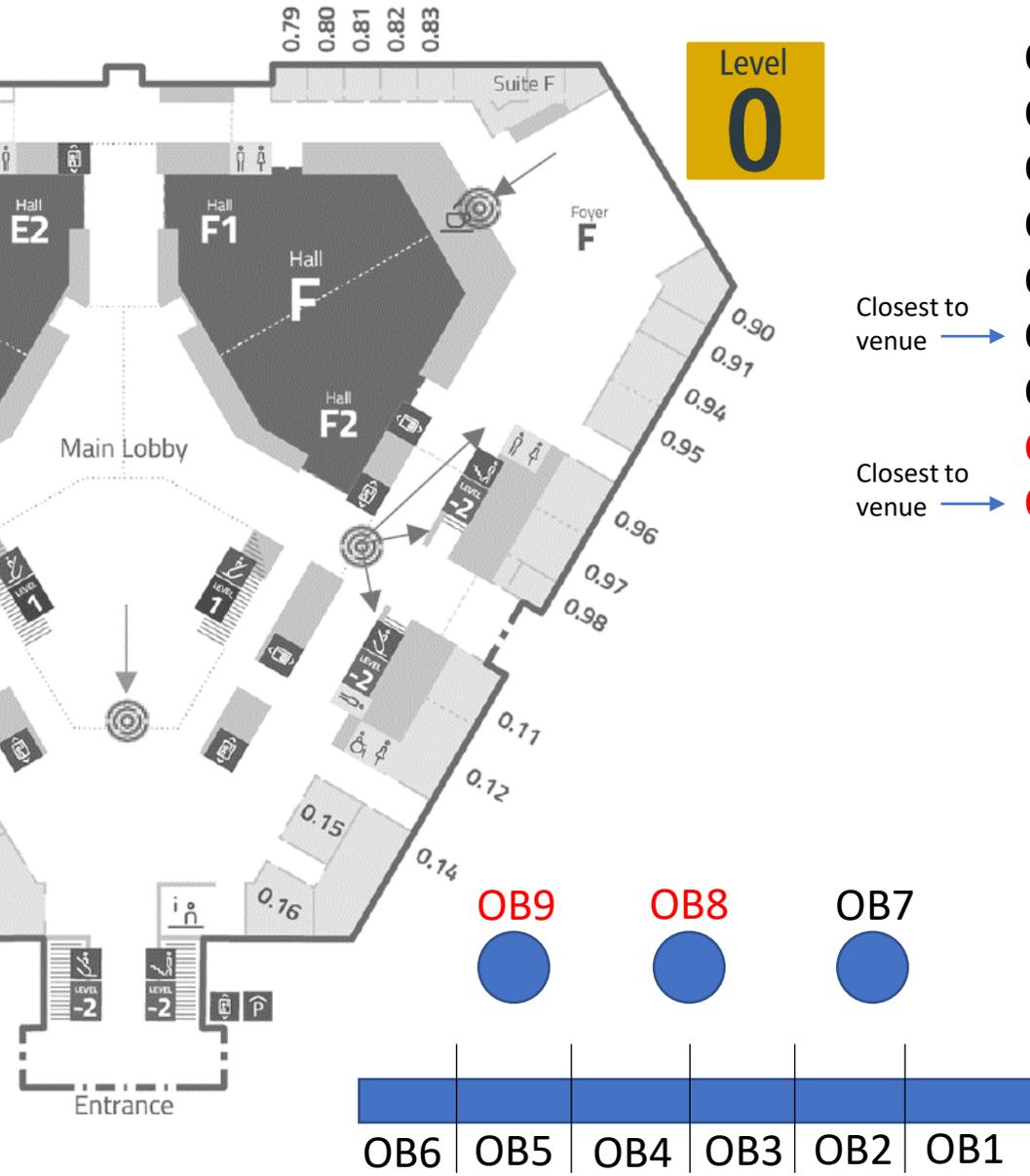


Branding positions on-site

Allocation Meeting | 1 October 2020 | Class A Items

Outdoor Branding – Public Visibility



- OB1 – Seating bench #1:
- OB2 – Seating bench #2:
- OB3 – Seating bench #3:
- OB4 – Seating bench #4:
- OB5 – Seating bench #5:
- OB6 – Seating bench #6:
- OB7 – Citylight #1:
- OB8 – Citylight #2: Alexion**
- OB9 – Citylight #3: Lundbeck**

Closest to venue →

Closest to venue →

Seating bench - ACV Passage

- 6 positions, single-sided
- Size: approx. 8 x 1.3m
- Production costs included



€ 10,000 / position

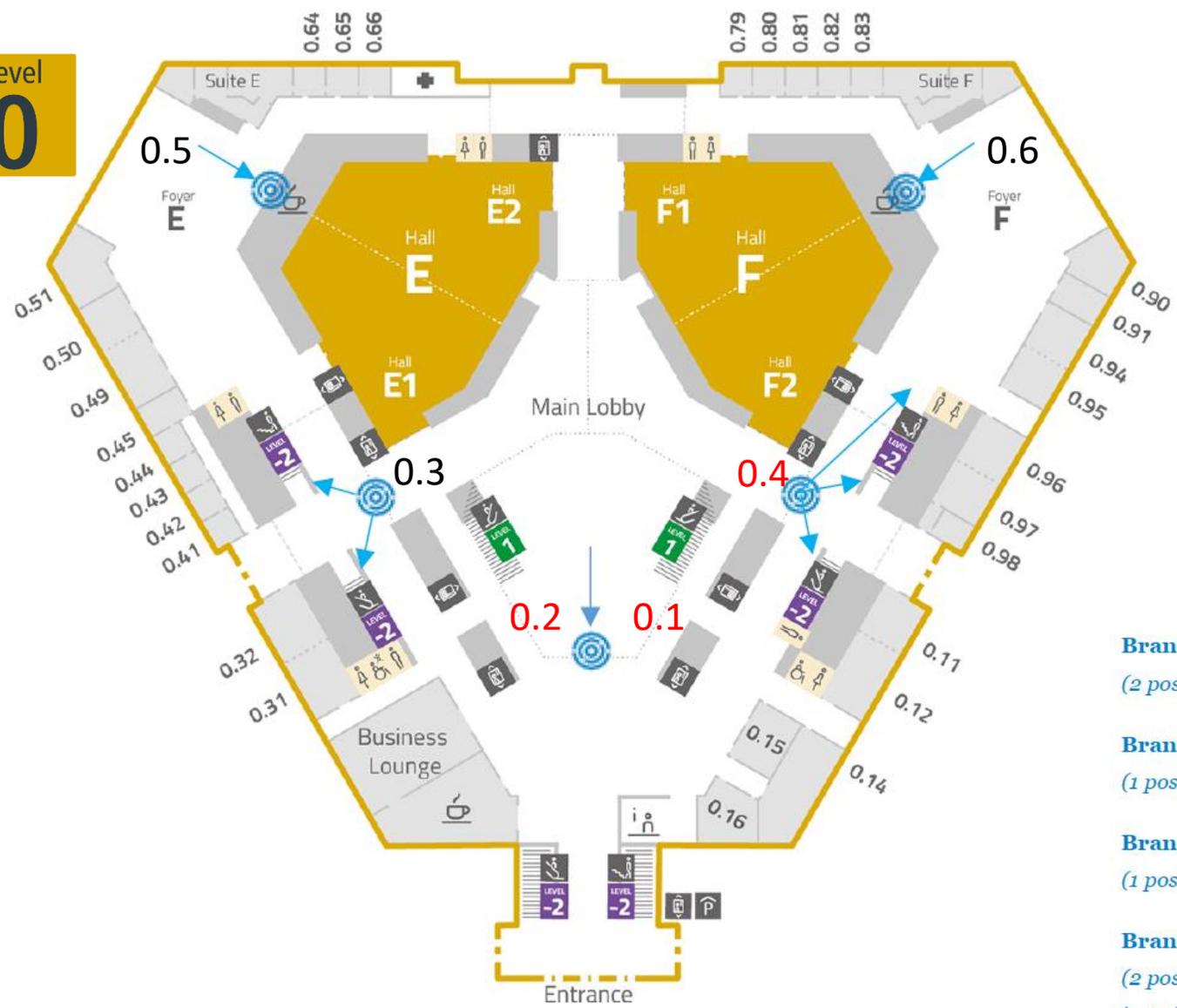
Citylight – ACV Passage

- 3 citylights, double-sided
- Size: 118 x 175cm
- Production costs included



€ 10,000 / citylight

Level
0

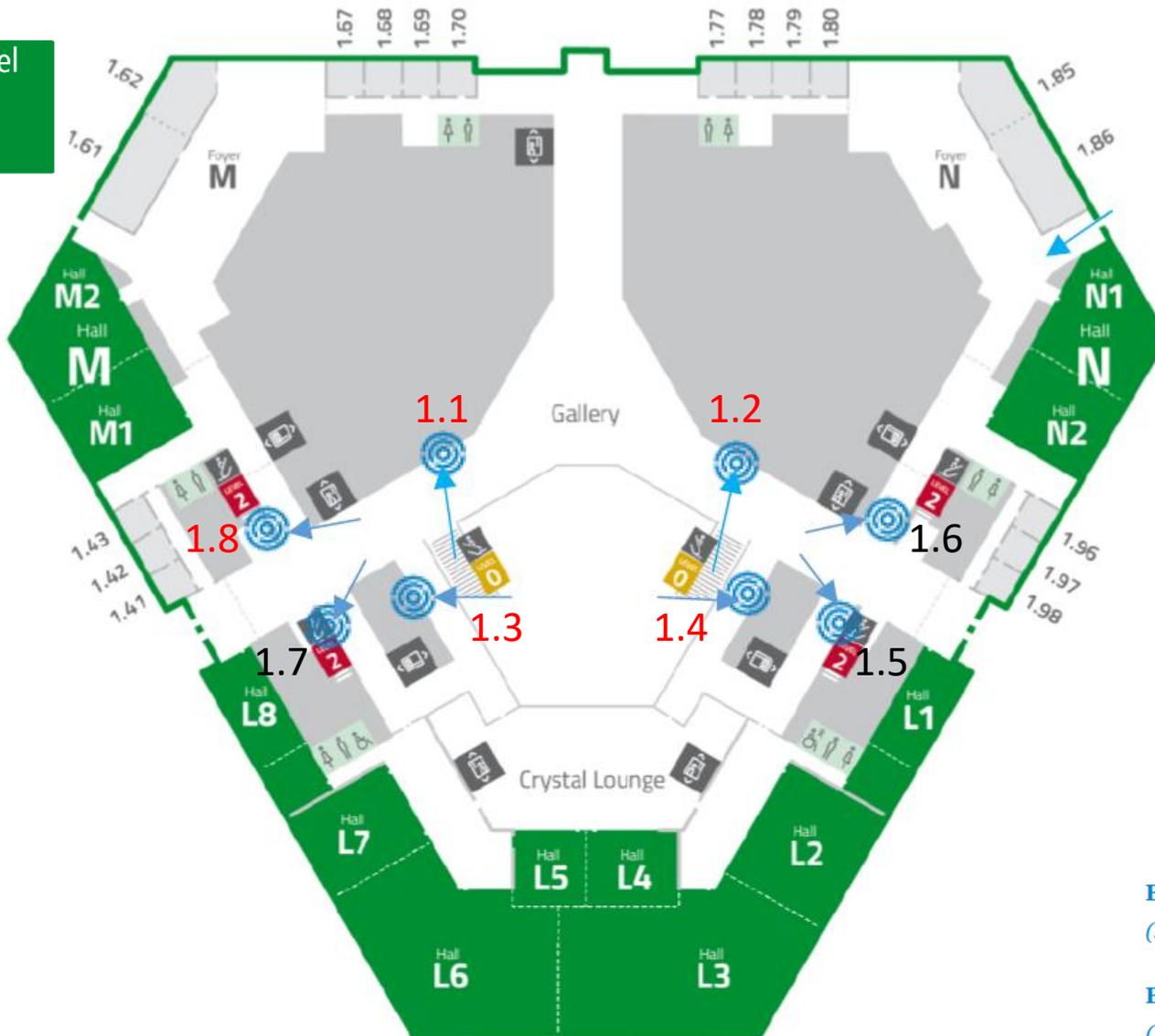


- 0.1 – Branding Gallery 1: Roche
- 0.2 – Branding Gallery 2: Biogen
- 0.3 – Staircase Walls 2 parts:
- 0.4 - Staircase Walls 3 parts: Biogen
- 0.5 – Branding Foyer E:
- 0.6 – Branding Foyer F:

- Branding – Foyer E and Foyer F walls** € 15,000 / each
(2 positions available)
- Branding – Staircase walls** € 20,000
(1 positions available; left side; 3 parts)
- Branding – Staircase walls** € 10,000
(1 positions available; right side; 2 parts)
- Branding – Gallery** € 35,000 / each
(2 positions available; middle part is an EAN branding)



Level
1



- 1.1 – Gallery Walls Unit 1: TEVA
- 1.2 – Gallery Walls Unit 2: Novartis Gene Therapies
- 1.3 – Gallery Walls Unit 3: Bristol Myers Squibb
- 1.4 – Gallery Walls Unit 4: Bristol Myers Squibb
- 1.5 – Staircase Walls Unit 1:
- 1.6 – Staircase Walls Unit 2:
- 1.7 – Staircase Walls Unit 3:
- 1.8 – Staircase Walls Unit 4: TEVA

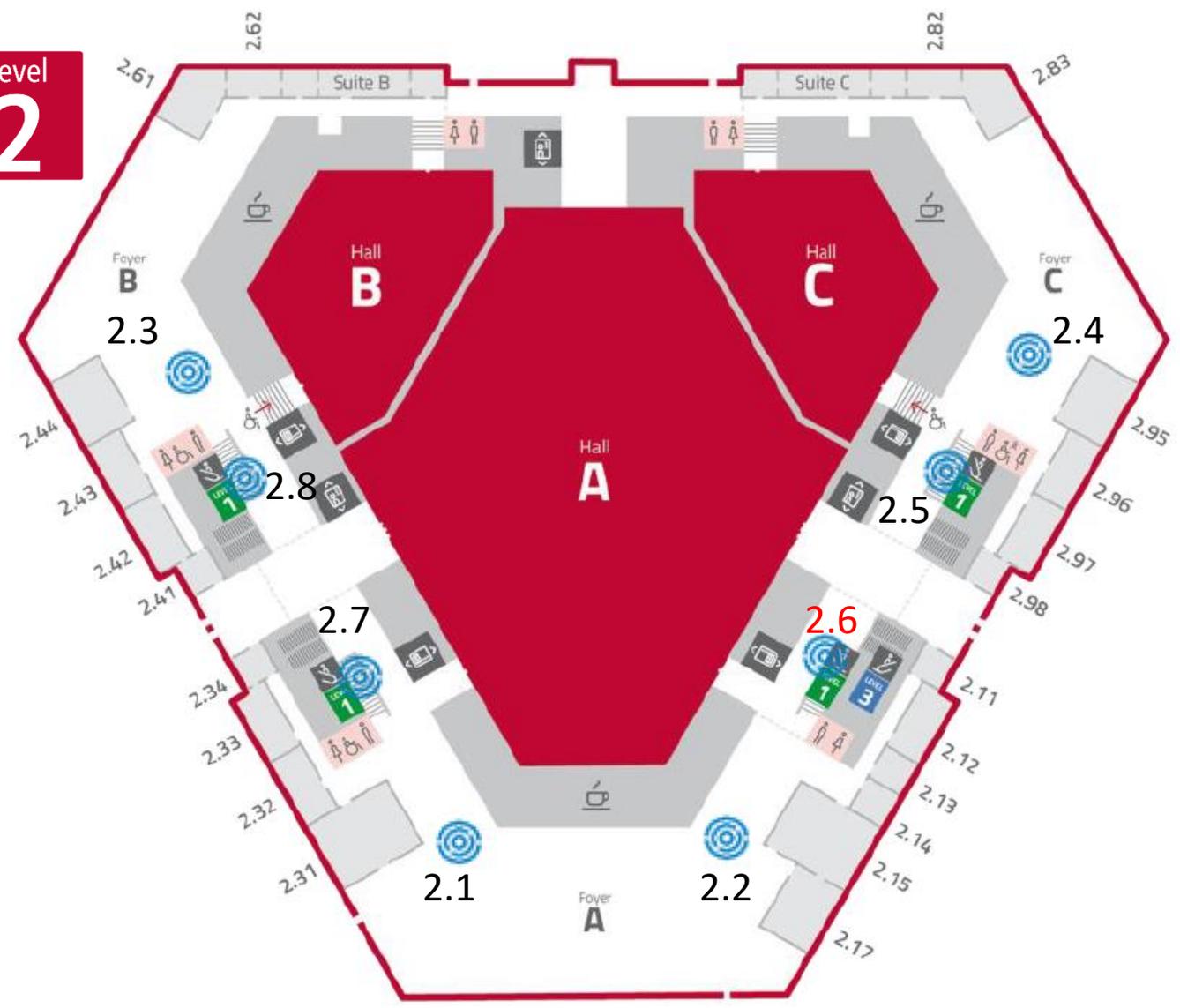
Branding – Gallery walls units
(4 positions available)

€ 20,000 /each

Branding – Staircase walls
(4 positions available; double sided)

€ 15,000 /each

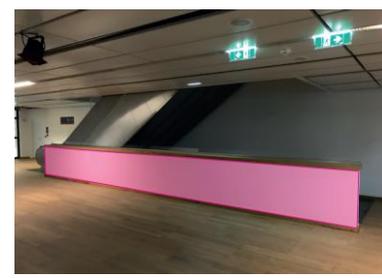
Level
2



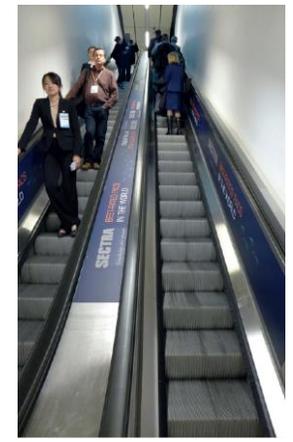
- 2.1 – Columns in Foyer A1:
- 2.2 – Columns in Foyer A2:
- 2.3 – Columns in Foyer B:
- 2.4 – Columns in Foyer C:
- 2.5 – Escalators 1:
- 2.6 – Escalators 2: Biogen**
- 2.7 – Escalators 3:
- 2.8 – Escalators 4:



Example Column



Escalator Branding Wall Lvl.2

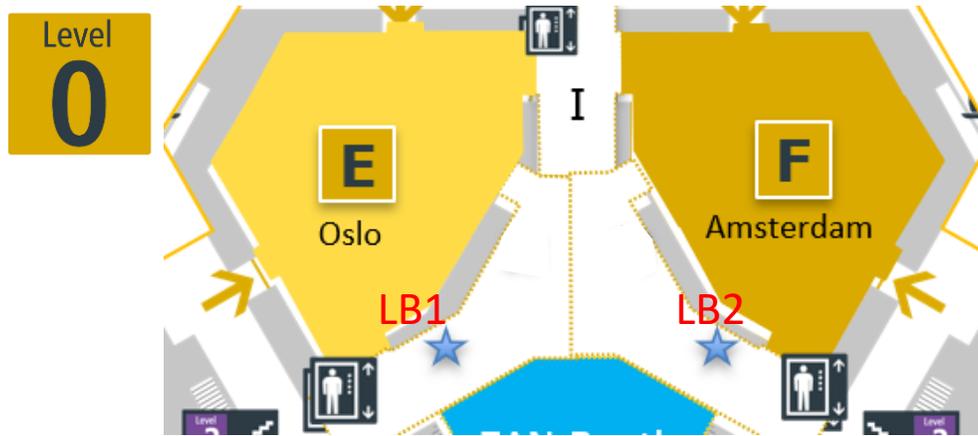


Escalator Branding

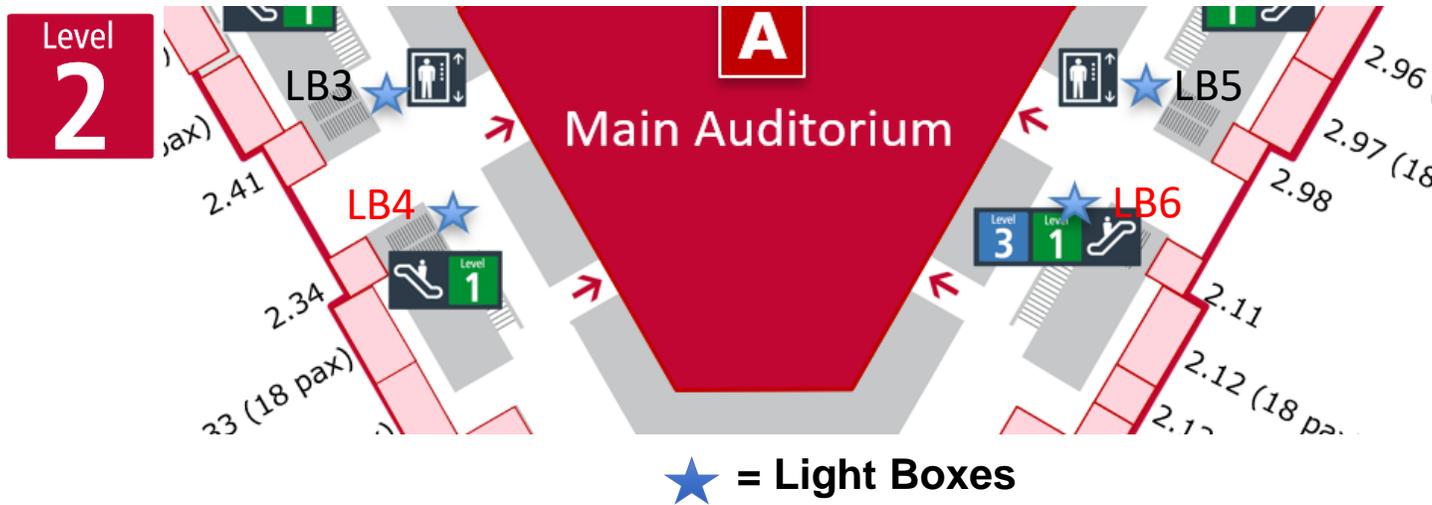
Branding – Columns in Foyer A, B, C **€ 10,000 /each column package**
(4 positions available; 5 columns on each side of Foyer A; 6 columns in Foyer B and 6 columns in Foyer C)

Branding – Escalators **€ 20,000 /each**
(4 escalators available; leading from level 1 to level 2; Main Auditorium is on level 2; branding of the sides of the escalator (left and right/up and down + band + wall on level 2)

Not visible to public



- LB1: Roche
- LB2: Roche
- LB3:
- LB4: Roche
- LB5:
- LB6: Roche



LED lightbox

(6 LED light boxes available)

€ 10,000 /each

size: 100 x 230 cm

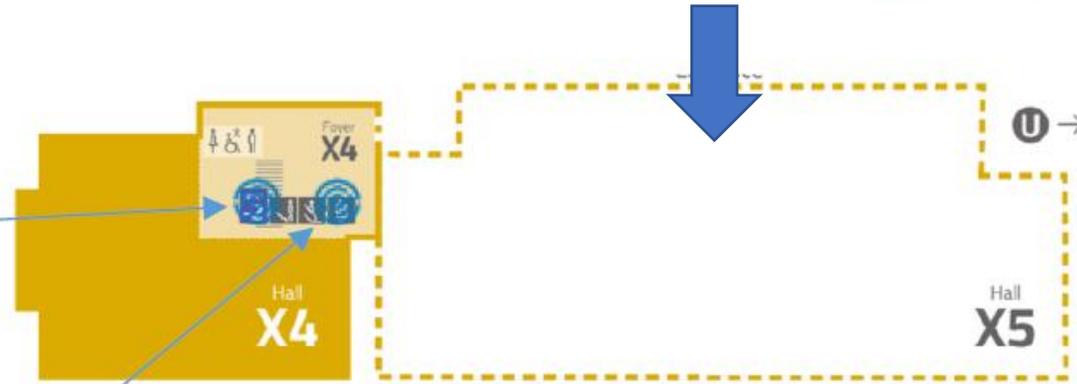


Not visible to public

Banner – Expo X4

(2 positions available)

€ 15,000 /each



X4_1: Bial

X4_2:



(placement will be different as hall X4 is currently refurbished)