



ADVERTISING

**Enhance your brand's presence and engage visitors
with increased visibility**

OVERVIEW

01	YOUR ADVERTISING IN BERN	03
02	IN BRIEF	04
03	OUTDOOR AREAS	06
04	LARGE-SCALE	09
05	HOTSPOTS	15
06	FLOOR ADVERTISING	19
07	INFO SCREENS	22
08	NEWSLETTERS	24
09	EVENT GUIDE	28
10	SAMPLING	30



YOUR ADVERTISING ON SWITZERLAND'S LEADING CYBER SECURITY PLATFORM

KEY DECISION-MAKERS

1

3,000 professional visitors from business, government, and technology sectors come together here.

STRATEGIC INVESTMENTS

2

Cyber security is a top-level priority. Your brand reaches decision-makers with active projects and allocated budgets.

PRECISE TARGETING

3

Your advertising appears directly within a specialized professional environment — on stages, in networking zones, and across digital formats.

HIGH-QUALITY ENGAGEMENT

4

Personal interaction is at the core. It builds trust and strengthens your brand positioning.



IN BRIEF

PRICES, TERMS & CONDITIONS

- All prices are in CHF and exclude VAT.
- Prices apply to the respective event and may vary between events.
- Production and assembly costs are included in the price.
- Advertising spaces printed on both sides are marked accordingly, in which case the price includes both sides.
- We'll confirm your booking in writing to make it official.
- Services such as concept, graphics, text or additional adaptations of the data supplied are not included.

PLACEMENT

- The placement of your advertising is always agreed in consultation with the trade fair team, based on technical possibilities, security regulations and hall planning.
- A customer can make multiple bookings – even for the same advertising space at different locations.
- The trade fair team reserves the right to reject content that does not comply with the event's policies or safety regulations.
- The position of the advertising is subject to change. Equivalent replacement.

BOOKING PROCESS & ORDER MANAGEMENT

- Bookings can be requested and completed by email or by phone.
- Bookings are considered in the order they are received – first come, first served.
- The order is binding once confirmed in writing (by email).

CHANGES & CANCELLATIONS

- Cancellations must be made in writing.
- Changes after approval of the “printing proof” are subject to a fee and will be charged at cost.



PRODUCTION & DATA SUPPLY

- The technical specifications and templates are sent with the booking confirmation; they can also be downloaded [here](#).
- Unless agreed otherwise, the production data must be supplied no later than two weeks after confirmation of the booking.
- Production by BERNEXPO or after approval/proof (colour profile/ materials) by BERNEXPO.

STORAGE AFTER THE EVENT

- Certain advertising materials can be stored and reused at a later event.
- A fee of CHF 300 is charged for each instance of placement into storage.
- There are no production costs if advertising materials are reused.
- Storage is possible for up to 14 months, after which the advertising materials may be disposed of (provided that reuse has not been agreed).



CONTACT

Interested? Want to speak to us in person?

Then feel free to contact us – we can provide advice under no obligation and find the right solution for you.e Lösung.

+41 31 340 11 11 | scsd@bernexpo.ch

03

OUTDOOR AREAS

ID 800260

F4 POSTERS



CHF 590

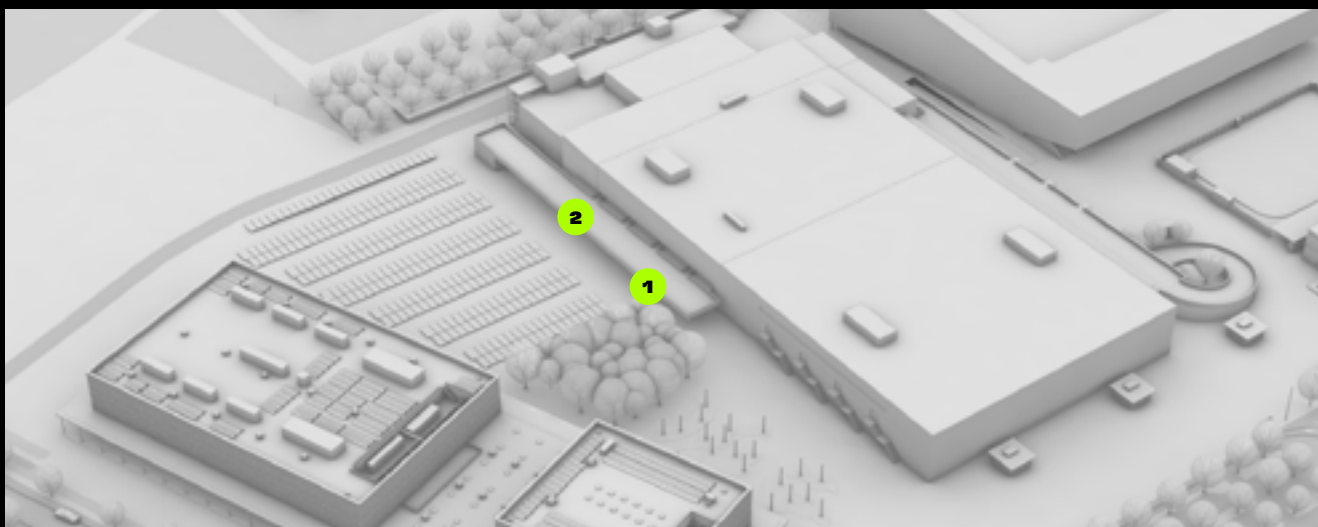
ID 800220

F12 POSTERS



BIG, STRONG, STURDY

Your message stands out and leaves a lasting impression. Printed on both sides.



CHF 1'990

04

LARGE-SCALE

ID 800040

BILLBOARD **GUISANPLATZ**



ID 800020

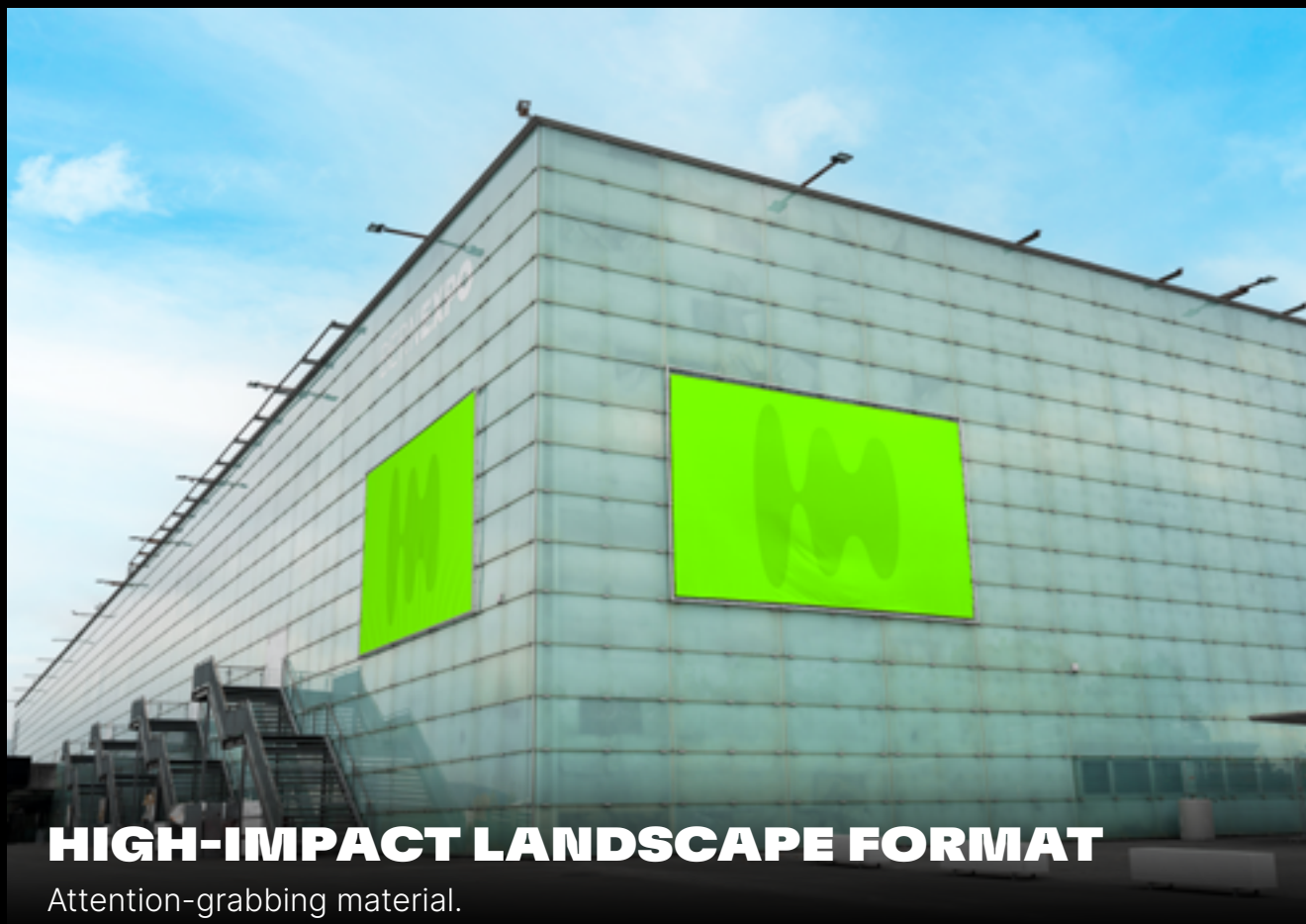
BACK



CHF 4,090

ID 800100

BILLBOARD BUILDING 3

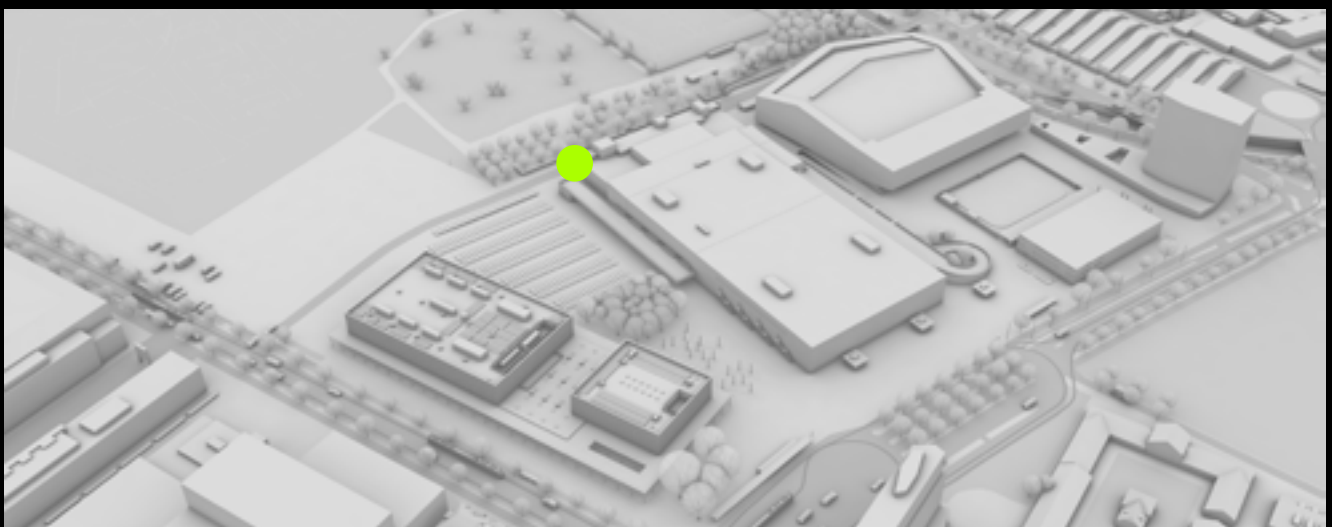


- 1** Facing Festhalle
- 2** Facing NPZ

CHF 6,090

ID 800150

BILLBOARD STAIRCASE



CHF 5,290

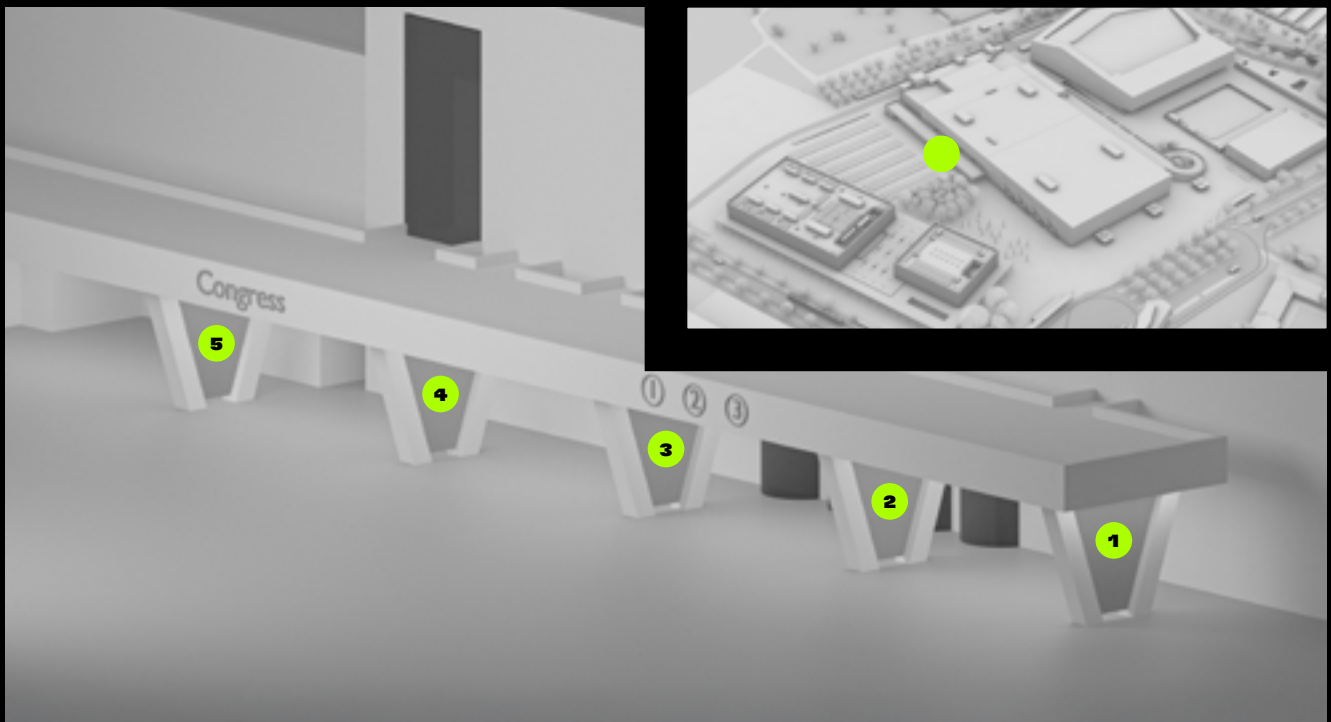
ID 800640

V-PILLAR



TWICE THE IMPACT

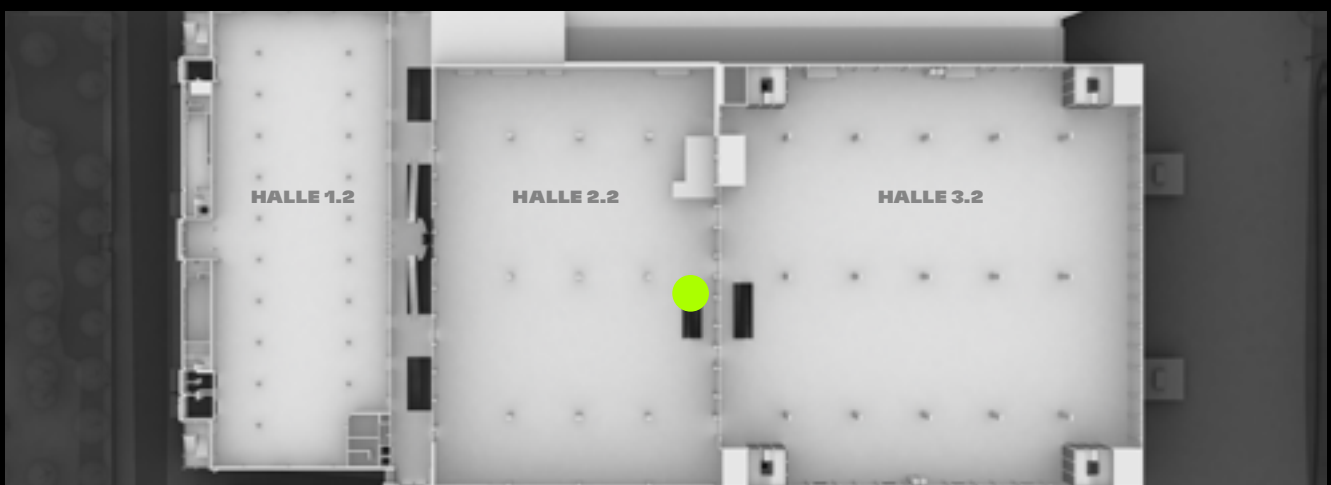
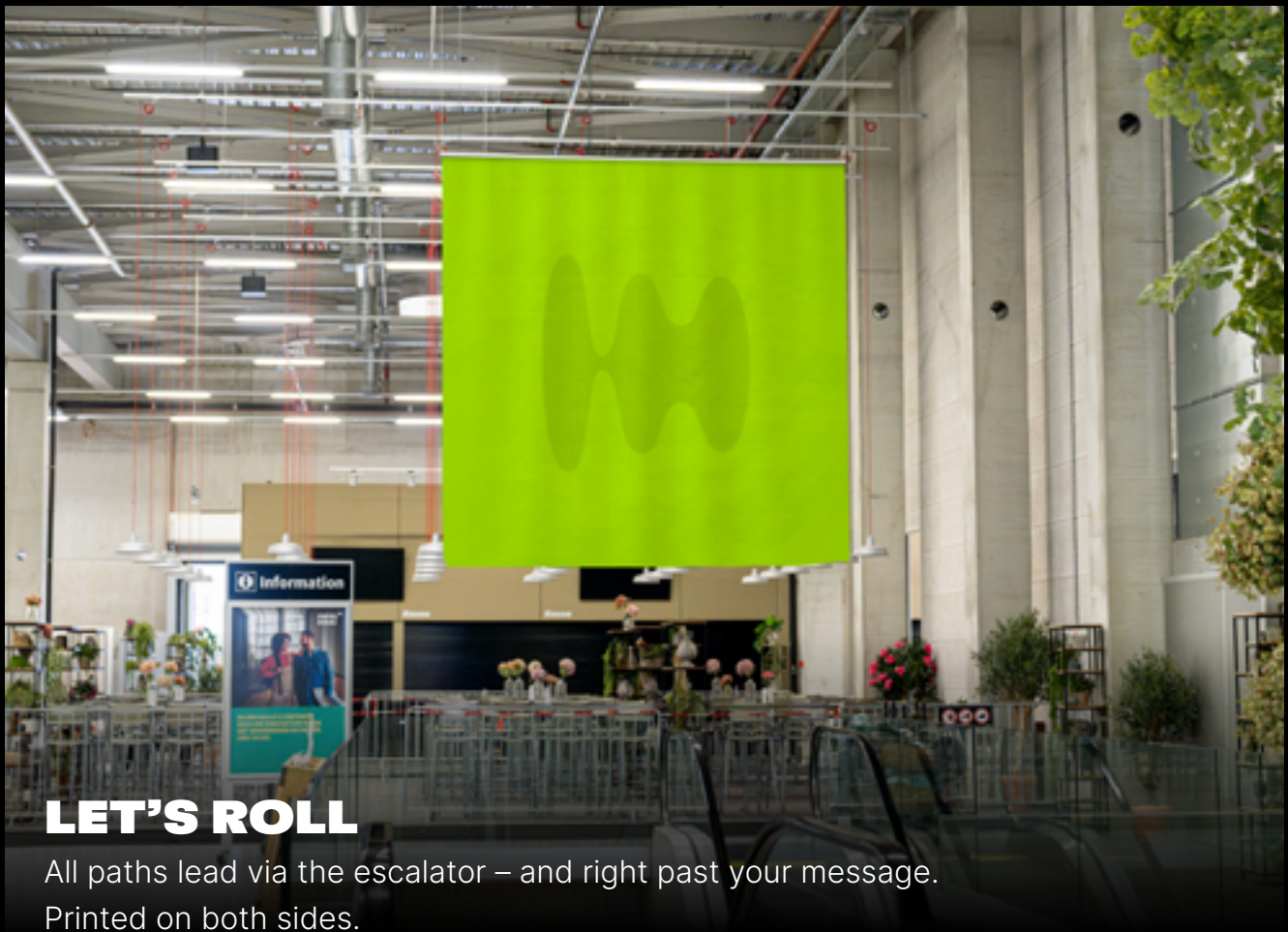
Your message – seen twice for even more effectiveness. Printed on both sides.



CHF 5,890

ID 800520

BILLBOARD ESCALATOR



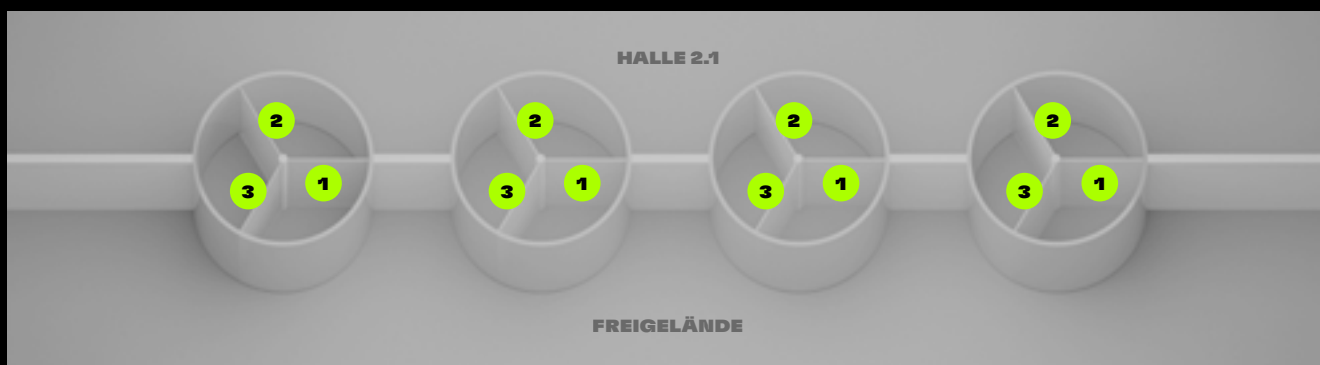
CHF 2,490

05

HOTSPOTS

ID 800560

REVOLVONG DOORS



CHF 690

ID 800425

TURNSTILE



MOMENT OF ATTENTION

Those who see it enter. Those who don't... miss out!

CHF 790

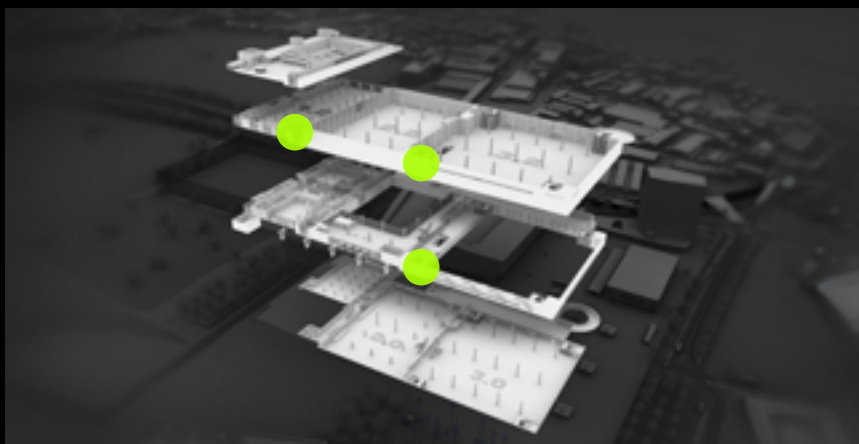
ID 800300

TOILETS BUILDINGS 1 TO 3



WHERE SIZE DOESN'T MATTER

Advertising that's cleverly placed doesn't need to be loud to make an impression.



DISCLAIMER

CHF 1'890

06

FLOOR ADVERTISING

ID 800420

FLOOR STICKERS



ONE SMALL STEP FOR VISITORS.

One giant leap for your profile. Our floor advertising makes you impossible to miss.

Floor stickers can be freely positioned in the halls or connecting areas.
Customers can make multiple bookings.

Stickers are placed in consultation with the trade fair team.

CHF 890

ID 800140

CRUMBS



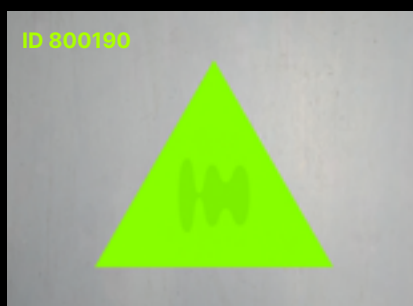
STEP INTO THE SPOTLIGHT

Step by step, visitors are led right to your booth.

OPTIONAL CUTTYPES



Included in the price



ID 800190

+ CHF 290



ID 800185

+ CHF 590

The crumbs are evenly spread between the escalator/hall entrance and booth. A booking includes 20 crumbs measuring approx. 30 × 30 cm.

Other configurations are possible on request, billed according to cost and effort.

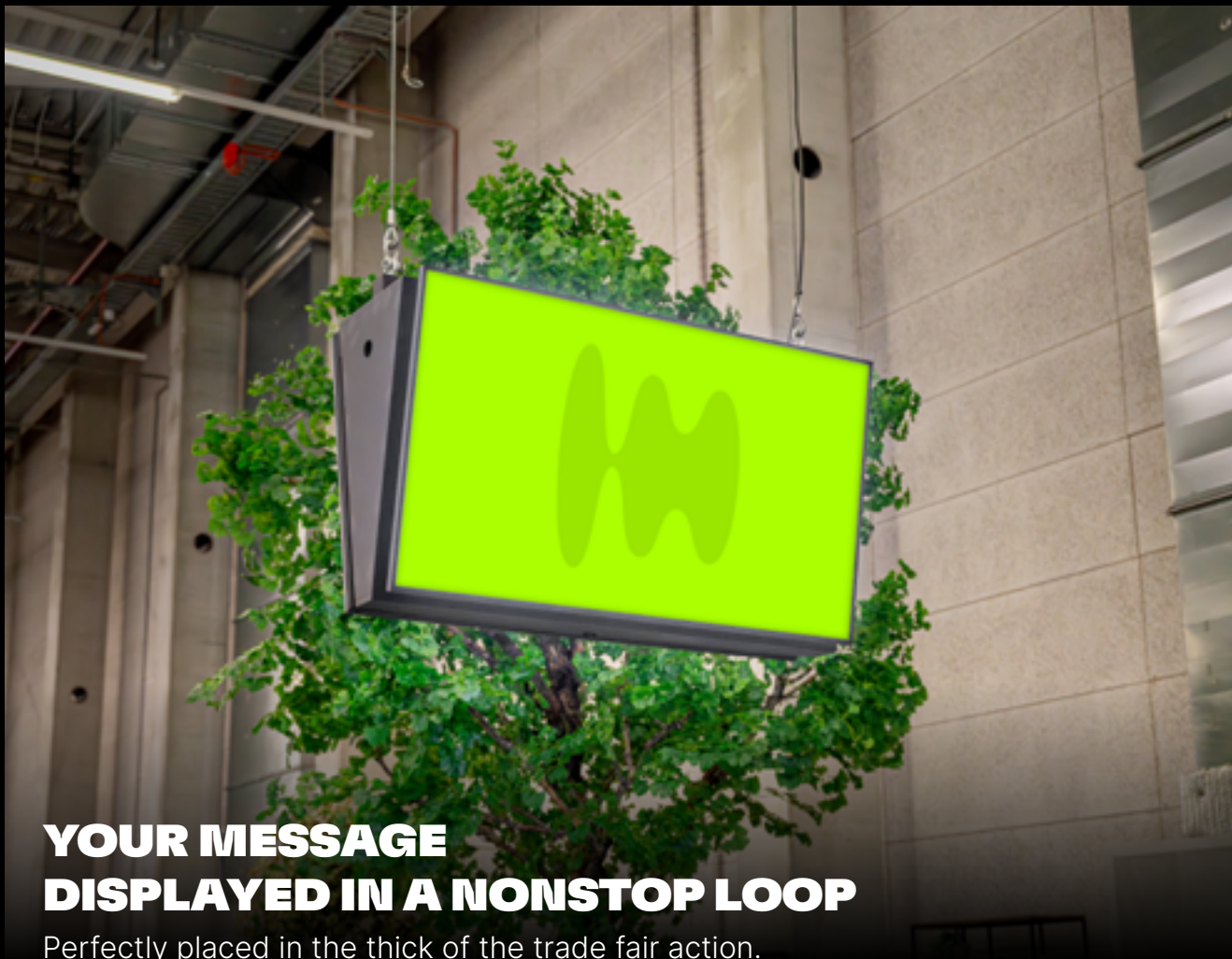
CHF 990

07

INFO SCREENS

ID 800500

SCREENS BUILDING 1 TO 3



YOUR MESSAGE DISPLAYED IN A NONSTOP LOOP

Perfectly placed in the thick of the trade fair action.

- All screens show the same content simultaneously.
- The screens are located in Entrance Hall 2.1 and at the escalator in Hall 2.2
- A booking includes a 10-second slot within the loop (approx. 2–4 minutes).
- Moving images, animations or static images can be used.
- The screens are not used exclusively for advertising; they also display trade fair information.

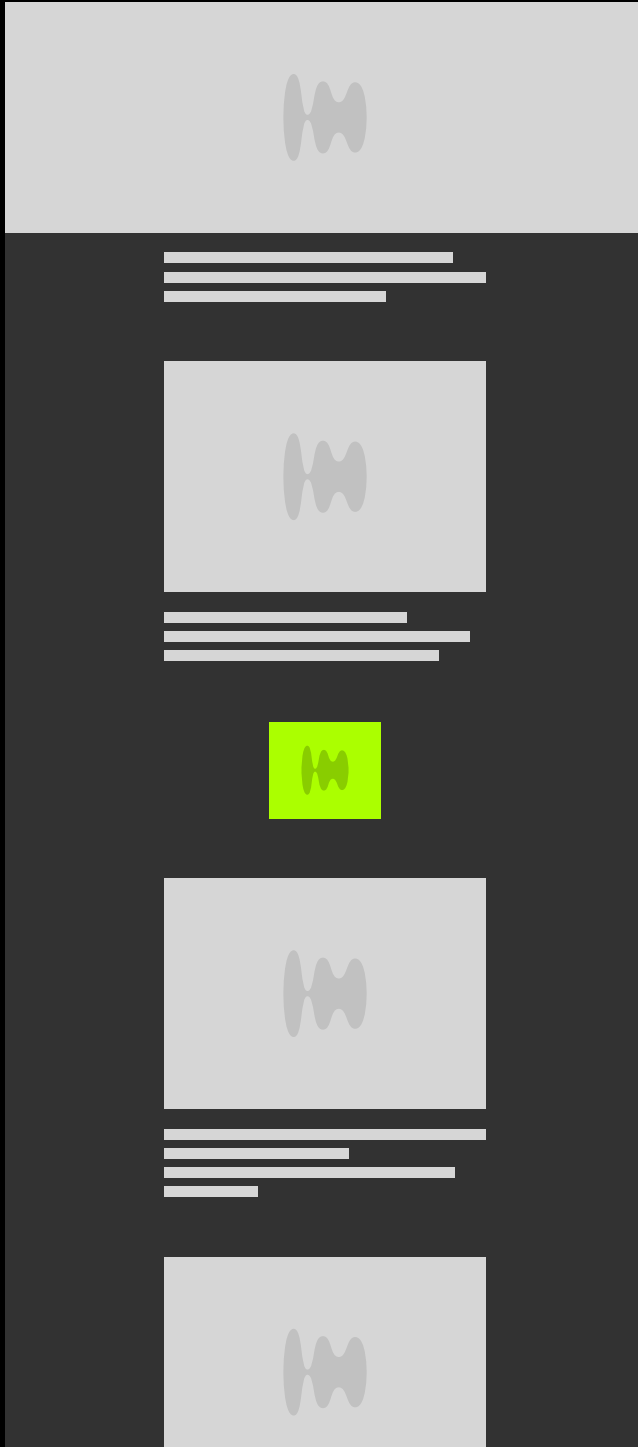
CHF 1,790

08

NEWSLETTER

ID 800700

RECTANGLE NEWSLETTER



ADVERTISING THAT GETS NOTICED

Right where readers pause, engage and take notice as they scroll down through the message.

SUBSCRIBERS

Each edition of the newsletter reaches around 3,400 people.

DATES

- June 2026
- August 2026
- October 2026
- December 2026
- January 2027
- February 2027

These dates are subject to change.

STILL UNSURE?

Interested in booking advertising in our newsletter, but still not sure if it's right for you?

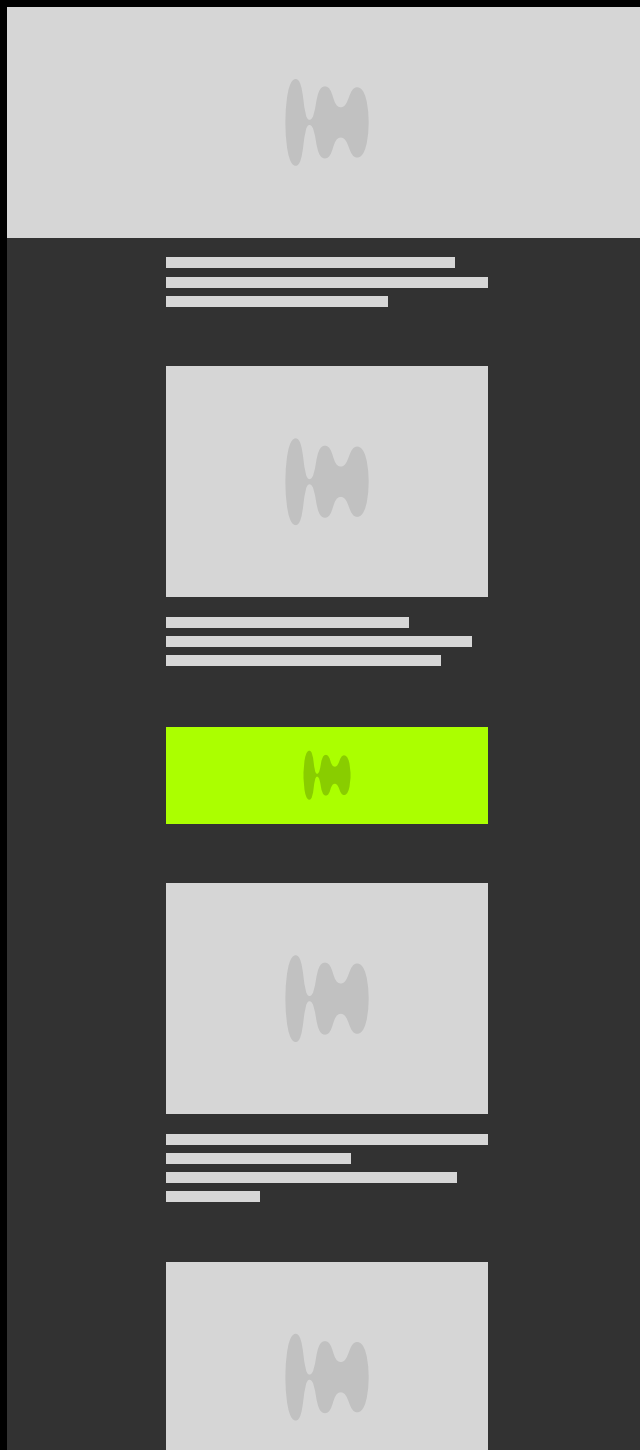
See for yourself!

You can subscribe to the newsletter on our website at scsd.ch

CHF 990

ID 800720

FULLBANNER NEWSLETTER



ADVERTISING THAT GETS NOTICED

Right where readers pause, engage and take notice as they scroll down through the message.

SUBSCRIBERS

Each edition of the newsletter reaches around 3,400 people.

DATES

- June 2026
- August 2026
- October 2026
- December 2026
- January 2027
- February 2027

These dates are subject to change.

STILL UNSURE?

Interested in booking advertising in our newsletter, but still not sure if it's right for you?

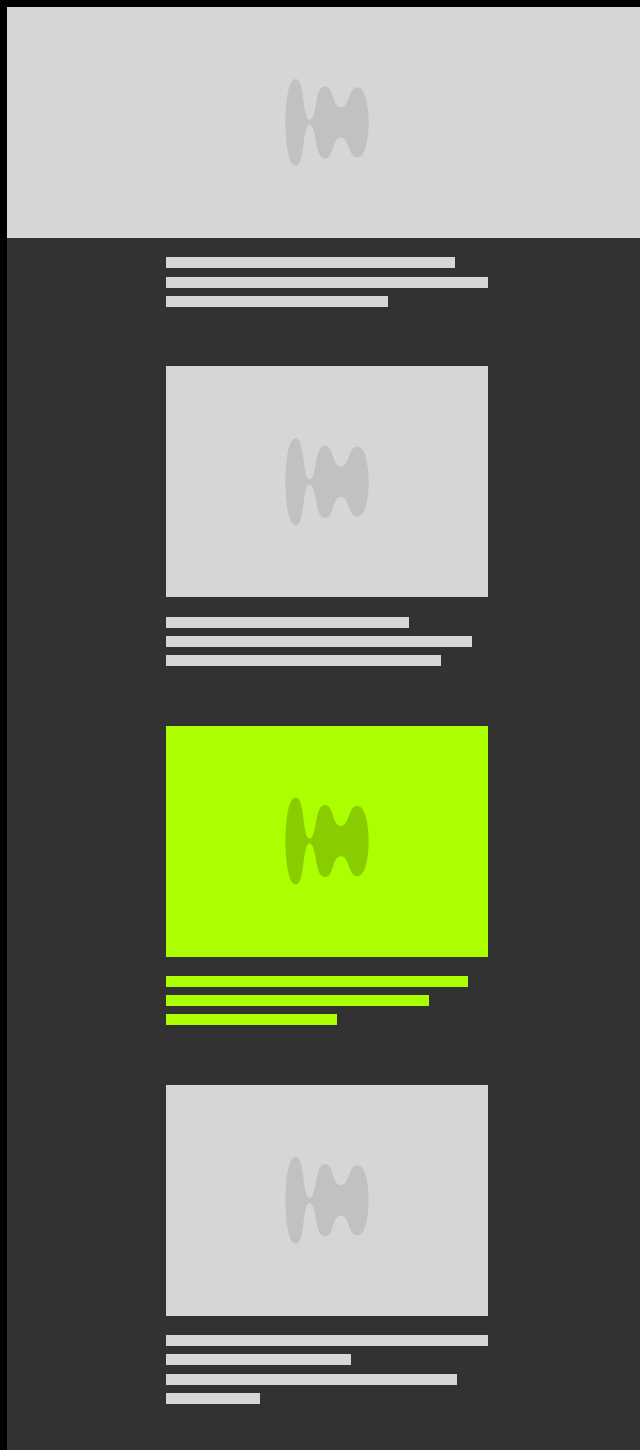
See for yourself!

You can subscribe to the newsletter on our website at scsd.ch

CHF 1,990

ID 800740

MID STORY NEWSLETTER



ADVERTISING THAT GETS NOTICED

Right where readers pause, engage and take notice as they scroll down through the message.

SUBSCRIBERS

Each edition of the newsletter reaches around 3,400 people.

DATES

- June 2026
- August 2026
- October 2026
- December 2026
- January 2027
- February 2027

These dates are subject to change.

STILL UNSURE?

Interested in booking advertising in our newsletter, but still not sure if it's right for you?

See for yourself!

You can subscribe to the newsletter on our website at scsd.ch

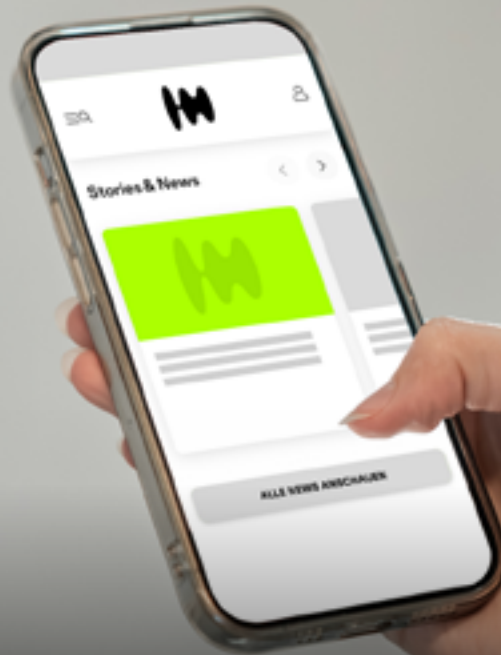
CHF 1,190

09

EVENT GUIDE

ID 800800

STORY EVENT GUIDE



YOUR STORY IN THE SPOTLIGHT

Whether emotional or informative, your story is placed front and centre here.

An article in the “Stories & News” section gives you additional presence within the Event Guide. The content – presented in the form of an article with title, image and text – can be used to present products, offers or topics related to your appearance at the trade fair.

This gives visitors further insights into your company, complementing your booth at the fair.

To see some examples, please visit scsd.ch/news

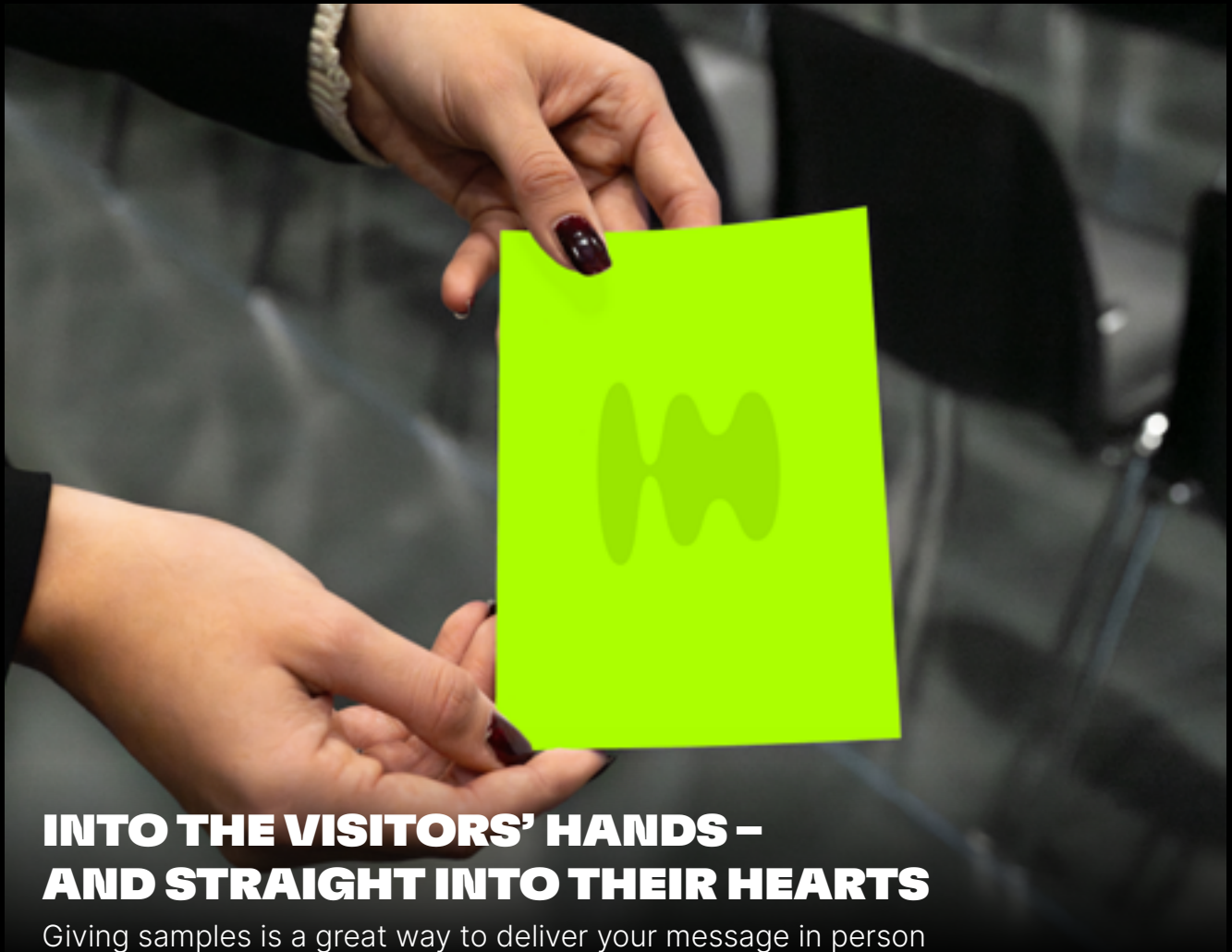
CHF 1,290

10

SAMPLING

ID 800680

SAMPLING PER DAY



INTO THE VISITORS' HANDS – AND STRAIGHT INTO THEIR HEARTS

Giving samples is a great way to deliver your message in person

You can distribute products or giveaways directly to visitors outside your booth. Giving samples can be booked by the day and is particularly suitable for attracting attention in the trade fair environment, allowing you to enhance direct engagement with your target audience. The booking includes only the permission to distribute samples.

Products and personnel, as well as their organisation, are the responsibility of the customer and are not included in the price.

The locations of the activity are defined in consultation with the trade fair team.

CHF 1,590



SWISS
CYBER
SECURITY
DAYS

WHAT HAPPENS NEXT?

With a wide range of advertising spaces covering the entire trade fair experience, we offer numerous opportunities to strategically enhance your brand's presence. We will gladly help you choose the right formats.

Any questions? Or do you have an idea of what you want to do already? We would be happy to help!

+41 31 340 11 11 | scsd@bernexpo.ch