

PLUG:INMOVE  
KEEPING YOU CONNECTED

# Balmoral Show 2026

DOOH Advertising Rates

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# BALMORAL SHOW 2026 – DOOH ADVERTISING RATES

**Event Footfall:** Estimated 100,000+ over 4 days

**Environment:** High-dwell, outdoor + indoor zones.

**Audience:** Families, professionals, students, rural & urban mix

Format: Utility-led DOOH (Power + Screen = Attention)

## Inventory Included:

- 2 x PIM 48 — 43" HD Screen
- 1 x Outdoor Telephone Booth
- 1 x PIM 24 — 23.8" HD Screen
- Strategically placed in high-footfall, high-dwell areas



**PIM 48**

**PIM INDOOR 24  
X1 STATION  
1 - BALMORAL  
BISTRO**

- **Power: 160W per station**
- **43" Screen**



**PIM 24**

**PIM INDOOR 24  
X1 STATION  
1 - BALMORAL  
BISTRO**

- **Power: 160W per station**
- **21.5" Screen**



**OUTDOOR PIM 24**

**X1 PHONE BOOTH  
OUTDOOR  
STATION  
1- FOOD COURT**

- **Power: 160W per station**
- **23.8" Screen**

# THE ATTENTION STACK (OUR EDGE)

PLUGINMOVE combines three layers of impact:

## 1. Utility

Solving a real, immediate problem (battery anxiety)

## 2. Presence

Premium physical placement in high-footfall venues

## 3. Digital Impact

Full-motion DOOH at eye level during dwell time

**Most DOOH has 1 layer.**

**We own all 3.**



## Entry Access

**From £500 per day / per station**

For brands that want to be seen within the environment

Includes:

- 10-second placement in curated loop
- Continuous rotation across dwell time
- Shared presence (max 8 brands per screen)
- QR-enabled creative supported

Best for:

- Local brands
- Awareness campaigns
- First-time activation

**{10% DISCOUNT ON MULTIPLE STATIONS}**

## ELEVATED VISIBILITY

**£1,000 per day / per station**

For brands that want stronger attention and interaction

Includes:

- 15-second placement
- Reduced loop (max 5 brands per screen)
- Increased share of attention
- QR-led engagement (downloads, offers, competitions)

Best for:

- FMCG
- Lifestyle & retail
- App launches / activations

**{10% DISCOUNT ON MULTIPLE STATIONS}**

# EVENT TAKEOVER

## £2,500 - Full 4-Day Package (Limited Availability)

For brands that want to own the environment

Includes:

- 15–20 second premium placement
- Priority loop (max 3 brands per screen)
- High-frequency visibility across full event duration

### Optional enhancements:

- Screen takeover windows
- “Powered by” station branding
- Sampling / brand ambassador integration

### Positioning:

- Not comparable to daily placements
- Reserved for category-leading brand



**OUTDOOR PIM 24**

## Optional Add-Ons (Applies to All Tiers)

- Multi-station booking: 10% uplift in presence
- Multi-location rollout (network campaigns): Available on request

## CONTACT

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