

**Suisse
Caravan
Salon**

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	08
05	HOTSPOTS	17
06	FLOOR ADVERTISING	22
07	INFO SCREENS	25
08	NEWSLETTERS	28
09	EVENT GUIDE	32
10	SAMPLING	34



YOUR ADVERTISING, AT SWITZERLAND'S LARGEST CAMPING & CARAVANNING TRADE FAIR

MAXIMUM REACH

1

57,000 camping, caravanning and outdoor enthusiasts from across Switzerland come together at the leading platform for mobile leisure.

HIGH PROPENSITY TO INVEST

2

Camping & caravanning involve substantial purchases. Your brand reaches people who are actively comparing options and preparing concrete purchasing decisions.

PRESENCE AT THE POINT OF PURCHASE

3

Your message appears exactly where products are evaluated and options weighed up — in halls, connecting areas and digital touchpoints.

INTENSIVE INFORMATION PHASES

4

Visitors take their time for consultations and planning. This high level of attention significantly increases the impact of your advertising.



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.

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

03

OUTDOOR AREAS

ID 800280

FENCE BANNER



- 1** ENTRANCE A
1 space available
- 2** ENTRANCE B
2 spaces available
- 3** ENTRANCE C
1 space available

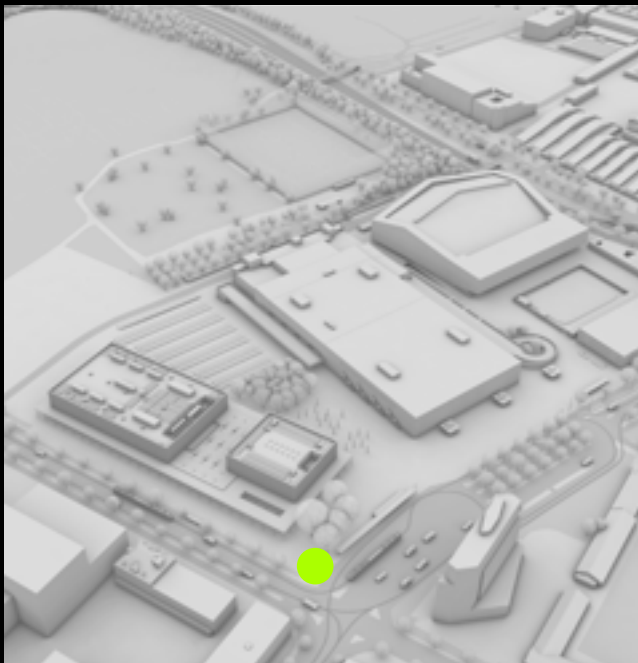
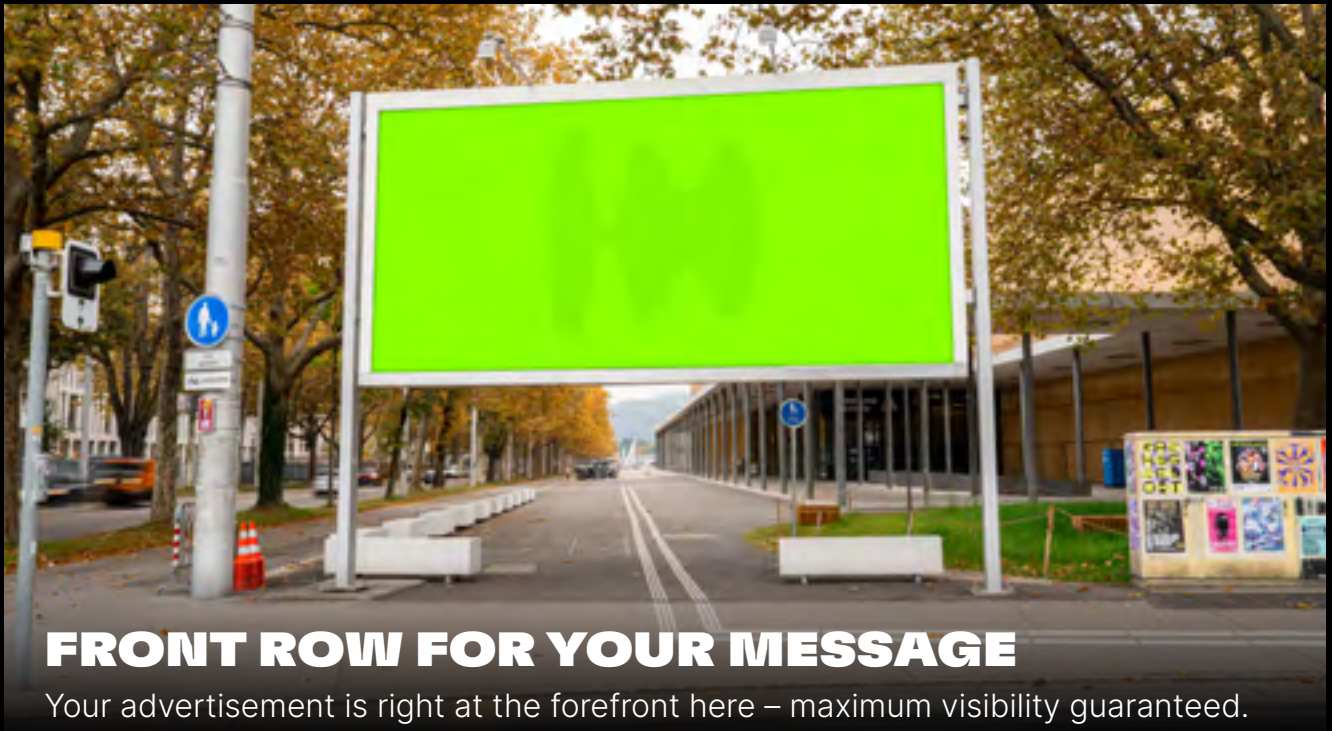
CHF 1,290

04

LARGE-SCALE

ID 800040

BILLBOARD GUISANPLATZ



ID 800020

BACK

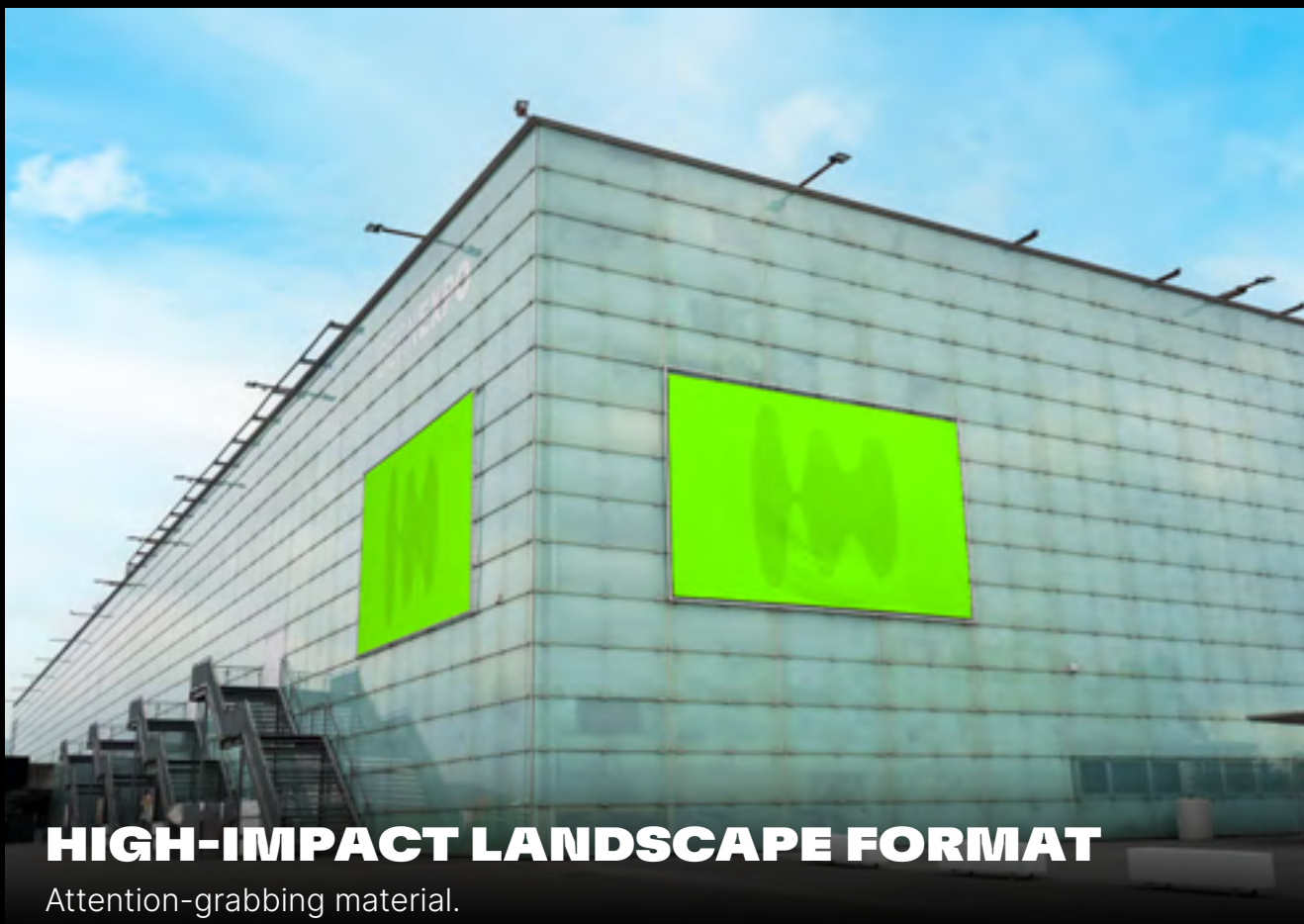


FRONT
CHF 7,790

BACK
CHF 7,490

ID 800100

BILLBOARD BUILDING 3



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

CHF 6,690

ID 800180

F12 POSTERS BUILDINGS 1 TO 3



GROUND LEVEL



UPPER LEVEL 1



STAIRWELLS IN BUILDING 3



CHF 1,990

ID 800641

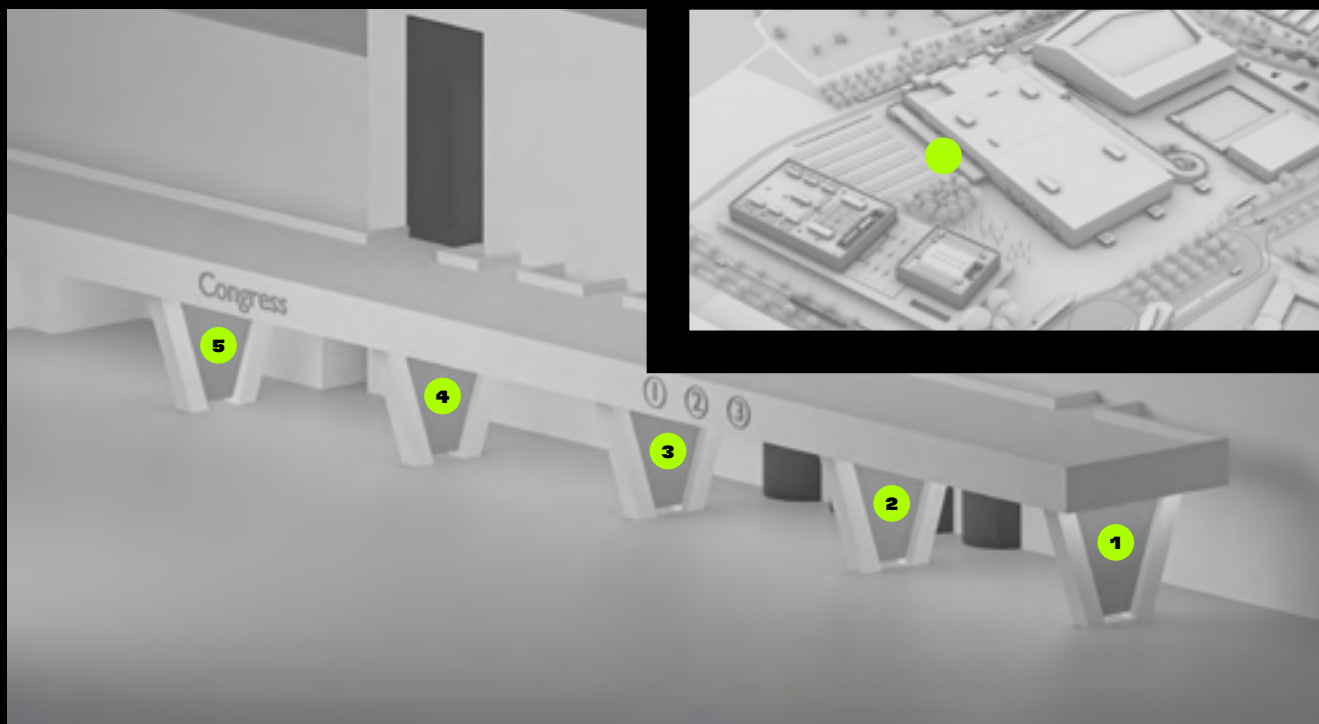
H-PILLAR



CHF 3,490

ID 800640

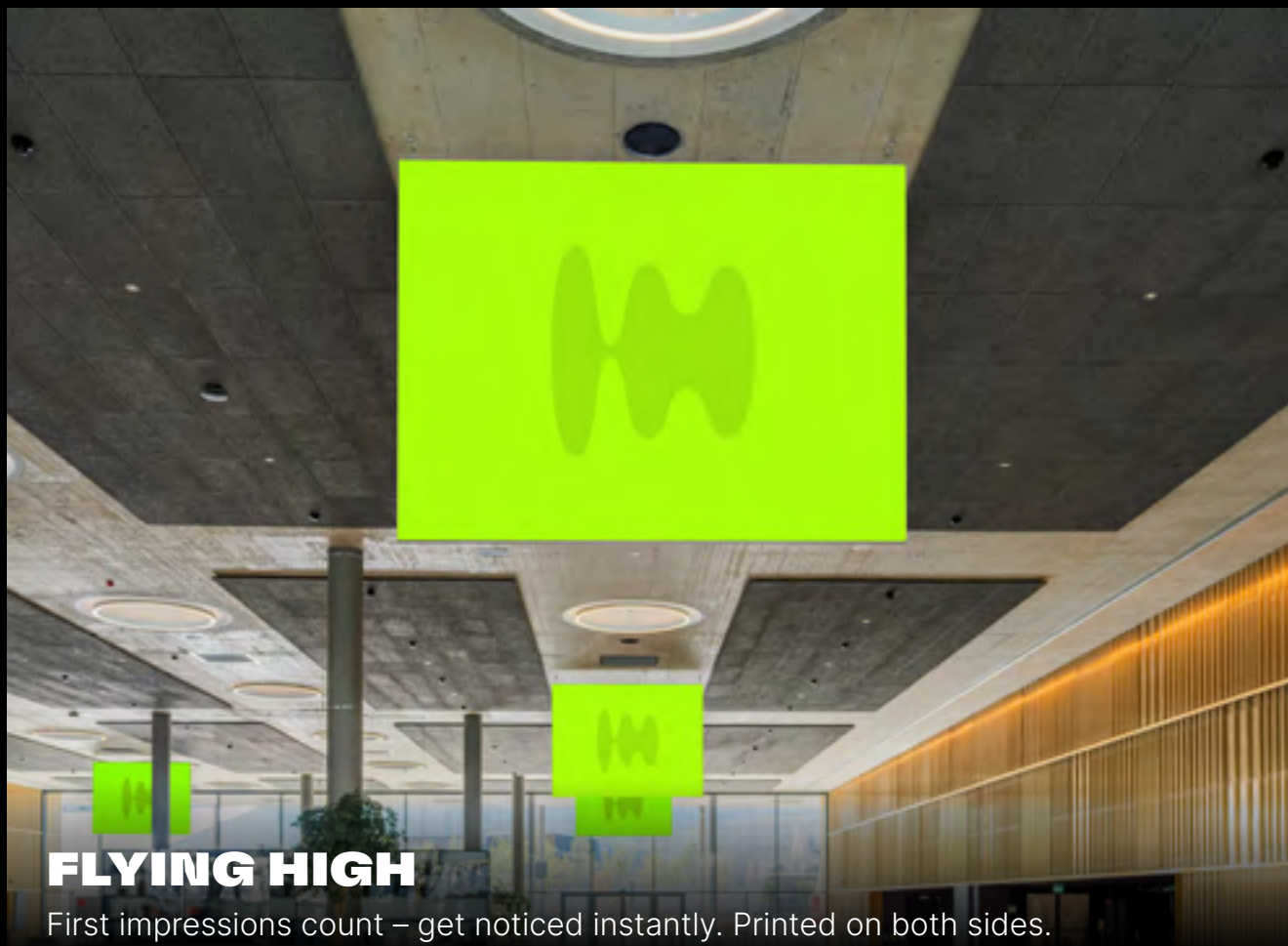
V-PILLAR



CHF 5,890

ID 820100

HANGING BANNER FOYER



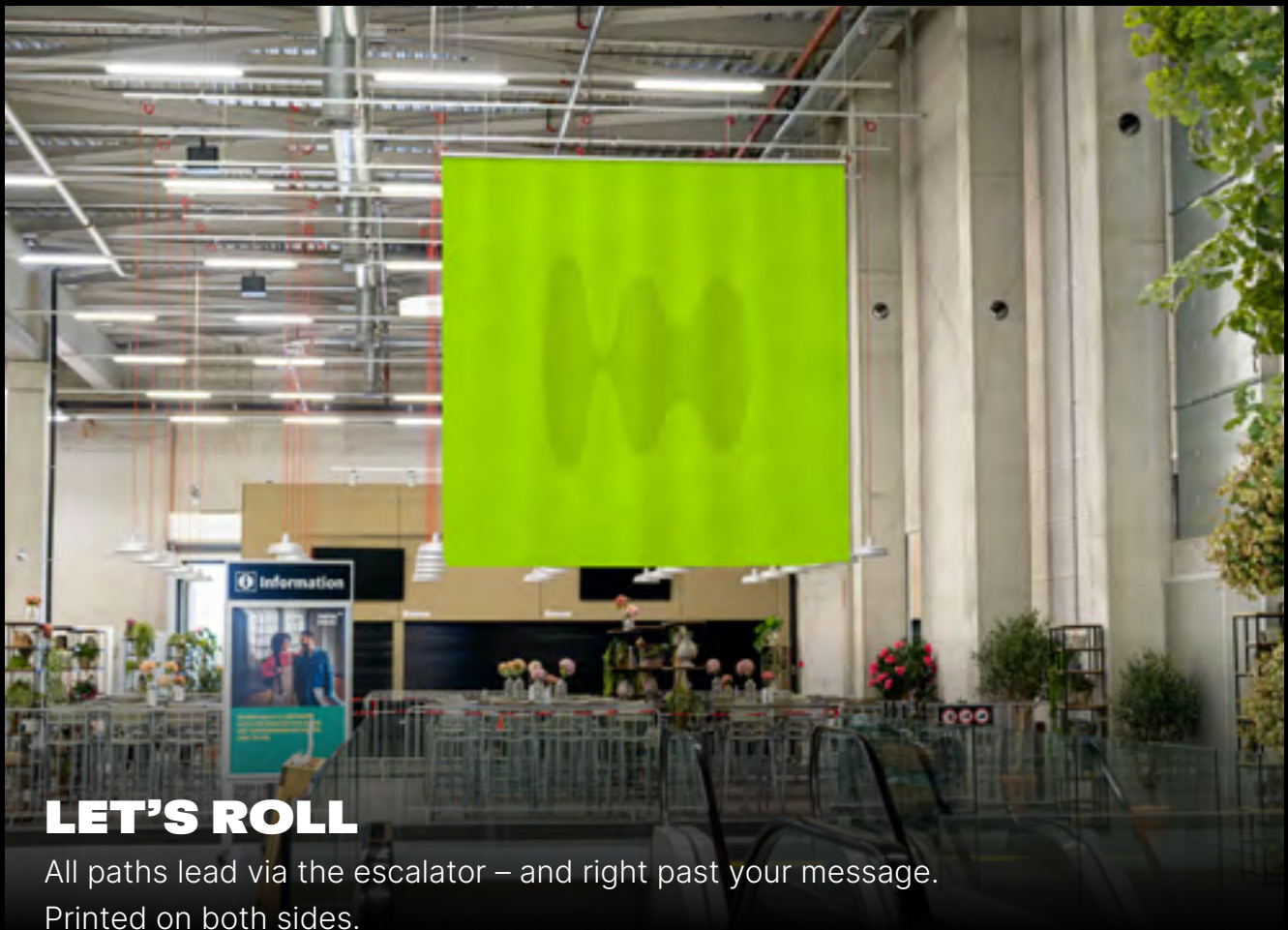
The positions of the advertising spaces may vary, depending on the number of spaces sold.

The set-up will be finalised around three weeks before the event.

CHF 2,990

ID 800520

BILLBOARD ESCALATOR



CHF 3,590

ID 820220

STAIRCASE STICKER



STEP BY STEP

Even taking two steps at a time, visitors won't miss your advertising.



CHF 4,490

05

HOTSPOTS

ID 800560

REVOLVING DOORS



CHF 990

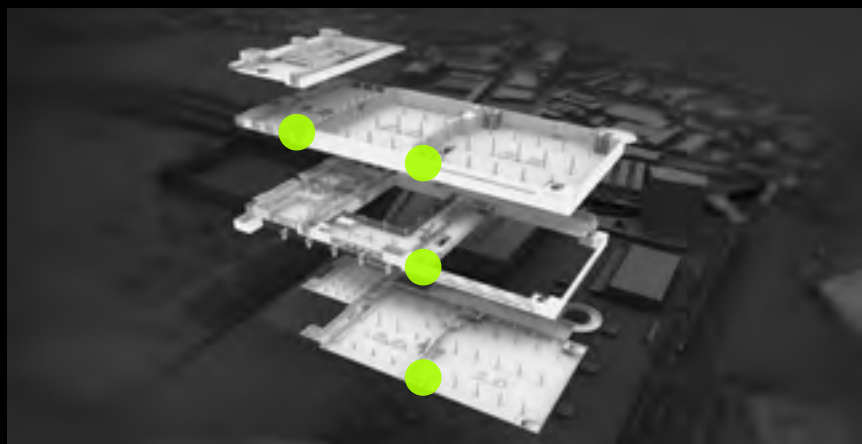
ID 800300

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

The toilets on the intermediate floors and in other parts of the halls and on site are not included; these are used by BERNEXPO AG.

CHF 6,990

ID 800340

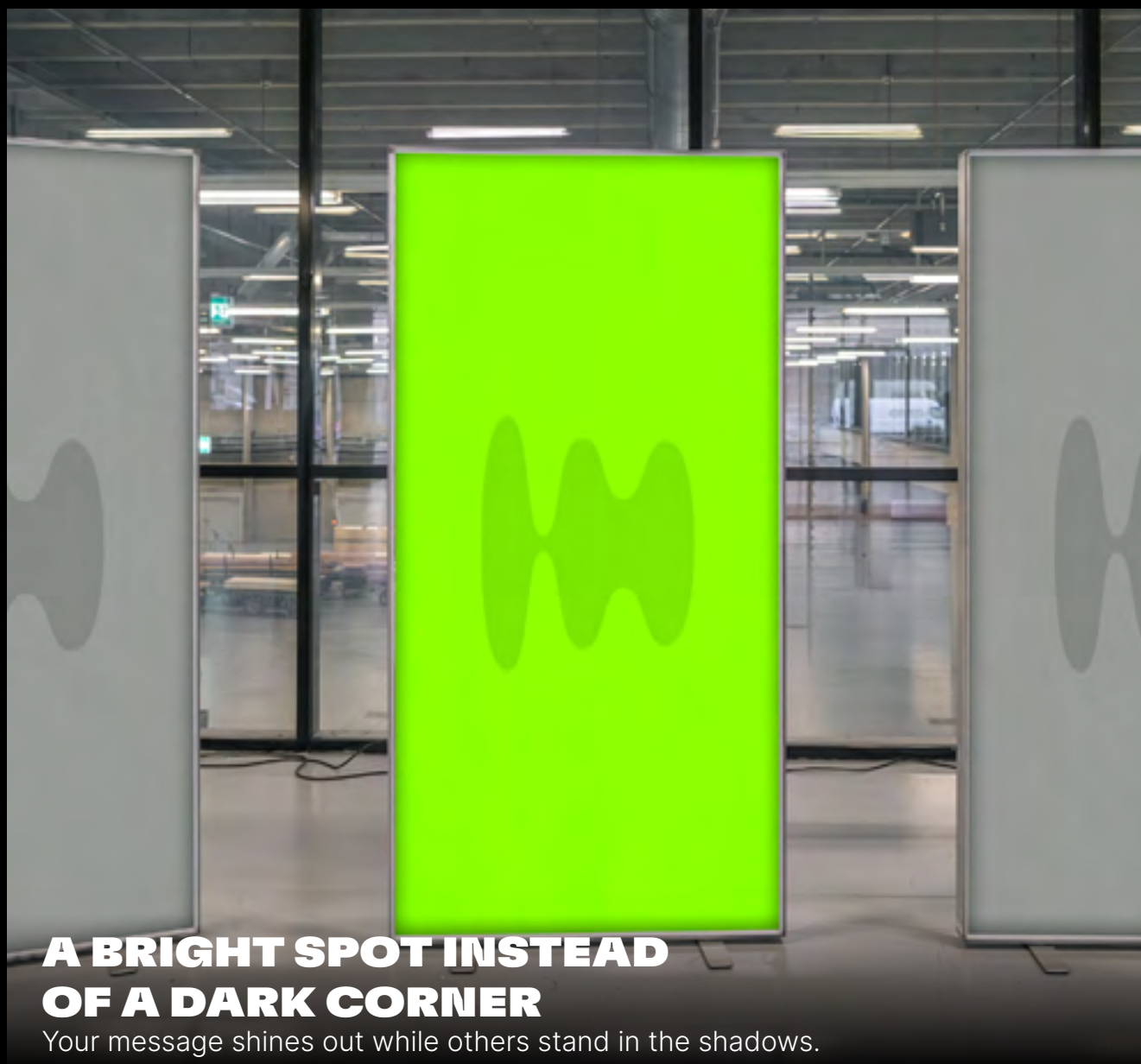
TOILETS FESTHALLE LOWER LEVEL 1



CHF 2,990

ID 800530

LIGHTFRAME LF500



The lightframes can be freely positioned in the halls, in the connecting areas or at your booth. A booking includes a lightframe used on both sides.

Cubes are placed in consultation with the trade fair team.

CHF 2,490

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



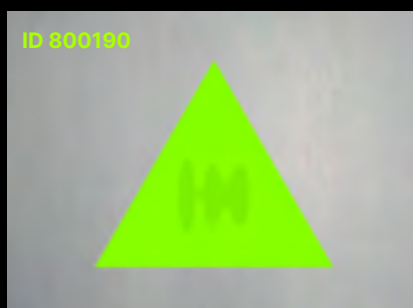
STEP INTO THE SPOTLIGHT

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

OPTIONAL CUTTYPES

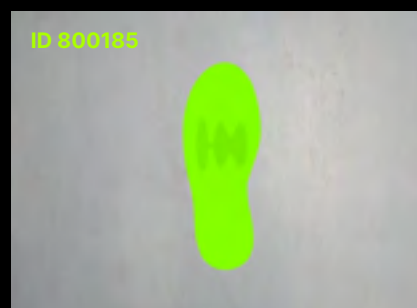


Included in the price



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.

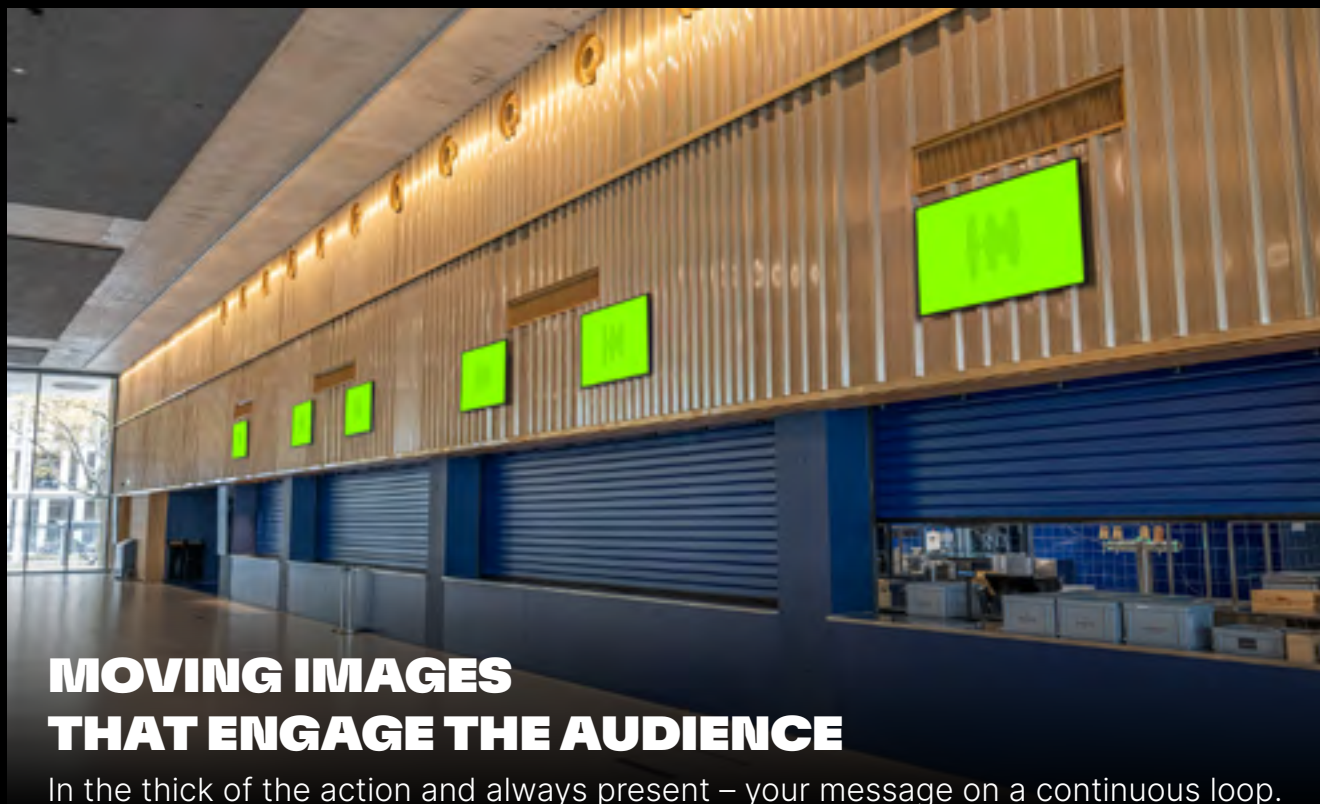
CHF 990

07

INFO SCREENS

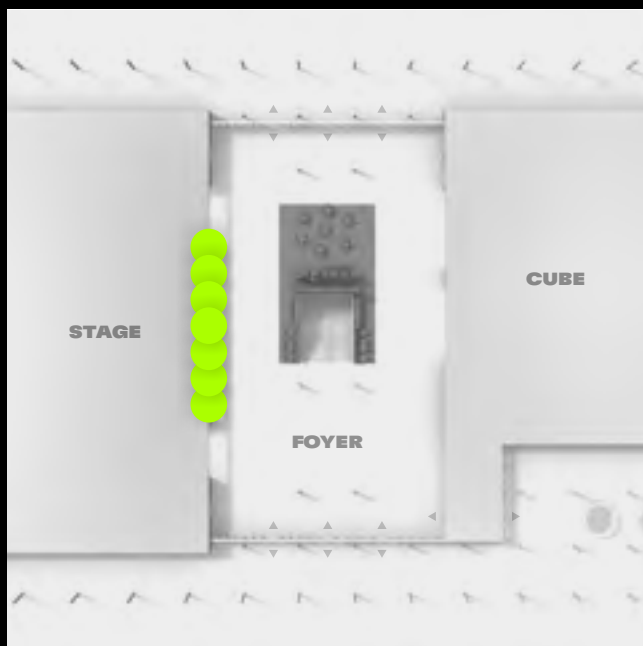
ID 820200

SCREENS FESTHALLE INDOOR



MOVING IMAGES THAT ENGAGE THE AUDIENCE

In the thick of the action and always present – your message on a continuous loop.

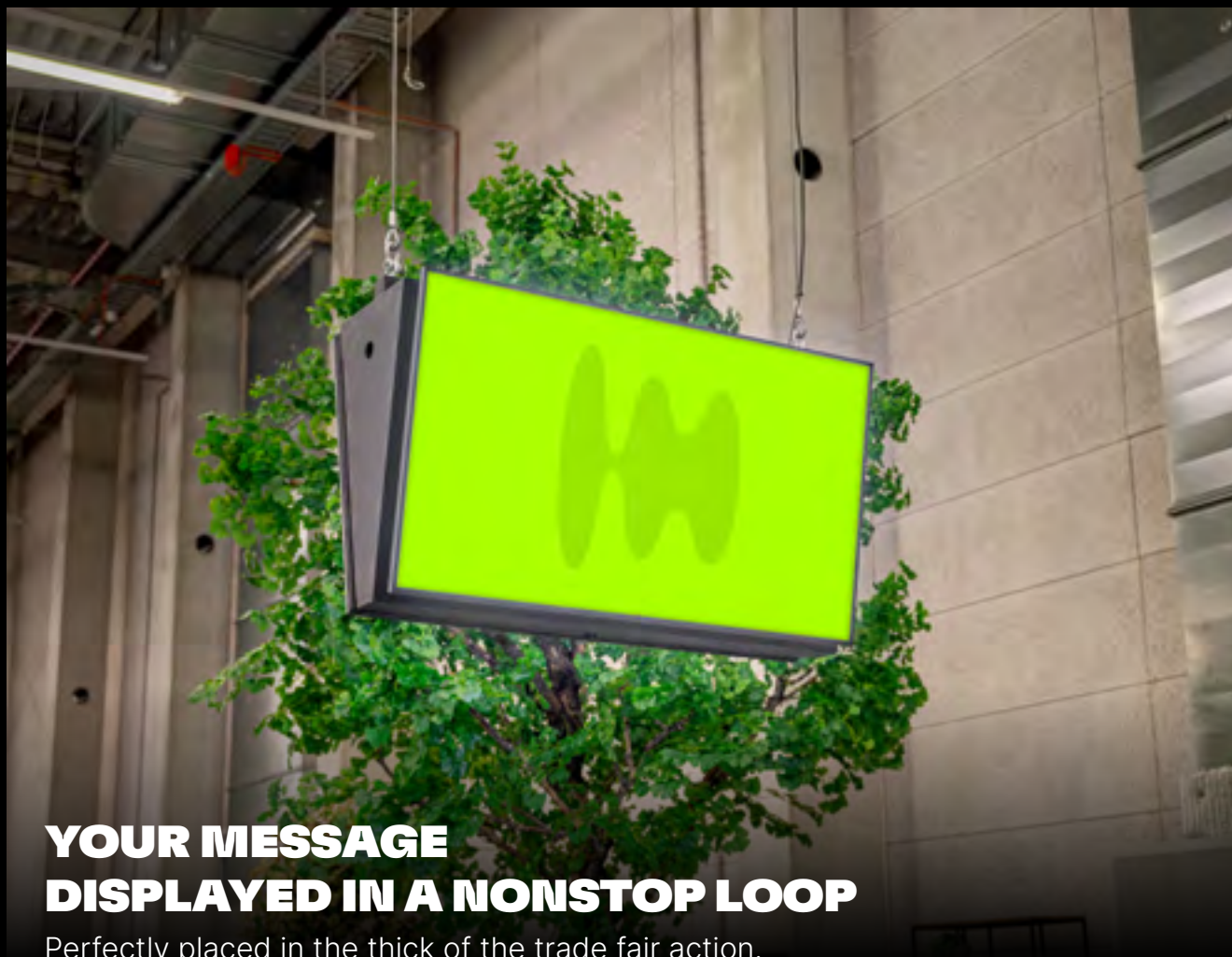


- All seven screens show the same content simultaneously.
- A booking includes a 10-second slot within the advertising loop (approx. 2 minutes).
- Moving images, animations or static images can be used.

CHF 1,790

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 escalators in Halls 2.0, 3.0, 2.2 and 3.2.
- 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.

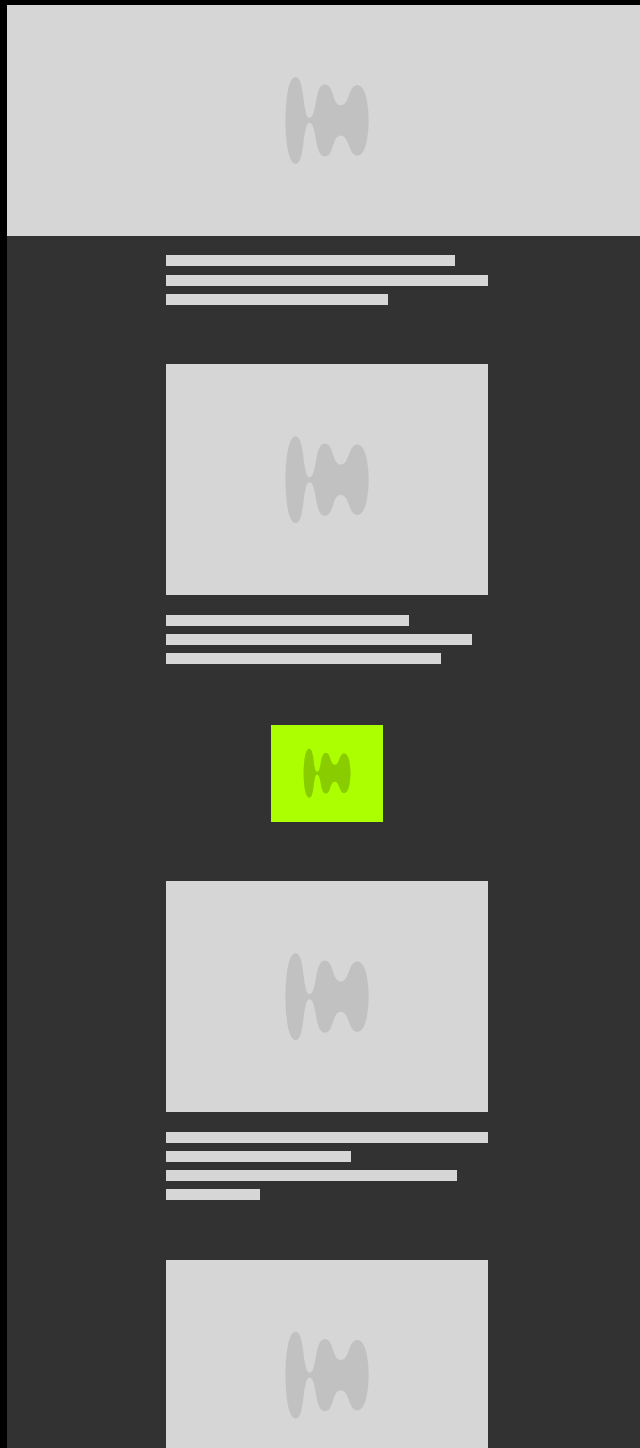
CHF 1,790

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 75,000 people.

DATES

- 1 × July 2026
- 1 × September 2026
- 3 × October 2026

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?

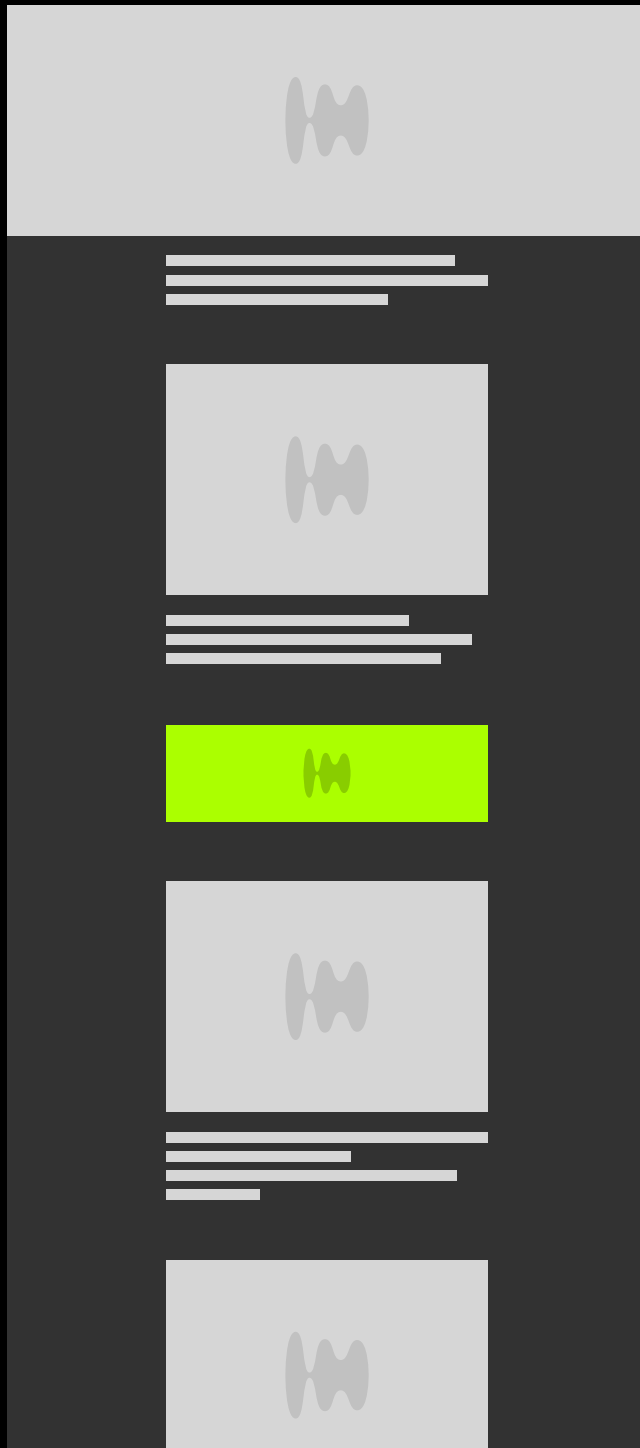
See for yourself!

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

CHF 3,490

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 75,000 people.

DATES

- 1 × July 2026
- 1 × September 2026
- 3 × October 2026

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?

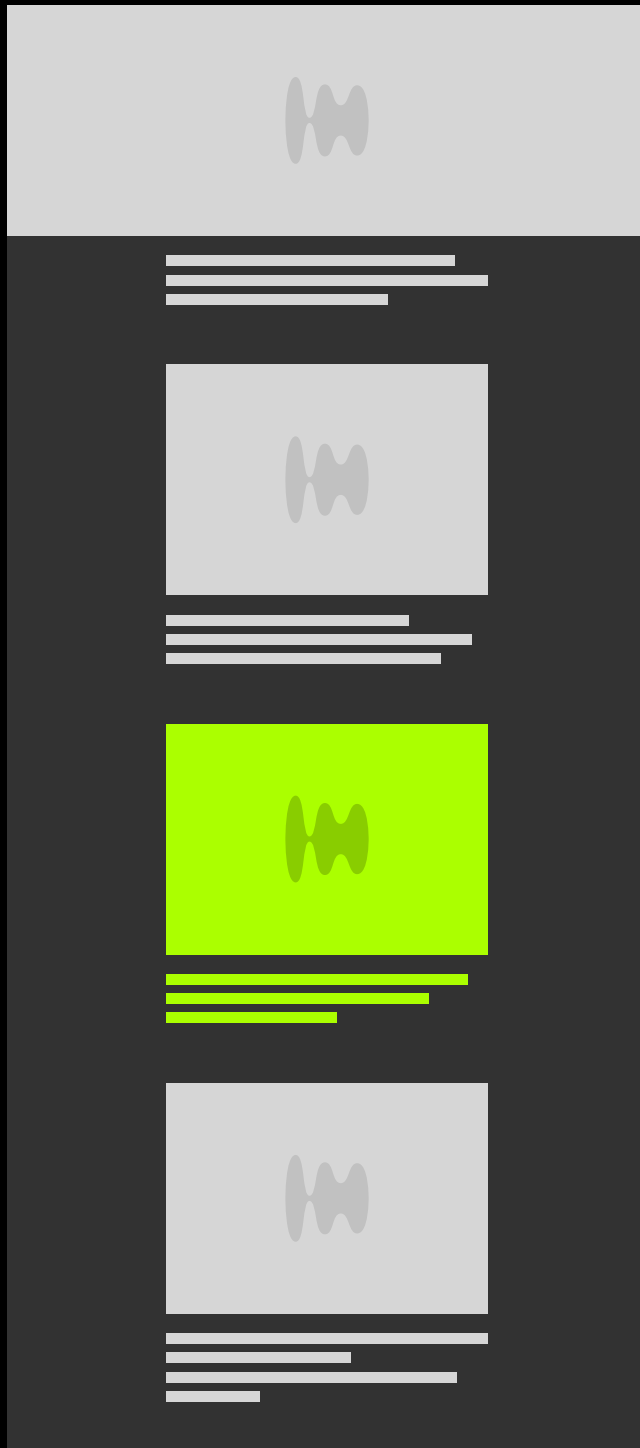
See for yourself!

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

CHF 4,990

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 75,000 people.

DATES

- 1 × July 2026
- 1 × September 2026
- 3 × October 2026

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 suissecaravansalon.ch

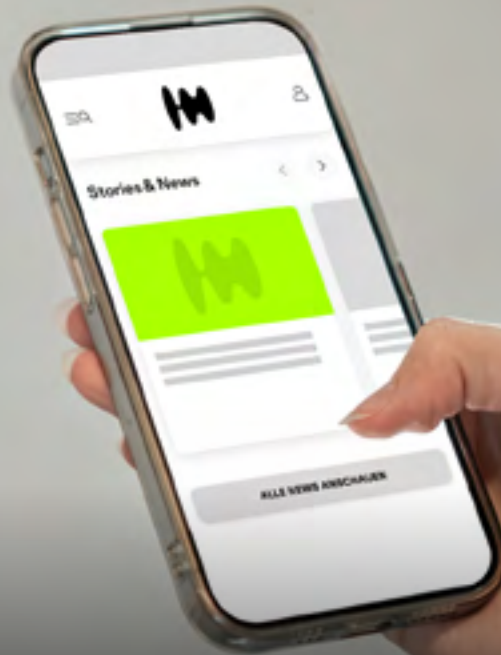
CHF 5,890

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 suissecaravansalon.ch/news

CHF 3,990

10

SAMPLING

ID 800680

PRESENTATION STAGE



MAKE YOUR BRAND THE STAR OF THE STAGE

More than sponsorship – make your brand part of the programme.

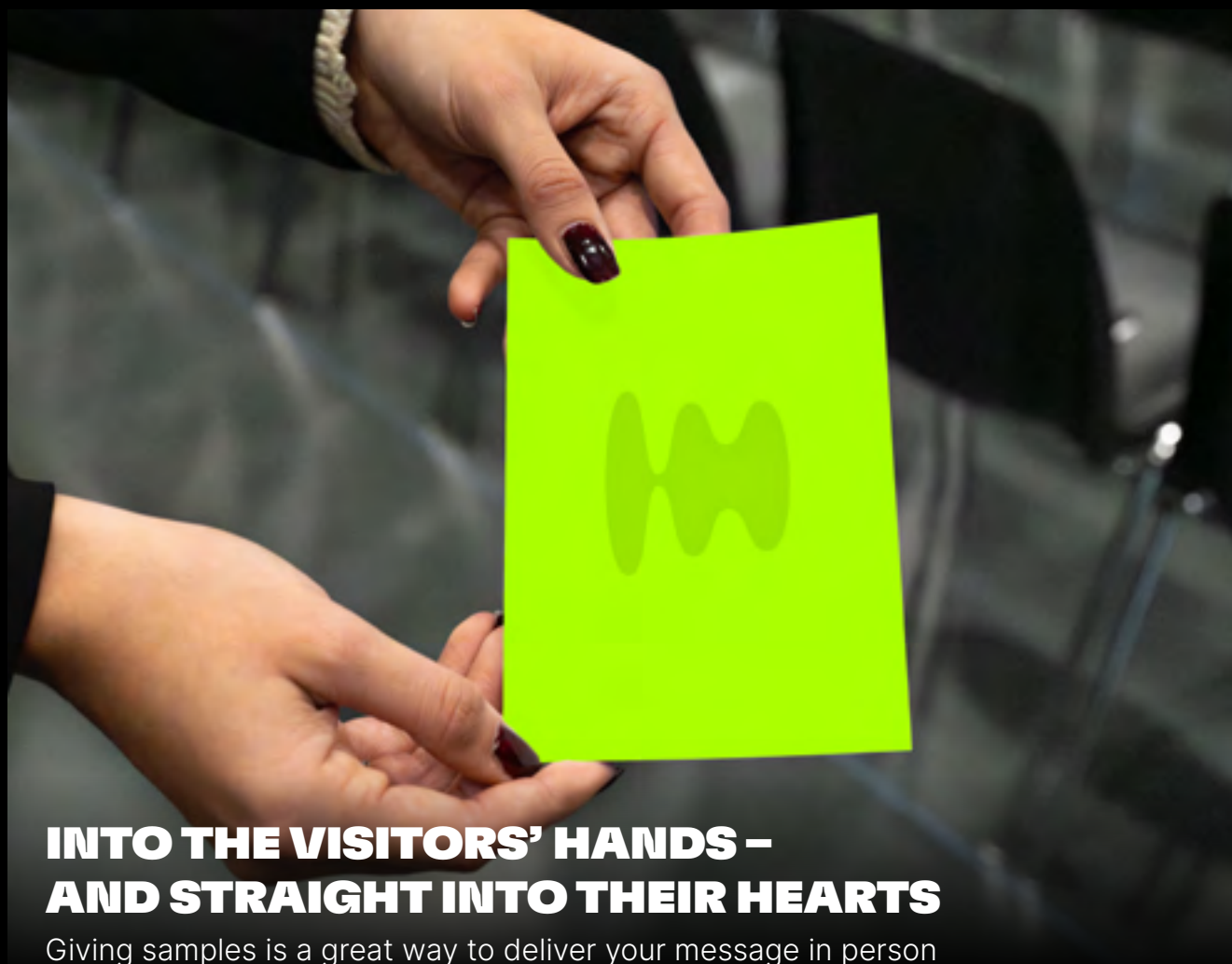
As the exclusive partner of the Presentation Stage, your company takes centre stage throughout the event – right where knowledge is shared, inspiration is sparked and attention is captured. Your company name accompanies every presentation and is prominently featured on the stage, screens and in the event programme.

This partnership creates continuous brand visibility throughout the entire trade fair day and connects your company with high-quality, relevant content. Reach an engaged audience in a credible and high-impact environment – going far beyond traditional advertising space.

CHF 6,490

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 1,290



**Suisse
Caravan
Salon**

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 | suissecaravansalon@bernexpo.ch