

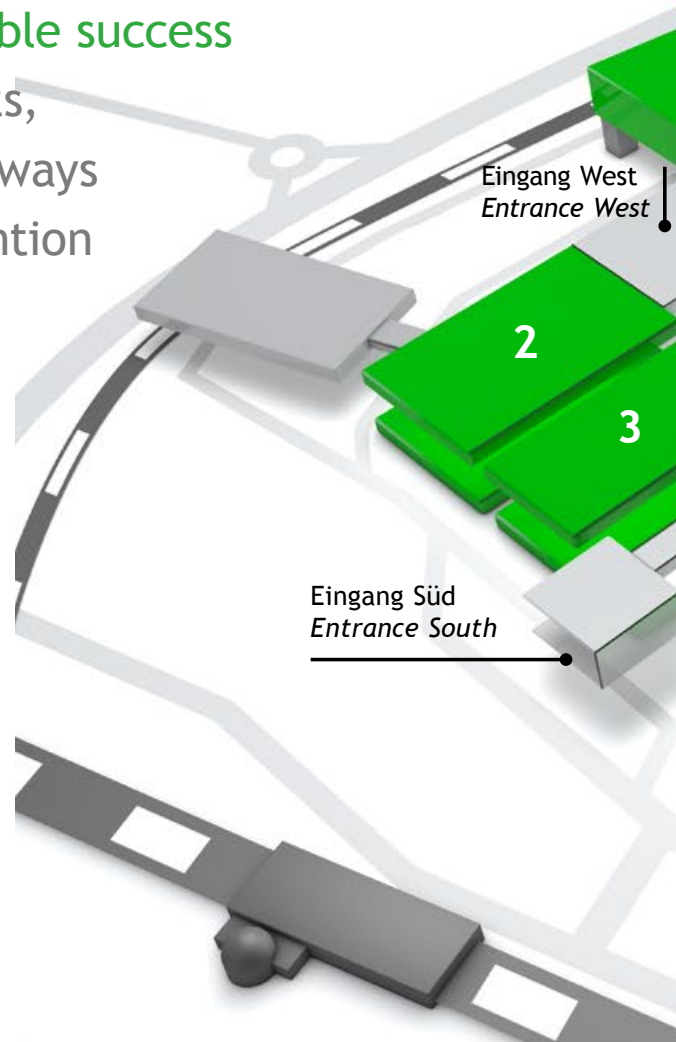
Advertising Spaces 2023



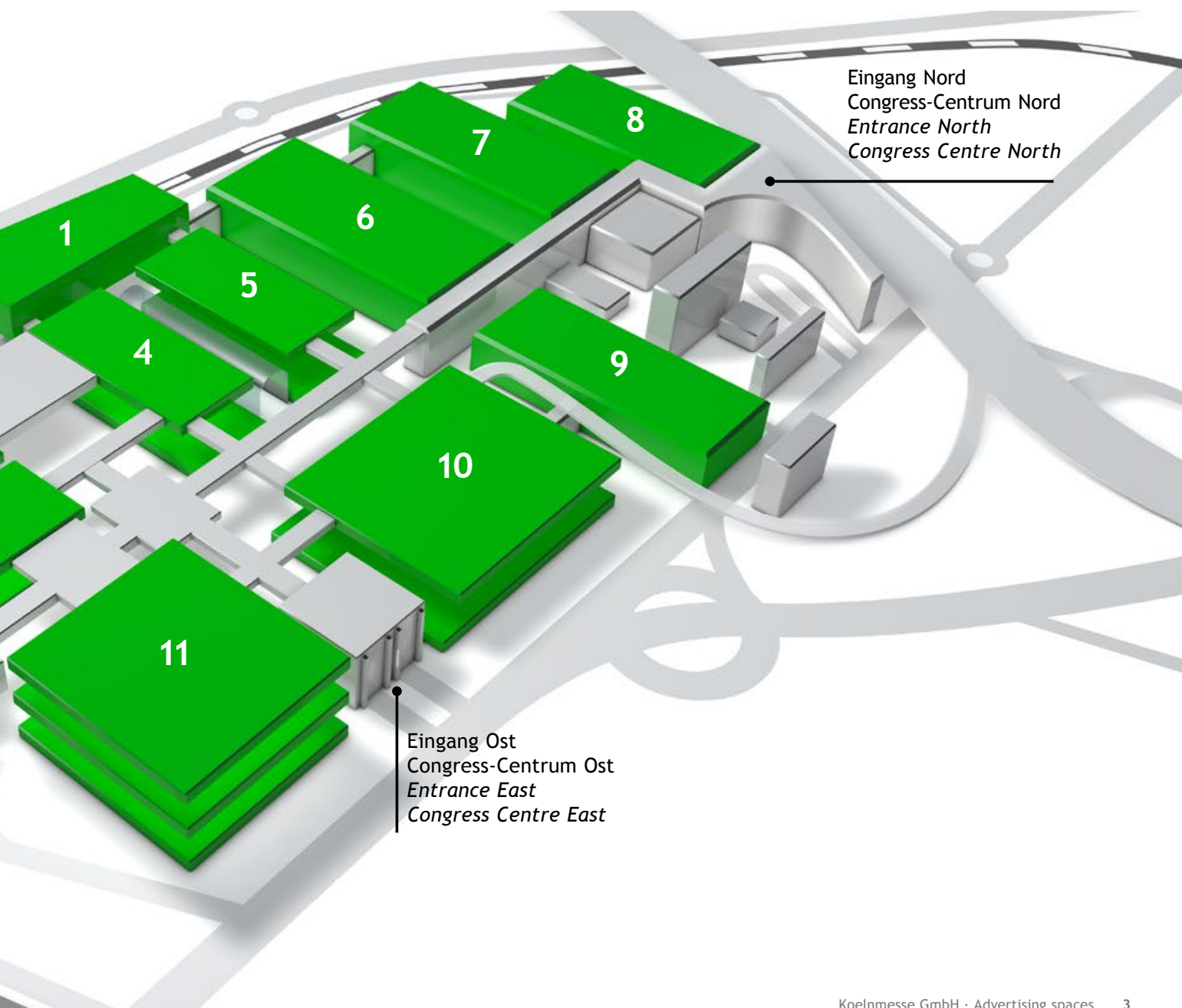


Selected communication for your visible success

From advertising fences to megaprints, you can benefit from many different ways of drawing potential customer's attention to your stand!



Our advertising spaces for your trade fair success



Eingang Nord
Congress-Centrum Nord
Entrance North
Congress Centre North

Eingang Ost
Congress-Centrum Ost
Entrance East
Congress Centre East



Advertising spaces Boulevard and indoor areas

The best approach to reach your customers

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 examples of our advertising spaces as well as sample calculations of various opportunities.

Are you interested in our advertising spaces or do you have any questions or requests? We'll be glad to help.

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+49 221 821-2225

adspaces@koelnmesse.de



Examples

Boulevard and indoor areas



Fabric banner*/Boulevard

Width x height:	5,00 x 3,00 m
Area:	30,00 sqm
Total cost: (incl. production and handling)	5,945.10 EUR

*2-sided

Banner elevator / Boulevard North

Width x height:	3,00 m x 6,00 m
Area:	18,00 sqm
Total cost: (incl. production and handling)	4,531.68 EUR



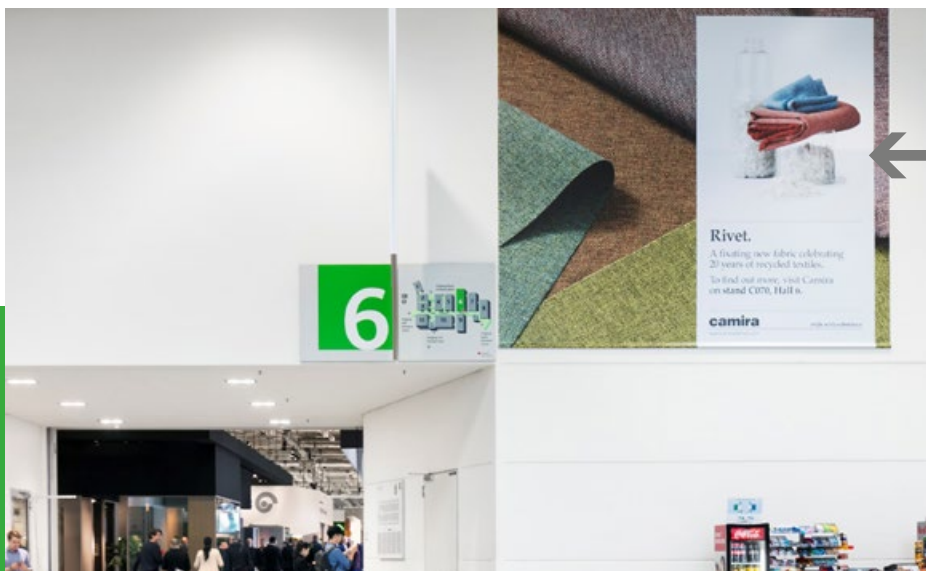


Front of hall 8/ Boulevard North

Width x height:	6.00 m x 3.00 m
Area:	18.00 sqm
Total cost: (incl. production and handling)	4,531.68 EUR

Front of Service-Center North

Width x height:	50.00 x 5.00 m
Area:	250.00 sqm
Total cost: (incl. production and handling)	52,437.50 EUR



Banner hall 6/ Boulevard North

Width x height:	5.00 m x 5.00 m
Area:	25.00 sqm
Total cost: (incl. production and handling)	6,294.00 EUR

Examples

Boulevard and indoor areas

LightBox

Width x height x depth:	2.10 m x 2.50 m x 0.30 m
Area (4-sided):	11.50 sqm
Total cost: (incl. production and handling)	2,330.00 EUR



Window space Passage 4 / 10

Width x height:	1.90 m x 6.10 m
Area:	11.59 sqm
Total cost: (incl. production and handling)	3,709.50 EUR

Side panel

Width x height:	7.00 m x 4.00 m
Area:	28.00 sqm
Total cost: (incl. production and handling)	7,892.08 EUR



Elevator (glass)* / Boulevard

Width x height:	2.70 m x 2.70 m
Area:	14.58 sqm
Total cost: (incl. production and handling)	5,551.48 EUR

*North and south side



Illuminated frame

Width x height:	2.00 m x 2.50 m
Area:	5.00 sqm
Total cost: (incl. production and handling)	1,620.30 EUR



Examples

Boulevard and indoor areas



End panel

Width x height:	4.00 x 1.20 m
Area:	4.80 sqm
Total cost: (incl. production and handling)	1,366.85 EUR

Steps

Width x height:	1.80 m x 0.11 m
Area:	19 Steps
Total cost: (incl. production and handling)	1,674.47 EUR





Banner / Boulevard

Width x height per banner	8.50 x 4.80 m
Area per banner:	40.80 sqm
Total cost per banner: (incl. production and handling)	11,480.30 EUR

Sanitary facilities / mirror sticker

Width x height:	0.60 x 0.30 m
Area:	0.18 sqm
Total cost: (incl. production and handling)	359.00 EUR



Sanitary facilities / poster frames

Width x height: (per frame)	0.297 x 0.42 m
Area:	0.125 sqm
Total cost for 10 frames: (incl. production and handling)	1,640.00 EUR



Floor stickers

Width x height:	1.00 m x 1.00 m
Area:	1.00 sqm
Total cost: (incl. production and handling)	510.12 EUR





Advertising spaces Entrance South

The perfect connection for your advertising

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.



- Optimise the effect of contacts by advertising on the **outside of the Southern Halls.**
- 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.
- Put yourself into the limelight for the trade fair visitors. Our **window spaces** give your messages the right impact.

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Examples Entrance South



Pillars / Entrance South

Width x height per pillar:	2.80 m x 4.00 m
Area (3 pillars):	33.60 sqm
Total cost: (incl. production and handling)	10,924.03 EUR

Balustrade / Entrance South

Width x height:	17.60 x 0.94 m
Area:	16.54 sqm
Total cost: (incl. production and handling)	4,899.48 EUR





Lift / Entrance South

Width x height per side:	1.25 m x 3.8 m
Area (2 sides):	9.95 sqm
Total cost: (incl. production and handling)	2,947.39 EUR

Window space / Entrance South

Width x height:	7.04 x 3.24 m
Area	24.08 sqm
Total cost: (incl. production and handling)	7,132.98 EUR



Examples Entrance South



Banner* / Entrance South

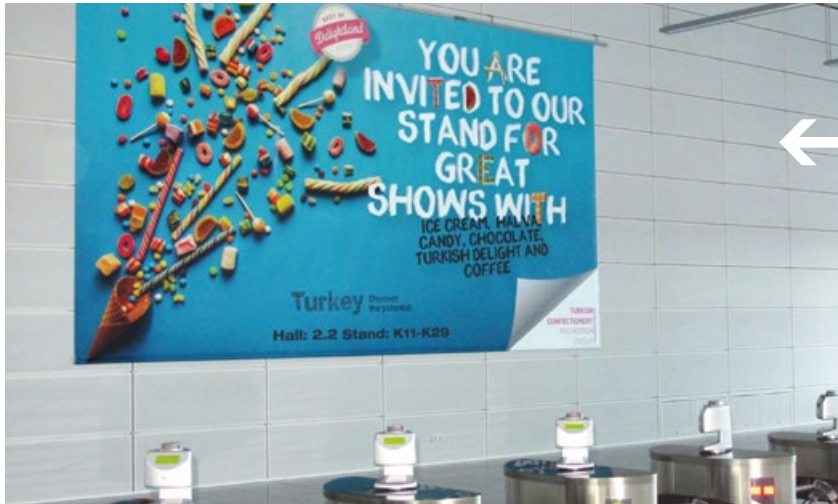
Width x height:	8.00 m x 4.00 m
Area:	64.00 sqm
Total cost: (incl. production and handling)	15,382.72 EUR

*2-sided

Window space

Width x height per segment:	2.94 m x 1.14 m
Area (42 glass panels):	140.77 sqm
Total cost: (incl. production and handling)	45,054.85 EUR





Banner Turnstiles

Width x height:	7.50 m x 4.00 m
Area:	30.00 sqm
Total cost: (incl. production and handling)	7,552.80 EUR

Turnstiles / Entrance South

Width x height:	0.60 m x 0.29 m
Quantity:	12 pc
Total cost: (incl. production and handling)	4,589.65 EUR



Wall panel / Entrance South

Width x height:	12.00 m x 7.00 m
Area:	84.00 sqm
Total cost: (incl. production and handling)	21,147.84 EUR

Examples Entrance South

Banner cashbox offices

Width x height:	25.00 m x 7.00 m
Area:	175.00 sqm
Total cost: (incl. production and handling)	45,808.00 EUR



Banner cloakroom

Width x height:	5.00 m x 3.50 m
Area:	17.50 sqm
Total cost: (incl. production and handling)	4,405.80 EUR

Banner Entrance South / Passage

Width x height:	28.00 m x 4.00 m
Area:	112.00 sqm
Total cost: (incl. production and handling)	29,317.12 EUR



Examples Entrance South

LightBox

Width x height x depth:	2.10 m x 2.50 m x 0.30 m
Area (4-sided):	11.50 sqm
Total cost (on the first day): (incl. production and handling)	2,746.00 EUR



Pillars

Width x height:	2.525 m x 6,50 m
Area:	16.41 sqm
Total cost per pillar: (incl. production and handling)	4,874.75 EUR



Advertising panel hall 11 / Entrance South

Width x height:	8.10 m x 6.80 m
Area:	55.08 sqm
Total cost per area: (incl. production and handling)	11,424.69 EUR

Advertising spaces Entrance North

We put you in the spotlight

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 Congress Centre North.



- 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.

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Banner / Entrance North

Width x height:	6.00 m x 6.00 m
Area:	36.00 sqm
Total cost per banner: (incl. production and handling)	7,467.12 EUR

Flags

Entrance area to Northern Halls

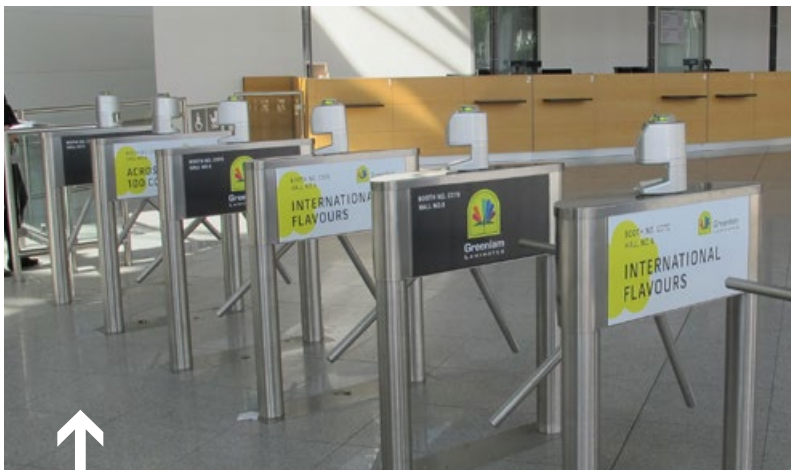
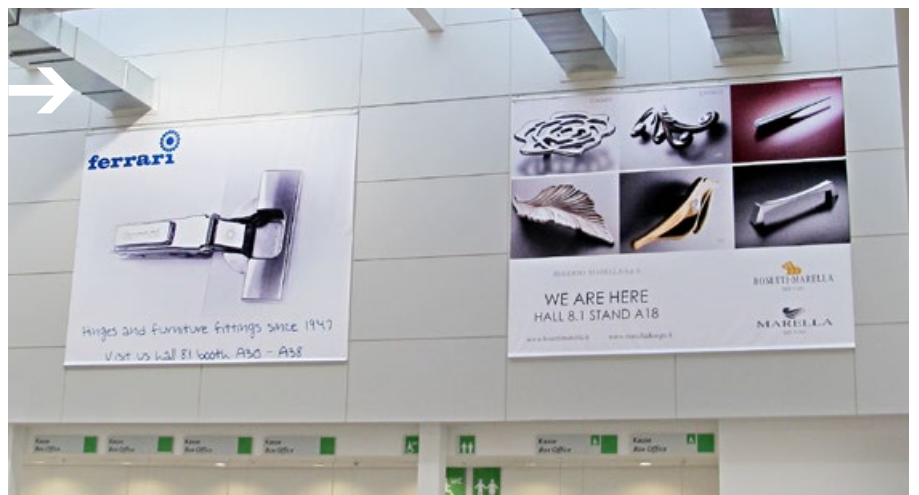
Rental fee for 8 flags:
(incl. production and handling) **7,419.20 EUR**



Examples Entrance North

Segments / Entrance North

Width x height:	5.00 m x 4.00 m
Area:	20.00 sqm
Total cost per segment: (incl. production and handling)	5,035.20 EUR



Turnstiles / Entrance North

Width x height:	0.60 m x 0.29 m
Quantity:	14 pc
Total cost turnstiles (14 pc): (incl. production and handling)	5,354.60 EUR

Banner hall 8

Width x height:	5.00 m x 5.00 m
Area:	25.00 sqm
Total cost: (incl. production and handling)	6,294.00 EUR



Banner hall 8 / Entrance

Width x height:	5.00 m x 1.90 m
Area:	9.50 sqm
Total cost: (incl. production and handling)	2,391.72 EUR





Advertising spaces Entrance East

Your success in large scale

Adjacent to one of 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 options 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 examples of our advertising spaces as well as sample calculations of various opportunities.

Are you interested in our premium advertising spaces at Entrance East or do you have any questions or requests?

We'll gladly help. Simply contact us:

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adspaces@koelnmesse.de



Examples

Entrance East



Large area / East Entrance / Exit

Width x height:	16.00 m x 2.70 m
Area:	43.20 sqm
Total cost: (incl. production and handling)	8,960.54 EUR

Advertising pylon / Entrance East

Width x height:	3.17 x 3.67 m and 1.15 x 3.67 m
Area (4 sides):	31.71 sqm
Total cost per pylon: (incl. production and handling)	7,046.60 EUR



Advertising fence / Entrance East

Width x height:	4.80 m x 2.80 m
Area:	13.44 sqm
Total cost per segment: (incl. production and handling)	3,092.81 EUR



Advertising wall / Entrance East

Width x height:	3.60 m x 2.55 m
Area:	9.18 sqm
Total cost per area: (incl. production and handling)	2,108.83 EUR



Examples Entrance East

Hoarding

Width x height:	19.80 m x 2.80 m
Area:	55.44 sqm
Total cost: (incl. production and handling)	11,499.36 EUR



Turnstiles / Entrance East

Width x height:	0.60 m x 0.29 m
Quantity:	10 pc
Total cost: (incl. production and handling)	3,824.71 EUR

Advertising panel hall 11 / Entrance East

Width x height:	10.00 m x 7.00 m
Area:	70.00 sqm
Total cost: (incl. production and handling)	14,519.40 EUR





Advertising spaces Piazza

Your advertisement in the midst of trade fair activities

The Piazza is the central **meeting point** in the open air. Reach visitors to the trade fair with your advertising as a **signpost pointing the way to the halls.**



- Direct your customers with large-format banners at your exhibition stand.

- Accompany visitors to the fair with railing space leading into the entrances.

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High levels
of visitor traffic
Make your business
the centre of
attention!

Examples Piazza



Megapanel / Piazza

Width x height:	7.90 m x 7.20 m
Area:	56.88 sqm
Total cost: (incl. production and handling)	11,798.05 EUR

Railing / Entrance into passage

Width x height:	7.50 m x 0.80 m
Area:	6 sqm
Total cost: (incl. production and handling)	2,653.32 EUR



Window space / Entrance into passage

Width x height:	1.45 m x 1.34 m (4 pc)
Area:	7.77 sqm
Total cost: (incl. production and handling)	2,301.63 EUR



Wallspace / Entrance into passage

Width x height:	4.48 m x 2.98 m
Area:	13.35 sqm
Total cost for area: (incl. production and handling)	4,732.84 EUR

Non-standard advertising spaces

The special format that fits your needs

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**.



On the following pages, you'll find examples of our non-standard advertising spaces as well as sample calculations of various opportunities.

Would you like to have more information about our nonstandard advertising spaces or do you have any questions or requests? We'll be glad to help.

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**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.



Examples

Non-standard advertising spaces



Restaurant “Curie”

Area: 350 seats

Napkins and stand-up displays

Total cost per day:

(incl. production and handling)

1,744.00 EUR

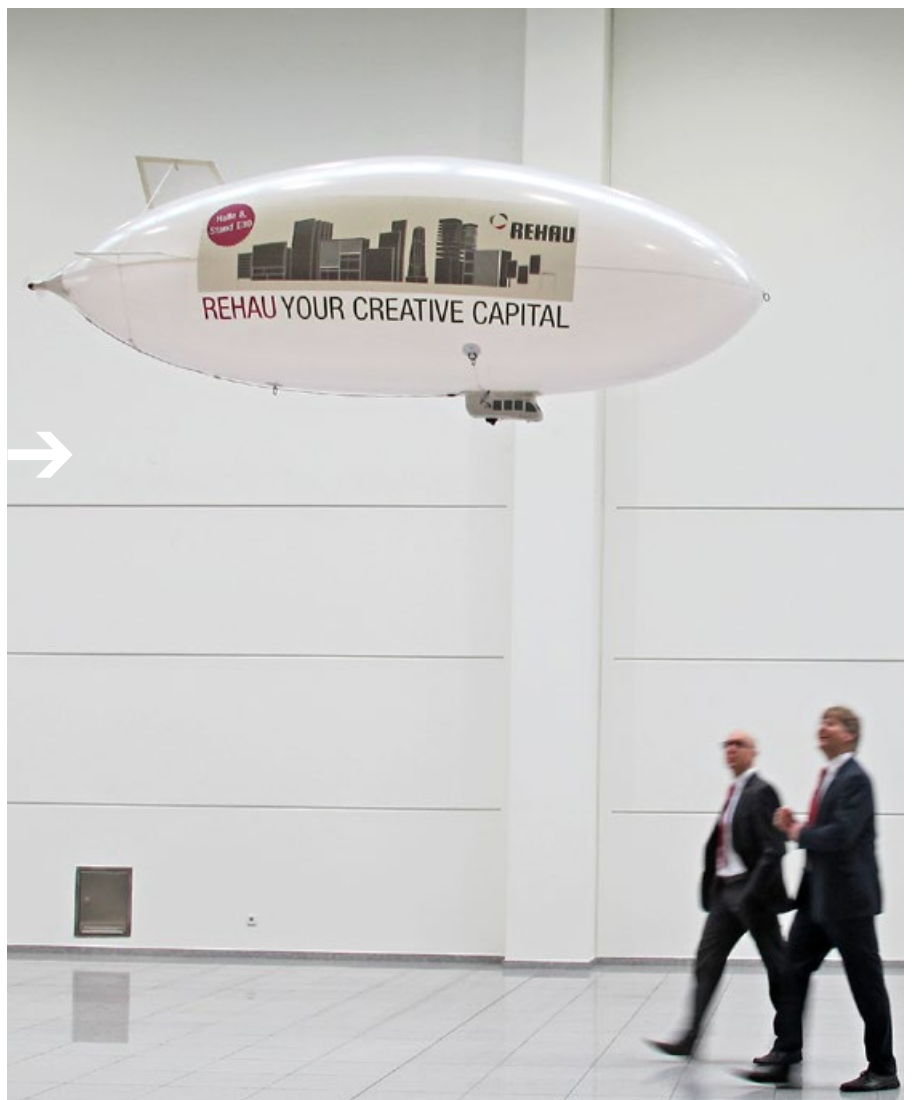
Blimp advertising

Length: 3.00 m

Complete service
(incl. helium filling, mounting/
dismantling, support):

Total cost (on the first day):
(incl. production and handling)

1,902.00 EUR



Advertising spaces car park

Attract attention from the start

The new car park offers space for more than 3,000 vehicles.
An ideal place to position your advertising.



- Reach the trade fair visitors with your message on their arrival.

- Invite your customers to your exhibition stand with eye-catching banners.

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Examples

Advertising spaces car park

Gate / entry area

Width x height: (3 pc)	0.30 m x 0.80 m
Width x height: (5 pc)	0.30 m x 1.30 m
Total cost: (incl. production and handling)	843.24 EUR

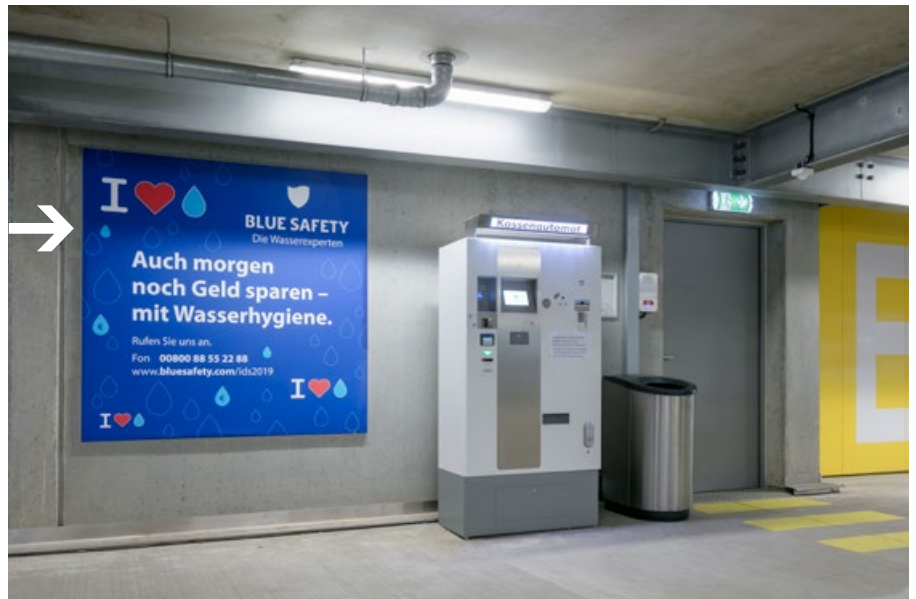


Banner / sanitary facilities

Width x height:	2.50 x 3.50 m
Area:	8.75 sqm
Total cost: (incl. production and handling)	2,626.93 EUR

Banner / ticket machines

Width x height:	1.60 x 1.60 m
Area:	2.56 sqm
Total cost: (incl. production and handling)	768.56 EUR



Steel beams / entrance

Width x height:	2.00 x 0.40 m
Area:	0.8 sqm
Total cost: (incl. production and handling)	501.78 EUR



Examples

Advertising spaces car park



Panel / Shuttle Bus

Width x height:	3.40 x 2.20 m
Area:	7.48 sqm
Total cost: (incl. production and handling)	1,951.68 EUR

Banner / Shuttle Bus

Width x height:	8.00 x 3.50 m
Area:	28.00 sqm
Total cost: (incl. production and handling)	6,381.76 EUR



Banner / ramp

Width x height:	11.70 x 2.20 m
Area:	25.74 sqm
Total cost: (incl. production and handling)	5,866.66 EUR



Examples

Advertising spaces car park



Banner / exit

Width x height:	2.30 x 2.20 m
Area:	5.06 sqm
Total cost: (incl. production and handling)	1,153.28 EUR

Guardrail / exit

Width x height:	8,00 x 0,50 m
Area:	4,00 sqm
Total cost: (incl. production and handling)	911.68 EUR



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