

Marketing Service for exhibitor



Stand April 2022

messe
— karlsruhe

Efficient information – Smart communication

Address trade fair visitors through attractive and effective advertising. Make your company, products and services the centre of attention – even outside your stand!

Enhance your trade fair presentation with the following advertising options:

- Digital advertising spaces
- Static advertising spaces
- Special advertising spaces

We will be delighted to assist you.

Contact us: service@messe-karlsruhe.de



Please note that these services are reserved exclusively for exhibitors and guest organisers.
Availability of all services is limited!

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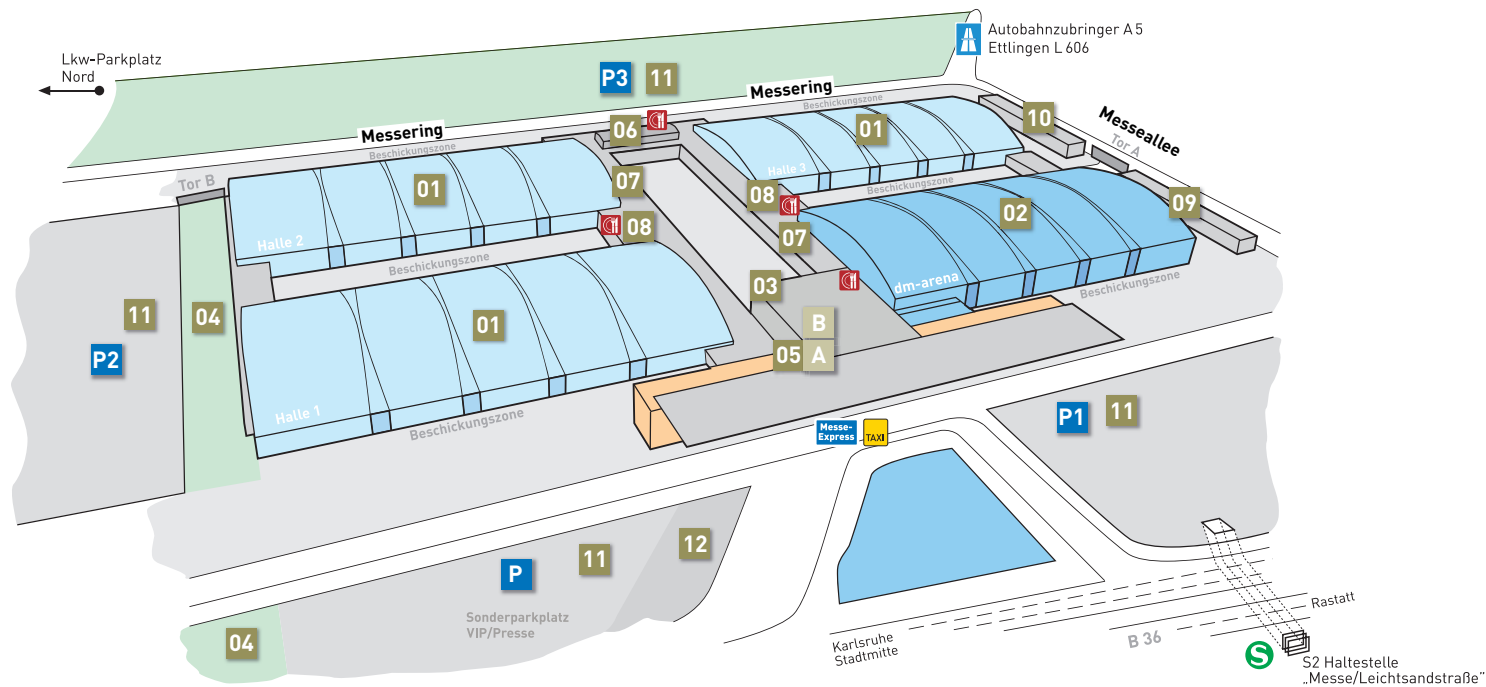
Static advertising spaces

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Overview of exhibition grounds

**[01] Standard halls**

Each measuring 12,500 m², no columns, ground level, adaptable, with natural daylight, can be darkened (sunscreens), with state-of-the-art service infrastructure, hall height: 17.80 m.

[02] dm-arena

12,500 m², for up to 11,200 visitors (standing), can be completely darkened, separate entrance and backstage area, hall height: 22.00 m.

[03] Events Hall

Up to 4,300 m² with extensive technical infrastructure

[04] Open-air exhibition area

90,000 m² with extensive technical infrastructure

[05] Main Entrance / Information desk with Conference Centre**[A] Main Entrance / Information desk**

Entrance foyer: Visitor reception and registration, Cloakroom (basement), Events Hall, Guest Club, Business Centre, Project Management Office, Service Centre, Press Centre, Trade Fair Shop, Le Café, Service Point, ATM

[B] 2nd Upper floor: Conference West:

1 conference hall, 12 conference and seminar rooms

[06] East Entrance

Entrance foyer with visitor reception and registration, cloakroom, Eastside self-service restaurant, Service Centre, Conference East (upper floor)

[07] Visitor Walkway

The integrated Visitor Walkway allows visitors to move from one exhibition hall to another without getting wet

[08] PICK UP

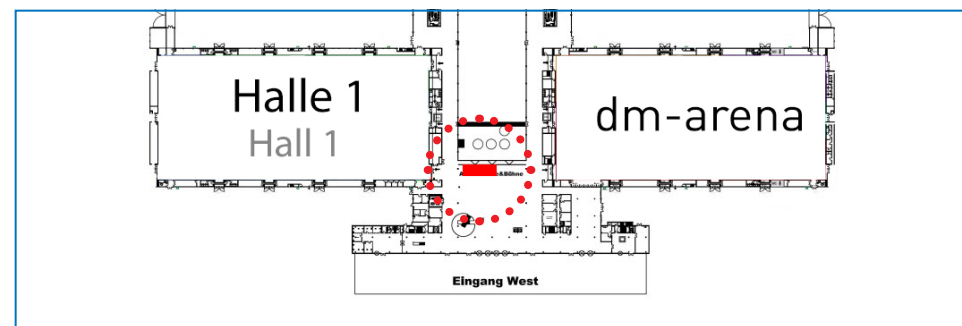
2 bistro service areas between the halls

[09] Technical services / Workshop / Service partners**[10] Warehouse****[11] Parking spaces**

7,000

[12] Coach parks

1.0 LED wall – Events Hall



The central information display in the main entrance.
28 m² screen guarantees maximum impact – even from a distance – for your product and corporate presentation.

Advertising for exhibitors possible for the duration of the event, subject to availability.

Advertisements shown up to 120x / day.

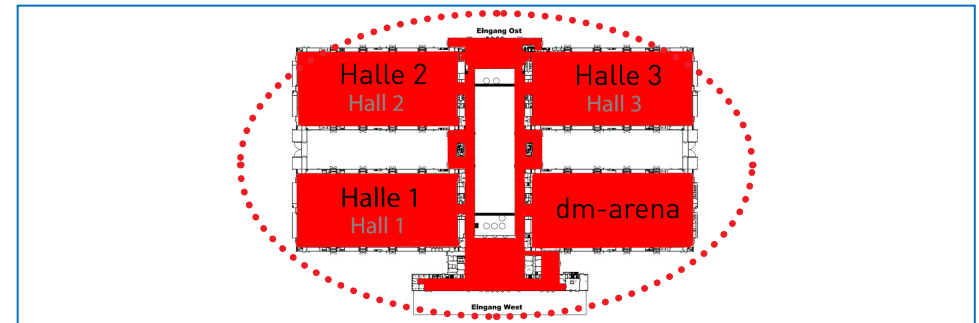
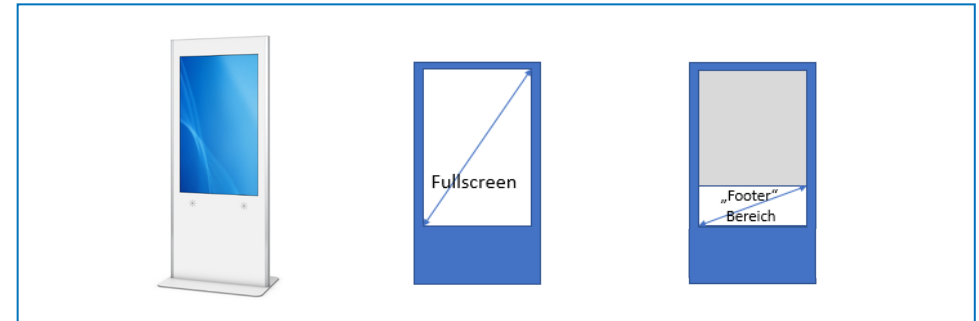
Location: Events Hall
West Entrance (main entrance)

Dimensions: 7 x 4 m

Screen diagonal: 315 inches (8.50 m)

Resolution: 1920 x 1080 pixels

2.0 Information column



Dimensions: W x H: 0.80 x 2.16 m
Display screen diagonal: 55 inches (1.40 m)
Resolution of full screen: 1920 x 1080 pixels
Touch function

Advertising for exhibitors possible for the duration of the event, subject to availability.

Advertisements shown up to 120x / day.

The same advertising spot will be played on various columns.

The precise number of columns will be determined by the respective project management.

3.0 MultiTouch terminal



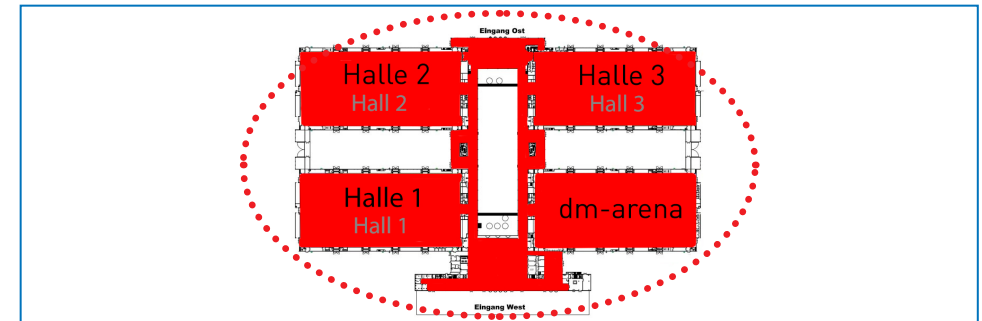
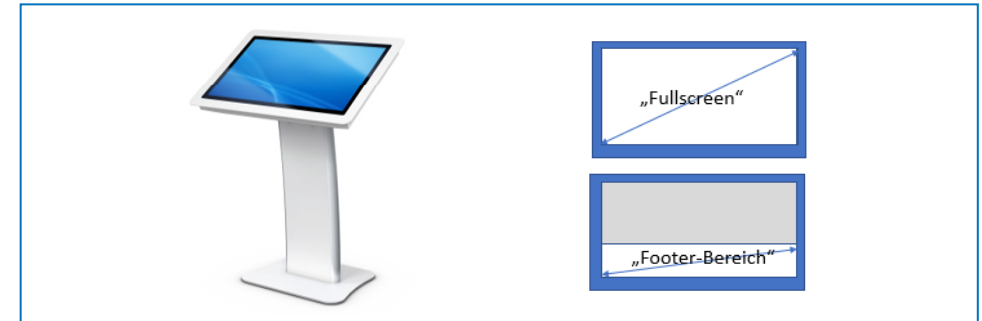
Display screen diagonal: 42 inches (1.40 m)
Resolution: 1920 x 1080 pixels
Touch function

Advertising for exhibitors possible for the duration of the event, subject to availability.

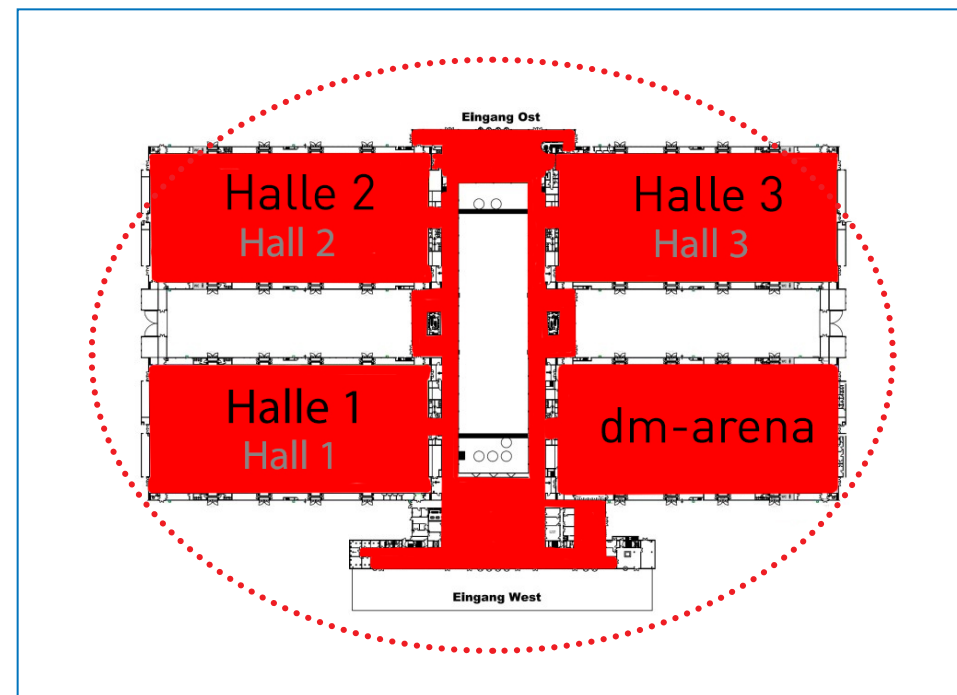
Advertisements shown up to 120x / day.

The same advertising spot will be played on various terminals.

The precise number of terminals will be determined by the respective project management.



4.0 Mobile display



Mobile displays are used in a variety of ways in many areas but primarily at locations with high footfall, such as hall entrances. For example, they can be used to help visitors find their way to your stand or provide a reminder of your product or company.

Locations: For mobile use
Dimensions: Screen diagonal 42 inches (1.40 m)
Resolution: 1920 x 1080 pixels
Touch function

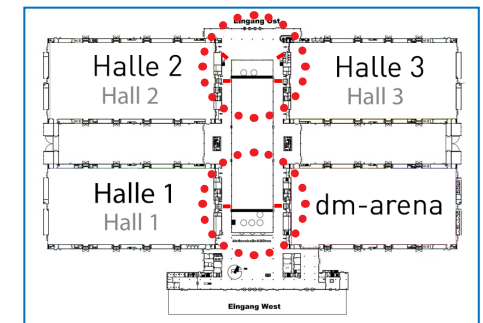
Advertising for exhibitors possible for the duration of the event, subject to availability.

Advertisements shown up to 120x / day.

The same advertising spot will be played on various displays.

The precise number of displays will be determined by the respective project management.

5.0 Information display – Visitor Walkway (fixed location)



These displays in the Visitor Walkway accompany visitors on their journey to the hall where your exhibition stand is located. Use them to present, e.g. your top products at the trade fair!

Locations: In front of each hall
(displays booked per hall)

Dimensions: Screen diagonal 50 inches (1.3 m)

Resolution: 1280 x 720 pixels

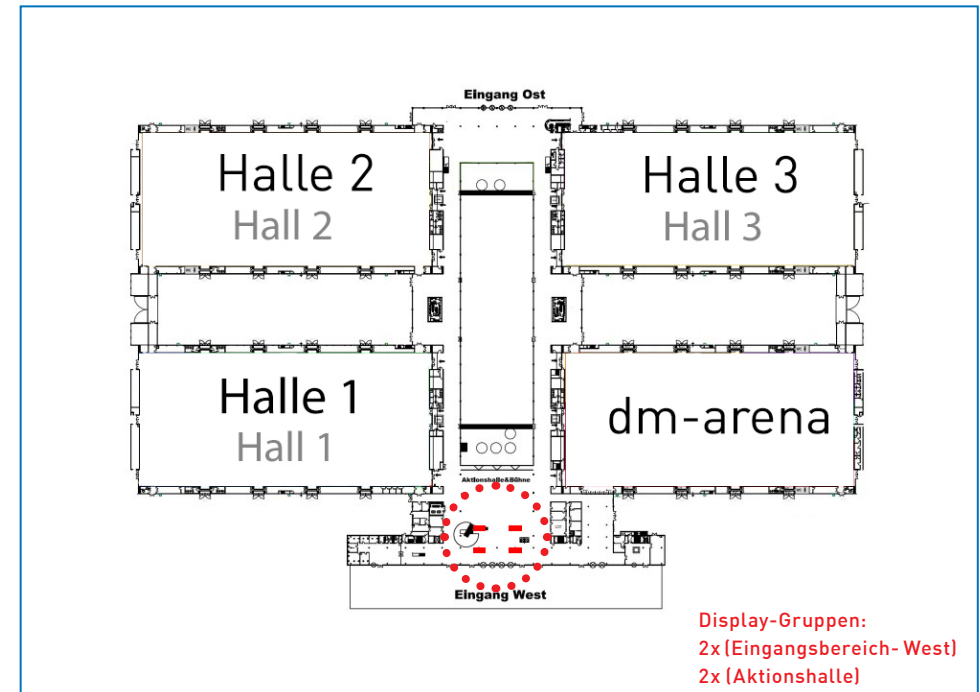
Advertising for exhibitors on the above displays is possible for the duration of the event, subject to availability.

Advertisements shown up to 120x / day.

The same advertising spot will be played on various displays.

The precise number of displays will be determined by the respective project management.

6.0 Welcome displays on the bridge – Events Hall (fixed location)



Encourage trade fair visitors to visit your exhibition stand with displays in the Main Entrance!

Locations: Main West Entrance
Dimensions: Screen diagonal 50 inches (1.30 m)
Resolution: 1280 x 720 pixels

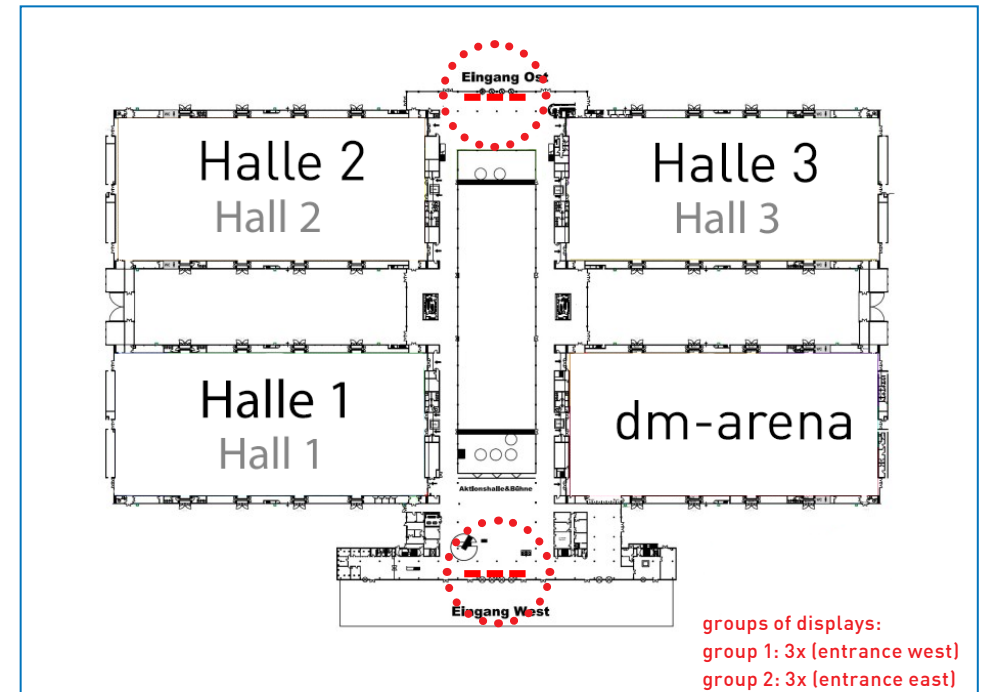
Advertising for exhibitors possible for the duration of the event, subject to availability.

Advertisements shown up to 120x / day.

The same advertising spot will be played on various displays.

The precise number of displays will be determined by the respective project management.

7.0 Information displays – Revolving doors, West and East Entrances



Say goodbye to the trade fair visitors with your message on the displays at the main and the east entrance!

Locations: Main West and East Entrances
Dimensions: Screen diagonal 50 inches (1.3 m)
Resolution: 1280 x 720 pixels

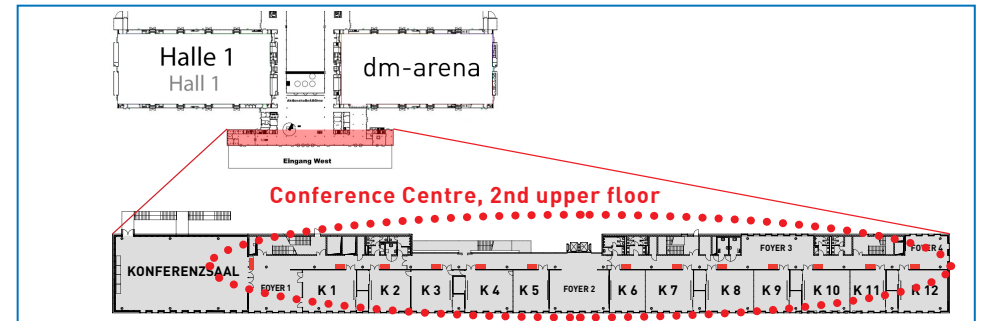
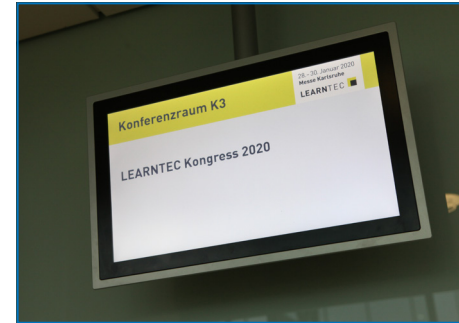
Advertising for exhibitors possible for the duration of the event, subject to availability.

Advertisements shown up to 120x / day.

The same advertising spot will be played on various displays.

The precise number of displays will be determined by the respective project management.

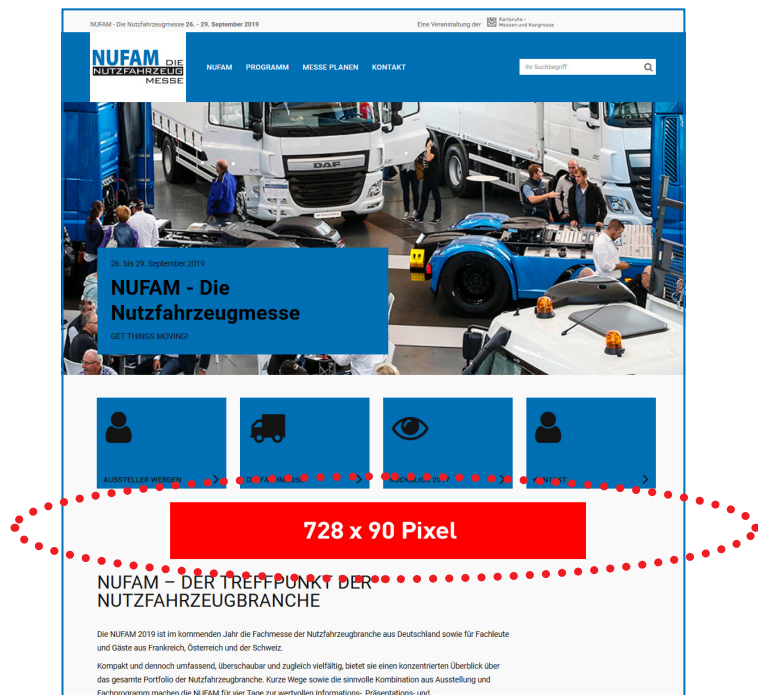
8.0 Conference room displays - Conference Level, 2nd upper floor



Encourage trade fair visitors to visit your stand with the displays in the main entrance area!

Locations: Main West Entrance
Dimensions: Screen diagonal 20 inches
Resolution: 1920 x 1080 pixels

9.0 Banner placement on event website



Grab visitors' attention as soon as they search for information on the event website!

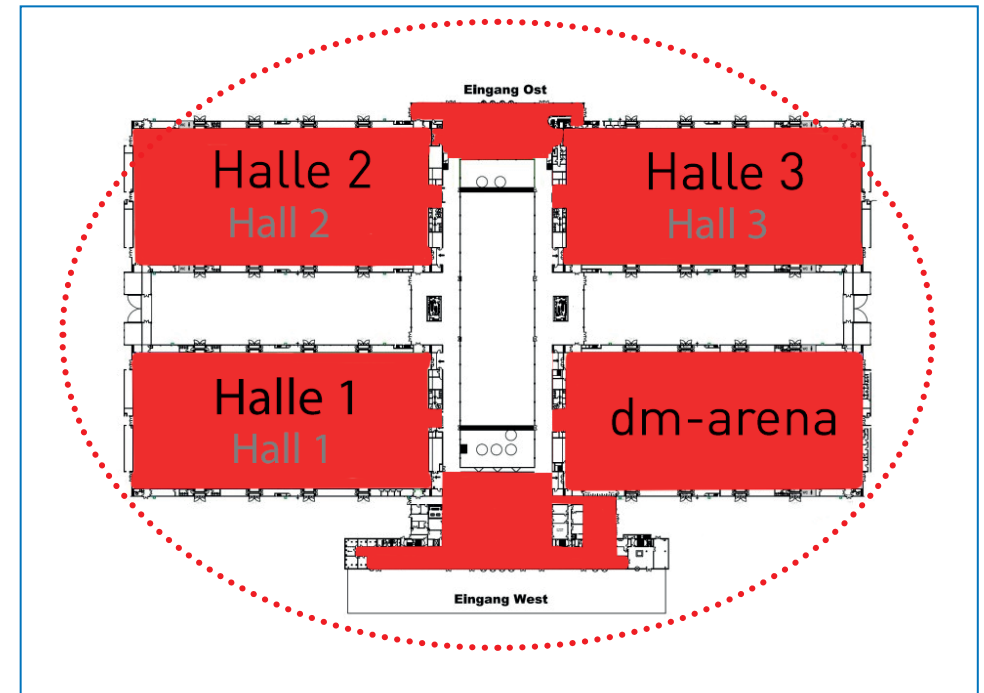
Banner: 728 x 90 px (limited)
Static graphic including link

File size: max. 150 KB

File format: .jpeg, .jpg, .png, .gif
Exact placement after agreement

Would you like more information? Or would you like to book this offer?
Then talk to your contact at Messe Karlsruhe or write to us: info@messe-karlsruhe.de

10.0 Indoor advertising opportunity Footprints/Floorprint

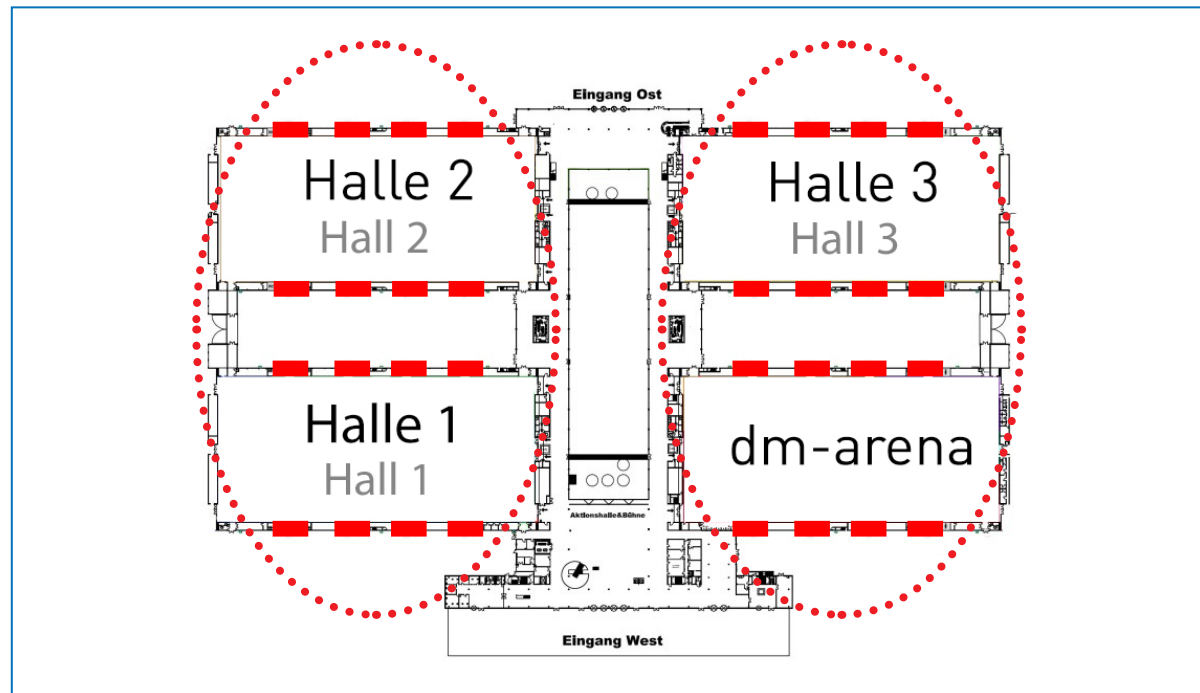


Let footprints guide visitors to your exhibition stand. Or present your company and product to visitors with a footprint in a prominent location, such as the entrance area or directly in the hall.

Locations: Main West and East Entrances, in the halls

Dimensions: Footprints: 30 or 60 pieces
Floorprint: 1 m² or 2 m²

11.0 Indoor advertising opportunity, Banner on Skywall over gates (4 x 0.95 m)

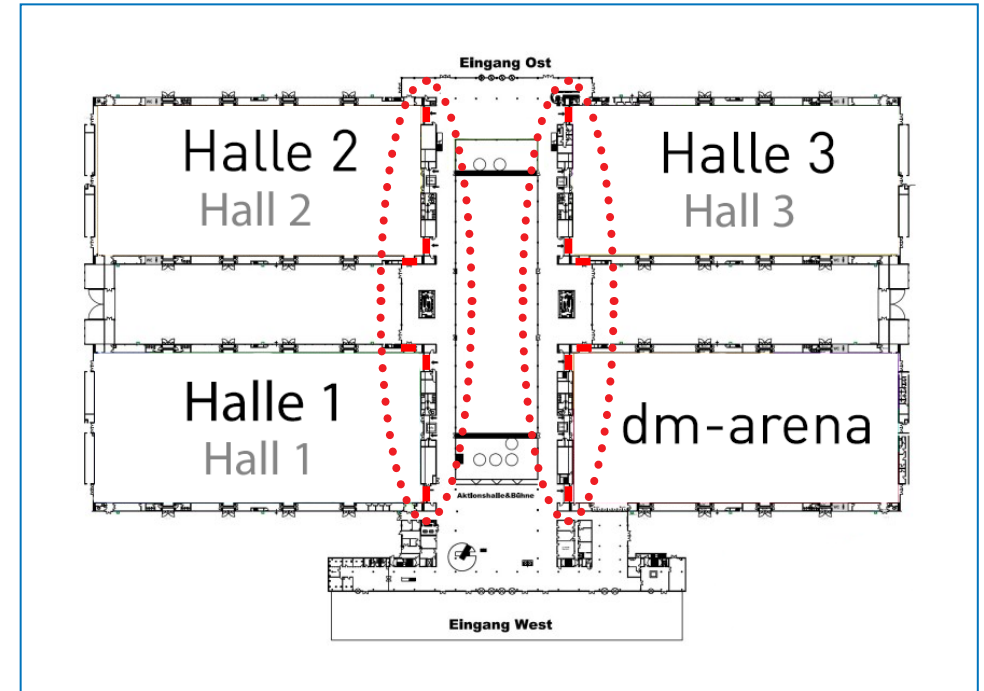


Skywall banners positioned above the hall gates can easily be seen from a distance and are ideal for large format logos and product images.

Locations: Hall gates (8 per hall)

Dimensions: 4.00 m x 0.95 m

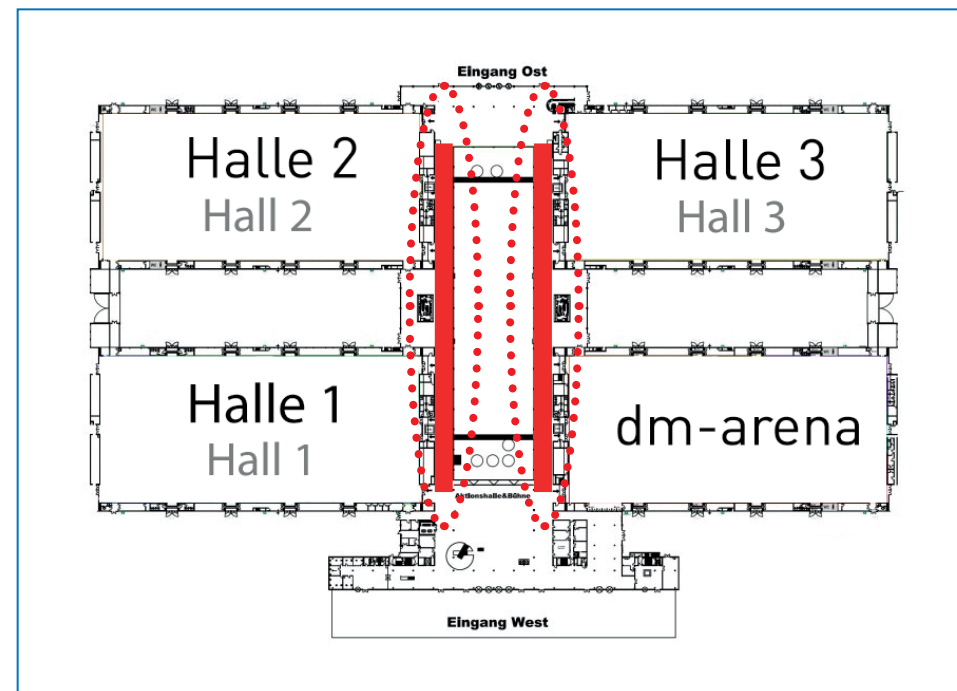
12.0 Indoor advertising opportunity, Banner over hall entrance



Banners over hall entrances raise your profile among visitors before they even enter the hall.

Locations: Entrances to all halls
Dimensions: 4.00 m x 0.95 m

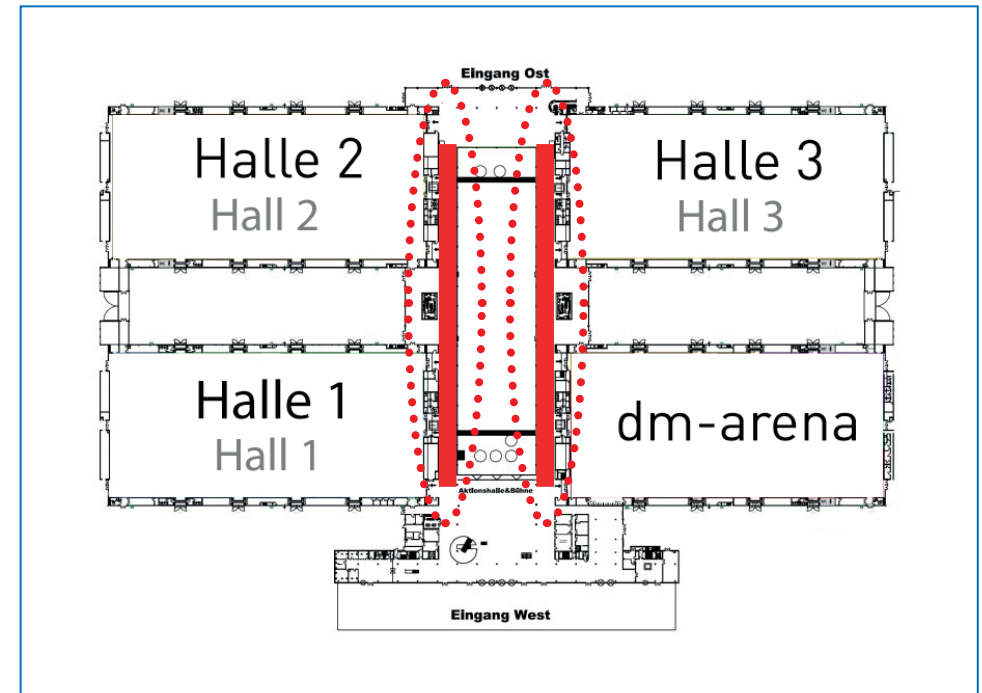
13.0 Indoor advertising opportunity, Visitor Walkway, Roll-up



Inform visitors about your company, products, exhibition stand, and special offers with this roll-up in the Visitor Walkway.

Locations: Visitor Walkway
Dimensions: 85 cm x 200 cm or
 100 cm x 200 cm or
 150 cm x 200 cm

14.0 Indoor advertising opportunity, Visitor Walkway, A-frame sign, free-standing



Clear signal,

- proven and low-cost design,
- for two eye-catching posters.

Locations: Visitor Walkway

Dimensions: A1 or A0

15.0 Indoor advertising opportunity, Visitor Walkway / Outdoor advertising opportunity, Atrium, Beach flags

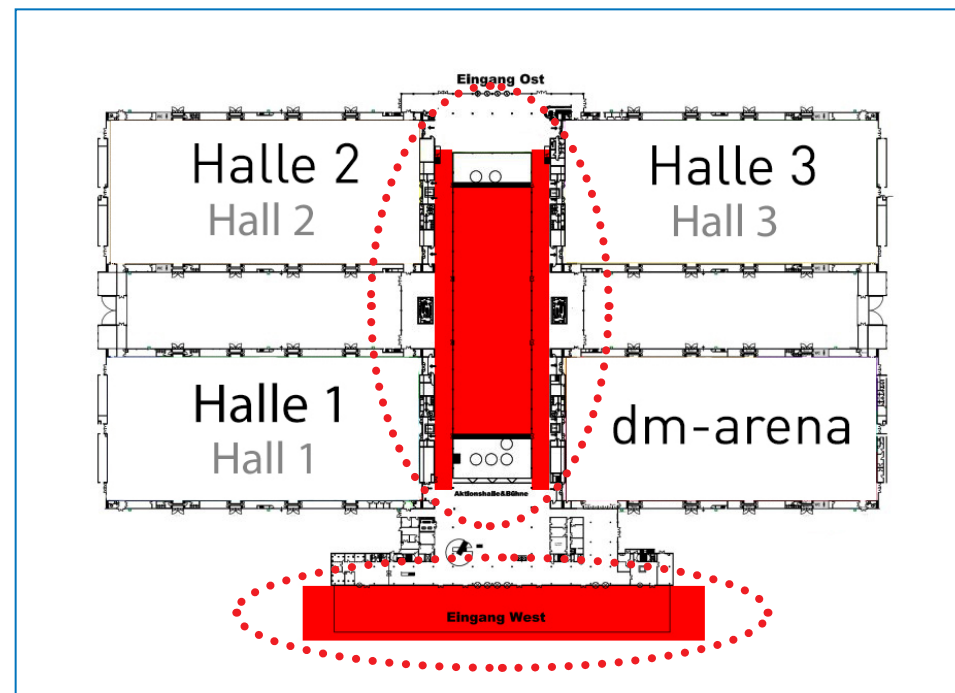


An eye-catching beach flag in the Visitor Walkway is guarantee to get everyone's attention! Alternatively, you can also book these beach flags for positioning outside in the Atrium. With deluxe base and rotating bolt.

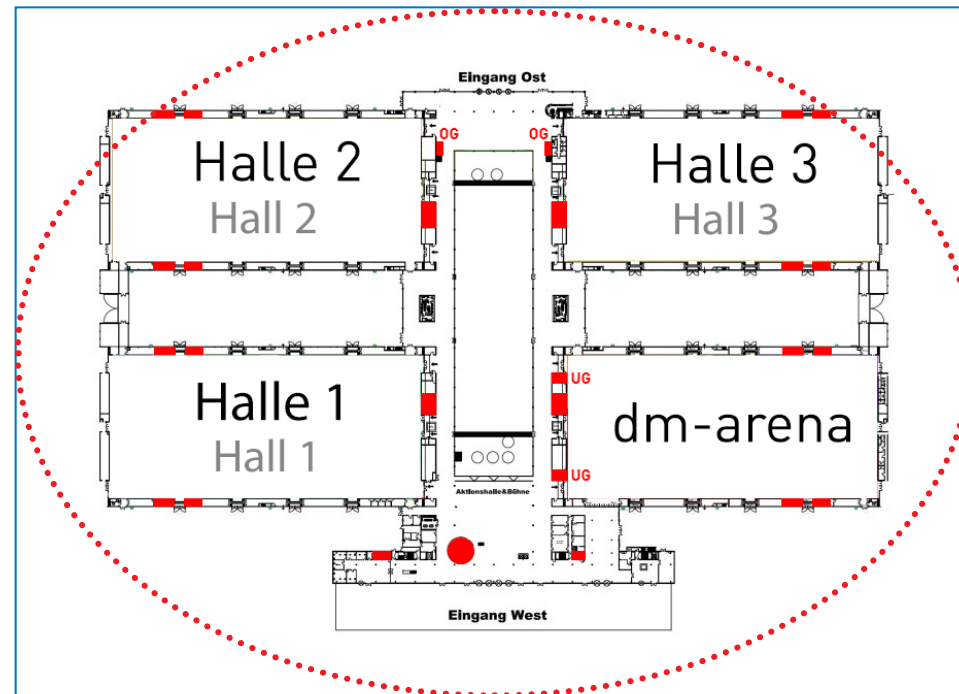
Locations: Visitor Walkway

Dimensions: 90 cm x 250 cm or 90 cm x 310 cm

Further sizes available on request.



16.0 Indoor advertising opportunities Sanitary facilities



Wall surfaces:

Poster frame

Format: DIN A1

Door surfaces:

Entrance door interior

Format: DIN A3 portrait or landscape

Toilet doors

Format: DIN A4 portrait

Hygiene areas:

Mirror stickers

Format: DIN A4 portrait or landscape possible
(in some cases only DIN A5)

Towel dispenser

Format: DIN A3 portrait

Soap dispenser

Format: DIN A6 portrait

Number of advertising spaces in the sanitary facilities varies – depending on the location(s) of the toilet facilities open for the respective event.

Advertising opportunities are always stated per visitor toilet unit (one unit = ladies' and men's toilets and, if applicable, toilet for people with mobility impairments and nappy changing room).

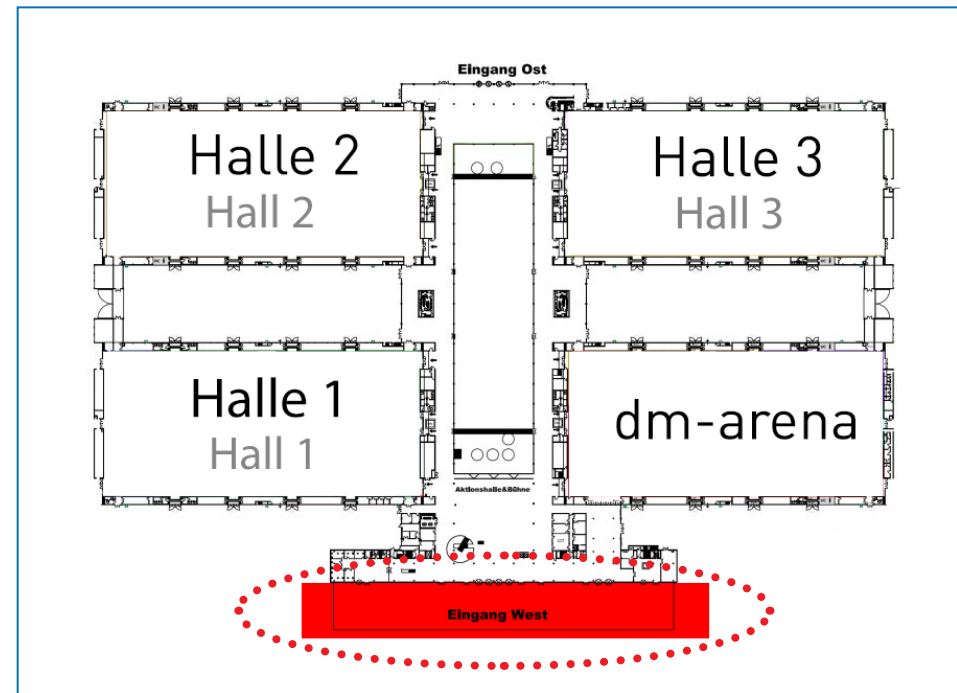
17.0 Outdoor advertising opportunity, Windmaster



Windmaster poster stands enable you to greet visitors the moment they enter the exhibition grounds or even accompany their journey to the halls with a single poster or series of posters.

Location: In the outdoor area of the exhibition grounds

Dimensions: A1 or A0



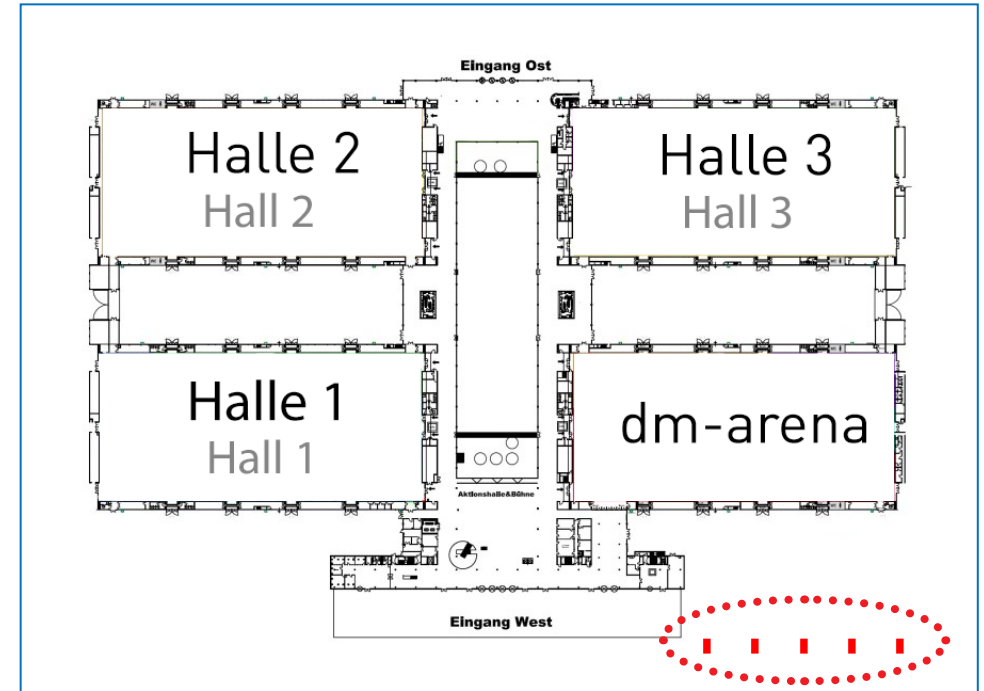
18.0 Outdoor advertising opportunity, City Light Poster



Use City Lights in front of the Main Entrance to welcome visitors as they arrive and invite them to your stand!

Location: Outdoor area of the exhibition grounds
Route from Car Park P1 to the Main Entrance

Dimensions: 114 x 171 cm (visible area)

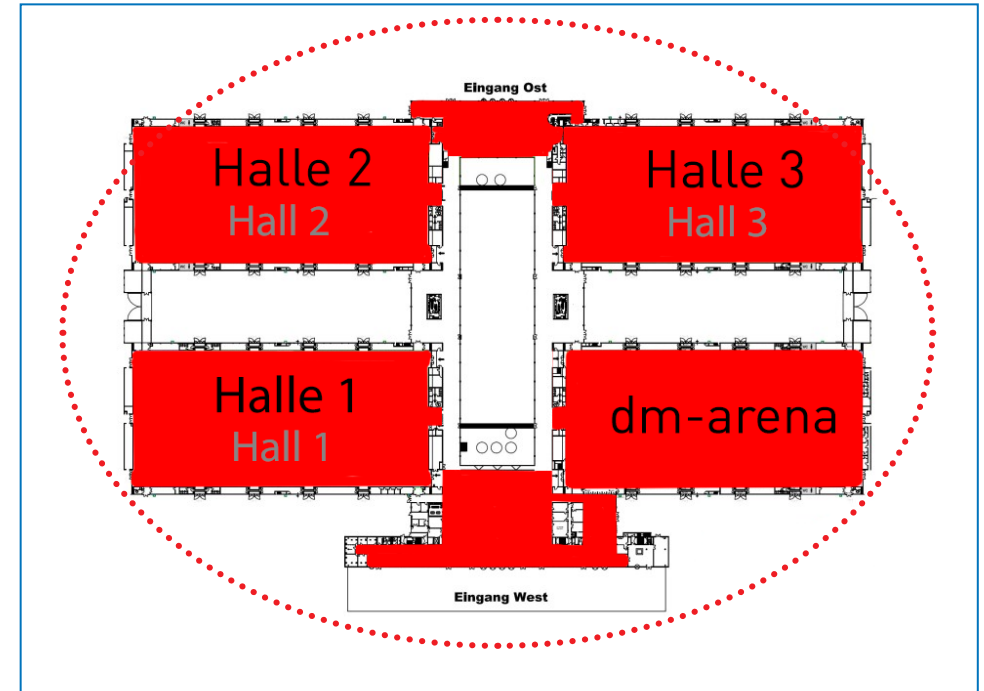


19.0 Flyerverteilung durch Hostessen



Address visitors individually and inform them about your company and products – even outside your stand! A hostess provided by you distributes your promotional materials – either in the entrance area or in the hall (limited availability).

Locations: Entrance area or in the hall



20.0 Exhibits in the outdoor area



An unusual presentation opportunity: Use the outdoor area to put your large products, models, advertising or show trucks in the limelight.

Would you like more information? Or would you like to book this offer?
Then talk to your contact at Messe Karlsruhe or write to us: info@messe-karlsruhe.de