

Catalogue advertising space and services



PVA
EXPO PRAHA

place where you will
get noticed

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PVA EXPO PRAHA

a place to be seen



Approximately 1 million visitors come through the PVA EXPO PRAGUE exhibition grounds in Letňany every year. We organise more than 100 events a year at Prague's largest and most modern trade fair centre, attended by around 8,000 leading companies across all key industries.



Since 1998, the exhibition grounds have been a popular venue for trade fairs, exhibitions, congresses, corporate events and sporting and cultural events. Eight multi-purpose exhibition halls with a total area of 37,000 m², an outdoor exhibition area of 10,000 m², three modern entrance halls, two congress halls and six conference halls, a restaurant and cafés offer a variety of advertising space and services, making the exhibition centre a unique tool for marketing communication.

Advertising at PVA EXPO PRAGUE is suitable for large, established and stable companies, as well as for small and medium-sized enterprises, start-ups and new brands on the market.

1 000 000 visitors

2 congress halls

6 conference rooms

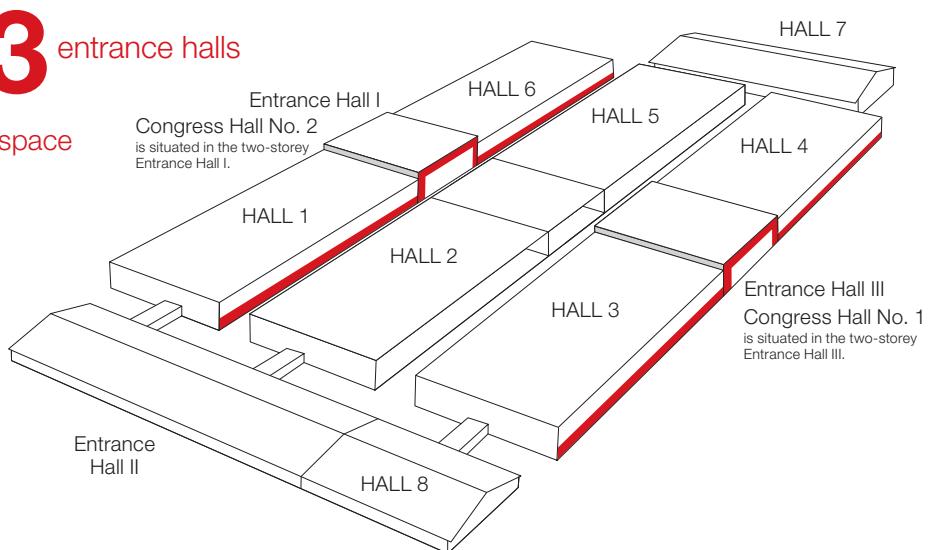
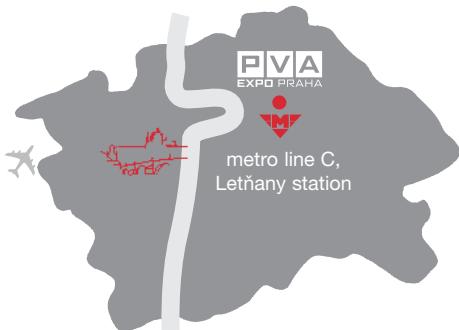
100 events **8** moderních hal

3 entrance halls

8 000 leading companies

37 000 m² of indoor exhibition space

10 000 m² of outdoor exhibition space



TRIBOARD – TRIANGULAR STAND

Dimensions: width 294 cm x height 530 cm

Number of units: 3 surfaces

Description: The walls of the triboard allow unique year-round visibility due to its location on a grassy area in close proximity to the busy intersection of Tupolevova and Prosecká Streets.



FIXED BILLBOARDS

along the fence of the grounds towards Tupolevova Street

Dimensions: width 510 cm x height 240 cm

Number of units: 15

Description: Billboards are an effective means of presentation not only during events on the grounds to address visitors, but also ensure year-round visibility due to their location on the main Letňany thoroughfare.



MOBILE BILLBOARDS

on the grounds near the entrances

Dimensions: width 510 cm x height 240 cm

Number of units: 2

Description: Billboards address visitors in the immediate vicinity of the exhibition halls, with the advantage of variable placement based on consultation with the client.



Outdoor space of the grounds

FLAGS (BANNERS)

Dimensions: width 150 cm x height 100 cm or width 80 cm x height 200 cm

Number of units: 45

Description: Hanging on poles in front of Entrance Hall II or in front of Entrance Hall III in the most frequented entrance areas to the grounds (sold in a pack of 5).



A2 POSTER – TILLS

Dimensions: width 59.4 cm x height 42 cm

Number of units: 7 (depending on the number of open tills)

Description: Placement right next to the glass surface of the till.



SPACE ON THE FENCE OF THE GROUNDS NEAR ENTRANCES – A)

Dimensions: width 400 cm x height 100 cm

Number of units: 8

Description: Placement directly on the fence of the grounds near the entrances.



SPACE ON THE FENCE OF THE GROUNDS NEAR ENTRANCES – B)

Dimensions: width 200 cm x height 100 cm

Number of units: 8

Description: Placement directly on the fence of the grounds near the entrances.



Outdoor space of the grounds

OUTDOOR CITY LIGHT NEAR ENTRANCE HALL III

Dimensions: width 1145 mm × height 1690 mm (visible area: 1083 mm × 1650 mm)

Number of units: 2

Space No.: 9, 10

Description: Prestigious placement in CLV frames on the exterior wall near Entrance Hall III.



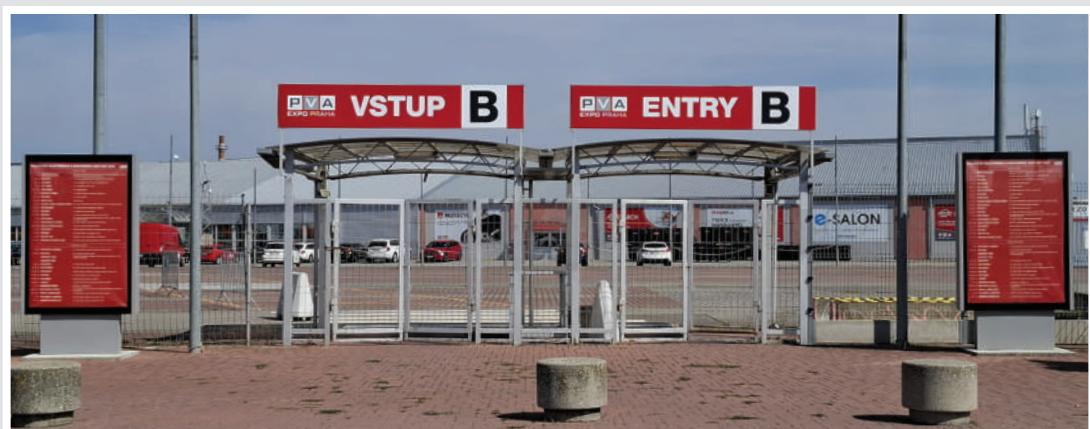
OUTDOOR CITY LIGHT NEAR ENTRANCE B

Dimensions: width 1185 mm × height 1755 mm (visible area: 1102 mm × 1687 mm)

Number of units: 2

Space No.: 7, 8

Description: Prestigious location in CLV frames near Entrance B.



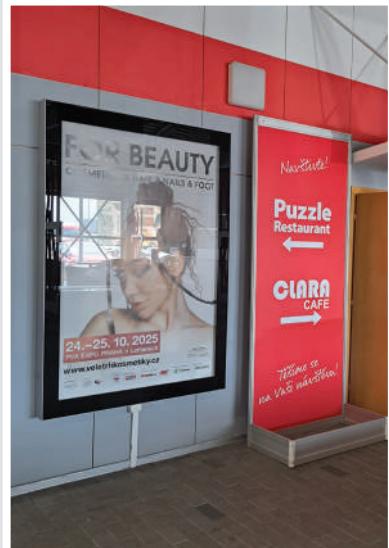
Indoor space of the grounds

INDOOR CITY LIGHT

Dimensions: width 1145 mm × height 1690 mm (visible area: 1083 mm × 1650 mm)

Number of units: 11 Space No.: 1, 2, 3, 4, 5, 5a, 6, 6a, 11, 12, 13

Description: Prestigious placement in CLV frames on the walls of the conference rooms in Entrance Hall II and on the walls in Entrance Hall III.



Indoor space of the grounds

SPACE ON THE RAILING IN ENTRANCE HALL II

Dimensions: width 100 cm × height 100 cm or width 200 cm × height 100 cm

Number of units: 15

Description: Highly visible and popular space for advertising in Entrance Hall II.



SPACE FOR A ROLL-UP STAND IN ENTRANCE HALL II AND III

Dimensions: width 85 cm × height 200 cm

Number of units: 30 (depending on the number of halls in operation)

Description: Space to place your own roll-up stand in the attractive, busy area of Entrance Hall I, Entrance Hall II and Entrance Hall III.



Indoor space of the grounds

ADVERTISING SPOT ON THE ORION BIG SCREEN IN ENTRANCE HALL III

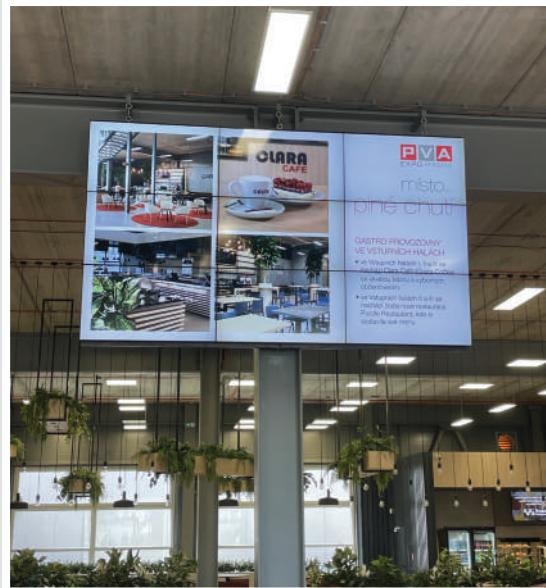
Screen parameters: width 305 cm x height 172 mm

Single screen resolution: 1366 x 768 (total 4098 x 2304)

Number of units: 9 screens in a 3 x 3 matrix

Spot specifications: 16:9, full HD, AVI or MPG video, 25 fps Divx codec, max. size 200 MB, max. length 30 seconds

Popis: Advertising spot in rotation max. 1:10 on the ORION big screen located in Entrance Hall III in front of the restaurant.



LARGE-FORMAT ADVERTISING SPACE IN ENTRANCE HALL III

Dimensions: width 460 cm x height 300 cm

Colour: 4/0 UV

Number of units: 1

Description: Samba textile banner, reinforced hem all around. It takes minimally 14 working days to produce the advertising banner.



Indoor space of the grounds

SAMSUNG 16:9 ADVERTISING SCREENS (HORIZONTAL)

Dimensions: 55" (1920 × 1080 px)

Number of units: 3x Entrance Hall I, 4x Entrance Hall II, 4x Entrance Hall III

Material: .jpg, .pdf

Description: The screens are located at the entrance to the conference rooms in Entrance Hall II and III. One screen is above the registration desk in EH I on the ground floor and two screens on the 1st floor of EH I at the entrances to the conference rooms.



SAMSUNG 9:16 ADVERTISING SCREENS (VERTICAL)

Dimensions: 65" (2160 × 3840 px)

Number of units: 2x Entrance Hall I, 2x Entrance Hall II, 3x Entrance Hall III

Material: .jpg, .pdf

Description: Totems with screens on both sides, located in EH I, EH II and EH III. There are two double-sided and one single-sided in EH III.



Indoor space of the grounds

DIGITAL INDOOR LED POSTER

Dimensions:	640 × 1920 mm (640 × 1920 px)
Number of units:	Located mainly in the entrance halls
Material:	.jpg, .png, MP4 (.wmv, .mov, .avi)
Description:	<p>Photo formats: JPEG, PNG - 72 dpi+ (individual photos are automatically converted into a slideshow, optionally with different transitions)</p> <p>Video formats: MP4, (WMV, MOV, AVI)</p> <p>Data rate: 1500 kbps or more recommended (but no less than 500 kbps)</p> <p>Frame rate: 25-60 fps / Sound: 0 (or via aux - 3.5 mm)</p> <p>Encoder: H.264 / MPEG-4 / MPEG-5 (Video loop plays automatically)</p>

EXAMPLES OF MULTIPLE LED POSTERS PLUGGED INTO EACH OTHER:

1:1 SQUARE

960 × 960 px

1920 mm width

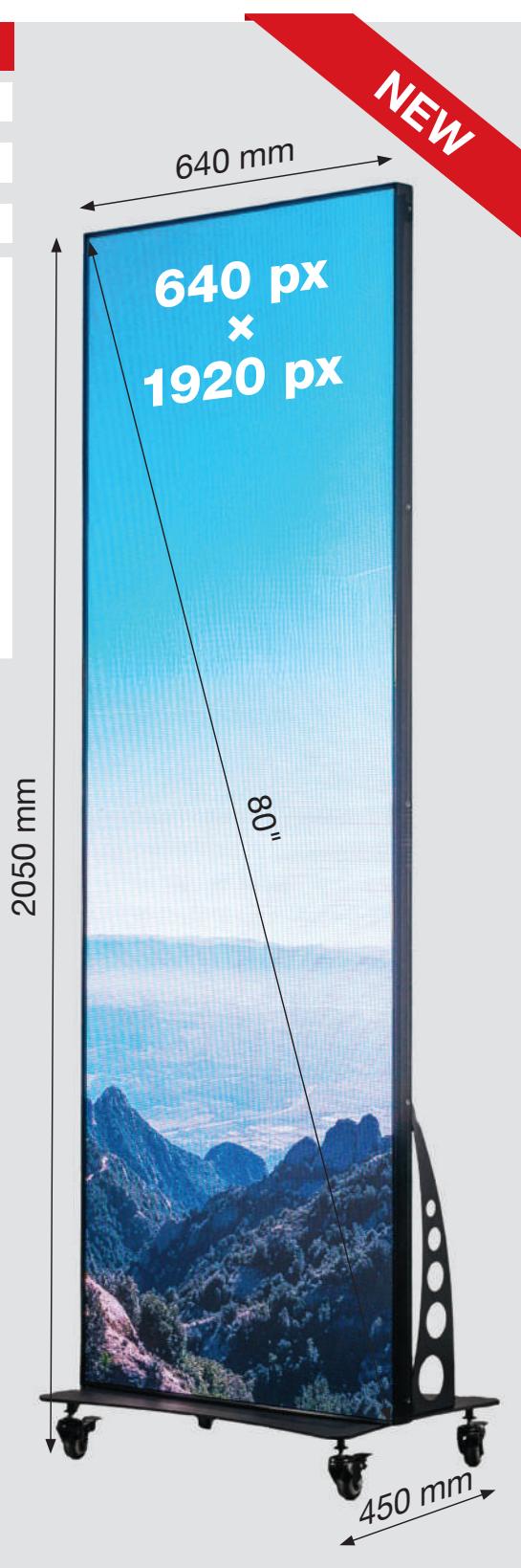
1920 mm height
(3 LED posters)

16:9 RATIO

1600 × 960 px

3200 mm width

1920 cm height
(5 LED posters)



Indoor space of the grounds

ADVERTISING SCREEN (UHD SIGNAGE QM98C)

Dimensions:	98" UHD Signage QM98C
Number of units:	2x Entrance Hall II
Material:	.jpg, .mp4
Description:	JPG in 3840 × 2160 px resolution, 16:9 aspect ratio MP4 (h.264) in 3840 × 2160 px resolution, 16:9 aspect ratio



ADVERTISING SCREEN – SINGLE-SIDED (LED 2.6, 4000 × 1000 mm format)

Dimensions:	4000 × 1000 mm
Number of units:	1x Entrance Hall I, 1x Entrance Hall III 4x HALL 2D
Material:	.jpg, .mp4
Description:	JPG in 1920 × 480 px resolution, 4:1 aspect ratio MP4 (h.264) 1920 × 480 px resolution, 4:1 aspect ratio, audio not supported



ADVERTISING SCREEN – DOUBLE-SIDED (LED 2.6, 4000 × 1000 mm format)

Dimensions:	4000 × 1000 mm
Number of units:	2x Entrance Hall I, 2x Entrance Hall III
Material:	.jpg, .mp4
Description:	JPG in 1920 × 480 px resolution, 4:1 aspect ratio MP4 (h.264) 1920 × 480 px resolution, 4:1 aspect ratio, audio not supported



DIGITÁLNÍ NAVIGACE

- 98" UHD Signage QM98C
- LED 2.6, 4 000 × 1000 mm format
- double-sided

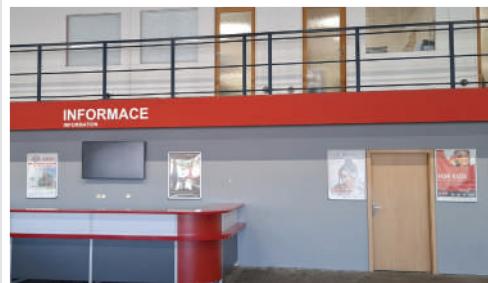
Indoor space of the grounds

A1 POSTER – IN ENTRANCE HALL II

Dimensions: width 59.4 cm x height 84.1 cm

Number of units: 4

Description: prestigious placement in frames on the wall near the Information Desk in Entrance Hall II



A3 POSTER - TOILETS

Dimensions: width 29.7 cm x height 42 cm

Number of units: 90 (depending on the number of open toilets)

Description: Placement in frames in the toilets (sold in packs of 5).

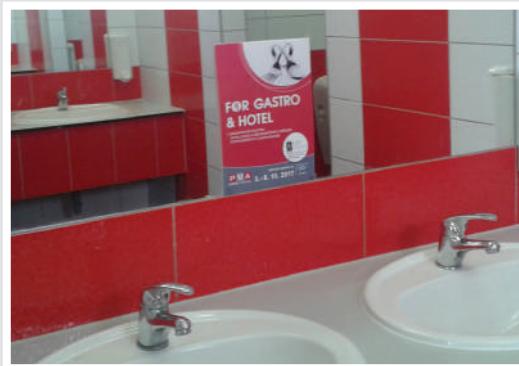


A4 STICKER – TOILETS

Dimensions: width 21 cm x height 29.7 cm

Number of units: 14 (depending on the number of open toilets; guarantee of exclusivity during the event)

Description: Placement on mirrors in the toilet areas.



Indoor space of the grounds

DOUBLE-SIDED STICKER – EXHIBITION HALL DOORS

Dimensions: width 50 cm x height 50 cm

Number of units: 30 (depending on the number of halls in operation)

Description: Double-sided sticker on the glass surface of the exhibition hall doors (only available for exhibitors at the trade fair).



DOUBLE-SIDED STICKER – DOORS OF ENTRANCE HALLS I, II, III

Dimensions: width 45 cm x height 27 cm

Number of units: 12 (depending on the number of halls in operation)

Description: Double-sided sticker on the glass surface of the entrance hall doors.



FLOOR ADVERTISING IN THE EXHIBITION HALL

Dimensions: 1 m²

Number of units: The event organiser will specify the available quantity individually depending on the number of halls in operation

Description: It serves for effective navigation that takes visitors directly to your stand (only available for exhibitors at the trade fair).



Distribution of promotional materials

DISTRIBUTION OF PROMOTIONAL MATERIALS AT TILLS

Dimensions: max. width 15 cm x height 21 cm

Description: Exclusive form of advertising for max. 2 clients, the cashier personally hands over the promotional material to visitors with the purchased ticket.

DISTRIBUTION OF PROMOTIONAL MATERIALS AT INFORMATION DESKS

Dimensions: max. width 210 mm x height 300 mm

Number of units: 30 (depending on the number of halls in operation)

Description: A unique opportunity to address visitors at the Information desk in Entrance Halls I, II and III, promotional materials are regularly replenished by the hostesses at the Information desk.

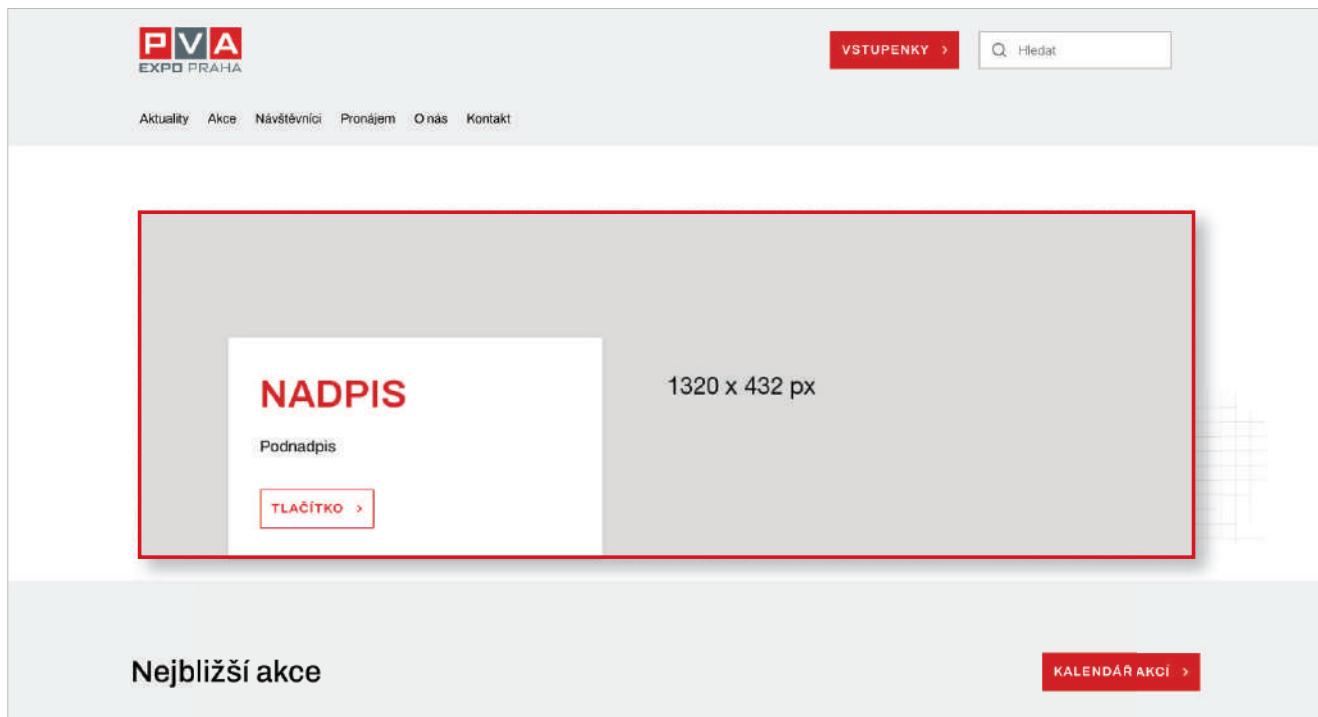


DISTRIBUTION OF PROMOTIONAL MATERIALS BY A HOSTESS OR MASCOT

Description: A very effective marketing tool to reach the general public throughout the exhibition grounds, the purchased Distribution Permit also grants the person concerned free access to the exhibition grounds.



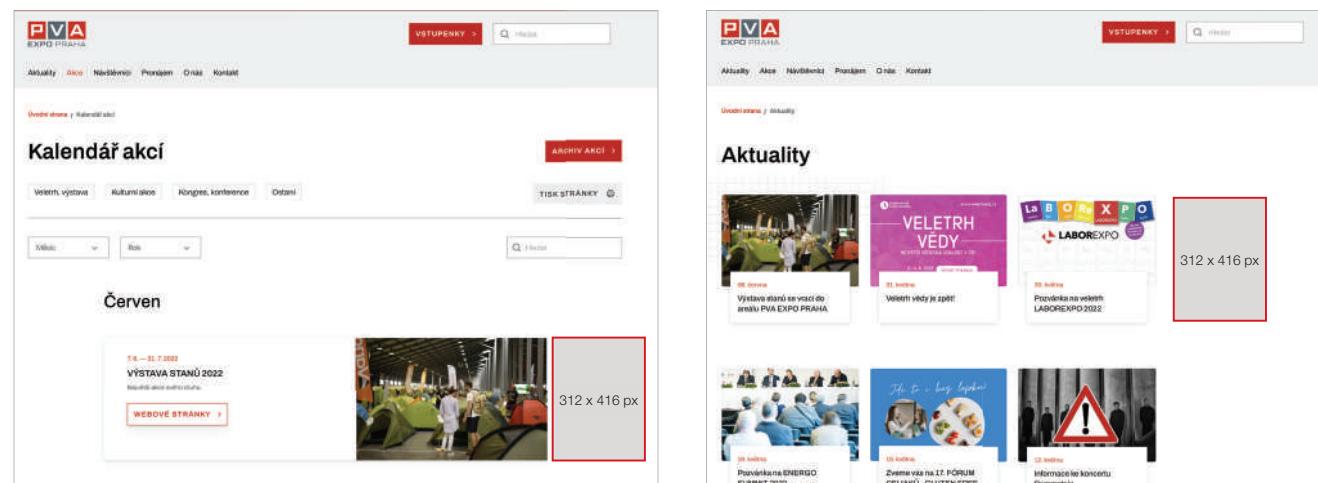
Promotion on the PVA EXPO website



The screenshot shows the PVA EXPO PRAGUE website. At the top, there is a navigation bar with links to 'Aktuality', 'Akce', 'Návštěvníci', 'Pronájem', 'O nás', and 'Kontakt'. A red button labeled 'VSTUPENKY >' is on the right, along with a search bar. Below the navigation, there is a large red-bordered area containing a white box with the text 'NADPIS' (Overhead text), 'Podnadpis' (Subtext), and a red button labeled 'TLAČÍTKO >'. To the right of this box, the dimensions '1320 x 432 px' are indicated. Further down, there is a section titled 'Nejbližší akce' (Upcoming events) with a red button labeled 'KALENDÁŘ AKCÍ >'. The overall layout is clean and modern.

PROMOTION ON THE HOMEPAGE

Dimensions:	Image without text: 1320 x 432 px	Title:	max. 13 characters
Format:	.jpg, .png	Subtitle:	max. 39 characters
Button:	max. 10 characters	Link:	URL address



The screenshot shows the 'Kalendář akcí' (Event Calendar) section of the website. It features a red-bordered banner with the text 'Červen' (June). Below this, there is a list of events with small images and descriptions. One event is highlighted with a red-bordered box. To the right, there is a section titled 'Aktuality' (News) with several news items, each with a small image and a brief description. The overall design is consistent with the homepage.

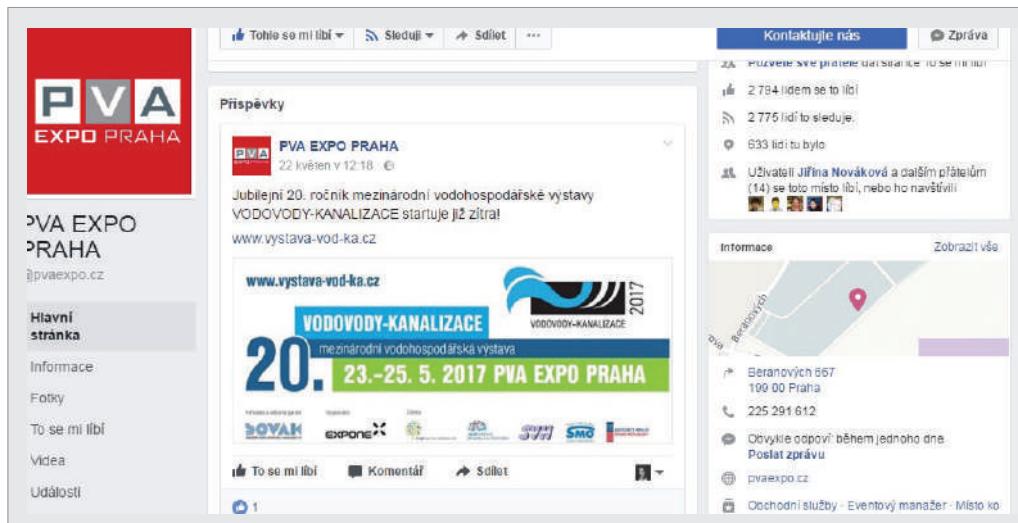
BANNER IN THE CALENDAR OF

Dimensions:	312 x 416 px
Format:	.jpg, .png
Link:	URL adresa

BANNER IN THE NEWS SECTION

Dimensions:	312 x 416 px
Format:	.jpg, .png
Link:	URL adresa

Promotion on Facebook



POST ON THE PVA EXPO PRAGUE FACEBOOK PAGE

Image size: 940 x 788 px

Image format: .jpg, .png

Text length: Max. 200 characters (including spaces)

Description: Short post on the PVA EXPO PRAGUE profile together with a link to the provided web link or Facebook profile on the selected day.

LANYARDS FOR EXHIBITOR PASSES

Description: Distribution of lanyards with the company logo for exhibitor badges. Lanyards are supplied by the client.



LANYARDS FOR EXHIBITOR PASSES INCLUDING PRODUCTION

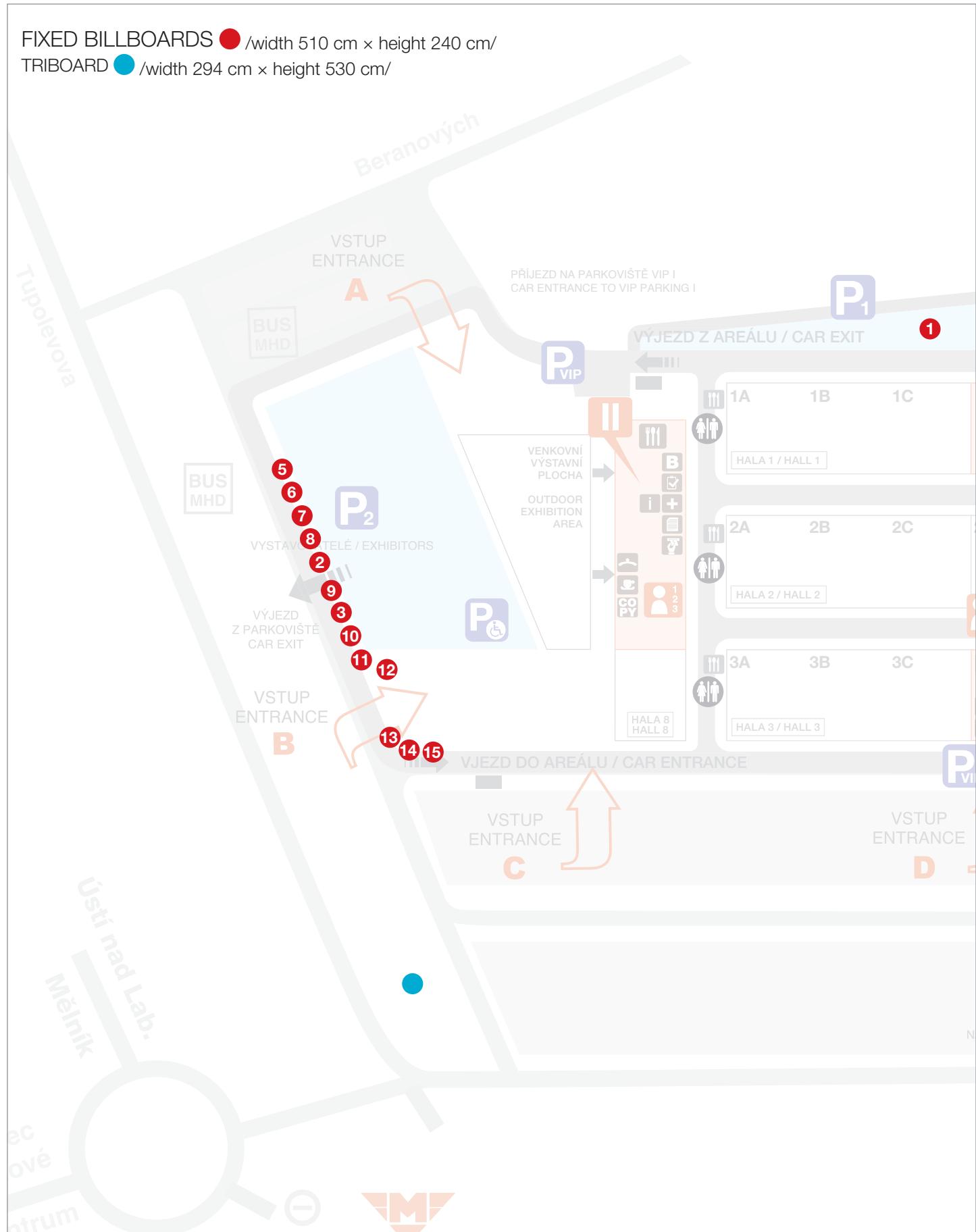
Description: Production and distribution of lanyards with the company logo for exhibitor badges.



Placement of billboards on the grounds

FIXED BILLBOARDS /width 510 cm x height 240 cm/

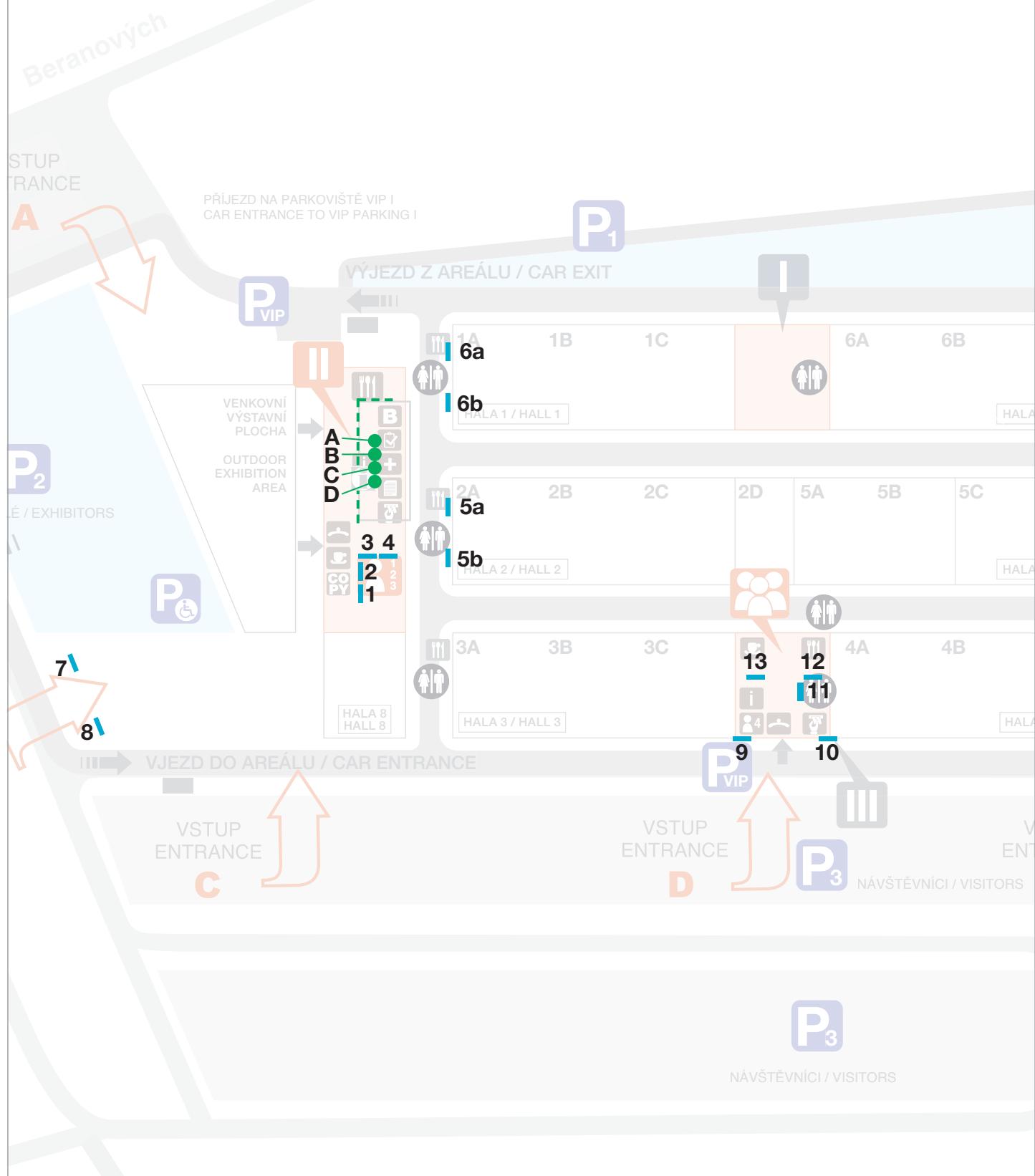
TRIBOARD ● /width 294 cm x height 530 cm/



Placement of billboards on the grounds

CITY LIGHT  /width 118.5 cm x height 175 cm/
 A1 POSTER  /Information - 4 units/ (A, B, C, D)

Space on railings 



Placement of flags (banners) on the grounds

FLAGS (BANNERS) ●

/width 150 cm x height 100 cm or width 80 cm x height 200 cm/

VSTUPNÍ HALA II

HALA 8



FLAGS (BANNERS) ●
/width 150 cm x height 100 cm
or width 80 cm x height 200 cm/

P NÁVŠTĚVNÍKŮ

VSTUP
B

VSTUP
A

HALA 3

VSTUPNÍ HALA III

HALA 4

VENKOVNÍ VÝSTAVNÍ
PLOCHA V2

VENKOVNÍ VÝSTAVNÍ
PLOCHA V2

● ● ● ● ●

POKLADNA

● ● ● ● ●

P NÁVŠTĚVNÍKŮ

VSTUP
D

P NÁVŠTĚVNÍKŮ

● ● ●



● ● ●

P NÁVŠTĚVNÍKŮ

VSTUP
E

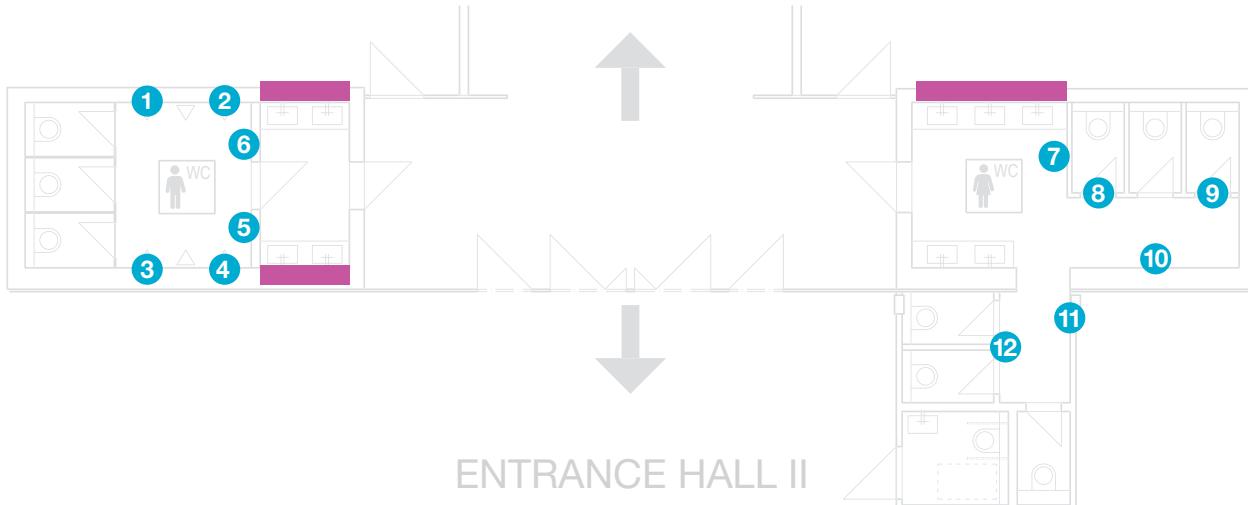
P NÁVŠTĚVNÍKŮ

Placement of A3 posters on the grounds

A3 POSTER – TOILETS ● /width 29.7 cm x height 42 cm/

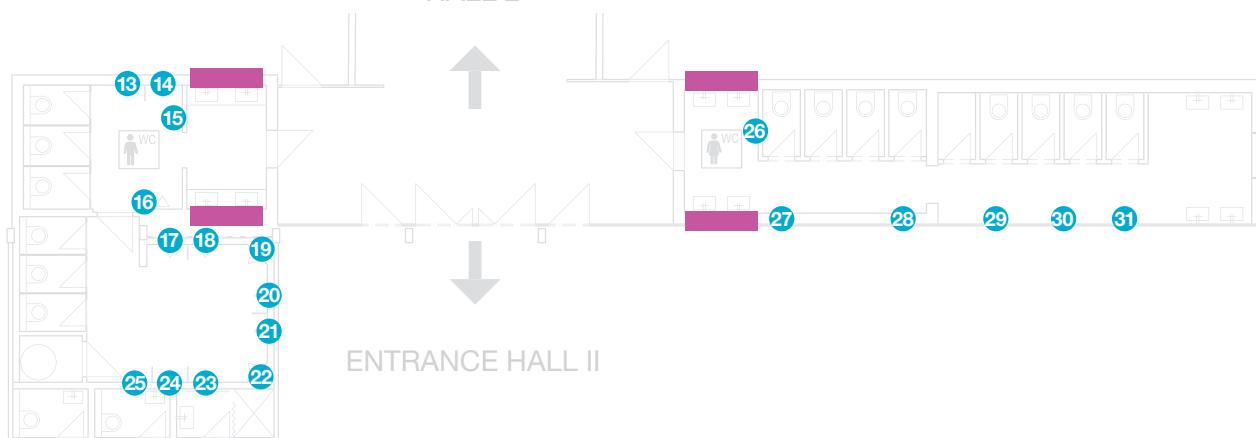
MIRROR SURFACES ●

HALL 1



ENTRANCE HALL II

HALL 2

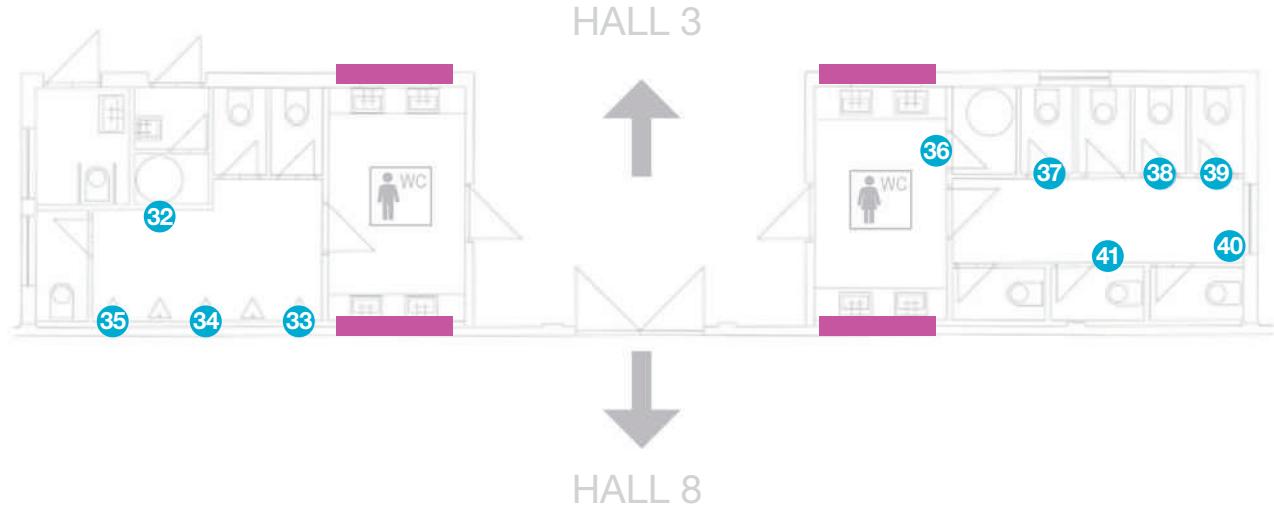


ENTRANCE HALL II

Placement of A3 posters on the grounds

A3 POSTER – TOILETS ● /width 29.7 cm x height 42 cm/

MIRROR SURFACES ●



ENTRANCE HALL III

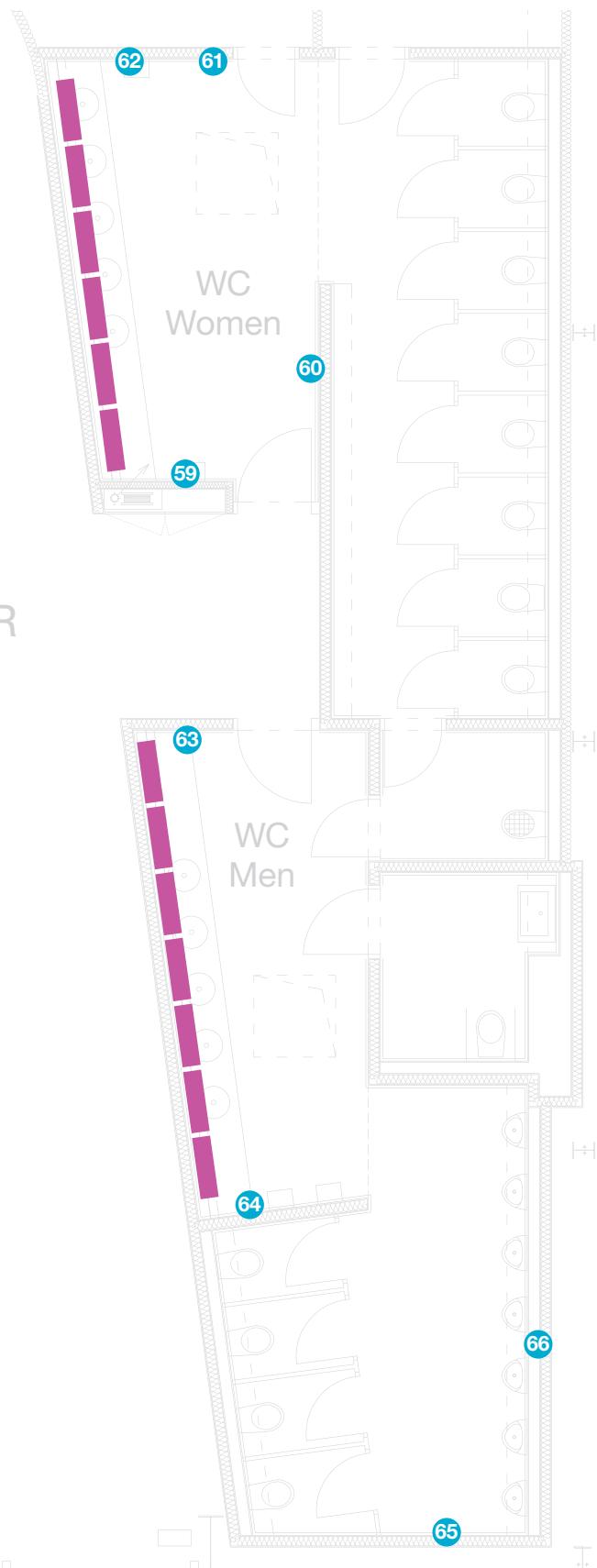


Placement of A3 posters on the grounds

A3 POSTER – TOILETS ● /width 29.7 cm x height 42 cm/

MIRROR SURFACES ●

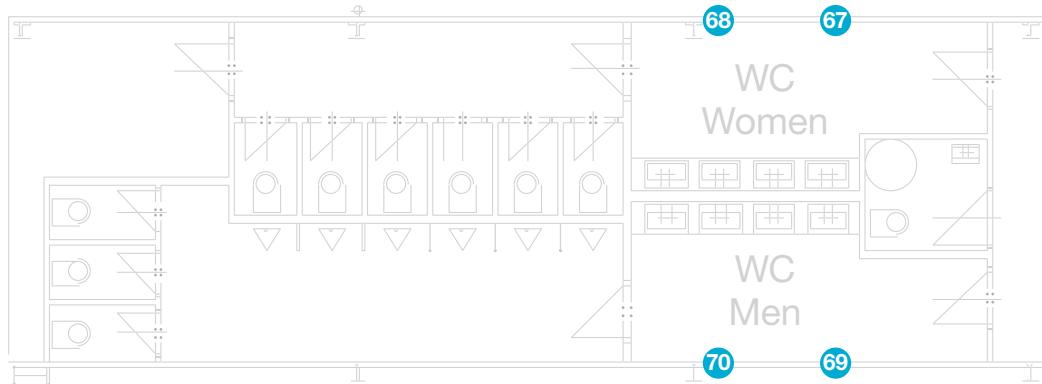
EH III – 1st FLOOR



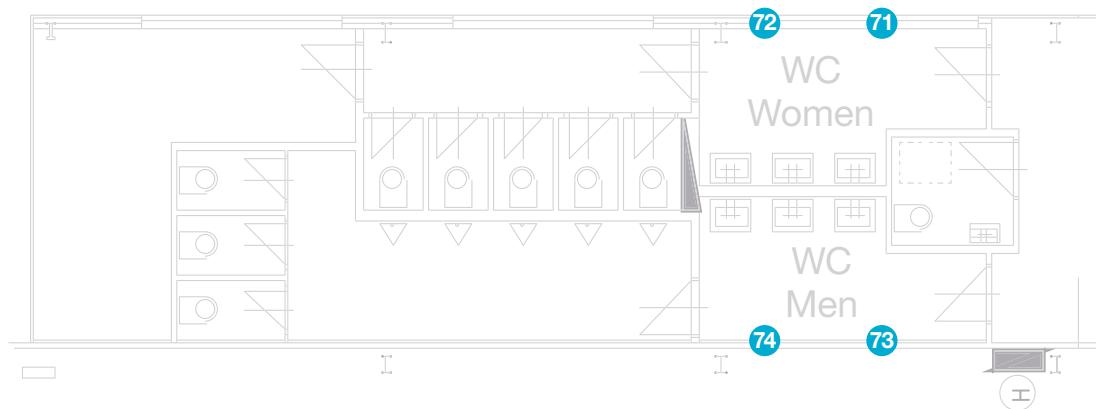
Placement of A3 posters on the grounds

A3 POSTER – TOILETS ● /width 29.7 cm x height 42 cm/

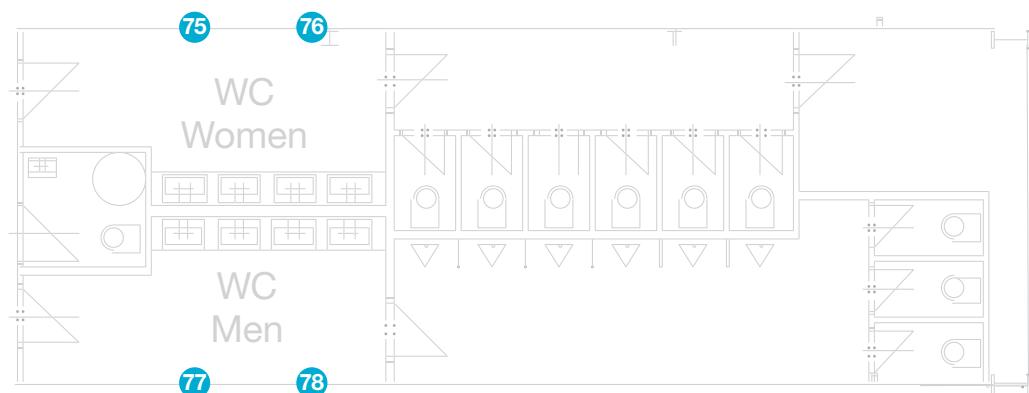
HALL 4



HALL 5



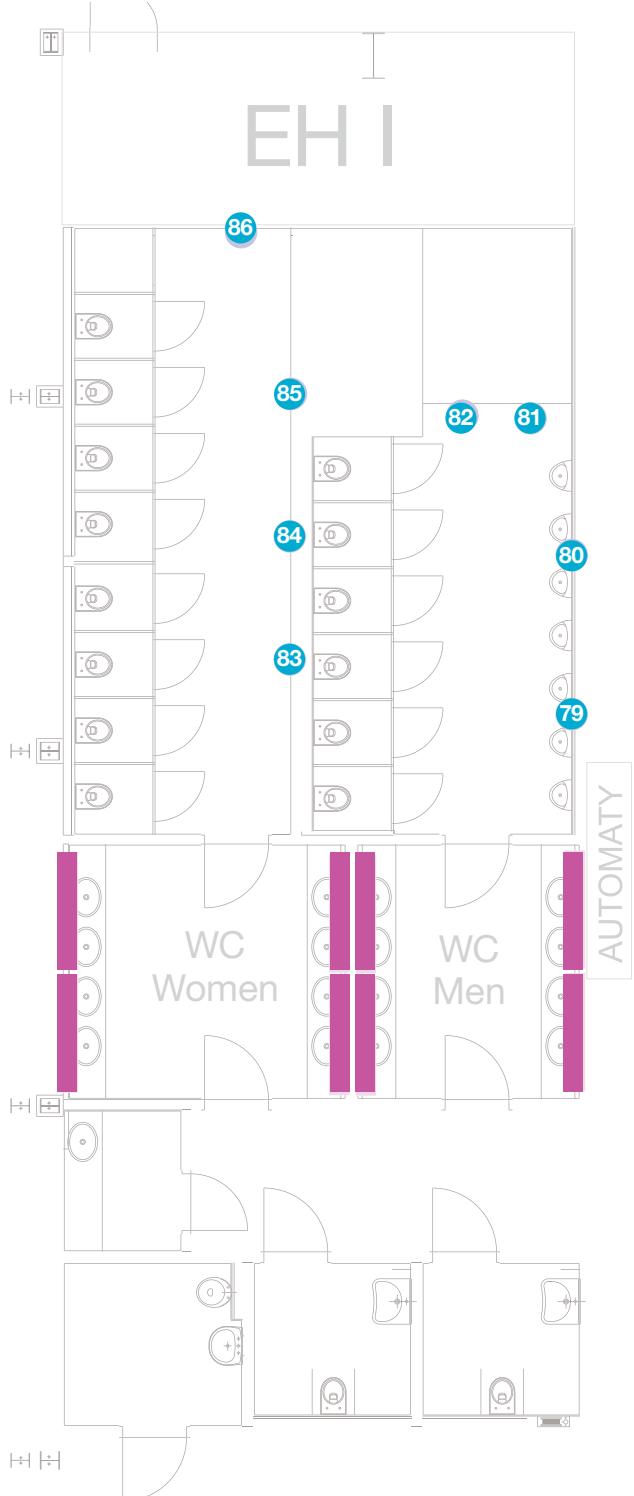
HALL 6



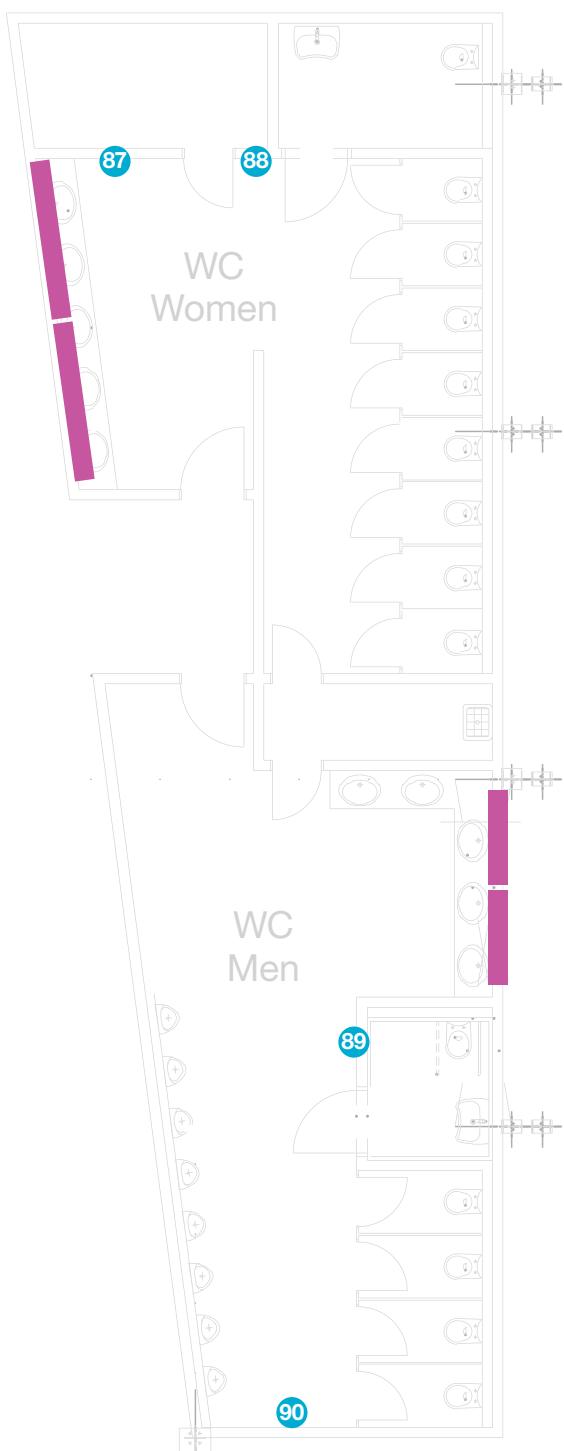
Placement of A3 posters on the grounds

A3 POSTER – TOILETS  /width 29.7 cm x height 42 cm/
MIRROR SURFACES 

EH I – GROUND FLOOR



EH I – 1st FLOOR



Instruction for preparing graphic materials

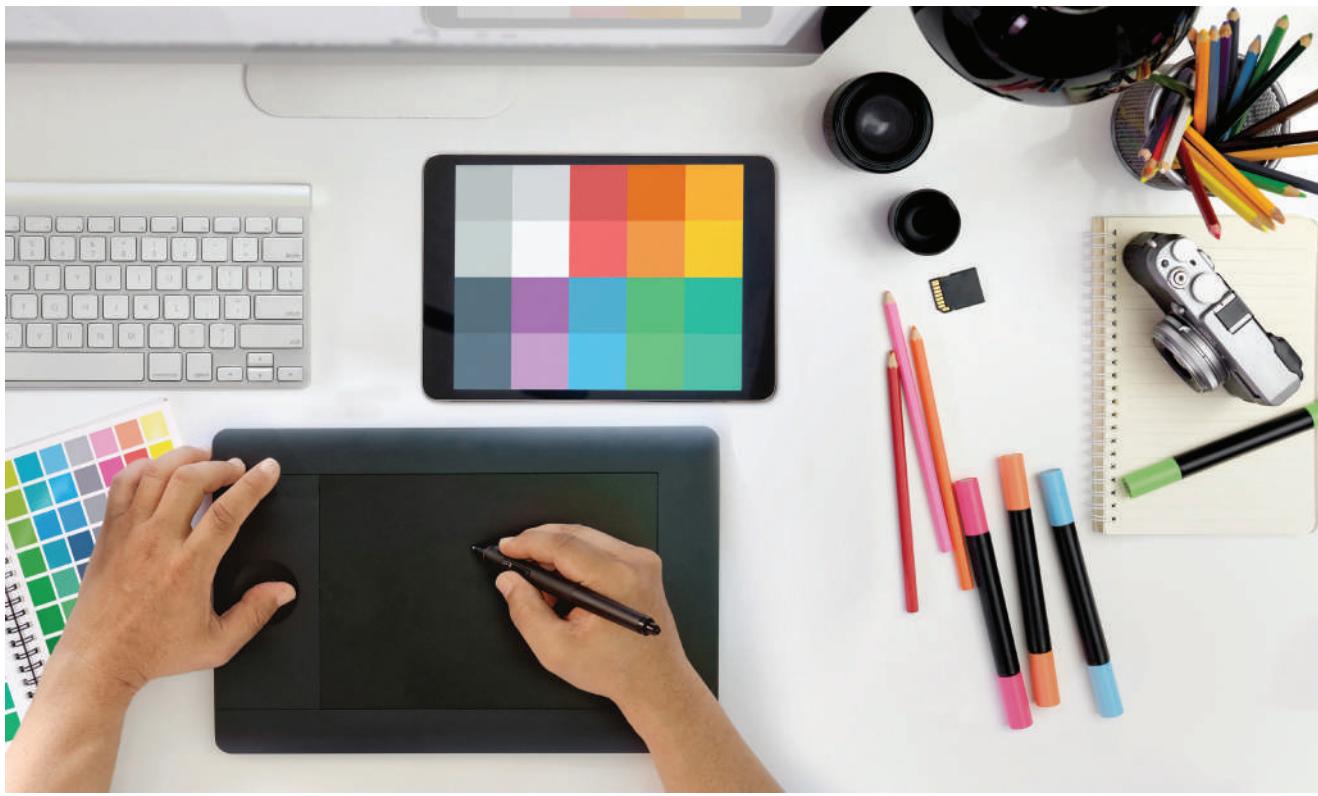


IMAGE MATERIALS

Send images as separate files in standard graphic formats (raster - jpg, tif, psd, png, bmp; vector - eps, ai, pdf, svg, cdr). Do not insert images into MS Office documents, etc.

Raster images for standard print formats (A5-A2 posters, etc.) should be sent in native 300 DPI resolution at 1:1 size without interpolation (subsequent enlargement of the image, e.g. from the web with resampling to 300 DPI). This means if the image is to be across a full A4 page, it needs to be A4 size at 300 DPI resolution. For large formats such as billboards, 1:10 size is sufficient.

FILE NAMES

Name files without diacritics and non-standard characters (do not use accents, percentage signs, etc.). Please enter dimensions in millimetres in the names.

PRINT DATA

We accept print data in Adobe PDF format (preferably according to PDF/X-1a). The document must be CMYK or grayscale composite (not RGB or Lab). Leave the Pantone-defined spot colours untranslated only if they will be printed as spot colours. The print data must contain a 5 mm bleed. Printing marks (trimming, fitting, description, etc.) should be offset beyond the bleed (5 mm).

LOGOTYPES

Logos should ideally be sent in vector format (eps, ai, svg, pdf, cdr).

EXHIBITION SITE PARTNERS



MEMBERSHIP



SVAZ PRŮMYSLU A DOPRAVY
ČESKÉ REPUBLIKY



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