Advertising Portfolio

THE LEADING EVENT FOR THE DIGITAL STATE AND PUBLIC SERVICES.

13.10. – 15.10.2026
#SCCON26

SMART COUNTRY CONVENTION

bitkom | MESSE BERLIN

An overview of advertising opportunities

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Advertising Packages

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Onsite Advertising

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Contact & Support

SMART COUNTRY CONVENTION

Boost your presence

Use customised packages or individual advertising possibilities and increase the visibility of your topics and messages in the industry! Benefit from targeted presence and put your brand in the spotlight.

Advertising Packages

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SMART COUNTRY CONVENTION

Premium Package

Passageway Banner

- 1 Passageway Banner between hub27 and Hall 25
- 2-sided
- Measurements: 10.60 m x 2.00 m (w x h)

Banner next to hub-Café

- 1 Banner at the hub café in the entrance area of hub27
- Measurements: 4.75 m x 1.90 m (w x h)

Hoisting Flags

- 6 Hoisting Flags near the entrance to hub27
- Exact placement after consultation with the SCCON team

SCCON Online

Platform & App:
- Top-Listing
- Sandwich Banner
- Advertising Banner

Platform:
- Top-Logo in the hall plan

App:
- Content-Ad
- Stage Banner
- Gallery Logo

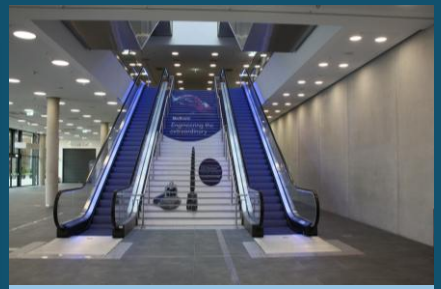
Price: EUR 23,100
only available once!
All prices net excluding VAT.

SOLD

Workshop Package

Prominent placement in the workshop area of the #SCCON26

- ✓ Branding in hub27 on two different levels
- ✓ Additional presence in the digital media of SCCON
- ✓ Only available once



Stairbranding

- 1 Staircase Branding leading from the entrance area to the beta level
- Measurements: 2.89 m x 0.155 m (w x h) per step
- 37 steps in total

Balustrade Branding

- 2 Foil Brandings on the glass balustrades to the left and right of the staircase on the beta level
- Visible from the seminar rooms
- Measurements: 15.785 m x 1.14 m (w x h) each side

SCCON Online

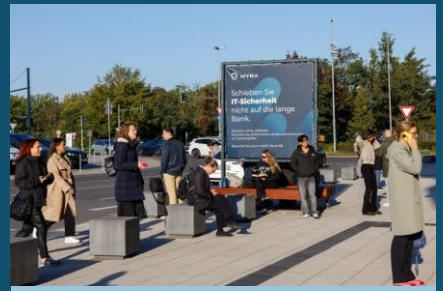
Platform & App:
- Top-Listing
- Sandwich Banner
- Advertising Banner

Platform:
- Top-Logo in the hall plan

App:
- Gallery Logo

Price: EUR 22,990
only available once!
All prices net without VAT.

Welcome Package



Bench Display

- Welcome trade visitors and media representatives with your corporate design
- 1 Bench Display directly in the entrance area of hub27
- Banner advertising on the front and back

Price: EUR 16,785
only available once!
All prices net without VAT.

Floor Graphics

- 4 Floor Graphics (2.00 m x 2.00 m each) in the access area to hub27
- Other formats can also be realized on request

Hoisting Flags

- 6 Hoisting Flags in the access area to hub27
- Exact placement after consultation with the SCCON team

SCCON Online

Platform & App:
- Top-Listing
- Advertising Banner

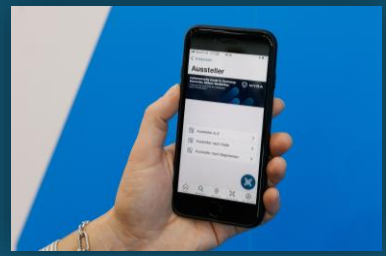
Platform:
- Top-Logo in the hall plan

App:
- Gallery Logo

SOLD

WIFI Package: The hotspot for your brand

- Present your company on the **WIFI landing page**, which is offered **free of charge** to all visitors during SCCON
- Direct link **to your company website**
- **Integration/mention** in the **on-site announcements** of the SCCON WIFI
- **Full-Size Splashscreen & Tab Bar Banner** in the **SCCON App**
- A **detailed overview** of all services is available on request at any time



Price: EUR 12,000
only available once!
All prices net without VAT.

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SMART COUNTRY CONVENTION

Sanitary Facilities Package

Branding in the sanitary facilities of hub27, Hall 24 and Hall 25

- ✓ Brand presence beyond your own exhibition stand
- ✓ Additional presence in the digital media of SCCON
- ✓ Placement with focus on different areas of the exhibition ground possible

Towel Dispenser Branding

- 16 Stickers on the towel dispensers in the bathrooms
- Measurements: 0.30 m x 0.15 m (w x h) per branding
- Exact positioning by arrangement

Mirror Branding

- 24 Stickers on the mirrors above the washbasins
- Measurements: 0.30 m x 0.15 m (w x h) per branding
- Exact positioning by arrangement

SCCON Online

Platform & App:
- Advertising Banner

Platform:
- Top-Logo in the hall plan

App:
- Gallery Logo

Price: EUR 9,275
All prices net without VAT.

SOLD

SMART COUNTRY CONVENTION

Digital Only Package

Service	Platform	App
Top Listing in the Exhibitor Search	✓	✓
Advertising Banner	✓	✓
Sandwich Banner	✓	✓
Top Logo in the online hall plan	✓	
Gallery Logo		✓

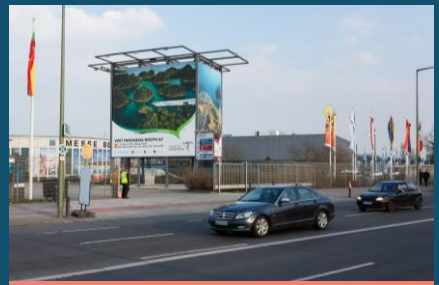
Price: EUR 8,380
All prices net without VAT.

SMART COUNTRY CONVENTION

Onsite Advertising

Use prominent advertising spaces to draw targeted attention to your company!

- ✓ Numerous brandings in the entrance area of the hub27
- ✓ Partly only available once



Advertising Tower

- 1 Advertising Tower at the entrance to the car park of the hub27 on Jafféstraße
- East side (main street) & west side (main street): 8.70 m x 8.11 m (w x h)
- North side (car park) & south side (main road): 5.70 m x 8.11 m (w x h)

Price: EUR 16,610 for east/west side
EUR 11,485 for north/south side
All prices net without VAT.

Mobile Advertising Tower

- 2 Mobile Advertising Tower on the outdoor area of hub27
- Measurements: 2.302 m x 4.15 m (w x h)
- Exact placement after consultation with the SCCON team

Price: EUR 7,810
per advertising tower
All prices net without VAT.

Balustrade Branding

- Balustrade Branding on the escalators leading from the entrance hall to the beta level
- Double-sided foil branding

Price: EUR 7,970
only 2x available!
All prices net without VAT.

Onsite Advertising

Use prominent advertising spaces to draw targeted attention to your company!

- ✓ Numerous brandings available in the entrance area of the hub27
- ✓ Partly only available once

Banner above the lift in the entrance foyer

- 1 Banner in the entrance area of the hub27 above the lifts
- Measurements: 9.40 m x 1.90 m (w x h)

SOLD

Banner next to the hall entrance

- 1 Banner in the entrance area of the hub27 next to the hall entrance
- Measurements: 6.70 m x 1.90 m (w x h)

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Digital Displays

- Display of various media files
- 1-sided
- Can be plugged together individually or as one large module

Price: EUR 1,950 for 1 display
only 6x available!
All prices net without VAT.

Onsite Advertising

Become an eye-catcher in highly frequented access and passageway areas!

- ✓ Numerous brandings at the entrance of the hub27 and in the passageways
- ✓ Partly only available once

Pillar Branding

- 1 of a max. of 6 Pillar Brandings in the entrance area of the hub27
- Each pillar is 4-sided
- Measurements: 4 x 0.60 m x 4.10 m (w x h) per pillar

Price: EUR 2,950
for 1 pillar branding
All prices net without VAT.

Passageway & Entrance Banner

- Up to 3 Passageway & 2 Entrance Banners between the hub27 and Hall 25
- Passageway Banner 2-sided
- Entrance Banner 1-sided

Price:
EUR 7,120 per Passageway Banner
EUR 4,880 per Entrance Banner
All prices net without VAT.

Lateral Passageway Banner

- 2 Lateral Banners at the passageway from hub27 to hall 25
- Each 1-sided
- Measurements: 5.05 m x 3.50 m (w x h)

Price: EUR 2,950
per banner
All prices net without VAT.

Onsite Advertising

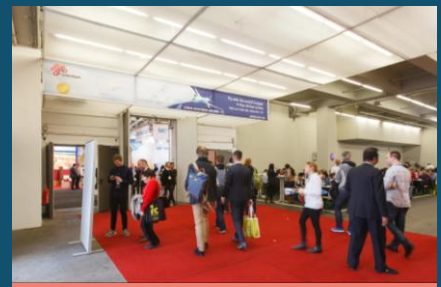
Become an eye-catcher in highly frequented access and passageway areas!

- ✓ Numerous brandings at the entrance to hub27 and in the passageways between hall 25 & hall 26
- ✓ Partly only available once

Entrance Banner Hall 26a

- 1 Entrance Banner between hall 25 and hall 26a
- 1-sided
- Measurements: 7.90 m 1.80 m (w x h)

Price: EUR 4,975
per entrance banner
All prices net without VAT.



Entrance Banner Hall 26c

- 1 Entrance Banner between hall 25 and hall 26c
- 1-sided
- Measurements: 7.90 m x 0.90 m (w x h)

Price: EUR 3,275
per entrance banner
All prices net without VAT.

Passageway Banner Hall 25 & 26

- 4 Passageway Banners leading to the entrances of Hall 26a and Hall 26c
- 2 Banners per Entrance
- Measurements: 2.60 m x 4.45 m (w x h)

Price: EUR 6,975
for all 4 Passageway Banners
All prices net without VAT.

Onsite Advertising

Become an eye-catcher in highly frequented access and passageway areas!

- ✓ Numerous brandings at the entrance to hub27 and in the passageways between hall 25 & hall 26
- ✓ Boost your visibility with promoters on the exhibition grounds

Water Dispenser Branding

- High-quality stickers directly applied to the SCCON water dispensers
- e.g. 0.20 m x 0.57 m per sticker
- Exact positioning by arrangement

Price: 2,950 EUR
for 10 water dispenser
All prices net without VAT

Promotion

- Hand out attractive promotional gifts and engage with our SCCON-visitors
- Promotional activities may be carried out at your own stand, in the hall corridors and in the entrance areas

Price: 1,660 EUR per licence
All prices net without VAT

High Traffic Advertising

Become an eye-catcher on the busy main roads around the exhibition center!

- ✓ Numerous brandings along the main traffic arteries
- ✓ Partly only available once

Mega Banner at the ICC Bridge (South & North)

- At the ICC Bridge South & North directly above the main Messedamm road
- Connection between the ICC Berlin and the Berlin Exhibition Centre
- Measurements: 40.00 m x 4.24 m (w x h)

Price: EUR 19,950 per banner
All prices net without VAT.

Rotunda Hall 13

- Rotunda Hall 13 opposite the main road Messedamm: Access to the motorway
- 10 of 17 components
- Remaining components can be branded by SCCON

Price: EUR 15,530 per banner
All prices net without VAT.

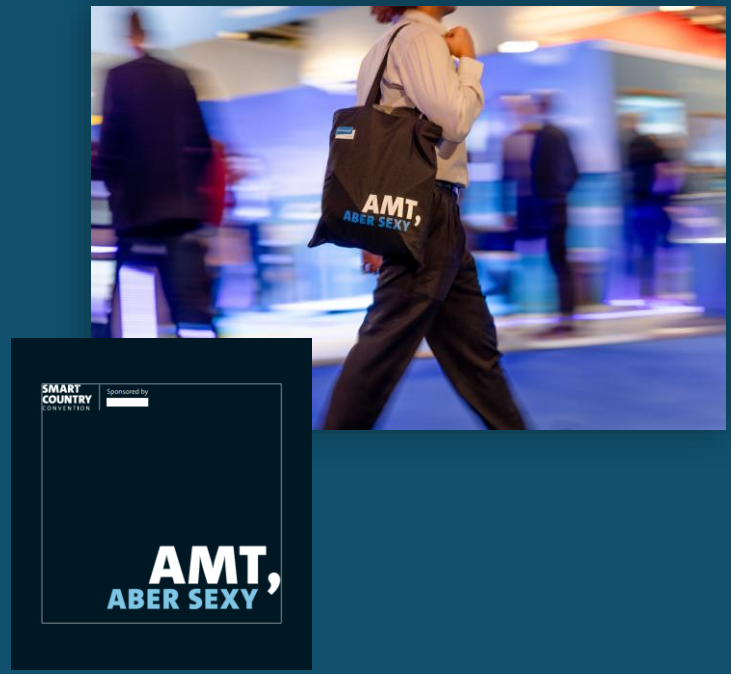
Rotunda Hall 16

- Rotunda Hall 16 at the intersection of the main roads Messedamm, Masurenallee and Neue Kantstraße
- 10 of 18 components
- Remaining components can be branded by SCCON

Price: EUR 15,530 per banner
All prices net without VAT.

Bag Sponsoring: Branding of 5.000 SCCON fabric bags

- Exclusive sponsorship of all **5,000 SCCON fabric bags**
- Distributed **free of charge** to visitors **at all information stands**
- **Your company logo** in white (approx. 6 x 6 cm) next to the SCCON logo
- **Gallery Logo** in the SCCON App
- **Our bags are very popular and are often used even after the event**



Price: EUR 8,000
only available once!
All prices are net without VAT.

SOLD

SMART COUNTRY CONVENTION

Sponsoring of the Smart Country Startup Award 2026

- Stage presence through a seat on the jury and a place in the expert panel immediately before the award, without parallel sessions
- **High-quality introduction video** shown during the award ceremony
- **Presentation of the “Winner’s Certificate”** at the award ceremony
- Contact with exciting startups and **access to all applications**
- Positioning of your brand in event communication and at the award ceremony, if possible **with logo placement**
- **Wide-reaching communication of the award and sponsors across all Smart Country Convention channels**

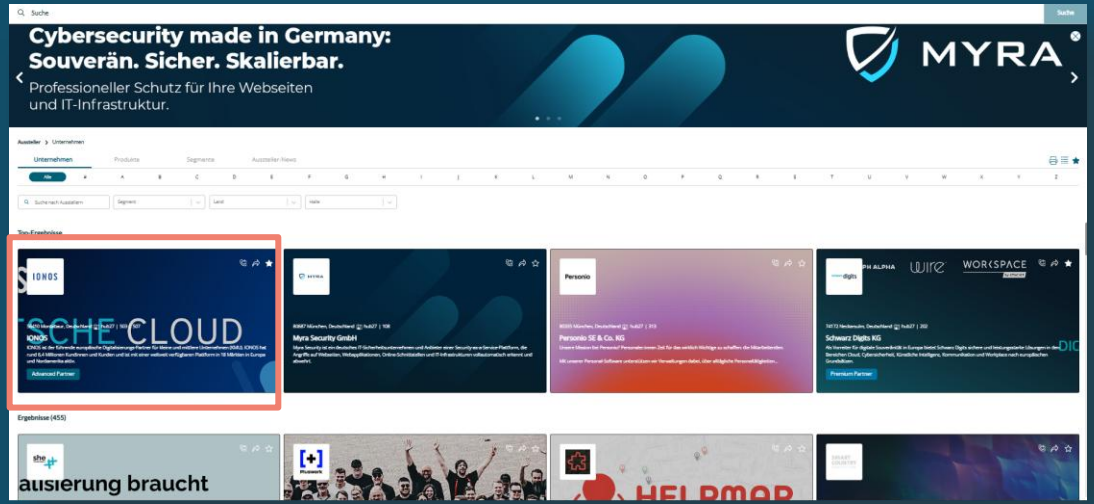
Price: EUR 12,000 as an exhibitor
EUR 18,000 as a sponsor without a booth
Only available once!
All prices are net without VAT.

SMART COUNTRY CONVENTION

DIGITAL ADVERTISING

Top Listing

SCCON Online & App



PLATFORM & APP

Top-Listing

The top listing premium placement is displayed online in the exhibitor directory and in the app within the platform.

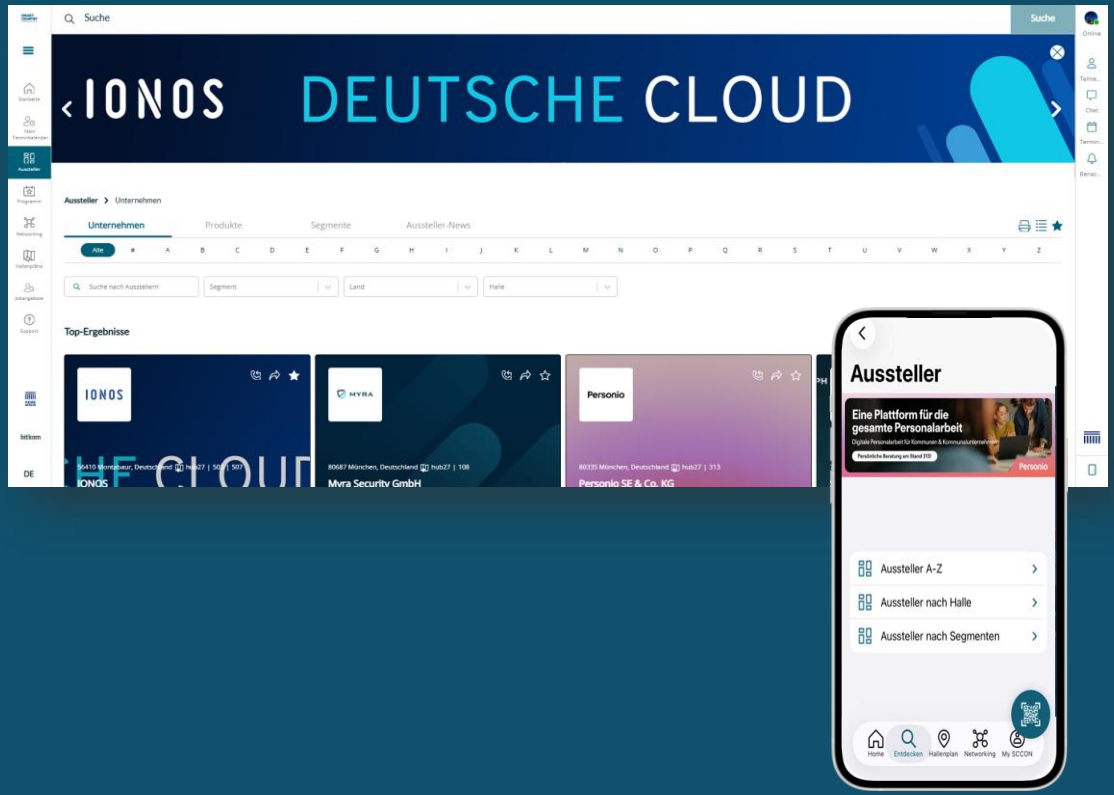
- Visible at the top of the exhibitor list
- Displayed in alphabetical order
- Link to your company website

Data input: The graphic is based on your background image. No layout needed.

SMART COUNTRY CONVENTION

Advertising Banner

SCCON Online & App



PLATFORM & APP

Advertising Banner

With the advertising banners, your company is immediately in view – positioned at the very top under the navigation items “Exhibitors” or “Program.”

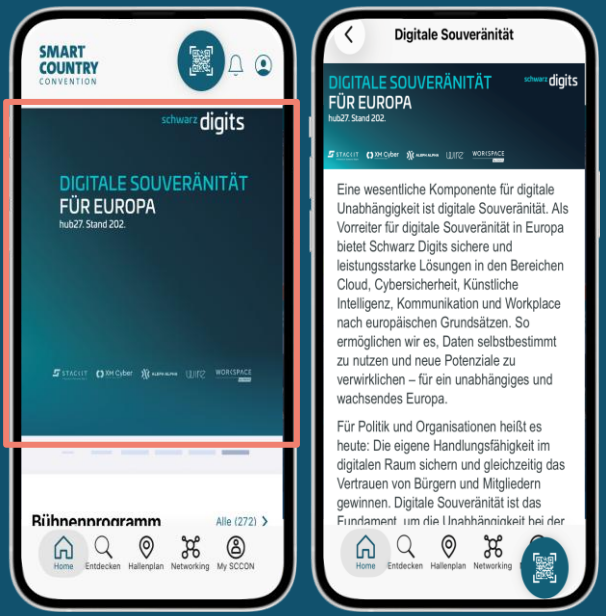
- Exclusive top position: greater visibility.
- The banners appear in rotation.
- Link to your online company profile

Plattform: 2560 x 320 px
App: 1440 x 450 px
Format: jpeg or png (max.1 MB)

SMART COUNTRY CONVENTION

Content Ad & Stage Banner

SCCON App



SCCON APP

Content Ad

Your brand appears as an eye-catching advertising banner and is complemented by individual advertorial entries. Put your company profile in the spotlight!

- Published on the homepage
- Only avaiable once
- Link to your company profile

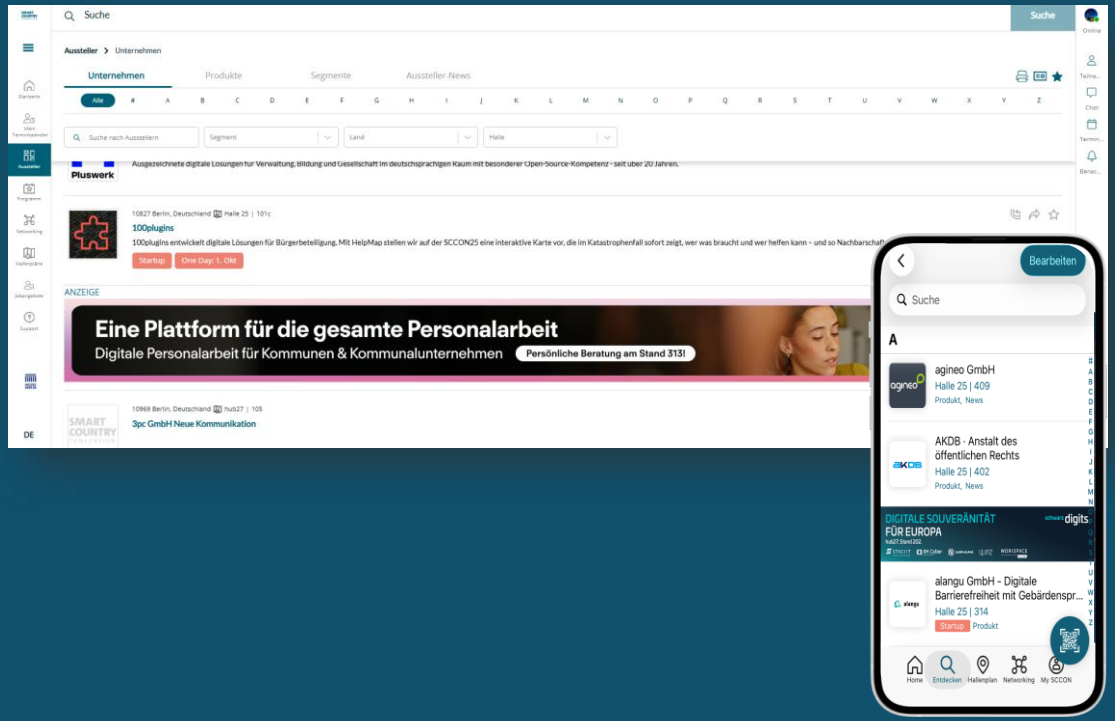
Stage Banner:
Format: 1440 x 1920 px, max. 500 KB
Title (text lenght): max. 40 characters

Advertorial entry:
Banner (optional): 1440 x 450 px, max. 500 KB
Text: unlimited free text
Format: jpeg

SMART COUNTRY CONVENTION

Sandwich Banner

SCCON Online & App



PLATFORM & APP

Sandwich Banner

Stand out from other exhibitors within the exhibitor search results. Your banner will be prominently placed within the exhibitor list.

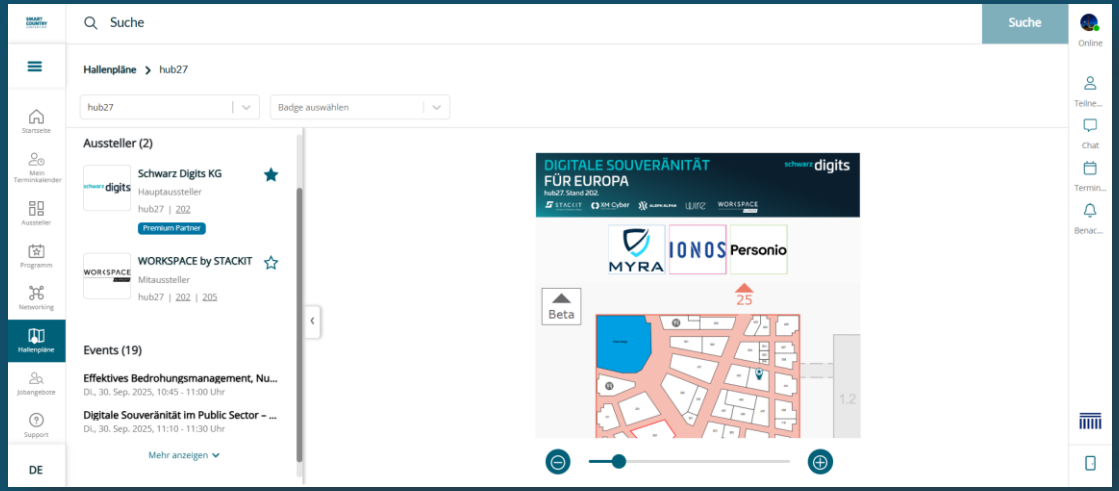
- Exclusive placement per position
- Linked to your company profile

Plattform: 2580 x 215 px
App: 1440 x 296 px
Format: jpeg

SMART COUNTRY CONVENTION

Top Banner in the hall plan

SCCON Online



SCCON Platform

Top Banner in the hall plan

Guide visitors to your booth. The banner is displayed above the map of your own hall:

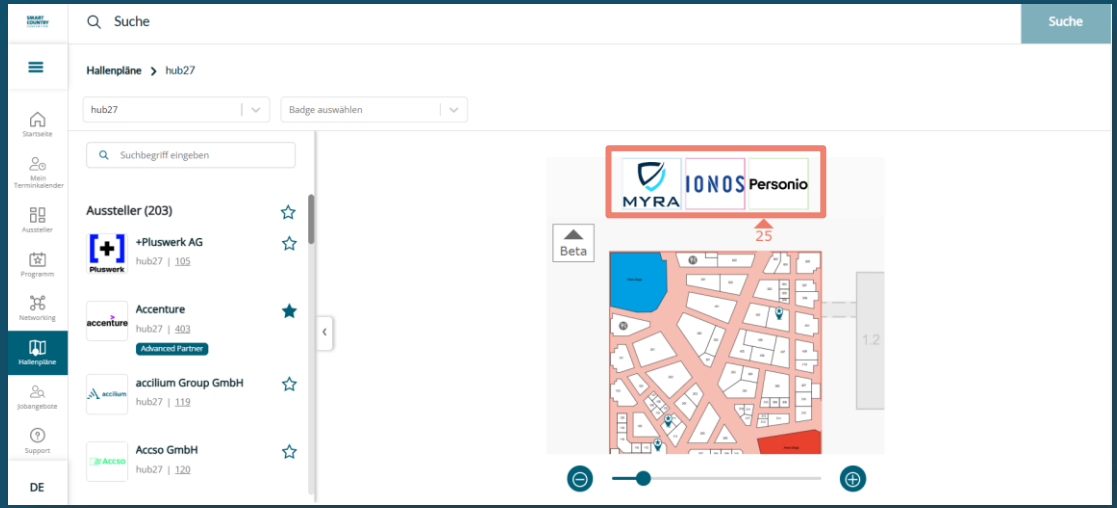
- Placement on the platform's hall map
- Displayed only once per hall
- Direct link to your company profile

Platform: 1440 x 225 px
Format: jpeg
Data delivery by mail

SMART COUNTRY CONVENTION

Top Logo in the hall plan

SCCON Online



SCCON Platform

Top Logo in the hall plan

Place your logo prominently on the platform's hall plan. Up to 5 logos can be displayed side by side above the plan of a hall:

- Direct link to your company profile
- Publication in the hall plan of the platform

Width max. 300 px
Format: SVG-Logo
Data delivery by mail

SMART COUNTRY CONVENTION

Tab Bar Banner

SCCON App

SCCON APP

Tab Bar Banner

The banner is placed at the bottom of a navigation page in the app. By clicking on the banner, the user is taken directly to your company profile.

- Awarded to a maximum of 6 partners
- According to the principle: „First come, first served.“

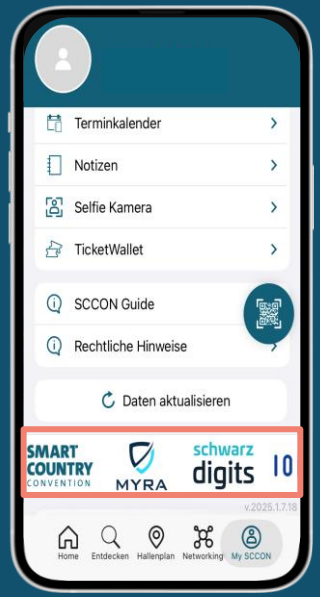
Banner: 1440 x 225 px
Format: jpeg
Data delivery by email

Price:
EUR 780 per banner
All prices net, excluding VAT.

SMART COUNTRY CONVENTION

Gallery Logo

SCCON App



SCCON APP

Gallery Logo

Take advantage of the app's additional reach potential. Showcase your logo in an exclusive, rotating gallery on the "My SCCON" page.

The logos are displayed in an endless loop in the gallery.

Logo: 450 x 315 px
Format: jpeg
Data delivery by email
Direct link to your company profile

Price:
EUR 520 per Banner
All prices net, excluding VAT.

SMART COUNTRY CONVENTION

CONTACT & SUPPORT

Contact for Advertising Opportunities:

MB Capital Services GmbH
Thüringer Alle 12 A
14052 Berlin

E advertising@messe-berlin.de
T + 49 30 3038 2525

Your contact regarding questions for the SCCON Online-Platform:
E support@messe-berlin.de
T +49 30 3838 2500

SMART COUNTRY CONVENTION