

IFA

**Innovation
For All**

**ONSITE
ADVERTISING**

Berlin ExpoCenter City
05 – 09 September 2025

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Outdoors and Indoors



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Outdoors and Indoors



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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

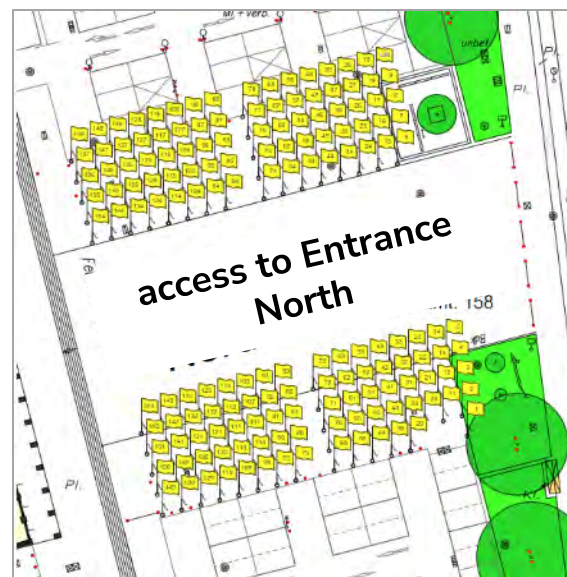


- Photo, Video & Content Creation**
 Cameras • Creator Hub • Drones • Equipment
 Social Media • Video Solutions
- Home & Entertainment**
 Home Networks • Reseller Park • Streaming Services
 TV Accessories • Home Theatre
- Audio**
 Audio Streaming • Headphones • HiFi
 High Performance • Audio Speakers • 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

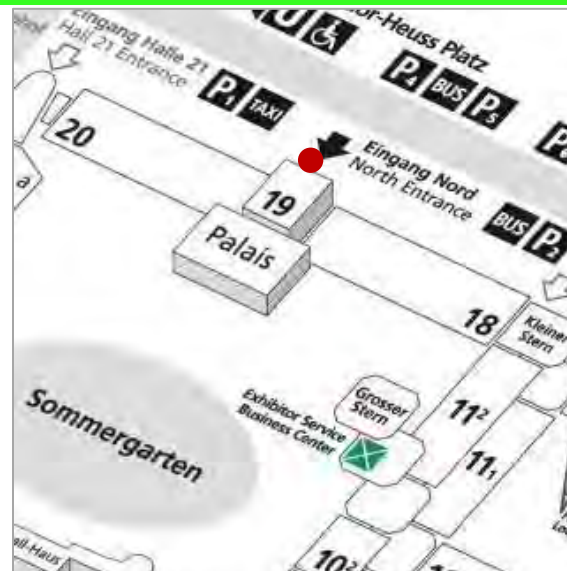


Entrance North



79 Flags (out of 158) at the Access

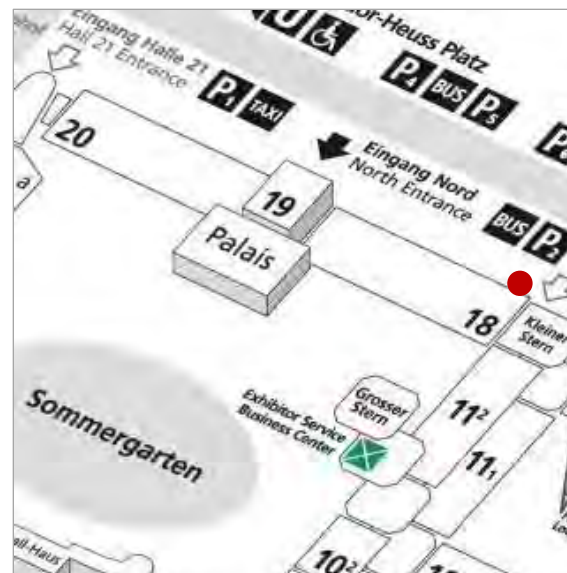
| | |
|--------------------------|--|
| Location | 79 (out of 158) flagpoles with arms at the access to Entrance North: 79 flags for exhibitor advertising and 79 flags for IFA advertising. The exact distribution of the flags will be defined at a later date. |
| Size (w x h) | 1.50 m x 4.00 m per flag |
| 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

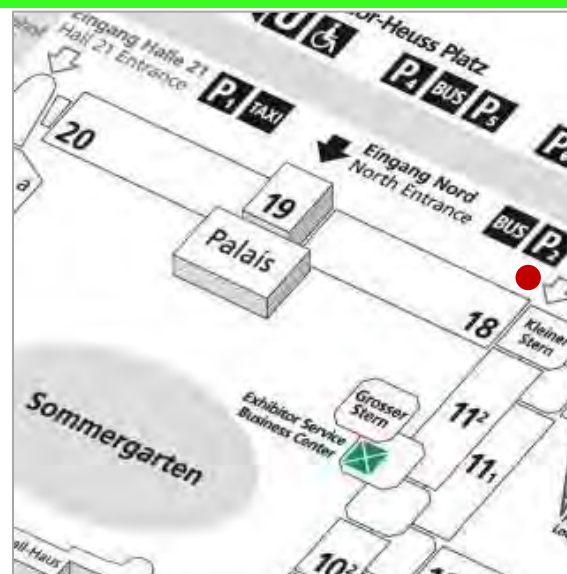
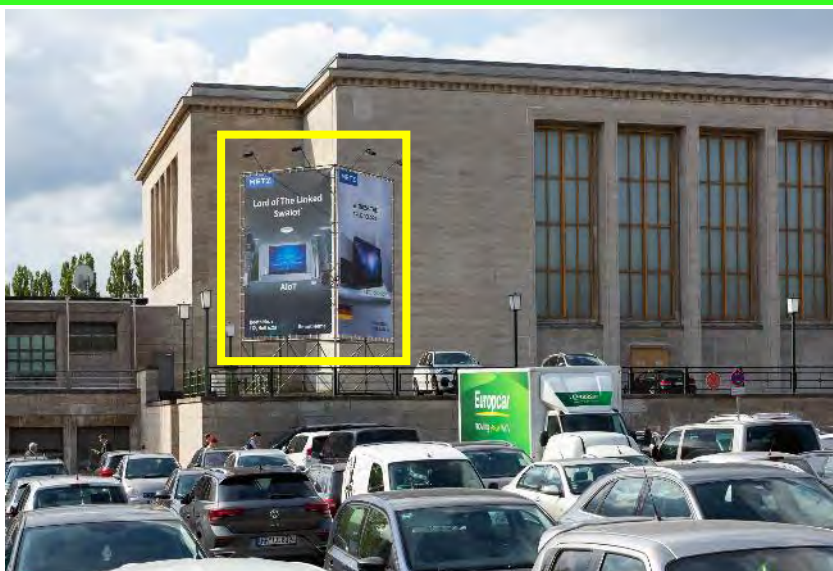
| | |
|--------------------------|--|
| Location | at the facade of Hall 19 at Entrance North (see yellow mark on the left photo) |
| Size (w x h) | 14.40 m x 17.80 m |
| Hire Charge | 97,800.00 EUR |
| Production/ Installation | 9,300.00 EUR |
| Status | Availability upon request. |

Entrance North



1 Mega-Banner at Hall 18

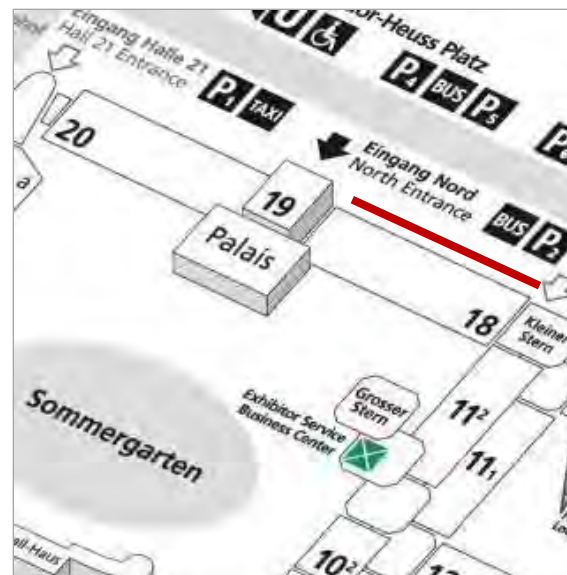
| | |
|-------------------------|--|
| Location | at the facade of Hall 18 at Entrance North (see yellow mark on the left photo) |
| Size (w x h) | 8.58 m x 11.20 m |
| Hire Charge | 33,480.00 EUR |
| Production/Installation | 4,410.00 EUR |
| Status | Availability upon request. |



1 Advertising Tower at Hall 18, 2-sided

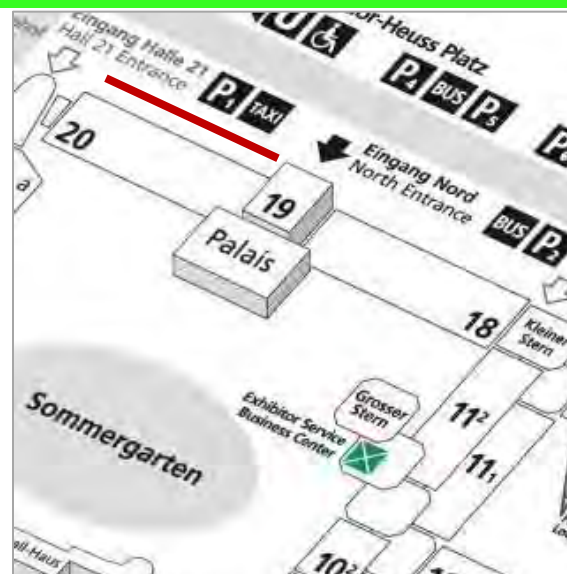
| | |
|-------------------------|---|
| Location | in front of Hall 18 at Entrance North (see yellow mark on the left photo) |
| Size (w x h) | 3.70 m x 5.75 m per banner (2 banners in total) |
| Hire Charge | 13,408.00 EUR for both banners |
| Production/Installation | 2,200.00 EUR for both banners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

Entrance North



1 Gallery Branding at Hall 18

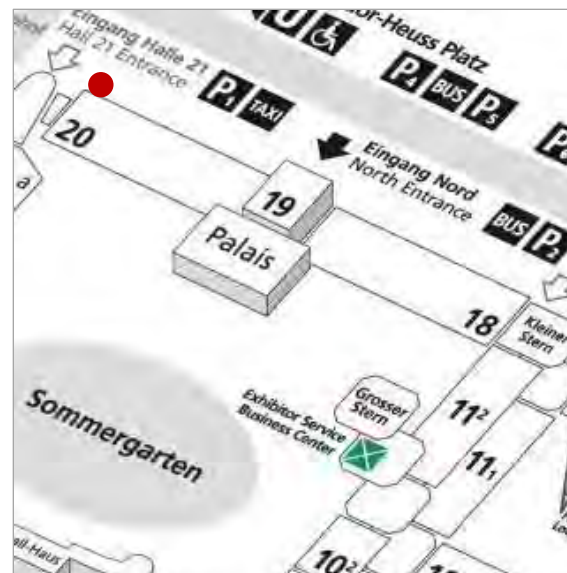
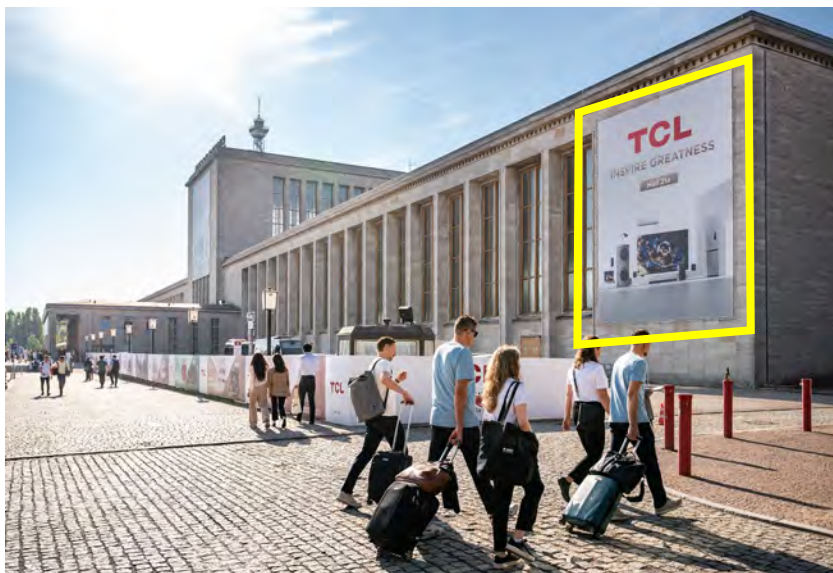
| | |
|-------------------------|--|
| Location | at the balustrade in front of Hall 18 at Entrance North (see yellow mark on the left photo) |
| Size (w x h) | max. 88.77 m x 1.50 m for 3 branding areas: Branding area 1: 6.14 m x 1.50 m Branding area 2: 78,13 m x 1.50 m Branding area 3: 4,50 m x 1.50 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

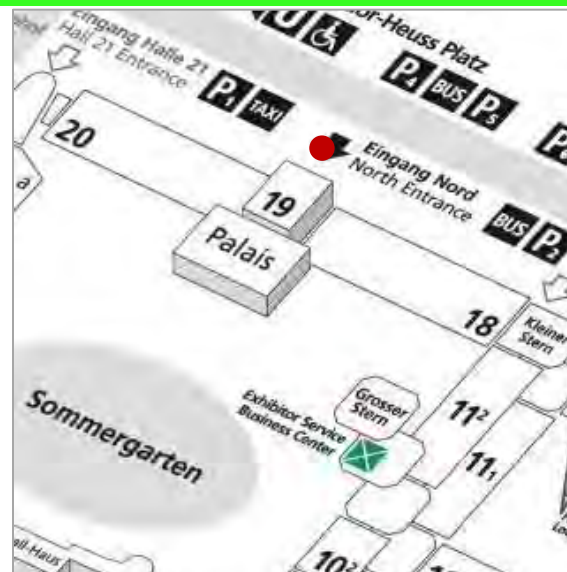
| | |
|-------------------------|---|
| Location | at the balustrade in front of Hall 20 at Entrance North (see yellow mark on the left photo) |
| Size (w x h) | max. 100.997 m x 1.50 m for 3 branding areas: Branding area 1: 11.206 m x 1.50 m Branding area 2: 83.441 m x 1.50 m Branding area 3: 6.35 m 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

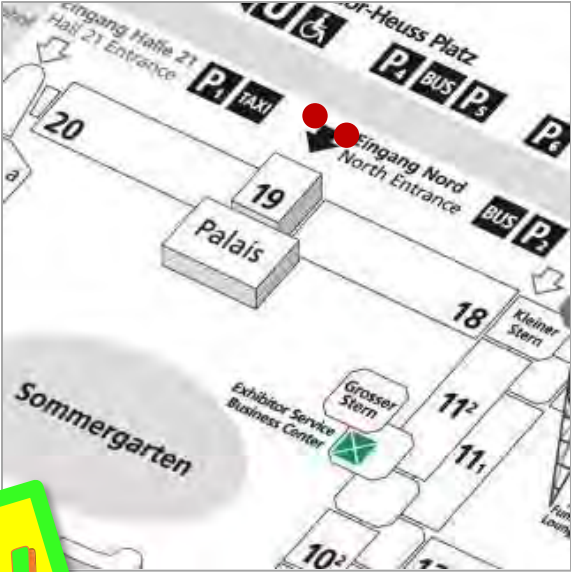
| | |
|-------------------------|--|
| Location | at the facade of Hall 20 at Entrance North (see yellow mark on the left photo) |
| Size (w x h) | 8.58 m x 11.20 m |
| Hire Charge | 33,480.00 EUR |
| Production/Installation | 4,410.00 EUR |
| Status | Availability upon request. |



2 Mobile Advertising Towers at the Access

| | |
|-------------------------|--|
| Location | Up to 2 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. |

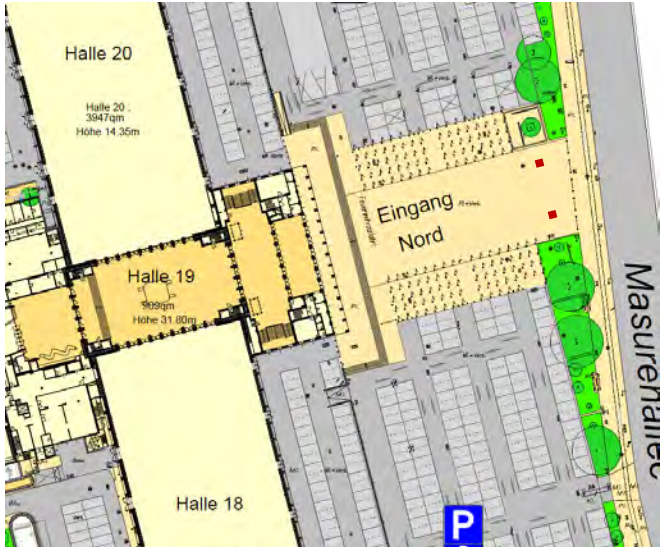
Entrance North



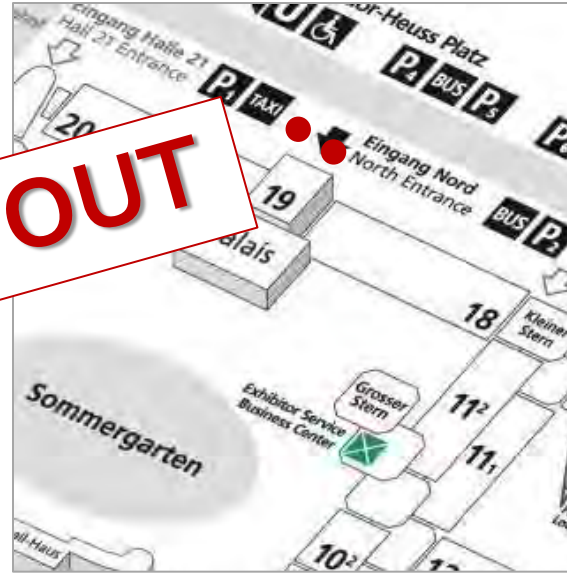
2 Mobile Billboards at Entrance North, 2-sided

| | |
|--------------------------|--|
| Location | directly at the access to Entrance North on the left and right side: see red marks on the maps |
| Size (w x h) | board: 3.35 m x 2.30 m (w x h) each poster area: 8.00 m ² each |
| Hire Charge | 15,500.00 EUR for both billboards, each 2-sided |
| Production/ Installation | 10,400.00 EUR for both billboards. Each 2-sided |
| Status | Availability upon request. |

NEW

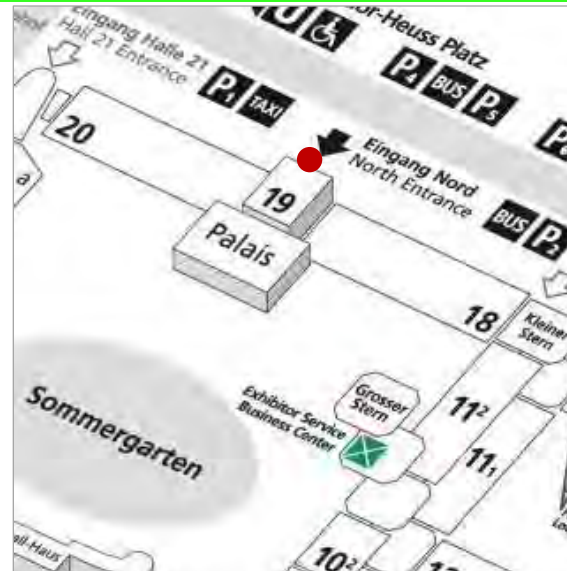


Entrance North



Up to 14 Poster Showcases at the Access

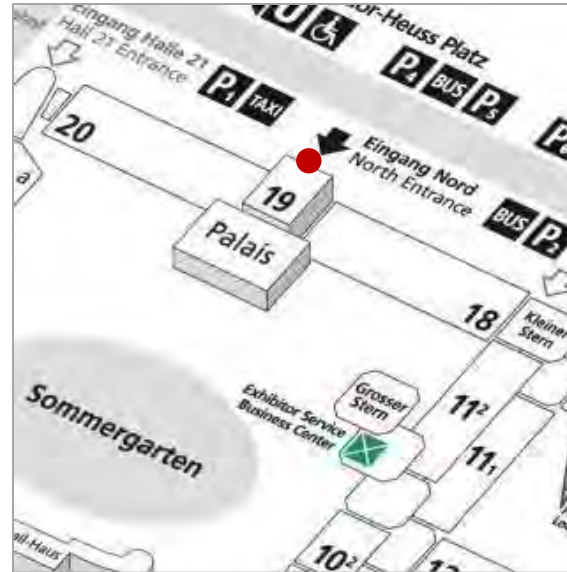
| | |
|-------------------------|---|
| Location | up to 14 showcases. The exact positions depend on the final allocation of this area. 7 showcases in front of Entrance North on the left 7 showcases in front of Entrance North on the right |
| Size (w x h) | 1.15 m x 1.71 m per poster (2 posters per showcase 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

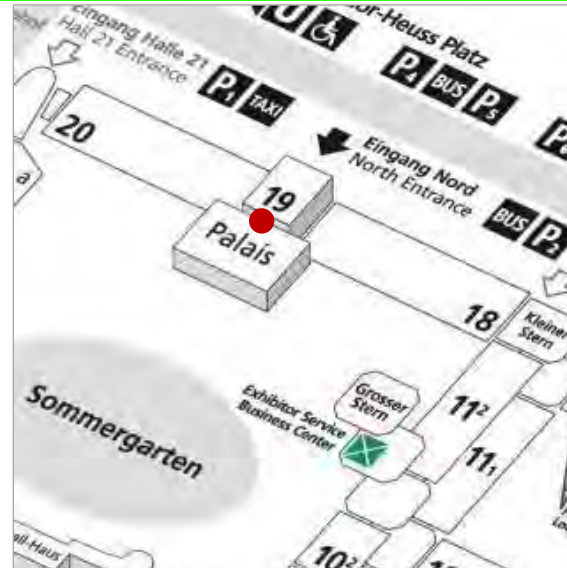
| | |
|-------------------------|--|
| Location | directly at Entrance North in front of the entrance doors to Hall 19 |
| Size (w x h) | 1.15 m x 1.71 m per poster (2 posters per showcase for front and back side) |
| Hire Charge | 10,930.00 EUR for 5 showcases |
| Production/Installation | 9,810.00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

Entrance North



16 Columns Brandings in front of Hall 19

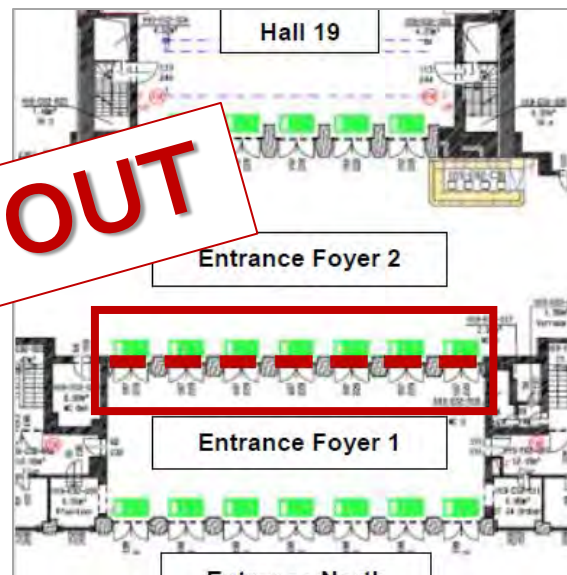
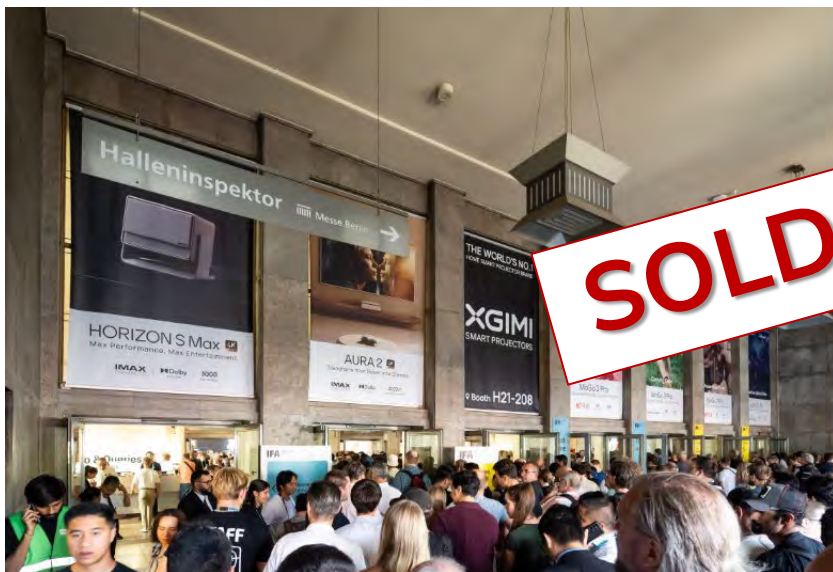
| | |
|--------------------------|---|
| Location | directly at Entrance North in front of the entrance doors to Hall 19 |
| Size (w x h) | visible size: 0.70 m x 4.00 m x 1.00 m (w x h x d) production size: 0.76 m x 4.02 m x 1.06 m (w x h x d) |
| Hire Charge | 27,870.00 EUR for all 16 brandings |
|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



1 Mega Banner at Hall 19 facing the Summer Garden

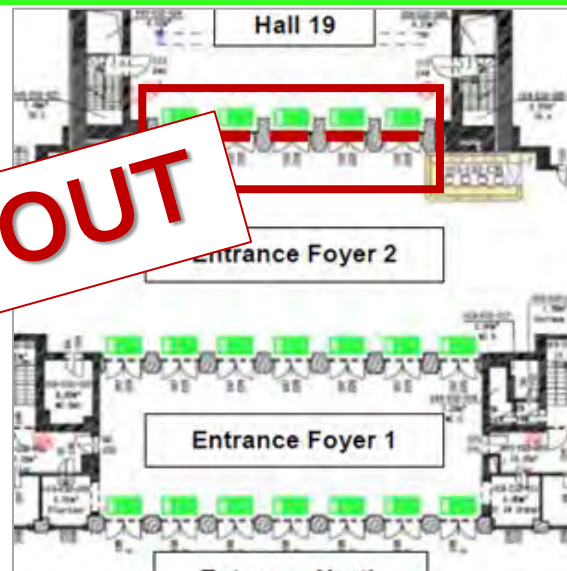
| | |
|--------------------------|--|
| Location | on the southern facade of Hall 19 facing the Summer Garden (see yellow mark on the left photo) |
| Size (w x h) | 18.00 m x 12.60 m |
| Hire Charge | 51,990.00 EUR |
| Production/ Installation | 8,725.00 EUR |
| Status | Availability upon request. |

Entrance North



7 Banners in the Entrance Foyer 1

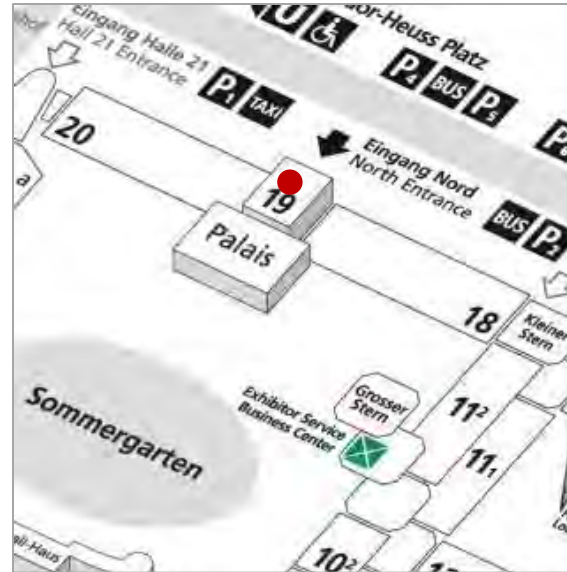
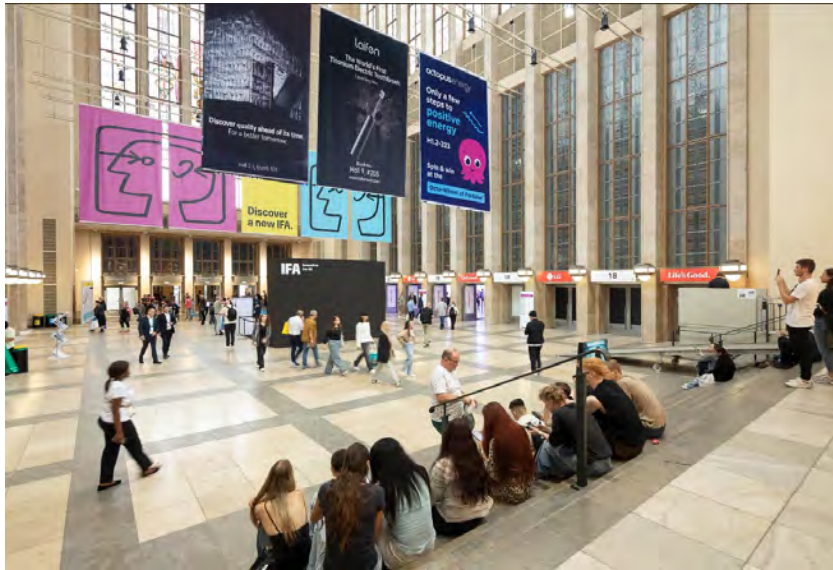
| | |
|-------------------------|---|
| Location | in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the left map) |
| Size (w x h) | 2.20 m x 3.40 m per banner |
| Hire Charge | 30,760.00 EUR for all 7 banners |
| Production/Installation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



5 Banners in the Entrance Foyer 2

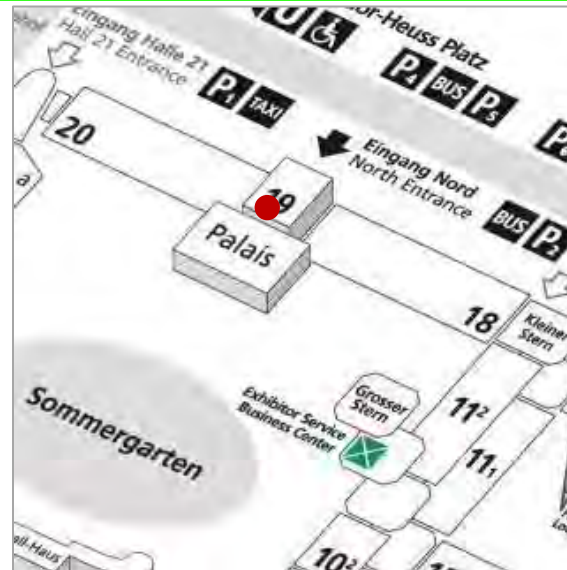
| | |
|-------------------------|--|
| Location | in the Entrance Foyer 2 at the access to Hall 19 above the entrance doors to Hall 19 (see red marks on the left map) |
| Size (w x h) | 2.20 m x 2.90 m per banner |
| Hire Charge | 18,748.00 EUR for all 5 banners |
| Production/Installation | 3,370.00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

Entrance North



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

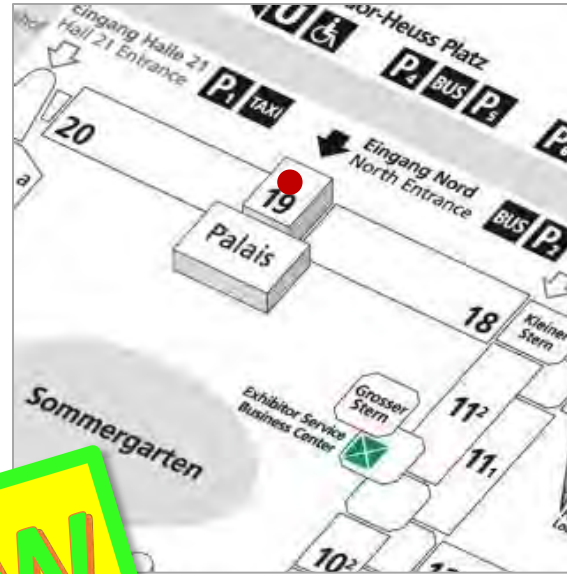
| | |
|--------------------------|--|
| Location | Up to 5 suspended banners in Hall 19 in the access to Halls 18 and 20 on the 2nd level, i.e. in the 2nd row coming from Entrance North. The first row is reserved for IFA advertising. The left photomontage shows the backside of the 2nd row with view from the Palais. |
| 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. |



3 out of 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. |

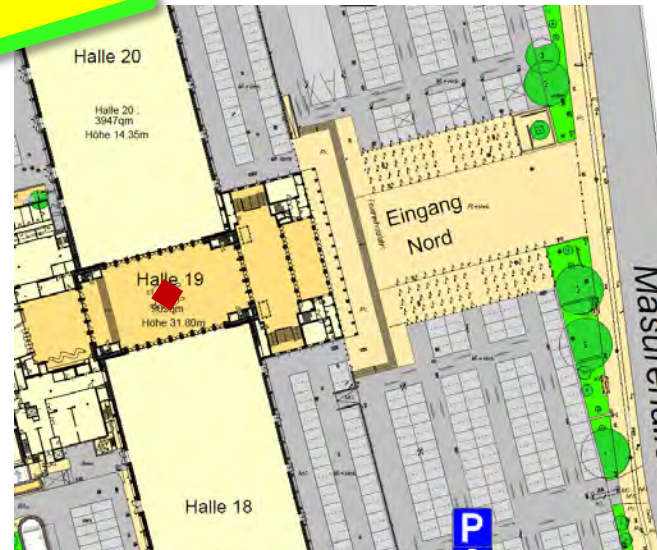
Entrance North



1 Mega-LED Cube in Hall 19, 4-sided

| | |
|-------------------------------|--|
| Location | directly in Hall 19: see red marks on the maps |
| Size (w x h) | approx. 3.00 m x 2.50 m per side, i.e. per screen The cube is equipped with 4 screens in total. |
| Hire Charge | 18,000.00 EUR net per client/ per booking including a 20 second spot shown on all 4 screens in a loop with 2 other clients' content This pricing applies if a total of 3 clients book. |
| Implementation & Handling Fee | 20,000.00 EUR net per client/ per booking This pricing applies if a total of 3 clients book. |
| Status | Availability on request. |

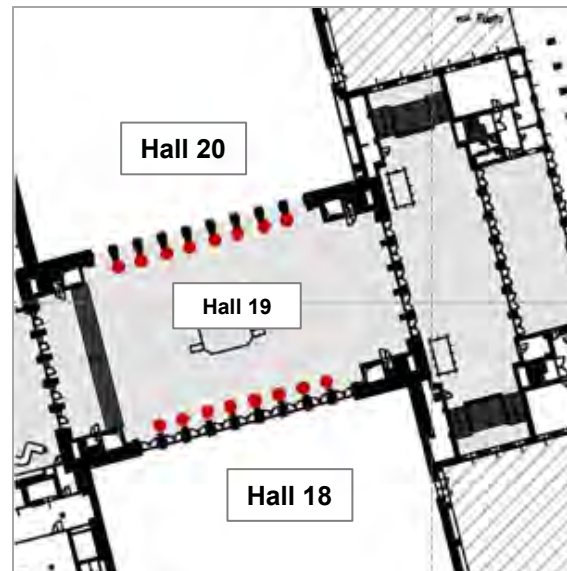
NEW



Sales Concept:

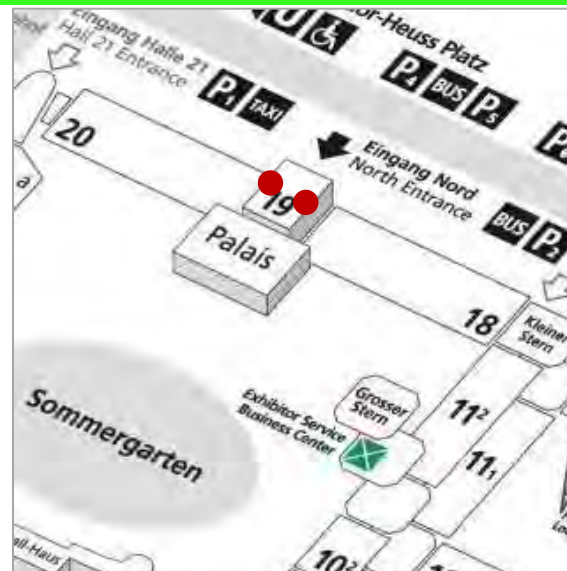
- ✓ This offer can be used by a total of 3 clients (non-exclusive).
- ✓ This offer can be booked by all clients independent from their allocation onsite.
- ✓ Each client's broadcast can consist of images and videos with a length of 20 seconds and will be shown in a loop with 2 other clients' content.
- ✓ The content will be produced and delivered by each client according to our requirements.
- ✓ The screens are running daily during the opening hours of the show.
- ✓ **The above stated conditions apply provided that 3 clients book the offer. If only 2 clients book or an exclusive booking is desired, the terms and conditions will be adapted.**

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. |



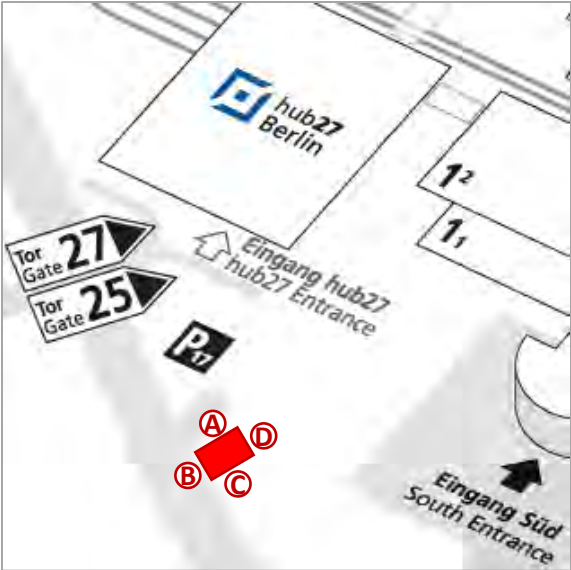
Up to 18 Hall-Brandings leading to Halls 18 or 20

| | |
|--------------------------|---|
| 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

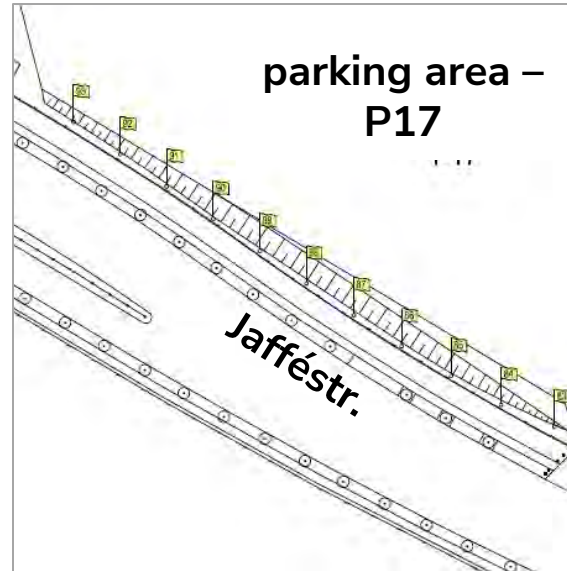


1 Advertising Tower Main Road/ Access Parking Areas, 4-sided

| | |
|--------------------------|--|
| 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

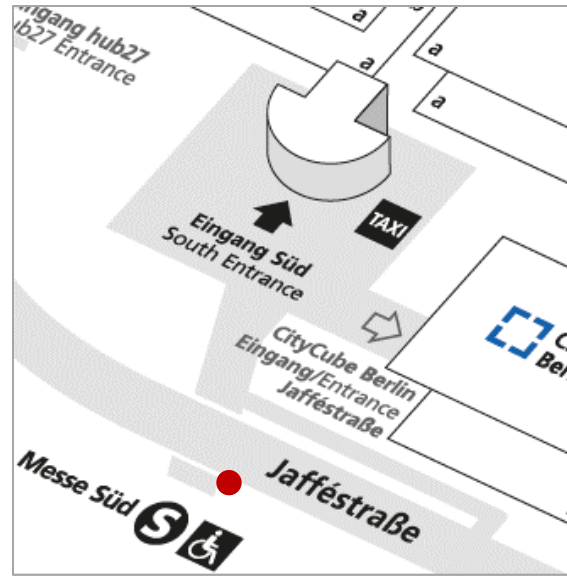
| | |
|--------------------------|---|
| Location | 11 flagpoles at Main road Jafféstraße between the parking areas of Entrance South and the access to Gates 25 and 27 – in front of hub27 |
| Size (w x h) | 1.50 m x 4.00 m per flag |
| Hire Charge | 7,029.00 EUR for 11 flags |
| Production/ Installation | 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

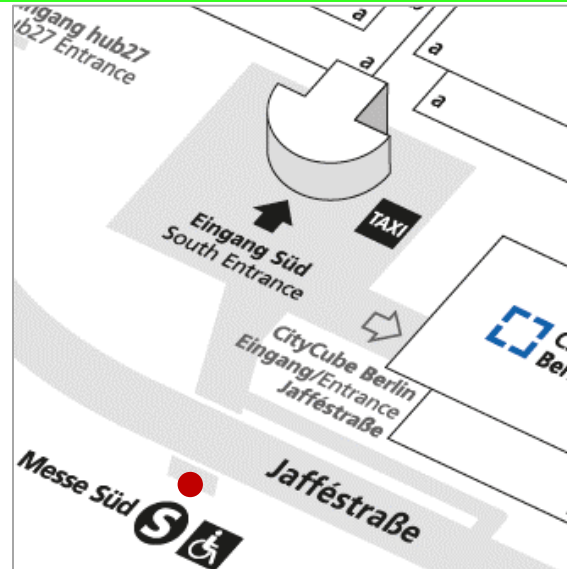
| | |
|--------------------------|--|
| Location | 1 outer branding upon the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South |
| Size (w x h) | 15.00 m x 1.60 m |
| Hire Charge | 13,918.00 EUR |
| Production/ Installation | 1,330.00 EUR |
| Status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

Entrance South



66 Stair Graphics at the Stairs at the Pedestrian Access

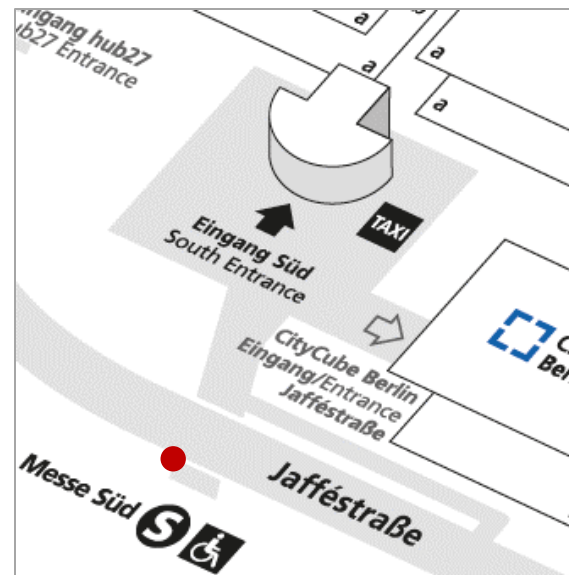
| | |
|-------------------------|--|
| Location | branding of the stairs leading to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South |
| Size (w x h) | 3.60 m x 0.14 m per step (4 segments with 66 steps in total) |
| Hire Charge | 22,695.00 EUR 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

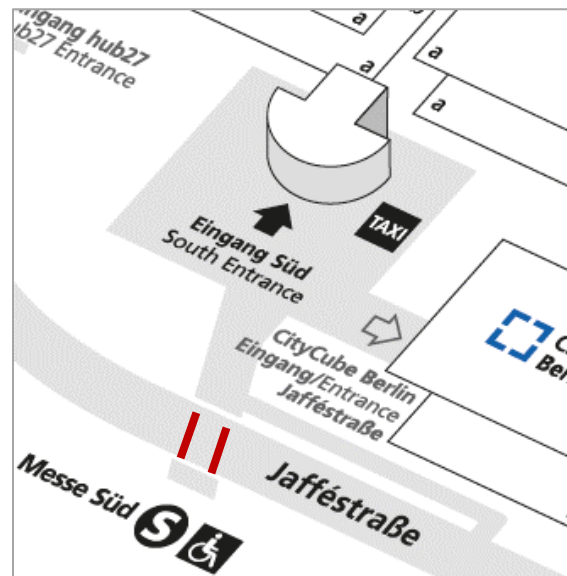
| | |
|-------------------------|---|
| Location | 2 inner brandings on the bridge's left and right side connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South |
| Size (w x h) | 24.85 m x 0.80 m per banner, each 1-sided (2 banners in total) |
| Hire Charge | 21,950.00 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

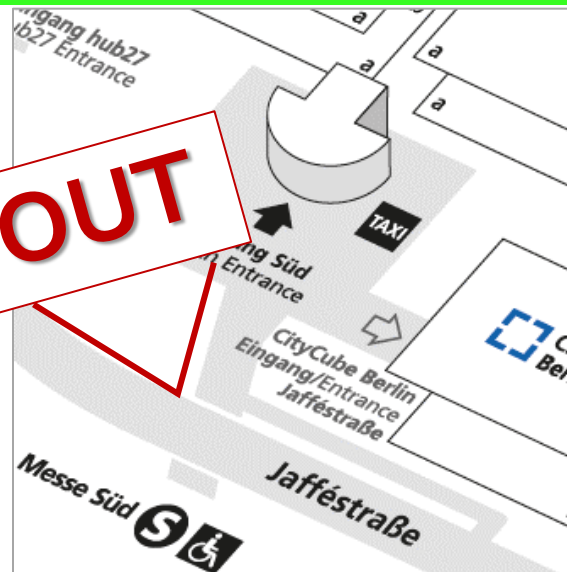
| | |
|-------------------------|--|
| Location | 3 inner brandings on the front of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South |
| Size (w x h) | 3.12 m x 0.53 m per banner (3 banners in total) |
| Hire Charge | 3,835.00 EUR for all 3 banners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

Entrance South



Tunnel Branding at the Pedestrian/ Taxi Access, 2 sides

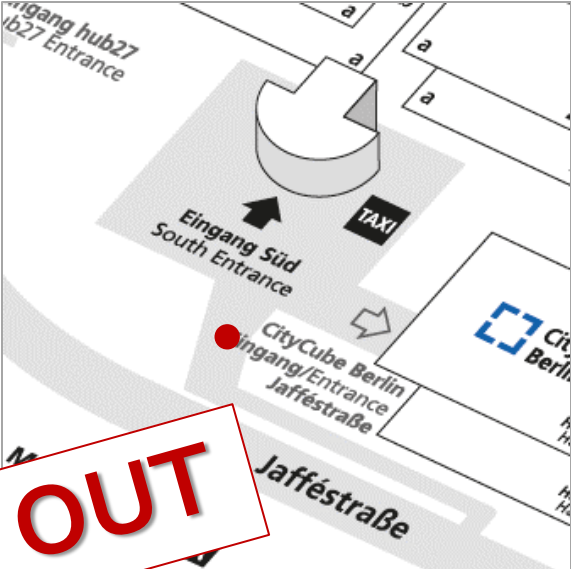
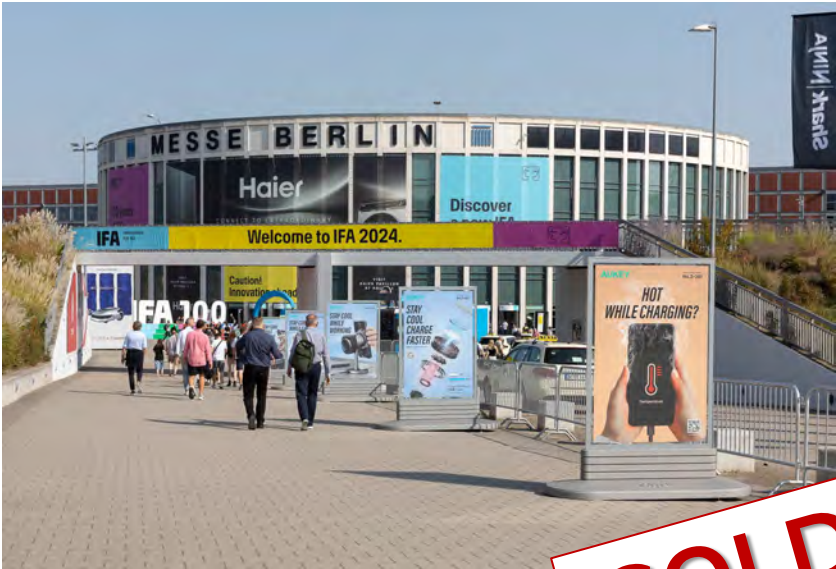
| | |
|--------------------------|--|
| Location | branding of the walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South |
| Size (w x h) | left side: 20.49 m x 2.30 m right side: 20.49 m x 2.30 m |
| Hire Charge | 28,700.00 EUR for both sides |
| Production/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

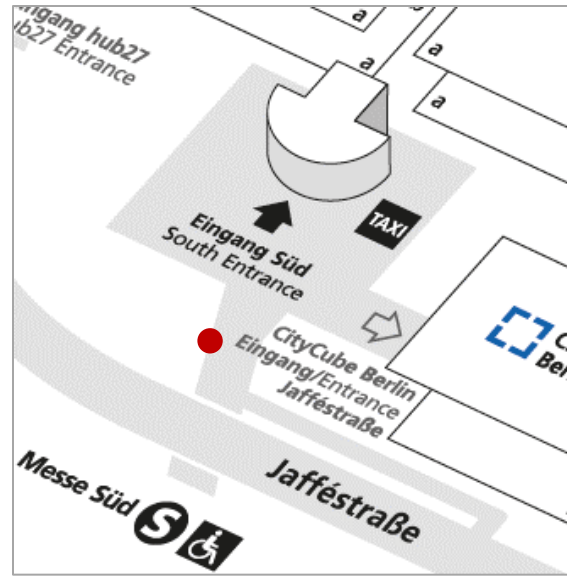


5 Poster Showcases, each 2-sided

| | |
|-------------------------|---|
| 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. |

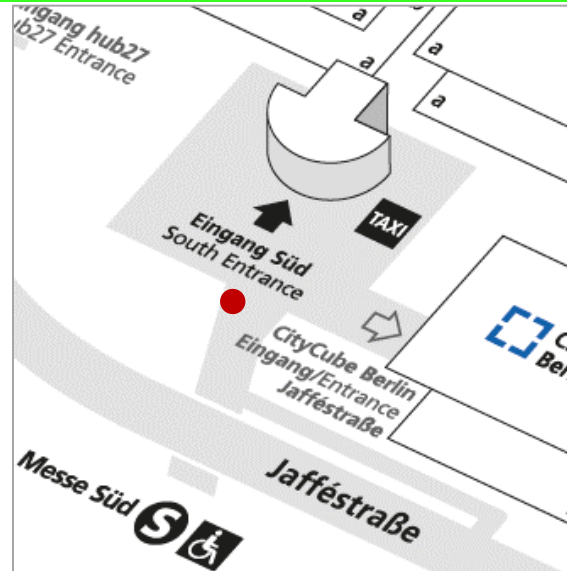


Entrance South



3 Advertising Plates along Pedestrian and Taxi Access

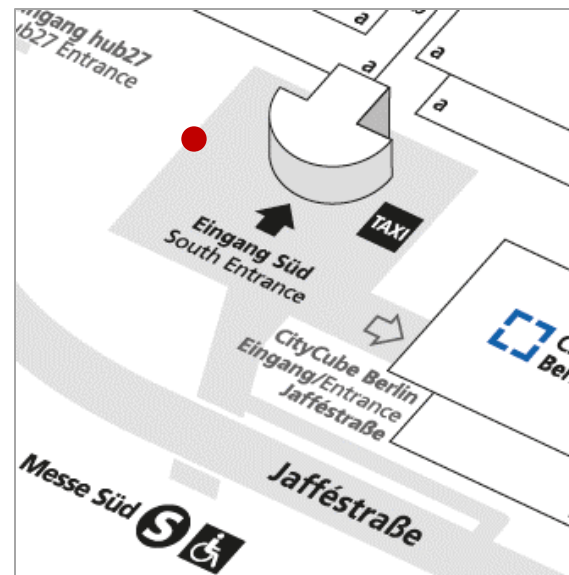
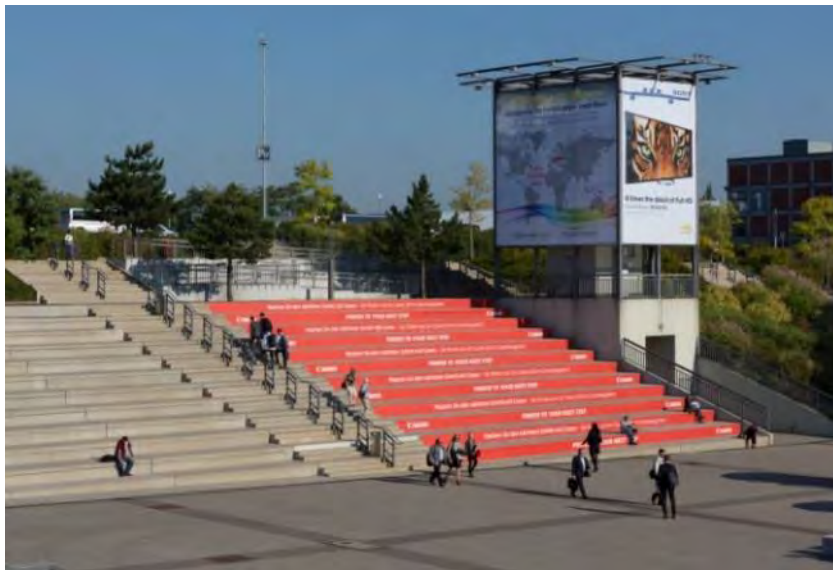
| | |
|-------------------------|---|
| Location | at the pedestrian and taxi access to Entrance South |
| Size (w x h) | 3.50 m x 6.70 m per plate (3 plates in total) |
| Hire Charge | 37,040.00 EUR for all 3 plates |
| Production/Installation | 5,830.00 EUR for all 3 plates |
| Status | Availability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



1 Bridge Branding

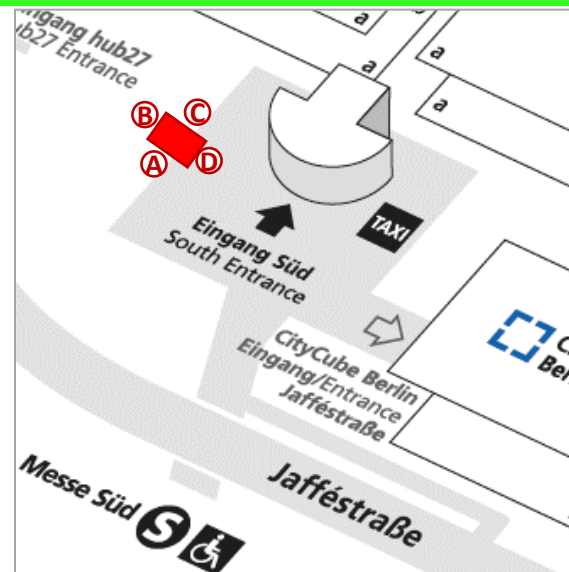
| | |
|-------------------------|--|
| Location | 1 banner at the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South |
| Size (w x h) | 1 wall trapezium shape: min. 76 m ² (left side coming from the urban railway station – see yellow marked area on the left photo) |
| 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



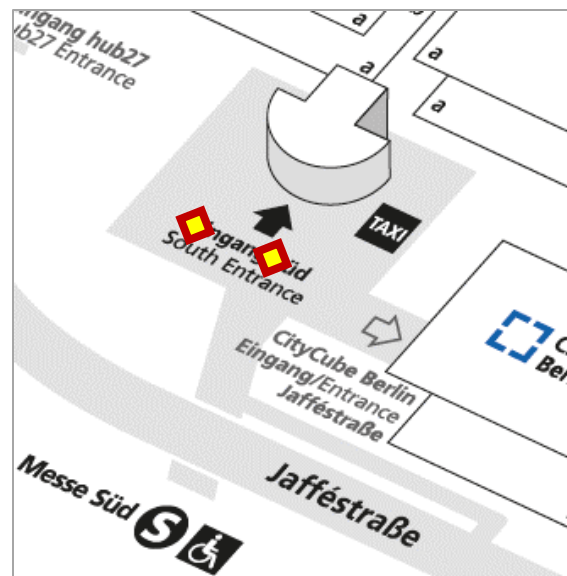
Mega-Banners at Halls 1.2 and 2.2

| | |
|--------------------------|---|
| Location | at the facades of Hall 1.2 and 2.2 towards the plaza of Entrance South: see no. 1 and 2 on the left photo as well as the exemplary yellow marks on the photos below |
| Size (w x h) | e.g. 23.50 m x 8.50 m Other formats are possible. |
| Hire Charge | e.g. 37,575.00 EUR per banner |
| Production/ Installation | e.g. 14,895.00 EUR per banner |
| Status | Availability upon request. |

NEW

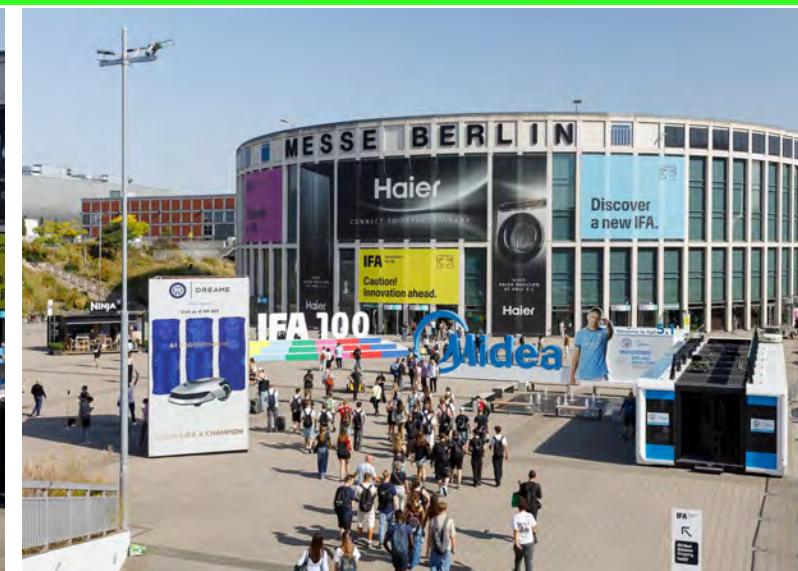


Entrance South

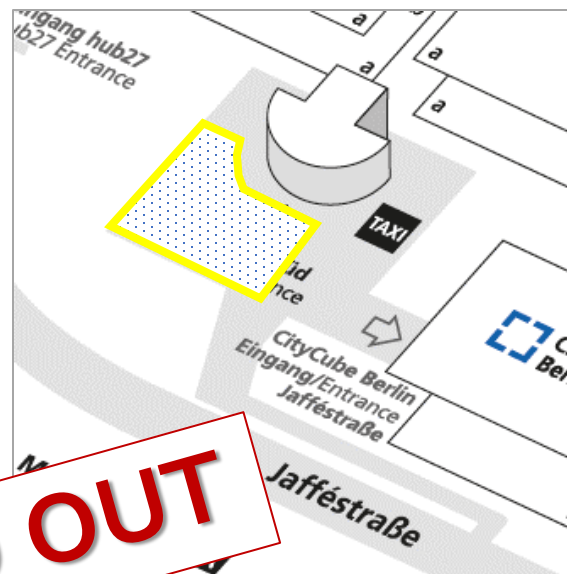
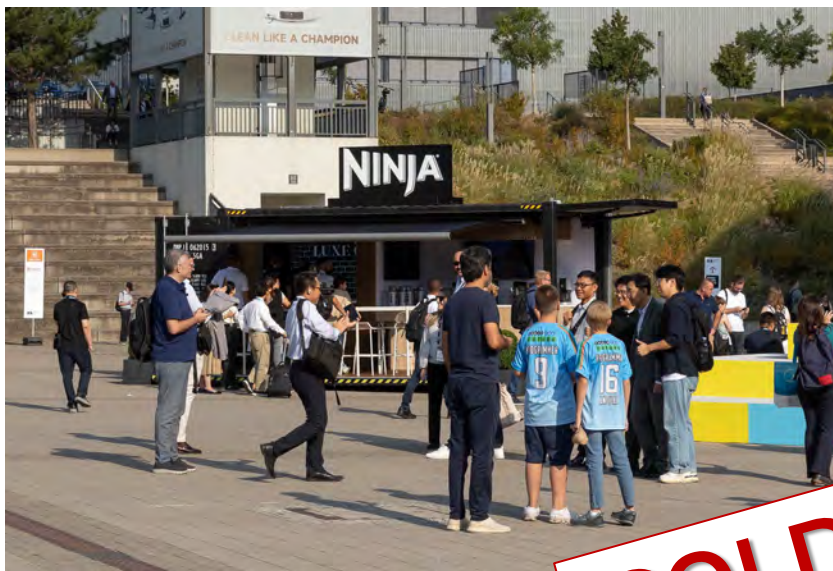


Mobile Advertising Towers on the Plaza, 4-sided

| | |
|-------------------------|--|
| 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



SOLD OUT

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*. |



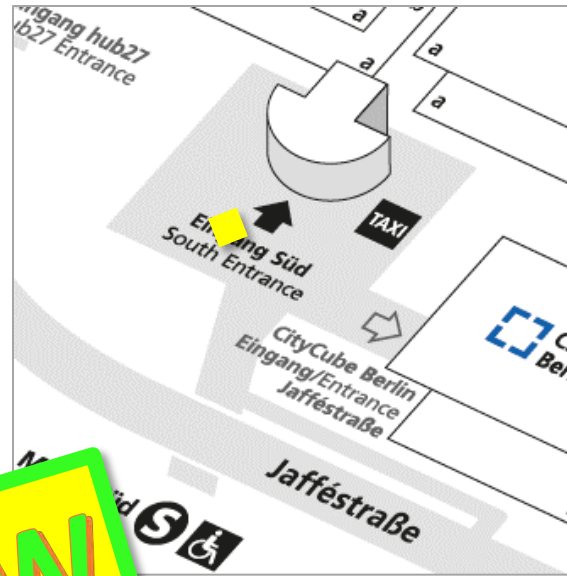
*The customer is asked to submit their ideas, visions and wishes for their special project or exhibit in the form of images, renderings or similar.

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](#)

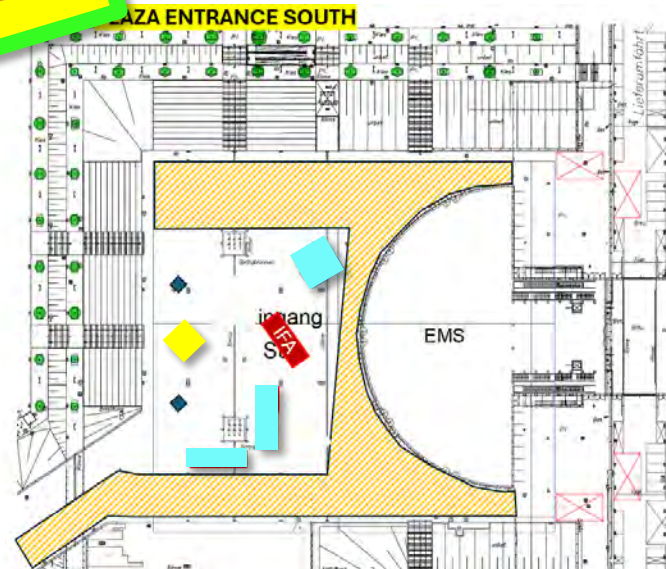
Entrance South



1 Mega-LED Cube on the Plaza, 4-sided

| | |
|-------------------------------|--|
| Location | on the Plaza of Entrance South centrally placed between other mobile exhibits: see yellow marks on the maps |
| Size (w x h) | approx. 5.00 m x 3.50 m per side, i.e. per screen The cube is equipped with 4 screens in total. |
| Hire Charge | 35,000.00 EUR net per client/ per booking including a 20 second spot shown on all 4 screens in a loop with 2 other clients' content This pricing applies if a total of 3 clients book. |
| Implementation & Handling Fee | 20,000.00 EUR net per client/ per booking This pricing applies if a total of 3 clients book. |
| Status | Availability on request. |

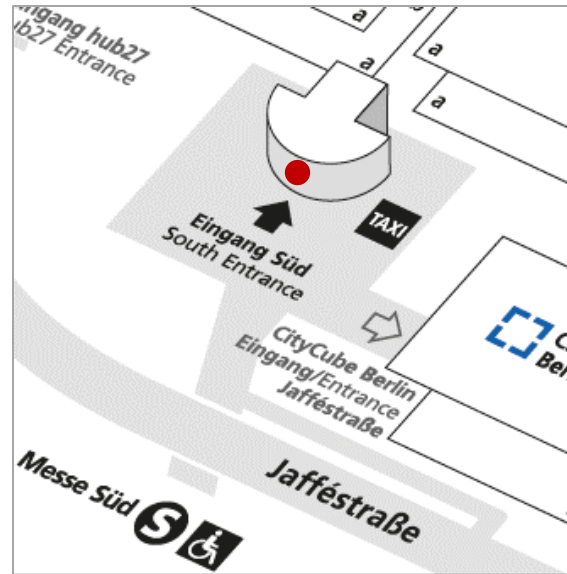
NEW



Sales Concept:

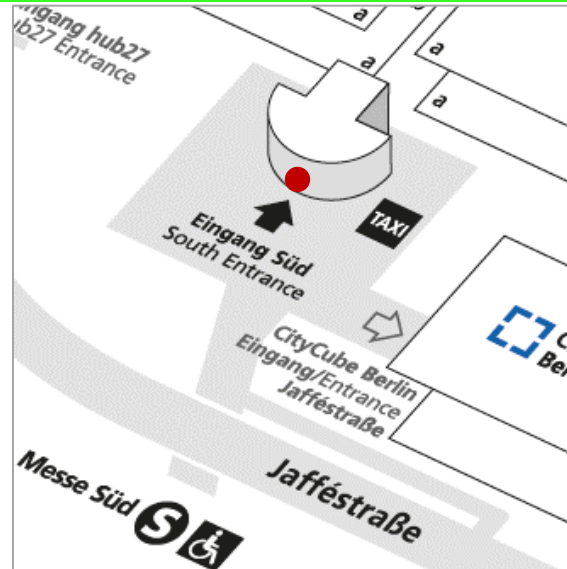
- ✓ This offer can be used by a total of 3 clients (non-exclusive).
- ✓ This offer can be booked by all clients independent from their allocation onsite.
- ✓ Each client's broadcast can consist of images and videos with a length of 20 seconds and will be shown in a loop with 2 other clients' content.
- ✓ The content will be produced and delivered by each client according to our requirements.
- ✓ The screens are running daily during the opening hours of the show.
- ✓ **The above stated conditions apply provided that 3 clients book the offer. If only 2 clients book or an exclusive booking is desired, the terms and conditions will be adapted.**

Entrance South



1 Window Branding at the Entrance Hall: Gate Version

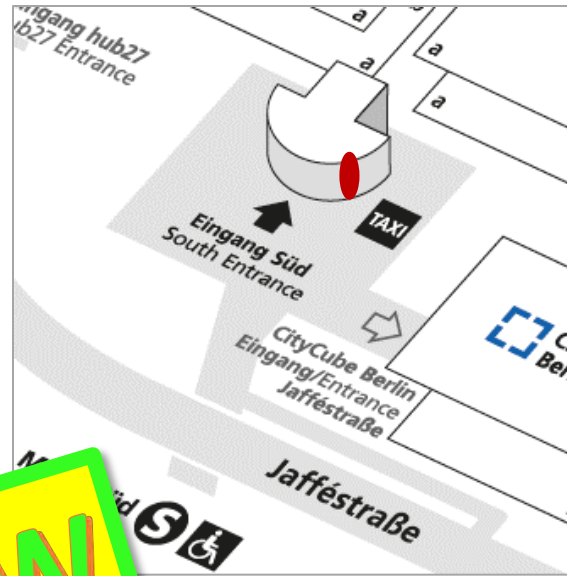
| | |
|-------------------------|---|
| Location | 1 horizontal and 2 vertical banners at the Entrance Hall in the center: "gate version" – see yellow marked area on the left photo |
| Size (w x h) | 1 horizontal banner: 16.40 m x 7.95 m 2 vertical banners: 5.20 m x 16.90 m each |
| Hire Charge | 189,000.00 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. |

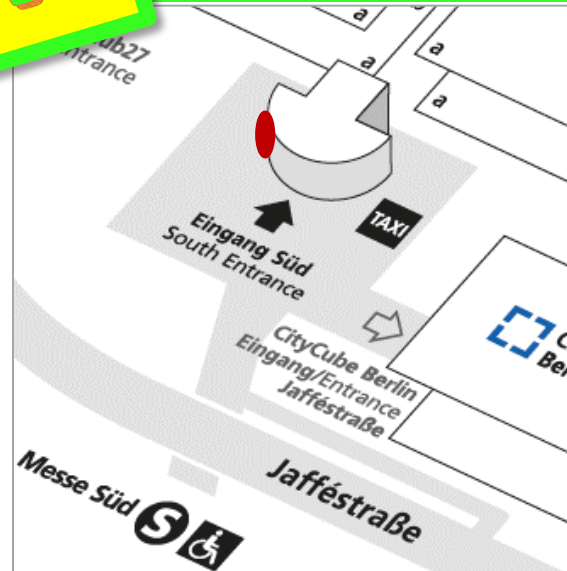
Entrance South



1 Upright Mega-Banner at the Entrance Hall: right side

| | |
|-------------------------|--|
| Location | directly at the Entrance Hall on the right outer side towards the streams of visitors from the south-east, the taxi lane and the CityCube Berlin: see yellow marked area on the left photomontage |
| Size (w x h) | approx. 5.20 m x 16.90 m |
| Hire Charge | 54,310.00 EUR |
| Production/Installation | 5,010.00 EUR |
| Status | Availability upon request. |

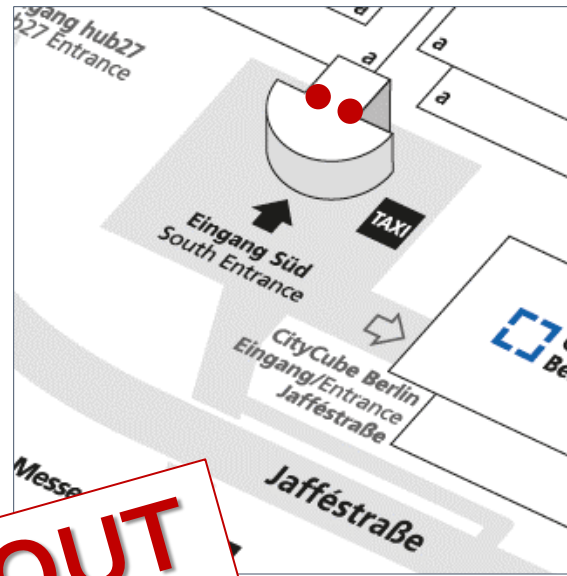
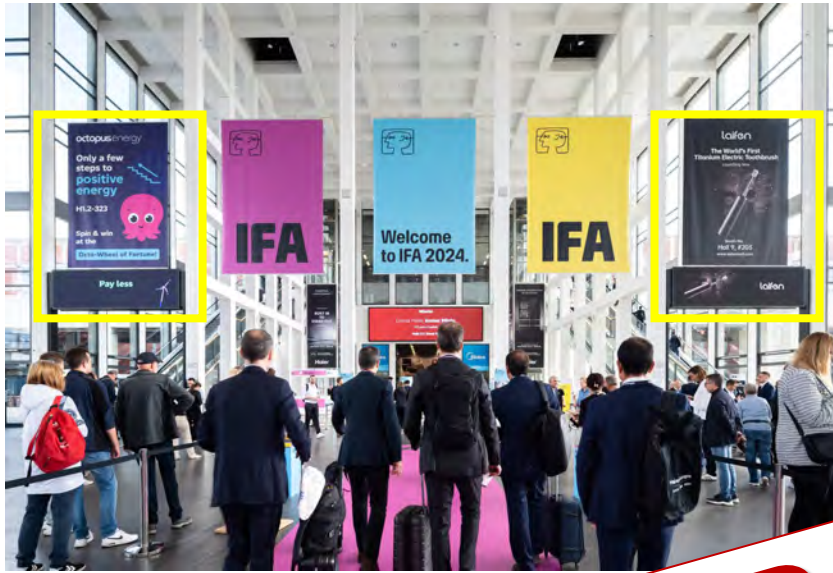
NEW



1 Upright Mega-Banner at the Entrance Hall: left side

| | |
|-------------------------|---|
| Location | directly at the Entrance Hall on the left outer side towards the streams of visitors from the north-west, the hub27 and the parking areas "P17": see yellow marked area on the left photomontage |
| Size (w x h) | approx. 5.20 m x 16.90 m (w x h) |
| Hire Charge | 54,310.00 EUR |
| Production/Installation | 5,010.00 EUR |
| 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

22,925.00 EUR per combi-pack including:
- a 30 sec. spot within a loop with organizer content
- 1 banner above

Handling Fee

1,290.00 EUR per combi-pack/ LED

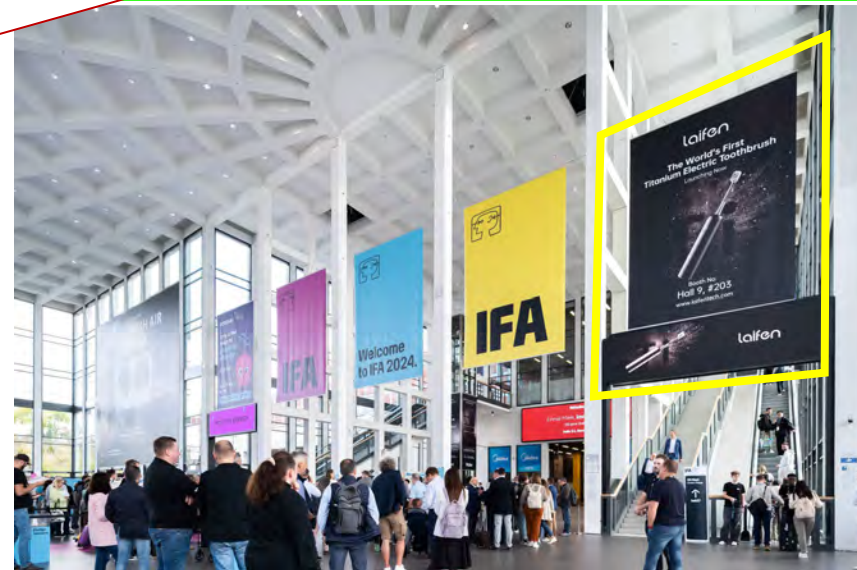
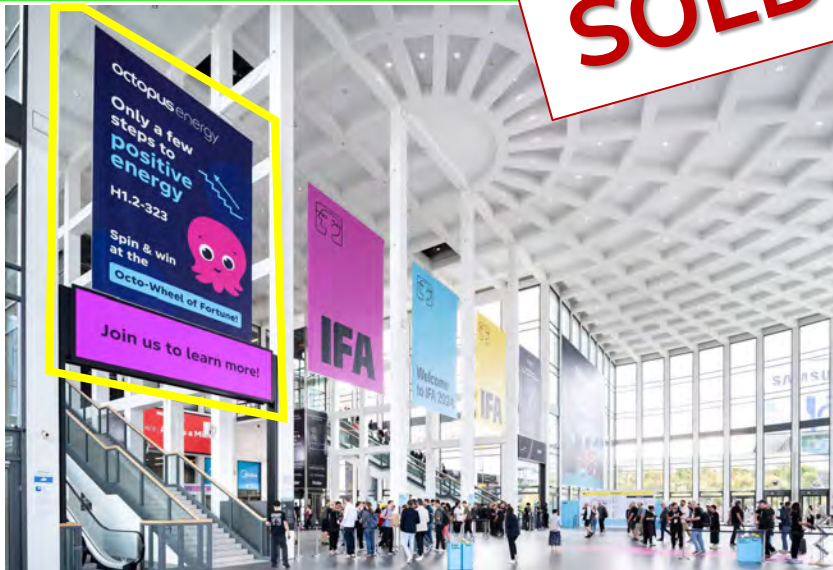
Production/ Installation

2,875.00 EUR per Banner above

Status

Availability upon request.

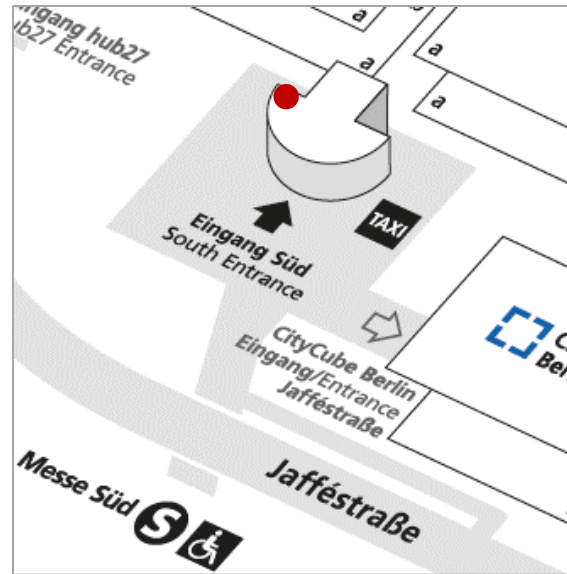
SOLD OUT



*Technical specs of the LED displays:

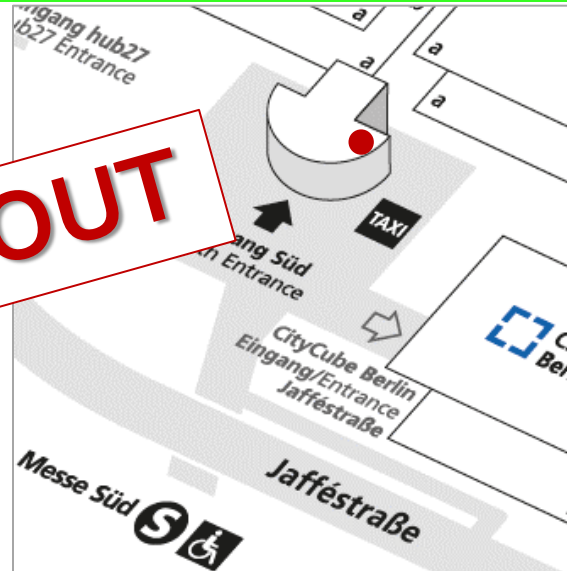
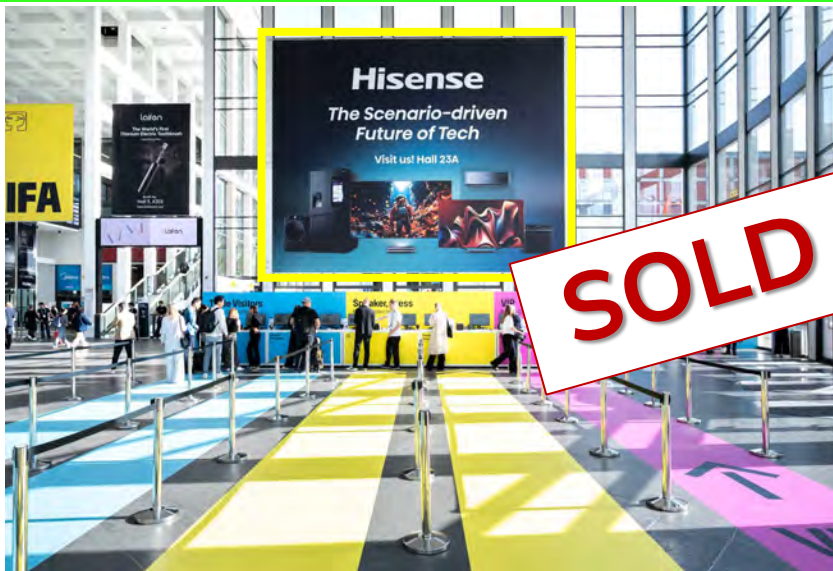
FULL-HD LED displays, each 1-sided.
2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9
4.86 m x 1.36 m each; 3840 x 1080 pixel each
1 screen per package

Entrance South



1 Window Banner in the Entrance Hall, left hand side

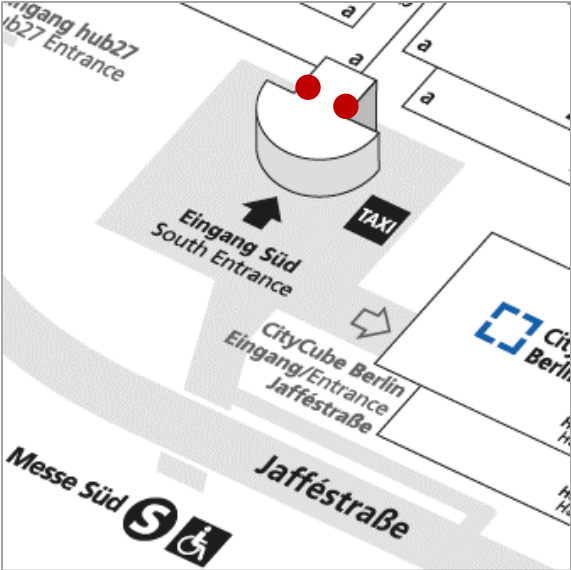
| | |
|-------------------------|--|
| Location | 1 window banner in the Entrance Hall on the windows along the left hand side |
| Size (w x h) | 14.50 m x 11.70 m |
| Hire Charge | 63,210.00 EUR |
| Production/Installation | 10,270.00 EUR |
| Status | Availability upon request. |



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

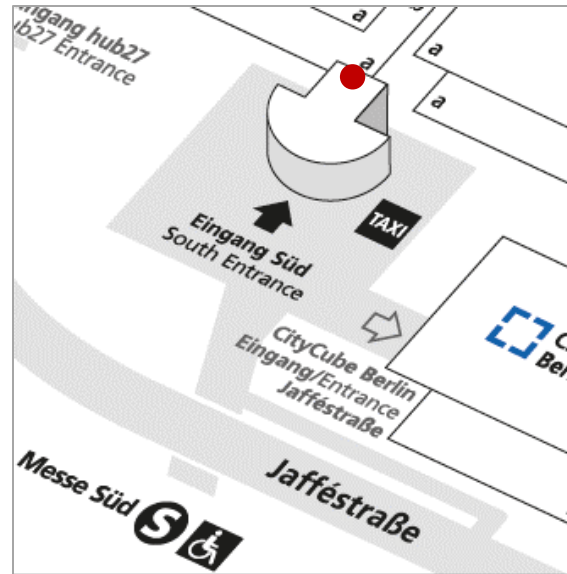


Suspended Banners in the Entrance Hall

| | |
|-------------------------|---|
| 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. |

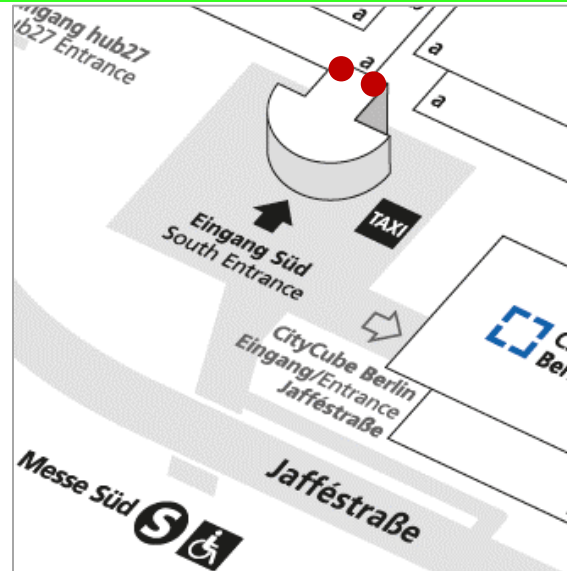


Entrance South



Exclusive LED Mega-Display in the Entrance Hall

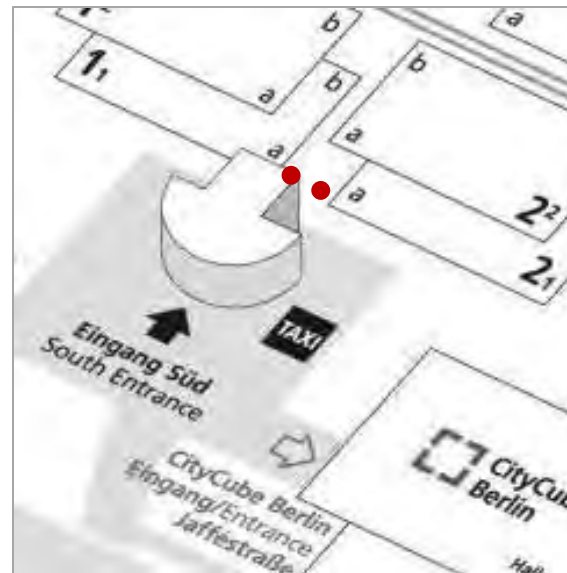
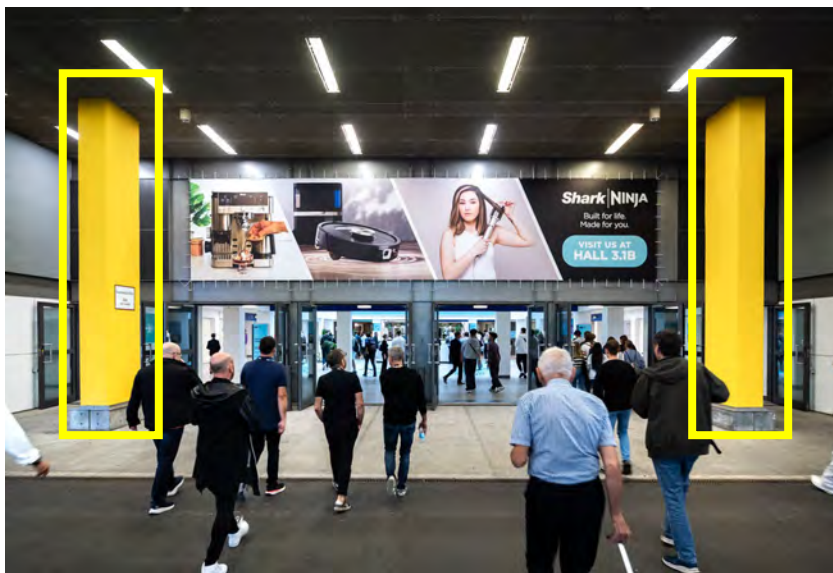
| | |
|-----------------|--|
| Location | LED Mega-Display in the Entrance Hall at the access to Halls 1-6 |
| Technical Specs | FULL-HD display; 2.50 mm pixel pitch; 20 Mbit; 60 fps; content 32:9 LED dimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel |
| Hire Charge | 40,580.00 EUR for an exclusive 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

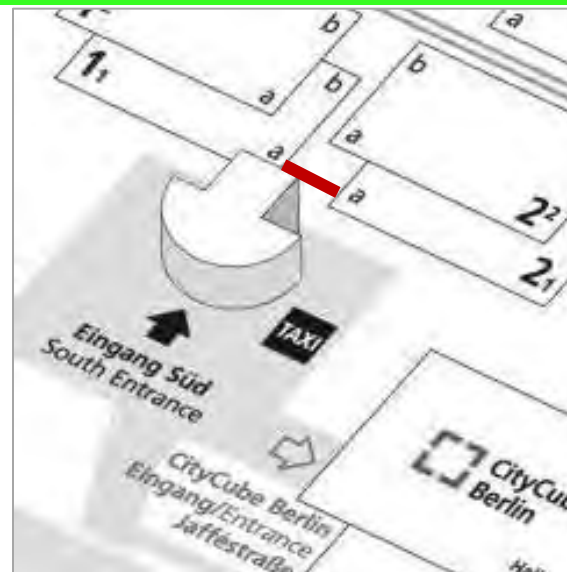
| | |
|--------------------------|--|
| Location | at the access area to Halls 1.1 to 6.1 coming from the Entrance Hall: 8 brandings can be fixed on 4 windows on the front and back sides. |
| Size (w x h) | 2.34 m x 2.35 m per window cling (8 brandings in total) |
| Hire Charge | 14,075.00 EUR for 4 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

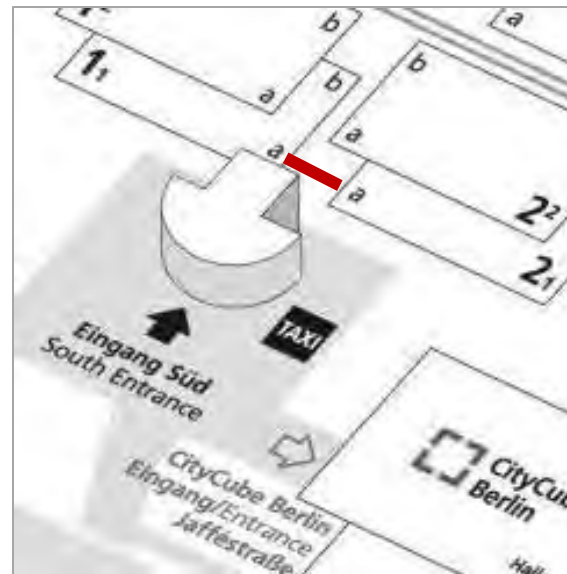
| | |
|--------------------------|---|
| Location | in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1 |
| Size (w x h) | front and back sides: 0.86 m x 6.00 m each lateral sides: 1.32 m x 6.00 m each (4 sides per pillar) |
| Hire Charge | 15,440.00 EUR for both 4-sided pillar brandings |
| 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

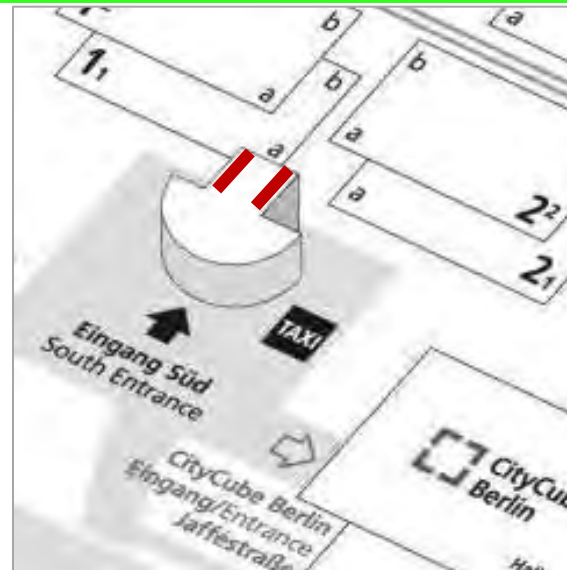
| | |
|--------------------------|---|
| Location | above the entrance doors to the middle foyers of Halls 1.1/ 2.1 |
| Size (w x h) | 11.50 m x 2.50 m |
| Hire Charge | 14,980.00 EUR |
| Production/ Installation | 2,175.00 EUR |
| Status | Availability upon request. |

Entrance South



1 Banner Middle Foyer Halls 1.1a/ 2.1a

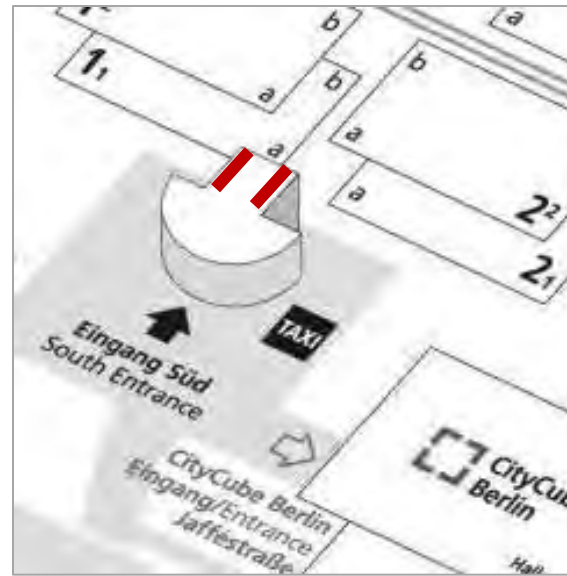
| | |
|--------------------------|---|
| Location | directly in the middle foyer of Halls 1.1a/ 2.1a coming from Entrance South |
| Size (w x h) | 11.49 m x 1.50 m |
| Hire Charge | 15,350.00 EUR |
| Production/ Installation | 2,345.00 EUR |
| Status | Availability upon request. |



120 Step Graphics at the Stairs in the Entrance Hall

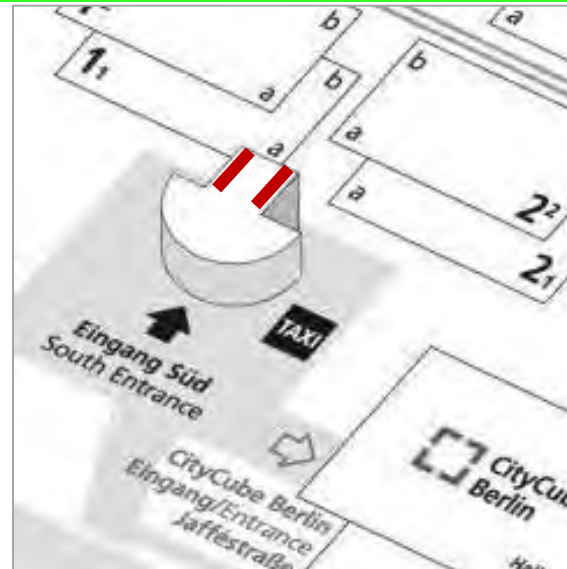
| | |
|--------------------------|--|
| Location | 2 stairs with 120 steps in the Entrance Hall on the left and right hand side leading to halls 1.2 to 6.2 |
| Size (w x h) | 1.83 m x 0.135 m per step graphic (60 step graphics per stair) |
| Hire Charge | 40,765.00 EUR for both stairs, i.e. for 120 steps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

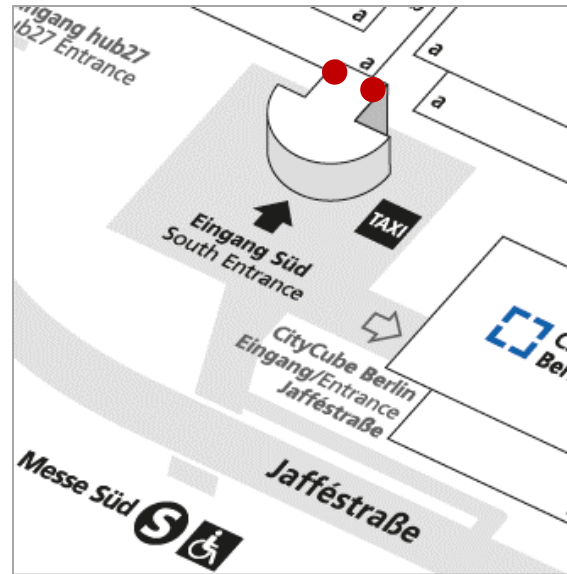
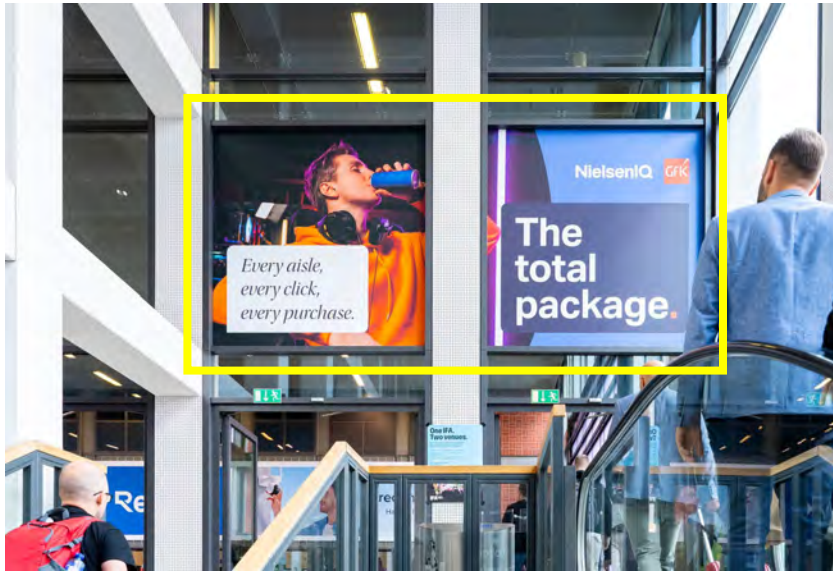
| | |
|-------------------------|---|
| Location | 2 stairs with 4 rails in the Entrance Hall on the left and right hand side, 2-sided leading to halls 1.2 to 6.2 (see red marks on the left photo) |
| Size (w x h) | the stencils will be provided on demand |
| Hire Charge | 32,560.00 EUR for both stairs, 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

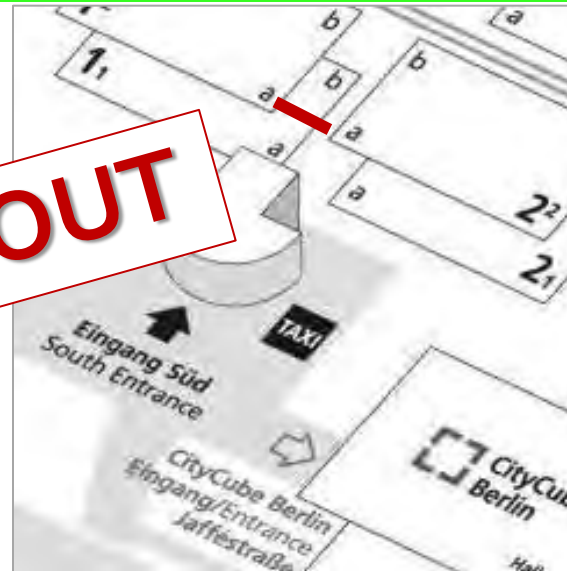
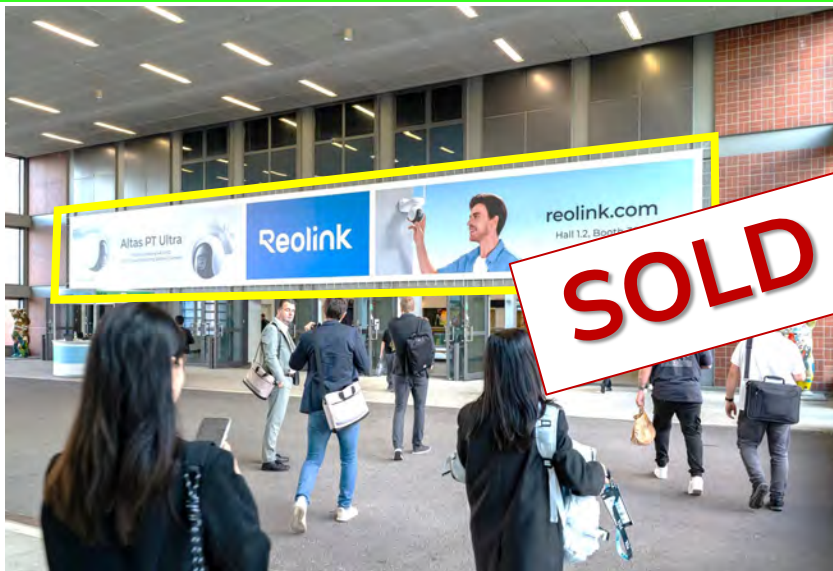
| | |
|-------------------------|--|
| Location | 2 escalators with 4 balustrades in the Entrance Hall on the left and right hand side leading to halls 1.2 to 6.2 |
| Size (w x h) | approx. 128.00 m ² for all 4 balustrade graphics (2 sides per balustrade graphic) |
| Hire Charge | 29,675.00 EUR for both 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. |

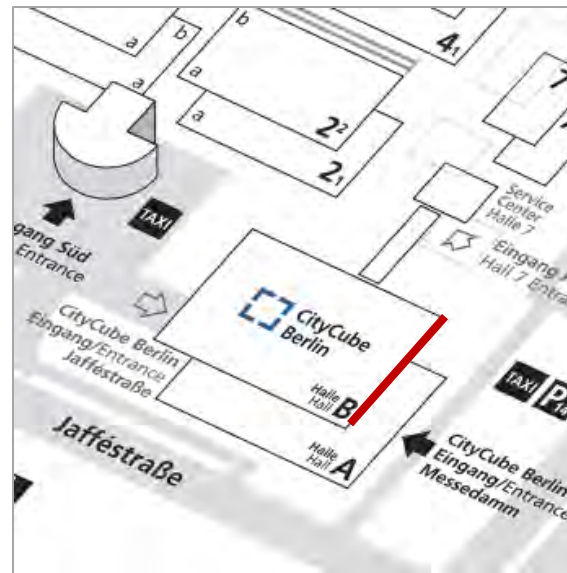


1 Entrance Banner to the Middle Foyers of Halls 1.2/ 2.2

| | |
|--------------------------|---|
| 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. |

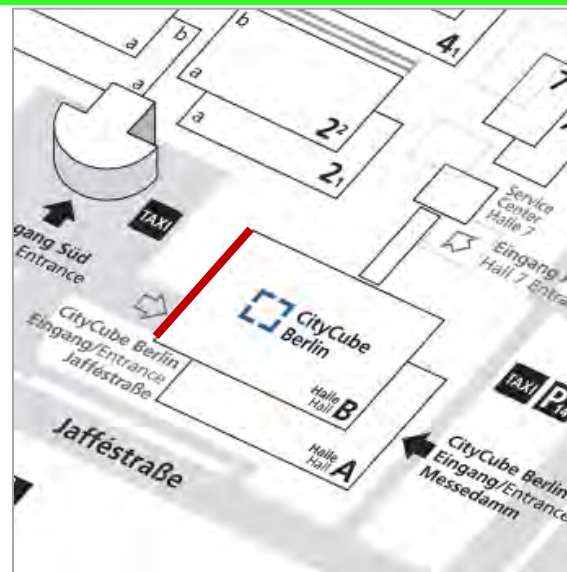
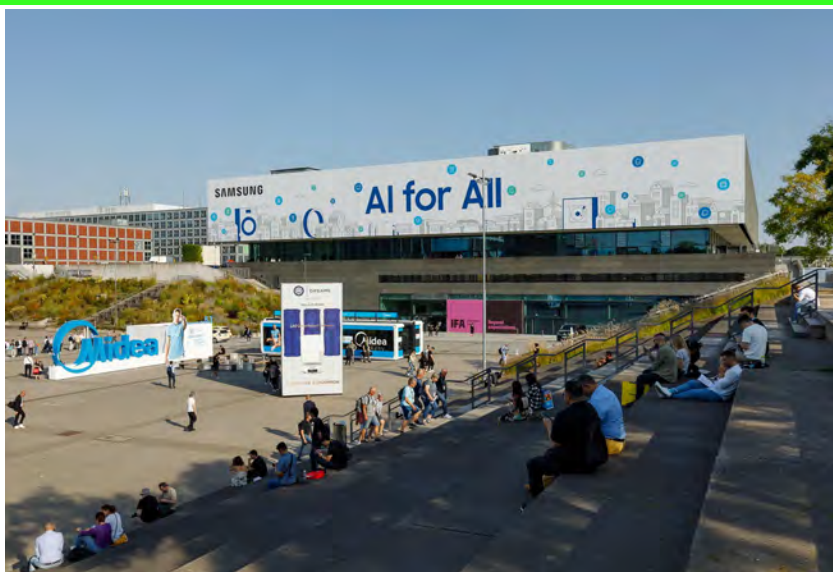


CityCube – East/ Messedamm



1 Facade Branding – Entrance Messedamm

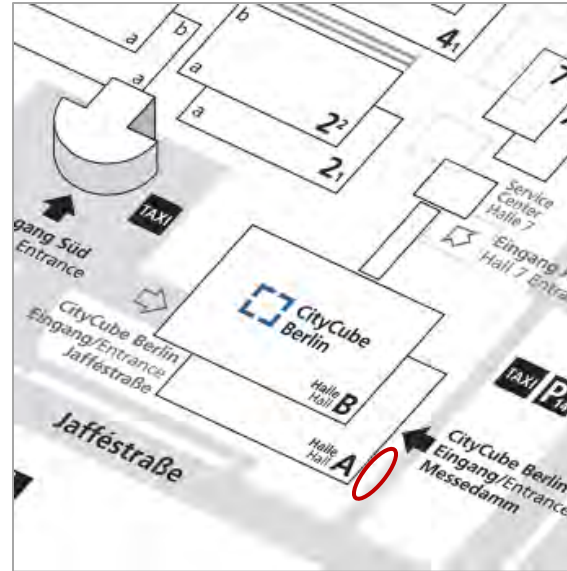
| | |
|--------------------------|--|
| Location | 1 Mega banner, consisting of 3 segments each, at the facade of the CityCube facing Messedamm/ Avus |
| Size (w x h) | 29.20 m to 31.25 m x 11.65 m per banner segment (exact sizes on demand) |
| Hire Charge | 116,185.00 EUR net |
| Production/ Installation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



1 Facade Branding – Entrance facing South Plaza

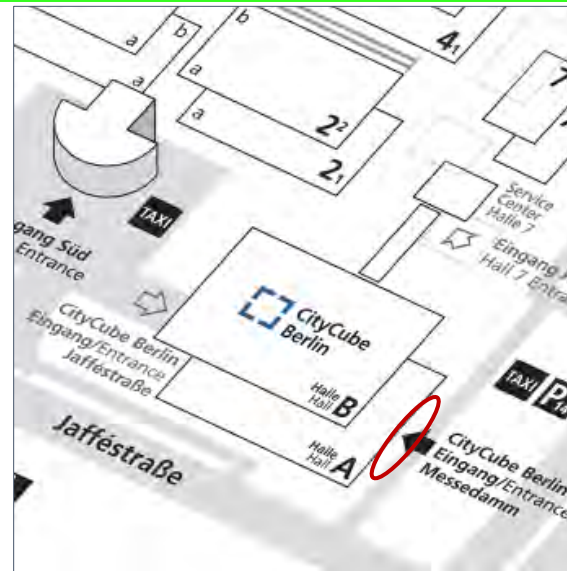
| | |
|--------------------------|---|
| Location | 1 Mega banner, consisting of 3 segments each, at the facade of the CityCube facing Plaza Entrance South |
| Size (w x h) | 29.20 m to 31.25 m x 11.65 m per banner segment (exact sizes on demand) |
| Hire Charge | 116,185.00 EUR net |
| Production/ Installation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

CityCube – East/ Messedamm



30 flags at CityCube – Entrance Messedamm

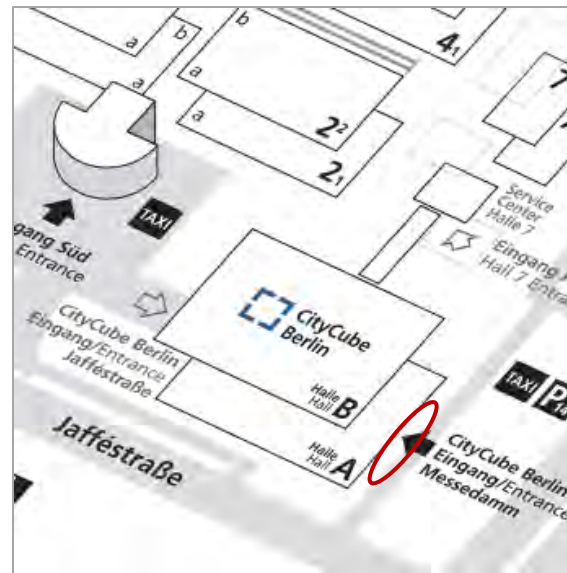
| | |
|--------------------------|---|
| Location | 30 flagpoles next to Main Entrance CityCube Berlin facing Messedamm/ Avus |
| Size (w x h) | 1.50 m x 4.00 m per flag with arm |
| Hire Charge | 19,170.00 EUR for 30 flags with arm |
| Production/ Installation | approx. 5,700.00 Euro for 30 flags (same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



Floor Graphics at the Access to Entrance Messedamm

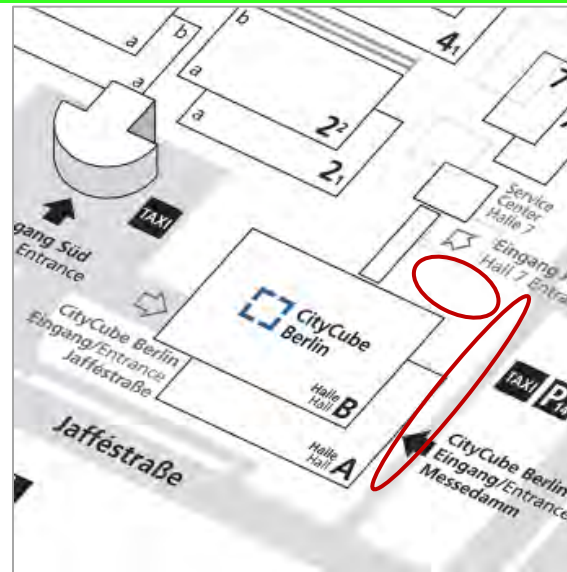
| | |
|--------------------------|---|
| Location | adhesive foils at diverse locations in front of the CityCube Berlin at the access to Entrance Messedamm: exact positions by arrangement |
| Size (w x h) | e.g. 2.40 m x 2.40 m per squared floor graphic other sizes and formats on demand |
| Hire Charge | 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

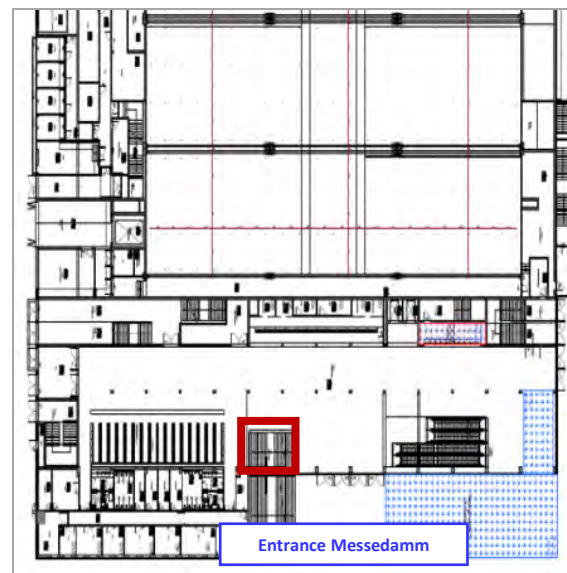
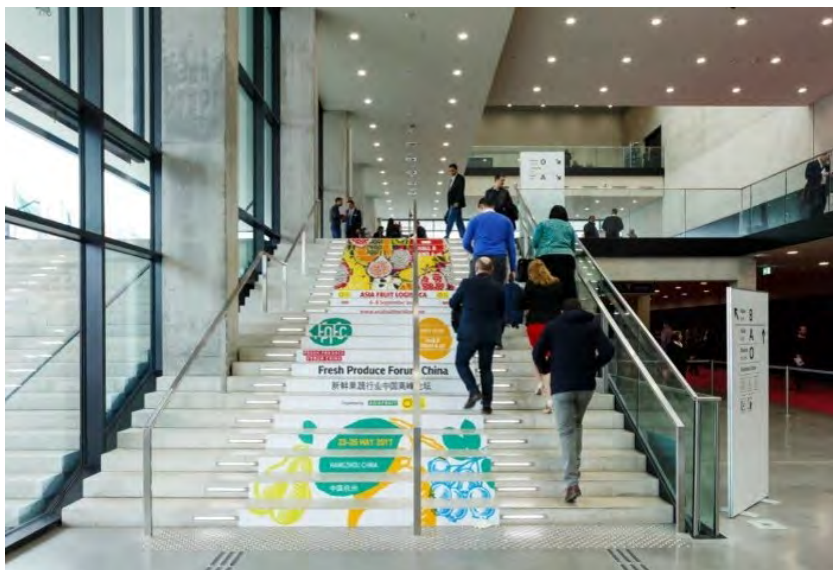
| | |
|-------------------------|--|
| Location | e.g. at the access to Entrance Messedamm, coming from the railway station S-Bahn "Messe Süd" or parking lot in front of the CityCube |
| Size (w x h) | 2.05 m x 2.05 m per side (2 sides per display) |
| Hire Charge | 4,168.00 EUR per 2-sided display |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



Advertising Towers, each 4-sided

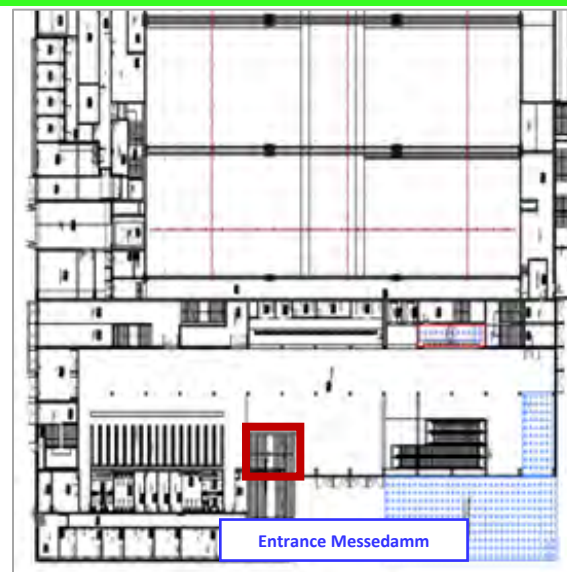
| | |
|-------------------------|--|
| Location | positions by arrangement e.g. at the access to Entrance Messedamm, coming from the railway station S-Bahn "Messe Süd" or parking lot in front of the CityCube |
| Size (w x h) | e.g. small: 2.302 m x 4.15 m per side (4 sides per tower – other and bigger 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

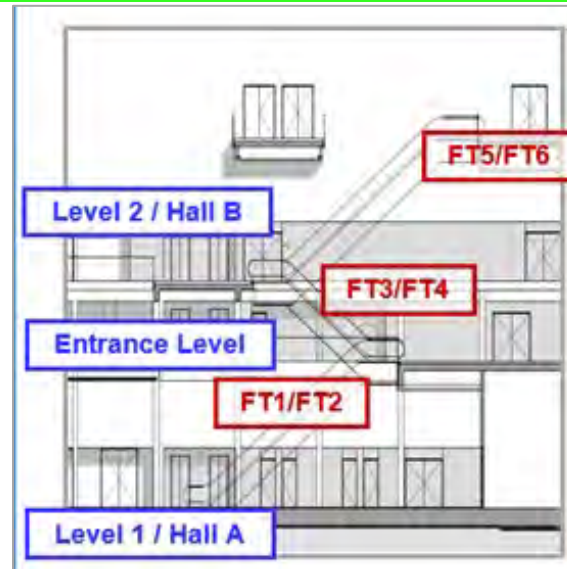
| | |
|--------------------------|--|
| Location | stairs in the Entrance Lobby leading to the upper level: every step will be equipped with an adhesive foil on the full area (lamps excluded) |
| Size (w x h) | steps 1-7 and 10-22: 5.15 m x 0.15 m each step steps 8, 9 and 23: 4.37 m x 0.15 m each step (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

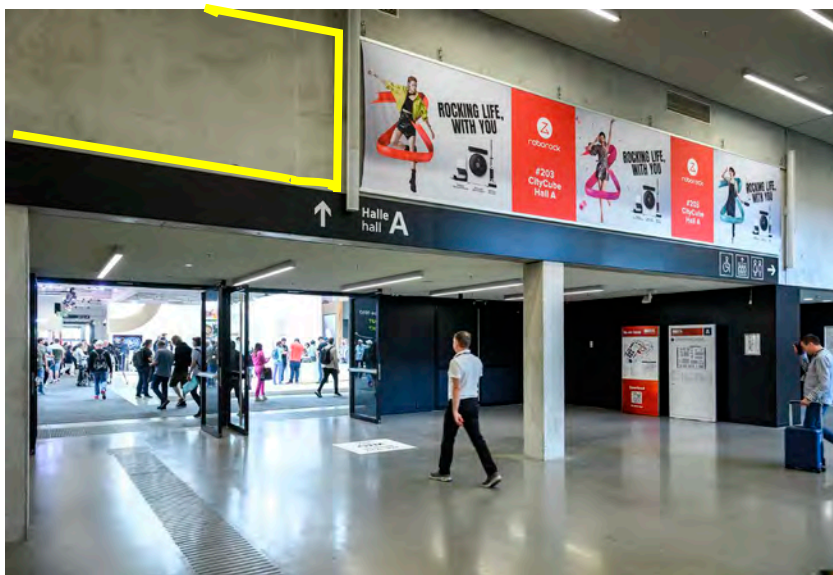
| | |
|--------------------------|--|
| Location | directly above the main entrance doors to Hall B on Level 2 coming from the East Lobby – only available for exhibitors in Hall B |
| Size (w x h) | e.g. 29.00 m x 2.40 m other formats on demand |
| Hire Charge | 26,240.00 EUR |
| Production/ Installation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



Hanging Banners between Levels 2 and 3

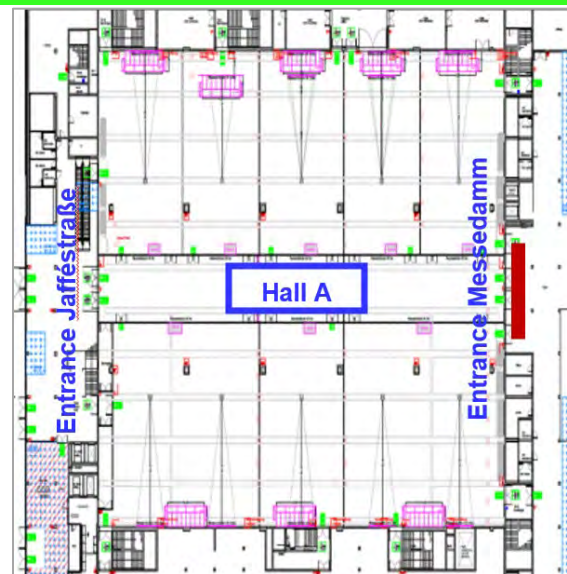
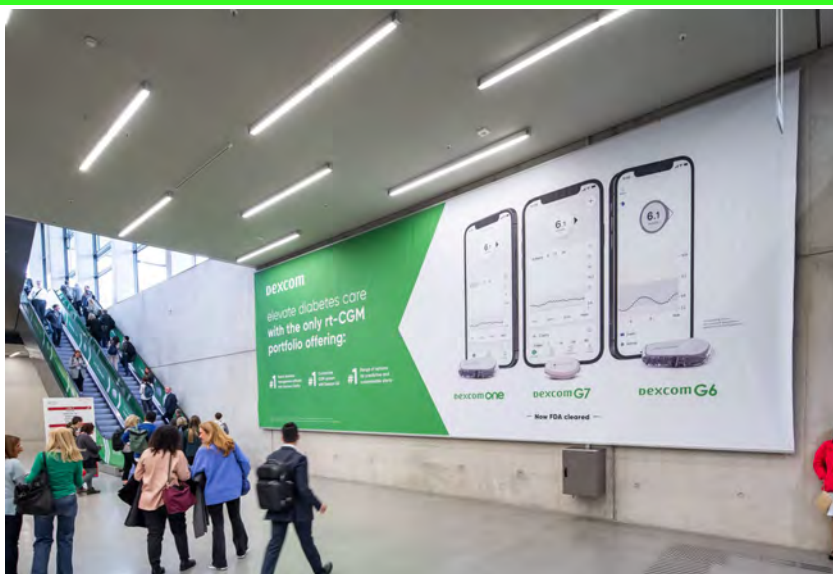
| | |
|--------------------------|---|
| Location | suspended banners at diverse locations between Levels 2 and 3 – only available für exhibitors in Hall B |
| Size (w x h) | e.g. 3.00 m x 6.00 m per 2-sided banner (print on front and back side) other sizes and special formats on demand |
| Hire Charge | 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

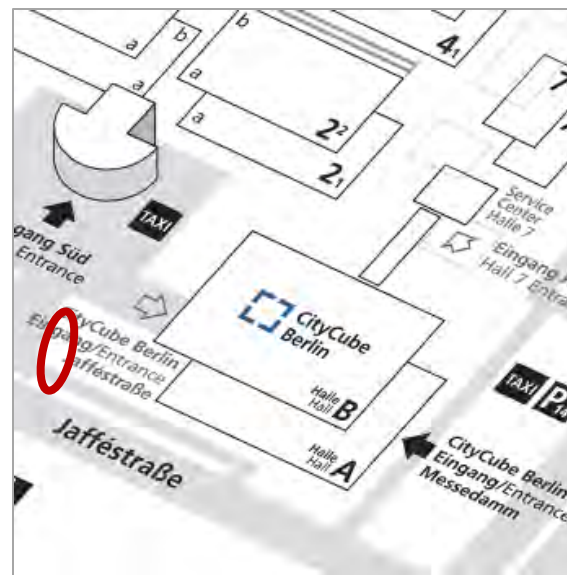
| | |
|--------------------------|---|
| Location | directly above the entrance doors to Hall A on Level 1 coming from the East Lobby |
| Size (w x h) | 9.00 m x 1.65 m per banner |
| Hire Charge | 6,165.00 EUR for 1 banner |
| Production/ Installation | 2,445.00 EUR for 1 banner |
| Status | Availability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



1 Foyer Banner at Position 1

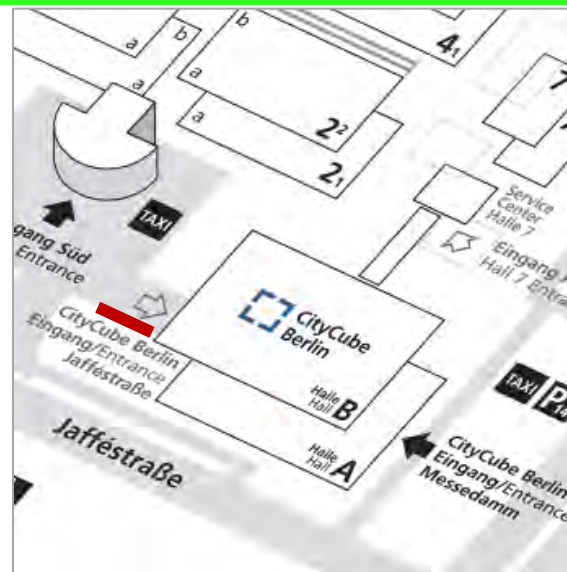
| | |
|--------------------------|---|
| Location | in the East Lobby opposite to the entrance doors of Hall A directly at the escalators |
| Size (w x h) | 12.00 m x 4.39 m |
| Hire Charge | 21,420.00 EUR |
| Production/ Installation | 2,785.00 EUR |
| Status | Availability upon request. |

CityCube – West/ South Plaza



30 flags at CityCube – Entrance facing South Plaza

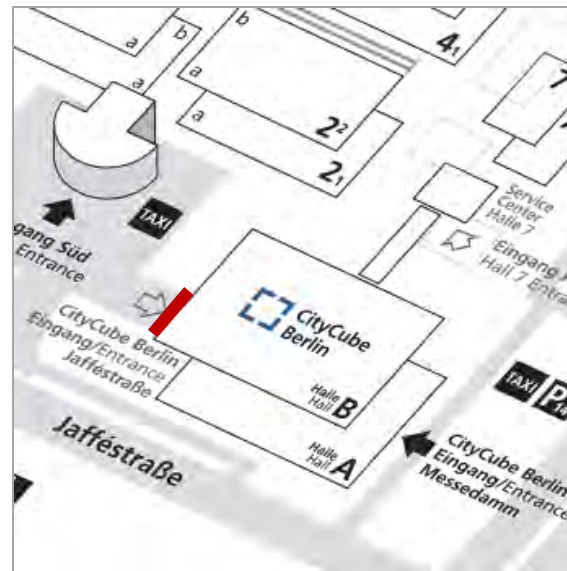
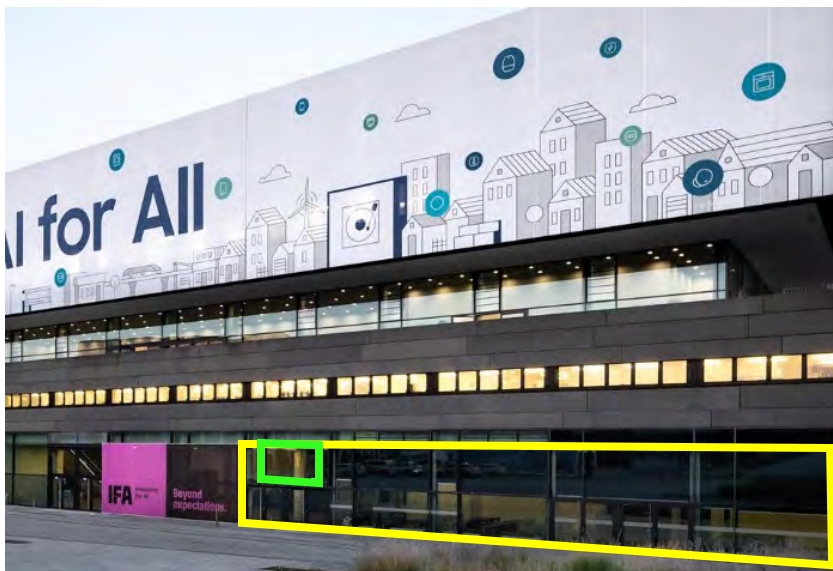
| | |
|--------------------------|--|
| Location | 30 flagpoles next to Entrance CityCube Berlin facing Plaza South and next to taxi and pedestrian access to the South Plaza |
| Size (w x h) | 1.50 m x 4.00 m per flag with arm |
| Hire Charge | 19,170.00 EUR for 30 flags with arm |
| Production/ Installation | 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

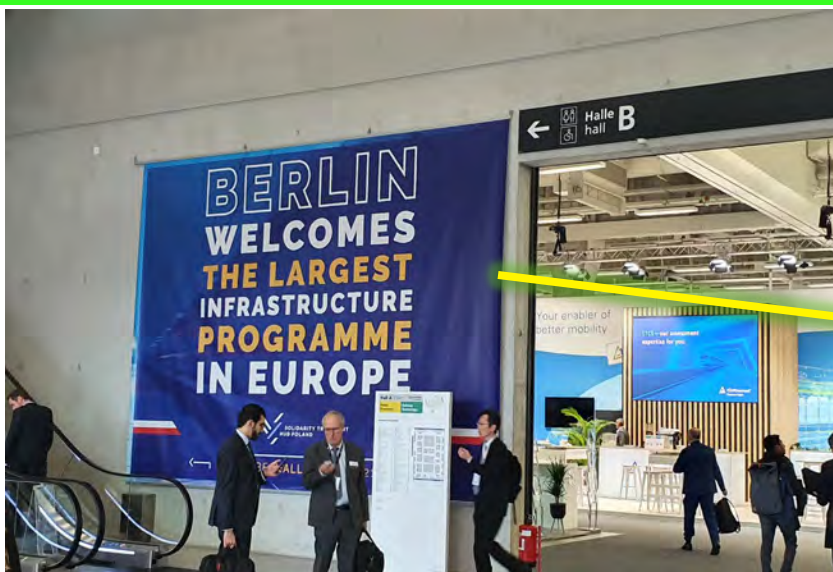
| | |
|--------------------------|---|
| Location | banner on the right side next to the Entrance Jaffestraße |
| Size (w x h) | 28.50 m x 3.00 m |
| Hire Charge | 34,765.00 EUR |
| Production/ Installation | 4,965.00 EUR |
| Status | Availability upon request. |

CityCube – West/ South Plaza



Window Brandings at Entrance facing South Plaza

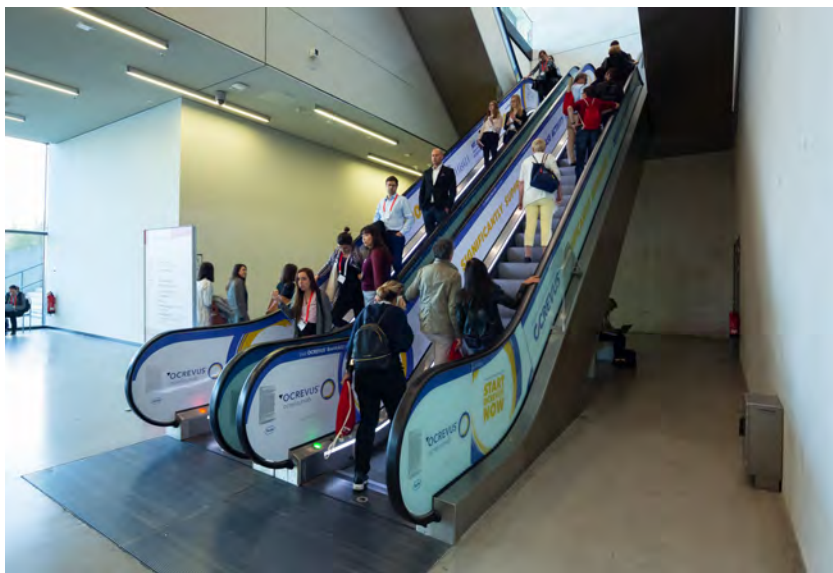
| | |
|--------------------------|--|
| Location | adhesive foils at and next to the Entrance facing South Plaza (see yellow marked area on the left picture) |
| Size (w x h) | e.g. 2.76 m x 1.80 m for 1 window (see exemplary green mark on the left photo) |
| Hire Charge | e.g. 3,266.00 EUR for 1 window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

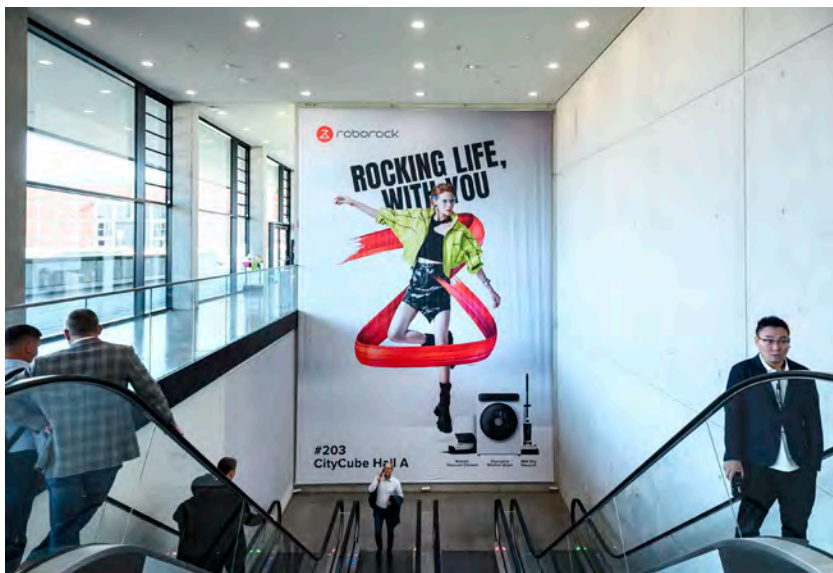
| | |
|--------------------------|--|
| Location | escalators between Level 1 and the Level 2 only visible parts of the balustrades will be branded with adhesive foil |
| Size (w x h) | e.g. 2 escalators WFT1/WFT2 from West Lobby to intermediate Level: approx. 32.00 m ² per escalator, each with 2 balustrades, 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

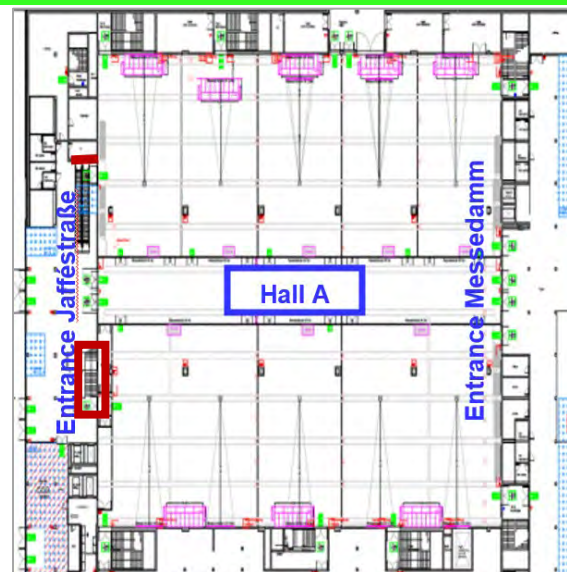
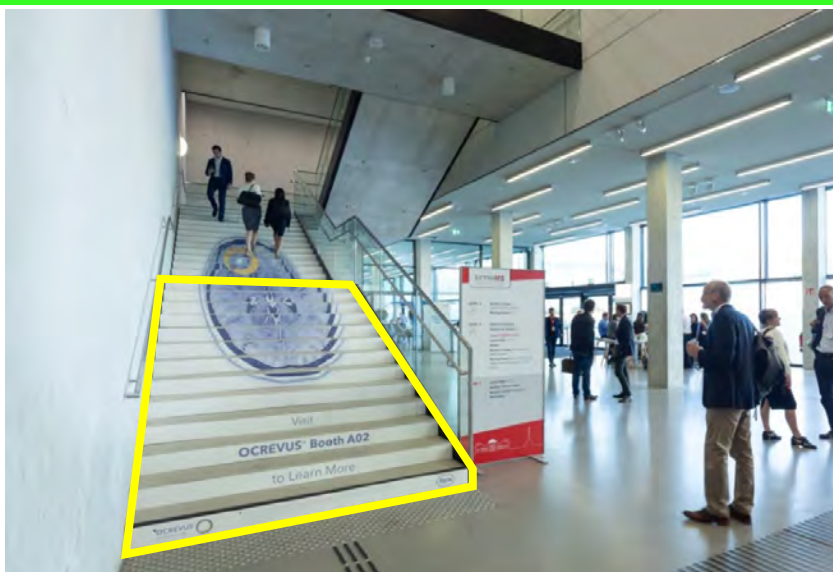
| | |
|--------------------------|---|
| Location | escalators between Level 1 and the Level 2 only visible parts of the balustrades will be branded with adhesive foil |
| Size (w x h) | e.g. 2 escalators WFT2/WFT3 from intermediate Level to Level 2/ Hall B: approx. 21.20 m ² per escalator, each with 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. |

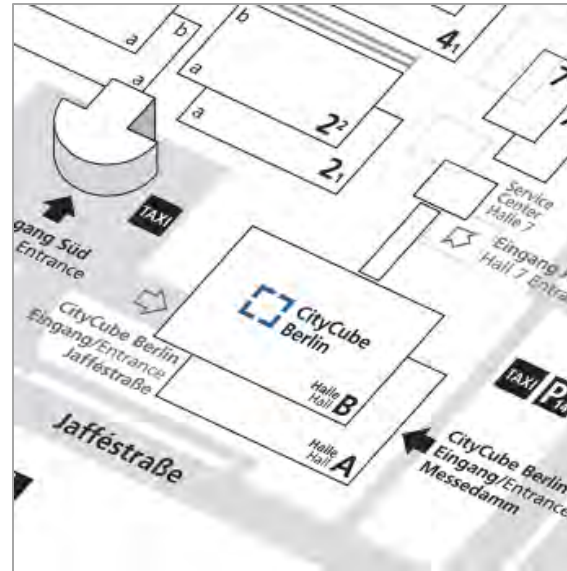
CityCube – West/ South Plaza



1 Entrance Banner to Hall B

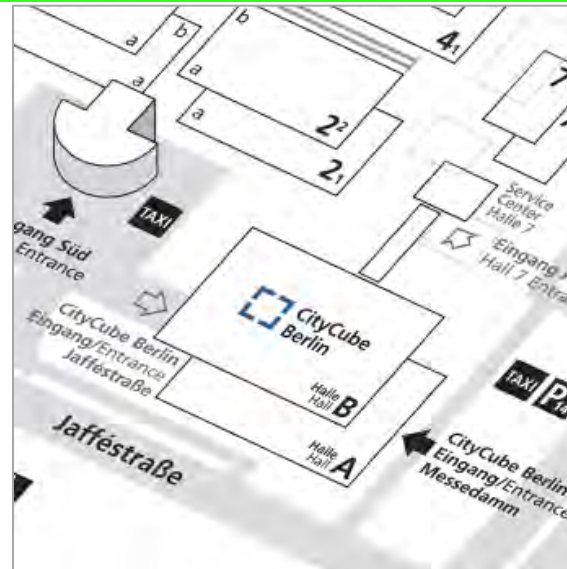
| | |
|-----------------------------|---|
| Location | directly above the entrance doors to Hall B on Level 2 coming from the West Lobby |
| Size (w x h) | 12.00 m x 1.44 m other formats on demand |
| Hire Charge | 8,220.00 Euro |
| Production/ Installation | 2,180.00 Euro |
| Status | Availability upon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

CityCube – All Areas



Floor Graphics

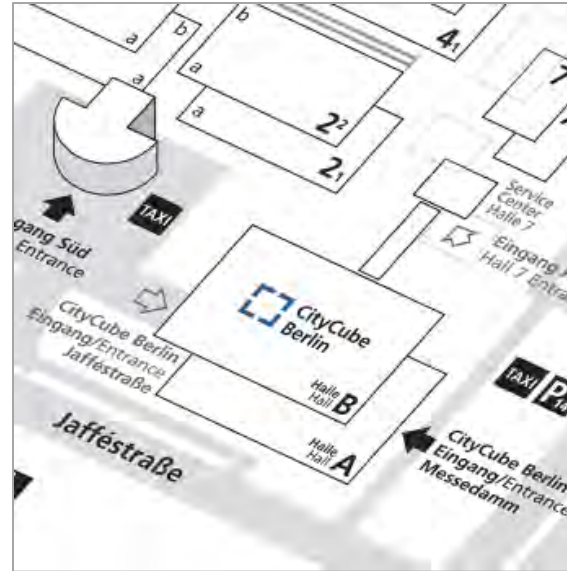
| | |
|--------------------------|--|
| Location | indoor positions by arrangement: e.g. in the foyers and entrance areas |
| Size (w x h) | option 1: e.g. 1.00 m x 1.00 m per graphic option 2: e.g. 2.00 m x 2.00 m per graphic special formats and shapes on demand |
| Hire Charge | option 1: e.g. 525.00 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

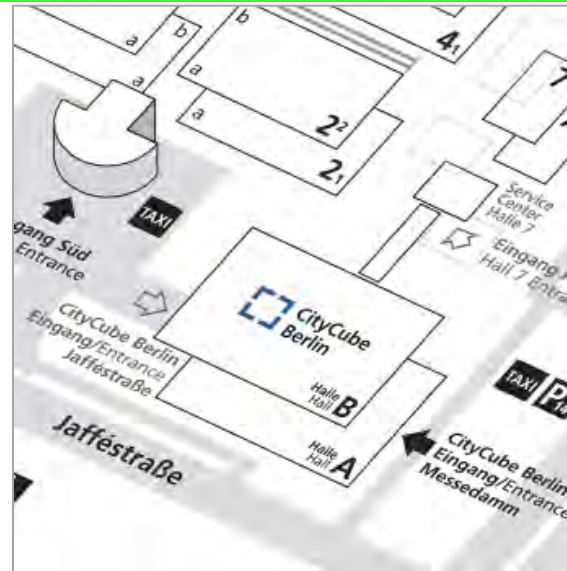
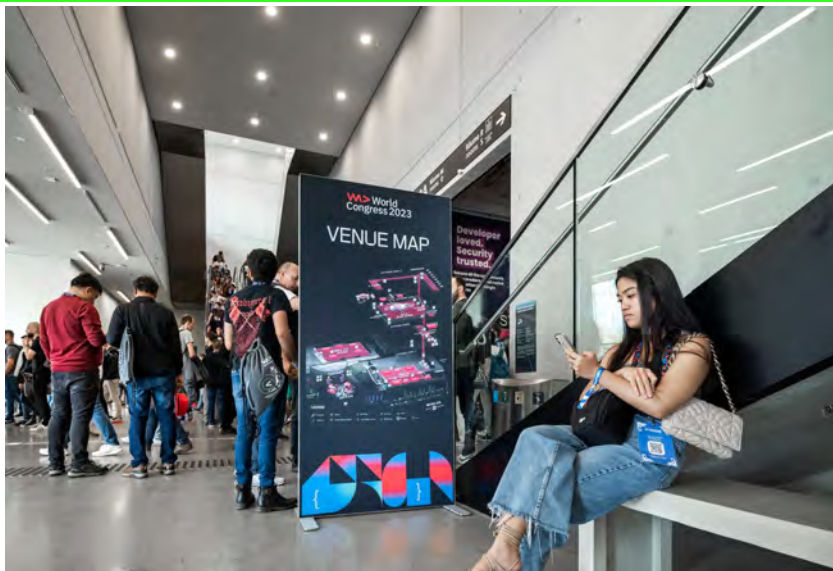
| | |
|--------------------------|--|
| Location | directly in the Entrance Lobby |
| Size (w x h) | 0.48 m x 2.70 m per side (4 sides per pillar) |
| Hire Charge | 2,875.00 EUR per 4-sided pillar branding |
| Production/ Installation | 675.00 EUR per 4-sided pillar branding |
| Status | Availability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

CityCube – All Areas



PILA Frames, 1-sided

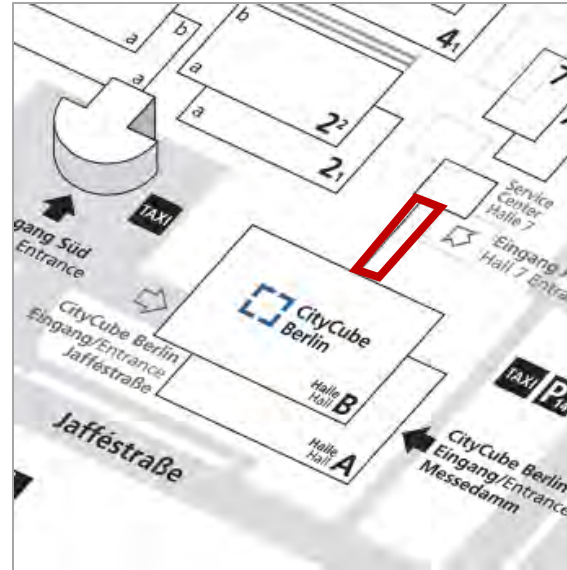
| | |
|--------------------------|--|
| Location | framed banners in the lobbies on all levels: exact positions by arrangement |
| Size (w x h) | (1) e.g. 2.28 m x 2.28 m per banner (see left photo) (2) e.g. 6.00 m x 2.00 m per banner other sizes on demand |
| Hire Charge | (1) e.g. 3,418.00 EUR per 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

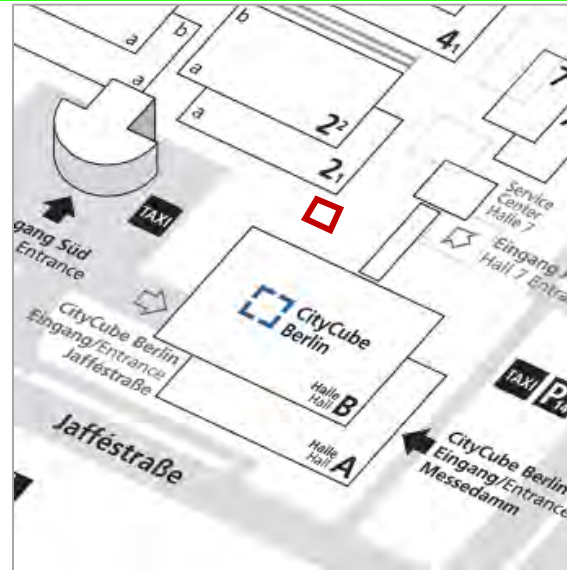
| | |
|--------------------------|--|
| Location | 1- or 2-sided banner frames in the lobbies on all levels: exact positions by arrangement |
| Size (w x h) | e.g. 1.00 m x 2.00 m per side other sizes on demand |
| Hire Charge | e.g. 2,100.00 EUR per 2-sided banner frame |
| Production/ Installation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

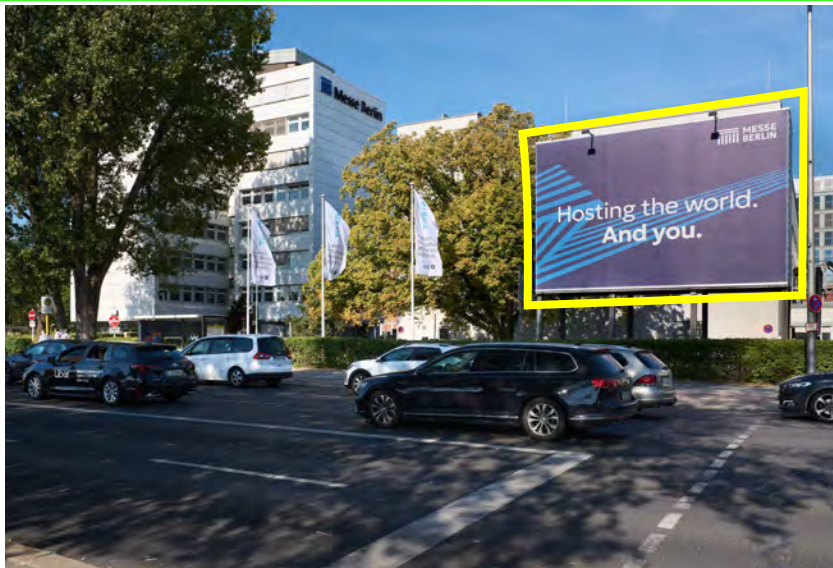


High Traffic Advertising



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

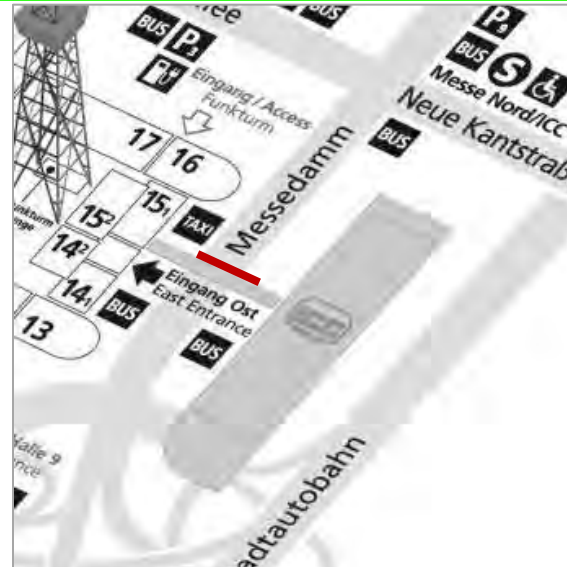
| | |
|-----------------------------|--|
| Location | Rotunda Hall 16 facing the cross-roads between Messedamm, Masurenallee and Neue Kanstraße. e.g. 7 components (out of 18) for exhibitor advertising (see exemplary yellow mark on the left photo). |
| Size (w x h) | e.g. 7 components exhibitor advertising : 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

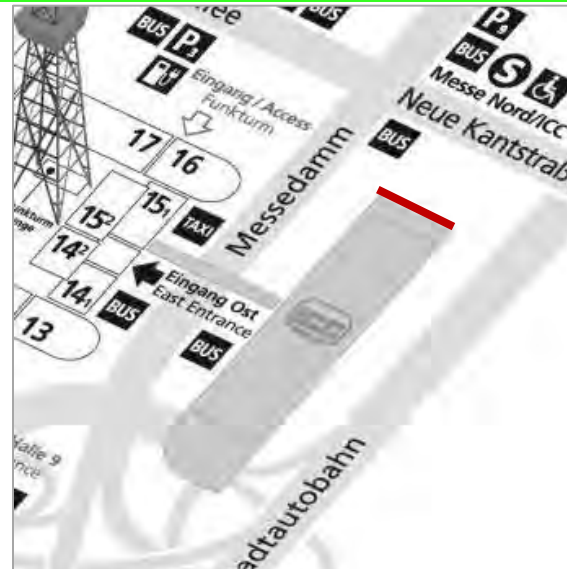
| | |
|--------------------------|--|
| Location | at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site |
| Size (w x h) | 40.00 m x 4.24 m |
| Hire Charge | 59,315.00 EUR |
| Production/ Installation | 4,565.00 EUR |
| Status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



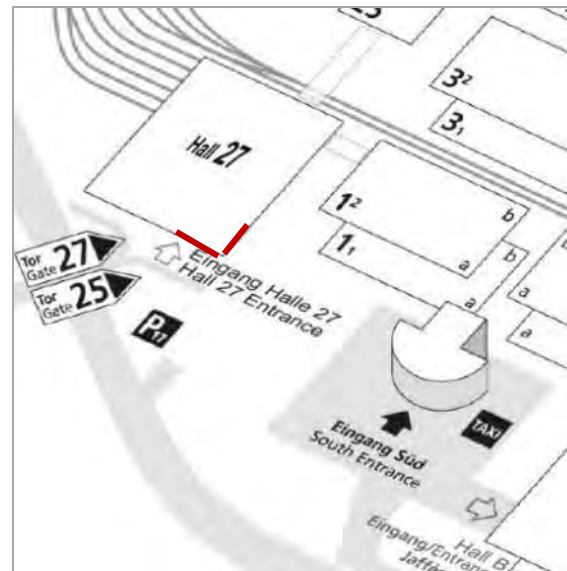
Banner at the ICC Main Front North facing Neue Kantstr.

| | |
|-----------------------------|--|
| 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

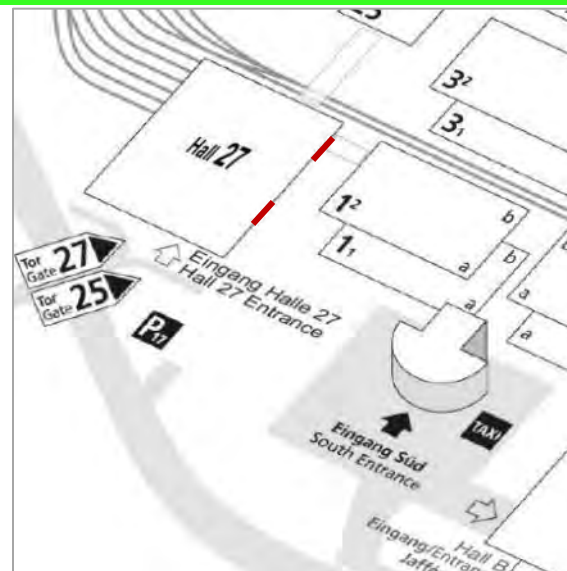


hub27 Advertising



Mega-Banners on the facade of hub27

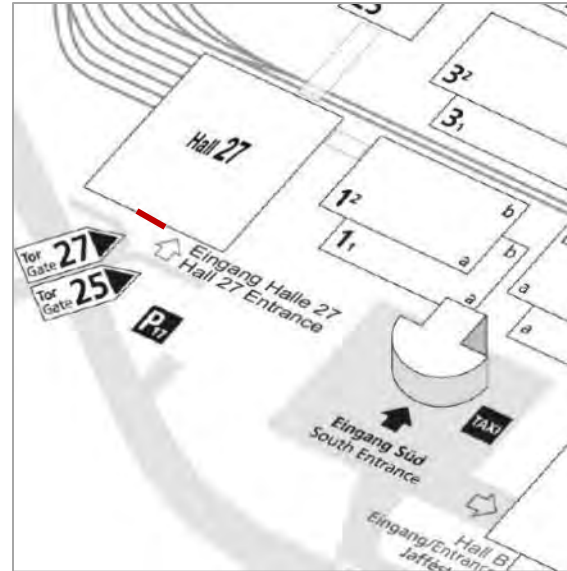
| | |
|--------------------------|---|
| Location | banners on the facade of hub27 (see yellow marks on the left photo) facing Main Road/ "Jaffestraße" and car park/ Entrance South/ hall 1 other sizes, positions and formats possible |
| Size (w x h) | e.g. position 1: approx. 17.35 m x 5.75 m e.g. position 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

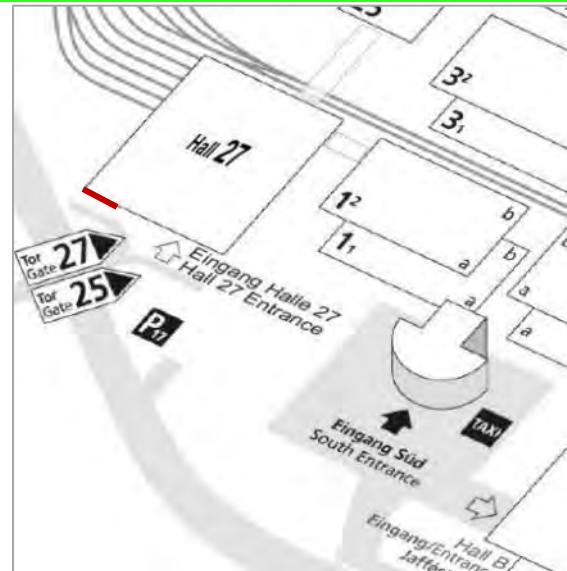
| | |
|--------------------------|---|
| Location | banners on the facade of hub27 facing Entrance South and Hall 1 (see yellow marks on the left photo) other sizes, positions and formats possible |
| Size (w x h) | e.g. position 3: approx. 7.30 m x 14.95 m e.g. position 4: approx. 7.05 m x 14.95 m |
| 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



Mega-Banners on the facade of hub27, South Side

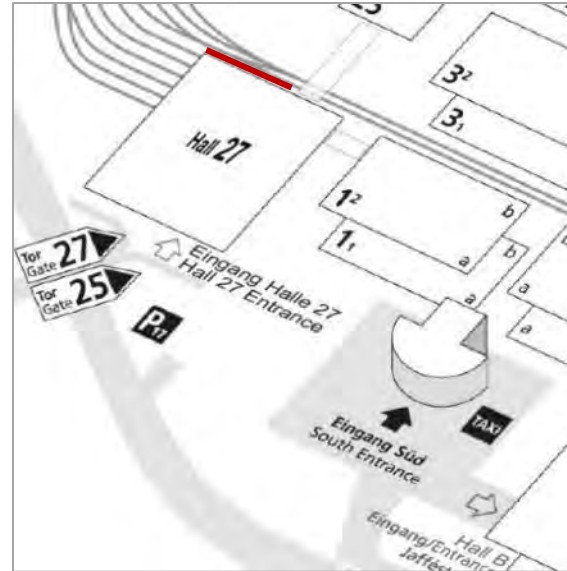
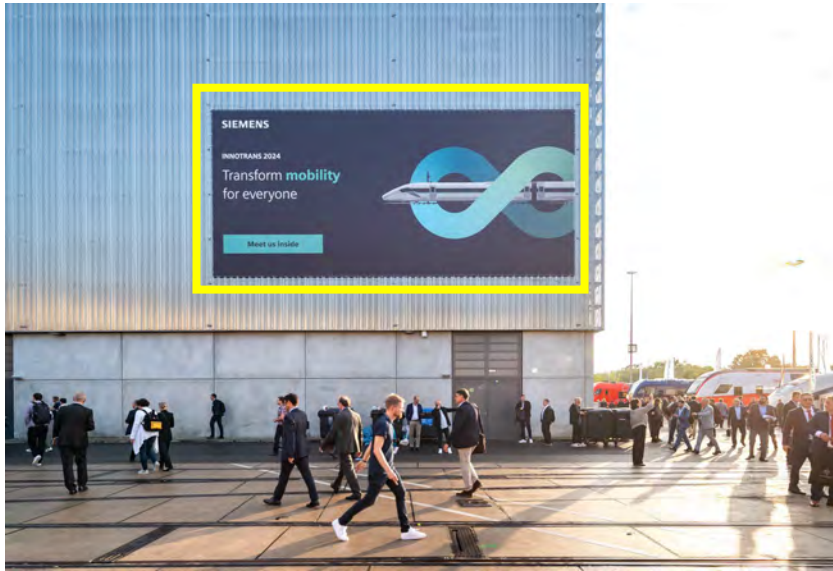
| | |
|--------------------------|--|
| Location | banner on the facade of hub27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible |
| Size (w x h) | e.g. position 5: approx. 8.60 m x 5.75 m |
| Hire Charge | e.g. position 5: 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



Mega-Banners on the facade of hub27, South Side

Location

banner on the facade of hub27 (see yellow mark on the left photo) facing Halls 25 and 26
other sizes, positions and formats possible

Size (w x h)

e.g. position 7: approx. 14.60 m x 6.70 m

Hire Charge

e.g. position 5: 36,3900.00 EUR

Production/
Installation

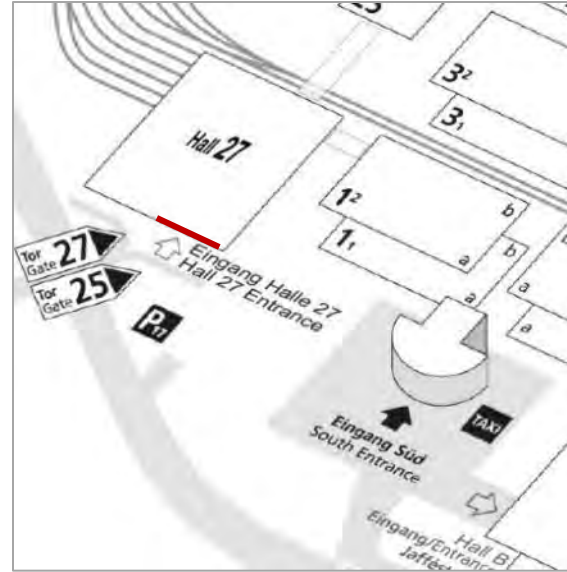
e.g. position 5: 5,320.00 EUR

Status

Availability upon request.

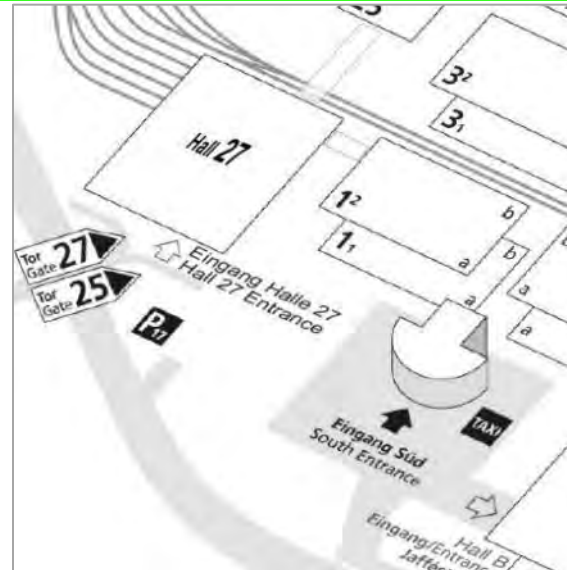


hub27 Advertising



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

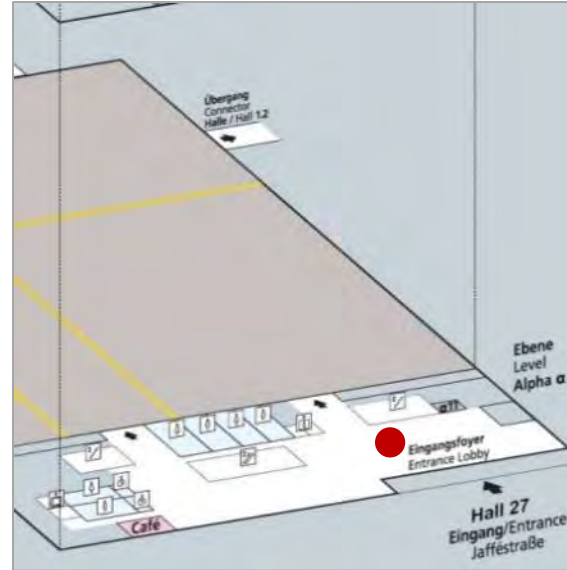
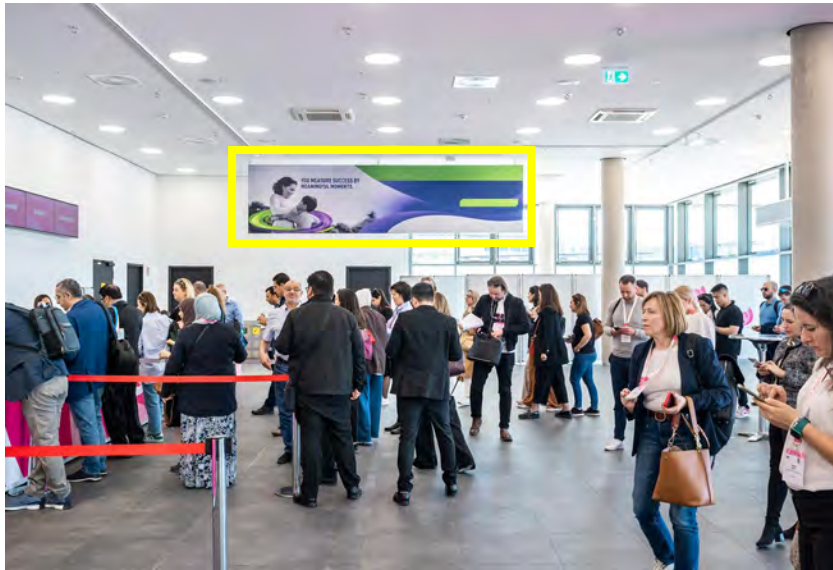
| | |
|-------------------------|--|
| Location | pillars side by side in front of the entrance doors to hub27 |
| Size (w x h) | full branding: 0.60 m x 4.10 m per side smaller branding: 0.60 m x 2.80 m per side (see photo on the left) |
| Hire Charge | full branding: 3,560.00 EUR per 4-sided pillar 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

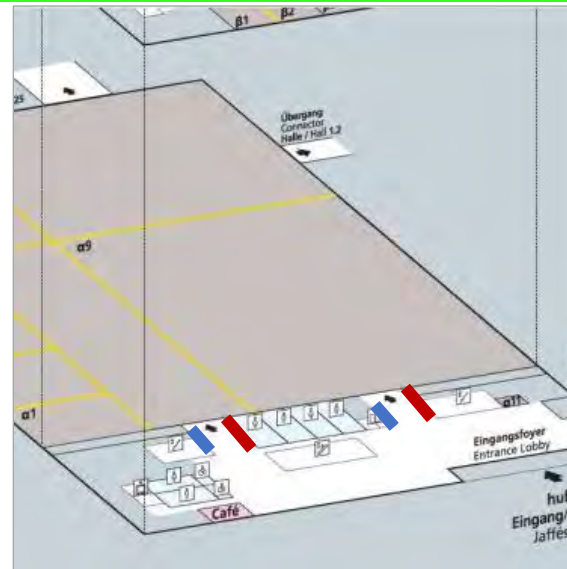
| | |
|-------------------------|---|
| Location | e.g. at the access and next to the Entrances to hub27 |
| Size (w x h) | 2.05 m x 2.05 m per side (2 sides per display) |
| Hire Charge | 4,168.00 EUR per 2-sided display |
| Production/Installation | 655.00 EUR per 2-sided display |
| Status | Availability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

hub27 Advertising



Hanging Banners in the Entrance Lobby, each 2-sided

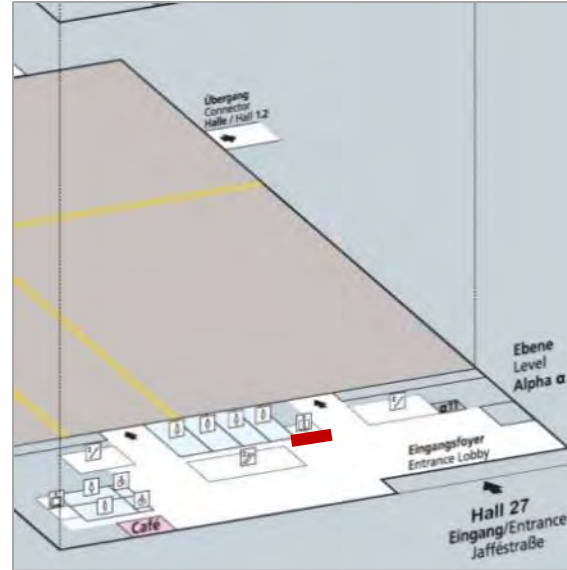
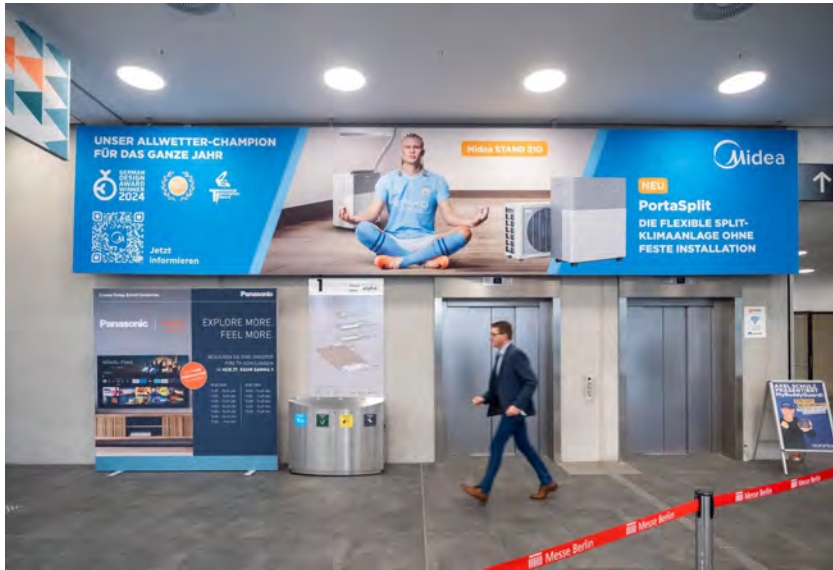
| | |
|--------------------------|--|
| Location | hanging banners in the Entrance Lobby – e.g. in front of the entrance/ exit other positions and formats on demand |
| Size (w x h) | e.g. 9.45 m x 2.00 m per side |
| Hire Charge | e.g. 28,628.00 EUR per double-sided banner |
| Production/ Installation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



Entrance Banners to the Event Hall A

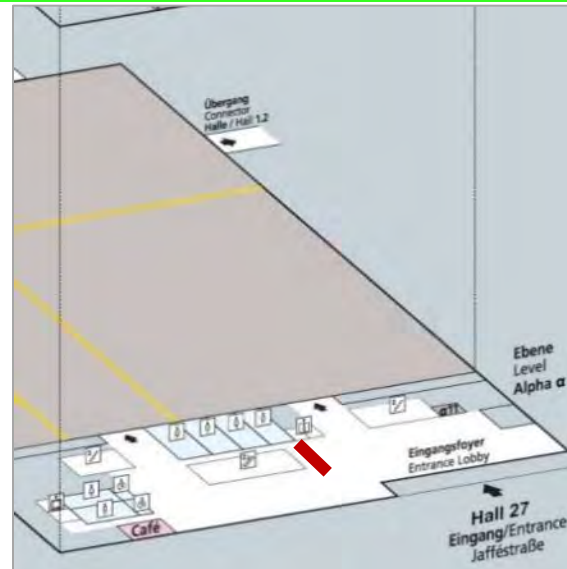
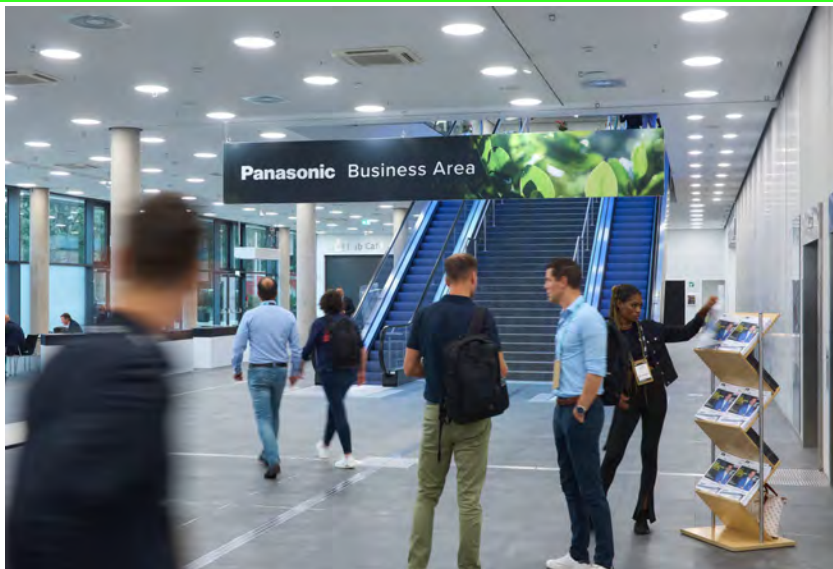
| | |
|--------------------------|--|
| Location | banners on the walls next to the two entrances to the Event Hall – Alpha Level: left and right side |
| Size (w x h) | left banners: 5.00 m x 3.10 m (see blue marks on the left map) right banners: 6.50 m x 3.10 m (see red marks on the left map) |
| Hire 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

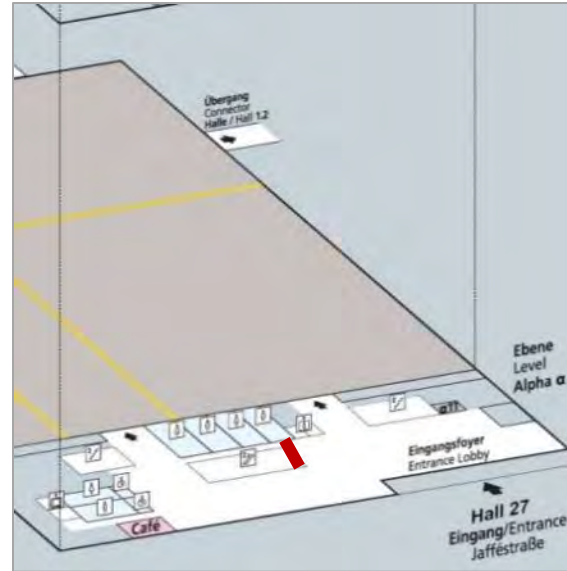
| | |
|-------------------------|---|
| Location | banner above the elevator and next to the entrance to the Event Hall in the entrance foyer (see red mark on the left photo) other positions and formats on demand |
| Size (w x h) | e.g. 9.40 m x 1.90 m per banner |
| Hire Charge | e.g. 15,590.00 EUR 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

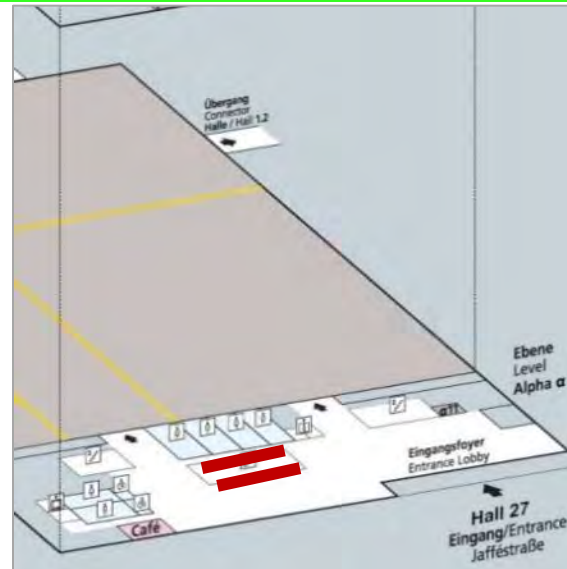
| | |
|-------------------------|---|
| Location | hanging banner in the entrance foyer of hub 27 in front of the escalators and stairs – double-sided |
| Size (w x h) | 7.00 m x 0.992 m per side |
| Hire Charge | 11,490.00 EUR per double-sided banner |
| Production/Installation | 1,750.00 EUR per double-sided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

hub27 Advertising



Stair Graphics on the Steps to the Beta Level

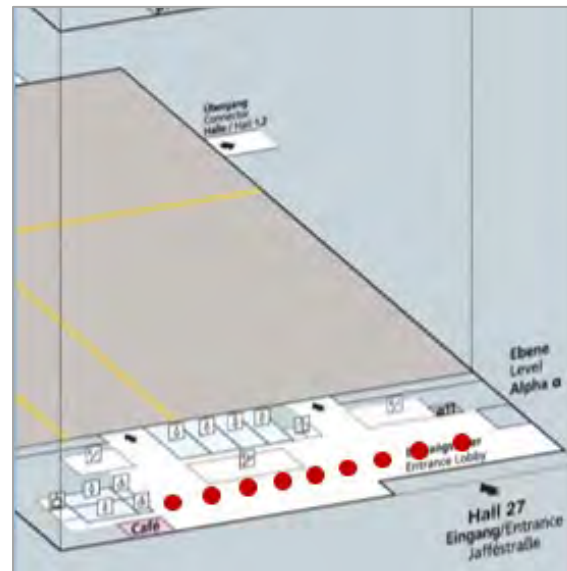
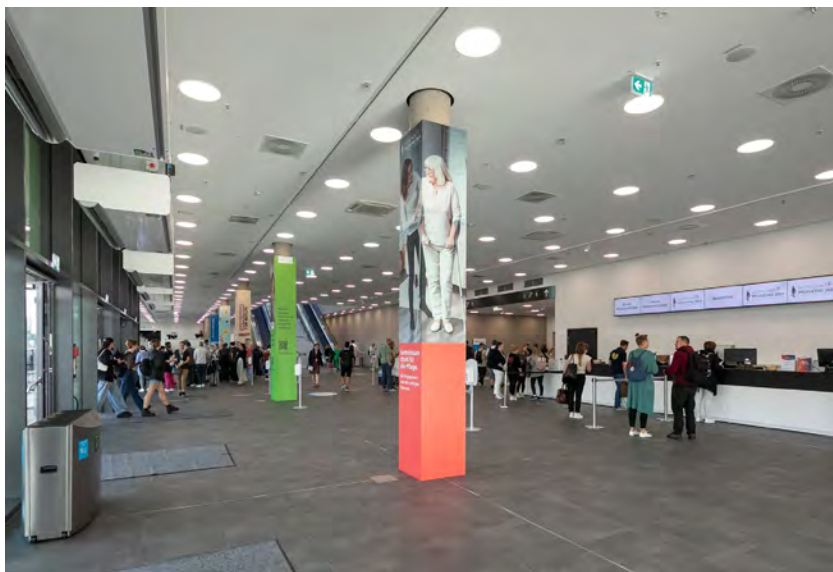
| | |
|-----------------------------|--|
| Location | stairs leading from the entrance lobby up to level Beta |
| Size (w x h) | 2.88 m x 0.145 m per step graphic (37 steps in total) |
| Hire Charge | 16,705.00 EUR for 37 steps |
| Production/ Installation | 1,345.00 EUR for 37 steps |
| Status | Availability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



Balustrade Graphics at the Escalators to the Beta Level

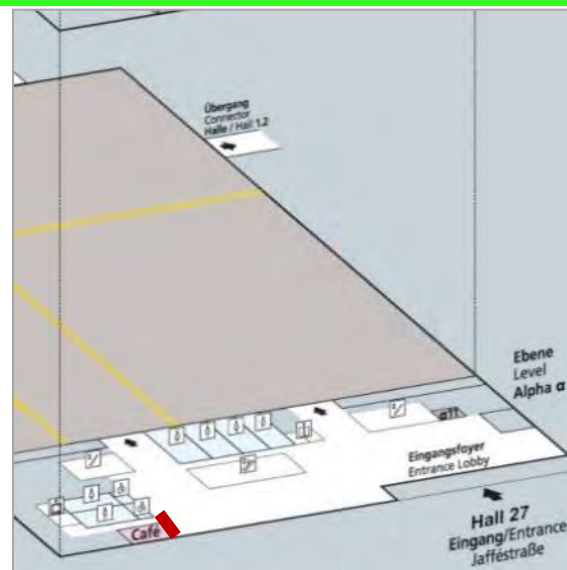
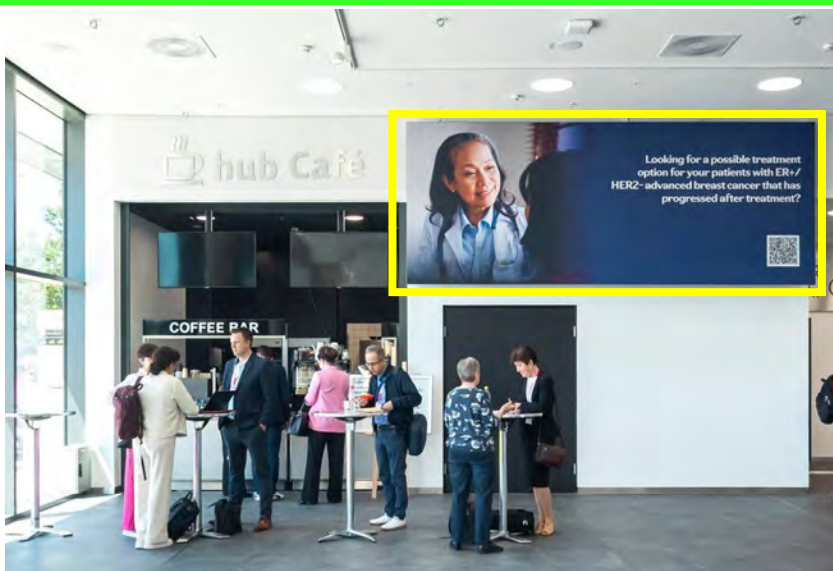
| | |
|-----------------------------|--|
| Location | next to the stairs leading to level Beta from the entrance lobby |
| Size (w x h) | approx. 50 m ² per escalator, i.e. for 2 balustrades |
| Hire Charge | 10,475.00 EUR per escalator, i.e. for 2 balustrades |
| Production/ Installation | 4,470.00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

hub27 Advertising



Pillar Brandings, 4-sided

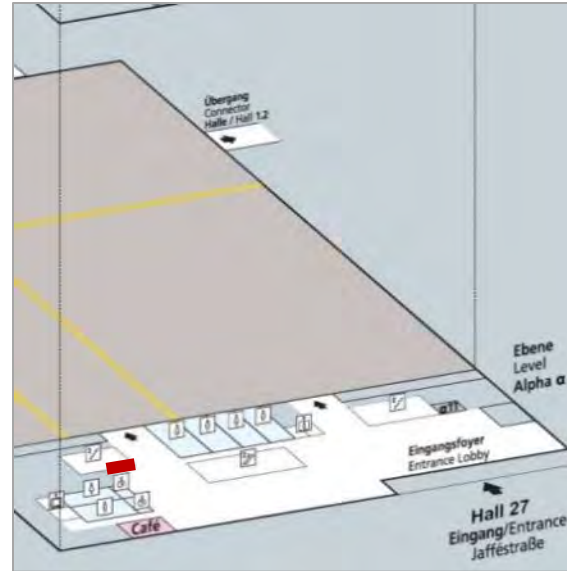
| | |
|-----------------------------|---|
| Location | branding of 9 pillars in the entrance foyer, each 4-sided |
| Size (w x h) | approx. 0.60 m x 4.10 m per pillar other sizes on demand |
| Hire Charge | 3,560.00 EUR per pillar branding |
| Production/ Installation | 1,475.00 EUR per pillar branding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



Banner next to the hub-Café

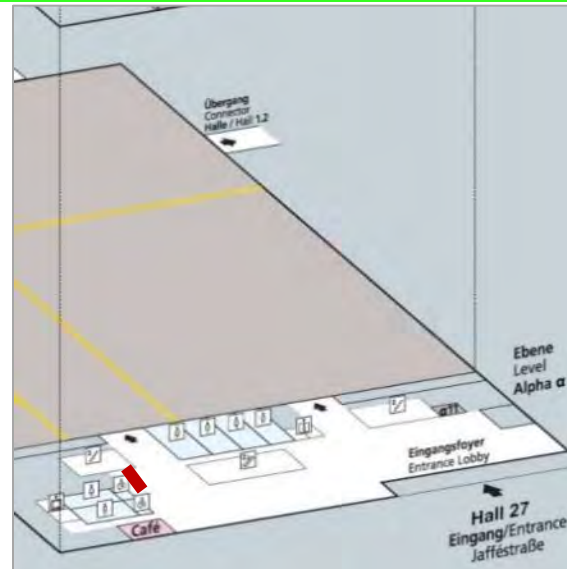
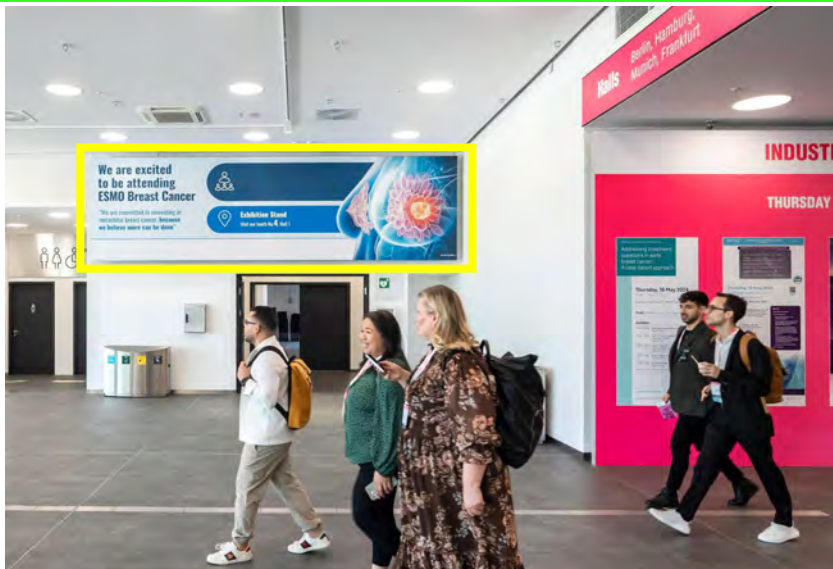
| | |
|-----------------------------|--|
| Location | in the entrance foyer next to the hub-café on the right side (see yellow mark on the left photo) |
| Size (w x h) | approx. 4.75 m x 1.90 m |
| Hire Charge | 7,465.00 EUR |
| Production/ Installation | 1,210.00 EUR |
| Status | Availability upon request.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

hub27 Advertising



Banner next to the Event Hall on the left hand side

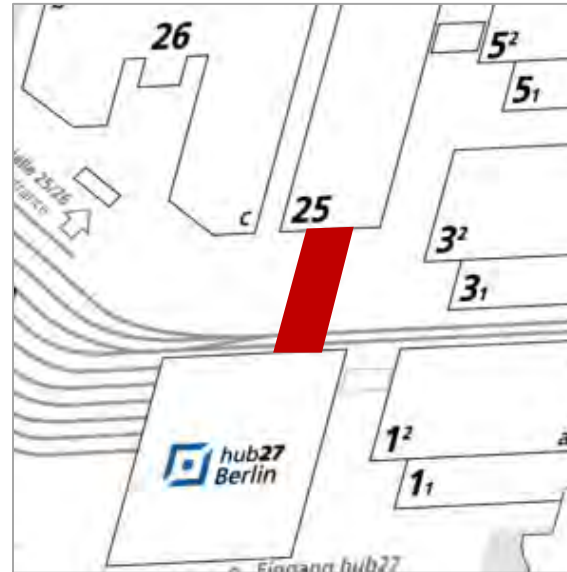
| | |
|--------------------------|--|
| Location | banner in the entrance lobby of hub27 beside the hall entrance on the left hand side (see marks on the left photo and map) |
| Size (w x h) | approx. 5.20 m x 1.90 m |
| Hire Charge | 7,110.00 EUR |
| Production/ Installation | 1,210.00 EUR |
| Status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



Banner next to the Hall Entrance

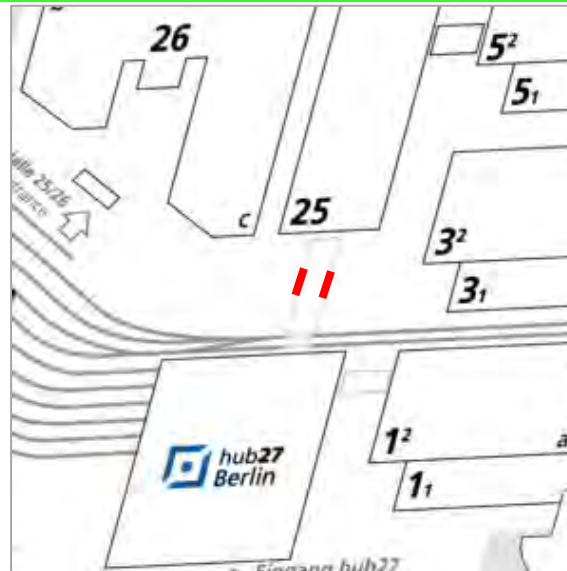
| | |
|--------------------------|---|
| Location | in the entrance lobby of hub27 beside the hall entrance (see marks on the left photo and map) |
| Size (w x h) | approx. 6.70 m x 1.90 m |
| Hire Charge | 10,035.00 EUR |
| Production/ Installation | 1,560.00 EUR |
| Status | Availability upon request.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

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

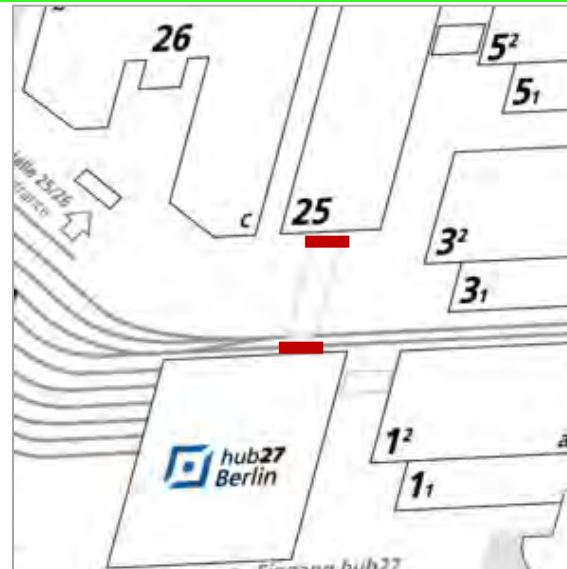
| | |
|-------------------------|--|
| Location | 2 lateral passageway banners between hub27 and Hall 25 (see red marks on the left map) |
| Size (w x h) | 5.05 m x 3.50 m per banner |
| Hire Charge | 12,836.00 EUR per banner |
| Production/Installation | 825.00 EUR per banner |
| Status | Availability upon request. |

hub27 Advertising



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

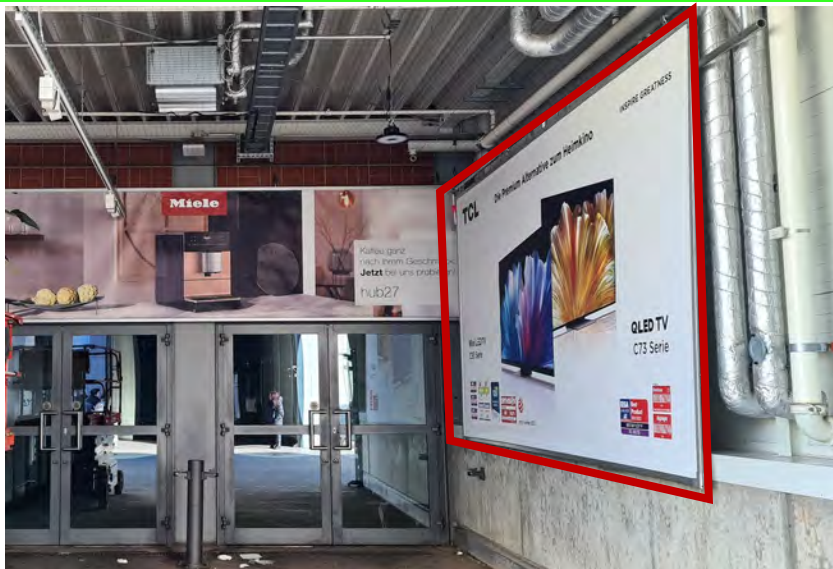
| | |
|-------------------------|---|
| Location | 2 Entrance banners in the passageway between hub 27 and Hall 25, each 1-sided (see red marks on the left map) |
| Size (w x h) | 6.05 m x 1.45 m per banner |
| Hire Charge | 7.088.00 EUR per banner |
| Production/Installation | 920.00 EUR per banner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

hub27 Advertising



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



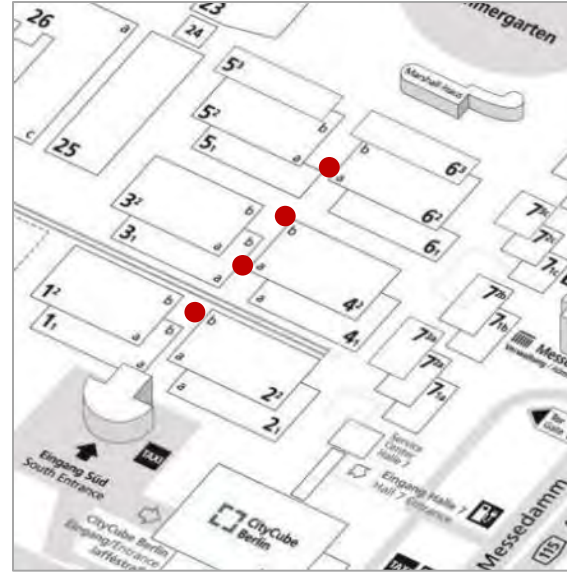
2 Entrance Banners between hub27 and Hall 1.2

| | |
|-----------------------------|--|
| 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

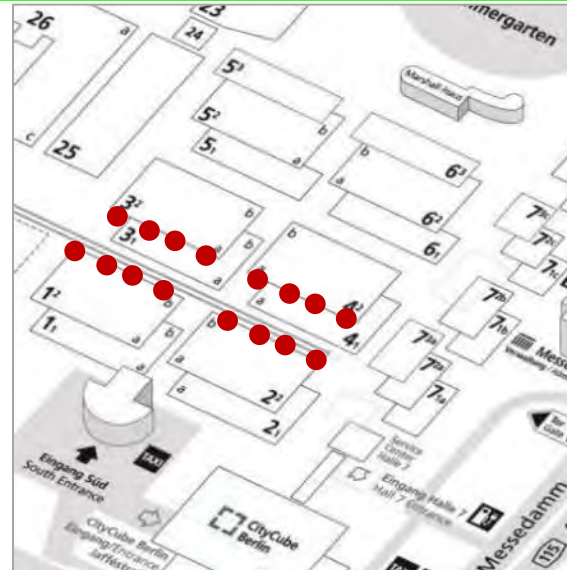


Specific Hall Advertising



Up to 4 Entrance Banners to Middle Foyers

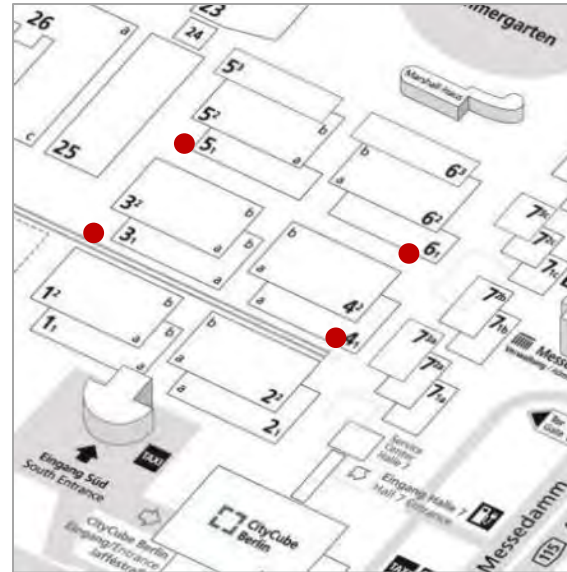
| | |
|--------------------------|---|
| Location | directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2 |
| Size (w x h) | 11.50 m x 2.20 m per banner |
| Hire Charge | 13,178.00 EUR per banner |
| Production/ Installation | 2,340.00 EUR per banner |
| Status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



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

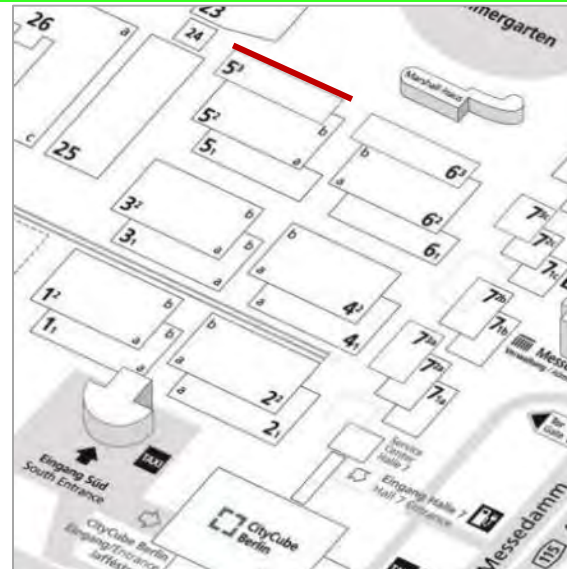
| | |
|--------------------------|---|
| Location | at the facades of Halls 1.2, 2.2, 3.2 and 4.2 |
| Size (w x h) | 11.60 m x 5.20 m per banner |
| Hire Charge | 18,360.00 EUR per banner |
| Production/ Installation | 2,790.00 EUR per banner |
| Status | Availability upon request. |

Specific Hall Advertising



Mega-Banners at Hall-Bridges

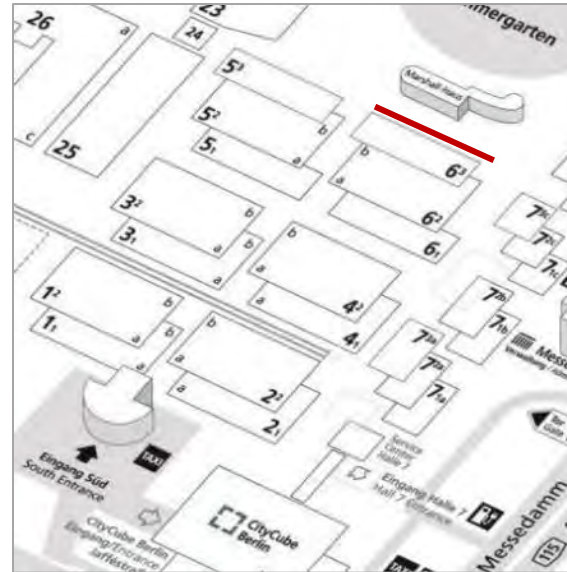
| | |
|-----------------------------|--|
| Location | at the bridges between Halls 1.2 and 3.2, 2.2 and 4.2, 3.2 and 5.2 and 4.2 and 6.2 |
| Size (w x h) | max. 23.50 m x 2.50 m per bridge smaller formats possible |
| Hire Charge | max. 21,595.00 EUR per banner |
| Production/ Installation | max. 4,610.00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



Mega-Banners at the Facades of Hall 5.2

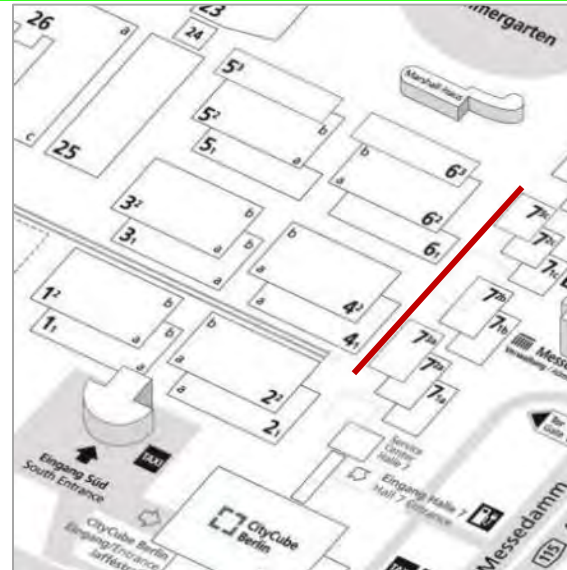
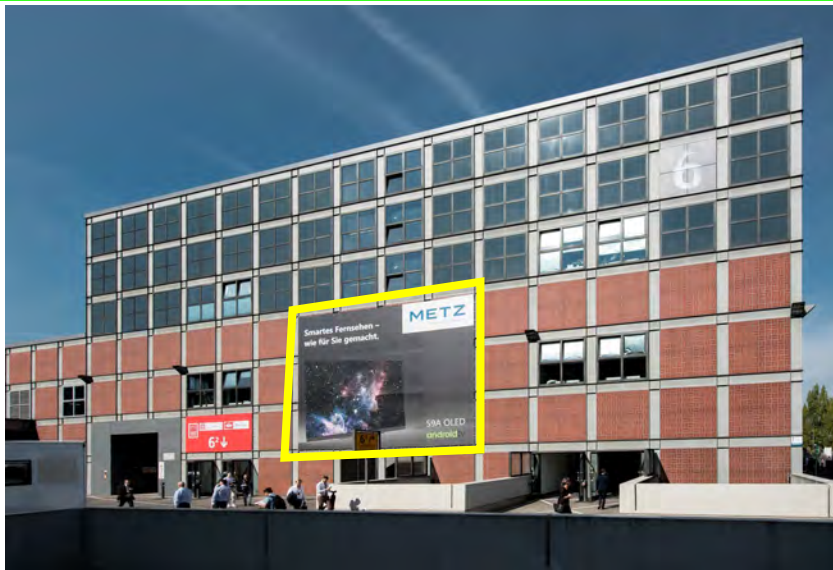
| | |
|-----------------------------|---|
| Location | at the facades of Hall 5.2 facing Summer Garden and Hall 23 |
| Size (w x h) | e.g. 11.50 m x 8.50 m other formats possible |
| Hire Charge | e.g. 19,165.00 EUR per banner |
| Production/ Installation | e.g. 7,305.00 EUR per banner |
| Status | Availability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

Specific Hall Advertising



Mega-Banners at the Facades of Hall 6.2

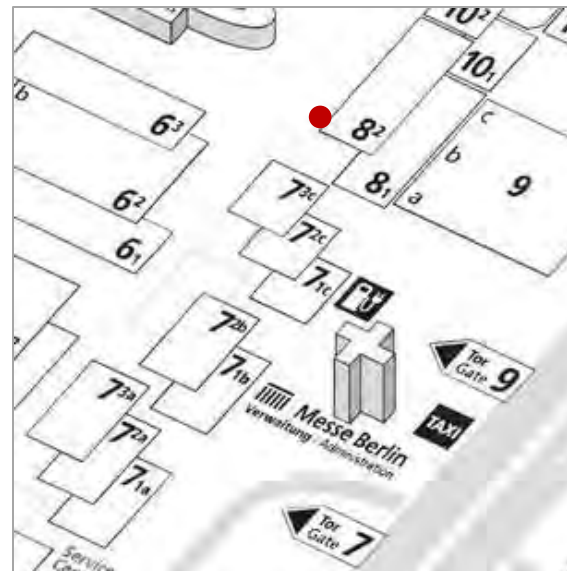
| | |
|-------------------------|--|
| Location | at the facades of Hall 6.2 facing the Summer Garden and Hall 7.2 Important Note: Subject to the structural conditions and fire regulations. |
| Size (w x h) | e.g. 29.50 m x 8.50 m e.g. 11.50 m x 8.50 m other formats possible |
| Hire Charge | e.g. 46,725.00 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. |

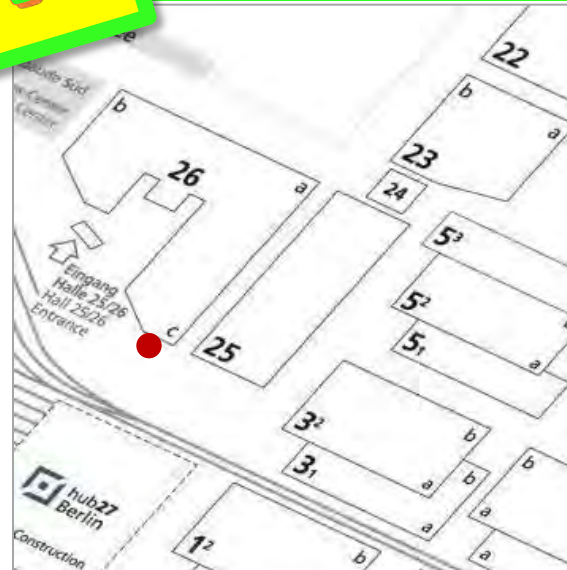
Specific Hall Advertising



NEW

1 Banner at the Façade of Hall 26

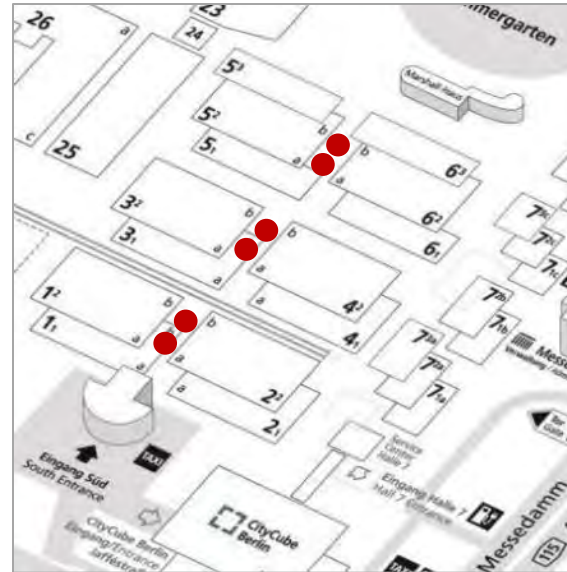
| | |
|-------------------------|---|
| Location | at the facade of Hall 26 facing the car park and Jaffestraße next to the exhibitors' entrance |
| Size (w x h) | 8.00 m x 4.00 m |
| Hire Charge | 11.345.00 EUR |
| Production/Installation | 2,652.00 EUR |



1 Banner at the Façade of Hall 26

| | |
|-------------------------|---|
| Location | at the facade of Hall 26c facing the car park and Jaffestraße |
| Size (w x h) | 7.00 m x 2.35 m |
| Hire Charge | 5,830.00 EUR |
| Production/Installation | 1,885.00 EUR |

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:

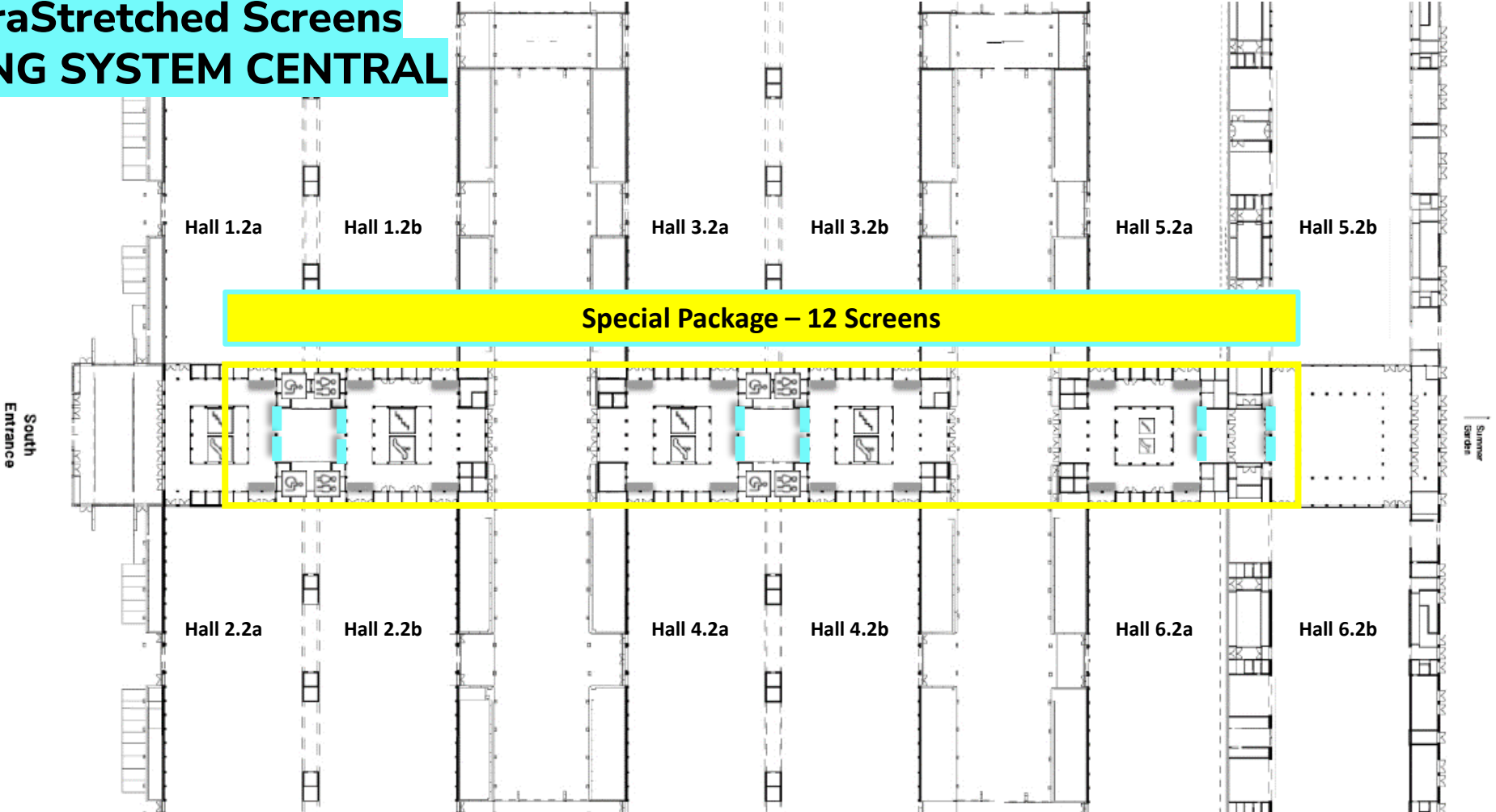
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as other clients' content. The screens are running daily during the opening hours of the show.

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.

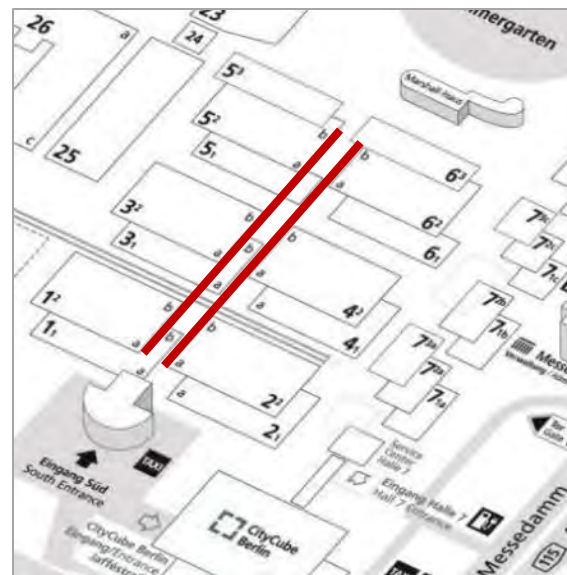
Detailed Floorplan

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:

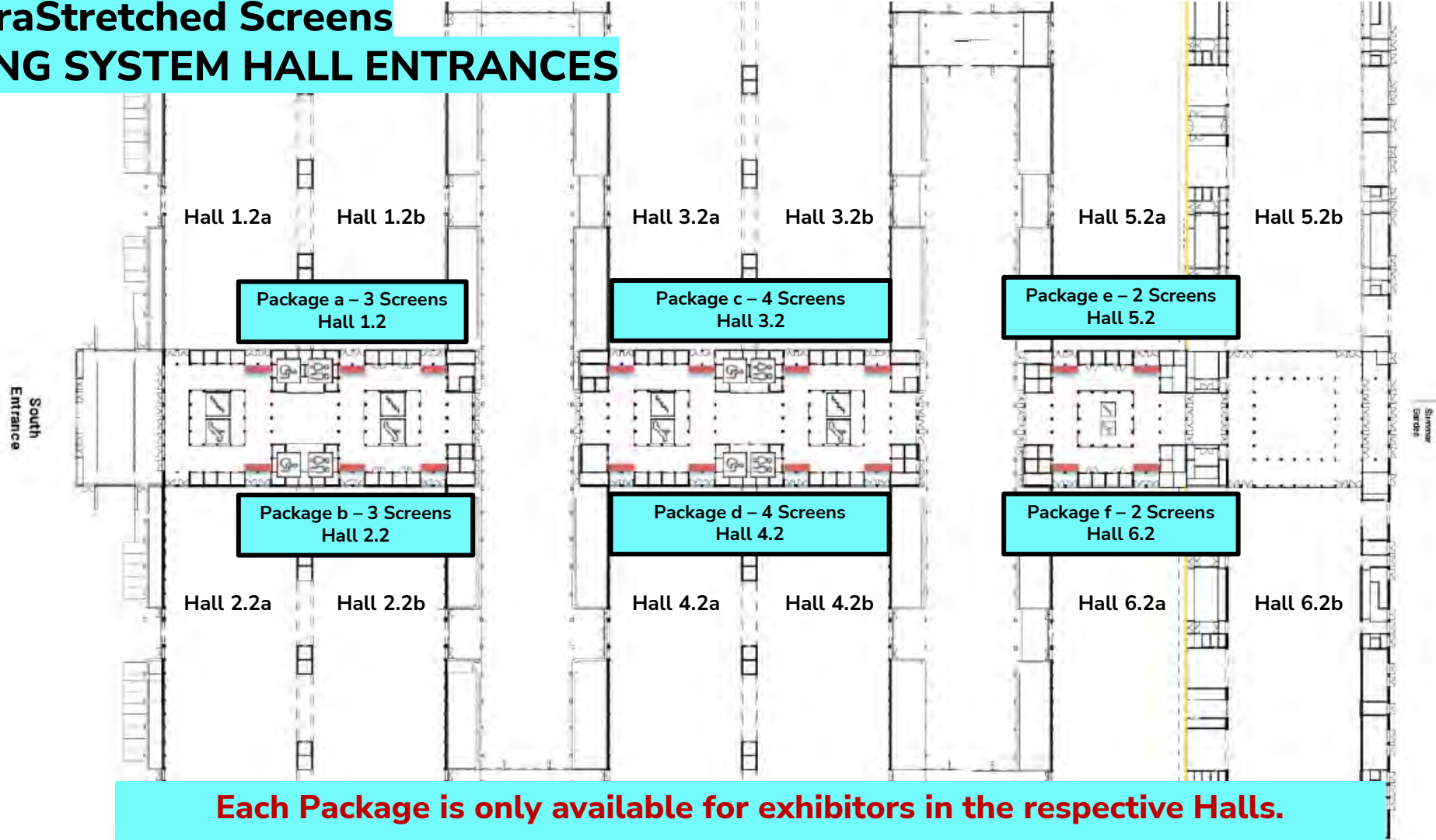
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as up to 2 other clients' content (max 3 clients per package/ screen). The screens are running daily during the opening hours of the show.

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.

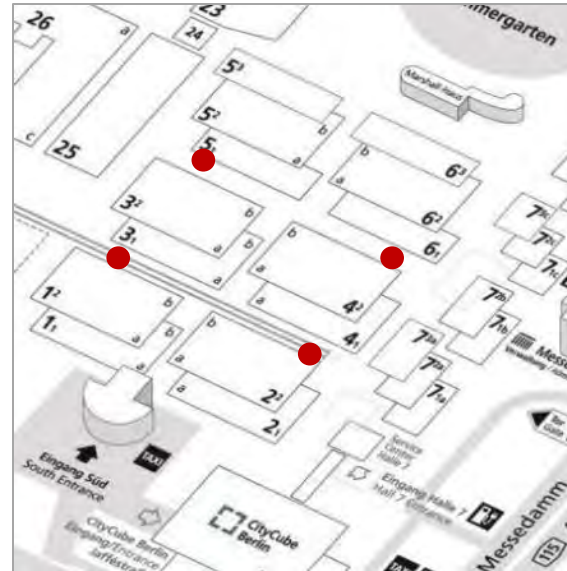
Detailed Floorplan

12 UltraStretched Screens GUIDING SYSTEM HALL ENTRANCES



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

Specific Hall Advertising

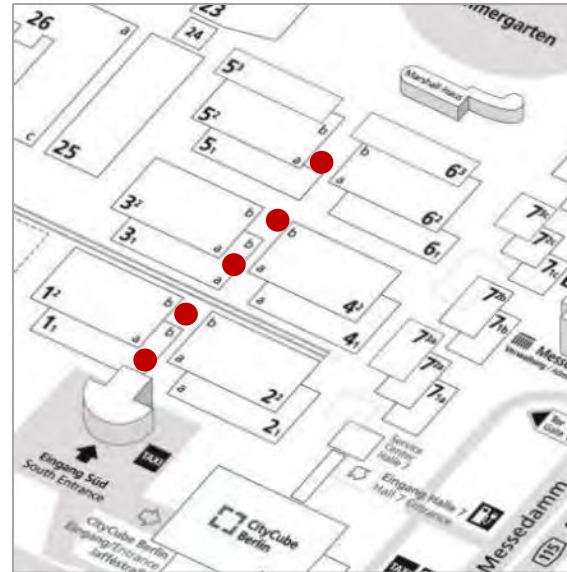


Banners in the lateral Passageways of Halls 1.1 to 6.1

| | |
|--------------------------|--|
| 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. |

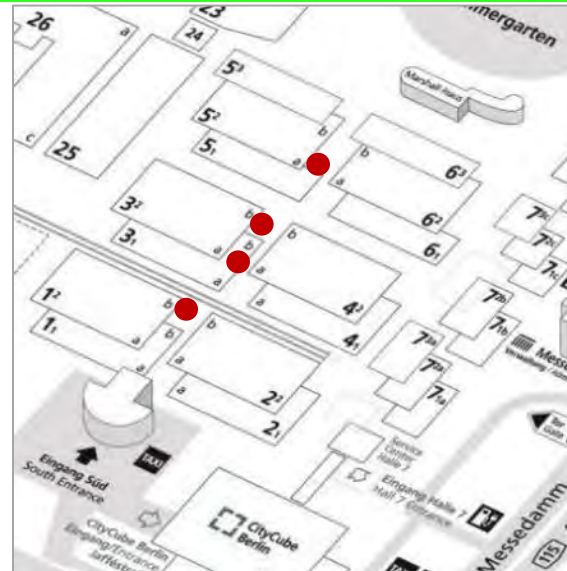


Specific Hall Advertising



Hanging Banners Middle Foyers, each 2-sided

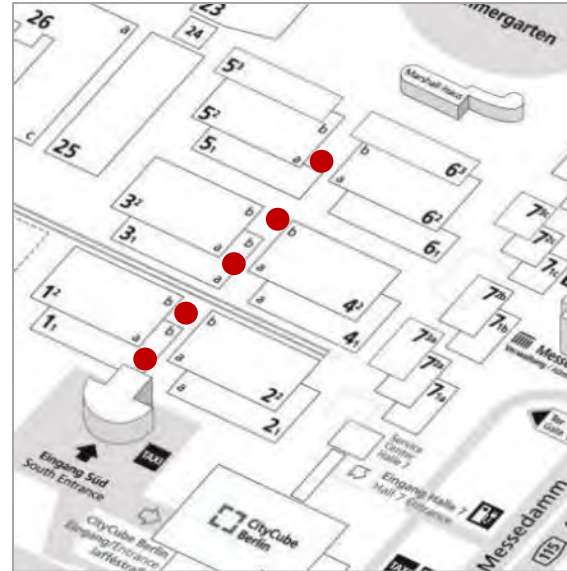
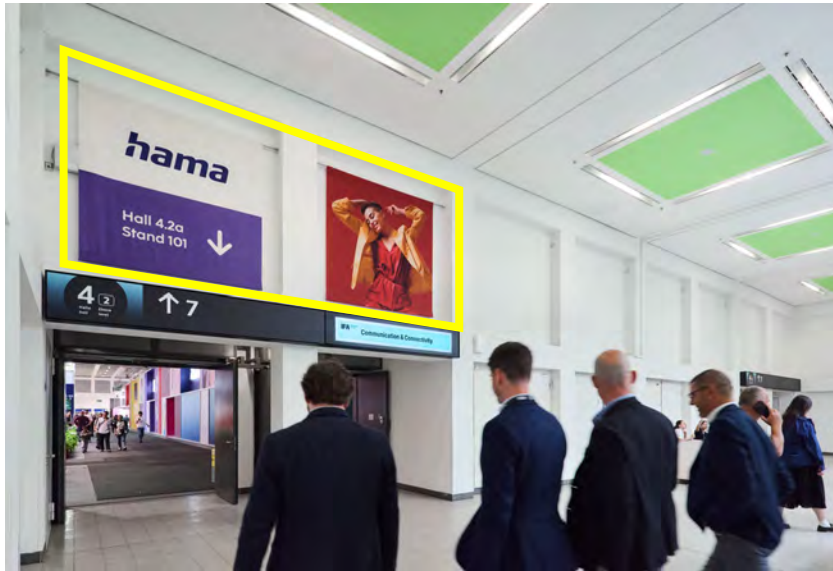
| | |
|-------------------------|---|
| Location | in the middle foyers of Halls 1.2/2.2 and 3.2/4.2 (in each case a and b) as well as 5.2a/6.2a directly above the escalators and staircases – Up to 4 banners can be installed per foyer side by side. |
| Size (w x h) | 2.00 m x 3.00 m per double-sided 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

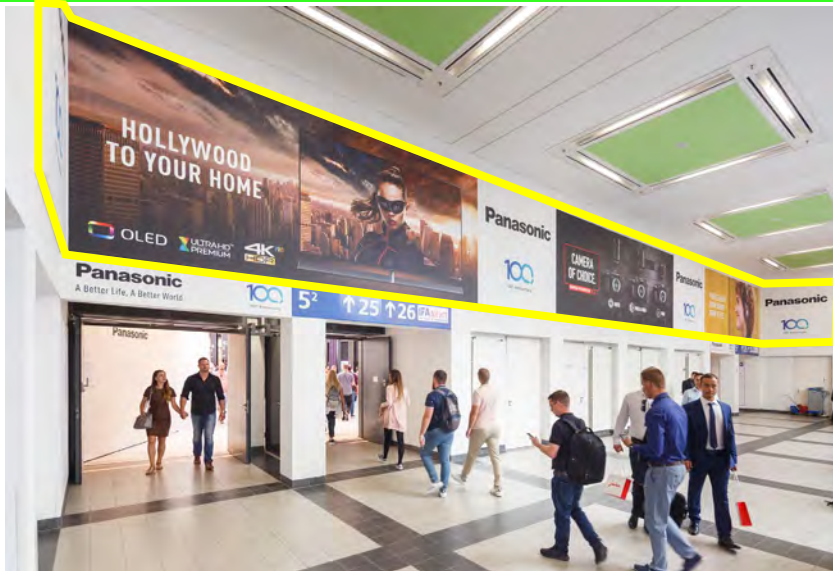
| | |
|-------------------------|--|
| Location | <ul style="list-style-type: none"> - exit area middle foyer Halls 1.2/ 2.2: 2 showcases - entrance area middle foyer Halls 3.2/ 4.2: 2 showcases - exit area middle foyer Halls 3.2/ 4.2: 2 showcases - entrance area middle foyer Halls 5.2/ 6.2: 2 showcases |
| 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

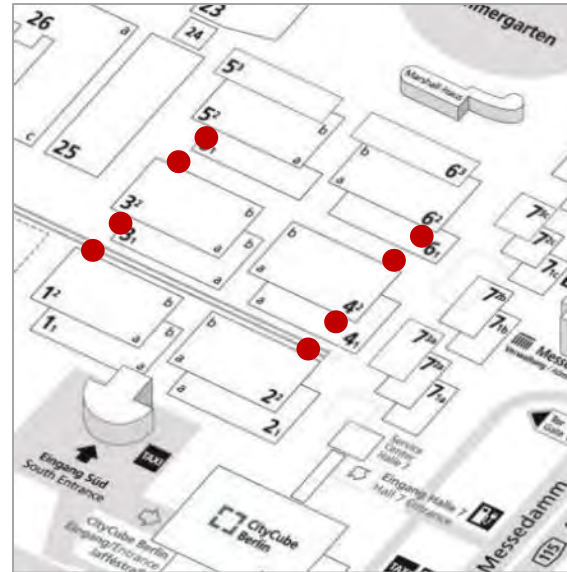
| | |
|-------------------------|--|
| Location | in the middle foyers at entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a |
| Size (w x h) | 2.00 m x 2.00 m per banner |
| Hire Charge | 2,548.00 EUR per banner |
| Production/Installation | 335.00 EUR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



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

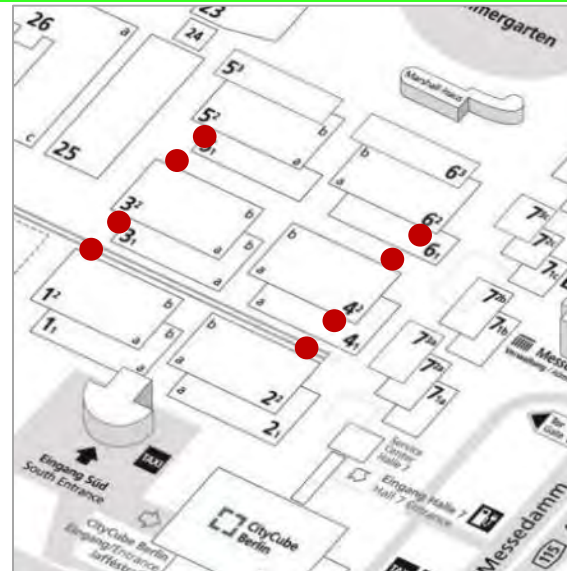
| | |
|-------------------------|--|
| Location | in the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a |
| Size (w x h) | 1 entrance branding consists of: 1 horizontal banner with approx. 23.40 m x 2.52 m 2 lateral banners on 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

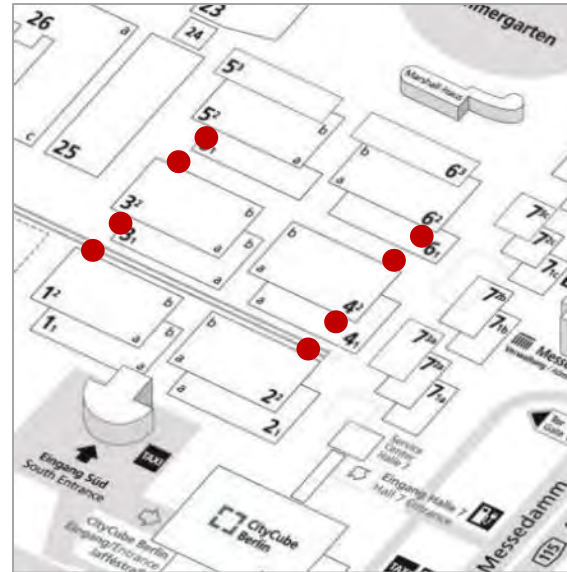
| | |
|-------------------------|--|
| Location | at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways |
| Size (w x h) | 2.92 m x 5.00 m per banner (4 banners per entrance) |
| Hire Charge | 15,765.00 EUR for 4 banners |
| Production/Installation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



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

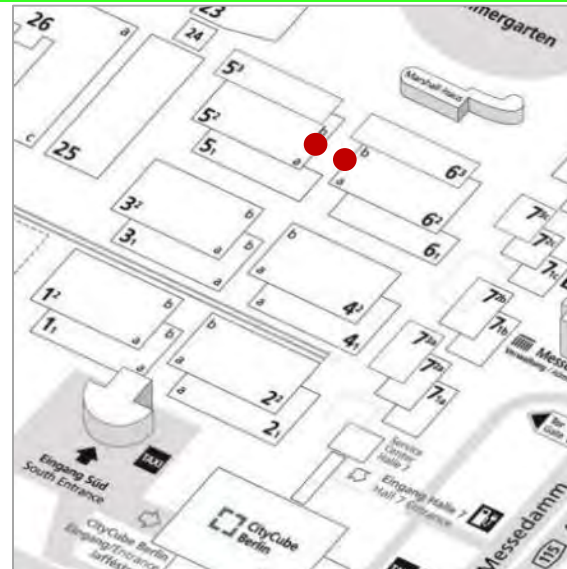
| | |
|-------------------------|---|
| Location | on the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways |
| Size (w x h) | approx. 2.50 m x 2.80 m per banner (2 banners per entrance) |
| Hire Charge | 5,490.00 EUR for 2 banners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

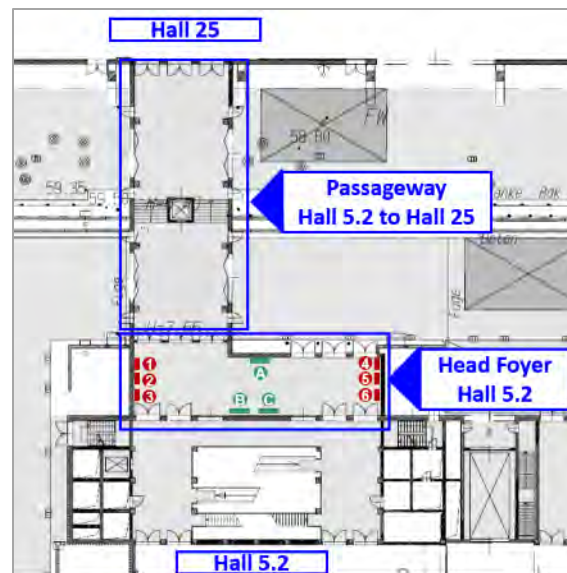
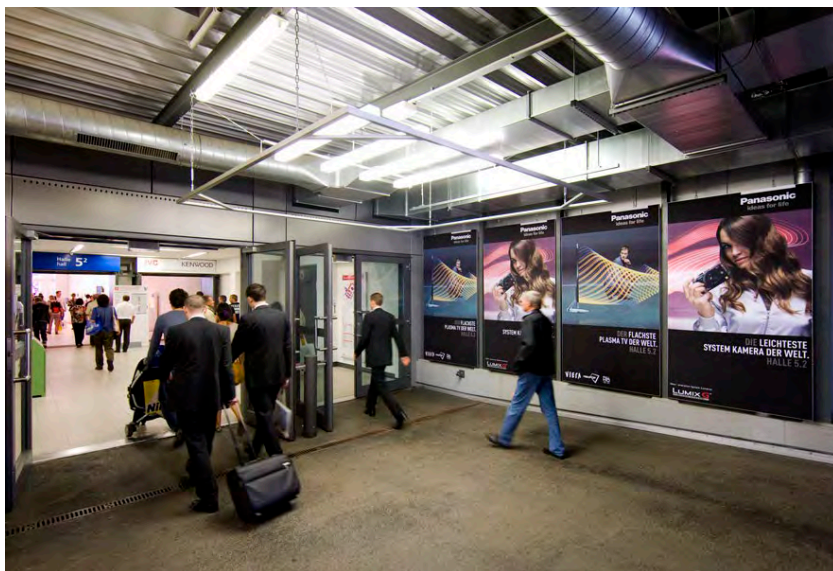
| | |
|--------------------------|--|
| Location | in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways |
| Size (w x h) | 10.00 m x 1.00 m per side, 2 sides in total (2 banners back to back per entrance) |
| Hire Charge | 8,085.00 EUR for 2 banners back 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

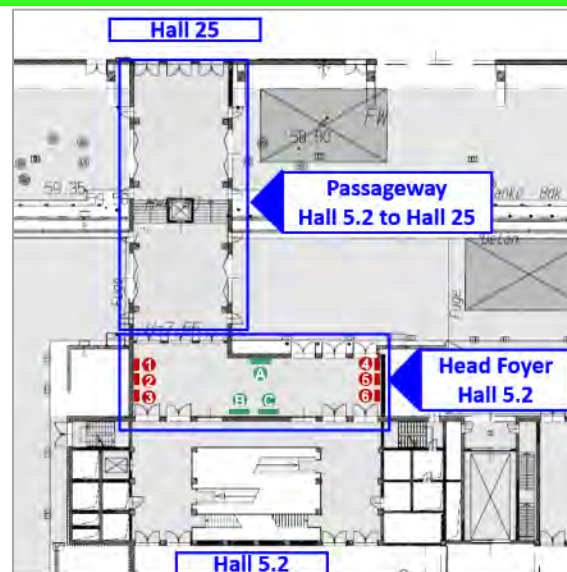
| | |
|--------------------------|--|
| Location | <ul style="list-style-type: none"> - in the middle foyer between the entrance doors of Hall 5.2b - in the middle foyer between the entrance doors of Hall 6.2b |
| Size (w x h) | 14.60 m x 2.50 m per branding |
| Hire Charge | 16,233.00 EUR per branding |
| 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

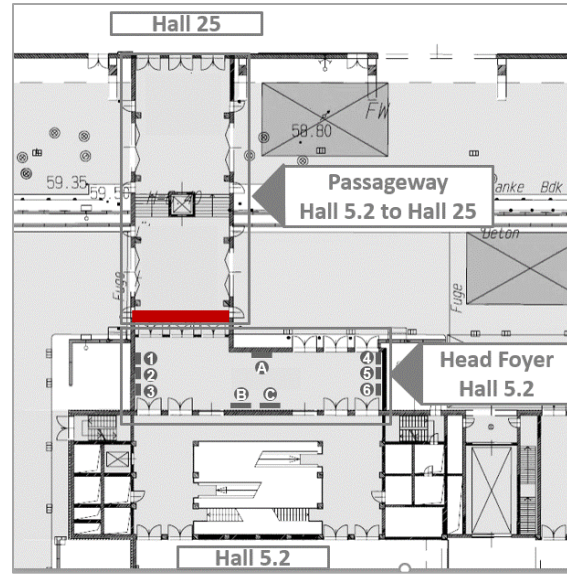
| | |
|-------------------------|---|
| Location | 6 banners in the head foyer of Hall 5.2 as connection to Hall 25: 3 banners at the north and 3 banners at the south side (see red numbers 1 to 6 on the left map) |
| Size (w x h) | 1.30 m x 2.30 m per banner |
| Hire Charge | 8,112.00 EUR for all 6 banners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

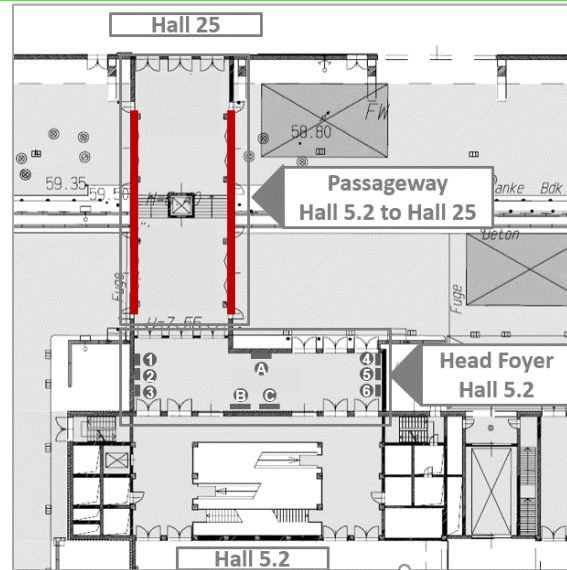
| | |
|-------------------------|---|
| Location | in the head foyer of Hall 5.2 towards Hall 25: east and west side (see green letters A,B & C on the left map) |
| Size (w x h) | 2.50 m x 2.50 m per banner |
| Hire Charge | 7,485.00 EUR for all 3 banners |
| Production/Installation | 1,645.00 EUR for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

Specific Hall Advertising



1 Entrance Banner leading to Hall 5.2a

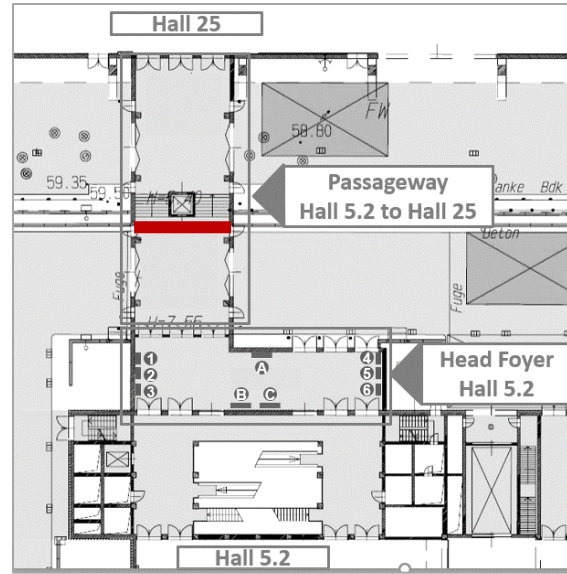
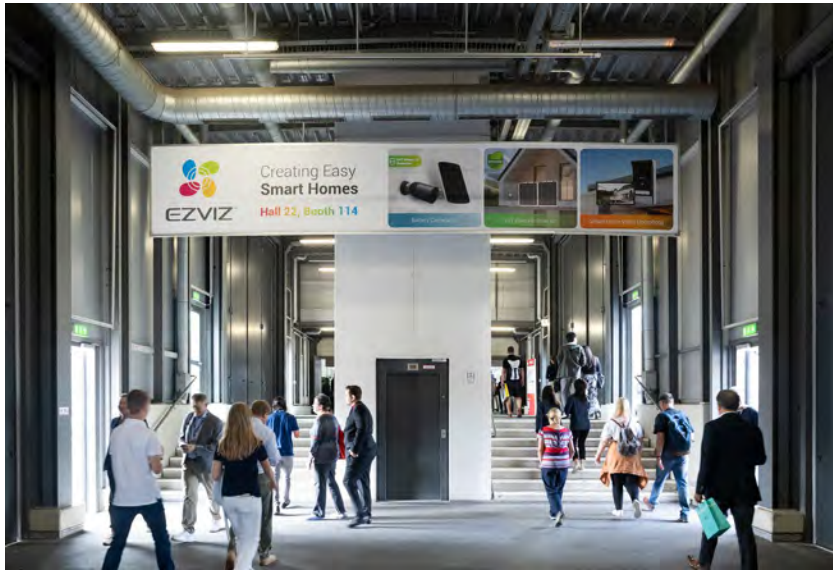
| | |
|-------------------------|--|
| Location | at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a (see red mark on the left map) |
| Size (w x h) | 7.80 m x 3.00 m |
| Hire Charge | 10,550.00 EUR |
| Production/Installation | 1,265.00 EUR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



8 Lateral Banners in the Passageway

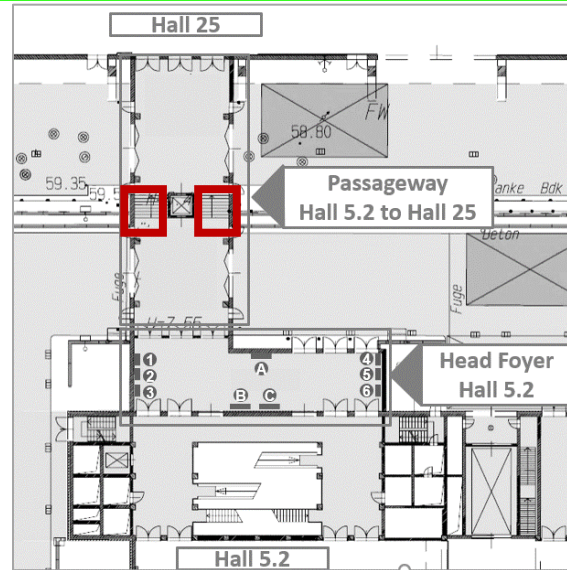
| | |
|-------------------------|--|
| Location | 8 banners in the passageway between Halls 5.2a and 25: north and south side (see red marks on the left map) |
| Size (w x h) | 4 banners: 1.30 m x 3.00 m each (2 on the right and 2 on the left) 4 banners: 1.30 m x 1.70 m each (2 on the right and 2 on 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

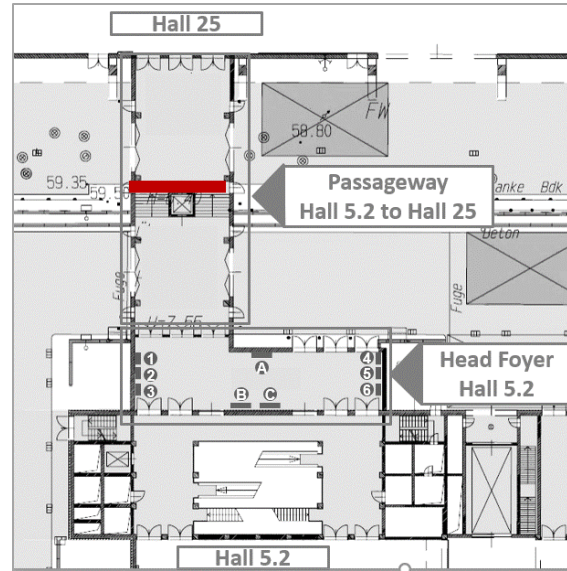
| | |
|-------------------------|---|
| Location | in the middle of the passageway to Hall 25 coming from Hall 5.2a (see red mark on the left map) |
| Size (w x h) | 7.80 m x 1.30 m |
| Hire Charge | 4,870.00 EUR |
| Production/Installation | 925.00 EUR |
| Status | Availability upon request. |



Stair Branding in the Passageway leading to Hall 25

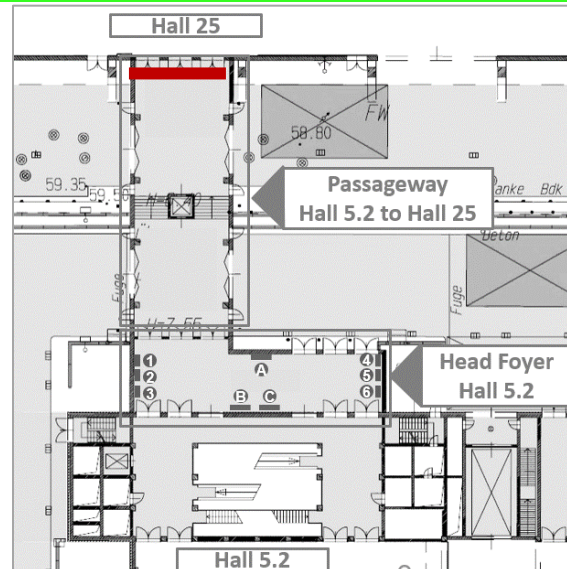
| | |
|-------------------------|---|
| Location | 2 stairs with 8 steps each in the middle of the passageway leading to Hall 25 coming from Hall 5.2a (see red marks on the left map) |
| Size (w x h) | 2 stairs with 8 step graphics each: lowest steps: 3.04 m x 0.10 m each step graphics no. 2 to 8: 3.04 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

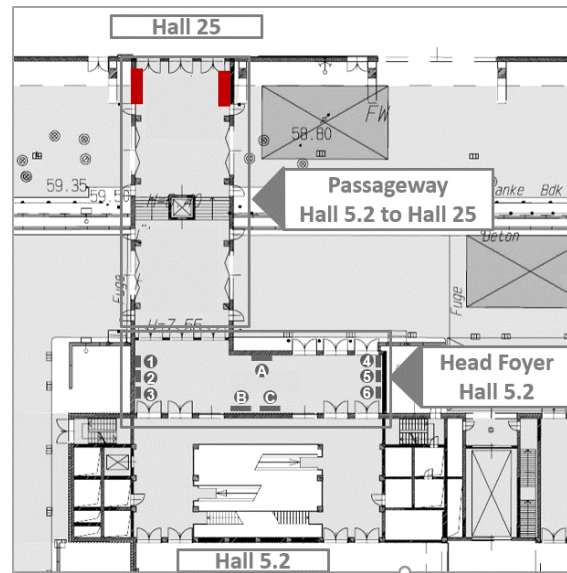
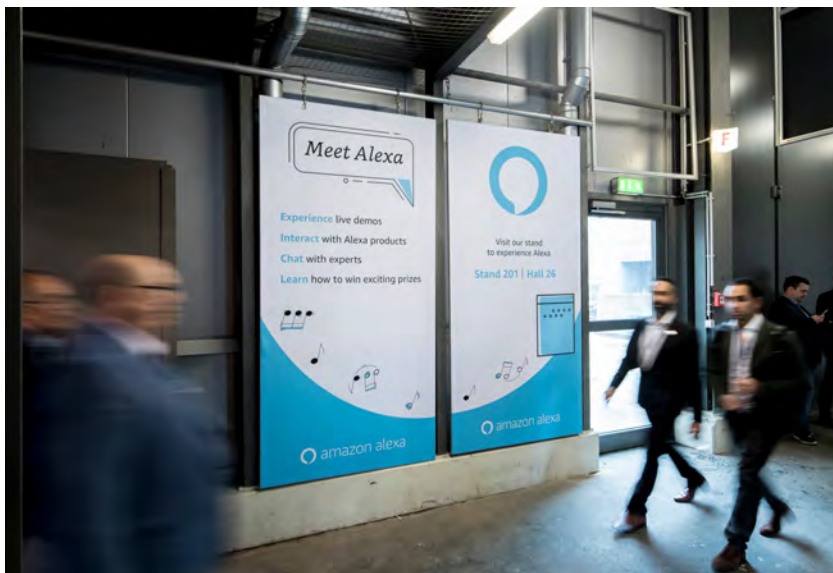
| | |
|-------------------------|---|
| Location | In the middle of the passageway to Hall 5.2a coming from Hall 25 (see red mark on the left map) |
| Size (w x h) | 7.80 m x 2.50 m |
| Hire Charge | 8,805.00 EUR |
| Production/Installation | 1,075.00 EUR |
| Status | Availability upon request. |



1 Entrance Banner to Hall 25

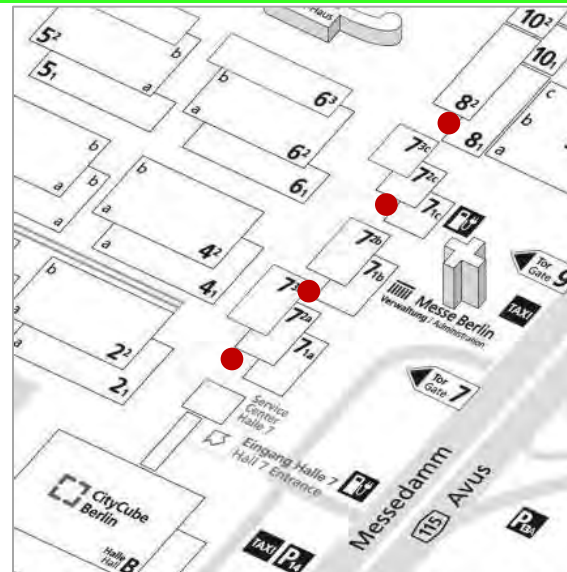
| | |
|-------------------------|---|
| Location | directly above the entrance doors to Hall 25 coming from Hall 5.2a (see red mark on the left map) |
| Size (w x h) | 7.80 m x 2.50 m |
| Hire Charge | 8,805.00 EUR |
| Production/Installation | 1,075.00 EUR |
| Status | Availability upon request. |

Specific Hall Advertising



4 Lateral Banners at the Entrance to Hall 25

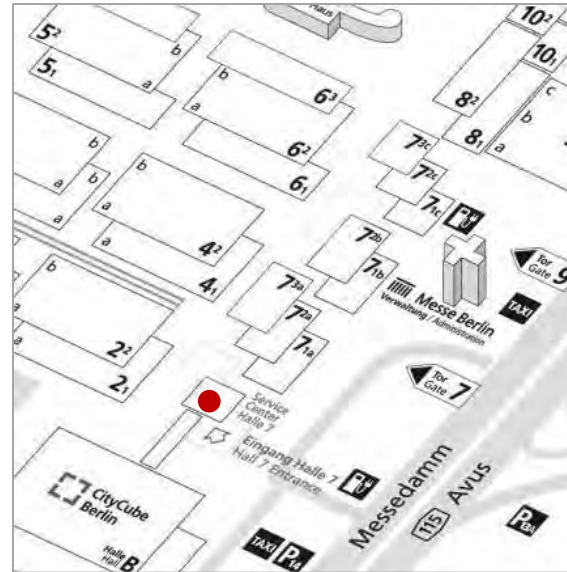
| | |
|-------------------------|--|
| Location | 4 banners at the entrance to Hall 25 coming from Hall 5.2a: north and south side (see red marks on the left map) |
| Size (w x h) | 1.30 m x 2.60 m per banner (4 banners in total) |
| Hire Charge | 6,505.00 EUR for all 4 banners |
| Production/Installation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



15 Poster Showcases between Halls 7 and 8, unlighted

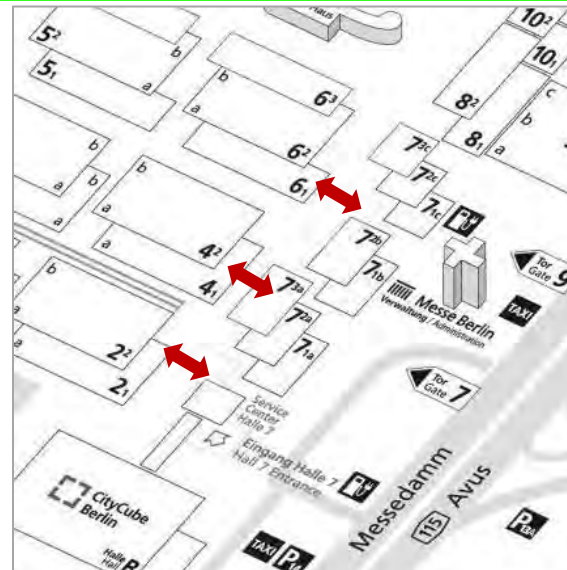
| | |
|-------------------------|--|
| Location | 15 showcases in the entrance areas and passages of Hall 7 and Hall 8 |
| Size (w x h) | 1.18 m x 1.75 m per poster |
| Hire Charge | 710.00 EUR per poster |
| Production/Installation | 150.00 EUR per poster |
| Status | Availability upon request. |

Specific Hall Advertising



1 Banner in Hall 7

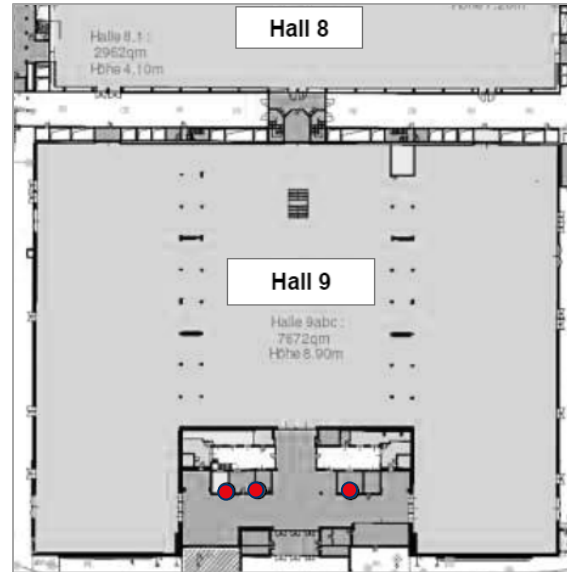
| | |
|-------------------------|--|
| Location | suspended banner directly in the entrance area of Hall 7 |
| Size (w x h) | 3.50 m x 2.50 m (only the front side printed) |
| Hire Charge | 5,360.00 EUR |
| Production/Installation | 590.00 EUR |
| Status | Availability upon request. |



Passageway Banners between Halls 2.2, 4.2, 6.2 & 7.2

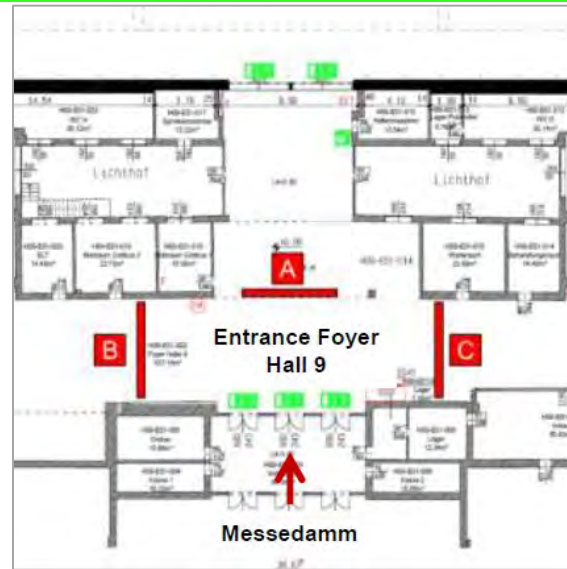
| | |
|-------------------------|---|
| Location | 4 banners in the passageway between Halls 2.2 and 7.2a: 4 banners in the passageway between Halls 4.2 and 7.2b 4 banners in the passageway between Halls 6.2 and 7.2c |
| Size (w x h) | 5.50 m x 1.50 m per banner (4 banners per passageway) (2 one-sided 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

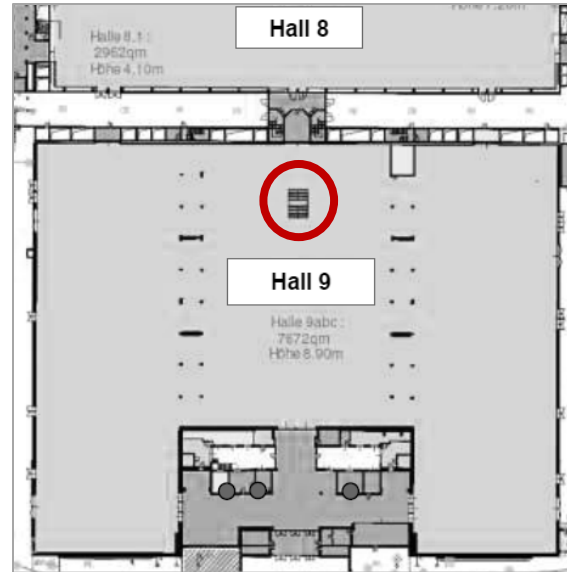
| | |
|-------------------------|---|
| Location | 3 city light posters in the entrance area of Hall 9 (see red marks in the left map) |
| Size (w x h) | 1.18 m x 1.75 m per poster |
| Hire Charge | 1,390.00 EUR per poster |
| Production/Installation | 150.00 EUR per poster |
| Status | Availability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



1 Balustrade Branding in Hall 9, 6-sided

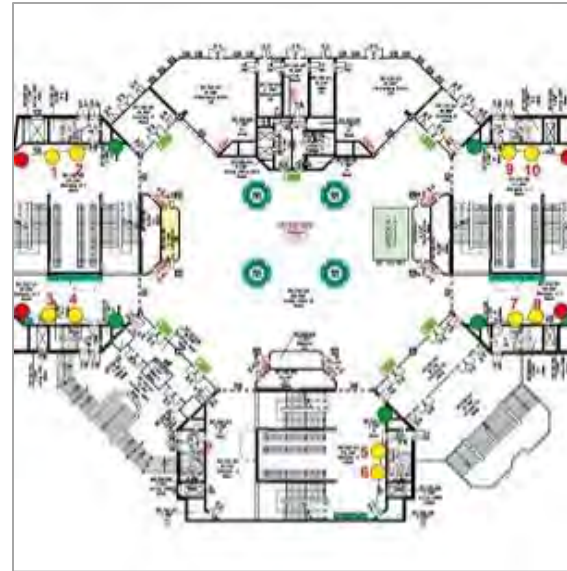
| | |
|--------------------------|--|
| Location | in Hall 9 coming from Hall 8: branding of the balustrade around the emergency exit (facing inwards and outwards / 6 sides in total) |
| Size (w x h) | 2 spaces à approx. 6.00 m x 1.12 m 2 spaces à approx. 5.90 m x 1.12 m 1 space approx. 4.16 m x 1.12 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

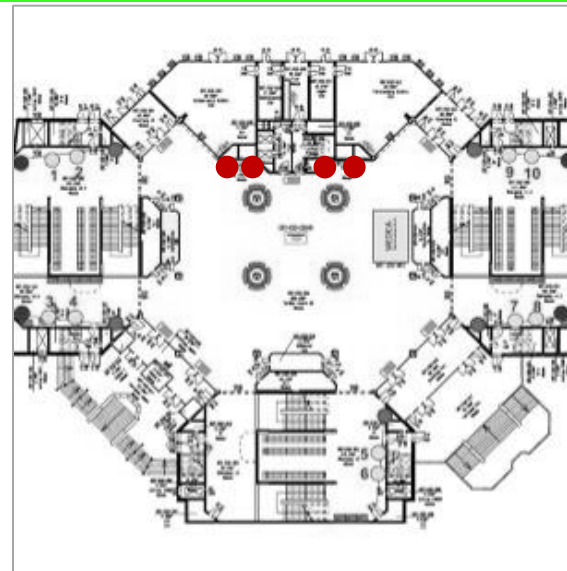
| | |
|--------------------------|---|
| Location | positions in the entrance areas and passages of Hall 8 and Hall 9 |
| Size (w x h) | 1.02 m x 2.02 m per banner frame |
| Hire Charge | 1,605.00 EUR per banner frame |
| Production/ Installation | 85.00 EUR per banner frame |
| Status | Availability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

Specific Hall Advertising



Up to 10 Poster Frames “Großer Stern”, illuminated

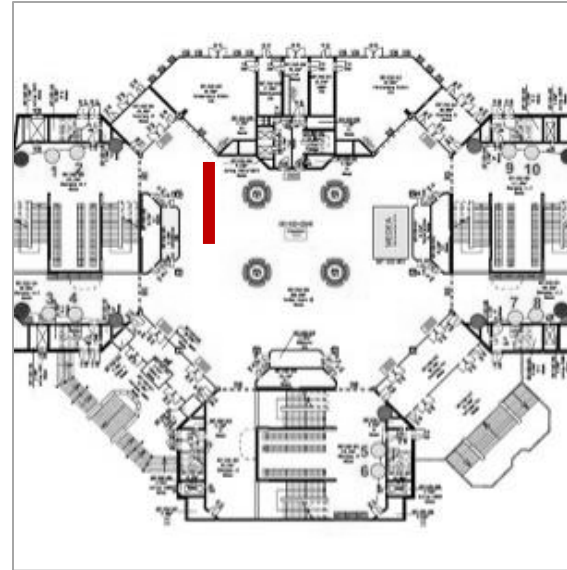
| | |
|--------------------------|--|
| Location | in the passageway “Großer Stern” on Level 2 between Halls 10.2, 11.2 and 12 (see yellow marks on the left map) |
| Size (w x h) | 0.99 m x 2.31 m per poster |
| Hire Charge | 1,605.00 EUR per poster |
| Production/ Installation | 170.00 EUR per poster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



4 Digital Displays in the Passageway “Großer Stern

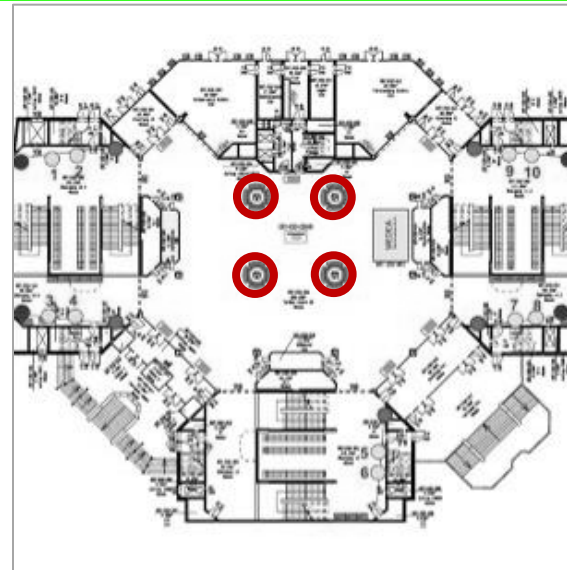
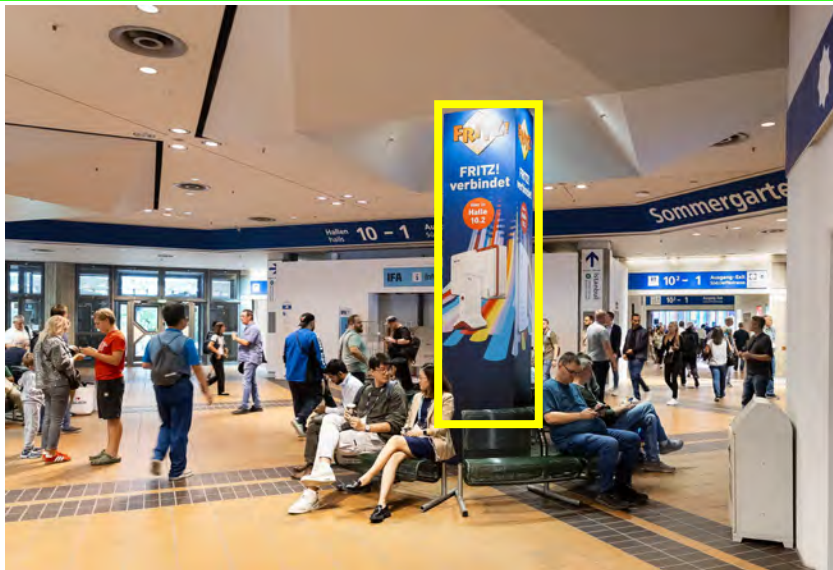
| | |
|-----------------|--|
| Location | Up to 4 digital displays (75” displays) in the passageway “Großer Stern” on Level 2, whereof 2 screens are installed side by side: 30 seconds for exhibitor content in combination with IFA content |
| Technical Specs | picture format (w x h): 2160 pixel x 3840 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

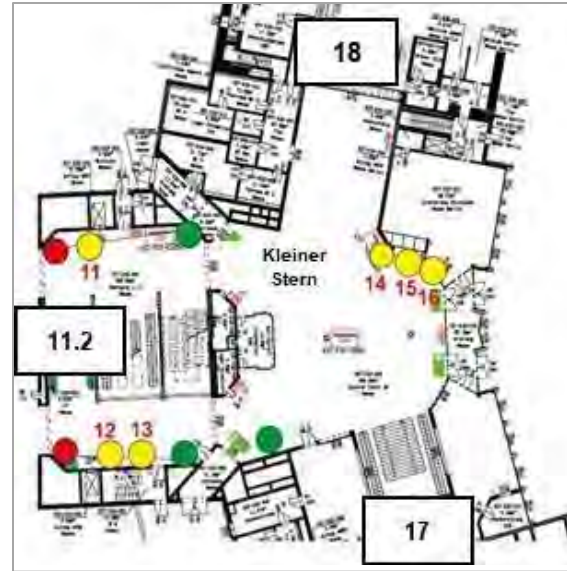
| | |
|-----------------------------|--|
| Location | in the passageway "Großer Stern" on level 2 at the exit to Summer Garden (see red mark on the left map – other positions are possible) |
| Size (w x h) | 6.00 m x 0.90 m per side (print on front and back side) |
| Hire Charge | 9,150.00 EUR per banner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



4 Pillar Brandings in the Passageway "Großer Stern"

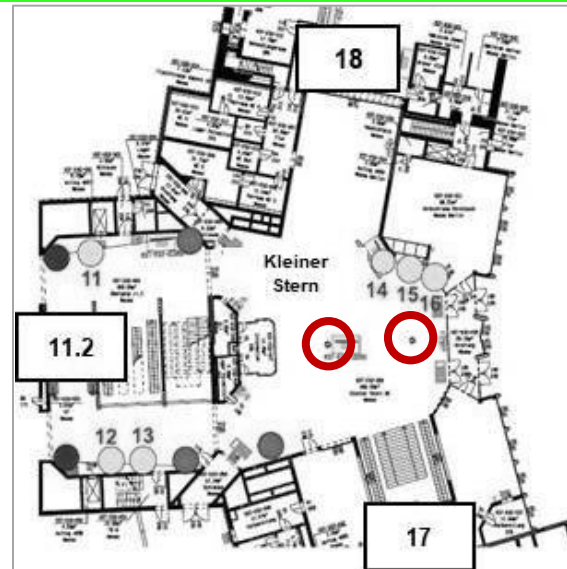
| | |
|-----------------------------|---|
| Location | in the passageway "Großer Stern" on Level 2 (see red marks on the left map) |
| Size (w x h) | 0.80 m x 4.08 m per side and productional size: 0.84 m x 4.10 m per side (4 sides per pillar; parts of the branding are covered by the benches and ceiling 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

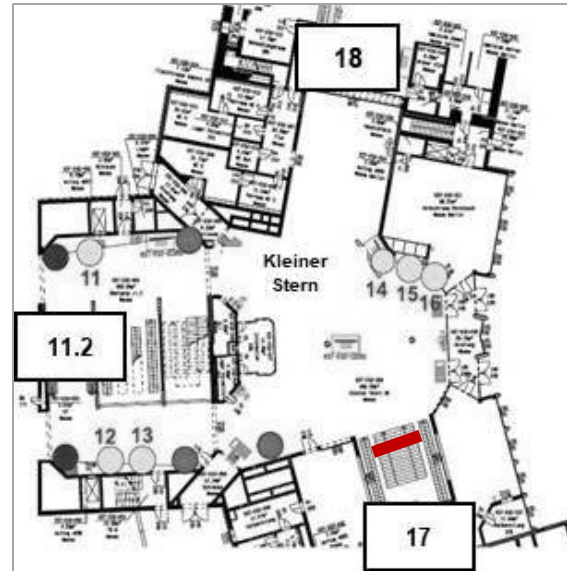
| | |
|--------------------------|---|
| Location | in the passageway “Kleiner Stern” on Level 2 between Halls 11.2, 17 and 18 (see yellow marks on the left map) |
| Size (w x h) | 0.99 m x 2.31 m per poster |
| Hire Charge | 1,605.00 EUR per poster |
| Production/ Installation | 170.00 EUR per poster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



2 Pillar Brandings in the Passageway “Kleiner Stern”

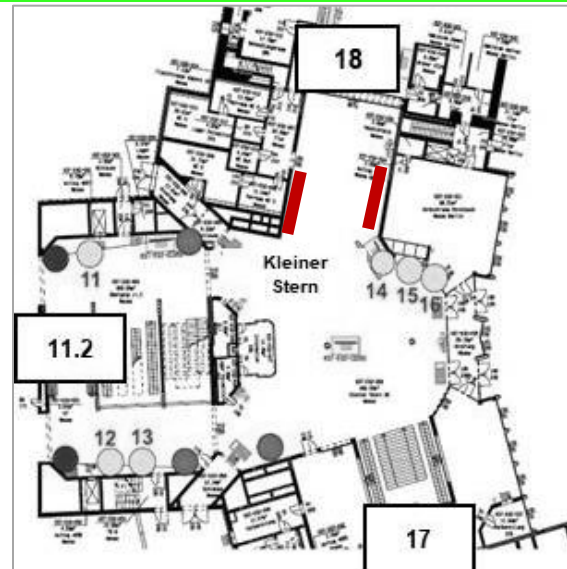
| | |
|--------------------------|--|
| Location | in the passageway “Kleiner Stern” on Level 2 (see red marks on the left map) |
| Size (w x h) | 0.65 m x 3.30 m per side (4 sides per pillar) |
| Hire Charge | 9,955.00 EUR for both 4-sided pillar brandings |
| Production/ Installation | 3,220.00 EUR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

Specific Hall Advertising



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

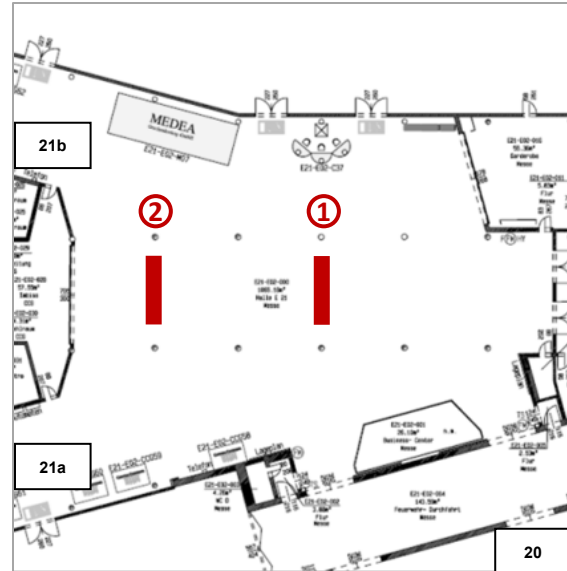
| | |
|--------------------------|---|
| Location | directly above the stairs and between the escalators connecting Hall 17 and the passageway “Kleiner Stern” on level 2 (see red mark on the left map), 1-sided |
| Size (w x h) | 4.20 m x 1.50 m |
| Hire Charge | 4,995.00 EUR |
| Production/ Installation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



2 Wall-Brandings in the Passageway “Kleiner Stern”

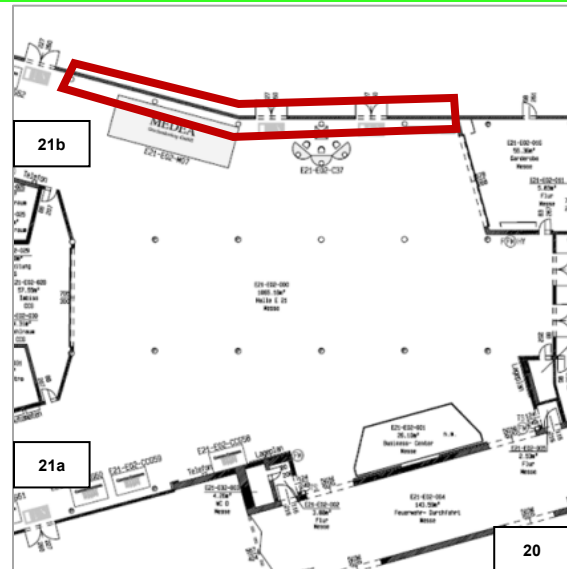
| | |
|--------------------------|--|
| Location | in the passageway “Kleiner Stern” on Level 2 at Hall 18 (see red mark on the left map) |
| Size (w x h) | position 1: 6.00 m x 2.20 m position 2: 8.10 m x 2.20 m |
| Hire Charge | position 1: 10,920.00 EUR position 2: 14,745.00 EUR |
| Production/ Installation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

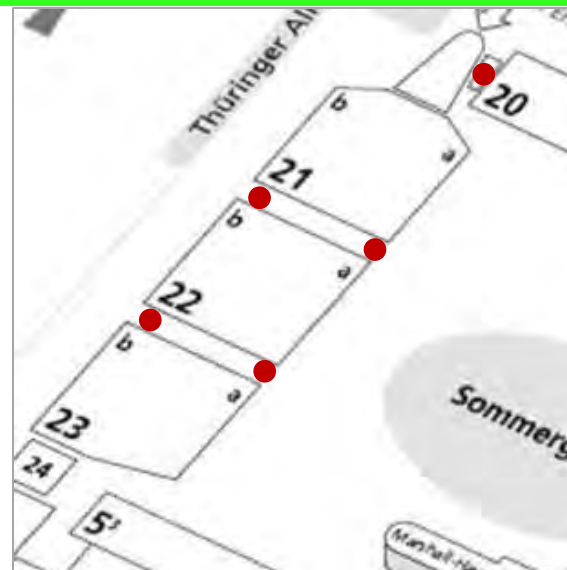
| | |
|-------------------------|---|
| Location | Up to 3 window brandings in the entrance area to Hall 21b coming from the Entrance Hall 21 and from Hall 20 (see red marked area on the left map) |
| Size (w x h) | e.g. 12 windows: 1.13 m x 0.78 m each |
| Hire Charge | e.g. 10,110.00 EUR for 12 windows/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

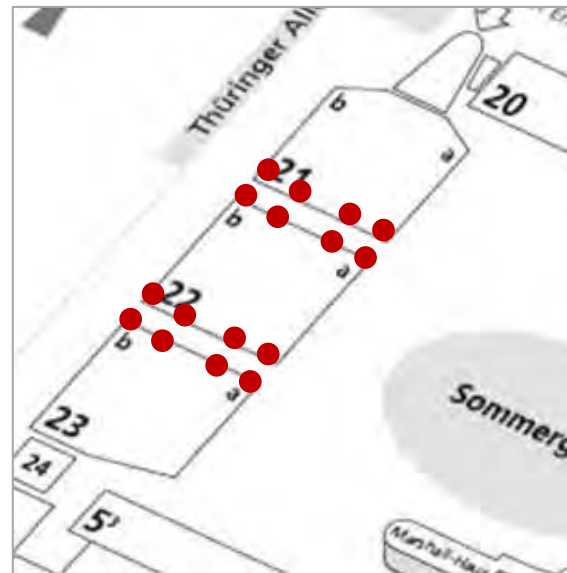
| | |
|-------------------------|--|
| Location | in the entrance areas to Halls 20 and 21 (see red marks on the left map) |
| Size (w x h) | approx. 0.58 m x 2.50 m per side (4 sides per pillar) |
| Hire Charge | 3,370.00 EUR per 4-sided pillar branding |
| Production/Installation | 1,250.00 EUR per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



Wall brandings between Halls 20, 21, 22 and 23

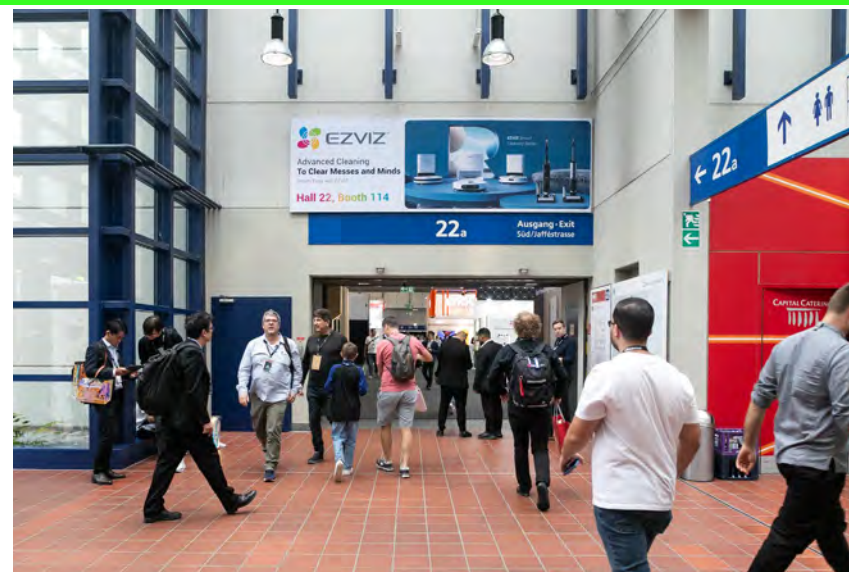
| | |
|-------------------------|--|
| Location | Wall brandings within the catering areas and next to the passageways between Halls 20 to 23 (see red marked areas on the left map) |
| Size (w x h) | e.g. up to 9.50 m x 1.17 m per branding area |
| Hire Charge | 7,420.00 EUR per branding area |
| Production/Installation | 1,066.00 EUR per branding area |
| Status | Availability upon request. |

Specific Hall Advertising

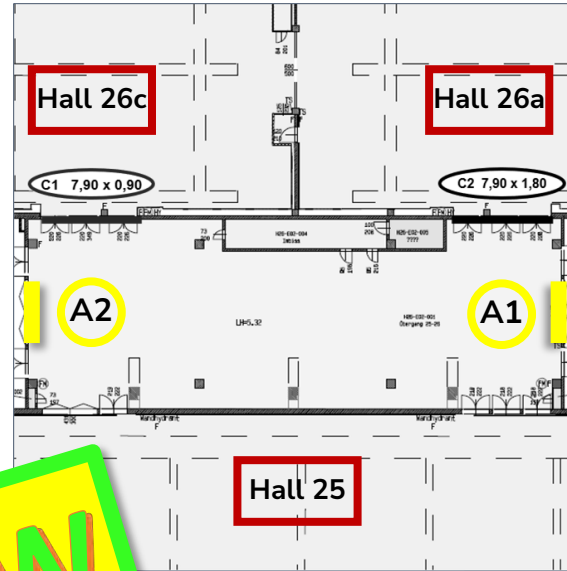


Framed Entrance Banners Halls 21, 22 & 23

| | |
|-------------------------|---|
| 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. |



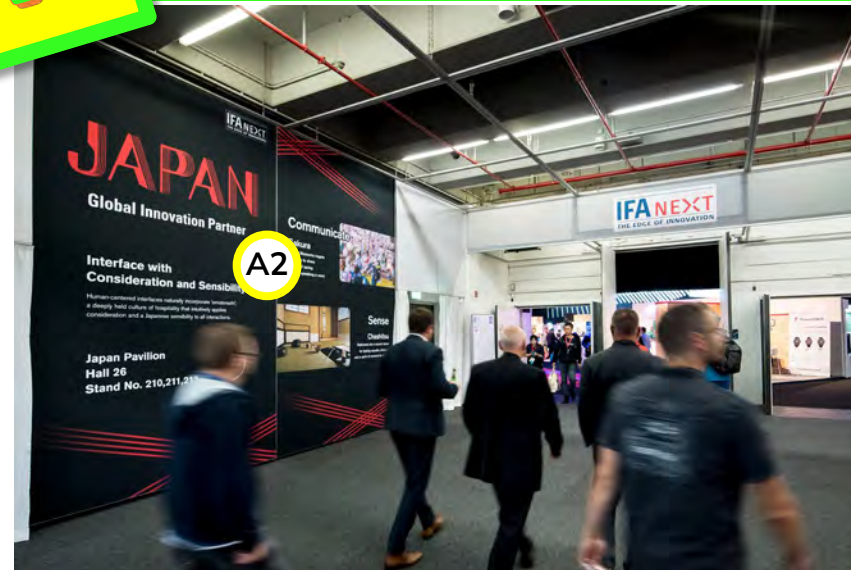
Specific Hall Advertising



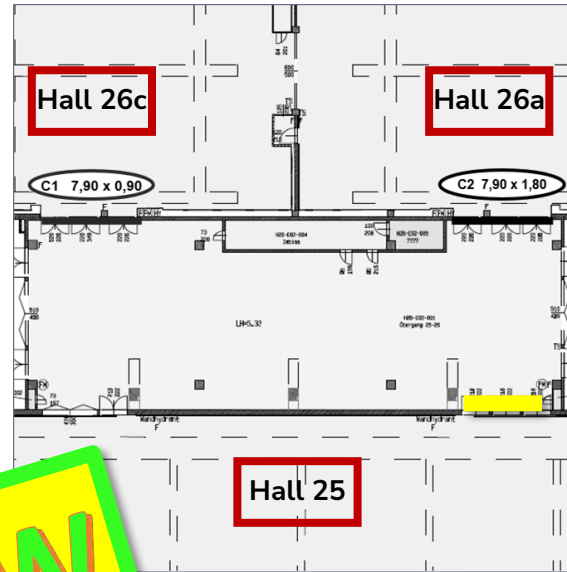
4 Passageway Banners between Halls 25 and 26

| | |
|--------------------------|--|
| Location | at the sides of both passageways connecting Halls 25 and 26: 2 banners in the left passageway and 2 banners in the right passageway (see exemplary yellow marks A1 and A2 on the photos) |
| Size (w x h) | 2.60 m x 4.45 m per banner/ 2 banners per passageway |
| Hire Charge | 18,050.00 EUR for 4 banners/ per passageway |
| Production/ Installation | 2,700.00 EUR for 4 banners/ per passageway |
| Status | Availability upon request. |

NEW



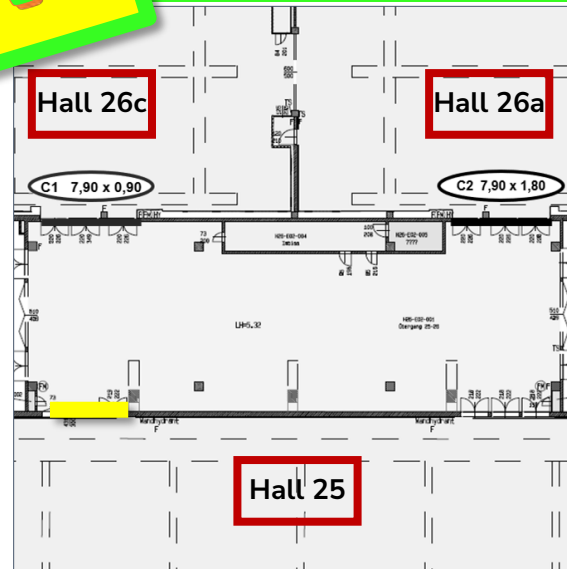
Specific Hall Advertising



1 Entrance Banner to Hall 25 coming from Hall 26 a

| | |
|--------------------------|---|
| Location | above the entrance doors to Hall 25 coming from Hall 26 a – see yellow mark on the map and exemplary left photo |
| Size (w x h) | 7.10 m x 1.80 m |
| Hire Charge | 6,315.00 EUR |
| Production/ Installation | 785.00 EUR |
| Status | Availability upon request. |

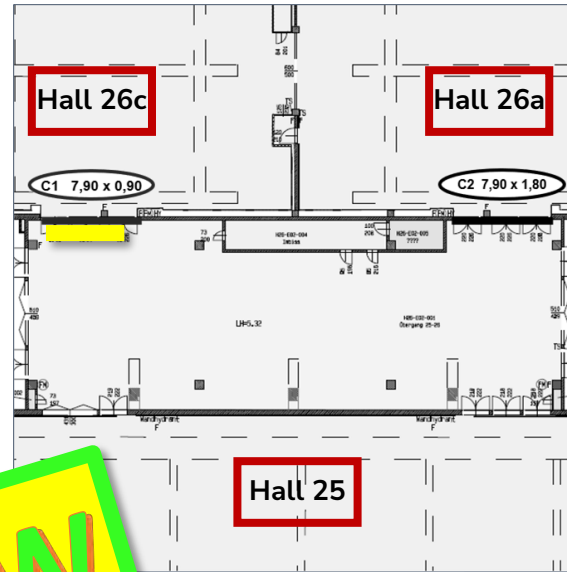
NEW



1 Entrance Banner to Hall 25 coming from Hall 26 c

| | |
|--------------------------|---|
| Location | above the entrance doors to Hall 25 coming from Hall 26 c a – see yellow mark on the map and exemplary left photo of another location |
| Size (w x h) | 7.10 m x 1.80 m |
| Hire Charge | 6,315.00 EUR |
| Production/ Installation | 785.00 EUR |
| Status | Availability upon request. |

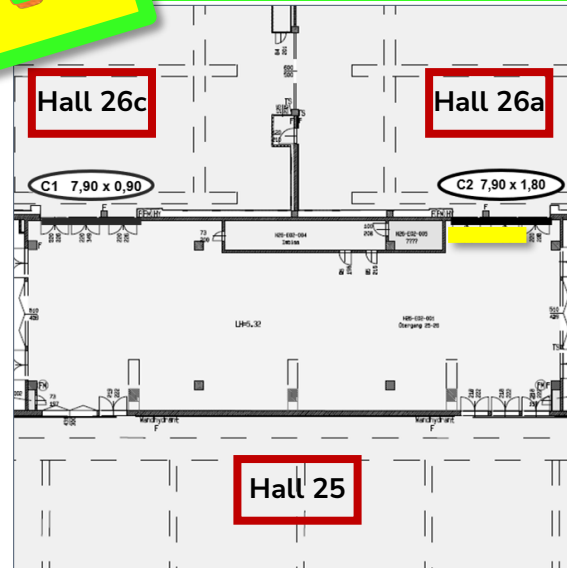
Specific Hall Advertising



1 Entrance Banner to Hall 26c

| | |
|--------------------------|--|
| Location | above the entrance doors to Hall 26c coming from Hall 25 – see yellow mark on the map and exemplary left photo |
| Size (w x h) | 7.90 m x 0.90 m |
| Hire Charge | 3,515.00 EUR |
| Production/ Installation | 710.00 EUR |
| Status | Availability upon request. |

NEW



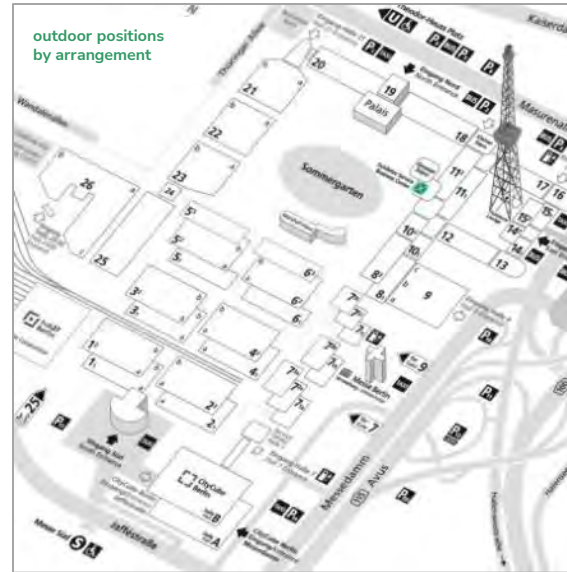
1 Entrance Banner to Hall 26a

| | |
|--------------------------|--|
| Location | above the entrance doors to Hall 26a coming from Hall 25 – see yellow mark on the map and exemplary left photo |
| Size (w x h) | 7.90 m x 1.80 m |
| Hire Charge | 7,025.00 EUR |
| Production/ Installation | 855.00 EUR |
| 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

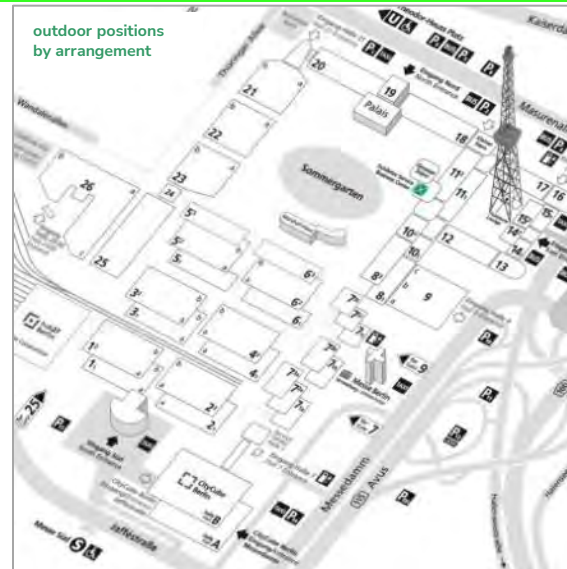
3,560.00 EUR promotion license per person
Personnel and storage costs as well as advertising material etc. are not included.

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

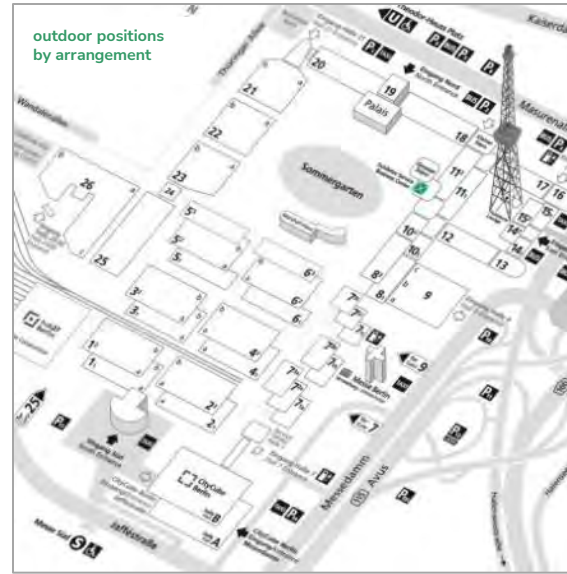
Size (w x h)

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

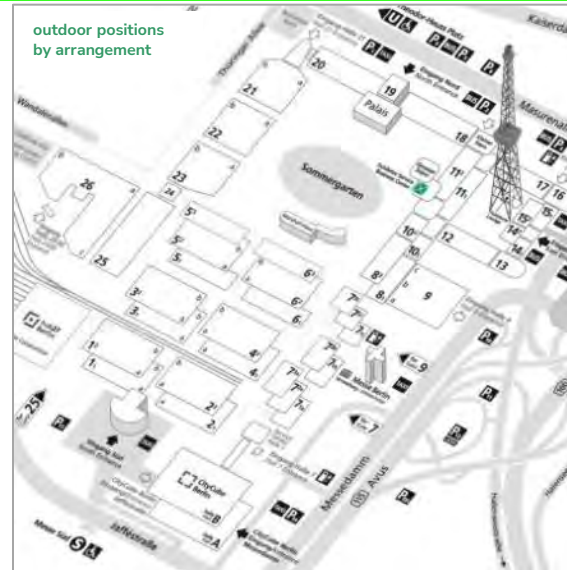
Availability and conditions upon request.

Special Advertising



Advertising Inflatables: Balloons etc

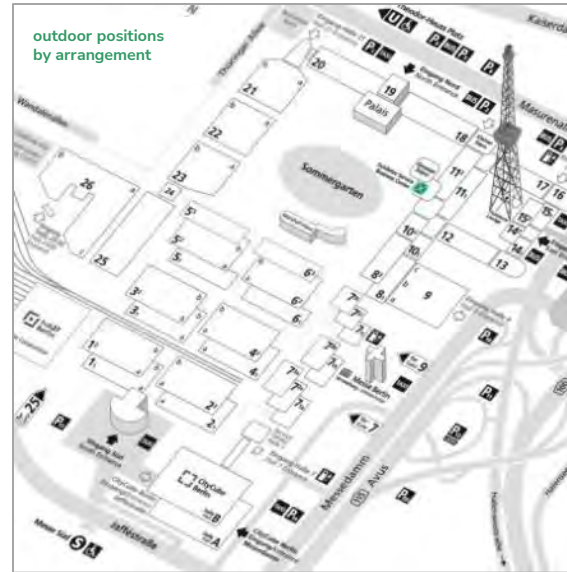
| | |
|--------------------------|--|
| Location | positions by arrangement: e.g. in the Summer Garden |
| Size (w x h) | e.g. 3.00 diameter per balloon Other formats and shapes on demand |
| Hire Charge | e.g. 26,490.00 EUR per balloon |
| Production/ Installation | on demand (depending on shape, feasibility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



Lightning Poles

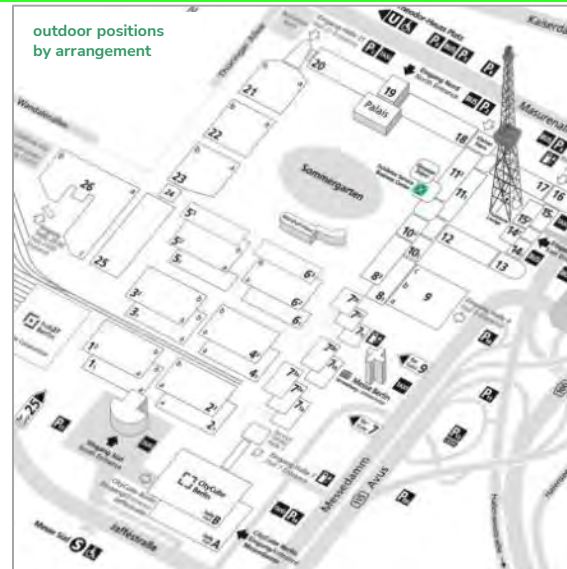
| | |
|--------------------------|--|
| Location | e.g. 16 brandings on the light poles next to the Summer Garden |
| Size (w x h) | e.g. 0.30 m x 1.40 m per branding |
| Hire Charge | e.g. 16,290.00 EUR for all 16 brandings |
| Production/ Installation | e.g. 3,040.00 EUR for all 16 brandings |
| Status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

Special Advertising



Advertising Towers, each 4-sided

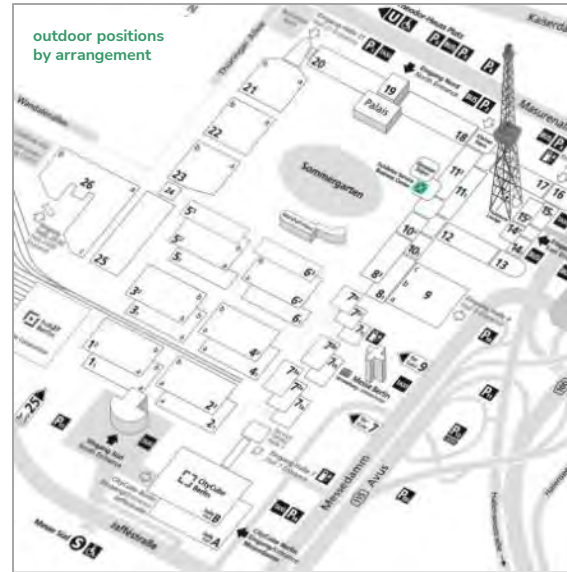
| | |
|-------------------------|---|
| Location | positions by arrangement |
| Size (w x h) | e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible) |
| Hire Charge | e.g. big: 39,176.00 EUR per tower |
| Production/Installation | e.g. big: 4,995.00 EUR per tower |
| Status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

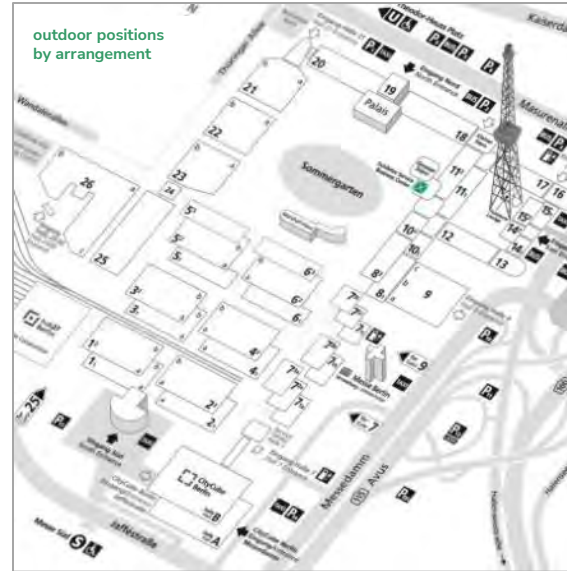


Cover Branding of Barrier Fences, 2-sided

| | |
|-----------------------------|--|
| 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. |

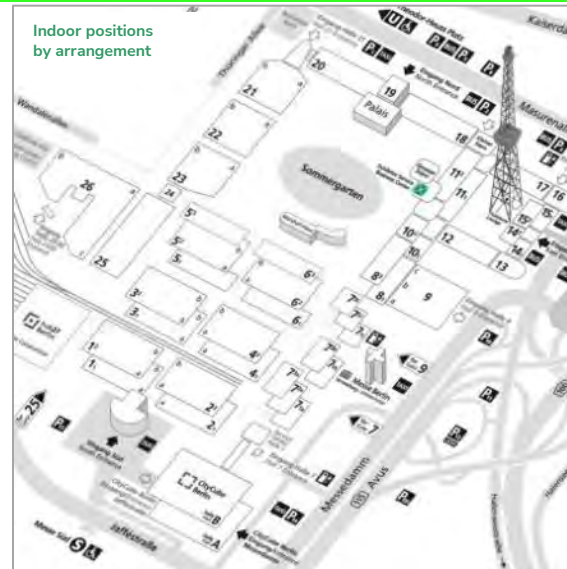


Special Advertising



Floor Graphics, outdoors

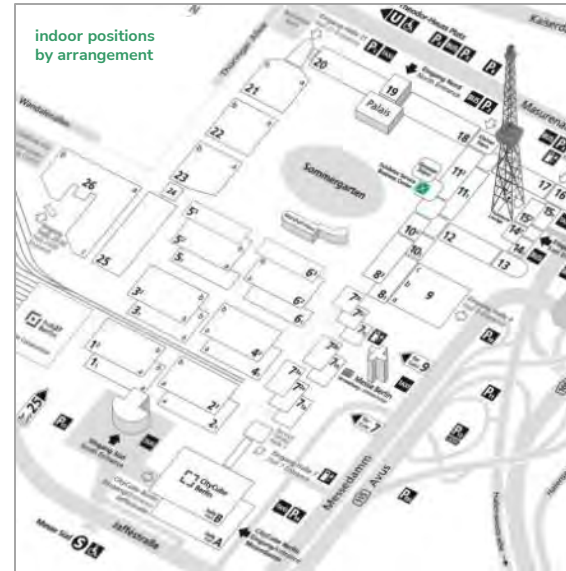
| | |
|-----------------------------|---|
| Location | outdoor positions by arrangement |
| Size (w x h) | e.g. 2.40 m x 2.40 m per floor graphic Special formats on demand (see photo on the left) |
| Hire Charge | e.g. 3,075.00 EUR per floor graphic |
| Production/ Installation | e.g. 670.00 EUR per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



Floor Graphics and Carpet Branding, indoors

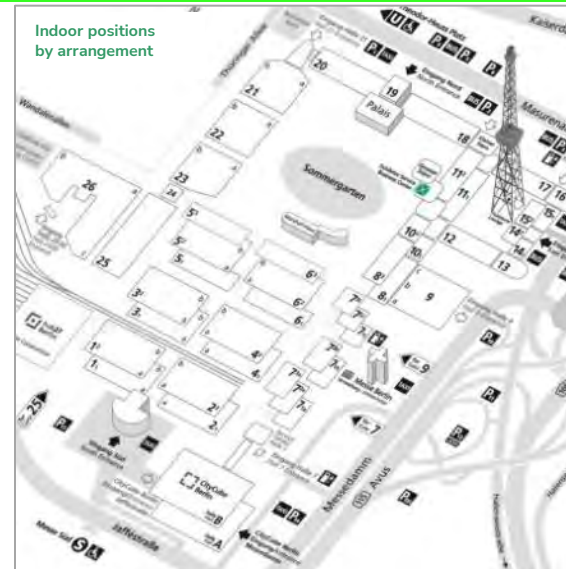
| | |
|-----------------------------|--|
| Location | positions by arrangement |
| Size (w x h) | option 1: e.g. 1.00 m x 1.00 m per graphic option 2: e.g. 2.00 m x 2.00 m per graphic special formats and carpet brandings on demand |
| Hire Charge | option 1: e.g. 525.00 EUR per graphic option 2: e.g. 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

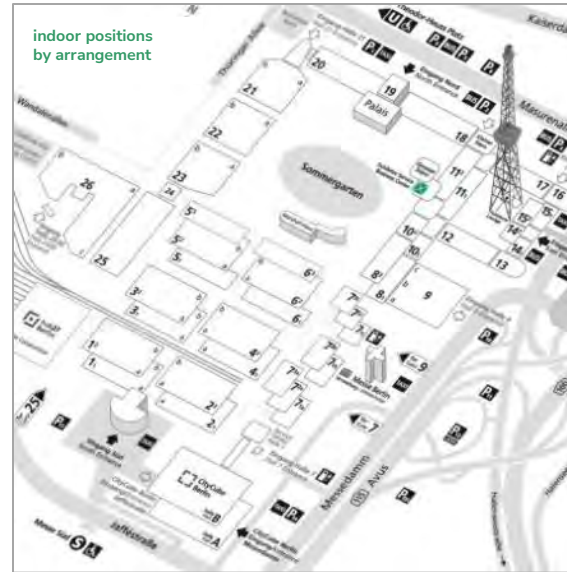
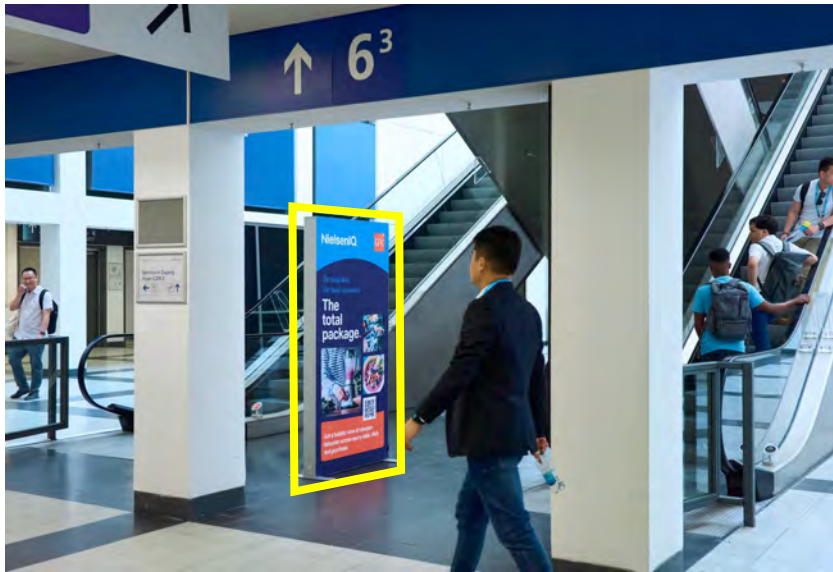
| | |
|-----------------------------|--|
| Location | indoor positions by arrangement |
| Size (w x h) | 2.28 m x 2.28 m per banner (1 banner per frame) |
| Hire Charge | 3,418.00 EUR per banner and frame |
| Production/ Installation | 530.00 EUR per banner and frame |
| Status | Availability upon request.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



Advertising Frames in several Middle Foyers

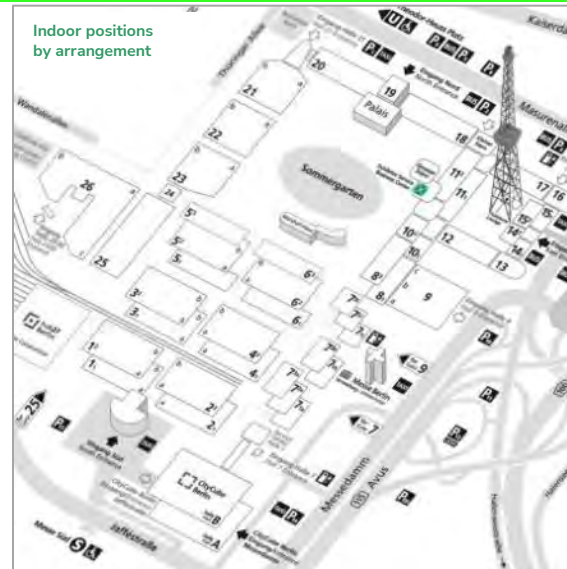
| | |
|-----------------------------|--|
| Location | by arrangement: e.g. in the foyers of Halls 1 to 6 and positions in entrances and passages of Hall 7 |
| Size (w x h) | 2.485 m x 2.485 m per banner (1 banner per frame) |
| Hire Charge | 3,418.00 EUR per frame |
| Production/ Installation | 530.00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

Special Advertising



Display Frames, each 2-sided

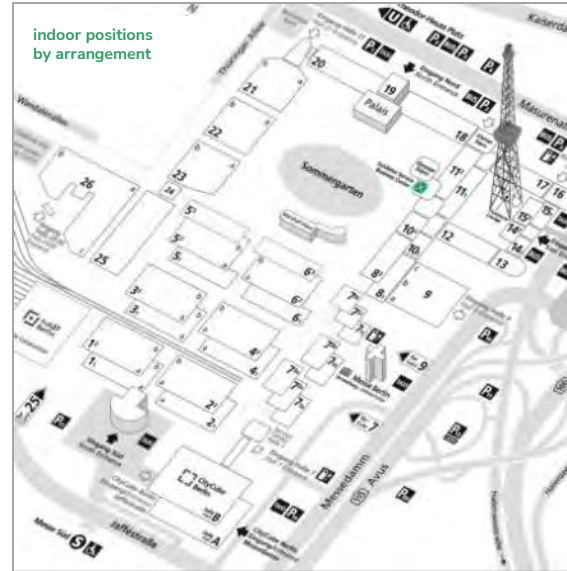
| | |
|-------------------------|---|
| Location | indoor positions by arrangement |
| Size (w x h) | 1.00 m x 2.00 m per side (2 sides per display frame) |
| Hire Charge | 2,100.00 EUR per display frame |
| Production/Installation | 365.00 EUR per display frame |
| Status | Availability upon request.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



Branding of Pillars in several Middle Foyers

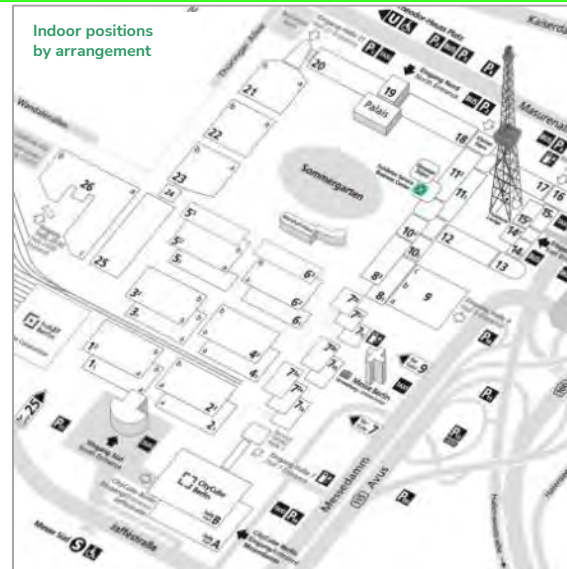
| | |
|-------------------------|---|
| Location | in the middle foyers and catering areas of Halls 1.1 to 6.1 and Halls 1.2 to 6.2 as well as in entrances and passages of Hall 7 |
| Size (w x h) | approx. 0.60 m x 2.50 m per side (4 sides per pillar) |
| Hire Charge | 3,325.00 EUR per 4-sided pillar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

Special Advertising



Step Graphics on Stairs

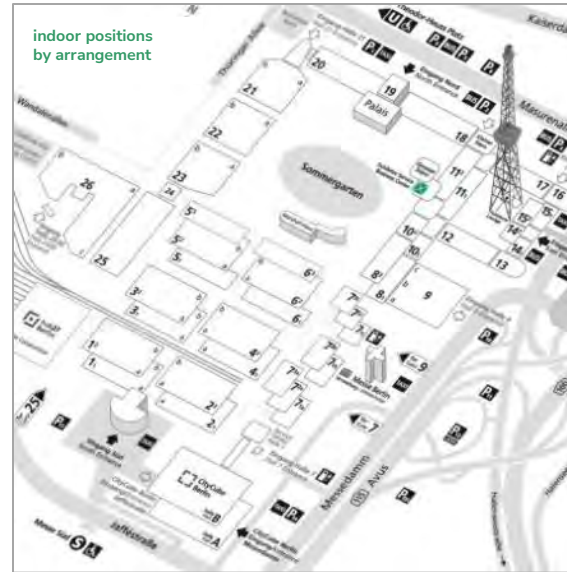
| | |
|--------------------------|---|
| Location | positions by arrangement |
| Size (w x h) | on demand (depending on location, quantity and format) |
| Hire Charge | on demand (depending on layout, quantity and format) |
| Production/ Installation | on demand (depending on layout, quantity and format)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



Balustrade Brandings on Escalators

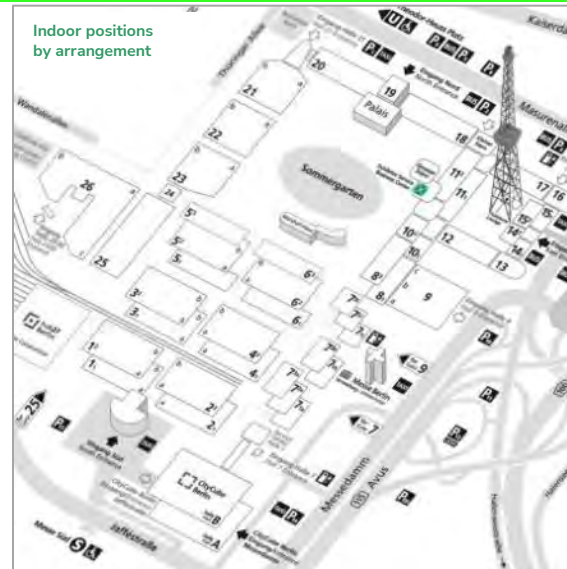
| | |
|--------------------------|---|
| Location | positions by arrangement |
| Size (w x h) | on demand (depending on location, quantity and format) |
| Hire Charge | on demand (depending on layout, quantity and format) |
| Production/ Installation | on demand (depending on layout, quantity and format)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

Special Advertising



Option A: Hall Brandings – insertion

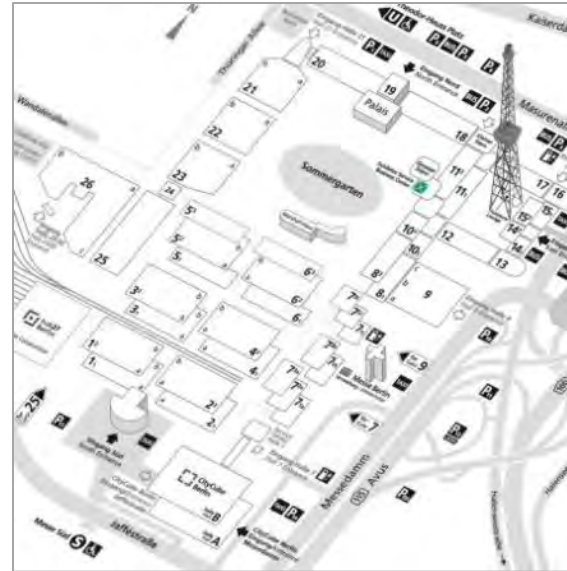
| | |
|-----------------------------|--|
| Location | positions by arrangement (see exemplary yellow mark on the left photo) |
| Size (w x h) | e.g. 1.00 m x 0.50 m per sign/ per position full width brandings on demand |
| Hire Charge | 861.00 EUR per sign of the exemplary size |
| Production/ Installation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



Option B: Hall Brandings – covering

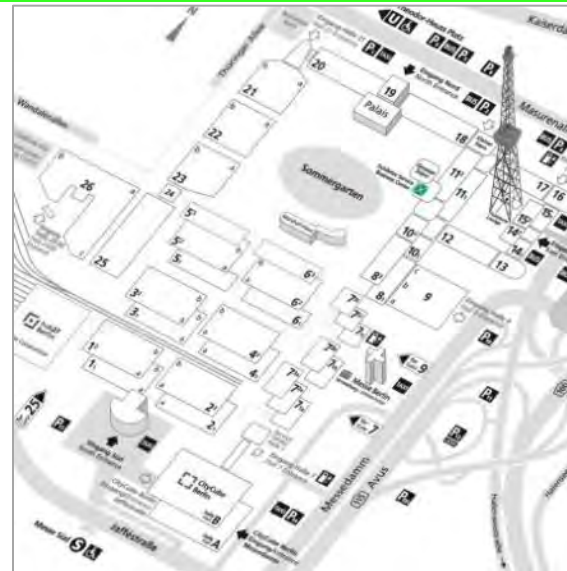
| | |
|-----------------------------|--|
| Location | positions by arrangement (see exemplary yellow mark on the left photo) |
| Size (w x h) | 5.50 m x 0.53 m per sign/ per position (full width – see left photo) 2.50 m x 0.53 m per sign/ per position (half width) |
| Hire Charge | 4,895.00 EUR per sign (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



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. |



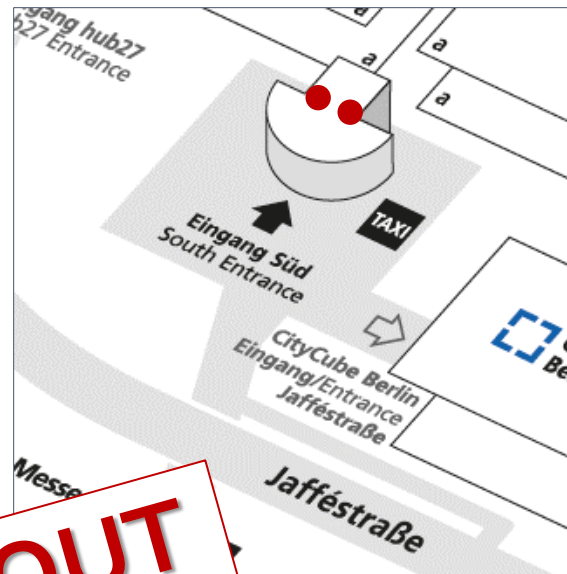
Info-Counter Brandings

| | |
|-----------------------------|--|
| 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



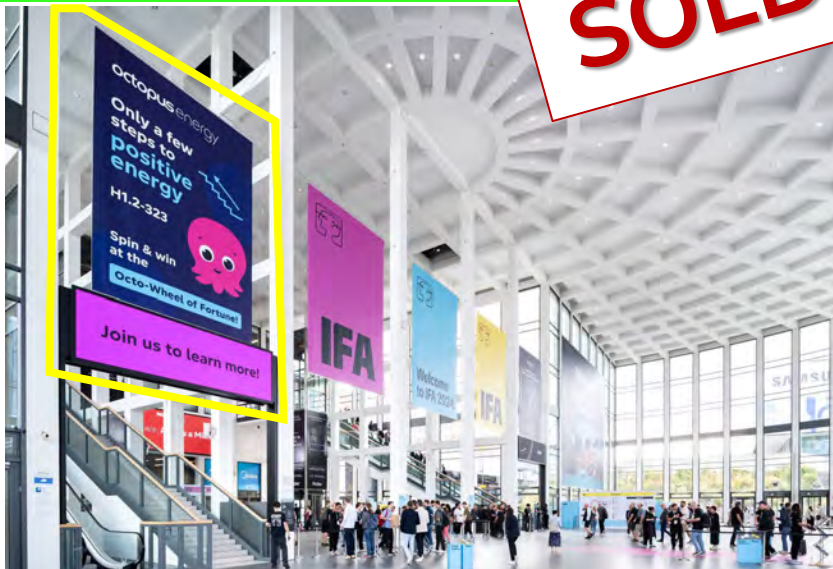
Digital Specials



LED Displays with banners above the Escalators

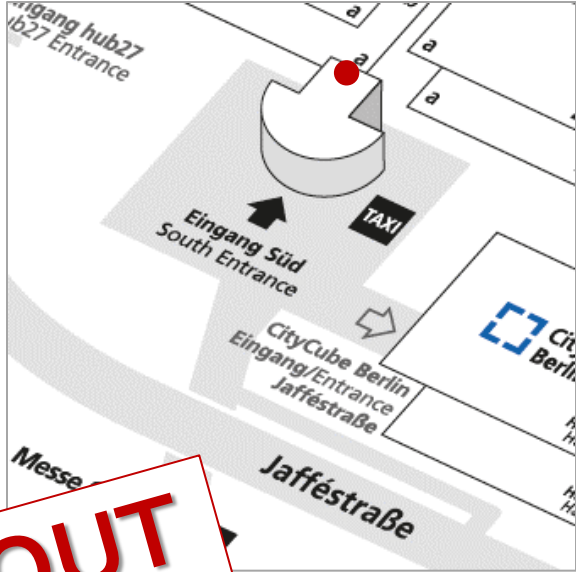
| | |
|--------------|---|
| Location | There are 2 combi-packages, consisting of 1 hanging mega-banner in combination with a new LED display* in each case at the outer sides left and right above the stairs and escalators |
| size (w x h) | banner: 4.00 m x 5.70 m per side (2 sides per banner) 1 banner 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. |

SOLD OUT



***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

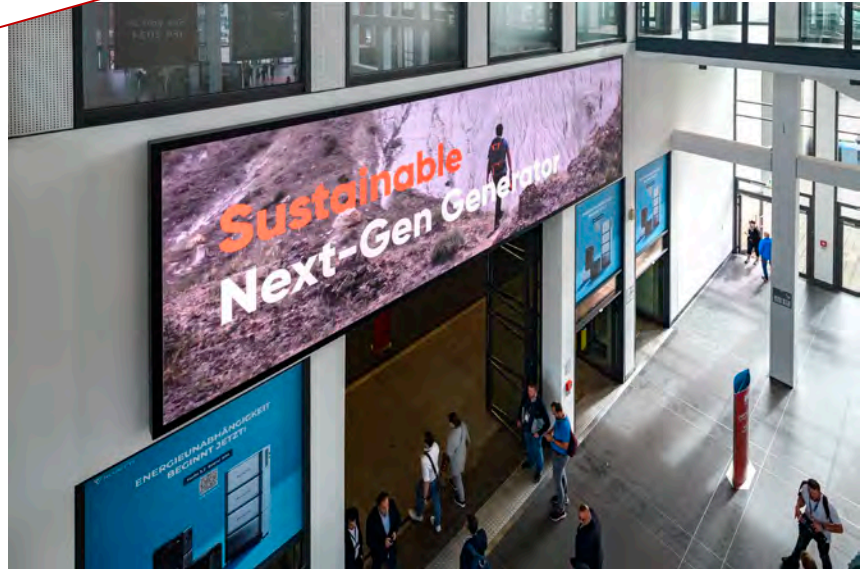
Digital Specials



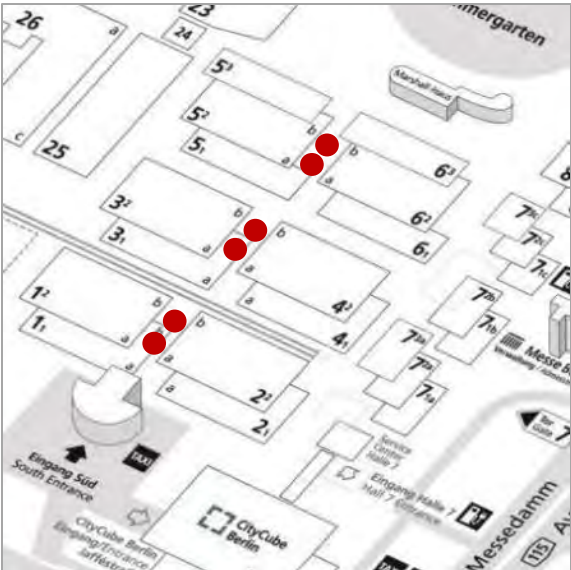
Exclusive LED Mega-Display in the Entrance Hall

| | |
|------------------|--|
| 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. |

SOLD OUT



Digital Specials



**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. |

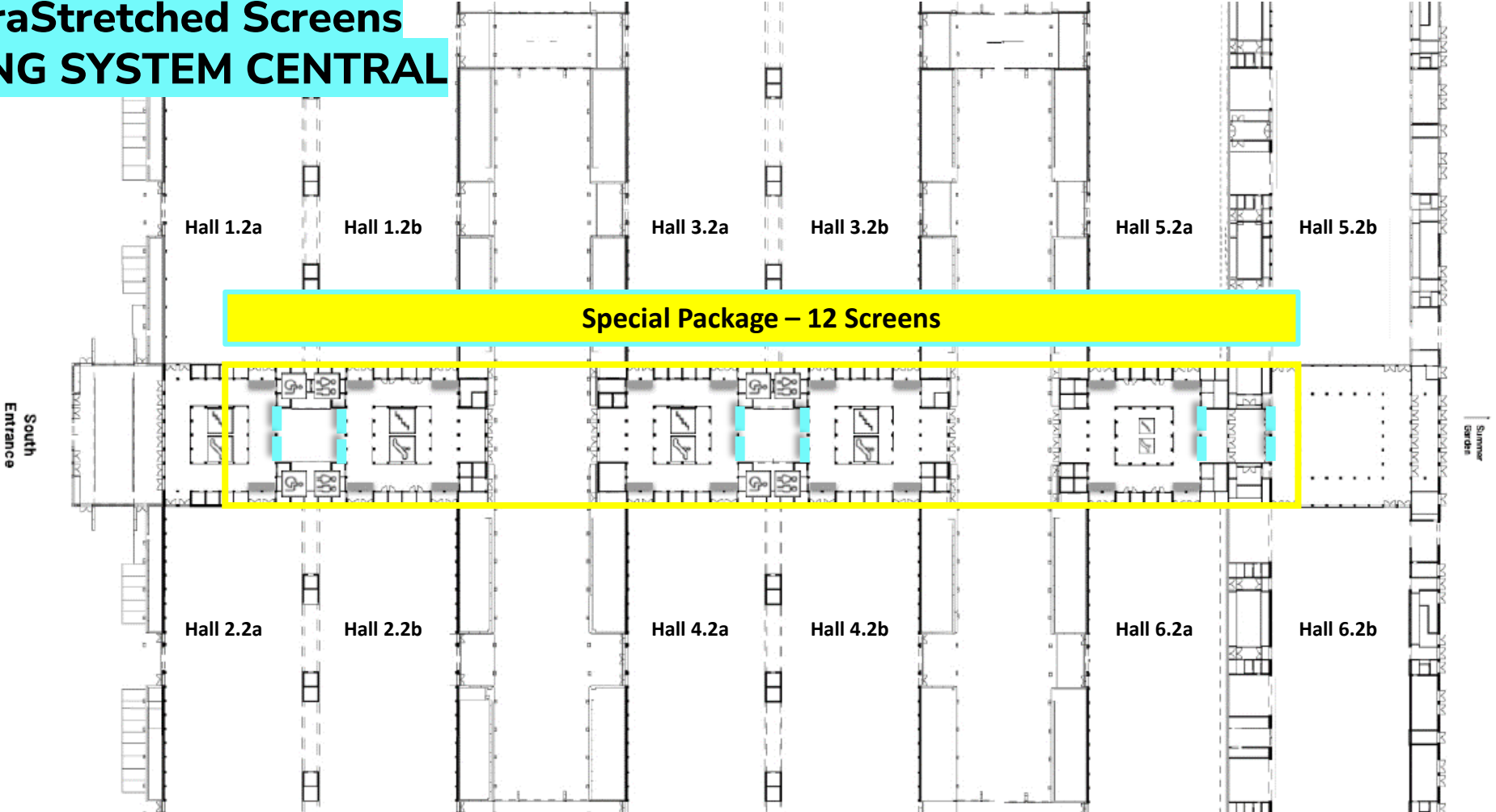


Important Notes:
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as other clients' content. The screens are running daily during the opening hours of the show.

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.

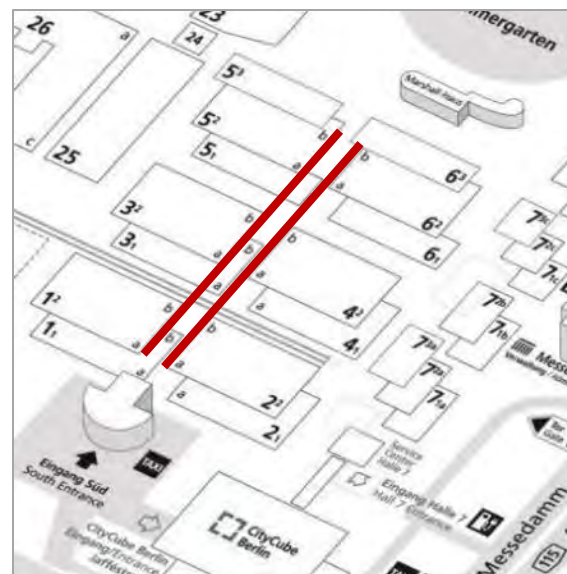
Detailed Floorplan

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:

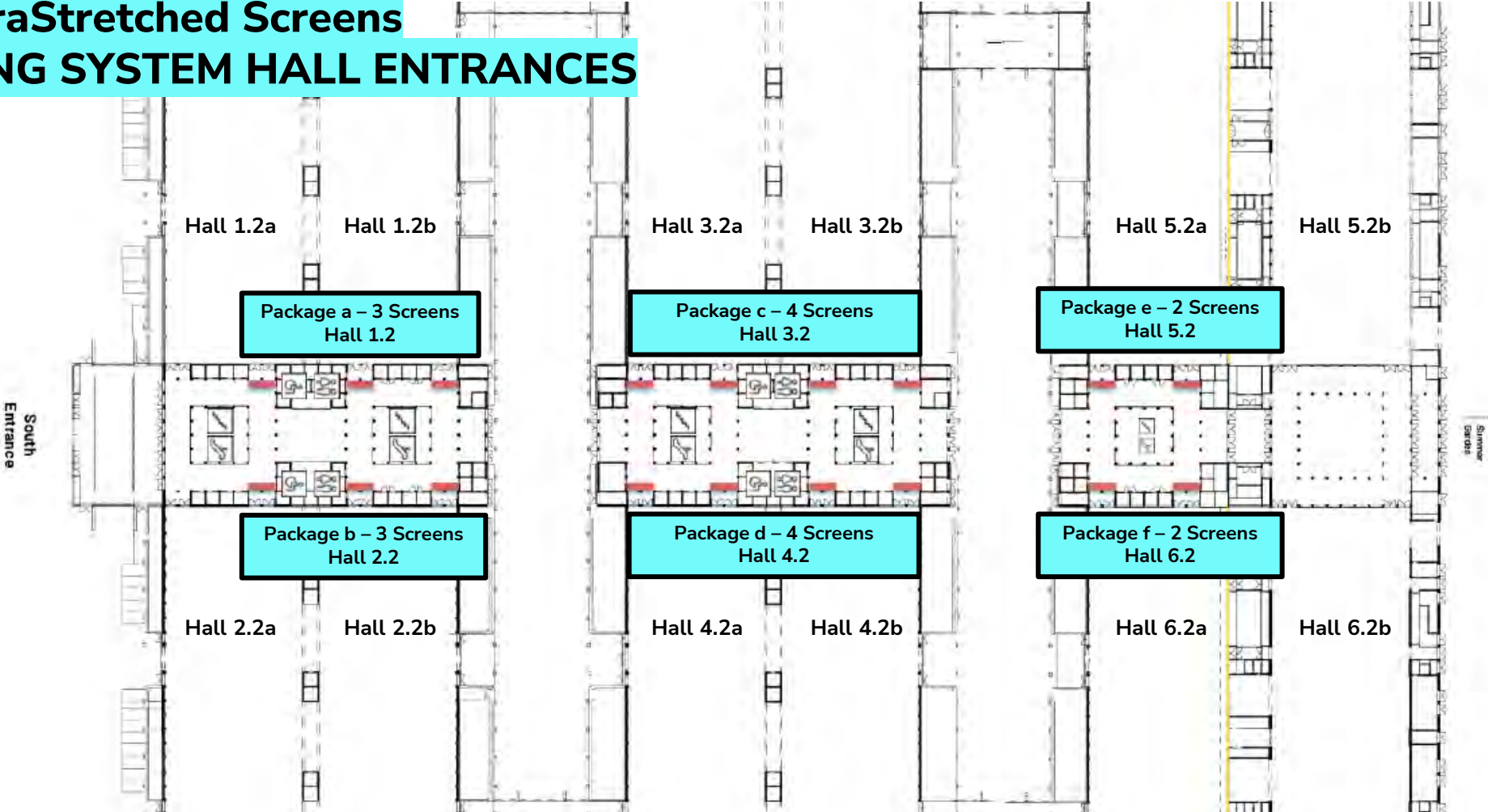
The client's broadcast can consist of images and videos and will be shown in a loop with IFA content as well as up to 2 other clients' content (max 3 clients per package/ screen). The screens are running daily during the opening hours of the show.

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.

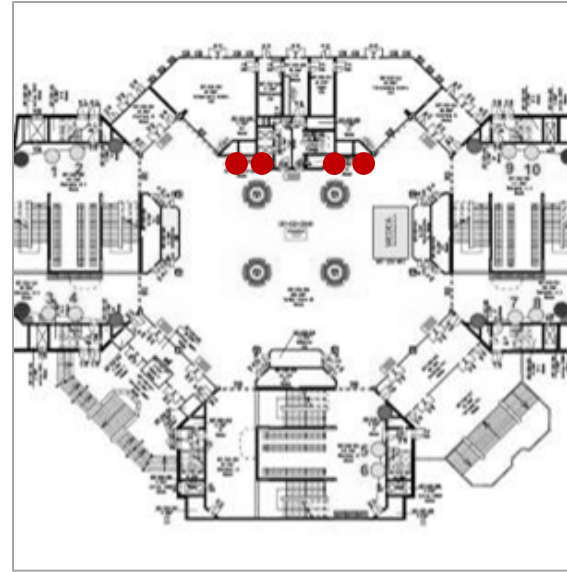
Detailed Floorplan

12 UltraStretched Screens GUIDING SYSTEM HALL ENTRANCES



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

Digital Specials

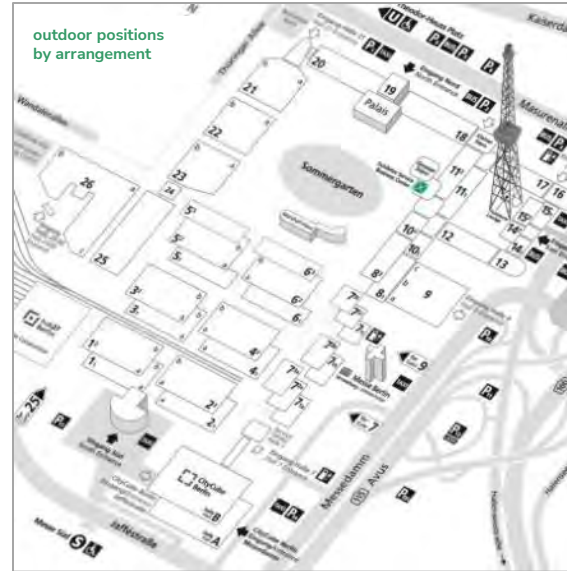


4 Digital Displays in the Passageway "Großer Stern"

| | |
|-----------------|--|
| 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



Mobile Full Screen Display, 1-sided

Description

up 3 mobile full screen displays plugged together to a continuous digital full screen display (see left photo below)

Location

indoor positions by arrangement

Size (w x h)

3 full screen displays: 960 x 960 pixel

- format: .jpg or .png (images); mp4/ h264 (video files)
- recommended bit rate: 20 MB
- recommended frame rate: 60 fps

Hire Charge

3 full screen displays: 17,930.00 EUR

Installation & Handling

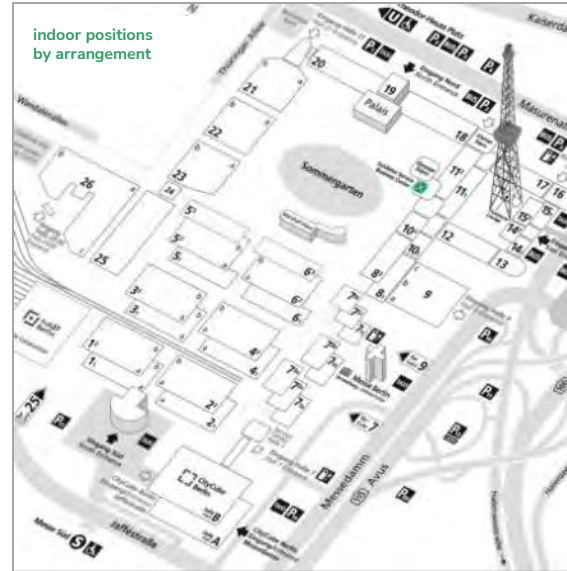
3 full screen displays: 2,060.00 EUR

Status

Availability upon request.



Digital Specials



Digital Advertising Displays, 1-sided

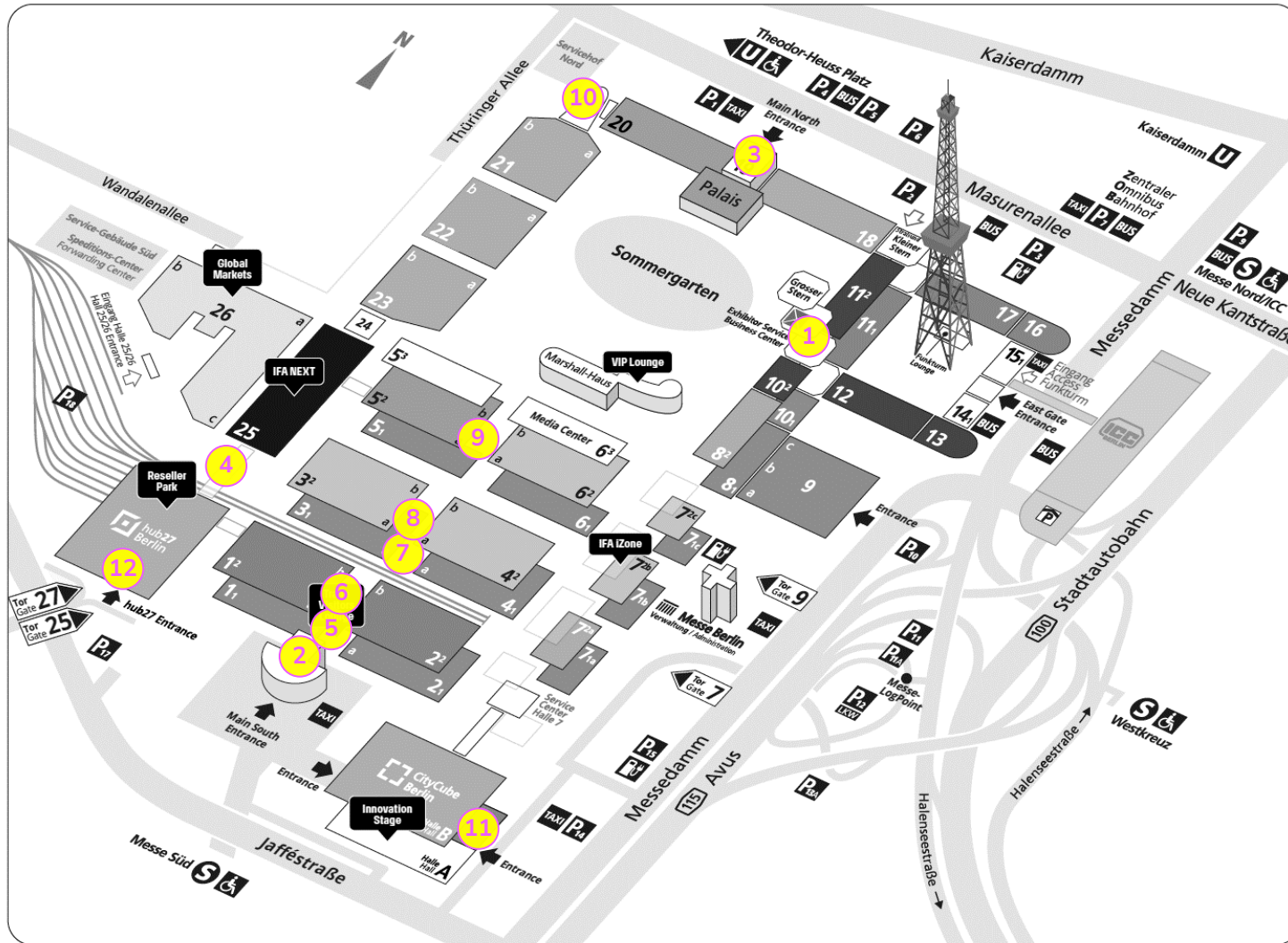
| | |
|-------------------------|---|
| Location | digital advertising displays.: positions by arrangement (see exemplary marked areas on the detailed map on the next page) |
| Technical specs | 49 inches, portrait format resolution: 4K, 3,840 x 2,160 pixel format: jpg for image files and mp4 for video 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

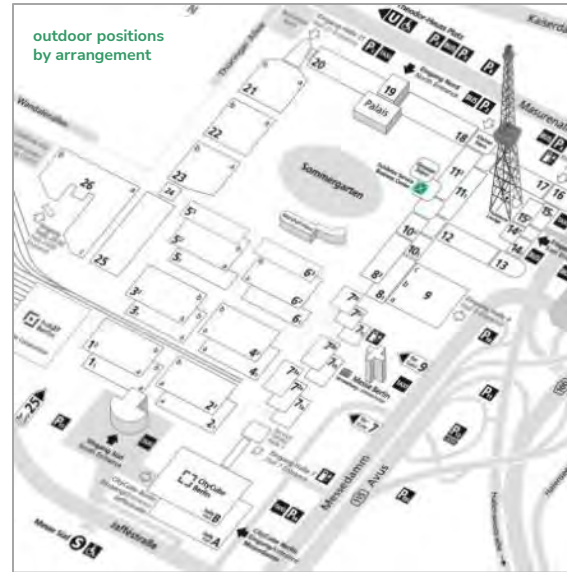


Digital Advertising Displays, each 1-sided up to 15 displays spread over the exhibition site

- 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

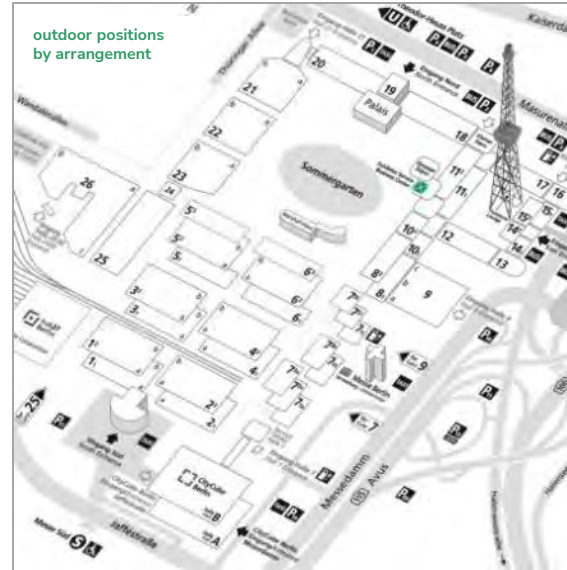
on demand
(depending on medium, size and position)

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)

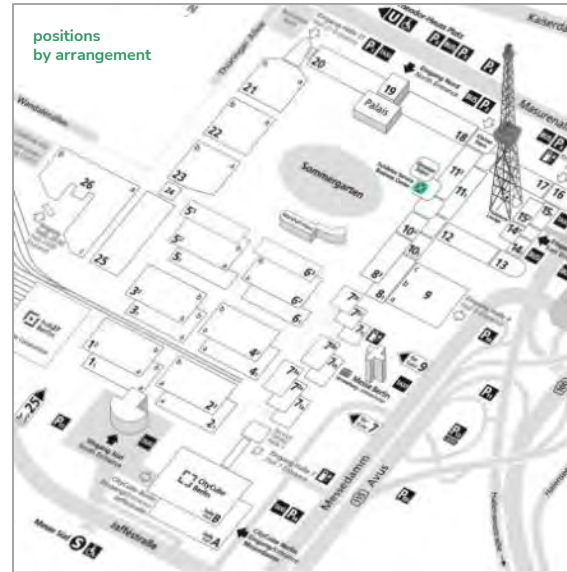
Vidibox total size: 6.10 m x 2.50 m x 6.30 m (l x w x h)
screen size 5.12 m x 3.04 m (w x h)

Status

Availability and conditions upon request.



Digital Specials



Mega-LED Cubes

Details/ Location

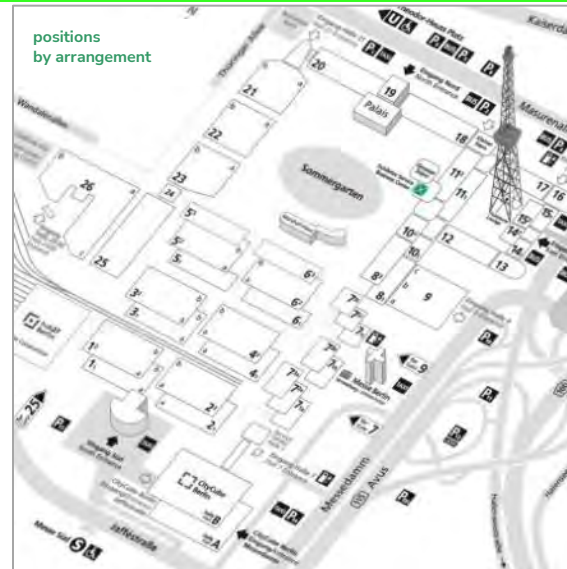
4-sided LED Cube
> out- and indoor positions by arrangement

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.

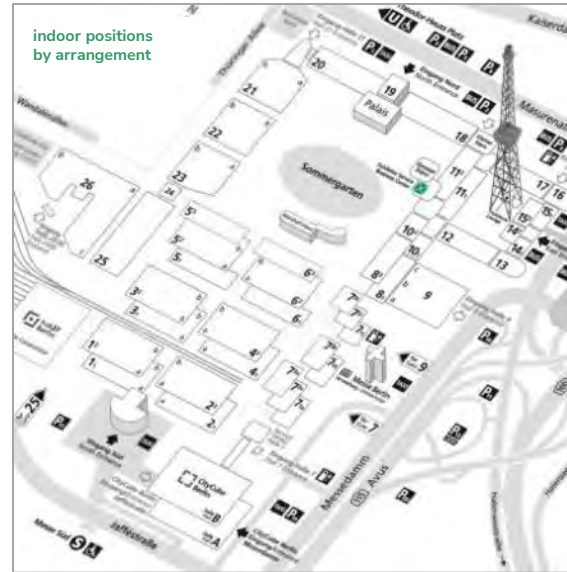
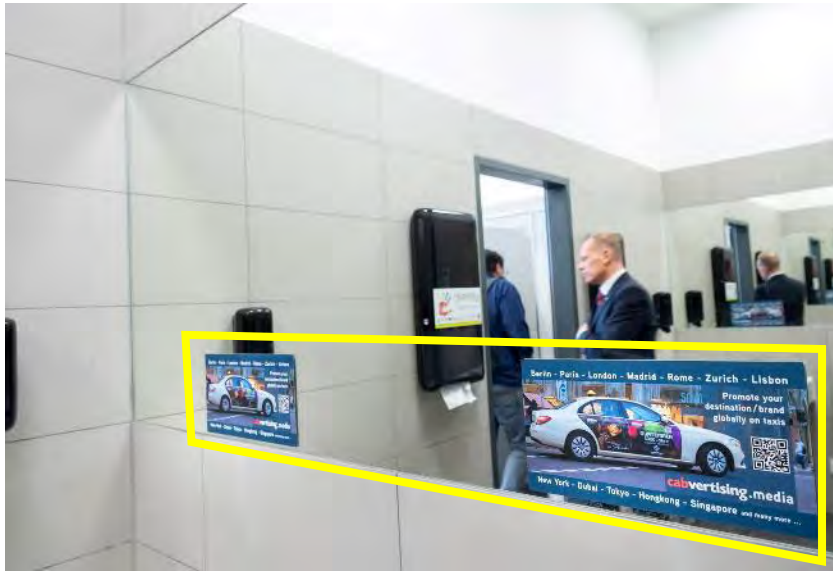
Status

Availability and conditions upon request.

Sanitary Facilities Advertising

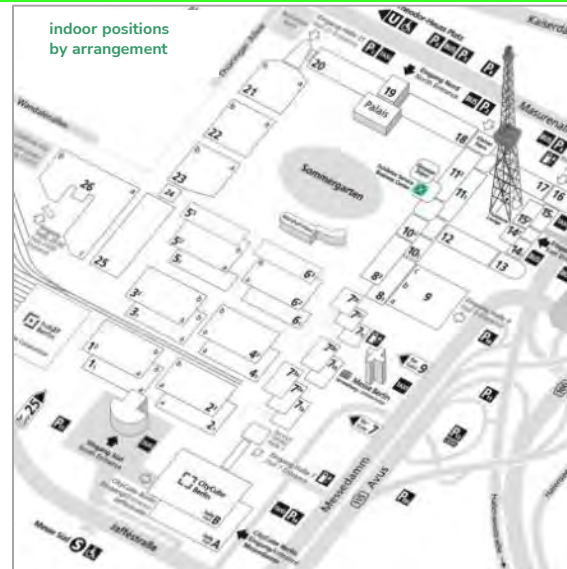


Sanitary Facilities Advertising



Mirror Graphics in the Sanitary Facilities

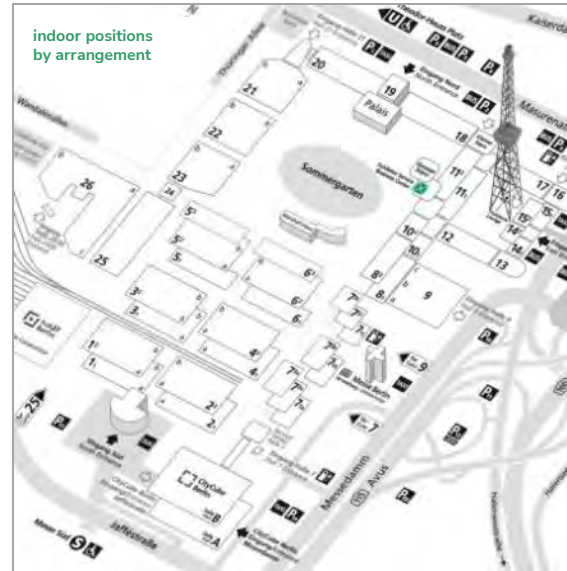
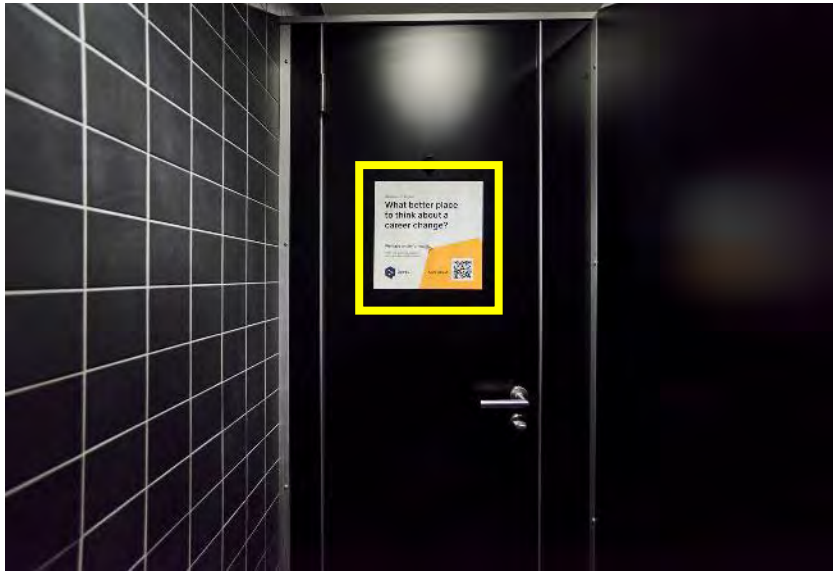
| | |
|-------------------------|---|
| Location | positions by arrangement on more than 500 mirrors in the lavatories |
| Size (w x h) | e.g. 0.30 m x 0.15 m per graphic other formats on demand |
| Hire Charge | e.g. 20,635.00 EUR for 250 mirror graphics |
| Production/Installation | e.g. 2,250.00 EUR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



Branding of Towel Dispensers in the Sanitary Facilities

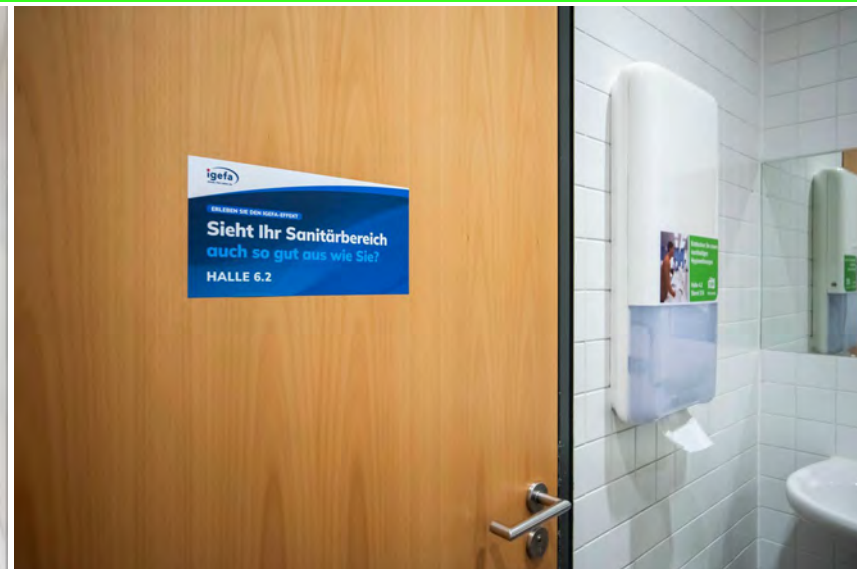
| | |
|-------------------------|--|
| Location | high-quality stickers with your individual design on the towel dispensers in the lavatories (approx. 350 in total) |
| Size (w x h) | e.g. 0.30 m x 0.15 m per sticker other formats and special shapes possible |
| Hire Charge | e.g. 20,635.00 EUR for 250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



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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.