



CMS Berlin

Cleaning. Management. Services.

19 – 22 September 2023



/ CLEANING EXPERTISE

On-Site Advertising & Sponsoring Opportunities

ADVERTISING PORTFOLIO FOR EXHIBITORS

Issue: 01 June 2023

BERLIN EXPOCENTER CITY Site Map 2023

-  South Entrance | Eingang Süd
-  CMS Berlin Trade Fair | Fachmesse
-  Event Location
-  Freigelände
- Live Demonstrationen:**
 - Hubarbeitsbühnen
 - Fassadenreinigung
 - Mobility Cleaning
- Outdoor area**
- Live Demonstrations:**
 - Elevating Work Platforms
 - Facade Cleaning
 - Mobility Cleaning
-  Purus Innovation Award
-  Innovation Circle
-  Speakers Corner
-  CMS Praxisforum | CMS Practice Forum
-  Anlagenpflege | Grounds Care
-  Trägerverbände
- Supporting Organizations**
 - BIV
 - VDMA
 - IHO
-  Restaurant
-  Messeleitung | Presse
-  Fair Management | Press

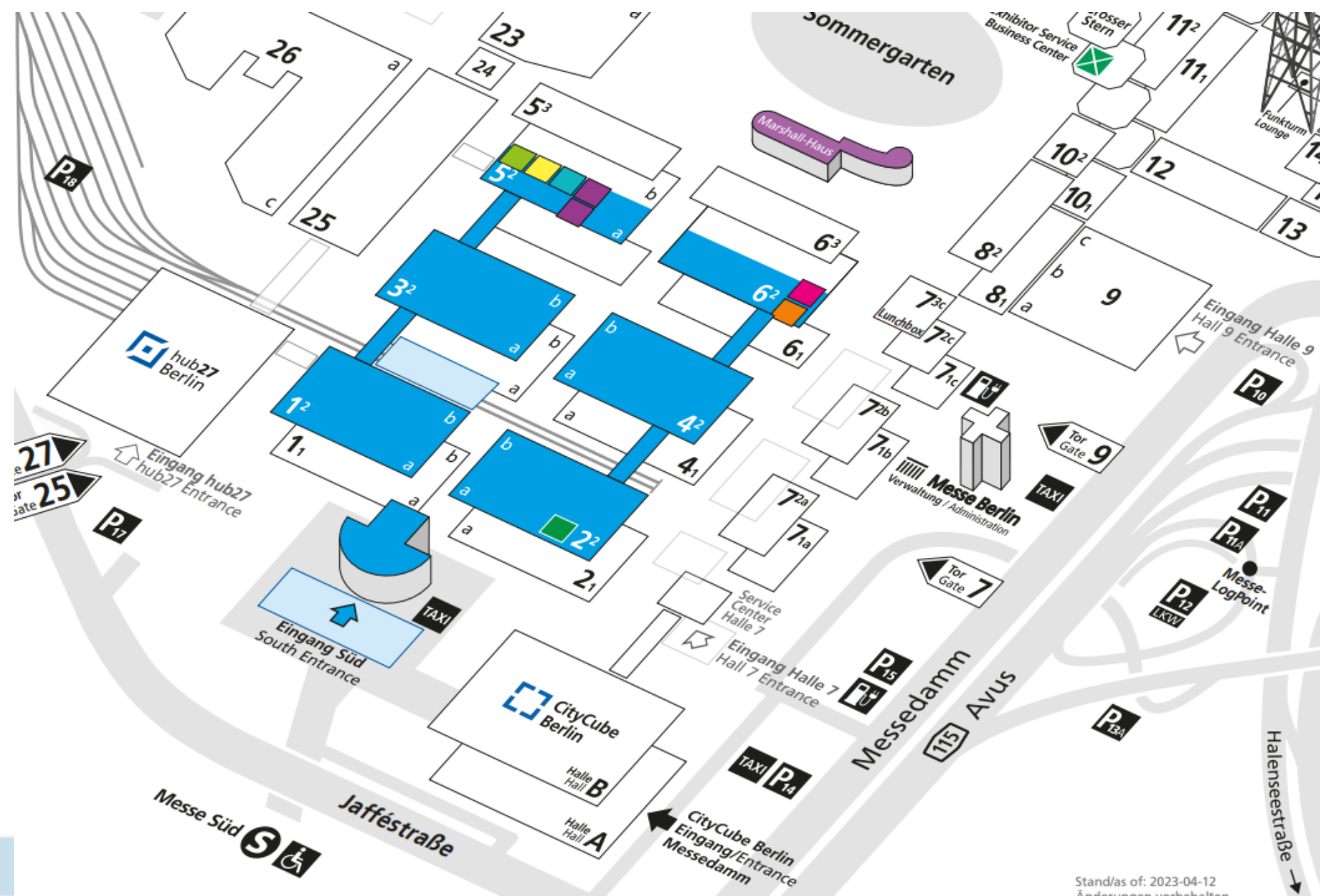


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Important notes:

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 due to the dynamic price development of some materials used and can thus only be offered without obligation. Agency commissions will not be accorded. Prices do not include graphic design/layout.

BRANDING
PROMOTION
SPONSORING





ITB BERLIN
THE WORLD'S LEADING TRAVEL TRADE SHOW®
 7 - 9 March 2023 · 7.-9. März 2023
 EXHIBITOR / AUSSTELLER TICKET

1 logo
 on the DIN A4-printout

Validity of this ticket / Gültigkeit dieses Tickets

Set up / Aufbau
 28 Feb. - 4 March - 7 am - 10 pm · 7 - 22 Uhr

ITB Berlin 2023
 7 - 9 March - 8:30 am - 7 pm · 8:30 - 19 Uhr

Dismantling / Abbau
 9 March - 8 - 10 pm · 18 - 22 Uhr
 10 - 13 March - 2 am - 10 pm · 7 - 22 Uhr

Conditions: This is your personal and non-transferable ticket. Please always show it with a valid identification document.

Achtung: Dies ist ein persönliches und nicht übertragbares Ticket. Bitte weisen Sie Ihr Ticket am Einlass mit einem gültigen Personalausweis vor.

Messe Berlin

Fold here! / Hier falten:

1 logo on the front

1 branding area on the DIN A4-printout

ITB.com ITB BERLIN

LET'S SHAPE THE FUTURE TOGETHER AT ITB Berlin 2023

WHERE THE WHOLE WORLD OF TRAVEL COMES TOGETHER.

Step 1
 Please print your badge onto A4 before coming to the fairgrounds.

Step 2
 Fold or cut along the dotted lines.

Step 3
 Collect your lanyard and badge holder at the entrance.

Branding of Online Tickets

Description Branding of all online tickets (DIN A4-pdf) for exhibitors and trade visitors
 > see exemplary branding options on the left:

- 1 logo at the top on the DIN A4-printout (see green mark)
- 1 logo on the ticket front (see red mark)
- 1 branding on the ticket back (see blue mark)

Sizes On demand

Branding License 3,500.00 EUR

Status Availability upon request.



Branding of Information Counters

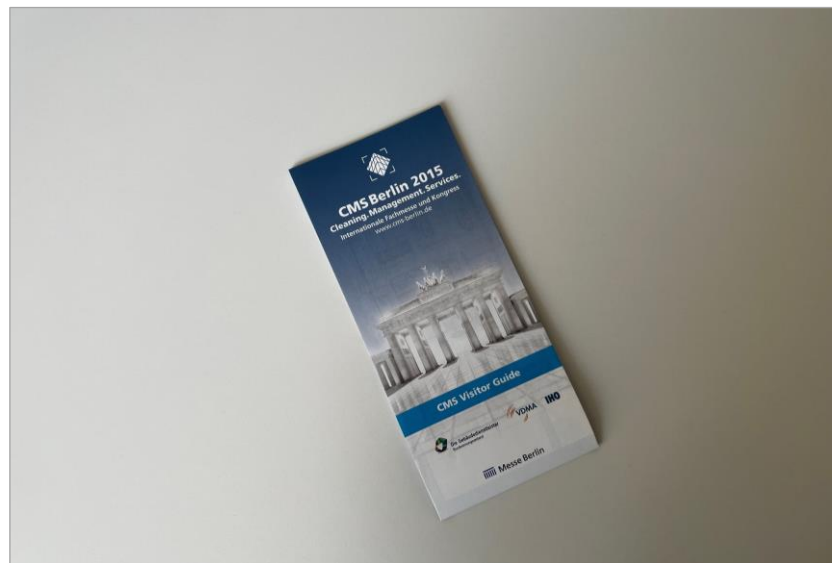
Description Co-branding CMS Berlin with exhibitor advertising (approx. 50 % each) on 2 information counters

Sizes On demand

Hire Charge 498.00 EUR for both counter brandings

Production/ Installation 380.00 EUR for both counter brandings

Status Availability upon request.



Branding of Paper Site Maps

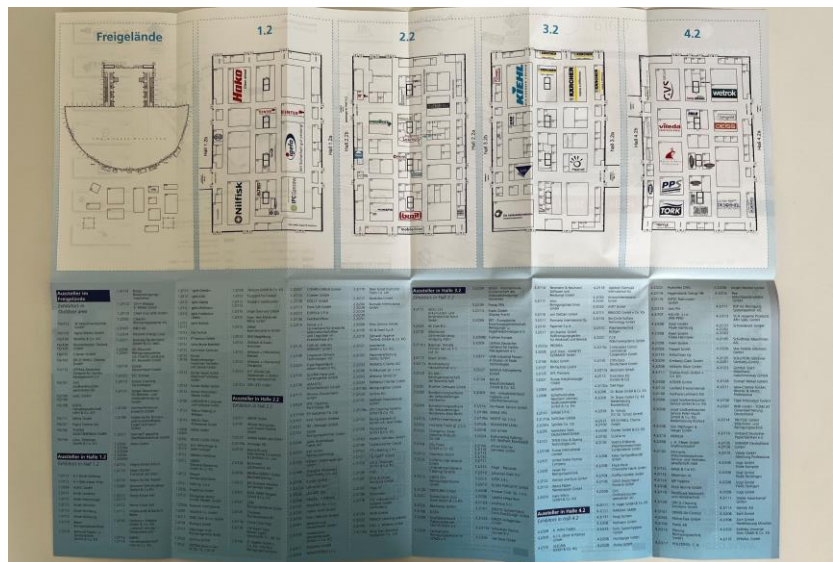
Description Various branding options in 20,000 folded paper site maps that will be placed at the visitors disposal free of charge

Sizes On demand

Prices

- Option 1:** up to 16 company logos next to the exhibition plan (see red areas on the left photo) 350.00 EUR per logo
- Option 2:** print ads inner side (see yellow areas on the left photo) 950.00 EUR per ad
- Option 3:** 1 print ad back side (see green area on the left photo) 1,250.00 EUR

Status Availability upon request.





Assignment of Promoters

Description	A promotion team appointed by the exhibitor distributes fancy give-aways and informative advertising material during the show on the exhibition site. This opportunity enhances the exhibitor's presence and guides visitors to his stand.
Promotion License	915.00 EUR promotion license per person. Personnel and storage costs as well as advertising material etc. are not included.
Important Note	Promotional activities directly in the halls or next to stands of other exhibitors are not allowed.
Status	Availability upon request.



Up to 2 Promotion Spaces for Mobile Exhibits

Description	A promotional truck or another exhibit branded with advertising (no digital advertising) supplied by the exhibitor is placed at a highly frequented location as for example at the access to Entrance South.
Location	On demand
Promotion License	Depending on size and location
Status	Availability upon request.



Sponsoring of Lanyards

Description	Sponsoring of 15,000 lanyards handed out to exhibitors, trade visitors and journalists at the information counters on the exhibition site
Sizes	According to prior agreement
Sponsoring License	4,000.00 EUR
Production/Delivery	The production costs depend on the layout and the material and can therefore only be defined at a later date.
Status	This opportunity is already reserved, but you can put another option on it.



Sponsoring of Fabric Bags

Description Sponsoring of 8,000 fabric bags that will be distributed at the information counters on the exhibition site: co-branding CMS Berlin and exhibitor advertising (50 % each)
A lower quantity is possible.

Size (w x h) Approx. 0.42 m x 0.38 m

Sponsoring License No license will be charged.

Supply/ Production & Delivery **Option 1:**
The sponsor produces/ supplies and delivers the bags on its own expense.

Important Note: The nature and the layout including CMS Berlin branding has to be agreed with CMS Berlin and approved prior to the production.

Option 2:
The sponsor remits 13,920.00 EUR for the production and delivery of 8,000 black or grey bags with a 1c print on both sides.

Status **Availability upon request.**

ADVERTISING ENTRANCE SOUTH SURROUNDINGS





1 Advertising Tower Access Parking Areas, 4-sided

- Location** At the access to the parking areas of Entrance South at Jafféstraße
- Size (w x h)** 4 banners in total:
east side/ main road & west side/ main road: 8.75 m x 8.11 m each
north side/ car park & south side/ main road: 5.75 m x 8.11 m each
- Hire Charge** East side/ main road & west side/ main road: 6,484.00 EUR each
north side/ car park & south side/ main road: 3,622.00 EUR each
- Production/ Installation** East side/ main road & west side/ main road: 4,015.00 EUR each
north side/ car park & south side/ main road: 2,665.00 EUR each
- Status** **Availability upon request.**



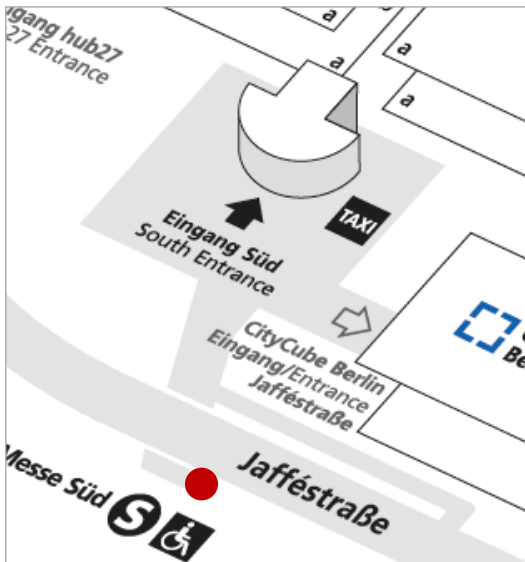
1 Advertising Tower Access Gates 25/ 27, 2-sided

- Location** At the access to Gates 25 and 27 at Jafféstraße
- Size (w x h)** 3.94 m x 9.25 m per banner
(2 banners in total)
- Hire Charge** 6,224.00 EUR for both banners
- Production/ Installation** 3,685.00 EUR for both banners
- Status** **Availability upon request.**



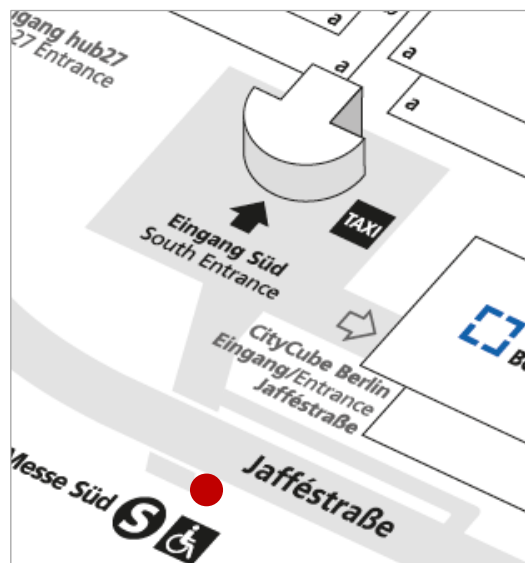
11 Flags between Parking Areas and Gates 25/ 27

Location	11 flagpoles at Jafféstraße between the parking areas of Entrance South and the access to Gates 25 and 27 (see red mark on the left photo)
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	168.00 EUR per flag
Production/ Installation	200.00 EUR per flag
Status	Availability upon request.



1 Outer Bridge Branding at Pedestrian Access

Location	1 banner at 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	3,158.00 EUR
Production/ Installation	1,330.00 EUR
Status	Availability upon request.



66 Step Graphics at the Stairs at 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 graphic (4 segments with 66 steps in total)
- Hire Charge** 3,500.00 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 Pedestrian Access, 1-sided

- Location** 38 brandings at the light poles on the left and right hand side of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South and 8 brandings at the light poles at the side access
- Size (w x h)** E.g. 0.50 m x 1.35 m per branding
Special formats on demand.
- Hire Charge** E.g. 10,580.00 EUR for all 46 brandings
Smaller packages are possible.
- Production/ Installation** E.g. 4,048.00 EUR for all 46 brandings
- Status** Availability upon request.



3 Inner Bridge Brandings at Pedestrian Access

- Location** 3 banners side by side 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** 870.00 EUR for all 3 banners
- Production/ Installation** 415.00 EUR for all 3 banners
- Status** Availability upon request.

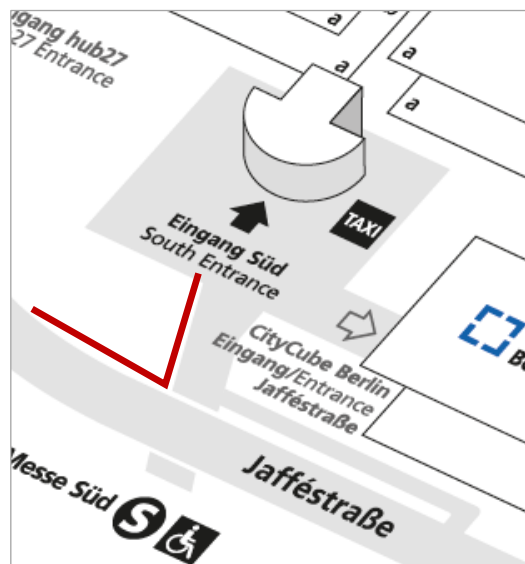
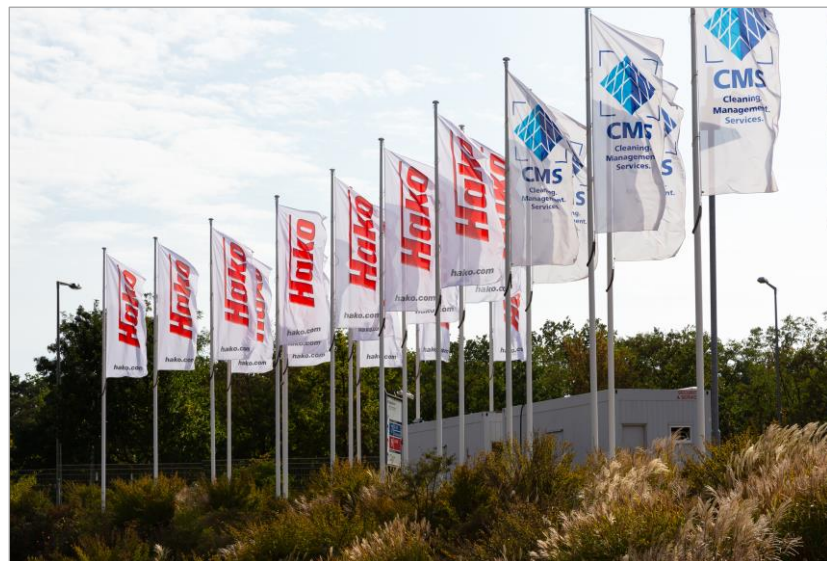


2 Inner Bridge Brandings at Pedestrian Access

- Location** 2 banners on the left and right side of the bridge 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 (2 banners in total)
- Hire Charge** 5,228.00 EUR for both banners
- Production/ Installation** 2,200.00 EUR for both banners
- Status** Availability upon request.

ADVERTISING ENTRANCE SOUTH OUTDOORS & INDOORS





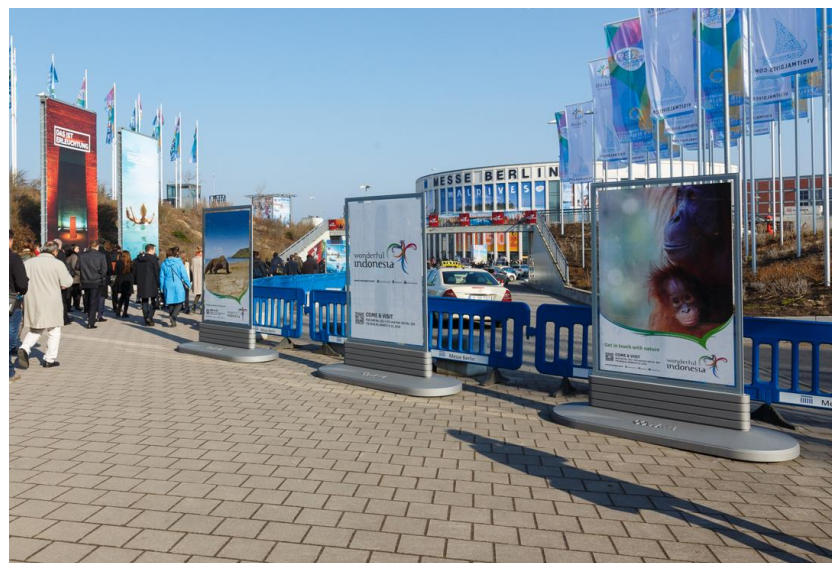
82 Flags along Main Road, Pedestrian & Taxi Access

Location	82 flagpoles between Jafféstraße and Entrance South as well as along the pedestrian and taxi access to Entrance South
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	168.00 EUR per flag
Production/ Installation	200.00 EUR per flag
Status	Availability upon request.



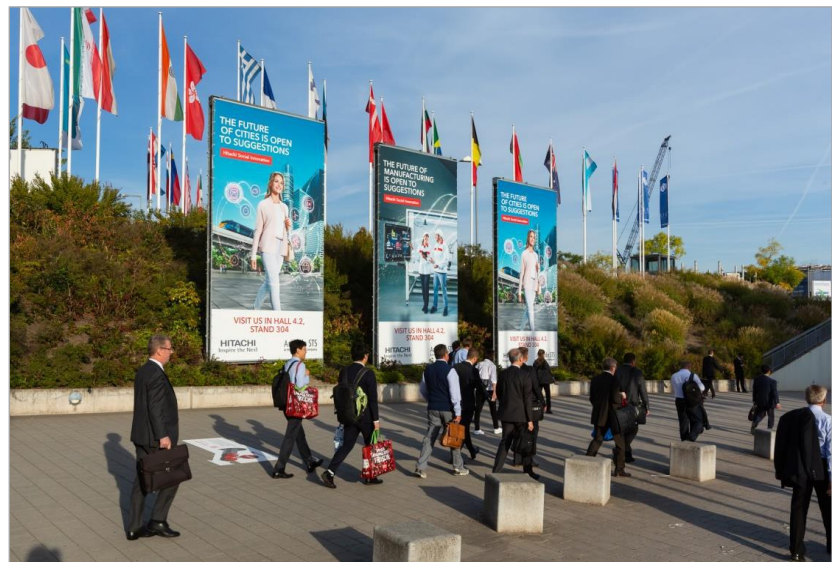
1 Tunnel Branding at Pedestrian & Taxi Access, 2 sides

Location	Branding of the opposite walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	Left banner: 20.49 m x 2.30 m right banner: 20.49 m x 2.30 m
Hire Charge	3,254.00 EUR per banner
Production/ Installation	2,710.00 EUR per banner
Status	Availability upon request.



3 Poster Showcases at Pedestrian & Taxi Access, 2-sided

- Location** Side by side at 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** 2,646.00 EUR for 3 showcases, each 2-sided
- Production/ Installation** 1,830.00 EUR for 3 showcases, each 2-sided
- Status** Availability upon request.



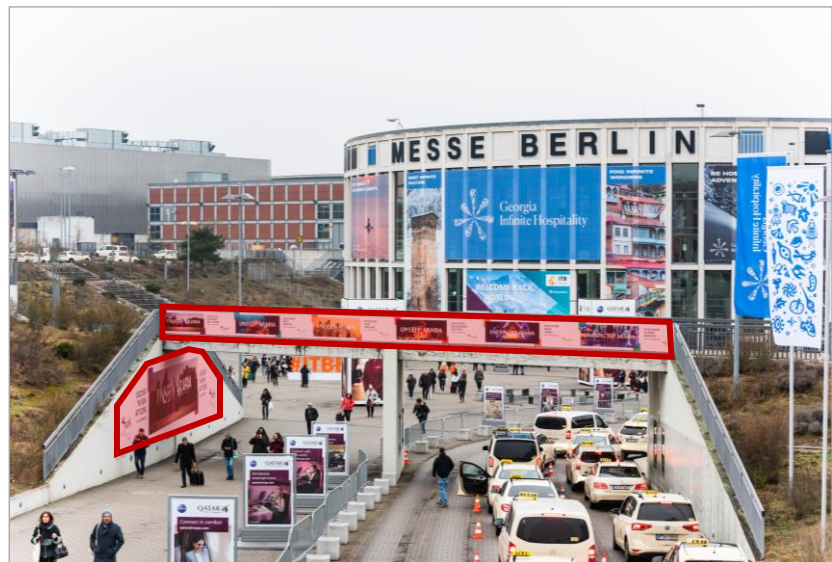
3 Advertising Plates at Pedestrian & Taxi Access

- Location** Side by side at the pedestrian and taxi access to Entrance South
- Size (w x h)** 3.50 m x 6.70 m per banner
(3 plates in total)
- Hire Charge** 2,800.00 EUR per banner
- Production/ Installation** 2,200.00 EUR per banner
- Status** Availability upon request.



5 Poster Showcases at Pedestrian & Taxi Access, 2-sided

- Location** In a row at 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** 4,410.00 EUR for 5 showcases, each 2-sided
- Production/ Installation** 3,050.00 EUR for 5 showcases, each 2-sided
- Status** Availability upon request.



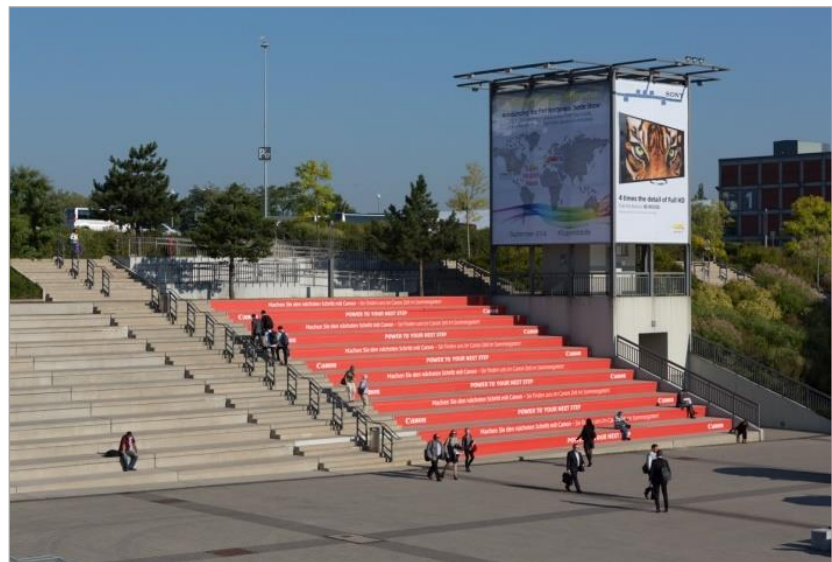
1 Bridge Branding at Pedestrian & Taxi Access: 3 Banners

- Location** 2 banners at the balustrade and branding of the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South (see red marks on the left photo)
- Size (w x h)** Railings: 23.10 m x 0.90 m per side (front and back)
1 wall trapezium shape: min. 76 m²
(left side coming from the urban railway station)
- Hire Charge** 10,890.00 EUR in total
- Production/ Installation** 6,012.00 EUR in total
- Status** Availability upon request.



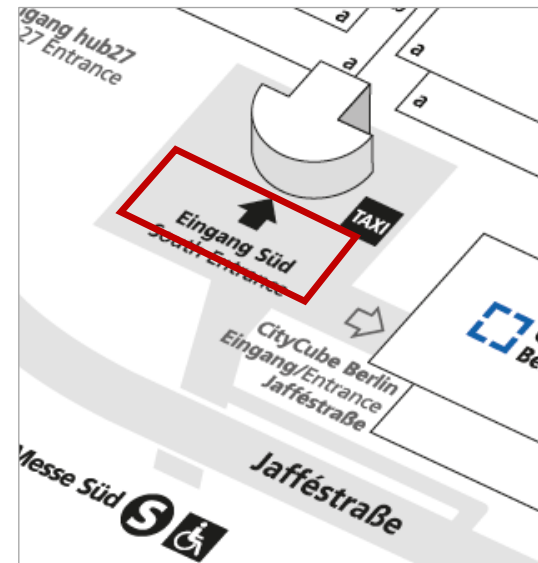
8 Poster Showcases around Stair Accesses, 2-sided

- Location** On the left and right side of the 4 stair accesses to Entrance South coming from the shuttles and parking areas
- Size (w x h)** 1.15 m x 1.71 m per poster
(2 posters per showcase for front and back side)
- Hire Charge** 7,056.00 EUR for 8 showcases, each 2-sided
- Production/ Installation** 4,880.00 EUR for 8 showcases, each 2-sided
- Status** **Availability upon request.**



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 graphic
(11 to 12 steps per stair segment)
Smaller formats are possible.
- Hire Charge** 5,500.00 EUR per stair segment, i.e. for 11 to 12 step graphics
- Production/ Installation** 13,040.00 EUR per stair segment, i.e. for 11 to 12 step graphics
- Status** **Availability upon request.**



Mobile Advertising Towers on the Plaza, 4-sided

- Location** Positions by arrangement on the plaza of Entrance South
- Size (w x h)** Small: 2.302 m x 4.15 m per side (see photo on the left)
Big: 3.302 m x 6.15 m per side (in each case 4 sides per tower)
- Hire Charge** Small: 5,040.00 EUR per tower
Big: 10,083.00 EUR per tower
- Production/ Installation** Small: 2,760.00 EUR per tower
Big: 4,645.00 EUR per tower
- Status** Availability upon request.



2 Advertising Balloons on the Plaza

- Location** Positions by arrangement on the plaza of Entrance South
- Size (w x h)** E.g. 3.00 diameter per balloon (see photo on the left)
Other formats and shapes as well as illumination on demand.
- Hire Charge** E.g. 6,008.00 EUR per balloon
- Production/ Installation** E.g. 7,990.00 EUR per balloon
- Status** Availability upon request.



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

- Location** On the left hand side of the plaza of Entrance South
- Size (w x h)** Banner at the south side towards plaza: 8.75 m x 8.11 m
Banner at the east side towards plaza: 5.75 m x 8.11 m
The other 2 banners are looking towards hub27.
- Hire Charge** Banner at the south side: 6,614.00 EUR
Banner at the east side: 4,348.00 EUR
- Production/ Installation** Banner at the south side: 3,445.00 EUR
Banner at the east side: 2,290.00 EUR
- Status** Availability upon request.



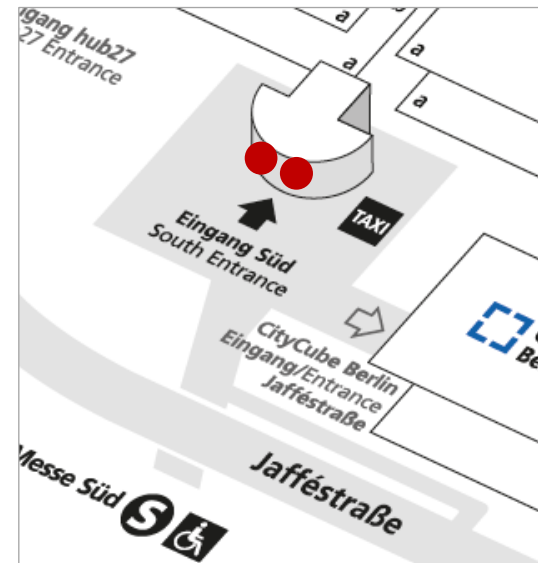
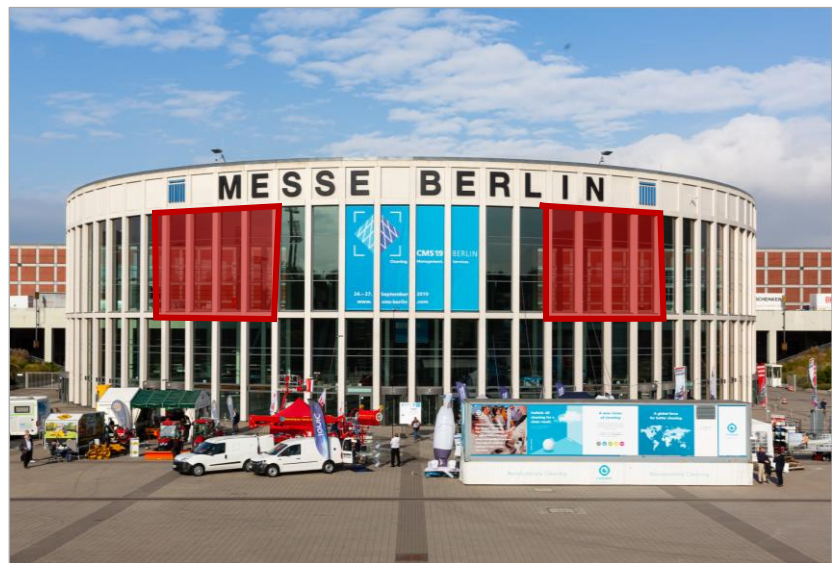
5 Poster Showcases on the Plaza, 2-sided

- Location** In a row next to the taxi stop on the plaza of 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** 4,410.00 EUR for 5 showcases, each 2-sided
- Production/ Installation** 3,050.00 EUR for 5 showcases, each 2-sided
- Status** Availability upon request.



1 Mega-Banner at the Facade of Hall 2.2

- Location** At the facade of Hall 2.2 towards the plaza of Entrance South (see red mark on the left photo)
- Size (w x h)** E.g. 23.50 m x 8.50 m
Other formats are possible.
- Hire Charge** E.g. 9,950.00 EUR
- Production/ Installation** E.g. 12,645.00 EUR
- Status** **Availability upon request.**



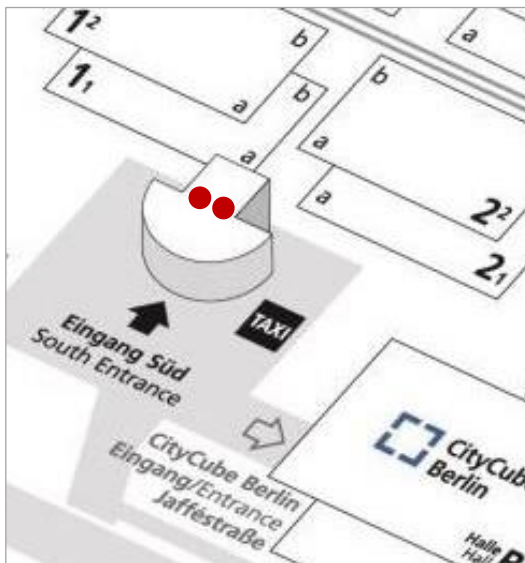
Lateral Window Brandings at the Entrance Hall South

- Location** Window brandings at the Entrance Hall on the left and right side from the center: exact positioning by arrangement (see exemplary red marked areas on the left photo)
- Size (w x h)** E.g. 10.80 m x 7.95 m per banner
Other formats are possible.
- Hire Charge** 9,950.00 EUR per banner
- Production/ Installation** 4,360.00 EUR per banner
- Status** Availability upon request.



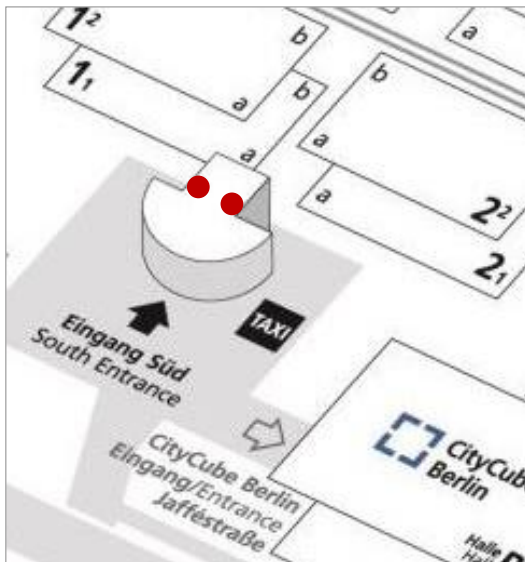
20 Door Brandings, Outdoors & Indoors

- Location** Up to 20 door brandings directly above the revolving doors of the Entrance Hall South – outdoors and indoors.
10 brandings can be installed above 10 revolving outer doors (see exemplary red mark on the left photo) 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** 6,906.00 EUR for all 20 brandings
- Production/ Installation** 1,565.00 EUR for all 20 brandings
- Status** Availability upon request.



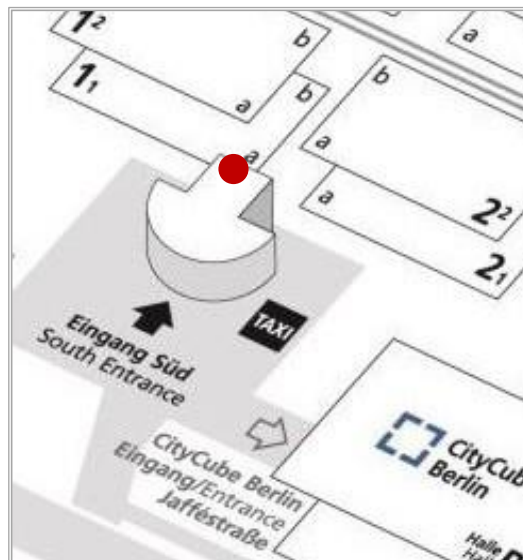
2 Mega-Banners in the Entrance Hall, each 2-sided

- Location** 2 (out of 5) suspended banners in the Entrance Hall in the access area to the exhibition site
- Size (w x h)** 4.00 m x 6.00 m per double-sided banner (print on front and back side)
- Hire Charge** 3,204.00 EUR per double-sided banner
- Production/Installation** 2,875.00 EUR per double-sided banner
- Status** Availability upon request.



2 Combi-Packs “Banner & Digital Ad” in the Entrance Hall

- Location** 2 combi-packages are available. Each package consists of 1 double-sided mega-banner in combination with a new 1-sided LED display in the entrance hall at the outer sides left and right directly above the escalators.
- Size (w x h)** Mega-banners, 2-sided: max. 4.00 m x 5.50 m per double-sided banner (exact size tbc)
- Technical Specs** LED displays, 1-sided: FULL-HD display/ 2.5 mm pixel pitch 20 MBit/ 60 fps/ content 32:9 LED dimensions: 4.86 m x 1.36 m each; resolution: 3840 x 1080 pixel each
- Special Combi-Price** 8,790.00 EUR per combi-pack incl. a 30 sec. spot within a loop with organizer content on the LED display as well as hire charge, production and installation of the mega-banner installed above
- Status** Availability upon request.



1 LED Mega-Display

Location At the wall between the lower and the upper level in the Entrance Hall in the access area to the exhibition site

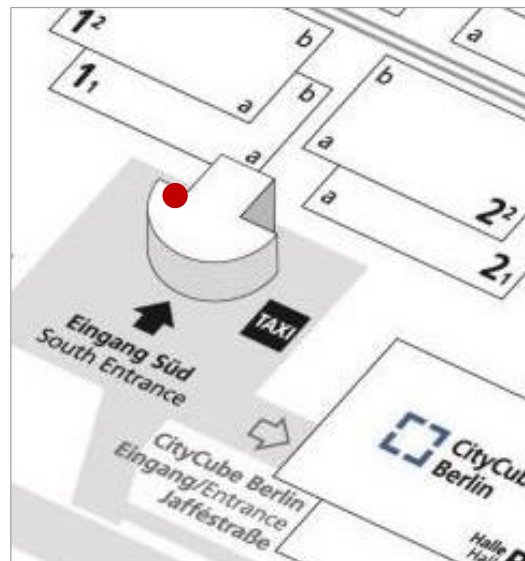
Technical Specs FULL-HD display/ 2.50 mm pixel pitch
20 MBit / 60 fps / content 32:9 LED
dimensions (w x h): 10.08 m x 2.88 m
resolution: 4032 x 1152 pixel

Hire Charge **Option 1:** 8,932.00 EUR for an exclusive 30 sec. spot in rotation with organizer content

Option 2: 3,500.00 EUR for a 30 sec. spot within a loop of organizer content and a maximum of 2 other exhibitor spots

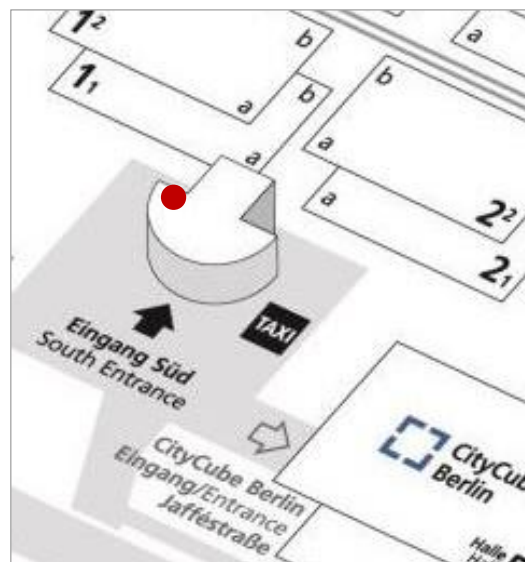
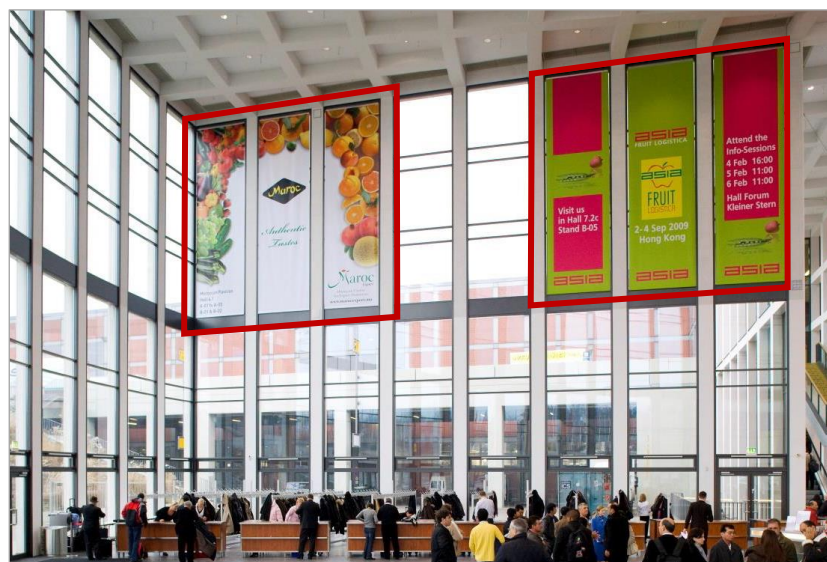
Status **Availability upon request.**

ENTRANCE SOUTH – INDOORS



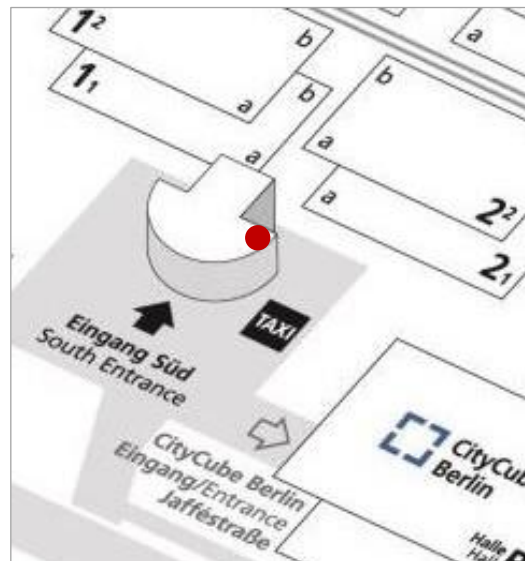
Option A: 1 Window Banner in the Entrance Hall, left side

Location	1 giant banner in the Entrance Hall at the windows on the left side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	11,150.00 EUR
Production/ Installation	10,270.00 EUR
Status	Availability upon request.



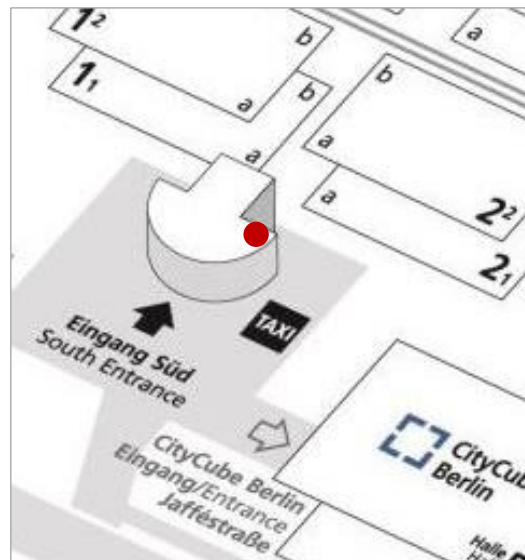
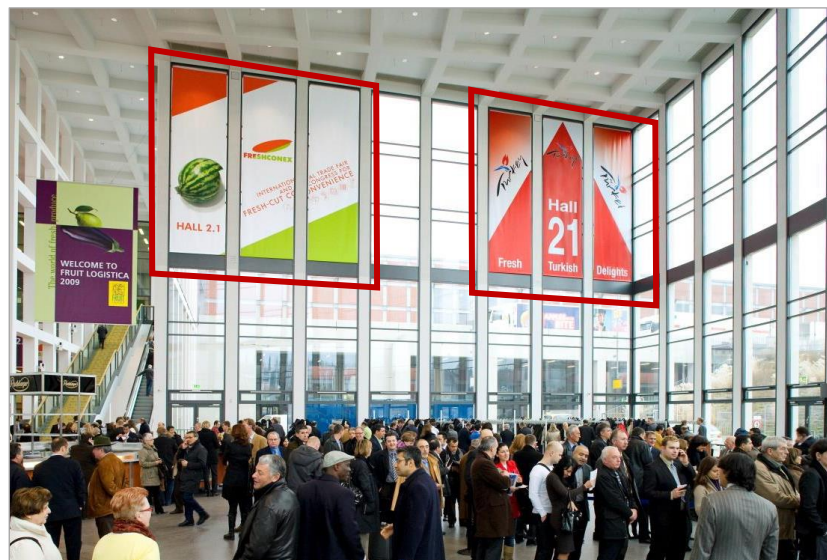
Option B: Window Brandings in the Entrance Hall, left side

Location	Brandings consisting of a minimum of 3 banners side by side in the Entrance Hall at the windows on the left side (see exemplary red marks on the left photo)
Size (w x h)	2.33 m x 8.25 m per banner (min. 3 banners per branding)
Hire Charge	E.g. 4,874.00 EUR for 3 banners, i.e. per branding
Production/ Installation	E.g. 3,465.00 EUR for 3 banners, i.e. per branding
Status	Availability upon request.



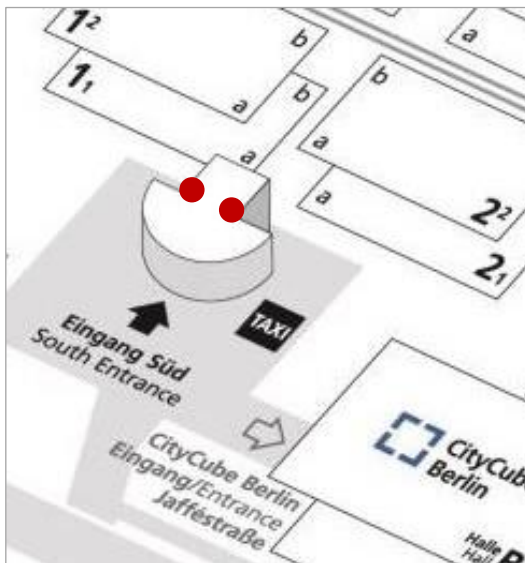
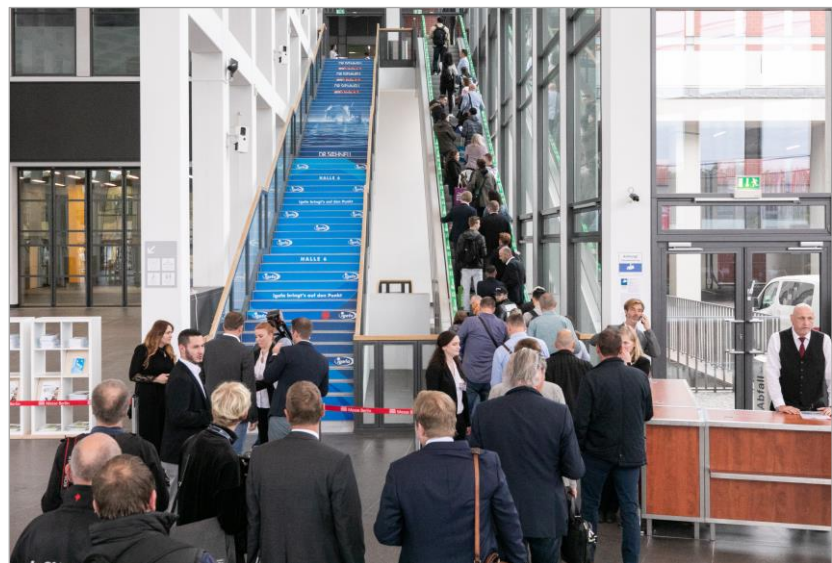
Option A: 1 Window Banner in the Entrance Hall, right side

- Location** 1 giant banner in the Entrance Hall at the windows on the right side
- Size (w x h)** 14.50 m x 11.70 m
- Hire Charge** 11,150.00 EUR
- Production/ Installation** 10,270.00 EUR
- Status** Availability upon request.



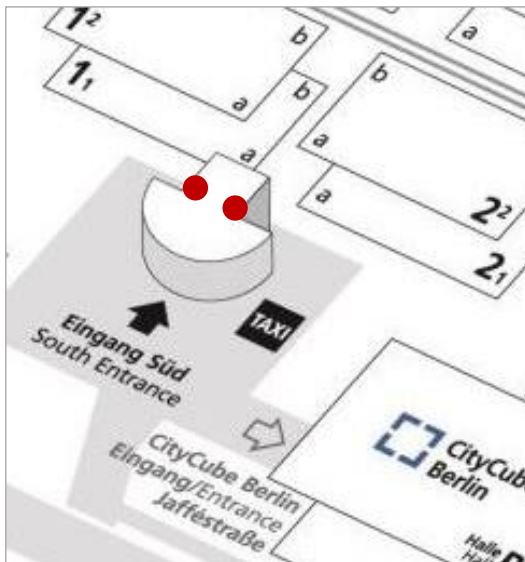
Option B: Window Brandings in the Entrance Hall, right side

- Location** Brandings consisting of a minimum of 3 banners side by side in the Entrance Hall at the windows on the right side (see exemplary red marks on the left photo)
- Size (w x h)** 2.33 m x 8.25 m per banner (min. 3 banners per branding)
- Hire Charge** E.g. 4,874.00 EUR for 3 banners, i.e. per branding
- Production/ Installation** E.g. 3,465.00 EUR for 3 banners, i.e. per branding
- Status** Availability upon request.



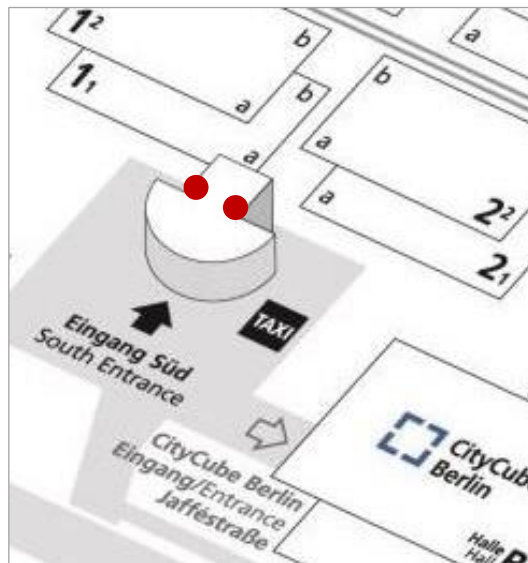
120 Step Graphics at the Stairs in the Entrance Hall

- Location** 2 stairs with 60 steps each in the Entrance Hall South on the left and right side
- Size (w x h)** 1.83 m x 0.135 m per step graphic (60 step graphics per stair)
- Hire Charge** 4,935.00 EUR for 60 step graphics, i.e. per stair
- Production/ Installation** 1,440.00 EUR for 60 step graphics, i.e. per stair
- Status** **Both stairs are already reserved, but you can put another option on each of them.**



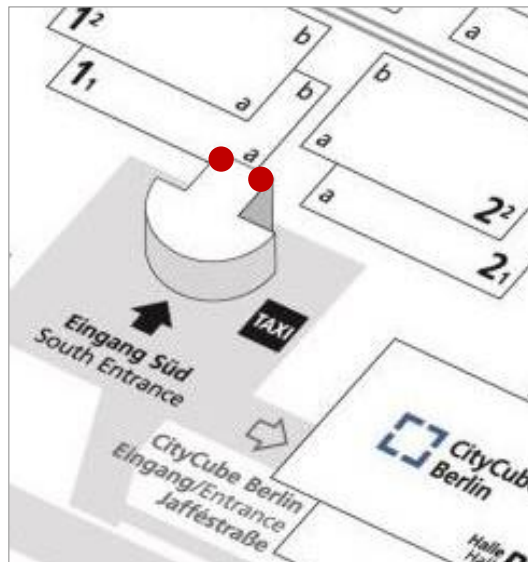
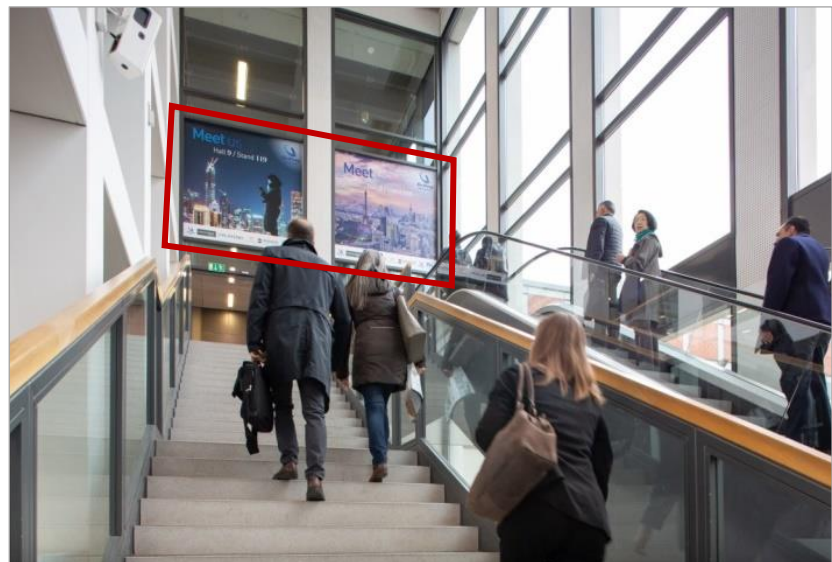
Rail Graphics along the Stairs in the Entrance Hall, 2-sided

- Location** 2 stairs with 4 railing sides in the Entrance Hall on the left and right side (see exemplary red filled areas on the left photo)
- Size (w x h)** Approx. 120.00 m² for all segmented rail graphics per stair, each 2-sided
- Hire Charge** 3,692.00 EUR for all segmented rail graphics per stair, each 2-sided
- Production/ Installation** 3,268.00 EUR for all segmented rail graphics per stair, each 2-sided
- Status** **Availability upon request.**



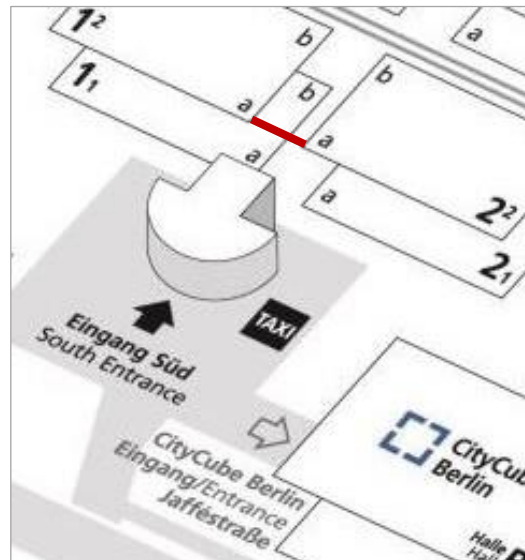
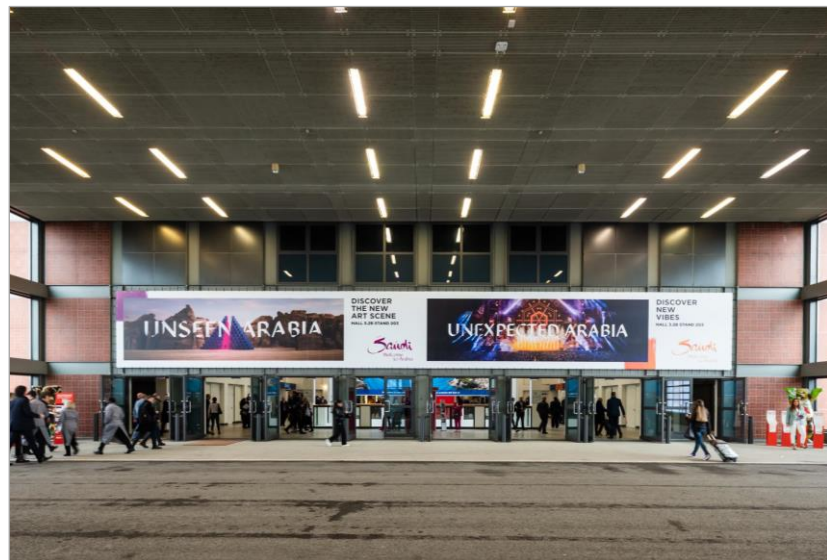
4 Balustrade Graphics at the Escalators in the Entrance Hall

- Location** 2 escalators with 2 balustrades each in the Entrance Hall South on the left and right side (see exemplary red marked areas on the left photo)
- Size (w x h)** Approx. 64.00 m² for 2 balustrade graphics, i.e. per escalator
- Hire Charge** 3,040.00 EUR for 2 balustrade graphics, i.e. per escalator
- Production/ Installation** 6,300.00 EUR for 2 balustrade graphics, i.e. per escalator
- Status** **Availability upon request.**



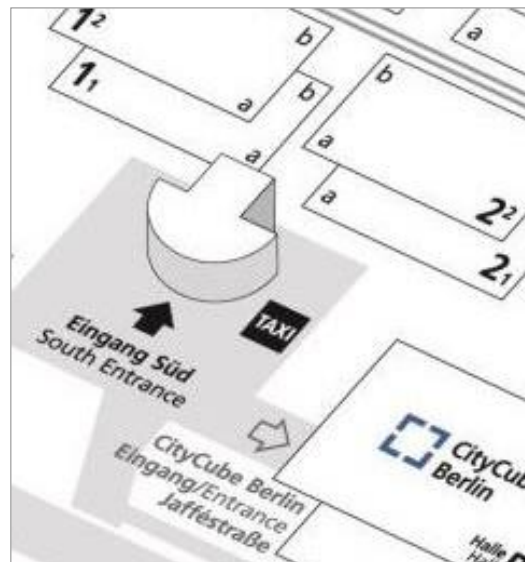
8 Window Graphics in the Entrance Hall on the upper level

- Location** At the access area to Halls 1.2 to 6.6 on the left and right side coming from the Entrance Hall: 8 graphics can be fixed on 4 windows on the front and back sides. (see exemplary red mark on the left photo)
- Size (w x h)** 2.33 m x 2.375 m per window graphic (8 graphics in total)
- Hire Charge** 3,192.00 EUR for all 4 front side graphics
1,604.00 EUR for all 4 back side graphics
- Production/ Installation** 2,630.00 EUR for all 4 front side graphics
2,630.00 EUR for all 4 back side graphics
- Status** **Availability upon request.**



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

Location	Above the entrance doors to the middle foyers of Halls 1.2/ 2.2 coming from the Entrance Hall
Size (w x h)	24.00 m x 3.00 m
Hire Charge	8,504.00 EUR
Production/ Installation	4,305.00 EUR
Status	Availability upon request.

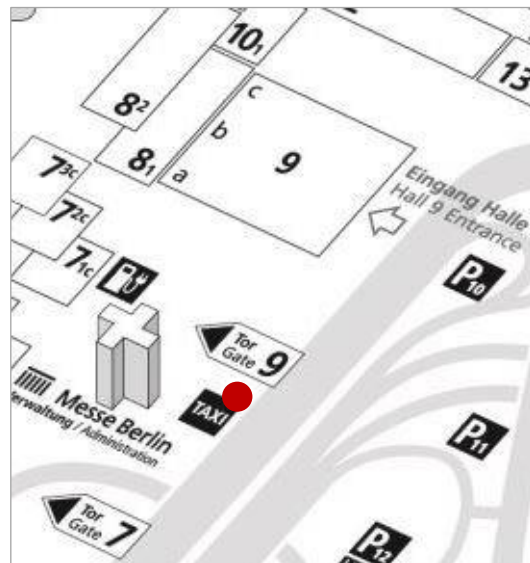


8 Window Graphics in the Entrance Hall on the upper level

Location	At the access area to Halls 1.2 to 6.6 on the left and right side coming from the Entrance Hall: 8 graphics can be fixed on 4 windows on the front and back sides. (see exemplary red mark on the left photo)
Size (w x h)	2.33 m x 2.375 m per window graphic (8 graphics in total)
Hire Charge	3,192.00 EUR for all 4 front side graphics 1,604.00 EUR for all 4 back side graphics
Production/ Installation	2,630.00 EUR for all 4 front side graphics 2,630.00 EUR for all 4 back side graphics
Status	Availability upon request.

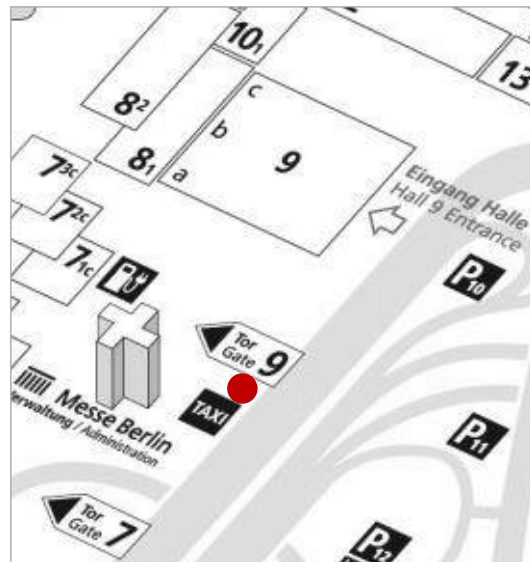
ADVERTISING „MESSEDAMM“ HIGH TRAFFIC AREA





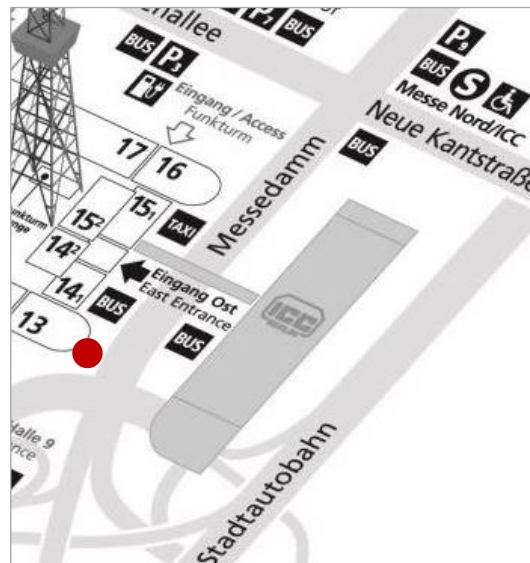
3 Flags next to the Headquarters of Messe Berlin

- 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** 168.00 EUR per flag
- Production/ Installation** 200.00 EUR per flag
- Status** **Availability upon request.**



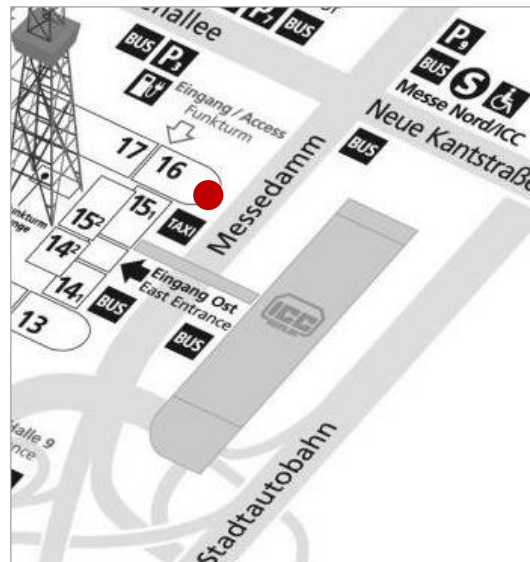
1 Mega-Banner next to the HQ plus 2 lateral Banners

- Location** At the Headquarters of Messe Berlin facing “Messedamm” next to the access to Gate 9 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** 4,874.00 EUR for all 3 banners
- Production/ Installation** 8,585.00 EUR for all 3 banners
- Status** **Availability upon request.**



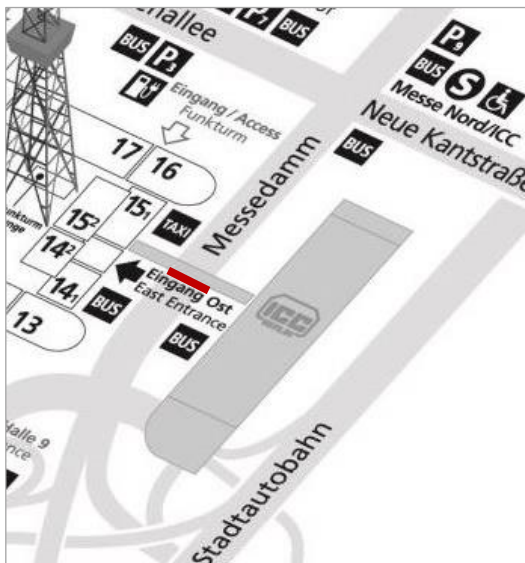
1 Rotunda Hall 13

- Location** Facing main road “Messedamm”: ascend and descent to highway
- Size (w x h)** 17 components in total:
3.04 m x 3.00 m each,
min. 3 components per exhibitor advertising,
i.e. min. 9.12 m x 3.00 m
(see exemplary red mark on the left photo)
- Hire Charge** E.g. 3,054.00 EUR for 3 components
- Production/ Installation** E.g. 2,140.00 EUR for 3 components
- Status** **Availability upon request.**



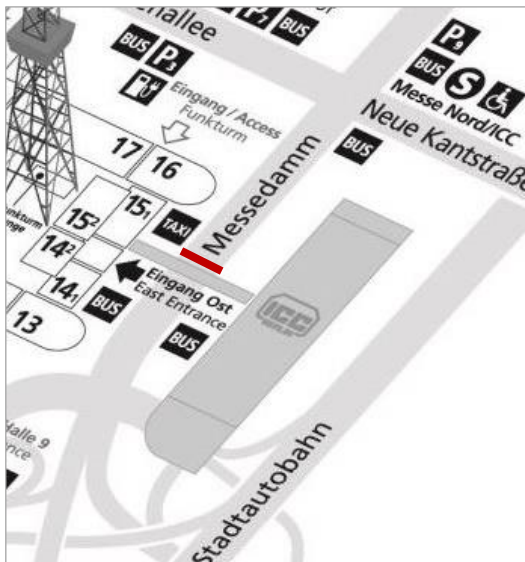
1 Rotunda Hall 16

- Location** Facing the cross-roads between Messedamm, Masurenallee and Neue Kantstraße
- Size (w x h)** 18 components in total:
3.04 m x 3.00 m each,
min. 3 components per exhibitor advertising,
i.e. min. 9.12 m x 3.00 m
(see exemplary red mark on the left photo)
- Hire Charge** E.g. 3,054.00 EUR for 3 components
- Production/ Installation** E.g. 2,140.00 EUR for 3 components
- Status** **Availability upon request.**



1 Mega-Banner at 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)	Total space: 40.00 m x 4.24 m (see photo on the left) Partial space left or right: 20.00 m x 4.24 m each
Hire Charge	13,450.00 EUR for total space 6,725.00 EUR per partial space
Production/ Installation	7,555.00 EUR for total space 4,398.00 EUR per partial space
Status	Availability upon request.

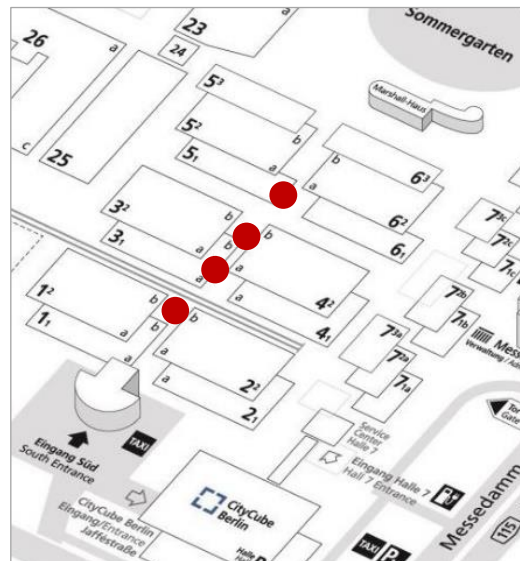


1 Mega-Banner at the ICC Bridge North

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)	Total space: 40.00 m x 4.24 m (see photo on the left) Partial space left or right: 20.00 m x 4.24 m each
Hire Charge	13,450.00 EUR for total space 6,725.00 EUR per partial space
Production/ Installation	7,555.00 EUR for total space 4,398.00 EUR per partial space
Status	Availability upon request.

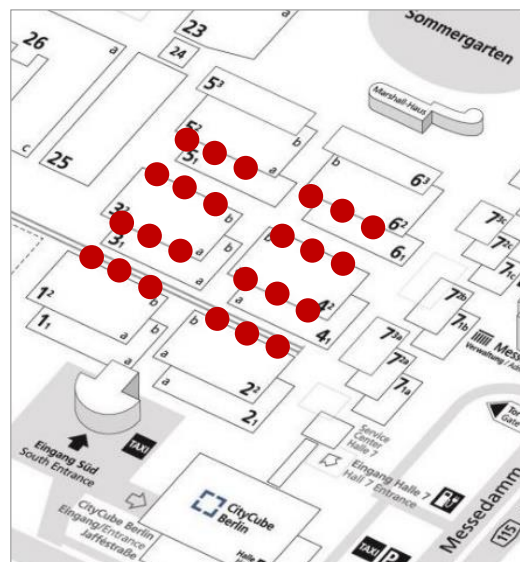
ADVERTISING SPECIFIC HALL AREAS OUTDOORS & INDOORS





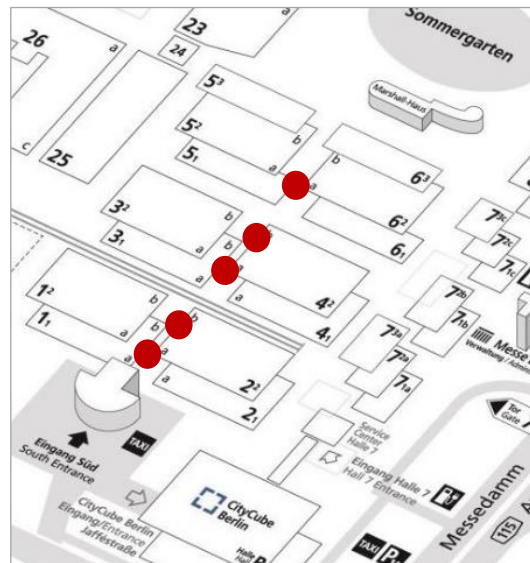
4 Entrance Banners to the Middle Foyers of Halls 1.2 to 6.2

- Location** 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** 2,988.00 EUR per banner
- Production/ Installation** 2,340.00 EUR per banner
- Status** Availability upon request.



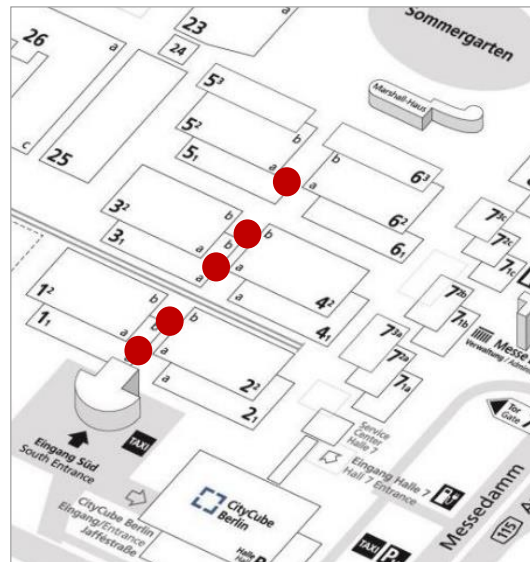
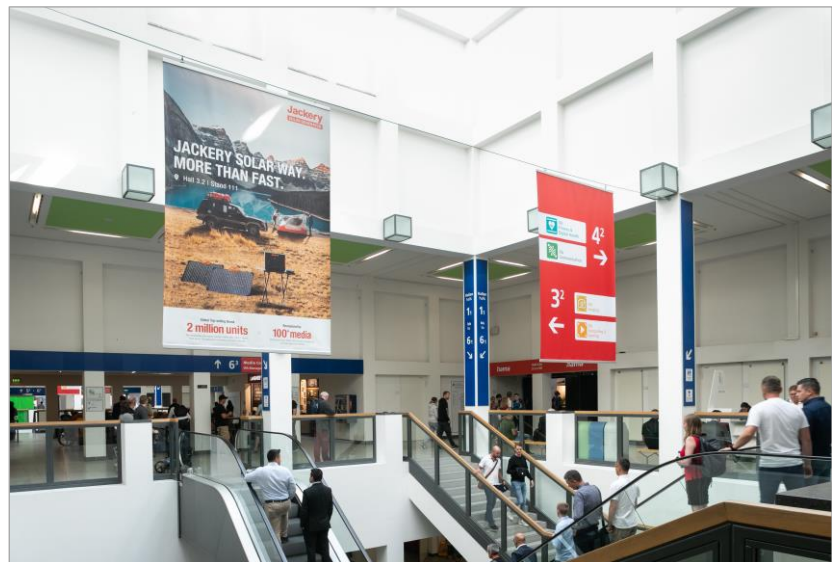
Up to 24 Banners at the Facades of Halls 1.2 to 6.2

- Location** At the facades of Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2
- Size (w x h)** E:g. 11.60 m x 5.20 m per banner
- Hire Charge** E:g. 4,3164.00 EUR per banner
- Production/ Installation** E:g. 2,635.00 EUR per banner
- Status** Availability upon request.



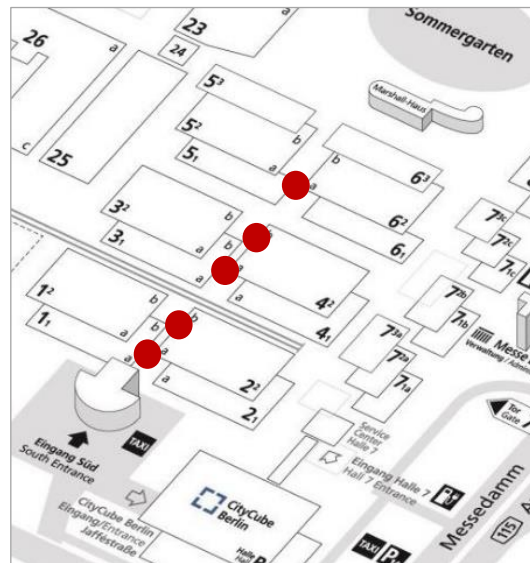
Option A: Big Hanging Banners Middle Foyers, each 2-sided

- Location** In the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases
- Size (w x h)** 9.00 m x 3.00 m per double-sided banner (print on front and back side)
- Hire Charge** 7,274.00 EUR per double-sided banner
- Production/ Installation** 2,565.00 EUR per double-sided banner
- Status** Availability upon request.



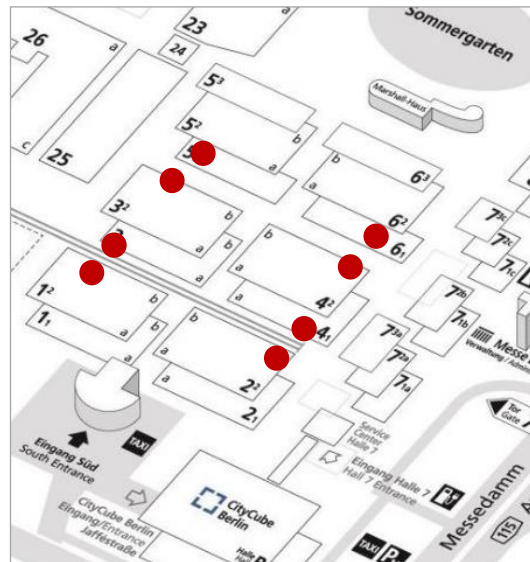
Option B: Small Hanging Banners Middle Foyers, each 2-sided

- Location** In the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases
- Size (w x h)** 2.00 m x 3.00 m per double-sided banner (print on front and back side)
- Hire Charge** 1,652.00 EUR per double-sided banner
- Production/ Installation** 1,115.00 EUR per double-sided banner
- Status** Availability upon request.



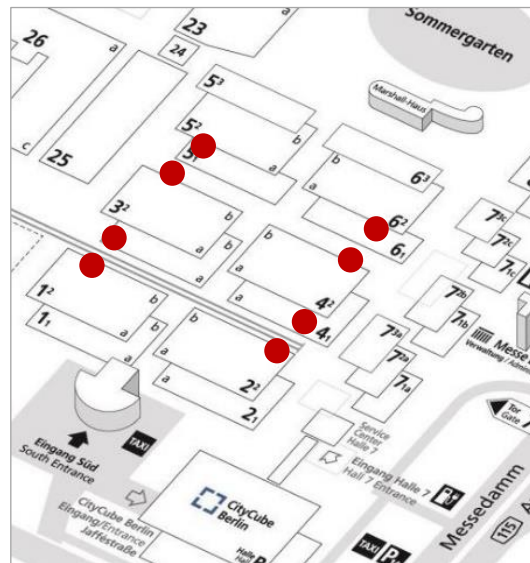
Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2a

- 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** 578.00 EUR per banner
- Production/ Installation** 335.00 EUR per banner
- Status** Availability upon request.



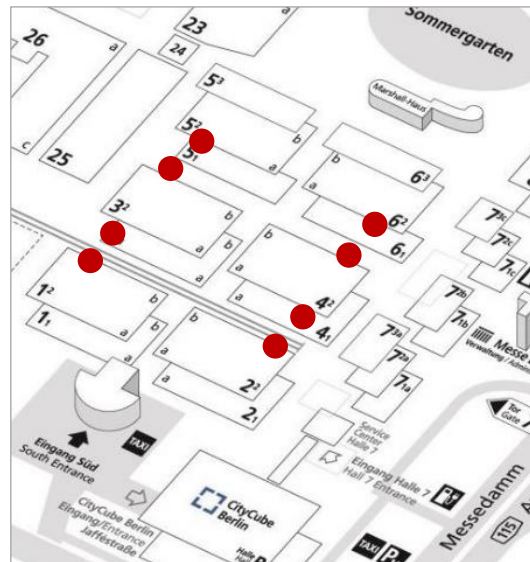
Entrance Banners lateral Passageways of Halls 1.2 to 6.2

- 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 (see exemplary red mark on the left photo)
- Size (w x h)** 10.00 m x 1.00 m per double-sided banner (1 double-sided banner per entrance; print on front and back side)
- Hire Charge** 1,434.00 EUR per double-sided banner, i.e. per entrance
- Production/ Installation** 3,035.00 EUR per double-sided banner, i.e. per entrance
- Status** Availability upon request.



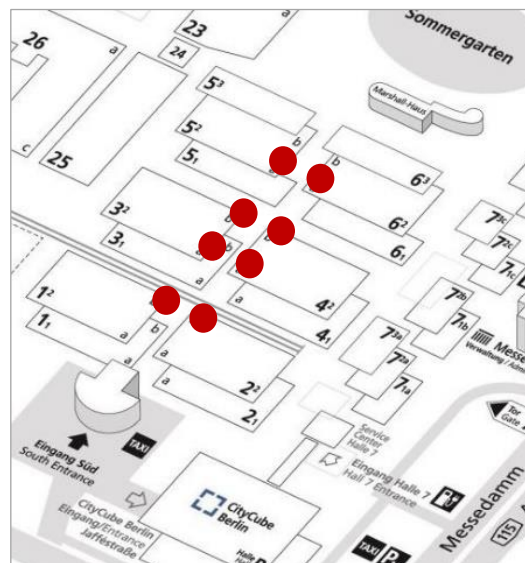
Entrance Banners lateral Passageways of Halls 1.2 to 6.2

- Location** At the outer sides left and right of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways (see exemplary red marks on the left photo)
- Size (w x h)** 2.92 m x 5.00 m per banner (4 banners per entrance)
- Hire Charge** 3,174.00 EUR for 4 banners, i.e. per entrance
- Production/ Installation** 4,770.00 EUR for 4 banners, i.e. per entrance
- Status** Availability upon request.



Entrance Banners 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 (see exemplary red marks in the left photo)
- Size (w x h)** 2.50 m x 2.80 m per banner (2 banners per entrance)
- Hire Charge** 995.00 EUR for 2 banners, i.e. per entrance
- Production/ Installation** 1,315.00 EUR for 2 banners, i.e. per entrance
- Status** Availability upon request.



8 Poster Showcases between Halls 1.2 to 6.2, unlighted

- Location**
- 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 162.00 EUR per poster

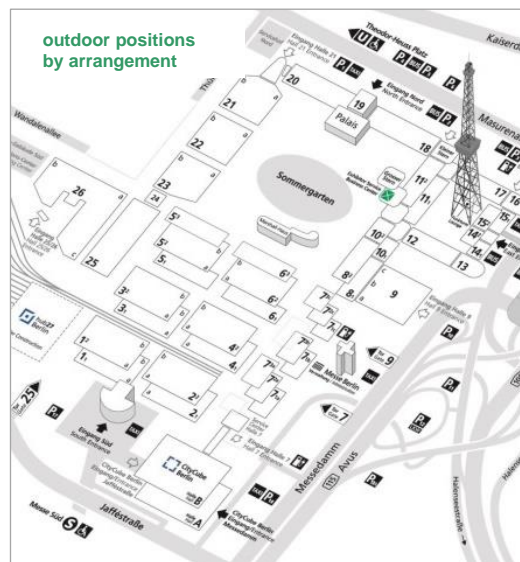
Production/ Installation 150.00 EUR per poster

Status Availability upon request.



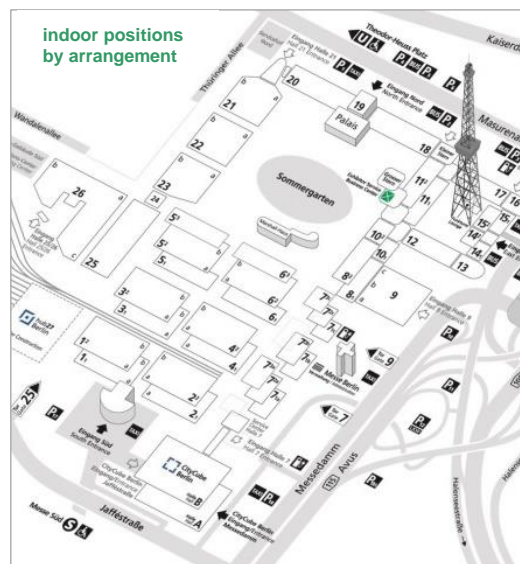
ADVERTISING SPECIALS OUTDOORS & INDOORS





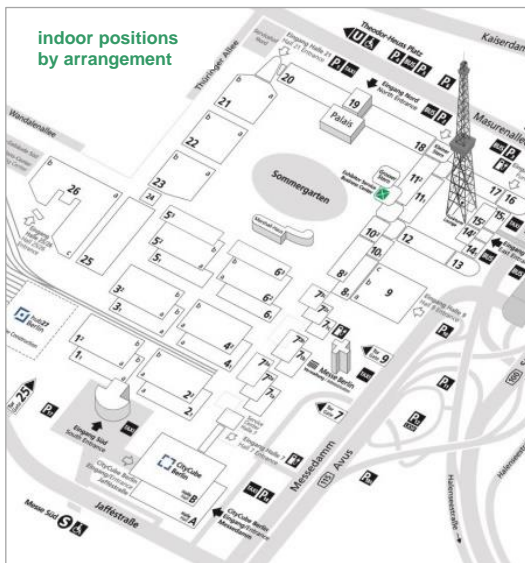
Floor Graphics Outdoors

- Location** Outdoor positions by arrangement
- Size (w x h)** E.g. 2.40 m x 2.40 m per floor graphic
Special formats (see photo on the left) are possible.
- Hire Charge** E.g. 698.00 EUR per floor graphic
- Production/ Installation** E.g. 670.00 EUR per floor graphic
- Status** **Availability upon request.**



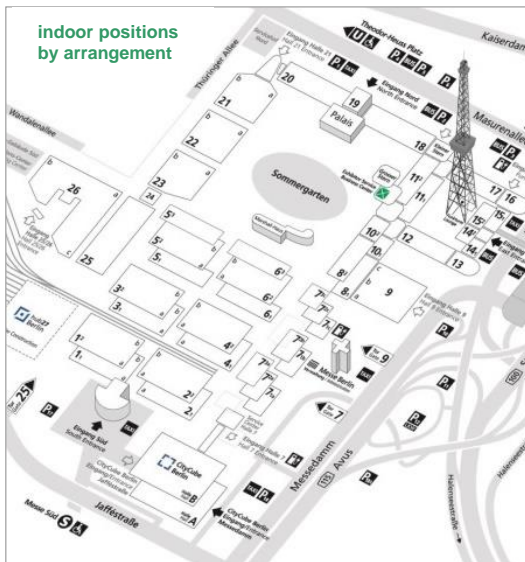
Floor Graphics and Carpet Brandings Indoors

- Location** Indoor positions by arrangement
- Size (w x h)** E.g. 1.00 m x 1.00 m per graphic
E.g. 2.00 m x 2.00 m per graphic
Special formats and carpet brandings are possible.
- Hire Charge** E.g. 122.00 EUR per graphic
E.g. 328.00 EUR per graphic
- Production/ Installation** E.g. 105.00 EUR per graphic
E.g. 335.00 EUR per graphic
- Status** **Availability upon request.**



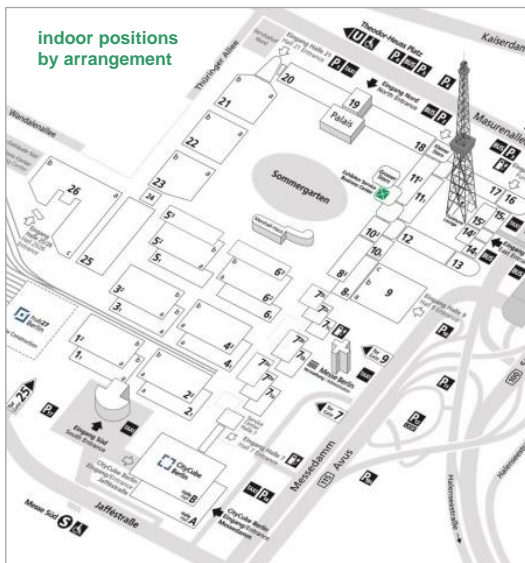
PILA Frames, each 1-sided

- Location** Indoor positions by arrangement e.g. in the entrance areas and middle foyers of the halls (see exemplary red mark on the left photo)
- Size (w x h)** 2.28 m x 2.28 m per banner (1 banner per frame)
- Hire Charge** 775.00 EUR per banner and frame
- Production/ Installation** 530.00 EUR per banner and frame
- Status** Availability upon request.



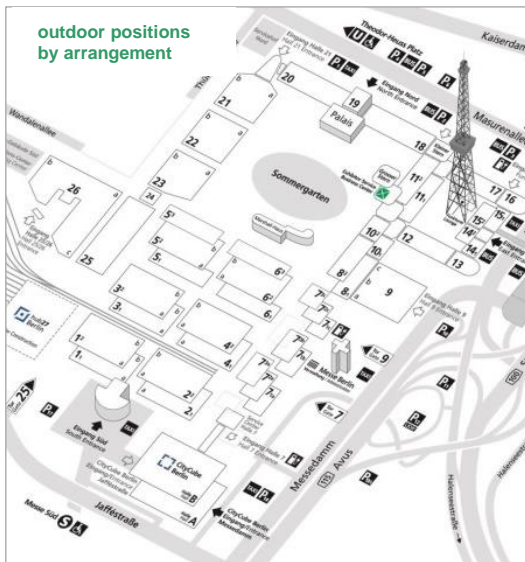
Display Frames, each 2-sided

- Location** Indoor positions by arrangement, e.g. in the entrance areas and middle foyers of the halls
- Size (w x h)** 1.00 m x 2.00 m per side (2 sides per display)
- Hire Charge** 478.00 EUR per 2-sided display
- Production/ Installation** 365.00 EUR per 2-sided display
- Status** Availability upon request.



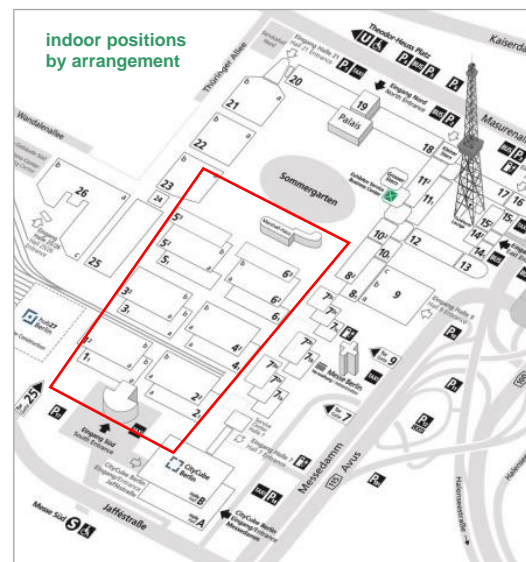
Pillars Brandings, each 4-sided

- Location** In the middle foyers and catering areas of Halls 1.2 to 6.2a
- Size (w x h)** Approx. 0.60 m x 2.50 m per side (4 sides per pillar)
- Hire Charge** E.g. 740.00 EUR per 4-sided pillar branding
- Production/ Installation** E.g. 1,140.00 EUR per 4-sided pillar branding
- Status** Availability upon request.



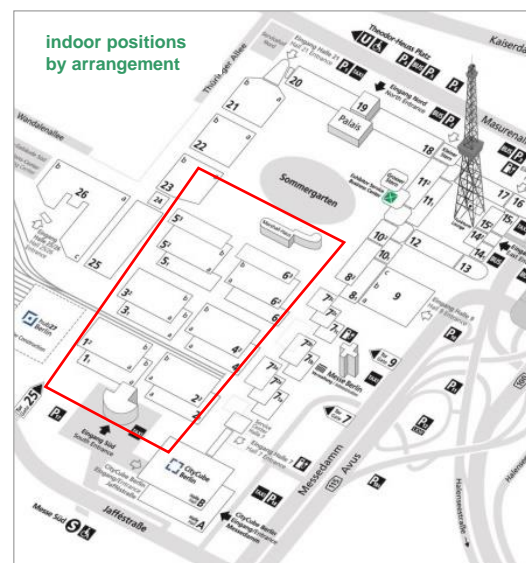
Mobile Flagpoles

- Location** Mobile flagpoles outdoors: e.g. on roads, at passageways etc.
- Size (w x h)** 1.50 m x 4.00 m per flag approx. 6.50 m height per pole
- Hire Charge** 460.00 EUR per flag and pole
- Production/ Installation** 685.00 EUR per flag and pole
- Status** Availability upon request



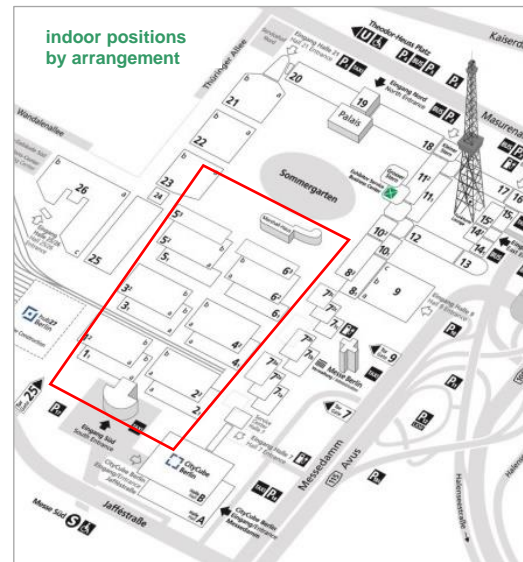
Wall Brandings

- Location** Graphics on the walls in the lavatories and in the toilets
- Size (w x h)** E.g. 0.30 m x 0.15 m per graphic (see left photo)
Other formats and special shapes are possible.
- Hire Charge** E.g. 3,850.00 EUR for 110 wall graphics
The exact quantity and the corresponding pricing depend on the final site allocation.
- Production/ Installation** E.g. 2,750.00 EUR for 110 wall brandings
The exact quantity and the corresponding pricing depend on the final site allocation.
- Status** **Availability upon request.**



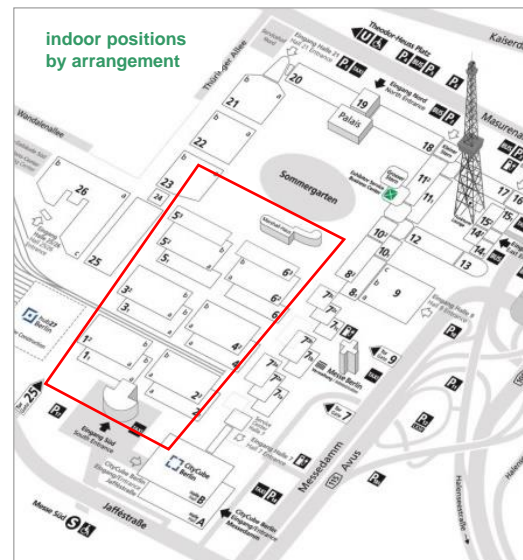
Door Brandings

- Location** Graphics on around 210 doors in the lavatories and in the toilets: positioning at the inner or outer faces
- Size (w x h)** E.g. DIN A4 format, i.e. 0.21 m x 0.297 m per graphic (see left photo)
Other formats and special shapes are possible.
- Hire Charge** E.g. 7,350.00 EUR for 210 door brandings (at inner or outer faces)
The exact quantity and the corresponding pricing depend on the final site allocation.
- Production/ Installation** E.g. 5,250.00 EUR for 210 door brandings (at inner or outer faces)
The exact quantity and the corresponding pricing depend on the final site allocation.
- Status** **Availability upon request.**



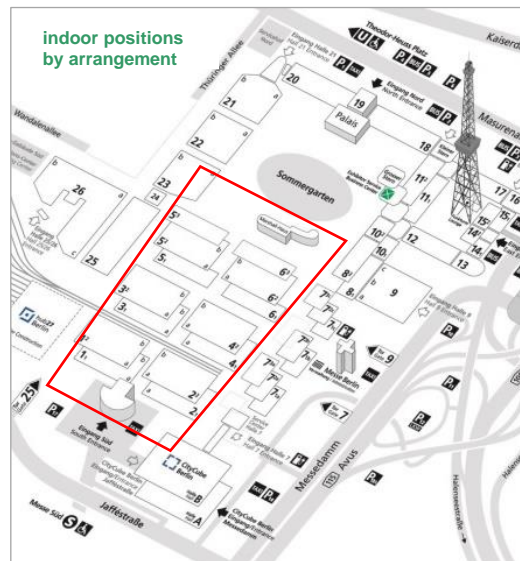
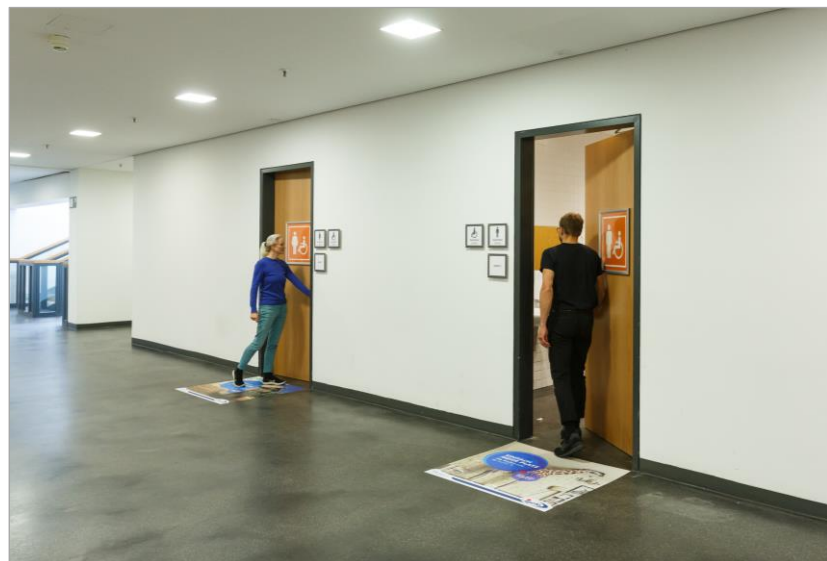
Washbasin Brandings

Location	Graphics in around 100 washbasins in the lavatories
Size	According to prior agreement
Hire Charge	Depending on quantity, size and locations
Production/ Installation	Depending on quantity and size
Status	Availability upon request.



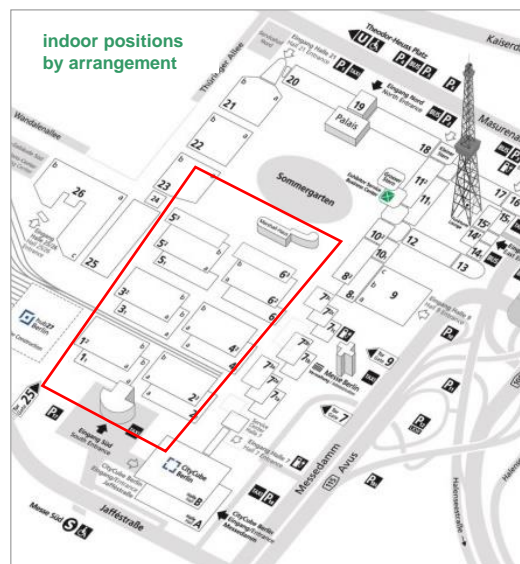
Anti-Splash Urinal Mats

Description/ Location	Positioning of anti-splash mats provided by the exhibitor with an individual design in up to 110 urinals
Size	According to prior agreement
Hire Charge	Depending on quantity, size and locations
Production/ Installation	The exhibitor can provide, position and remove the mats after consultation at his own expense.
Status	Availability upon request.



Floor Graphics

- Location** Inside or at the entrances to the sanitary facilities
- Size (w x h)** E.g. 1.00 m x 1.00 m per graphic
E.g. 2.00 m x 2.00 m per graphic
Special formats are possible.
- Hire Charge** E.g. 122.00 EUR per graphic
E.g. 328.00 EUR per graphic
- Production/ Installation** E.g. 105.00 EUR per graphic
E.g. 335.00 EUR per graphic
- Status** **Availability upon request.**



Branded Disinfection Dispensers

- Description/ Location** Positioning of mobile disinfection dispensers provided by the exhibitor with an individual design inside or at the entrances to the sanitary facilities
- Size** According to prior agreement
- Hire Charge** Depending on quantity, size and locations
- Production/ Installation** The exhibitor can provide, position and remove the dispensers after consultation at his own expense.
- Status** **Availability on request.**

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