

IFA

**Innovation
For All**

**ONSITE
ADVERTISING**

Berlin ExpoCenter City
05 – 09 September 2025

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Important note on prices:

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations and can thus only be offered without obligation. Prices do not include graphic design/layout. Agency commissions will not be accorded.

Floorplan

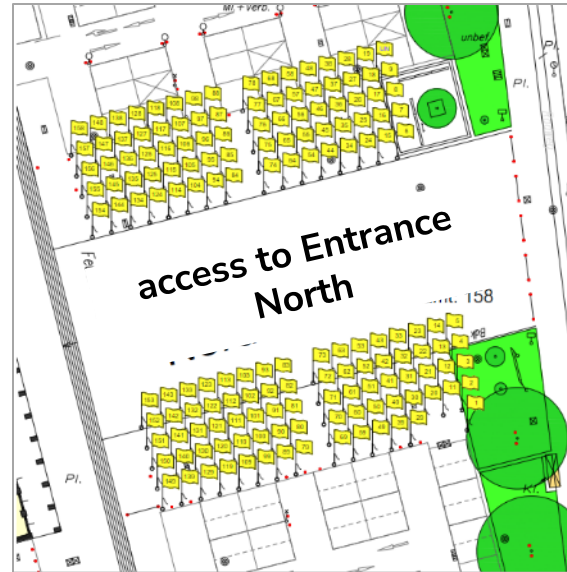


- Photo, Video & Content Creation**
 Cameras • Creator Hub • Drones • Equipment
 Social Media • Video Solutions
- Home & Entertainment**
 Home Networks • Reseller Park • Streaming Services
 TV Accessories • Home Theatre
- Audio**
 Audio Streaming • Headphones • HiFi
 High Performance • Audio Speakers • THE13
- Fitness & Digital Health**
 Healthcare Products • Sports Products & Accessories
 Wearables • Gaming & Esports Arena
- Communication & Connectivity**
 Internet Technology • iZone • Mobile Devices • Mobile Equipment
 & Accessories • Telecommunication • Memory Solutions
- Home Appliances**
 Air Solutions • Built-in Kitchen Units • Care & Beauty
 Connected Appliances • Health & Wellbeing • Heating &
 Cooling Systems • Major & Small Domestic Appliances
- Computing & Gaming**
 Computer • Cyber Security • Data Storage • IFA Gaming Area
 Immersive Entertainment Technologies & Cloud Solutions
- Smart Home**
 Energy Management • Home Automation Products
 Home Networks • Power Generation • Security Systems
 Smart Outdoor Products • Voice Assistance
- Mobility**
 Drones • Electric Bicycles • E-Scooters
 Micro Electric Vehicles
- IFA Global Markets**
 Manufacturing • OEM/ODM
 Emerging brands • Electronic components
- IFA Next**
 Global Innovation Leaders • IFA Next Stage • Startups worldwide
 Masterclasses • Lounge Reception Events • Sustainability • Circular
 Economy • AI & Quantum Computing • Pitch Battle • Venture Clienting

Entrance North

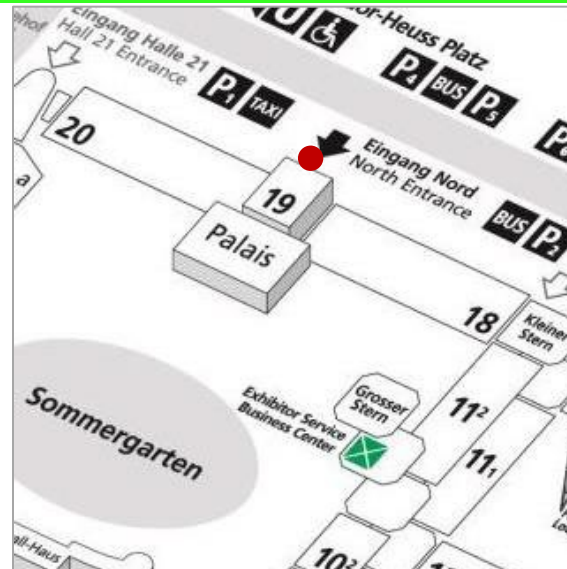


Entrance North



79 Flags (out of 158) at the Access

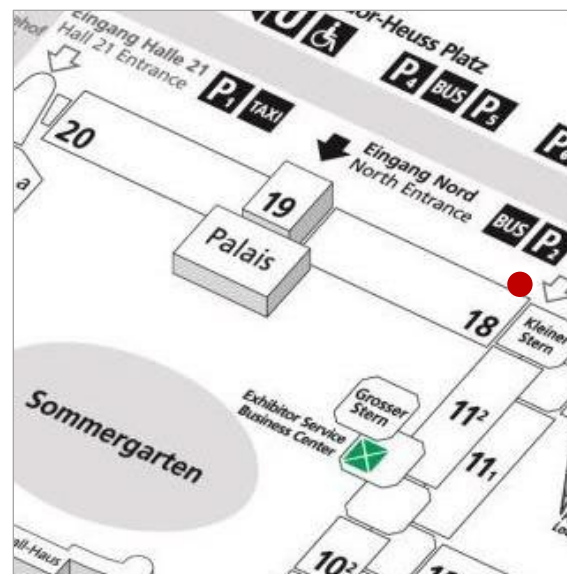
Location	79 (out of 158) flagpoles with arms at the access to Entrance North: 79 flags for exhibitor advertising and 79 flags for IFA advertising. The exact distribution of the flags will be defined at a later date.
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	50,481.00 EUR for 79 flags with arms
Production/ Installation	e.g. 15,010.00 EUR for 79 flags with arms (1 Layout for all 79 flags) depending on layout and finishing of the flags
Status	Availability upon request.



1 Mega-Banner at Hall 19

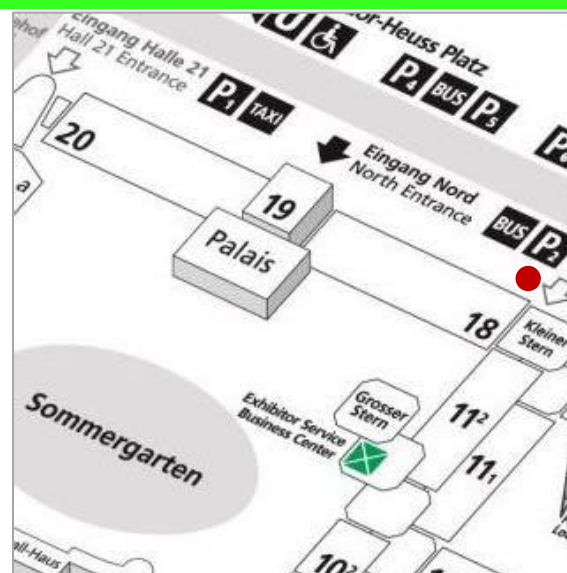
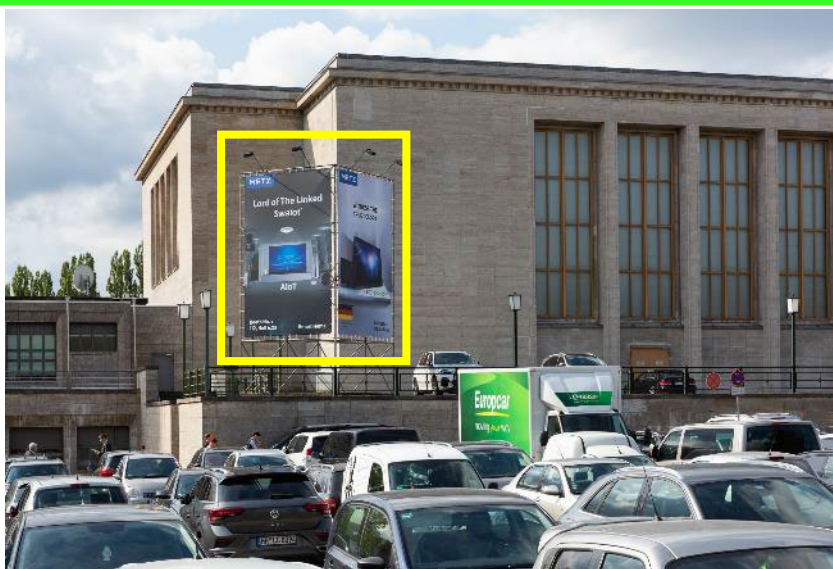
Location	at the facade of Hall 19 at Entrance North (see yellow mark on the left photo)
Size (w x h)	14.40 m x 17.80 m
Hire Charge	97,800.00 EUR
Production/ Installation	9,300.00 EUR
Status	Availability upon request.

Entrance North



1 Mega-Banner at Hall 18

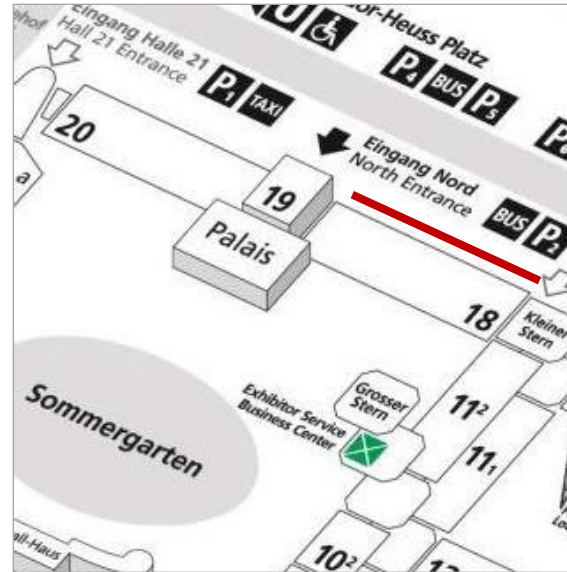
Location	at the facade of Hall 18 at Entrance North (see yellow mark on the left photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	33,480.00 EUR
Production/Installation	4,410.00 EUR
Status	Availability upon request.



1 Advertising Tower at Hall 18, 2-sided

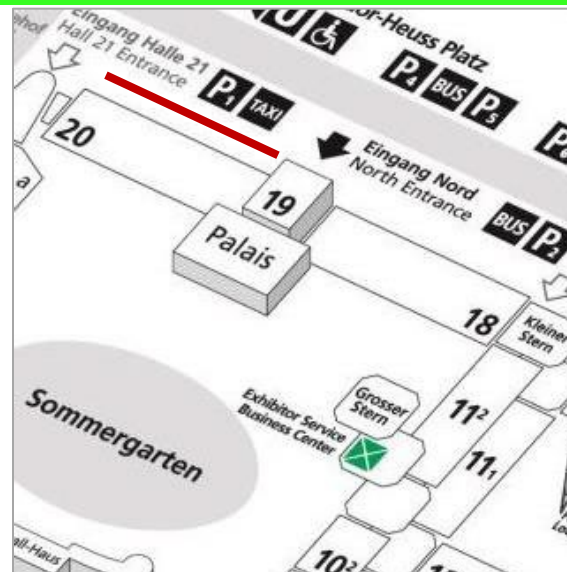
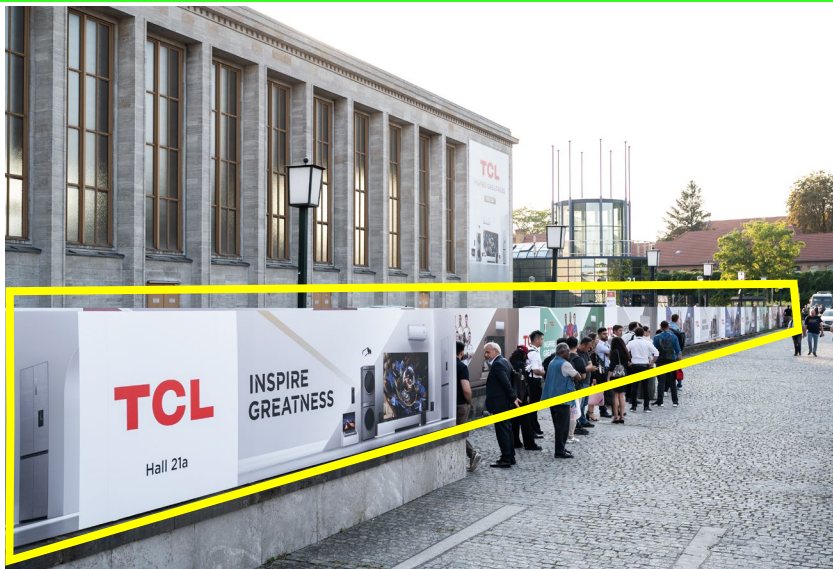
Location	in front of Hall 18 at Entrance North (see yellow mark on the left photo)
Size (w x h)	3.70 m x 5.75 m per banner (2 banners in total)
Hire Charge	13,408.00 EUR for both banners
Production/Installation	2,200.00 EUR for both banners
Status	Availability upon request.

Entrance North



1 Gallery Branding at Hall 18

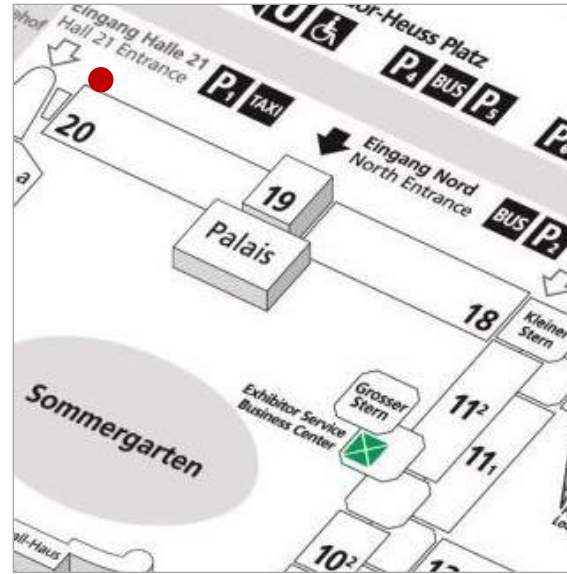
Location	at the balustrade in front of Hall 18 at Entrance North (see yellow mark on the left photo)
Size (w x h)	max. 88.77 m x 1.50 m for 3 branding areas: Branding area 1: 6.14 m x 1.50 m Branding area 2: 78,13 m x 1.50 m Branding area 3: 4,50 m x 1.50 m Smaller formats on demand.
Hire Charge	38,175.00 EUR for all 3 branding areas
Production/ Installation	19,630.00 EUR for all 3 branding areas
Status	Availability upon request.



1 Gallery Branding at Hall 20

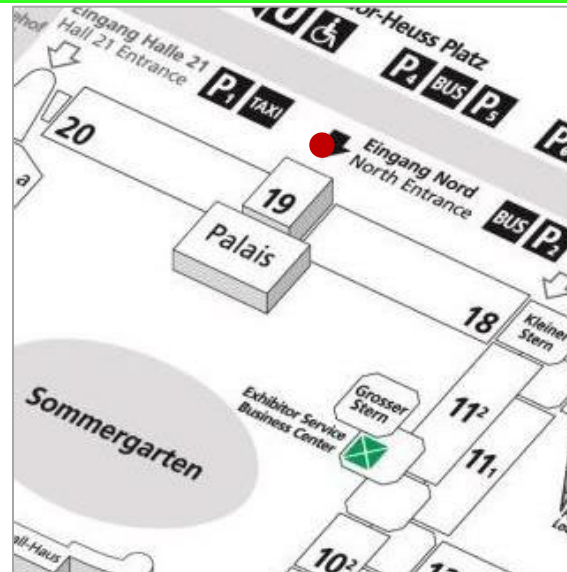
Location	at the balustrade in front of Hall 20 at Entrance North (see yellow mark on the left photo)
Size (w x h)	max. 100.997 m x 1.50 m for 3 branding areas: Branding area 1: 11.206 m x 1.50 m Branding area 2: 83.441 m x 1.50 m Branding area 3: 6.35 m x 1.50 m Smaller formats on demand.
Hire Charge	37,930.00 EUR for all 3 branding areas
Production/ Installation	19,140.00 EUR for all 3 branding areas
Status	Availability upon request.

Entrance North



1 Mega-Banner at Hall 20

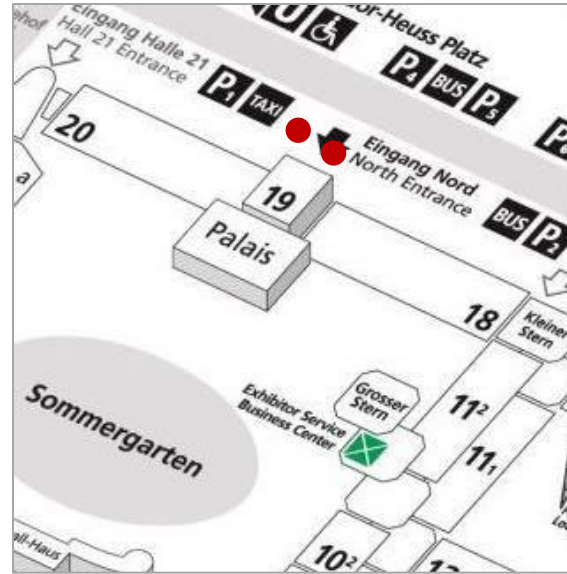
Location	at the facade of Hall 20 at Entrance North (see yellow mark on the left photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	33,480.00 EUR
Production/Installation	4,410.00 EUR
Status	Availability upon request.



Mobile Advertising Towers at the Access

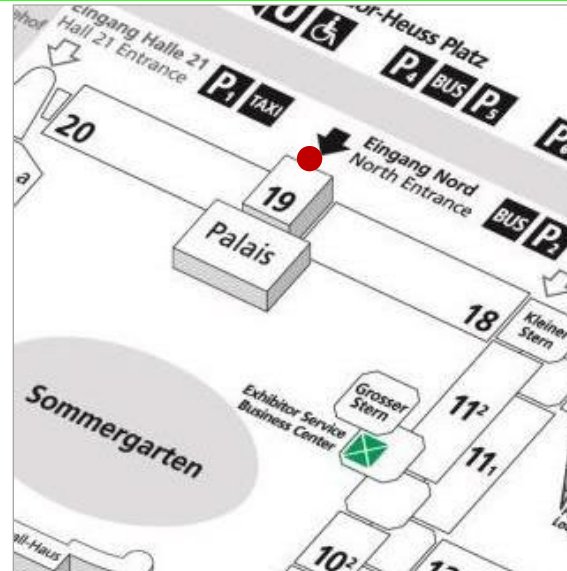
Location	Up to 4 positions at the access to Entrance North: exact position by arrangement
Size (w x h)	2.302 m x 4.15 m per side (4 sides per tower)
Hire Charge	15,715.00 EUR per tower
Production/Installation	2,970.00 EUR per tower
Status	Availability upon request.

Entrance North



Up to 14 Poster Showcases at the Access

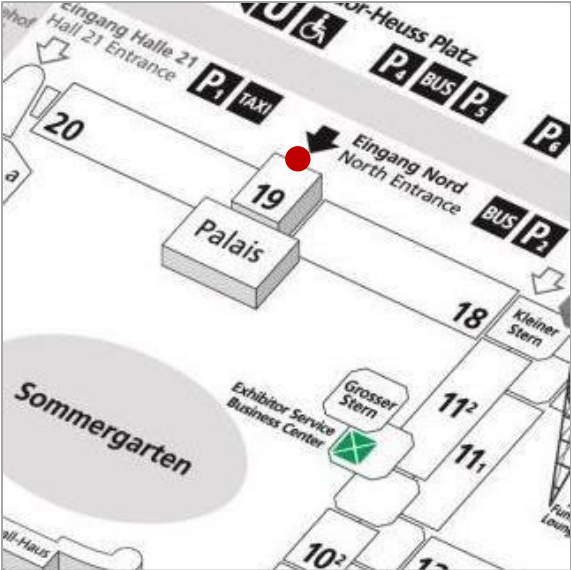
Location	up to 14 showcases. The exact positions depend on the final allocation of this area. 7 showcases in front of Entrance North on the left 7 showcases in front of Entrance North on the right
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	15,302.00 EUR for 7 showcases 30,604.00 EUR for 14 showcases
Production/ Installation	11,823.00 EUR for 7 showcases 15,778.00 EUR for 14 showcases
Status	Availability upon request.



5 Poster Showcases in front of Hall 19

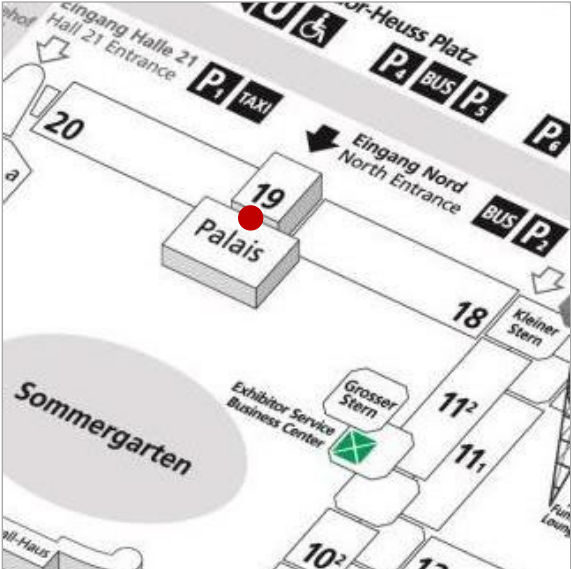
Location	directly at Entrance North in front of the entrance doors to Hall 19
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	10,930.00 EUR for 5 showcases
Production/ Installation	9,810.00 EUR for 5 showcases
Status	Availability upon request.

Entrance North



16 Columns Brandings in front of Hall 19

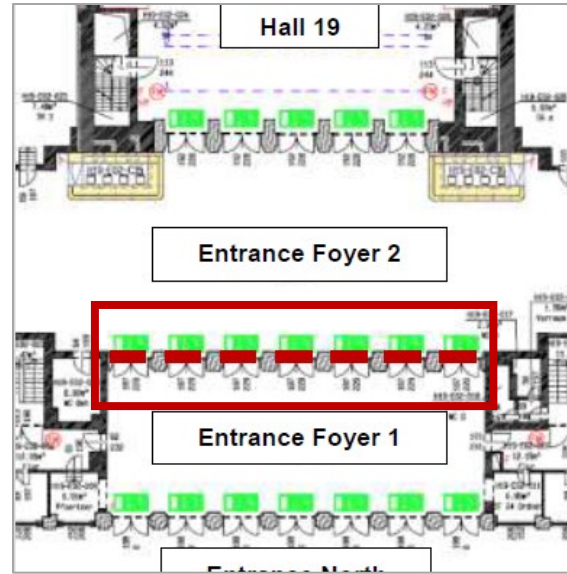
Location	directly at Entrance North in front of the entrance doors to Hall 19
Size (w x h)	visible size: 0.70 m x 4.00 m x 1.00 m (w x h x d) production size: 0.76 m x 4.02 m x 1.06 m (w x h x d)
Hire Charge	27,870.00 EUR for all 16 brandings
Production/ Installation	37,075.00 EUR for all 16 brandings
Status	Availability upon request.



1 Mega Banner at Hall 19 facing the Summer Garden

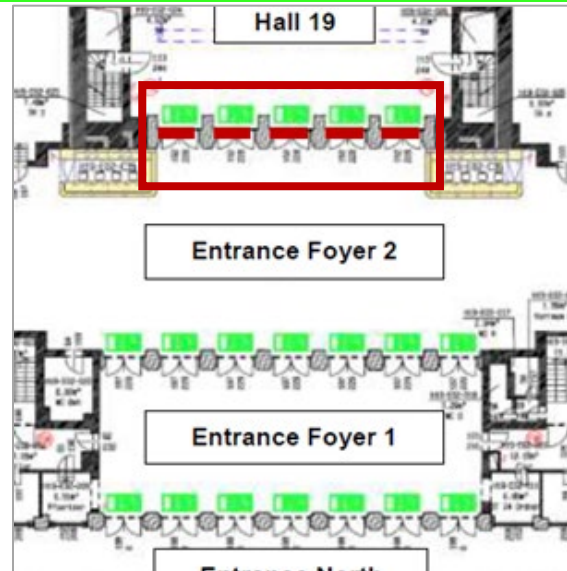
Location	on the southern facade of Hall 19 facing the Summer Garden (see yellow mark on the left photo)
Size (w x h)	18.00 m x 12.60 m
Hire Charge	51,990.00 EUR
Production/ Installation	8,725.00 EUR
Status	Availability upon request.

Entrance North



7 Banners in the Entrance Foyer 1

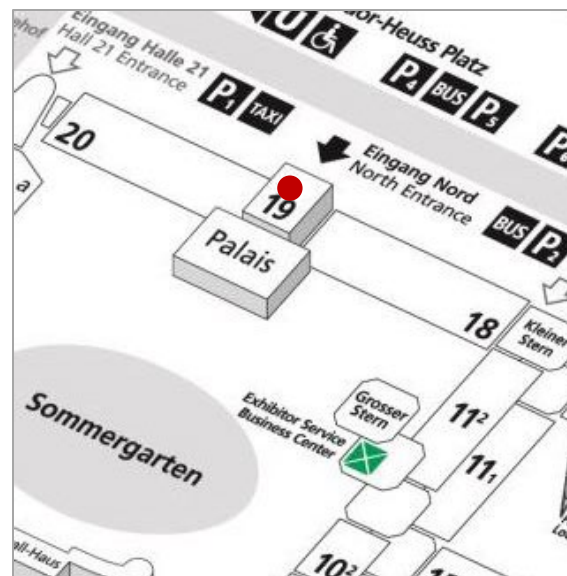
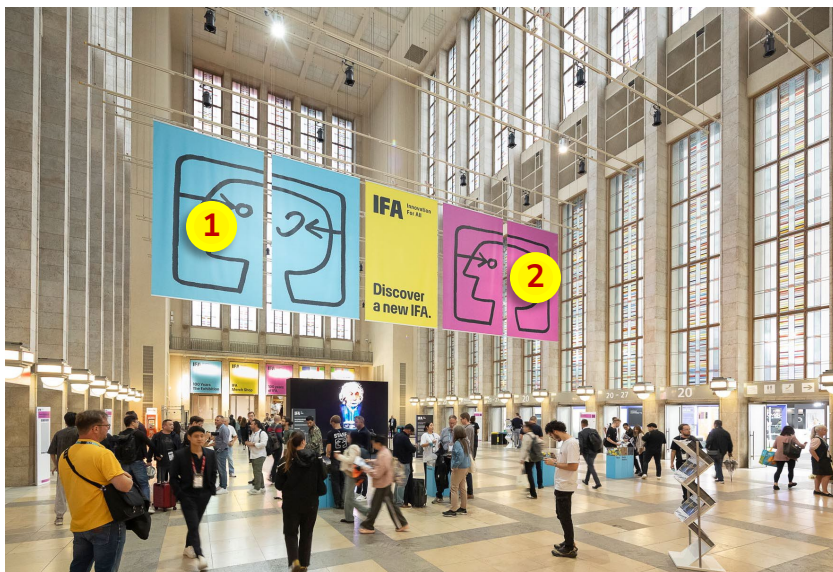
Location	in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the left map)
Size (w x h)	2.20 m x 3.40 m per banner
Hire Charge	30,760.00 EUR for all 7 banners
Production/Installation	5,425.00 EUR for all 7 banners
Status	Availability upon request.



5 Banners in the Entrance Foyer 2

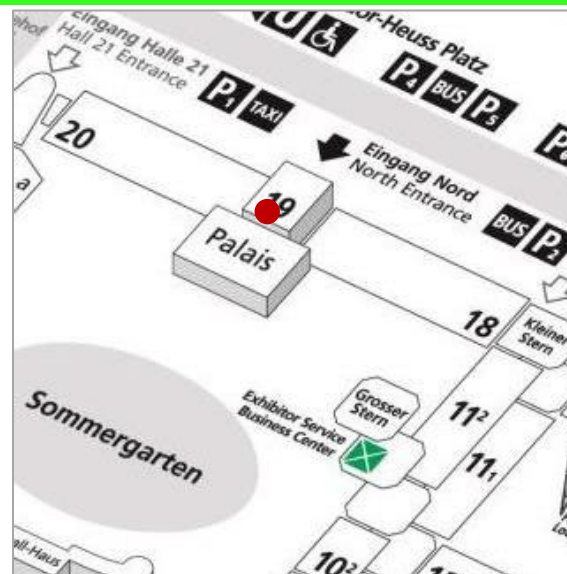
Location	in the Entrance Foyer 2 at the access to Hall 19 above the entrance doors to Hall 19 (see red marks on the left map)
Size (w x h)	2.20 m x 2.90 m per banner
Hire Charge	18,748.00 EUR for all 5 banners
Production/Installation	3,370.00 EUR for all 5 banners
Status	Availability upon request.

Entrance North



Up to 5 Mega-Banners in Hall 19, each 2-sided

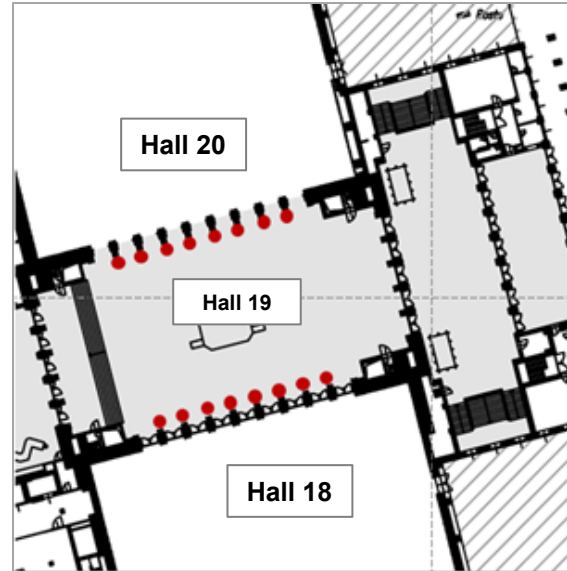
Location	Up to 5 suspended banners directly in Hall 19 in the access areas to Halls 18 and 20 – 2 banners for exhibitor advertising (see positions 1 and 2) and 3 central banners for IFA advertising.
Size (w x h)	3.00 m x 5.00 m per double-sided banner (print on front and back side)
Hire Charge	17,365.00 EUR per double-sided banner
Production/ Installation	2,215.00 EUR per double-sided banner
Status	Availability upon request.



Up to 5 Banners in Hall 19

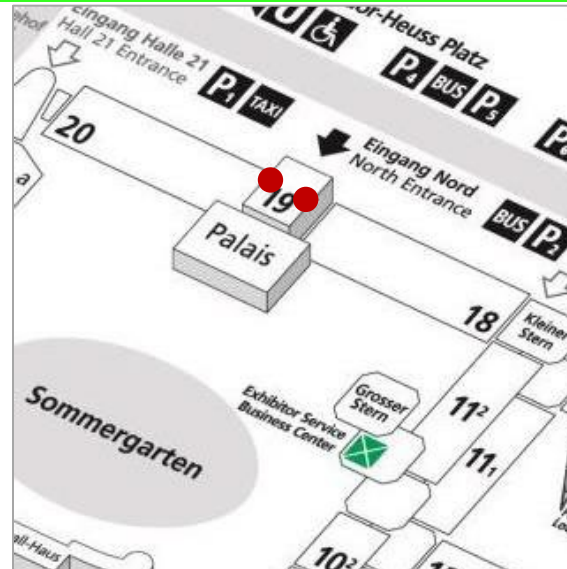
Location	Up to 5 banners directly in Hall 19 in the access areas to the Palais - 3 banners for exhibitor advertising and 2 banners for IFA advertising (the exact position deepens on the final number of booked banners and will therefore be defined at a later date)
Size (w x h)	2,35 x 2,73 m per banner
Hire Charge	3,755.00 EUR per banner
Production/ Installation	635.00 EUR per banner
Status	Availability upon request.

Entrance North



Up to 16 Column Brandings leading to Halls 18 or 20

Location	8 brandings at the access to Hall 18 and 8 brandings at the access to Hall 20 (see red marks on the left map)
Size (w x h)	0.45 m x 2.49 m per column branding
Hire Charge	1,720.00 EUR per column branding
Production/ Installation	155.00 EUR per column branding
Status	Availability upon request.



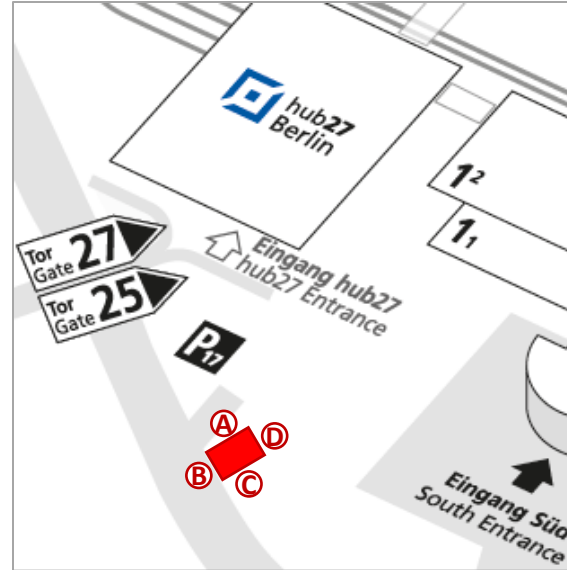
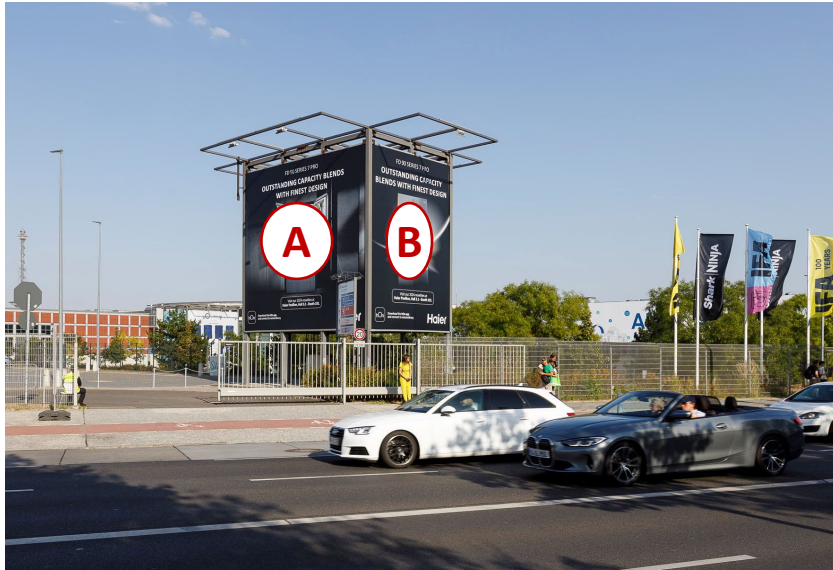
Up to 18 Hall-Brandings leading to Halls 18 or 20

Location	these brandings will be 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
Size (w x h)	2.002 m x 0.502 m (w x h) per branding
Hire Charge	2,238.00 EUR per sign
Production/ Installation	94.00 EUR per sign
Status	Availability upon request.

Entrance South



Entrance South

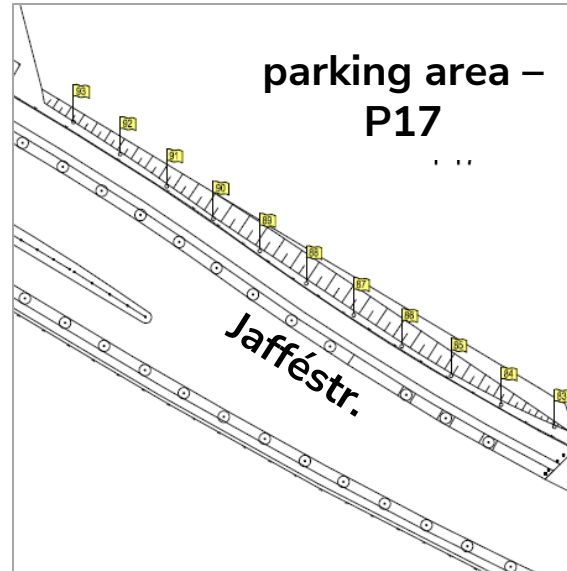


1 Advertising Tower Main Road/ Access Parking Areas, 4-sided

Location	at the access to the parking areas of Entrance South at the main road Jafféstraße consisting of 4 banners, positions A, B, C and D
Size (w x h)	sides A and C: 8.75 m x 8.11 m in each case (see positions on the left photo) sides B and D: 5.75 m x 8.11 m in each case (see positions on the left photo)
Hire Charge	sides A and C: 28,590.00 EUR in each case sides B and D: 15,970.00 EUR in each case
Production/ Installation	sides A and C : 4,618.00 EUR in each case sides B and D : 3,065.00 EUR in each case
Status	Availability upon request.



Entrance South



Up to 11 Flags between the Parking Areas and Gates 25 & 27/ Main Road

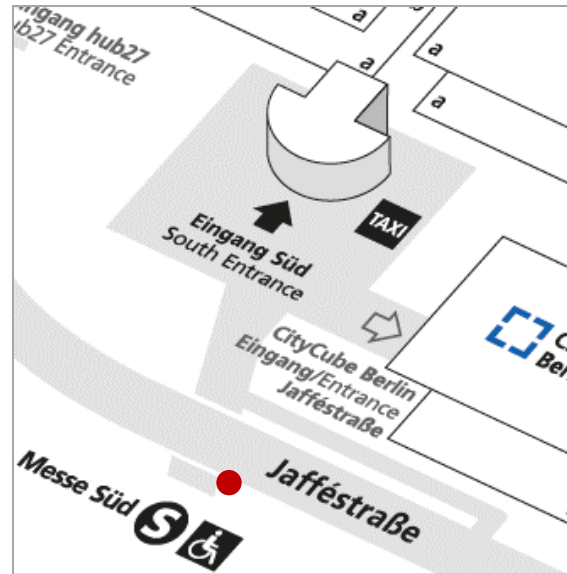
Location	11 flagpoles at Main road Jafféstraße between the parking areas of Entrance South and the access to Gates 25 and 27 – in front of hub27
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	7,029.00 EUR for 11 flags
Production/ Installation	e.g. 2,090.00 for 11 flags depending on layout, quantity and finishing of the flags
Status	Availability upon request.



1 Outer Bridge Branding at the Pedestrian Access

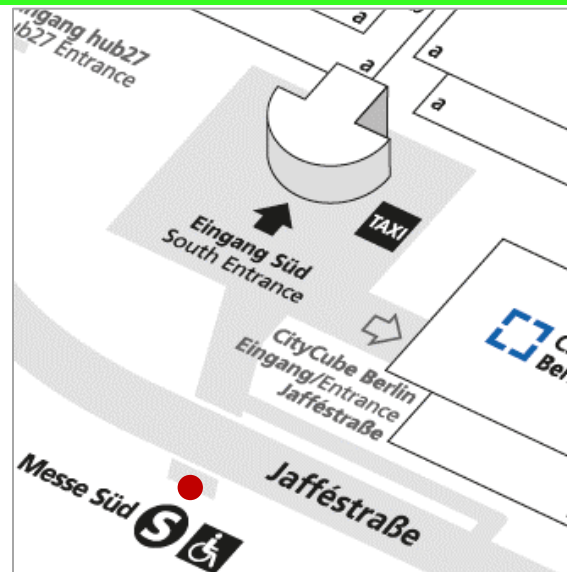
Location	1 outer branding upon the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	15.00 m x 1.60 m
Hire Charge	13,918.00 EUR
Production/ Installation	1,330.00 EUR
Status	Availability upon request.

Entrance South



66 Stair Graphics at the Stairs at the Pedestrian Access

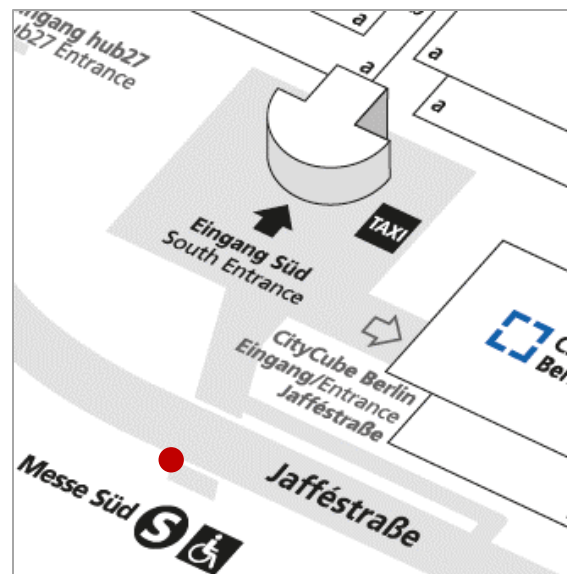
Location	branding of the stairs leading to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	3.60 m x 0.14 m per step (4 segments with 66 steps in total)
Hire Charge	22,695.00 EUR for all 66 step graphics
Production/Installation	3,564.00 EUR for all 66 steps graphics
Status	Availability upon request.



46 Light Pole Brandings at the Pedestrian Access, 2-sided

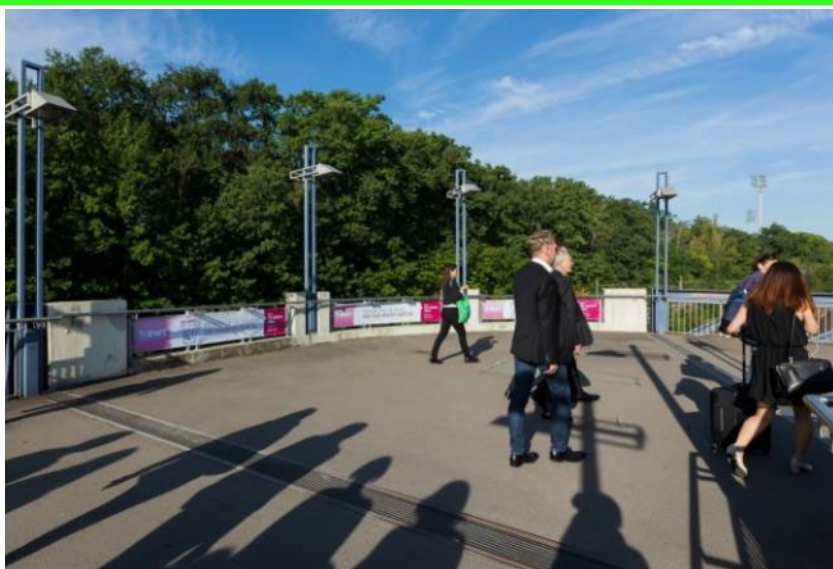
Location	46 brandings on the light poles on the left and right hand sides of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South and 8 brandings on the light poles at the side access
Size (w x h)	e.g. 0.50 m x 1.35 m per branding, 2-sided other sizes and special formats on demand
Hire Charge	e.g. 46,698.00 EUR for all 46 brandings, each 2-sided
Production/Installation	e.g. 8,065.00 EUR for all 46 brandings, each 2-sided
Status	Availability upon request.

Entrance South



Inner Bridge Brandings at the Pedestrian Access

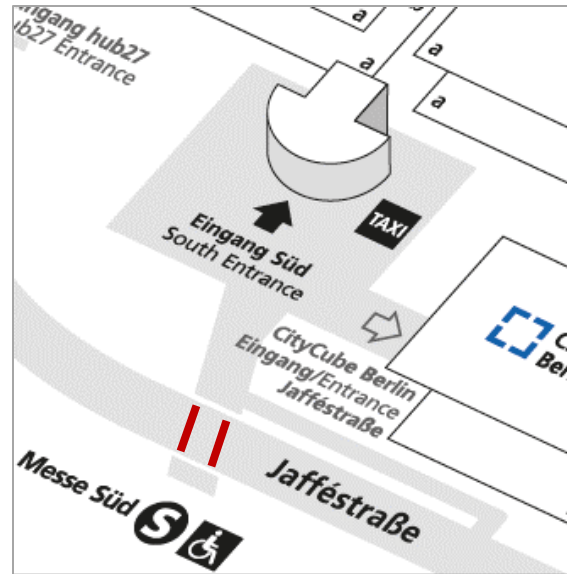
Location	2 inner brandings on the bridge's left and right side connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	24.85 m x 0.80 m per banner, each 1-sided (2 banners in total)
Hire Charge	21,950.00 EUR for both banners
Production/Installation	2,380.00 EUR for both banners
Status	Availability upon request.



3 Inner Bridge Brandings at the Pedestrian Access

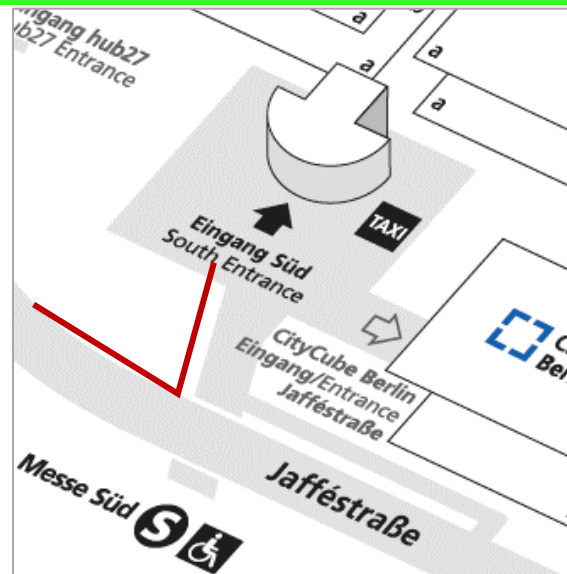
Location	3 inner brandings on the front of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	3.12 m x 0.53 m per banner (3 banners in total)
Hire Charge	3,835.00 EUR for all 3 banners
Production/Installation	415.00 EUR for all 3 banners
Status	Availability upon request.

Entrance South



Tunnel Branding at the Pedestrian/ Taxi Access, 2 sides

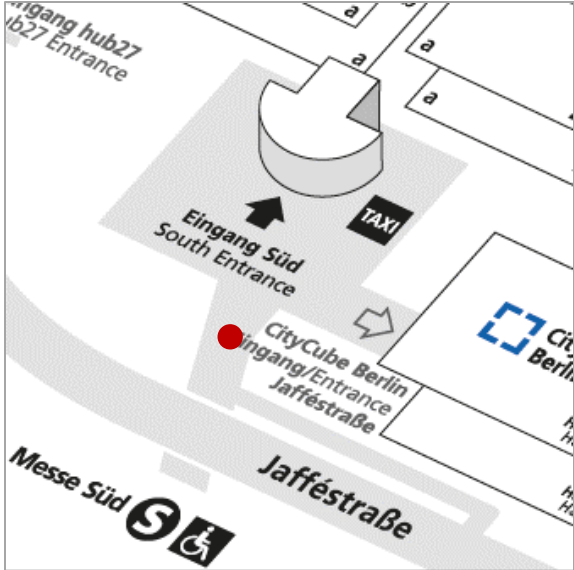
Location	branding of the walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	left side: 20.49 m x 2.30 m right side: 20.49 m x 2.30 m
Hire Charge	28,700.00 EUR for both sides
Production/ Installation	5,785.00 EUR for both sides
Status	Availability upon request.



41 Flags (out of) 82 along Main Road, Pedestrian and Taxi Access

Location	41 (out of 82) flagpoles between Jaffestraße and Entrance South as well as along the pedestrian and taxi access to Entrance South: 41 flags for exhibitor advertising and 41 flags for IFA advertising. The exact distribution of the flags will be defined at a later date.
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	26,199.00 EUR for 41 flags
Production/ Installation	e.g. 7,790.00 for 41 flags depending on layout, quantity and finishing of the flags
Status	Availability upon request.

Entrance South

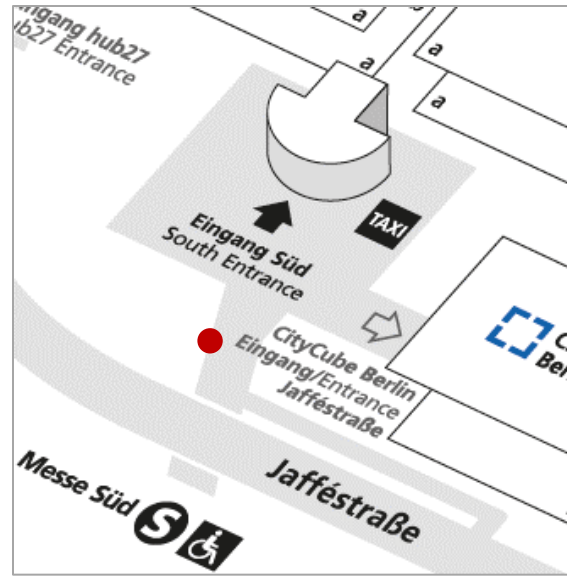


5 Poster Showcases, each 2-sided

Location	5 showcases along the pedestrian and taxi access to Entrance South
Size (w x h)	1.15 m x 1.71 m per poster (2 posters per showcase for front and back side)
Hire Charge	10,930.00 EUR for 5 showcases
Production/Installation	9,810.00 EUR for 5 showcases
Status	Availability upon request.

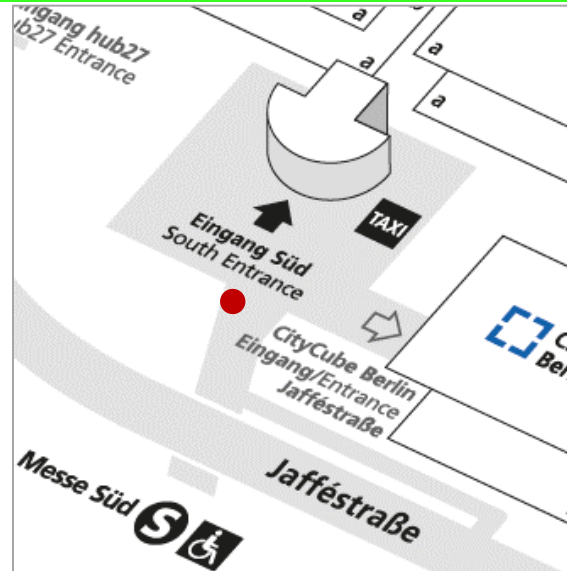


Entrance South



3 Advertising Plates along Pedestrian and Taxi Access

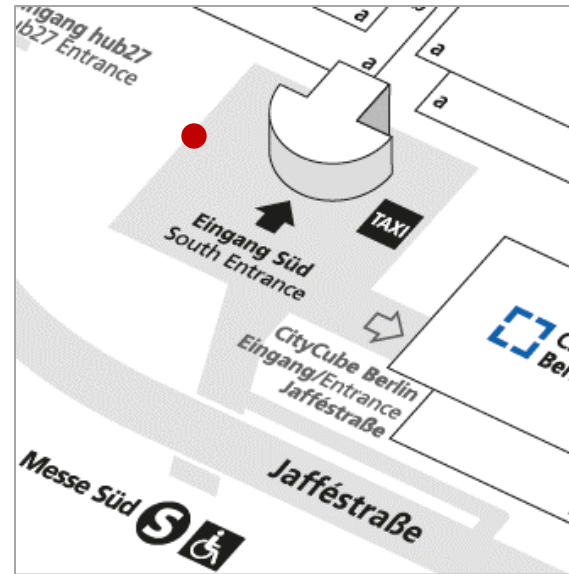
Location	at the pedestrian and taxi access to Entrance South
Size (w x h)	3.50 m x 6.70 m per plate (3 plates in total)
Hire Charge	37,040.00 EUR for all 3 plates
Production/Installation	5,830.00 EUR for all 3 plates
Status	Availability upon request.



1 Bridge Branding

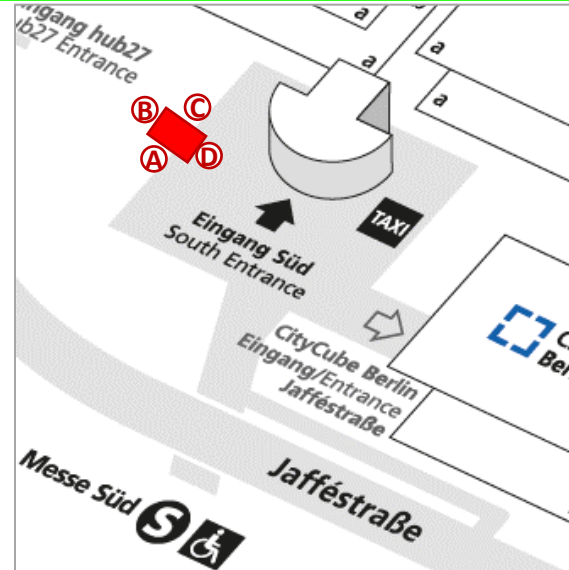
Location	1 banner at the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South
Size (w x h)	1 wall trapezium shape: min. 76 m ² (left side coming from the urban railway station – see yellow marked area on the left photo)
Hire Charge	49,410.00 EUR in total
Production/Installation	6,245.00 EUR in total
Status	Availability upon request.

Entrance South



Stair Brandings at the Plaza

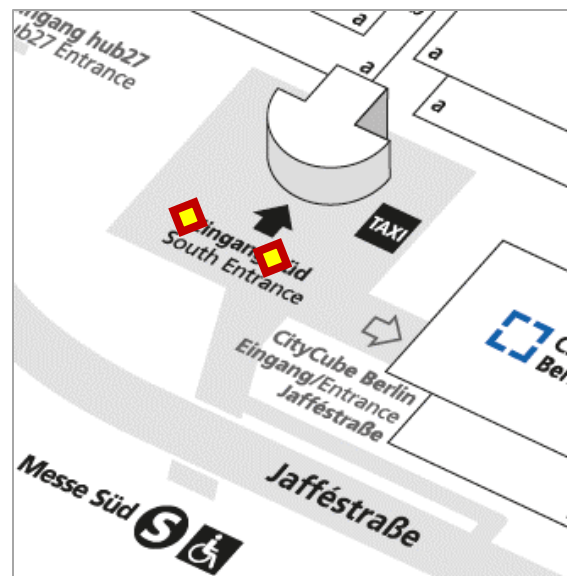
Location	5 stair segments directly at the plaza of Entrance South
Size (w x h)	approx. 17.83 m x 0.47 m per step, 12 steps per segment other sizes and formats on demand
Hire Charge	e.g. 37,575.00 EUR for 1 stair segment with 12 steps
Production/Installation	e.g. 5,025.00 EUR for 1 stair segment with 12 steps
Status	Availability upon request.



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

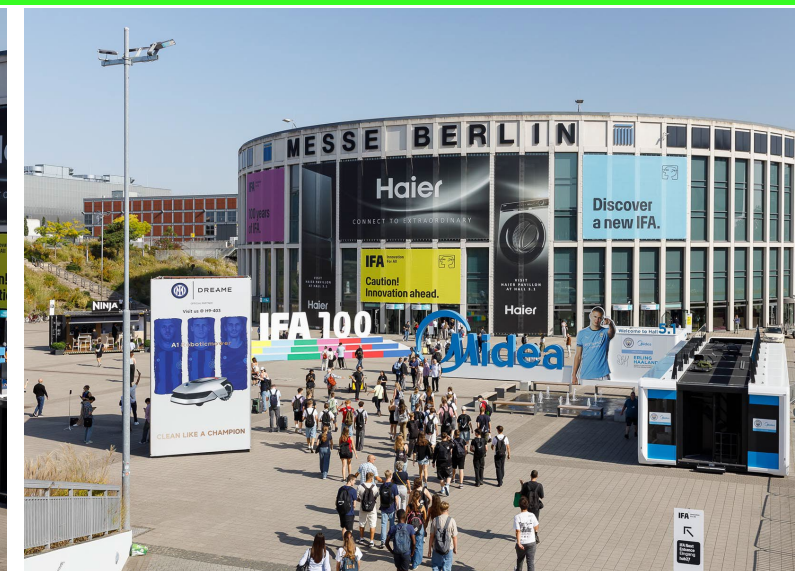
Location	directly on the left hand side of the plaza of Entrance South
Size (w x h)	sides A and C: 8.70 m x 8.11 m in each case (see positions on the left photo) sides B and D: 5.70 m x 8.11 m in each case (see positions on the left photo)
Hire Charge	side A/ south side/ plaza: 29,165.00 EUR side D/ east side/ plaza: 19,168.00 EUR side B/ west side/ hub27: 13,418.00 EUR side C/ north side/ Hall 1.2: 14,585.00 EUR
Production/Installation	sides A and C: each 4,015.00 EUR sides B and D: each 2,665.00 EUR
Status	Availability upon request.

Entrance South

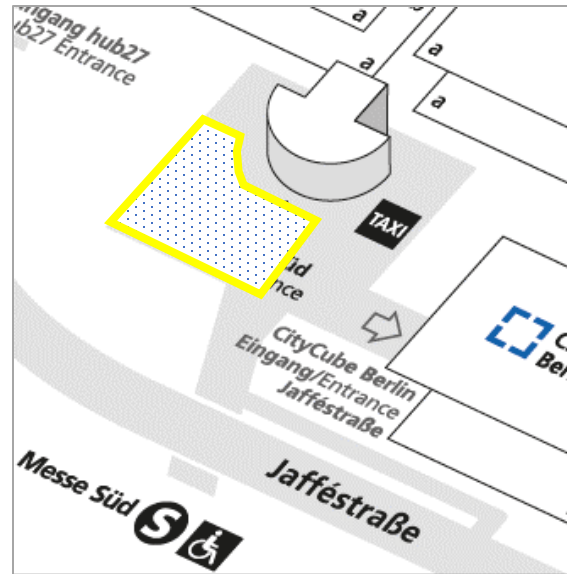


Mobile Advertising Towers on the Plaza, 4-sided

Location	up to 2 towers on the plaza of Entrance South, positions by arrangement – see exemplary red/yellow marks on the left map and exemplary photos The exact positions depend on the final use of the forecourt and are therefore subject to change.
Size (w x h)	3.302 m x 6.15 m per side (4 sides per tower)
Hire Charge	39,176.00 EUR per tower
Production/Installation	4,995.00 EUR per tower
Status	Availability upon request.



Entrance South



Mobile Exhibits – Advertising & Promotional Specials

Location	Special Advertising & Promotional areas on the plaza of Entrance South (see rough yellow marked area) for special ad constructions, cars, trucks or the like. Positions by arrangement depending on character, type and scope of the exhibit.
Size (w x h)	on demand; by arrangement*
Promotion License	depending on type and scope
Production/ Installation	depending on type and scope* The customer is responsible for the implementation and must observe the technical specifications and guidelines of Messe Berlin GmbH.
Status	Availability on request and subject to feasibility check*.



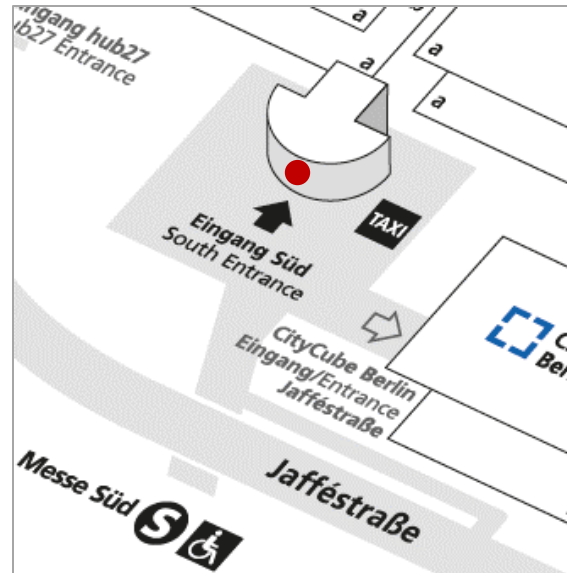
*The customer is asked to submit their ideas, visions and wishes for their special project or exhibit in the form of images, renderings or similar.

In addition, all details in accordance with Messe Berlin's technical guidelines for outdoor structures are required for a concrete feasibility check.

You can find them here:
[Technical Guidelines Messe Berlin GmbH - outdoor stand constructsures](#)

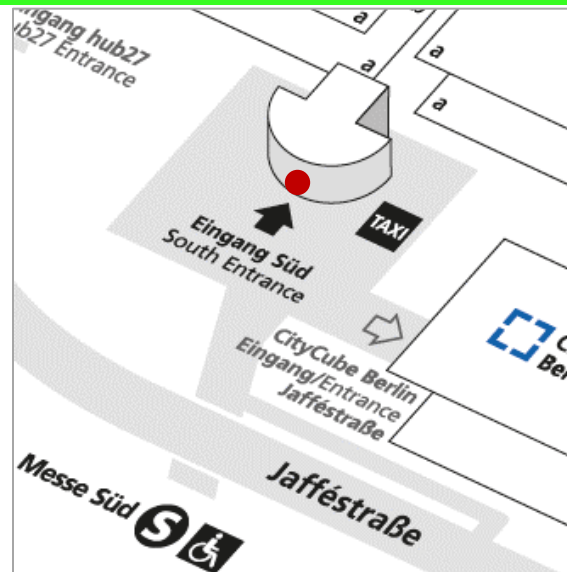
Complete version:
[Technical Guidelines Messe Berlin GmbH](#)

Entrance South



1 Window Branding at the Entrance Hall: Gate Version

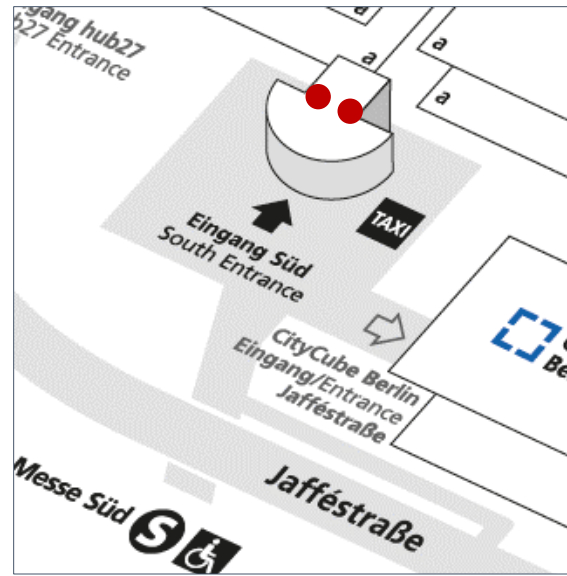
Location	1 horizontal and 2 vertical banners at the Entrance Hall in the center: "gate version" – see yellow marked area on the left photo
Size (w x h)	1 horizontal banner: 16.40 m x 7.95 m 2 vertical banners: 5.20 m x 16.90 m each
Hire Charge	189,000.00 EUR in total
Production/Installation	12,195.00 EUR in total
Status	Availability upon request.



Door Brandings, indoors and outdoors

Location	Up to 20 door brandings directly above the revolving doors of the Entrance Hall South: 10 brandings can be installed above 10 revolving outer doors 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	30,455.00 EUR for all 20 brandings
Production/Installation	1,585.00 EUR for all 20 brandings
Status	Availability upon request.

Entrance South



LED Displays with banners above the Escalators

Location

There are 2 combi-packages, consisting of 1 hanging mega-banner in combination with a new LED display* in each case at the outer sides left and right above the stairs and escalators

size (w x h)

banner: 4.00 m x 5.70 m per side (2 sides per banner)
1 banner per package

Hire Charge

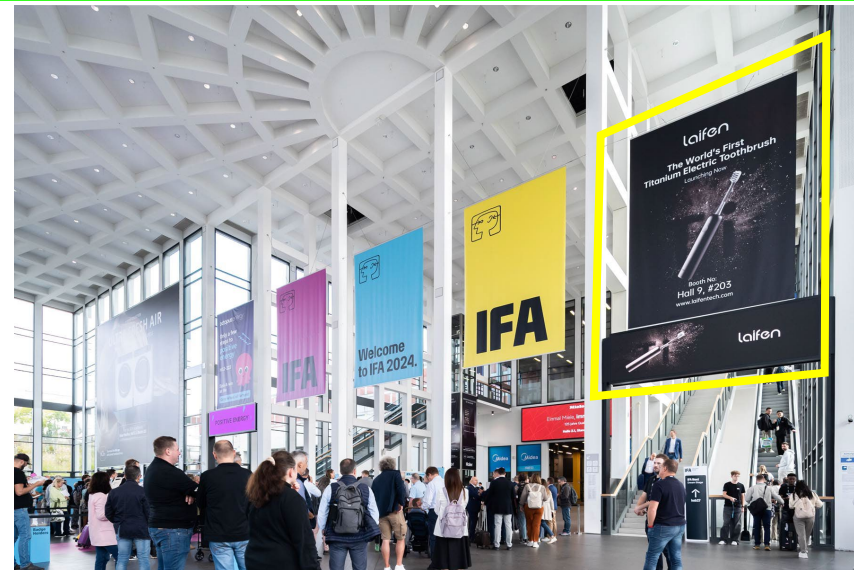
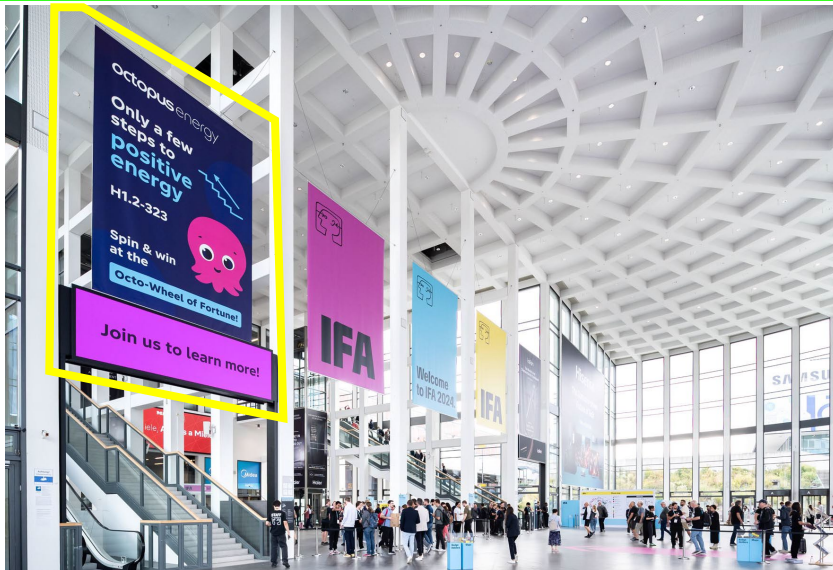
25,800.00 EUR per combi-pack including:
- a 30 sec. spot within a loop with organizer content
- hire charge, production & installation of 1 banner above

Handling Fee

1,290.00 EUR per combi-pack

Status

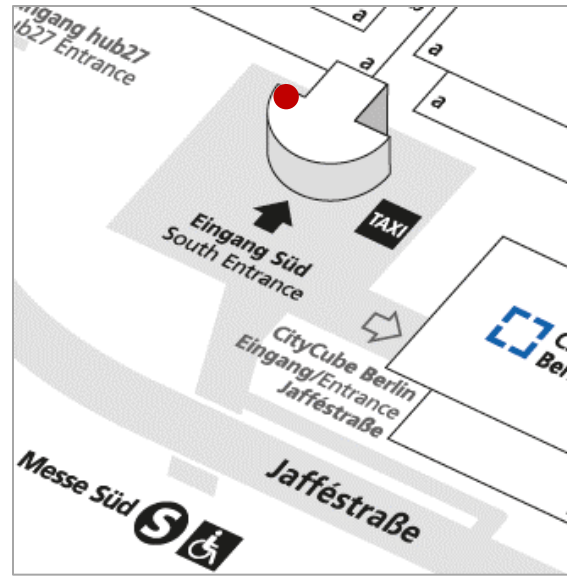
Availability upon request.



*Technical specs of the LED displays:

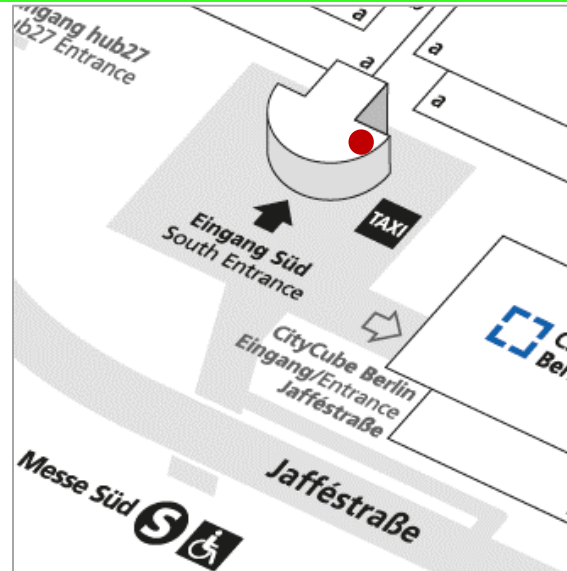
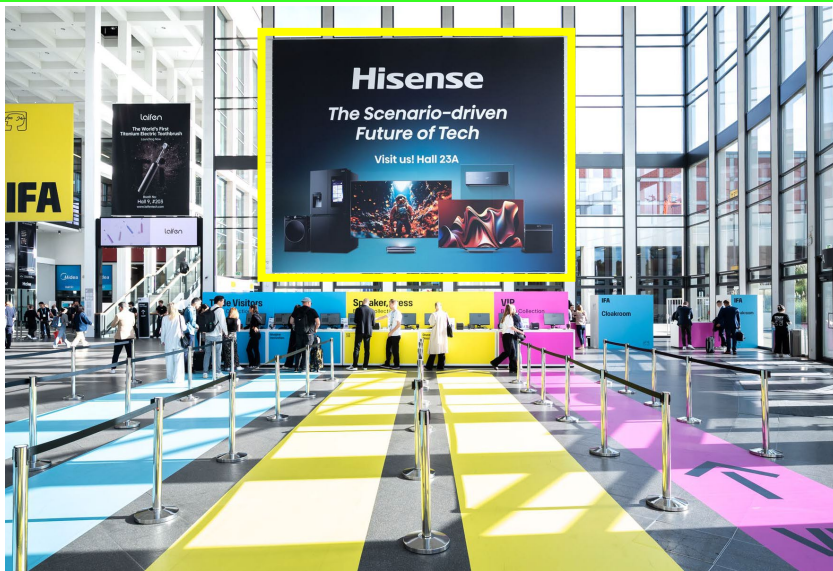
FULL-HD LED displays, each 1-sided.
2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9
4.86 m x 1.36 m each; 3840 x 1080 pixel each
1 screen per package

Entrance South



1 Window Banner in the Entrance Hall, left hand side

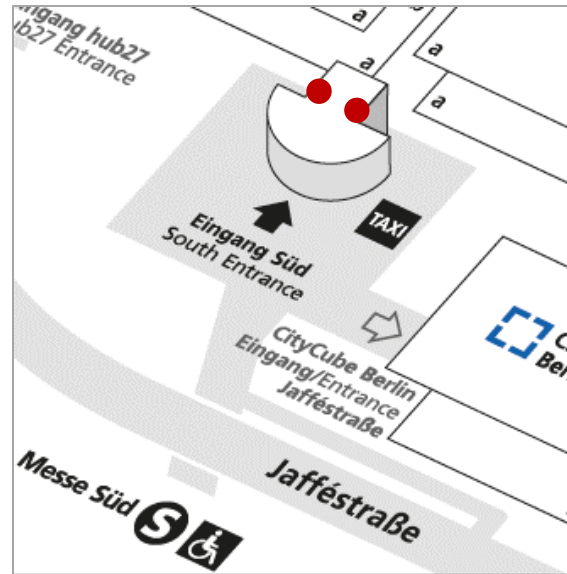
Location	1 window banner in the Entrance Hall on the windows along the left hand side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	63,210.00 EUR
Production/Installation	10,270.00 EUR
Status	Availability upon request.



1 Window Banner in the Entrance Hall, right hand side

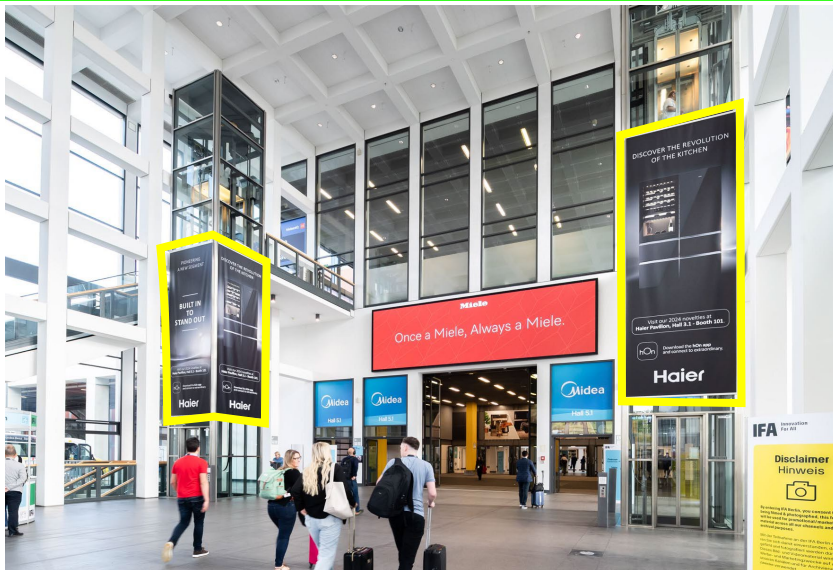
Location	1 window banner in the Entrance Hall on the windows along the right hand side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	63,210.00 EUR
Production/Installation	10,270.00 EUR
Status	Availability upon request.

Entrance South

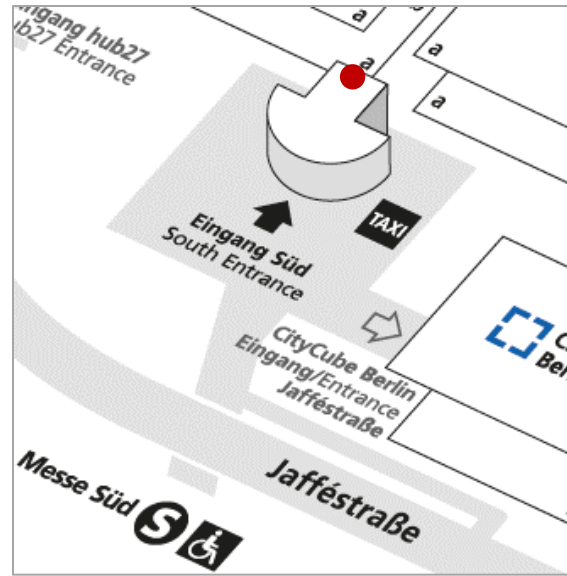


Suspended Banners in the Entrance Hall

Location	up to 4 banners (2 banners per elevator) in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see yellow marks on the left photo)
Size (w x h)	2.10 m x 6.00 m per banner (2 banners per elevator)
Hire Charge	11,375.00 EUR per elevator with 2 banners
Production/Installation	1,950.00 EUR per elevator with 2 banners
Status	Availability upon request.

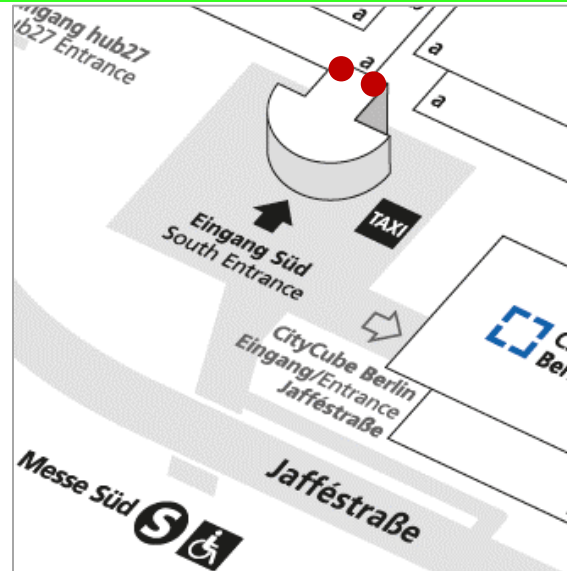


Entrance South



Exclusive LED Mega-Display in the Entrance Hall

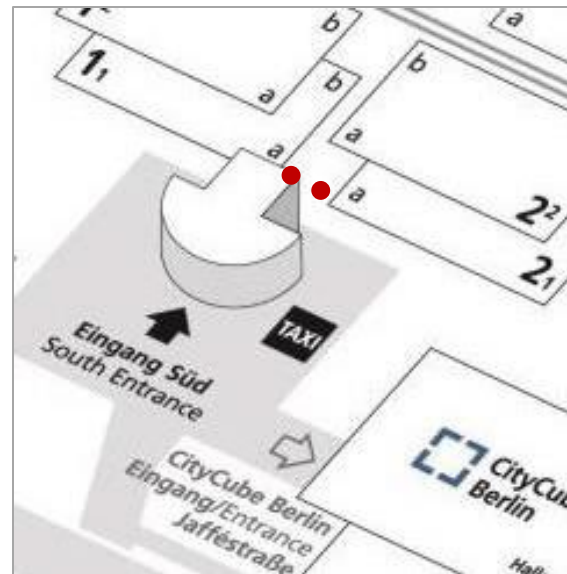
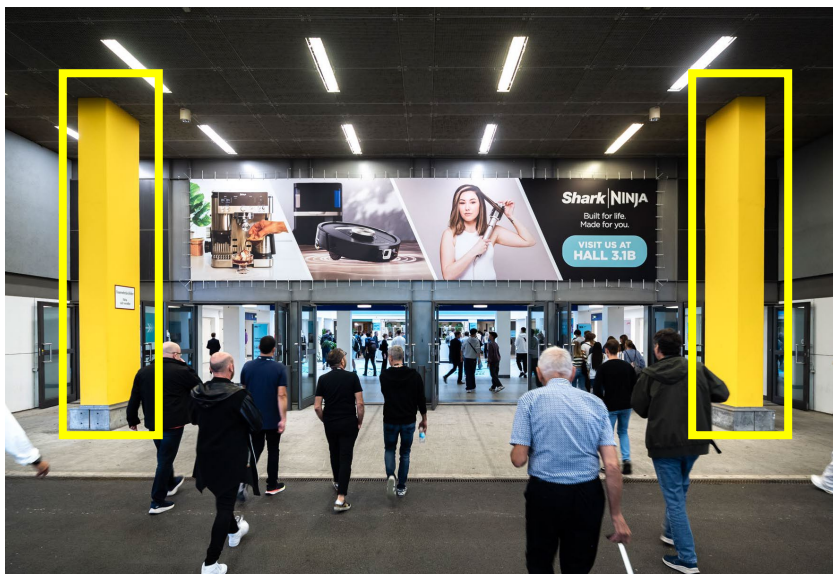
Location	LED Mega-Display in the Entrance Hall at the access to Halls 1-6
Technical Specs	FULL-HD display; 2.50 mm pixel pitch; 20 Mbit; 60 fps; content 32:9 LED dimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel
Hire Charge	40,580.00 EUR for an exclusive 30 sec. spot within a loop with IFA content
Handling Fee	1,290.00 EUR
Status	Availability upon request.



8 Window Brandings in the Entrance level

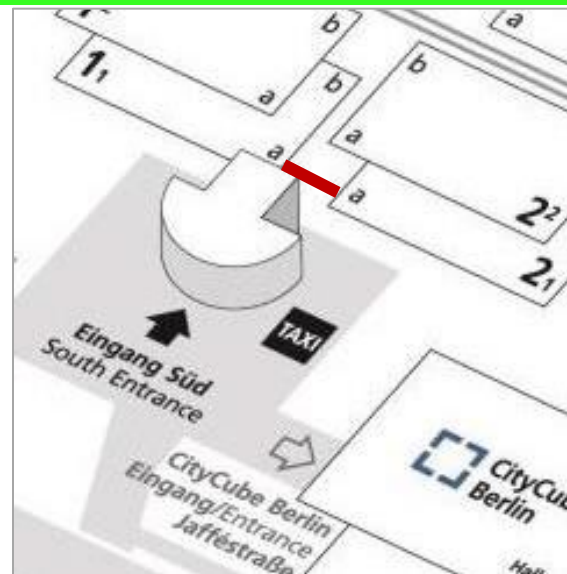
Location	at the access area to Halls 1.1 to 6.1 coming from the Entrance Hall: 8 brandings can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.34 m x 2.35 m per window cling (8 brandings in total)
Hire Charge	14,075.00 EUR for 4 front side brandings 7,060.00 EUR for 4 back side brandings (20,090.00 EUR for all 8 brandings)
Production/Installation	2,630.00 EUR for 4 front side brandings 2,630.00 EUR for 4 back side brandings (4,065.00 EUR for all 8 brandings)
Status	Availability upon request.

Entrance South



2 Pillar Brandings leading to the Middle Foyers

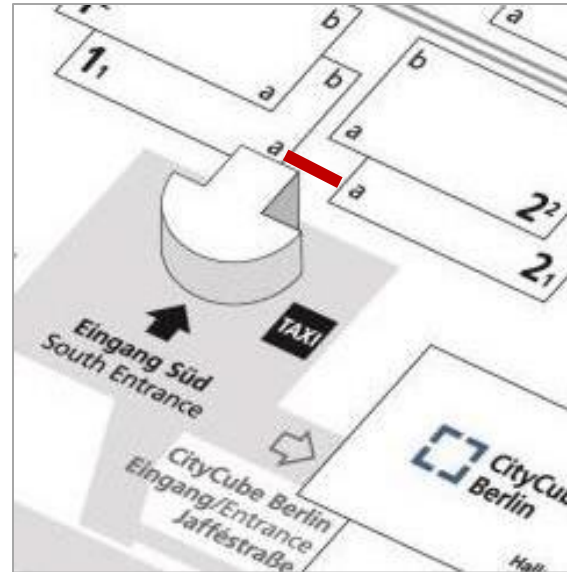
Location	in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1
Size (w x h)	front and back sides: 0.86 m x 6.00 m each lateral sides: 1.32 m x 6.00 m each (4 sides per pillar)
Hire Charge	15,440.00 EUR for both 4-sided pillar brandings
Production/ Installation	on demand (depending on technical implementation)
Status	Availability upon request.



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

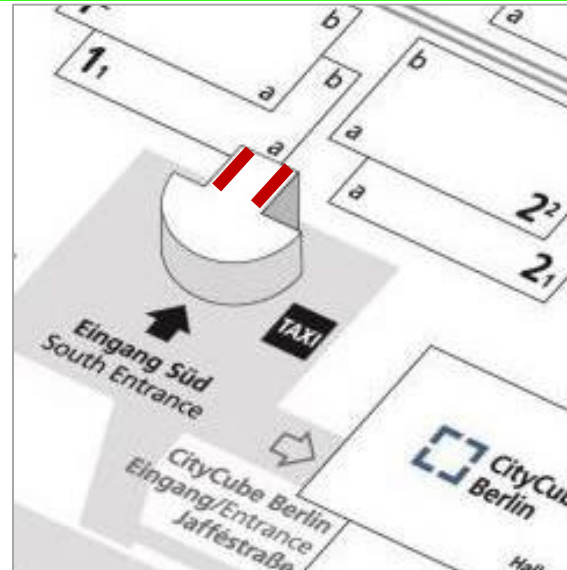
Location	above the entrance doors to the middle foyers of Halls 1.1/ 2.1
Size (w x h)	11.50 m x 2.50 m
Hire Charge	14,980.00 EUR
Production/ Installation	2,175.00 EUR
Status	Availability upon request.

Entrance South



1 Banner Middle Foyer Halls 1.1a/ 2.1a

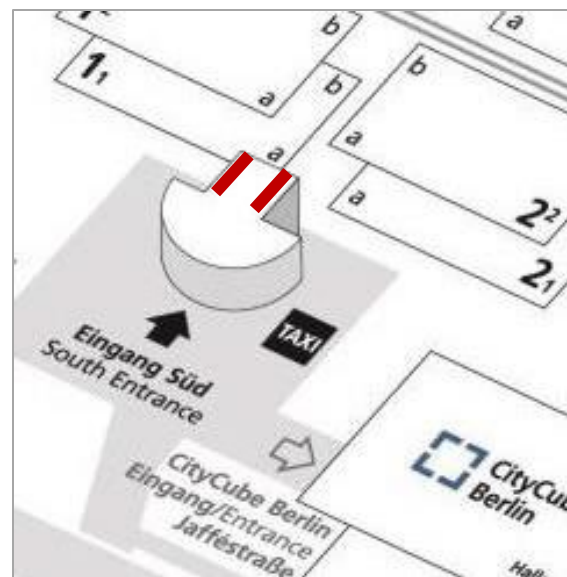
Location	directly in the middle foyer of Halls 1.1a/ 2.1a coming from Entrance South
Size (w x h)	11.49 m x 1.50 m
Hire Charge	15,350.00 EUR
Production/ Installation	2,345.00 EUR
Status	Availability upon request.



120 Step Graphics at the Stairs in the Entrance Hall

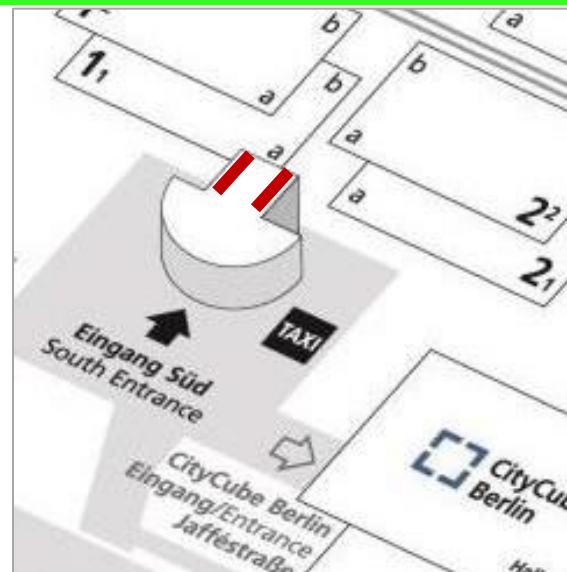
Location	2 stairs with 120 steps in the Entrance Hall on the left and right hand side leading to halls 1.2 to 6.2
Size (w x h)	1.83 m x 0.135 m per step graphic (60 step graphics per stair)
Hire Charge	40,765.00 EUR for both stairs, i.e. for 120 steps in total
Production/ Installation	2,880.00 EUR for both stairs, i.e. for 120 steps in total
Status	Availability upon request.

Entrance South



Rail Graphics along the Stairs, each 2-sided

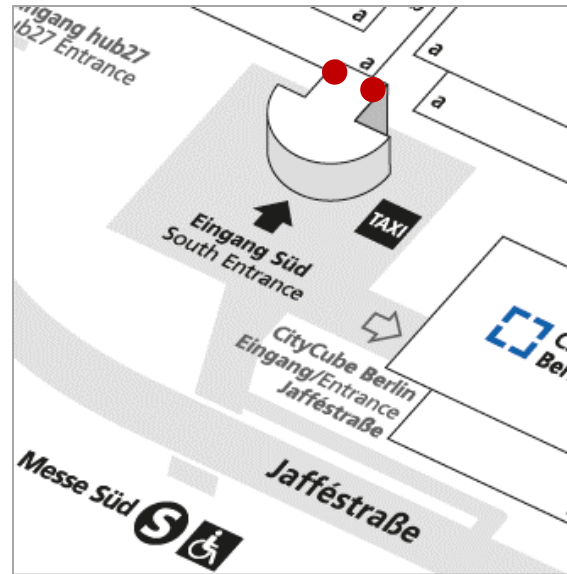
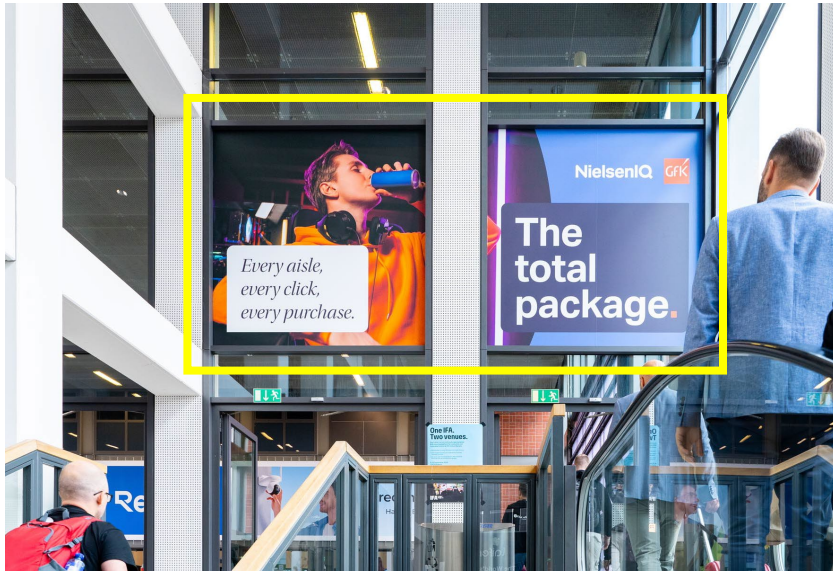
Location	2 stairs with 4 rails in the Entrance Hall on the left and right hand side, 2-sided leading to halls 1.2 to 6.2 (see red marks on the left photo)
Size (w x h)	the stencils will be provided on demand
Hire Charge	32,560.00 EUR for both stairs, i.e. for 4 balustrade brandings
Production/Installation	on demand (depending on technical implementation)
Status	Availability upon request.



4 Balustrade Graphics at the Escalators, each 2-sided

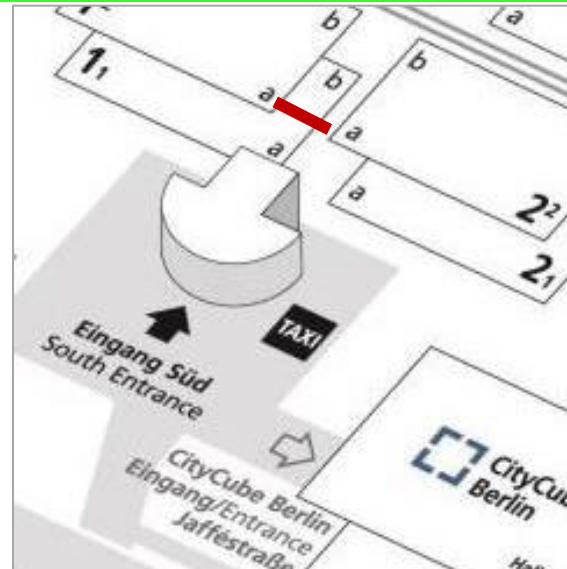
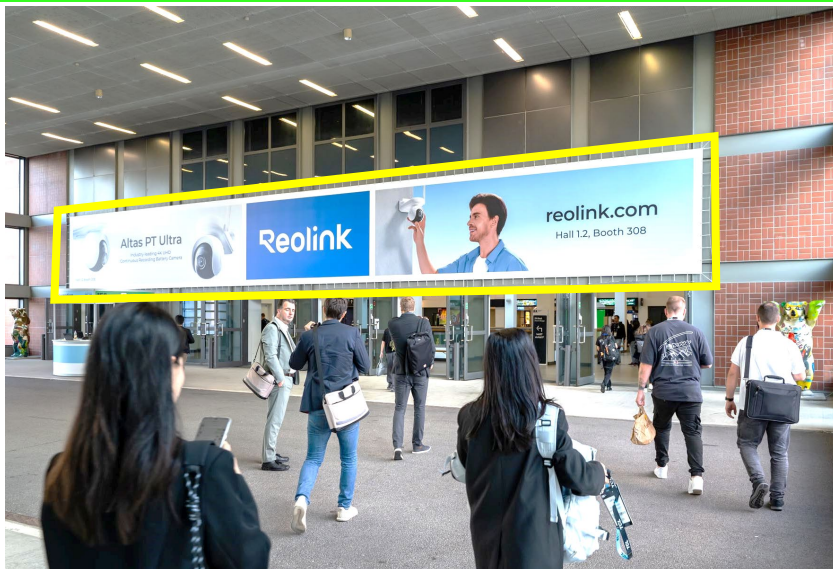
Location	2 escalators with 4 balustrades in the Entrance Hall on the left and right hand side leading to halls 1.2 to 6.2
Size (w x h)	approx. 128.00 m ² for all 4 balustrade graphics (2 sides per balustrade graphic)
Hire Charge	29,675.00 EUR for both escalators, i.e. for 4 balustrade graphics in total
Production/Installation	10,775.00 EUR for both escalators, i.e. for 4 balustrade graphics in total
Status	Availability upon request.

Entrance South



8 Window Brandings in the Entrance Hall upper level

Location	at the access area to Halls 1.2 to 6.2 coming from the Entrance Hall: 8 brandings can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.34 m x 2.35 m per window cling (8 brandings in total)
Hire Charge	14,075.00 EUR for 4 front side brandings 7,060.00 EUR for 4 back side brandings (20,090.00 EUR for all 8 brandings)
Production/ Installation	2,630.00 EUR for 4 brandings 2,630.00 EUR for 4 brandings (4,065.00 EUR for all 8 brandings)
Status	Availability upon request.

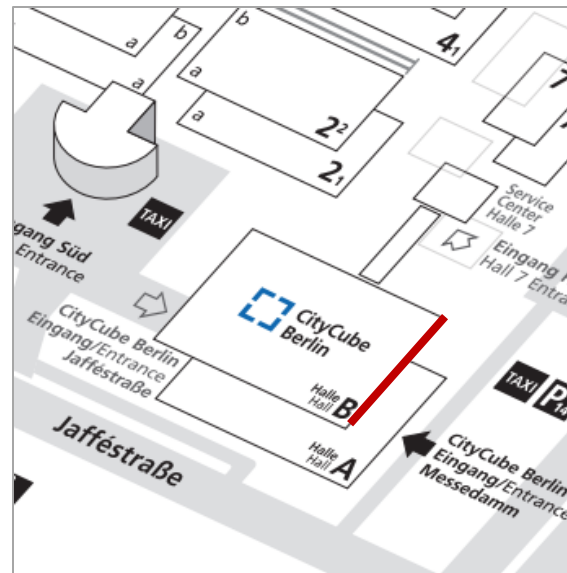


1 Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

Location	in front of 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	37,500.00 EUR
Production/ Installation	4,090.00 EUR
Status	Availability upon request.

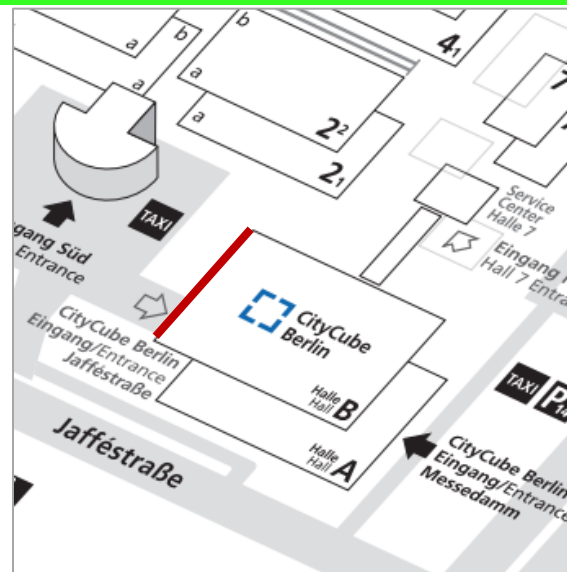


CityCube – East/ Messedamm



1 Facade Branding – Entrance Messedamm

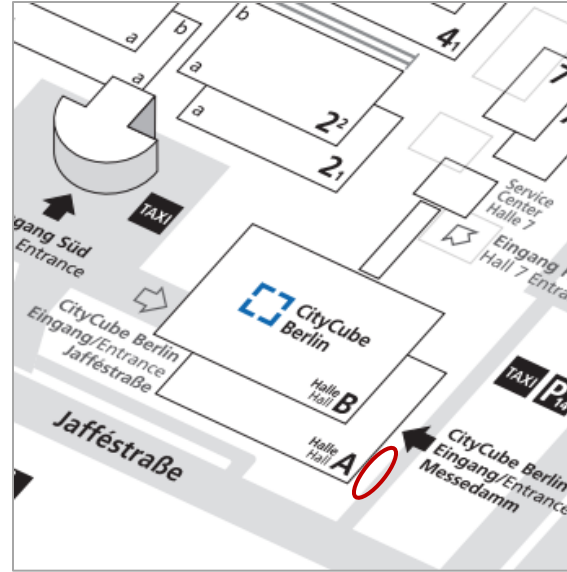
Location	1 Mega banner, consisting of 3 segments each, at the facade of the CityCube facing Messedamm/ Avus
Size (w x h)	29.20 m to 31.25 m x 11.65 m per banner segment (exact sizes on demand)
Hire Charge	116,185.00 EUR net
Production/ Installation	337,980.00 EUR net
Status	Availability upon request.



1 Facade Branding – Entrance facing South Plaza

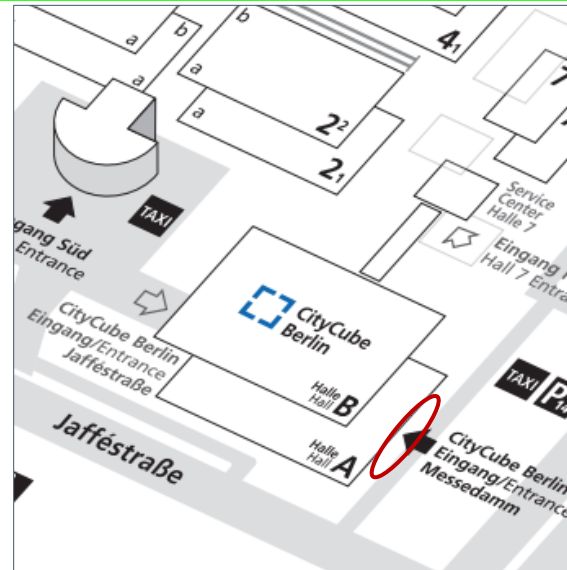
Location	1 Mega banner, consisting of 3 segments each, at the facade of the CityCube facing Plaza Entrance South
Size (w x h)	29.20 m to 31.25 m x 11.65 m per banner segment (exact sizes on demand)
Hire Charge	116,185.00 EUR net
Production/ Installation	337,980.00 EUR net
Status	Availability upon request.

CityCube – East/ Messedamm



30 flags at CityCube – Entrance Messedamm

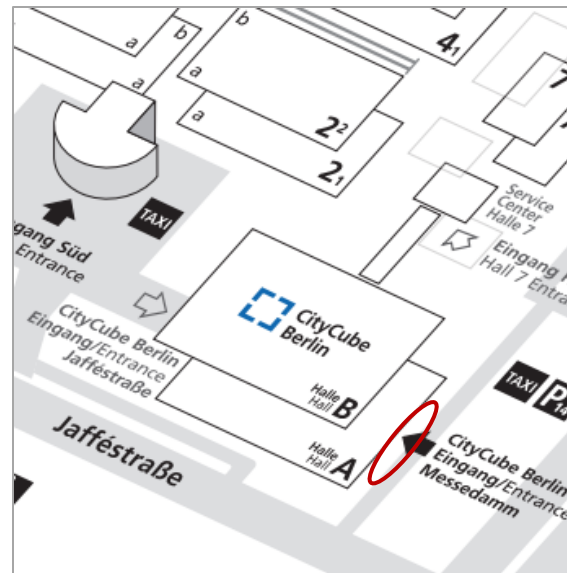
Location	30 flagpoles next to Main Entrance CityCube Berlin facing Messedamm/ Avus
Size (w x h)	1.50 m x 4.00 m per flag with arm
Hire Charge	19,170.00 EUR for 30 flags with arm
Production/ Installation	approx. 5,700.00 Euro for 30 flags (same layout for all 30 flags)
Status	Availability upon request.



Floor Graphics at the Access to Entrance Messedamm

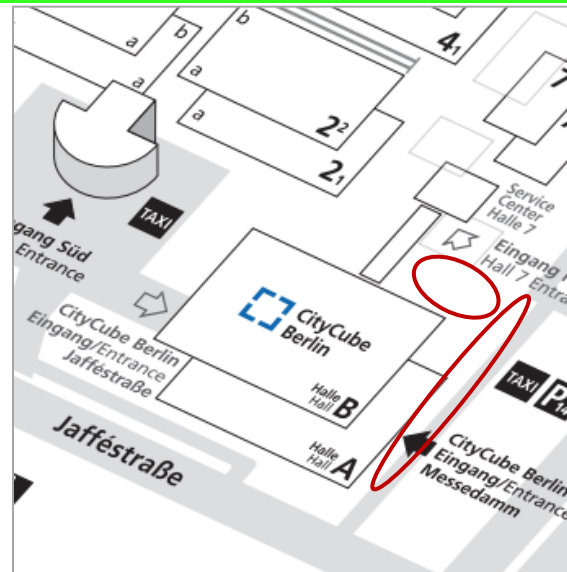
Location	adhesive foils at diverse locations in front of the CityCube Berlin at the access to Entrance Messedamm: exact positions by arrangement
Size (w x h)	e.g. 2.40 m x 2.40 m per squared floor graphic other sizes and formats on demand
Hire Charge	e.g. 3,075.00 EUR per floor graphic
Production/ Installation	e.g. 670.00 EUR per floor graphic
Status	Availability upon request.

CityCube – East/ Messedamm



Bench Displays at Entrance Messedamm, each 2-sided

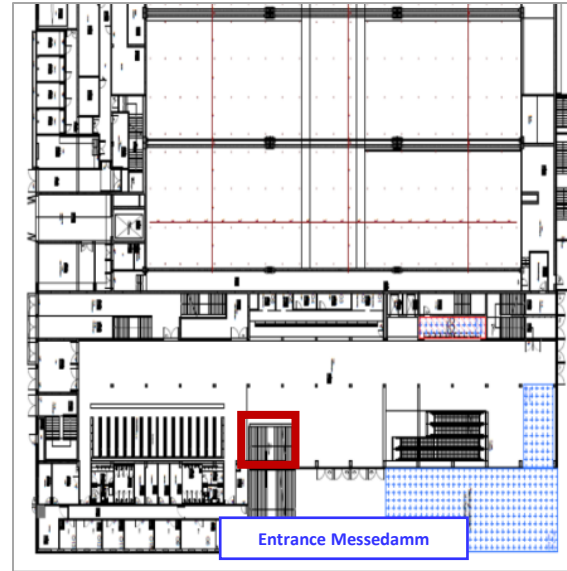
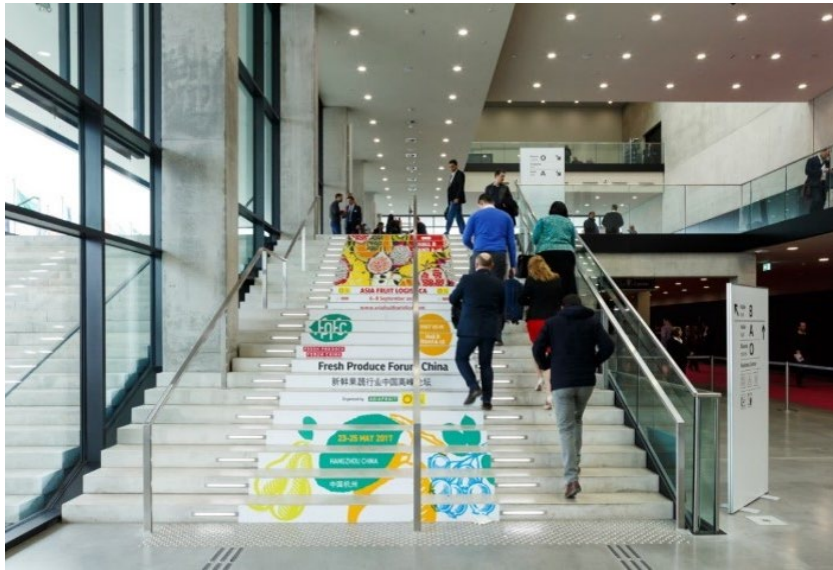
Location	e.g. at the access to Entrance Messedamm, coming from the railway station S-Bahn "Messe Süd" or parking lot in front of the CityCube
Size (w x h)	2.05 m x 2.05 m per side (2 sides per display)
Hire Charge	4,168.00 EUR per 2-sided display
Production/ Installation	655.00 EUR per 2-sided display
Status	Availability upon request.



Advertising Towers, each 4-sided

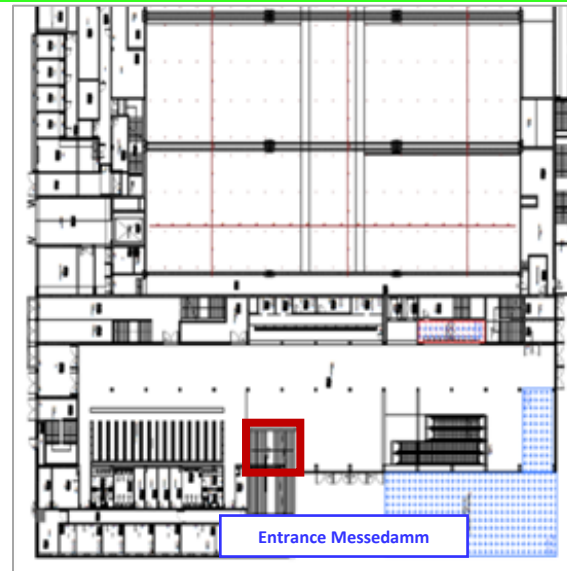
Location	positions by arrangement e.g. at the access to Entrance Messedamm, coming from the railway station S-Bahn "Messe Süd" or parking lot in front of the CityCube
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side (4 sides per tower – other and bigger formats are possible)
Hire Charge	e.g. small: 15,715.00 EUR per tower
Production/ Installation	e.g. small: 2,970.00 EUR per tower
Status	Availability upon request.

CityCube – East/ Messedamm



Option A: Step Graphics at the Stairs – Narrow Version

Location	stairs in the Entrance Lobby leading to the upper level: every step can be equipped with an adhesive foil on the central area
Size (w x h)	2.18 m x 0.145 m per step graphic (23 steps in total) central part of every step; larger formats on demand
Hire Charge	10,396.00 EUR for all 23 step graphics
Production/ Installation	620.00 EUR for all 23 step graphics
Status	Availability upon request.



Option B: Step Graphics at the Stairs - Full Version

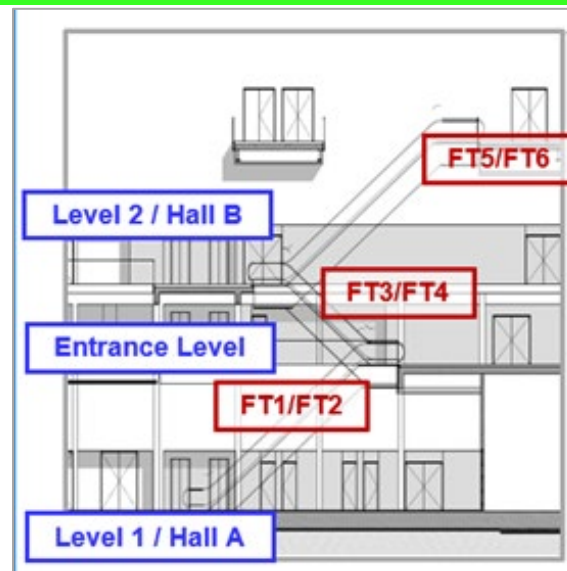
Location	stairs in the Entrance Lobby leading to the upper level: every step will be equipped with an adhesive foil on the full area (lamps excluded)
Size (w x h)	steps 1-7 and 10-22: 5.15 m x 0.15 m each step steps 8, 9 and 23: 4.37 m x 0.15 m each step (23 steps in total)
Hire Charge	17,675.00 EUR for all 23 step graphics
Production/ Installation	1,060.00 EUR for all 23 step graphics
Status	Availability upon request.

CityCube – East/ Messedamm



3 Balustrade Brandings

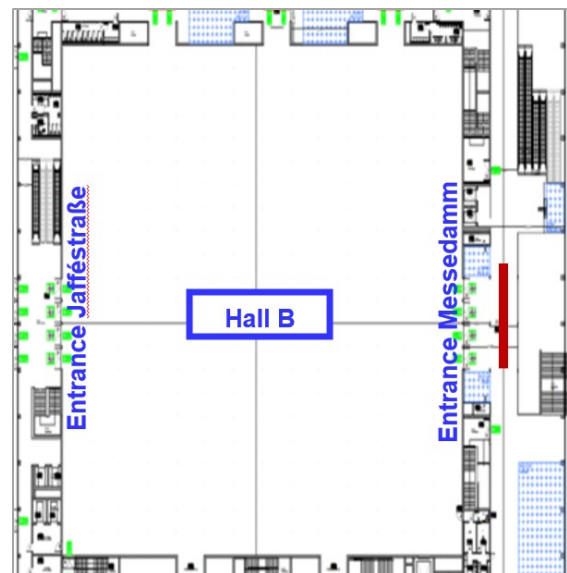
Location	foil brandings on the glass balustrades in the East Lobby on Level 2 in front of Hall B (see red marks and numbers on the left map)
Size (w x h)	e.g. area 2) with 24.55 m x 1.07 m double-sided
Hire Charge	e.g. area 2) 7,170.00 EUR
Production/ Installation	e.g. area 2) 1,915.00 EUR
Status	Availability upon request.



Balustrade Brandings at Escalators

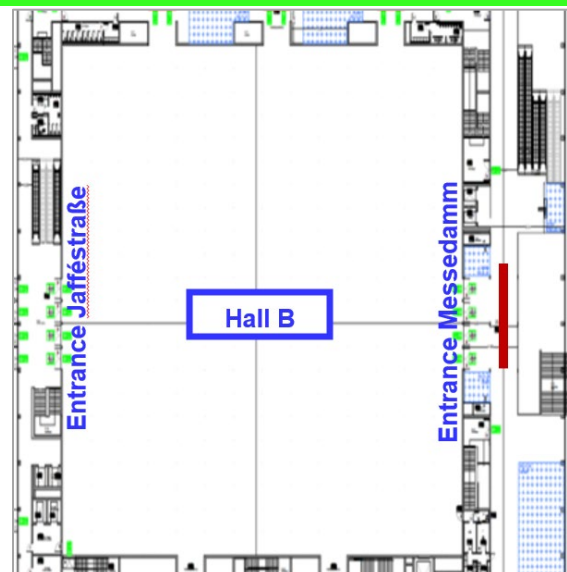
Location	escalators in the Entrance Lobby leading to Levels 1, 2 and 3 only visible parts of the balustrades will be branded – exact plan on demand
Size (w x h)	e.g. 2 escalators FT1/FT2: approx. 32.00 m ² per escalator, each with 2 balustrades
Hire Charge	e.g. 13,406,00 EUR for both escalators, each with 2 balustrades
Production/ Installation	e.g. 8,865.00 EUR for both escalators, each with 2 balustrades
Status	Availability upon request.

CityCube – East/ Messedamm



1 Entrance Banner Hall B

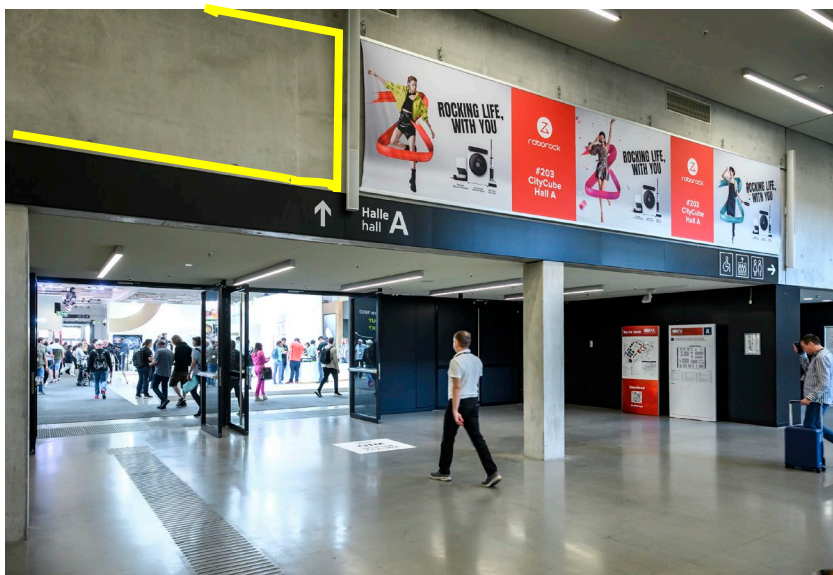
Location	directly above the main entrance doors to Hall B on Level 2 coming from the East Lobby – only available for exhibitors in Hall B
Size (w x h)	e.g. 29.00 m x 2.40 m other formats on demand
Hire Charge	26,240.00 EUR
Production/ Installation	4,365.00 EUR
Status	Availability upon request.



Hanging Banners between Levels 2 and 3

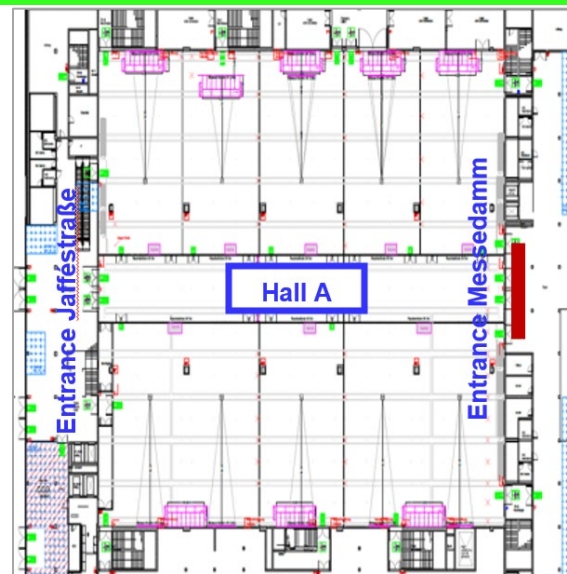
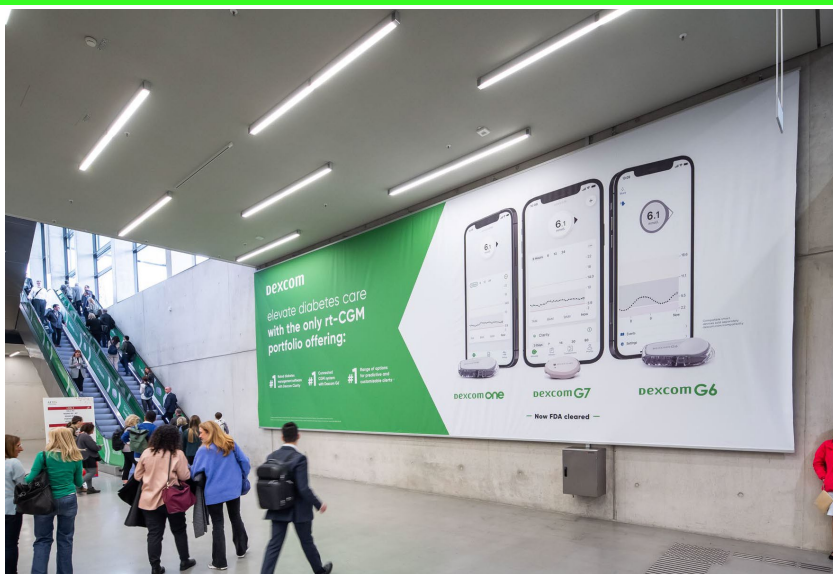
Location	suspended banners at diverse locations between Levels 2 and 3 – only available für exhibitors in Hall B
Size (w x h)	e.g. 3.00 m x 6.00 m per 2-sided banner (print on front and back side) other sizes and special formats on demand
Hire Charge	10,515.00 EUR per double-sided banner
Production/ Installation	2,365.00 EUR per double-sided banner
Status	Availability upon request.

CityCube – East/ Messedamm



2 Entrance Banners to Hall A

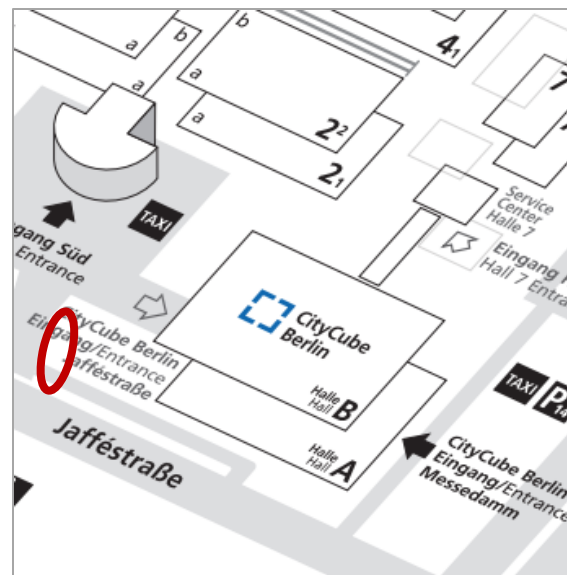
Location	directly above the entrance doors to Hall A on Level 1 coming from the East Lobby
Size (w x h)	9.00 m x 1.65 m per banner
Hire Charge	6,165.00 EUR for 1 banner
Production/ Installation	2,445.00 EUR for 1 banner
Status	Availability upon request.



1 Foyer Banner at Position 1

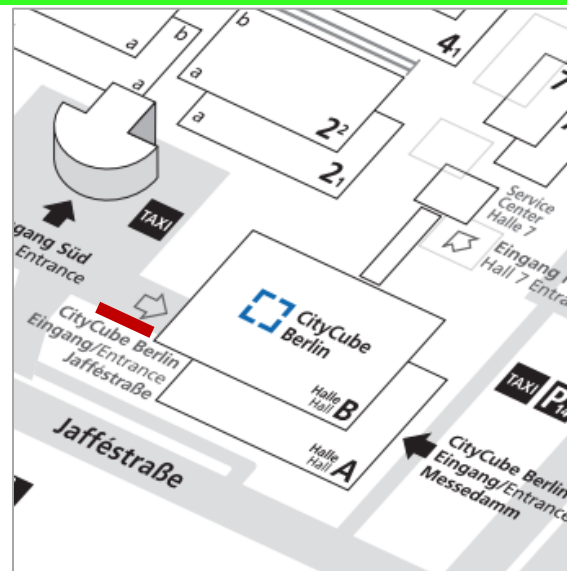
Location	in the East Lobby opposite to the entrance doors of Hall A directly at the escalators
Size (w x h)	12.00 m x 4.39 m
Hire Charge	21,420.00 EUR
Production/ Installation	2,785.00 EUR
Status	Availability upon request.

CityCube – West/ South PLaza



30 flags at CityCube – Entrance facing South Plaza

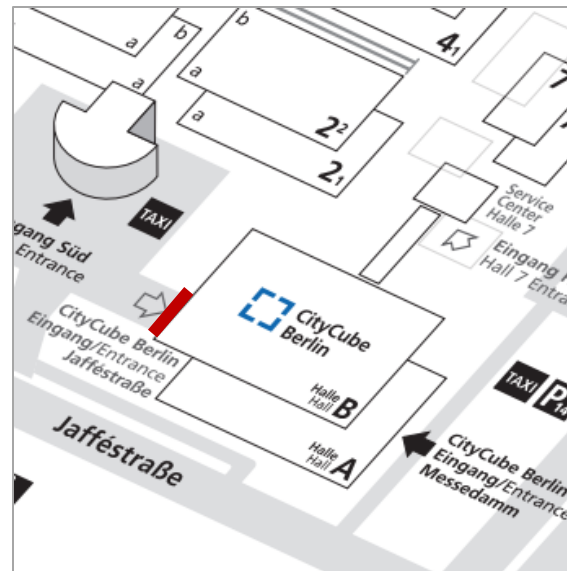
Location	30 flagpoles next to Entrance CityCube Berlin facing Plaza South and next to taxi and pedestrian access to the South Plaza
Size (w x h)	1.50 m x 4.00 m per flag with arm
Hire Charge	19,170.00 EUR for 30 flags with arm
Production/ Installation	approx. 5,700.00 Euro for 30 flags (same layout for all 30 flags)
Status	Availability upon request.



Wall Branding next to Entrance facing South Plaza

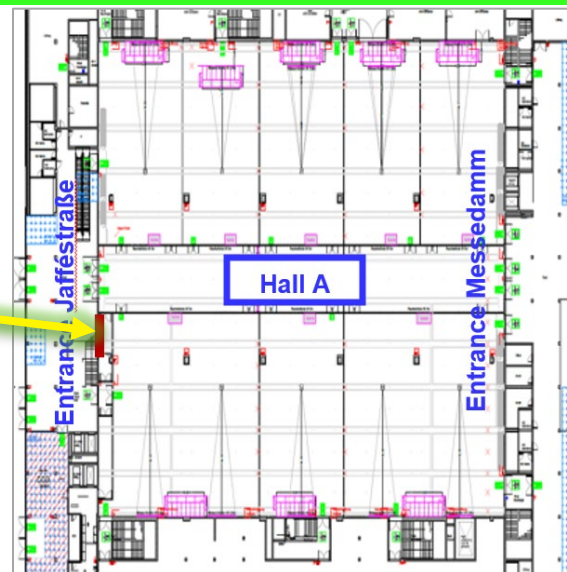
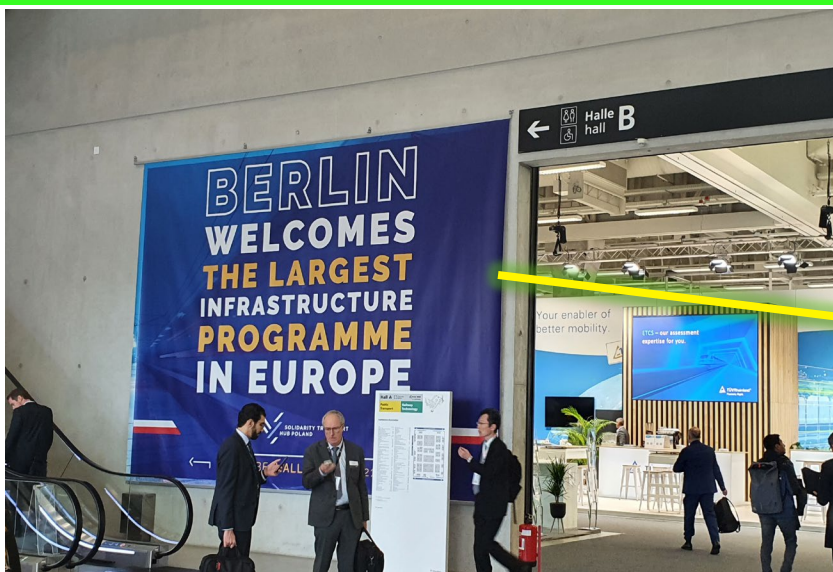
Location	banner on the right side next to the Entrance Jaffestraße
Size (w x h)	28.50 m x 3.00 m
Hire Charge	34,765.00 EUR
Production/ Installation	4,965.00 EUR
Status	Availability upon request.

CityCube – West/ South PLaza



Window Brandings at Entrance facing South Plaza

Location	adhesive foils at and next to the Entrance facing South Plaza (see yellow marked area on the left picture)
Size (w x h)	e.g. 2.76 m x 1.80 m for 1 window (see exemplary green mark on the left photo)
Hire Charge	e.g. 3,266.00 EUR for 1 window (see exemplary green mark on the left photo)
Production/ Installation	e.g. 475.00 EUR for 1 window (see exemplary green mark on the left photo)
Status	Availability upon request.



Entrance Banners to Hall A on the left and right side

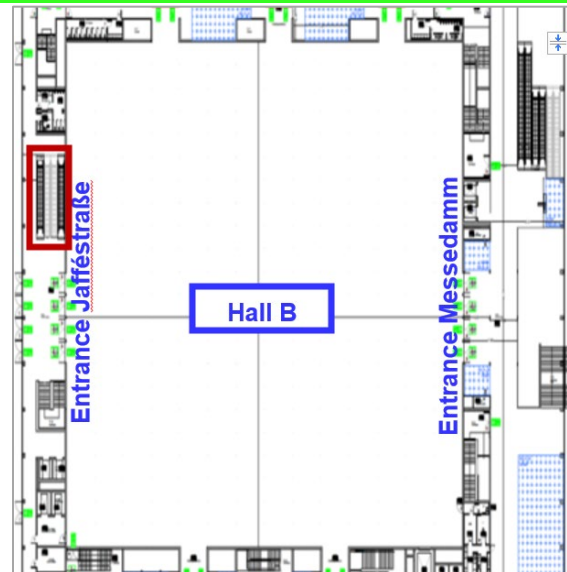
Location	directly next to the entrance doors to Hall A on Level 1 coming from the West Lobby/ Plaza South
Size (w x h)	e.g. 5.80 m x 4.35 m (see exemplary left photo) Other sizes and formats on demand
Hire Charge	e.g. 9,286.00 EUR
Production/ Installation	e.g. 2,115.00 EUR
Status	Availability upon request.

CityCube – West/ South PLaza



Balustrade Brandings at Escalators West Lobby Level 1 and Level 2

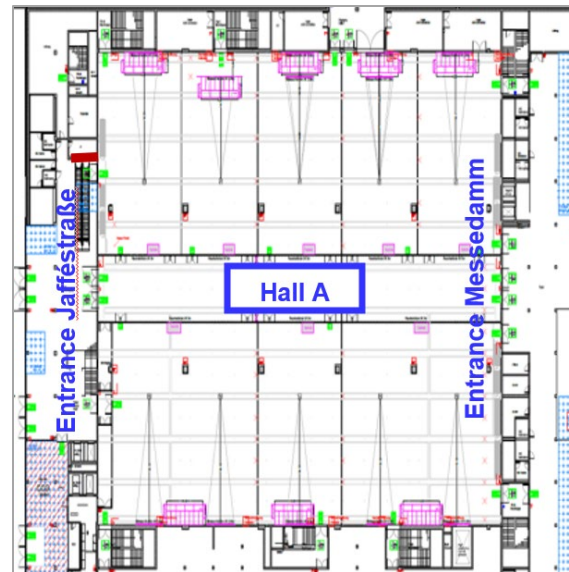
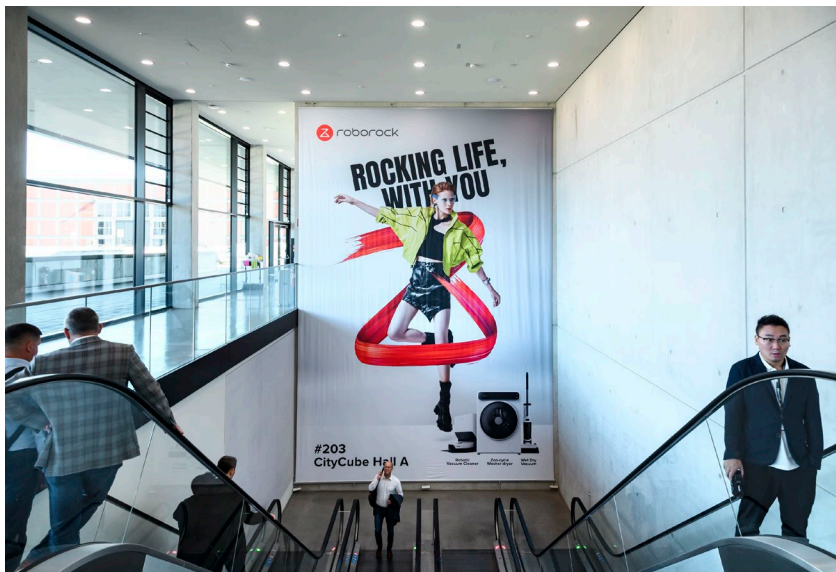
Location	escalators between Level 1 and the Level 2 only visible parts of the balustrades will be branded with adhesive foil
Size (w x h)	e.g. 2 escalators WFT1/WFT2 from West Lobby to intermediate Level: approx. 32.00 m ² per escalator, each with 2 balustrades, 4 balustrades in total
Hire Charge	e.g. 24,145.00 EUR for both escalators, each with 2 balustrades, i.e. for 4 balustrades in total
Production/ Installation	e.g. 9,545.00 EUR for both escalators, each with 2 balustrades
Status	Availability upon request.



Balustrade Brandings at Escalators West Lobby Level 1 and Level 2

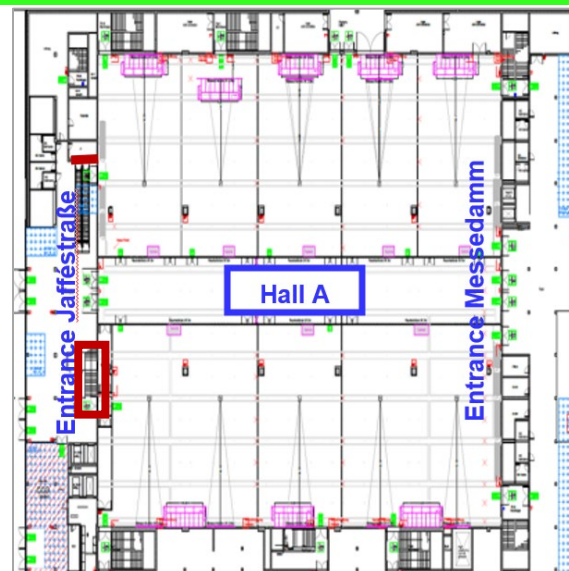
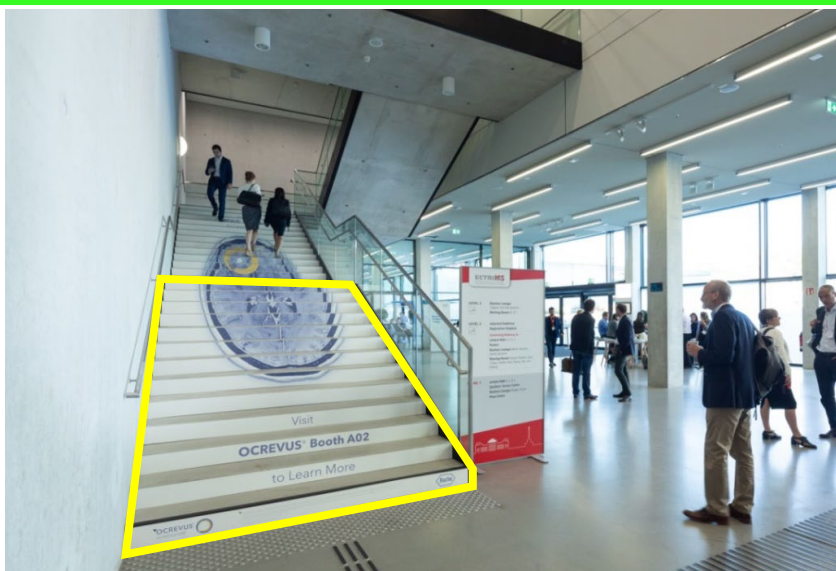
Location	escalators between Level 1 and the Level 2 only visible parts of the balustrades will be branded with adhesive foil
Size (w x h)	e.g. 2 escalators WFT2/WFT3 from intermediate Level to Level 2/ Hall B: approx. 21.20 m ² per escalator, each with 2 balustrades, 4 balustrades in total
Hire Charge	e.g. 15,995.00 EUR for both escalators, each with 2 balustrades, i.e. for 4 balustrades in total
Production/ Installation	e.g. 6,320.00 EUR for both escalators, each with 2 balustrades, i.e. for 4 balustrades in total
Status	Availability upon request.

CityCube – West/ South PLaza



1 Escalator Banner

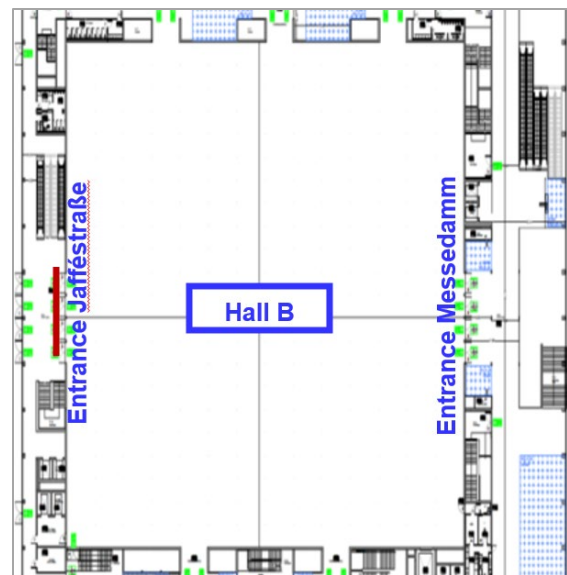
Location	in the West Lobby leading to Level 2
Size (w x h)	6.30 m x 9.25 m Other sizes and special formats on demand
Hire Charge	16,625.00 EUR
Production/ Installation	3,300.00 EUR
Status	Availability upon request.



Step Graphics at the Stairs

Location	staircase between the West Lobby Level 1 and the West Lobby Level 2
Size (w x h)	2.55 m x 0.16 m per step graphic (13 steps per landing – see exemplary yellow mark on the left photo)
Hire Charge	6,875.00 EUR per landing
Production/ Installation	585.00 EUR per landing
Status	Availability upon request.

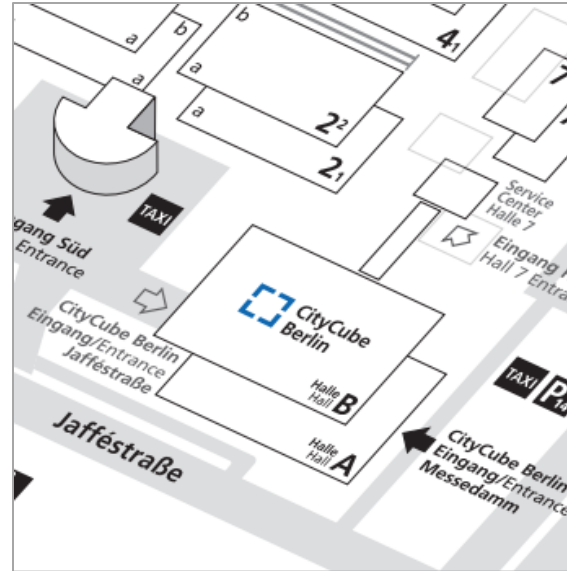
CityCube – West/ South PLaza



1 Entrance Banner to Hall B

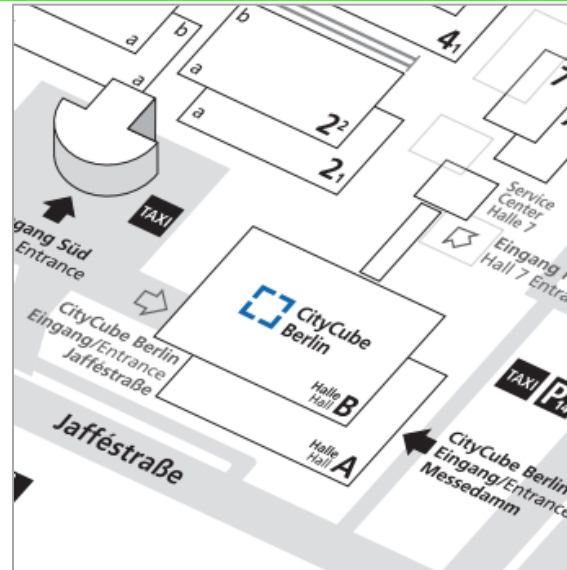
Location	directly above the entrance doors to Hall B on Level 2 coming from the West Lobby
Size (w x h)	12.00 m x 1.44 m other formats on demand
Hire Charge	8,220.00 Euro
Production/ Installation	2,180.00 Euro
Status	Availability upon request.

CityCube – All Areas



Floor Graphics

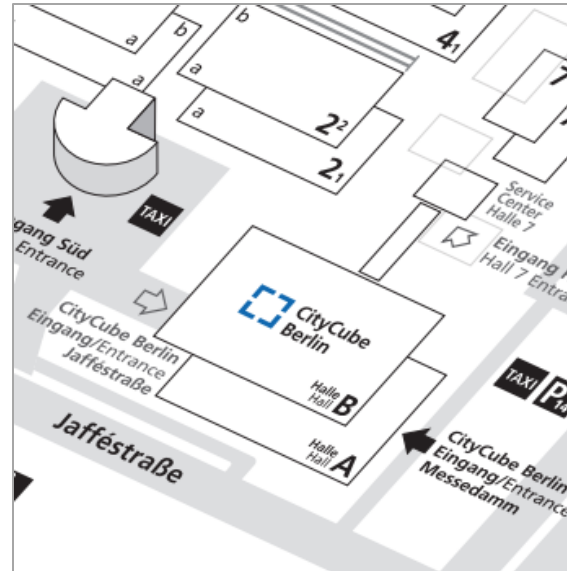
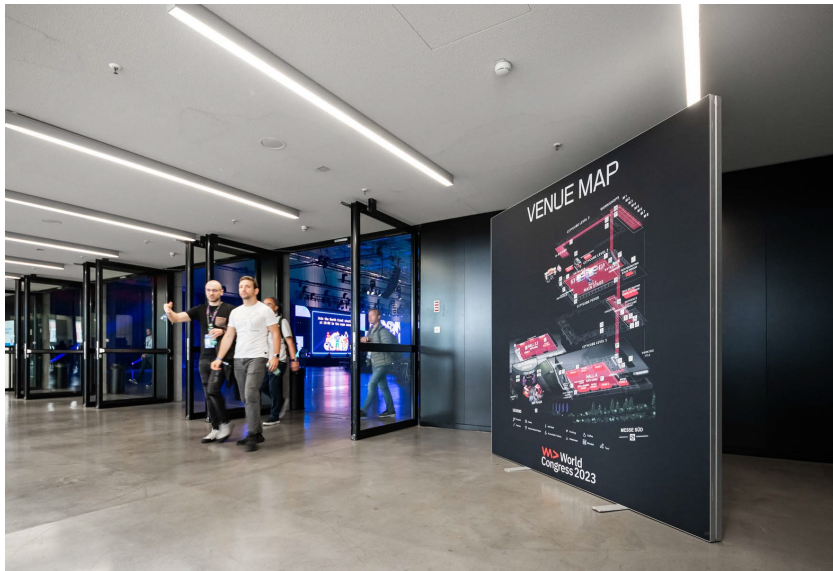
Location	indoor positions by arrangement: e.g. in the foyers and entrance areas
Size (w x h)	option 1: e.g. 1.00 m x 1.00 m per graphic option 2: e.g. 2.00 m x 2.00 m per graphic special formats and shapes on demand
Hire Charge	option 1: e.g. 525.00 EUR per graphic option 2: e.g. 1,440.00 EUR per graphic
Production/Installation	option 1: e.g. 105.00 EUR per graphic option 2: e.g. 335.00 EUR per graphic
Status	Availability upon request.



Pillar Branding

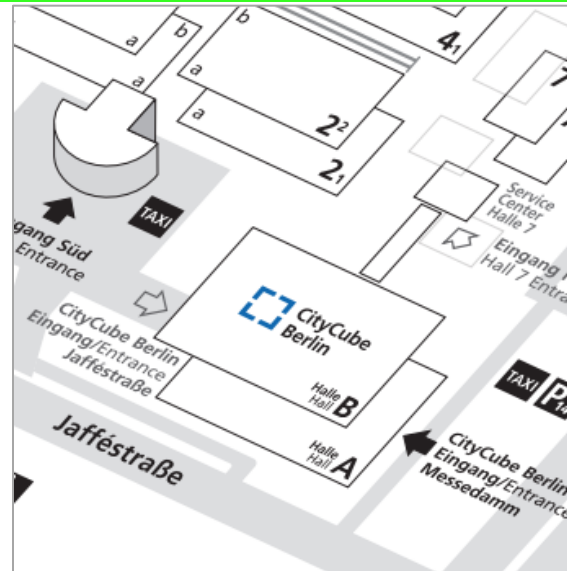
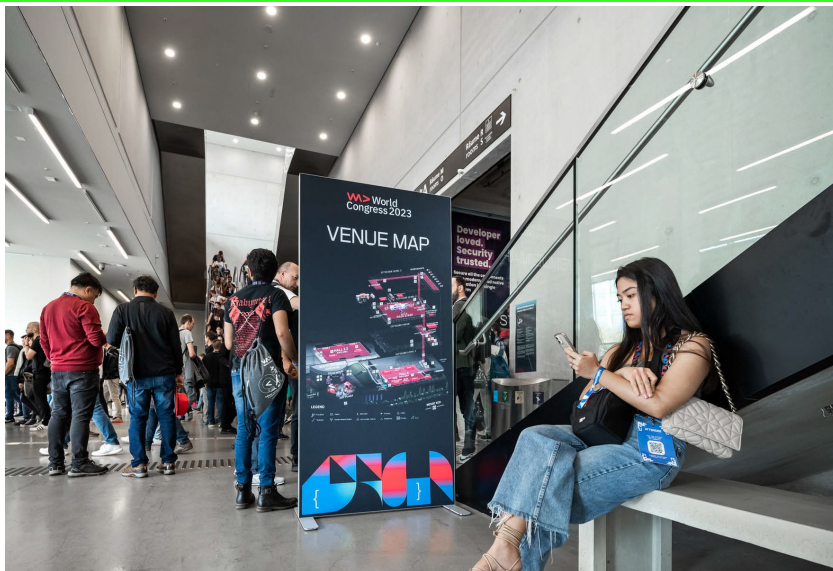
Location	directly in the Entrance Lobby
Size (w x h)	0.48 m x 2.70 m per side (4 sides per pillar)
Hire Charge	2,875.00 EUR per 4-sided pillar branding
Production/Installation	675.00 EUR per 4-sided pillar branding
Status	Availability upon request.

CityCube – All Areas



PILA Frames, 1-sided

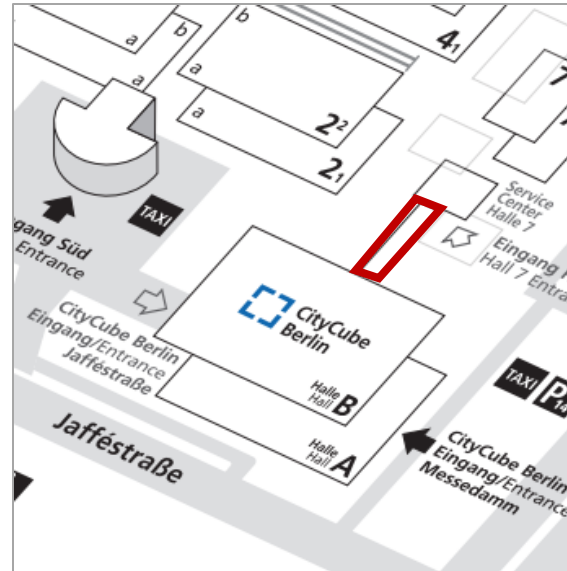
Location	framed banners in the lobbies on all levels: exact positions by arrangement
Size (w x h)	(1) e.g. 2.28 m x 2.28 m per banner (see left photo) (2) e.g. 6.00 m x 2.00 m per banner other sizes on demand
Hire Charge	(1) e.g. 3,418.00 EUR per banner and frame (2) e.g. 7,890.00 EUR per banner and frame
Production/Installation	(1) e.g. 530.00 EUR per banner and frame (2) e.g. 695.00 EUR per banner and frame
Status	Availability upon request.



Banner Frames, 1- or 2-sided

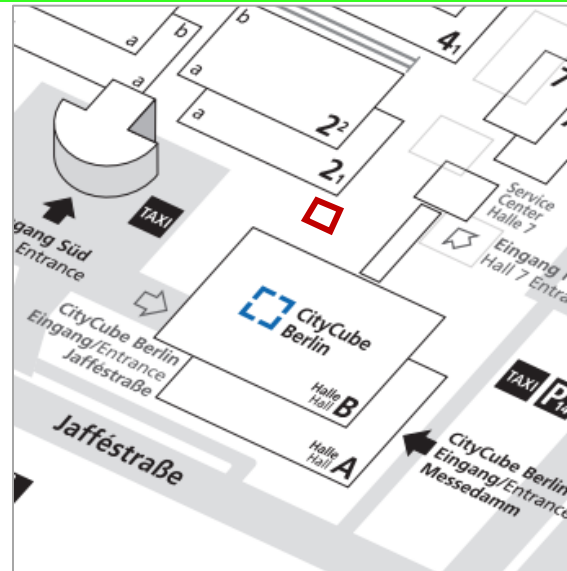
Location	1- or 2-sided banner frames in the lobbies on all levels: exact positions by arrangement
Size (w x h)	e.g. 1.00 m x 2.00 m per side other sizes on demand
Hire Charge	e.g. 2,100.00 EUR per 2-sided banner frame
Production/Installation	e.g. 365.00 EUR per 2-sided banner frame
Status	Availability upon request.

CityCube – Hall 7



Window & Door Brandings in the Passageway to Hall 7

Location	adhesive foils on the windows and at the doors of the "Connector 2" between CityCube Berlin and Hall 7 on Level 2: exact positions by arrangement
Size (w x h)	(1) e.g. 3.02 m x 1.35 m per window branding (2) e.g. 1.185 m x 2.175 m per door branding other sizes and special formats on demand
Hire Charge	(1) e.g. 2,680.00 EUR per window branding (2) e.g. 1,695.00 EUR per door branding
Production/ Installation	(1) e.g. 190.00 EUR per window branding (2) e.g. 130.00 EUR per door branding
Status	Availability upon request.



Branding at Elevator Tower South-Side

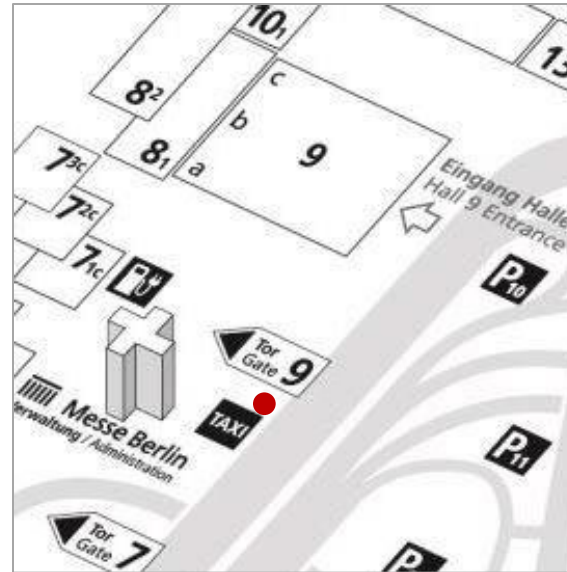
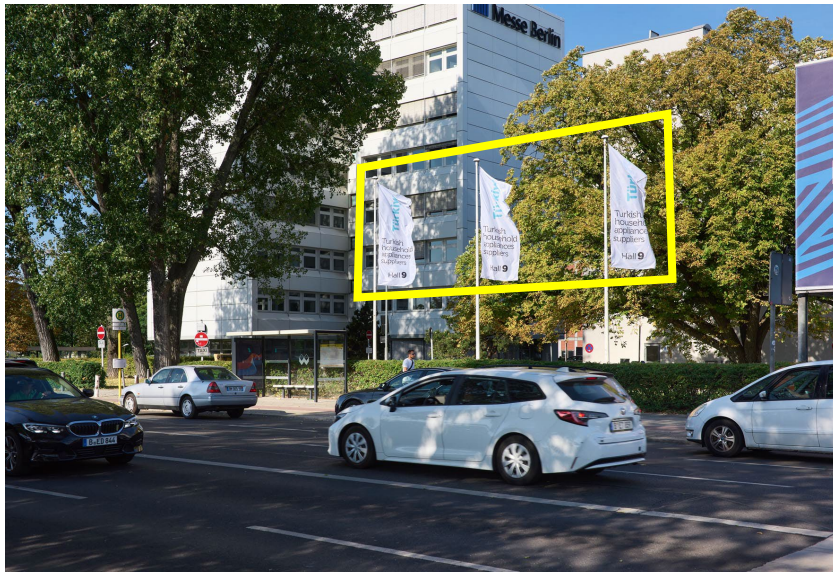
Location	outside at the elevator tower between CityCube and Halls 7.2 and 2.2
Size (w x h)	e.g. 5.25 m x 4.70 m Other sizes and formats on demand
Hire Charge	e.g. .075.00 EUR
Production/ Installation	e.g. 2,070.00 EUR
Status	Availability upon request.

High Traffic Advertising

IFA 100 YEARS

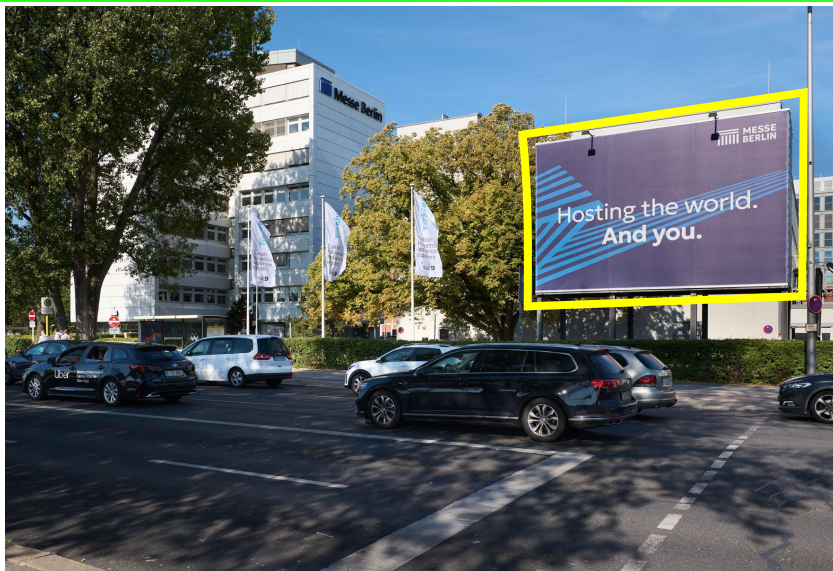


High Traffic Advertising



3 Flags next to the Headquarters of Messe Berlin

Location	3 flagpoles at the Headquarters of Messe Berlin facing "Messedamm" next to the access to Gate 9 and the taxi stop
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	1,917.00 EUR for all 3 flags
Production/ Installation	e.g. 570.00 EUR for all 3 flags depending on layout, quantity and finishing of the flags
Status	Availability upon request.



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

Location	at the Headquarters of Messe Berlin facing "Messedamm" next to the access to Gate 9/ Messe Berlin Headquarters 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	21,490.00 EUR for all 3 banners
Production/ Installation	7,010.00 EUR for all 3 banners
Status	Availability upon request.

High Traffic Advertising



2 Mega-Banners at Facades of Hall 9

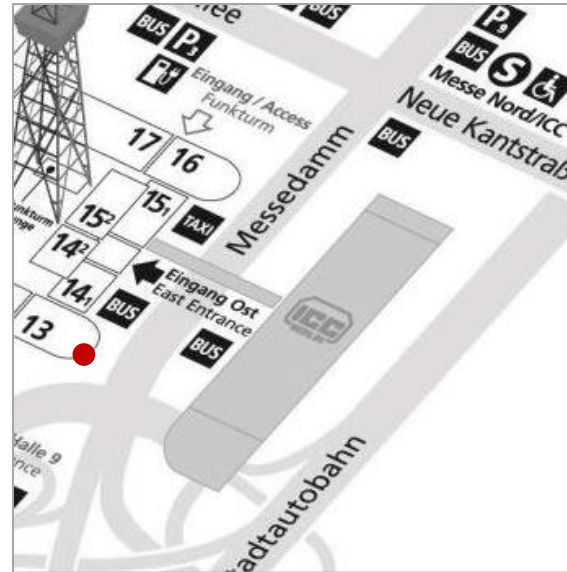
Location	at the facade of Hall 9 on the left and right facing Messedamm
Size (w x h)	visible size: 16.20 m x 8.55 m (production size: 16.40 m x 8.75 m)
Hire Charge	42,270.00 EUR per banner
Production/Installation	5,025.00 EUR per banner
Status	Availability upon request.



1 Entrance Banner with backlighting on Hall 9

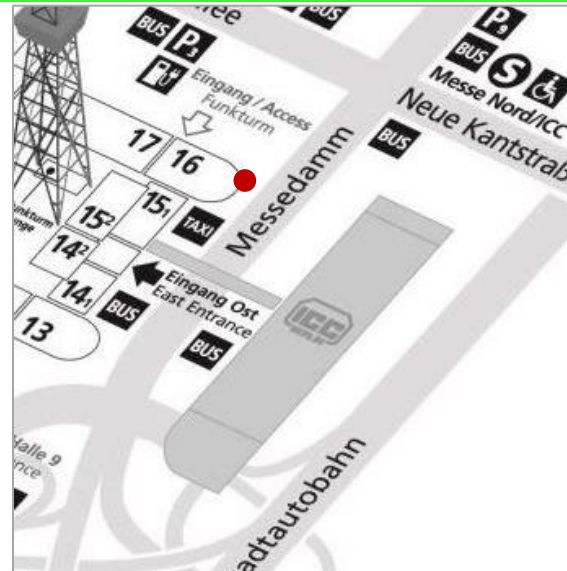
Location	directly above the entrance doors to Hall 9 facing Messedamm
Size (w x h)	9.60 m x 2.30 m
Hire Charge	11,840.00 EUR
Production/Installation	1,300.00 EUR
Status	Availability upon request.

High Traffic Advertising



1 Rotunda Hall 13

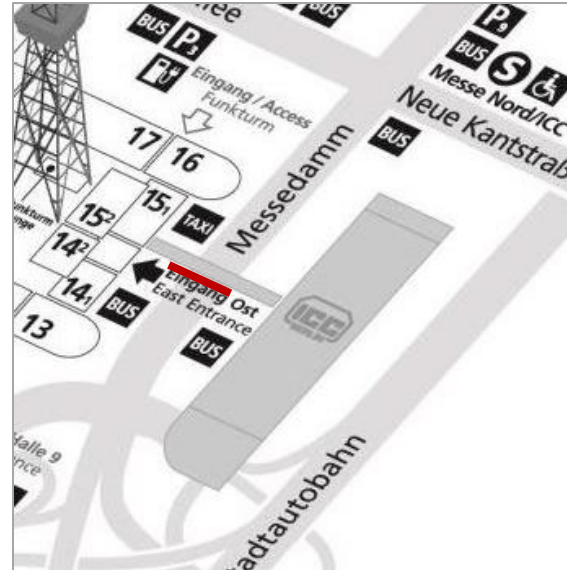
Location	Rotunda Hall 13 facing main road "Messedamm": ascend and descent to highway.
	e.g. 7 components (out of 17) for exhibitor advertising (see exemplary yellow mark on the left photo).
Size (w x h)	e.g. 7 components exhibitor advertising : 21.68 m x 3.00 m (3.04 m x 3.00 m) per component, 7 components in total)
Hire Charge	31,425.00 EUR for 7 components
Production/ Installation	2,650.00 EUR for 7 components
Status	Availability upon request.



1 Rotunda Hall 16

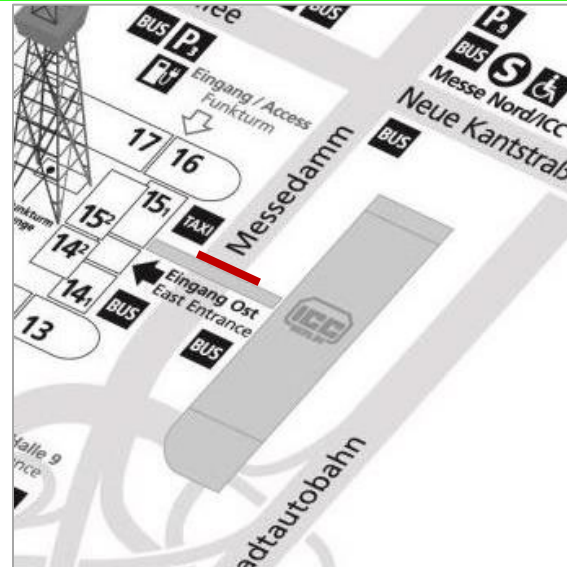
Location	Rotunda Hall 16 facing the cross-roads between Messedamm, Masurenallee and Neue Kanstraße.
	e.g. 7 components (out of 18) for exhibitor advertising (see exemplary yellow mark on the left photo).
Size (w x h)	e.g. 7 components exhibitor advertising : 21.68 m x 3.00 m (3.04 m x 3.00 m) per component, 7 components in total)
Hire Charge	31,425.00 EUR for 7 components
Production/ Installation	2,650.00 EUR for 7 components
Status	Availability upon request.

High Traffic Advertising



1 Mega-Banner on the ICC Bridge South

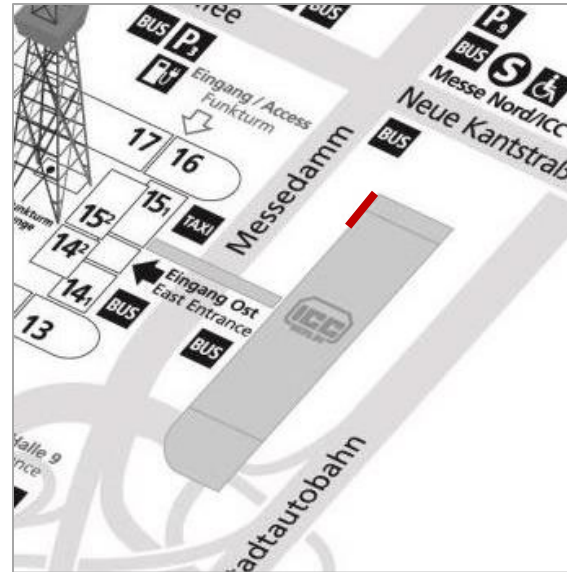
Location	at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
Size (w x h)	40.00 m x 4.24 m
Hire Charge	59,315.00 EUR
Production/Installation	4,565.00 EUR
Status	Availability upon request.



1 Mega-Banner on the ICC Bridge North

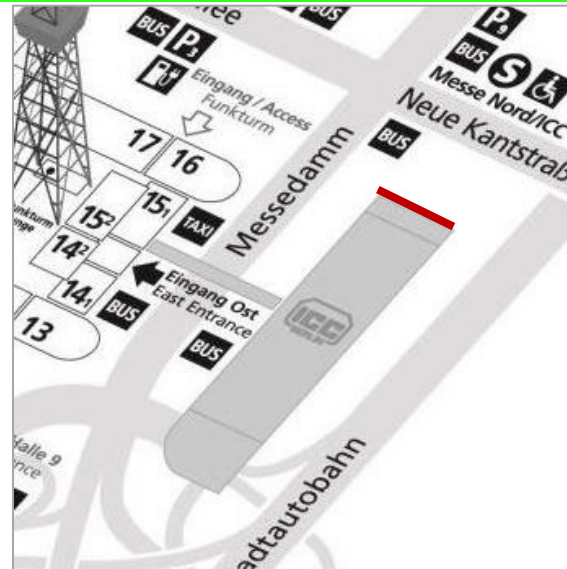
Location	at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
Size (w x h)	40.00 m x 4.24 m
Hire Charge	59,315.00 EUR
Production/Installation	4,565.00 EUR
Status	Availability upon request.

High Traffic Advertising



Banner at the ICC West facing Messedamm

Location	at the ICC West facing Messedamm (see red mark on the left picture)
Size (w x h)	23.80 m x 2.75 m
Hire Charge	20,395.00 EUR
Production/Installation	3,240.00 EUR
Status	Availability upon request.



Banner at the ICC Main Front North facing Neue Kantstr.

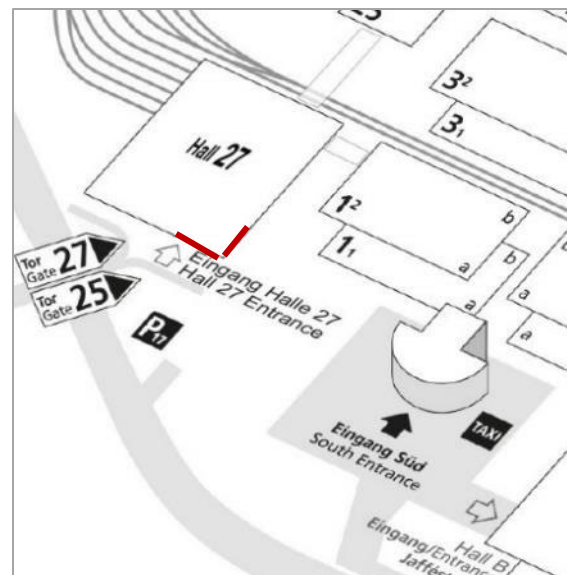
Location	at the ICC Main Front North facing Neue Kantstraße (see red mark on the left picture)
Size (w x h)	47.80 m x 2.75 m
Hire Charge	42,890.00 EUR
Production/Installation	4,580.00 EUR
Status	Availability upon request.

hub27 Advertising

IFA 100 YEARS

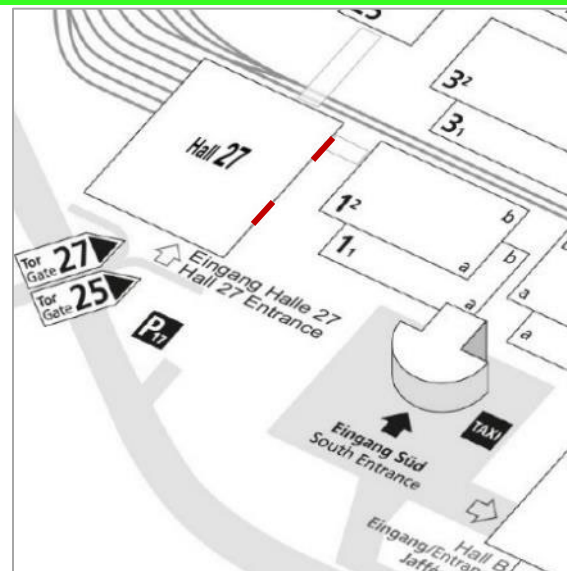


hub27 Advertising



Mega-Banners on the facade of hub27

Location	banners on the facade of hub27 (see yellow marks on the left photo) facing Main Road/ "Jafféstraße" and car park/ Entrance South/ hall 1 other sizes, positions and formats possible
Size (w x h)	e.g. position 1: approx. 17.35 m x 5.75 m e.g. position 2: approx. 19.60 m x 5.75 m
Hire Charge	e.g. position 1: 34,940.00 EUR e.g. position 2: 39,470.00 EUR
Production/ Installation	e.g. position 1: 6,345.00 EUR e.g. position 2: 5,630.00 EUR
Status	Availability upon request.

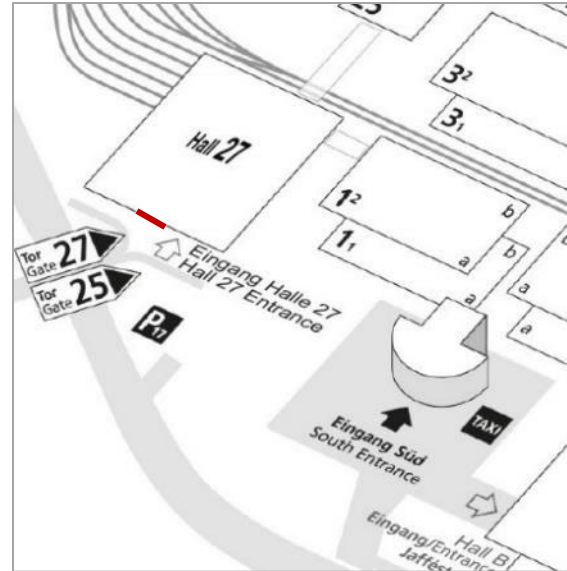


Mega-Banners on the facade of hub27, East Side

Location	banners on the facade of hub27 facing Entrance South and Hall 1 (see yellow marks on the left photo) other sizes, positions and formats possible
Size (w x h)	e.g. position 3: approx. 7.30 m x 14.95 m e.g. position 4: approx. 7.05 m x 14.95 m
Hire Charge	e.g. position 3: 38,225.00 EUR e.g. position 4: 36,915.00 EUR
Production/ Installation	e.g. position 3: 5,490.00 EUR e.g. position 4: 5,370.00 EUR
Status	Availability upon request.

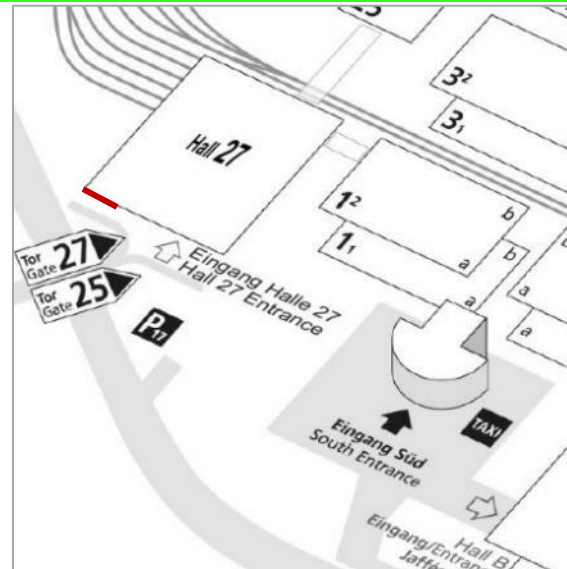
hub27 Advertising

IFA 100 YEARS



Mega-Banners on the facade of hub27, South Side

Location	banner on the facade of hub27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	e.g. position 5: approx. 8.60 m x 5.75 m
Hire Charge	e.g. position 5: 18,410.00 EUR
Production/ Installation	e.g. position 5: 4,700.00 EUR
Status	Availability upon request.

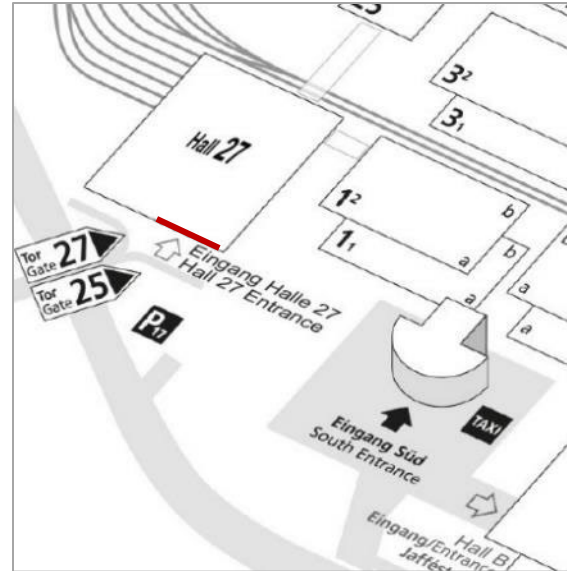


Mega-Banners on the facade of hub27, South Side

Location	banner on the facade of hub27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	e.g. position 6: approx. 17.35 m x 15.00 m
Hire Charge	e.g. position 6: 91,145.00 EUR
Production/ Installation	e.g. position 6: 12,910.00 EUR
Status	Availability upon request.

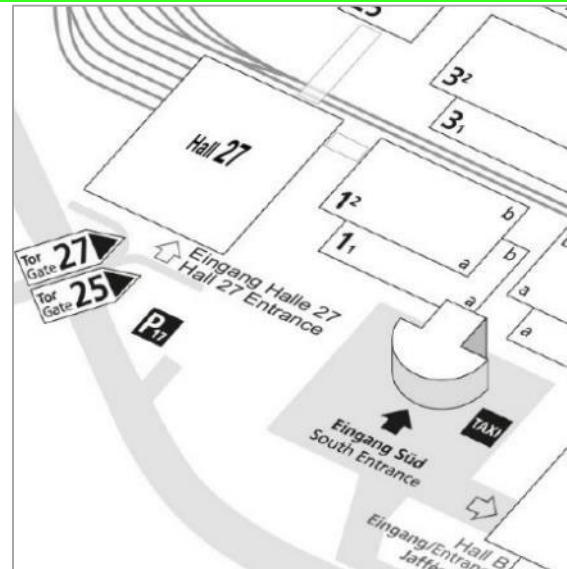
hub27 Advertising

IFA 100 YEARS



Pillar Brandings at the Entrance to hub27, each 4-sided

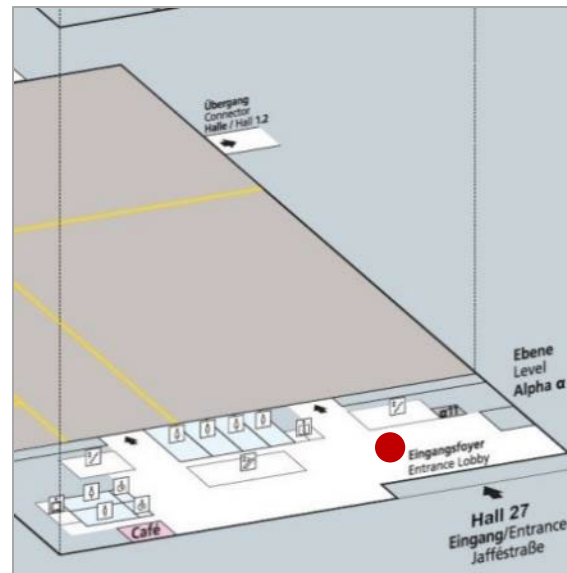
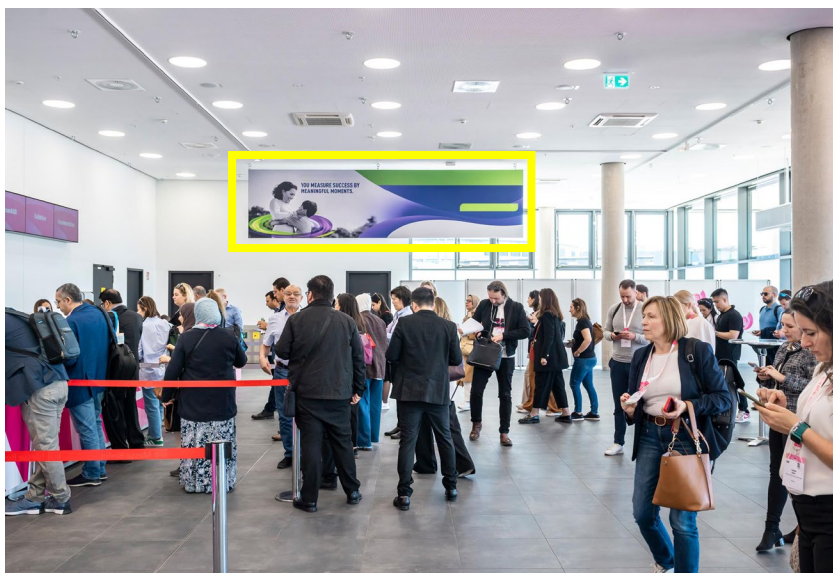
Location	pillars side by side in front of the entrance doors to hub27
Size (w x h)	full branding: 0.60 m x 4.10 m per side smaller branding: 0.60 m x 2.80 m per side (see photo on the left)
Hire Charge	full branding: 3,560.00 EUR per 4-sided pillar smaller branding: 2,435.00 EUR per 4-sided pillar
Production/Installation	full branding: 1,475.00 EUR per 4-sided pillar smaller branding: 1,375.00 EUR per 4-sided pillar
Status	Availability upon request.



Bench Displays, 2-sided

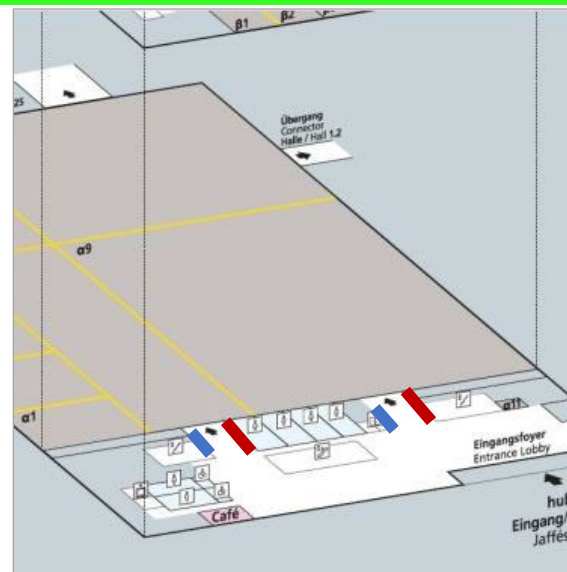
Location	e.g. at the access and next to the Entrances to hub27
Size (w x h)	2.05 m x 2.05 m per side (2 sides per display)
Hire Charge	4,168.00 EUR per 2-sided display
Production/Installation	655.00 EUR per 2-sided display
Status	Availability upon request.

hub27 Advertising



Hanging Banners in the Entrance Lobby, each 2-sided

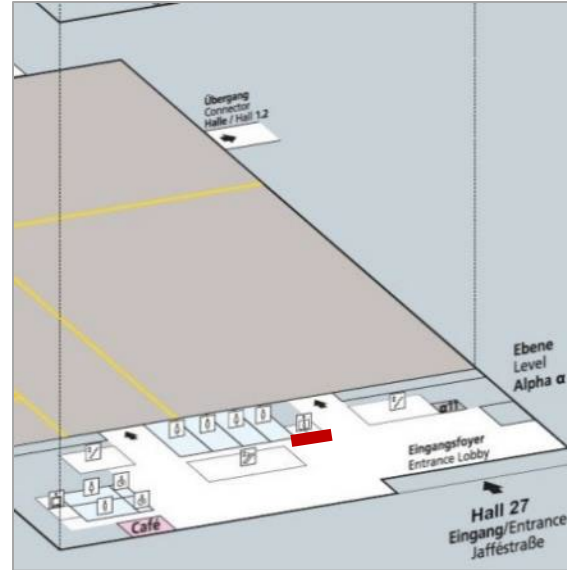
Location	hanging banners in the Entrance Lobby – e.g. in front of the entrance/ exit other positions and formats on demand
Size (w x h)	e.g. 9.45 m x 2.00 m per side
Hire Charge	e.g. 28,628.00 EUR per double-sided banner
Production/ Installation	e.g. 2,520.00 EUR per double-sided banner
Status	Availability upon request.



Entrance Banners to the Event Hall A

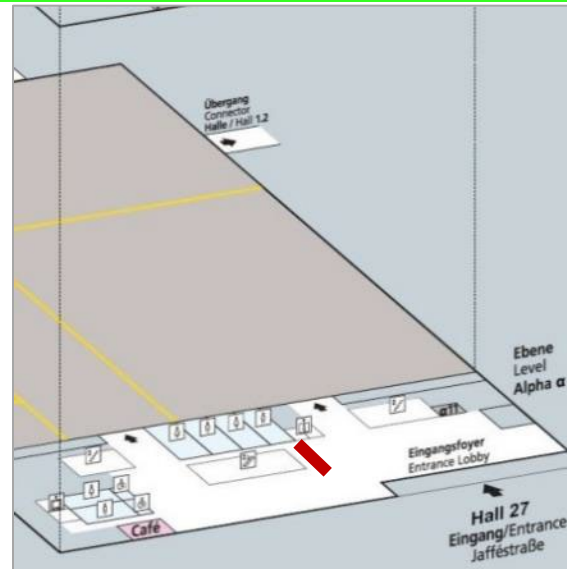
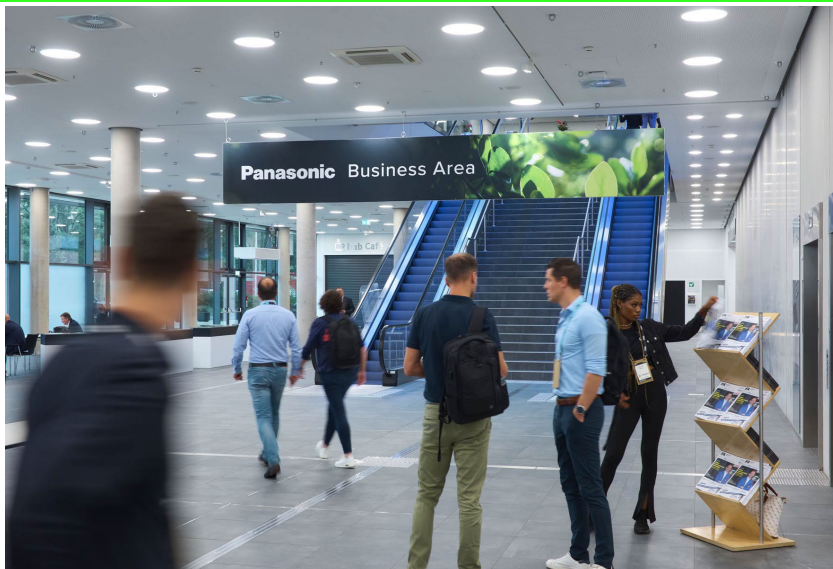
Location	banners on the walls next to the two entrances to the Event Hall – Alpha Level: left and right side
Size (w x h)	left banners: 5.00 m x 3.10 m (see blue marks on the left map) right banners: 6.50 m x 3.10 m (see red marks on the left map)
Hire Charge	left banners: 9,085.00 EUR each right banners: 14,768.00 EUR each
Production/ Installation	left banners: 1,450.00 EUR each right banners: 1,970.00 EUR each
Status	Availability upon request.

hub27 Advertising



Banner above the elevator in the Entrance Foyer

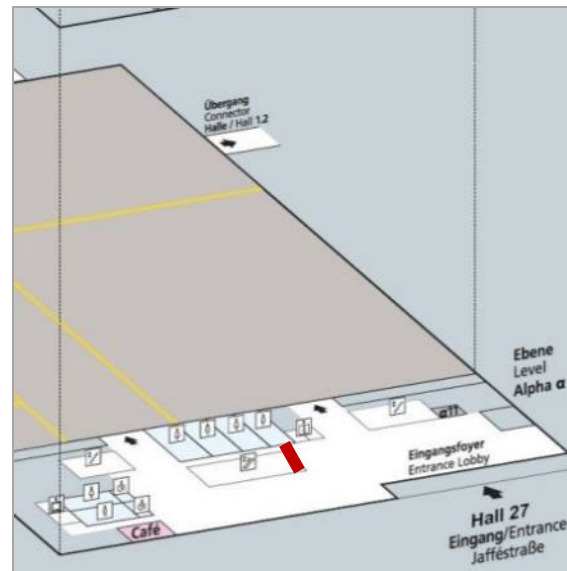
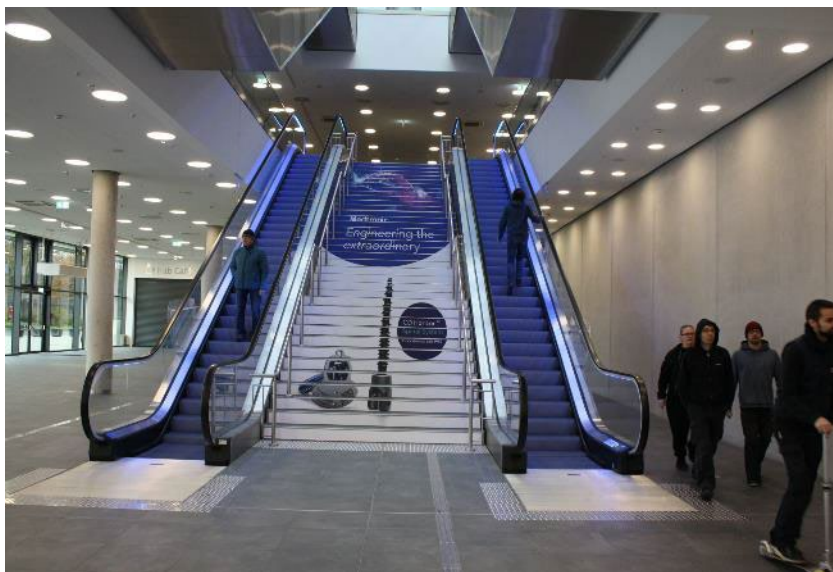
Location	banner above the elevator and next to the entrance to the Event Hall in the entrance foyer (see red mark on the left photo) other positions and formats on demand
Size (w x h)	e.g. 9.40 m x 1.90 m per banner
Hire Charge	e.g. 15,590.00 EUR per banner
Production/Installation	e.g. 2,055.00 EUR per banner
Status	Availability upon request.



Hanging Banner in front of the stairs to the Beta Level

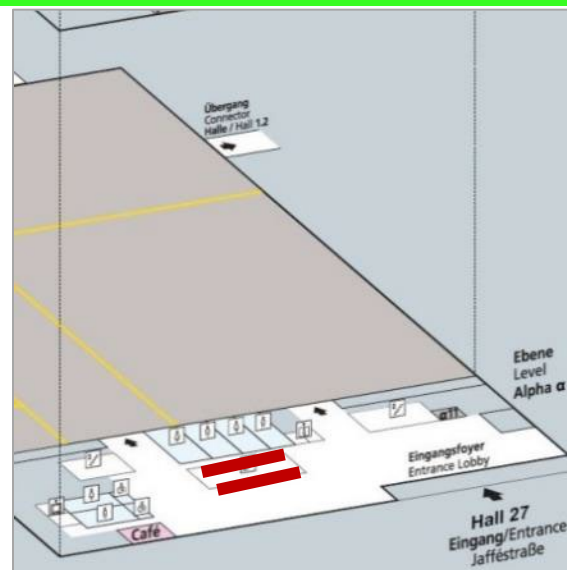
Location	hanging banner in the entrance foyer of hub 27 in front of the escalators and stairs – double-sided
Size (w x h)	7.00 m x 0.992 m per side
Hire Charge	11,490.00 EUR per double-sided banner
Production/Installation	1,750.00 EUR per double-sided banner
Status	Availability upon request.

hub27 Advertising



Stair Graphics on the Steps to the Beta Level

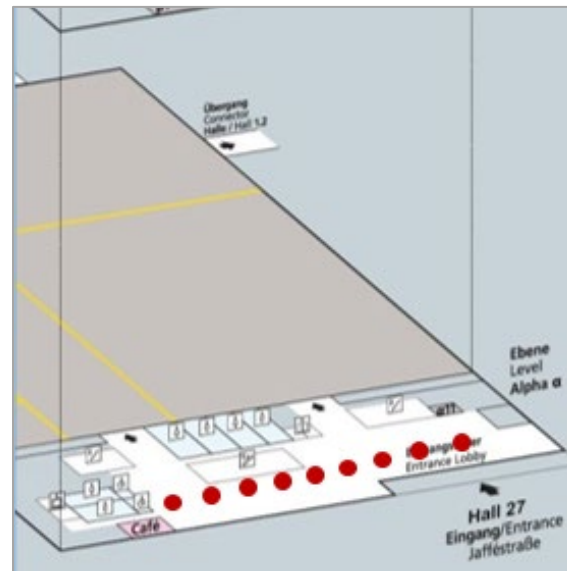
Location	stairs leading from the entrance lobby up to level Beta
Size (w x h)	2.88 m x 0.145 m per step graphic (37 steps in total)
Hire Charge	16,705.00 EUR for 37 steps
Production/ Installation	1,345.00 EUR for 37 steps
Status	Availability upon request.



Balustrade Graphics at the Escalators to the Beta Level

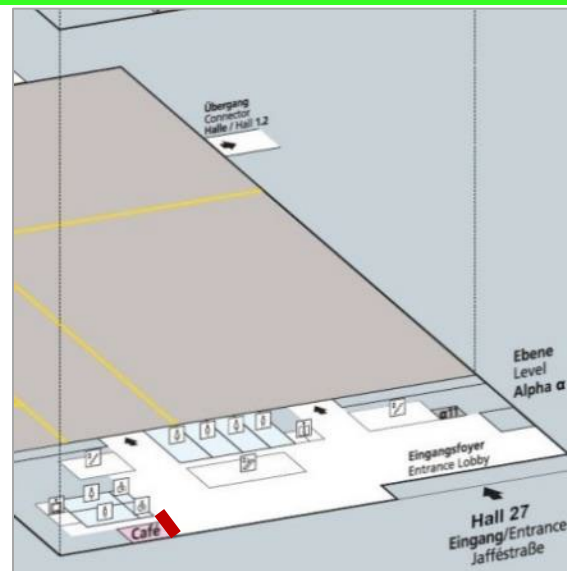
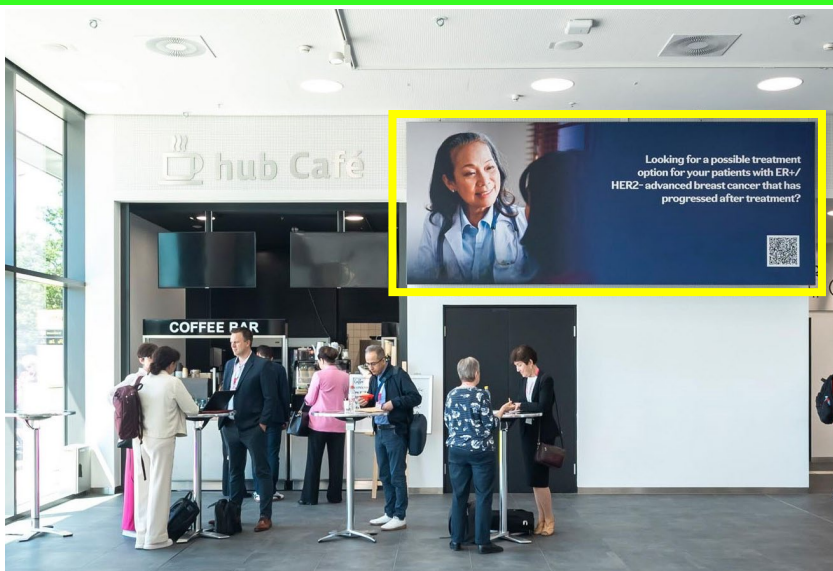
Location	next to the stairs leading to level Beta from the entrance lobby
Size (w x h)	approx. 50 m ² per escalator, i.e. for 2 balustrades
Hire Charge	10,475.00 EUR per escalator, i.e. for 2 balustrades
Production/ Installation	4,470.00 per escalator, i.e. for 2 balustrades
Status	Availability upon request.

hub27 Advertising



Pillar Brandings, 4-sided

Location	branding of 9 pillars in the entrance foyer, each 4-sided
Size (w x h)	approx. 0.60 m x 4.10 m per pillar other sizes on demand
Hire Charge	3,560.00 EUR per pillar branding
Production/ Installation	1,475.00 EUR per pillar branding
Status	Availability upon request.

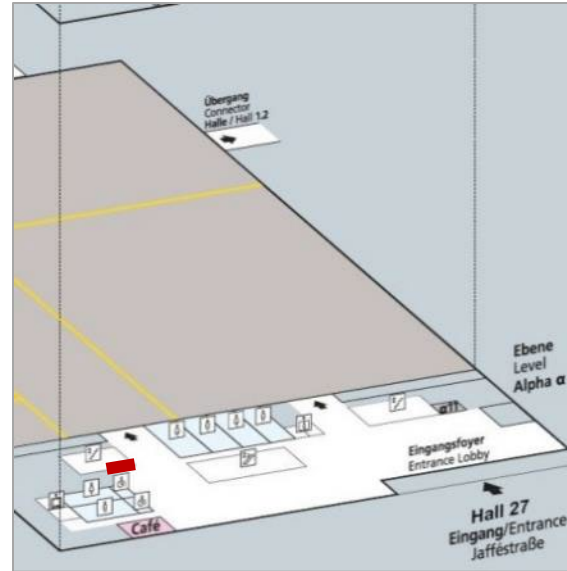


Banner next to the hub-Café

Location	in the entrance foyer next to the hub-café on the right side (see yellow mark on the left photo)
Size (w x h)	approx. 4.75 m x 1.90 m
Hire Charge	7,465.00 EUR
Production/ Installation	1,210.00 EUR
Status	Availability upon request.

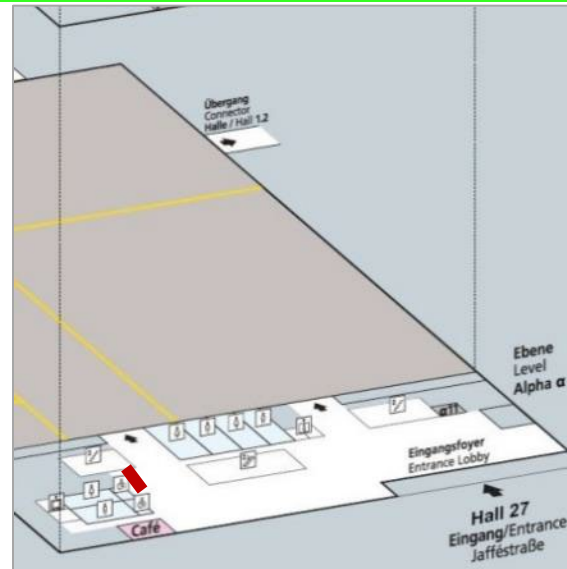
hub27 Advertising

IFA 100 YEARS



Banner next to the Event Hall on the left hand side

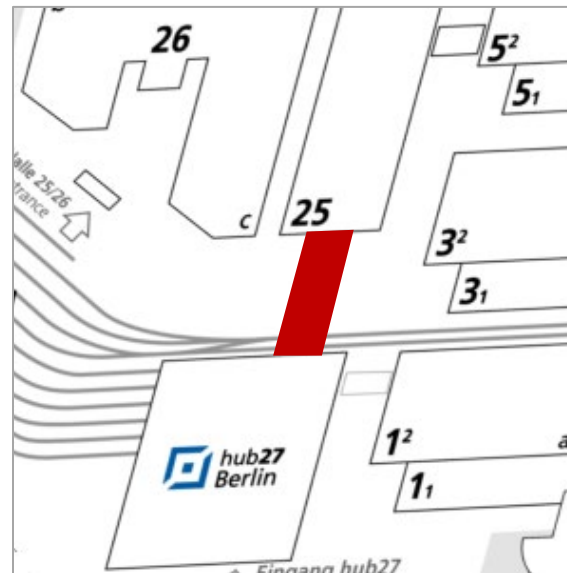
Location	banner in the entrance lobby of hub27 beside the hall entrance on the left hand side (see marks on the left photo and map)
Size (w x h)	approx. 5.20 m x 1.90 m
Hire Charge	7,110.00 EUR
Production/ Installation	1,210.00 EUR
Status	Availability upon request.



Banner next to the Hall Entrance

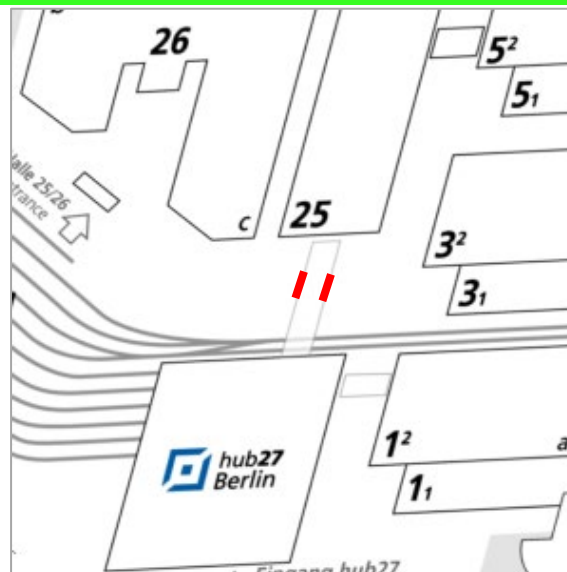
Location	in the entrance lobby of hub27 beside the hall entrance (see marks on the left photo and map)
Size (w x h)	approx. 6.70 m x 1.90 m
Hire Charge	10,035.00 EUR
Production/ Installation	1,560.00 EUR
Status	Availability upon request.

hub27 Advertising



Passageway Banners between hub27 and Hall 25, 2-sided

- Location** up to 3 passageway banners between hub27 and Hall 25, each 2-sided (see red mark on the left map)
- Size (w x h)** e.g. 10.60 m x 2.00 m, 2-sided
other sizes and formats possible
- Hire Charge** e.g. 30,790.00 EUR per 2-sided banner
- Production/ Installation** e.g. 2,290.00 EUR per 2-sided banner
- Status** Availability upon request.

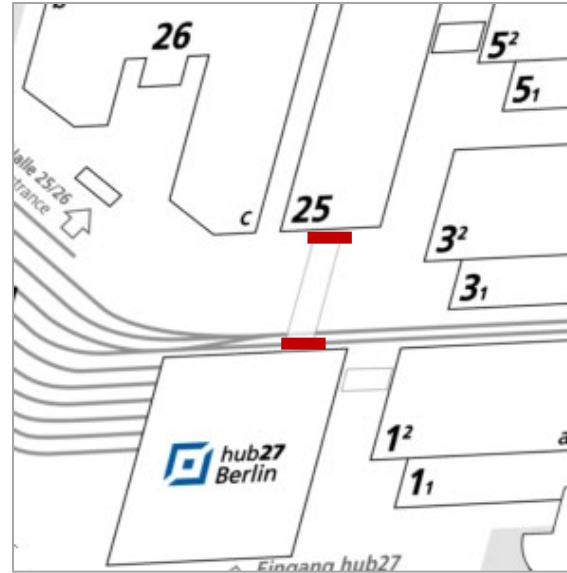


2 lateral Passageway Banners between hub27 and Hall 25

- Location** 2 lateral passageway banners between hub27 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** 12,836.00 EUR per banner
- Production/ Installation** 825.00 EUR per banner
- Status** Availability upon request.

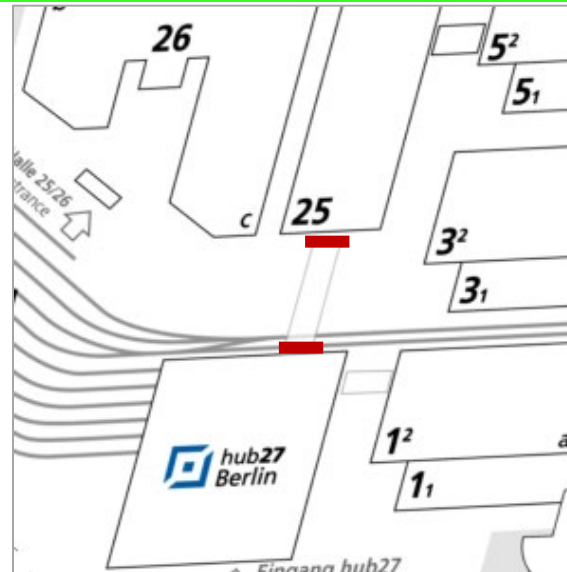
hub27 Advertising

IFA 100 YEARS



Option A: 2 Entrance Banners to hub27 and Hall 25

Location	2 Entrance banners in the passageway between hub 27 and Hall 25, each 1-sided (see red marks on the left map)
Size (w x h)	10.60 m x 2.00 m per banner
Hire Charge	16.926.00 EUR per banner
Production/Installation	1,515.00 EUR per banner
Status	Availability upon request.

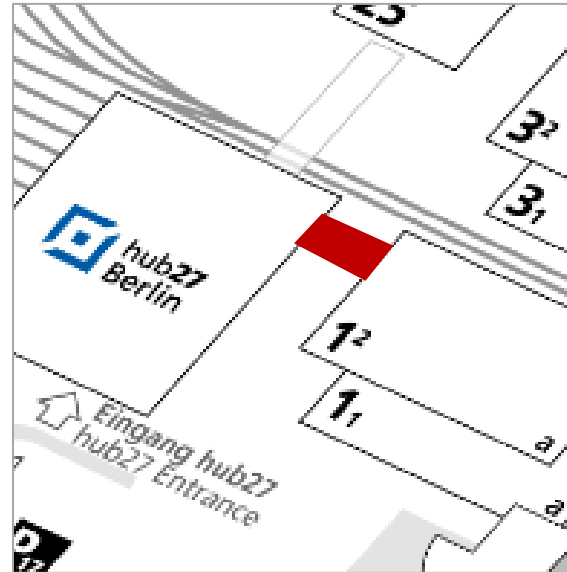


Option B: 2 Entrance Banners to hub27 and Hall 25

Location	2 Entrance banners in the passageway between hub 27 and Hall 25, each 1-sided (see red marks on the left map)
Size (w x h)	6.05 m x 1.45 m per banner
Hire Charge	7.088.00 EUR per banner
Production/Installation	920.00 EUR per banner
Status	Availability upon request.

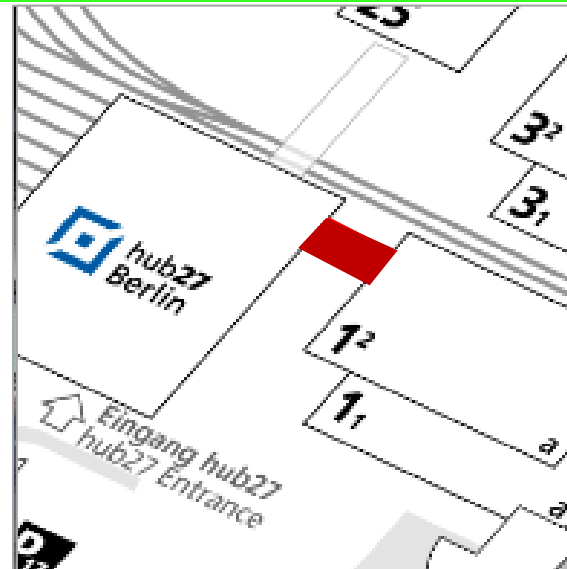
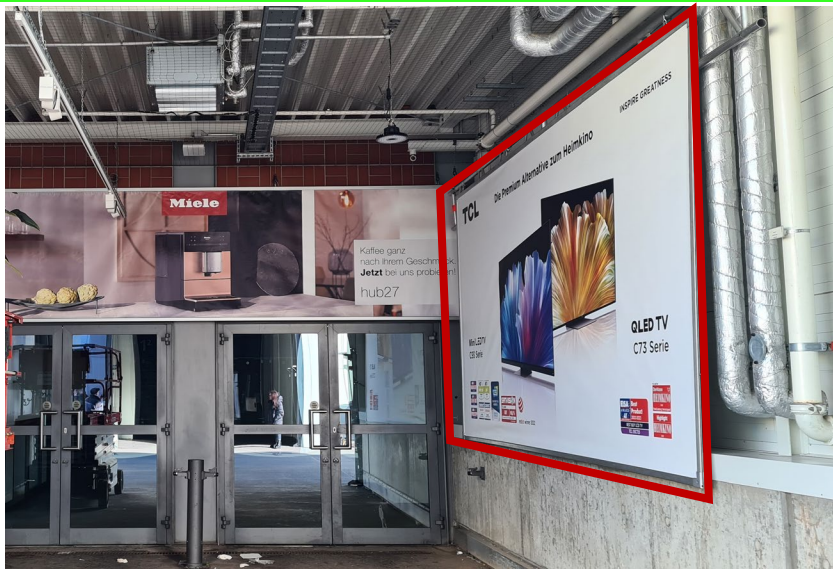
hub27 Advertising

IFA 100 YEARS



Passageway Banners between hub27 and Hall 1.2

Location	up to 3 passageway banners between hub27 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	e.g. 13,115.00 EUR per double-sided banner
Production/Installation	e.g. 1,335.00 EUR per banner, each 2 sided
Status	Availability upon request.

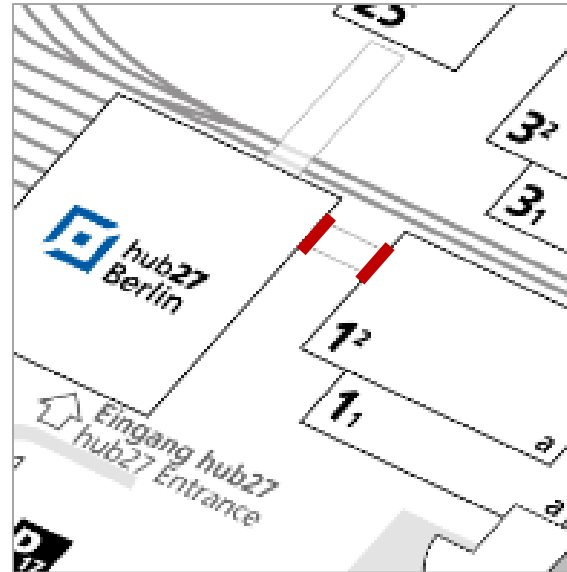


Lateral Passageway Banners between hub27 and Hall 1.2

Location	up to 8 lateral passageway banners between hub27 and Hall 1.2 (see red mark on the left map and photo)
Size (w x h)	e.g. approx. 5.00 m x 2.50 m other sizes and formats are possible
Hire Charge	e.g. 9,080.00 EUR per banner
Production/Installation	e.g. 735.00 EUR per banner
Status	Availability upon request.

hub27 Advertising

IFA 100 YEARS



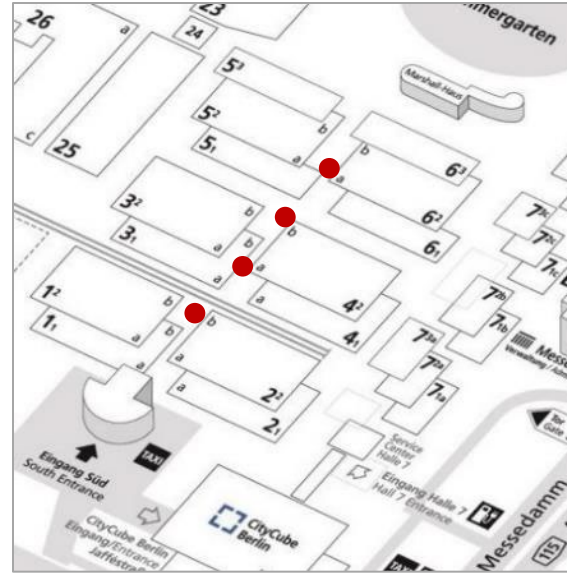
2 Entrance Banners between hub27 and Hall 1.2

Location	2 entrance banners at the entrances to hub27 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 hub27: 6.50 m x 1.50m
Hire Charge	Entrance banner Hall 1.2: 4,908.00 EUR Entrance banner hub27: 7,090.00 EUR
Production/ Installation	Entrance banner Hall 1.2: 735.00 EUR Entrance banner hub27: 920.00 EUR
Status	Availability upon request.

Specific Hall Advertising

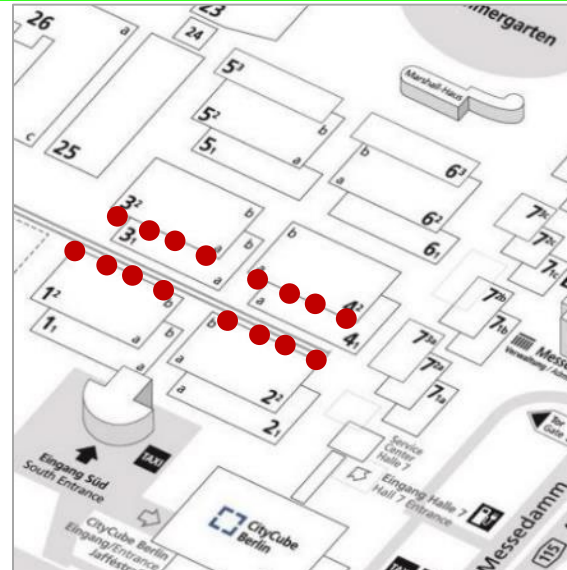


Specific Hall Advertising



Up to 4 Entrance Banners to Middle Foyers

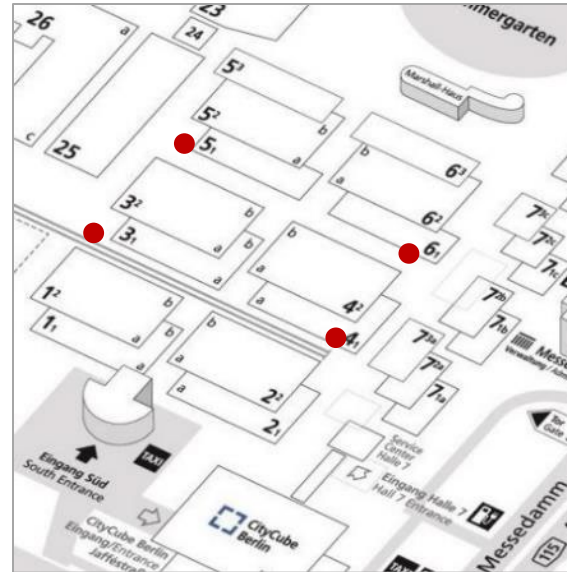
Location	directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2
Size (w x h)	11.50 m x 2.20 m per banner
Hire Charge	13,178.00 EUR per banner
Production/ Installation	2,340.00 EUR per banner
Status	Availability upon request.



Up to 12 Banners at the Facades of Halls 1.2 to 4.2

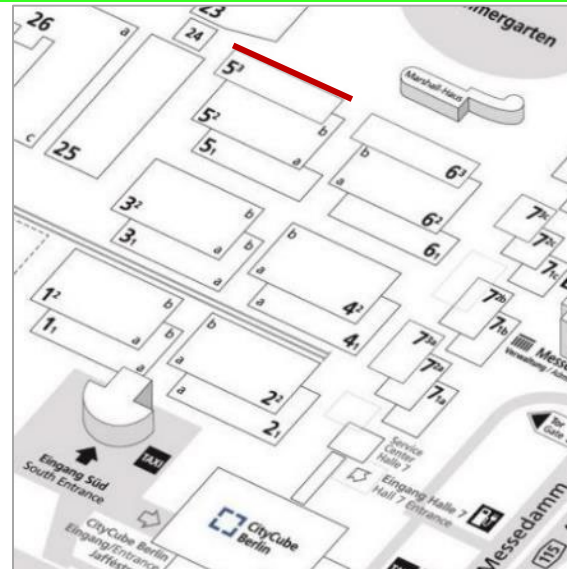
Location	at the facades of Halls 1.2, 2.2, 3.2 and 4.2
Size (w x h)	11.60 m x 5.20 m per banner
Hire Charge	18,360.00 EUR per banner
Production/ Installation	2,790.00 EUR per banner
Status	Availability upon request.

Specific Hall Advertising



Up to 4 Entrance Banners to Middle Foyers

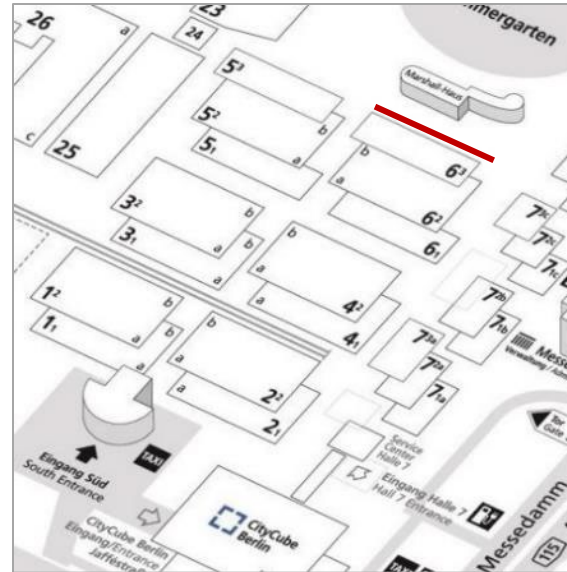
Location	at the bridges between Halls 1.2 and 3.2, 2.2 and 4.2, 3.2 and 5.2 and 4.2 and 6.2
Size (w x h)	max. 23.50 m x 2.50 m per bridge smaller formats possible
Hire Charge	max. 21,595.00 EUR per banner
Production/Installation	max. 4,610.00 EUR per banner
Status	Availability upon request.



Mega-Banners at the Facades of Hall 5.2

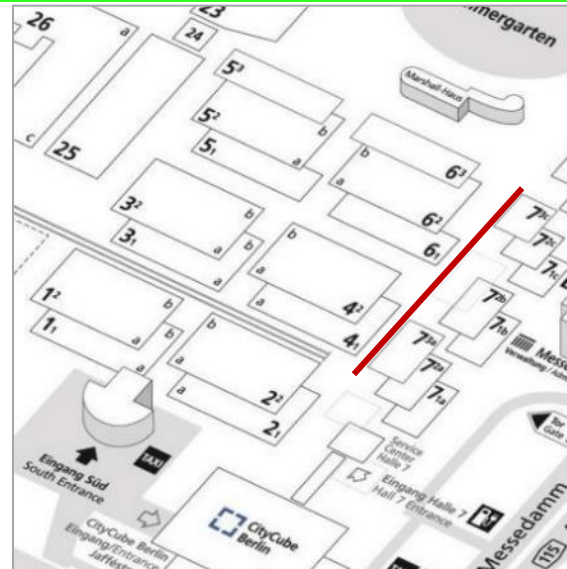
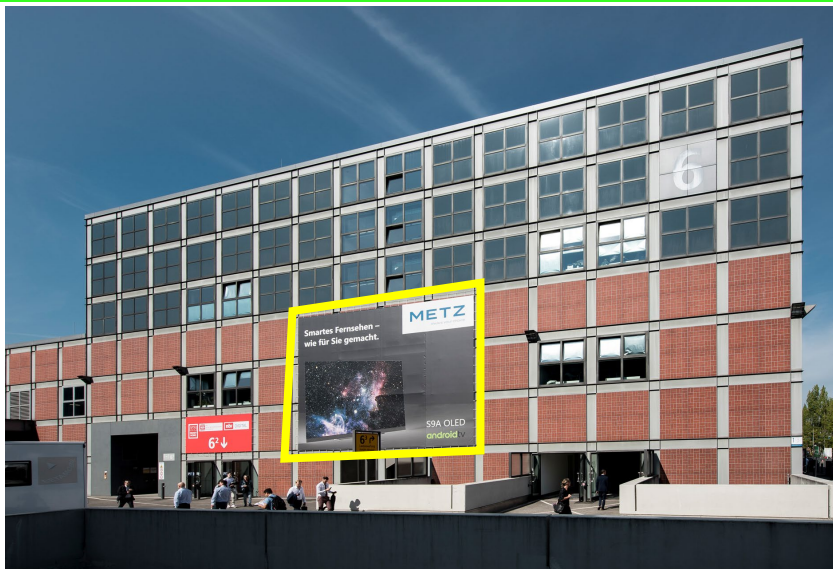
Location	at the facades of Hall 5.2 facing Summer Garden and Hall 23
Size (w x h)	e.g. 11.50 m x 8.50 m other formats possible
Hire Charge	e.g. 19,165.00 EUR per banner
Production/Installation	e.g. 7,305.00 EUR per banner
Status	Availability upon request.

Specific Hall Advertising



Mega-Banners at the Facades of Hall 6.2

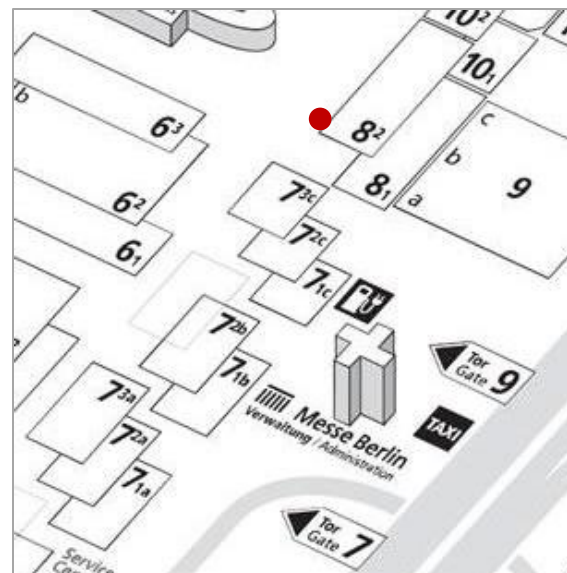
Location	at the facades of Hall 6.2 facing the Summer Garden and Hall 7.2 Important Note: Subject to the structural conditions and fire regulations.
Size (w x h)	e.g. 29.50 m x 8.50 m e.g. 11.50 m x 8.50 m other formats possible
Hire Charge	e.g. 46,725.00 EUR e.g. 19,165.00 EUR
Production/Installation	e.g. 14,895.00 EUR e.g. 7,305.00 EUR
Status	Availability upon request.



Mega-Banners at the Facades of Hall 7.2

Location	at the facades of Hall 7.2 facing Halls 2.2, 4.2 and Hall 6.2
Size (w x h)	e.g. 11.50 m x 8.50 m other formats possible
Hire Charge	e.g. 19,165.00 EUR
Production/Installation	e.g. 7,305.00 EUR
Status	Availability upon request.

Specific Hall Advertising



1 Mega-Banner at the Facade of Hall 8.2

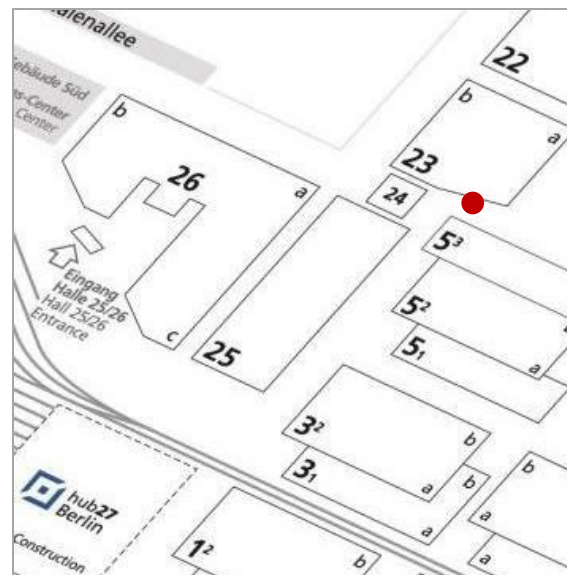
Location	at the facade of Hall 8.2 facing Summer Garden (see yellow mark on the left photo)
Size (w x h)	10.10 m x 5.00 m
Hire Charge	17,888.00 EUR
Production/Installation	2,620.00 EUR
Status	Availability upon request.



1 Entrance Banner to the Middle Foyer Halls 7.2c / 8.2

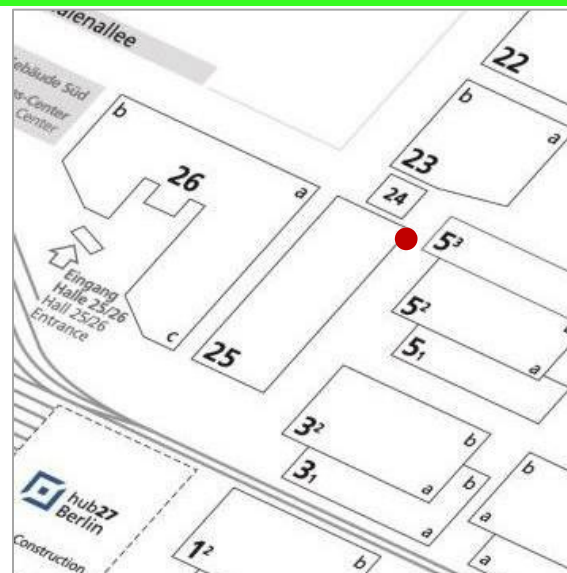
Location	directly above the entrance doors to the middle foyer between Halls 7.2c and 8.2 facing Summer Garden and Hall 6.2 (see yellow mark on the left photo)
Size (w x h)	11.50 m x 1.75 m
Hire Charge	10,370.00 EUR
Production/Installation	1,725.00 EUR
Status	Availability upon request.

Specific Hall Advertising



1 Mega-Banner at the Facade of Hall 23

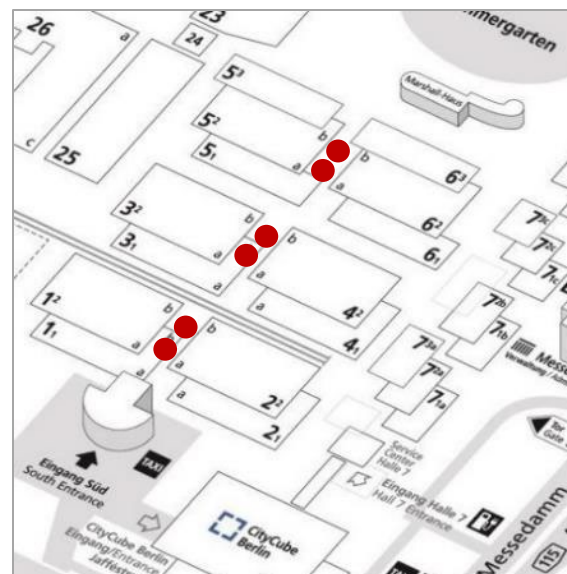
Location	at the facade of Hall 23 facing Halls 5.2 and 25
Size (w x h)	26.40 m x 7.30 m
Hire Charge	48,195.00 EUR
Production/ Installation	7,695.00 EUR
Status	Availability upon request.



1 Mega-Banner at the Facade of Hall 25

Location	at the facade of Hall 25 facing Hall 5.2 and the Summer Garden
Size (w x h)	11.30 m x 11.30 m
Hire Charge	28,588.00 EUR
Production/ Installation	5,180.00 EUR
Status	Availability upon request.

Specific Hall Advertising



Up to 12 UltraStretched Displays GUIDING SYSTEM CENTRAL

Location	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 – see detailed map on the next page
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3,840 x 600 pixel; ratio: 58:9
Special Price	37.695.00 EUR net for broadcast on all 12 screens for a 30 sec spot in a loop with IFA content and up to 2 other clients. The content will be produced and delivered by the client according to our requirements.
Handling Fee	1,800.00 EUR net per booking
Status	Availability on request.

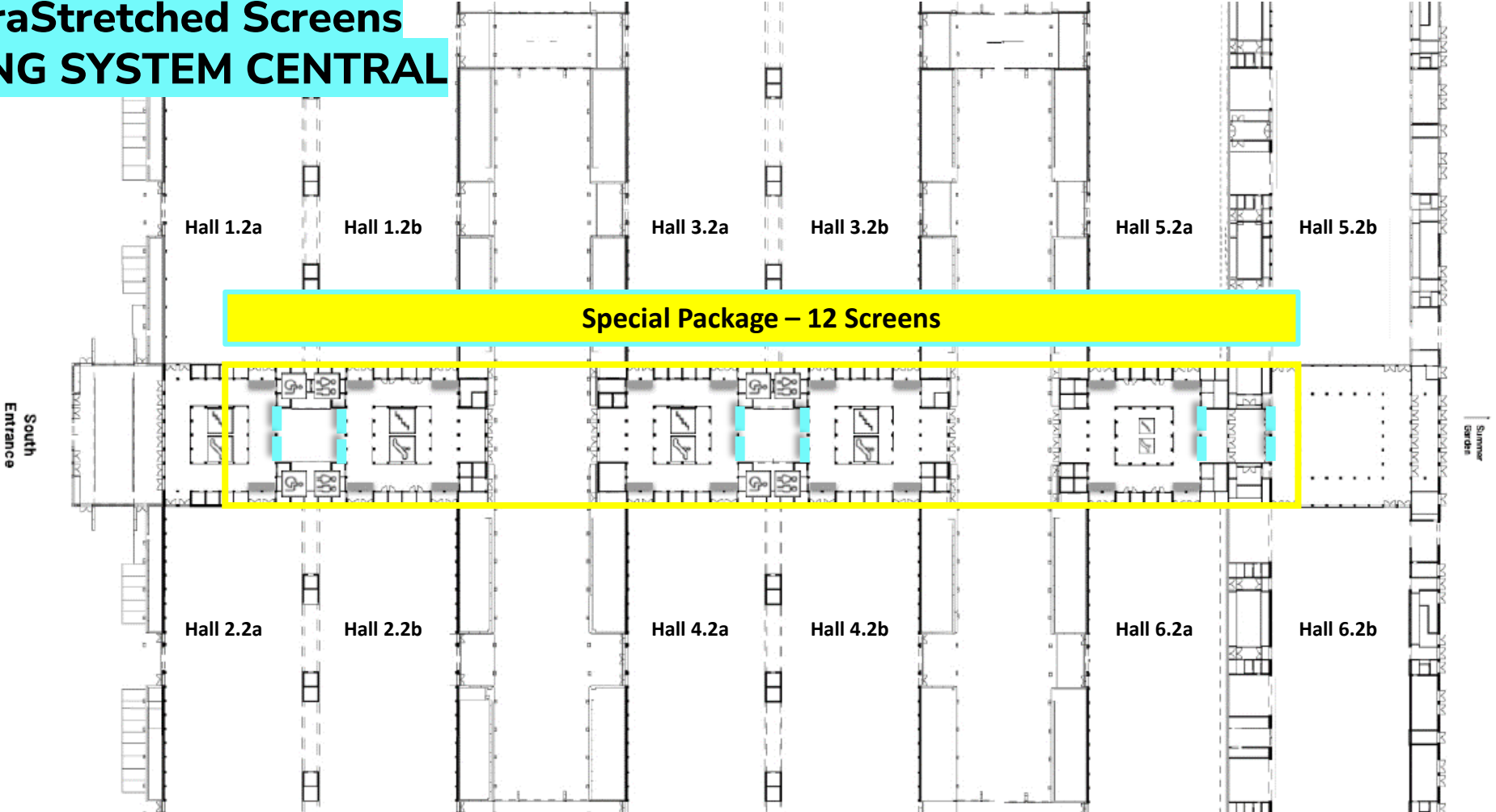


Important Notes:
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as other clients' content. The screens are running daily during the opening hours of the show.

Selling Concept:
This package will offered to up to 3 exhibitors in total (non-exclusive)
This package can be booked by all exhibitors.
A 30 second video in the loop with IFA content and up to 2 other clients.

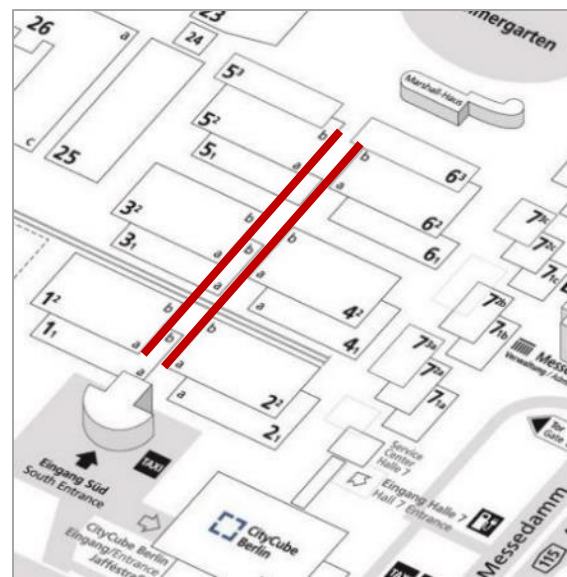
Detailed Floorplan

12 UltraStretched Screens GUIDING SYSTEM CENTRAL



This package is available for all exhibitors, independent from their hall allocation

Specific Hall Advertising



Up to 18 UltraStretched Displays

GUIDING SYSTEM HALL ENTRANCES

- Location in the GUIDING SYSTEM above the entrances to the respective Halls (see detailed map on the next page)
Only available for exhibitors in the respective Halls.
- Technical Specs dimensions: 2.158 x 0.348 m (w x h) per screen
resolution: 3,840 x 600 pixel; ratio: 58:9
- Special Combi Prices e.g. 3 screens/ Entrances: 11.090,00 EUR each Package
e.g. 4 screens/ Entrances: 14,785.00 EUR each Package
e.g. 2 screens/ Entrances: 7,390.00 EUR each Package
Each package with a 10 sec spot in a loop with IFA content as well as up to max. 2 other clients.
The content will be produced and delivered by the client according to our requirements.
- Handling Fee 600.00 EUR net per booking
- Status **Availability upon request.**



Important Notes:

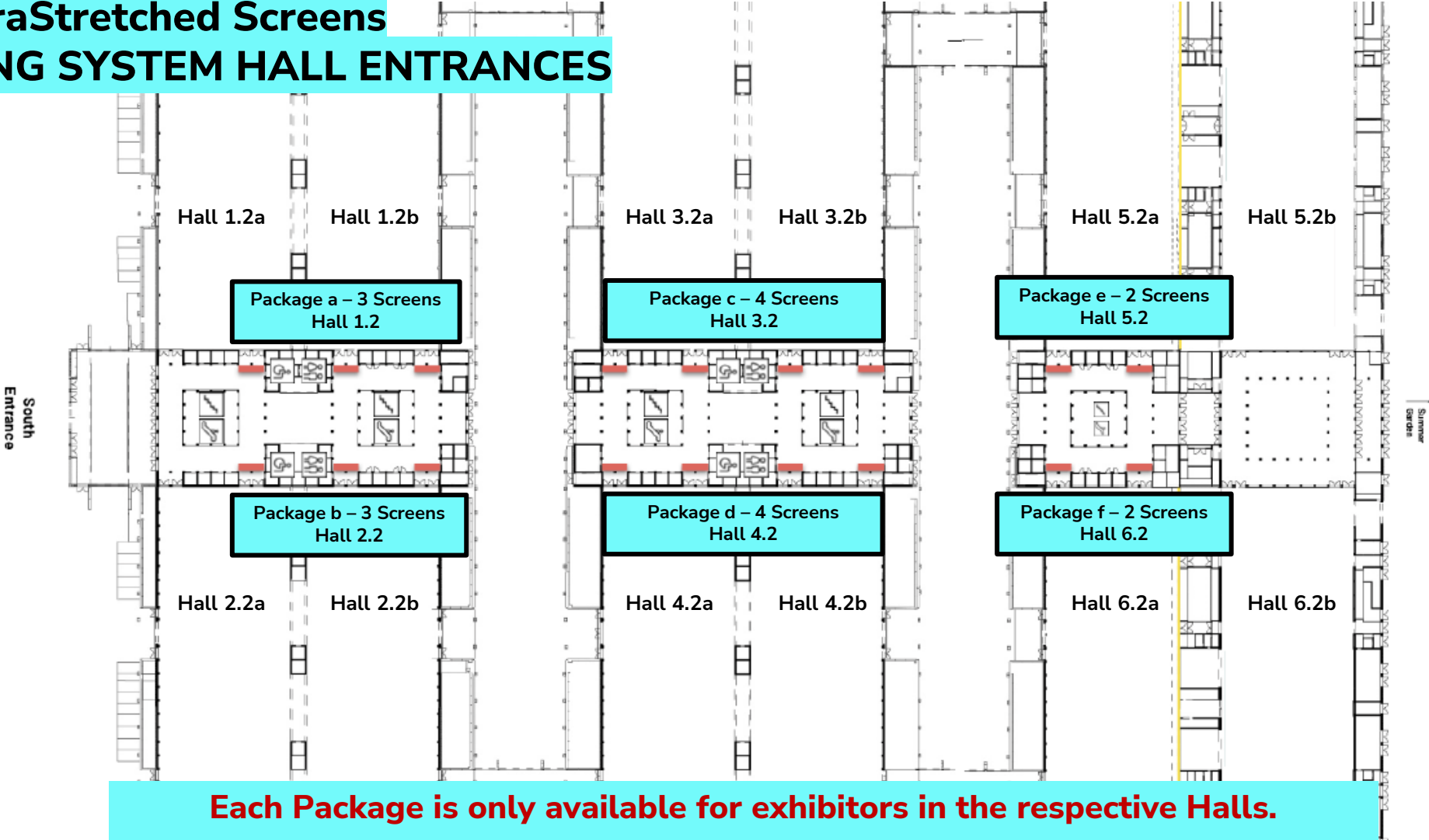
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as up to 2 other clients' content (max 3 clients per package/ screen). The screens are running daily during the opening hours of the show.

Selling Concept:

Each package will offered to max 3 exhibitors in total (none-exclusive)
Each Package is only available for exhibitors in the respective Halls.
A 10 second spot in the loop with IFA content and up to 2 other clients.

Detailed Floorplan

12 UltraStretched Screens GUIDING SYSTEM HALL ENTRANCES

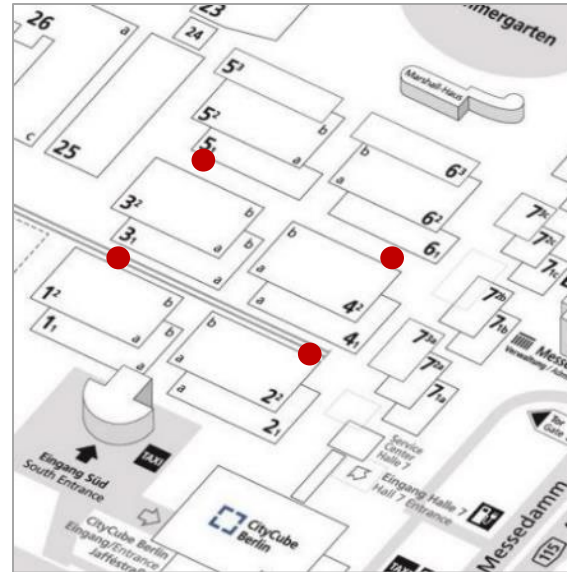


Each Package is only available for exhibitors in the respective Halls.

Specific Hall Advertising



option A



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)	option A: 3.00 m x 3.00 m per banner option B: 5.00 m x 3.90 m per banner
Hire Charge	option A: 5,625.00 EUR per banner option B: 11,600.00 EUR per banner
Production/ Installation	option A: 610.00 EUR per banner option B: 1,180.00 EUR per banner
Status	Availability upon request.



option A

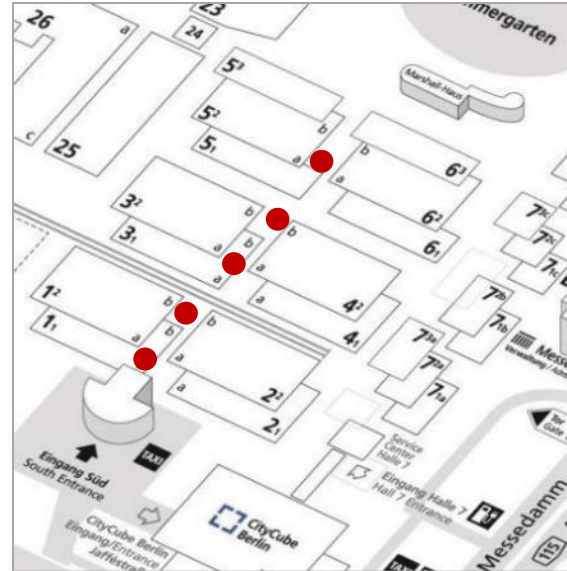
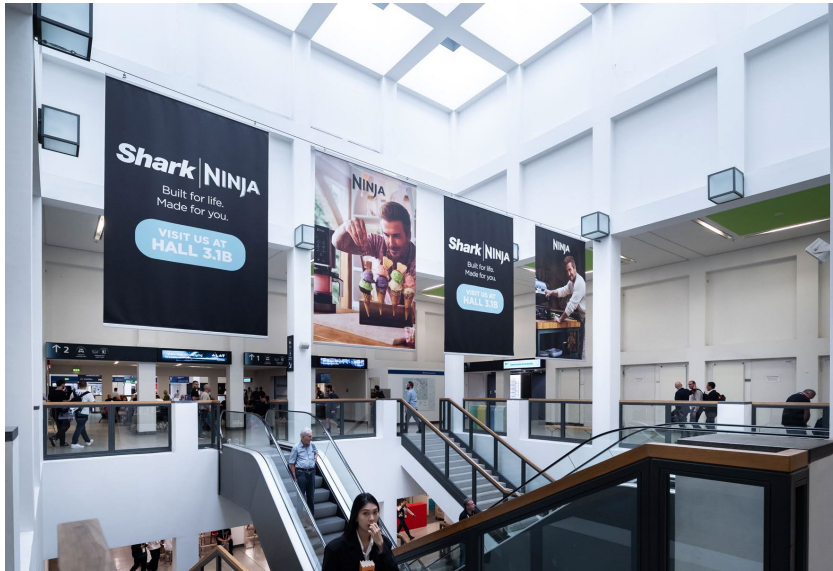


option B



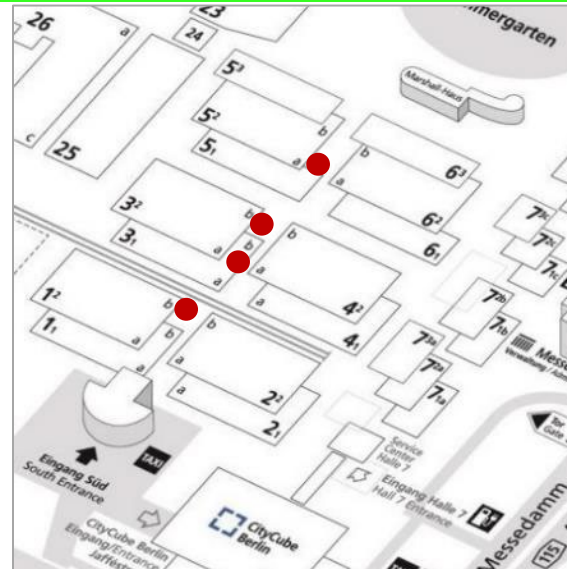
option B

Specific Hall Advertising



Hanging Banners Middle Foyers, each 2-sided

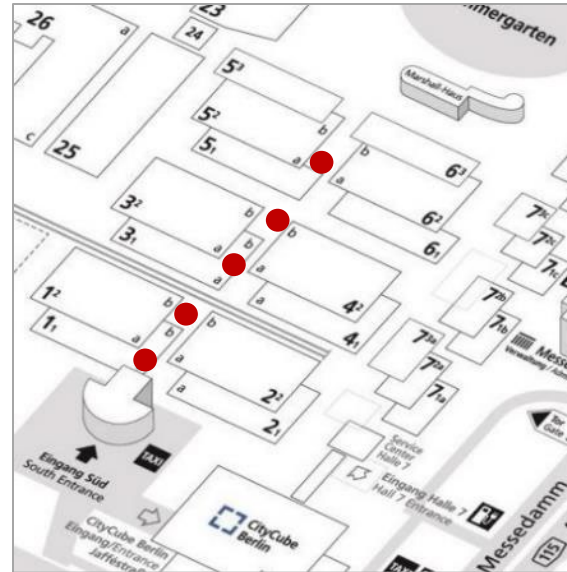
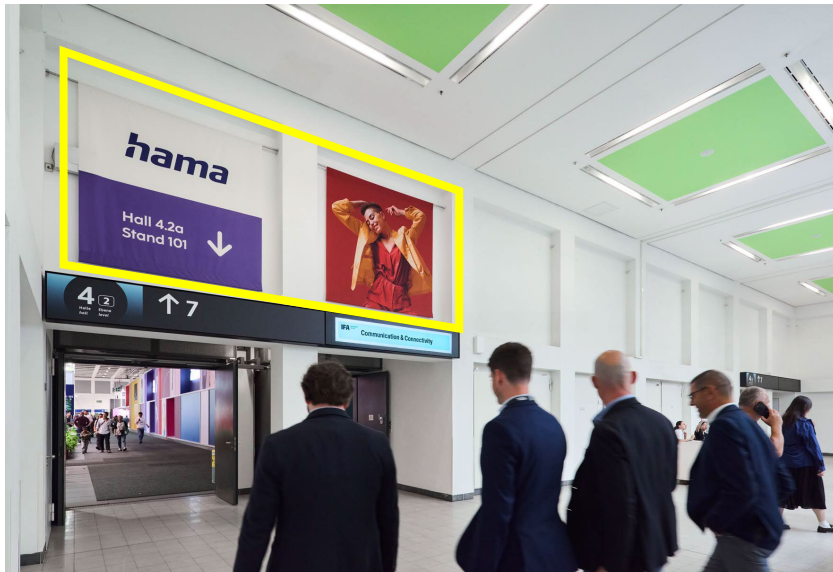
Location	in the middle foyers of Halls 1.2/2.2 and 3.2/4.2 (in each case a and b) as well as 5.2a/6.2a directly above the escalators and staircases – Up to 4 banners can be installed side by side. 3 banners are destined for IFA advertising and 1 banner per foyer is reserved for exhibitor advertising
Size (w x h)	2.00 m x 3.00 m per double-sided banner (print on front and back side)
Hire Charge	6,935.00 EUR per double-sided banner
Production/Installation	465.00 EUR per double-sided banner
Status	Availability upon request.



8 Poster Showcases between Halls 1.2 to 6.2, unlighted

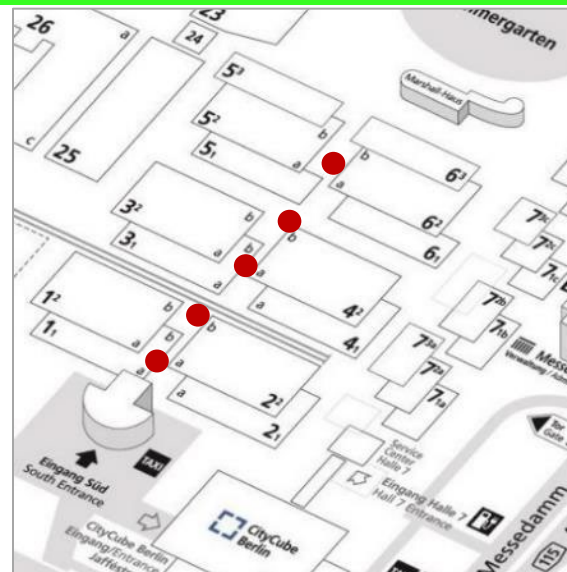
Location	<ul style="list-style-type: none"> - exit area middle foyer Halls 1.2/ 2.2: 2 showcases - entrance area middle foyer Halls 3.2/ 4.2: 2 showcases - exit area middle foyer Halls 3.2/ 4.2: 2 showcases - entrance area middle foyer Halls 5.2/ 6.2: 2 showcases
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	710.00 EUR per poster
Production/Installation	150.00 EUR per poster
Status	Availability upon request.

Specific Hall Advertising



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

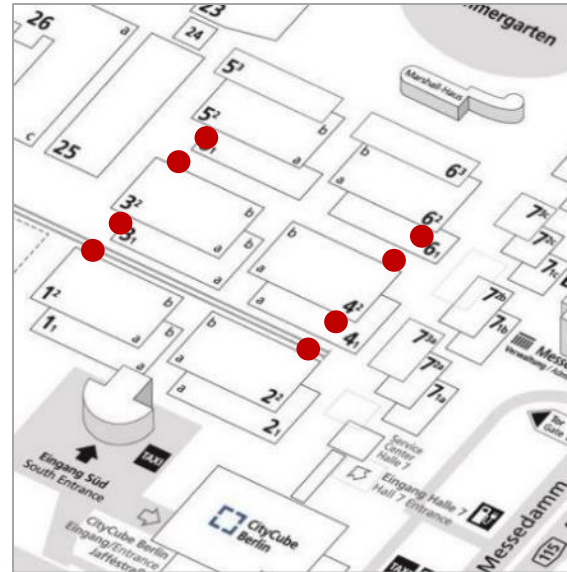
Location	in the middle foyers at entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	2.00 m x 2.00 m per banner
Hire Charge	2,548.00 EUR per banner
Production/ Installation	335.00 EUR per banner
Status	Availability upon request.



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

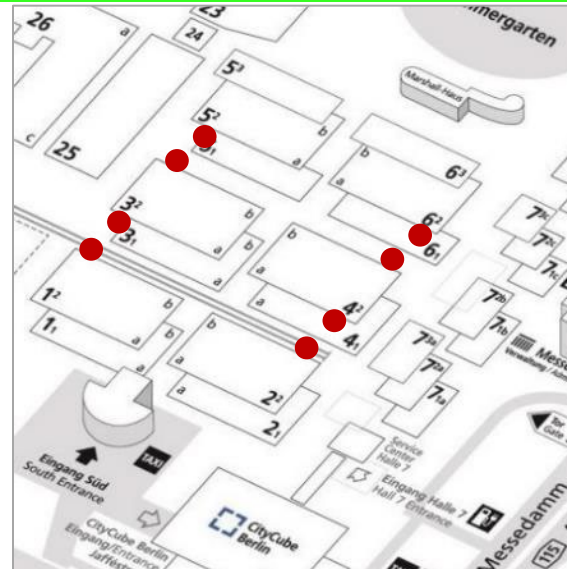
Location	in the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	1 entrance branding consists of: 1 horizontal banner with approx. 23.40 m x 2.52 m 2 lateral banners on the left and right: approx. 2.50 m x 2.52 m for each side
Hire Charge	33,826.00 EUR per entrance branding
Production/ Installation	7,870.00 EUR per entrance branding
Status	Availability upon request.

Specific Hall Advertising



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

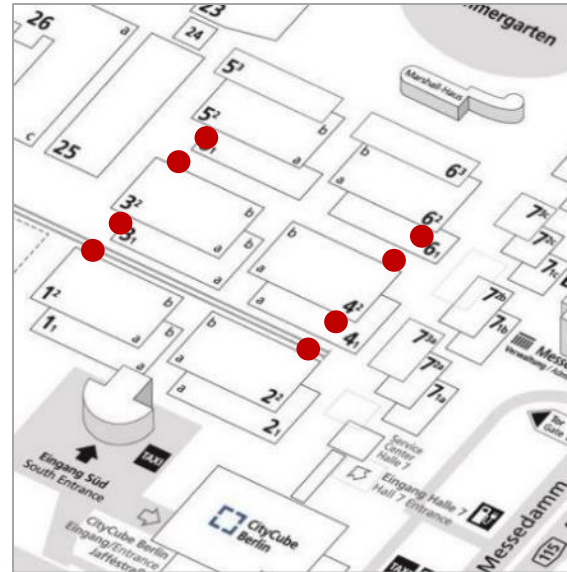
Location	at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways
Size (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance)
Hire Charge	15,765.00 EUR for 4 banners
Production/Installation	6,480.00 EUR for 4 banners
Status	Availability upon request.



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

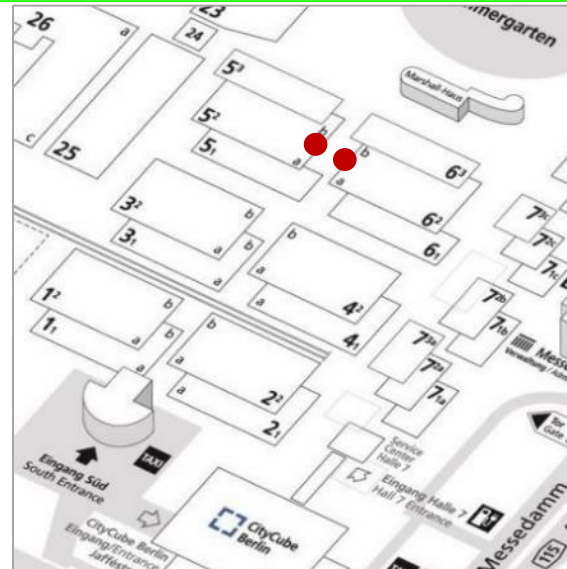
Location	on the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways
Size (w x h)	approx. 2.50 m x 2.80 m per banner (2 banners per entrance)
Hire Charge	5,490.00 EUR for 2 banners
Production/Installation	1,315.00 EUR for 2 banners
Status	Availability upon request.

Specific Hall Advertising



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2, 2-sided

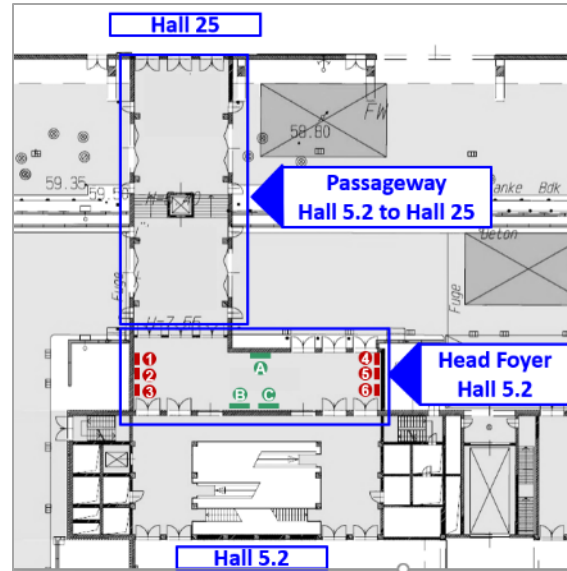
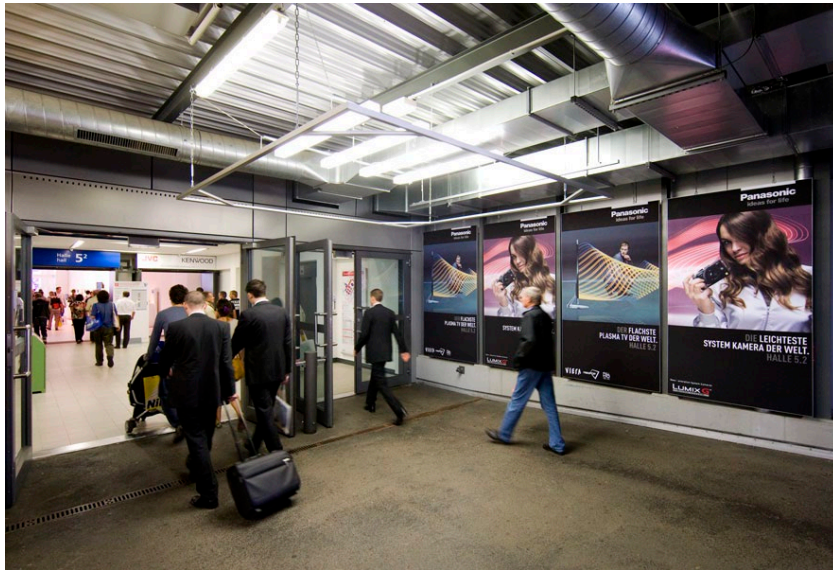
Location	in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways
Size (w x h)	10.00 m x 1.00 m per side, 2 sides in total (2 banners back to back per entrance)
Hire Charge	8,085.00 EUR for 2 banners back to back
Production/ Installation	3,390.00 EUR for 2 banners back to back
Status	Availability upon request.



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

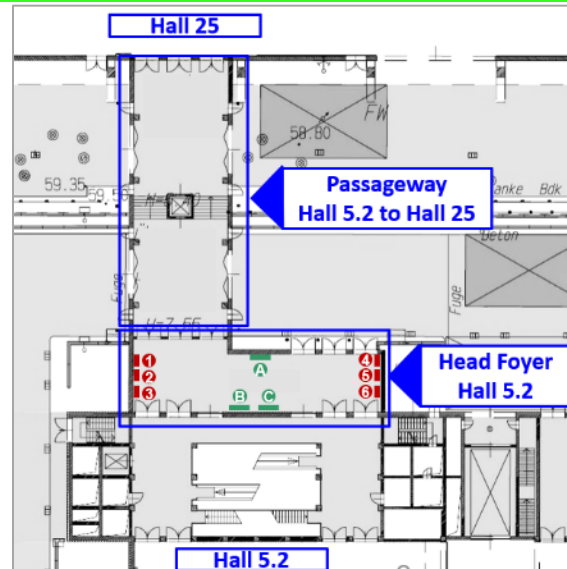
Location	<ul style="list-style-type: none"> - in the middle foyer between the entrance doors of Hall 5.2b - in the middle foyer between the entrance doors of Hall 6.2b
Size (w x h)	14.60 m x 2.50 m per branding
Hire Charge	16,233.00 EUR per branding
Production/ Installation	3,480.00 EUR per branding
Status	Availability upon request.

Specific Hall Advertising



6 Lateral Banners Head Foyer of Hall 5.2a towards Hall 25

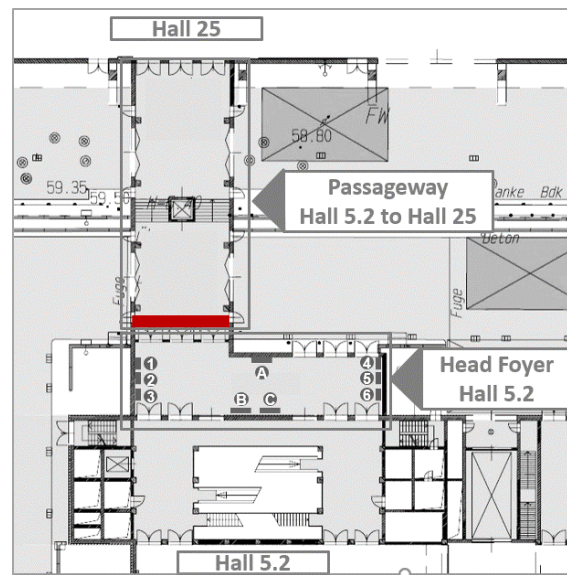
Location	6 banners in the head foyer of Hall 5.2 as connection to Hall 25: 3 banners at the north and 3 banners at the south side (see red numbers 1 to 6 on the left map)
Size (w x h)	1.30 m x 2.30 m per banner
Hire Charge	8,112.00 EUR for all 6 banners
Production/Installation	1,710.00 EUR for all 6 banners
Status	Availability upon request.



3 Lateral Banners Head Foyer of Hall 5.2 towards Hall 25

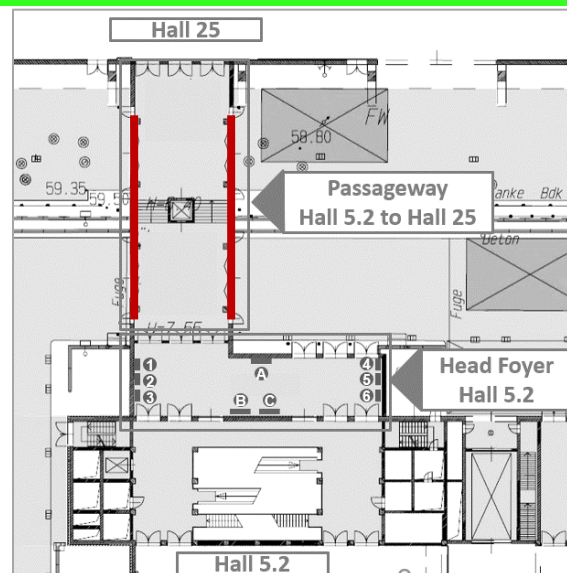
Location	in the head foyer of Hall 5.2 towards Hall 25: east and west side (see green letters A,B & C on the left map)
Size (w x h)	2.50 m x 2.50 m per banner
Hire Charge	7,485.00 EUR for all 3 banners
Production/Installation	1,645.00 EUR for all 3 banners
Status	Availability upon request.

Specific Hall Advertising



1 Entrance Banner leading to Hall 5.2a

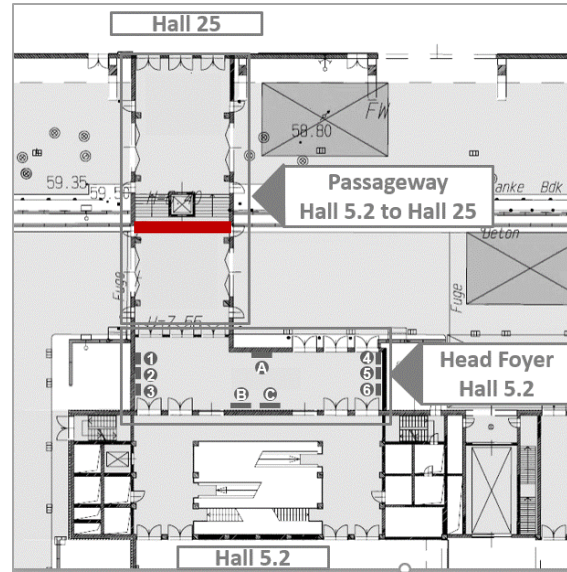
Location	at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a (see red mark on the left map)
Size (w x h)	7.80 m x 3.00 m
Hire Charge	10,550.00 EUR
Production/Installation	1,265.00 EUR
Status	Availability upon request.



8 Lateral Banners in the Passageway

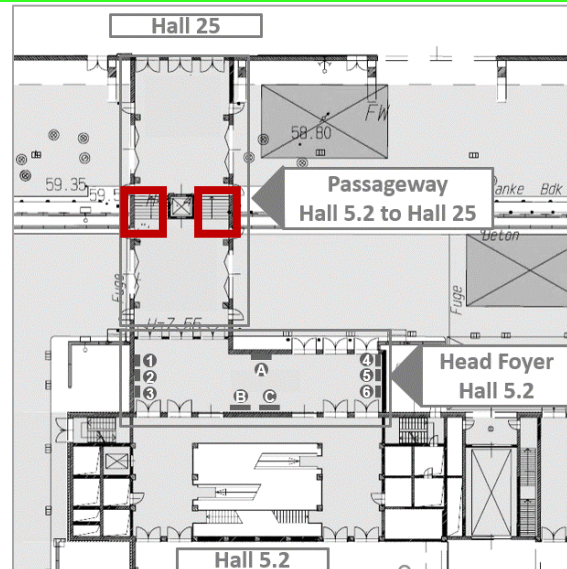
Location	8 banners in the passageway between Halls 5.2a and 25: north and south side (see red marks on the left map)
Size (w x h)	4 banners: 1.30 m x 3.00 m each (2 on the right and 2 on the left) 4 banners: 1.30 m x 1.70 m each (2 on the right and 2 on the left)
Hire Charge	10,106.00 EUR for all 8 banners
Production/Installation	955.00 EUR for all 8 banners
Status	Availability upon request.

Specific Hall Advertising



1 Passageway Banner leading to Hall 25

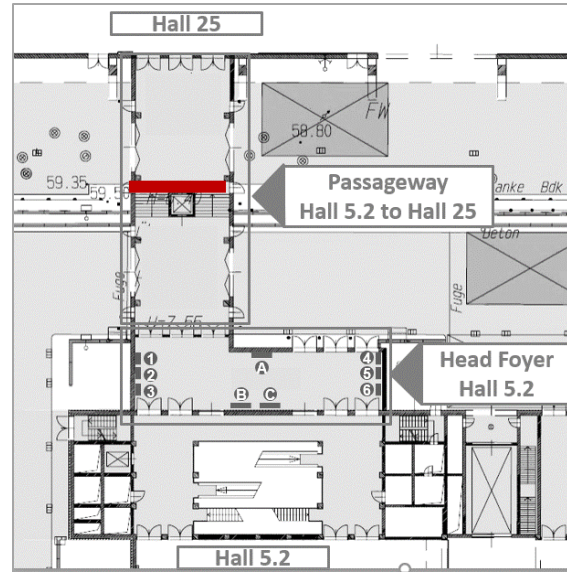
Location	in the middle of the passageway to Hall 25 coming from Hall 5.2a (see red mark on the left map)
Size (w x h)	7.80 m x 1.30 m
Hire Charge	4,870.00 EUR
Production/Installation	925.00 EUR
Status	Availability upon request.



Stair Branding in the Passageway leading to Hall 25

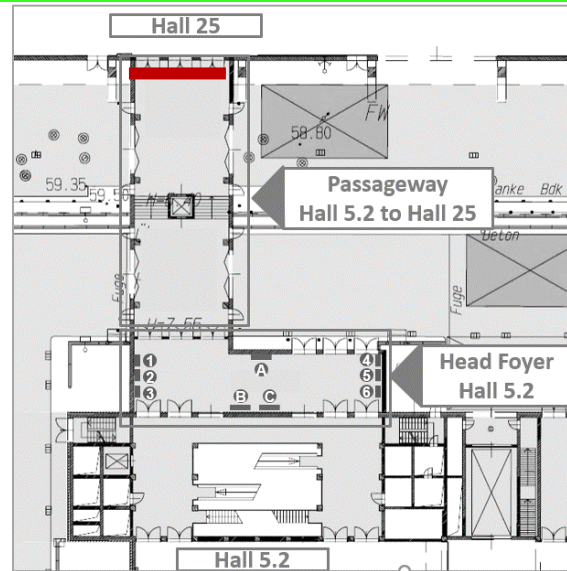
Location	2 stairs with 8 steps each in the middle of the passageway leading to Hall 25 coming from Hall 5.2a (see red marks on the left map)
Size (w x h)	2 stairs with 8 step graphics each: lowest steps: 3.04 m x 0.10 m each step graphics no. 2 to 8: 3.04 m x 0.14 m each
Hire Charge	2,308.00 EUR for both stairs, i.e. for 16 steps in total
Production/Installation	1,495.00 EUR for both stairs, i.e. for 16 steps in total
Status	Availability upon request.

Specific Hall Advertising



1 Passageway Banner leading to Hall 5.2a

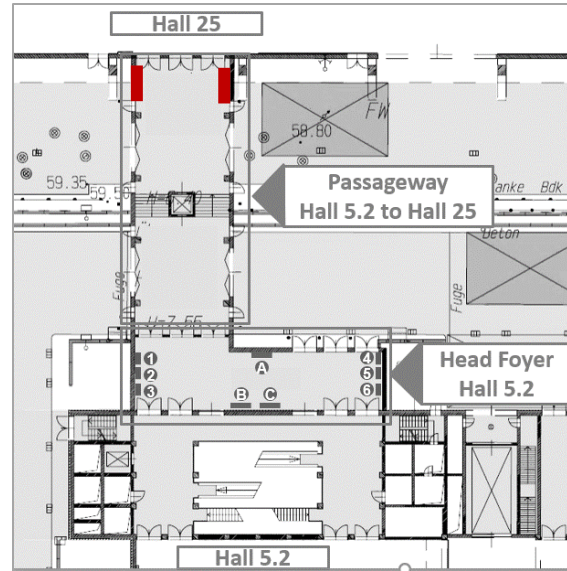
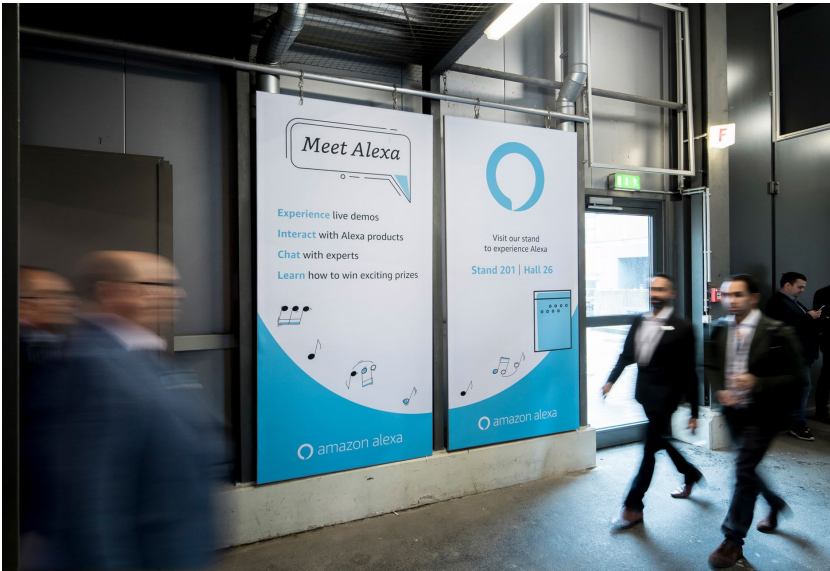
Location	In the middle of the passageway to Hall 5.2a coming from Hall 25 (see red mark on the left map)
Size (w x h)	7.80 m x 2.50 m
Hire Charge	8,805.00 EUR
Production/Installation	1,075.00 EUR
Status	Availability upon request.



1 Entrance Banner to Hall 25

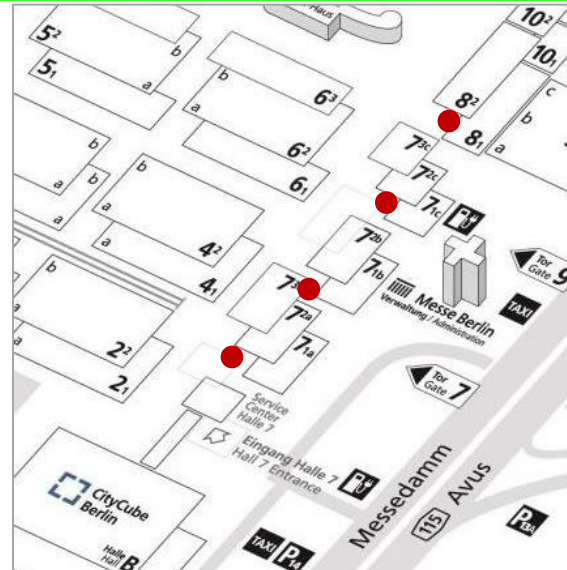
Location	directly above the entrance doors to Hall 25 coming from Hall 5.2a (see red mark on the left map)
Size (w x h)	7.80 m x 2.50 m
Hire Charge	8,805.00 EUR
Production/Installation	1,075.00 EUR
Status	Availability upon request.

Specific Hall Advertising



4 Lateral Banners at the Entrance to Hall 25

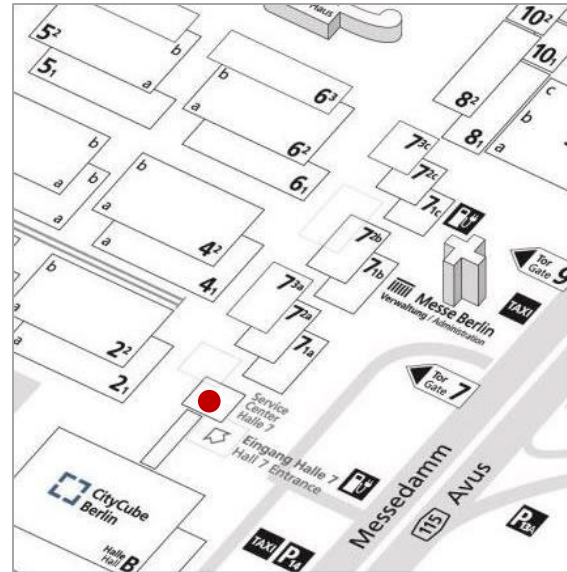
Location	4 banners at the entrance to Hall 25 coming from Hall 5.2a: north and south side (see red marks on the left map)
Size (w x h)	1.30 m x 2.60 m per banner (4 banners in total)
Hire Charge	6,505.00 EUR for all 4 banners
Production/Installation	505.00 EUR for all 4 banners
Status	Availability upon request.



15 Poster Showcases between Halls 7 and 8, unlighted

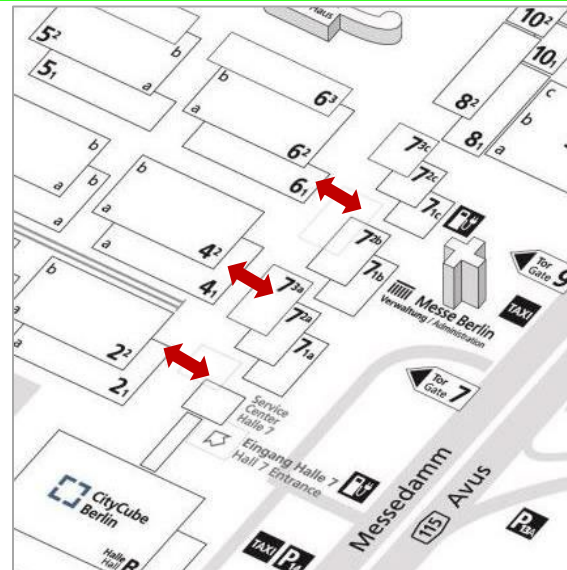
Location	15 showcases in the entrance areas and passages of Hall 7 and Hall 8
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	710.00 EUR per poster
Production/Installation	150.00 EUR per poster
Status	Availability upon request.

Specific Hall Advertising



1 Banner in Hall 7

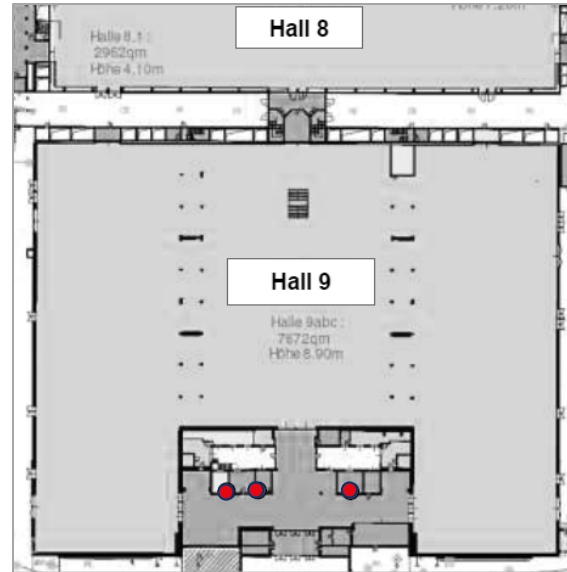
Location	suspended banner directly in the entrance area of Hall 7
Size (w x h)	3.50 m x 2.50 m (only the front side printed)
Hire Charge	5,360.00 EUR
Production/ Installation	590.00 EUR
Status	Availability upon request.



Passageway Banners between Halls 2.2, 4.2, 6.2 & 7.2

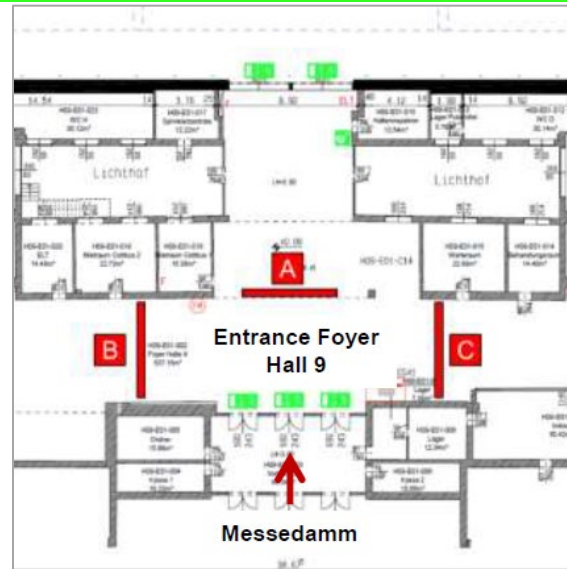
Location	4 banners in the passageway between Halls 2.2 and 7.2a: 4 banners in the passageway between Halls 4.2 and 7.2b 4 banners in the passageway between Halls 6.2 and 7.2c
Size (w x h)	5.50 m x 1.50 m per banner (4 banners per passageway) (2 one-sided and 2 double-sided banners)
Hire Charge	27,230.00 EUR for 4 banners, i.e. per passageway
Production/ Installation	3,312.00 EUR for 4 banners, i.e. per passageway
Status	Availability upon request.

Specific Hall Advertising



3 Poster Showcases in Hall 9, illuminated

Location	3 city light posters in the entrance area of Hall 9 (see red marks in the left map)
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	1,390.00 EUR per poster
Production/Installation	150.00 EUR per poster
Status	Availability upon request.

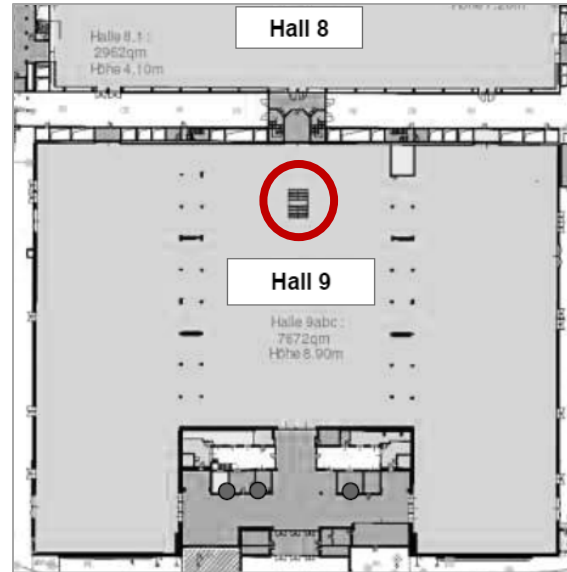


3 Banner Frames in the Entrance Foyer of Hall 9

Location	in the Entrance Foyer of Hall 9 coming from Messedamm (see positions A to C on the left map)
Size (w x h)	6.00 m x 1.35 m per side (2 sides per banner frame)
Hire Charge	11,780.00 EUR per doubled-sided banner frame
Production/Installation	1,680.00 EUR per doubled-sided banner frame
Status	Availability upon request.

Specific Hall Advertising

IFA 100 YEARS



1 Balustrade Branding in Hall 9, 6-sided

Location	in Hall 9 coming from Hall 8: branding of the balustrade around the emergency exit (facing inwards and outwards / 6 sides in total)
Size (w x h)	2 spaces à approx. 6.00 m x 1.12 m 2 spaces à approx. 5.90 m x 1.12 m 1 space approx. 4.16 m x 1.12 m 1 space approx. 3.96 m x 1.12 m
Hire Charge	19,725.00 EUR for the complete branding, i.e. for all 6 spaces
Production/ Installation	6,355.00 EUR for the complete branding, i.e. for all 6 spaces
Status	Availability upon request.

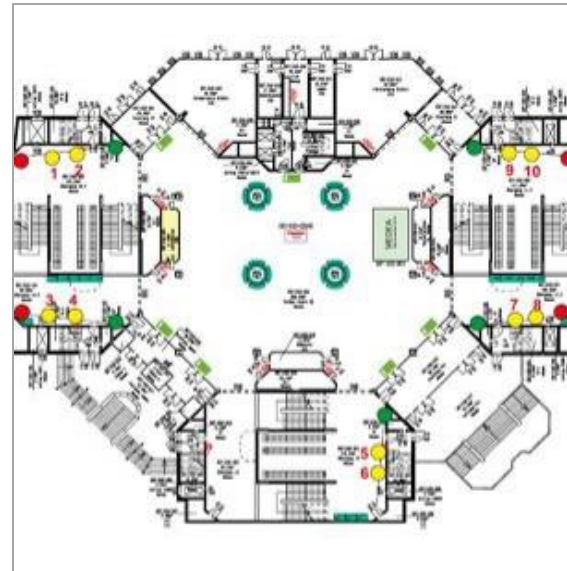


9 Banner Frames at the Entrances to Hall 8 and Hall 9

Location	positions in the entrance areas and passages of Hall 8 and Hall 9
Size (w x h)	1.02 m x 2.02 m per banner frame
Hire Charge	1,605.00 EUR per banner frame
Production/ Installation	85.00 EUR per banner frame
Status	Availability upon request.

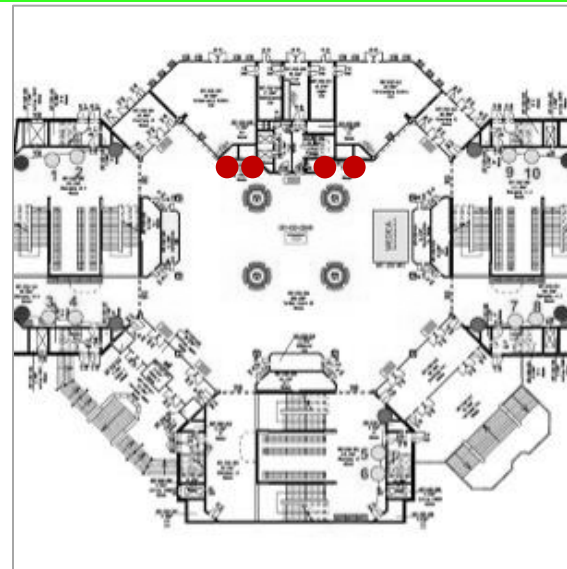
Specific Hall Advertising

IFA 100 YEARS



Up to 10 Poster Frames “Großer Stern”, illuminated

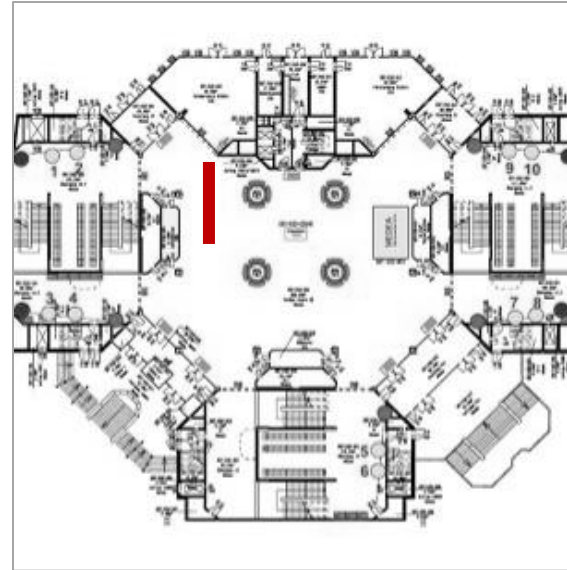
Location	in the passageway “Großer Stern” on Level 2 between Halls 10.2, 11.2 and 12 (see yellow marks on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	1,605.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request.



4 Digital Displays in the Passageway “Großer Stern

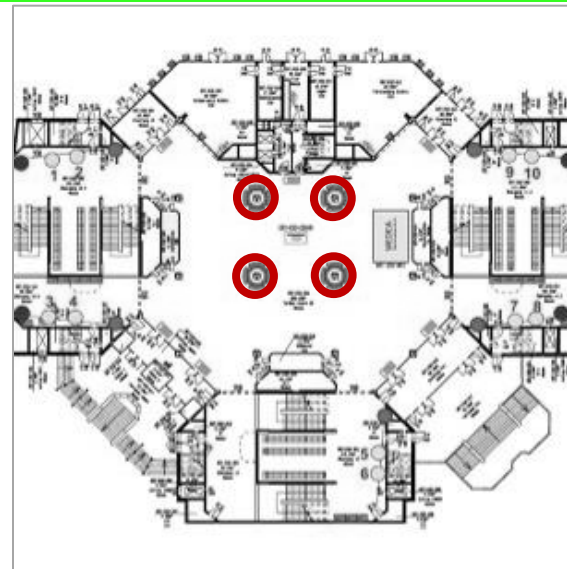
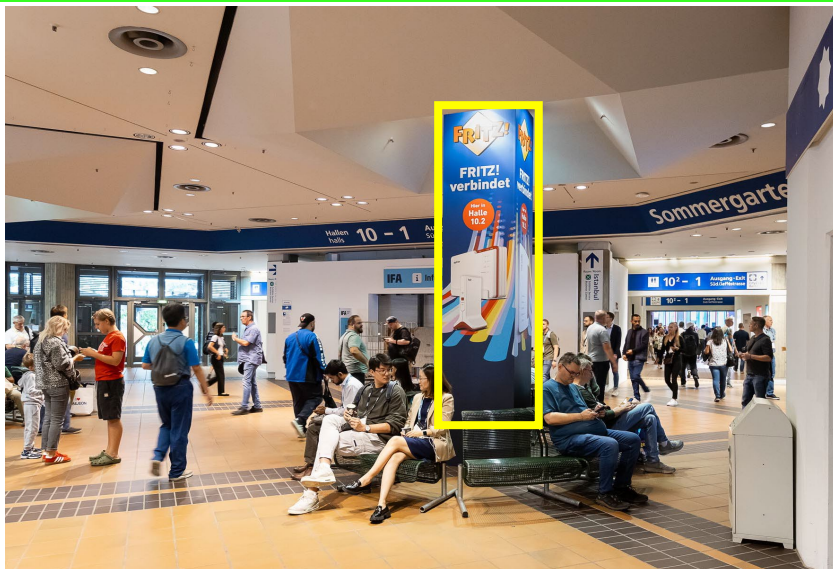
Location	Up to 4 digital displays (75” displays) in the passageway “Großer Stern” on Level 2, whereof 2 screens are installed side by side: 30 seconds for exhibitor content in combination with IFA content
Technical Specs	picture format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel file format: PNG video format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel
Hire Charge	4,825.00 EUR per screen for a 30 sec spot
Handling Fee	600.00 EUR per screen
Status	Availability upon request.

Specific Hall Advertising



Suspended Banner "Großer Stern", 2-sided

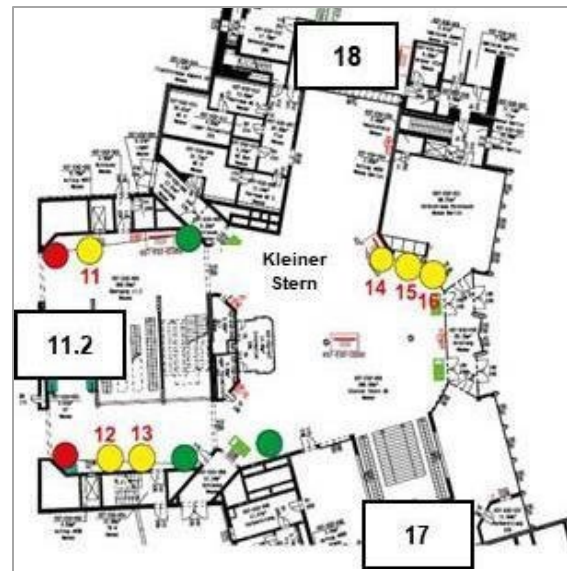
Location	in the passageway "Großer Stern" on level 2 at the exit to Summer Garden (see red mark on the left map – other positions are possible)
Size (w x h)	6.00 m x 0.90 m per side (print on front and back side)
Hire Charge	9,150.00 EUR per banner
Production/Installation	1,090.00 EUR per banner
Status	Availability upon request.



4 Pillar Brandings in the Passageway "Großer Stern"

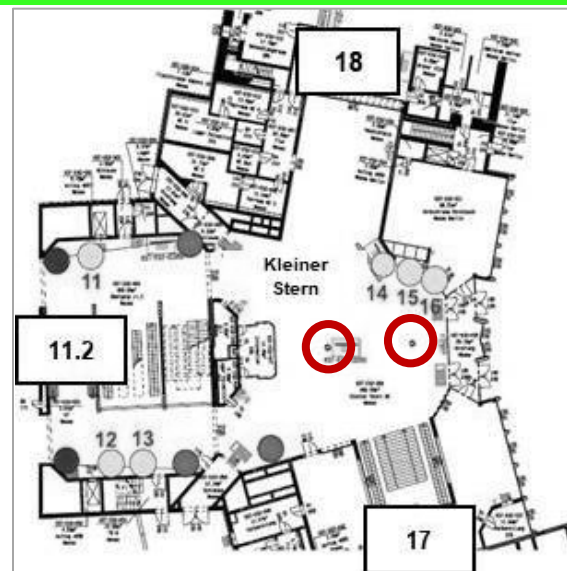
Location	in the passageway "Großer Stern" on Level 2 (see red marks on the left map)
Size (w x h)	0.80 m x 4.08 m per side and productional size: 0.84 m x 4.10 m per side (4 sides per pillar; parts of the branding are covered by the benches and ceiling design)
Hire Charge	7,445.00 EUR per 4-sided pillar branding
Production/Installation	1,935.00 EUR per 4-sided pillar branding
Status	Availability upon request.

Specific Hall Advertising



Up to 6 Poster Frames “Kleiner Stern”, illuminated

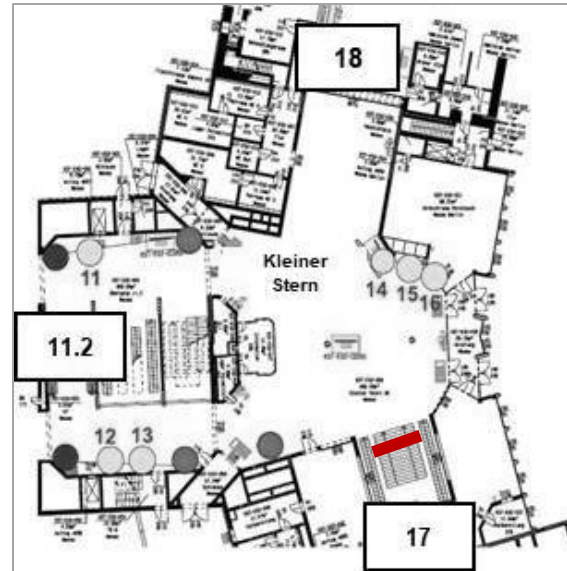
Location	in the passageway “Kleiner Stern” on Level 2 between Halls 11.2, 17 and 18 (see yellow marks on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	1,605.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request.



2 Pillar Brandings in the Passageway “Kleiner Stern”

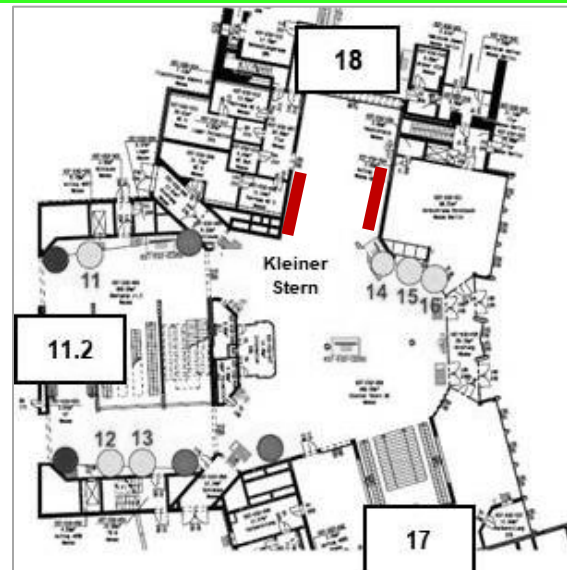
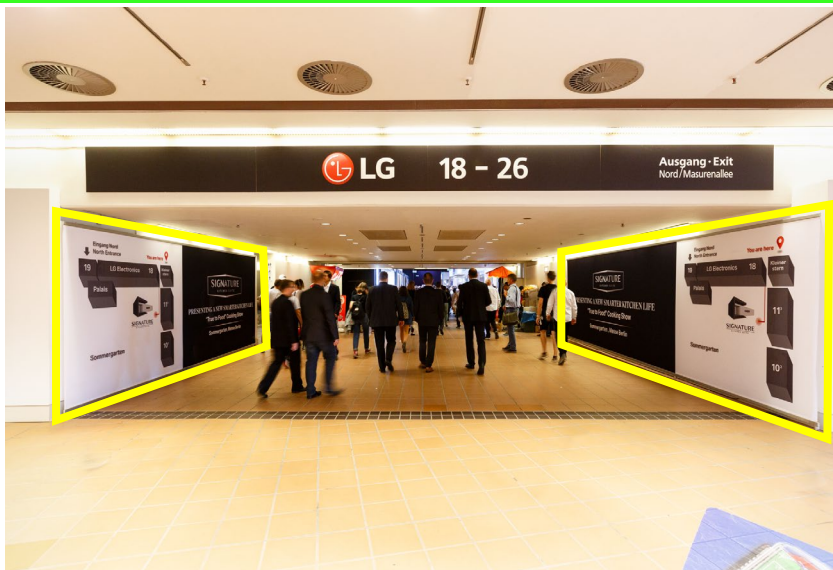
Location	in the passageway “Kleiner Stern” on Level 2 (see red marks on the left map)
Size (w x h)	0.65 m x 3.30 m per side (4 sides per pillar)
Hire Charge	9,955.00 EUR for both 4-sided pillar brandings
Production/ Installation	3,220.00 EUR for both 4-sided pillar brandings
Status	Availability upon request.

Specific Hall Advertising



1 Suspended Banner in the Passageway „Kleiner Stern“ and Hall 17

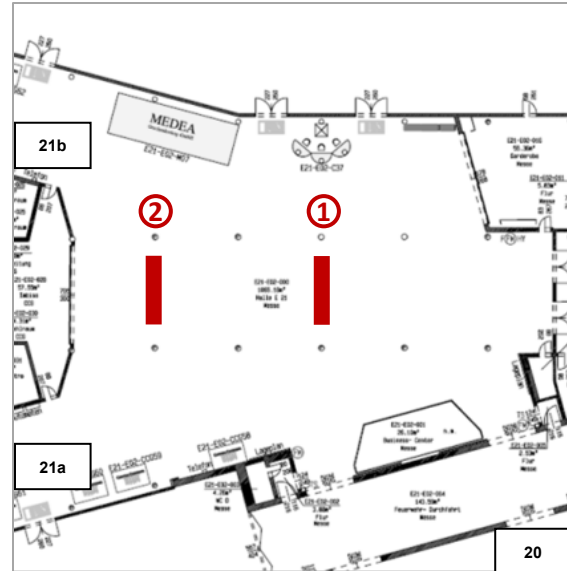
Location	directly above the stairs and between the escalators connecting Hall 17 and the passageway “Kleiner Stern” on level 2 (see red mark on the left map), 1-sided
Size (w x h)	4.20 m x 1.50 m
Hire Charge	4,995.00 EUR
Production/Installation	1,090.00 EUR
Status	Availability upon request.



2 Wall-Brandings in the Passageway “Kleiner Stern”

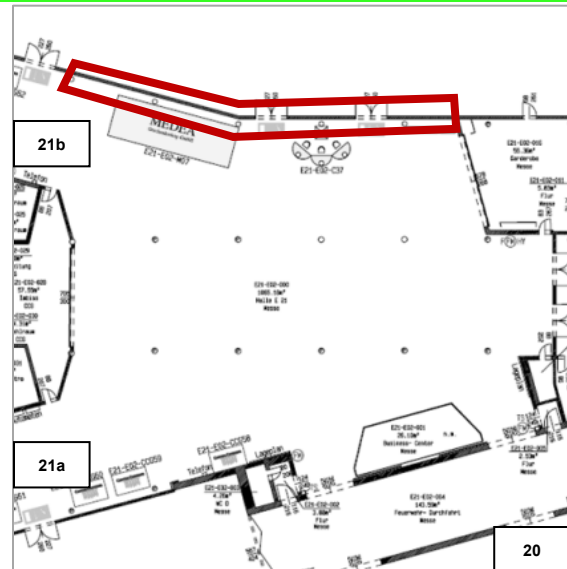
Location	in the passageway “Kleiner Stern” on Level 2 at Hall 18 (see red mark on the left map)
Size (w x h)	position 1: 6.00 m x 2.20 m position 2: 8.10 m x 2.20 m
Hire Charge	position 1: 10,920.00 EUR position 2: 14,745.00 EUR
Production/Installation	position 1: 790.00 EUR position 2: 1,065.00 EUR
Status	Availability upon request.

Specific Hall Advertising



Suspended Banners between Halls 20 and 21, 2-sided

Location	2 banners in the entrance area to Hall 21 (see red marks on the left map) – the first banner (position 1) will be used for IFA advertising as shown on the left picture.
Size (w x h)	3.00 m x 2.00 m per side (print on front and back side)
Hire Charge	7,508.00 EUR per double-sided banner
Production/Installation	408.00 EUR per double-sided banner
Status	Availability upon request.



Window Brandings between Halls 20 and 21

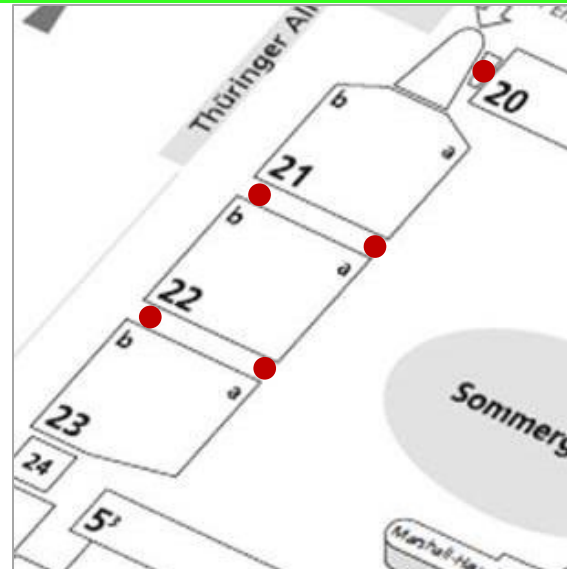
Location	Up to 3 window brandings in the entrance area to Hall 21b coming from the Entrance Hall 21 and from Hall 20 (see red marked area on the left map)
Size (w x h)	e.g. 12 windows: 1.13 m x 0.78 m each
Hire Charge	e.g. 10,110.00 EUR for 12 windows/ per branding
Production/Installation	e.g. 550.00 EUR for 12 windows/ per branding
Status	Availability upon request.

Specific Hall Advertising



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

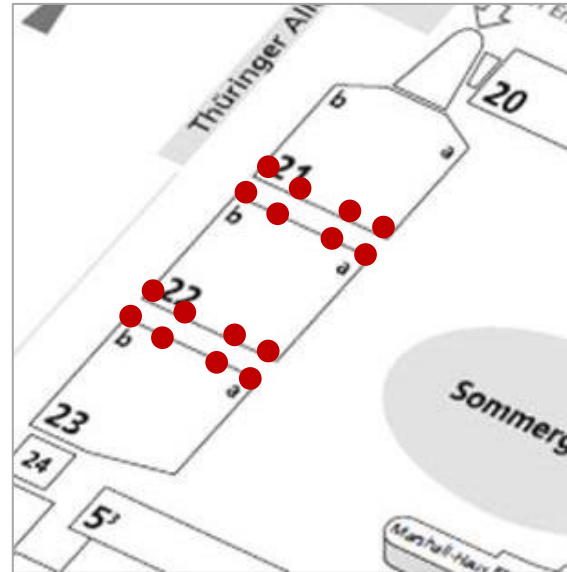
Location	in the entrance areas to Halls 20 and 21 (see red marks on the left map)
Size (w x h)	approx. 0.58 m x 2.50 m per side (4 sides per pillar)
Hire Charge	3,370.00 EUR per 4-sided pillar branding
Production/Installation	1,250.00 EUR per 4-sided pillar branding
Status	Availability upon request.



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 marked areas on the left map)
Size (w x h)	e.g. up to 9.50 m x 1.17 m per branding area
Hire Charge	7,420.00 EUR per branding area
Production/Installation	1,066.00 EUR per branding area
Status	Availability upon request.

Specific Hall Advertising



Framed Entrance Banners Halls 21, 22 & 23

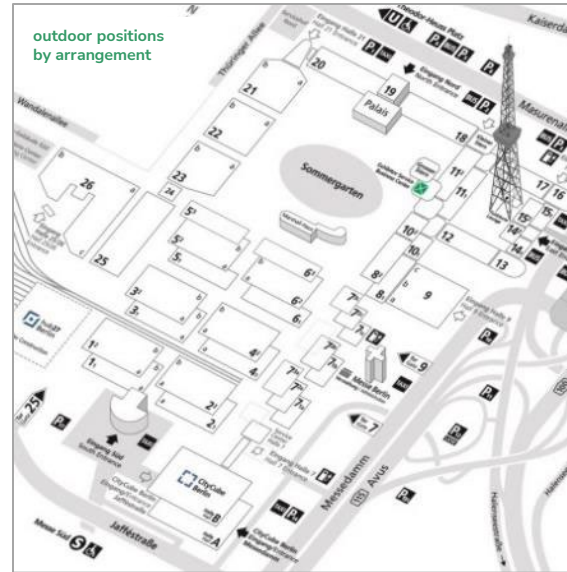
Location	directly above various entrance doors to Hall 21, 22 and 23 (see red marks on the left map)
Size (w x h)	up to e.g. 4.75 m x 1.50 m per framed banner
Hire Charge	e.g. 9,690.00 EUR per framed banner
Production/Installation	e.g. 1,410.00 EUR per framed banner
Status	Availability upon request.



Special Advertising



Special Advertising



Assignment of Promoters

Description

A promotion team appointed by the exhibitor will distribute fancy giveaways and informative advertising material during the show on the exhibition site. This opportunity will enhance the exhibitor's presence and guide visitors to his stand.

Promotion License

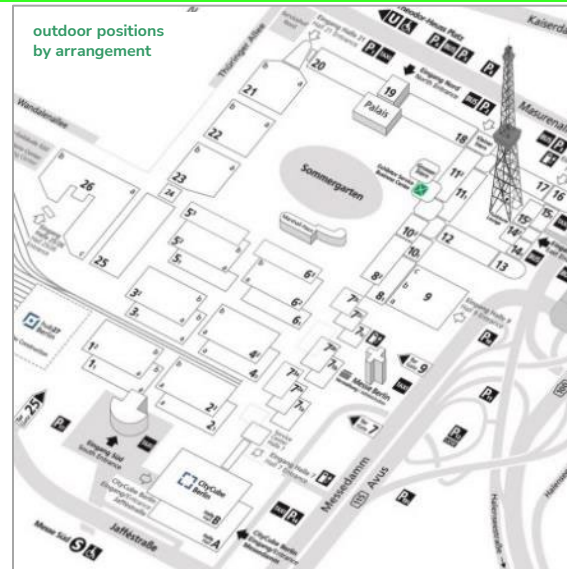
3,560.00 EUR promotion license per person
Personnel and storage costs as well as advertising material etc. are not included.

Status

Availability upon request.

Important Note

Promotional activities directly in the halls or next to stands of other exhibitors as well as in the Summer Garden during the closed times are not allowed.



Mobile Billboards, 2-sided

Location

Outdoor positions by arrangement

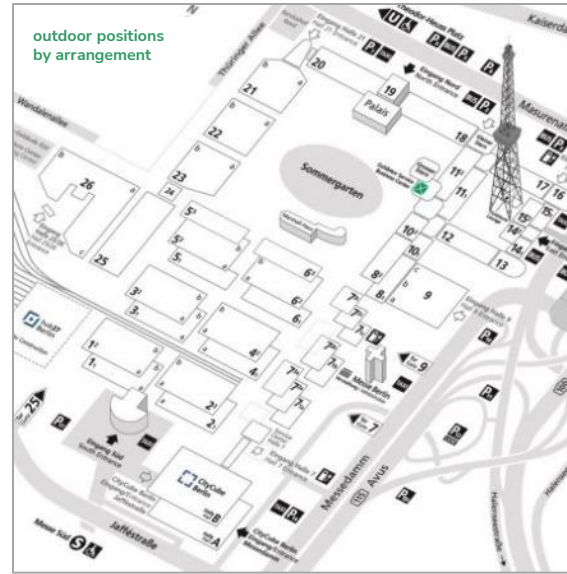
Size (w x h)

board: 3.35 m x 2.30 m (w x h) each
poster area: 8.00 m² each
overall height incl. base: to be defined and adjusted individually onsite

Status

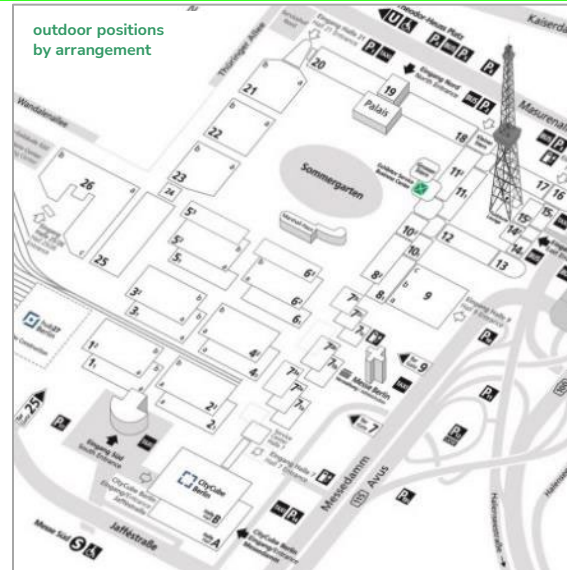
Availability and conditions upon request.

Special Advertising



Advertising Inflatables: Balloons etc

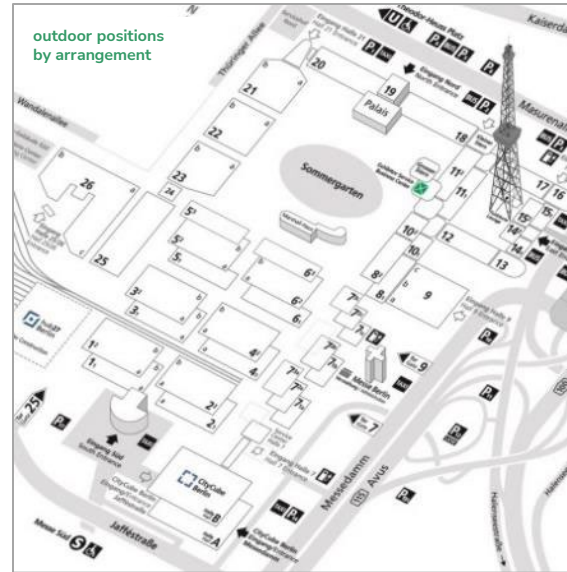
Location	positions by arrangement: e.g. in the Summer Garden
Size (w x h)	e.g. 3.00 diameter per balloon Other formats and shapes on demand
Hire Charge	e.g. 26,490.00 EUR per balloon
Production/ Installation	on demand (depending on shape, feasibility and location)
Status	Availability upon request.



Lighting Poles

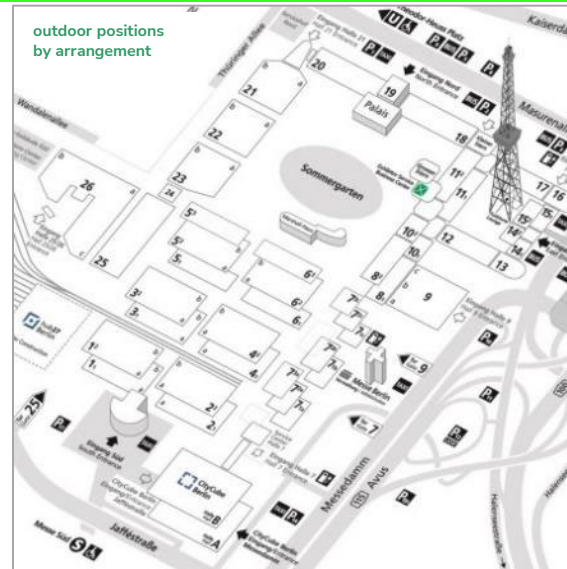
Location	e.g. 16 brandings on the light poles next to the Summer Garden
Size (w x h)	e.g. 0.30 m x 1.40 m per branding
Hire Charge	e.g. 16,290.00 EUR for all 16 brandings
Production/ Installation	e.g. 3,040.00 EUR for all 16 brandings
Status	Availability upon request.

Special Advertising



Advertising Towers, each 4-sided

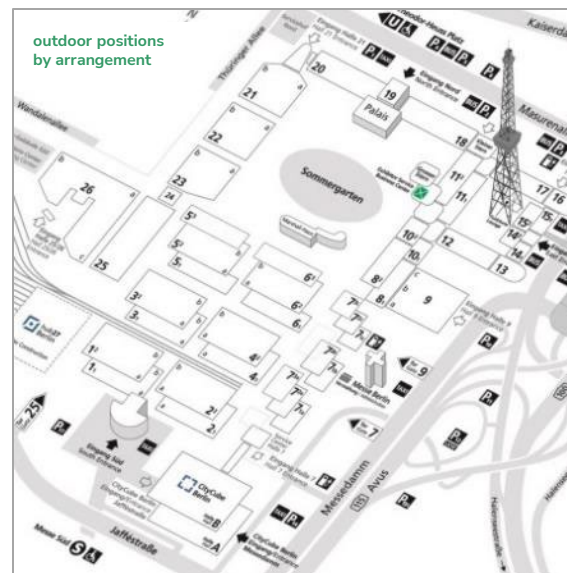
Location	positions by arrangement
Size (w x h)	e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. big: 39,176.00 EUR per tower
Production/Installation	e.g. big: 4,995.00 EUR per tower
Status	Availability upon request.



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 (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 15,715.00 EUR per tower
Production/Installation	e.g. small: 2,970.00 EUR per tower
Status	Availability upon request.

Special Advertising

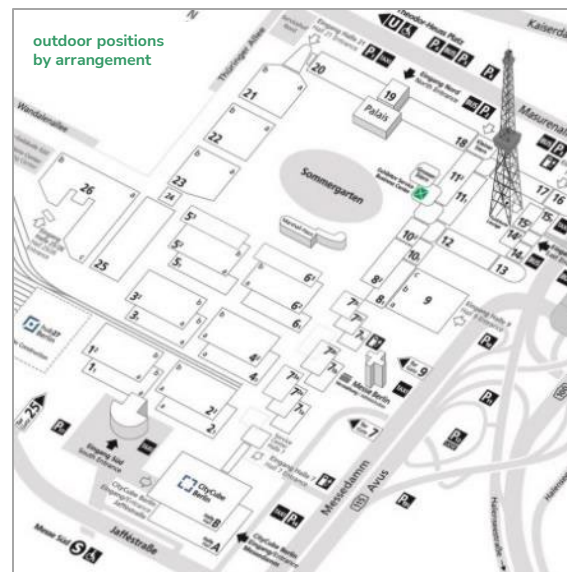


Cover Branding of Barrier Fences, 2-sided

Location	outdoor positions by arrangement
Size (w x h)	e.g. 2.40 m x 0,92 m per side
Hire Charge	e.g. from 2,825.00 EUR depending on quantity and location
Production/ Installation	170,00 Euro per cover branding/ per fence
Status	Availability upon request.



Special Advertising



Floor Graphics, outdoors

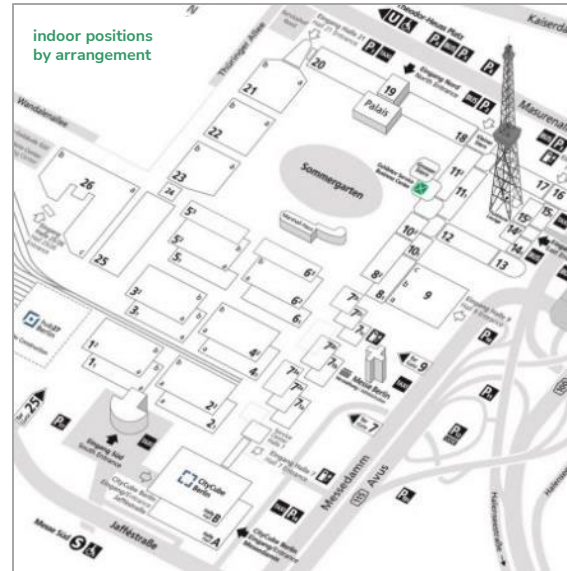
Location	outdoor positions by arrangement
Size (w x h)	e.g. 2.40 m x 2.40 m per floor graphic Special formats on demand (see photo on the left)
Hire Charge	e.g. 3,075.00 EUR per floor graphic
Production/ Installation	e.g. 670.00 EUR per floor graphic
Status	Availability upon request.



Floor Graphics and Carpet Branding, indoors

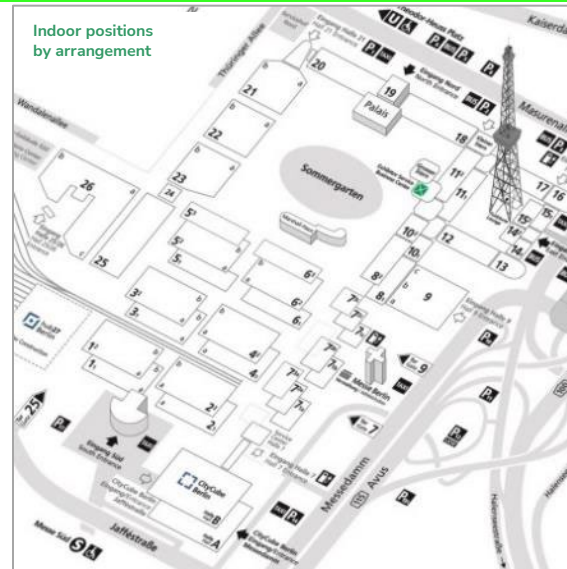
Location	positions by arrangement
Size (w x h)	option 1: e.g. 1.00 m x 1.00 m per graphic option 2: e.g. 2.00 m x 2.00 m per graphic special formats and carpet brandings on demand
Hire Charge	option 1: e.g. 525.00 EUR per graphic option 2: e.g. 1,440.00 EUR per graphic
Production/ Installation	option 1: e.g. 105.00 EUR per graphic option 2: e.g. 335.00 EUR per graphic
Status	Availability upon request.

Special Advertising



PILA Frames, each 1-sided

Location	indoor positions by arrangement
Size (w x h)	2.28 m x 2.28 m per banner (1 banner per frame)
Hire Charge	3,418.00 EUR per banner and frame
Production/ Installation	530.00 EUR per banner and frame
Status	Availability upon request.

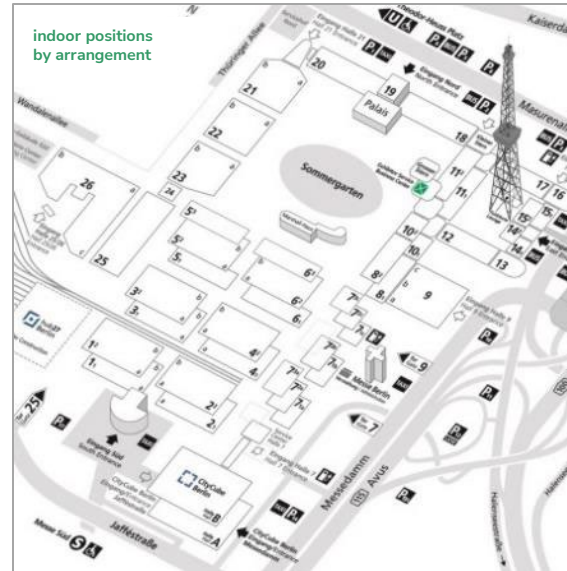
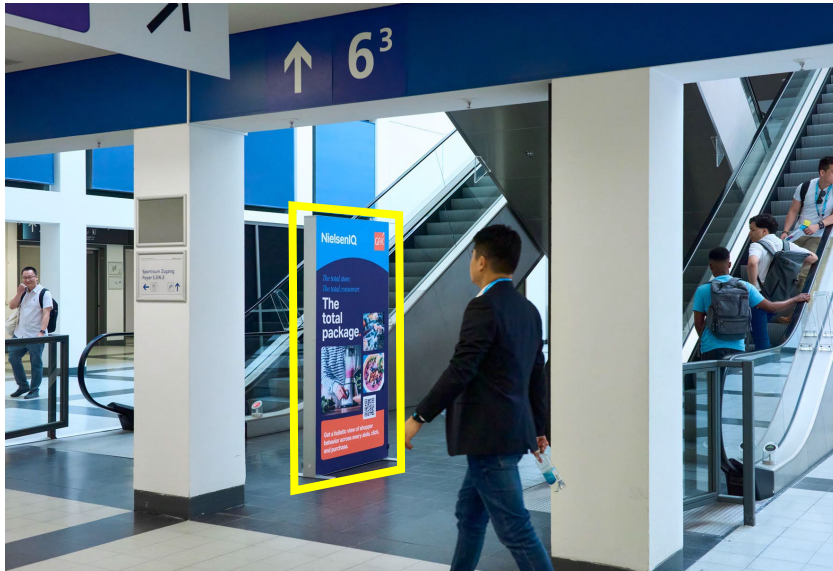


Advertising Frames in several Middle Foyers

Location	by arrangement: e.g. in the foyers of Halls 1 to 6 and positions in entrances and passages of Hall 7
Size (w x h)	2.485 m x 2.485 m per banner (1 banner per frame)
Hire Charge	3,418.00 EUR per frame
Production/ Installation	530.00 EUR per frame
Status	Availability upon request.

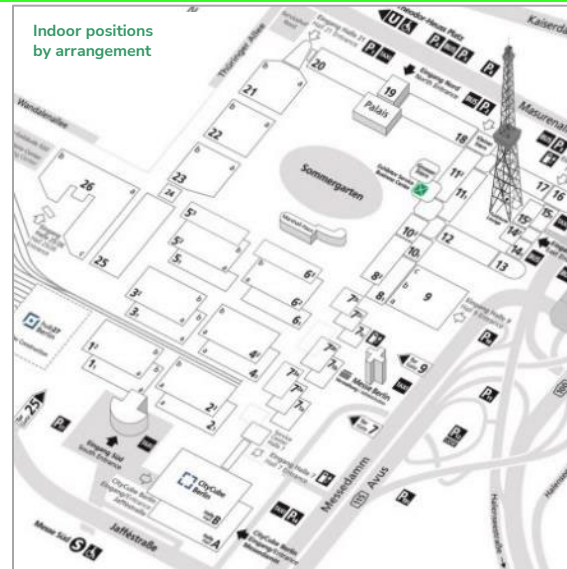
Special Advertising

IFA 100 YEARS



Display Frames, each 2-sided

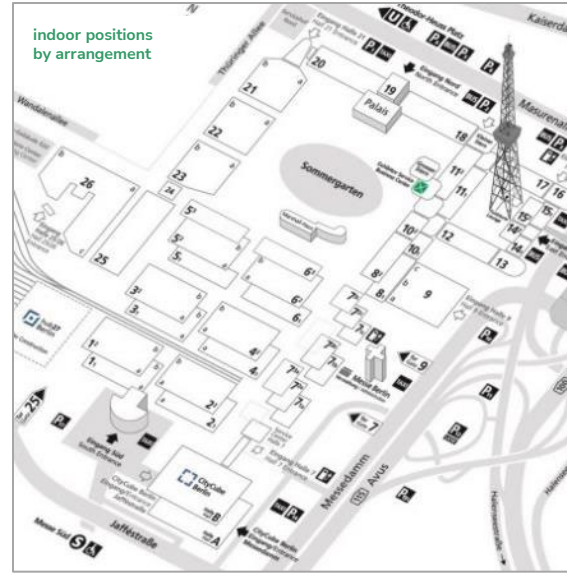
Location	indoor positions by arrangement
Size (w x h)	1.00 m x 2.00 m per side (2 sides per display frame)
Hire Charge	2,100.00 EUR per display frame
Production/ Installation	365.00 EUR per display frame
Status	Availability upon request.



Branding of Pillars in several Middle Foyers

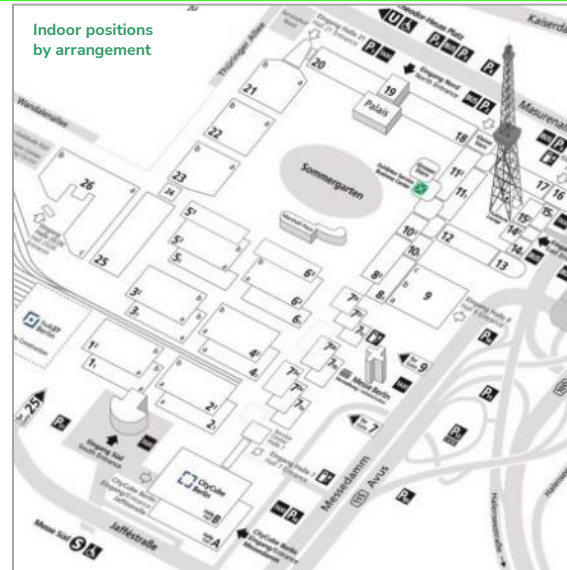
Location	in the middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrances and passages of Hall 7
Size (w x h)	approx. 0.60 m x 2.50 m per side (4 sides per pillar)
Hire Charge	3,325.00 EUR per 4-sided pillar branding
Production/ Installation	1,250.00 EUR per 4-sided pillar branding
Status	Availability upon request.

Special Advertising



Step Graphics on Stairs

Location	positions by arrangement
Size (w x h)	on demand (depending on location, quantity and format)
Hire Charge	on demand (depending on layout, quantity and format)
Production/ Installation	on demand (depending on layout, quantity and format)
Status	Availability upon request.

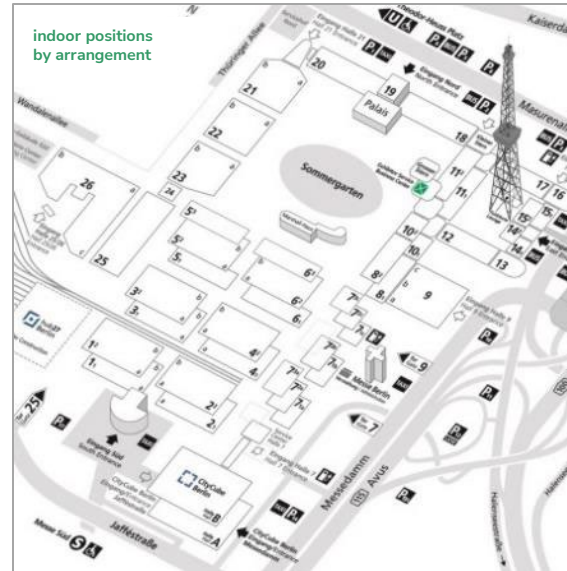


Balustrade Brandings on Escalators

Location	positions by arrangement
Size (w x h)	on demand (depending on location, quantity and format)
Hire Charge	on demand (depending on layout, quantity and format)
Production/ Installation	on demand (depending on layout, quantity and format)
Status	Availability upon request.

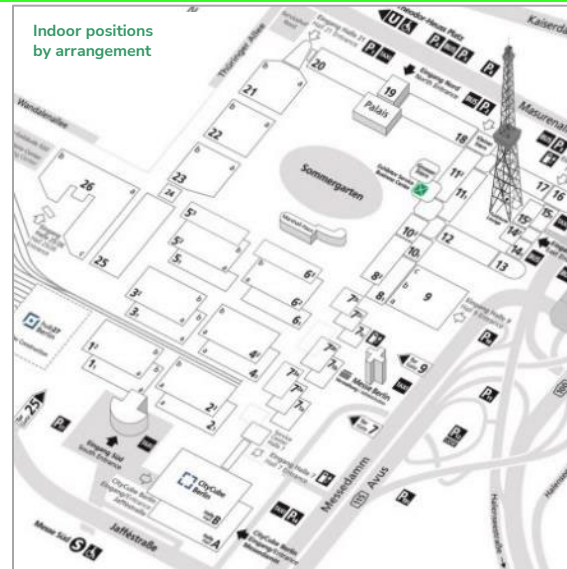
Special Advertising

IFA 100 YEARS



Option A: Hall Brandings – insertion

Location	positions by arrangement (see exemplary yellow mark on the left photo)
Size (w x h)	e.g. 1.00 m x 0.50 m per sign/ per position full width brandings on demand
Hire Charge	861.00 EUR per sign of the exemplary size
Production/ Installation	120.00 EUR per sign of the exemplary size
Status	Availability upon request.

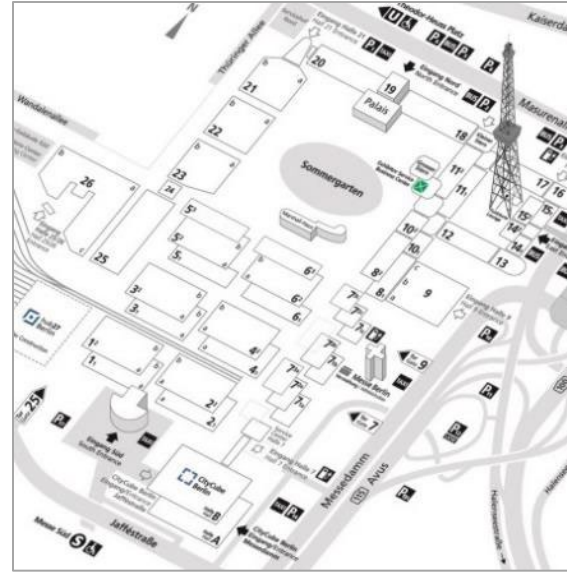


Option B: Hall Brandings – covering

Location	positions by arrangement (see exemplary yellow mark on the left photo)
Size (w x h)	5.50 m x 0.53 m per sign/ per position (full width – see left photo) 2.50 m x 0.53 m per sign/ per position (half width)
Hire Charge	4,895.00 EUR per sign (full width) 2,130.00 EUR per sign (half width)
Production/ Installation	430.00 EUR per sign (full width) 184.00 EUR per sign (half width)
Status	Availability upon request.

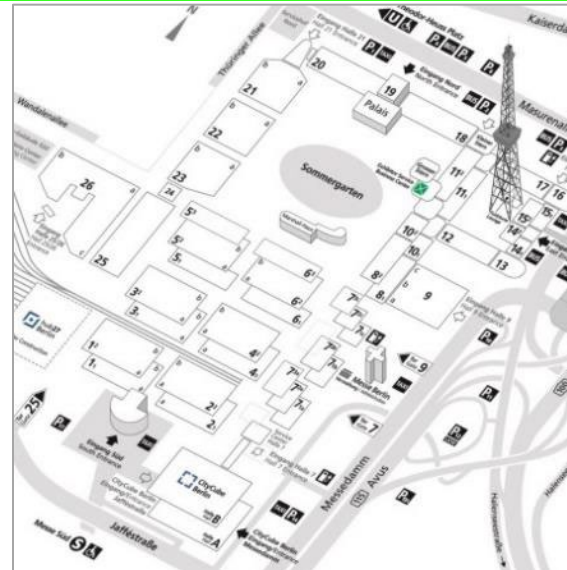
Special Advertising

IFA 100 YEARS



Shuttle Buses on the Exhibition Site

Location	Approx. 6 buses will shuttle exhibitors, visitors and media representatives on the exhibition site. The 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	3,895.00 EUR per bus
Production/Installation	630.00 EUR per bus
Status	Availability upon request.



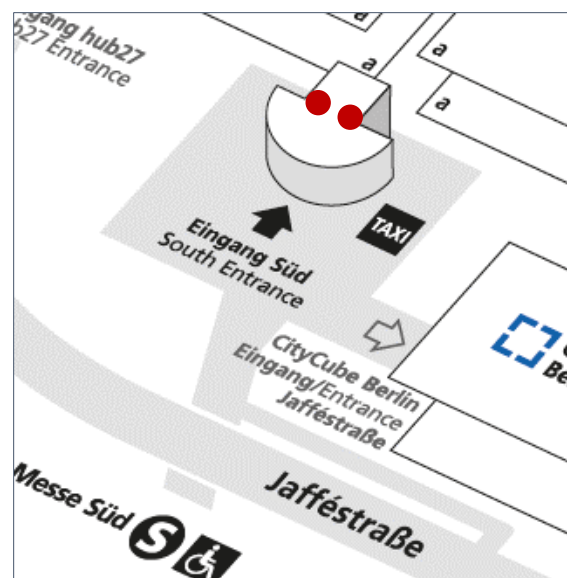
Info-Counter Brandings

Location	approx. up to 30 information counters spread out across the exhibition site – co-branding with IFA (50:50)
Size (w x h)	approx. 745.00 mm x 790.00 mm per branding area
Hire Charge	24,945.00 EUR for up to 30 brandings
Production/Installation	4,568.00 EUR for up to 30 brandings
Status	Availability upon request.

Digital Specials

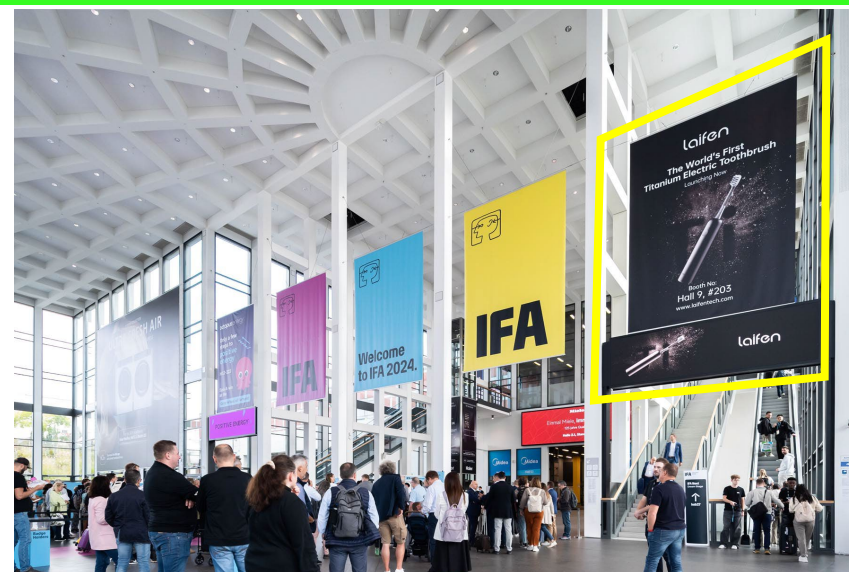
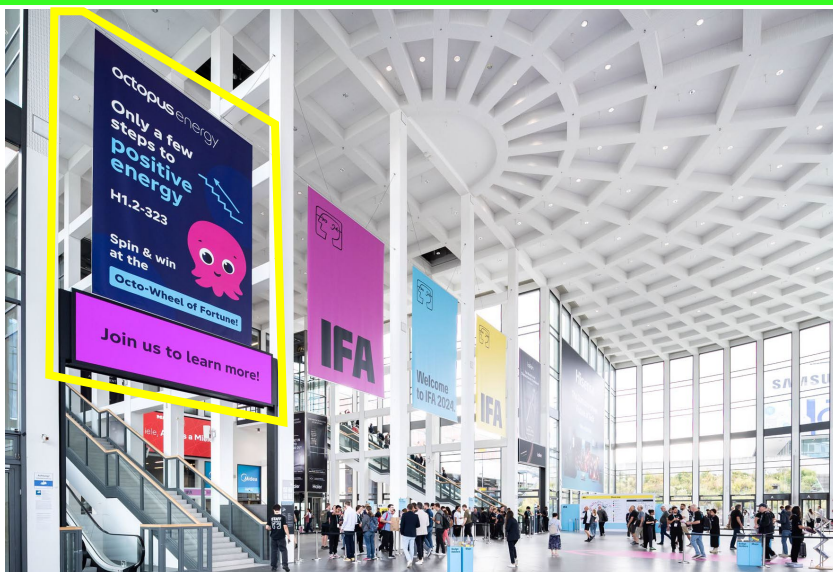


Digital Specials



LED Displays with banners above the Escalators

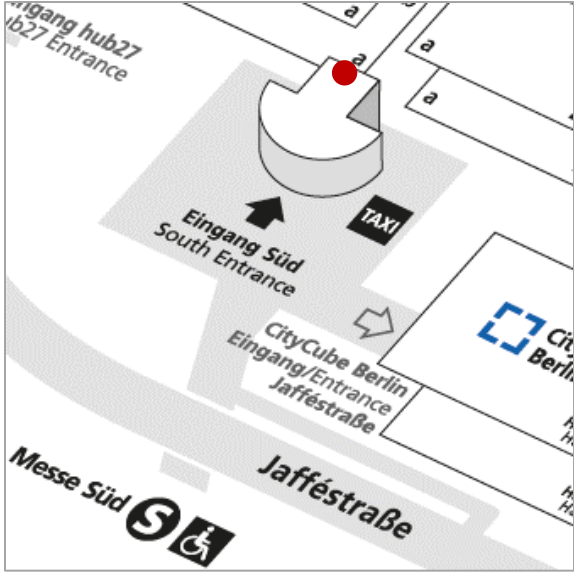
Location	There are 2 combi-packages, consisting of 1 hanging mega-banner in combination with a new LED display* in each case at the outer sides left and right above the stairs and escalators
size (w x h)	banner: 4.00 m x 5.70 m per side (2 sides per banner) 1 banner per package
Hire Charge	25,800.00 EUR per combi-pack including: - a 30 sec. spot within a loop with organizer content - hire charge, production & installation of 1 banner above
Handling Fee	1,290.00 EUR per combi-pack
Status	Availability upon request.



*Technical specs of the LED displays:

FULL-HD LED displays, each 1-sided.
2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9
4.86 m x 1.36 m each; 3840 x 1080 pixel each
1 screen per package

Digital Specials



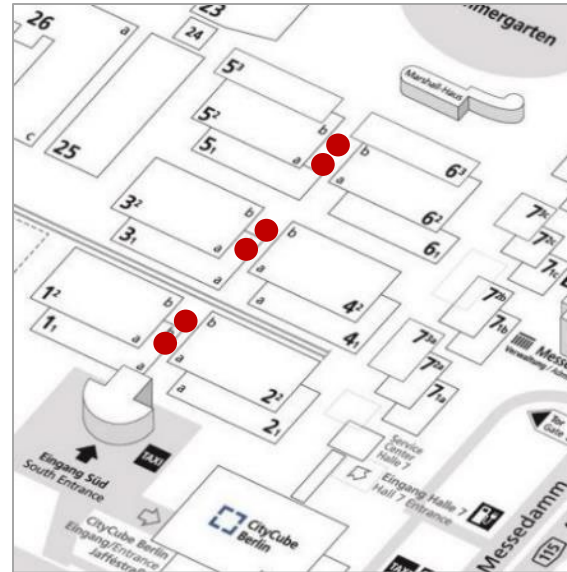
Exclusive LED Mega-Display in the Entrance Hall

Location	LED Mega-Display in the Entrance Hall at the access to Halls 1-6
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	40,580.00 EUR for an exclusive 30 sec. spot within a loop with IFA content
Handling Fee	1,290.00 EUR
Status	Availability upon request.



Digital Specials

IFA 100 YEARS



Up to 12 UltraStretched Displays GUIDING SYSTEM CENTRAL

Location	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 – see detailed map on the next page
Technical Specs	dimensions: 2.158 x 0.348 m (w x h) per screen resolution: 3,840 x 600 pixel; ratio: 58:9
Special Price	37.695.00 EUR net for broadcast on all 12 screens for a 30 sec spot in a loop with IFA content and up to 2 other clients. The content will be produced and delivered by the client according to our requirements.
Handling Fee	1,800.00 EUR net per booking
Status	Availability on request.



Important Notes:

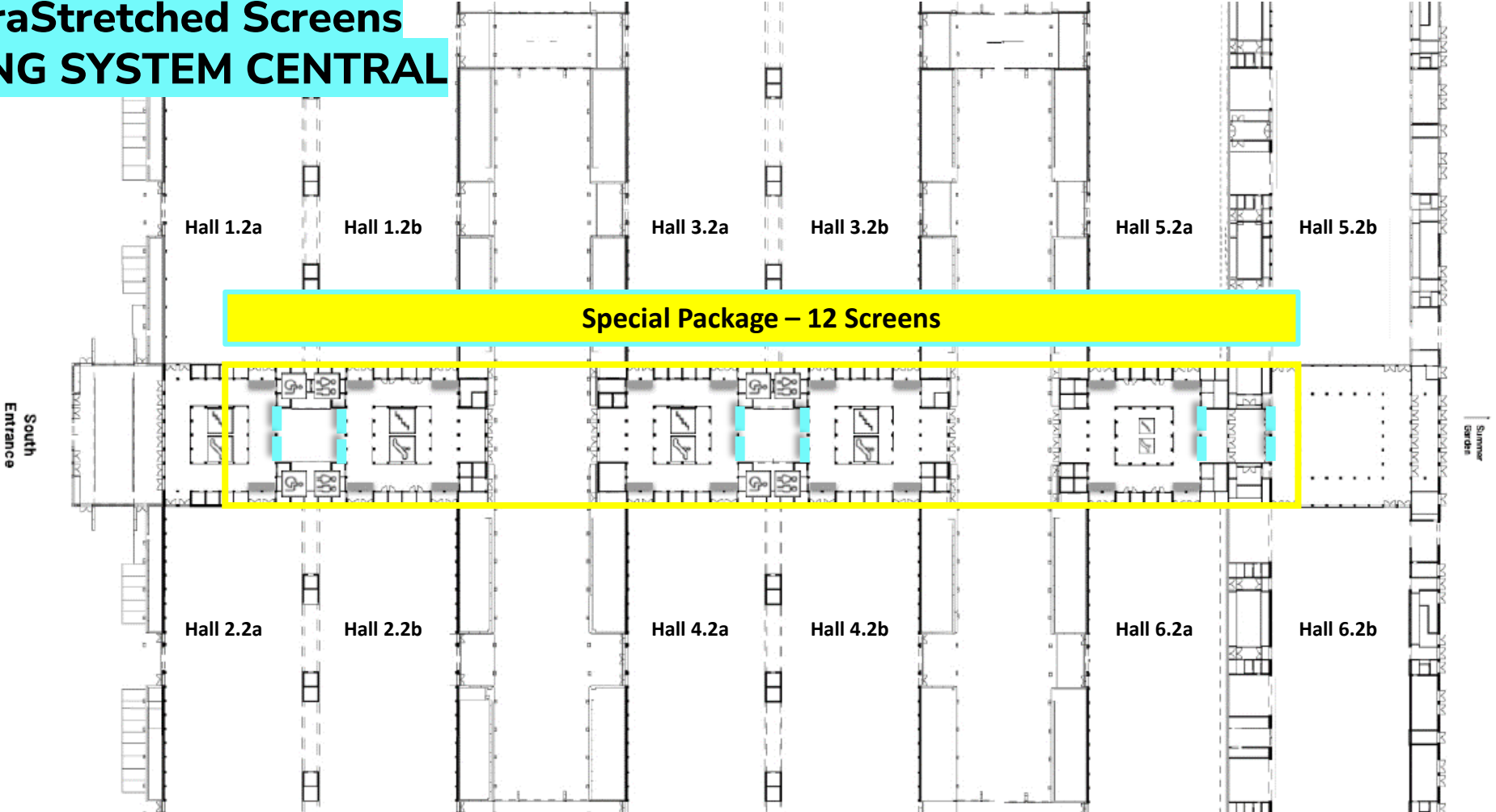
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as other clients' content. The screens are running daily during the opening hours of the show.

Selling Concept:

This package will offered to up to 3 exhibitors in total (non-exclusive)
This package can be booked by all exhibitors.
A 30 second video in the loop with IFA content and up to 2 other clients.

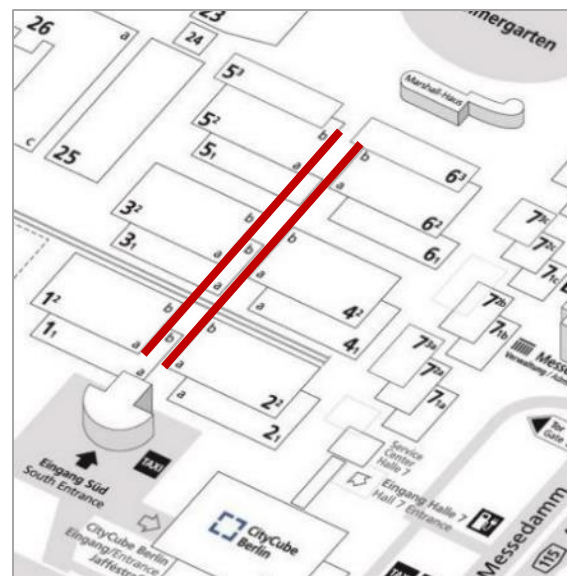
Detailed Floorplan

12 UltraStretched Screens GUIDING SYSTEM CENTRAL



This package is available for all exhibitors, independent from their hall allocation

Digital Specials



Up to 18 UltraStretched Displays

GUIDING SYSTEM HALL ENTRANCES

- Location** in the GUIDING SYSTEM above the entrances to the respective Halls (see detailed map on the next page)
Only available for exhibitors in the respective Halls.
- Technical Specs** dimensions: 2.158 x 0.348 m (w x h) per screen
 resolution: 3,840 x 600 pixel; ratio: 58:9
- Special Combi Prices** e.g. 3 screens/ Entrances: 11.090,00 EUR each Package
 e.g. 4 screens/ Entrances: 14,785.00 EUR each Package
 e.g. 2 screens/ Entrances: 7,390.00 EUR each Package
 Each package with a 10 sec spot in a loop with IFA content as well as up to max. 2 other clients.
 The content will be produced and delivered by the client according to our requirements.
- Handling Fee** 600.00 EUR net per booking
- Status** *Availability upon request.*



Important Notes:

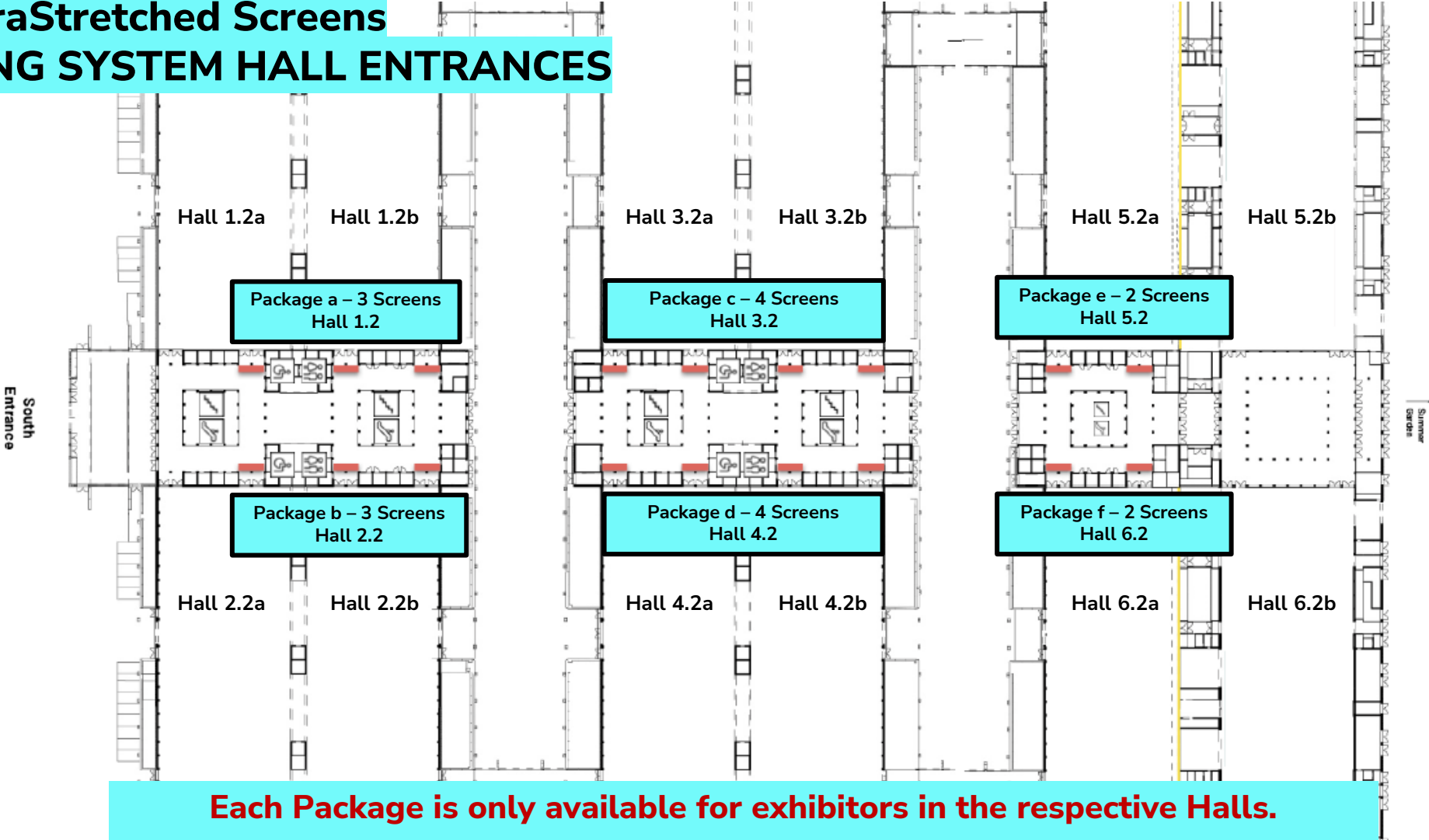
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as up to 2 other clients' content (max 3 clients per package/ screen). The screens are running daily during the opening hours of the show.

Selling Concept:

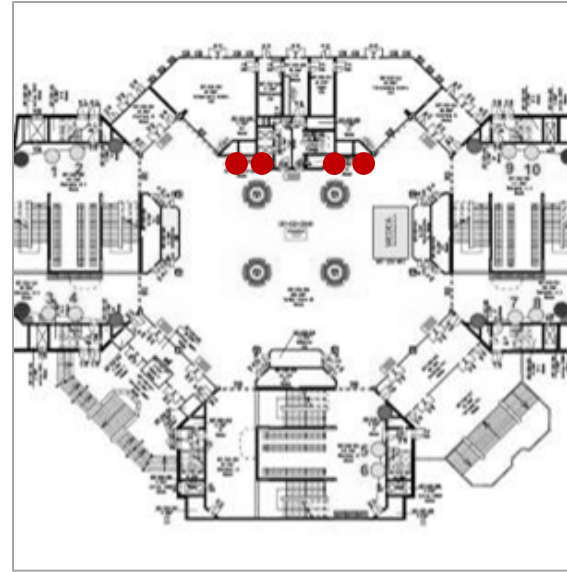
Each package will offered to max 3 exhibitors in total (none-exclusive)
Each Package is only available for exhibitors in the respective Halls.
 A 10 second spot in the loop with IFA content and up to 2 other clients.

Detailed Floorplan

12 UltraStretched Screens GUIDING SYSTEM HALL ENTRANCES



Digital Specials



4 Digital Displays in the Passageway "Großer Stern"

Location

Up to 4 digital displays (75" displays) in the passageway "Großer Stern" on Level 2, whereof 2 screens are installed side by side: 30 seconds for exhibitor content in combination with IFA content

Technical Specs

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

Hire Charge

4,825.00 EUR per screen for a 30 sec spot

Handling Fee

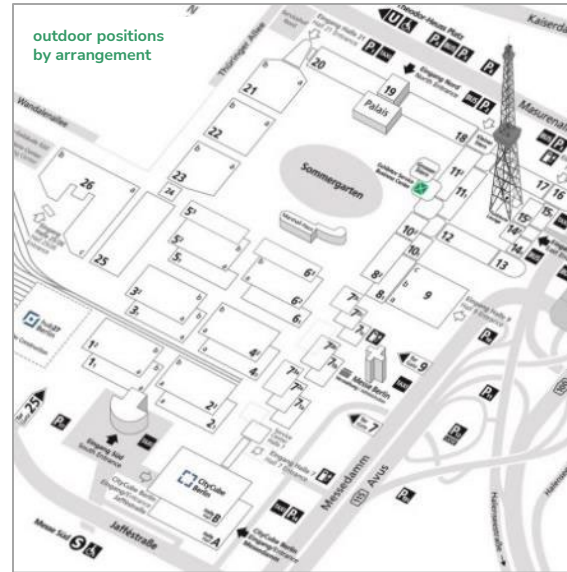
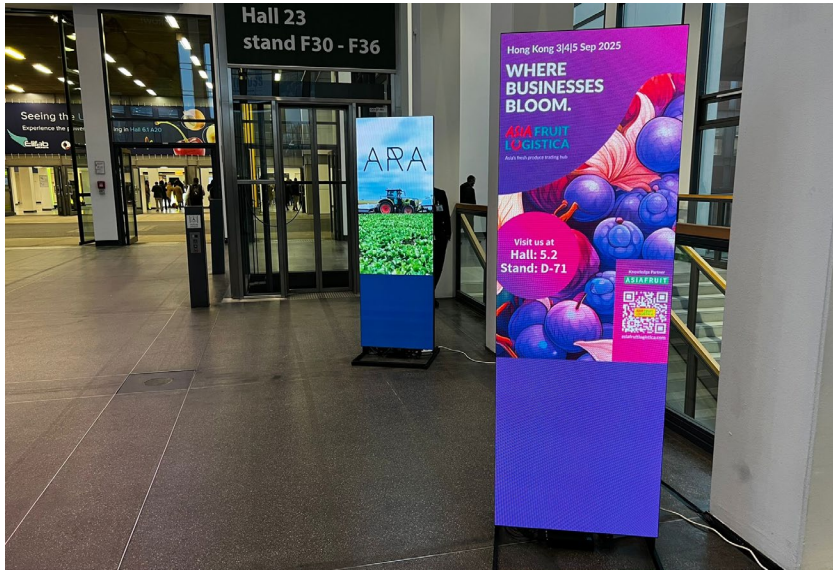
600.00 EUR per screen

Status

Availability upon request



Digital Specials



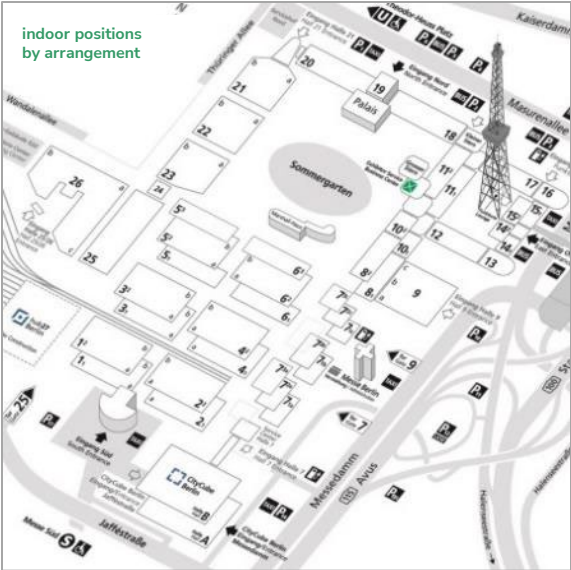
6 Mobile Full Screen Displays, 1-sided

Description	up to 6 mobile full screen displays can be plugged together to create a digital display wall (see left photo below with 3 displays plugged together)
Location	indoor positions by arrangement
Size (w x h)	<p>1 full screen display: 320 x 960 pixel</p> <p>2 full screen displays: 640 x 960 pixel</p> <p>3 full screen displays: 960 x 960 pixel</p> <ul style="list-style-type: none"> • format: .jpg or .png for image files and mp4/ h264 for video files • recommended bit rate: 20 MB • recommended frame rate: 60 fps



Hire Charge	<p>1 full screen display: 7,905.00 EUR</p> <p>2 full screen displays: 12,750.00 EUR</p> <p>3 full screen displays: 17,930.00 EUR</p> <p>6 full screen displays:</p>
Installation & Handling	<p>1 full screen display: 1,200.00 EUR</p> <p>2 full screen displays: 1,465.00 EUR</p> <p>3 full screen displays: 2,060.00 EUR</p> <p>6 full screen displays:</p>
Status	Availability upon request.

Digital Specials



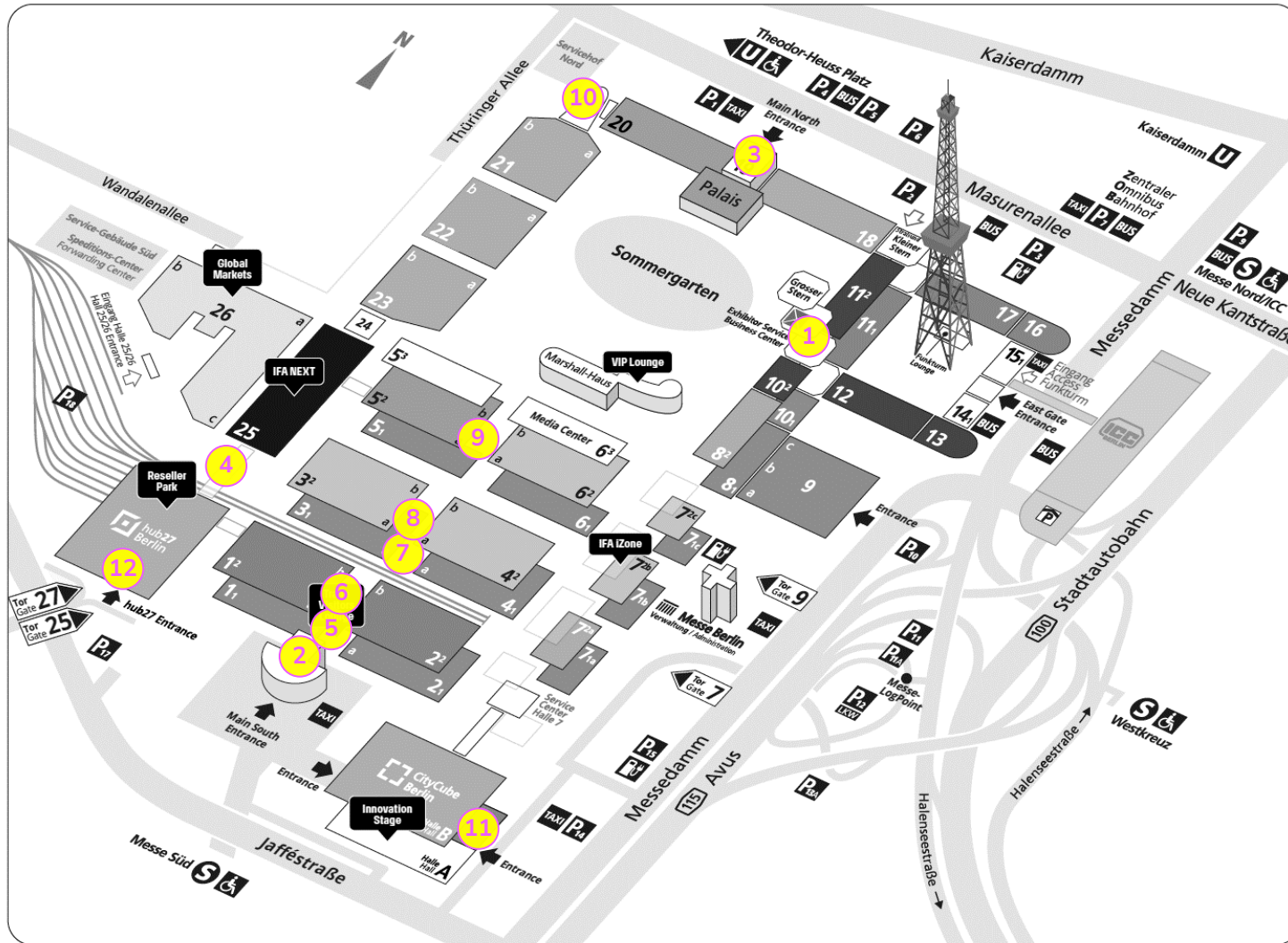
Digital Advertising Displays, 1-sided

Location	digital advertising displays.: positions by arrangement (see exemplary marked areas on the detailed map on the next page)
Technical specs	49 inches, portrait format resolution: 4K, 3,840 x 2,160 pixel format: jpg for image files and mp4 for video files Other digital advertising media such as LED walls or the like on demand
Hire Charge	4,500.00 EUR per 1-sided display
Installation & Handling	1,200.00 EUR per 1-sided display
Status	Availability upon request.



Important Notes:
The client's broadcast can consist of images and videos and will be shown in the loop with IFA Management content.
The displays are running daily during the opening hours of the show.

Detailed Floorplan

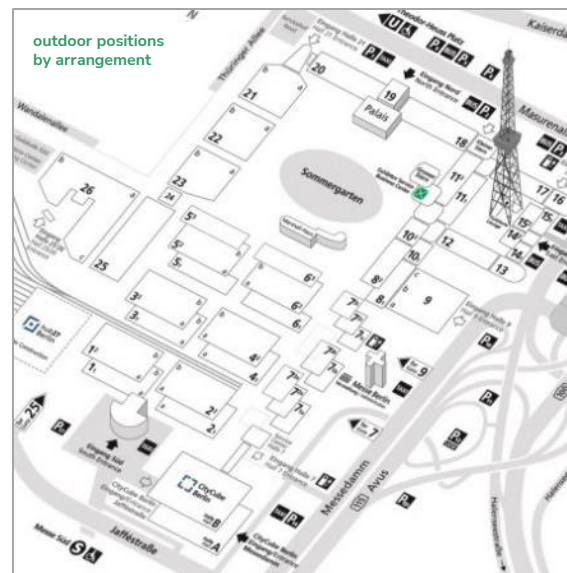


Digital Advertising Displays, each 1-sided up to 15 displays spread over the exhibition site

- 1 Passageway "Großer Stern" 2 displays
- 2 South Entrance 2 displays
- 3 Hall 19/ Access Palais 2 displays
- 4 Passageway between Halls 25/ hub27 1 display
- 5 Passageway H1.1 to 2.1 1 display
- 6 Passageway H1.2 to 2.2 1 display
- 7 Passageway H3.1 to 4.1 1 display
- 8 Passageway H3.2 to 4.2 1 display
- 9 Passageway H5.2 to 6.2 1 display
- 10 Entrance Hall 21 1 display
- 11 Entrance CityCube (East) 1 display
- 12 Entrance hub27 1 display

Other positions upon request.

Digital Specials

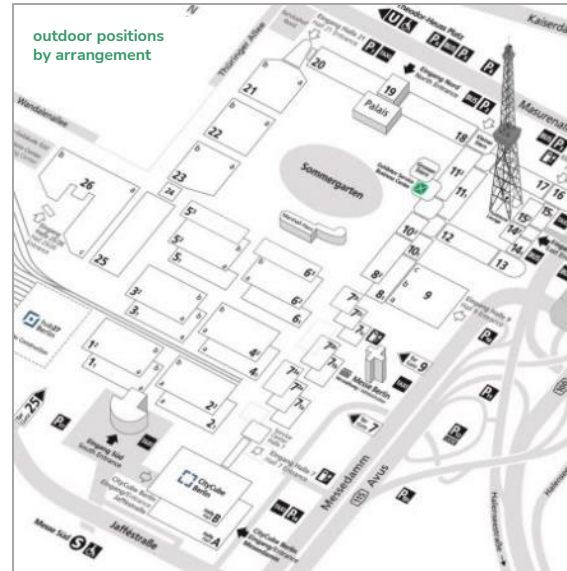


Digital Displays, 1- or 2-sided

Details/ Location	digital advertising media such as mobile displays in portrait format: outdoor positions by arrangement
Size (w x h)	on demand (depending on medium)
Package Price incl. Handling	on demand (depending on medium, size and position)
Status	Availability and conditions upon request.



Digital Specials



Vidiboxes, 4-sided

Details/ Location

The Vidibox has two storeys:

- The top box features a 16 m² digital screen.
 - The bottom box can be used in various ways such as a pop-up store or a display box.
 - The sides of both boxes can be branded individually.
- > outdoor positions by arrangement

Size (w x h)

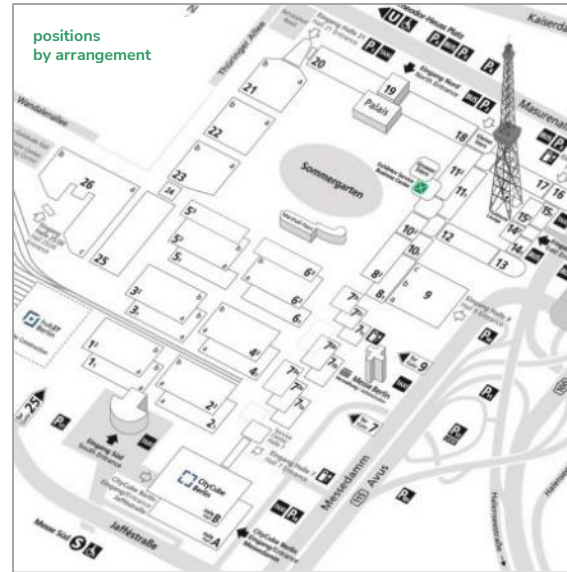
Vidibox total size: 6.10 m x 2.50 m x 6.30 m (l x w x h)
screen size 5.12 m x 3.04 m (w x h)

Status

Availability and conditions upon request.



Digital Specials



Mega-LED Cubes

Details/ Location

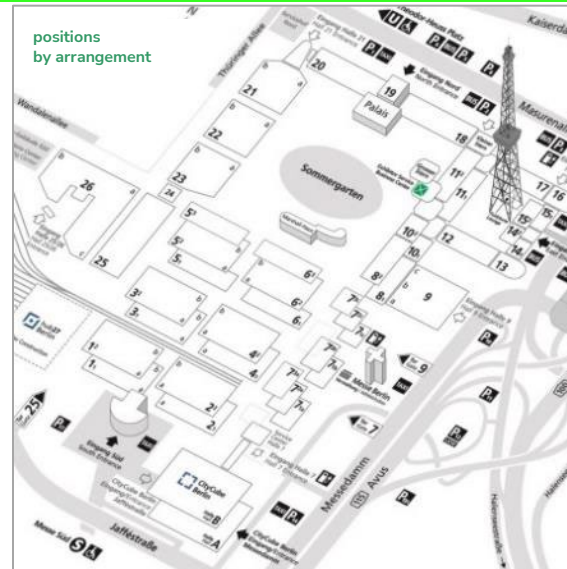
4-sided LED Cube
> out- and indoor positions by arrangement

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

Status

Availability and conditions upon request.



CityBreeze Modules, 1-sided

Details/ Location

1-sided 75" digital screen:

- The backside is covered in a layer of moss.
- The screen actively cleans and cools ambient air while storing co2.

 > out- and indoor positions by arrangement

Size (w x h)

The total size depends on base and individual installation choices.

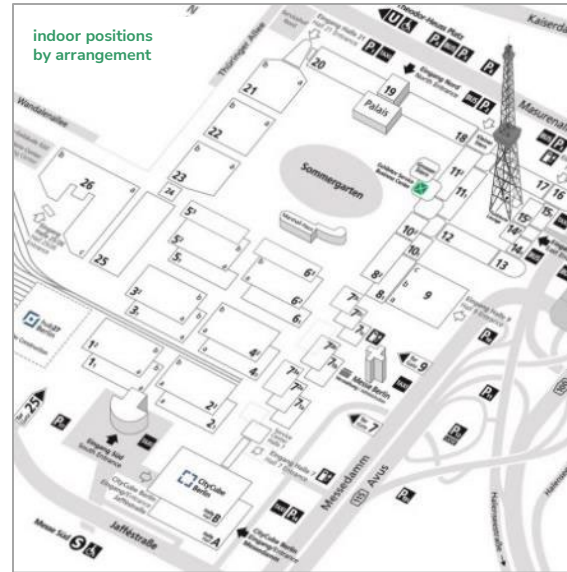
Status

Availability and conditions upon request.

Sanitary Facilities Advertising

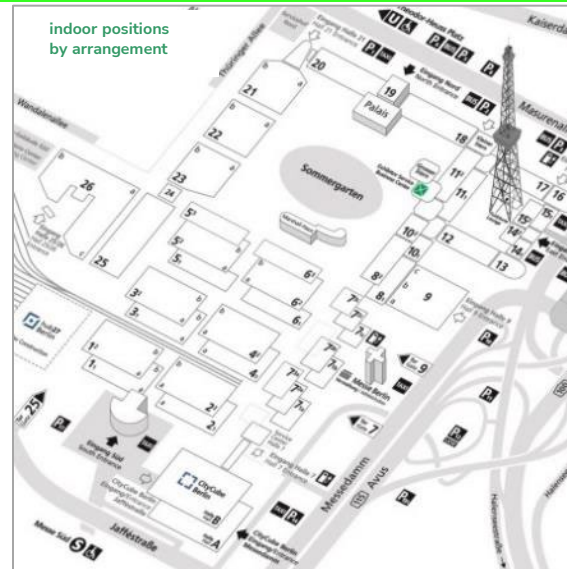


Sanitary Facilities Advertising



Mirror Graphics in the Sanitary Facilities

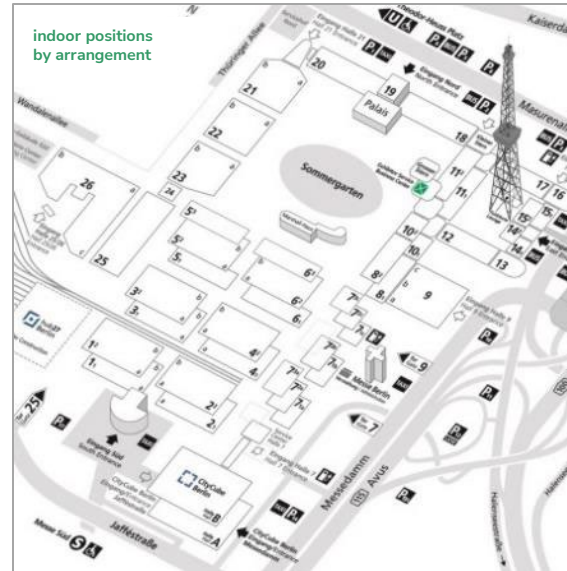
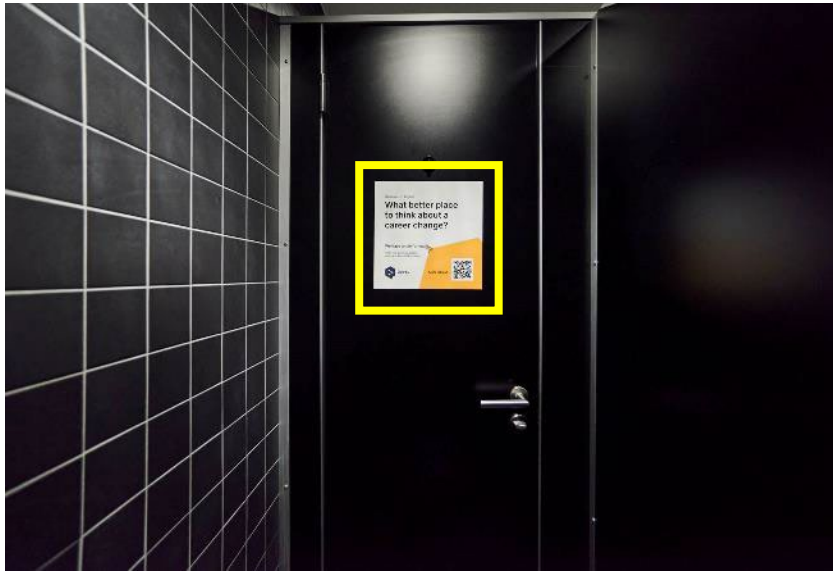
Location	positions by arrangement on more than 500 mirrors in the lavatories
Size (w x h)	e.g. 0.30 m x 0.15 m per graphic other formats on demand
Hire Charge	e.g. 20,635.00 EUR for 250 mirror graphics
Production/Installation	e.g. 2,250.00 EUR for 250 mirror graphics
Status	Availability upon request.



Branding of Towel Dispensers in the Sanitary Facilities

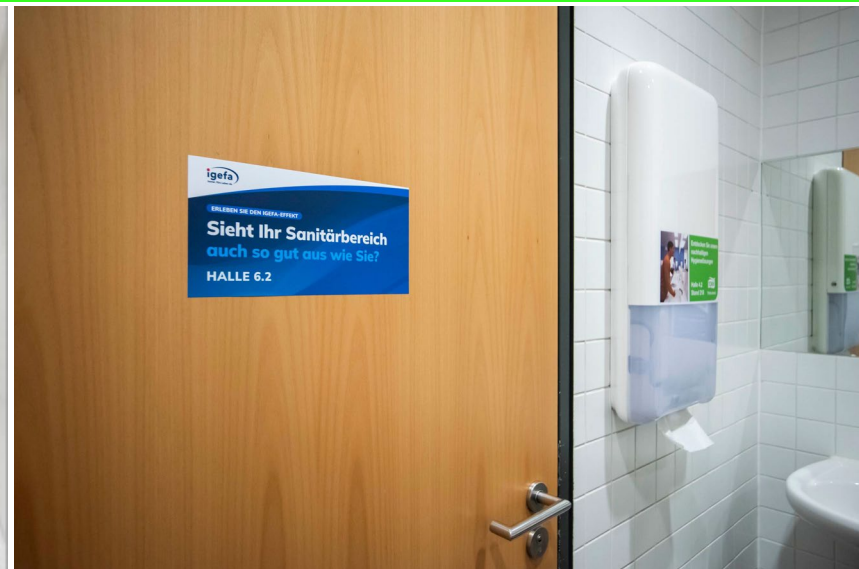
Location	high-quality stickers with your individual design on the towel dispensers in the lavatories (approx. 350 in total)
Size (w x h)	e.g. 0.30 m x 0.15 m per sticker other formats and special shapes possible
Hire Charge	e.g. 20,635.00 EUR for 250 towel dispensers
Production/Installation	e.g. 2,250.00 EUR for 250 towel dispensers
Status	Availability upon request.

Sanitary Facilities Advertising



Door Brandings in the Sanitary Facilities

Location	high-quality stickers with your individual design on the doors in the lavatories as well as in the toilets (approx. 800 doors in total)
Size (w x h)	e.g. 0.30 m x 0.30 m per branding Other formats on demand.
Hire Charge	e.g. 23,410.00 EUR for 250 door brandings
Production/ Installation	e.g. 2,990.00 EUR for 250 door brandings
Status	Availability upon request.



IFA

Innovation
For All

**Get in touch with our experienced team:
via Email: advertising@messe-berlin.de
or via Phone: +4930 3038-2525**

Important note on prices:

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations and are thus only be offered without obligation. Agency commissions will not be accorded. Prices do not include graphic design/layout.