

ADVERTISING PORTFOLIO FOR EXHIBITORS

FRUIT
LOGISTICA

Various attractive advertising options from on-site to online advertising to highlight your products and your location at FRUIT LOGISTICA 2024 – lead the visitors to you – to the heartbeat of the fresh produce business!



Berlin

71819 Feb 2024

BERLIN EXPOCENTER CITY SITE MAP 2024

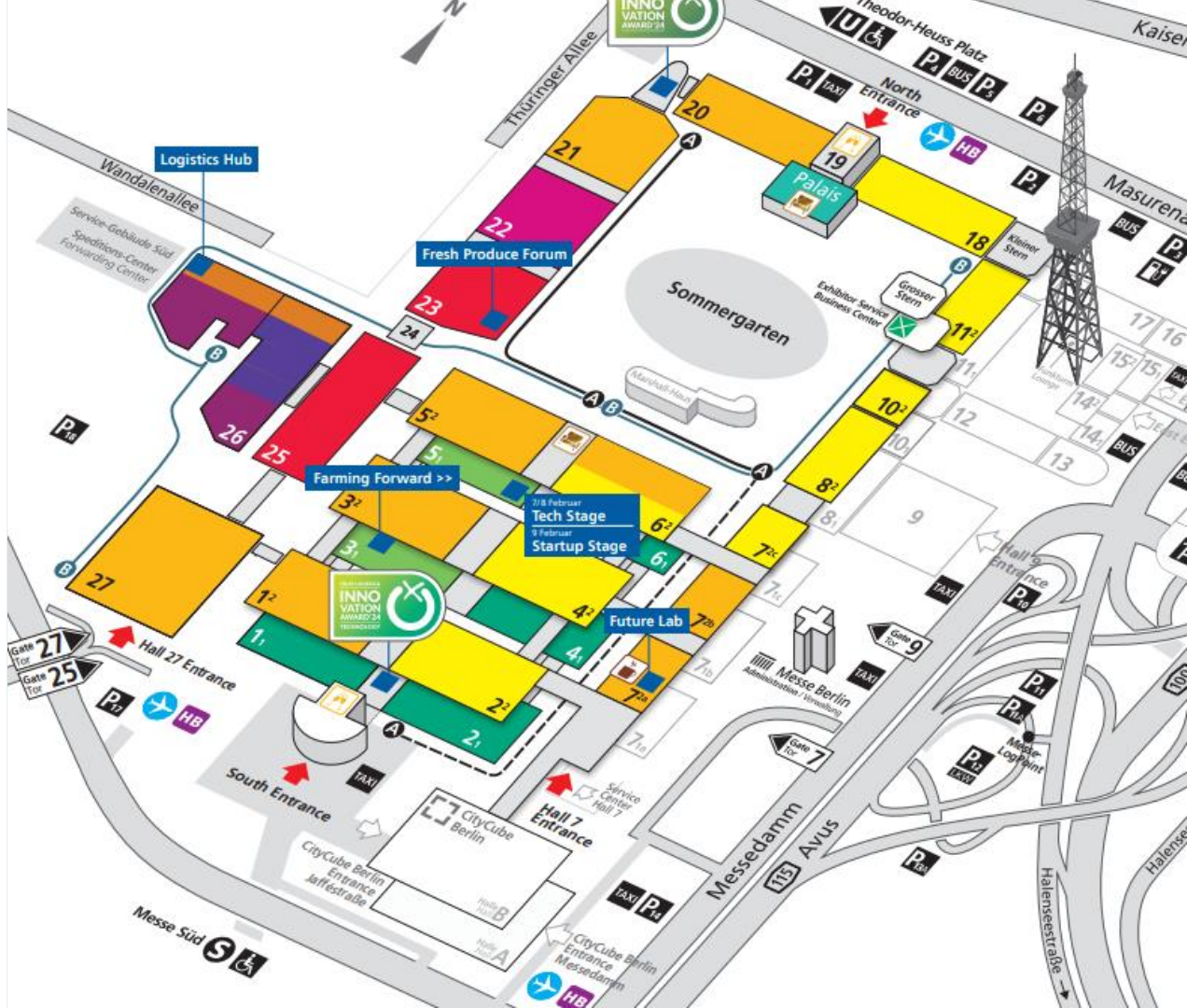
- Fresh Produce
- Mediterranean Europe
- Europe
- Africa
- Americas
- Asia
- MENA

- Machinery & Technology
- Machinery & Technology
- Greenhouse Technology, Cultivation Equipment/Systems, Smart Agri

- Logistics
- Event Programme

- 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
- Welcome Coffee
- After Work NEW
- Gold Lounge NEW
- FLIA / FLIA Technology
- Exhibitor Service / Business Center
- Parking



OUR PORTFOLIO IS MULTIFACETED



Promotion



Sponsoring



Branding



On-site Advertising



Online Advertising



Out-of-Home Advertising
Airport "BER"



Out-of-Home Advertising
Public Transport
"Messe Süd"

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PROMOTION, SPONSORING AND BRANDING



PROMOTION

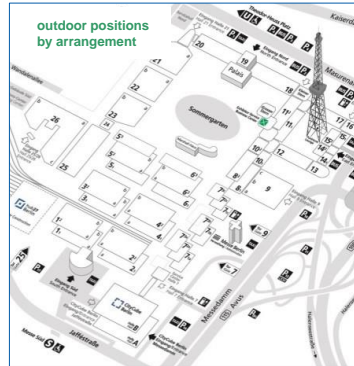


Promotion Spaces for Trucks

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 3,694.00 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 4,688.00 EUR per position

Status Availability upon request.

PROMOTION AND SPONSORING



Assignment of Promoters

Description 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.

Promotion License 1,608.00 EUR promotion license per person
Personnel and storage costs as well as advertising material etc. are not included.

Status Availability upon request.

Sponsoring of the Media Center

Description 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.

License 8,440.00 EUR plus production and installation of all advertising spaces and material

Status Availability upon request.

SPONSORING



Co-Sponsoring Fabric Bags, double-sided printed

- Description**
- non-exclusive sponsoring of min. 10,000 bags (out of max. 30,000) or
 - exclusive sponsoring of all 30,000 bags which will be distributed from several info counters on the exhibition site
- One side will be branded with sponsor advertising, one side with FRUIT LOGISTICA advertising.**
- Sizes** on demand
- Sponsoring License**
- 6,565.00 EUR plus supply/ production and delivery of 10,000 bags or
 - 15,000.00 EUR plus supply/ production and delivery of 30,000 bags
- Status** Availability upon request.

Lanyards for Visitors, Journalists & Exhibitors

- Description** sponsoring of up to 30,000 lanyards handed out to exhibitors, trade visitors and journalists at the information counters on the exhibition site
- Sponsoring License** 15,000.00 EUR for this sponsoring plus supply/ production and delivery of 30,000 lanyards
- Production/Delivery** The production costs depend on the exact quantity, the layout and the material and can therefore only be defined at a later date.
- Status** **Not feasible anymore.**

SPONSORING



Shuttle between Airport "BER" and the Exhibition Site

Description Various buses will shuttle exhibitors, trade visitors and media representatives from "BER" Airport to the exhibition site. The exhibitor benefits from a visible full-branding of the shuttle buses. General information about the shuttle and its sizes will be gladly provided anytime.

Hire Charge 18,472.00 EUR per fully branded bus

Production/Installation 11,130.00 EUR per fully branded bus

Status Availability upon request.

Shuttle between Hotels and the Exhibition Site

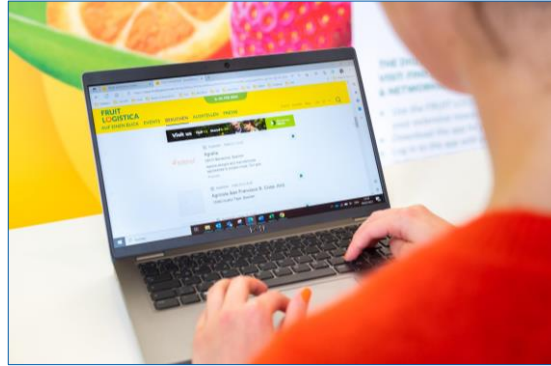
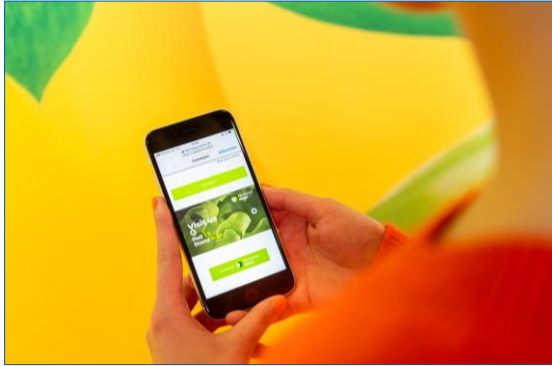
Description Daily, numerous buses will shuttle exhibitors, trade visitors and media representatives on scheduled routes from the hotels to the exhibition site in the morning and back to the hotels in the evening. The exhibitor benefits from a visible full-branding of the shuttle buses. General information about the shuttle and its sizes will be gladly provided anytime.

Hire Charge 18,472.00 EUR per fully branded bus

Production/Installation 11,130.00 EUR per fully branded bus

Status Availability upon request.

SPONSORING AND BRANDING



WiFi Sponsoring

Description 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.

License 45,000.00 EUR

Status [Availability upon request.](#)

Branding of Shuttle Buses 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 3,082.00 EUR per bus with 2 magnetic films

Production/Installation 630.00 EUR per bus with 2 magnetic films

Status [Availability upon request.](#)

BRANDING



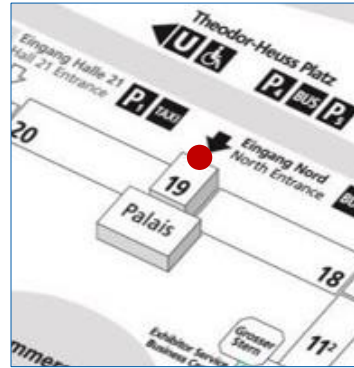
Branding of Taxis

Description	Branding between 5 - 300 taxis which will be used all over the Berlin city, packages can be booked for 14 days or 1 month time period
Hire Charge	on demand
Production/Installation	on demand
Status	Availability upon request.

ON-SITE ADVERTISING ENTRANCE NORTH

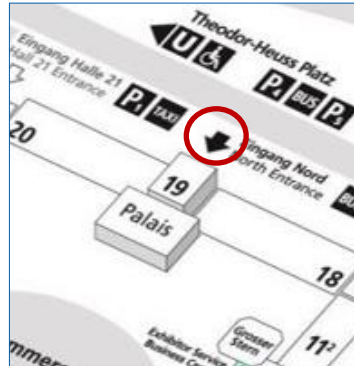


ENTRANCE NORTH – OUTDOORS



1 Mega-Banner at Hall 19

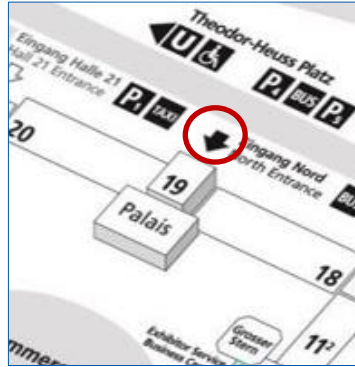
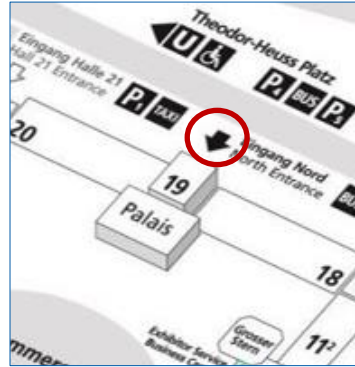
Location	directly at the facade of Hall 19 (see red mark on the photo)
Size (w x h)	14.40 m x 17.80 m
Hire Charge	42,584.00 EUR
Production/ Installation	9,300.00 EUR
Status	Availability upon request.



Up to 8 Poster Showcases, each 2-sided

Location	There are up to 8 showcases: <ul style="list-style-type: none"> • 4 showcases at the access to Hall 19 on the left • 4 showcases at the access to Hall 19 on the right The exact positions depend on the final allocation of this area.
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	e.g. 6,888.00 EUR for 4 showcases, each 2-sided
Production/ Installation	e.g. 2,440.00 EUR for 4 showcases, each 2-sided
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



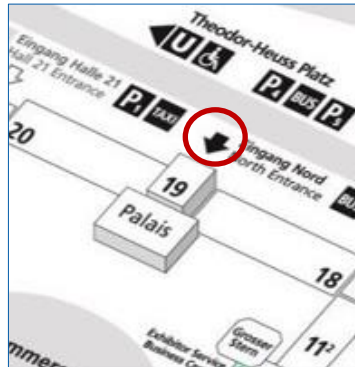
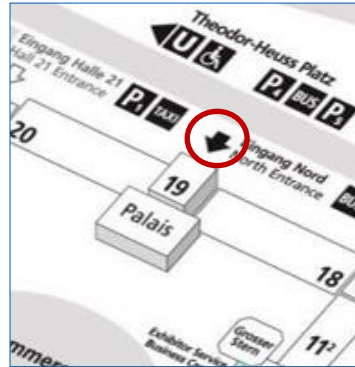
Up to 2 Mobile Advertising Towers, each 4-sided

- 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** 10,642.00 EUR per 4-sided tower
- Production/ Installation** 2,970.00 EUR per 4-sided tower
- 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 4,688.00 EUR per position
- Status** Availability upon request.

ENTRANCE NORTH – OUTDOORS



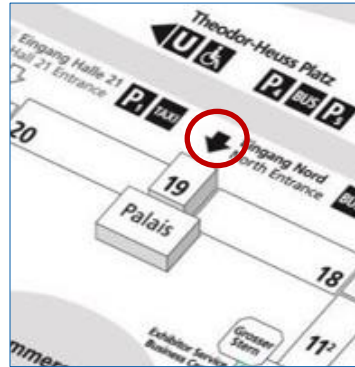
Option A: 2 Bench-Displays, each 2-sided

Location	at the access to Hall 19: positions by arrangement
Size (w x h)	2.05 m x 2.05 m per double-sided banner (print on front and back side)
Hire Charge	4,232.00 EUR for both 2-sided displays
Production/ Installation	810.00 EUR for both 2-sided displays
Status	Availability upon request.

Option B: 2 Full-Video AdScreenPosters, each 2-sided

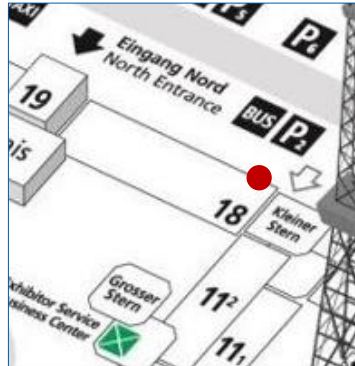
Location	at the access to Hall 19: positions by arrangement
Size (w x h)	3.20 m x 4.90 m per screen (2 sides per screen)
Hire Charge	57,870.00 EUR for both 2-sided screens
Transport/ Installation	approx. 26,976.00 EUR for both 2-sided screens
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



4 Poster Showcases, each 2-sided

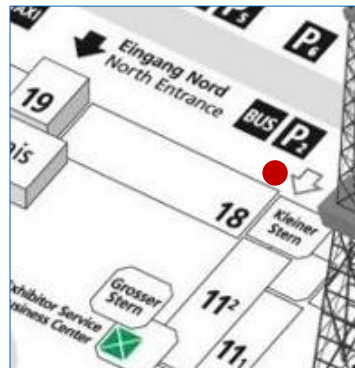
Location	directly in front of the entrances to Hall 19
Size (w x h)	1,15 m x 1,71 m per poster (2 posters per showcase for front and back side)
Hire Charge	6,888.00 EUR for 4 showcases, each 2-sided
Production/Installation	2,440.00 EUR for 4 showcases, each 2-sided
Status	Availability upon request.



1 Mega-Banner at Hall 18

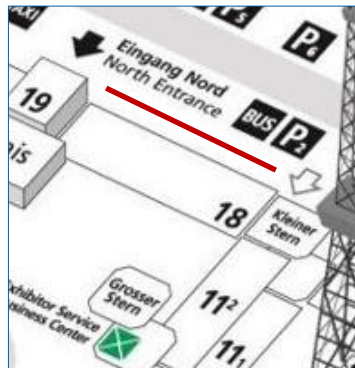
Location	at the facade of Hall 18 (see red mark on the photo)
Size (w x h)	8,58 m x 11,20 m
Hire Charge	15,820.00 EUR
Production/Installation	4,410.00 EUR
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



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

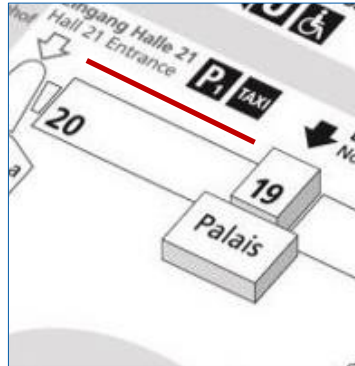
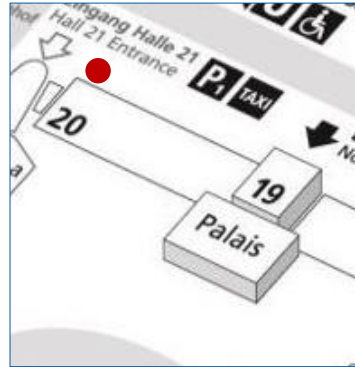
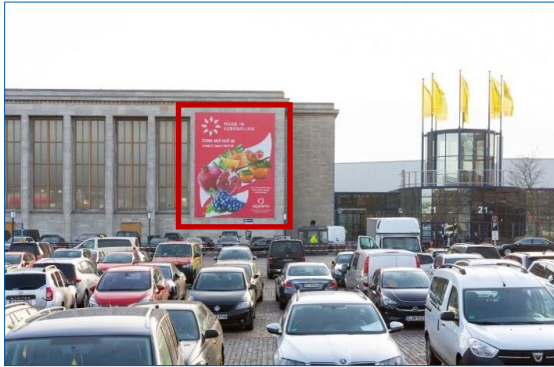
- Location** in front of Hall 18
(see red mark on the photo)
- Size (w x h)** 3.70 m x 5.75 m per banner
(2 banners in total)
- Hire Charge** 6,452.00 EUR for both banners
- Production/ Installation** 2,200.00 EUR for both banners
- Status** Availability upon request.



1 Gallery Banner in front of Hall 18

- Location** at the balustrade in front of Hall 18
- 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** 21,750.00 EUR for all 3 branding areas
- Production/ Installation** 19,630.00 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

Size (w x h) 8.58 m x 11.20 m

Hire Charge 15,820.00 EUR

**Production/
Installation** 4,410.00 EUR

Status Availability upon request.

1 Gallery Banner in front of Hall 20

Location at the balustrade in front of Hall 20

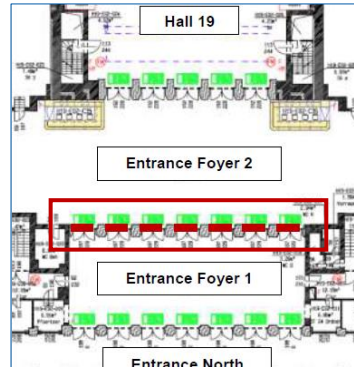
Size (w x h) max. 100.997 m x 1.50 m for 3 branding areas:
Branding area 1: 11.206 m x 1.50 m
Branding area 2: 83.441 m x 1.50 m
Branding area 3: 6.35 m x 1.50 m
Smaller formats on demand.

Hire Charge 24,740.00 EUR for all 3 branding areas

**Production/
Installation** 19,140.00 EUR for all 3 branding areas

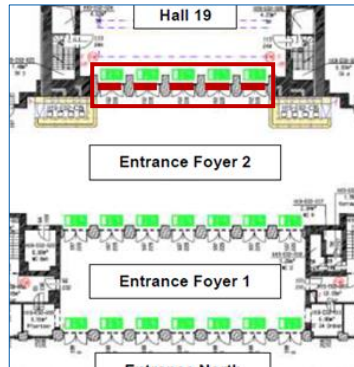
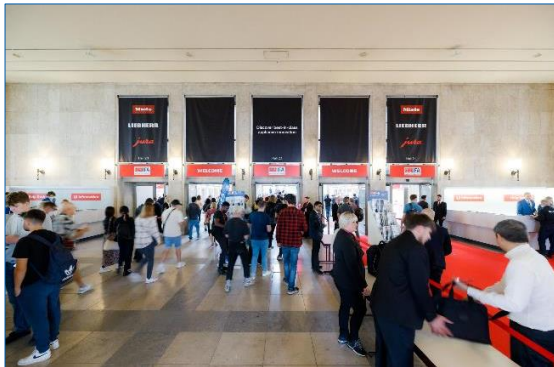
Status Availability upon request.

ENTRANCE NORTH – INDOORS



7 Banners in the Entrance Foyer 1

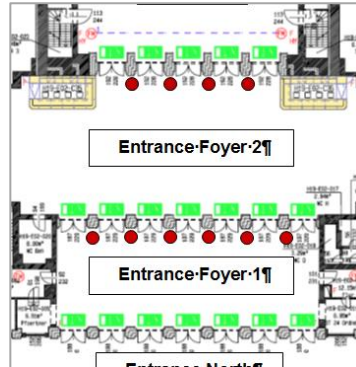
- Location** in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the left map)
- Size (w x h)** 2.20 m x 3.40 m per banner
- Hire Charge** 2,272.00 EUR per banner
- Production/ Installation** 775.00 EUR per banner
- Status** Availability 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** 1,980.00 EUR per banner
- Production/ Installation** 675.00 EUR per banner
- Status** Availability upon request.

ENTRANCE NORTH – INDOORS



10 Column Brandings in the Entrance Foyers

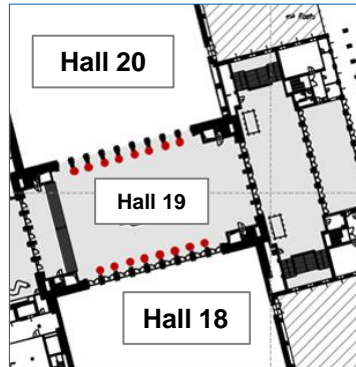
- Location**
- 6 columns in the Entrance Foyer 1
 - 4 columns in the Entrance Foyer 2 between the entrance doors to Hall 19 (see red marks on the left map)

Size (w x h) min. 0.50 m x 2.28 m per column branding

Hire Charge 882.00 EUR per column branding

Production/ Installation 155.00 EUR per column branding

Status Availability upon request.



16 Column Brandings in Hall 19

- Location**
- 8 brandings at the access to Hall 18
 - 8 brandings at the access to Hall 20

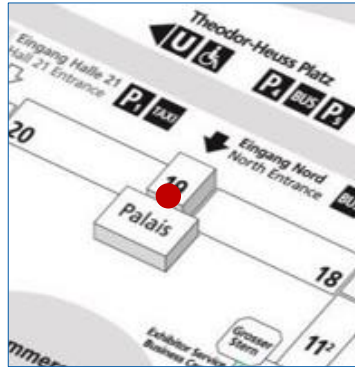
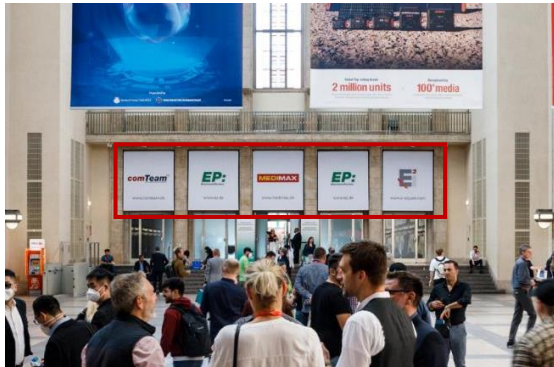
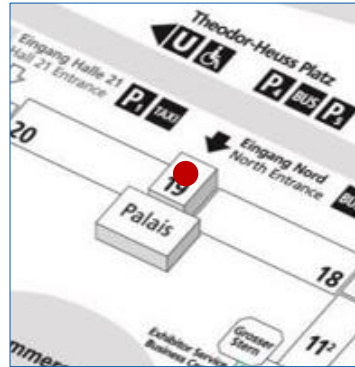
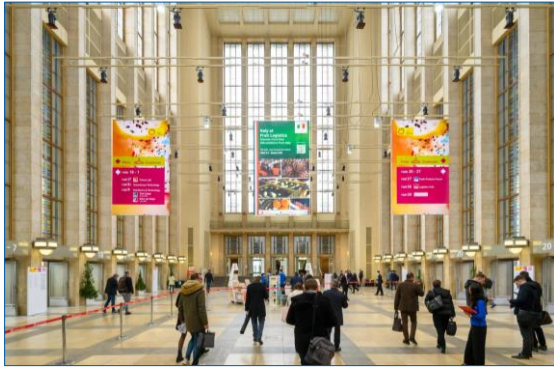
Size (w x h) 0.45 m x 2.49 m per column branding

Hire Charge 882.00 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 6,094.00 EUR per double-sided banner

Production/ Installation 705.00 EUR per double-sided banner

Status Availability upon request.

Up to 5 Banners in Hall 19

Location up to 5 banners directly in Hall 19 in the access area to the Palais
(see red mark on the photo)

Size (w x h) 2.35 m x 2.73 m per banner

Hire Charge 1,950.00 EUR per banner

Production/ Installation 635.00 EUR per 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

Location	at the access to the parking areas of Entrance South at "Jaffestraße"
Size (w x h)	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
Hire Charge	east side & west side: 13,504.00 EUR per banner north side: 6,660.00 EUR south side: 8,872.00 EUR
Production/ Installation	east side & west side: 4,015.00 EUR per banner north side & south side: 2,665.00 EUR per banner

Status Availability upon request.

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

Location	at the access to Gates 25/ 27 at "Jaffestraße"
Size (w x h)	3.94 m x 9.25 m per side (2 sides in total)
Hire Charge	13,878.00 EUR for both sides
Production/ Installation	3,805.00 EUR for both sides

Status Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



11 Flags between the Parking Areas and Gates 25/ 27

Location	11 flagpoles at Jaffestraße 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	283.00 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	6,838.00 EUR
Production/ Installation	1,330.00 EUR
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



66 Step Graphics at the Stairs at the Pedestrian Access

Location branding of the stairs that lead to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South

Size (w x h) 3.60 m x 0.14 m per step
(4 segments with 66 steps in total)

Hire Charge 12,906.00 EUR for all 66 step graphics

Production/ Installation 3,564.00 EUR for all 66 steps graphics

Status Availability upon request.

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

Location 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

Size (w x h) e.g. 0.50 m x 1.35 m per branding
Special formats on demand.

Hire Charge e.g. 17,560.00 EUR for all 46 brandings, each 1-sided

Production/ Installation e.g. 4,840.00 EUR for all 46 brandings, each 1-sided

Status Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



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

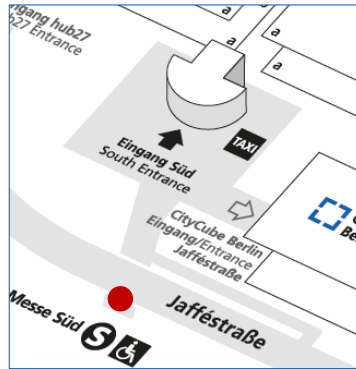
Location 3 inner brandings at the balustrade that lead to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South

Size (w x h) 3.12 m x 0.53 m per banner
(3 banners in total)

Hire Charge 2,342.00 EUR for all 3 banners

Production/ Installation 415.00 EUR for all 3 banners

Status Availability upon request.



2 Inner 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 14,084.00 EUR for both banners

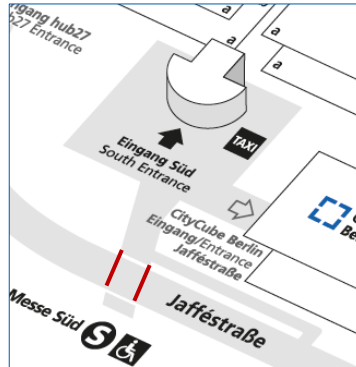
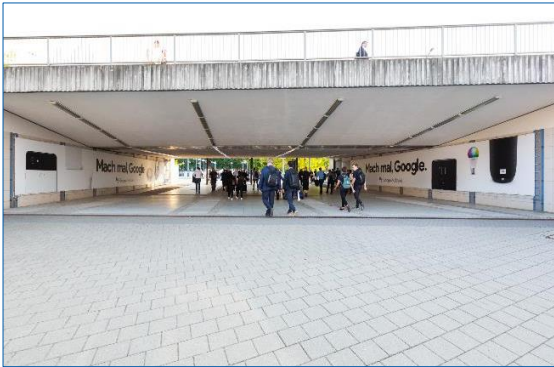
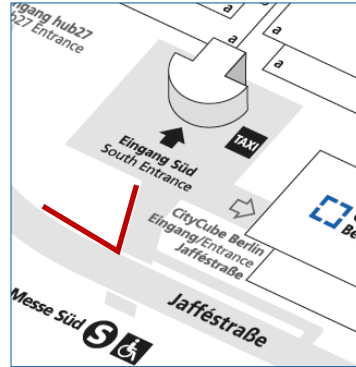
Production/ Installation 2,380.00 EUR for both banners

Status Availability upon request.

ON-SITE ADVERTISING ENTRANCE SOUTH



ENTRANCE SOUTH – OUTDOORS



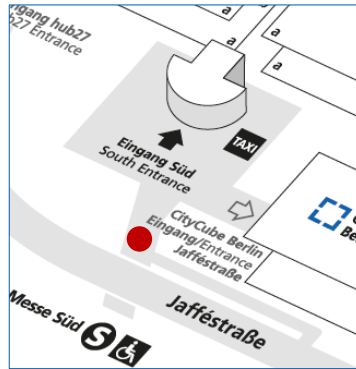
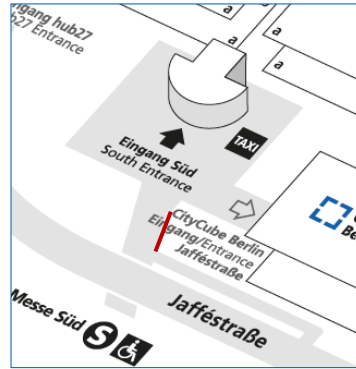
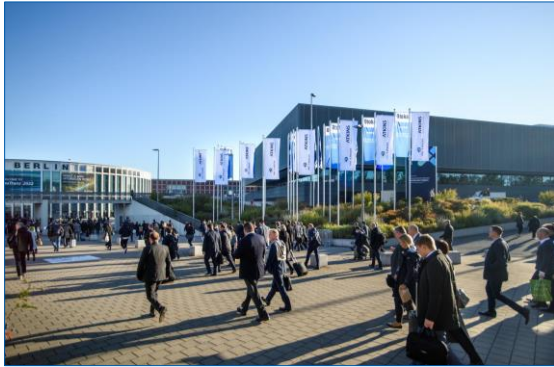
82 Flags along the Main Road and at the Pedestrian and Taxi Access

Location	82 flagpoles between Jaffestraße 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	283.00 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	19,490.00 EUR for both sides
Production/Installation	5,785.00 EUR for both sides
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



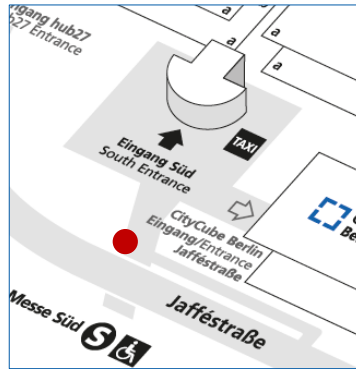
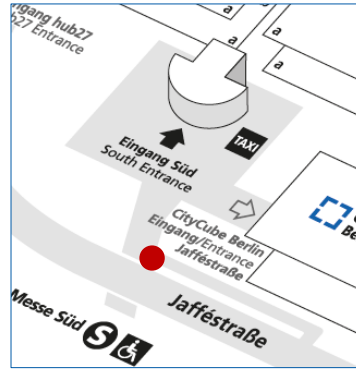
30 Flags the Pedestrian and Taxi Access to Entrance South

- 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** 283.00 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 x 2.40 per floor graphic
Special formats on demand.
- Hire Charge** 2,230.00 EUR per floor graphic
- Production/Installation** 670.00 Euro per floor graphic
- Status** Availability upon request.

ENTRANCE SOUTH – OUTDOORS



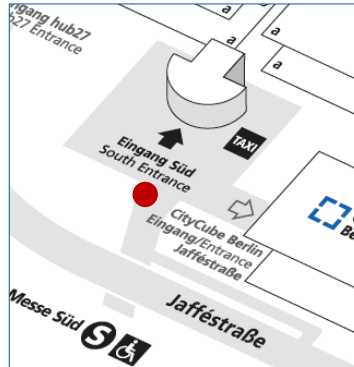
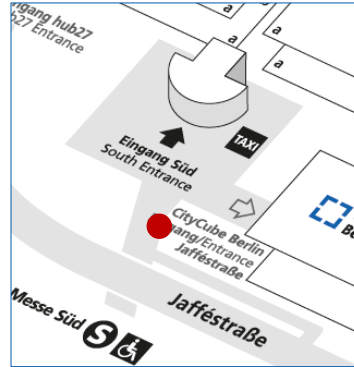
3 Poster Showcases at the Pedestrian and Taxi Access, each 2-sided

Location	at the pedestrian and taxi access to Entrance South
Size (w x h)	1,15 m x 1,71 m per poster (2 posters per showcase for front and back side)
Hire Charge	5,166.00 EUR for 3 showcases, each 2-sided
Production/ Installation	1,830.00 EUR for 3 showcases, each 2-sided
Status	Availability upon request.

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. 7,205.00 EUR per banner e.g. 20,533.00 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.

ENTRANCE SOUTH – OUTDOORS



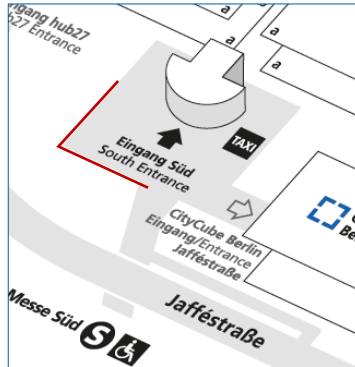
5 Poster Showcases at the Pedestrian and Taxi Access, each 2-sided

Location	at the pedestrian and taxi access to Entrance South
Size (w x h)	1,15 m x 1,71 m per poster (2 posters per showcase for front and back side)
Hire Charge	8,610.00 EUR for 5 showcases, each 2-sided
Production/Installation	3,050.00 EUR for 5 showcases, each 2-sided
Status	Availability upon request.

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

Location	2 banners at the balustrade and 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 ² (left side coming from the urban railway station)
Hire Charge	17,418.00 EUR in total
Production/Installation	6,245.00 EUR in total
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



8 Poster Showcases at the Stair Accesses to the Plaza, each 2-sided

Location at the stair accesses to the plaza of Entrance South coming from the shuttles and the car park

Size (w x h) 1.15 m x 1.71 m per poster
(2 posters per showcase for front and back side)

Hire Charge 13,776.00 EUR for 8 showcases, each 2-sided

Production/ Installation 4,880.00 EUR for 8 showcases, each 2-sided

Status Availability upon request.

Stair Brandings at the Plaza

Location 5 stair segments directly at the plaza of Entrance South

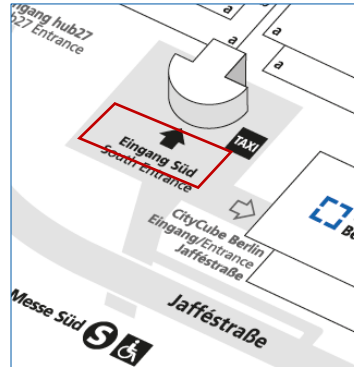
Size (w x h) approx. 17.83 m x 0.47 m per step graphic
(11 to 12 steps per stair segment)
Smaller formats are possible.

Hire Charge 21,222.00 EUR per stair segment,
i.e. for 11 to 12 step graphics

Production/ Installation 5,025.00 EUR per stair segment,
i.e. for 11 to 12 step graphics

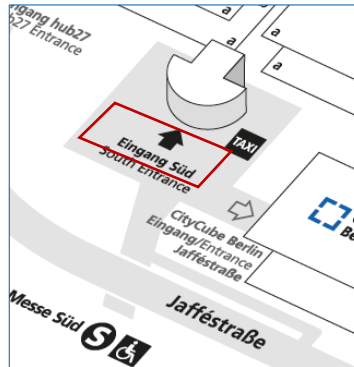
Status Availability upon request.

ENTRANCE SOUTH – OUTDOORS



Mobile Advertising Towers on the Plaza, each 4-sided

Location	directly on the plaza of Entrance South: 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	10,642.00 EUR per 4-sided tower
Production/ Installation	2,970.00 EUR per 4-sided tower
Status	Availability upon request.



Advertising Balloons on the Plaza

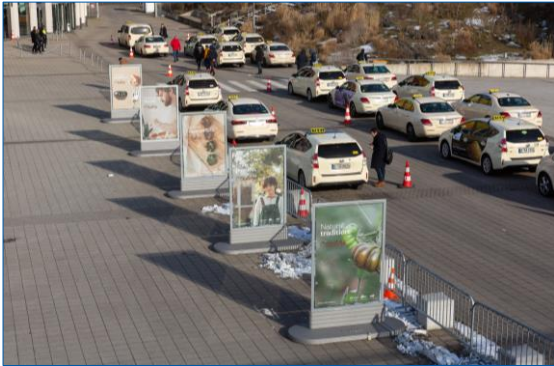
Location	directly on the plaza of Entrance South: positions by arrangement
Size	e.g. 3.00 m diameter per balloon Other formats and shapes are possible.
Hire Charge	e.g. 14,360.00 EUR for 1 balloon with 3.00 m diameter incl. handling
Production/ Installation	on demand
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



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 & north side/ Hall 1.2: 8.75 m x 8.11 m each east side/ plaza and west side/ Hall 27: 5.75 m x 8.11 m each
Hire Charge	south side/ plaza: 13,500.00 EUR east side/ plaza: 8,872.00 EUR west side/ Hall 27: 7,098.00 EUR north side/ Hall 1: 10,801.00 EUR
Production/ Installation	south & north side: 4,015.00 EUR east & west side: 2,665.00 EUR
Status	Availability upon request.



5 Poster Showcases on the Plaza, each 2-sided

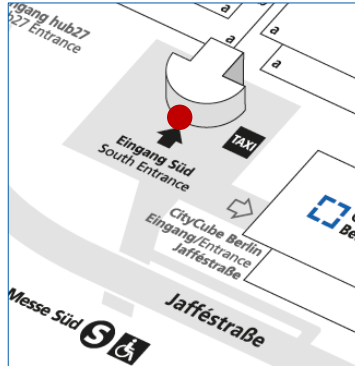
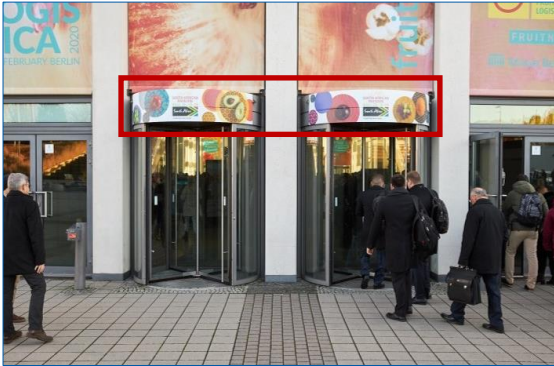
Location	next to the taxi stop on the plaza of Entrance South
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	8,610.00 EUR for 5 showcases, each 2-sided
Production/ Installation	3,050.00 EUR for 5 showcases, each 2-sided
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



4 Window Brandings at the Entrance Hall

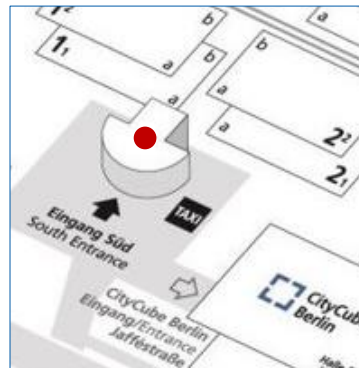
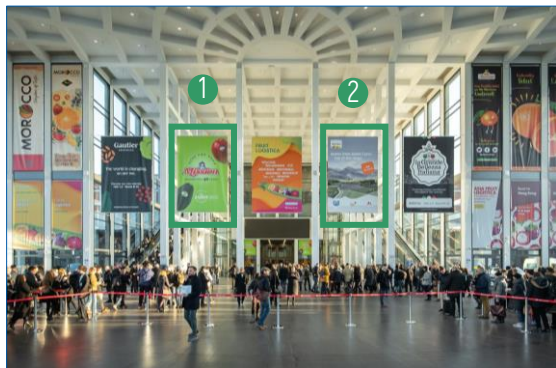
- Location** at the windows of the Entrance Hall:
see window brandings A to D on the photo
- Size (w x h)** 10.80 m x 7.95 m per "big" banner
- Hire Charge** 15,538.00 EUR for 1 banner,
i.e. per window branding
- Production/ Installation** 4,860.00 EUR for 1 banner,
i.e. per window branding
- Status** Availability upon request.



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

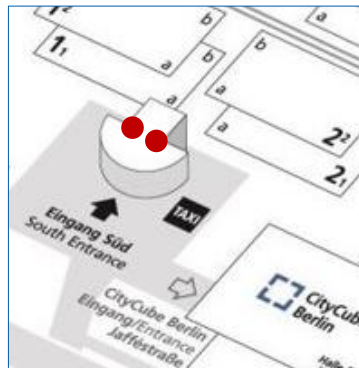
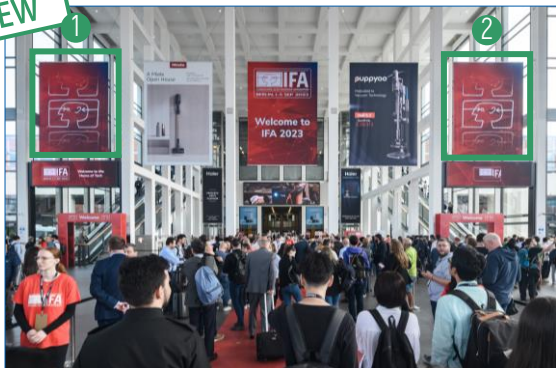
- Location** directly above the revolving doors of the Entrance Hall outdoors and indoors:
- 10 brandings can be installed above 10 revolving outer doors
(see exemplary red mark on the left photo) and
- 10 brandings can be placed above the respective inner doors
- Size (w x h)** 2.35 m x 0.485 m per outer branding
1.76 m x 0.435 m per inner branding
- Hire Charge** 12,920.00 EUR for all 20 brandings
- Production/ Installation** 1,585.00 EUR for all 20 brandings
- Status** Availability upon request.

ENTRANCE SOUTH – INDOORS



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

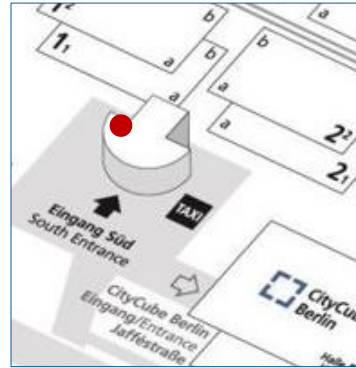
- Location** in the middle of the Entrance Hall in the access area to the exhibition site (see green marks on the left photo)
- Size (w x h)** 4.00 m x 6.00 m per double-sided banner (print on front and back side)
- Hire Charge** 7,320.00 EUR per double-sided banner
- Production/Installation** 2,875.00 EUR per double-sided banner
- Status** Availability upon request.



NEW: 2 Mega-Banners in the Entrance Hall, each 2-sided

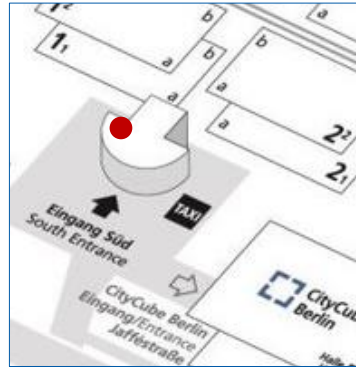
- Location** in the middle of the Entrance Hall in the access area to the exhibition at the outer sides (left or right) directly above the escalators (see green marks on the left photo)
- Size (w x h)** approx. 4.00 m x 5.70 m per double-sided banner (print on front and back side)
- Hire Charge** 6,954.00 EUR per double-sided banner
- Production/Installation** 2,875.00 EUR per double-sided banner
- Status** Availability upon request.
- Note** The digital screens under the mega-banners will be used for organizer content.

ENTRANCE SOUTH – INDOORS



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

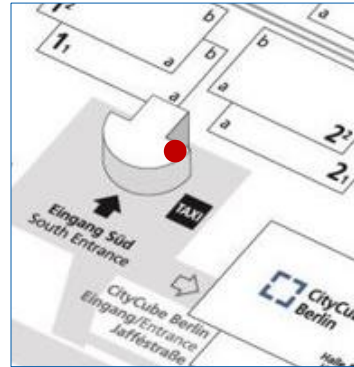
Location	1 giant banner in the Entrance Hall at the windows on the left side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	31,202.00 EUR
Production/ Installation	10,270.00 EUR
Status	Availability upon request.



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

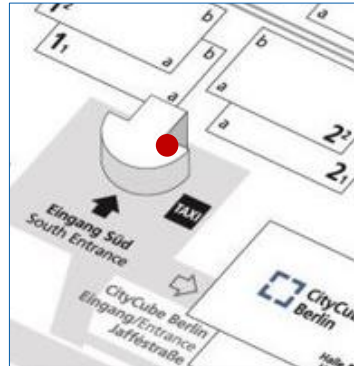
Location	at the windows in the Entrance Hall on the left hand side: see window brandings A to D on the photo
Size (w x h)	A and B: 2.33 m x 8.25 m per banner (4 banners per window branding) C and D: 2.33 m x 5.30 m per banner (4 banners per window branding)
Hire Charge	14,142.00 EUR for window branding A or B 9,084.00 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

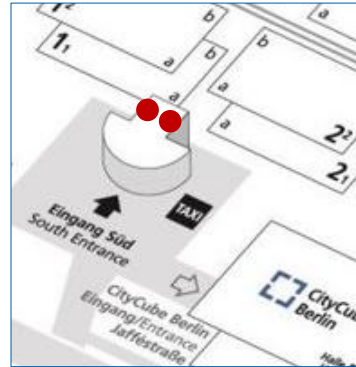
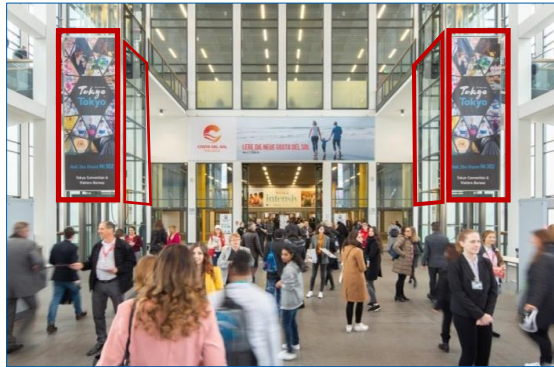
Location	1 giant banner in the Entrance Hall at the windows on the left side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	31,202.00 EUR
Production/ Installation	10,270.00 EUR
Status	Availability upon request.



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	14,142.00 EUR for window branding A or B 9,084.00 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

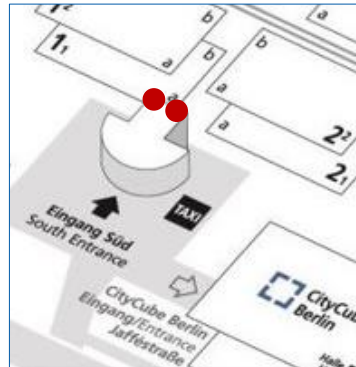
Location up to 4 banners (2 per elevator) in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see red marks on the photo)

Size (w x h) 2.10 m x 6.00 m per banner
(2 banners per elevator- 4 banner in total)

Hire Charge 5,964.00 EUR per elevator (2 banners)

Production/ Installation 1,950.00 EUR per elevator (2 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)

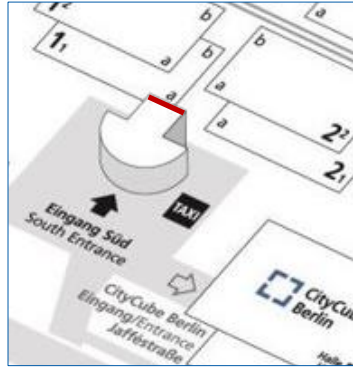
Size (w x h) 2.34 m x 2.35 m per window branding
(see exemplary red mark on the photo)

Hire Charge 8,145.00 EUR for 4 front side brandings
4,072.00 EUR for 4 back side brandings (10,996.00 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



1 LED Mega-Display in the Entrance Hall

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

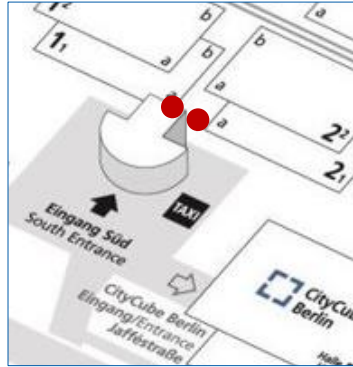
Technical Specs FULL-HD display / 2.50 mm pixel pitch
20 MBit / 60 fps/ content 32.9 LED
dimensions: 10.08 m x 2.88 m
resolution: 3840 x 1080 Pixel

Hire Charge 21,556.00 EUR
for an exclusive 30 sec. spot within a loop with organiser 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

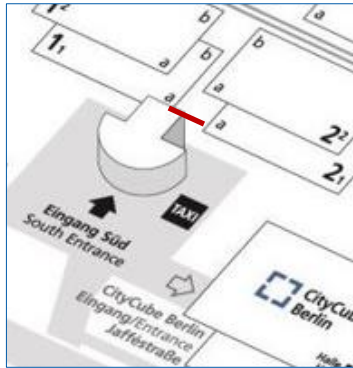
Location in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1
(see red marks on the photo)

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 7,320.00 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

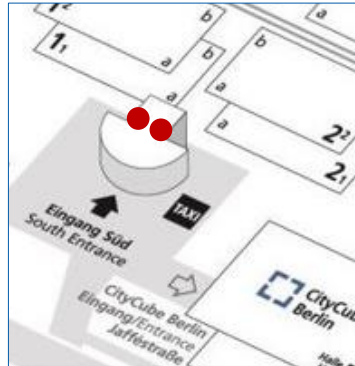
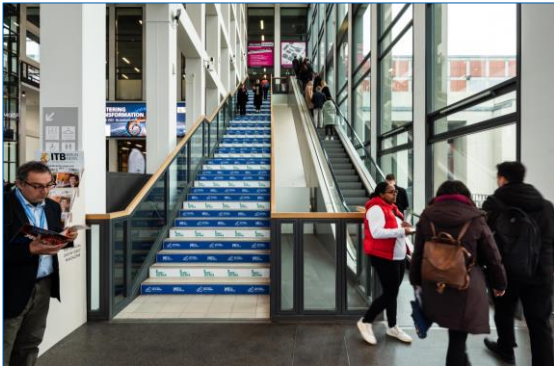
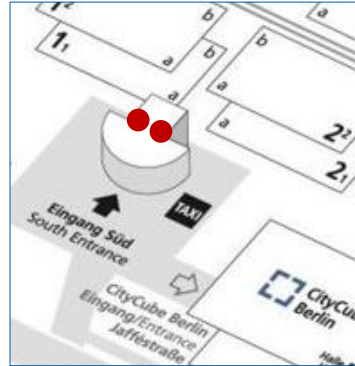
Size (w x h) 11.50 m x 2.50 m

Hire Charge 7,421.00 EUR

Production/ Installation 2,175.00 EUR

Status Availability upon request.

ENTRANCE SOUTH – INDOORS



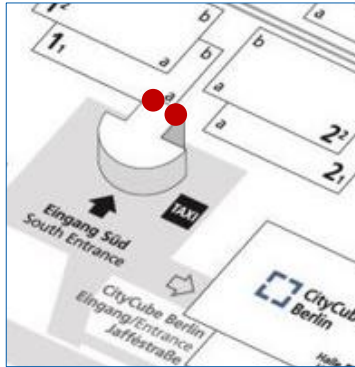
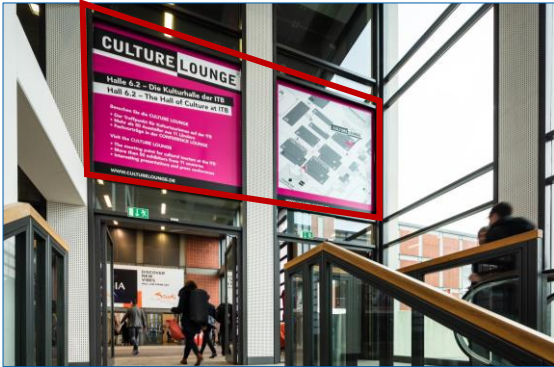
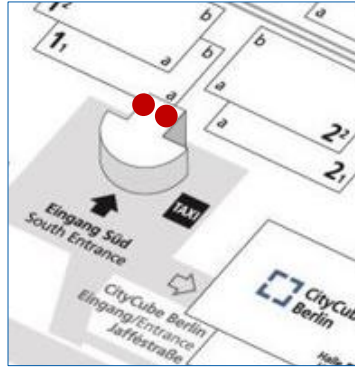
4 Rail Graphics at the Stairs in the Entrance Hall, each 2-sided

- Location** 2 stairs with 4 segmented rails in the Entrance Hall on the left and right hand side (see red marks on the photo)
- Size** The stencils will be gladly provided separately.
- Hire Charge** e.g. 10,240.00 EUR for both stairs, i.e. for 4 segmented rail graphics
- Production/ Installation** approx. 6,540.00 EUR for both stairs, i.e. for 4 segmented rail graphics
- Status** Availability upon request.

120 Step Graphics at the Stairs in the Entrance Hall

- Location** 2 stairs with 120 steps in the Entrance Hall on the left and right hand side
- Size (w x h)** 1.83 m x 0.135 m per step graphic (60 step graphics per stair)
- Hire Charge** 9,965.00 EUR for both stairs, i.e. for 120 step graphics in total
- Production/ Installation** 2,880.00 EUR for both stairs, i.e. for 120 step graphics in total
- Status** 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. 9,204.00 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.

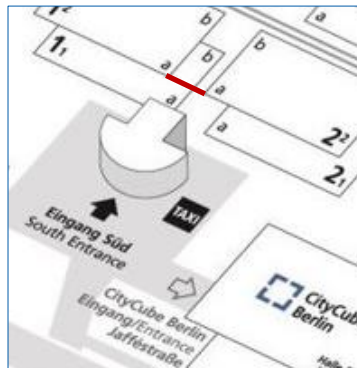
Size (w x h) 2,34 m x 2,35 m per window branding
(see exemplary red mark on the photo)

Hire Charge 8,145.00 EUR for 4 front side brandings
4,072.00 EUR for 4 back side brandings (10,996.00 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



1 Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

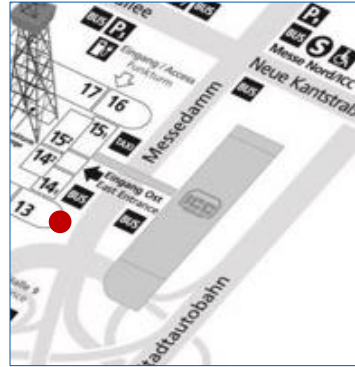
Location	above the entrance doors to the middle foyers of Halls 1.2/ 2.2
Size (w x h)	24.00 m x 3.00 m
Hire Charge	16,892.00 EUR
Production/ Installation	4,090.00 EUR
Status	Availability upon request.



ON-SITE ADVERTISING "MESSEDAMM" HIGH TRAFFIC AREA



HIGH TRAFFIC – OUTDOORS



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

Location 8 (out of 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 14,860.00 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 of 18) components at the Rotunda Hall 16 facing the crossroads between the main roads "Messedamm", "Masurenallee" and "Neue Kantstraße"

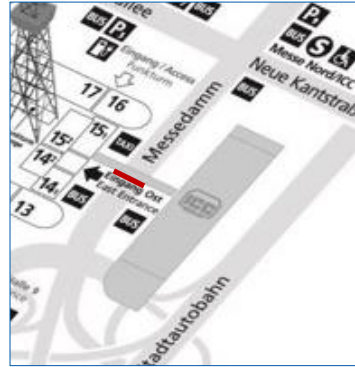
Size (w x h) 8 (out of 18) components for exhibitor advertising: 3.04 m x 3.00 m each, i.e. 24.32 m x 3.00 m in total

Hire Charge 14,860.00 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

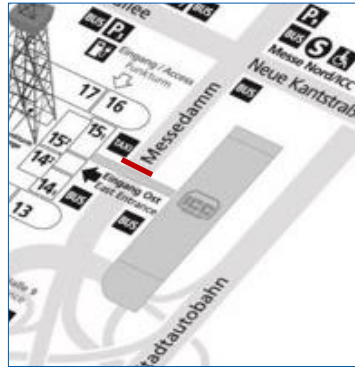
Location at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

Size (w x h) 40.00 m x 4.24 m

Hire Charge 25,626.00 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 25,626.00 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 18,783.00 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 20,032.00 EUR per banner

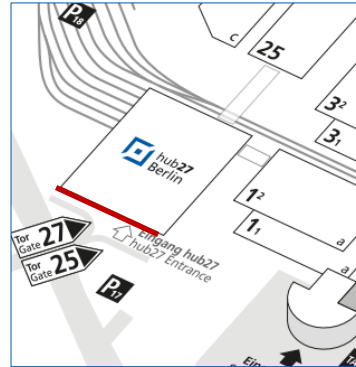
Production/Installation 5,025.00 EUR per banner

Status Availability upon request.

ON-SITE ADVERTISING HALL 27

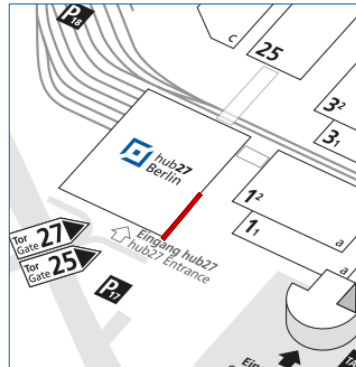


HALL 27 – OUTDOORS



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

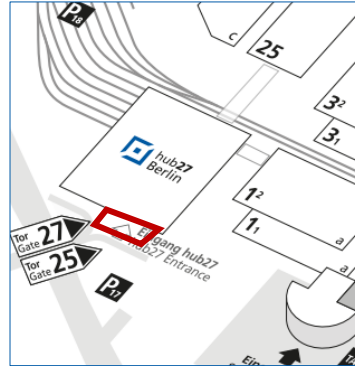
- Location** banners on the facade of Hall 27 (see red marks on the left photo) facing Main Road/ "Jaffestraße" and car park (other sizes, positions and formats possible)
- Size (w x h)**
 position 1: approx. 17.35 m x 5.75 m
 position 2: approx. 8.60 m x 5.75 m
 position 3: approx. 17.35 x 15.00 m
- Hire Charge** position 1: 20,948.00 EUR >> position 2: 12,168.00 EUR >> position 3: 49,258.00 EUR
- Production/ Installation Status** position 1: 6,345.00 EUR >> position 2: 4,700.00 EUR >> position 3: 12,910.00 EUR
 Availability upon request.



Mega-Banners at Hall 27 facing Entrance South and Hall 1

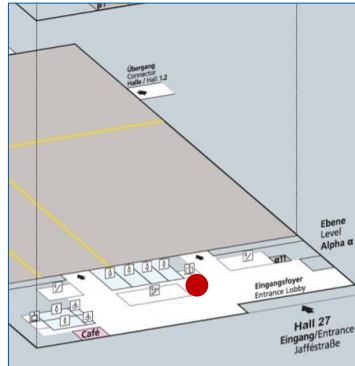
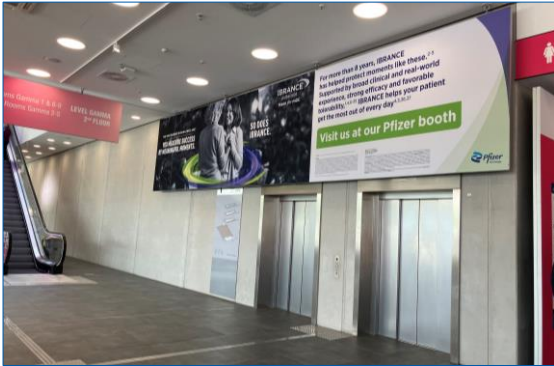
- Location** banners on the east facade of Hall 27 (see red marks) facing Entrance South and Hall 1 (other sizes, positions and formats possible)
- Size (w x h)**
 position 1: approx. 19.60 m x 5.75 m
 position 2: approx. 7.30 m x 14.95 m
- Hire Charge** position 1: 23,665.00 EUR >> position 2: 22,920.00 EUR
- Production/ Installation Status** position 1: 5,630.00 EUR >> position 2: 5,490.00 EUR
 Availability upon request.

HALL 27 – OUTDOORS & INDOORS



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

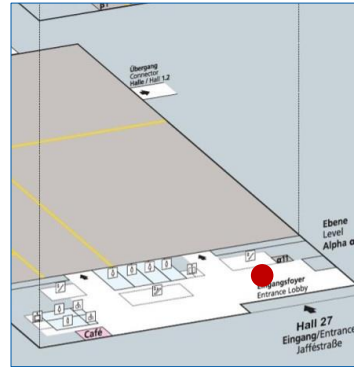
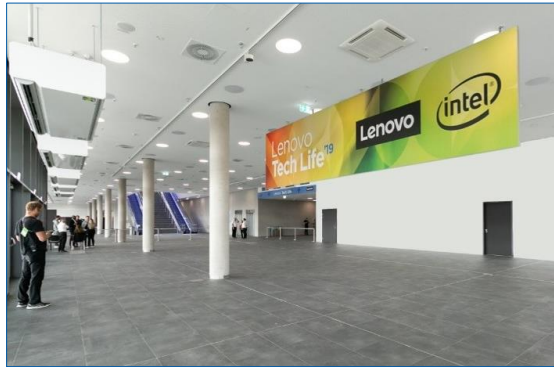
Location	branding of 4 pillars in the entrance area to Hall 27, each 4-sided
Size (w x h)	approx. 0.55 m x 2.80 m per pillar (4 sides per pillar) Other sizes on demand.
Hire Charge	1,912.00 EUR per 4-sided pillar branding
Production/ Installation	1,375.00 EUR per 4-sided pillar branding
Status	Availability upon request.



Hanging Banners in the Entrance Foyer, each 1-sided

Location	e.g. in the Entrance Foyer next to the elevator and the right entrance to the Event hall A Other positions and formats are possible.
Size (w x h)	e.g. 9.40 m x 1.90 m
Hire Charge	e.g. 6,780.00 EUR
Production/ Installation	e.g. 2,055.00 EUR
Status	Availability upon request.

HALL 27 – INDOORS



Hanging Banners in the Entrance Foyer, each 2-sided

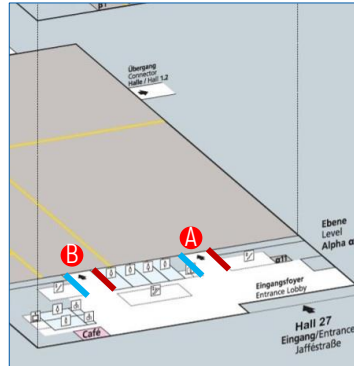
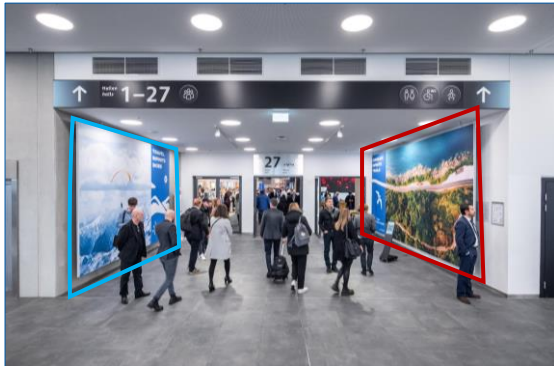
Location e.g. in the Entrance Foyer in front of the entrance / exit doors
Other positions and formats are possible.

Size (w x h) e.g. 9.45 m x 2.00 m per double-sided banner
(print on front and back side)

Hire Charge e.g. 7,808.00 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.

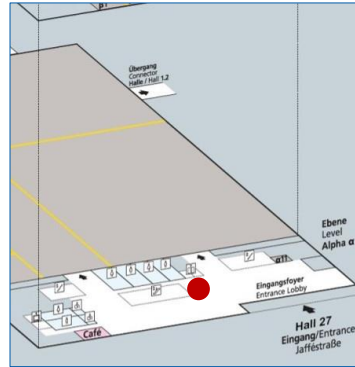
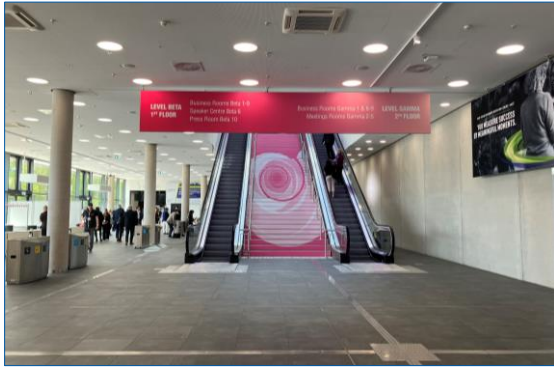
Size (w x h) left banners: 5.00 m x 3.10 m (see blue marks on the left)
right banners: 6.50 m x 3.10 m (see red marks on the left)

Hire Charge left banner: 5,678.00 EUR
right banner: 7,381.00 EUR

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

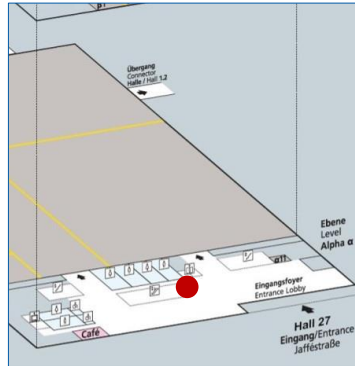
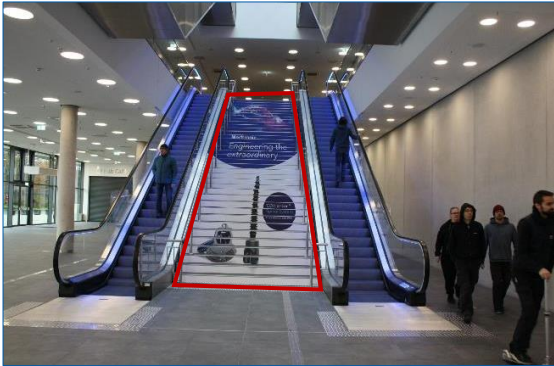
Status Availability upon request.

HALL 27 – INDOORS



Hanging Banner in front of the stairs to the Beta Level, 2-sided

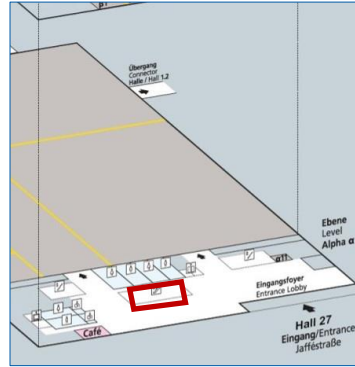
Location	hanging banner in the entrance foyer of Hall 27 in front of the escalators and stairs – double-sided
Size (w x h)	7.00 m x 0.992 m per side
Hire Charge	2,868.00 EUR per double-sided banner
Production/ Installation	1,750.00 EUR per double-sided banner
Status	Availability upon request.



Stair Graphics on the Steps to the Beta Level

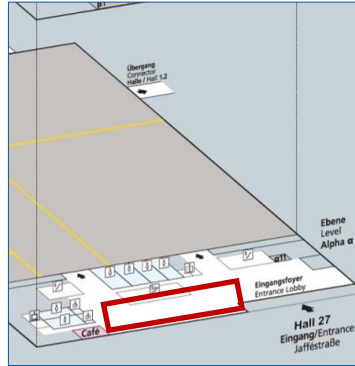
Location	stairs leading from the entrance lobby up to level Beta
Size (w x h)	2.89 m x 0.155 m per step graphic [37 steps in total]
Hire Charge	8,244.00 EUR for 37 step graphics
Production/ Installation	1,345.00 EUR for 37 step graphics
Status	Availability upon request.

HALL 27 – INDOORS



Balustrade Graphics at the Escalators to the Beta Level

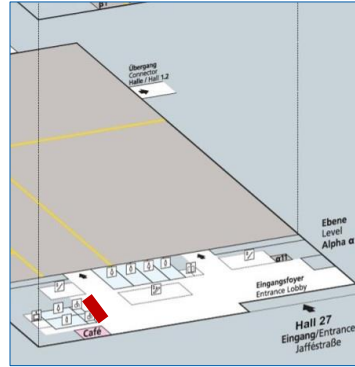
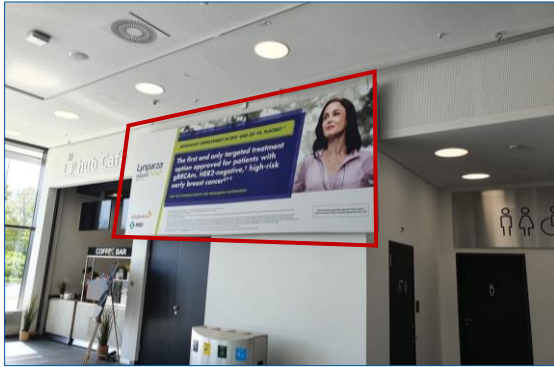
- Location** 2 escalators with 4 balustrades leading to level Beta from the entrance lobby
- Size (w x h)** The stencils will be gladly provided separately.
- Hire Charge** e.g. 4,602.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
- Production/ Installation** e.g. 4,470.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
- Status** Availability upon request



9 Pillar Brandings, each 4-sided

- Location** 9 pillars side by side directly 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** 1,912.00 EUR per 4-sided pillar branding
- Production/ Installation** 1,375.00 EUR per 4-sided pillar branding
- Status** Availability upon request.

HALL 27 – INDOORS



Banner next to the hub-Café

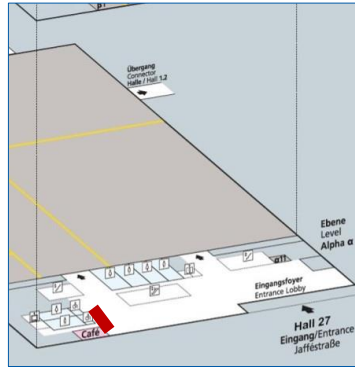
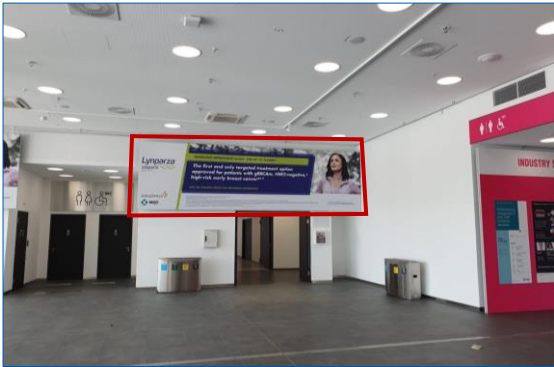
Location in the entrance lobby of Hall 27 next to the café entrance

Size (w x h) 4.75 m x 1.90 m

Hire Charge 3,430.00 EUR

Production/ Installation 1,210.00 EUR

Status Availability upon request.



Banner next to the Hall Entrance

Location in the entrance lobby of Hall 27 beside the hall entrance

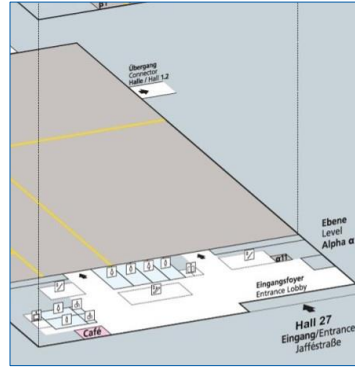
Size (w x h) 6.70 m x 1.90 m

Hire Charge 4,838.00 EUR

Production/ Installation 1,560.00 EUR

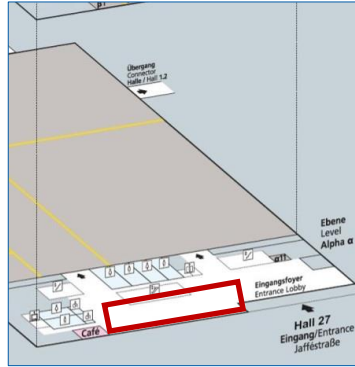
Status Availability upon request.

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	3,754.00 EUR
Production/ Installation	1,210.00 EUR
Status	Availability upon request.



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

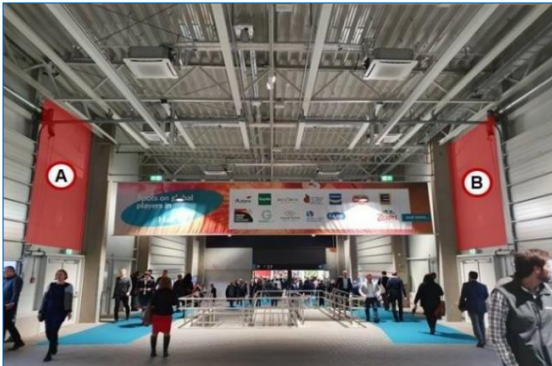
Location	in the Entrance Foyer: exact positions by arrangement
Size (w x h)	1.00 m x 2.00 m per display (2 sides per display)
Hire Charge	e.g. 1,176.00 EUR per 2-sided display
Production/ Installation	e.g. 365.00 EUR per 2-sided display
Status	Availability upon request.

HALL 27 – INDOORS



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

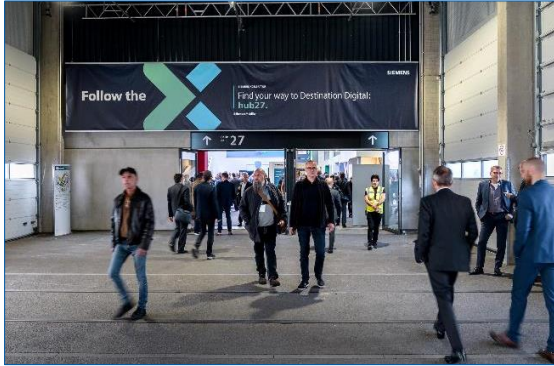
- Location** up to 3 passageway banners between Hall 27 and Hall 25, each 2-sided (see red mark on the left map)
- Size (w x h)** e.g. 10.60 m x 2.00 m, 2-sided
other sizes and formats possible
- Hire Charge** e.g. 15,285.00 EUR per double-sided banner
- Production/Installation** e.g. 2,290.00 EUR per 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** 5,461.00 EUR per banner
- Production/Installation** 825.00 EUR per banner
- Status** Availability upon request.

HALL 27 – INDOORS



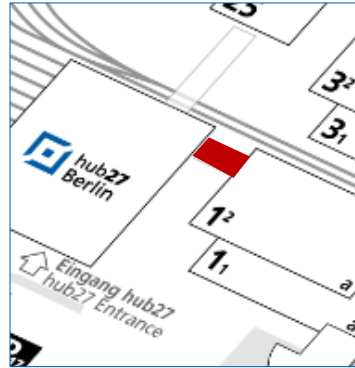
Option A: 2 Entrance Banners to Hall 27 and Hall 25

Location	2 Entrance banners in the passageway between Hall 27 and Hall 25, each 1-sided (see red marks on the left map)
Size (w x h)	10.60 m x 2.00 m per banner
Hire Charge	8,736.00 EUR per banner
Production/ Installation	1,515.00 EUR per banner
Status	Availability upon request.

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

Location	2 Entrance banners in the passageway between Hall 27 and Hall 25, each 1-sided (see red marks on the left map)
Size (w x h)	6.05 m x 1.45 m per banner
Hire Charge	3,615.00 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

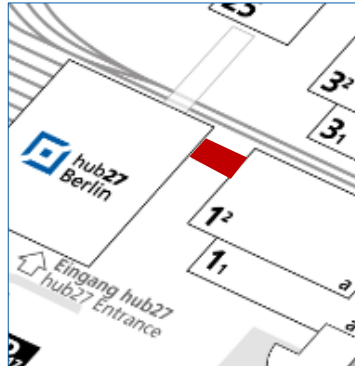
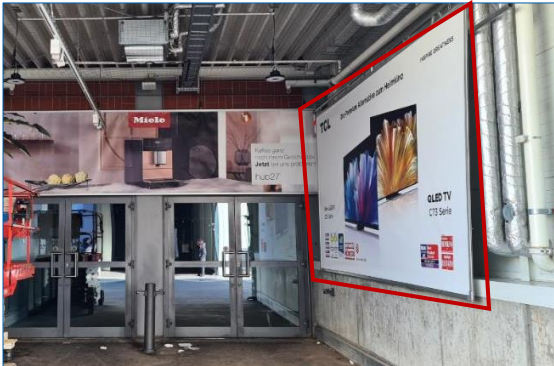
Location up to 3 passageway banners between Hall 27 and Hall 1.2, each 2-sided (see red mark on the left map)

Size (w x h) e.g. 6.05 m x 1.50 m per double-sided banner
other sizes and formats possible

Hire Charge 6,324.00 EUR per banner, each 2-sided

Production/ Installation 1,335.00 EUR per banner, each 2 sided

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)

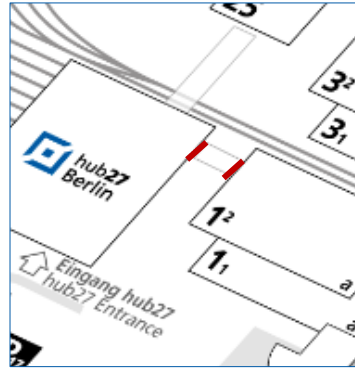
Size (w x h) e.g. 5.00 m x 2.50 m
other sizes and formats are possible

Hire Charge e.g. 3,838.00 EUR per banner

Production/ Installation e.g. 735.00 EUR per banner

Status Availability upon request.

HALL 27 – INDOORS



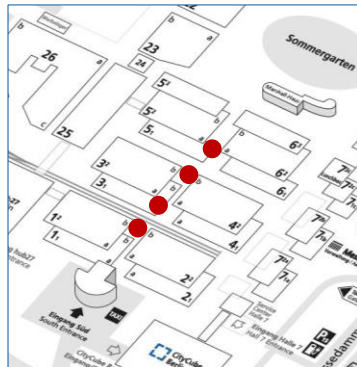
2 Entrance Banners between Hall 27 and Hall 1.2

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 1.50m
Hire Charge	Entrance banner Hall 1.2: 2.720.00 EUR Entrance banner Hall 27: 4,017.00 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

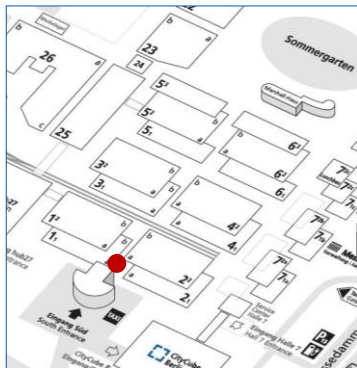
Location directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2

Size (w x h) 11.50 m x 2.20 m per banner
(4 banners in total)

Hire Charge 8,352.00 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

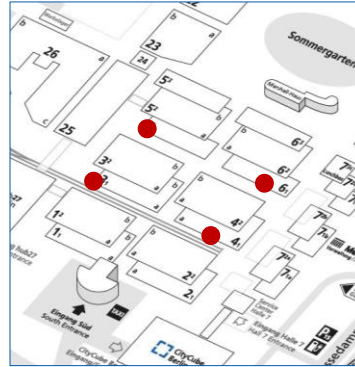
Size (w x h) 11.49 m x 1.50 m

Hire Charge 5,490.00 EUR

Production/ Installation 2,345.00 EUR

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



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

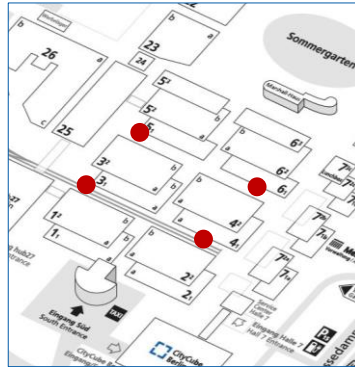
Location in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1:
8 banners per passageway
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1:
6 banners per passageway

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

Hire Charge 6,460.00 EUR per banner

Production/ Installation 1,180.00 EUR per banner

Status Availability upon request.



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 2,980.00 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 in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2 and 6.2 directly in the GUIDING SYSTEM in the walkway to the next middle foyer

Technical Specs UltraStretched Displays in the GUIDING SYSTEM CENTRAL
size: 2158 x 348mm
display 1 x 3840 x 2160 Pixel or 2 x 1920 x 1080Pixel side by side

Price on demand

Status Availability upon request.

Up to 18 UltraStretched Displays GUIDING SYSTEM HALL ENTRANCES

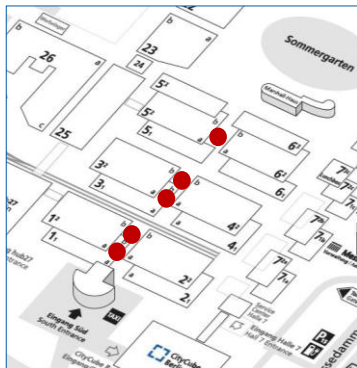
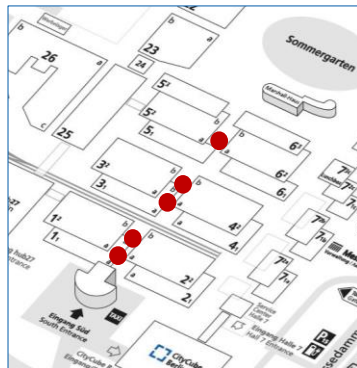
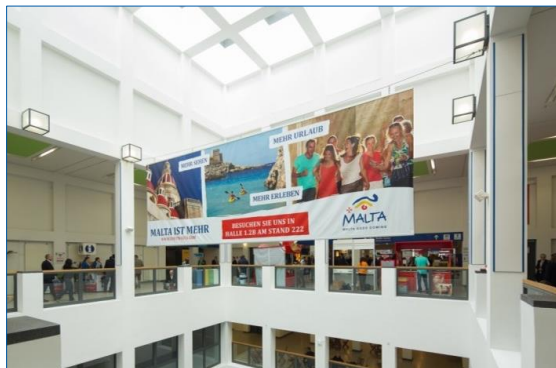
Location in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly in the GUIDING SYSTEM above the entrances to the respective Halls

Technical Specs UltraStretched Displays in the GUIDING SYSTEM HALL ENTRANCES
size: 2158 x 348mm
display 1 x 3840 x 2160 Pixel or 2 x 1920 x 1080Pixel side by side

Price on demand

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 14,560.00 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

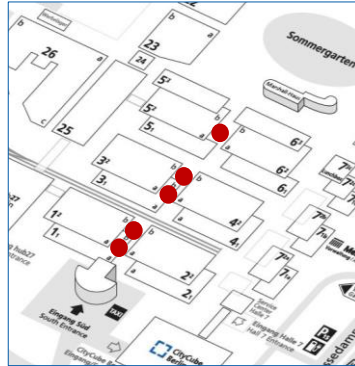
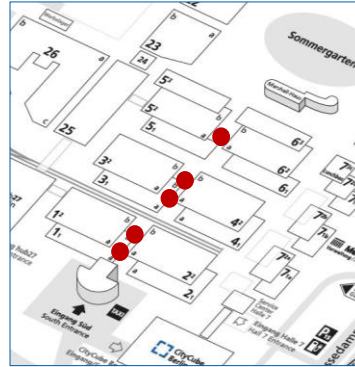
Size (w x h) 2.00 m x 3.00 m per double-sided banner (print on front and back side)

Hire Charge 3,858.00 EUR per double-sided banner

Production/ Installation 405.00 EUR per double-sided banner

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



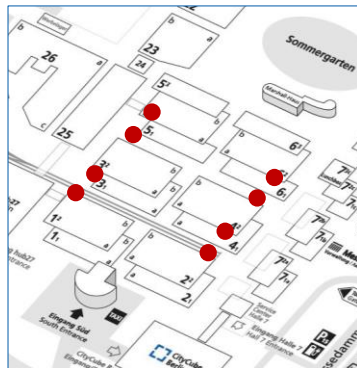
Option A: Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2

- 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** 1,280.00 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** 18,323.00 EUR per entrance branding
- Production/ Installation** 7,870.00 EUR per entrance branding
- Status** Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

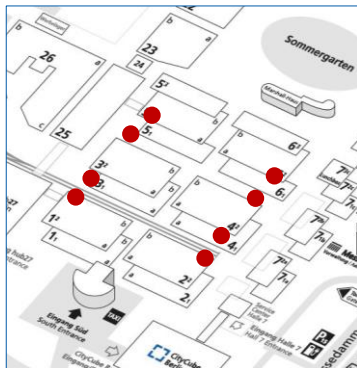
Location at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red marks on the photo)

Size (w x h) 2.92 m x 5.00 m per banner
(4 banners per entrance)

Hire Charge 9,780.00 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)

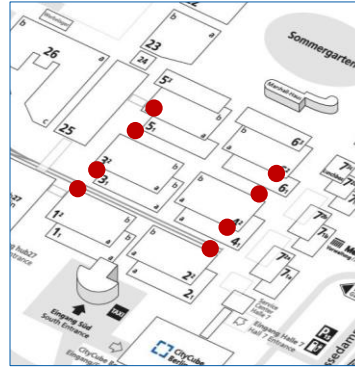
Size (w x h) approx. 2.50 m x 2.80 m per banner
(2 banners per entrance)

Hire Charge 3,345.00 EUR for 2 banners,
i.e. per entrance

Production/ Installation 1,315.00 EUR for 2 banners,
i.e. per entrance

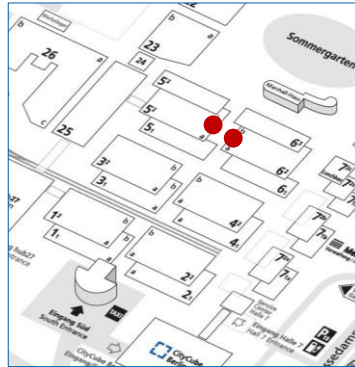
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

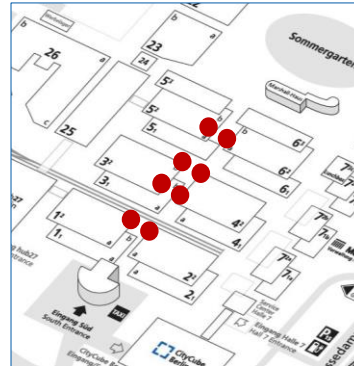
Location	in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red mark on the photo)
Size (w x h)	10.00 m x 1.00 m per banner (1 double-sided banner per entrance)
Hire Charge	4,444.00 EUR per double-sided banner, i.e. per entrance
Production/ Installation	2,085.00 EUR per double-sided banner, 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"> • in the middle foyer between the entrance doors of Hall 5.2b • in the middle foyer between the entrance doors of Hall 6.2b
Size (w x h)	14.60 m x 2.50 m per branding
Hire Charge	7,462.00 EUR per branding
Production/ Installation	3,480.00 EUR per branding
Status	Availability upon request.

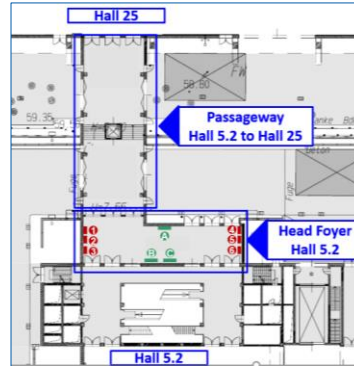
SPECIFIC HALL AREAS – INDOORS



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** 482.00 EUR per poster
- Production/ Installation** 150.00 EUR per poster
- Status** Availability upon request.

SPECIFIC HALL AREAS – INDOORS



6 Lateral Banners in the Head Foyer of Hall 5.2

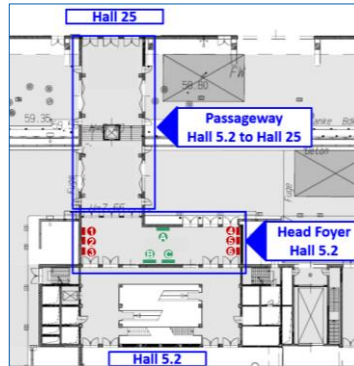
Location 6 banners in the head foyer of Hall 5.2 as connection to Hall 25:
3 banners at the north and 3 banners at the south side
(see exemplary red mark on the photo)

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

Hire Charge 5,109.00 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 5,083.00 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

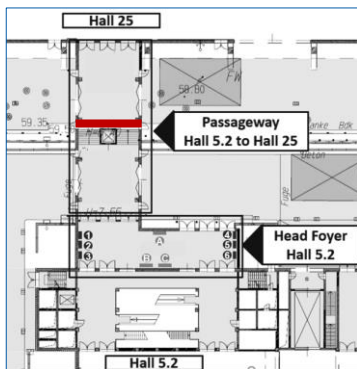
Location at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a

Size (w x h) 7.80 m x 3.00 m

Hire Charge 8,782.00 EUR

Production/ Installation 1,265.00 EUR

Status Availability upon request.



1 Passageway Banner leading to Hall 5.2a

Location directly above the entrance doors to Hall 25 coming from Hall 5.2a

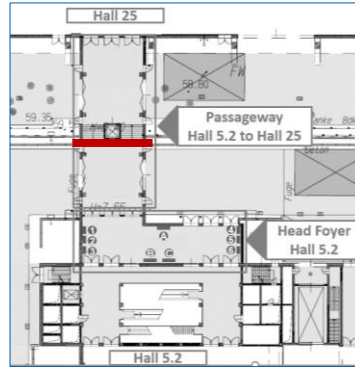
Size (w x h) 7.80 m x 2.50 m

Hire Charge 7,318.00 EUR

Production/ Installation 1,180.00 EUR

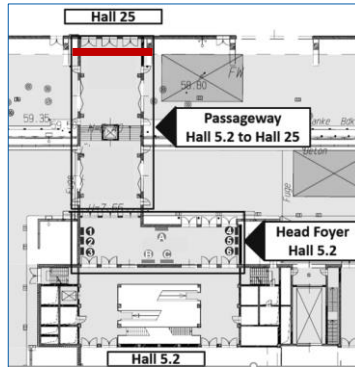
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Passageway Banner leading to Hall 25

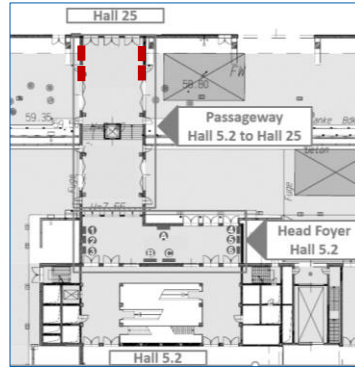
Location	in the middle of the passageway to Hall 25 coming from Hall 5.2a
Size (w x h)	7.80 m x 1.30 m
Hire Charge	3,806.00 EUR
Production/ Installation	925.00 EUR
Status	Availability upon request.



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	7,105.00 EUR
Production/ Installation	1,180.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



4 Entrance Banners to Hall 25

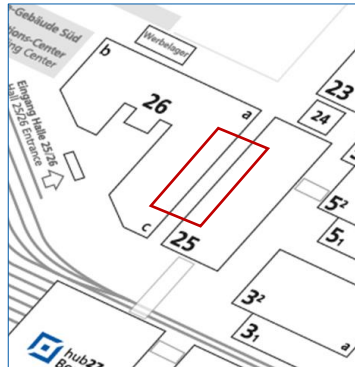
Location 4 banners at the entrance to Hall 25 coming from Hall 5.2a:
2 banners at the north and 2 banners at the south side
(see exemplary red mark on the photo)

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

Hire Charge 4,465.00 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

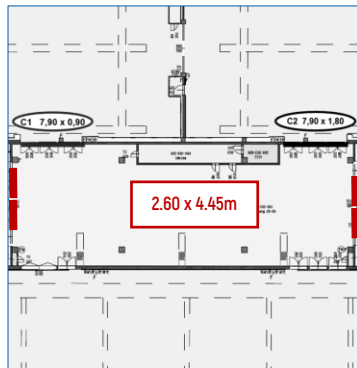
Size (w x h) 4 banners à 2.60 m x 4.45 m,
2 banners à 4.00 m x 3.50 m and
4 banners à 3.00 m x 2.00 m

Hire Charge 28,619.00 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

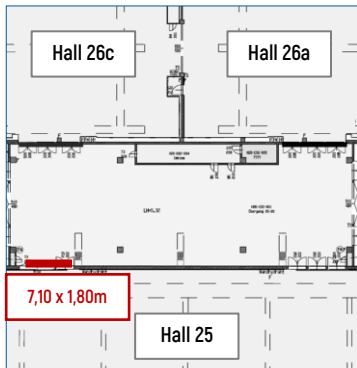
Location at the sides of both passageways connecting Halls 25 and 26:
2 banners in the left passageway and 2 banners in the right passageway
(see exemplary marks A2 and A3 on the photo)

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

Hire Charge 4,336.00 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)

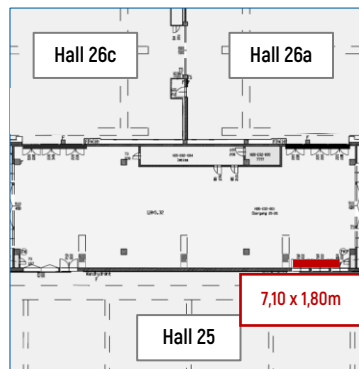
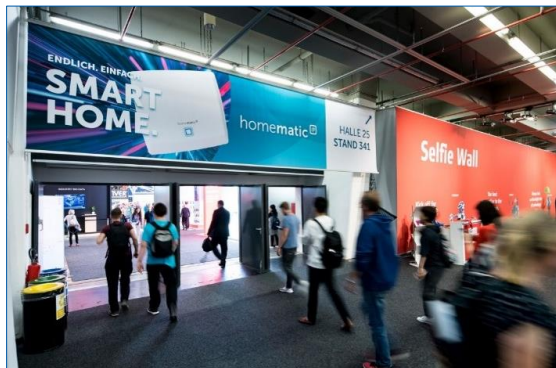
Size (w x h) 7.10 m x 1.80 m

Hire Charge 4,790.00 EUR

**Production/
Installation** 785.00 EUR

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Banner above the left Entrance to Hall 25

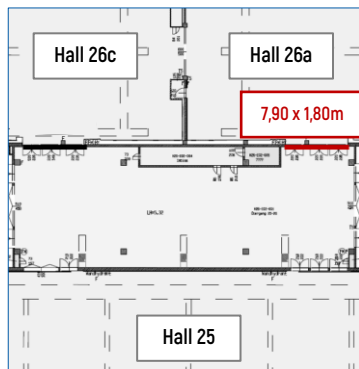
Location directly above the entrance doors to Hall 25 coming from Hall 26a

Size (w x h) 7.10 m x 1.80 m

Hire Charge 4,790.00 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

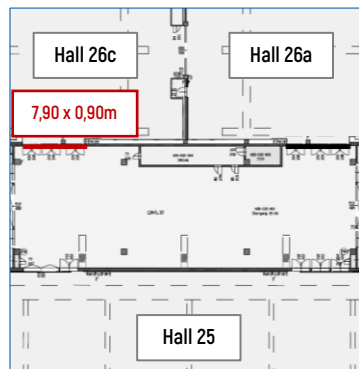
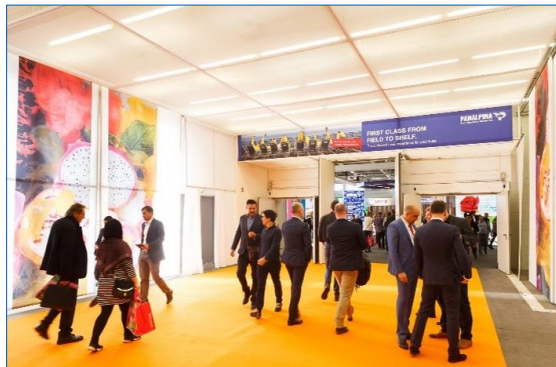
Size (w x h) 7.90 m x 1.80 m

Hire Charge 5,335.00 EUR

Production/ Installation 855.00 EUR

Status Availability upon request.

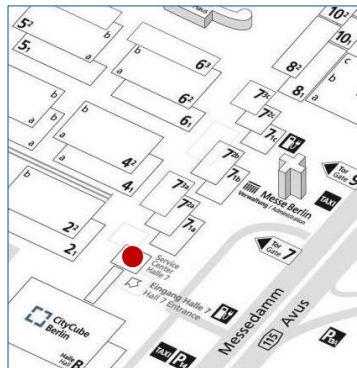
SPECIFIC HALL AREAS – INDOORS



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	3,523.00 EUR
Production/ Installation	710.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Banner in Hall 7, 1-sided

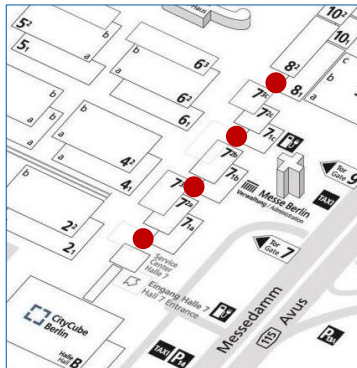
Location suspended banner directly in the entrance area of Hall 7
(see red mark on the left photo)

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

Hire Charge 2,770.00 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

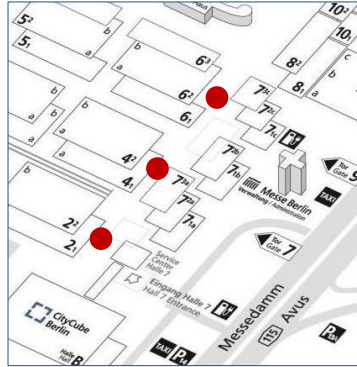
Size (w x h) 1.18 m x 1.75 m per poster

Hire Charge 482.00 EUR per poster

**Production/
Installation** 150.00 EUR per poster

Status Availability upon request.

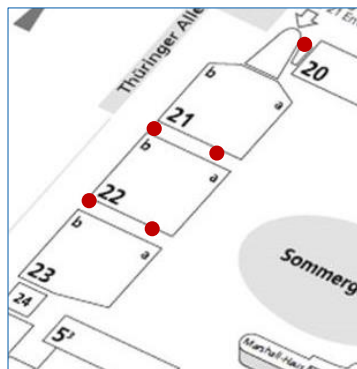
SPECIFIC HALL AREAS – INDOORS



Passageway Banners between Halls 2.2, 4.2, 6.2 and 7.2

- Location**
- 4 banners in the passageway between Halls 2.2 and 7.2a
 - 4 banners in the passageway between Halls 4.2 and 7.2b
 - 4 banners in the passageway between Halls 6.2 and 7.2c
- Size (w x h)** 4 banners: 5.50 m x 1.50 m each per passageway (2 one-sided and 2 double-sided banners)
- Hire Charge** 15,886.00 EUR for 4 banners, i.e. per passageway
- Production/Installation** 3,312.00 EUR for 4 banners, i.e. per passageway
- Status** Availability upon request.

SPECIFIC HALL AREAS – INDOORS



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 363.00 EUR per poster

Production/ Installation 95.00 EUR per poster

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)

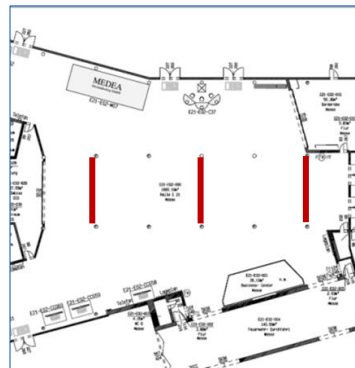
Size (w x h) e.g. 5.50 m x 0.50 m per side (2 sides per banner – other formats are possible)

Hire Charge e.g. 1,230.00 EUR per 2-sided banner

Production/ Installation e.g. 445.00 EUR per 2-sided banner

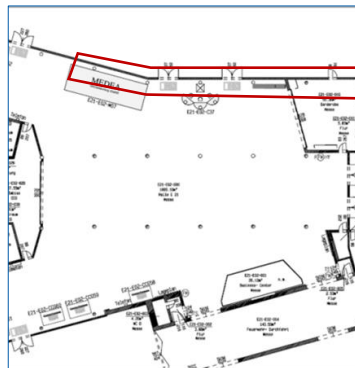
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



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

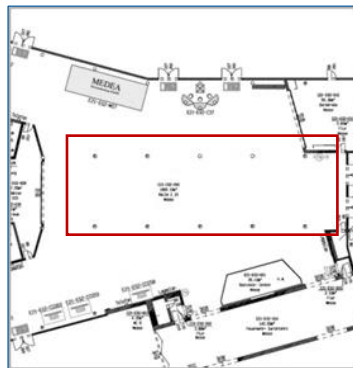
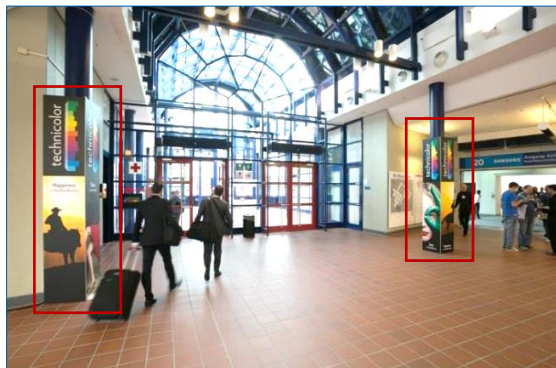
Location	in the entrance area to Hall 21
Size (w x h)	3.00 m x 2.00 m per side (print on front and back side)
Hire Charge	2,666.00 EUR per double-sided banner
Production/ Installation	395.00 EUR per double-sided banner
Status	Availability upon request.



Window Brandings between Halls 20 and 21

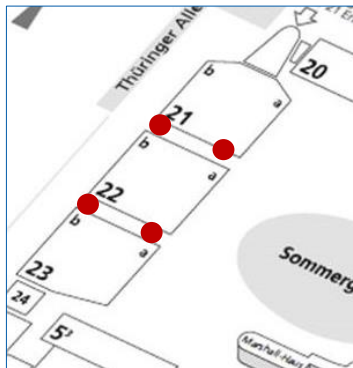
Location	in the entrance area to Hall 21b coming from the Entrance Hall 21 and from Hall 20
Size (w x h)	e.g. 12 windows: 1.13 m x 0.78 m each
Hire Charge	e.g. 4,700.00 EUR for 12 windows
Production/ Installation	e.g. 550.00 EUR for 12 windows
Status	Availability upon request

SPECIFIC HALL AREAS – INDOORS



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

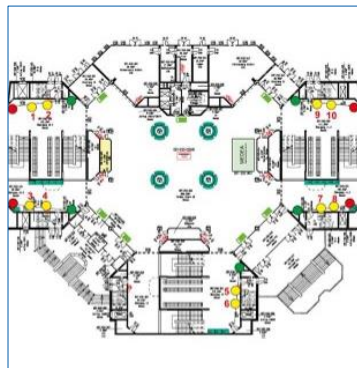
Location	in the entrance areas to Halls 20 and 21
Size (w x h)	approx. 0.58 m x 2.50 m per side (4 sides per pillar)
Hire Charge	1,912.00 EUR per 4-sided pillar branding
Production/ Installation	1,140.00 EUR per 4-sided pillar branding
Status	Availability upon request.



Framed Entrance Banners to Halls 21, 22 and 23

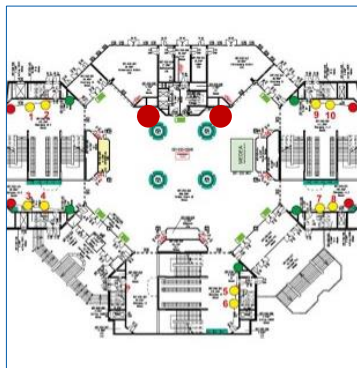
Location	above various entrances to Halls 21, 22 as well as 23 (see exemplary red mark on the photo)
Size (w x h)	from 4.45 to 4.75 m x 1.50 m per banner
Hire Charge	3,002.00 EUR per banner
Production/ Installation	1,410.00 EUR per banner
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



10 Poster Frames in the Passageway "Großer Stern"

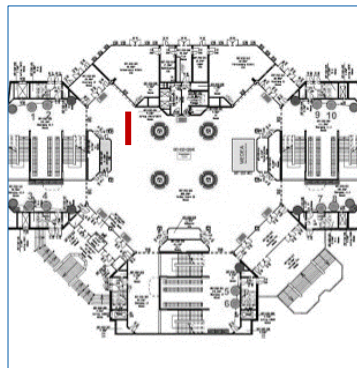
Location	in the passageway "Großer Stern" on Level 2 between Halls 10.2, 11.2 and 12 (see yellow points on the map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	795.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request.



4 Digital Displays in the Passageway "Großer Stern"

Location	in the passageway "Großer Stern" on Level 2 with 4 screens in total whereof 2 screens are installed side by side (see exemplary photo)
Technical Specs	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
Hire Charge	2,009.00 EUR per screen for an exclusive 30 sec. spot within a loop with organiser content
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



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

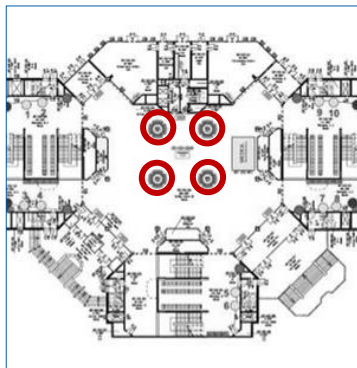
Location in the passageway "Großer Stern" on level 2 at the exit to Summer Garden (see red mark on the map)

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

Hire Charge 2,398.00 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 photo and on the detailed map)

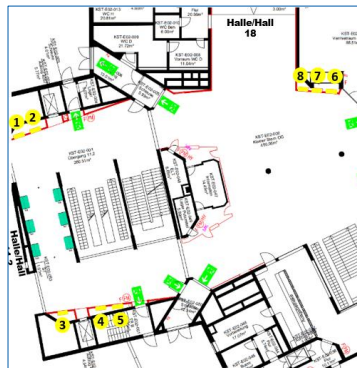
Size (w x h) 0.80 m x 4.08 m per side (4 sides per pillar)

Hire Charge 4,035.00 EUR per 4-sided pillar branding

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

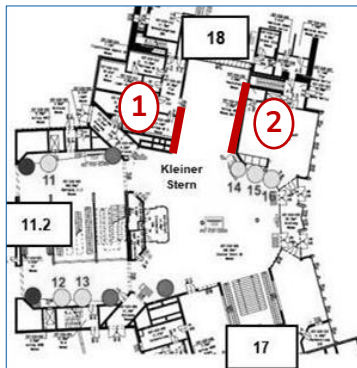
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



6 Poster Frames in the Passageway "Kleiner Stern"

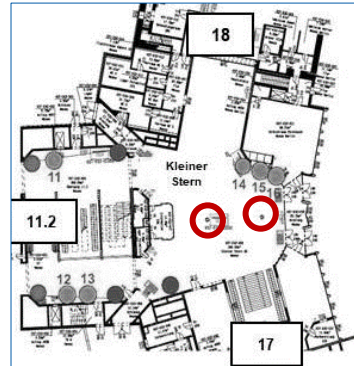
Location	in the passageway "Kleiner Stern" on Level 2 between Halls 11.2, 17 and 18 (see yellow points on the map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	795.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request.



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: 5,860.00 EUR position 2: 7,912.00 EUR
Production/ Installation	position 1: 790.00 EUR position 2: 1,065.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



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

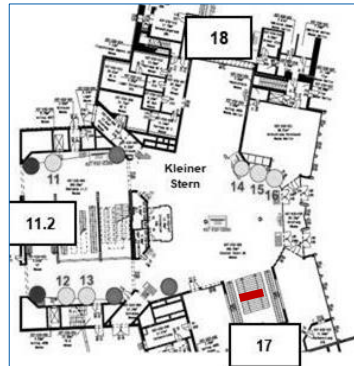
Location in the passageway "Kleiner Stern" on Level 2 in the passageway "Kleiner Stern" on level 2 between Halls 11.2, 17 and 18

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

Hire Charge 5,302.00 EUR for both 4-sided pillar brandings

Production/ Installation 3,220.00 EUR for both 4-sided pillar brandings

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 2,797.00 EUR

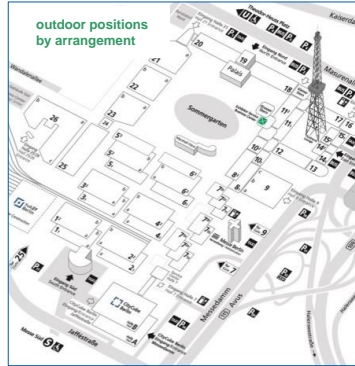
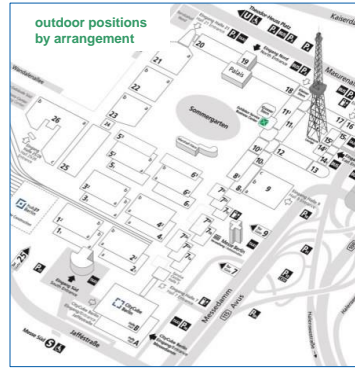
Production/ Installation 1,090.00 EUR

Status Availability upon request.

ON-SITE ADVERTISING SPECIALS



SPECIALS – OUTDOORS



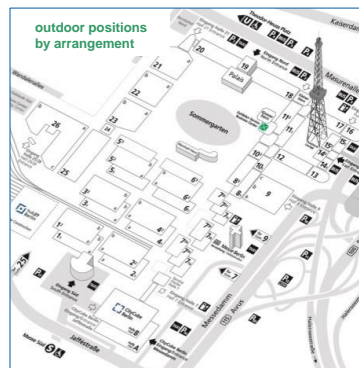
Advertising Inflatables: Balloons etc.

- 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** e.g. 14,360.00 EUR for 1 balloon with 3.00 m diameter incl. handling
- Production/ Installation** on demand
- Status** Availability upon request.

Floor Graphics

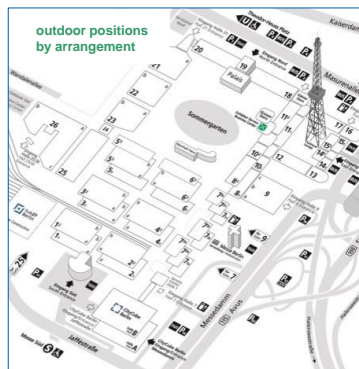
- Location** outdoor positions by arrangement
- Size (w x h)** e.g. 2.40 m x 2.40 m per floor graphic
Special formats (see photo on the left) are possible.
- Hire Charge** e.g. 1,803.00 EUR per floor graphic
- Production/ Installation** e.g. 670.00 EUR per floor graphic
- Status** Availability upon request.

SPECIALS – OUTDOORS



Advertising Towers, each 4-sided

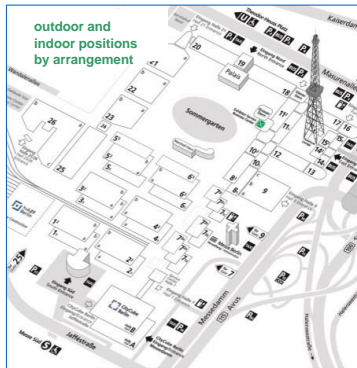
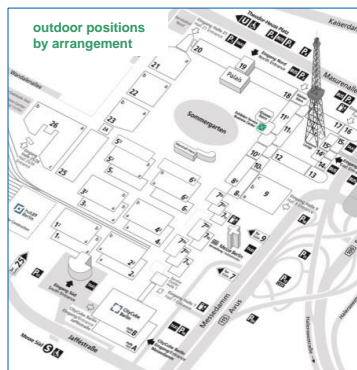
Location	positions by arrangement
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 10,642.00 EUR per 4-sided tower e.g. big: 22,622.00 EUR per 4-sided tower
Production/ Installation	e.g. small: 2,970.00 EUR per tower e.g. big: 4,995.00 EUR per tower
Status	Availability upon request.



Bench Displays, each 2-sided

Location	positions by arrangement
Size (w x h)	2.05 m x 2.05 m per side (2 sides per display)
Hire Charge	2,116.00 EUR per 2-sided display
Production/ Installation	405.00 EUR per 2-sided display
Status	Availability upon request.

SPECIALS – OUTDOORS & INDOORS



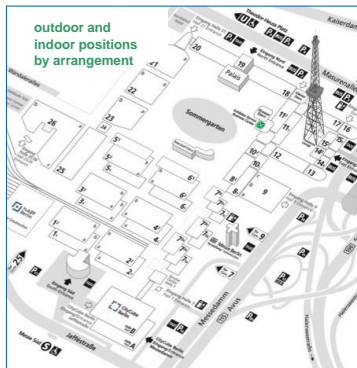
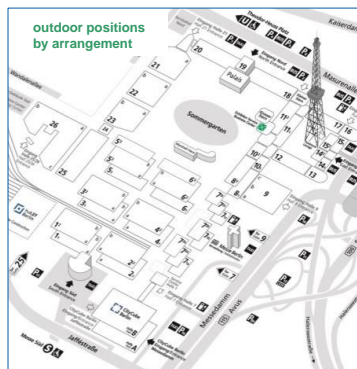
LED Sprinter

- 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 7,1 x 2,1 x 3,2m
- Package Price** from 32,000.00 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 x 3.50 m screen size
- Package Price** from 34,000.00 EUR
depending on location and branding
- Status** Availability upon request.

SPECIALS – OUTDOORS & INDOORS



Full-Video AdScreenPosters, each 1- or 2-sided

Location digital advertising media such as electronic displays, LED walls etc.:
outdoor positions by arrangement

Size (w x h) to be defined

Hire Charge on demand
(depending on medium and location)

Production/ Installation on demand
(depending on medium and location)

Status Availability upon request.

Digital Advertising Media

Location digital advertising media such as electronic displays, LED walls etc.:
outdoor and indoor positions by arrangement

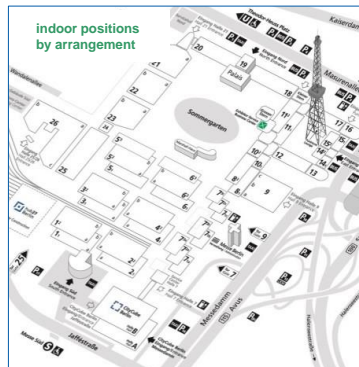
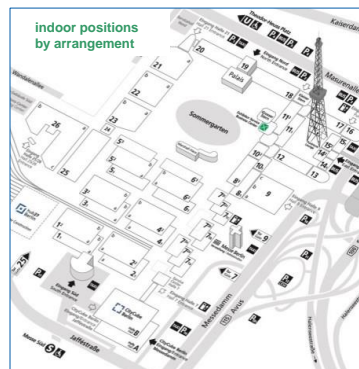
Size (w x h) to be defined

Hire Charge on demand
(depending on medium and location)

Production/ Installation on demand
(depending on medium and location)

Status Availability upon request.

SPECIALS – INDOORS



Floor Graphics and Carpet Brandings

Location indoor positions by arrangement: e.g. in entrance areas, at passageways and within middle foyers

Size (w x h) 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.

Hire Charge e.g. 330.00 EUR per floor graphic
e.g. 838.00 EUR per floor graphic

Production/Installation e.g. 105.00 EUR per floor graphic
e.g. 335.00 EUR per floor graphic

Status Availability upon request.

Step Graphics at Stairs

Location indoor positions by arrangement: e.g. in the middle foyers

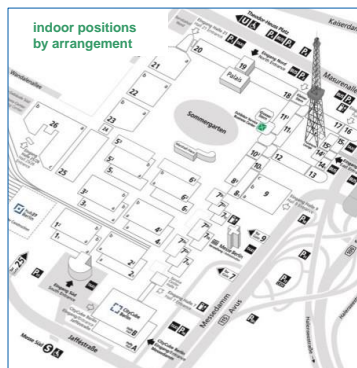
Size (w x h) to be defined

Hire Charge on demand
(depending on location, quantity and format)

Production/Installation on demand
(depending on location, quantity and format)

Status Availability upon request.

SPECIALS – INDOORS



Branding of Pillars, each 4-sided

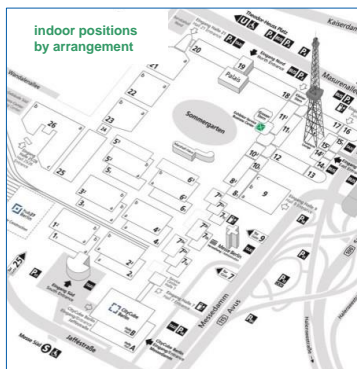
Location in middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrance areas

Size (w x h) approx. 0.60 m x 2.50 m per side
(4 sides per pillar)

Hire Charge 1,912.00 EUR per 4-sided pillar branding

Production/ Installation 675.00 EUR per 4-sided pillar branding

Status Availability upon request.



Display Frames, each 1- or 2-sided

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

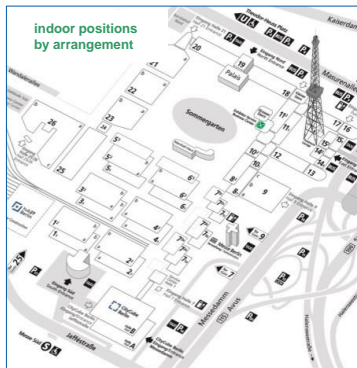
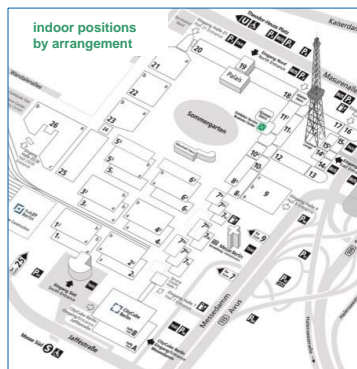
Size (w x h) 1.00 m x 2.00 m per side
(2 sides per display)

Hire Charge e.g. 1,176.00 EUR per 2-sided display

Production/ Installation e.g. 365.00 EUR per 2-sided display

Status 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 1,680.00 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 1,990.00 EUR per frame and banner

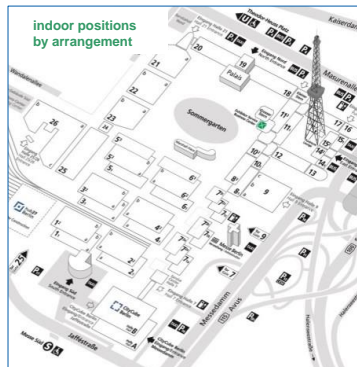
Production/Installation 530.00 EUR per frame and banner

Status Availability upon request.

ON-SITE ADVERTISING SANITARY FACILITIES



SANITARY FACILITIES – INDOORS



Mirror Brandings

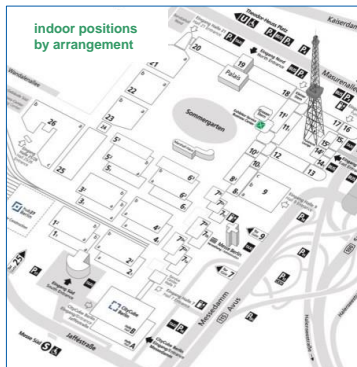
Location high-quality stickers on the mirrors in the lavatories:
exact positions by arrangement

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. 440.00 EUR for 10 mirror brandings

Production/Installation e.g. 255.00 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

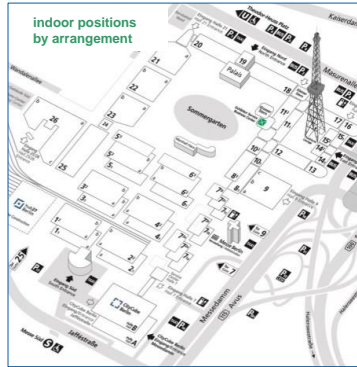
Size (w x h) e.g. 0.30 m x 0.15 m per towel dispenser graphic
Other formats and special shapes are possible.

Hire Charge e.g. 440.00 EUR for 10 towel dispenser brandings

Production/Installation e.g. 255.00 EUR for 10 towel dispenser brandings

Status Availability upon request.

SANITARY FACILITIES – INDOORS



Door Brandings

Location high-quality stickers at the doors (outside) in the lavatories as well as in the toilets:
exact positions by arrangement

Size (w x h) e.g. 0.30 m x 0.15 m per door graphic
Other formats and special shapes are possible.

Hire Charge e.g. 440.00 EUR for 10 door brandings

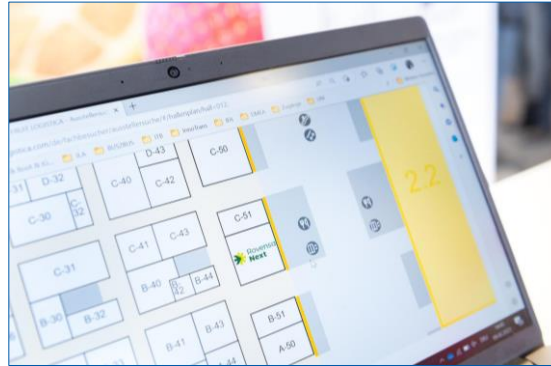
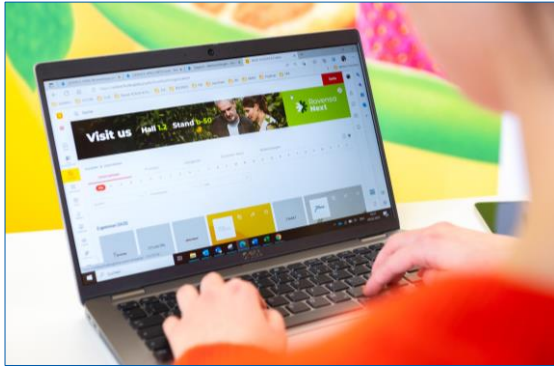
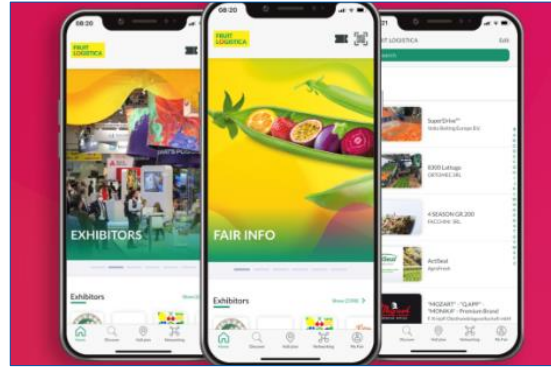
**Production/
Installation** e.g. 255.00 EUR for 10 door brandings

Status Availability upon request.

ONLINE ADVERTISING



ONLINE ADVERTISING



FRUIT LOGISTICA Online

Description For many years now, FRUIT LOGISTICA has been offering its exhibitors the opportunity to digitally extend their on-site trade fair participation beyond the duration of the exhibition with the Media Package.

This digital presence is the **FRUIT LOGISTICA Online Platform** with interactivity and networking.

Boost your visibility before, during and after the trade show and put your company in the spotlight by placing eye-catching online advertising in 3 channels:

- FRUIT LOGISTICA website: the online exhibitor list
- FRUIT LOGISTICA Online: the comprehensive pre- and post-event platform
- FRUIT LOGISTICA App: the smart mobile companion for visiting the event

Benefit from eye-catching advertising formats and enrich your company profile with valuable content. Top-listings, banner advertising, app stories as well as content upgrades and much more await you.

You can find our [Online Advertising Portfolio \(PDF, 2.8 MB\)](#) for 2024 right here.

New this year: you can place your orders directly in our Advertising Shop.

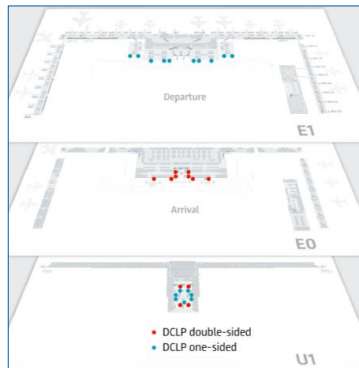
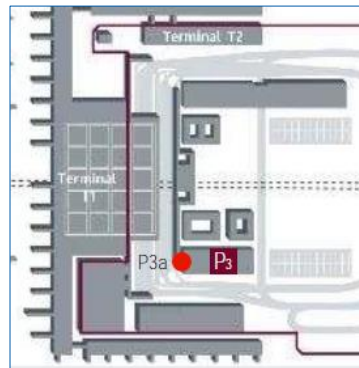
We will be happy to advise you personally. Call us or send us an e-mail:

- Phone: +49(0)30 3038-2505
- E-mail: support@messe-berlin.de

OUT-OF-HOME ADVERTISING AIRPORT "BER"



AIRPORT "BER" – OUTDOORS & INDOORS



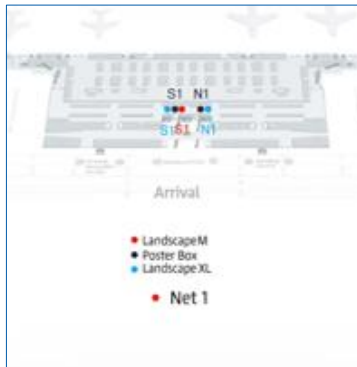
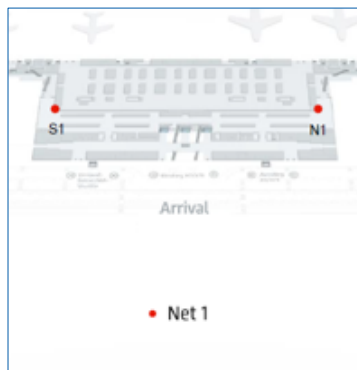
Giant Poster at the Access and Exit Road

- Location** Successful meeting. With this giant poster on car park P3 you'll be visible from the drop-off/pick-up zone and check-in and will address both departing and arriving passengers and their meeters and greeters >> Terminal 1 access and exit road , parking garage P3, outdoor area
- Target Group** arriving and departing passengers, Meeters & Greeters
- Size (w x h)** visible size: approx. 18.80 m x 10.95 m
- Hire Charge** on demand
- Production/ Installation** on demand
- Status** Availability upon request.

Digital City Light Posters

- Location** up tp 29 Digital City Light Posters in the net, single and double-sided, indoors and outdoors. Terminal 1, Level 1, 0 & U1, Arrival / Departure, outdoor area
- Target Group** arriving and departing passengers, Meeters & Greeters
- Dimensions and baseline data** 75 / 85-Zoll, 9:16,
number of spaces / screens: 29 / 41
thereof 17 single-sided (see blue marks on the map) and
12 double-sided screens [see red marks on the map]
number of slots: 6 slots à 10 sec. / min. 1 week
minimum booking period: 1 slot à 10 sec. / min. 1 week
- Hire Charge** on demand
- Status** Availability upon request.

AIRPORT "BER" – INDOORS



Landscapes "L" at Arrival Gangway North and South

Location Land customers with attention grabbers. You want maximum attention for your products? We'll get you there! Using the L landscapes in the north and south gangways to baggage reclaim readily get noticed by arriving Schengen and non Schengen passengers >> Terminal 1, arrival gangway, security area

Target Group arriving passengers in Terminal 1
Size (w x h) production size / visible size: 6.21 m x 1.255 m / 6.19 m x 1.235 m
 maximum available spaces: 2 (1 net)

Hire Charge on demand

Production/ Installation on demand

Status Availability upon request.

Landscapes "M & XL" and 2 Poster Boxes Lost & Found

Location An intelligent luggage net. Get your offer deftly across on five sites in the passageway between the baggage reclaim areas. Catch their attention as they make their way to their bags >> Terminal 1, arrival gangway, baggage claim, security area

Target Group arriving passengers in Terminal 1

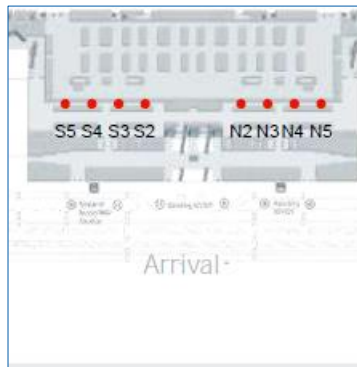
Size (w x h) production size / visible size:
 3.71 m x 1.91 m / 3.69 m x 1.89 m per Landscape M
 8.71 m x 1.91 m / 8.69 m x 1.89 m per Landscape XL
 1.21 m x 1.91 m / 1.19 m x 1.89 m per Poster Box
 maximum available spaces: 5 (1 net)

Hire Charge on demand

Production/ Installation on demand

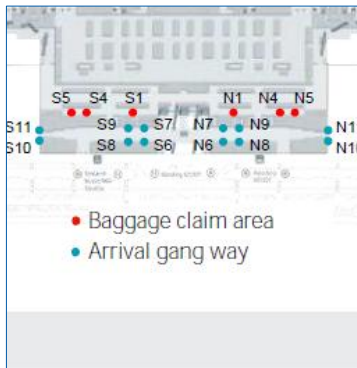
Status Availability upon request.

AIRPORT "BER" – INDOORS



Landscape XL Baggage Claim Area

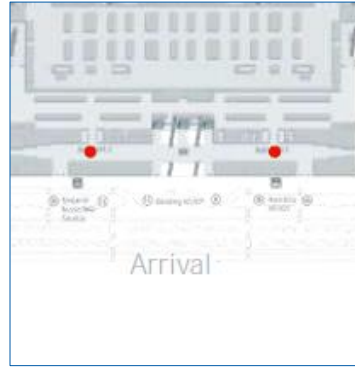
- Location** Your bag of tricks in Berlin. Always have a good idea with you in your luggage? Make the most of yourself on eight landscapes along the baggage carousels XL effects guaranteed! >> Terminal 1, arrival gangway, baggage claim, security area
- Target Group** arriving passengers in Terminal 1
- Size (w x h)** production size / visible size: 8.71 m x 1.91 m / 8.69 m x 1.89 m
maximum available spaces: 8
- Hire Charge** on demand
- Production/ Installation** on demand
- Status** Availability upon request.



Poster Display Case Arrival

- Location** A net of posters. Arriving passengers will be unable to ignore them; 18 poster display cases in the baggage reclaim area or pick-up area are single or in a net bookable. With backlighting for greater appeal >> Terminal 1, arrival, baggage claim & arrival gang way, security area & public area
- Target Group** arriving passengers in Terminal
- Size (w x h)** production size / visible size: 1.18 m x 1.745 m / 1.15 m x 1.71 m
maximum available spaces: 18
- Hire Charge** on demand
- Production/ Installation** on demand
- Status** Availability upon request.

AIRPORT "BER" – INDOORS



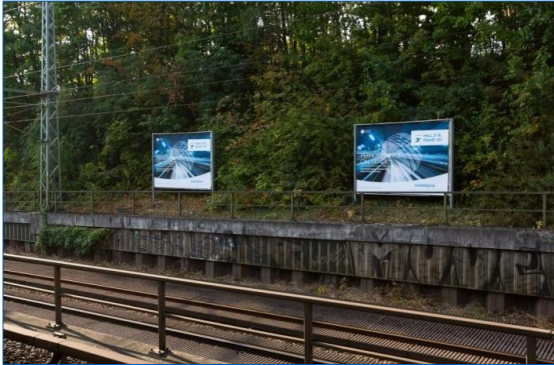
Monitor Bridges

- Location** Hello in Berlin! These backlit areas are located directly opposite the two exits from the baggage claim area. As stand-alone areas they are a real eye-catcher and the first advertising media in the public area >> Terminal 1, arrivals, pick-up area, public area
- Target Group** arriving passengers in Terminal 1
- Size (w x h)** production size / visible size:
2.530 m x 1.435 m / 2.520 m x 1.425 m (incl. edges)
maximum available spaces: 2
- Hire Charge** on demand
- Production/Installation** on demand
- Status** **Availability upon request.**

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...

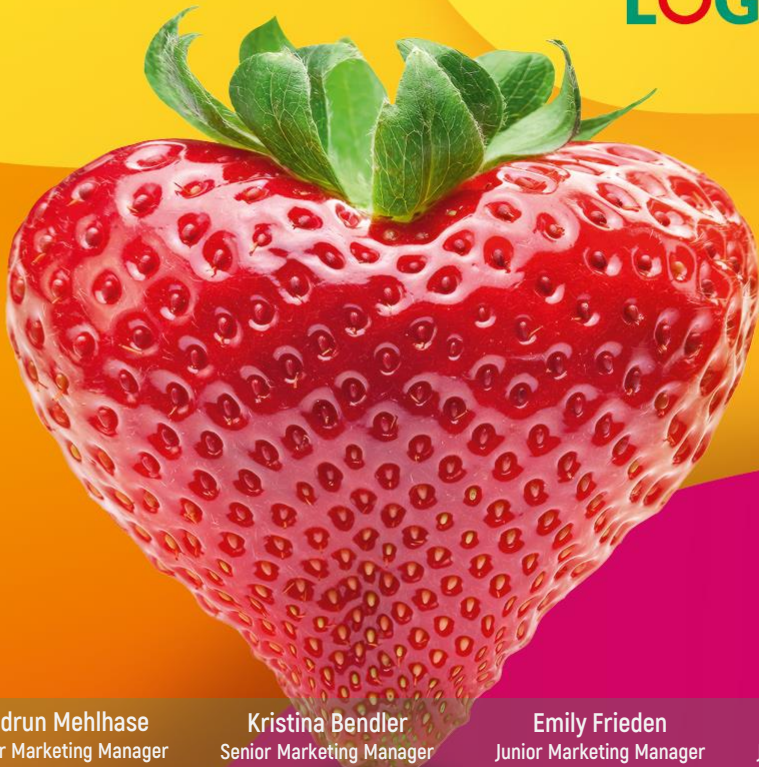


GIVE US A CALL OR WRITE US AN E-MAIL:

PHONE: +49(0)30 3038-2525

E-MAIL: ADVERTISING@MESSE-BERLIN.DE

LET'S BOOST YOUR VISIBILITY BEYOND YOUR BOOTH AND FEEL THE HEARTBEAT OF THE FRESH PRODUCE BUSINESS!



Luis Humpert Junior Marketing Manager	Tuba Ipek Senior Marketing Manager	Lilith Strebl-Schneider Marketing Director	Gudrun Mehlhase Senior Marketing Manager	Kristina Bendler Senior Marketing Manager	Emily Frieden Junior Marketing Manager	Leopold Benecke Junior Marketing Manager
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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.