

**FESTSPIEL
HAUS
BREGENZ**

KONGRESS . KULTUR

Branding & Advertising



The advertising spaces at Festspielhaus Bregenz do more than attract attention. They help guests find their way around, strengthen your presence throughout the venue and blend seamlessly into the overall event experience. You will plan the specific implementation together with your contact person, tailored to your objectives, content and requirements.

SUSTAINABILITY

As a “Green Location“, sustainability is very important to us. That is why we place particular emphasis on conserving resources and use a range of coordinated measures at our events to keep the environmental impact as low as possible.

Please follow these recommendations:

- _ Avoid the mass distribution of flyers or brochures.
- _ Use reusable or recyclable materials and exhibition stand components.
- _ Avoid materials containing PVC.
- _ Use energy-efficient lighting systems.
- _ For any necessary printed materials, please use 100 % recycled paper or totally chlorine-free (TCF) paper.
- _ Avoid promotional giveaways wherever possible. If giveaways are necessary, choose sustainable products that are durable, without individual plastic packaging or batteries and made from environmentally friendly materials. Ideally, they should carry a recognised sustainability certification or be Fairtrade products.

OUTDOOR AREA



FLAGS

The flagpoles are located along the pedestrian walkway directly in front of Festspielhaus Bregenz. They can be customised for the duration of your event. Please coordinate with your contact person, as availability may vary when multiple events are taking place at the same time.

- _ Dimension: 100 x 400 cm (W x H)
- _ Quantity: 10
- _ Material: outdoor flag fabric
- _ Finishing: top with a 7 cm flat sleeve, reinforced tape and snap hooks along the side, hemmed on all sides



POSTER STANDS

Ten of the fourteen poster stands can be used on both sides. They are located around Festspielhaus Bregenz, at the main entrances to the building and at Platz der Wiener Symphoniker.

- _ Dimension: A0 (841 x 1,189 mm, W x H)
- _ Quantity: 14
- _ Material: 120 gsm blueback paper (with or without UV varnish)
- _ Finishing: edges trimmed on all sides

A1 OUTDOOR DISPLAY STAND

- _ Dimension: A1 (594 x 841 mm, W x H)
- _ Quantity: 3
- _ Material: coated posters, cardboard (weather-resistant material)



LED-WALL MAIN ENTRANCE

The LED wall at the main entrance consists of three individual screens and can be used for wayfinding, to welcome your participants and guests or as advertising space. We are happy to provide suitable templates and designs.

- _ Area: 16:9
- _ Dimension: overall size 2,048 x 1,152 px, individual size 672 x 252 px
- _ Quantity: 3
- _ File type: .jpg, .mp4



CUBE DISPLAY STAND

The cube display stand has four customisable sides.

- _ Dimension: 1,200 x 2,200 mm (W x H)
- _ Quantity: 1
- _ Material: textile fabric
- _ Finishing: flat silicone edging on all sides





INDOOR AREA

SCREENS

Screens are available at various locations throughout the venue and can be used for wayfinding, programme overviews and sponsor content.

- _ Area: 16:9
- _ Resolution: 1,920 x 1,080 px
- _ Quantity: 10
- _ File type: .jpg, .mp4

DIGITAL INFORMATION STAND

- _ Area: 9:16
- _ Resolution: 1,080 x 1,920 px
- _ Quantity: 2
- _ File type: .jpg, .mp4



DIGITAL LECTERN

- _ Area: 9:16
- _ Resolution: 1,080 x 1,920 px
- _ Quantity: 1
- _ File type: .jpg, .mp4



DISPLAYS

In addition to the existing screens, further displays are available and can be used flexibly for wayfinding, programme information or similar purposes.

98 INCH TV

- _ Area: 16:9
- _ Dimension: 217 x 122 cm (W x H)
- _ Resolution: 1,920 x 1,080 px
- _ Quantity: 2
- _ File type: .jpg, .mp4
- _ Other information: height-adjustable

85 INCH TV

- _ Area: 16:9
- _ Dimension: 188 x 106 cm (W x H)
- _ Resolution: 1,920 x 1,080 px
- _ Quantity: 5
- _ File type: .jpg, .mp4
- _ Other information: height-adjustable



65 INCH TV WITH TABLE

- _ Area: 16:9
- _ Dimension: 144 x 81 cm (W x H)
- _ Resolution: 1,920 x 1,080 px
- _ Quantity: 2
- _ File type: .jpg, .mp4

55-65 INCH TV ON STAND

- _ Area: 16:9
- _ Dimension: from 122 x 69 cm (W x H)
- _ Resolution: 1,920 x 1,080 px
- _ Quantity: 4 - 5
- _ File type: .jpg, .mp4



BRANDED GRAPHICS

WOODEN LECTERN

The existing signage follows the anthracite and cream colour scheme of Festspielhaus Bregenz. You are welcome to bring your own signage.

- _ Dimension: 660 x 1,100 mm (W x H)
- _ Quantity: 3
- _ Material: forex boards
- _ Finishing: mounted on 3 mm, edges trimmed on all sides



REGISTRATION DESK

- _ Dimension: 660 x 1,100 mm (W x H)
- _ Quantity: 4
- _ Material: 3 mm forex boards
- _ Finishing: edges trimmed on all sides



ILLUMINATED FRAME

- _ Dimension: 1,200 x 2,200 mm (W x H)
- _ Quantity: 6 - 8
- _ Material: textile fabric
- _ Finishing: flat silicone edging on all sides



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HANGING FRAME

- _ Dimension: 1,000 x 1,000 mm (W x H)
- _ Quantity: 2
- _ Material: soft blackout fabric
- _ Finishing: flat silicone edging on all sides

LARGE FRAME

- _ Dimension: 3,000 x 2,000 mm (W x H)
- _ Quantity: 1
- _ Material: UV soft blackout fabric
- _ Finishing: flat silicone edging on all sides



SLIM FREESTANDING ALUMINIUM FABRIC FRAME

The slim, freestanding aluminium fabric frames can be used in various locations throughout Festspielhaus Bregenz. As they are not backlit, they can be positioned particularly flexibly.

- _ Dimension: 500 x 2,000 mm (W x H)
- _ Quantity: 8
- _ Material: UV soft blackout fabric
- _ Finishing: flat silicone edging on all sides





ADHESIVE GRAPHICS

Applying adhesive graphics to different surfaces must be coordinated with your contact person, as certain requirements need to be met.

WERKSTATTBÜHNEN STAIRCASE

- _ Dimension left: 1,900 x 140 mm (W x H)
- _ Dimension right: 1,850 x 140 mm (W x H)
- _ Quantity: 20 steps per staircase

STAND

A3 INDOOR STAND

- _ Dimension: A3 (297 x 420 mm, W x H)
- _ Quantity: 8
- _ Material: paper, posters, thin cardboard



MOBILE POSTER STAND

- _ Dimension: 1,030 x 2,070 mm (W x H)
- _ Graphic area: 495 x 1,300 mm (W x H)
- _ Quantity: 10
- _ Material: paper, poster, thin cardboard
- _ Finishing: with drawing pins (available at the venue)

MOBILE PINBOARD

- _ Dimension: 1,280 x 1,900 mm (W x H)
- _ Graphic area: 1,185 x 1,470 mm (W x H)
- _ Quantity: 18
- _ Material: paper, poster, thin cardboard
- _ Finishing: with drawing pins (available at the venue)



PROJECTION

PROJECTORS

- _ Area: 16:9
- _ Resolution: 1,920 x 1,080 px
- _ Quantity: 3
- _ File type: .jpg, .mp4



GOBOS

A gobo can be used to project designs or logos onto walls, floors, ceilings or other surfaces within the venue.

- _ File type: glass, vector graphic (high-resolution .png)
- _ Colours: 4C (up to 4 colours possible)

We are happy to assist you with creating a custom gobo. If you wish, we can coordinate directly with our gobo supplier on your behalf.



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