CMS Berlin

Cleaning. Management. Services.

23 – 26 September 2025

Online advertising CMS Berlin: Benefit from more visibility!

Online-Advertising/CMS Berlin

Take your brand to the next level! Our various offers give you exactly the visibility you need - on site, online on the CMS PLUS platform and in print. Choose from three tailor-made options that are perfectly matched to your needs:

1. **Media Package 2025/ Digital add-ons:** Upgrade to a premium package or enhance your exhibitor profile with digital add-ons for even greater visibility! Expand your reach by being listed in additional product groups, products or trademarks making it easier for potential customers to find you.

1. **Advertising packages/ Combi:** Maximum visibility both on site and online. Combine strong placements at the trade fair with an excellent digital presence on the trade fair platform and app.

2. **Advertising packages/ Stand logo:** Put your logo in scene and provide direct guidance to your stand.

3. **Online advertising/ Individual services:** Strengthen your brand digitally with flexible solutions. Present yourself on the platform and in the app to achieve targeted visibility and maximum reach.

All online options are linked to your profile page so that interested parties can find out more about your company.

Choose the package that best suits your trade fair presentation and secure the best positions for an a strong brand presence!

Advertising Shop

Media Package 2025/ CMS PLUS Platform & App

Media Packages & Pricing.

Included Services for all Packages:
CMS-Guide (Print) - Basic company entry (Company name, hall/booth)

Small Package: Price: €500 + VAT
Eligibility: Main exhibitor with up to 20 sqm exhibition space

Medium Package: Price: €900 + VAT
Eligibility: Main exhibitor with 21 to 100 sqm exhibition space

Large Package: Price: €1,500 + VAT
Eligibility: Main exhibitor with 101+ sqm exhibition space

Co-Exhibitor Price: €150 + VAT

If you book a higher-value media package as an upgrade, the existing package from your stand registration will be credited to you—you only pay the difference!

Features	Co-Exhibitor	Small Package	Medium Package	Large Package
Image Tile & Logo	1/14 Tile	1/14 Tile	½ Tile	1/1 Tile
Header Video in Profile	✖	✖	✖	✅
Company Presentation	✅	✅	✅	✅
Contact Person	✅	✅	✅	✅
Website Link	✅	✅	✅	✅
Product Group Entries	1	3	5	15
Social Media Links	✅	✅	✅	✅
Product Presentations	1	1	5	15
Trademarks	✖	1	5	15
Links	1	1	5	15
Multimedia Uploads	✖	1	5	15
Lead Finding	✖	✅	✅	✅
Lead Reporting	✖	✅	✅	✅ (Data Export)
Job Advertisements	✖	1	5	15

Digital add-ons/ CMS PLUS Platform & App

Media Package – Your Digital Presence.

With your stand registration, you automatically receive the essential Media Package—an optimized set of marketing tools to maximize your trade show impact and market presence. This includes showcasing your company on the CMS PLUS platform and in the CMS App.

Upgrade your media package or enhance your exhibitor profile with digital add-ons for even greater visibility! Expand your reach by being listed in additional product groups, products or trademarks making it easier for potential customers to find you.

All online options seamlessly link to your profile page, allowing interested users to learn more about your company with just one click!

Add-ons	Price excl. VAT.
Product Presentations (1x or 3x)	60 €/ 150
Trademarks (1x or 3x)	60 €/ 150 €
Exhibitor news (1x)	30 €

Media Package Upgrade for Exhibitors	Price excl. VAT.
Medium > Large	600 €
Small > Medium	400 €
Small > Large	1.000 €

Media Package Upgrade for co-exhibitors	Price excl. VAT.
Small	350 €
Medium	750 €
Large	1.350 €

Book your upgrade & add-ons now!

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Advertising packages/Combi

Why COMBI?

These packages have been specially developed for companies looking for maximum visibility, flexible placement options and a first-class digital presence on site and online.

Secure the best placements - book a COMBI package and save compared to individual bookings!
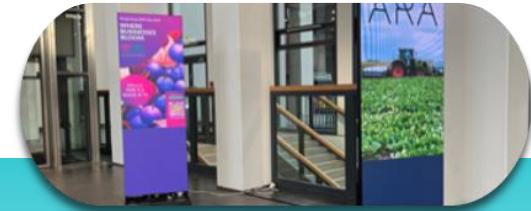
SHINE COMBI

Price option 1: 3.650,00 excl. VAT.

The complete package for maximum visibility

ONSITE – NEW:

- 1x Advertising on Digital Screens: Your content will be shown on UltraStretched Screens in the central foyers of Halls 1.2 to 6.2.
- **Option 2** : Book 2x advertising on digital screens at the special price of **4.700,00** excl. VAT.

ONLINE:

- Top banner platform & app: Place your brand prominently on the most-visited pages of the app and CMS PLUS platform, such as the exhibitor overview or the program.
- Sandwich banner platform & app: Your banner is strategically placed in the search results of the platform and app - exactly where it is seen the most.

STAR COMBI

Price: 5.350,00 € exkl. MwSt.

Your VIP package for maximum presence and exclusivity!

ONSITE – NEW:

- Mobile digital display: Your advertising is presented on a mobile digital display. This allows you to reach trade fair visitors exactly where it counts!
- Premium logo placement: Your logo appears prominently in the program and hall plan on the mobile CMS digital display - maximum visibility for your target group

ONLINE:

- Top banner app & platform: Place your brand prominently on the most-visited pages of the app and CMS PLUS, such as the exhibitor overview or the program.
- STORY AD: Your advertising on the app home page in full-screen format.

Book now - the best places are limited!

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Advertising packages/Stand logo

Choose your package and make your brand the star of the show!

Our customized packages are designed to give you maximum visibility - onsite, online and in print. Whether you want to make a first impression or attract the full attention of trade fair visitors: We have the perfect solution for you!

Secure your logo placement and attract more visitors to your stand!

STANDLOGO BASIC PACKAGE

Price: 685,00 € excl. VAT.

Your entry into perfect visibility at the trade fair!

ONSITE:

- Your logo is integrated directly into the hall overview plans - for an even stronger presence on site.

ONLINE:

- Your stand logo online: Visible in the digital hall plans on the platform and in the app.

PRINT:

- Your stand logo PRINT: Your company will also remain visible and well positioned in the printed hall plan of the CMS Guide.

STANDLOGO PLUS PACKAGE

Preis: 1.585,00 € excl. VAT.

More attention, more reach, more success!

ONSITE:

- Your logo integrated into the hall overview plans.

ONLINE:

- Your stand logo online
- Top-Logo: Your logo will be prominently displayed above your hall on the platform (exclusively for a maximum of 5 exhibitors per hall).
- Logo gallery: Your logo is integrated into the app's logo gallery.

PRINT:

- Your stand logo PRINT: Also in the printed hall plan of the CMS Guide

Book now - and secure your logo on all channels!

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Online advertising/ Individual services

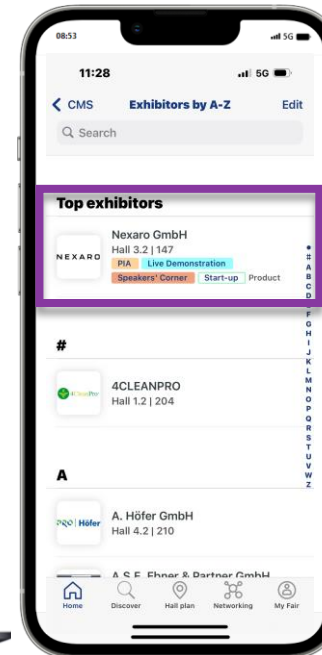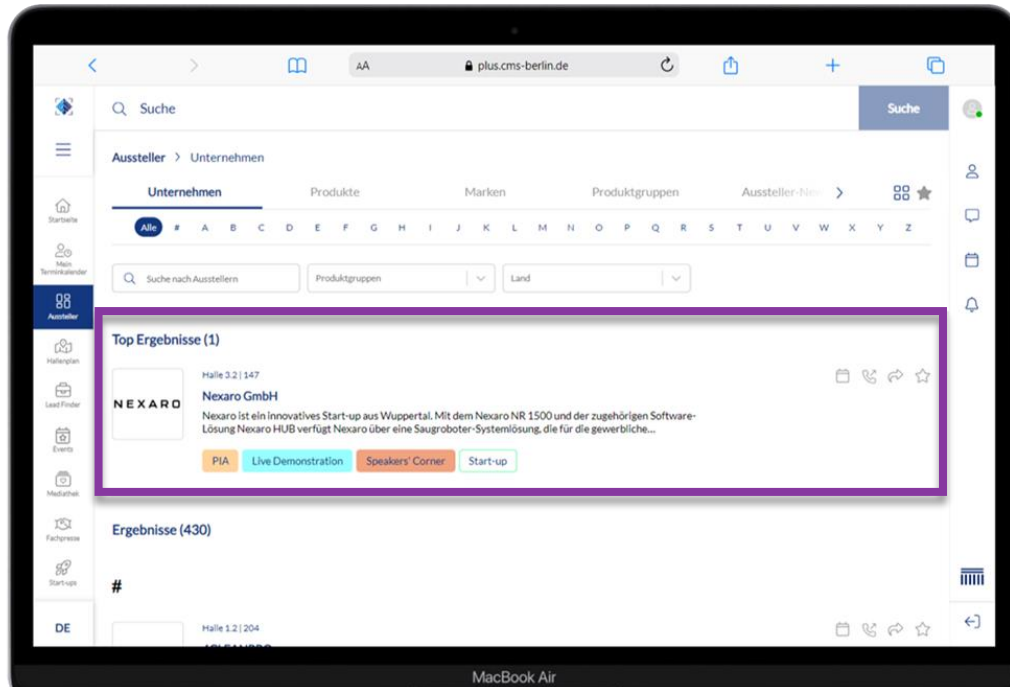**Choose your online individual services and put your brand in the spotlight!**

Our flexible online options offer you customized solutions to present your brand in a targeted manner - on the platform & app. Whether for targeted visibility or maximum reach, we have the perfect solution to strengthen your brand!

All online options are linked to your profile page so that interested users can find out more about your company with just one click!

Click here for the individual services!

Logo & banner placements CMS PLUS platform & app	Price excl. VAT.
1x Top Listing	2.560,00 €
1x Top Banner	1.700,00 €
1x Sandwich Banner	1.500,00 €

Logo & banner placements app	Price excl. VAT.
1x Startpage Banner	1.250,00 €
1x Logo on Splash-Screen	750,00 €
1x Tab-Bar-Banner	750,00 €
1x Story Ad	500,00 €
1x Logo-Galerie	450,00 €

Advertisement CMS PLUS platform, app & NEW on site!	Price excl. VAT.
2x Job Advertisements	30,00 €
Lead Scan Team	149,00 €

Top Listing/ Platform & App

Your company - at the forefront!

Secure pole position and shine as a top result in the exhibitor directory of the CMS PLUS platform and in the app! With the premium placement, your company is always in the focus of your target group - on all channels.

Your benefits at a glance :

- ⊘ Top ranking: Presence in the top position, in alphabetical order.
- ⊘ Exclusivity: Only two Top Listing positions available
- ⊘ Visual highlights: Your background image on CMS PLUS and your company logo in the CMS app - for a lasting impression.
- ⊘ Direct link: Immediate access to your company profile.

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Top Banner/ Platform & App

Make your company an eye-catcher!

With an exclusive top advertising banner directly on the CMS PLUS platform and in the CMS app, your company will be in the spotlight. Your banner will be placed at the top under "Exhibitors" or "Program" - and will attract targeted attention.
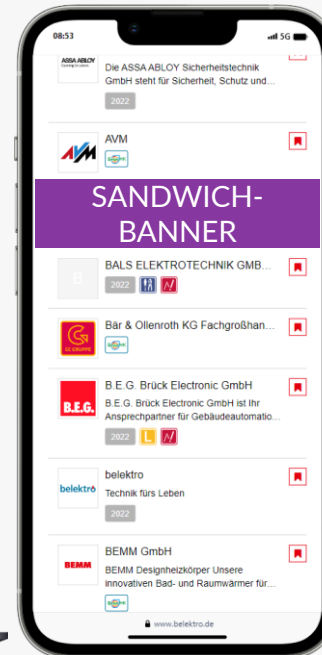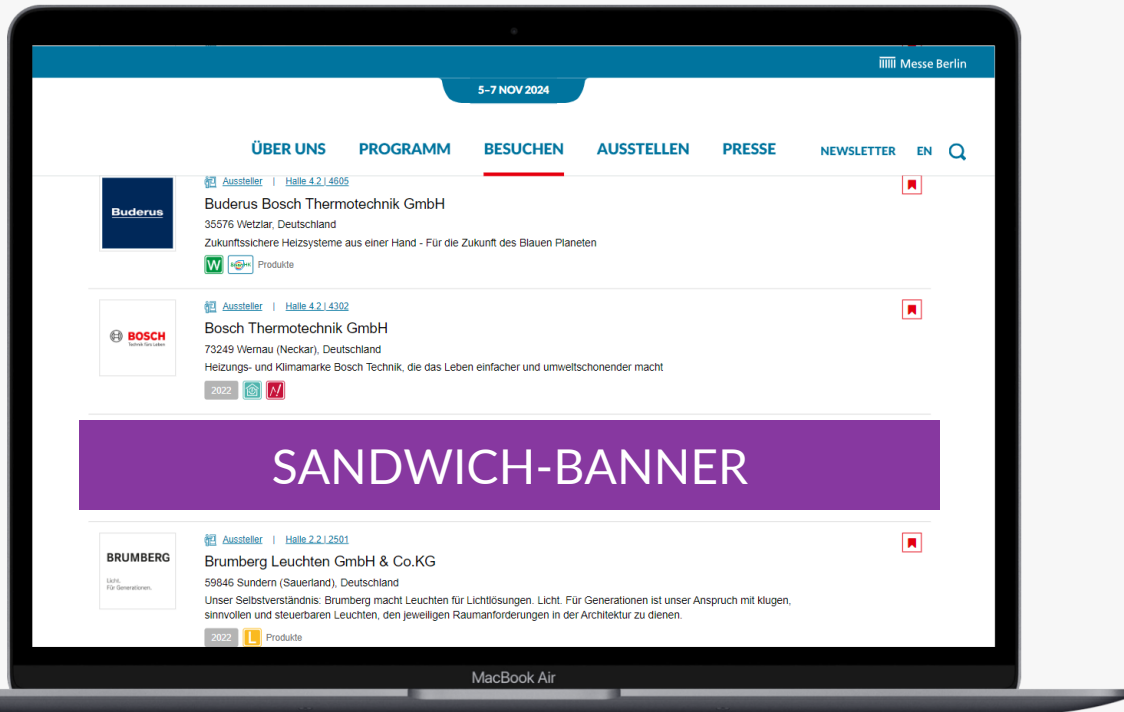
Your benefits at a glance:

- ⊘ Limited availability: Only 6 exhibitors per position
- ⊘ Optimal visibility: Placement at the top under "Exhibitors" and "Program" for maximum presence
- ⊘ Direct link: Immediate access to your company profile.
- ⊘ Banner formats: CMS PLUS: 2560 x 320 px, JPEG App: 1440 x 450 px, JPEG

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Online advertising/ individual services
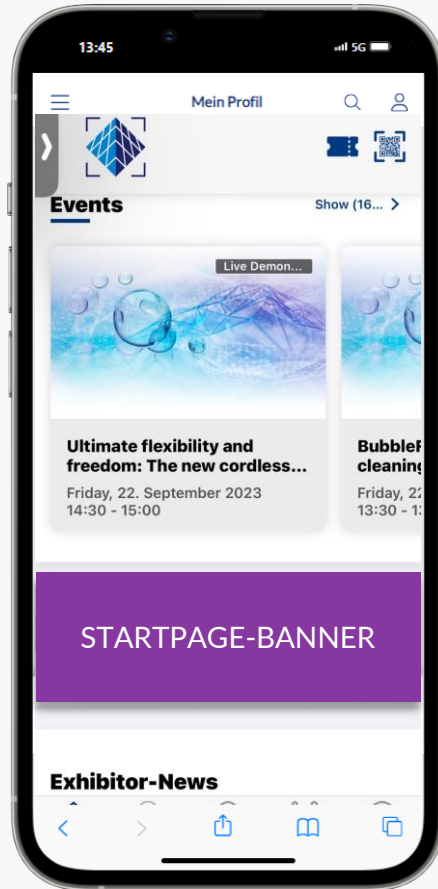
Sandwich-Banner/ Platform & App

Maximum visibility: Your sandwich banner in the search results lists!

Ensure maximum attention by having your banner appear in the search results lists - a prominent placement exactly where your target group is actively searching.

Your benefits at a glance :

- ⊘ Perfect positioning: Your banner appears in the middle of the search results
- ⊘ Highest visibility: maximum attention in a highly frequented environment
- ⊘ Direct link: Leads users directly to your company profile
- ⊘ Banner formats: CMS PLUS: 2560 x 320 px, JPEG App: 1440 x 296 px, JPEG

Startpage Banner/ App

Visible and present: your banner on the app homepage!

Place your company on the app home page - centrally and prominently on the middle level. This strategic position ensures that your message is directly in the user's field of vision as they explore the app.
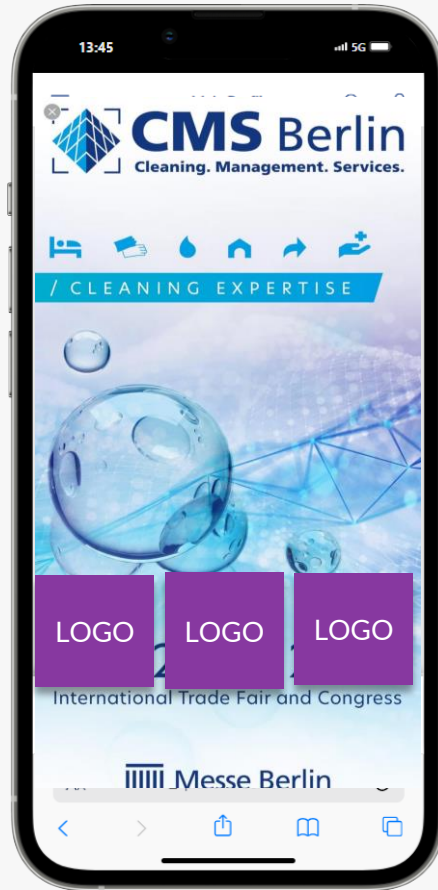
Your benefits at a glance :

- ⊘ Attractive placement: Central on the app home page for optimal visibility
- ⊘ High user interest: Ideally positioned to generate attention
- ⊘ Direct link: Leads users directly to your company profile
- ⊘ Banner format: 1440 x 450 px, JPEG

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Logo on Splash Screen/ App

Maximum presence: your logo on the splash screen!

Put your company in the limelight - with an exclusive logo placement on the splash screen. This screen appears when the exhibitor list is opened in the app and brings your brand to the attention of users several times a day.
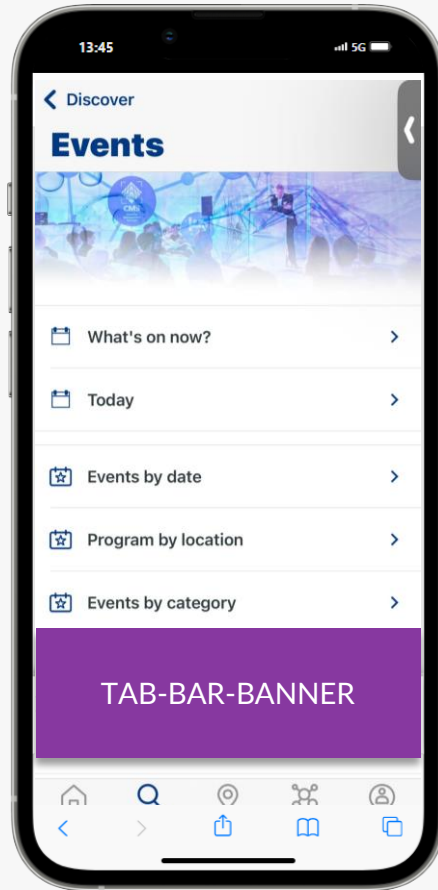
Your benefits at a glance :

- ⊘ High visibility: your logo appears prominently with others in the app
- ⊘ High frequency: Daily visibility when opening the app
- ⊘ Strong impression: Perfect for anchoring your brand in users' memories
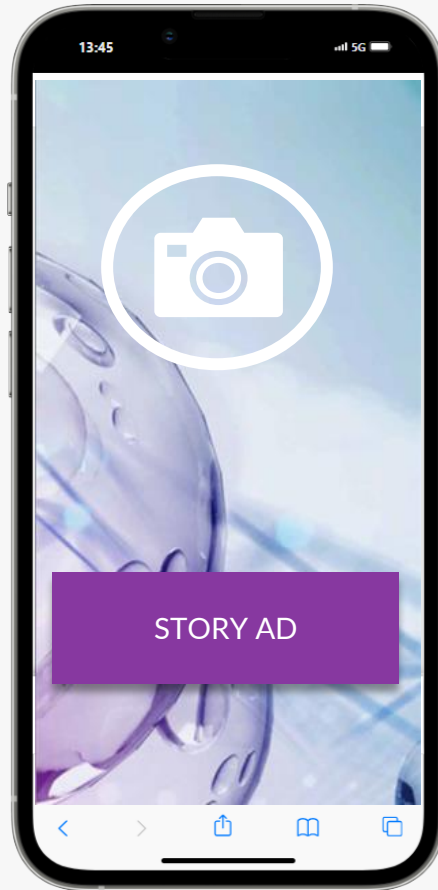
Tab-Bar-Banner/ App

Strategic visibility: Your banner in the program area of the app!

Place your banner specifically in the program area of the app - directly above the menu bar. This prominent position ensures that your brand remains in the user's field of vision as they navigate through the program.

Your advantages at a glance :

- ⊘ Perfect positioning: Directly above the menu bar in the program area
- ⊘ Highest relevance: Visible to users who are actively exploring the program
- ⊘ Direct linking: Leads visitors to your company profile with one click
- ⊘ Maximum attention: prominent placement in a highly frequented location
- ⊘ Bannerformat: 1440 x 225 px, JPEG

BACK TO
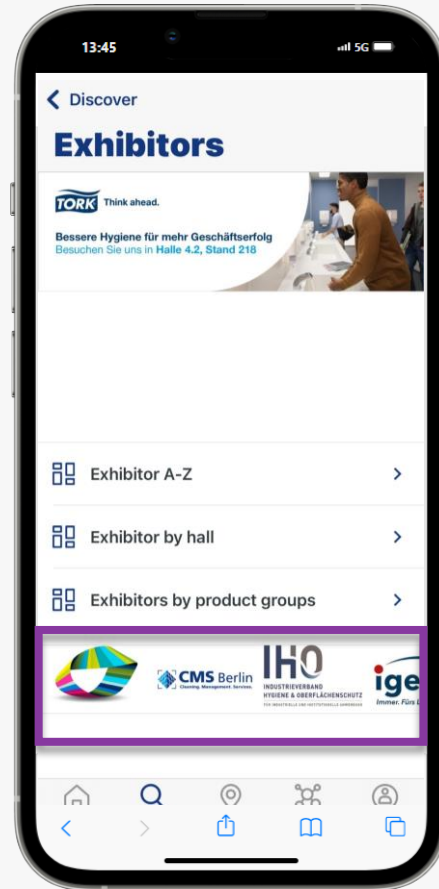**Online advertising/ individual services**

Story Ad/ App

STORY AD

Tell your story: Your Story Ad on the home page!

Make your brand highly visible - with a story ad on the app home page. Your clickable logo is placed prominently and opens a full-screen view with your video or banner when clicked. Perfect for presenting your message in an impressive way!

Your benefits at a glance :

- ⊘ Prominent placement: your logo directly on the start page of the app
- ⊘ Maximum impact: full-screen presentation with video or banner after click
- ⊘ Interactive and eye-catching: Ensures high user engagement
- ⊘ Direct linking: Leads visitors to your company profile with one click

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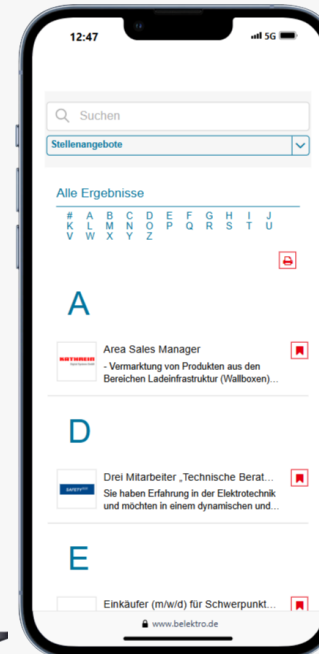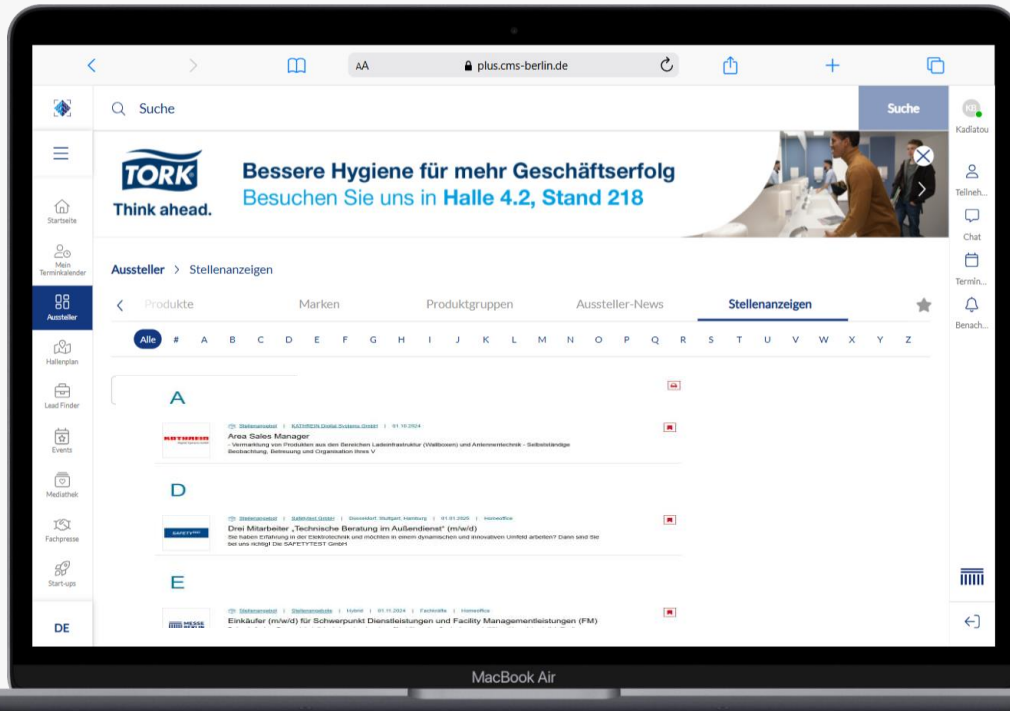**Online advertising/ individual services**

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Logo gallery/ App

Your logo in the Spotlight Gallery!

Place your logo on an important subpage of the app - in an exclusive logo gallery that is displayed in an endless loop. Your logo shares the stage with other brands and ensures repeated visibility for users!

Your benefits at a glance :

- ⊘ Central placement: Your logo appears on a heavily used subpage of the app
- ⊘ Permanent visibility: endless loop guarantees repeated attention
- ⊘ Effective brand presence: perfect for bringing your brand to the attention of users

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Job Posting/ Platform, app & NEW On site!

Your job posting - visible on all channels!

Reach specialists and talents with your job advertisement on the CMS PLUS platform, in the app and NEW on site on the job wall during the event. Maximum reach for your open positions - online and directly at the event!

Your benefits at a glance :
- ⊘ Triple visibility: online on CMS PLUS, in the app and live on the job wall
- ⊘ Direct link: Leads interested parties directly to your career page or contact option
- ⊘ Simple processing: Enter the job advertisement conveniently in the Content Manager

Lead Scan Team/ New on Plattform & App

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Online advertising/ individual services

Lead Scan Team – Capture Visitors, Utilize Data Efficiently!

With **Lead Scan Team**, you can effortlessly scan visitor badges using the CMS app and benefit from centralized, real-time data collection across your team. All collected contacts can be easily exported in a single file—ensuring seamless and collaborative lead capture during the event.

Your benefits at a glance:

⊘ Real-time data collection – All scanned contacts are automatically consolidated for your team

⊘ Easy export – Download all visitor data as a CSV file

⊘ Additional web profile export – Visitors with opt-in are also available as a CSV file

⊘ Perfect for larger teams – Ideal for booths with multiple staff members

SUPPORT/ CMS PLUS

Your contact for advertising opportunities:

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