



the **nec**
birmingham

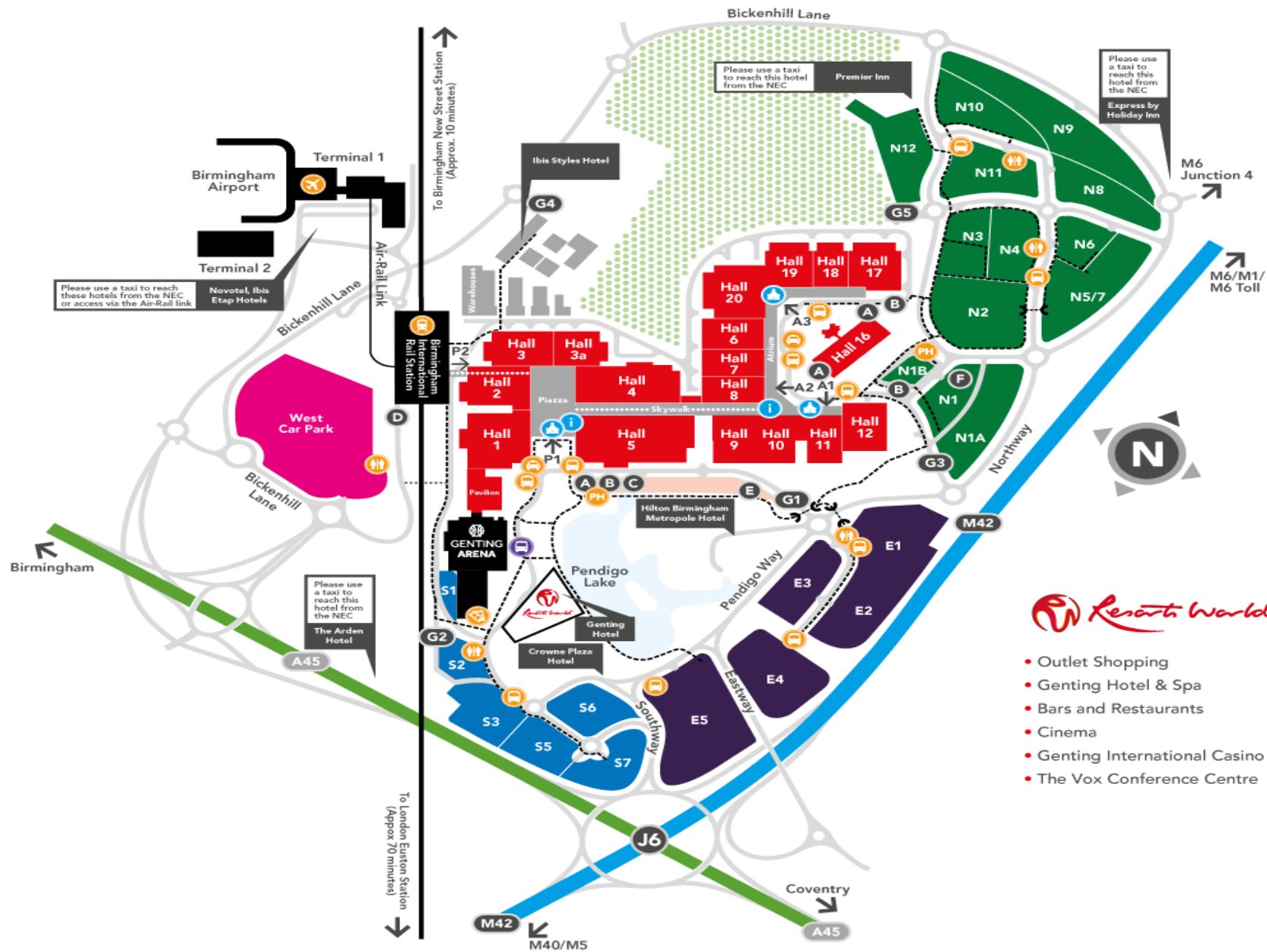
Media Opportunities

**Motorhome
& Caravan
Show 2019**

15-20 October
NEC, Birmingham



External Site Map - NEC



VISITORS ARRIVING BY CAR

96 PVC Sites



48 Sheet PVC & Wet Posted Sites



4 & 6 Sheets Poster Sites

Bus Posters (inward Facing)



Are you getting the BEST DEAL?

Check on Caravanfinder.co.uk

View the entire stock of 180 dealers, 1000's of private sellers

Caravans Motorhomes Holiday Homes

See before you walk.
Step inside your desired caravans on a single stand using our Virtual Reality service in Hall 19

If you have Sky TV why not watch our fortnightly tv programme or watch online in HD on caravanfinder.co.uk

MONDAYS 7.30PM
Sky 455

www.caravanfinder.co.uk

Visit Us in Hall 19 Stand 19.15



Don't want to be on your feet all day?

Visit Caravan Finder in Hall 19 Stand 19.15 to find the perfect caravan or motorhome for you ... !

Caravan Finder, the largest caravan and motorhome website in the UK

Caravans Motorhomes Holiday Homes

www.caravanfinder.co.uk

Visit Us in Hall 19 Stand 19.15

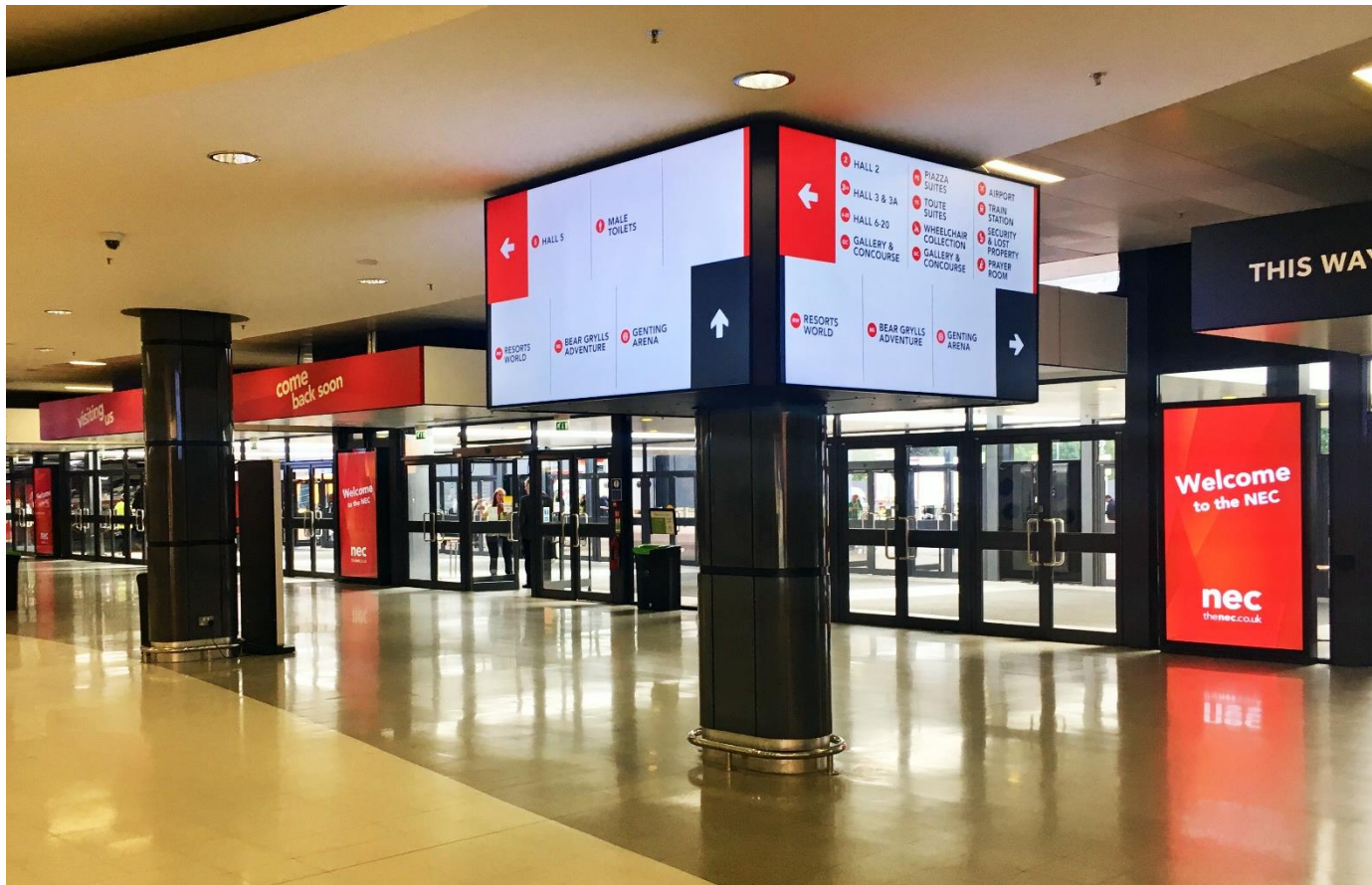
NEW – Triple Sided Mega Digital Screen – Piazza Island Venue Main Entrance



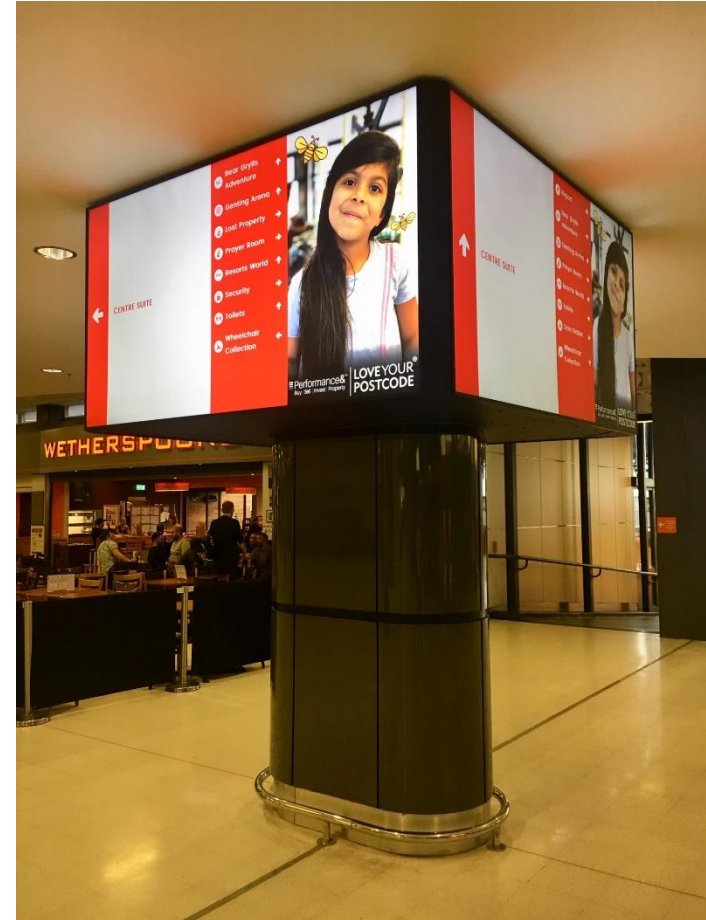
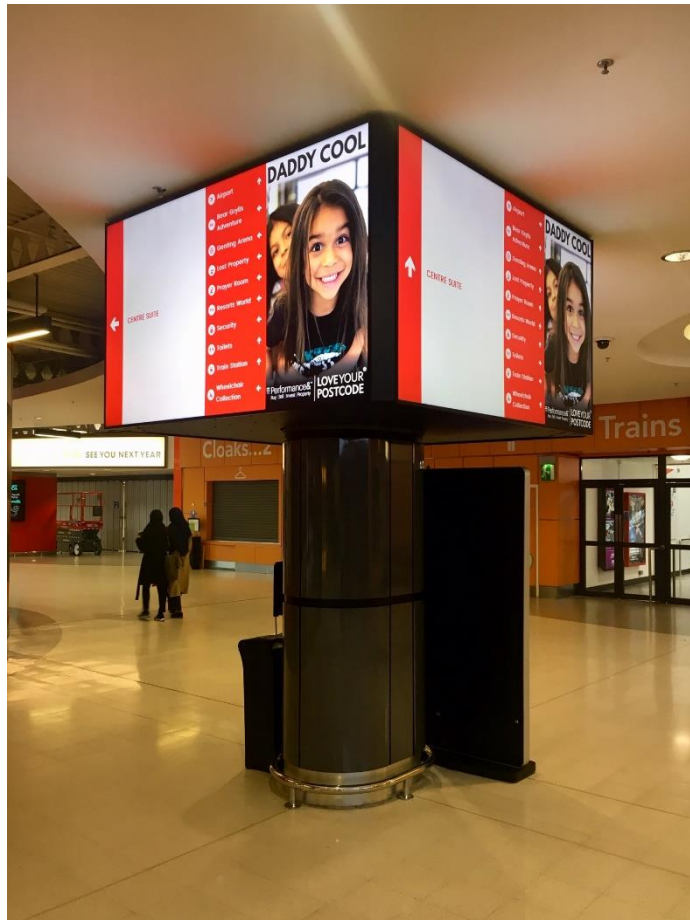
NEW – Piazza Main Entrance (Halls 1-5) 5 x D6 Potrait Digital Screens & Canopy Entrance Screens



NEW – Piazza Main Entrance Exit (Halls 1-5) 3 x D6 Digital Screens



NEW – Piazza (Halls 1-5) & Atrium (Halls 6-20) Cube Network Digital Screens (x 24 screens)



NEW – Piazza (Halls 1-5) & Atrium Hall Entrance Digital Screens

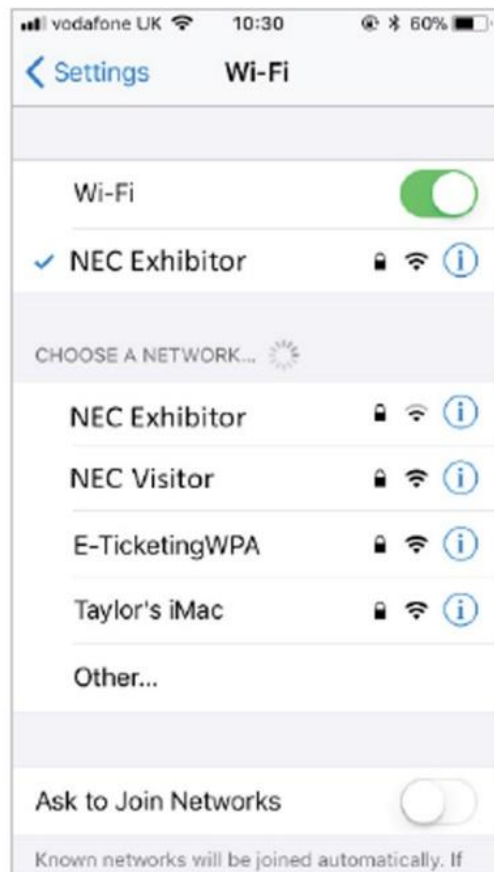


NEW – Atrium Canopy Venue Entrance Horizontal Digital Screens

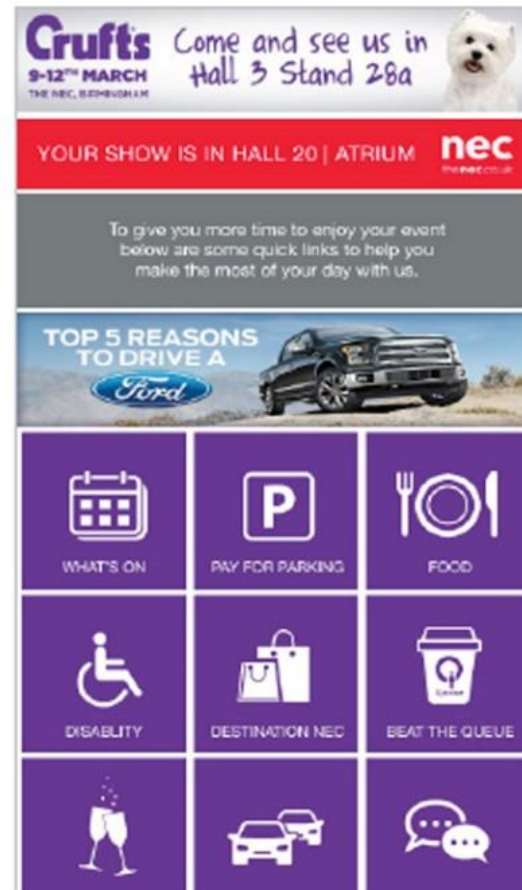


NEW – Venue Wifi Landing Page

WIFI PICKER

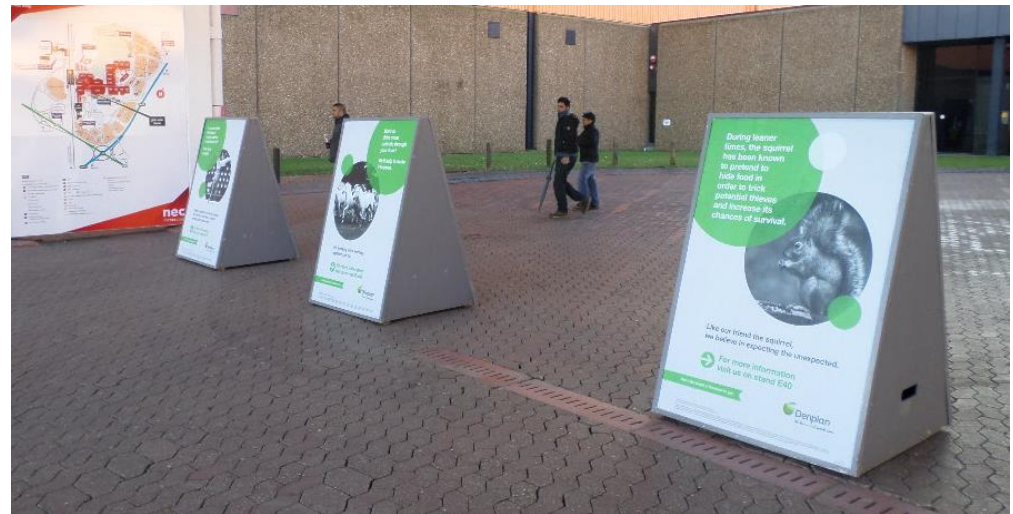


LANDING PAGE WITH AD

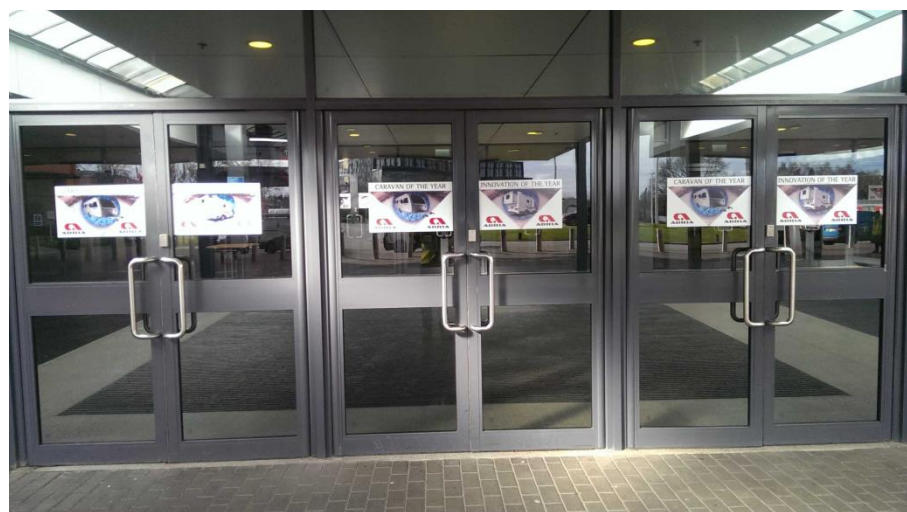


OTHER EXTERNAL MEDIA OPTIONS

A-Boards – External & Internal Placements



Main Entrance Door Gels



ATRIUM - INTERNAL MEDIA OPTIONS (October Show Only)

Hanging Mega Banner



Internal A-Boards



Hanging Pendant Banners



Floor Graphics (Square or Circular)

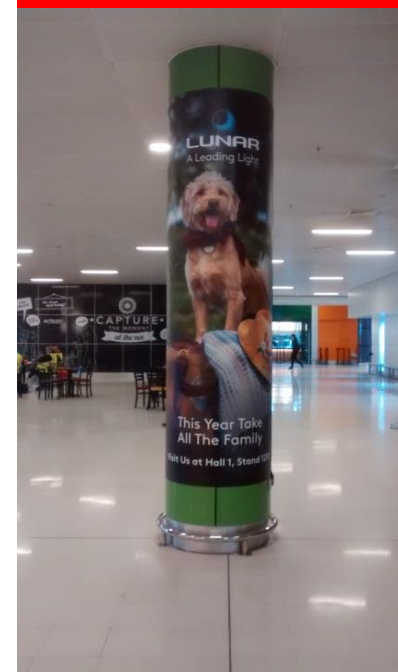


PIAZZA - INTERNAL MEDIA OPTIONS (February Show Only)

Hanging Banners



Pillar Wraps



Internal A-Boards



Floor Graphics (Square or Circular)



Branded Cushioned Public Aisle Way Floor Tiles *(Limited to 2 client opportunities per show)*



“You Are Here” Boards



SPONSORING A FEATURE



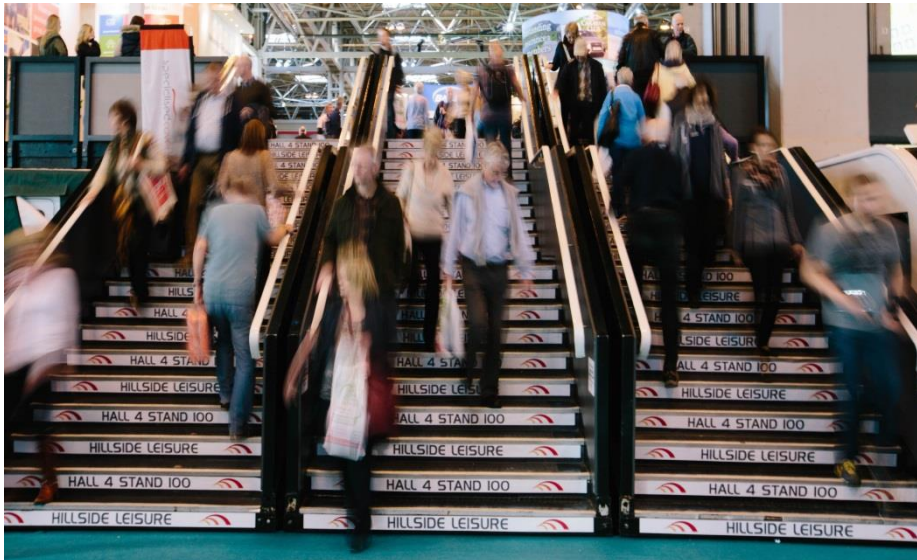
Theatre Seminar



Visitor Information & Show Guide Pods



Stair Risers - Access Steps



Shop & Drop



Entrance Vehicle Placement



Product Placements & Convenience Poster Sites

Product Placements – outdoor 'red brick' public entrance areas



Product Placements – Indoor Public Atrium Areas



Convenience Poster Sites



RATE BREAKDOWN

Maps – We can provide supporting maps to assist with the information within this pack as separate PDF's

Media Item	NEC/Venue Media Value / Cost	Production Cost	Installation & Removal Cost	NEC/Venue Total Cost	NCC Events Discounted TOTAL cost Negotiated	Percentage Media Value Discount
Arriving by Car						
48 Sheet (Wet Posted)	£2,256	£204	£55	£2,515	£863	65%
48 Sheet (PVC Skin)	£2,989	£330	£165	£3,517	£1,454	65%
96 Sheet (PVC Skin)	£3,995	£654	£330	£4,979	£2,190	65%
4 Sheet Posters – (Price shown per poster) (Minimum order 8 Posters) 1061mm x 1524 mm	£192	£42	£15	£249	£111	60%
6 Sheet Posters - (Price shown per Poster) (Minimum order 12 posters) 1160mm x 1725mm	£222	£42	£15	£279	£121	60%
Bus Advertising						
Bus Posters - 126 panels (9 per bus on 10 buses & 6 per bus on a further 6 buses) Inward Facing Entire fleet 16 buses (300 x 425)	£8,330	£2,332	£1,369	£12,031	£6,200	70%
NEW – Triple Sided Mega Digital Screen Advertising - FEB SHOW ONLY						
8m x 4.8m screens-10 second Ad / x 60 Ads per Hour 1:6 Rotation	£6,000			£6,000	£3000	50%
NEW – Piazza Main Entrance D6 Portrait Screen Advertising - FEB SHOW ONLY						
8 x 95' screens (5 as you enter the venue & 3 as you exit) / 10 second Ad / x 60 Ads per hour / 1:6 Rotation	£4,000			£4,000	£2,400	40%
NEW – Cube Network Digital Screen Advertising						
6 x Screen Cubes (24 screens) each containing a D6 portion (95') for commercial advertising / 1:6 Rotation - FEB SHOW ONLY	£3,900			£3,900	£1,560	60%
3 x Screen Cubes (12 screens) each containing a D6 portion (95') for commercial advertising / 1:6 Rotation - OCT SHOW ONLY	£1,950			£1,950	£780	60%
NEW – Hall Entrance Digital Screens						
6 Hall Entrances (12 screens) FEB SHOW ONLY for commercial advertising. / 10 Second Ad / x 60 Ads per hour / 1:6 Rotation	£2,500			£2,500	£1,500	40%
11 Hall Entrances (22 screens) OCT SHOW ONLY for commercial advertising. / 10 Second Ad / x 60 Ads per hour / 1:6 Rotation	£5,500			£5,500	£3,300	40%
NEW – Hall Entrance Canopy / Horizontal Digital Screens						
6 Digital screens FEB SHOW ONLY – 1:6 Rotation / 10 second Ad	£3,600			£3,600	£1,800	50%
12 Digital screens OCT SHOW ONLY – 1:6 Rotation / 10 second Ad	£7,200			£7,200	£3,600	50%

For further information please contact the NCC Events Sales Team on 0121 781 7427 / 7426 / 7428

Rate Breakdown

Maps – We can provide supporting maps to assist with the information within this pack as separate PDF's

Media Item	NEC/Venue Media Value / Cost	Production Cost	Installation & Removal Cost	NEC/Venue Total Cost	NCC Events Discounted TOTAL cost Negotiated	Percentage Media Value Discount
Door Graphics (500mm x 300mm)						
Atrium 1 Door Gels -(All doors front/back) -88 Gels OCT SHOW ONLY	£2,640	£888	£660	£4,188	£2,178	76%
Atrium 2 Door Gels -(All doors front/back) -40 Gels OCT SHOW ONLY	£1,200	£400	£300	£1,900	£990	76%
Atrium 3 Door Gels -(All doors front/back) -56 Gels OCT SHOW ONLY	£1,680	£560	£420	£2,960	£1,386	76%
Atrium 4 Door Gels -(All doors front/back) -16 Gels OCT SHOW ONLY	£480	£160	£120	£760	£396	76%
Piazza Door Gels -(All doors front/back -120 Gels FEB SHOW ONLY	£3,600	£1,200	£900	£5,700	£2,970	76%
NEC Public Atrium Area (OCT SHOW ONLY) & NEC Piazza Public Area (FEB SHOW ONLY)						
Hanging Mega Banner (10m x 4.9m) – (Oct Show)	£6,500	£1,195	£450	£8,145	£2,975	79.5%
Hanging Pendant Banners - Set of 8 (1m x 6m) (Oct Show)	£6,500	£1,950	£1,250	£9,700	£3,500	95.4%
Hanging Horizontal Banners-set of 10 (3660mm x 610mm) (Feb Show)	£6,820	£1,070	£707	£8,597	£2,936.40	83%
Floor Graphics – Set of 10 (1m x 1m)	£1,200	£675	£270	£2,145	£1,425	60%
A-Boards – Set of 3 (1016mm x 1524mm)	£1,200	£240	£185	£1,625	£890	61.25%
A-Boards – Set of 6 (1016mm x 1524mm)	£2,100	£440	£360	£2,900	£1,315	75.5%
Atrium & Piazza Public Areas Product Placement (Indoor)	£1.2k per day			£7,200	£1,400	80%
Outdoor - Front Of House Product Placement / Red Brick Bus drop off	£1K per day			£6,000	£1,200	80%
Piazza Public Area Pillar wraps – Set of 7 (Feb Show)	£4,950	£880	£495	£6,325	£2,860	70%
Other External Media Opportunities						
A-Boards – Set of 3 (1016mm x 1524mm)	£1,200	£240	£185	£1,625	£890	61.25%
A-Boards – Set of 6 (1016mm x 1524mm)	£2,100	£440	£360	£2,900	£1,315	75.5%
Convenience Poster sites (NEC public Restrooms)						
496 Rest Room Posters covering 12 sites - FEB SHOW ONLY – NB: costs shown represent full coverage (465). Partial occupancy / Individual site requests will be considered upon request	£5,208.00	£992	£390	£6,590	£6,312	5%
708 Rest Room Posters covering 19 sites - OCT SHOW ONLY – NB: costs shown represent full coverage (715). Partial occupancy / Individual site requests will be considered upon request	£7,434.00	£1,416	£1,235	£10,085	£9,720	5%
NEW – Venue Wifi Landing Page Branding						
NEC Venue Wifi Landing Page – Covering Both Exhibitors & Visitors	£3000			£3,000	£1,500	50%

For further information please contact the NCC Events Sales Team on 0121 781 7427 / 7426 / 7428

Additional "In Show" Media Opportunities

Media Opportunity	Price per item	Number being sold	Total Cost	Comments
Branded Cushioned Floor Tile 1m x 1m	£150.00	Set of 10	£1,500.00	Specific floor plan locations only
Branded Cushioned Floor Tile 2m x 2m	£350.00	Set of 10	£3,500	Specific floor plan locations only
"You Are Here" Boards Headline Logo Double sided	£1,650.00	Full Coverage	£1,650.00	Each board is double sided
Sponsoring a Feature	Price upon request			
Theatre Seminar Flyers distributed on Seats (Per Day - Week Days)	£400.00 Per Day	4 days (all seminars)	£1,600.00	Week day only
Theatre Seminar Flyers distributed on Seats (Per Day - Weekend Days)	£600.00 Per Day	2 days (all seminars)	£1,200.00	Weekend days only
Visitor Information and Show Guide Pods - Sponsors Logo/Branding	£500.00	2 Pods February show 5 Pods October show	£500.00 per Pod	Specific floor plan locations only
Stair Risers - Access steps between halls 1-2 and 5-4	£3,573.00	160 branded steps	£3,573.00	February Show only
"Shop & Drop" area sponsorship Logo on banner and walling . Plus leaflet distribution.	£750.00	1 area	£750.00	
Entrance Vehicle Placement	£1,600.00	x 6 February Show x 7 October show	£1,600. per entrance	
Exhibitor Pass / Badge Branding	£4,500.00	Approximately 6,000 badges distributed	£4,500.00	

For further information please call the NCC Events Sales Team on 0121 781 7427 / 7426 / 7428