



publicidad
exterior
outdoor
advertising

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publicidad exterior en Feria de Madrid outdoor advertising at Feria de Madrid

INTRODUCCIÓN INTRODUCTION

IFEMA, a través de una selección de diferentes soportes publicitarios, estratégicamente situados en zonas de paso obligado para todos los Visitantes y Expositores que acuden al recinto ferial, quiere contribuir al éxito comercial de todos sus Expositores, rentabilizando su participación al promover su imagen de forma eficaz y directa entre sus clientes objetivos.

Con la Publicidad Exterior obtendrá importantes beneficios:

- Mayor número de visitas de clientes, contactos comerciales y distribuidores
- Mayor impacto comercial: potencia las ventas e ingresos del expositor anunciante
- Mejor posicionamiento de marca
- Respaldo de IFEMA como garantía de calidad

Importante: todos los espacios ofrecidos se contratarán en función de disponibilidad y por un riguroso orden de recepción de solicitudes.

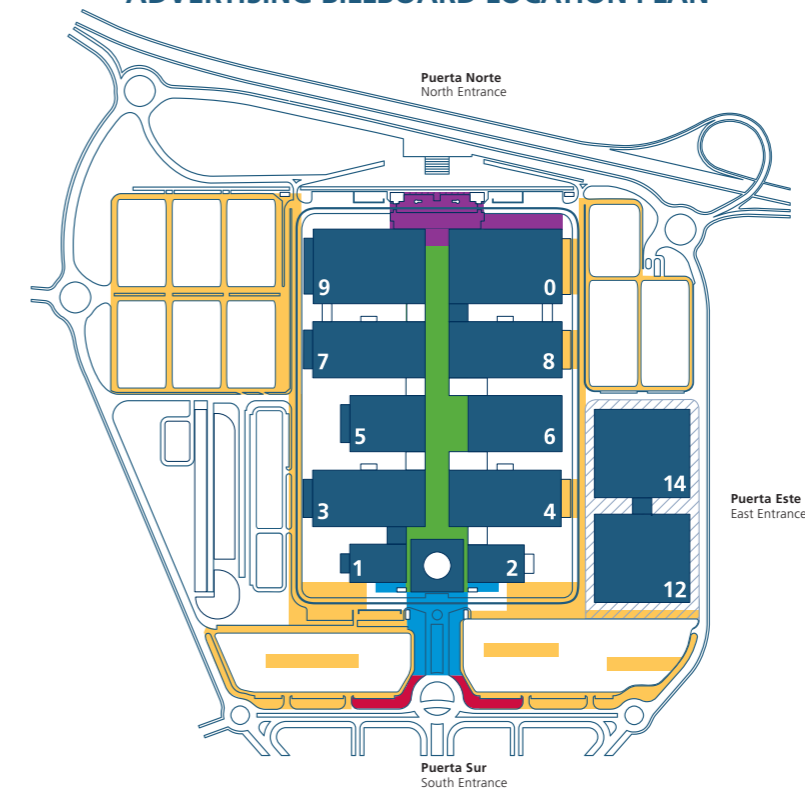
Through a selection of advertising billboards which are strategically placed so they may be seen by every Visitor and Exhibitor at the complex, IFEMA wishes to contribute to the commercial success of all its Exhibitors and to help them capitalise on their participation by promoting their image effectively and directly among their target customers.

With Outdoor Advertising you will obtain some important benefits:

- Higher numbers of customer visits, business and distributor contacts
- Greater commercial impact: the advertising exhibitor experiences a boost to sales and income
- Better brand placement
- IFEMA's backing as a guarantee of quality

Note: all the spaces offered are hired out according to availability and strictly in order of requests received.

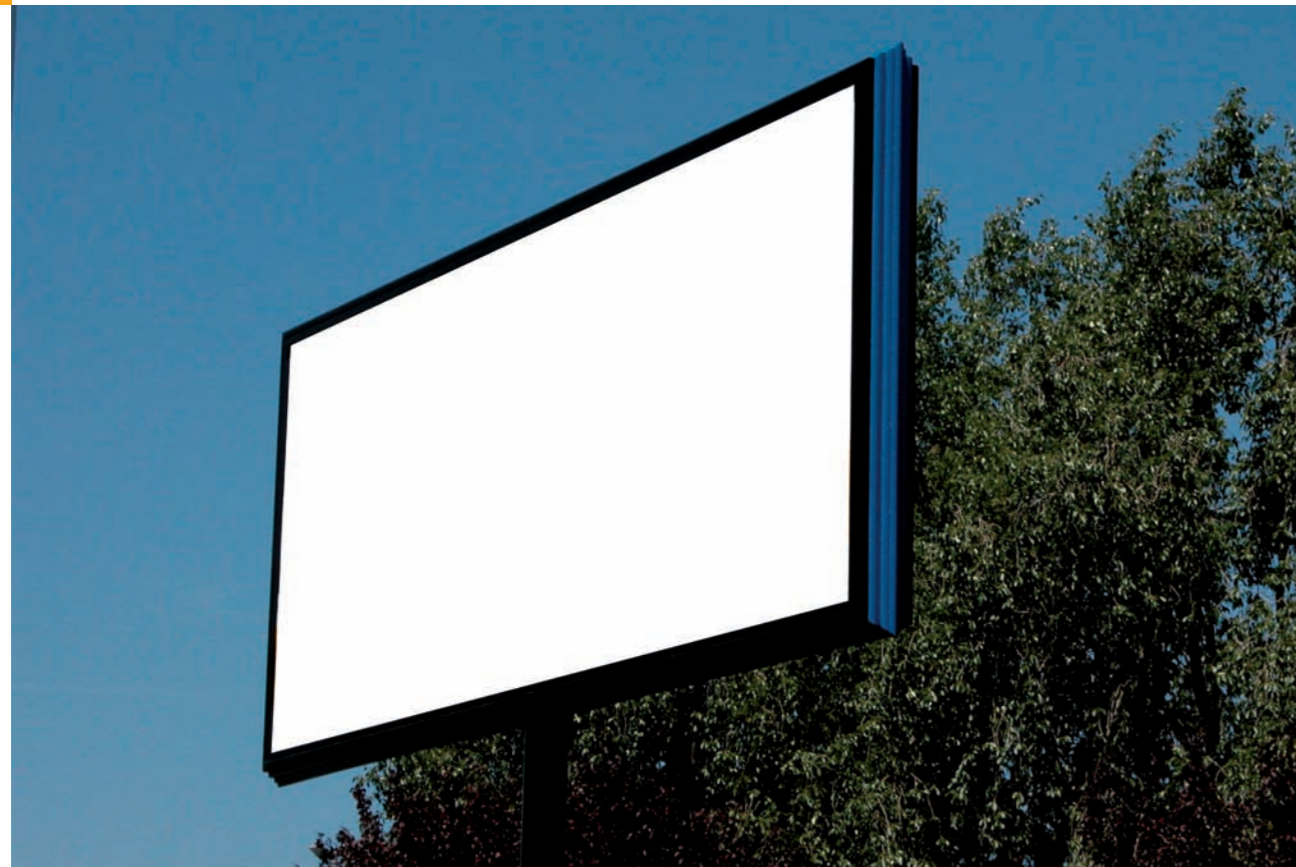
PLANO DE UBICACIÓN DE SOPORTES PUBLICITARIOS ADVERTISING BILLBOARD LOCATION PLAN



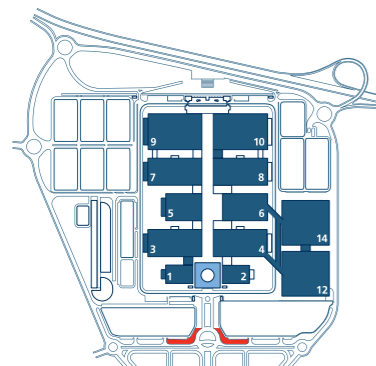
- **Perímetro exterior de Feria de Madrid**
On Feria de Madrid outer perimeter
- **Aparcamientos y viales de circulación**
Car parks and on roads
- **En Puerta Norte**
At North Entrance

- **En Puerta Sur**
At South Entrance
- **La Avenida (zona peatonal entre pabellones)**
La Avenida (pedestrian area between halls)

perímetro exterior
outer perimeter



V1 VALLA PERÍMETRO DOBLE CARA PUERTA SUR
TWO-SIDED PERIMETER FENCE SOUTH ENTRANCE
8 x 3 m



Consulte precios en formulario de contratación.
See prices on order form.

aparcamientos y viales de circulación
car parks and on roads



B/1 BUS INTEGRAL CIRCUITO IFEMA
FULL BUS IFEMA CIRCUIT



B/2 BUS ROTULACIÓN LATERAL
CIRCUITO IFEMA
BUS SIDE SIGNAGE IFEMA CIRCUIT



CB/1/2/3/4 CIRCUITO BANDEROLAS
150 FAROLAS
PENNANTS CIRCUIT 150
STREET LAMPS
0,90 x 1,20 m



L LONETA PARKING
CAR PARK CANVAS
2 x 4 m



LG/3 LONA GIGANTE PABELLÓN 9-10
EXTRA LARGE CANVAS HALL 9-10
21,7 X 9,6 m



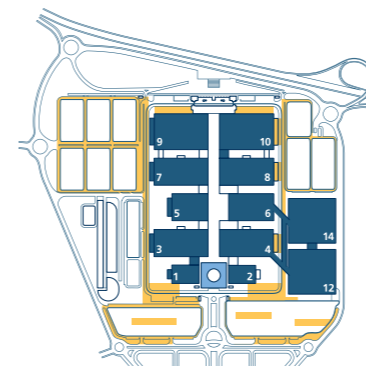
OPP MUPI UNA CARA CIRCUITO
PARKING
ONE SIDED "MUPI" CAR PARK
CIRCUIT
1,20 x 1,75 m



PE PAPELERA EXTERIOR
OUTSIDE LITTER BIN
116 x 76 cm



VF VINILO FACHADA PABELLONES 7-8
VINYL FACADE HALL 7-8
14 x 7 m



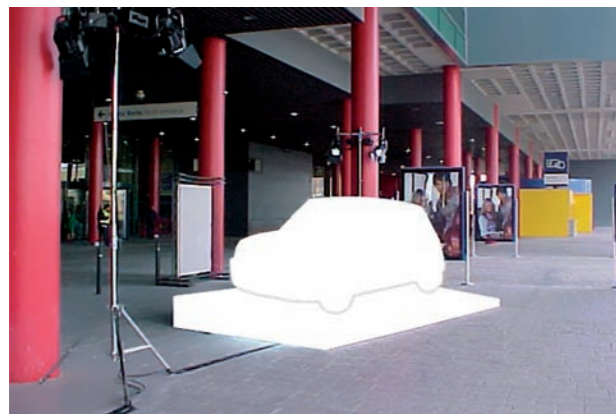
puerta norte
north entrance



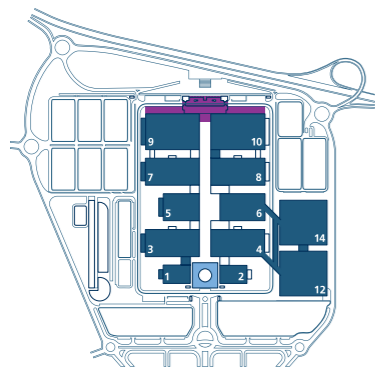
CL/1 COLUMNA DOBLE CARA
PUERTA NORTE
DOUBLE-SIDED COLUMNS
NORTH ENTRANCE
1,20 x 3,25 m



OPN MUPI LUMINOSO UNA CARA PUERTA NORTE
ONE-SIDED ILLUMINATED "MUPI" NORTH ENTRANCE
1,20 x 1,75 m



EXP EXPOSICIÓN VEHÍCULO PUERTA NORTE
VEHICLE EXHIBITION NORTH ENTRANCE



Consulte precios en formulario de contratación.
See prices on order form.

puerta sur
south entrance



CL/2 COLUMNA DOBLE CARA
PUERTA SUR
DOUBLE-SIDED COLUMNS
SOUTH ENTRANCE
1,20 x 3,25 m



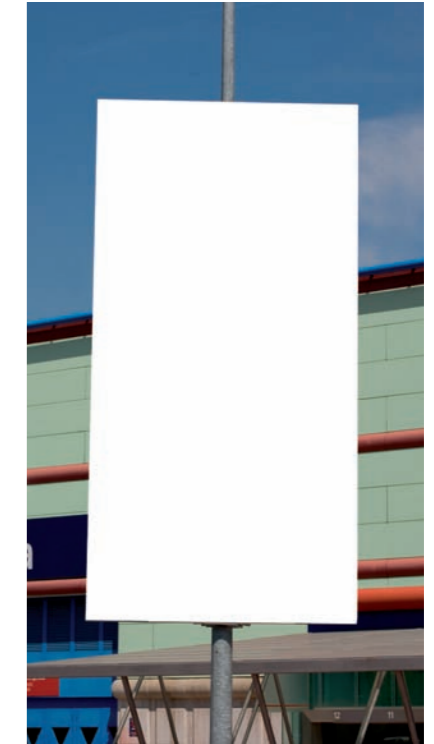
DPS DÍPTICO RETROILUMINADO
PUERTA SUR
BACKLIT DIPTYCH SOUTH
ENTRANCE
1,20 x 1,75 m



LG/1 LONA GIGANTE PABELLÓN 1-2
EXTRA LARGE CANVAS HALL 1-2
21 x 10 m



LG/2 LONA GIGANTE PABELLÓN 1-2
EXTRA LARGE CANVAS HALL 1-2
24 x 8 m



ESO ESTANDARTE PUERTA SUR
BANNER SOUTH ENTRANCE
2 x 4 m



MG MAGNUM RETROILUMINADO
PUERTA SUR
BACKLIT "MAGNUM" SOUTH
ENTRANCE
3,30 x 2,34 m



MD MARQUESINA PUERTA
SUR MÓDULO 10 UNIDADES
CANOPY SOUTH ENTRANCE
MODULE 10 UNITS
2,80 x 2 m



RE RELOJ EXTERIOR DOBLE CARA
TWO-SIDED OUTDOOR CLOCKS
1,20 x 1,75 m



EXP EXPOSICIÓN VEHÍCULO PUERTA SUR
VEHICLE EXHIBITION SOUTH
ENTRANCE

la avenida
zona peatonal entre pabellones
pedestrian area between halls



BA BANDEROLA UNA CARA
PABELLÓN 1-2
ONE-SIDED PENNANTS HALL 1-2
1,50 x 4,20 m



DI DISPLAY DOBLE CARA
DOUBLE-SIDED DISPLAY
1,20 x 1,75 m



EP ESTANDARTE DOBLE CARA PATIO
DOUBLE-SIDED BANNERS COURT
2 x 4 m



BI BANDEROLA DOBLE CARA
PABELLÓN 8 UNIDADES
TWO-SIDED PENNANTS HALL 8 UNITS
0,90 x 2,70 m



LP LONA PASARELA
CATWALK CANVAS
15,75 x 1,65 m



LPN VINILO PATIO NORTE
NORTH COURT CANVAS
13 x 7 m



L4 LONA HORIZONTAL ARCO FRONTERA
HORIZONTAL CANVAS BORDER ARCH
10 x 3,80 m



OP MUPI LUMINOSO PATIO UNA CARA
ONE-SIDED ILLUMINATED
"MUPI" COURT
1,20 x 1,75 m



PV PIVOT TRIPLE CARA
THREE-SIDED PIVOT
1,40 x 3,05 m



L1/F LONA VERTICAL ARCO FRONTERA
VERTICAL CANVAS BORDER ARCH
2 x 3,80 m



L1/Z LONA VERTICAL ZÓCALO
VERTICAL CANVAS PLINTH
2 x 4 m



L3/2 VINILO PASARELAS
CATWALK VINYL
17,95 x 10 m



VPR VINILO PASILLO RODANTE
DOBLE CARA
TWO-SIDED VINYL MOVING
WALKWAY
2,50 x 1,14 m



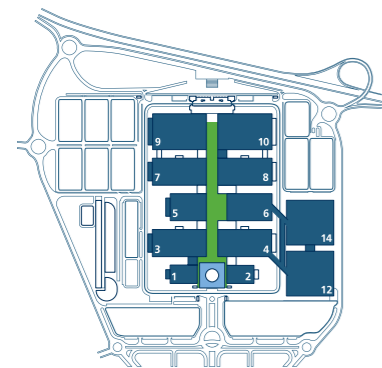
PI PRISMA TRIPLE CARA
THREE-SIDED PRISM
1 x 3 m



VAF VINILO ASCENSOR ARCO FRONTERA
DOS FRENTERES
VINYL ELEVATOR BORDER ARCH
TWO FRONTS
2,62 x 10,30 m



VAP VINILO ASCENSOR PATIO CENTRAL
DOS FRENTERES
VINYL ELEVATOR CENTRAL COURT
TWO FRONTS
10,40 x 9,85 + 3,45 x 9,85 m



Consulte precios en formulario de contratación.
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puerta este
east entrance



CRP/1 5 UNIDADES CRISTALERA PASILLO RODANTE PARKING SURESTE (VINOLO)
5 UNITS SOUTHEAST CAR PARK MOVING WALKWAY PANORAMIC WINDOW
2,36 x 1,25 m

CRP/2 12 UNIDADES CRISTALERA PASILLO RODANTE PARKING SURESTE (VINOLO)
12 UNITS SOUTHEAST CAR PARK MOVING WALKWAY PANORAMIC WINDOW
2,36 x 1,25 m

CRP/3 6 UNIDADES CRISTALERA PASILLO RODANTE PARKING SURESTE (VINOLO)
6 UNITS SOUTHEAST CAR PARK MOVING WALKWAY PANORAMIC WINDOW
2,36 x 1,25 m



CEE CRISTALERA ESCALERA EMERGENCIA PABELLÓN 12 (VINOLO)
EMERGENCY STAIRCASE PANORAMIC WINDOW HALL 12 (VINYL)

Superior Superior 15,50 x 2 m
Media Average 15,50 x 1,70 m
Inferior Inferior Sujeto a posibles cambios Subject to possible changes

pabellones 12-14
halls 12-14



CM CAJAS DE LUZ METACRILATO PLEXIGLASS LIGHT BOXES
3 x 1,20 m



CM CAJAS DE LUZ METACRILATO PLEXIGLASS LIGHT BOXES
3 x 1,20 m



EM/12 ESCALERA MECANICA HALL 12 (VINOLO)
HALL ESCALATOR 12 (VINYL)
18 x 0,80 m



EM/14 ESCALERA MECANICA HALL 14 (VINOLO)
HALL ESCALATOR 14 (VINYL)
18 x 0,80 m

puerta este · pabellones 12-14
east entrance · halls 12-14



PC/12 PASARELA CRISTAL 4/12 (VINOLO)
GLASS WALKWAY 4/12 (VINYL)
58,50 x 1,50 m



PC/14 PASARELA CRISTAL 6/14 (VINOLO)
GLASS WALKWAY 6/14 (VINYL)
42 x 1,50 m

EMP/1 ESCALERA MECANICA PARKING SUR ESTE (VINOLO)
SOUTHEAST CAR PARK ESCALATOR (VINYL)
29,90 x 0,80 m

EMP/2 ESCALERA MECANICA PARKING SUR ESTE (VINOLO)
SOUTHEAST CAR PARK ESCALATOR (VINYL)
79,50 x 0,80 m

EMP/3 ESCALERA MECANICA PARKING SUR ESTE (VINOLO)
SOUTHEAST CAR PARK ESCALATOR (VINYL)
34,50 x 0,80 m

EMP/4 ESCALERA MECANICA PARKING SUR ESTE (VINOLO)
SOUTHEAST CAR PARK ESCALATOR (VINYL)
34,50 x 0,80 m

EMP/5 ESCALERA MECANICA PARKING SURESTE (VINOLO)
SOUTHEAST CAR PARK ESCALATOR (VINYL)
72 x 0,80 m



LFP LONAS FAROLA PARKING (DOBLE CARA)
CAR PARK STREETLIGHT BANNERS
3,20 x 6 m

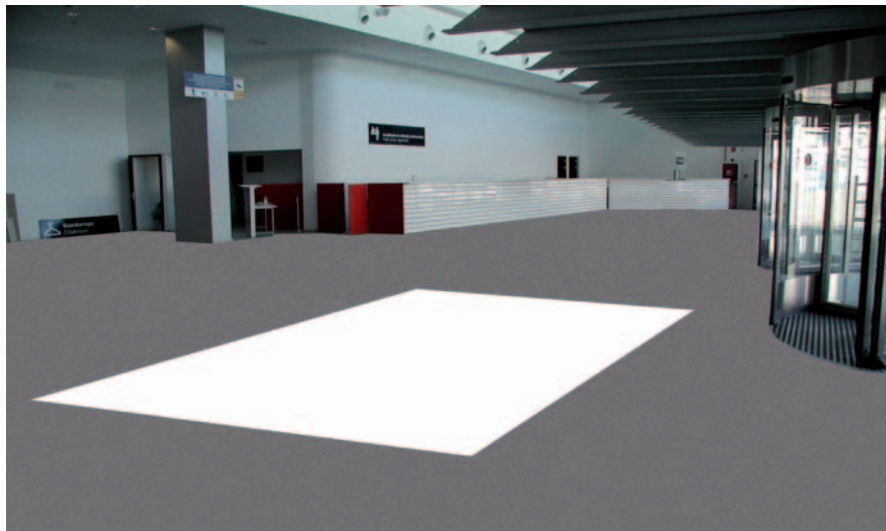


OP1 MUPI LUMINOSO UNA CARA PABELLÓN 12/14
ILLUMINATED "MUPI" COURT HALL 12/14
1,20 x 1,75 m



BE12 BANDEROLA ENTRADA
PABELLÓN 12
HALL 12 ENTRANCE PENNANT
1,60 x 3,50 m

BE14 BANDEROLA ENTRADA
PABELLÓN 14
HALL 14 ENTRANCE PENNANT
1,60 x 3,35 m



MP12 SUELO HALL PABELLÓN 12
HALL 12 ENTRANCE PENNANT
9 x 6 m

MP14 SUELO HALL PABELLÓN 14
HALL 14 ENTRANCE PENNANT
9 x 6 m



CP12 COLUMNA PABELLÓN 12
HALL 12 COLUMN
3,02 m x 4 m (perímetro x alto)
(perimeter x height)

CP14 COLUMNA PABELLÓN 14
HALL 14 COLUMN
3,02 m x 4 m (perímetro x alto)
(perimeter x height)

información information

El plazo límite para proceder a la contratación de este servicio termina el mes anterior a la fecha de celebración del Certamen. IFEMA se reserva el derecho de rechazar las peticiones de servicios solicitados tras esta fecha.

En el caso de aceptar la prestación de servicios solicitados en los quince días anteriores al inicio del montaje, durante el montaje o la celebración del Certamen, IFEMA aplicará un recargo del 25% sobre la tarifa establecida en la citada Carpeta de Servicios.

La producción publicitaria a exhibir en los soportes publicitarios podrá ser realizada por **IFEMA** o directamente por el anunciante, cumpliendo con las características técnicas indicadas en el formulario Publicidad Exterior.

Contacto sobre tarifas e información adicional:
Tel.: 91 722 53 40 / 08
Fax: 91 722 53 09
e-mail: publicidadexterior@ifema.es

The period for contracting this service concludes the month before the event is held. IFEMA reserves the right to refuse requests for services made after this date.

In the case of its agreeing to provide services which have been requested during the two weeks prior to the commencement of assembly, during assembly or while the event is being held, IFEMA will apply a 25% surcharge on the price established in the aforementioned Catalogue of Services.

The advertisements to be displayed on the advertising spaces media may be produced by **IFEMA** or it may be directly made by the advertiser, complying with the technical characteristics indicated in the Outdoor Advertising order form.

Contact for rates and additional information:
Tel.: (34) 91 722 53 40 / 08
Fax: (34) 91 722 53 09
e-mail: publicidadexterior@ifema.es