



POWER-GEN
EUROPE

**NEW
DIGITAL
SCREEN
NETWORK**

Media 7 UK Ltd are delighted to be appointed as the official digital screen partner for POWER-GEN Europe 2012.

For its 20th anniversary year, POWER-GEN Europe will, for the first time, install a digital screen network, which will provide a flexible and dynamic means of broadcasting information and show content around the popular event. The digital network will consist of four state-of-the-art 75sqft LED walls, neatly housed, branded and strategically located in the major traffic flow areas between the halls. Serving as the principal broadcast medium at the event, the network will provide the organisers with a conduit for the onsite launch of **POWER-GEN TV**.

All 4 screens will display a carefully selected mixture of live coverage, twitter feeds, breaking show news and timetable information. Throughout the length of the show there will be a strictly limited number of opportunities for companies to enhance their presence at the show by taking one of two bespoke commercial airtime packages. All company messages will be displayed in full colour with audio, and due to the flexible nature of digital, companies can change copy as required.

The commercial packages will be limited to no more than 15 participating companies and will therefore operate on a first come first served basis.

SCREEN PACKAGES

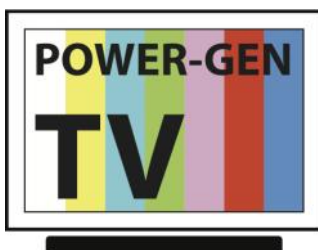
PACKAGE A €14,950

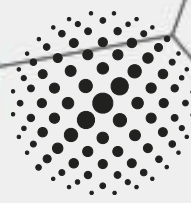
2 minutes of airtime in every hour on all screens
(4x30 or 8x15 second clips)

PACKAGE B €9,950

1 minute of airtime in every hour on all screens
(2x30 or 4x15 second clips)

Tim Henderson
+44 (0)20 3286 4925
+44 (0)7906 066216
tim@media-7.co.uk





**POWER-GEN
EUROPE**

**SCREEN LOCATIONS
75 SQFT LED**

