

ZURICHCONVENTIONCENTER.COM



ZURICH CONVENTION CENTER



ADVERTISING OPPORTUNITIES

CELEBRATING SUCCESS TOGETHER

Zurich Convention Center is a magnet for national and international events in the spheres of culture, business and science. Every year, 300,000 guests spend valuable time in our prestigious and multifaceted premises.

Now you too can benefit from this pulling power: we offer you high-quality advertising opportunities at strategic locations, whether this be indoors or outdoors, in a print or digital format, offline or online. Positioning your message in the most effective way allows you to reach your customers in a straightforward and targeted manner.

We have innovative mirror screens which act as mirrors when they are switched off, but as advertising screens when they are switched on.

Discover all the details and specifications for each advertising medium on the following pages, and book your preferred date for your advertising presence at Zurich Convention Center.

We would be delighted to advise you in person!

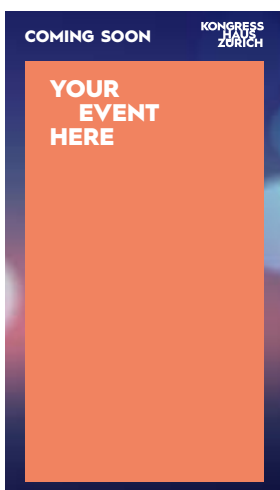
DATA DELIVERY

Please email the necessary data to the following address, using the specifications stipulated during your discussion with the consultant:

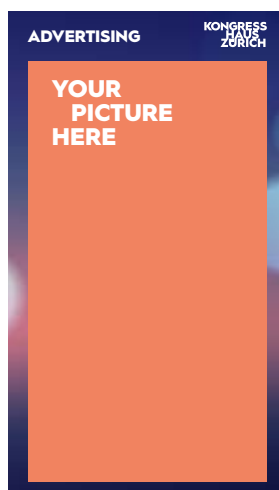
 CONSULTING@ZURICHCONVENTIONCENTER.COM

OUR SCREENS

For event organisers



For advertisers



20 ROOMS



5300 M²

EVENT SPACE



UP TO
4500
PEOPLE

**WE WOULD ALSO
BE HAPPY TO
ADVISE YOU IN
PERSON**

Zurich Convention Center Ltd.
Kongresshaus Zürich AG
Gotthardstrasse 5
8002 Zurich
Switzerland

CONSULTING@ZURICHCONVENTIONCENTER.COM

T. +41 44 206 36 20

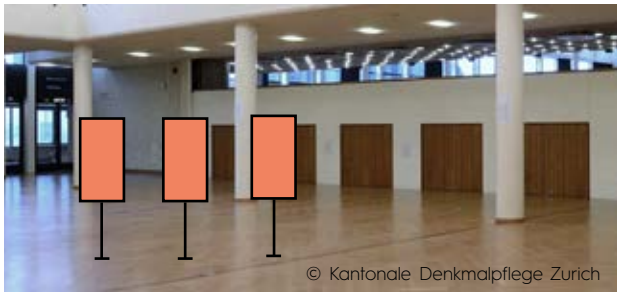
SCREENS INDOOR & OUTDOOR



4 OUTDOOR AND INDOOR SCREENS AT THE MAIN ENTRANCE TO ZÜRICH CONVENTION CENTER

- 3 outdoor screens (portrait format) by the main entrance
- 1 screen (landscape format) in the entrance area of the Convention Hall lobby
- Screen to be designed by the promoter / event organiser
- The same subject/theme is used for each screen
- Dimensions (portrait format): 960x1690px
- Dimensions (landscape format): 1800x850px
- File format: JPG, PNG
- Resolution: 72dpi
- Colour space: RGB
- Size: max. 10MB

CHF 200.- per day and screen package



6 SCREENS AT THE MOBILE BAR

- Convention Hall foyer and Concert Hall foyer (Level 01)
- Screen to be designed by the promoter / event organiser
- The same subject/theme is used for each screen
- Dimensions: 960x1690px
- File format: JPG, PNG
- Resolution: 72dpi
- Colour space: RGB
- Size: max. 5 MB

CHF 200.- per day and screen package

For your information:

- Your advertising alternates in a loop with the respective daily programme. In this way, the screen content comes across as informative and generates the maximum attention. No more than 4 other designs will appear alongside your advertisement.
- On the date that you have booked, your advertisement will be displayed from 1 hour before the event begins until 1.5 hours after it has ended.
- Please note that neither DIN print formats nor street billboards possess the correct aspect ratio for the screens.

Deadline for submission: 4 weeks prior to the date you have booked

All prices are incl. VAT



4 MIRROR SCREENS AT THE BAR IN THE CONVENTION HALL LOBBY

- Screen to be designed by the promoter / event organiser
- **Important:** the colour black is displayed as a mirrored surface.
- The same subject/theme is used for each screen
- Dimensions: 1800x850px
- File format: JPG, PNG
- Resolution: 72dpi
- Colour space: RGB
- Size: max. 10MB

CHF 100.- per day and screen package

SCREENS INDOOR & OUTDOOR – TONHALLE

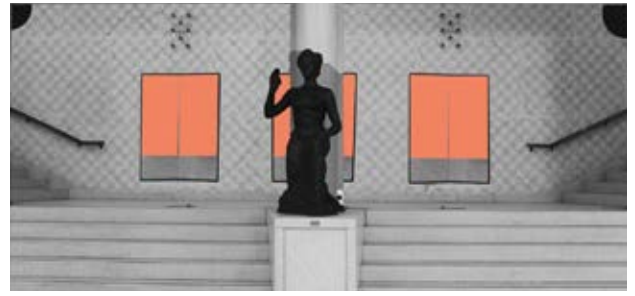


1 OUTDOOR SCREEN AT THE ENTRANCE TO THE TONHALLE

- Highly frequented area that is easily visible from the street
- Screen to be designed by the promoter / event organiser

- Dimensions: 960x1690px
- File format: JPG, PNG
- Resolution: 72dpi
- Colour space: RGB
- Size: max.10MB

CHF 100.- per day and screen package



9 DOUBLE-SIDED MIRROR SCREENS (TONHALLE)

- **Important:** the colour black is displayed as a mirrored surface.
- Screen to be designed by the promoter / event organiser
- The same subject/theme is used for each screen
- Available in accordance with prior agreement

- Dimensions: 960x1690px
- File format: JPG, PNG
- Resolution: 72dpi
- Colour space: RGB
- Size: max.10MB

CHF 400.- per day and screen package

For your information:

- Your advertising alternates in a loop with the respective daily programme. In this way, the screen content comes across as informative and generates the maximum attention. No more than 4 other designs will appear alongside your advertisement.
- On the date that you have booked, your advertisement will be displayed from 1 hour before the event begins until 1.5 hours after it has ended.
- Please note that neither DIN print formats nor street billboards possess the correct aspect ratio for the screens.

SPONSOR'S PRESENTATION



SPACE FOR SPONSOR'S PRESENTATION

- Location as per agreement
- Can be used in a variety of ways, e.g. for automobile promotions
- To be delivered and installed by the sponsor

CHF 50.-/m² per day

Deadline for submission: 4 weeks prior to the date you have booked
All prices are incl. VAT

POSTERS



3 PRINT POSTERS BY THE STAIRS TO THE CONVENTION HALL FOYER

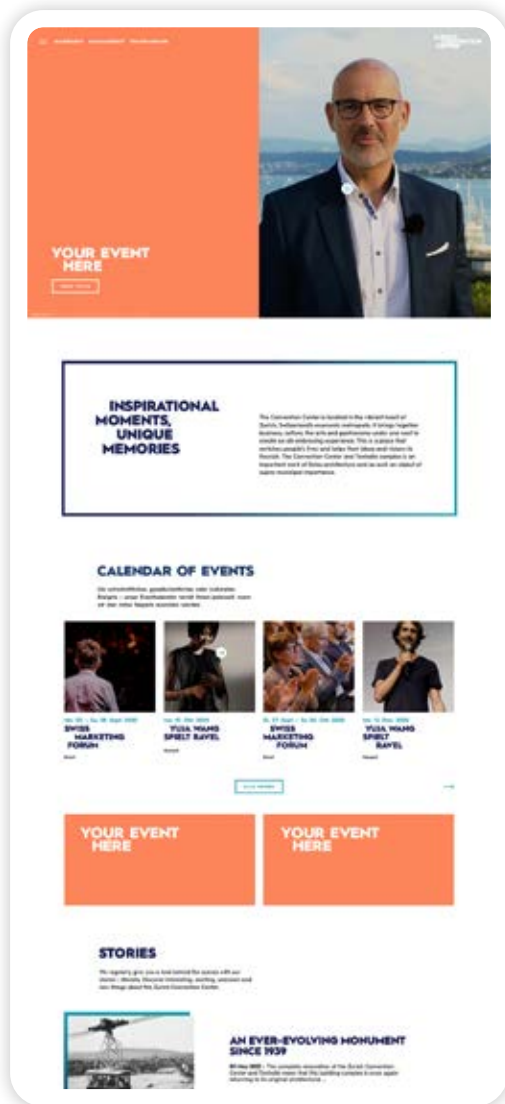
- Mezzanine level 00/01
- To be designed by the promoter / event organiser
- Excluding production and delivery; including installation by Zurich Convention Center

- Dimensions: A0 (841x1189mm (+ 3 mm trim))
- File format: PDF in print quality
- Resolution: min. 150dpi
- Colour space: CMYK

CHF 750.- per poster and month

ONLINE: WEBSITE

For event organisers at Zurich Convention Center only

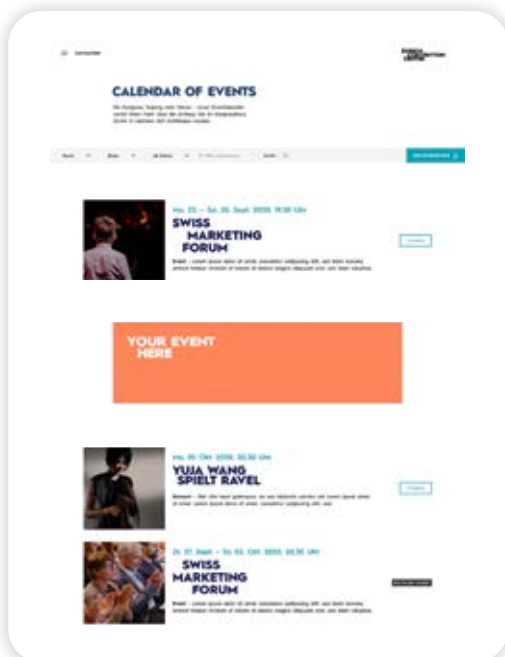


WEBSITE HOME-HEADER (STATIC)

- Landscape format on mobile view
- Link to your event
- Max. 2 weeks
- Only events that are listed in the calendar of events

- Dimensions: 2880x1920 Pixel
- File format: JPG
- Resolution: 72 dpi
- Colour space: RGB
- Size: max. 600 KB
- Text placement by Zurich Convention Center

CHF 1'000.- per week (Monday to Sunday)



WEBSITE HOME-BANNER (STATIC)

- To be designed by the event organiser
- Link to your event
- Only events that are listed in the calendar of events

- Dimensions: 1380x600 Pixel
- File format: JPG
- Resolution: 72 dpi
- Colour space: RGB
- Size: max. 200 KB

CHF 300.- per week (Monday to Sunday)

BANNER IN CALENDAR OF EVENTS (STATIC)

- To be designed by the event organiser
- Only events that are listed in the calendar of events

- Dimensions: 2340x660 Pixel
- File format: JPG
- Resolution: 72 dpi
- Colour space: RGB
- Size: max. 400 KB

CHF 250.- per week (Monday to Sunday)

Deadline for submission: 4 weeks prior to the date you have booked

All prices are incl. VAT

ONLINE: NEWSLETTER

For event organisers at Zurich Convention Center only



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[READ MORE](#)

**YOUR EVENT
HERE**

**OUR NEW
CHIEF OPERATING OFFICER
INTRODUCES HIMSELF**



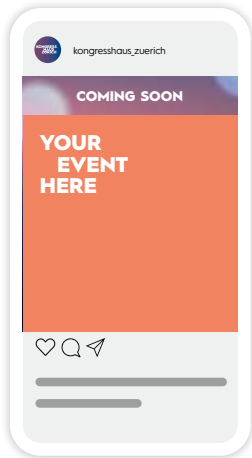
NEWSLETTER ARTICLE (STATIC)

- One-off contribution
- Only events that are listed in the calendar of events
- Dimensions: 600x250px
- File format: JPG
- Resolution: 72dpi
- Colour space: RGB
- Size: max.200 KB

CHF 750.- per contribution and newsletter

ONLINE: SOCIAL MEDIA

For event organisers at Zurich Convention Center only



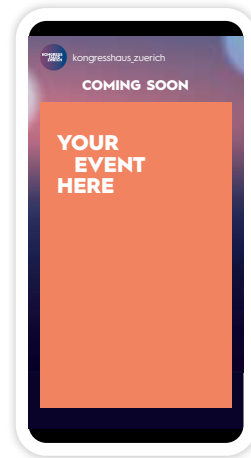
CONTRIBUTED POST / REPOST (STATIC)

- To be designed by the event organiser
- One-off contribution
- Link to your event (not possible on Instagram and LinkedIn)
- Only events that are listed in the calendar of events
- Dimensions:
 - Instagram 1080x1080 Pixel
 - Facebook 1200x630 Pixel
 - LinkedIn 1200x627 Pixel
 - Twitter 1200x675 Pixel
- File format: JPG,PNG
- Resolution: 72 dpi
- Size: max. 2MB
- Colour space: RGB
- Text length:
 - Instagram: ideally 40 to 140 characters
 - Facebook: ideally 40 to 140 characters
 - LinkedIn: ideally 250 characters
 - Twitter: max. 280 characters (including hashtags and link)

CHF 300.- 00 per post and channel
Each additional post: CHF 100.00

Sponsored posts are possible upon request.

Deadline for submission: 4 weeks prior to the date you have booked
 All prices are incl. VAT



STORY POST / REPOST (STATIC)

- Channels: Facebook/Instagram/LinkedIn
- One-off contribution
- To be designed by the event organiser
- Link to your event (not possible on Instagram and LinkedIn)
- Only events that are listed in the calendar of events
- Dimensions: 1080x1920 Pixel
- File format: JPG,PNG
- Resolution: 72 dpi
- Colour space: RGB
- Size: max. 2MB

CHF 300.- per post and channel
Each additional post: CHF 100.00

Sponsored story posts are possible upon request.

CONTACT US

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