SBB CFF FFS

Promotions

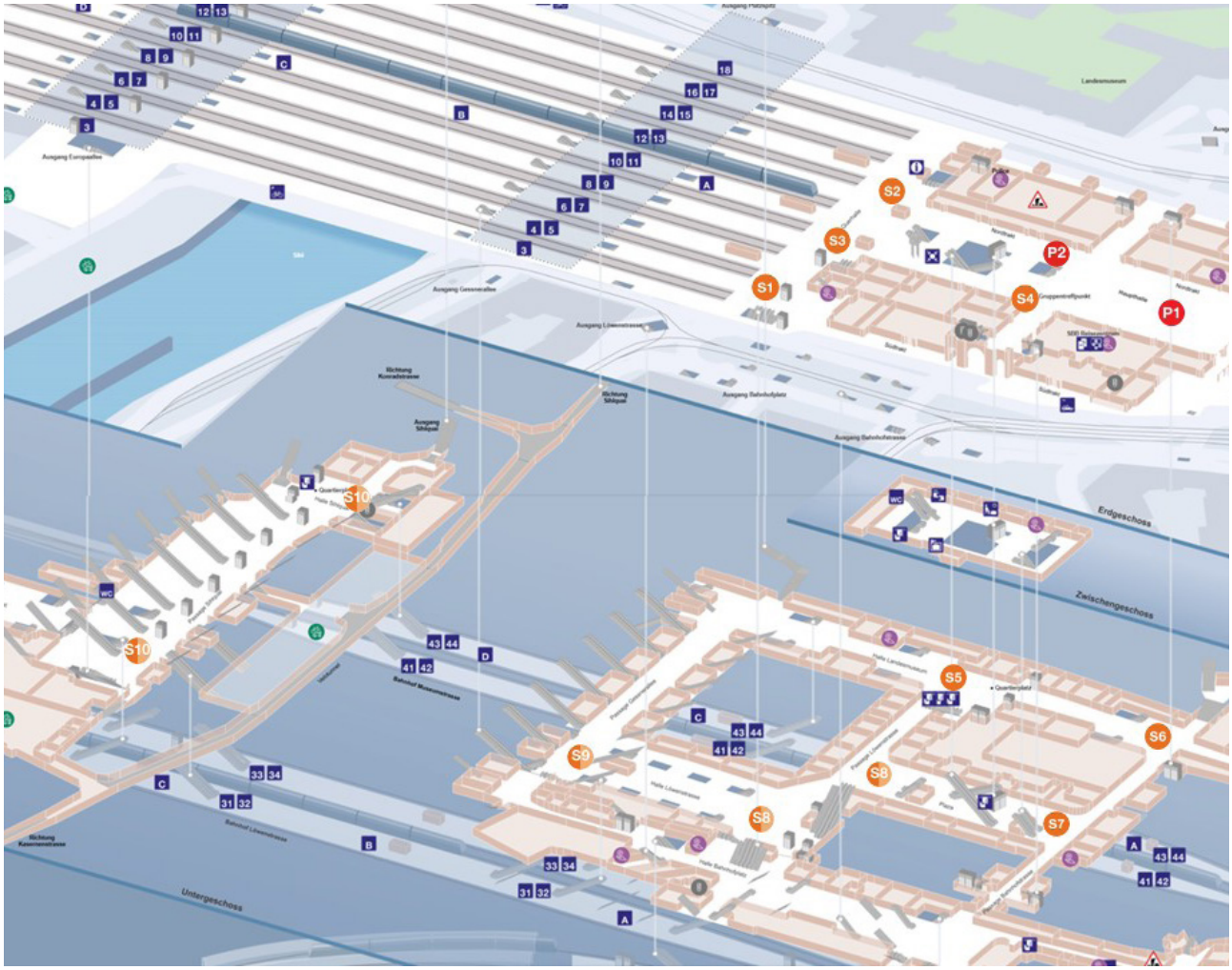
Specifications Zürich main station



Letzte Aktualisierung: 16. Oktober 2026

Zürich main station

Location plan



- **S1** Sampling point, transverse concourse, ground floor
- **S2** Sampling point, transverse concourse, ground floor, escalator access to the Landesmuseum concourse
- **S3** Sampling point, transverse concourse, ground floor, north passage
- **S4** Sampling point, main concourse, ground floor, Bahnhofstrasse passage
- **S5** Sampling point, landesmuseum concourse, lower level, west
- **S6** Sampling point, landesmuseum concourse, lower level, east
- **S7** Sampling point, Bahnhofstrasse passage, lower level
- **S8** 1st half sampling point, Löwenstrasse passage, lower level
- **S8** 2nd half sampling point, Löwenstrasse passage, lower level
- **S9** 1st half sampling point, Gessnerallee passage, lower level
- **S9** 2nd half sampling point, Gessnerallee passage, lower level
- **S10** 1st half sampling point, Sihlquai passage, lower level
- **S10** 2nd half sampling point, Sihlquai passage, lower level, point
- **P1** Event area, main concourse, ground floor
- **P2** Promotion area, main concourse, ground floor

Distribution points and promotion area



S1 **Sampling point, transverse concourse, ground floor**



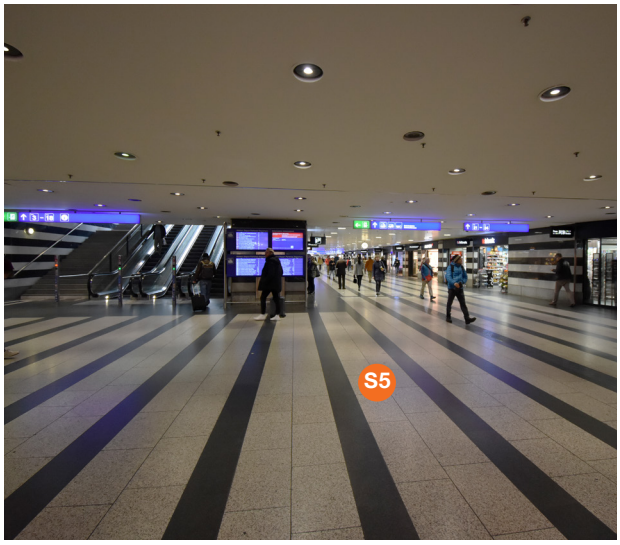
S2 **Sampling point, transverse concourse, ground floor, escalator access to the Landesmuseum concourse**



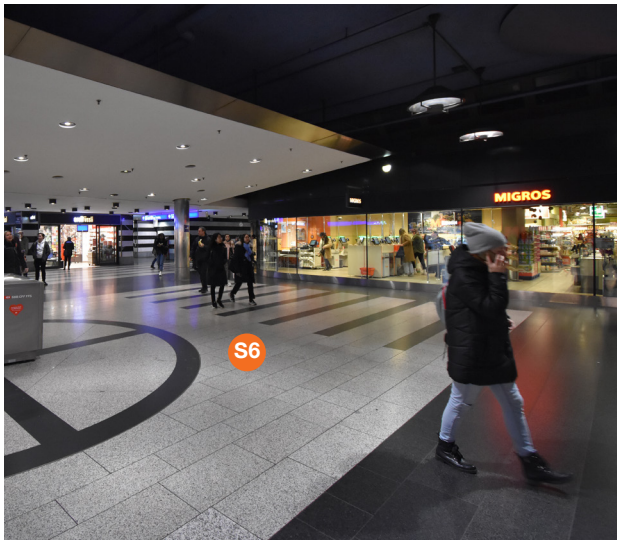
S3 **Sampling point, transverse concourse, ground floor, north passage**



S4 **Sampling point, main concourse, ground floor, Bahnhofstrasse passage**



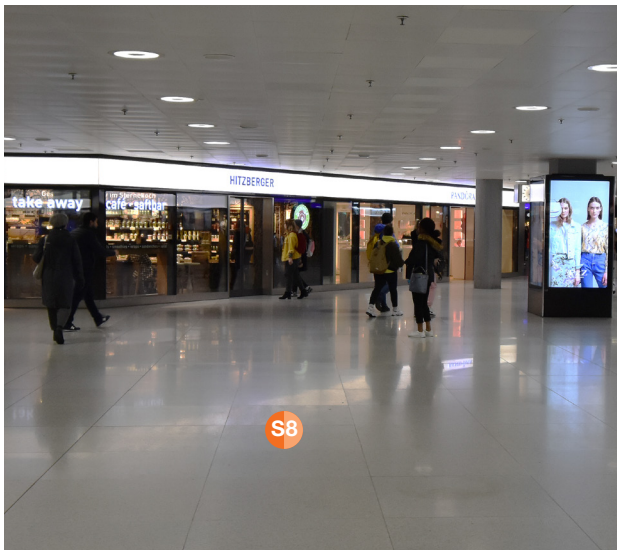
S5 **Sampling point, landesmuseum concourse, lower level, west**



S6 **Sampling point, landesmuseum concourse, lower level, east**



S7 **Sampling point, Bahnhofstrasse passage, lower level**



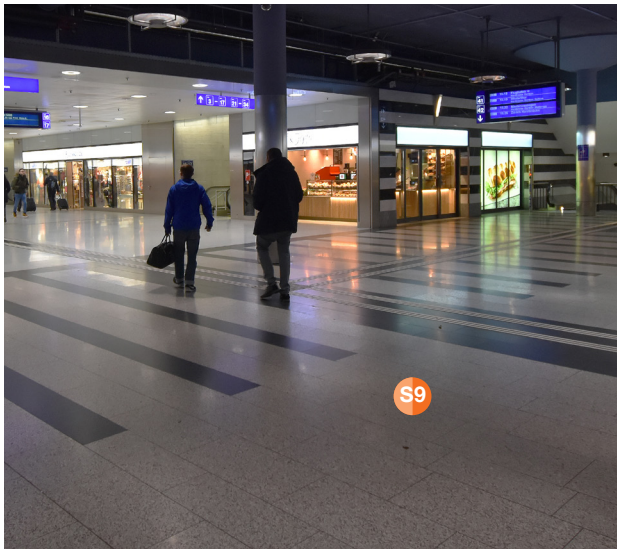
S8 **1st half sampling point, Löwenstrasse passage, lower level, max. 2 promoters**



S8 **2nd half sampling point, Löwenstrasse passage, lower level, max. 2 promoters**



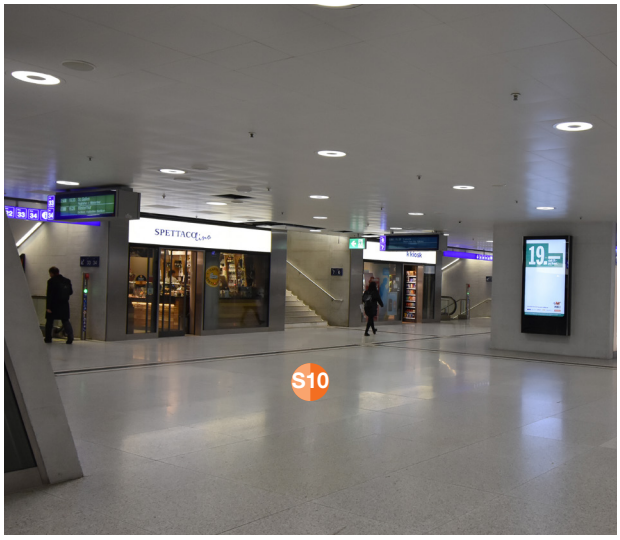
S9 **1st half sampling point, Gessnerallee passage, lower level, max. 2 promoters**



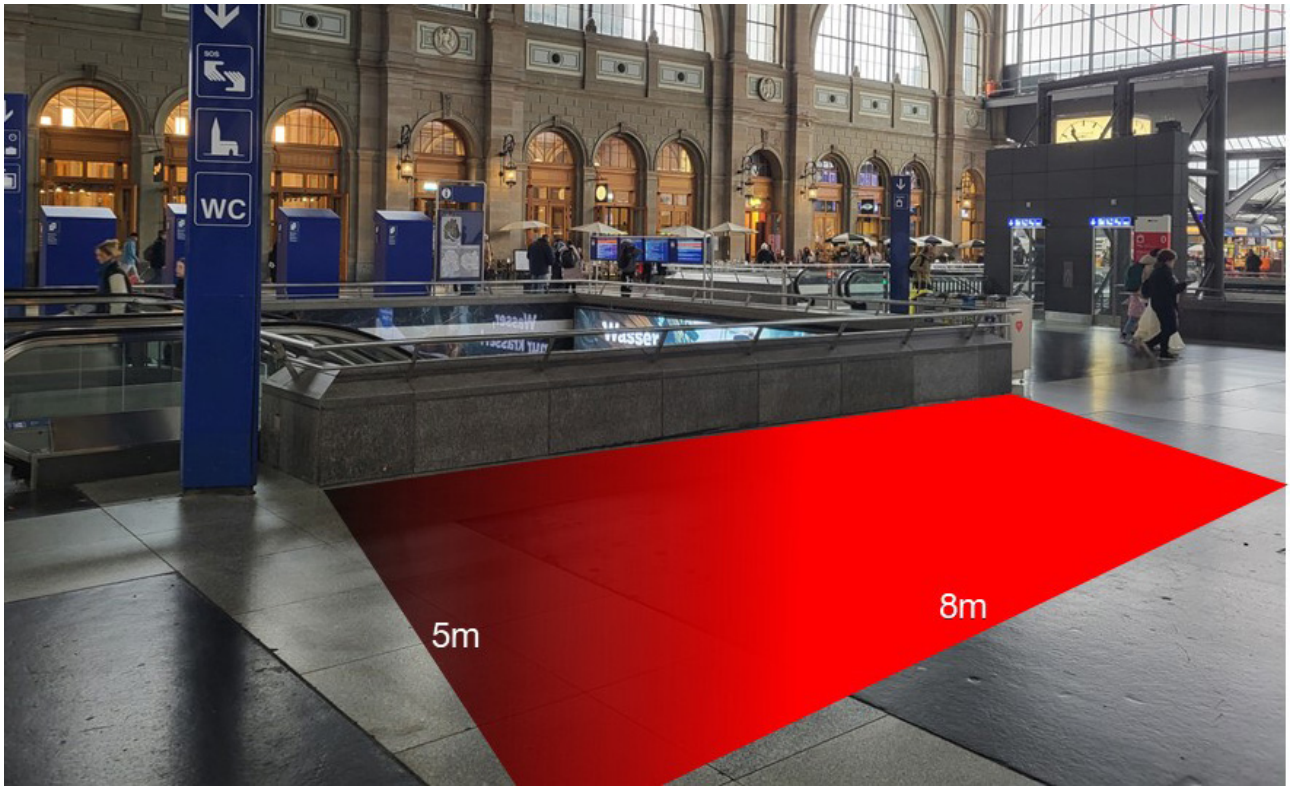
S9 **2nd half sampling point, Gessnerallee passage, lower level, max. 2 promoters**



S10 **1st half sampling point, Sihlquai passage, lower level, max. 2 promoters**



S10 **2nd half sampling point, Sihlquai passage, lower level, point, max. 2 promoters**



P2 **Promotion area, main concourse, ground floor**
8 x 5 = 40m²

Services

SBB Free-Wifi	More information at: https://www.sbb.ch/bahnhof-services/am-bahnhof/dienstleistungen-ambahnhof/ free-wifi.html
Weekend restriction	Large distribution campaigns are not possible on weekends.
Storage room	Space for up to 20 pallets upon request, for details see delivery storage room.
Vehicle (truck) access to the promotion space	Via transverse hall platform 18, max. height 4,50 m, weight: max. 32 t. Please note: Blocking times for entrances, for details see logistics information plan on page 15.
Sampling of refrigereated products	Parking with cooling truck, maximum 9.4 m length and without trailer in “Hof Grün” possible with early reservation (details on page 17). The booking must be made at least 10 working days in advance via zhb.promo-support@sbb.ch. Power connections for cooling units are available. The max. vehicle weight is 28 t.
Suspension points	These are located 19 m above ground. There are 16 firmly defined suspension points. The towing capacity per point is between 200kg and 800kg.
Water and drainage connections	Only on event area “P1”, ground supply shafts. Normal pressure 3.5 bar. Pressure increase up to 7 bar. Waste water outflow 100 mm.
Restrictions weight	Max. 32t truck. Vehicles or loads heavier than 6kN7m2 must be checked individually.
Floor anchoring	Only on promotion space “P1”, punctual anchoring hooks for max. 500 kg tensile load.
Floor power sockets	Only on promotion space “P1”, selective floor power sockets.
Access to toilet facilities	Access with SBB badge, to be ordered via the SBB Facility Management: zhb.promo-support@sbb.ch.

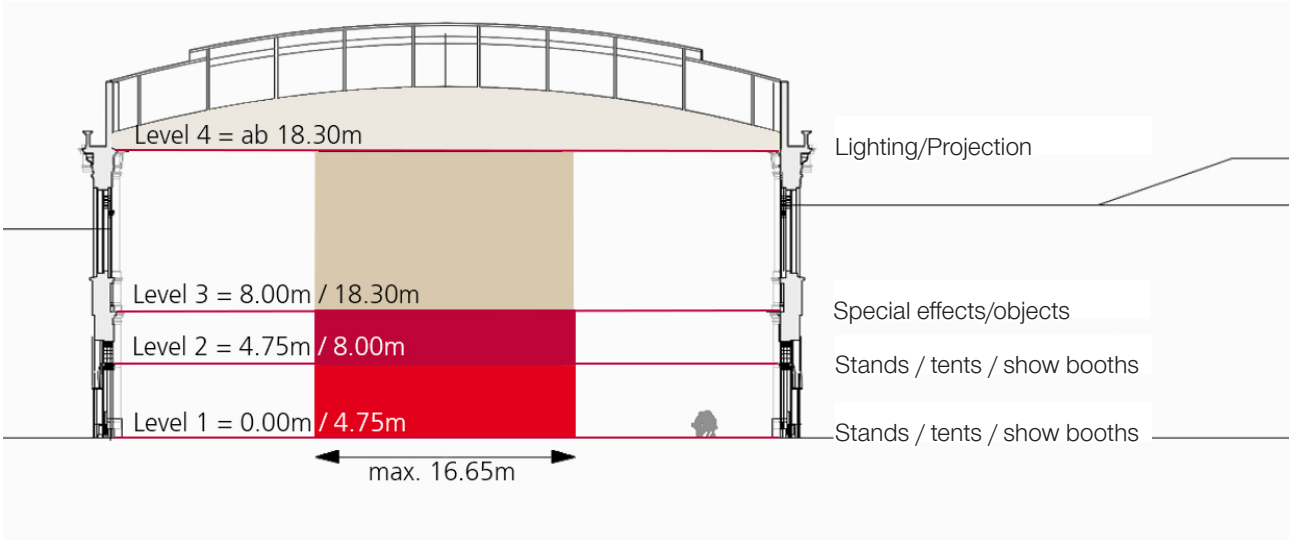
Important sampling information

- Guiding lines for the blind must be kept clear with a minimum distance of 60 cm.
- In subways and basements, a maximum height of 2.00 m applies for branded sampling containers. Any damage to sprinkler systems will have serious consequences and will be charged to the agency/client.
- A maximum of 4 promoters per sampling point and one rollable container per promoter for the distribution goods are permitted. The rollable containers may have branding (incl. beach flags etc.). Free-standing beach flags are not permitted.
- With the divided sampling points «S8», «S9» and «S10» you benefit from a larger distribution radius and thus from more customer contacts. The maximum number of 4 promoters remains, that is. max. two per half sampling point.

Space usage details

Event area “P1” main hall

Equipment	• stands / tents up to level 2, max. 8 m height • expansion within total area “P1” • stand design as required • party bench furniture / single tables with seating / high tables
Special effects / objects	• hanging objects in level 3, up to max. 8 m above the ground • individual standing objects level 1-3, up to max. 18.3 m height
Bleachers	Not permitted
Advertising and megaposters	Max. tarpaulin dimensions 27 × 8 m (without suspension) in level 3, up to max. 8 m above the ground
Sound measures	Depending on the event, according to local guidelines • < 80 dB until 21.00 • < 93 dB after 21.00
Internet	Standard Internet access is available at the train station. High-speed Internet can be added for a fee upon request.
Lighting elements and projections	Illumination of the base area “P1” • no lateral radiation • projections on ceiling within level 4, from 18.3 m above the ground • projections on base area “P1”
Utilization time	Depending on the event
Utilization period	Depending on the event
Dimensions / area (see plan section)	Max. 180 m^2



Space usage details

Promotion space “P2”

Equipment	• stands / tents up to level 1, max. 4.75 m height • expansion within total area “P2” • stand design as required • tables / seating as part of the stand design
Special effects / objects	• hanging objects in level 3, up to max. 8 m above the ground • individual standing objects level 1-3, up to max. 18.3 m height
Bleachers	Not permitted
Advertising (not suspended)	• in level 1, up to max. 4.75 m height • advertising always freestanding, area max. 2 × 2 m
Internet	Standard Internet access is available at the train station. High-speed Internet can be added for a fee upon request.
Sound measures	A minimal acoustic irradiation focused on the promotion space is possible.
Lighting elements and projections	Illumination of the base area «P2» • no lateral radiation • projections
Utilization time	Depending on the event
Utilization period	Depending on the event
Dimensions / area (see plan section)	Max. 40 m^2
Important to note / remarks	• no permanent promotions of a tenant / max. duration 10 following days • blocking times / special regulation

Sampling points «S1» to «S10»

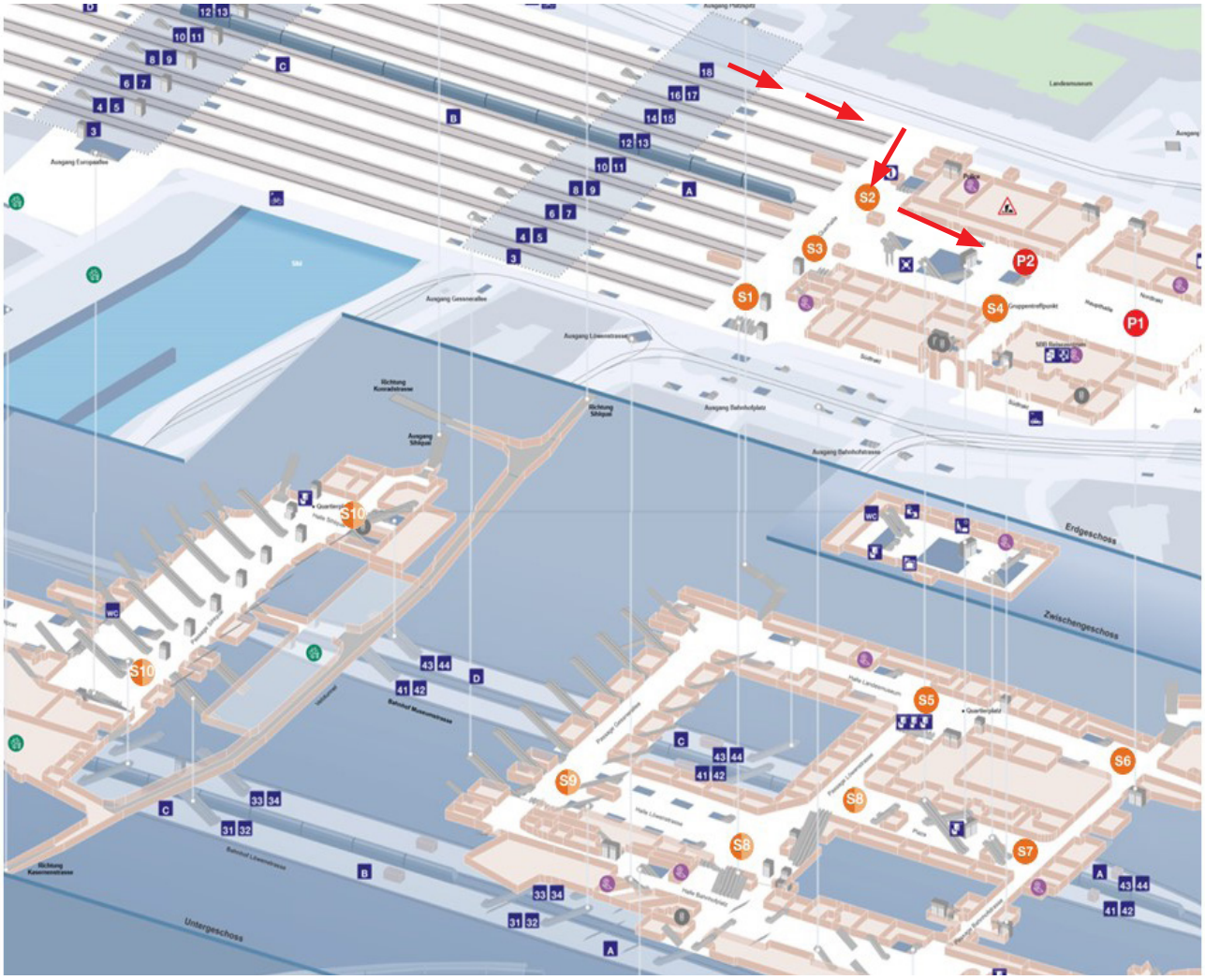
Equipment	• sampling in customer flow («S1»-»S10») • samples in portable or wheeled containers
Storage room	available on request
Advertising	Advertising banners / flags • advertising attached to containers • advertising on clothing
Sound measures	Not permitted
Lighting elements	Not permitted
Utilization time	Depending on the event
Utilization period	Depending on the event
Remarks	• no floor marking necessary • blocking periods / special regulation sampling on 365 days

Logistics information for for entries and exits to the station concourse

The following conditions apply to road vehicles travelling through the transverse and station concourse of Zürich main station:

- Entry/exit only via the marked route.
- Drives must be registered using the according form at least 5 working days in advance at zhb.promo-support@sbb.ch.
- The driver must call SBB facility management shortly before entering or leaving (+41 79 503 88 93).
- Please stick to the route (⟶) Unaccompanied entries and exits are prohibited.
- **The following access restrictions apply to entry and exit via Track 18/the cross-hall:**

06:20 - 06:35	**15:50 - 16:05**	**18:20 - 18:35**
06:50 - 07:05	**16:20 - 16:35**	**18:50 - 19:05**
07:20 - 07:35	**16:50 - 17:05**	
07:50 - 08:05	**17:20 - 17:35**	
08:20 - 08:35	**17:15 - 18:05**	



Promotion area

- P1 Event hall, main concourse, ground floor
- P2 Stand promotion, main concourse, ground floor

Sampling points

- S1 Transverse concourse, ground floor, escalator access to ShopVille
- S2 Transverse concourse, ground floor, escalator access to the Landesmuseum concourse
- S3 Transverse concourse, ground floor, north passage
- S4 Main concourse, ground floor, Bahnhofstrasse passage
- S5 Landesmuseum concourse, lower level, west
- S6 Landesmuseum concourse, lower level, east
- S7 Bahnhofstrasse passage, lower level
- S8 Löwenstrasse passage, lower level
- S9 Gessnerallee passage, lower level
- S10 Sihlquai passage, lower level

Power connections

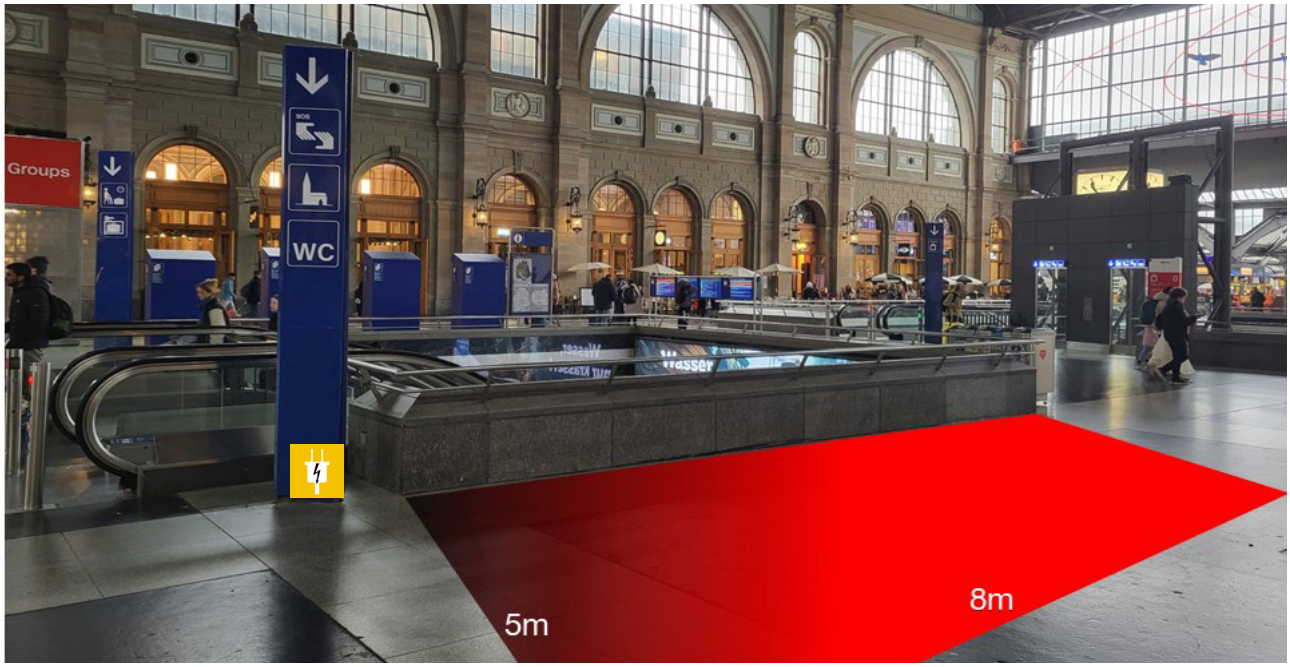
Power connections P1

The power connections for the event area “P1” are located in the recessed floor box. They must always be ordered from the Lichtwerk company. Additional costs from CHF 350. E-mail: info@lichtwerk.ch or phone: +41 44 380 58 68



Power connection P2

In the rear wall of the information pillar
- 1 × CEE 32 (400 V)
- 1 × CEE 16 (400 V)
- 1 × T25 16 (400 V / 230 V)



Delivery storage room

Central delivery

- Possible at any time for a maximum of 30 minutes
- Longer than 30 minutes only possible from 13.00 an with prior notification at least **10 working days in advance** at zhb.promo-support@sbb.ch.

Entrance central delivery

- Contact central delivery and take the goods to the storage room following the directions given
- Maximum vehicle dimensions: width 2.5 m
  height 4.0 m
  length 9.4 m
- Entry with semi-trailer or trailer is not possible

Do not leave goods in the central delivery.

Additional information for suppliers

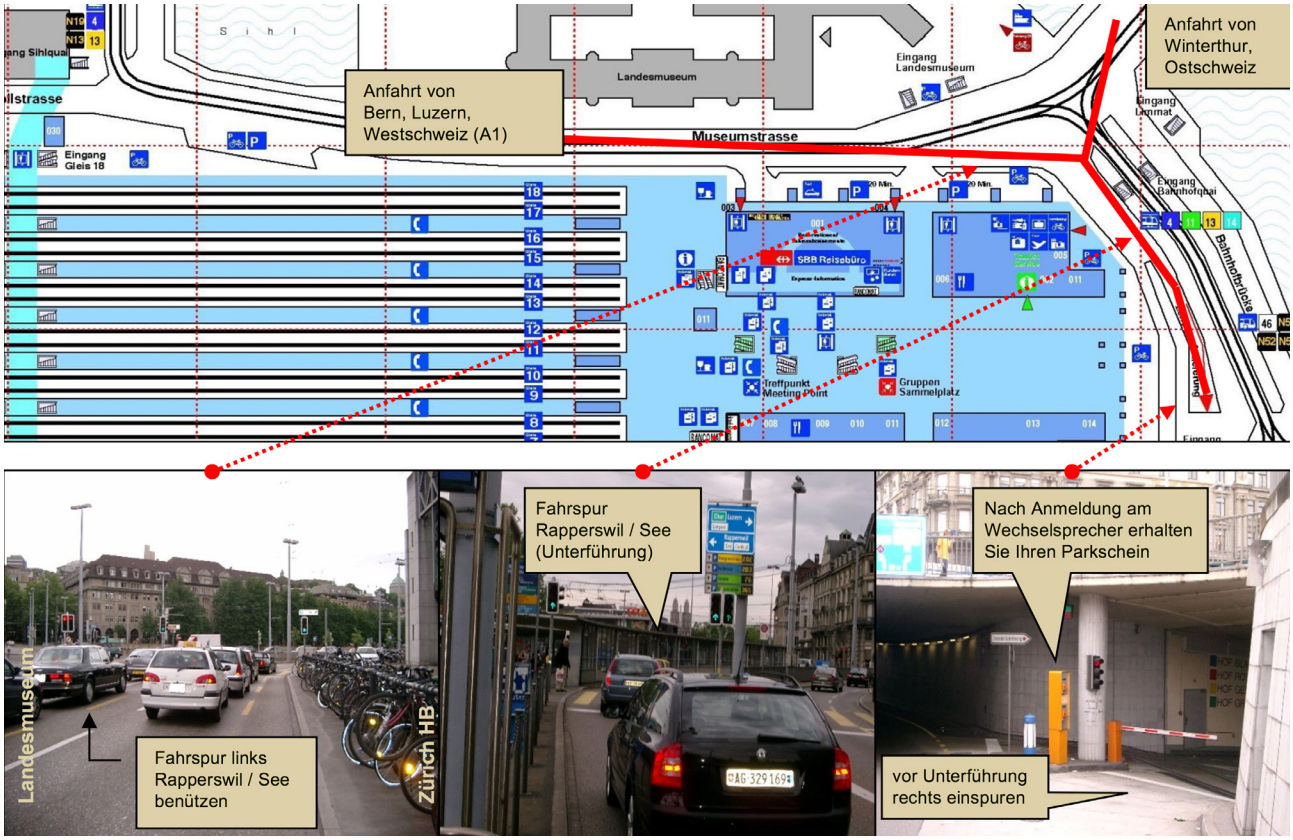
- SBB does not offer pallet exchange
- No trolley is available on site

Storage room

- You will receive the badge for the elevator and the storage room as well as further information on the exact location and procedure from the logistics contact point according to the contract
- Max. door dimension storage room: width 1.40 m, height 2.30 m
- Space for up to 20 pallets
- Please contact the logistics office in good time so that the required space can be reserved for you
- Availability can not be guaranteed



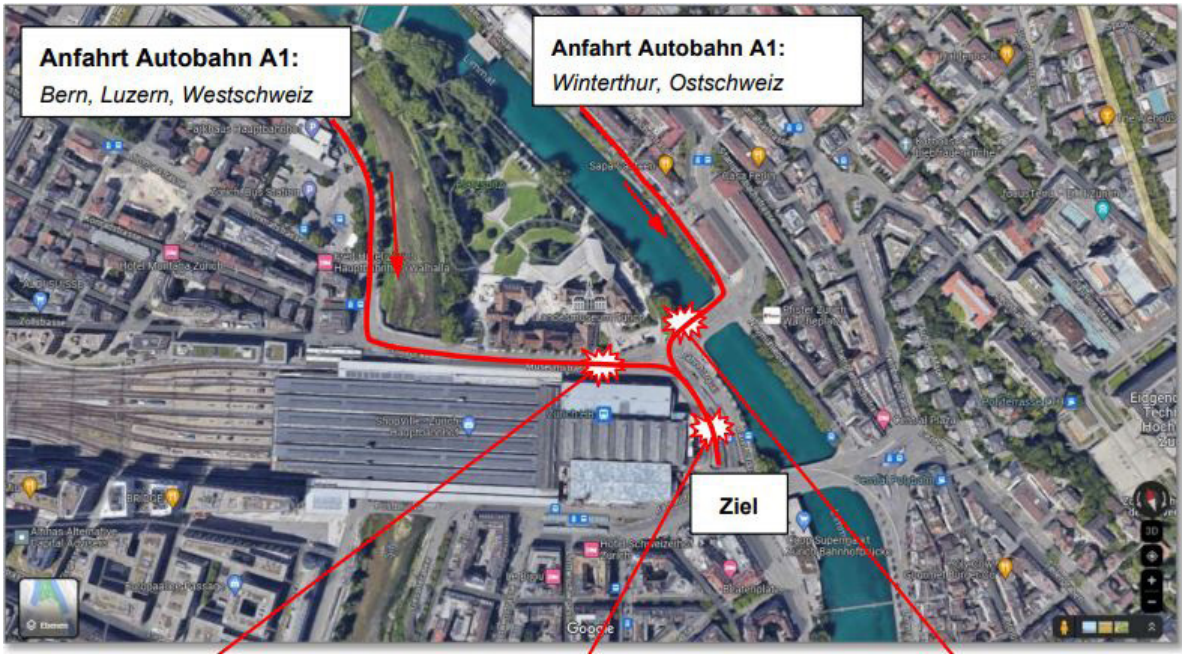
Access to central delivery (ZA) to “Hof Grün”



- Use of the central delivery with passenger cars, delivery vans and trucks (without trailer or semitrailer truck!)
- Maximum vehicle dimensions:
  width 2.5 m / height 4 m / length 9.4 m

Attention:
Due to the renovation of the north wing, the short-term parking on Museumsstrasse is not available. During this time, all deliveries for promotions must be made via the central delivery area.
In exceptional cases, a second parking space can be made available temporarily for 1-2 hours in the central delivery area (Hof Grün). The availability of a second parking space cannot be guaranteed. Requests must be made in advance via SBB Facility Management by email to zhb.promo-support@sbb.ch.

Access to parking lot in “Hof Gelb”







- Reservation for the use of the parking lot must be made at least **10 working days in advance by e-mail** to zhb.promo-support@sbb.ch. Otherwise no access will be granted!
- There is **one** parking lot available.
- Parking card and badge are available against signature from Facility Management.
- No power connection available.
- Maximum dimensions for trucks:
  length: 5 m, width: 2.5 m, height: 2.2 m