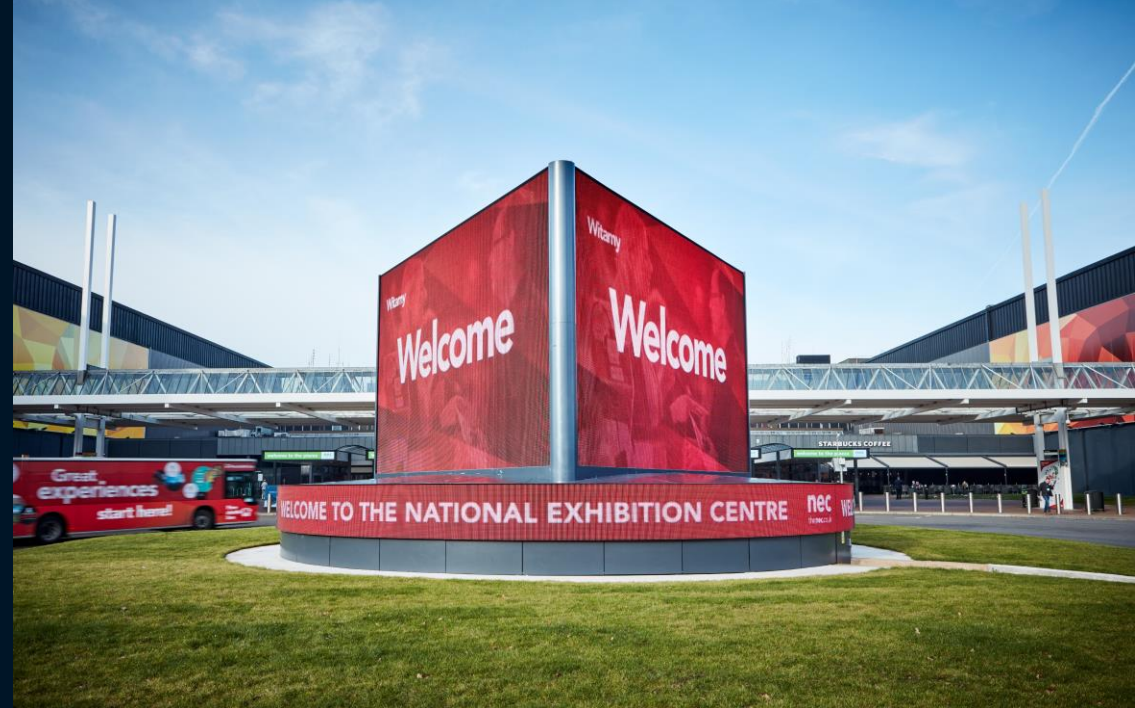


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## NEC Piazza Entrance

- 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 Entrance

Digital 48 tri-site roundabout screen

*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



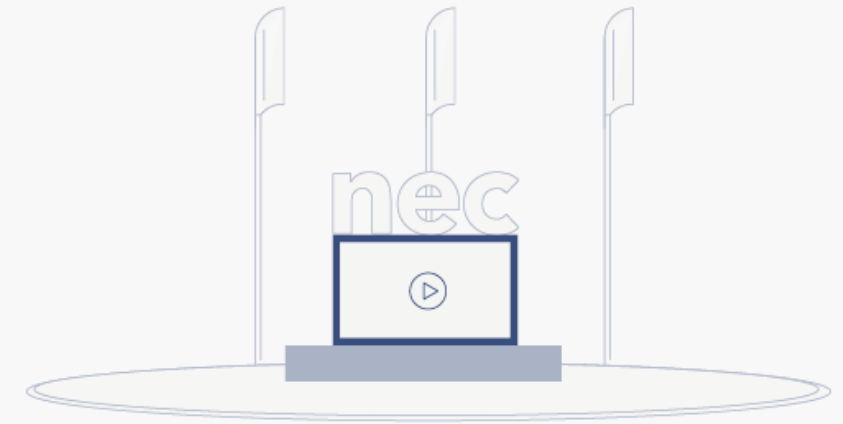
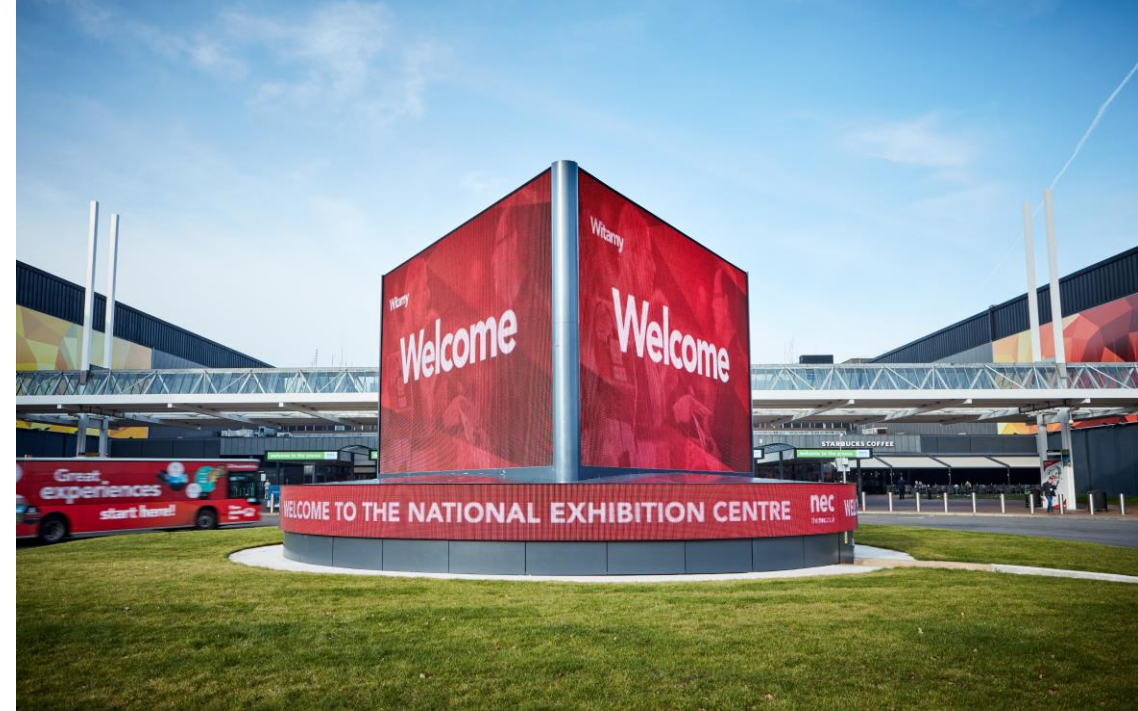
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£3,000



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## NEC Piazza Entrance

6 X elevated canopy 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



## NEC Piazza Entrance

5 X digital sheet 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





## Piazza internal network

- 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

- 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



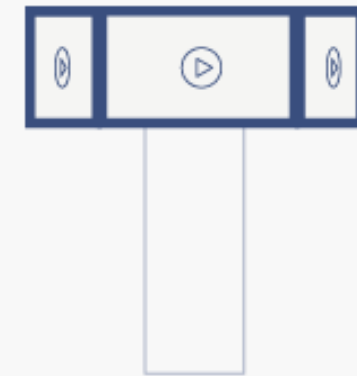
**FREQUENCY**  
1:6 SOV



**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



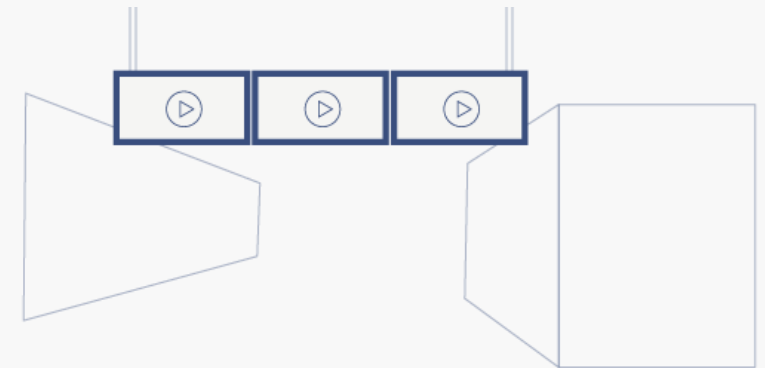
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
14 days



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



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## NEC Piazza

Illuminated  
supersites

- 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 & 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



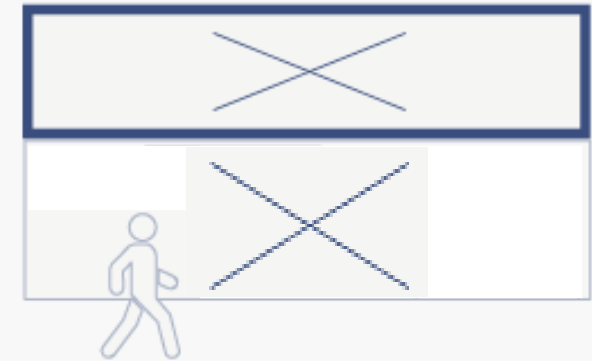
**SIZE**



**DURATION**  
14 days



**RATE CARD**  
£1,500 + P&I





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# NEC Skywalk


3 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

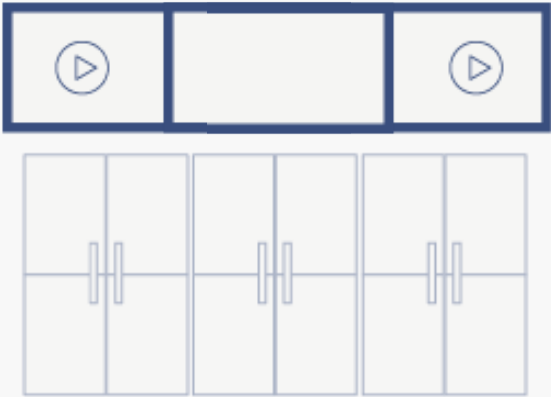
 **SCREEN SIZE**  
5.5m x 1m

 **DURATION**  
10 seconds

 **FREQUENCY**  
1:6 SOV

 **DISPLAY TIME**  
14 days

 **RATE CARD**  
£750 for 2 end screens



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## NEC Skywalk

7 x skywalk  
escalator  
4 sheet 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



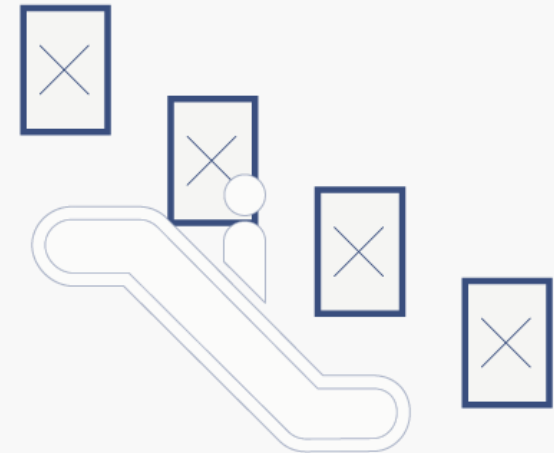
### DISPLAY TIME

14 days



### RATE CARD

£1,050+ P&I for 7



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## NEC Skywalk

Skywalk  
10 x 4 sheet sites

- 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



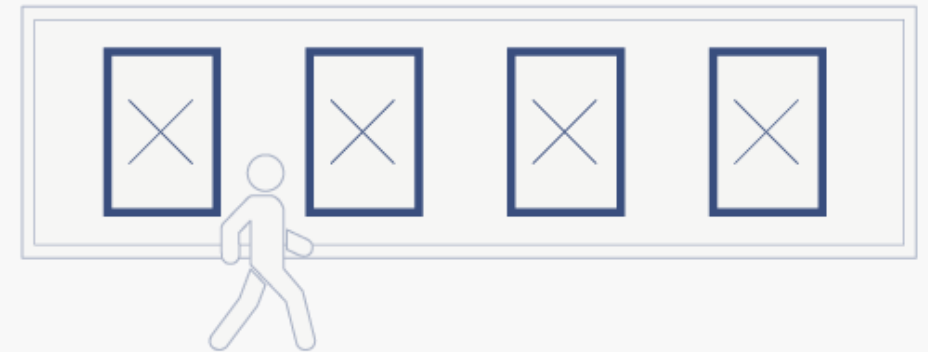
### DISPLAY TIME

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



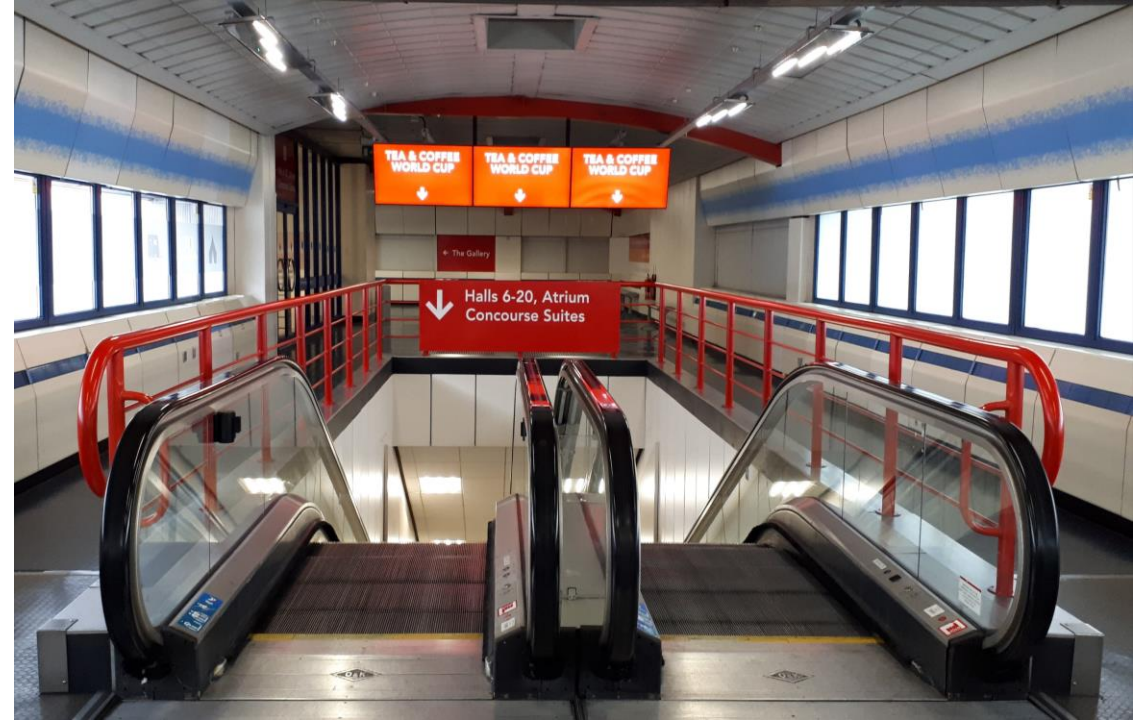
### FREQUENCY

1:6 SOV



### RATE CARD

£500

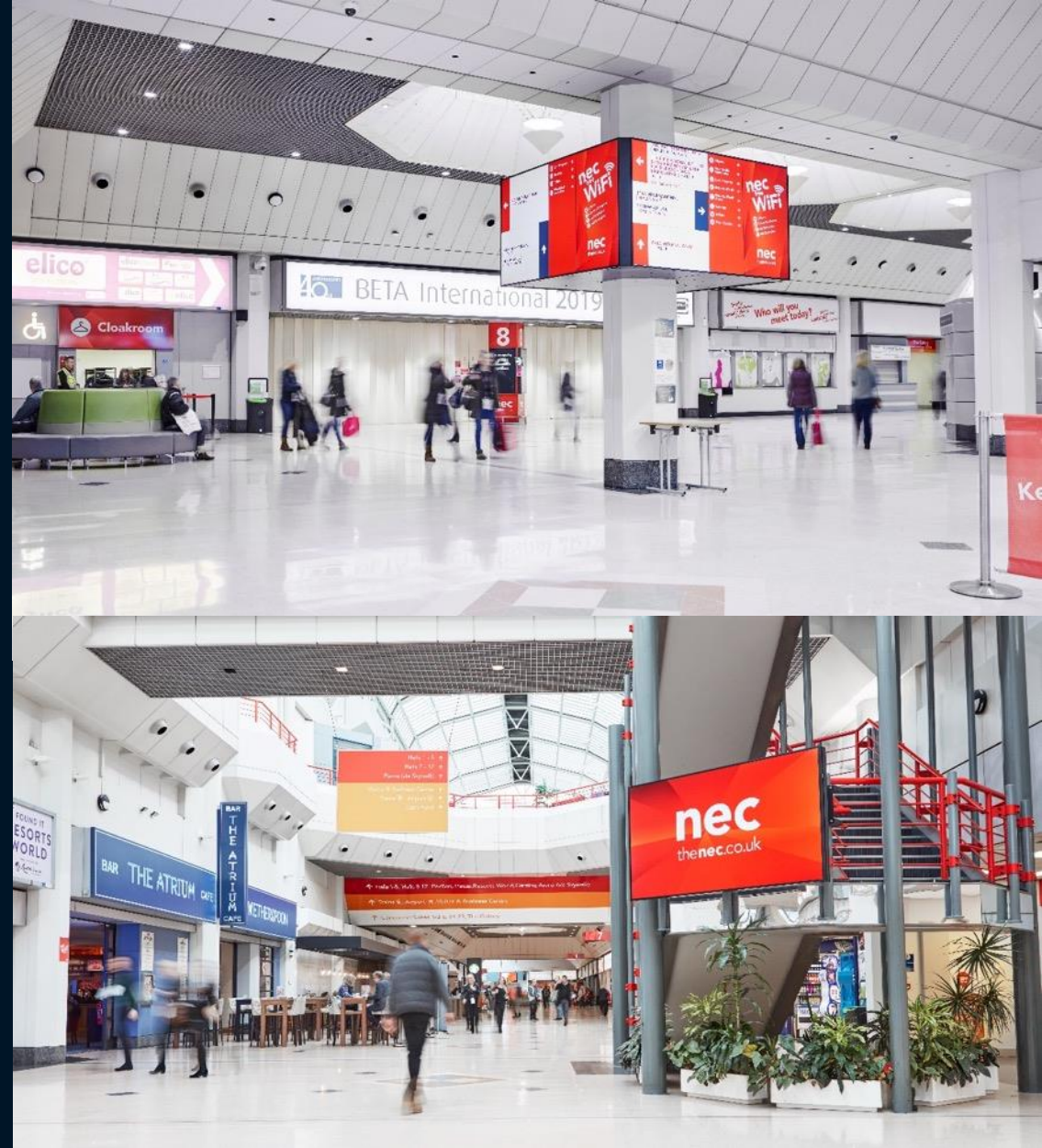




## Atrium internal digital cube network

- 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

### 2 Concourse Screens

- Dominating 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
- 2 digital screens 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**  
£500 each



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# NEC Atrium

Cube Network

- Located in high dwell, out of hall locations
- Raised visual advertising delivers clear brand impact
- 12 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



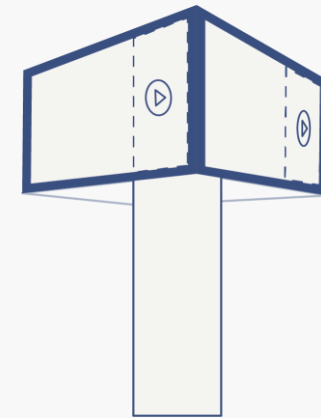
**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



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



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# NEC Atrium

## 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**



**DISPLAY TIME**  
14 days



**DURATION**  
10 seconds



**FREQUENCY**  
1:6 SOV



**RATE CARD**  
£1,500



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## NEC Atrium

64 illuminated  
supersites

- 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



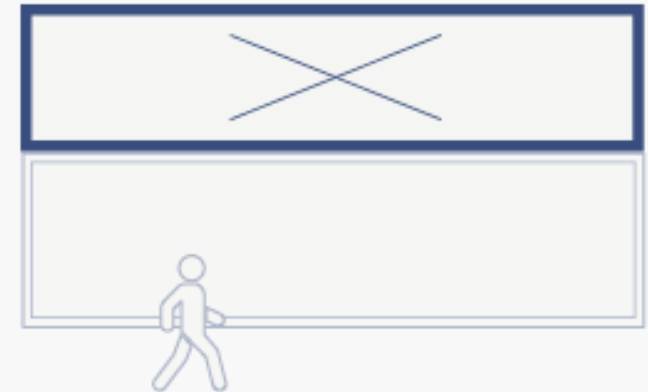
### DISPLAY TIME

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



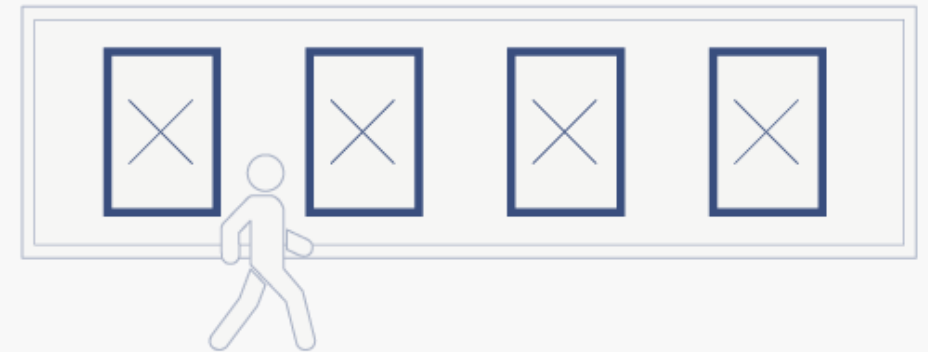
**SIZE**  
1524(h) x 1016(w)mm  
Visual size  
1494(h) x 986(w)mm



**DISPLAY TIME**  
14 days



**RATE CARD**  
£200 + P&I



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## NEC Atrium

10 canopy screens  
across 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



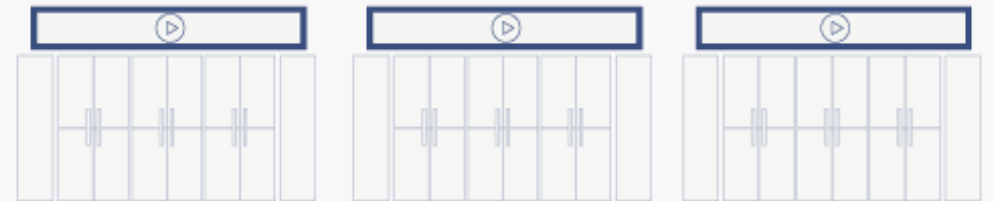
**FREQUENCY**  
1:6 SOV



**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)














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# 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	31
	48 SHEET - SKIN	1-2	2	
	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

Double sided  
6 sheet posters

- 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

Double sided  
4 sheet posters

- 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  
and  
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

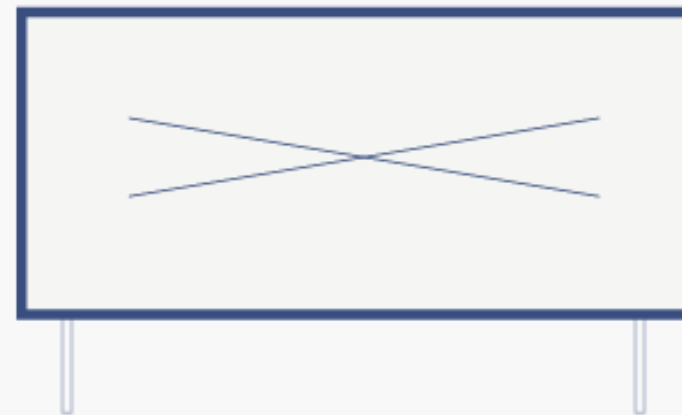
14 days



### RATE CARD

£800 per panel (paper) +P&I

£1,500 per panel (PVC) +P&I



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## 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



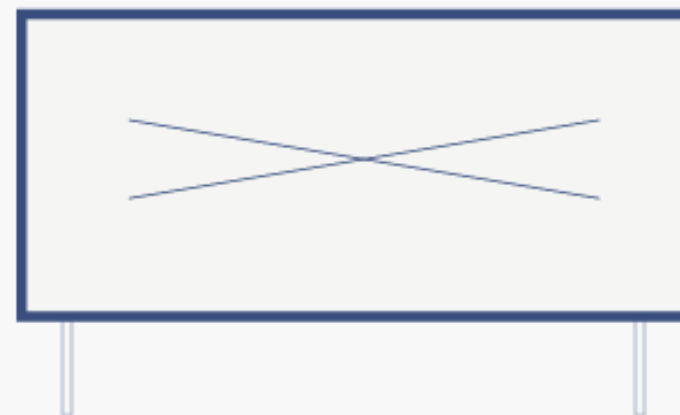
### DISPLAY TIME

14 days



### RATE CARD

£2,500 per panel +P&I



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- Located at NEC Campus
- 1m visitors to 100 shows per year
- 15,700 capacity
- 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

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### 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**
-



## Resorts World Arena Screens

Lakeside iconic  
AV screen

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



**FORMAT**  
Digital



**SCREEN SIZE**  
75"



**DURATION**  
10 seconds



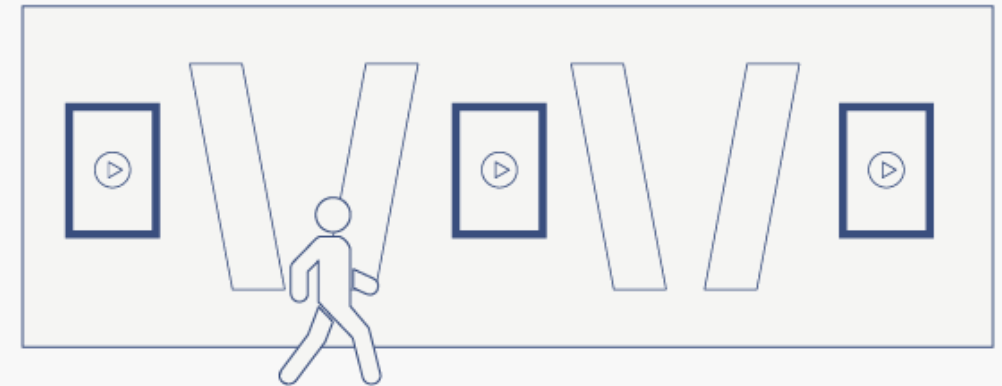
**FREQUENCY**  
1:6 SOV



**DISPLAY TIME**  
Per show



**RATE CARD**  
£1,000 per show day



**bringing brands to life.**

## Resorts World Arena

2 x Mobile Charging Units

- 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)





utilita  
arena  
BIRMINGHAM



nec group  
media  
partnerships



**bringing brands to life.**



- Located in the heart of the entertainment district of Birmingham City Centre
- 1m visitors to 100 shows per year
- 15,800 capacity
- Venue for biggest names in music, comedy and entertainment



- Located next to Sealife Centre & Lego Discovery Centre
- Impactful screens in public concourse & hospitality areas

---

## VISITOR PROFILE

56% AGED 35-54

ABOVE NATIONAL AVERAGE VISITORS CLASSED AS  
**'FLOURISHING FAMILIES' & 'WEALTHY EXECUTIVES'**

28M PEOPLE LIVE WITHIN 90MIN CATCHMENT ZONE

---

## Utilita Arena Birmingham Screens

64 landscape  
digital screen

- 64 digital screens in high footfall concourse locations delivering maximum impact
- High dwell time at shows offering multiple impact potential
- Audience profile at shows enables significant media targeting potential



**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.**



## Utilita Arena

2 x Mobile Charging  
Units

- Provide power to visitors on the move
- 43" Screen to showcase your brand
- 48 power banks in each unit
- 2 units 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)



**bringing brands to life.**



**ICC**  
Birmingham



nec group  
**media**  
partnerships

**bringing brands to life.**





- Located in Birmingham's thriving city centre
- Media opportunities at the heart of the business district next to the new HSBC HQ on Centenary Square, Brindley Place and Paradise Forum
- **4.4 million annual footfall**
- Home of Birmingham's Symphony Hall
- Over 1000 events per year across ICC & Symphony Hall
- Impactful and unmissable digital media solutions

#### VISITOR PROFILE

- VISITOR PROFILE DOMINATED BY **NATIONAL BUSINESS LEADERS AND INDUSTRY DECISION MAKERS**
- **OVER 90% EAT OUT REGULARLY** AND BUY FOOD & DRINK FROM PREMIUM RETAILERS
- **ALMOST 90% ARE HOMEOWNERS** WITH HOUSE VALUE IN EXCESS OF £500K



## Exclusive city centre digital networks

- 9 digital panels delivering dynamic and static adverts
- Adjacent to Birmingham's business and entertainment quarter - Brindleyplace
- Main thoroughfare to Utilita Arena Birmingham, Sealife Centre and LEGOLAND experience
- Incorporating Symphony Hall - the UK's best musical arena

- IN THE HEART OF BIRMINGHAM CITY CENTRE
- EXCLUSIVE B1 POSTCODE
- OVER INDEXING FOR AFFLUENT AB1 AUDIENCE PROFILE
- FOOTFALL OF 80,000 PER WEEK





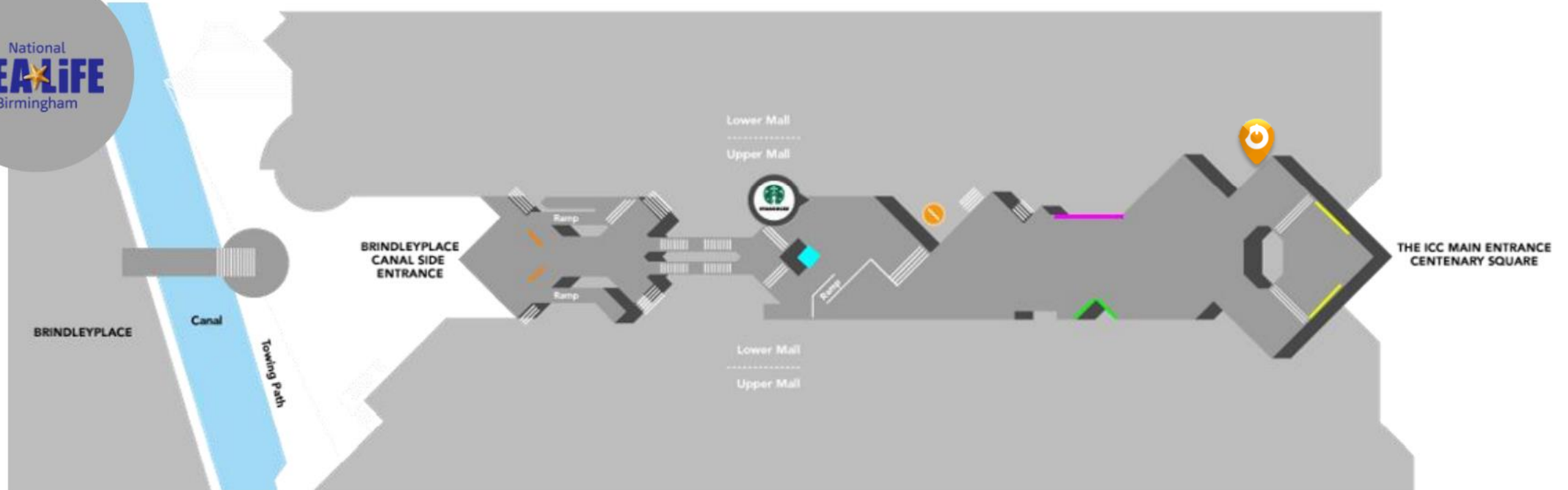
# The ICC media sites

The mall



National  
**SEA LIFE**  
Birmingham

- Experiential Screen
- Double Sided Totem Screen
- Digital Canopy Screen
- Monoliths Screens
- Square Centenary Screens
- Mobile Charging Unit



## The ICC screens

Double sided  
totem screen

- Arriving at the center point of the mall is the only double sided screen, elevated to maximize exposure
- Delivering full motion and static adverts to all the mall visitors delegates and Symphony Hall audiences



**FORMAT**  
Digital



**SCREEN SIZE**  
2000mm x 2000mm



**DURATION**  
10 seconds



**FREQUENCY**  
1:12 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£800



**bringing brands to life.**

## The ICC screens

Mall canopy screen

- Elevated to a key focal point in the mall next to the Business desk and opposite the Symphony Hall entrance
- The first screen you see as visitors enter from the Centenary Square
- Landscape screen for enhanced above eye level brand recognition



**FORMAT**  
Digital



**SCREEN SIZE**  
6000mm x 750mm



**DURATION**  
10 seconds



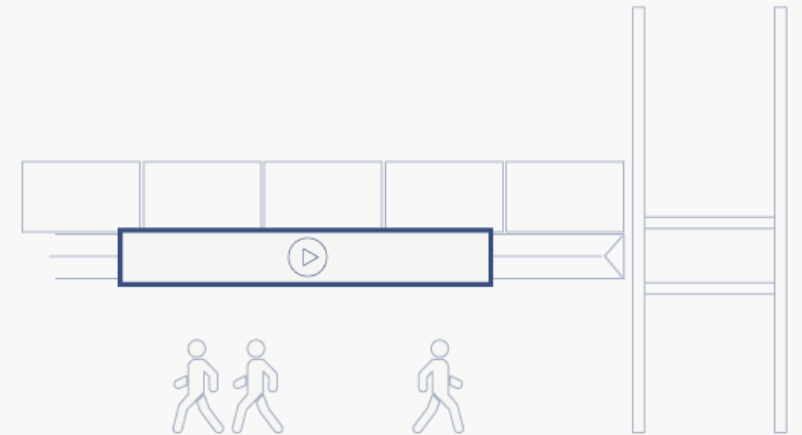
**FREQUENCY**  
1:12 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£500



**bringing brands to life.**



## The ICC screens

Centenary square screens

- Dominating the exit of the Mall Centenary doors
- The Centenary screens offer a unique above eyeline dual advertising platform
- Overlooking the picturesque backdrop of Centenary Square
- Elevated to reduce visual distraction allowing greater brand recognition



**FORMAT**  
Digital



**SCREEN SIZE**  
2500mm x 2500mm



**DURATION**  
10 seconds



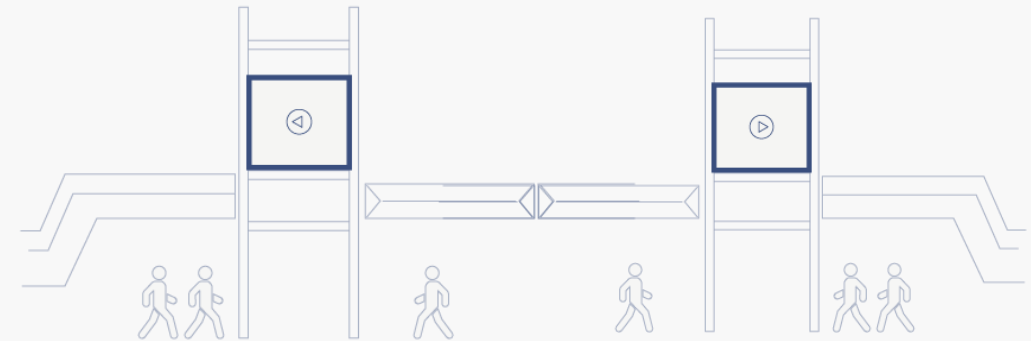
**FREQUENCY**  
1:12 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£800



## The ICC screens

Monolith screens

- 2 digital screens targeting all visitors exiting Brindley Place to Centenary Square
- These unavoidable digital screens deliver dynamic impactful messages to all audiences heading to Utilita Arena Birmingham, Sealife Centre, Legoland Experience and Symphony Hall
- Footfall of 80,000 per week



**FORMAT**  
Digital



**SCREEN SIZE**  
690mm x 1220mm



**DURATION**  
10 seconds



**FREQUENCY**  
1:12 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£400



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## The ICC screens

Mall Exhibition  
Screens

- An impressive 32 ft long LED wall at the centre of the building
- Positioned opposite the registration escalators to draw visitors towards this breathtaking screen
- Create a big impression!



**FORMAT**  
Digital



**SCREEN SIZE**  
480mm x 192mm



**DURATION**  
10 seconds



**FREQUENCY**  
1:12 SOV



**DISPLAY TIME**  
14 days



**RATE CARD**  
£2000





## The ICC

### 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**  
£300 per panel

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



◦ **Talk to us**

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