



Deutsche Messe



OUTDOOR ADVERTISING

Media Information LIGNA 2025

State 11/2024. Subject to change.
All prices exclusive of VAT.

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!

























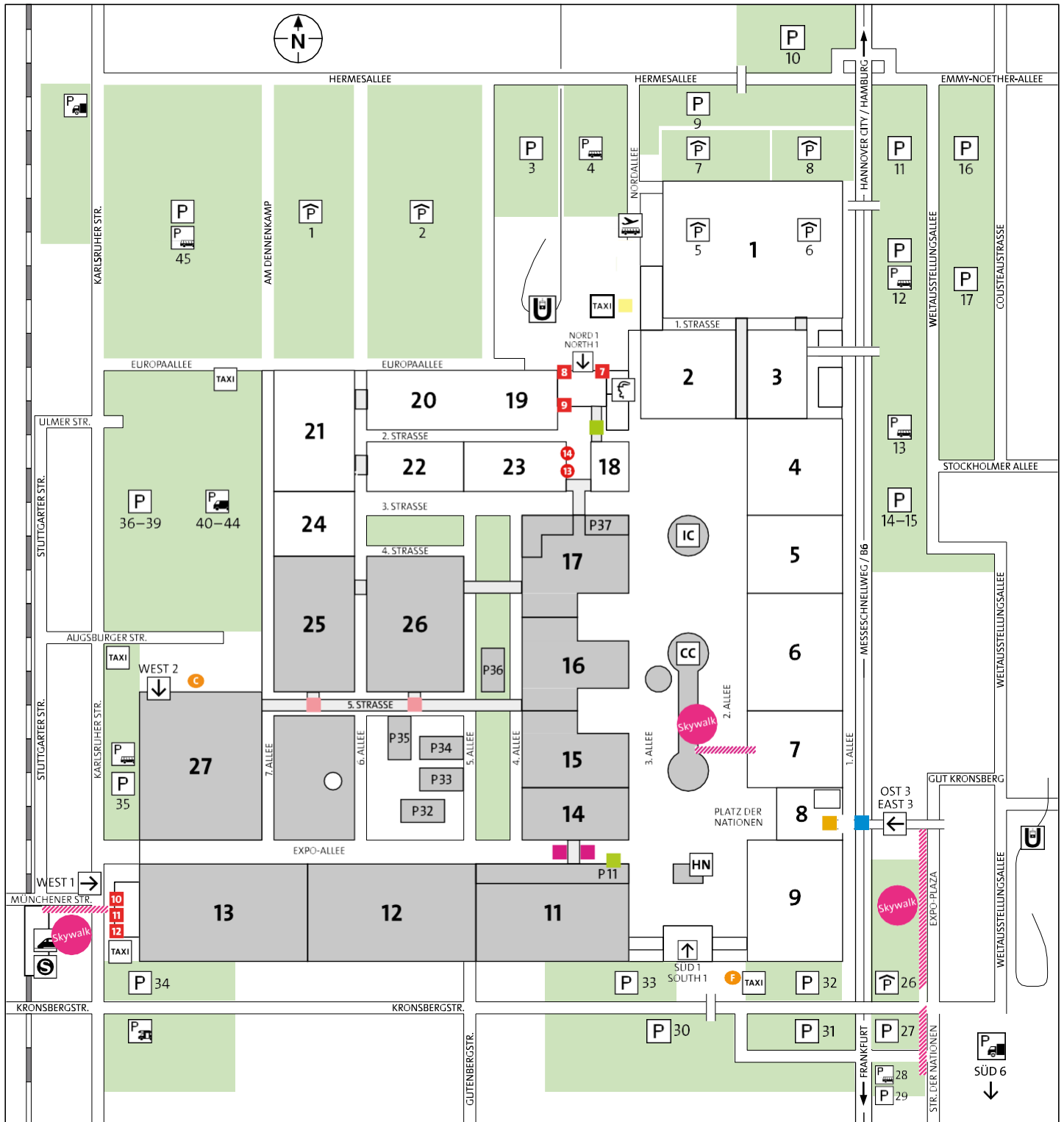
Flexible locations

Customise your advertising location!



Standorte der Werbeflächen / Ad locations

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





Standorte der Werbeflächen / Ad locations

Werbetürme
Advertising towers

Skywalk-Werbung
Skywalk advertising

XL-Poster
XL poster

Wall Graphics
Wall graphics

XL-Poster/EXPO-Würfel
XL poster/EXPO cube

Deutsche Messe
Verwaltung/Administration

Parkplatz (PKW)
Parking (Cars)

Bahnhof/Railway Station
Hannover Messe/Laatzten

Eingang
Entrance

Parkplatz (Bus)
Parking (Bus)

S-Bahn
Light rail

IC
Informations-Centrum
Information Center

Parkplatz (LKW)
Parking (Lorries)

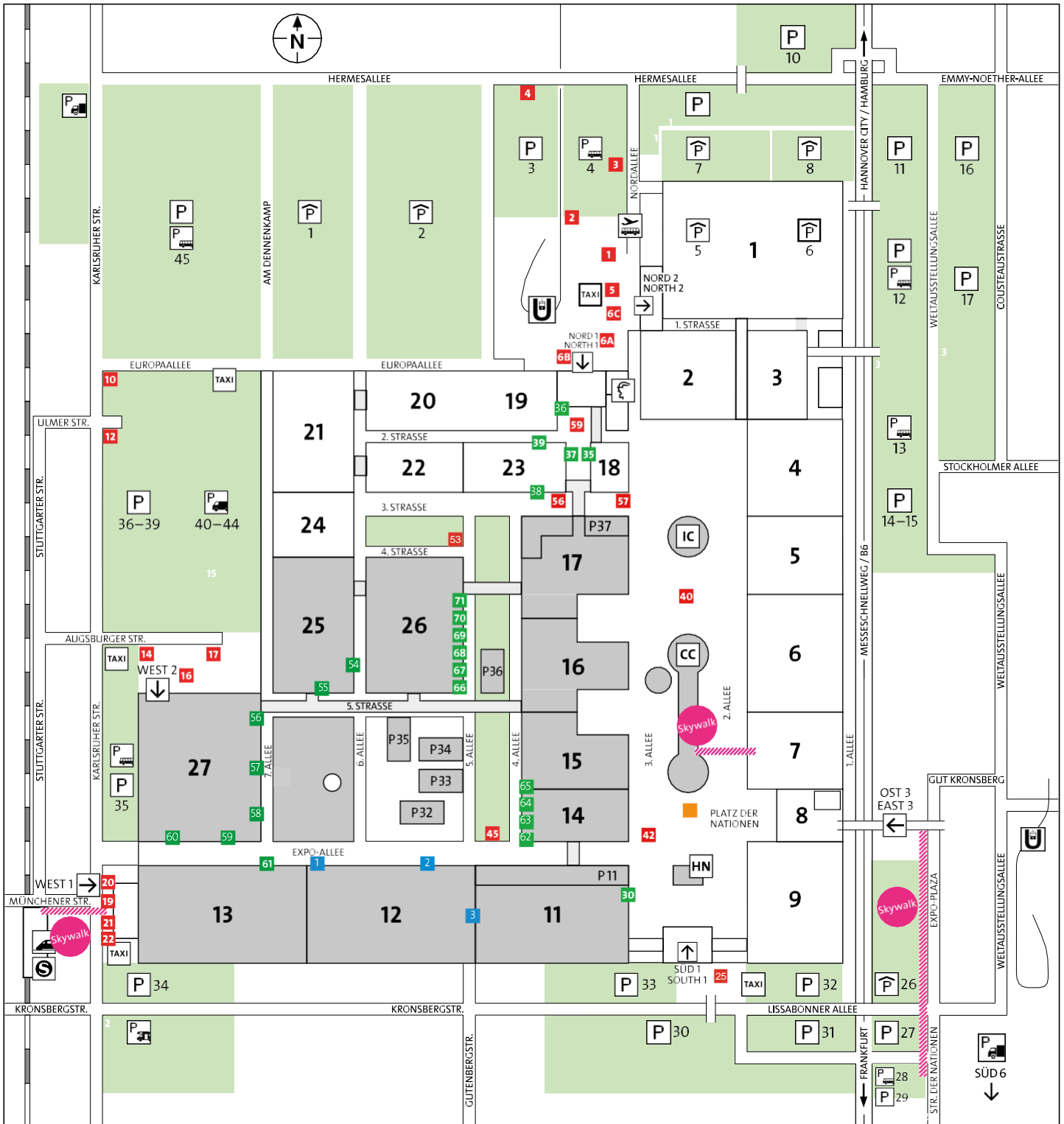
Stadtbahn
Tram

CC
Convention Center

TAXI
Taxi

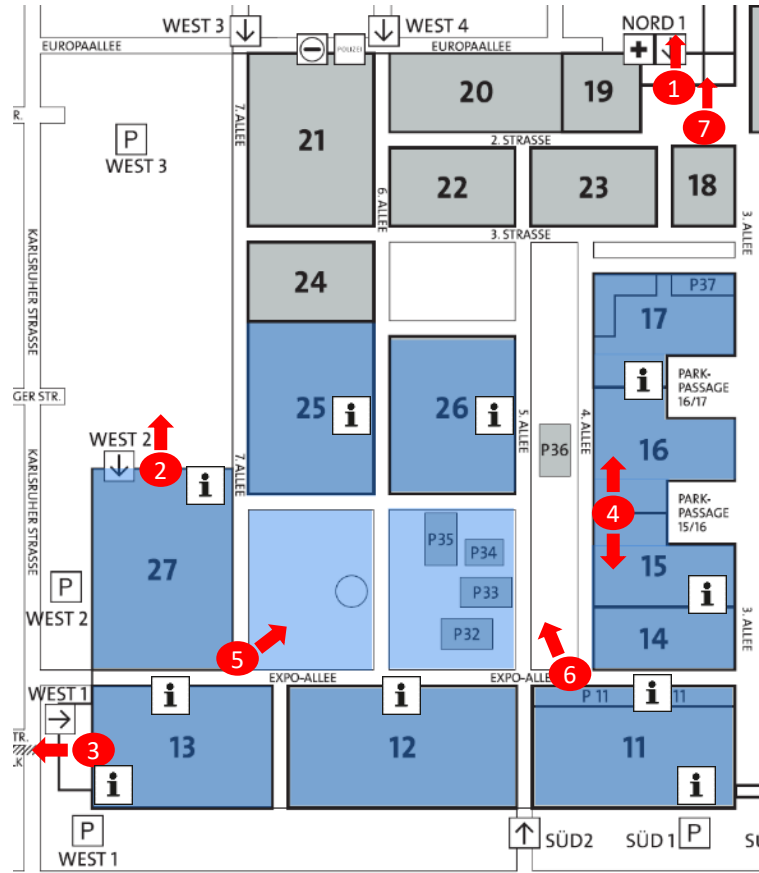
HN
Haus der Nationen
House of Nations

Flughafen Shuttle
Airport Shuttle



AD LOCATIONS

Digital Out-of-Home



Locations

- | | |
|---|-----------------------------|
| 1 | Entrance North 1 |
| 2 | Entrance West 2 |
| 3 | Entrance West 1 |
| 4 | Atrium hall 15/16 (2-sided) |
| 5 | Hall 27 |
| 6 | Hall 11/14 |
| 7 | North Square |
| i | Information counter |
| → | Broadcasting direction |

IN THE ENTRANCE AREAS

Reach out to your customers as soon as they arrive!

[Advertising towers](#)

[Digital Out-of-Home](#)

[Big Banner](#)

[Banner in the entrances](#)

[Small advertising columns](#)

[Frames](#)

[Ad Carpets](#)

[Billboards at East 3 entrance](#)





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, 59)	5	€ 19,900
In the entrance area West 2 (No. 14, 16, 17)	3	€ 17,900
In the entrance area West 1 (No. 19-22)	4	€ 15,900



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Deutsche Messe

KLEIBERIT® 

ADHESIVES • COATINGS

Hall 15 • Booth D14



IN THE ENTRANCE AREAS

Digital Out-of-Home

With our digital out-of-home packages, you can address your target group in the perfect environment: We broadcast your advertising message embedded in the editorial content of LIGNA - you are sure to attract the attention of visitors. Eight large screens and 10 displays, placed in the exhibition halls and along the walkways, ensure your reach. Secure your broadcasting time now!

Product processing

Dimensions	8 screens with approx. W 5.00 m x H 2.8 m, 10 displays with 43 inch at all open info counters, 16:9 format
Technical details	LED, suitable for indoor/outdoor and daylight, supports 4K and Full HD, required file format .mp4 or by arrangement (from logo display to image film, anything is possible), no audio output
Format	Depending on the advertising time booked, the spot is played several times in the all-day programme on all screens/displays simultaneously, i.e. 11 h/day; ratio of editorial content to advertising approx. 30:70, max. spot length 30 seconds

Package	Small	Medium	Large	X-Large
Total broadcasting (5 days)	25 min.	75 min.	125 min.	200 min.
Advertising time per day	5 min.	15 min.	25 min.	40 min.
Rotation/day at 5 s/spot	60	180	300	480
Price per package	€ 2,490	€ 5,690	€ 8,690	€ 11,990

[Return to overview](#)
[Return to ad locations](#)



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 7-9)	W 2.70 m x H 8.70 m	3	€ 5,290
Entrance West 1 (BB 10-12)	W 4.80 m x H 2.30 m	3	€ 5,290



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	Maße	Quantity	Price per unit
Entrance North 1	W 6.00 m x H 3.00 m	3	€ 4,990
Entrance East 3	W 3.00 m x H 1.50 m	3	€ 879
Entrance South 1	W 6.00 m x H 2.00 m	3	€ 2,590
Entrance West 1	W 3.00 m x H 1.50 m	3	€ 1,190
Entrance West 2	W 6.00 m x H 3.00 m	2	€ 4,290



IN THE ENTRANCE AREAS

Small advertising columns

The four-sided and striking advertising media in the entrance areas ensure that you attract the attention of visitors regardless of their direction of travel.



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

Location	Quantity	Price per unit
North Square, Entrance North 1	3	€ 1,990
Entrance East 3	3	€ 879





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 in the entrance area, 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!

Anniversary special!

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 South 1	2	€ 1,490
Entrance East 3	4	€ 1,490
Entrance West 1	4	€ 1,490
Entrance West 2	2	€ 1,490



IN THE ENTRANCE AREAS

Billboards at East 3 entrance

The billboards in the OST 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	€ 699



IN AND ON THE HALLS

Brand your hall and draw attention to yourself!

Large advertising columns

Digital Out-of-Home

XL poster on hall facades

Door Clings

Wall Graphics

Billboards above the hall entrances

Large-size Posters





IN AND ON THE HALLS

Large advertising columns

The four-sided and striking advertising media at hall 11 and in front of hall 17 are unique on the event site and the ideal medium for your image advertising. Attract the attention of visitors regardless of their direction of travel.

Product processing

Dimensions	See below
Material and processing	Frontlit, digital printing, assembly and disassembly
Format	See below

Location	Dimensions	Format	Quantity	Price per set
Hall 11, north side	4 sides, W 0.80 m x H 8.00 m each	3.20 m all-round, 3 sides visible	1 set (contains 9 columns)	€ 20,900
Covered entrance hall 17, north side	4 sides, W 2.57 m x H 4.80 m each	all-round, all sides visible	1 set (contains 6 columns)	€ 6,790



IN AND ON THE HALLS

Digital Out-of-Home

With our digital out-of-home packages, you can address your target group in the perfect environment: We broadcast your advertising message embedded in the editorial content of LIGNA - you are sure to attract the attention of visitors. Eight large screens and 10 displays, placed in the exhibition halls and along the walkways, ensure your reach. Secure your broadcasting time now!



Product processing

Dimensions	8 screens with approx. W 5.00 m x H 2.8 m, 10 displays with 43 inch at all open info counters, 16:9 format
Technical details	LED, suitable for indoor/outdoor and daylight, supports 4K and Full HD, required file format .mp4 or by arrangement (from logo display to image film, anything is possible), no audio output
Format	Depending on the advertising time booked, the spot is played several times in the all-day programme on all screens/displays simultaneously, i.e. 11 h/day; ratio of editorial content to advertising approx. 30:70, max. spot length 30 seconds

Package	Small	Medium	Large	X-Large
Total broadcasting (5 days)	25 min.	75 min.	125 min.	200 min.
Advertising time per day	5 min.	15 min.	25 min.	40 min.
Rotation/day at 5 s/spot	60	180	300	480
Price per package	€ 2,490	€ 5,690	€ 8,690	€ 11,990



IN AND ON THE HALLS

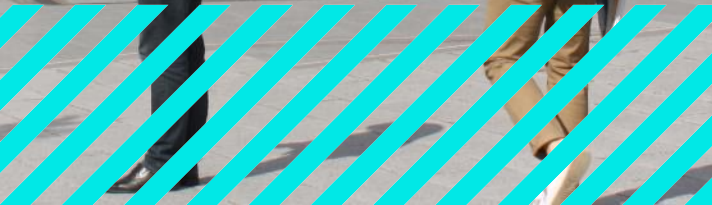
XL poster on hall facades

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. 30: hall 11	100 m ² (W 20.00 m x H 5.00 m)	1	€ 11,900
No. 35: hall 18	100 m ² (W 20.00 m x H 5.00 m)	1	€ 11,900
No. 36: hall 19	134 m ² (W 15.69 m x H 8.54 m)	1	€ 12,900
No. 37: hall 23	100 m ² (W 20.00 m x H 5.00 m)	1	€ 11,900
No. 38: hall 23	100 m ² (W 20.00 m x H 5.00 m)	1	€ 11,900





IN AND ON THE HALLS

XL poster on hall facades



Location	Dimensions	Quantity	Price per unit
No. 39: hall 23	100 m ² (W 20.00 m x H 5.00 m)	1	€ 11,900
No. 54: hall 25	100 m ² (W 20.00 m x H 5.00 m)	1	€ 11,900
No. 55: hall 25	64 m ² (W 20.00 m x H 3.20 m)	1	€ 8,490
No. 56**: hall 27	approx.. 109 m ² (W 9.88 m x H 10.99 m)	1	€ 15,900
No. 57**: hall 27	approx.. 109 m ² (W 9.88 m x H 10.99 m)	1	€ 15,900
No. 58**: hall 27	approx.. 109 m ² (W 9.88 m x H 10.99 m)	1	€ 15,900
No. 59**: hall 27	approx. 292 m ² (W 29.76 x H 9.78 m)	1	€ 29,900
No. 60**: hall 27	approx. 292 m ² (W 29.76 x H 9.78 m)	1	€ 29,900
No. 61**: hall 13	approx. 140 m ² (W 12.49 m x H 11.19 m)	1	€ 16,900
No. 62**: hall 14	approx. 31 m ² (W 3.77 m x H 8.35 m)	1	€ 4,490
No. 63**: hall 14	approx. 31 m ² (W 3.77 m x H 8.35 m)	1	€ 4,490

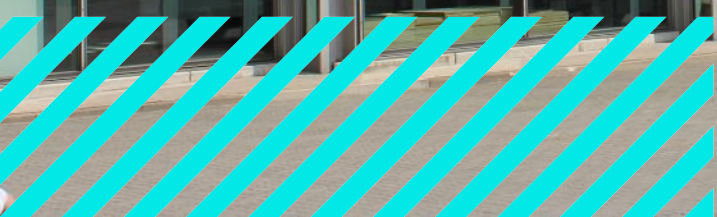


IN AND ON THE HALLS

XL poster on hall facades



Location	Dimensions	Quantity	Price per unit
No. 64** : hall 14	approx. 31 m ² (W 3.77 m x H 8.35 m)	1	€ 4,490
No. 65** : hall 14	approx. 31 m ² (W 3.77 m x H 8.35 m)	1	€ 4,490
No. 66** : hall 26	approx. 25 m ² (W 3.63 m x H 6.77 m)	1	€ 4,290
No. 67** : hall 26	approx. 25 m ² (W 3.63 m x H 6.77 m)	1	€ 4,290
No. 68** : hall 26	approx. 25 m ² (W 3.63 m x H 6.77 m)	1	€ 4,290
No. 69** : hall 26	approx. 25 m ² (W 3.63 m x H 6.77 m)	1	€ 4,290
No. 70** : hall 26	approx. 25 m ² (W 3.63 m x H 6.77 m)	1	€ 4,290
No. 71** : hall 26	approx. 25 m ² (W 3.63 m x H 6.77 m)	1	€ 4,290





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
Material and processing	Digital printing on film, assembly and disassembly
Format	One-sided

Location Price per hall*

Hall 11	€ 4,790
Hall 12	€ 8,490
Hall 13	€ 8,290
Hall 14/15	€ 5,790
Hall 16	€ 5,790

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





IN AND ON THE HALLS

Door Clings

Location	Price per hall*
Hall 17	€ 6,290
Hall 25	€ 4,790
Hall 26	€ 6,990
Hall 27	€ 7,790

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





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	Maße	Price per unit
No. 1: Hall 12, North-east corner	42m ² (4 x W 5.92 m x H 1.76 m)	€ 6,990
No. 2: Hall 12, North side	14m ² per element (W 5.92 m x H 2.32 m)	€ 2,590 per element
No. 3: Hall 12, connecting zone hall 11/12	14m ² per element (W 5.92 m x H 2.32 m)	€ 2,590 per element





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
Hall 11-13, 17, 25-27	23	€ 1,490



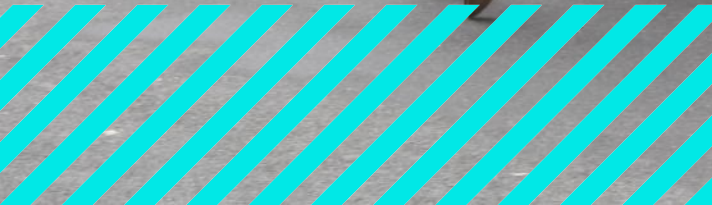
IN AND ON THE HALLS

Large-size posters

The large panels on the hall facades are the classic outdoor advertising solution and are unique at LIGNA in Hall 23! Use these spaces for your advertising directly at your exhibition hall.

Product processing		
Dimensions	W 3.62 m x H 2.59 m	
Material and processing	Frontlit, digital printing, assembly and disassembly	
Format	One-sided	

Location	Quantity	Price per unit
Hall 23 (No. 13-14)	2	€ 1,390



ON THE EXHIBITION GROUNDS

Encourage visitors on the grounds to come to your stand!

[XL poster Expo cube](#)

[Advertising towers](#)

[Digital Out-of-Home](#)

[Billboards open air site](#)

[Shuttle](#)

[Swing Cards](#)

[Big Poster](#)





ON THE EXHIBITION GROUNDS

XL poster EXPO cube

The XL poster on the Expo Cube is unique on the event site and an absolute eye-catcher! At approx. 160 m², the poster is enthroned on a large open space above the heads of the visitors and is ideally visible. Use this exclusive advertising space for your message!



Product processing	
Dimensions	approx. 160 m ² (W 12.05 m x H 13.30 m)
Material and processing	Digital printing on mesh, assembly and disassembly
Format	One-sided

Location	Quantity	Price per unit
Expo cube, south-east orientation	1	€ 18,900



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. 40, 42, 45, 53, 56, 57)	8	€ 14,900



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ON THE EXHIBITION GROUNDS



Digital Out-of-Home

With our digital out-of-home packages, you can address your target group in the perfect environment: We broadcast your advertising message embedded in the editorial content of LIGNA - you are sure to attract the attention of visitors. Eight large screens and 10 displays, placed in the exhibition halls and along the walkways, ensure your reach. Secure your broadcasting time now!

Product processing	
Dimensions	8 screens with approx. W 5.00 m x H 2.8 m, 10 displays with 43 inch at all open info counters, 16:9 format
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Package	Small	Medium	Large	X-Large
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Advertising time per day	5 min.	15 min.	25 min.	40 min.
Rotation/day at 5 s/spot	60	180	300	480
Price per package	€ 2,490	€ 5,690	€ 8,690	€ 11,990

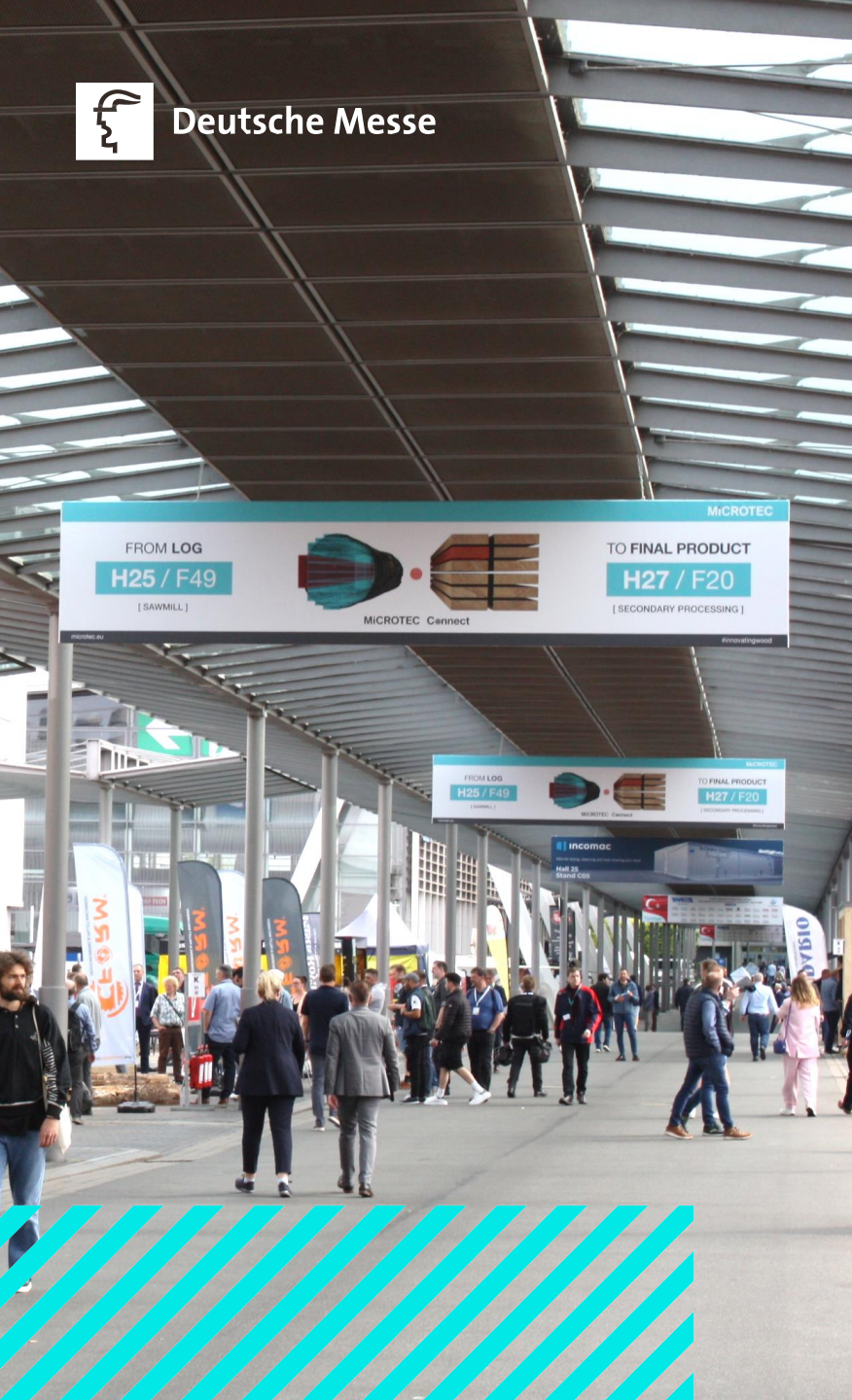




ON THE EXHIBITION GROUNDS

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	€ 1,890
No. 4-14: Transition hall 26-27	10	€ 1,890



ON THE EXHIBITION GROUNDS

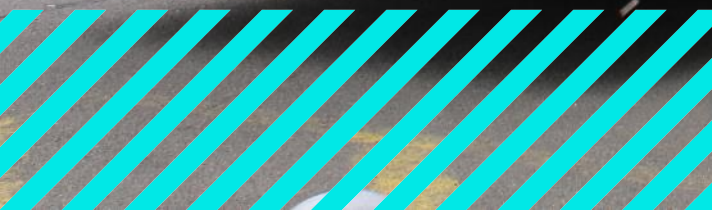
Shuttle

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	6	€ 6,790





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	€ 1,290





ON THE EXHIBITION GROUNDS

Big Poster

In the transition between halls 11 and 14, the Big Posters catch the visitor's eye. Hanging in a row, these advertising spaces are ideal for product series, continuous motifs or storytelling.



Product processing	
Dimensions	W 1.30 m x H 1.80 m
Material and processing	Self-adhesive film, digital printing, assembly and disassembly
Format	2-sided

Location	Quantity	Price per unit
No. 18-44: transition hall 11/14	26	€ 779



FLEXIBLE LOCATIONS

Customise your advertising location!

Promotion

3-sided poster stands

Advertising cube

Special locations





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 organise competent staff.

Location/validity	Quantity	Price per licence* (all days)	Price per licence* (one day)
Hall of your choice or open-air site/9-18 hrs	2 per hall/open-air site	€ 3,490	€ 899
Entrance North 1/9-11 hrs	2	€ 2,590	€ 729
Entrance WEST 1/9-11 hrs	2	€ 1,190	€ 449
Entrance WEST 2/9-11 hrs	1	€ 1,690	€ 529
Entrance SÜD 1/9-11 hrs	1	€ 1,390	€ 499
Entrance OST 1/9-11 hrs	2	€ 349	€ 269

* Without staff. Promoters can be provided by the exhibitor or booked in addition.





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)	€ 2,990





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	25	€ 1,490





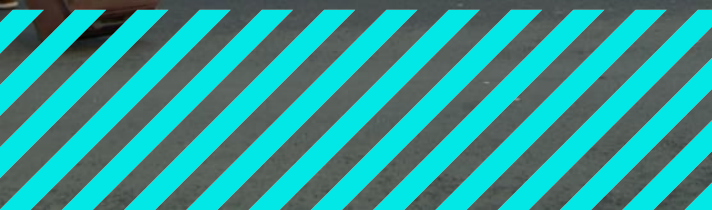
FLEXIBLE LOCATIONS

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](#)

[Taxi stand advertising](#)

[Small advertising columns](#)

[Frames](#)

[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 3 (No. 4)	1	€ 13,900
Parking North 4 (No. 1-3)	3	€ 13,900
Parking South 33 (No. 25)	1	€ 13,900
Parking West 36-39 (No. 10 & 12)	2	€ 13,900



Sustainability: Deutsche Messe uses this icon to identify products, which, according to their supplier, have been produced by the manufacturer in a sustainable, environmentally friendly or fair manner by complying with voluntary standards (e.g. FSC certification, EU Ecolabel, ISO 14001, etc.). Available subject to a surcharge only, please contact us!



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	€ 1,290





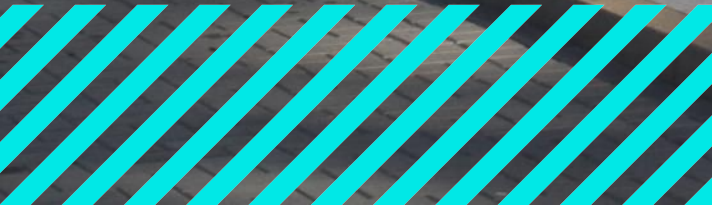
ACCESS AND PARKING SPACES

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	€ 979





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 entrance SOUTH 1 (F)	6	€ 679



ACCESS AND PARKING SPACES

Skywalk advertising

The two Skywalks - the weather-protected connections between the Hannover Messe/Laatzten railway station and the West 1 entrance and between the southern car parks and the South 1 entrance - 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	€ 3,490



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	€ 2,990



ACCESS AND PARKING SPACES

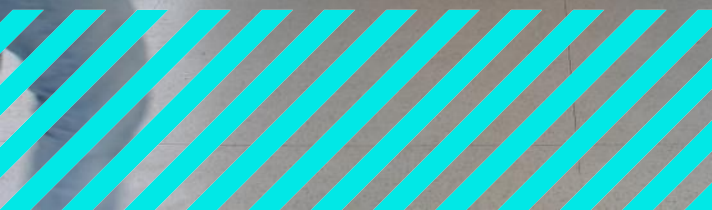
Skywalk advertising

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	€ 679
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		€ 629





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	€ 349
WD 11-22: Skywalk West, entrance West 1	12	€ 329





ACCESS AND PARKING SPACES

Skywalk advertising

Floor Graphics: Roll out the carpet for visitors! With our floor graphics, you can accompany visitors on their way to the trade fair and attract attention even before they enter the exhibition centre.

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

Location	Quantity	Price per unit
Skywalk West	16	€ 279
Skywalk South	22	€ 279



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	€ 129
S 1-367: Skywalk South	367	€ 129



FURTHER ADVERTISING SPACES

You are missing an advertising space...

...or there is nothing suitable? We will be happy to provide you with additional advertising space. Just get in touch with us!

Big Poster

At the OST 3 entrance, the Big Posters immediately catch the eye of visitors. Coming from the Exponale, there is no way round this advertising space.

Billboard at the Exponale

The billboards are located on the right and left sides of the bridge between Skywalk South and the OST 3 trade fair entrance. The ideal medium for motif series and storytelling.

Boards

Our boards are a special eye-catcher at highly frequented locations such as the North light rail arrival and at the West 1 and South 1 entrances.

XL poster on car parks

The large-format surfaces of up to 273 m² convey a confident, self-assured impression. Produced to a high technical standard, the posters welcome visitors at the main access roads and trade fair car parks.

Customised advertising spaces

Do you have your own ideas or a special marketing campaign in mind? Please contact us and we will check the possibilities with you.





Deutsche Messe

ANY QUESTIONS?

Team Services-Sales

Tel.: +49 511 89 33339

Mail: services-sales@messe.de



Event your business.