

4

Expo Heysel

NISSAN
Innovation that excites.

Zero Emission

WORLD LEADER
IN 100% ELECTRIC
VEHICLES

HALL 4

NISSAN.BE

LEVEE PÉRIOD - 10.000h à 1.17000h - VILLE BRUXELLES

The advertisement is a vertical rectangular poster mounted on a metal frame above a set of glass doors. It features the Nissan logo and slogan at the top left, followed by 'Zero Emission' in a blue font. The central text proclaims 'WORLD LEADER IN 100% ELECTRIC VEHICLES' in bold white letters against a light blue background. Below this, three white Nissan electric vehicles are shown from a three-quarter rear view. At the bottom, the text 'HALL 4' and 'NISSAN.BE' are displayed in white, with a small line of text below: 'LEVEE PÉRIOD - 10.000h à 1.17000h - VILLE BRUXELLES'.



Expo Heysel

Contractor	Product	Size	Media (€)	Production (€)	Daily Taxes (€)
Media Expo	Giant Cubes	4 × 28 m ²	17 063/Cube	3 225/Cube	168/Cube
Media Expo	Posters on the halls	On demand	333/m ²	29/m ²	1,5/m ²
Media Expo	Posters on the halls-stickering	On demand	177/m ²	69/m ²	1,5/m ²
Media Expo	Advertising Cubes network	17 m ²	4 547/Cube	489/Cube	25,5/Cube
Media Expo	4 m ² Satellite	4 m ²	1 072/Frame	114/Frame	–
Media Expo	2 m ² Excellence	2 m ²	661/Side	68/Side	3/Side
Media Expo	2 m ² Recurrence	2 m ²	286/Side	68/Side	3/Side
Media Expo	3 m ² Banners	3 m ²	343/Banner	57/Banner	4,5/Side
Media Expo	34 m ² Outdoor Posters	34 m ²	5 129/Side	978/Side	52,5/Side
Media Expo	9 m ² Indoor Posters	9 m ²	2 372/Side	260/Side	–
Media Expo	13 m ² Outdoor Posters	13 m ²	1 977/Side	375/Side	21/Side
Media Expo	30 m ² XXL Lightboxes	30 m ²	5 961/Unit	2 050/Unit	–
Media Expo	60 m ² Giant Entrance	60 m ²	19 768/Unit	1 717/Unit	–
Media Expo	10 m ² Indoor Neon Posters	10 m ²	3 954/Side	676/Side	–
Media Expo	3D Premium Locations	On demand	10 404	On demand	–
Media Expo	250 m ² Monumental Indoor	250 m ²	120/m ²	68/m ² Stickering	–
Media Expo	Ceiling at the entrance	100 m ²	22 733/100 m ²	2 840/100 m ²	–
Media Expo	50 m ² Giant Exit	50 m ²	19 768/Unit	1 717/Unit	–
Media Expo	Car Park Shuttles	–	On demand	On demand	–
Media Expo	Sampling	–	On demand	On demand	–
Media Expo	Creative Displays	–	26 010/25 Units	On demand	–
Media Expo	Frames in Toilets	A3	56 702	On demand	–
Media Expo	3D Locations	–	10 404/Location	On demand	–
Media Expo	Interactive stickering	–	6 607/50 m ²	66/m ²	–
Media Expo	Led Displays	46 inch	12 485/6 Units	536/6 Units	–
Media Expo	Backlight Panels	2 × 2 m and 2,5 × 2,5 m	4 823/Unit	275/Unit	–
Media Expo	Backlight Panels Passerelle	On demand	12 078/Unit	3 520/Unit	–

All prices are indicative and count only for the European Motorshow. Other expo's on demand.