

Advertising Media





BEC
2023
6-8 JUNIO

**PUMPS
& VALVES**

FERIA INTERNACIONAL DE SISTEMAS DE BOMBAS,
VÁLVULAS Y EQUIPAMIENTO PARA PROCESOS INDUSTRIALES



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In this document you will find various promotional proposals that will allow you to highlight your brand, differentiate yourself from your competitors and capture the attention of visitors.

It is precisely in these details where you get that "plus" that highlights the brand, that conveys leadership, that highlights the power and strength of the company, that shows the values of the company, ... in short, everything that the customer is looking for when visiting an event.

We are at your disposal to advise you on the best option according to your objectives and needs.

Please do not hesitate to contact us.

Sales Department

94 404 00 79

pumpsandvalves@bec.eu

The venue



1 - Exterior

Your brand and message visible on the outside of the venue



Logos beside the event canvas



Very high-impact media. Your brand will be featured alongside the main canvas of the event several months prior to the show, on the outside façade of the venue. Visible from the highway, where over 150,000 vehicles drive by each day.

Size: 2.5 m x 5 m

Location:
Exterior wall of exhibition hall 4.



Exterior canvas (Exhibition hall 2)



Showcase your brand in the outside façade of the exhibition hall, located between the underground station and the Main Entrance. High-impact and high-visibility area for people accessing the venue by car (car park accesses) and those arriving via the underground.

Size:
8 m x 3 m

Location:
Exterior wall of exhibition hall 2. Between the underground station and the main entrance to the BEC.

Your brand and messages will be visible upon arrival at the venue by car



Image over the car park access door

Showcase your brand to visitors arriving at the venue in their private cars. Upon entrance to the car park tunnel, your brand will be showcased on a very large sign.

Size:

- Access A: 2 m x 1.6 m
- Access B: 2 m x 3.5 m
- Access C: 2 m x 2 m

Location:

Entrance to the underground car park



Car park barriers

Advertising media located at the entrance or exit car park barriers. Very visual and exclusive.

Size: 0.3 m x 0.5 m

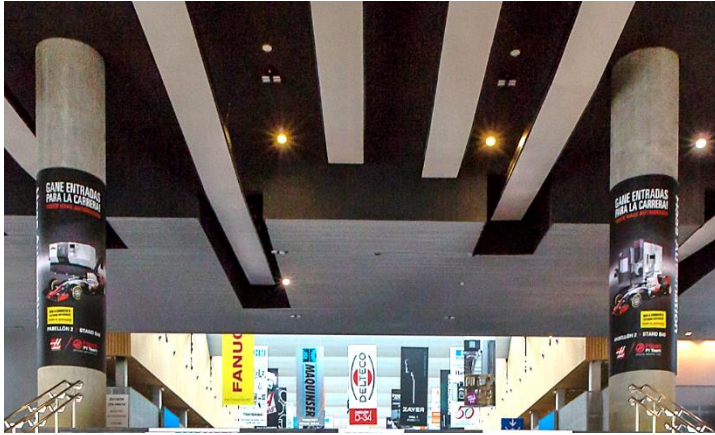
Location:

- Car park entrance barriers
- Car park exit barriers

2 - Interior



Your brand and messages will be visible in the main entrance of the venue



Canvases covering the columns of the main entrance



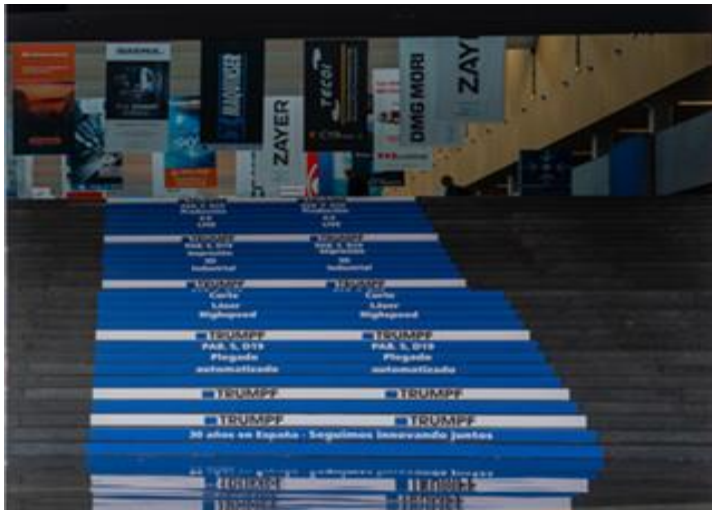
The venue's enormous entrance columns will welcome visitors by showcasing your company's brand and message.

Very high-impact due to its size, location, and exclusivity.

Size: 5m x 5.5 m of perimeter

Location:

Main entrance.



Vinyl in the main entrance staircase

Just like the columns, the main entrance staircase is an exclusive and high-impact media for visitors. The original composition is a message using all 28 stairs and it captures the visitors' attention perfectly.

Size: 28 stairs 0.13 m x 2 m

Location:

Main entrance.

Your brand and messages will be visible in different locations across the venue



Hanging banners on the main corridor (atrium)



High-visibility media which allows you to share many different messages with visitors (brand, product, stand location...).

Size: 5 m x 2 m (printed on both sides)

Location: main corridor (atrium)



Foam core board in different locations



High-impact media that can be located in different areas of the visitors' tour, and it's at their eye level. It allows you to share more complex messages thanks to the closeness to the readers.

Very useful to highlight other special features regarding your presence at the show (conferences, product presentations,...).

Size: 5 m x 2 m (printed on both sides)

Location: Many different locations



Feather flags in different locations



A very fresh and attractive media. It shares dynamism thanks to the movement of the flags. You can hire exclusivity to achieve an even greater impact on visitors.

Size: ~ 4 m x 0.85 m

Location: Many different locations

Your brand and messages will be visible in different locations across the venue



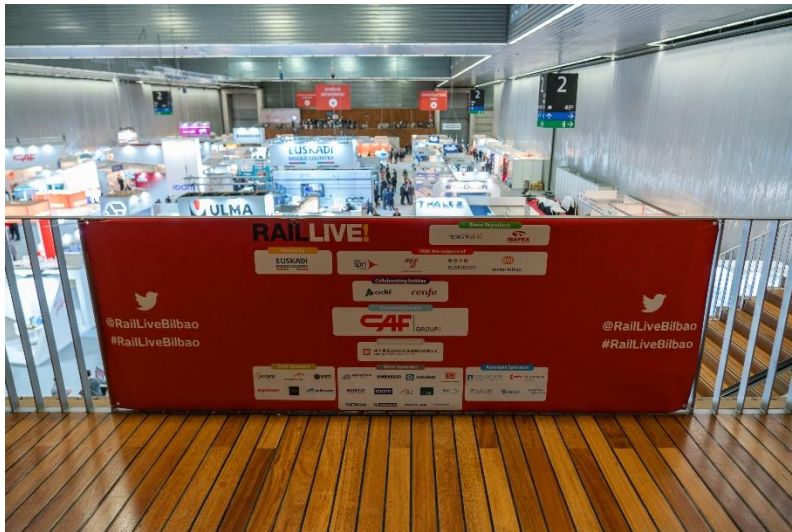
Circular signs on the floor

High-impact media that the visitor will find on their way.


Size: 2 m diameter

Location: Many different locations

Your brand and messages will be visible at the entrance to the exhibition halls



Canvases on the railings at the entrance to the exhibition hall

Your message will be visible for visitors accessing the exhibition hall and those who are walking through the venue. 

Size: 3 m x 1 m

Location: Exhibition hall entrance railings.



Your brand and messages will be visible on the venue's lifts



Vinyl on the lift doors

Promote your brand on the lifts. Visitors will see your brand featured on the lift doors at the venue's entrance level as well as inside the lift. You can also hire the labelling of the external doors of lifts in the car park.

Size: Lift doors

Location: Main entrance and main corridor (atrium)



Your brand and messages will be visible in the venue's restrooms

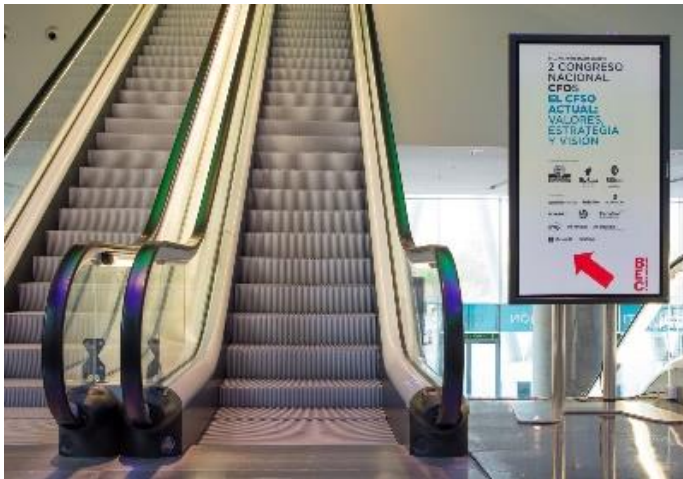


Display in urinals

Size: A3

Location: restrooms in the atrium and exhibition halls

Your brand and messages will be visible in different locations across the venue on video format



Projection on plasma screens

Your sales image or message will be displayed on the plasma screens located throughout the venue.

Size: Different sizes available, depending on the screen and format (vertical or horizontal)

Location: Different locations

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