

# ENSURE EFFICIENT VISITOR MARKETING

Our aim is to make Swissbau 2026 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.
- Create and send multilingual digital invitation campaigns in just a few minutes.
- Real-time overview of who is redeeming your vouchers, registering and visiting the exhibition.

## OPTIONS

## PREIS 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

**To order:** The exhibitor service portal will follow shortly.

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

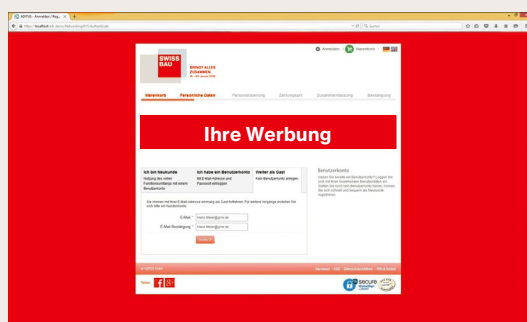


Abb. 1: Ticket-Shop

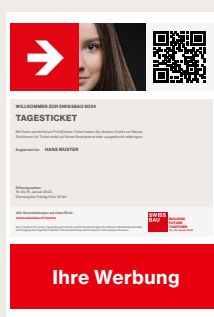


Abb. 2: Online ticket

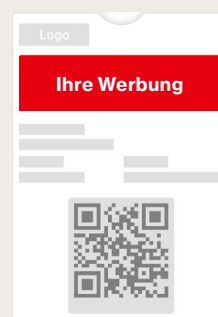


Abb. 3: Wallet



Abb. 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.

- Swissbau logos in EPS, PNG, and JPG formats
- Swissbau banners and text templates

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

## DIGITAL EXPANSION ON SWISSBAU.CH

On our website [swissbau.ch](https://www.swissbau.ch), you have the opportunity to increase your visibility and generate valuable leads. With interest-based targeting tailored to the construction industry, you can reach your target audience before, during, and even after Swissbau. Track how your content is performing in real-time with live statistics and gain new followers for your company.

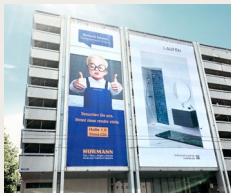
<b>BASIC MEDIA PACKAGE MANDATORY</b> CHF 1390.– (already included in the price depending on the booking package)	<ul style="list-style-type: none"> <li>■ Exhibitor profile with logo, short description, and contact persons</li> <li>■ Publication of one article</li> <li>■ News update sent to registered users</li> <li>■ Additional articles at CHF 290.– each</li> </ul>
<b>UPGRADE BASIC</b> CHF 990.–	<ul style="list-style-type: none"> <li>■ Premium profile with background image in the exhibitor profile and tile</li> <li>■ Publication of 2 additional articles</li> <li>■ Visibility in the logo slider on the Swissbau homepage</li> </ul>
<b>UPGRADE EXTENDED</b> CHF 1890.–	<ul style="list-style-type: none"> <li>■ Premium profile with background image in the exhibitor profile and tile</li> <li>■ Publication of 5 additional articles</li> <li>■ Integration of articles on the Swissbau homepage</li> <li>■ Visibility in the logo slider on the Swissbau homepage</li> <li>■ Publication of 2 industry events with registration functionality</li> </ul>
<b>UPGRADE PREMIUM</b> CHF 3490.–	<ul style="list-style-type: none"> <li>■ Premium profile with background image in the exhibitor profile and tile</li> <li>■ Publication of 5 additional articles</li> <li>■ Integration of articles on the Swissbau homepage</li> <li>■ Visibility in the logo slider on the Swissbau homepage</li> <li>■ Publication of 2 industry events with registration functionality</li> <li>■ Suggestion to follow your company during user registration</li> <li>■ Logo visibility in the interactive online hall plan</li> <li>■ Logo visibility in the folded hall plan and on all information pillars</li> <li>■ Monitoring of your online channels and publication</li> </ul>

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

# ADVERTISING AT SWISSBAU

Attract attention at the Swissbau 2026 trade fair grounds as well. Oversized facade flags, advertising banners, floor stickers in the halls, or eye-catching illuminated transparencies with your message will become an exclusive focal point.

## FACADE BANNERS



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Parking garage Messeplatz	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
Hall 1, at selected locations	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
Hall 1, at selected locations	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, production costs see below.			

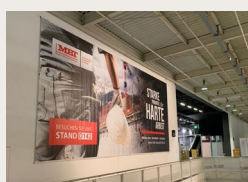
## ADVERTISING BANNERS



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Hall 1.0 North, above the exit	14 000 x 5 560	12 000.–	<input type="text"/>
For production and assembly costs see below			

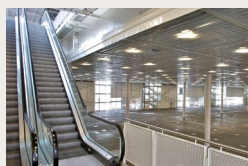
# ADVERTISING AT SWISSBAU

## ADVERTISING BANNERS



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Hall 1.1 North, left or right at the escalators	11 000 x 5 000	6 000.–	<input type="text"/>
For production and assembly costs see below			

## ESCALATOR HANDRAILS



Location	Format (W x H) in mm	Media price CHF / Ex.	Order
At selected escalators	9 550 x 670	1 900.–	<input type="text"/>
	12 500 x 670	1 900.–	<input type="text"/>
For production and assembly 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.

### 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.

Company

Additional details

Address

Country / postcode / city

City / date

Contact person  Ms  Mr

Surname / first name

Phone

Email

Signature

Please send us your order signed by email to [info@swissbau.ch](mailto:info@swissbau.ch).

# 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 8186.– / Ex.
Format large (Pos. 2, 3, 4): Width 12 000 mm x Height 20 400 mm	CHF 10 641.– / Ex.

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



# FLOOR PANELS

## MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
Hall 1, at selected locations	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
Four-color digital print on removable, non-slip floor film	1000 x 1000	300.– / Ex.
	1000 x 2000	400.– / Ex.
	1000 x 3000	500.– / Ex.

**Please note:** The stickers cannot be reused after removal.  
Prices are based on ready-to-use data, plus VAT.





# ILLUMINATED FRAME

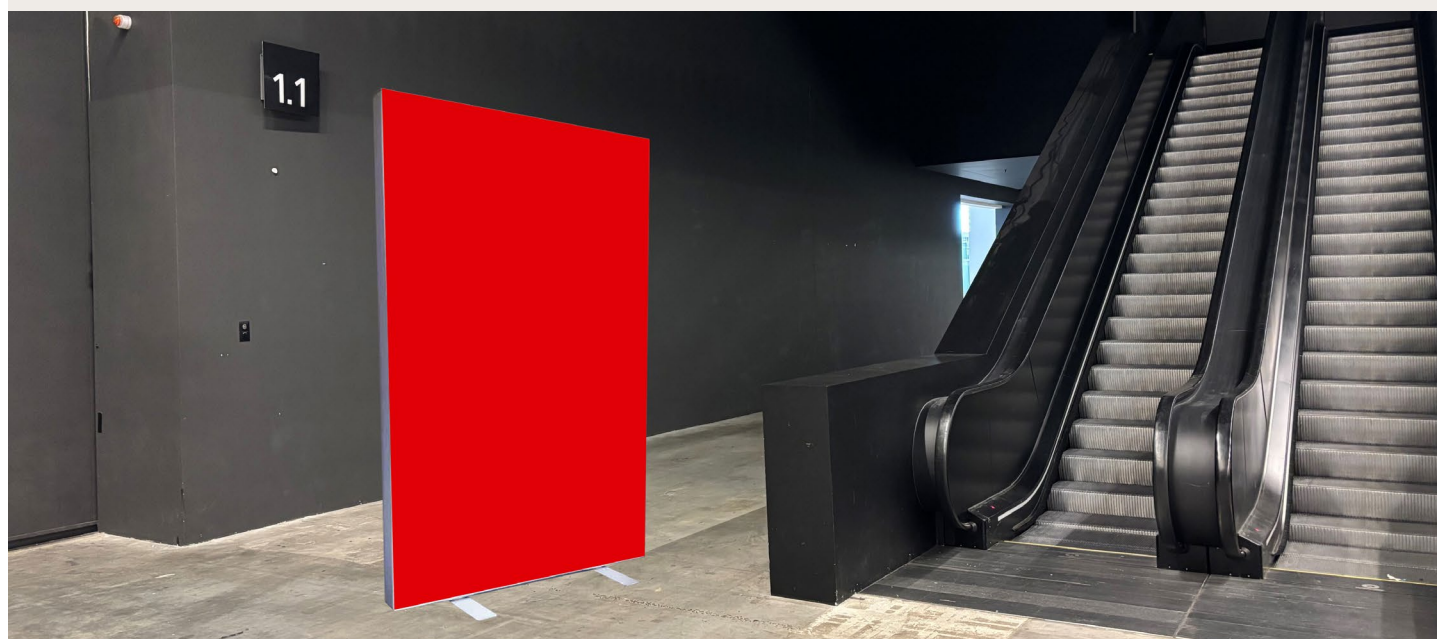
## MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
Hall 1, at selected locations	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, PRINTED ON ONE SIDE

Production	Format (W x H) in mm	Price CHF
	1000 x 2500	CHF 800.–
	2000 x 2500	CHF 1050.–
	3000 x 2500	CHF 1750.–
	4000 x 2500	CHF 2 470.–
	5000 x 2500	CHF 2550.–

**Please note:** Prices are based on ready-to-use data, plus VAT.





**BUILDING  
FUTURE  
TOGETHER**  
20–23/24 january 2026

# ADVERTISING BANNERS

## MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
Hall 1.0 North, above the exit	14 000 x 5560	CHF 12 000.–

## PRODUCTION COSTS, ASSEMBLY, DISMANTLING

Production	Format (W x H) in mm	Price CHF
Four-color digital print on banner material, including finishing.	14 000 x 5560	CHF 4 900.–

**Please note:** Prices are based on ready-to-use data, plus VAT.





# ADVERTISING BANNERS

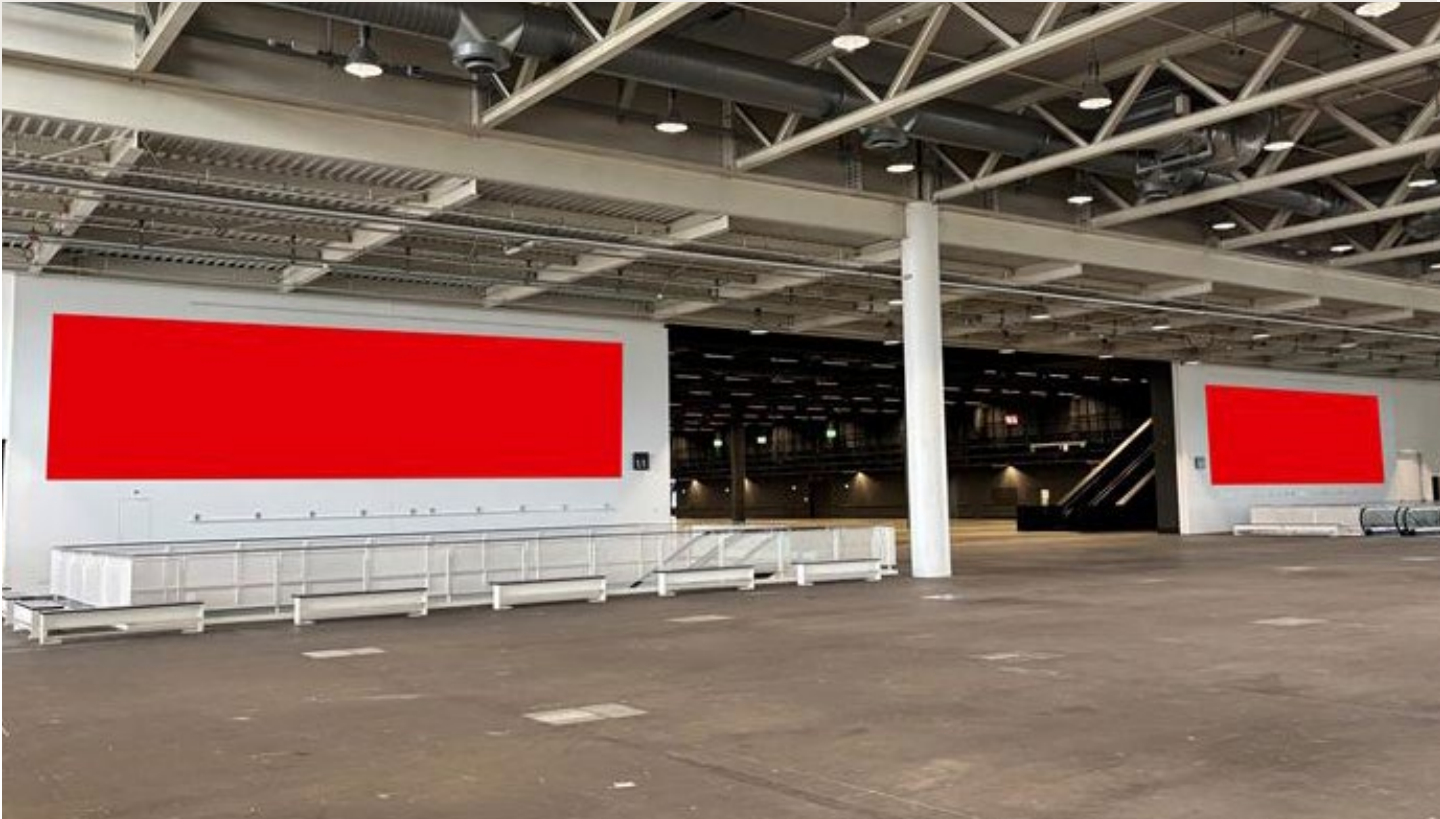
## MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
Hall 1.1 North, left and right at the escalators	11000 x 5000	CHF 6 000.–

## PRODUCTION COSTS, ASSEMBLY, DISMANTLING

Production	Format (W x H) in mm	Price CHF
Four-color digital print on banner material, including finishing.	11 000 x 5000	CHF 4 000.–

**Please note:** Prices are based on ready-to-use data, plus VAT.



# ESCALATOR HANDRAILS

## MEDIA PRICE

Location	Format (W x H) in mm	Price CHF
At selected escalators	9 550 x 670 (Without rounded corners)	CHF 1 900.–
	12 500 x 670 (incl. rounded corners)	

## PRODUCTION COSTS, ASSEMBLY, DISMANTLING

Production	Format (W x H) in mm	Price CHF
Four-color digital print on PVC film, laminated	9 550 x 670	CHF 1 500.–
	12 500 x 670	CHF 2 400.–

**Please note:** Prices are based on ready-to-use data, plus VAT.

