

Indoor and Outdoor Advertising

Billboards motivate and mobilise...

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



Make initial visual contact with every visitor – be they trade visitors or transients: thousands of people will see your mega-banner everyday.

Get attention and become the eye-catcher at the main entrance of Laser Optics 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

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capital services
 marketing services

Indoor and Outdoor Advertising

Billboards motivate and mobilise...

As the last communication medium before entering the exhibition site or individual halls, billboard advertising placed at high impact locations offers you an ideal way of attracting visitors. Extend your presence at the trade show and distinguish yourself clearly from your competitors.

We offer attractive in- and outdoor billboard locations throughout the exhibition site, at the entrance and at highly frequented points in the general vicinity of the trade show.

1. Main Entrance East – Outdoors

- a) Entrance Signs
- b) Mobile Advertising Towers, 4-sided
- c) Bench Displays, 2-sided
- d) Poster Showcases, 2-sided
- e) Flags

2. Main Entrance East – Indoors

- a) Stair Branding
- b) Ellipse Displays, 2-sided
- c) Floor Graphics

3. Messedamm – High Traffic Area

- a) Mega-Banner ICC Bridge
- b) Banner Rotunda 16
- c) Mega-Banner ICC West



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Extract of our offers

Advertising Space	Measurements in m (w x h)	Location/ Short Description	Package Price (Hire, Production, Installation)
Main Entrance East – Outdoors			
Entrance Signs Entrance East	3.10 x 1.50	Entrance East	3,057.00 €
Mobile Advertising Tower, 4-sided	2.18 x 3.90	Entrance East	6,355.00 €
Poster Showcases, 2-sided	1.15 x 1.71 per poster	Access Entrance East	e.g. 2,846.00 € for 4 showcases
Flags	1.50 x 4.00 per flag	10 flagpoles Entrance East	on demand
Main Entrance East – Indoors			
Stair Branding	by arrangement	e.g. Entrance Hall East	on demand
Ellipse Displays, 2-sided	1.00 x 2.00 per side (2 sides in total)	e.g. Entrance Hall East	805.00 € per display
Messedamm – High Traffic Area			
Mega-Banner ICC Bridge	e.g. 20.00 x 2.75 per partial area	ICC Bridge	e.g. 8,037.00 € per partial area
Mega-Banner ICC West	24.00 x 2.75	ICC Facade West facing Messedamm	7,855.00 €

All prices in Euro plus VAT. Subject to change. Subject to confirmation. Errors excepted.

The prices apply to the period of exhibition and do not include any agency commissions. Prices do not include graphic design/ layout of the advertising material. We will be glad to submit a customised offer to you.

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

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