

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:

- Retrieve your personal priority code and/or additional individual voucher codes.
- Access and order your allocation of exhibitor codes 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.
- Get real-time insights into redeemed codes, registrations, and trade fair visits.

**NEW:
STANDARDIZED
FREE PRIORITY
CODE**

OPTIONS

PREIS IN CHF

Uniform Digital Priority Code per Exhibitor (stored in the ESC)

Single code valid for a day ticket, making it easy to use across various communication channels (newsletters, social media, etc.). Named list of all registrations available in the ESC.

Free of charge

Individual Digital Voucher Codes (orderable via the ESC)

One unique code per person, valid for a day ticket. Targeted invitation campaigns can be managed directly through the ESC.

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: [ESC Exhibitor service portal](#) (within m-manager).

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

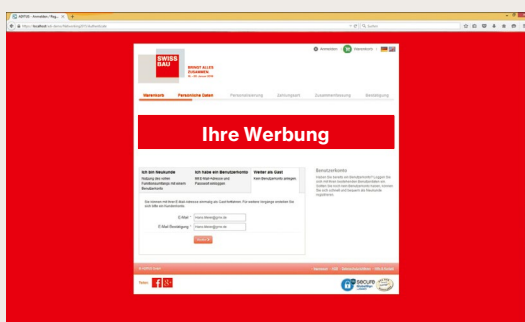


Abb. 1: Ticket-Shop

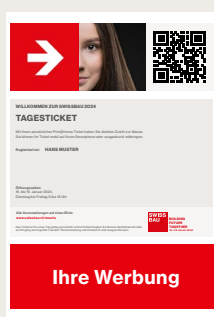


Abb. 2: Online ticket

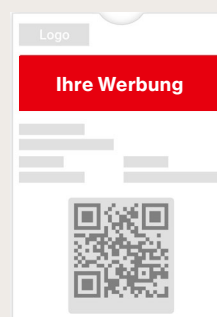


Abb. 3: Wallet



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](#), 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.

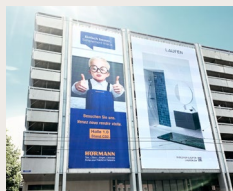
BASIC MEDIA PACKAGE MANDATORY CHF 1390.– (already included in the price depending on the booking package)	■ Exhibitor profile with logo, short description, and contact persons ■ Publication of one article ■ News update sent to registered users ■ Additional articles at CHF 290.– each
UPGRADE BASIC CHF 990.–	■ Premium profile with background image in the exhibitor profile and tile ■ Publication of 2 additional articles ■ Visibility in the logo slider on the Swissbau homepage
UPGRADE EXTENDED CHF 1890.–	■ Premium profile with background image in the exhibitor profile and tile ■ Publication of 5 additional articles ■ Integration of articles on the Swissbau homepage ■ Visibility in the logo slider on the Swissbau homepage ■ Publication of 2 events with registration functionality
UPGRADE PREMIUM CHF 2990.–	■ Premium profile with background image in the exhibitor profile and tile ■ Publication of 5 additional articles ■ Integration of articles on the Swissbau homepage ■ Visibility in the logo slider on the Swissbau homepage ■ Publication of 2 events with registration functionality ■ Suggestion to follow your company during user registration ■ Logo visibility in the interactive online hall plan ■ Logo visibility in the folded hall plan and on all information pillars ■ Publication of 6 post per year after the trade fair

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

ADVERTISING AT SWISSBAU

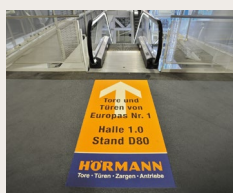
Attract attention at the Swissbau 2026 trade fair grounds as well. Oversized facade flags, advertising banners, floor stickers in the halls, or eye-catching illuminated transparencies with your message will become an exclusive focal point.

FACADE BANNERS



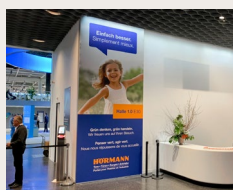
Location	Format (W x H) in mm	Media price CHF / Ex.	Order
Parking garage Messeplatz	7 500 x 20 400	9 000.–	
	12 000 x 20 400	12 000.–	
For production and assembly costs see below			

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.–	
	1 000 x 2 000	700.–	
	1 000 x 3 000	900.–	
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.–	
	2 000 x 2 500	1 350.–	
	3 000 x 2 500	1 800.–	
	4 000 x 2 500	1 900.–	
	5 000 x 2 500	2 250.–	
Printed on one side, production costs see below.			

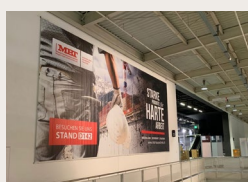
ADVERTISING BANNERS



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.–	
For production and assembly costs see below			

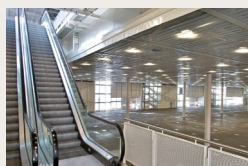
ADVERTISING AT SWISSBAU

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.–	
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.–	
	12 500 x 670	1 900.–	
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.

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 8 186.– / 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.





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

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

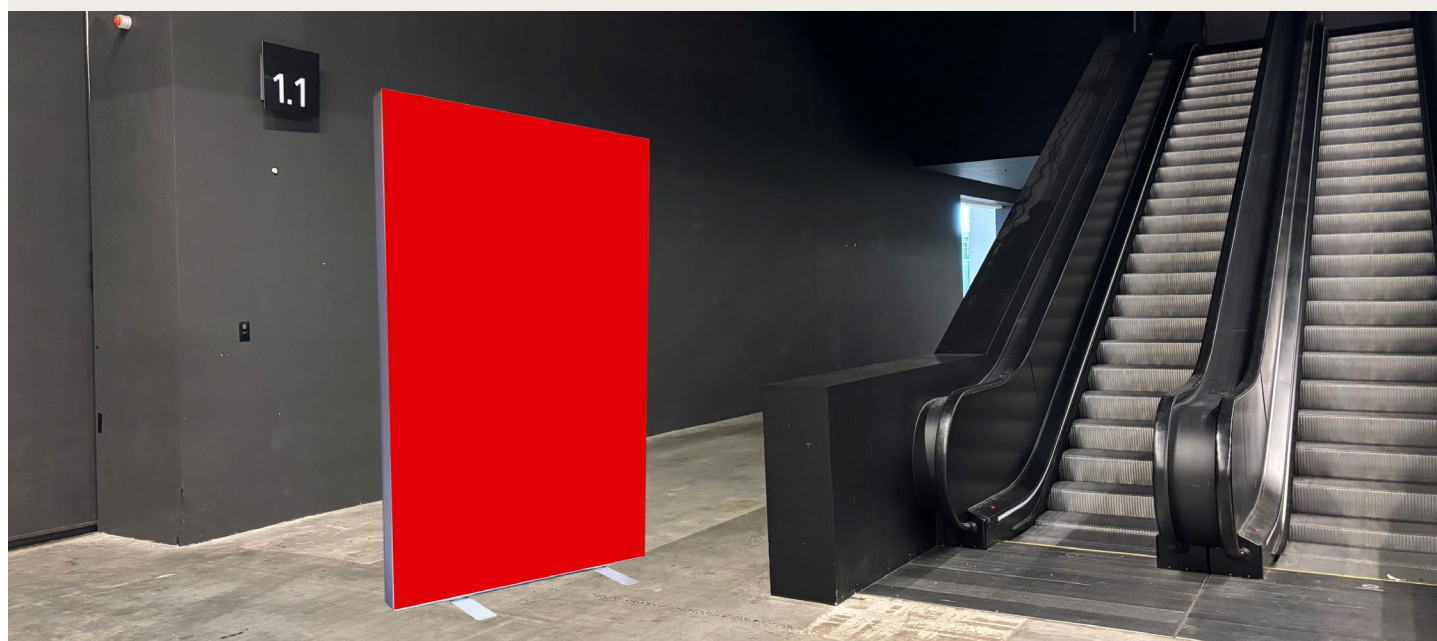
MEDIA PRICE

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.



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.





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

ADVERTISING BANNERS

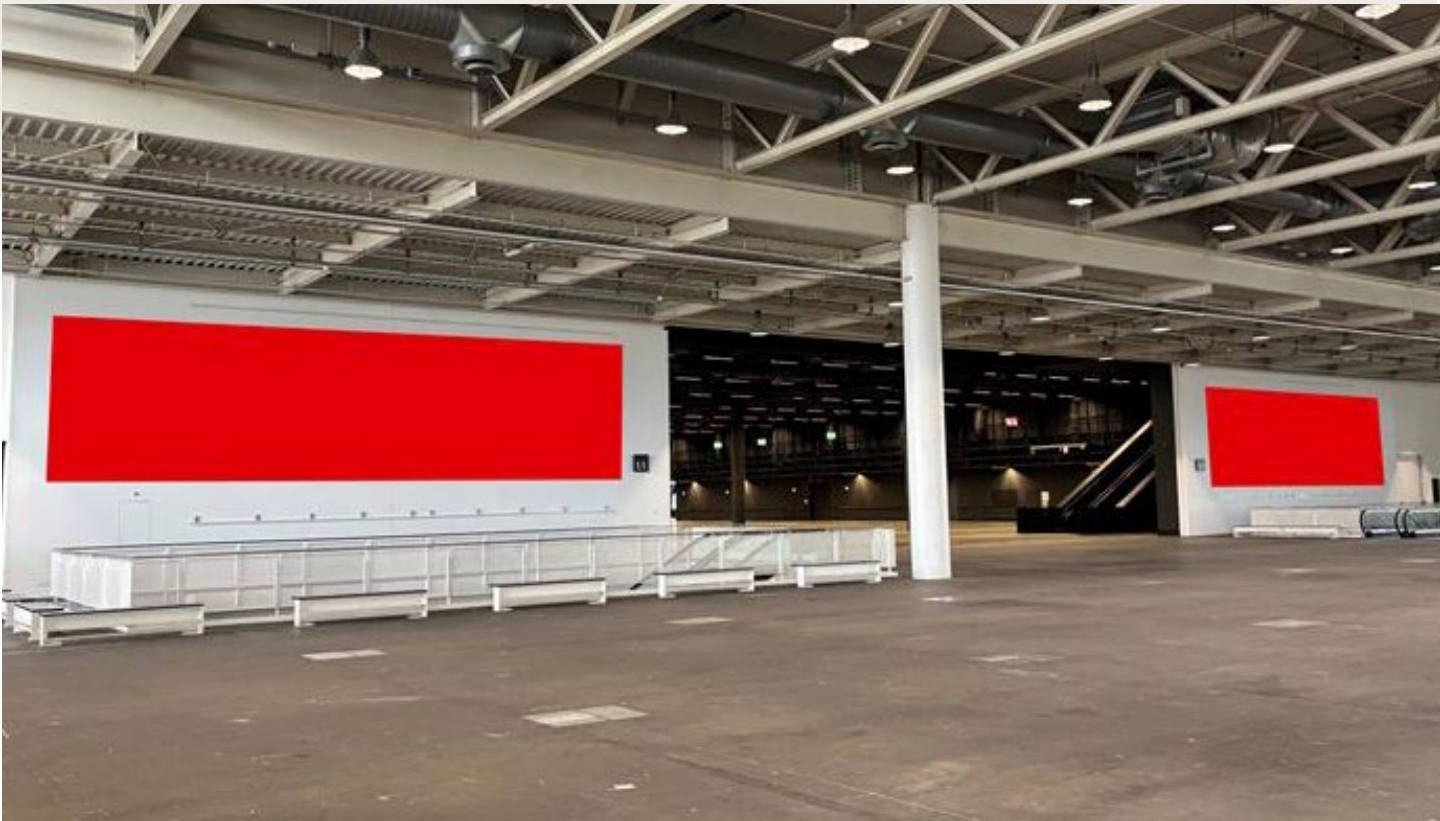
MEDIA PRICE

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.

