



**Grüne
Woche**

Grüne Woche Plus Online Advertising

17.–26. Januar 2025

www.gruenewoche.com



Überblick

1.	<u>Media-Package & Upgrade</u>	3
2.	<u>Advertising packages</u>	5
3.	<u>Online advertising</u>	22
4.	<u>Advertising shop</u>	30
5.	<u>Contact & Support</u>	31



Media-Package

Your online entry in the exhibitor list & in the app

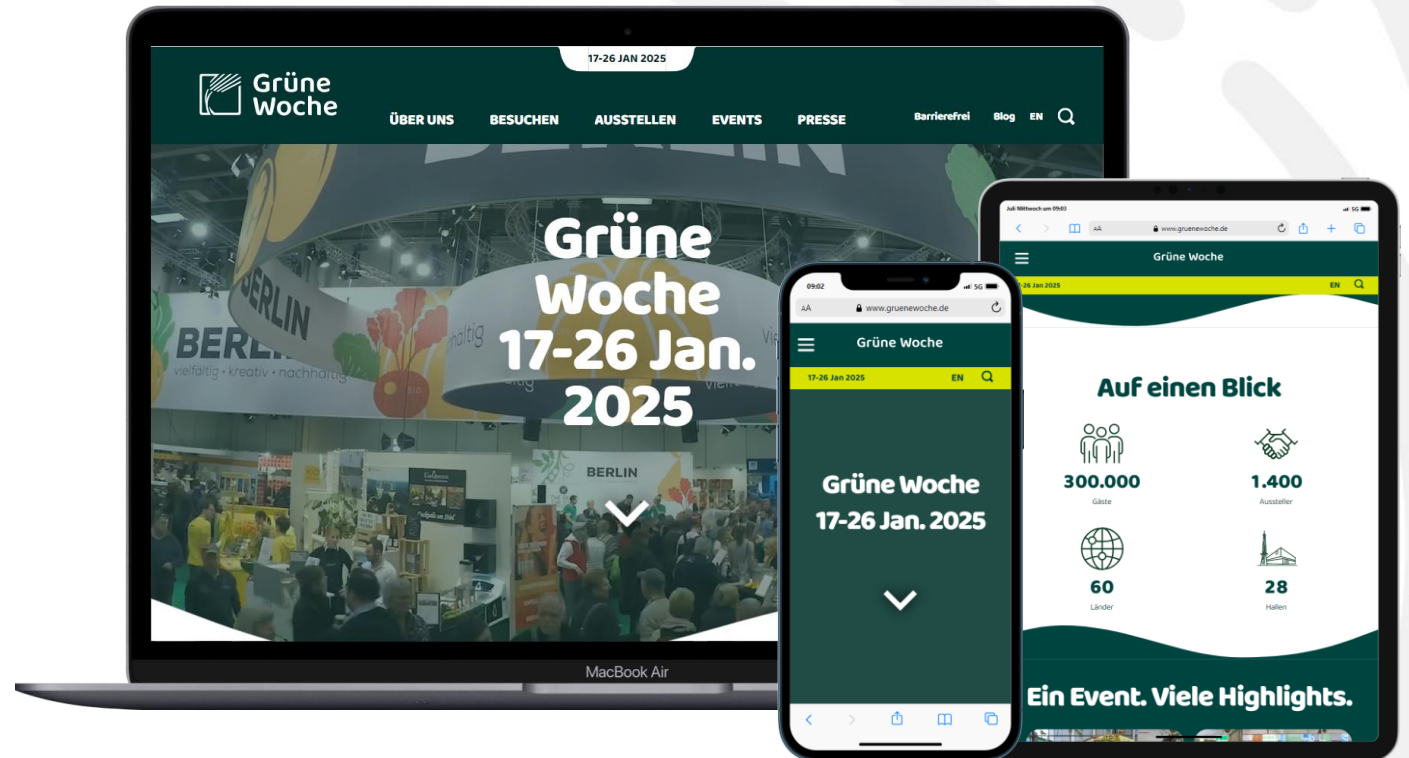
Expand your online presence

Showcase your company and increase your visibility with online banners and logo placement on the website and app.

With a media package upgrade, you can expand your online exhibitor profile with additional content, including product and product group entries. In addition, all digital advertising are directly linked to your company profile.

Use the opportunity before, during and after the Grüne Woche to increase your brand awareness and boost your sales.

- **GRÜNE WOCHE WEBSITE** – the online exhibitor list
- **GRÜNE WOCHE APP** for **iOS** and **Android** – The smart mobile guide for your trade fair visit



Media-Package & Upgrade

Your online entry in the exhibitor list & in the app

UPGRADE FOR CO-EXHIBITORS AVAILABLE!
To the main exhibitor media package (€ 289 plus VAT)

Media-Package Primary Exhibitor 419,00 € zzgl. MwSt.	Media-Package Co-Exhibitor 150,00 € zzgl. MwSt.	Media-Package young generation hub 200,00 € zzgl. MwSt.
<ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) • Telephone, email • Web address • Contact persons with telephone number and email • Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb) • Cover Picture for your Company Profile • Presentation of up to 10 products with product description (max. 4,000 char.), photo & link per product • Entry in the categories of the product group index • Link to your own online shop • Link to social media profiles (Facebook, X, YouTube etc.) • Networking • App 	<ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) • Telephone, email • Web address • Contact persons with telephone number and email • Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb) • Cover Picture for your Company Profile • Presentation of up to 3 products with product description (max. 4,000 char.), photo & link per product • Entry in the categories of the product group index • Link to your own online shop • Link to social media profiles (Facebook, X, YouTube etc.) • Networking • App • Specification of availability during the trade fair 	<ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) • Telephone, email • Web address • contact persons with telephone number and email • Company description in your profile (max. 4,000 char. including spaces, media e.g. videos, pictures, PDFs max size 500Mb) • Cover Picture for your Company Profile • Services online catalogue • Entry in the categories of the product group index • Link to social media profiles (Facebook, X, YouTube etc.) • Networking • App • Implementation of training-relevant contents on the app and our website

Advertising Packages



LOGO COMBI

295 €

Bestseller

Onsite:

- **1x standlogo on the exhibition grounds:** logo integration in the hall overview of the hall

Online:

- **1x Top-Logo website:** Logo above your own hall on the interactive hall plans



LIGHT COMBI

495 €

Onsite:

- **1x floor graphic on the exhibition grounds:** Floor graphic (1m x 1m) in the area around your hall

Online:

- **1x Sandwich-Banner app**
- **1x Sandwich-Banner website**



SHINE COMBI

1.395 €

Onsite:

- **1x digital screen on the exhibition grounds:** Advertising on an UltraStretched screen in the signage system without audio in the centre foyers of Halls 1.2 to 6.2*

Online:

- **1x Sandwich-Banner app**
- **1x Sandwich-Banner website**
- **1x App-Story**

* The position depends on availability. The content can consist of images or videos and is shown exclusively.



STAR COMBI

2.595 €

Onsite:

- **1x mobile digital stele on the exhibition grounds:** Advertising on a digital display, 1-sided without audio, at a highly frequented location*

Online:

- **1x Top-Listing app**
- **1x Top-Listing website**
- **1x Top-Banner app**
- **1x Top-Banner in the hall plan website**

* The position depends on availability. The content can consist of images or videos and is shown exclusively.



Online Advertising

Book your add-ons in our Advertising Shop now!

Thanks to additional individual services, you can improve your online profile and increase your visibility among visitors.

Individual options	Price	Media channel	
		gruenewoche.com	GW app
Standlogo in the hall plan	75 €	✓	✓
App-Story	200 €		✓
Top-Banner app	200 €		✓
Gallery-Logo	200 €	✓	
Tab-Bar Banner	200 €		✓
Sandwich-Banner Bestseller	250 €	✓	✓
Top-Banner in the hall plan	300 €	✓	
Top-Banner on gruenewoche.com	300 €	✓	
Top-Listing	500 €	✓	✓

Specials	Price	Media channel	
		gruenewoche.com	GW app
Exhibitor news Bestseller	120 €	✓	✓
Product entries	150 €	✓	✓
Coupons	350 €	✓	✓
Press conference in our press center	on demand		

You can find further attractive advertising opportunities around and on the exhibition grounds in our [onsite portfolio](#).



Top-Logo

Individual option



Present your company logo in the online hall plan on the website.

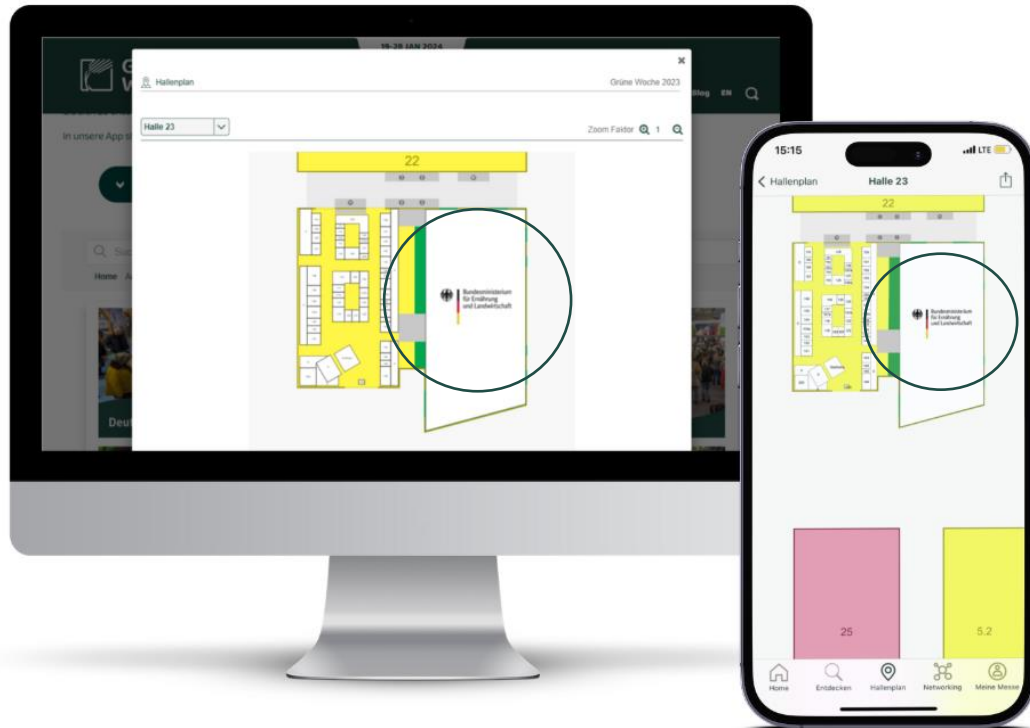
The Top-Logos are placed above your own hall.

- Link to your company profile
- Awarded to max. 5 exhibitors per hall
- Data delivery by email
- Format: SVG-Logo
- Size: max. 300 px



Standlogo

Individual option



Book now and secure your logo in the online hall plan.

Stand out in the online hall plan by placing your logo directly in your stand area. Visible in the interactive hall plan in the app and on the website.

- From 50 m² stand size
- Link to your company profile
- Format : JPEG, PNG
- Size: 500 x 500 px



BACK TO
ONLINE ADVERTISING



App-Story

Individual option



Publish a pre-produced clip directly on the start page of the GW app.

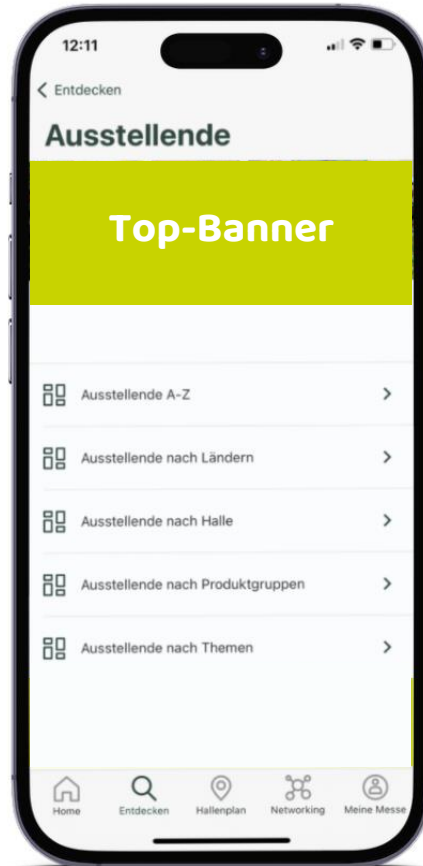
Use the App-Story to introduce your company, convey impressions or announce new articles.

- Display in portrait format
- Data delivery by email
- Max. 50 MB
- Size: 1080 px x 1920 px, MP4
- Aspect ratio: 9:16



Top-Banner app

Individual option



Get the absolute eye-catcher! With the Top-Banner in the GW app.

The banner can be displayed in the top position under one of the navigation points Exhibitors, Events or Products.

- Link to your company profile
- Appear in rotation
- Data delivery by email
- Format: JPEG, PNG
- Size: 1440 x 450 px



Gallery-Logo

Individual option



Bring visitors to your stand – thanks to the Gallery-Logo.

The logos are displayed in the form of a horizontal image gallery on the GW website. By clicking on the logo, visitors are forwarded directly to your company profile.

The logos appear in rotation. Your own logo is placed directly in the [exhibitor list](#) under Home.



Tab-Bar Banner

Individual option



Take the chance and shine in the app with a banner.

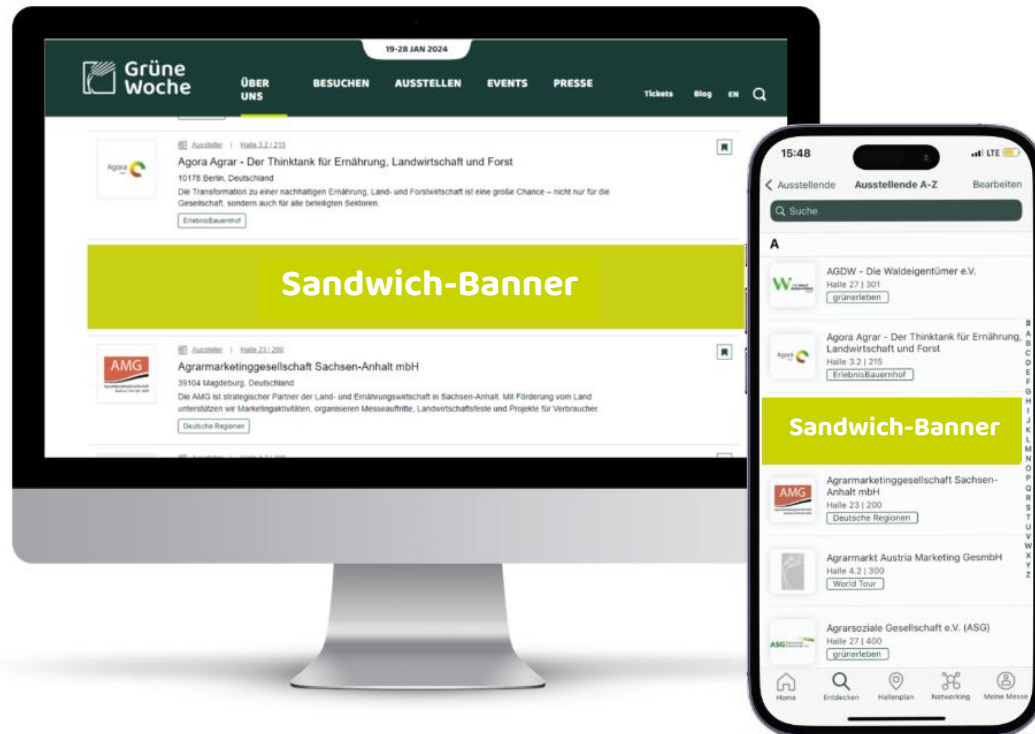
The banners are displayed one after the other when navigating back and forth on the page. By clicking on the banner, the visitor is redirected to your online profile.

- Data delivery by email
- Format: JPEG, PNG
- Size: 1440 x 225 px



Sandwich-Banner

Individual option



Let us highlight your participation with a Sandwich-Banner!

Directly on the official GW website in the [exhibitor list](#) and in the app. The banner can be displayed under: Exhibitors, Products and Events.

- Link to your company profile
- Appear in rotation
- Data delivery by email
- Format: JPEG
- Size: Web: 1440 x 130 px
App: 1440 x 296 px



BACK TO
ONLINE ADVERTISING



Top-Banner in the hall plan

Individual option



The top banner is displayed above your own hall in the online hall plan.

Shine in the online hall plan on the website and show the Grüne Woche visitors that you are there!

Only one per hall available.

- Data delivery by email
- Format : JPEG, PNG
- Size: 1440 x 225 px



Top-Banner website

Individual option



Present your company exclusively in the exhibitor list on the website under [Home](#).

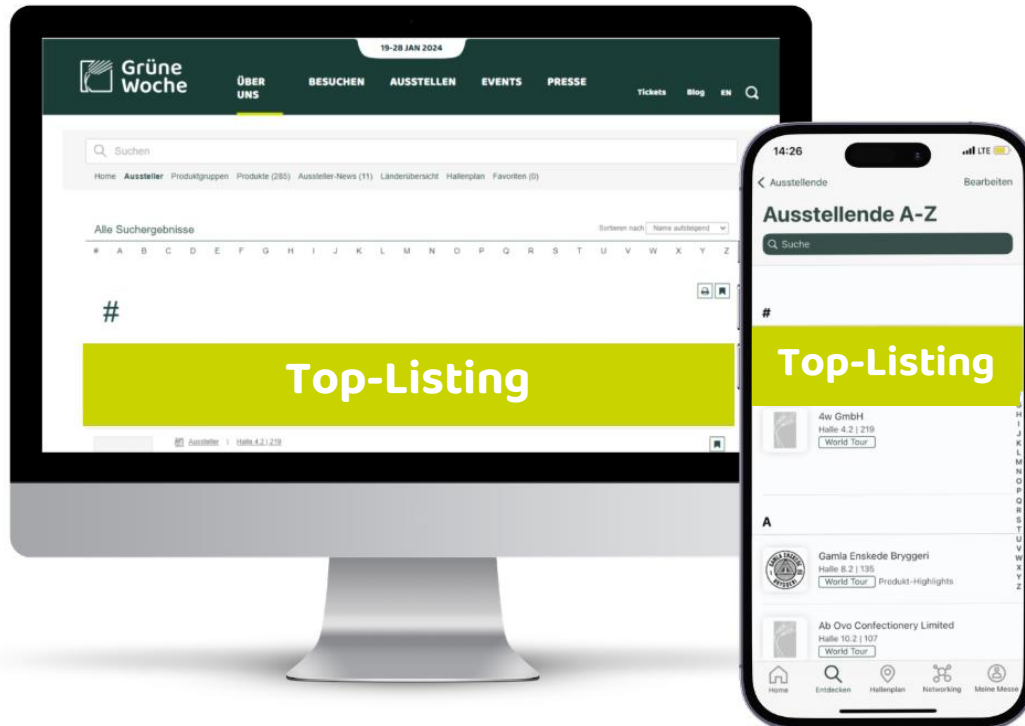
With one click on the banner, visitors will be redirected directly to your company profile.

- Data delivery by email
- Format: JPEG
- Size: 728 x 90 px



Top-Listing

Individual option



Shine in the exhibitor directory and in the app at the same time? That's possible - even in pole position!

The Top-Listings are placed in the first position in the exhibitor list under the navigation item **Exhibitors**.

- Appear in alphabetical order
- Link to your company profile
- Publication on the GW website and in the app

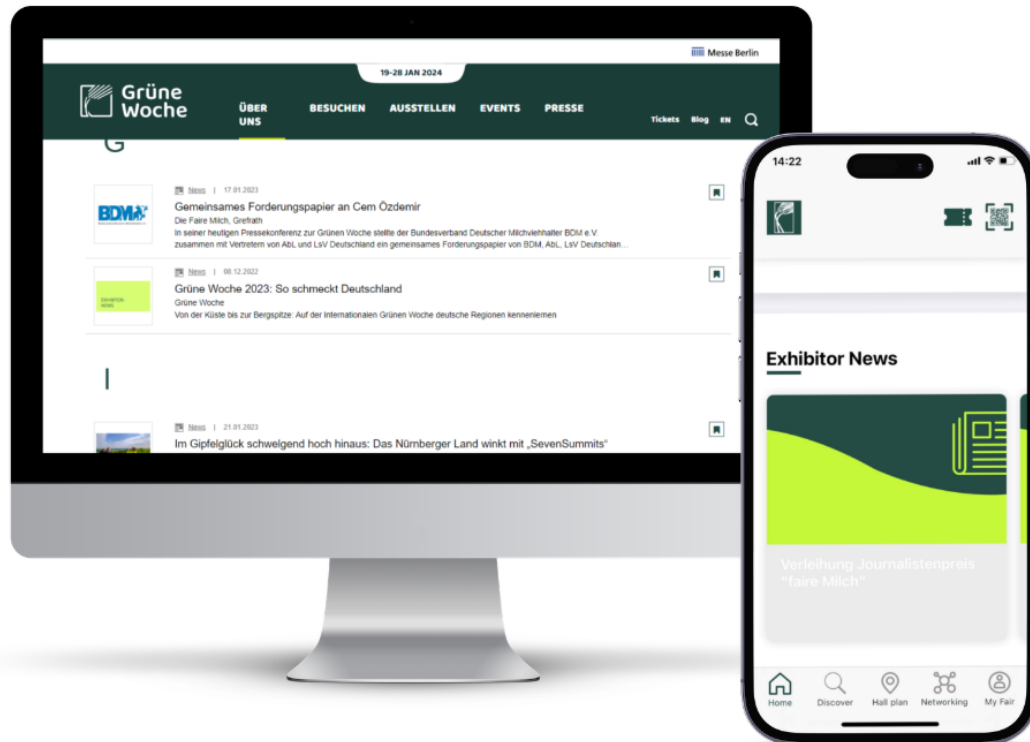


BACK TO
ONLINE ADVERTISING



Exhibitor news

Specials



One digital press box includes 3 press releases!

The exhibitor news allows you to keep visitors up to date with the latest news and trends.

Visibility is sure on the GW website in the [Exhibitor News](#) section and in the GW app.

Data entry via the content manager.

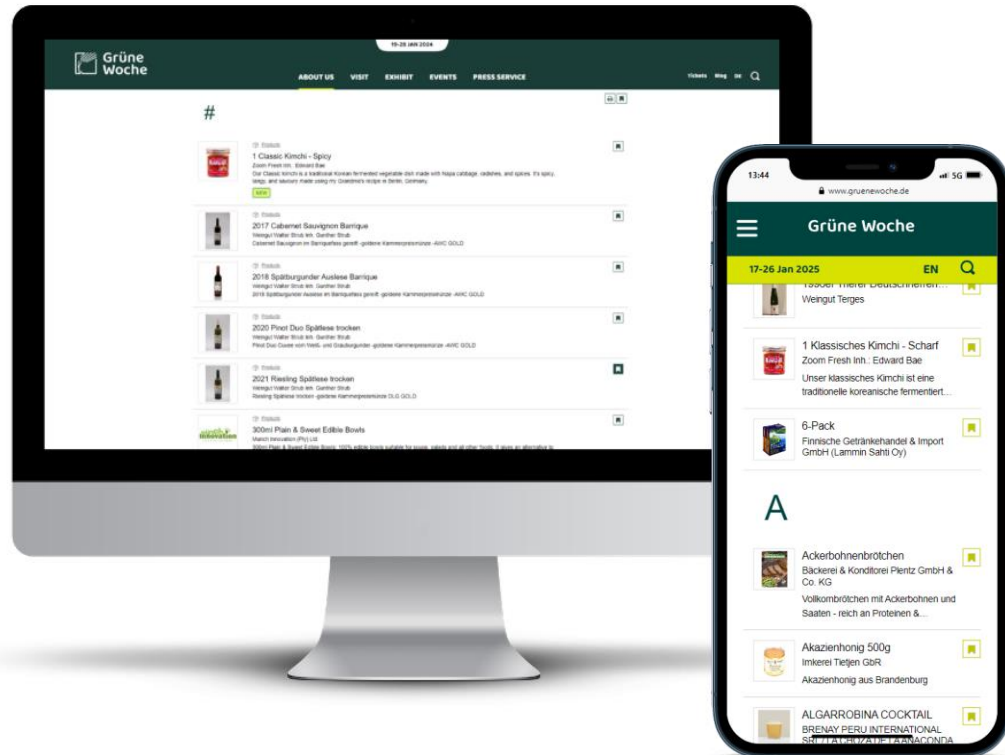


BACK TO
ONLINE ADVERTISING



Product entries

Specials



Secure your additional product entries now!

Book additional **products** and **product groups**, visible on the GW website and in the GW app.

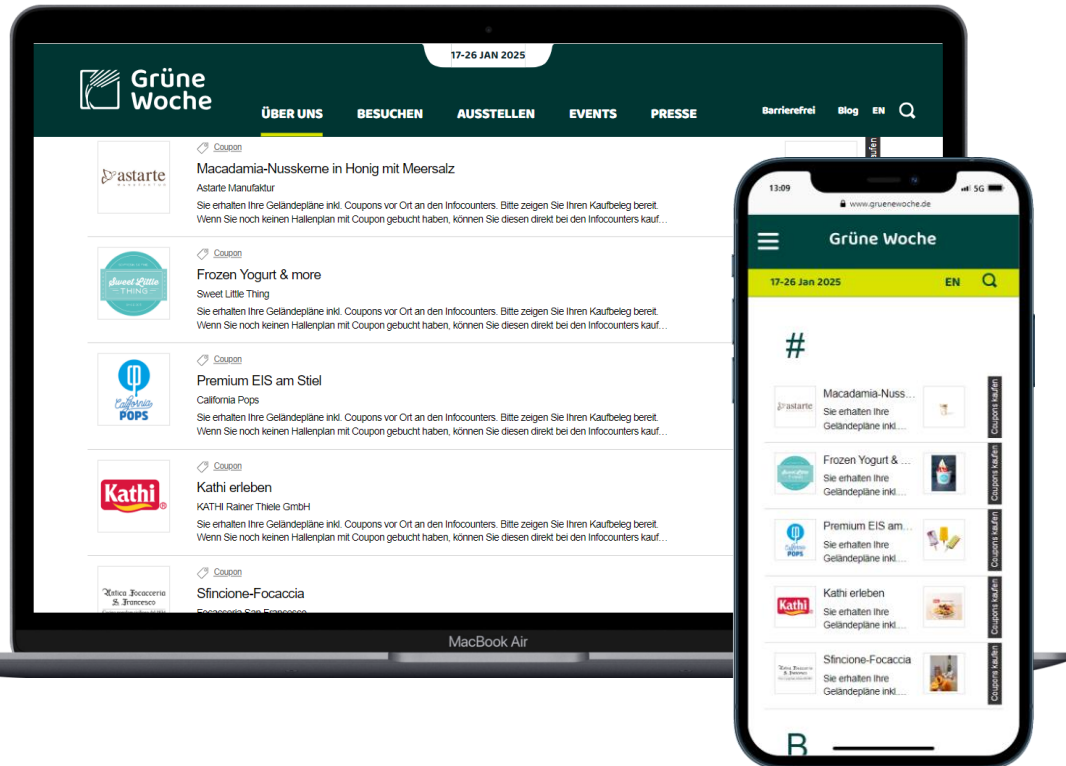
Even after the trade fair, visitors can take a look at the exhibitors who have interesting information and exciting products in their profiles.

Data entry via the content manager.



Coupons

Specials



Increase your traffic at the booth with attractive offers in the form of coupons!

The coupons can be purchased by visitors via our Ticket Shop and redeemed later on site. This gives visitors discounts on selected stands. Visitors can validate their discount codes directly at your booth.

NEW: A digital version of the Coupon will be published in the GW app and on the GW website.

- Coupons are displayed online and onsite available in the hall plans as flyer
- Link to your online exhibitor profile

Book your coupon now for only 350,00 €!

BACK TO ONLINE ADVERTISING



Press conference

Specials

Book your exhibitor news now!

Expand your exhibitor profile with press releases or additional information for journalists and visitors.

3 exhibitor news for € 120

Available in our advertising shop!

We support you in the planning and implementation of your trade fair-related press work. Just contact us for this, we are looking forward to it!

Contact:

Daniela Breitschaft

T: +49 (30) 3038 – 2351 | daniela.breitschaft@messe-berlin.de

Ilka Dreimann

T: +49 (0)30 3038 2267 | ilka.dreimann@messe-berlin.de

Whether digitally or live on site in the **press center** - we offer you the opportunity to make your topics present.

As part of your press work for the Grüne Woche, inform the daily and trade press about your participation in this popular major event.

The various media are usually interested in your planned activities during the Grüne Woche at an early stage. So take advantage of our versatile press services to complement your press work.

Use our press conference rooms to inform journalists directly on site. If you are interested, please contact our press department directly to find out whether your desired date is available.





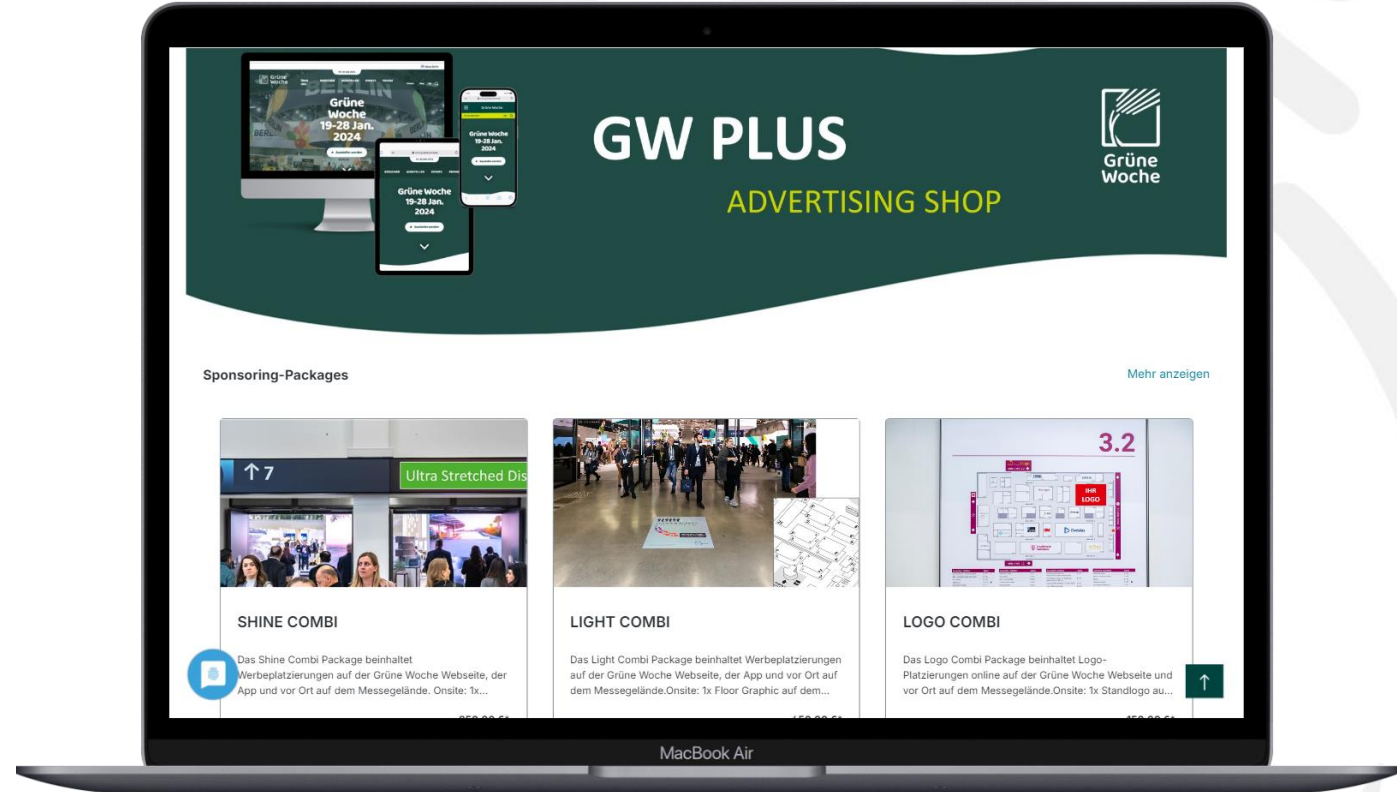
Advertising Shop

All information as well as further attractive advertising & sponsoring services can be found in our [advertising shop](#) with direct booking possibility.

Enter your email address and customer number to log in.

Our online support is available to assist you at any time.

[Go to the shop](#)



Contact & Support

Our Advertising & Sponsoring team will be happy to assist you with your selection at any time and answer your questions.

Make your enquiry via our [online portal](#) or simply give us a call: T: +49 (0)30 3038 2500 We look forward to hearing from you!