

# Our answers to your questions.

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## **SBB AG**

Real Estate Property Management Promotions and Events

Vulkanplatz 11 8048 Zurich

Telephone +41 (0)51 285 85 00

<https://promo.sbb-immobilien.ch/en/>

**Where are the distribution points or stand areas located?**

*The distribution points and stand areas are defined locations at many stations. On our website, you can find the relevant points or areas depicted graphically under each product/station. You can also download the location specifications for all stations, showing all distribution points (S points) and stand areas (P points) on the station map. For larger stations, you can select your preferred distribution points from the available distribution points (e.g. Zurich main station: you can select 4 distribution points from 10 available distribution points)*

*In smaller stations, where promotional areas are not defined, the following rule applies: A maximum of 4 promoters can move freely around the station premises. This does not apply to platforms, underpasses, ramps and stairs.*

**What are the exact times for distribution campaigns in the morning/afternoon/all day?**

*A half-day distribution activity begins in the morning with the departure of the first train at the respective station and ends at 12.00 noon. The afternoon period starts at 12.00 noon and ends when the last train arrives at the respective station.*

**Is it possible to combine a promotion with selling?**

Selling in connection with promotions is only possible to a limited extent. We handle this very selectively, and feasibility is decided on a case-by-case basis. In any case, promotion must always be in the foreground; selling must only play a minor role.

**When will I receive authorisation for my promotion?**

*We will send you the authorisation as soon as we have received all the documents and information required for the authorisation. As a rule, we set the deadline for sending the information for the authorisation no later than 2 weeks before the campaign is carried out. This allows us to ensure that you will receive approval approximately 1 week before the event, leaving sufficient time to contact facility management to coordinate logistics.*

**Can I set up my promotional stand the day before?**

*Any preparatory, set-up and dismantling work must be agreed individually with the facility management of the railway station concerned.*

**Is it possible to do a promotion using a car or electric car?**

*Yes. Promotion using a car is generally possible if the size of the space booked permits it (including access). Please note local restrictions.*

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**Where can I find the contacts for logistics for the railway station?**

*The logistics contacts for the respective railway stations are always listed in the approval. You can arrange the details of your planned promotion (delivery/batch delivery/access to promotional areas/cold storage/disposal/etc.) with the person responsible. We recommend that you contact the e-mail addresses listed at least 5 days before the promotion campaign so that logistics for the promotion campaign can be properly organised.*

**Will my stand be guarded overnight?**

*Stand sites can be specifically monitored by Transsicura if staff are available. A quotation can be requested from Transsicura using the form:*



Bewachungsdienstleistung\_Offert Anfrage

**Can I book stand campaigns for half a day?**

*No. Authorisations for stand campaigns are issued for at least one whole day.*

**Can I distribute two products of the same brand at the same time?**

*The basic idea is that one product and one brand are advertised per distribution campaign. It is generally not possible to distribute different products/brands or for different companies at the same time. However, if different products/brands originate from the same company, the simultaneous distribution of different products or the advertising of different product brands from the same company is possible for an additional charge of 25%, provided that the products belong to the same product group.*

**How many samples should I allocate for my distribution campaign?**

*This depends on the goods distributed and the railway station booked. At large railway stations, we recommend allowing for approx. 4-6 samples per minute.*

**At what times of day and on which days is the station at its busiest?**

*We record the highest number of people during peak hours. These are in the morning from approximately 6.00am to 9.30am and in the afternoon from approximately 3.00pm to 7.30pm. Tuesdays, Thursdays and Fridays are slightly busier on average.*

**Can I carry out a distribution campaign at a station that does not appear on the website?**

*As a general rule, we can only approve promotion activities that take place in the areas we have published. In individual cases and upon request, it is possible to conduct a*

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*promotion at a station where we do not offer spaces. For such requests, please contact us by e-mail at [promotionen\\_events@sbb.ch](mailto:promotionen_events@sbb.ch) so that we can look into the matter. However, there is no guarantee that implementation will be possible.*

### **Do I need a permit to take photos/record films?**

*Photography and filming in connection with the promotion are permitted and regarded as having been approved. The personal rights of the persons recorded must be respected. A special permit must be obtained for filming in railway stations: [Film Photography for commercial purposes | SBB News](#).*

### **Can I set up cargo bikes, banners, roll-ups, etc. at a distribution point?**

*Cargo bikes may not be used as advertising vehicles or as distribution containers at the distribution points. Stationary items such as banners and roll-ups are also not permitted. Only rolling containers are permitted at distribution points for distributing items. Rolling containers may feature branding and/or be equipped with a beach flag (max. 2.7 m from the ground). More detailed provisions can be found in our general terms of use.*

### **Can I start setting up the day before?**

*Setting up is not permitted outside the booked days. Please contact us to book an additional day.*

### **Is playing music allowed in the station?**

*Playing music in the stations is prohibited by the house rules. An exception is made for music played in connection with an event in the event area at Zurich main station.*

### **Which promotions are permit-free?**

*Commercial promotions must always be approved. Conceptual campaigns are also subject to approval if they take place at bookable distribution points or stand spaces. However, there are also promotional spaces that do not require approval and are intended exclusively for conceptual use:*

- At larger railway stations, small areas are marked on the floor which may be used for conceptual purposes without prior registration or approval.*
- All locations are clearly defined on a map or photomontage.*
- Detailed information can be found online at [Permit-free promotional spaces - SBB Real Estate promotions](#).*

### **How can I book a conceptual promotion?**

*Conceptual promotions are booked via the product search on our website. When completing the booking via "Selection", the option "I use the stand place or distribution*

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*points for an ideal action" can be selected. SBB decides on the conceptual nature of a promotion.*

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