Guidance of visitor flows, signage and branding possibilities

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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 / Bleichestrasse
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

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-Polyeight
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-Polyeight

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 & 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.