



ITU Telecom World is a major event for the global telecommunication and information communication technology (ICT) sector. The Event attracts all stakeholders from across the industry, at all levels of organizations. Exploit the unique indoor advertising opportunity and communicate on the network of 64 digital screens located in the entrance hall and transit zones. Experience the advantages and efficiency of Digital Communication.

40	46" screens (9:16) on the poles
16	46" screens (9:16) in the windows
5	Screen walls of 9 x 46" (9:16) in the main entrance
2	Screen walls of 9 x 46" (16:9) in the main entrance
1	Giant screen of 157" in the entrance of hall 5
35,328	Broadcastings (10 am – 6 pm)

Broadcasting price

Price per second for the whole event (5 days)*:	CHF 900.–
	Example for a commercial of 10 seconds: CHF 9,000.–

* Maximum 60 seconds per advertiser.

All advertising space is available only to confirmed exhibitors until 30th June 2011 on a first-come, first-served basis. Then after the advertising space will be available to all eligible participants as agreed to by ITU. In case of disagreement, ITU's decision shall be final. ITU and Geneva Palexpo reserve the right to limit the number of ad placements booked by one exhibitor to ensure fair access to all advertising options by other exhibitors.

Content

Broadcast of a 360 second loop, comprising of event information, signposting and advertising.

Terms and conditions

All advertising must not prejudice the image or reputation of ITU, must reflect only the peaceful aspects and use of telecommunications and moral decency and must not concern tobacco or alcohol products.

Format and resolution

Sound: none

Screen: 9:16 and 16:9

Format: image (jpg), animation (swf, html), video (MPEG1, MPEG2, AVI)

Output resolution: 720 x 1280 (9:16) and 1280 x 720 (16:9)

Services

Neo Advertising Creation & Production department adapts and produces communication material. (not included)

GIANT LED SCREEN



Boost your presence with this unique giant LED screen at Geneva Palexpo. With this digital communication medium, located at the main entrance, you will reach all visitors of this event.

The LED screen will be dedicated to five advertisers only. Each of them will be able to broadcast video files, Flash movies or static images for a maximum of 60 seconds.

The program lasts six minutes. It includes advertising and signage and will be broadcasted in a loop during the opening hours of the event.

1 Screen of 188" in the main entrance

Broadcasting price during the event

CHF 24,000.– per advertiser.

Broadcasting program

Program duration: 360 second loop

Number of broadcasts: each spot is broadcasted 16,400 times during the whole event

20% Event information

80% Advertising

Technical information

Resolution	384 x 288 pixels
Size	384 x 288 cm
Broadcasting surface	11,06 m ²
File types	mpeg1, mpeg2, jpg, swf, avi
Sound	not available