InnoTrans 2026

22 – 25 SEPTEMBER · BERLIN

THE FUTURE OF MOBILITY

ADVERTISING HIGHLIGHTS FOR EXHIBITORS

BRANDING AND SPONSORING

BRANDING AND SPONSORING

Branding of 30,000 InnoTrans City Maps

Description	30,000 folded paper InnoTrans maps in pocket format (higher print run on demand) illustrating the exhibition site and shuttle lines, the Berlin transit network map as well as a Berlin city map which will be provided at the info counters on the exhibition site and at various hotels in Berlin. Branding areas include front side advertising, back side advertising, back cover and a logo integration on the exhibition site maps
Sizes (w x h)	front side advertisement: 344.00 mm x 93.00 mm back side advertisement: 204.00 mm x 143.50 mm back cover advertisement: 78.00 mm x 108.00 mm
License	**27,365.00 EUR** incl. printing, delivery and distribution costs
Status	Availability upon request

BRANDING AND SPONSORING

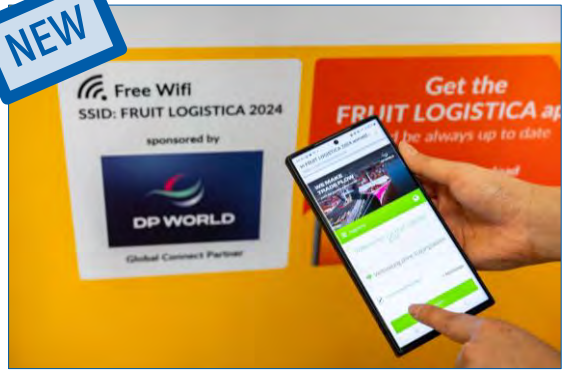
NEW

NEW: Ticket Branding

Description	branding of all onsite and online tickets for exhibitors and trade visitors. - logo integration on all tickets printed onsite (see exemplary red mark on the left picture) - logo-integration on all mobile tickets - logo integration on all wallet tickets - integration of the sponsor in the **Ticket Shop**
Branding License	**50,000.00 EUR** incl. printing and distribution costs
Status	Availability upon request

BRANDING AND SPONSORING

NEW



NEW: Wi-Fi Sponsoring Package

Description

InnoTrans offers free WiFi at numerous access points throughout the exhibition site. The WiFi Sponsor benefits from a variety of different features:

The sponsor of this exclusive package has the privilege of **naming the event's WiFi networ**k with their own unique network name in consultation with InnoTrans.
In addition the sponsor will be integrated into various onsite, online and print-media:

- design of the WiFi Landing Page
- integrations on the InnoTrans Website
- mention in the InnoTrans Guide
- branding of the Info Counters & several Exhibition Ground Plans at main entrances & hall entrances

WiFi Sponsoring Package Price:

60,000.00 EUR
incl. handling & implementation
(All brandings, logos, designs and digital content will be provided by the sponsor.)

Status

Availability upon request

ON-SITE ADVERTISING ENTRANCE NORTH

MESSE BERLIN

ENTRANCE NORTH – OUTDOORS

Mobile Advertising Towers at the Access, 4-sided

Location	at the access to Hall 19: exact positions by arrangement
Size (w x h)	small version: 2.302 m x 4.15 m per side (4 sides per tower) large version: 3.302 m x 6.15 m per side (4 sides per tower)
Hire Charge	small version: 12,050.00 EUR per 4-sided tower large version: 25,665.00 EUR per 4-sided tower
Production/ Installation	small version: 3,270.00 EUR per 4-sided tower large version: 5,495.00 EUR per 4-sided tower
Status	Availability upon request

Entrance Signs in front of Hall 19

Location	2 entrance signs on the left and right sides above the entrance doors to Hall 19: co-branding InnoTrans and exhibitor advertising (see red marks on the left picture)
Size (w x h)	total area: 45.00 m x 2.50 m, thereof: 1 sign with 21.00 m x 2.50 m for InnoTrans advertising (middle part) 2 signs with 12.00 m x 2.50 m each for exhibitor advertising (left and right part)
Hire Charge	15,830.00 EUR for both signs
Production/ Installation	3,510.00 EUR for both signs
Status	Availability upon request

ENTRANCE NORTH – OUTDOORS

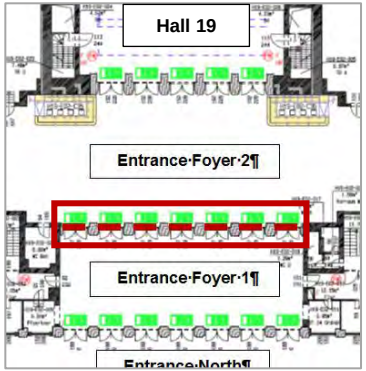
Columns Brandings in front of Hall 19, 4-sided

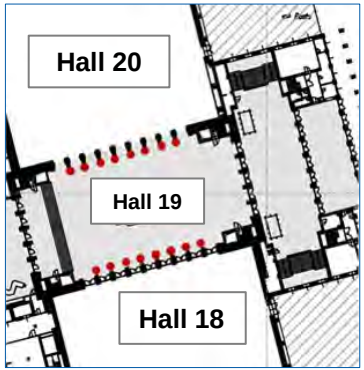
Location	up to 16 column brandings directly in front of the entrance doors to Hall 19 (see red mark on the left picture)
Size (w x h)	approx. 0.70 m x 4.00 m x 1.00 m per side (4 sides per column)
Hire Charge	22,915.00 EUR for all 16 brandings
Production/ Installation	40,785.00 EUR for all 16 brandings
Status	Availability upon request

Poster Showcases at the Access

Location	up to 8 showcases. The exact positions depend on the final allocation of this area. 4 showcases in front of Entrance North on the left 4 showcases in front of Entrance North on the right
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	7,915.00 EUR for 4 showcases 15,825.00 EUR for 8 showcases
Production/ Installation	5,600.00 EUR for 4 showcases 11,200.00 EUR for 8 showcases
Status	Availability upon request

ENTRANCE NORTH – INDOORS





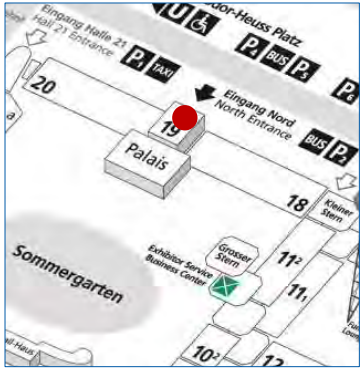
Banners in the Entrance Foyer 1

Location	up to 7 banners in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to 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	17,325.00 EUR for 7 banners
Production/ Installation	5,970.00 EUR for 7 banners
Status	Availability upon request

Column Brandings in Hall 19

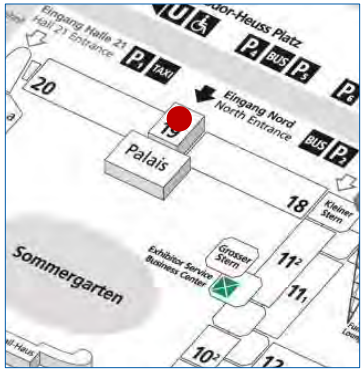
Location	Up to 16 column brandings between the doors - 8 column brandings at the access to Hall 18 - 8 column brandings at the access to Hall 20 (see red marks on the left map)
Size (w x h)	0.45 m x 2.49 m per column branding
Hire Charge	1,300.00 EUR per column branding
Production/ Installation	170.00 EUR per column branding
Status	Availability upon request Important note: These brandings are exclusively reserved for the exhibitors located in the respective halls.

ENTRANCE NORTH – INDOORS



OPTION A: Mega-Banner in Hall 19, 2-sided

Location	hanging mega-banner directly in Hall 19
Size (w x h)	16.00 x 4.70 per side (2 sides per banner)
Hire Charge	49.820.00 EUR
Production/ Installation	6,435.00 EUR
Status	Availability upon request



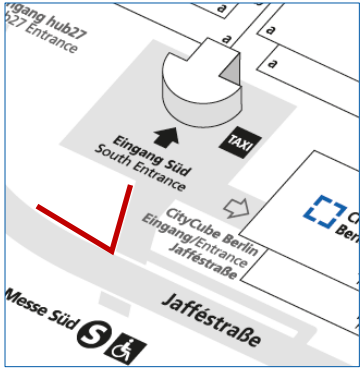
OPTION B: Mega-Banners in Hall 19, 2-sided

Location	up to 5 hanging mega-banners directly in Hall 19
Size (w x h)	3.00 m x 5.00 m per side (2 sides per banner)
Hire Charge	11,045.00 EUR per double-sided banner
Production/ Installation	950.00 EUR per double-sided banner
Status	Availability upon request

ON-SITE ADVERTISING ENTRANCE SOUTH

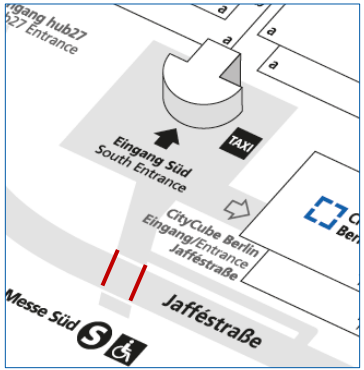
MESSE BERLIN

ENTRANCE SOUTH – OUTDOORS



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

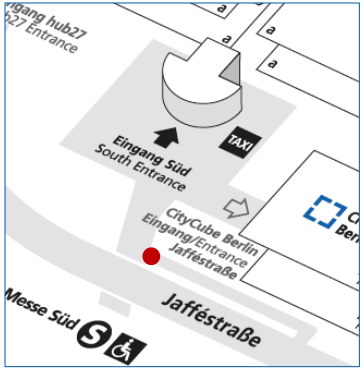
Location	21 (out of max. 82) flags between Jafféstraße and Entrance South as well as at the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	345.00 EUR per flag
Production/ Installation	160.00 EUR to 285.00 EUR per flag depending on layout, quantity and finishing of the flags
Status	Availability upon request



Tunnel Branding at the Pedestrian and Taxi Access, 2-sided

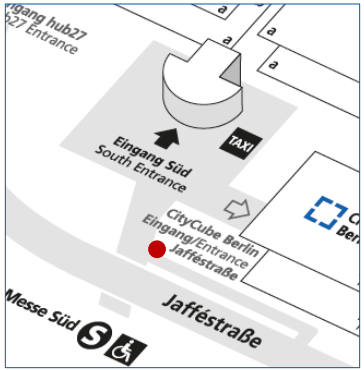
Location	branding of the walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	left side: 20.49 m x 2.30 m right side: 20.49 m x 2.30 m
Hire Charge	21,880.00 EUR for both sides
Production/ Installation	6,365.00 EUR for both sides
Status	Availability upon request

ENTRANCE SOUTH – OUTDOORS



Poster Showcases at the Pedestrian and Taxi Access

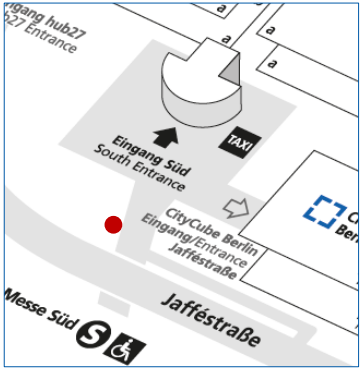
Location	up to 3 showcases at the pedestrian and taxi access to Entrance South
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	5,945.00 EUR for 3 showcases
Production/ Installation	4,350.00 EUR for 3 showcases
Status	Availability upon request

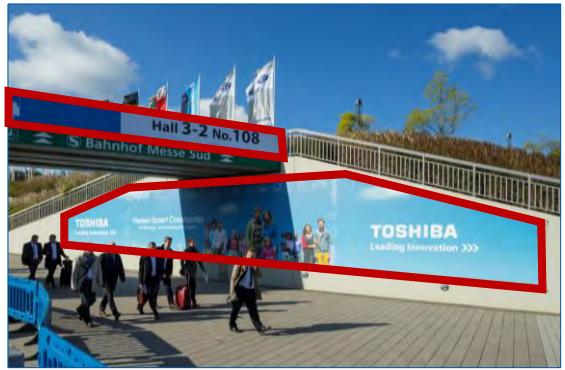


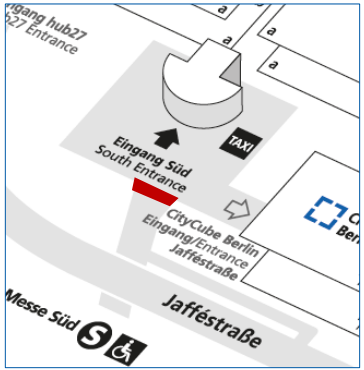
Poster Showcases at the Pedestrian and Taxi Access

Location	up to 4 showcases 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	7,915.00 EUR for 4 showcases
Production/ Installation	5,600.00 EUR for 4 showcases
Status	Availability upon request

ENTRANCE SOUTH – OUTDOORS







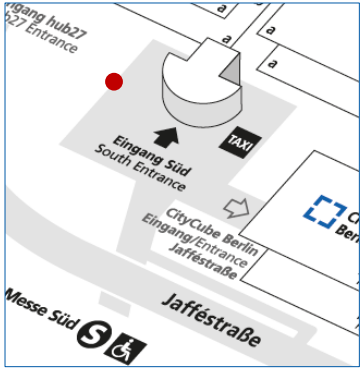
Advertising Plates at the Pedestrian and Taxi Access

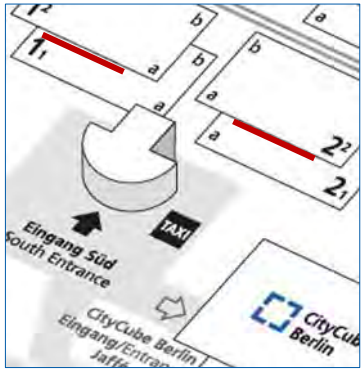
Location	up to 3 banners on the advertising plates at the pedestrian and taxi access to Entrance South
Size (w x h)	3.50 m x 6.70 m per banner
Hire Charge	(1) 8,015.00 EUR for 1 banner (2) 22,820.00 EUR for 3 banners
Production/ Installation	(1) 4,240.00 EUR for 1 banner (2) 9,170.00 EUR for 3 banners
Status	Availability upon request

Bridge Branding at the Pedestrian and Taxi Access

Location	2 banners at the balustrades and 1 branding of the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South (see red marks on the left picture)
Size (w x h)	balustrades: 23.10 m x 0.90 m per banner wall branding: banner in trapezium shape: min. 76.00 m²
Hire Charge	19,625.00 EUR in total
Production/ Installation	6,870.00 EUR in total
Status	Availability upon request

ENTRANCE SOUTH – OUTDOORS





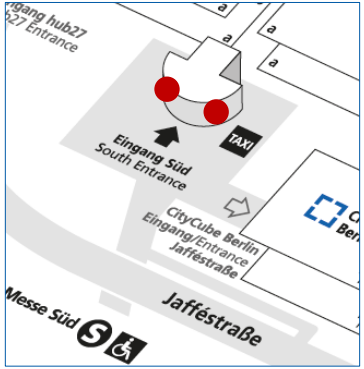
Advertising Tower at the Plaza on the left side, 4-sided

Location	on the left side of the plaza of Entrance South - the tower is equipped with 4 banners
Size (w x h)	south side (plaza) & north side (Hall 1.2): 8.75 m x 8.11 m per banner east side (plaza) & west side (hub27): 5.75 m x 8.11 m per banner
Hire Charge	south side (plaza): 15,005.00 EUR; east side (plaza): 9,860.00 EUR west side(hub27): 6,905.00 EUR; north side (Hall 1.2): 7,500.00 EUR
Production/ Installation	south side & north side: 4,420.00 EUR per banner east side & west side: 2,935.00 EUR per banner
Status	South and East Side currently reserved

Mega-Banner at the Facade of Halls 1.2/2.2

Location	at the facades of Halls 1.2 or 2.2 towards the plaza of Entrance South
Size (w x h)	e.g. 23.50 m x 8.50 m other sizes and formats on demand
Hire Charge	e.g. 22,690.00 EUR
Production/ Installation	e.g. 16,385.00 EUR
Status	Availability upon request

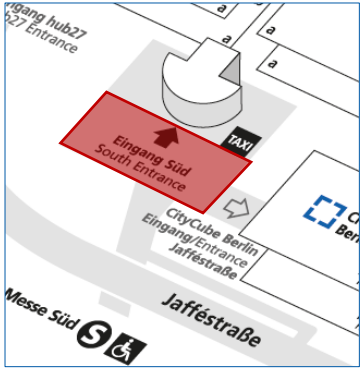
ENTRANCE SOUTH – OUTDOORS



NEW: Upright Window Brandings at the Entrance Hall

Location	directly at the Entrance Hall on the left and right outer side: see red marked areas on the left picture and on the pictures below
Size (w x h)	approx. 7.98 m x 16.90 m
Hire Charge	29,980.00 EUR per Window Branding
Production/ Installation	6,465.00 EUR per Window Branding
Status	Availability upon request

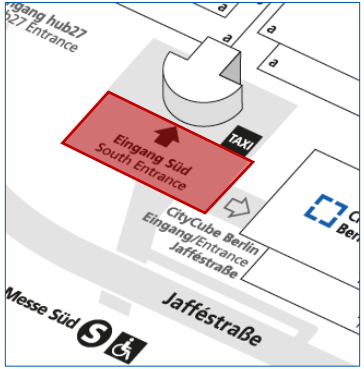
ENTRANCE SOUTH – OUTDOORS



Mobile Advertising Towers on the Plaza, 4-sided

Location	up to 2 towers on the plaza of Entrance South: exact positions by arrangement
Size (w x h)	small version: 2.302 m x 4.15 m per side (4 sides per tower) large version: 3.302 m x 6.15 m per side (4 sides per tower)
Hire Charge	small version: 12,050.00 EUR per 4-sided tower large version: 25,665.00 EUR per 4-sided tower
Production/ Installation	small version: 3,270.00 EUR per 4-sided tower large version: 5,495.00 EUR per 4-sided tower
Status	Availability upon request

ENTRANCE SOUTH – OUTDOORS



NEW: Mobile Exhibits – Advertising & Promotional Specials

Location	special advertising & promotional areas on the plaza of Entrance South for special ad constructions, cars, trucks or the like: positions by arrangement depending on character, type and scope of the exhibit.
Size (w x h)	on demand; by arrangement*
Promotion License	depending on type and scope
Production/ Installation	depending on type and scope* The customer is responsible for the implementation and must observe the technical specifications and guidelines of Messe Berlin GmbH.
Status	**Availability upon request**

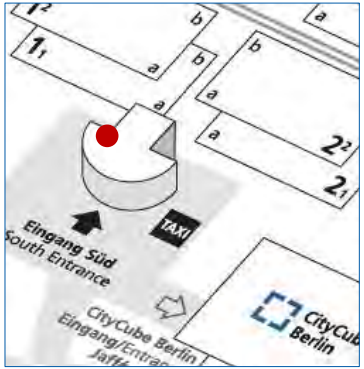
*The customer is asked to submit their ideas, visions and wishes for their special project or exhibit in the form of images, renderings or similar.

In addition, all details in accordance with Messe Berlin's technical guidelines for outdoor structures are required for a concrete feasibility check.

You can find them here:
Technical Guidelines Messe Berlin GmbH - outdoor stand constructures

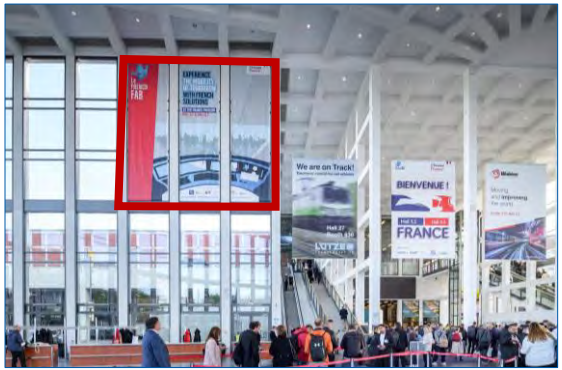
Complete version:
Technical Guidelines Messe Berlin GmbH

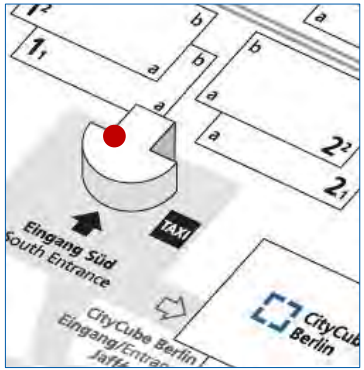
ENTRANCE SOUTH – INDOORS



Option A: Window Branding in the Entrance Hall on the Left Side

Location	in the Entrance Hall on the left side (see red mark on the left picture)
Size (w x h)	14.50 m x 11.70 m
Hire Charge	42,270.00 EUR
Production/ Installation	11,300.00 EUR
Status	Availability upon request

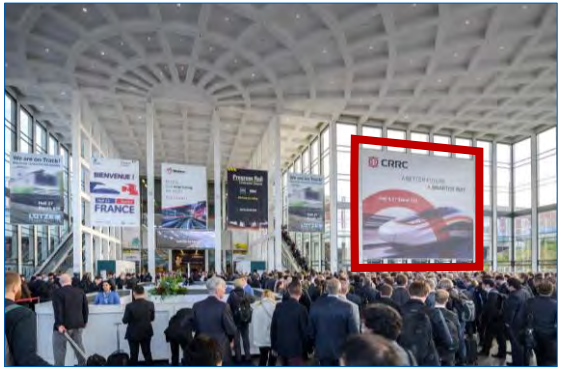


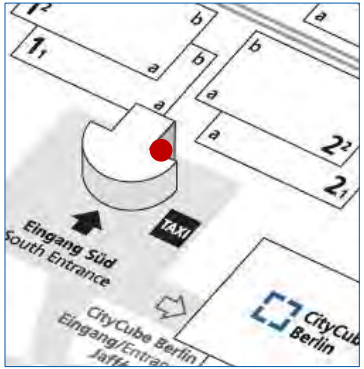


Option B: Window Brandings in the Entrance Hall on the Left Side

Location	up to 8 window banners in the Entrance Hall on the left side: a minimum of 3 banners have to be booked (see red mark on the left picture)
Size (w x h)	2.33 m x 8.25 m per banner
Hire Charge	14,350.00 EUR for 3 window banners
Production/ Installation	4,805.00 EUR for 3 window banners
Status	Availability upon request

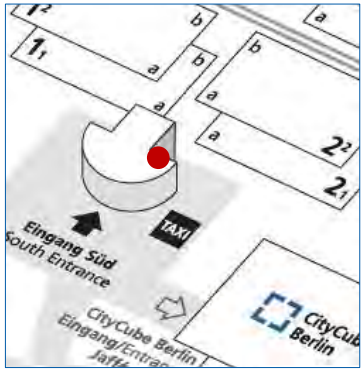
ENTRANCE SOUTH – INDOORS





Option A: Window Branding in the Entrance Hall on the Right Side

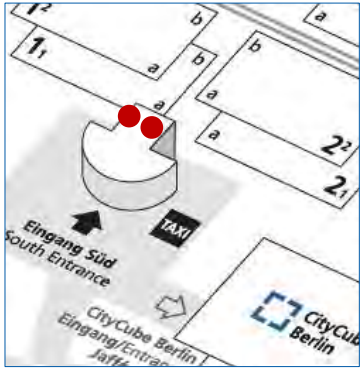
Location	in the Entrance Hall on the right side (see red mark on the left picture)
Size (w x h)	14.50 m x 11.70 m
Hire Charge	42,270.00 EUR
Production/ Installation	11,300.00 EUR
Status	Availability upon request

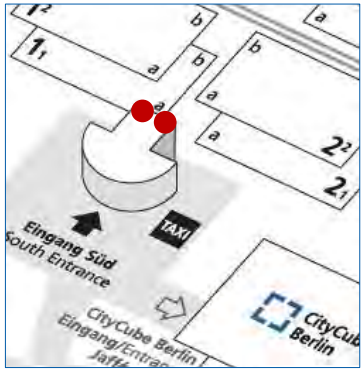


Option B: Window Brandings in the Entrance Hall on the Right Side

Location	up to 8 window banners in the Entrance Hall on the right side: a minimum of 3 banners have to be booked (see red mark on the left picture)
Size (w x h)	2.33 m x 8.25 m per banner
Hire Charge	14,350.00 EUR for 3 window banners
Production/ Installation	4,805.00 EUR for 3 window banners
Status	Availability upon request

ENTRANCE SOUTH – INDOORS





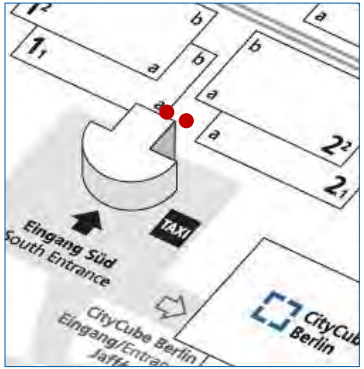
Suspended Banners in the Entrance Hall

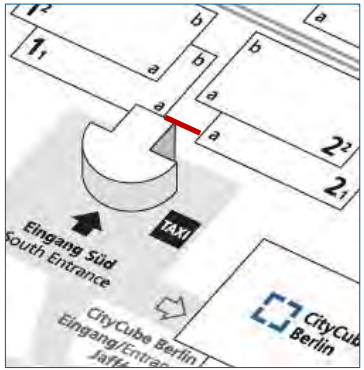
Location	up to 4 banners (2 per elevator) in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see red marks on the left picture)
Size (w x h)	2.10 m x 6.00 m per banner (2 banners per elevator)
Hire Charge	7,100.00 EUR per elevator (2 banners)
Production/ Installation	2,145.00 EUR per elevator (2 banners)
Status	Availability upon request

Window Brandings in the Entrance Hall

Location	up to 8 window brandings with adhesive foil in the Entrance Hall at the access to Halls 1.1 to 6.1 (see red marks on the left picture)
Size (w x h)	2.34 m x 2.35 m per window cling (8 brandings in total)
Hire Charge	8,885.00 EUR for 4 front sides 4,510.00 EUR for 4 back sides (12,060.00 EUR for all 8 brandings)
Production/ Installation	2,895.00 EUR for 4 front side brandings 2,895.00 EUR for 4 back side brandings (4,475.00 EUR for all 8 brandings)
Status	Availability upon request

ENTRANCE SOUTH – INDOORS





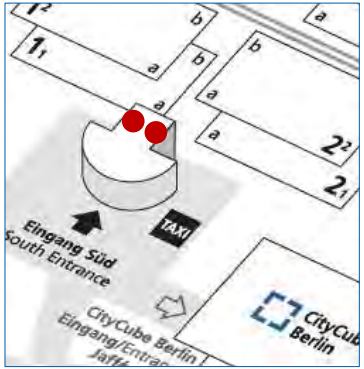
Pillar Brandings leading to the Middle Foyers of Halls 1.1/2.1, 4-sided

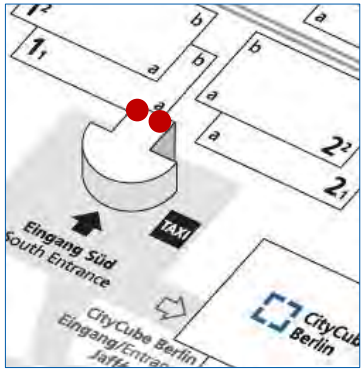
Location	branding of the pillars in front of the entrance doors to the middle foyers of Halls 1.1/2.1
Size (w x h)	front and back sides: 0.60 m x 5.30 m each lateral sides: 0.90 m x 5.30 m each (4 sides per pillar)
Hire Charge	8,220.00 EUR for both 4-sided pillar brandings
Production/ Installation	5,980.00 EUR for both 4-sided pillar brandings
Status	Availability upon request

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	7,770.00 EUR
Production/ Installation	2,395.00 EUR
Status	Availability upon request

ENTRANCE SOUTH – INDOORS





Balustrade Graphics at the Escalators in the Entrance Hall, 2-sided

Location	brandings of the balustrades at the 2 escalators in the Entrance Hall on the left and right side leading to Halls 1.2-6.2 with adhesive foil
Size	approx. 128.00 m² for all 4 balustrade graphics (2 sides per balustrade graphic)
Hire Charge	22,050.00 EUR for both escalators, i.e. for 4 balustrade graphics in total
Production/ Installation	11,855.00 EUR for both escalators, i.e. for 4 balustrade graphic in total (each 2-sided)
Status	Availability upon request

Window Brandings in the Entrance Hall on the Upper Level

Location	up to 8 window brandings with adhesive foil 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 side: 8 brandings can be fixed on 4 windows on the front and back sides.
Size	2.34 m x 2.35 m per window cling (8 brandings in total)
Hire Charge	8,885.00 EUR for 4 front sides 4,510.00 EUR for 4 back sides (12,060.00 EUR for all 8 brandings)
Production/ Installation	2,895.00 EUR for 4 front side brandings 2,895.00 EUR for 4 back side brandings (4,475.00 EUR for all 8 brandings)
Status	Availability upon request

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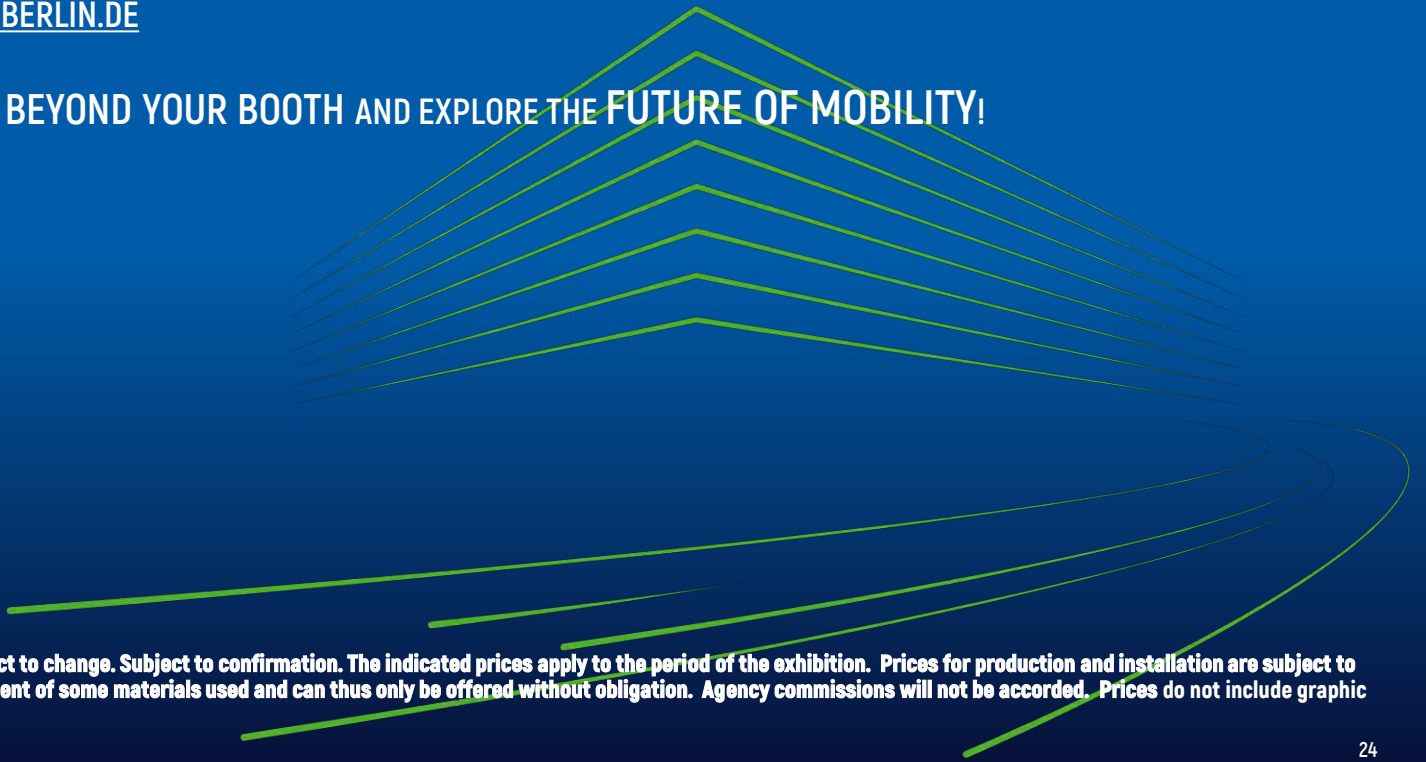

Important note on prices:
All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations due to the dynamic price development of some materials used and can thus only be offered without obligation. Agency commissions will not be accorded. Prices do not include graphic design/layout.