



**CMT**

The Holiday Exhibition.

13 - 21 January 2024

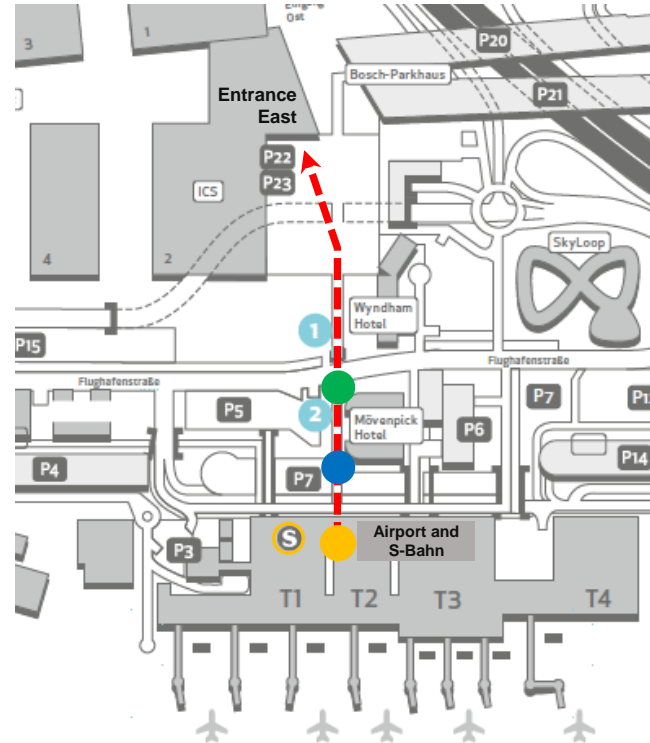
# ADVERTISING SPACE OVERVIEW

# Site Overview



# Overview Boulevard to the Fair

- Videoboard North  
(visible by leaving fair)
- Videoboard South  
(visible by entering fair)
- Revolving Doors
- Stair advertisement  
(visible by leaving S-Bahn to the fair)



# Advertising Spaces at Messeboulevard

## Stair ads at airport

All visitors arriving with public transportation are passing these stairs.  
Use your opportunity to be at first glance

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

€ 3,395.00 (26 stairs, 2.43 x 0.13 m)



## Revolving Doors

The revolving doors are located on the arrival level of Terminal 1.  
Passengers and visitors pass through the revolving doors when entering and leaving the airport building. This guarantees you a central presence for your advertising space.

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

€ 5,000.00 (6 pieces, dimension on request)





# Advertising Spaces at Messeboulevard

## Videoboard North/South

The videoboards are located outdoor over the entrance of the tunnel between the airport and the Messepiazza. On the way to the fair every visitor has to pass this gate.

Advertisement length 10 seconds, 400 repetitions,  
none exclusive rights

Total price:  
Rent incl. system integration plus VAT  
€ 900.00 (per main entrance and day)  
€ 1,530.00 (per day, when booking from both locations)

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# Advertising Spaces at Messeboulevard

## Airport Infonet

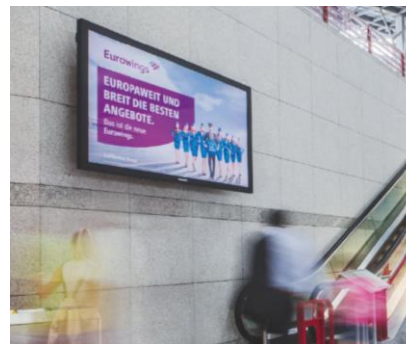
Welcome all visitors arriving by plane at the airport STR. All in all there are 32 monitors at the baggage claim and the arrival zone.

Advertisement length 10 seconds, 300 repetitions per day (all 4 min)

Total price:

Rent incl. system integration plus VAT

€ 400.00 (per day, 32 monitors)



## Videowall Terminal 3

At the baggage claim at terminal 3 are seven videowalls with 4k-resolution.

With this possibility you address your target group at a highly frequented location.

Advertisement length 10 seconds, min. 650 repetitions per day (all 2 min.), only bookable for one week

Total price:

Rent incl. system integration plus VAT

€ 1,800.00 (per week, per wall)



# Advertising Spaces at Messeboulevard

## Individual adverts on the way to the fair

You have your own ideas to lead to your booth at the fairground.  
Do not hesitate to ask. Sure we will support you by getting all permissions.

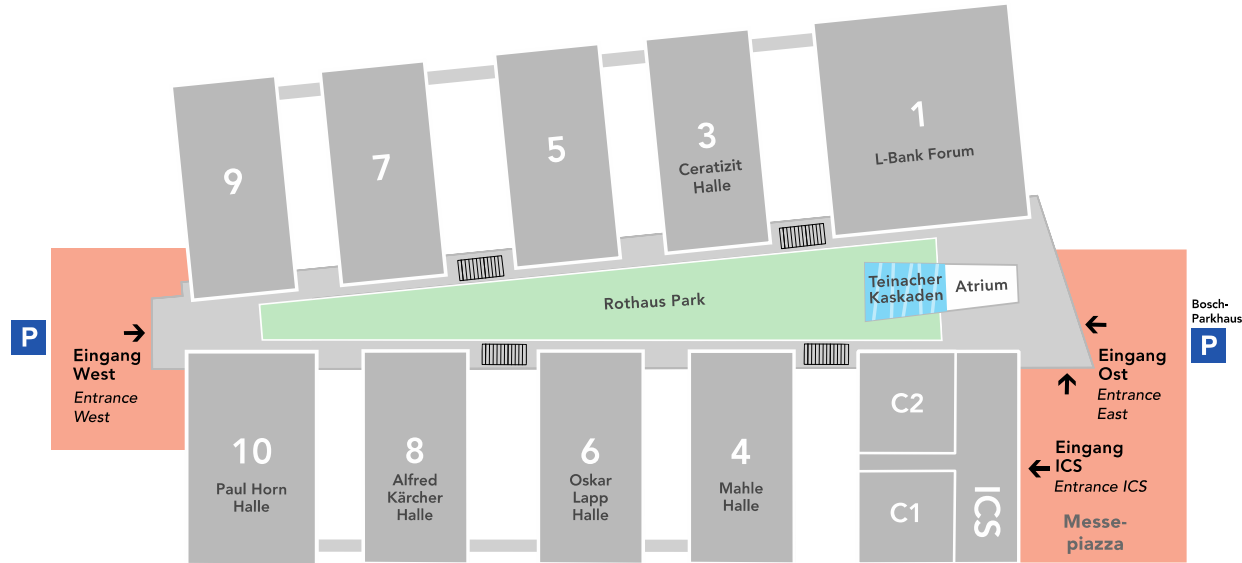


# Advertising Spaces Outdoor

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# Advertising Spaces Outdoor

## Windmaster

The windmasters can be placed on the Piazza individually or in the row. They accompany the trade fair visitors when they enter the grounds of the fair.

Total price:

Rent incl. production and assembly/dismantling plus VAT

€ 237.50 (double-sided, 2 posters per piece, frame on loan)



## Advertising Tower

The advertising towers outdoor accompany the visitors on the way to the fair. The towers are printed on all four sides with your advertisement and are incredibly impressive.

Total price:

Rent incl. production and assembly/dismantling plus VAT

€ 3,320.00 (1.5 x 3 m, four-sided, frame on loan)

€ 5,730.00 (2 x 5 m, four-sided, frame on loan)



# Advertising Spaces Outdoor

## Exhibits

Present your latest models or your trademarks to arouse the interest of the visitors. Your exhibit can be placed on the Messepiazza, the Entrance West or at the Rothaus Park.

Price on request, permission required



## Airframe

The airframe can be placed at different positions on the Messepiazza. With your message printed on each of the three 4.6 x 6.6 m sides, it will be seen from a very far distance.

Three balancing weights will stabilize the airframe and will be branded with your advertisement.

Total price:

Rent incl. production, installation/dismantling plus VAT

€ 15,080.00 (three-sided, frame on loan)



# Advertising Spaces Outdoor

## Advertising between the Revolving Doors

With the welcome graphics on the glass facades of the revolving doors at Entrance East you can welcome all visitors, approaching from the Messepiazza and the Bosch Parkhaus.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 670.00 (1,20 x 1,75 m Poster)

€ 1,750.00 (2.93 x 2.98 m)



## Stela

Welcome the visitors with this impressive sign.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 2,400.00 (3,08 x 5,9 m, one-sided)

€ 4,300.00 (3,08 x 5,9 m, both-sided)



# Advertising Spaces Outdoor

## Banners Facade Entrance East

This three-part area offers many creative possibilities. Already from the distance becomes your message provide for a lot of attention.

Package price:

Rent incl. production and installation/dismantling, plus VAT

€ 12,900.00 (3 banners, 4.77 x 4.89 m each)

€ 4,300.00 (1 banner, 4.77 x 4.89 m)



## Banners Facade Entrance West

This three-part area offers many creative possibilities. Already from the distance becomes your message provide for a lot of attention.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 4,467.50 (per piece, ca. 5.24 x 5.68 m)



# Advertising Spaces Outdoor

## „Welcome Entrance East Airport“

With these giant welcome graphics on the glass facade above the revolving doors of the Entrance East, you will greet the visitors already from a distance as they arrive from the airport and public transportation.



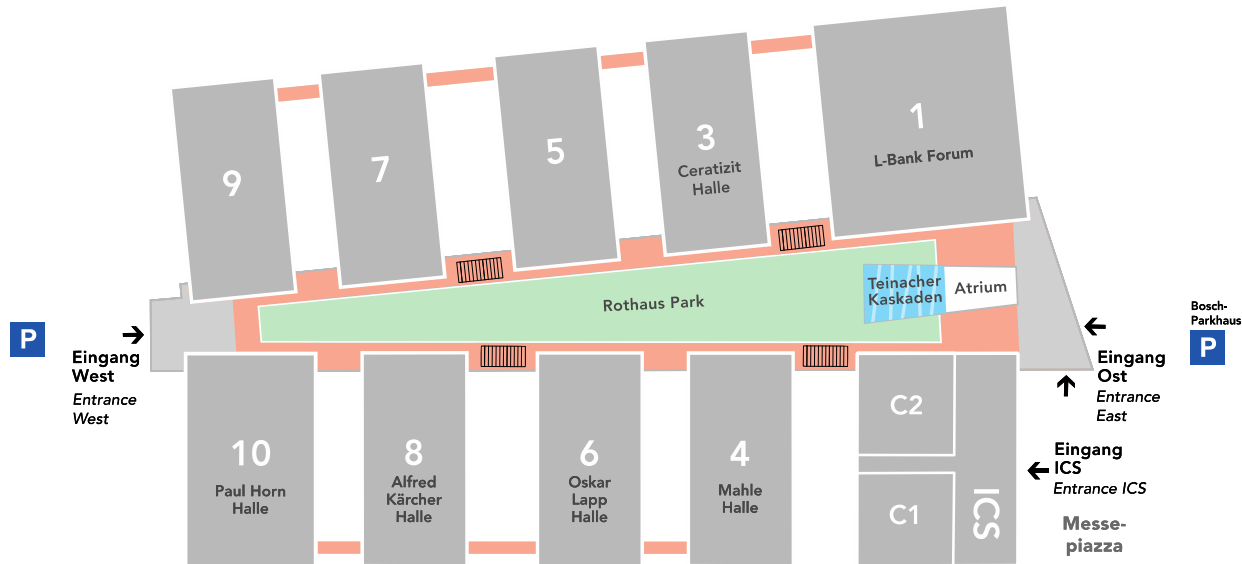
Total price:  
Rent incl. production and installation/dismantling, plus VAT

Price on request, approval needed





# Advertising Spaces Entrance East & West



# Advertising Spaces Entrance East & West

## Floor Graphics

Floor graphics can be placed throughout the Entrances East & West. You can design your own visitor's tour using this unusual form of advertisement.

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

€ 230.00 per sqm



# Advertising Spaces Entrance East & West

## Entrance Carpet

These customized carpets with digital print offer a large advertising space with a wide coverage. Obviously placed directly behind the revolving doors at the Entrances East and West visitors cannot overlook your appearance. You can re-use them after the event.

Package price:

Rent incl. production and installation/dismantling, plus VAT

Entrance East, 6 carpets: ( 2 x 3 m) € 10,000.00

Entrance West, 3 carpets: (2 x 3 m) € 5,000.00



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# Advertising Spaces Entrance

## Skywalls

These large ceiling banners hang imposingly in the foyers. They can be placed individually or next to one another as a two- or three-piece set, which allows creative combinations of motifs. A set of three banners make up the largest advertising space inside the entrance area.

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

€ 2,160.00 (one-sided, 3 x 5 m)

€ 3,625.00 (double-sided, 3 x 5 m, only at entrance east)



# Advertising Spaces Entrance East & West

## Banner Railing at Entrance West

The banners along the railing at entrance west can be booked in different lengths. Up from a length of 5 m you can be present covering the railing.

Total price:

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

€ 690.00 ( 5 x 1 m)

€ 1,280.00 (10 x 1 m)



## Wall Surface Entrance West

The advertisement space on the concrete wall at the Entrance West, directly in front of Hall 9 or Paul Horn Halle (Hall 10) can not be overseen with its size of over 40 square meters.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 5,995.00 (10 x 4.95 m)





# Advertising Spaces Entrance East & West

## Banner Railing Entrance East

The banners along the balustrade of the gallery can be booked in different lengths. Up from a length of 5 m you can be present covering the railing.

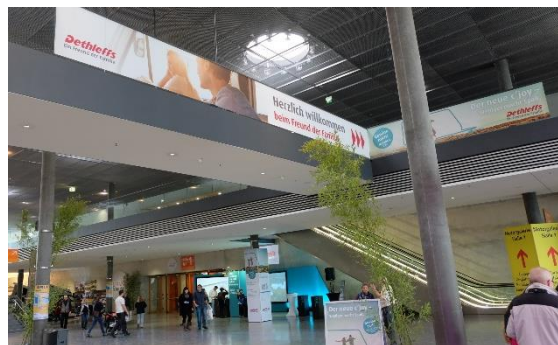
Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 690.00 ( 5 x 1 m)

€ 1,280.00 (10 x 1 m)

€ 1,840.00 (15 x 1 m)



## Banner Glasswall Entrance East

Due to the great location of this advertising space on the way from the Entrance East towards the halls you can reach a maximum visitor contact.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 2,326.00 (4 x 4 m, in front of L-Bank Forum (Hall 1))

€ 4,140.00 (8 x 4 m, in front of Hall C2)



# Advertising Spaces Entrance East & West

## Advertising Towers

The advertising towers are built around the massive columns in the Entrance East and are printed on all 4 sides.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 1,372.00 (four-sided, 0.8 x 3 m, frame on loan)



## Column Wrapping

At all columns at the entrances available. This package guarantees exclusivity for the entrance area.

Package price:

Rent incl. production and installation/dismantling, plus VAT

€ 615.00 (3 columns; 1.26 x 1 m)



# Advertising Spaces Entrance East & West

## Airship

Take advantage of the possibility of an airship! With a zeppelin you can get the most different advertising message; convey and insure high attention over "the heads" of the visitors with this mobile advertising media.

*Zeppelins in the entrance area and in the L-Bank Forum (Hall 1), Jacques Lanner's Hall (Hall 3), Hall 5 and Hall 7.*



Total price for the event:

Rent incl. production and installation/dismantling, plus VAT

€ 2,160.00 (1<sup>st</sup> day Helium filling and multicoloured inscription)

€ 950.00 (per following day)



# Advertising Spaces Entrance East & West

## Advertising Banners on Turnstile Arms

Every visitor to the fair passes the turnstiles at the entrances when entering and leaving the fair. With your advertising on all turnstile arms you have hundred percent visitor's contact.

Entrance East 18 turnstiles  
 Entrance West 10 turnstiles

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 320.00 (Turnstile Arms, 3 Banners)

Entrance East: 18 Turnstile Arms

Entrance West: 12 Turnstile Arms



## Advertising Banners on Turnstile Displays

Every visitor to the fair passes the turnstiles at the entrances when entering and leaving the fair. With advertising screens on all displays in the turnstiles you have hundred percent visitor's contact.

Entrance East 18 turnstiles  
 Entrance West 10 turnstiles

Total price:

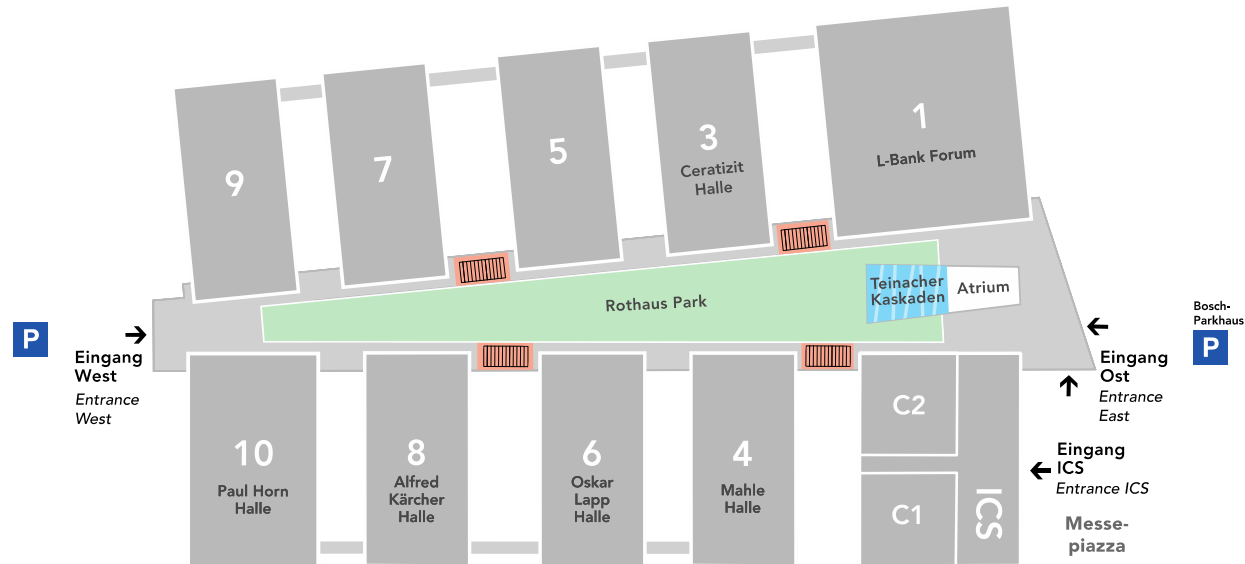
Rent and uploading, plus VAT

€ 5,000.00





# Advertising Spaces in the Fairground Round Course





# Advertising Spaces in the Fairground Round Course

## Promotion Approval

With promotion teams you can approach the visitors directly.  
 Maximum 5 teams are admitted (no flyer distribution, only high quality giveaways are admitted).

Team with a maximum of 2 persons is provided by the customer.

Monday to Friday, € 450.00 per day plus VAT

Saturday and Sunday, package, € 1,300.00 plus VAT



## Sign Spinning

The acrobats use fun and entertainment to reach the visitors attention.

For more information click here:



Price on request, permission required



# Advertising Spaces in the Fairground Round Course

## Floor Graphics

Floor graphics can be placed throughout the fairground round course. You can design your own visitor's tour using this unusual form of advertisement.

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

€ 230.00 per sqm



# Advertising Spaces in the Fairground Round Course

## Ceiling Banners

The ceiling banners in the main hallway are an ideal advertising medium and serve as a signpost to your exhibition booth. The 3 x 0.6 m ceiling banners can be booked at the corridors to guide your visitors.

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

€ 293.00 (one-sided, 3 x 0.6 m)  
 € 476.00 (double-sided, 3 x 0.6 m)



## Walkway Banners

The 4 x 1 m banners in the north or south passages escort the visitors as they walk directly from hall to hall.

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

€ 750.00 (one-sided, 4 x 1 m)  
 € 1,252.00 (double-sided, 4 x 1 m)



# Advertising Spaces in the Fairground Round Course

## Electronic Tour Leading System

The locations of the digital advertising surfaces, total of 40 monitors, are along the popular fairground round course, as well as directly before the hall entrances, as well as directly in the Entrance East and Entrance West.

Spot length 10 seconds, 400 repetitions per day  
 Can be booked by a maximum of 2 customers



Total price:  
 Rent incl. system integration plus VAT

€ 5,000.00





# Advertising Spaces in the Fairground Round Course

## Advertising Towers

The advertising towers are built around the columns at the corridors and are printed on all four sides.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 1,372.00 € (0.8 x 3 m, four-sided, frame on loan)



## TX Frames A0

The brackets are located at different spots at the fairground. Use this form as an eyecatcher or for your personal visitor guide.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 615.00 (3 pieces, one-sided, DIN A0, frame on loan)





# Advertising Spaces in the Fairground Round Course

## Display – Roll Up

The roll-ups can be placed individually at the fair ground.  
 Sure we will recommend you the best spots for your Display.

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

€ 380.00 (per stand, 0.85 x 2.00 m)



## Display – TX Frame

This outstanding display can be placed individually at the fair ground. Sure we will recommend you the best spots for your Display.

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

€ 530.00 (per display, double-sided, 0.99 x 2.50 m, frame on loan)



# Advertising Spaces in the Fairground Round Course

## Glas Wall Banners

The 1.95 x 2 m banners hang along the glass wall in the main hallway. They are in the visitors' direct field of vision and can be placed at the main entrances too the halls.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 585.00 (einseitig, 1.95 x 2 m)



## Wall Banners

These banners are placed on the walls along the main hallway near the halls and display your company and product advertisement in the large format of 2 x 3 meters.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 850.00 (2 x 3m/2 x 2.7 m)



# Advertising Spaces in the Fairground Round Course

## Wall Banner at hallentrance

Use these banners right at the entrance of the hall to guide the visitors to your booth. Two banners will be put at your hall entrance in total of 2.8 x 2.8 m. The Banners will be printed with the hall signage (2,8 x 0,8 m) and your message (2.8 x 2 m).

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

€ 2,445.00 (2 banner, one-sided, 2.8 x 2.8 m)



# Advertising Spaces in the Fairground Round Course

## Sponsoring "Floor Plan"

Large floor plans will be placed at the hall entrances. Your booth will be highlighted in color in the plan additional to your advertising above the plan. This sponsorship maximizes your contact to the visitors and directs them to your booth.



Package price per hall:

Rent incl. production and installation/dismantling, plus VAT

€ 3,500.00 (2 plans of 3 x 3 m each, each with 3 x 1 m advertising space)







# Advertising Spaces at the Elevated Sections

## Banner Railing

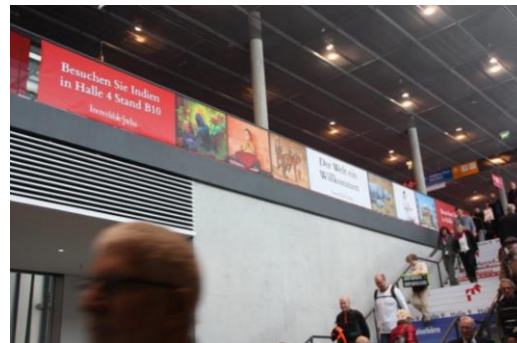
The banners along the balustrade can be booked in different lengths.  
From a length of 10 m up to 20 m.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 690.00 (5 x 1 m)

€ 1,280.00 (10 x 1 m)



## Skylights doors

The skylights at the wooden doors can be used individually to place your message or lead to your booth.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 332.00 (per piece, one sided, 2.34 x 0.55 m)

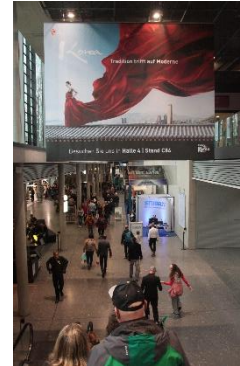
€ 412.00 (per piece, one sided, 2.34 x 0.87 m)



# Advertising Spaces at the Elevated Sections

## Ceiling Banners

The banner between the stairway steps and the glass wall on the fairground round course, lies with the attractive format of 5 x 4 m directly in the view of the visitors.



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

€ 2,700.00 (one-sided, 5 x 4 m)

€ 4,415.00 (2 banners 5 x 4 m)

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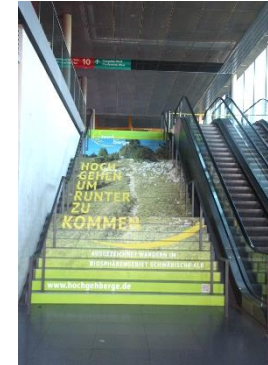
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# Advertising Spaces at the Elevated Sections

## Stair Ad

The stair advertisement at the elevated sections can be used for a wide range of advertising motifs. You can cover every step individually with your company logo or display your advertisement as a complete image on all 32 or 30 steps. This advertising space is absolutely eye-catching from every angle.



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

€ 2,662.00 (3.17 x 0.16 m, elevated section 1, 32 steps)

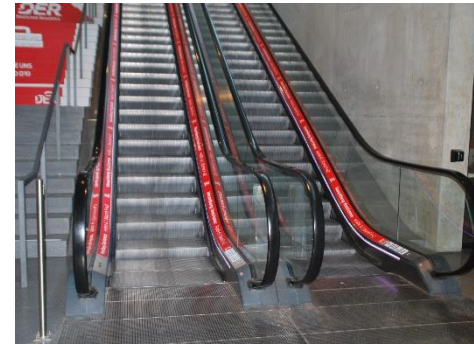
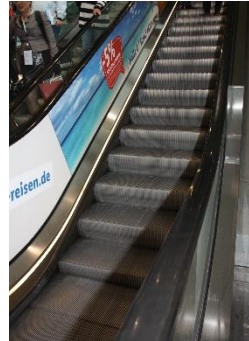
€ 2,486.00 (3.17 x 0.16 m, elevated section 2, 30 steps)



# Advertising Spaces at the Elevated Sections

## Escalator Advertisement

Accompany the visitors on the escalator from below to the top or vice versa, with 4 long advertising stripes or a full cover of the glas. This attractive advertising space is also a perfect addition to the classic staircase advertisement.



Total price:

Rent incl. production and assembly / dismantling plus VAT

€ 2,800.00 (glas 2 pieces, 12,90 x 0,67 m, elevated section 1 & 2)

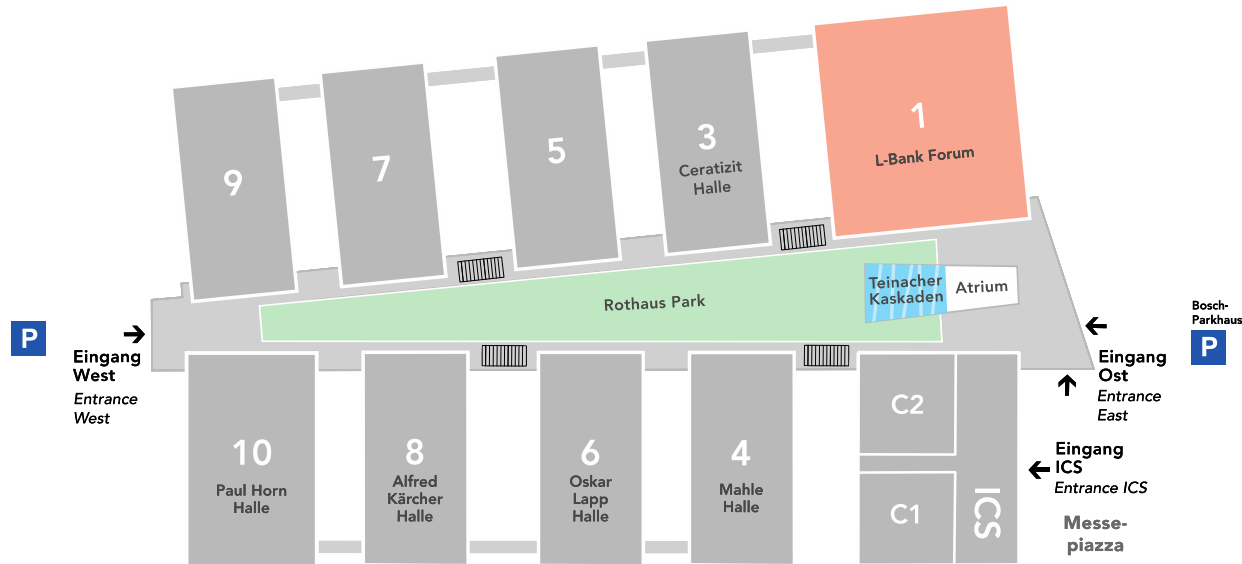
€ 1,600.00 (foot band 4 pieces, 12,90 x 0,095 m, elevated section 1)

€ 1,600.00 (foot band 4 pieces, 12,21 x 0,095 m, elevated section 2)





# Advertising Spaces in L-Bank Forum (Hall 1)



# Advertising Spaces in L-Bank Forum (Hall 1)

## Skywalls

The Skywalls measuring 2.5 x 6 m are suspended from the ceiling above the entrance and therefore provide an ideal advertising space to direct visitors to your stand.

These Skywalls are only bookable for surrounding exhibitors.

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 2,252.00 € (2.5 x 6 m, one-sided)

€ 3,730.00 € (2.5 x 6 m, double-sided)



## Banner Gallery

The banners along the balustrade of the gallery can be booked in different lengths. From a length of 5 m, you can therefore be comprehensively present in hall 1.

Total price:

Rent incl. production and assembly / disassembly, plus VAT

€ 750.00 ( 5 x 1.1 m)

€ 1,365.00 (10 x 1.1 m)



# Advertising Spaces in L-Bank Forum (Hall 1)

## Stair Ad to the Gallery

The stair advertisement can be used for a wide range of advertising motifs. You can cover every step individually with your company logo or display your advertisement as a complete image on all 32 or 34 steps. This advertising space is absolutely eye-catching from every angle.



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

€ 2,110.00 (34 steps à 2.09 x 0.15 m)



# Advertising Spaces in the Halls





# Advertising Spaces in the Halls

## Floor Graphics

Floor graphics can be placed throughout the halls. You can design your own visitor's tour using this unusual form of advertisement.

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

€ 230.00 (per sqm)



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# Advertising Spaces in the Halls

## Advertising Towers

The advertising towers are built around the massive columns in the halls

Total price:

Rent incl. production and installation/dismantling, plus VAT

€ 1,855.00 (1.2 x 3 m, four-sided, frame on loan)



## Column Wrapping

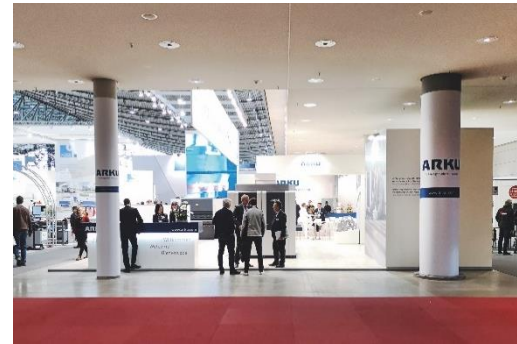
Use your column on or beside your booth for your message.

Total price:

Rent incl. production and installation/dismantling, plus VAT

Prices vary depending on column diameter and height

Price example: € 1,375.00 (1.59 x 4.4 m)



# Advertising Spaces in the Halls

## Restroom Advertisement

Capture the undivided attention of the visitors!  
 Restroom advertisement is available as a package including posters in frames, mirror and door graphics.

Package price:

Rent incl. production and installation/dismantling, plus VAT

### Wall Frame Din A3

L-Bank Forum (Hall 1) 32 pcs	€ 976.00
Cerazit Halle (Hall 3) 27 pcs	€ 823.50
Mahle Halle (Hall 4) 36 pcs	€ 1,098.00
Hall 5, 26 pcs	€ 793.00
Oskar Lapp Halle (Hall 6) 36 pcs	€ 1,098.00
Hall 7, 26 pcs	€ 793.00
Alfred Kärcher Halle (Hall 8) 36 pcs	€ 1,098.00
Hall 9, 25 pcs	€ 762.50
Paul Horn Halle (Hall 10) 37 pcs	€ 1,128.50

### Branding towel dispenser 0.3 x 0.35 m

per hall, 12 pcs	€ 660.00
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### Mirror graphics, size variable

Per hall, 1 sqm per mirror incl.	€ 915.00
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### Door graphics 0.7 x 0,9 m

per hall, 4 pcs	€ 860.00
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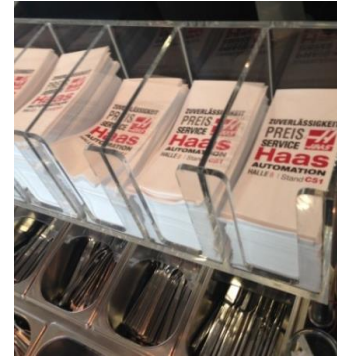


# Special Indoor Advertisement

## Gastronomia

Use the possibility to advertise at the restaurants or at the bistros.

- non-food products such as coffee mugs, napkins, ...
- screens (standing monitors) in 4K- high definition
- advertising on windows, floor, doors, ...
- coffee bars with individual branding
- branding of the employees' teamwear at the restaurant



Price on request, approval needed



# Stand Design and Presentation systems

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Whether complete exhibition walls from txframe or individual presentation systems, including high-quality digital prints for the presentation of your products and ideas. Here and on our homepage [www.signservicestuttgart.de](http://www.signservicestuttgart.de) you will find suggestions for your booth. We are happy to help you with special solutions as well.

## Contact for presentation systems and booth add-ons:

Simon Herkner and Cornelia Trimborn  
Phone: +49 711 18 560-3200  
E-Mail: [stand@signservice-stuttgart.de](mailto:stand@signservice-stuttgart.de)





# Contact Advertising Spaces

## Contact Team Marketing

Our team, Marketing Services Messe Stuttgart, welcomes any questions you may have. We look forward to assisting you.

Susanne Schreiber  
Marketing Services Messe Stuttgart  
Phone: +49 7171 999530  
E-Mail: [schreiber@marketingservices-messe-stuttgart.de](mailto:schreiber@marketingservices-messe-stuttgart.de)

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E-Mail: [spatschek@marketingservices-messe-stuttgart.de](mailto:spatschek@marketingservices-messe-stuttgart.de)

Marketing Services Messe Stuttgart  
A division of the  
Sign Service Stuttgarter Werbetechnik GmbH  
Internet: <http://www.messe-stuttgart.de>  
Amtsgericht Stuttgart HRB 24320

Availability subject to change. Errors and omissions excepted.  
General terms and conditions for services of Marketing Service  
Messe Stuttgart apply.