

Indoor and Outdoor Advertising at IFA 2010

Billboards motivate and mobilise...

Show your colour with creative layouts on banners, posters and flags at exclusive locations around the exhibition site.



Make initial visual contact with every visitor – be they trade visitors or transients: more than 270,000 people will see your mega-banner everyday.

Get attention and become the eye-catcher at the main entrances in the North and in the South of Messe Berlin.



Mobile advertising spaces such as towers or showcases placed at highly frequented locations will get your message across efficiently and effectively.

We gladly submit a customised offer to you and design an advertising package that meets your expectations and focuses on your objectives.

Contact

Lilith Strebl-Schneider
Marketing Director Advertising & Sponsoring
Phone: +49(0)30/ 3038-2406
Fax: +49(0)30/ 3038-2239
Email: advertising@mb-capital-services.com

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Extract of our offers

Advertising Space	Measurements (w x h)	Location/ Short Description	Hire Charge
Entrance South			
Branding Windows Entrance Hall	16 window banners max. 2.33 x 8.25 m each	Entrance South indoors	49,400.00 € in total
5 Mega-Banners Entrance Hall	4.00 x 6.00 m per banner	suspended decorations Entrance Hall South	7,938.00 € per banner
Entrance North			
Mega-Display Facade Hall 20	8.58 x 11.20 m	Entrance North outdoors	18,825.00 €
5 Mega-Banners Entrance Hall	3.00 x 5.00 m per banner	suspended decorations Entrance Hall North	9,918.00 € per banner
Deutschlandhalle			
4 Mega-Displays Deutschlandhalle	e.g. 8.00 x 10.30 m per display	Entrance South surroundings	e.g. 9,056.00 € per display
Messedamm – High Traffic Area			
Mega-Display Headquarters Messe Berlin	9.20 x 5.95 m	Messedamm	9,792.00 €
Specific Hall Areas			
Entrance Banners Halls 1.2 to 6.2a in the Middle Foyers	2.00 x 2.00 m per banner	entrances and passages Halls 1.2 to 6.2a	1,432.00 € per banner
Berlin Exhibition Site – Outdoor Areas			
Mobile Poster Showcases, 2-sided	1.15 x 1.71 m per poster	numerous positions	e.g. 11,529.00 € for 5 showcases

All prices in Euro plus VAT. Errors excepted. Subject to change. Subject to confirmation.
The prices apply to the period of exhibition and do not include any agency commissions.
Prices do not include graphic design/ layout, production, installation, dismantling and recycling
of the advertising spaces. We will gladly submit a customised offer to you.

The booking is subject to written confirmation by MB Capital Services GmbH.
The General Terms and Conditions of Business for Advertising Space of MB Capital Services GmbH apply.

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