

# Advertising spaces for guest organizers

# 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 on site in a very special way and to ensure you present your company, products and message to achieve optimum impact. From advertising banners to digital ads, point-of-sale branding or the presentation of your own products - the possibilities are almost endless.

Why not take a few minutes to read this brochure and discover our diverse and eye-catching advertising spaces. If you are unsure about which advertising space is the best for you, simply contact us and we will be happy to advise you.

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.



# List of contents

<b>Outdoor area</b>	<b>7</b>	<b>Hall 4</b>	<b>33</b>
Banners	8	Banners	34
Stickers	9	Stickers	35
Display areas	10	Posters	36
Flags	11		
<b>Internal area</b>	<b>13</b>	<b>Hall 5</b>	<b>37</b>
Floor prints	13	Banners	38
<b>Hall 1 'Schwabenhalle'</b>	<b>14</b>	<b>Hall 6</b>	<b>20</b>
Banners	15	Banners	41
Stickers	18	Stickers	43
Digital advertising	19	Digital advertising	44
Display areas	20	Display areas	45
Posters	21	Posters	46
Additional advertising spaces	22	<b>Hall 7</b>	<b>47</b>
		Banners	48
<b>Hall 2</b>	<b>23</b>	<b>Conference Center</b>	<b>50</b>
Banners	24	Banners	51
Stickers	25	Stickers	52
Posters	26	Digital advertising	53
		Posters	54
<b>Hall 3</b>	<b>27</b>		
Banners	28		
Stickers	31		
Posters	32		

## Your advantages at a glance

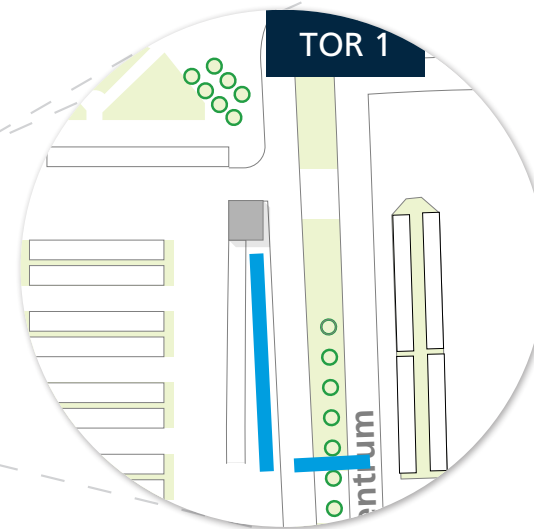
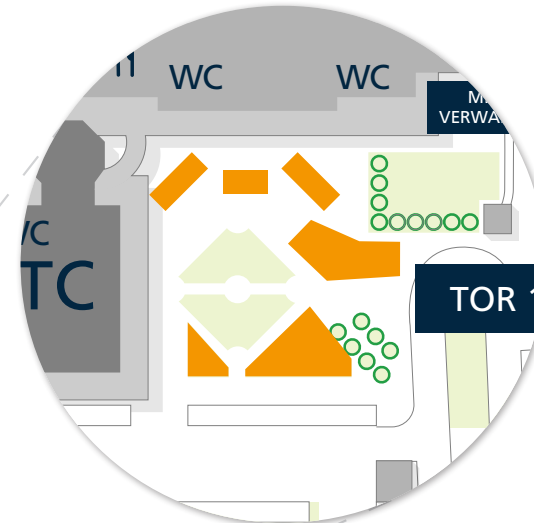
- ✓ Numerous advertising spaces - for every budget and every requirement
- ✓ An important addition to your communication strategy to increase your success at the trade fair
- ✓ Take advantage of our personal and comprehensive service: advice, planning, implementation on site – from a single source!

# 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.

Our advertising tower is also a striking and popular advertising medium: it is located on the main road with advertising spaces on three sides, is visible from a distance and guaranteed to attract the attention of your target group.



Fig. 1 – Advertising banner on the bridge above the approach road



Fig. 2 – Advertising tower



Fig. 3 – Advertising banners on the fence

### 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	Dimensions	Price
Advertising banner on the bridge above the approach road	7,930 x 1,430 mm	on request
Advertising tower (ads on three sides) (3 units)	2,600 x 5,600 mm	on request
Advertising banners on the fence	Height: 1,950 mm	on request



# 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 box office 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 – Stickers on a carbon blade



Fig. 2 – Floor prints in the outdoor area



Fig. 3 – Stickers on box offices

### 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

Branding on a carbon blade north

1,500 x 5,000 mm

on request

Branding on a carbon blade south

1,500 x 4,000 mm

Stickers on box offices (upper section) (12 units)

745 x 460 mm

on request

Stickers on box offices (glass panel) (6 units)

290 x 1,006 mm

Floor prints in the outdoor area

by m<sup>2</sup>

on request



# 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.



Fig. 1 – Grassed area around the carbon blade



Fig. 2 – Grassed area opposite the cash machines

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. 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 cash machines*	max. 6,000 x 3,000 mm	on request
Grassed area around the carbon blade*	max. 4,000 x 4,000 mm	on request
Area next to the entrance to Hall 1 (on the right, standing in front of the entrance)*	max. 12,000 x 4,000 mm	on request
Area next to the entrance to Hall 1 (on the left, standing in front of the entrance)*	max. 10,000 x 3,000 mm	on request

\* 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

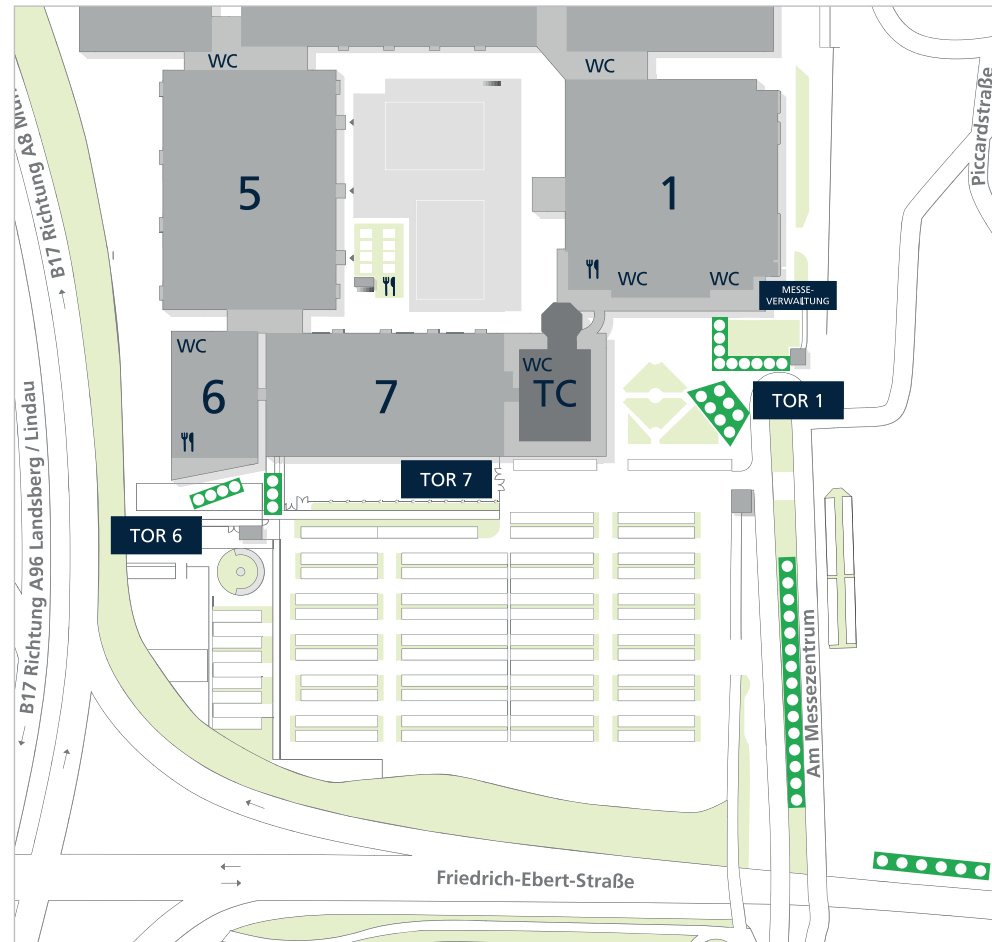
- ✓ Exclusive spaces that attract attention
- ✓ Arouse curiosity – reach new customers
- ✓ Everything from a single source: you book it, we'll do the rest

Advertising space	Dimensions	Total price
Flags in the direction of the 'Messezentrum' stop (6 units)	1,500 x 5,000 mm	on request
Flags on the approach road (15 units)	1,500 x 5,000 mm	on request
Flags on the forecourt of Hall 1 (19 units)	1,500 x 5,000 mm	on request
Flags on the forecourt of Hall 6 (7 units)	1,500 x 5,000 mm	on request

# 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 (6 units)

#### Dimensions

1,500 x 5,000 mm

#### Total price

on request

Flags on the approach road (15 units)

1,500 x 5,000 mm

on request

Flags on the forecourt of Hall 1 (19 units)

1,500 x 5,000 mm

on request

Flags on the forecourt of Hall 6 (7 units)

1,500 x 5,000 mm

on request

# 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 internal area



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



Fig. 3 – Floor prints 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 m<sup>2</sup>

### Price

on request

# Hall 1 'Schwabenhalle'

## Site plan of the advertising spaces



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

### Key

- Banners
- Stickers
- Folding frames / Mirror stickers
- Digital advertising
- Display areas
- Signs above entrances





# Hall 1 – Banners

## in the outdoor area

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

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

### 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 entrance (outside)

#### Dimensions

max. 8,000 x 2,000 mm

#### Price per unit

on request

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

max. 8,000 x 6,000 mm

on request

# Hall 1 – Banners

## in the internal area

Our diverse banner placements offer numerous opportunities: you can communicate with visitors outside the Hall or at the entrances. 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)

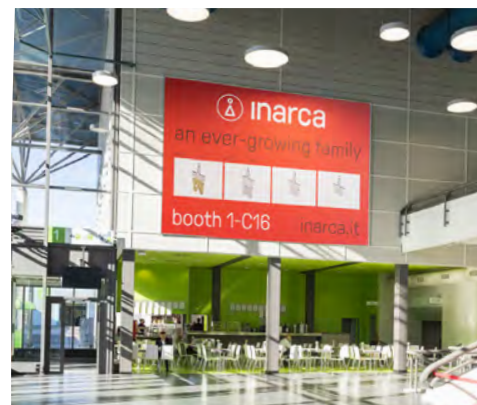


Fig. 2 – Banner on the wall space in the foyer (left)

### 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

on request

Banner on the wall space in the foyer (right)

6,900 x 4,820 mm

on request

Banner on the stairs (left)

1,950 x 750 mm

on request

Banner on the stairs (right)

1,950 x 750 mm

on request



# 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 the 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	on request
Stickers on the stairs (left) (36 units)	2,500 x 100 mm	on request
Stickers on the stairs (right) (36 units)	2,500 x 100 mm	on request

# Hall 1 – Digital advertising in the internal area

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

We provide another first-class advertising opportunity directly in the entrance foyer: book the screen for the duration of the event and show your advertising. Use all the advantages of the digital medium and address visitors directly when they enter the event.

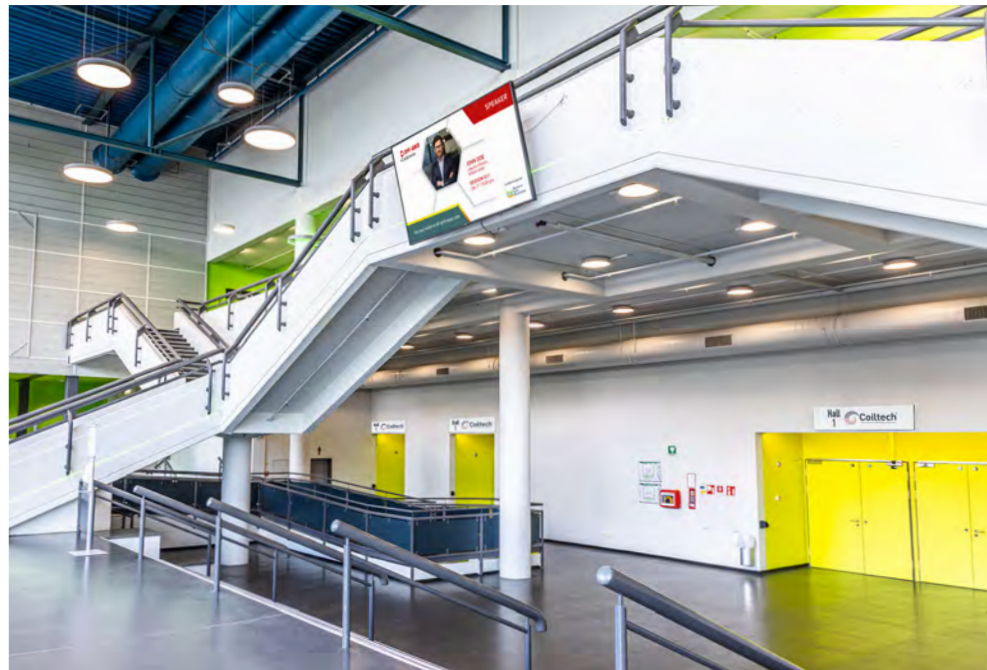


Fig. 1 – Digital advertising  
(Entrance area to foyer of Hall 1)

## Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Placement that no trade fair participant will miss

### Advertising space

### Dimensions

### Price

Digital advertising (Entrance area to the foyer of Hall 1)\*

Format 16:9

on request

Digital advertising (walkway from Hall 1 to the Conference Center)\*

Format 16:9

on request

\* After booking this service, you will receive more information from your contact person regarding the design. Possible data formats: PDF, JPG, MOV

# 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 to Hall 1 (Schwabenhalle) 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

Display in the foyer of Hall 1\*

### Dimensions

max. 6,000 x 3,000 mm

### Price

on request

\* 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, we'll do the rest

### Advertising space

Poster advertising WC Women / Men (30 units)

### Dimensions

DIN A3

### Total price

on request

# Hall 1 – Additional advertising spaces

## Signs above the entrances

In addition to our wide range of banners and stickers, the advertising space portfolio for our Hall 1 also has customizable signs above each entrance door on the ground and upper floors.

The magnet boards are removable and can be used to their full extent. Use them as a visitor guidance system, to display safety instructions or offer them to your exhibitors or sponsors to enhance their visibility.



Fig. 1 – Signs above the Hall entrance doors

### Your advantages at a glance

- ✓ High visibility right from the start
- ✓ Suitable for use as a visitor guidance system
- ✓ Everything from a single source: you book it, we'll do the rest

### Advertising space

Signs above the Hall entrance doors  
(1<sup>st</sup> floor 7 units / 2<sup>nd</sup> floor 6 units)

### Dimensions

Format 16:9

### Total price

on request\*

\*Price when booking one floor only: on request

# 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 – Banners 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. 47,370 x 4,770 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

on request

## 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

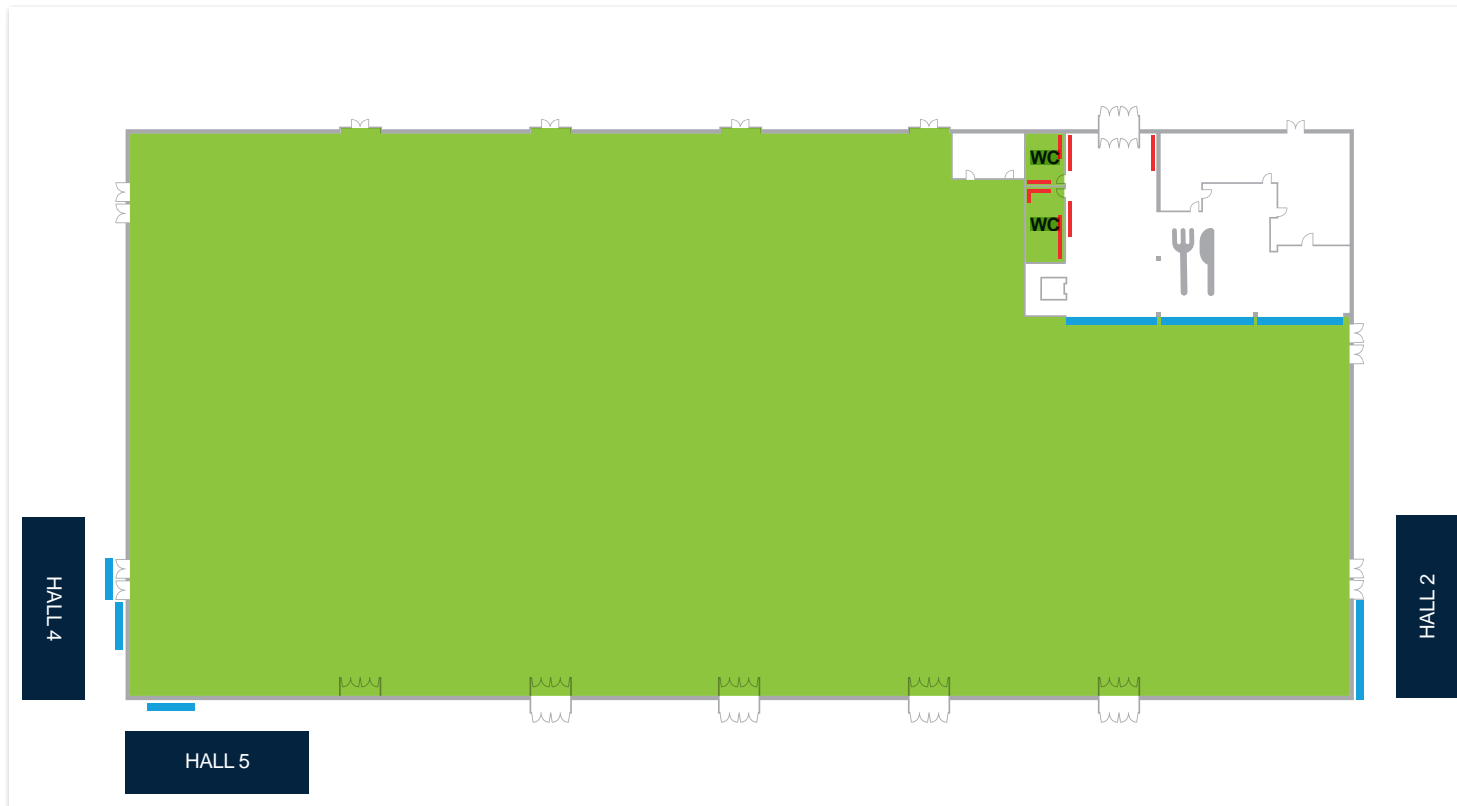
DIN A3

#### Total price

on request

# Hall 3

## Site plan of the advertising spaces



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

### 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

### Dimensions

### Price

Banner above the catering area (left)

9,750 x 2,160 mm

on request

Banner above the catering area (center)

9,870 x 2,160 mm

on request

Banner above the catering area (right)

9,090 x 2,160 mm

on request





# 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

on request

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

on request

# Hall 3 – Posters in the indoor 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

on request

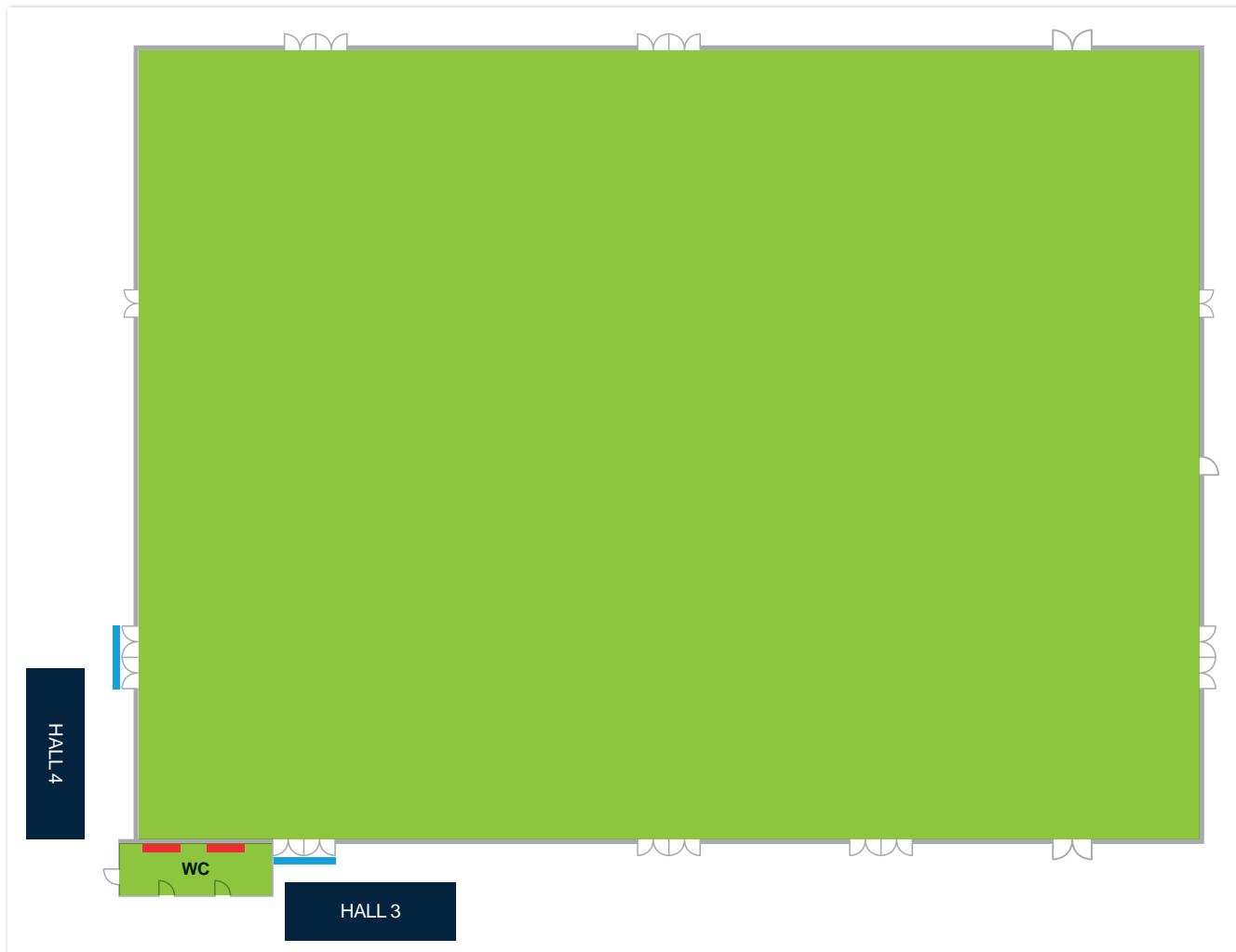
Mirror stickers WC Women / Men (20 units)

DIN A3

on request

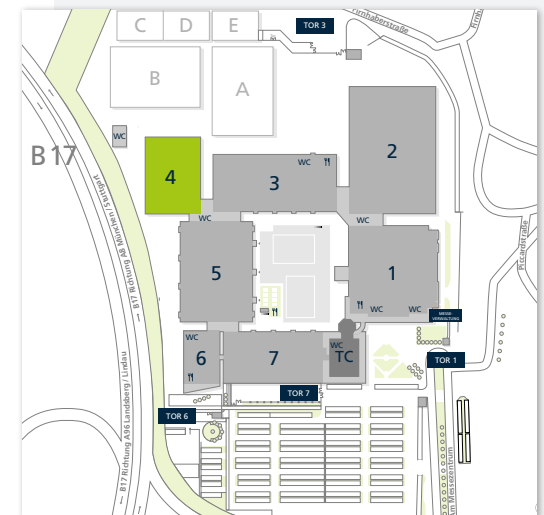
# Hall 4

## Site plan of the advertising spaces



### Key

- Banners
- Stickers
- Folding frames / Mirror stickers



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

# Hall 4 – Banners 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 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

on request

# 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

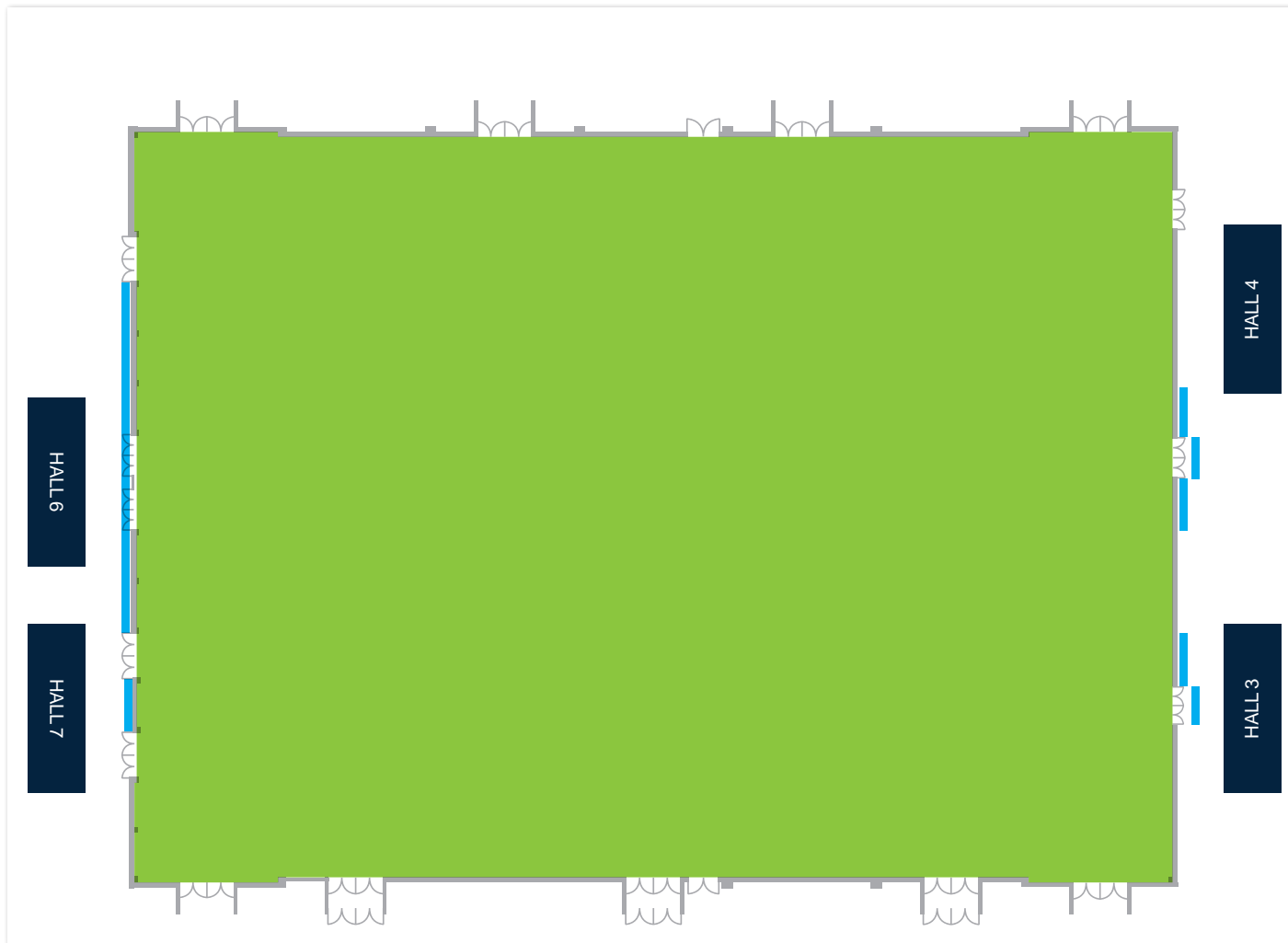
DIN A3

### Total price

on request

# 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

Advertising space	Dimensions	Price
Banner in the walkway to Halls 3 / 4 / 5 (2 units)	4,000 x 3,000 mm	on request
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 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 Hall 5)

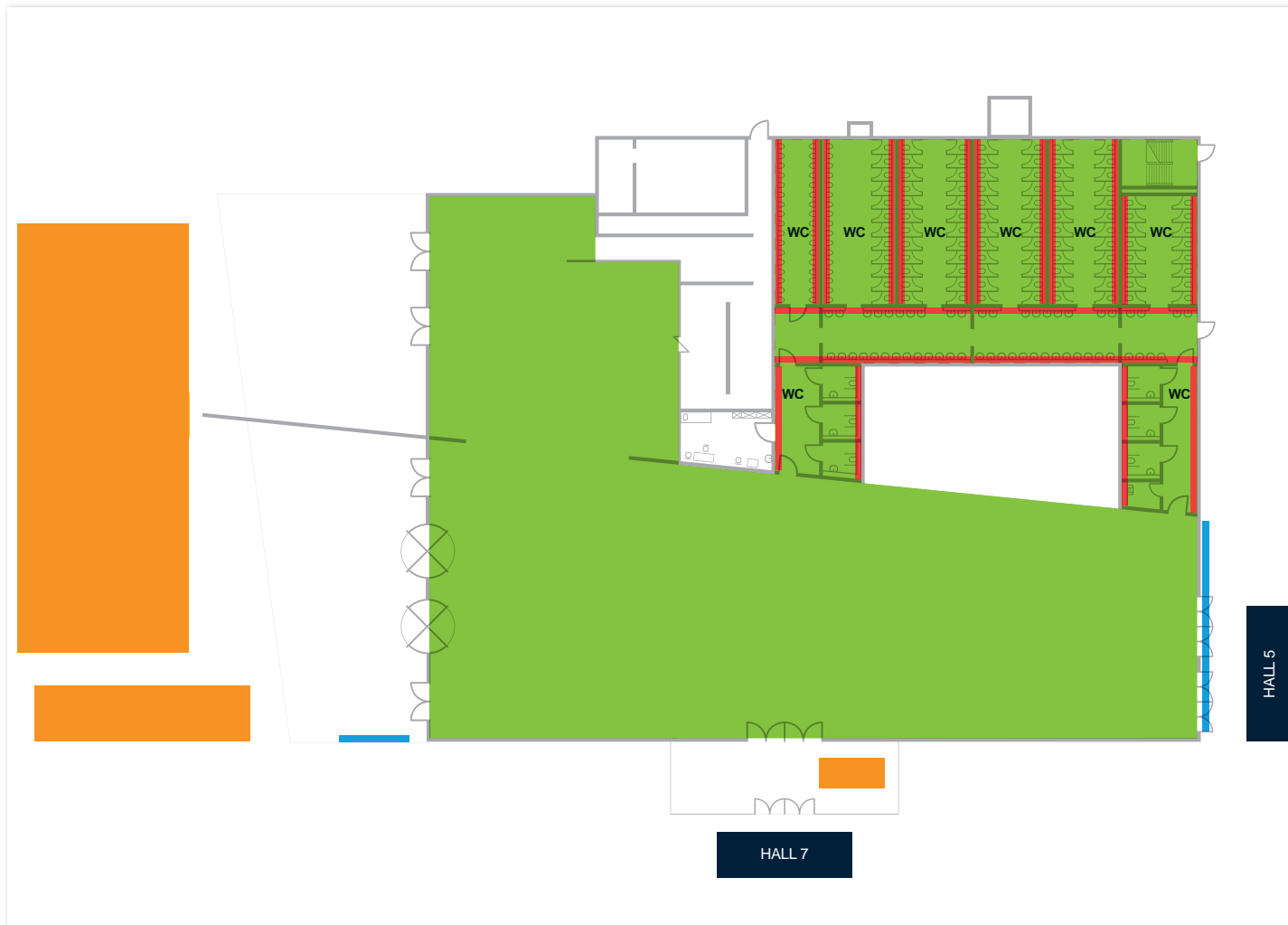
max. 39,295 x 3,800 mm

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 6

## Site plan of the advertising spaces



### Key

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



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

# 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 – Banners above the entrances (front & side)



Fig. 2 – Banner above the entrances (front)

## 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 (front)\*

### Dimensions

10,200 x 2,500 mm

### Price per unit

on request

Banner above the entrances (side)

4,000 x 2,500 mm

on request

\* Banner can also be used in sections. Talk to your contact person.

# 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.

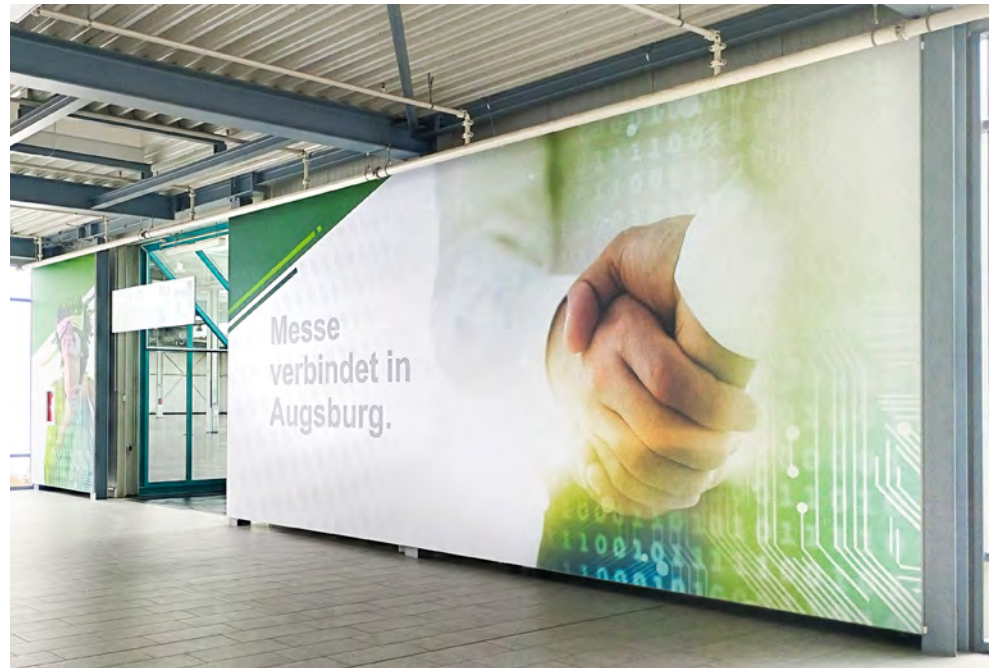


Fig. 1 – Banners in the walkway to Halls 5 / 6 / 7 (wall Hall 7, similar to the wall Hall 6)

### 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 Hall 6)

max. 19,050 x 3,800 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 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

### Dimensions

### Total price

Mirror stickers WC Women left (7 units)	4,456 x 100 mm*	on request
Mirror stickers WC Women right (6 units)	5,970 x 100 mm*	
Mirror stickers WC Men left (5 units)	3,760 x 100 mm*	
Mirror stickers WC Men right (6 units)	6,030 x 100 mm*	

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



# Hall 6 – Digital advertising in the internal area

Hall 6 offers additional attractive advertising spaces along with banners, stickers and an exclusive space for a display:

We offer another excellent advertising opportunity: book the screen for the duration of the event to display your advertising. Use all the advantages of the digital medium and address visitors directly when they enter the event.



Fig. 1 – Digital advertising

## Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Placement that no trade fair participant will miss

### Advertising space

Digital advertising\*

### Dimensions

Format 16:9

### Price

on request

\* After booking this service, you will receive more information from your contact person regarding the design. Possible data formats: PDF, JPG, MOV

# Hall 6 – Display areas

## in the outdoor area

Attract the attention of visitors with your display: our display areas on the attractive forecourt, in the entrance area or inside the walkway area to Hall 7 are the perfect places 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. 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

on request

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

max. 4,000 x 3,000 mm

on request

\* 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

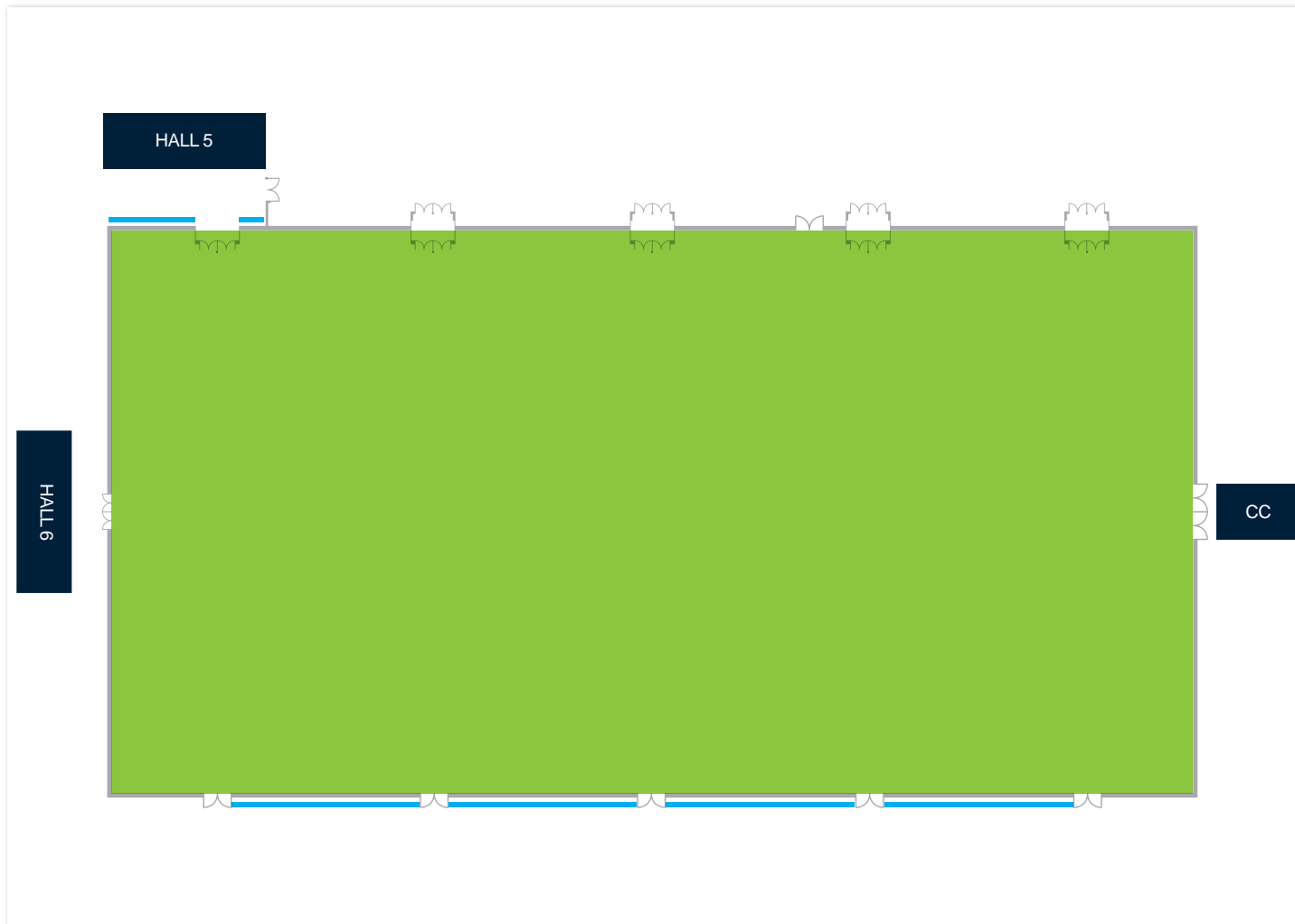
DIN A3

### Total price

on request

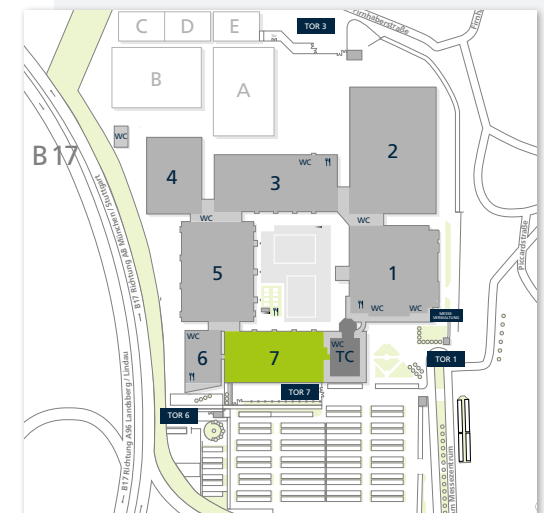
# Hall 7

## Site plan of the advertising spaces



### Key

- Banners
- Stickers



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

# 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 car park

### 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 external wall to the car park\* (4 units)

### Dimensions

9,000 x 3,000 mm

### Price per unit

on request

\* 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 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 Hall 7 - no. 8)

8,450 x 3,800 mm

on request

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

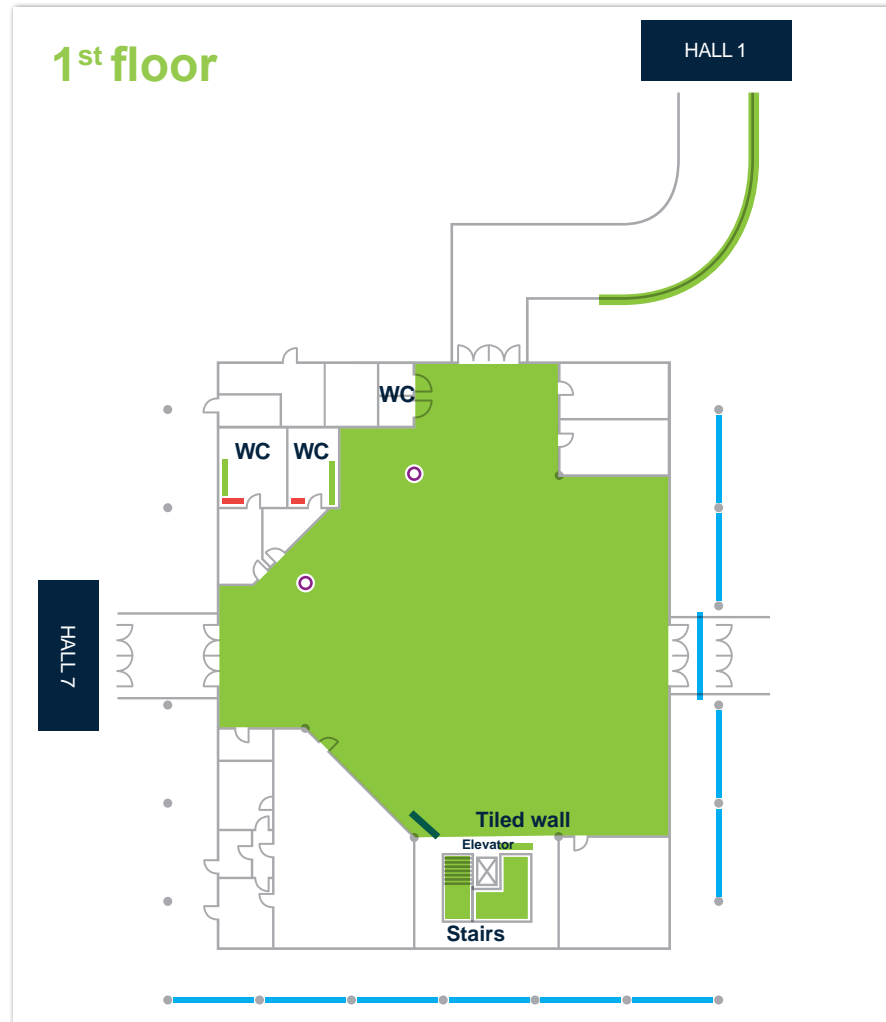
2,600 x 3,800 mm

on request

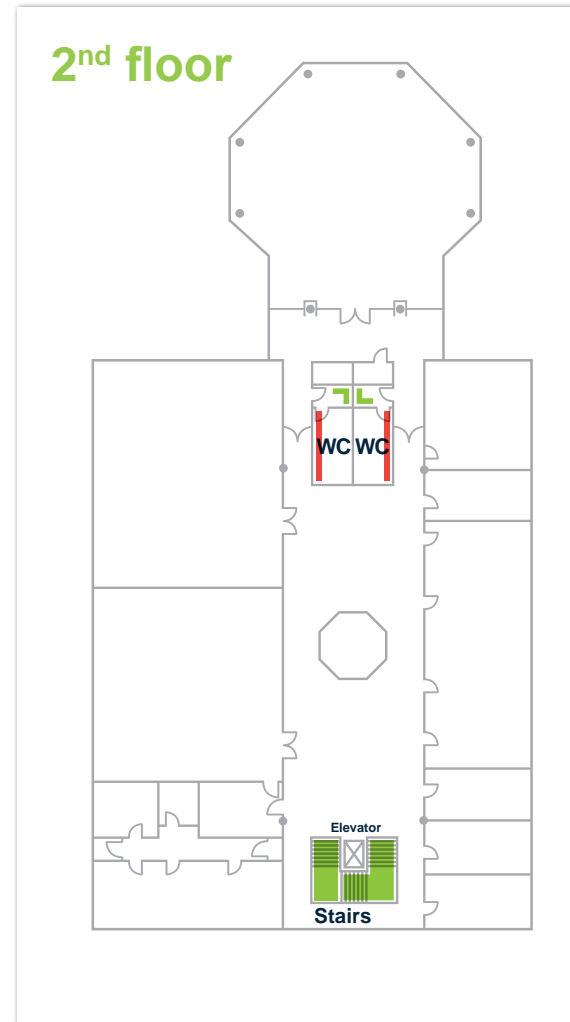


# Conference Center

## Site plan of the advertising spaces



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



### Key

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



# 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.



Fig. 1 – Banner on the pillars



Fig. 2 – Banner above the entrance

### 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 on the pillars (outside in the entrance area)	6,000 x 4,000 mm	on request
Banner above the entrance (outside)	6,380 x 2,500 mm	on request

# 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*	on request
Sticker on the tiled wall by the elevator	2,300 x 2,880 mm	on request
Mirror stickers WC Women / Men (1 <sup>st</sup> floor 6 units / 2 <sup>nd</sup> floor 2 units)	200 x 250 mm	on request
Stickers on stairs (26 units)	1,960 x 170 mm	on request
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 – Digital advertising in the internal area

Our Conference Center offers additional attractive advertising spaces along with banners, stickers and an exclusive space for a display:

We offer another excellent advertising opportunity: book the screen for the duration of the event to display your advertising. Use all the advantages of the digital medium and address visitors directly when they enter the event.



Fig. 1 – Digital advertising

## Your advantages at a glance

- ✓ Little effort, great effect
- ✓ Tailored to any budget
- ✓ Placement that no trade fair participant will miss

### Advertising space

Digital advertising (on the stairs)

### Dimensions

Format 16:9

### Price

on request

\* After booking this service, you will receive more information from your contact person regarding the design. Possible data formats: PDF, JPG, MOV

# 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  
(1<sup>st</sup> floor 13 units / 2<sup>nd</sup> floor 9 units)

DIN A3

on request

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

1,900 x 2,900 mm

on request

## Messe Augsburg

Augsburger Schwabenhallen  
Messe- und Veranstaltungsgesellschaft mbH

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**messe**augsburg