



Deutsche Messe

ADDITIONAL ADVERTISING

Media Information
IAA TRANSPORTATION 2026

State 05/2026.
Subject to change.
All prices exclusive of VAT.

Event your business.





OUR ADVERTISING OPTIONS

IAA TRANSPORTATION 2026

Outdoor Advertising

Branding Packages



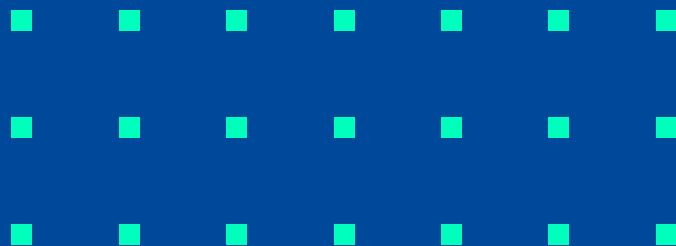


Deutsche Messe

OUTDOOR ADVERTISING

With the right advertising, you can secure a decisive competitive advantage. Choose from a wide range of advertising media and secure the best locations.

Event your business.



OUTDOOR ADVERTISING – OVERVIEW

In the entrance areas

Reach out to your customers as soon as they arrive



On the exhibition grounds

Encourage visitors on the grounds to come to your stand!



In and on the halls

Brand your hall and draw attention to yourself!



Access and parking spaces

Join visitors on their way to the event!



Flexible locations

Customise your advertising location!



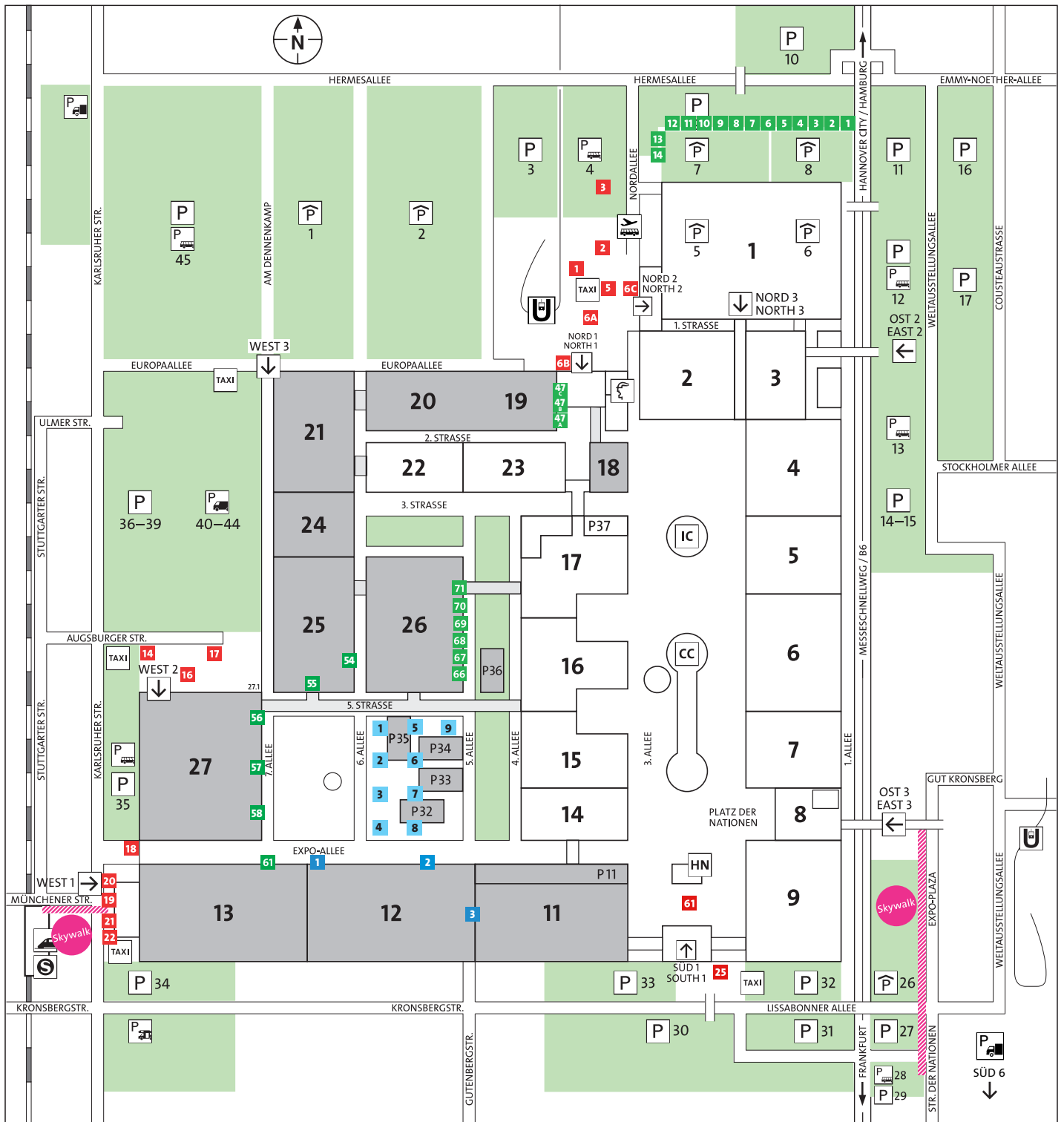


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|--|--|---|--------------------------------------|--|
| Boards | BigBanner
Big banner | Deutsche Messe
Verwaltung/Administration | Parkplatz (PKW)
Parking (Cars) | Bahnhof/Railway Station
Hannover Messe/Laatzten |
| Billboards am Eingang Ost 3
Billboards at the East 3 entrance | Billboards auf der Exponale
Billboards on the "Exponale" pedestrian bridge | Eingang
Entrance | Parkplatz (Bus)
Parking (Bus) | S-Bahn
Light rail |
| Frames | Billboards im Glasübergang/Freigelände
Billboards connecting zone/open air area | Informations-Centrum
Information Center | Parkplatz (LKW)
Parking (Lorries) | Stadtbahn
Tram |
| Taxistand Werbung
Taxi stand advertising | | Convention Center | Taxi | |
| | | Haus der Nationen
House of Nations | Flughafen Shuttle
Airport Shuttle | |





- | | | | | |
|---|--|---|--------------------------------------|--|
| Werbetürme
Advertising towers | Skywalk-Werbung
Skywalk advertising | Deutsche Messe
Verwaltung/Administration | Parkplatz (PKW)
Parking (Cars) | Bahnhof/Railway Station
Hannover Messe/Laatzten |
| XL-Poster
XL poster | Wall Graphics
Wall graphics | Eingang
Entrance | Parkplatz (Bus)
Parking (Bus) | S-Bahn
Light rail |
| Werbesäulen, Expodach
Advertising columns Expodach | | Informations-Centrum
Information Center | Parkplatz (LKW)
Parking (Lorries) | Stadtbahn
Tram |
| | | Convention Center | Taxi | |
| | | Haus der Nationen
House of Nations | Flughafen Shuttle
Airport Shuttle | |



DIGITAL OUT-OF-HOME LOCATIONS

Digital Out-of-Home



Locations

- 1 Entrance North 1
- 2 Entrance West 1
- 3 between hall 13/27 (double-sided)
- 4 between hall 11/14 (double-sided)
- 5 between Entrance North 1 /hall 19

→ Locations and alignment of screens

In addition, the content is displayed on the screens of the information counters in the exhibition halls.

IN THE ENTRANCE AREAS

Reach out to your customers as soon as they arrive!

[Advertising towers](#)

[Frames](#)

[Digital Out-of-Home](#)

[Ad Carpets](#)

[Big Banner](#)

[Banner in the entrances](#)

[Floor Graphics at the turnstiles](#)

[Billboards at East 3 entrance](#)

[Small advertising columns](#)





IN THE ENTRANCE AREAS

Advertising towers

With more than 160m² of printed tarpaulin on four sides and a height of 10 metres, the advertising towers are among our premium advertising spaces. The size and location of the towers ensure particularly effective visibility of your advertising.

Product processing	
Dimensions	Sides: W 4.25 m x H 9.90 m One-piece panel: approx. W 17 m x H 9.90 m
Material and processing	Digital print production of the one-piece panel, positioning of the supporting frame (including ballasting), assembly and disassembly
Format	4-sided

Location	Quantity	Price per unit
In the entrance area North 1 (No. 5, 6A-C)	4	€ 29,900
In the entrance area WEST 2 (No. 14, 16, 17)	3	€ 29,900
In the entrance area WEST 1 (No. 19-22)	4	€ 29,900

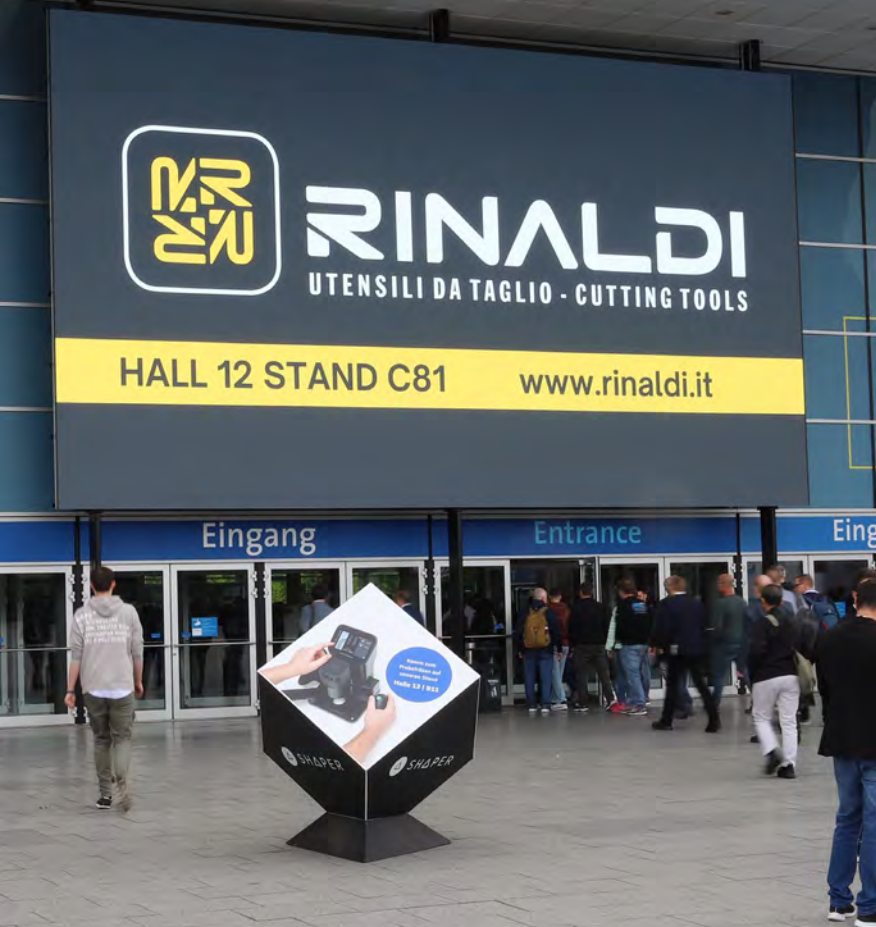




IN THE ENTRANCE AREAS

Digital Out-of-Home

With our digital out-of-home packages, you can reach your audience in the perfect context: At 15 locations featuring a total of 17 screens, we display your advertising message embedded in the editorial content of IAA TRANSPORTATION—ensuring you capture visitors' attention.



Product processing	
Dimensions	NORTH 1: 87.5 m ² , WEST 1: 20 m ² , connection to hall 19: 10 m ² , connection hall 11/14 und hall 13/27: 10 m ² per side, displays at information counters: 43 inches
Technical details	LED, suitable for indoor/outdoor use and daylight conditions, supports 4K and Full HD, required file format .mp4 or .jpeg (everything is possible, from logo insertion to image films*), no audio output
Format	Depending on the advertising time booked, the commercial will be played several times throughout the day on all screens/displays simultaneously (11 hours/day); ratio of editorial content to advertising approx. 30:70, max. commercial length 30 seconds.

Package	Starter	Small	Medium	Large	X-Large
Total broadcasting (5 days)	35 Min.	70 Min.	105 Min.	175 Min.	280 Min.
Advertising time per day	5 Min.	10 Min.	15 Min.	25 Min.	40 Min.
Rotation/day at 5 s/spot	60	120	180	300	480
Price per package (plus VAT)	€ 3,990	€ 6,990	€ 8,990	€ 12,900	€ 19,900

* Due to regulatory requirements, only animated still images with a maximum duration of 5 seconds are permitted on screens NORD 1 and WEST 1. Please feel free to submit a separate file for this purpose.



IN THE ENTRANCE AREAS

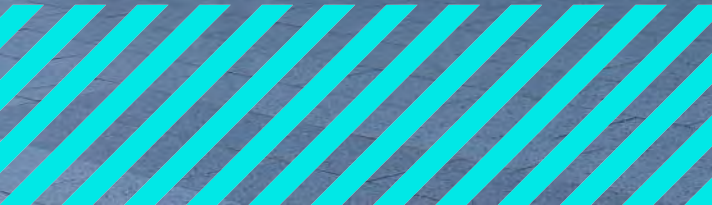
Big Banner

The big banners are a particular eye-catcher in the highly frequented north and west of the site. Mounted on the outer facades of the North 1 and West 1 entrances, the advertising spaces are clearly visible from afar for the visitors streaming in.



Product processing	
Dimensions	See below
Material and processing	Frontlit or mesh, digital printing, assembly and disassembly
Format	One-sided

Location	Dimensions	Quantity	Price per unit
Entrance North 1 (BB 7–8)	W 2.70 m x H 8.70 m	2	€ 12,900
Entrance West 1 (BB 10–11)	W 4.80 m x H 2.30 m	2	€ 11,900





IN THE ENTRANCE AREAS

Banner in the entrances

Draw visitors' attention to your company right at the entrance! Our banners in the entrances are mounted centrally above the entrance systems and ensure that your advertising message is highly visible.

Product processing	
Dimensions	See below
Material and processing	Textile, digital printing, assembly and disassembly
Format	One-sided

Location	Dimensions	Quantity	Price per unit
Entrance North 1	W 6.00 m x H 3.00 m	2	€ 11,900
Entrance East 3	W 3.00 m x H 1.50 m	3	€ 2,690
Entrance West 1	W 3.00 m x H 1.50 m	3	€ 3,490
Entrance West 2	W 6,00 m x H 3,00 m	2	€ 11,900
Entrance SOUTH 1	W 6.00 m x H 2.00 m	3	€ 7,990





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2. Before exit
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supervisor.

IN THE ENTRANCE AREAS

Floor Graphics at the turnstiles

Every visitor passes through the turnstiles, and their gaze naturally falls downwards – and that’s where your advertising really stands out! Be sure to book this unbeatable advertising space in one of the busiest areas of the exhibition centre.



Product processing	
Dimensions	approx. W 0.45 m x H 0.79 m
Material and processing	Film with protective laminate, digital printing, installation and removal
Format	one-sided

Location	Quantity	Price per unit
Entrance North 1	1 set of 14 pieces	€ 3,290
Entrance East 3	1 set of 8 pieces	€ 690
Entrance South 1	1 set of 8 pieces	€ 1,790
Entrance West 1	1 set of 19 pieces	€ 4,290
Entrance West 2	1 set of 8 pieces	€ 1,290
Entrance West 3	1 set of 7 pieces	€ 490



IN THE ENTRANCE AREAS

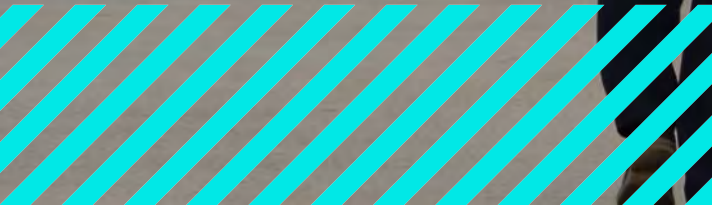
Billboards at East 3 entrance

The billboards in the East 3 entrance immediately catch the visitor's eye and - mounted next to each other - are particularly suitable for product series or storytelling.



Product processing	
Dimensions	W 3.42 m x H 2.28 m
Material and processing	Digital printing on frontlit, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Entrance East 3	4	€ 3,790





IN THE ENTRANCE AREAS

Small advertising columns

The four-sided and striking advertising media at the highly frequented taxi rank in the north ensure that you attract the attention of visitors regardless of their direction of travel.



Product processing	
Dimensions	W 0.52 m x 2.50 m
Material and processing	Provision of carrier plates, digital printing, assembly and disassembly
Format	4-sided

Location	Quantity	Price per unit
Entrance East 3	3	€ 2,190





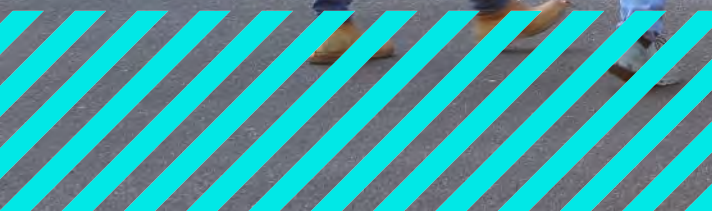
IN THE ENTRANCE AREAS

Frames

In the classic poster format, our frames are particularly suitable for continuous motifs, product series or storytelling. Mounted at eye level on the access routes, your advertising message easily attracts the attention of visitors.

Product processing		
Dimensions	W 2.50 m x H 2.00 m	
Material and processing	Provision of the carrier plates, laminating of the digital prints, assembly and disassembly	
Format	One-sided	

Location	Quantity	Price per unit
Fence entrance WEST 2 (C)	12	€ 1,490





IN THE ENTRANCE AREAS

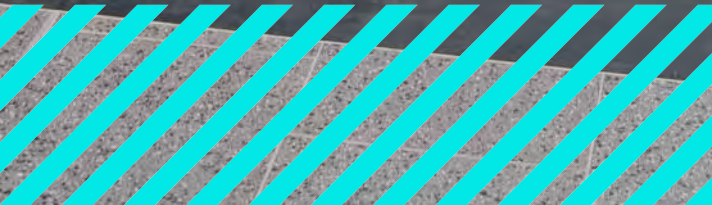
Ad Carpets

Roll out the carpet for your customers! With your advertising on the high-quality PVC flooring in our entrance halls, you can guide visitors straight to your stand!



Product processing	
Dimensions	W 6.80 m x H 3.00 m
Material and processing	PVC, digital printing, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Entrance North 1	6	€ 1,490
Entrance East 3	4	€ 1,490
Entrance West 1	4	€ 1,490
Entrance West 2	2	€ 1,490
Entrance West 3	1	€ 1,490
Entrance South 1	2	€ 1,490





IN AND ON THE HALLS

Brand your hall and draw attention to yourself!

[XL-Poster on hall facades](#)

[Wall Graphics](#)

[Digital Out-of-Home](#)

[Mirror advertising in washrooms](#)

[Door Clings](#)

[Billboards above the hall entrances](#)





IN AND ON THE HALLS

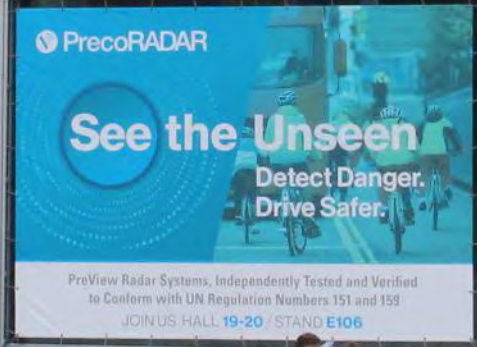
XL poster on hall facades

The XL posters on the outside walls make a huge impression from near and far. Draw visitors' attention to your large-format poster and choose the right XL poster for you from over 20 locations.

Product processing

Dimensions	See below
Material and processing	Digital printing on mesh or *foil, assembly and disassembly
Format	One-sided

Location	Dimensions	Quantity	Price per unit
No. 47A: hall 19	17.50 m ² (W 5.00 m x H 3.50 m)	1	€ 4,790
No. 47B: hall 19	17.85 m ² (W 5.10 m x H 3.50 m)	1	€ 4,790
No. 47C: hall 19	17.85 m ² (W 5.10 m x H 3.50 m)	1	€ 4,790
No. 54: hall 25	100 m ² (W 20.00 m x H 5.00 m)	1	€ 23,900
No. 55: hall 25	64 m ² (W 20.00 m x H 3.20m)	1	€ 15,900





IN AND ON THE HALLS

XL poster on hall facades

Location	Dimensions	Quantity	Price per unit
No. 56*: hall 27	ca. 109 m ² (W 9.88 m x H 10.99 m)	1	€ 29,900
No. 57*: hall 27	ca. 109 m ² (W 9.88 m x H 10.99 m)	1	€ 29,900
No. 58*: hall 27	ca. 109 m ² (W 9.88 m x H 10.99 m)	1	€ 29,900
No. 61*: hall 13	ca. 140 m ² (W 12.49 m x H 11.19 m)	1	€ 37,900
No. 66: hall 26	25 m ² (W 3.63 m x H 6.77 m)	1	€ 7,490
No. 67: hall 26	25 m ² (W 3.63 m x H 6.77 m)	1	€ 7,490
No. 68: hall 26	25 m ² (W 3.63 m x H 6.77 m)	1	€ 7,490
No. 69: hall 26	25 m ² (W 3.63 m x H 6.77 m)	1	€ 7,490
No. 70: hall 26	25 m ² (W 3.63 m x H 6.77 m)	1	€ 7,490
No. 71: hall 26	25 m ² (W 3.63 m x H 6.77 m)	1	€ 7,490





IN AND ON THE HALLS

Wall Graphics

The particularly high-quality wall graphics are a unique selling point of hall 12! The printed film blends in visually with the hall facade and offers many design options for branding your exhibition hall.

Product processing	
Dimensions	See below
Material and processing	Digital printing on film, assembly and disassembly
Format	One-sided

Location	Dimensions	Price per unit
No. 1: Hall 12, North-West corner	42m ² (W 4 x 5.92 m x H 1.76 m)	€ 12,900
No. 2: Hall 12, North side	14m ² pro Element (W 5.92 m x H 2.32 m)	€ 4,490 pro Element
No. 3: Hall 12, connecting zone hall 11/12	14m ² pro Element (W 5.92 m x H 2.32 m)	€ 4,490 pro Element





IN AND ON THE HALLS

Digital Out-of-Home

With our digital out-of-home packages, you can reach your audience in the perfect context: At 15 locations featuring a total of 17 screens, we display your advertising message embedded in the editorial content of IAA TRANSPORTATION—ensuring you capture visitors' attention.



Product processing

Dimensions	NORTH 1: 87.5 m ² , WEST 1: 20 m ² , connection to hall 19: 10 m ² , connection hall 11/14 und hall 13/27: 10 m ² per side, displays at information counters: 43 inches
Technical details	LED, suitable for indoor/outdoor use and daylight conditions, supports 4K and Full HD, required file format .mp4 or .jpeg (everything is possible, from logo insertion to image films*), no audio output
Format	Depending on the advertising time booked, the commercial will be played several times throughout the day on all screens/displays simultaneously (11 hours/day); ratio of editorial content to advertising approx. 30:70, max. commercial length 30 seconds.

Package	Starter	Small	Medium	Large	X-Large
Total broadcasting (5 days)	35 Min.	70 Min.	105 Min.	175 Min.	280 Min.
Advertising time per day	5 Min.	10 Min.	15 Min.	25 Min.	40 Min.
Rotation/day at 5 s/spot	60	120	180	300	480
Price per package (plus VAT)	€ 3,990	€ 6,990	€ 8,990	€ 12,900	€ 19,900

* Due to regulatory requirements, only animated still images with a maximum duration of 5 seconds are permitted on screens NORTH 1 and WEST 1. Please feel free to submit a separate file for this purpose.



IN AND ON THE HALLS

Mirror advertising in washrooms

No user of the washrooms can miss this message! The stickers are placed at eye level and address visitors at a moment when they are not distracted.



Product processing	
Dimensions	W 0.20 m x H 0.70 m
Material and processing	Digital printing on film, assembly and disassembly
Format	One-sided

Location	Price per hall*
hall 11	€ 6,290
hall 12	€ 5,290
hall 13	€ 5,790
hall 19/20	€ 6,490
hall 21	€ 1,690
hall 22	€ 799

* The number of mirrors/washrooms per hall and therefore the price vary.



IN AND ON THE HALLS

Mirror advertising in washrooms

Location	Price per hall*
hall 23	€ 799
hall 24	€ 2,190
hall 25	€ 699
hall 26	€ 4,290
hall 27	€ 9,790

* The number of mirrors/washrooms per hall and therefore the price vary.



IN AND ON THE HALLS

Door Clings

With our door clings, you can brand practically your entire exhibition hall and draw attention to yourself in a particularly effective way. Your advertising message - mounted on all open hall doors!

Product processing	
Dimensions	approx. W 1.10 m x H 0.35 m (dimensions vary depending on hall)
Material and processing	Digital printing on film, assembly and disassembly
Format	One-sided

Location	Price per hall*
hall 11	€ 3,790
hall 12	€ 5,990
hall 13	€ 5,990
hall 19/20	€ 2,590
hall 21	€ 3,990

* The number of doors per hall and therefore the price vary.



IN AND ON THE HALLS

Door Clings

Location	Price per hall*
hall 22	€ 3,290
hall 23	€ 2,390
hall 24	€ 3,290
hall 25	€ 3,790
hall 26	€ 5,790
hall 27	€ 5,790

* The number of doors per hall and therefore the price vary.



IN AND ON THE HALLS

Billboards above the hall entrances

With the billboards above the hall entrances, you can greet visitors at the hall entrance and give them the decisive indication of your exhibition stand.

Product processing	
Dimensions	W 5.00 m x H 1.30 m
Material and processing	Digital printing on frontlit, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
halls 11–13, 21–27	38	€ 5,290

ON THE EXHIBITION GROUNDS

Encourage visitors on the grounds to come to your stand!

Advertising columns under the Expo roof

Advertising towers

Digital Out-of-Home

Billboards open air site

Messe-Shuttle

Swing Cards





ON THE EXHIBITION GROUNDS

Advertising columns under the Expo roof

Your brand: Large. Visible. Unmissable. The advertising columns are located at the center of the event, ensuring maximum advertising impact. They tower imposingly over the outdoor area and line the walkways between Halls 12/26 and 26/16.



Product processing	
Dimensions	77.39 m ² (6.38 m circumference at the bottom, 3.30 m circumference at the top, 15.99 m height)
Material and processing	Digital printing on plastic tarpaulin, assembly and disassembly
Format	4-sided

Location	Quantity*	Price per unit
EXPO roof (no. 1–9)	9	€ 39,900

*Availability upon request and subject to plans for the outdoor area.





ON THE EXHIBITION GROUNDS

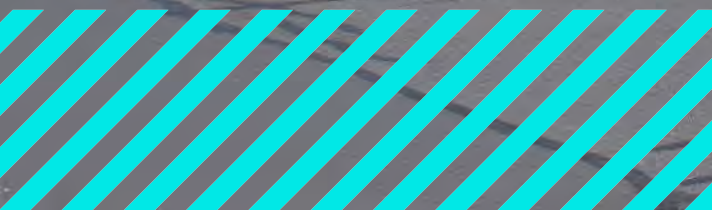
Advertising towers

With more than 160m² of printed tarpaulin on four sides and a height of 10 metres, the advertising towers are among our premium advertising spaces. The size and location of the towers ensure particularly effective visibility of your advertising.



Product processing		
Dimensions	Sides: W 4.25 m x H 9.90 m One-piece panel: approx. W 17 m x H 9.90 m	
Material and processing	Digital print production of the one-piece panel, positioning of the supporting frame (including ballasting), assembly and disassembly	
Format	4-sided	

Location	Quantity	Price per unit
On the exhibition grounds (No. 18, 61)	2	€ 29,900





ON THE EXHIBITION GROUNDS

Digital Out-of-Home

With our digital out-of-home packages, you can reach your audience in the perfect context: At 15 locations featuring a total of 17 screens, we display your advertising message embedded in the editorial content of IAA TRANSPORTATION—ensuring you capture visitors' attention.



Product processing	
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Rotation/day at 5 s/spot	60	120	180	300	480
Price per package (plus VAT)	€ 3,990	€ 6,990	€ 8,990	€ 12,900	€ 19,900

* Due to regulatory requirements, only animated still images with a maximum duration of 5 seconds are permitted on screens NORD 1 and WEST 1. Please feel free to submit a separate file for this purpose.



ON THE EXHIBITION GROUNDS

Billboards open air site

With the billboards in the glass transition directly on the outdoor area, you can guide visitors from hall to hall. These advertising spaces are also ideal for product series and storytelling.



Product processing

Dimensions	W 5.00 m x H 1.00 m
Material and processing	Digital printing on frontlit, assembly and disassembly
Format	2-sided

Location	Quantity	Price per unit
No. 1–3: Transition hall 16–26	3	€ 5,290
No. 4–14: Transition hall 26–27	10	€ 5,290

ON THE EXHIBITION GROUNDS

Shuttle

Our trade fair shuttles put your advertising in the limelight! Every day, the buses transport thousands of visitors around the exhibition centre on fixed routes. Let your advertising message rotate across the exhibition centre on almost 25 m² and ensure a comprehensive reach.

Product processing

Dimensions

Sides: W 4.60 m x H 2.10 m each
Rear: W 1.40 m x H 1.60 m

Material and processing

Digital printing on special carrier film and perforated film, assembly and disassembly

Location

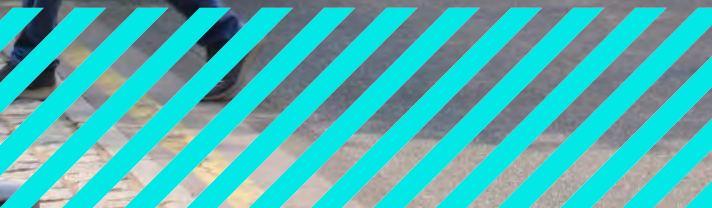
Quantity

Price per unit

Shuttles on the exhibition grounds

3

€ 11,900





ON THE EXHIBITION GROUNDS

Swing Cards

With our SwingCards, you can distribute vouchers or invitations to visitors, draw attention to presentations or competitions - there are no limits to your creativity. The advertising media can be easily removed from the handrails in our trade fair shuttles and are sure to arouse the curiosity of passengers.



Product processing	
Dimensions	W 0.10 m x H 0.27 m
Material and processing	Placed in the interior of the shuttles on the handrails, digital print on cardboard
Format	2-sided

Location	Quantity	Price per unit
Shuttles on the exhibition grounds	5 packages with 100 cards/shuttle each	€ 2,890



FLEXIBLE LOCATIONS

Customise your advertising location!

3 sided poster stands

Promotion

Advertising cubes

Special locations





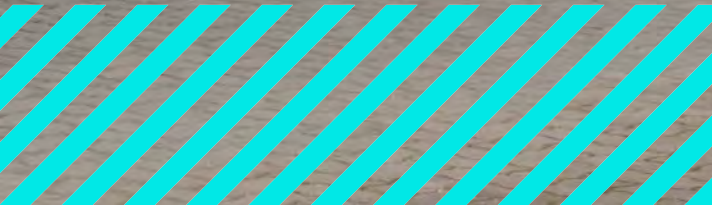
FLEXIBLE LOCATIONS

3-sided poster stands

With three sides in A0 poster format per stand, our triangular stands ensure that you attract the attention of visitors regardless of their direction of travel. Positioned flexibly and by arrangement, our triangular stands are an effective advertising medium in the centre of visitor flows.

Product processing		
Dimensions	DIN A0: W 0.84 m x H 1.19 m	
Material and processing	Digital printing on film, assembly and disassembly	
Format	3-sided	

Location	Quantity	Price per set
by arrangement	5 sets (1 set contains 5 poster stands)	€ 6,990





FLEXIBLE LOCATIONS

Promotion

Address your customers directly! By distributing flyers or giveaways, you can establish personal contact and invite visitors to your stand in a targeted manner. Secure our limited licences for this. We are also happy to organize competent staff.

Location/validity	Quantity	Price per licence* (all days)	Price per licence* (one day)
Entrance North 1	2	€ 6,000	€ 1,500
Entrance West 1	2	€ 6,000	€ 1,500
Entrance West 2	2	€ 6,000	€ 1,500
Entrance West 3	1	€ 3,000	€ 750
Entrance East 3	2	€ 3,000	€ 750
Entrance South 1	2	€ 3,000	€ 750

* Without staff. Promoters can be provided by the exhibitor or booked in addition. A license is valid for a team of 2 people.





FLEXIBLE LOCATIONS

Advertising cube

With six sides, our advertising cubes ensure that you attract the attention of visitors regardless of their direction of travel. Positioned flexibly and by arrangement, our advertising cubes are an eye-catching and effective advertising medium in the middle of the flow of visitors.

Product processing		
Dimensions	Per side: W 1.00 m x 1.00 m; H 1.75 m incl. base	
Material and processing	Digital printing on film, assembly and disassembly	
Format	6-sided	

Location	Quantity	Price per unit
By arrangement	30	€ 2,490



FLEXIBLE LOCATIONS

Special locations

Use attractive locations on the exhibition grounds as special advertising space for your exhibits! The advertising media can be flexibly positioned on the exhibition grounds by arrangement.



Product processing	
Dimensions	By arrangement
Material and processing	–
Format	Floor space only, plus utility costs and any additional services

Location	Price per unit
By arrangement	On request

ACCESS AND PARKING SPACES

Join visitors on their way to the event!

[Advertising towers](#)

[XL posters on parking garages](#)

[Taxi stand advertising](#)

[Small advertising columns](#)

[Frames](#)

[Boards](#)

[Billboards on the "Exponale" pedestrian bridge](#)

[Skywalk advertising](#)





ACCESS AND PARKING SPACES

Advertising towers

With more than 160m² of printed tarpaulin on four sides and a height of 10 metres, the advertising towers are among our premium advertising spaces. The size and location of the towers ensure particularly effective visibility of your advertising.



Product processing	
Dimensions	Sides: W 4.25 m x H 9.90 m One-piece panel: approx. W 17 m x H 9.90 m
Material and processing	Digital print production of the one-piece panel, positioning of the supporting frame (including ballasting), assembly and disassembly
Format	4-sided

Location	Quantity	Price per unit
Parking north 4 (No. 1-3)	3	€ 29,900
Parking south 33 (No. 25)	1	€ 29,900



ACCESS AND PARKING SPACES

XL posters on parking garages

The large-format advertising spaces measuring up to 273m² leave a lasting impression. Make a strong first impression on visitors along the main access roads or on the facades of the exhibition center parking garages.

Product processing

Dimensions	See below
Material and processing	Digital printing on frontlit or mesh, assembly and disassembly
Format	One-sided

Location*	Dimensions	Quantity	Price per unit
No. 1–2, 11:	163 m ² (W 14.80 m x H 11.00 m)	1	€ 19,900
No. 3–4:	190 m ² (W 17.30 m x H 11.00 m)	1	€ 19,900
No. 5–6:	193 m ² (W 17.50 m x H 11.00 m)	1	€ 19,900
No. 7:	138 m ² (W 17.50 m x H 7.90 m)	1	€ 19,900
No. 8:	165 m ² (W 17.50 m x H 9.40 m)	1	€ 19,900

* Due to the existing vegetation, visibility may be restricted from some angles.



ACCESS AND PARKING SPACES

XL posters on parking garages

Location*	Dimensions	Quantity	Price per unit
No. 9:	110 m ² (W 10.00 m x H 11.00 m)	1	€ 19,900
No. 10:	273 m ² (W 24.80 m x H 11.00 m)	1	€ 19,900
No. 12:	218 m ² (W 19.80 m x H 11.00 m)	1	€ 19,900
No. 13–14:	272 m ² (W 26.00 m x H 10.45 m)	1	€ 19,900

* Due to the existing vegetation, visibility may be restricted from some angles.





ACCESS AND PARKING SPACES

Taxi stand advertising

Placed directly at the taxi rank, the rows of posters are a real eye-catcher in the highly frequented north of the exhibition centre. Target guests arriving by taxi and effectively place your advertising message as one of the first contacts of the day.

Product processing		
Dimensions	DIN A0: W 0.84 x H 1.19 m	
Material and processing	Self-adhesive film, digital printing, assembly and disassembly	
Format	2-sided	

Location	Quantity	Price per set
Taxi rank entrance North	3 rows of 4 double-sided posters each	€ 2,990





ACCESS AND PARKING SPACES

Boards

Our boards are a special eye-catcher along the access routes. At five metres wide and mounted at eye level, they are easily noticed both from a distance and when passing by.



Product processing	
Dimensions	W 5.00 m x H 0.90 m
Material and processing	Furnishing of the backing boards, laminating of the digital prints, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Arrival tram station NORTH (location No. 3)	6	€ 2,390
Entrance WEST 1 (location No. 4)	4	€ 2,390
Entrance SOUTH 1 (location No. 7)	5	€ 2,390

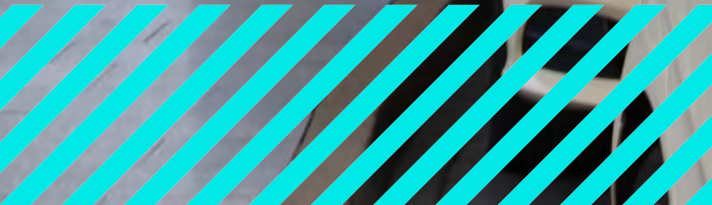
ACCESS AND PARKING SPACES

Small advertising columns

The four-sided and striking advertising media at the highly frequented taxi rank in the north ensure that you attract the attention of visitors regardless of their direction of travel.

Product processing	
Dimensions	W 0.52 m x 2.50 m
Material and processing	Provision of carrier plates, digital printing, assembly and disassembly
Format	4-sided

Location	Quantity	Price per unit
Entrance North/taxi stand	3	€ 2,290



ACCESS AND PARKING SPACES

Frames

In the classic poster format, our frames are particularly suitable for continuous motifs, product series or storytelling. Mounted at eye level on the access routes, your advertising message easily attracts the attention of visitors.

Product processing

Dimensions	W 2.50 m x H 2.00 m
Material and processing	Provision of the carrier plates, laminating of the digital prints, assembly and disassembly
Format	One-sided

Location

Quantity

Price per unit

Fence access road South 1 (F)	8	€ 1,490
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ACCESS AND PARKING SPACES

Billboards on the "Exponale" pedestrian bridge

The Exponale connects the Sykwalk South with the entrance East 3. The billboards are located to the left and right of this bridge – ideal for motif series or storytelling.

Product processing	
Dimensions	W 2.24 m x H 1.04 m
Material and processing	Digital printing on frontlit, assembly and disassembly
Format	1-sided

Location	Quantity	Price per unit
Exponale bridge	16	€ 1,090





ACCESS AND PARKING SPACES

Skywalk advertising

The two skywalk bridges - weather-protected connections between the Hannover Messe/Laatzen exhibition center station and Entrance WEST 1, as well as between the southern parking lots and Entrance EAST 3/Exponale - are used by thousands of visitors every day.

Skyboard: Directly above the entrance to Skywalk West, our Skyboard welcomes trade fair visitors travelling by train. Take advantage of this first contact opportunity of the day and place your advertising message here effectively.



Product processing

Dimensions	W 3.80 m x H 2.50 m
Material and processing	Digital printing on frontlit, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Skywalk West, train station	1	€ 10,900



ACCESS AND PARKING SPACES

Skywalk advertising

Billboard: Mounted directly above the escalators to the West 1 entrance, the billboard in the Skywalk West is a real eye-catcher. Let visitors start their day at the trade fair with your advertising message and use this central advertising space for your message.



Product processing	
Dimensions	W 3.70 m x H 2.40 m
Material and processing	Digital printing on frontlit, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Skywalk WEST, entrance West 1	1	€ 9,790



ACCESS AND PARKING SPACES

Skywalk advertising

Mega Skywalk banner: Size matters! With the Mega Skywalk banners in the Skywalk South and West, you can create a special highlight and accompany visitors to their destination. Use these selected advertising spaces for your message.



Product processing

Dimensions	See below
Material and processing	Textile advertising media/Digitex, digital printing, assembly and disassembly
Format	One-sided

Location	Dimensions	Quantity	Price per unit
Skywalk WEST	W 2.06 m x H 2.40 m	approx. 40	€ 2,190
Skywalk SOUTH	W 1.85 m x H 2.10 m Height of lower railing: approx. 0.24 m – 0.30 m Height of centre railing: approx. 0.41 m – 0.47 m Height of top railing: approx. 0.95 m – 1.01 m	approx. 40	€ 1,890



ACCESS AND PARKING SPACES

Skywalk advertising

Floor Graphics: Roll out the carpet for your customers! With your advertising on high-quality adhesive floor films along the skywalks, you can guide visitors straight to your stand!



Product processing

Dimensions	W 3.00 m x H 1.20 m
Material and processing	Special self-adhesive film, digital printing, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Skywalk WEST	16	€ 1,790
Skywalk SOUTH	20	€ 1,590



ACCESS AND PARKING SPACES

Skywalk advertising

2-sided Skywalk poster: The double-sided posters on the side windows along the ascents and descents of Skywalk West accompany visitors to their destination and offer design space for product series, storytelling or repetition effects.

Product processing	
Dimensions	W 1.30 m x H 0.80 m
Material and processing	Self-adhesive film, digital printing, assembly and disassembly
Format	2-sided

Location	Quantity	Price per unit
WD 1–10: Skywalk West, train station	10	€ 899
WD 11–22: Skywalk West, entrance West 1	12	€ 879



ACCESS AND PARKING SPACES

Skywalk advertising

One-sided Skywalk poster: The one-sided posters on the side windows accompany visitors along the glazed connection to their destination and offer design space for product series, storytelling or repetition effects.



Product processing

Dimensions	W 1.30 m x H 0.90 m
Material and processing	Self-adhesive film, digital printing, assembly and disassembly
Format	One-sided

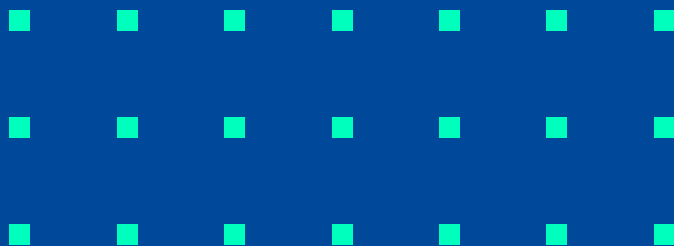
Location	Quantity	Price per unit
W 1–300: Skywalk West	260	€ 449
S 1–367: Skywalk South	367	€ 379



Deutsche Messe

BRANDING PACKAGES

By featuring your brand in the invitation and registration process, you can highlight your IAA participation to your guests, strengthen customer loyalty, and increase the likelihood that your guest will visit your booth.



Event your business.



BRANDING PACKAGES

Package „Ticket Branding“



Service component

Individual advertising space on the Print@Home ticket

Individual advertising space on the Wallet ticket

Ticket registration landing page branding

Banner in the ticket shop of the registration

Order

„Ticket Branding“ in the [exhibitor shop](#)

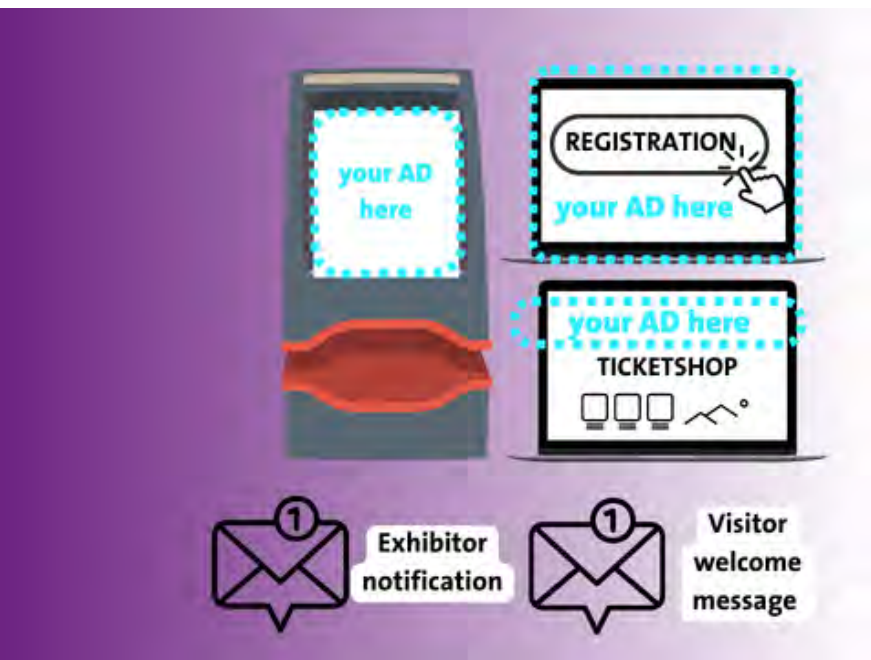
Price

€ 590



BRANDING PACKAGES

Package „Welcome Branding“



Service component

Ticket registration landing page branding

Banner in the ticket shop of the registration

Advertising on the Speedy entry terminal (before Go-Screen)

"Visitor Welcome": A welcoming e-mail to the visitor on the exhibitor's behalf upon admission

"Exhibitor Notification": Admission notification to the exhibitor by e-mail

Order

„Welcome Branding“ in the exhibitor shop

Price

€ 590

BRANDING PACKAGES

Package „Ticket and Welcome Branding“



Service component

Individual advertising space on the Print@Home ticket

Individual advertising space on the Wallet ticket

Ticket registration landing page branding

Banner in the ticket shop of the registration

Advertising on the Speedy entry terminal (before Go-Screen)

"Visitor Welcome": A welcoming e-mail to the visitor on the exhibitor's behalf upon admission

"Exhibitor Notification": Admission notification to the exhibitor by e-mail

Order



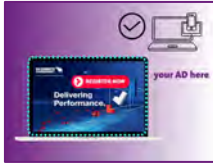

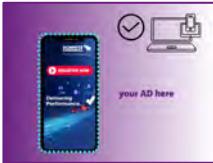
Price

„Ticket and Welcome Branding“ in the exhibitor shop

€ 1,090

BRANDING PACKAGES



Specifications

Service component	Example	Formats	Required dimensions
Advertisement on Print@Home ticket		.PNG, .JPG, .JPEG (300dpi)	2,173 x 608 px
Advertisement on Wallet ticket		.PNG, .JPG, .JPEG	624 x 168 px
Registration: Landing page background		.PNG, .JPG, .JPEG, .GIF	1,920 x 1,080 px
Registration: Landing page background (medium)		.PNG, .JPG, .JPEG, .GIF	1,024 x 768 px
Registration: Landing page background (small)		.PNG, .JPG, .JPEG, .GIF	640 x 1,080 px



BRANDING PACKAGES

Specifications

Service component	Example	Formats	Required dimensions
Registration: Ticket Shop banner		.PNG, .JPG, .JPEG, .GIF	1,296 x 200 px
Advertising on Speedy entry terminal (before Go-Screen)		.PNG, .JPG, .JPEG, .BMP	600 x 800 px

Service component	Information
Admission notification for exhibitor (e-mail)	You will be sent an e-mail when your guest enters the exhibition grounds. To do this, please activate the bell symbol in the Exhibitor Service Center (ESC) in the "Manage visitor tickets / invited visitors" area for each registered guest for whom you would like to be informed about access.
Visitor greeting on admission (e-mail)	The e-mail will be sent automatically to all your guests who have registered a ticket from your contingent as soon as they enter the exhibition grounds.

You as the exhibitor provide the data and configure the branding package in the ticket management system “Exhibitor Service Center” (ESC). You can access the ESC via the [dashboard](#) in the exhibitor shop.





Deutsche Messe

ANY QUESTIONS?

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Event your business.