

ENSURE EFFICIENT VISITOR MARKETING

Our aim is to make Swissbau 2024 a successful and impressive industry experience for exhibitors, partners and visitors. Support us in our efforts by communicating to your customers early on that you'll be there. Personalised invitations will bring valuable contacts to your stand. Visibility is a top priority for all our advertising opportunities – prior to the trade fair, on site and after the event.

EXHIBITOR SERVICE PORTAL

Our central administration tool, **ESC (Exhibitor Service Centre)**, makes your visitor marketing easy and offers many advantages:

- Order and manage admission vouchers for your contacts.
- Order and manage exhibitor tickets for your stand staff.
- Continuous overview and quick customisation options for your own contingents.
- Real-time overview of who is redeeming your vouchers, registering and visiting the exhibition.

OPTIONS

OPTIONS	PRICE IN CHF
Digital voucher code	Free of charge*
Use of invitation campaigns	Free of charge*
Printed voucher A6/5 with visitor information and company imprint	0.50 / post*
Optional branding ticket shop, ticket, wallet and hub for your contacts	1200.– total

* **When redeemed:** CHF 13.– per registered voucher

To order: [ESC Exhibitor Service-Portal](#) (within m-manager)

To the introductory video: [ESC Video](#)



Fig. 1: Ticket-Shop

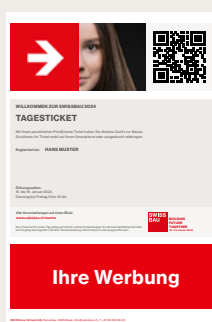


Fig. 2: Online ticket



Fig. 3: Wallet



Fig. 4: Hub

IMAGE FILES «WE'LL BE THERE»

For your digital communication on your website, in newsletters, on social media, or as a mail signature.

- banners in jpg format
- Swissbau logos in eps, png and jpg formats

To the free downloads: [Swissbau download centre](#)

DIGITAL EXPANSION ON SWISSBAU.CH

Our website, [swissbau.ch](#), offers you completely new opportunities for more visibility and valuable leads. With 'interest targeting' tailored to the construction industry, you can reach your target groups before, during and even after Swissbau. Track how your content is being received in your own live stats and gain new followers for your business.

COMPULSORY BASIC MEDIA PACKAGE CHF 1490.– (already included in the price depending on the booked package)	<ul style="list-style-type: none"> ■ Exhibitor profile with logo, brief description and contact persons ■ Publication of 3 posts ■ News update for registered users ■ Additional publications for CHF 290.– / post
UPGRADE EVENT VISIBILITY CHF 1190.–	<ul style="list-style-type: none"> ■ Premium profile with background image in exhibitor profile and tile ■ 3 additional posts ■ Placement of posts on the Swissbau homepage. ■ Logo presence on the Swissbau homepage. ■ Logo presence in the digital hall plan.
UPGRADE 365 DAYS OF LEADS CHF 2390.–	<ul style="list-style-type: none"> ■ Monitoring of your online channels and publication of 6 posts per year by the MCH Content Team (with individual consultation in each case)
UPGRADE COMPLETE SUCCESS (LIMITED) CHF 3400.–	<ul style="list-style-type: none"> ■ Benefits of the two previous upgrades ■ Recommendation of your company at the user registry

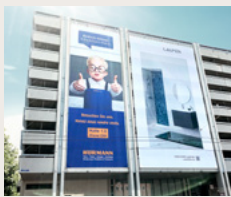
For further information and booking: [Digital Expansion](#)

ADVERTISING AT SWISSBAU

**BUILDING
FUTURE
TOGETHER**
16–19 January 2024

Be sure to also attract attention on the Swissbau 2024 exhibition premises. Oversized facade banners, advertising on floor panels in the halls, or striking illuminated banners featuring your message become exclusive eye-catchers.

FACADE BANNERS



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Trade fair carpark	7 500 x 20 400	9 000.–	<input type="text"/>
	12 000 x 20 400	12 000.–	<input type="text"/>

For production and assembly costs see below

ADVERTISEMENT ON FLOOR PANELS



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Halls 1 and 2	1 000 x 1 000	500.–	<input type="text"/>
	1 000 x 2 000	700.–	<input type="text"/>
	1 000 x 3 000	900.–	<input type="text"/>

For production and assembly costs see below

ILLUMINATED FRAME



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Halls 1 and 2	1 000 x 2 500	750.–	<input type="text"/>
	2 000 x 2 500	1 350.–	<input type="text"/>
	3 000 x 2 500	1 800.–	<input type="text"/>
	4 000 x 2 500	1 900.–	<input type="text"/>
	5 000 x 2 500	2 250.–	<input type="text"/>

Printed on one side; for production costs see below

ORDER

Are you interested in more advertising space at Swissbau?

I would like to learn more about further advertising opportunities. Please contact me.

Company

Additional details

Address

Country / postcode / city

City / date

General information

Availability on request. All prices excl. production and VAT. Orders will be confirmed in writing by the Exhibition Management. Stating the exact delivery date and the delivery address for the advertising media or the files.

Contact person Ms Mr

Surname / first name

Phone

Email

Signature

Please send us your signed order by post to:

FACADE BANNERS TRADE FAIR CARPARK

MEDIA PRICE

Format small (Pos. 1 & 5): Width 7 500 mm x Height 20 400 mm	CHF 9 000.– / Ex.
Format large (Pos. 2, 3, 4): Width 12 000 mm x Height 20 400 mm	CHF 12 000.– / Ex.

PRODUCTION COSTS, ASSEMBLY, DISMANTLING

Format small (Pos. 1 & 5): Width 7 500 mm x Height 20 400 mm	CHF 5 900.– / Ex.
Format large (Pos. 2, 3, 4): Width 12 000 mm x Height 20 400 mm	CHF 8 900.– / Ex.

Prices from ready-to-use data, plus VAT.



FLOOR PANELS

MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
Halls 1 and 2	1000 x 1000	500.– / Ex.
	1000 x 2000	700.– / Ex.
	1000 x 3000	900.– / Ex.

PRODUCTION COSTS, ASSEMBLY & DISMANTLING

Production	Format (W x H) in mm	Price CHF
4-colour digital print on removable non-slip floor foils	1000 x 1000	300.– / Ex.
	1000 x 2000	400.– / Ex.
	1000 x 3000	500.– / Ex.

Please note: The floor panels are not reusable once they have been removed.
Prices from ready-to-use data, plus VAT.



ILLUMINATED FRAME ONE SIDED

MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
Halls 1 and 2	1000 x 2500	CHF 750.–
	2000 x 2500	CHF 1350.–
	3000 x 2500	CHF 1800.–
	4000 x 2500	CHF 1900.–
	5000 x 2500	CHF 2250.–

PRODUCTION COSTS

Production	Format (W x H) in mm	Price CHF
	1000 x 2500	CHF 800.–
	2000 x 2500	CHF 1400.–
	3000 x 2500	CHF 1900.–
	4000 x 2500	CHF 2600.–
	5000 x 2500	CHF 2900.–

Please note: Prices from ready-to-use data, plus VAT

