



# Advertising Space



# Site Overview

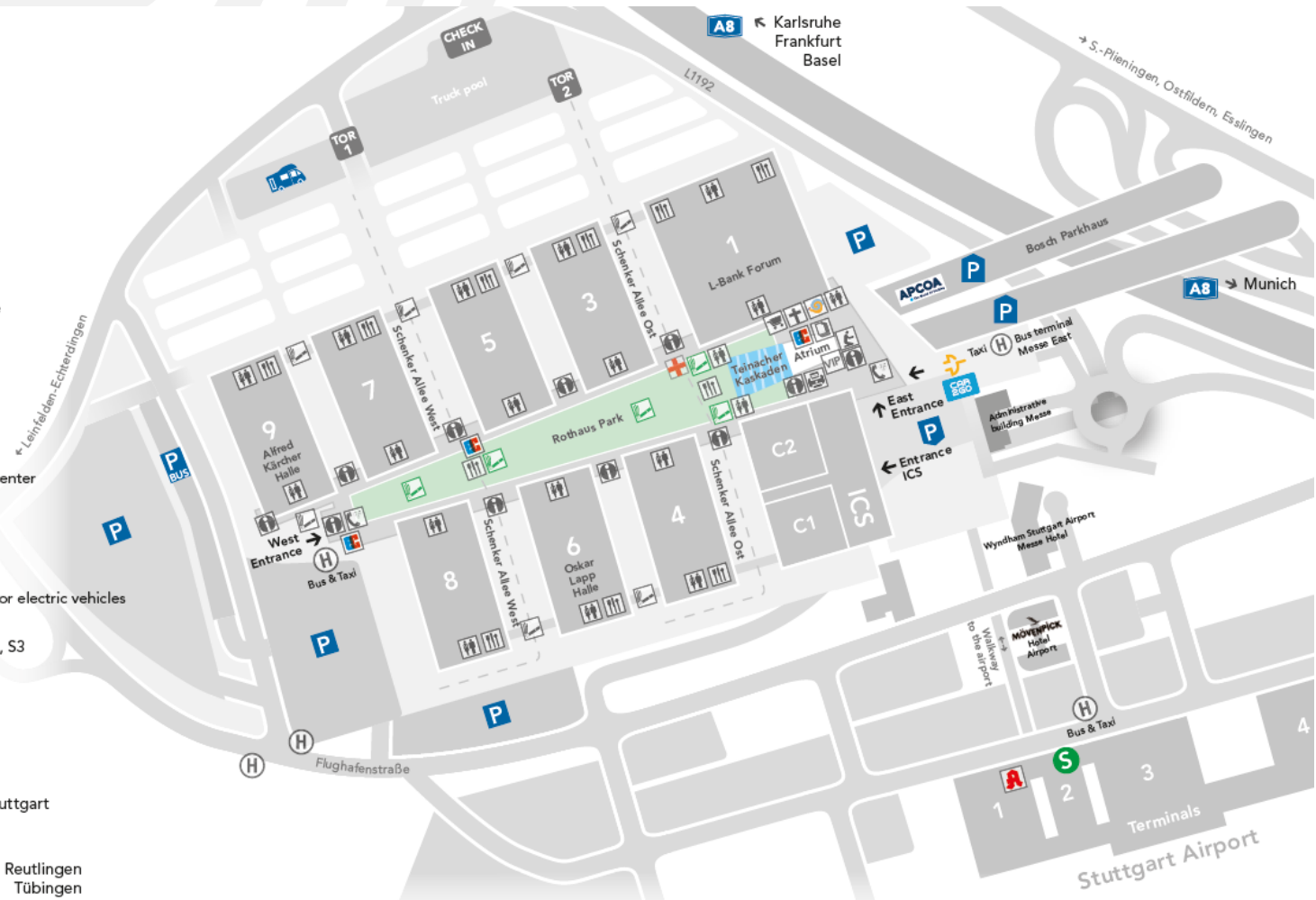
- Information
- Press
- Kindergarten
- Electronic cash
- Lounge
- Restaurant, café, bistro
- WC
- German Red Cross
- Coin-operated telephone
- Smoking area
- Forum of churches
- Quiet room
- Trade fair shop
- Service center, business center

- Pharmacy at the airport
- Bus stop
- EnBW charging stations for electric vehicles
- car2go parking spaces
- Suburban train station S2, S3
- Car park
- Multi-storey car park
- Underground garage
- RV parking

↑ Stuttgart

**B27**

↓ Reutlingen  
Tübingen



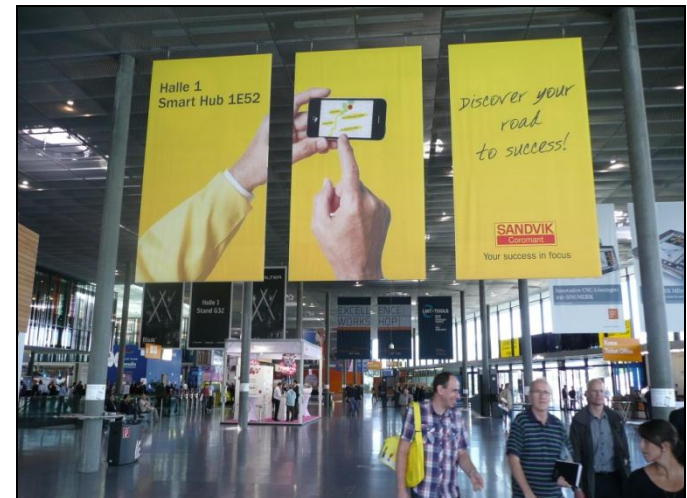


## Advertising Space, East Entrance

### *Ceiling Skywalls*

Depending on their position, the ceiling banners can be distributed individually in the entrance area or placed next to one another in a 3-piece combination.

The variable placement of these large 3 x 5 m advertising panels allows for impressive motif changes.

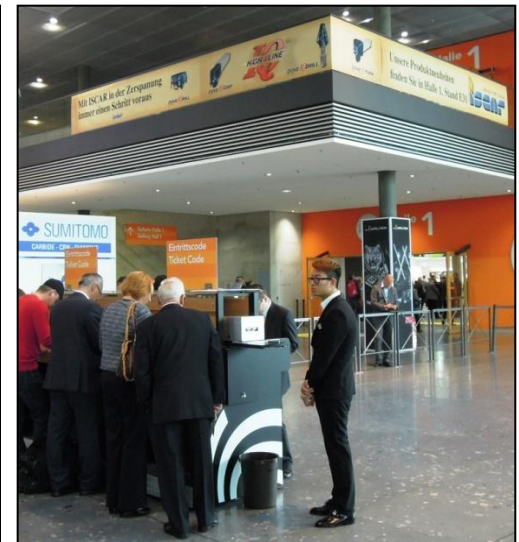




## Advertising Space, East Entrance

### *Railing Banner*

The advertising areas along the railing on the upper floor can be booked in different dimensions. With a width of 5 or more metres, you can advertise your company all over the entrance area.



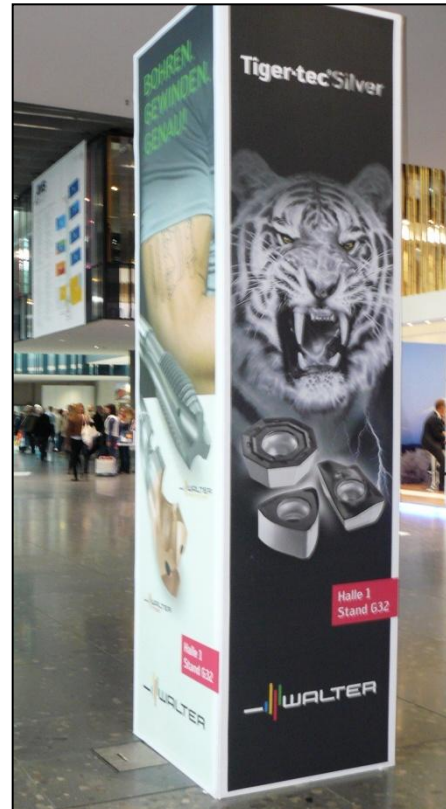




## Advertising Space, East Entrance

### Advertising Towers / Column Cladding

The advertising towers are built around the massive columns in the East Entrance and are printed on all 4 sides, each with an area of 0.8 x 3 m.



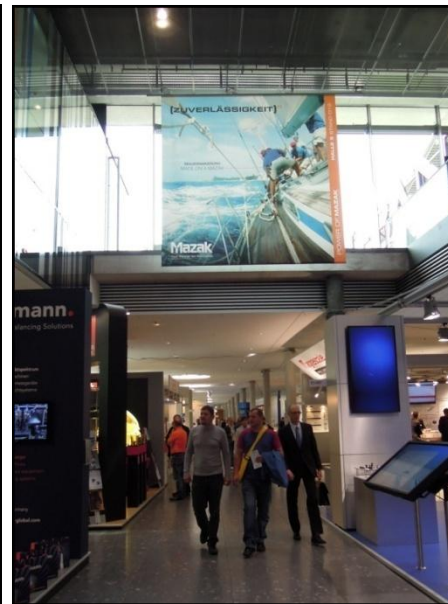


## Advertising Space, East Entrance

### *Glass Wall Banner 4 x 4 m*

The advertising area on the glass wall outside Hall 1 (in 4 x 4 m format) is in the visitors' direct field of vision.

Your advertisement will achieve high exposure with the ideal position of this advertising space from the East Entrance in the direction of the halls.







## Advertising Space, East Entrance

### *Glass Wall Banner 8 x 4 m*

The advertising area on the glass wall outside Hall 2 (in 8 x 4 m format) is in the visitors' direct field of vision.

Your advertisement will achieve high exposure with the ideal position of this advertising space from the East Entrance in the direction of the halls.



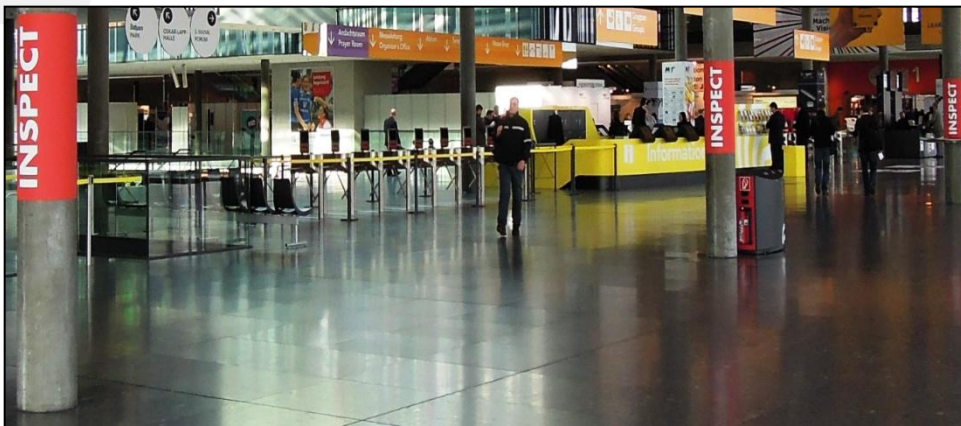
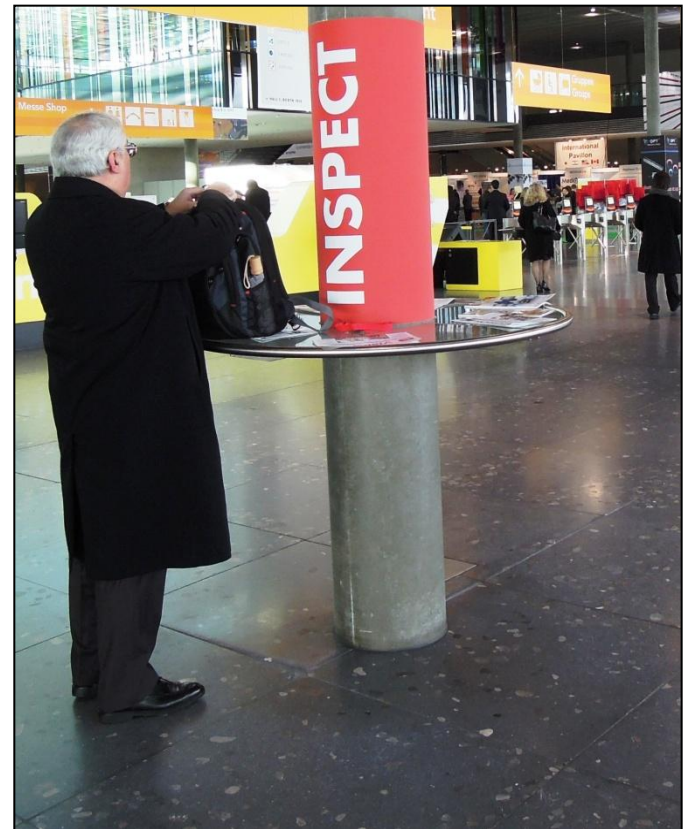


## Advertising Space, East Entrance

### *Column Advertisement in the East Entrance Foyer*

Inside the East Entrance, you can have your 1.27 x 1 m advertisement wrapped around the columns (above the tables) located in front of the turnstiles.

Take advantage of this attractive advertising position at the eye level of the visitors.



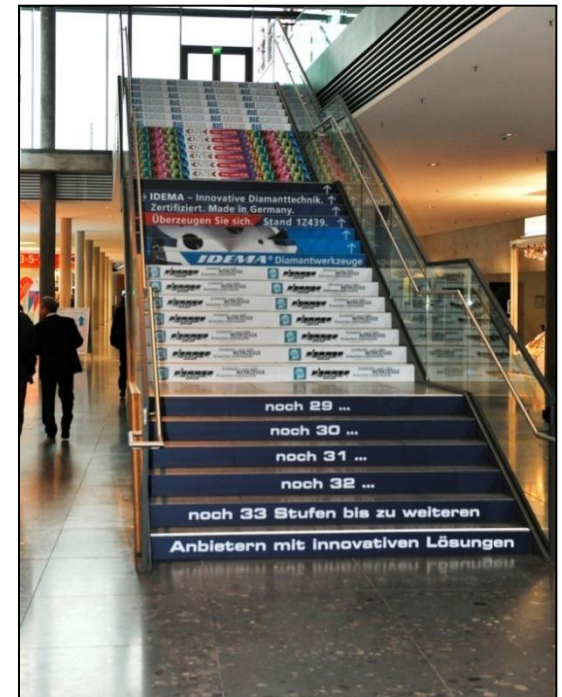




## Advertising Space, East Entrance

### *Stair Graphic*

The stair advertising on the stairs up to the upper floor can be used for a wide range of advertising motifs. Whether every step is printed individually with your company logo or you display your company logo as a complete image on all 34 steps, this advertising area is totally “eye-catching” from every angle.



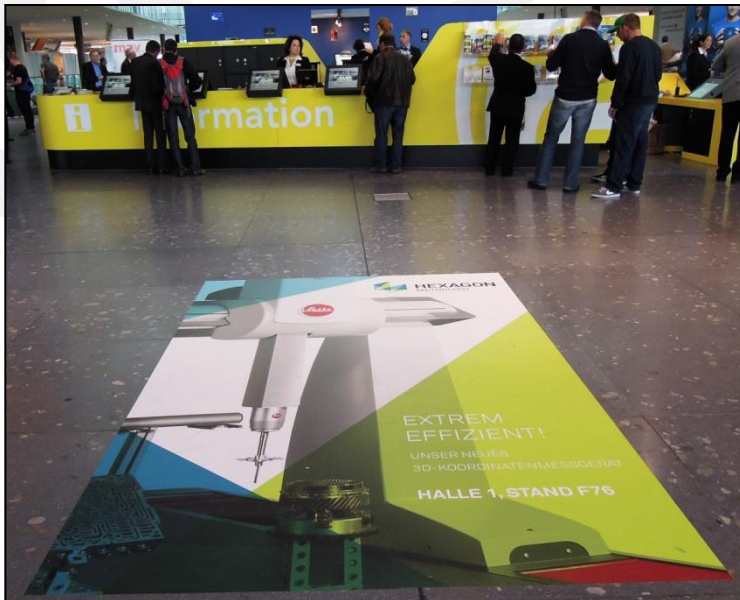




# Advertising Space, East and West Entrances

## *Floor Graphic*

Floor Graphics can be placed throughout the East and West Entrances. You can design a path for the visitors to follow using this unusual form of advertisement.





## Advertising Space, West Entrance

### *Glass Wall Banner*

The advertising area on the glass wall (3.9 x 3.3 m each) is in the visitors' direct field of vision. You can achieve very high exposure at the West Entrance with the ideal position of this advertising space.

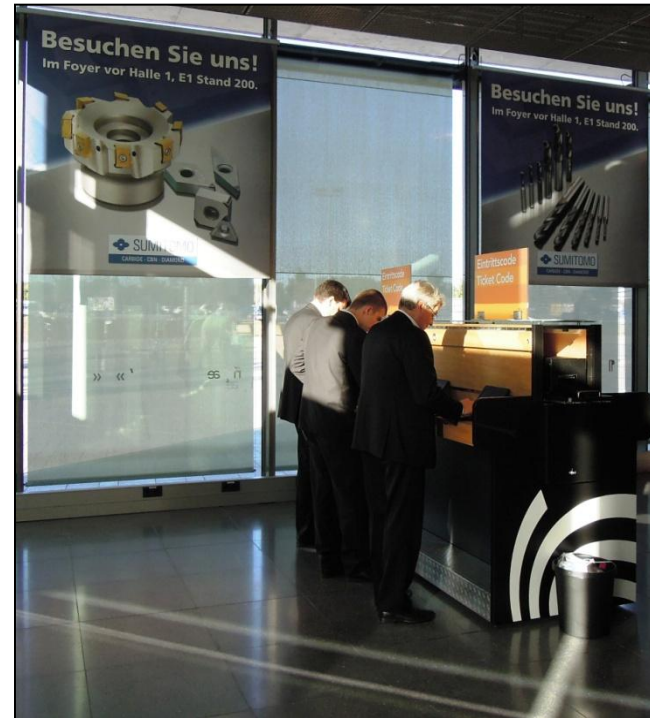




## Advertising at Express Entrance Alfred Kärcher Halle (Hall 9)

### *Glass Wall Banner*

The advertising area on the glass wall (1.95 x 2 m each) is in the visitors' direct field of vision. You can achieve maximum visitor contact in the West Entrance with the ideal position of this advertising space.



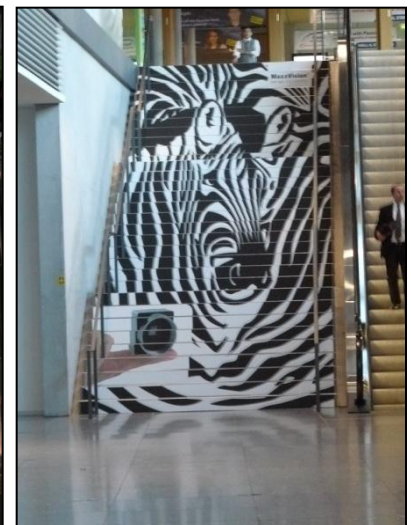
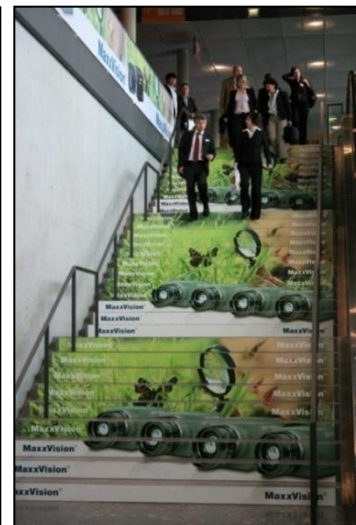




# Advertising Space, Elevated Sections

## *Stair Graphic*

The stair advertisement in 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.

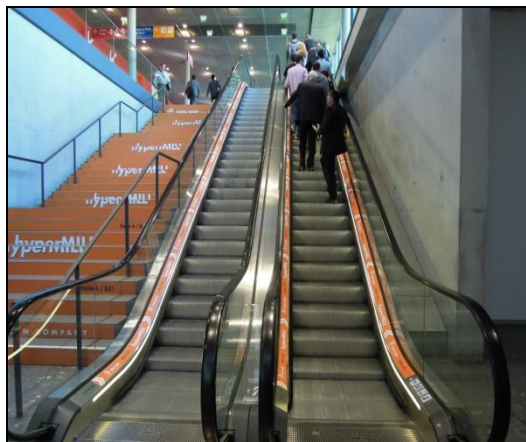
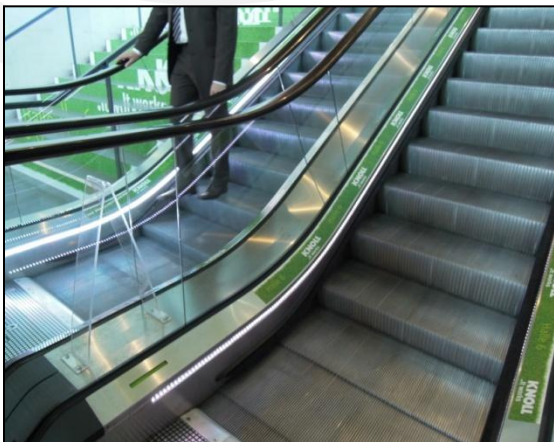




## Advertising Space, Elevated Sections

### *Escalator Advertisement*

Accompany the visitors on their way up or down the escalator with four long strips of your message or logo. This attractive form of advertisement also perfectly complements the classic stair ad.







## Advertising Space, Elevated Sections

### *Railing Banner*

The advertising space along the railing above the steps of the elevated section can be booked starting from 5 metres up to a maximum of 20 metres.

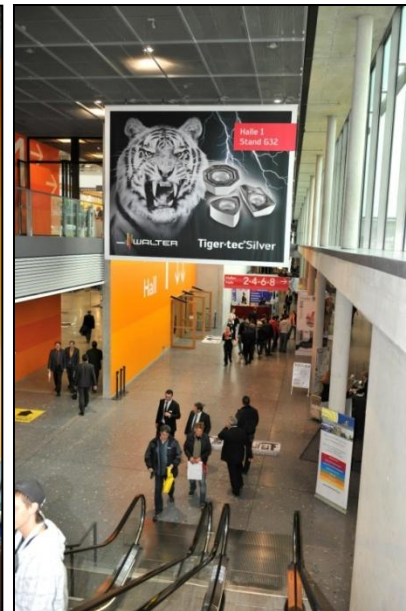




## Advertising Space, Elevated Sections

### *Ceiling Banner*

The banner between the stairs and the glass wall in the elevated sections 1 or 2 has an attractive format of 5 x 4 metres and is in the visitors' direct field of vision.



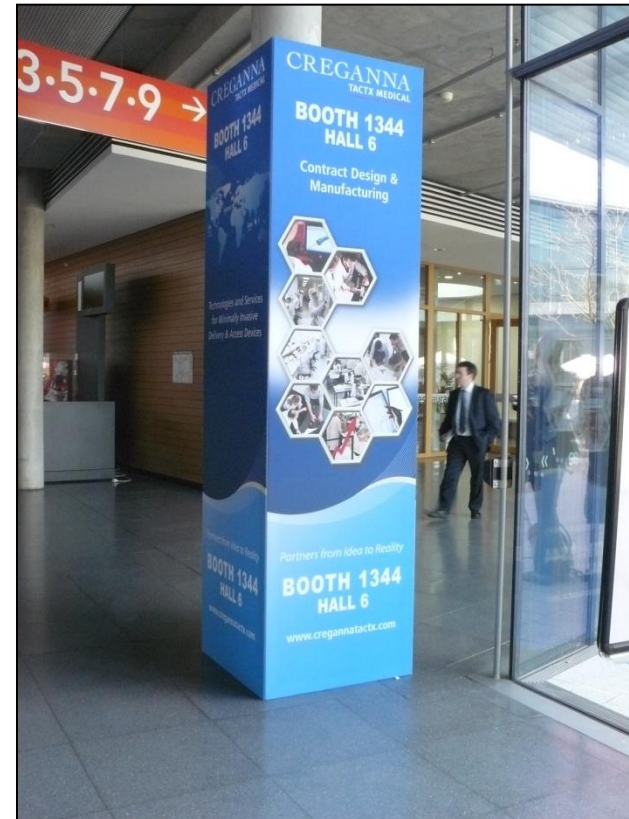




# Advertising Space in the Main Hallway

## *Advertising Towers / Column Cladding*

The advertising towers in the main hallway accompany visitors on their way between the halls and the conference rooms. Your advertisement cannot be missed as it is printed on all three or four sides of the tower, each with an area of 0.8 x 3 m.





## Advertising Space in the Main Hallway

### *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 throughout the entire main hallway.



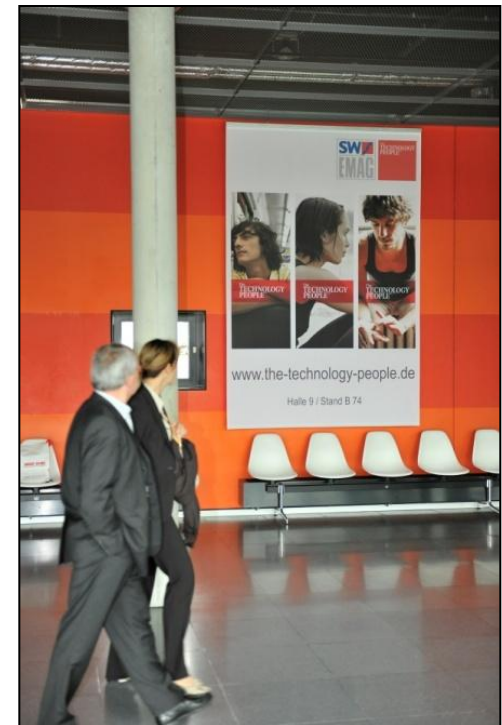
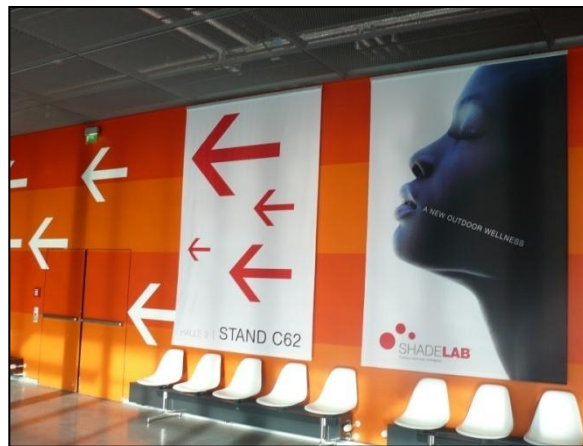




## Advertising Space in the Main Hallway

### 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 metres.





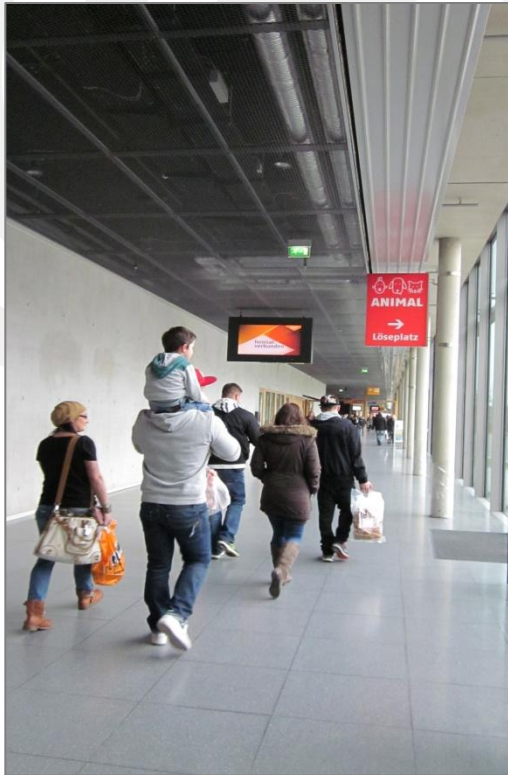


## Advertising Space in the Main Hallway

### *Column Advertisement, TX-Frame*

The advertising frames in the main hallway attract visitors on their way between the halls and the conference rooms.

The frames can be placed also in the Foyer East Entrance





## Advertising Space in the Main Hallway

### Hall Gate Banners

The wall area at the hall entrance in front of the closed rolling gate makes an attractive advertising space as it is placed at the access to the halls.

Take advantage of this exclusive large format advertisement\*.

\* Not at Hall C2

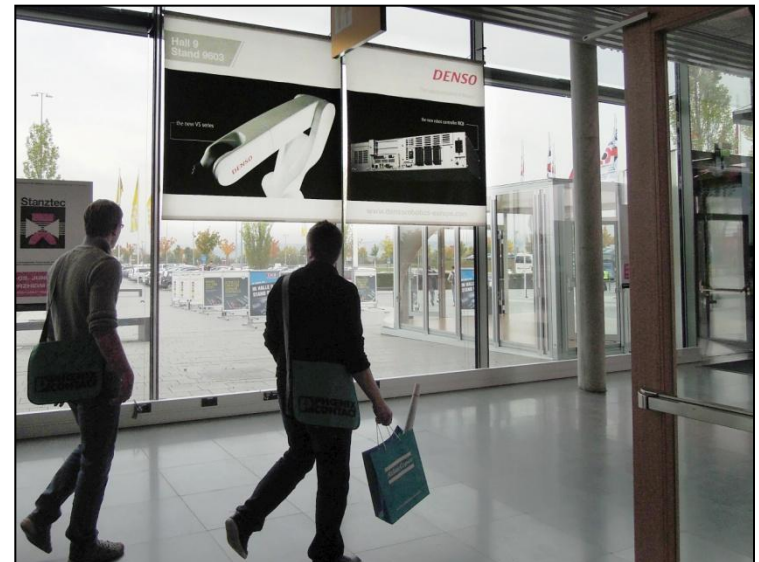




## Advertising Space in the Main Hallway

### *Glass Wall Banner*

The advertising area on the glass wall (1.95 x 2 m each) is in the visitors' direct field of vision.  
You can achieve maximum visitor contact in the Main Hallway with the ideal position of this advertising space.







## Advertising Space in the Main Hallway

### Floor Graphic

Floor Graphics can be placed throughout the main hallway and in front of the hall entrances.

You can design your own visitor's tour using this unusual form of advertisement measuring 1 x 1 m or more.

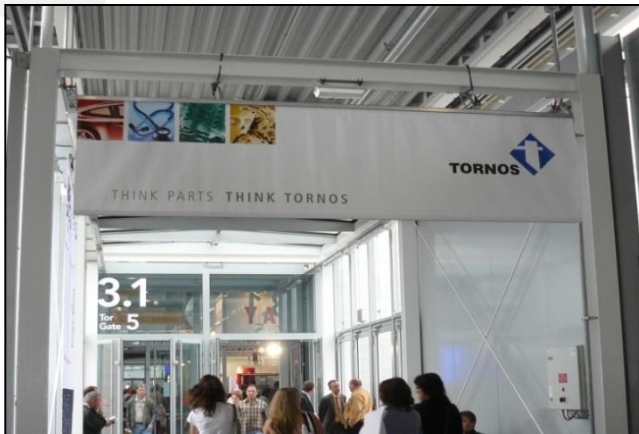




# Advertising Space in the Walkway between the Halls

## *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.





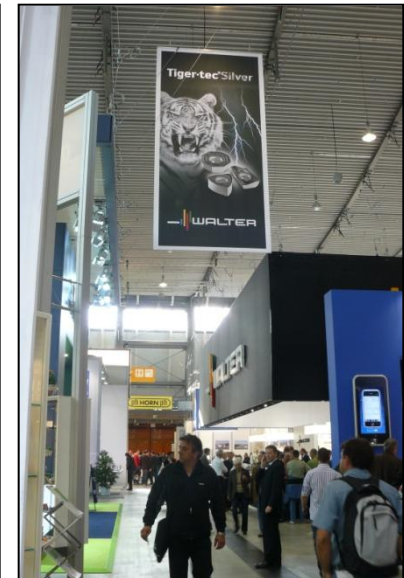


## Advertising Space in L-Bank Forum (Hall 1)

### *Ceiling Skywalls 3 x 6 m*

The 3 x 6 m skywalls hang from the ceiling above the aisles and make the ideal advertisement to guide visitors to your exhibition booth.

*Skywall 3 x 6 m only for surrounding exhibitors.*



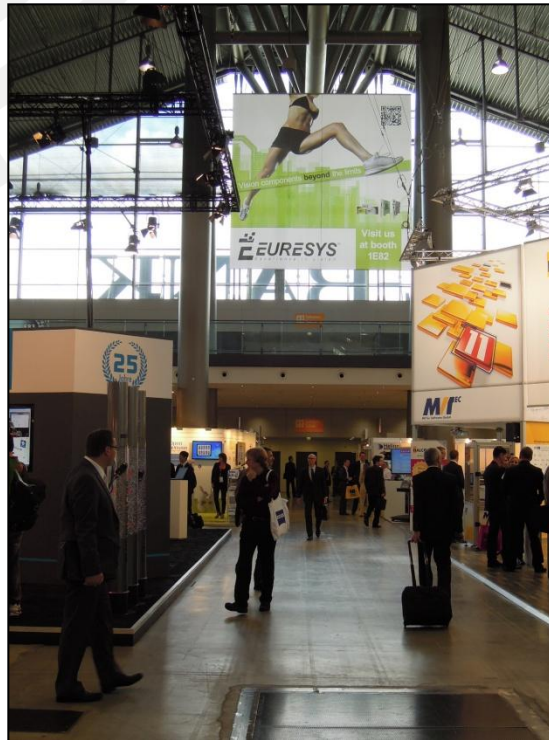


# Advertising Space in L-Bank Forum (Hall 1)

## Ceiling Skywalls 6 x 6 m

The 6 x 6 m skywalls hang from the ceiling above the middle aisle in L-Bank Forum (Hall 1) and is the ideal way to guide visitors to your exhibition booth.

*Only two positions available*







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

### *Skywall Banners, Gallery, above the Gates*

The skywalls on the upper floor measuring 5 x 2.5 m or 5 x 5 m hang over the gates and make an attractive advertising space.





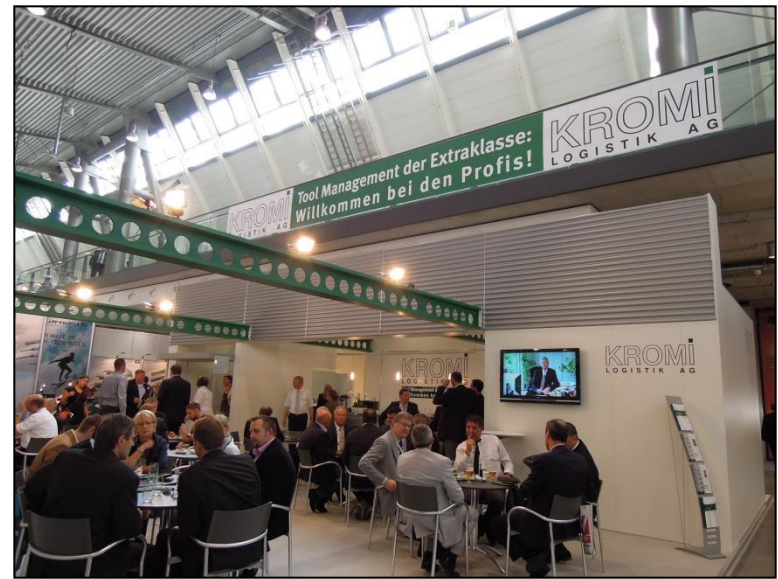


## Advertising Space in L-Bank Forum (Hall 1)

### *Railing Banners*

The advertising space along the railing of the upper floor gallery can be booked in different dimensions. With a width of 5 or more meters, this banner complements perfectly to your booth.

*Priority of each railing banner position is given to the exhibitor located directly underneath.*





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

## *Advertising Towers / Column Cladding*

The advertising towers are built around the massive columns in L-Bank Forum (Hall 1) and are printed on all 4 sides, each with an area of 1.2 x 3 m.







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

### *Column Wrapping*

Take advantage of the column in or near your booth! Wrap the entire column from top to bottom with your advertisement. Wrapping is available on columns with a circumference of 1.59 m (columns without protective paint).







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

## Stair Graphic

Stair advertising on the stairs up to the gallery of high-roof L-Bank Forum (Hall 1) can be used for a wide range of advertising motifs. Whether every step is printed individually with your company logo or you display your company logo as a complete image on all 36 steps, this advertising area is totally “eye-catching” from every angle.



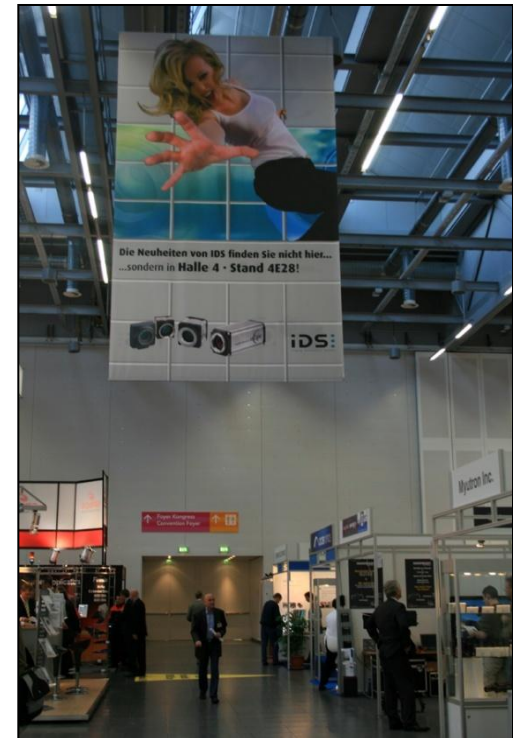


## Advertising Space in Hall C2

### Ceiling Skywalls

The skywalls in the large 3 x 5 m and 2,5 x 5 m format hang above the aisles and make an ideal advertisement to attract visitors directly to your exhibition booth.

*Only for surrounding exhibitors*







# Advertising Space in the Halls

## Floor Graphics

The floor graphics can be individually placed. You can design a path for the visitors to follow using this unusual form of advertisement.



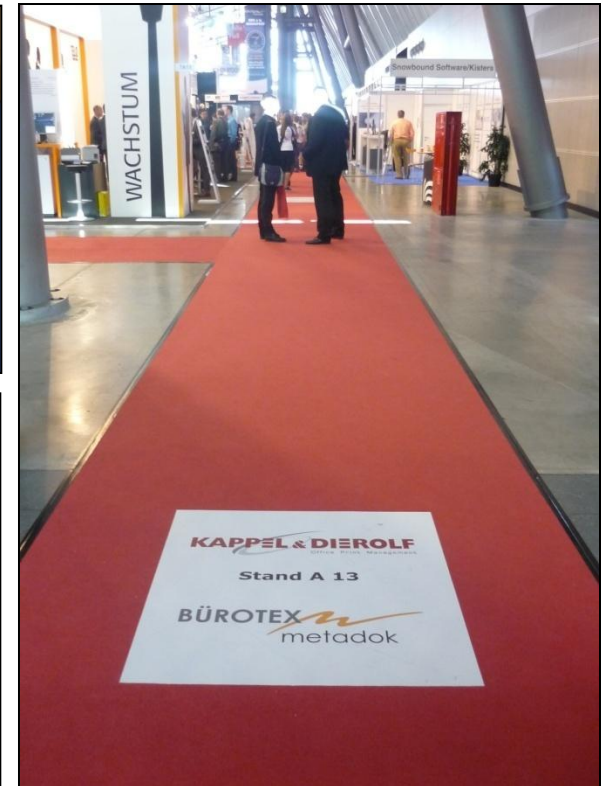




## Advertising Space in the Halls

### *Floor Graphic placed in the carpet*

The Floor Graphics can be individually placed in the carpet. You can design your own visitor's tour using this unusual form of advertisement.





## Advertising Space in the Halls

### *Washroom Advertisement*

Capture the undivided attention of the visitors! The frames in A3 format are available on the walls of all washrooms at the Trade Fair Centre. You can use this medium for wide-scaled advertising.

Additional advertisement or promotional material may be placed in the washrooms, for example, branded paper towel dispenser or mirror, or wet wipes.

The frames can only be booked as a package per hall. The number of frames vary in each hall.



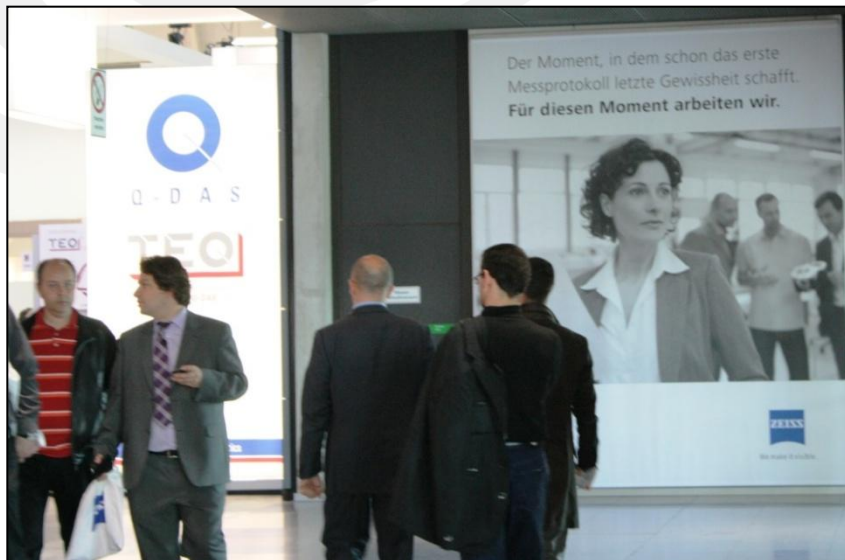


## Advertising Space in the Halls

### *Wall Banners at Hall Entrances*

The wall area at each hall entrance is a very attractive advertising space because it is located directly at the access to the hall. For halls where the rolling gates are closed, this area is directly to the right or the left of the hall entrance\*.

\* Not in Hall C2







## Advertising Space in the Halls

### *Advertising Towers / Column Cladding*

The advertising towers are built around columns in the halls and are printed on all four sides, each with an area of 1.2 x 3 m\*.

\* Not in Hall C2





## Advertising Space in the Halls

### *Railing Banner (only in Hall 5 an Oskar Lapp Halle (Hall 6))*

Fifteen metres on the railing along the gallery of Hall 5 or Oskar Lapp Halle (Hall 6) just above the hall entrances are available for your advertisement.



\* Rent incl. production and installation/dismantling plus VAT



# Advertising Space in the Halls

## Ceiling Skywalls

The skywalls in the large 3 x 5 m format hang above the aisles and make an ideal advertisement to attract visitors directly to your exhibition booth.

*Only for surrounding exhibitors*







## Special Advertising Space

### Promotion

A trained mobile promotion team is a very personal and direct way of reaching visitors and your potential customers at the trade fair.

A maximum of five teams is permitted (no distribution of flyers, only quality promotion items are allowed).





## Special Advertising Space

### *Walking Ad*

A “walking ad” can lead visitors directly to your booth. A maximum of 10 walking ads are permitted (no distribution of flyers or other promotional items).







## Special Advertising Space

### *Promotion Points and Exhibits*

The promotion point at the East Entrance is an advertisement that impresses and catches attention. This is your opportunity for an exclusive presentation.







## Special Advertising Space

### *Blimp*

Take advantage of this opportunity to advertise in mid-air! The blimp is a mobile advertising medium that will definitely draw a great deal of attention to your message, right above the visitors' heads.



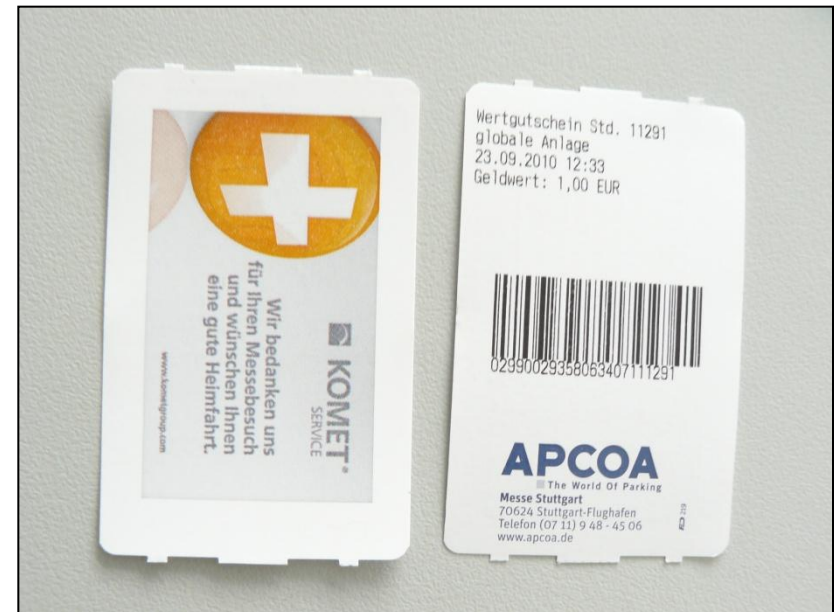


## Special Advertising Space

### Car Park Tickets\*

Use this opportunity to advertise on parking tickets. This is an ad that every driver must take as they enter the car park.

Optionally, you may give your customers, potential customers, and business partners vouchers for parking. You determine the value!



\*Advertising at Bosch Porkhaus and other car parks on request



# Electronic Advertisement

## *Electronic Signage System*

The 47 digital signs are located in the very busy main hallway, at the hall entrances, as well as at the East and West Entrances (may be booked by a maximum of two customers).



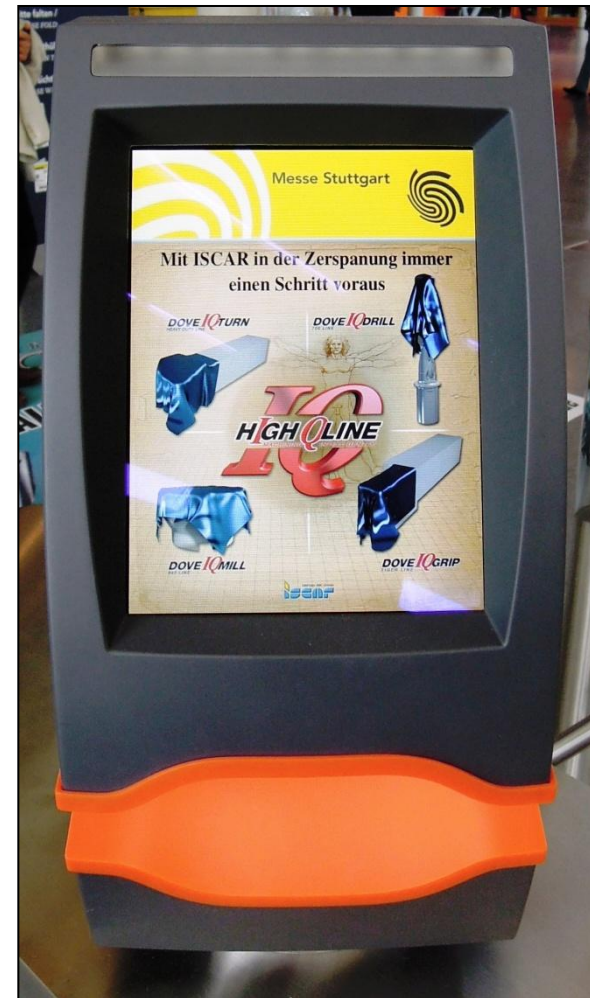
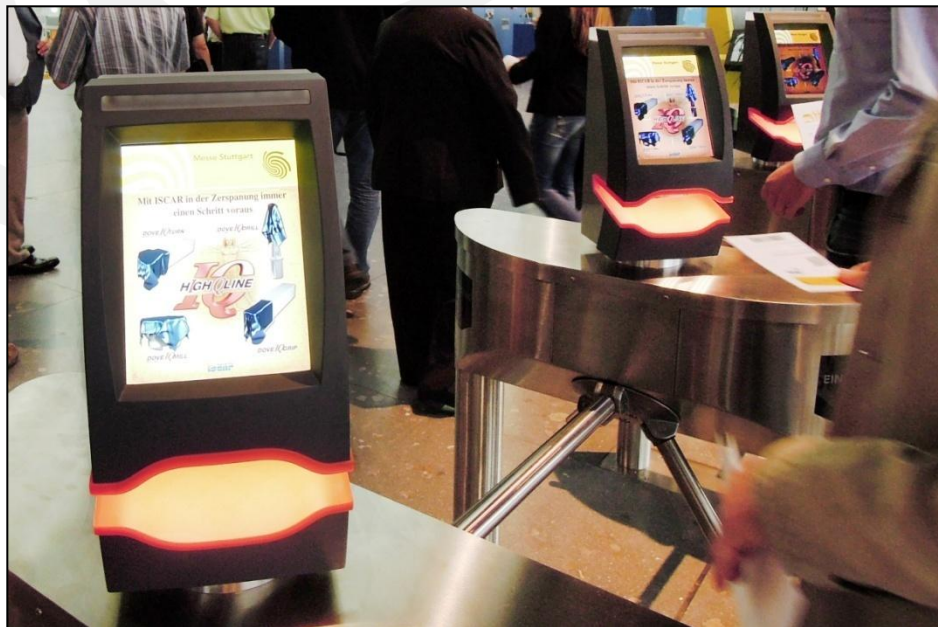




## Electronic Advertisement

### *Turnstile Display Advertisement*

Every visitor enters and leaves the trade fair through the turnstiles at the entries. Your advertisement on all 28 displays of the turnstiles will reach 100% of the visitors (can only be exclusively booked by one company).

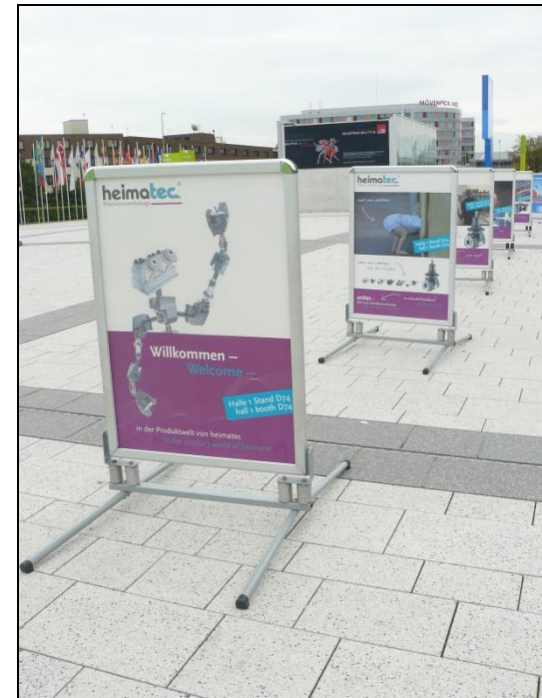
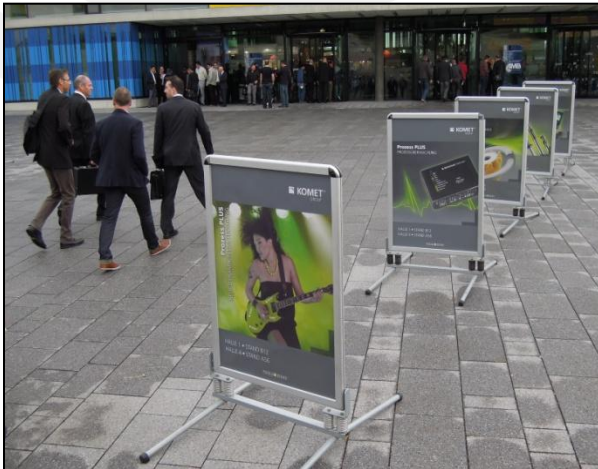




# Outdoor Advertising Space at the Entrances

## Windmasters

Windmasters can be placed individually or in a row on the Messesplazza and at the West Entrance. Trade fair visitors walk along the windmasters as they enter the grounds of the Stuttgart Trade Fair Centre.





## Outdoor Advertising Space at the Entrances

### *Advertising Tower, small: 1,5 x 3 m*

The advertising towers can be placed at different positions on the Messepiazza and at the West Entrance and make an ideal advertising medium to attract the attention of arriving visitors to your company.

The advertising tower is printed on all four sides, each with an area of 1.5 x 3 m.



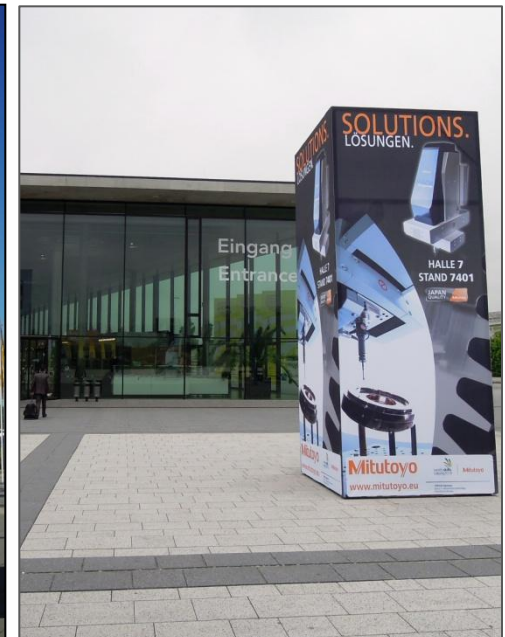




## Outdoor Advertising Space at the Entrances

### *Large Advertising Tower, big: 2 x 5 m*

The advertising towers can be placed at different positions on the Messepiazza and are an ideal advertising medium to attract the attention of arriving visitors to your company.

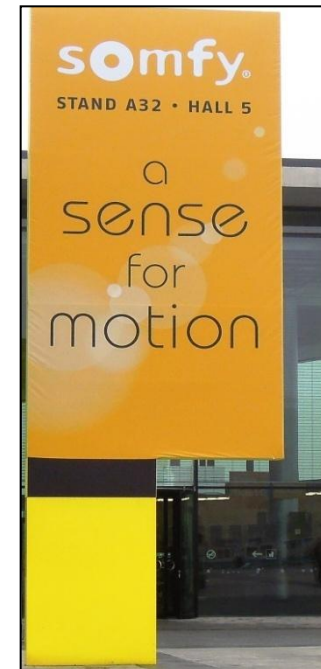
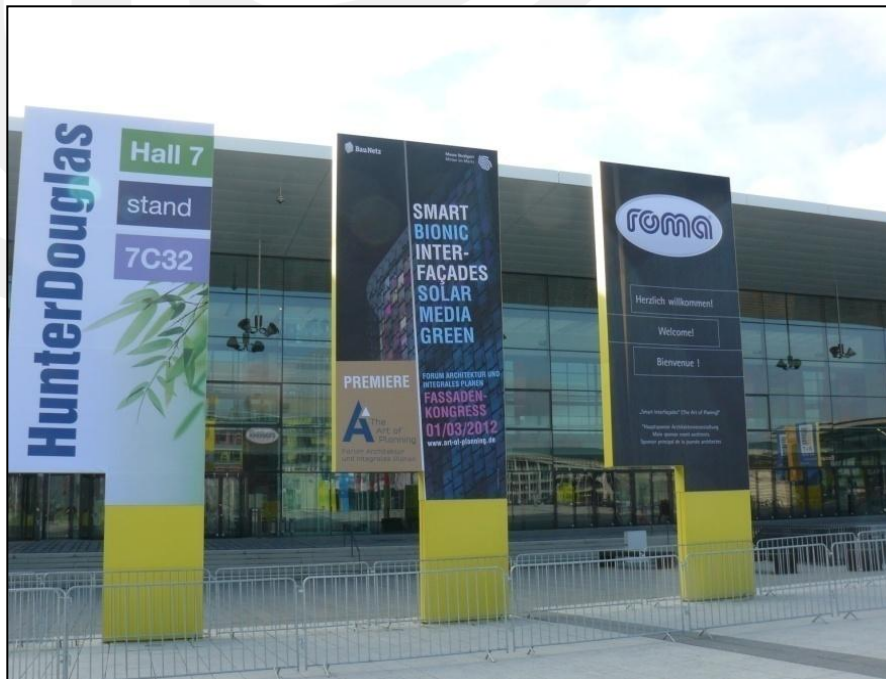




## Outdoor Advertising Space at the Entrances

### *Giant Signs in front of the Entrances*

The coming visitors cannot miss your greeting on these giant signs.





# Outdoor Advertising Space at the Entrances

## *Airframe*

The airframe can be placed at different positions at the Messepiazza.

With your message printed on each of the three 4.6 x 6 m sides, your message will be seen from a very far distance.







# Outdoor Advertising Space at the Entrances

## Flags

Flags are a characteristic feature of the entrances to the Trade Fair Centre and are an ideal way to greet arriving visitors.





## Outdoor Advertising Space at the Entrances

### *Exhibits*

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

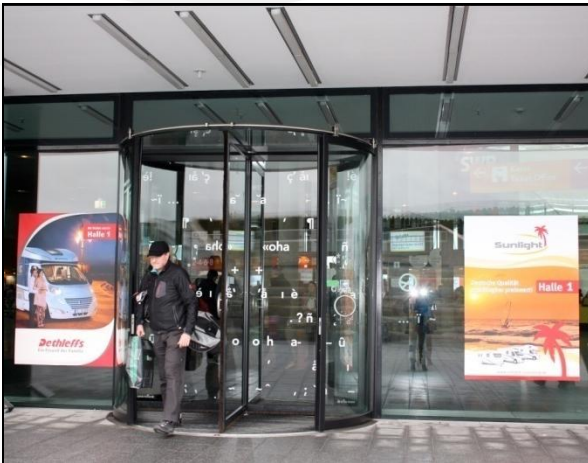




## Outdoor Advertising Space at the Entrances

### *Window Advertisement between the Revolving Doors*

As the visitors come to the Trade Fair Centre from the Messepiazza and from the Bosch Parkhaus (car park), you will greet the visitors with your welcome graphics on the glass facade between the revolving doors.







# Outdoor Advertising Space at the Entrances

## *Facade Banners*

This three-part advertising space offers great potentials for creative design. With a size of 4,77 x 4,89 m each for a total of almost 70 m<sup>2</sup>, your message will attract much attention from a distance.





## Outdoor Advertising Space at the Entrances

### *Branding Staircase Messepiazza\**

The new advertising space at the staircases on the Messepiazza are a great possibility to attract the visitors already from a big distance.



\*Size: 5,50 m x 3,00 m (5 window areas with 1,8 cm between which will not be branded)



## Outdoor Advertising Space, Halls\*

### *Facade Advertisement Halls*

Announce your presence at the trade fair with your giant advertisement on the glass facade! Depending on the position, your logo will be visible from the busy street along the airport, the motorway A8, the parking lots, or from Rothaus Park, the open area inside the Trade Fair Centre.

*\* Not available on all Halls*







## Outside Advertising Space

### *Fence By-Pass West Entrance*

Here is your chance to draw the visitors' attention to your company as they arrive by car, bus, or taxi at the West Entrance. You can book several long banners along the fence outside this entrance.





## Advertising Space at the Airport

### *Stair Graphic (in direction of Terminal 1)*

All visitors arriving by S-Bahn (urban railway) will pass this staircase.

Use this opportunity to draw the visitors' attention to your company's presence even before they arrive at the trade fair.





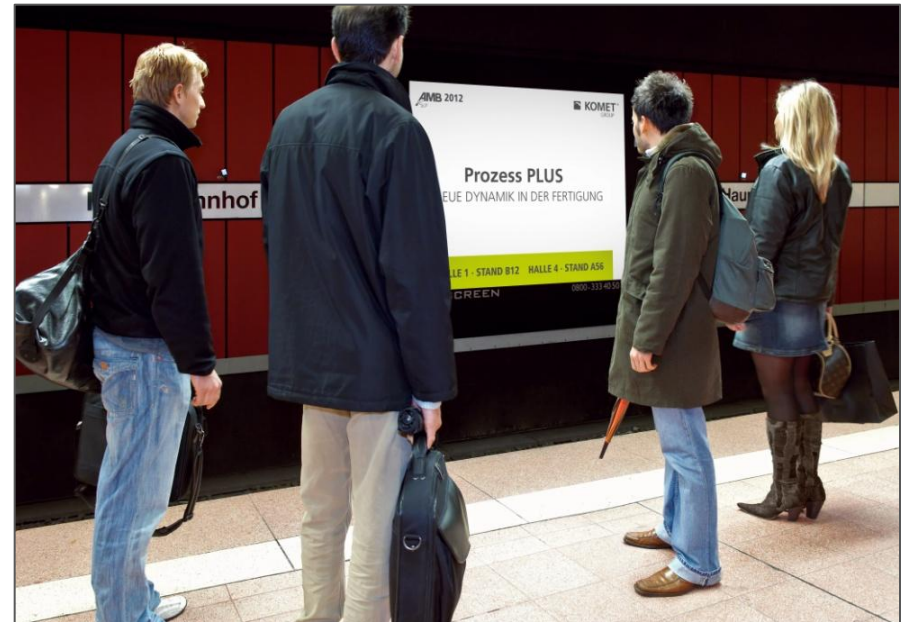
## Advertisement at the Train Stations

### *Infoscreens at the S-Bahn Stations in Stuttgart\**

A great percentage of trade fair visitors arrive by urban railway (S-Bahn). At 37 attractive locations, you can already publicize your company and your booth before the visitors arrive at the trade fair.

With a 10-second clip repeated from 6 am to 9 pm, you will draw attention all over the Stuttgart area. Please contact us for more information.

\*upon request







## Contacts

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

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