

## Press release

### APG|SGA and the Hallenstadion in Zurich redesign range of advertising opportunities and extend partnership

To mark the 75th anniversary of Zurich's Hallenstadion, APG|SGA and Hallenstadion AG are modernizing the range of digital and analogue advertising opportunities they offer. Following a complete renovation of all advertising media in the summer, the new offering is scheduled to be launched in September 2014. The two companies are therefore reinforcing and extending their long-standing strategic partnership.

The redesign is all about quality over quantity. In specific terms, this means enhancing a smaller amount of advertising space by focusing on state-of-the-art installations and the very best locations. Two new cutting-edge event ePanels with full HD LCD screens will be available in addition to the two existing ones. All other advertising space will be back-lit using the latest LED technology. In addition, there will be four new, high-impact special formats at selected locations in the foyer. The two Megaposters in the Hallenstadion, the Startower in the outside area and various other attractive advertising opportunities will be retained.

"We are delighted that in APG|SGA we have a partner who can guarantee that our advertising infrastructure at the Hallenstadion is absolutely state of the art. This plays a key role in the venue's forward-looking image," says Felix Frei, Director of the Hallenstadion in Zurich.

Beat Holenstein, Head of Partner & Product Management APG|SGA explains: "The Hallenstadion has been a popular communications platform for many years. What's special about the new concept is the fact that it offers just the right mix of analogue and digital advertising media. This opens up entirely new opportunities for our customers."

Playing host to around 140 events and welcoming over 900,000 visitors a year, the Hallenstadion is Switzerland's largest multi-functional arena. This high-footfall environment is the ideal location in which to communicate advertising messages in a way that is geared to the target group. APG|SGA offers a wide range of digital and analogue products that can also be booked individually by event at the third most frequented arena in the German-speaking world (after Hamburg and Berlin).

The packages can be booked now and detailed descriptions are available at [www.apgsga.ch/hallenstation](http://www.apgsga.ch/hallenstation)

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## About the companies

### APG|SGA

APG|SGA Allgemeine Plakatgesellschaft AG is Switzerland's leading out-of-home advertising company. Specializing in digital and analogue posters at busy locations on the street, in train stations, in shopping centres and at points of interest, APG|SGA and its associated segment brands Airport, Mega Poster, Mountain and Traffic cover all areas of out-of-home advertising, representing quality and tradition combined with innovation. Over 650 employees ensure a lasting impression when communicating with their customers, the authorities and the advertising industry. They manage poster spaces and displays throughout Switzerland with great care, environmental responsibility and precision.

### AG Hallenstadion Zürich

Built in 1939, renovated and extended in 2005 and offering a total area of 14,300 square metres, Zurich's Hallenstadion is the largest multi-functional indoor location in Switzerland, with a capacity of 13,000. The Hallenstadion is well-known internationally as a venue for various major events and concerts featuring global stars from the worlds of pop, rock, entertainment and culture, as well as sporting events such as the Ice Hockey World Championships, the Mercedes CSI, Art on Ice and the Sixday-Nights. It is also the home stadium of the ZSC Lions.