

**ORNARIS**

Trade fair for Trends. Inspiration. Design

# **ADVERTISING**

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

# OVERVIEW

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01	<b>YOUR ADVERTISING IN BERN</b>	<b>03</b>
02	<b>IN BRIEF</b>	<b>04</b>
03	<b>OUTDOOR AREAS</b>	<b>06</b>
04	<b>HOTSPOTS</b>	<b>09</b>
05	<b>FLOOR ADVERTISING</b>	<b>17</b>
06	<b>INFO SCREENS</b>	<b>20</b>
07	<b>NEWSLETTERS</b>	<b>22</b>
08	<b>EVENT GUIDE</b>	<b>26</b>
09	<b>SAMPLING</b>	<b>28</b>
10	<b>LARGE-SCALE</b>	<b>30</b>

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# YOUR ADVERTISING AT THE SWISS TRADE FAIR FOR TRENDS. INSPIRATION. DESIGN.

## **TARGETED REACH IN A B2B ENVIRONMENT**

**1**

Around 5,500 trade visitors from retail, purchasing, sales and design. Your message reaches relevant decision-makers with an active interest in new brands and products.

## **AN AUDIENCE WITH PURCHASING POWER AND DECISION-MAKING AUTHORITY**

**2**

ORNARIS is a trade fair focused on ordering and inspiration. Many visitors attend with concrete purchasing and partnership intentions — ideal conditions for long-term business relationships.

## **ADVERTISING WHERE ATTENTION IS HIGHEST**

**3**

Your brand exactly where the trade audience is: entrances, special areas, halls, passage zones, restrooms, digital touchpoints, newsletter and trade fair magazine. Maximum visibility without wasted reach.

## **LONG ATTENTION SPAN & REPEATED CONTACT**

**4**

Extended visitor dwell time and multiple touchpoints create a lasting brand impact — even beyond the trade fair itself.



# 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 | [ornaris@bernexpo.ch](mailto:ornaris@bernexpo.ch)

03

# OUTDOOR AREAS

ID 800260

# F4 POSTERS



## STABLE AND STRIKING DESIGN

Solid footing, clear message. Right in the line of sight. Printed on both sides.



**CHF 490**

ID 800220

# F12 POSTERS



## **BIG, STRONG, STURDY**

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



**CHF 1,190**

04

# HOTSPOTS

ID 800560

# REVOLVING DOORS



## EVERYTHING REVOLVES AROUND YOU

Whether people are coming in or out – your branding is always centre stage.



**CHF 590**

ID 800425

# TURNSTILE



## MOMENT OF ATTENTION

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

**CHF 590**

ID 800440

# LIFT ADVERTISING



## GIVE YOUR MESSAGE A LIFT

Whether visitors are going up or down, your advertising is always visible.



**CHF 490**

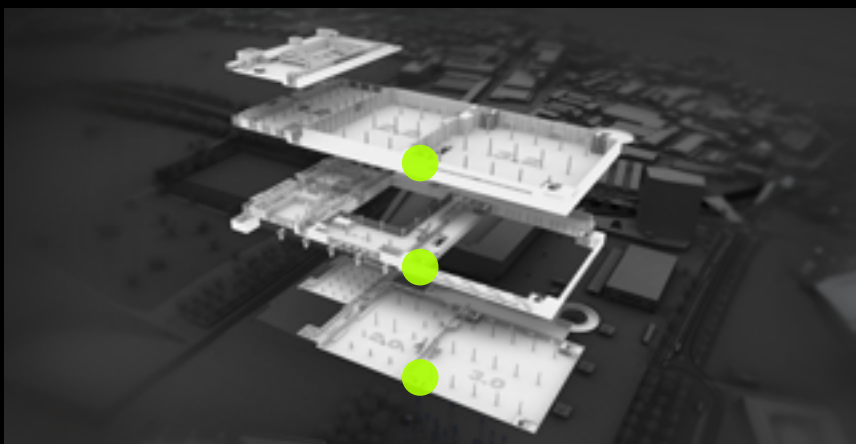
ID 800300

# 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.



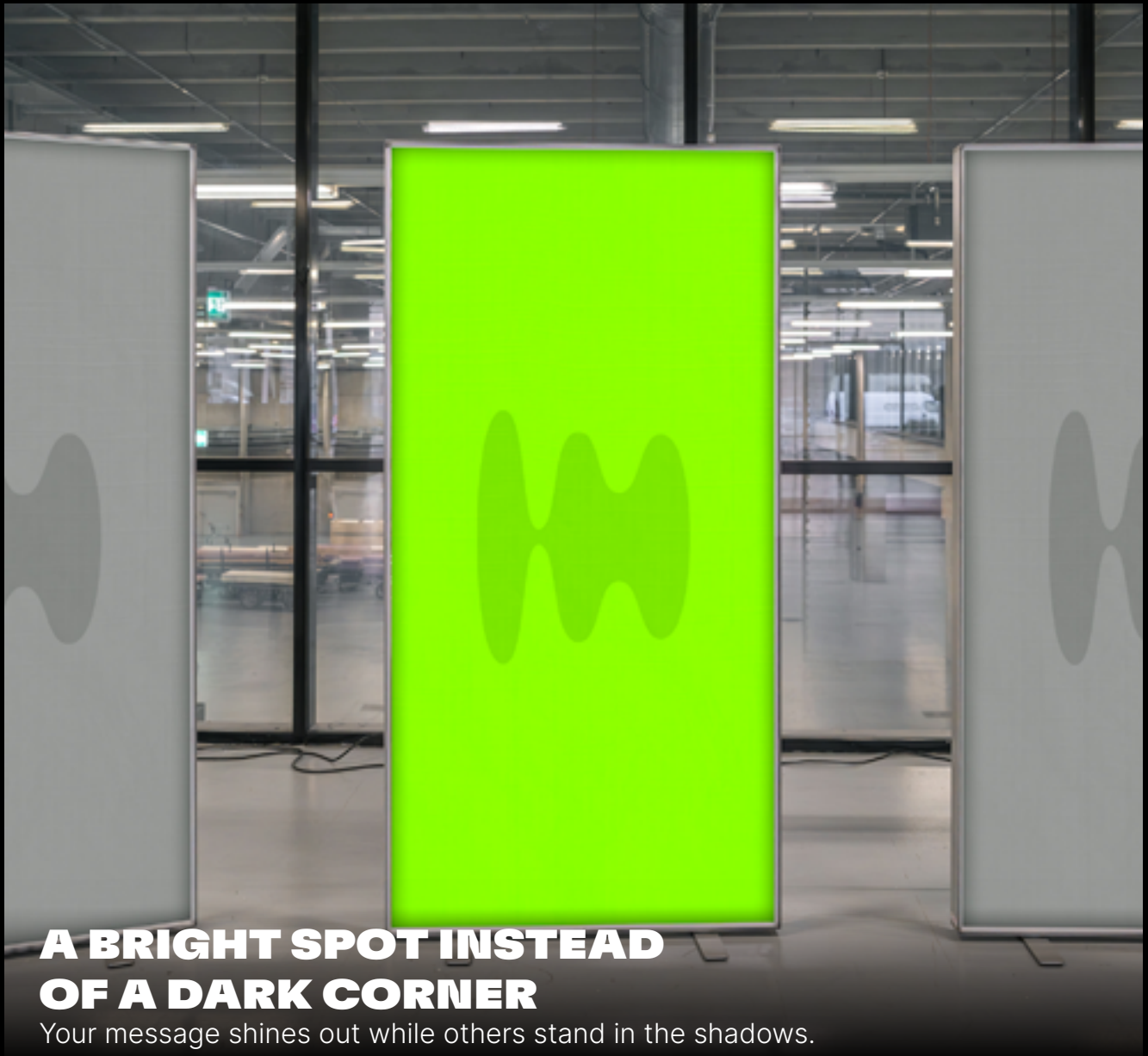
## DISCLAIMER

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 890**

ID 800530

# LIGHTFRAME LF500



## **A BRIGHT SPOT INSTEAD OF A DARK CORNER**

Your message shines out while others stand in the shadows.

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 1,390**

ID 63036A

# SECONDARY PLACEMENTS

**SOLD OUT**



## AN ADDITIONAL STAGE FOR STRONG PRODUCTS

Reach your target audience directly in the entrance area.

The secondary placements are positioned in the entrance areas of the exhibition halls and within the passage zones.

Material: white lacquered pedestals  
Format: 1,500 × 1,000 × 400 mm  
Availability: 10 large modules

**CHF 490**

# RENDEZVOUS ADVERTISEMENT



## WHERE NEW PRODUCTS STAND OUT

Showcase your brand at RENDEZVOUS.

Information regarding availability and advertisement placement is available upon request from the trade fair team.

Advertisement:

1/1 inside page (210 × 297 mm)

– CHF 2,500

1/1 back cover (210 × 297 mm)

– CHF 4,500

**FROM CHF 800**

1/2 page (210 × 148 mm) – CHF 1,500

1/4 page (148 × 105 mm) – CHF 800

05

# **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 490**

ID 800140

# CRUMBS



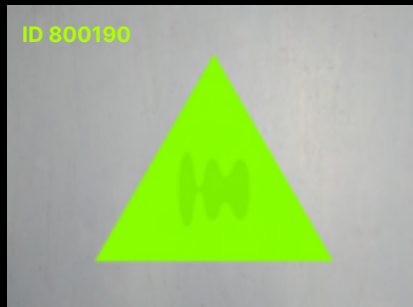
## STEP INTO THE SPOTLIGHT

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.

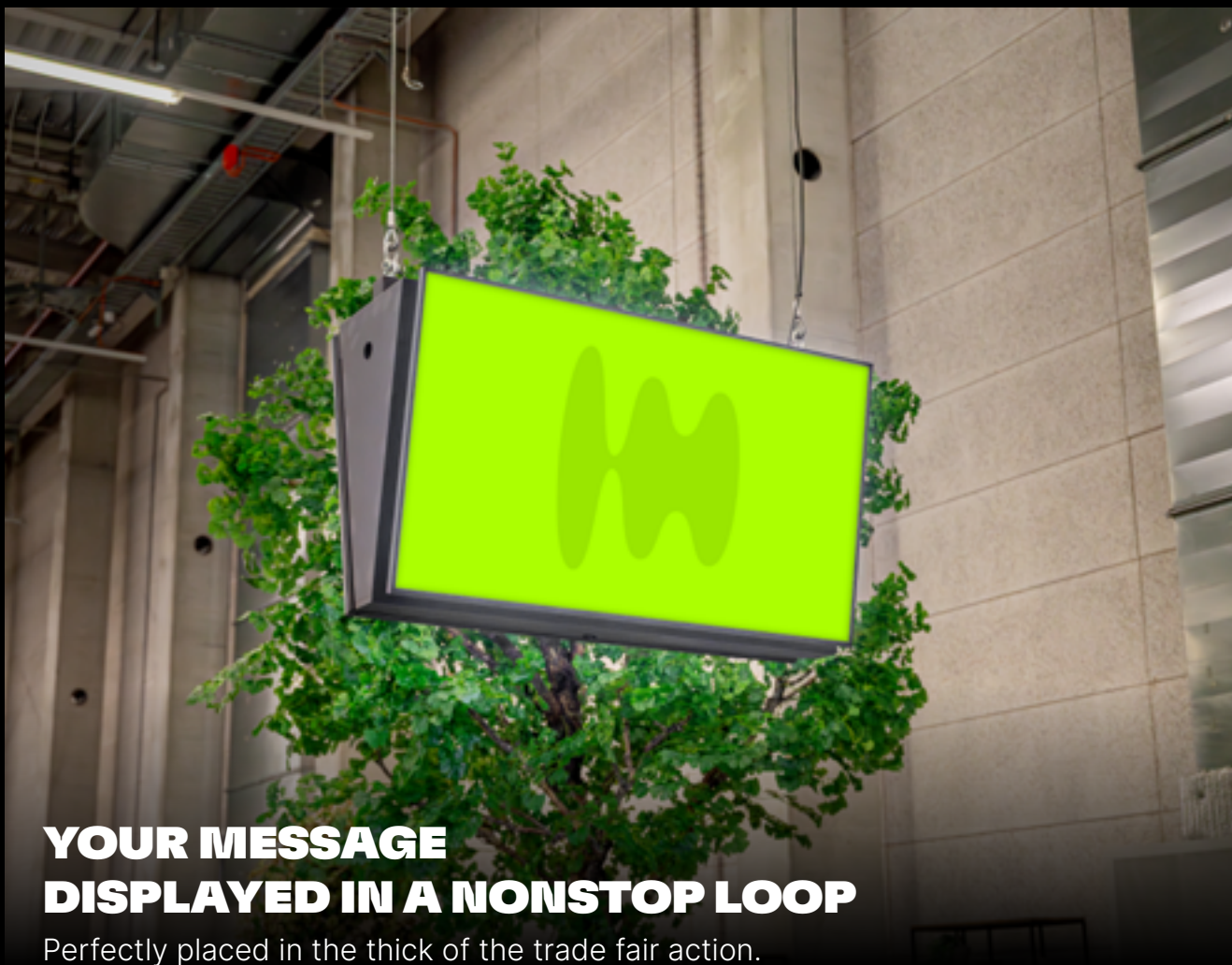
**CHF 790**

06

# 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 escalators in Halls 3.0 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.

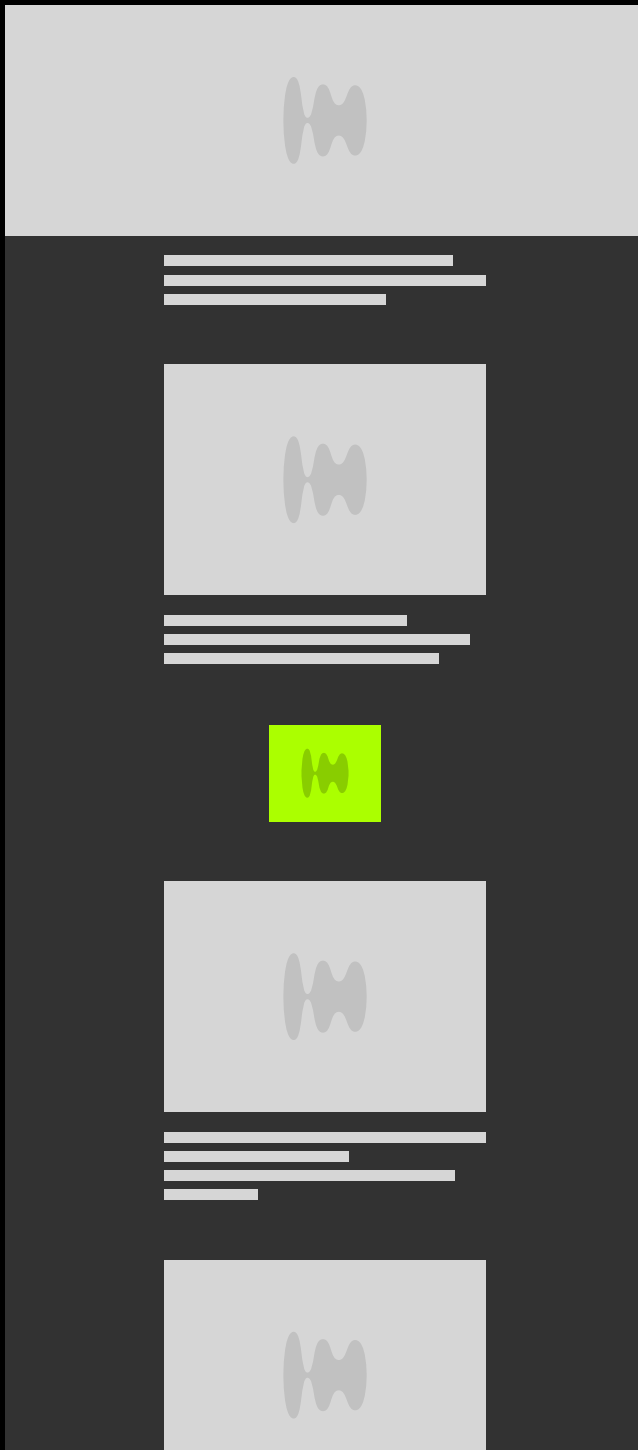
**CHF 490**

07

# 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 19'000 people.

## DATES

- 13 May 2026
- 10 June 2026
- 08 July 2026
- 11 August 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 [ornaris.ch](https://ornaris.ch)

**CHF 290**

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 19'000 people.

## DATES

- 13 May 2026
- 10 June 2026
- 08 July 2026
- 11 August 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?

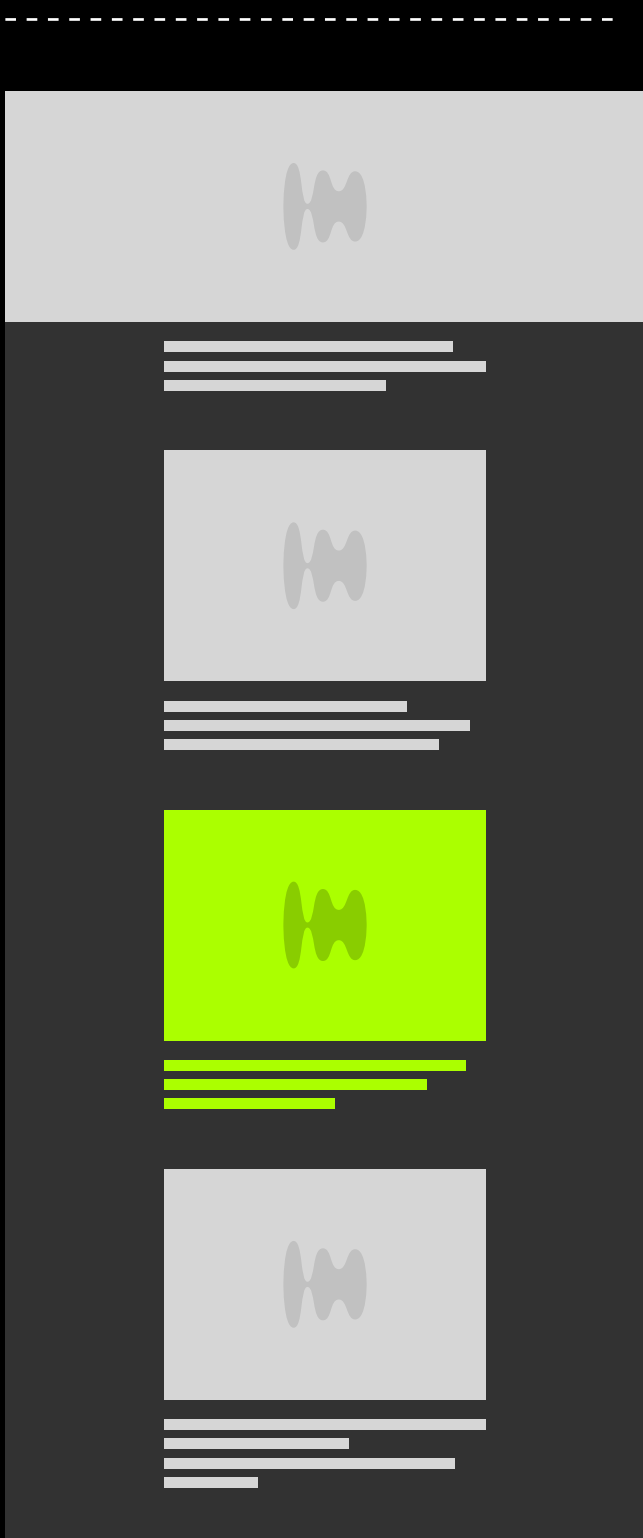
See for yourself!

You can subscribe to the newsletter on our website at [ornaris.ch](https://ornaris.ch)

**CHF 290**

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 19'000 people.

## DATES

- 13 May 2026
- 10 June 2026
- 08 July 2026
- 11 August 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 [ornaris.ch](https://ornaris.ch)

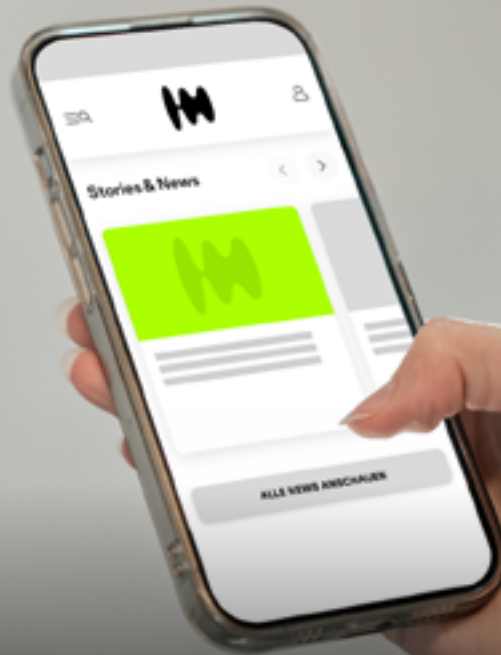
**CHF 290**

08

# 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.

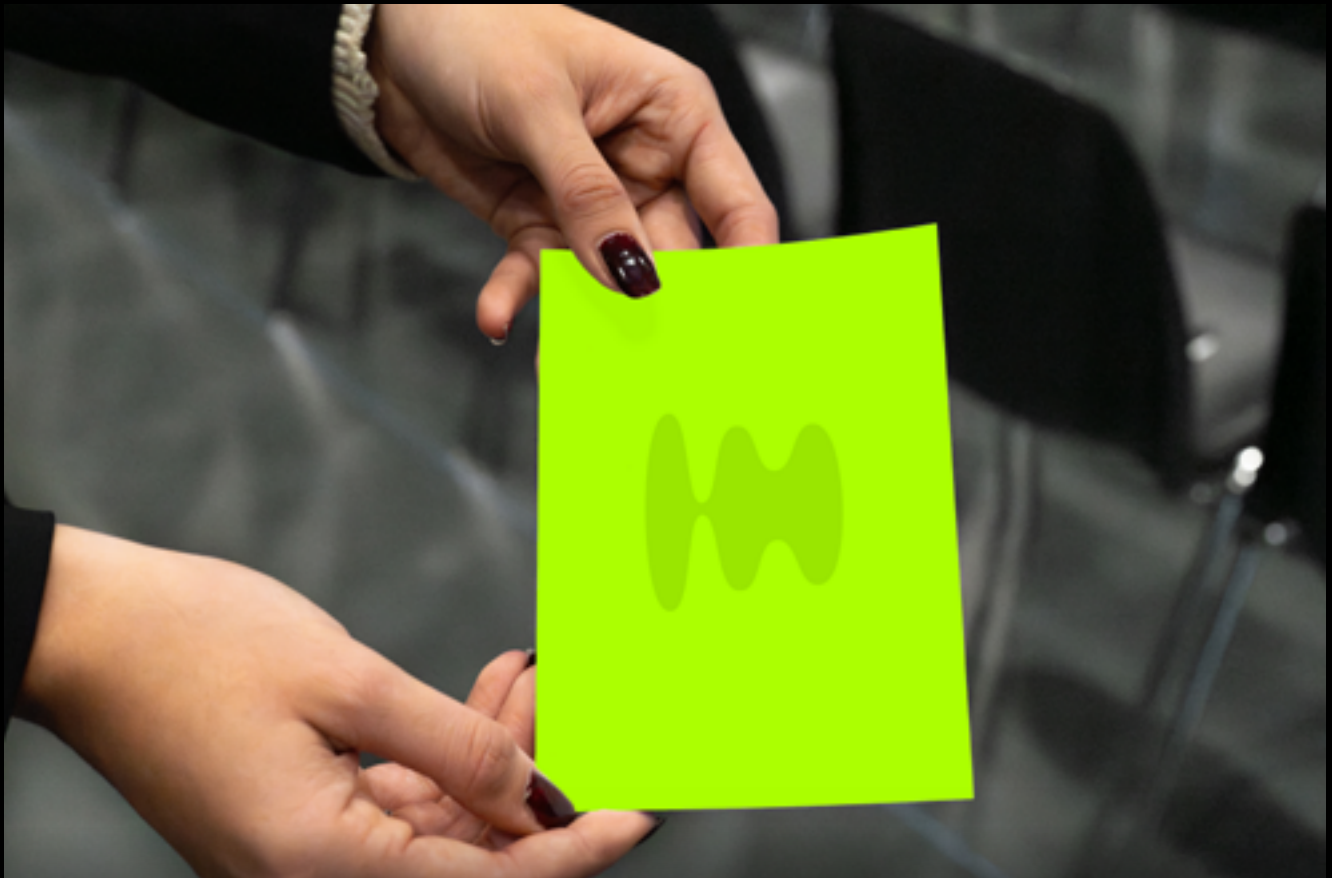
**CHF 390**

09

# 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 390**

10

# LARGE-SCALE

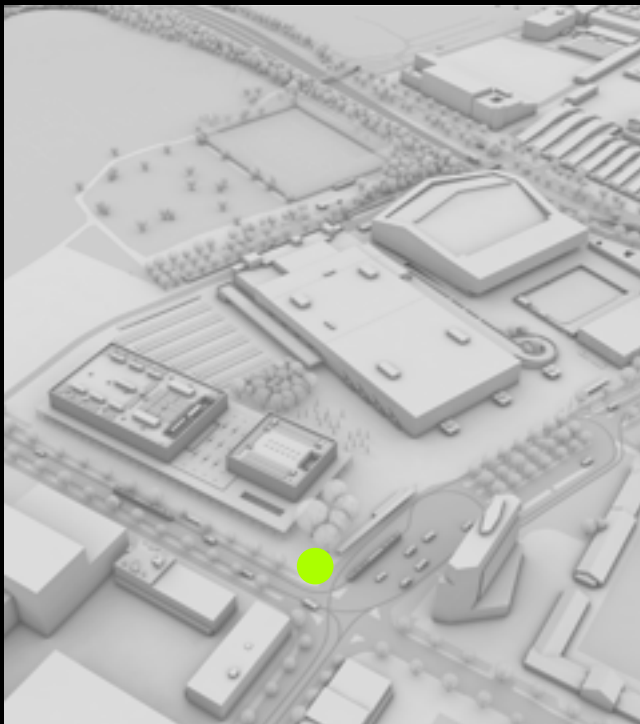
ID 800040

# BILLBOARD **GUISANPLATZ**



## FRONT ROW FOR YOUR MESSAGE

Your advertisement is right at the forefront here – maximum visibility guaranteed.



ID 800020

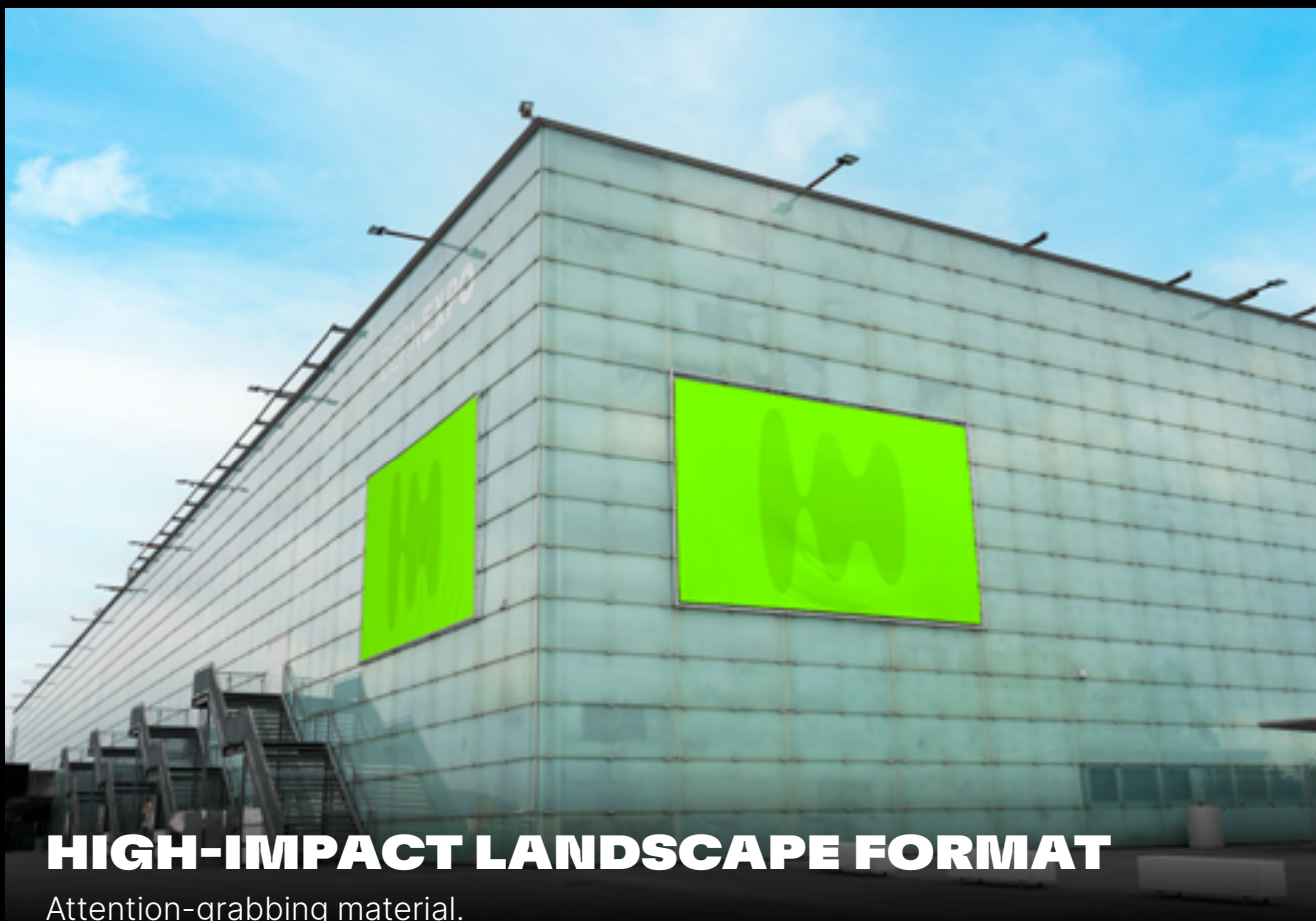
## BACK



**CHF 4,090**

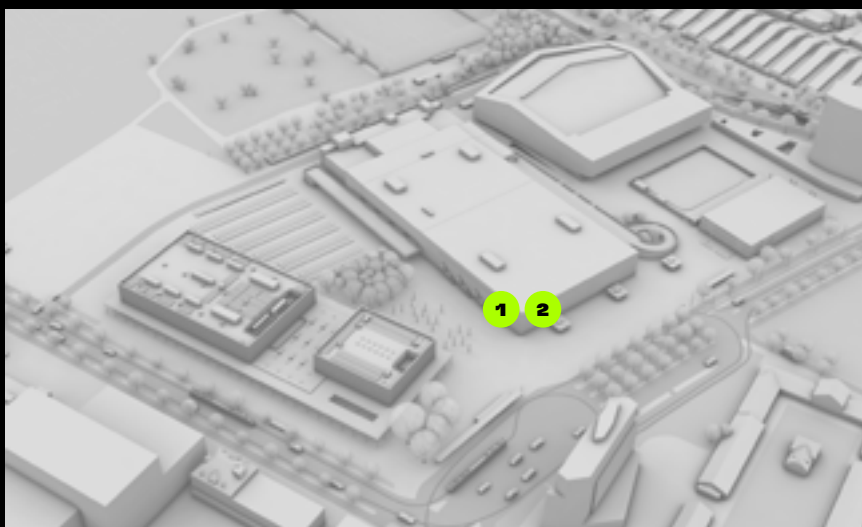
ID 800100

# BILLBOARD BUILDING 3



## HIGH-IMPACT LANDSCAPE FORMAT

Attention-grabbing material.

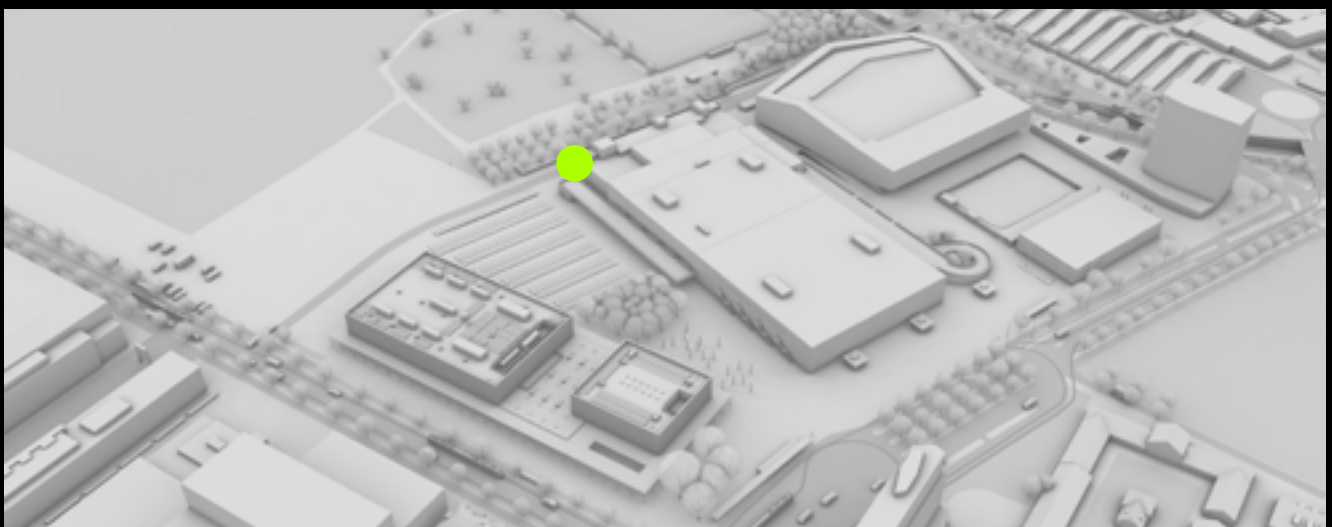


- 1** Facing Festhalle
- 2** Facing NPZ

**CHF 6,090**

ID 800150

# BILLBOARD STAIRCASE



**CHF 5,290**

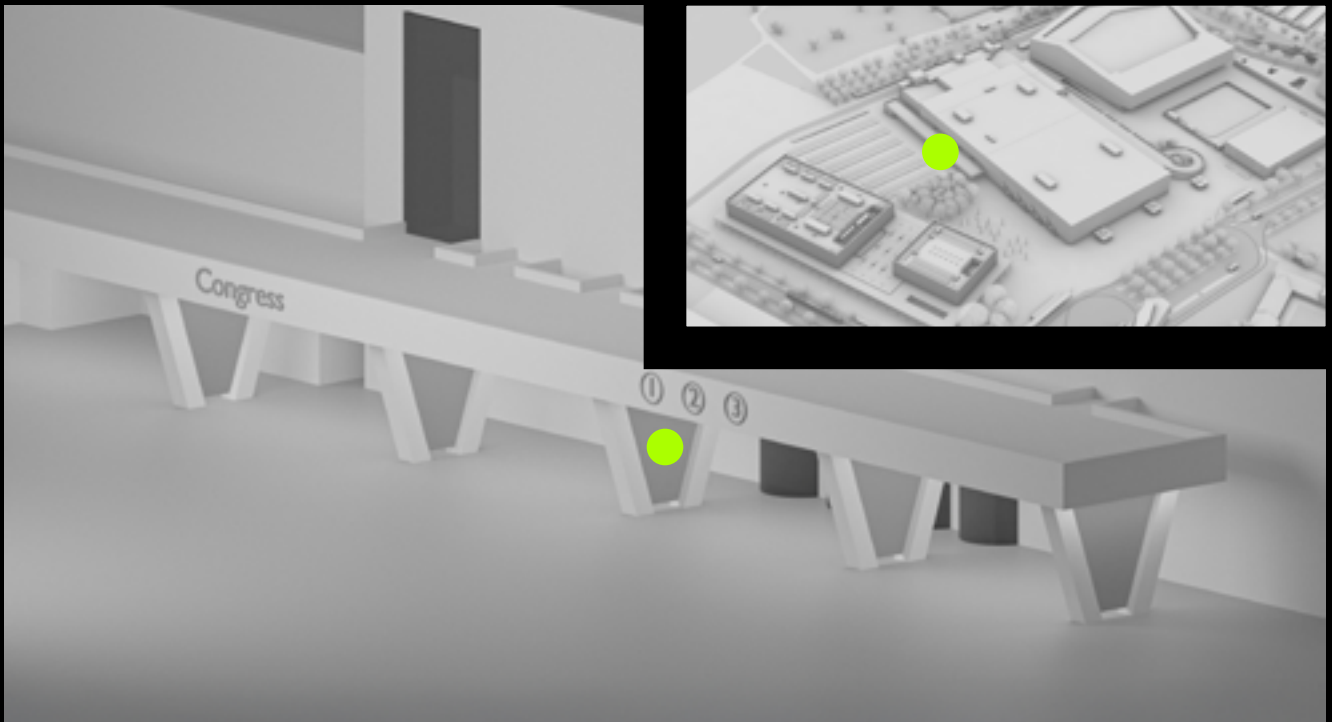
ID 800640

# V-PILLAR



## TWICE THE IMPACT

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



**CHF 2,990**



**ORNARIS**

Trade fair for Trends. Inspiration. Design

# 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 | [ornaris@bernexpo.ch](mailto:ornaris@bernexpo.ch)