



**IDF** 2025  
**BANGKOK**  
7-10 APRIL

# BRANDING OPPORTUNITIES



[www.idf2025.org](http://www.idf2025.org)



## Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



# INCREASE YOUR VISIBILITY AT THE IDF WORLD DIABETES CONGRESS 2025

## VENUE BRANDING OPPORTUNITIES BANGKOK INTERNATIONAL TRADE & EXHIBITION CENTER (BITEC)

### Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

Foyer of main entrance to the BITEC via the gangway from the BTS skytrain station

**DESCRIPTION**

Prime location in high traffic area at sole access to the BITEC Center from the BTS station.  
 Immediately visible placed at an angle conducive to oncoming traffic's line of sight above the BITEC info counter.  
 Reaches the largest audience of healthcare professionals as BTS is the most frequently used means of transport.



**FULL SCREEN**

- Screen size: 9.50m length x 1.50m height
- Pixel: 2432 width x 384 height
- File type: MP4 video file or JPG Image file
- Size: max 195 MB
- Airtime: 15 second spots / maximum 16 spots per screen / operating 14 hours from 08:00 until 22:00 from 7 to 10 April / 12 times per hour / 3 minutes per hour / 168 times per day
- IDF Congress related content and the official Welcome message will be shown between sponsor adverts.
- Quantity: 16 spots / Non-exclusive
- Rates: EUR 3.000,00 / spot for congress period 7 to 10 April = 4 days

**Increase your visibility**

**Digital billboard @ link bridge**

**Digital Archway Column Wrap**

**Digital Archway Column Wrap**

**Digital Column Wrap**

**Digital Kiosk**

**Outdoor Billboard**

**Outdoor Billboard**

**Printed column wrap**

**Printed column wrap**

**Grand Board**

**Grand Board**

**Escalator wrapping**

**Escalator wrapping**

**Escalator wrapping**

**Escalator wrapping**

**Floor decals**

**Floor decals**

**Hanging booth banner**

**Seat Cubes**

**Printed Water Dispenser wrap**

**BITEC Floor Plan**



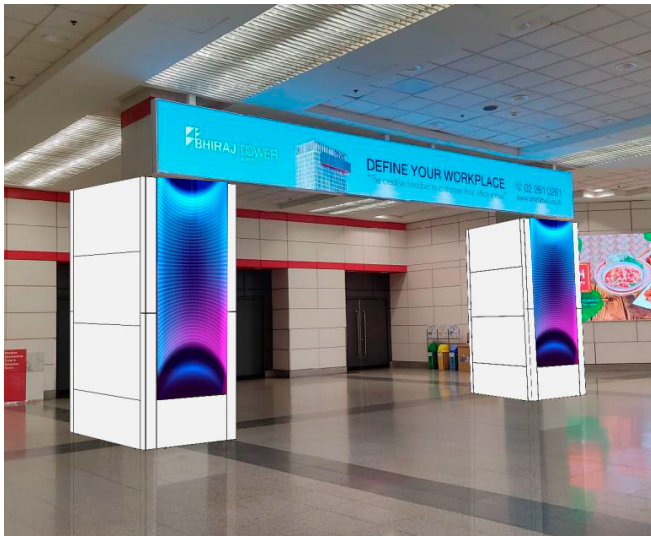
## LOCATION

IDF Congress 2025 Exhibition Hall EH 98 - Entrance West

## DESCRIPTION

Prime location in high traffic area marking the entrance to the IDF Congress 2025 exhibition event floor.

The large foyer is the focal point for delegates to meet & greet. It offers food outlets & coffee bars with plenty of social seating. The IDF Congress 2025 registration and congress bag distribution counters as well as the BTS ticket counter are located next to the exhibition entrance; registrants standing in line to pick up their congress material will increase your visibility significantly. Large programme displays and floorplan boards will draw attention and thus extend the dwell time of delegates even further.



## SPECIFICATION

- Column size: 1.25m width x 4.95m height
- Screen size: 1.25m width x 3m height – 1 sided
- Pixel: 256 width x 768 height
- File type: MP4 video file or JPG Image file
- Size: max 195 MB
- Airtime: 15 second spots / maximum 20 spots per screen / operating 14 hours from 08:00 until 22:00 from 7 to 10 April / 12 times per hour / 3 minutes per hour / 168 times per day
- IDF Congress related content and the official Welcome message will be shown between sponsor adverts.
- Quantity: 1 Set = left and right column - Non-exclusive
- Rates: EUR 1.500,00 / spot for congress period 7 to 10 April = 4 days

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



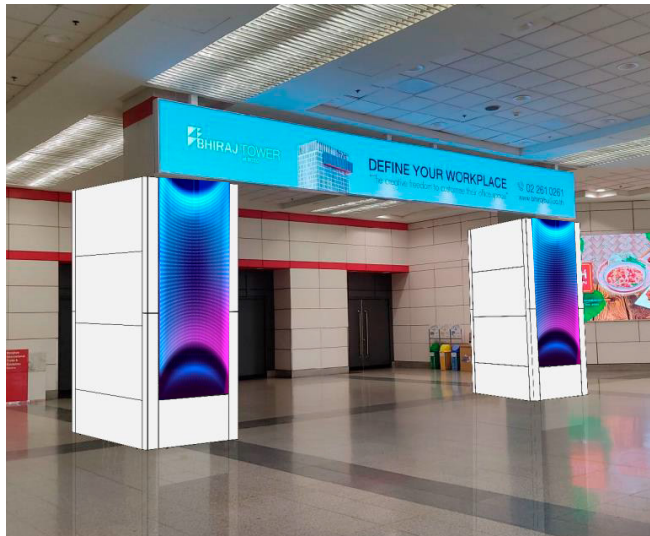
## LOCATION

IDF Congress 2025 Exhibition Hall EH 98 - Entrance North

## DESCRIPTION

Excellent location in high traffic area marking the entrance to the IDF Congress 2025 exhibition event floor.

This entrance is located close to the escalator leading up to the Convention level 1 where all scientific session halls are located. It will be heavily frequented to access the exhibition area, E-Poster presentations, sessions in the Diabetes Spotlight, catering area with coffee outlets, charging facilities and the Global village featuring the IDF Stand.



## SPECIFICATION

- Column size: 1.25m width x 4.95m height
- Screen size: 1.25m width x 3m height – 1 sided
- Pixel: 256 width x 768 height
- File type: MP4 video file or JPG Image file
- Size: max 195 MB
- Airtime: 15 second spots / maximum 20 spots per screen / operating 14 hours from 08:00 until 22:00 from 7 to 10 April / 12 times per hour / 3 minutes per hour / 168 times per day
- IDF Congress related content and the official Welcome message will be shown between sponsor adverts.
- Quantity: 1 Set = left and right column / Non-exclusive
- Rates: EUR 1.500,00 per spot for congress period 7 to 10 April

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



LOCATION

IDF Congress 2025 Exhibition Hall EH 98 - Ground floor

- 2 columns on the right-hand side close to escalator to the BTS skytrain entrance – Foyer West
- 2 columns on the left-hand leading to the concourse and Exhibition Hall 98 access North

DESCRIPTION

Each column has four large LED displays for all-round visibility. All four columns are eye catcher framing the Welcome Foyer area which is the central contact point to meet & greet, register and pick up the congress material.



SPECIFICATION

- Column size: 3m width x 4.95m height
- Screen size: 1m width x 3m height
- Pixel: 384 width x 768 height per screen – 4-sided
- File type: MP4 video file or JPG Image file
- Size: max 195 MB
- Airtime: 15 second spots / maximum 20 spots per screen / operating 14 hours from 08:00 until 22:00 from 7 to 10 April / 12 times per hour / 3 minutes per hour / 168 times per day
- IDF Congress related content and the official Welcome message will be shown between sponsor adverts.
- Quantity: 4 / Non-exclusive
- Rates: EUR 2.000,00 per spot for the congress period 7 to 10 April

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

IDF Congress 2025 Exhibition Hall EH 98 - Ground floor

- 1 Kiosk on the right-hand side close to escalator to the BTS skytrain entrance - Foyer West
- 1 Kiosk on the left-hand side leading to the concourse and Exhibition Hall EH 98 access North

Convention floor level 1:

- 1 Kiosk at the corner of Bhiraj Hall 1 and Amber Hall 3
- 1 Kiosk at the Speaker slide intake Meeting room 218/219
- 1 Kiosk in the Grand Hall Foyer

**DESCRIPTION**

The BITEC digital kiosk is a sleek and slimline free standing floor totem designed for advertising and signage. The eye-catching kiosk is strategically placed to inform and engage the delegates on their way to session halls and the exhibition event floor.



**SPECIFICATION**

- Size: 0.615m width x 1.6m height - 1-sided
- Pixel: 1440 width x 3840 height
- File type: MP4 video file or JPG Image file
- Size: max 195 MB
- Airtime: 15 second spots / maximum 20 spots per screen / operating 14 hours from 08:00 until 22:00 from 7 to 10 April / 12 times per hour / 3 minutes per hour / 168 times per day
- IDF Congress related content and the official Welcome message will be shown between sponsor adverts.
- Quantity: 5 - two on ground floor and three on level 1 / Non-exclusive
- Rates: EUR 1.000,00 per spot for congress period 7 to 10 April

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



# OUTDOOR BILLBOARD

REF P01

## LOCATION

Car & Bus drop off area for Exhibition hall EH 98

## DESCRIPTION

A supersized billboard of 30m<sup>2</sup> welcoming all delegates arriving by private transportation



## SPECIFICATION

- Size: 10 m width x 3 m height
- Material: Vinyl Inkjet
- Quantity: 1 / Exclusive
- Rates: EUR 6.000,00 incl production, installation and dismantling.
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan





# OUTDOOR BILLBOARD

REF P02

## LOCATION

Rooftop of Exhibition Hall 98 facing Sukhumvit Road

## DESCRIPTION

A silent giant of advertising : the largest and only billboard on the rooftop of Exhibition hall 98 catching the eyes of all participants coming in by private or public transportation via Sukhumvit road and BTS line.



## SPECIFICATION

- Size: 30m width x 4.90m height
- Material: Vinyl Inkjet
- Quantity: 1 / Exclusive
- Rates: EUR 16.000,00 incl production, installation and dismantling.
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

IDF Congress 2025 Exhibition hall EH 98 Welcome Foyer West - Ground floor

**DESCRIPTION**

Large scale eye catching panels in high traffic area with unrestricted visibility from 4 sides.

The large foyer is the focal point for delegates to meet & greet. It offers food outlets & coffee bars with plenty of social seating. The IDF Congress 2025 registration and congress bag distribution counters as well as the BTS ticket counter are located next to the exhibition entrance; registrants standing in line to pick up their congress material will increase your visibility significantly. Large programme displays and floorplan boards will draw attention and thus extend the dwell time of delegates even further.



**SPECIFICATION**

- Material: System or wood structure with sticker wrap
- Artwork size: 1.40m width x 2.5m height
- Quantity: 12 columns with 4 sides each / Non-exclusive
- Rates: EUR 2.500,00 per column incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



# PRINTED COLUMN WRAP

REF P04

## LOCATION

IDF Congress 2025 Exhibition hall EH 98 Foyer North - Ground floor

## DESCRIPTION

Large-scale eye-catching panels in high traffic area with unrestricted visibility from 4 sides.

This entrance is located close to the escalator leading up to the Convention level 1 where all scientific session halls are located. It will be heavily frequented to access the exhibition area, E-Poster presentations, sessions in the Diabetes Spotlight, catering area with coffee outlets, charging facilities and the Global village featuring the IDF Stand.



## SPECIFICATION

- Material: System or wood structure with sticker wrap
- Artwork size: 1.40m width x 2.5m height
- Quantity: 5 columns with 4 sides each / Non-exclusive
- Rates: EUR 2.500,00 per column incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

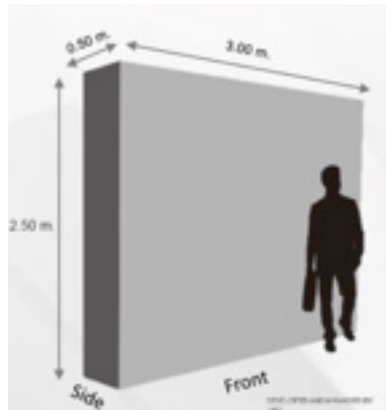
Welcome Hall on the Convention level 1

**DESCRIPTION**

Free standing Jumbo display board that immediately catches the eye and makes an impression. The board is prominently positioned in the Welcome Hall, which forms the link between the session halls Amber, Nile, Silk and the Speaker preview room and Grand Halls; an area with constantly high footfall throughout the Congress.

**SPECIFICATION**

- Material: High-quality wood structure with vinyl or sticker wrap on both sides
- Artwork size: 3m width x 2.5m height x 0.50m depth
- Quantity: 1 / Exclusive
- Rates: EUR 3.000,00 incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025



Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

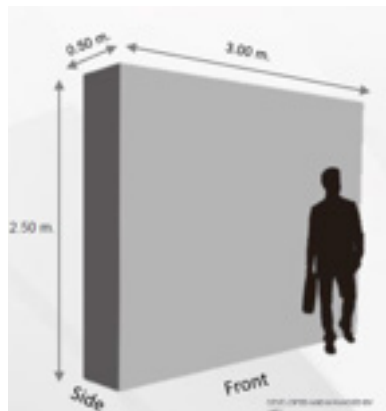
Grand Hall Foyer on the Convention level 1

**DESCRIPTION**

Free standing Jumbo display board that immediately catches the eye and makes an impression. The board is prominently positioned in the Pre function area of the Grand Halls where the IDF Congress 2025 Opening Ceremony and Welcome Reception will be held as well as scientific sessions throughout the Congress.

**SPECIFICATION**

- Material: High-quality wood structure with vinyl or sticker wrap on both sides
- Artwork size: 3m width x 2.5m height x 0.50m depth
- Quantity: 1 / Exclusive
- Rates: EUR 3.000,00 incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025



Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

IDF Congress 2025 Exhibition hall EH 98 Welcome Foyer West - Ground floor

**DESCRIPTION**

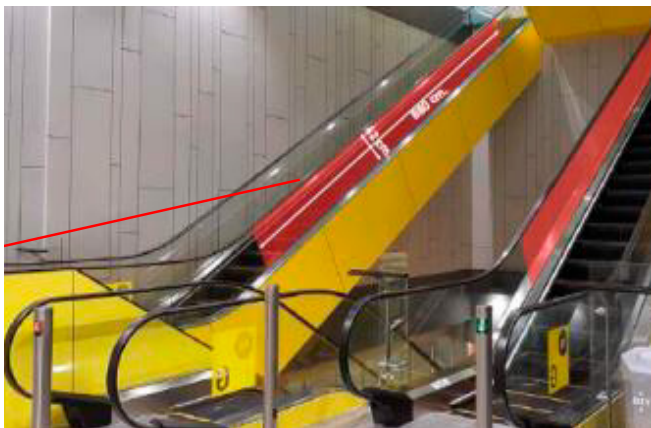
These parallel escalators are the closest connection between the ground floor Welcome Foyer West and the Convention area on level 1 and are in constant use throughout the day.

This type of advertising is great for single-line text advertisements that are meant to leave a lasting impression because the length allows for large typography.

Placed in a large open-air portion of the BITEC Center they stick out. Capitalize on their noticeability to increase awareness for your brand. With the escalator glass decal that runs down the length of the escalator your advertisement is sure to get noticed by our delegates.

**SPECIFICATION**

- Material: Inkjet indoor PVC removable sticker
- Artwork size: 8.80m length x 0.62m height
- Quantity: 4 panels / Non-exclusive
- Rates: EUR 5.000,00 incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025



Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



**LOCATION**

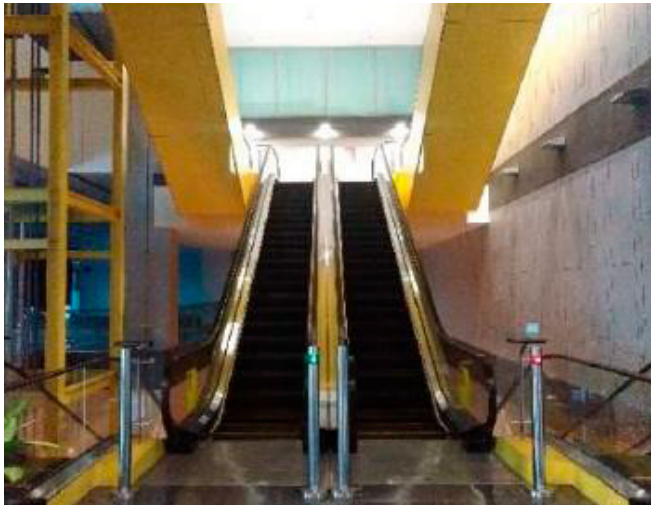
Convention level 1 next to session hall Amber 4

**DESCRIPTION**

These parallel escalators are the closest connection between the ground floor Welcome Foyer West and the Convention area on level 1 and are in constant use throughout the day.

This type of advertising is great for single-line text advertisements that are meant to leave a lasting impression because the length allows for large typography.

Placed in a large open-air portion of the BITEC Center they stick out. Capitalize on their noticeability to increase awareness for your brand. With the escalator glass decal that runs down the length of the escalator your advertisement is sure to get noticed by our delegates.



**SPECIFICATION**

- Material: Inkjet indoor PVC removable sticker
- Artwork size: 6.95m length x 0.62m height
- Quantity: 4 panels / Non-exclusive
- Rates: EUR 5.000,00 incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



## LOCATION

IDF Congress 2025 Exhibition hall EH 98 Welcome Foyer North - Ground floor

## DESCRIPTION

These parallel escalators connect the ground floor exhibition entrance Foyer North with the Convention level 1 and are in constant use throughout the day.

This type of advertising is great for single-line text advertisements that are meant to leave a lasting impression because the length allows for large typography.

Placed in a large open-air portion of the BITEC Center they stick out. Capitalize on their noticeability to increase awareness for your brand. With the escalator glass decal that runs down the length of the escalator your advertisement is sure to get noticed by our delegates.



## SPECIFICATION

- Material: Inkjet indoor PVC removable sticker
- Artwork size: 6.98m length x 0.62m height
- Quantity: 4 panels / Non-exclusive
- Rates: EUR 5.000,00 incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



# ESCALATOR WRAPPING

REF P10

## LOCATION

Convention level 1 next to session hall Silk

## DESCRIPTION

These parallel escalators connect the ground floor exhibition entrance Foyer North with the Convention level 1 and are in constant use throughout the day.

This type of advertising is great for single-line text advertisements that are meant to leave a lasting impression because the length allows for large typography.

Placed in a large open-air portion of the BITEC Center they stick out. Capitalize on their noticeability to increase awareness for your brand. With the escalator glass decal that runs down the length of the escalator your advertisement is sure to get noticed by our delegates.



## SPECIFICATION

- Material: Inkjet indoor PVC removable sticker
- Artwork size: 2.78m length x 0.62m height
- Quantity: 4 panels / Non-exclusive
- Rates: EUR 5.000,00 incl production, installation and dismantling
- Booking deadline 1 March 2025
- Artwork submission by 7 March 2025

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



## FLOOR DECALS

REF P11

### LOCATION

Exhibition hall 98 Foyer West & North - 6 locations of total 399 sqm

### SPECIFICATION

- |                      |                     |                     |
|----------------------|---------------------|---------------------|
| 1. 18 sqm: 1,5 x 12m | 3. 108 sqm: 6 x 18m | 5. 105 sqm: 3 x 35m |
| 2. 48 sqm: 4 x 12m   | 4. 60 sqm: 3 x 20m  | 6. 60 sqm: 3 x 20m  |

## FLOOR DECALS

REF P12

### LOCATION

Exhibition hall 99 Foyer North - 1 location of total 40 sqm

### SPECIFICATION

Specification 40 sqm: 4 x 10m

### DESCRIPTION

Floor decals mean maximising the space to its full potential. With floor decals, you can boost your presence at the congress: use logo floor decals to raise brand awareness or announce your satellite symposium and choose foot traffic floor decals to direct delegates to your exhibition booth.

Strategically positioned you can choose up to six locations in the foyer of Exhibition hall 98 to attract the attention of our delegates

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



## FLOOR DECALS



### FLOOR DECALS

- Material: Inkjet sticker
- Quantity: 7 – non-exclusive
- Rate EUR 46,00 per sqm incl production, installation and dismantling

Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

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Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan

# HANGING BOOTH BANNER

REF P13

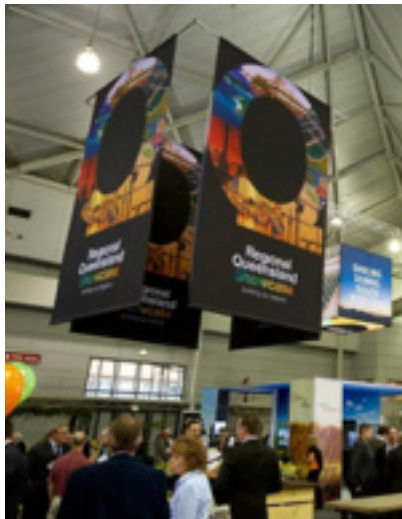
## LOCATION

Grabbing attention is challenging at large congresses and hanging banners are a highly effective way to make your company stand out.

Hanging banners are powerful marketing tools designed to be suspended from the 12m high ceiling in exhibition hall 98. Their elevated position makes them highly visible. By displaying your logo prominently, hanging banners reinforce your brand identity throughout the event. Suspended above the crowd, they catch the eye from a distance, his elevated positioning makes it easy for attendees finding your booth.

## SPECIFICATION

- Material: 100 Polyester knitted fabric
- Artwork size: 4m Length x 3m Width
- Quantity: 1 banner per booth / Non-exclusive
- Rate EUR 2.000,00 incl production, installation and dismantling



Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

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Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



# SEAT CUBES

REF P14

## LOCATION

Social seating areas Exhibition Hall 98 and Convention floor

## DESCRIPTION

If you are looking for a modern and alternative way to promote your brand branded cube seats are perfect for you. The printed seating cubes are compact, practical and easy to use, making them ideal for “break out areas” and social seating at large events. Prominently placed throughout the venue they are very popular with delegates for a short break in the hustle and bustle of the congress.

Seating cubes are fully customizable to match your brand colour specification.

## SPECIFICATION

- Material: Sticker wraps on 4 sides
- Artwork size: 0,55m L x 0.50m H
- Quantity: Set of 20 / non-exclusive
- Rate EUR 500 incl production, installation and dismantling



Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan



# PRINTED WATER DISPENSER WRAP

REF P15

## LOCATION

Various sites Exhibition Hall 98 Foyer West & North and Convention floor

## DESCRIPTION

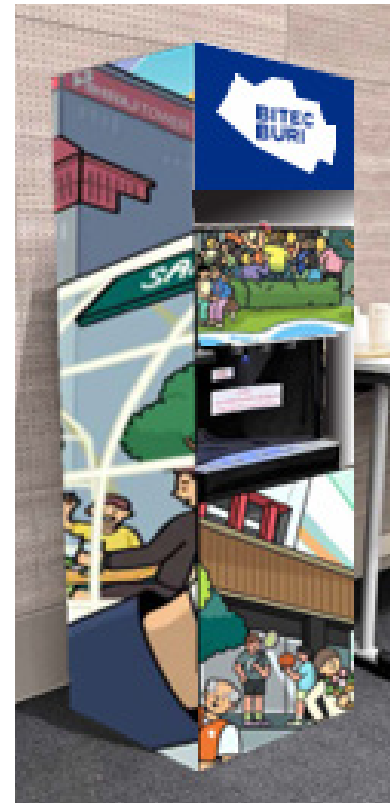
Capture the attention of our delegates in high footfall areas with a Water Cooler branded with your logo. A perfect marketing opportunity, a branded water cooler looks great in customer-facing areas and adds the professional touch to hospitality and conference facilities.

The benefits of water dispensers are numerous from better taste to more fuel for exercise:

It's better for your health; encourages and makes it easy to drink more water; helps with a sugar-free diet and is easy on the delegate's budget. Purified water is the best exercise fuel and helps to keep the body's water balance on an even keel to prevent debilitating dehydration. This will be without doubt a most popular and frequently used offer at the IDF Congress 2025.

## SPECIFICATION

- Mate Material: System or wood structure with sticker wrap
- Artwork size: 1.50m H x 0.40cm W
- Quantity: 10 / non-exclusive
- Rate EUR 2.500,00 per water dispenser incl. production, installation and dismantling for the congress period 7 to 10 April = 4 days



Increase your visibility

Digital billboard @ link bridge

Digital Archway Column Wrap

Digital Archway Column Wrap

Digital Column Wrap

Digital Kiosk

Outdoor Billboard

Outdoor Billboard

Printed column wrap

Printed column wrap

Grand Board

Grand Board

Escalator wrapping

Escalator wrapping

Escalator wrapping

Escalator wrapping

Floor decals

Floor decals

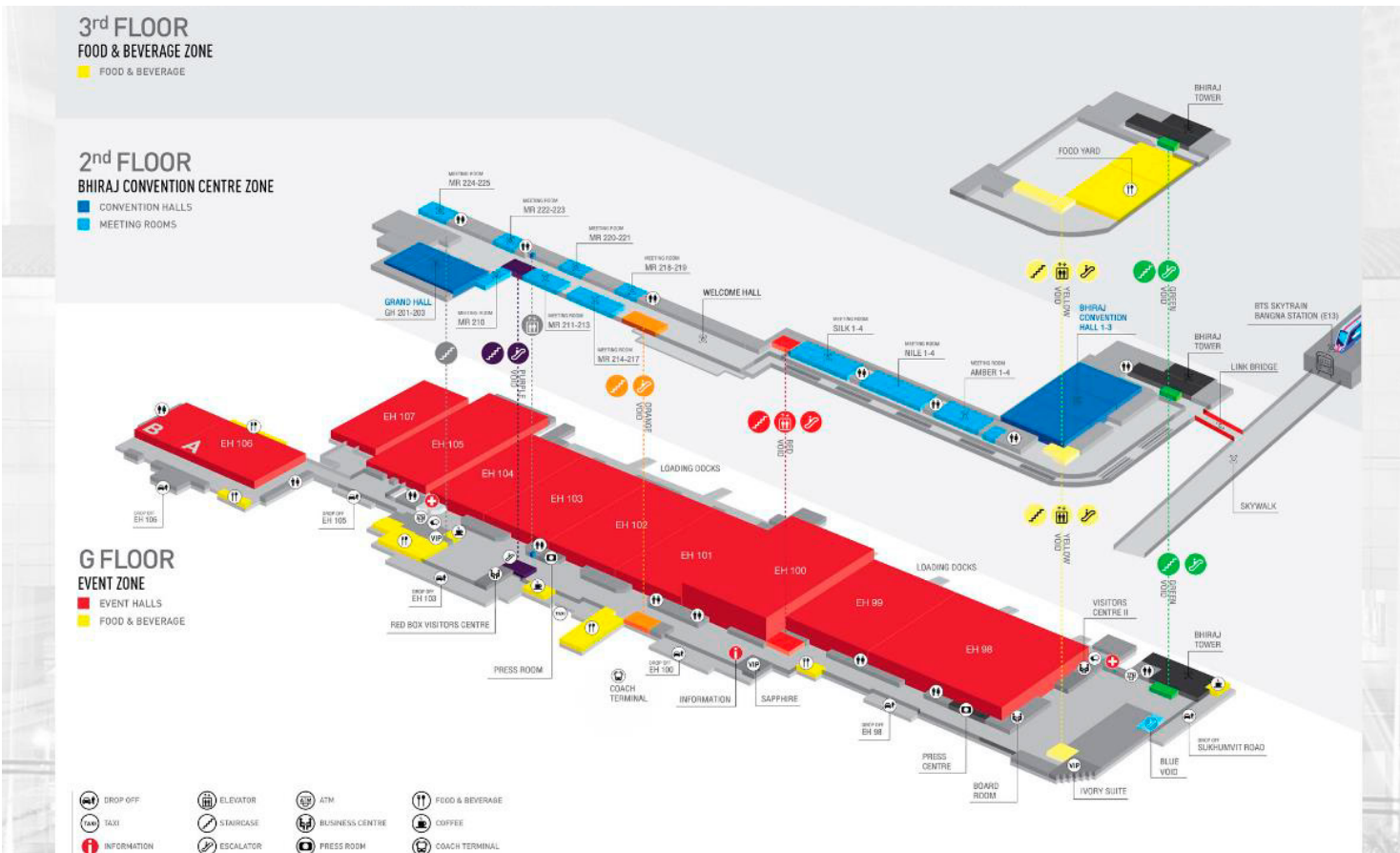
Hanging booth banner

Seat Cubes

Printed Water Dispenser wrap

BITEC Floor Plan





- Increase your visibility
- Digital billboard @ link bridge
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- Digital Column Wrap
- Digital Kiosk
- Outdoor Billboard
- Outdoor Billboard
- Printed column wrap
- Printed column wrap
- Grand Board
- Grand Board
- Escalator wrapping
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- Escalator wrapping
- Escalator wrapping
- Floor decals
- Floor decals
- Hanging booth banner
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## BITEC Floor Plan

