



**CMS Berlin**

Cleaning. Management. Services.

**23 – 26 September 2025**

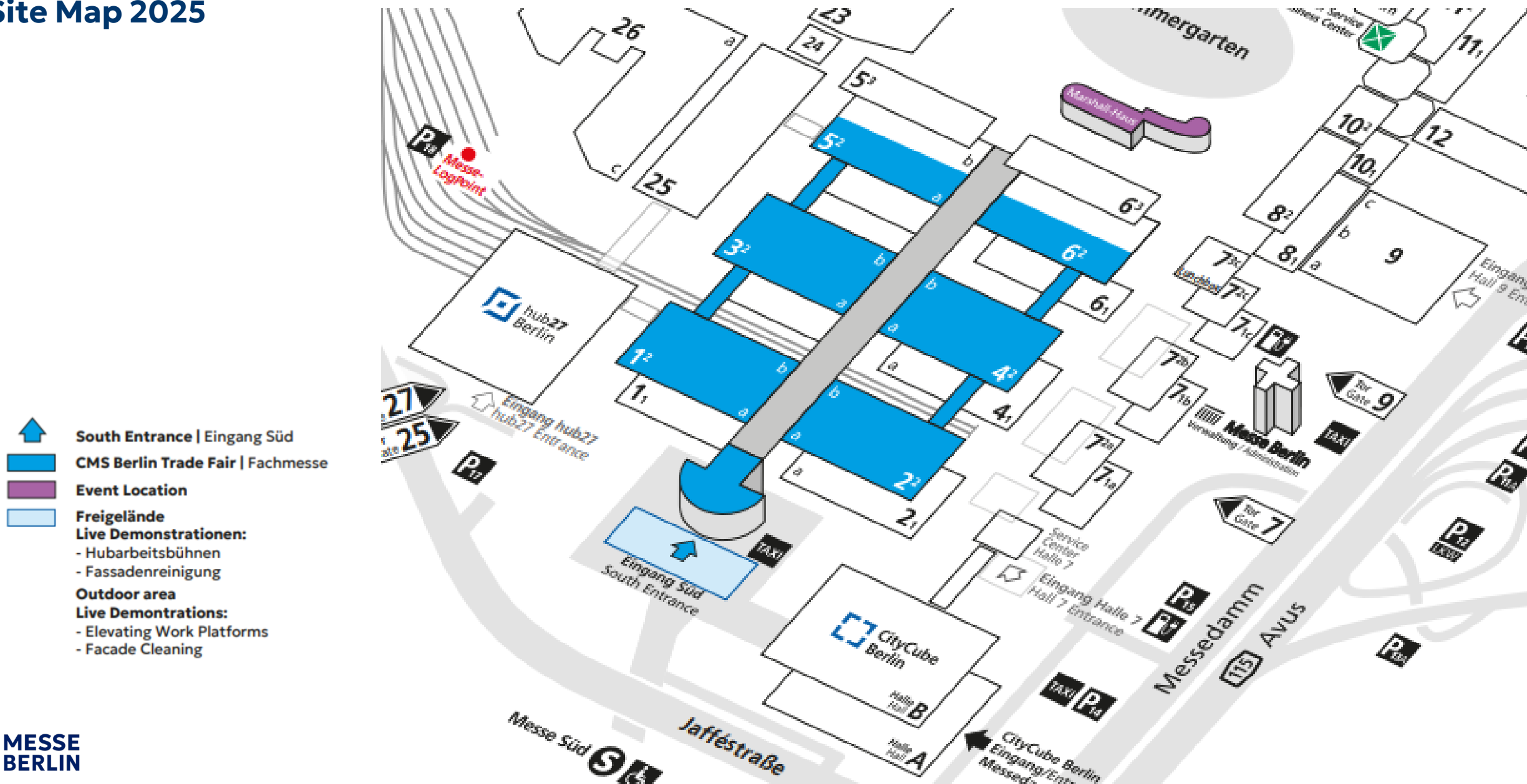
# **Advertising Portfolio for Exhibitors**

## **Onsite Advertising & Sponsoring Opportunities**



# BERLIN EXPOCENTER CITY

## Site Map 2025



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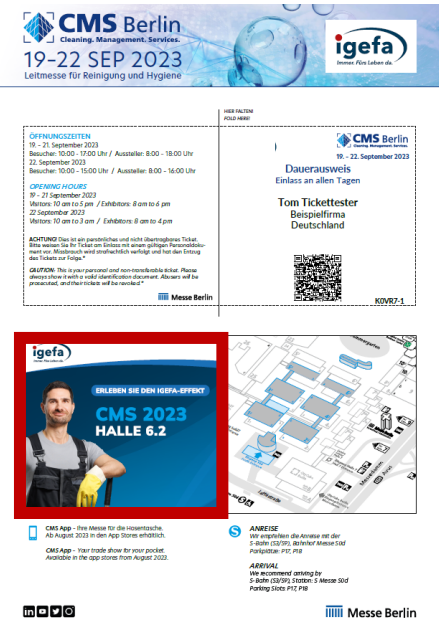
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## BRANDING PROMOTION SPONSORING







## Branding of Online Tickets

Description	Branding of Online tickets (DIN A4-pdf) for exhibitors and trade visitors > see exemplary branding option on the left: - 1 branding on the ticket back (see red mark)
Sizes	On demand
Branding License	1,300.00 EUR
Status	Already booked



## Branding of Information Counters

Description	Co-branding CMS Berlin with exhibitor advertising (approx. 50% each) on information counters
Sizes	On demand
Hire Charge	515.00 EUR per counter branding
Production/ Installation	380.00 EUR per counter branding
Status	Availability upon request.





## Description

Various branding options in 15,000 folded paper site maps that will be placed at the visitors disposal free of charge

## Sizes

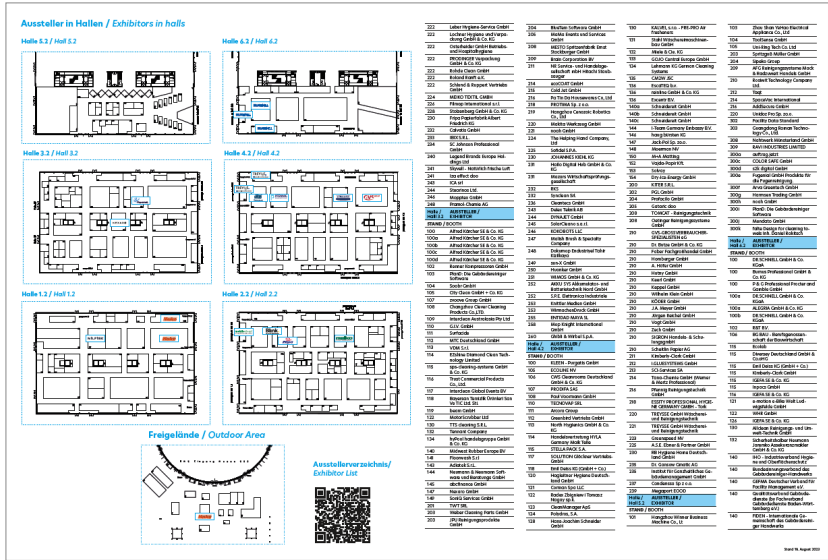
On demand

## Prices

**Option 1:** up to 16 company logos next to the exhibition plan  
(see red area on the right photo)  
365.00 EUR per logo  
**Availability upon request.**

**Option 2:** 1 print ad back side  
(see green area on the right photo)  
1,290.00 EUR  
**Already booked**

For further logo options see logo-packages in the Online Advertising Portfolio.







### Assignment of Promoters

Description	A promotion team appointed by the exhibitor distributes fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity enhances the exhibitor's presence and guides visitors to his stand.
Promotion License	945.00 EUR promotion license per person. Personnel and storage costs as well as advertising material etc. are not included.
Important Note	Promotional activities directly in the halls or next to stands of other exhibitors are not allowed.
Status	Availability upon request.



### Up to 2 Promotion Spaces for Mobile Exhibits

Description	A promotional truck or another exhibit branded with advertising (no digital advertising) supplied by the exhibitor is placed at a highly frequented location as for example at the access to Entrance South.
Location	On demand
Promotion License	Depending on size and location
Status	Availability upon request.





Sponsoring of Lanyards

Description	Sponsoring of 15,000 lanyards handed out to exhibitors, trade visitors and journalists at the information counters on the exhibition site
Sizes	According to prior agreement
Sponsoring License	4,120.00 EUR
Production/ Delivery	The production costs depend on the layout and the material and can therefore only be defined at a later date.
Status	Already booked



Sponsoring of Fabric Bags

Description	Sponsoring of 8,000 fabric bags that will be distributed at the information counters on the exhibition site: <b>co-branding CMS Berlin and exhibitor advertising (50% each)</b>
Size (w x h)	Approx. 0.42 m x 0.38 m
Sponsoring Licence	No license will be charged.
Supply/ Production & Delivery	<b>Option 1:</b> The sponsor produces/ supplies and delivers the bags on its own expense. <b>Option 2:</b> The sponsor remits 13,920.00 EUR for the production and delivery of 8,000 black or grey bags with a 1c print on both sides.

Status Availability upon request.



Sponsoring of refillable water bottles

Description	Sponsoring of 15,000 water bottles handed out to exhibitors, trade visitors and journalists on the exhibition site
Sizes	According to prior agreement
Sponsoring License	4,120.00 EUR
Production/ Delivery	<b>Option 1:</b> The sponsor produces/ supplies and delivers the bottles on its own expense.  <b>Option 2:</b> The production costs depend on the layout and the material and can therefore only be defined at a later date.
Status	Availability upon request



## ADVERTISING ENTRANCE SOUTH SURROUNDINGS







1 Advertising Tower Access Parking Areas, 4-sided

Location	At the access to the parking areas of Entrance South at Jafféstraße
Size (w x h)	4 banners in total: east side/ main road & west side/ main road: 8.75 m x 8.11 m each north side/ car park & south side/ main road: 5.75 m x 8.11 m each
Hire Charge	East side/ main road & west side/ main road: 6,680.00 EUR each north side/ car park & south side/ main road: 3,730.00 EUR each
Production/ Installation	East side/ main road & west side/ main road: 4,015.00 EUR each north side/ car park & south side/ main road: 2,665.00 EUR each
Status	Availability upon request.



Advertising Tower Access Gates 25/ 27, 2-sided

Location	At the access to Gates 25 and 27 at Jafféstraße
Size (w x h)	3.94 m x 9.25 m per banner (2 banners in total)
Hire Charge	6,410.00 EUR for both banners
Production/ Installation	3,805.00 EUR for both banners
Status	Availability upon request.



11 Flags between Parking Areas and Gates 25/ 27

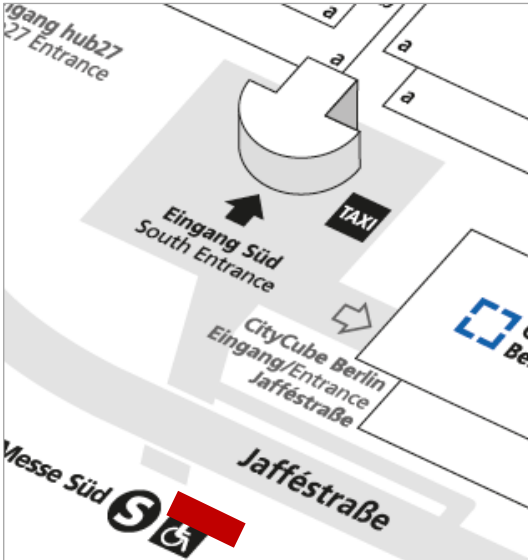
Location	11 flagpoles at Jafféstraße between the parking areas of Entrance South and the access to Gates 25 and 27 (see red mark on the left photo)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	95.00 EUR per flag
Production/ Installation	145.00 EUR per flag
Status	Availability upon request.



Outer Bridge Branding at Pedestrian Access

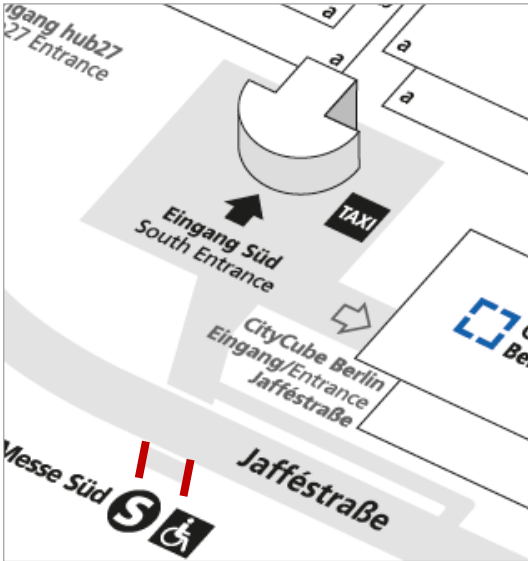
Location	1 banner at the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South
Size (w x h)	15.00 m x 1.60 m
Hire Charge	3,255.00 EUR
Production/ Installation	1,330.00 EUR
Status	Availability upon request.





66 Step Graphics at the Stairs at Pedestrian Access

Location	Branding of the stairs leading to the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South
Size (w x h)	3.60 m x 0.14 m per step graphic (4 segments with 66 steps in total)
Hire Charge	3,605.00 EUR for all 66 step graphics
Production/ Installation	3,565.00 EUR for all 66 steps graphics
Status	Availability upon request.



Light Pole Brandings at Pedestrian Access, 1-sided

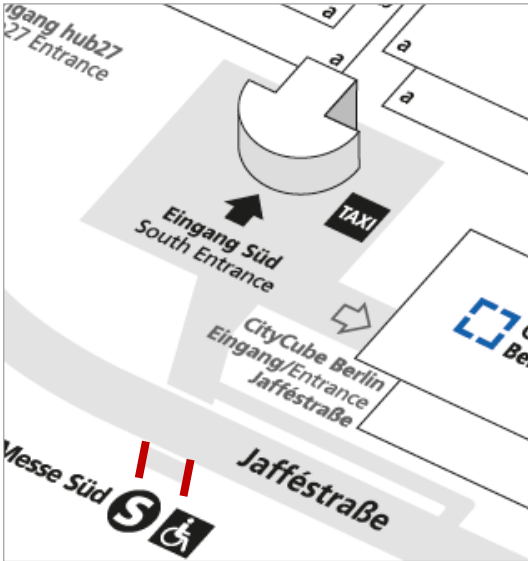
Location	38 brandings at the light poles on the left and right hand side of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South and 8 brandings at the light poles at the side access
Size (w x h)	E.g. 0.50 m x 1.35 m per branding Special formats on demand.
Hire Charge	E.g. 10,900.00 EUR for all 46 brandings Smaller packages are possible.
Production/ Installation	E.g. 4,840.00 EUR for all 46 brandings
Status	Availability upon request.





### 3 Inner Bridge Brandings at Pedestrian Access

Location	3 banners side by side on the front of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South (see red mark on the left photo)
Size (w x h)	3.12 m x 0.53 m per banner (3 banners in total)
Hire Charge	900.00 EUR for all 3 banners
Production/ Installation	415.00 EUR for all 3 banners
Status	Availability upon request.



### 2 Inner Bridge Brandings at Pedestrian Access

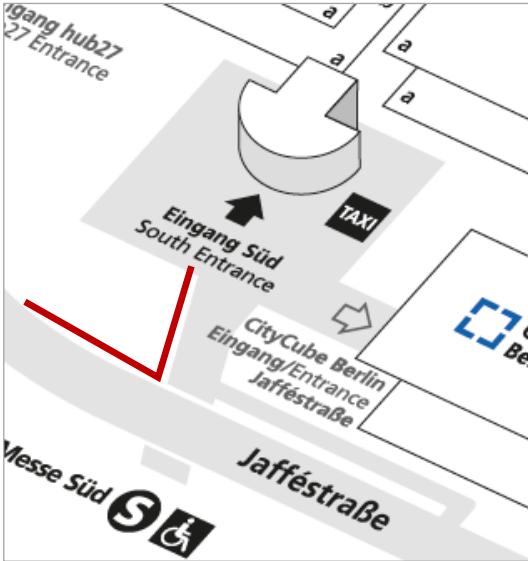
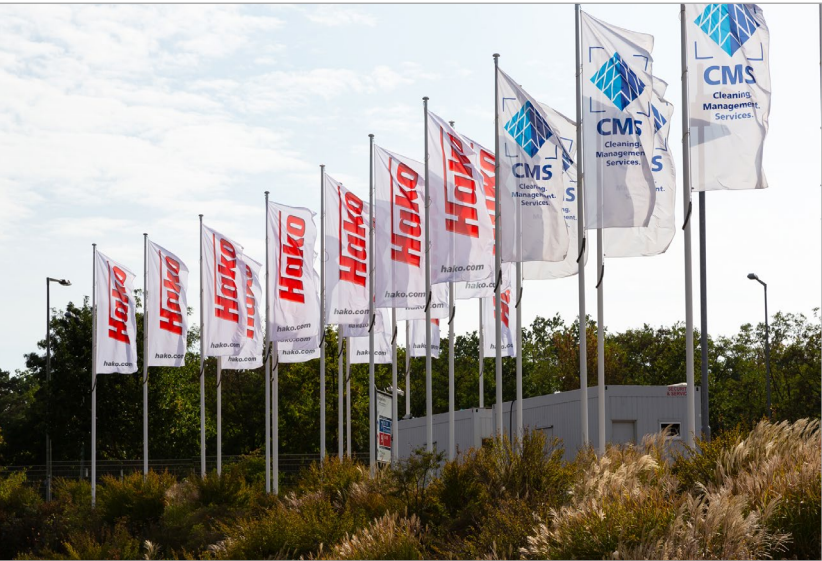
Location	2 banners on the left and right side of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South (see red mark on the left photo)
Size (w x h)	24.85 m x 0.80 m per banner (2 banners in total)
Hire Charge	5,385.00 EUR for both banners
Production/ Installation	2,380.00 EUR for both banners
Status	Availability upon request.



## ADVERTISING ENTRANCE SOUTH OUTDOORS & INDOORS







82 Flags along Main Road, Pedestrian & Taxi Access

Location	82 flagpoles between Jafféstraße and Entrance South as well as along the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	95.00 EUR per flag
Production/ Installation	145.00 EUR per flag
Status	Availability upon request.



Tunnel Branding at Pedestrian & Taxi Access, 2 sides

Location	Branding of the opposite walls along the pedestrian tunnel between the urban railway station “Messe Süd” and Entrance South
Size (w x h)	Left banner: 20.49 m x 2.30 m right banner: 20.49 m x 2.30 m
Hire Charge	3,355.00 EUR per banner
Production/ Installation	2,895.00 EUR per banner
Status	Availability upon request.





Bridge Wall Branding at pedestrian and cab access point

Location	1 banner on the bridge railing above the pedestrian and cab access leading to the Entrance South
Size (w x h)	23.10 m x 0.90 m per banner/side
Hire Charge	3,495.00 EUR for the south side (facing the “Messe Süd” Entrance)
Production/ Installation	1,430.00 EUR per banner
Status	Availability on request



Bridge Wall Branding at pedestrian and cab access point

Location	1 banner on the bridge railing above the pedestrian and cab access leading to the railway Station “Messe Süd”
Size (w x h)	23.10 m x 0.90 m per banner/side
Hire Charge	1,755.00 EUR for the north side (facing the Entrance South)
Production/ Installation	1,430.00 EUR per banner
Status	Availability on request



Bridge wall branding at pedestrian and cab access point

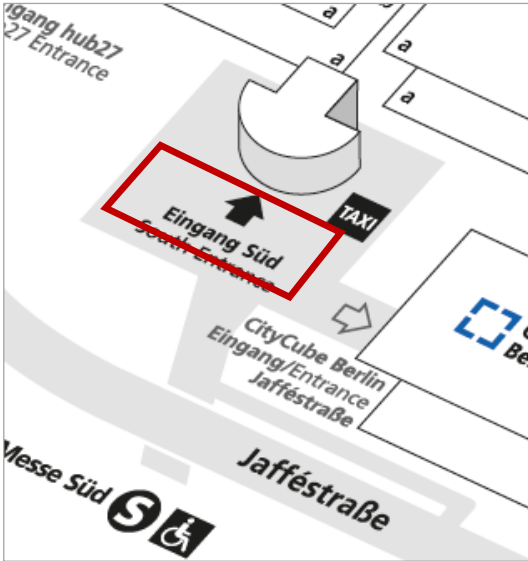
Location	1 Banner in trapezoidal shape at the pedestrian and cab access to the Messe Süd entrance on the left-hand side coming from the “Messe Süd” S-Bahn station.
Size (w x h)	1 Wall branding in trapezoidal shape: min. 76.00 m²
Hire Charge	9,130.00 EUR
Production/ Installation	3,640.00 EUR
Status	Availability on request



3 Advertising Plates at Pedestrian & Taxi Access

Location	Side by side at the pedestrian and taxi access to Entrance South
Size (w x h)	3.50 m x 6.70 m per banner (3 plates in total)
Hire Charge	2,885.00 EUR per banner
Production/ Installation	2,330.00 EUR per banner
Status	Availability upon request.





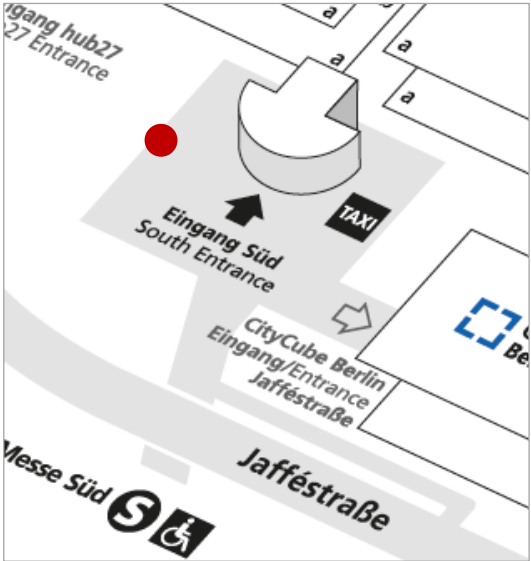
### Mobile Advertising Towers on the Plaza, each 4-sided

Location	Positions by arrangement on the plaza of Entrance South
Size (w x h)	Small: 2.302 m x 4.15 m per side (see photo on the left) Big: 3.302 m x 6.15 m per side (in each case 4 sides per tower)
Hire Charge	Small: 5,195.00 EUR per tower Big: 10,385.00 EUR per tower
Production/Installation	Small: 2,970.00 EUR per tower Big: 4,995.00 EUR per tower
Status	Availability upon request.



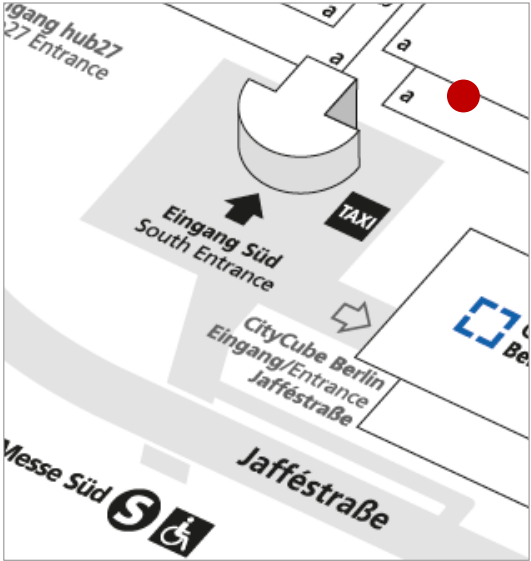
### Stair Brandings at the Plaza

Location	5 stair segments directly at the plaza of Entrance South
Size (w x h)	Approx. 17.83 m x 0.47 m per step graphic (11 to 12 steps per stair segment) Smaller formats are possible.
Hire Charge	5,665.00 EUR per stair segment, i.e. for 11 to 12 step graphics
Production/Installation	5,025.00 EUR per stair segment, i.e. for 11 to 12 step graphics
Status	Availability upon request.



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

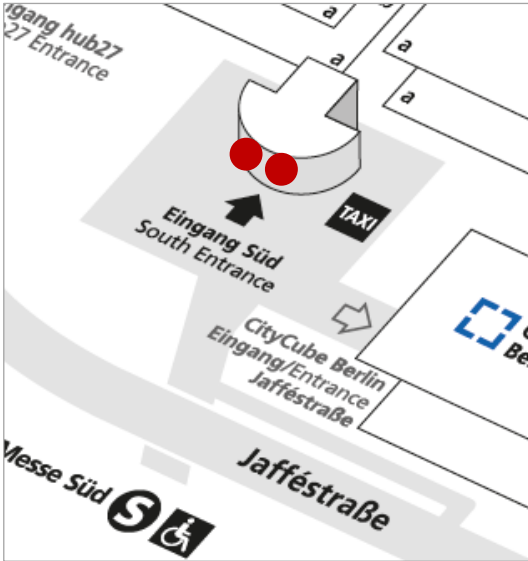
Location	On the left hand side of the plaza of Entrance South
Size (w x h)	Banner at the south side towards plaza: 8.75 m x 8.11 m Banner at the east side towards plaza: 5.75 m x 8.11 m The other 2 banners are looking towards hub27.
Hire Charge	Banner at the south side: 6,815.00 EUR Banner at the east side: 4,480.00 EUR
Production/ Installation	Banner at the south side: 4,015.00 EUR Banner at the east side: 2,665.00 EUR
Status	Availability upon request.



1 Mega-Banner at the Facade of Hall 2.2

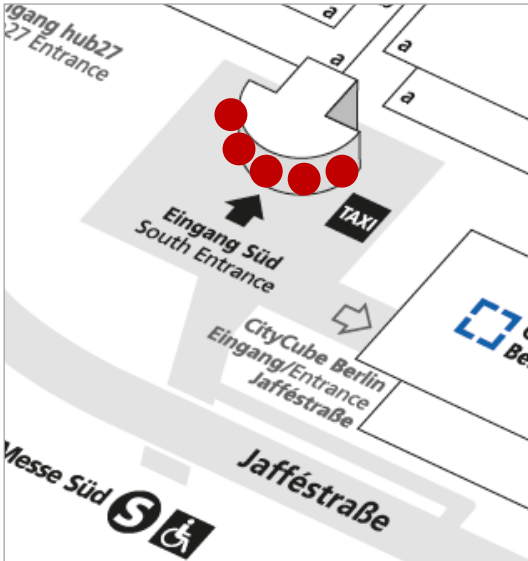
Location	At the facade of Hall 2.2 towards the plaza of Entrance South (see red mark on the left photo)
Size (w x h)	E.g. 23.50 m x 8.50 m Other formats are possible.
Hire Charge	E.g. 10,250.00 EUR
Production/ Installation	E.g. 14,895.00 EUR
Status	Availability upon request.





## 2 Lateral Window Brandings at the Entrance Hall South

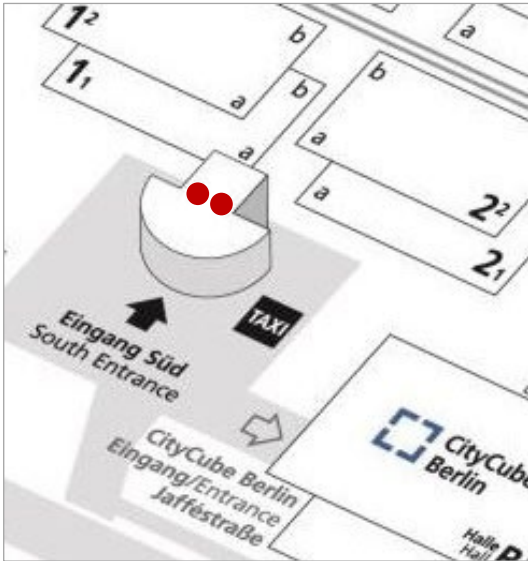
Location	Window brandings at the Entrance Hall on the left and right side from the center: exact positioning by arrangement (see red marked areas on the left photo)
Size (w x h)	E.g. 10.80 m x 7.95 m per banner Other formats are possible.
Hire Charge	10,250.00 EUR per banner
Production/ Installation	4,860.00 EUR per banner
Status	Availability upon request.



## 20 Door Brandings, Outdoors & Indoors

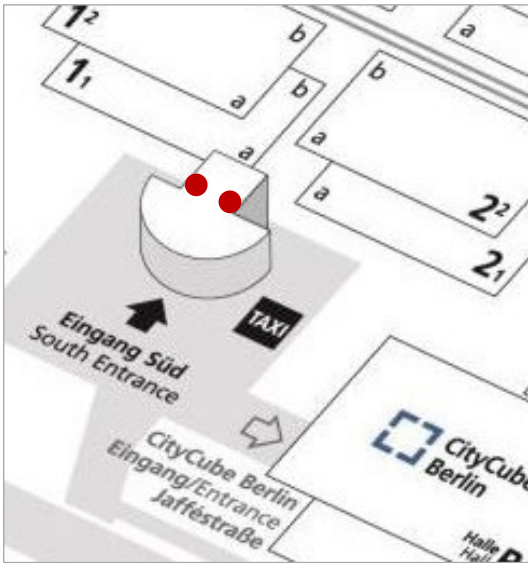
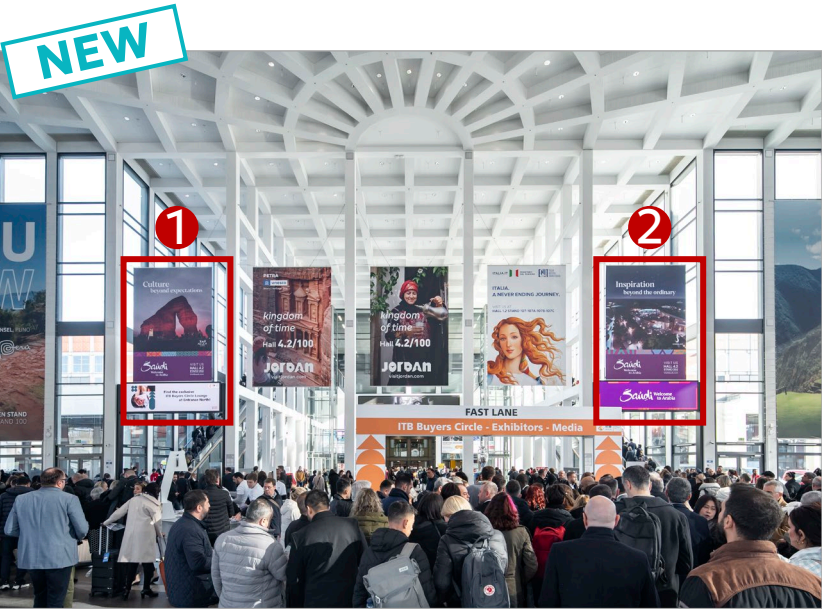
Location	Up to 20 door brandings directly above the revolving doors of the Entrance Hall South – outdoors and indoors. 10 brandings can be installed above 10 revolving outer doors (see red mark on the left photo) and 10 brandings can be placed above the respective inner doors
Size (w x h)	2.35 m x 0.485 m per outer branding 1.76 m x 0.435 m per inner branding
Hire Charge	7,115.00 EUR for all 20 brandings
Production/ Installation	1,585.00 EUR for all 20 brandings
Status	Availability upon request.





2 Mega-Banners in the Entrance Hall, each 2-sided

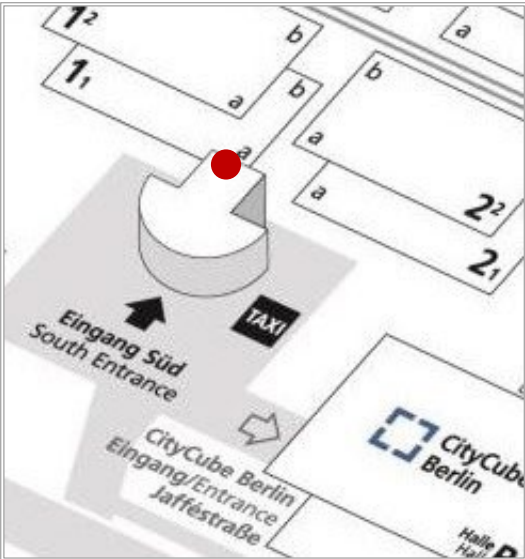
Location	2 (out of 5) suspended banners in the Entrance Hall in the access area to the exhibition site (see red marks on the left photo)
Size (w x h)	4.00 m x 6.00 m per double-sided banner (print on front and back side)
Hire Charge	3,300.00 EUR per double-sided banner
Production/Installation	2,875.00 EUR per double-sided banner
Status	Availability upon request.



2 Combi-Packs “Banner & Digital Ad” in the Entrance Hall

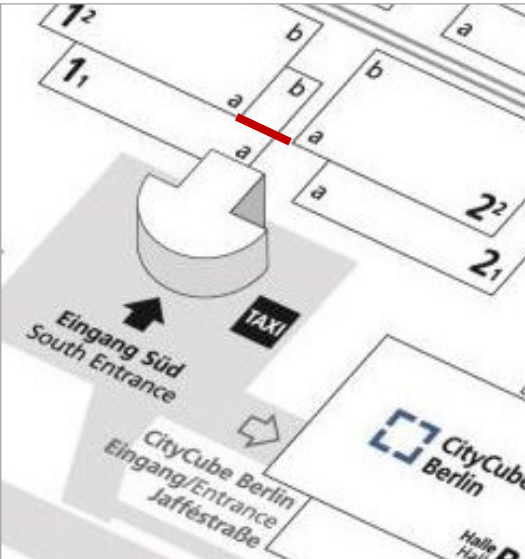
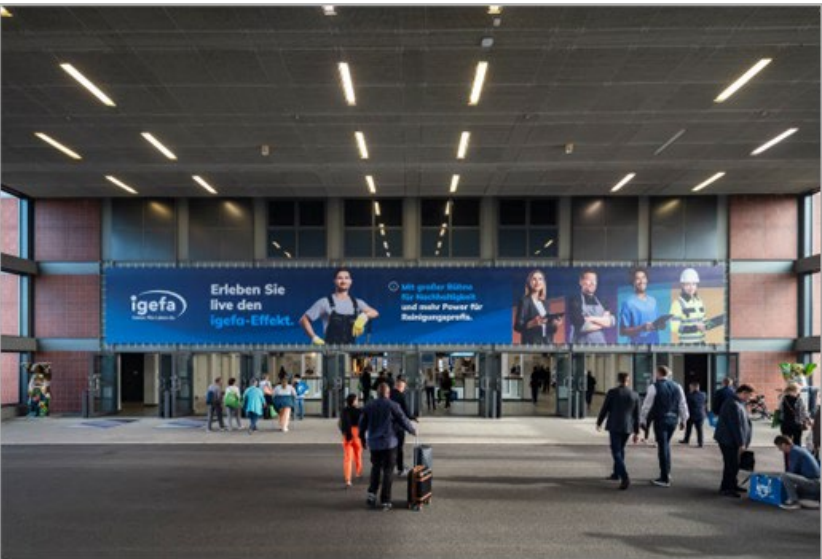
Location	Up to 2 combi-packages are available Each package consists of 1 double-sided mega-banner in combination with a new 1-sided LED display in the entrance hall at the outer sides left and right directly above the escalators (see red marks on the left photo)
Size (w x h)	<b>Mega-Banners, 2-sided:</b> 4.00 m x 5.70 m per double-sided banner <b>LED Displays, 1-sided:</b> 3840 x 1080 pixel each
Special Combi-Price	8,790.00 EUR per combi-pack incl. a 30 sec. spot within a loop with organizer content on the LED display as well as hire charge, production and installation of the mega-banner installed above
Status	Availability upon request.





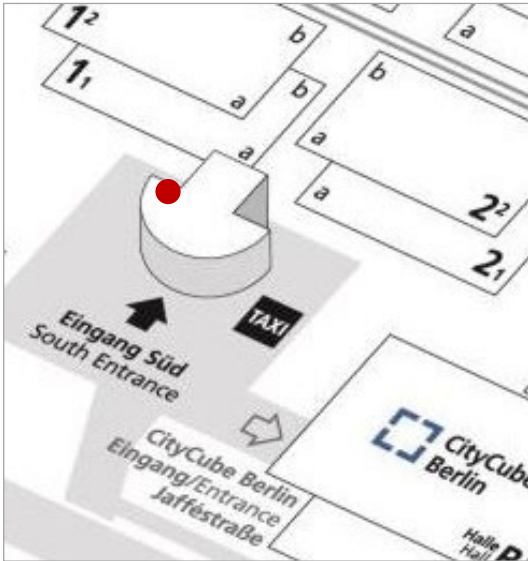
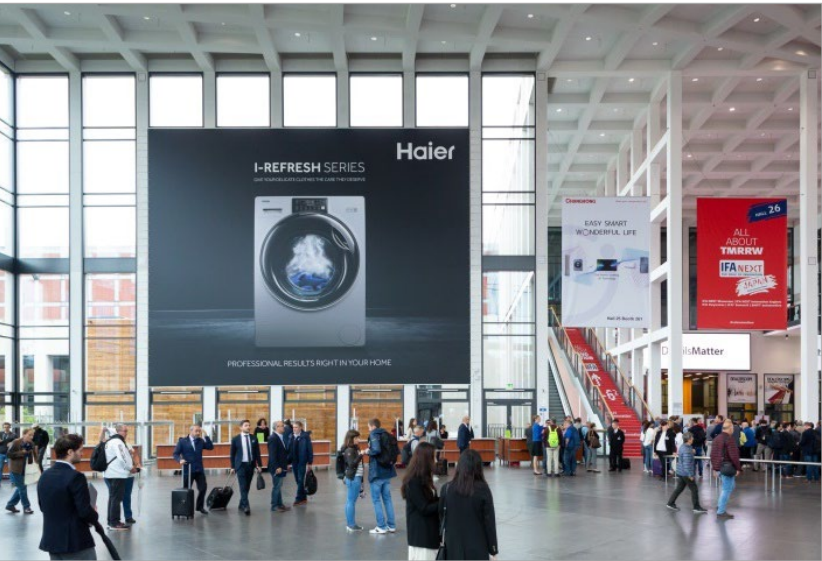
1 LED Mega-Display

Location	At the wall between the lower and the upper level in the Entrance Hall in the access area to the exhibition site
Technical Specs	FULL-HD display/ 2.50 mm pixel pitch 20 MBit / 60 fps / content 32:9 LED dimensions (w x h): 10.08 m x 2.88 m resolution: 4032 x 1152 pixel
Hire Charge	<b>Option 1:</b> 8,932.00 EUR for an exclusive 30 sec. spot in rotation with organizer content  <b>Option 2:</b> 3,500.00 EUR for a 30 sec. spot within a loop of organizer content and a maximum of 2 other exhibitor spots
Status	Availability upon request.



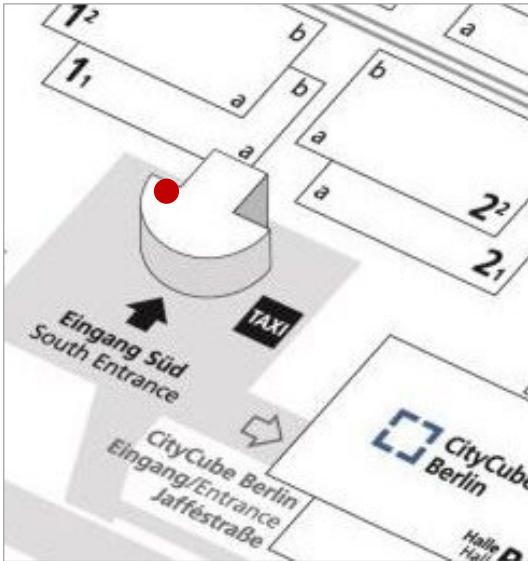
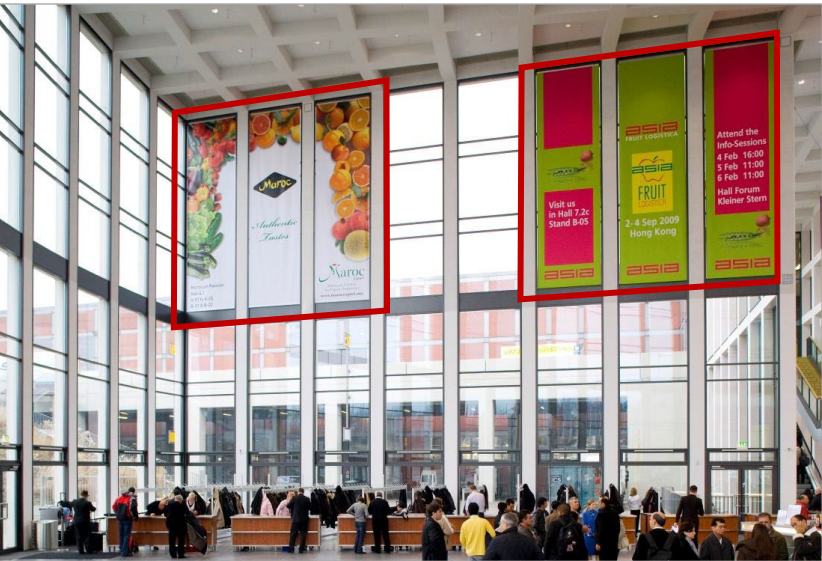
1 Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

Location	Above the entrance doors to the middle foyers of Halls 1.2/ 2.2 coming from the Entrance Hall
Size (w x h)	24.00 m x 3.00 m
Hire Charge	8,760.00 EUR
Production/ Installation	4,090.00 EUR
Status	Already booked



**Option A: 1 Window Banner in the Entrance Hall, left side**

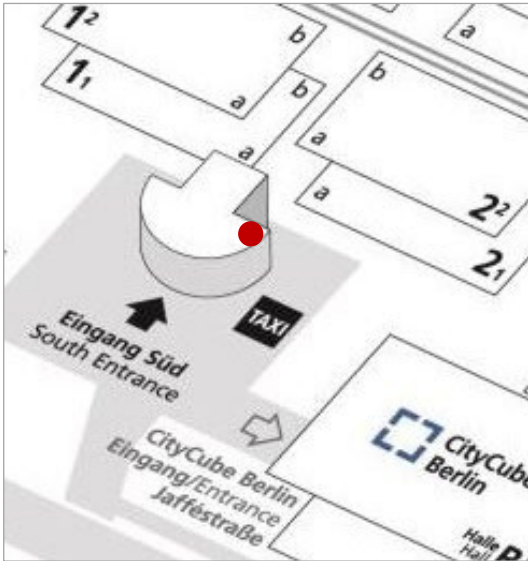
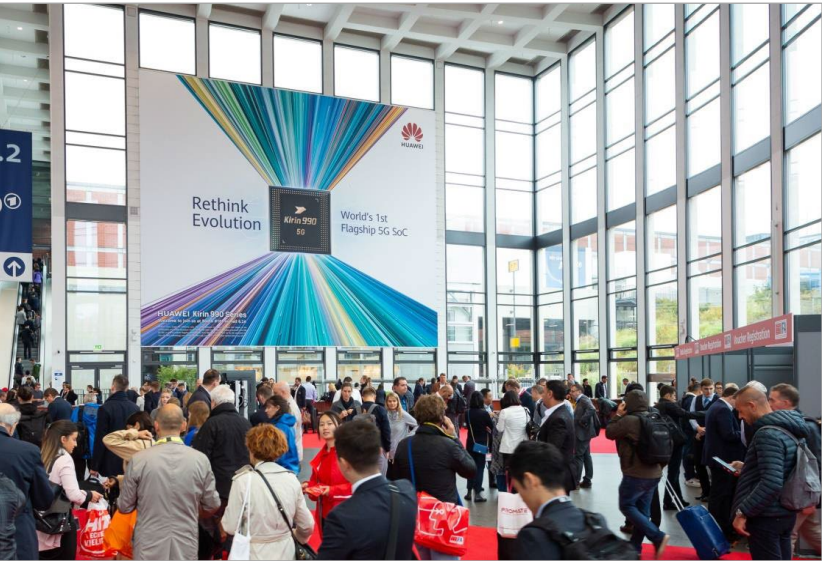
Location	1 giant banner in the Entrance Hall at the windows on the left side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	11,490.00 EUR
Production/ Installation	10,270.00 EUR
Status	Availability upon request.



**Option B: Window Brandings in the Entrance Hall, left side**

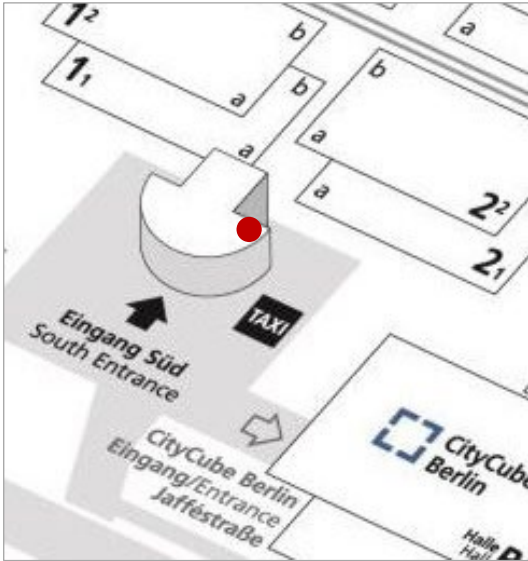
Location	Brandings consisting of a minimum of 3 banners side by side in the Entrance Hall at the windows on the left side (see red marks on the left photo)
Size (w x h)	2.33 m x 8.25 m per banner (min. 3 banners per branding)
Hire Charge	E.g. 5,020.00 EUR for 3 banners, i.e. per branding
Production/ Installation	E.g. 4,365.00 EUR for 3 banners, i.e. per branding
Status	Availability upon request.





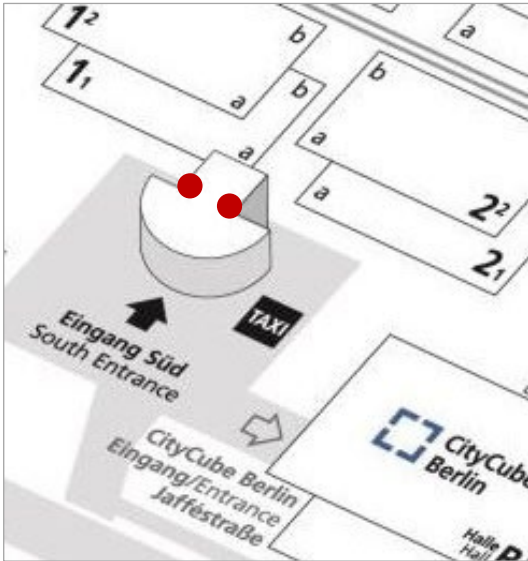
**Option A: 1 Window Banner in the Entrance Hall, right side**

Location	1 giant banner in the Entrance Hall at the windows on the right side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	11,490.00 EUR
Production/Installation	10,270.00 EUR
Status	Availability upon request.



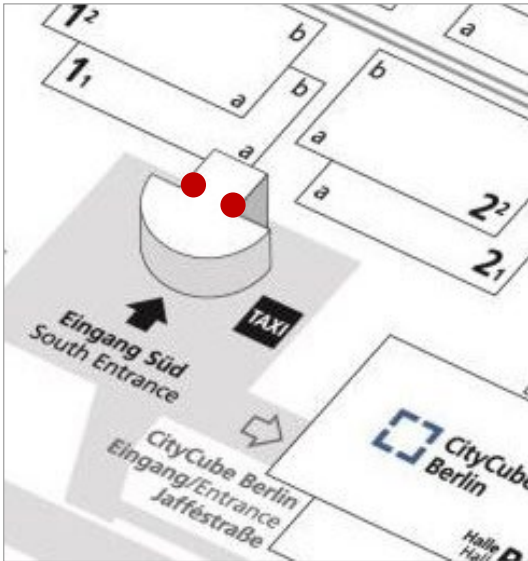
**Option B: Window Brandings in the Entrance Hall, right side**

Location	Brandings consisting of a minimum of 3 banners side by side in the Entrance Hall at the windows on the right side (see red marks on the left photo)
Size (w x h)	2.33 m x 8.25 m per banner (min. 3 banners per branding)
Hire Charge	E.g. 5,020.00 EUR for 3 banners, i.e. per branding
Production/Installation	E.g. 4,365.00 EUR for 3 banners, i.e. per branding
Status	Availability upon request.



### 120 Step Graphics at the Stairs in the Entrance Hall

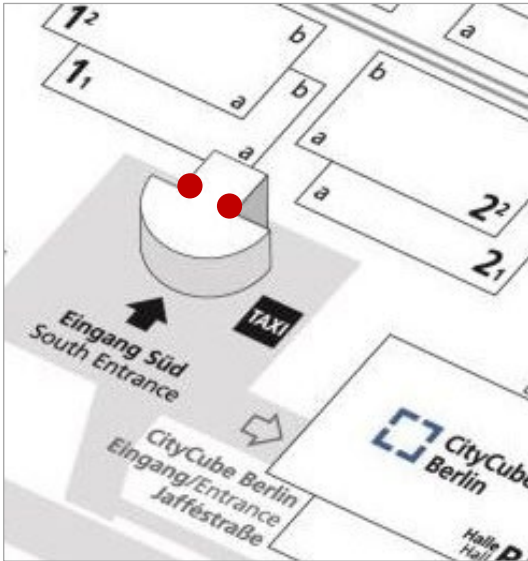
Location	2 stairs with 60 steps each in the Entrance Hall South on the left and right side
Size (w x h)	1.83 m x 0.135 m per step graphic (60 step graphics per stair)
Hire Charge	5,085.00 EUR for 60 step graphics, i.e. per stair
Production/ Installation	1,440.00 EUR for 60 step graphics, i.e. per stair
Status	Right Side: <b>Already booked</b> Left Side: <b>Availability upon request</b>



### Rail Graphics along the Stairs in the Entrance Hall, 2-sided

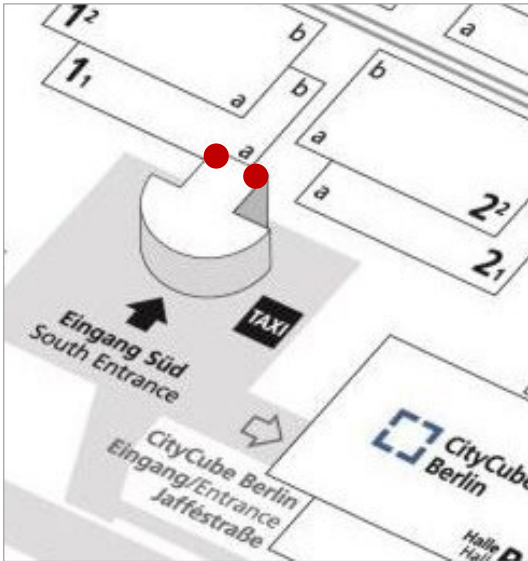
Location	2 stairs with 4 railing sides in the Entrance Hall on the left and right side (see exemplary red filled areas on the left photo)
Size (w x h)	Approx. 120.00 m <sup>2</sup> for all segmented rail graphics per stair, each 2-sided
Hire Charge	3,805.00 EUR for all segmented rail graphics per stair, each 2-sided
Production/ Installation	3,270.00 EUR for all segmented rail graphics per stair, each 2-sided
Status	<b>Availability upon request.</b>





4 Balustrade Graphics at the Escalators in the Entrance Hall

Location	2 escalators with 2 balustrades each in the Entrance Hall South on the left and right side (see red mark on the left photo)
Size (w x h)	Approx. 64.00 m <sup>2</sup> for 2 balustrade graphics, i.e. per escalator
Hire Charge	3,135.00 EUR for 2 balustrade graphics, i.e. per escalator
Production/ Installation	5,030.00 EUR for 2 balustrade graphics, i.e. per escalator
Status	Availability upon request.



8 Window Graphics in the Entrance Hall on the upper level

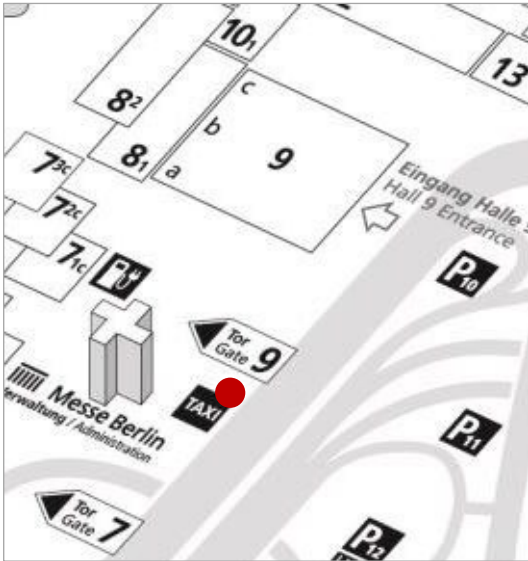
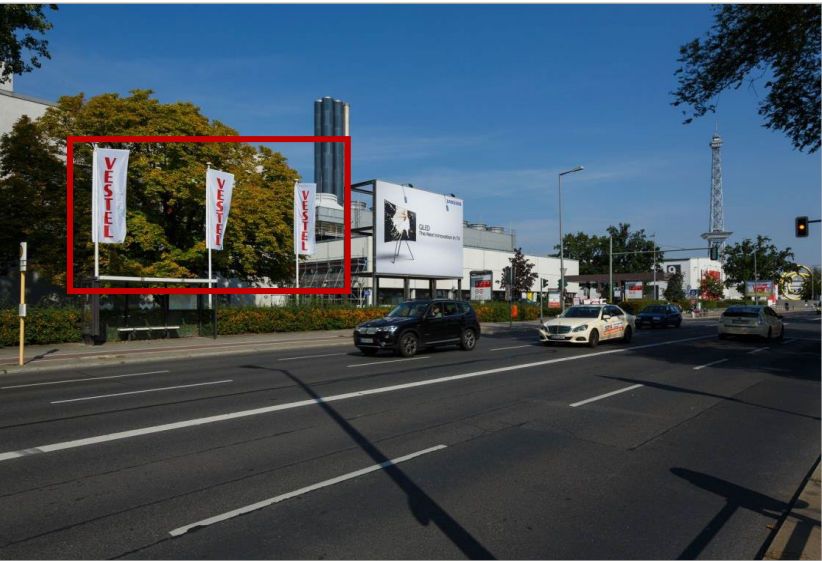
Location	At the access area to Halls 1.2 to 6.6 on the left and right side coming from the Entrance Hall: 8 graphics can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.33 m x 2.375 m per window graphic (8 graphics in total)
Hire Charge	3,290.00 EUR for all 4 front side graphics 1,655.00 EUR for all 4 back side graphics
Production/ Installation	2,630.00 EUR for all 4 front side graphics 2,630.00 EUR for all 4 back side graphics
Status	4 front sides: <b>Already booked</b> 4 back sides: <b>Availability upon request.</b>



## ADVERTISING „MESSEDAMM“ HIGH TRAFFIC AREA

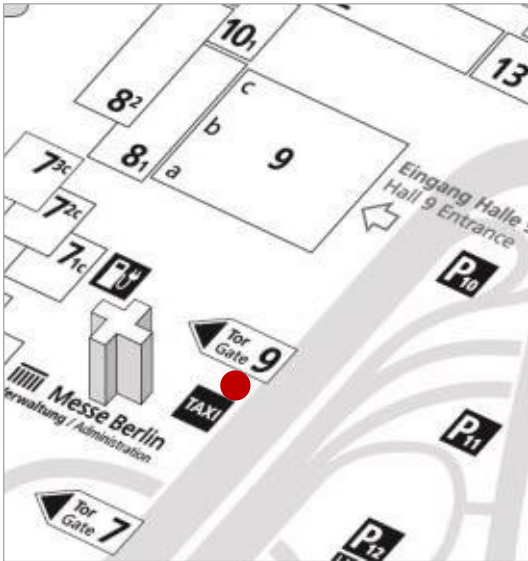






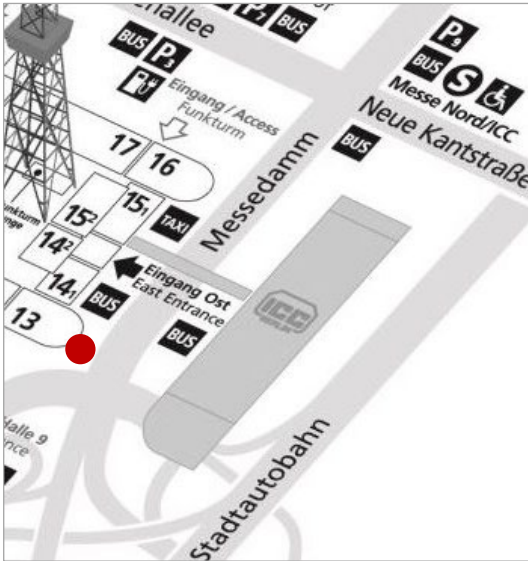
### 3 Flags next to the Headquarters of Messe Berlin

Location	3 flagpoles at the Headquarters of Messe Berlin facing “Messedamm” next to the access to Gate 9 and the taxi stop (see red mark on the left photo)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	95.00 EUR per flag
Production/Installation	145.00 EUR per flag
Status	Availability upon request.



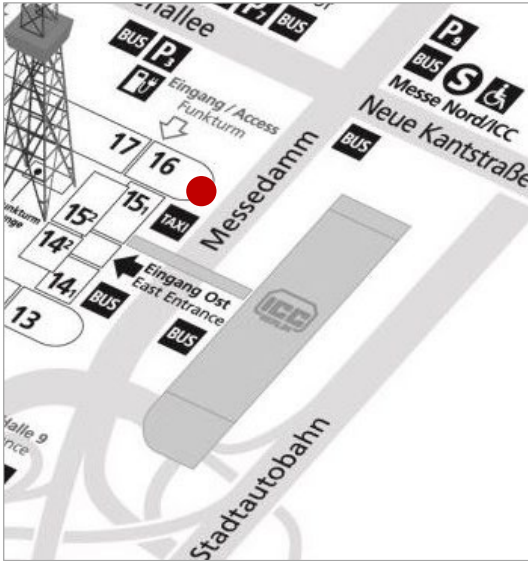
### 1 Mega-Banner next to the HQ plus 2 lateral Banners

Location	At the Headquarters of Messe Berlin facing “Messedamm” next to the access to Gate 9 and the taxi stop (see red mark on the left photo)
Size (w x h)	1 front side banner: 9.20 m x 5.95 m 2 side banners: 2.90 m x 5.90 m each
Hire Charge	5,020.00 EUR for all 3 banners
Production/Installation	7,010.00 EUR for all 3 banners
Status	Availability upon request.



1 Rotunda Hall 13

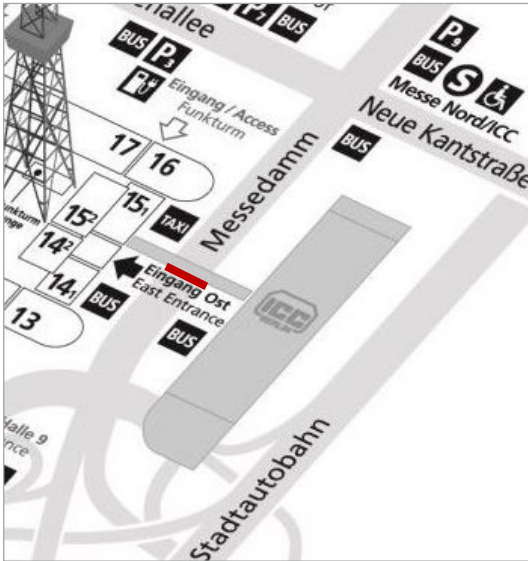
Location	Facing main road “Messedamm”: ascend and descent to highway (see red mark on the left photo)
Size (w x h)	17 components in total: 3.04 m x 3.00 m each, min. 3 components per exhibitor advertising, i.e. min. 9.12 m x 3.00 m (see exemplary red mark on the left photo)
Hire Charge	i.e. 3,145.00 EUR for 3 components
Production/ Installation	i.e. 1,170.00 EUR for 3 components
Status	Availability upon request.



1 Rotunda Hall 16

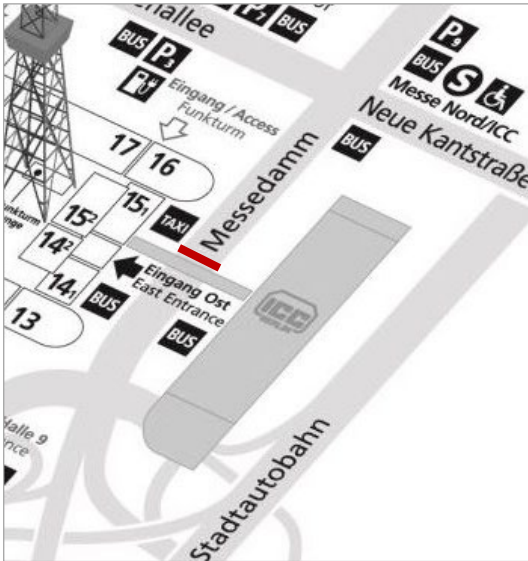
Location	Facing the cross-roads between Messedamm, Masurenallee and Neue Kantstraße (see red mark on the left photo)
Size (w x h)	18 components in total: 3.04 m x 3.00 m each, min. 3 components per exhibitor advertising, i.e. min. 9.12 m x 3.00 m (see exemplary red mark on the left photo)
Hire Charge	i.e. 3,145.00 EUR for 3 components
Production/ Installation	i.e. 1,170.00 EUR for 3 components
Status	Availability upon request.





1 Mega-Banner at the ICC Bridge South

Location	At the ICC Bridge South directly above the main road “Messedamm”: connection between the ICC Berlin and the Berlin exhibition site (see red mark on the left photo)
Size (w x h)	Partial space left or right: 20.00 m x 4.24 m each Other formats upon request
Hire Charge	6,930.00 EUR per partial space
Production/ Installation	2,495.00 EUR per partial space
Status	Availability upon request.



1 Mega-Banner at the ICC Bridge North

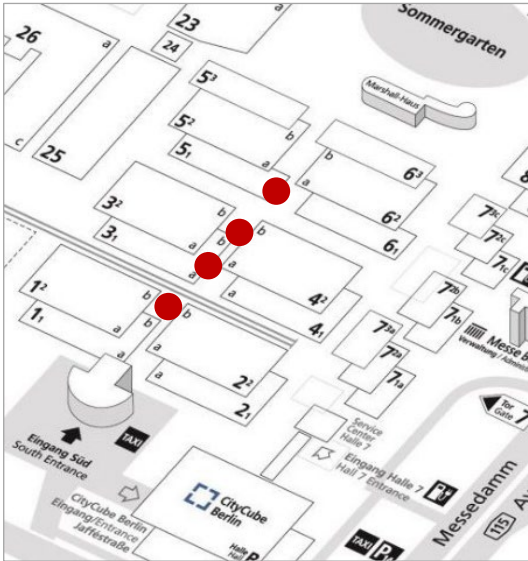
Location	At the ICC Bridge North directly above the main road “Messedamm”: connection between the ICC Berlin and the Berlin exhibition site (see red mark on the left photo)
Size (w x h)	Partial space left or right: 20.00 m x 4.24 m each Other formats upon request
Hire Charge	6,930.00 EUR per partial space
Production/ Installation	2,495.00 EUR per partial space
Status	Availability upon request.



## ADVERTISING SPECIFIC HALL AREAS OUTDOORS & INDOORS

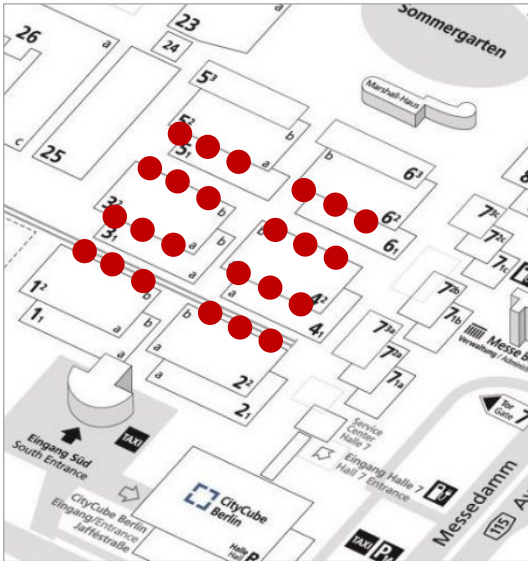






#### 4 Entrance Banners to the Middle Foyers of Halls 1.2 to 6.2

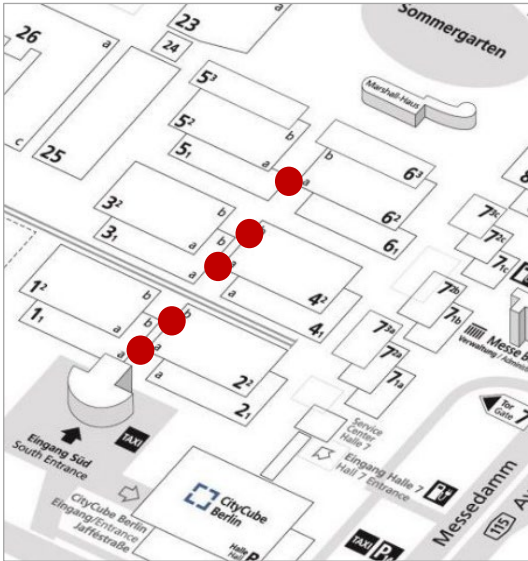
Location	Above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2
Size (w x h)	11.50 m x 2.20 m per banner
Hire Charge	3,080.00 EUR per banner
Production/ Installation	2,340.00 EUR per banner
Status	Availability upon request.



#### Up to 24 Banners at the Facades of Halls 1.2 to 6.2

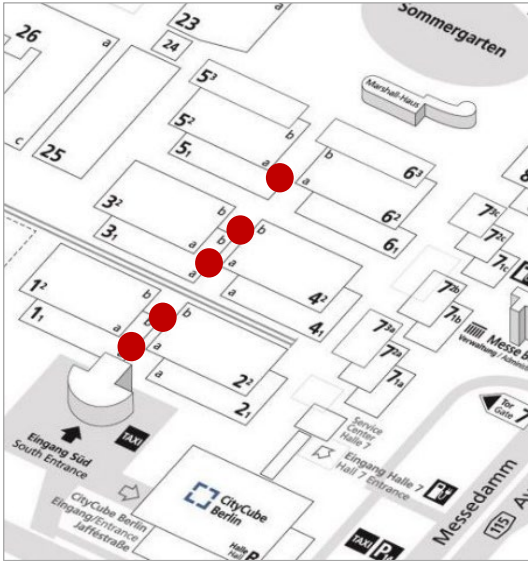
Location	At the facades of Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2
Size (w x h)	11.60 m x 5.20 m per banner
Hire Charge	4,445.00 EUR per banner
Production/ Installation	2,790.00 EUR per banner
Status	Availability upon request.





**Option A: Big Hanging Banners Middle Foyers, each 2-sided**

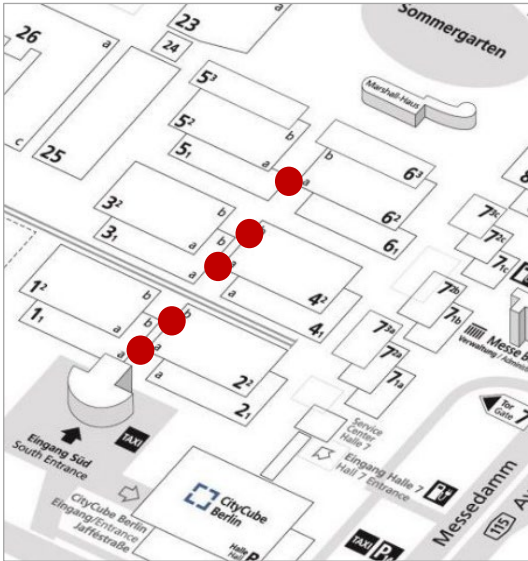
- Location** In the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases
- Size (w x h)** 9.00 m x 3.00 m per double-sided banner (print on front and back side)
- Hire Charge** 7,495.00 EUR per double-sided banner
- Production/Installation** 2,565.00 EUR per double-sided banner
- Status** Availability upon request.



**Option B: Small Hanging Banners Middle Foyers, each 2-sided**

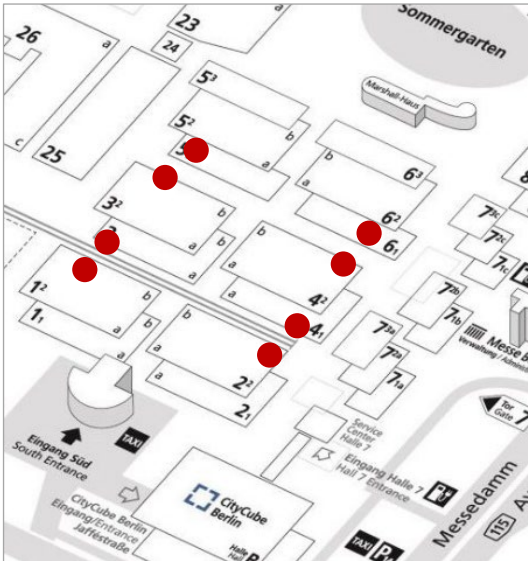
- Location** In the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases
- Size (w x h)** 2.00 m x 3.00 m per double-sided banner (print on front and back side)
- Hire Charge** 1,705.00 EUR per double-sided banner
- Production/Installation** 405.00 EUR per double-sided banner
- Status** Availability upon request.





Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2a

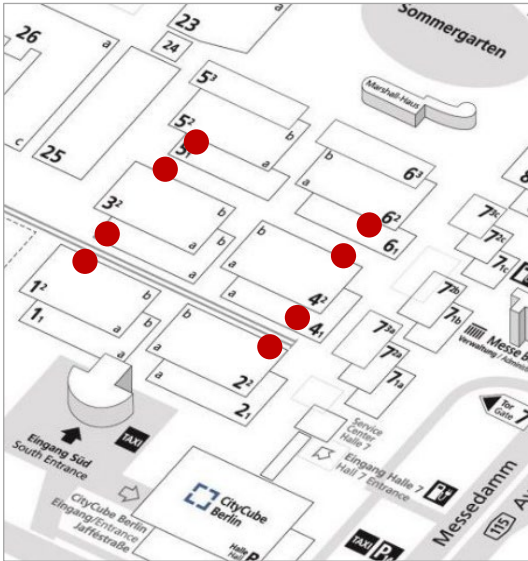
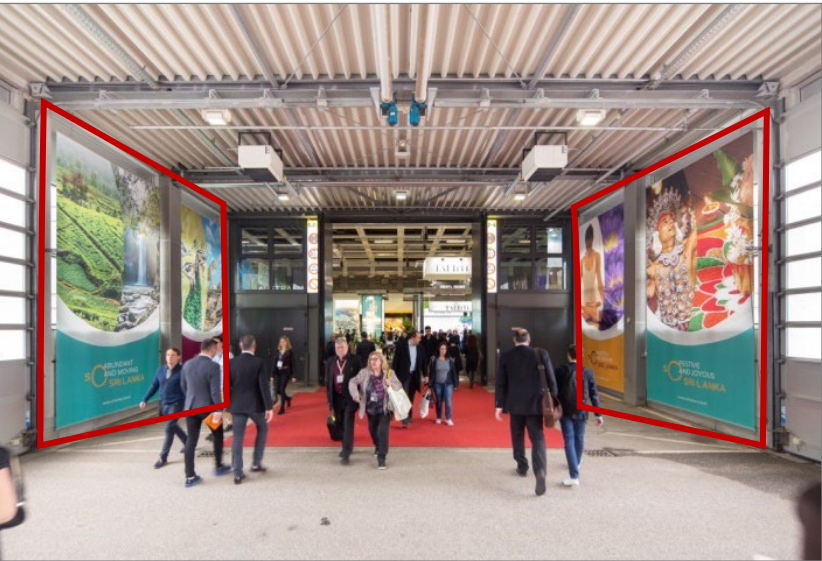
Location	In the middle foyers at entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	2.00 m x 2.00 m per banner
Hire Charge	595.00 EUR per banner
Production/ Installation	335.00 EUR per banner
Status	Availability upon request.



Entrance Banners lateral Passageways of Halls 1.2 to 6.2

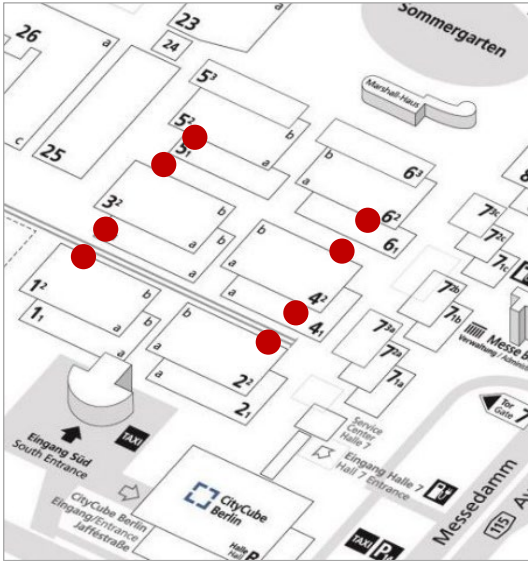
Location	In front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see exemplary red mark on the left photo)
Size (w x h)	10.00 m x 1.00 m per double-sided banner (1 double-sided banner per entrance; print on front and back side)
Hire Charge	1,480.00 EUR per double-sided banner, i.e. per entrance
Production/ Installation	2,085.00 EUR per double-sided banner, i.e. per entrance
Status	Availability upon request.





### Entrance Banners lateral Passageways of Halls 1.2 to 6.2

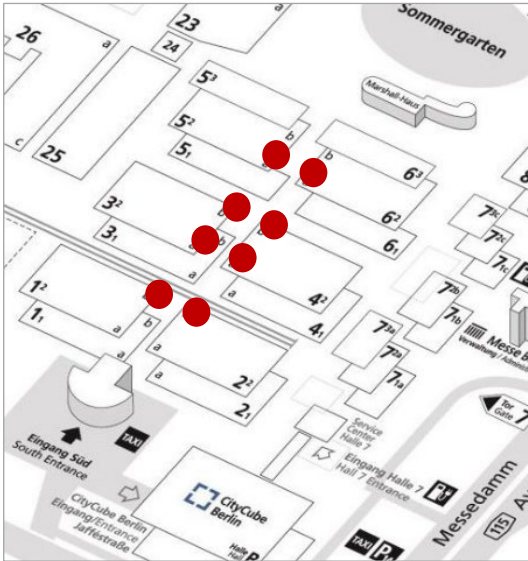
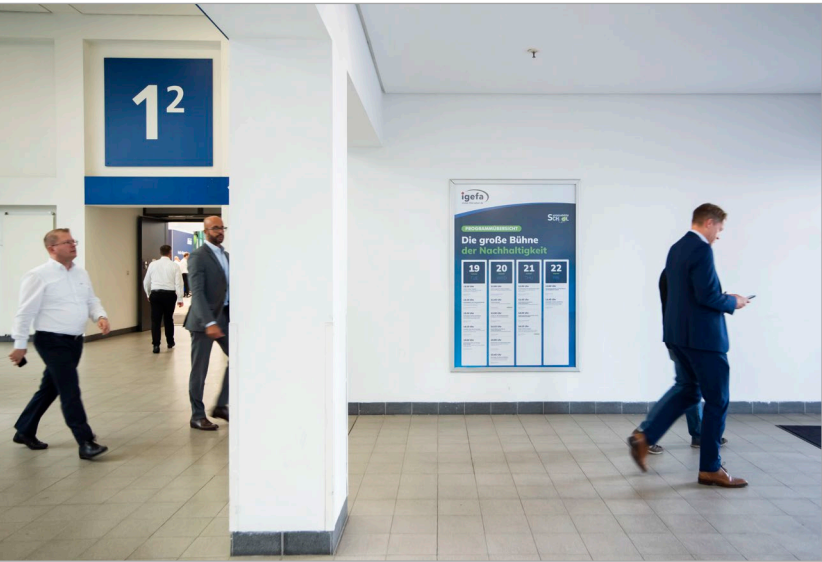
Location	At the outer sides left and right of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red mark on the left photo)
Size (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance)
Hire Charge	3,270.00 EUR for 4 banners, i.e. per entrance
Production/ Installation	4,770.00 EUR for 4 banners, i.e. per entrance
Status	Availability upon request.



### Entrance Banners lateral Passageways of Halls 1.2 to 6.2

Location	On the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see red mark on the left photo)
Size (w x h)	2.50 m x 2.80 m per banner (2 banners per entrance)
Hire Charge	1,025.00 EUR for 2 banners, i.e. per entrance
Production/ Installation	1,315.00 EUR for 2 banners, i.e. per entrance
Status	Availability upon request.





8 Poster Showcases between Halls 1.2 to 6.2, unlighted

- Location**
- exit area middle foyer Halls 1.2/2.2: 2 showcases
  - entrance area middle foyer Halls 3.2/4.2: 2 showcases
  - exit area middle foyer Halls 3.2/4.2: 2 showcases
  - entrance area middle foyer Halls 5.2/6.2: 2 showcases

**Size (w x h)** 1.18 m x 1.75 m per poster

**Hire Charge** 170.00 EUR per poster

**Production/ Installation** 150.00 EUR per poster

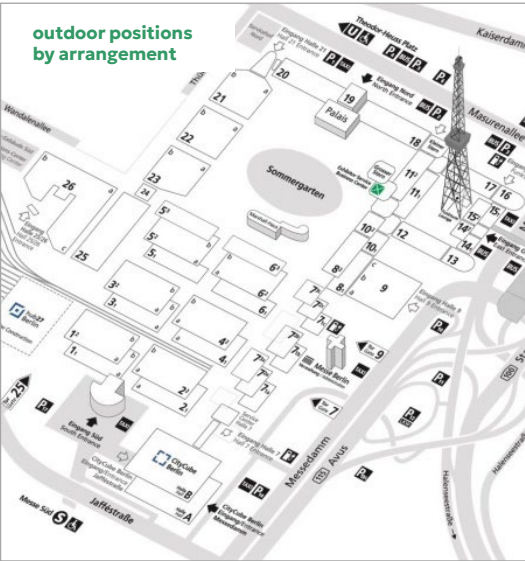
**Status** Availability upon request.



## ADVERTISING SPECIALS OUTDOORS & INDOORS

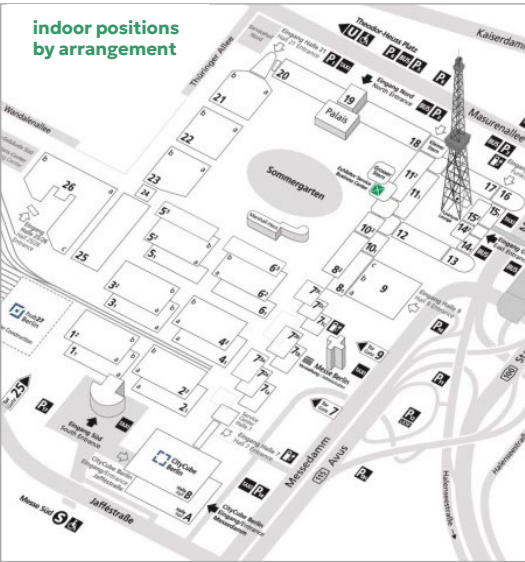






Floor Graphics Outdoors

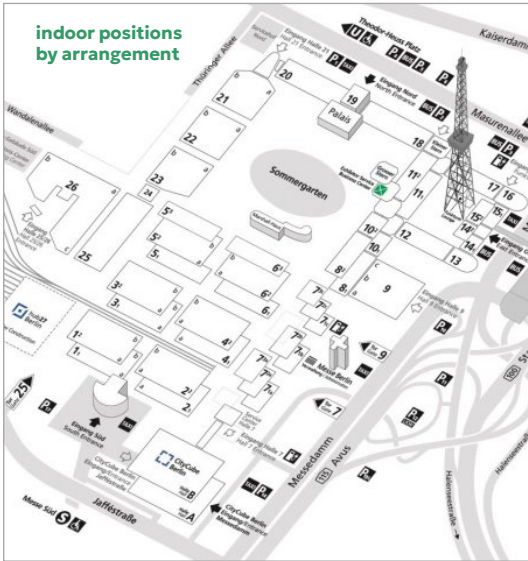
Location	Outdoor positions by arrangement
Size (w x h)	E.g. 2.40 m x 2.40 m per floor graphic Special formats (see photo on the left) are possible.
Hire Charge	E.g. 720.00 EUR per floor graphic
Production/Installation	E.g. 670.00 EUR per floor graphic
Status	Availability upon request.



Floor Graphics and Carpet Brandings Indoors

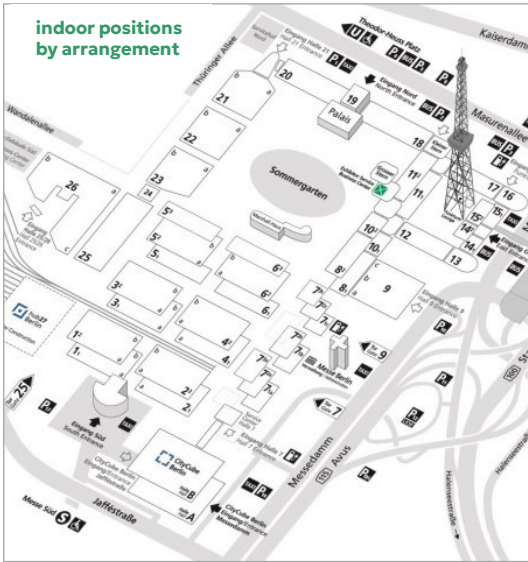
Location	Indoor positions by arrangement
Size (w x h)	E.g. 1.00 m x 1.00 m per graphic E.g. 2.00 m x 2.00 m per graphic Special formats and carpet brandings are possible.
Hire Charge	E.g. 125.00 EUR per graphic E.g. 340.00 EUR per graphic
Production/Installation	E.g. 105.00 EUR per graphic E.g. 335.00 EUR per graphic
Status	Availability upon request.





PILA Frames, each 1-sided

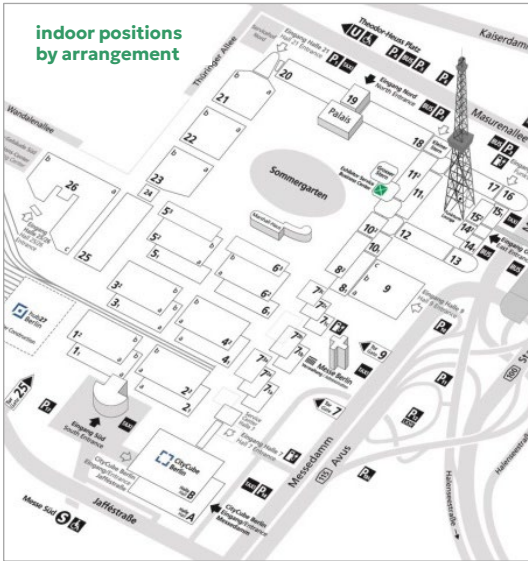
- Location** Indoor positions by arrangement e.g. in the entrance areas and middle foyers of the halls (see red mark on the left photo)
- Size (w x h)** 2.28 m x 2.28 m per banner (1 banner per frame)
- Hire Charge** 800.00 EUR per banner and frame
- Production/Installation** 530.00 EUR per banner and frame
- Status** Availability upon request.



Display Frames, each 2-sided

- Location** Indoor positions by arrangement, e.g. in the entrance areas and middle foyers of the halls
- Size (w x h)** 1.00 m x 2.00 m per side (2 sides per display)
- Hire Charge** 495.00 EUR per 2-sided display
- Production/Installation** 365.00 EUR per 2-sided display
- Status** Availability upon request.

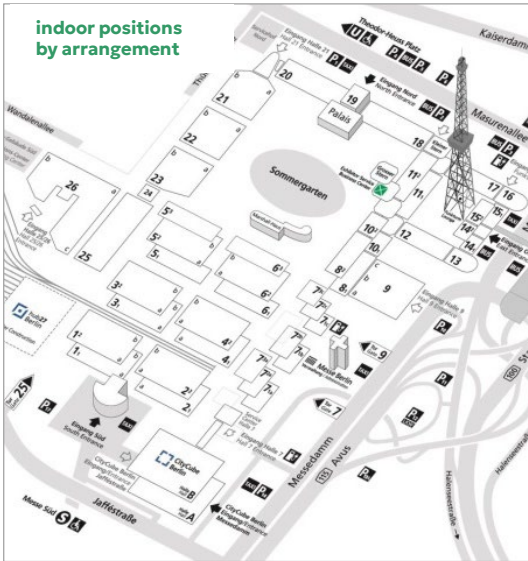
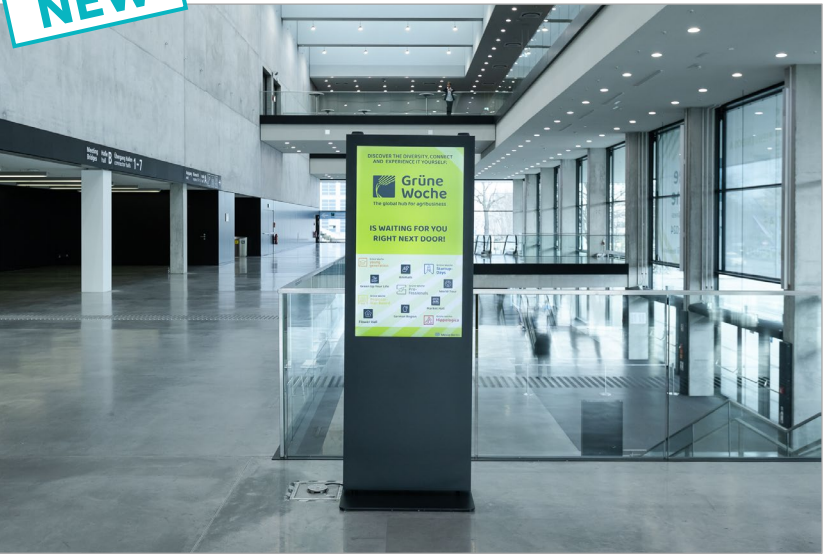




Pillars Brandings, each 4-sided

Location	In the middle foyers and catering areas of Halls 1.2 to 6.2a
Size (w x h)	Approx. 0.60 m x 2.50 m per side (4 sides per pillar)
Hire Charge	765.00 EUR per 4-sided pillar branding
Production/ Installation	1,375.00 EUR per 4-sided pillar branding
Status	Availability upon request.

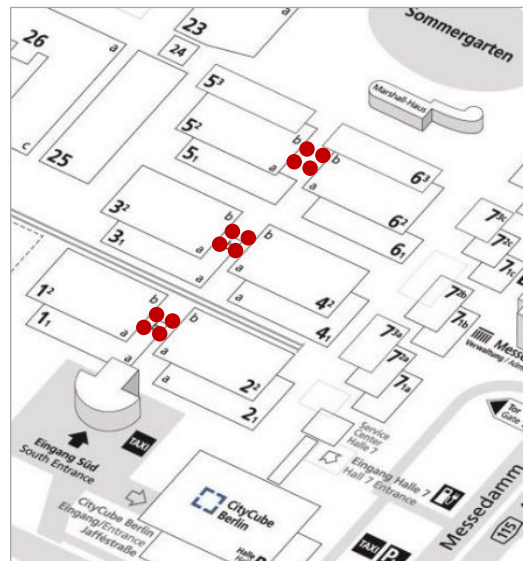
NEW



Mobile Digital Displays

Location	Playing an advertising spot or image on mobile (the exact positions are defined separately)
Size (w x h)	Display: 3,840 x 2,160 pixels
Hire Charge	1,780.00 EUR per display for a 30-second spot in a loop with CMS content and up to 3 other exhibitors (exhibitor content must be supplied by the customer).
Data Handling	150.00 EUR per display
Status	Availability on request

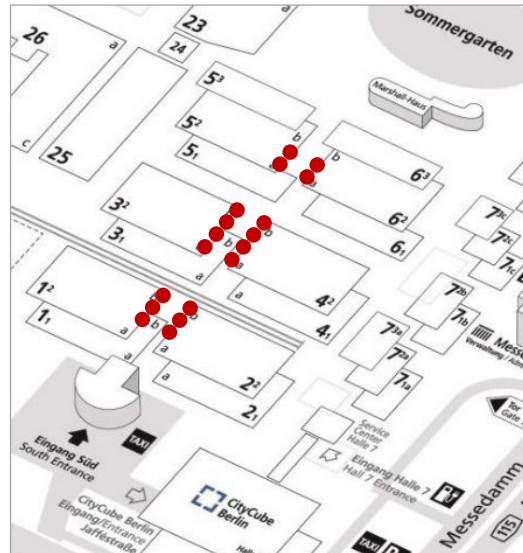
NEW



## Up to 12 UltraStretched Screens - GUIDING SYSTEM - CENTRAL

<b>Location</b>	Up to 12 displays in the guidance system in the aisle to the next center foyer
<b>Size (w x h)</b>	Display: 3,840 x 600 pixels
<b>Hire Charge</b>	1,340.00 EUR per ultra-stretched display for a 30-second spot in a loop with CMS content and up to 3 other exhibitors (exhibitor content must be supplied by the customer).
<b>Data Handling</b>	150.00 EUR per ultra-stretched display
<b>Status</b>	Availability on request

NEW



## Up to 18 UltraStretched Screens - GUIDING SYSTEM - HALLS

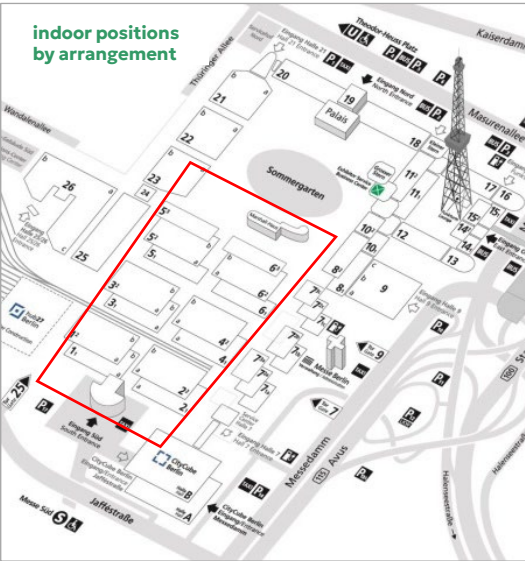
<b>Location</b>	Up to 18 displays In the central foyers of Halls 1.2, 2.2, 3.2, 4.2 (a and b respectively) as well as 5.2 and 6.2 directly above the hall entrances <b>Only available for exhibitors in the respective Halls.</b>
<b>Size (w x h)</b>	Display: 3,840 x 600 pixels
<b>Hire Charge</b>	1,340.00 EUR per ultra-stretched display for a 30-second spot in a loop with CMS content and up to 3 other exhibitors (exhibitor content must be supplied by the customer).
<b>Data Handling</b>	150.00 EUR per ultra-stretched display
<b>Status</b>	Availability on request



## ADVERTISING SANITARY FACILITIES

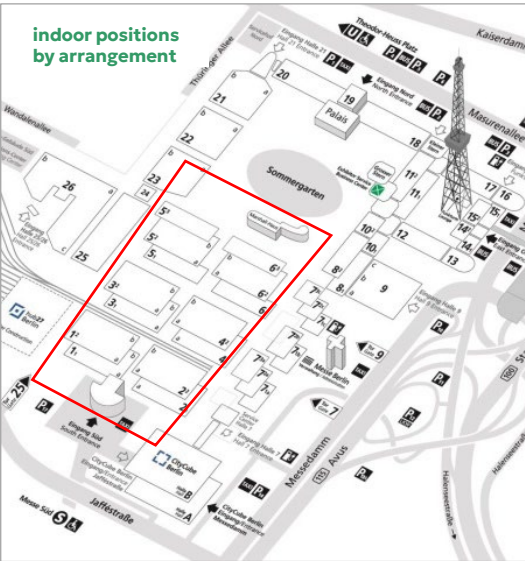






Mirror Brandings

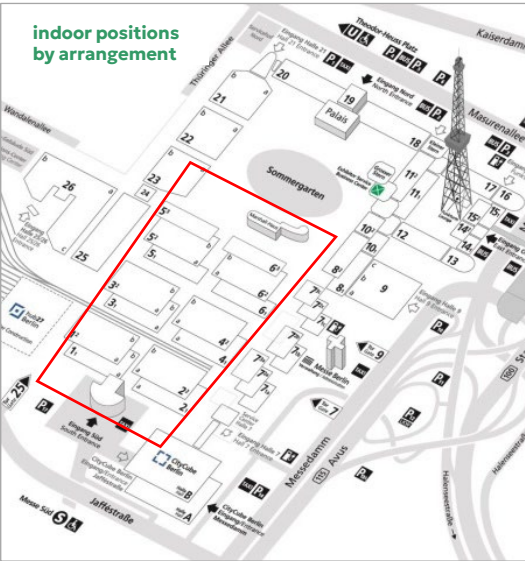
- Location** Graphics on mirrors in the lavatories
- Size (w x h)** E.g. 0.30 m x 0.15 m per graphic (see left photo)  
Other formats and special shapes are possible.
- Hire Charge** E.g. 360.00 EUR for 10 mirror graphics  
The exact quantity and the corresponding pricing depend on the final site allocation.
- Production/ Installation** E.g. 255.00 EUR for 10 mirror graphics  
The exact quantity and the corresponding pricing depend on the final site allocation.
- Status** **Already booked**



Towel Dispenser Brandings

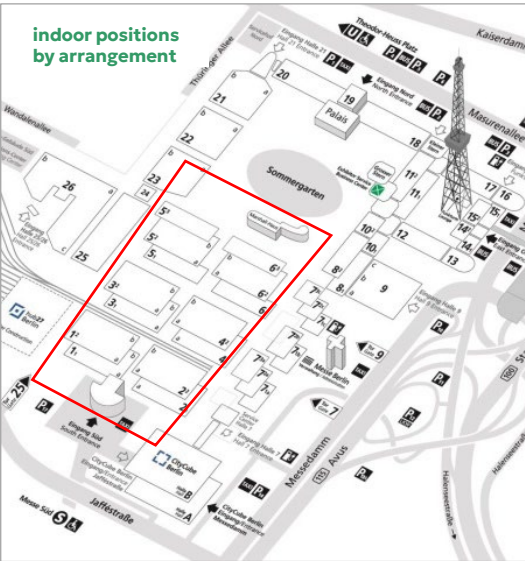
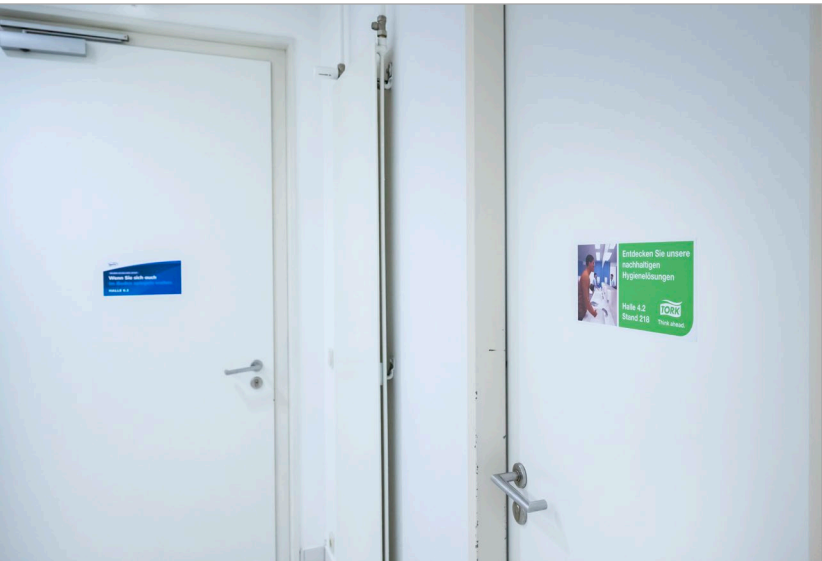
- Location** Graphics on towel dispensers in the lavatories
- Size (w x h)** E.g. 0.30 m x 0.15 m per graphic (see left photo)  
Other formats and special shapes are possible.
- Hire Charge** E.g. 360.00 EUR for 10 towel dispenser graphics  
The exact quantity and the corresponding pricing depend on the final site allocation.
- Production/ Installation** E.g. 255.00 EUR for 10 towel dispenser graphics  
The exact quantity and the corresponding pricing depend on the final site allocation.
- Status** **Already booked**





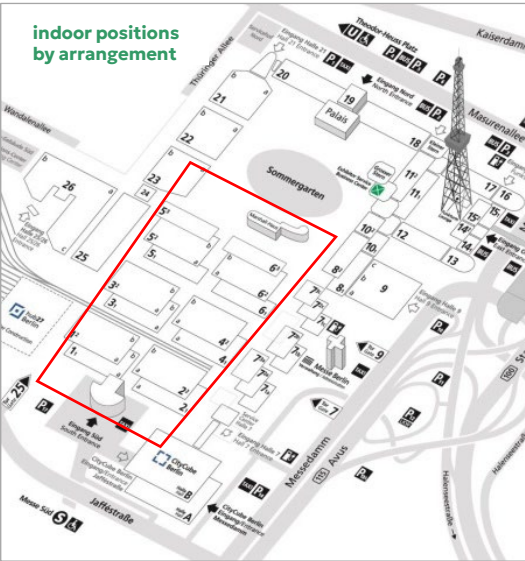
Wall Brandings

Location	Graphics on the walls in the lavatories
Size (w x h)	E.g. 0.30 m x 0.15 m per graphic (see left photo) Other formats and special shapes are possible.
Hire Charge	E.g. 360.00 EUR for 10 wall graphics The exact quantity and the corresponding pricing depend on the final site allocation.
Production/ Installation	E.g. 255.00 EUR for 10 wall brandings The exact quantity and the corresponding pricing depend on the final site allocation.
Status	Availability upon request.



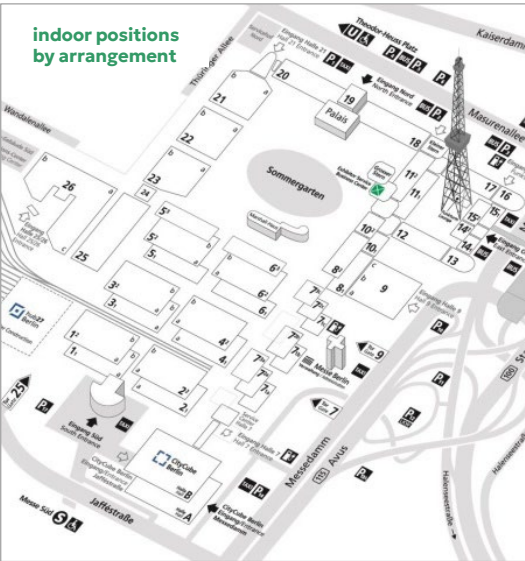
Door Brandings

Location	Graphics on doors in the lavatories: positioning at the inner or outer faces
Size (w x h)	E.g. DIN A4 format, i.e. 0.21 m x 0.297 m per graphic (see left photo) Other formats and special shapes are possible.
Hire Charge	E.g. 360.00 EUR for 10 door brandings (at inner or outer faces) The exact quantity and the corresponding pricing depend on the final site allocation.
Production/ Installation	E.g. 255.00 EUR for 10 door brandings (at inner or outer faces) The exact quantity and the corresponding pricing depend on the final site allocation.
Status	Availability upon request.



Washbasin Brandings

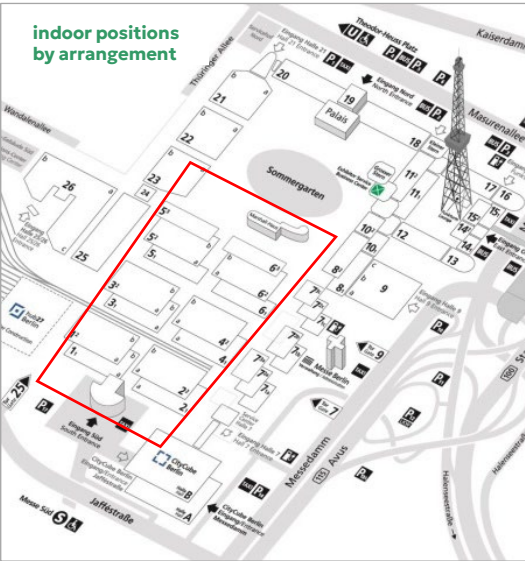
Location	Graphics in around 100 washbasins in the lavatories
Size	According to prior agreement
Hire Charge	Depending on quantity, size and locations
Production/ Installation	Depending on quantity and size
Status	Availability upon request.



Branded Disinfection Dispensers

Location	Positionen of mobile disinfection dispensers provided by the exhibitor with an individual design inside or at the entrances to the sanitary facilities
Size (w x h)	According to prior agreement
Hire Charge	E.g. 136.00 EUR per dispenser The exact quantity and the corresponding pricing depend on the final site allocation.
Production/ Installation	The exhibitor will provide, position and remove the dispensers after consultation at his own expense.
Status	Availability on request.





Anti-Splash Urinal Mats

Location	Positioning of anti-splash mats provided by the exhibitor with an individual design in the urinals
Size	According to prior agreement
Hire Charge	Depending on quantity, size and locations
Production/Installation	The exhibitor can provide, position and remove the mats after consultation at his own expense.
Status	Availability upon request.

**GET IN TOUCH WITH OUR EXPERIENCED TEAM...**  
**...who always brings the spotlight on you!**

**Give us a call or write us an e-mail:**

 **+49(0)30 3038-2525**

 **advertising@messe-berlin.de**

**LET'S TALK ABOUT YOUR ADVERTISING CAMPAIGN  
BEYOND YOUR BOOTH!**

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**Marketing Director**

**Tuba Ipek**  
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**Lara-Sophie Scholz**  
**Junior Project Manager**