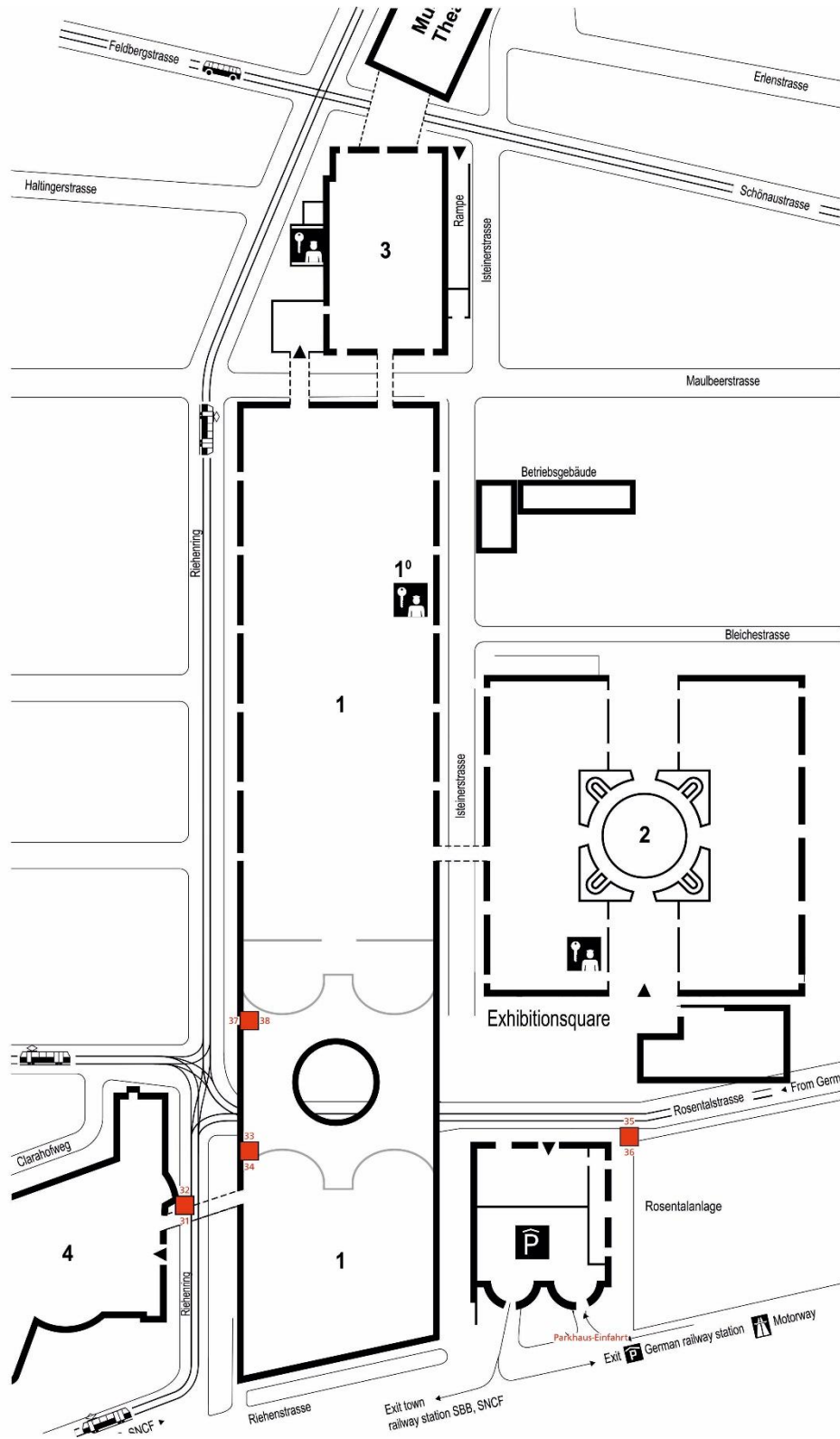


Guidance of visitor flows, signage and branding possibilities



Guidance of visitor flows on Exhibition Square	Pages	2 to 5
Guidance of visitor flows on City Lounge	Pages	6 to 9
Guidance of visitor flows Congress Center outside	Pages	10 to 17
Guidance of visitor flows inside the building digital	Pages	18 to 23
Guidance of visitor flows inside the building print	Pages	24 to 33
Guidance of visitor flows inside the building Event Hall	Pages	34 to 38
Branding & Branding & Advertising options	Pages	39 to 64

Guidance of visitor flows on Exhibition Square



Guidance of visitor flows on Exhibition Square

Exhibition Square | Poster advertising

Info bench with snap frame and top section

Poster: 91.5 (89.5) x 128 cm

Top section: 91.5 (89.5) x 21 cm

Direct printing on 5 mm KapaPlast

Can be loaded on both sides



Positions:

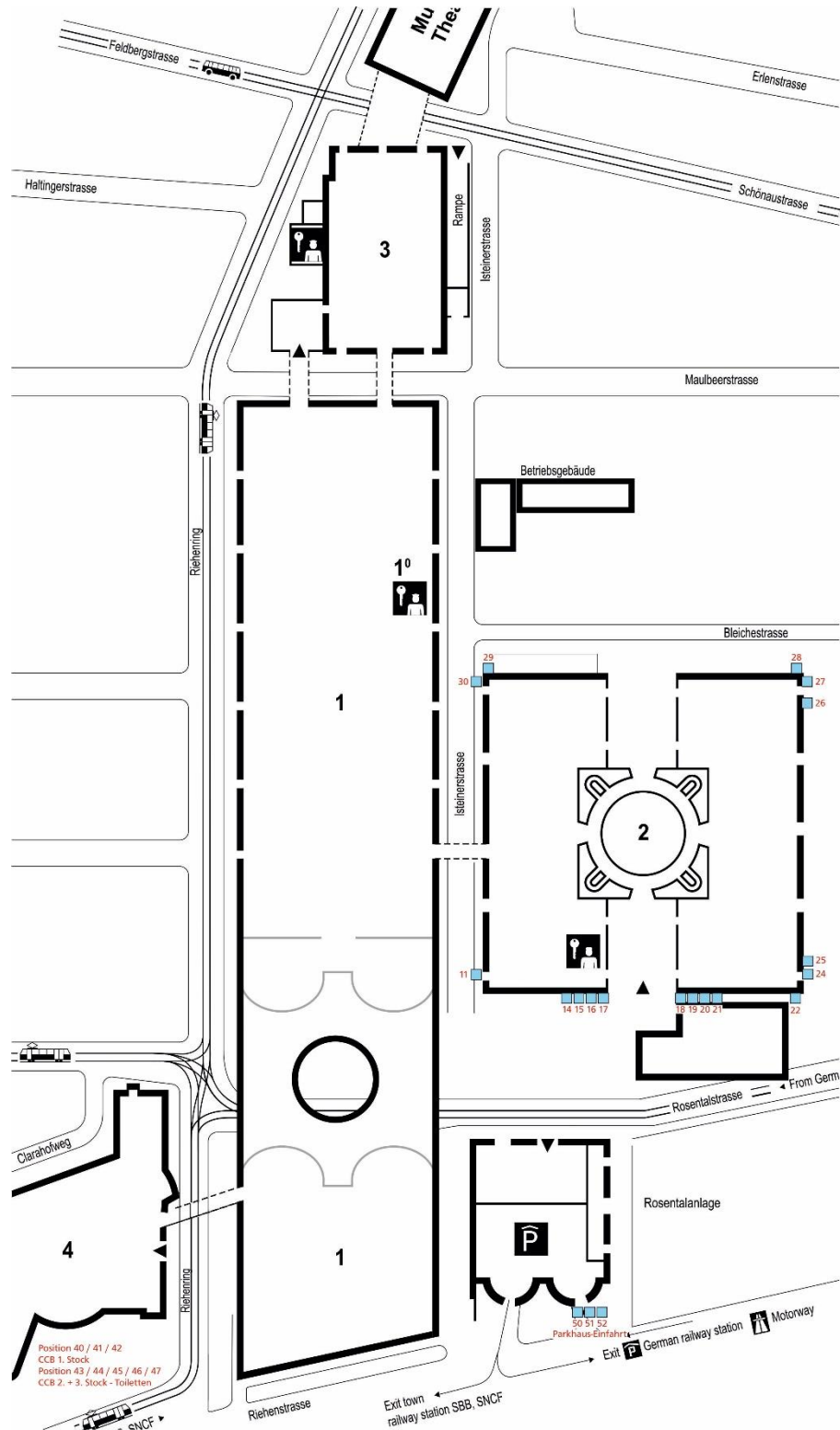
31/32: Hall 4, entrance to Congress Center

33/34: Hall 1, Exhibition Square, Brasserie Verseau

35/36: Hall 5, Corner to the Car Park

37/38: Hall 1, Corner Namamen

Guidance of visitor flows on Exhibition Square



Guidance of visitor flows on Exhibition Square

Exhibition Square | Poster Advertising

Snap frame: 91.5 x 128 cm

Direct printing on 5 mm KapaPlast



Positions:

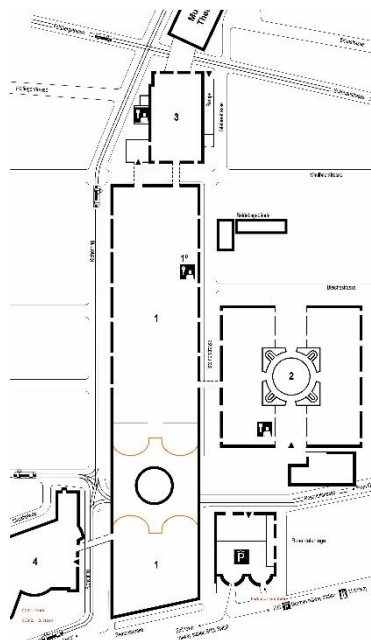
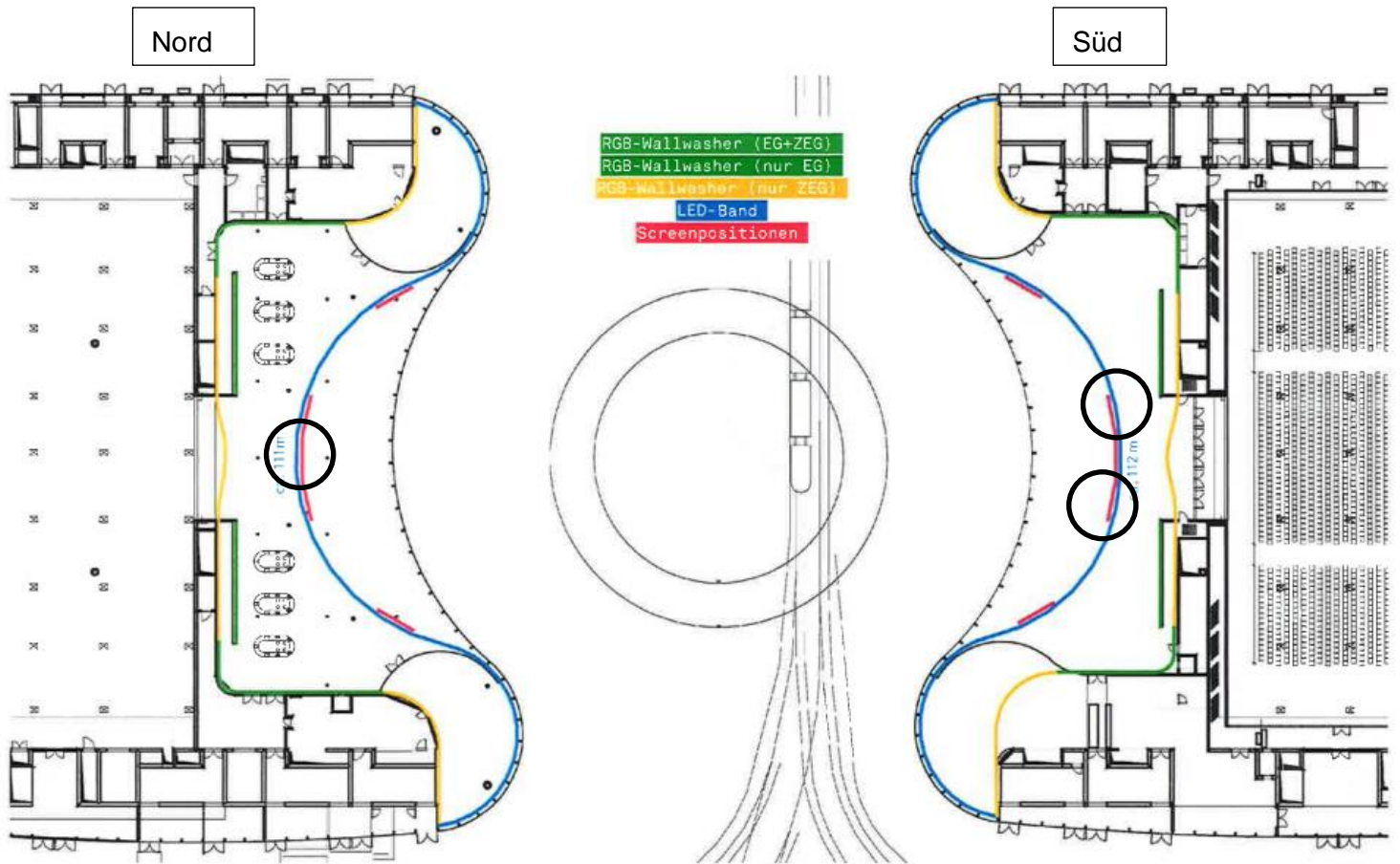
11: Hall 2, corner of Isteinerstrasse / Exhibition Square

14-19: Hall 2, Main entrance, left and right side

24-28: Hall 2, parallel street to Isteinerstrasse

29-30: Hall 2, corner of Isteinerstrasse / Bleichstrasse

Guidance of visitor flows on City Lounge



Guidance of visitor flows on City Lounge

Brand Tool | LED strip

North

LED strip, 1391 x 28 pixels, low-resolution
Graphic surface effect through 111 x 2.3 m
Customized presentations
Text (static/dynamic)
Running text / RSS feed / images / graphic background

South

LED strip, 1396 x 28 pixels, low-resolution
Graphic surface effect through 112 x 2.3 m
Customized presentations
Text (static/dynamic)
Running text / RSS feed / images / graphic background



Position: City Lounge Foyer North



Position: City Lounge Foyer South

Guidance of visitor flows on City Lounge

Brand Tool | LED Screen

Nord:

By default there is 1 screen in the middle of the strip

LED screen: 1152 x 648 pixels for films and images

16:9 for PowerPoint

Customized presentation (movies, PowerPoint, weather, Twitter)

Süd:

By default there are 2 screens in the middle of the strip

LED screen: 1152 x 648 pixels for films and images

16:9 for PowerPoint

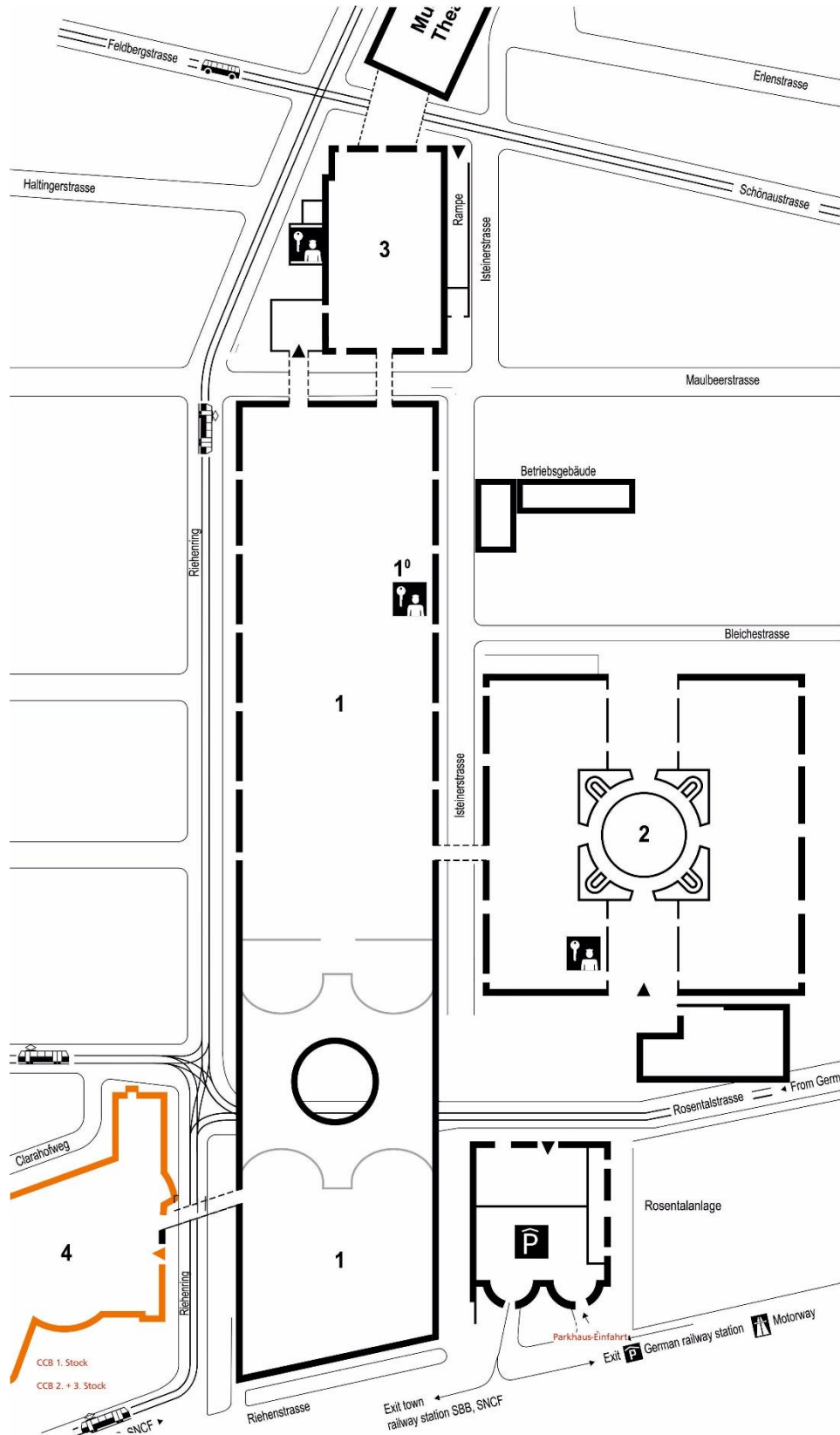
Customized presentation (movies, PowerPoint, weather, Twitter)

One to three screens can be mounted on the LED strip as a continuation of, or an addition to the strip presentation. In total there are 5 different positions per side.



Position: Foyer North and South

Guidance of visitor flows Congress Center | outside



Guidance of visitor flows Congress Center | outside

Facade advertising

Facade banner: 400 x 900 cm

Material: mesh with a welt and rods



Position: Hall 4

Guidance of visitor flows Congress Center | outside

Facade advertising

Banners: 110 x 300 cm

Material: flag fabric with a hollow seam



Position: arcade Hall 4

Guidance of visitor flows Congress Center | outside

Facade advertising | Portal

Portal:

Front frame with door opening: 620 x 420 cm

Side corner right: 80 x 420 cm

Side front right: 170 x 420 cm

Side front left: 170 x 420 cm

Material: direct print of fabric for a tenter frame

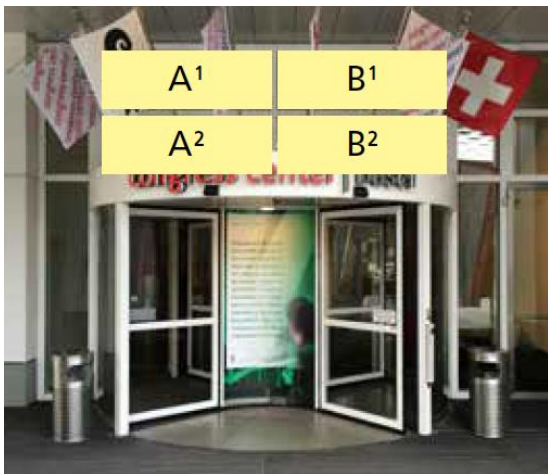


Position: Congress Center, entrance customer elevator

Guidance of visitor flows Congress Center | outside

Facade advertising | Foil above revolving door

Foil on windows above the entrance: 208 x 68,5 cm per area
Material: digital print on self-adherent foil



Position: CCB entrance

Additional advertisement options: revolving doors on page 49

Guidance of visitor flows Congress Center | outside

Facade advertising | Flags

Flags above the entrance: 80 x 80 cm

Material: printed on flag fabric, single-sided



Position: CCB entrance

Guidance of visitor flows Congress Center | outside

Facade advertising | Banners

Banners with an aluminium pole: 100 x 250 cm

Material: print on flag fabric, single-sided



Position: CCB entrance

Guidance of visitor flows Congress Center | outside

Facade advertising | Tarp

Tarp in the entrance: 302 x 210 cm

Material: print on fabric, single-sided



Position: CCB entrance

Guidance of visitor flows Congress Center | outside

Electronic Screens | LED wall

LED Screen: 253 "
1920 x 1080 pixel for films and images
16:9 for Power Point
Customized presentation

digital signage
Package bookable!
Ask your project
manager!

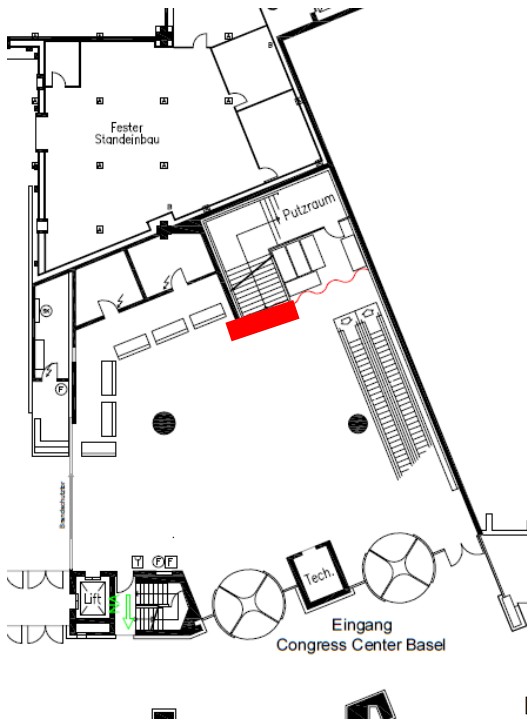


Position: Hall 4, CCB entrance

Additional advertisement options: facade sticker on page 48

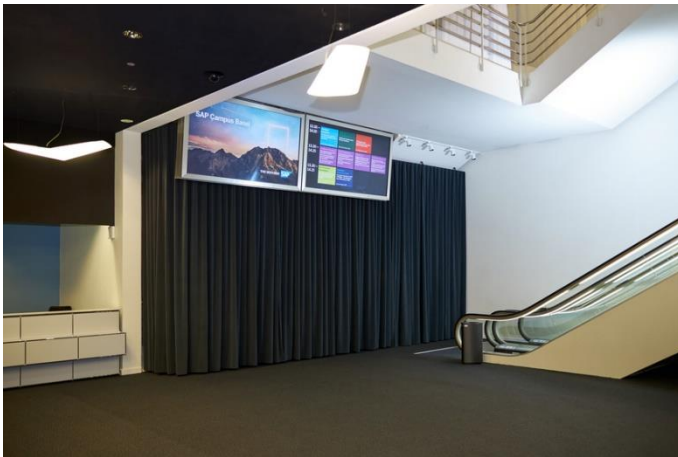
Guidance of visitor flows inside the building | digital

Electronic Screens | Plasma screens ground floor



Plasma screens: 103"

Customized presentation can also be used as an advertising surface with limitations



Position: ground-floor entrance of CCB

Guidance of visitor flows inside the building | digital

Electronic Screens | Electronic pillar Mezzanine

Electronic pillar: 52"

LCD display panel, customized presentation

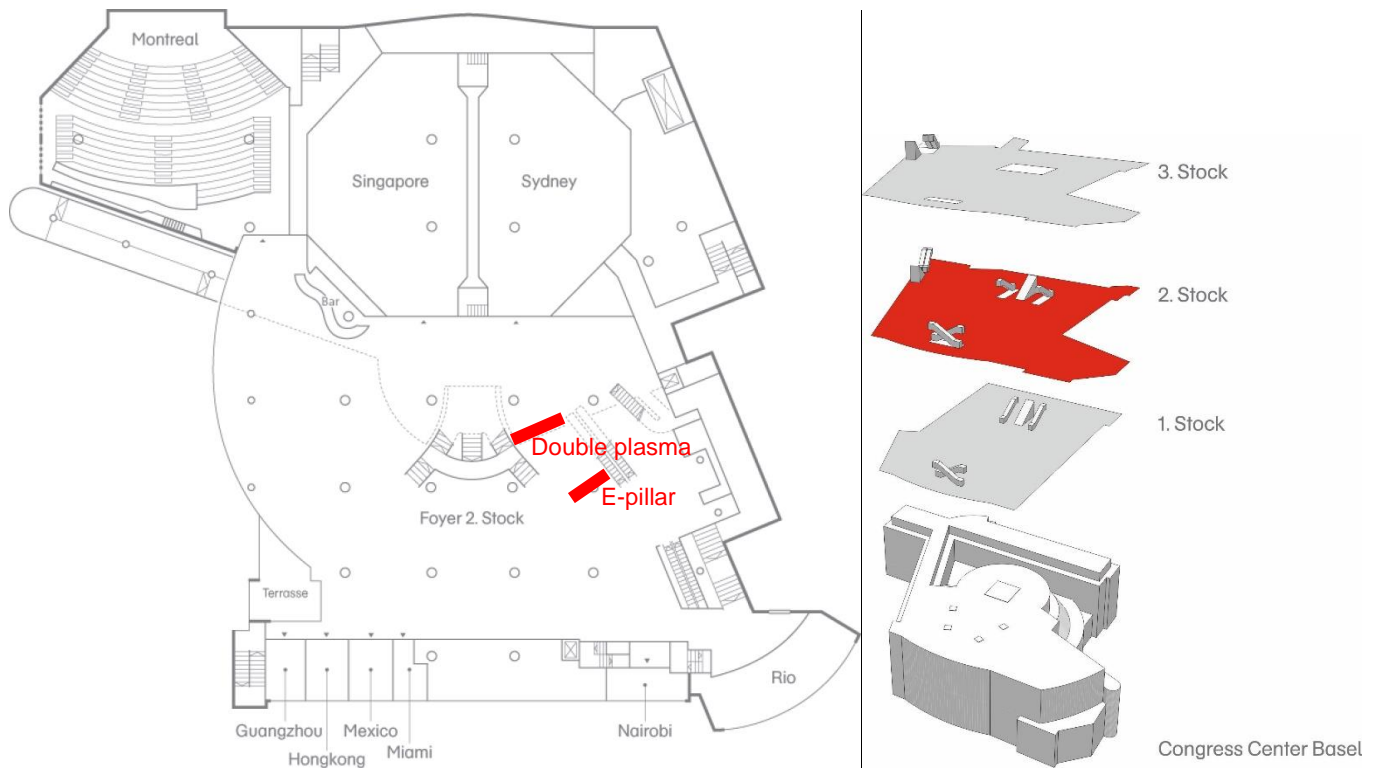


Position: mezzanine level CCB

Additional advertisement options: white wall on page 53

Guidance of visitor flows inside the building | digital

Electronic Screens | Plasma Screens 2. Floor



Plasma screens: 103"
Customized presentation



Position: Foyer second floor

Guidance of visitor flows inside the building | digital

Electronic Screens | Electronic pillar 2. floor

Electronic pillar: 52"
LCD display panel
Customized presentation

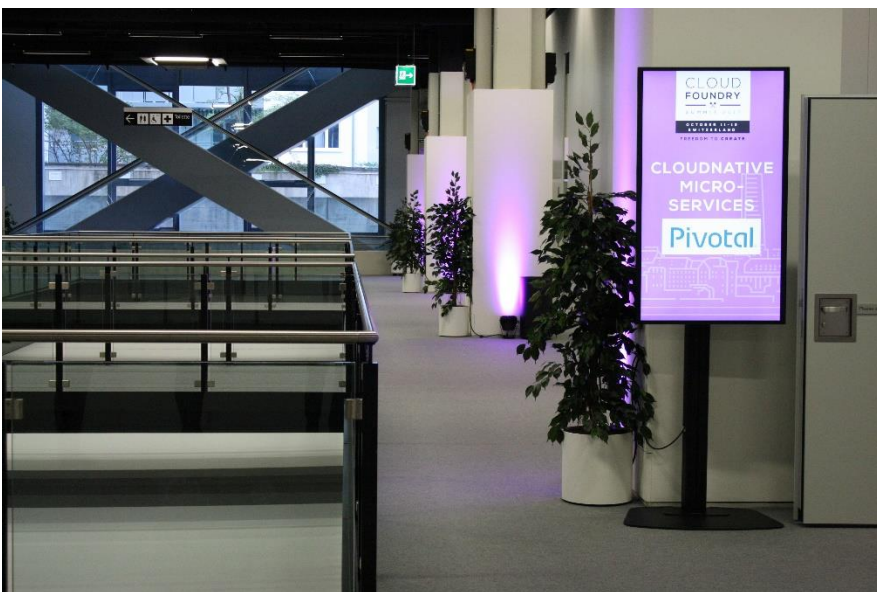


Position: Foyer second floor, escalator

Guidance of visitor flows inside the building | digital

Electronic Screens | Mobile screens

Mobile screens: 42"
Customized presentation



Position: can be positioned individually

Guidance of visitor flows inside the building | digital

Electronic Screens | Room signage

Room signage: 26"

LCD display panels

Standardized and customized presentation



Position: in front of all rooms

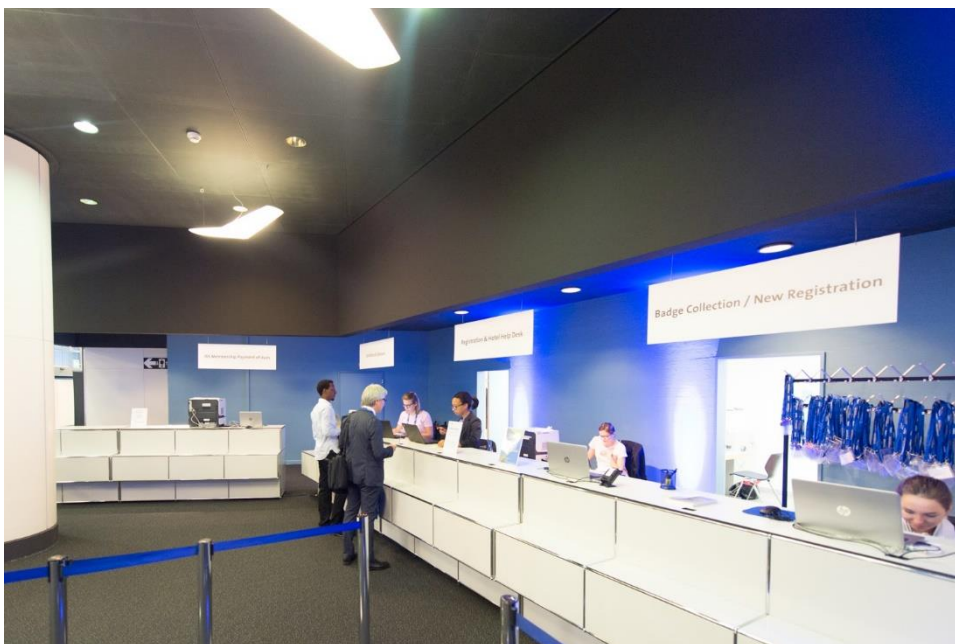
Guidance of visitor flows inside the building | print

Registration | Customized Prints 1

Prints: 120 x 40 cm

Material: UV-Jet Direct printing on 5 mm Forex

Different sizes possible



Position: Entrance ground floor CCB / entrance ground floor hall 4 / foyer 2nd floor

Additional advertisement options: registration adhesive foil on page 55

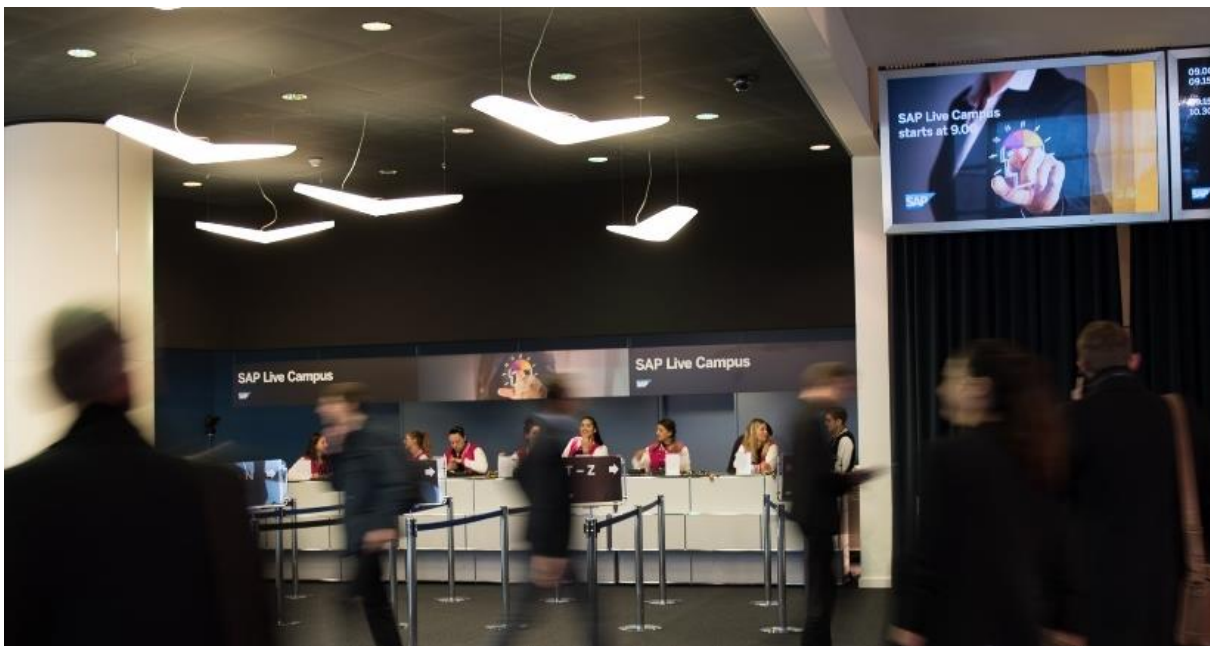
Guidance of visitor flows inside the building | print

Registration | Customized Prints 2

Prints: 709 x 50 cm

Material: UV-Jet Direct printing on 5 mm Forex

(Sign is produced in 3 parts and then stapled together)



Position: Entrance CCB, ground floor

Guidance of visitor flows inside the building | print

Registration | A3 prints standard

Paper prints: A3 landscape

They will be suspended in plastic cases and hanged on wire ropes.



Position: entrance ground floor CCB / foyer 2nd floor

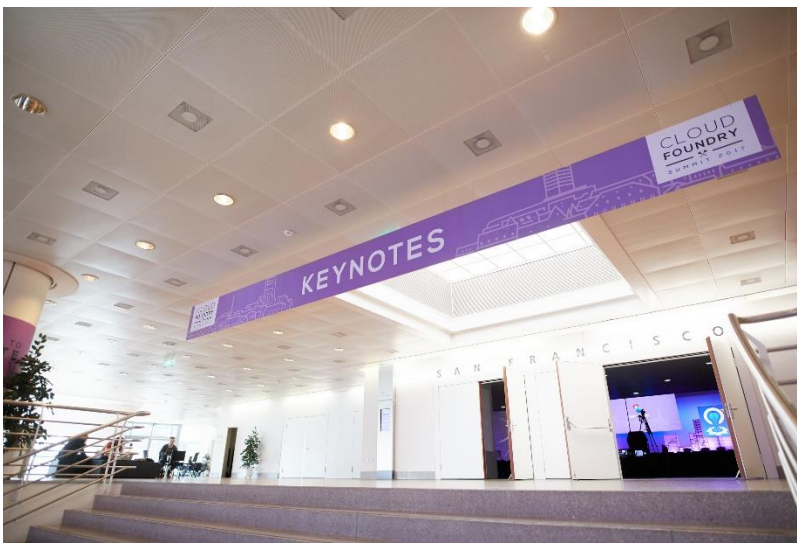
Additional advertisement options: registration adhesive foil on page 55

Guidance of visitor flows inside the building | print

Hanging signs | Banner in front of the room

Banner in front of Saal San Francisco: 800 x 60 cm

Material: UV-Jet direct printing on Stadur Viscom SF, 10 mm



Position: in front of the entrance to San Francisco room. Different positions possible.

Guidance of visitor flows inside the building | print

Suspended visitor guidance | Customized sign

Customized sign: 128 x 91.5 cm

Material: Kapa Plast 5mm

Different sizes possible, we will be pleased to draw up an individual concept for you.



Position: Hall 4

Guidance of visitor flows inside the building | print

Floor Elements | Signposting element with a top section (Robi)

Poster: 91.5 (89.5) x 128 cm

Top section: 91.5 (89.5) x 21 cm

Direct printing on 5 mm KapaPlast

Can be loaded on both sides



Position: can be positioned individually

Guidance of visitor flows inside the building | print

Floor Elements | Easels

Advertising space: A1, different sizes possible

Material: UV-Jet direct printing on forex 5 mm



Position: various

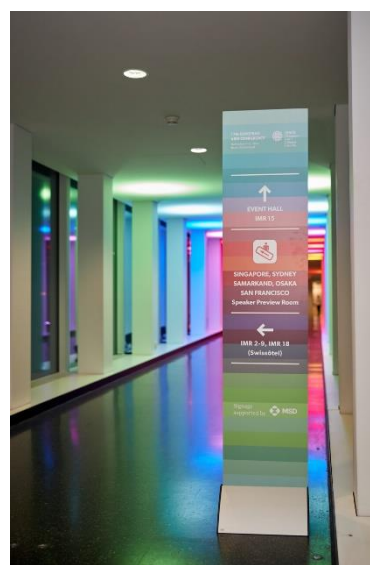
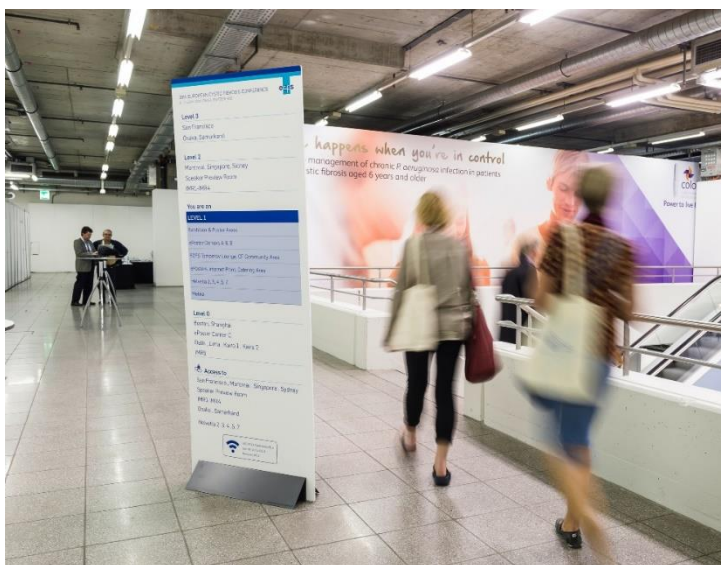
Guidance of visitor flows inside the building | print

Floor Elements | Totem

Totem: 70 cm – 120 cm x 180 cm

Material: Direct printing on 5 mm KapaPlast

Printable on one or two sides



Position: can be positioned individually

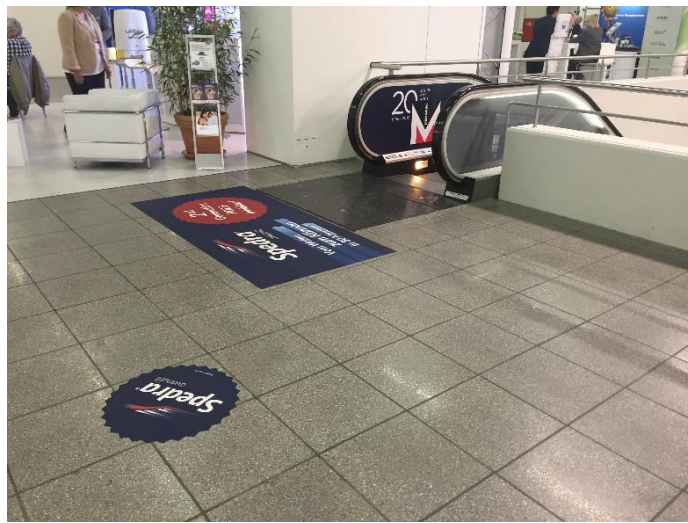
Guidance of visitor flows inside the building | print

Floor Elements | Footprints

Advertising space: 50 x 70 cm

Material: Texwalk

Different sizes possible



Position: all floors

Guidance of visitor flows inside the building | print

Floor Elements | Barrier posts

Posts with/without a sign holder on top, chromium / black: A3 prints, landscape



Positions: various positions

Guidance of visitor flows inside the building | Event Hall

Foil over existing sign | Entrance Event Hall, Foyer south

Advertising space: 1560 x 89 cm

Material: PVC foil removable



Position: Entrance Event Hall, Foyer south

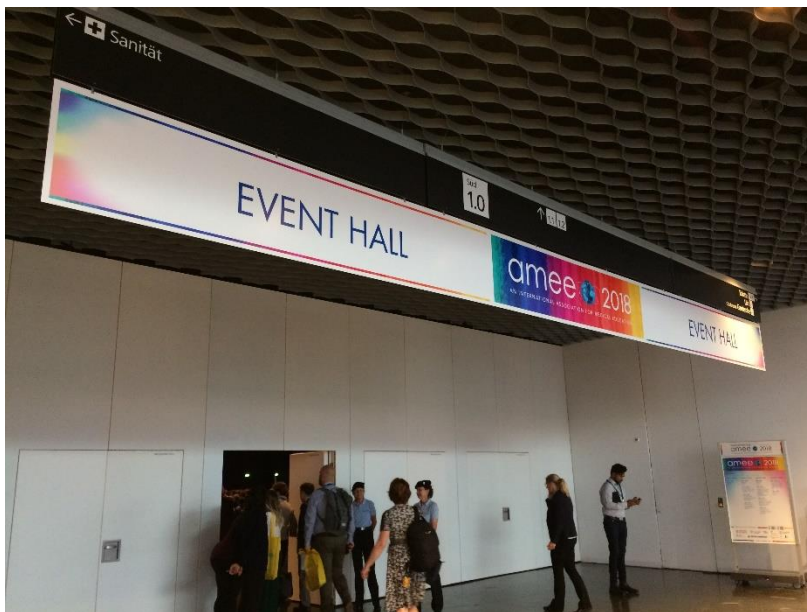
Guidance of visitor flows inside the building | Event Hall

Hanging sign | Sign under existing signage: Hall 1 entrance Event Hall

Sign under existing signage: 920 x 60 cm or 920 x 40 cm

Material: Digital print on Forex 5mm

Different sizes possible, 920 x 60 cm recommended



Position: Foyer Event Hall

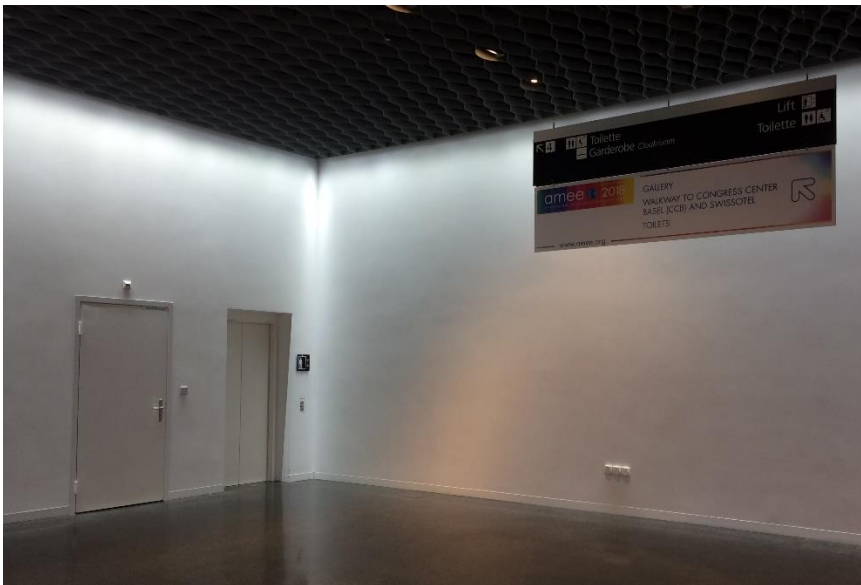
Guidance of visitor flows inside the building | Event Hall

Hanging sign | Sign under existing signage: Hall 1 foyer right side

Sign under existing signage: 200 x 60 cm or 200 x 40 cm

Material: Digital print on Forex 5mm

Different sizes possible, 200 x 60 cm recommended



Position: Foyer Event Hall

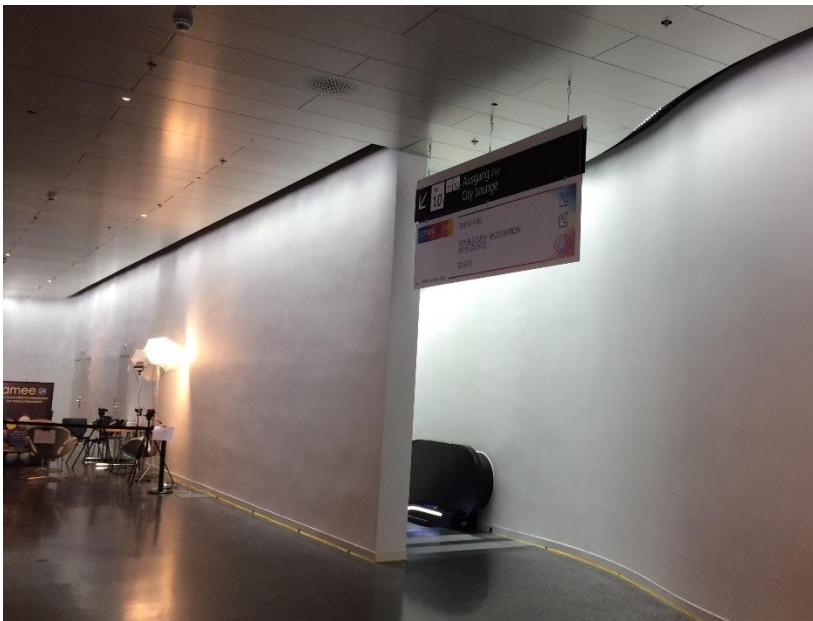
Guidance of visitor flows inside the building | Event Hall

Hanging sign | Sign under existing signage: Hall 1 gallery at the escalator

Sign under existing signage: 160 x 60 cm or 160 x 40 cm

Material: Digital print on Forex 5mm

Different sizes possible, 160 x 60 cm recommended



Position: Foyer Event Hall

Guidance of visitor flows inside the building | Event Hall

Hanging sign | Sign under existing signage: Hall 1 gallery towards toilets

Sign under existing signage: 200 x 60 cm or 200 x 40 cm

Material: Digital print on Forex 5mm

Different sizes possible, 200 x 60 cm recommended



Position: Foyer Event Hall

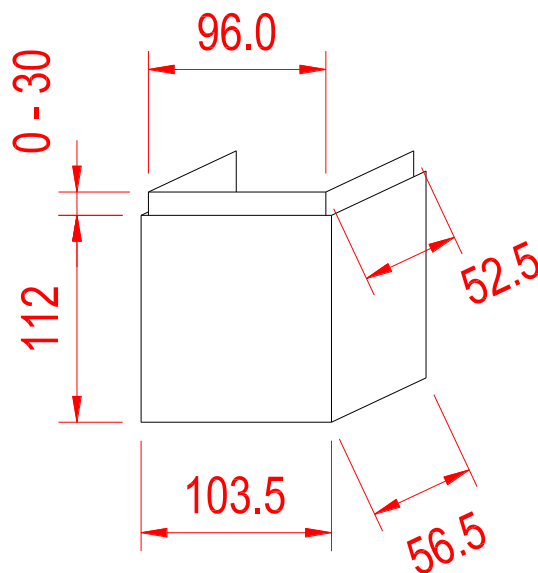
Branding & Advertising options

Inscriptions on furnishings | Lectern

Lectern height-adjustable

Fully encased or front cover

Direct printing on 5 mm Forex



Positions: San Francisco, Sydney and Singapore

Branding & Advertising options

Inscriptions on furnishings | Lectern big

1st option: Forex

Fully encased or front cover
Material: direct printing on 5 mm Forex

Front cover: 114 x 115 cm
Side covers: 63,5 x 115 cm



2nd option: printed magnetic sheet

Front cover
Material: digital printing on foil VM-Polyeicht

Front cover: 111.4 x 118 cm



Position: San Francisco, Sydney und Singapore

Branding & Advertising options

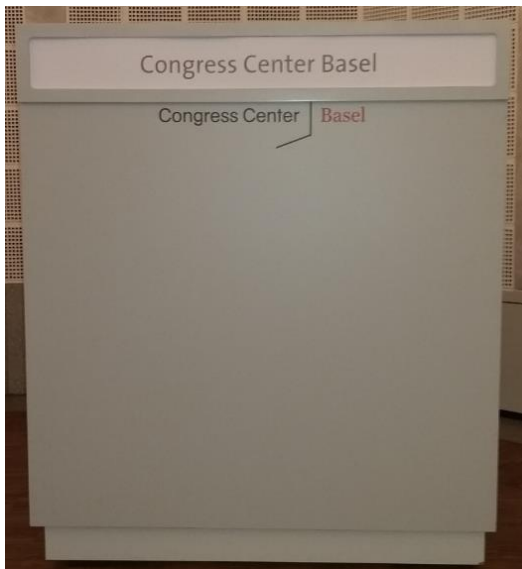
Inscriptions on furnishings | Lectern big

3rd option: printed magnetic sheet with nameplate

Front cover

Material: digital printing on VM-Polyeicht

Front cover: 111.4 x 100.7 cm



4th option: magnetic sheet with nameplate

Nameplate: 110 x 12.5 cm



Position: San Francisco, Sydney und Singapore

Branding & Advertising options

Inscriptions on furnishings | Lectern small

Front cover: 54 x 118 cm

Material: direct printing on 5 mm Forex



Position: Osaka, Samarkand or Rio

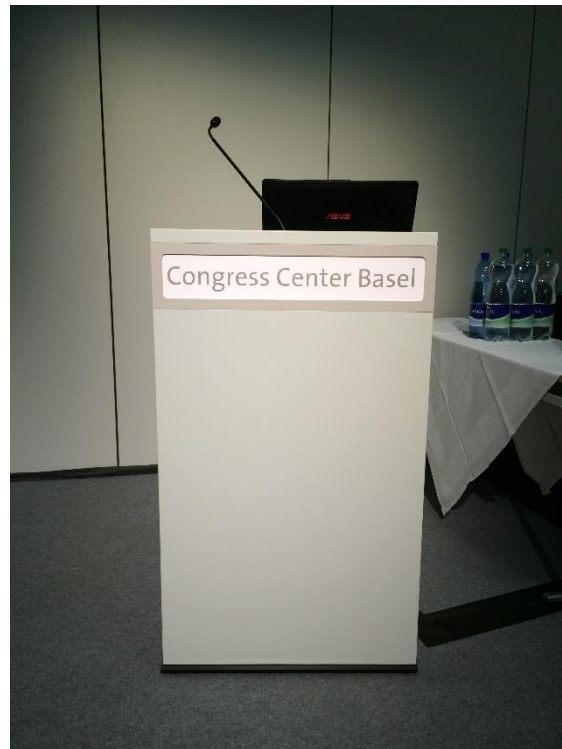
Branding & Advertising options

Inscriptions on furnishings | Lectern modular rooms

Front cover complete: 65 x 112 cm
Material: direct printing on 5 mm Forex



Front cover to nameplate: 65 x 91 cm
Material: direct printing on 3 mm Forex or foil



Position: Darwin, Lima, Boston, Shanghai, Delhi,
Kairo



Branding & Advertising options

Inscriptions on furnishings| Lectern and Board tables Montreal

Lectern front cover

Advertising surface: 103.5 x 76.4 cm

backlit in colour with RGB colours / direct printing on adhesive foil or direct printing on 5 mm Forex

Nameplate paper size: 94.5 x 12.5 cm

Nameplate visible part: 85 x 9 cm

Front cover Board table

Advertising surface: 200 x 50 cm

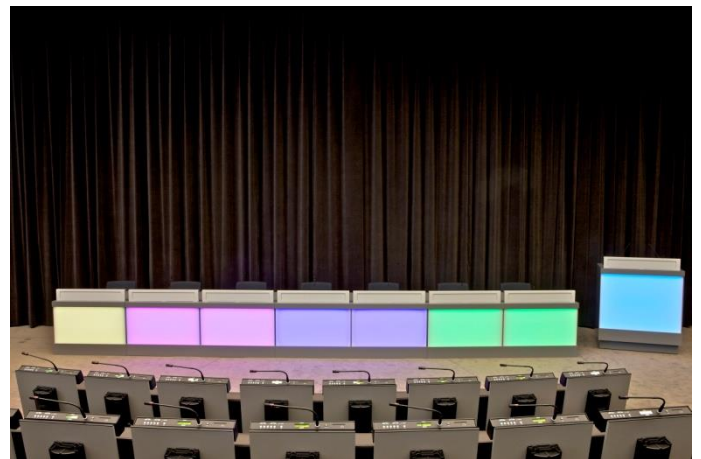
backlit in colour with RGB colours / direct printing on adhesive foil or direct printing on 5 mm Forex

Nameplate paper size: 94.5 x 12.5 cm

Nameplate visible part: 85 x 9 cm



Position: Montreal



Branding & Advertising options

Inscriptions on furnishings | Electronic lectern signage

Electronic screen in front of the lectern

Variable proportions: image sizes from 40"-50" possible



Positions: various locations



Branding & Advertising options

Inscriptions on furnishings | Board table

Fully encased or front cover

Advertising surface:

Front: 180/182 x 88 cm or 180/182 x 70 cm Sides: 83,5 x 88 cm

Direct printing on 5 mm Forex



Position: various

Branding & Advertising options

Inscription on furnishings | Board table seminar

Seminar table with a front panel, gates

Fully encased or front panel

Front: 180/182 x 75 cm

Sides: 76 x 75

Direct printing on 5 mm Forex



Position: various

Branding & Advertising options

Advertisement outside | Facade sticker

Advertising space: 875 x 110 cm

Material: digital print on self-adhesive foil



Position: facade of the main entrance to the Congress Center Basel.

Branding & Branding & Advertising options

Advertisement outside | Revolving doors

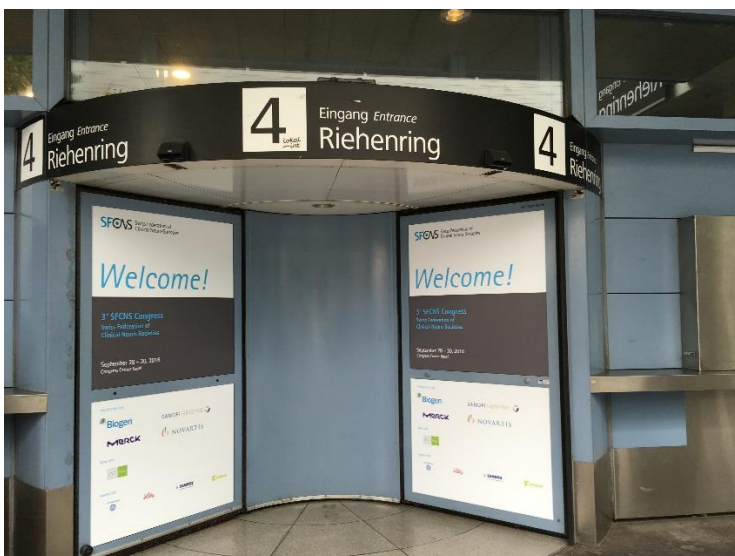
Advertising space inner part: 114 x 217.5 cm / 4 sides per revolving door

Material: printing on magnetic sheet



Advertising space doors: upper part 106 x 108 cm; lower part 106 x 83 cm / 16 sides per revolving door

Material: Printing on magnetic sheet



Positions: Revolving doors Entrance Congress Center Basel / Hall 4

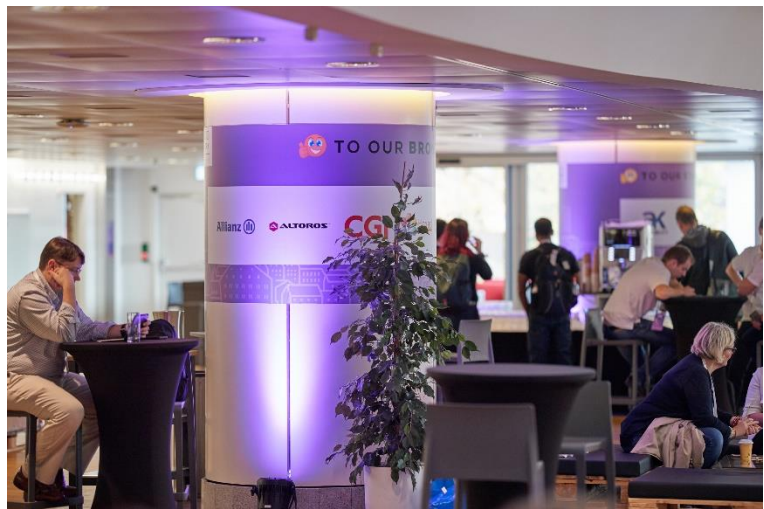
Branding & Advertising options

Advertisement inside the building | Inscriptions on pillars

Advertising space: 4 x 104,5 x 200 cm

Material: print on self-adhesive film

Any other pillar can be branded in different variations



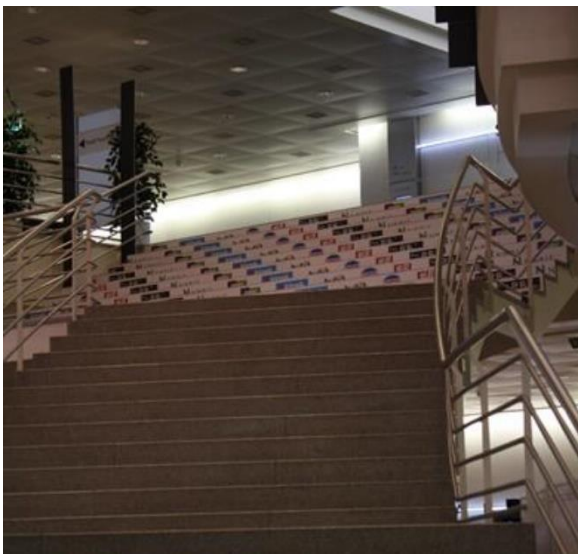
Positions: Foyer 2nd and 3rd floor

Branding & Advertising options

Advertisement inside the building | Stairs branding

Advertising space: approx. 750 x 15 cm, every step has a different size

Material: direct printing on foil, removable



Position: Big stairs from the 2nd to the 3rd floor.

Branding & Advertising options

Advertisement inside the building | IWB wall branding

Advertising space: 385 x 215 cm

Material: direct printing on opaque fabric (tenter frame)



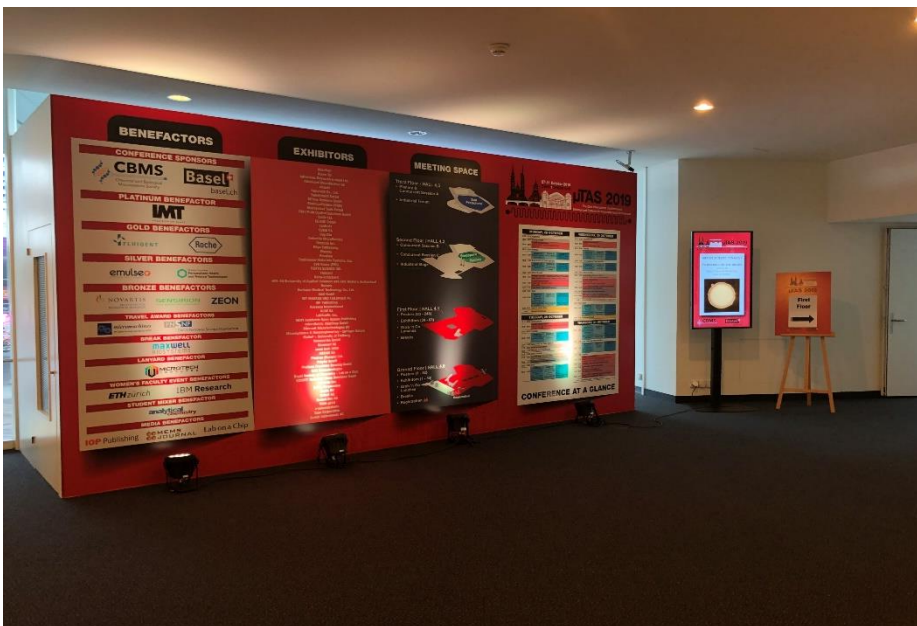
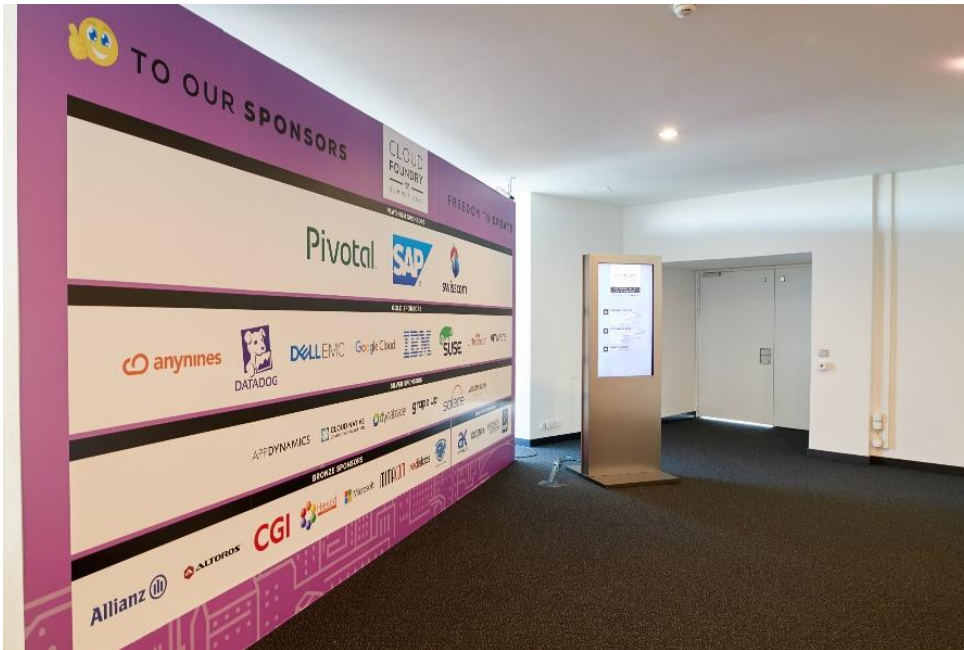
Position: foyer second floor, beside the escalator coming up

Branding & Advertising options

Advertisement inside the building | Wall mezzanine

Advertising space: 584,5 x 299 cm

Material: digital print on PVC Foil



Position: In the mezzanine, between the escalators which goes from the ground floor to the 2nd floor.

Branding & Advertising options

Advertisement inside the building | Escalators

Glass windows and handrails: various sizes

Material: digital print on PVC foil



Position: escalators from the ground floor to the 3rd floor.

Branding & Advertising options

Advertisement inside the building | Registration adhesive stickers

Stickers on USM corpus: 73.3 x 33.3 cm

Material: digital print on PVC foil



Position: on registration USM desks, entrance CCB or 2nd floor

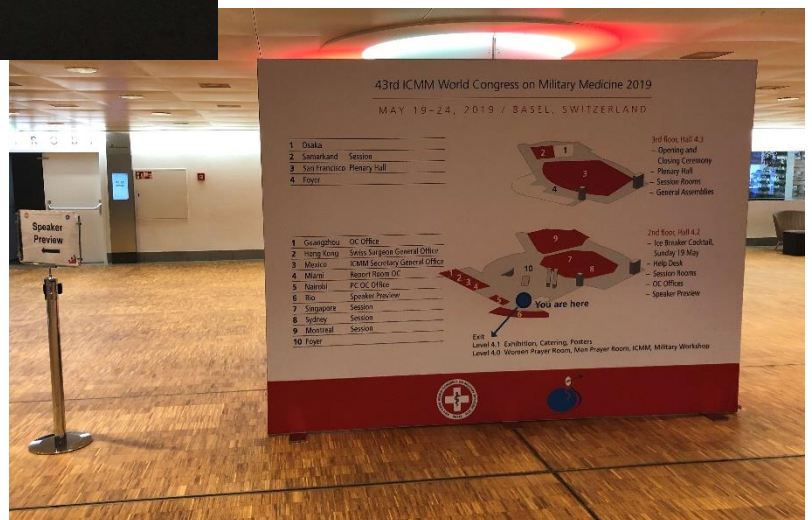
Branding & Advertising options

Advertisement inside the building | Tenter frame

Advertising space: 100-400 cm x 250 cm / 100-400 cm x 400 cm

Material: digital print on cloth

More sizes on request



Position: various

Branding & Advertising options

Advertisement inside the building | Roll-ups

Advertising space: 85 x 200 cm / 100 x 200 cm

Material: digital print on banner material

More sizes on request



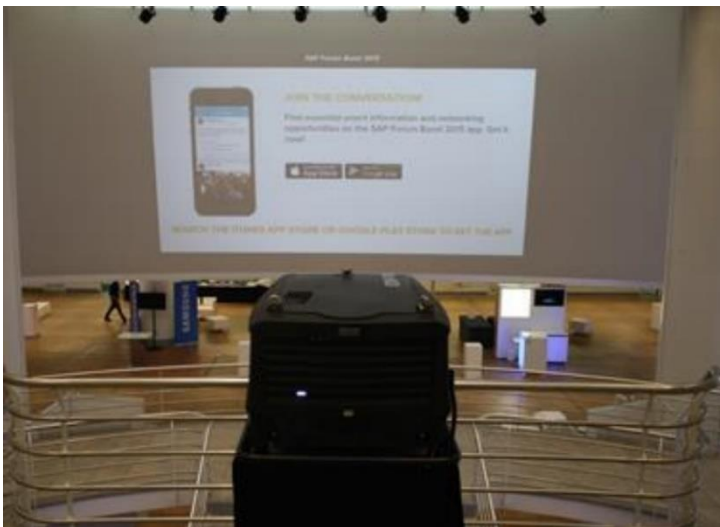
Position: various

Branding & Advertising options

Advertisement inside the building | Projection on white wall

Advertising space: various sizes

Material: projection or gobo



Position: white wall between the 2nd and 3rd floor, coming out of room San Francisco

Branding & Advertising options

Advertisement inside the building | Back wall Shanghai

Advertising space: 850 x 470 cm

Material: digital print on PVC foil



Position: Hall 4.0, back wall room Shanghai.

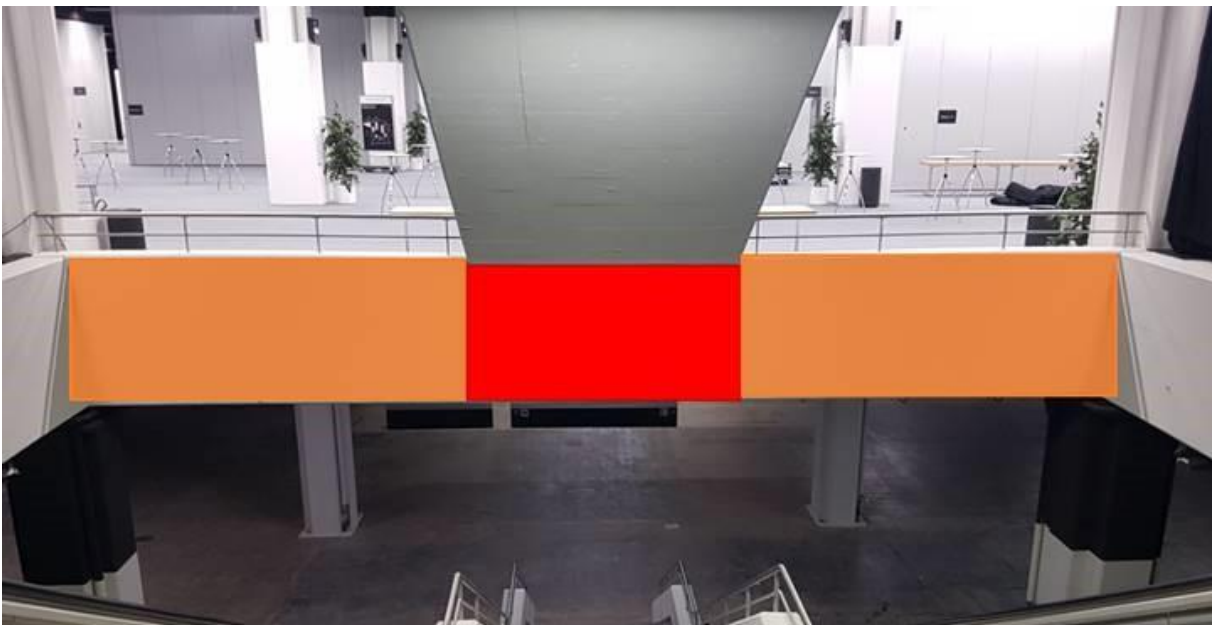
Branding & Advertising options

Advertisement inside the building | Tarp

Advertising space fully covered (red and orange): 1018 x 140 cm

Advertising space middle part (red): 272 x 140 cm

Material: digital print on tarp



Position: Hall 4.0, escalator to hall 4.U.

Branding & Advertising options

Advertisement inside the building | Glass panels

Advertising space: approx. 90 x 90 cm

Material: digital print on PVC foil



Position: Hall 4.0, railing foyer modular rooms.

Branding & Advertising options

Advertisement inside the building | Table signs

Advertising space: 59 x 42 cm

Material: digital print on forex



Position: various.

Branding & Advertising options

Advertisement inside the building | Windows

Advertising space: 135 x 205 cm

Material: print on self-adhesive foil



Position: 3rd floor, next to Osaka/Samarkand

Branding & Advertising options

Advertisement inside the building | Poster

Snap frame with protective film

Poster: 90,5 x 128 cm

Material: digital printing on APG paper



Positions (see the map on page 4):

40-42: mezzanine level, toilets

43-47: 2nd and 3rd floor, toilets

The following also applies

Status May 2021 | Subject to modifications.

- It is essential to check the dimensions again prior to production. The Congress Center Basel does not assume any liability for incorrectly produced elements.
- Data format for production: vector graphics (.eps, .pdf, .ai)
- We also refer you to our fact sheets which contain additional details.
- 1 x file processing is included per position (file preparation for printing by specialist staff) each additional subject per position is charged at an additional CHF 30.00.
- Print data has to be provided by the customer.