

**IFA**

**Innovation  
For All**

**ON-SITE ADVERTISING  
at IFA's 100th  
anniversary**

Berlin ExpoCenter City  
06 – 10 September 2024

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**01** **Entrance North Advertising**  
Outdoors and Indoors

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**02** **Entrance South Advertising**  
Outdoors and Indoors

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**03** **Entrance East Advertising**  
Outdoors and Indoors

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**04** **High Traffic Advertising**  
Outdoors

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**05** **hub27 Advertising**  
Outdoors and Indoors

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**06** **Specific Hall Advertising**  
Outdoors and Indoors

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**07** **Special Advertising**  
Outdoors and Indoors

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**08** **Sanitary Advertising**

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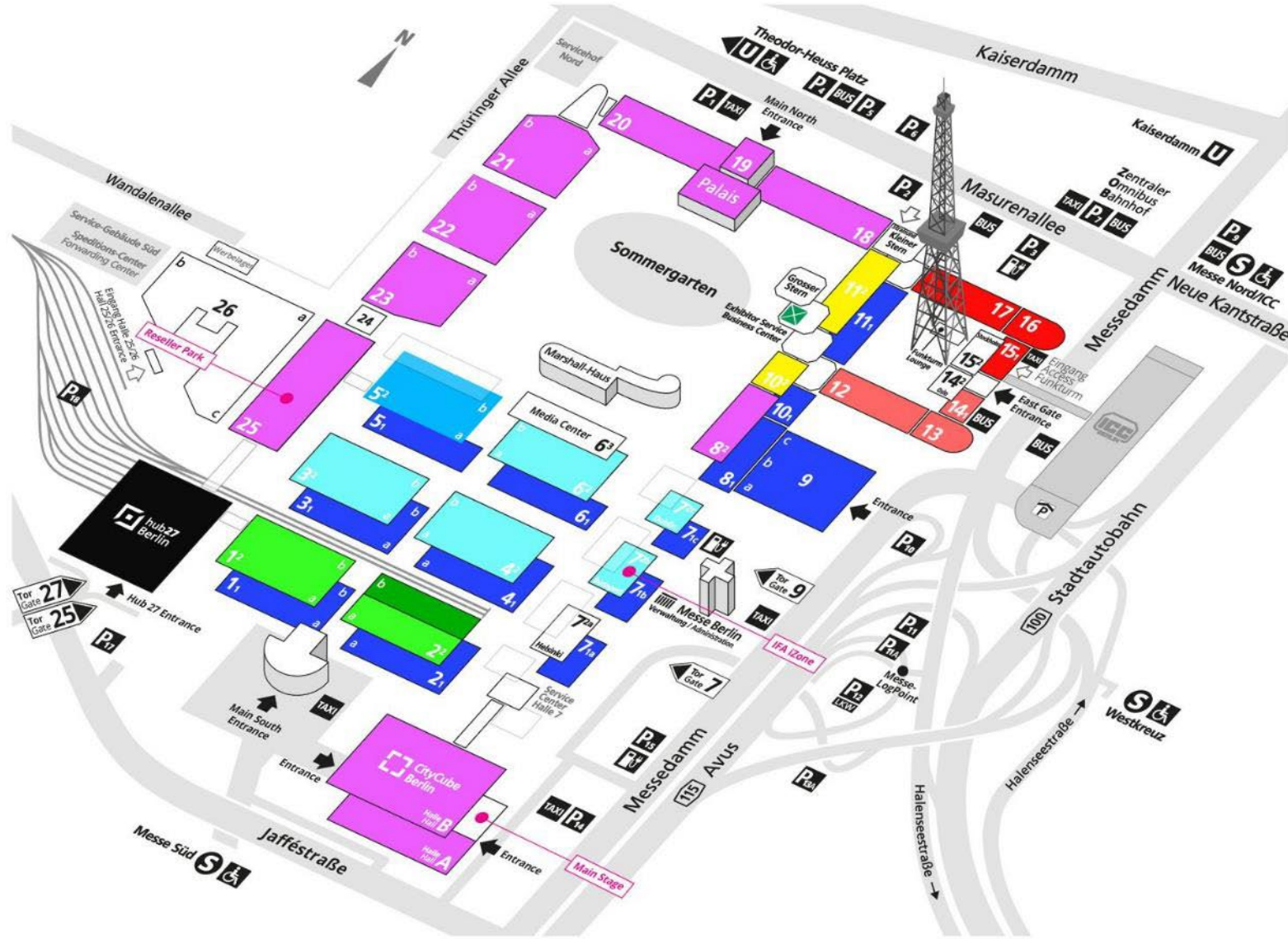
**Important note on prices:**

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations and can thus only be offered without obligation. Prices do not include graphic design/layout. Agency commissions will not be accorded.

# Floorplan

## Celebrating the Core of IFA

- Home & Entertainment**  
Home Networks • Public Media (TV & Radio Stations)  
Reseller Park • Streaming Services • TV
- Household Appliances**  
Air Solutions • Built-in Kitchen Units • Care & Beauty  
Connected Appliances • Health & Wellbeing •  
Heating & Cooling Systems •  
Major and Small Domestic Appliances
- Smart Home**  
Energy Management • Home Automation Products  
Home Networks • Power Generation • Security Systems  
Smart Outdoor Products • Voice Assistance
- Communication & Connectivity**  
Internet Technology • iZone • Mobile Devices  
Mobile Equipment & Accessories • Payment Systems  
Streaming Studio • Technology • Telecommunication



## Accelerating Growth Areas of IFA

- Audio**  
Audio Streaming • Headphones • HiFi  
High Performance Audio • Speakers
- Computing & Gaming**  
Computer • Cyber Security • Data Storage • Games  
Gaming & Esports Arena • Immersive Entertainment  
iZone • Technologies and Cloud Solutions
- Content Creation**  
Cameras • Equipment • Lenses  
Printing • Social Media • Video Solutions
- Fitness & Digital Health**  
Healthcare Products • Sports Products & Accessories  
Wearables Hub • Gaming & Esports Arena
- IFA Next**  
Global Innovation Leaders • IFA Next Stage • Investor Lounge  
Research & Development • Startups
- Mobility**  
Autonomous Cars • Drones • Electric Aircraft • Electric  
Bicycles • Electric Cars • Electric Charging Infrastructure  
E-scooters • Micro Electric Vehicles

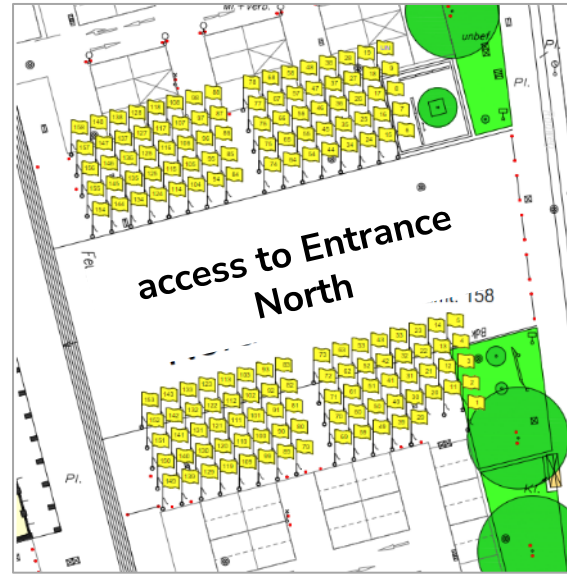


# Entrance North



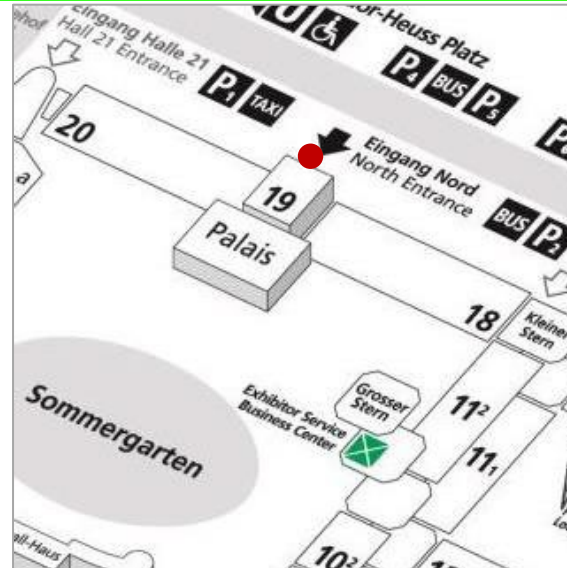


# Entrance North



## 79 Flags (out of 158) at the Access

Location	79 (out of 158) flagpoles with arms at the access to Entrance North: 79 flags for exhibitor advertising and 79 flags for IFA advertising. The exact distribution of the flags will be defined at a later date.
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	48,032.00 EUR for 79 flags with arms
Production/ Installation	e.g. 15,010.00 EUR for 79 flags with arms (1 Layout for all 79 flags) depending on layout and finishing of the flags
Status	Availability upon request

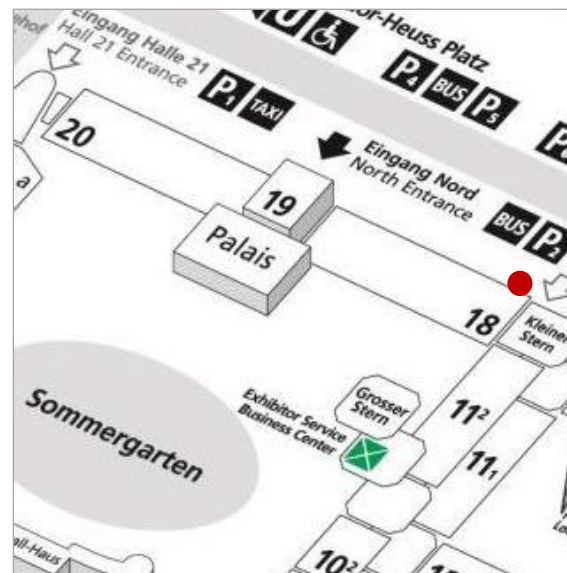


## 1 Mega-Banner at Hall 19

Location	at the facade of Hall 19 at Entrance North (see yellow mark on the left photo)
Size (w x h)	14.40 m x 17.80 m
Hire Charge	93,140.00 EUR
Production/ Installation	9,300.00 EUR
Status	Availability upon request

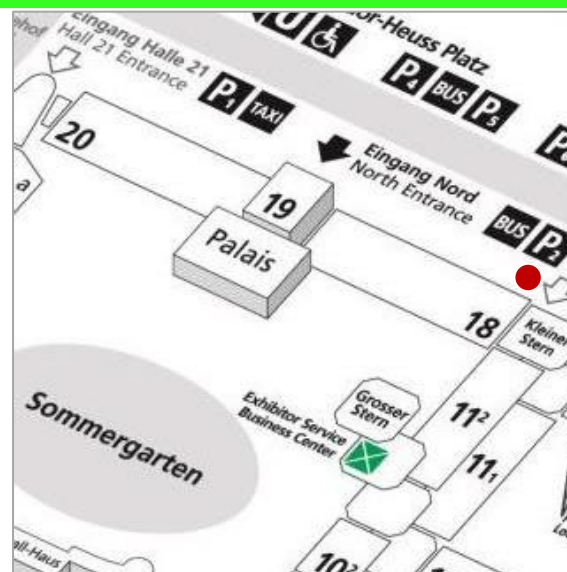


# Entrance North



## 1 Mega-Banner at Hall 18

Location	at the facade of Hall 18 at Entrance North (see yellow mark on the left photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	31,885.00 EUR
Production/Installation	4,410.00 EUR
Status	Availability upon request

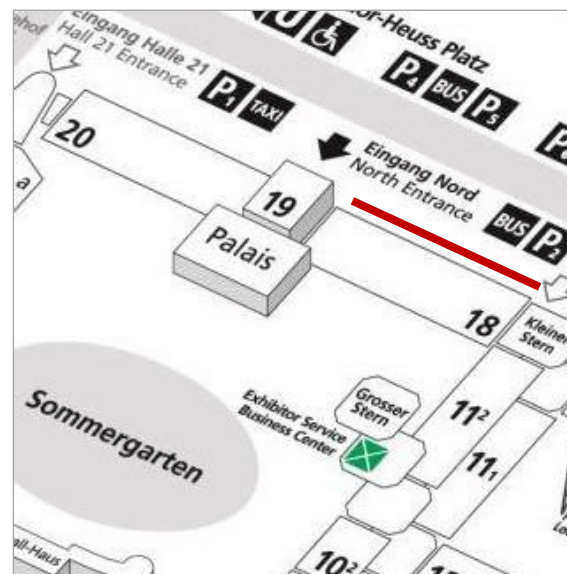


## 1 Advertising Tower at Hall 18, 2-sided

Location	in front of Hall 18 at Entrance North (see yellow mark on the left photo)
Size (w x h)	3.70 m x 5.75 m per banner (2 banners in total)
Hire Charge	12,768.00 EUR for both banners
Production/Installation	2,200.00 EUR for both banners
Status	Availability upon request

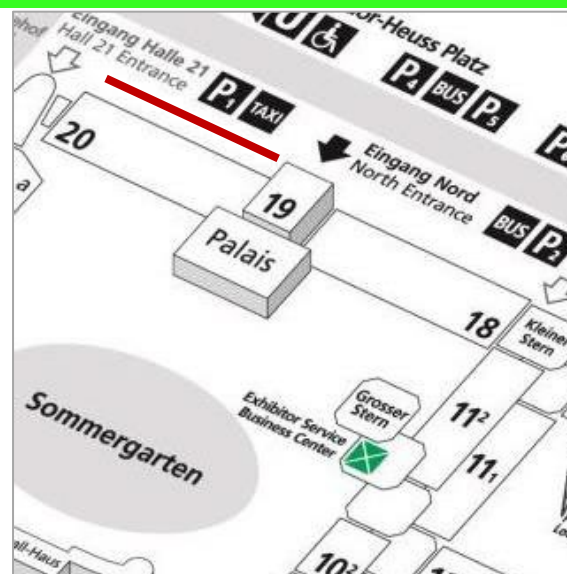
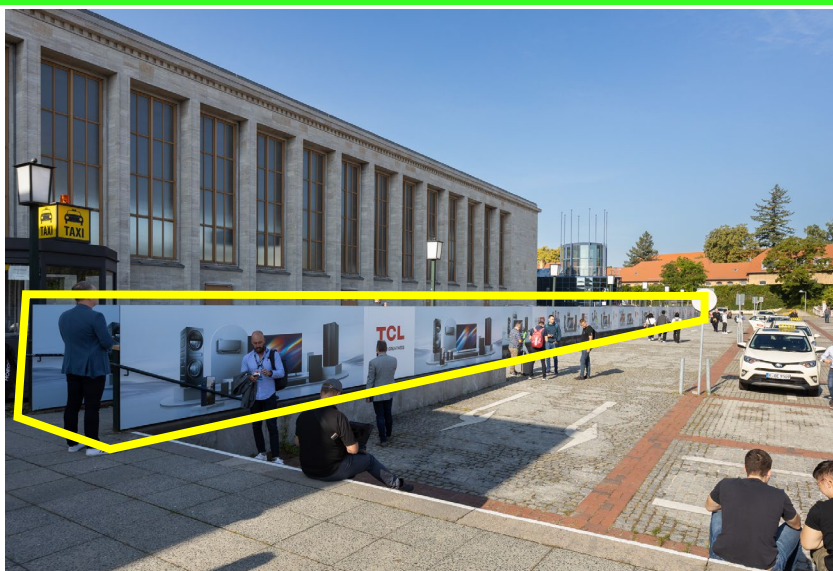


# Entrance North



## 1 Gallery Branding at Hall 18

Location	at the balustrade in front of Hall 18 at Entrance North (see yellow mark on the left photo)
Size (w x h)	max. 88.77 m x 1.50 m for 3 branding areas: Branding area 1: 6.14 m x 1.50 m Branding area 2: 78,13 m x 1.50 m Branding area 3: 4,50 m x 1.50 m Smaller formats on demand.
Hire Charge	36,355.00 EUR for all 3 branding areas
Production/Installation	19,630.00 EUR for all 3 branding areas
Status	Availability upon request

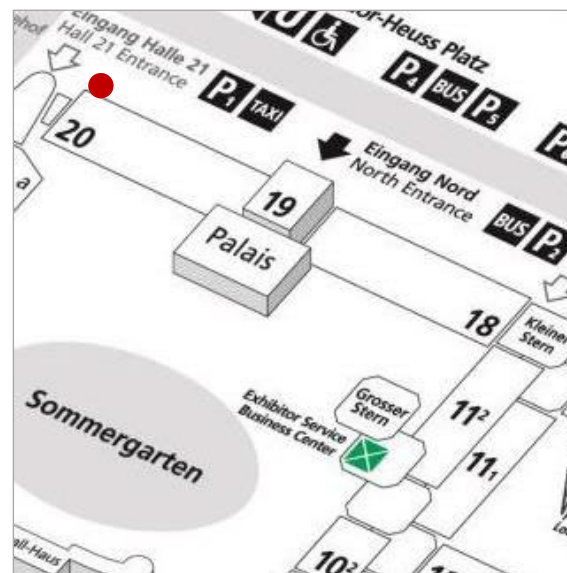


## 1 Gallery Branding at Hall 20

Location	at the balustrade in front of Hall 20 at Entrance North (see yellow mark on the left photo)
Size (w x h)	max. 100.997 m x 1.50 m for 3 branding areas: Branding area 1: 11.206 m x 1.50 m Branding area 2: 83.441 m x 1.50 m Branding area 3: 6.35 m x 1.50 m Smaller formats on demand.
Hire Charge	36,120.00 EUR for all 3 branding areas
Production/Installation	19,140.00 EUR for all 3 branding areas
Status	Availability upon request

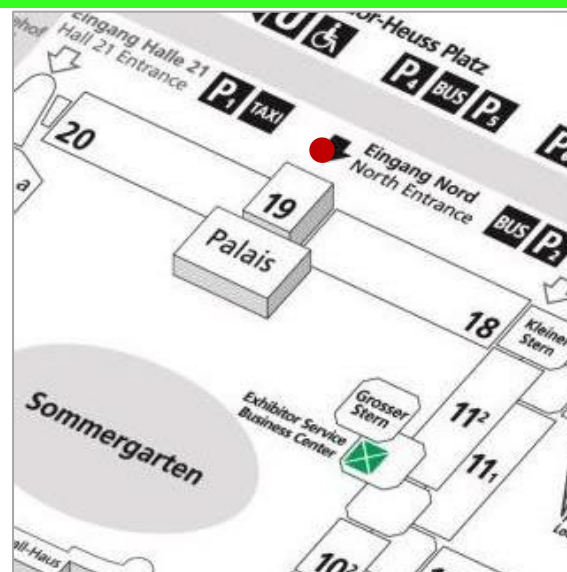


# Entrance North



## 1 Mega-Banner at Hall 20

Location	at the facade of Hall 20 at Entrance North (see yellow mark on the left photo)
Size (w x h)	8.58 m x 11.20 m
Hire Charge	31,885.00 EUR
Production/Installation	4,410.00 EUR
Status	Availability upon request

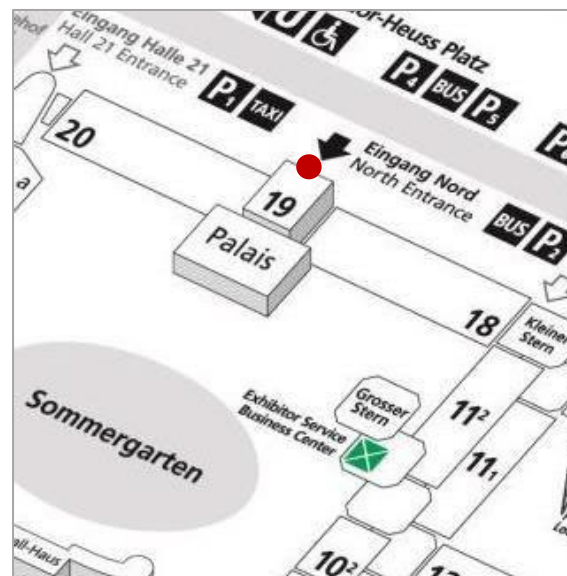


## Mobile Advertising Towers at the Access

Location	at the access to Entrance North: exact position by arrangement
Size (w x h)	2.302 m x 4.15 m per side (4 sides per tower)
Hire Charge	14,965.00 EUR per tower
Production/Installation	2,970.00 EUR per tower
Status	Availability upon request

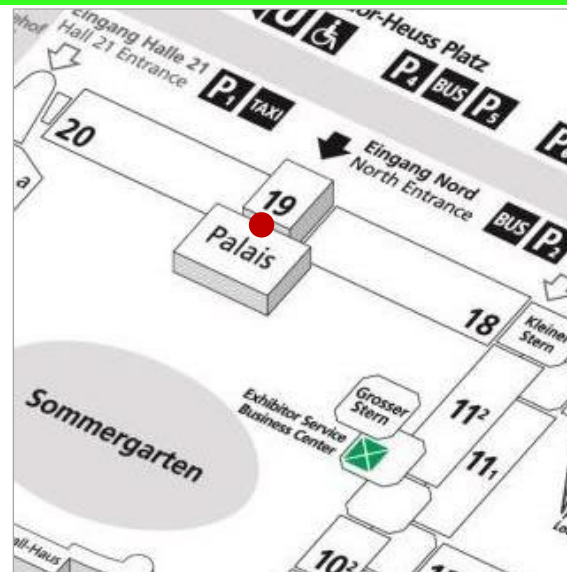


# Entrance North



## 16 Columns Brandings in front of Hall 19

Location	directly at Entrance North in front of the entrance doors to Hall 19
Size (w x h)	visible size: 0.70 m x 4.00 m x 1.00 m (w x h x d) production size: 0.76 m x 4.02 m x 1.06 m (w x h x d)
Hire Charge	26,540.00 EUR for all 16 brandings
Production/Installation	37,075.00 EUR for all 16 brandings
Status	Availability upon request

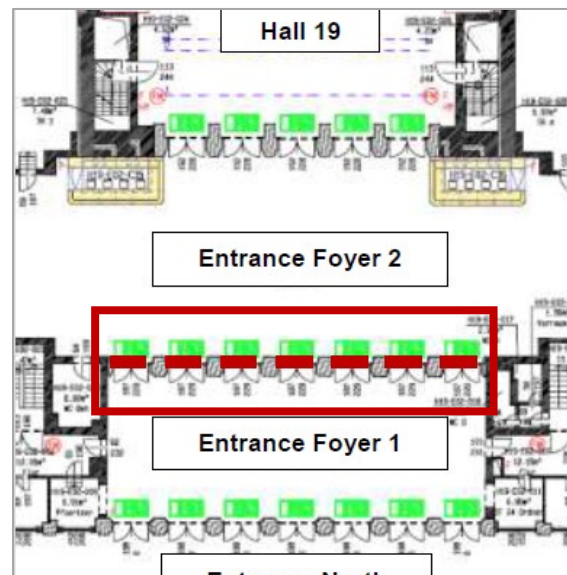


## 1 Mega Banner at Hall 19 facing the Summer Garden

Location	on the southern facade of Hall 19 facing the Summer Garden (see yellow mark on the left photo)
Size (w x h)	18.00 m x 12.60 m
Hire Charge	49,515.00 EUR
Production/Installation	8,725.00 EUR
Status	Availability upon request

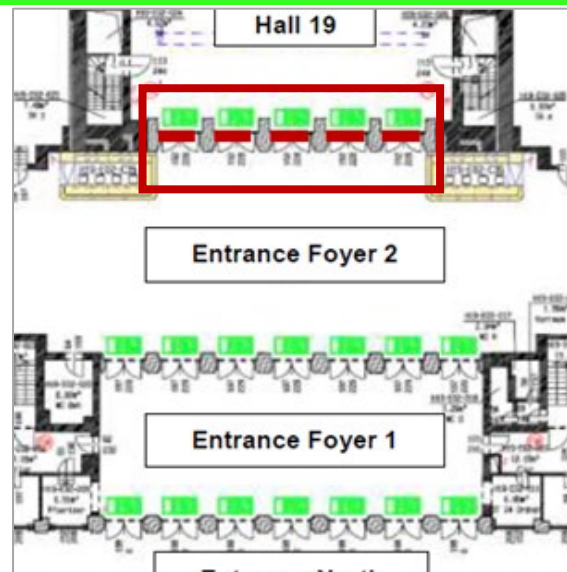


# Entrance North



## 7 Banners in the Entrance Foyer 1

Location	in the Entrance Foyer 1 at the access to Hall 19 above the entrance doors to the Entrance Foyer 2 (see red marks on the left map)
Size (w x h)	2.20 m x 3.40 m per banner
Hire Charge	29,295.00 EUR for all 7 banners
Production/Installation	5,425.00 EUR for all 7 banners
Status	Availability upon request

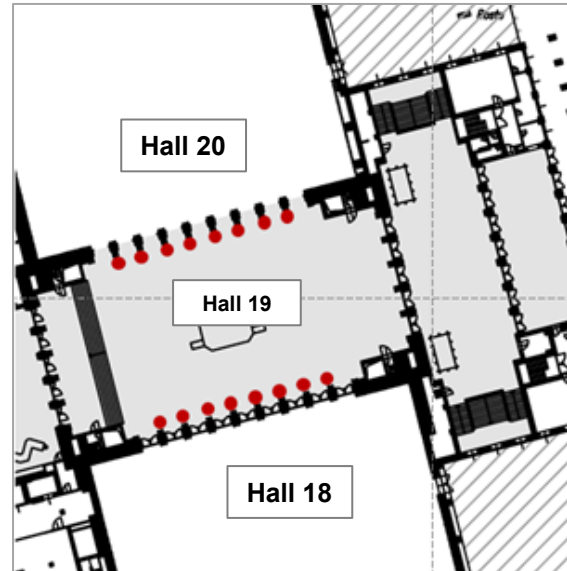


## 5 Banners in the Entrance Foyer 2

Location	in the Entrance Foyer 2 at the access to Hall 19 above the entrance doors to Hall 19 (see red marks on the left map)
Size (w x h)	2.20 m x 2.90 m per banner
Hire Charge	17,855.00 EUR for all 5 banners
Production/Installation	3,370.00 EUR for all 5 banners
Status	Availability upon request

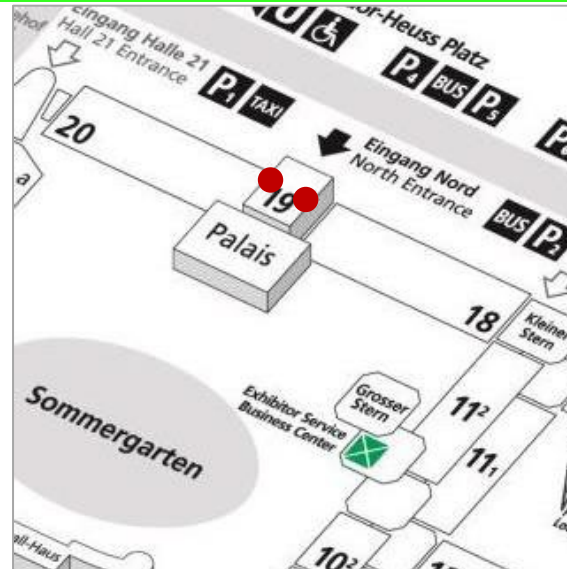


# Entrance North



## 16 Column Brandings in Hall 19

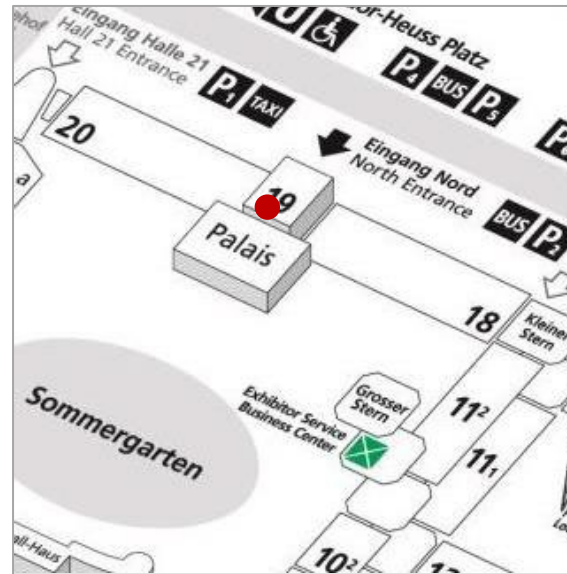
Location	8 brandings at the access to Hall 18 and 8 brandings at the access to Hall 20 (see red marks on the left map)
Size (w x h)	0.45 m x 2.49 m per column branding
Hire Charge	1,640.00 EUR per column branding
Production/ Installation	155.00 EUR per column branding
Status	Availability upon request



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

Location	these brandings will be placed above the entrance doors to halls 18 and 20: 9 hall brandings at hall 18 coming from hall 19 9 hall brandings at hall 20 coming from hall 19
Size (w x h)	2.002 m x 0.502 m (w x h) per branding
Hire Charge	2,132.00 EUR per sign
Production/ Installation	85.00 EUR per sign
Status	Availability upon request

# Entrance North



## Up to 5 Banners in Hall 19

Location	3 out of 5 banners directly in Hall 19 in the access areas to the Palais (the exact position depends on the final number of booked banners and will therefore be defined at a later date)
Size (w x h)	2,35 x 2,73 m per banner
Hire Charge	3,575.00 EUR per banner
Production/Installation	635.00 EUR per banner
Status	Availability upon request

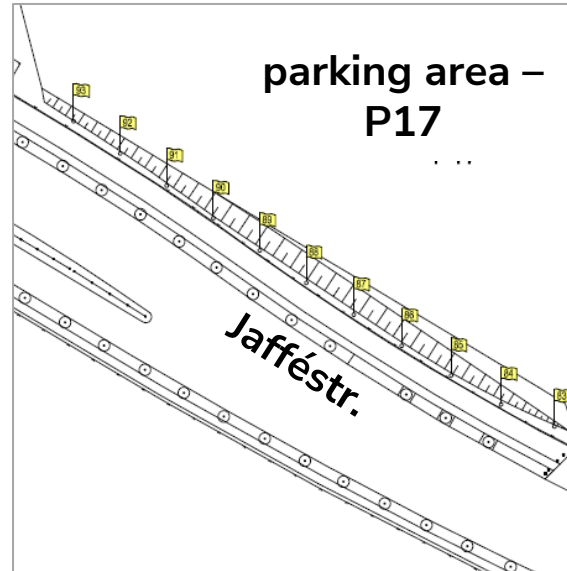


# Entrance South





# Entrance South



## Up to 11 Flags between the Parking Areas and Gates 25 & 27/ Main Road

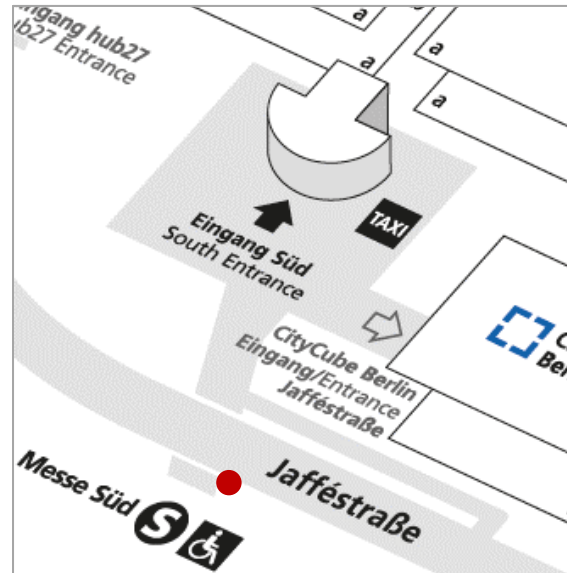
Location	11 flagpoles at Mainroad Jafféstraße between the parking areas of Entrance South and the access to Gates 25 and 27 – in front of hub27
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	6,688.00 EUR for 11 flags
Production/ Installation	e.g. 1,705.00 for 11 flags depending on layout, quantity and finishing of the flags
Status	Availability upon request



## 1 Outer Bridge Branding at the Pedestrian Access

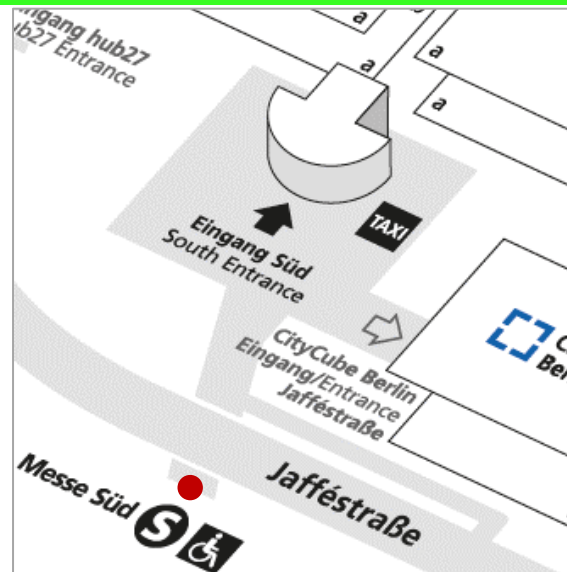
Location	1 outer branding upon the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	15.00 m x 1.60 m
Hire Charge	13,255.00 EUR
Production/ Installation	1,330.00 EUR
Status	Availability upon request

# Entrance South



## 66 Stair Graphics at the Stairs at the Pedestrian Access

Location	branding of the stairs leading to the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	3.60 m x 0.14 m per step (4 segments with 66 steps in total)
Hire Charge	21,615.00 EUR for all 66 step graphics
Production/Installation	3,564.00 EUR for all 66 steps graphics
Status	Availability upon request

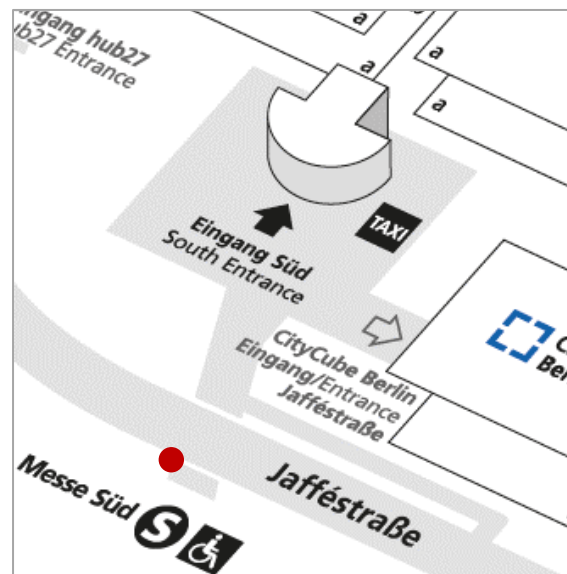


## 46 Light Pole Brandings at the Pedestrian Access, 2-sided

Location	46 brandings on the light poles on the left and right hand sides of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South and 8 brandings on the light poles at the side access
Size (w x h)	e.g. 0.50 m x 1.35 m per branding, 2-sided other sizes and special formats on demand
Hire Charge	e.g. 44,475.00 EUR for all 46 brandings, each 2-sided
Production/Installation	e.g. 8,065.00 EUR for all 46 brandings, each 2-sided
Status	Availability upon request



# Entrance South



## Inner Bridge Brandings at the Pedestrian Access

Location	2 inner brandings on the bridge's left and right side connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	24.85 m x 0.80 m per banner, each 1-sided (2 banners in total)
Hire Charge	20,905.00 EUR for both banners
Production/Installation	2,380.00 EUR for both banners
Status	Availability upon request

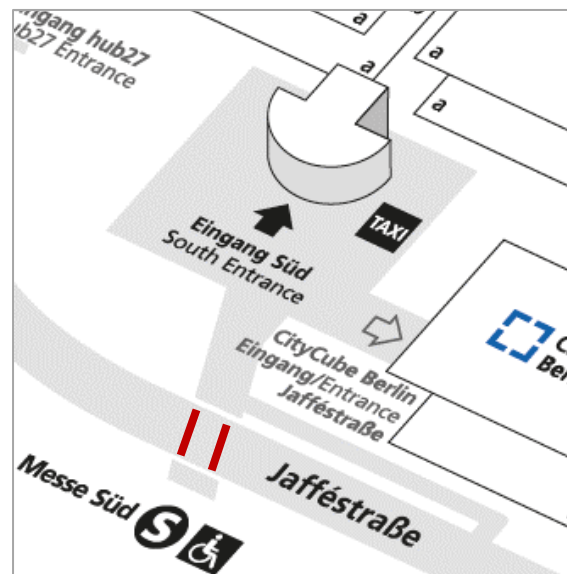


## 3 Inner Bridge Brandings at the Pedestrian Access

Location	3 inner brandings on the front of the bridge connecting the urban railway station "Messe Süd" with the pedestrian access to Entrance South
Size (w x h)	3.12 m x 0.53 m per banner (3 banners in total)
Hire Charge	3,650.00 EUR for all 3 banners
Production/Installation	415.00 EUR for all 3 banners
Status	Availability upon request

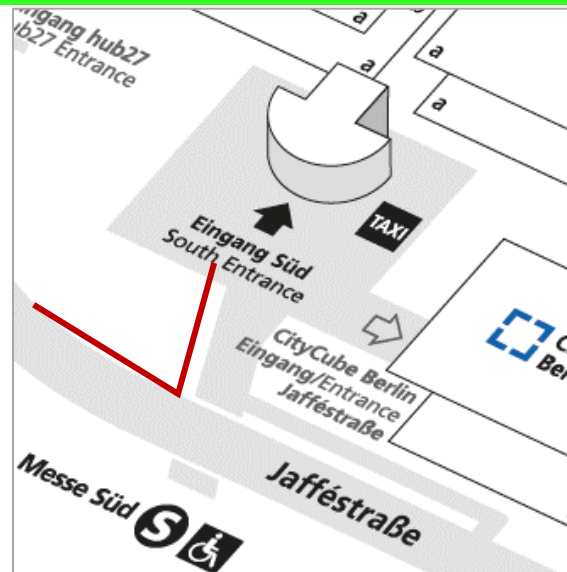


# Entrance South



## Tunnel Branding at the Pedestrian/ Taxi Access, 2 sides

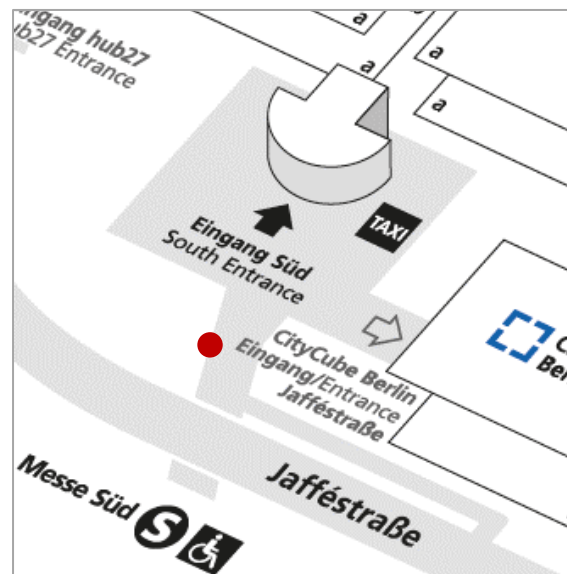
Location	branding of the walls along the pedestrian tunnel between the urban railway station "Messe Süd" and Entrance South
Size (w x h)	left side: 20.49 m x 2.30 m right side: 20.49 m x 2.30 m
Hire Charge	27,332.00 EUR for both sides
Production/ Installation	5,785.00 EUR for both sides
Status	Availability upon request



## 41 Flags (out of) 82 along Main Road, Pedestrian and Taxi Access

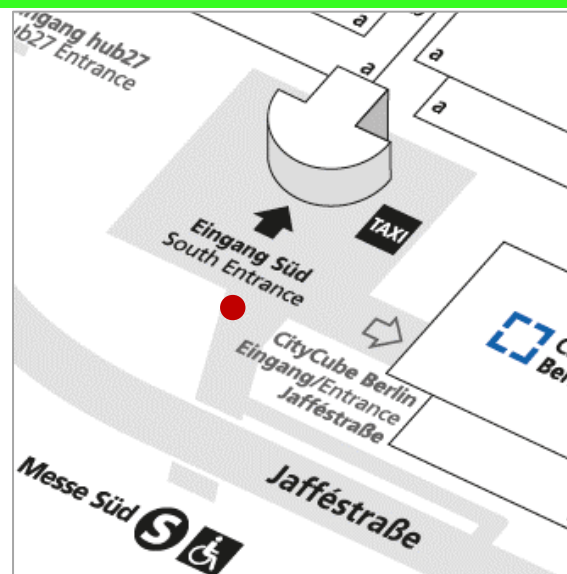
Location	41 (out of 82) flagpoles between Jaffestraße and Entrance South as well as along the pedestrian and taxi access to Entrance South: 41 flags for exhibitor advertising and 41 flags for IFA advertising. The exact distribution of the flags will be defined at a later date.
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	24,928.00 EUR for 41 flags
Production/ Installation	e.g. 6,355.00 for 41 flags depending on layout, quantity and finishing of the flags
Status	Availability upon request

# Entrance South



## 3 Advertising Plates along Pedestrian and Taxi Access

Location	at the pedestrian and taxi access to Entrance South
Size (w x h)	3.50 m x 6.70 m per plate (3 plates in total)
Hire Charge	35,275.00 EUR for all 3 plates
Production/Installation	5,830.00 EUR for all 3 plates
Status	Availability upon request

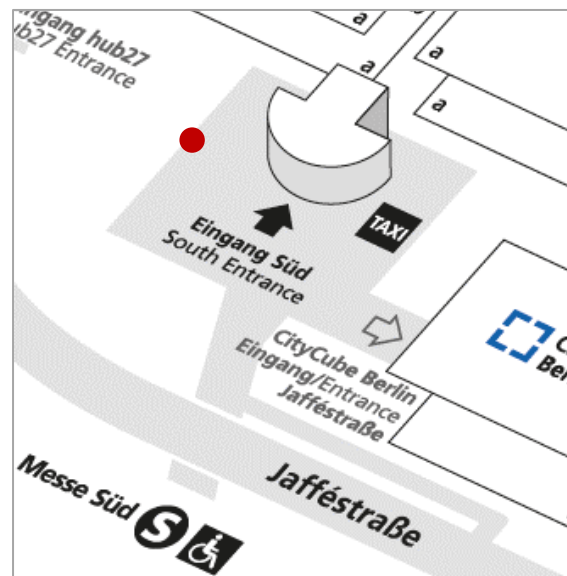


## 1 Bridge Branding

Location	1 banner at the exterior left wall of the bridge at the pedestrian and taxi access to Entrance South
Size (w x h)	1 wall trapezium shape: min. 76 m <sup>2</sup> (left side coming from the urban railway station – see yellow marked area on the left photo)
Hire Charge	47,055.00 EUR in total
Production/Installation	6,245.00 EUR in total
Status	Availability upon request

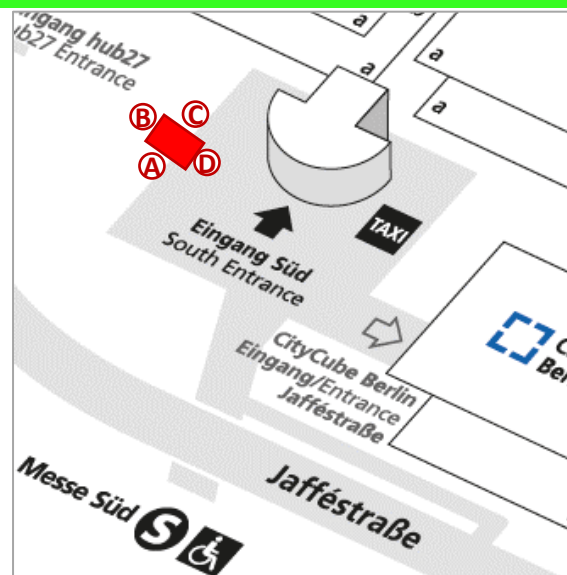
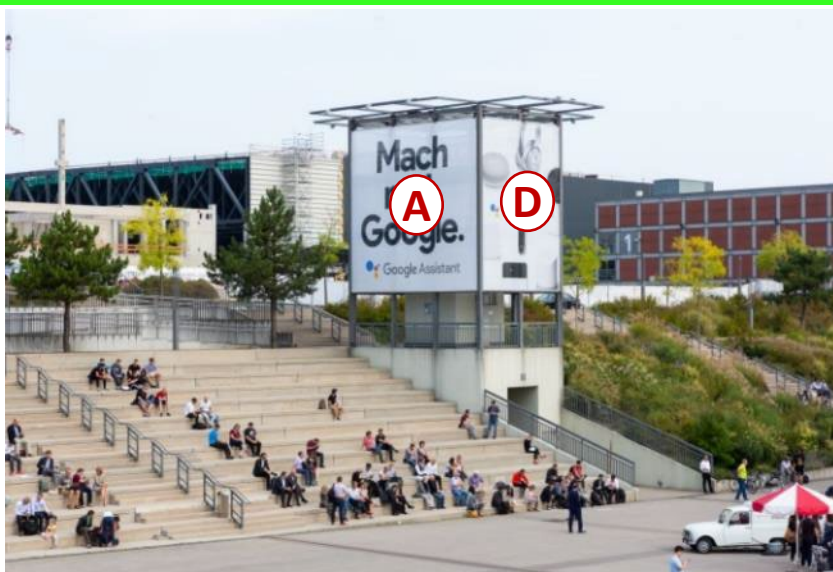


# Entrance South



## Stair Brandings at the Plaza

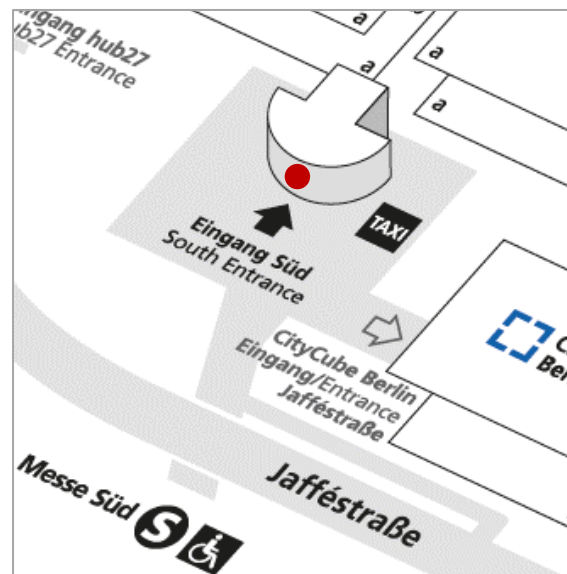
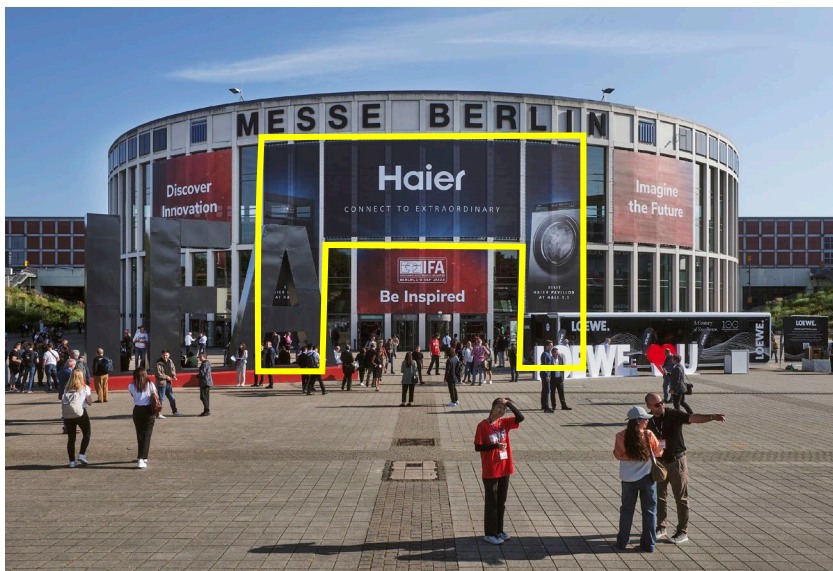
Location	5 stair segments directly at the plaza of Entrance South
Size (w x h)	approx. 17.83 m x 0.47 m per step other sizes and formats on demand
Hire Charge	35,785.00 EUR per stair segment, i.e. for 11 to 12 step graphics
Production/Installation	depending on quantity and layout
Status	Availability upon request



## Advertising Tower at the Plaza on the left, 4-sided

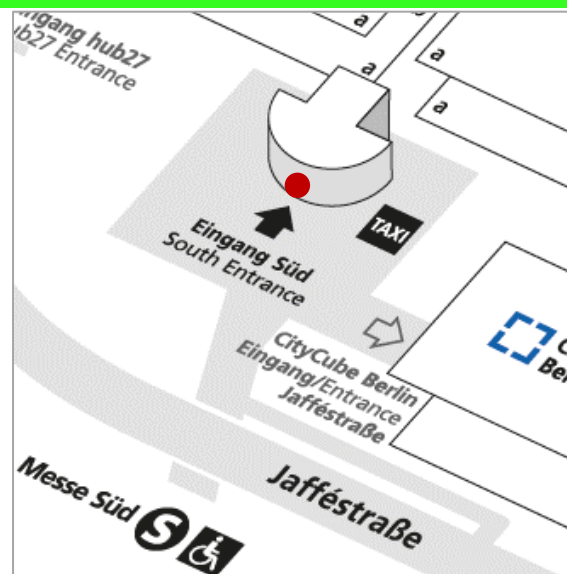
Location	directly on the left hand side of the plaza of Entrance South
Size (w x h)	sides A and C: 8.75 m x 8.11 m in each case (see positions on the left photo) sides B and D: 5.75 m x 8.11 m in each case (see positions on the left photo)
Hire Charge	side A/ south side/ plaza: 27,775.00 EUR side D/ east side/ plaza: 18,255.00 EUR side B/ west side/ hub27: 12,778.00 EUR side C/ north side/ Hall 1.2: 13,890.00 EUR
Production/Installation	sides A and C: each 4,015.00 EUR sides B and D: each 2,665.00 EUR
Status	Availability upon request

# Entrance South



## 1 Window Branding at the Entrance Hall: Gate Version

Location	1 horizontal and 2 vertical banners at the Entrance Hall in the center: "gate version" – see yellow marked area on the left photo
Size (w x h)	1 horizontal banner: 16.40 m x 7.95 m 2 vertical banners: 5.20 m x 16.90 m each
Hire Charge	180,000.00 EUR in total
Production/Installation	12,195.00 EUR in total
Status	Availability upon request

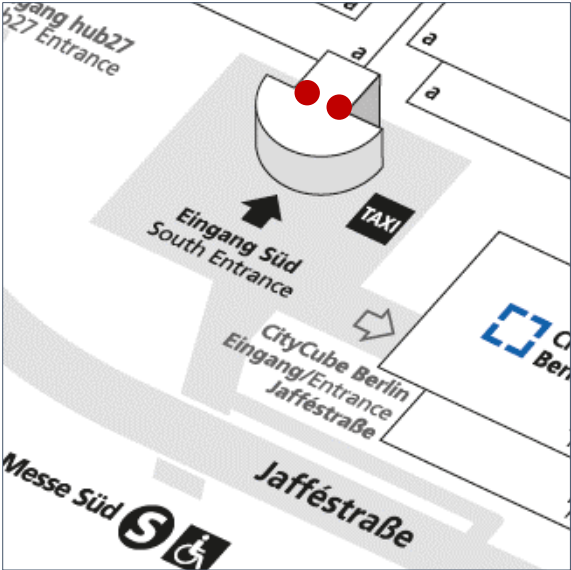
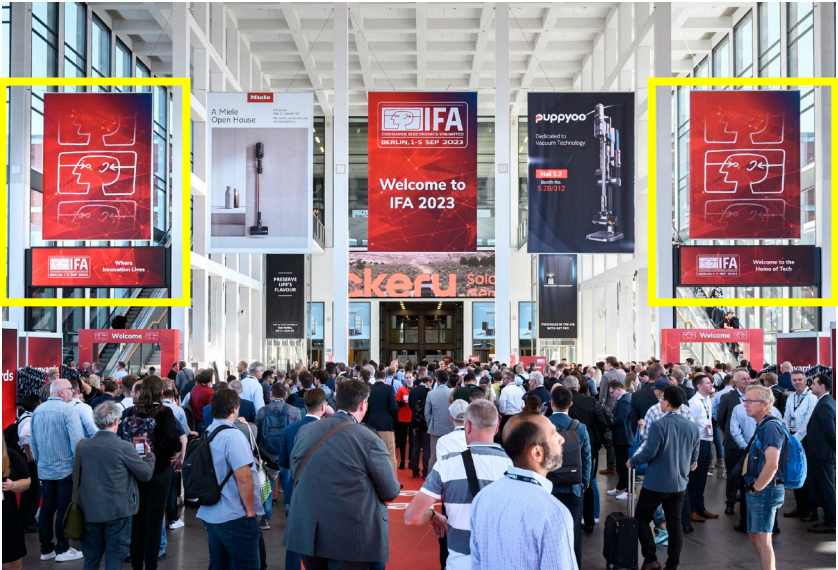


## Door Brandings, indoors and outdoors

Location	Up to 20 door brandings directly above the revolving doors of the Entrance Hall South: 10 brandings can be installed above 10 revolving outer doors and 10 brandings can be placed above the respective inner doors.
Size (w x h)	2.35 m x 0.485 m per outer branding 1.76 m x 0.435 m per inner branding
Hire Charge	29,005.00 EUR for all 20 brandings
Production/Installation	1,585.00 EUR for all 20 brandings
Status	Availability upon request



# Entrance South



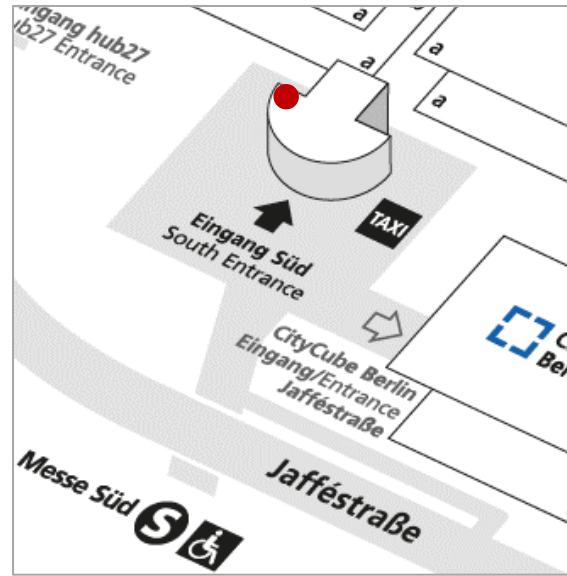
## 2 LED Displays with banners above the Escalators

Location	Each combi-package consists of 1 hanging mega-banner in combination with a new LED display at the outer sides left and right above the stairs and escalators
size (w x h)	hanging banners: 4.00 m x 5.50 m per side (2 sides per banner)
technical specs	FULL-HD LED displays, each 1-sided. 2.5 mm pixel pitch; 20 Mbit; 60 fps; content 32:9 4.86 m x 1.36 m each; 3840 x 1080 pixel each
Hire Charge	25,800.00 EUR per combi-pack including: - a 30 sec. spot within a loop with organizer content - hire charge, production & installation of 1 banner above
Status	Availability upon request



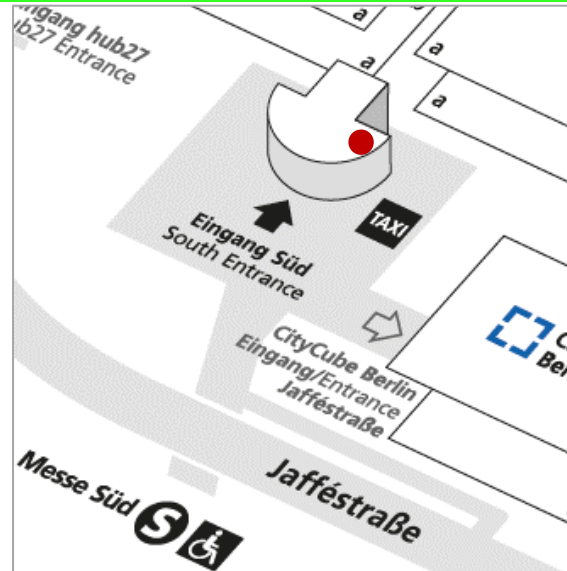


# Entrance South



## 1 Window Banner in the Entrance Hall, left hand side

Location	1 window banner in the Entrance Hall on the windows along the left hand side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	60,200.00 EUR
Production/Installation	10,270.00 EUR
Status	Availability upon request

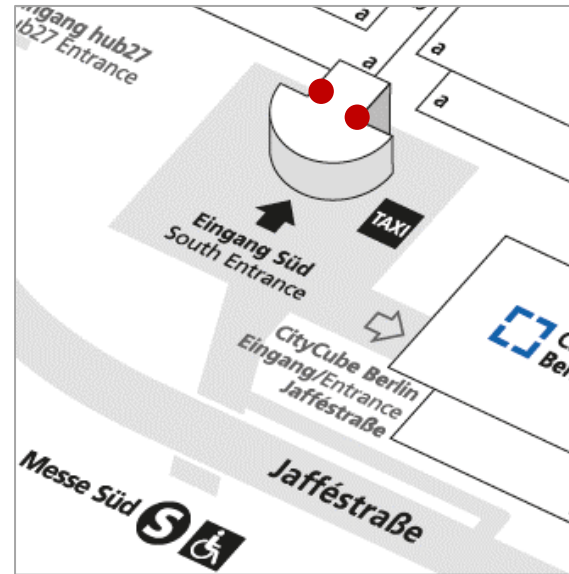
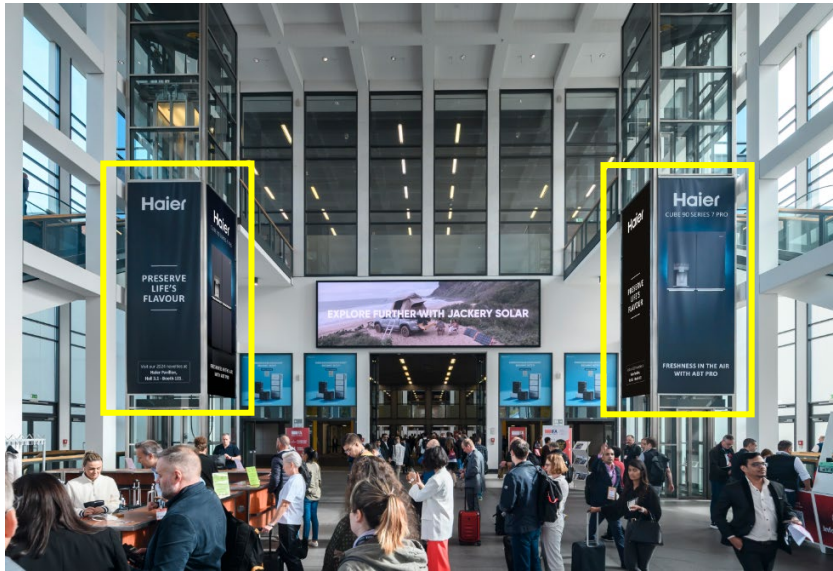


## 1 Window Banner in the Entrance Hall, right hand side

Location	1 window banner in the Entrance Hall on the windows along the right hand side
Size (w x h)	14.50 m x 11.70 m
Hire Charge	60,200.00 EUR
Production/Installation	10,270.00 EUR
Status	Availability upon request

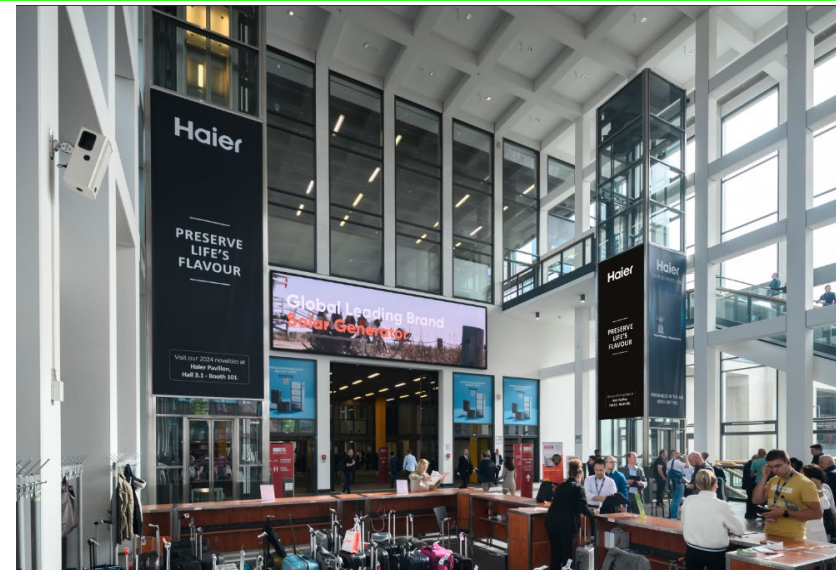


# Entrance South



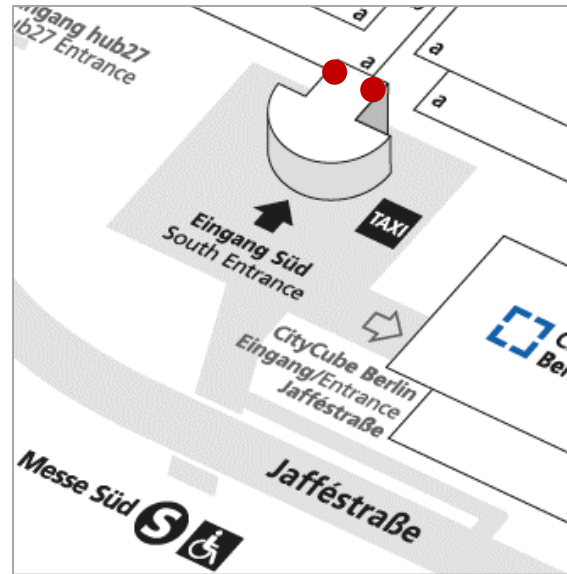
## Suspended Banners in the Entrance Hall

Location	up to 4 banners (2 banners per elevator) in the Entrance Hall in the access area to Halls 1.1 to 6.1 (see yellow marks on the left photo)
Size (w x h)	2.10 m x 6.00 m per banner (2 banners per elevator)
Hire Charge	10,830.00 EUR per elevator with 2 banners
Production/Installation	1,950.00 EUR per elevator with 2 banners
Status	Availability upon request



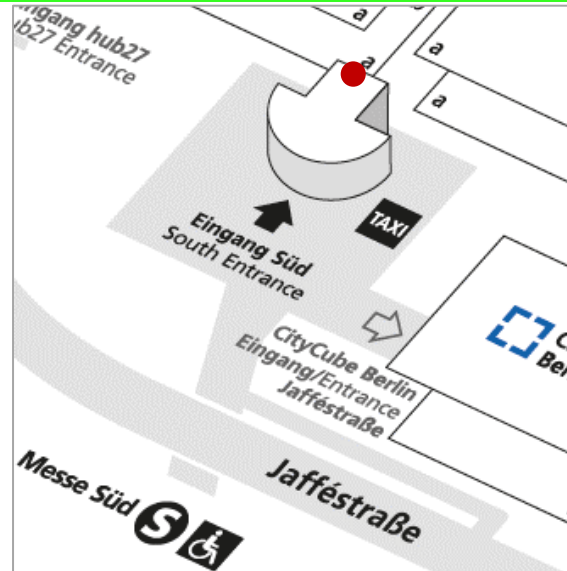
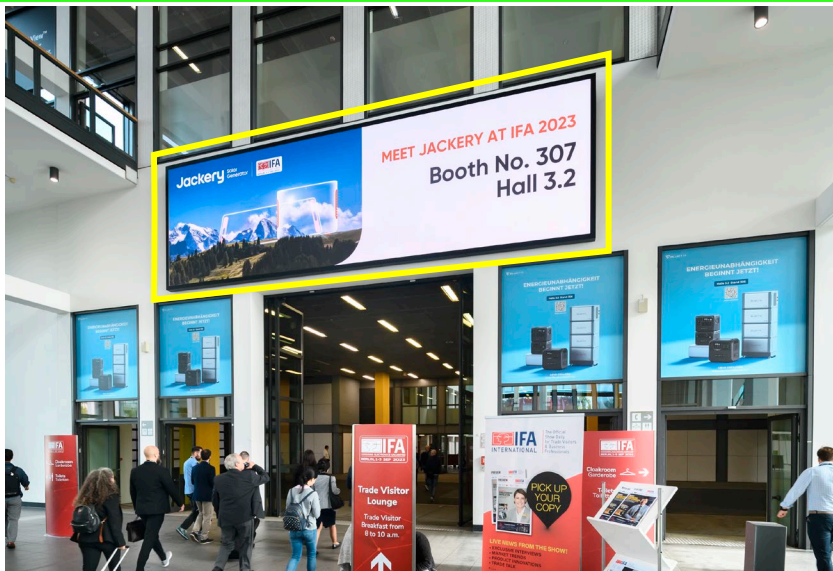


# Entrance South



## 8 Window Brandings in the Entrance Hall lower level

Location	at the access area to Halls 1.1 to 6.1 coming from the Entrance Hall: 8 brandings can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.34 m x 2.35 m per window cling (8 brandings in total)
Hire Charge	13,405.00 EUR for 4 front side brandings 6,725.00 EUR for 4 back side brandings (19,130.00 EUR for all 8 brandings)
Production/Installation	2,630.00 EUR for 4 front side brandings 2,630.00 EUR for 4 back side brandings (4,065.00 EUR for all 8 brandings)
Status	Availability upon request

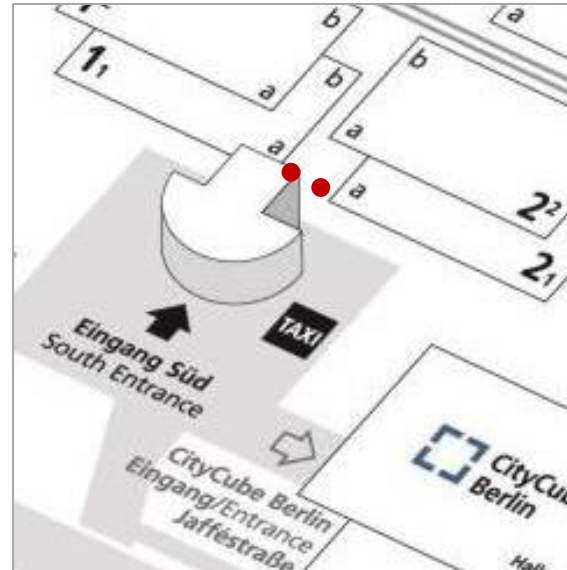


## Exclusive LED Mega-Display in the Entrance Hall

Location	LED Mega-Display in the Entrance Hall at the access to Halls 1-6
Technical Specs	FULL-HD display; 2.50 mm pixel pitch; 20 Mbit; 60 fps; content 32:9 LEDdimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel
Hire Charge	38,645.00 EUR for an exclusive 30 sec. spot within a loop with IFA content
Status	Availability upon request

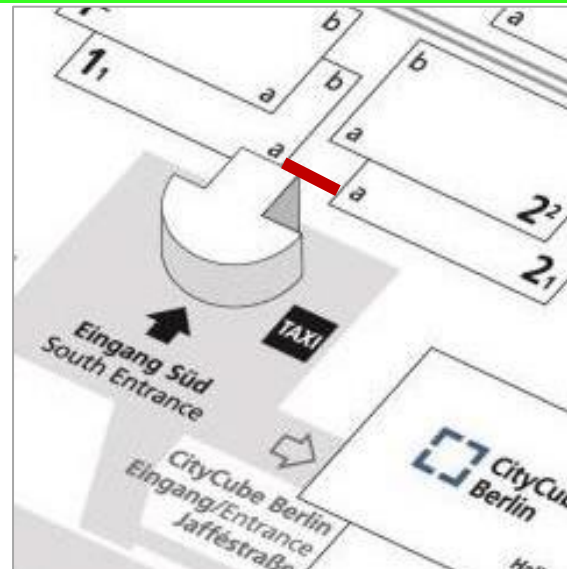


# Entrance South



## 2 Pillar Brandings leading to the Middle Foyers

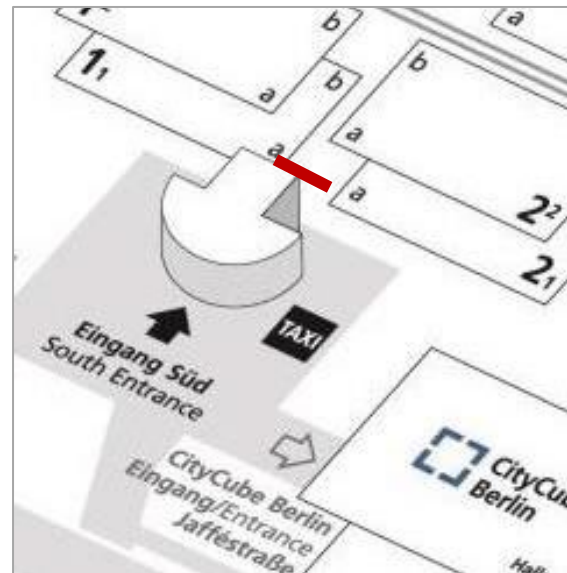
Location	in front of the entrance doors to the middle foyers of Halls 1.1/ 2.1
Size (w x h)	front and back sides: 0.86 m x 6.00 m each lateral sides: 1.32 m x 6.00 m each (4 sides per pillar)
Hire Charge	15,135.00 EUR for both 4-sided pillar brandings
Production/ Installation	on demand (depending on technical implementation)
Status	Availability upon request



## 1 Entrance Banner to the Middle Foyers of Halls 1.1/ 2.1

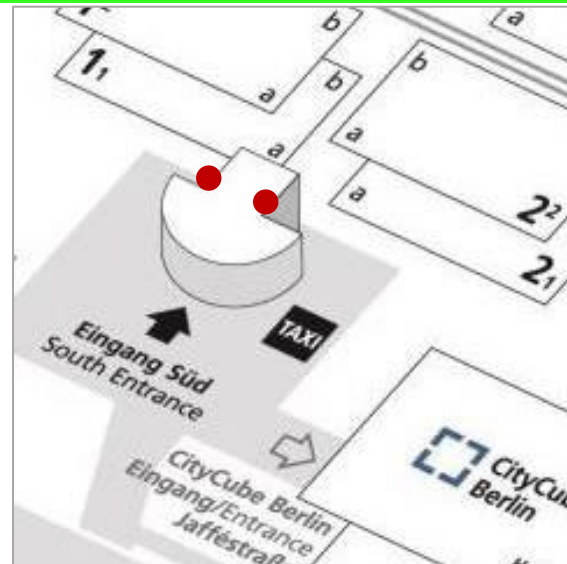
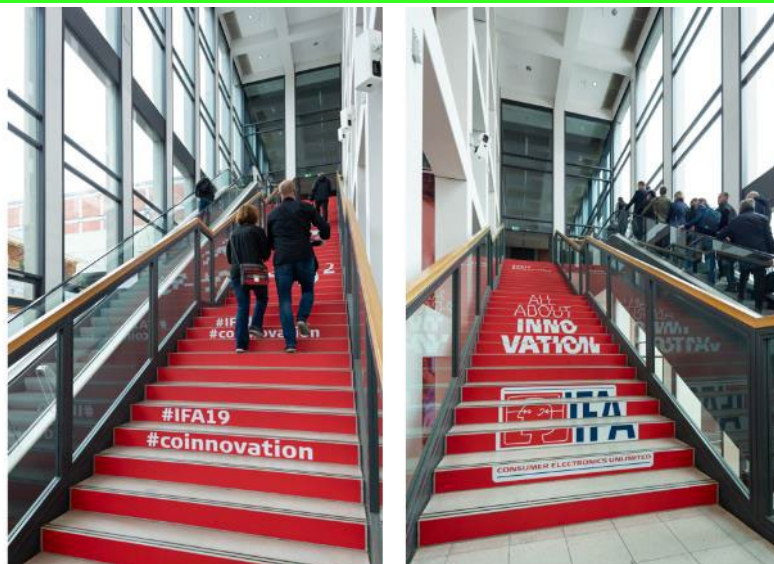
Location	above the entrance doors to the middle foyers of Halls 1.1/ 2.1
Size (w x h)	11.50 m x 2.50 m
Hire Charge	14,265.00 EUR
Production/ Installation	2,175.00 EUR
Status	Availability upon request

# Entrance South



## 1 Banner Middle Foyer Halls 1.1a/ 2.1a

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

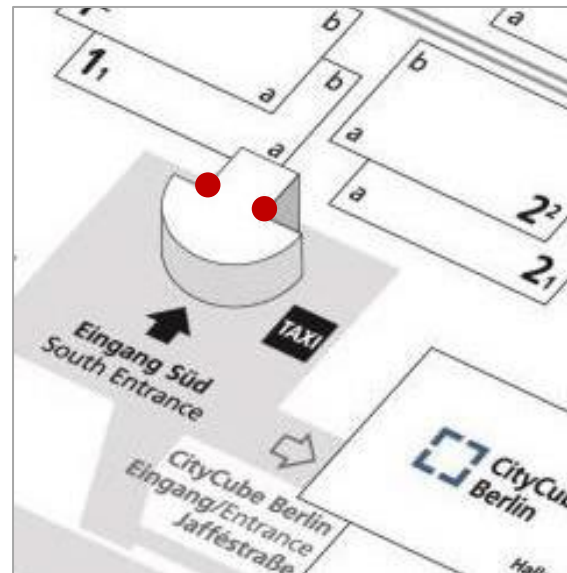


## 120 Step Graphics at the Stairs in the Entrance Hall

Location	2 stairs with 120 steps in the Entrance Hall on the left and right hand side leading to halls 1.2 to 6.2
Size (w x h)	1.83 m x 0.135 m per step graphic (60 step graphics per stair)
Hire Charge	40,765.00 EUR for both stairs, i.e. for 120 steps in total
Production/ Installation	2,880.00 EUR for both stairs, i.e. for 120 steps in total
Status	Availability upon request

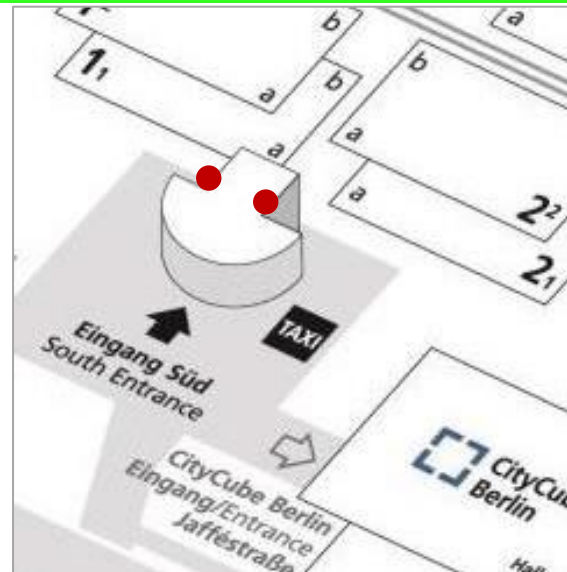


# Entrance South



## Rail Graphics along the Stairs, each 2-sided

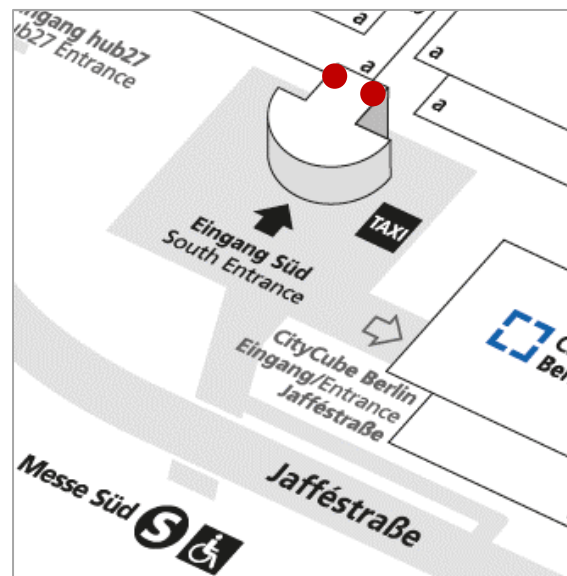
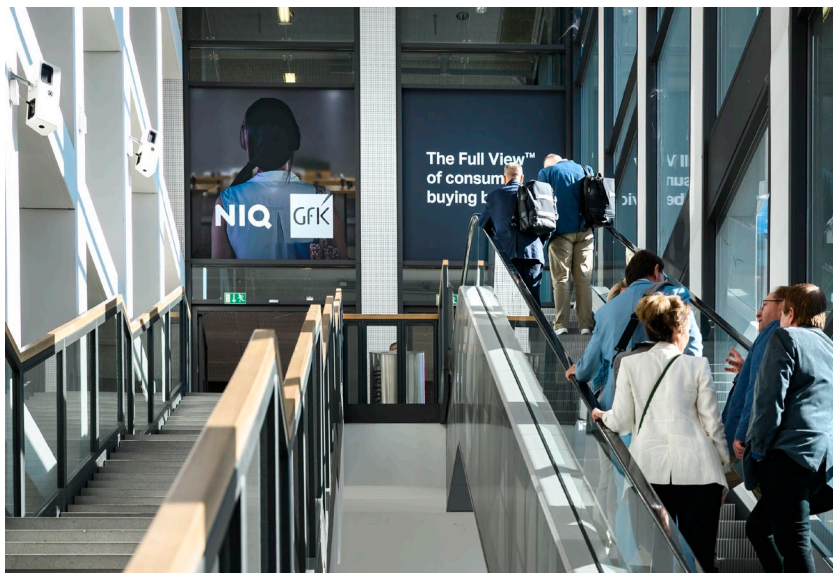
Location	2 stairs with 4 rails in the Entrance Hall on the left and right hand side, 2-sided leading to halls 1.2 to 6.2 (see red marks on the left photo)
Size (w x h)	the stencils will be provided on demand
Hire Charge	31,010.00 EUR for both stairs, i.e. for 4 balustrade brandings
Production/Installation	on demand (depending on technical implementation)
Status	Availability upon request



## 4 Balustrade Graphics at the Escalators, each 2-sided

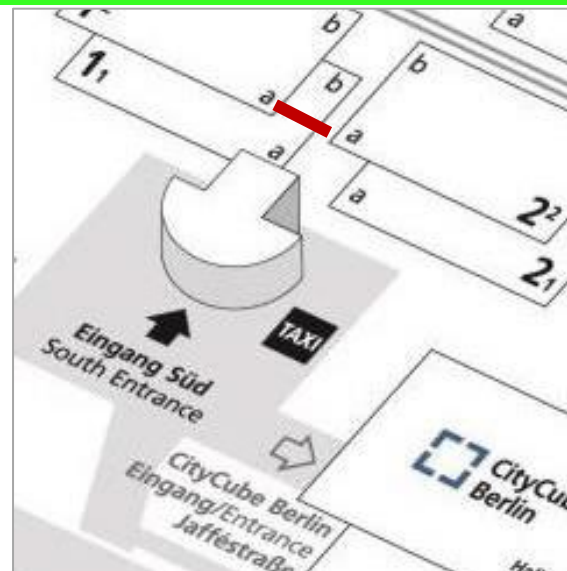
Location	2 escalators with 4 balustrades in the Entrance Hall on the left and right hand side leading to halls 1.2 to 6.2
Size (w x h)	approx. 128.00 m <sup>2</sup> for all 4 balustrade graphics (2 sides per balustrade graphic)
Hire Charge	28,262.00 EUR for both escalators, i.e. for 4 balustrade graphics in total
Production/Installation	10,775.00 EUR for both escalators, i.e. for 4 balustrade graphics in total
Status	Availability upon request

# Entrance South



## 8 Window Brandings in the Entrance Hall upper level

Location	at the access area to Halls 1.2 to 6.2 coming from the Entrance Hall: 8 brandings can be fixed on 4 windows on the front and back sides.
Size (w x h)	2.34 m x 2.35 m per window cling (8 brandings in total)
Hire Charge	13,405.00 EUR for 4 front side brandings 6,725.00 EUR for 4 back side brandings (19,130.00 EUR for all 8 brandings)
Production/ Installation	2,630.00 EUR for 4 brandings 2,630.00 EUR for 4 brandings (4,065.00 EUR for all 8 brandings)
Status	Availability upon request



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

Location	in front of the entrance doors to the middle foyers of Halls 1.2/ 2.2
Size (w x h)	24.00 m x 3.00 m
Hire Charge	35,715.00 EUR
Production/ Installation	4,090.00 EUR
Status	Availability upon request

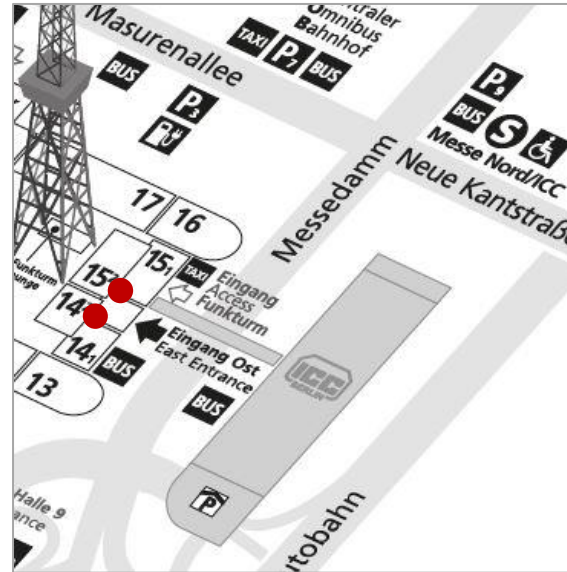


# Entrance East



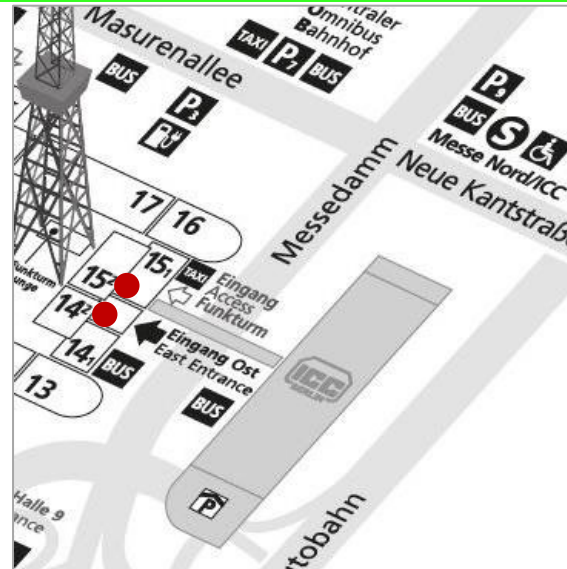


# Entrance East



## Banners in the Entrance Hall

Location	up to 2 banners in the Entrance Hall East leading to north or south (see yellow mark on the left photo)
Size (w x h)	e.g. approx. 4.69 m x 3.20 m per banner other shapes and sizes possible
Hire Charge	e.g. 10,810.00 EUR for both banners
Production/ Installation	e.g. 2,165.00 EUR for both banners
Status	Availability upon request



## Banner Showcases, illuminated

Location	up to 2 showcases at Entrance East (see yellow mark on the left photo): - passage Entrance East/Hall 14.1: 2 showcases - passage Entrance East/Hall 15.1: 2 showcases
Size (w x h)	1.18 m x 1.75 m per banner
Hire Charge	1,325.00 EUR per banner
Production/ Installation	315.00 EUR per banner
Status	Availability upon request



# High Traffic Advertising

**IFA** 100 YEARS



# High Traffic Advertising

**IFA** 100 YEARS



## 3 Flags next to the Headquarters of Messe Berlin

Location	3 flagpoles at the Headquarters of Messe Berlin facing "Messedamm" next to the access to Gate 9 and the taxi stop
Size (w x h)	1.50 m x 4.00 m per flag
Hire Charge	1,824.00 EUR for all 3 flags
Production/Installation	e.g. 465.00 EUR for all 3 flags depending on layout, quantity and finishing of the flags
Status	Availability upon request



## 1 Mega-Banner next to the HQ plus 2 lateral banners

Location	at the Headquarters of Messe Berlin facing "Messedamm" next to the access to Gate 9/ Messe Berlin Headquarters and the taxi stop
Size (w x h)	1 front side banner: 9.20 m x 5.95 m 2 side banners: 2.90 m x 5.90 m each
Hire Charge	20,465.00 EUR for all 3 banners
Production/Installation	7,010.00 EUR for all 3 banners
Status	Availability upon request



# High Traffic Advertising



## 2 Mega-Banners at Facades of Hall 9

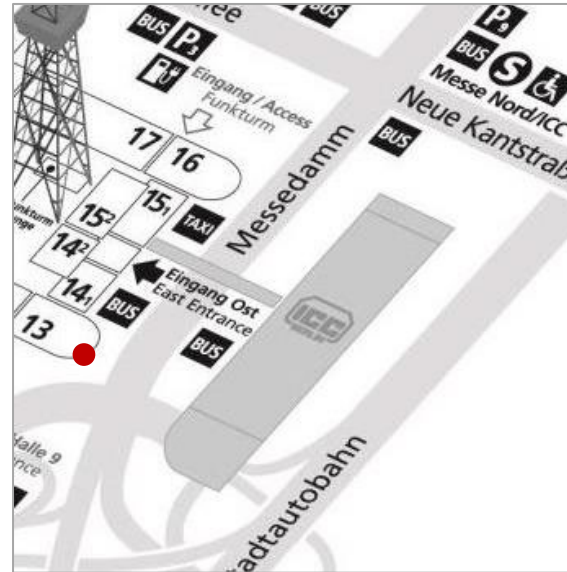
Location	at the facade of Hall 9 on the left and right facing Messedamm
Size (w x h)	visible size: 16.20 m x 8.55 m (production size: 16.40 m x 8.75 m)
Hire Charge	40,258.00 EUR per banner
Production/Installation	5,025.00 EUR per banner
Status	Availability upon request



## 1 Entrance Banner with backlighting on Hall 9

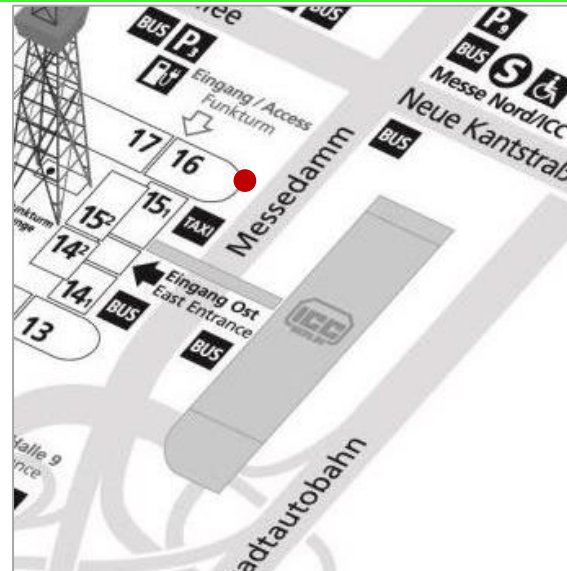
Location	directly above the entrance doors to Hall 9 facing Messedamm
Size (w x h)	9.60 m x 2.30 m
Hire Charge	11,277.00 EUR
Production/Installation	1,300.00 EUR
Status	Availability upon request

# High Traffic Advertising



## 1 Rotunda Hall 13

Location	Rotunda Hall 13 facing main road "Messedamm": ascend and descent to highway. A Combination of organizer and exhibitor advertising with up to 12 components for organizer content on the outer sides and 5 components for exhibitor advertising (see exemplary yellow mark on the left photo).
Size (w x h)	17 components: 51.68 m x 3.00 m thereof e.g. 5 components exhibitor advertising: 15.20 m x 3.00 m (3.04 m x 3.00 m per component)
Hire Charge	21,375.00 EUR for 5 components
Production/ Installation	1,890.00 EUR for 5 components
Status	Availability upon request



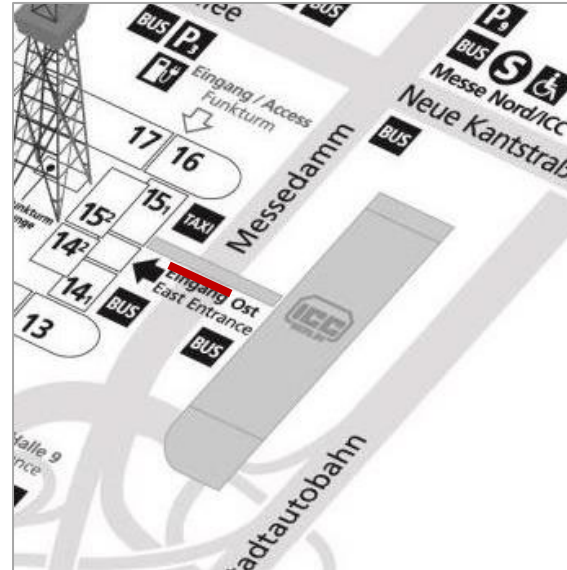
## 1 Rotunda Hall 16

Location	Rotunda Hall 16 facing the cross-roads between Messedamm, Masurenallee and Neue Kanstraße. A Combination of organizer and exhibitor advertising with up to 13 components for organizer content on the outer sides and 5 components for exhibitor advertising (see exemplary yellow mark on the left photo).
Size (w x h)	18 components: 54.72 m x 3.00 m thereof e.g. 5 components exhibitor advertising: 30.40 m x 3.00 m (3.04 m x 3.00 m per component)
Hire Charge	21,375.00 EUR for 5 components
Production/ Installation	1,890.00 EUR for 5 components
Status	Availability upon request



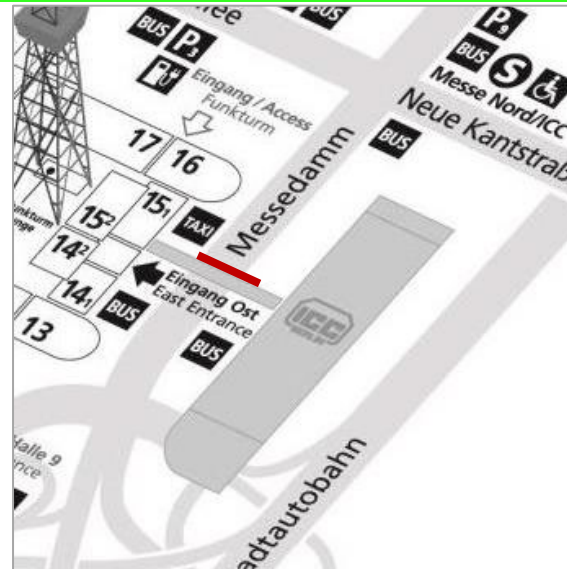
# High Traffic Advertising

**IFA** 100 YEARS



## 1 Mega-Banner on the ICC Bridge South

Location	at the ICC Bridge South directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
Size (w x h)	40.00 m x 4.24 m
Hire Charge	56,490.00 EUR
Production/Installation	4,565.00 EUR
Status	Availability upon request

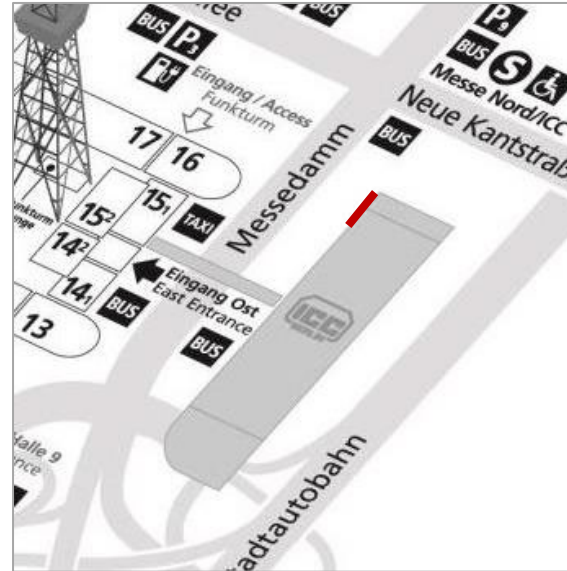


## 1 Mega-Banner on the ICC Bridge North

Location	at the ICC Bridge North directly above the main road "Messedamm": connection between the ICC Berlin and the Berlin exhibition site
Size (w x h)	40.00 m x 4.24 m
Hire Charge	56,490.00 EUR
Production/Installation	4,565.00 EUR
Status	Availability upon request

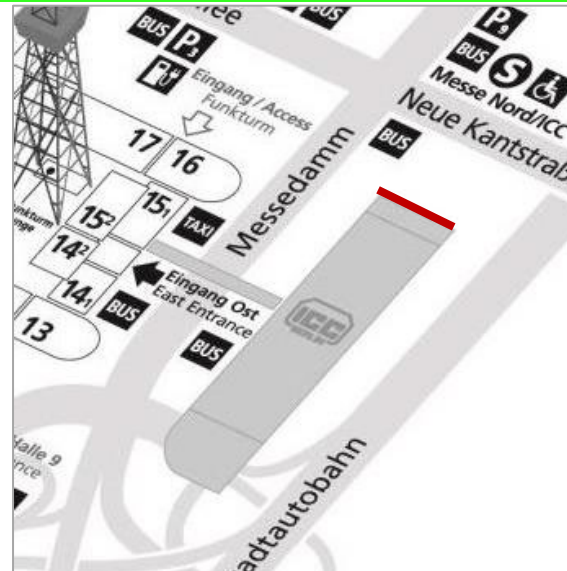
# High Traffic Advertising

**IFA** 100 YEARS



## Banner at the ICC West facing Messedamm

Location	at the ICC West facing Messedamm (see red mark on the left picture)
Size (w x h)	23.80 m x 2.75 m
Hire Charge	19,425.00 EUR
Production/Installation	3,240.00 EUR
Status	Availability upon request



## Banner at the ICC Main Front North facing Neue Kantstr.

Location	at the ICC Main Front North facing Neue Kantstraße (see red mark on the left picture)
Size (w x h)	47.80 m x 2.75 m
Hire Charge	40,850.00 EUR
Production/Installation	4,580.00 EUR
Status	Availability upon request



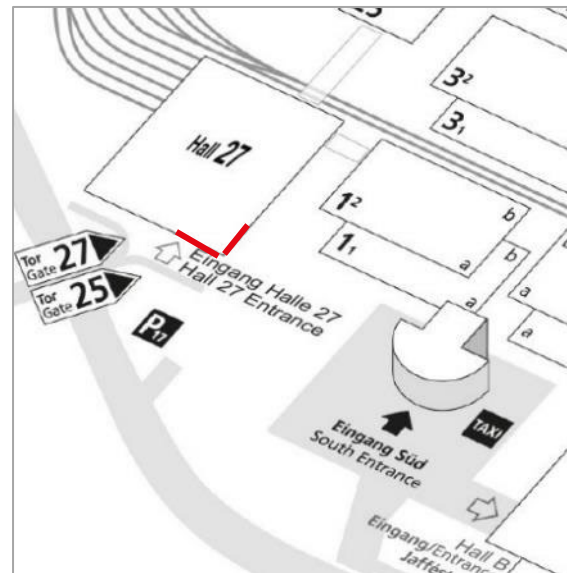
# hub27 Advertising

**IFA** 100 YEARS



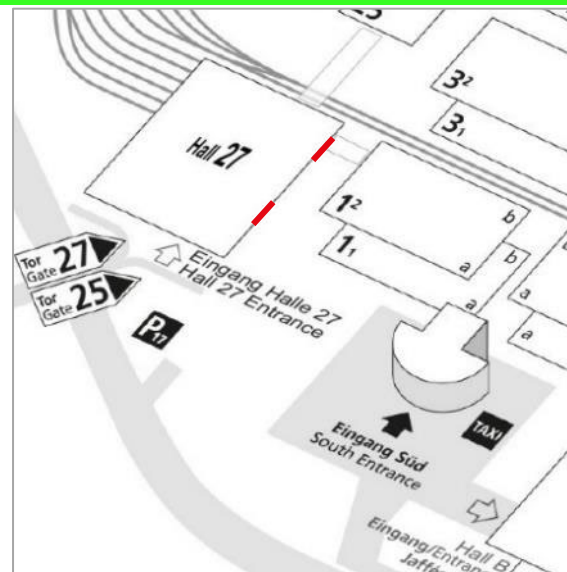


# hub27 Advertising



## Mega-Banners on the facade of hub27

Location	banners on the facade of hub27 (see yellow marks on the left photo) facing Main Road/ "Jafféstraße" and car park/ Entrance South/ hall 1 other sizes, positions and formats possible
Size (w x h)	e.g. position 1: approx. 17.35 m x 5.75 m e.g. position 2: approx. 19.60 m x 5.75 m
Hire Charge	e.g. position 1: 33,275.00 EUR e.g. position 2: 37,590.00 EUR
Production/ Installation	e.g. position 1: 6,345.00 EUR e.g. position 2: 5,630.00 EUR
Status	Availability upon request



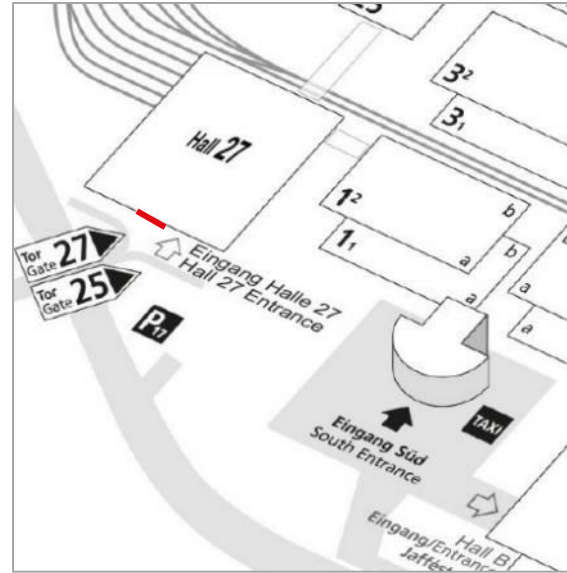
## Mega-Banners on the facade of hub27, East Side

Location	banners on the facade of hub27 facing Entrance South and Hall 1 (see yellow marks on the left photo) other sizes, positions and formats possible
Size (w x h)	e.g. position 3: approx. 7.30 m x 14.95 m e.g. position 4: approx. 7.05 m x 14.95 m
Hire Charge	e.g. position 3: 36,405.00 EUR e.g. position 4: 35,155.00 EUR
Production/ Installation	e.g. position 3: 5,490.00 EUR e.g. position 4: 5,370.00 EUR
Status	Availability upon request



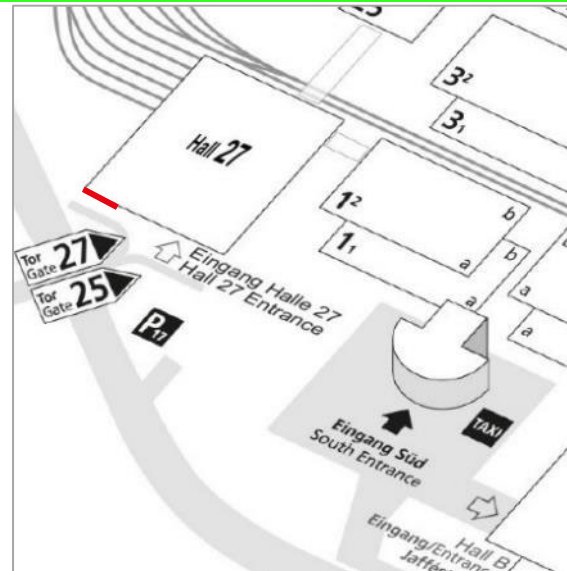
# hub27 Advertising

**IFA** 100 YEARS



## Mega-Banners on the facade of hub27, South Side

Location	banner on the facade of hub27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	e.g. position 5: approx. 8.60 m x 5.75 m
Hire Charge	e.g. position 5: 18,485.00 EUR
Production/ Installation	e.g. position 5: 4,700.00 EUR
Status	Availability upon request

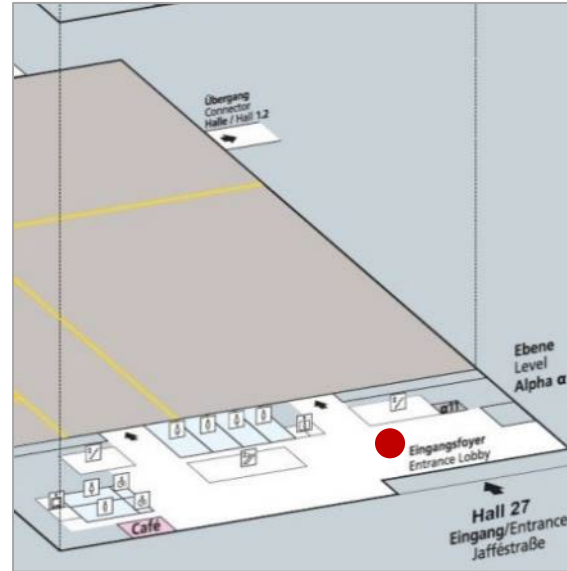


## Mega-Banners on the facade of hub27, South Side

Location	banner on the facade of hub27 (see yellow mark on the left photo) facing Main Road/ "Jafféstraße" and car park other sizes, positions and formats possible
Size (w x h)	e.g. position 6: approx. 17.35 m x 15.00 m
Hire Charge	e.g. position 6: 86,806.00 EUR
Production/ Installation	e.g. position 6: 12,910.00 EUR
Status	Availability upon request

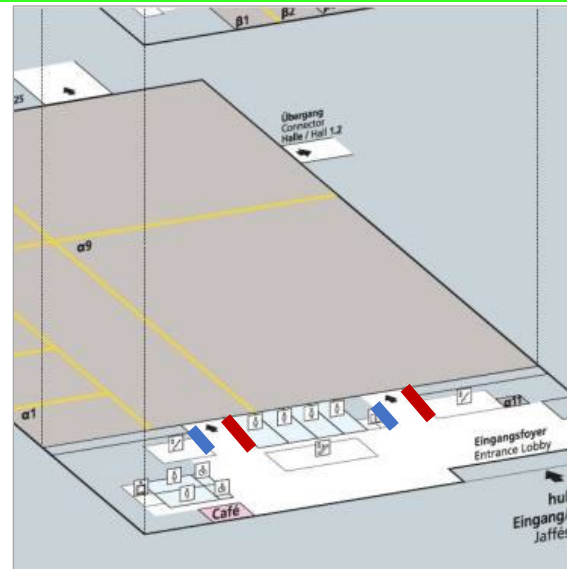
# hub27 Advertising

**IFA** 100 YEARS



## Hanging Banners in the Entrance Lobby, each 2-sided

Location	hanging banners in the Entrance Lobby – e.g. in front of the entrance/ exit other positions and formats on demand
Size (w x h)	e.g. 9.45 m x 2.00 m per side
Hire Charge	e.g. 27,265.00 EUR per double-sided banner
Production/ Installation	e.g. 2,520.00 EUR per double-sided banner
Status	Availability upon request

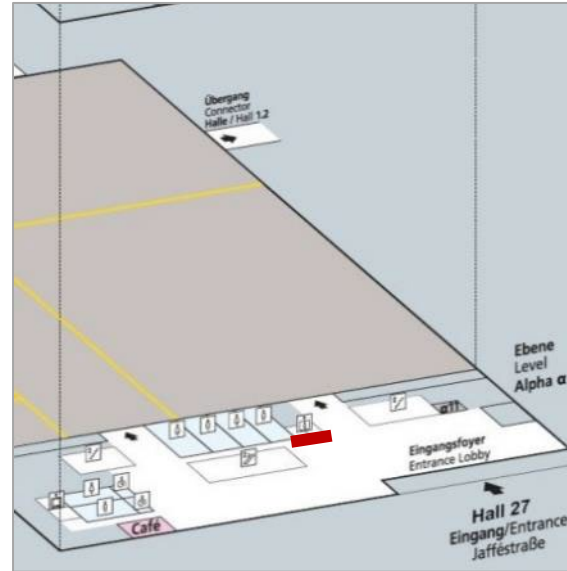


## Entrance Banners to the Event Hall A

Location	banners on the walls next to the two entrances to the Event Hall – Alpha Level: left and right side
Size (w x h)	left banners: 5.00 m x 3.10 m (see blue marks on the left map) right banners: 6.50 m x 3.10 m (see red marks on the left map)
Hire Charge	left banners: 8,650.00 EUR each right banners: 14,065.00 EUR each
Production/ Installation	left banners: 1,450.00 EUR each right banners: 1,970.00 EUR each
Status	Availability upon request

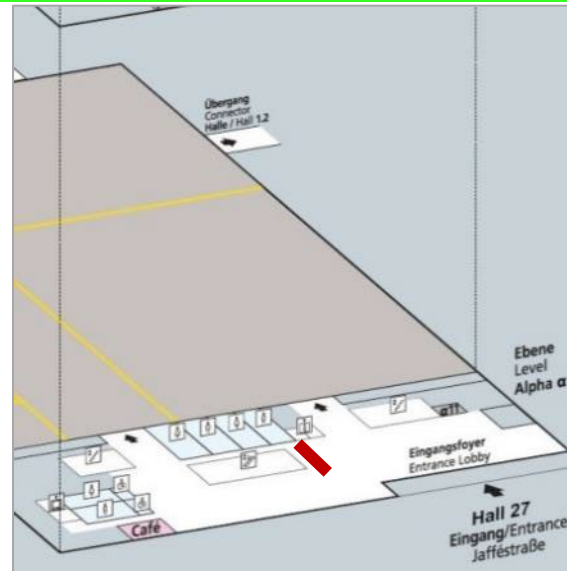


# hub27 Advertising



## Banner above the elevator in the Entrance Foyer

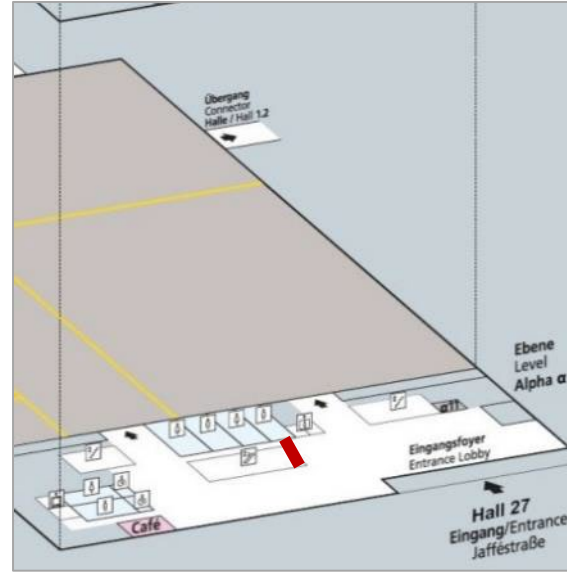
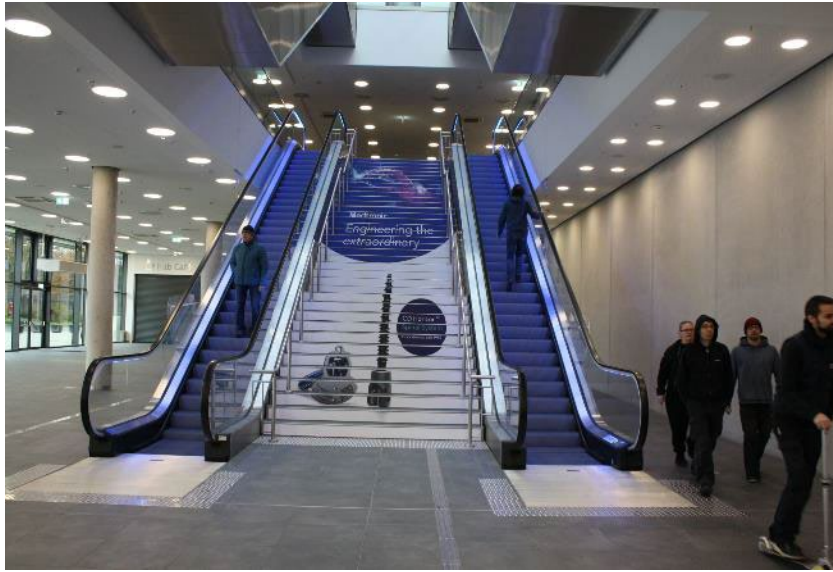
Location	banner above the elevator and next to the entrance to the Event Hall in the entrance foyer (see red mark on the left photo) other positions and formats on demand
Size (w x h)	e.g. 9.40 m x 1.90 m per banner
Hire Charge	e.g. 14,850.00 EUR per banner
Production/ Installation	e.g. 2,055.00 EUR per banner
Status	Availability upon request



## Hanging Banner in front of the stairs to the Beta Level

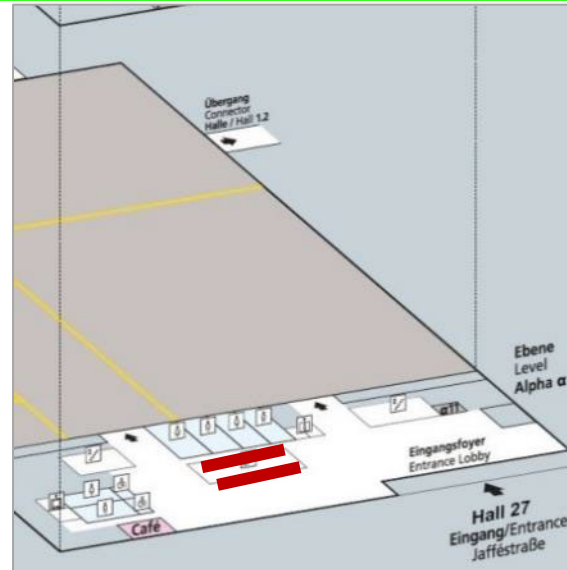
Location	hanging banner in the entrance foyer of hub 27 in front of the escalators and stairs – double-sided
Size (w x h)	7.00 m x 0.992 m per side
Hire Charge	10,940.00 EUR per double-sided banner
Production/ Installation	1,750.00 EUR per double-sided banner
Status	Availability upon request

# hub27 Advertising



## Stair Graphics on the Steps to the Beta Level

Location	stairs leading from the entrance lobby up to level Beta
Size (w x h)	2.88 m x 0.145 m per step graphic (37 steps in total)
Hire Charge	15,910.00 EUR for 37 steps
Production/ Installation	1,345.00 EUR for 37 steps
Status	Availability upon request



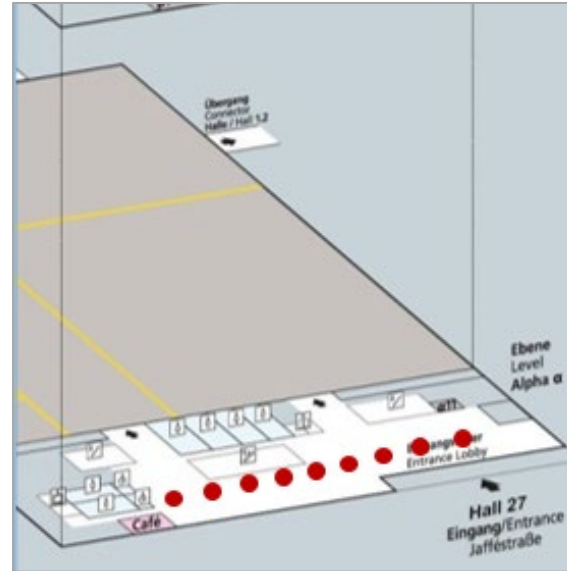
## Balustrade Graphics at the Escalators to the Beta Level

Location	next to the stairs leading to level Beta from the entrance lobby
Size (w x h)	approx. 50 m <sup>2</sup> per escalator, i.e. for 2 balustrades
Hire Charge	9,975.00 EUR per escalator, i.e. for 2 balustrades
Production/ Installation	4,470.00 per escalator, i.e. for 2 balustrades
Status	Availability upon request



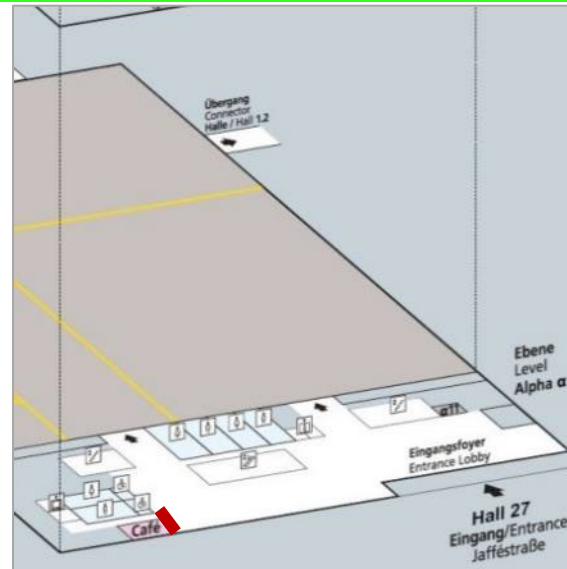
# hub27 Advertising

**IFA** 100 YEARS



## Pillar Brandings, 4-sided

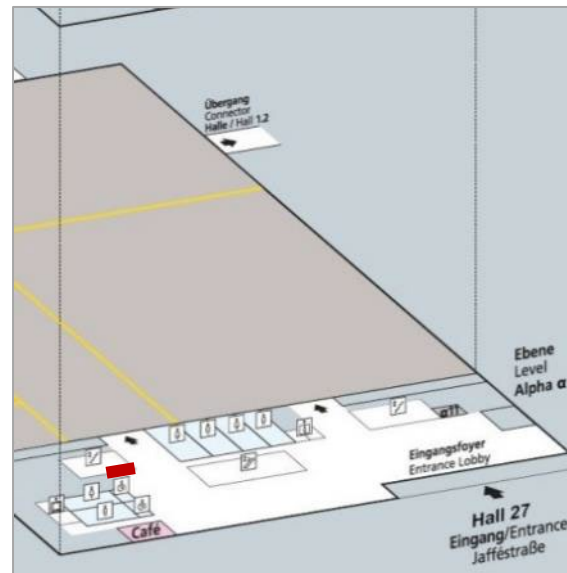
Location	branding of 9 pillars in the entrance lobby, each 4-sided
Size (w x h)	approx. 0.60 m x 4.10 m per pillar other sizes on demand
Hire Charge	3,930.00 EUR per pillar branding
Production/ Installation	1,475.00 EUR per pillar branding
Status	Availability upon request



## Banner next to the hub-Café

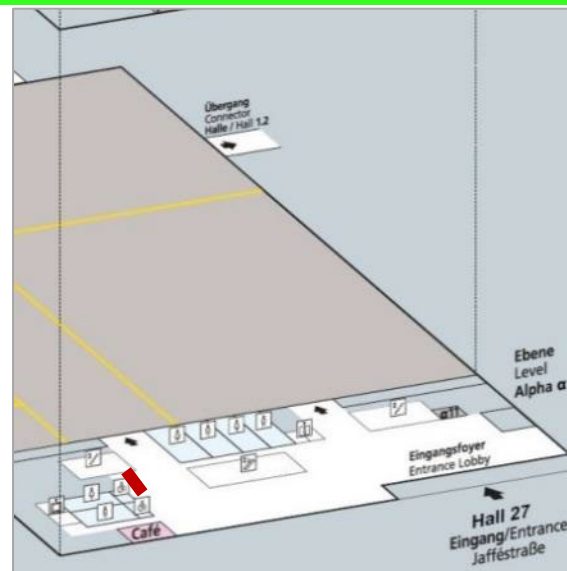
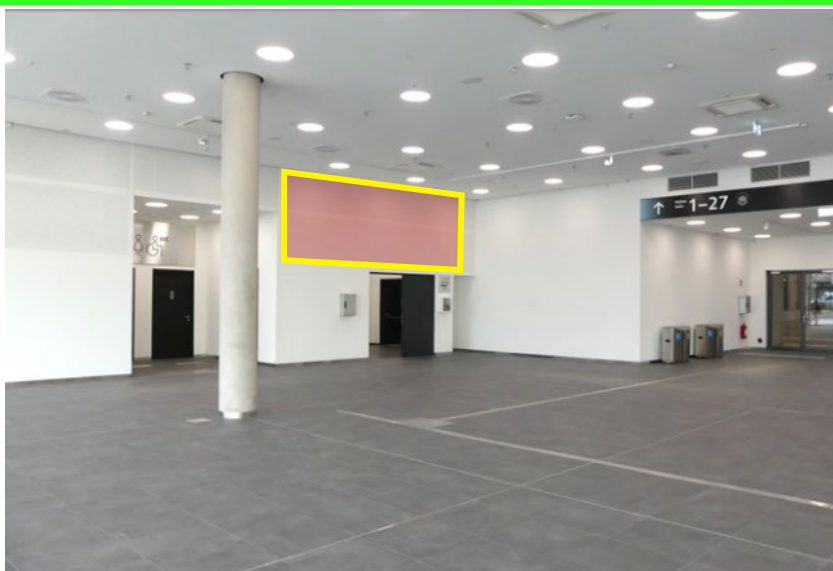
Location	in the entrance lobby of hub27 next to the hub-café entrance (see yellow mark on the left photo)
Size (w x h)	approx. 4.75 m x 1.90 m
Hire Charge	7,108.00 EUR
Production/ Installation	1,210.00 EUR
Status	Availability upon request

# hub27 Advertising



## Banner next to the Event Hall on the left hand side

Location	banner in the entrance lobby of hub27 beside the hall entrance on the left hand side (see marks on the left photo and map)
Size (w x h)	approx. 5.20 m x 1.90 m
Hire Charge	6,770.00 EUR
Production/ Installation	1,210.00 EUR
Status	Availability upon request



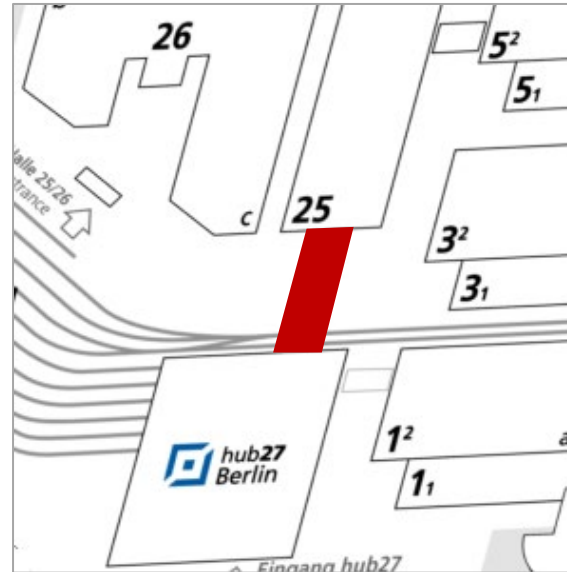
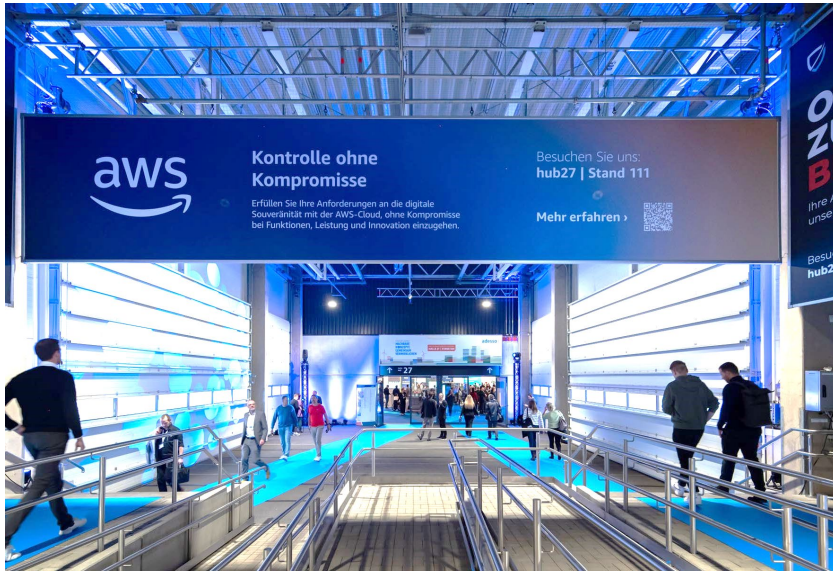
## Banner next to the Hall Entrance

Location	in the entrance lobby of hub27 beside the hall entrance (see marks on the left photo and map)
Size (w x h)	approx. 6.70 m x 1.90 m
Hire Charge	9,555.00 EUR
Production/ Installation	1,560.00 EUR
Status	Availability upon request



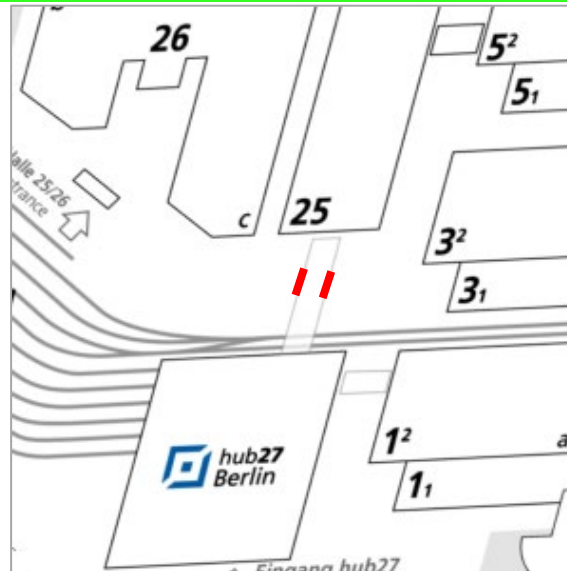
# hub27 Advertising

**IFA** 100 YEARS



## Passageway Banners between hub27 and Hall 25, 2-sided

Location	up to 3 passageway banners between hub27 and Hall 25, each 2-sided (see red mark on the left map)
Size (w x h)	e.g. 10.60 m x 2.00 m, 2-sided other sizes and formats possible
Hire Charge	e.g. 29,325.00 EUR per 2-sided banner
Production/Installation	e.g. 2,290.00 EUR per 2-sided banner
Status	Availability upon request

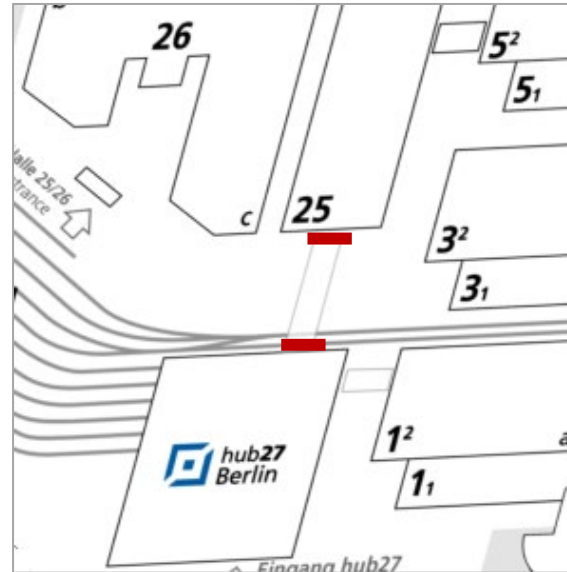


## 2 lateral Passageway Banners between hub27 and Hall 25

Location	2 lateral passageway banners between hub27 and Hall 25 (see red marks on the left map)
Size (w x h)	5.05 m x 3.50 m per banner
Hire Charge	12,225.00 EUR per banner
Production/Installation	825.00 EUR per banner
Status	Availability upon request

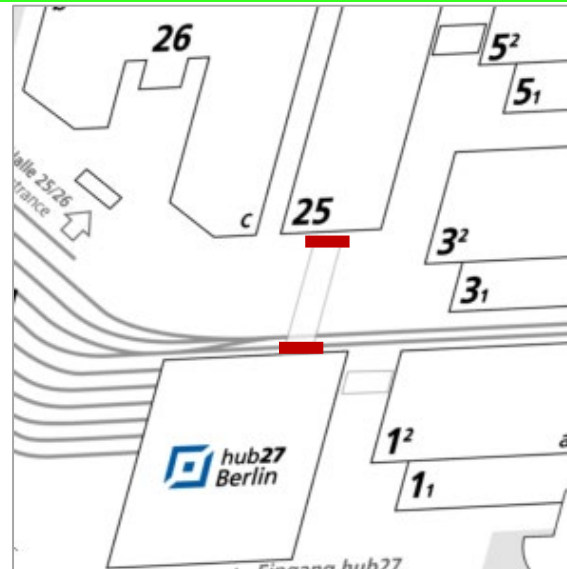
# hub27 Advertising

**IFA** 100 YEARS



## Option A: 2 Entrance Banners to hub27 and Hall 25

Location	2 Entrance banners in the passageway between hub 27 and Hall 25, each 1-sided (see red marks on the left map)
Size (w x h)	10.60 m x 2.00 m per banner
Hire Charge	16.120.00 EUR per banner
Production/Installation	1,515.00 EUR per banner
Status	Availability upon request

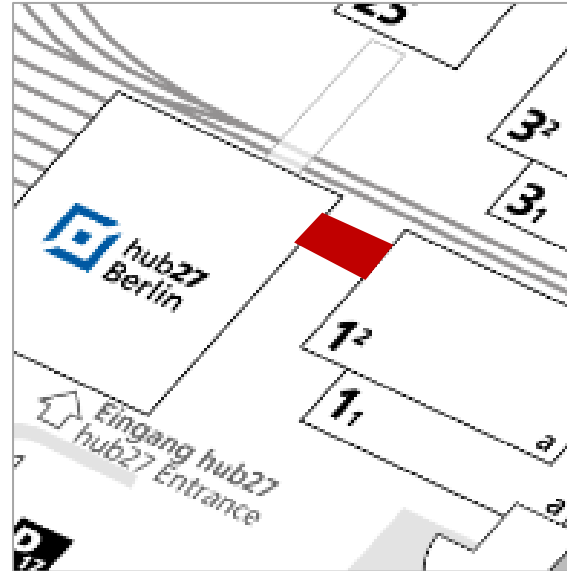


## Option B: 2 Entrance Banners to hub27 and Hall 25

Location	2 Entrance banners in the passageway between hub 27 and Hall 25, each 1-sided (see red marks on the left map)
Size (w x h)	6.05 m x 1.45 m per banner
Hire Charge	6.750.00 EUR per banner
Production/Installation	920.00 EUR per banner
Status	Availability upon request

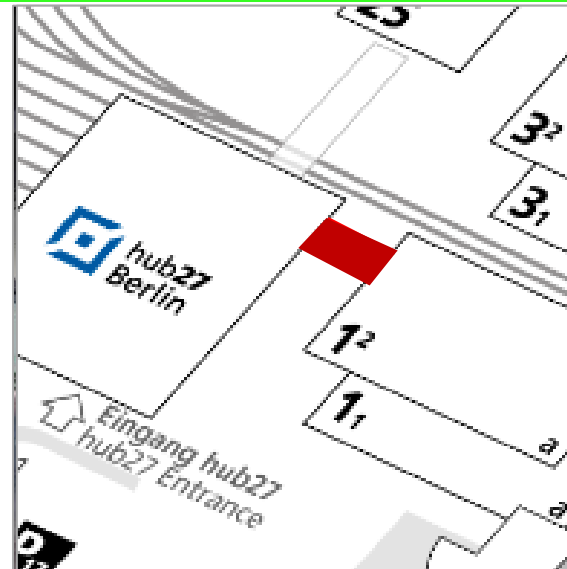
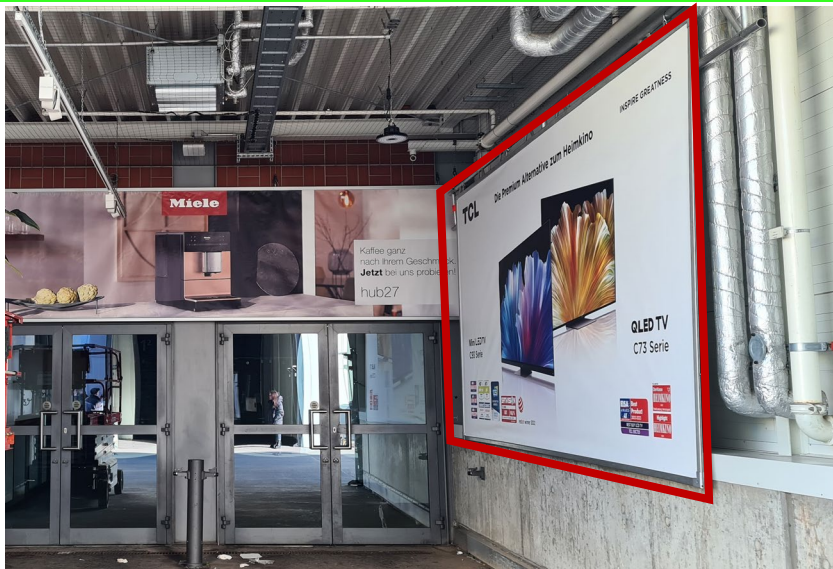


# hub27 Advertising



## Passageway Banners between hub27 and Hall 1.2

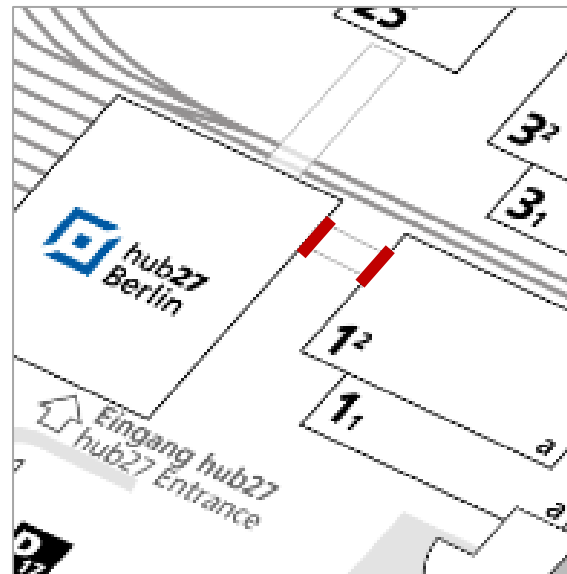
Location	up to 3 passageway banners between hub27 and Hall 1.2, each 2-sided (see red mark on the left map)
Size (w x h)	e.g. 6.50 m x 1.50 m per double-sided banner other sizes and formats possible
Hire Charge	e.g. 12,490.00 EUR per double-sided banner
Production/Installation	1,335.00 EUR per banner, each 2 sided
Status	Availability upon request



## Lateral Passageway Banners between hub27 and Hall 1.2

Location	up to 8 lateral passageway banners between hub27 and Hall 1.2 (see red mark on the left map and photo)
Size (w x h)	e.g. approx. 5.00 m x 2.50 m other sizes and formats are possible
Hire Charge	e.g. 8,646.00 EUR per banner
Production/Installation	e.g. 735.00 EUR per banner
Status	Availability upon request

# hub27 Advertising



## 2 Entrance Banners between hub27 and Hall 1.2

Location	2 entrance banners at the entrances to hub27 and Hall 1.2, each 1-sided(see red marks on the left map)
Size (w x h)	Entrance banner Hall 1.2: 6.00 m x 1.10 m Entrance banner hub27: 6.50 m x 1.50m
Hire Charge	Entrance banner Hall 1.2: 4,675.00 EUR Entrance banner hub27: 6,752.00 EUR
Production/ Installation	Entrance banner Hall 1.2: 735.00 EUR Entrance banner hub27: 920.00 EUR
Status	Availability upon request

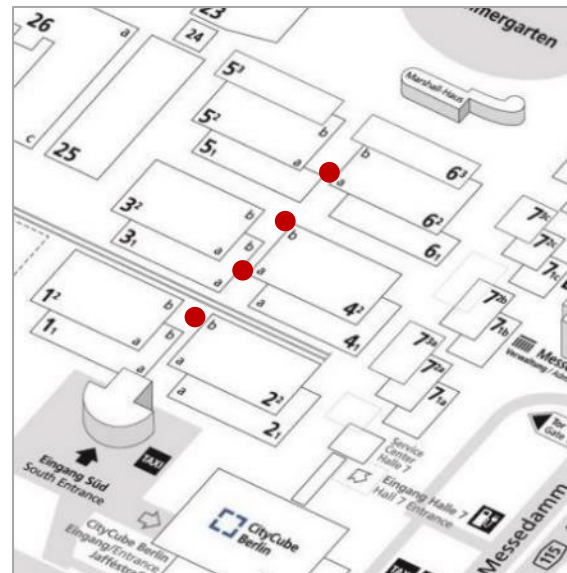
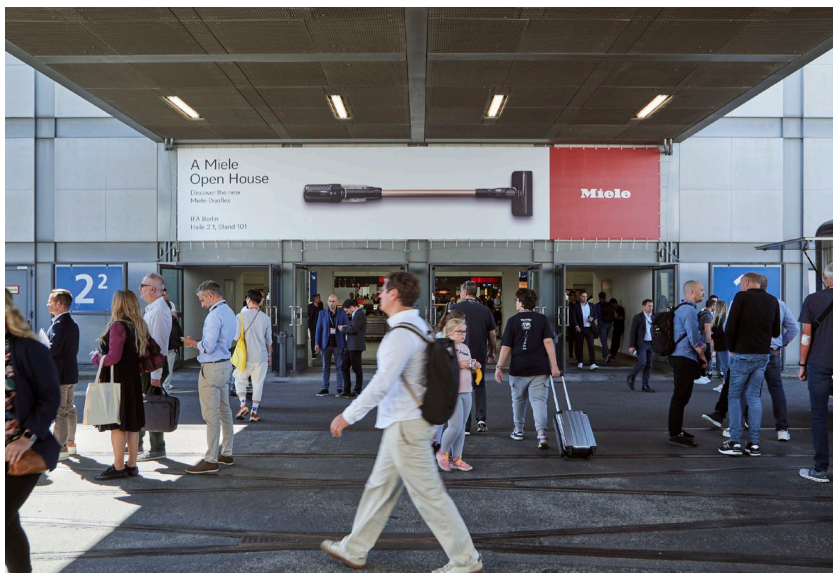


# Specific Hall Advertising



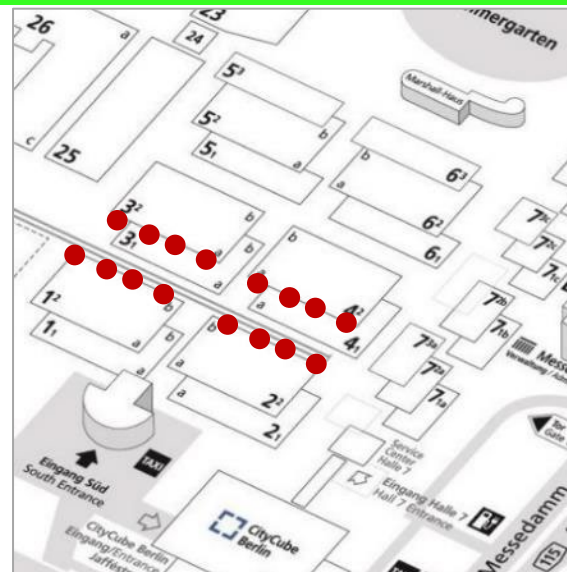


# Specific Hall Advertising



## Up to 4 Entrance Banners to Middle Foyers

Location	directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2/ 6.2
Size (w x h)	11.50 m x 2.20 m per banner
Hire Charge	12,550.00 EUR per banner
Production/ Installation	2,340.00 EUR per banner
Status	Availability upon request

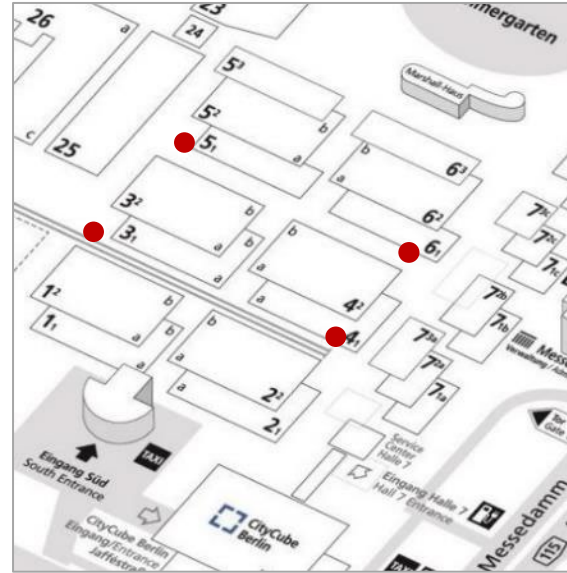


## Up to 12 Banners at the Facades of Halls 1.2 to 4.2

Location	at the facades of Halls 1.2, 2.2, 3.2 and 4.2
Size (w x h)	11.60 m x 5.20 m per banner
Hire Charge	17,485.00 EUR per banner
Production/ Installation	2,790.00 EUR per banner
Status	Availability upon request

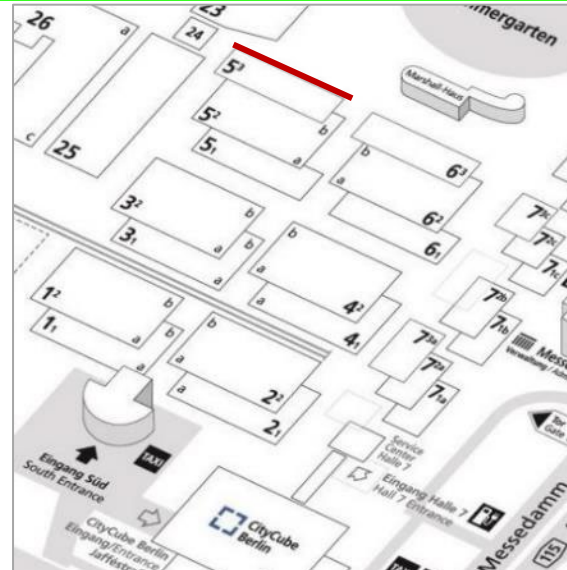


# Specific Hall Advertising



## Up to 4 Entrance Banners to Middle Foyers

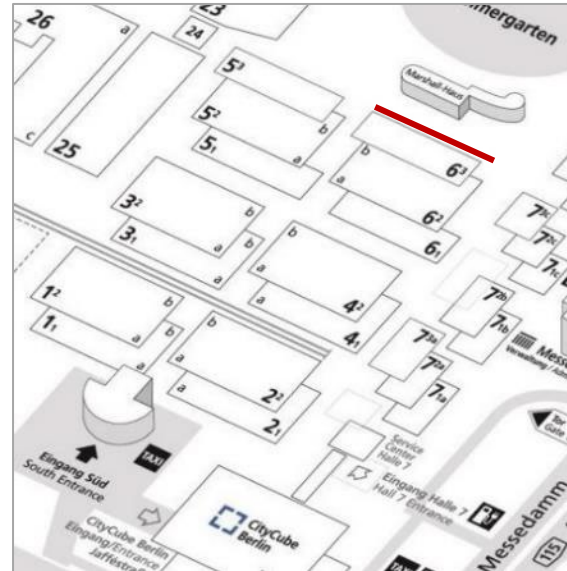
Location	at the bridges between Halls 1.2 and 3.2, 2.2 and 4.2, 3.2 and 5.2 and 4.2 and 6.2
Size (w x h)	max. 23.50 m x 2.50 m per bridge smaller formats possible
Hire Charge	max. 20,565.00 EUR per banner
Production/Installation	max. 4,610.00 EUR per banner
Status	Availability upon request



## Mega-Banners at the Facades of Hall 5.2

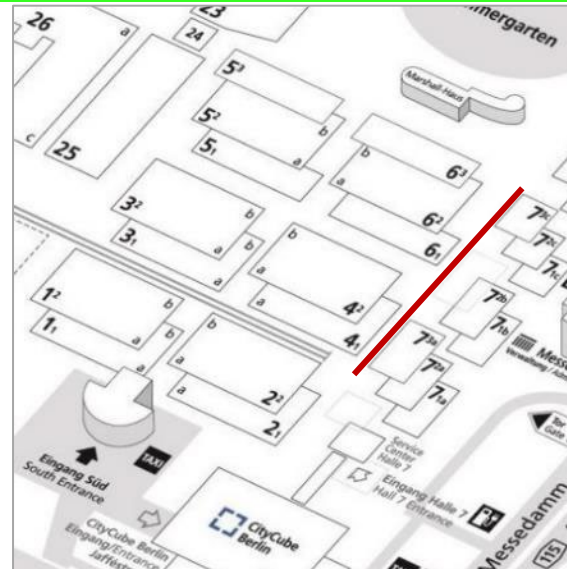
Location	at the facades of Hall 5.2 facing Summer Garden and Hall 23
Size (w x h)	e.g. 11.50 m x 8.50 m other formats possible
Hire Charge	e.g. 18,215.00 EUR per banner
Production/Installation	e.g. 7,305.00 EUR per banner
Status	Availability upon request

# Specific Hall Advertising



## Mega-Banners at the Facades of Hall 6.2

Location	at the facades of Hall 6.2 facing the Summer Garden and Hall 7.2 Important Note: Subject to the structural conditions and fire regulations.
Size (w x h)	e.g. 29.50 m x 8.50 m e.g. 11.50 m x 8.50 m other formats possible
Hire Charge	e.g. 44,500.00 EUR e.g. 18,215.00 EUR
Production/Installation	e.g. 14,895.00 EUR e.g. 7,305.00 EUR
Status	Availability upon request

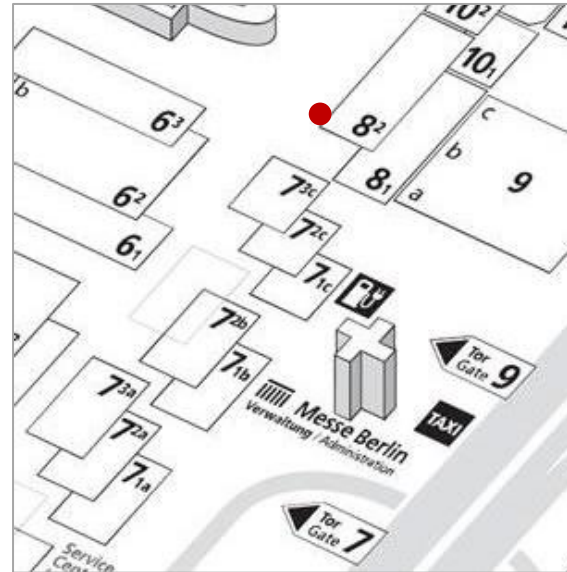


## Mega-Banners at the Facades of Hall 7.2

Location	at the facades of Hall 7.2 facing Halls 2.2, 4.2 and Hall 6.2
Size (w x h)	e.g. 11.50 m x 8.50 m other formats possible
Hire Charge	e.g. 18,215.00 EUR
Production/Installation	e.g. 7,305.00 EUR
Status	Availability upon request



# Specific Hall Advertising



## 1 Mega-Banner at the Facade of Hall 8.2

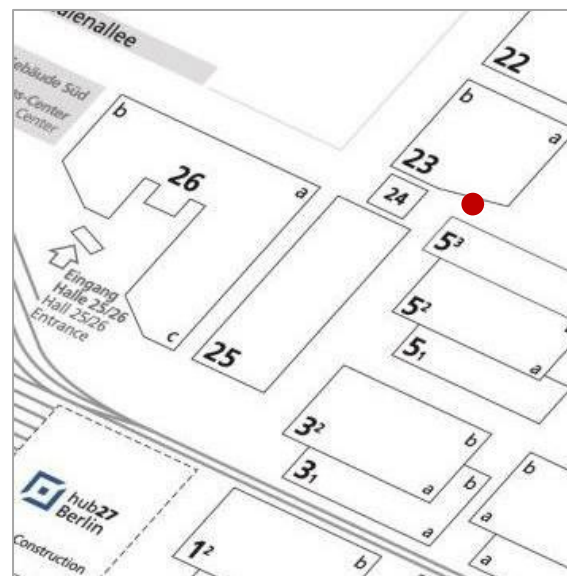
Location	at the facade of Hall 8.2 facing Summer Garden (see yellow mark on the left photo)
Size (w x h)	10.10 m x 5.00 m
Hire Charge	17,036.00 EUR
Production/Installation	2,620.00 EUR
Status	Availability upon request



## 1 Entrance Banner to the Middle Foyer Halls 7.2c / 8.2

Location	directly above the entrance doors to the middle foyer between Halls 7.2c and 8.2 facing Summer Garden and Hall 6.2 (see yellow mark on the left photo)
Size (w x h)	11.50 m x 1.75 m
Hire Charge	9,875.00 EUR
Production/Installation	1,725.00 EUR
Status	Availability upon request

# Specific Hall Advertising



## 1 Mega-Banner at the Facade of Hall 23

Location	at the facade of Hall 23 facing Halls 5.2 and 25
Size (w x h)	26.40 m x 7.30 m
Hire Charge	45,900.00 EUR
Production/ Installation	7,695.00 EUR
Status	Availability upon request



## 1 Mega-Banner at the Facade of Hall 25

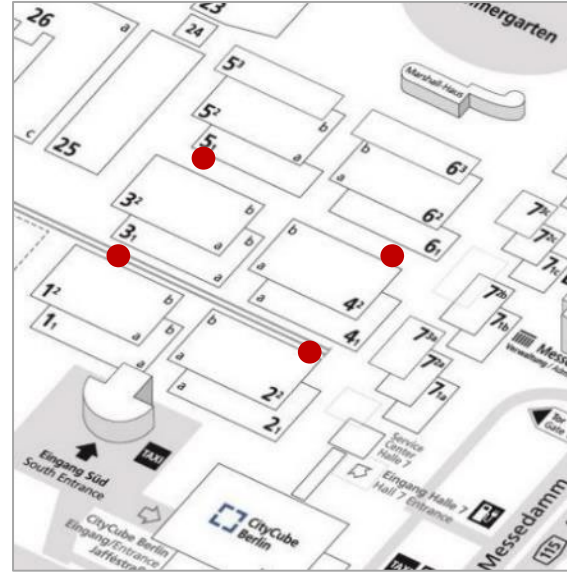
Location	at the facade of Hall 25 facing Hall 5.2 and the Summer Garden
Size (w x h)	11.30 m x 11.30 m
Hire Charge	27,226.00 EUR
Production/ Installation	5,180.00 EUR
Status	Availability upon request



# Specific Hall Advertising



**NEW**

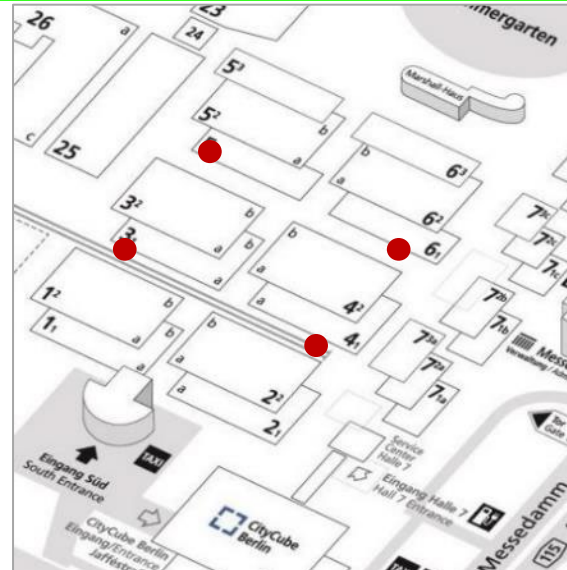


## Up to 12 UltraStretched Displays GUIDING SYSTEM CENTRAL

- 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 in the GUIDING SYSTEM in the walkway to the next middle foyer
- Technical Specs** UltraStretched Displays in the GUIDING SYSTEM **CENTRAL**  
size: 2158 x 348mm  
display 1 x 3840 x 2160 Pixel or 2 x 1920 x 1080Pixel side by side
- Special Combi Price** on demand
- Status** Availability upon request



**NEW**



## Up to 18 UltraStretched Displays GUIDING SYSTEM HALL ENTRANCES

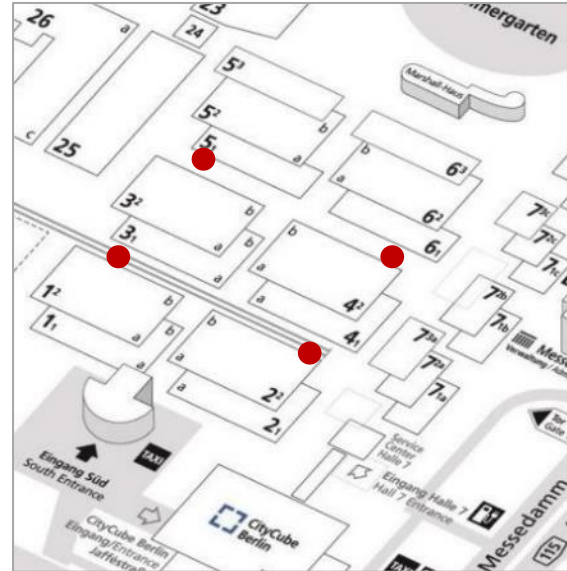
- Location** in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as Halls 5.2a and 6.2a directly in the GUIDING SYSTEM above the entrances to the respective Halls (see red mark on the left photo)
- Technical Specs** UltraStretched Displays in the GUIDING SYSTEM **HALL ENTRANCES**  
size: 2158 x 348mm  
display 1 x 3840 x 2160 Pixel or 2 x 1920 x 1080Pixel side by side
- Special Combi Price** on demand
- Status** Availability upon request.  
Only available for exhibitors in the respective Halls.



# Specific Hall Advertising



**option A**



## Banners in the lateral Passageways of Halls 1.1 to 6.1

Location	in the passageways of Halls 1.1/ 3.1 and 2.1/ 4.1: 8 banners per passageway in the passageways of Halls 3.1/ 5.1 and 4.1/ 6.1: 6 banners per passageway
Size (w x h)	<b>option A:</b> 3.00 m x 3.00 m per banner <b>option B:</b> 5.00 m x 3.90 m per banner
Hire Charge	<b>option A:</b> 5,355.00 EUR per banner <b>option B:</b> 11,046.00 EUR per banner
Production/ Installation	<b>option A:</b> 610.00 EUR per banner <b>option B:</b> 1,180.00 EUR per banner
Status	Availability upon request



**option A**



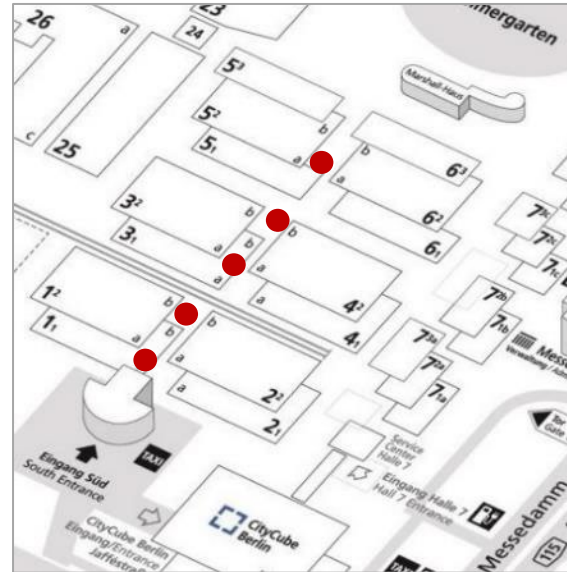
**option B**



**option B**

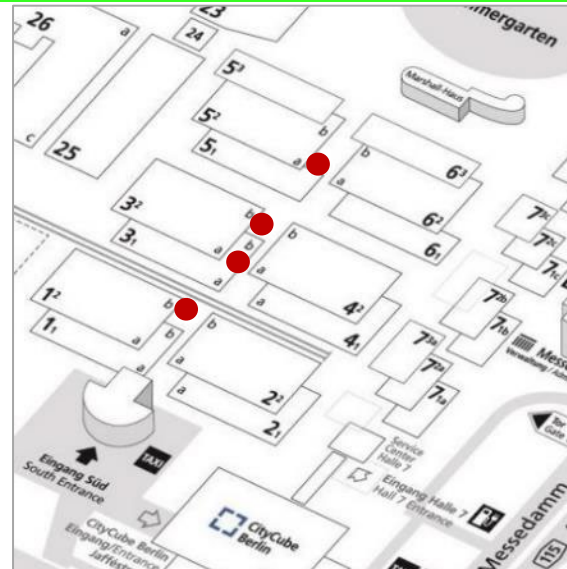


# Specific Hall Advertising



## Hanging Banners Middle Foyers, each 2-sided

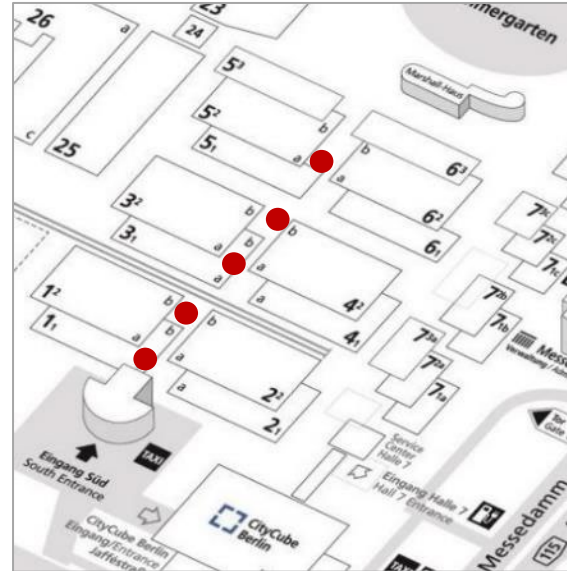
Location	in the middle foyers of Halls 1.2/2.2 and 3.2/4.2 (in each case a and b) as well as 5.2a/6.2a directly above the escalators and staircases – Up to 4 banners can be installed side by side. 3 banners are destined for IFA advertising and 1 banner per foyer is reserved for exhibitor advertising
Size (w x h)	2.00 m x 3.00 m per double-sided banner (print on front and back side)
Hire Charge	6,605.00 EUR per double-sided banner
Production/Installation	435.00 EUR per double-sided banner
Status	Availability upon request



## 8 Poster Showcases between Halls 1.2 to 6.2, unlighted

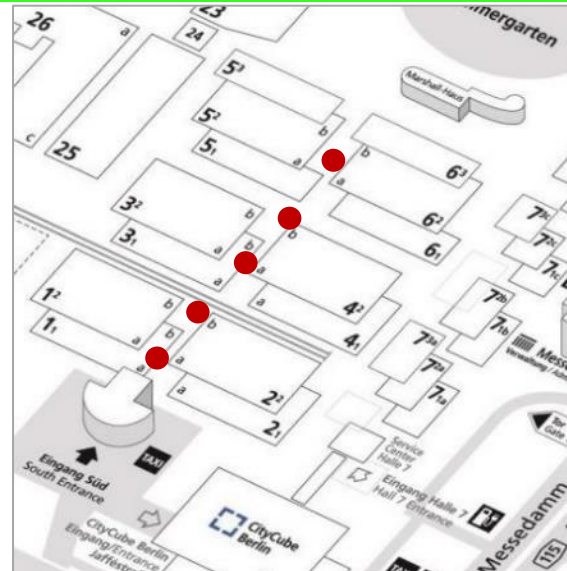
Location	<ul style="list-style-type: none"> <li>- exit area middle foyer Halls 1.2/ 2.2: 2 showcases</li> <li>- entrance area middle foyer Halls 3.2/ 4.2: 2 showcases</li> <li>- exit area middle foyer Halls 3.2/ 4.2: 2 showcases</li> <li>- entrance area middle foyer Halls 5.2/ 6.2: 2 showcases</li> </ul>
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	678.00 EUR per poster
Production/Installation	150.00 EUR per poster
Status	Availability upon request

# Specific Hall Advertising



## Option A: Entrance Banners in the Middle Foyers Halls 1.2 to 6.2a

Location	in the middle foyers at entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	2.00 m x 2.00 m per banner
Hire Charge	2,426.00 EUR per banner
Production/Installation	335.00 EUR per banner
Status	Availability upon request

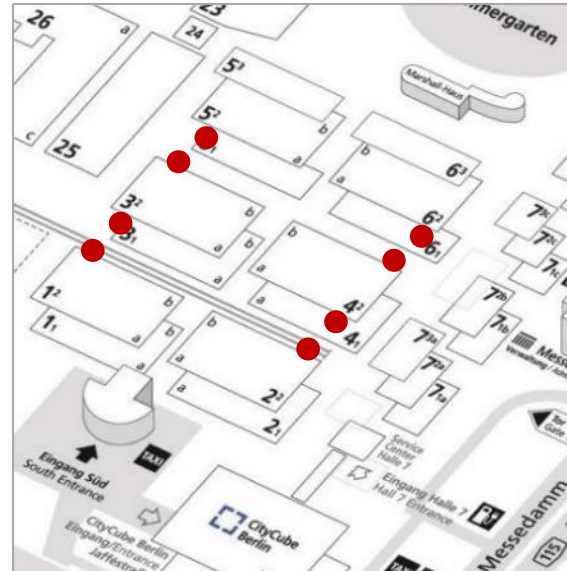
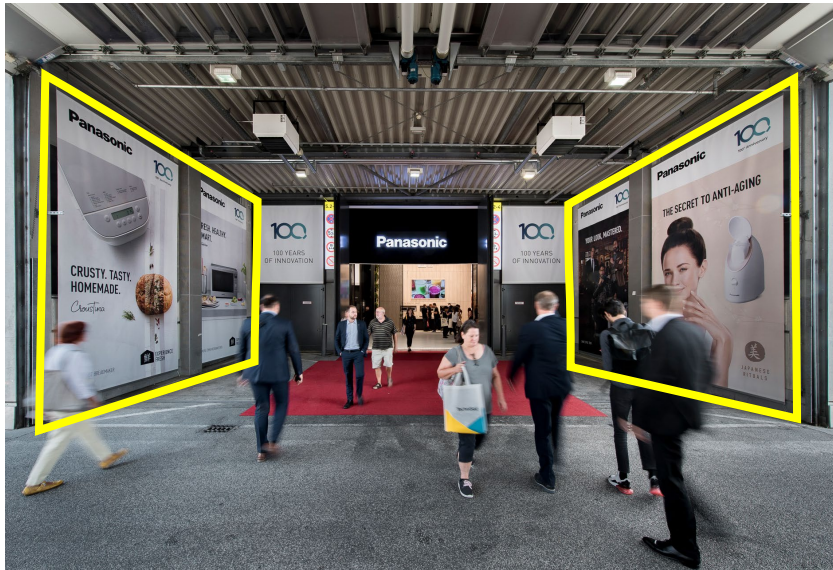


## Option B: Entrance Brandings in the Middle Foyers Halls 1.2 to 6.2a

Location	in the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a
Size (w x h)	1 entrance branding consists of: 1 horizontal banner with approx. 23.40 m x 2.52 m 2 lateral banners on the left and right: approx. 2.50 m x 2.52 m for each side
Hire Charge	32,215.00 EUR per entrance branding
Production/Installation	7,870.00 EUR per entrance branding
Status	Availability upon request

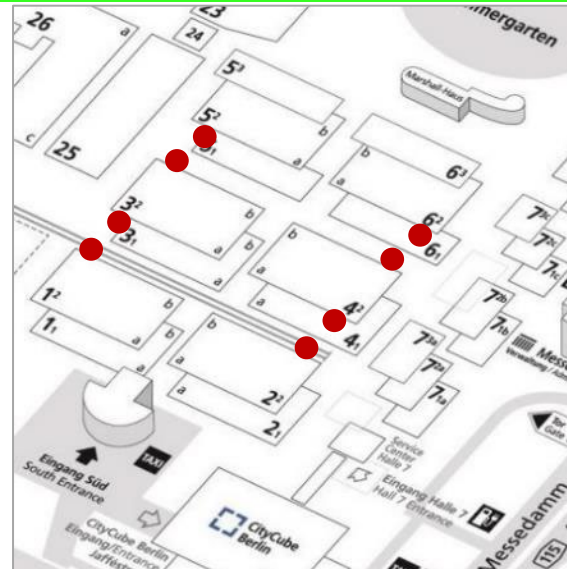
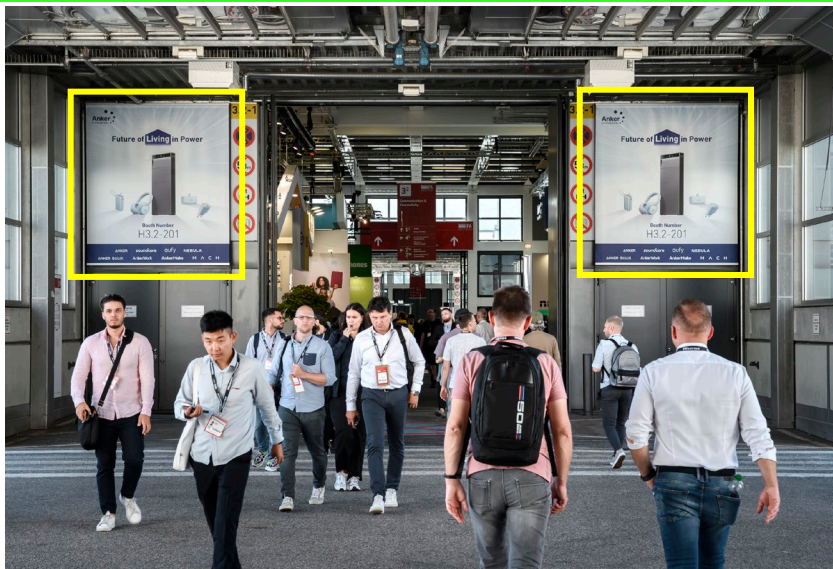


# Specific Hall Advertising



## Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

Location	at the outer sides of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways
Size (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance)
Hire Charge	15,015.00 EUR for 4 banners
Production/ Installation	6,480.00 EUR for 4 banners
Status	Availability upon request

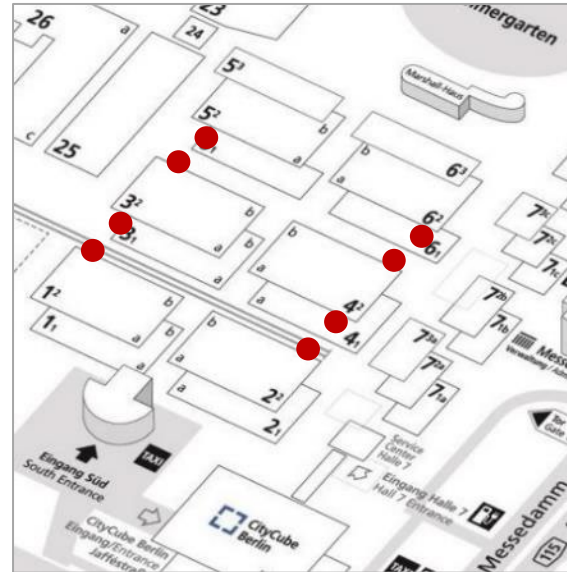


## Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

Location	on the left and right side next to the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways
Size (w x h)	approx. 2.50 m x 2.80 m per banner (2 banners per entrance)
Hire Charge	5,230.00 EUR for 2 banners
Production/ Installation	1,315.00 EUR for 2 banners
Status	Availability upon request

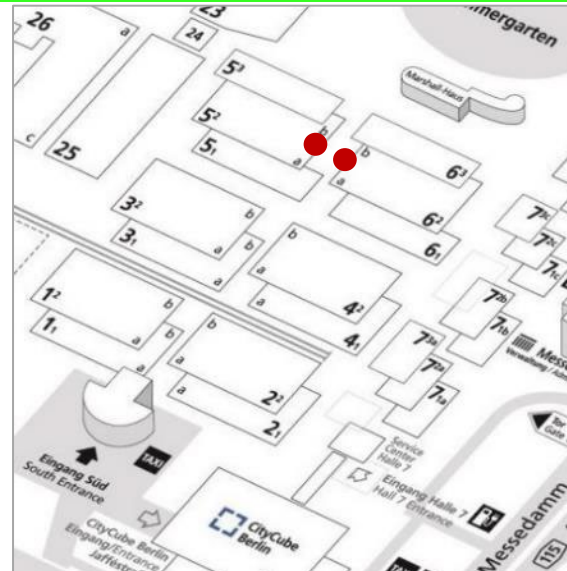


# Specific Hall Advertising



## Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2, 2-sided

Location	in front of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways
Size (w x h)	10.00 m x 1.00 m per side, 2 sides in total (2 banners back to back per entrance)
Hire Charge	7,700.00 EUR for 2 banners back to back
Production/ Installation	3,390.00 EUR for 2 banners back to back
Status	Availability upon request

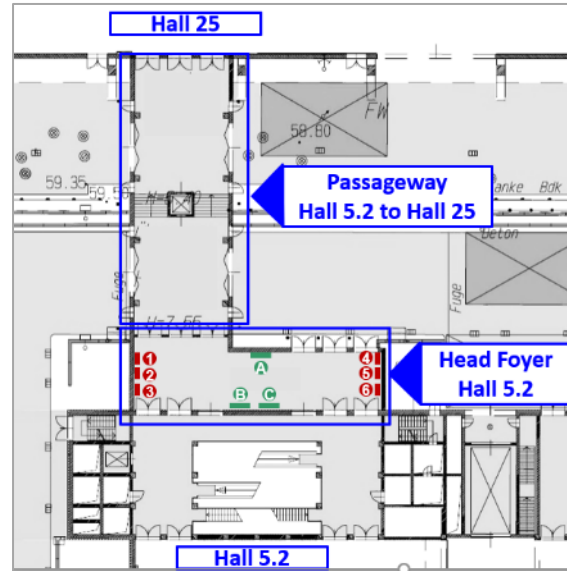
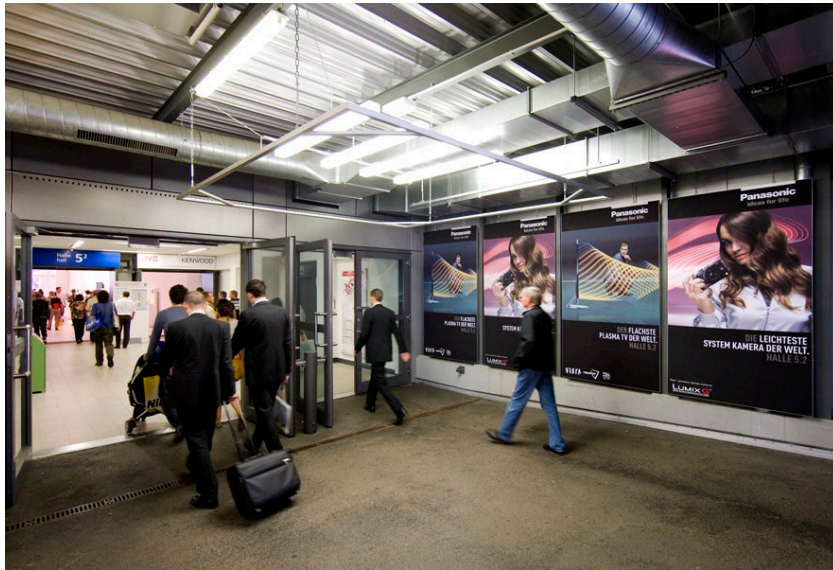


## 2 Wall Brandings in the Middle Foyers of Halls 5.2/ 6.2b

Location	<ul style="list-style-type: none"> <li>- in the middle foyer between the entrance doors of Hall 5.2b</li> <li>- in the middle foyer between the entrance doors of Hall 6.2b</li> </ul>
Size (w x h)	14.60 m x 2.50 m per branding
Hire Charge	15,460.00 EUR per branding
Production/ Installation	3,480.00 EUR per branding
Status	Availability upon request

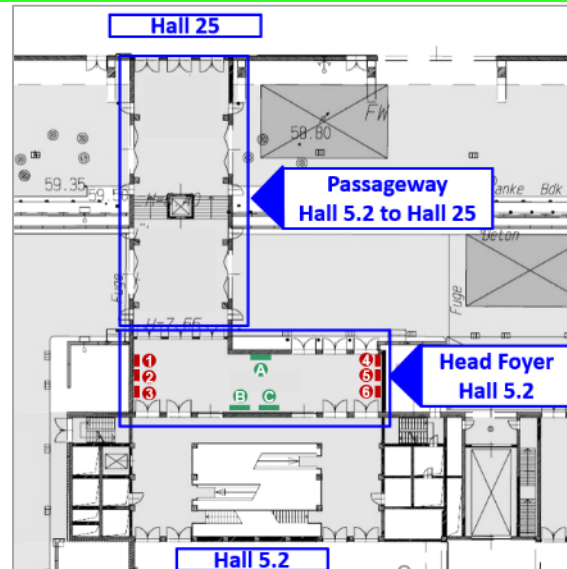


# Specific Hall Advertising



## 6 Lateral Banners Head Foyer of Hall 5.2a towards Hall 25

Location	6 banners in the head foyer of Hall 5.2 as connection to Hall 25: 3 banners at the north and 3 banners at the south side (see red numbers 1 to 6 on the left map)
Size (w x h)	1.30 m x 2.30 m per banner
Hire Charge	7,725.00 EUR for all 6 banners
Production/Installation	1,710.00 EUR for all 6 banners
Status	Availability upon request

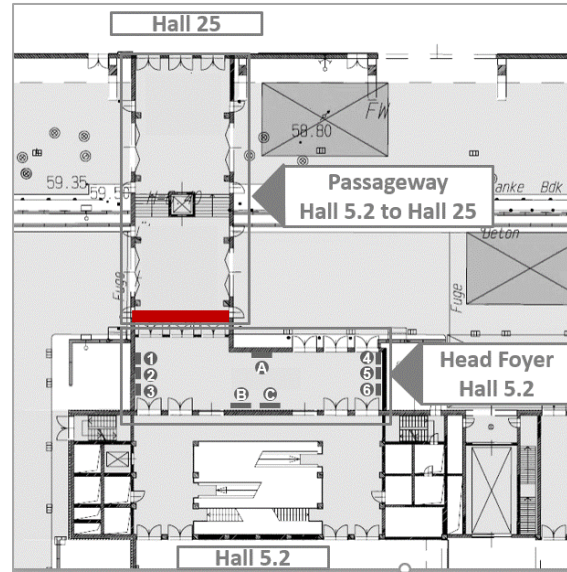


## 3 Lateral Banners Head Foyer of Hall 5.2 towards Hall 25

Location	in the head foyer of Hall 5.2 towards Hall 25: east and west side (see green letters A,B & C on the left map)
Size (w x h)	2.50 m x 2.50 m per banner
Hire Charge	7,128.00 EUR for all 3 banners
Production/Installation	1,645.00 EUR for all 3 banners
Status	Availability upon request

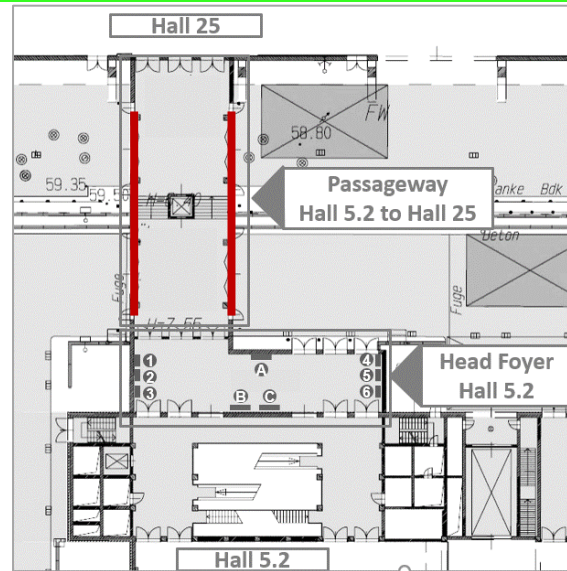


# Specific Hall Advertising



## 1 Entrance Banner leading to Hall 5.2a

Location	at the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a (see red mark on the left map)
Size (w x h)	7.80 m x 3.00 m
Hire Charge	10,050.00 EUR
Production/Installation	1,265.00 EUR
Status	Availability upon request

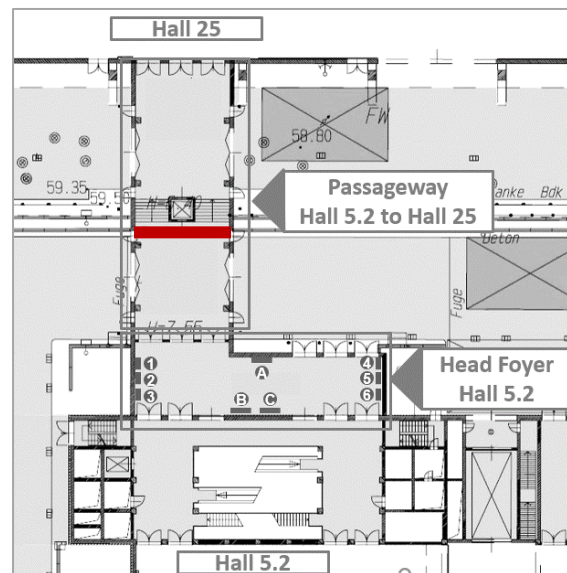
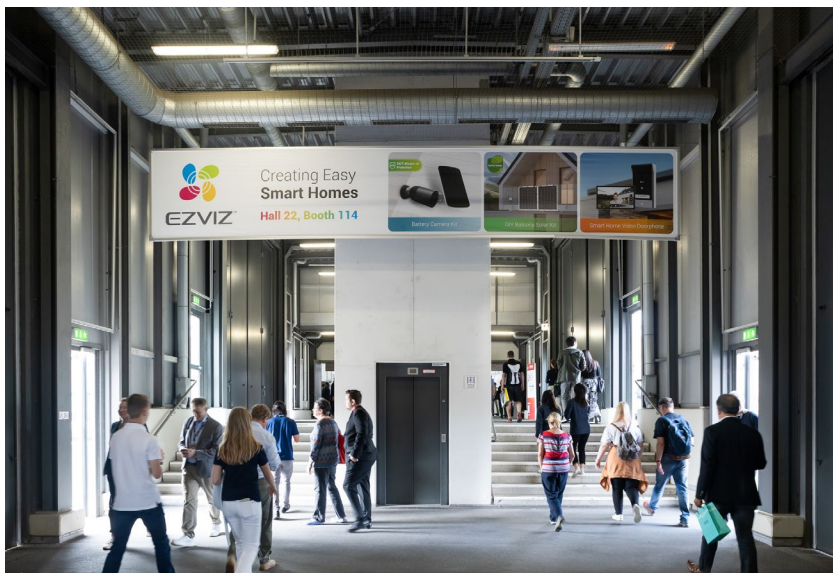


## 8 Lateral Banners in the Passageway

Location	8 banners in the passageway between Halls 5.2a and 25: north and south side (see red marks on the left map)
Size (w x h)	4 banners: 1.30 m x 3.00 m each (2 on the right and 2 on the left) 4 banners: 1.30 m x 1.70 m each (2 on the right and 2 on the left)
Hire Charge	9,625.00 EUR for all 8 banners
Production/Installation	955.00 EUR for all 8 banners
Status	Availability upon request

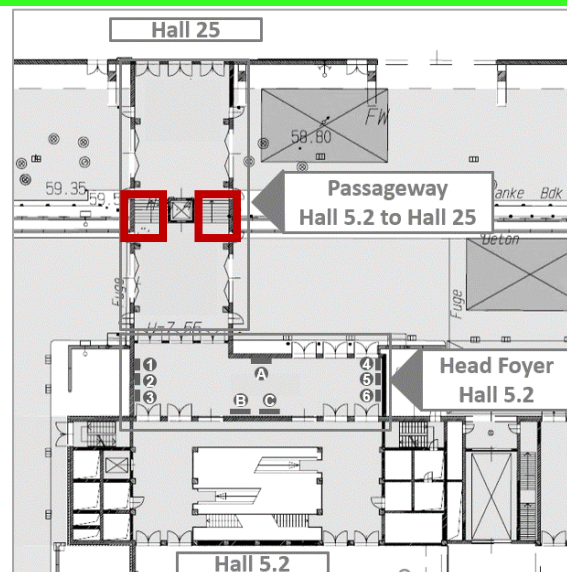


# Specific Hall Advertising



## 1 Passageway Banner leading to Hall 25

Location	in the middle of the passageway to Hall 25 coming from Hall 5.2a (see red mark on the left map)
Size (w x h)	7.80 m x 1.30 m
Hire Charge	4,640.00 EUR
Production/Installation	925.00 EUR
Status	Availability upon request

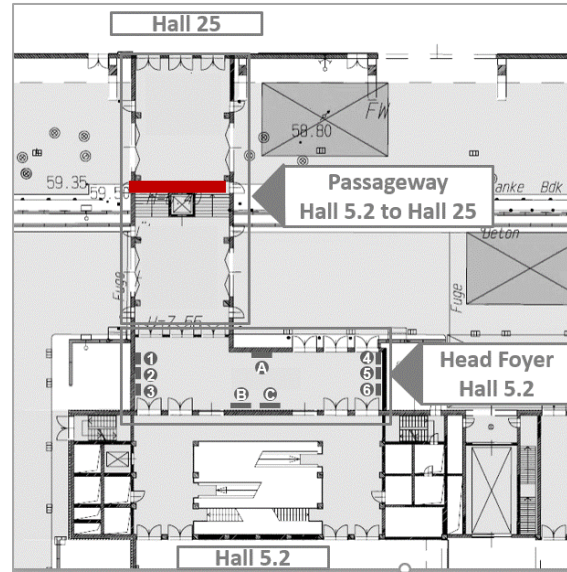


## Stair Branding in the Passageway leading to Hall 25

Location	2 stairs with 8 steps each in the middle of the passageway leading to Hall 25 coming from Hall 5.2a (see red marks on the left map)
Size (w x h)	2 stairs with 8 step graphics each: lowest steps: 3.04 m x 0.10 m each step graphics no. 2 to 8: 3.04 m x 0.14 m each
Hire Charge	2,198.00 EUR for both stairs, i.e. for 16 steps in total
Production/Installation	1,495.00 EUR for both stairs, i.e. for 16 steps in total
Status	Availability upon request

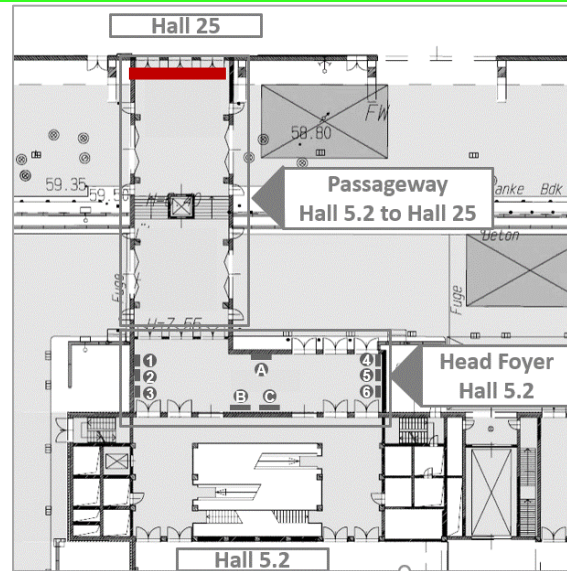


# Specific Hall Advertising



## 1 Passageway Banner leading to Hall 5.2a

Location	In the middle of the passageway to Hall 5.2a coming from Hall 25 (see red mark on the left map)
Size (w x h)	7.80 m x 2.50 m
Hire Charge	8,385.00 EUR
Production/Installation	1,075.00 EUR
Status	Availability upon request

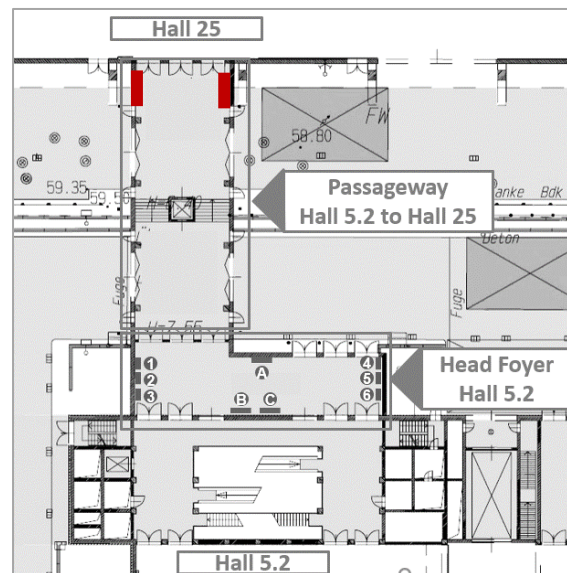
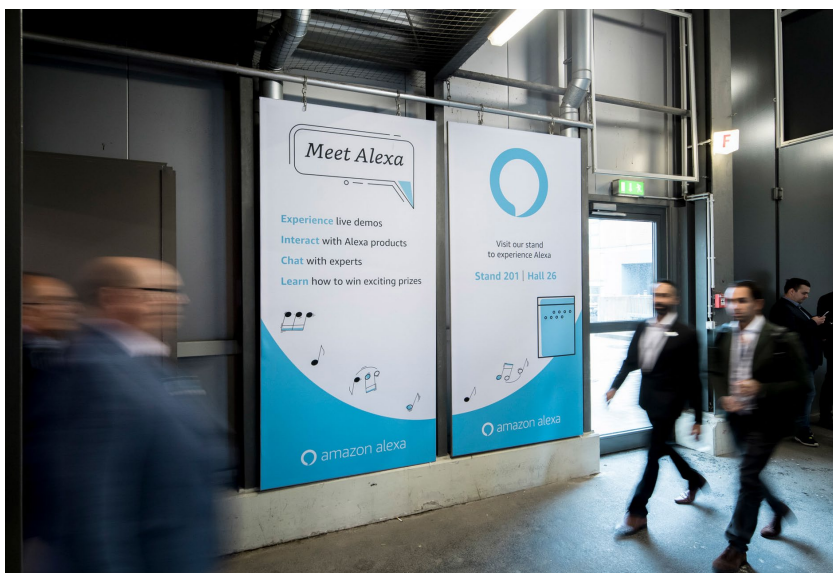


## 1 Entrance Banner to Hall 25

Location	directly above the entrance doors to Hall 25 coming from Hall 5.2a (see red mark on the left map)
Size (w x h)	7.80 m x 2.50 m
Hire Charge	8,385.00 EUR
Production/Installation	1,075.00 EUR
Status	Availability upon request

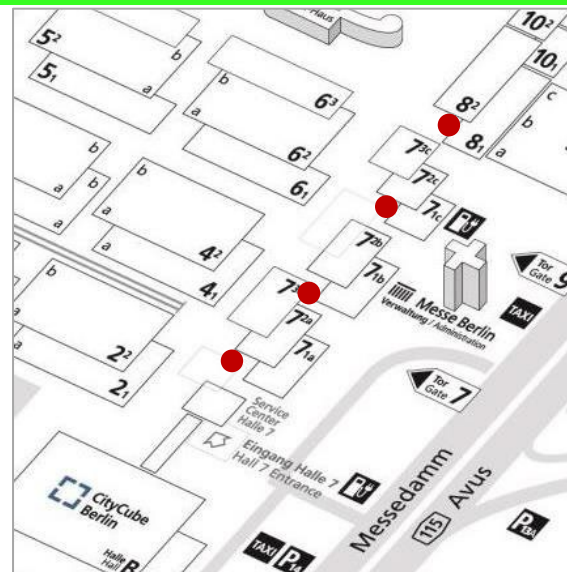


# Specific Hall Advertising



## 4 Lateral Banners at the Entrance to Hall 25

Location	4 banners at the entrance to Hall 25 coming from Hall 5.2a: north and south side (see red marks on the left map)
Size (w x h)	1.30 m x 2.60 m per banner (4 banners in total)
Hire Charge	6,195.00 EUR for all 4 banners
Production/ Installation	505.00 EUR for all 4 banners
Status	Availability upon request

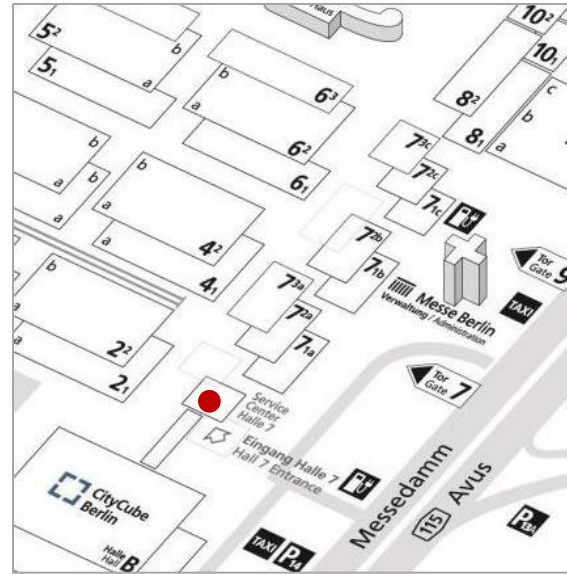


## 15 Poster Showcases between Halls 7 and 8, unlighted

Location	15 showcases in the entrance areas and passages of Hall 7 and Hall 8
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	678.00 EUR per poster
Production/ Installation	150.00 EUR per poster
Status	Availability upon request

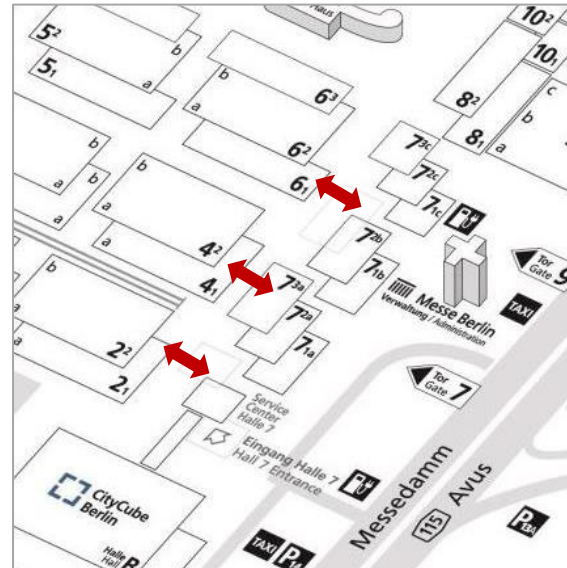


# Specific Hall Advertising



## 1 Banner in Hall 7

Location	suspended banner directly in the entrance area of Hall 7
Size (w x h)	3.50 m x 2.50 m (only the front side printed)
Hire Charge	5,105.00 EUR
Production/Installation	590.00 EUR
Status	Availability upon request

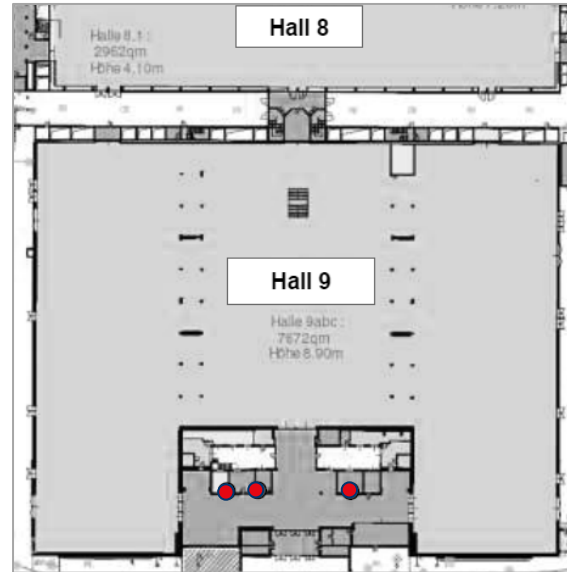


## Passageway Banners between Halls 2.2, 4.2, 6.2 & 7.2

Location	4 banners in the passageway between Halls 2.2 and 7.2a: 4 banners in the passageway between Halls 4.2 and 7.2b 4 banners in the passageway between Halls 6.2 and 7.2c
Size (w x h)	5.50 m x 1.50 m per banner (4 banners per passageway) (2 one-sided and 2 double-sided banners)
Hire Charge	25,935.00 EUR for 4 banners, i.e. per passageway
Production/Installation	3,312.00 EUR for 4 banners, i.e. per passageway
Status	Availability upon request

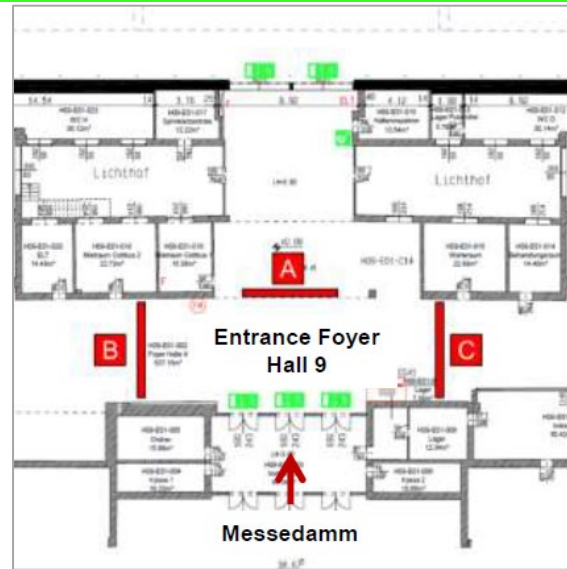


# Specific Hall Advertising



## 3 Poster Showcases in Hall 9, illuminated

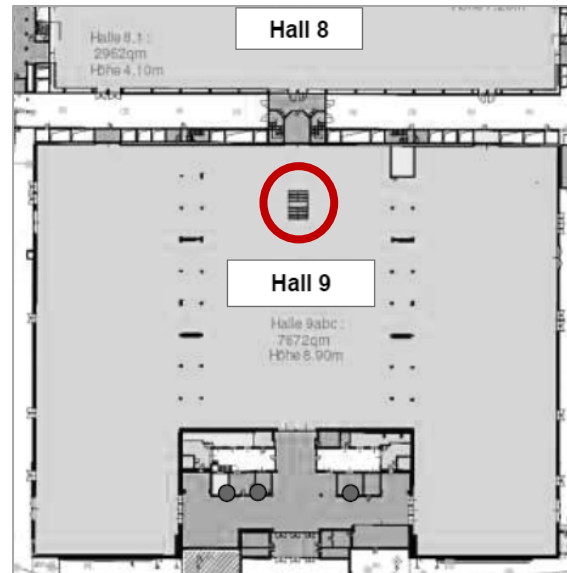
Location	3 city light posters in the entrance area of Hall 9 (see red marks in the left map)
Size (w x h)	1.18 m x 1.75 m per poster
Hire Charge	1,325.00 EUR per poster
Production/Installation	150.00 EUR per poster
Status	Availability upon request



## 3 Banner Frames in the Entrance Foyer of Hall 9

Location	in the Entrance Foyer of Hall 9 coming from Messedamm (see positions A to C on the left map)
Size (w x h)	6.00 m x 1.35 m per side (2 sides per banner frame)
Hire Charge	11,220.00 EUR per doubled-sided banner frame
Production/Installation	1,680.00 EUR per doubled-sided banner frame
Status	Availability upon request

# Specific Hall Advertising



## 1 Balustrade Branding in Hall 9, 6-sided

Location	in Hall 9 coming from Hall 8: branding of the balustrade around the emergency exit (facing inwards and outwards / 6 sides in total)
Size (w x h)	2 spaces à approx. 6.00 m x 1.12 m 2 spaces à approx. 5.90 m x 1.12 m 1 space approx. 4.16 m x 1.12 m 1 space approx. 3.96 m x 1.12 m
Hire Charge	18,785.00 EUR for the complete branding, i.e. for all 6 spaces
Production/ Installation	6,355.00 EUR for the complete branding, i.e. for all 6 spaces
Status	Availability upon request

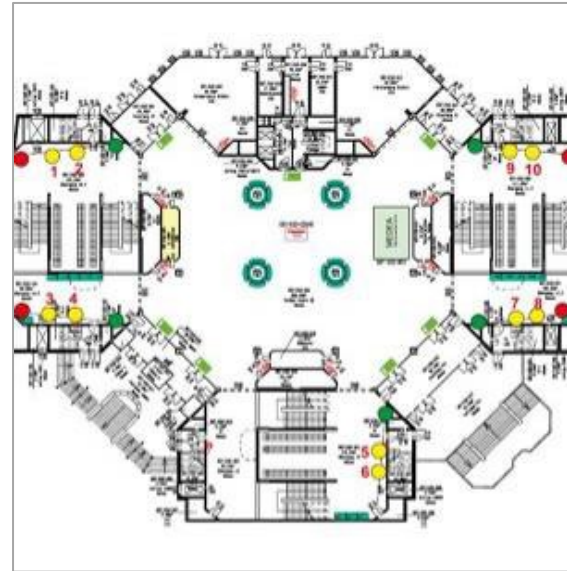


## 9 Banner Frames at the Entrances to Hall 8 and Hall 9

Location	positions in the entrance areas and passages of Hall 8 and Hall 9
Size (w x h)	1.02 m x 2.02 m per banner frame
Hire Charge	1,528.00 EUR per banner frame
Production/ Installation	85.00 EUR per banner frame
Status	Availability upon request

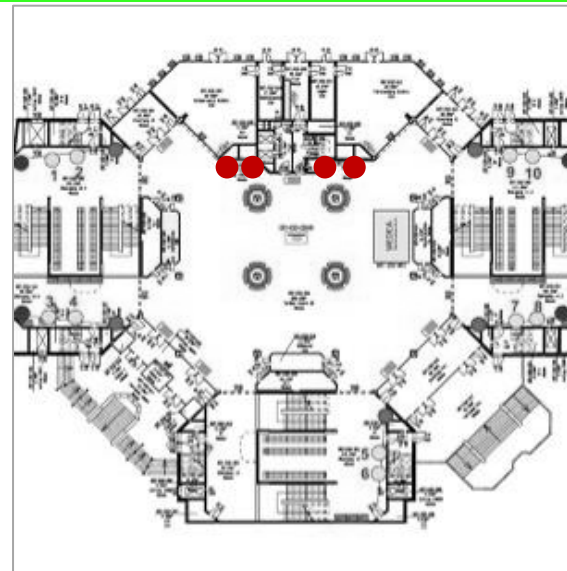


# Specific Hall Advertising



## Up to 10 Poster Frames “Großer Stern”, illuminated

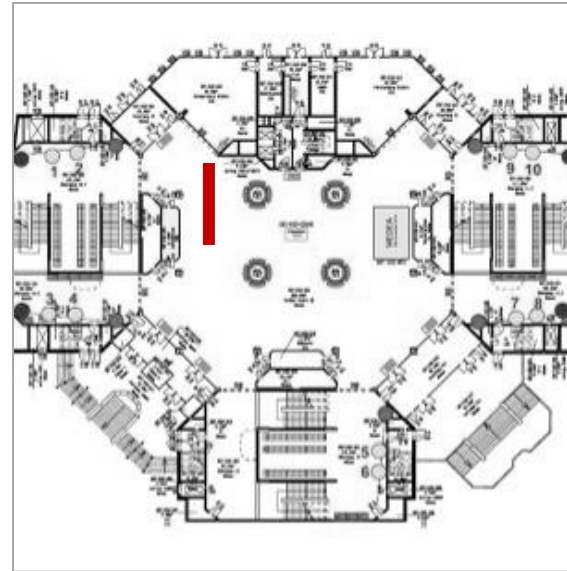
Location	in the passageway “Großer Stern” on Level 2 between Halls 10.2, 11.2 and 12 (see yellow marks on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	1,528.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request



## 4 Digital Displays in the Passageway “Großer Stern

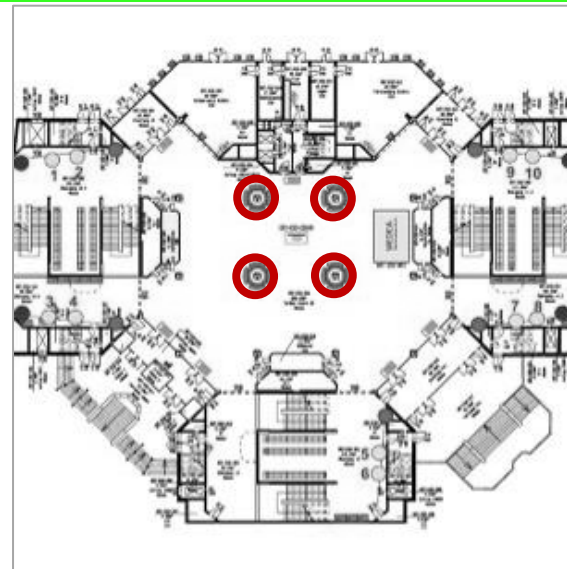
Location	Up to 4 digital displays in the passageway “Großer Stern” on Level 2, whereof 2 screens are installed side by side: 30 seconds for exhibitor content in combination with IFA content
Technical Specs	75” displays picture format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel file format: PNG video format (w x h): 2160 pixel x 3840 pixel or 1080 pixel x 1920 pixel
Hire Charge	4,595.00 EUR per screen for a 30 sec spot
Status	Availability upon request

# Specific Hall Advertising



## Suspended Banner "Großer Stern", 2-sided

Location	in the passageway "Großer Stern" on level 2 at the exit to Summer Garden (see red mark on the left map – other positions are possible)
Size (w x h)	6.00 m x 0.90 m per side (print on front and back side)
Hire Charge	8,715.00 EUR per banner
Production/Installation	1,090.00 EUR per banner
Status	Availability upon request

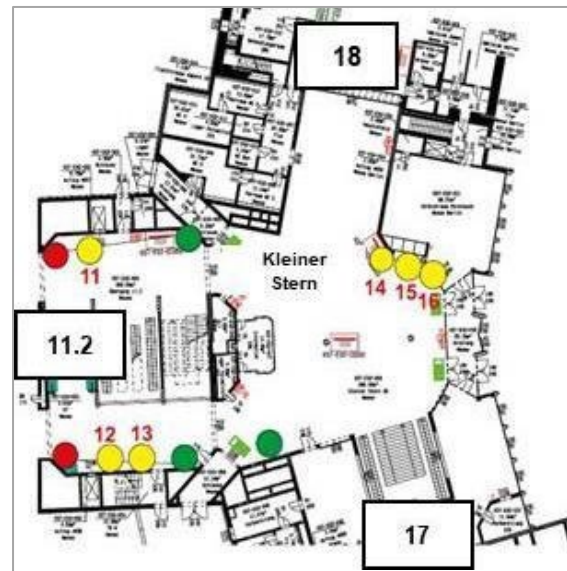


## 4 Pillar Brandings in the Passageway "Großer Stern"

Location	in the passageway "Großer Stern" on Level 2 (see red marks on the left map)
Size (w x h)	0.80 m x 4.08 m per side and productional size: 0.84 m x 4.10 m per side (4 sides per pillar; parts of the branding are covered by the benches and ceiling design)
Hire Charge	7,088.00 EUR per 4-sided pillar branding
Production/Installation	1,935.00 EUR per 4-sided pillar branding
Status	Availability upon request

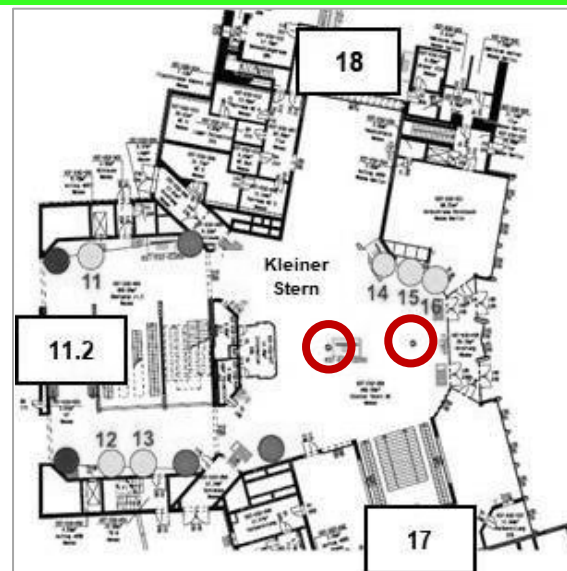


# Specific Hall Advertising



## Up to 6 Poster Frames “Kleiner Stern”, illuminated

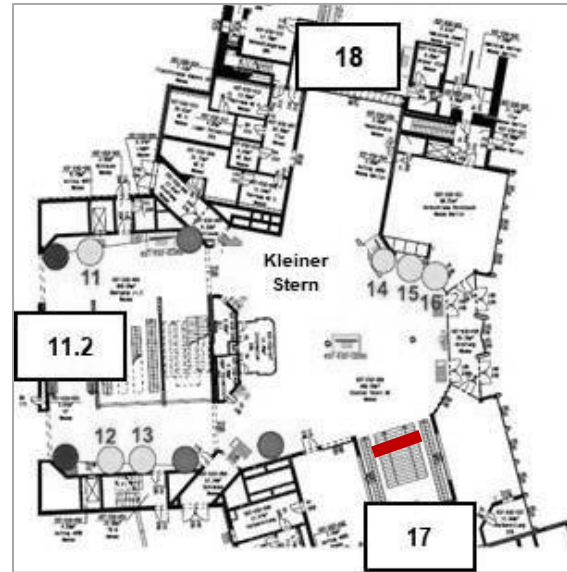
Location	in the passageway “Kleiner Stern” on Level 2 between Halls 11.2, 17 and 18 (see yellow marks on the left map)
Size (w x h)	0.99 m x 2.31 m per poster
Hire Charge	1,528.00 EUR per poster
Production/ Installation	170.00 EUR per poster
Status	Availability upon request



## 2 Pillar Brandings in the Passageway “Kleiner Stern”

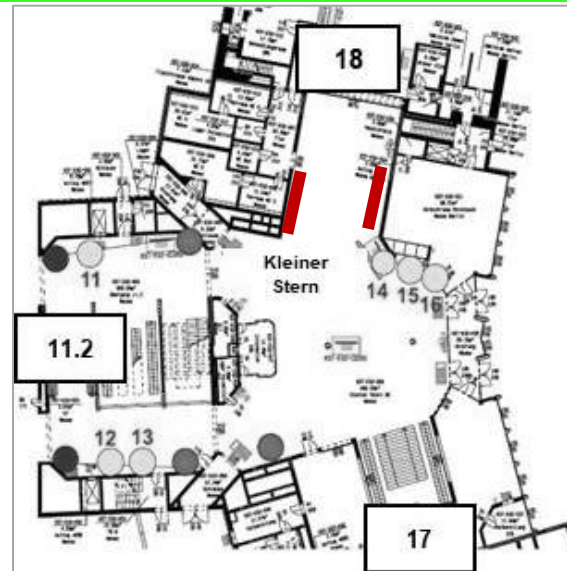
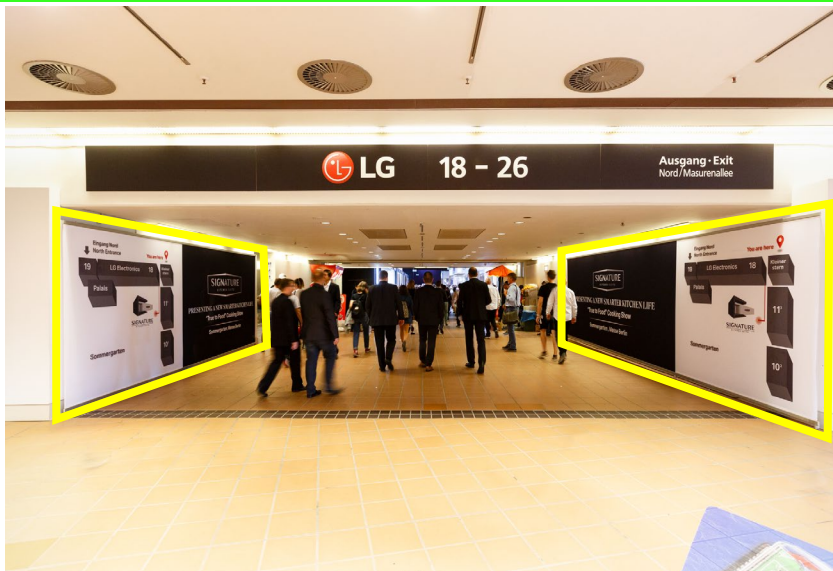
Location	in the passageway “Kleiner Stern” on Level 2 (see red marks on the left map)
Size (w x h)	0.65 m x 3.30 m per side (4 sides per pillar)
Hire Charge	9,480.00 EUR for both 4-sided pillar brandings
Production/ Installation	3,220.00 EUR for both 4-sided pillar brandings
Status	Availability upon request

# Specific Hall Advertising



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

Location	directly above the stairs and between the escalators connecting Hall 17 and the passageway “Kleiner Stern” on level 2 (see red mark on the left map), 1-sided
Size (w x h)	4.20 m x 1.50 m
Hire Charge	4,758.00 EUR
Production/Installation	1,090.00 EUR
Status	Availability upon request

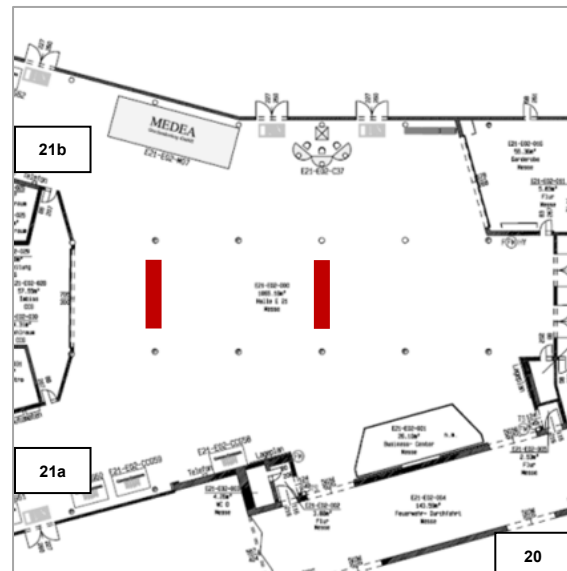


## 2 Wall-Brandings in the Passageway “Kleiner Stern”

Location	in the passageway “Kleiner Stern” on Level 2 at Hall 18 (see red mark on the left map)
Size (w x h)	position 1: 6.00 m x 2.20 m position 2: 8.10 m x 2.20 m
Hire Charge	position 1: 10,400.00 EUR position 2: 14,040.00 EUR
Production/Installation	position 1: 790.00 EUR position 2: 1,065.00 EUR
Status	Availability upon request

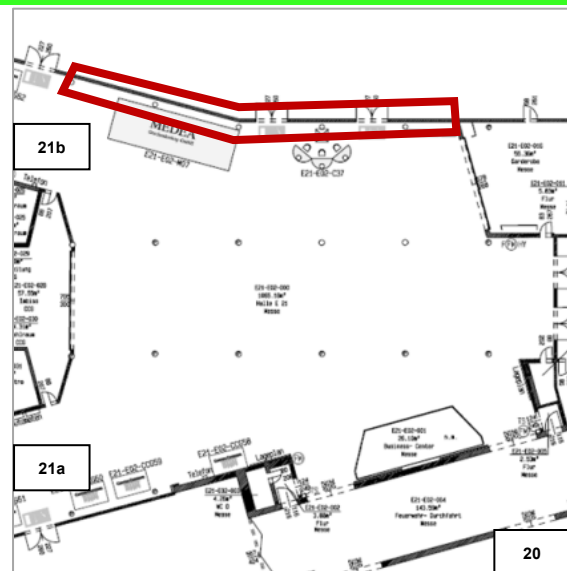


# Specific Hall Advertising



## Suspended Banners between Halls 20 and 21, 2-sided

Location	2 banners in the entrance area to Hall 21 (see red marks on the left map) – the first banner will be used for IFA advertising as shown on the left picture.
Size (w x h)	3.00 m x 2.00 m per side (print on front and back side)
Hire Charge	7,150.00 EUR per double-sided banner
Production/Installation	408.00 EUR per double-sided banner
Status	Availability upon request



## Window Brandings between Halls 20 and 21

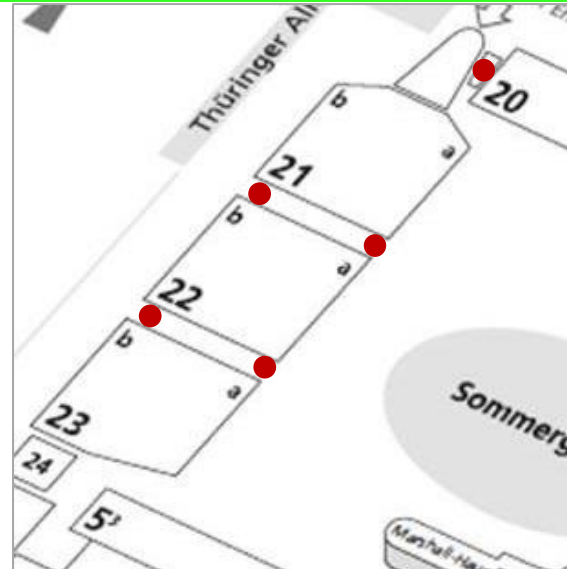
Location	in the entrance area to Hall 21b coming from the Entrance Hall 21 and from Hall 20 (see red marked area on the left map)
Size (w x h)	e.g. 12 windows: 1.13 m x 0.78 m each
Hire Charge	e.g. 9,630.00 EUR for 12 windows
Production/Installation	e.g. 550.00 EUR for 12 windows
Status	Availability upon request

# Specific Hall Advertising



## 10 Pillar Brandings between Halls 20 and 21, each 4-sided

Location	in the entrance areas to Halls 20 and 21 (see red marks on the left map)
Size (w x h)	approx. 0.58 m x 2.50 m per side (4 sides per pillar)
Hire Charge	3,210.00 EUR per 4-sided pillar branding
Production/Installation	1,250.00 EUR per 4-sided pillar branding
Status	Availability upon request

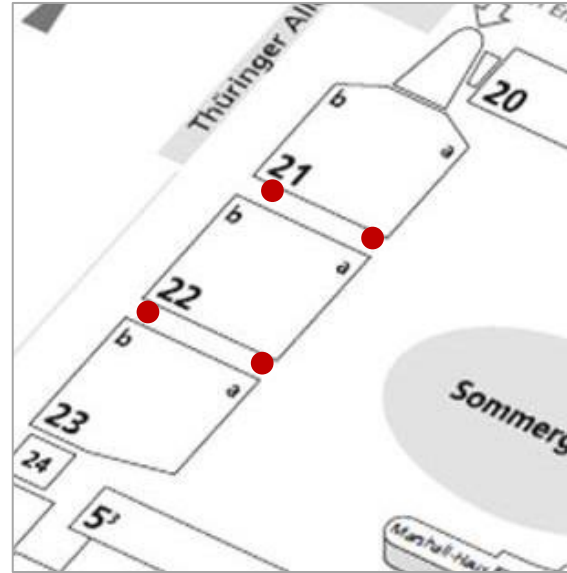


## Wall brandings between Halls 20, 21, 22 and 23

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



# Specific Hall Advertising



## Framed Entrance Banners Halls 21, 22 & 23

Location	directly above various entrance doors to Hall 21, 22 and 23 (see red marks on the left map)
Size (w x h)	up to e.g. 4.75 m x 1.50 m per framed banner
Hire Charge	e.g. 9,230.00 EUR per framed banner
Production/Installation	e.g. 1,410.00 EUR per framed banner
Status	Availability upon request

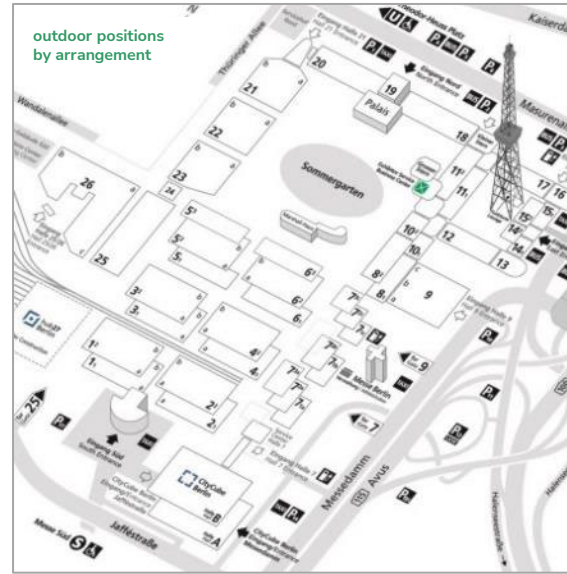


# Special Advertising



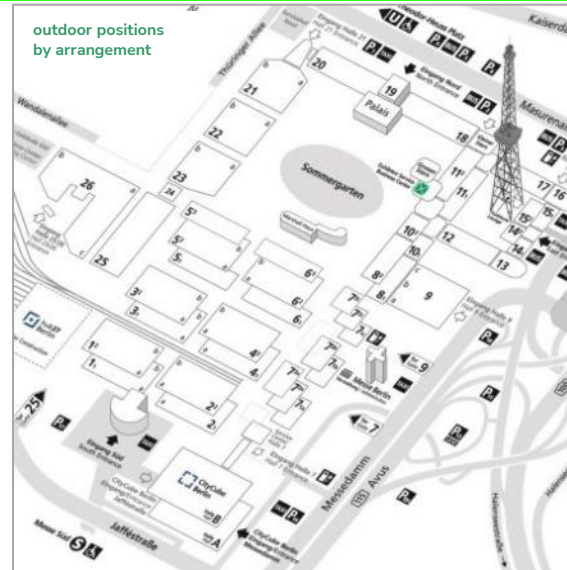


# Special Advertising



## Advertising Inflatables: Balloons etc

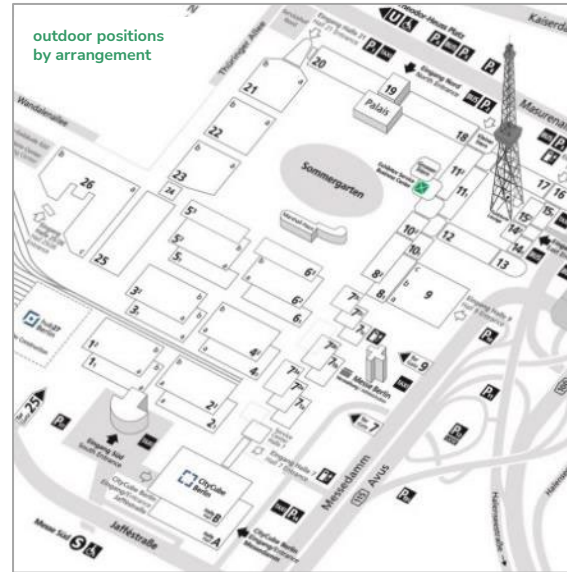
Location	positions by arrangement: e.g. in the Summer Garden
Size (w x h)	e.g. 3.00 diameter per balloon Other formats and shapes on demand
Hire Charge	e.g. 25,230.00 EUR per balloon
Production/ Installation	on demand (depending on shape, feasibility and location)
Status	Availability upon request



## Lighting Poles

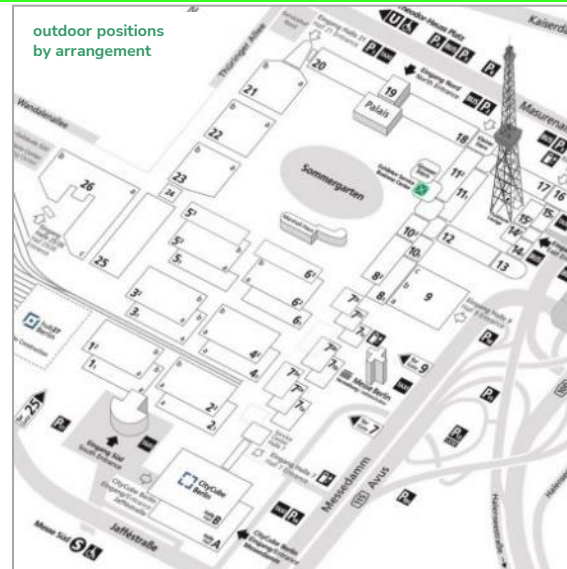
Location	e.g. 16 brandings on the light poles next to the Summer Garden
Size (w x h)	e.g. 0.30 m x 1.40 m per branding
Hire Charge	e.g. 15,515.00 EUR for all 16 brandings
Production/ Installation	e.g. 1,520.00 EUR for all 16 brandings
Status	Availability upon request

# Special Advertising



## Advertising Towers, each 4-sided

Location	positions by arrangement
Size (w x h)	e.g. big: 3.302 m x 6.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. big: 37,310.00 EUR per tower
Production/Installation	e.g. big: 4,995.00 EUR per tower
Status	Availability upon request

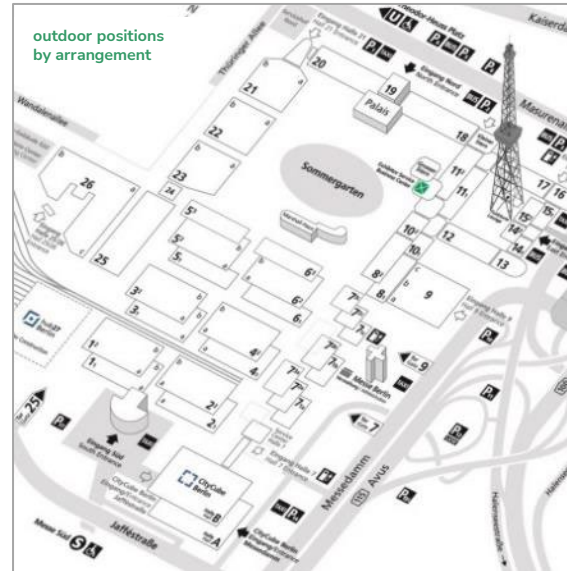


## Advertising Towers, each 4-sided

Location	positions by arrangement
Size (w x h)	e.g. small: 2.302 m x 4.15 m per side (4 sides per tower – other formats are possible)
Hire Charge	e.g. small: 14,965.00 EUR per tower
Production/Installation	e.g. small: 2,970.00 EUR per tower
Status	Availability upon request

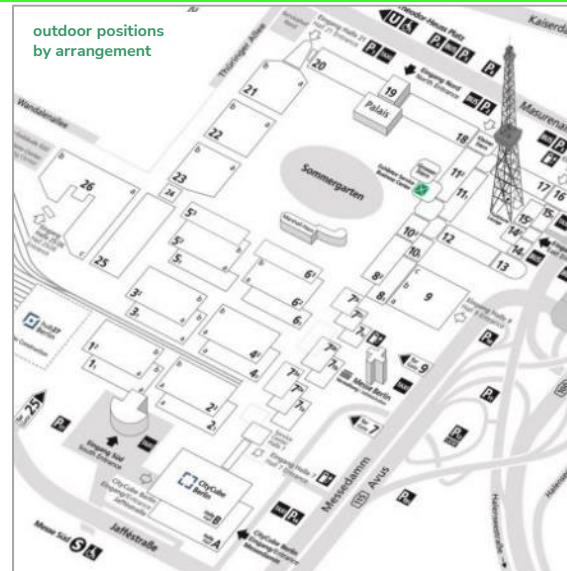


# Special Advertising



## Floor Graphics, outdoors

Location	outdoor positions by arrangement
Size (w x h)	e.g. 2.40 m x 2.40 m per floor graphic Special formats on demand (see photo on the left)
Hire Charge	e.g. 2,930.00 EUR per floor graphic
Production/Installation	e.g. 670.00 EUR per floor graphic
Status	Availability upon request

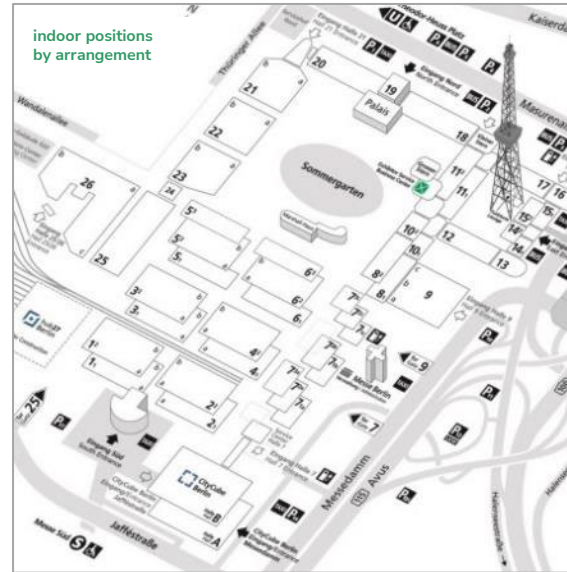


## Mobile Flagpoles

Location	mobile flagpoles outdoors: e.g. around Summer Garden, 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	1,695.00 EUR per flag and pole
Production/Installation	on demand (depending on quantity, layout, finishing and location)
Status	Availability upon request

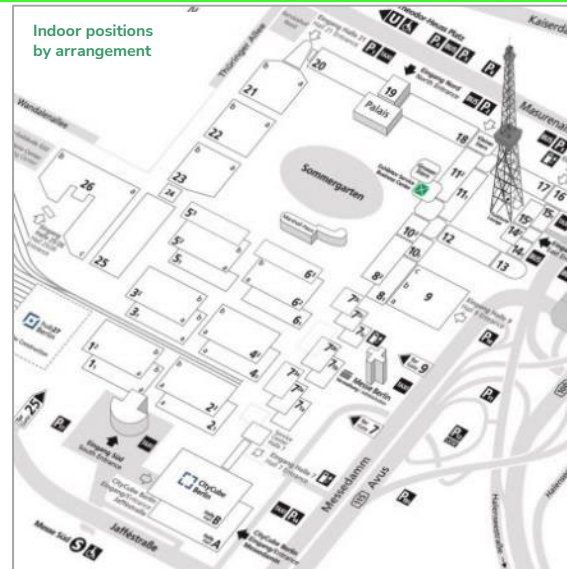


# Special Advertising



## Digital Advertising Media

Location	digital advertising media such as electronic displays, LED walls etc.: positions by arrangement
Size (w x h)	to be defined
Hire Charge	3,750.00 EUR per display
Production/Installation	on demand (depending on technical feasibility and location)
Status	Availability upon request

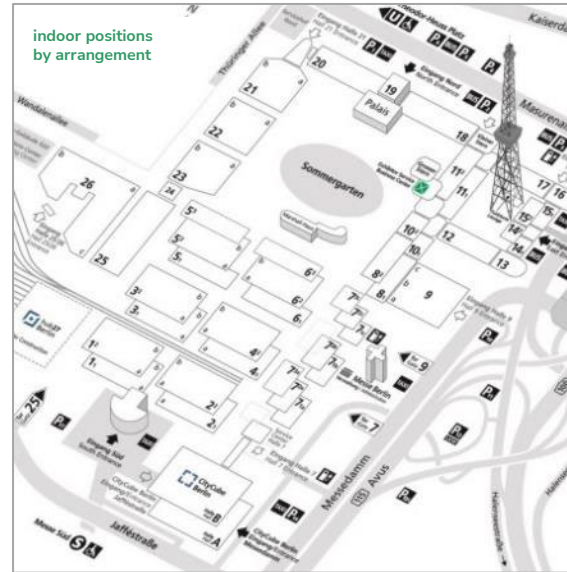


## Floor Graphics and Carpet Branding, indoors

Location	positions by arrangement
Size (w x h)	option 1: e.g. 1.00 m x 1.00 m per graphic option 2: e.g. 2.00 m x 2.00 m per graphic special formats and carpet brandings on demand
Hire Charge	option 1: e.g. 500.00 EUR per graphic option 2: e.g. 1,370.00 EUR per graphic
Production/Installation	option 1: e.g. 105.00 EUR per graphic option 2: e.g. 335.00 EUR per graphic
Status	Availability upon request

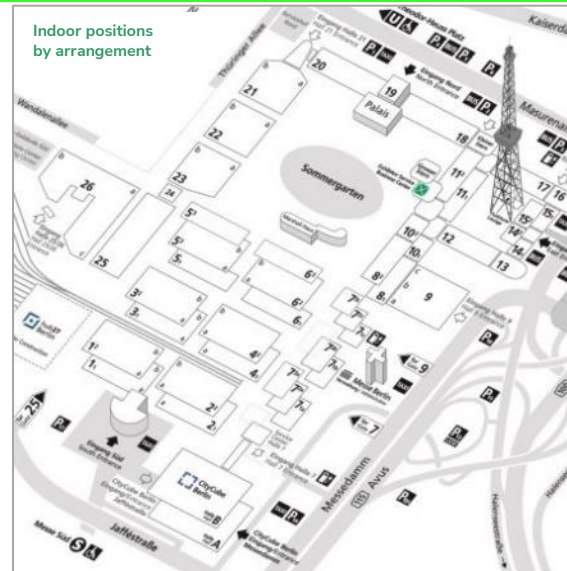


# Special Advertising



## PILA Frames, each 1-sided

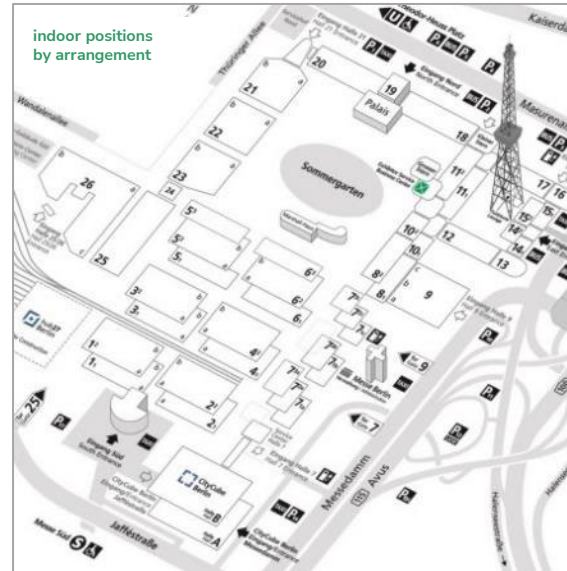
Location	indoor positions by arrangement
Size (w x h)	2.28 m x 2.28 m per banner (1 banner per frame)
Hire Charge	3,255.00 EUR per banner and frame
Production/Installation	530.00 EUR per banner and frame
Status	Availability upon request



## Advertising Frames in several Middle Foyers

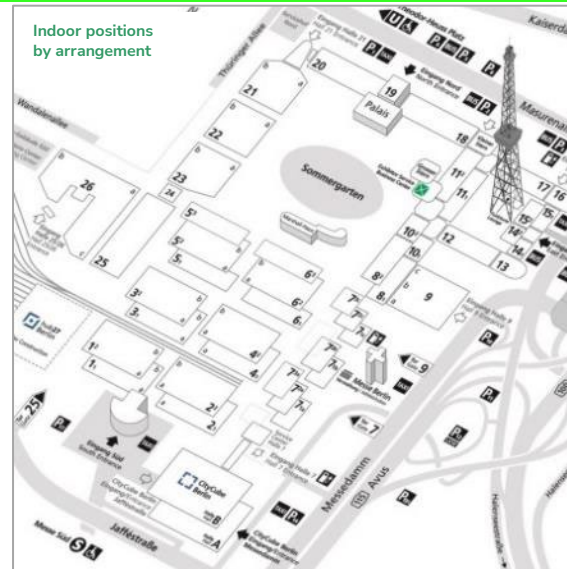
Location	positions by arrangement: e.g. in the foyers of Halls 1 to 6 and in entrances and passages of Hall 7
Size (w x h)	2.485 m x 2.485 m per banner (1 banner per frame)
Hire Charge	3,255.00 EUR per frame
Production/Installation	530.00 EUR per frame
Status	Availability upon request

# Special Advertising



## Display Frames, each 2-sided

Location	indoor positions by arrangement
Size (w x h)	1.00 m x 2.00 m per side (2 sides per display frame)
Hire Charge	2,000.00 EUR per display frame
Production/ Installation	365.00 EUR per display frame
Status	Availability upon request

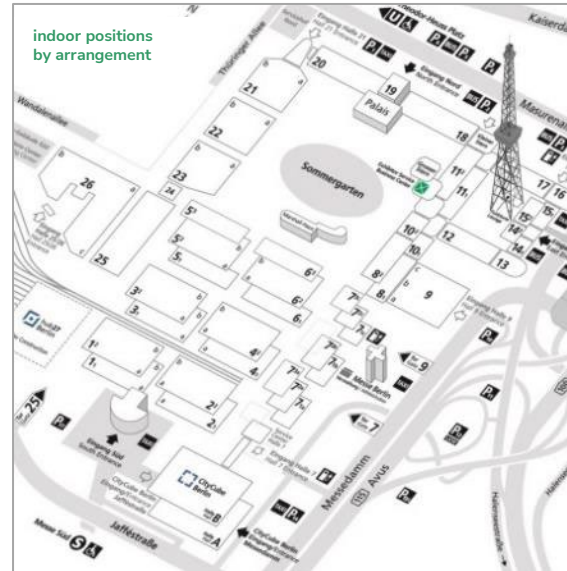


## Branding of Pillars in several Middle Foyers

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

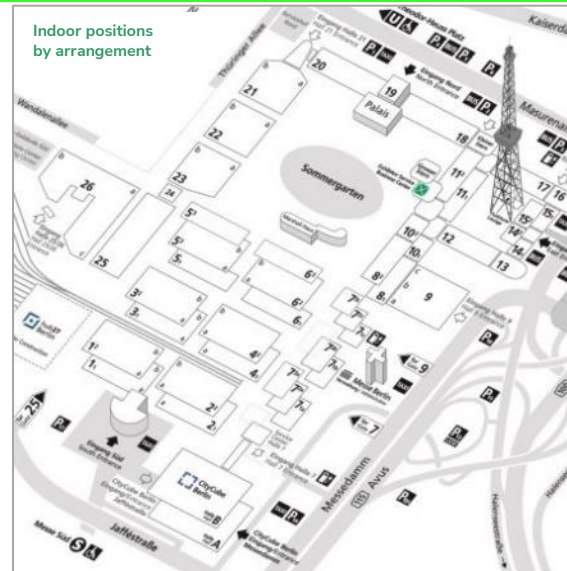


# Special Advertising



## Step Graphics on Stairs

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

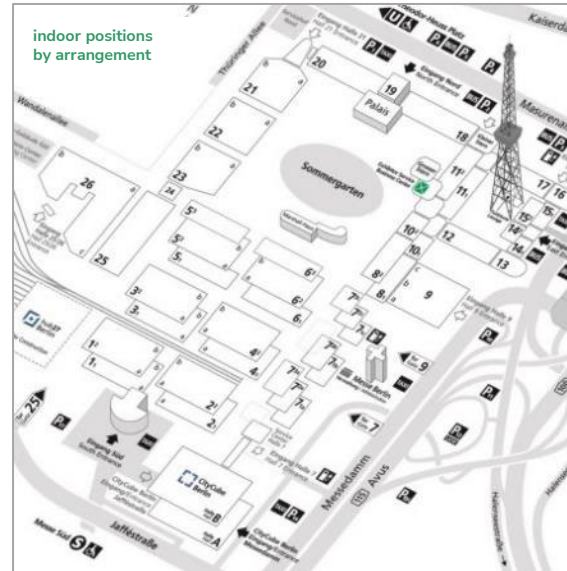


## Balustrade Brandings on Escalators

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

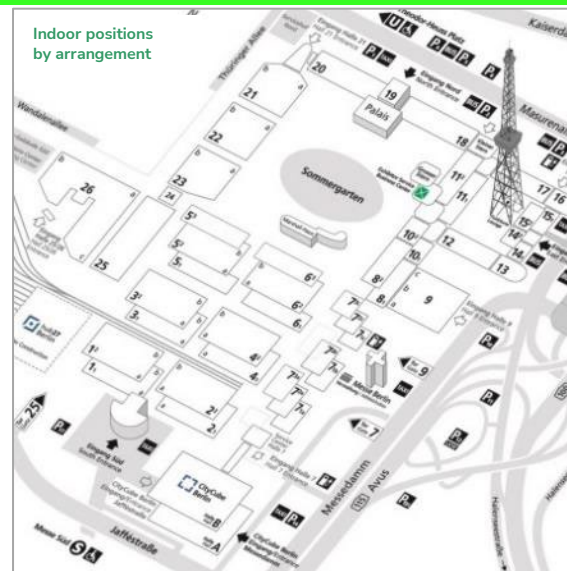
# Special Advertising

**IFA** 100 YEARS



## Option A: Hall Brandings – insertion

Location	positions by arrangement (see exemplary yellow mark on the left photo)
Size (w x h)	e.g. 1.00 m x 0.50 m per sign/ per position full width brandings on demand
Hire Charge	820.00 EUR per sign of the exemplary size
Production/ Installation	120.00 EUR per sign of the exemplary size
Status	Availability upon request

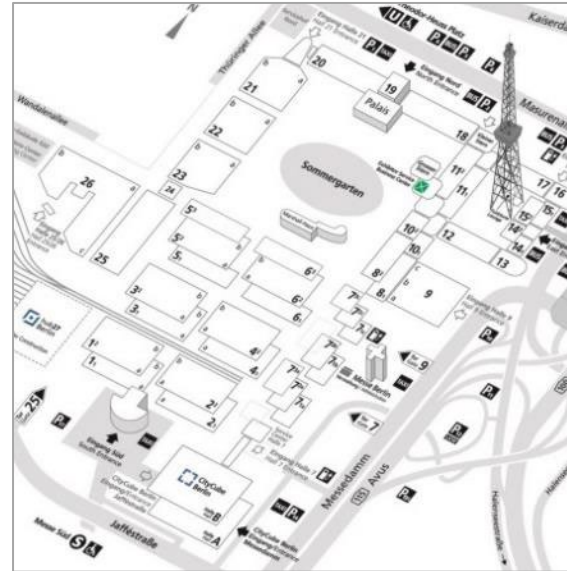


## Option B: Hall Brandings – covering

Location	positions by arrangement (see exemplary yellow mark on the left photo)
Size (w x h)	5.50 m x 0.53 m per sign/ per position (full width – see left photo) 2.50 m x 0.53 m per sign/ per position (half width)
Hire Charge	4,660.00 EUR per sign (full width) 2,030.00 EUR per sign (half width)
Production/ Installation	430.00 EUR per sign (full width) 184.00 EUR per sign (half width)
Status	Availability upon request

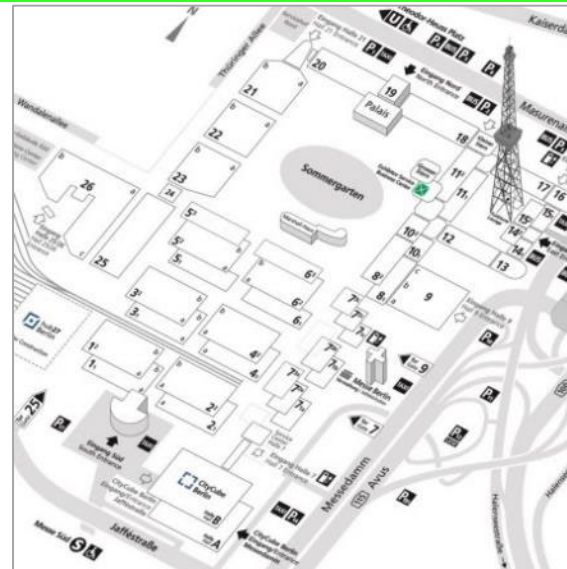


# Special Advertising



## Shuttle Buses on the Exhibition Site

Location	Approx. 6 buses will shuttle exhibitors, visitors and media representatives on the exhibition site. The buses can be equipped with 2 magnetic advertising films on both sides.
Size (w x h)	driver's side: 4.17 m x 0.55 m passenger's side: 2.71 m x 0.55 m
Hire Charge	on demand
Production/Installation	on demand
Status	Availability upon request



## Info-Counter Brandings

Location	approx. 30 information counters spread out across the exhibition site
Size (w x h)	on demand
Hire Charge	on demand
Production/Installation	on demand
Status	Availability upon request

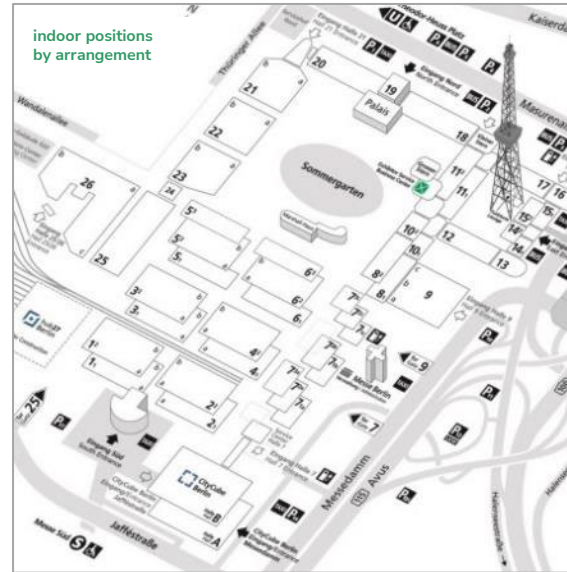
# Sanitary Facilities Advertising

**IFA** 100 YEARS



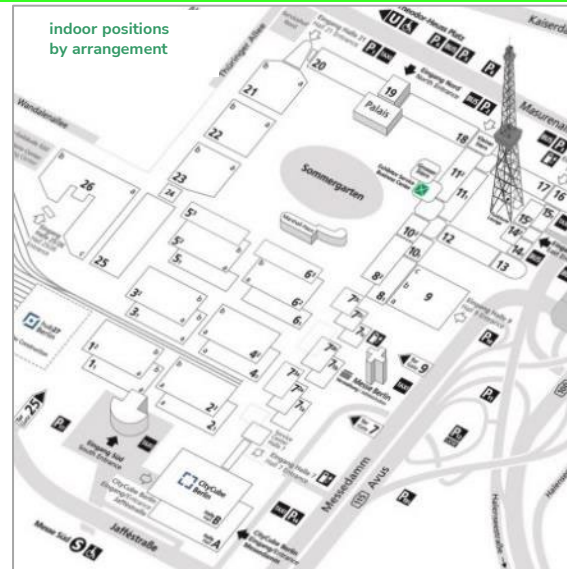


# Sanitary Facilities Advertising



## Mirror Graphics in the Sanitary Facilities

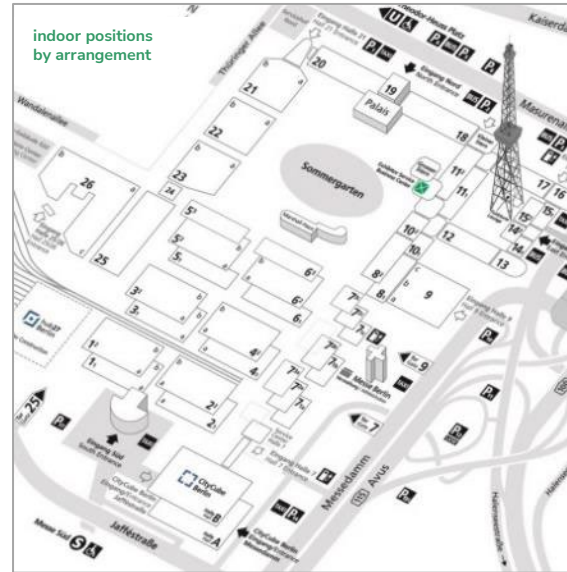
Location	positions by arrangement on more than 500 mirrors in the lavatories
Size (w x h)	e.g. 0.30 m x 0.15 m per graphic other formats on demand
Hire Charge	e.g. 19,650.00 EUR for 250 mirror graphics
Production/ Installation	e.g. 2,250.00 EUR for 250 mirror graphics
Status	Availability upon request



## Branding of Towel Dispensers in the Sanitary Facilities

Location	high-quality stickers with your individual design on the towel dispensers in the lavatories (approx. 350 in total)
Size (w x h)	e.g. 0.30 m x 0.15 m per sticker other formats and special shapes possible
Hire Charge	e.g. 19,650.00 EUR for 250 towel dispensers
Production/ Installation	e.g. 2,250.00 EUR for 250 towel dispensers
Status	Availability upon request

# Sanitary Facilities Advertising



## Door Brandings in the Sanitary Facilities

Location	high-quality stickers with your individual design on the doors in the lavatories as well as in the toilets (approx. 800 doors in total)
Size (w x h)	e.g. 0.30 m x 0.30 m per branding Other formats on demand.
Hire Charge	e.g. 22,298.00 EUR for 250 door brandings
Production/ Installation	e.g. 2,990.00 EUR for 250 door brandings
Status	Availability upon request



# IFA

Innovation  
For All

**Get in touch with our experienced team:  
via Email: [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de)  
or via Phone: +4930 3038-2525**

**Important note on prices:**

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of the exhibition. Prices for production and installation are subject to fluctuations and are thus only be offered without obligation. Agency commissions will not be accorded. Prices do not include graphic design/layout.