



**Grüne
Woche**

The global hub for agribusiness

Grüne Woche Plus Online Portfolio

Advertising portfolio for exhibitors, sponsors and partners

19 –28 January 2024

www.gruenewoche.com



Overview

| | |
|----------------------------------|------------|
| 1. Media Package & upgrade | Page 3-4 |
| 2. Sponsoring packages | Page 5-21 |
| 3. Online advertising | Page 22-29 |
| 4. Advertising shop | Page 30 |
| 5. Contact & support | Page 31 |



Media Package

Your online entry in our exhibitor list

Expand your online presence

The online entries in the [exhibitor list](#) can be found on the website and in the official Grüne Woche app.

This helps both visitors and exhibitors in making their visit to Messe Berlin as effective as possible. In the exhibitor list you can find all relevant information about the exhibitors, their products as well as events and the placement in the halls (interactive hall plan).

Maintain your profile and benefit from all services for the whole year.





Media Package

Your online entry in our exhibitor list

The following services are already included in your company profile:

| Media Package main exhibitor € 399 plus VAT | Media Package co-exhibitor € 130 plus VAT |
|--|--|
| <ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) telephone, email • Web address • Contact person with phone 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 • Link to your own online shop • Link to social media profiles (Facebook, X, YouTube etc.) • Networking within the app • 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 | <ul style="list-style-type: none"> • Basic company entry (company name, company logo, address, hall and stand number) telephone, email • Web address • Contact person with phone 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 • Link to your own online shop • Link to social media profiles (Facebook, X, YouTube etc.) • Networking within the app • Presentation of up to 1 product with product description (max. 4,000 char.), photo & link per product • Entry in the categories of the product group index |

UPGRADE AVAILABLE!
To the main exhibitor media package (€ 269 plus VAT)

(* Upgrade to the Media Package of the main exhibitor is possible at any time. When booking a higher-value Media Package as an upgrade, the existing package from your stand registration will be credited to you and you only pay the difference! Service period: as an exhibitor, you can present yourself online with the services included in the Media Package for one year (until the data import for GW 2025).



Sponsoring Packages

Expand your visibility – onsite and online

Overview of the sponsoring packages made especially for you

| PREMIUM € 1,450 plus VAT | STANDARD € 875 plus VAT | BASIC € 520 plus VAT |
|--|---|--|
| <ul style="list-style-type: none"> • Top-of- the-List • Main sponsor banner • Story ad • Top advertising banner • Dashboard banner • Social media post | <ul style="list-style-type: none"> • Story ad • Sandwich Banner (2) • Carousel logo • Top 5 logos | <ul style="list-style-type: none"> • Tab bar banner • Top 5 logos • Sandwich banner (1) |

on top!

More advertising services are for sales in the Grüne Woche Advertising Shop

* Sponsoring packages can only be booked as a main exhibitor or after the upgrade to a main exhibitor as a co-exhibitor.



Premium Package

Overview

| Services | App | Website |
|------------------------|-----|---------|
| Top-of- the-List | ✓ | ✓ |
| Main sponsor banner | ✓ | ✓ |
| Story ad | ✓ | ✗ |
| Top advertising banner | ✗ | ✓ |
| Dashboard banner | ✗ | ✓ |

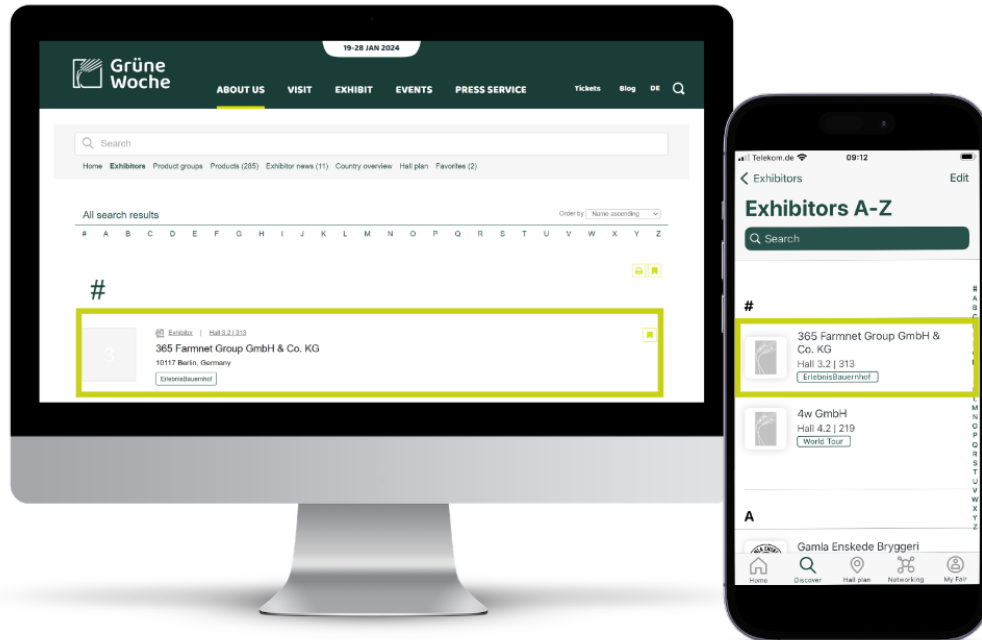
Limited availability!



Premium Package

Details

Top-of-the-List



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

The top-of-the-lists are placed in the first position in the exhibitor list under the navigation item Exhibitors.

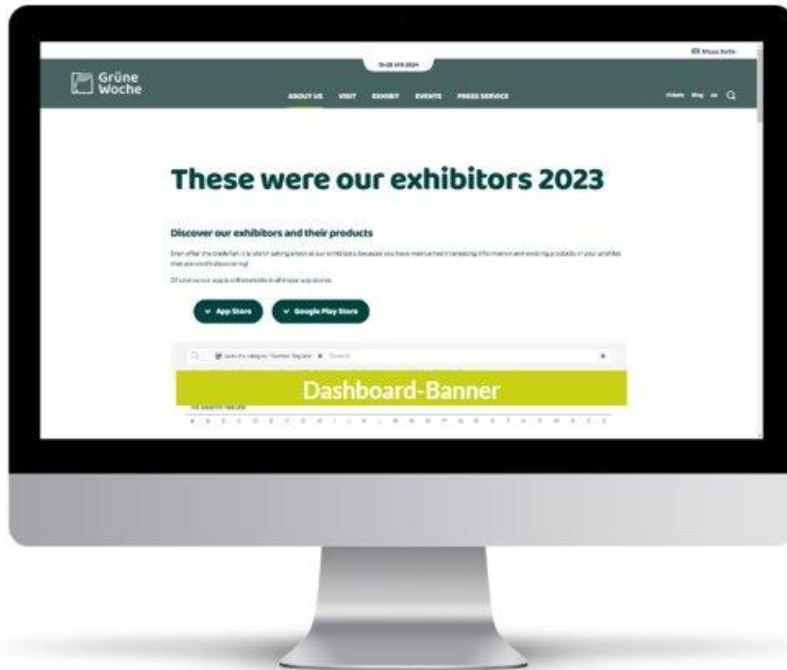
- Appear in alphabetical order
- Linking to your company profile and to your own website
- Publication on the GW website and in the app



Premium Package

Details

Dashboard banner



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. A link to your company website or online shop is also possible.

Data delivery by email

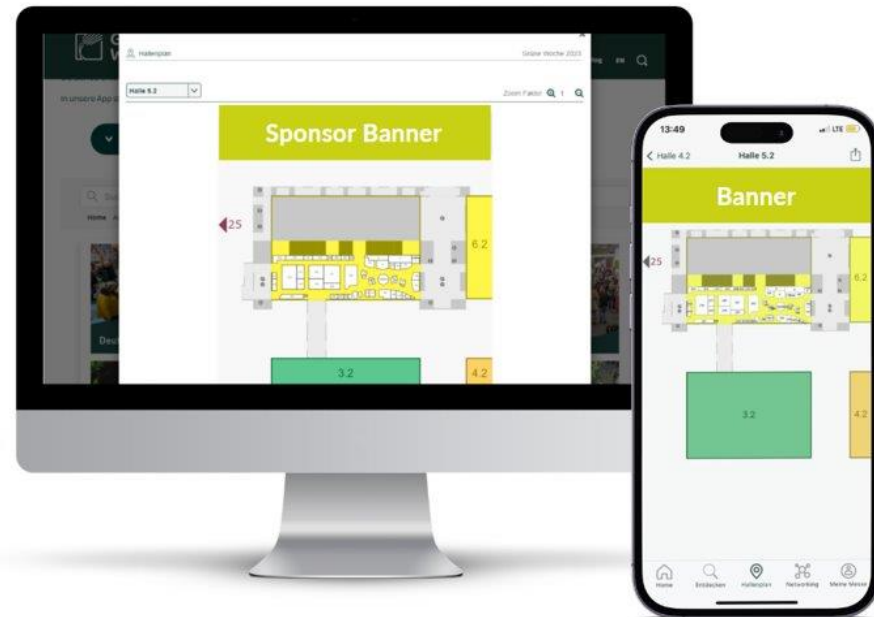
- Format: JPEG
- Size: 728 x 90 px



Premium Package

Details

Main sponsor banner



The main sponsor banner is displayed above your own hall in the online hall plans.

Shine in the online hall plan of the app and the website, and let know the Grüne Woche visitors that you are there!

Only one pro hall available

Data delivery by email

- Format : JPG, PNG
- Size: 1440 x 225 px



Premium Package

Details

Story ad



Publish a pre-recorded clip or post your video directly on the GW app home page.

Use the story to introduce your company, convey impressions or announce new contributions.

Data delivery by email

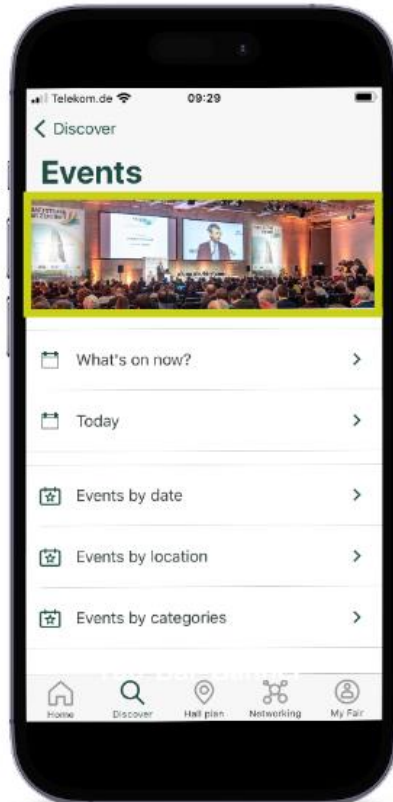
- Max. 50 MB
- Payout in portrait format
- MP4 & 1080px



Premium Package

Details

Top advertising banner



Make sure to become the absolute eye catcher! With the top advertising banner in the GW-app.

The banner can be displayed at the top position under one of the navigation points: exhibitors, events or products.

- Link to your company profile
- They appear in rotation

Data delivery by email

Size: 1440 x 450 Pixel
Format: PNG or JPEG



Premium Package

Details

Social-Media-Posts

on
top!



Use posts to introduce your company on the GW social channels, share impressions or announce new posts.

Publish a post or video message directly on the following, official Grüne Woche channels:

Facebook, Instagram & Twitter, LinkedIn

Data delivery by email

- Pictures or video material
- Fitting text passages
- Size and format depends on content



Standard Package

Overview

| Services | App | Website |
|---------------------|-----|---------|
| Story ad | ✓ | ✗ |
| Sandwich banner (2) | ✓ | ✓ |
| Carousel logo | ✗ | ✓ |
| Top 5 logos | ✓ | ✓ |

Limited availability!



Standard Package

Details

Story ad



Publish a pre-recorded clip or post your video directly on the GW app home page.

Use the story to introduce your company, convey impressions or share new announcements.

Data delivery by email

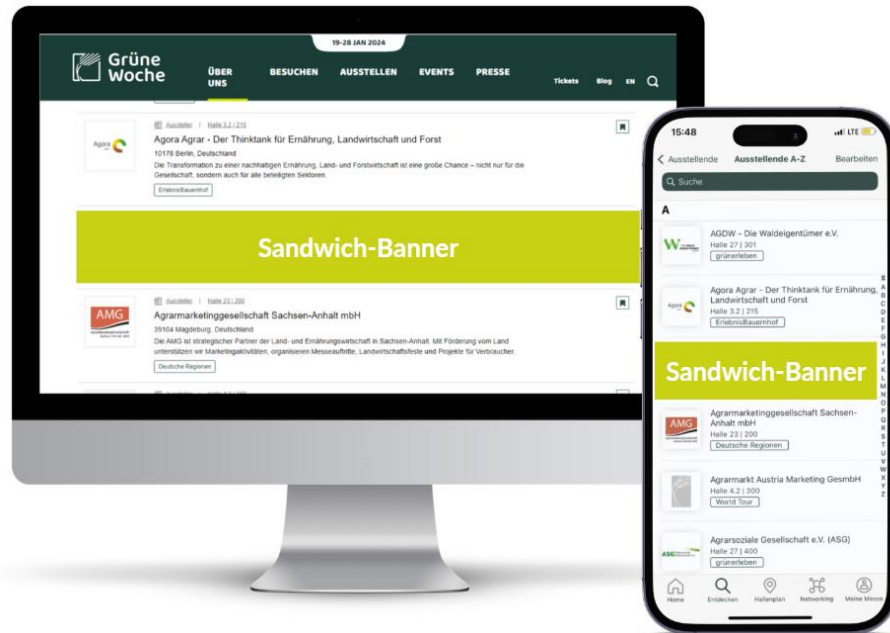
- Max. 50 MB
- Playout in portrait format
- MP4 & 1080px



Standard Package

Details

Sandwich banner



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
- The banners appear in rotation

Data delivery by email

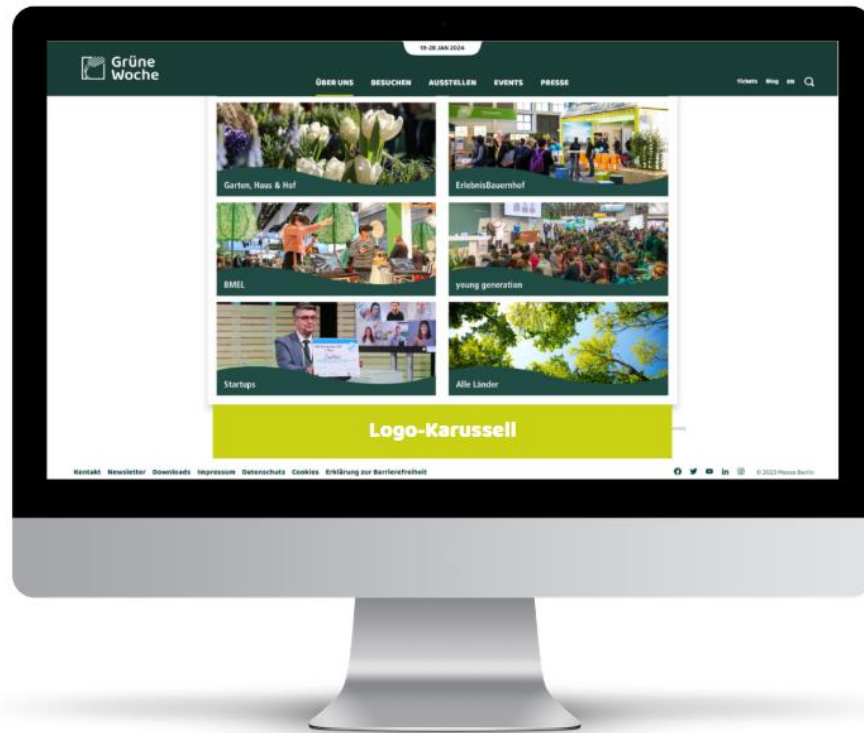
- Web: 1440 x 130 px
- App: 1440 x 296 px
- Format: JPEG



Standard Package

Details

Carousel logo



Bring visitors to your stand - thanks to the logo carousel.

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

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

Data delivery by email

- Format: PNG oder JPEG
- Size: 450 x 315 Pixel



Standard Package

Details

Top 5 logo



Present yourself and your company logo in the interactive hall plans of the GW app & website.

The top 5 logos are placed above your own hall.

- Link to your company profile
- Awarded to max. 5 exhibitors side by side per hall

Data delivery by email

Format: SVG logo

Size: max. 300 px



Basic Package

Overview

| Services | App | Website |
|---------------------|-----|---------|
| Tap bar banner | ✓ | ✗ |
| Top 5 logos | ✓ | ✓ |
| Sandwich banner (1) | ✗ | ✓ |

Limited
availability!



Basic Package

Details

Tab bar banner



Take the chance and shine in the app with a banner. Present yourself on a navigation page.

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

- Size: 1440 x 225 px
- Format: JPEG or PNG



Basic Package

Details

Top 5 logo



Present yourself and your company logo in the interactive hall plans of the GW app & website.

The top 5 logos are placed above your own hall.

- Link to your company profile
- Awarded to max. 5 exhibitors side by side per hall

Data delivery by email

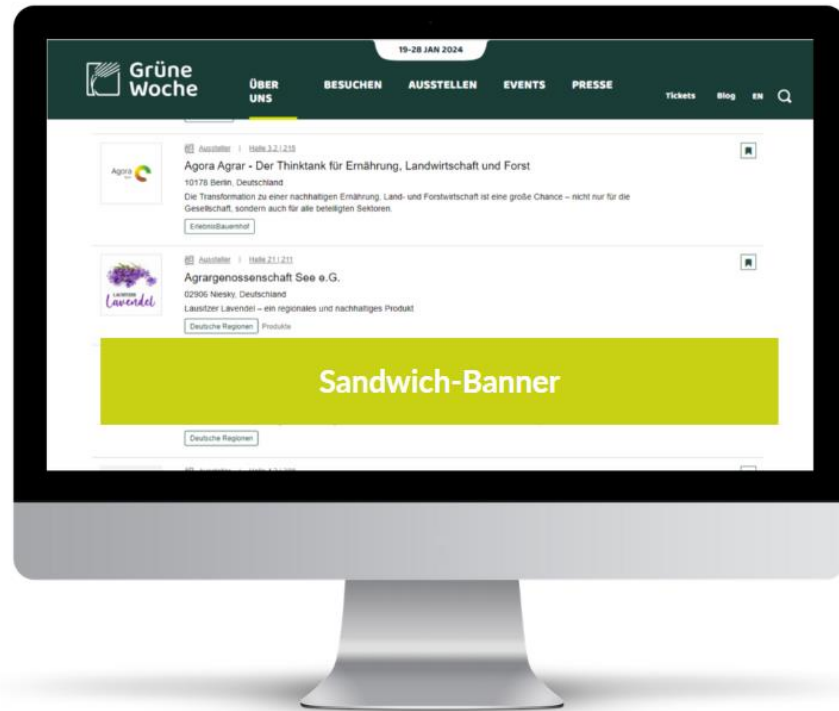
- Format: SVG logo
- Size: max. 300 px



Basic Package

Details

Sandwich banner



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
- The banners appear in rotation

Data delivery by email

- Web: 1440 x 130 px
- App: 1440 x 296 px
- Format: JPEG



Online Advertising

Book your add-ons in our Advertising shop now!

Thanks to additional individual services, you can improve your online profile and optimize the content of your digital presence!

| Add-ons - digital | Price |
|--|-------|
| Top 5 logos | € 75 |
| Stand logo in our interactive online hall plan | € 75 |
| Exhibitor news | € 120 |
| New product entries | € 150 |
| Story ad | € 200 |
| Top advertisement banner | € 200 |
| Carousel logo | € 200 |
| Tab bar banner | € 200 |
| Sandwich banner app version | € 250 |
| Main sponsor banner in hall plan | € 300 |
| Dashboard banner | € 300 |
| Top of the list | € 500 |

| Add-ons Specials | Price |
|--------------------------------------|-----------|
| Coupons | € 350 |
| Press conference in our press center | on demand |

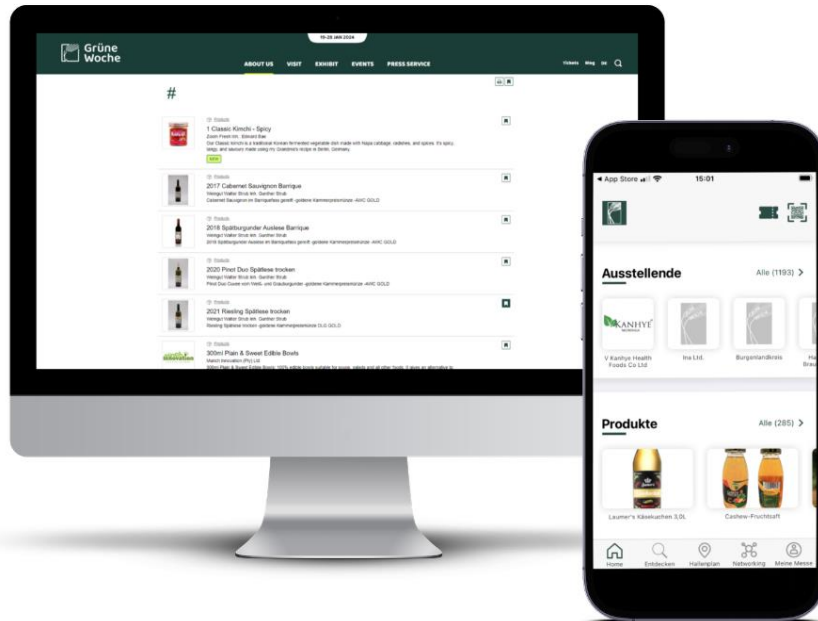
You can find many other advertising & sponsoring services or advertising space around and on the exhibition grounds in our [on-site portfolio](#).



Online Advertising

Add-ons - digital

Product entries



Update your company profile now!

From now on you can 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



Online Advertising

Add-ons - digital

Story ad



Publish a pre-recorded clip or post your video directly on the GW app home page.

Use the story to introduce your company, convey impressions or announce new contributions.

Data delivery by email

- Max. 50 MB
- Playout in portrait format
- MP4 & 1080px



Online Advertising

Add-ons - digital

Tab bar banner



Take the chance and shine in the app with a banner. Present yourself on a navigation page.

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

- Size: 1440 x 225 px
- Format: JPEG or PNG



Online Advertising

Add-ons - digital

Exhibitor news



One digital press box includes
three press releases!

The exhibitor news (3) allows you to keep visitors
up to date with the latest news and trends.

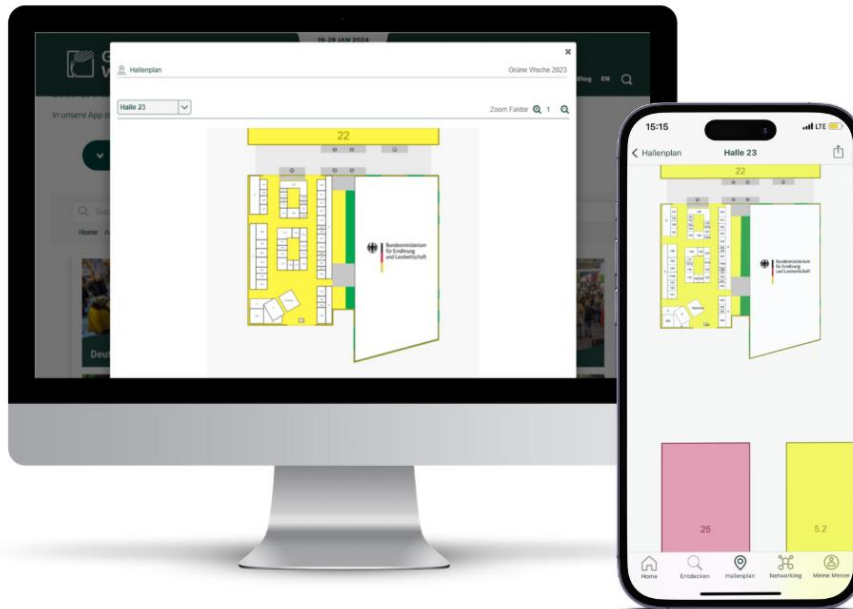
Visibility is sure on the GW website in the
Exhibitor News section and in the GW app.



Online Advertising

Add-ons - digital

Stand Logo



Book now and get an exclusive place
in the interactive hall plan of GW 2024!

- From 50 m² stand size in the [online hall plan](#)
- Publication on the hall plan
- Linking to your company profile or to your webpage

Size: 500 x 500 px
Format: JPEG, PNG

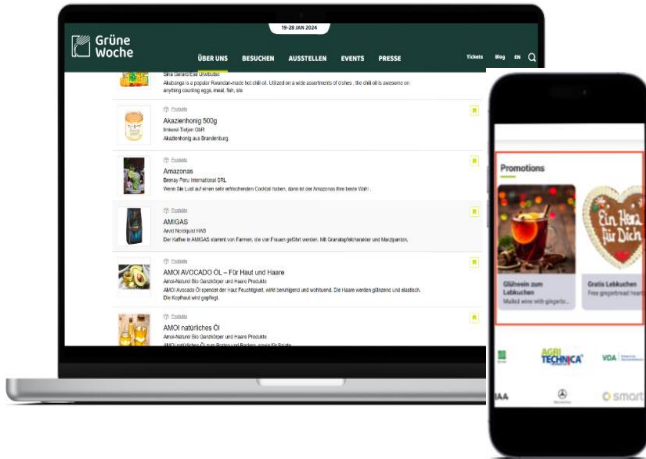


Online Advertising

Add-Ons Specials

Coupons

NEW!



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 website.

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

Book your coupon now
for only € 350!



Online Advertising

Add-Ons Specials

Exhibitor news & press conferences

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:

Christine Franke

T: +49 (0)30 3038 2275 | christine.franke@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 Green Week, 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 Green Week 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.





Contact & Support

OUR ADVERTISING & SPONSORING TEAM...

... is glad to assist you further in your selection and answers your questions any time.

Feel free to send us an email or reach us by phone under:

support@messe-berlin.de | T: +49 (0)30 3038 2500

[Advertising Shop](#)

More Information regarding [Grüne Woche Plus](#)
as well as our [On-Site Portfolio](#) for you