

Berlin 4|5|6 Feb 2026

LET'S GROW!

ADVERTISING PORTFOLIO
FOR EXHIBITORS

FRUIT
LOGISTICA

FRUITNET

MESSE
BERLIN

BERLIN EXPOCENTER CITY SITE MAP – FRUIT LOGISTICA 2025



Fresh Produce

- Mediterranean Europe
- Europe
- Africa
- Americas
- Asia
- MENA

Machinery & Technology

- Machinery & Technology
- Greenhouse Technology, Smart Agri, Cultivation Equipment
- Agricultural Machinery, Cultivation Equipment

Logistics

- Logistics

- ▲ Entrances
- Entrance South - Hall 1-6
- Entrance Hall 7 - Halls 7-11
- Entrance North - Halls 18-24
- Entrance Hall 27 - Halls 25-27

- ✈ Shuttle Service Airport
- Berlin Brandenburg BER

- HB Hotel Bus Shuttle

- A-B Fairground Shuttle

- 🏪 Souvenirshop

- ☕ Welcome Coffee

- 🏠 FLIA / FLIA Technology

- ✂ Exhibitor Service / Business Center

- P Parking

OUR PORTFOLIO IS MULTIFACETED



EXCLUSIVE SPONSORSHIP PACKAGES



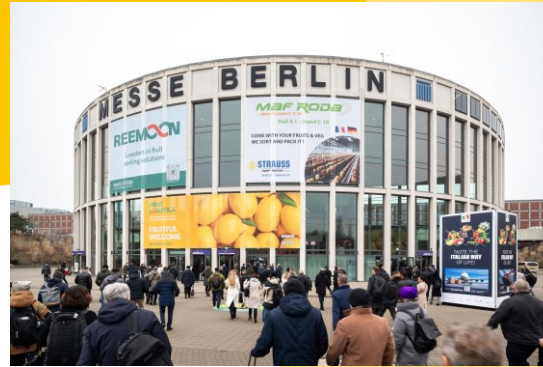
FRUITFUL VISIBILITY PACKAGES



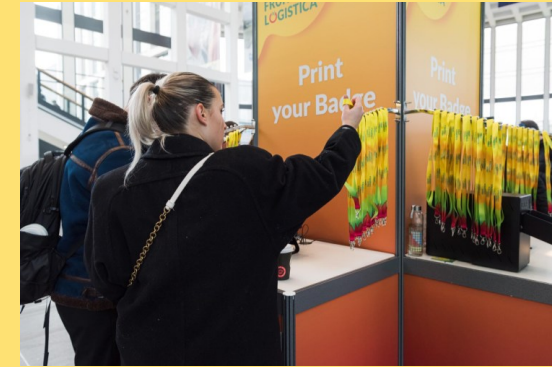
MIX & MATCH PACKAGES



DIGITAL ADVERTISING



ONSITE ADVERTISING



SPONSORING



PROMOTION



BRANDING



OOH ADVERTISING AT BERLIN CITY
RAILWAYS



OOH ADVERTISING AT AIRPORT "BER"



OOH ADVERTISING AT PUBLIC
TRANSPORT "MESSE SÜD"

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EXCLUSIVE SPONSORSHIP PACKAGES

STAND OUT AND SHINE – DISCOVER OUR EXCLUSIVE SPONSORSHIP PACKAGES!

WE ARE EXCITED TO OFFER THREE SPECIAL SPONSORSHIP OPPORTUNITIES DESIGNED TO ELEVATE YOUR BRAND VISIBILITY AND MAXIMIZE YOUR IMPACT AT OUR EVENT: GOLD, SILVER AND BRONZE. EACH PACKAGE IS TAILORED TO GIVE YOUR COMPANY UNIQUE ADVANTAGES AND EXPOSURE, FROM PREMIUM PLACEMENTS OF ADVERTISEMENT TO BRAND VISIBILITY ACROSS THE EVENT CHANNELS.

YOU WANT TO LEARN MORE? PLEASE FOLLOW THE LINK TO THE WEBSITE AND EXPLORE ALL BENEFITS AND THE CURRENT PRICE LIST:
[DISCOVER OUR EXCLUSIVE SPONSORSHIP PACKAGES!](#)

For budgets
from 20,000 €
to 60,000 €

Gold Sponsor

Maximum exposure, prime positioning, and exclusive benefits.

Ideal for the one who wants to lead the conversation and be seen all-over the Exhibition Grounds – incl. benefits of the WIFI Sponsoring.

Silver Sponsor

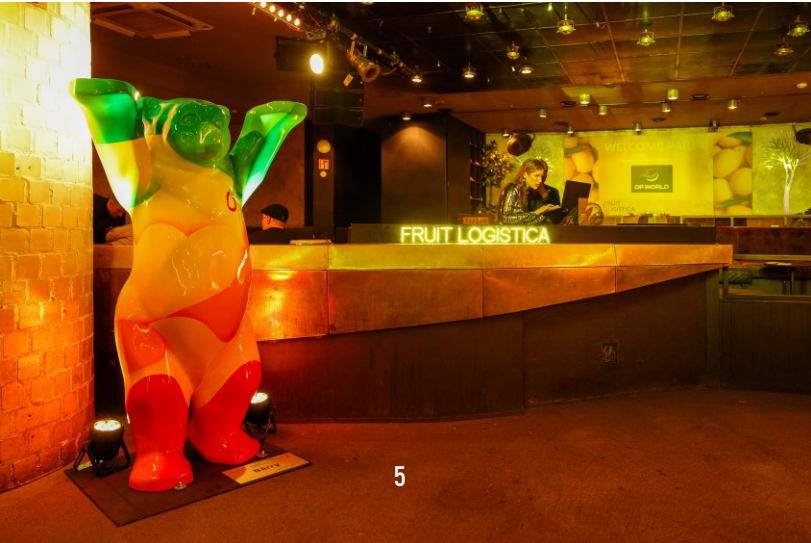
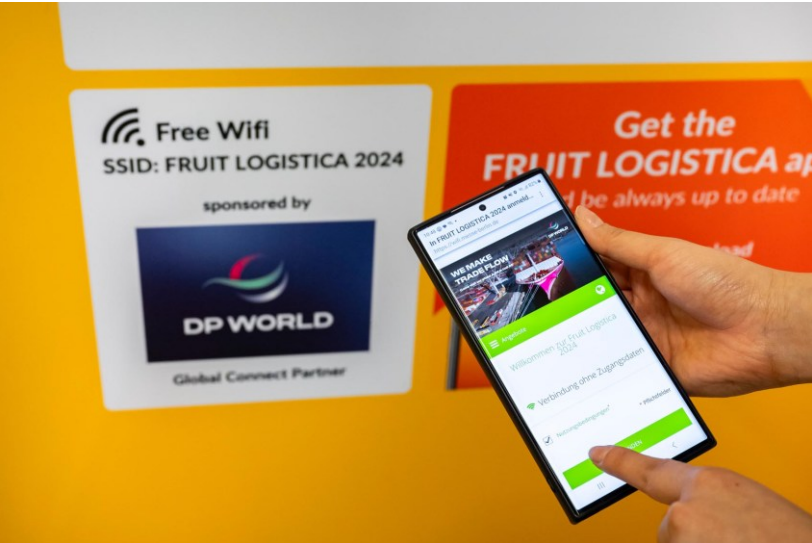
Strong presence with valuable visibility perks.

Perfect for the one brand that wants to make a notable impact and connect directly with a warm welcome with their target audience at the Welcome Party.

Bronze Sponsors

Essential exposure at a great value.

A smart choice for two companies looking to be seen without a major investment. Select one out of two options like Welcome Coffee or Shuttle Bus Brandings on the Exhibition Grounds.



FRUITFUL VISIBILITY PACKAGES

UPGRADE TO OUR READY-MADE VISIBILITY PACKAGES –
MORE EXPOSURE, MORE VALUE, STILL WITHIN BUDGET.

WANT A MAXIMUM EXPOSURE?
SELECT FROM OUR COMPOSED CUSTOMIZED PACKAGES
FOR MORE REACH!



FRUITFUL VISIBILITY PACKAGES

SPARKLE



Onsite:

- 2 Floor Graphics on the exhibition grounds: your advertising on 2 floor foils (1.00 x 1.00 m) in the vicinity of your hall guiding to your stand

Online:

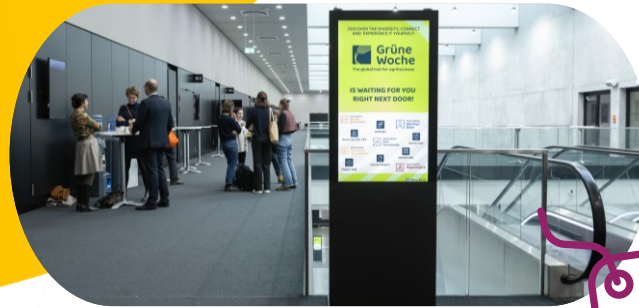
- 1 Sandwich Banner on the Online Platform
- 1 Top Banner on the Online Platform
- 1 Tab Bar Banner in the App
- 1 Story in the App

+ 1 Media Package Content Plus Upgrade incl.:

5 products, 5 exhibitor news and 1 video in the header

2,700 €

GLOW



Onsite:

- 1 Mobile Half Screen Display on the exhibition grounds: your advertising on 1 digital display, 1-sided without audio, in the vicinity of your hall

Online:

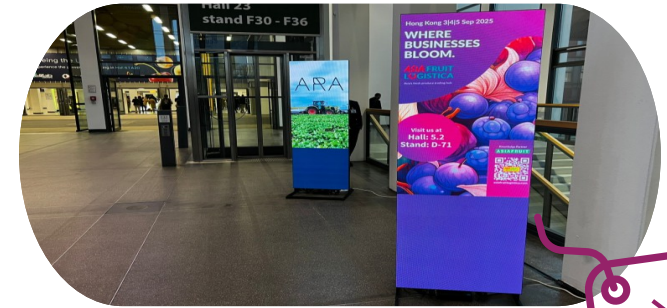
- 1 Sandwich Banner in the App
- 1 Sandwich Banner on the Online Platform
- 1 Gallery Logo in the App
- 1 Gallery Logo on the Website
- 1 Story in the App

+ 1 Media Package Content Plus Upgrade incl.:

5 products, 5 exhibitor news and 1 video in the header

4,400 €

SHINE



Onsite:

- 1 Mobile Full Screen Display on the exhibition grounds: your advertising on 1 digital display, 1-sided without audio, in the vicinity of your hall

Online:

- 1 Sandwich Banner in the App
- 1 Sandwich Banner on the Online Platform
- 1 Gallery Logo in the App
- 1 Gallery Logo on the Website
- 1 Story in the App
- 1 Top Banner in the App
- 1 Top Banner on the Online Platform

+ 1 Media Package Content Plus Upgrade incl.:

5 products, 5 exhibitor news and 1 video in the header

7,300 €

+ HIGHLIGHT:

1 Top Listing (out of 4) on the Website, on the Online Platform and in the App

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



MIX & MATCH PACKAGES

Onsite Advertising Options	
2 Floor Graphics (each 1.00 x 1.00 m)	<input type="checkbox"/>
2 Posters indoors	<input type="checkbox"/>
1 Mobile Display Frame, 1-sided	<input type="checkbox"/>
10 Graphics within Sanitary Facilities (on mirrors, dispensers or doors)	<input type="checkbox"/>
1 UltraStrech Display in Middle Foyers	<input type="checkbox"/>
1 Column Branding, 1-sided	<input type="checkbox"/>



Check the details here!



Create your own perfect package!

Online Advertising Options	
1 Top Banner on the Hall Plan Online Platform	<input type="checkbox"/>
1 Top Banner Online Platform	<input type="checkbox"/>
1 Top Banner App	<input type="checkbox"/>
1 Sandwich Banner Online Platform	<input type="checkbox"/>
1 Sandwich Banner App	<input type="checkbox"/>
1 Tab Bar Banner App	<input type="checkbox"/>
1 Stand Logo on the Hall Plan Online Platform & App (from 50 m² booth space)	<input type="checkbox"/>
1 Gallery Logo Website	<input type="checkbox"/>
1 Gallery Logo App	<input type="checkbox"/>

Package 1

Select
2 Onsite Options &
1 Online Option

2,000 €

Package 2

Select
1 Onsite Option &
2 Online Options

1,600 €

Package 3

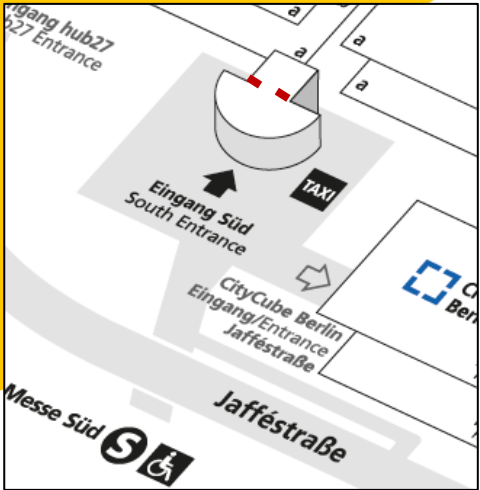
Select
3 Online Options

1,200 €

DIGITAL ADVERTISING

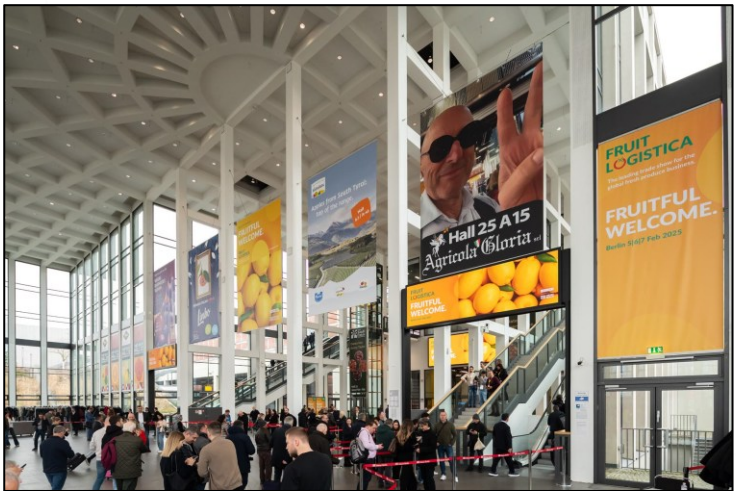
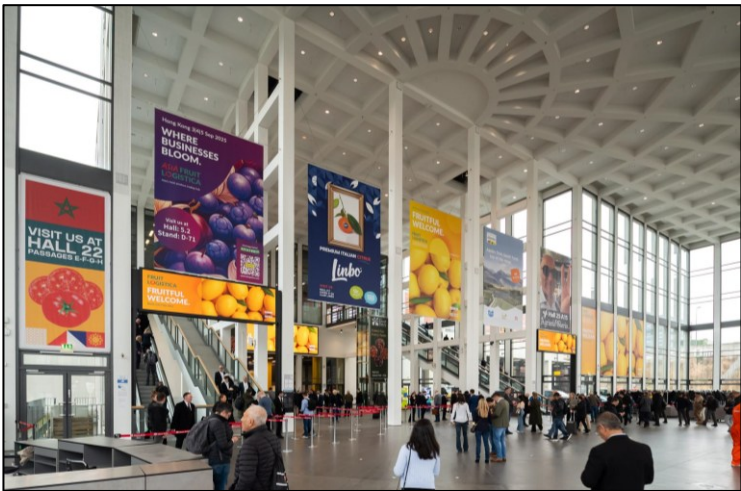


DIGITAL ADVERTISING - ENTRANCE SOUTH

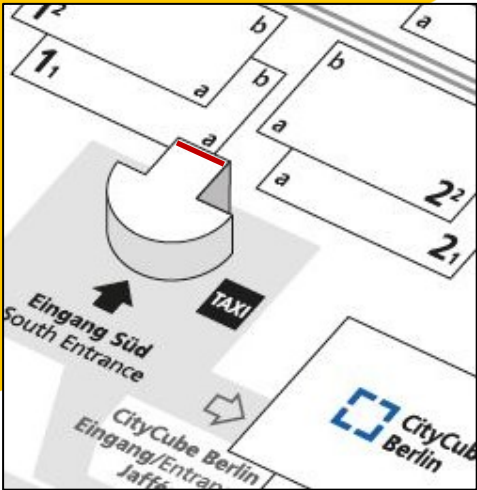


2 LED Displays above the Escalators, each 1-sided

Location	2 LED displays in the Entrance Hall at the outer sides left and right – directly above the escalators (see yellow marks in the left photo)
Technical Specs	LED displays, each 1-sided: FULL-HD display; 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9; LED dimensions: 4.86 m x 1.36 m each; resolution: 3840 x 1080 pixel each
Hire Charge	3,630.00 EUR per display for a 15 sec. spot within a loop with organizer content and other exhibitors
Data Handling	150.00 EUR per display
Status	Availability upon request.



DIGITAL ADVERTISING - ENTRANCE SOUTH

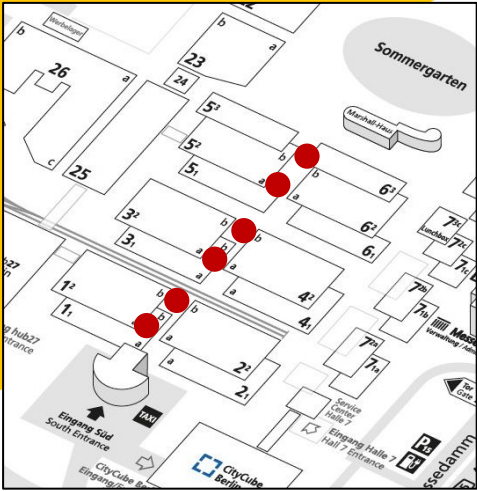
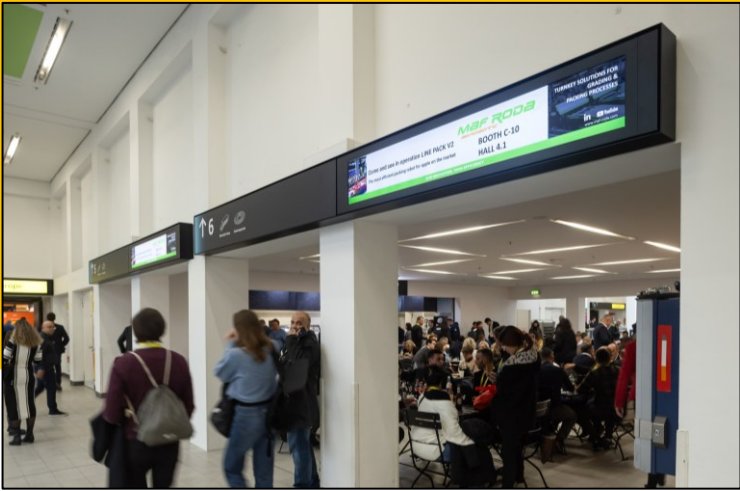


Exclusive LED Mega-Display in the Entrance Hall

Location	1 exclusive LED Mega-Display in the Entrance Hall in the access area to the site between Hall Levels 1 & 2 (see yellow mark in the left photo)
Technical Specs	FULL-HD display / 2.50 mm pixel pitch 20 MBit / 60 fps/ content 32:9 LED dimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel
Hire Charge	18,870.00 EUR for an exclusive 30 sec. spot of 1 single exhibitor within a loop with organizer content
Data Handling	150.00 EUR
Status	Availability upon request.



DIGITAL ADVERTISING - SPECIFIC HALL AREAS HALLS 1.2 TO 6.2

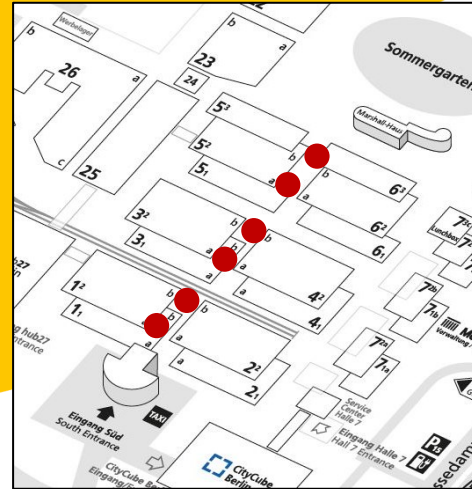
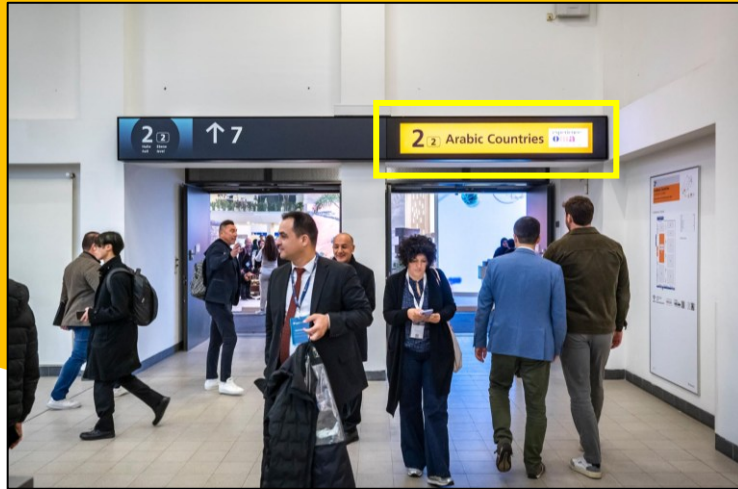


Up to 12 UltraStretched Screens GUIDING SYSTEM CENTRAL

Location	up to 12 screens in the middle foyers of Halls 1.2 to 6.2a directly in the official GUIDING SYSTEM in the walkway to the next middle foyer
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3840 x 600 pixel; ratio: 58:9
Hire Charge	975.00 EUR per screen for a 15 sec spot in a loop with FRUIT LOGISTICA content and other exhibitors (The content will be produced and delivered by the client according to our requirements.)
Data Handling	150.00 EUR per screen
Status	Availability upon request



DIGITAL ADVERTISING - SPECIFIC HALL AREAS HALLS 1.2 TO 6.2



Up to 18 UltraStretched Screens GUIDING SYSTEM HALL ENTRANCES

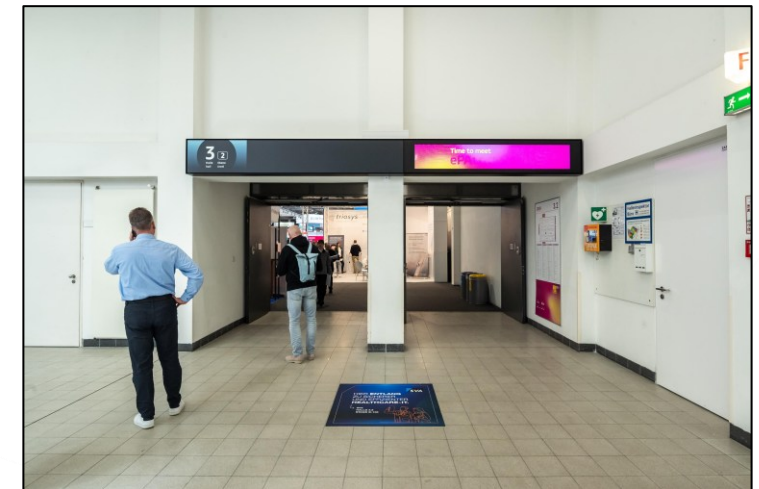
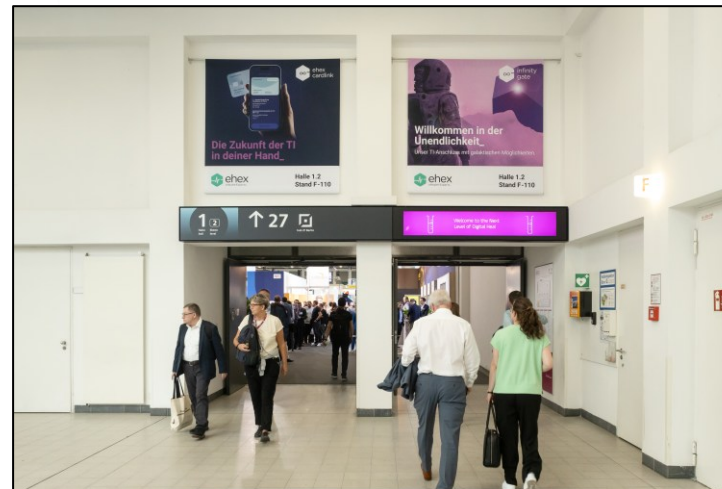
Location up to 18 screens in the GUIDING SYSTEM above the entrances to the respective Halls
(see yellow mark in the left photo)

Only available for exhibitors in the respective Halls.

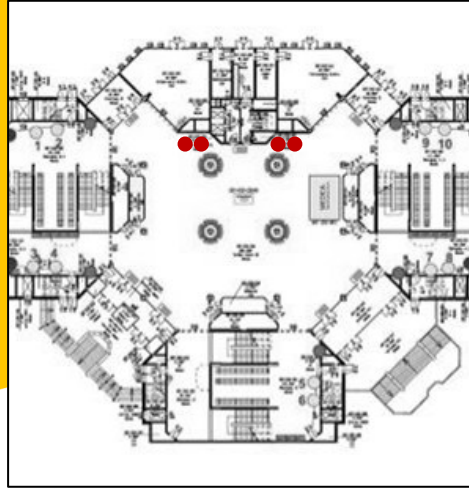
Technical Specs dimensions: 2.158 x 0.348 m (w x h) per screen
resolution: 3840 x 600 pixel; ratio: 58:9

Hire Charge 975.00 EUR per screen
for a 15 sec spot in a loop with FRUIT LOGISTICA content and other exhibitors
(The content will be produced and delivered by the client according to our requirements.)

Data Handling 150.00 EUR per screen
Status Availability upon request.



DIGITAL ADVERTISING – PASSAGEWAY “GROßER STERN”

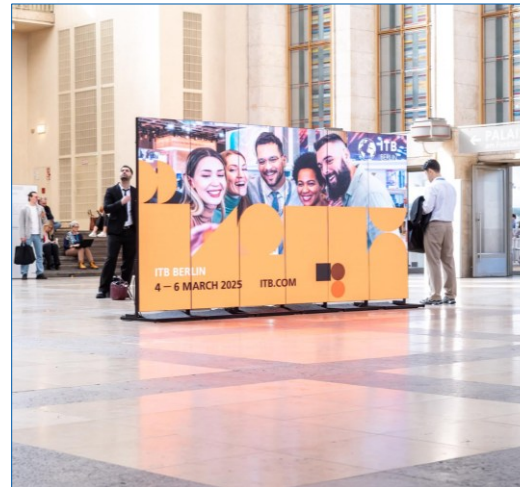
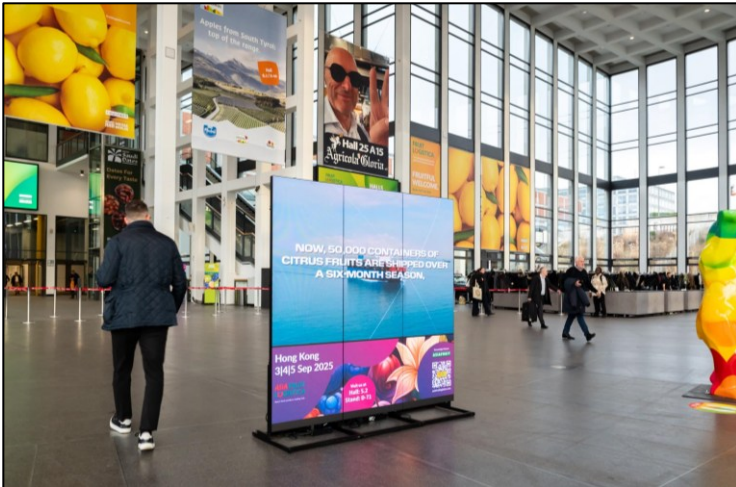
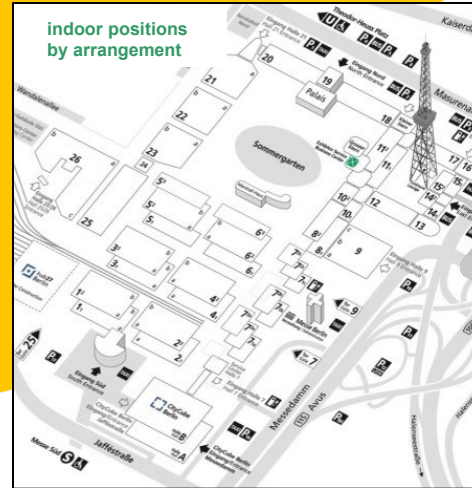


4 Digital Displays in the Passageway Großer Stern

- Location** in the passageway “Großer Stern” on Level 2 with 4 screens in total whereof 2 screens are installed side by side (see exemplary photos)
- Technical Specs** 75" displays
picture format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel
file format: PNG
video format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel
ratio: 9:16 / 60 fps
file format: MPEG-4 (.mp4) with an H.264 video compression code
- Hire Charge** 1,250.00 EUR per screen
for a 15 sec spot in a loop with FRUIT LOGISTICA content and other exhibitors
- Data Handling** 150.00 EUR per screen
- Status** Availability upon request.



DIGITAL ADVERTISING – MOBILE DISPLAYS



Mobile Full Screen Displays, each 1-sided

Location up to 6 mobile full screen displays plugged together to a continuous digital full screen display (see right photo below) - indoor positions by arrangement

Technical Specs

- 1 full screen display: 320 x 960 pixel
- 2 full screen displays: 640 x 960 pixel
- 3 full screen displays: 960 x 960 pixel
- 6 full screen displays: 1920 x 960 pixel
- format: jpg or png for image files and mp4/ h264 for video files
- recommended bit rate: 20 MBit
- recommended frame rate: 60 fps

Hire Charge

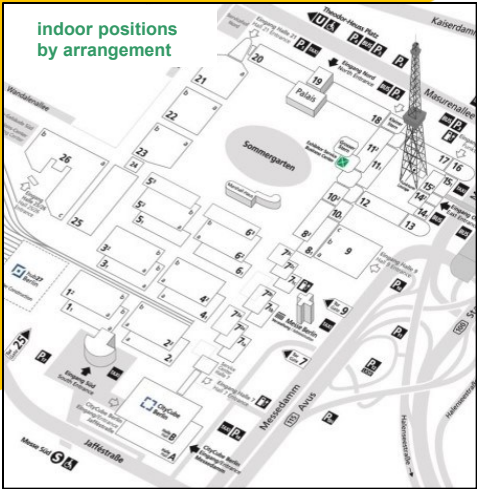
- 1 full screen display: 2,925.00 EUR
- 2 full screen displays: 4,680.00 EUR
- 3 full screen displays: 6,580.00 EUR
- 6 full screen displays: 11,450.00 EUR
- each or an exclusive use by 1 single exhibitor

Installation & Data Handling

- 1 full screen display: 450.00 EUR
- 2 full screen displays: 720.00 EUR
- 3 full screen displays: 1,020.00 EUR
- 6 full screen displays: 1,755.00 EUR

Status Availability upon request.

DIGITAL ADVERTISING – MOBILE DISPLAYS



Mobile Half Screen Displays, 1-sided

Location mobile half screen displays: positions by arrangement

Technical Specs 49 inches, portrait format
resolution: 4K, 3840 x 2160 pixel
format: jpg for image files and mp4 for video files

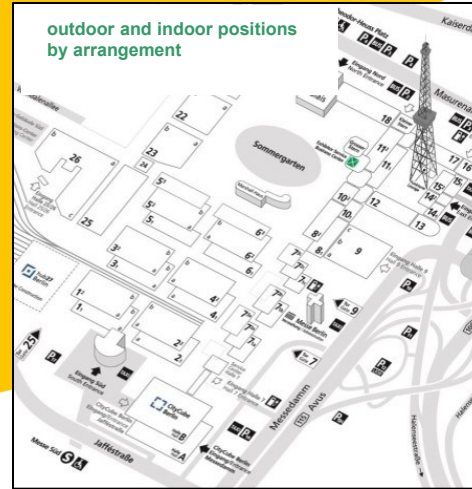
Hire Charge 1,950.00 EUR per display
for an exclusive use by 1 single exhibitor

Installation & Data Handling 450.00 EUR per display

Status Availability upon request



DIGITAL ADVERTISING – OUTDOOR & INDOOR SPECIALS



LED Cubes, 4-sided

Location 4-sided LED Cube
> out- and indoor positions by arrangement

Size (w x h) outdoor version: 5.00 m x 3.50 m per side
indoor version: 3.00 m x 2.50 m per side

Package Price incl. Handling on demand
The exact pricing depends on the position.

Status Availability upon request



DIGITAL ADVERTISING – DIGITAL DISPLAYS OUTDOORS



Digital Displays, 1- or 2-sided

Location digital advertising media such as mobile displays in portrait format:
outdoor positions by arrangement

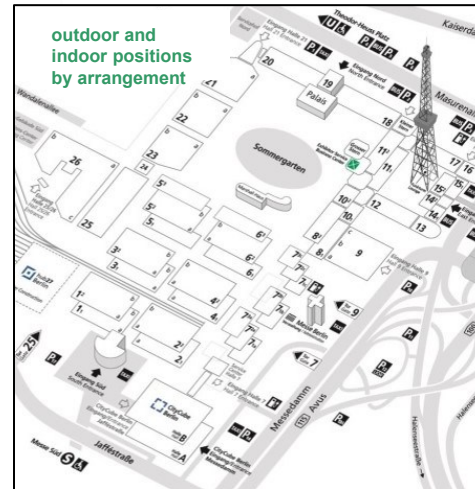
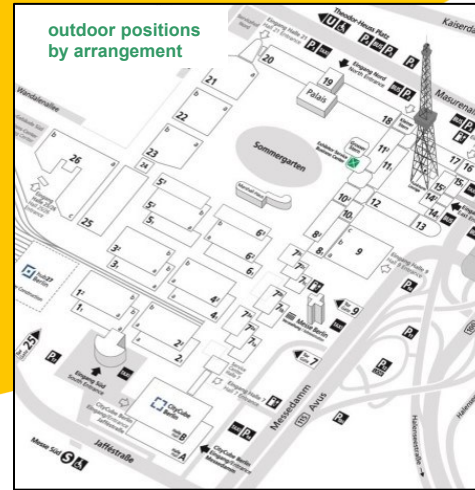
Technical Specs on demand
(depending on medium)

Package Price incl. Handling on demand
(depending on medium, size and position)

Status Availability upon request



DIGITAL ADVERTISING – OUTDOOR SPECIALS



LED Sprinter

Details	sprinter Van with digital screens on three sides, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	Different sized screens on three sides roughly 21 square meters screen size Truck size 7.10 m x 2.10 m x 3.20 m
Package Price	from 32,960.00 EUR depending on location
Status	Availability upon request.

LED Trailer

Details	Trailer with LED screen on top, the bottom trailer can be branded with adhesive foil for an additional charge, video footage has to be provided by client
Location	By prior agreement
Size (w x h)	from 6.00 m x 3.50 m screen size
Package Price	from 35,020.00 EUR depending on location and branding
Status	Availability upon request.

DIGITAL ADVERTISING – OUTDOOR SPECIALS



LED Screens at "AVUS TRIBÜNE"

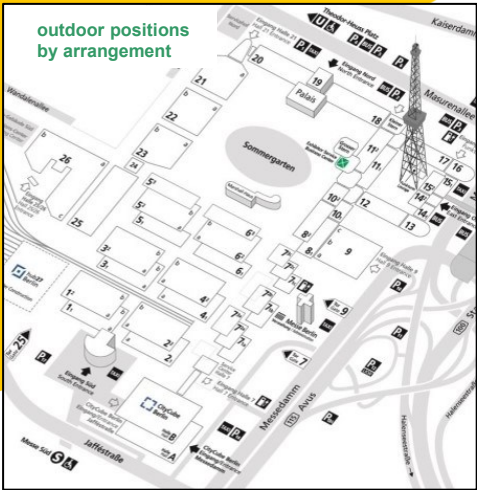
Location	3 LED screens at the AVUS TRIBÜNE in the direction of Messedamm opposite the CityCube Berlin
Size (w x h)	3 screens each with a display format of 38,400 mm x 1,920 mm. The display is graphically divided into 3 sections, each 1,920 pixels wide and 288 pixels high
Hire Charge	on demand
Status	Availability on request.



PROMOTION, SPONSORING AND BRANDING

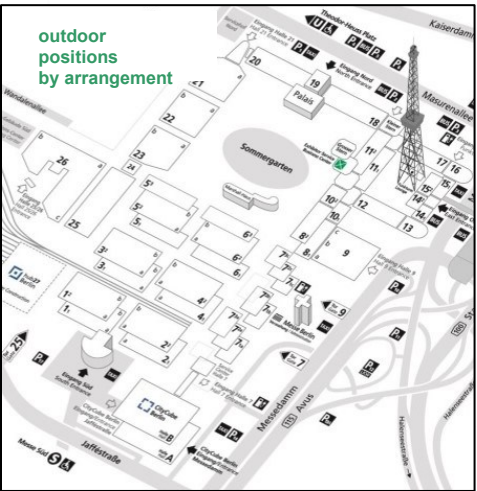


PROMOTION



Promotion Spaces for Trucks

Description	A promotional truck 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. A detailed overview of all positions will be gladly provided anytime.
Hire Charge	from 3,805.00 EUR per position
Status	Availability upon request.



Promotion Spaces for Inflatables or other Mobile Exhibits

Description	An eye-catching advertising inflatable or mobile exhibit supplied by the exhibitor is placed at a highly frequented location as for example on the plaza of Entrance South. A detailed overview of all positions will be gladly provided anytime.
Hire Charge	from 4,830.00 EUR per position
Status	Availability upon request.

PROMOTION AND SPONSORING



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	1,660.00 EUR promotion license per person Personnel and storage costs as well as advertising material etc. are not included.
Status	Availability upon request.

Sponsoring of the Media Center

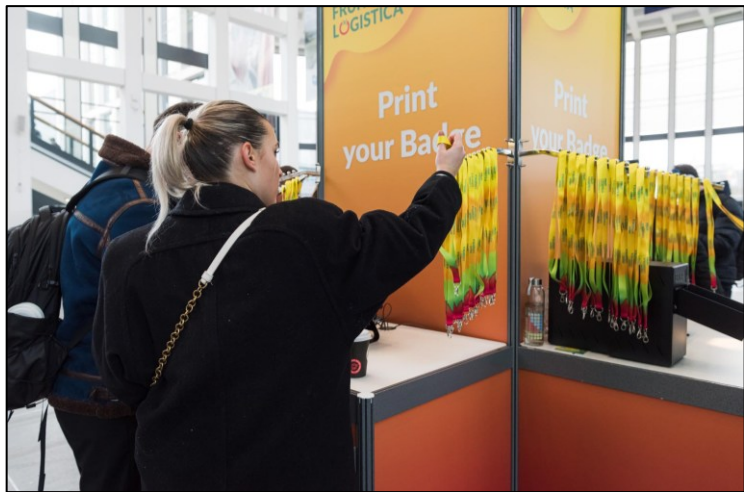
Description	The sponsor benefits from various advertising measures: e.g. diverse logo integrations, outlay of flyers, positioning of advertising spaces etc. A detailed overview of all benefits will be gladly provided anytime and discussed individually.
License	8,693.00 EUR plus production and installation of all advertising spaces and material
Status	Availability upon request.

SPONSORING



Back Side Badge Sponsoring

Description	individual design of the back sides of the on-site printed badges: up to approx. 10,000 badges printed on-site by exhibitors, trade visitors and journalists at different located badge counters on the exhibition site
Sizes	tba
Package Price	10,000.00 EUR incl. printing and distribution costs
Status	Availability upon request.



Lanyards for Visitors, Journalists & Exhibitors

Description	sponsoring of up to 25,000 lanyards provided to exhibitors, trade visitors and journalists at the information counters and badge stations on the exhibition site
Package Price	30,000.00 EUR incl. supply/ production and delivery of 25,000 lanyards
Status	Availability upon request.

SPONSORING



Co-Sponsoring Fabric Bags, double-sided printed

Description	<ul style="list-style-type: none">• non-exclusive sponsoring of min. 10,000 bags (out of max. 30,000) or• exclusive sponsoring of all 30,000 bags which will be distributed from several info counters on the exhibition site <p>One side will be branded with sponsor advertising, one side with FRUIT LOGISTICA advertising.</p>
Sizes	on demand
Sponsoring License	<ul style="list-style-type: none">• 6,762.00 EUR plus supply/ production and delivery of 10,000 bags or• 15,450.00 EUR plus supply/ production and delivery of 30,000 bags
Status	Availability upon request



BRANDING



Branding of Shuttle Busses on the Exhibition Site

Description	Up to 10 buses will shuttle exhibitors, visitors and media representatives on the exhibition site. These buses can be equipped with 2 magnetic advertising films on both sides.
Size (w x h)	driver's side: 4.17 m x 0.55 m passenger's side: 2.71 m x 0.55 m
Hire Charge	3,174.00 EUR per bus with 2 magnetic films
Production/ Installation	695.00 EUR per bus with 2 magnetic films
Status	Availability upon request

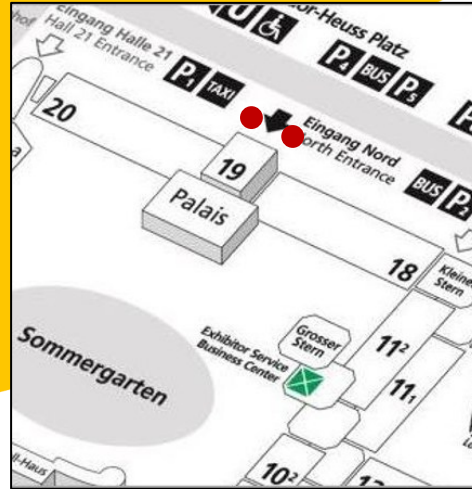
Branding of Taxis

Description	Branding of between 5 - 300 taxis which will be used all over the city, can be booked for 14 days or 1 month time period
Package Price	e.g. (1) 12,650.00 EUR for 50 taxi brandings over 2 weeks e.g. (2) 17,600.00 EUR for 50 taxi branding over 4 weeks e.g. (3) 23,650.00 EUR for 100 taxi brandings over 2 weeks e.g. (4) 31,350.00 EUR for 100 taxi brandings over 4 weeks other amounts and booking periods on demand
Status	Availability upon request

ON-SITE ADVERTISING – ENTRANCE NORTH



ENTRANCE NORTH – OUTDOORS

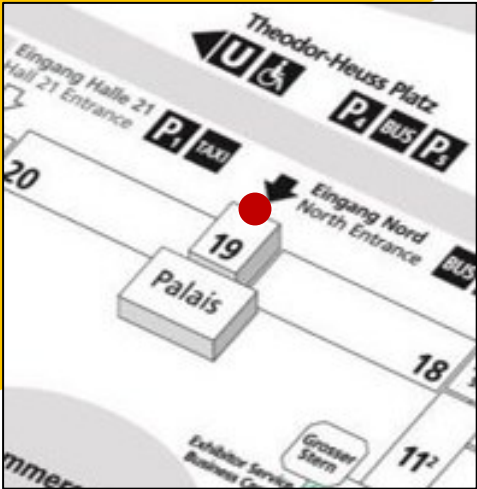


158 Flags at the Access to Hall 19

Location	158 flagpoles at the access to Entrance North: 79 on the left and 79 on the right side (see red marks on the map)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	291.00 EUR per flag
Production/ Installation	160.00 EUR to 282.00 EUR per flag (depending on layout, quantity and finishing of the flags)
Status	Availability upon request.

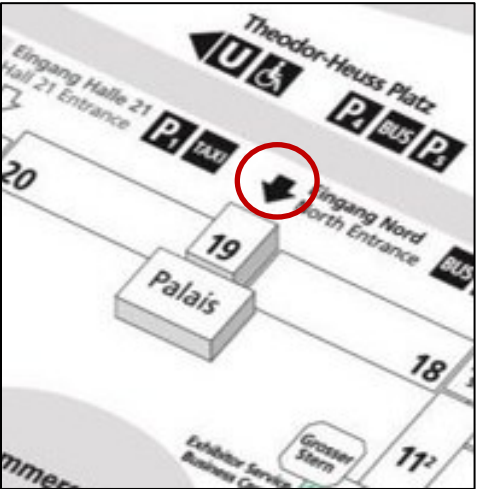


ENTRANCE NORTH – OUTDOORS



1 Mega-Banner at Hall 19

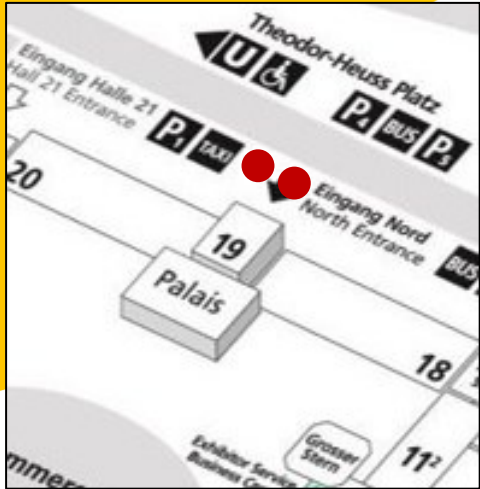
Location	directly at the facade of Hall 19 (see yellow mark in the left photo)
Size (w x h)	14.40 m x 17.80 m
Hire Charge	43,862.00 EUR
Production/ Installation	10,230.00 EUR
Status	Availability upon request.



Up to 2 Mobile Advertising Towers, each 4-sided

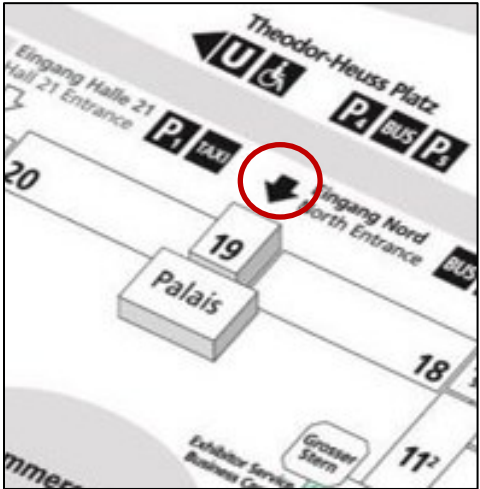
Location	at the access to Hall 19: positions by arrangement
Size (w x h)	2.302 m x 4.15 m per side (4 sides per tower; bigger formats are possible)
Hire Charge	10,961.00 EUR per 4-sided tower
Production/ Installation	3,270.00 EUR per 4-sided tower
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



2 Bench Displays at the Access to Hall 19, each 2-sided

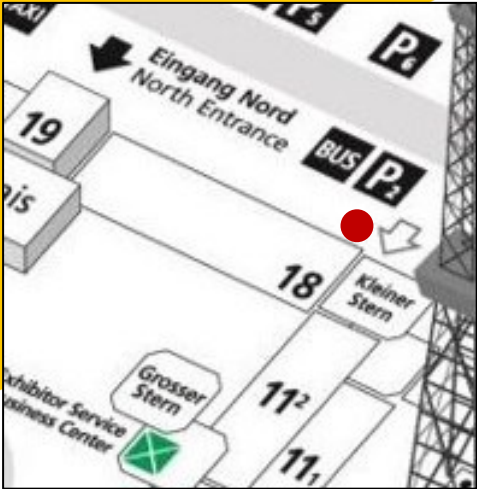
Location	at the access to Entrance North on the left and right side (see red marks on the map)
Size (w x h)	2.05 m x 2.05 m per double-sided sign (1 double-sided sign with foil on front and back side per display)
Hire Charge	4,360.00 EUR for both displays and 2 double-sided signs
Production/ Installation	1,465.00 EUR for both displays and 2 double-sided signs
Status	Availability upon request.



Promotion Spaces for Inflatables or other Mobile Exhibits

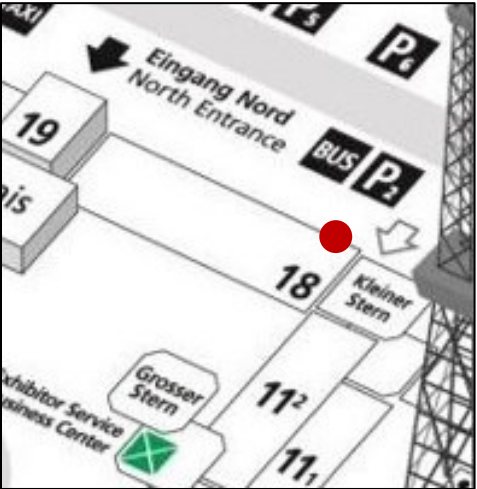
Location	An inflatable branded with advertising supplied by the exhibitor is placed at a highly frequented location at the access to Entrance North: exact position by arrangement
Size (w x h)	approx. 3.00 m x 3.00 m per position
Hire Charge	from 4,830.00 EUR per position
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



1 Advertising Tower in front of Hall 18, 2-sided

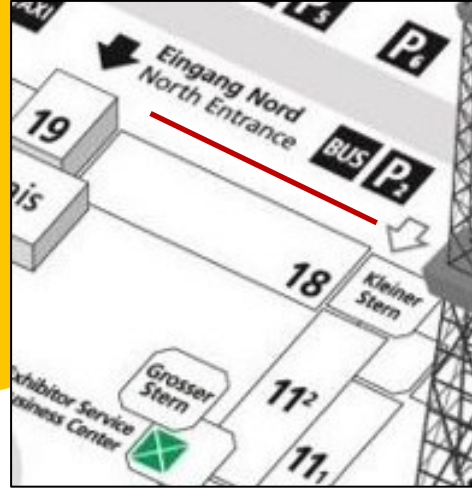
Location	in front of Hall 18 (see yellow mark in the left photo)
Size (w x h)	3.70 m x 5.75 m per banner (2 banners in total)
Hire Charge	6,646.00 EUR for both banners
Production/ Installation	2,420.00 EUR for both banners
Status	Availability upon request.



1 Mega-Banner at Hall 18

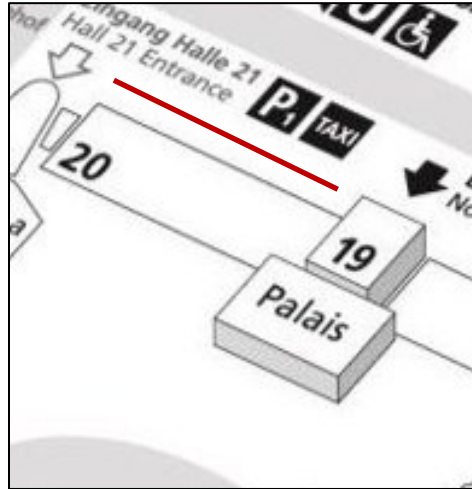
Location	at the facade of Hall 18 at the access to Entrance (see yellow mark in the left photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	16,295.00 EUR
Production/ Installation	4,855.00 EUR
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



1 Gallery Banner in front of Hall 18

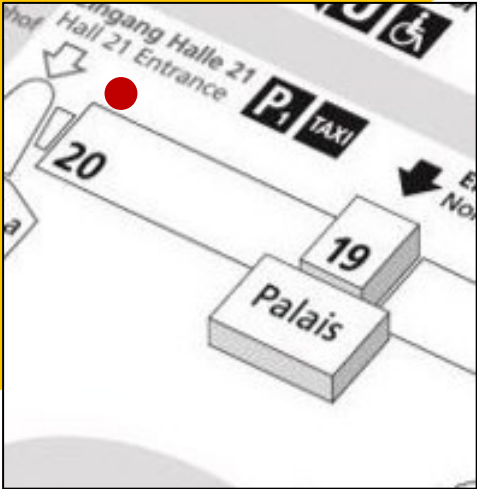
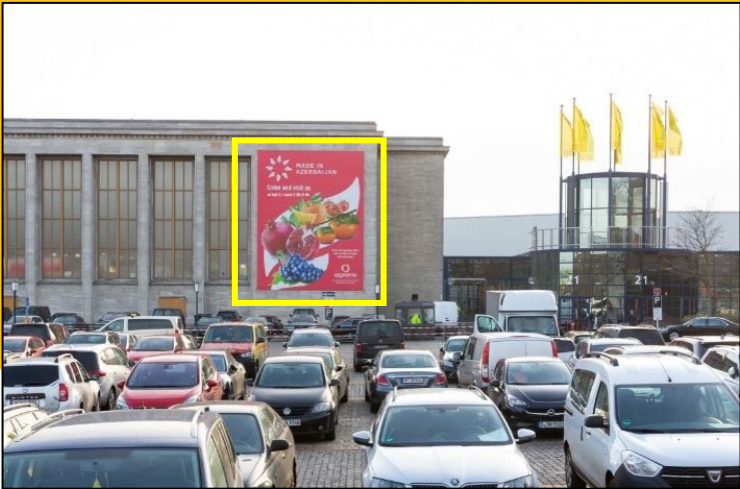
Location	at the balustrade in front of Hall 18 at the access to Entrance North (see red mark on the map)
Size (w x h)	max. 88.77 m x 1.50 m for 3 branding areas: Branding area 1: 6.41 m x 1.50 m Branding area 2: 78,13 m x 1.50 m Branding area 3: 4,50 m x 1.50 m Smaller formats on demand.
Hire Charge	22,403.00 EUR for all 3 branding areas
Production/ Installation	21,595.00 EUR for all 3 branding areas
Status	Availability upon request.



1 Gallery Banner in front of Hall 20

Location	at the balustrade in front of Hall 20 at the access to Entrance North (see red mark on the map)
Size (w x h)	max. 100.997 m x 1.50 m for 3 branding areas: Branding area 1: 11.206 m x 1.50 m Branding area 2: 83.441 m x 1.50 m Branding area 3: 6.35 m x 1.50 m Smaller formats on demand.
Hire Charge	25,482.00 EUR for all 3 branding areas
Production/ Installation	21,055.00 EUR for all 3 branding areas
Status	Availability upon request.

ENTRANCE NORTH – OUTDOORS



1 Mega-Banner at Hall 20

Location at the facade of Hall 20 at the access to Entrance
(see yellow mark in the left photo)

Size (w x h) 8.58 m x 11.20 m

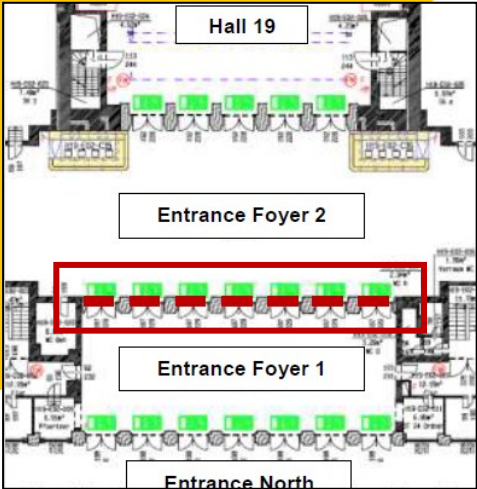
Hire Charge 16,295.00 EUR

**Production/
Installation** 4,855.00 EUR

Status Availability upon request.

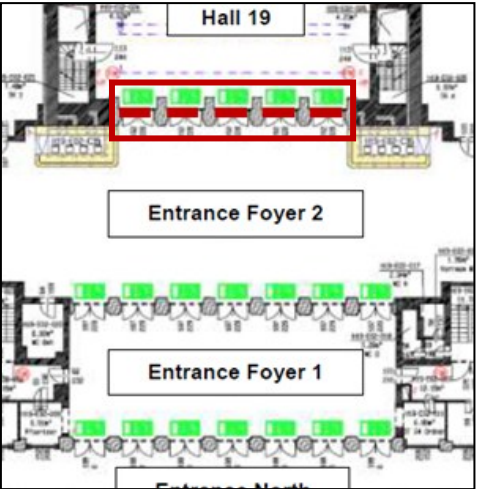


ENTRANCE NORTH – INDOORS



7 Banners in the Entrance Foyer 1

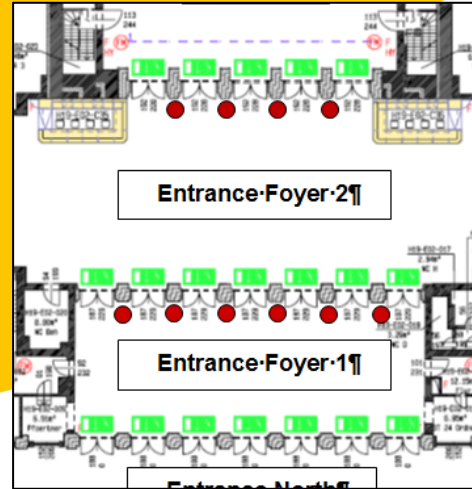
Location	in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the map)
Size (w x h)	2.20 m x 3.40 m per banner
Hire Charge	2,340.00 EUR per banner
Production/Installation	855.00 EUR per banner
Status	Availability upon request.



5 Banners in the Entrance Foyer 2

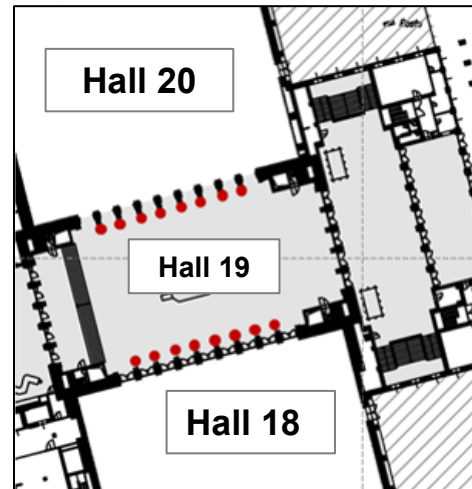
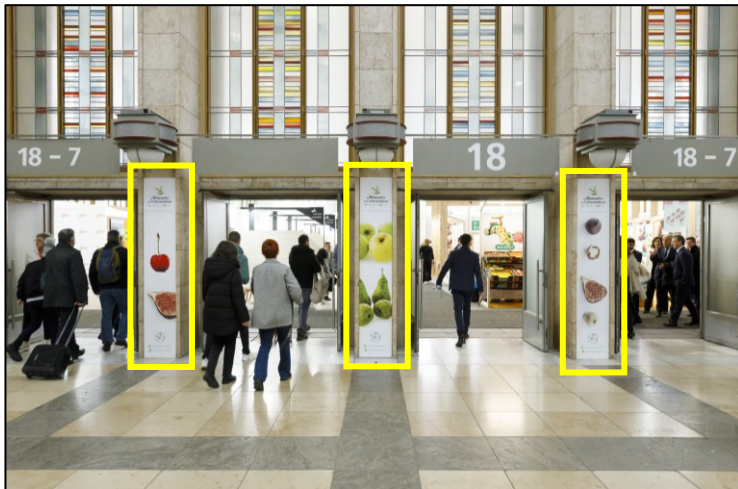
Location	in the Entrance Foyer 2 at the access to Hall 19 above the entrance doors to Hall 19 (see red marks on the map)
Size (w x h)	2.20 m x 2.90 m per banner
Hire Charge	2,040.00 EUR per banner
Production/Installation	745.00 EUR per banner
Status	Availability upon request.

ENTRANCE NORTH – INDOORS



Up to 10 Column Brandings in the Entrance Foyers

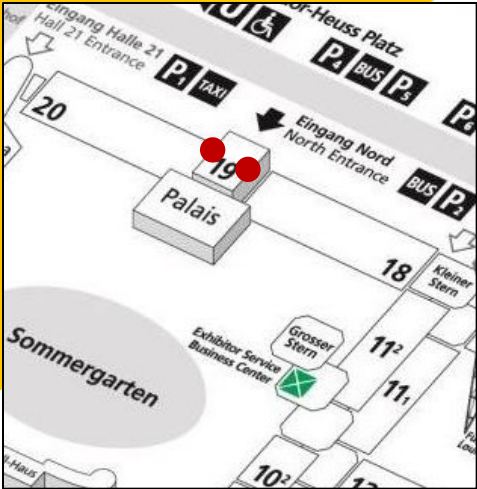
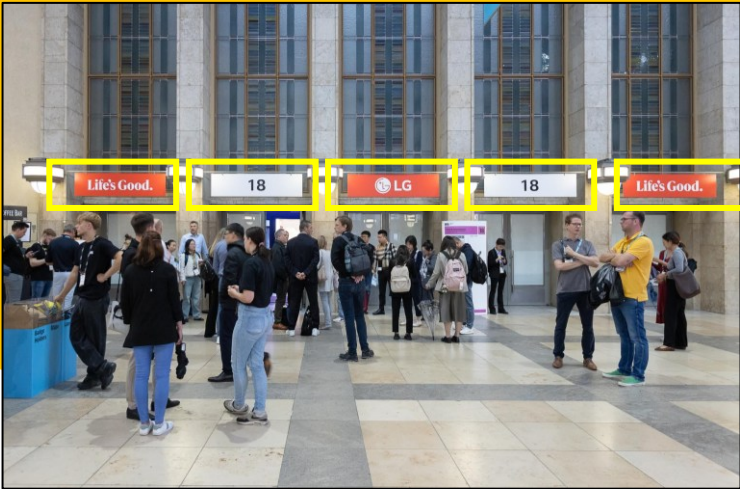
Location	<ul style="list-style-type: none"> 6 columns in the Entrance Foyer 1 4 columns in the Entrance Foyer 2 between the entrance doors to Hall 19 (see red marks on the map)
Size (w x h)	min. 0.50 m x 2.28 m per column branding
Hire Charge	908.00 EUR per column branding
Production/Installation	170.00 EUR per column branding
Status	Availability upon request.



Up to 16 Column Brandings in Hall 19

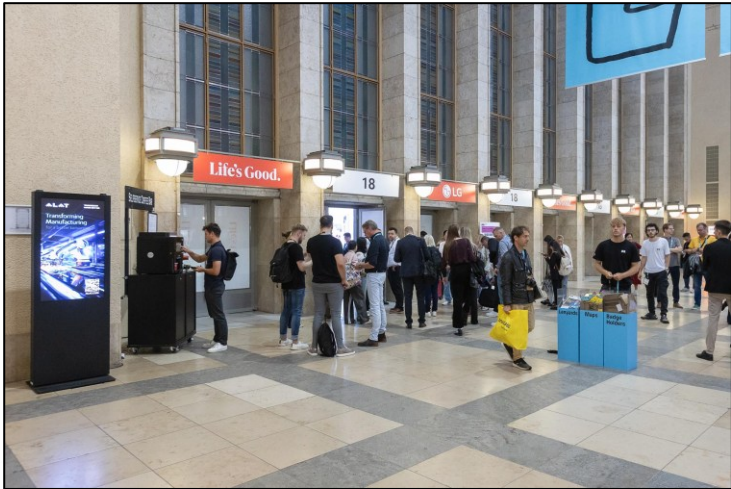
Location	<ul style="list-style-type: none"> 8 brandings at the access to Hall 18 8 brandings at the access to Hall 20 (see red marks on the map)
Size (w x h)	0.45 m x 2.49 m per column branding
Hire Charge	908.00 EUR per column branding
Production/Installation	170.00 EUR per column branding
Status	Availability upon request.

ENTRANCE NORTH – INDOORS

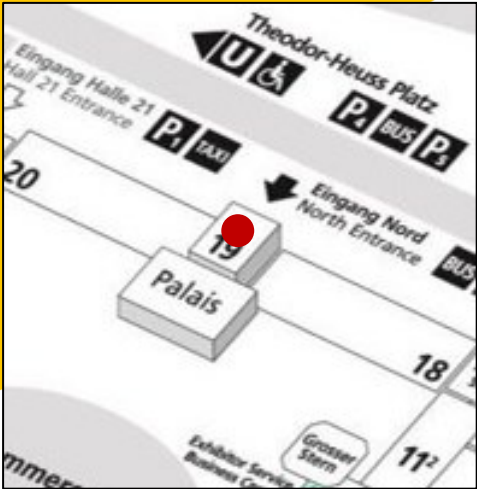
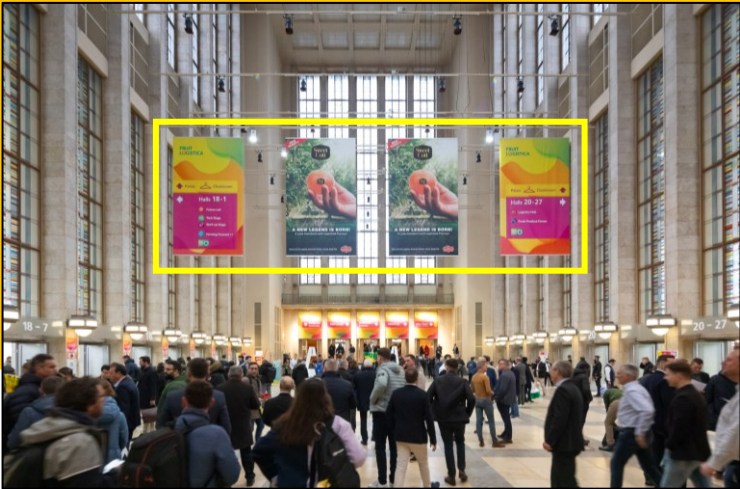


Up to 18 Hall-Brandings leading to Halls 18 or 20

Location	these brandings will placed above the entrance doors to halls 18 and 20: 9 hall brandings at hall 18 coming from hall 19 9 hall brandings at hall 20 coming from hall 19 (see yellow marks in the left photo)
Size (w x h)	2.002 m x 0.502 m per sign
Hire Charge	800.00 EUR per sign
Production/ Installation	105.00 EUR per sign
Status	Availability upon request.

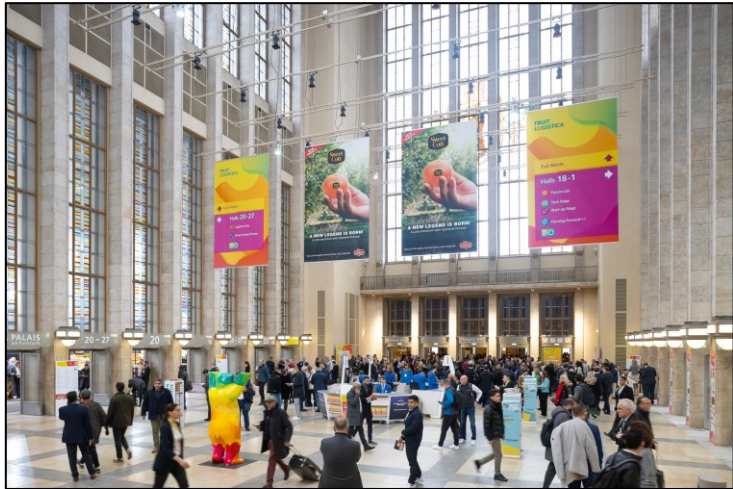
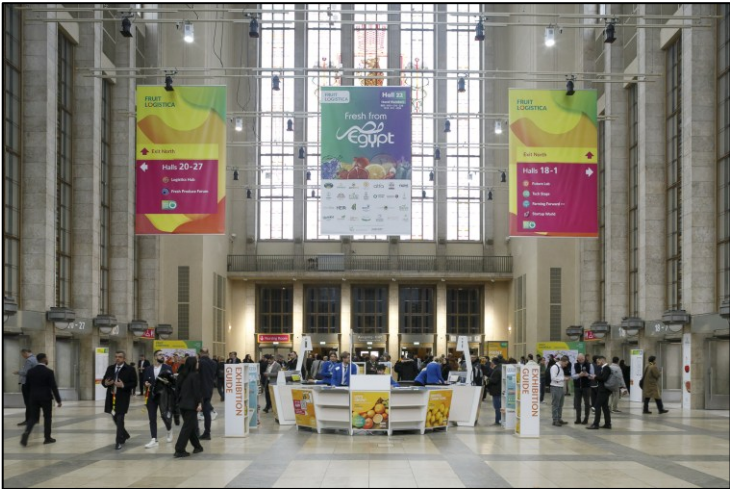
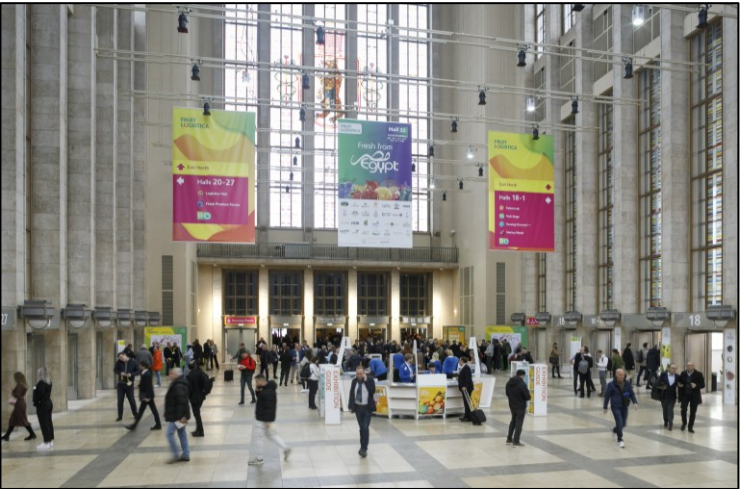


ENTRANCE NORTH – INDOORS



3 (out of max. 5) Mega-Banners in Hall 19, each 2-sided

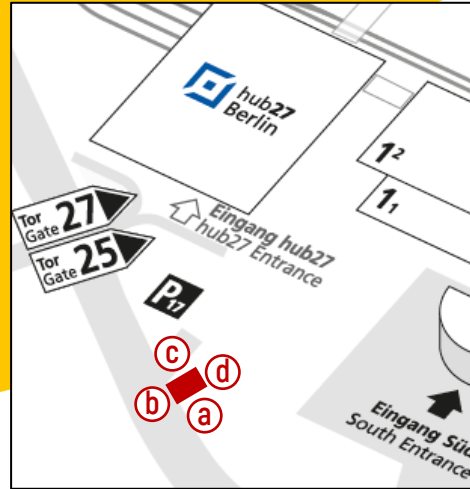
Location	directly in Hall 19 in the access areas to Halls 18 and 20: final banner positions by arrangement (see yellow mark in the left photo)
Size (w x h)	3.00 m x 5.00 m per double-sided banner (print on front and back side)
Hire Charge	6,277.00 EUR per double-sided banner
Production/Installation	950.00 EUR per double-sided banner
Status	Availability upon request.



ON-SITE ADVERTISING – ENTRANCE SOUTH SURROUNDINGS



ENTRANCE SOUTH – SURROUNDINGS



1 Advertising Tower at the Access to the Parking Areas, 4-sided

Location	at the access to the parking areas of Entrance South at "Jafféstraße"
Size (w x h)	The tower is equipped with 4 banners: east side (main road) & west side (main road): 8.75 m x 8.11 m per banner north side (car park) & south side (main road): 5.75 m x 8.11 m per banner
Hire Charge	east side (a) & west side (c): 13,909.00 EUR per banner north side (d): & south side (b): 9,138.00 EUR per banner
Production/Installation	east side (a) & west side (c): 4,618.00 EUR per banner north side (d) & south side (b): 3,065.00 EUR per banner
Status	Availability upon request.



1 Advertising Tower at Gates 25/ 27, 2-sided

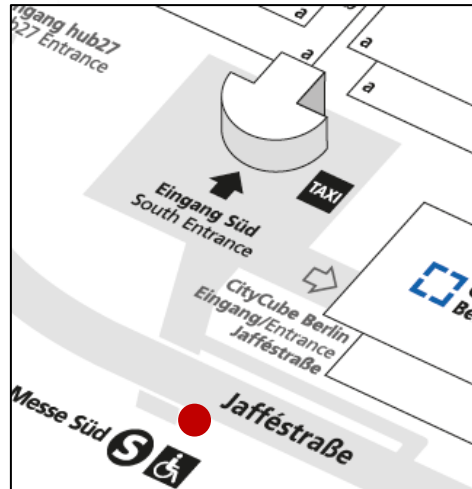
Location	at the access to Gates 25/ 27 at "Jafféstraße"
Size (w x h)	3.94 m x 9.25 m per side (2 sides in total)
Hire Charge	14,294.00 EUR for both sides
Production/Installation	4,185.00 EUR for both sides
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



11 Flags between the Parking Areas and Gates 25/ 27- without arm

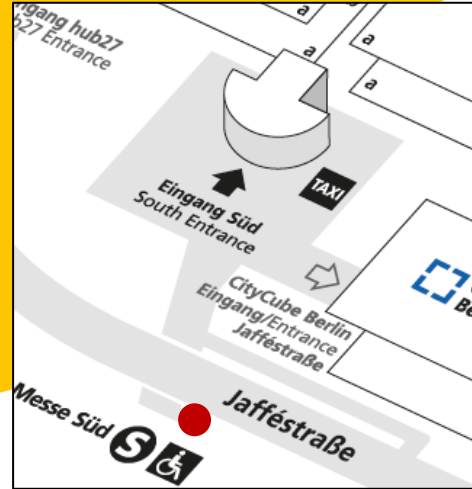
Location	11 flagpoles at Jafféstraße between the parking areas of Entrance South and the access to Gates 25 / 27 (see yellow mark in the left photo)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	291.00 EUR per flag
Production/ Installation	160.00 EUR to 282.00 EUR per flag (depending on layout, quantity and finishing of the flags)
Status	Availability upon request.



1 Outer Bridge Branding at the Pedestrian Access

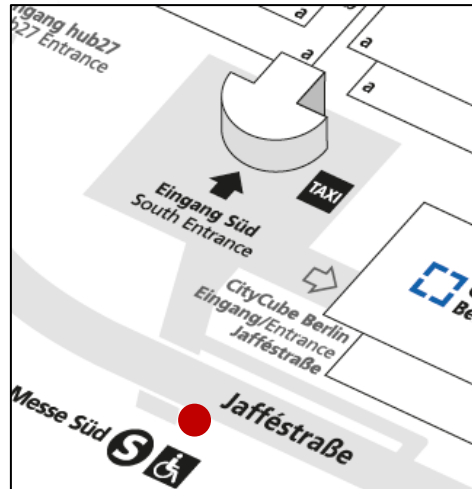
Location	1 outer branding at the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South (see yellow mark in the left photo)
Size (w x h)	15.00 m x 1.60 m
Hire Charge	7,043.00 EUR
Production/ Installation	1,465.00 EUR
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



66 Step Graphics at the Stairs at the Pedestrian Access

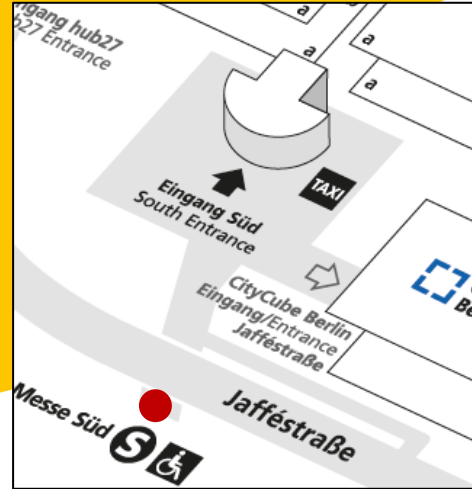
Location	branding of the stairs that lead to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	3.60 m x 0.14 m per step (4 segments with 66 steps in total)
Hire Charge	13,293.00 EUR for all 66 step graphics
Production/Installation	3,925.00 EUR for all 66 steps graphics
Status	Availability upon request.



46 Light Pole Brandings at the Pedestrian Access, each 1-sided

Location	38 brandings at the light poles on the left and right sides of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South and 8 brandings on the light poles at the side access (see yellow mark in the left photo)
Size (w x h)	e.g. 0.50 m x 1.35 m per branding Special formats on demand.
Hire Charge	e.g. 18,087.00 EUR for all 46 brandings, each 1-sided
Production/Installation	e. g. 5,325.00 EUR for all 46 brandings, each 1-sided
Status	Availability upon request.

ENTRANCE SOUTH – SURROUNDINGS



3 Balustrade Brandings at the Pedestrian Access, each 1-sided

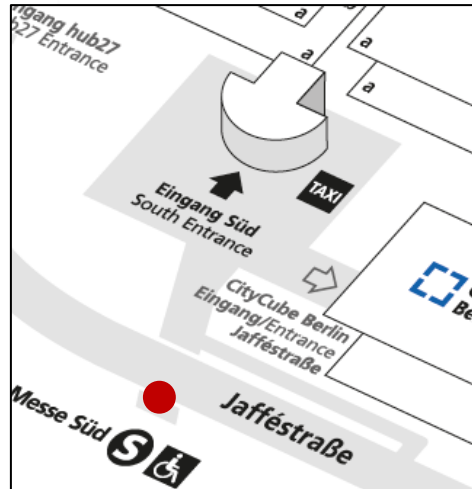
Location 3 inner brandings at the balustrade that lead to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South (see yellow marks in the left photo)

Size (w x h) 3.12 m x 0.53 m per banner
(3 banners in total)

Hire Charge 2,412.00 EUR for all 3 banners

Production/ Installation 460.00 EUR for all 3 banners

Status Availability upon request.



2 Bridge Brandings at the Pedestrian Access, each 1-sided

Location 2 inner brandings at the left and right side of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South (see yellow marks in the left photo)

Size (w x h) 24.85 m x 0.80 m per banner
(2 banners in total)

Hire Charge 14,507.00 EUR for both banners

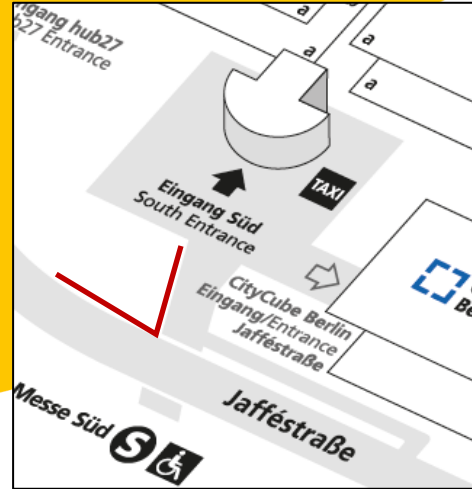
Production/ Installation 2,620.00 EUR for both banners

Status Availability upon request.

ON-SITE ADVERTISING – ENTRANCE SOUTH

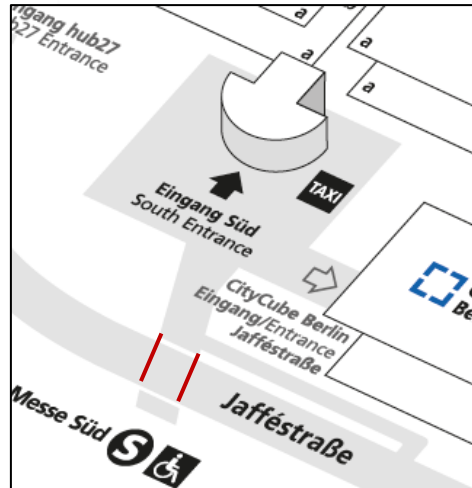
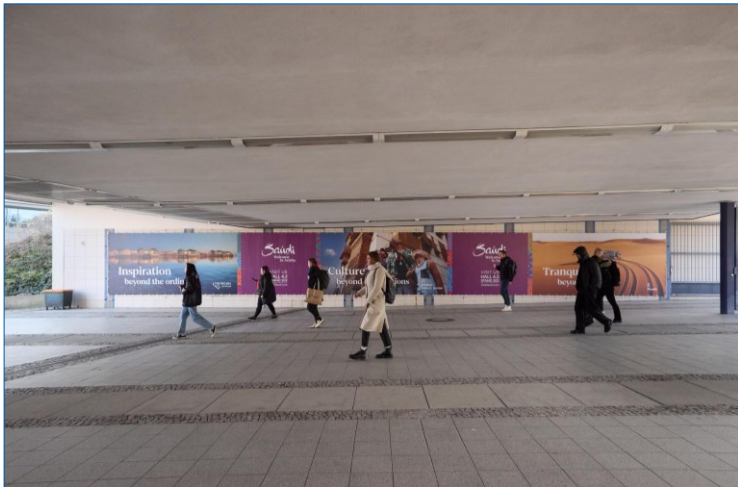


ENTRANCE SOUTH – OUTDOORS



82 Flags along the Main Road and at the Pedestrian and Taxi Access –without arm

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	291.00 EUR per flag
Production/Installation	160.00 EUR to 282.00 EUR per flag (depending on layout, quantity and finishing of the flags)
Status	Availability upon request.



1 Tunnel Branding at the Pedestrian and Taxi Access, 2 sides

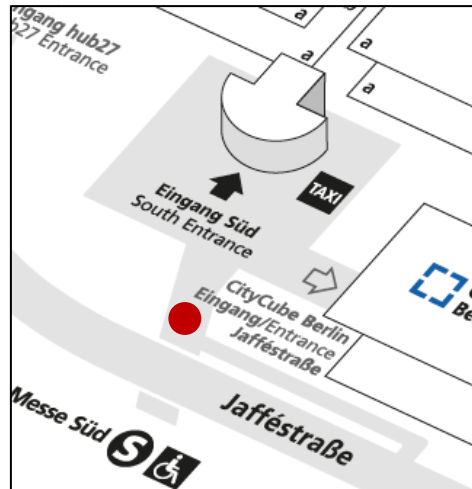
Location	branding of the walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	left side: 20.49 m x 2.30 m right side: 20.49 m x 2.30 m
Hire Charge	20,075.00 EUR for both sides
Production/Installation	6,365.00 EUR for both sides
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



30 Flags the Pedestrian and Taxi Access to Entrance South – without arm

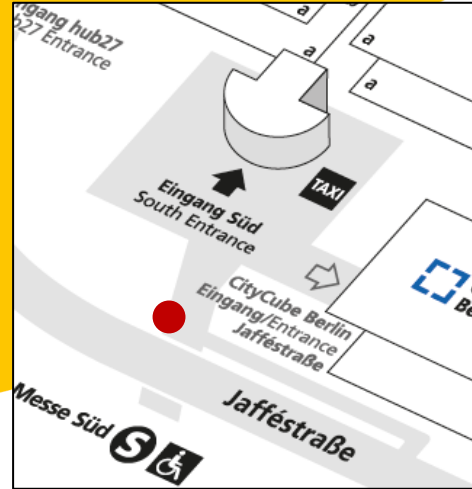
Location	30 flagpoles between the CityCube Berlin and Entrance South as well as at the pedestrian and taxi access to Entrance South (see yellow mark in the left photo)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	291.00 EUR per flag
Production/Installation	160.00 EUR to 282.00 EUR per flag (depending on layout, quantity and finishing of the flags)
Status	Availability upon request.



Floor Graphics at the Pedestrian and Taxi Access

Location	on the pedestrian and next to the taxi access to Entrance South
Size (w x h)	e.g. 2.40 m x 2.40 m or 2.40 m diameter per floor graphic Special formats on demand.
Hire Charge	2,297.00 EUR per floor graphic
Production/Installation	740.00 EUR per floor graphic
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



3 Advertising Plates at the Pedestrian and Taxi Access

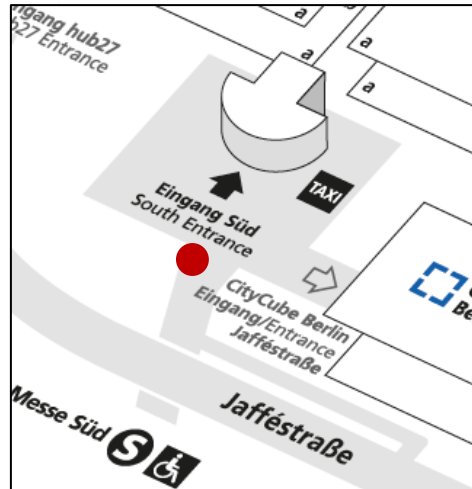
Location at the pedestrian and taxi access to Entrance South
(see yellow mark in the left photo)

Size (w x h) 3.50 m x 6.70 m per banner
(3 banners in total)

Hire Charge e.g. 7,421.00 EUR per banner
e.g. 21,150.00 EUR for all 3 banners

Production/ Installation e.g. 2,565.00 EUR per banner
e.g. 6,415.00 EUR for all 3 banners

Status Availability upon request.



1 Bridge Branding consisting of 3 Banners at the Pedestrian and Taxi Access

Location 2 banners at the balustrade and 1 branding of the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South

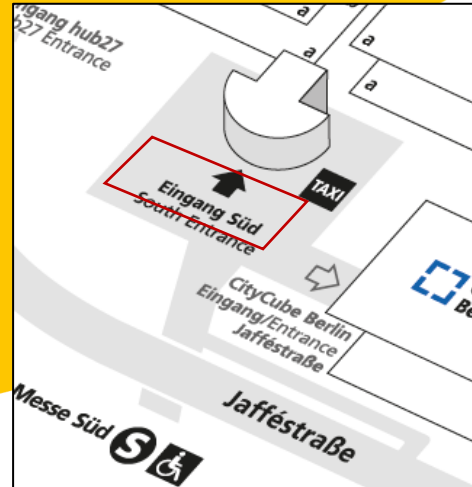
Size (w x h) railings: 23.10 m x 0.90 m per side (front and back)
1 wall in trapezium shape: min. 76.00 m²
(left side coming from the urban railway station)

Hire Charge 17,941.00 EUR in total

Production/ Installation 6,870.00 EUR in total

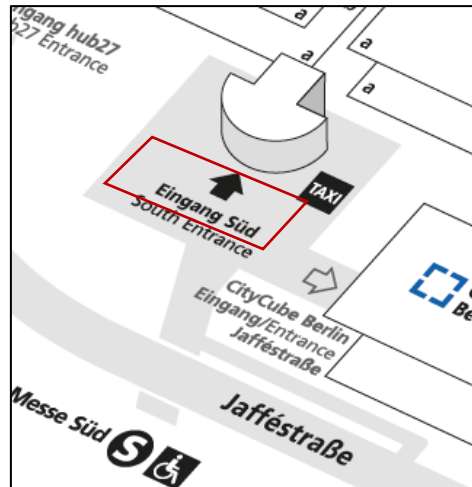
Status Availability upon request.

ENTRANCE SOUTH – OUTDOORS



Mobile Advertising Towers on the Plaza, each 4-sided

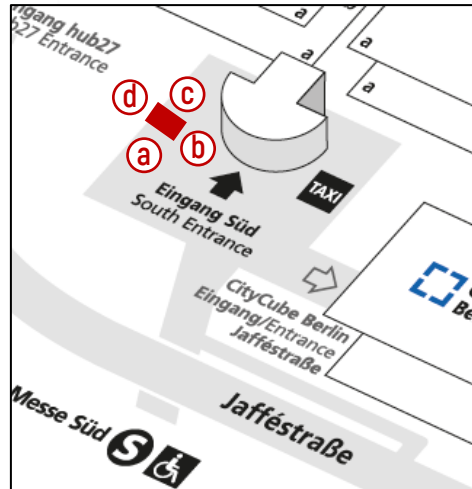
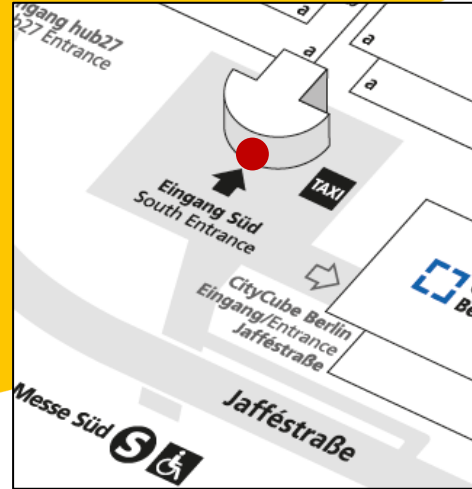
Location	directly on the plaza of Entrance South: positions by arrangement (photo on the left shows the small tower)
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 10,961.00 EUR per 4-sided tower e.g. big: 23,301.00 EUR per 4-sided tower
Production/ Installation	e.g. small: 3,270.00 EUR per 4-sided tower e.g. big: 5,495.00 EUR per 4-sided tower
Status	Availability upon request.



Advertising Balloons on the Plaza

Location	directly on the plaza of Entrance South: positions by arrangement
Size	e.g. 3.00 m diameter per balloon Other formats and shapes are possible.
Hire Charge	5,990.00 EUR for 1 balloon with 3.00 m diameter
Production/ Installation	from 8,780.00 EUR per balloon (depending on shape, size and accessories)
Status	Availability upon request.

ENTRANCE SOUTH – OUTDOORS



4 Window Brandings at the Entrance Hall

Location at the windows of the Entrance Hall:
see yellow marked window brandings A to D on the left photo

Size (w x h) 10.80 m x 7.95 m per "big" banner

Hire Charge 16,004.00 EUR for 1 banner,
i.e. per window branding

Production/ Installation 5,350.00 EUR for 1 banner,
i.e. per window branding

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

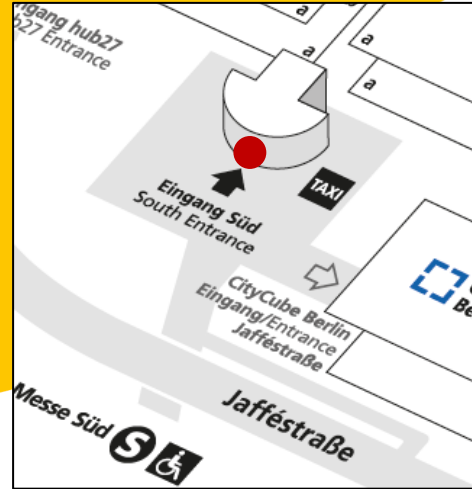
Size (w x h) south side/ plaza (a) & north side/ Hall 1.2 (c): 8.70 m x 8.11 m each
east side/ plaza (b) & west side/ Hall 27 (d): 5.70 m x 8.11 m each

Hire Charge south side/ plaza (a): 13,905.00 EUR
east side/ plaza (b): 9,138.00 EUR
north side/ Hall 1 (c): 11,125.00 EUR
west side/ Hall 27 (d): 7,311.00 EUR

Production/ Installation south & north side: 4,420.00 EUR each
east & west side: 2,935.00 EUR each

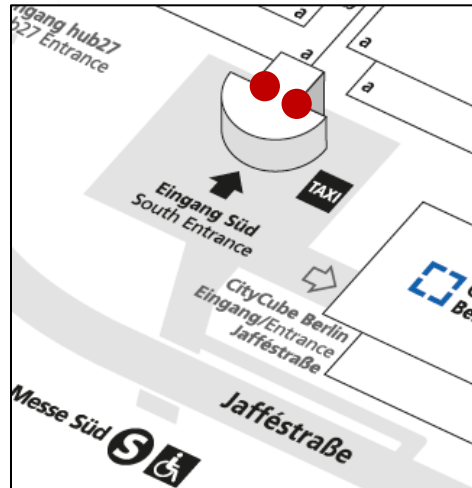
Status Availability upon request.

ENTRANCE SOUTH – OUTDOORS AND INDOORS



20 Door Brandings at the Entrance Hall (outdoor and indoor)

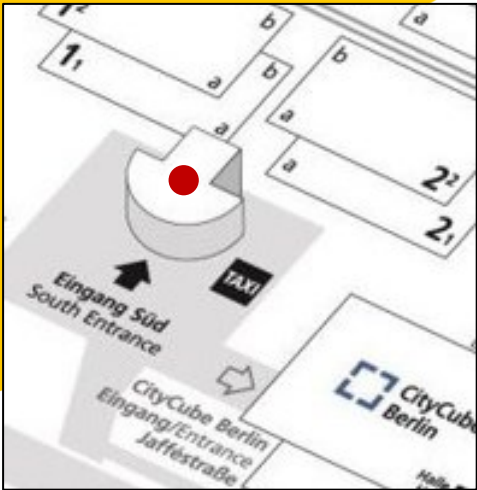
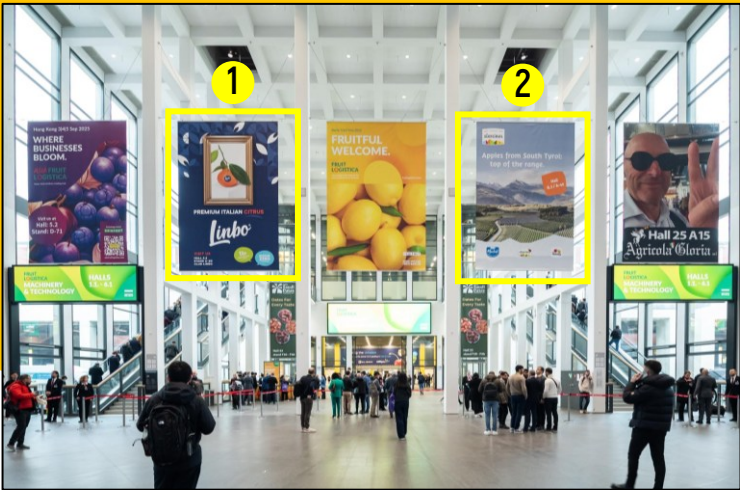
Location	directly above the revolving doors of the Entrance Hall outdoors and indoors: - 10 brandings can be installed above 10 revolving outer doors (see exemplary yellow mark in the left photo) and - 10 brandings can be placed above the respective inner doors
Size (w x h)	2.35 m x 0.485 m per outer branding 1.76 m x 0.435 m per inner branding
Hire Charge	13,308.00 EUR for all 20 brandings
Production/ Installation	1,745.00 EUR for all 20 brandings
Status	Availability upon request.



2 LED Displays above the Escalators, each 1-sided

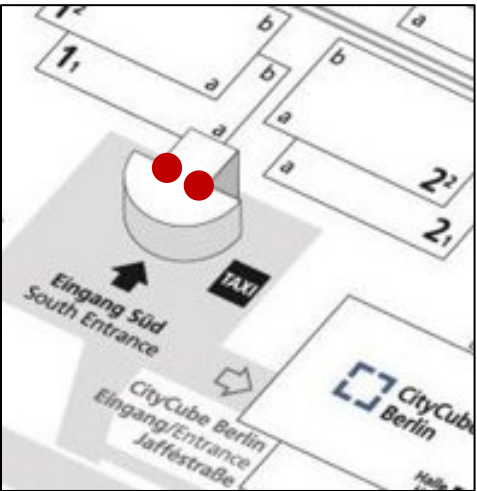
Location	2 LED displays in the Entrance Hall at the outer sides left and right – directly above the escalators (see yellow marks in the left photo)
Technical Specs	LED displays, each 1-sided: FULL-HD display; 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9; LED dimensions: 4.86 m x 1.36 m each; resolution: 3840 x 1080 pixel each
Hire Charge	3,630.00 EUR per display for a 15 sec. spot within a loop with organizer content and other exhibitors
Data Handling	150.00 EUR per display
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



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

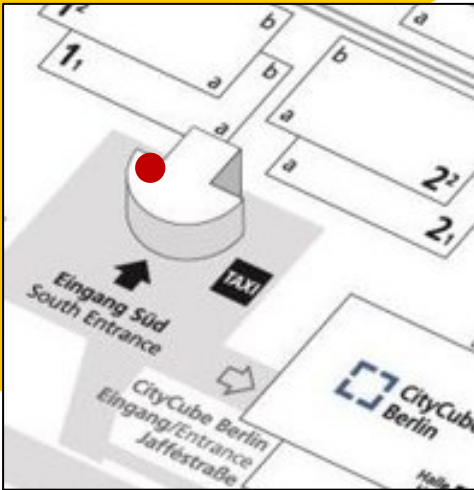
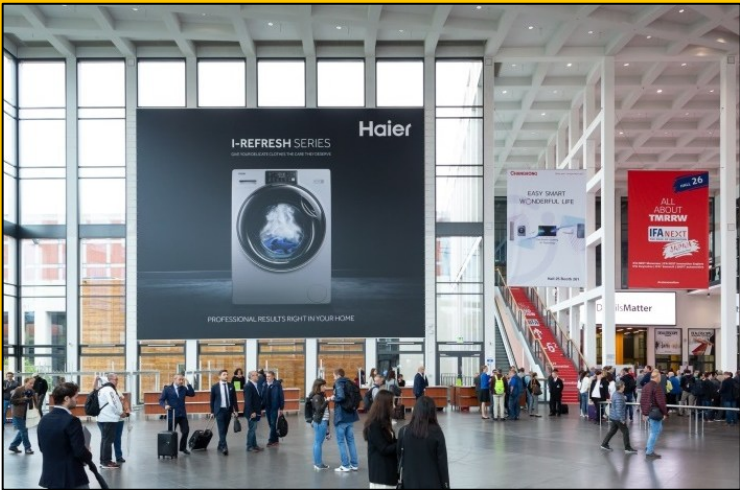
Location	in the middle of the Entrance Hall in the access area to the exhibition site (see yellow marks in the left photo: positions 1 and 2)
Size (w x h)	4.00 m x 6.00 m per double-sided banner (print on front and back side)
Hire Charge	7,540.00 EUR per double-sided banner
Production/ Installation	3,165.00 EUR per double-sided banner
Status	Availability upon request.



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

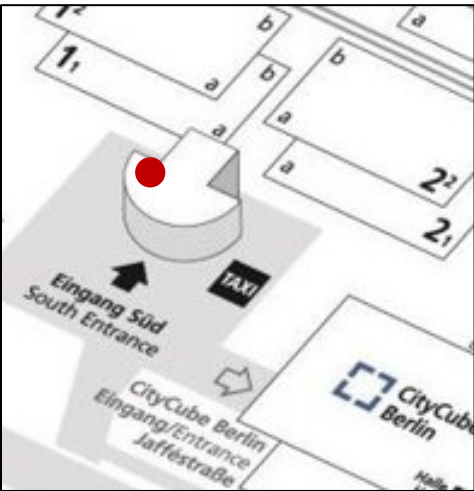
Location	at the outer sides left and right directly above the escalators in the Entrance Hall (see yellow marks in the left photo: positions A and B)
Size (w x h)	4.00 m x 5.70 m per double-sided banner (print on front and back side)
Hire Charge	7,540.00 EUR per double-sided banner
Production/ Installation	3,165.00 EUR per double-sided banner
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



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

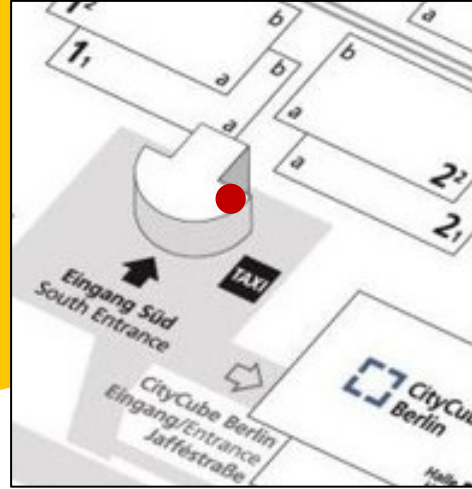
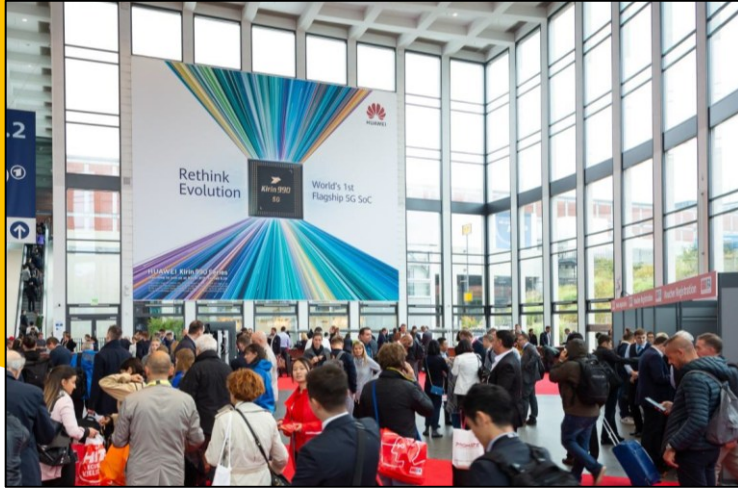
Location	1 giant banner in the Entrance Hall at the windows on the left side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	32,138.00 EUR
Production/ Installation	11,300.00 EUR
Status	Availability upon request.



Option B: 4 Window Brandings in the Entrance Hall on the left side

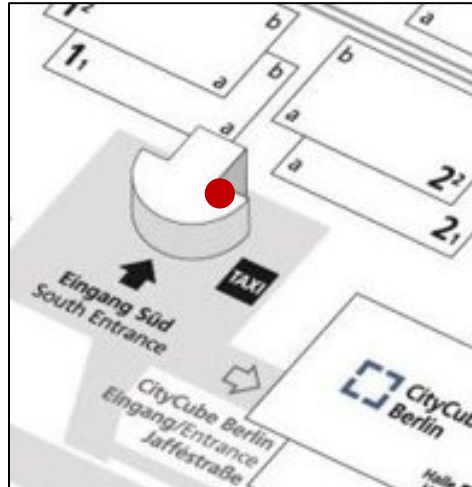
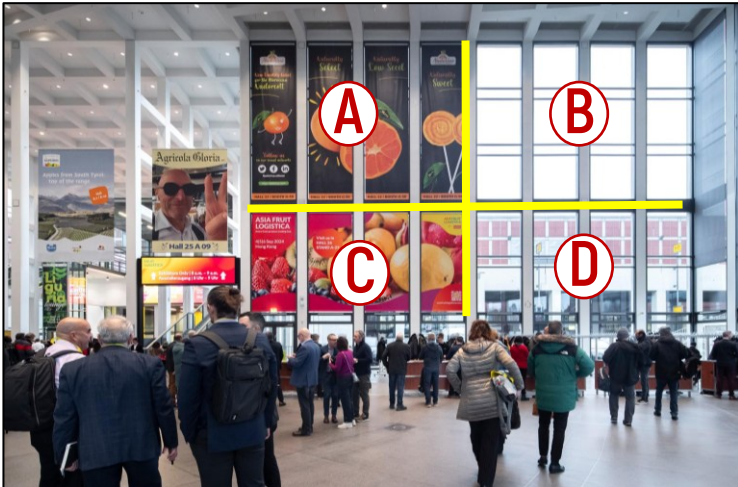
Location	at the windows in the Entrance Hall on the left hand side: see yellow marked window brandings A to D on the left photo
Size (w x h)	A and B: 2.33 m x 8.25 m per banner (4 banners per window branding) C and D: 2.33 m x 5.30 m per banner (4 banners per window branding)
Hire Charge	14,566.00 EUR for window branding A or B 9,357.00 EUR for window branding C or D
Production/ Installation	5,255.00 EUR for window branding A or B 3,750.00 EUR for window branding C or D
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



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

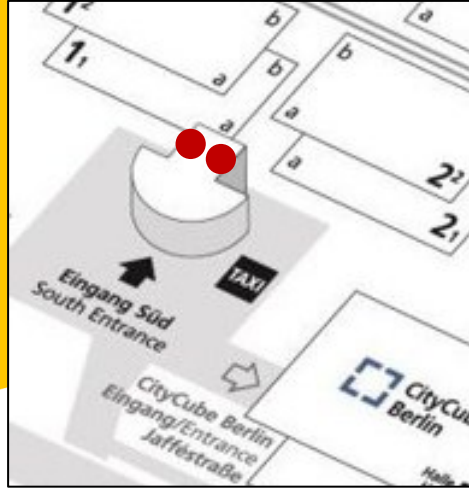
Location	1 giant banner in the Entrance Hall at the windows on the right side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	32,138.00 EUR
Production/Installation	11,300.00 EUR
Status	Availability upon request.



Option B: 4 Window Brandings in the Entrance Hall on the right side

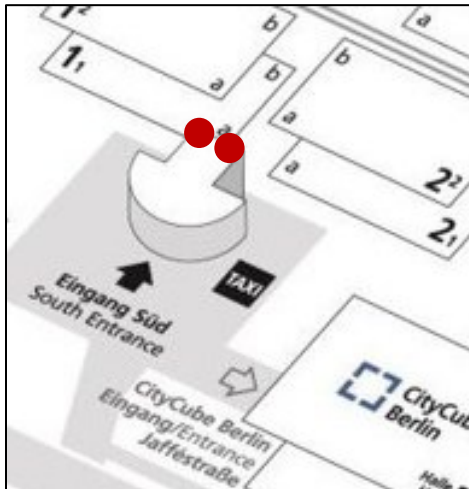
Location	at the windows in the Entrance Hall on the right hand side: see yellow marked window brandings A to D on the left photo
Size (w x h)	A and B: 2.33 m x 8.25 m per banner (4 banners per window branding) C and D: 2.33 m x 5.30 m per banner (4 banners per window branding)
Hire Charge	14,566.00 EUR for window branding A or B 9,357.00 EUR for window branding C or D
Production/Installation	5,255.00 EUR for window branding A or B 3,750.00 EUR for window branding C or D
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



4 Suspended Banners in the Entrance Hall

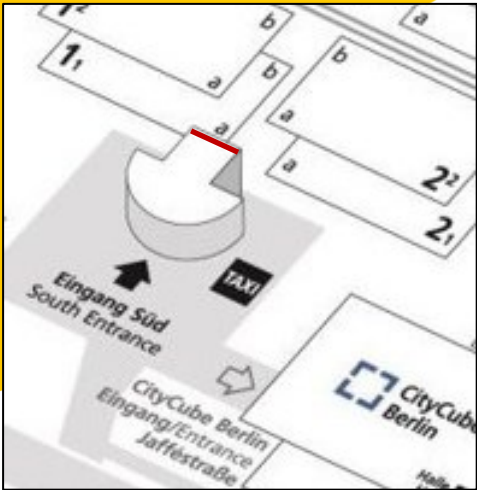
Location	up to 4 banners (2 per elevator) in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see yellow and green marks in the left photo)
Size (w x h)	2.10 m x 6.00 m per banner (2 banners per elevator- 4 banners in total)
Hire Charge	6,143.00 EUR for 2 frontside banners (see yellow marks on the left photo) 5,521.00 EUR for 2 side face banners (see green marks on the left photo)
Production/ Installation	2,145.00 EUR for 2 banners 4,290.00 EUR for all 4 banners
Status	Availability upon request.



Up to 8 Window Brandings in the Entrance Hall on the entrance level

Location	in the Entrance Hall at the access to Halls 1.1 to 6.1 (see exemplary yellow marks in the left photo)
Size (w x h)	2.34 m x 2.35 m per window branding
Hire Charge	8,389.00 EUR for 4 front side brandings 4,194.00 EUR for 4 back side brandings (11,326.00 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

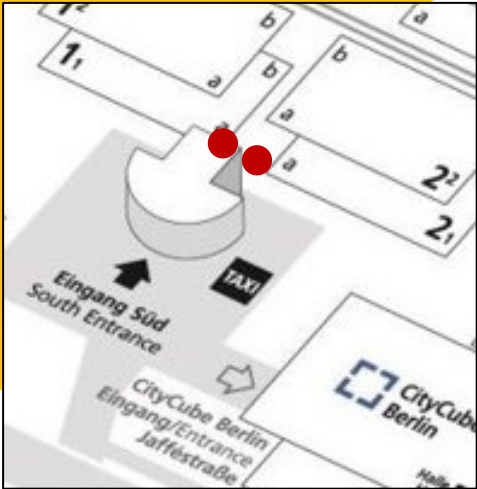


1 Exclusive LED Mega-Display in the Entrance Hall

Location	1 exclusive LED Mega-Display in the Entrance Hall in the access area to the site between Hall Levels 1 & 2 (see yellow mark in the left photo)
Technical Specs	FULL-HD display / 2.50 mm pixel pitch 20 MBit / 60 fps/ content 32:9 LED dimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel
Hire Charge	18,870.00 EUR for an exclusive 30 sec. spot of 1 single exhibitor within a loop with organizer content
Data Handling Status	150.00 EUR Availability upon request.

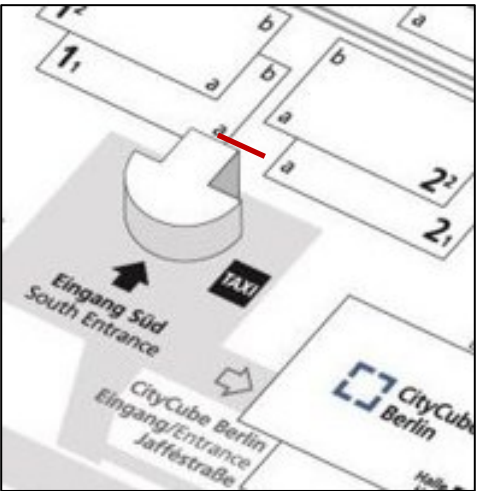


ENTRANCE SOUTH – INDOORS



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

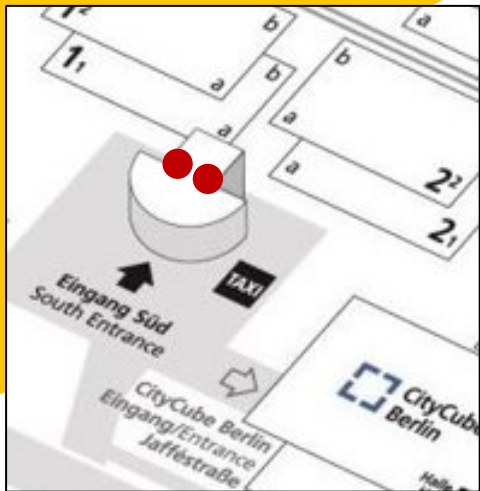
Location	in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1 (see yellow marks in the left photo)
Size (w x h)	front and back sides: 0.86 m x 6.00 m each lateral sides: 1.32 m x 6.00 m each (4 sides per pillar)
Hire Charge	7,540.00 EUR for both 4-sided pillar brandings
Production/ Installation	on demand (depending on technical implementation)
Status	Availability upon request.



1 Entrance Banner to the Middle Foyers of Halls 1.1/ 2.1

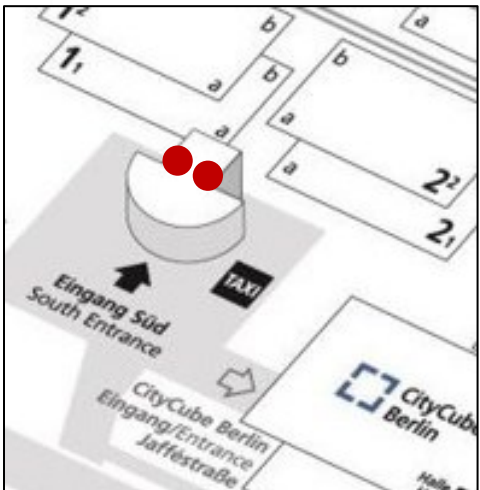
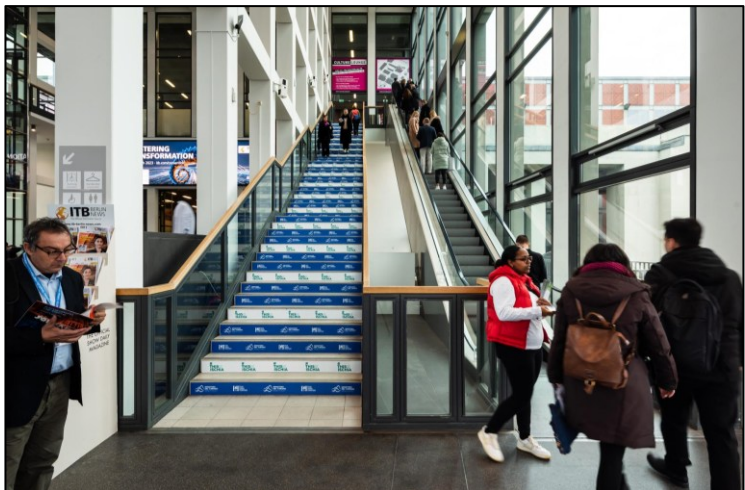
Location	above the entrance doors to the middle foyers of Halls 1.1/ 2.1 (see yellow mark in the left photo)
Size (w x h)	11.50 m x 2.50 m
Hire Charge	7,644.00 EUR
Production/ Installation	2,395.00 EUR
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



4 Rail Graphics at the Stairs in the Entrance Hall, each 2-sided

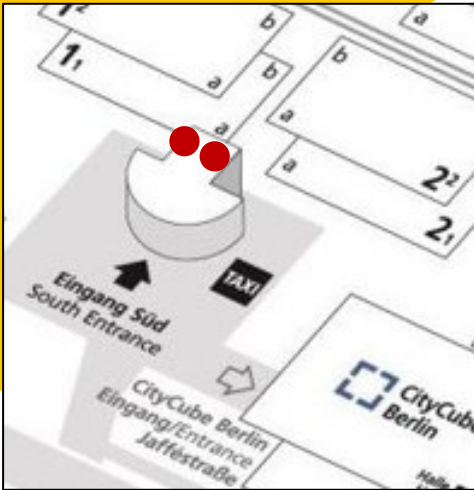
Location	2 stairs with 4 segmented rails in the Entrance Hall on the left and right hand side (see yellow marks in the left photo)
Size (w x h)	The stencils will be gladly provided separately.
Hire Charge	e.g. 10,547.00 EUR for both stairs, i.e. for 4 segmented rail graphics
Production/ Installation	on demand (depending on technical implementation)
Status	Availability upon request.



120 Step Graphics at the Stairs in the Entrance Hall

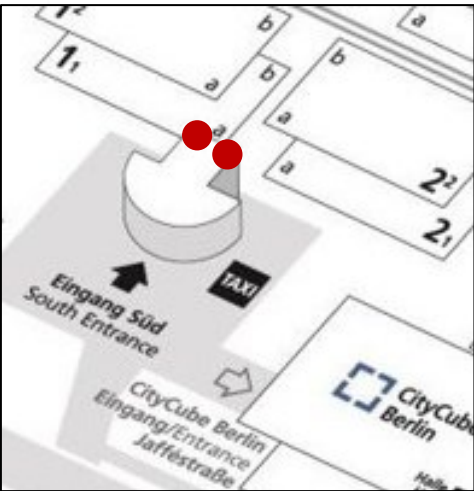
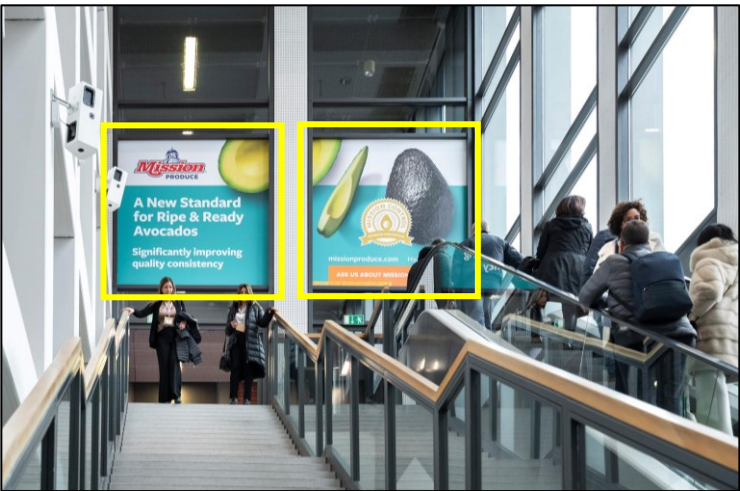
Location	2 stairs with 120 steps in the Entrance Hall on the left and right hand side
Size (w x h)	1.83 m x 0.135 m per step graphic (60 step graphics per stair)
Hire Charge	10,264.00 EUR for both stairs, i.e. for 120 step graphics in total
Production/ Installation	3,170.00 EUR for both stairs, i.e. for 120 step graphics in total
Status	Availability upon request.

ENTRANCE SOUTH – INDOORS



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

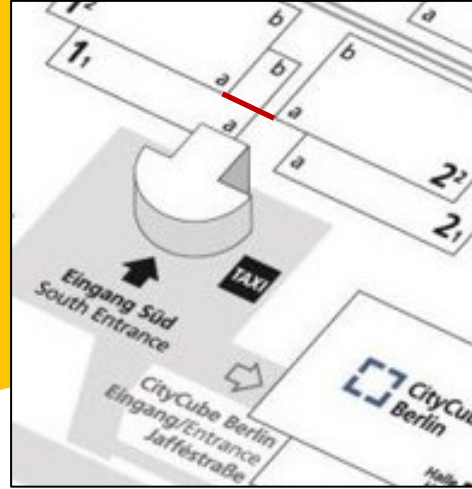
Location	2 escalators with 4 balustrades in the Entrance Hall on the left and right hand side
Size (w x h)	The stencils will be gladly provided separately.
Hire Charge	e.g. 9,480.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Production/ Installation	e.g. 5,535.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Status	Availability upon request.



Up to 8 Window Brandings in the Entrance Hall on the upper level

Location	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 hand side: 8 brandings can be fixed on 4 windows on the front and back sides. (see exemplary yellow marks in the photo)
Size (w x h)	2.34 m x 2.35 m per window branding
Hire Charge	8,389.00 EUR for 4 front side brandings 4,194.00 EUR for 4 back side brandings (11,326.00 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



Option A: 1 Big Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

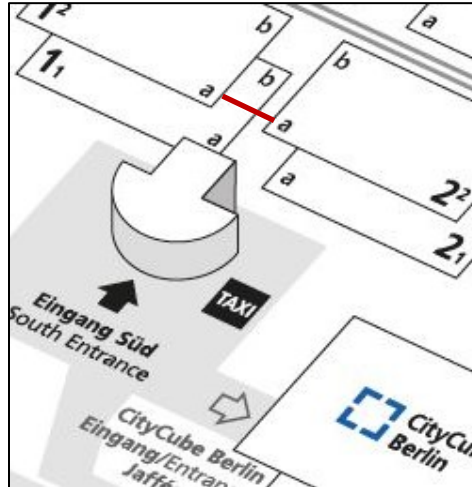
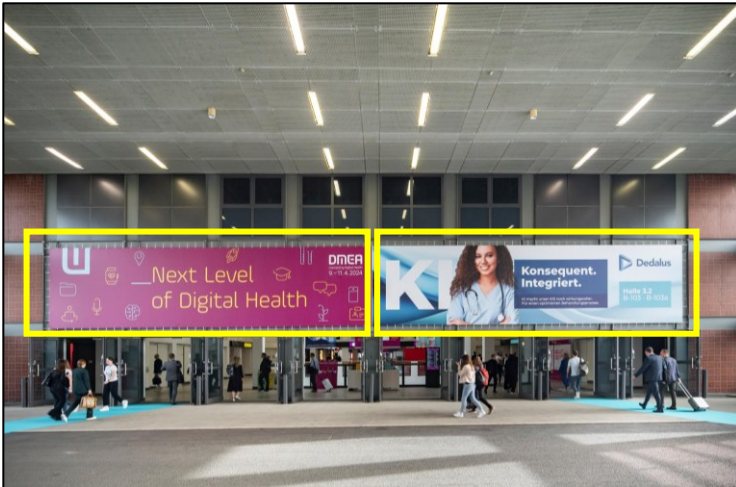
Location above the entrance doors to the middle foyers of Halls 1.2/ 2.2

Size (w x h) 24.00 m x 3.00 m

Hire Charge 17,400.00 EUR

Production/ Installation 4,500.00 EUR

Status Availability upon request.



Option B: 2 Smaller Entrance Banners to the Middle Foyers of Halls 1.2/ 2.2

Location up to 2 smaller banners side by side above the entrance doors to the middle foyers of Halls 1.2/ 2.2 coming from the Entrance Hall South (see exemplary yellow marks in the left photo)

Size 12.00 m x 3.00 m per banner

Hire Charge 8,704.00 EUR per banner

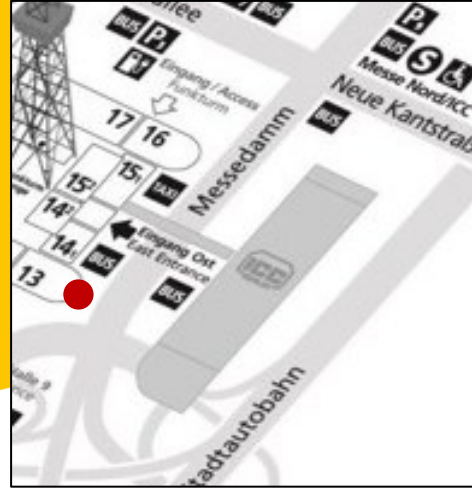
Production/ Installation 2,915.00 EUR per banner

Status Availability upon request.

ON-SITE ADVERTISING – “MESSEDDAMM” HIGH TRAFFIC AREA



HIGH TRAFFIC – OUTDOORS



1 Rotunda Hall 13: Co-Branding in combination with Organiser Content

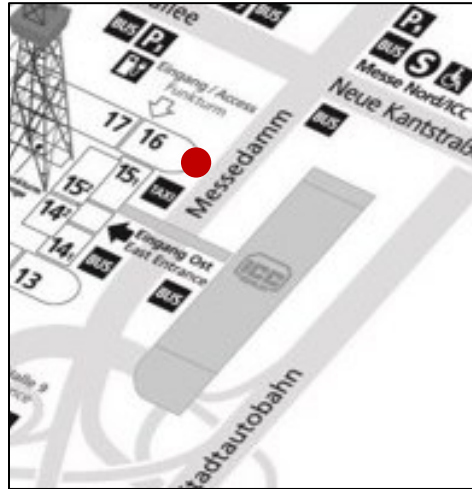
Location 8 (out 17) components at the Rotunda Hall 13 facing main road "Messedamm": ascend and descent to highway

Size (w x h) 8 (out of 17) components for exhibitor advertising: 3.04 m x 3.00 m each, i.e. 24.32 m x 3.00 m in total

Hire Charge 15,306.00 EUR for 8 components (out of max. 17)

Production/Installation 3,325.00 EUR for 8 components (out of max. 17)

Status Availability upon request.



1 Rotunda Hall 16: Co-Branding in combination with Organiser Content

Location 8 (out 18) components at the Rotunda Hall 16 facing the crossroads between the main roads "Messedamm", "Masurenallee" and "Neue Kanstraße"

Size (w x h) 8 (out of 18) components for exhibitor advertising: 3.04 m x 3.00 m each, i.e. 24.32 m x 3.00 m in total

Hire Charge 15,306.00 EUR for 8 components (out of max. 18)

Production/Installation 3,325.00 EUR for 8 components (out of max. 18)

Status Availability upon request.

HIGH TRAFFIC – OUTDOORS



1 Mega-Banner at the ICC Bridge South

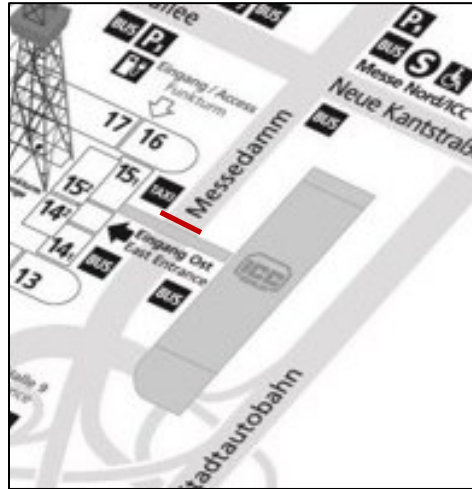
Location at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site

Size (w x h) 40.00 m x 4.24 m

Hire Charge 26,395.00 EUR

Production/Installation 5,025.00 EUR

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

Size (w x h) 40.00 m x 4.24 m

Hire Charge 26,395.00 EUR

Production/Installation 5,025.00 EUR

Status Availability upon request.

HIGH TRAFFIC – OUTDOORS



1 Mega-Banner at the ICC West

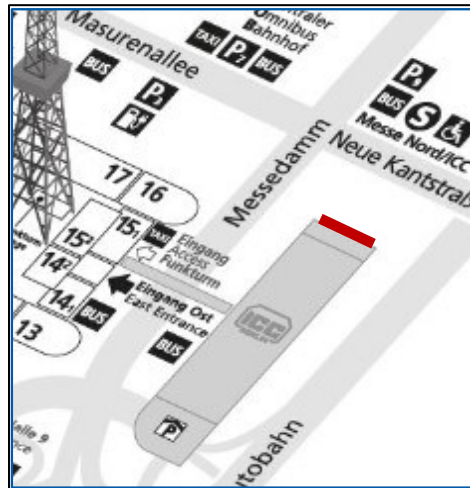
Location at the ICC West facing the main road "Messedamm"

Size (w x h) 23.80 m x 2.75 m

Hire Charge 8,910.00 EUR

Production/Installation 3,815.00 EUR

Status Availability upon request.



1 Mega-Banner at the ICC Main Front North

Location at the ICC Main Front North facing the main road "Neue Kantstraße"

Size (w x h) 47.80 m x 2.75 m

Hire Charge 17,890.00 EUR

Production/Installation 5,155.00 EUR

Status Availability upon request.

HIGH TRAFFIC – OUTDOORS



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

Location	at the Headquarters of Messe Berlin facing "Messedamm" next to the access to Gate 9 and the taxi stop
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	19,346.00 EUR for all 3 banners
Production/Installation	7,715.00 EUR for all 3 banners
Status	Availability upon request.



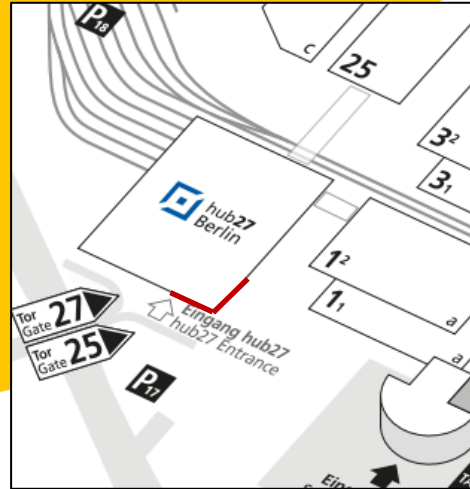
2 Mega-Banners at the Facades of Hall 9

Location	at the facades of Hall 9a and Hall 9b on the left and right facing "Messedamm"
Size (w x h)	visible size: 16.20 m x 8.55 m (production size: 16.40 m x 8.75 m)
Hire Charge	20,633.00 EUR per banner
Production/Installation	5,530.00 EUR per banner
Status	Availability upon request.

ON-SITE ADVERTISING – HALL 27

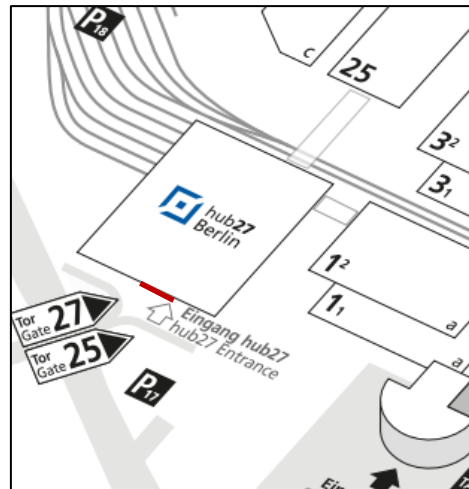
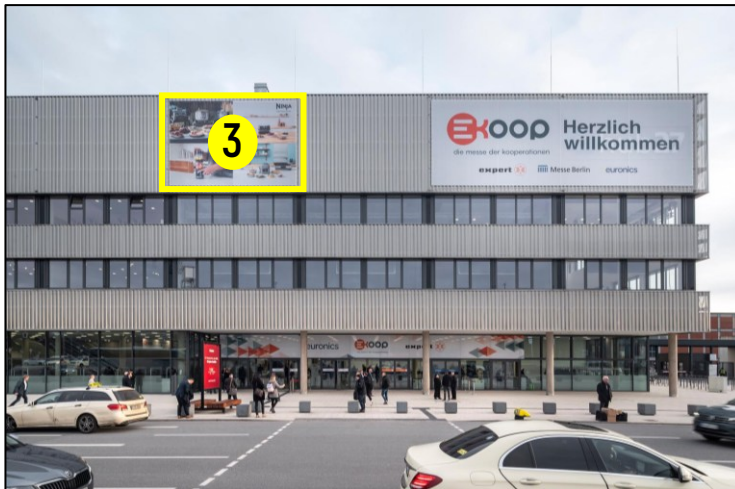


HALL 27 – OUTDOORS



Mega-Banners at Hall 27 facing the Main Road and the Car Park

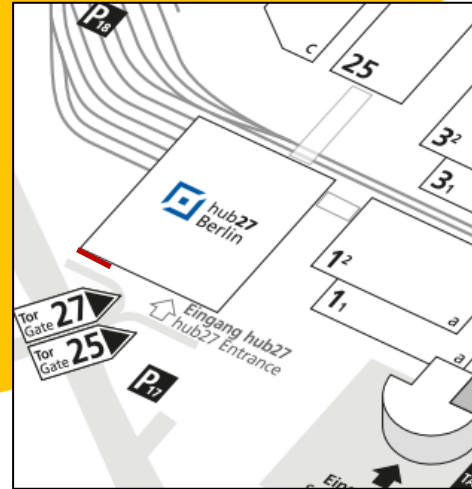
Location	banners on the facade of Hall 27 (see yellow marks in the left photo) facing Main Road/ "Jafféstraße" and car park/ Entrance South/ hall 1 other sizes, positions and formats possible
Size (w x h)	position 1: approx. 17.35 m x 5.75 m position 2: approx. 19.60 m x 5.75 m
Hire Charge	position 1: 21,576.00 EUR position 2: 24,375.00 EUR
Production/ Installation	position 1: 6,980.00 EUR position 2: 6,920.00 EUR
Status	Availability upon request.



Mega-Banner at Hall 27 facing the Main Road and the Car Park, South Side

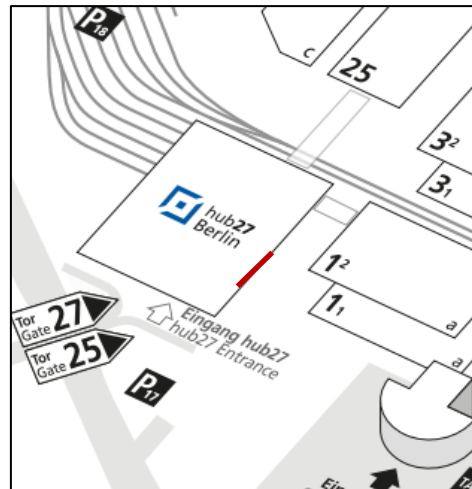
Location	banner on the facade of Hall 27 (see yellow mark in the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	position 3: approx. 8.60 m x 5.75 m
Hire Charge	position 3: 12,533.00 EUR
Production/ Installation	position 3: 5,170.00 EUR
Status	Availability upon request.

HALL 27 – OUTDOORS



Mega-Banner on the facade of Hall 27, South Side

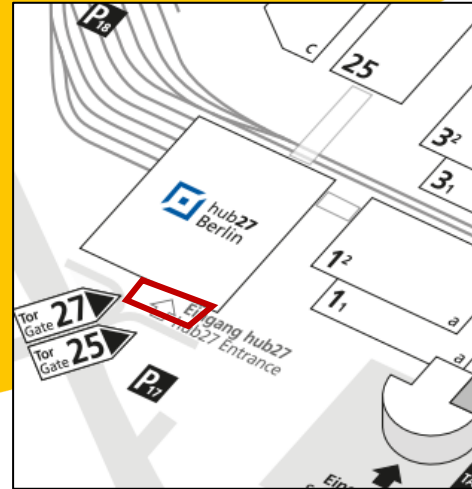
Location	banner on the facade of Hall 27 (see yellow mark in the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	position 4: approx. 17.35 x 15.00 m
Hire Charge	position 4: 50,736.00 EUR
Production/ Installation	position 4: 14,200.00 EUR
Status	Availability upon request.



Mega-Banner on the facade of Hall 27, East Side

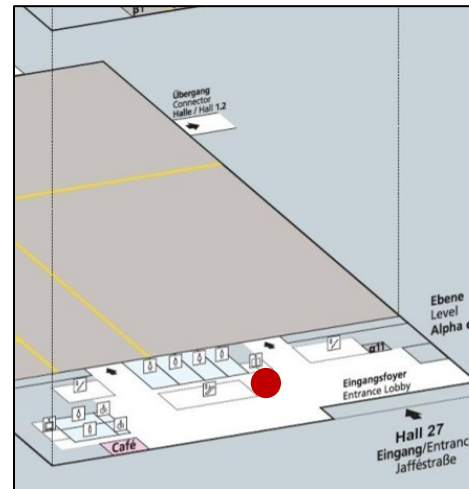
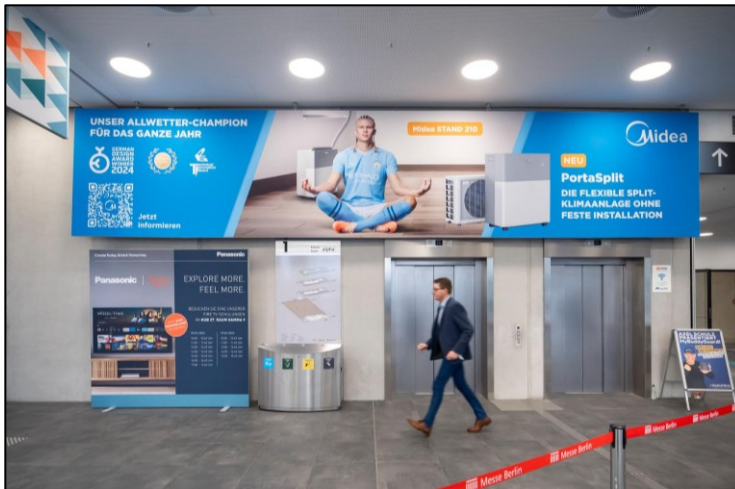
Location	banner on the east facade of Hall 27 (see yellow mark in the left photo) facing Entrance South and Hall 1 (other sizes, positions and formats possible)
Size (w x h)	position 5: approx. 7.30 m x 14.95 m
Hire Charge	position 5: 23,608.00 EUR
Production/ Installation	position 5: 6,040.00 EUR
Status	Availability upon request.

HALL 27 – OUTDOORS & INDOORS



4 Pillar Brandings at the Entrance Area to Hall 27, each 4-sided

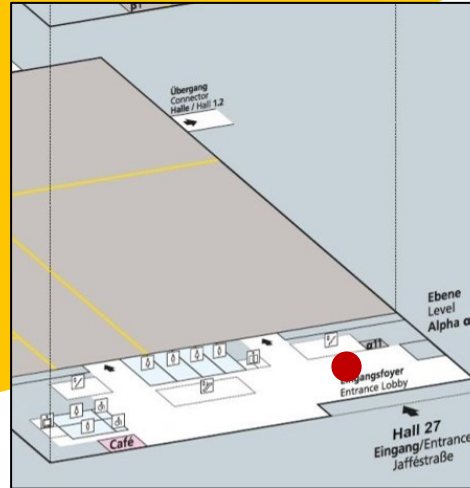
Location	branding of 4 pillars in the entrance area to Hall 27, each 4-sided
Size (w x h)	approx. 0.55 m x 2.80 m per pillar (4 sides per pillar) Other sizes on demand.
Hire Charge	1,969.00 EUR per 4-sided pillar branding
Production/Installation	1,515.00 EUR per 4-sided pillar branding
Status	Availability upon request.



1 Banner above the Elevator in the Entrance Foyer

Location	above the elevator and next to the entrance to the Event Hall in the entrance foyer
Size (w x h)	9.40 m x 1.90 m
Hire Charge	6,983.00 EUR
Production/Installation	2,260.00 EUR
Status	Availability upon request.

HALL 27 – INDOORS



Hanging Banners in the Entrance Foyer, each 2-sided

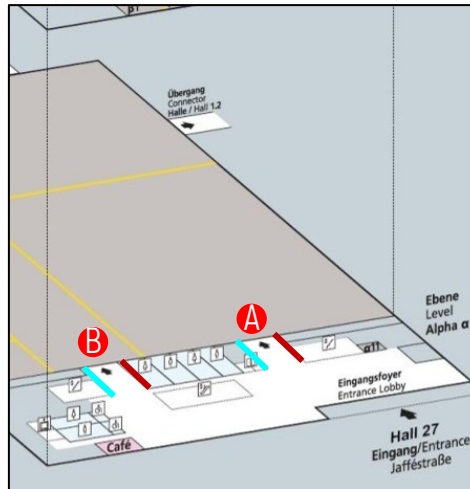
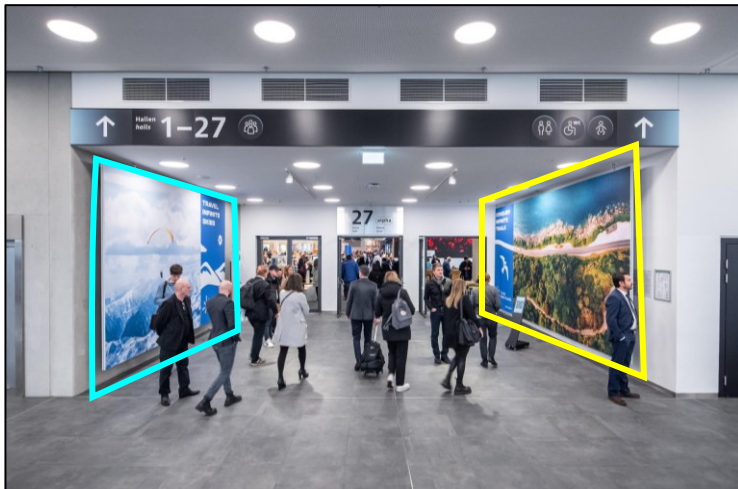
Location in the entrance foyer within the registration area
(see yellow mark in the left photo)

Size (w x h) e.g. 9.45 m x 2.00 m per double-sided banner
(print on front and back side)
Other positions and formats are possible.

Hire Charge e.g. 8,042.00 EUR per double-sided banner

Production/ Installation e.g. 2,775.00 EUR per double-sided banner

Status Availability upon request.



Entrance Banners each Area to the Event Hall A

Location banners on the walls next to the entrances to the Event Hall – Alpha Level:
2 entrances (see A and B) with 2 banners each
(see blue and yellow mark in the left photo)

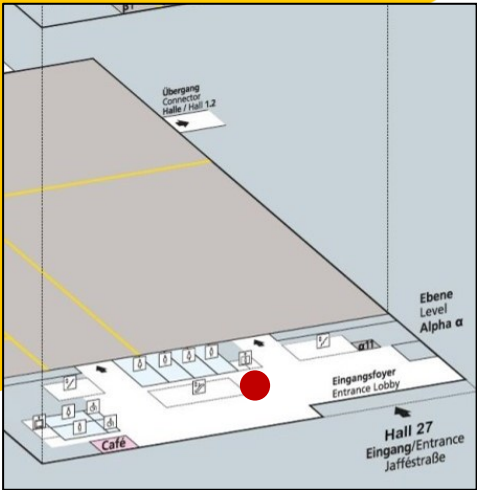
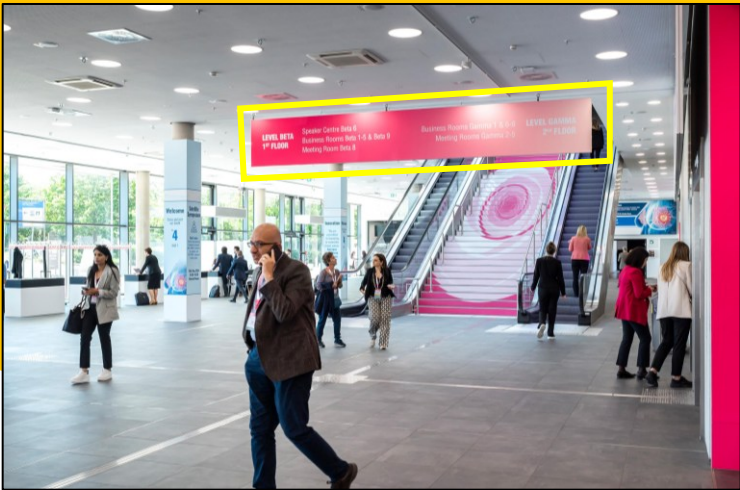
Size (w x h) left banners: 5.00 m x 3.10 m (see blue marks on the left map)
right banners: 6.50 m x 3.10 m (see red marks on the left map)

Hire Charge left banner: 5,848.00 EUR each
right banner: 7,602.00 EUR each

Production/ Installation left banner: 1,595.00 EUR each
right banner: 2,170.00 EUR each

Status Availability upon request.

HALL 27 – INDOORS



1 Hanging Banner at the Stairs and Escalators in the Entrance Foyer, 2-sided

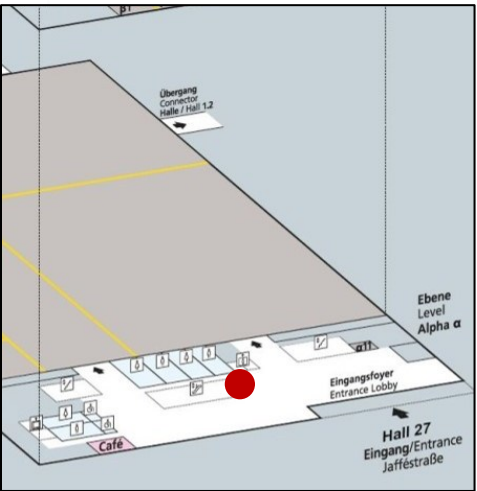
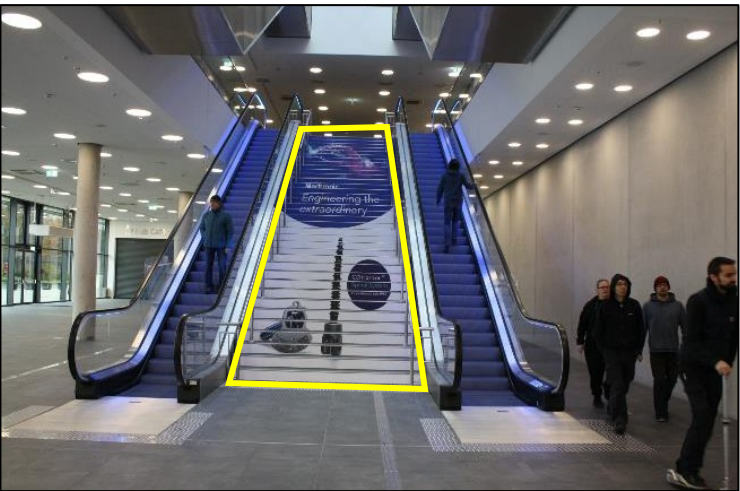
Location in the entrance foyer in front of the stairs and escalators
(see yellow mark in the left photo)

Size (w x h) 7.00 m x 0.992 m per side

Hire Charge 2,954.00 EUR per double-sided banner

Production/ Installation 1,925.00 EUR per double-sided banner

Status Availability upon request.



Stair Graphics on the Steps to the Beta Level

Location stairs leading from the entrance lobby up to level Beta
(see yellow mark in the left photo)

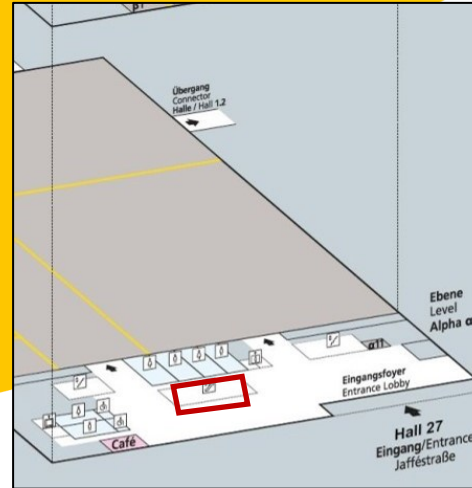
Size (w x h) 2.89 m x 0.155 m per step graphic
(37 steps in total)

Hire Charge 8,491.00 EUR for 37 step graphics

Production/ Installation 1,480.00 EUR for 37 step graphics

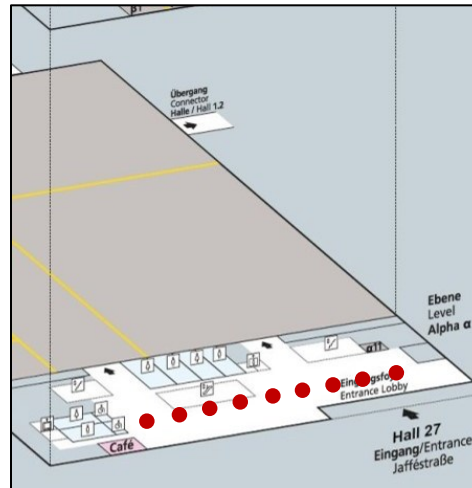
Status Availability upon request.

HALL 27 – INDOORS



Balustrade Graphics at the Escalators to the Beta Level

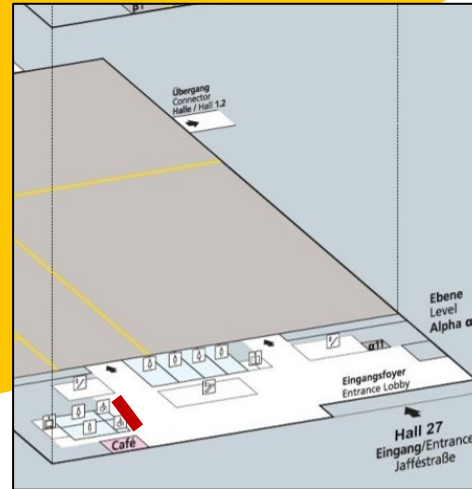
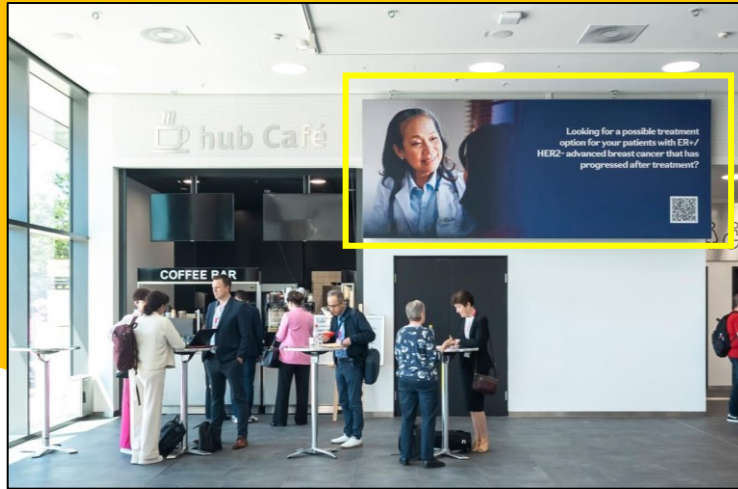
Location	2 escalators with 4 balustrades leading to level Beta from the entrance lobby
Size (w x h)	The stencils will be gladly provided separately.
Hire Charge	e.g. 4,740.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Production/Installation	e.g. 7,855.00 EUR per escalator, i.e. for 2 balustrades, each 2-sided
Status	Availability upon request



9 Pillar Brandings in the Entrance Foyer, each 4-sided

Location	9 pillars side by side in the Entrance Foyer
Size (w x h)	e.g. 0.55 m x 2.80 m per side (4 sides per pillar) Other sizes on demand.
Hire Charge	1,969.00 EUR per 4-sided pillar branding
Production/Installation	1,515.00 EUR per 4-sided pillar branding
Status	Availability upon request.

HALL 27 – INDOORS



1 Banner next to the hub27 Café

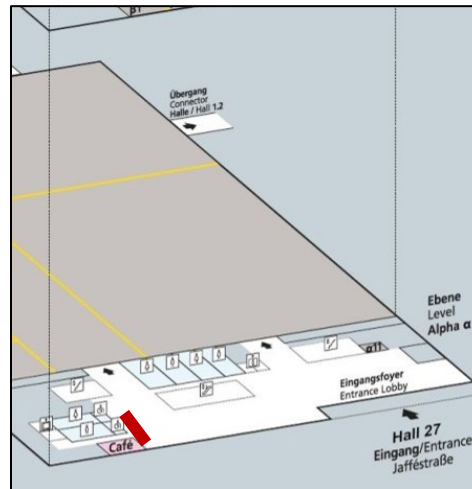
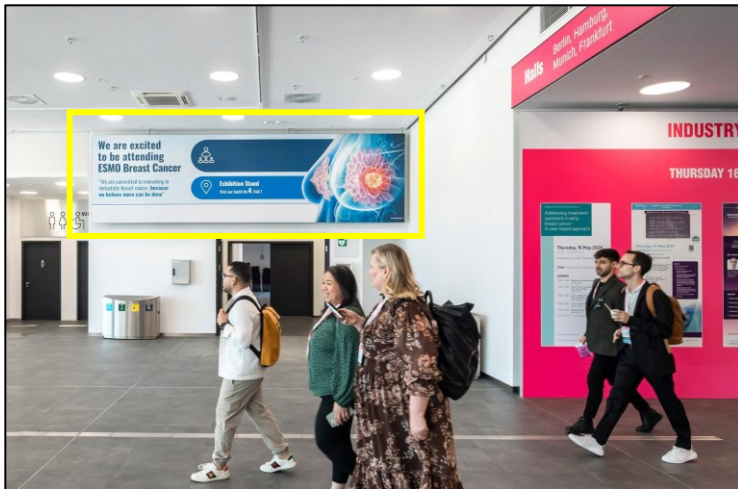
Location in the entrance foyer next to the café on the right side
(see yellow mark in the left photo)

Size (w x h) 4.75 m x 1.90 m

Hire Charge 3,533.00 EUR

Production/ Installation 1,335.00 EUR

Status Availability upon request.



1 Banner close to the Entrance to the Event Hall

Location in the entrance foyer near to the left entrance to the Event Hall
(see yellow mark in the left photo)

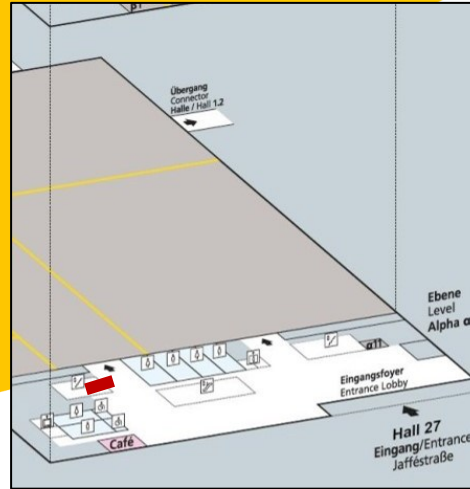
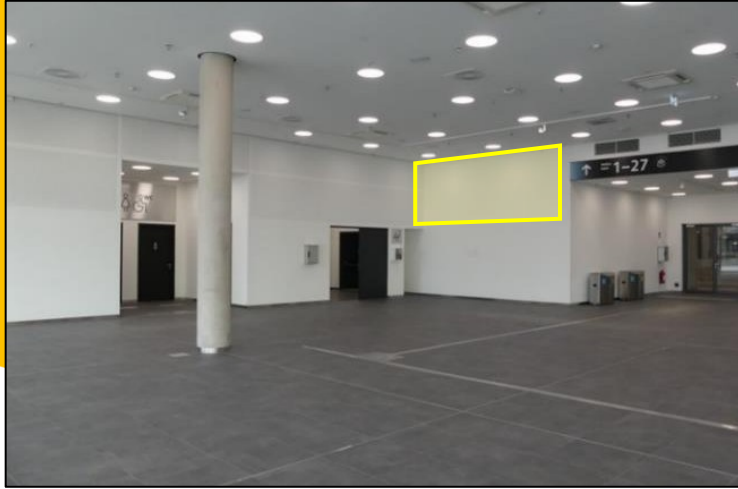
Size (w x h) 6.70 m x 1.90 m

Hire Charge 4,983.00 EUR

Production/ Installation 1,720.00 EUR

Status Availability upon request.

HALL 27 – INDOORS



Banner next to the Event Hall on the left hand side

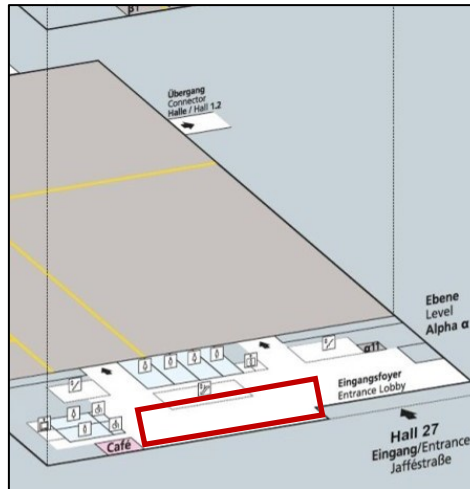
Location banner in the entrance lobby of Hall 27 beside the hall entrance on the left hand side (see yellow mark in the left photo)

Size (w x h) 5.20 m x 1.90 m

Hire Charge 3,867.00 EUR

Production/Installation 1,335.00 EUR

Status Availability upon request.



Display Frames in the Entrance Foyer, each 1- or 2-sided

Location indoor positions by arrangement: e.g. in the entrance area

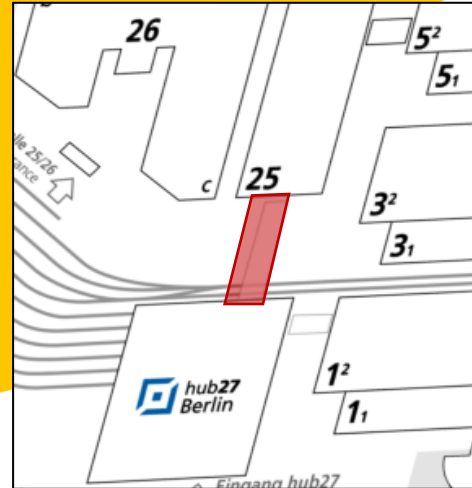
Size (w x h) 1.00 m x 2.00 m per side
(2 sides per display)

Hire Charge e.g. 606.00 EUR per 1-sided display
e.g. 1,211.00 EUR per 2-sided display

Production/Installation e.g. 265.00 EUR per 1-sided display
e.g. 405.00 EUR per 2-sided display

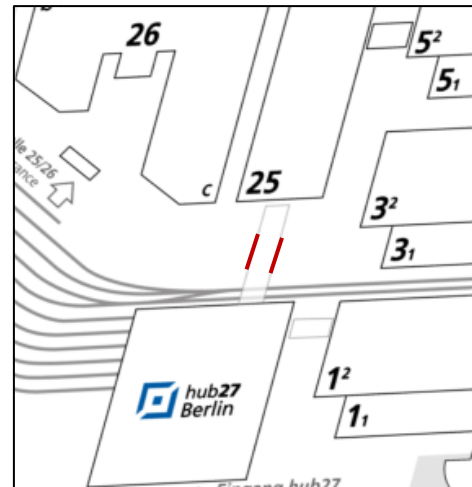
Status Availability upon request.

HALL 27 – INDOORS



3 Passageway Banners between Hall 27 and Hall 25, 2-sided

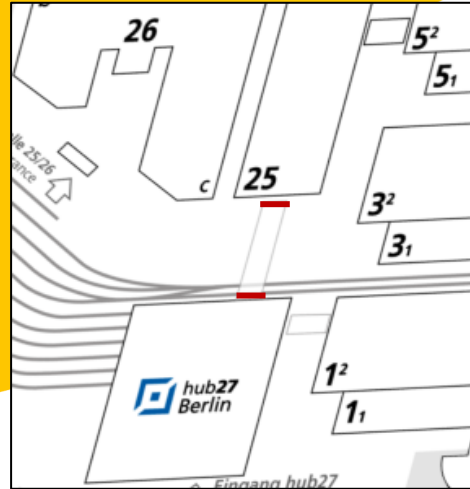
Location	up to 3 passageway banners between Hall 27 and Hall 25, each 2-sided (see yellow mark in the left photo)
Size (w x h)	e.g. 10.60 m x 2.00 m per double-sided banner other sizes and formats possible
Hire Charge	e.g. 15,744.00 EUR per double-sided banner
Production/Installation	e.g. 2,520.00 EUR per double-sided banner
Status	Availability upon request.



2 lateral Passageway Banners between Hall 27 and Hall 25

Location	2 lateral passageway banners between Hall 27 and Hall 25 (see red marks on the left map)
Size (w x h)	5.05 m x 3.50 m per banner
Hire Charge	5,625.00 EUR per banner
Production/Installation	910.00 EUR per banner
Status	Availability upon request.

HALL 27 – INDOORS



Option A: 2 Big Entrance Banners to Hall 27 and Hall 25

Location in the passageway between Hall 27 and Hall 25:
1 banner above the entrance doors to Hall 27 and
1 banner above the entrance doors to Hall 25

Size (w x h) big version: 10.60 m x 2.00 m per banner

Hire Charge 8,998.00 EUR per banner

Production/Installation 1,670.00 EUR per banner

Status Availability upon request.



Option B: 2 Smaller Entrance Banners to Hall 27 and Hall 25

Location in the passageway between Hall 27 and Hall 25:
1 banner above the entrance doors to Hall 27 and
1 banner above the entrance doors to Hall 25

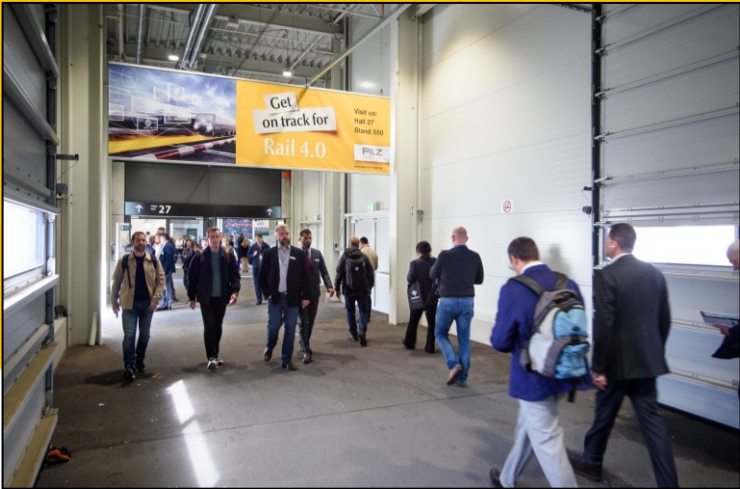
Size (w x h) smaller version: 6.05 m x 1.45 m per banner

Hire Charge 3,732.00 EUR per banner

Production/Installation 1,015.00 EUR per banner

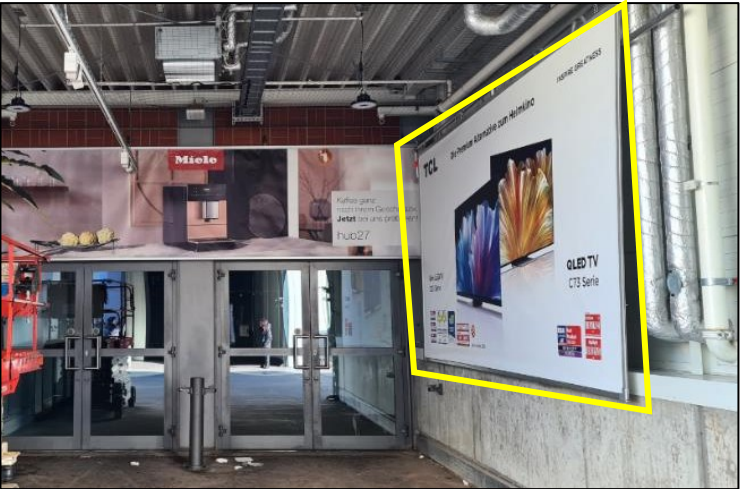
Status Availability upon request.

HALL 27 – INDOORS



Passageway Banners between Hall 27 and Hall 1.2, each double-sided

Location	up to 3 passageway banners between Hall 27 and Hall 1.2, each 2-sided (see red mark on the left map)
Size (w x h)	e.g. 6.50 m x 1.50 m per double-sided banner other sizes and formats possible
Hire Charge	6,514.00 EUR per double-sided banner
Production/ Installation	1,470.00 EUR per double-sided banner
Status	Availability upon request.



Lateral Passageway Banners between Hall 27 and Hall 1.2

Location	up to 8 lateral passageway banners between Hall 27 and Hall 1.2 (see yellow mark in the left photo)
Size (w x h)	e.g. 5.00 m x 2.50 m other sizes and formats are possible
Hire Charge	e.g. 3,953.00 EUR per banner
Production/ Installation	e.g. 810.00 EUR per banner
Status	Availability upon request.

HALL 27 – INDOORS



2 Entrance Banners between Hall 27 and Hall 1.2

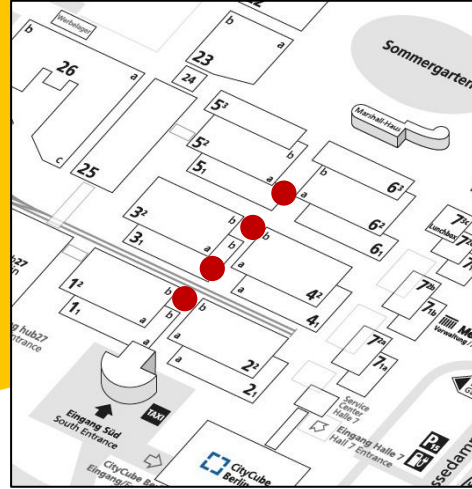
Location	2 entrance banners at the entrances to Hall 27 and Hall 1.2, each 1-sided (see red marks on the left map)
Size (w x h)	Entrance banner Hall 1.2: 6.00 m x 1.10 m Entrance banner Hall 27: 6.50 m x 1.50 m
Hire Charge	Entrance banner Hall 1.2: 2.802.00 EUR Entrance banner Hall 27: 4,138.00 EUR
Production/ Installatio	Entrance banner Hall 1.2: 810.00 EUR Entrance banner Hall 27: 1,015.00 EUR
Status	Availability upon request.



ON-SITE ADVERTISING – SPECIFIC HALL AREAS

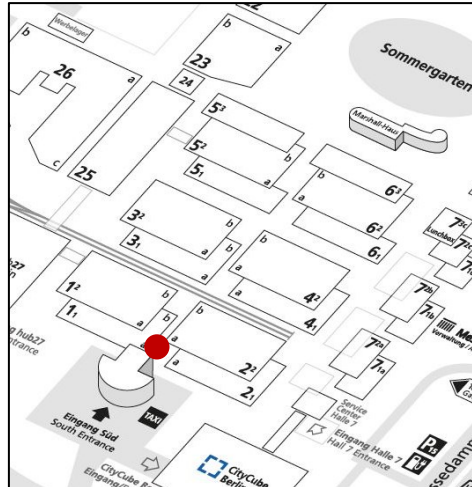


SPECIFIC HALL AREAS – OUTDOORS AND INDOORS



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

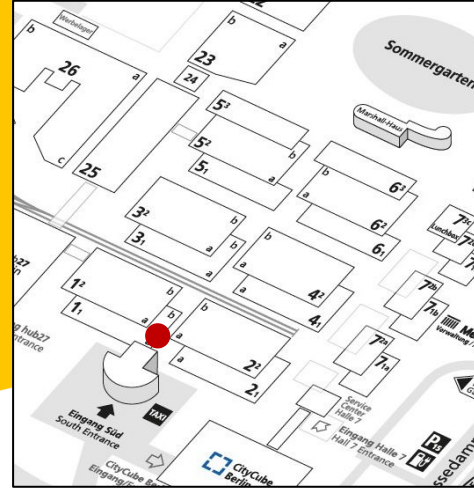
Location	directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2
Size (w x h)	11.50 m x 2.20 m per banner (4 banners in total)
Hire Charge	8,603.00 EUR per banner
Production/ Installation	2,575.00 EUR per banner
Status	Availability upon request.



1 Banner to the Middle Foyer of Halls 1.1a/ 2.1a

Location	directly in the middle foyer of Halls 1.1a/ 2.1a coming from the Entrance Hall South
Size (w x h)	11.50 m x 1.50 m
Hire Charge	5,655.00 EUR
Production/ Installation	2,580.00 EUR
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Banner to the Middle Foyer of Halls 1.1a/ 2.1a

Location directly in the middle foyer of Halls 1.1a/ 2.1a coming from the Entrance Hall South

Size (w x h) 11.50 m x 2.00 m

Hire Charge 5,655.00 EUR

Production/ Installation 2,580.00 EUR

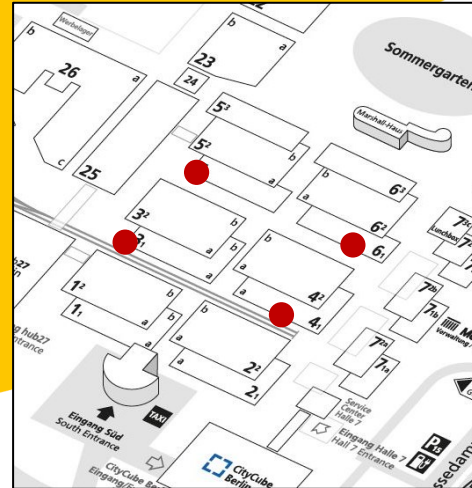
Status Availability upon request.



SPECIFIC HALL AREAS – INDOORS



option A



Option A: Big Banners in the lateral Passageways of Halls 1.1 to 6.1

Location in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1:
8 banners per passageway
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1:
6 banners per passageway

Size (w x h) 5.00 m x 3.90 m per banner

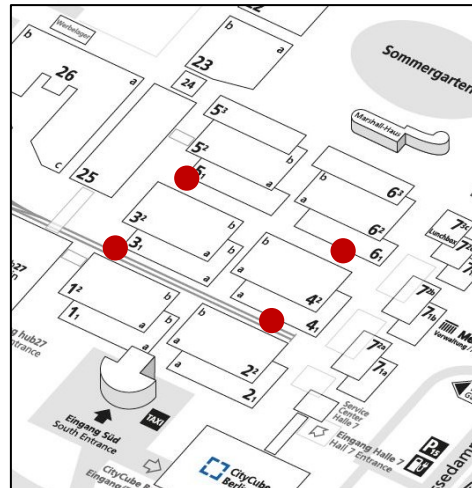
Hire Charge 6,654.00 EUR per banner

Production/ Installation 1,300.00 EUR per banner

Status Availability upon request.



option B



Option B: Small Banners in the lateral Passageways of Halls 1.1 to 6.1

Location in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1:
8 banners per passageway
in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1:
6 banners per passageway

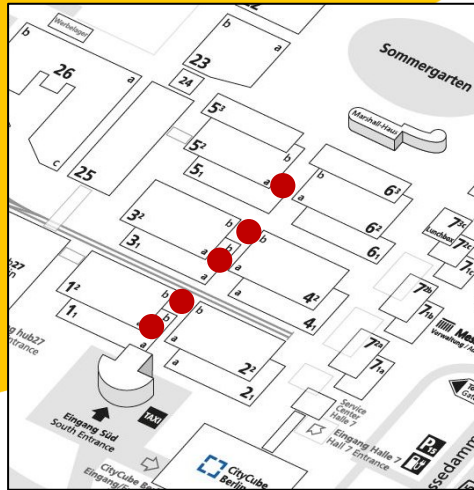
Size (w x h) 3.00 m x 3.00 m per banner

Hire Charge 3,069.00 EUR per banner

Production/ Installation 675.00 EUR per banner

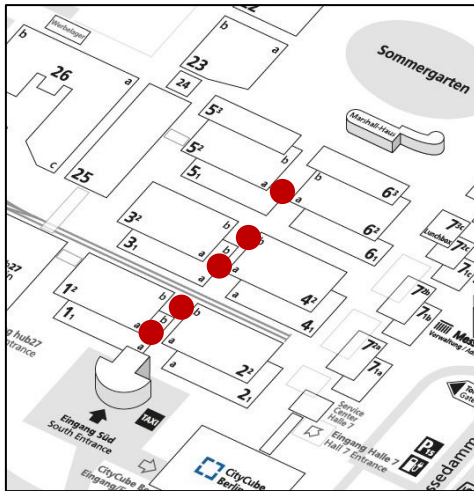
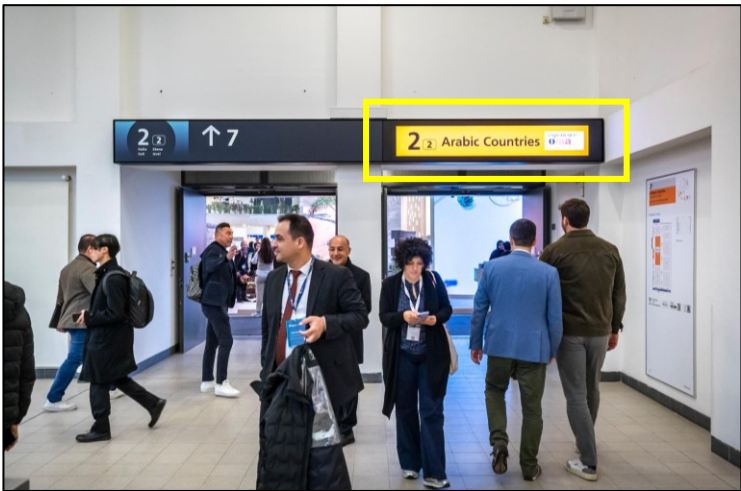
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Up to 12 UltraStretched Displays GUIDING SYSTEM CENTRAL

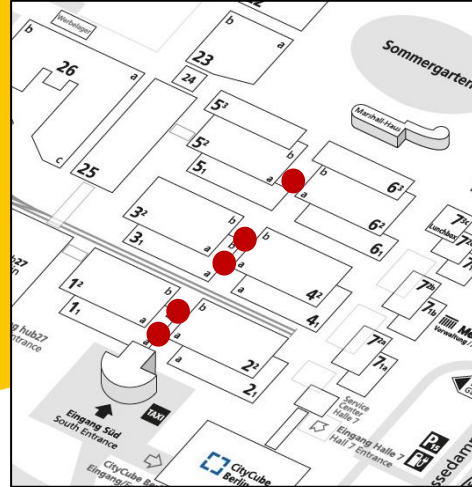
Location	up to 12 screens in the middle foyers of Halls 1.2 to 6.2a directly in the official GUIDING SYSTEM in the walkway to the next middle foyer This package can be booked by all exhibitors.
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3840 x 600 pixel; ratio: 58:9
Hire Charge	975.00 EUR per screen for a 15 sec spot in a loop with FRUIT LOGISTICA content and other exhibitors (The content will be produced and delivered by the client according to our requirements.)
Data Handling Status	150.00 EUR per screen Availability upon request.



Up to 18 UltraStretched Displays GUIDING SYSTEM HALL ENTRANCES

Location	up to 18 in the GUIDING SYSTEM above the entrances to the respective Halls (see yellow mark in the left photo) Only available for exhibitors in the respective Halls.
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3840 x 600 pixel; ratio: 58:9
Hire Charge	975.00 EUR per screen for a 15 sec spot in a loop with FRUIT LOGISTICA content and other exhibitors (The content will be produced and delivered by the client according to our requirements.)
Data Handling Status	150.00 EUR per screen Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Option A: Hanging Banners in the Middle Foyers of Halls 1.2 to 6.2, each 2-sided

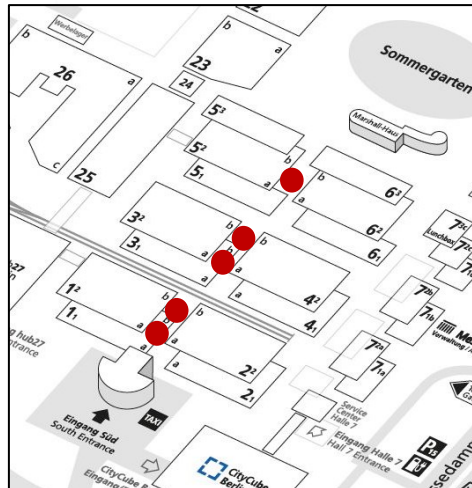
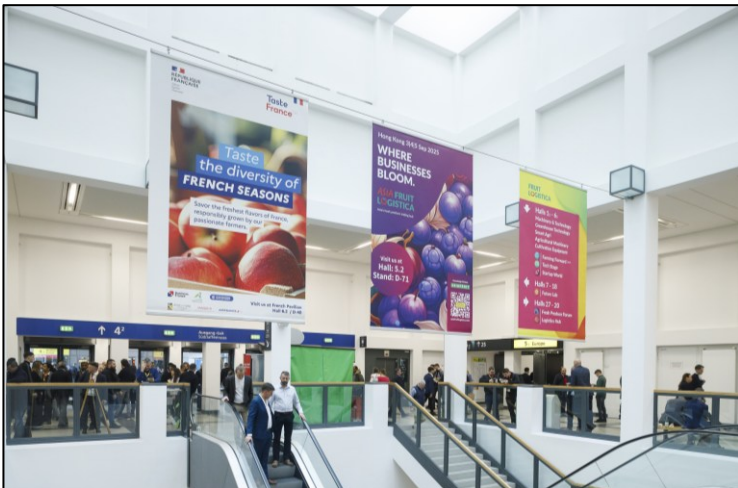
Location in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases

Size (w x h) 9.00 m x 3.00 m per double-sided banner (print on front and back side)

Hire Charge 14,997.00 EUR per double-sided banner

Production/Installation 2,825.00 EUR per double-sided banner

Status Availability upon request.



Option B: Hanging Banners in the Middle Foyers of Halls 1.2 to 6.2, 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

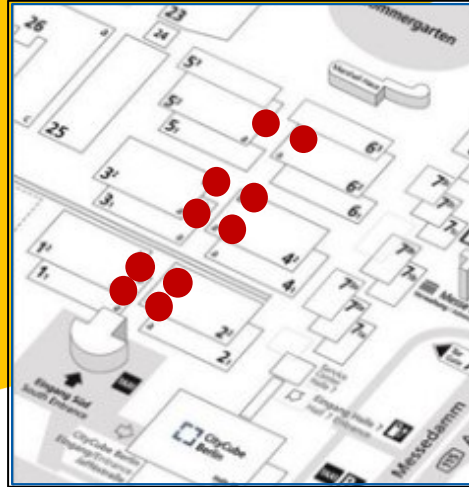
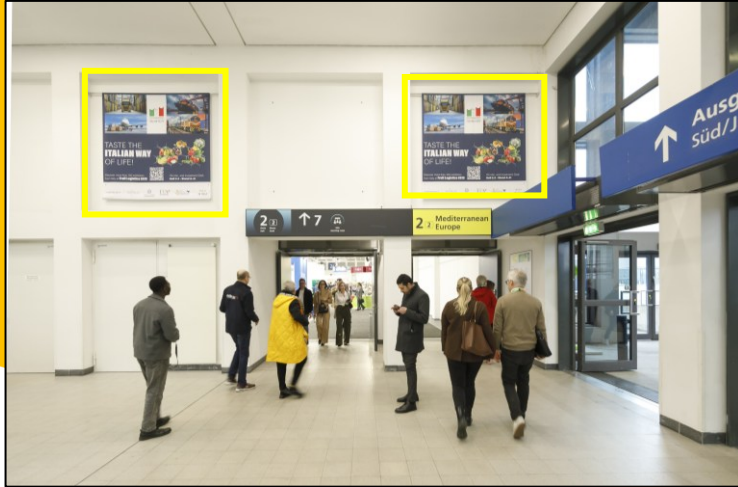
Size (w x h) 2.00 m x 3.00 m per double-sided banner (print on front and back side)

Hire Charge 3,974.00 EUR per double-sided banner

Production/Installation 545.00 EUR per double-sided banner

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Option A: Single Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2

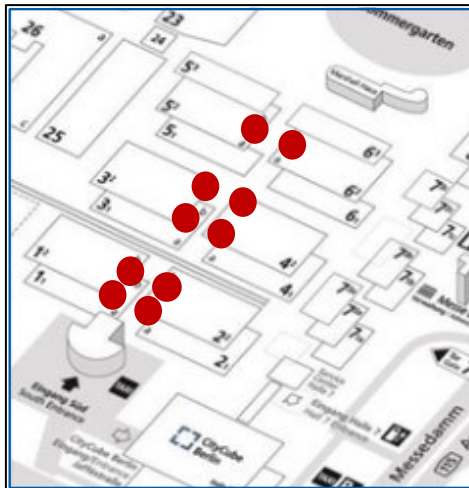
Location in the middle foyers above the entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a: a multitude of positions available (see red marks on the left map)

Size (w x h) 2.00 m x 2.00 m per banner

Hire Charge 1,318.00 EUR per banner

Production/ Installation 370.00 EUR per banner

Status Availability upon request.



Option B: Giant Entrance Brandings in the Middle Foyers of Halls 1.2 to 6.2

Location in the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a

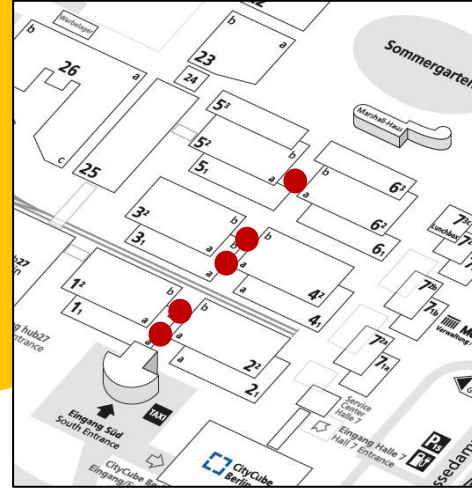
Size (w x h) 1 entrance branding consists of:
1 horizontal banner with approx. 23.40 m x 2.52 m
2 lateral banners on the left and right with approx. 2.50 m x 2.52 m each

Hire Charge 18,873.00 EUR per entrance branding

Production/ Installation 8,660.00 EUR per entrance branding

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS

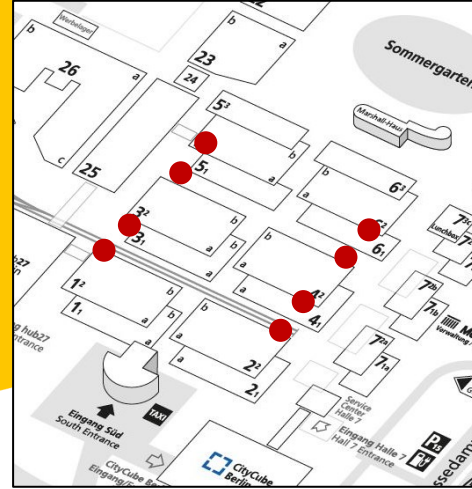
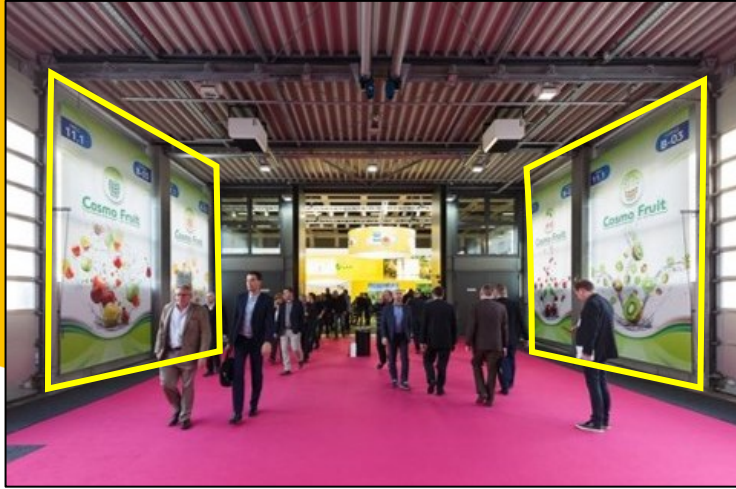


Option C: Mega-Banners in the Middle Foyers of Halls 1.2 to 6.2

Location	in the middle foyers above the 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: a multitude of positions available
Size (w x h)	e.g. 11.50 m x 2.20 m per banner
Hire Charge	e.g. 8,603.00 EUR per banner
Production/Installation	e.g. 2,695.00 EUR per banner
Status	Availability upon request.

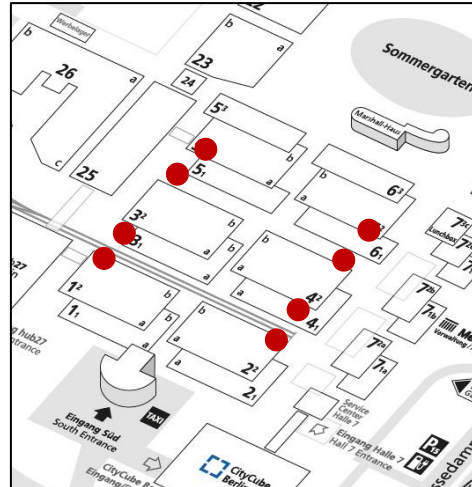


SPECIFIC HALL AREAS – INDOORS



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

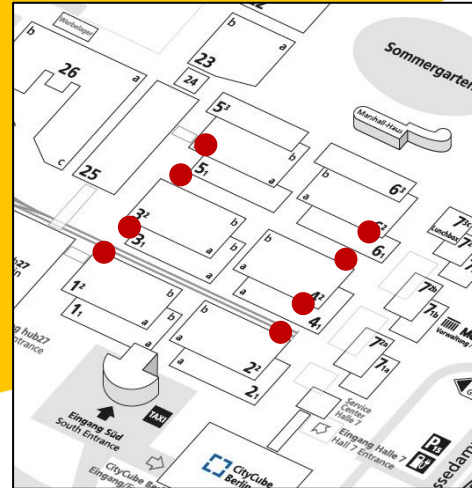
Location	at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see yellow marks in the left photo)
Size (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance)
Hire Charge	10,073.00 EUR for 4 banners, i.e. per entrance
Production/ Installation	5,250.00 EUR for 4 banners, i.e. per entrance
Status	Availability upon request.



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

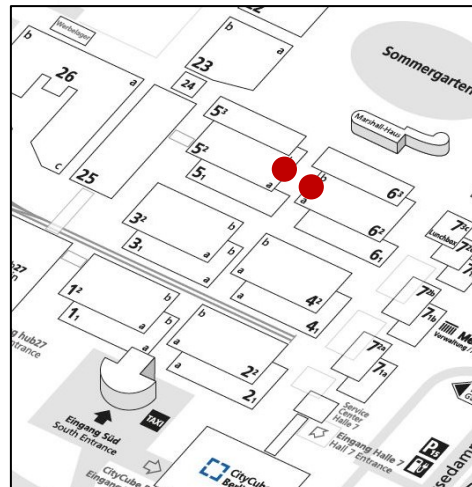
Location	on the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see yellow marks in the left photo)
Size (w x h)	approx. 2.50 m x 2.80 m per banner (2 banners per entrance)
Hire Charge	3,445.00 EUR for 2 banners, i.e. per entrance
Production/ Installation	1,450.00 EUR for 2 banners, i.e. per entrance
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

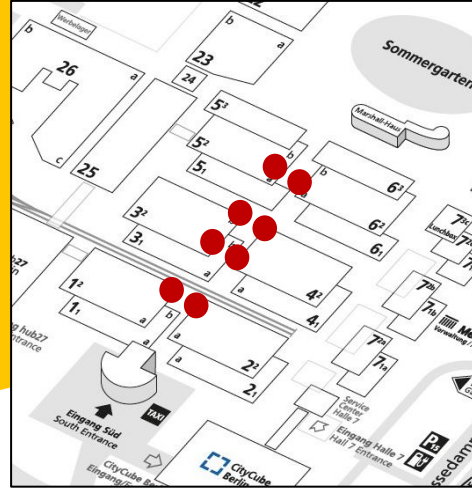
Location	in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see yellow mark in the left photo)
Size (w x h)	10.00 m x 1.00 m per side, 2 sides in total (2 banners back to back per entrance)
Hire Charge	4,577.00 EUR for 2 banners back to back i.e. per entrance
Production/ Installation	3,730.00 EUR for 2 banners back to back i.e. per entrance
Status	Availability upon request.



2 Wall Brandings in the Middle Foyer of Halls 5.2b/ 6.2b

Location	<ul style="list-style-type: none"> in the middle foyer between the entrance doors of Hall 5.2b in the middle foyer between the entrance doors of Hall 6.2b
Size (w x h)	14.60 m x 2.50 m per branding
Hire Charge	7,686.00 EUR per branding
Production/ Installation	3,830.00 EUR per branding
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



8 Poster Showcases between Halls 1.2 to 6.2, unlighted

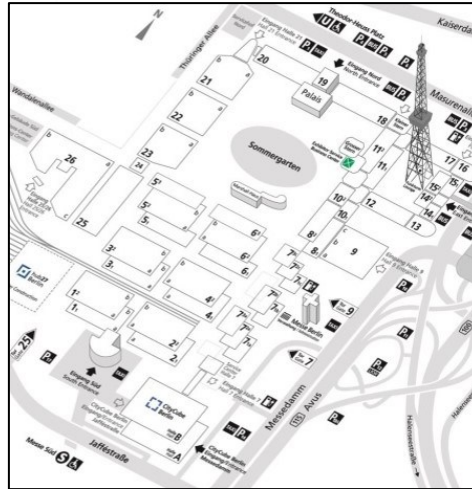
- Location**
- exit area middle foyer Halls 1.2/ 2.2: 2 showcases
 - entrance area middle foyer Halls 3.2/ 4.2: 2 showcases
 - exit area middle foyer Halls 3.2/ 4.2: 2 showcases
 - entrance area middle foyer Halls 5.2/ 6.2: 2 showcases

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

Hire Charge 496.00 EUR per poster

Production/ Installation 165.00 EUR per poster

Status Availability upon request.



Banners within the Halls

Location within the halls at walls (see yellow mark in the left photo) or above the booth

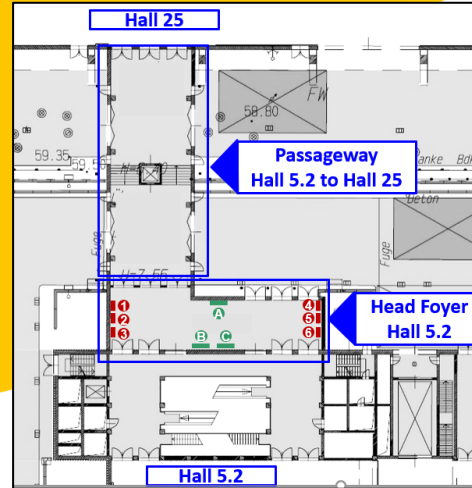
Size (w x h) e.g. 2.00 m x 5.00 m per banner (other formats on demand)

Hire Charge 3,400.00 EUR per banner

Production/ Installation 540.00 EUR per banner

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



6 Lateral Banners in the Head Foyer of Hall 5.2

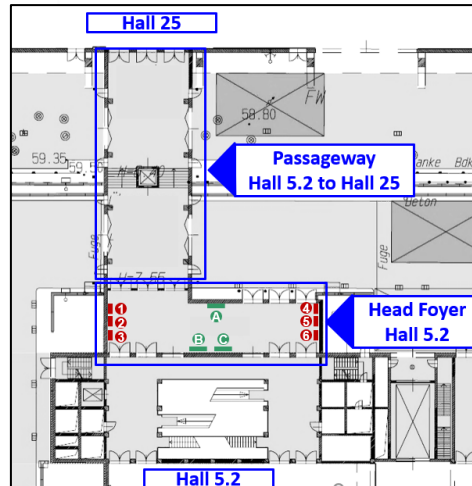
Location 6 banners in the head foyer of Hall 5.2 as connection to Hall 25:
3 banners at the north and 3 banners at the south side
(see exemplary yellow mark in the left photo)

Size (w x h) 1.30 m x 2.30 m per banner

Hire Charge 5,262.00 EUR for all 6 banners

Production/ Installation 795.00 EUR for all 6 banners

Status Availability upon request.



3 Lateral Banners in the Head Foyer of Hall 5.2

Location 3 banners in the head foyer of Hall 5.2 as connection to Hall 25:
2 banners at the east and 1 banner at the west side
(see yellow marks in the left photo)

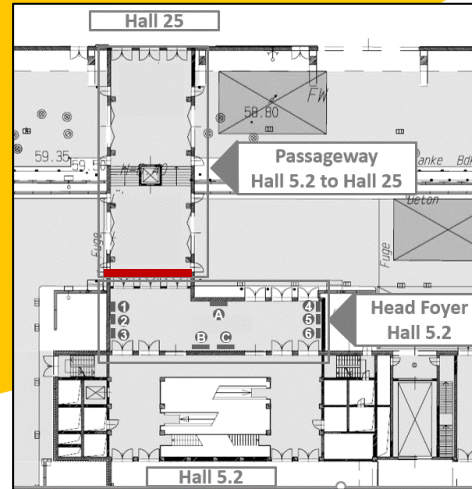
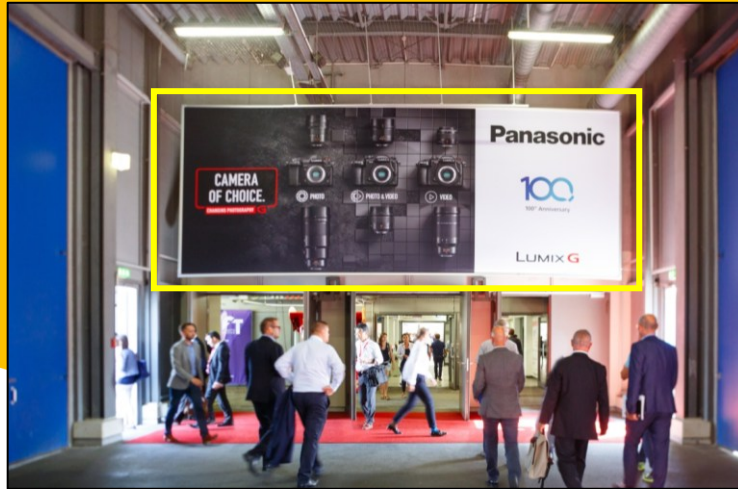
Size (w x h) 2.50 m x 2.50 m per banner

Hire Charge 5,235.00 EUR for all 3 banners

Production/ Installation 620.00 EUR for all 3 banners

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Entrance Banner leading to Hall 5.2a

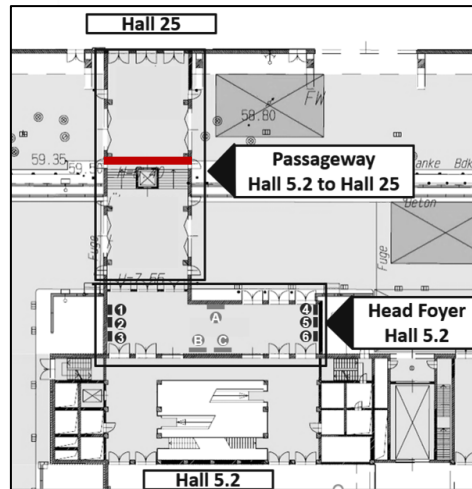
Location at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a (see yellow mark in the left photo)

Size (w x h) 7.80 m x 3.00 m

Hire Charge 9,045.00 EUR

Production/Installation 1,395.00 EUR

Status Availability upon request.



1 Passageway Banner leading to Hall 5.2a

Location in the middle of the passageway to Hall 5.2 a coming from Hall 25 (see yellow mark in the left photo)

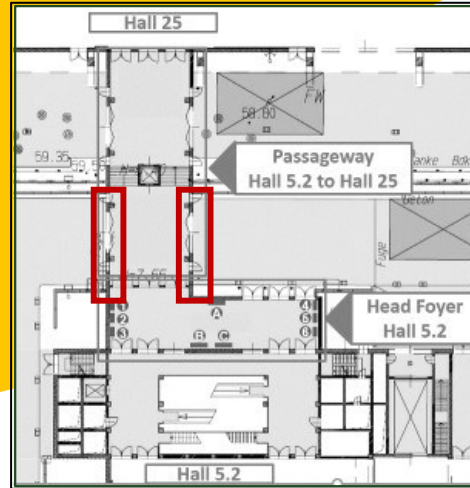
Size (w x h) 7.80 m x 2.50 m

Hire Charge 7,538.00 EUR

Production/Installation 1,300.00 EUR

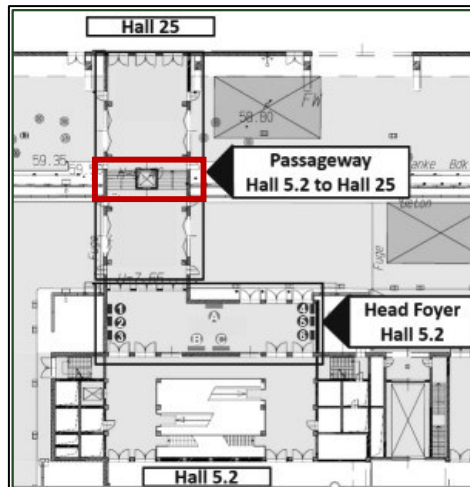
Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



8 Lateral Passageway Banners between Halls 5.2a and 25

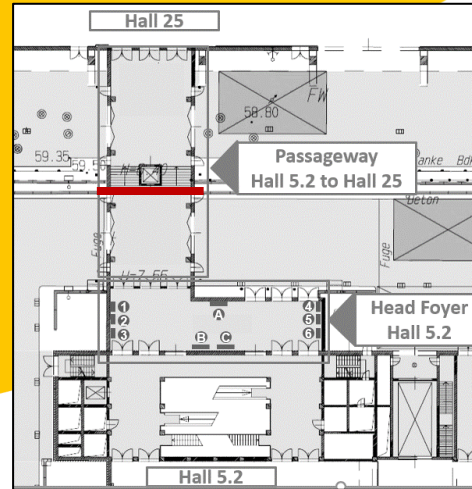
Location	in the passageway between Halls 5.2a and 25: north and south side
Size (w x h)	4 banners: 1.30 m x 3.00 m each (2 on the right and 2 on the left) 4 banners: 1.30 m x 1.70 m each (2 on the right and 2 on the left)
Hire Charge	4,745.00 EUR for all 8 banners
Production/Installation	955.00 EUR for all 8 banners
Status	Availability upon request.



2 Stair Step Brandings in the Passageway between Halls 5.2a and 25

Location	2 stairs with 8 steps each in the middle of the passageway coming from Hall 5.2a and leading to Hall 25 (see blue marks on the left photo)
Size (w x h)	2 stairs with 8 step graphics each: lowest steps: 3.04 m x 0.10 m each step graphics no. 2 to 8: 3.04 m x 0.14 m each
Hire Charge	3,325.00 EUR for both stair step brandings, i.e. for all 16 step graphics
Production/Installation	1,495.00 EUR for both stair step brandings, i.e. for all 16 step graphics
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Passageway Banner leading to Hall 25

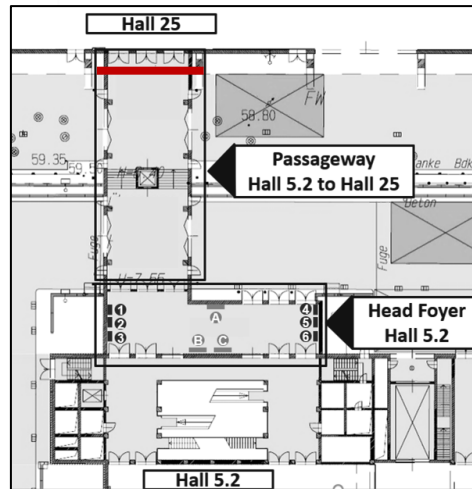
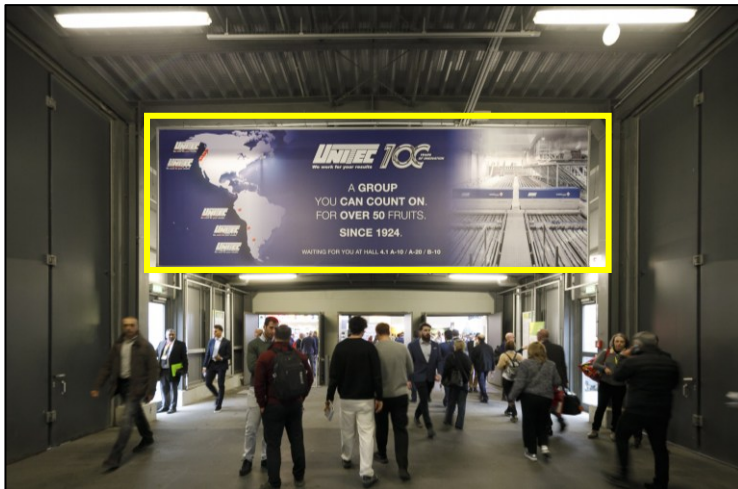
Location in the middle of the passageway to Hall 25 coming from Hall 5.2a (see yellow mark in the left photo)

Size (w x h) 7.80 m x 1.30 m

Hire Charge 3,920.00 EUR

Production/ Installation 1,020.00 EUR

Status Availability upon request.



1 Entrance Banner to Hall 25

Location directly above the entrance doors to Hall 25 coming from Hall 5.2a (see yellow mark in the left photo)

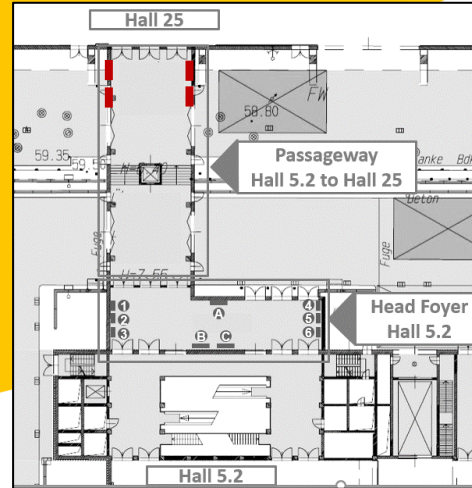
Size (w x h) 7.80 m x 2.50 m

Hire Charge 7,538.00 EUR

Production/ Installation 1,300.00 EUR

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



4 Lateral Banners to Hall 25

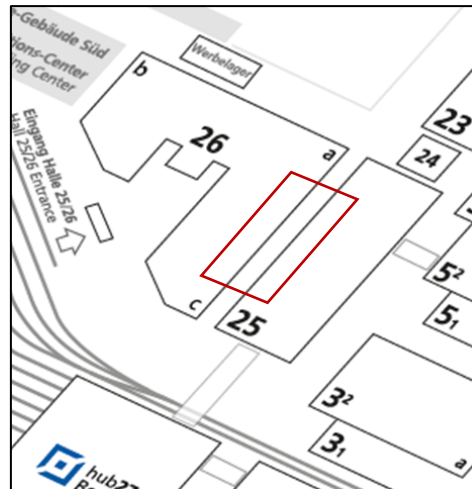
Location 4 banners at the entrance to Hall 25 coming from Hall 5.2a:
2 banners at the north and 2 banners at the south side
(see exemplary yellow mark in the left photo)

Size (w x h) 1.30 m x 2.60 m per banner

Hire Charge 4,600.00 EUR for all 4 banners

Production/ Installation 555.00 EUR for all 4 banners

Status Availability upon request.



Passageway and Catering Area Branding between Halls 25 and 26

Location various banners in the passageway connecting Halls 25/ 26 as well as in the catering area in this passageway

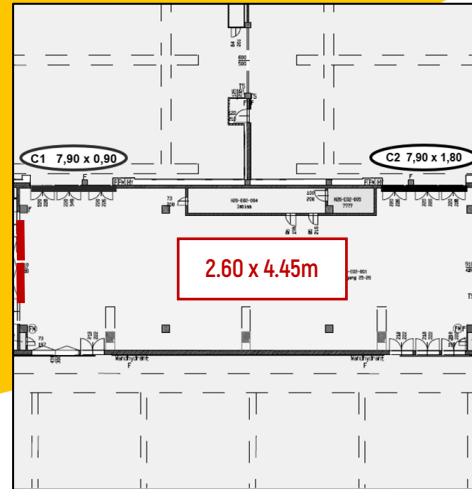
Size (w x h) 4 banners à 2.60 m x 4.45 m,
2 banners à 4.00 m x 3.50 m and
4 banners à 3.00 m x 2.00 m

Hire Charge 29,478.00 EUR for all 10 banners

Production/ Installation 6,320.00 EUR for all 10 banners

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



4 Passageway Banners between Halls 25 and 26

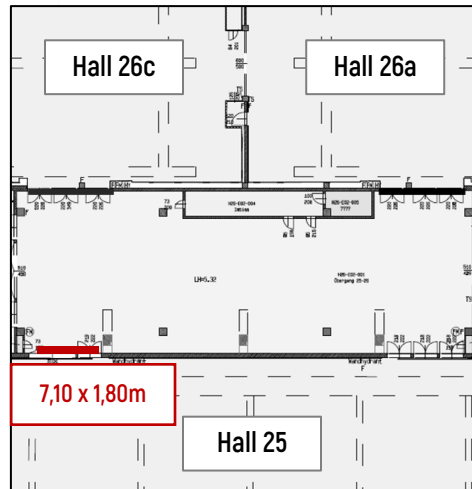
Location at the sides of both passageways connecting Halls 25 and 26:
2 banners in the left passageway and 2 banners in the right passageway
(see exemplary yellow marks A2 and A3 in the left photo)

Size (w x h) 2.60 m x 4.45 m per banner

Hire Charge 4,466.00 EUR per banner

Production/ Installation 745.00 EUR per banner

Status Availability upon request.



1 Banner above the right Entrance to Hall 25

Location directly above the entrance doors to Hall 25 coming from Hall 26c
(see yellow mark in the left photo)

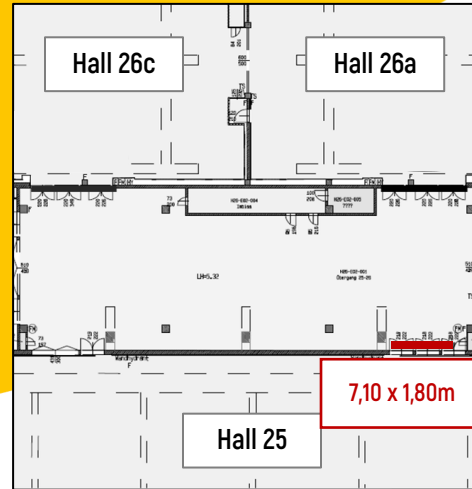
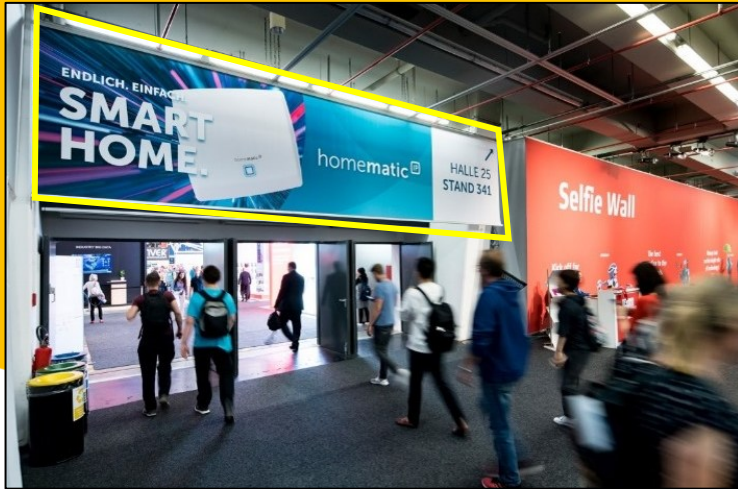
Size (w x h) 7.10 m x 1.80 m

Hire Charge 4,934.00 EUR

Production/ Installation 865.00 EUR

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Banner above the left Entrance to Hall 25

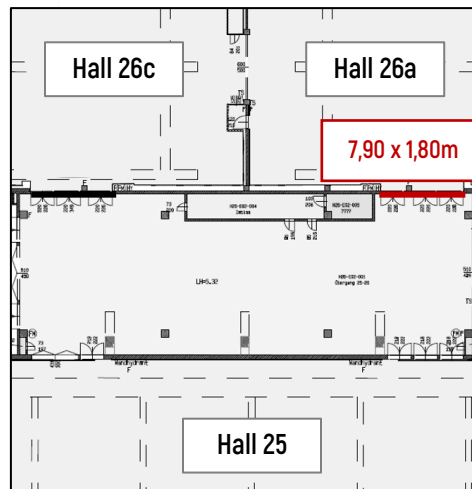
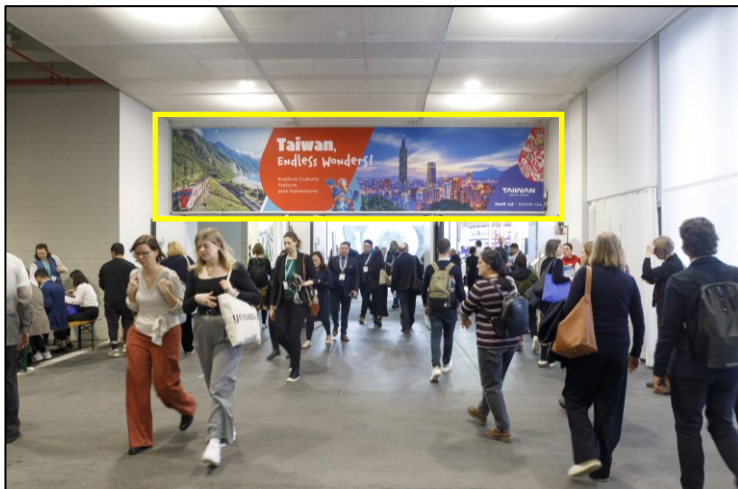
Location directly above the entrance doors to Hall 25 coming from Hall 26a (see yellow mark in the left photo)

Size (w x h) 7.10 m x 1.80 m

Hire Charge 4,934.00 EUR

Production/ Installation 865.00 EUR

Status Availability upon request.



1 Entrance Banner to Hall 26a

Location directly above the entrance doors to Hall 26a coming from Hall 25 (see yellow mark in the left photo)

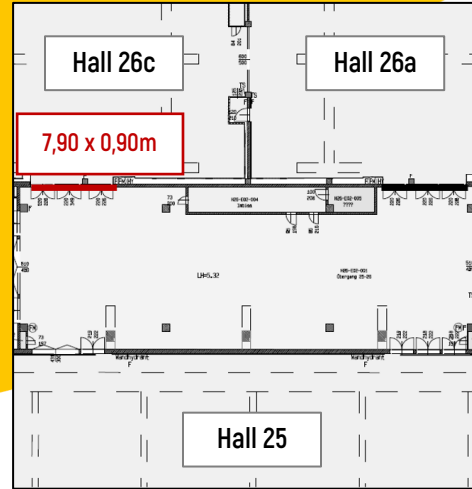
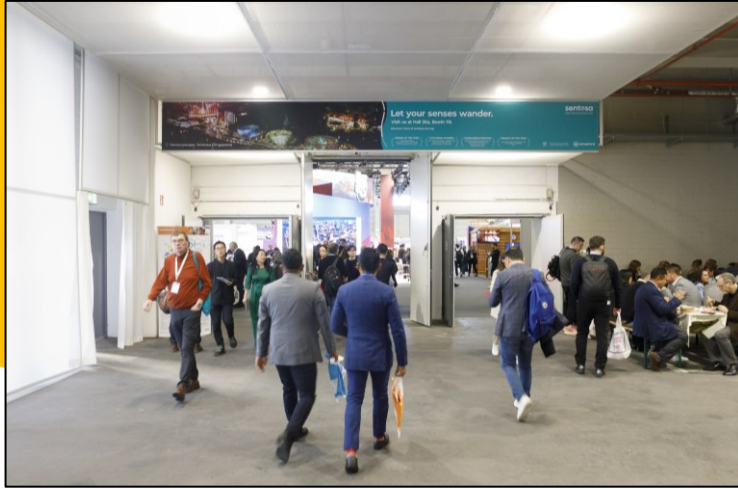
Size (w x h) 7.90 m x 1.80 m

Hire Charge 5,495.00 EUR

Production/ Installation 940.00 EUR

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



1 Entrance Banner to Hall 26c

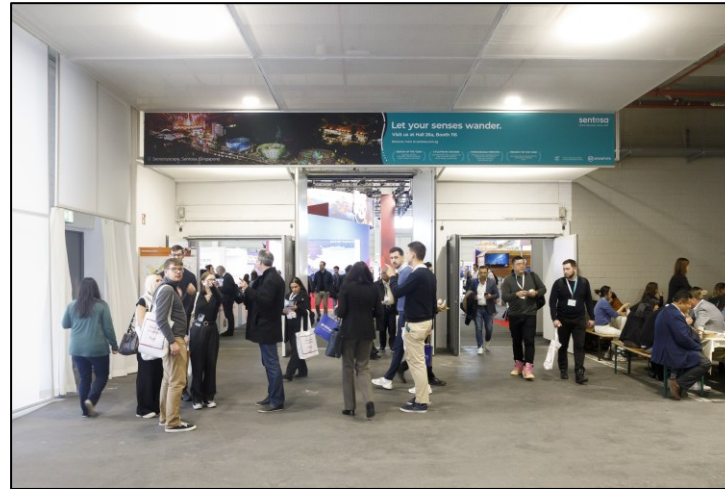
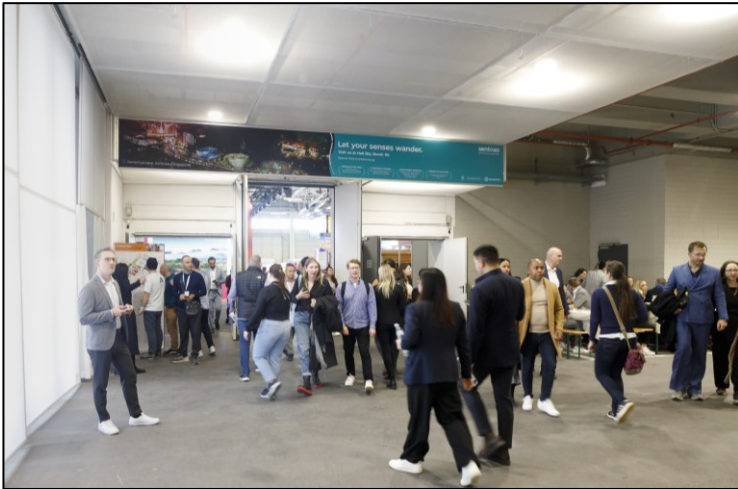
Location directly above the entrance doors to Hall 26c coming from Hall 25

Size (w x h) 7.90 m x 0.90 m

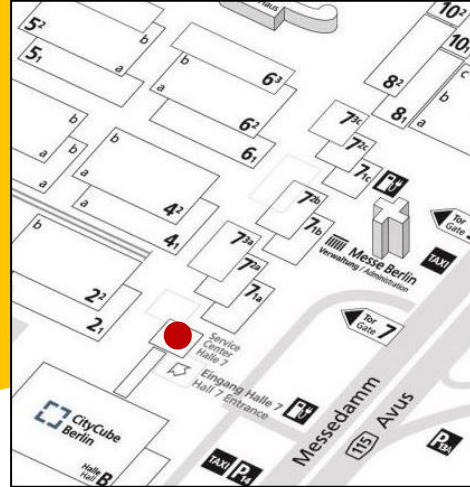
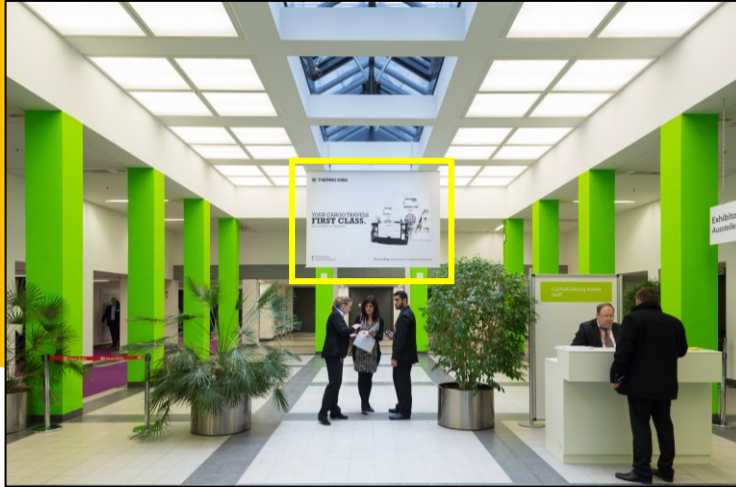
Hire Charge 3,629.00 EUR

**Production/
Installation** 785.00 EUR

Status Availability upon request.



SPECIFIC HALL AREAS – INDOORS



1 Banner in Hall 7, 1-sided

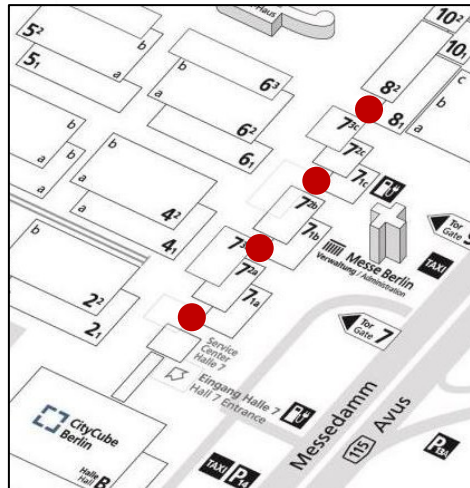
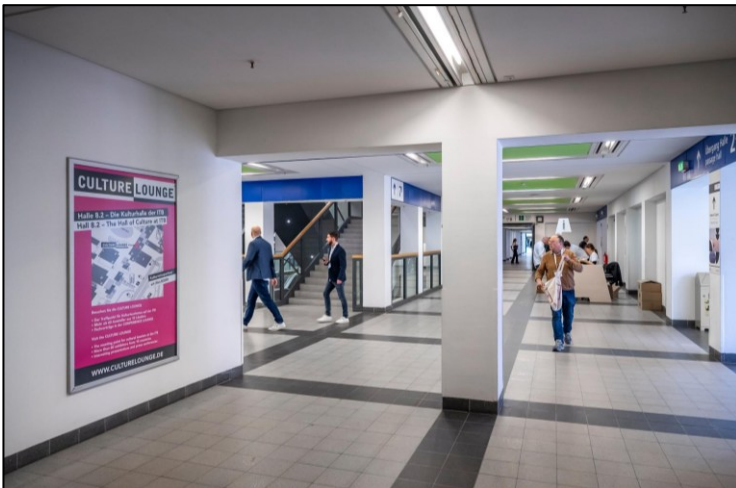
Location suspended banner directly in the entrance area of Hall 7
(see yellow mark in the left photo)

Size (w x h) 3.50 m x 2.50 m
(print only on the front side)

Hire Charge 2,853.00 EUR

**Production/
Installation** 650.00 EUR

Status Availability upon request.



15 Poster Showcases between Halls 7.2 and 8, unlighted

Location in the entrance areas and passages of Hall 7.2 and Hall 8

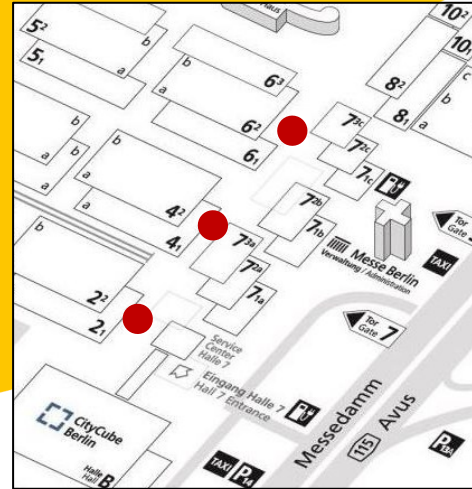
Size (w x h) 1.18 m x 1.75 m per poster

Hire Charge 496.00 EUR per poster

**Production/
Installation** 165.00 EUR per poster

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Passageway Banners between Halls 2.2, 4.2, 6.2 and 7.2

Location

- 3 banners in the passageway between Halls 2.2 and 7.2a
- 3 banners in the passageway between Halls 4.2 and 7.2b
- 3 banners in the passageway between Halls 6.2 and 7.2c (see exemplary yellow marks in the left photo)

Size (w x h) 3 banners: 5.50 m x 1.50 m each per passageway (2 one-sided and 1 double-sided banners)

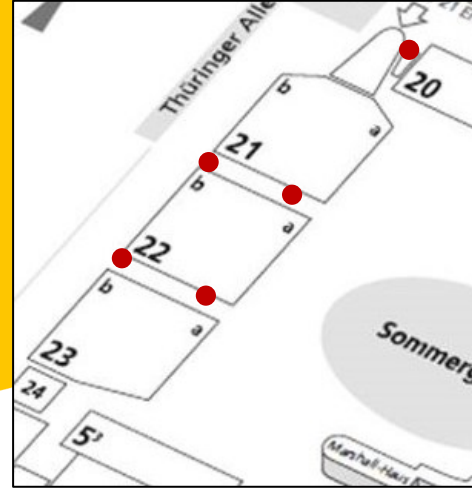
Hire Charge 10,908.00 EUR for 3 banners, i.e. per passageway

Production/ Installation 3,645.00 EUR for 3 banners, i.e. per passageway

Status Availability upon request.

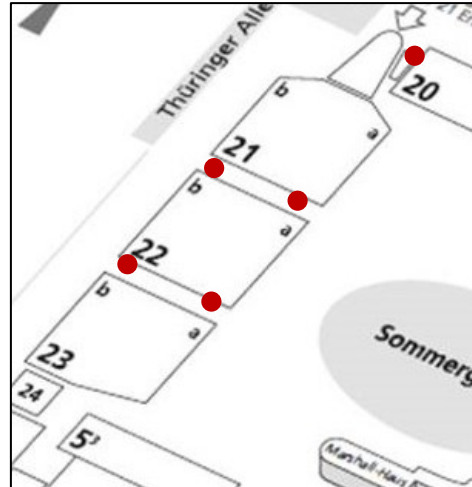


SPECIFIC HALL AREAS – INDOORS



Option A: Wall Brandings between Halls 20, 21, 22 and 23

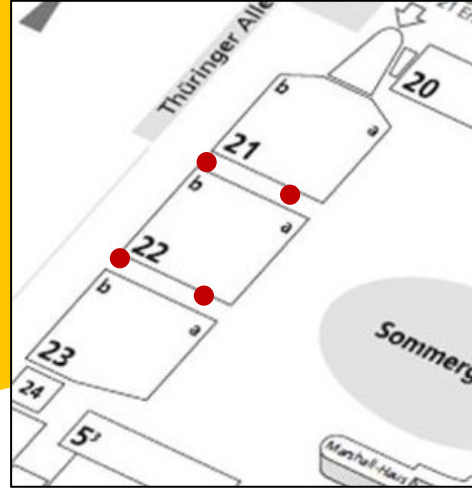
Location	wall brandings within the catering areas and next to the passageways between Halls 20 to 23 (see red marks on the left map)
Size (w x h)	e.g. up to 9.50 m x 1.17 m per branding area
Hire Charge	4,820.00 EUR per branding area
Production/Installation	1,175.00 EUR per branding area
Status	Availability upon request.



Option B: Poster Galleries between Halls 20, 21, 22 and 23

Location	directly within the catering areas and passageways between Halls 20, 21, 22 and 23
Size (w x h)	DIN A0 format, i.e. 0.841 m x 1.189 m per poster (up to 10 or 16 posters per area)
Hire Charge	374.00 EUR per poster
Production/Installation	105.00 EUR per poster
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Framed Entrance Banners to Halls 21, 22 and 23

Location above various entrances to Halls 21, 22 as well as 23
(see red marks on the left map)

Size (w x h) from 4.45 m to 4.75 m x 1.50 m per banner

Hire Charge 3,092.00 EUR per banner

Production/ Installation 1,555.00 EUR per banner

Status Availability upon request.



2 Direction Banners to Halls 21, 22 and 23, each 2-sided

Location in the entrance areas to Hall 21 coming from Halls 20/ 21
(see red marks on the left map)

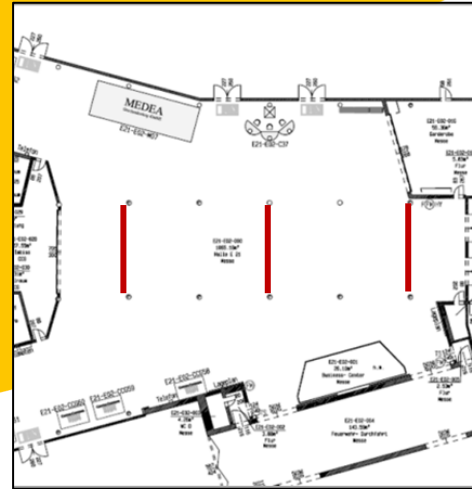
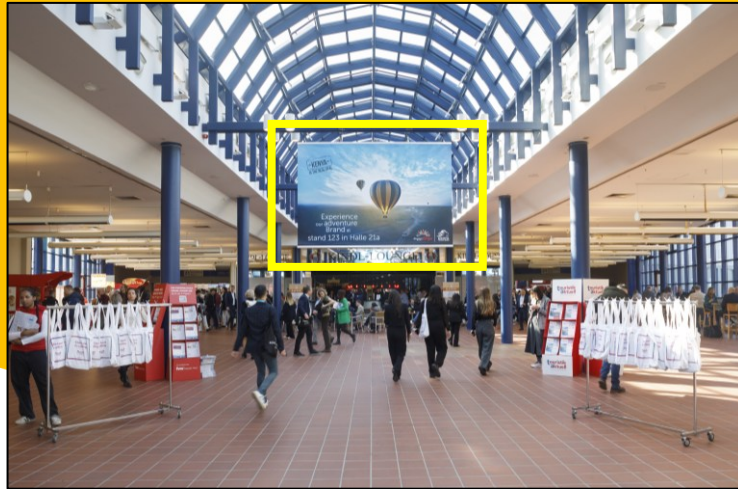
Size (w x h) e.g. 5.50 m x 0.50 m per side
(2 sides per banner – other formats are possible)

Hire Charge e.g. 1,267.00 EUR per double-sided banner

Production/ Installation e.g. 975.00 EUR per double-sided banner

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Suspended Banners between Halls 20 and 21, each 2-sided

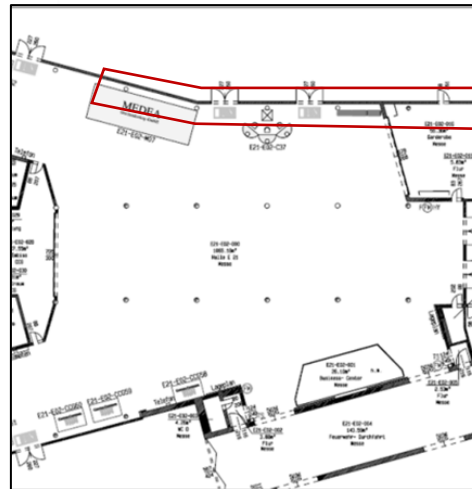
Location in the entrance area to Hall 20 and Hall 21 (see yellow mark in the left photo)

Size (w x h) 3.00 m x 2.00 m per side
(print on front and back side)

Hire Charge 2,746.00 EUR per double-sided banner

Production/ Installation 450.00 EUR per double-sided banner

Status Availability upon request.



Window Brandings between Halls 20 and 21

Location in the entrance area to Hall 21b coming from the Entrance Hall 21 and from Hall 20 (see yellow mark in the left photo)

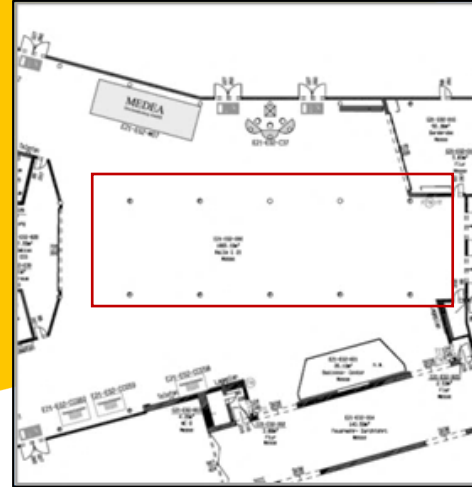
Size (w x h) e.g. 12 windows: 1.13 m x 0.78 m each

Hire Charge e.g. 4,841.00 EUR for 12 windows

Production/ Installation e.g. 605.00 EUR for 12 windows

Status Availability upon request

SPECIFIC HALL AREAS – INDOORS



10 Pillar Brandings between Halls 20 and 21, each 4-sided

Location in the entrance areas to Halls 20 and 21
(see yellow marks in the left photo)

Size (w x h) approx. 0.58 m x 2.50 m per side
(4 sides per pillar)

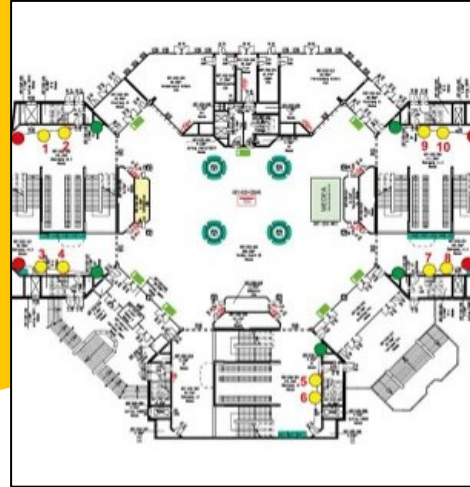
Hire Charge 1,969.00 EUR per 4-sided pillar branding

Production/ Installation 1,375.00 EUR per 4-sided pillar branding

Status Availability upon request.

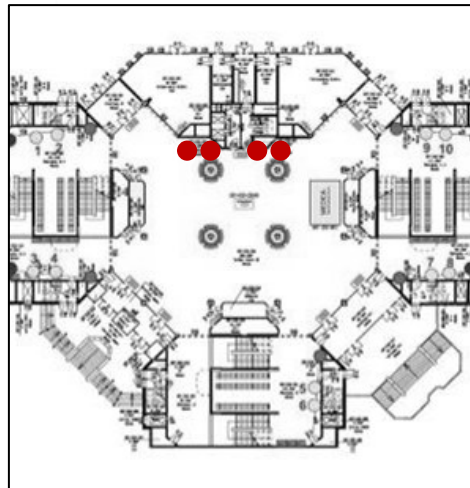


SPECIFIC HALL AREAS – INDOORS



10 Poster Frames in the Passageway "Großer Stern"

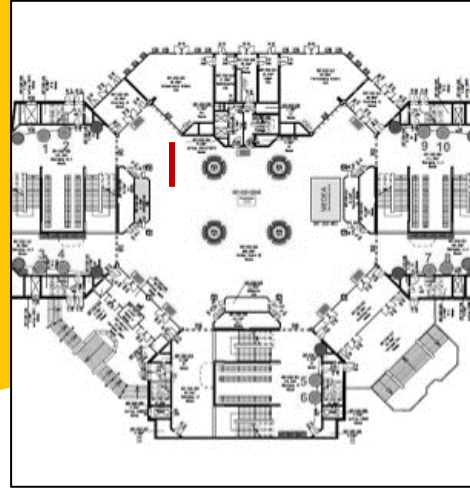
Location	in the passageway "Großer Stern" on Level 2 between Halls 10.2, 11.2 and 12 (see yellow points on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	819.00 EUR per poster
Production/Installation	190.00 EUR per poster
Status	Availability upon request.



4 Digital Displays in the Passageway "Großer Stern"

Location	in the passageway "Großer Stern" on Level 2 with 4 screens in total whereof 2 screens are installed side by side (see example in the left photo)
Technical Specs	75" displays picture format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel file format: PNG video format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel ratio: 9:16 / 60 fps file format: MPEG-4 (.mp4) with an H.264 video compression code
Hire Charge	1,250.00 EUR per screen for a 15 sec spot in a loop with FRUIT LOGISTICA content and other exhibitors
Data Handling	150.00 EUR per screen
Status	Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Suspended Banners in "Großer Stern", each 2-sided

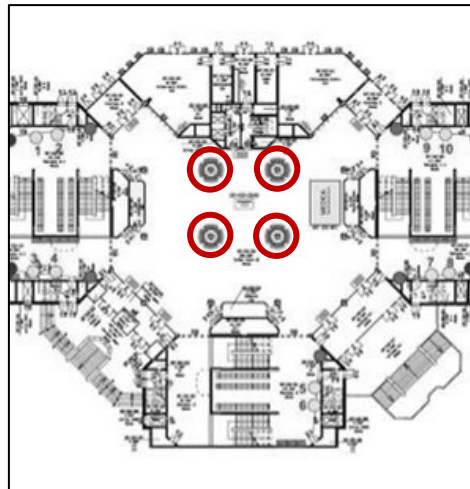
Location in the passageway "Großer Stern" on level 2 at the exit to Summer Garden (see red mark on the left map)

Size (w x h) 6.00 m x 0.90 m per side
(print on front and back side)

Hire Charge 2,470.00 EUR per double-sided banner

Production/ Installation 1,200.00 EUR per double-sided banner

Status Availability upon request.



Up to 4 Pillar Brandings in the Passageway "Großer Stern", each 4-sided

Location in the passageway "Großer Stern" on Level 2 (see red marks on the left map)

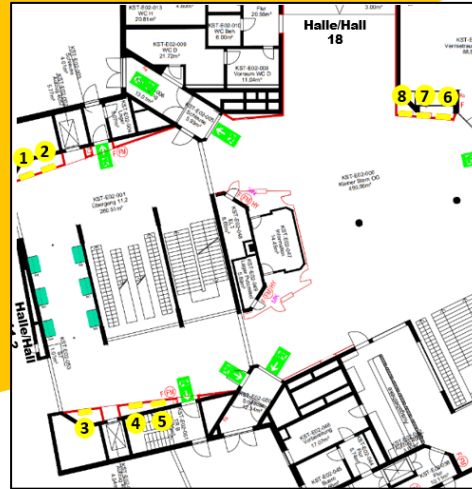
Size (w x h) 0.80 m x 4.08 m per side
(4 sides per pillar)

Hire Charge 4,156.00 EUR per 4-sided pillar branding

Production/ Installation 2,130.00 EUR per 4-sided pillar branding

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



6 Poster Frames in the Passageway "Kleiner Stern"

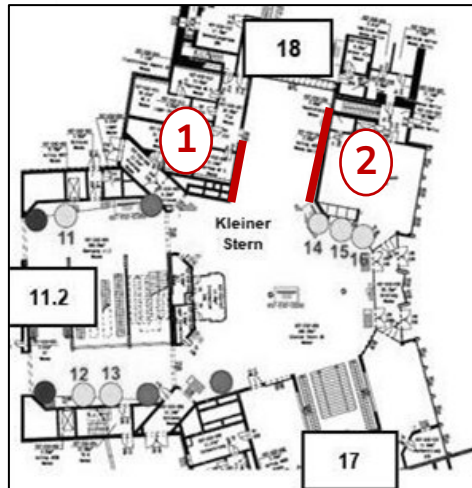
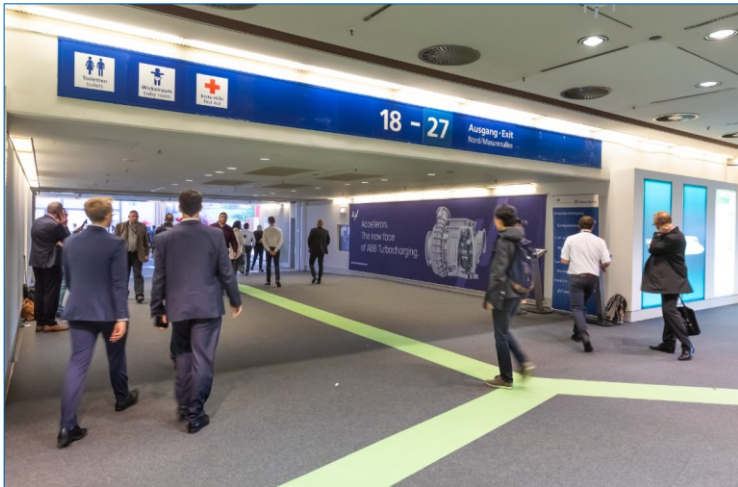
Location in the passageway "Kleiner Stern" on Level 2 between Halls 11.2, 17 and 18 (see yellow points on the left map)

Size (w x h) 0.99 m x 2.31 m per poster

Hire Charge 819.00 EUR per poster

Production/ Installation 190.00 EUR per poster

Status Availability upon request.



2 Wall Brandings in the Passageway "Kleiner Stern"

Location in the passageway "Kleiner Stern" on level 2 at Hall 18

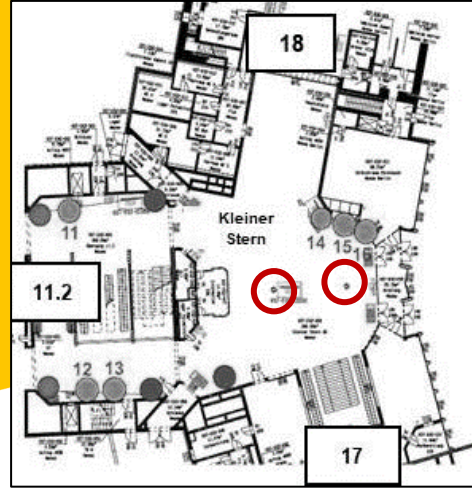
Size (w x h) position 1: 6.00 m x 2.20 m
position 2: 8.10 m x 2.20 m

Hire Charge position 1: 6,036.00 EUR
position 2: 8,149.00 EUR

Production/ Installation position 1: 870.00 EUR
position 2: 1,175.00 EUR

Status Availability upon request.

SPECIFIC HALL AREAS – INDOORS



Up to 2 Pillar Brandings in the Passageway "Kleiner Stern", each 4-sided

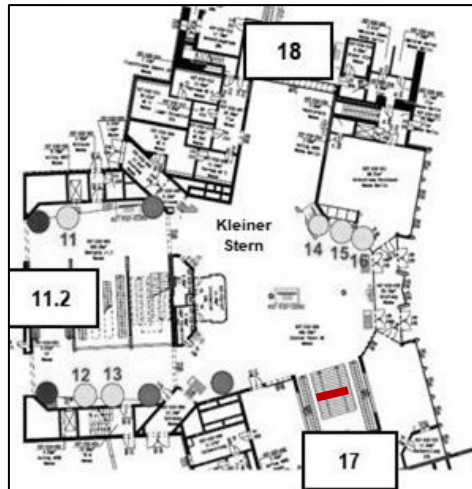
Location in the passageway "Kleiner Stern" on Level 2 in the passageway "Kleiner Stern" on level 2 between Halls 11.2, 17 and 18

Size (w x h) 0.65 m x 3.30 m per side
(4 sides per pillar)

Hire Charge 2,732.00 EUR per 4-sided pillar branding

Production/ Installation 1,775.00 EUR per 4-sided pillar branding

Status Availability upon request.



1 Suspended Banner in the Passageway "Kleiner Stern" and Hall 17

Location directly above the stairs and between the escalators connecting Hall 17 and the passageway "Kleiner Stern" on level 2 (see yellow mark in the left photo)

Size (w x h) 4.20 m x 1.50 m

Hire Charge 2,881.00 EUR

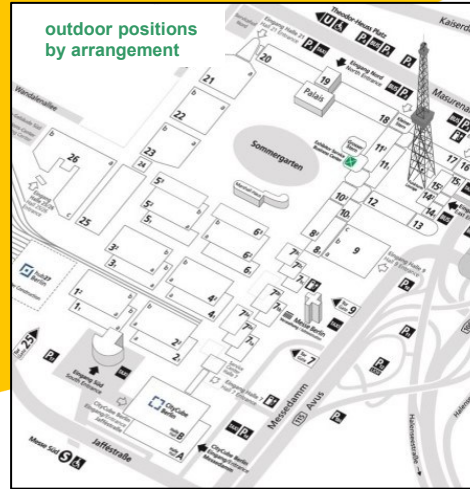
Production/ Installation 1,200.00 EUR

Status Availability upon request.

ON-SITE ADVERTISING SPECIALS

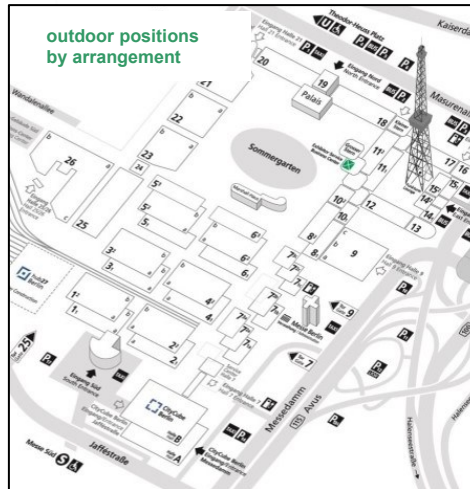


SPECIALS – OUTDOORS



Advertising Inflatables: Balloons etc.

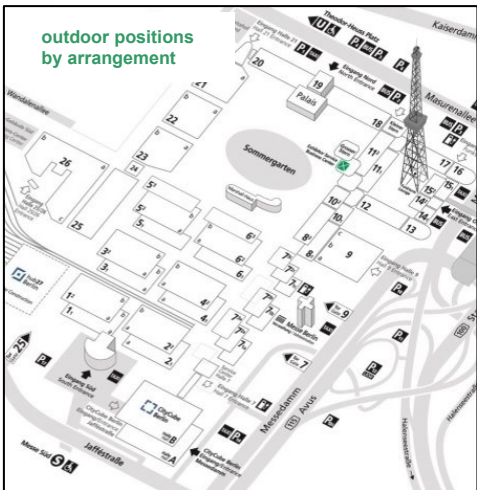
Location	positions by arrangement: e.g. on roofs of the halls or in the Summer Garden
Size (w x h)	e.g. 3.00 m diameter per balloon Other formats and shapes are possible.
Hire Charge	5,990.00 EUR for 1 balloon with 3.00 m diameter
Production/Installation	8,360.00 EUR for 1 balloon with 3.00 m diameter incl. handling
Status	Availability upon request.



Floor Graphics

Location	outdoor positions by arrangement
Size (w x h)	e.g. 2.40 m x 2.40 m or 2.40 m diameter per floor graphic Special formats (see photo on the left) are possible.
Hire Charge	2,297.00 EUR per floor graphic
Production/Installation	740.00 EUR per floor graphic
Status	Availability upon request.

SPECIALS – OUTDOORS



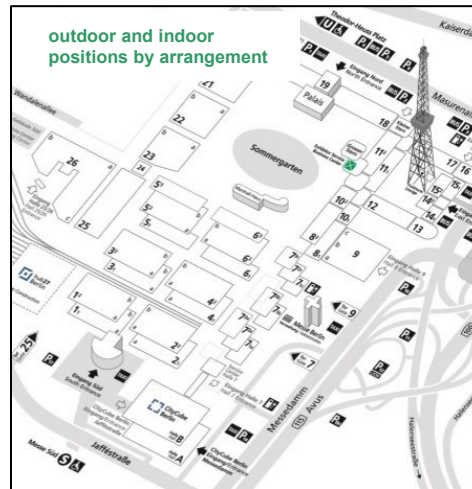
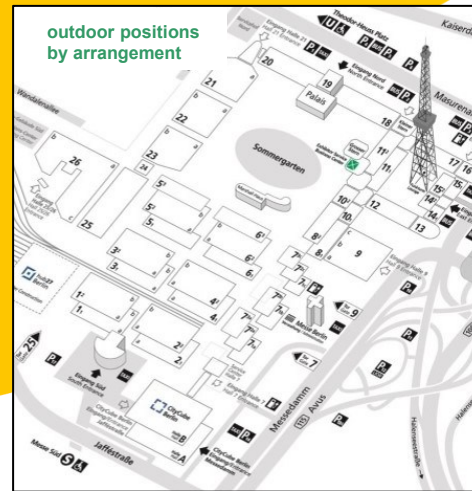
Advertising Towers, each 4-sided

Location	positions by arrangement
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 10,961.00 EUR per 4-sided tower e.g. big: 23,301.00 EUR per 4-sided tower
Production/ Installation	e.g. small: 3,270.00 EUR per 4-sided tower e.g. big: 5,495.00 EUR per 4-sided tower
Status	Availability upon request.

Bench Displays, each 2-sided

Location	outdoor positions by arrangement: at entrances, in passageways, at roadways etc.
Size (w x h)	2.05 m x 2.05 m per double-sided sign (1 double-sided sign with foil on front and back side per display)
Hire Charge	2,180.00 EUR per double-sided display
Production/ Installation	720.00 EUR per double-sided display
Status	Availability upon request.

SPECIALS – OUTDOORS



LED Sprinter

Details

Sprinter Van with digital screens on three sides, video footage has to be provided by client

Location

By prior agreement

Size (w x h)

Different sized screens on three sides roughly 21 square meters screen size
Truck size 7.10 m x 2.10 m x 3.20 m

Package Price

from 32,960.00 EUR
depending on location

Status

Availability upon request.

LED Trailer

Details

Trailer with LED screen on top, the bottom trailer can be branded with adhesive foil for an additional charge, video footage has to be provided by client

Location

By prior agreement

Size (w x h)

from 6.00 m x 3.50 m screen size

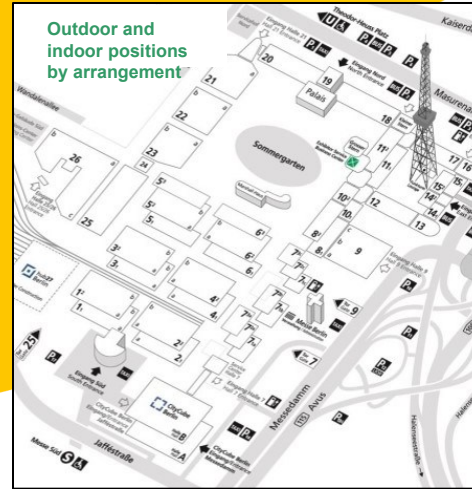
Package Price

from 35,020.00 EUR
depending on location and branding

Status

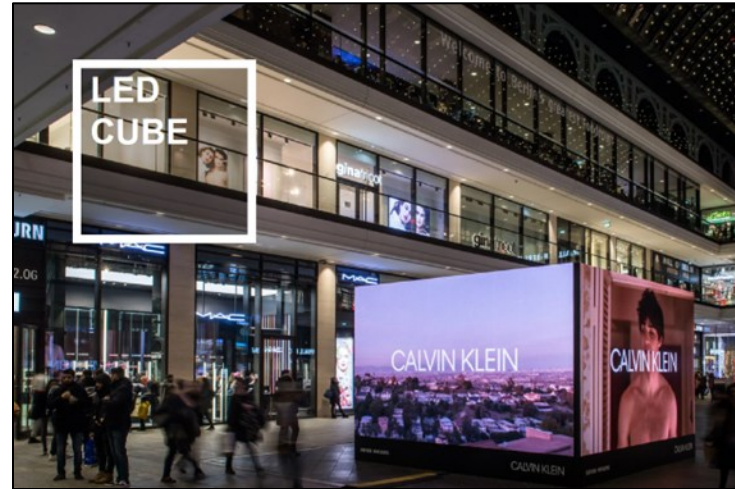
Availability upon request.

SPECIALS – OUTDOORS & INDOORS LED CUBE

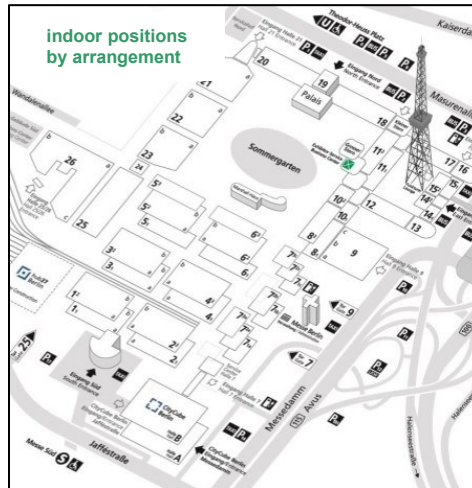
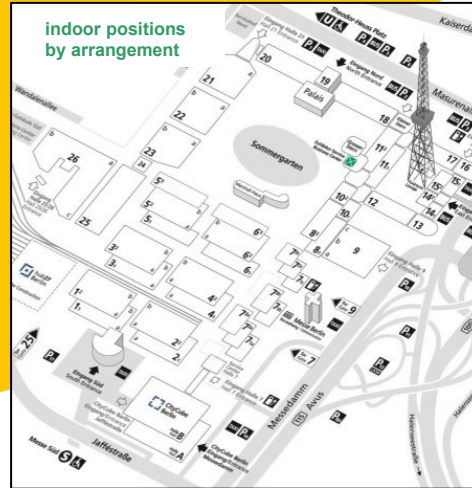


LED Cubes, 4-sided

Location	4-sided LED Cube > out- and indoor positions by arrangement
Size (w x h)	outdoor version: 5.00 m x 3.50 m per side indoor version: 3.00 m x 2.50 m per side
Package Price incl. Handling	on demand depending on location and branding
Status	Availability upon request



SPECIALS – INDOORS



Floor Graphics and Carpet Brandings

Location indoor positions by arrangement: e.g. in entrance areas, at passageways and within middle foyers

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. 340.00 EUR per floor graphic
e.g. 863.00 EUR per floor graphic

Production/ Installation e.g. 116.00 EUR per floor graphic
e.g. 370.00 EUR per floor graphic

Status Availability upon request.

Step Graphics at Stairs

Location indoor positions by arrangement: e.g. in the middle foyers

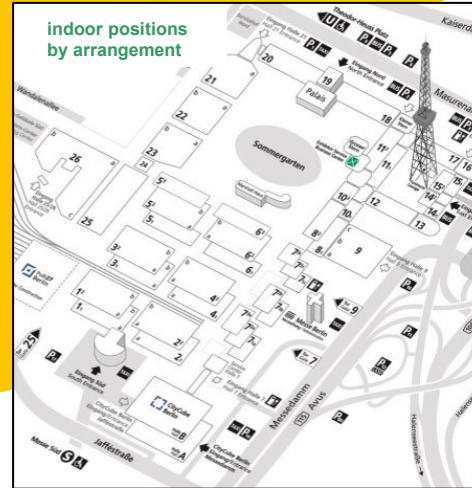
Size (w x h) to be defined

Hire Charge on demand
(depending on location, quantity and format)

Production/ Installation on demand
(depending on location, quantity and format)

Status Availability upon request.

SPECIALS – INDOORS



Branding of Pillars, each 4-sided

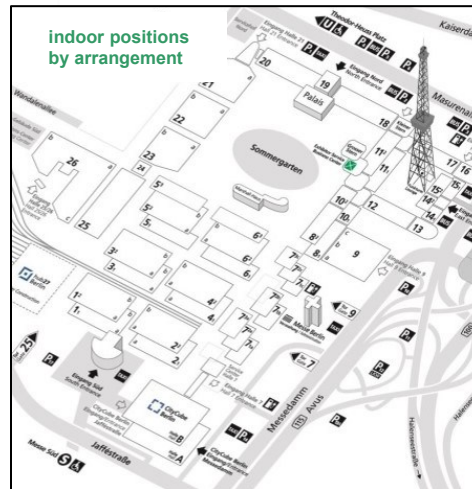
Location in middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrance areas

Size (w x h) approx. 0.60 m x 2.50 m per side
(4 sides per pillar)

Hire Charge 1,969.00 EUR per 4-sided pillar branding

Production/Installation 1,515.00 EUR per 4-sided pillar branding

Status Availability upon request.



Display Frames, each 1- or 2-sided

Location indoor positions by arrangement: e.g. in the middle foyers as well as in entrance areas

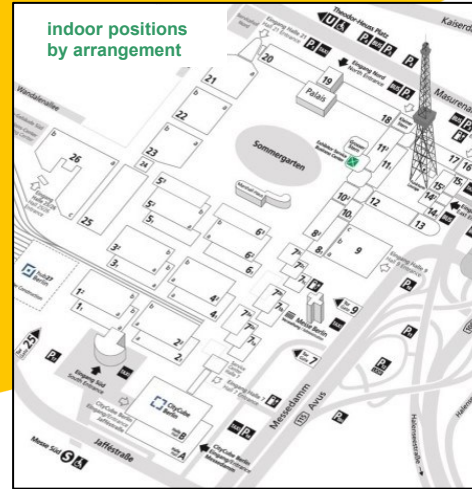
Size (w x h) 1.00 m x 2.00 m per side
(2 sides per display)

Hire Charge e.g. 605.00 EUR per 1-sided display
e.g. 1,211.00 EUR per 2-sided display

Production/Installation e.g. 265.00 EUR per 1-sided display
e.g. 405.00 EUR per 2-sided display

Status Availability upon request.

SPECIALS – INDOORS



Mobile Advertising Frames, each 1-sided

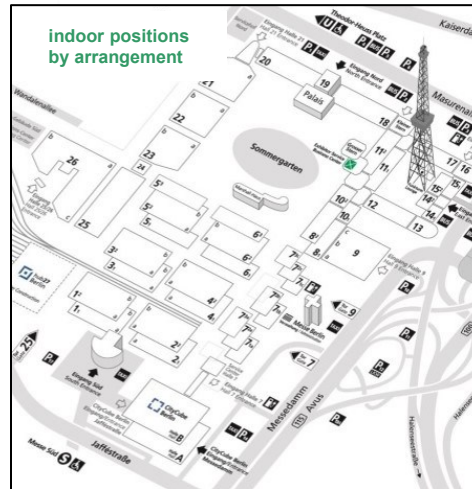
Location indoor positions by arrangement: e.g. in the middle foyers as well as in entrance areas

Size (w x h) 2.28 m x 2.28 m per banner
(1 banner per frame)

Hire Charge 1,800.00 EUR per frame and banner

Production/Installation 585.00 EUR per frame and banner

Status Availability upon request.



Advertising Frames in the Middle Foyers, each 1-sided

Location indoor positions by arrangement: e.g. in the middle foyers of Halls 1.1 to 6.1 as well as in the middle foyers of Halls 1.2 to 6.2

Size (w x h) 2.485 m x 2.485 m per banner
(1 banner per frame)

Hire Charge 1,800.00 EUR per frame and banner

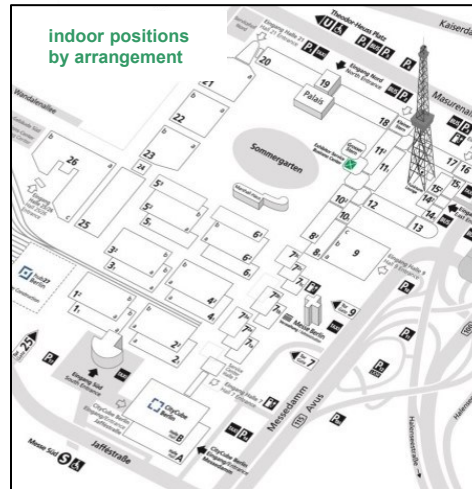
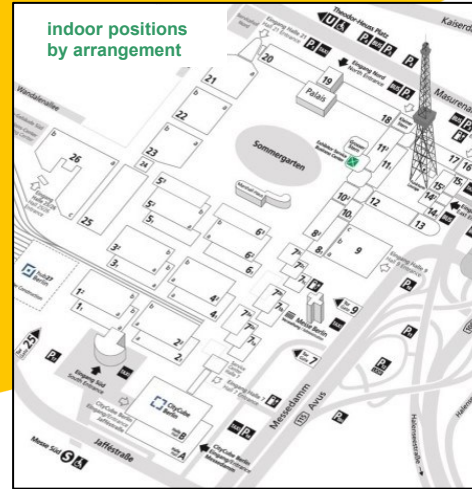
Production/Installation 585.00 EUR per frame and banner

Status Availability upon request.

ON-SITE ADVERTISING – SANITARY FACILITIES



SANITARY FACILITIES – INDOORS



Mirror Brandings

Location high-quality stickers on the mirrors in the lavatories:
exact positions by arrangement

Size (w x h) e.g. 0.30 m x 0.15 m per mirror graphic
Other formats and special shapes are possible.

Hire Charge e.g. 460.00 EUR for 10 mirror brandings

Production/Installation e.g. 440.00 EUR for 10 mirror brandings

Status Availability upon request.

Towel Dispensers Brandings

Location high-quality stickers on the towel dispensers in the lavatories:
exact positions by arrangement

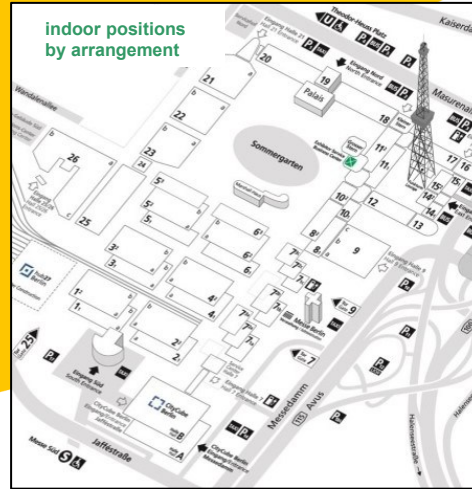
Size (w x h) e.g. 0.30 m x 0.15 m per towel dispenser graphic
Other formats and special shapes are possible.

Hire Charge e.g. 460.00 EUR for 10 towel dispenser brandings

Production/Installation e.g. 440.00 EUR for 10 towel dispenser brandings

Status Availability upon request.

SANITARY FACILITIES – INDOORS



Door Brandings

Location high-quality stickers at the doors (outside) in the lavatories as well as in the toilets:
exact positions by arrangement

Size (w x h) e.g. 0.30 m x 0.15 m per door graphic
Other formats and special shapes are possible.

Hire Charge e.g. 460.00 EUR for 10 door brandings

**Production/
Installation** e.g. 440.00 EUR for 10 door brandings

Status Availability upon request.

OUT-OF-HOME ADVERTISING – AIRPORT “BER”



BER - THE BERLIN BRANDENBURG AIRPORT – OUTDOORS & INDOORS



Advertising Options at BER - the Berlin Brandenburg Airport

Description

Boost your visibility where the journey begins and catch up the visitors right at the BER - the Berlin Brandenburg Airport.

A warm welcome and accompany the trade visitors, media representatives and exhibitors with your corporate design upon their arrival at BER - the Berlin Brandenburg Airport.

From Giant Poster at the Access and Exit Road to Digital City Light Posters – the successful placement of advertisement rounds off our customised services and your all-round performance.

Get in touch with us and receive an individual offer according to your goals, target groups and budget frame!



OUT-OF-HOME ADVERTISING – “BERLIN CITY RAILWAYS”



BERLIN CITY RAILWAYS – KEY TRANSPORT HUBS



Public Video Giant - Berlin Central Station



Advertising Options at Key Transport Hubs

Description

Make your way and reach the potential clients through a customized route map... From Alexanderplatz to Zoologischer Garten over Berlin Central Station, Friedrichstraße to Potsdamer Platz...every key transport hub can be unforgettable.

Berlin Central Station..

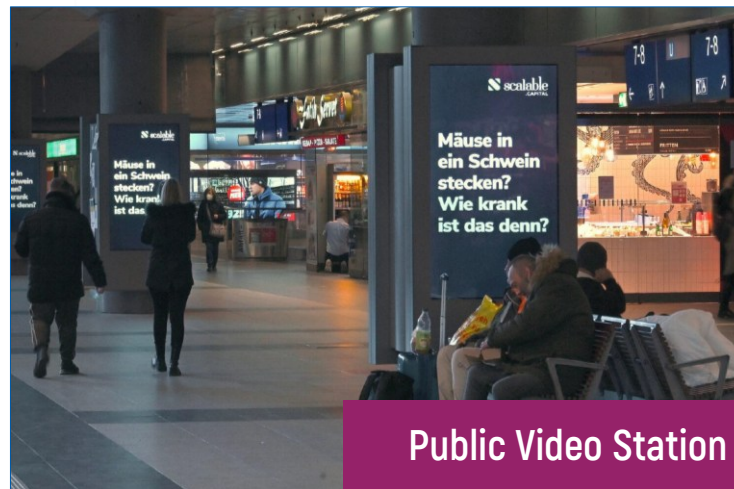
is considered the most important station in the capital. No other railway station in Germany offers as many international connections and direct access to the exhibition grounds. There, two large digital screens with a total advertising space of over 30 square meters are located at the Europaplatz and Washingtonplatz entrances. They reach potential customers as soon as they arrive at the station – digitally, unmistakably, and in impressive quality.

At other key transport hubs of the U-Bahn and S-Bahn, such as Potsdamer Platz, Friedrichstraße, Alexanderplatz and Zoologischer Garten, you can also spread your message and new products to potential customers on their way to the FRUIT LOGISTICA.

If you'd like more information on prices and availability, feel free to get in touch with us.



Public Video Infoscreen



Public Video Station

OUT-OF-HOME ADVERTISING – PUBLIC TRANSPORT “MESSE SÜD”



PUBLIC TRANSPORT "MESSE SÜD"



Ground Posters / Floor Graphics

Description positions by arrangement directly on the platform and in the entrance / exit areas of the station, minimum booking period: 1 week

Size (w x h) 1.20 m x 1.80 m per graphic

Hire Charge on demand

Production/ Installation on demand

Status Availability upon request.



2 Billboards at the Station, unlighted

Description 2 billboards directly at the station, minimum booking period: 10 days

Size (w x h) approx. 3.56 m x 2.52 m per billboard (18/1)

Hire Charge on demand

Production/ Installation on demand

Status Availability upon request.

GET IN TOUCH WITH OUR EXPERIENCED ADVERTISING TEAM...

GIVE US A CALL OR WRITE US AN E-MAIL:

PHONE: +49(0)30 3038-2525

E-MAIL: ADVERTISING@MESSE-BERLIN.DE

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.

**FRUIT
LOGISTICA**

