



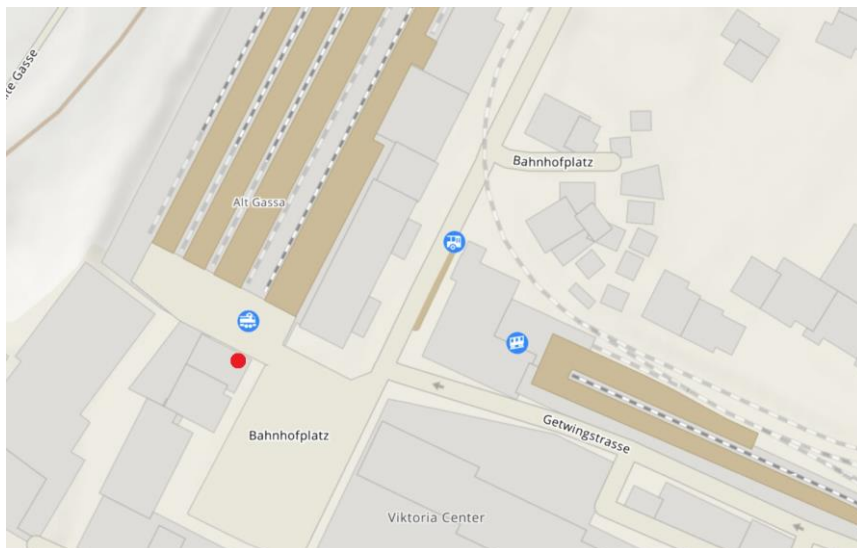
# Zermatt railway station fact sheet

Promotion and sampling concept 2024

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**Location ID:** Niche next to Brezelkönig  
**Format:** Promotion / sampling  
**Periods:** ½ day    1 day all year round      
**Required date:** \_\_\_\_\_  
**Media costs:** CHF \_\_\_\_\_/day, gross

## Prices

Timeframe	Frequencies	Media costs in CHF, gross, excl. VAT for ½ day
January – March	985,000 people	CHF 2,500
April – May	596,700 people	CHF 2,000
June – August	1,270,300 people	CHF 3,000
September – October	669,300 people	CHF 2,000
November – December	543,600 people	CHF 2,000

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## Location information

- Communication area:** Zermatt railway station
- Surface area (w x l):** Approx. 27 m<sup>2</sup> (4.8 m x 5.6 m) incl. traffic area, excl. storage area
- Storage area (optional):** On request, availability not guaranteed
- Restrictions:** Tobacco, alcohol, car, public transport, political advertising

## Zermatt railway station

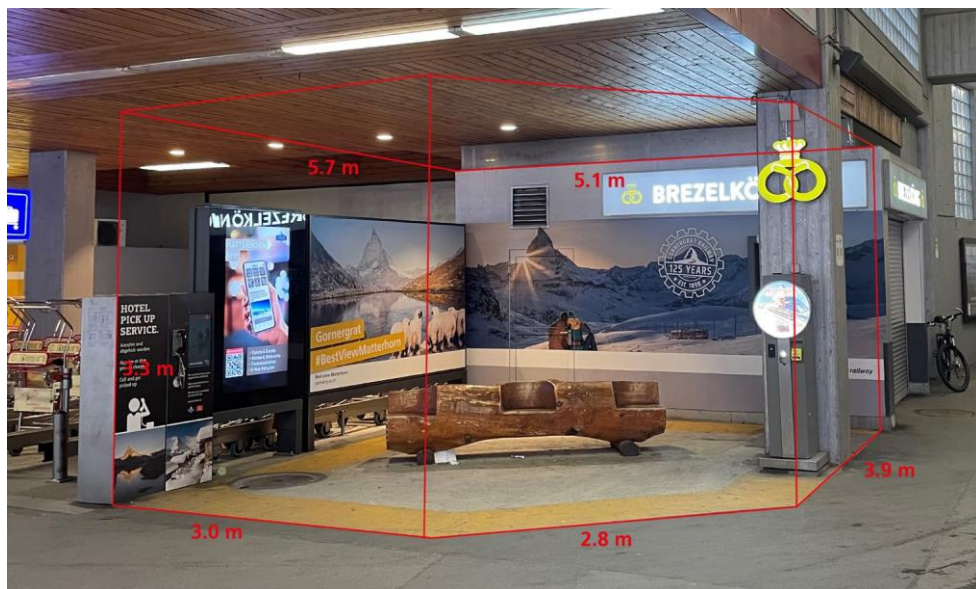


Figure 1: Location in Zermatt railway station

## Services

<b>Height of area</b>	3.30 m
<b>Internet connection</b>	Free WiFi: FreeMatterhornRailway
<b>Storage room (not available)</b>	The goods can be placed in the rear part of the sampling location. Important: The door to the Brezelkönig must be kept free.
<b>Material store at the sampling point</b>	This is located directly next to the space or is part of the rented space. The area must be kept clean and tidy at all times. Material must not be stored overnight. The tenant is responsible for waste disposal. The waste bins at the railway station may not be used for disposal.

<b>Vehicle access to area</b>	<p>Direct access is not possible. The tenant is responsible for delivery.</p> <p><b>Train</b>  Alpin Cargo,  <a href="mailto:info@alpincargo.ch">info@alpincargo.ch</a>  Tel.: +41 (0)27 946 19 72 74  Website: <a href="http://alpincargo.ch">alpincargo.ch</a></p> <p><b>Road</b>  Jumbo Transport AG,  <a href="mailto:info@jumbo-transporte.ch">info@jumbo-transporte.ch</a>  Tel.: +41 (0)27 967 22 44  Website: <a href="http://schallergroup.ch/jumbo-transport-ag-zermatt">schallergroup.ch/jumbo-transport-ag-zermatt</a></p>
<b>Sampling of chilled products</b>	It is not possible to provide a refrigerated wagon.
<b>Restrictions on material transport</b>	Due to the noise, rollable containers must not be fitted with iron wheels.
<b>Hanging points</b>	None.
<b>Power connection</b>	Socket (type 13, 230 V 10 A) at the space.
<b>Parking/getting here</b>	There are no parking spaces available for promoters. There are also no discounts on public transport to Zermatt.
<b>Access to WC facilities</b>	Promoters can use the public toilet facilities at Zermatt railway station.

## Important information for samplings

- Expansion of Bahnhofplatz Zermatt in the marked area. The sampling campaign must not interfere with the flow of people at the station. In the event of non-compliance, the promotion will be cancelled and there will be no entitlement to compensation. In addition, the promoter will not be allowed to hold future sampling campaigns.
- Noise emissions of any kind (music, lights, reflectors) are prohibited.
- Any external authorisations must be obtained by the promoter.
- The promoter is fully liable for damage and vandalism.
- After the campaign is over, the surface must be left undamaged, cleared and cleaned.
- Max. 4 promoters, one rollable container for the goods to be distributed per 2 promoters.
- The rollable containers may be branded (incl. beach flag).