

An ADNEC Group Company

EXCEL
LONDON

Sponsor branding 2020

Capture your
customer's
attention with
ExCeL Media

Be heard. Get brand recognition.
Enhance the experience.

At ExCeL London, you can reach and engage with thousands of decision-makers in a unique environment where they're receptive to new products and ideas. We offer a wide variety of advertising opportunities to help bring your brand to life and attract the attention of future customers. These range from traditional print and poster sites to impactful digital media solutions.

Venue areas

Click below, to browse our venue spaces and explore the media opportunities available.



Boulevard



ICC



Capital Suite



Misc

Contact details

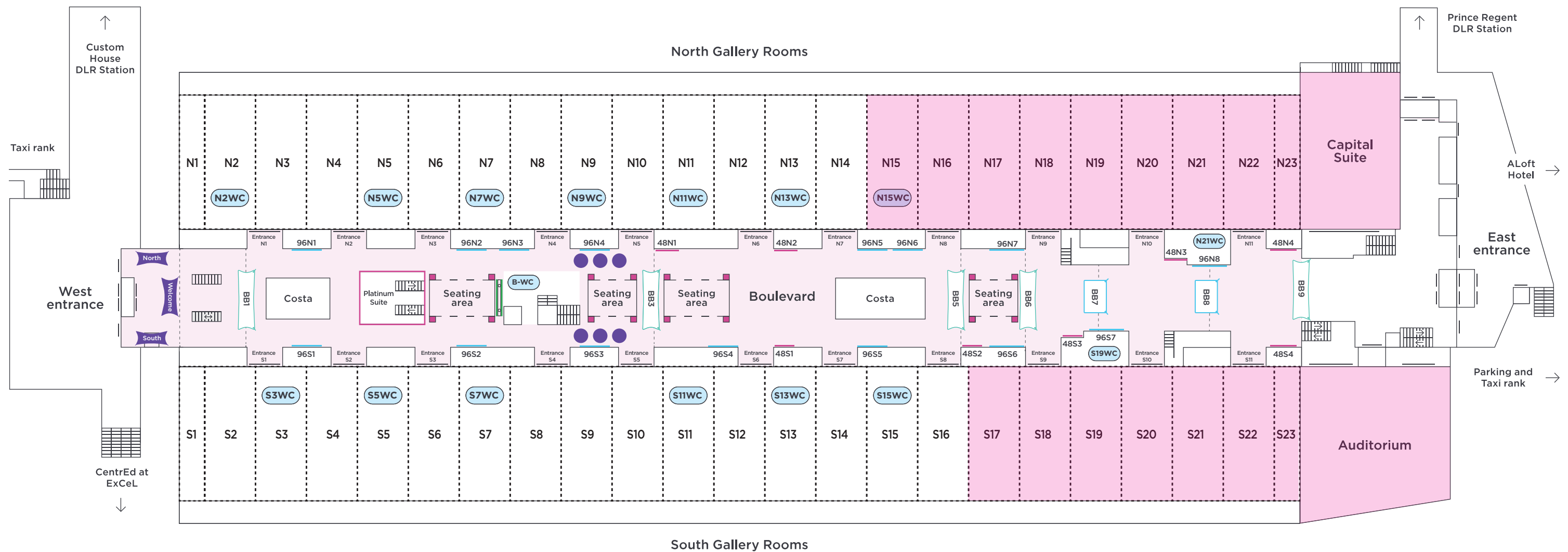
For all media enquiries, please contact;

Sneha Jangid

snehajangid@excel.london

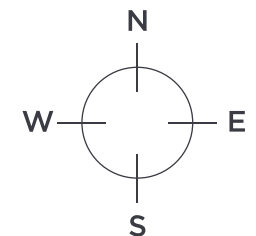
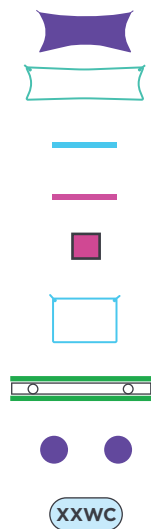
+44 (0) 207 069 4013

EASL Hall Space



KEY

- Pyramid banners
- Boulevard banners
- 96sheet
- 48sheet
- Digital razor screens
- Banner BB7 & BB8
- Digital hanging screen
- Hanging Banners
- Brandable Washrooms



ICC



Prince Regent - bridge banner

Located on the outside of the walkway, this can be viewed from Prince Regent station.

Artwork
template
coming
soon

Single-sided.

£15,445

Banner is slightly obstructed
at points along the station,
when walking towards ExCeL.



Prince Regent - external screens

6 single-sided screens, adjacent to the glass on the walkway.

Artwork
template
coming
soon

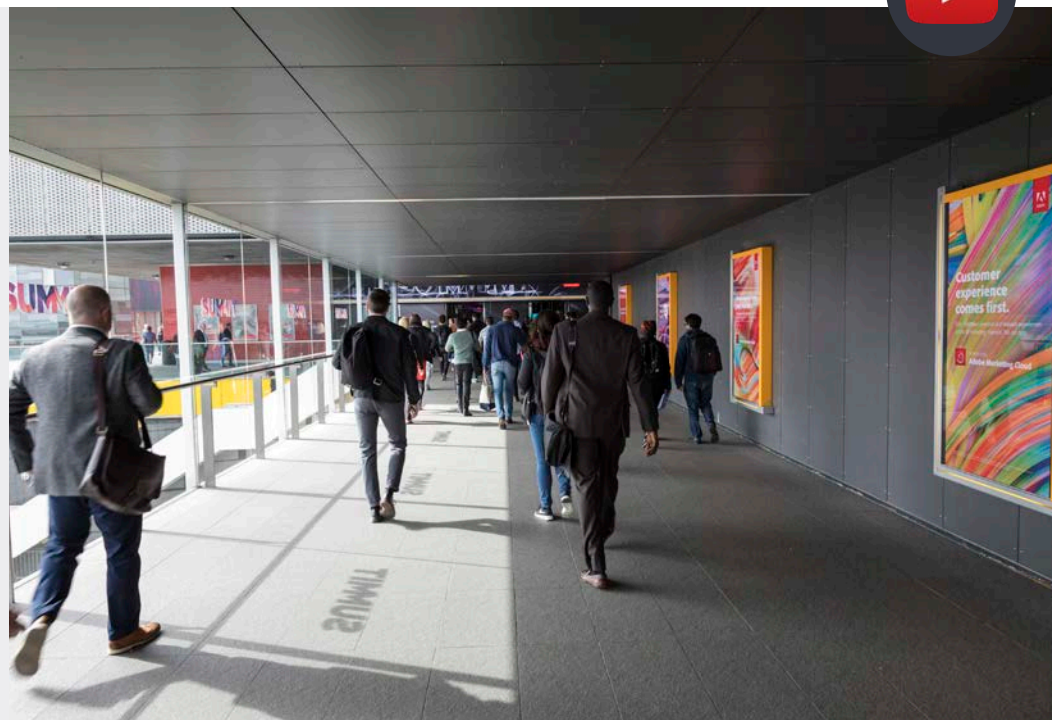


10sec advert.

£1,162

Placed in an advert loop. Shown
a minimum of 30 times per hour.

6 advert slots available.



Prince Regent - walkway glass

The walkway connecting Prince Regent station to ExCeL east entrance.



Single-sided. All panels.
Ceiling to handrail.

£5,835

Single-sided. All panels.
Ceiling to floor.

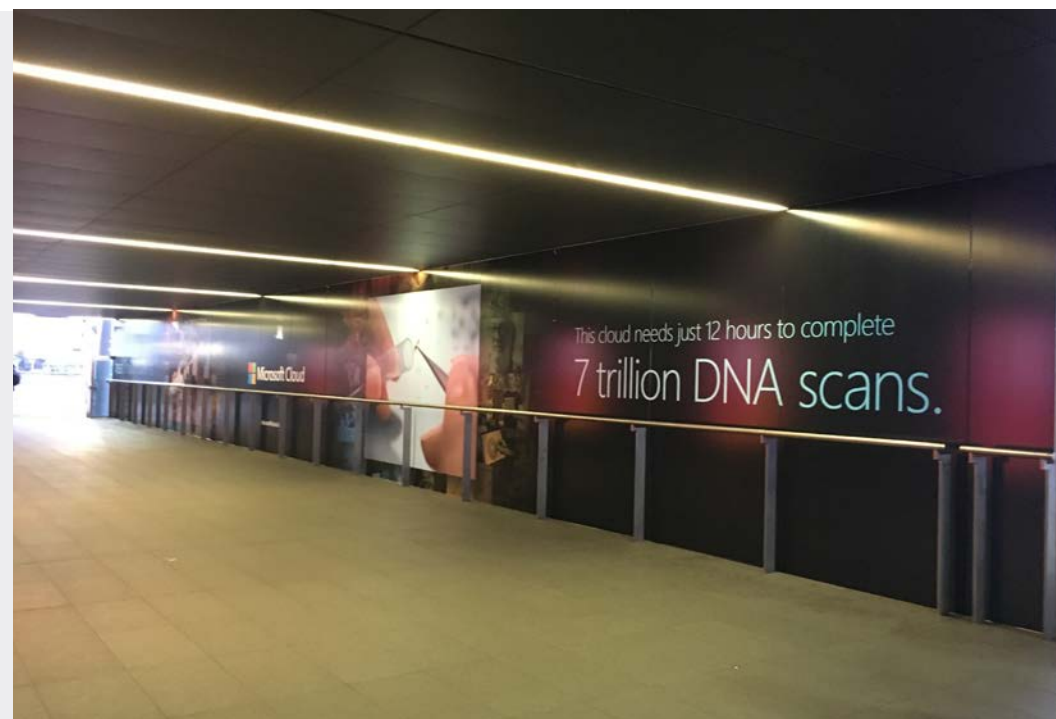
£9,920

Single-sided. Per panel.
Ceiling to handrail.

£350 each

Bespoke quotes available
on request.

Please note that 50% of
the walkway glass will be
dedicated to EASL branding.



Level 1 Aloft - entrance glass

The east entrance across to the Aloft hotel (Speakers accommodation), leading into ExCeL.



Panel 1, 2, 7 or 8.

£712 each

Panel 3 or 5.

£909 each

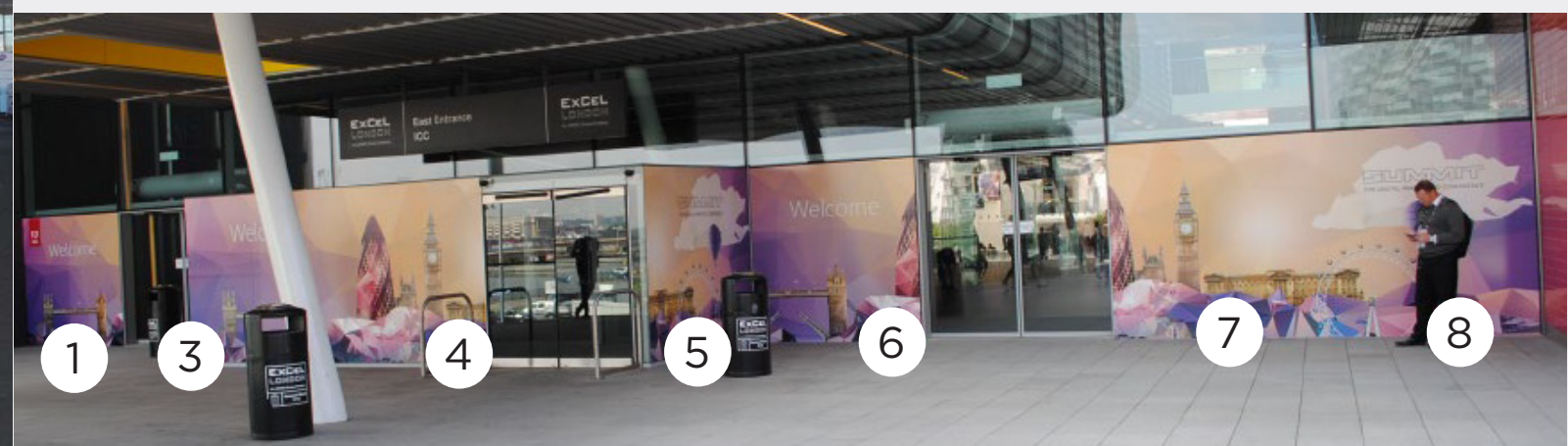
Large panel 4 - On cube.

£1,511 each

Panel 6 - Prime location.

£993 each

Bespoke quotes available
on request.



Prince Regent - internal screens

6 double-sided screens located inside the east Prince Regent entrance.

Artwork
template
coming
soon



10sec advert.

£1,394

Placed in an advert loop. Shown a minimum of 30 times per hour.

6 advert slots available.



ICC Level 0 - stair side panel

The side of the staircase can also be branded, which can be useful for displaying schedules.

Artwork
template
coming
soon

Single-sided. Full cover.

£5,723

Bespoke quotes available on request.



Prince Regent - capital hall glass

These glass panels look down upon the inside of the Capital hall.

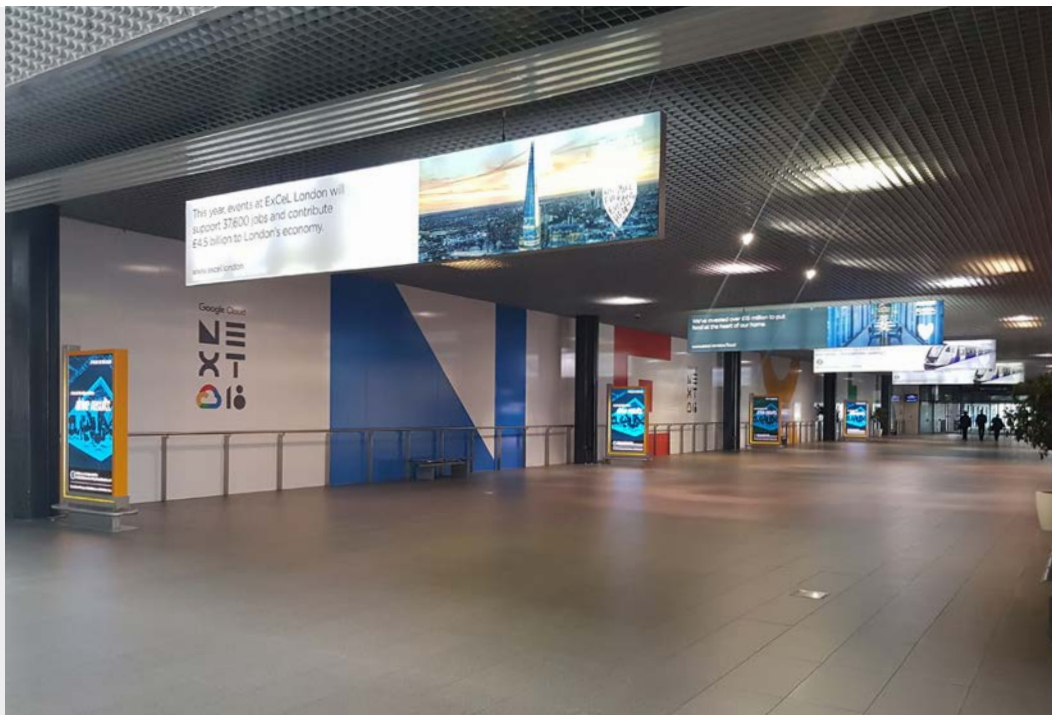
artwork
template

Single-sided. Full cover.

£35,530

Bespoke quotes available on request.

Approval required from EASL.
Max. 1/4 coverage.



ICC - escalator branding

Located on level 0 to level 1, and level 1 to level 2/3.

artwork
template

Metal or glass section.

£2,643 each

Bespoke quotes available on request.

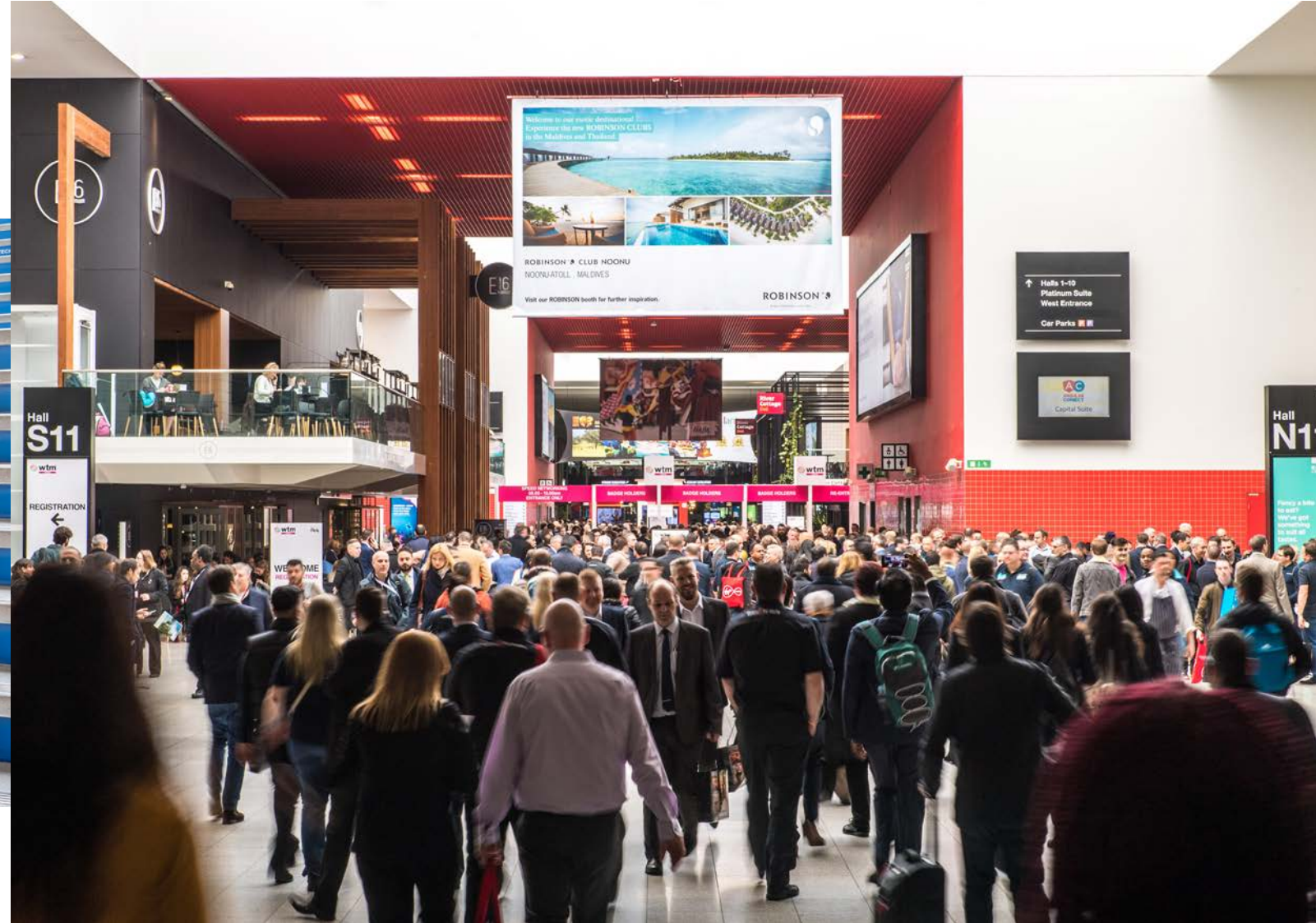
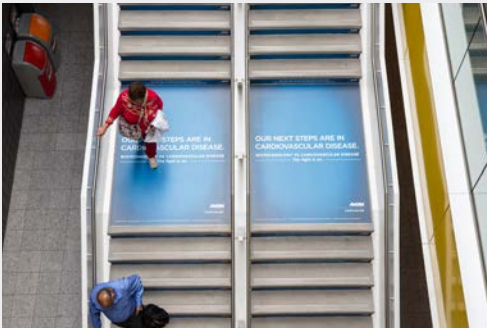


ICC - stair branding

At the end of the Prince Regent entrance, these stairs take you down to the halls.

Stair risers.
£3,502

Stair landing.
£4,172



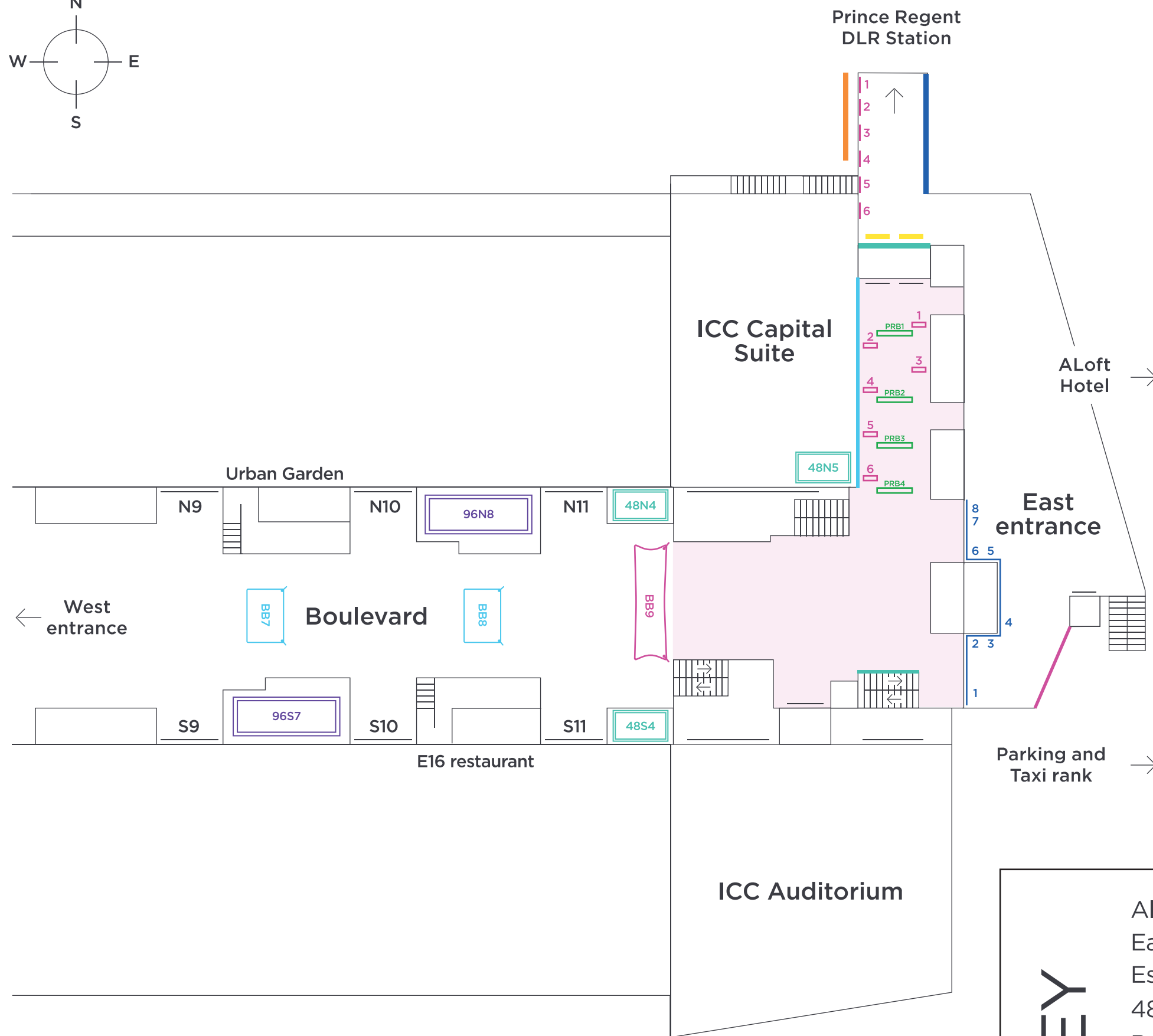
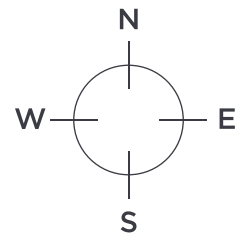
ICC level 0 - east taxi posters

Illuminated poster sites outside of Aloft.

Double-sided. 2 available.
£927 each

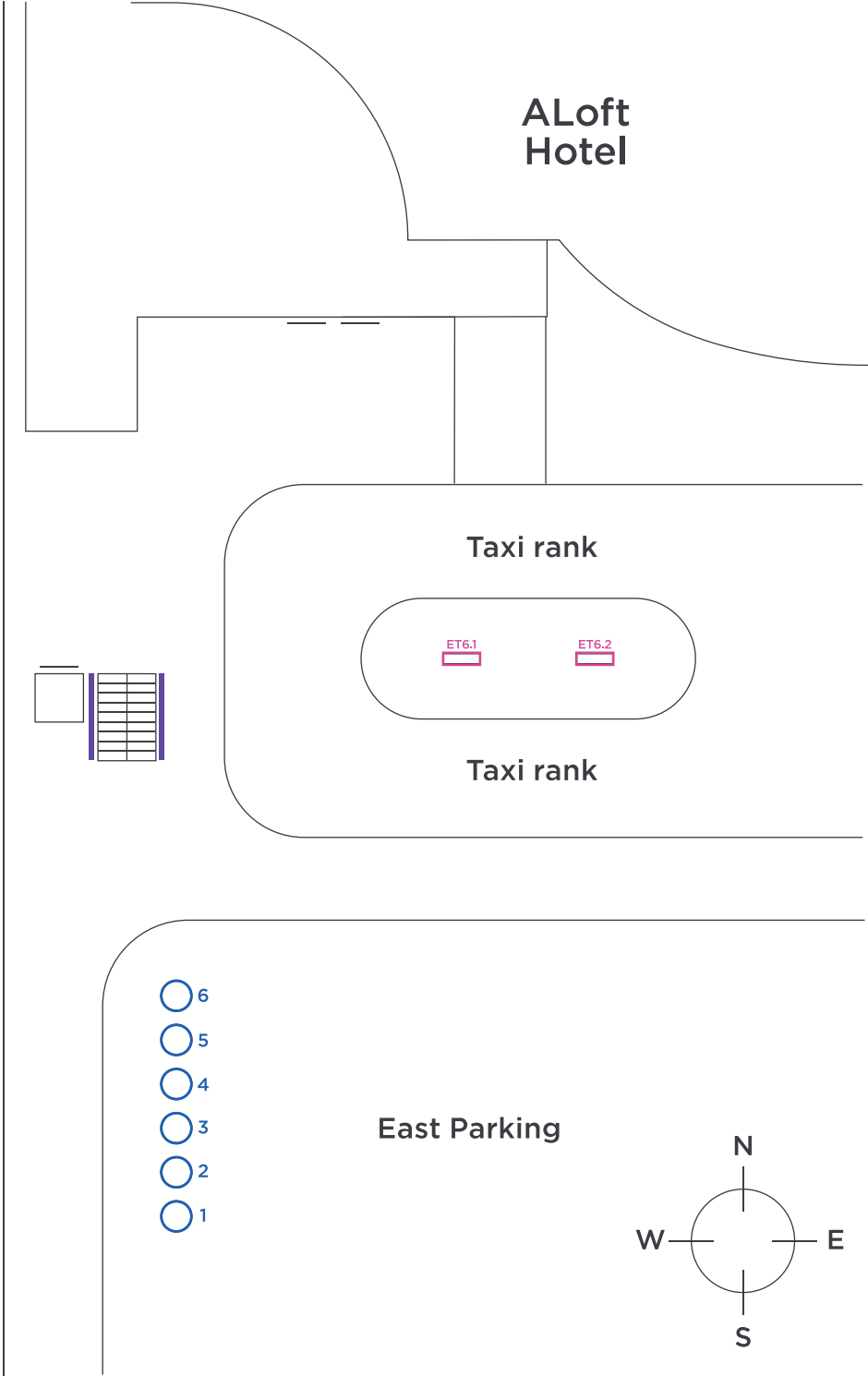
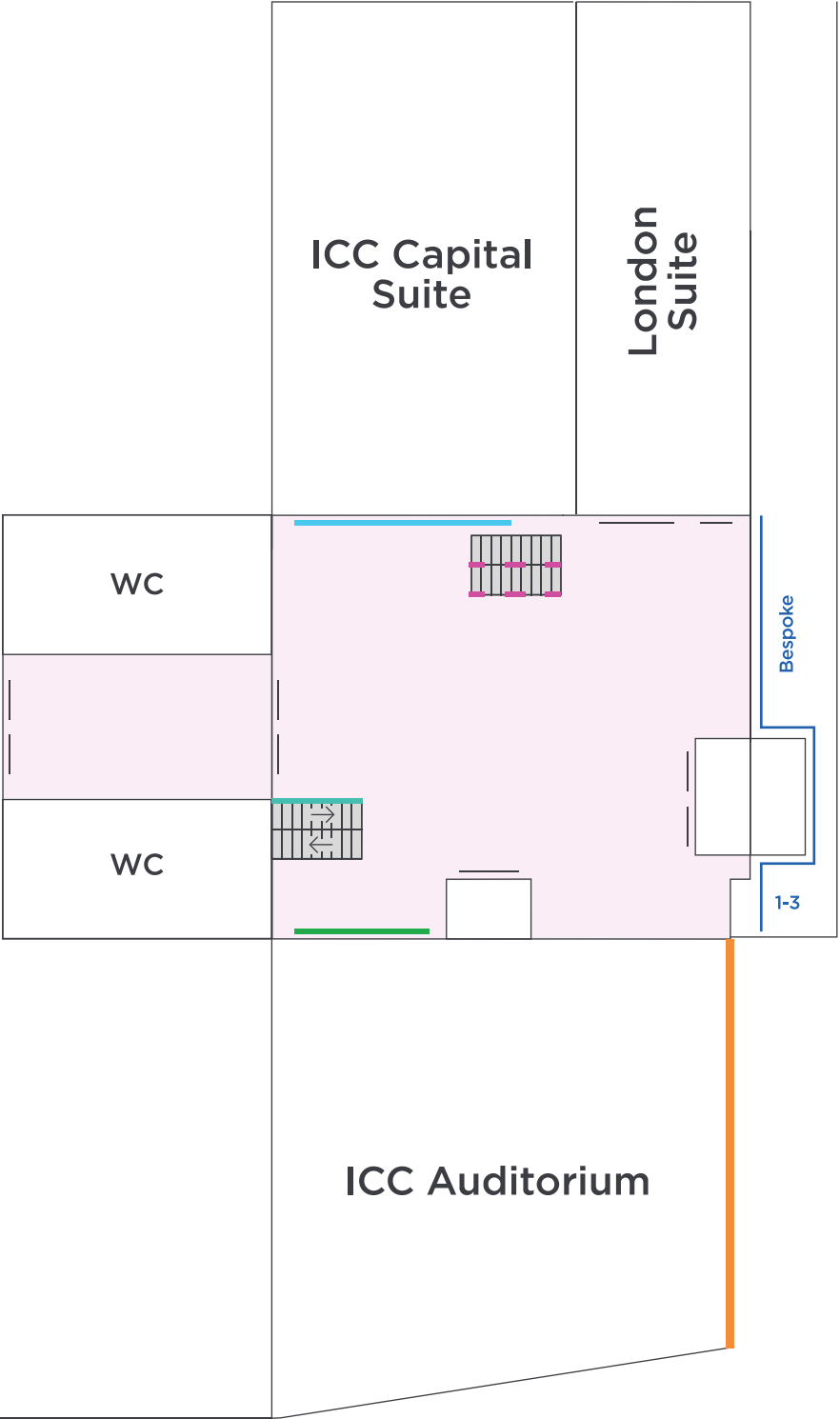
Please note that 50% of the taxi posters will be dedicated to EASL branding.





KEY	Bridge banner	
	External screens 1-6	
	Walkway glass	
	Entrance screen	
	Entrance glass	
	Internal screens 1-6	
	Capital hall glass	
	Hanging banners PRB1-4	

KEY	Aloft entrance glass 1-8	
	East balcony	
	Escalator branding lvl 1-2	
	48sheet	
	Boulevard banner BB9	
	Banner BB7 & BB8	
	96sheet	



KEY	East wall	
	East flags 1-6	
	Auditorium entrance banner	
	Capital hall entrance banner	
	Entrance glass panels 1-3	
	East taxi posters	
	Escalator branding lvl 0-1	
	East external stair branding	
	Staircase branding	

Boulevard



Boulevard - eatery table tops

Have direct exposure to thousands of attendees that use seating areas.

30 tables per zone. 13 zones.
£2,055 per zone



Artwork
template
coming
soon

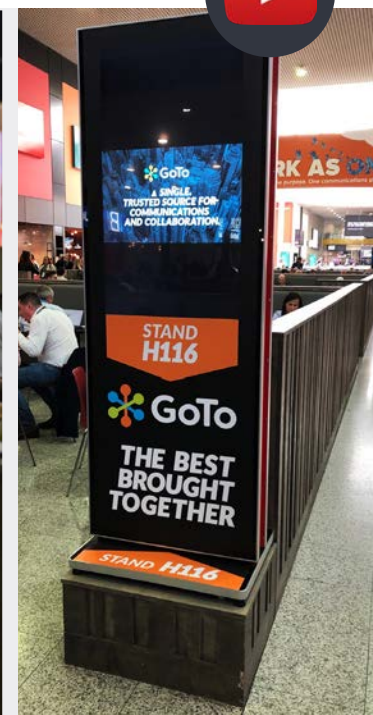
Boulevard - razor screens

x17 double-sided digital screens, around the eatery areas within the boulevard.

10sec advert.
£928
Placed in an advert loop. Shown
a minimum of 30 times per hour.

Branding on all 17 screens.
£9,785

Please note that 50% of the
screens will be dedicated to
EASL branding.



Artwork
template
coming
soon



Boulevard - digital hanging screen

Our digital centrepiece in the boulevard.

10sec advert.
£2,095
Placed in an advert loop. Shown
a minimum of 30 times per hour.

6 slots available.
Max. 1 slot per sponsor.



Artwork
template
coming
soon



Boulevard - 96 sheet

Wall mounted throughout the boulevard, these large format sheets are illuminated.



Single-sided. 15 available.

£5,458

96N7, N8, S6, S7



Boulevard - washroom posters

Multiple washroom provide great exclusive advertising opportunities.



Boulevard

£1,584 per washroom

In-hall

£820 per washroom



Boulevard - 48 sheet

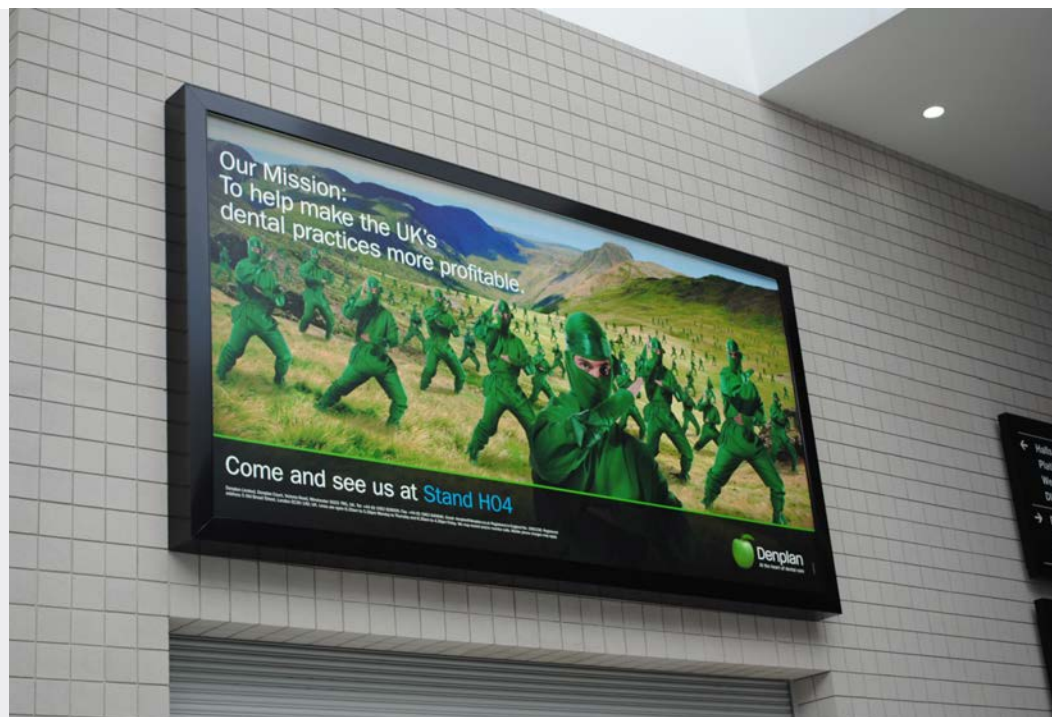
Smaller variants of the 96 sheet.



Double-sided.

£3,497

48N3, N4, N5, S3, S4





Freestanding boards

Essential for wayfinding and information. Produced on a fully recycled board.

1m wide x 2m high

Single-sided.

£202

Double-sided.

£235

Only available in
predetermined zone.



Single-sided razors

Digital screen hire for dynamic content such as videos or changing schedules.

Artwork
template
coming
soon

External signage

These all weather displays are ideal for placing outside the venue.

Artwork
template
coming
soon

Single-sided

£231 per day

Only available in
predetermined zone.



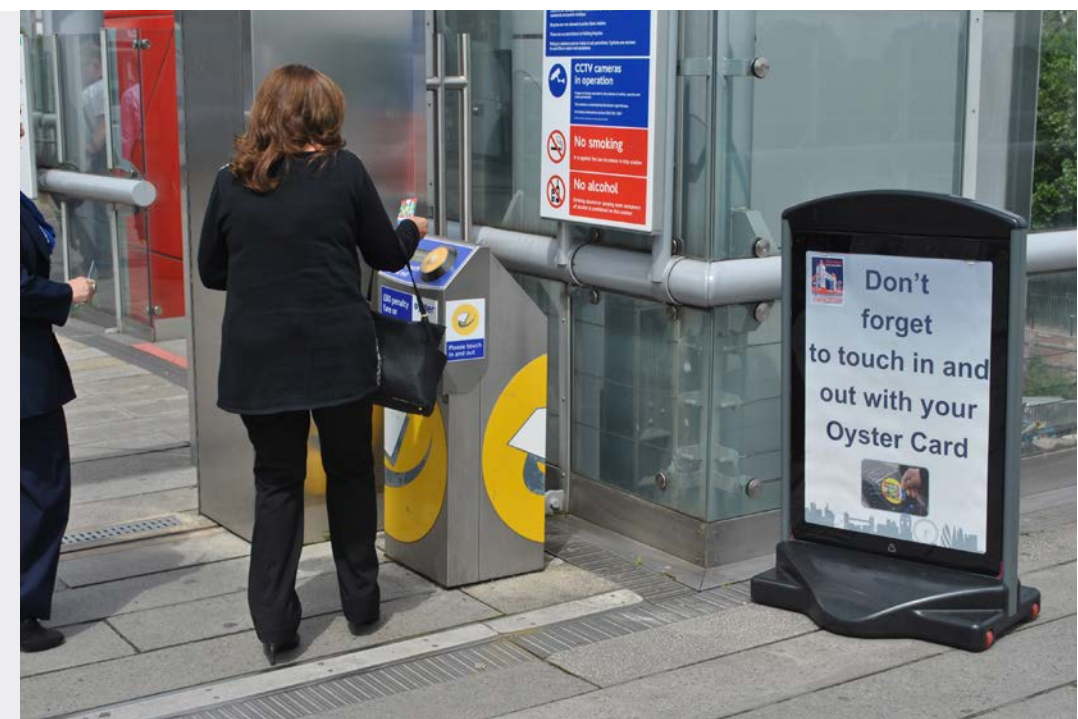
A0 Single-sided.

£137

A0 Double-sided.

£218

Only available in
predetermined zone.



Tension frames

Large format freestanding units. Also available with backlit LEDs.



Single-sided.
2m wide x 2m high

£396

Double-sided.
2m wide x 2m high

£682

LED Backlit. Double-sided.
2m wide x 3m high

£2,726

Only available in
predetermined zone.



Floor graphics

Internal and external floor graphics. Any shape, any size.

Internal - 1000x1000mm

£122 each

External - 1000x1000mm

£248 each

Bespoke quotes available
on request.

Only available in
predetermined zone.

