

Eingang Entrance

Advertising your  
trade fair  
appearance

Visit us!

Hall 2 stand B17

# Outdoor advertising

## Contact:

Anke Robbers  
Tel. +49 511 89-31227  
advertising@messe.de

Outdoor advertising structures exist at all heavily-frequented locations outside the exhibition grounds – your large-format advertising is guaranteed to have an impact there! Put up the right message at the right location to gain a decisive competitive edge

## Billboards

Our five-meter-wide billboards are a particularly eye-catching option in high-traffic areas like taxi stands, entrance and exit gates, parking lots and mass transit stations. They can be seen at a considerable distance and their striking size makes them an ideal way to draw attention to your trade fair appearance.

Size:

Around 5.0 m wide x 0.9 m high

## Frames

Our framed posters are placed around parking lots and entrance gates. They are mounted on walls and fences at eye level to insure your advertising slogans catch the attention of trade fair visitors. A series of images is a particularly effective way of using this medium.

Size:

Around 2.5 m wide x 2.0 m high

## Advertising towers

With an advertising surface of 165 square meters on four sides, our advertising towers are a premium form of advertising space. Around ten meters high, these towers are visible from a great distance and are guaranteed to attract the attention of your target groups, thanks to their prominent placement around the exhibition grounds and along heavily frequented access roads.

Size:

Basic surface around 4.18 m x 4.18 m,  
approx. 10 m high

and steer key target groups directly to your stand. Feel free to contact us for individual advice and quotations. Choose from a wide range of advertising formats to find the right option for your company, then reserve your preferred outdoor locations as early as possible. The various options are listed below.

Further information on outdoor advertising, including photos and location options, is available at [www.messe.de/outdoorad](http://www.messe.de/outdoorad)

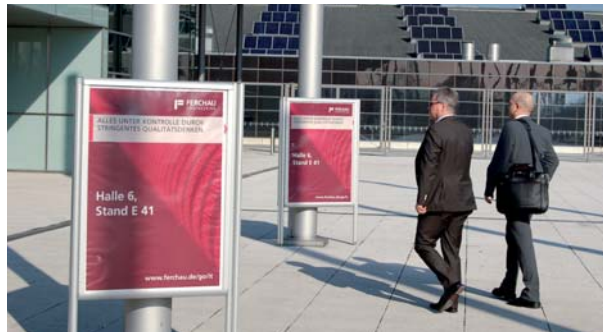


### Three-sided displays

These three-sided advertising spaces in A0 poster format are bound to catch the eye of passers-by, no matter which direction they are headed in. The distinctive three-siders can be booked as a set and placed in ten ideal locations at every entranceway around the exhibition center.

Size:

A0 posters, three-sided,  
0.84 m in width x 1.19 m in height



### XL posters

These extremely large surfaces in poster formats of up to 275 square meters lend themselves to all kinds of designs and radiate a strong, assertive impression. Our high-quality production standards impart a powerful impact to your advertising slogans in prominent locations like the main access roads or the front side of our exhibition parking structures.

Size:

Various sizes, from 90 to 275 square meters



### Big banners

Our “big banners” represent a real attention-grabber on the heavily frequented northern perimeter of the exhibition grounds. Located directly at the North 2 entrance gate, their advertising message is sure to reach the large volume of visitors there.

Size:

3,80 m in width x 3,10 m in height



### Tradeshaw shuttle buses

Our buses are an ideal advertising medium, grabbing the eye of visitors as they make their way around the exhibition grounds. Use our tradeshaw shuttle buses as a mobile advertising space to bring visitors directly to your stand. For more details, including the new dimensions and design options, don't hesitate to contact us.



## Skywalk advertising

Tens of thousands of exhibitors and visitors use the southern and western skywalks every day, as they represent an ideal, weatherproof way to reach the heavily frequented entrance gates from the large parking lots to the south of the exhibition complex or the “Hannover Messe-Laatzen” train station to the west. Make the most of this heavy volume of

foot traffic by advertising your innovative products on cost-effective skywalk posters mounted at eye level, or on conspicuous floor graphics, extra-large billboards near the escalators as well as numerous other, attractive skywalk options.

Please bear in mind that the skywalks are not in operation for all events.



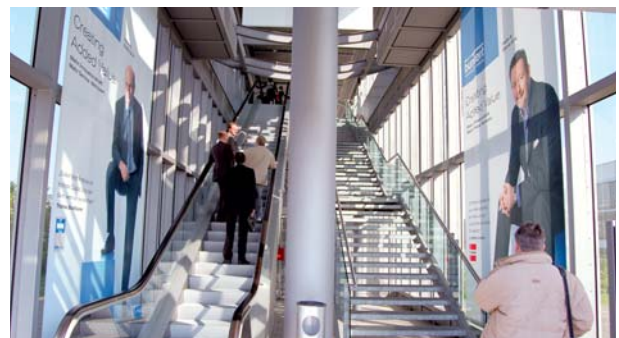
Skywalk poster, single sided, around 1.3 m wide x 0.9 m high



Special skywalk poster, 1.3 m wide x 0.85 m high



Floor graphics, large, around 3.0 m wide x 1.3 m high



Skywalk super-billboard, around 2.8 m wide x 5.06 m high



Skyboard, around 3.8 m wide x 2.5 m high



Mega-size west skywalk banner, around 2.06 m wide x 2.4 m high

# Online advertising

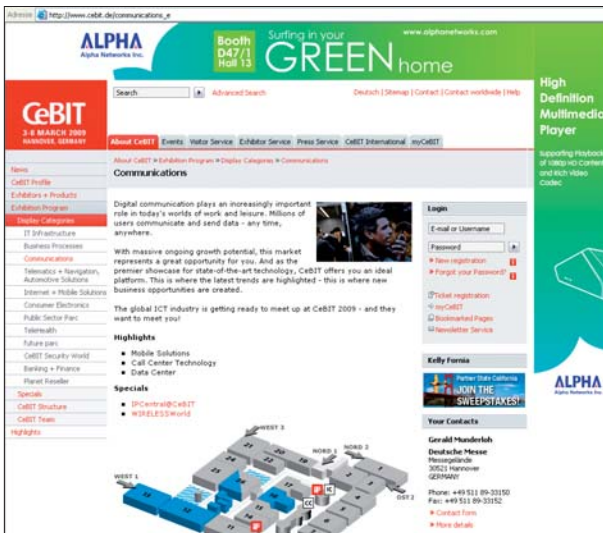
## Contact:

Katja Anssar  
Tel. +49 511 89-34314  
advertising@messe.de

Online advertising has become a fixture of every sophisticated marketing campaign. Not only does it draw attention to your company, it also brings visitors to your homepage or even directly to your product pages.

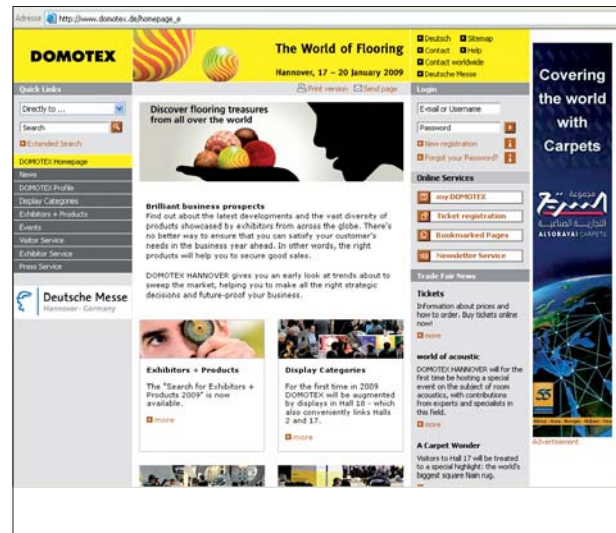
Your advertising on our tradeshow websites gives you access to an audience made up almost exclusively of professionals – at a price under 400 euros. From large-format, exclusive wallpaper to one-third banners – we have the right answer for any budget.

Several million ad impressions on our event websites speaks for itself. Harness this powerful platform to your advertising needs! We'll be happy to provide you with further information and advice on the specific options for each tradeshow.



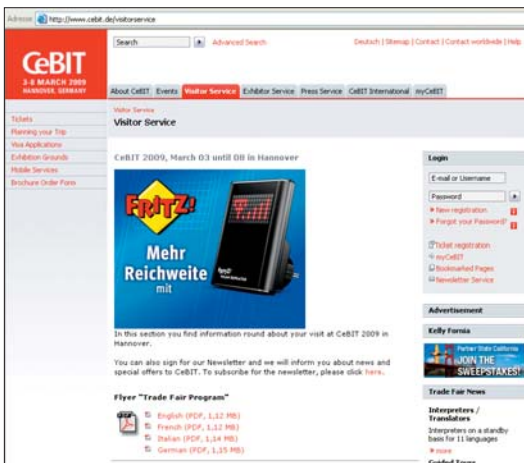
## Wallpaper

Super banner, 728 pixels wide x 90 pixels tall plus skyscraper, 120 pixels wide x 600 pixels tall



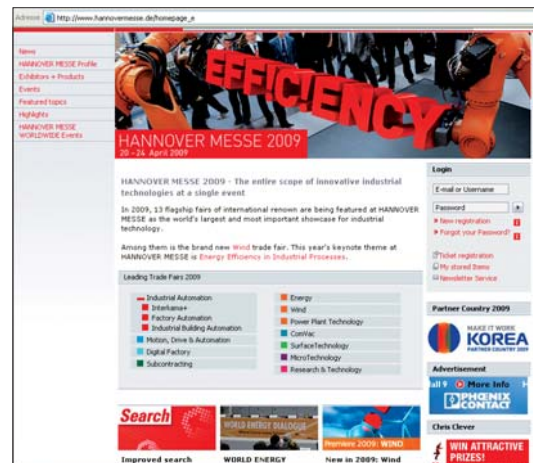
## Skyscraper

120 or 160 pixels wide x 600 pixels tall



## Rectangle / Content ad

300 pixels wide x 250 pixels tall



## One-third banner

156 pixels wide x 60 pixels tall



# Advertising materials

## Contact:

Heidi Bauer  
Tel. +49 511 89-31237  
heidi.bauer@messe.de

A wide variety of advertising materials are available for you to conduct broad-based promotional campaigns and inform your business partners, customers

## Invitation stationery

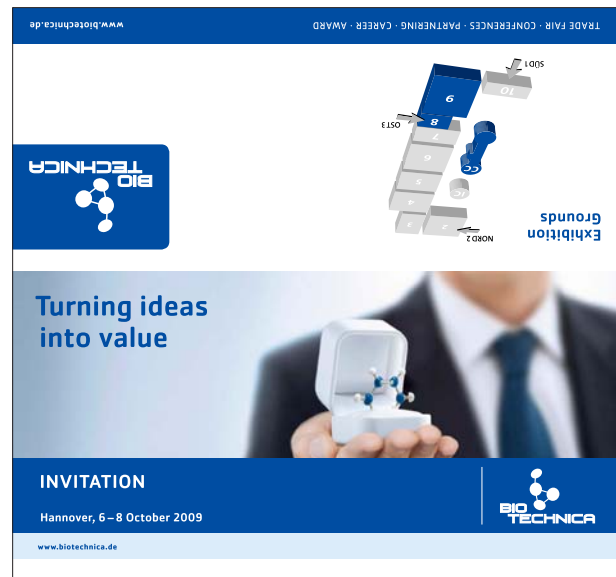
An individually printed invitation letter signals how much you value your business partners and customers. Add your company logo and address to our template and use the inside of this invitation stationery to include a personal message and/or inform recipients of your location at the trade fair. For your convenience, this information can either be commercially printed, photocopied, laser-printed or handwritten.



**TIP:** Include complimentary admission tickets with your mailed invitations (see "Tickets and lead management", beginning on page 22.

and potential customers about your appearance at the show. Almost all advertising materials supplied by Deutsche Messe are available in unlimited quantities and are free of charge, either via the OBS system or as downloads.

For detailed information on our trade fair advertising materials, check out [www.messe.de/advertisingmaterial](http://www.messe.de/advertisingmaterial)



Space for inserting a personal invitation

## Visitor brochure

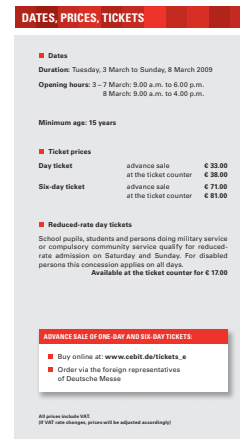
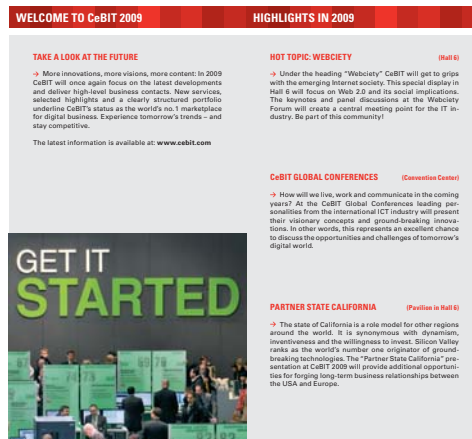
This brochure contains a description of the individual display sectors, special events and supporting programs as well as key information on the show itself, for example accommodations and getting there, admission prices etc.



## Tradeshaw flyer

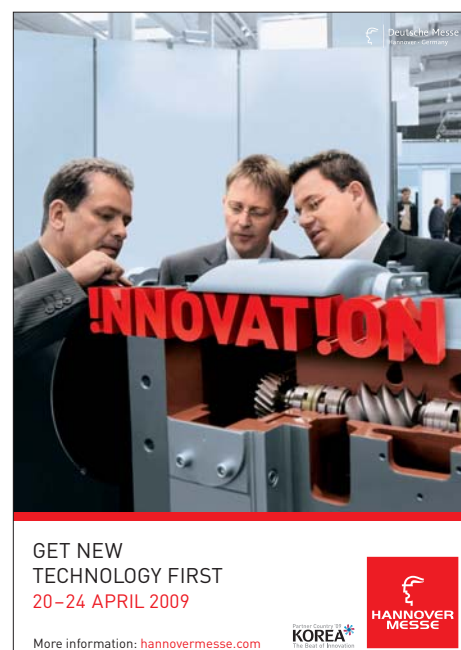
You can use this flyer to give your customers a short overview of the tradeshow before it begins. The flyer consists primarily of an exhibition map,

supplemented by the major display categories and information on show dates and opening times, admission prices etc.



## Posters

Draw attention to your upcoming trade fair appearance at your own premises, be it in the lobby, in conference rooms or on the notice board. A1-size posters from Deutsche Messe make a lasting impression.



## Mailing stickers

Small size, big impact: Use our mailing stickers to brighten up your business correspondence. As an alternative to the standard text („We'll be there: Hall o, Stand oo") you can have your own individual message and company logo printed on the stickers (reproduction proofs of logo required).

Price for mailing stickers with standard text: € 27.80 per 1,000.

Price for mailing stickers with individual company imprint: min. € 123.60 for the first 1,000, then € 27.80 for each additional 1,000.



## Downloadable logos and maps

Let the high recognition factor of our trade fairs work for you in your own marketing activities: Include our trade fair logo and map of the showgrounds in your own promotional materials (for example, in ads, PR reports, charts or brochures).



## Online banners

Advertise your tradeshow appearance with an automatically generated, static online banner on your own website. Around six weeks before opening day of the show, Deutsche Messe will activate its "banner generator," which automatically creates an upload-able banner containing your hall and stand location when you log onto our website. At the same time, you will receive a link through which users can call up your company and product details for the respective tradeshow.

