



**publicidad**  
**exterior**  
**outdoor**  
**advertising**



IFEMA  
Feria de  
Madrid

Introducción	3
Plano de ubicación de soportes publicitarios	3
Soportes publicitarios:	
Perímetro exterior de Feria de Madrid	4
Aparcamientos y viales de circulación	5
Puerta Norte	6
Puerta Sur	7
La Avenida (zona peatonal entre pabellones)	8
Puerta Este	10
Información	12

Introduction	3
Advertising billboard location plan	3
Advertising billboards:	
On Feria de Madrid outer perimeter	4
In car parks and on roads	5
At North Entrance	6
At South Entrance	7
La Avenida (pedestrian area between halls)	8
At East Entrance	10
Information	12

# 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.

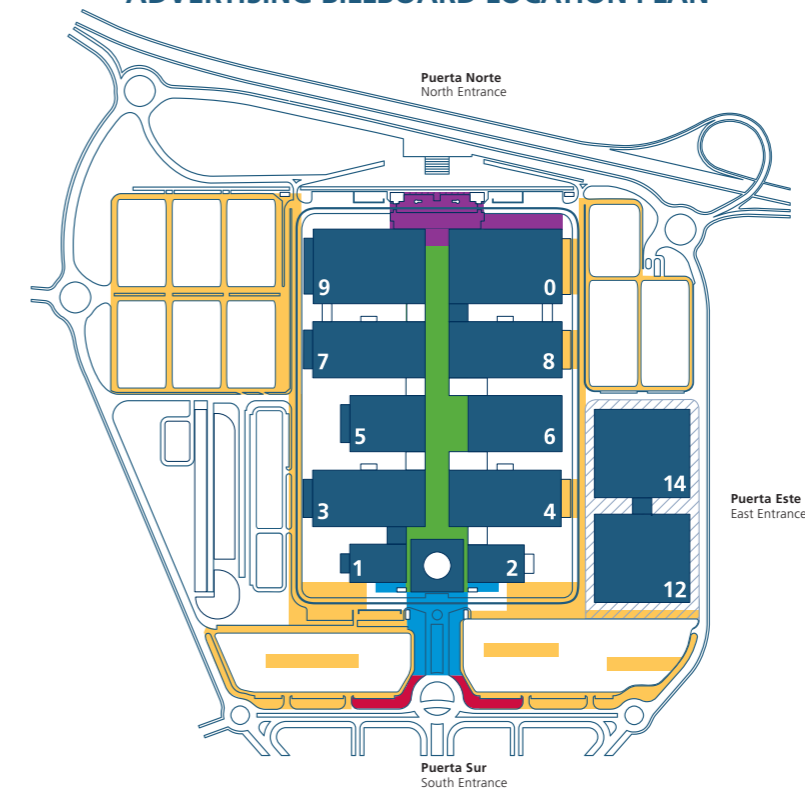
Through a selection of advertising billboards which are strategically placed so they may be seen by every Visitor and Exhibitor at the complex, IFEMA wishes to contribute to the commercial success of all its Exhibitors and to help them capitalise on their participation by promoting their image effectively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

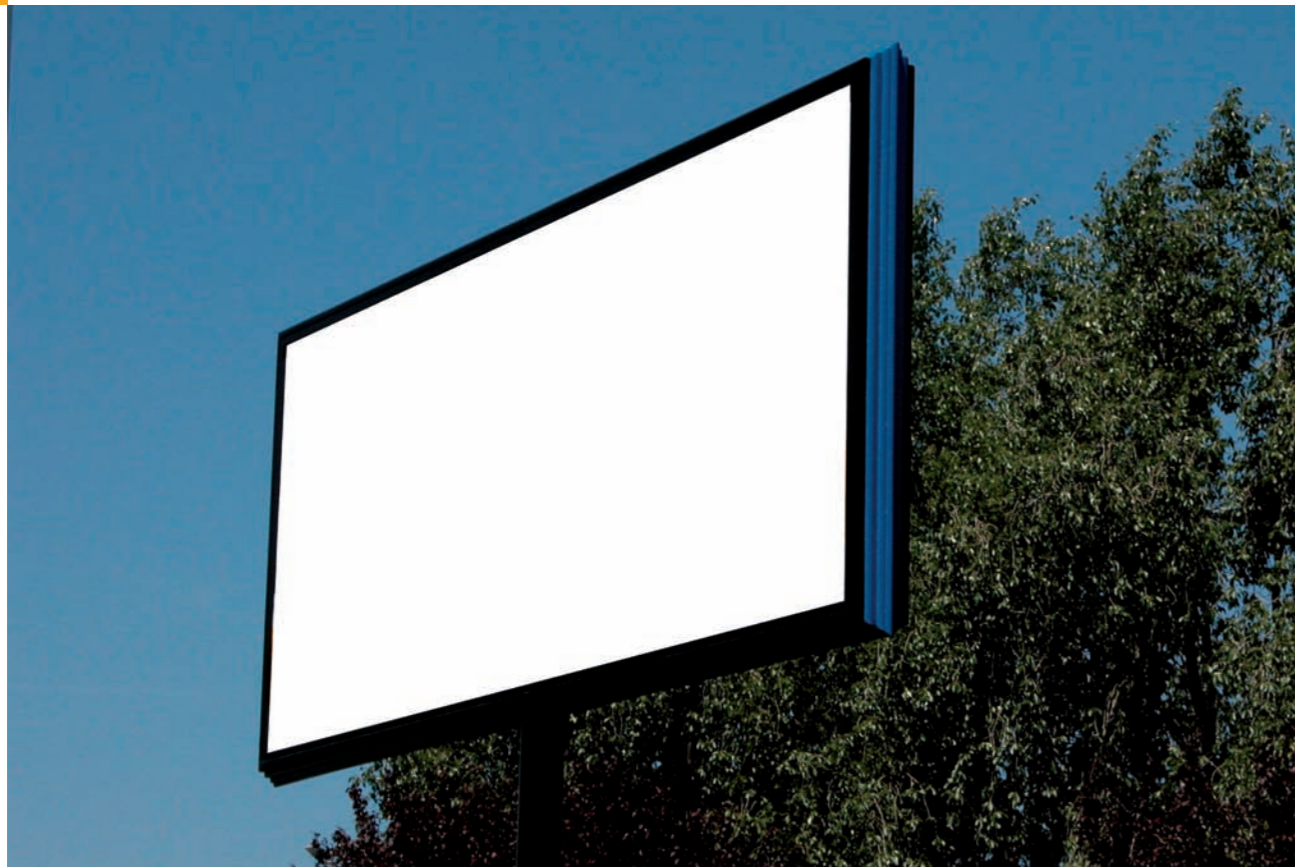
## PLANO DE UBICACIÓN DE SOPORTES PUBLICITARIOS ADVERTISING BILLBOARD LOCATION PLAN



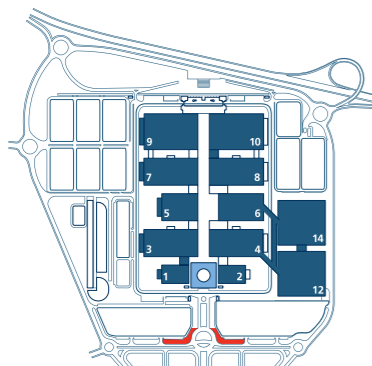
- **Perímetro exterior de Feria de Madrid**  
On Feria de Madrid outer perimeter
- **Aparcamientos y viales de circulación**  
Car parks and on roads
- **En Puerta Norte**  
At North Entrance

- **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



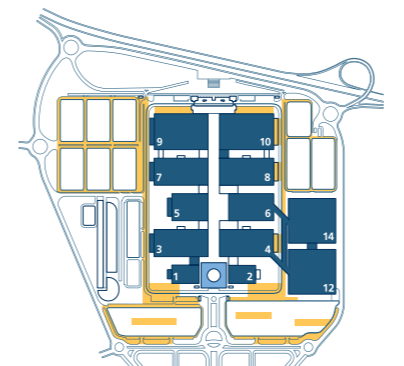
**OPP** MUPI UNA CARA CIRCUITO  
PARKING  
ONE SIDED "MUPI" CAR PARK  
CIRCUIT  
1,20 x 1,75 m



**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



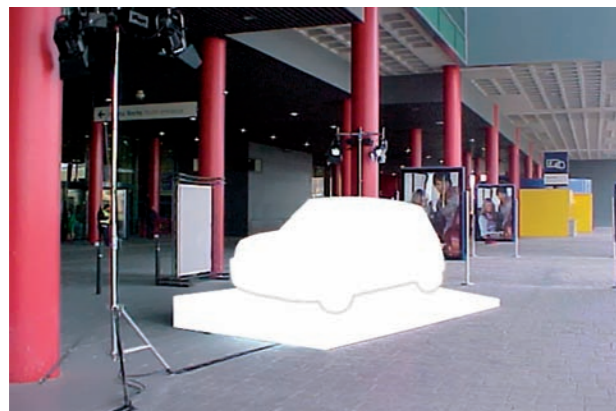
puerta norte  
north entrance



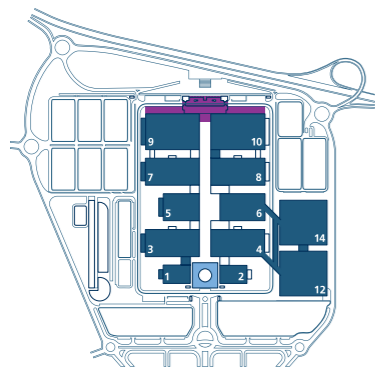
**CL/1** COLUMNA DOBLE CARA  
PUERTA NORTE  
DOUBLE-SIDED COLUMNS  
NORTH ENTRANCE  
1,20 x 3,25 m



**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



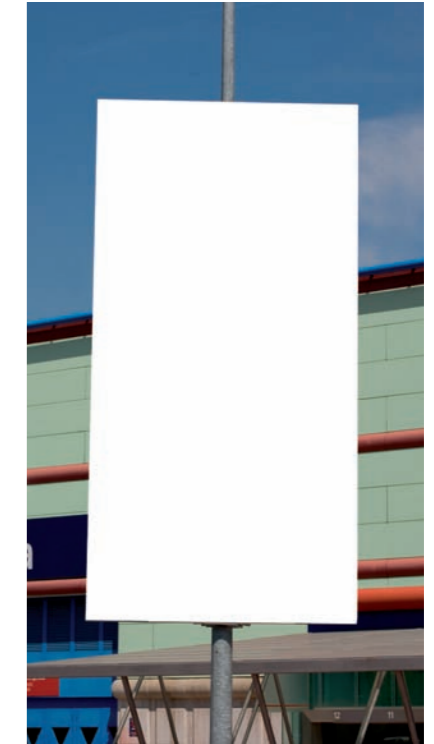
**DPS** DÍPTICO RETROILUMINADO  
PUERTA SUR  
BACKLIT DIPTYCH SOUTH  
ENTRANCE  
1,20 x 1,75 m



**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



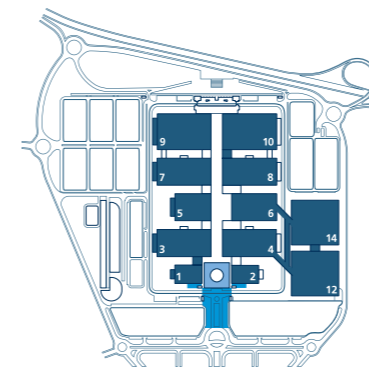
**MG** MAGNUM RETROILUMINADO  
PUERTA SUR  
BACKLIT "MAGNUM" SOUTH  
ENTRANCE  
3,30 x 2,34 m



**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



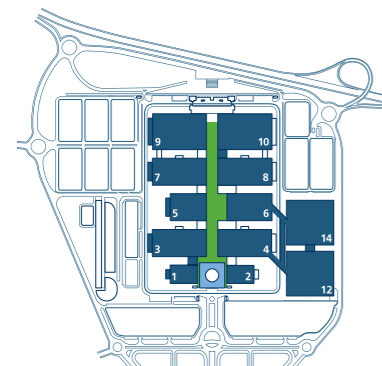
**PI** PRISMA TRIPLE CARA  
THREE-SIDED PRISM  
1 x 3 m



**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



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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



**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



**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



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

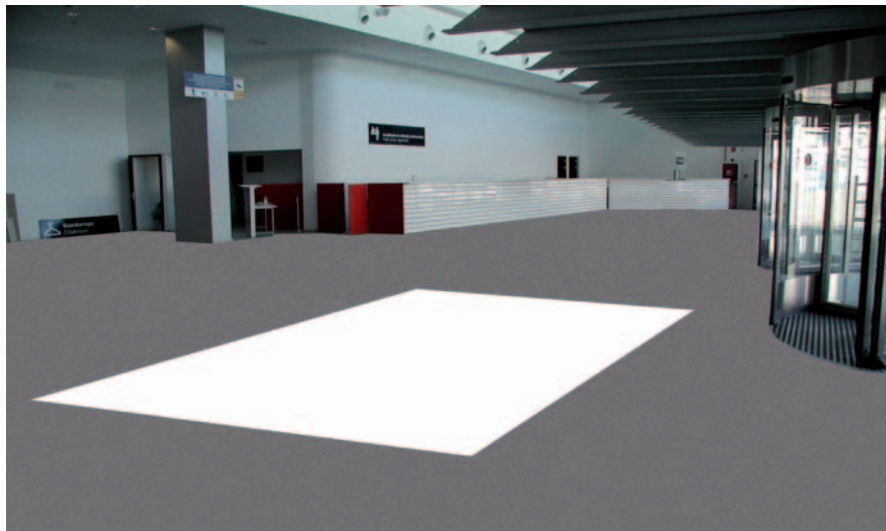


**OP1** MUPI LUMINOSO UNA CARA PABELLÓN 12/14  
ILLUMINATED "MUPI" COURT HALL 12/14  
1,20 x 1,75 m



**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](mailto: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](mailto:publicidadexterior@ifema.es)