

Digital Advertising Spaces 2023





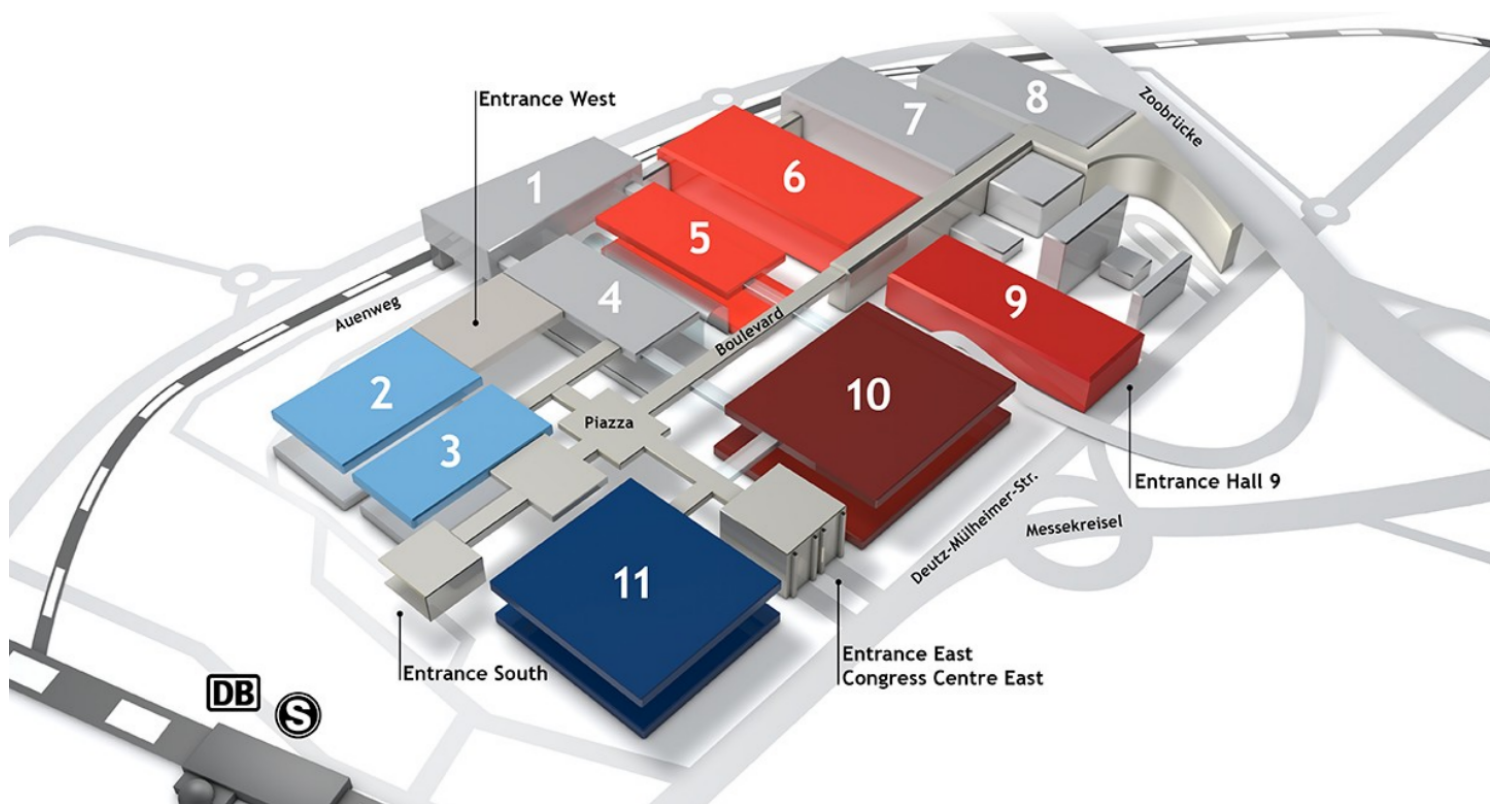
Koelnmesse's digital advertising spaces now offer you even more opportunities to draw the attention of visitors to your trade fair stand with innovative advertising messages.

Take advantage of more than 50 highly visible spots on Koelnmesse's trade fair ground to shine a spotlight on your advertising.

NOTHING MOVES PEOPLE MORE THAN MOVING IMAGES.

Digital communication
for success you can see

Hall plans Spring Edition 2023

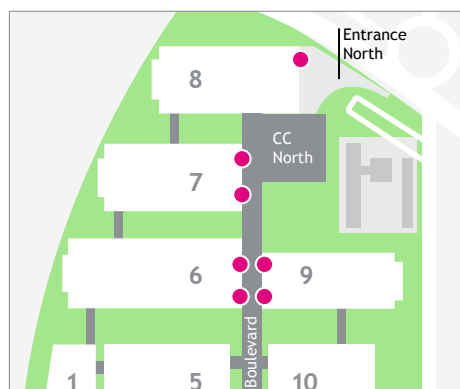


N16/N18/N21/N22 LCD-Screen Entrances - Halls 6 and 9



LCD-Screen Entrances

Display type	2 x 1 LCD Screens
Format	32:9
Dimensions (W x H)	2.43 x 0.68 m
Resolution (per screen)	1920 x 1080 px
Total resolution	2 x 3840 x 1080 px



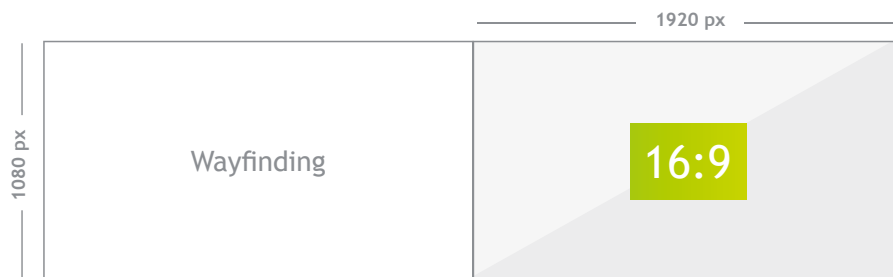


Information about compatible image and video file formats is available on request.

At this highly frequented spot, your advertising will draw the visitor's attention to your stand as soon as they enter the exhibition hall.

Both sides of the entrances simultaneously display the same content to optimize the advertising effect and to attract visitors' attention.

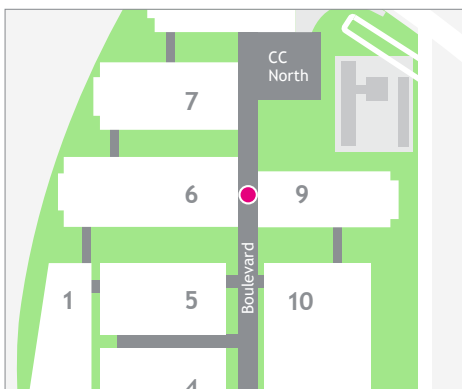
Configuration option



Content 16:9

Dimensions (WxH)	1.21 x 0.68 m
Resolution (WxH)	2 x 1920 x 1080 px
Full price for <u>2 screens</u> at 10-minute intervals	
30 seconds starting at	306.27 EUR

N17 LCD-Monitor Boulevard North / Restaurant Entrance

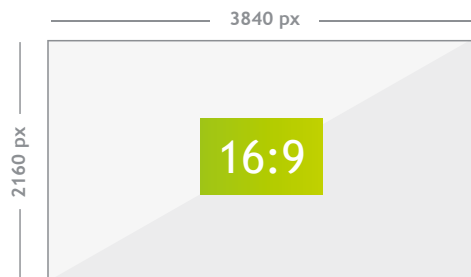




Information about compatible image and video file formats is available on request.

Present your company at the highly frequented Boulevard between hall 6 and 9. Convince the visitors with your advertising message on their way to the southern halls directly at the entrance of the popular restaurant Lindbergh.

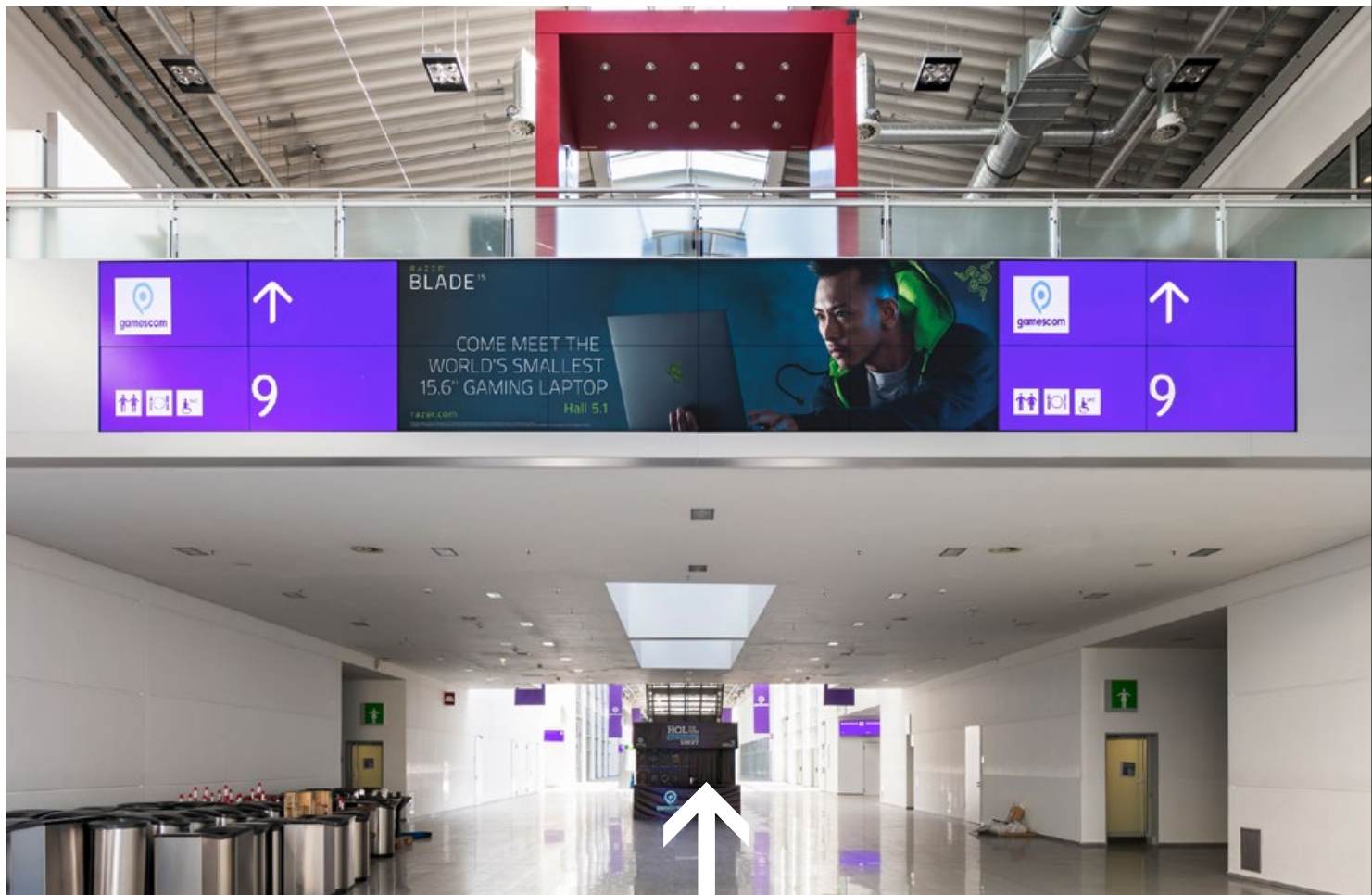
Configuration option



Content 16:9

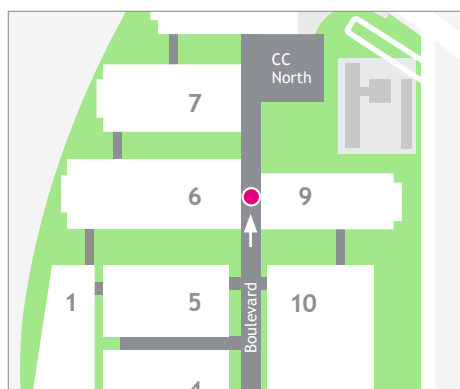
Dimensions (WxH)	2.16 x 1.21 m
Resolution (WxH)	3840 x 2160 px
Full price at 10-minute intervals	
30 seconds starting at	483.29 EUR

N25 LCD-Screen Boulevard North / Restaurant bridge



LCD-Screen Boulevard North Restaurant bridge

Display type	8 x 2 LCD Screens
Format	64:9
Dimensions (W x H)	9.71 x 1.37 m
Resolution (per screen)	1920 x 1080 px
Total resolution	7680 x 1080 px





Information about compatible image and video file formats is available on request.

This generous advertising space allows for individual presentation of your brand at the popular Lindbergh Restaurant right near the halls 6 and 9.

Configuration options

Content 32:9

Dimensions (WxH) 4.85 x 1.37 m

Resolution (WxH) Full HD 3840 x 1080 px
UHD 7680 x 2160 px

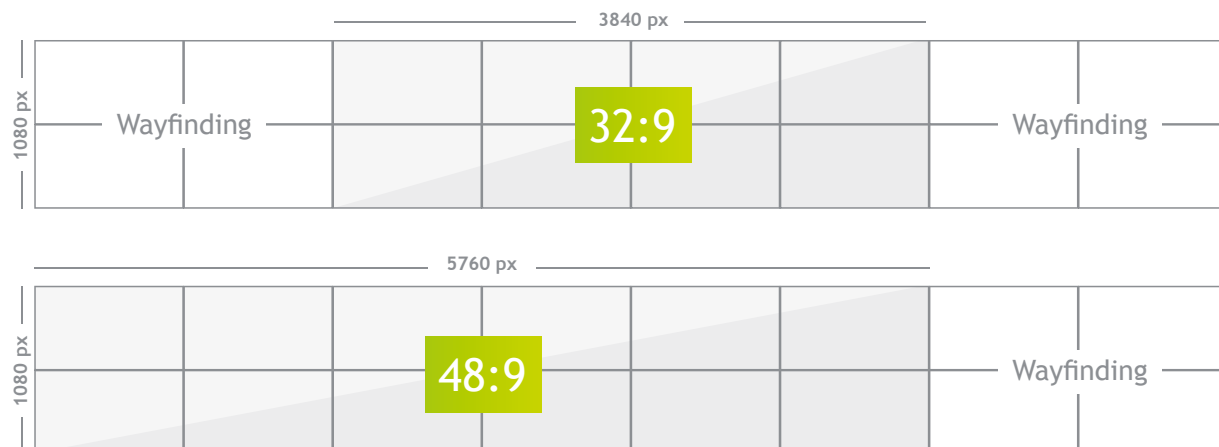
Full price at 10-minute intervals
30 seconds starting at **1,349.62 EUR**

Content 48:9

Dimensions (WxH) 7.28 x 1.37 m

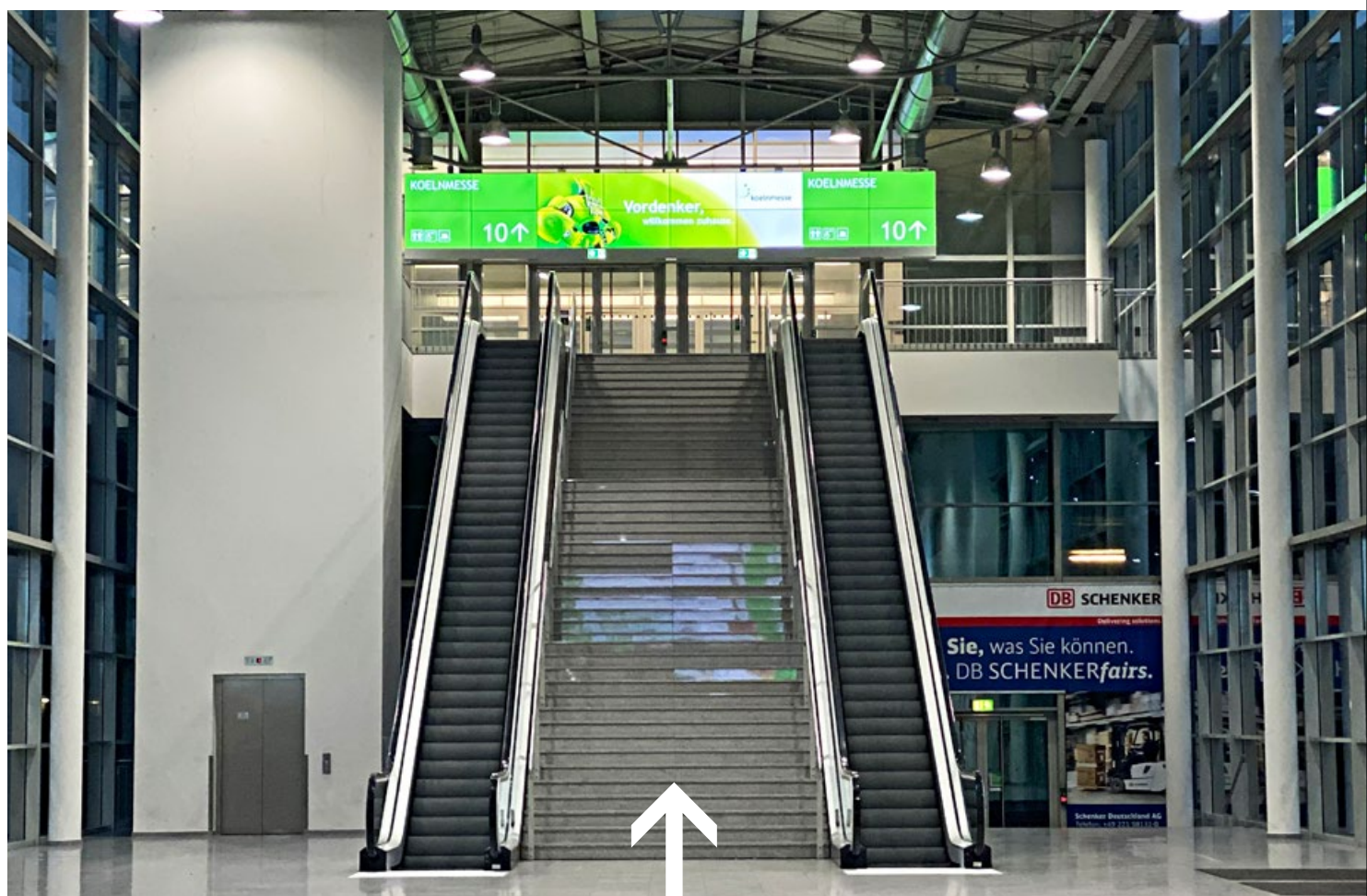
Resolution (WxH) Full HD 5760 x 1080 px
UHD 11520 x 2160 px

Full price at 10-minute intervals
30 seconds starting at **2,025.44 EUR**



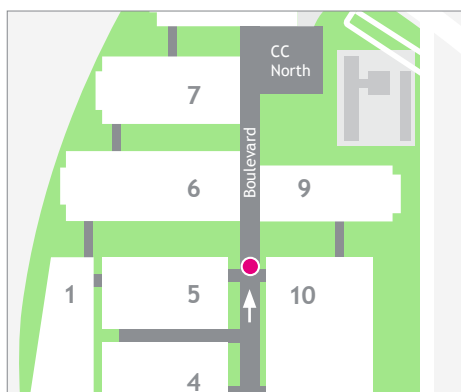
N23 LCD-Screen

Transition Boulevard North / Central Boulevard



LCD-Screen Transition Boulevard North/Central Boulevard

Display type	8 x 2 LCD Screens
Format	64:9
Dimensions (WxH)	9.71 x 1.37 m
Resolution (per screen)	1920 x 1080 px
Total resolution	7680 x 1080 px





Information about compatible image and video file formats is available on request.

This LCD screen is located directly above the passageway from the Boulevard North to the Central Boulevard. It is therefore ideal for reaching visitors on their way to the southern halls.

Configuration options

Content 32:9

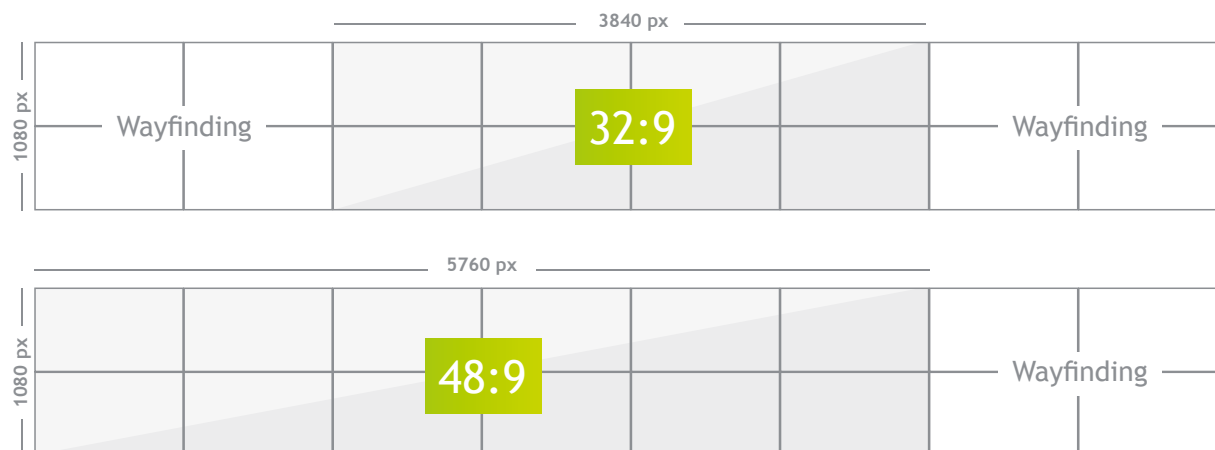
Dimensions (WxH)	4.85 x 1.37 m
Resolution (WxH)	Full HD 3840 x 1080 px UHD 7680 x 2160 px

Full price at 10-minute intervals
30 seconds starting at **1,349.62 EUR**

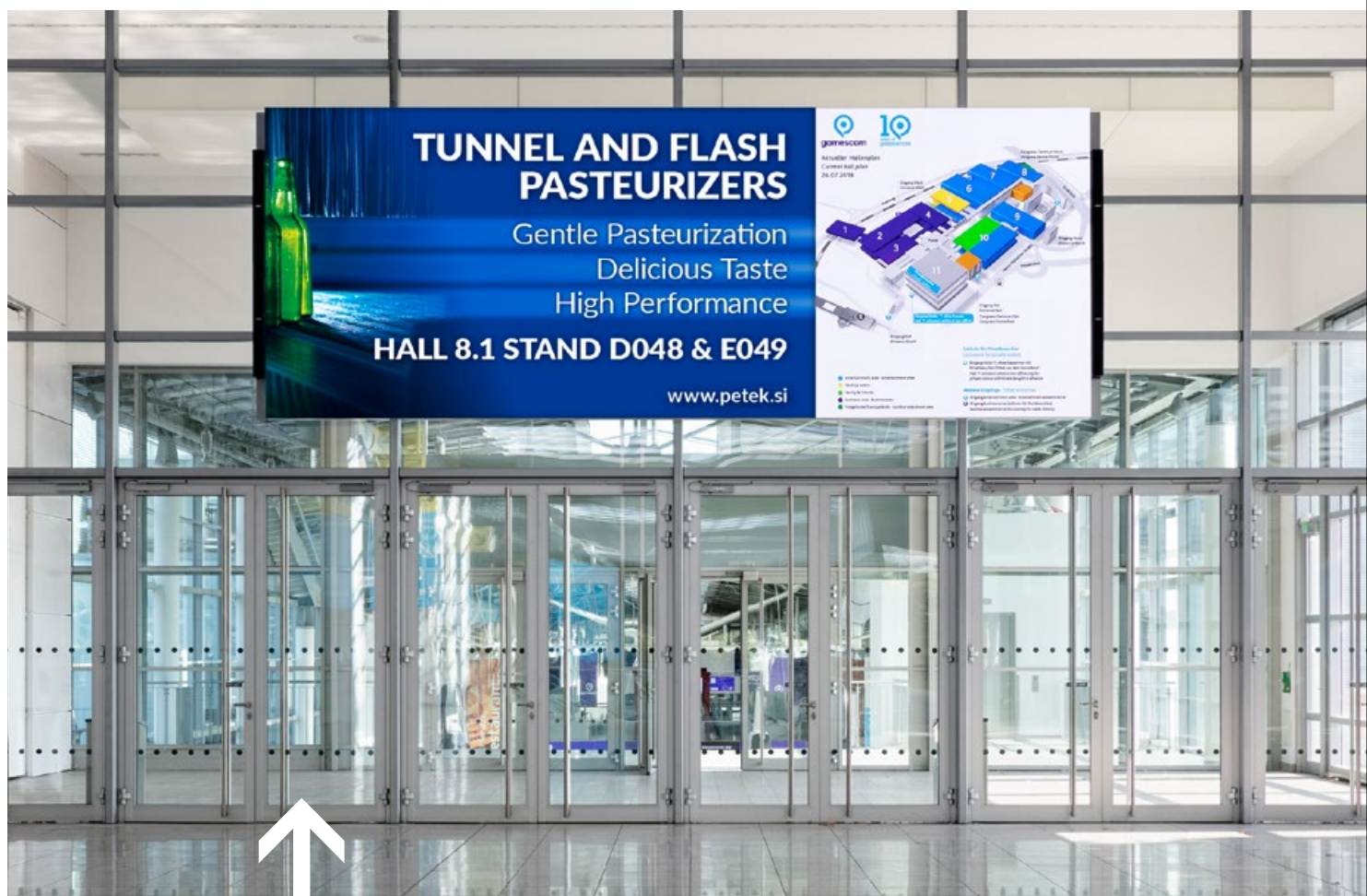
Content 48:9

Dimensions (WxH)	7.28 x 1.37 m
Resolution (WxH)	Full HD 5760 x 1080 px UHD 11520 x 2160 px

Full price at 10-minute intervals
30 seconds starting at **2,025.44 EUR**

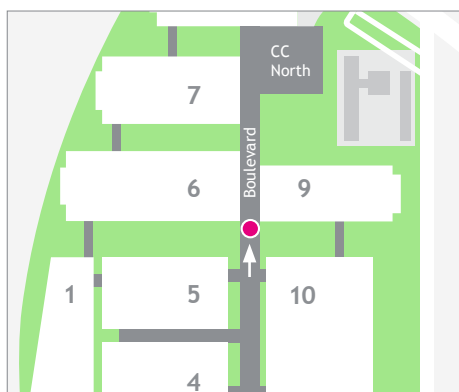


N24 LED-Screen Transition Central Boulevard/ Boulevard North



LED-Screen Transition Central Boulevard/ Boulevard North

Display type	15 x 5 LED Cabinets
Format	24:9
Dimensions (WxH)	7.20 x 2.70 m
Total resolution	2880 x 1080 px





Information about compatible image and video file formats is available on request.

This LED screen is located directly above the passageway from the Central Boulevard to the Boulevard North. It is therefore ideal for reaching visitors on their way to the northern fairground.

Configuration option



Content 16:9 LED

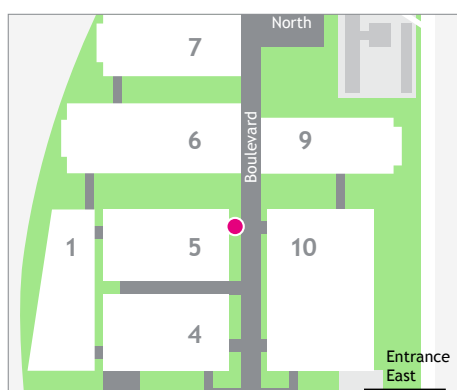
Dimensions (WxH)	4.80 x 2.70 m
Resolution (WxH)	1920 x 1080 px
Full price at 10-minute intervals 30 seconds starting at	2,749.85 EUR

S01 LCD-Screen Entrance Hall 5



Entrance Hall 5

Display type	1 LCD Screen
Format	9:8
Dimensions (WxH)	1.21 x 2.16 m
Total resolution	2160 x 1920 px



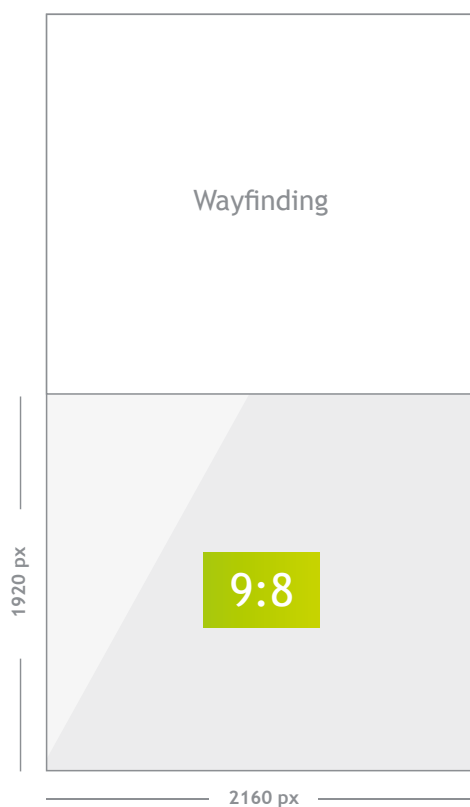


Information about compatible image and video file formats is available on request.

Already on the boulevard and especially when entering Hall 5, every visitor catches your advertising message.

Your content is played from both, the right and the left side and thus ensures a high perception among every visitor.

Configuration option



Content 9:8

Dimensions (WxH)	1.21 x 1.09 m
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Resolution (WxH)	2 x 2160 x 1920 px
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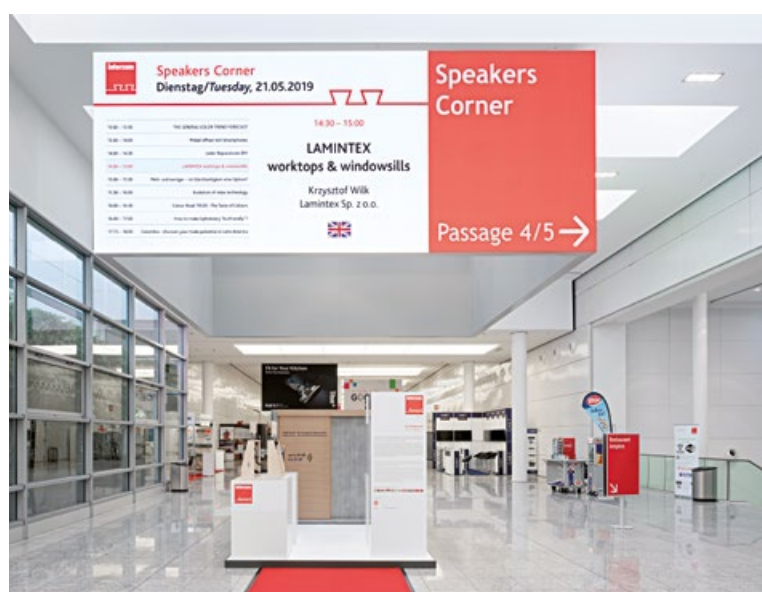
Full price for 2 screens
at 10-minute intervals

30 seconds starting at	483.39 EUR
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S03N/W/S

LED-Screen-Cube (3-sided)

Boulevard/Passage 4-5





Information about compatible image and video file formats is available on request.

Get maximum attention through our LED advertising cube in the heart of the Central Boulevard and Passage 4-5! By broadcasting your advertising message from three sides, the perception of your content is guaranteed from all angles.

Configuration option



Content 16:9 LED

Dimensions (WxH)	4.80 x 2.70 m
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Resolution (WxH)	1920 x 1080 px
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Full price at 10-minute intervals, each side	
30 seconds starting at	2,749.85 EUR



LED-Screen-Cube Central Boulevard/ Passage 4-5

Display type	15 x 5 LED Cabinets
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Format	24:9
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Dimensions (WxH)	7.20 x 2.70 m
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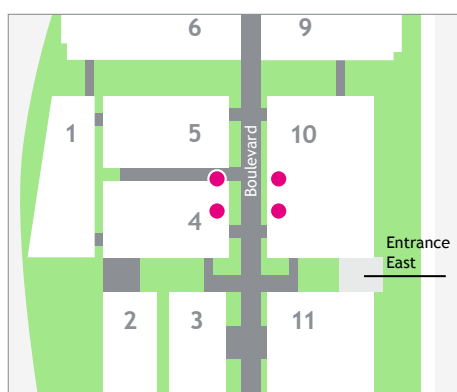
Total resolution	2880 x 1080 px
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S04/S05 LCD-Screen Entrance Hall 4 or 10



LCD-Screen Entrance

Display type	1 LCD Screen
Format	16:9
Dimensions (WxH)	2.16 x 1.21 m
Total resolution	3840 x 2160 px

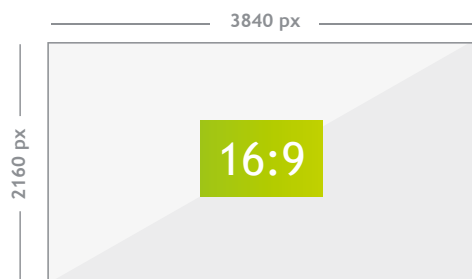




Information about compatible image and video file formats is available on request.

Use the strong effect of one of our LCD screens in the entrance area of Halls 4 and 10 to bring your advertising message for your booth directly into the visitors' attention while entering those halls!

Configuration option



Content 16:9

Dimensions (WxH)	2.16 x 1.21 m
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Resolution (WxH)	3840 x 2160 px
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Full price at 10-minute intervals,
right screen

30 seconds starting at	483.39 EUR
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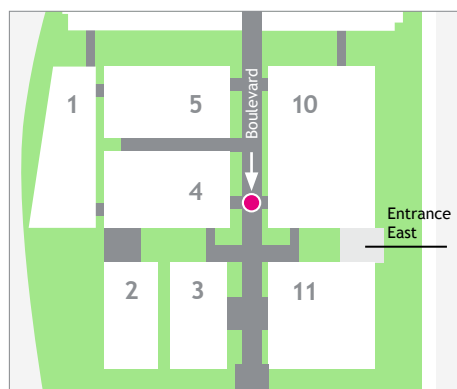
S06 LED-Megawall

Transition Passage 4-10/Piazza



LED-Megawall Transition Passage 4-10/Piazza

Display type	15 x 5 LED Cabinets
Format	24:9
Dimensions (W x H)	7.20 x 2.70 m
Total resolution	2880 x 1080 px

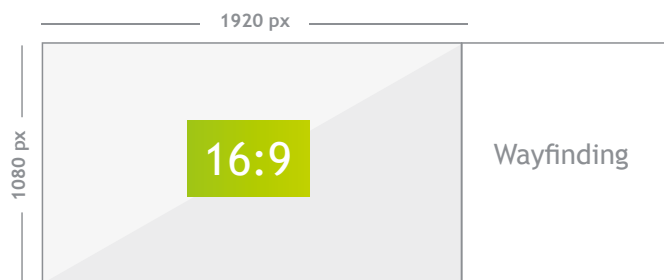




Information about compatible image and video file formats is available on request.

Effectively place your advertising at the popular transition between Passage 4-10 southbound. Give your advertising message to the visitor, shortly before they go outside to the Piazza for a little break.

Configuration option



Content 16:9 LED

Dimensions (WxH)	4.80 x 2.70 m
Resolution (WxH)	1920 x 1080 px
Full price at 10-minute intervals 30 seconds starting at	2,749.85 EUR

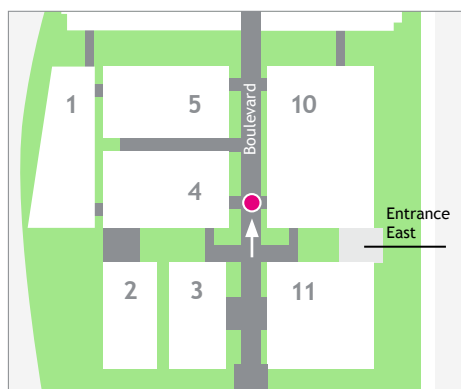
S07 LED-Megawall

Transition Piazza / Passage 4-10



LED-Megawall Transition Piazza / Passage 4-10

Display type	10 x 5 LED Cabinets
Format	16:9
Dimensions (WxH)	4.80 x 2.70 m
Total resolution	1920 x 1080 px





Information about compatible image and video file formats is available on request.

Directly above the entrance from the Piazza to Passage 4-10 is a full-screen LED advertising space placed for you.

Ideal to guide your visitors to your booth in the northern halls.

Configuration option



Content 16:9 LED

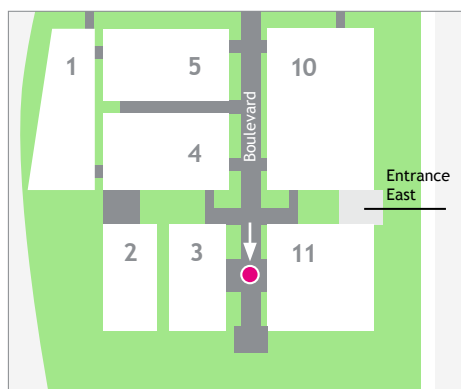
Dimensions (WxH)	4.80 x 2.70 m
Resolution (WxH)	1920 x 1080 px
Full price at 10-minute intervals 30 seconds starting at	2,749.85 EUR

S26 LED-Megawall Transition Passage 3-11



LED-Megawall Transition Entrance South / Passage 3-11

Display type	10 x 5 LED Cabinets
Format	16:9
Dimensions (WxH)	4.80 x 2.70 m
Total resolution	1920 x 1080 px





Information about compatible image and video file formats is available on request.

Right above the entrance of Passage 3-11 we placed a Fullscreen LED advertising space for you. Ideal to reach visitors directly after entering the fairground through entrance south.

Configuration option



Content 16:9 LED

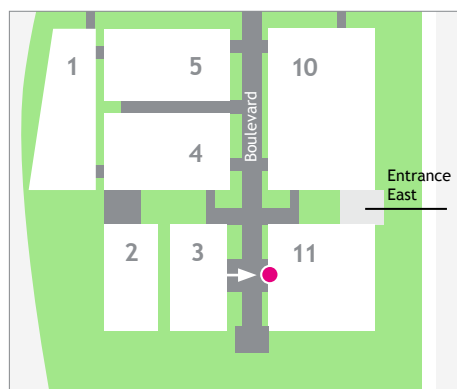
Dimensions (WxH)	4.80 x 2.70 m
Resolution (WxH)	1920 x 1080 px
Full price at 10-minute intervals 30 seconds starting at	2,749.85 EUR

S17 LED-Screen Entrance Hall 11 / Passage 3-11



LED-Screen Entrance Hall 11 / Passage 3-11

Display type	LED
Format	64:9
Dimensions (W x H)	7.68 x 1.08 m
Total resolution	3840 x 540 px





Information about compatible image and video file formats is available on request.

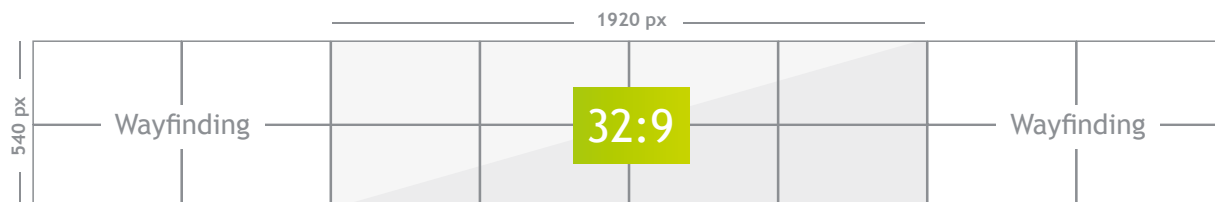
This one-of-a-kind LED Screen at a height of 4.40 m draws attention to the entrance of the multistorey hall 11.

Welcome here your visitors!

Configuration option

Content 32:9

Dimensions (WxH)	3.84 x 1.08 m
Resolution (WxH)	1920 x 540 px
Full price at 10-minute intervals 30 seconds starting at	765.68 EUR



S18 LCD-Screen

Entrance Hall 3 / Passage 3-11



LED-Screen Entrance Hall 3/Passage 3-11

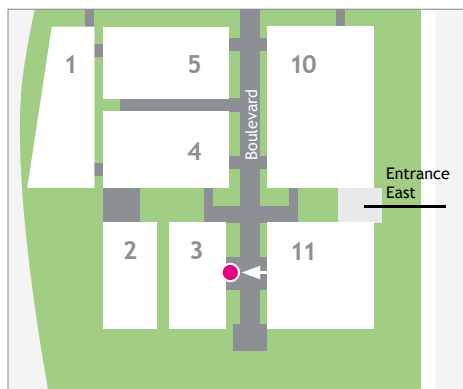
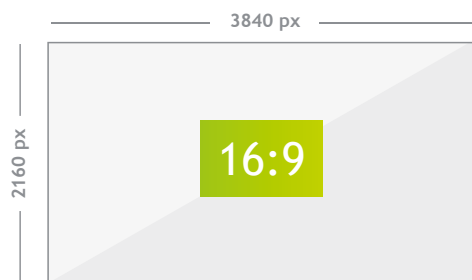
Display type	LED
Format	16:9
Dimensions (WxH)	2.16 x 1.21 m
Total resolution	3840 x 2160 px



Information about compatible image and video file formats is available on request.

Point your visitors entering through Entrance South the way to your booth in Hall 3 with this LCD Screen!

Configuration options



Content 16:9 LED

Dimensions (WxH)	2.16 x 1.21 m
Resolution (WxH)	3840 x 2160 px
Full price at 10-minute intervals	
30 seconds starting at	483.39 EUR

S40N/O/S/W

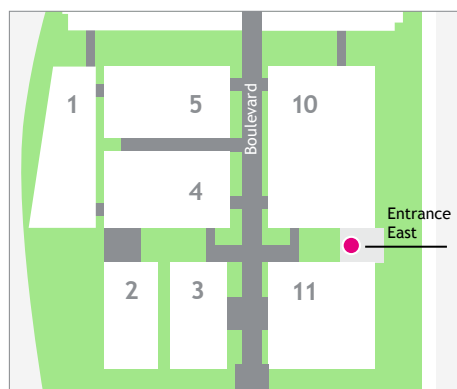
LED-Screen

Passage 10-11/CC EAST/ East side Cube/4-sided



LED-Screen Passage 10-11/EAST

Display type	LED
Format	24:9
Dimensions (WxH)	2.88 x 1.08 m
Total resolution	1440 x 540 px

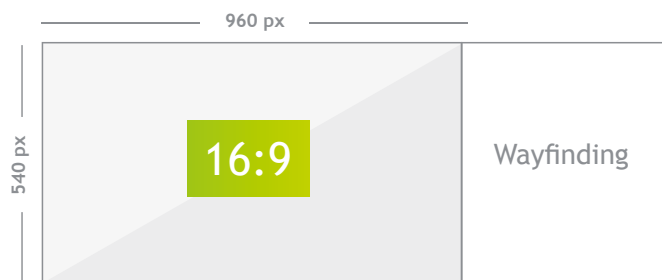




Information about compatible image and video file formats is available on request.

The Cube located between Halls 10 and 11 can display your content on all 4 sides. So your message on the screens is an eye-catcher from every angle!

Configuration option



Content 16:9 LED

Dimensions (WxH)	1.92 x 1.08 m
Resolution (WxH)	960 x 540 px
Full price at 10-minute intervals, each side	
30 seconds starting at	381.92 EUR

S41N/O/S/W

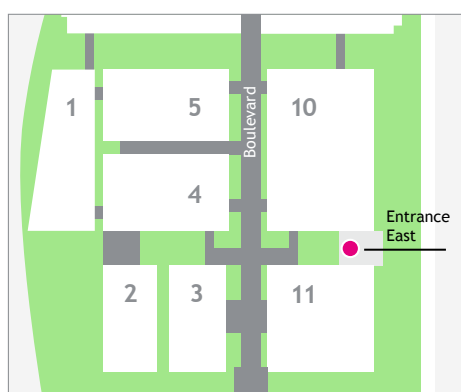
LED Screen

Passage 10-11 / Piazza / West side Cube / 4-sided



LED-Screen Passage 10-11 / West

Display type	LED
Format	24:9
Dimensions (WxH)	2.88 x 1.08 m
Total resolution	1440 x 540 px

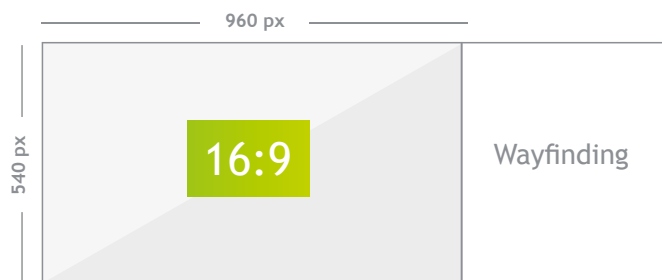




Information about compatible image and video file formats is available on request.

The Cube located between Halls 10 and 11 can display your content on all 4 sides. So your message on the screens is an eye-catcher from every angle!

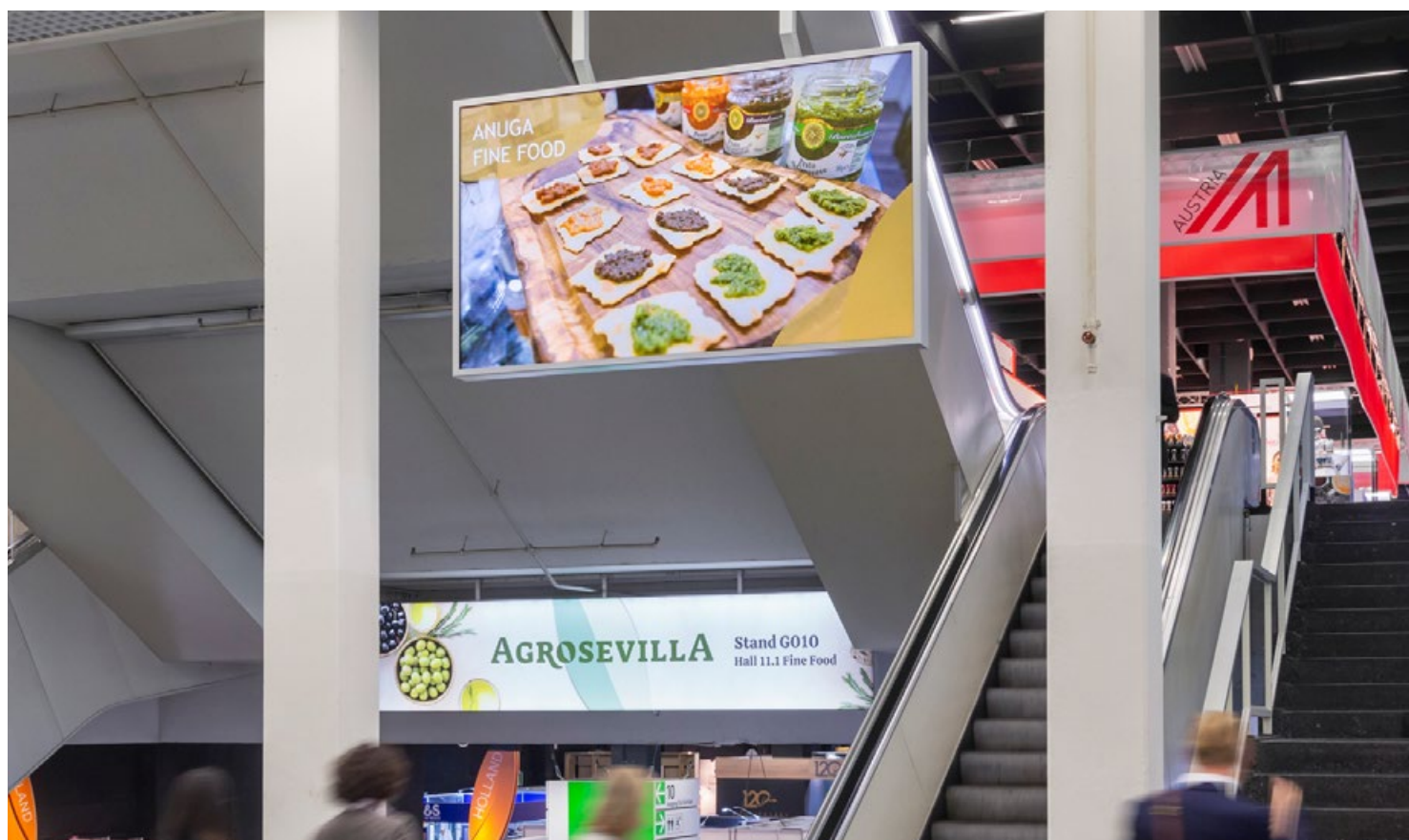
Configuration option



Content 16:9 LED

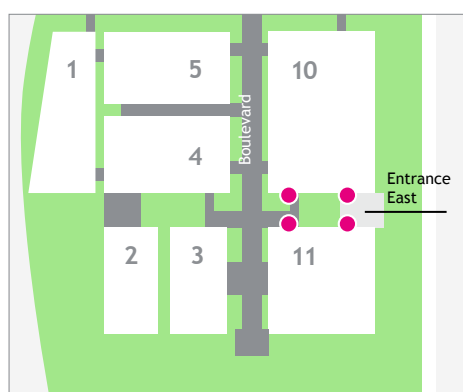
Dimensions (WxH)	1.92 x 1.08 m
Resolution (WxH)	960 x 540 px
Full price at 10-minute intervals, each side	
30 seconds starting at	381.92EUR

S42/S43 LED-Screen Entrances Halls 10 and 11/ East- and West side / Passage 10-11



LED-Screen Entrances Halls 10 and 11

Display type	LED
Format (per screen)	16:9
Dimensions (WxH)	2.16 x 1.21 m
Total resolution	3840 x 2160 px

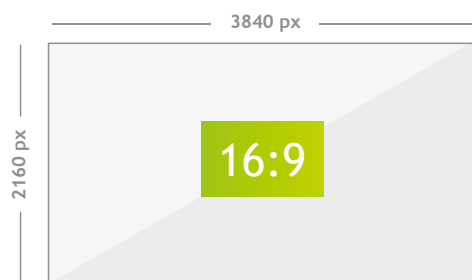




Information about compatible image and video file formats is available on request.

From the highly frequented Passage 10-11 this LCD Screens are popular guides into the levels of the halls 10 and 11 and to your booth!

Configuration option



Content 16:9 LED

Dimensions (WxH)	2.16 x 1.21 m
Resolution (WxH)	3840 x 2160 px
Full price at 10-minute intervals, right screen	
30 seconds starting at	483.39 EUR

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