

BRUSSELS AIRPORT | MEDIA PRODUCTS

POP-UP ZONE Pier B

AIRSIDE

DEPARTURES

NON-SCHENGEN



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MEDIA BENEFITS:

- Engage travelers and increase conversions with unique brand experiences.
- Situated in high-foot traffic gate-hold area near duty free shop and restaurants for maximum exposure.
- Endless creative possibilities.

COMMERCIAL DETAILS

Format	Activation Area
Dimensions	10 sqm (m²)
Location	Exhibition area in the Food court – Pier B
Audience	Departures
Minimum booking	28 days (4 weeks)
Share of time	100%
Advertisers	100% Exclusive



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Brussels Airport Pop up Regulations

Primary goal is to enhance the passenger experience

- No queuing in passenger flow allowed
- Visibility towards Tin Tin Rocket, tarmac, retail, food & beverage and advertising units to be guaranteed (height of max 1m20)
- Opening Hours: 7.30 AM – 8.00 PM (70% Passenger Reach)

Access badges

- Effective airport security is vital in today's aviation. This has a number of practical consequences for companies working at Brussels Airport.
- All members of staff who have their workplace at the airport have to be in possession of an airport ID badge.
- This also goes for employees of external companies who have to carry out works at the airport.
- The identity of candidate badge holders who need airside access is submitted to security investigation.
- Minimum 6 weeks are necessary to provide access badge to a new candidate.

Approval by BAC Fire Safety Office

- Original, valid certificates of the producers of the materials used are to be delivered together with offer, subject to approval of BAC Fire Safety Office.
- Specific constraint as to materials used (B-S1, D0) and rules of "Connector Afwijkingsdossier" to follow:
 - Maximum of 160kg flammable material
 - Maximum surface of 10m²
 - Minimum of 4m distance to other installations
 - Materials for building booth need to be Class B (EN 13501-1)
 - Smoke emission class S1
 - Dripping of burning parts: D0
 - Original, valid certificates of the producers of the materials used are to be delivered together with offer, subject to approval of BAC FES Fire Prevention