



Messe Stuttgart
Key to Markets



ADVERTISING SPACES

15 – 19 September 2026 | Stuttgart



Overview

Digital advertising spaces

Videoboard North/South | xpoWall 60m² [video wall] | xpoQbe [video cube] | turnstile displays | ceiling displays

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Foil prints | Branding

Floor graphics | Branding: Stairs, escalators, skylights, Welcome Sponsoring Facade East Entrance | Roll ups | Windmaster

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Large-scale forms of advertising

Façade banners up to 10,000 x 495 cm | Glass wall banners | Ceiling banners | Skywalls | Steles | Airframes

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Digital advertising spaces with radiance
- Indoor & Outdoor -





Digital advertising spaces with radiance | Outdoor

Digital signage - expoWall | East Entrance

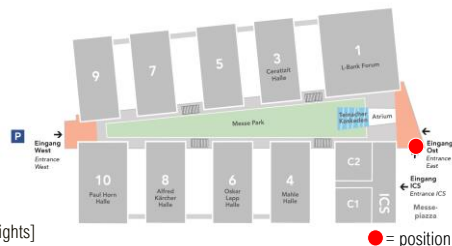
Directly at the East Entrance, coming from the direction of the airport, the new xpoWall welcomes visitors to **AMB** with an impressive appearance.

On a gigantic 60 m², the LED wall offers plenty of space for moving or static content or static content - ideal for strong brand staging right at the start of the trade fair visit.

The 10-second advert runs in a 60-second continuous loop:

- 2 slots are available for exhibitors and advertising
- 4 slot is trade fair-related

👉 A real eye-catcher with reach - exactly where most trade fair trade fair visitors arrive.



Total price:
Rent incl. system implementing, plus VAT.

€ 9,200.00 [per spot | 10 sec. | total trade fair duration | no exclusive rights]



Digital advertising spaces with radiance | Indoor

Digital signage - xpoQbe | entrance east

In the centre of the East entrance area, the video cube attracts everyone's attention: four large LED surfaces show your spot simultaneously in all directions - ideal for maximum attention on arrival at **AMB**

Whether moving images or static motifs - your message is prominently visible and becomes the central point of orientation in the entrance area.

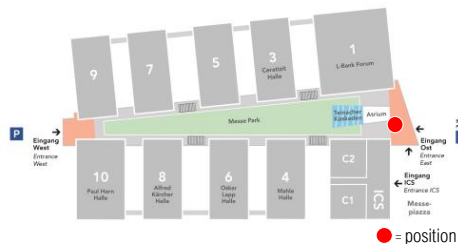
A total of 9 slots of 10 seconds each are available:

- 3 slots trade fair-related
- 3 slots for exhibitor advertising
- 3 slots for permanent advertising customers of Messe Stuttgart

A modern advertising format with high frequency and strong presence at the first contact moment of the visitors.

Total price:
Rent incl. system implementing, plus VAT.

€ 3,500.00 [per spot | 10 sec.]





Digital advertising spaces with radiance | Indoor

Digital signage – Turnstile displays [Speedies]


All trade fair visitors pass through the turnstiles at the East & West entrances - and thus your message.

30 digital displays [18x East Entrance + 12x West Entrance] offer exclusive advertising space with guaranteed visual contact.

- Entrance East: 18 pcs in total | 10 pcs for your ad
- Entrance West: 12 pcs in total | 8 pcs for your ad

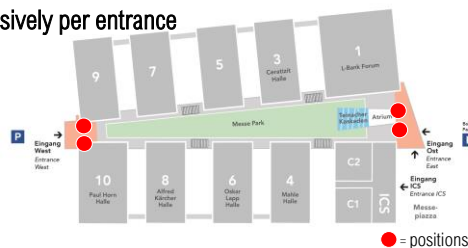
Place your brand directly in the transition between the outside world and the trade fair experience - exactly where everyone passes by.

- ✓ Maximum visibility.
- ✓ No competition.
- ✓ Full attention.

 The turnstile displays can only be booked exclusively per entrance

Total price:
Rent incl. system implementing, plus VAT.

€ 4,500.00 [Entrance West]
€ 5,500.00 [Entrance East]





Digital advertising spaces with radiance | Indoor

Digital signage – Ceiling displays

In the heavily frequented connection paths between the halls, 44 digital display display strips with a total of 132 monitors ensure maximum reach.

Your advertising spots run directly in the field of vision of the trade fair visitors spread across the entire area, dynamically and with multiple visibility.

Spot length:

- 10 seconds
- Up to 400 repetitions per day

A total of 8 slots of 10 seconds each are available:

- 3 slots trade fair-related
- 2 slots for exhibitor advertising
- 3 slots for permanent advertising customers of Messe Stuttgart

Total price:

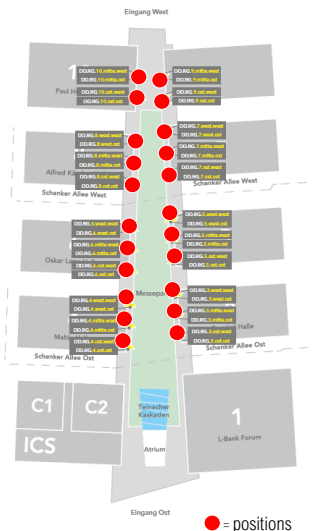
Rent incl. system implementing, plus VAT.

€ 1,800.00 [hall 9 & hall 10 | 2 display bands each | total: 12 monitors]

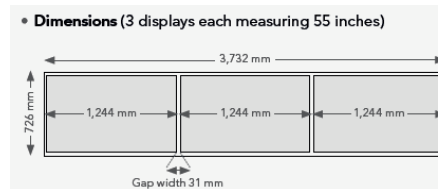
€ 2,400.00 [per hall | 3 display bands each | total: 18 monitors]

Package Price

€ 16,250.00 [whole venue]



● = positions





Digital advertising spaces with radiance | Outdoor

Videoboard at the airport - Welcome with effect

Situated directly at the interface between airport, suburban railway and venue, the video board ensures maximum attention on arrival at **AMB 2026**.

In an unrivalled location, your message will reach thousands of trade visitors - at the exact moment they arrive at the exhibition centre.

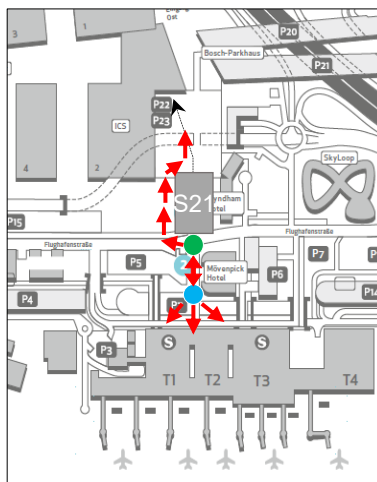
Spot length:

- 10 seconds
- 400 repetitions per day
- No exclusive rights

Total price:

Rent incl. system implementing, plus VAT.

€ 990.00 [per day and per location]



● ● = positions



● Position: Videoboard North



● Position: Videoboard South

Special advertising spaces | visible. eye-catching. effective.

STR – Airport – Digital Skyboards Terminal 3

Place your advertising message in a prominent location directly above the security checkpoint, ideally positioned next to the central departure board in Terminal 3. These two impressive video walls attract the attention of every traveller and are impossible to miss.

Spot length 10 seconds, at least 1,200 impressions per day, weekly run time

Total price:
Rent incl. system implementing, plus VAT.

€ 6,400.00 [per week | 2 video walls next to the departure board]



Videowall Terminal 3

At Stuttgart Airport in the baggage claim area (Terminal 3), a total of 8 video walls with brilliant 4K resolution offer an effective advertising opportunity. With this attention-grabbing medium, you can reach your target group at a highly frequented location.

Spot length 10 seconds, min. 650 impressions per day [approx. every 1.5 minutes] running time per week.

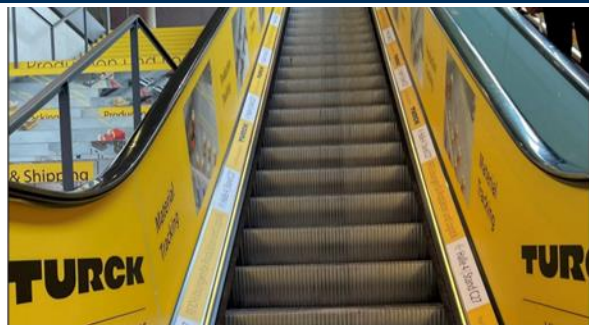
Total price:
Rent incl. system implementing, plus VAT.

€ 5,450.00 [per week | 8 video walls]





Advertising space with impact
- from the floor to the facade -





Advertising spaces with impact | from the floor to the façade

Floor graphics

Your brand directly to the target group!

Stage your message where trade visitors are: in the highly frequented East and West entrance areas as well as along the visitor routes and in the exhibition halls.

With customised floor graphics, you can guide visitors through **AMB**, increase your brand presence and create real eye-catchers directly for your target group.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 350.00 per m²



Advertising spaces with impact | from the floor to the façade

Floor graphic exclusiv package

The entrance area right before the turnstiles will be exclusively be branded by one exhibitor.

Use this type of advertising to be outlined at entrance area.

2 Packages available:

- Entrance East: 4 Floorgraphics | each 2 x 2 m | right before turnstiles
- Entrance West: 3 Floorgraphics | each 2 x 2 m | right before turnstiles

Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 6,784.00 [Entrance East | 16 sqm in total]

€ 5,088.00 [Entrance West | 12 sqm in total]





Advertising spaces with impact | from the floor to the façade

Staircase branding Messepiazza

Directly at the East Entrance, on the trade fair piazza, the staircases from the multi-storey car park offer an eye-catching advertising space with a strong long-distance effect.

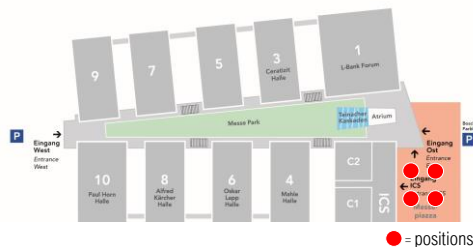
Five large-format window areas, each only 1.5 cm apart, form an almost continuous branding surface - ideal for striking designs and clear messages.

Your presence accompanies visitors on their way from the car park to the trade fair.

- ✓ Present.
- ✓ concise.
- ✓ Unmissable.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 6,999.00 [550 x 392 cm | 1-sided | full surface]





Advertising spaces with impact | from the floor to the façade

Windmaster

Whether placed individually or in rows - the windmasters accompany your target group on their way to and from the venue:

Available at:

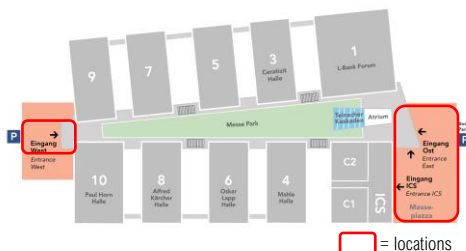
- On the way from airport to fair ground [Entrance East]
- in front of Bosch car park [Entrance East]
- In front of Entrance West

Ideally positioned along the main axes, they ensure high visibility and direct contact with contact with visitors coming and going.

Available in packages in of 5 units [2-sided]

Total price:
Rental incl. production and assembly/dismantling, plus VAT.

€ 2,170.00 [DIN A0 | 10 posters | 5 frames on loan]



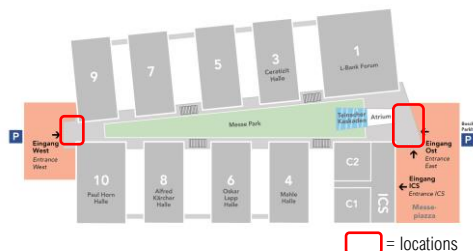


Advertising spaces with impact | from the floor to the façade

entrance mat

Greet your target audience as soon as they enter the exhibition grounds! The digitally printed carpets (each measuring 2 × 3 meters) are placed directly behind the revolving doors at the east [6 pieces] and west [3 pieces] entrances – perfectly visible and under the feet of your visitors.

Robust, washable and suitable for reuse after the event – a practical and eye-catching advertising space!



Total price

:Rental including production and assembly, plus VAT

€ 15,000.00 [Package price for all 9 carpets | 200 x 300 cm each]



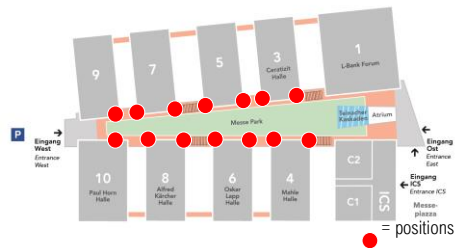
Advertising spaces with impact | from the floor to the façade

Skylights

Your brand as a signpost between the halls! Positioned at the main connection path between the halls, you make your brand visible above the visitor's heads on the way through the trade fair.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 1,200.00 [230 x 57/87 cm | 2 pieces | 1-sided]

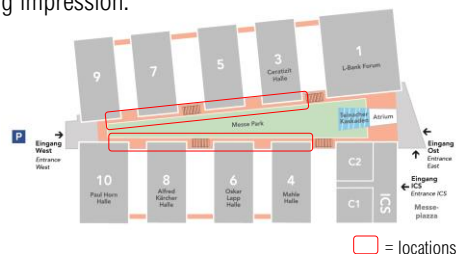


Stickers on the seats

Use the seat branding to make your advertising message visible at the exhibition centre. The seats in the connecting path of the halls are labelled in groups of 5. This allows you to place your brand in an eye-catching way and leave a lasting impression.

Total price:
Rent incl. production and assembly/disassembly, plus VAT.

Price example:
€ 325.00 [5 stickers | 25 x 25 cm each | 1-sided]



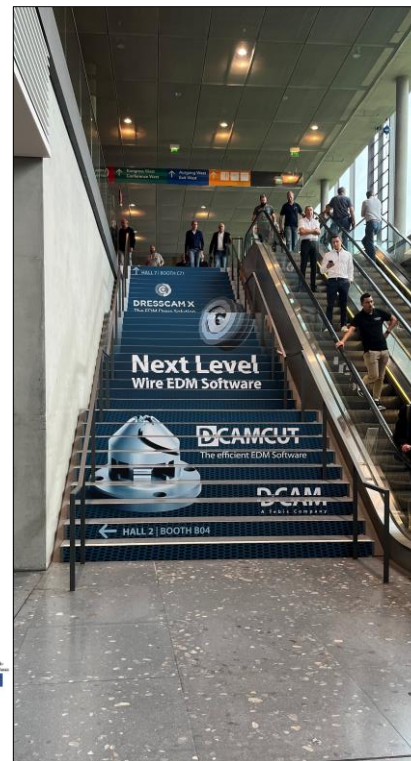
Advertising spaces with impact | from the floor to the façade

Staircase branding

Step-by-step branding - your message with every step. Use the extraordinary effect of this eye-catching advertising space to showcase your brand. your brand in the limelight.

Whether with individually designed steps in your corporate design or a full-surface logo logo motif across all the steps - the step branding on the off-road offers maximum maximum visibility on several levels.

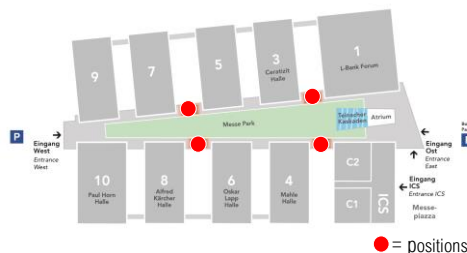
A real highlight with memorable value - directly in the field of vision and literally under feet of your target group.



Total price:
Rent incl. production and assembly/disassembly, plus VAT.

€ 3,700.00 [317 x 16 cm | 32 steps | hall: 1 to 3 or 2 to 4]

€ 3,700.00 [317 x 16 cm | 30 steps | hall: 5 to 7 or 6 to 8]



Advertising spaces with impact | from the floor to the façade

Escalator branding

Your brand on the move!

Accompany your target group on the direct route to the exhibition halls: Two escalators are available for customised design at each of the highly frequented corridors.

Whether escalator band or railing branding - these advertising spaces offer you a dynamic staging with high visibility.

Make your brand a constant companion and make a statement where movement meets attention, where movement meets attention.

👉 We would be happy to put together a customised package for you.

Total price:

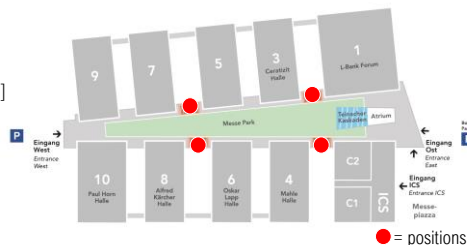
Rent incl. production and assembly/disassembly, plus VAT.

€ 3,700.00 [Railings | 960/882 x 67 cm | 2 pieces | hall 1 to 3 + hall 5]

€ 2,300.00 [Bands | 1290/1221 x 9 cm | 4 pieces | site jump 1 & 2]

Package price

€ 5,500.00 [Bands 4 pieces | Railings 2 pieces]





Advertising spaces with impact | from the floor to the façade

Display | TX-Frame [aluminium frame]

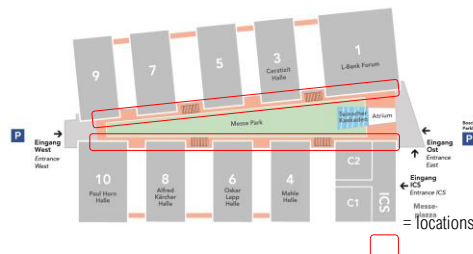
Take advantage of the flexibility of our roll-ups, which can be set up individually at the exhibition centre - whether at the escalators or in the visitor aisle.

Bring your own advertising material or let us produce it for you. These versatile advertising spaces offer you the opportunity to present your message in a targeted and effective way, effectively.

Make your brand highly visible and leave a lasting impression on trade fair visitors.

Total price:
Rent incl. production and assembly/disassembly, plus VAT.

€ 840.00 [per stand | 100 x 250 cm | 2-sided | frame on loan]





Large-scale advertising formats for maximum brand presence.





Large-scale advertising formats for maximum brand presence

Facade banner | east entrance

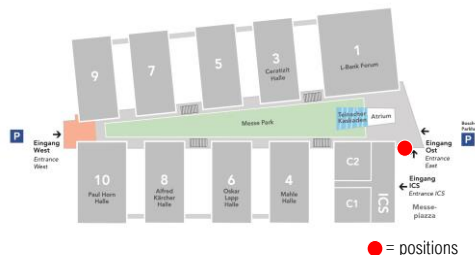
Use the three-part surface of the world map on the façades of the east and west entrances for your creative advertising.

These generous banners offer numerous design options and attract a lot of attention even from a distance.

Present your message in an attractive large format and attract the attention of trade fair attract the attention of trade fair visitors.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 5,150.00 [524 x 568 cm | 1-sided]





Large-scale advertising formats for maximum brand presence

Wall surfaces entrance west

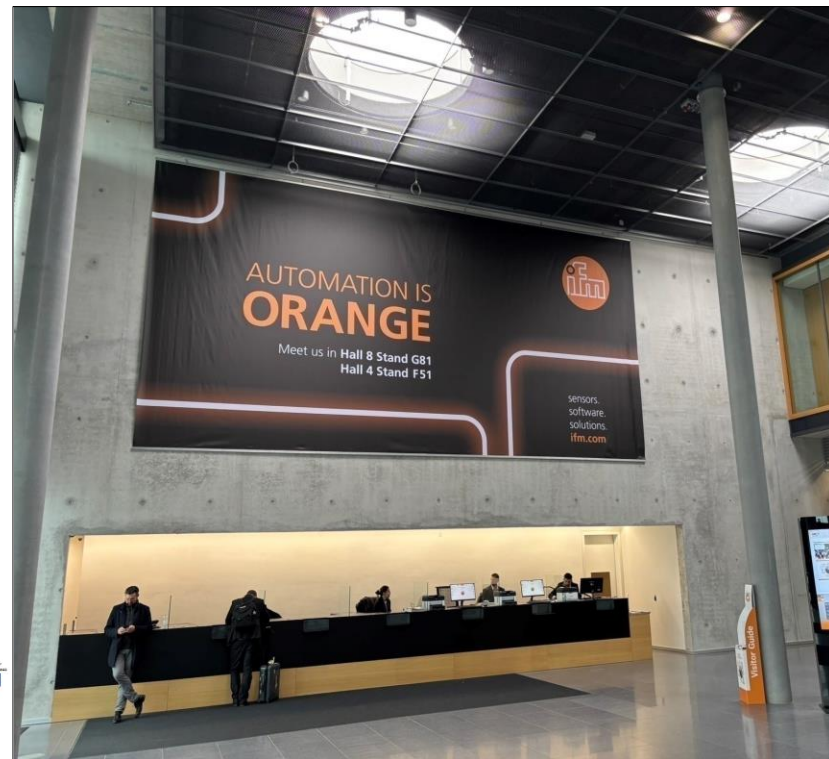
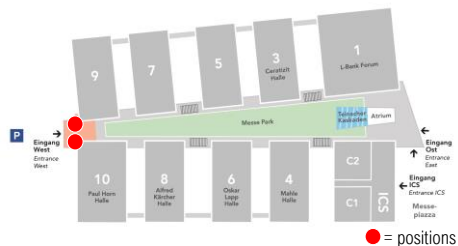
The impressive wall space measuring 10 x 4.95 m on the concrete wall directly in front of Hall 9 in the west entrance area offers an excellent opportunity to present your message in a large and impressive way.

With a total area of over 40 m², these advertising spaces are impossible to miss and are guaranteed to attract the attention of trade fair visitors.

Available in Hall 9 and Hall 10

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 9,375.00 [1000 x 495 cm | 1-sided]





Large-scale advertising formats for maximum brand presence

Ceiling banners

Visible. Central. Unmissable. The large-format banner spaces on the glass walls in the East Entrance offer ideal conditions for an effective brand presence.

With sizes of 400 x 400 cm [in front of Hall 1] or 800 x 400 cm [in front of Hall 2], you can place your message prominently on the direct route to the halls, right in the field of vision of all visitors.

Perfectly positioned for maximum visitor contact and a strong first impression.



● = positions

Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 3,400.00 [400 x 400 cm | 1-sided | in front of Hall 1]

€ 6,100.00 [800 x 400 cm | 1-sided | in front of Hall C2]

Large-scale advertising formats for maximum brand presence

Ceiling banners on the jumps

Your message in the direct field of vision!

The banner suspended from the ceiling places your advert right where everyone is looking, where everyone is looking - above the escalators and stairs.

With an impressive format of 500 x 400 cm, bookable on 1 or 2 sides, it ensures maximum attention for ascending and descending visitors.

An ideal medium for strong brand messages with a long-distance effect - central, present and highly visible.

👉 Only 4 positions still available:

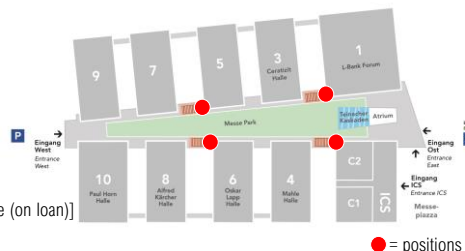
Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 3,990.00 [500 x 400 cm | 1-sided]

€ 6,525.00 [500 x 400 cm | 2-sided | 2 banners]

€ 7,275.00 [500 x 400 cm | 2-sided | 2 banners | incl. aluminium frame (on loan)]





Large-scale advertising formats for maximum brand presence

Large steles

Your welcoming moment in XXL!

Place your message on impressive outdoor steles, one-sided or double-sided with a size of 308 × 590 cm per surface.

Strategically positioned on the three central visitor axes
East entrance coming from the airport and at the Bosch car park [3 steles each],
in front of the ICS [3 steles] and the West Entrance [3 steles].

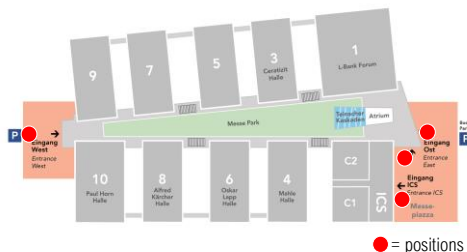
Reach your target group even before they take their first step into the exhibition centre.

Use the exposed location for a strong brand presentation
in XXL format - directly in the field of vision of all visitors.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 5,150.00 [308 x 590 cm | 1-sided]

€ 8,750.00 [308 x 590 cm | 2-sided]





Large-scale advertising formats for maximum brand presence

Skywalls

Your brand message flying high!

Whether placed individually or in combination - the skywalls in the East and West entrance areas guarantee maximum visibility on the way into the exhibition centre.

With a format of 300 x 500 cm, optionally printed on one or both sides, the large ceiling flags hang prominently in the entrances and thus in the visitors' field of vision.

Particularly effective:

Three flags next to each other, staging your message with a strong visual presence.

A real hit among advertising spaces - for companies that want to stand out, before the trade fair visit begins.

Total price:

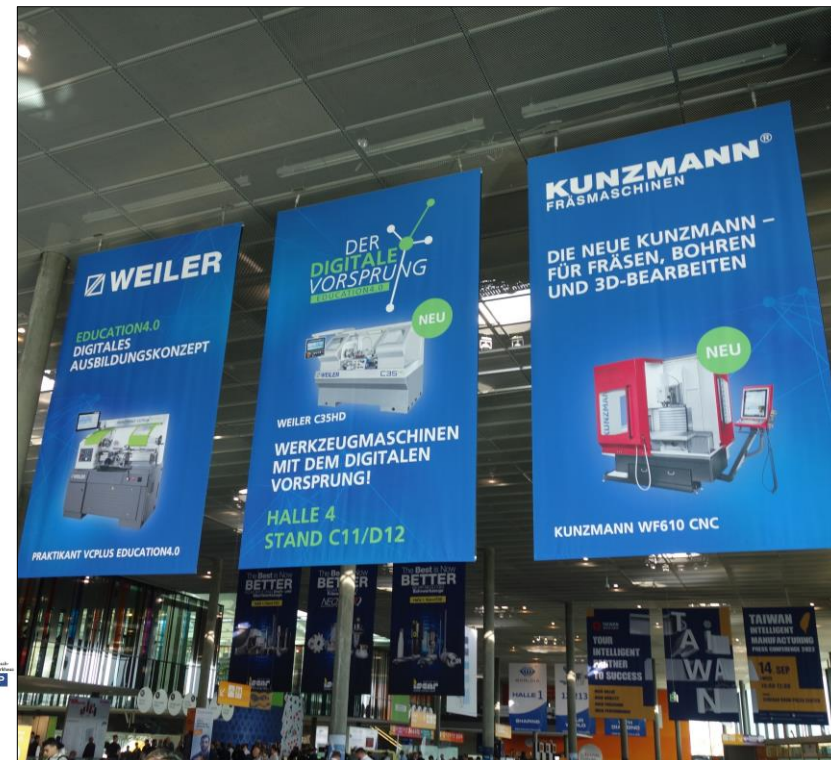
Rent incl. production and assembly/dismantling plus VAT.

€ 3,125.00 [300 x 500 cm | 1-sided]

€ 5,380.00 [300 x 500 cm | 2-sided | 2 banners | only east entrance possible]



● = Positions





Large-scale advertising formats for maximum brand presence

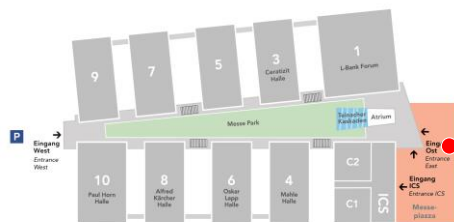
Airframe

Three-sided brand power with long-distance impact.

Maximise your presence with our three-sided Airframe, which can be ideally positioned in front of the West Entrance or on the East Exhibition Piazza.

With an impressive area of 460 × 660 cm per side, it offers all-round space for your advertising message for your advertising message - visible from a great distance and from all directions.

A real highlight for eye-catching brand staging that captivates visitors as soon as they arrive. captivates visitors as soon as they arrive.



● = position

Total price:

Rent incl. production and assembly/disassembly plus VAT.

€ 17,500.00 [460 x 660 cm | 3-sided | frame on loan]



Brand presence at hot spots
- indoors & outdoors -



Brand presence at hot spots | indoor area

Wall surface at hall entrance

The wall space at the hall entrance is a particularly attractive advertising space as it is located directly at the entrance to the hall. The hall plans for the respective hall are displayed on the monitor. Take advantage of the high dwell time of this advertising space.

2 banners per hall available [East & West hall entrances]

Special dimensions in Hall 5 and Hall 6

Additionally:

Floor plan at hall short cut.

Whole space Floorgraphic:

200 x 300 cm

200 x 100 cm your ad

Total price:

Rental including production and assembly/disassembly, plus VAT.

€ 3,850.00 [2 banner | 220 x 195 cm | 2 floor graphics 300 x 200]





Brand presence at hot spots | indoor area

Banner wall surface

With the 200 × 270/300 cm wall banners in the visitor walkway you can secure a highly frequented advertising space directly in front of the hall entrances.

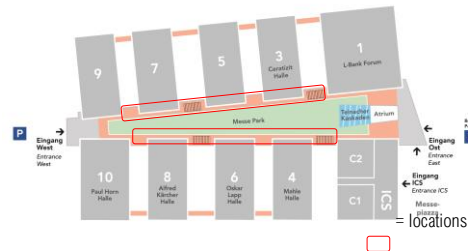
Ideally positioned on the wall surfaces in the entrance areas, your motifs accompany visitors on their way into the exhibition halls and create maximum visibility for your brand or product even before they enter the halls.

Whether image advertising, campaign motif or specific product presentation this placement combines a high presence with a targeted approach in a particularly attention-grabbing area.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 1,450.00 [200 x 270/300 cm | 1-sided]

€ 1,700.00 [280 x 300 cm | 1-sided]





Brand presence at hot spots | indoor area

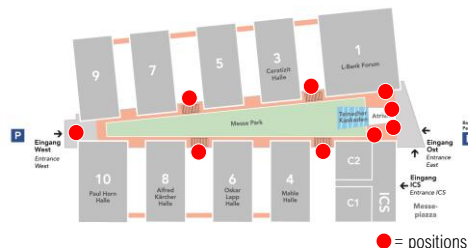
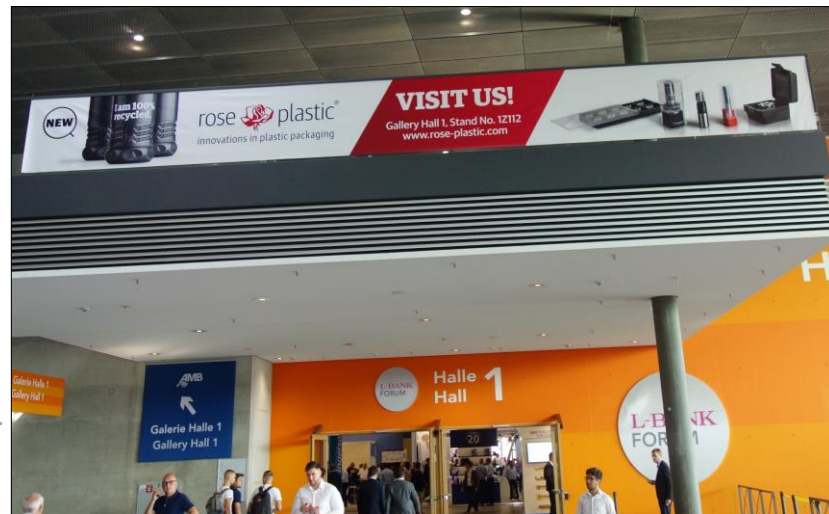
Railing banner with vision

Take advantage of the eye-catching placement above the stairs, at the steps and entrances.

The large-format banners along the railing visibly accompany visitors across several levels across several levels - ideal for high-reach brand messages.

Flexible in length from 500 to 1500 cm, these banners offer maximum impact in highly frequented areas, whether booked individually or in series.

Aim high with your advertising message - exactly where everyone is looking.



● = positions

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 1,850.00 [1500 x 100 cm | 1-sided]



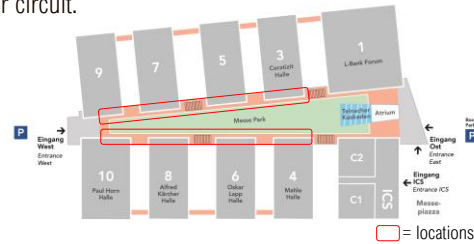
Brand presence at hot spots | indoor area

Ceiling flags

The ceiling flags in front of the halls are an ideal advertising medium and signpost to your stand and can be booked throughout the visitor circuit.

Total price:
Rent incl. production and assembly/dismantling plus VAT.

€ 735.00 [300 x 60 cm | 2-sided]



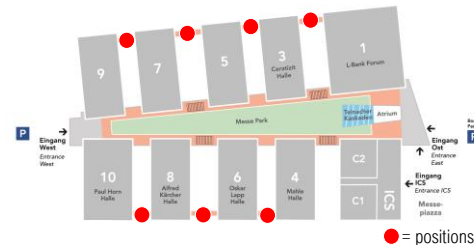
Banner hall transition

The banners in the northern and southern hall entrances accompany visitors on their direct route from hall to hall.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 1,150.00 [400 x 100 cm | 1-sided]

€ 2,050.00 [400 x 100 cm | 2-sided]





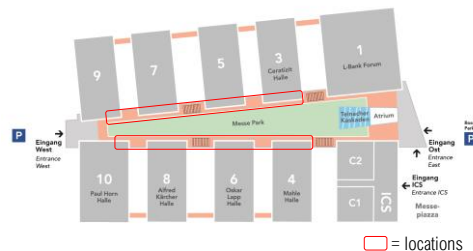
Brand presence at hot spots | indoor area

Flags A0

The frames are distributed around the exhibition centre exhibition centre. Use this form of advertising as an eye-catcher or as signposting to your stand.

Total price:
Rental incl. production and assembly/dismantling, plus VAT.

€ 435.00 [DIN A0 | 2-sided | frame on loan]

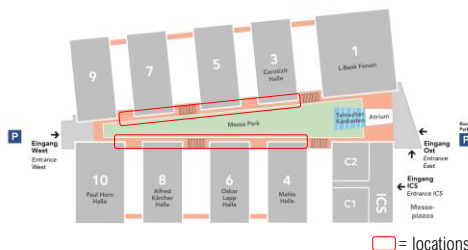


Banner glass wall

The advertising spaces directly in front of the halls in the visitor circuit are in the direct field of vision of the visitors.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 930.00 [195 x 200 cm | 1-sided]





Brand presence at hot spots | outdoor area

Advertising towers

Whether at the East and West entrances or in the visitor walkway, the advertising towers accompany visitors at every turn through the exhibition centre.

Thanks to the full-surface printing on all four sides, your message is visible from every direction and cannot be overlooked.

Ideal for generating targeted attention and placing your brand in a strong position.

Total price:
Rent incl. production and assembly/disassembly, plus VAT.

Indoor area:
€ 2,050.00 [80 x 300 cm | 4-sided | frame on loan]

Outdoor area:
€ 4,660.00 [150 x 300 cm | 4-sided | frame on loan]
€ 7,700.00 [200 x 500 cm | 4-sided | frame on loan]



= locations





Brand presence at hot spots | indoor area

Column advertising

In the prominent East Entrance and West Entrance areas, you can wrap the pillars with your advertising message.

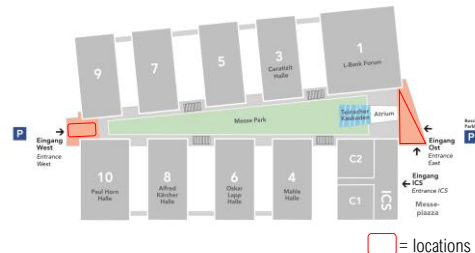
Package includes 17 pcs with 126 x 100 cm advertising:

- 14 pcs Entrance East
- 3 pcs Entrance West

Exclusiv all positions before turnstiles , only bookable by one exhibitor.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 7,800.00 [126 x 100 cm | 17 pcs.]





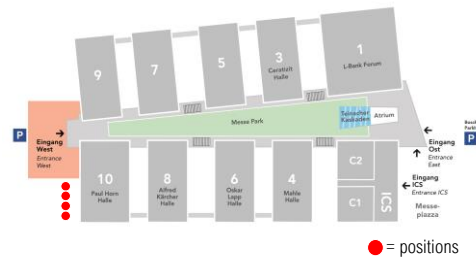
Brand presence at hot spots | outdoor area

Fence banner

Take the opportunity to greet visitors on your way from the Messe West tram stop to the West Entrance.

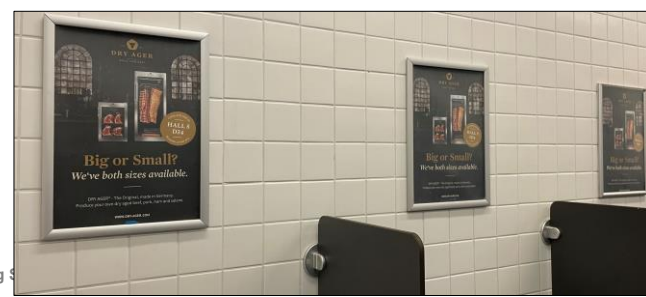
Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 1,575.00 [500 x 100 cm | 1-sided]





Sanitary advertising - underestimated touchpoints
with a strong impact.



Sanitary advertising | Touchpoints with a strong impact

Sanitary facilities

The sanitary area offers optimal advertising space with high attention and minimal distraction. Whether on towel dispensers, mirrors, toilet cubicle doors or in wall frames your message is guaranteed to be noticed here. The mirror advertising covers 4 m² for all four sanitary facilities in a hall and can be customised as required after layout submission.

Total price: Rent incl. production and installation/dismantling, plus VAT:

Branding Wall Frames | DIN A3 [quantity varies]

Hall 1+4+6+8+10	price per hall	€ 1,480.00
Hall 3+5+7+9	price per hall	€ 1,200.00

Branding of the towel dispenser | 30 x 35 cm

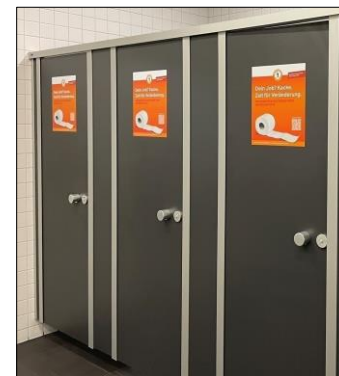
per Hall 1+3-9	12 Piece	€ 900.00
Hall 10	17 Piece	€ 1,150.00

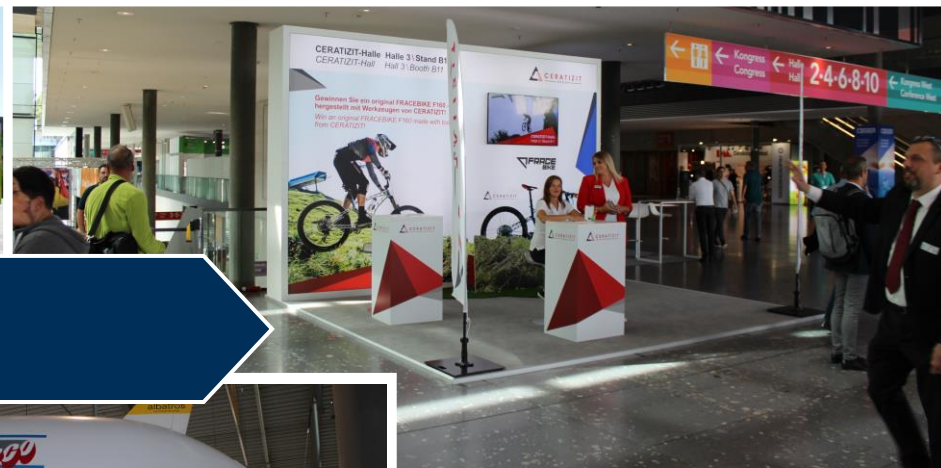
WC cubicle door sticker | DIN A3

Hall 1 cabin doors	45 pieces	€ 1,650.00
Hall 3-9 per hall, cabin doors	33 pieces	€ 1,450.00
Hall 10 per hall, cabin doors	48 pieces	€ 1,650.00

Mirror advertising | 4 m² included

per Hall	4 m ²	€ 1,300.00
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Special advertising spaces
visible. eye-catching. effective.





Special advertising spaces | visible. eye-catching. effective.

Exponate

Effectively showcase your exhibits or your brand and create real eye-catchers throughout the exhibition centre. By placing them outside the traditional stand areas, you can reach visitors on their way to the trade fair or during their stay in the outdoor area - exactly where they are open to new impressions.

Present your latest models or a strong key visual and arouse curiosity and a willingness to talk. Particularly attractive locations for this are the trade fair piazza, the outdoor area of the West Entrance and the Messe Park.

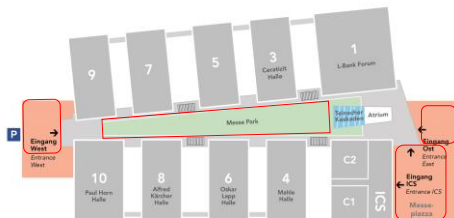
These areas offer you maximum visibility and guarantee direct attention from a wide flow of visitors.

Take the opportunity to present your brand in a lively and approachable way outside the trade fair stand - and make a lasting impression.



Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 1,050.00 [Price per sqm]



= locations



Special advertising spaces | visible. eye-catching. effective.

Promotion Points

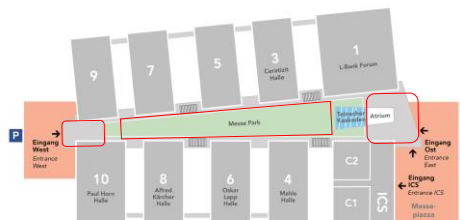
Use the Promotion Points to showcase your latest products, brand messages or promotions in a targeted manner and arouse the curiosity of visitors directly on site. The eye-catching areas are located at highly frequented hubs such as the East and West entrances, on the East and West piazza and in the exhibition park.

These locations guarantee you maximum visibility and direct contact with the target group - perfect for creating initial impetus, initiating conversations or drawing attention to your stand in a targeted manner.

With a Promotion Point, you can create an additional, lively brand presence in the middle of the visitor flow.

Total price:
Rent, plus VAT.

€ 25,000.00 [Booth size 5x5m, Entrance East]



 = locations





Special advertising spaces | visible. eye-catching. effective.

Promotion approval

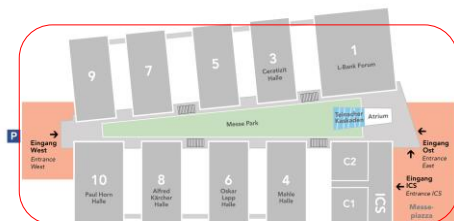
With a promotion, you have the opportunity to generate targeted attention for your company. A maximum of 5 promotion teams are permitted on the exhibition grounds. Each team may consist of up to two people [no staff included].

👉 Please note: Traditional flyer distribution is not permitted

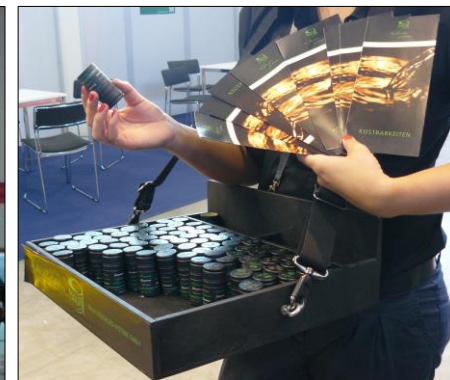
Take the opportunity to engage directly and personally with visitors.

Total price:
incl. badge production, plus VAT

- € 1.850,00/per day | 1 day | € 1,850.00
- € 1.850,00/per day | 2 days | € 3,700.00
- € 1.850,00/per day | 3 days | € 5,550.00
- € 1.650,00/per day | 4 days | € 6,600.00
- € 1.500,00/per day | 5 days | € 7,500.00



= promotion





Special advertising spaces | visible. eye-catching. effective.

Zeppelin

Use the opportunity of aerial advertising! With a zeppelin, you can convey a wide variety of advertising messages and at the same time attract a great deal of attention above the heads of visitors with this mobile advertising medium.



Total price:
Rental incl. production and assembly/disassembly, plus VAT.
€ 2,940.00 [1st day | incl. helium filling | multi-coloured lettering]
€ 1,875.00 [per subsequent day]



Special advertising spaces | visible. eye-catching. effective.

Sign Spinning

With sign spinning, you can convey your message with acrobatic commitment, fun and entertainment.

Use this live communication option to leave a lasting impression.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 8,500.00 [including all side costs]



Advertising space link active - just click!





Sponsorings
- Your personalized advertisings





Sponsoring | Arrival 1 | Main Station Stuttgart

Sponsoring contains:

- Mega-Light Select (Main Station Stuttgart) | 5 pcs | each 3,4 x 2,4m)
- Escalator Poster branding (Main Station Stuttgart) | 25 pcs)

Advertising Spaces visibal: 7 days | 07.-13.September



Package Price:

Rent incl. production and assembly/dismantling, plus VAT.

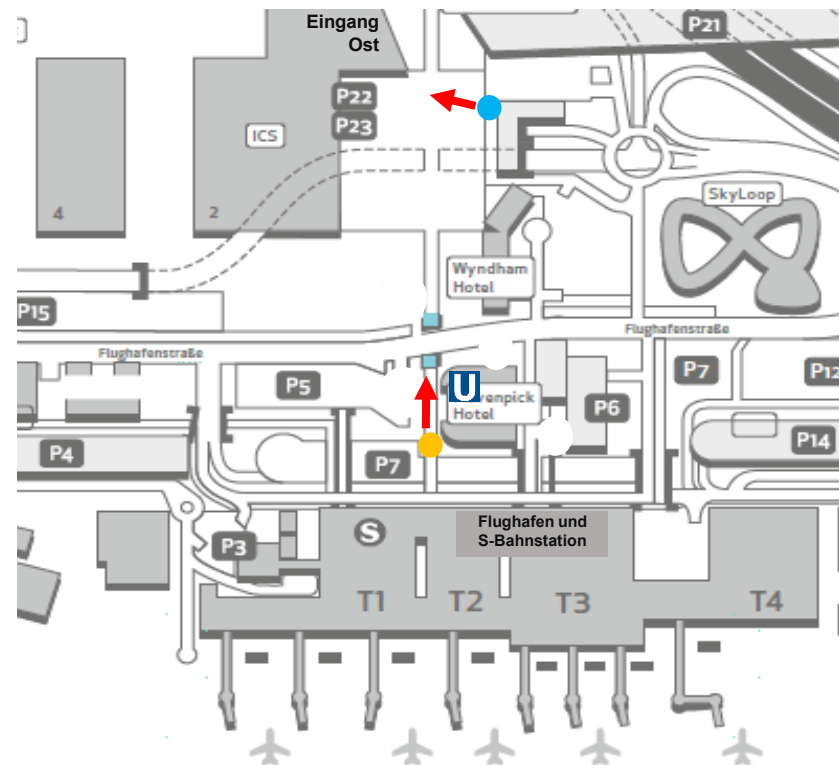
€ 9,800.00 [as listed | each 7 days at Stuttgart Main Station]



Sponsoring | Arrival 2 | Taxi & Parkingtickets

Sponsoring contains:

- 2 advertising towers at taxi booth ●
- 5 beach flags from taxi booth to Entrance East ●
- Park ticket branding (100.000 pcs)



Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 16,490.00 [list price]

€ 11,800.00 [Sponsoring price for cooperation]



Sponsoring | Arrival 2 | Taxi arrival & Parkingtickets

Advertising tower at taxi booth

The advertising towers accompany visitors at every turn through the exhibition centre. Thanks to the full-surface printing on all four sides, your message is visible from every direction.

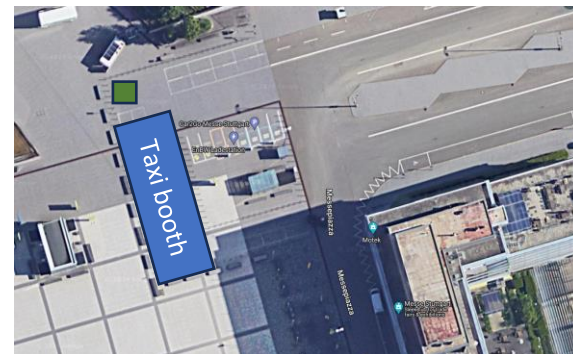
Ideal for generating targeted attention and placing your brand in a strong position.

Layout in cooperation with AMB Team:
4 sides: 150 x 200 cm with your Layout
4 sides: 150 x 100 cm with AMB Logo



Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 4,660.00 [frame on loan]



Sponsoring | Arrival 2 | Taxi arrival & Parkingtickets

Beachflag at Messepiazza

The beachflags will be placed to guide the visitors to Entrance East. Flags will be printed on both sides with your company logo or claim.

Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 2,800.00 [5 pcs | each 235 cm total size | frame on loan]



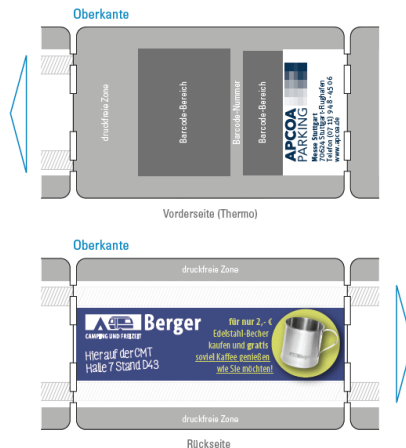


Sponsoring | Arrival 2 | Taxi arrival & Parkingtickets

Park tickets

Position your brand front as visitors enter the parking areas of the exhibition grounds.

Your message will be printed alongside the AMB logo on approximately 100,000 tickets.



Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 4,370.00 [100.000 pcs]

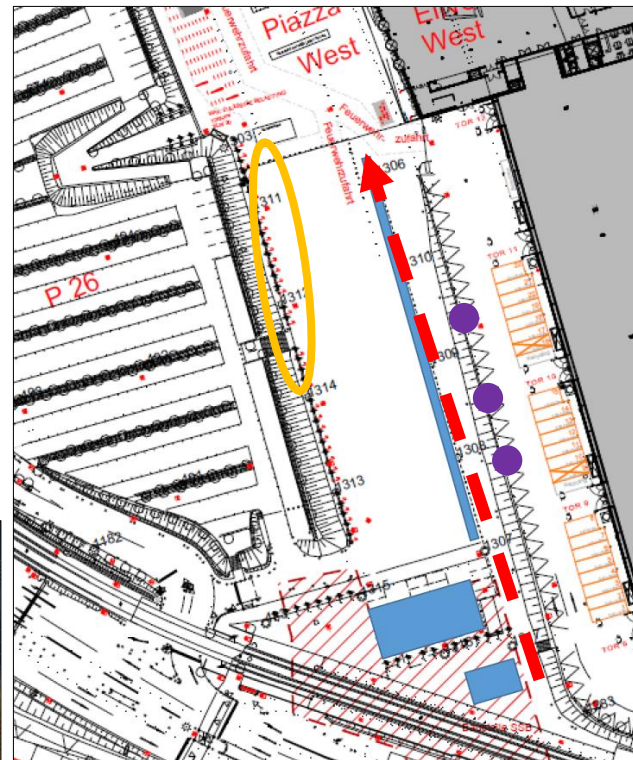


Sponsoring | Arrival 3 | Entrance West

Sponsoring contains:

Visitors who will arrive at our venue by public transportation (U-Bahn) can enter AMB at first at West Entrance or they drive an additional stop to entrance east.

- 10 flags on flagpole
- 3 banner at fair fence



Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 9,726.50 [list price]

€ 6,749.00 [Sponsoring price for cooperation]



Sponsoring | Arrival 4 | Entrance West

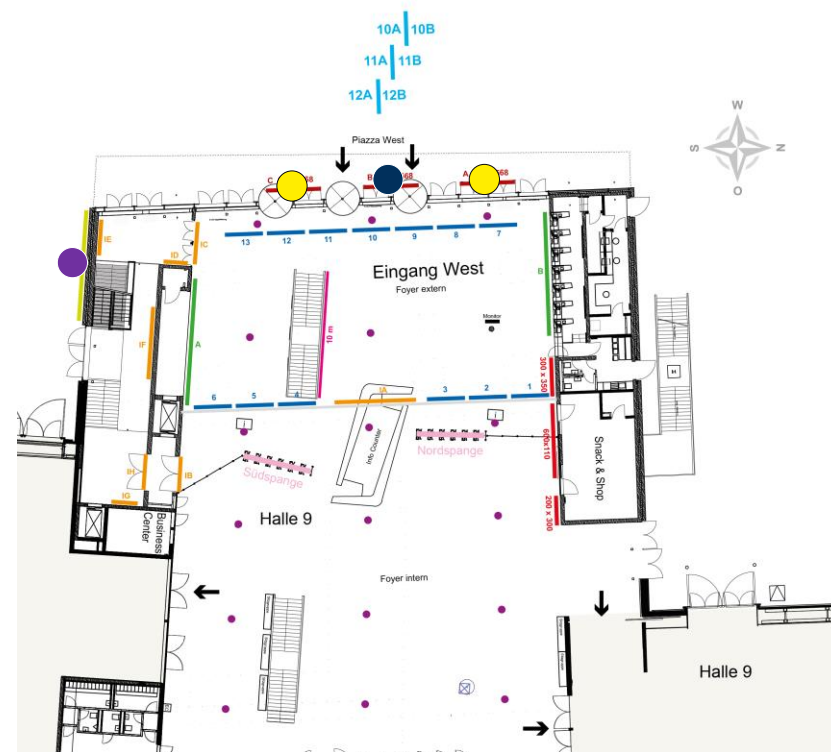
Sponsoring contains

- 1 Facade Banner „Wera West“ ●
- 2 Facade Banner above Entrance Doors ●
- 1 Facade Banner of AMB in center position ●

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 21,965.00 [list price]

€ 14,500.00 [Sponsoring price for cooperation]





Sponsoring | Arrival 4 | Entrance West

Banner facade | Wera West

Use the impressive 900 x 492 cm area on the west entrance façade for your creative advertising.

This generous advertising space offers numerous design options and attracts attention from afar.

With this banner, you can give visitors arriving at the Messe/West underground station a warm welcome and make a lasting impression.

👉 Only one space available.



Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 5,930.00 [900 x 492 cm | 1-sided]



● = Position





Sponsoring | Arrival 4 | Entrance West

Facade banner | west entrance

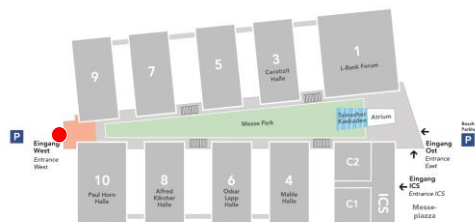
Use the three-part surface of the world map on the façades of the east and west entrances for your creative advertising.

These generous banners offer numerous design options and attract a lot of attention even from a distance.

Present your message in an attractive large format and attract the attention of trade fair attract the attention of trade fair visitors.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 5,150.00 [524 x 568 cm | 1-sided]



● = position





Sponsoring | Arrival 5 | Entrance East

Welcome Sponsoring – Airport faced

Position yourself as a strong partner of the trade fair and welcome visitors to AMB on their way to the East Entrance.

The prominently placed large-scale advertising space creates the first point of contact with your brand – visible, valuable and with official appeal. As a Welcome Sponsor, you are part of the trade fair experience – right from the start.

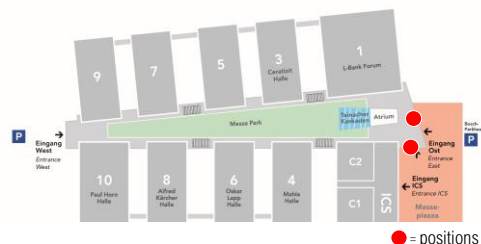
Total Surface: 14.8 x 2 m

Your Advertising space: 2 pcs 591 x 200 cm | left and right side

AMB Logo: 293 x 200 cm | central position

Total price:
including production and assembly/disassembly, plus VAT.

€ 19,500.00 [894 x 230 cm | 1-sided | total surface: 1480 x 230 cm]





Sponsoring | Arrival 5 | Entrance East

Welcome Sponsoring – Bosch parking faced

Position yourself as a strong partner of the trade fair and welcome visitors to AMB on their way to the East Entrance.

The prominently placed large-scale advertising space creates the first point of contact with your brand – visible, valuable and with official appeal. As a Welcome Sponsor, you are part of the trade fair experience – right from the start.

Total Surface: 30 sqm

Your Advertising space: 2 pcs 500 x 200 cm | left and right side

AMB Logo: 493 x 300 cm | central position

Total price:
including production and assembly/disassembly, plus VAT.

€ 19,500.00 [894 x 230 cm | 1-sided]



Sponsoring | Lanyards

Lanyards

After admission at the East Entrance and West Entrance, the lanyards will be distributed to all visitors and exhibitors by hostesses.

The package includes:

- Signage in accordance with the following slide
- Hostess service: setup included, deployment during event hours as agreed and as required (*optional add-on*)

- Production of the lanyards available upon request

Approval, including signage, will be granted in accordance with the overview.

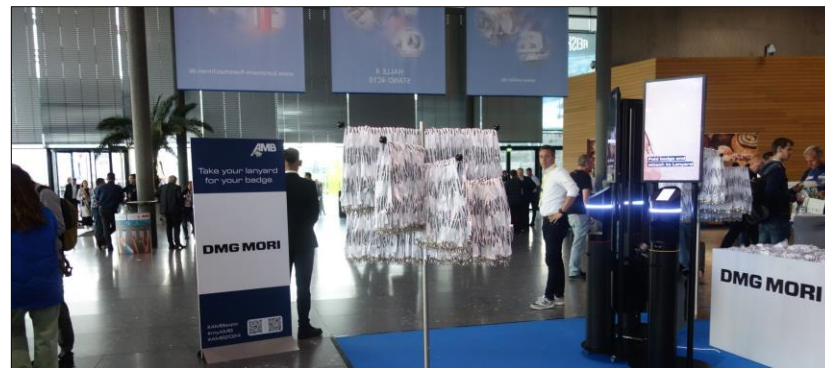
We would be happy to tailor this package individually to your requirements.

Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 15,100,00 [list price]

€ 11,650.00 [Sponsoring price for cooperation]



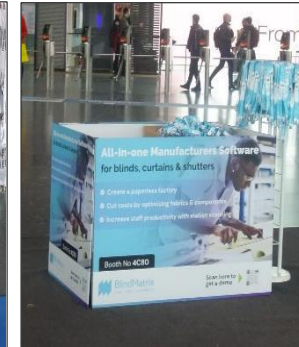
Sponsoring Lanyards

Beschilderung & Lanyards

- Lanyard consumption 2024: approx. 46,000 units (*not included in the price*)
- 4 display stands for visitor guidance (*Sponsornamen and Logo*) | 80 × 80 cm (*East and West Entrance*)
- 10 lanyard racks: presentation of your lanyards
7 units at the East Entrance | 3 units at the West Entrance
- 3 storage boxes: custom-designed | four-sided print | size: see datasheet



Display
Visitor signage
size: 80 x 80 cm



Storage Box
Personalized storage
container
size: 120 x 84 cm; 4-sided



Lanyard racks
Presenting your
lanyards

Sponsoring | Lanyards

Staff – distributing

The hostesses are provided by our service partner ProfiTess.
Hostesses are booked and billed in flat-rate packages of either 5-hour or 9-hour shifts.

Our recommendation during the event:

West Entrance / per day:

- 1 staff member actively distributing lanyards to visitors (*9-hour shift*)
- 2 staff members actively distributing lanyards to visitors (*5-hour shifts*)
- 1 staff member as Head of the Lanyard Station: 09:00–17:00 (*9-hour shift*)

East Entrance / per day:

- 2 staff members actively distributing lanyards to visitors (*9-hour shifts*)
- 4 staff members actively distributing lanyards to visitors (*5-hour shifts*)
- 1 staff member as Head of the Lanyard Station: 09:00–17:00 (*9-hour shift*)

Total price for hostesses:

€ 13,900.00 [Billing is based on hours worked and by agreement | Price according to preliminary calculation]





Sponsoring | Paul Horn Halle | Halle 10

Welcome Paul Horn hall [hall 10]

Four banners will be placed directly above the west entrance doors to Hall 10 to form an entrance gate.

👉 Welcome visitors to Hall 10.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 7,500.00 [Dimensions on request | frame on loan]





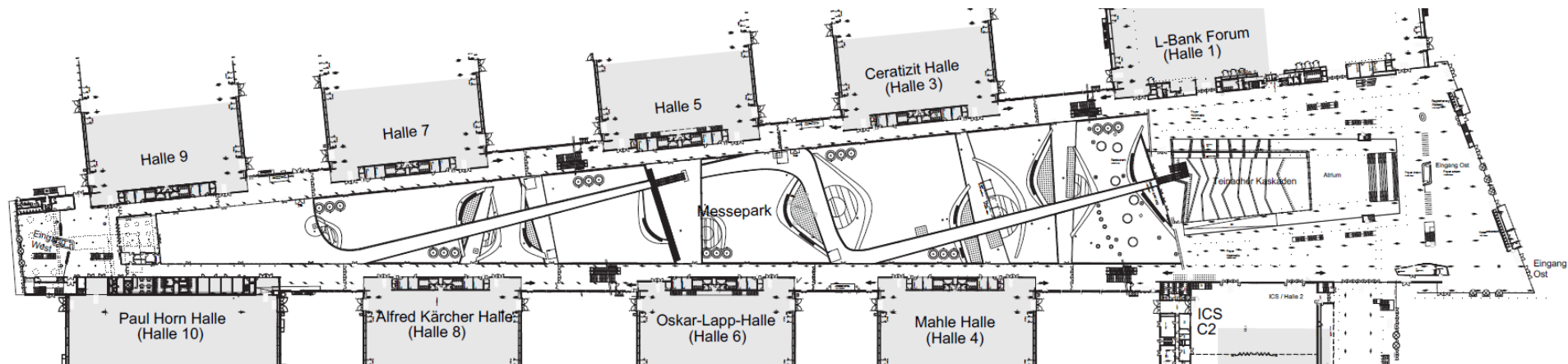
Sponsoring | park | Outdoor „AMBiente“

Deck chair - sponsoring

In selected areas of our central park, green spaces are available for individual advertising opportunities. Your presence in a pleasant atmosphere Here you can offer visitors individually designed seating options. Our coffee bike offers individual branding opportunities: printed cups, vouchers, etc. Please contact us.

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 5,500.00 [25 deck chairs | frame on loan]





Sponsoring | park | Outdoor „AMBiente“

Deck chair - sponsoring

Total price:
Rent incl. production and assembly/dismantling, plus VAT.

€ 5,500.00 [25 deck chairs | frame on loan]





Hall ads
Your advertising space. Unmissable.





Within Hall | Your advertising space. Unmissable.

Skybanner goals | L-Bank Forum Hall 1

The sky banners on the 1st floor above the gates provide an eye-catching advertising space.

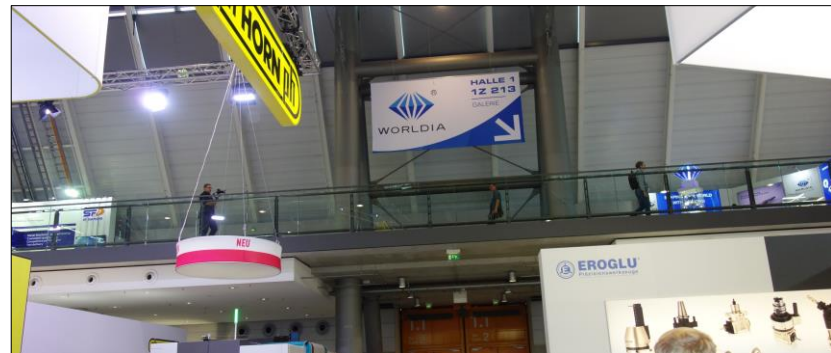
👉 Neighbouring exhibitors in the gallery have priority booking rights.

Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 2,800.00 [500 x 250 cm | 1-sided]

€ 7,000.00 [600 x 600 cm | 1-sided]



Banner railing | L-Bank Forum Hall 1

The banners along the railing of the gallery can be booked in different lengths. From a length of 5 metres, you can be present throughout the L-Bank Forum (Hall 1).

👉 Exhibitors placed in the gallery have priority booking rights.

Total price:

Rent incl. production and assembly/dismantling, plus VAT.

€ 840.00 [500 x 110 cm | 1-sided]

€ 1,585.00 [1000 x 110 cm | 1-sided]



Within Hall | Your advertising space. Unmissable.

Staircase Gallery | L-Bank Forum Hall 1

Staircase advertising can be used for a wide variety of advertising motifs.

Whether each step is printed individually with your company lettering or you display your company logo as a full image on all 34 steps - this advertising space is an absolute eye-catcher from every angle.

👉 Positions on request.

Total price:
Rent incl. production and assembly/disassembly, plus VAT.

€ 2,800.00 [34 steps | 209 x 15 cm each | 1 staircase]



Within Hall | Your advertising space. Unmissable.

Advertising tower

Use the column in front of your stand! The advertising towers are built around the hall columns and are printed on all 4 sides.

Alternatively, we exclusively are allowed to wrap your pillar with a mesh coating.

Offer for AMB 2026, only for exhibitors adjacent to a pillar!

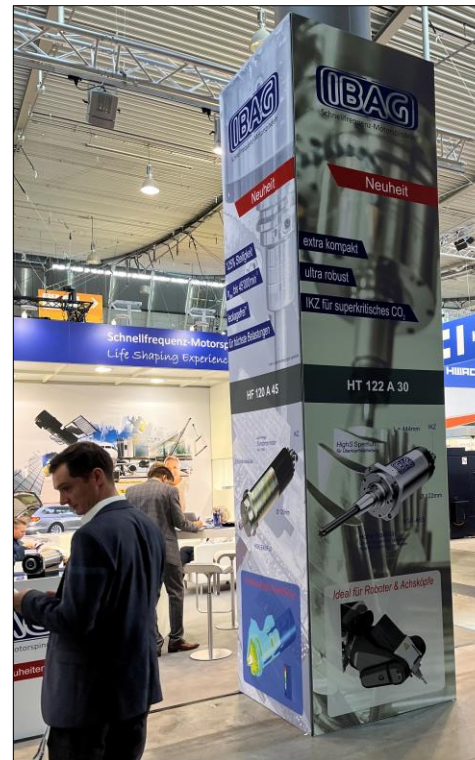
Total price:

Rental incl. production and assembly/disassembly, frame on loan, plus VAT.

€ 1,650.00 [Approval and Rent of advertising space]

€ 2,816.00 [Approval and Rent of advertising space | incl. production advertising tower 1,2 x 3 m]

€ 2,440.00 [Approval and Rent of advertising space | incl. Production pillar wrapping 3,5 m height]





Stand design and presentation systems

From presentation systems, ceiling suspensions and truss cladding to wall laminates – here and on our homepage www.signservicestuttgart.de you will find inspiration for your stand. We would also be happy to work with you to create customised solutions. Contact persons for stand design and presentation systems:

Simon Herkner and Cornelia Trimborn
Tel.: +49 711 18 560-3200
E-Mail: stand@signservice-stuttgart.de





Contact advertisings on site

Contact Team Marketing

Our Marketing Services Messe Stuttgart team will be happy to assist you at any time:

Maximilian Spatschek

Team Marketingservice

☎ +49 711 18560 3204

✉ spatschek@marketingservices-messe-stuttgart.de

Thomas Langholz

Team Marketingservice

☎ +49 711 18560 3209

✉ langholz@marketingservices-messe-stuttgart.de



Marketing Services Messe Stuttgart

A division of

Sign Service Stuttgarter Werbetechnik GmbH

Internet: <http://www.messe-stuttgart.de> Stuttgart Local Court HRB 24320

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Marketing Services Messe Stuttgart