



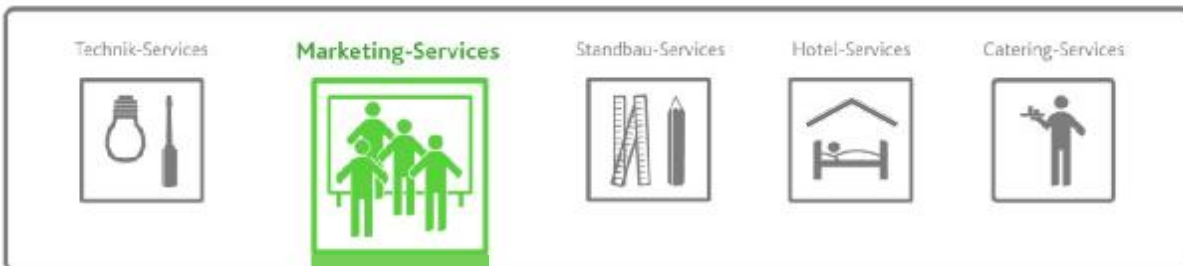
The Advertising Space at Koelnmesse

Koelnmesse GmbH



www.koelnmesse.com

A winning combination: Our advertising space for your trade fair success



Overview

1

Pages 03 – 04

- General information
- Overview of the exhibition grounds

Advertising space, Boulevard and indoor areas

2

Pages 05 – 09

- The best approach to reach your customers
- Access to the entire exhibition centre

Advertising space, Entrance South

3

Pages 10 – 13

- The perfect connection for your advertising
- Impressively large

Advertising space, Entrance North

4

Pages 14 – 17

- We put you in the spotlight
- Your presence in the new halls

Advertising space, Entrance East

5

Pages 18 – 22

- Your success writ large
- A prominent presence at a key nexus

Non-standard advertising space

6

Pages 23 – 31

- The special format that fits your needs
- Diverse and versatile



General information and contact details

Have your company benefit from the wide range of opportunities offered by our premium advertising space at the exhibition centre. You can choose between our traditional advertising mediums and special innovative solutions. We have put together a detailed overview of all of the advertising spaces on the following pages.

Are you interested in one of our attention-grabbing communication mediums and would like to have additional information? We'll be happy to help:

Koelnmesse GmbH

Messeplatz 1

50679 Köln,

Germany

Tel.: +49 221 821-2925

Fax: +49 221 821-3999

Contact: Ms. Gabriele Bätzgen

marketing-services@koelnmesse.de

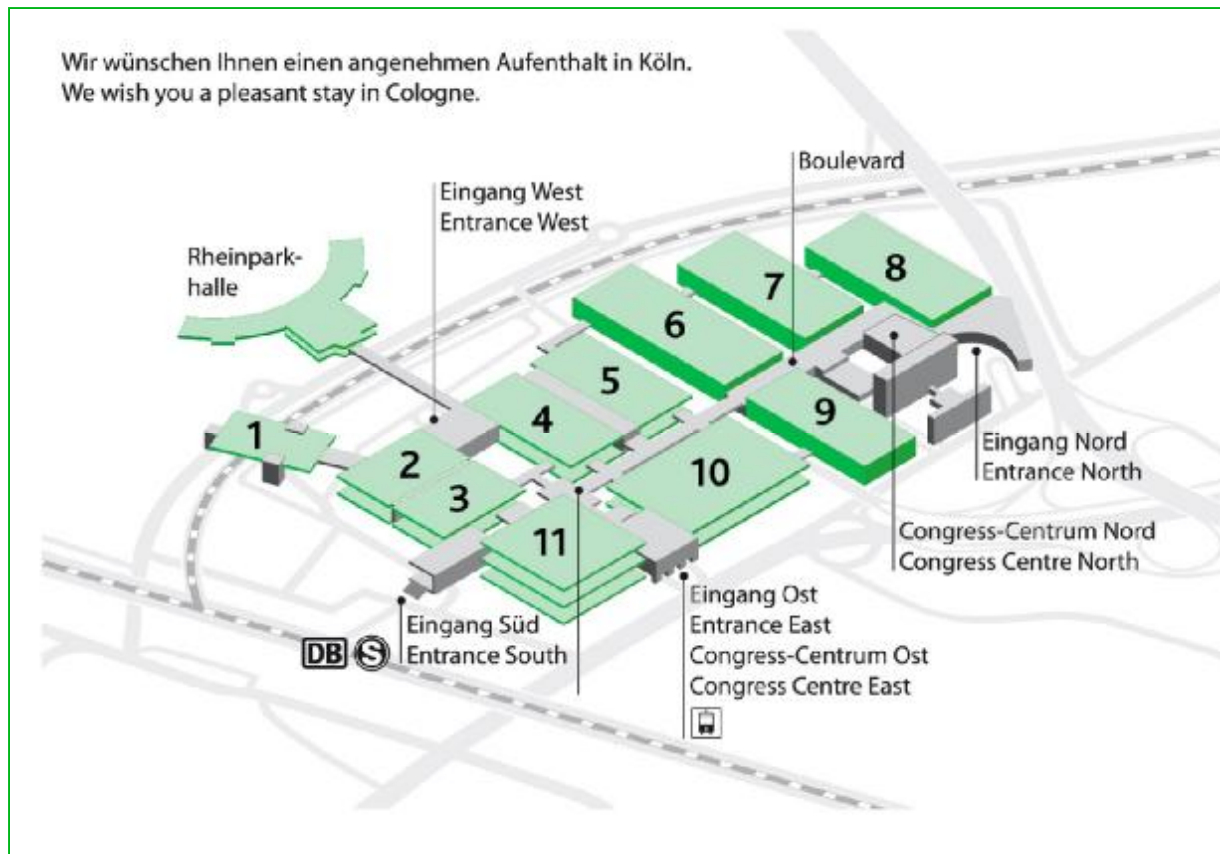
www.koelnmesse.com

A conspicuous presence

We'll put you in contact with your target groups, with the help of advertising space in highly frequented areas. Improve your business opportunities through smart advertising at the right locations.

Overview of the exhibition grounds

We'll help you communicate to
achieve visible success



2

Advertising space, Boulevard and indoor areas

The best approach to reach your customers



General information concerning the advertising space on the Boulevard and in the indoor areas

Put your business in the limelight and turn your stand into a big attraction for visitors. Use targeted advertising in the highly frequented indoor areas of our exhibition centre.

- The Boulevard runs the length of the entire exhibition centre. Here, you can present your advertising messages on large banners in central and easily visible locations.
- Heighten your company's presence through the use of large-scale advertising along the fronts and sides of the stairways in the halls as well as in the entrance areas and the passages.
- You can advertise on such unusual areas as steps, escalators and sanitary facilities.

On the following pages, you'll find all the main details regarding our advertising space as well as sample calculations of various advertising opportunities.

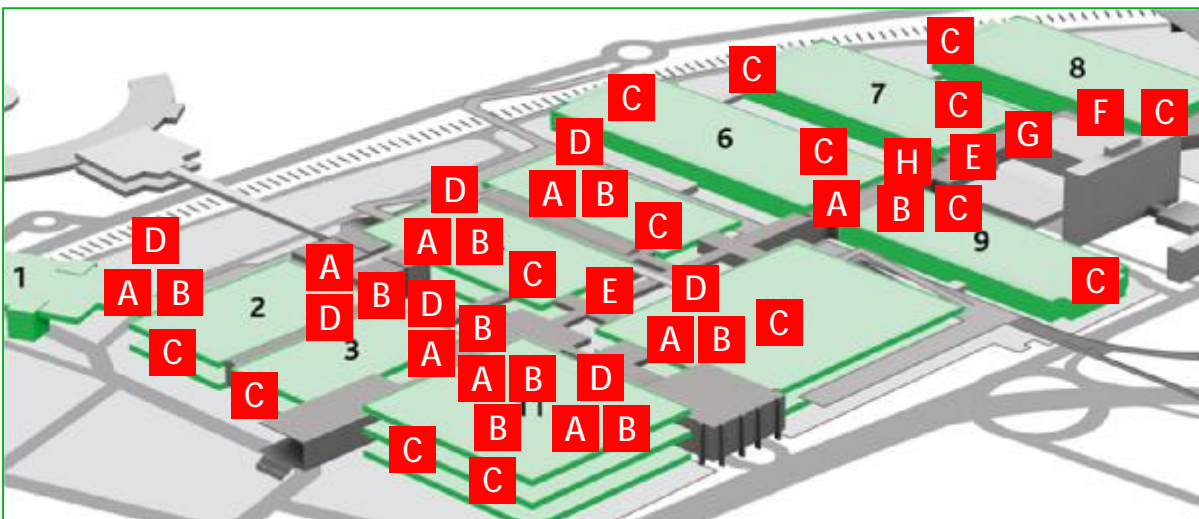
Are you interested in our advertising space or do you have any questions or requests?
We'll be glad to help. Simply call us on:
+49 221 821-2925

We'll lengthen your reach

We'll gladly organise a customised press event for you, either before, during or after the fair.

For additional information call:
+49 221 821-3998

Overview of advertising space on the Boulevard and in the indoor areas



Details about the advertising space on the Boulevard and in the indoor areas



Steps	
Width x height	: 1.10 m x 0.14 m
Area	: 56 steps
Rental fee	: €1,205.40
Mounting/ dismantling	: €556.25
Production	: €1,103.87

Total cost per stair
€2,865.52



Escalator handrails	
Length (per handrail)	: approx. 40.00 m
2 handrails per escalator	
Rental fee	: €1,166.45
Mounting/ dismantling	:
Production	: €2,600.00

Total cost per escalator
€3,766.45



Advertising at the sanitary facilities	
Width x height (per frame)	: 0.30 x 0.40 m
Rental fee	: €1,025.00
Mounting/ dismantling	: €118.30
Production	: included in price

Total cost for 10 areas
€1,143.30



D

End panel

Width x height	: 2.50 x 1.00 m
Area	: 2.50 sq.m
Rental fee	: €230.63
Mounting/ dismantling	: €60.50
Production	: €225.00

Total cost per panel
€516.13



D

Side panel

Width x height	: 5.00 x 3.00 m
Area	: 15.00 sq m
Rental fee	: €1,383.75
Mounting/ dismantling	: €323.70
Production	: €1,350.00

Total cost per panel
€3,057.45



E

Advertising banner, Boulevard (2-sided)

Width x height	: 5.00 x 3.00 m
Area	: 2 x 15.00 sq m
Rental fee	: €1,725.00
Mounting/ dismantling	: €273.00
Production	: €1,710.00

Total cost per banner
€3,708.00



F

Front of Boulevard North

Width x height	: 6.00 x 3.00 m
Area	: 18.00 sq m
Rental fee	: €1,660.50
Mounting/ dismantling	: €435.60
Production	: €1,080.00

Total cost per panel
€3,176.10



G

Front of Service-Center

Width x height	: 50.00 x 5.00 m
Area	: 250 sq m
Rental fee	: €17,300.00
Mounting/ dismantling	: €6,050.00
Production	: €15,000.00

Total cost per banner
€38,350.00



H

LightBox

Widthxheightxdepth:	1.8x2.5x0.3 m
Area (4-sided)	: 10.5 sq m
Rental fee incl.	:
Mounting/ dismantling incl.	:
Production	:

Total cost per LightBox
€1,537.50



H



LightTower

Widthxheightxdepth:	0.95x3.0x0.95 m
Area (3-sided)	: 8.55 sq m
Rental fee incl.	:
Mounting/ dismantling incl.	:
Production	:

Total cost per LightTower
€1,537.50



Advertising space Entrance South

The perfect connection for your advertising



General information concerning the advertising space at Entrance South

Take advantage of our premium advertising opportunities in and around the spacious Entrance South. Here, you can benefit from high visitor frequency, thanks to the proximity to downtown Cologne and the train station for local and long-distance connections.

- Put yourself into the limelight for the trade fair visitors. Our City Light glass cases give your messages the right impact.
- Catch your customers' attention when they step into the exhibition centre. Our large-format advertising banners in the entrance area allow you to draw maximum attention to your trade fair stand.
- Optimise the effect of contacts by advertising on the outside of the Southern Halls. We provide banners ranging up to megaprints covering 55 sq. meters.

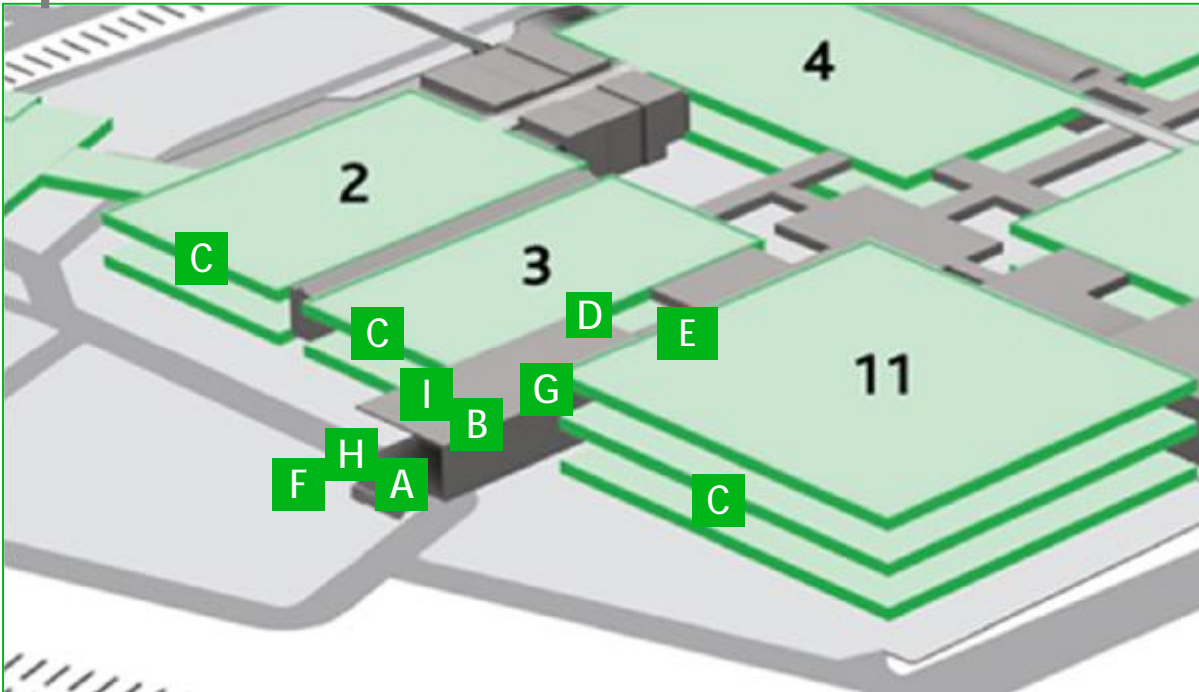
On the following pages, you'll find all the main details regarding our advertising spaces as well as sample calculations of various advertising opportunities.

Do you have questions or would you like to have more information about our premium advertising opportunities? We'll be glad to help. Simply call us on:
+49 221 821-2925

Boost the effectiveness of your "City Lights"

Our interactive "Mobile Points" allow you to send individualised advertising messages to your customers' mobile phones. You'll find in-depth information on this service in the chapter on non-standard advertising space (p. 27).

Overview of the advertising space at Entrance South



Details regarding the advertising space at Entrance South

A



Floorgraphic Plateau

Width x height	:	17.95 x 19.30
Area (2 sides)	:	346.44 sq m
Rental fee	:	
Mounting/ dismantling	:	
Production	:	

Total cost (decrease in size possible)
€ 69,187.55

B



Banner, Entrance South (2-sided)

Width x height	:	8.00 x 4.00 m
Area	:	2 x 32.00 sq m
Rental fee	:	€6,341.50
Mounting/ dismantling	:	€582.40
Production	:	€3,648.00

Total cost per banner
€10,571.90

C



Entrance South

Width x height	:	8.10 x 6.80 m
Area	:	55.08 sq m
Rental fee	:	€4,241.16
Mounting/ dismantling	:	€1,188.63
Production	:	€2,423.52

Total cost per area
€7,853.31



D

Window space

Width x height per window panel	:	2.94 x 1.14 m
Area	:	140.77 sq m
Rental fee	:	€12,986.03
Mounting/ dismantling	:	€8,271.65
Production	:	€12,387.76

Total cost
€33,645.44



E

Side panel

Width x height	:	28.00 x 4.00 m
Area (2 sides)	:	112.00 sq m
Rental fee	:	€10,332.00
Mounting/ dismantling	:	€2,710.40
Production	:	€6,720.00

Total cost
€19,763.00



F

Advertising pylon at Entrance South

Width x height	:	2.00 x 3.00 m
Area (4 sides)	:	24.00 sq m
Rental fee	:	€1,848.00
Mounting/ dismantling	:	€249.60
Production	:	€1,708.80

Total cost per pylon
€3,806.40



G

Banner cashbox offices

Width x height	: 25.00 x 7.00 m
Area	: 175.00 sq m
Rental fee	: €16,143.75
Mounting/ dismantling	: € 4,235.00
Production	: €10,500.00

Total cost
€ 30,878.75



H

Staircase Entrance South incl. platform

Area	: Staircase: 24 steps Treat: 23 pc. platform: approx. 50.0sq m
------	---

Total cost
€ 39,000.00



I

City Light glass cases

Width x height	: 1.15 x 1.71 m
Area (2 sides)	: 2.10 m ²
Rental fee	: €461.25
Mounting/ dismantling	: €76.70
Production	: €354.00

Total cost per glass case
€891.95

4

Advertising space at Entrance North

We put you in the spotlight



General information concerning the advertising space at Entrance North

With its first-rate design, Entrance North is one of the architectural highlights of the exhibition centre. The entrance provides an exclusive setting for your advertising. From here, you can also reach our new Congress Centre North.

- Advertising pylons at the entryway and the bus stop allow you to present yourself to your target groups in a striking way.
- Spark interest in your company through our large-format advertising panels in the entrance area.
- Advertising flags on the roof of the exhibition centre provide your advertising messages with maximum visibility that reaches beyond the confines of the exhibition centre.

On the following pages, you'll find all the main details regarding our advertising spaces as well as sample calculations of various advertising opportunities.

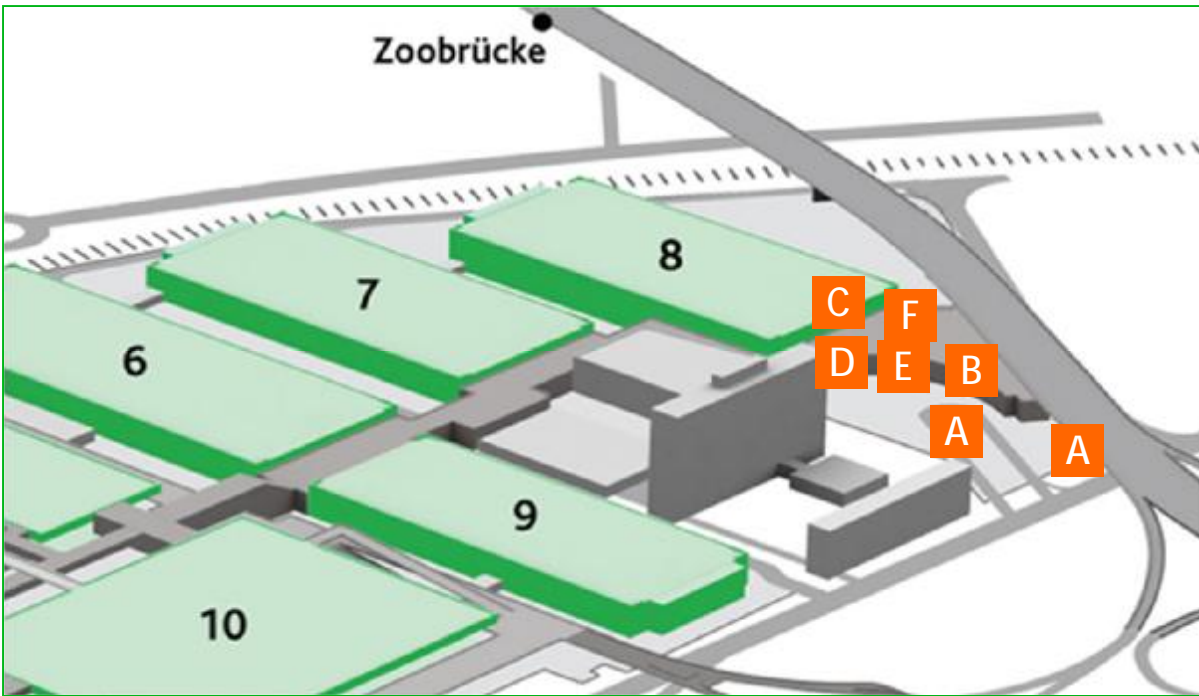
Are you interested in our advertising space at Entrance North or do you have any questions or requests? We'll be glad to help. Simply call us on: +49 221 821-2925

Come out big

Reserve advertising panels over a length of up to 100 m (400 m²). They allow you to dominate the entrance area and attract a huge amount of attention. Should you require any further information, please give us a call: +49 221 821-3998

Overview of the advertising space at Entrance North

A prominent presence



Details regarding the advertising space at Entrance North

A



Advertising pylon at Entrance North

Width x height	:	2.00 x 3.00 m
Area (4 sides)	:	24.00 sq m
Rental fee	:	€1,848.00
Mounting/ dismantling	:	€249.60
Production	:	€1,708.80

Total cost per pylon
€3,806.40

B



Panels at Entrance North

Width x height	:	5.00 x 4.00 m
Area	:	20.00 sq m
Rental fee	:	€1,845.00
Mounting/ dismantling	:	€484.00
Production	:	€1,200.00

Total cost per panel
€3,529.00

C



Flags

Entrance area to Northern Halls

Rental fee for 8 flags	:	€2,832.00
Mounting/ dismantling	:	€250.00
Production	:	€2,600.00

Total cost for 8 flags
€5,682.00



Turnstile Entrance North/South

Width x height	:	0.60 x 0.29 m
Quantity per Entrance:	:	13 pc
:Rental fee	:	€6,150.00
Mounting/ dismantling	:	€179.28
Production	:	€548.08

Total cost turnstiles (26pc.)
€6,877.36



Banner Entrance North

Width x height	:	6.00 x 6.00 m
Area	:	36.00 sq m
Rental fee	:	€ 2,772.00
Mounting/ dismantling	:	€ 776.88
Production	:	€1,584.00

Total cost per banner
€5,132.88



Pillar Entrance North

Diameter	:	40.0 cm
Quantity	:	22 pc
Diameter	:	85.0 cm
Quantity:	:	5 pc
Rental fee	:	€2,870.00
Mounting/dismantling :	:	€4,002.75
Production	:	€5,915.40

Total cost 27 pillars
€12,788.15

5

Advertising space at Entrance East

Your success writ large



General information concerning the advertising space at Entrance East

Adjacent to the exhibition centre's key hub, Entrance East is located directly across from the "Koelnmesse" tram stop. Increase the efficiency of your advertising by addressing the large crowd of visitors who come through this area before, during and after the trade fair.

- All around Entrance East, we provide you with numerous large attention-grabbing advertising spaces.
- The advertising pillars in the entrance area will enable you to convey your key message in an exclusive and eye-catching way.

On the following pages, you'll find all the main details regarding our advertising space as well as sample calculations of various advertising opportunities.

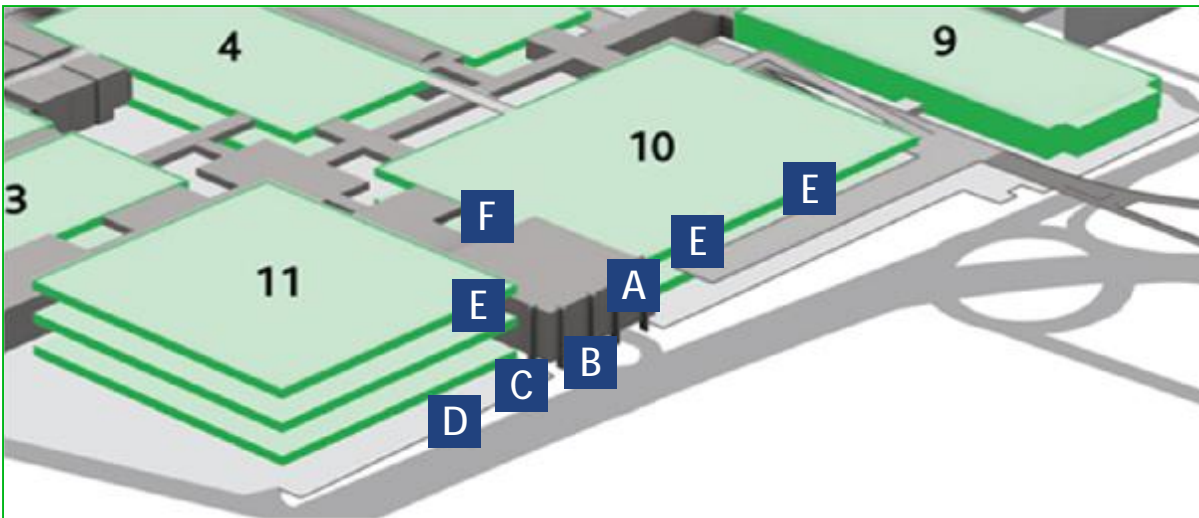
Are you interested in our premium advertising space at Entrance East or do you have any questions or requests? We'll gladly help. Just give us a call on: +49 221 821-2925

The ideal combination

Augment your advertising at the exhibition centre with an Internet banner at the event's website. That way, you can attract considerable attention to your trade fair presence online as well as offline.

Overview of the advertising space at Entrance East

A striking presence

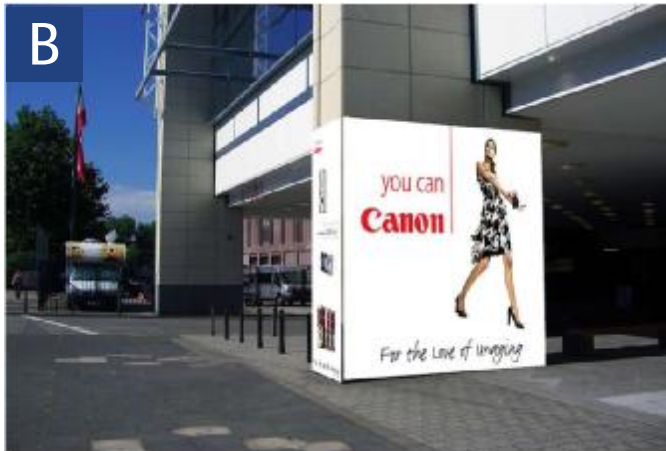


Details regarding the advertising space at Entrance East



Large area at eastern entrance/exit	
Width x height	: 16.00 x 2.70 m
Area	: 43.20 sq m
Rental fee	: €3,326.40
Mounting/ dismantling	: €932.26
Production	: €1,900.80

Total cost per area
€6,159.46



Advertising pylon at Entrance East	
Width x height	: 3.17 x 3.67 m
	: 1.15 x 3.67 m
Area (4 sides)	: 31.71 sq m
Rental fee	: €2,000.00
Mounting/ dismantling	: €602.49
Production	: €1,902.60

Total cost per pylon
€4,505,09



Hoarding at Entrance East	
Width x height	: 4.80 x 2.80 m
Area	: 13.44 sq.m
Rental fee	: € 1,034.88
Mounting/ Dismantling	: € 202.68
Production	: € 591.36

Total cost per segment
€1,828.92



Hoardings

Width x height	: 19.80 x 2.80 m
Area	: 55.44 sq m
Rental fee	: €4,268.88
Mounting/ dismantling	: €1,196.40
Production	: €2,439.36

Total cost per area
€7,904.64



Advertising space, Entrance East

Width x height	: 10.00 x 7.00 m
Area	: 70.00 sq m
Rental fee	: €5,390.00
Mounting/ dismantling	: €1,510.60
Production	: €3,080.00

Total cost per area
€9,980.60



Platform Hall 10

Width x height	: 3.60 x 2.55 m
Area	: 9.18 sq m
Rental fee	: €706.86
Mounting/ dismantling	: €222.16
Production	: €550.80

Total cost per area
€1,479.82



Megaprint at the Piazza

Width x height	:	8.10 x 6.80 m
Area	:	55.08 sq m
Rental fee	:	€4,241.16
Mounting/ dismantling	:	€1,188.63
Production	:	€2,423.52

Total cost per area
€7,853.31



Overview of non-standard advertising space

The special format that fits your needs



General information regarding the non-standard advertising space

You too can benefit from our wide range of non-standard advertising opportunities. We are continuously expanding our range of offerings with innovative and unusual means of advertising. In combination with our traditional advertising space, this approach allows you to achieve a wide ranging and flexibly useable presence throughout the exhibition grounds. Among the options available are:

- Blimp advertising
- Gastronomy package

On the following pages, you'll find all the main details regarding our non-standard advertising space as well as sample calculations of various advertising opportunities.

Would you like to have more information about our non-standard advertising space or do you have any questions or requests? We'll be glad to help. Simply call us on: +49 221 821-2925

Innovations for your success

We are continuously developing additional types of advertising for your business success. If you wish, we will gladly do so in cooperation with you. Just give us a call, we look forward to hearing your suggestions.

Information about our non-standard advertising space: Blimp advertising

Let your advertising take to the skies. At approx. 3 m in length, the blimp can be printed according to your wishes with your advertising designs and used during the opening hours of the trade fair. The blimp is steered by experienced employees who fly it, for example, through the Entrances North and South as well as through adjacent areas of the Boulevard.

This unusual method of advertising attracts special attention from visitors thanks to its mobility and exclusivity.



Blimp advertising

Length	:	approx. 3 m		
Complete service (incl. helium filling, mounting/ dismantling, handling)	:	€780.00 (per day)	Production (foil/paint)	: €758.85

Total cost
€1,538.85

Details of our non-standard advertising space: restaurant advertising



Self Service Restaurant Curie Congress Centrum Nord

350 seats

servicings
tray mats
tent cards

total cost per day

€2,119.00

Self Service Restaurant Newton, Halle 10.2

197 seats

servicings
tray mats
tent cards

total cost per day

€1,192.50

We are committed to providing full service

You can find the comprehensive package of services offered by Koelnmesse on the Internet at www.koelnmesse.com

If you prefer, we can also provide you with individual consultation.

Koelnmesse GmbH

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50679 Köln, Germany

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marketing-services@koelnmesse.de

www.koelnmesse.com

The services and prices listed are valid at the time of printing. Subject to change. The content of the order confirmation from Koelnmesse GmbH or its service partners is binding.

We'll be happy to send you brochures with further information.

Unsere Leistungen

