

# Catalogue advertising space and services



place where you will  
get noticed

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# PVA EXPO PRAHA

## a place to be seen



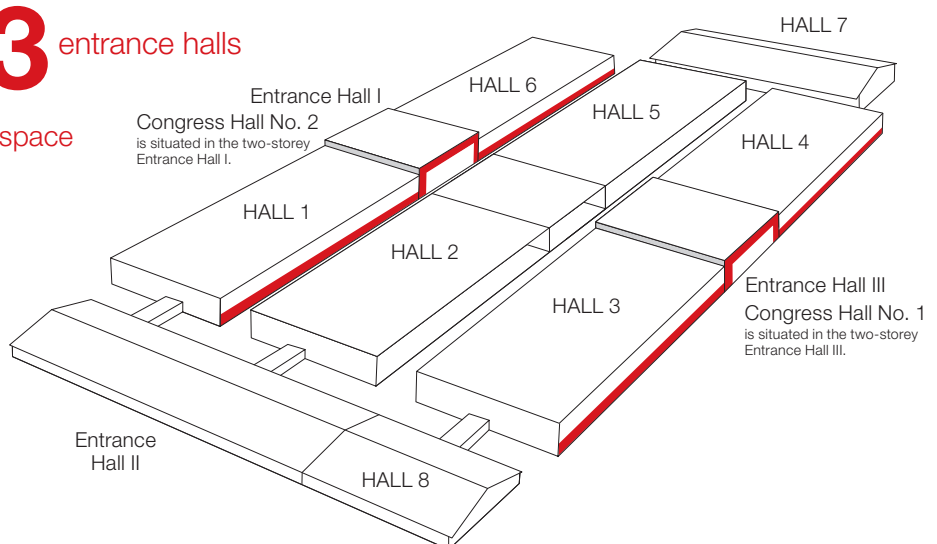
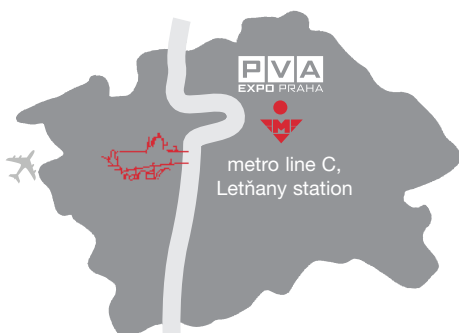
Approximately 1 million visitors come through the PVA EXPO PRAGUE exhibition grounds in Letňany every year. We organise more than 100 events a year at Prague's largest and most modern trade fair centre, attended by around 8,000 leading companies across all key industries.



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 m<sup>2</sup>, an outdoor exhibition area of 10,000 m<sup>2</sup>, three modern entrance halls, two congress halls and six conference rooms, 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  
**100** events  
**8 000** leading companies  
**37 000 m<sup>2</sup>** of indoor exhibition space  
**10 000 m<sup>2</sup>** of outdoor exhibition space  
**2** congress halls  
**6** conference rooms  
**8** moderních hal  
**3** entrance halls





## TRIBOARD – TRIANGULAR STAND

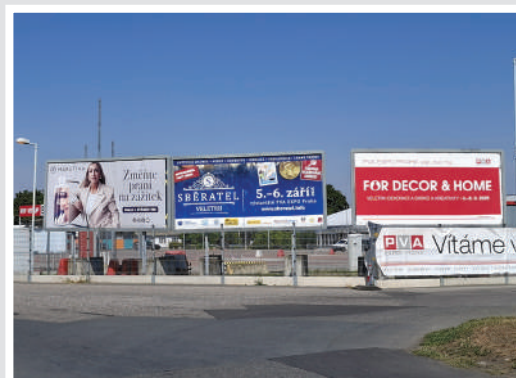
Dimensions:	width 294 cm × height 530 cm
Number of units:	3 surfaces
Description:	The walls of the triboard allow unique year-round visibility due to its location on a grassy area in close proximity to the busy intersection of Tupolevova and Prosecká Streets.



## FIXED BILLBOARDS

along the fence of the grounds towards Tupolevova Street

Dimensions:	width 510 cm × 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 × height 240 cm
Number of units:	2
Description:	Billboards address visitors in the immediately 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 × height 100 cm or width 80 cm × 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 × 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 × 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 × 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 x height 1690 mm (visible area: 1083 mm x 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 x height 1755 mm (visible area: 1102 mm x 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 x height 1690 mm (visible area: 1083 mm x 1650 mm)

Number of units:

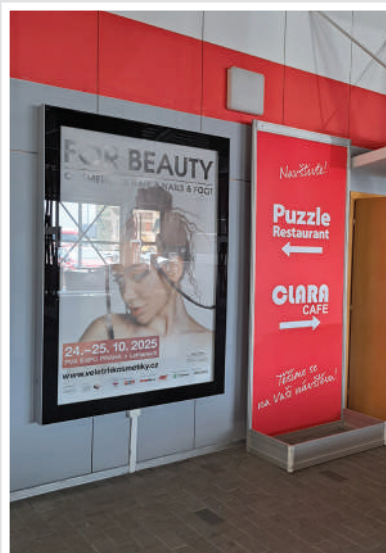
11

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.

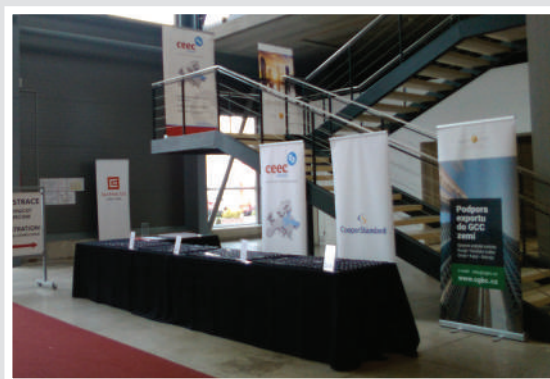


## SPACE FOR A ROLL-UP STAND IN ENTRANCE HALL II AND III

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 × height 172 mm

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

Number of units: 9 screens in a 3 × 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 × 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: 3× Entrance Hall I, 4× Entrance Hall II, 4× 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 1<sup>st</sup> 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: 2× Entrance Hall I, 2× Entrance Hall II, 3× 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) Data rate: 1500 kbps or more recommended (but no less than 500 kbps) Frame rate: 25-60 fps / Sound: 0 (or via aux - 3.5 mm) Encoder: H.264 / MPEG-4 / MPEG-5 (Video loop plays automatically)</p>

### EXAMPLES OF MULTIPLE LED POSTERS PLUGGED INTO EACH OTHER:

#### 1:1 SQUARE

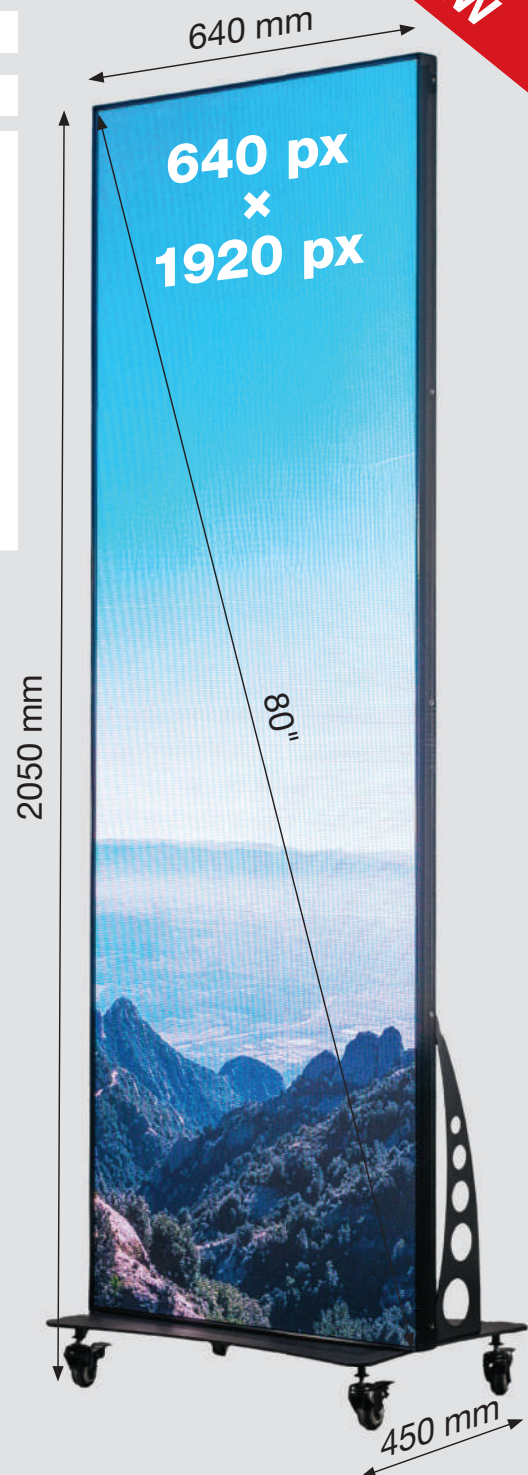
960 × 960 px

1920 mm width  
1920 mm height  
(3 LED posters)

#### 16:9 RATIO

1600 × 960 px

3200 mm width  
1920 mm 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



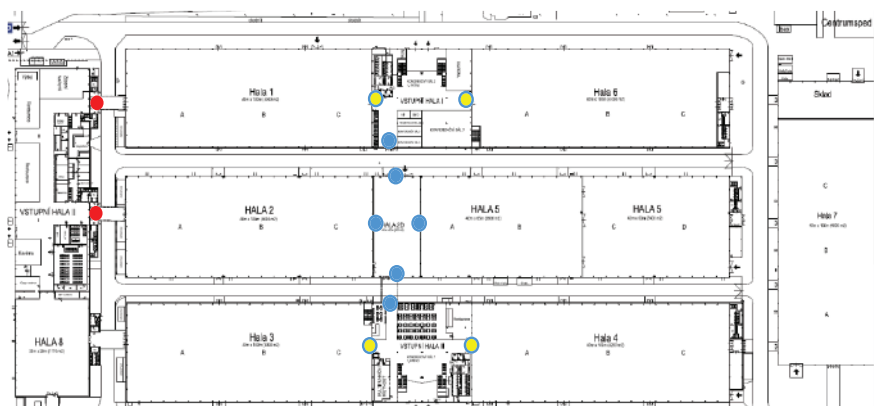
## ADVERTISING SCREEN – SINGLE-SIDED (LED 2.6, 4000 × 1000 mm format)

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 × 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 × 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).

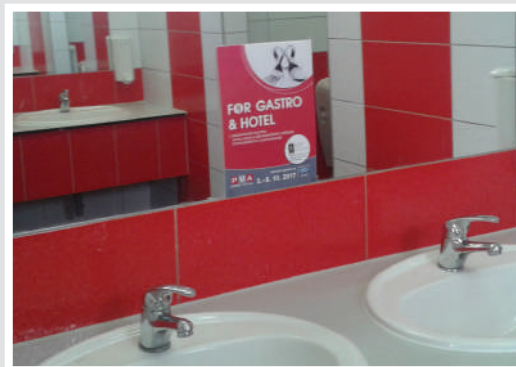


## A4 STICKER – TOILETS

Dimensions: width 21 cm × 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

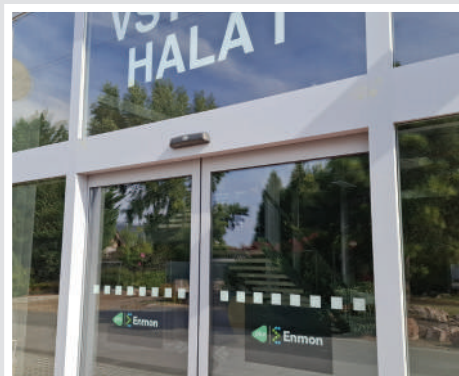
## DOUBLE-SIDED STICKER – EXHIBITION HALL DOORS

Dimensions:	width 50 cm × 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 × 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 m <sup>2</sup>
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 promotinal materials

## DISTRIBUTION OF PROMOTIONAL MATERIALS AT TILLS

Dimensions: max. width 15 cm × 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 × 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.

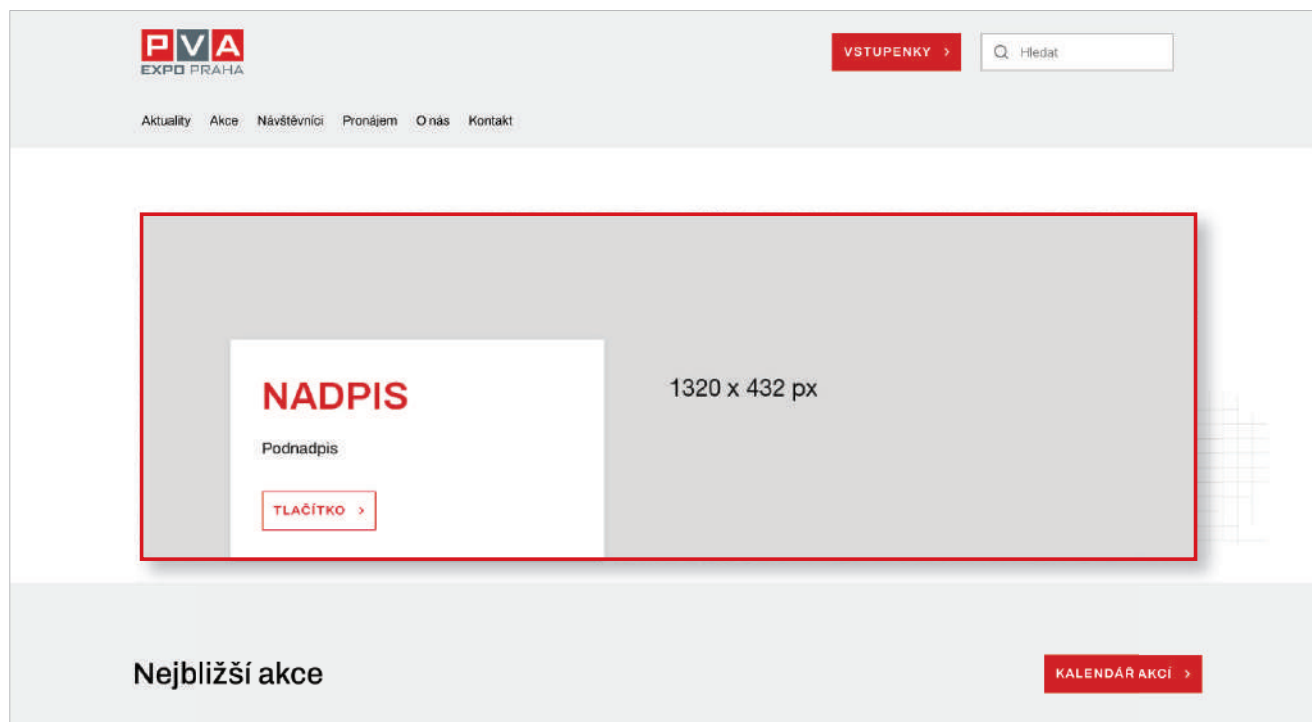


## DISTRIBUTION OF PROMOTIONAL MATERIALS BY A HOSTESS OR MASCOT

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



## PROMOTION ON THE HOMEPAGE

Dimensions: Image without text: 1320 x 432 px

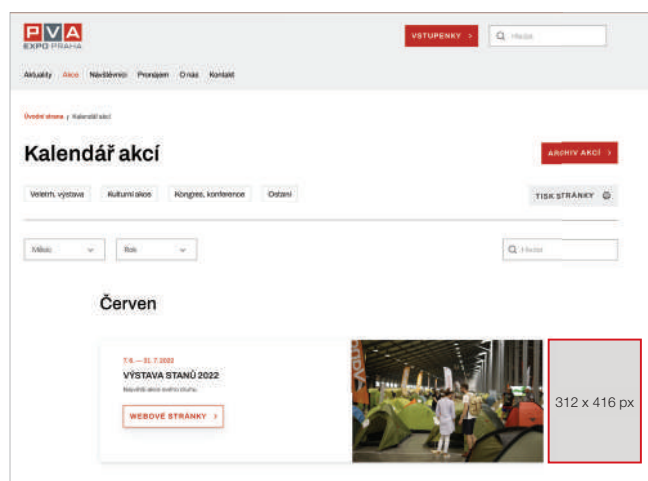
Format: .jpg, .png

Button: max. 10 characters

Title: max. 13 characters

Subtitle: max. 39 characters

Link: URL address

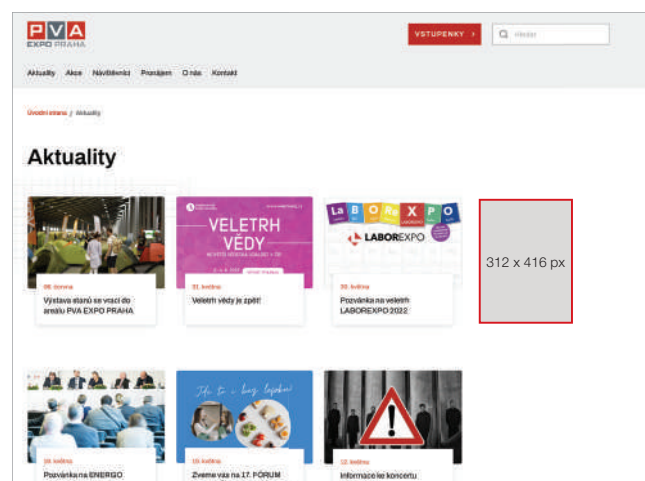


## BANNER IN THE CALENDAR OF

Dimensions: 312 x 416 px

Format: .jpg, .png

Link: URL adresa



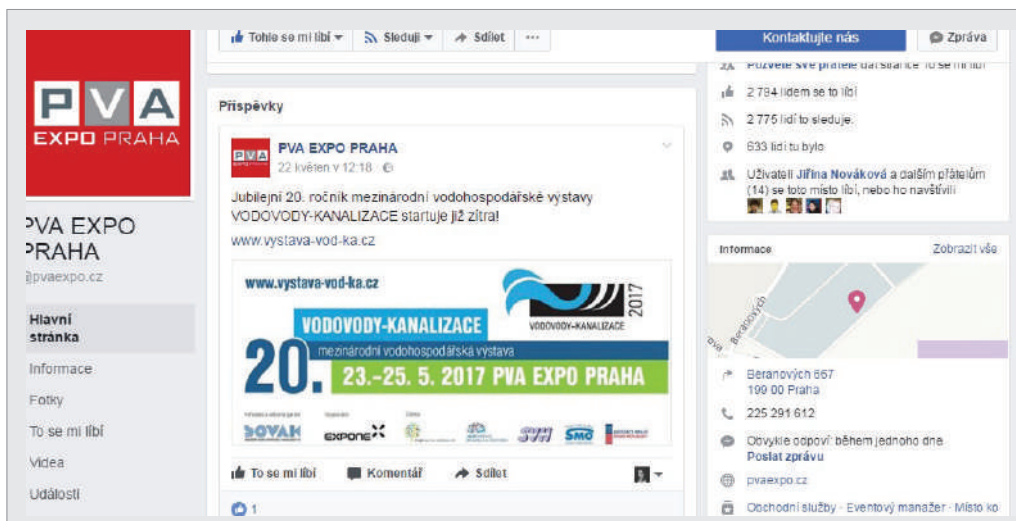
## BANNER IN THE NEWS SECTION

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 × 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.

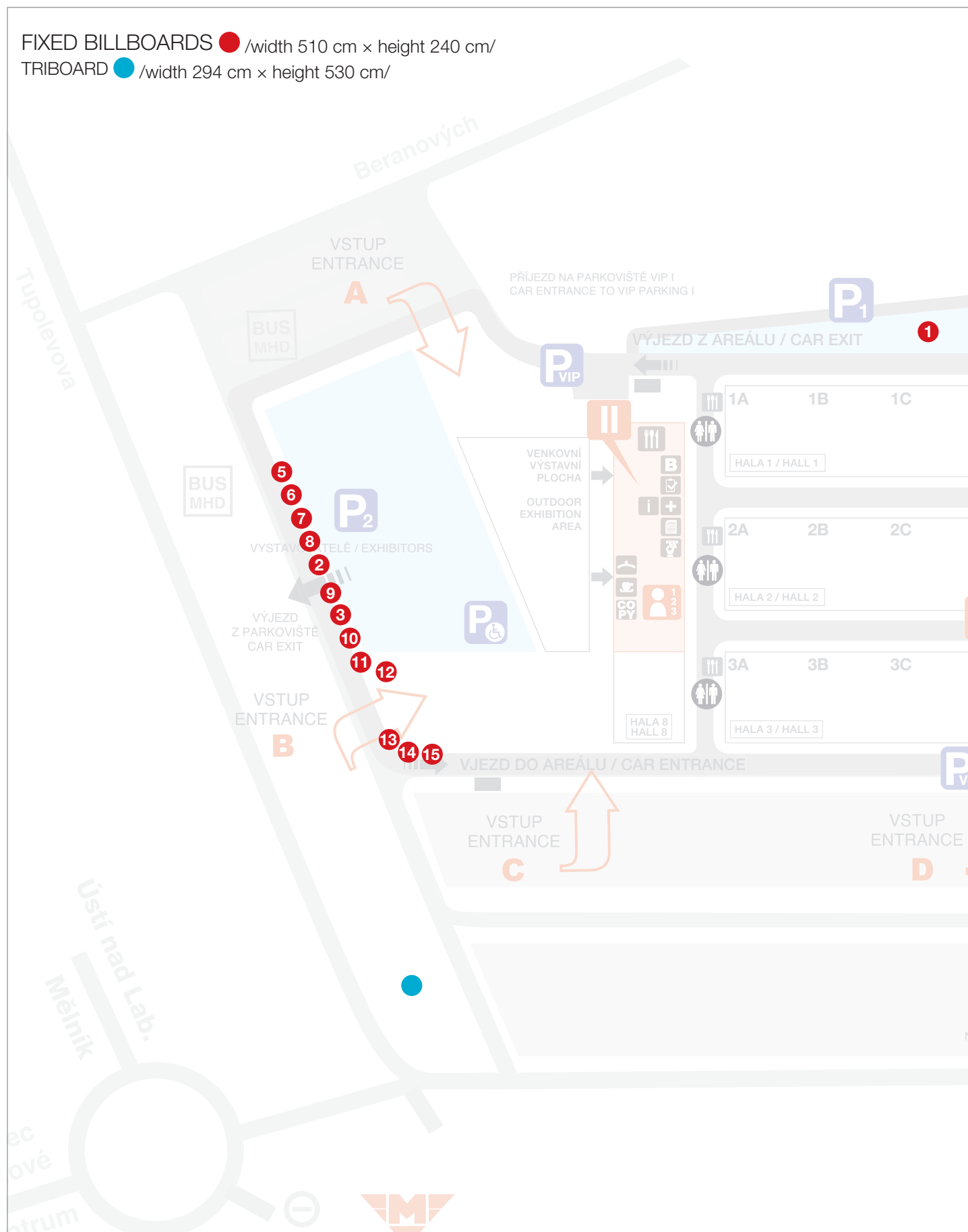


## LANYARDS FOR EXHIBITOR PASSES INCLUDING PRODUCTION

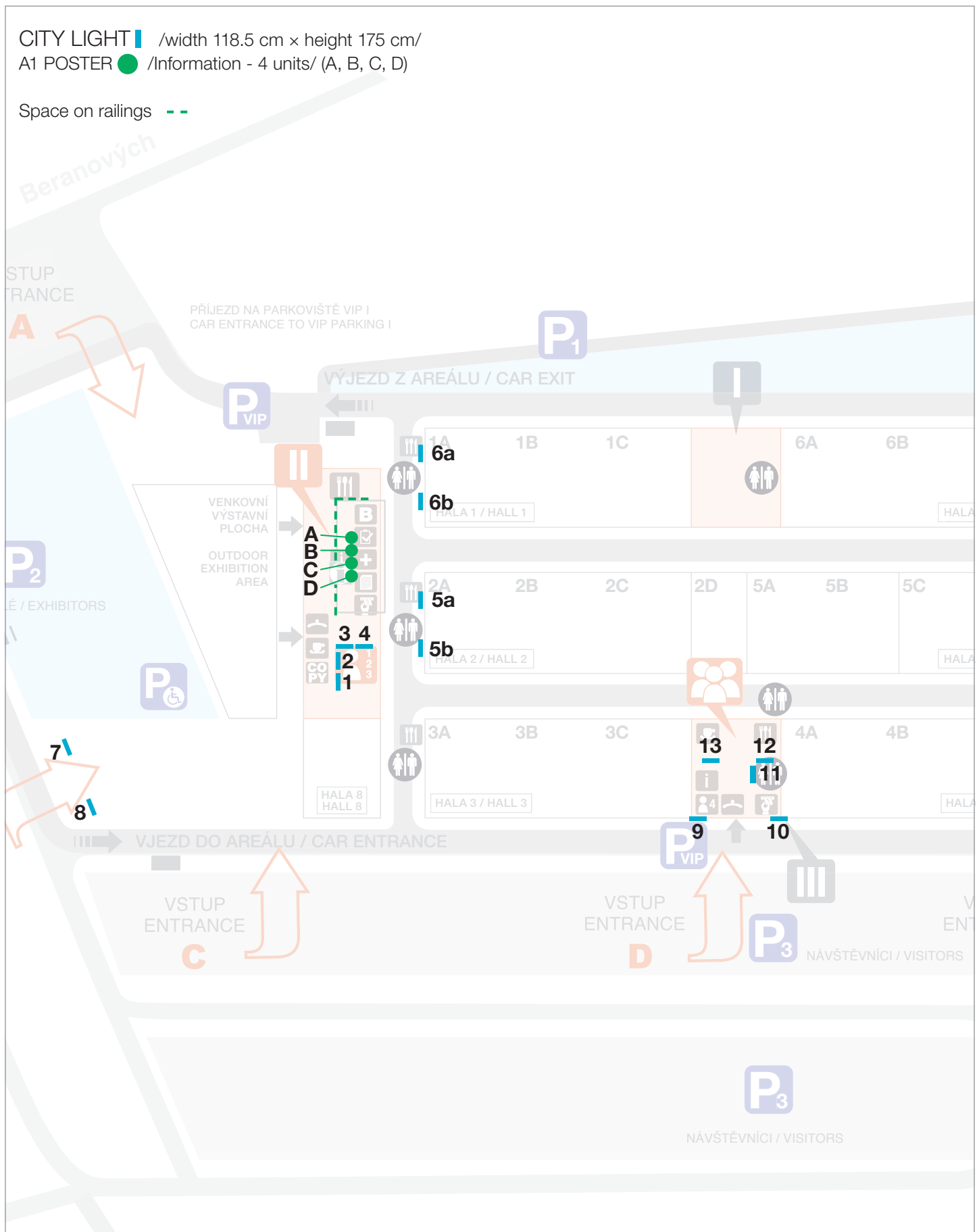
Description: Production and distribution of lanyards with the company logo for exhibitor badges.



# Placement of billboards on the grounds

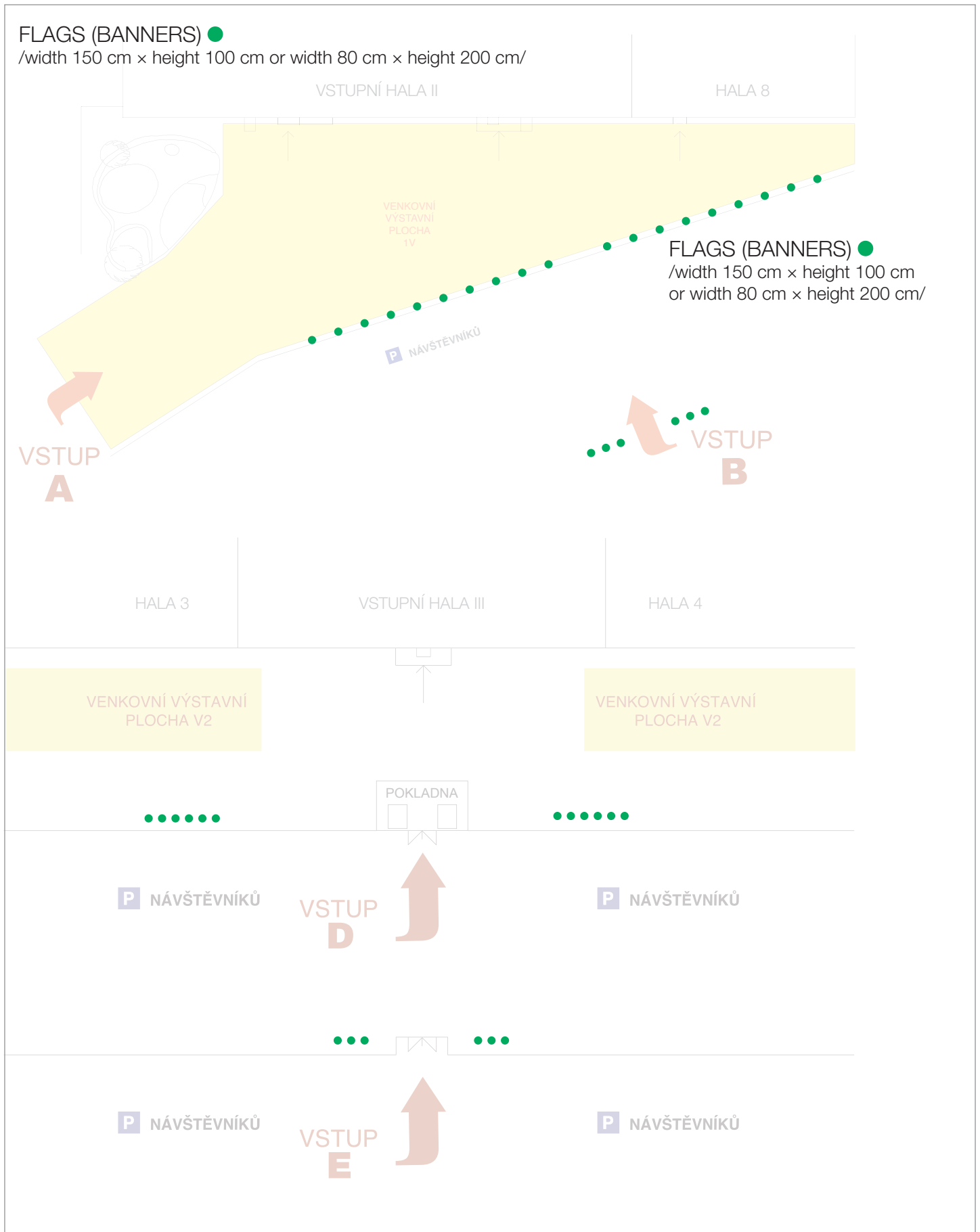


# Placement of billboards on the grounds





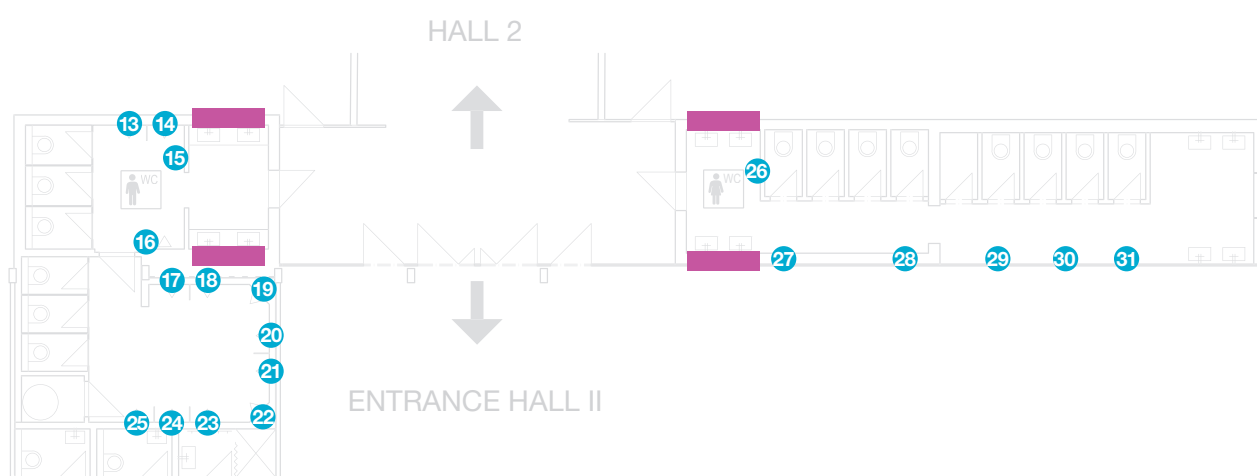
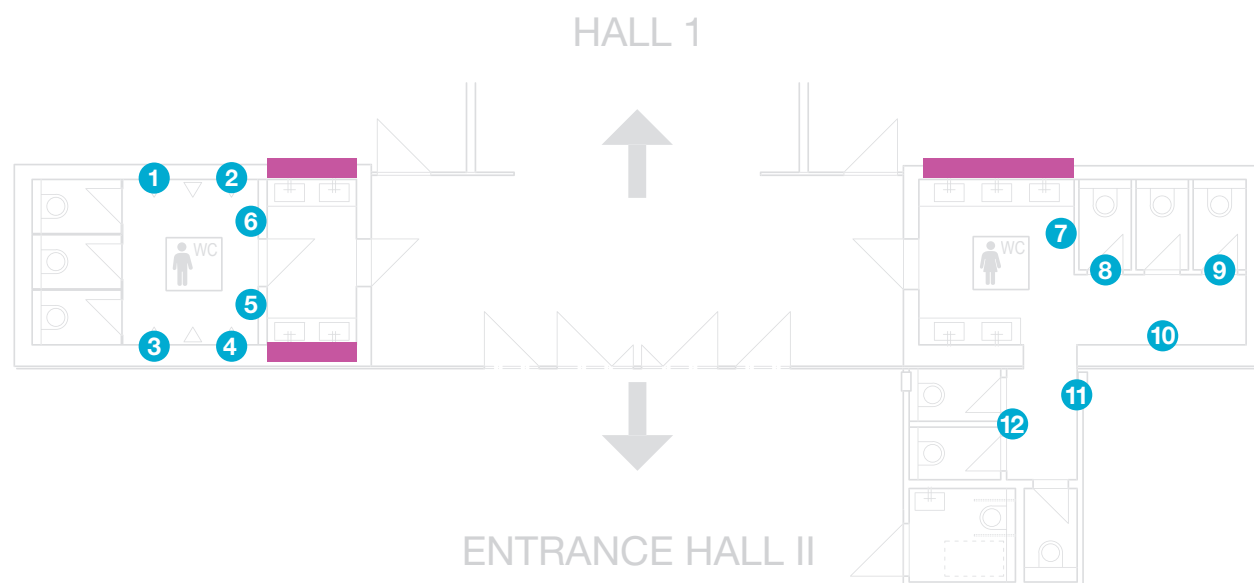
# Placement of flags (banners) on the grounds



# Placement of A3 posters on the grounds

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

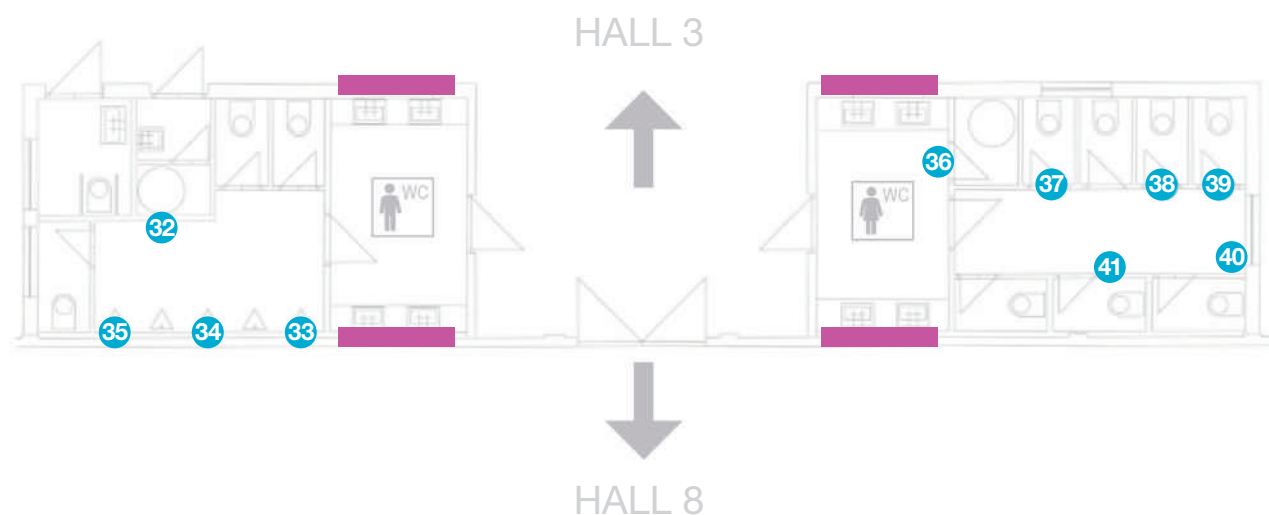
MIRROR SURFACES ●



# Placement of A3 posters on the grounds

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

MIRROR SURFACES ●



ENTRANCE HALL III



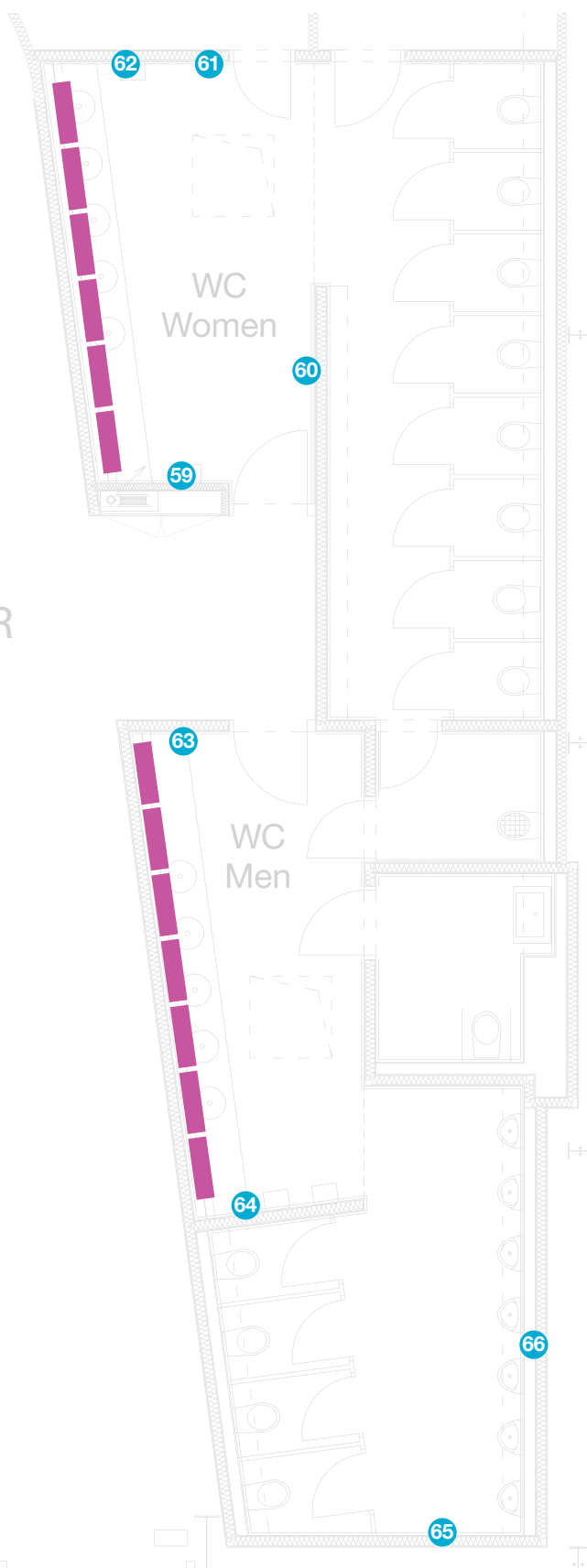


# Placement of A3 posters on the grounds

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

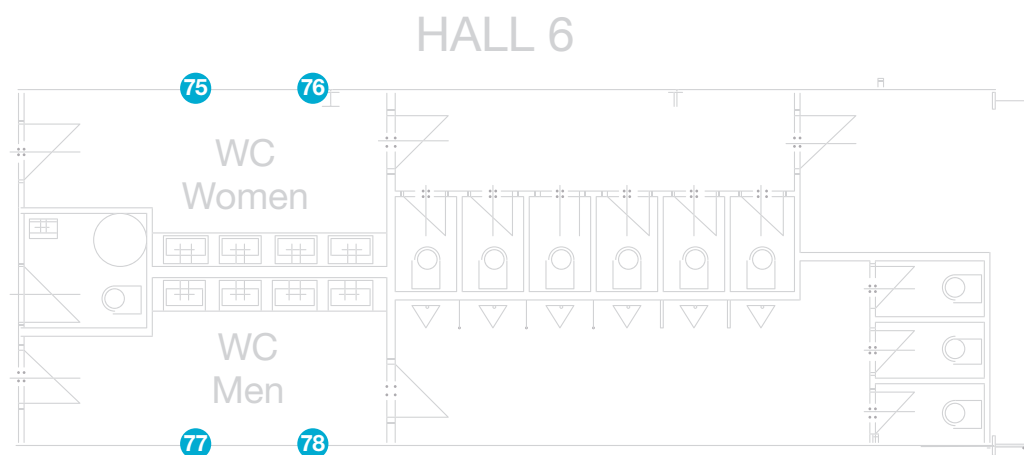
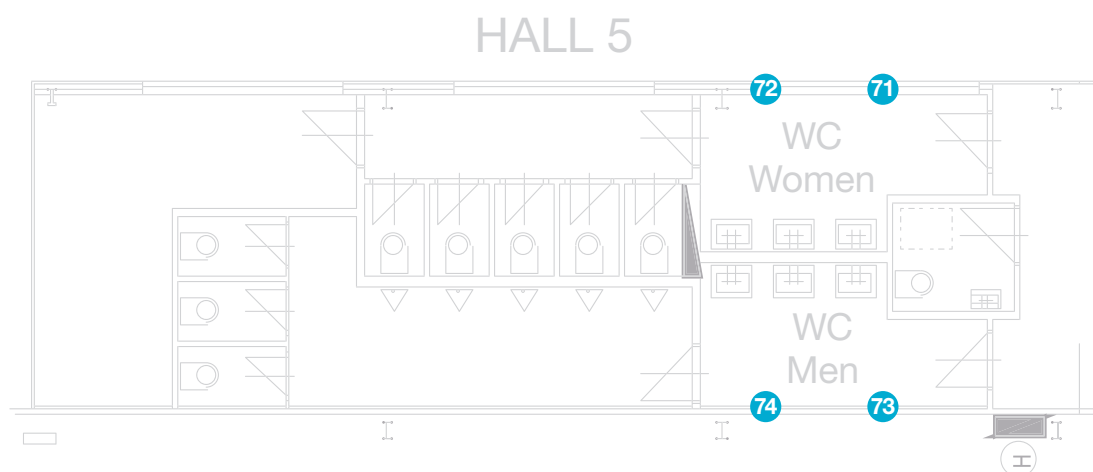
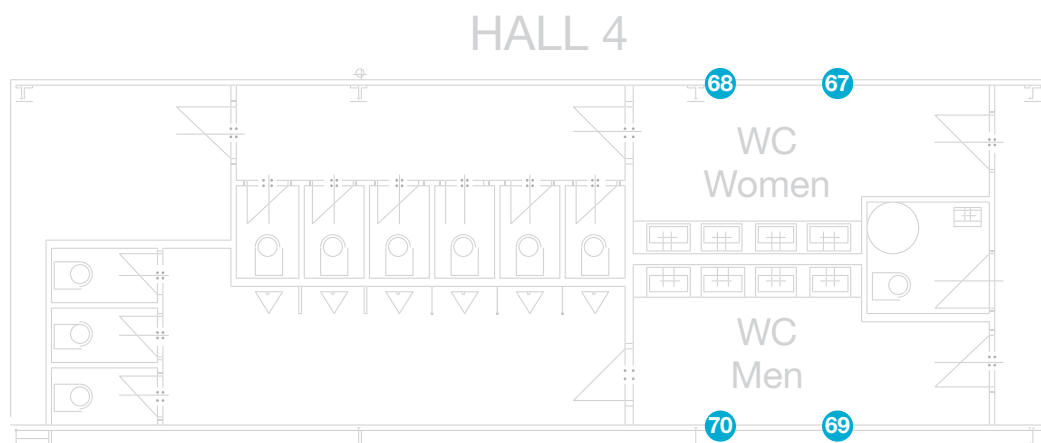
MIRROR SURFACES ●

EH III – 1<sup>st</sup> FLOOR



# Placement of A3 posters on the grounds

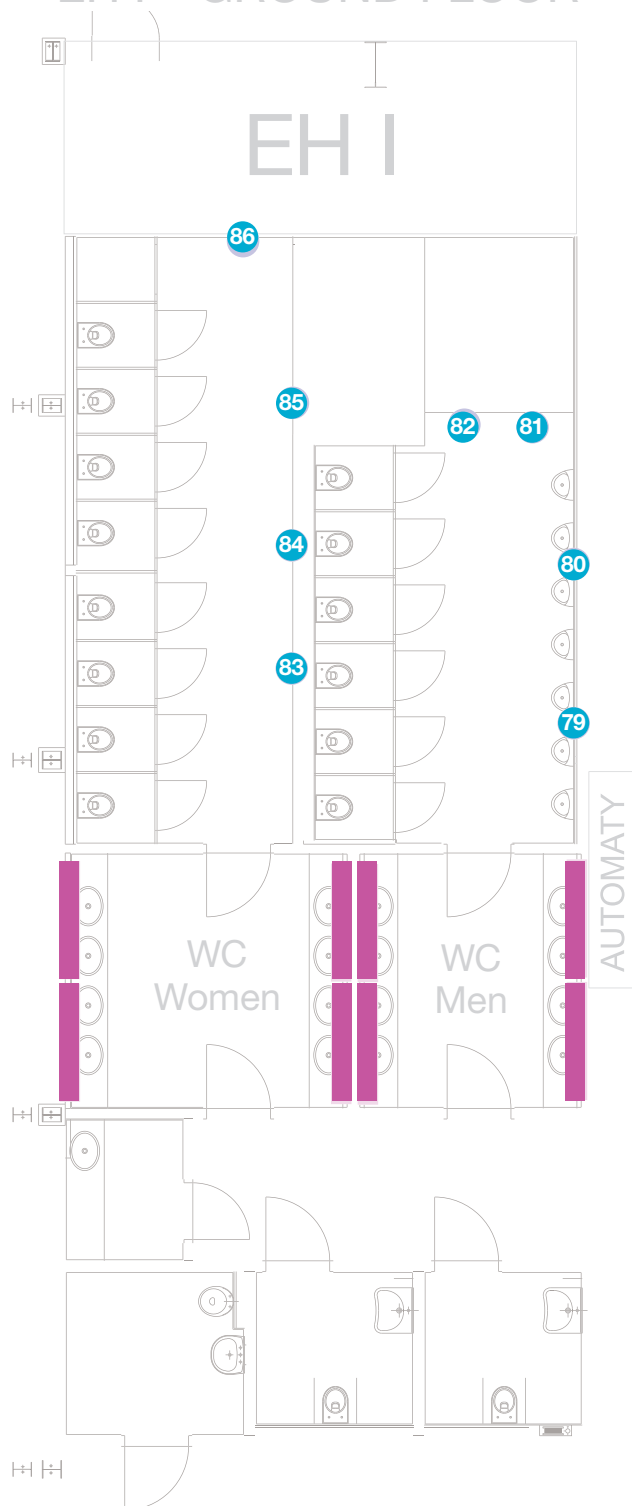
A3 POSTER – TOILETS ● /width 29.7 cm × height 42 cm/



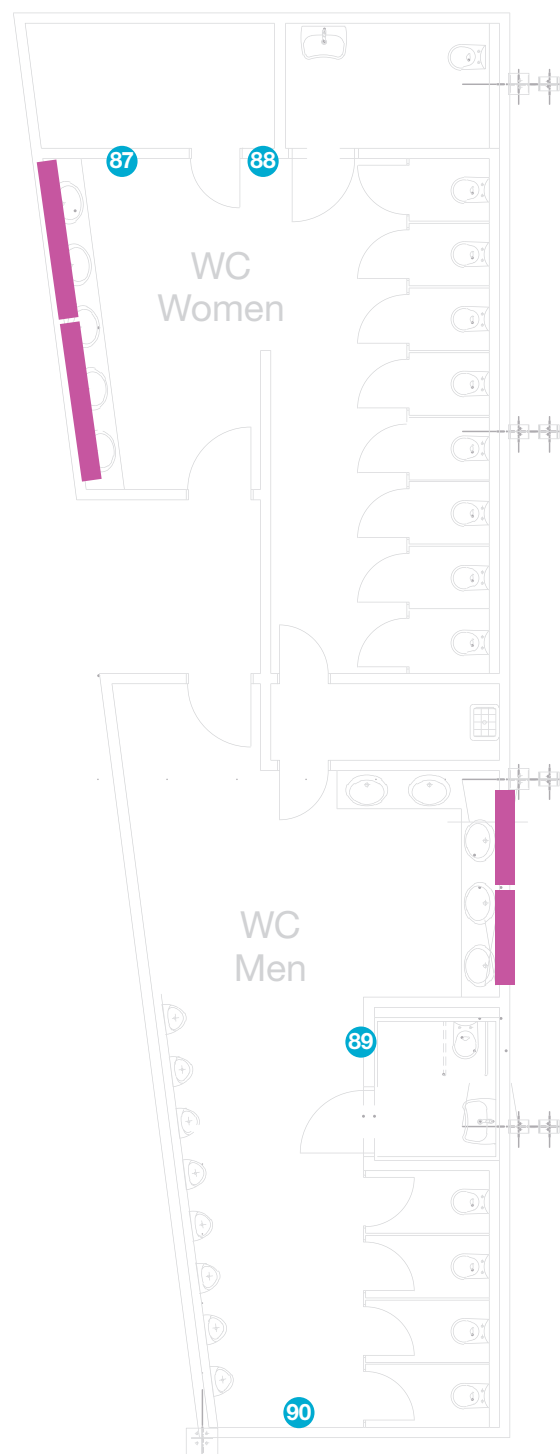
# Placement of A3 posters on the grounds

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

EH I – GROUND FLOOR

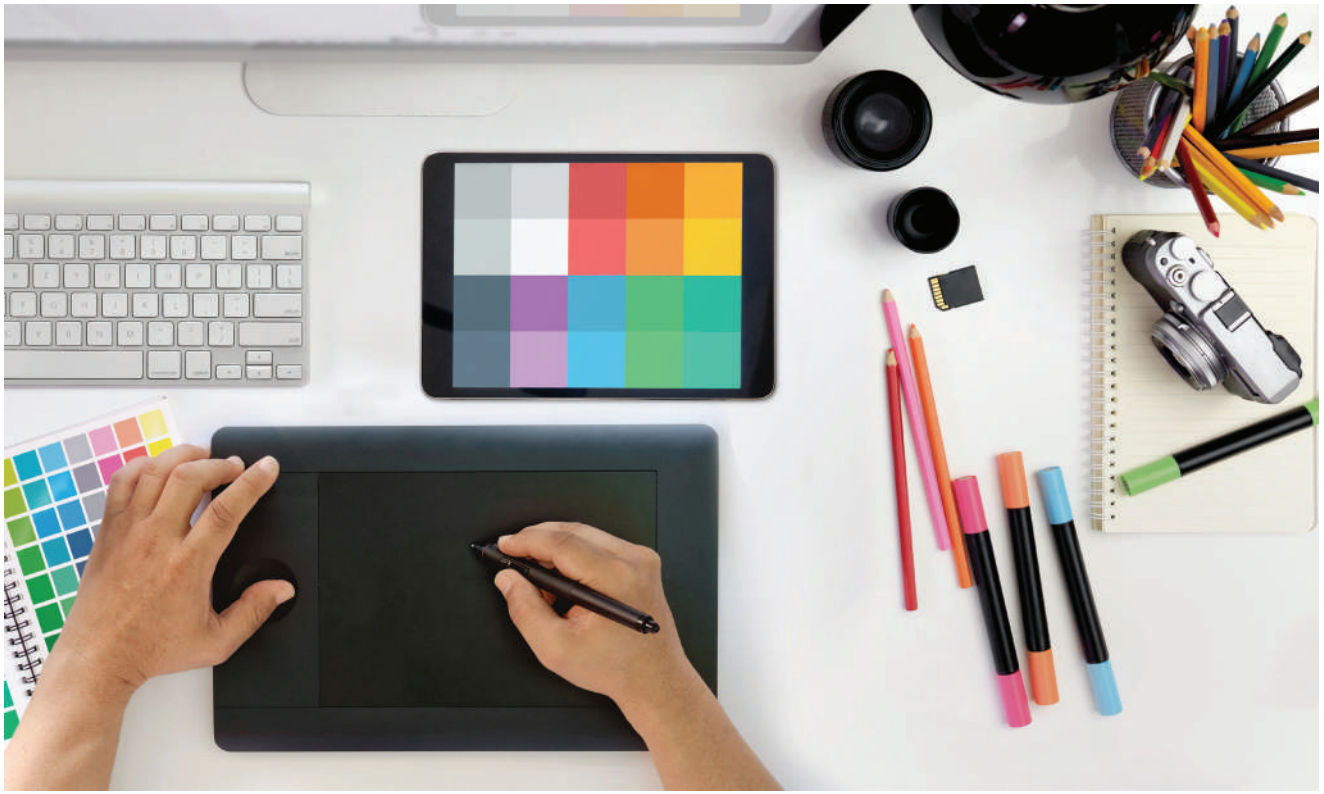


EH I – 1st FLOOR





# 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



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ČESKÉ REPUBLIKY



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199 00 Prague 9 – Letňany

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[www.pvaexpo.cz](http://www.pvaexpo.cz)