

Indoor and Outdoor Advertising at IFA 2016

Billboards motivate and mobilise...

Show your colour with creative layouts on banners, posters and flags at exclusive locations around the exhibition site.



Make initial visual contact with every visitor – be they trade visitors or transients: more than 270,000 people will see your mega-banner every day.

Get attention and become the eye-catcher at the main entrances in the North and in the South of Messe Berlin.



Mobile advertising spaces such as towers or showcases placed at highly frequented locations will get your message across efficiently and effectively.

Get in touch with us! We will gladly submit a customised offer to you and design an advertising package that meets your expectations and focuses on your objectives.

Contact

Lilith Strebl-Schneider
 Marketing Director Advertising & Sponsoring
 phone: +49(0)30/ 3038-2406
 fax: +49(0)30/ 3038-2239
 email: advertising@mb-capital-services.com



Indoor and Outdoor Advertising at IFA 2016

Extract of our offers

Advertising Space	Measurements in m (w x h)	Location/ Short Description	Package Price*
Entrance North			
5 Mega-Banners in the Entrance Hall, each 2-sided	3.00 x 5.00 per banner	suspended decorations in the Entrance Hall North	14,515.00 € per banner
1 Mega-Banner at the Facade of Hall 20	8.58 x 11.20	Entrance North outdoors	27,766.00 €
Entrance South			
16 Window Brandings in the Entrance Hall	8 upper banners 2.33 x 8.25 each and 8 lower banners 2.33 x 5.30 each	window decorations in the Entrance Hall South	72,174.00 € in total
5 Mega-Banners in the Entrance Hall, each 2-sided	4.00 x 6.00 per banner	suspended decorations in the Entrance Hall South	12,727.00 € per banner
Messedamm – High Traffic Area			
1 Mega-Banner at the Headquarters of Messe Berlin	9.20 x 5.95	directly at the main road Messedamm	17,399.00 €
2 Mega-Banners at the ICC Bridge North and South	40.00 x 4.24 per banner	directly at the main road Messedamm	48,935.00 € per banner
Indoor Areas			
Entrance Banners at Halls 1.2 to 6.2a in the Middle Foyers	2.00 x 2.00 per banner	entrances and passages of Halls 1.2 to 6.2a	2,107.00 € per banner
Outdoor Areas			
Mobile Poster Showcases, each 2-sided	1.15 x 1.71 per poster	numerous positions outdoors	e.g. 14,660.00 € for 5 showcases

*All prices in Euro plus VAT. Errors excepted. Subject to change. Subject to confirmation.

The prices apply to the period of exhibition and include the hire charge, the printing/ the production, the mounting, the dismantling and the recycling of the advertising spaces.

Prices do not include the graphic design/ layout of the advertising spaces as well as any agency commissions.

The booking is subject to written confirmation by MB Capital Services GmbH. The General Terms and Conditions of Hire and Business for Advertising Space of MB Capital Services GmbH apply.

Contact

Lilith Strebl-Schneider
 Marketing Director Advertising & Sponsoring
 phone: +49(0)30/ 3038-2406
 fax: +49(0)30/ 3038-2239
 email: advertising@mb-capital-services.com



Sponsoring at IFA 2016

**Top-events ensure a maximum of publicity. Tap the full potential!
We care for your ideal performance.**

Create a memorable impression with your branding designed on all lanyards, tickets or maps of the exhibition site.
Be invariably visible to every visitor of IFA 2016!



Play a starring role and get yourself noticed!
Use your personal advertising medium – such as your bag – to reach your target group without losses.

Accompany the trade visitors and the media representatives with your corporate design on every shuttle bus on the exhibition site. Bon voyage!



“Don't count the people you reach;
reach the people who count!”
Take advantage of our exclusive sponsoring offers to present your company at IFA. IFA Summer Garden Open Air or Opening Gala - there is no limit for event and location sponsoring!

From individual promotions to entire sponsoring packages – we will care for your ideal performance and implement your wishes into customised marketing solutions.

Contact

Lilith Strebl-Schneider
Marketing Director Advertising & Sponsoring
phone: +49(0)30/ 3038-2406
fax: +49(0)30/ 3038-2239
email: advertising@mb-capital-services.com

