

09 – 11 JUNE 2026

**bio:cap**  
LIFE SCIENCE & AI INVESTIVAL

# ADVERTISING PORTFOLIO

for partners,  
exhibitors & sponsors

CITYCUBE  
MESSE BERLIN



 **MESSE  
BERLIN**

# BERLIN EXPOCENTER CITY SITE MAP 2026



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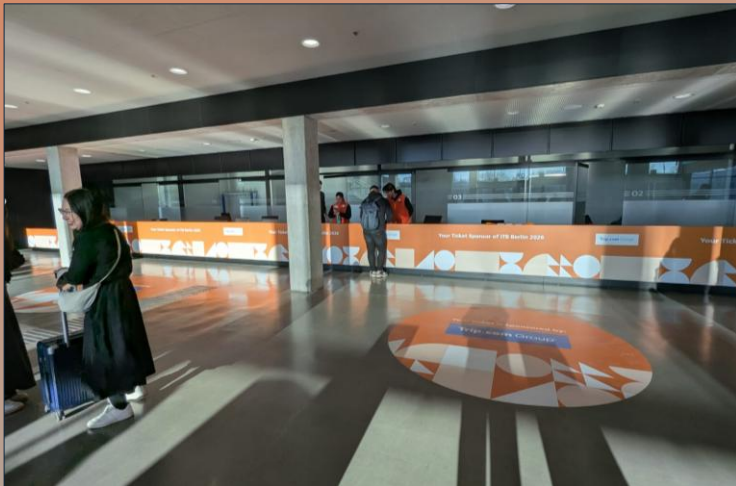
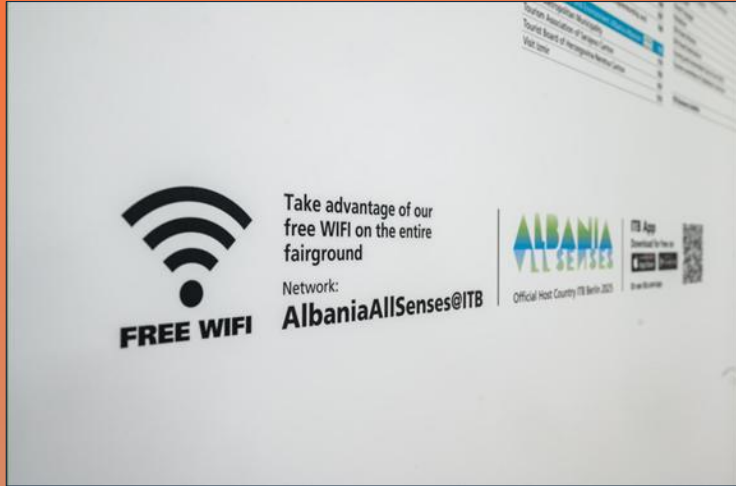
Contact

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# ONLINE & ONSITE ADVERTISING PACKAGES

# WIFI SPONSORING PACKAGE



## Description

bio:cap is offering free WiFi in and around the CityCube Berlin during the event. The WiFi Sponsor benefits from a wide range of different advertising features:

The sponsor of this exclusive package has the privilege of naming the event's WiFi network with their own **unique network name**.

This guarantees maximum visibility for the sponsor, as the sponsor's brand will be displayed on all network devices connected to the WiFi during bio:cap.

In addition, the sponsor will be comprehensively integrated into various online and onsite sponsoring components:

- design of the **WiFi Landing Page**
- integration on the **bio:cap Website, bio:cap App & bio:hub Platform**
- branding of the **Info / Ticket Counters** in the entrance level & several **Exhibition Ground Plans** at main entrances & hall entrances
- mention on the **Mobile Displays** of bio:cap

A detailed overview of all benefits will be gladly provided to you at any time.

## Sponsoring Package Price

**4,500.00 EUR**  
incl. handling & implementation

## Status

**Availability upon request.**

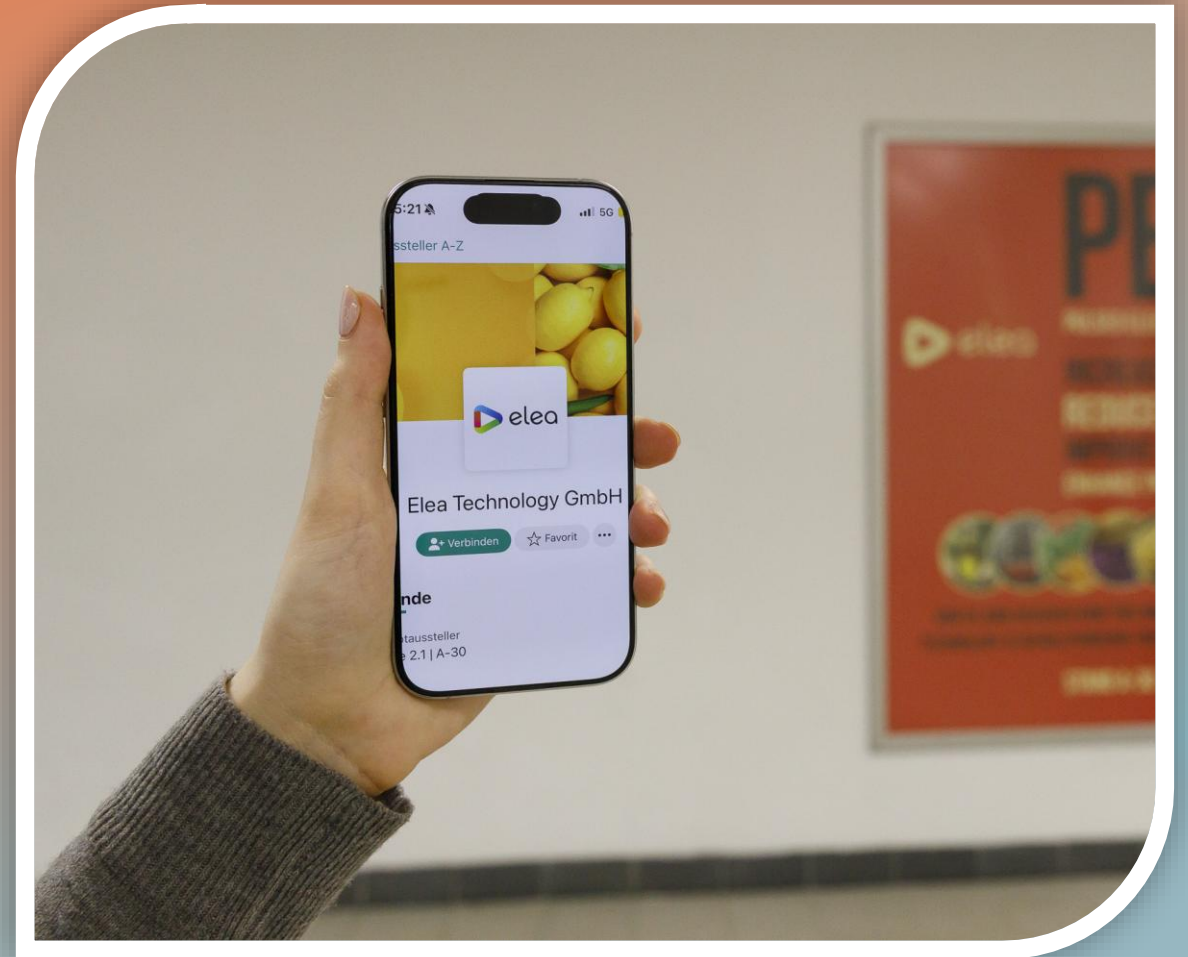
# MIX & MATCH PACKAGES

CREATE YOUR PERFECT ADVERTISING PACKAGE!

START WITH A HIGH-IMPACT ONSITE PLACEMENT – CHOOSE FROM EYE-CATCHING OPTIONS LIKE POSTERS OR FLOOR GRAPHICS – AND BOOST YOUR VISIBILITY BY SELECTING POWERFUL ONLINE ADS TO AMPLIFY YOUR MESSAGE ACROSS ALL DIGITAL CHANNELS.

SELECT ONSITE & ONLINE ADS AND UNLOCK AN EXCLUSIVE DISCOUNT – MORE VISIBILITY MEANS MORE VALUE!

FOR BUDGETS FROM 1,200 € TO 2,500 €



# MIX & MATCH

## CREATE YOUR PERFECT PACKAGE

### Package 1

- 2 Onsite Options
  - 1 Online Option
- 2,500 €

### Package 2

- 1 Onsite Options
  - 2 Online Option
- 1,600 €

### Package 3

- 3 Online Option
- 1,200 €

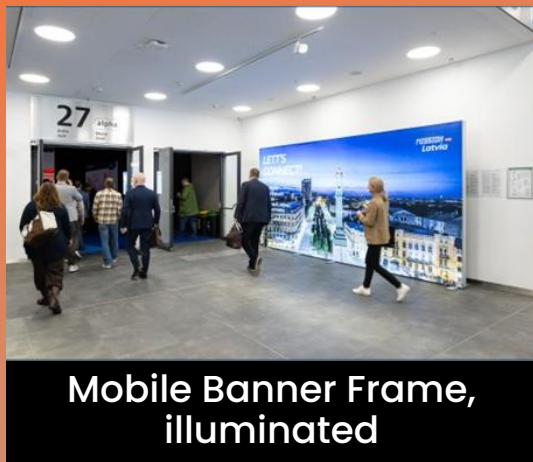
#### Onsite Advertising Options

- 1 Floor Graphic outdoors (2.40m x 2.40m)
- 1 Floor Graphic indoors (1m x 1m)
- 1 PILA Frame, 1-sided (2.28m x 2.28m)
- 1 Banner Frame, 1- or 2-sided (1.00m x 2.00m)
- 1 Pillar Branding
- 1 Mobile Display Frame, 1-sided

#### Online Advertising Options

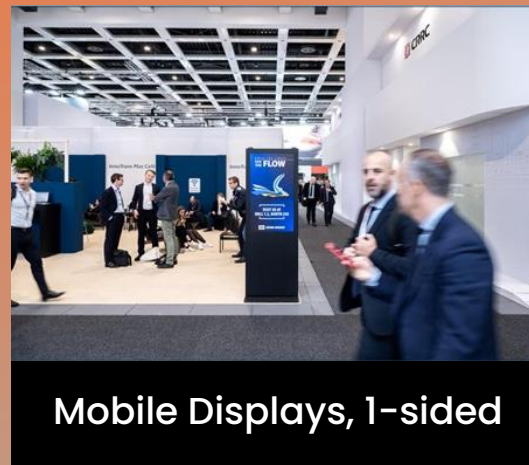
- 1 Top Banner Online Platform
- 1 Top Banner App
- 1 Sandwich Banner Platform
- 1 Sandwich Banner App
- 1 Tab Bar Banner App
- 1 Gallery Logo App

# PREMIUM PACKAGE



Mobile Banner Frame, illuminated

- 1 Mobile Banner Frame with backlighting: e.g. 3.00 m x 2.50 m per banner
- indoor positions by arrangement



Mobile Displays, 1-sided

- 1 Mobile Display – content played in a loop with bio:cap content
- indoor positions by arrangement



Digital Presence

### Online-Platform & App:

- Top-Listing under „Exhibitor“
- Sandwich-Banner
- Top-Banner
- Main sponsor Banner in the digital hall plan

### App:

- Content-AD
- Gallery-Logo-Banner
- Startpage-Banner

EXCLUSIVE!  
Only 1x available

**Price: EUR 9,800**  
**Limited availability!**

All prices net without VAT.

# WELCOME PACKAGES



**Bench Display**

- 1 Bench Display located directly in the entrance area in front of the CityCube
- Banner advertising on the front and back



**Floor Graphics**

- 1 Floor Graphic (each 2.40 m x 2.40 m) in the entrance area in front of the CityCube, accessible from the "Messe Süd" S-Bahn station or the parking lot in front of the CityCube
- Other formats are also available upon request



**Digital Presence**

- Online-Platform & App:**
- Top-of-the-List under „Exhibitor“
  - Top-Banner
  - Top-5-Logo in the digital hall plan
- App:**
- Gallery-Logo-Banner
  - Startpage-Banner

**Price: EUR 5,650**  
**Only 2 Packages availability!**

All prices net without VAT.

# SANITARY FACILITIES PACKAGE



**Towel Dispenser Brandings**

- 10 high-quality stickers with your individual design on the towel dispensers in the lavatories, e.g. 0.30 m x 0.15 m per sticker
- other formats and special shapes possible



**Mirror Brandings**

- positions by arrangement on a variety of mirrors in the lavatories, e.g. 0.30 m x 0.15 m per graphic
- other formats on demand



**Digital Presence**

**Online-Platform & App:**

- Top-Banner

**App:**

- Gallery-Logo-Banner
- Startpage-Banner

**Price: EUR 1,940**  
**Limited availability!**

All prices net without VAT.



# ONLINE ADVERTISING

# ONLINE ADVERTISING SPECIALS

ONLINE ADVERTISING	PRICE
<u>Lead Scan Team</u>	199 €
<u>Top Listing Platform &amp; App</u>	1.500 €
<u>Top Banner Platform</u>	500 €
<u>Top Banner App</u>	500 €
<u>Sandwich Banner Platform</u>	500 €
<u>Sandwich Banner App</u>	500 €
<u>Tab-Bar-Banner App</u>	500 €
<u>Gallery Logo App</u>	500 €

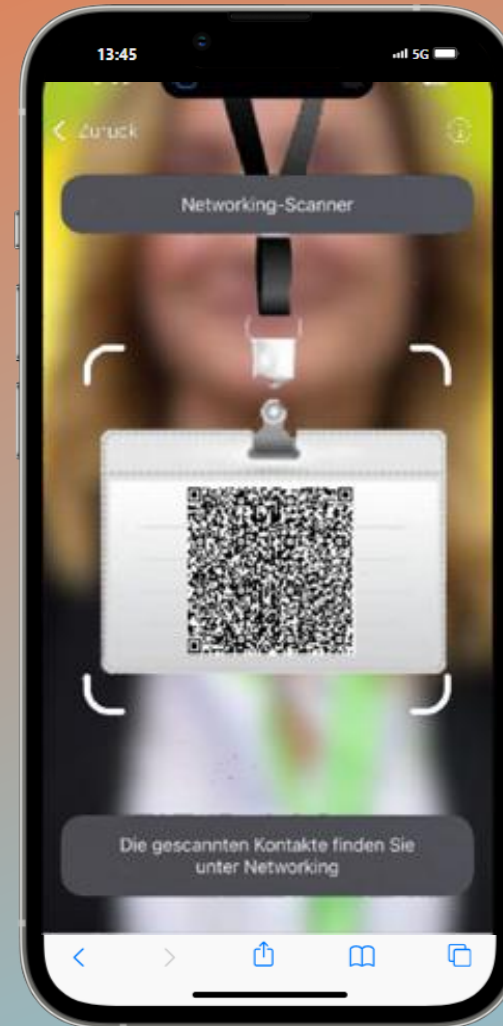
# SPECIALS LEAD SCAN TEAM

With Lead Scan Team, you can easily capture the badges of all visitors using the bio:Cap app and benefit from cross-team collected data in real time.

Export all the contacts from your teammates for your company in a file. Ideal for seamless and cooperative lead capturing at the event.

- Cross-team data collection in real time
- Consolidated export of contact data (CSV file) for all scanned visitors in the app
- Extra: Export (CSV file) of web profile visitors with opt-in
- Efficient and comprehensive lead capture, ideal for larger teams or multiple booth staff

**Good to know:** With Lead Scan Team, all team members assigned to your exhibitor profile can scan visitor badges and collect contacts—regardless of whether they are visible in the exhibitor profile or not. The entire team will automatically collect leads together.



OVERVIEW

ADVERTISING SHOP



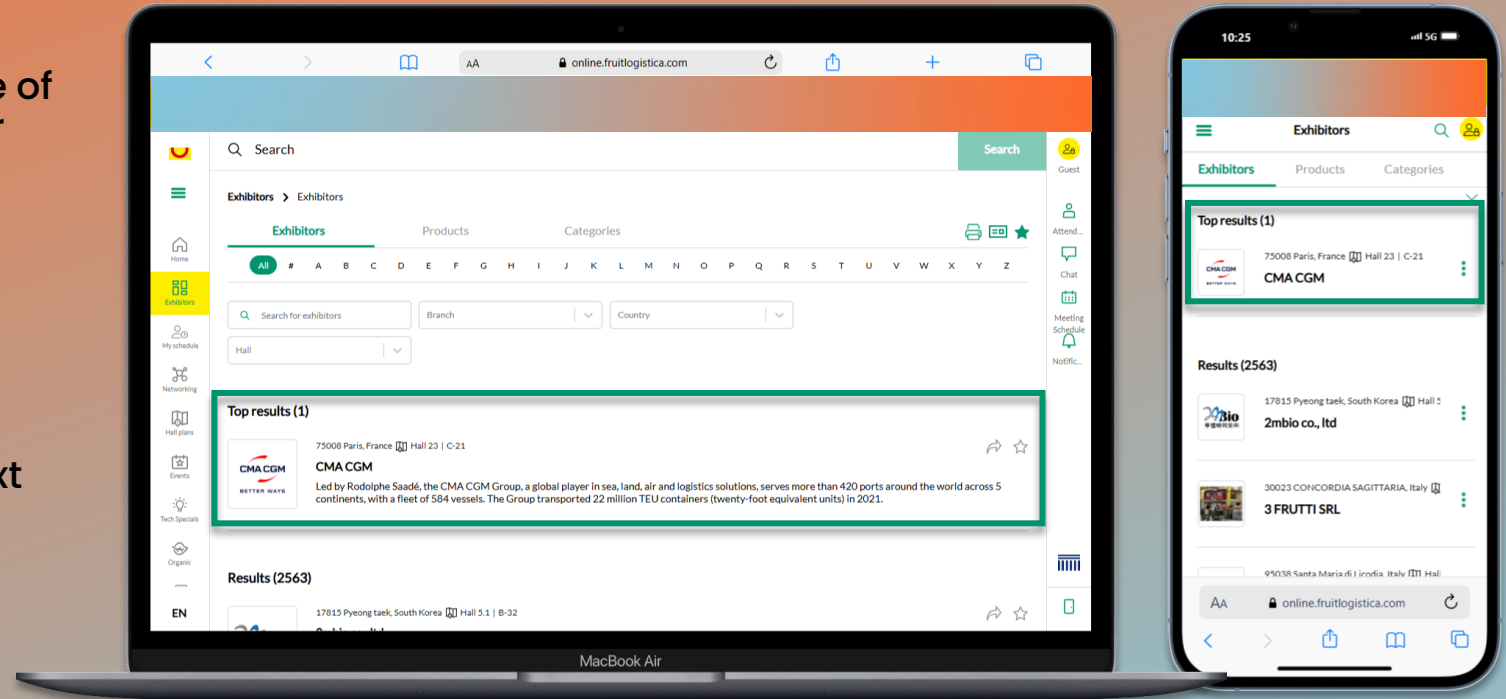
# SPECIALS TOP LISTING

## Your company at the top of the list!

Present yourself in the exhibitor list as one of the top exhibitors with a direct link to your company profile.

- Media channel: Platform & App
- Top positioning at the beginning of the exhibitor list
- Sorting in alphabetical order
- Service: Ad remains visible until the next event data is updated

EXHIBITOR LIST



OVERVIEW

ADVERTISING SHOP



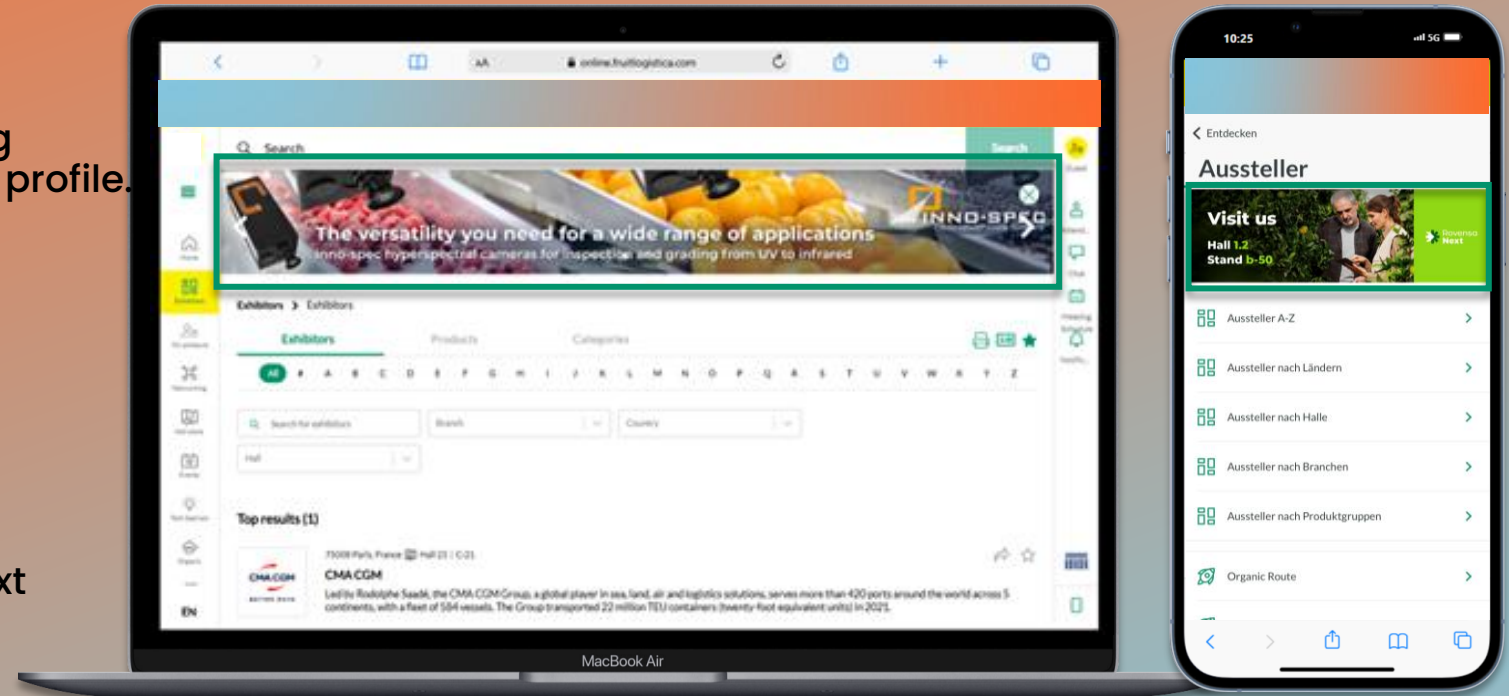
# SPECIALS TOP BANNER

More visibility directly in the exhibitor list!

Present your company exclusively in the exhibitor directory - with an eye-catching banner that leads visitors directly to your profile.

- Media channel: Platform/ App
- Link: Company profile
- Dimensions: 2560 x 320 px
- Format: JPEG or PNG
- Data submission via mail
- Service: Ad remains visible until the next event data is updated

EXHIBITOR LIST



OVERVIEW

ADVERTISING SHOP

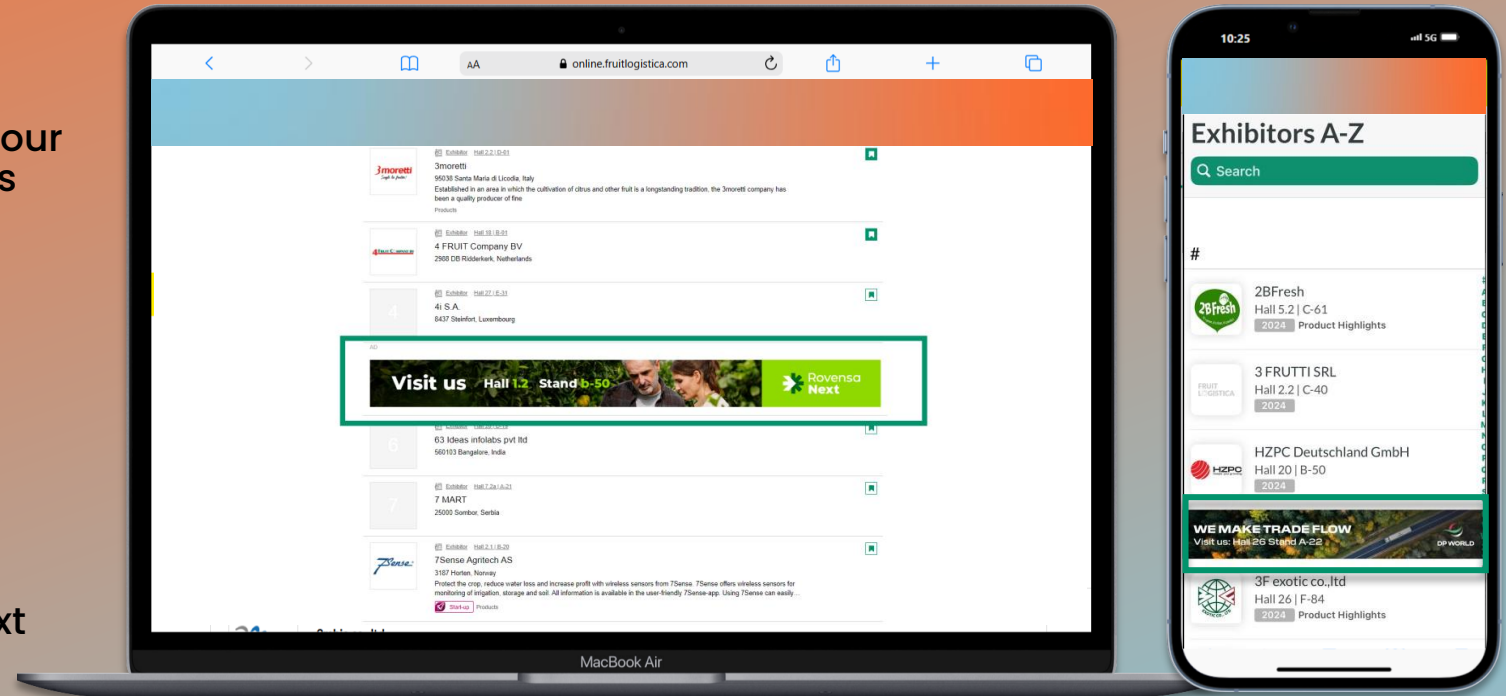


# SPECIALS SANDWICH BANNER

Your banner - in the middle of the search results!

Achieve maximum attention by placing your banner directly where your target group is searching.

- Media channel: Platform/ App
- Link: Company profile
- Dimensions: 2560 × 320 px
- Format: JPEG
- Data submission via mail
- Service: Ad remains visible until the next event data is updated



OVERVIEW

ADVERTISING SHOP

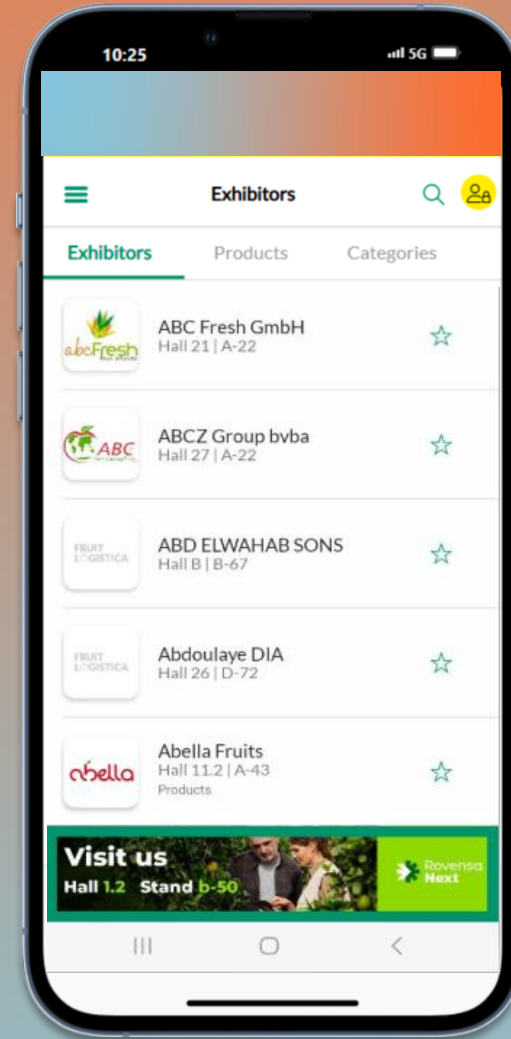


# SPECIALS TAB-BAR-BANNER

Strategically visible – directly above the menu bar!

Use one of the most visible app pages for brand placement. This advertising format ensures very high visibility and reach.

- Media channel: App
- Link: Company profile
- Dimensions: 1440 x 225 px
- Format: JPEG or PNG
- Data submission via mail
- Service: Ad remains visible until the next event data is updated



OVERVIEW

ADVERTISING SHOP

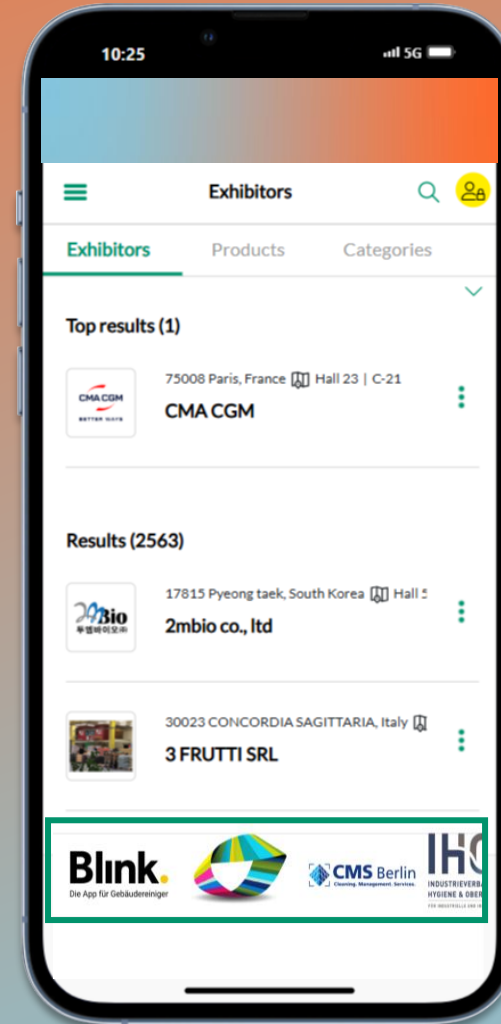


# SPECIALS GALLERY LOGO APP

## Your logo in full focus!

Present your logo in a prominent, rotating gallery on one subpage of the app.

- Media channel: App
- Link: Company profile
- Dimensions: 450 x 315 px
- Format: JPEG, PNG
- Data submission via Mail
- Service: Ad remains visible until the next event data is updated



OVERVIEW

ADVERTISING SHOP

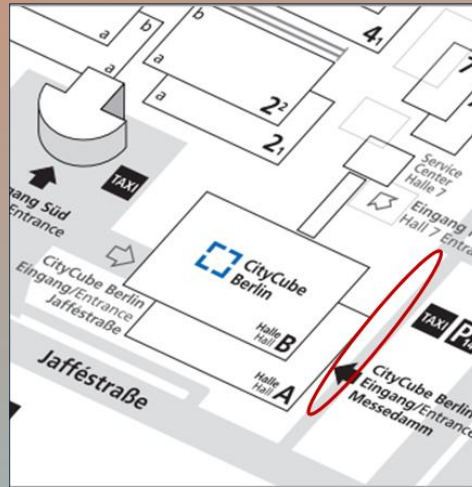


A wide-angle photograph of the CityCube Berlin building at dusk. The building features a large, dark blue glass facade with the 'CityCube Berlin' logo and name illuminated in white. The ground floor is a glass-enclosed entrance area, and the interior lights are visible. In the foreground, there is a paved plaza with some greenery and a few cars parked. Several tall, thin light poles are scattered around the building.

CityCube Berlin

# ONSITE ADVERTISING AT CITYCUBE BERLIN

# CITYCUBE BERLIN OUTDOORS – ENTRANCE MESSE DAMM



## Window Brandings at the Eastern Facade

**Location** adhesive foil on the outer windows at the eastern facade of CityCube Berlin

**Size (w x h)** e.g. 3 x 1.50 m x 1.16 m; 3 x 4.63 m x 1.16 m (see red mark on the left picture)  
other sizes, formats and positions on demand

**Hire Charge** e.g. 3,240.00 EUR

**Production/Installation** e.g. 2,275.00 EUR

**Status** Availability upon request

## Advertising Towers, each 4-sided

**Location** positions by arrangement e.g. at the access to Entrance Messedamm, coming from the railway station S-Bahn "Messe Süd" or parking lot in front of the CityCube (see red mark on the left map)

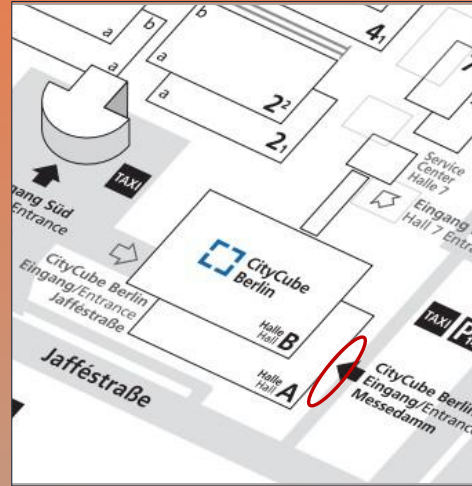
**Size (w x h)** e.g. small: 2.302 m x 4.15 m per side (4 sides per tower – other and bigger formats are possible)

**Hire Charge** e.g. small: 2,810.00 EUR per tower

**Production/Installation** e.g. small: 3,270.00 EUR per tower

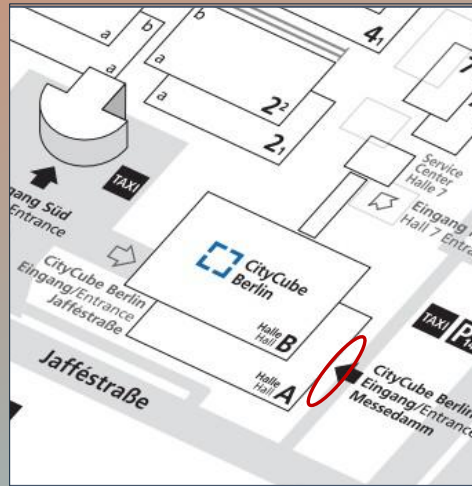
**Status** Availability upon request

# CITYCUBE BERLIN OUTDOORS – ENTRANCE MESSEDDAMM



## Bench Displays at Entrance Messedamm, each 2-sided

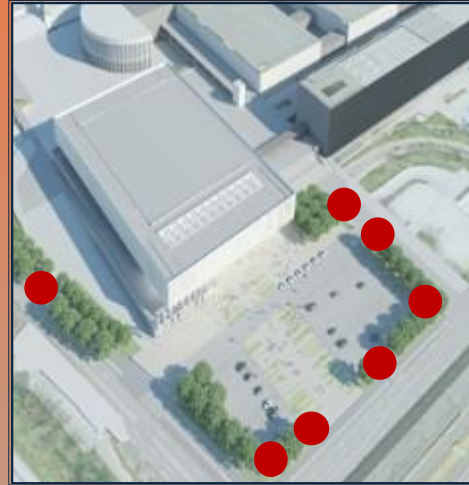
- Location** e.g. at the access to Entrance Messedamm, coming from the railway station S-Bahn "Messe Süd" or parking lot in front of the CityCube Berlin
- Size (w x h)** 2.05 m x 2.05 m per side (2 sides per display)
- Hire Charge** 745.00 EUR per 2-sided display
- Production/Installation** 445.00 EUR per 2-sided display
- Status** Availability upon request



## Floor Graphics at the Access to Entrance Messedamm

- Location** adhesive foils at diverse locations in front of the CityCube Berlin at the access to Entrance Messedamm: exact positions by arrangement
- Size (w x h)** e.g. 2.40 m x 2.40 m per squared floor graphic other sizes and formats on demand
- Hire Charge** e.g. 570.00 EUR per floor graphic
- Production/Installation** e.g. 740.00 EUR per floor graphic
- Status** Availability upon request

# CITYCUBE BERLIN OUTDOORS – ENTRANCE MESSEDAMM



## Outdoor Frames upper Sides, each 2-sided

- Location** at several locations in front of the CityCube Berlin at the access to Entrance Messedamm (see red marks on the left map)
- Size (w x h)** 2.00 m x 2.00 m per side (2 sides per display)
- Hire Charge** 750.00 EUR per 2-sided display
- Production/Installation** 510.00 EUR per 2-sided display
- Status** Availability upon request

# CITYCUBE BERLIN INDOORS – LEVEL 2



## 1 Entrance Banner Hall B

**Location** directly above the main entrance doors to Hall B on Level 2 coming from the East Lobby

**Size (w x h)** e.g. 29.00 m x 2.40 m  
other formats on demand

**Hire Charge** 4,685.00 EUR

**Production/ Installation** 4,965.00 EUR

**Status** Availability upon request



## Hanging Banners between Levels 2 and 3

**Location** suspended banners at diverse locations between Levels 2 and 3

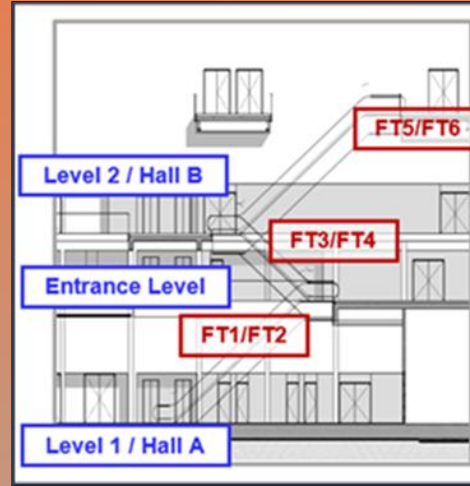
**Size (w x h)** e.g. 3.00 m x 6.00 m per 2-sided banner  
(print on front and back side)  
other sizes and special formats on demand

**Hire Charge** 1,880.00 EUR per double-sided banner

**Production/ Installation** 3,005.00 EUR per double-sided banner

**Status** Availability upon request

# CITYCUBE BERLIN INDOORS – LEVEL 2 & 3



## Balustrade Brandings at Escalators

- Location**      escalators in the Entrance Lobby leading to Levels 2 and 3, only visible parts of the balustrades will be branded: exact plan on demand
- Size (w x h)**    e.g. 2 escalators FT3/FT4: approx. 32.00 m<sup>2</sup> per escalator, each with 2 balustrades
- Hire Charge**    e.g. 2,395.00 EUR for both escalators, each with 2 balustrades
- Production/ Installation**    e.g. 10,500.00 EUR for both escalators, each with 2 balustrades
- Status**            Availability upon request



## Banner Frames next to the Hall Entrance

- Location**      in the East Lobby Level 2 on the left and right sides of the entrance to Hall B (see red marks on the left picture)
- Size (w x h)**    e.g. 3.10 m x 2.53 m per banner frame other sizes and special formats on demand
- Hire Charge**    e.g. 1,010.00 EUR per banner frame
- Production/ Installation**    e.g. 1,060.00 per banner frame
- Status**            Availability upon request

# CITYCUBE BERLIN INDOORS – LEVEL 3



## Balustrade Brandings Level 3 – Balustrades North

- Location** foil brandings on the northern glass balustrades in the East Lobby Level 3 (see red marks and numbers on the left map)
- Size (w x h)** (1) 7.80 m x 1.07 m per side (2 sides per balustrade) (escalator)  
 (2) 11.80 m x 1.07 m per side (2 sides per balustrade)  
 (3) 11.07 m x 1.07 m per side (2 sides per balustrade)
- Hire Charge** (1) 240.00 EUR (2) 370.00 EUR (3) 340.00 EUR
- Production/Installation** (1) 565.00 EUR (2) 870.00 EUR (3) 795.00 EUR
- Status** Availability upon request



## Balustrade Brandings Level 3 – Balustrades Central

- Location** foil brandings on the central glass balustrades in the East Lobby Level 3 (see red marks and numbers on the left map)
- Size (w x h)** (1) 11.00 m x 1.07 m per side (2 sides per balustrade)  
 (2) 30.60 m x 1.07 m per side (2 sides per balustrade)  
 (3) 11.00 m x 1.07 m per side (2 sides per balustrade)
- Hire Charge** (1) 340.00 EUR (2) 865.00 EUR (3) 340.00 EUR
- Production/Installation** (1) 795.00 EUR (2) 2,020.00 EUR (3) 795.00 EUR
- Status** Availability upon request

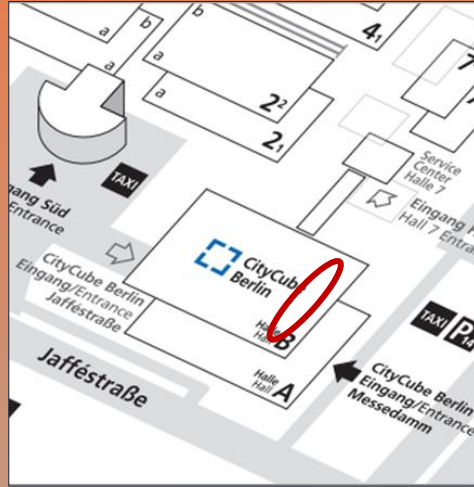
# CITYCUBE BERLIN INDOORS – LEVEL 3



## Balustrade Brandings Level 3 – Balustrades South

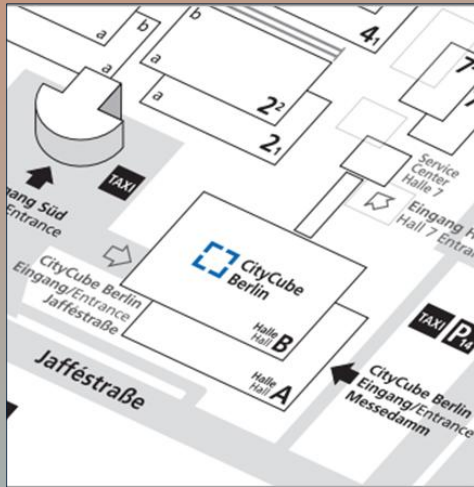
<b>Location</b>	foil brandings on the southern glass balustrades in the East Lobby Level 3 (see red marks and numbers on the left map)		
<b>Size (w x h)</b>	(1) 11.07 m x 1.07 m per side (2 sides per balustrade) (2) 11.80 m x 1.07 m per side (2 sides per balustrade) (3) 11.07 m x 1.07 m per side (2 sides per balustrade)		
<b>Hire Charge</b>	(1) 340.00 EUR	(2) 370.00 EUR	(3) 340.00 EUR
<b>Production/Installation</b>	(1) 795.00 EUR	(2) 870.00 EUR	(3) 795.00 EUR
<b>Status</b>	Availability upon request		

# CITYCUBE BERLIN INDOORS



## Pillar Branding

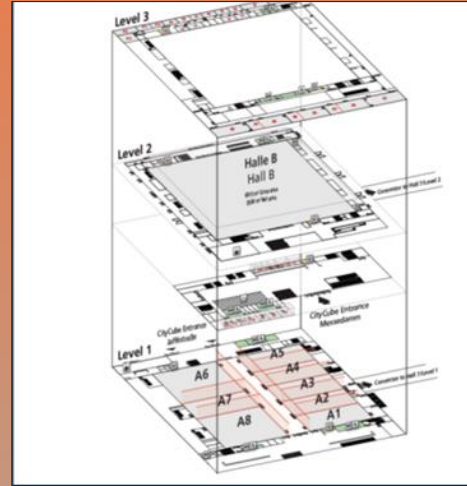
- Location** directly in the Entrance Lobby
- Size (w x h)** 0.48 m x 2.70 m per side  
(4 sides per pillar)
- Hire Charge** 515.00 EUR per 4-sided pillar branding
- Production/Installation** 745.00 EUR per 4-sided pillar branding
- Status** Availability upon request



## Floor Graphics

- Location** indoor positions by arrangement:  
e.g. in the foyers and entrance areas
- Size (w x h)** option 1: e.g. 1.00 m x 1.00 m per graphic  
option 2: e.g. 2.00 m x 2.00 m per graphic  
special formats and shapes on demand
- Hire Charge** option 1: e.g. 95.00 EUR per graphic  
option 2: e.g. 260.00 EUR per graphic
- Production/Installation** option 1: e.g. 120.00 EUR per graphic  
option 2: e.g. 370.00 EUR per graphic
- Status** Availability upon request

# CITYCUBE BERLIN INDOORS



## NEW: Mobile Banner Frames, illuminated

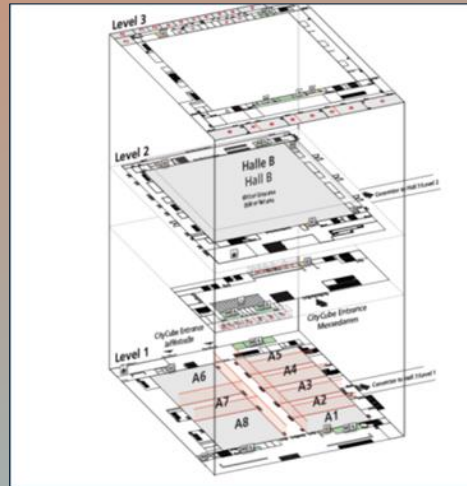
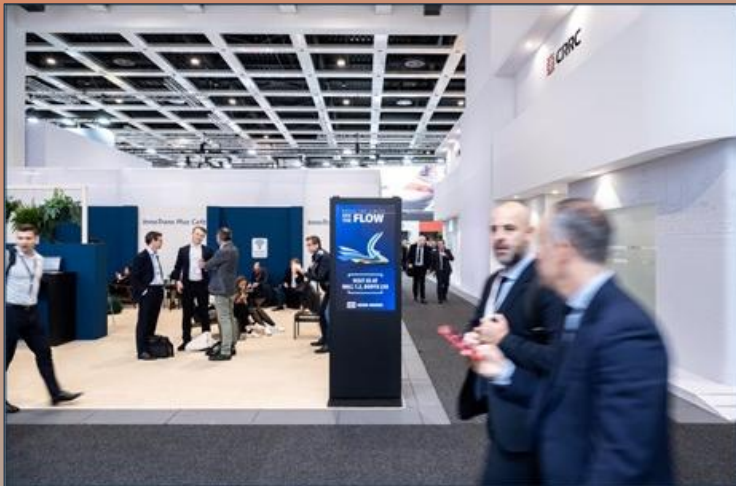
**Location** Mobile Banner Frames with backlighting, indoor positions by arrangement

**Size (w x h)** (1) e.g. 3.00 m x 2.50 m per banner  
(2) e.g. 5.00 m x 2.50 m per banner  
other sizes on demand

**Hire Charge** (1) e.g. 705.00 EUR  
(2) e.g. 1,170.00 EUR

**Production/Installation** (1) e.g. 2,350.00 EUR  
(2) e.g. 3,920.00 EUR

**Status** Availability upon request



## Digital Advertising Displays, 1-sided

**Location** Digital Advertising Displays: content played in a loop with bio:cap content, indoor positions by arrangement

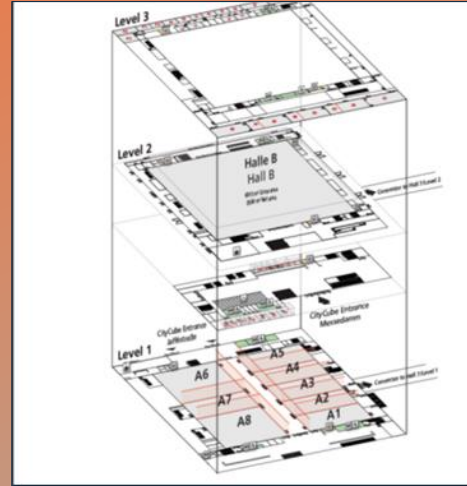
**Size (w x h)** 49 inches, portrait format  
resolution: 4K, 3,840 x 2,160 pixel  
format: jpg for image files and mp4 for video files

**Hire Charge** 445.00 EUR per 1-sided display

**Production/Installation** 450.00 EUR per 1-sided display

**Status** Availability upon request

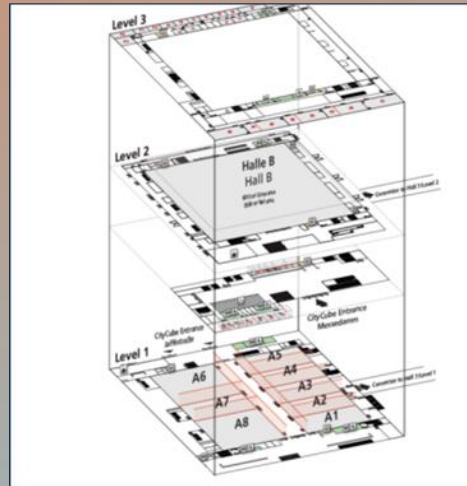
# CITYCUBE BERLIN INDOORS



## PILA Frames, 1-sided

- Location** framed banners in the lobbies on all levels, exact positions by arrangement
- Size (w x h)** (1) e.g. 2.28 m x 2.28 m per banner (see picture on the left)  
(2) e.g. 6.00 m x 2.00 m per banner  
other sizes on demand
- Hire Charge** (1) e.g. 160.00 EUR  
(2) e.g. 370.00 EUR
- Production/Installation** (1) e.g. 530.00 EUR  
(2) e.g. 695.00 EUR

**Status** Availability upon request



## Banner Frames, 1- or 2-sided

- Location** 1- or 2-sided Banner Frames in the lobbies on all levels, exact positions by arrangement
- Size (w x h)** e.g. 1.00 m x 2.00 m per side  
other sizes on demand
- Hire Charge** e.g. 90.00 EUR per 2-sided banner frame
- Production/Installation** e.g. 365.00 EUR per 2-sided banner frame

**Status** Availability upon request

# Thank you!

Get in touch with our experienced team:  
via Email: [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de)  
or via Phone: +4930 3038-2525

## 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 and are thus only be offered without obligation. Agency commissions will not be accorded. Prices do not include graphic design/layout.

# bio:cap

LIFE SCIENCE & AI INVESTIVAL

09 – 11 JUNE 2026

