

Advertising spaces for exhibitors

Advertise your presence

Use our advertising spaces to guarantee your success!

The Messe Augsburg trade fair grounds offer numerous opportunities to boost the visibility of your trade fair presence on site and to present your company, products and message outside your stand. From advertising banners and digital ads to point-of-sale branding or the exhibition of your own products – you can do so much with us.

Don't assume that your customers will automatically find their way to you. Use advertising that is targeted and intelligently placed.

An advertising concept tailored to your needs is your route to an even more successful trade fair. The intelligent placement of your advertising will enable you to reach more customers, stand out from the competition and increase your chances of success at the trade fair.

Please talk to your contact person at Messe Augsburg and discuss all the options with them directly. We will be happy to implement your individual ideas and create a customized offer for you.

Your Messe Augsburg Team



Your personal contact

We're always happy to help!



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Important information

- We will compile an **all-round worry-free package** for you:
Unless otherwise stated, prices **include production, delivery, assembly and disposal**.
- Unless otherwise stated, all dimensions are visible dimensions and are given in "width x height" format. Your contact person will send you the specific details (bleed, etc.) for creating the print data.
- All prices exclude VAT.
- Please note that there is only a limited number of spaces available, so the following applies: **first come, first served!**
- You can order all the advertising options listed below from Messe Augsburg.
- If required, we can also assist you with the graphic design of your advertising spaces. Please inquire about our prices and conditions.

Errors and omissions excepted.



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Your advantages at a glance

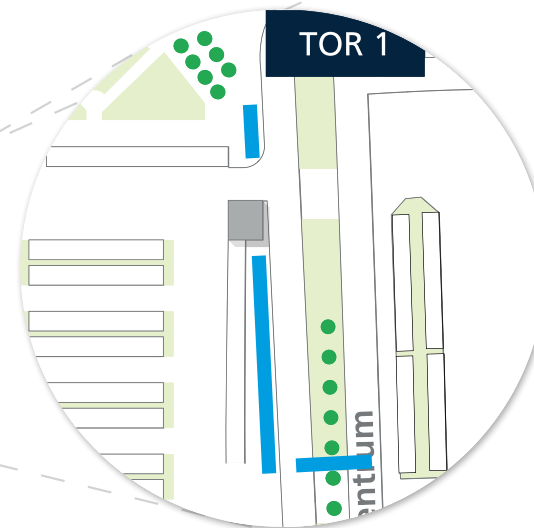
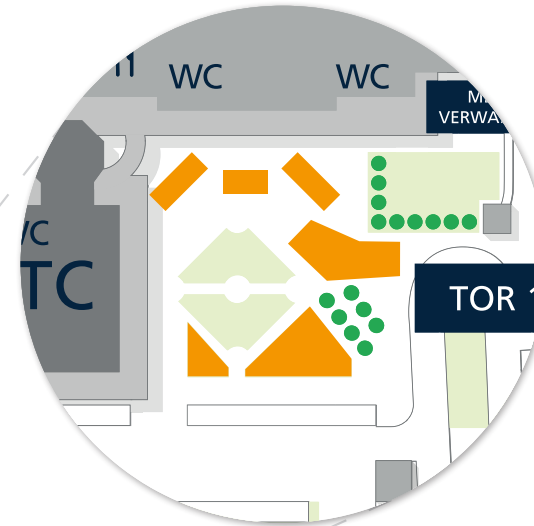
- ✓ Increased visibility and differentiation from your competitors
- ✓ Arouse curiosity – gain new customers
- ✓ An important addition to your communication strategy to increase your success at the trade fair
- ✓ Take advantage of our personal and comprehensive service: advice, planning, on-site management – everything from a single source!

Outdoor area

Access, forecourt, parking spaces



Overview of the position of advertising spaces - not to scale.



Key

- Banners
- Display area
- Flags

Banners

in the outdoor area

Ensure your visibility on the way to Messe Augsburg and attract the attention of visitors right from the start.

Use banner advertising at various positions in the area outside Messe Augsburg to convey your message to all the trade fair visitors.



Fig. 1 – Advertising banners on the fence of the parking space

Your advantages at a glance

- ✓ High visibility right from the start
- ✓ Arouse curiosity – gain new customers
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Advertising banners on the fence of the parking spaces

Dimensions

2,400 x 1,950 mm

Price per unit

349.00 EUR

Stickers

in the outdoor area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. Make your presence felt immediately in the entrance area and use this advertising space for visitor guidance or visitor information.

Whether point-of-sale branding, floor prints or branding of our stunning feature on the forecourt, the 'carbon blade', an original rotor blade from an offshore wind turbine - choose a space that is suitable for you, and reach your target group the moment they enter the trade fair grounds.



Fig. 1 – Floor prints in the outdoor area



Fig. 2 – Sticker points-of-sale

Your advantages at a glance

- ✓ Exclusive spaces that attract attention
- ✓ Arouse curiosity – reach new customers
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space	Dimensions	Price
Sticker on points-of-sale (upper section) (12 units)	745 x 460 mm	total
Sticker on points-of-sale (glass panel) (6 units)	290 x 1,006 mm	999.00 EUR
Floor prints in the outdoor area	by m ²	249.00 EUR/m ²

Display areas in the outdoor area

What could be better for attention-grabbing advertising than your product itself? Book one of our coveted display areas directly on the forecourt of our south entrance and attract the attention of visitors even before they enter the exhibition halls.

Install a stunning display, product or eye-catcher here in almost any shape and size. Include a reference to your stand in the hall to ensure your target group will find you straight away.



Fig. 1 – Grassed area around the carbon blade



Fig. 2 – Grassed area opposite the cash machines



Fig. 3 – Areas next to the entrance to Hall 1

Your advantages at a glance

- ✓ Exclusive spaces that attract attention
- ✓ Arouse curiosity – reach new customers
- ✓ Additional display area for your product

Advertising space

Dimensions

Price

Grassed area opposite the atm*

max. 6,000 x 3,000 mm

75.00 EUR/m²

Grassed area around the carbon blade*

max. 4,000 x 4,000 mm

75.00 EUR/m²

Area next to the entrance to Hall 1 (on the right, standing in front of the entrance)*

max. 12,000 x 4,000 mm

75.00 EUR/m²

Area next to the entrance to Hall 1 (on the left, standing in front of the entrance)*

max. 10,000 x 3,000 mm

75.00 EUR/m²

* Delivery, assembly and removal of the exhibits by the client. The installation of the exhibits will be coordinated with your contact person at Messe Augsburg.

Flags

in the outdoor area

Simple and yet so effective: use flags to attract attention. Various places in our outdoor area have flagpoles. Your flag will be visible directly on the access road to the Messe Augsburg, on the forecourt or on the way to the nearest public transport stop.



Fig. 1 – Flags on the forecourt of Hall 6



Fig. 2 – Flags on the forecourt of Hall 1



Fig. 3 – Flags in the direction of the 'Messezentrum' stop



Fig. 4 – Flags on the approach road

Your advantages at a glance

- ✓ Exclusive spaces that attract attention
- ✓ Arouse curiosity – reach new customers
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Total price

Flags in the direction of the 'Messezentrum' stop (3 units)

1,500 x 5,000 mm

450.00 EUR

Flags on the approach road (7 units)

1,500 x 5,000 mm

1,099.00 EUR

Flags on the forecourt of Hall 1 (9 units)

1,500 x 5,000 mm

1,199.00 EUR

Flags on the forecourt of Hall 6 (3 units)

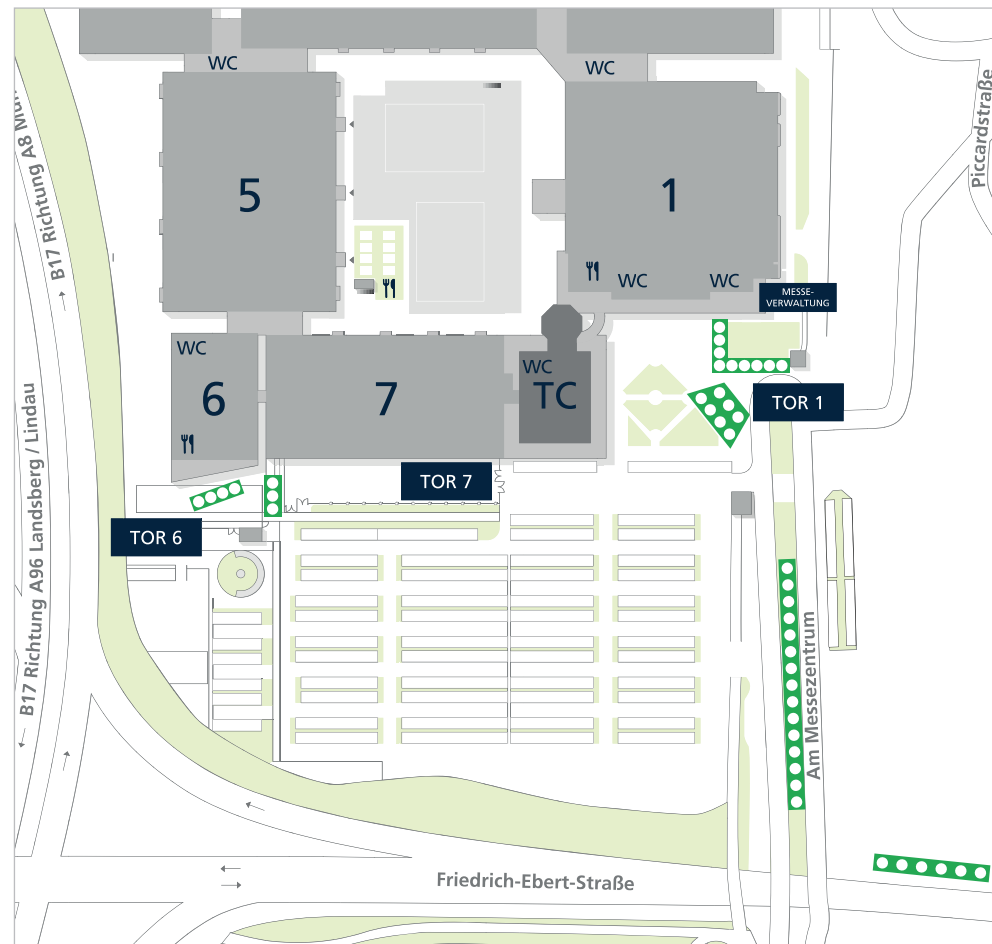
1,500 x 5,000 mm

450.00 EUR

Flags

in the outdoor area

Simple and yet so effective: use flags to attract attention. Various places in our outdoor area have flagpoles. Your flag will be visible directly on the access road to the Messe Augsburg, on the forecourt or on the way to the nearest public transport stop.



Make your choice

- ✓ Please mark where you would like to position your flags.

Advertising space

Flags in the direction of the 'Messezentrum' stop (3 units)

Dimensions

1,500 x 5,000 mm

Total price

450.00 EUR

Flags on the approach road (7 units)

1,500 x 5,000 mm

1,099.00 EUR

Flags on the forecourt of Hall 1 (9 units)

1,500 x 5,000 mm

1,199.00 EUR

Flags on the forecourt of Hall 6 (3 units)

1,500 x 5,000 mm

450.00 EUR

Floor prints

in the entire internal area (Halls and Conference Center)

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information. Place your message here right in the center of the trade fair action.



Fig. 1 – Floor prints in the internal area



Fig. 2 – Floor prints in the internal area (on carpet)



Fig. 3 – Floor prints in the internal area

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest!

Advertising space

Floor prints (in the entire internal area)

Dimensions

by m²

Price

149.00 EUR/m²

Hall 1 'Schwabenhalle'

Site plan of the advertising spaces



Key

- Banners
- Stickers
- Folding frames / Mirror stickers
- Display area



Overview of the position of advertising spaces - not to scale.

Hall 1 – Banners

in the outdoor area

Our diverse banner placements offer numerous opportunities to communicate with visitors outside the Hall.

We'll help you find the perfect place for your message. Book one of the external banners now as an effective way of attracting the attention of all the visitors at the main entrance to Hall 1.



Fig. 1 – Banners in front of the glass façade / entrance area (outside)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Banner in front of the glass façade / entrance area (outside)

Dimensions

max. 8,000 x 6,000 mm

Price per unit

1,999.00 EUR

Hall 1 – Banners

in the internal area

Our diverse banner placements offer numerous opportunities to communicate with visitors in the entrance area. The spacious entrance foyer of Hall 1 (Schwabenhalle) also provides ample space for various banner formats.

We'll help you find the perfect place for your message. Book one of the banners below now to exploit an effective way of attracting the attention of all the visitors at busy thoroughfares.



Fig. 1 – Banner on the wall space in the foyer (right)



Fig. 3 – Banner on the stairs (right)

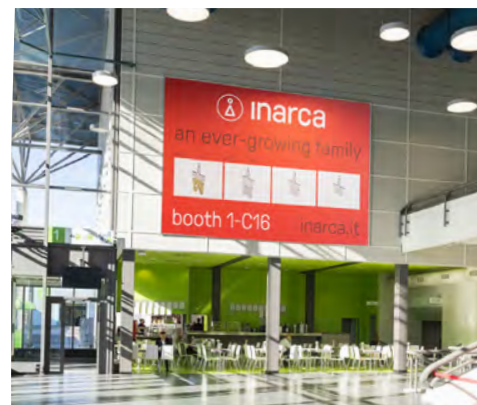


Fig. 2 – Banner on the wall space in the foyer (left)

Your advantages at a glance

- ✓ Exclusive spaces that attract attention
- ✓ Arouse curiosity – reach new customers
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space	Dimensions	Price
Banner on the wall space in the foyer (left)	6,900 x 4,820 mm	1,499.00 EUR
Banner on the wall space in the foyer (right)	6,900 x 4,820 mm	1,499.00 EUR
Banner on the stairs (left)	1,950 x 750 mm	599.00 EUR
Banner on the stairs (right)	1,950 x 750 mm	599.00 EUR

Hall 1 – Banners

in the walkway

Our diverse banner placements offer numerous opportunities to communicate with visitors also in the event grounds. The walkway area to Halls 2 and 3 with our modular frame systems is ideal for your banner advertising.

We'll help you find the perfect place for your message. Book the banner space in the walkway to Halls 1 / 2 / 3 now to exploit an effective way of attracting the attention of all the visitors at busy thoroughfares.



Fig. 1 – Banners in the walkway to Halls 1 / 2 / 3 (wall C)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Price

Banner in the walkway to Halls 1 / 2 / 3 (wall C)

max. 28,320 x 4,950 mm* on request

* Spaces with a modular frame system can also be booked as individual partial spaces. Your contact person will send you the precise dimensions based on the area used.

Hall 1 – Stickers in the internal area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information. Whether as a floor print, on windows, on doors, mirrors or stairways - here you can place your message right in the center of the trade fair action.

Take this opportunity and book one of the advertising spaces listed below today to increase your visibility on the trade fair grounds to enhance your trade fair presence.



Fig. 1 – Stickers on stairs



Fig. 2 – Mirror stickers WC Women / Men

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest!

Advertising space	Dimensions	Total price
Mirror stickers WC Women / Men (22 units)	200 x 250 mm	499.00 EUR
Stickers on stairs (left) (36 units)	2,500 x 100 mm	999.00 EUR
Stickers on stairs (right) (36 units)	2,500 x 100 mm	999.00 EUR

Hall 1 – Display area

in the internal area

Attract the attention of visitors with your display: our exclusive display area in the spacious entrance foyer of Hall 1 is the perfect place to attract the attention of all the trade fair participants.

Install a stunning display, product or eye-catcher here in almost any shape and size. And don't forget to include a reference to your stand in the Hall to enable your (new) customers to find you straight away.



Fig. 1 – Display in the foyer of Hall 1

Your advantages at a glance

- ✓ Eye-catching display directly at the entrance area
- ✓ Arouse curiosity – gain new customers
- ✓ Additional display area for your product

Advertising space

Dimensions

Price

Display in the foyer of Hall 1*

max. 6,000 x 3,000 mm

75.00 EUR/m²

* Delivery, assembly and removal of the exhibits by the client. The installation of the exhibits will be coordinated with your contact person at Messe Augsburg.

Hall 1 – Posters in the internal area

Hall 1 (Schwabenhalle) offers additional attractive advertising spaces along with banners, stickers and a space for a display:

The poster advertising in our toilets is presented in a practical DIN A3 format. Placed in folding frames at eye level, it will easily catch the eye of numerous trade fair visitors.



Fig. 1 – Poster advertising WC Women / Men

Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Everything from a single source: You book it, and we'll do the rest

Advertising space

Poster advertising WC Women / Men (30 units)

Dimensions

DIN A3

Total price

499.00 EUR

Hall 2

Site plan of the advertising spaces



Overview of the position of advertising spaces - not to scale.

Key

- Banners
- Stickers
- Folding frames / Mirror stickers



Hall 2 – Banners

in the walkway

Our diverse banner placements offer numerous opportunities to communicate with visitors also in the event grounds. The walkway area to Halls 1 and 3 with our modular frame systems is ideal for your banner advertising.

We'll help you find the perfect place for your message. Book one of the banners below now to exploit an effective way of attracting the attention of all the visitors at busy thoroughfares.



Fig. 1 – Banner in the walkway to Halls 1 / 2 / 3 (wall B)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Banner in the walkway to Halls 1 / 2 / 3 (wall B)

Dimensions

max. 47370 x 4770 mm*

Price

on request

* Spaces with a modular frame system can also be booked as individual partial spaces. Your contact person will send you the precise dimensions based on the area used.

Hall 2 – Stickers in the internal area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information.

Take this opportunity and book one of the advertising spaces listed below today to increase your visibility on the trade fair grounds to enhance your trade fair presence.



Fig. 1 – Mirror stickers WC Women / Men

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest!

Advertising space

Mirror stickers WC Women / Men (2 units)

Dimensions

200 x 250 mm

Total price

199.00 EUR

Hall 2 – Posters in the internal area

The toilets in front of Hall 2 offer additional attractive advertising spaces in addition to banners and stickers:

The poster advertising in our toilets is presented in a practical DIN A3 format. Placed in folding frames at eye level, it will easily catch the eye of numerous trade fair visitors.



Fig. 1 – Poster advertising WC Women / Men

Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Poster advertising WC Women / Men (4 units)

Dimensions

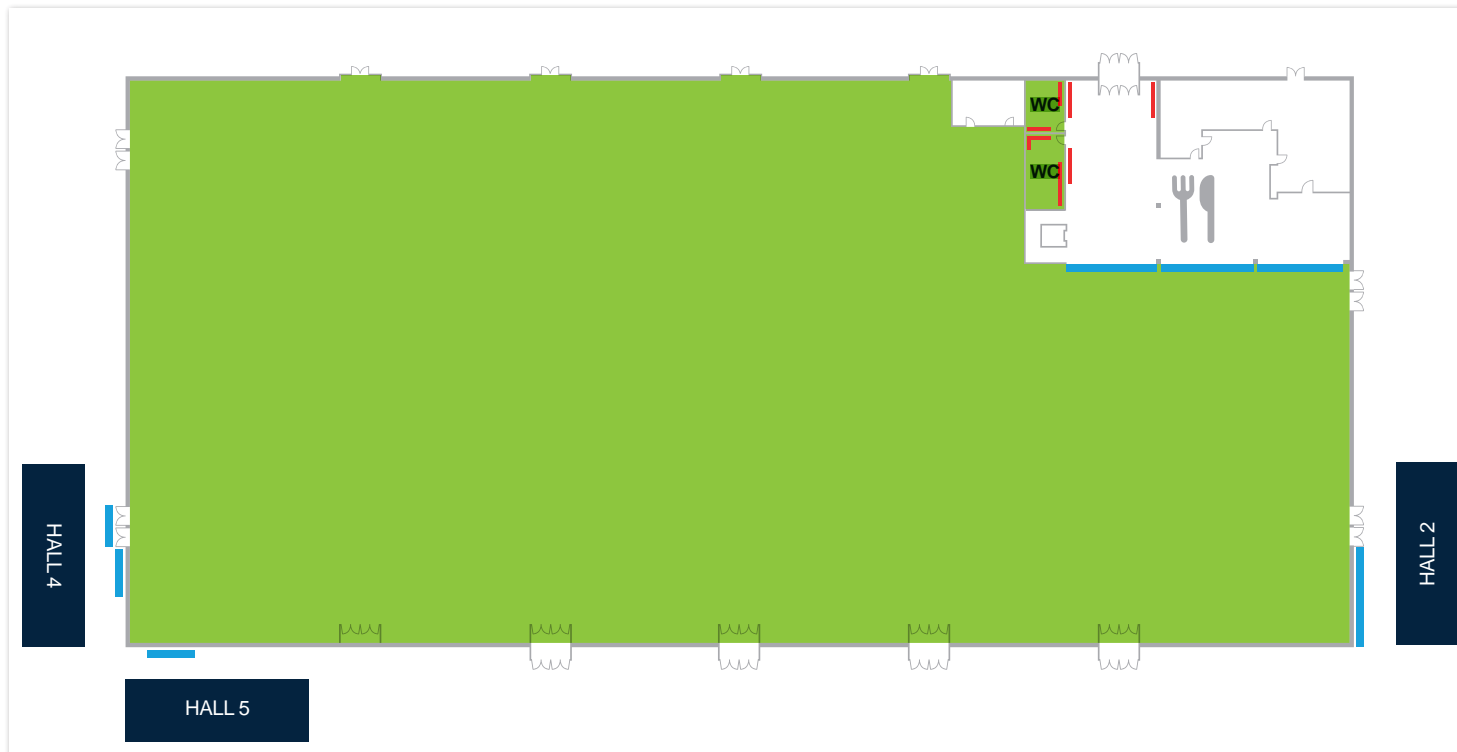
DIN A3

Total price

199.00 EUR

Hall 3

Site plan of the advertising spaces



Key

- Banners
- Stickers
- Folding frames / Mirror stickers



Hall 3 – Banners in the catering area

Our Hall 3 is the essential connecting route in the tour of the trade fair and has some attractive spaces for your banner advertising. Use targeted advertising with banners above the catering area in the Hall.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 – Banners above the catering area (all)



Fig. 2 – Banner above the catering area (left)



Fig. 3 – Banner above the catering area (right)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at popular contact points
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Advertising space	Dimensions	Price
Banner above the catering area (left)	9,750 x 2,160 mm	1,499 EUR
Banner above the catering area (center)	9,870 x 2,160 mm	1,499 EUR
Banner above the catering area (right)	9,090 x 2,160 mm	1,499 EUR

Hall 3 – Banners in the walkway

Our Hall 3 is the essential connecting route in the tour of the trade fair and has some attractive spaces for your banner advertising: use targeted advertising in the busy areas in the walkway to the adjoining Halls 1 and 2.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 – Banners in the walkway to Halls 1 / 2 / 3 (wall A)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Banner in the walkway to Halls 1 / 2 / 3 (wall A)

Dimensions

max. 15,160 x 4,200 mm* on request

Price

* Spaces with a modular frame system can also be booked as individual partial spaces. Your contact person will send you the precise dimensions based on the area used.

Hall 3 – Banners in the walkway

Our Hall 3 is the essential connecting route in the tour of the trade fair and has some attractive spaces for your banner advertising: use targeted advertising in the busy areas in the walkway to the adjoining Halls 4 and 5.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 right – Banner in the walkway to Halls 3 / 4 / 5
Fig. 1 top left – Banner above the doors

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Price per unit

Banner in the walkway to Halls 3 / 4 / 5 (3 units)

4,000 x 3,000 mm

999.00 EUR

Banner above the doors leading to Hall 4 (area 6.1)

5,100 x 1,125 mm

on request

Hall 3 – Stickers in the internal area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information.

Take this opportunity and book one of the advertising spaces listed below today to increase your visibility on the trade fair grounds to enhance your trade fair presence.



Fig. 1 – Mirror stickers WC Women / Men

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest!

Advertising space

Mirror stickers WC Women / Men (2 units)

Dimensions

200 x 250 mm

Total price

199.00 EUR

Hall 3 – Posters in the internal area

The toilets in front of Hall 3 and the catering area offer additional attractive advertising spaces in addition to banners and stickers:

The poster advertising in our toilets is presented in a practical DIN A3 format. Placed in folding frames at eye level, it will easily catch the eye of numerous trade fair visitors.



Fig. 1 – Poster advertising WC Women / Men

Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Total price

Poster advertising in the catering area (6 units)

DIN A3

249.00 EUR

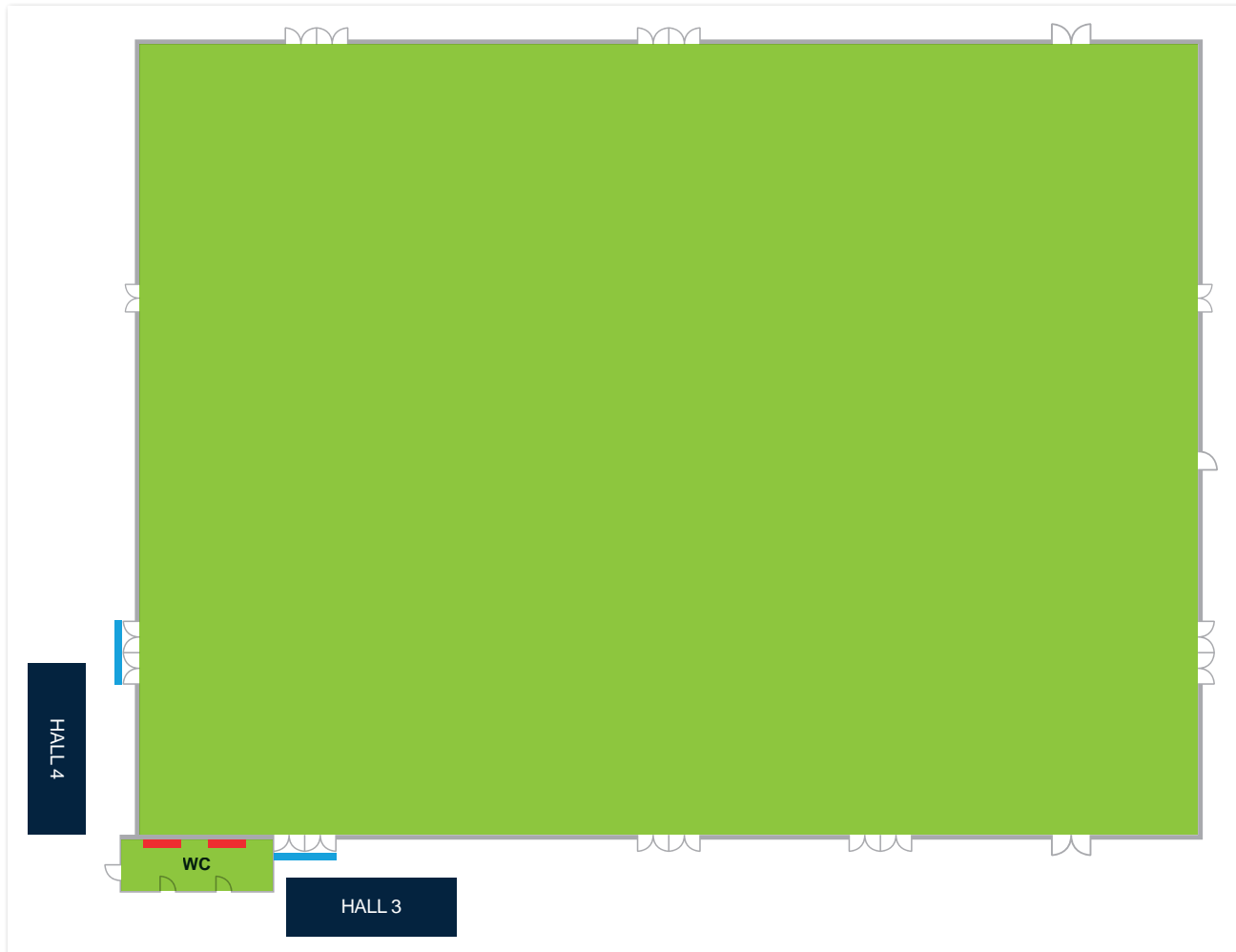
Poster advertising WC Women / Men (20 units)

DIN A3

499.00 EUR

Hall 4

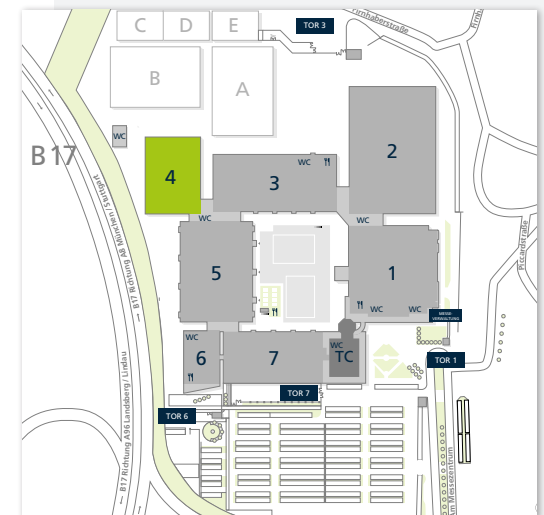
Site plan of the advertising spaces



Overview of the position of advertising spaces - not to scale.

Key

- Banners
- Stickers
- Folding frames / Mirror stickers



Hall 4 – Banner above doors

in the walkway

Use targeted advertising in the busy areas in the walkway from Hall 4 to the adjoining Halls 3 and 5. Here we can offer some attractive spaces for your personalized banner advertising.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 – Banner above the doors leading to Hall 5 (area 14.1)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at popular contact points
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Price

Banner above the doors leading to Hall 3 (area 9.1)

5,100 x 725 mm

on request

Banner above the doors leading to Hall 5 (area 14.1)

4,850 x 900 mm

on request

Hall 4 – Stickers in the internal area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information.

Take this opportunity and book one of the advertising spaces listed below today to increase your visibility on the trade fair grounds to enhance your trade fair presence.



Fig. 1 – Mirror stickers

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest!

Advertising space

Mirror stickers WC Women / Men (2 units)

Dimensions

200 x 250 mm

Total price

199.00 EUR

Hall 4 – Posters in the internal area

The toilets in front of Hall 4 offer additional attractive advertising spaces in addition to banners and stickers:

The poster advertising in our toilets is presented in a practical DIN A3 format. Placed in folding frames at eye level, it will easily catch the eye of numerous trade fair visitors.



Fig. 1 – Poster advertising WC Women / Men

Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Poster advertising WC Women / Men (8 units)

Dimensions

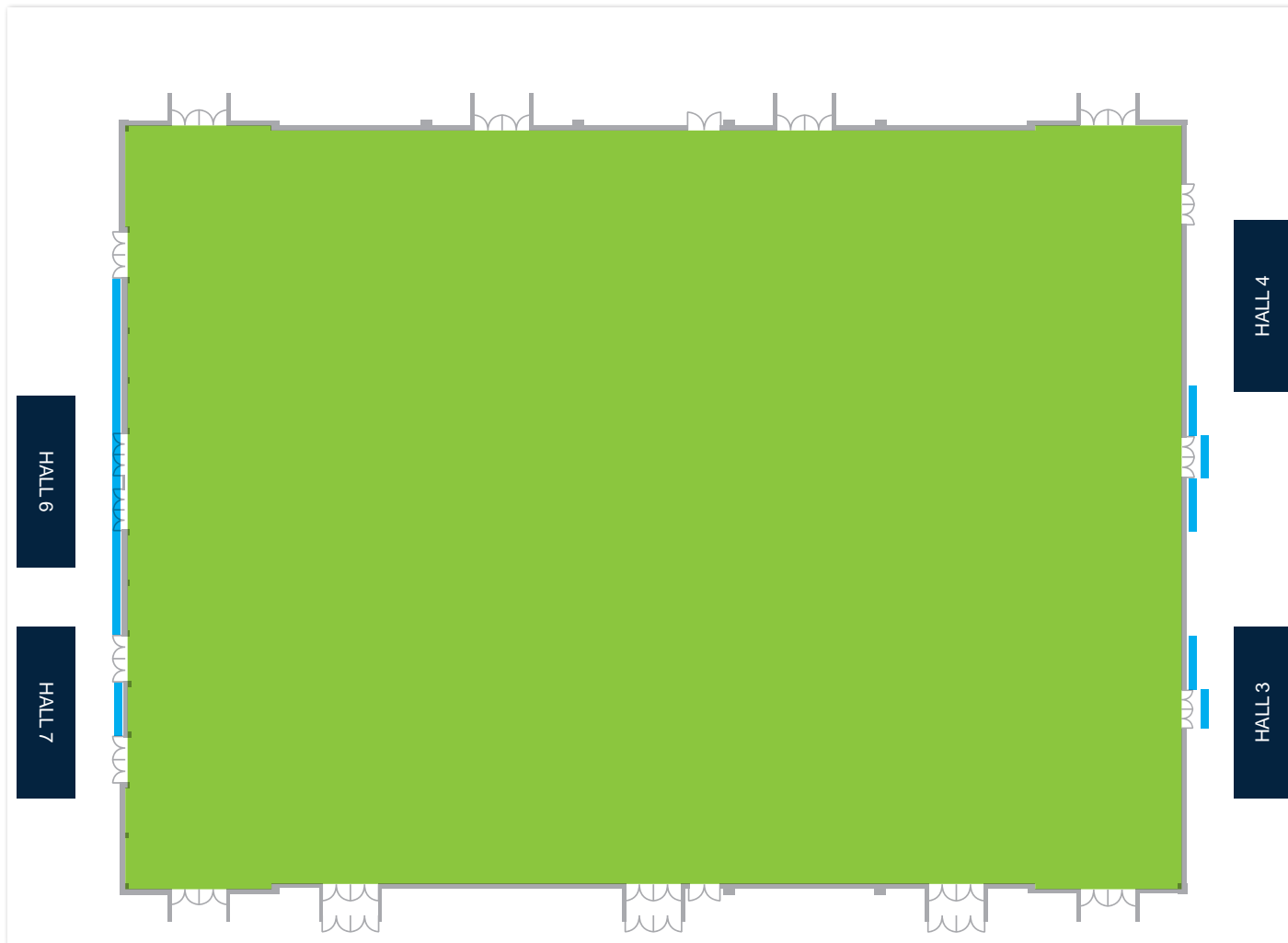
DIN A3

Total price

499.00 EUR

Hall 5

Site plan of the advertising spaces



Overview of the position of advertising spaces - not to scale.

Key

- Banners
- Stickers



Hall 5 – Banners in the walkway

Use targeted advertising in the busy areas in the walkway to the adjoining Halls 3 and 4. Here we can offer some attractive spaces for your personalized banner advertising.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 right – Banner in the walkway to Halls 3 / 4 / 5
Fig. 1 top left – Banner above the doors

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Prices per unit

Advertising space	Dimensions	Prices per unit
Banner in the walkway to Halls 3 / 4 / 5 (2 units)	4,000 x 3,000 mm	999.00 EUR
Banner above the doors leading to Hall 4 (area 17.1)	5,002 x 1,049.5 mm	on request
Banner above the doors leading to Hall 3 / 4 (area 20.1)	4,790 x 1,102.5 mm	on request
Banner above the doors leading to Hall 3 (area 23.1)	4,800 x 1,100 mm	on request

Hall 5 – Banners

in the walkway

Use targeted advertising in the busy areas in the walkway to the adjoining Halls 6 and 7. Here we can offer some attractive spaces for your personalized banner advertising.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 – Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 5)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Price

Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 5)

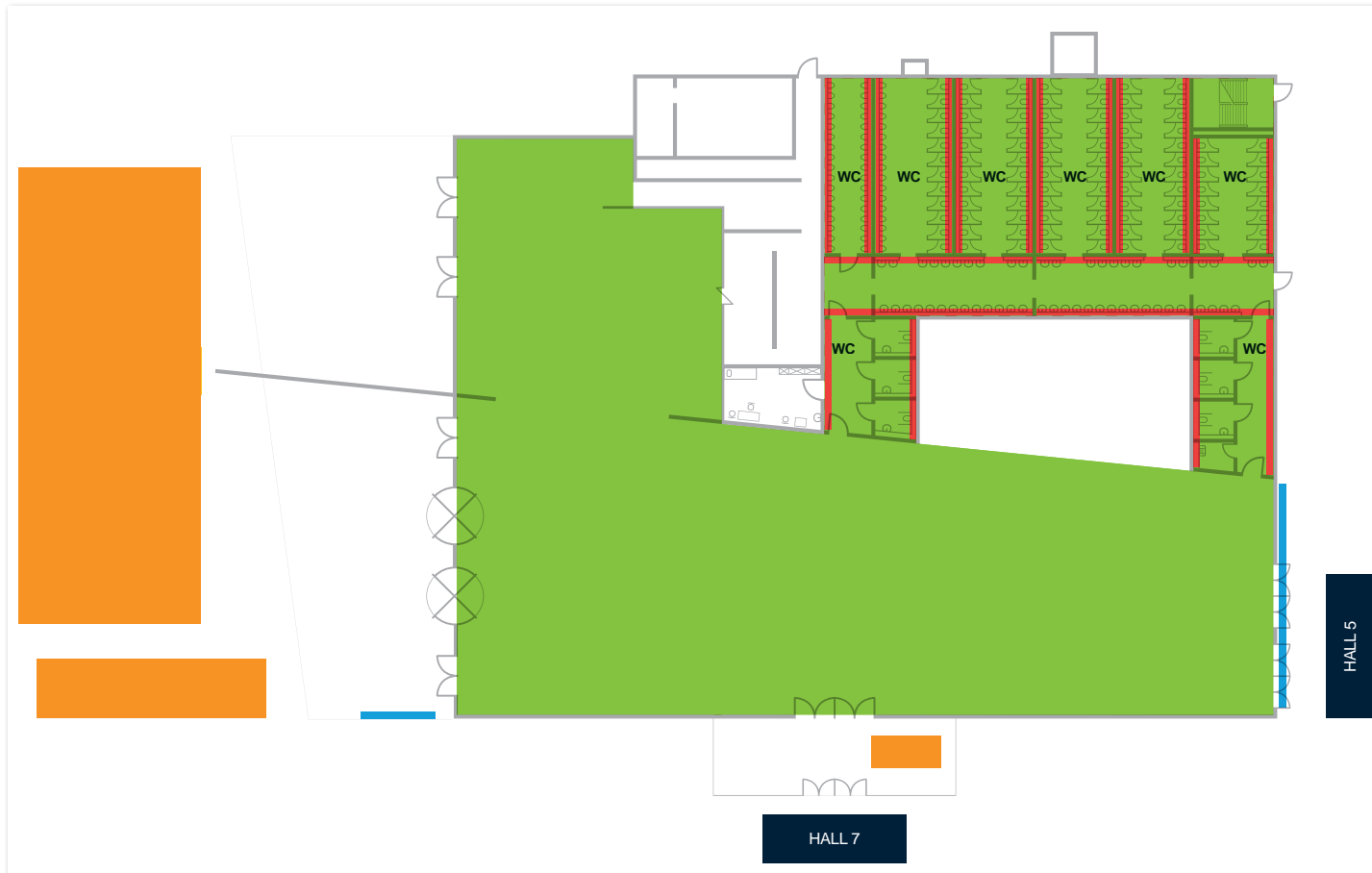
max. 39,295 x 3,800 mm

8,699.00 EUR

* Spaces with a modular frame system can also be booked as individual partial spaces. Your contact person will send you the precise dimensions based on the area used.

Hall 6

Site plan of the advertising spaces



Overview of the position of advertising spaces - not to scale.

Key

- Banners
- Stickers
- Folding frames / Mirror stickers
- Display area



Hall 6 – Banners

above the entrance

Hall 6 – our modern entrance foyer for Halls 5 and 7 or optionally integrated as a catering or trade fair area on trade fair circuit provides ample space for various large banner formats in the entrance areas. The walkway area to Halls 5 and 7 is also a perfect place for your banner advertising.

We'll help you find the best place for your message. Book one of the banners below now to exploit an effective way of attracting the attention of all the visitors at busy thoroughfares.



Fig. 1 – Banner above the entrances (side)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Banner above the entrances (side)

Dimensions

4,000 x 2,500 mm

Price per unit

1,499.00 EUR

Hall 6 – Banners

in the walkway

Use targeted advertising in the busy areas in the walkway to the adjoining Halls 5 and 7. Here we can offer some attractive spaces for your personalized banner advertising.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.

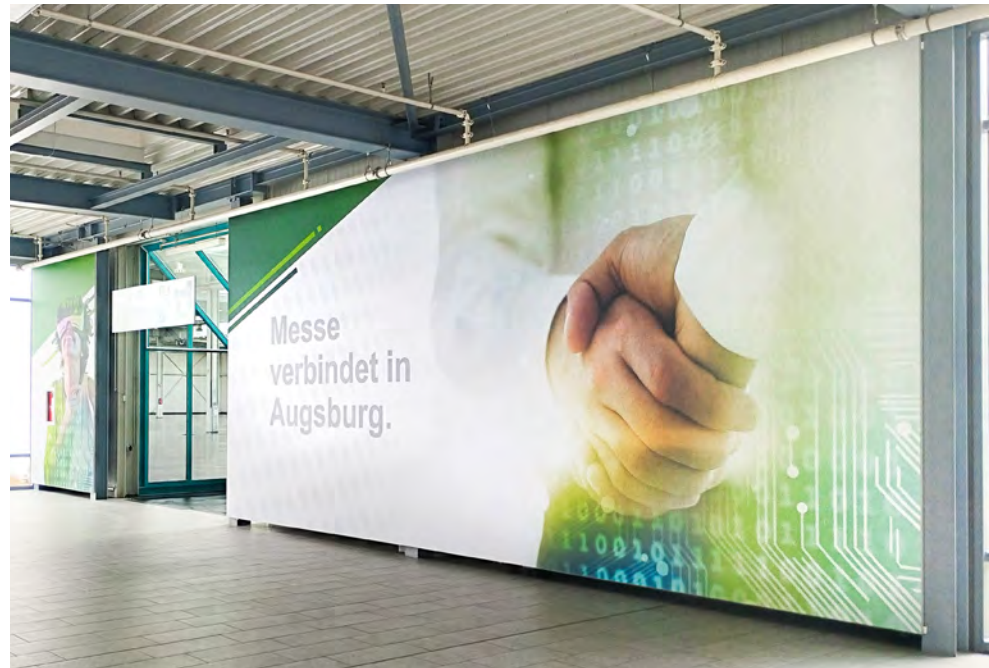


Fig. 1 – Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 7, similar to the wall in Hall 6)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Price

Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 6)

max. 19,050 x 3,800 mm*

3,899.00 EUR

* Spaces with a modular frame system can also be booked as individual partial spaces. Your contact person will send you the precise dimensions based on the area used.

Hall 6 – Stickers in the internal area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information.

Take this opportunity and book one of the advertising spaces listed below today to increase your visibility on the trade fair grounds to enhance your trade fair presence.

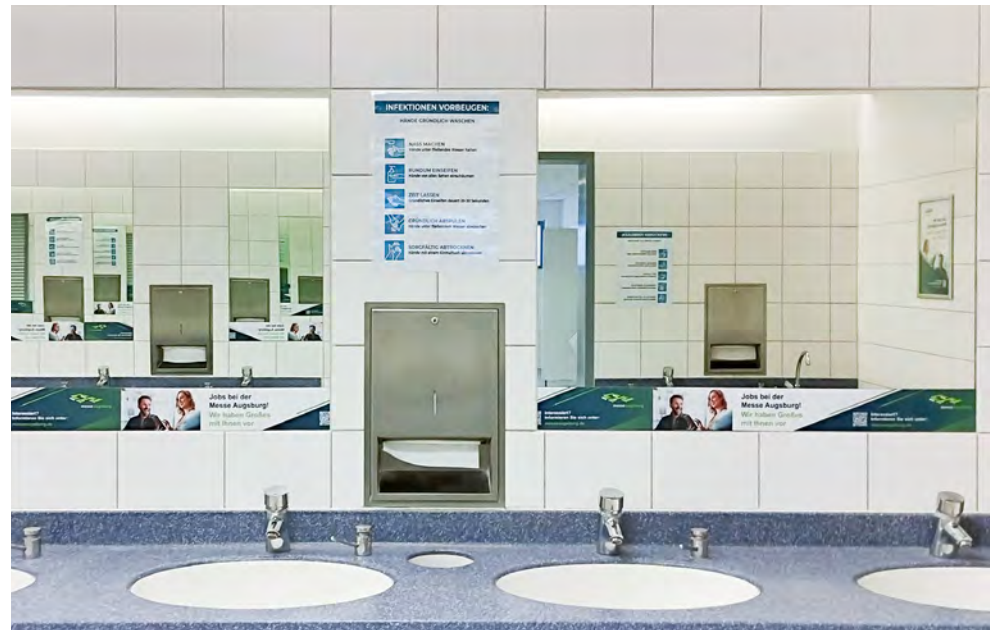


Fig. 1 – Mirror stickers WC Women / Men

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest!

Advertising space

Mirror stickers WC Women left
 Mirror stickers WC Women right
 Mirror stickers WC Men left
 Mirror stickers WC Men right

Dimensions

4,456 x 100 mm
 5,970 x 100 mm
 3,760 x 100mm
 6,030 x 100 mm

Total price

EUR 499.00

* Stickers on individual panes with a continuous motif. Your contact person will provide detailed information on the implementation.

Hall 6 – Display areas

in the outdoor area

Attract the attention of visitors with your display: our display areas in the beautiful forecourt in the entrance area or inside in the walkway area to Hall 7 are the perfect places to attract the attention of all trade fair participants.

Install a stunning display, product or eye-catcher here in almost any shape and size. And don't forget to include a reference to your stand in the Hall to enable your (new) customers to find you straight away. Please contact us and we will be happy to advise you.



Fig. 1 – Display areas



Fig. 2 – Display areas

Your advantages at a glance

- ✓ Eye-catching display directly at the entrance area
- ✓ Arouse curiosity – gain new customers
- ✓ Additional display area for your product

Advertising space

Dimensions

Price

Display areas in the forecourt of Hall 6

max. 12,000 x 3,000 mm

75.00 EUR/m²

Exhibit in the walkway from Hall 6 to Hall 7 (inside)*

max. 4,000 x 3,000 mm

75.00 EUR/m²

* Delivery, assembly and removal of the exhibits by the client. The installation of the exhibits will be coordinated with your contact person at Messe Augsburg.

Hall 6 – Posters in the internal area

Hall 6 offers additional attractive advertising spaces along with banners, stickers and spaces for displays:

Poster advertising in folding frames in a practical A3 format in the toilets is an effective way of attracting the attention of numerous trade fair visitors.

Would you like to address your target group before they enter the Hall? Then our flags are the right advertising medium for your message. The flags on the forecourt of Hall 6 are on page 11.



Fig. 1 – Poster advertising WC Women / Men

Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Poster advertising WC Women / Men (57 units)

Dimensions

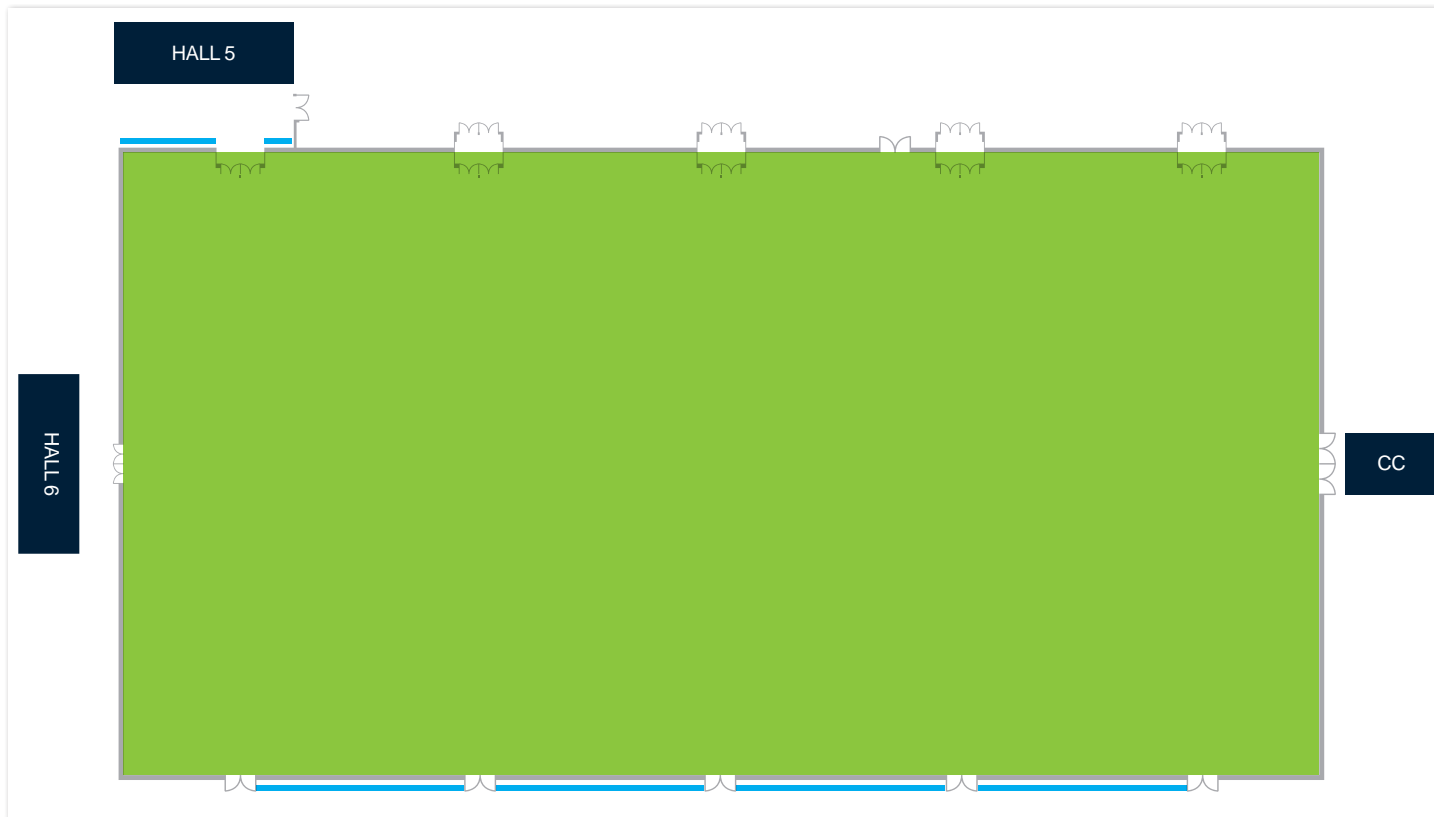
DIN A3

Total price

999.00 EUR

Hall 7

Site plan of the advertising spaces



Overview of the position of advertising spaces - not to scale.

Key

- Banners
- Stickers



Hall 7 – Banners

on the external wall

Our Hall 7 is directly adjacent to the large P1 parking spaces- and will immediately attract attention on the external façades as the trade fair participants arrive at Messe Augsburg. The walkway area to Halls 5 and 6 is also a perfect place for your banner advertising.

We'll help you find the perfect place for your message.



Fig. 1 – Banners on the external wall to the parking spaces

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Banners on the external wall to the parking spaces* (4 units)

Dimensions

9,000 x 3,000 mm

Price per unit

1,499.00 EUR

* Would you like to book the entire Hall wall? Please talk to us.

Hall 7 – Banners

in the walkway

Use targeted advertising in the busy areas in the walkway to the adjoining Halls 5 and 6. Here we can offer some attractive spaces for your personalized banner advertising.

Attract the attention of all the trade fair participants at these popular contact points and ensure your product and/or company is clearly in the spotlight. We'll help you find the perfect place for your message.



Fig. 1 – Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 7)

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Dimensions

Price

Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 7 - no. 8)

8,450 x 3,800 mm*

2,299.00 EUR

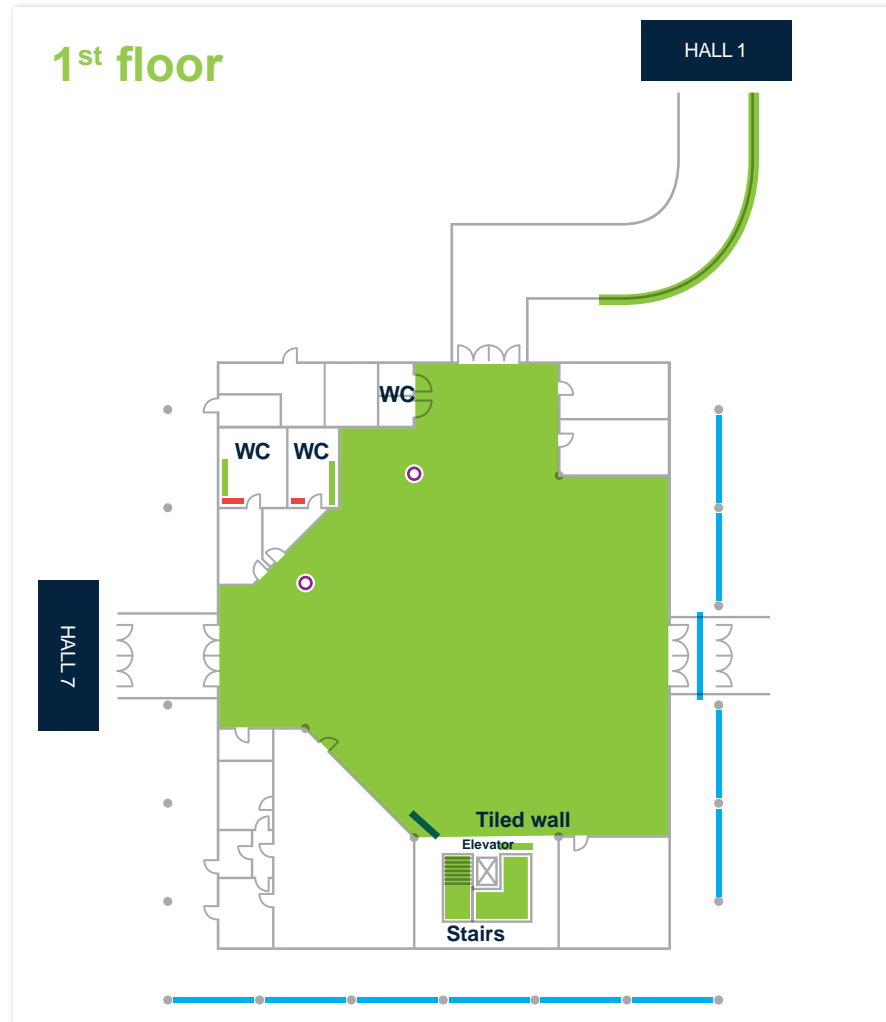
Banner in the walkway to Halls 5 / 6 / 7 (wall in Hall 7 - no. 9)

2,600 x 3,800 mm*

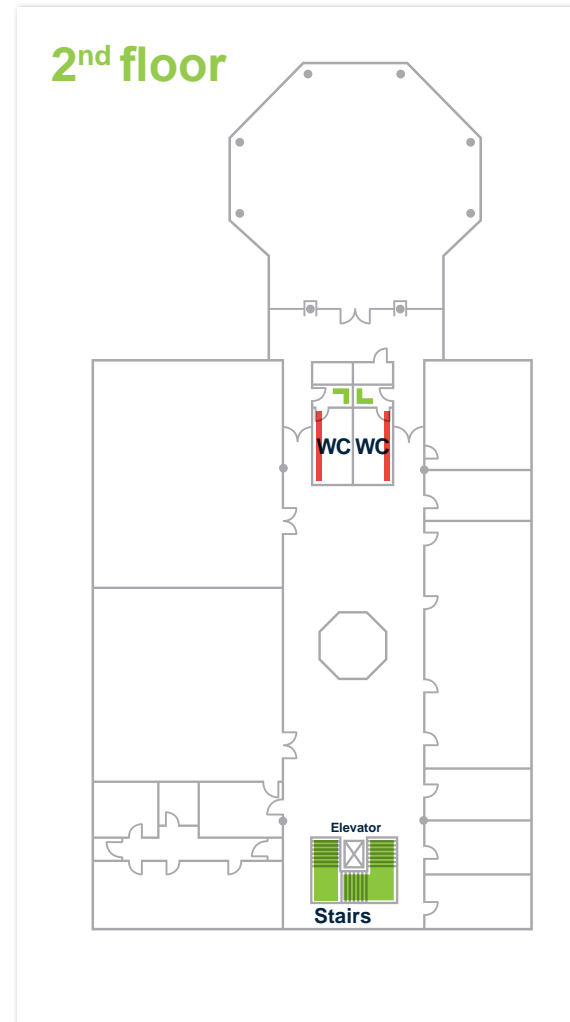
1,099.00 EUR

Conference Center

Site plan of the advertising spaces



Overview of the position of advertising spaces - not to scale.



Key

- Banners
- Stickers
- Folding frames / Mirror stickers
- Posters



Conference Center – Banners

on the pillars

Our diverse banner placements offer numerous opportunities to communicate with visitors outside the Hall or at the entrances. Use banners at the entrance or the banners between the pillars around the Conference Center to attract the attention of visitors before the start of the event.

We'll help you find the perfect place for your message. Book one of the external banners now as an effective way of attracting the attention of all the visitors at the main entrance to the Conference Center.



Fig. 1 – Banners on the pillars

Your advantages at a glance

- ✓ Attention-grabbing eye-catcher at major thoroughfares
- ✓ Your message will be highly visible to all visitors
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space

Banner on the pillars (outside in the entrance area)

Dimensions

6,000 x 4,000 mm

Price per unit

1,499.00 EUR

Conference Center – Stickers

in the internal area

They are popular and eye-catching: stickers are an interesting addition to banners, but also work extremely well on their own. They are ideally suited for visitor guidance or visitor information.

Whether as a floor print, on windows, on doors, mirrors or stairways - here you can place your message right in the center of the trade fair action. Take this opportunity and book one of the advertising spaces listed below today to increase your visibility on the trade fair grounds to enhance your trade fair presence.



Fig. 1 – Sticker on the tiled wall by the elevator

Your advantages at a glance

- ✓ Small space, big effect
- ✓ Stay one step ahead of the competition
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space	Dimensions	Total price
Sticker on the window in the walkway to Hall 1 (banderole)	max. 15,875 x 500 mm*	1,499.00 EUR
Sticker on the tiled wall by the elevator	2,300 x ,2880 mm	499.00 EUR
Mirror stickers WC Women / Men (1 st floor 6 units / 2 nd floor 2 units)	200 x 250 mm	499.00 EUR
Stickers on stairs (26 units)	1,960 x 170 mm	EUR 999.00
Stickers on landing of stairs (2 units)	1,100 mm (round / Ø)	

* Stickers on individual panes with a continuous motif. Your contact person will provide detailed information on the implementation.

Conference Center – Posters

in the internal area

Our Conference Center offers additional attractive advertising spaces along with banners, stickers and spaces for displays: Poster advertising in folding frames in a practical A3 format in the toilets is an effective way of attracting the attention of numerous trade fair visitors.

Take this opportunity to present your company and your products outside of your exhibition stand and contact us. We will help you find the perfect placement for your message.



Fig. 1 – Poster advertising WC Women / Men



Fig. 2 – Pillar cladding

Your advantages at a glance

- ✓ Exclusive eye-catcher
- ✓ Arouse curiosity – retain new customers
- ✓ Additional display area for your product

Advertising space

Dimensions

Price

Poster advertising WC Women / Men
(1st floor 13 units / 2nd floor 9 units)

DIN A3

499.00 EUR total

Pillar cladding
(in the entrance area / in front of the toilets) (2 units)

1,900 x 2,900 mm

299.00 EUR / units

Messe Augsburg

Augsburger Schwabenhallen
Messe- und Veranstaltungsgesellschaft mbH

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