



Advertising your showcase



Outdoor advertising

Our outdoor advertising spaces are located in areas with high volumes of visitor traffic. There are a range of premium options available around the perimeter of the grounds and along high-traffic approach routes. But did you know you can now also book premium outdoor advertising space within the actual showgrounds, including on the sides of hall buildings? With all these options at your disposal, your large-format advertising is sure to hit its mark! Gain a decisive competitive advantage for your company by delivering the right message and steering key target groups directly to your stand. The following advertising media are just some of the many options available. Choose from a wide array of advertising formats to find the right solution for your company, then reserve your preferred outdoor locations as early as possible. Feel free to contact us – we'll send you our complete media information and will also be happy to provide you with an individual quotation on request.

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 at the entrance gates.

Size: 4.18 m x 4.18 m, approx. 10 m high

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ans

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Advertising in restrooms

For those few minutes that trade visitors spend in the restrooms they are a captive audience for your advertising message. We offer a range of poster sizes that can be placed in a range of restroom sites. Just tell us your placement preferences and we'll work with you to put together an advertising campaign that your potential customers are sure to remember.

Size: various sizes available



Promotions

An exclusive promotion campaign will give your message that personal touch. Handing out flyers or giveaways is a great way to meet and greet your potential customers at the fair. They'll head off with your company and products firmly in mind and a nice souvenir or brochure to remember it all by. We will provide exclusive distribution points and can even provide you with trained promotion staff on request.



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 high-impact locations at the entrance gates and within the exhibition grounds.

Size: A0 posters, three-sided, 0.84 m wide x 1.19 m high



XL posters on the exterior of hall walls

Giant-size XL posters on the outside walls of exhibition halls have enormous impact from near and far. With XL posters, you can brand your exhibition hall with your own corporate design and steer trade visitors to your stand. Whatever your aim, you're sure to generate maximum attention.

Size: various sizes, from 25 to 100 square meters



Big banners

Our "big banners" are real attention-grabbers on the heavily frequented northern and western perimeters of the exhibition grounds. Located directly at the North 1, North 2 and West 1 entrance gates, their advertising message is sure to reach a large volume of visitors.

Size: various sizes, from 12 to 25 square meters



Tradeshow shuttle buses

Our buses are an ideal on-site mobile advertising medium. Emblazoned across three large ad spaces on the rear and sides of the vehicle, your message is sure to gain the attention of visitors as it cruises around the exhibition grounds! Use our tradeshow shuttle buses as a mobile advertising space to bring visitors directly to your stand.



Skywalk advertising

The southern and western skywalks are used by tens of thousands of exhibitors and visitors every day, as they are an ideal, weatherproof way to reach the heavily frequented entrance gates from the large parking lots to the south of the exhibition complex and 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.



Skyboard, 3.80 m wide x 2.50 m high



*Mega-size west skywalk banner,
2.06 m wide x 2.40 m high*

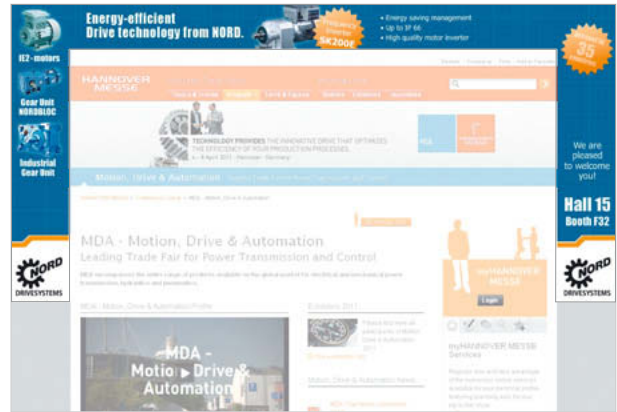


Skywalk poster, 1.30 m wide x 0.90 m high

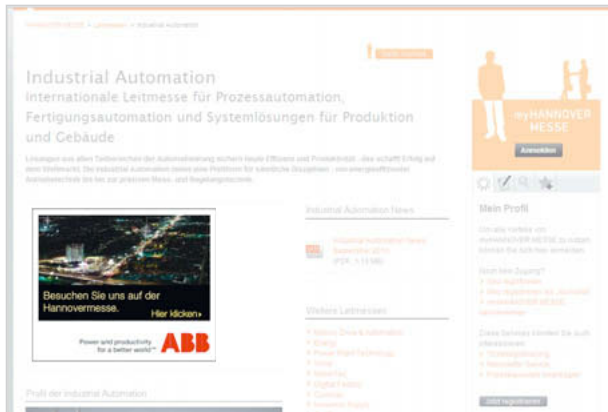
Online advertising

Your banner on our tradeshow Web pages

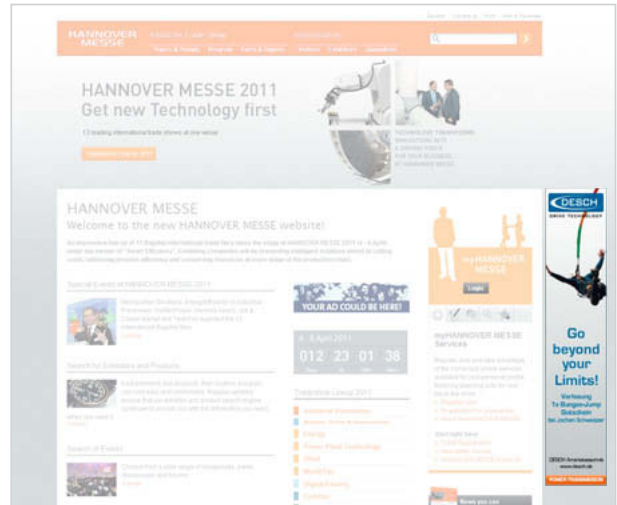
Our tradeshow websites are used by people in your industry as a way of meeting suppliers and customers from all around the world. They're the perfect medium for communicating your advertising message and letting the people who count know that you're exhibiting at the fair! You can choose from a range of banner sizes and can select the location and exposure period. Exposure intensity is measured in page impressions. Prices start at € 400 for the smallest size for 20,000 page impressions.



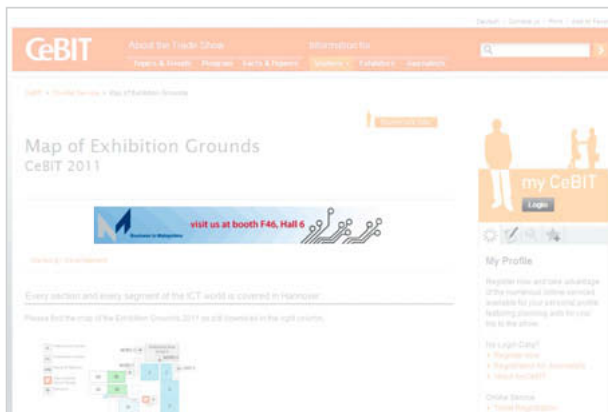
Fireplace



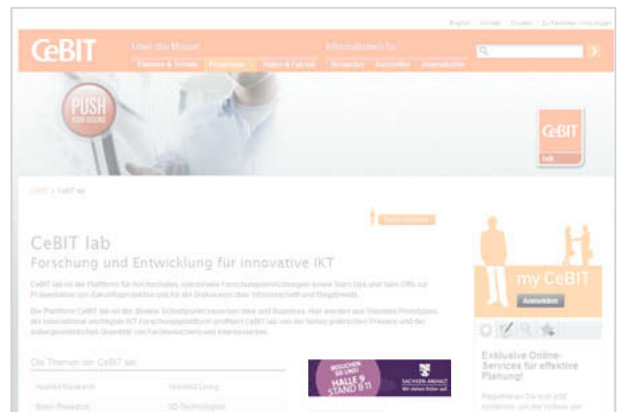
Medium Rectangle



Skyscraper



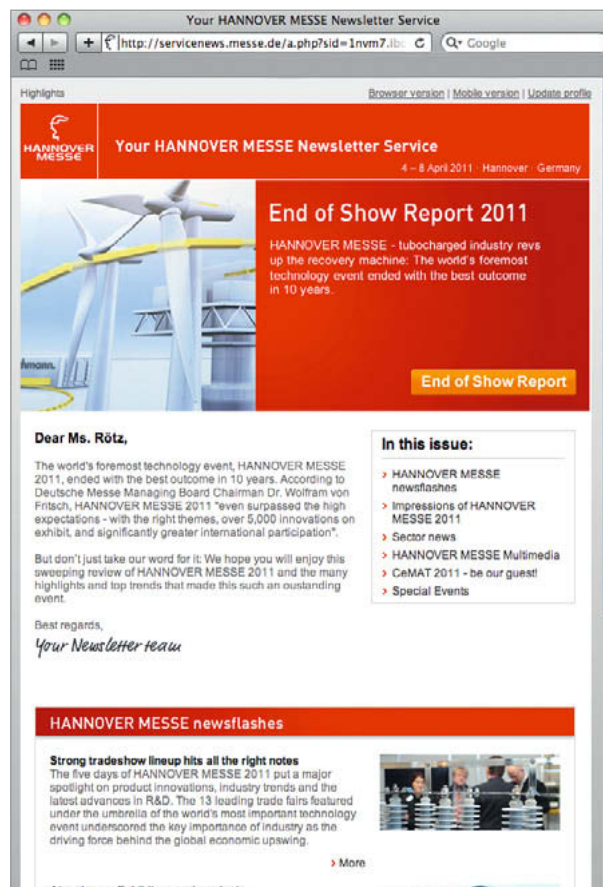
Full Banner



Half Banner

Your ad in visitor newsletters

Visitor newsletters cover the latest topics and trends affecting the relevant sector of industry, plus facts and figures on the tradeshow itself. They are sent exclusively to subscribers, and all subscriber address records are updated regularly. You can choose between two ad formats, which can be placed in a range of positions and span multiple issues. Prices vary according to subscriber numbers.



Advertising on our mobile Web pages and the official tradeshow app

By advertising on our mobile Web pages (domotex2go, cebit2go, hm2go, etc.) and/or in our official apps for iPhone (and other handset types in some cases), you will be able to reach tradeshow visitors and potential customers wherever they are. All hits on our main tradeshow pages are automatically redirected to the relevant "2go" pages. The standard package includes mobile banners, mobile microsites, prominent marking in maps, etc. Also available are tailored solutions, such as your own area in the official tradeshow app. You can be sure that our tradeshow apps will be published and will generate high numbers of hits. For instance, before and during the last CeBIT fair, the cebit2go app was one of the 10 most downloaded apps in the Apple Store. We and our mobile partner are happy to help and advise you.



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Print advertising

Exhibitor index

The exhibitor index is the official printed guide to who is exhibiting at what stand in what hall. Used widely by visitors and decision makers, it supersedes the trade-show catalogue. You can choose between half- and full-page ads, and standard and custom placements.

100 Aussteller alphabetisch • T – TE	
T-Systems Multimedia Solutions Halle 4, Stand A28 Halle 17, Stand 020/191 Halle 8, Stand A21 Halle 8, Stand A21 Halle 8, Stand A21 Halle 16, Stand A30	TAD Telekomies Arthur Schwabe Halle 10, Stand C26
T&T ENG Halle 16, Stand E31	Tadpole Technology Halle 9, Stand C64/192 Open Source Park
T+1 Technologie- und InnovationsCONeur Halle 8, Stand E30 Brandenburg Gemeinschaftsstand / German Pavilion Brandenburg	TAV Bitim Hımmetleri Halle 8, Stand D113 Partner Country Turkey
TAD Electronics Halle 16, Stand D17	TAIAD Halle 8, Stand B08 Halle 8, Stand B08 Halle 8, Stand B08 French Pavilion
TADE ELECTRONICS Halle 16, Stand D17	TBS Halle 10, Stand A43
TAIFUN Software Halle 8, Stand E14 Halle 8, Stand E14 Halle 8, Stand E14 Halle 8, Stand E14	TC Bankakak Halle 8, Stand D178 Partner Country Turkey
Taipei Communication System Halle 10, Stand C26	TDI InformationsTechnologie Halle 9, Stand B38
TAITRA - Taiwan External Trade Halle 10, Stand A44 Taiwan Gemeinschaftsstand / Taiwanese Pavilion	TDIG Halle 8, Stand A36 Brandenburg Gemeinschaftsstand / Lower Saxony Pavilion
Taiwan Young Year Electronics Halle 17, Stand E30 Taiwan Gemeinschaftsstand / Taiwanese Pavilion	TE-SYSTEMS Halle 16, Stand E30
Taiya Bitim Halle 8, Stand D113 Partner Country Turkey	Team OpenOffice.org Halle 9, Stand C64 Open Source Park
Tamura Elektronik Halle 11, Stand E37	Tech Data Halle 10, Stand D20 Halle 10, Stand E38 Partner Country Turkey
Tangram TeleOffice Halle 5, Stand F38	Tech Excel Halle 8, Stand D114
tarant Halle 8, Stand D401	Technica Deutschland Halle 16, Stand D27
	Technicolor Halle 10, Stand C64
	Technische Hochschule Standort Clausdahl - Institut für Informatik Halle 8, Stand E34 Brandenburg Gemeinschaftsstand / Lower Saxony Pavilion
	Technische Hochschule Wildau (TH) Halle 8, Stand E38 Brandenburg Gemeinschaftsstand / German Pavilion Brandenburg



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- Efficient & Precise Sourcing Methods
- Industry-Specific Newsletter
- Online Transaction
- Online Trade Meeting
- Online Instant Chatting


Power Sourcing with Taiwantrade

Visit us at Hall 17, Stand C60

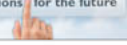
www.taiwantrade.com.tw


Ebi printouts


Sited at key locations around the tradeshow venue, the EBi electronic visitor information terminals are used by visitors to research tradeshow exhibitors, products, services, etc. on the fly. Most users tend to print their results out for ready reference as they proceed around the show. It's a great service and has been well used for many years. But did you know you can now place ads on these printouts? The ad spaces are 160 x 22 mm in size and can be placed on two locations per trade-show: right at the top of the printout and right at the bottom.



Solutions for the future








Turkish Machinery Promotion Group

HALL 4 - 063

HALL 21 - A04



Trade fair newspapers

The official Deutsche Messe trade fair newspapers are produced by our media partners and distributed on-site during trade fairs. They provide coverage of what's on, product innovations, special attractions at the show, etc. Distribution at the venue is restricted to official trade fair newspapers. Contact us to find out more.

Contact

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Sponsorship

With our sponsorship options, you can make a big splash at the trade fair while capturing the attention and indeed sympathy of your target industry. Sponsorship enhances your presence as an exhibitor, boosts recognition and upstages the competition.

Tip: Combine the sponsorship options with our advertising and promotion services to create a powerful communication mix for maximum exposure!

The following options are available:

Conferences and symposia

Profile yourself as a partner to one of the many first-rate symposia and conferences staged in conjunction with CeBIT, HANNOVER MESSE, DOMOTEX and various other events held at the Hannover Exhibition Center!

Special events and forums

In-fair special displays and forums are opportunities for visitors to find out more about key industry themes and trends, further their education and build networks. They are also a great opportunity for you to gain mindshare in your target communities!

Evening events

Receptions, opening ceremonies and exhibitor gala evenings provide an informal setting for networking and relationship building. As a sponsor, you can profile yourself as a co-host alongside Deutsche Messe.

Cross-fair services

You can also profile your company as a friendly supporter of one or more of the exclusive media services, VIP services and service facilities we offer to visitors and journalists at the exhibition grounds.

As you can see, there are many sponsorship options available, all easily extended and customized as required. Please contact us for more information. We would be happy to advise you on your sponsorship options at our events.



Contact

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Advertising materials

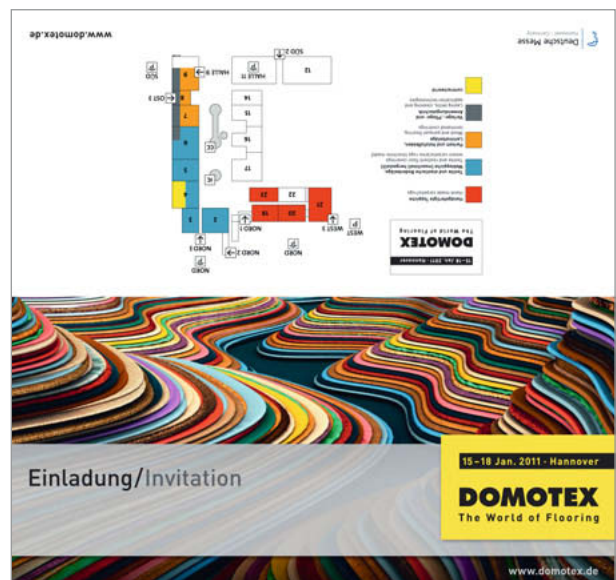
A wide variety of advertising materials are available for you to conduct broad-based promotional campaigns and inform your business partners, customers and potential customers about your presence at the show. Almost all advertising materials supplied by Deutsche Messe are available in unlimited quantities and are free of charge, either via the OBS system or as downloads.

Note: For detailed information on our trade fair advertising materials, check out www.messe.de/advertisingmaterial

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.

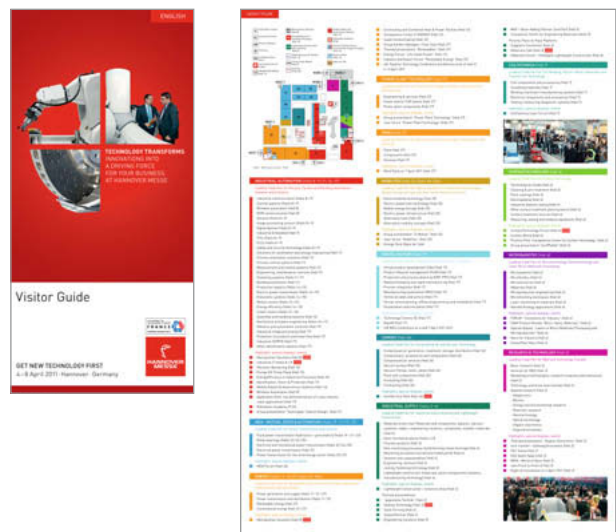
Tip: Include complimentary admission tickets with your mailed invitations (see “Tickets and lead services” on page 23)



Space on the inside for printing a personal invitation

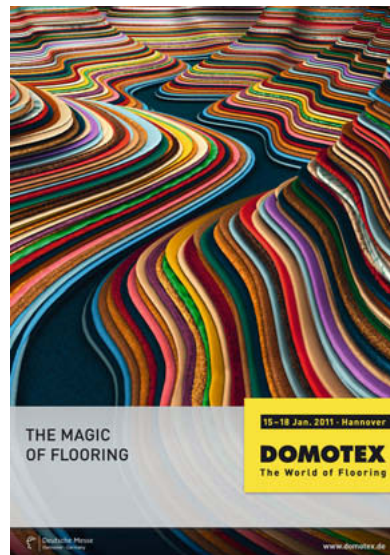
Visitor information

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.



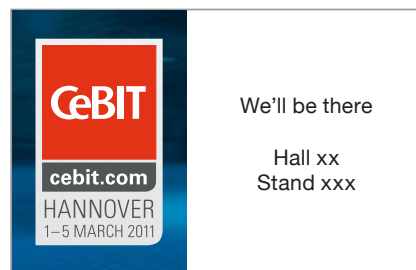
Posters

Draw attention to your upcoming trade fair showcase 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.



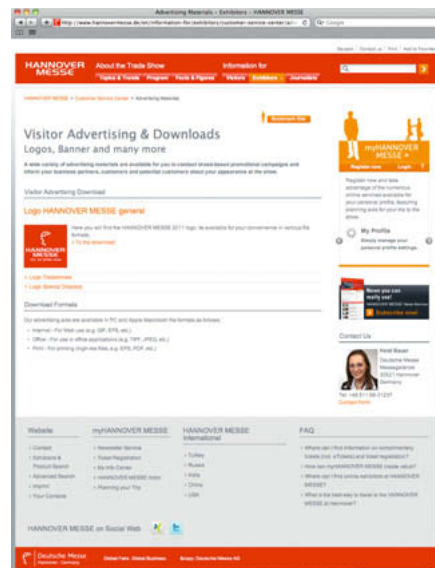
Mailing stickers

Small size, big impact. Use our mailing stickers to brighten up your business correspondence. Price for mailing stickers with standard text: €29.19 per 1,000.



Downloadable logos and map

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



Online-Banners

Advertise your trade fair showcase 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 uploadable banner containing your hall and stand location when you log onto our website. At the same time, you will receive a link via which users can view your company and product details for the tradeshow.



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