

Edition 2024,

# Original advertising opportunities

to communicate on the SIAMS planet from April 16 to 19, 2024

As a result of the exhibitors' meeting leading up to SIAMS 2022, we set up various advertising solutions for the 2022 edition. This year, we are offering them again.

>> Please note that the number of advertising spaces is limited, and orders will be accepted on a first-come, first-served basis!

**SOLD OUT!**

## Advertising on the Shuttle Buses

Station–parking lots–fair, and back

> **maximum 3 advertisers possible for 3 buses (1/bus) >> No longer available**

The advertising set includes

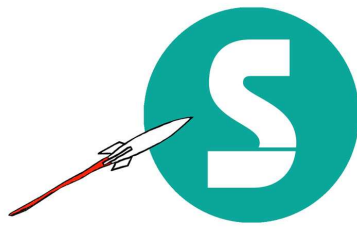
- the complete rear window of the bus (about 2,000 x 800 mm) plus one window per side;
  - the printing of a file submitted for this purpose.
- 3 A4 frames in the bus,
  - horizontal or vertical.
- availability of a brochure stand,
  - for A4 brochures.
- possibility to play a video or a PowerPoint presentation on the screens in the bus (in a continuous loops).

Price for the entire week of SIAMS (excluding design): 2,500.00 + VAT.

Should you be interested, we shall send you the technical file specifications. If needed, our realization partner will be available to create the file according to your request for 95.-/hour.



Some views of the 2022 buses. They looked truly "cool".



## Placemats

---

The placemats are used by the following restaurants:

- place setting of the Food Truck and the Les Deux Tours restaurant (during SIAMS)
- the Oasis Restaurant, Moutier (from 10 days before SIAMS until the end of the fair).
- other possible restaurants in the area (if available)

Printing of 1,000 copies.

### > maximum 4 advertisers (1 per table set) mixed

The advertising set consists of

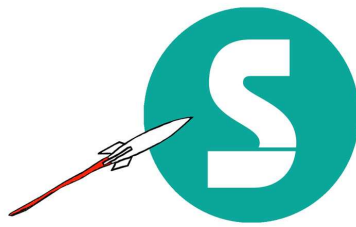
- a printed, 297 x 420 mm, 4-colour document,
  - the printing of a file submitted for this purpose.

Price per placemat (excluding design): 1,000.- + VAT

Should you be interested, we shall send you the technical file specifications. If needed, our realization partner will be available to create the file according to your request for 95.-/hour.



Just look at the placemats at the Hôtel de la Gare and the Cheval Blanc in Moutier during the set-up.



## Stair Risers

Main staircase of the Forum de l'Arc – access from the Reception to the second floor (see picture).

> maximum of 4 advertisers

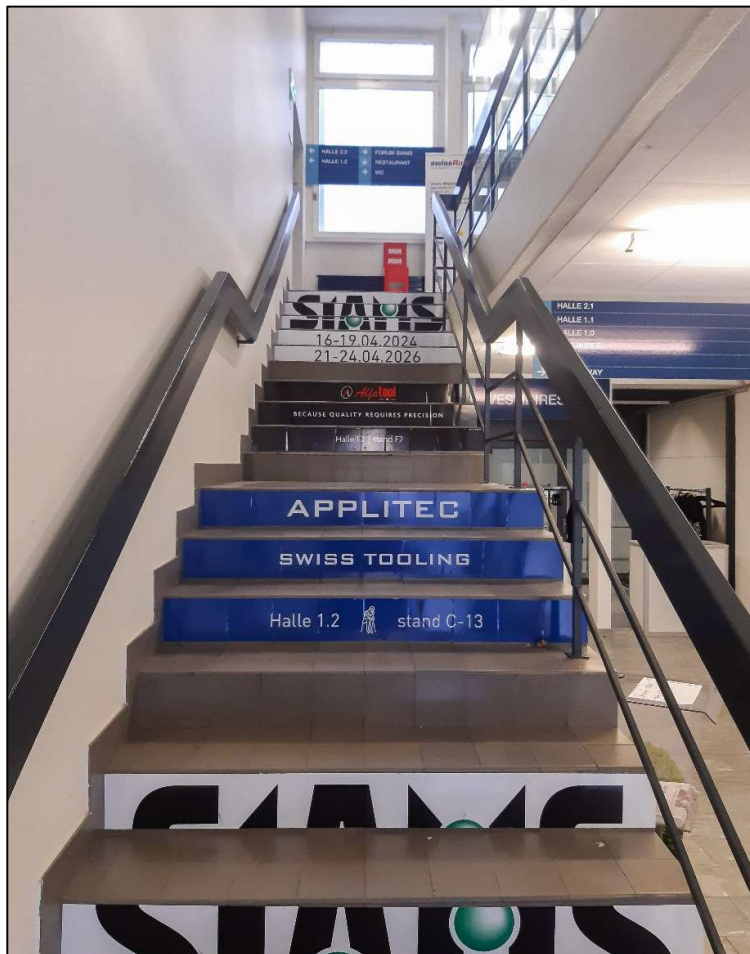
**SOLD OUT!**

The advertising set consists of

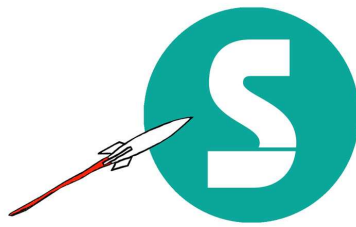
- communication on 3 steps for each of the advertisers having opted for this possibility. dimensions 142 cm x 14.4 cm per step:
  - o printing of a file submitted for this purpose.
  - o choice of layout (low – medium low – medium high, and high) to be discussed (possibly by drawing lots)

Price for a set of 3 steps (excluding design): 1,500.00 + VAT

Should you be interested, we shall send you the technical file specifications. If needed, our realization partner will be available to create the file according to your request for 95.-/hour.



Move upstairs in style ;o)



## Floor Stickers

---

In some strategic places at the fair.

> maximum of 4 advertisers >> No longer available



The advertising set consists of

- communication with 3 floor stickers positioned in strategic places of the event.

dimensions, diameter 130 cm

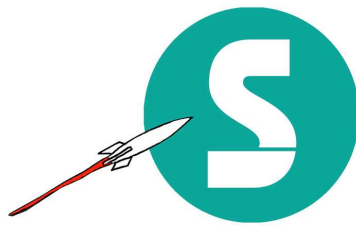
- o printing of a file received for the occasion.
- o arrangement to be discussed with the advertisers.

Price for a set of 3 floor stickers (excluding design): 1,500.00 + VAT

Should you be interested, we shall send you the technical file specifications. If needed, our realization partner will be available to create the file according to your request for 95.00/hour.



For increased visibility... the inevitable floor stickers ;o)



## Restroom Ads

---

There are still some spaces in the restrooms, ;o)

> about 30 placements available

**SOLD OUT!**

The advertising set consists of

- the provision of a horizontal A4 frame in the restrooms  
o file sent by the exhibitor printed by our office

Price per place: free



Undeniable visibility in one of the Show's most visited locations.

If you have any questions or would like to place an order, please contact Christophe :

FAJI SA

[christophe.bichsel@faji.ch](mailto:christophe.bichsel@faji.ch)

032 492 70 10

---

**SIAMS**

Ticking differently since 1989