

Berlin 5|6|7 Feb 2025

# FRUITFUL CONNECTIONS.

## ADVERTISING PORTFOLIO FOR EXHIBITORS

**FRUIT  
LOGISTICA**

The leading trade show for the  
global fresh produce business.

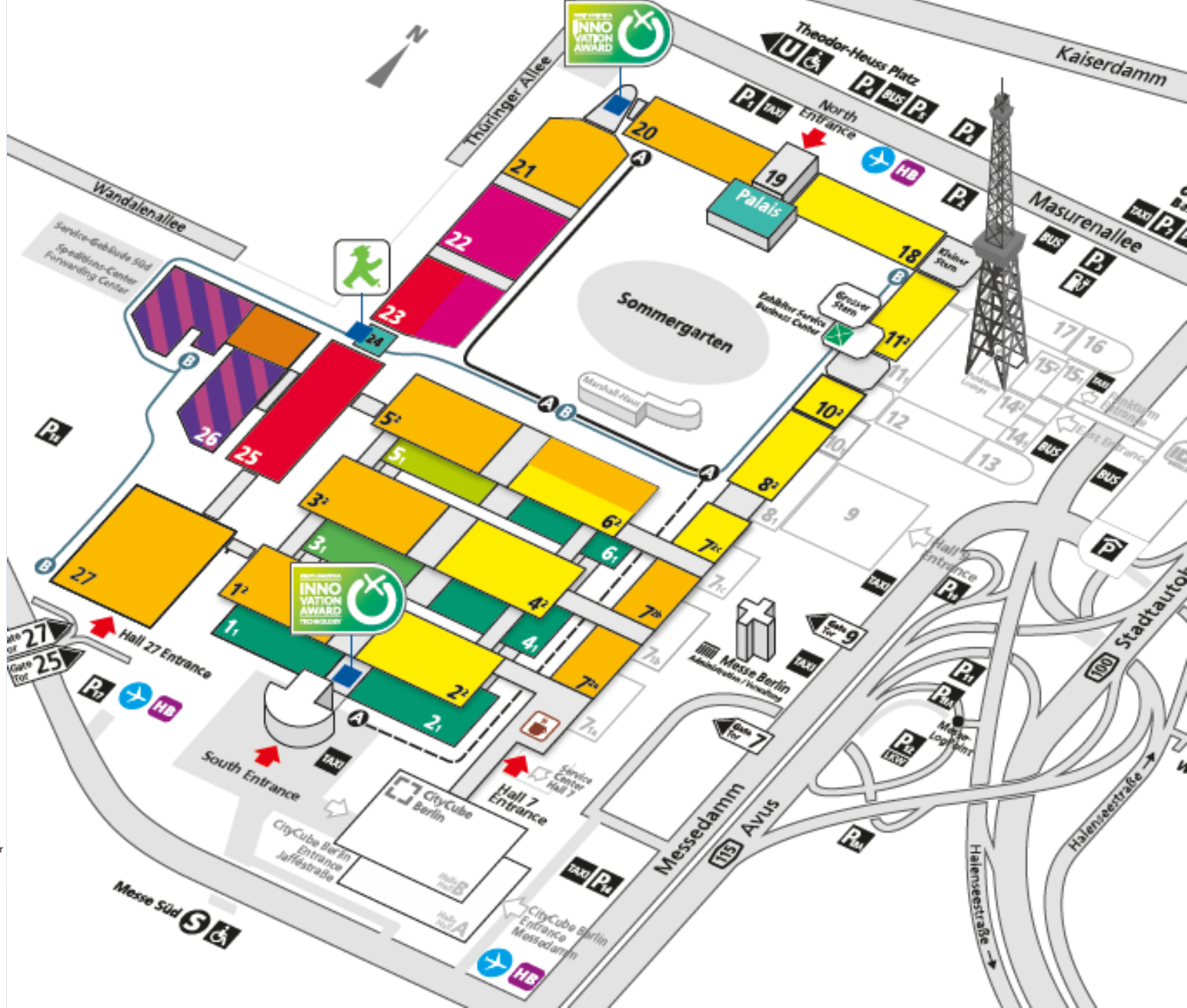
[fruitlogistica.com](https://fruitlogistica.com)

FRUITNET

 **MESSE  
BERLIN**

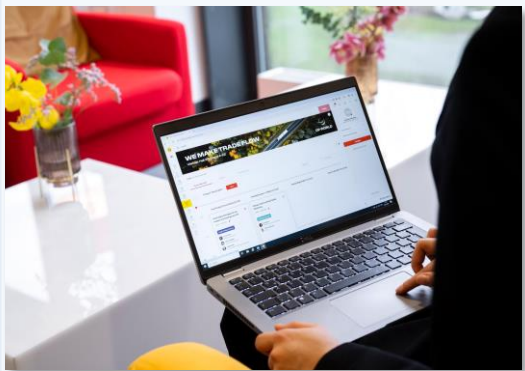
# BERLIN EXPOCENTER CITY SITE MAP 2025

- Fresh Produce**
  - Mediterranean Europe
  - Europe
  - Africa
  - Americas
  - Asia
  - MENA
- Machinery & Technology**
  - Machinery & Technology
  - Greenhouse Technology, Smart Agri, Cultivation Equipment
  - Agricultural Machinery, Cultivation Equipment
  - Logistics
- Entrances**
  - Entrance South - Hall 1-6
  - Entrance Hall 7 - Halls 7-11
  - Entrance North - Halls 18-24
  - Entrance Hall 27 - Halls 25-27
- Shuttle Service Airport Berlin Brandenburg BER**
- Hotel Bus Shuttle**
- Fairground Shuttle**
- Souvenirshop**
- Welcome Coffee**
- FLIA / FLIA Technology**
- Exhibitor Service / Business Center**
- Parking**





# OUR PORTFOLIO IS MULTIFACETED



FRUITFUL VISIBILITY  
PACKAGES



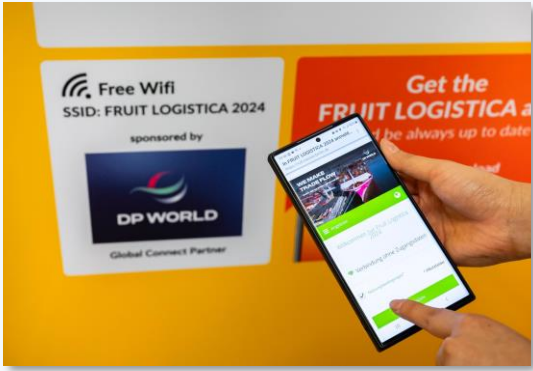
DIGITAL ADVERTISING



ON-SITE ADVERTISING



PROMOTION



SPONSORING



BRANDING



OUT-OF-HOME ADVERTISING  
AIRPORT "BER"



OUT-OF-HOME ADVERTISING  
PUBLIC TRANSPORT  
"MESSE SÜD"

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# FRUITFUL VISIBILITY PACKAGES



**LIGHT**  
3,100 €

## Onsite:

- 2 Floor Graphics on the exhibition grounds: your advertising on 2 floor foils (1.00 x 1.00 m) in the vicinity of your hall guiding to your stand

## Online:

- 1 Sandwich-Banner on the Website
- 1 Top-Banner on the Online-Platform
- 1 Tab-Bar-Banner in the App



**SHINE**  
4,400 €

## Onsite:

- 1 Digital Screen on the exhibition grounds: your advertising on 1 UltraStretched screen without audio in the middle foyers of Halls 1.2 to 6.2

## Online:

- 1 Sandwich-Banner in the App
- 1 Sandwich-Banner on the Website
- 1 Gallery-Logo in the App
- 1 Gallery-Logo on the Website
- 2 Stories in the App

## + 1 Media Package Content Plus Upgrade incl.:

- 5 products, 5 exhibitor news and 1 video in the header



**STAR**  
7,800 €

## Onsite:

- 1 Mobile Digital Display on the exhibition grounds: your advertising on 1 digital display, 1-sided without audio, at a highly frequented location in the vicinity of your hall

## Online:

- 1 Sandwich-Banner in the App
- 1 Sandwich-Banner on the Website
- 1 Gallery-Logo in the App
- 1 Gallery-Logo on the Website
- 2 Stories in the App
- 1 Top-Banner in the App
- 1 Top-Banner on the Online-Platform
- 1 Top-Listing on the Website, on the Online-Platform and in the App

## + 1 Media Package Content Plus Upgrade incl.:

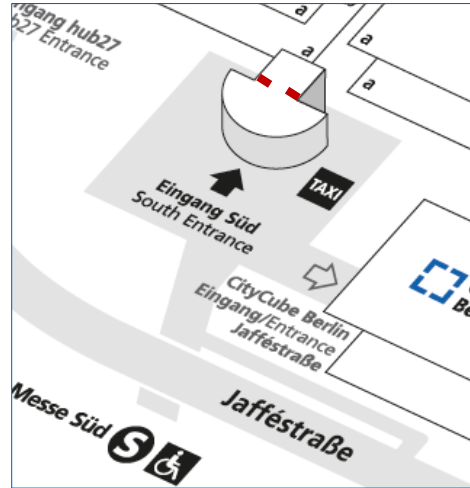
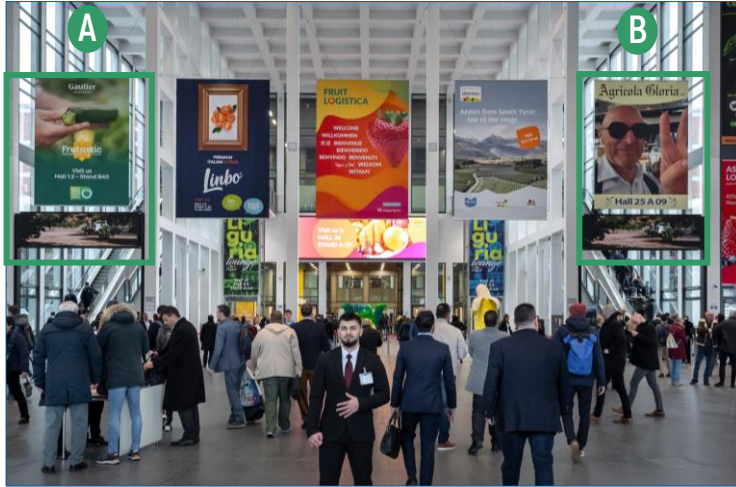
- 5 products, 5 exhibitor news and 1 video in the header

# DIGITAL ADVERTISING





# DIGITAL ADVERTISING - ENTRANCE SOUTH



## 2 LED Displays with Banners above the Escalators

### Location

2 combi-packages are available.

Each package consists of 1 hanging mega-banner in combination with a LED display in the Entrance Hall at the outer sides left and right - directly above the escalators (see green marks on the left picture)

### Size (w x h)

hanging mega-banners: 4.00 m x 5.70 m per side (2 sides per banner)

### Technical

LED displays, 1-sided:

### Specs

FULL-HD display; 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9;

LED dimensions: 4.86 m x 1.36 m each; resolution: 3840 x 1080 pixel each

### Special

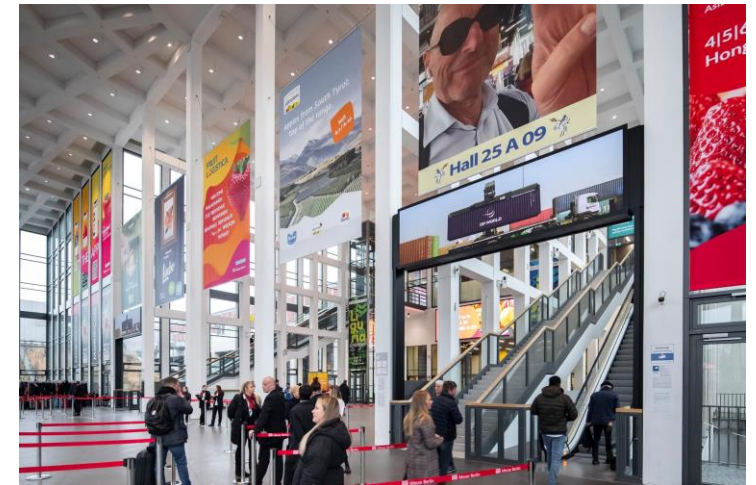
14,322.00 EUR plus 3,475.00 EUR for 1 combi-pack including:

### Combi Price

- 30 sec. spot within a loop with organizer content and WIFI Sponsor on the LED display
- hire charge, production & installation of the banner installed above
- handling fee

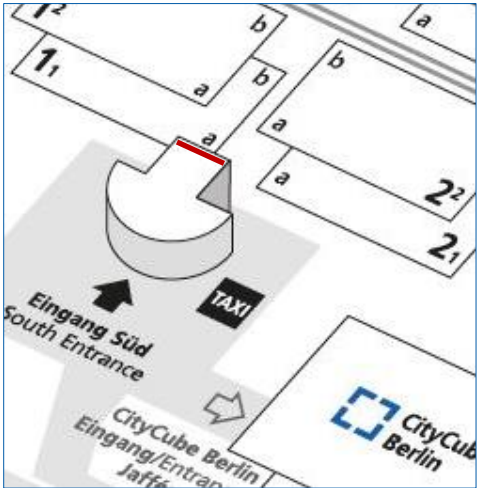
### Status

Availability upon request.





# DIGITAL ADVERTISING - ENTRANCE SOUTH



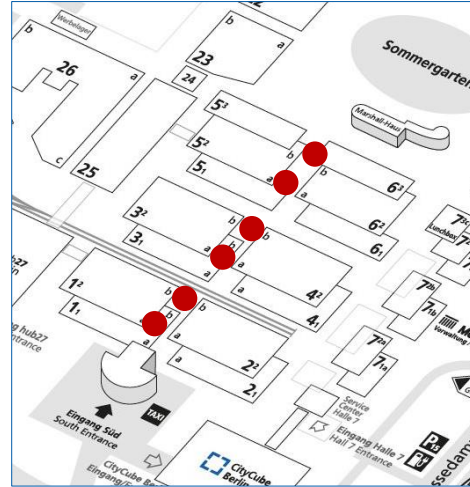
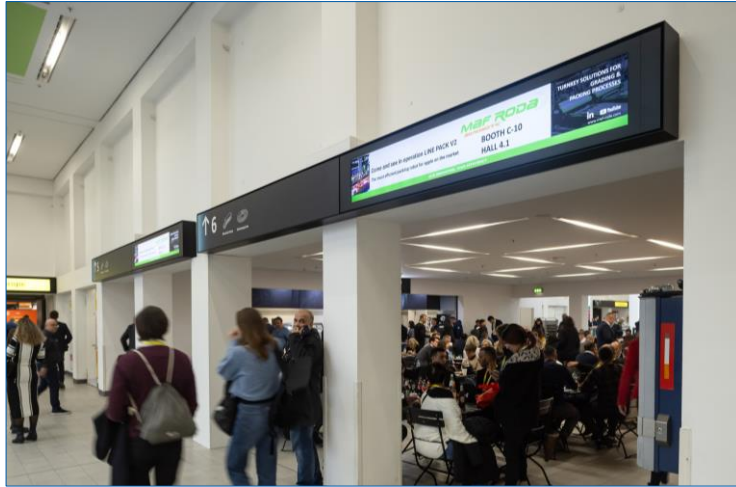
## Exclusive LED Mega-Display in the Entrance Hall

Location	1 exclusive LED Mega-Display in the Entrance Hall in the access area to the site between Hall Levels 1 & 2
Technical Specs	FULL-HD display / 2.50 mm pixel pitch 20 MBit / 60 fps/ content 32:9 LED dimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel
Hire Charge	22,203.00 EUR for an exclusive 30 sec. spot within a loop with organizer content The content has to be delivered by the exhibitor.
Status	Availability upon request.





# DIGITAL ADVERTISING - SPECIFIC HALL AREAS HALLS 1.2 TO 6.2



## Special Package: 12 UltraStretched Screens GUIDING SYSTEM CENTRAL

**Location** 12 screens in the middle foyers of Halls 1.2 to 6.2a directly in the official GUIDING SYSTEM in the walkway to the next middle foyer

**Technical Specs** dimensions: 2.158 x 0.348 m (w x h) per screen  
resolution: 3840 x 600 pixel; ratio: 58:9

**Special Package Price** 17,760.00 EUR net for broadcast on all 12 screens for a 30 sec spot in a loop with FRUIT LOGISTICA content, WIFI sponsor and up to 2 other clients

**Production** The content will be produced and delivered by the client according to our requirements

**Handling-Fee** 1,800.00 EUR net per booking  
**Status** Availability upon request



### Important Notes:

The client's broadcast can consist of images and videos and will be shown in a loop with FRUIT LOGISTICA content as well as other clients' content.

The screens are running daily during the opening hours of the show.

### Selling Concept:

This package will offered to up to 3 exhibitors in total (non-exclusive).

This package can be booked by all exhibitors.

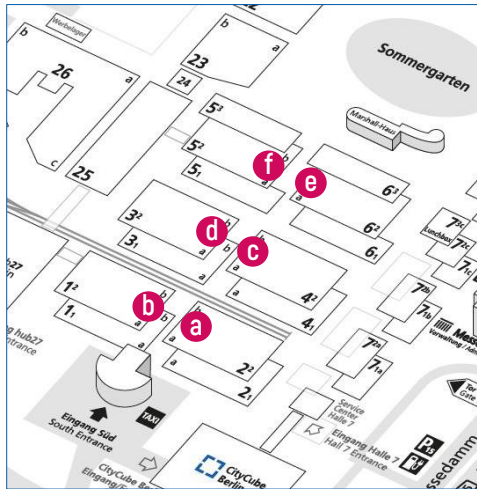
A 30 second video in the loop with FRUIT LOGISTICA content, WIFI sponsor and up to 2 other clients.

# 12 ULTRASTRETCHED SCREENS GUIDING SYSTEM CENTRAL – MAP



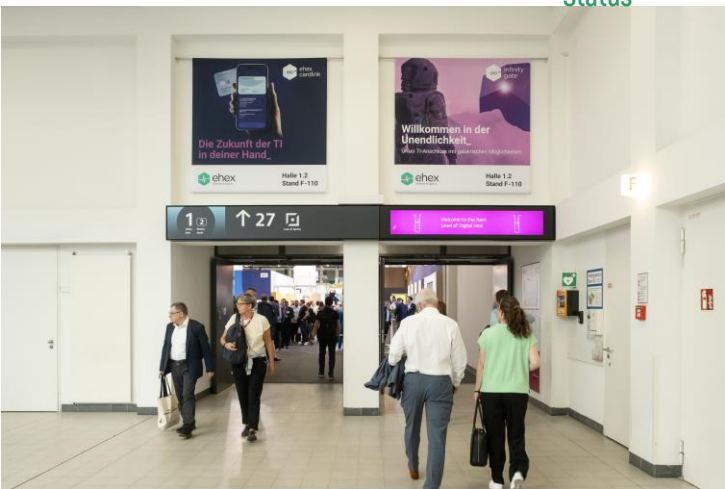


# DIGITAL ADVERTISING - SPECIFIC HALL AREAS HALLS 1.2 TO 6.2



## Packages a to f: UltraStretched Screens GUIDING SYSTEM HALL ENTRANCES

Location	in the GUIDING SYSTEM above the entrances to the respective Halls (see pink mark on the left photo) <b>Only available for exhibitors in the respective Halls.</b>
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3840 x 600 pixel; ratio: 58:9
Special Package Price	Package a or b, each with 3 screens: 8,880.00 EUR each Package c or d, each with 4 screens: 11,840.00 EUR each Package e or f each with 2 screens: 5,920.00 EUR each Each package with a 15 sec spot in a loop with FRUIT LOGISTICA content and content from up to 3 other clients
Production	The content will be produced and delivered by the client according to our requirements.
Handling-Fee	400.00 EUR net per booking
Status	Availability upon request.



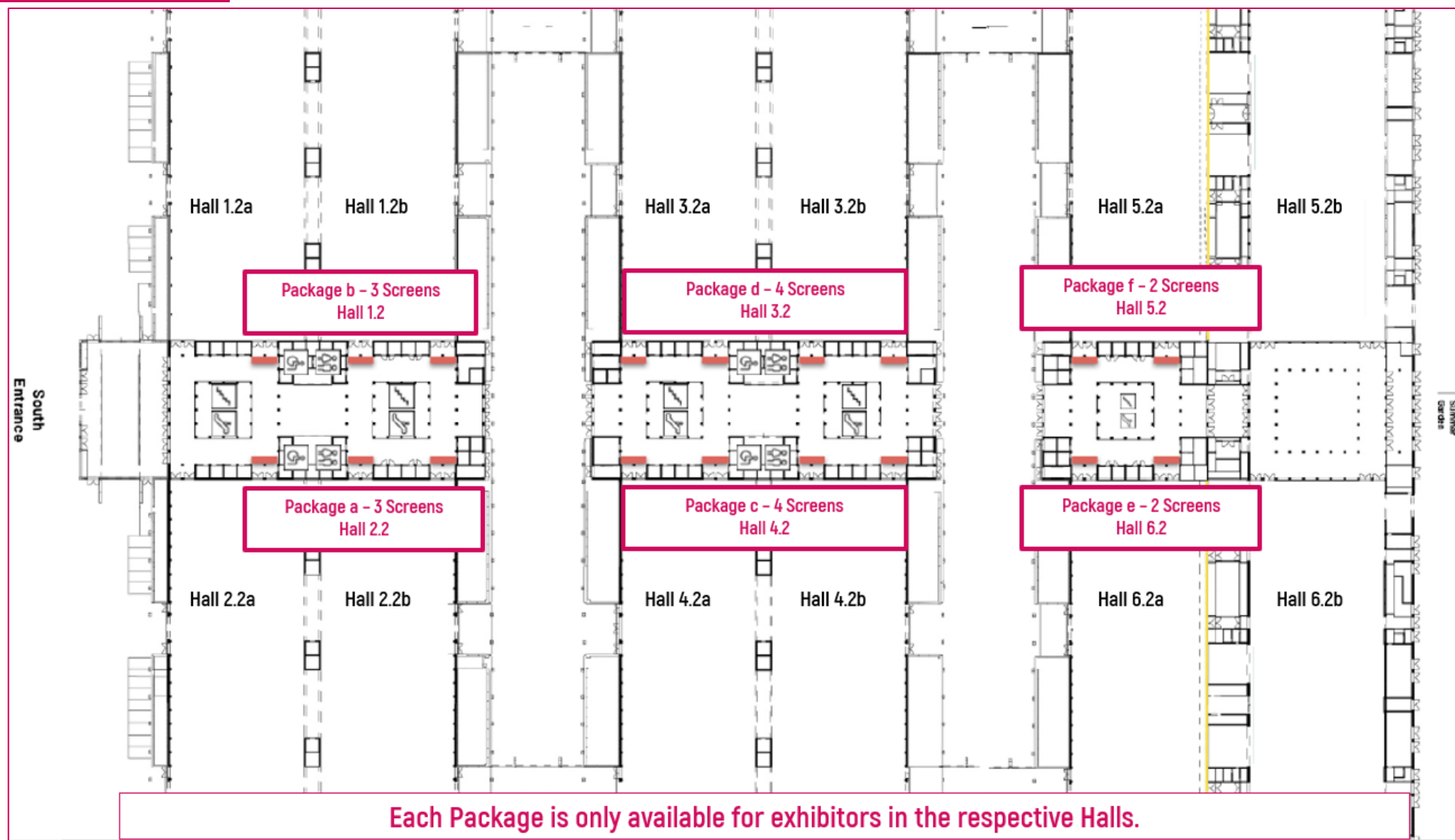
### Important Notes:

The client's broadcast can consist of images and videos and will be shown in a loop with FRUIT LOGISTICA content as well as up to 3 other clients' content.  
The screens are running daily during the opening hours of the show.

### Selling Concept:

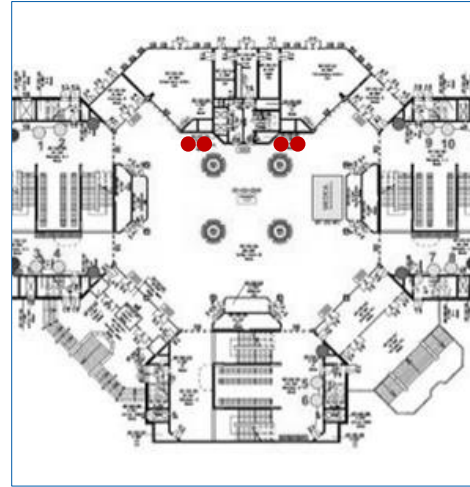
Each package will offered to max 4 exhibitors in total (none-exclusive)  
Each Package is only available for exhibitors in the respective Halls.  
A 15 second video in the loop with FRUIT LOGISTICA content and up to 3 other clients.

# PACKAGES A TO F: ULTRASTRETCHED SCREENS GUIDING SYSTEM HALL ENTRANCES





# DIGITAL ADVERTISING – PASSAGEWAY “GROßER STERN”

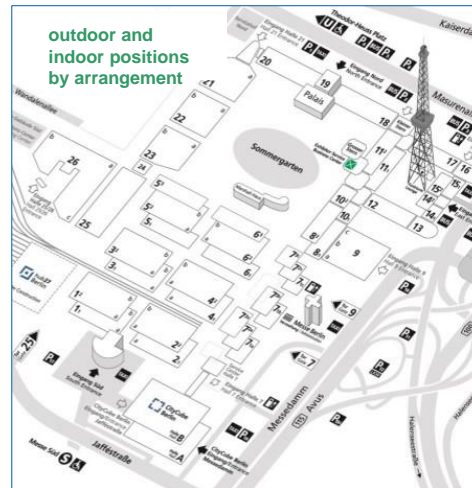
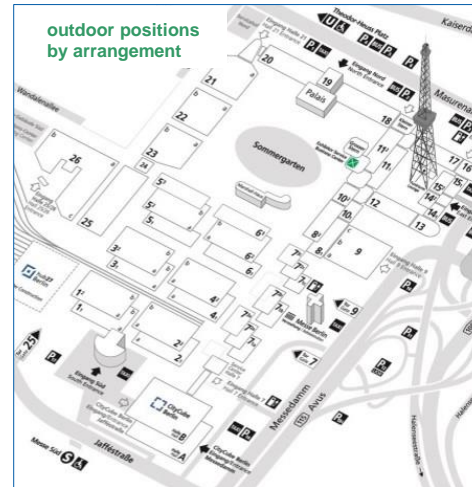


## 4 Digital Displays in the Passageway Großer Stern

<b>Location</b>	in the passageway “Großer Stern” on Level 2 with 4 screens in total whereof 2 screens are installed side by side (see exemplary photo)
<b>Technical Specs</b>	75" displays picture format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel file format: PNG video format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel ratio: 9:16 / 60 fps file format: MPEG-4 (.mp4) with an H.264 video compression code
<b>Hire Charge</b>	2,069.00 EUR per screen for an exclusive 30 sec. spot within a loop with organizer content
<b>Status</b>	Availability upon request.



# DIGITAL ADVERTISING - SPECIALS



## LED Sprinter

Details	Sprinter Van with digital screens on three sides, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	Different sized screens on three sides roughly 21 square meters screen size Truck size 7.10 m x 2.10 m x 3.20 m
Package Price	from 32,960.00 EUR depending on location
Status	Availability upon request.

## LED Trailer

Details	Trailer with LED screen on top, the bottom trailer can be branded with adhesive foil for an additional charge, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	from 6.00 m x 3.50 m screen size
Package Price	from 35,020.00 EUR depending on location and branding
Status	Availability upon request.

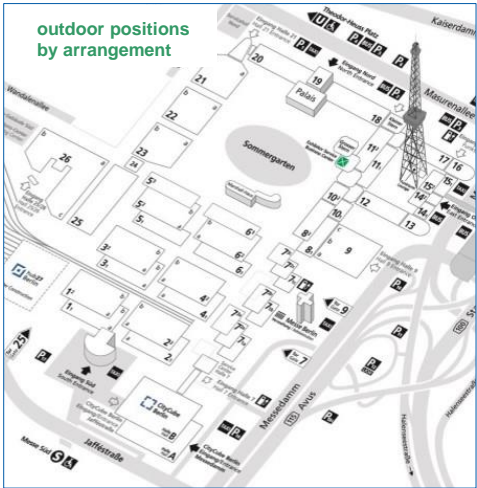


# PROMOTION, SPONSORING AND BRANDING





# PROMOTION

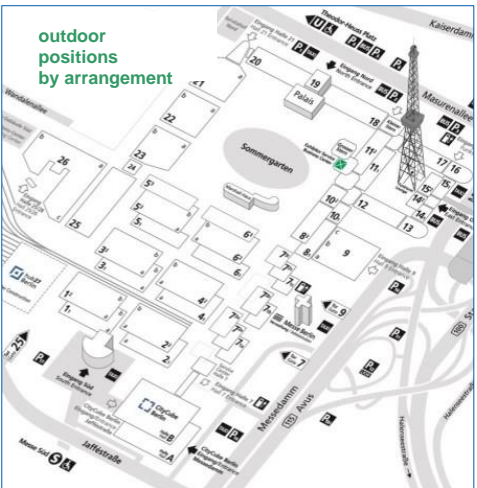


## Promotion Spaces for Trucks

**Description** A promotional truck branded with advertising (no digital advertising) supplied by the exhibitor is placed at a highly frequented location as for example at the access to Entrance South. A detailed overview of all positions will be gladly provided anytime.

**Hire Charge** from 3,805.00 EUR per position

**Status** Availability upon request.



## Promotion Spaces for Inflatables or other Mobile Exhibits

**Description** An eye-catching advertising inflatable or mobile exhibit supplied by the exhibitor is placed at a highly frequented location as for example on the plaza of Entrance South. A detailed overview of all positions will be gladly provided anytime.

**Hire Charge** from 4,830.00 EUR per position

**Status** Availability upon request.



# PROMOTION AND SPONSORING



## Assignment of Promoters

<b>Description</b>	A promotion team appointed by the exhibitor distributes fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity enhances the exhibitor's presence and guides visitors to his stand.
<b>Promotion License</b>	1,660.00 EUR promotion license per person Personnel and storage costs as well as advertising material etc. are not included.
<b>Status</b>	Availability upon request.



## Sponsoring of the Media Center

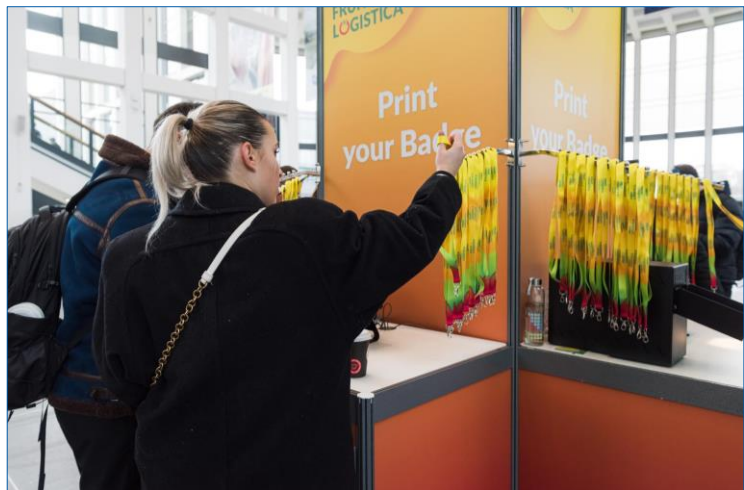
<b>Description</b>	The sponsor benefits from various advertising measures: e.g. diverse logo integrations, outlay of flyers, positioning of advertising spaces etc. A detailed overview of all benefits will be gladly provided anytime and discussed individually.
<b>License</b>	8,693.00 EUR plus production and installation of all advertising spaces and material
<b>Status</b>	Availability upon request.

# SPONSORING



## Back Side Badge Sponsoring

Description	individual design of the back sides of the on-site printed badges: up to approx. 10,000 badges printed on-site by exhibitors, trade visitors and journalists at different located badge counters on the exhibition site
Sizes	tba
Package Price	10,000.00 EUR incl. printing and distribution costs
Status	Availability upon request.



## Lanyards for Visitors, Journalists & Exhibitors

Description	sponsoring of up to 25,000 lanyards provided to exhibitors, trade visitors and journalists at the information counters and badge stations on the exhibition site
Package Price	30,000.00 EUR for this sponsoring incl. supply/ production and delivery of 25,000 lanyards
Status	Availability upon request.

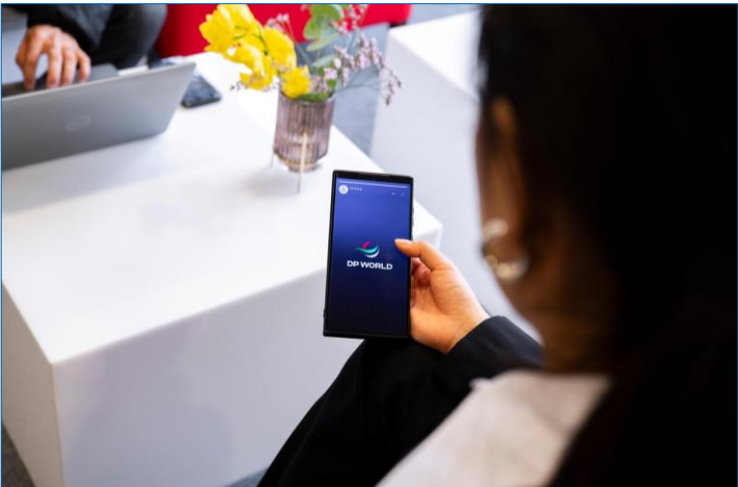


# SPONSORING



## Co-Sponsoring Fabric Bags, double-sided printed

Description	<ul style="list-style-type: none"> <li>• non-exclusive sponsoring of min. 10,000 bags (out of max. 30,000) or</li> <li>• exclusive sponsoring of all 30,000 bags which will be distributed from several info counters on the exhibition site</li> </ul> <p><b>One side will be branded with sponsor advertising, one side with FRUIT LOGISTICA advertising.</b></p>
Sizes	on demand
Sponsoring License	<ul style="list-style-type: none"> <li>• 6,762.00 EUR plus supply/ production and delivery of 10,000 bags or</li> <li>• 15,450.00 EUR plus supply/ production and delivery of 30,000 bags</li> </ul>
Status	<b>Availability upon request.</b>



## WIFI Sponsoring

Description	<p>FRUIT LOGISTICA will offer free WIFI at numerous access points all over the Berlin ExpoCenter City. The sponsor benefits from attractive features. A detailed overview of all benefits will be gladly provided anytime.</p>
Package Price	45,000.00 EUR (incl. implementation costs)
Status	<b>Availability upon request.</b>



# SPONSORING AND BRANDING



## Branding of Shuttle Busses on the Exhibition Site

Description	Up to 10 buses will shuttle exhibitors, visitors and media representatives on the exhibition site. These buses can be equipped with 2 magnetic advertising films on both sides.
Size (w x h)	driver's side: 4.17 m x 0.55 m passenger's side: 2.71 m x 0.55 m
Hire Charge	3,174.00 EUR per bus with 2 magnetic films
Production/Installation	630.00 EUR per bus with 2 magnetic films
Status	Availability upon request.



## Branding of Taxis

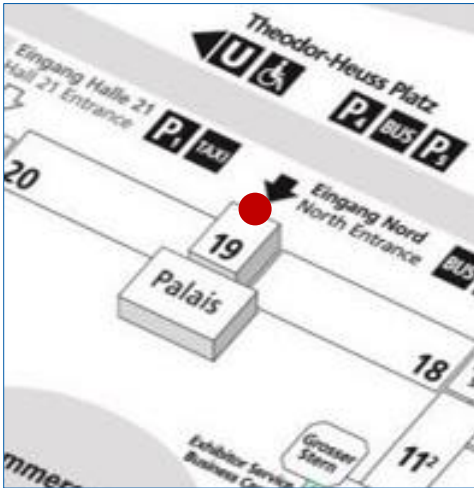
Description	Branding of between 5 - 300 taxis which will be used all over the city, can be booked for 14 days or 1 month time period
Package Price	e.g. (1) 12,650.00 EUR for 50 taxi brandings over 2 weeks e.g. (2) 17,600.00 EUR for 50 taxi branding over 4 weeks e.g. (3) 23,650.00 EUR for 100 taxi brandings over 2 weeks e.g. (4) 31,350.00 EUR for 100 taxi brandings over 4 weeks other amounts and booking periods on demand
Status	Availability upon request.



# ON-SITE ADVERTISING ENTRANCE NORTH

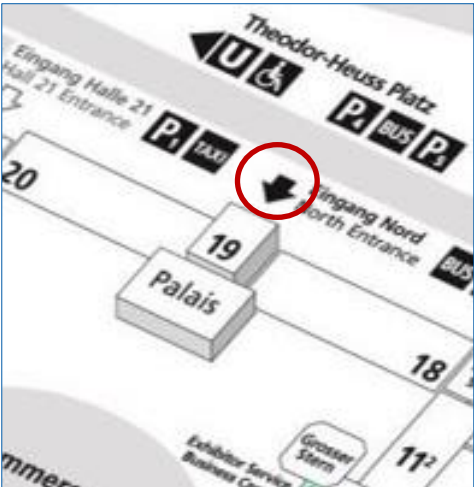


# ENTRANCE NORTH – OUTDOORS



## 1 Mega-Banner at Hall 19

Location	directly at the facade of Hall 19 (see red mark on the photo)
Size (w x h)	14.40 m x 17.80 m
Hire Charge	43,862.00 EUR
Production/ Installation	9,300.00 EUR
Status	Availability upon request.

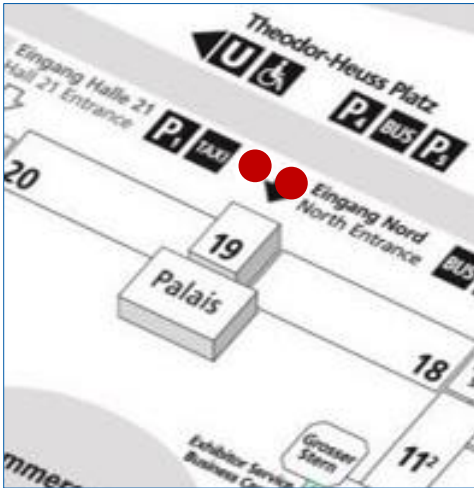


## Up to 2 Mobile Advertising Towers, each 4-sided

Location	at the access to Hall 19: positions by arrangement
Size (w x h)	2.302 m x 4.15 m per side (4 sides per tower; bigger formats are possible)
Hire Charge	10,961.00 EUR per 4-sided tower
Production/ Installation	2,970.00 EUR per 4-sided tower
Status	Availability upon request.

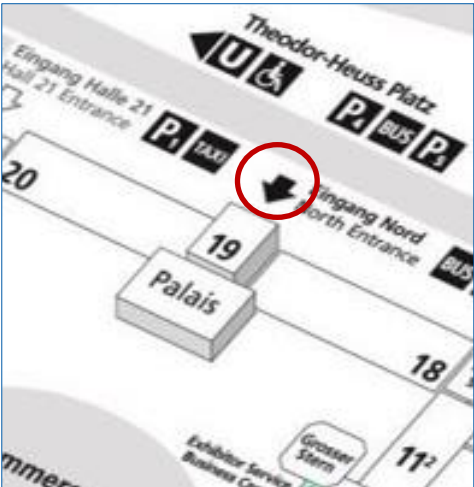


# ENTRANCE NORTH – OUTDOORS



## 2 Bench Displays at the Access to Hall 19, each 2-sided

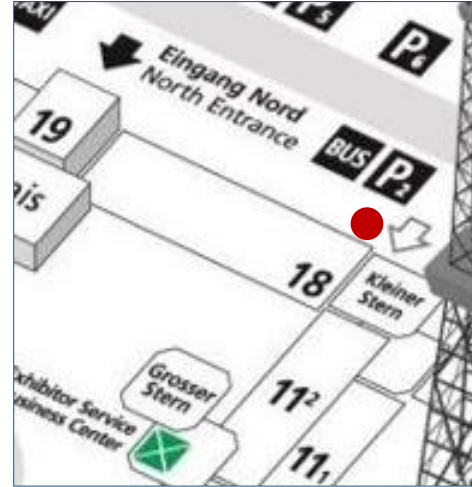
Location	at the access to Entrance North on the left and right side (see red marks on the map and directional arrows)
Size (w x h)	2.05 m x 2.05 m per double-sided sign (1 double-sided sign with foil on front and back side per display)
Hire Charge	4,360.00 EUR for both displays and 2 double-sided signs
Production/ Installation	1,316.00 EUR for both displays and 2 double-sided signs
Status	Availability upon request.



## Mobile Exhibits like Promotional Cars

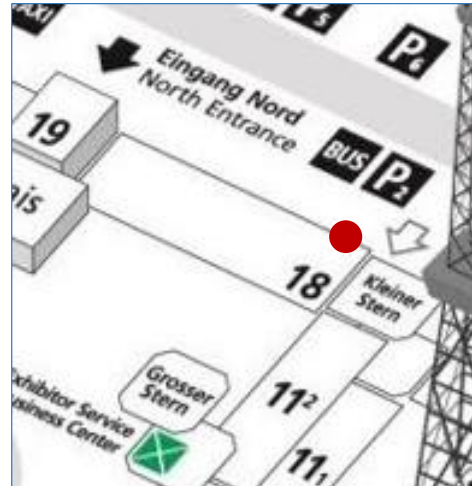
Location	A promotional car branded with advertising supplied by the exhibitor is placed at a highly frequented location at the access to Entrance North: exact position by arrangement
Size (w x h)	approx. 3.00 m x 3.00 m per position
Hire Charge	from 4,830.00 EUR per position
Status	Availability upon request.

# ENTRANCE NORTH – OUTDOORS



## 1 Advertising Tower in front of Hall 18, 2-sided

Location	in front of Hall 18 (see red mark on the photo)
Size (w x h)	3.70 m x 5.75 m per banner (2 banners in total)
Hire Charge	6,646.00 EUR for both banners
Production/ Installation	2,200.00 EUR for both banners
Status	Availability upon request.

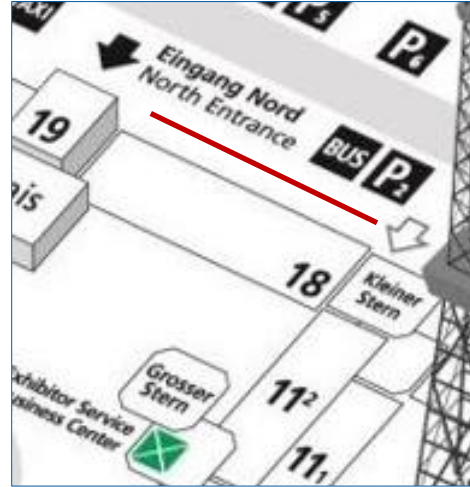


## 1 Mega-Banner at Hall 18

Location	at the facade of Hall 18 at the access to Entrance (see red mark on the photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	16,295.00 EUR
Production/ Installation	4,410.00 EUR
Status	Availability upon request.

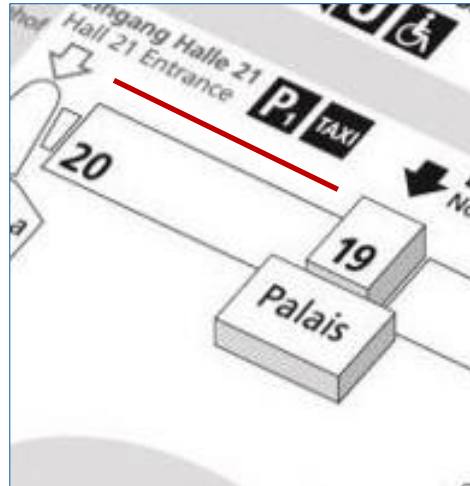


# ENTRANCE NORTH – OUTDOORS



## 1 Gallery Banner in front of Hall 18

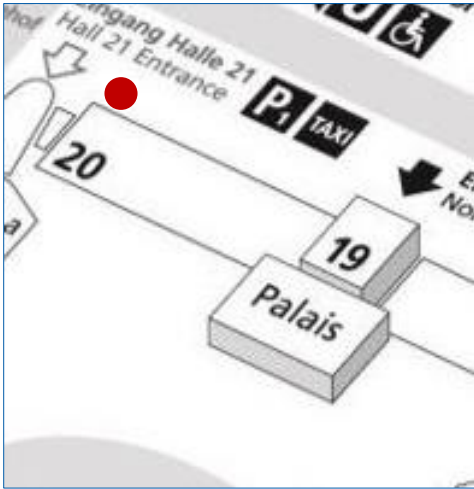
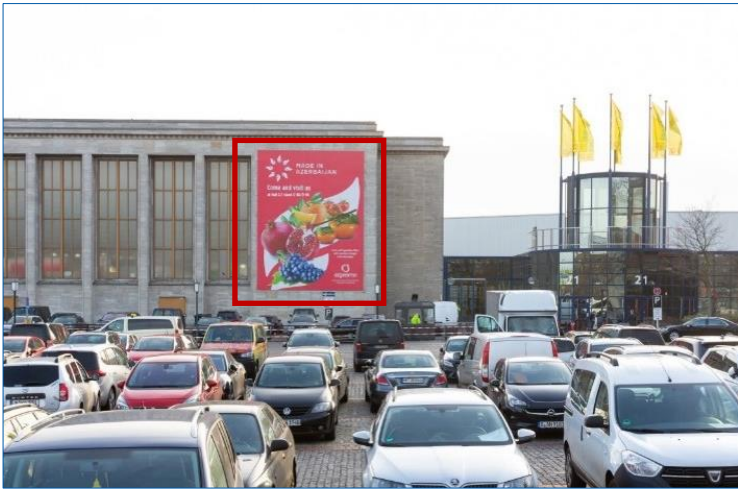
Location	at the balustrade in front of Hall 18 at the access to Entrance North (see red mark on the map)
Size (w x h)	max. 88.77 m x 1.50 m for 3 branding areas: Branding area 1: 6.41 m x 1.50 m Branding area 2: 78,13 m x 1.50 m Branding area 3: 4,50 m x 1.50 m Smaller formats on demand.
Hire Charge	22,403.00 EUR for all 3 branding areas
Production/ Installation	16,226.00 EUR for all 3 branding areas
Status	Availability upon request.



## 1 Gallery Banner in front of Hall 20

Location	at the balustrade in front of Hall 20 at the access to Entrance North (see red mark on the map)
Size (w x h)	max. 100.997 m x 1.50 m for 3 branding areas: Branding area 1: 11.206 m x 1.50 m Branding area 2: 83.441 m x 1.50 m Branding area 3: 6.35 m x 1.50 m Smaller formats on demand.
Hire Charge	25,482.00 EUR for all 3 branding areas
Production/ Installation	17,030.00 EUR for all 3 branding areas
Status	Availability upon request.

# ENTRANCE NORTH – OUTDOORS



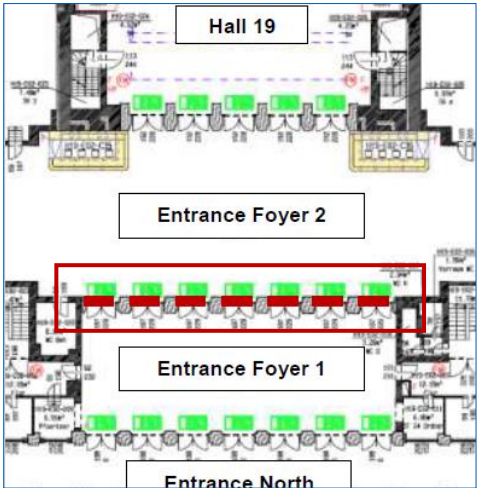
## 1 Mega-Banner at Hall 20

Location	at the facade of Hall 20 at the access to Entrance (see red mark on the photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	16,295.00 EUR
Production/ Installation	4,410.00 EUR
Status	Availability upon request.



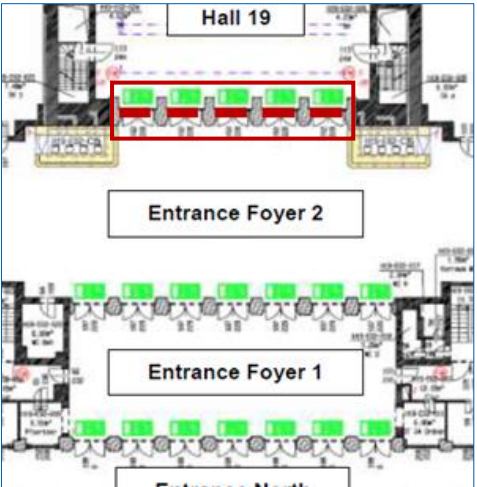


# ENTRANCE NORTH – INDOORS



## 7 Banners in the Entrance Foyer 1

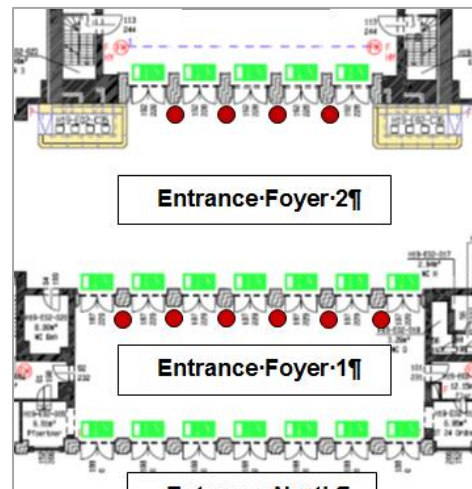
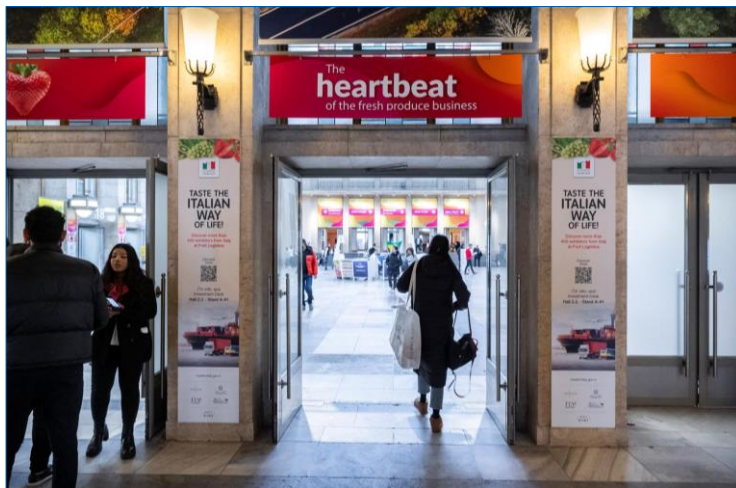
Location	in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the left map)
Size (w x h)	2.20 m x 3.40 m per banner
Hire Charge	2,340.00 EUR per banner
Production/Installation	775.00 EUR per banner
Status	Availability upon request.



## 5 Banners in the Entrance Foyer 2

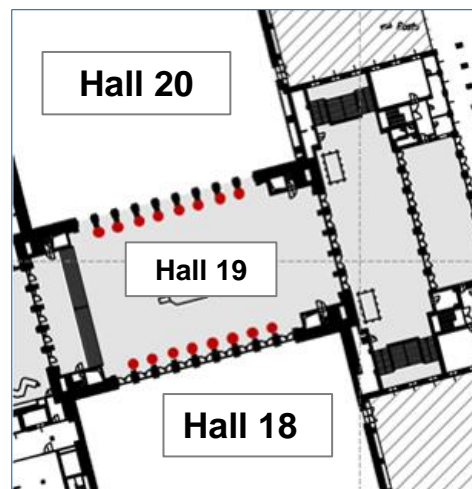
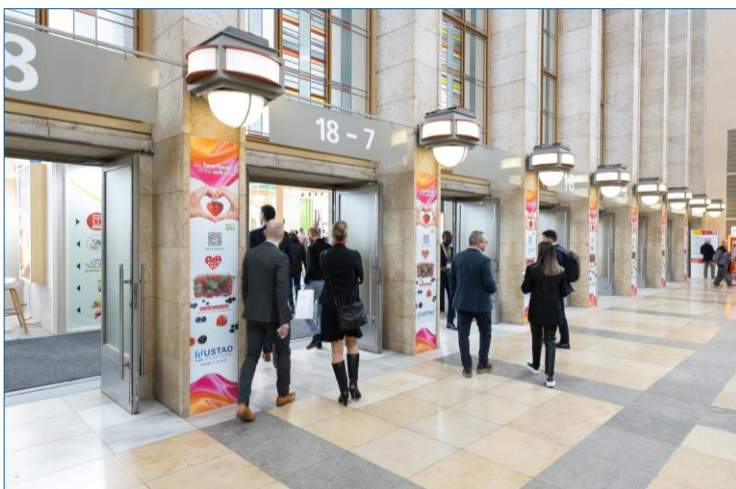
Location	in the Entrance Foyer 2 at the access to Hall 19 above the entrance doors to Hall 19 (see red marks on the left map)
Size (w x h)	2.20 m x 2.90 m per banner
Hire Charge	2,040.00 EUR per banner
Production/Installation	675.00 EUR per banner
Status	Availability upon request.

# ENTRANCE NORTH – INDOORS



## 10 Column Brandings in the Entrance Foyers

Location	<ul style="list-style-type: none"> <li>• 6 columns in the Entrance Foyer 1</li> <li>• 4 columns in the Entrance Foyer 2 between the entrance doors to Hall 19 (see red marks on the left map)</li> </ul>
Size (w x h)	min. 0.50 m x 2.28 m per column branding
Hire Charge	908.00 EUR per column branding
Production/Installation	155.00 EUR per column branding
Status	Availability upon request.

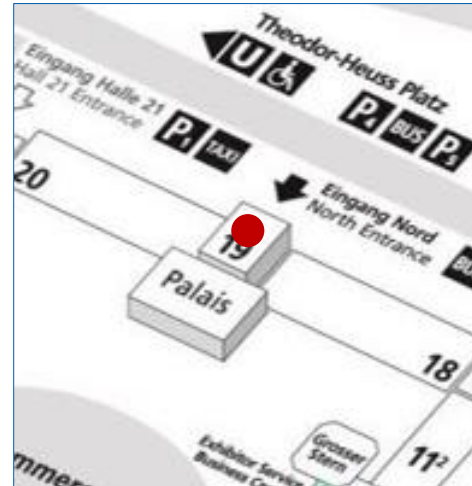
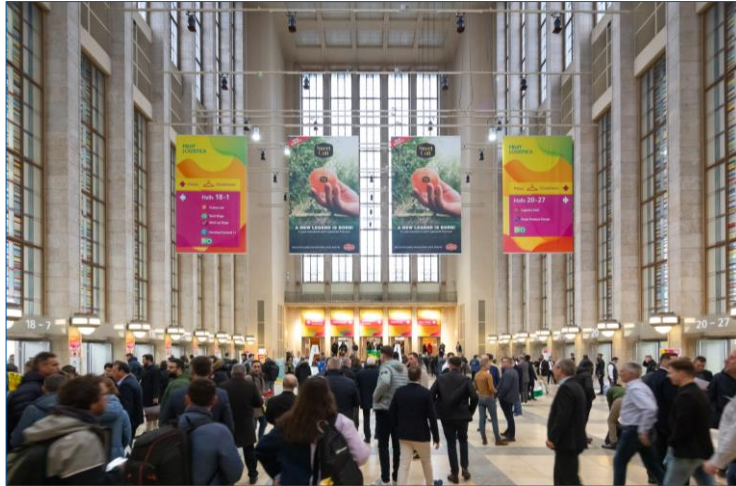


## 16 Column Brandings in Hall 19

Location	<ul style="list-style-type: none"> <li>• 8 brandings at the access to Hall 18</li> <li>• 8 brandings at the access to Hall 20</li> </ul>
Size (w x h)	0.45 m x 2.49 m per column branding
Hire Charge	908.00 EUR per column branding
Production/Installation	155.00 EUR per column branding
Status	Availability upon request.



# ENTRANCE NORTH – INDOORS



## 3 (out of max. 5) Mega-Banners in Hall 19, each 2-sided

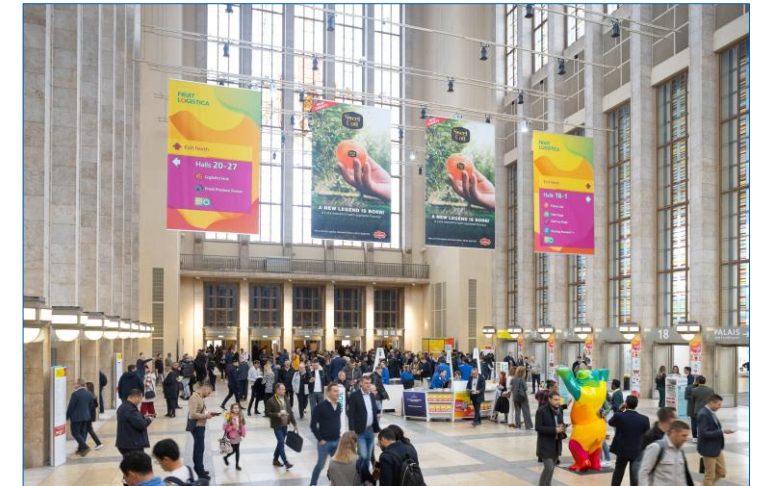
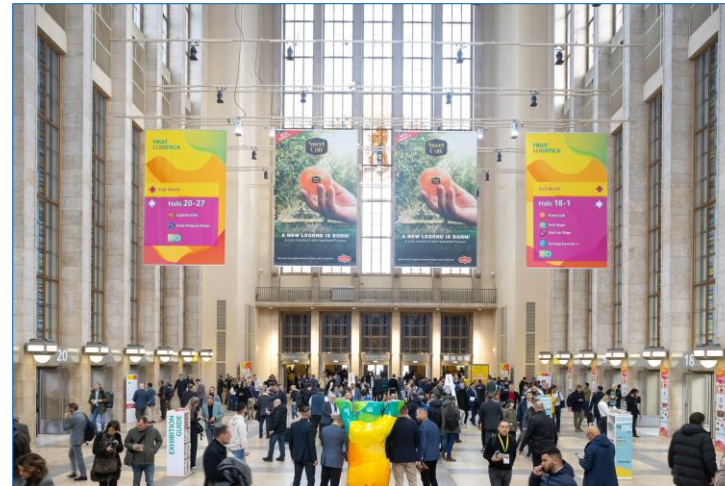
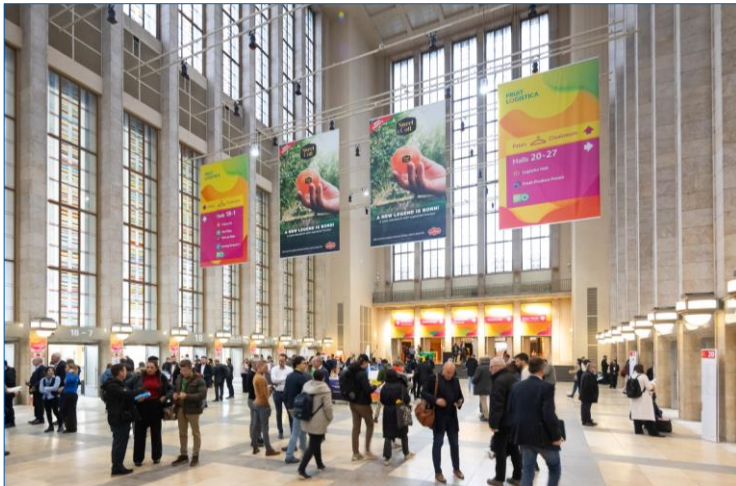
**Location** directly in Hall 19 in the access areas to Halls 18 and 20:  
final banner positions by arrangement

**Size (w x h)** 3.00 m x 5.00 m per double-sided banner  
(print on front and back side)

**Hire Charge** 6,277.00 EUR per double-sided banner

**Production/ Installation** 860.00 EUR per double-sided banner

**Status** Availability upon request.



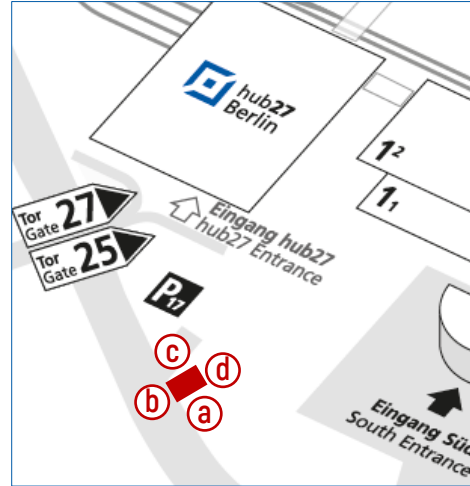


# ON-SITE ADVERTISING ENTRANCE SOUTH SURROUNDINGS





# ENTRANCE SOUTH – SURROUNDINGS



## 1 Advertising Tower at the Access to the Parking Areas, 4-sided

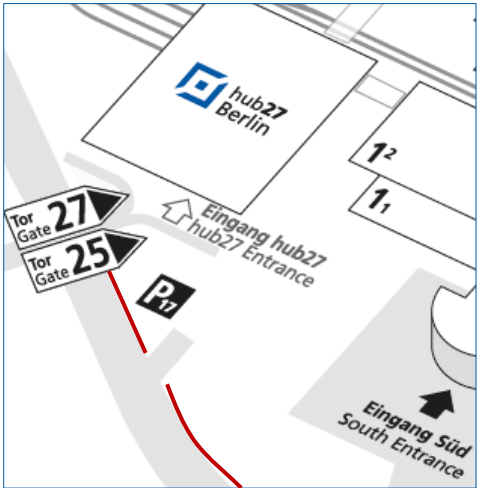
<b>Location</b>	at the access to the parking areas of Entrance South at "Jafféstraße"
<b>Size (w x h)</b>	The tower is equipped with 4 banners: east side (main road) & west side (main road): 8.75 m x 8.11 m per banner north side (car park) & south side (main road): 5.75 m x 8.11 m per banner
<b>Hire Charge</b>	east side (a) & west side (c): 13,909.00 EUR per banner north side (d): & south side (b): 9,138.00 EUR per banner
<b>Production/ Installation</b>	east side (a) & west side (c): 4,015.00 EUR per banner north side (d) & south side (b): 2,665.00 EUR per banner
<b>Status</b>	Availability upon request.



## 1 Advertising Tower at Gates 25/ 27, 2-sided

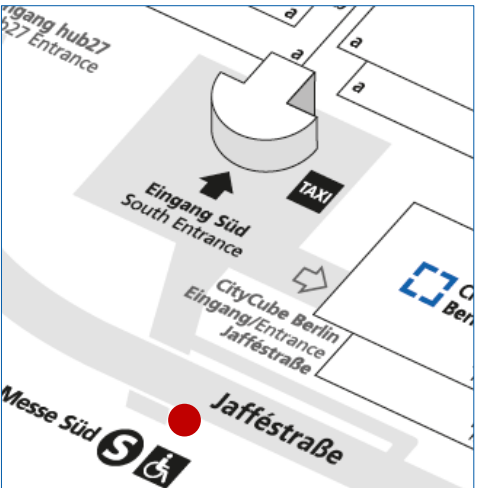
<b>Location</b>	at the access to Gates 25/ 27 at "Jafféstraße"
<b>Size (w x h)</b>	3.94 m x 9.25 m per side (2 sides in total)
<b>Hire Charge</b>	14,294.00 EUR for both sides
<b>Production/ Installation</b>	3,805.00 EUR for both sides
<b>Status</b>	Availability upon request.

# ENTRANCE SOUTH – SURROUNDINGS



## 11 Flags between the Parking Areas and Gates 25/ 27- without arm

Location	11 flagpoles at Jafféstraße between the parking areas of Entrance South and the access to Gates 25/ 27
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	291.00 EUR per flag
Production/ Installation	145.00 EUR per flag
Status	Availability upon request.



## 1 Outer Bridge Branding at the Pedestrian Access

Location	1 outer branding at the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	15.00 m x 1.60 m
Hire Charge	7,043.00 EUR
Production/ Installation	1,330.00 EUR
Status	Availability upon request.

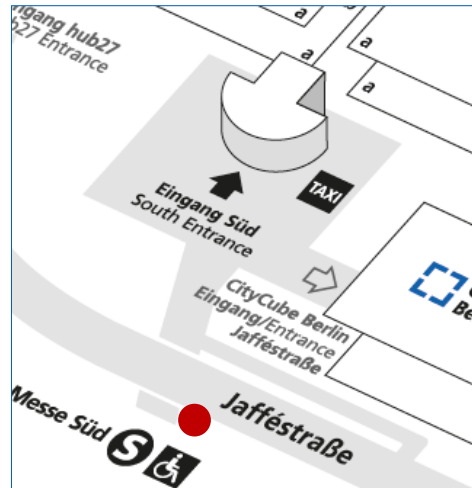


# ENTRANCE SOUTH – SURROUNDINGS



## 66 Step Graphics at the Stairs at the Pedestrian Access

<b>Location</b>	branding of the stairs that lead to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
<b>Size (w x h)</b>	3.60 m x 0.14 m per step (4 segments with 66 steps in total)
<b>Hire Charge</b>	13,293.00 EUR for all 66 step graphics
<b>Production/ Installation</b>	3,565.00 EUR for all 66 steps graphics
<b>Status</b>	Availability upon request.



## 46 Light Pole Brandings at the Pedestrian Access, each 1-sided

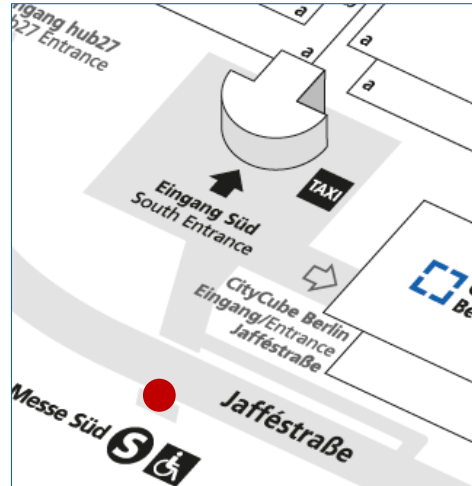
<b>Location</b>	38 brandings at the light poles on the left and right sides of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South and 8 brandings on the light poles at the side access
<b>Size (w x h)</b>	e.g. 0.50 m x 1.35 m per branding Special formats on demand.
<b>Hire Charge</b>	e.g. 18,087.00 EUR for all 46 brandings, each 1-sided
<b>Production/ Installation</b>	e. g. 4,840.00 EUR for all 46 brandings, each 1-sided
<b>Status</b>	Availability upon request.

# ENTRANCE SOUTH – SURROUNDINGS



## 3 Balustrade Brandings at the Pedestrian Access, each 1-sided

Location	3 inner brandings at the balustrade that lead to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	3.12 m x 0.53 m per banner (3 banners in total)
Hire Charge	2,412.00 EUR for all 3 banners
Production/Installation	415.00 EUR for all 3 banners
Status	Availability upon request.



## 2 Bridge Brandings at the Pedestrian Access, each 1-sided

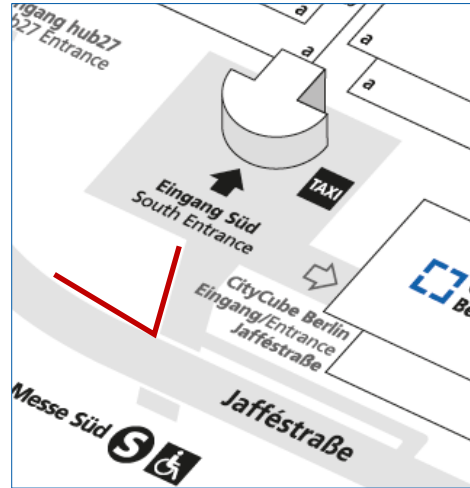
Location	2 inner brandings at the left and right side of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	24.85 m x 0.80 m per banner (2 banners in total)
Hire Charge	14,507.00 EUR for both banners
Production/Installation	2,380.00 EUR for both banners
Status	Availability upon request.



# ON-SITE ADVERTISING ENTRANCE SOUTH

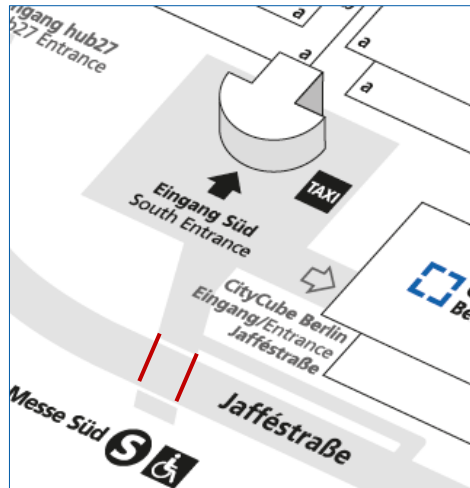
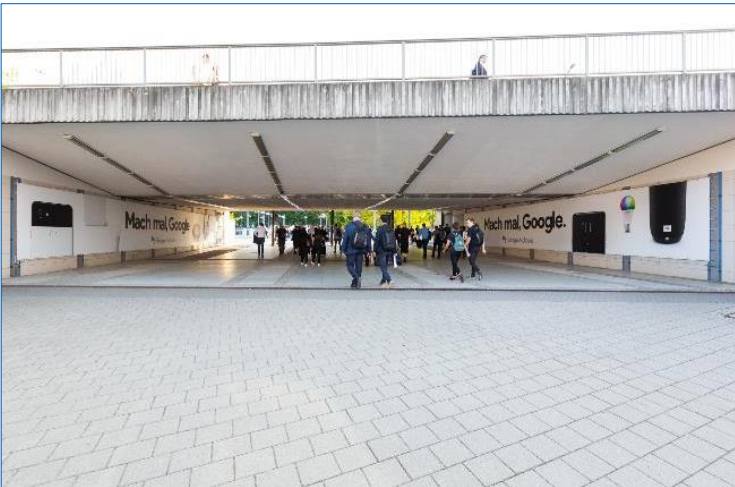


# ENTRANCE SOUTH – OUTDOORS



## 82 Flags along the Main Road and at the Pedestrian and Taxi Access –without arm

Location	82 flagpoles between Jafféstraße and Entrance South as well as along the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	291.00 EUR per flag
Production/Installation	145.00 EUR per flag
Status	Availability upon request.

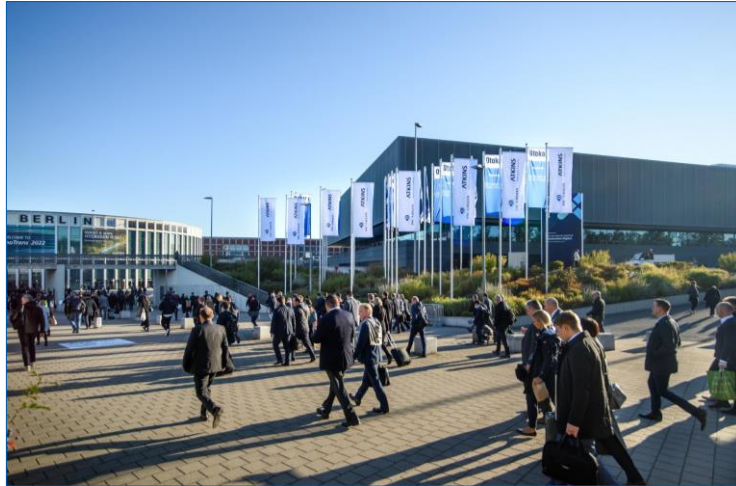


## 1 Tunnel Branding at the Pedestrian and Taxi Access, 2 sides

Location	branding of the walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	left side: 20.49 m x 2.30 m right side: 20.49 m x 2.30 m
Hire Charge	20,075.00 EUR for both sides
Production/Installation	5,785.00 EUR for both sides
Status	Availability upon request.

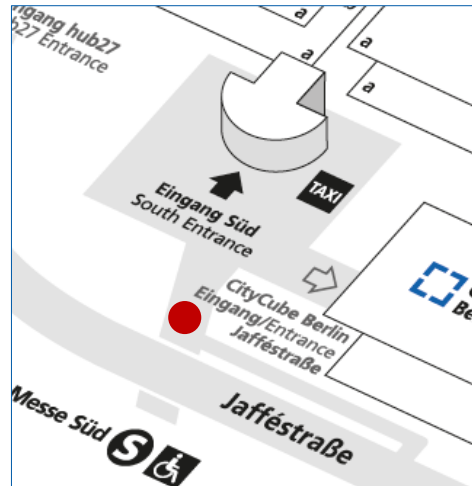
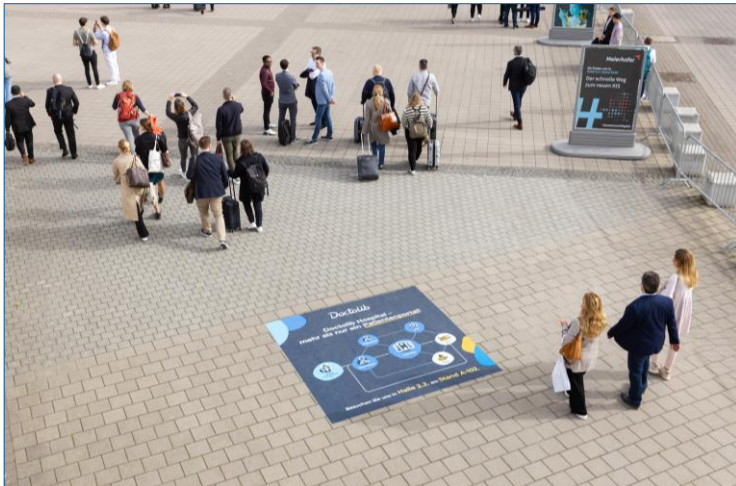


# ENTRANCE SOUTH – OUTDOORS



## 30 Flags the Pedestrian and Taxi Access to Entrance South – without arm

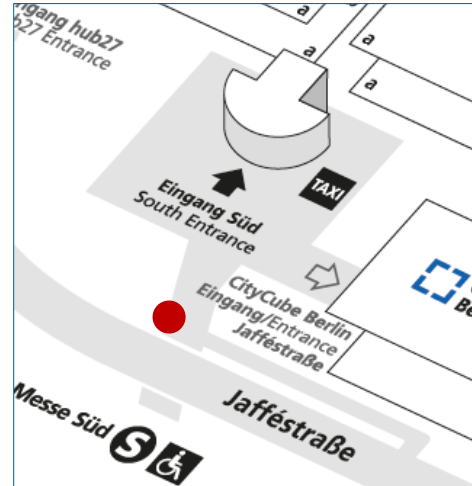
Location	30 flagpoles between the CityCube Berlin and Entrance South as well as at the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	291.00 EUR per flag
Production/Installation	145.00 EUR per flag
Status	Availability upon request.



## Floor Graphics at the Pedestrian and Taxi Access

Location	on the pedestrian and next to the taxi access to Entrance South
Size (w x h)	e.g. 2.40 m x 2.40 m per floor graphic Special formats on demand.
Hire Charge	2,297.00 EUR per floor graphic
Production/Installation	670.00 EUR per floor graphic
Status	Availability upon request.

# ENTRANCE SOUTH – OUTDOORS



## 3 Advertising Plates at the Pedestrian and Taxi Access

**Location** at the pedestrian and taxi access to Entrance South

**Size (w x h)** 3.50 m x 6.70 m per banner  
(3 banners in total)

**Hire Charge** e.g. 7,421.00 EUR per banner  
e.g. 21,150.00 EUR for all 3 banners

**Production/ Installation** e.g. 2,330.00 EUR per banner  
e.g. 5,830.00 EUR for all 3 banners

**Status** Availability upon request.



## 1 Bridge Branding consisting of 3 Banners at the Pedestrian and Taxi Access

**Location** 2 banners at the balustrade and 1 branding of the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South

**Size (w x h)** railings: 23.10 m x 0.90 m per side (front and back)  
1 wall in trapezium shape: min. 76.00 m<sup>2</sup>  
(left side coming from the urban railway station)

**Hire Charge** 17,941.00 EUR in total

**Production/ Installation** 6,245.00 EUR in total

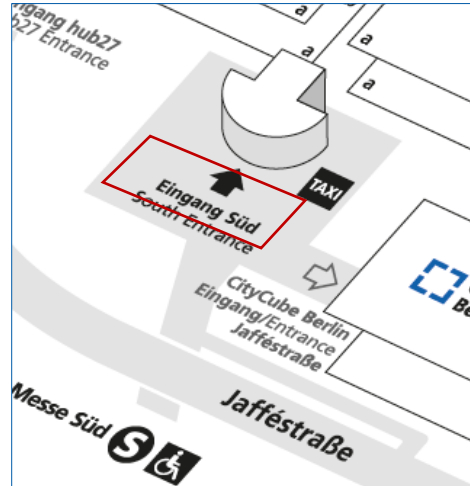
**Status** Availability upon request.



# ENTRANCE SOUTH – OUTDOORS

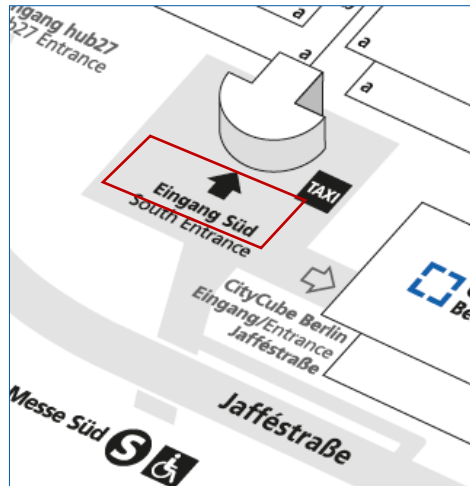


Small tower



## Mobile Advertising Towers on the Plaza, each 4-sided

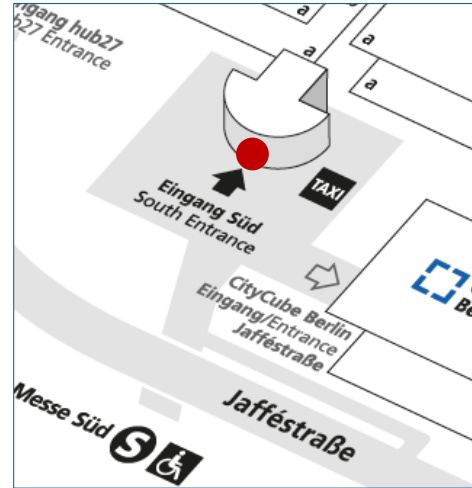
Location	directly on the plaza of Entrance South: positions by arrangement (picture the left shows the small tower)
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 10,961.00 EUR per 4-sided tower e.g. big: 23,301.00 EUR per 4-sided tower
Production/Installation	e.g. small: 2,970.00 EUR per 4-sided tower e.g. big: 4,995.00 EUR per 4-sided tower
Status	Availability upon request.



## Advertising Balloons on the Plaza

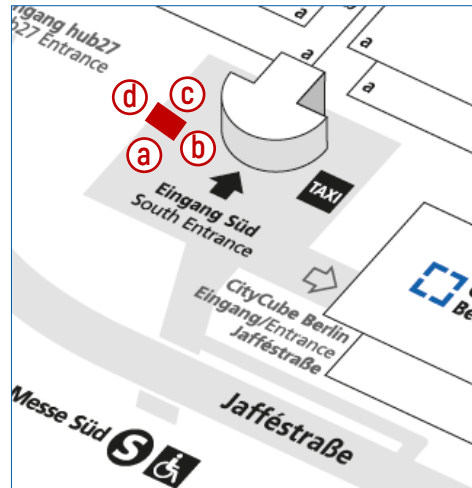
Location	directly on the plaza of Entrance South: positions by arrangement
Size	e.g. 3.00 m diameter per balloon Other formats and shapes are possible.
Hire Charge	5,990.00 EUR for 1 balloon with 3.00 m diameter
Production/Installation	from 7,980.00 EUR per balloon (depending on shape, size and accessories)
Status	Availability upon request.

# ENTRANCE SOUTH – OUTDOORS



## 4 Window Brandings at the Entrance Hall

Location	at the windows of the Entrance Hall: see window brandings A to D on the photo
Size (w x h)	10.80 m x 7.95 m per "big" banner
Hire Charge	16,004.00 EUR for 1 banner, i.e. per window branding
Production/ Installation	4,860.00 EUR for 1 banner, i.e. per window branding
Status	Availability upon request.

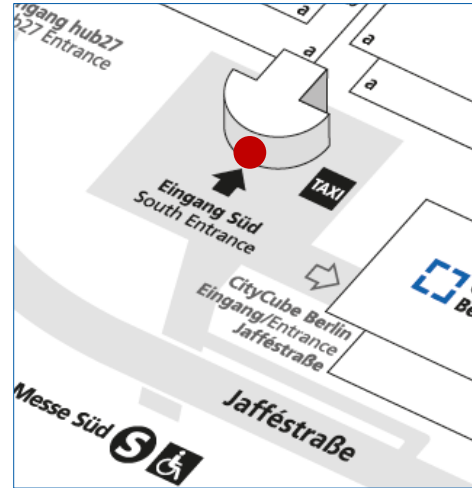


## 1 Advertising Tower at the Plaza on the left side, 4-sided

Location	on the left hand side of the plaza of Entrance South
Size (w x h)	south side/ plaza (a) & north side/ Hall 1.2 (c): 8.75 m x 8.11 m each east side/ plaza (b) & west side/ Hall 27 (d): 5.75 m x 8.11 m each
Hire Charge	south side/ plaza (a): 13,905.00 EUR east side/ plaza (b): 9,138.00 EUR north side/ Hall 1 (c): 11,125.00 EUR west side/ Hall 27 (d): 7,311.00 EUR
Production/ Installation	south & north side: 4,015.00 EUR each east & west side: 2,665.00 EUR each
Status	Availability upon request.



# ENTRANCE SOUTH – OUTDOORS AND INDOORS

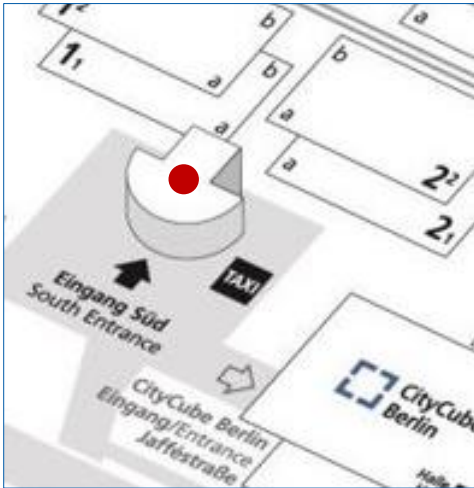
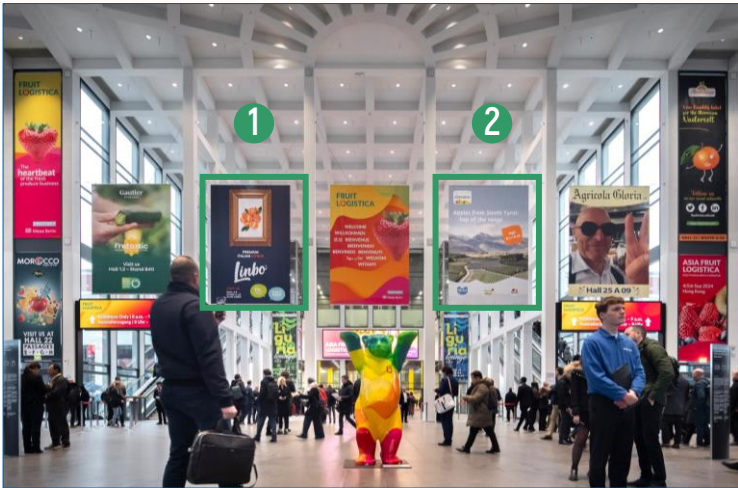


## 20 Door Brandings at the Entrance Hall (outdoor and indoor)

<b>Location</b>	directly above the revolving doors of the Entrance Hall outdoors and indoors: - 10 brandings can be installed above 10 revolving outer doors (see exemplary red mark on the left photo) and - 10 brandings can be placed above the respective inner doors
<b>Size (w x h)</b>	2.35 m x 0.485 m per outer branding 1.76 m x 0.435 m per inner branding
<b>Hire Charge</b>	13,308.00 EUR for all 20 brandings
<b>Production/ Installation</b>	1,585.00 EUR for all 20 brandings
<b>Status</b>	Availability upon request.

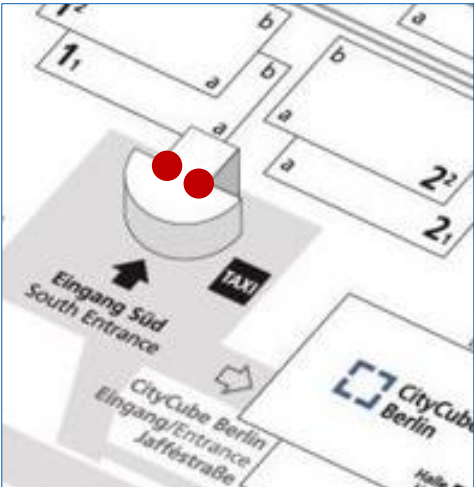


# ENTRANCE SOUTH – INDOORS



## 2 (out of 3) Mega-Banners in the Entrance Hall, each 2-sided

Location	in the middle of the Entrance Hall in the access area to the exhibition site (see green marks on the left picture)
Size (w x h)	4.00 m x 6.00 m per double-sided banner (print on front and back side)
Hire Charge	7,540.00 EUR per double-sided banner
Production/Installation	2,875.00 EUR per double-sided banner
Status	Availability upon request.

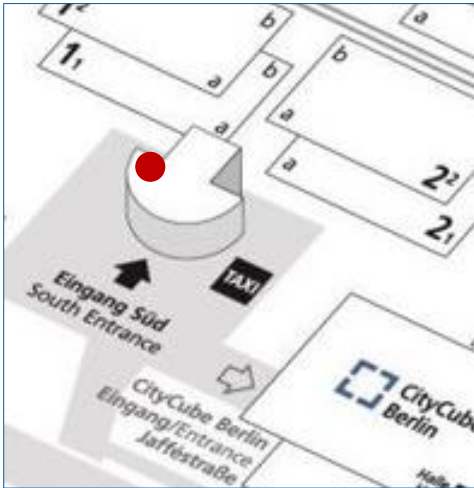
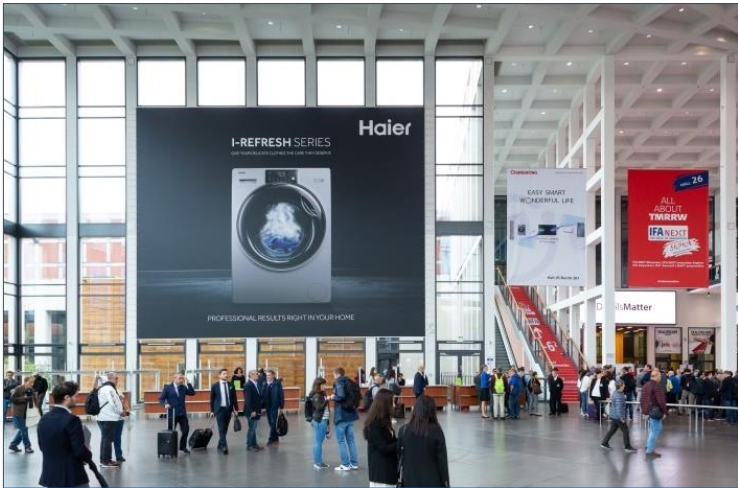


## 2 LED Displays with Banners above the Escalators

Location	2 combi-packages are available. Each package consists of 1 hanging mega-banner in combination with a LED display in the Entrance Hall at the outer sides left and right - directly above the escalators (see green marks on the left picture)
Size (w x h)	hanging mega-banners: 4.00 m x 5.70 m per side (2 sides per banner)
Technical Specs	LED displays, 1-sided: FULL-HD display; 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9; LED dimensions: 4.86 m x 1.36 m each; resolution: 3840 x 1080 pixel each
Special Combi Price	14,322.00 EUR plus 3,475.00 EUR for 1 combi-pack including: - 30 sec. spot within a loop with organizer content and WIFI Sponsor on the LED display - hire charge, production & installation of the banner installed above - handling fee
Status	Availability upon request.

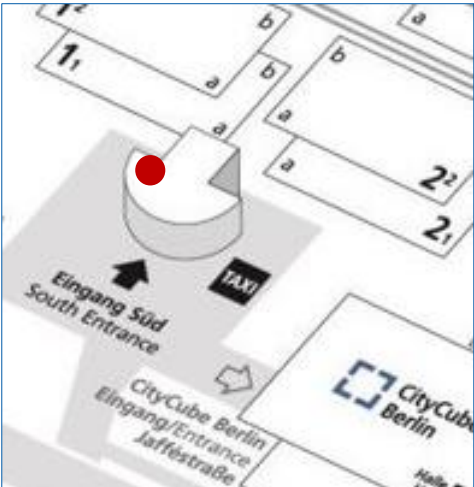


# ENTRANCE SOUTH – INDOORS



## Option A: 1 Window Banner in the Entrance Hall, left side

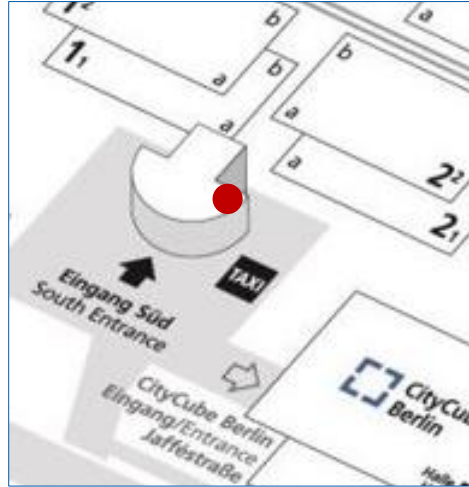
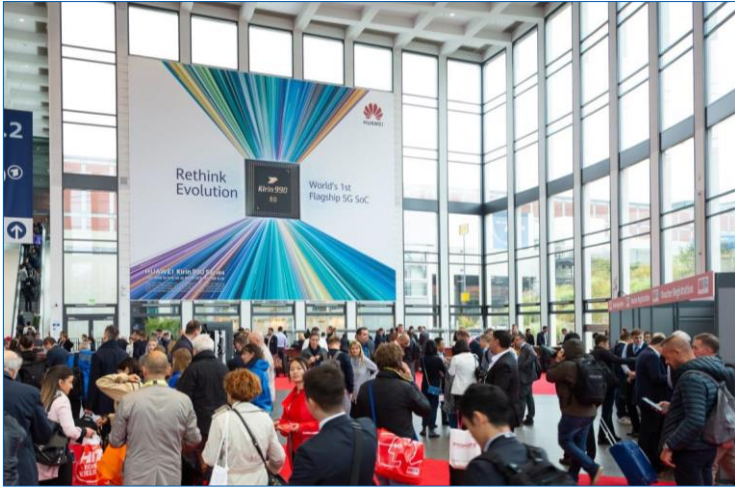
Location	1 giant banner in the Entrance Hall at the windows on the left side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	32,138.00 EUR
Production/ Installation	10,270.00 EUR
Status	Availability upon request.



## Option B: 4 Window Brandings in the Entrance Hall on the left side

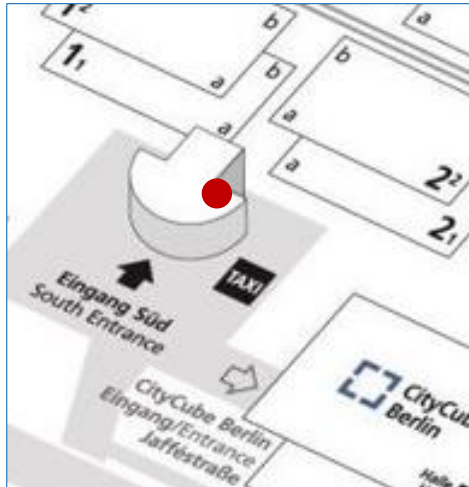
Location	at the windows in the Entrance Hall on the left hand side: see window brandings A to D on the photo
Size (w x h)	A and B: 2.33 m x 8.25 m per banner (4 banners per window branding) C and D: 2.33 m x 5.30 m per banner (4 banners per window branding)
Hire Charge	14,566.00 EUR for window branding A or B 9,357.00 EUR for window branding C or D
Production/ Installation	5,255.00 EUR for window branding A or B 3,750.00 EUR for window branding C or D
Status	Availability upon request.

# ENTRANCE SOUTH – INDOORS



## Option A: 1 Window Banner in the Entrance Hall, right side

Location	1 giant banner in the Entrance Hall at the windows on the right side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	32,138.00 EUR
Production/Installation	10,270.00 EUR
Status	Availability upon request.

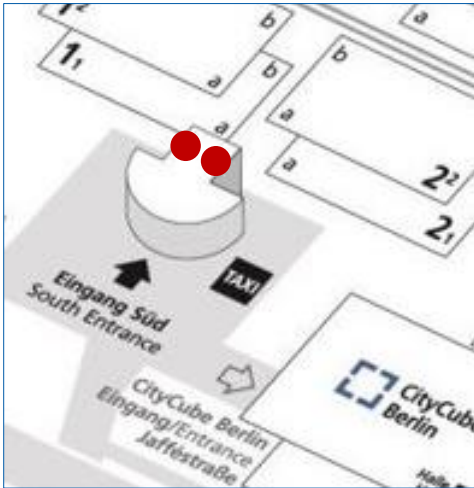


## Option B: 4 Window Brandings in the Entrance Hall on the right side

Location	at the windows in the Entrance Hall on the right hand side: see window brandings A to D on the photo
Size (w x h)	A and B: 2.33 m x 8.25 m per banner (4 banners per window branding) C and D: 2.33 m x 5.30 m per banner (4 banners per window branding)
Hire Charge	14,566.00 EUR for window branding A or B 9,357.00 EUR for window branding C or D
Production/Installation	5,255.00 EUR for window branding A or B 3,750.00 EUR for window branding C or D
Status	Availability upon request.

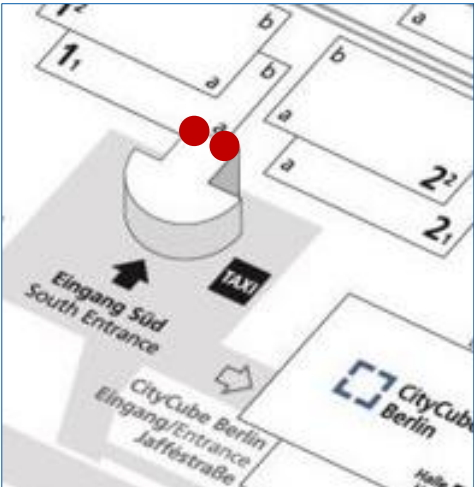


# ENTRANCE SOUTH – INDOORS



## 4 Suspended Banners in the Entrance Hall

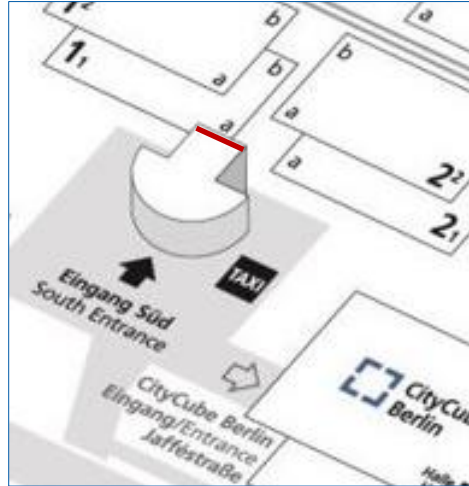
Location	up to 4 banners (2 per elevator) in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see marks on the left photo)
Size (w x h)	2.10 m x 6.00 m per banner (2 banners per elevator- 4 banners in total)
Hire Charge	6,143.00 EUR for 2 frontside banners (see red marks on the left photo) 5,521.00 EUR for 2 side face banners (see green marks on the left photo)
Production/ Installation	1,950.00 EUR for 2 banners 3,900.00 EUR for all 4 banners
Status	Availability upon request.



## Up to 8 Window Brandings in the Entrance Hall on the entrance level

Location	in the Entrance Hall at the access to Halls 1.1 to 6.1 (see red marks on the photo)
Size (w x h)	2.34 m x 2.35 m per window branding (see exemplary red mark on the photo)
Hire Charge	8,389.00 EUR for 4 front side brandings 4,194.00 EUR for 4 back side brandings (11,326.00 EUR for all 8 brandings)
Production/ Installation	2,630.00 EUR for 4 front side brandings 2,630.00 EUR for 4 back side brandings (4,065.00 EUR for all 8 brandings)
Status	Availability upon request.

# ENTRANCE SOUTH – INDOORS



## 1 Exclusive LED Mega-Display in the Entrance Hall

**Location** 1 exclusive LED Mega-Display in the Entrance Hall in the access area to the site between Hall Levels 1 & 2

**Technical Specs** FULL-HD display / 2.50 mm pixel pitch  
20 MBit / 60 fps/ content 32:9 LED  
dimensions: 10.08 m x 2.88 m  
resolution: 3840 x 1080 Pixel

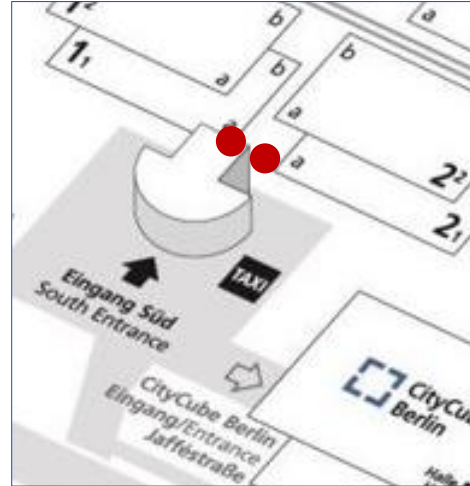
**Hire Charge** 22,203.00 EUR  
for an exclusive 30 sec. spot within a loop with organizer content  
The content has to be delivered by the exhibitor.

**Status** Availability upon request.





# ENTRANCE SOUTH – INDOORS



## 2 Pillar Brandings leading to the Middle Foyers of Halls 1.1/ 2.1, each 4-sided

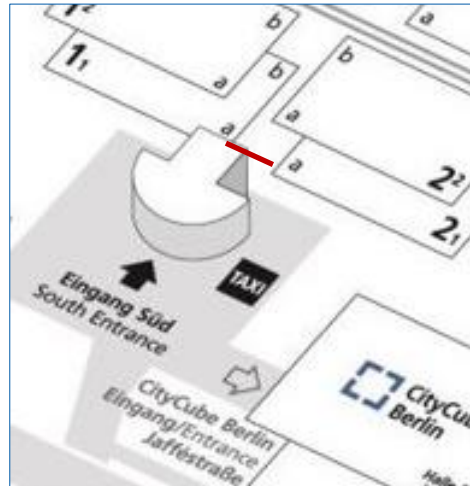
**Location** in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1  
(see red marks on the photo)

**Size (w x h)** front and back sides: 0.86 m x 6.00 m each  
lateral sides: 1.32 m x 6.00 m each  
(4 sides per pillar)

**Hire Charge** 7,540.00 EUR for both 4-sided pillar brandings

**Production/ Installation** on demand  
(depending on technical implementation)

**Status** Availability upon request.



## 1 Entrance Banner to the Middle Foyers of Halls 1.1/ 2.1

**Location** above the entrance doors to the middle foyers of Halls 1.1/ 2.1

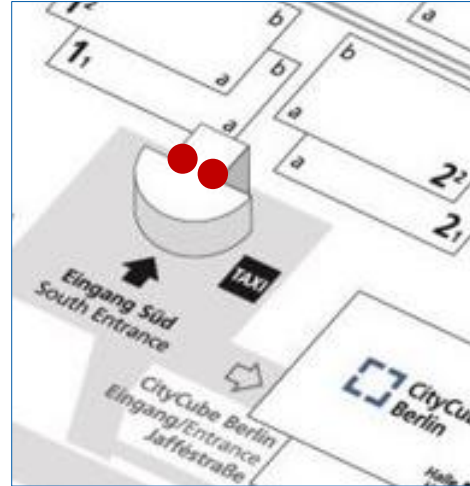
**Size (w x h)** 11.50 m x 2.50 m

**Hire Charge** 7,644.00 EUR

**Production/ Installation** 2,175.00 EUR

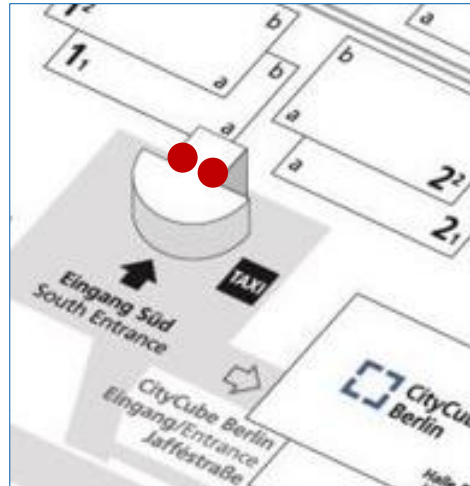
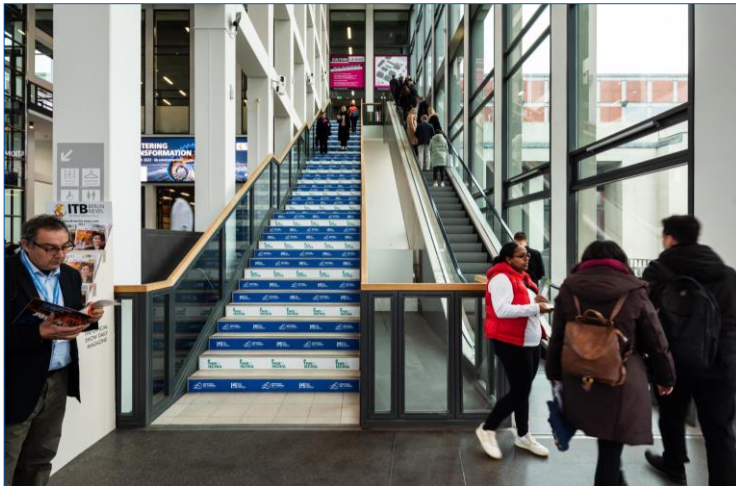
**Status** Availability upon request.

# ENTRANCE SOUTH – INDOORS



## 4 Rail Graphics at the Stairs in the Entrance Hall, each 2-sided

<b>Location</b>	2 stairs with 4 segmented rails in the Entrance Hall on the left and right hand side (see red marks on the photo)
<b>Size</b>	The stencils will be gladly provided separately.
<b>Hire Charge</b>	e.g. 10,547.00 EUR for both stairs, i.e. for 4 segmented rail graphics
<b>Production/ Installation</b>	on demand (depending on technical implementation)
<b>Status</b>	Availability upon request.

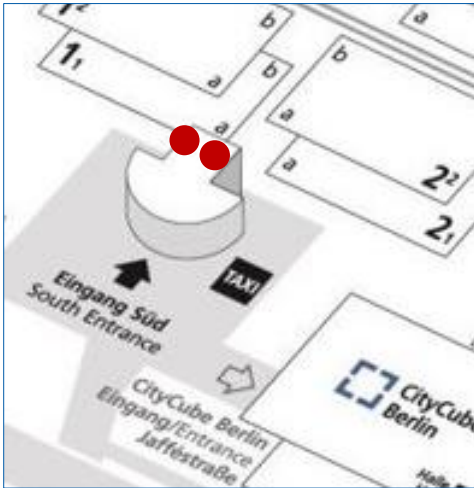


## 120 Step Graphics at the Stairs in the Entrance Hall

<b>Location</b>	2 stairs with 120 steps in the Entrance Hall on the left and right hand side
<b>Size (w x h)</b>	1.83 m x 0.135 m per step graphic (60 step graphics per stair)
<b>Hire Charge</b>	10,264.00 EUR for both stairs, i.e. for 120 step graphics in total
<b>Production/ Installation</b>	2,880.00 EUR for both stairs, i.e. for 120 step graphics in total
<b>Status</b>	Availability upon request.

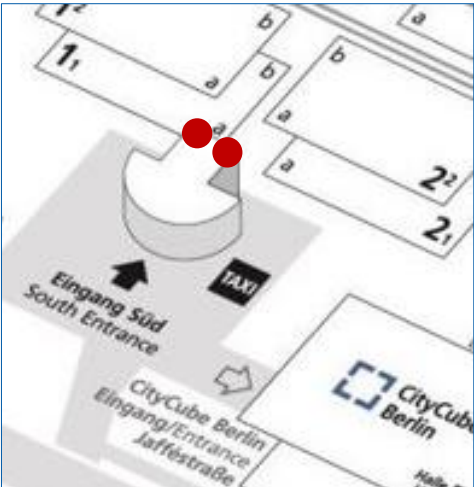
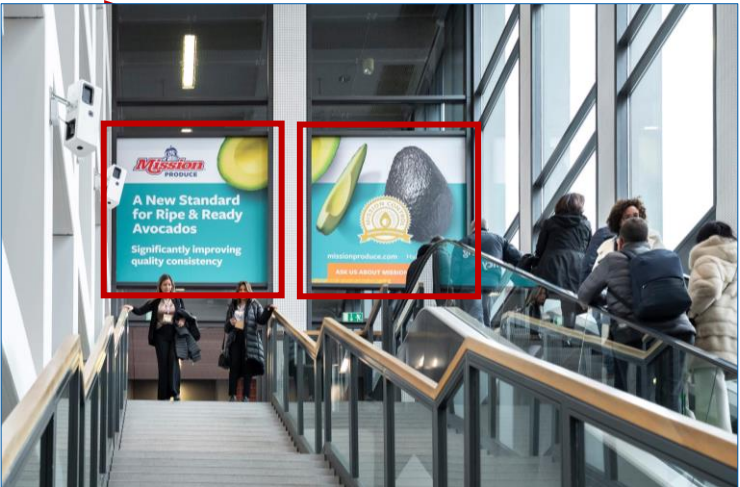


# ENTRANCE SOUTH – INDOORS



## 4 Balustrade Graphics at the Escalators in the Entrance Hall, each 2-sided

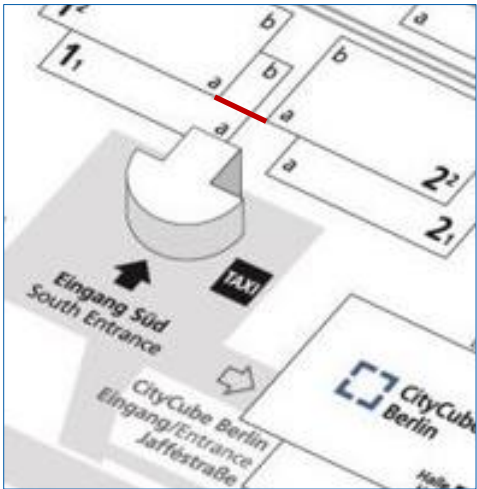
Location	2 escalators with 4 balustrades in the Entrance Hall on the left and right hand side
Size	The stencils will be gladly provided separately.
Hire Charge	e.g. 9,480.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Production/ Installation	e.g. 5,030.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Status	Availability upon request.



## Up to 8 Window Brandings in the Entrance Hall on the upper level

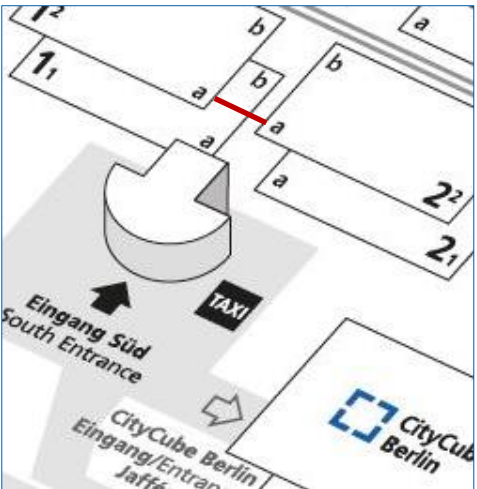
Location	at the access area to Halls 1.2 to 6.2 coming from the Entrance Hall via the escalators and stairs on the left and right hand side: 8 brandings can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.34 m x 2.35 m per window branding (see exemplary red mark on the photo)
Hire Charge	8,389.00 EUR for 4 front side brandings 4,194.00 EUR for 4 back side brandings (11,326.00 EUR for all 8 brandings)
Production/ Installation	2,630.00 EUR for 4 brandings 2,630.00 EUR for 4 brandings (4,065.00 EUR for all 8 brandings)
Status	Availability upon request.

# ENTRANCE SOUTH – INDOORS



## Option A: 1 Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

Location	above the entrance doors to the middle foyers of Halls 1.2/ 2.2
Size (w x h)	24.00 m x 3.00 m
Hire Charge	17,400.00 EUR
Production/ Installation	4,090.00 EUR
Status	Availability upon request.



## Option B: 2 Smaller Entrance Banners to the Middle Foyers of Halls 1.2/ 2.2

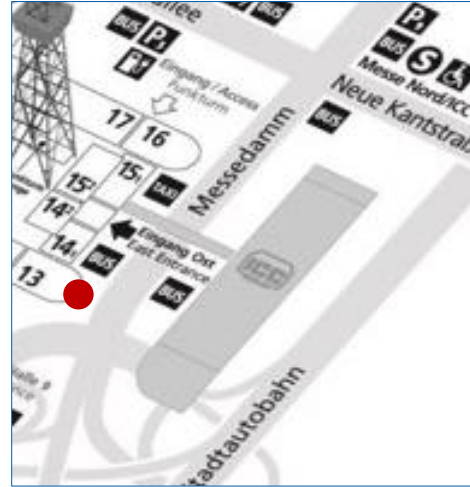
Location	up to 2 smaller banners side by side above the entrance doors to the middle foyers of Halls 1.2/ 2.2 coming from the Entrance Hall South
Size	12.00 m x 3.00 m
Hire Charge	8,704.00 EUR
Production/ Installation	2,650.00 EUR
Status	Availability upon request.



# ON-SITE ADVERTISING "MESSEDAMM" HIGH TRAFFIC AREA



# HIGH TRAFFIC – OUTDOORS



## 1 Rotunda Hall 13: Co-Branding in combination with Organiser Content

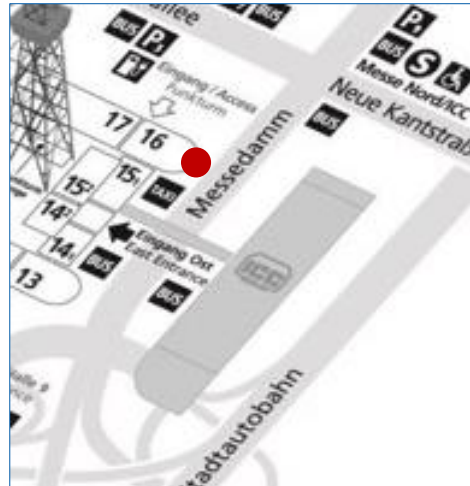
**Location** 8 (out 17) components at the Rotunda Hall 13 facing main road "Messedamm": ascend and descent to highway

**Size (w x h)** 8 (out of 17) components for exhibitor advertising: 3.04 m x 3.00 m each, i.e. 24.32 m x 3.00 m in total

**Hire Charge** 15,306.00 EUR for 8 components (out of max. 17)

**Production/Installation** 3,120.00 EUR for 8 components (out of max. 17)

**Status** Availability upon request.



## 1 Rotunda Hall 16: Co-Branding in combination with Organiser Content

**Location** 8 (out 18) components at the Rotunda Hall 16 facing the crossroads between the main roads "Messedamm", "Masurenallee" and "Neue Kanstraße"

**Size (w x h)** 8 (out of 18) components for exhibitor advertising: 3.04 m x 3.00 m each, i.e. 24.32 m x 3.00 m in total

**Hire Charge** 15,306.00 EUR for 8 components (out of max. 18)

**Production/Installation** 3,120.00 EUR for 8 components (out of max. 18)

**Status** Availability upon request.



# HIGH TRAFFIC – OUTDOORS



## 1 Mega-Banner at the ICC Bridge South

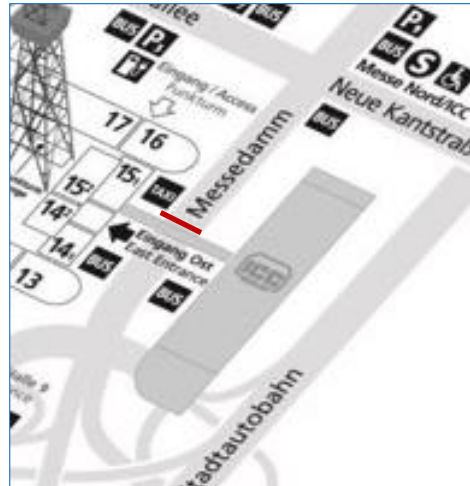
**Location** at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

**Size (w x h)** 40.00 m x 4.24 m

**Hire Charge** 26,395.00 EUR

**Production/Installation** 4,565.00 EUR

**Status** Availability upon request.



## 1 Mega-Banner at the ICC Bridge North

**Location** at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

**Size (w x h)** 40.00 m x 4.24 m

**Hire Charge** 26,395.00 EUR

**Production/Installation** 4,565.00 EUR

**Status** Availability upon request.

# HIGH TRAFFIC – OUTDOORS



## 1 Mega-Banner plus 2 lateral Banners next to the HQ

Location	at the Headquarters of Messe Berlin facing "Messedamm" next to the access to Gate 9 and the taxi stop
Size (w x h)	1 front side banner: 9.20 m x 5.95 m 2 side banners: 2.90 m x 5.90 m each
Hire Charge	19,346.00 EUR for all 3 banners
Production/Installation	7,010.00 EUR for all 3 banners
Status	Availability upon request.



## 2 Mega-Banners at the Facades of Hall 9

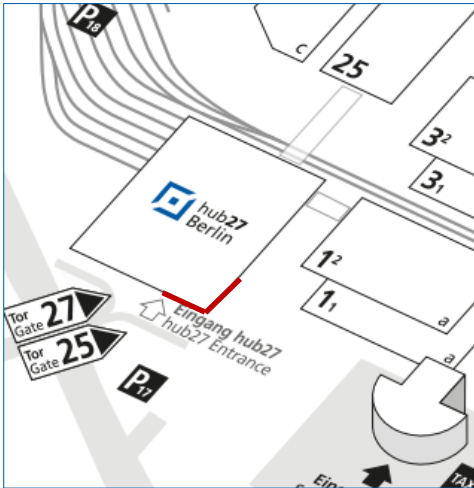
Location	at the facades of Hall 9a and Hall 9b on the left and right facing "Messedamm"
Size (w x h)	visible size: 16.20 m x 8.55 m (production size: 16.40 m x 8.75 m)
Hire Charge	20,633.00 EUR per banner
Production/Installation	5,025.00 EUR per banner
Status	Availability upon request.



# ON-SITE ADVERTISING HALL 27

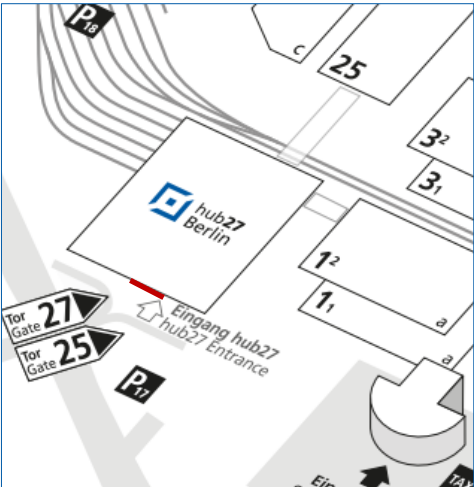


# HALL 27 – OUTDOORS



## Mega-Banners at Hall 27 facing the Main Road and the Car Park

Location	banners on the facade of Hall 27 (see yellow marks on the left photo) facing Main Road/ "Jafféstraße" and car park/ Entrance South/ hall 1 other sizes, positions and formats possible
Size (w x h)	position 1: approx. 17.35 m x 5.75 m position 2: approx. 19.60 m x 5.75 m
Hire Charge	position 1: 21,576.00 EUR position 2: 24,375.00 EUR
Production/ Installation	position 1: 6,345.00 EUR position 2: 5,630.00 EUR
Status	Availability upon request.

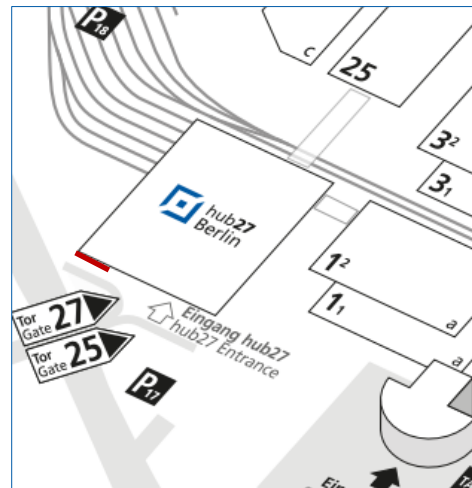
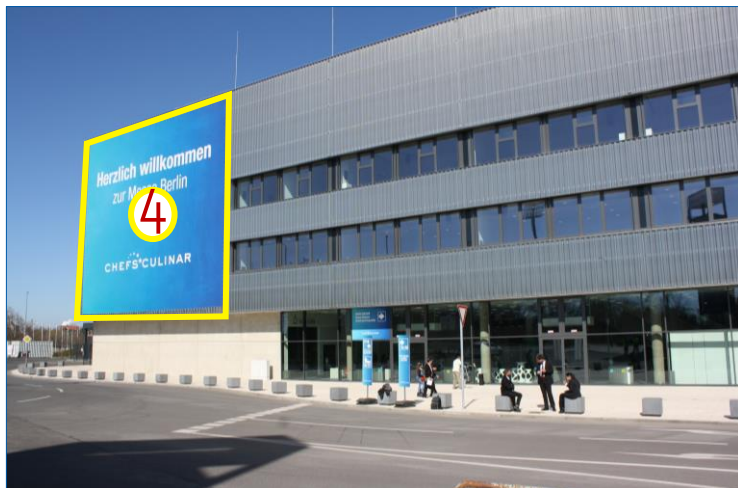


## Mega-Banner at Hall 27 facing the Main Road and the Car Park, South Side

Location	banner on the facade of hub27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	position 3: approx. 8.60 m x 5.75 m
Hire Charge	position 3: 12,533.00 EUR
Production/ Installation	position 3: 4,700.00 EUR
Status	Availability upon request.

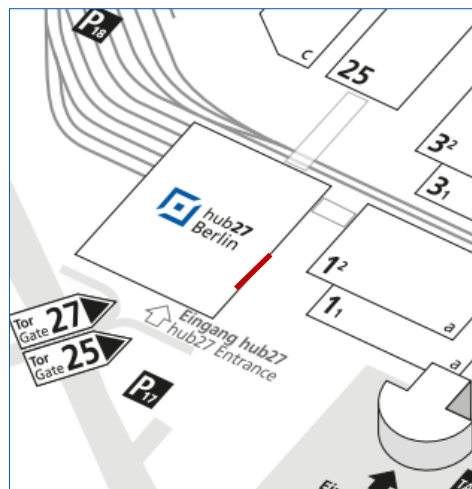


# HALL 27 – OUTDOORS



## Mega-Banner on the facade of Hall 27, South Side

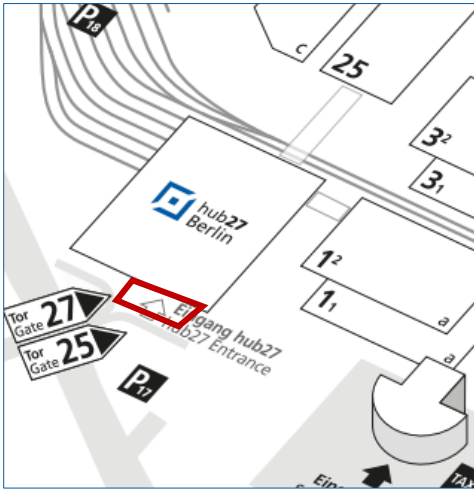
<b>Location</b>	banner on the facade of Hall 27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
<b>Size (w x h)</b>	position 4: approx. 17.35 x 15.00 m
<b>Hire Charge</b>	position 4: 50,736.00 EUR
<b>Production/ Installation</b>	position 4: 12,910.00 EUR
<b>Status</b>	Availability upon request.



## Mega-Banner on the facade of Hall 27, East Side

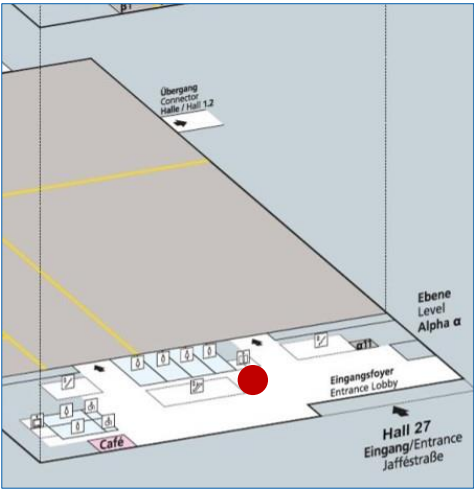
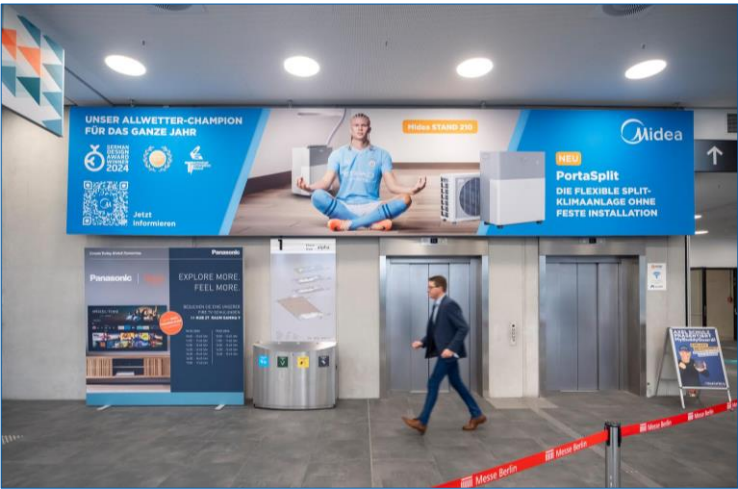
<b>Location</b>	banner on the east facade of Hall 27 (see red mark on the left photo) facing Entrance South and Hall 1 (other sizes, positions and formats possible)
<b>Size (w x h)</b>	position 5: approx. 7.30 m x 14.95 m
<b>Hire Charge</b>	position 5: 23,608.00 EUR
<b>Production/ Installation</b>	position 5: 5,490.00 EUR
<b>Status</b>	Availability upon request.

# HALL 27 – OUTDOORS & INDOORS



## 4 Pillar Brandings at the Entrance Area to Hall 27, each 4-sided

Location	branding of 4 pillars in the entrance area to Hall 27, each 4-sided
Size (w x h)	approx. 0.55 m x 2.80 m per pillar (4 sides per pillar) Other sizes on demand.
Hire Charge	1,969.00 EUR per 4-sided pillar branding
Production/ Installation	1,375.00 EUR per 4-sided pillar branding
Status	Availability upon request.

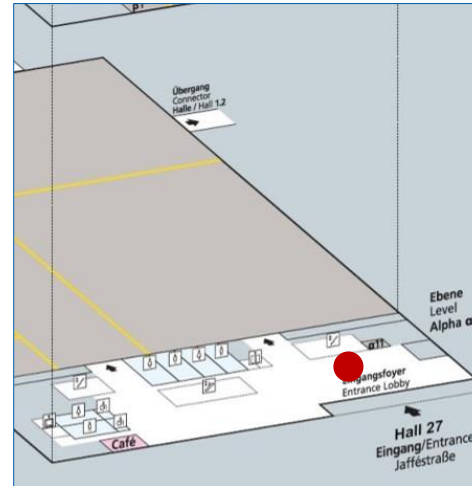
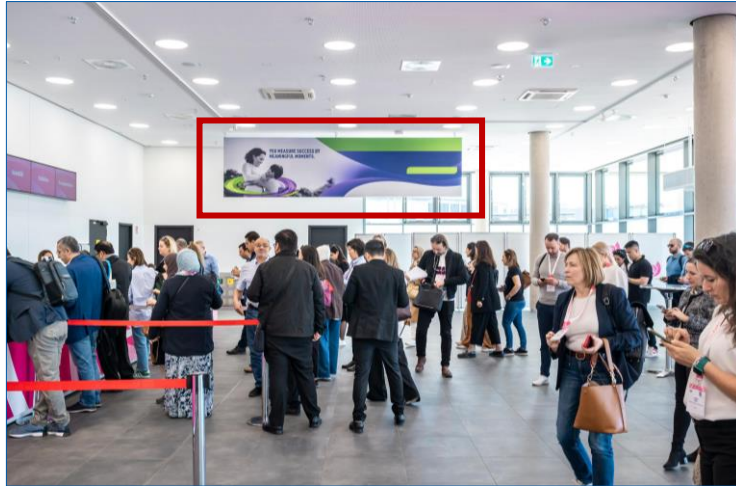


## 1 Banner above the Elevator in the Entrance Foyer

Location	above the elevator and next to the entrance to the Event Hall in the entrance foyer
Size (w x h)	9.40 m x 1.90 m
Hire Charge	6,983.00 EUR
Production/ Installation	2,055.00 EUR
Status	Availability upon request.



# HALL 27 – INDOORS



## Hanging Banners in the Entrance Foyer, each 2-sided

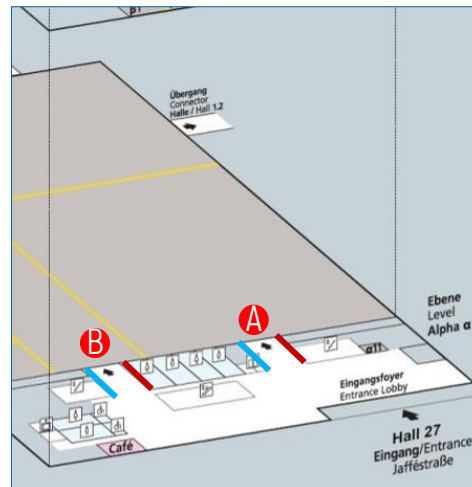
**Location** in the entrance foyer within the registration area (see red mark on the left photo)

**Size (w x h)** e.g. 9.45 m x 2.00 m per double-sided banner (print on front and back side)  
Other positions and formats are possible.

**Hire Charge** e.g. 8,042.00 EUR per double-sided banner

**Production/Installation** e.g. 2,520.00 EUR per double-sided banner

**Status** Availability upon request.



## Entrance Banners each Area to the Event Hall A

**Location** banners on the walls next to the entrances to the Event Hall – Alpha Level: 2 entrances (see A and B) with 2 banners each.

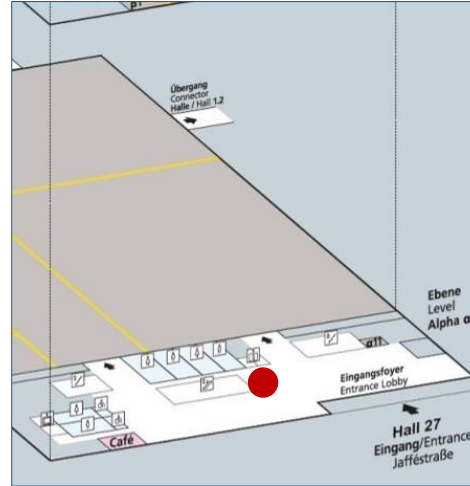
**Size (w x h)** left banners: 5.00 m x 3.10 m (see blue marks on the left)  
right banners: 6.50 m x 3.10 m (see red marks on the left)

**Hire Charge** left banner: 5,848.00 EUR each  
right banner: 7,602.00 EUR each

**Production/Installation** left banner: 1,450.00 EUR each  
right banner: 1,970.00 EUR each

**Status** Availability upon request.

# HALL 27 – INDOORS



## 1 Hanging Banner at the Stairs and Escalators in the Entrance Foyer, 2-sided

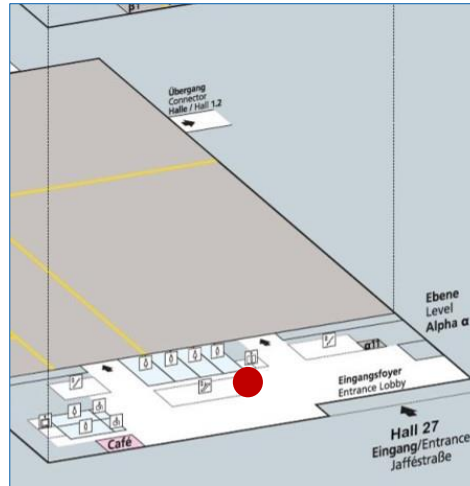
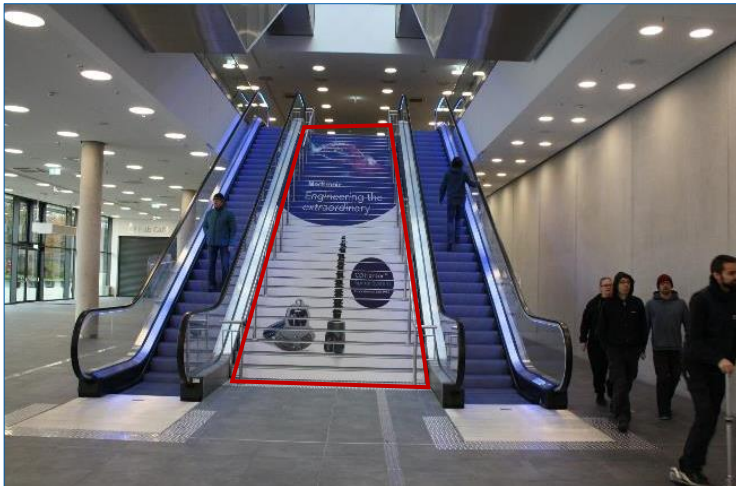
**Location** in the entrance foyer in front of the stairs and escalators  
(see red mark on the left photo)

**Size (w x h)** 7.00 m x 0.992 m per side

**Hire Charge** 2,954.00 EUR per double-sided banner

**Production/ Installation** 1,750.00 EUR per double-sided banner

**Status** Availability upon request.



## Stair Graphics on the Steps to the Beta Level

**Location** stairs leading from the entrance lobby up to level Beta

**Size (w x h)** 2.89 m x 0.155 m per step graphic  
(37 steps in total)

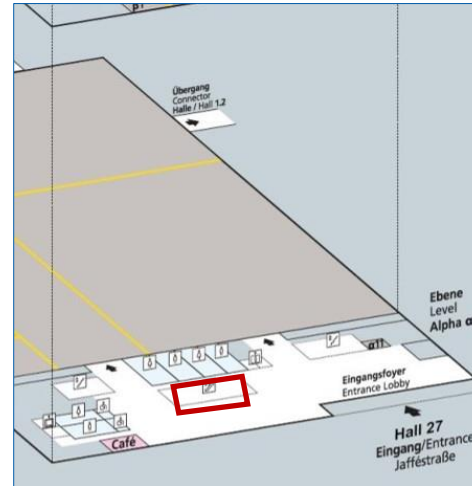
**Hire Charge** 8,491.00 EUR for 37 step graphics

**Production/ Installation** 1,345.00 EUR for 37 step graphics

**Status** Availability upon request.

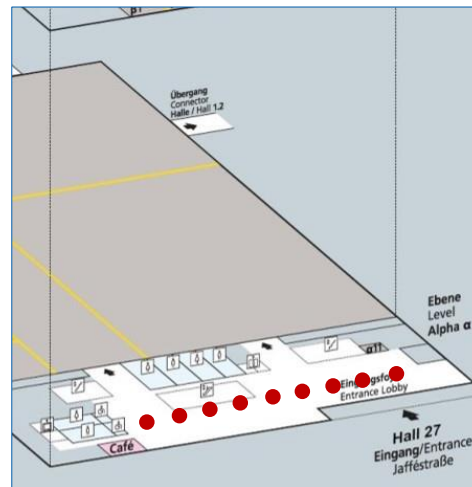


# HALL 27 – INDOORS



## Balustrade Graphics at the Escalators to the Beta Level

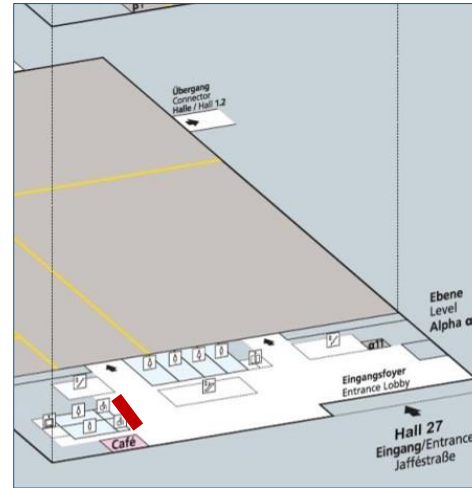
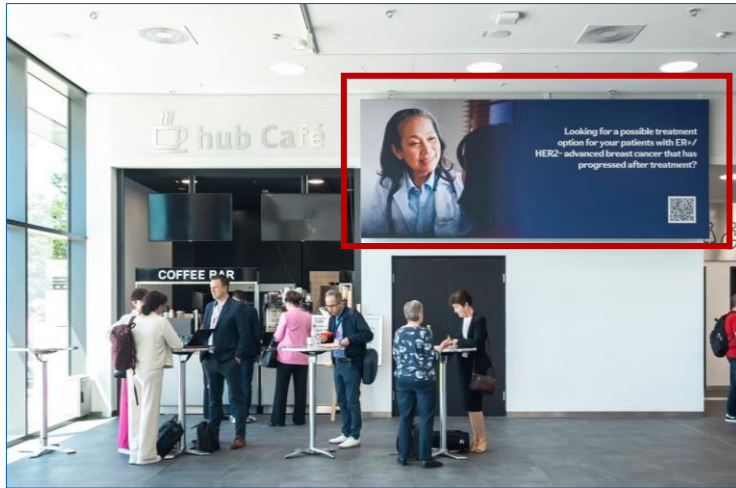
Location	2 escalators with 4 balustrades leading to level Beta from the entrance lobby
Size (w x h)	The stencils will be gladly provided separately.
Hire Charge	e.g. 4,740.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Production/Installation	e.g. 4,470.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Status	Availability upon request



## 9 Pillar Brandings in the Entrance Foyer, each 4-sided

Location	9 pillars side by side in the Entrance Foyer
Size (w x h)	e.g. 0.55 m x 2.80 m per side (4 sides per pillar) Other sizes on demand.
Hire Charge	1,969.00 EUR per 4-sided pillar branding
Production/Installation	1,375.00 EUR per 4-sided pillar branding
Status	Availability upon request.

# HALL 27 – INDOORS



## 1 Banner next to the hub27 Café

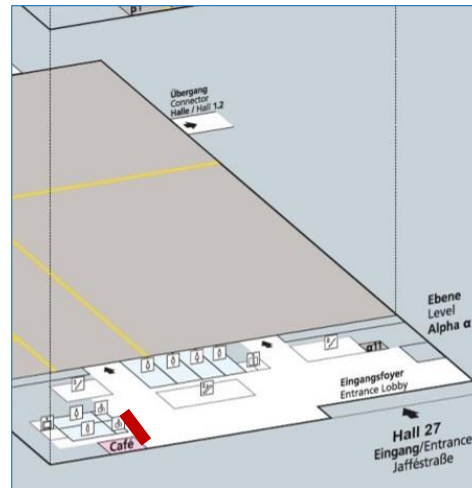
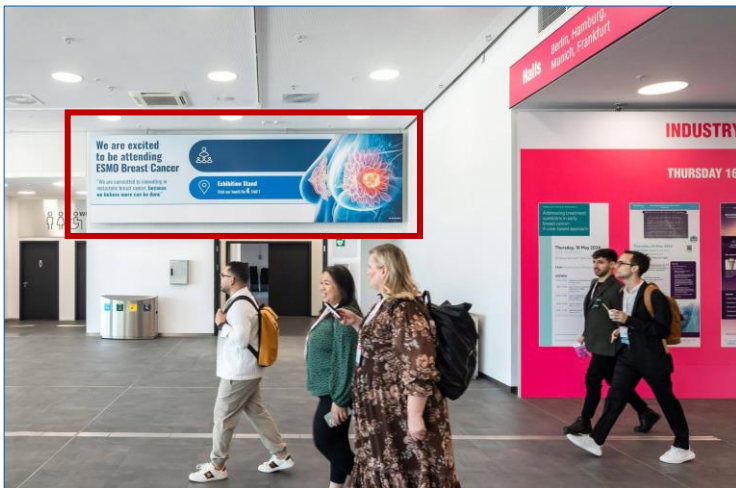
**Location** in the entrance foyer next to the café on the right side  
(see red mark on the left photo)

**Size (w x h)** 4.75 m x 1.90 m

**Hire Charge** 3,533.00 EUR

**Production/ Installation** 1,210.00 EUR

**Status** Availability upon request.



## 1 Banner close to the Entrance to the Event Hall

**Location** in the entrance foyer near to the left entrance to the Event Hall  
(see red mark on the left photo)

**Size (w x h)** 6.70 m x 1.90 m

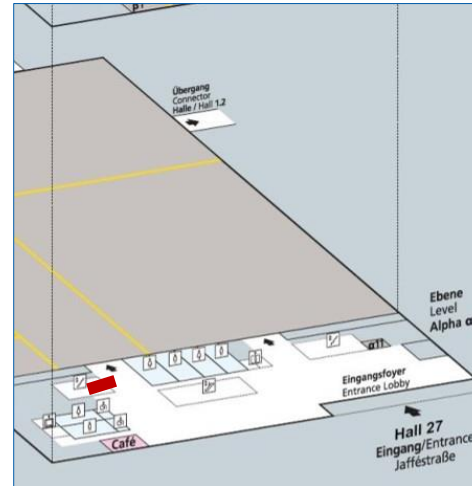
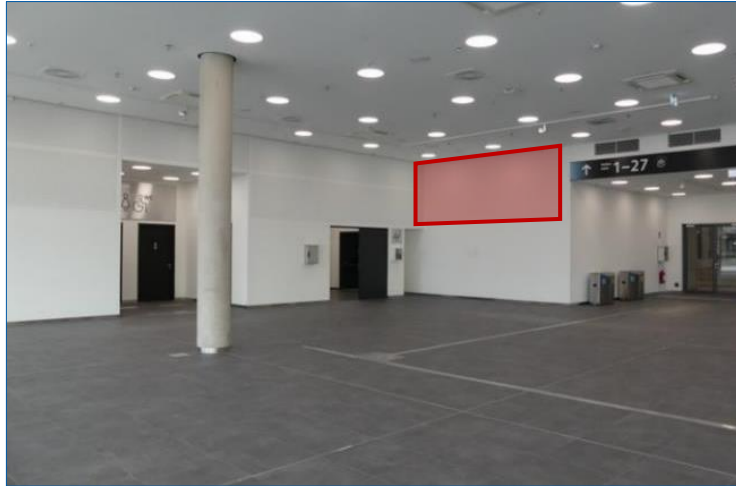
**Hire Charge** 4,983.00 EUR

**Production/ Installation** 1,560.00 EUR

**Status** Availability upon request.

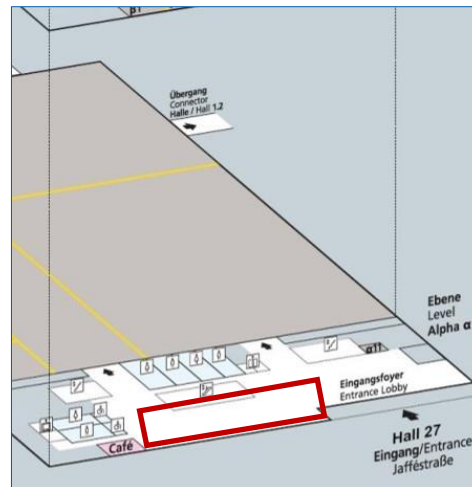


# HALL 27 – INDOORS



## Banner next to the Event Hall on the left hand side

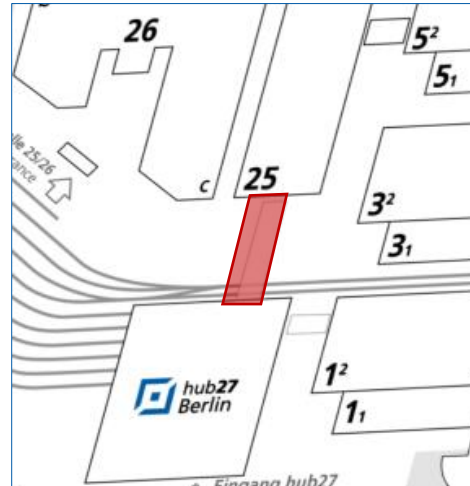
Location	banner in the entrance lobby of Hall 27 beside the hall entrance on the left hand side
Size (w x h)	5.20 m x 1.90 m
Hire Charge	3,867.00 EUR
Production/Installation	1,210.00 EUR
Status	Availability upon request.



## Display Frames in the Entrance Foyer, each 1- or 2-sided

Location	indoor positions by arrangement: e.g. in the entrance area
Size (w x h)	1.00 m x 2.00 m per side (2 sides per display)
Hire Charge	e.g. 606.00 EUR per 1-sided display e.g. 1,211.00 EUR per 2-sided display
Production/Installation	e.g. 240.00 EUR per 1-sided display e.g. 365.00 EUR per 2-sided display
Status	Availability upon request.

# HALL 27 – INDOORS



## Passageway Banners between Hall 27 and Hall 25, 2-sided

Location	up to 3 passageway banners between Hall 27 and Hall 25, each 2-sided (see red mark on the left map)
Size (w x h)	e.g. 10.60 m x 2.00 m per double-sided banner other sizes and formats possible
Hire Charge	e.g. 15,744.00 EUR per double-sided banner
Production/Installation	e.g. 2,290.00 EUR per double-sided banner
Status	Availability upon request.

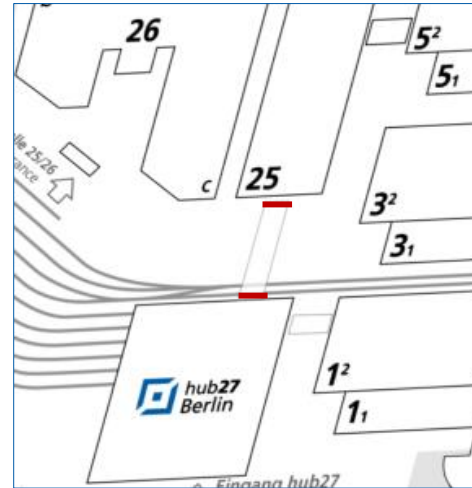
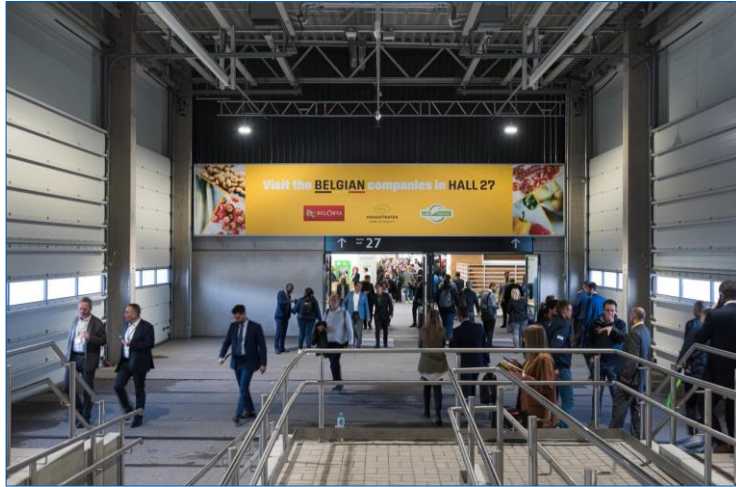


## 2 lateral Passageway Banners between Hall 27 and Hall 25

Location	2 lateral passageway banners between Hall 27 and Hall 25 (see red marks on the left map)
Size (w x h)	5.05 m x 3.50 m per banner
Hire Charge	5,625.00 EUR per banner
Production/Installation	825.00 EUR per banner
Status	Availability upon request.



# HALL 27 – INDOORS



## Option A: 2 Big Entrance Banners to Hall 27 and Hall 25

**Location** in the passageway between Hall 27 and Hall 25:  
1 banner above the entrance doors to Hall 27 and  
1 banner above the entrance doors to Hall 25

**Size (w x h)** big version: 10.60 m x 2.00 m per banner

**Hire Charge** 8,998.00 EUR per banner

**Production/Installatio** 1,515.00 EUR per banner

**Status** Availability upon request.



## Option B: 2 Smaller Entrance Banners to Hall 27 and Hall 25

**Location** in the passageway between Hall 27 and Hall 25:  
1 banner above the entrance doors to Hall 27 and  
1 banner above the entrance doors to Hall 25

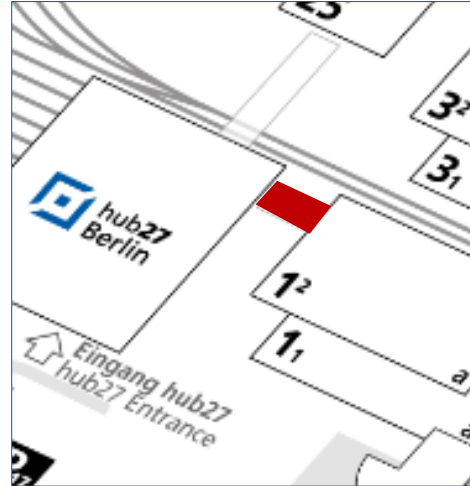
**Size (w x h)** smaller version: 6.05 m x 1.45 m per banner

**Hire Charge** 3,732.00 EUR per banner

**Production/Installation** 920.00 EUR per banner

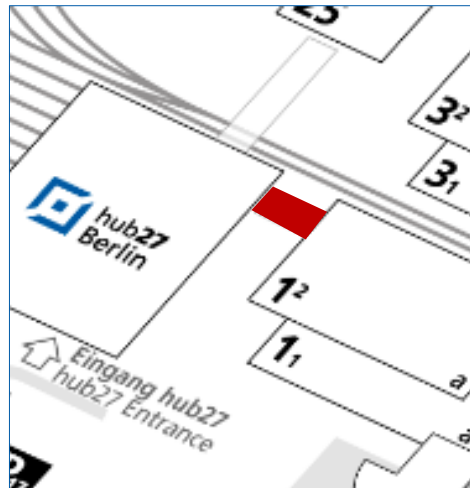
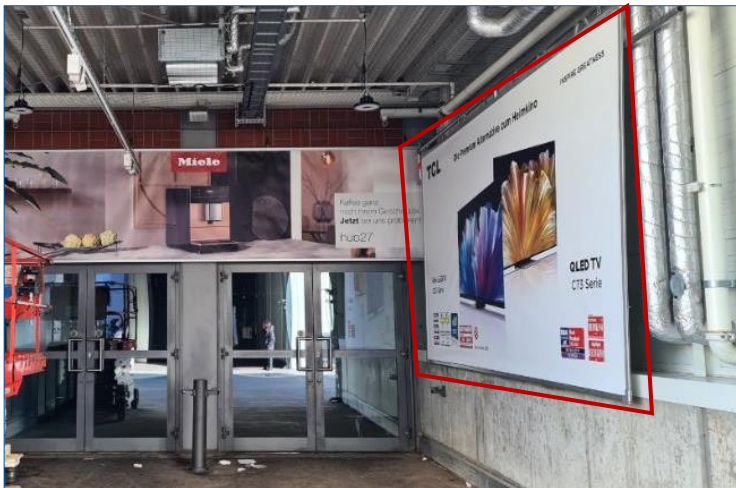
**Status** Availability upon request.

# HALL 27 – INDOORS



## Passageway Banners between Hall 27 and Hall 1.2, each double-sided

Location	up to 3 passageway banners between Hall 27 and Hall 1.2, each 2-sided (see red mark on the left map)
Size (w x h)	e.g. 6.50 m x 1.50 m per double-sided banner other sizes and formats possible
Hire Charge	6,514.00 EUR per double-sided banner
Production/Installation	1,335.00 EUR per double-sided banner
Status	Availability upon request.



## Lateral Passageway Banners between Hall 27 and Hall 1.2

Location	up to 8 lateral passageway banners between Hall 27 and Hall 1.2 (see red mark on the left map and photo)
Size (w x h)	e.g. 5.00 m x 2.50 m other sizes and formats are possible
Hire Charge	e.g. 3,953.00 EUR per banner
Production/Installation	e.g. 735.00 EUR per banner
Status	Availability upon request.



# HALL 27 – INDOORS



## 2 Entrance Banners between Hall 27 and Hall 1.2

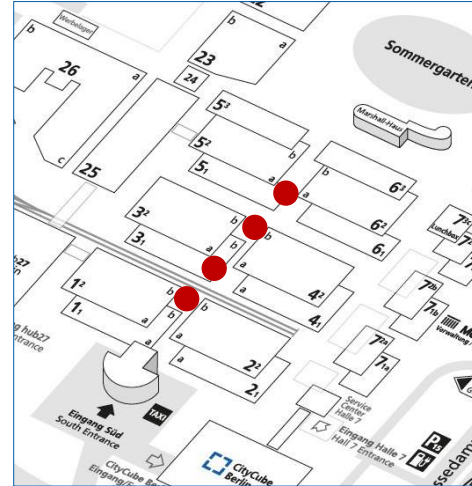
Location	2 entrance banners at the entrances to Hall 27 and Hall 1.2, each 1-sided (see red marks on the left map)
Size (w x h)	Entrance banner Hall 1.2: 6.00 m x 1.10 m Entrance banner Hall 27: 6.50 m x 1.50 m
Hire Charge	Entrance banner Hall 1.2: 2.802.00 EUR Entrance banner Hall 27: 4,138.00 EUR
Production/ Installation	Entrance banner Hall 1.2: 735.00 EUR Entrance banner Hall 27: 920.00 EUR
Status	Availability upon request.

# ON-SITE ADVERTISING SPECIFIC HALL AREAS



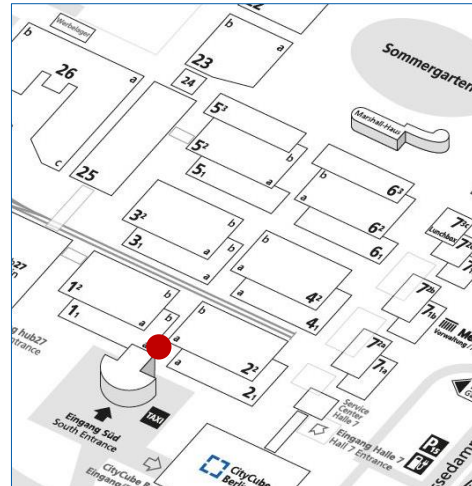


# SPECIFIC HALL AREAS – OUTDOORS AND INDOORS



## Up to 4 Entrance Banners to the Middle Foyers of Halls 1.2 to 6.2

Location	directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2
Size (w x h)	11.50 m x 2.20 m per banner (4 banners in total)
Hire Charge	8,603.00 EUR per banner
Production/ Installation	2,340.00 EUR per banner
Status	Availability upon request.



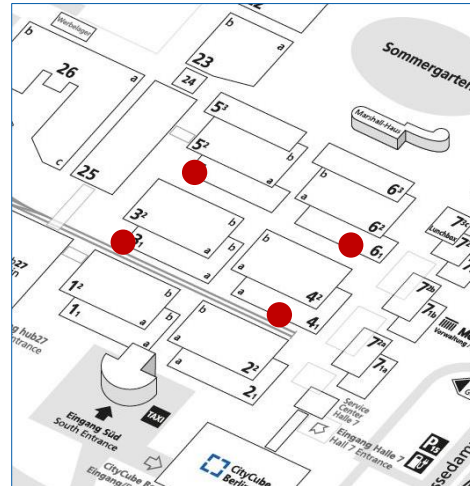
## 1 Banner to the Middle Foyer of Halls 1.1a/ 2.1a

Location	directly in the middle foyer of Halls 1.1a/ 2.1a coming from the Entrance Hall South
Size (w x h)	11.50 m x 1.50 m
Hire Charge	5,655.00 EUR
Production/ Installation	2,345.00 EUR
Status	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



option A



## Option A: Big Banners in the lateral Passageways of Halls 1.1 to 6.1

**Location** in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1:  
8 banners per passageway  
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1:  
6 banners per passageway

**Size (w x h)** 5.00 m x 3.90 m per banner

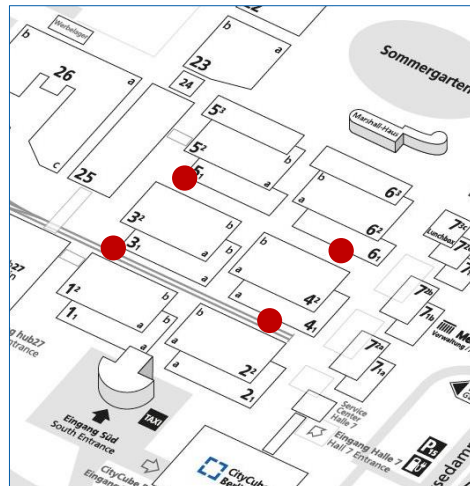
**Hire Charge** 6,654.00 EUR per banner

**Production/ Installation** 1,180.00 EUR per banner

**Status** Availability upon request.



option B



## Option B: Small Banners in the lateral Passageways of Halls 1.1 to 6.1

**Location** in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1:  
8 banners per passageway  
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1:  
6 banners per passageway

**Size (w x h)** 3.00 m x 3.00 m per banner

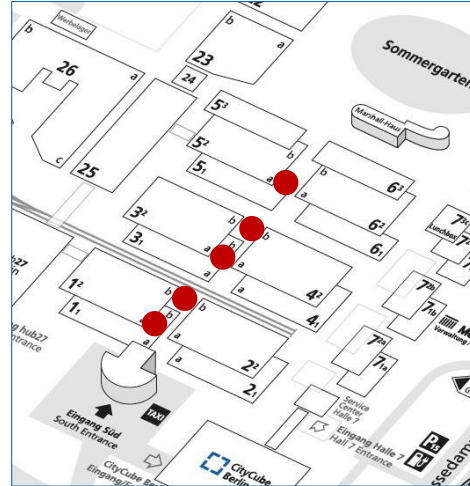
**Hire Charge** 3,069.00 EUR per banner

**Production/ Installation** 610.00 EUR per banner

**Status** Availability upon request.

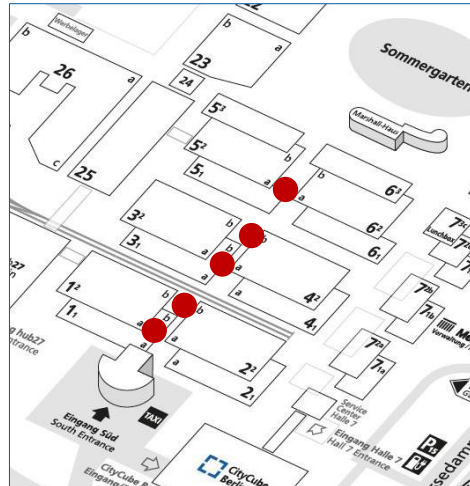
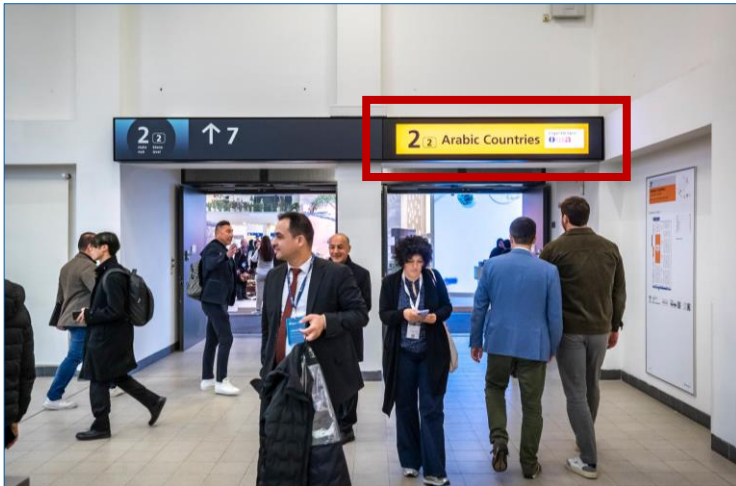


# SPECIFIC HALL AREAS – INDOORS



## Up to 12 UltraStretched Displays GUIDING SYSTEM CENTRAL

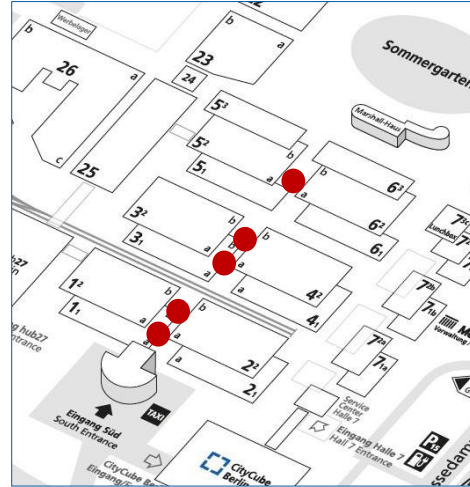
Location	12 screens in the middle foyers of Halls 1.2 to 6.2a directly in the official GUIDING SYSTEM in the walkway to the next middle foyer <b>This package can be booked by all exhibitors.</b>
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3840 x 600 pixel; ratio: 58:9
Price	<a href="#">see page 9</a>
Status	Availability upon request.



## Up to 18 UltraStretched Displays GUIDING SYSTEM HALL ENTRANCES

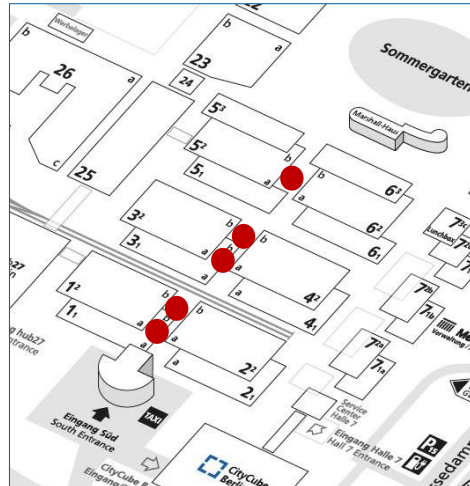
Location	in the GUIDING SYSTEM above the entrances to the respective Halls (see red mark on the left photo) <b>Only available for exhibitors in the respective Halls.</b>
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3840 x 600 pixel; ratio: 58:9
Price	<a href="#">see page 11</a>
Status	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## Option A: Hanging Banners in the Middle Foyers of Halls 1.2 to 6.2, each 2-sided

Location	in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases
Size (w x h)	9.00 m x 3.00 m per double-sided banner (print on front and back side)
Hire Charge	14,997.00 EUR per double-sided banner
Production/Installation	2,565.00 EUR per double-sided banner
Status	Availability upon request.

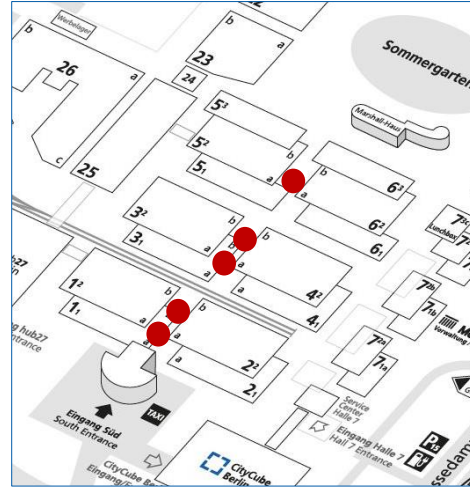
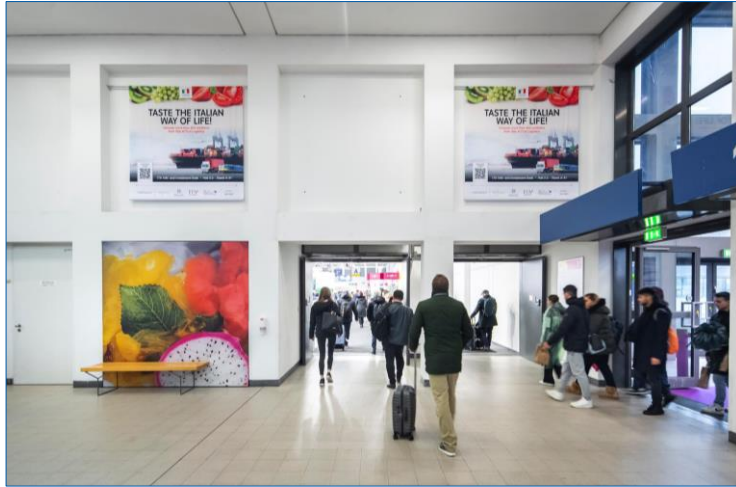


## Option B: Hanging Banners in the Middle Foyers of Halls 1.2 to 6.2, each 2-sided

Location	in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases
Size (w x h)	2.00 m x 3.00 m per double-sided banner (print on front and back side)
Hire Charge	3,974.00 EUR per double-sided banner
Production/Installation	495.00 EUR per double-sided banner
Status	Availability upon request.

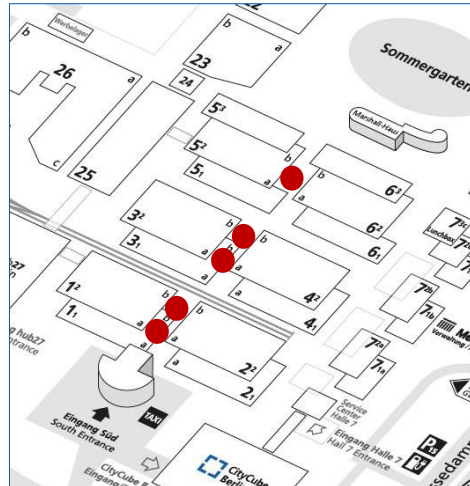


# SPECIFIC HALL AREAS – INDOORS



## Option A: Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2

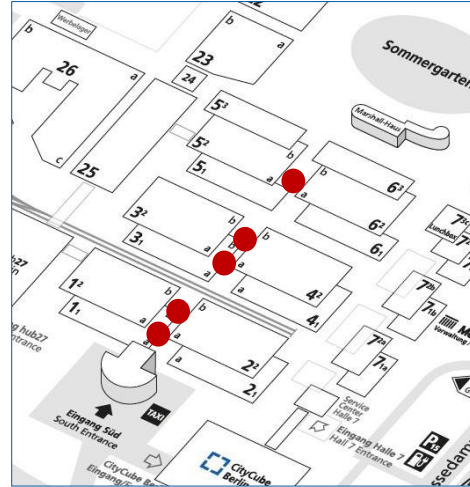
Location	in the middle foyers above the entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	2.00 m x 2.00 m per banner
Hire Charge	1,318.00 EUR per banner
Production/ Installation	335.00 EUR per banner
Status	Availability upon request.



## Option B: Entrance Brandings in the Middle Foyers of Halls 1.2 to 6.2

Location	in the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	1 entrance branding consists of: 1 horizontal banner with approx. 23.40 m x 2.52 m 2 lateral banners on the left and right with approx. 2.50 m x 2.52 m each
Hire Charge	18,873.00 EUR per entrance branding
Production/ Installation	7,870.00 EUR per entrance branding
Status	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



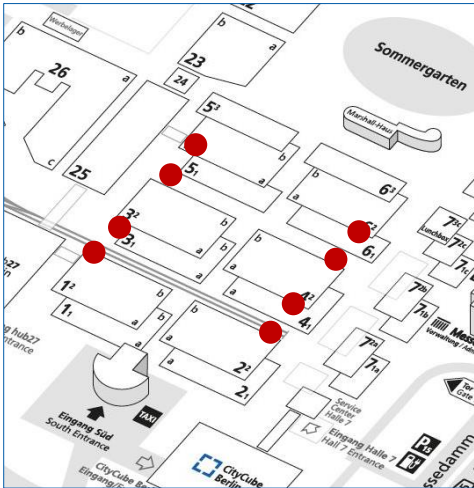
## Option C: Banners in the Middle Foyers of Halls 1.2 to 6.2

Location	in the middle foyers above the entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	e.g. 11.50 m x 2.20 m per banner
Hire Charge	e.g. 8,603.00 EUR per banner
Production/Installation	e.g. 2,450.00 EUR per banner
Status	Availability upon request.





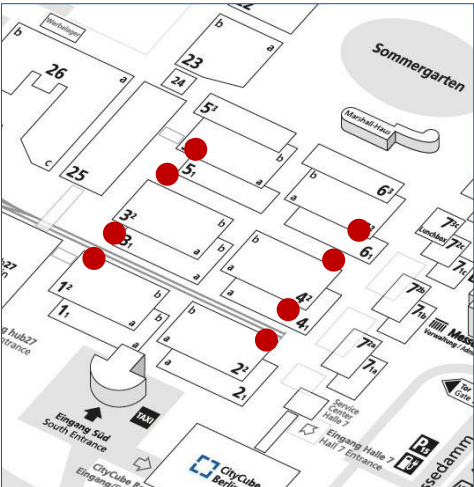
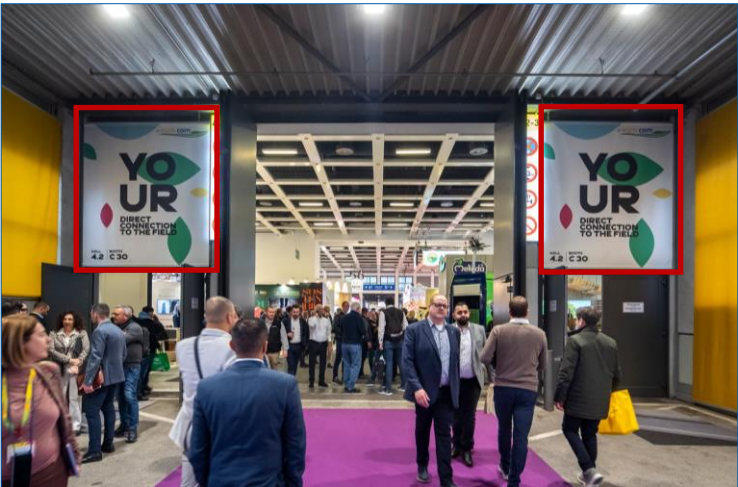
# SPECIFIC HALL AREAS – INDOORS



## Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

Location	at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red marks on the photo)
Size (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance)
Hire Charge	10,073.00 EUR for 4 banners, i.e. per entrance
Production/ Installation	4,770.00 EUR for 4 banners, i.e. per entrance

Status Availability upon request.

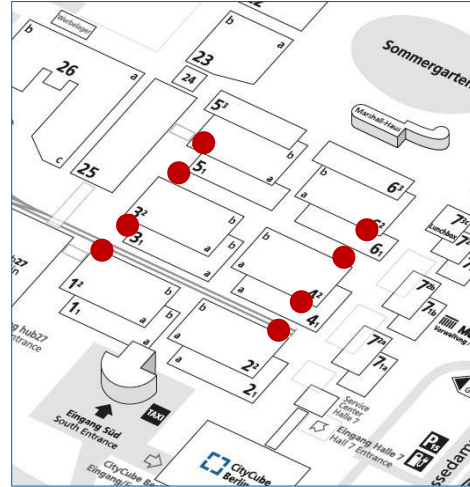


## Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

Location	on the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red marks on the photo)
Size (w x h)	approx. 2.50 m x 2.80 m per banner (2 banners per entrance)
Hire Charge	3,445.00 EUR for 2 banners, i.e. per entrance
Production/ Installation	1,315.00 EUR for 2 banners, i.e. per entrance

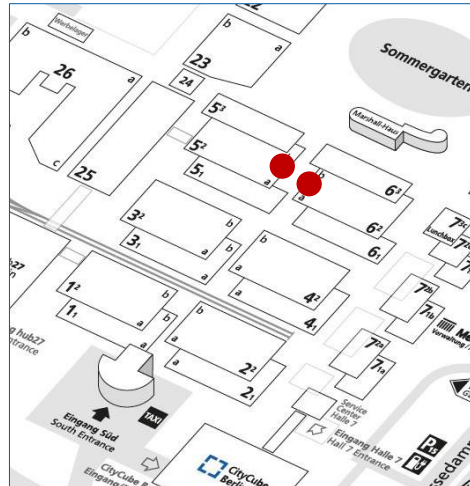
Status Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

Location	in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red mark on the photo)
Size (w x h)	10.00 m x 1.00 m per side, 2 sides in total (2 banners back to back per entrance)
Hire Charge	4,577.00 EUR for 2 banners back to back i.e. per entrance
Production/ Installation	3,390.00 EUR for 2 banners back to back i.e. per entrance
Status	Availability upon request.

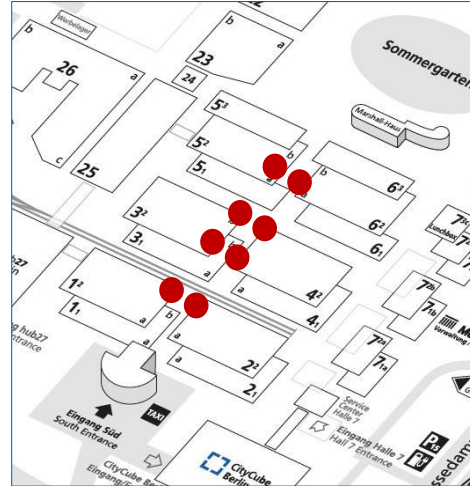
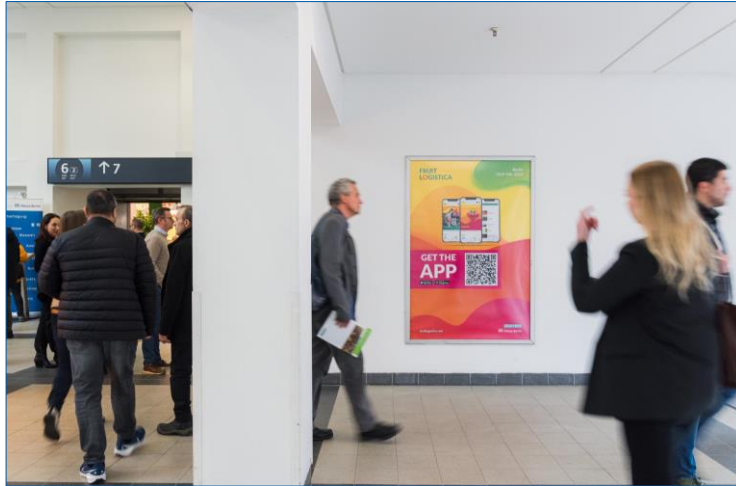


## 2 Wall Brandings in the Middle Foyer of Halls 5.2b/ 6.2b

Location	<ul style="list-style-type: none"> <li>in the middle foyer between the entrance doors of Hall 5.2b</li> <li>in the middle foyer between the entrance doors of Hall 6.2b</li> </ul>
Size (w x h)	14.60 m x 2.50 m per branding
Hire Charge	7,686.00 EUR per branding
Production/ Installation	3,480.00 EUR per branding
Status	Availability upon request.



# SPECIFIC HALL AREAS – INDOORS



## 8 Poster Showcases between Halls 1.2 to 6.2, unlighted

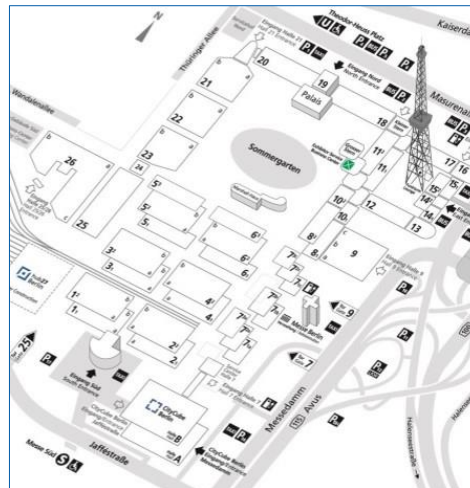
- Location**
- exit area middle foyer Halls 1.2/ 2.2: 2 showcases
  - entrance area middle foyer Halls 3.2/ 4.2: 2 showcases
  - exit area middle foyer Halls 3.2/ 4.2: 2 showcases
  - entrance area middle foyer Halls 5.2/ 6.2: 2 showcases

**Size (w x h)** 1.18 m x 1.75 m per poster

**Hire Charge** 496.00 EUR per poster

**Production/ Installation** 150.00 EUR per poster

**Status** Availability upon request.



## Banners within the Halls

**Location** within the halls at walls (see red mark on the left picture) or above the booth

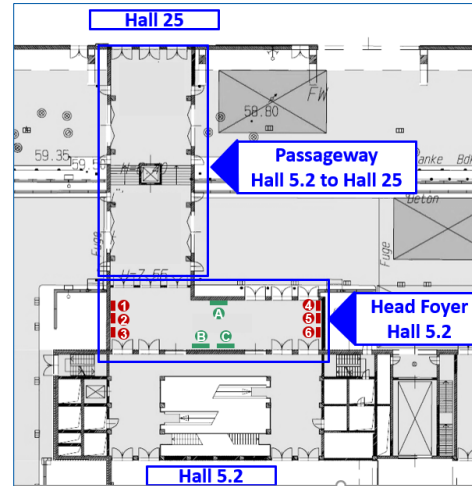
**Size (w x h)** e.g. 2.00 m x 5.00 m per banner  
(other formats on demand)

**Hire Charge** 3,400.00 EUR per banner

**Production/ Installation** 490.00 EUR per banner

**Status** Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## 6 Lateral Banners in the Head Foyer of Hall 5.2

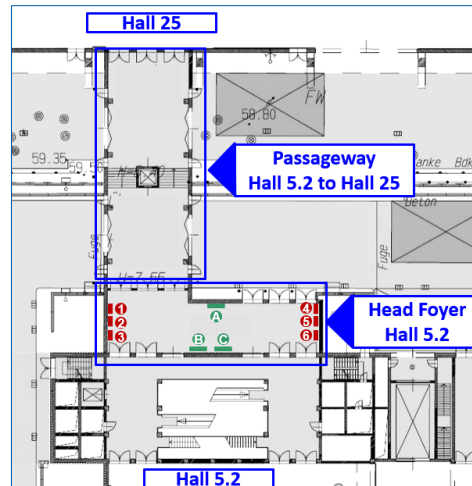
**Location** 6 banners in the head foyer of Hall 5.2 as connection to Hall 25:  
3 banners at the north and 3 banners at the south side  
(see exemplary red mark on the photo)

**Size (w x h)** 1.30 m x 2.30 m per banner

**Hire Charge** 5,262.00 EUR for all 6 banners

**Production/ Installation** 720.00 EUR for all 6 banners

**Status** Availability upon request.



## 3 Lateral Banners in the Head Foyer of Hall 5.2

**Location** 3 banners in the head foyer of Hall 5.2 as connection to Hall 25:  
2 banners at the east and 1 banner at the west side  
(see red marks on the photo)

**Size (w x h)** 2.50 m x 2.50 m per banner

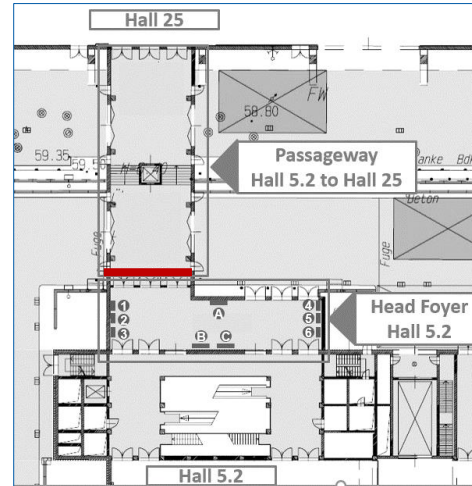
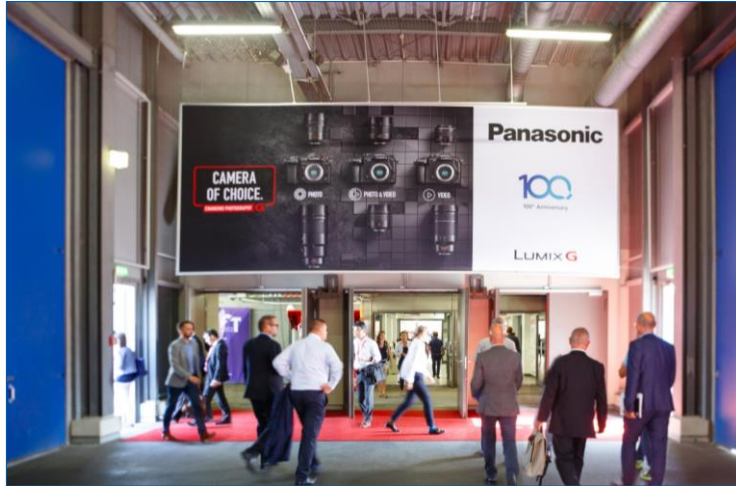
**Hire Charge** 5,235.00 EUR for all 3 banners

**Production/ Installation** 560.00 EUR for all 3 banners

**Status** Availability upon request.



# SPECIFIC HALL AREAS – INDOORS



## 1 Entrance Banner leading to Hall 5.2a

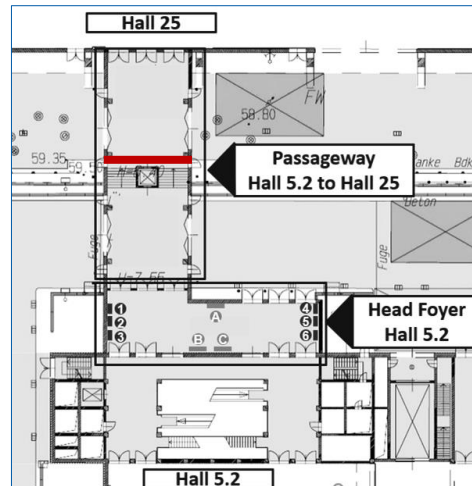
**Location** at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a

**Size (w x h)** 7.80 m x 3.00 m

**Hire Charge** 9,045.00 EUR

**Production/Installation** 1,265.00 EUR

**Status** Availability upon request.



## 1 Passageway Banner leading to Hall 5.2a

**Location** in the middle of the passageway to Hall 5.2 a coming from Hall 25

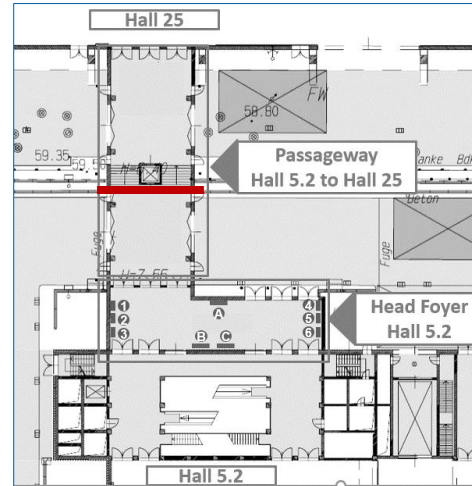
**Size (w x h)** 7.80 m x 2.50 m

**Hire Charge** 7,538.00 EUR

**Production/Installation** 1,180.00 EUR

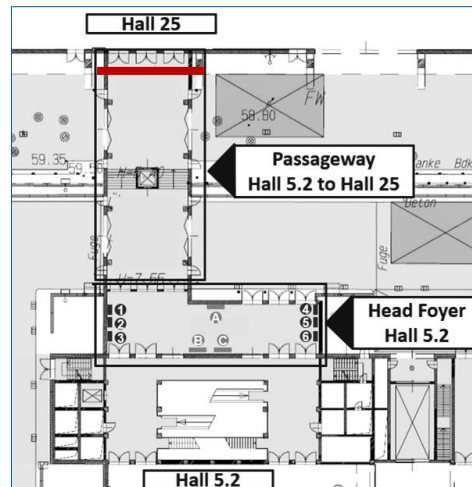
**Status** Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## 1 Passageway Banner leading to Hall 25

Location	in the middle of the passageway to Hall 25 coming from Hall 5.2a
Size (w x h)	7.80 m x 1.30 m
Hire Charge	3,920.00 EUR
Production/Installation	925.00 EUR
Status	Availability upon request.

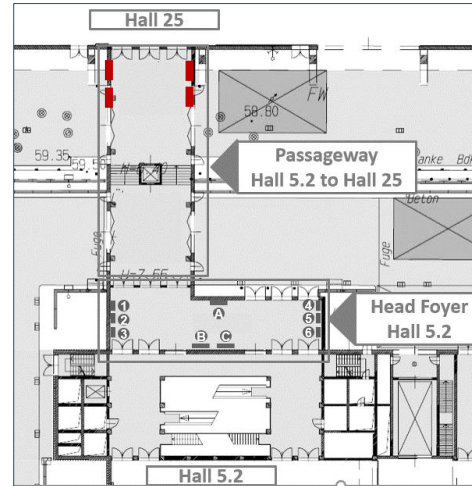


## 1 Entrance Banner to Hall 25

Location	directly above the entrance doors to Hall 25 coming from Hall 5.2a
Size (w x h)	7.80 m x 2.50 m
Hire Charge	7,538.00 EUR
Production/Installation	1,180.00 EUR
Status	Availability upon request.



# SPECIFIC HALL AREAS – INDOORS



## 4 Lateral Banners to Hall 25

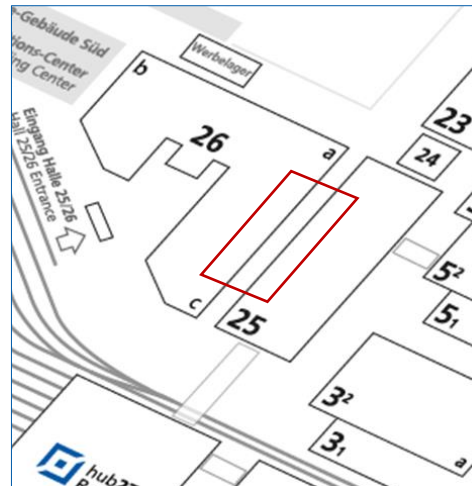
**Location** 4 banners at the entrance to Hall 25 coming from Hall 5.2a:  
2 banners at the north and 2 banners at the south side  
(see exemplary red mark on the photo)

**Size (w x h)** 1.30 m x 2.60 m per banner

**Hire Charge** 4,600.00 EUR for all 4 banners

**Production/ Installation** 505.00 EUR for all 4 banners

**Status** Availability upon request.



## Passageway and Catering Area Branding between Halls 25 and 26

**Location** various banners in the passageway connecting Halls 25/ 26 as well as in the catering area in this passageway

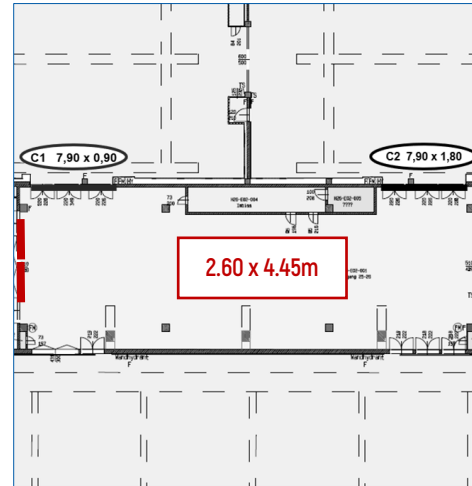
**Size (w x h)** 4 banners à 2.60 m x 4.45 m,  
2 banners à 4.00 m x 3.50 m and  
4 banners à 3.00 m x 2.00 m

**Hire Charge** 29,478.00 EUR for all 10 banners

**Production/ Installation** 5,745.00 EUR for all 10 banners

**Status** Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## 4 Passageway Banners between Halls 25 and 26

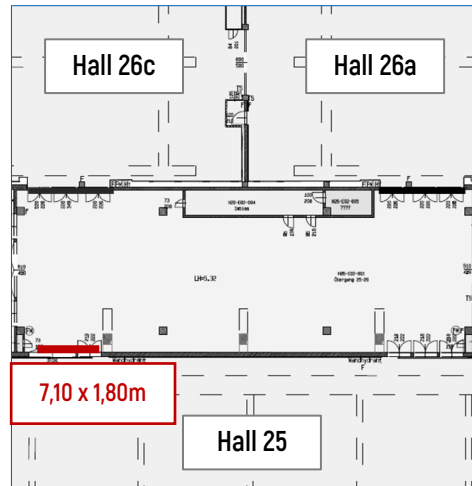
**Location** at the sides of both passageways connecting Halls 25 and 26:  
2 banners in the left passageway and 2 banners in the right passageway  
(see exemplary marks A2 and A3 on the photo)

**Size (w x h)** 2.60 m x 4.45 m per banner

**Hire Charge** 4,466.00 EUR per banner

**Production/ Installation** 675.00 EUR per banner

**Status** Availability upon request.



## 1 Banner above the right Entrance to Hall 25

**Location** directly above the entrance doors to Hall 25 coming from Hall 26c  
(see red mark on the photo)

**Size (w x h)** 7.10 m x 1.80 m

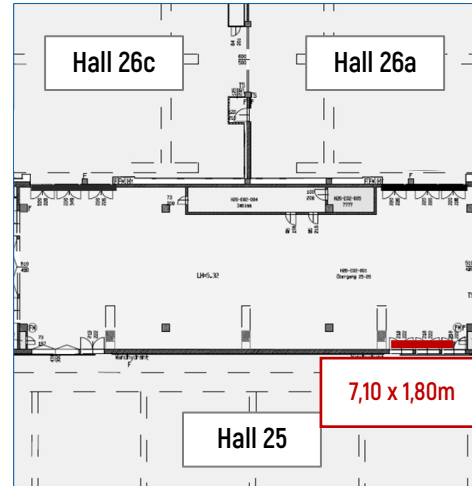
**Hire Charge** 4,934.00 EUR

**Production/ Installation** 785.00 EUR

**Status** Availability upon request.

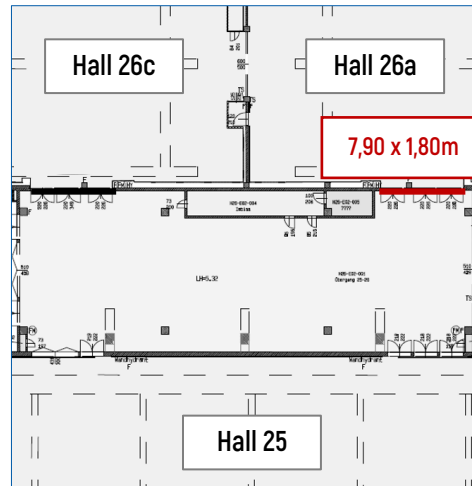


# SPECIFIC HALL AREAS – INDOORS



## 1 Banner above the left Entrance to Hall 25

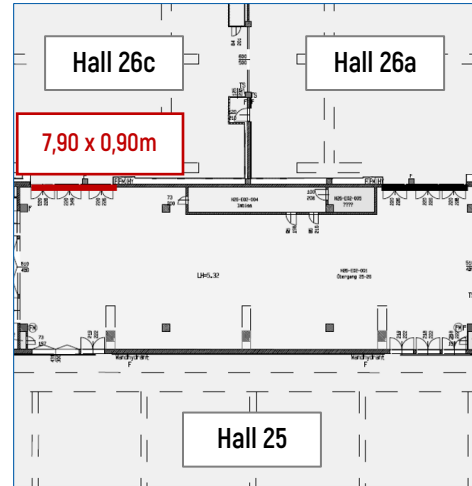
Location	directly above the entrance doors to Hall 25 coming from Hall 26a
Size (w x h)	7.10 m x 1.80 m
Hire Charge	4,934.00 EUR
Production/Installation	785.00 EUR
Status	Availability upon request.



## 1 Entrance Banner to Hall 26a

Location	directly above the entrance doors to Hall 26a coming from Hall 25
Size (w x h)	7.90 m x 1.80 m
Hire Charge	5,495.00 EUR
Production/Installation	855.00 EUR
Status	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS

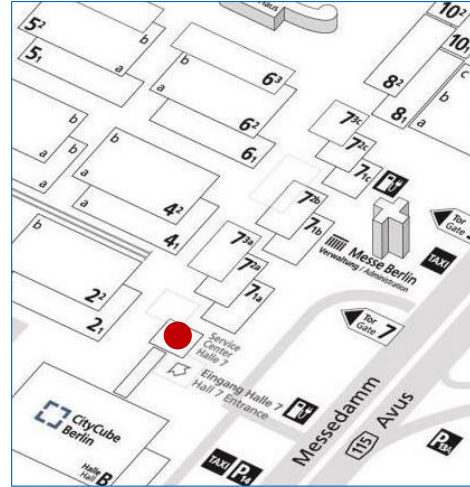


## 1 Entrance Banner to Hall 26c

Location	directly above the entrance doors to Hall 26c coming from Hall 25
Size (w x h)	7.90 m x 0.90 m
Hire Charge	3,629.00 EUR
Production/ Installation	710.00 EUR
Status	Availability upon request.



# SPECIFIC HALL AREAS – INDOORS



## 1 Banner in Hall 7, 1-sided

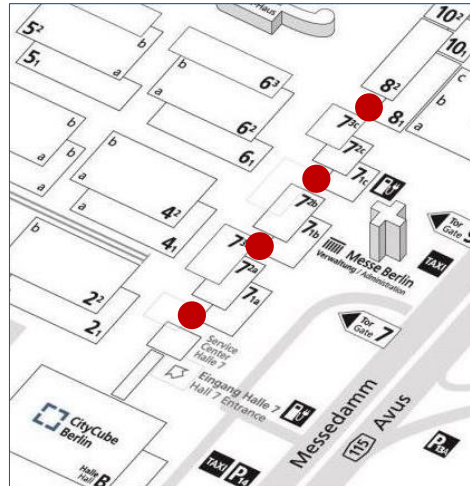
**Location** suspended banner directly in the entrance area of Hall 7  
(see red mark on the left photo)

**Size (w x h)** 3.50 m x 2.50 m  
(print only on the front side)

**Hire Charge** 2,853.00 EUR

**Production/  
Installation** 590.00 EUR

**Status** Availability upon request.



## 15 Poster Showcases between Halls 7.2 and 8, unlighted

**Location** in the entrance areas and passages of Hall 7.2 and Hall 8

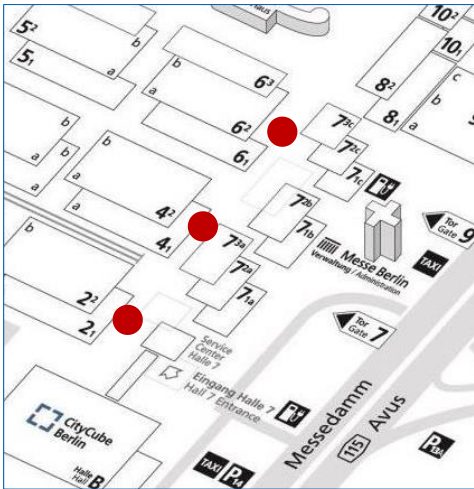
**Size (w x h)** 1.18 m x 1.75 m per poster

**Hire Charge** 496.00 EUR per poster

**Production/  
Installation** 150.00 EUR per poster

**Status** Availability upon request.

# SPECIFIC HALL AREAS – INDOORS

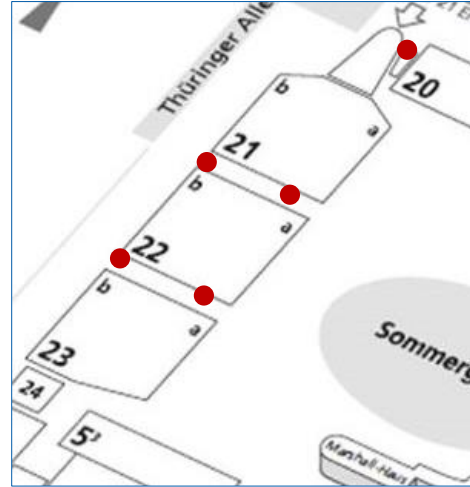


## Passageway Banners between Halls 2.2, 4.2, 6.2 and 7.2

Location	<ul style="list-style-type: none"><li>3 banners in the passageway between Halls 2.2 and 7.2a</li><li>3 banners in the passageway between Halls 4.2 and 7.2b</li><li>3 banners in the passageway between Halls 6.2 and 7.2c</li></ul>
Size (w x h)	3 banners: 5.50 m x 1.50 m each per passageway (2 one-sided and 1 double-sided banners)
Hire Charge	10,908.00 EUR for 3 banners, i.e. per passageway
Production/ Installation	3,312.00 EUR for 3 banners, i.e. per passageway
Status	Availability upon request.

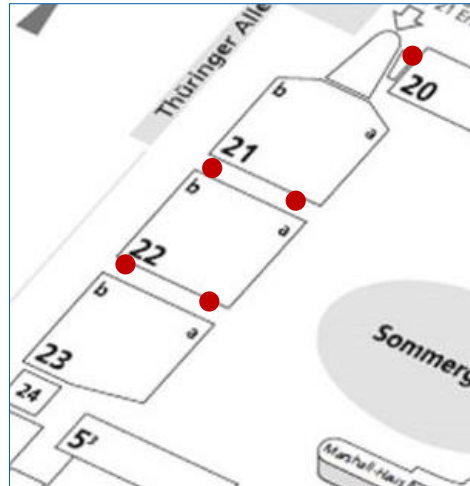


# SPECIFIC HALL AREAS – INDOORS



## Option A: Wall brandings between Halls 20, 21, 22 and 23

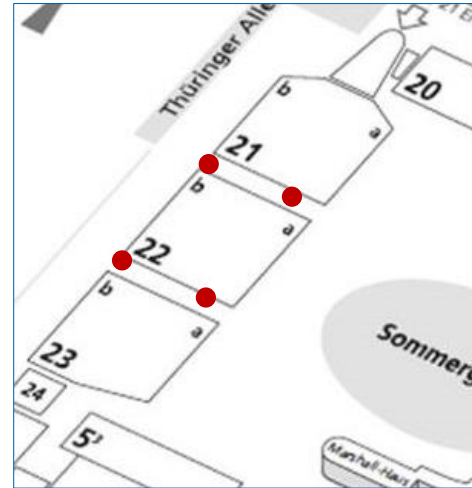
Location	wall brandings within the catering areas and next to the passageways between Halls 20 to 23 (see red marked areas on the left map)
Size (w x h)	e.g. up to 9.50 m x 1.17 m per branding area
Hire Charge	4,820.00 EUR per branding area
Production/Installation	1,066.00 EUR per branding area
Status	Availability upon request.



## Option B: Poster Galleries between Halls 20, 21, 22 and 23

Location	directly within the catering areas and passageways between Halls 20, 21, 22 and 23
Size (w x h)	DIN A0 format, i.e. 0.841 m x 1.189 m per poster (up to 10 or 16 posters per area)
Hire Charge	374.00 EUR per poster
Production/Installation	95.00 EUR per poster
Status	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## Framed Entrance Banners to Halls 21, 22 and 23

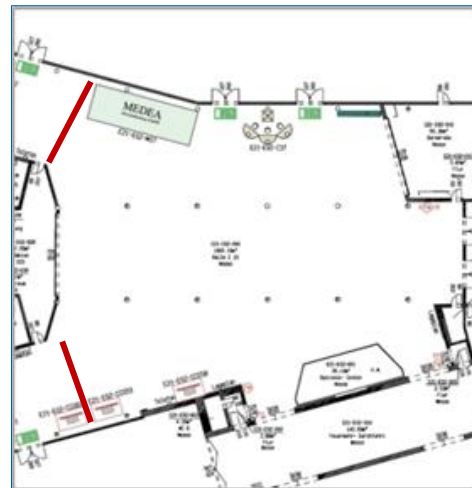
**Location** above various entrances to Halls 21, 22 as well as 23  
(see red marks on the map)

**Size (w x h)** from 4.45 to 4.75 m x 1.50 m per banner

**Hire Charge** 3,092.00 EUR per banner

**Production/ Installation** 1,410.00 EUR per banner

**Status** Availability upon request.



## 2 Direction Banners to Halls 21, 22 and 23, each 2-sided

**Location** in the entrance areas to Hall 21 coming from Halls 20/ 21  
(see red marks on the map)

**Size (w x h)** e.g. 5.50 m x 0.50 m per side  
(2 sides per banner – other formats are possible)

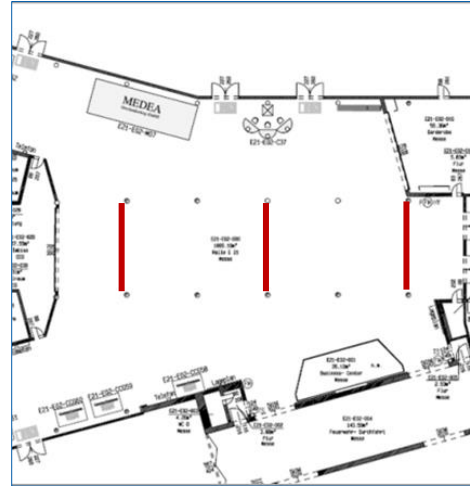
**Hire Charge** e.g. 1,267.00 EUR per double-sided banner

**Production/ Installation** e.g. 885.00 EUR per double-sided banner

**Status** Availability upon request.

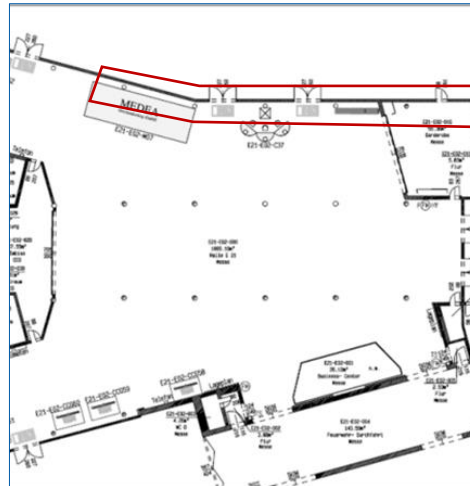


# SPECIFIC HALL AREAS – INDOORS



## Suspended Banners between Halls 20 and 21, each 2-sided

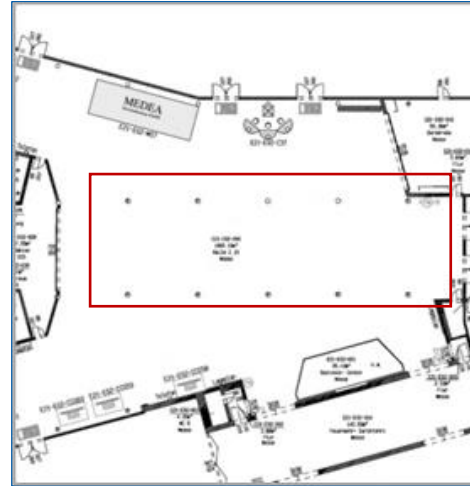
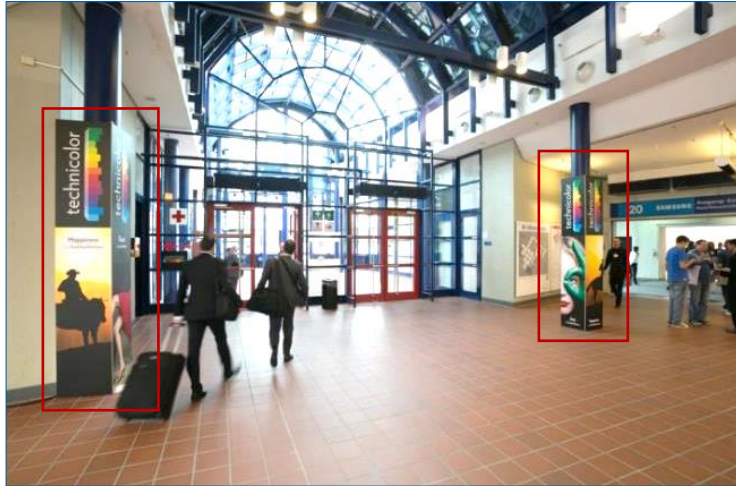
Location	in the entrance area to Hall 21
Size (w x h)	3.00 m x 2.00 m per side (print on front and back side)
Hire Charge	2,746.00 EUR per double-sided banner
Production/ Installation	408.00 EUR per double-sided banner
Status	Availability upon request.



## Window Brandings between Halls 20 and 21

Location	in the entrance area to Hall 21b coming from the Entrance Hall 21 and from Hall 20
Size (w x h)	e.g. 12 windows: 1.13 m x 0.78 m each
Hire Charge	e.g. 4,841.00 EUR for 12 windows
Production/ Installation	e.g. 550.00 EUR for 12 windows
Status	Availability upon request

# SPECIFIC HALL AREAS – INDOORS



## 10 Pillar Brandings between Halls 20 and 21, each 4-sided

**Location** in the entrance areas to Halls 20 and 21

**Size (w x h)** approx. 0.58 m x 2.50 m per side  
(4 sides per pillar)

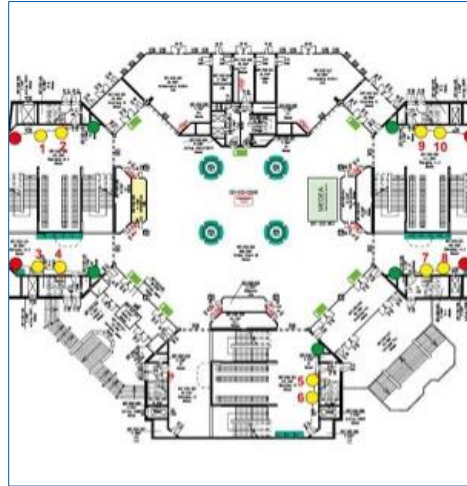
**Hire Charge** 1,969.00 EUR per 4-sided pillar branding

**Production/Installation** 1,375.00 EUR per 4-sided pillar branding

**Status** Availability upon request.

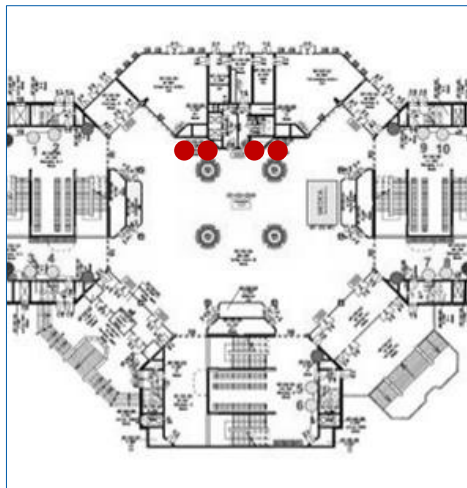


# SPECIFIC HALL AREAS – INDOORS



## 10 Poster Frames in the Passageway "Großer Stern"

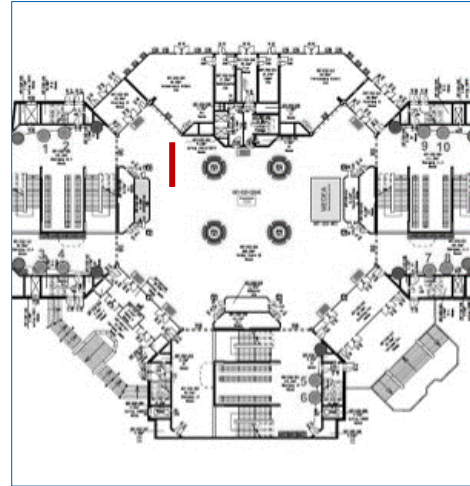
<b>Location</b>	in the passageway "Großer Stern" on Level 2 between Halls 10.2, 11.2 and 12 (see yellow points on the map)
<b>Size (w x h)</b>	0.99 m x 2.31 m per poster
<b>Hire Charge</b>	819.00 EUR per poster
<b>Production/ Installation</b>	170.00 EUR per poster
<b>Status</b>	Availability upon request.



## 4 Digital Displays in the Passageway "Großer Stern"

<b>Location</b>	in the passageway "Großer Stern" on Level 2 with 4 screens in total whereof 2 screens are installed side by side (see exemplary photo)
<b>Technical Specs</b>	75" displays picture format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel file format: PNG video format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel ratio: 9:16 / 60 fps file format: MPEG-4 (.mp4) with an H.264 video compression code
<b>Hire Charge</b>	2,069.00 EUR per screen for an exclusive 30 sec. spot within a loop with organizer content
<b>Status</b>	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## Suspended Banners in "Großer Stern", each 2-sided

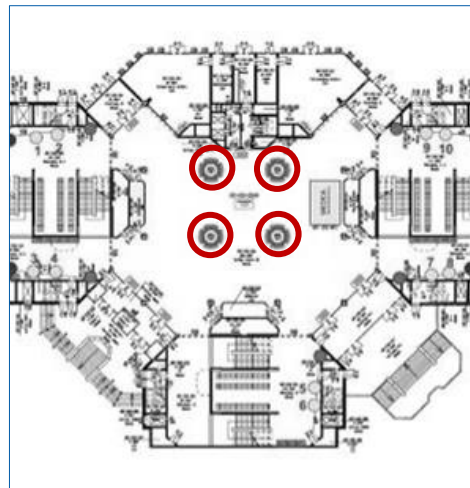
**Location** in the passageway "Großer Stern" on level 2 at the exit to Summer Garden (see red mark on the left map)

**Size (w x h)** 6.00 m x 0.90 m per side  
(print on front and back side)

**Hire Charge** 2,470.00 EUR per double-sided banner

**Production/ Installation** 1,090.00 EUR per double-sided banner

**Status** Availability upon request.



## Up to 4 Pillar Brandings in the Passageway "Großer Stern", each 4-sided

**Location** in the passageway "Großer Stern" on Level 2 (see red marks on the left map)

**Size (w x h)** 0.80 m x 4.08 m per side  
(4 sides per pillar)

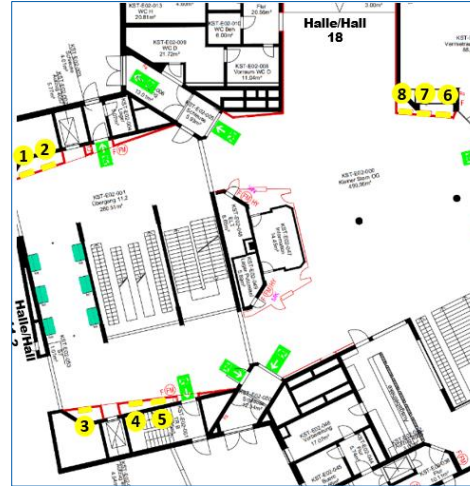
**Hire Charge** 4,156.00 EUR per 4-sided pillar branding

**Production/ Installation** 1,935.00 EUR per 4-sided pillar branding

**Status** Availability upon request.

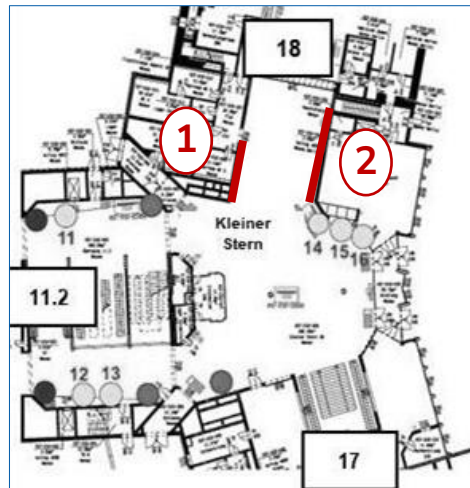


# SPECIFIC HALL AREAS – INDOORS



## 6 Poster Frames in the Passageway "Kleiner Stern"

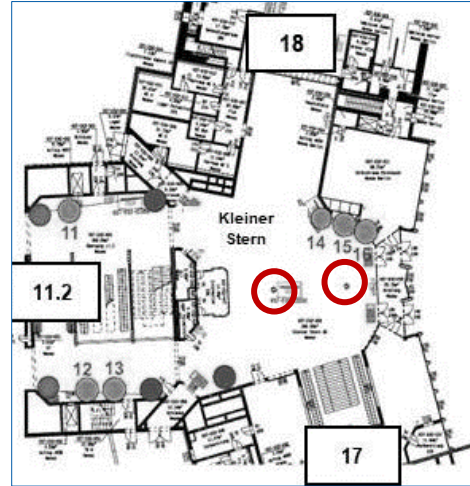
Location	in the passageway "Kleiner Stern" on Level 2 between Halls 11.2, 17 and 18 (see yellow points on the map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	819.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request.



## 2 Wall Brandings in the Passageway "Kleiner Stern"

Location	in the passageway "Kleiner Stern" on level 2 at Hall 18
Size (w x h)	position 1: 6.00 m x 2.20 m position 2: 8.10 m x 2.20 m
Hire Charge	position 1: 6,036.00 EUR position 2: 8,149.00 EUR
Production/ Installation	position 1: 790.00 EUR position 2: 1,065.00 EUR
Status	Availability upon request.

# SPECIFIC HALL AREAS – INDOORS



## Up to 2 Pillar Brandings in the Passageway "Kleiner Stern", each 4-sided

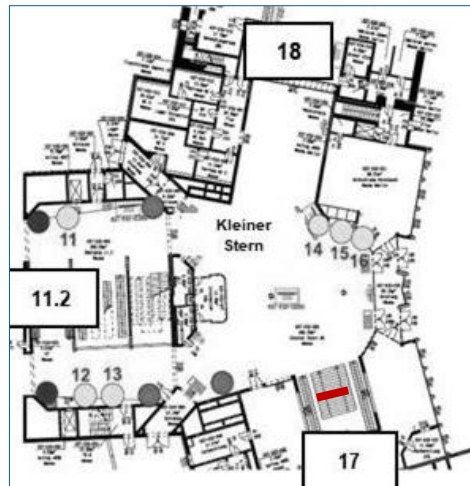
**Location** in the passageway "Kleiner Stern" on Level 2 in the passageway "Kleiner Stern" on level 2 between Halls 11.2, 17 and 18

**Size (w x h)** 0.65 m x 3.30 m per side  
(4 sides per pillar)

**Hire Charge** 2,732.00 EUR per 4-sided pillar branding

**Production/ Installation** 1,610.00 EUR per 4-sided pillar branding

**Status** Availability upon request.



## 1 Suspended Banner in the Passageway "Kleiner Stern" and Hall 17

**Location** directly above the stairs and between the escalators connecting Hall 17 and the passageway "Kleiner Stern" on level 2 (see red mark in the left photo)

**Size (w x h)** 4.20 m x 1.50 m

**Hire Charge** 2,881.00 EUR

**Production/ Installation** 1,090.00 EUR

**Status** Availability upon request.



# ON-SITE ADVERTISING SPECIALS

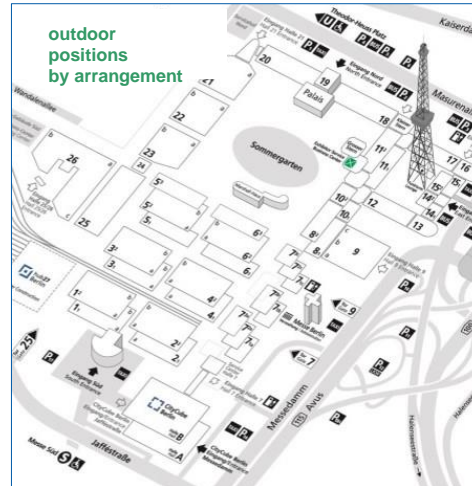


# SPECIALS – OUTDOORS



## Advertising Inflatables: Balloons etc.

Location	positions by arrangement: e.g. on roofs of the halls or in the Summer Garden
Size (w x h)	e.g. 3.00 m diameter per balloon Other formats and shapes are possible.
Hire Charge	5,990.00 EUR for 1 balloon with 3.00 m diameter
Production/Installation	7,600.00 EUR for 1 balloon with 3.00 m diameter incl. handling
Status	Availability upon request.



## Floor Graphics

Location	outdoor positions by arrangement
Size (w x h)	e.g. 2.40 m x 2.40 m per floor graphic Special formats (see photo on the left) are possible.
Hire Charge	2,297.00 EUR per floor graphic
Production/Installation	670.00 EUR per floor graphic
Status	Availability upon request.

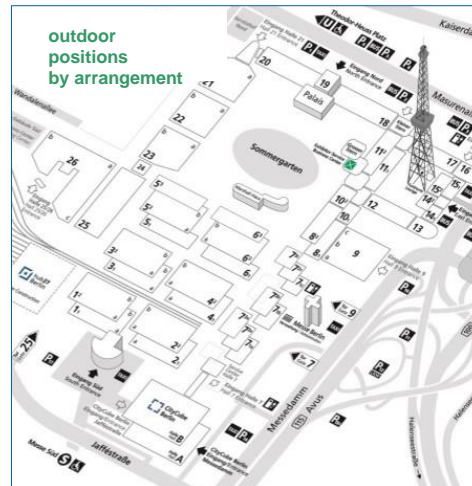


# SPECIALS – OUTDOORS



## Advertising Towers, each 4-sided

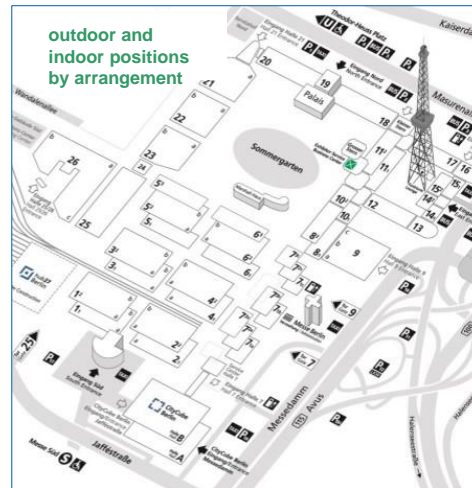
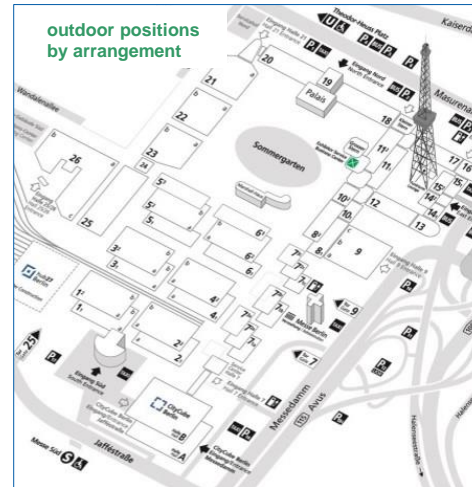
Location	positions by arrangement
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 10,941.00 EUR per 4-sided tower e.g. big: 23,301.00 EUR per 4-sided tower
Production/Installation	e.g. small: 2,970.00 EUR per 4-sided tower e.g. big: 4,995.00 EUR per 4-sided tower
Status	Availability upon request.



## Bench Displays, each 2-sided

Location	outdoor positions by arrangement: at entrances, in passageways, at roadways etc.
Size (w x h)	2.05 m x 2.05 m per double-sided sign (1 double-sided sign with foil on front and back side per display)
Hire Charge	2,180.00 EUR per double-sided display and double-sided sign
Production/Installation	658.00 EUR per double-sided display and double-sided sign
Status	Availability upon request.

# SPECIALS – OUTDOORS & INDOORS



## LED Sprinter

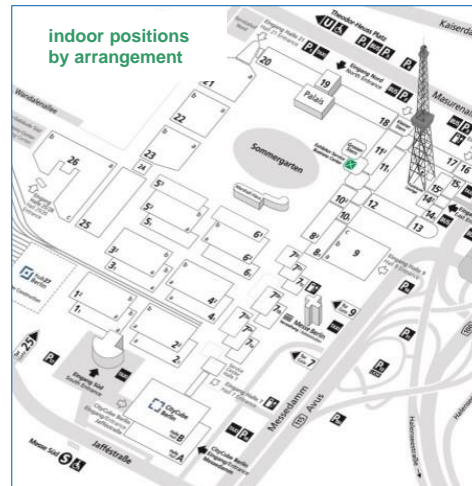
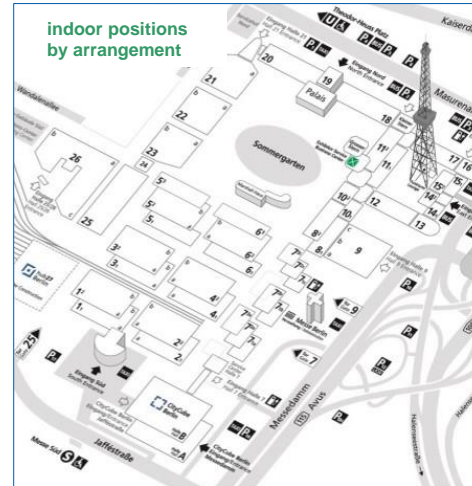
Details	Sprinter Van with digital screens on three sides, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	Different sized screens on three sides roughly 21 square meters screen size Truck size 7.10 m x 2.10 m x 3.20 m
Package Price	from 32,960.00 EUR depending on location
Status	Availability upon request.

## LED Trailer

Details	Trailer with LED screen on top, the bottom trailer can be branded with adhesive foil for an additional charge, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	from 6.00 m x 3.50 m screen size
Package Price	from 35,020.00 EUR depending on location and branding
Status	Availability upon request.



# SPECIALS – INDOORS



## Floor Graphics and Carpet Brandings

<b>Location</b>	indoor positions by arrangement: e.g. in entrance areas, at passageways and within middle foyers
<b>Size (w x h)</b>	e.g. 1.00 m x 1.00 m per graphic e.g. 2.00 m x 2.00 m per graphic Special formats and carpet brandings are possible.
<b>Hire Charge</b>	e.g. 340.00 EUR per floor graphic e.g. 863.00 EUR per floor graphic
<b>Production/ Installation</b>	e.g. 105.00 EUR per floor graphic e.g. 335.00 EUR per floor graphic

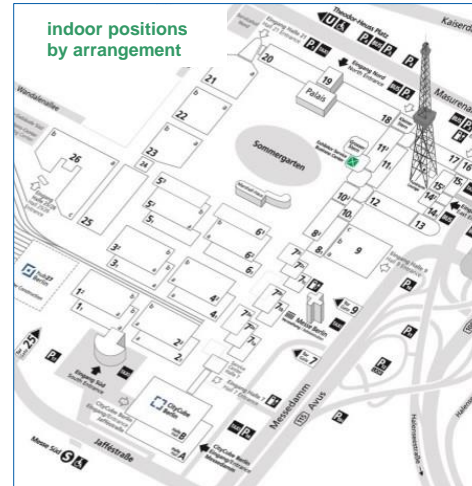
**Status** Availability upon request.

## Step Graphics at Stairs

<b>Location</b>	indoor positions by arrangement: e.g. in the middle foyers
<b>Size (w x h)</b>	to be defined
<b>Hire Charge</b>	on demand (depending on location, quantity and format)
<b>Production/ Installation</b>	on demand (depending on location, quantity and format)

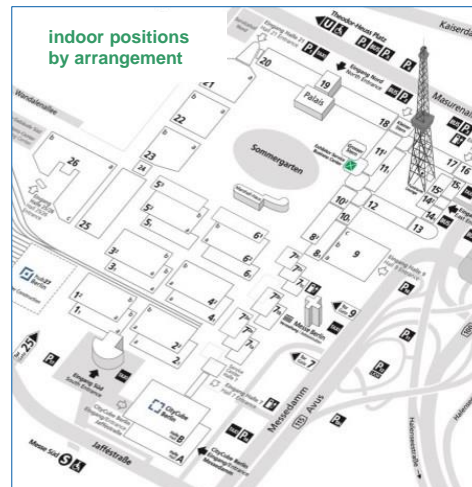
**Status** Availability upon request.

# SPECIALS – INDOORS



## Branding of Pillars, each 4-sided

<b>Location</b>	in middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrance areas
<b>Size (w x h)</b>	approx. 0.60 m x 2.50 m per side (4 sides per pillar)
<b>Hire Charge</b>	1,969.00 EUR per 4-sided pillar branding
<b>Production/Installation</b>	1,375.00 EUR per 4-sided pillar branding
<b>Status</b>	Availability upon request.

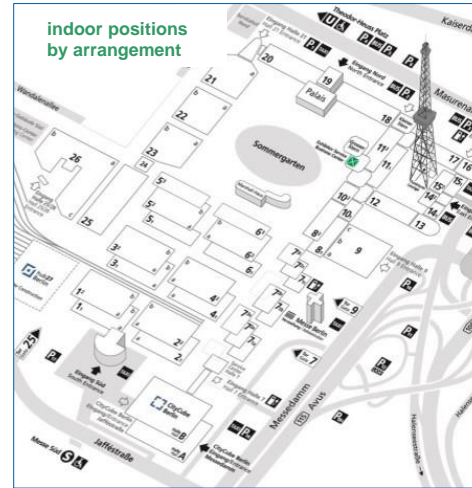


## Display Frames, each 1- or 2-sided

<b>Location</b>	indoor positions by arrangement: e.g. in the middle foyers as well as in entrance areas
<b>Size (w x h)</b>	1.00 m x 2.00 m per side (2 sides per display)
<b>Hire Charge</b>	e.g. 606.00 EUR per 1-sided display e.g. 1,211.00 EUR per 2-sided display
<b>Production/Installation</b>	e.g. 240.00 EUR per 1-sided display e.g. 365.00 EUR per 2-sided display
<b>Status</b>	Availability upon request.



# SPECIALS – INDOORS



## Mobile Advertising Frames, each 1-sided

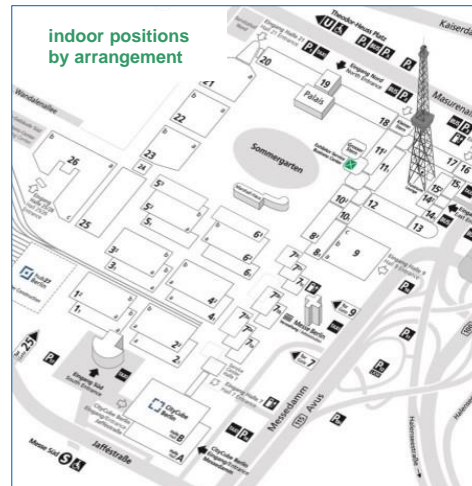
**Location** indoor positions by arrangement: e.g. in the middle foyers as well as in entrance areas

**Size (w x h)** 2.28 m x 2.28 m per banner  
(1 banner per frame)

**Hire Charge** 1,730.00 EUR per frame and banner

**Production/ Installation** 530.00 EUR per frame and banner

**Status** Availability upon request.



## Advertising Frames in the Middle Foyers, each 1-sided

**Location** indoor positions by arrangement: e.g. in the middle foyers of Halls 1.1 to 6.1 as well as in the middle foyers of Halls 1.2 to 6.2

**Size (w x h)** 2.485 m x 2.485 m per banner  
(1 banner per frame)

**Hire Charge** 2,050.00 EUR per frame and banner

**Production/ Installation** 530.00 EUR per frame and banner

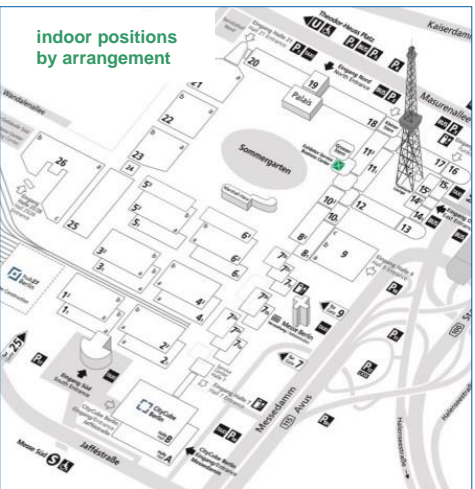
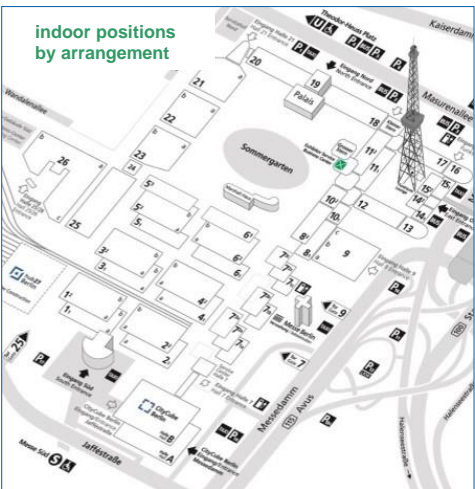
**Status** Availability upon request.

# ON-SITE ADVERTISING SANITARY FACILITIES





# SANITARY FACILITIES – INDOORS



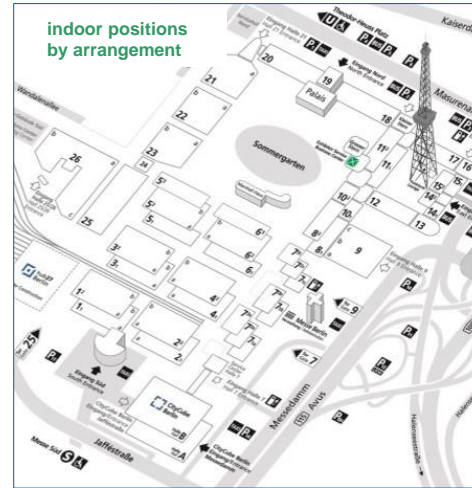
## Mirror Brandings

Location	high-quality stickers on the mirrors in the lavatories: exact positions by arrangement
Size (w x h)	e.g. 0.30 m x 0.15 m per mirror graphic Other formats and special shapes are possible.
Hire Charge	e.g. 460.00 EUR for 10 mirror brandings
Production/ Installation	e.g. 400.00 EUR for 10 mirror brandings
Status	Availability upon request.

## Towel Dispensers Brandings

Location	high-quality stickers on the towel dispensers in the lavatories: exact positions by arrangement
Size (w x h)	e.g. 0.30 m x 0.15 m per towel dispenser graphic Other formats and special shapes are possible.
Hire Charge	e.g. 460.00 EUR for 10 towel dispenser brandings
Production/ Installation	e.g. 400.00 EUR for 10 towel dispenser brandings
Status	Availability upon request.

# SANITARY FACILITIES – INDOORS



## Door Brandings

<b>Location</b>	high-quality stickers at the doors (outside) in the lavatories as well as in the toilets: exact positions by arrangement
<b>Size (w x h)</b>	e.g. 0.30 m x 0.15 m per door graphic Other formats and special shapes are possible.
<b>Hire Charge</b>	e.g. 460.00 EUR for 10 door brandings
<b>Production/ Installation</b>	e.g. 400.00 EUR for 10 door brandings
<b>Status</b>	Availability upon request.





# OUT-OF-HOME ADVERTISING AIRPORT "BER"





# BER - THE BERLIN BRANDENBURG AIRPORT – OUTDOORS & INDOORS



## Advertising Options at BER - the Berlin Brandenburg Airport

**Description** Boost your visibility where the journey begins and catch up the visitors right at the BER - the Berlin Brandenburg Airport.

A warm welcome and accompany the trade visitors, media representatives and exhibitors with your corporate design upon their arrival at BER - the Berlin Brandenburg Airport.

From Giant Poster at the Access and Exit Road to Digital City Light Posters – the successful placement of advertisement rounds off our customised services and your all-round performance.

Get in touch with us and receive an individual offer according to your goals, target groups and budget frame!





# OUT-OF-HOME ADVERTISING PUBLIC TRANSPORT "MESSE SÜD"





# PUBLIC TRANSPORT “MESSE SÜD”



## Ground Posters / Floor Graphics

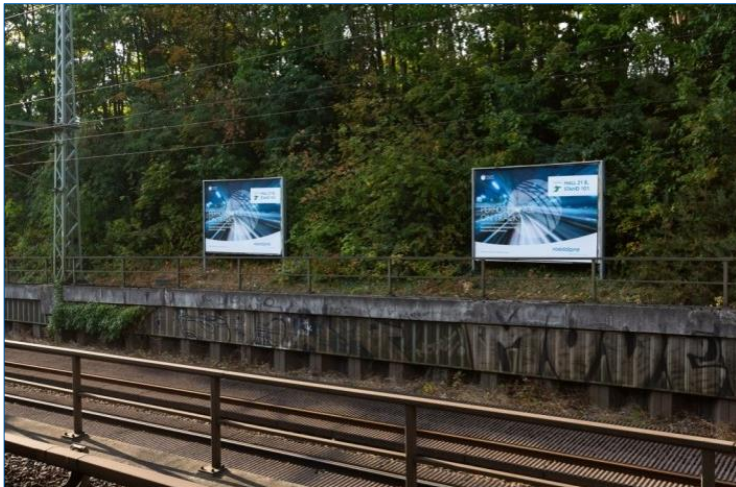
**Description** positions by arrangement directly on the platform and in the entrance / exit areas of the station, minimum booking period: 1 week

**Size (w x h)** 1.20 m x 1.80 m per graphic

**Hire Charge** on demand

**Production/ Installation** on demand

**Status** Availability upon request.



## 2 Billboards at the Station, unlighted

**Description** 2 billboards directly at the station, minimum booking period: 10 days

**Size (w x h)** approx. 3.56 m x 2.52 m per billboard (18/1)

**Hire Charge** on demand

**Production/ Installation** on demand

**Status** Availability upon request.



# GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM...

Chris Maroschek   Tuba Ipek   Lilith Strebl-Schneider   Gudrun Mehlhase   Kristina Bendler   Emily Frieden   Leopold Benecke   Ann-Sophie von Zastrow

GIVE US A CALL OR WRITE US AN E-MAIL:

PHONE: +49(0)30 3038-2525

E-MAIL: [ADVERTISING@MESSE-BERLIN.DE](mailto:ADVERTISING@MESSE-BERLIN.DE)

**Important note on prices:**

**All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation.**

**The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations due to the dynamic price development of some materials used and can thus only be offered without obligation.**

**Agency commissions will not be accorded.**

**Prices do not include graphic design/layout.**

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