

SIGNAGE & ADVERTISING

Version 1.0, July 2026

SIGNAGE & ADVERTISING

General information	3
Site plan Messe and Congress Center Basel	4
Signage Messeplatz outside	5 to 14
Signage signs, banners & hanging displays	15 to 23
Signage wayfinding & advertising	24 to 37
Signage screens	38 to 41
Signage lectern / tables	42 to 45

THE FOLLOWING ALSO APPLIES

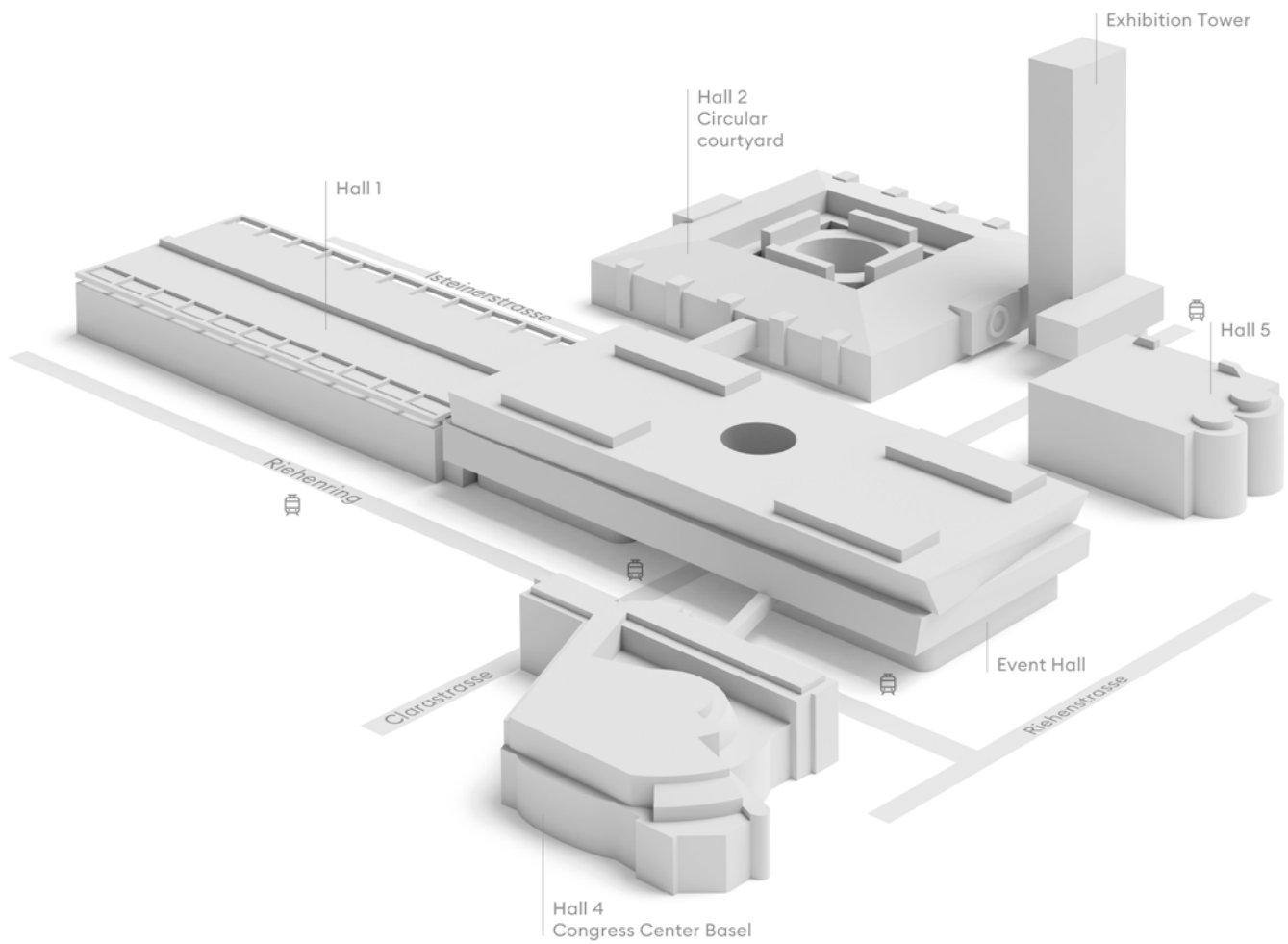
- Dimensions in the approval artwork (GzD)* must absolutely be checked once more before production. We accept no costs for elements produced incorrectly after release of the GzD*.
- Please announce installation and dismantling dates at the latest after receiving the GzD*.
- Installation points must be determined and mounted by the CCB.
- Print files are usually created by the customer and should arrive at Richnerstutz two weeks before installation. On request we are happy to assist with the creation or correction of print files.
- If corrections or changes to the print file are made by us, an additional CHF 120.- per hour will be charged.
- Data format for production: see info sheet.
- CHF 30.- per subject is charged for file processing from print-ready data.
- Please urgently register on-call services for Saturday and Sunday as well as evening on-call service from 18:00 to 22:00 with Richnerstutz 3 weeks in advance. Costs are calculated based on occupancy.
- Please register weekend installations with Richnerstutz 3 weeks in advance whenever possible.
- If a lifting platform is provided on-site, please inform Richnerstutz in good time.
- Please always clearly communicate what may be disposed of during dismantling.
- The prices for installation / dismantling listed in this brochure are reference prices only. The actual effort for delivery and installation / dismantling will be invoiced.
- All listed prices exclude VAT and transport.
- Net prices from Richnerstutz AG to MCH Basel!

* Print approval

Status April 2026 | Subject to modifications

SITE PLAN MESSE AND CONGRESS CENTER BASEL

Messe and Congress Center Basel
Messeplatz 10
4005 Basel



CONGRESS CENTER BASEL

Facade banner CCB

Advertising space: 4000×9000 mm

Material: mesh with welt and pole

Position: Hall 4



CONGRESS CENTER BASEL

Facade sticker entrance CCB

Advertising space: 8750 × 1100 mm

Material: PVC foil, removable

Position: facade main entrance Congress Center Basel



CONGRESS CENTER BASEL

Portal

Front frame with door opening: 6200×4200 mm

Side corner right: 800×4200 mm

Side front right: 1700×4200 mm

Side front left: 1700×4200 mm

Material: fabric opaque, all around with rubber lip

Position: Congress Center, entrance customer elevator



CONGRESS CENTER BASEL

Sign entrance Hall 4

Advertising space: 2800×600 mm, double-sided

Material: Dibond 3 mm and PVC foil 5829 RM

Position: entrance Hall 4



CONGRESS CENTER BASEL

Flags on revolving door 1

Advertising space: 800×800 mm

Material: flag fabric, single-sided incl. mountings

Position: CCB entrance



CONGRESS CENTER BASEL

Foil on pane above revolving door 1

Advertising space: 2080 × 685 mm per surface

Material: PVC foil, removable

Position: CCB entrance



CONGRESS CENTER BASEL

Foil on pane left and right next to revolving door 1

Advertising space:
530×3850 mm per surface
530×685 mm per surface

Material: PVC foil, removable

Position: CCB entrance



CONGRESS CENTER BASEL

Foil on pane left and right next to revolving door 3 or 4

Advertising space: left & right: 3240×680 mm | middle: 2980×680 mm

Material: PVC foil, removable

Position: entrance Hall 4.0



CONGRESS CENTER BASEL

Revolving doors – advertising space doors

Advertising space:

upper surface 1060 × 1080 mm

lower surface 1060 × 830 mm

16 surfaces per revolving door

Material: PVC foil 5829, removable

Position: revolving doors entrance Congress Center Basel / Hall 4



CONGRESS CENTER BASEL

Revolving doors – advertising space inner part

Advertising space: 1140 × 2175 mm – 4 surfaces per revolving door

Material: revolving door 1 & 2: ferro foil
revolving door 3 & 4: PVC foil, removable

Position: revolving doors entrance Congress Center Basel / Hall 4

Important: Please always indicate whether it concerns revolving doors 1 & 2 or revolving doors 3 & 4!



CONGRESS CENTER BASEL

Registration sign large

Advertising space: 7090 × 500 mm

Material: Stadur 10 mm, white

Sign is produced in 3 parts (2 × 2364 × 500 mm and 1 × 2362 × 500 mm) and then stapled together

Position: entrance CCB ground floor



CONGRESS CENTER BASEL

Hanging sign in front of room San Francisco

Advertising space: 8000 × 600 mm

Material: Städur 10 mm, printable on both sides
sign is produced in 3 parts and then stapled together

Position: big stairs from 2nd to 3rd floor – can be positioned individually



CONGRESS CENTER BASEL

Hanging sign in front of room Singapore

Advertising space: 7550×600 mm

Material: Städur 10 mm

Sign is produced in 3 parts and then stapled together

Position: in front of entrance Singapore – can be positioned individually



CONGRESS CENTER BASEL

Hanging banner

Advertising space: min. 1500×2400 mm | max. 2300×3500 mm

Material: fabric, opaque welt on top and hollow seam on bottom

Position: rooms Sydney and Singapore



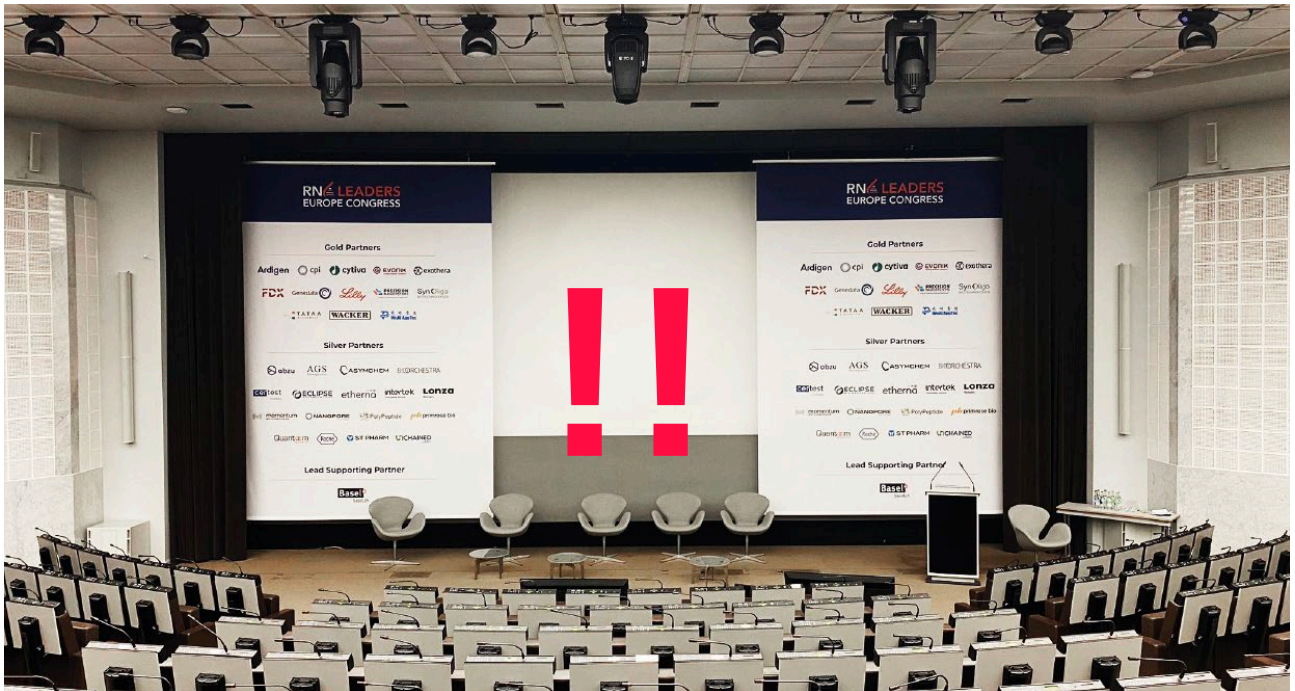
CONGRESS CENTER BASEL

Hanging Banner

Advertising space: min. 1500×5000 mm | max. 2000×5000 mm
Above 2000mm the projection surface may be covered.

Material: fabric, opaque welt on top and hollow seam on bottom

Position: room Montreal



ALL HALLS

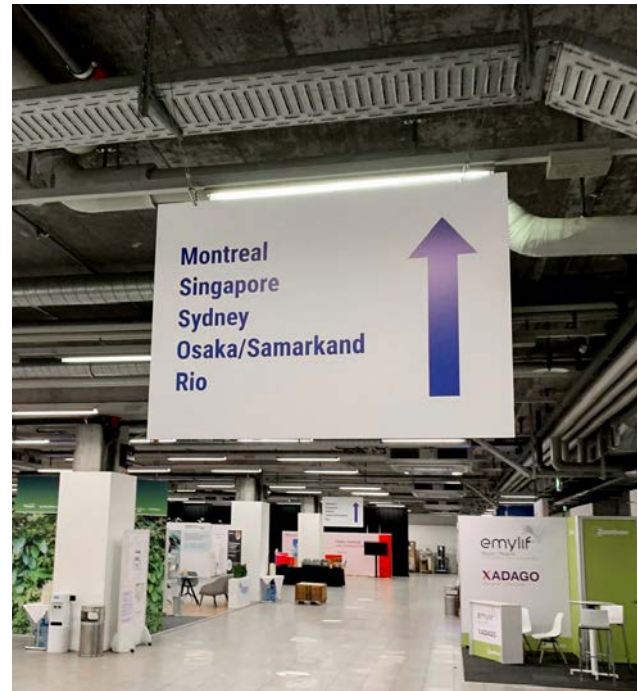
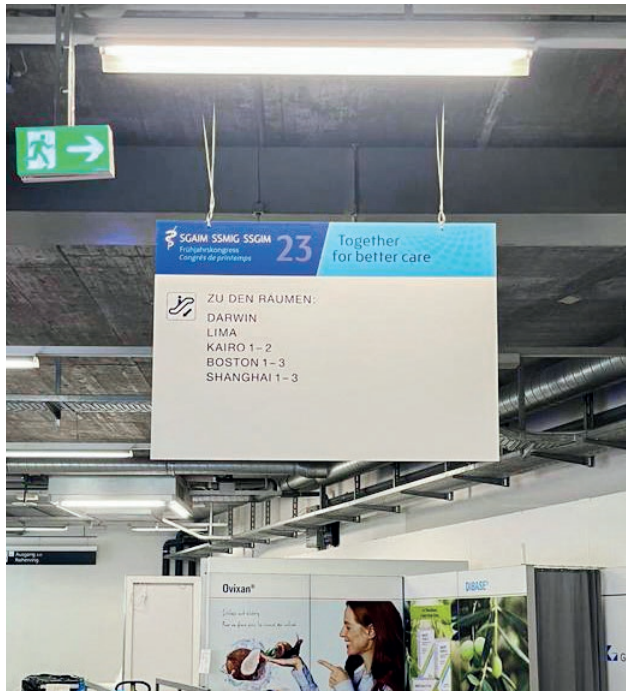
Hanging signs | custom signage

Advertising space: 1280 × 915 mm

Material: Kapa Plast 5 mm, single- or double-sided

According to concept, individual size also possible in Vikupor or Stadur

Position: Hall 4



ALL HALLS

Hanging Banner

Advertising space: 4500×1500 mm, double-sided
different sizes possible

Material: banner material, welt on top and hollow seam on bottom

Position: can be positioned individually



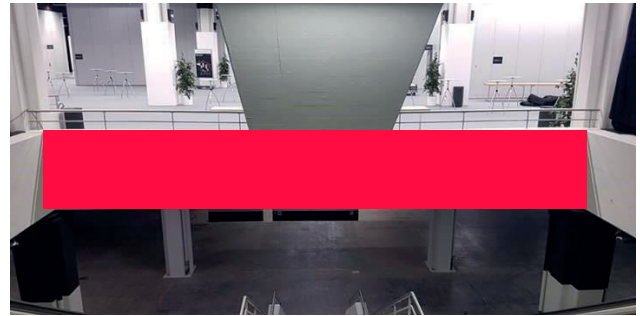
HALL 4

Tarp at escalator to Hall 4.U

Advertising space fully covered: 10180×1400mm

Material: tarp material,
welt on top and hollow seam on bottom

Position: Hall 4 – at escalator to Hall 4.U



HALL 4

Tarp at escalator to Hall 4.1

Advertising space: 6650×2000 mm or 4000×1500 mm

Material: tarp material, welt on top and hollow seam on bottom

Position: Hall 4 – at escalator to Hall 4.1



ALL HALLS

Pillar inscription – surfaces

Advertising space: 1045×2000 mm per element on pillar

Material: PVC foil, removable

Every pillar in the Congress Center Basel can be branded in various ways; they are available in different variations.

Position: Foyer, 2nd and 3rd floor



ALL HALLS

Pillar inscription – strip

Advertising space: 4170 × 1000 mm per pillar

Material: PVC foil, removable

Every pillar in the Congress Center Basel can be branded in various ways; they are available in different variations.

Position: Foyer, 2nd and 3rd floor



ALL HALLS

Registration | stickers on USM furniture

Advertising space reception: 733×333 mm

Advertising space top: 733×315 mm

Material: PVC foil, removable

Position: entrance CCB ground floor / Foyer 2nd floor



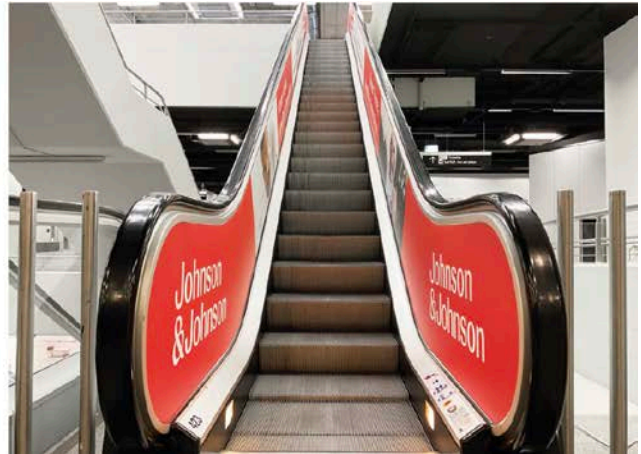
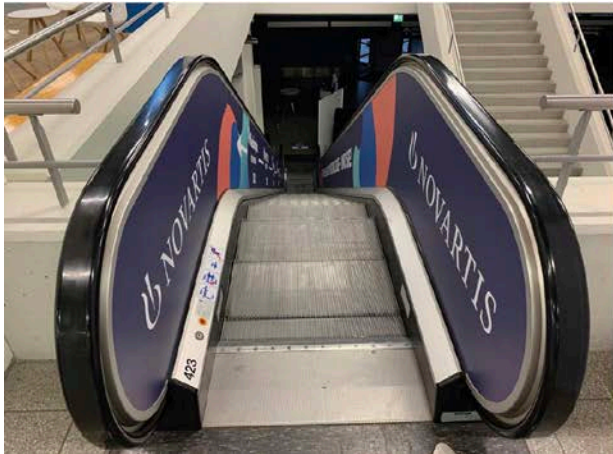
ALL HALLS

Escalator – glass branded from inside or/and outside

Advertising space: various sizes

Material: Coala Floor & Wall, removable

Please indicate exact position of desired escalator!



CONGRESS CENTER BASEL

Window inscription

Advertising space: various sizes

Material: PVC foil, removable

Positions: 3rd floor next to Osaka/Samarkand



CONGRESS CENTER BASEL

Wall Mezzanine

Advertising space: 5850×3000 mm

Material: PVC foil 5829, removable

Position: in the mezzanine between the escalators running from ground floor to 2nd floor



CONGRESS CENTER BASEL

Advertising space next to escalator

Advertising space: 3850 × 2200 mm

Material: fabric, opaque all around with rubber lips

Position: in Foyer 2nd floor, next to escalator



CONGRESS CENTER BASEL

Poster advertising | snap frame with protective film

Advertising space: 905×1270 mm

Material: PosterPaper

Positions:

40 to 42: mezzanine, ladies' / men's toilet

43 to 47: 2nd and 3rd floor, ladies' / men's toilet



CONGRESS CENTER BASEL

Stairs branding

Advertising space: every step has a different size

Material: Coala Floor & Wall, removable

Position: big stairs from 2nd to 3rd floor



PASSERELLE HALL 4 / CCB

Window inscription

Advertising space: 1800×2060 mm

Material: PVC foil 5829, removable

Position: Passerelle Hall 4 / CCB



HALL 4

Glass panels railing

Advertising space: approx. 900×900 mm

Material: PVC foil, removable

Position: Hall 4 – railing in foyer modular rooms



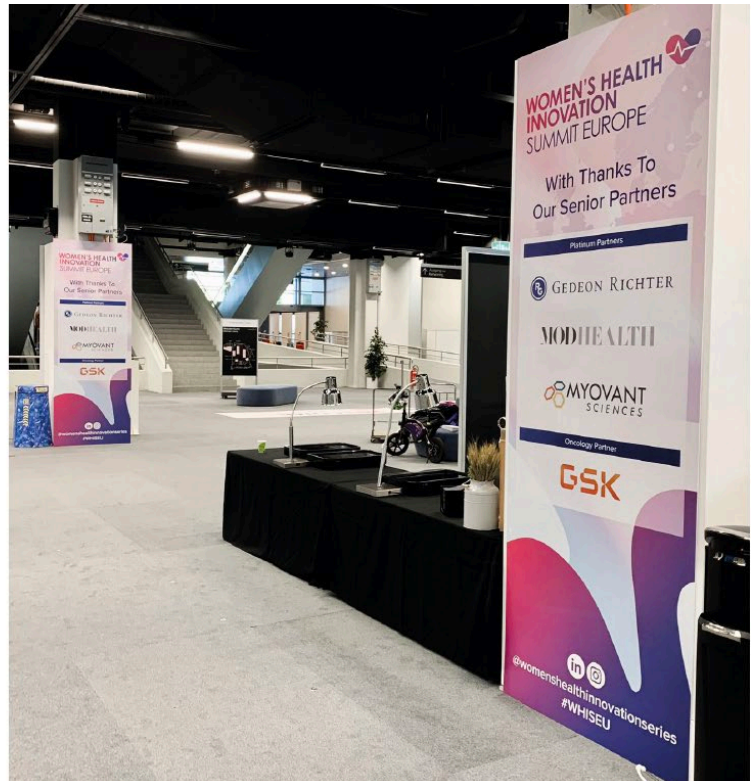
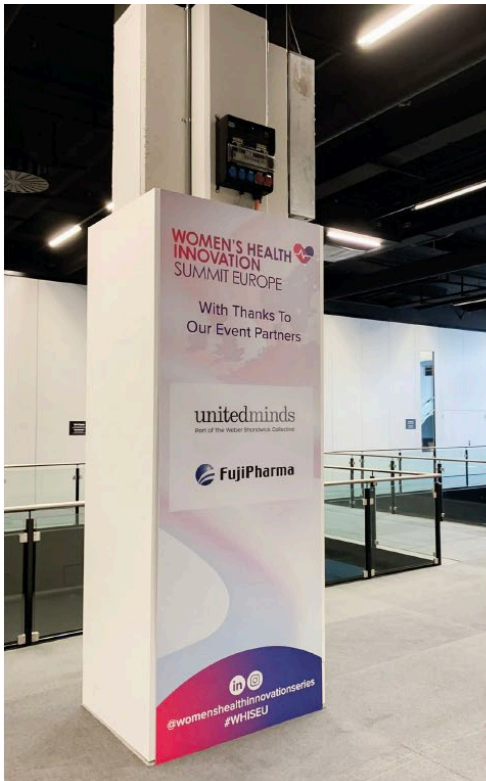
HALL 4

Pillar inscription

Advertising space: 1100×3000 mm

Material: Forex 5 mm

Position: Hall 4 – back wall room Shanghai



HALL 4

Back wall Shanghai

Advertising space: 8500×4700 mm
6400×3500mm
4250×2350 mm

Material: PVC foil, removable

Position: Hall 4 – back wall room Shanghai



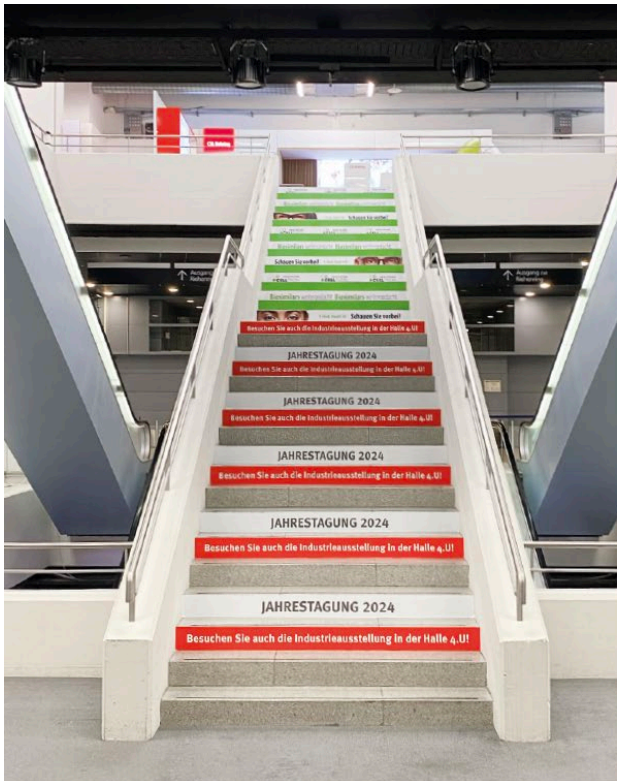
HALL 4

Stairs branding

Advertising space: 2100×160 mm

Material: PVC foil, removable

Position: Hall 4 – stairs

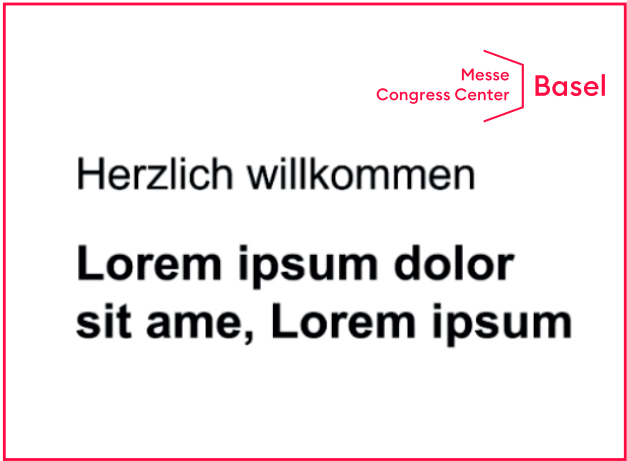


PLASMA SCREEN 253“ ENTRANCE AREA AND FOYER 2ND FLOOR

LED screens



Full-HD Display, 103 (16:9)



Standard labelling

PowerPoint Format 16:9 with your Logo and event name Images (jpg, gif, anim gif, png) 1920 x 1080 pixels

In the exchange with the CCB Logo. With several events switch the Slides automatically. It is respectively a event per Slide shown.

Individual signage

Individual use with multimedia content.

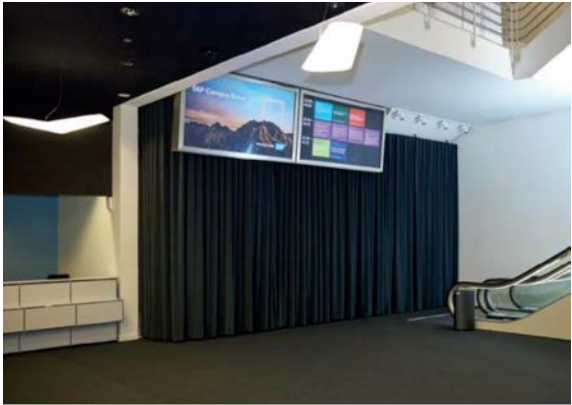
Size	253“
Placement	Exterior facade
Orientation	horizontal
Upper section pixel	--
Lower section pixel	--
Full Screen Pixel	1920 x 1080 16:9
Files	ppt, jpg, mp4

PLASMA SCREEN 103“ ENTRANCE AREA AND FOYER 2ND FLOOR

Led Screens



Full-HD Display, 103“ (16:9)



Standard signage

Left Screen

CCB- Presentation

Right Screen

Time
Logo (must be provided as an image file: JPG, GIF, PNG or SVG)
Title and description of the event
Direction arrow and room number/name

Title and description may each contain a maximum of 30 characters including spaces, in line with the standard room labelling format. A maximum of 3–4 events/rooms can be displayed per page, after which the page changes automatically.

Individual labelling

Display a PDF file is not possible.
All displays have external Connections (VGA, RGBHV).

Size	103“
Placement	2 in entrance area, 2 in Foyer 2nd floor
Orientation	Horizontal
Upper part pixels	--
Lower part pixels	--
Full Screen pixels	1920 x 1080
Files	ppt, pptx, jpeg, png, slide show

CONGRESS CENTER BASEL

Room signage 26“

Led Screens



LCD-SCREEN 26“ VERTIKAL

Standard labelling

- Time
- Logo
- Title Bold
- Subtitle

Title and subtitle max. 30 characters each including spaces.

In the default configuration, an image defined by us is automatically shown in the upper part.

Individual labelling

Upper part format 16:9, landscape: Films, PowerPoint, slideshow, wayfinding

Lower part, portrait: slideshows, wayfinding

Full screen, portrait: slideshows, wayfinding, images

Size	in front of every room, next to the door
Placement	vertikal
Orientation	768 x 433
Upper part pixels	768 x 930
Lower part pixels	768 x 1369
Full Screen pixels	1 x Digital print on PVC foil incl. installation / dismantling
Files	jpeg, png, ppt, mp4 (only in the upper part)

PYLONS 52“

Pylons mezzanine and Foyer 2nd floor 52“



LCD-DISPLAY 52" HORIZONTAL

Standard labelling

- Time
- Logo
- Title Bold
- Subtitle

Title and description consist of max. 30 characters each including spaces, analogous to the standard room labelling. In the upper part is a Standard slideshow with images of Basel is displayed.

Individual labelling

Upper part format 16:9, landscape: Films, PowerPoint, slideshow, wayfinding

Lower part, portrait: slideshows, wayfinding

Full screen, portrait: slideshows, wayfinding, images

Size	52“
Placement	1 on mezzanine between the escalators, 1 in Foyer 2nd floor
Orientation	vertikal
Upper part pixels	1080 x 609
Lower part pixels	1080 x 1315
Full Screen Pixel	1080 x 1920, 16:9 portrait
Files	jpeg, png, slide show, mp4 (only in upper part)

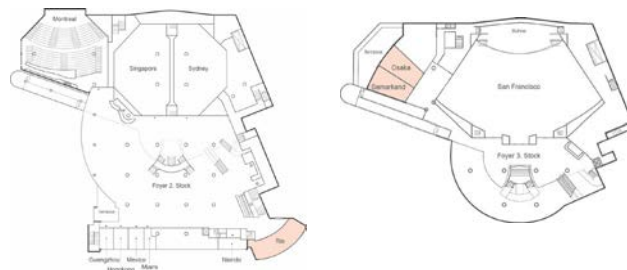
CONGRESS CENTER BASEL

Lectern small

Advertising space: 540×1180 mm

Material: Forex 5 mm

Position: rooms Osaka, Samarkand or Rio



CONGRESS CENTER BASEL

Lectern modular rooms

Full-surface front cover

Advertising space: 650×1120 mm

Material: Forex 5 mm

Front cover to nameplate inlay

Advertising space: 650×910 mm

Material: Forex 5 mm or PVC foil

Position:

rooms Darwin, Lima, Boston, Shanghai, Delhi, Kairo

Nameplate

Advertising space: 650×120 mm

Material: Forex 5 mm

Nameplate inlay

Advertising space: 640×108 mm

Material: Forex 2 mm



CONGRESS CENTER BASEL

Seminar table with front panel

Full cladding or front cover

Front: 1400/1420×750 mm

Sides: 760×750 mm

Material: Forex 5 mm

Positions: can be positioned individually



CONGRESS CENTER BASEL

Board table

Full cladding or front cover

Front: 1800 / 1820 × 880 mm

Side: 835 × 880 mm

Material: Forex 5 mm

Position: can be positioned individually



