



messe frankfurt

Make a big splash with us!

Advertising opportunities 2025
onsite + online



Media Services



As of: February 2025

Contents

onsite

» Access to the exhibition grounds/ Via Mobile and hall foyers

- Advertising displays
 - Triangle Tower
 - Slim Box
 - Lumio
 - Corpora
- Floor graphics
- ePosters (multimedia advertising)
- Banners
- Pastings next to the doors to the halls
- Mobile advertising walls
- LED wall
- Column covering
- Escalator stickers
- Travelator stickers
- Staircase stickers
- Handrails of the staircase
- Promotions and distribution campaigns
- Bag trolley

» In the exhibition halls

- Mirror stickers in the washrooms

» On the hall facades

- Megaposters

» In the outdoor area

- Trigo (advertising towers)

» Specials and car park advertising

- LED trailer
- Maximo (City Star format poster frames around the exhibition grounds)
- Advertising columns
- City Light posters (Rebstock car park)
- Banner (Rebstock car park)
- Posto facade banners (Rebstock car park)

» Site plans

- Torhaus entrance
- Via Mobile halls 8, 9 and 10
- Via Mobile Halls 11, 12 and Portalhaus entrance

online

» Online banners

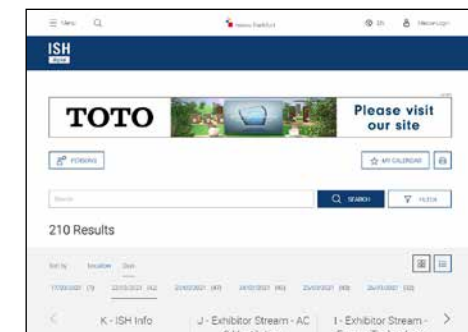
- General information
- Advertising on the home page and editorial pages
- Advertising on the Exhibitors Search page
- Advertising in the Event Calendar
- App Banner
- Ticket Banner

» Native advertising

- Front Page Box
- Top of Search
- Top of Product Group

» Contact

- Contact & Online advertising opportunities



Prices are subject to the addition of any applicable statutory VAT.

This offer is subject to the General Terms and Conditions of Messe Frankfurt Medien und Service GmbH for the provision of advertising media (onsite and online), Version 01.2023



onsite

Hall occupancy



Exhibition Area

E-Mobility + LEVs, Light Electric Mobility, Urban Mobility, Infrastructure, Logistics, Mobility Solutions, Future Mobility Forum **Hall 8.0**

Bikes/E-Bikes **Hall 9.0, 11.0, 12.0**

Parts/Equipment, Components, Fashion, Accessoires **Hall 9.1, 11.1, 12.1**

Supplier Area (Wed. – Fri.) **Hall 9.2**

Special Areas

Award Exhibition, START-UP AREA, CARGO AREA, SERVICE AREA **Hall 8.0**

SPORTS & PERFORMANCE AREA, Cycle Cafe, Sa. – Su.: BIKE BOUTIQUE **Hall 11.1**

CAREER CENTER **Hall 12.0**

Media & Creator Lounge, Mediapartner, Trade press stand, Investors Lounge **Portalhaus**

Conferences & Sessions

Mobility Convention, Bike Biz Politics, Start-Up & Innovation Day, Cargo Bike Academy, Bike Travel Forum **Hall 8.0**

Bike Biz Revolution, Women in Cycling, Networking Night, Investors' Lounge, Bidex Lounge **Portalhaus**

Trend Lounge, Gravel Talk **Hall 11.1**

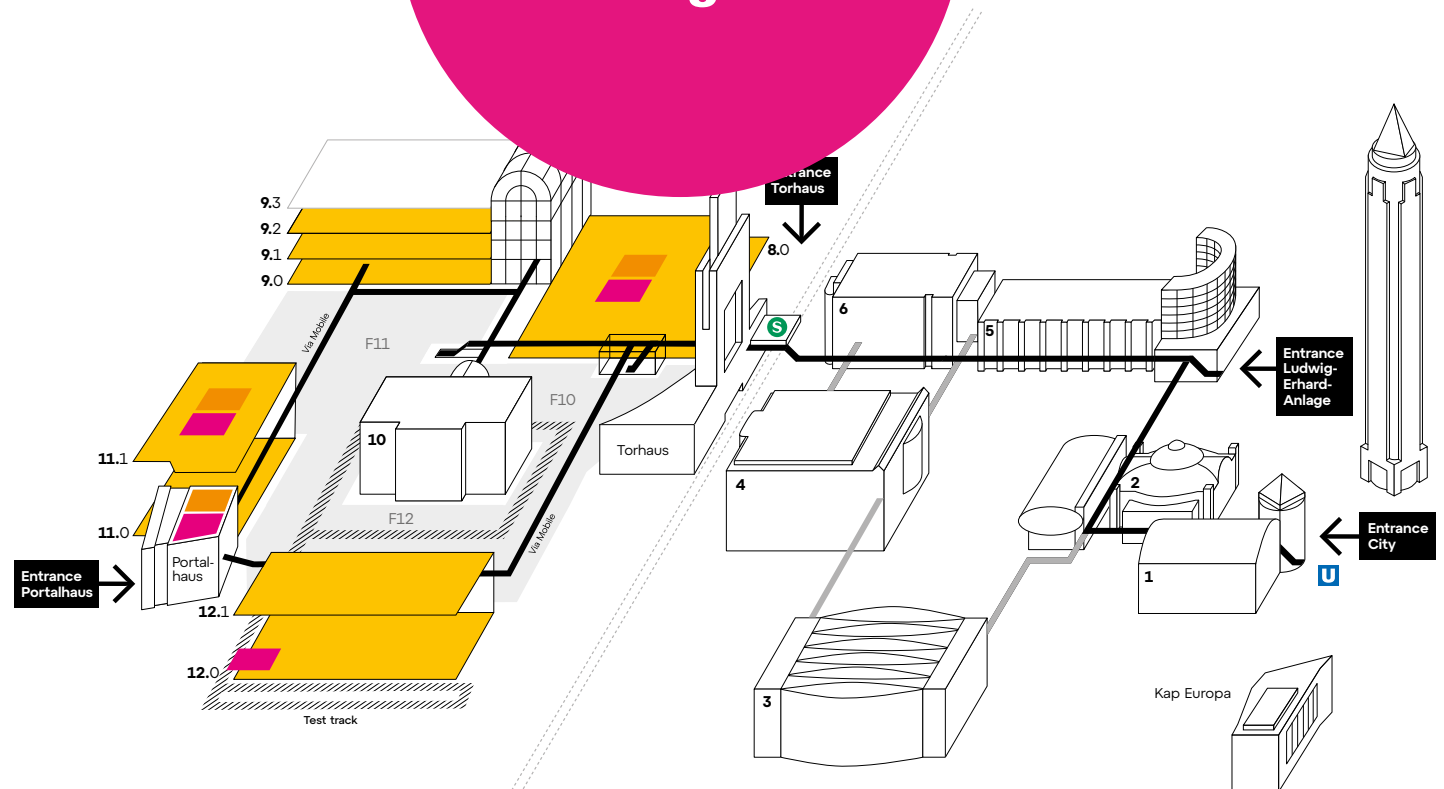
Open Air Grounds

DEMO AREA, Sa. – Su.: Action Area, EUROBIKE Skyline Contest, Bikeflip Show, Bembel Crit, Cargo Bike Advice **F10**

DEMO AREA, Sa. – Su.: KIDS AREA, BIKE TRAVEL AREA **F11**

DEMO AREA **F12**

alter Geländeplan,
neuer noch nicht
verfügbar



Advertising opportunities at the entrances to the exhibition grounds, along the Via Mobile and in the hall foyers

The possibilities are many and varied. Let us advise you. Here you will find an overview of what we have to offer.



Triangle Tower

Three-sided advertising tower

Legible from all angles! Wherever you approach from, our Triangle Towers are staring you in the face.

Format

W 60 x H 200 cm
three-sided illuminated from within

Price

Rent incl. production: 1,175 euros

The Triangle Tower also comes in XL format:

W 80 x H 299 cm
three-sided illuminated from within

Price

Rent incl. production: 1,935 euros



Example of the effect of a row of Triangle Towers

Slim Box

Radiant advertising display

Particularly elegant! Our Slim Box cuts a fine figure everywhere.

Format

Front view: W 120 x H 200 cm

Side views: W 20 x H 200 cm

Price

Rent incl. production: 1,635 euros

The Slim Box also comes in other sizes:

» XL:

Front view: W 120 x H 300 cm

Side views: W 30 x H 300 cm

Rent incl. production: 2,375 euros

» XXL:

Front view / Rear view: W 200 x H 300 cm

Side views: W 100 x H 300 cm

Rent incl. production: 4,600 euros



Example of the effect of a row of Slim Boxes

XL Slim Box in the hall 9 foyers

Particularly elegant! Our Slim Box cuts a fine figure everywhere.

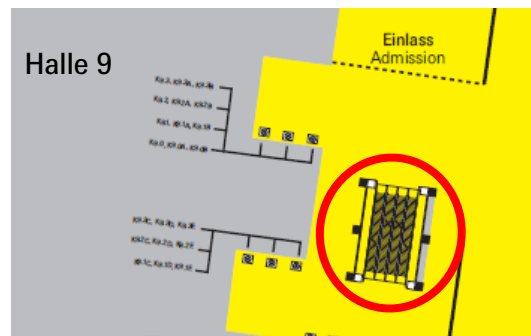
Format

Front view: ca. W 95 x H 240 cm

Side views: (in each case) W 30 x H 240 cm

Price

Rent incl. production: 2,375 euros



Lumio

Transparency posters along the Via Mobile

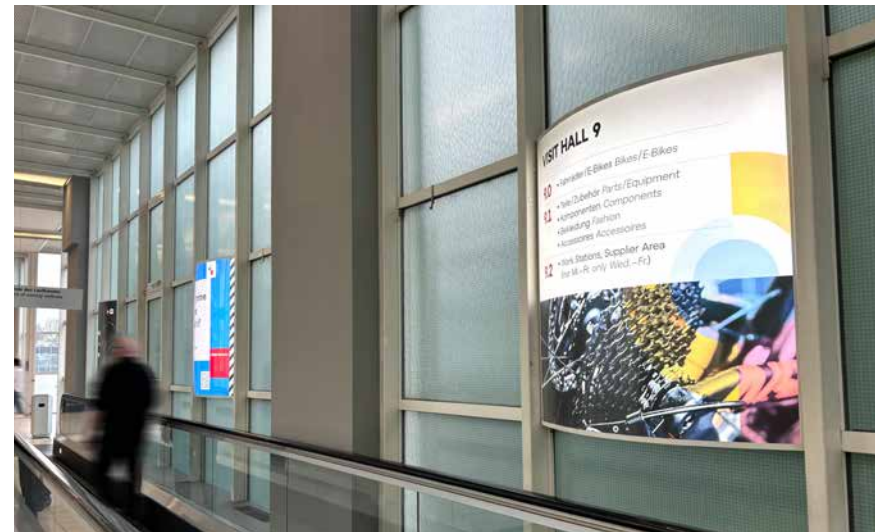
You can't miss our 18 luminous posters next to the travelator on the Via Mobile along Halls 8 und 10.

Format

W 121.5 x H 125.5 cm

Price

Rent incl. production: 950 euros



Corpus_S

Three-dimensional wall units

What stands out stands out. Take our three-faceted Corpus_S graphic structures. These are highly visible from every angle.

Dimensions

three different formats depending on position

Price

Rent incl. production: 895 euros



82100300

Corpus_L

Three-dimensional advertising structure

The most versatile of our graphic displays! With our three-dimensional advertising structures, you show your best side – regardless of where you choose to place them.

Dimensions

Front view:

W 100 x H 200 cm

Side views:

W 50 x H 200 cm

Price

Rent incl. production:
1,430 euros



82100320

Corpus_XL

Three-dimensional advertising structure

The ultimate eye-catcher.
Corpus_XL units in the hall foyers.

Dimensions

Front view: W 145 x H 215 cm

Side views: W 75 x H 215 cm

Price

Rent incl. production: 1,835 euros



82100330

Floor graphics

Floor graphics – they're the ideal way to guide visitors to your stand.

When they're placed in front of escalators or the entrances to halls, visitors take in your advertising message in passing.

Format

W 180 cm x H 120 cm

Price

Rent incl. production: 960 euros

Other formats

XL: W 390 x H 240 cm, Rent incl. production: 2,720 euros

XXL: W 660 x H 360 cm, Rent incl. production: 5,525 euros

Floor graphic on carpet, Rent incl. production: 1,125 euros

Only possible in selected areas



82100800



XL: 82100801 · XXL: 82100802 · Teppich: 82100803

ePosters

Multimedia terminals along the Via Mobile and in the hall foyers

Vivid impressions

Hardly anything arouses more interest than moving images. Strategically located in the fairground's hotspots, ten 55" LCD multimedia terminals provide blanket coverage, ensuring that your advertisement catches the visitor's eye time and time again.

This we can guarantee

With one booking, your commercial will run on average 10 to 15 times per hour at all ten hotspots!

Price

Booking of 20 seconds of advertising time: 1,730 euros

Booking of 30 seconds of advertising time: 2,050 euros

The production of your commercial is not included in the price, however we will be happy to take care of this for you. Please ask for an individual offer.

Technical data

55" screen, vertical (portrait) format, integrated into an anthracite-coloured terminal

W 95 cm x H 203 cm x D 46 cm

Aspect ratio 9:16

Resolution: 1080 x 1920 pixels

A wide variety of file formats can be converted upon enquiry.



Banner on the windows beside the escalator from the S-Bahn platform to the Torhaus entrance

Format

W 171 x H 171 cm

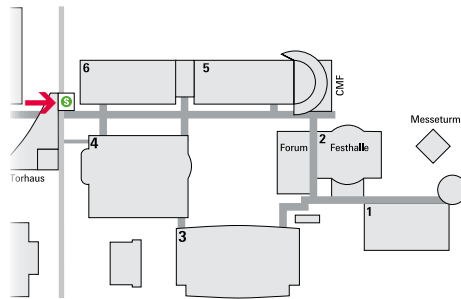
W 171 x H 167 cm

8 positions in all (4 each on the east and west side)

Price

Rent incl. production:

760 euros per position and side



82101000 / S-Bahn_Rolltreppe

Banner in the suburban railway (S-Bahn) terminal Torhaus entrance area

Format

W 1,000 x H 100 cm

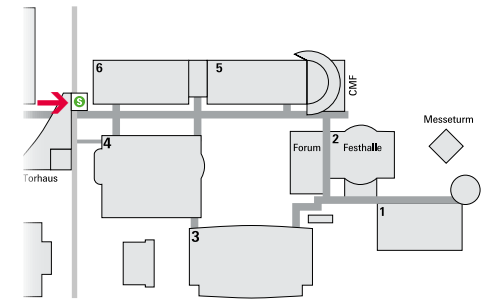
double-sided

2 positions in all (1 each on the east and west side)

Price

Rent incl. production:

3,530 euros per position



82101045 / S-Bahn_002_links (East) · 82101046 / S-Bahn_002_rechts (West)

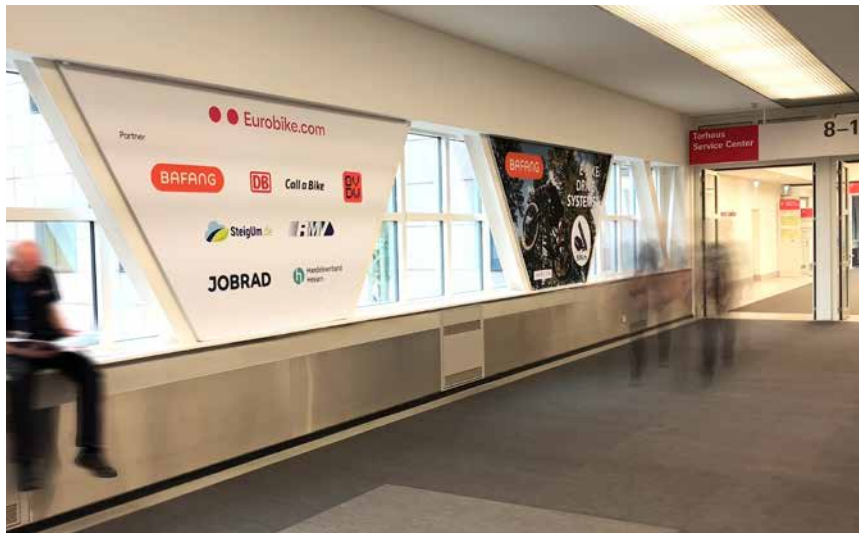
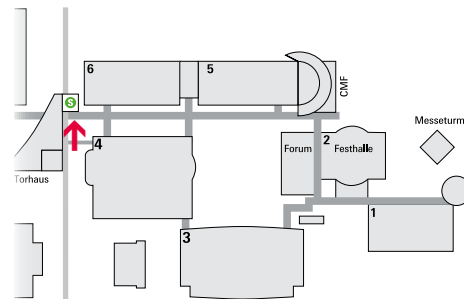
Banner on the windows in the passage Torhaus/Exhibition grounds (East)

Format

Width top: 375.5 cm
Width bottom: 169.5 cm
Height: 179 cm
4 positions in all

Price

Rent incl. production:
1,585 euros per position



82101008 / TH_Ost_Übergang

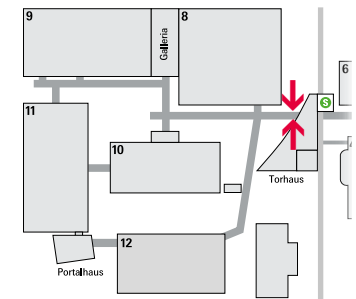
Banner on the windows in the passage Torhaus/Exhibition grounds (West)

Format

Width top: 375.5 cm
Width bottom: 169.5 cm
Height: 179 cm
6 positions in all
(3 each on the north and south side)

Price

Rent incl. production:
1,585 euros per position



82101012 / TH_West_Übergang

Banner, illuminated in the passage between exhibition grounds West and East

Illuminated banner in a hotspot position!

Format

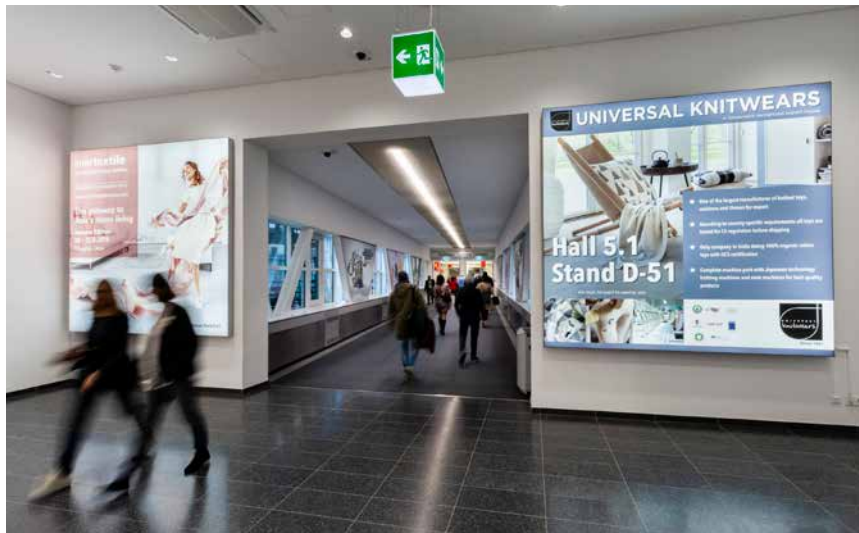
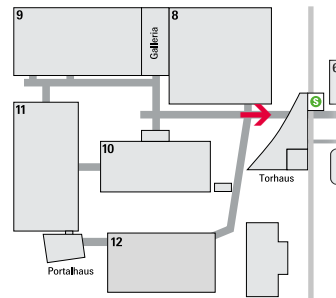
W 276 x H 276 cm

2 positions in all (left and right)

Price

Rent incl. production:

3,210 euros per position



82101124 / VM_TH_West_LED

Banner at the escalator entrance passage between Via Mobile West and Torhaus

Formats

W 220 cm x H 363 cm

W 227 cm x H 363 cm

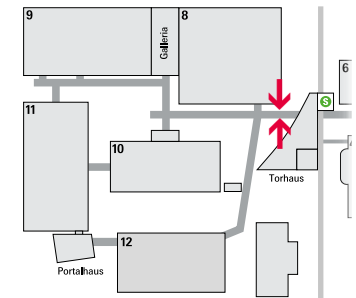
6 positions in all

(3 each on the north and south side)

Price

Rent incl. production:

2,695 euros per position



82101122 / H08_Süd_010 (Süd) · 82101121/ H08_Süd_050 (Nord)

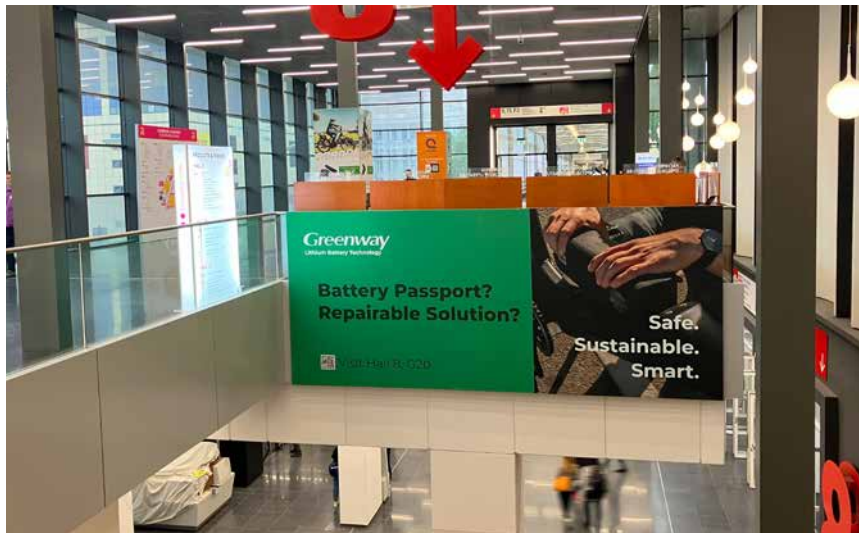
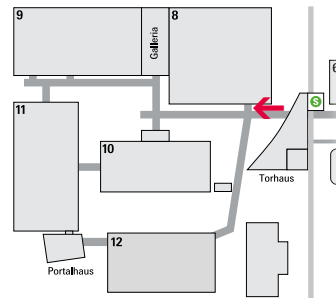
Banner by the escalator exit to Hall 8 South

Format

W 600 x H 255 cm

Price

Rent incl. production:
3,755 euros



82101120 / VM_H08_Süd_Roltr

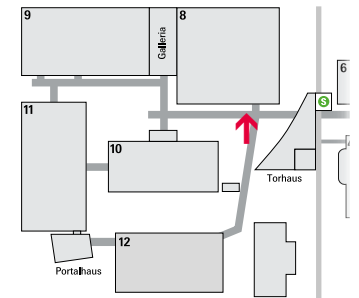
Banner near the entrance to Hall 8 South

Format

W 400 x H 300 cm

Price

Rent incl. production:
3,295 euros



82300035 / H08_Süd

Banner on the Via Mobile Passage between Hall 8 and Hall 12

Format

W 231,5 x H 366 cm

W 228 x H 366 cm

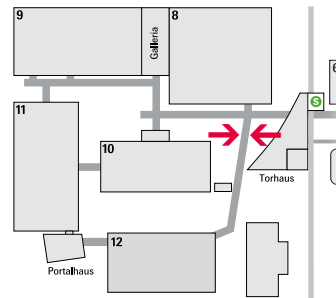
7 positions in all

(4 on the east side, 3 on the west side)

Price

Rent incl. production:

2,600 euros per position



82100648 / VM_H12_Ost · 82100649 / VM_H12_West

Banner on the Via Mobile at the intersection of halls 8, 9 and 10

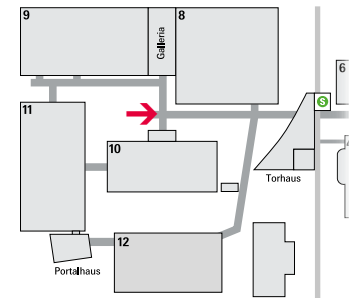
Format

W 236 x H 360 cm

Price

Rent incl. production:

2,830 euros



82100780 / VM_H09_10_Kreuzung

Banner in the Galleria above the entrance to Hall 8.0

Format

W 701 x H 221 cm

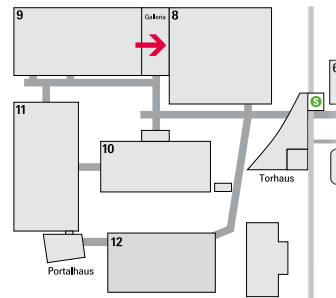
2 positions in all

(1 each on the north and south side)

Price

Rent incl. production:

3,085 euros per position



Banner in the Galleria above the entrance to Hall 9.0

Format

W 701 x H 221 cm

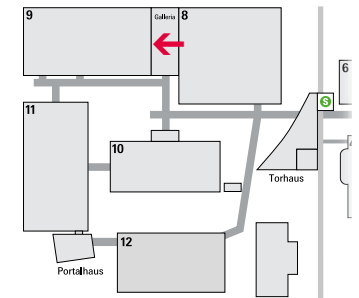
2 positions in all

(1 each on the north and south side)

Price

Rent incl. production:

3,085 euros per position



82101029 / GAL_006

82100642 / GAL_007

Banner in the Galleria to the left and right of the stairs

Format

Front (shown here):
W 300 x H 1,050 cm

Back:

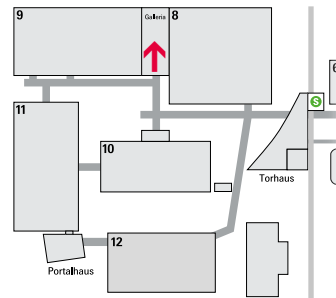
W 300 x H 1,300 cm

2 positions, double-sided

(1 each on the east and west side)

Price

Rent incl. production:
7,515 euros per position



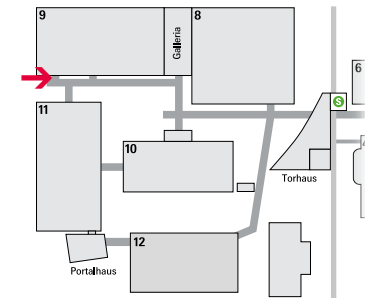
Banner at the entrance of Hall 9.Via Mobile South

Format

W 178 x H 225 cm
2 positions in all
(left and right)

Price

Rent incl. production:
1,550 euros per position



82101028 / GAL_001_Süd_A_B

82100644 / VM_H09_Süd_Glasbal

Banner in the foyer of Hall 9.1 (Passage to Hall 11)

Format

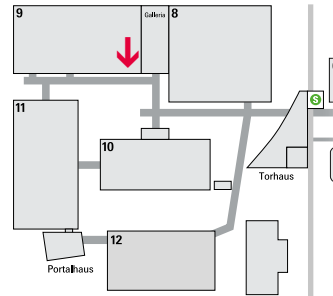
W 825 x H 420 cm

2 positions in all

Price

Rent incl. production:

6,020 euros



82100680 / H09.1_Foy_005

Banner in the foyer of Hall 12.Via Mobile East

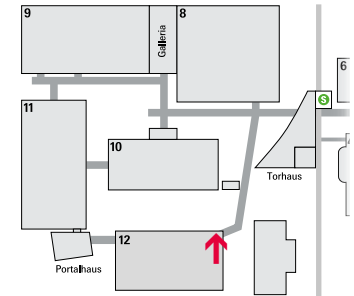
Format

W 490 x H 228 cm

Price

Rent incl. production:

2,585 euros



82100681 / H12_EVia_Rahmen

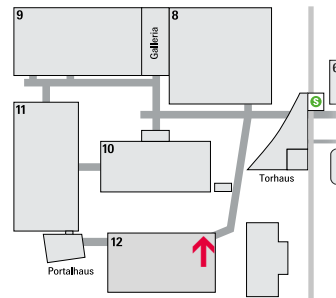
Banner over the escalator from Hall 12.Via Mobile to 12.0 East

Format

W 600 x H 282 cm

Price

Rent incl. production:
4,695 euros



82100646 / H12_Brüstung_Ost

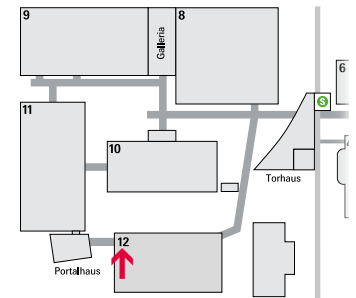
Banner over the escalator from Hall 12.Via Mobile to 12.0 West

Format

W 600 x H 282 cm

Price

Rent incl. production:
4,695 euros



82100647 / H12_Brüstung_West_01

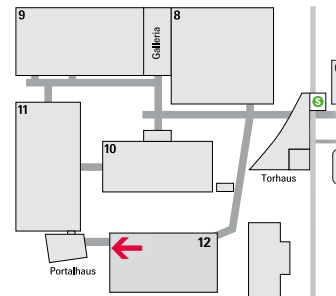
Banner in the foyer of Hall 12.0 to the Portalhaus

Format

W 500 x H 257 cm

Price

Rent incl. production:
2,585 euros



H12.0_West_Rahmen

Pasting next to the doors between Portalhaus/Hall 11 and Hall 12.Via Mobile West

Format

Left side: W 94.5 x H 370 cm

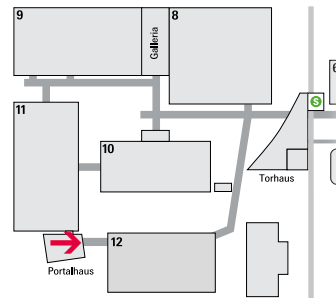
Right side: W 100.5 x H 370 cm

The two sides must be booked as a pair.

Price

Rent incl. production:

2,760 euros



82100638 / PH_Zugang_H12.Via

Pasting next to the doors to Hall 12.0 and 12.1 West and East

Format

W 149.5 x H 337 cm

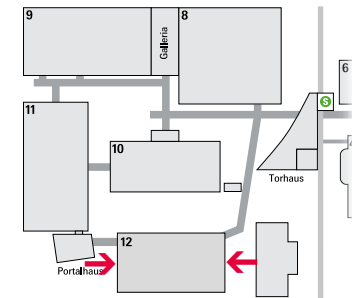
8 positions in all

2 each per entrance

Price

Rent incl. production:

2,245 euros per position



82100381 / H12.0_Foyer_Ost - 82100382 / H12.0_Foyer_West - 82100383 / H12.1_Foyer_Ost - 82100384 / H12.1_Foyer_West

Mobile advertising walls on the central walkway

Our mobile advertising walls represent an efficient and versatile means of getting your message across. Not only can they be deployed in many different locations, but they are also available in a variety of formats.

Formats	Prices (Rent incl. production)	
	one-sided	double-sided
W 200 x H 200 cm	1,355 euros	1,985 euros
W 300 x H 200 cm	2,035 euros	2,980 euros
W 400 x H 200 cm	2,180 euros	3,180 euros
W 500 x H 200 cm	2,720 euros	3,410 euros
W 600 x H 200 cm	2,995 euros	4,050 euros
W 800 x H 200 cm	3,985 euros	5,390 euros
W 200 x H 250 cm	1,420 euros	2,190 euros
W 300 x H 250 cm	2,140 euros	3,290 euros
W 400 x H 250 cm	2,315 euros	3,410 euros
W 500 x H 250 cm	3,080 euros	4,175 euros
W 600 x H 250 cm	3,745 euros	4,670 euros
W 800 x H 250 cm	4,195 euros	6,195 euros
W 200 x H 300 cm	2,035 euros	2,980 euros
W 300 x H 300 cm	2,810 euros	4,300 euros
W 400 x H 300 cm	3,295 euros	4,050 euros
W 500 x H 300 cm	3,745 euros	4,670 euros
W 600 x H 300 cm	4,120 euros	5,995 euros
W 800 x H 300 cm	5,495 euros	7,965 euros



LED wall

Large screen in the entrance area to the Portalhaus

Moving images move goods!
Our high-resolution LED wall in the entrance area of the Portalhaus with its massive screen ensures that your message catches the eye.

Format

Aspect ratio 16:9

Image area: W 5,000 x H 2,813 mm

Viewing area: 14,1 m²

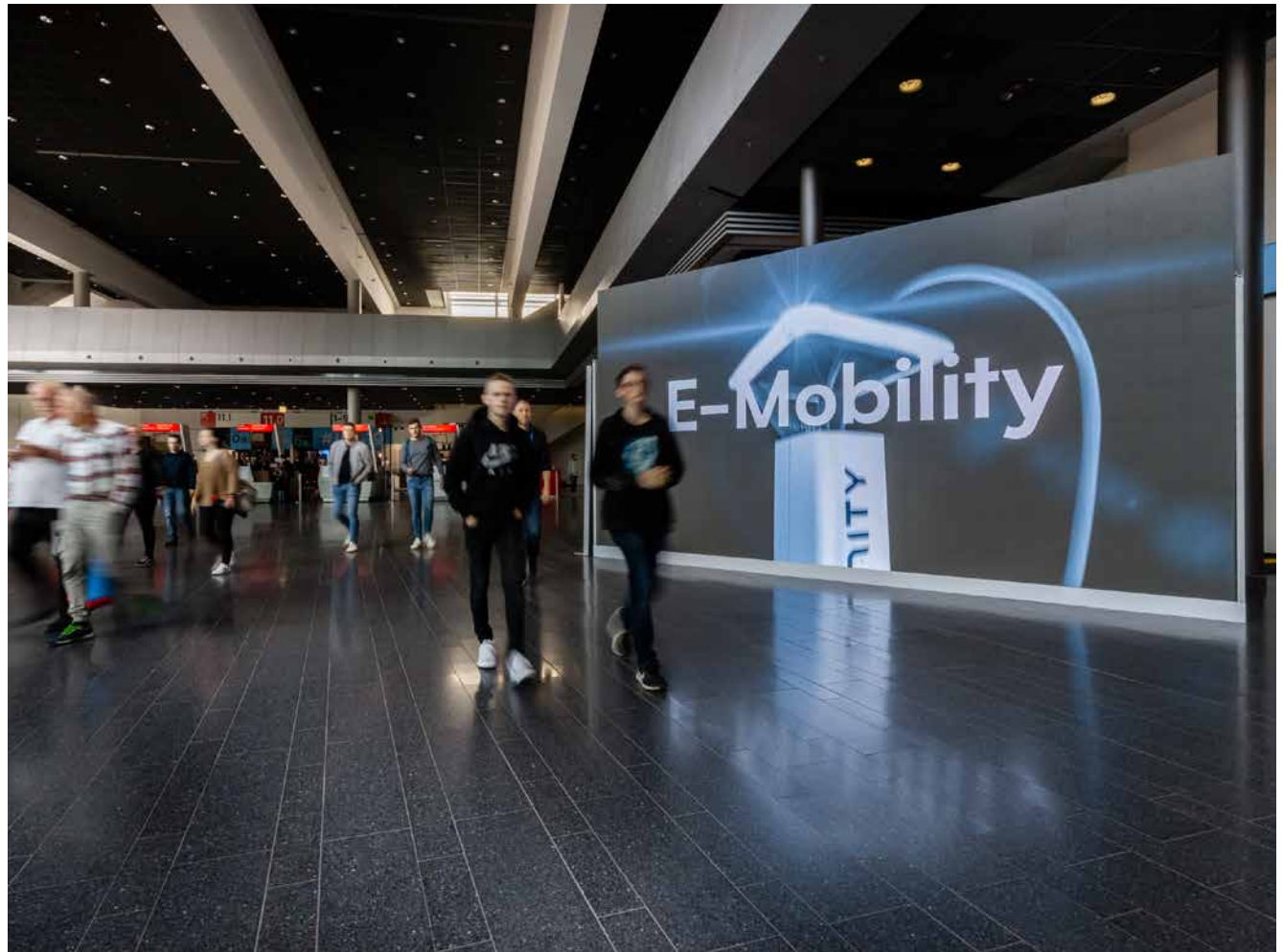
Resolution: 1920 x 1080 Pixel

Price

45-seconds of advertising time: 6,955 euros

Your advertising spot runs in rotation for the entire duration of the trade fair.

The production of your commercial is not included in the price, however we will be happy to take care of this for you.
Please ask for an individual offer.



Column covering on the Via Mobile in front of Hall 8

Format

W 100.5 x H 300.5 cm

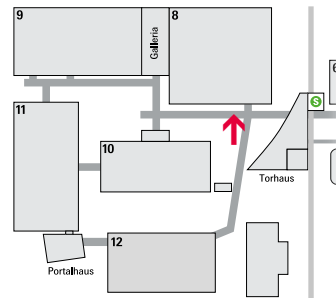
four-sided

2 positions in all

Price

Rent incl. production:

2,745 euros per position



82300155 / VM_H08_Süd_Säule

Column covering in the foyer of Hall 8.0 South

Format

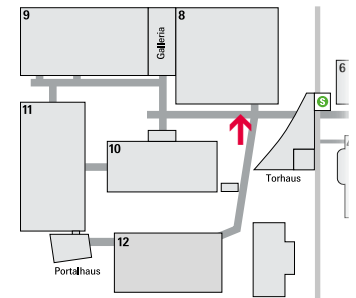
W 143 x H 355 cm

four-sided

Price

Rent incl. production:

3,540 euros



82101125 / H08_Südfoyer_Säule

Column covering illuminated, in the foyer of Hall 11/Portalhaus in the direction of the entrance area

Format

W 121 x H 401 cm

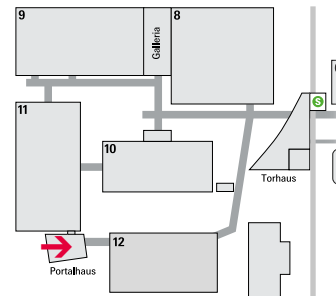
four-sided

3 positions in all

Price

Rent incl. production:

4,013 euros per position



82101023 / PH_E0_Säule

Column covering in the foyer of Hall 11.0 North and South

Format

W 100 x H 400 cm

four-sided

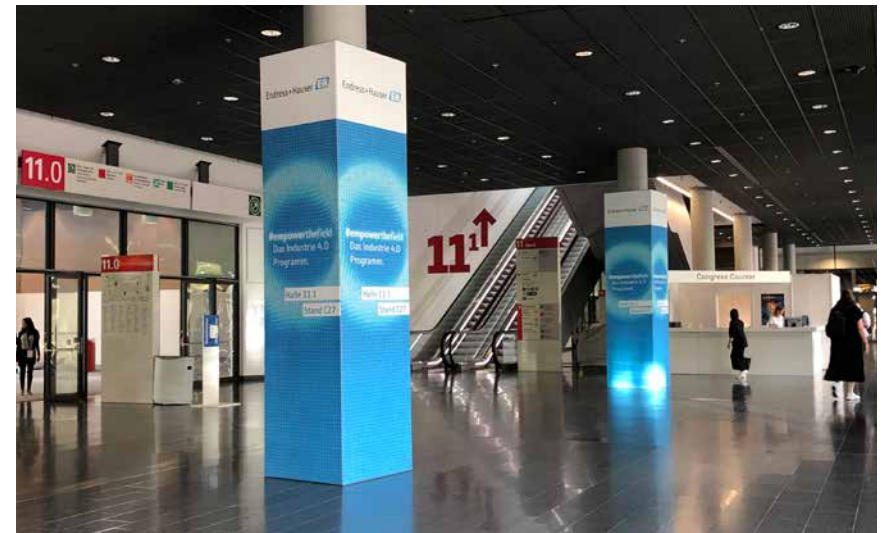
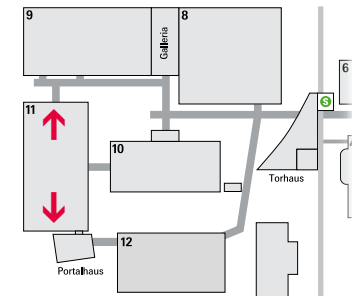
8 position in all

(4 each on the north and south side)

Price

Rent incl. production:

3,355 euros per position



82101024 / H11_E0_Säule_Nord · 82101022 / H11_E0_Säule_Süd

Column covering in the foyer of Hall 11.Via Mobile Nord

Format

W 100 x H 300 cm

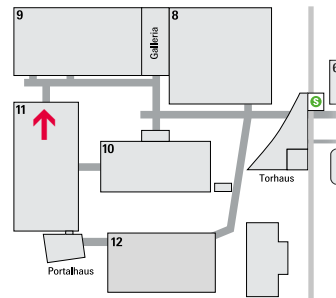
four-sided

2 positions in all

Price

Rent incl. production:

1,835 euros per position



82101021 / H11_EVia_Säule_Nord

Column covering in the foyers of Hall 12.Via Mobile East and West

Format

W 100.5 x H 350.5 cm

four-sided

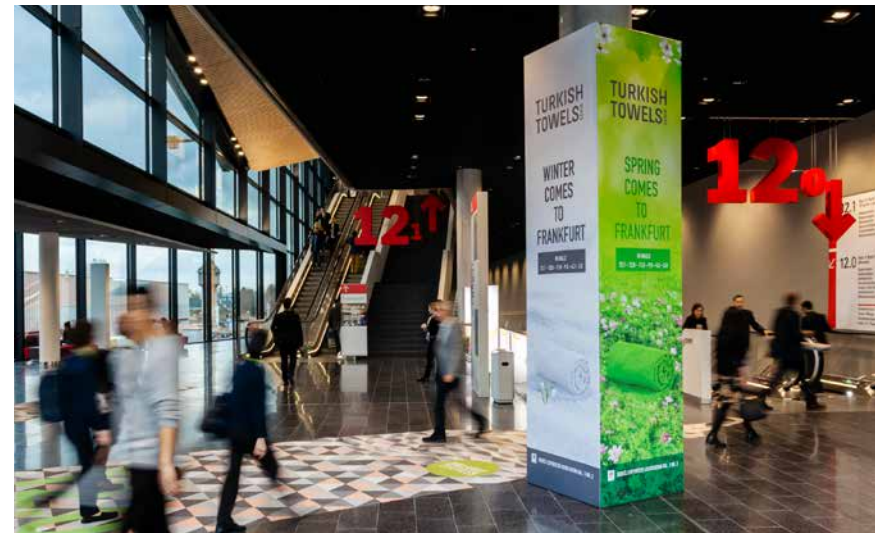
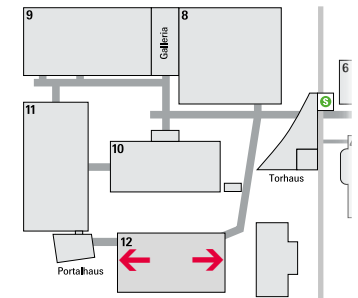
8 positions in all

(5 on the east side, 3 on the west side)

Price

Rent incl. production:

3,155 euros per position



82100223 / H12_EVia_Säule_Ost · 82100222 / H12_EVia_Säule_West

Column covering in the foyers of Hall 12.0 East and West

Format

W 100.5 x H 500.5 cm

four-sided

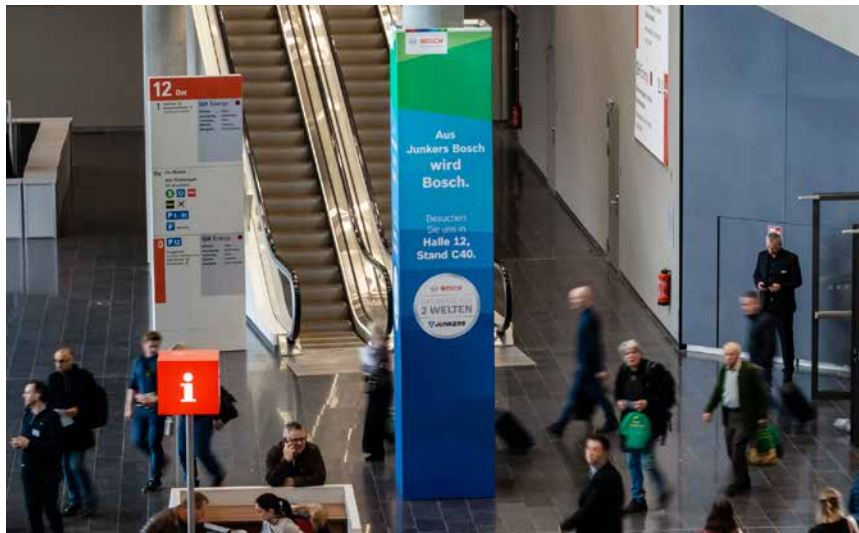
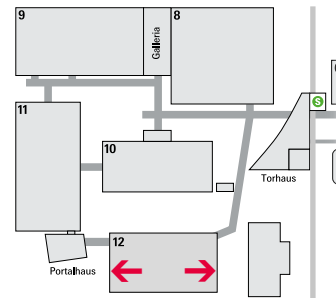
5 positions in all

(2 on the east side, 3 on the west side)

Price

Rent incl. production:

4,330 euros per position



82100221 / H12_E0_Säule_Ost · 82100220 / H12_E0_Säule_West

Escalator stickers

Advertising on the balustrade panels of the escalators in Hall 9

Escalators

Level 9.Via to 9.1 south side

Rent incl. production: 2,100 euros per panel

Level 9.0 to 9T east side

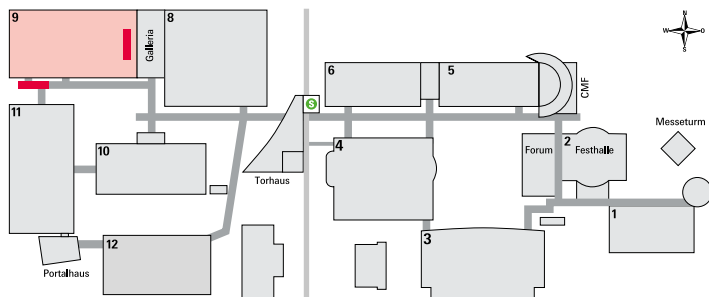
Rent incl. production: 1,925 euros per panel

Level 9.T to 9.1 east side

Rent incl. production: 1,445 euros per panel

Formats

See AI template (which will be sent to you separately)



Escalator stickers

Advertising on the balustrade panels of the escalators in Hall 11

Escalators

Level 11.0 to 11.Via south side

Rent incl. production: 1,910 euros per panel

Level 11.Via to 11.1 south side

Rent incl. production: 1,910 euros per panel

Level 11.0 to 11.Via north side

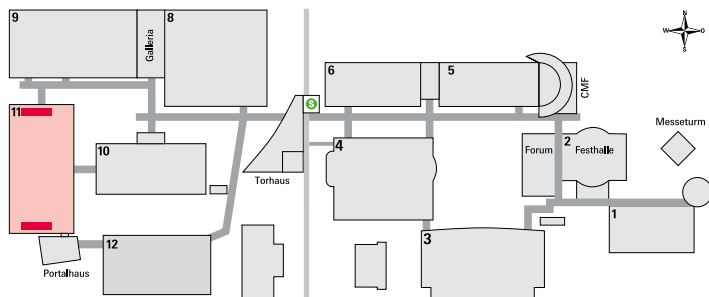
Rent incl. production: 2,790 euros per panel

Level 11.Via to 11.1 north side

Rent incl. production: 2,790 euros per panel

Formats

See AI template (which will be sent to you separately)



Escalator stickers

Advertising on the balustrade panels of the escalators in Hall 12

Escalators

Express escalator from Level 12.0 to 12.1 West

Rent incl. production: 6,755 euros per panel

Level 12.0 to 12.Via north side

Rent incl. production: 3,035 euros per panel

Level 12.0 to 12.Via east side left

Rent incl. production: 3,035 euros per panel

Level 12.0 to 12.Via east side right

Rent incl. production: 3,035 euros per panel

Level 12.0 to 12.Via west side

Rent incl. production: 3,035 euros per panel

Level 12.Via to 12.1 north side

Rent incl. production: 3,490 euros per panel

Level 12.Via to 12.1 east side left

Rent incl. production: 3,190 euros per panel

Level 12.Via to 12.1 east side right

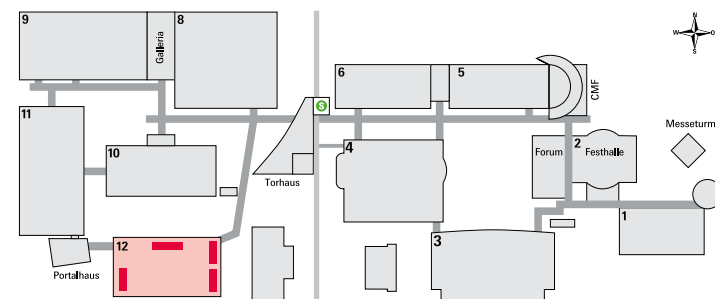
Rent incl. production: 3,190 euros per panel

Level 12.Via to 12.1 west side

Rent incl. production: 3,190 euros per panel

Formats

See AI template (which will be sent to you separately)



Travelator stickers

Advertising on the balustrade panels of the travelators

Give them something to think about in passing – your advertisement prominently placed on the balustrade panels of the moving walkways running alongside Hall 8.

Format

W 144.5 x H 59.5 cm per advertising space

Travelator 1: 6 sides à 12 advertising spaces

1,850 euros per side

Travelator 2: 6 sides à 13 advertising spaces

2,000 Euro euros per side



82300256 / H08_Laufband_001, Süd, Band 1 · 82300259 / H08_Laufband_001, Süd, Band 2

Advertisement on the balustrade panels along the central walkway from Hall 8 to Hall 12.

Format

W 180 x H 71 cm per advertising space

Travelator 1: 5 sides à 9 advertising spaces

2,275 euros per side

5 sides à 8 advertising spaces

2,025 euros per side



82300256 / H08_H12_Laufband 1 · 82300257 / H08_H12_Laufband 2

All prices rent incl. production. Please limit your choice of motif to a maximum of three layouts, as you will be charged for each additional motif.

Staircase stickers

» Galleria North and South

Format

W 250 x H 15 cm per step

2 staircases per side with a total of 74 steps per side

Price

Rent incl. production for 74 steps: 9,360 euros

» Portalhaus

Format

W 242 x H 16.5 cm per step, 40 steps in all

Price

Rent incl. production for 40 steps: 5,470 euros

» In the foyers of Hall 12 West and East

Format

W 238 x H 17.5 cm per step

39 steps per staircase in all

2 staircases per hall side

Price

Rent incl. production for 39 steps: 5,335 euros



Galleria



Portalhaus

Handrails of the staircase in the foyers of Hall 12 West and East

Possibilities

Level 12.0 to 12.Via West

Level 12.Via to 12.1 West

Level 12.0 to 12.Via East

Level 12.Via to 12.1 East

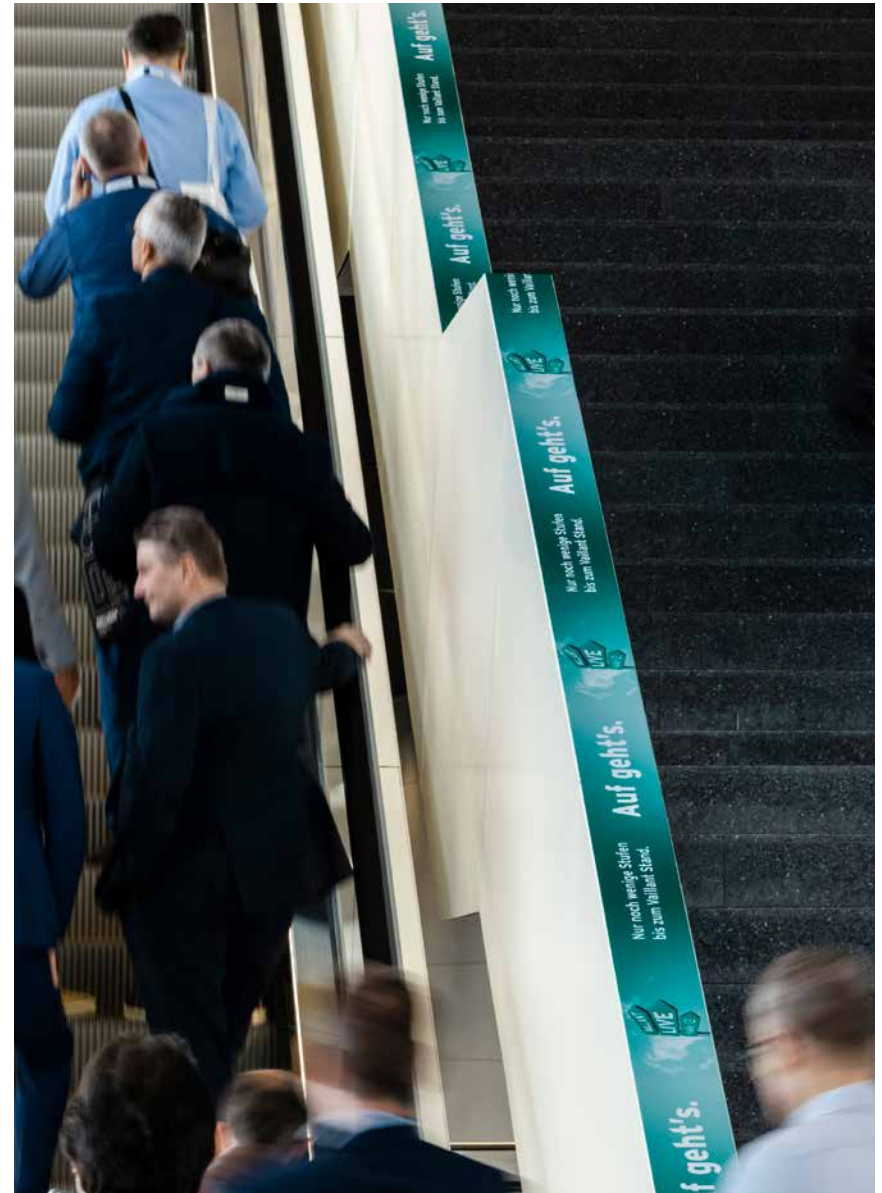
Format

W 16 x L c. 2,050 cm

(varies slightly from staircase to staircase)

Price

Rent incl. production: 3,510 euros per staircase (both sides)



Promotions and distribution campaigns

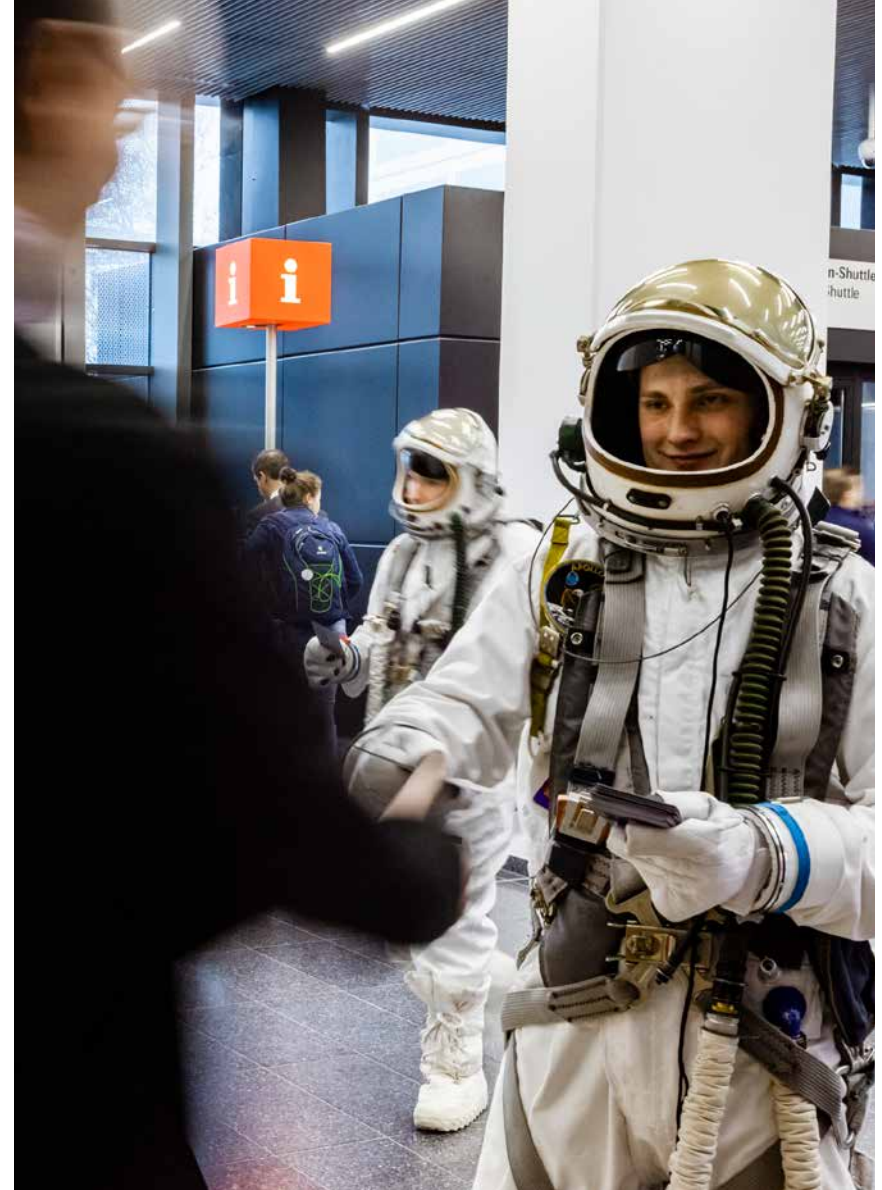
A charming smile speaks more than a thousand words! Greet visitors with information and giveaways – take advantage of our promotional offer in central locations within the exhibition grounds as well as the Rebstock multi-storey car park and main entrances.

Options and conditions

Promotion at one of the **entrances**,
daily with your own personnel: 6,200 euros
In the time from 8.30 am to 12.30 pm

Areas reserved for promotions **along the central walkways as well as in hall foyers** within the exhibition grounds, daily distribution from 9 am to 6 pm with your own personnel: 3,290 euros

Promotion in the **Rebstock multi-storey car park** at the bottom of the escalator near the Shuttle Bus station, daily with your own personnel: 3,150 euros
In the time from 8.30 am to 12.30 pm



Bag trolley

the perfect complement to your entrance promotion

Take advantage of the multiplier effect of your entrance promotion and grab the limelight in a targeted and eye-catching way with manageable costs at no great expense.

Format

W 49.14 x H 130 cm per advertising space
4 advertising spaces in all
four-sided

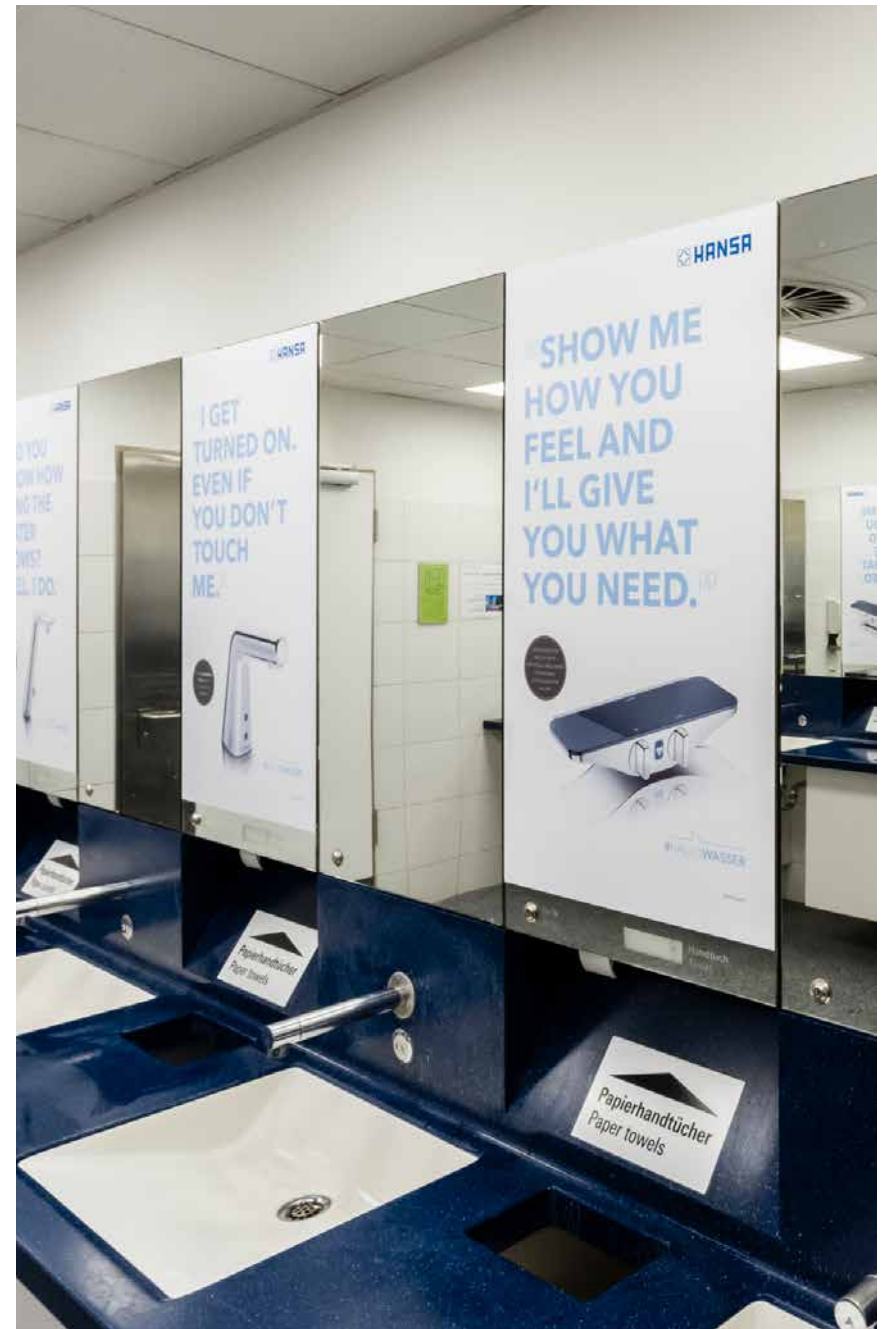
Price

Rent incl. production: 625 euros



Advertising opportunities in the exhibition halls

Why not advertise on the mirrors in the washrooms? Surprise visitors to the trade fair with a real eye-catcher. What would you like in "your" trade fair hall?



Mirror stickers in the washrooms of halls 8, 9, 11 and 12

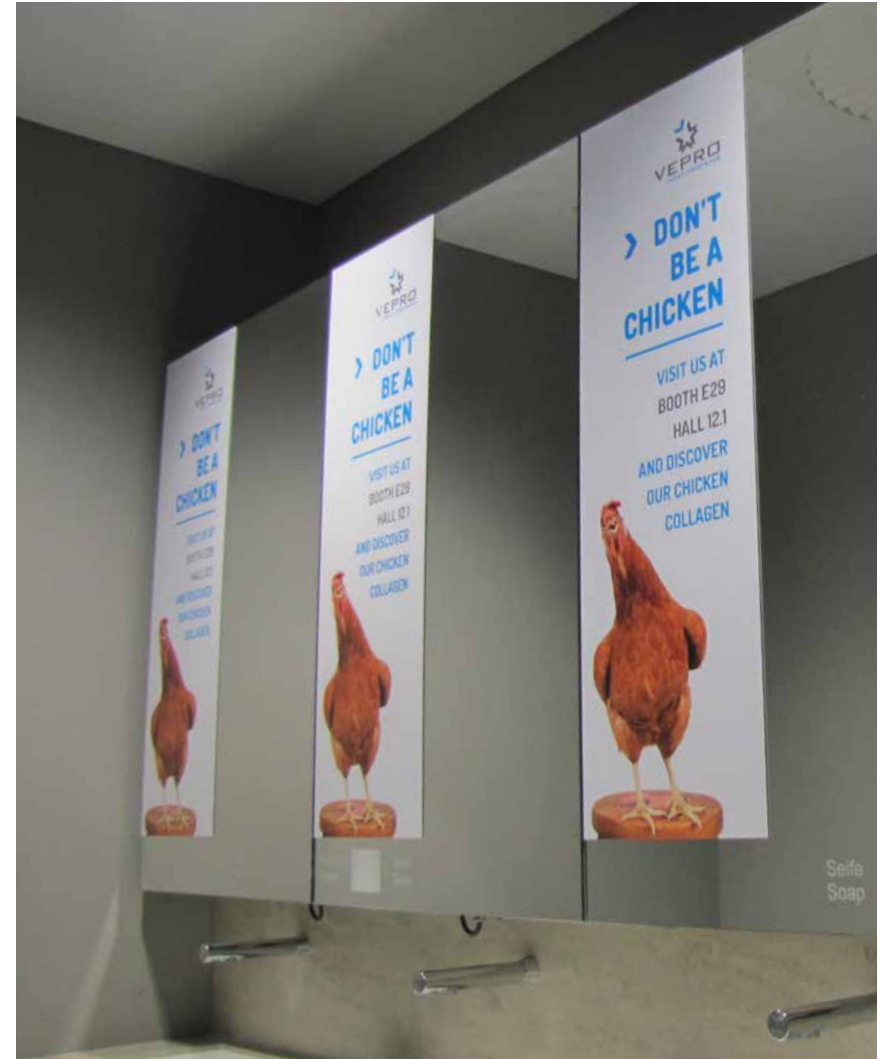
Want to clean up? Then advertise in the washrooms!

- » **Hall 8**
26 advertising spaces with the dimensions W 34 x H 88 cm
3,580 euros
- » **Hall 9.0**
15 advertising spaces with the dimensions W 44.5 x H 78 cm
2,160 euros
- » **Hall 9.1 + 9.2**
20 advertising spaces with the dimensions W 44.5 x H 78 cm
2,735 euros
- » **Hall 11.0 + 11.1**
each offering 52 advertising spaces with the dimensions W 44.5 X H 93 cm
5,235 euros per hall level
- » **Hall 12.0**
31 advertising spaces with the dimensions W 30 x H 90 cm
3,455 euros
- » **Hall 12.1**
35 advertising spaces with the dimensions W 30 x H 90 cm
3,455 euros

All prices rent incl. production

Please limit your choice of motif to a maximum of three layouts, as you will be charged for each additional motif.

Mirror advertising is also possible on all other hall levels.



Advertising opportunities on the hall facades

Attract the maximum amount of attention by your advertising on the hall facades! Our striking megaposters are visible from a long way off and impossible to overlook from the central walkways on the exhibition grounds.

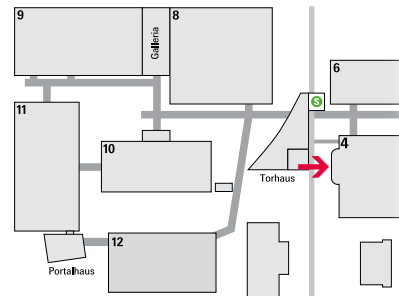


Megaposter on the facade of Hall 4 West

Opposite the suburban railway (S-Bahn) stop/
Torhaus main entrance.

Format
W 1,200 x H 1,500 cm

Price
Rent incl. production:
14,810 euros

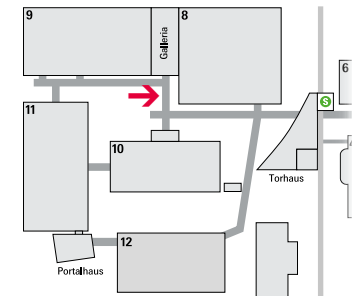


82100570 / H04_West_001

Megaposter at the Via Mobile in front of Hall 8 West

Format
W 1,360 x H 230 cm

Price
Rent incl. production:
6,165 euros



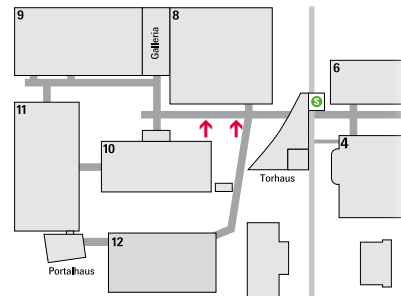
82100575 / H08_West_001

Megaposter at the Via Mobile in front of Hall 8 South

Two possible positions

Format
W 980 x H 500 cm

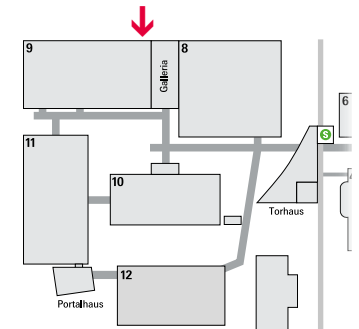
Price
Rent incl. production:
6,140 euros



Megaposter on the facade of Hall 9 North over the Galleria entrance

Format
W 800 x H 680 cm

Price
Rent incl. production:
6,315 euros



82100573 / H08_Süd_003 - 82101061 / H08_Süd_005

82100580 / H09_Nord_001

Megaposter on the facade of Hall 9 North

Format

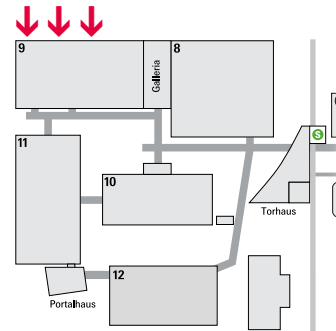
W 950 x H 1,060 cm

3 positions in all

Price

Rent incl. production:

9,185 euros per position



Megaposter at the Via Mobile along Hall 9 South

Format

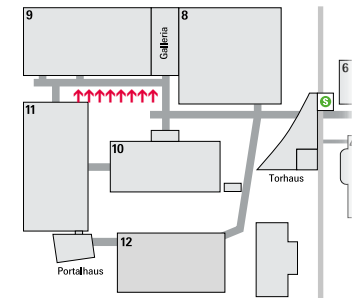
W 1,194 x H 658 cm

8 positions in all

Price

Rent incl. production:

14,095 euros per position



82100600 / H09_Nord_003 · 82100610 / H09_Nord_004 · 82100620 / H09_Nord_005

82100622 / VM_H09_Süd_001 bis 008

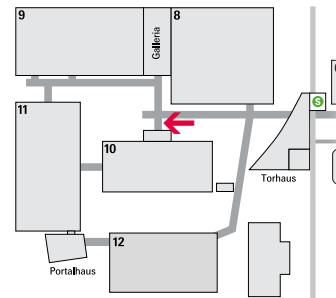
Megaposter in the passage between halls 9 and 10

Format

W 830 x H 560 cm

Price

Rent incl. production:
7,690 euros



82101064 / VM_H10_Galleria

Megaposter on the facade of Hall 10 East

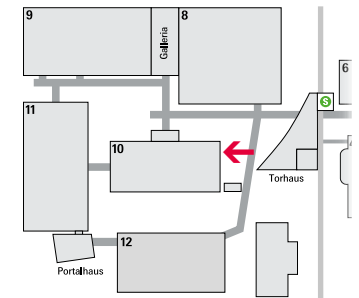
Very clearly visible from the Via Mobile to Hall 12.

Format

W 905 x H 905 cm

Price

Rent incl. production:
18,000 euros



82101063 / H10_Ost_001

Megaposter on the facade of Hall 10 North

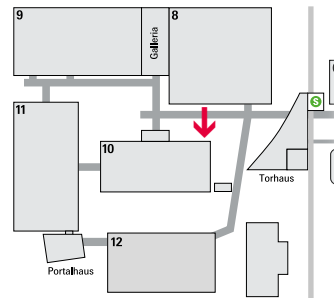
Easily visible from the Via Mobile alongside Hall 8.

Format

W 850 x H 980 cm

Price

Rent incl. production:
10,715 euros



82101062 / H10_Nord_001

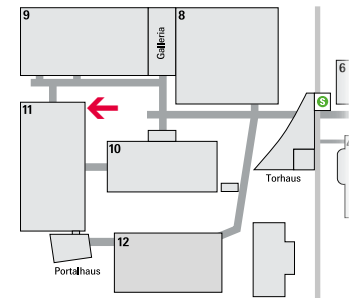
Megaposter on the facade of Hall 11 East

Format

W 590 x H 735 cm

Price

Rent incl. production:
8,515 euros



82100625 / H11_Ost_001

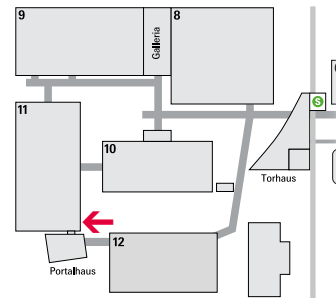
Megaposter on the facade of Hall 11 East

Format

W 590 x H 735 cm

Price

Rent incl. production:
6,910 euros



82100626 / H11_Ost_002

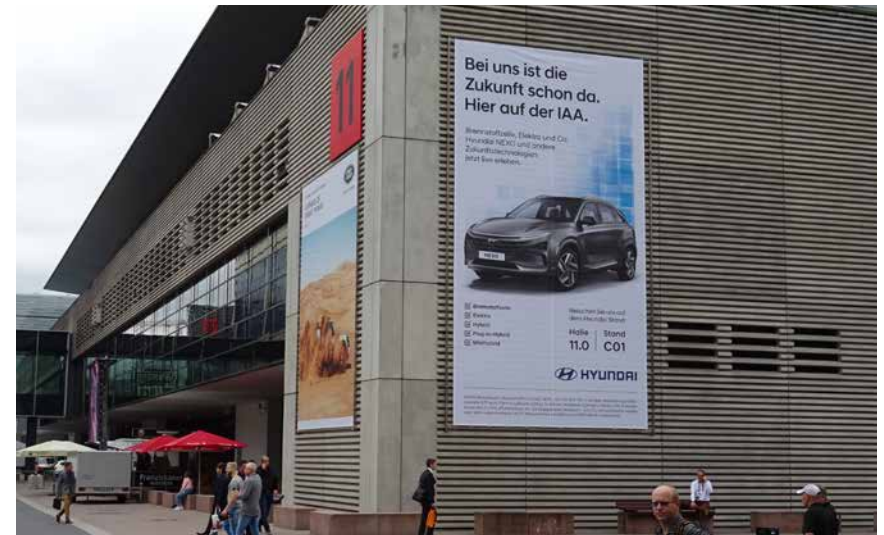
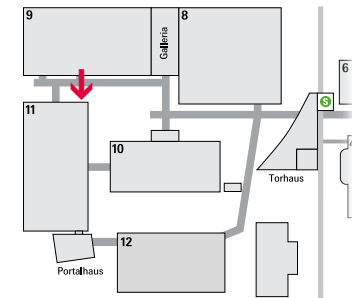
Megaposter on the facade of Hall 11 North

Format

W 545 x H 995 cm

Price

Rent incl. production:
9,285 euros



82100624 / H11_Nord_001

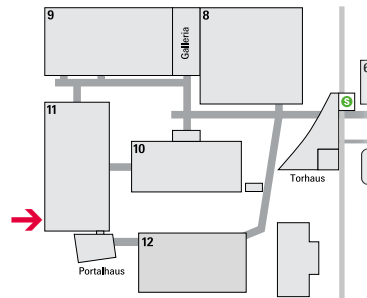
Megaposter on the facade of Hall 11 West/ Portalhaus entrance

Format

W 590 x H 995 cm

Price

Rent incl. production:
8,090 euros



82100628 / H11_West_001

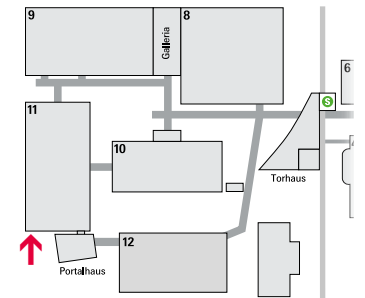
Megaposter on the facade of Hall 11 South/ Portalhaus entrance

Format

W 580 x H 995 cm

Price

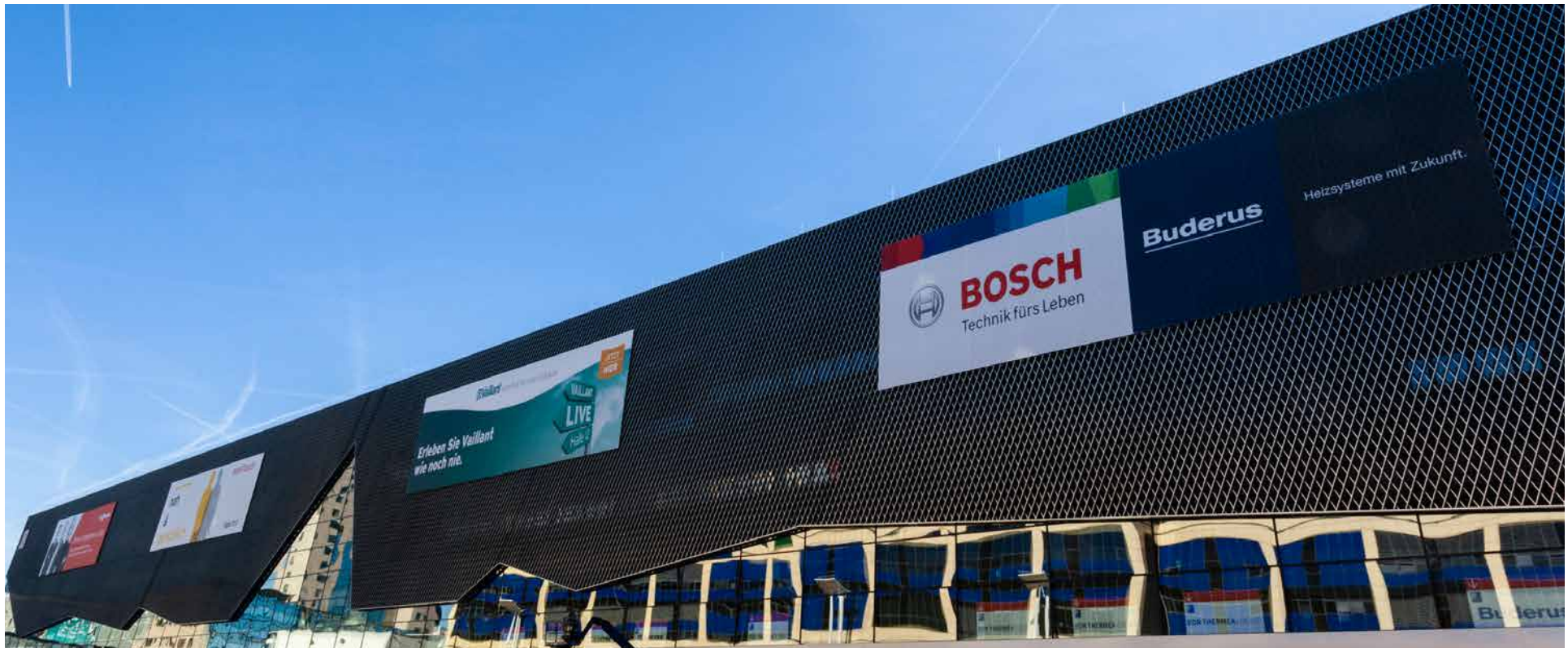
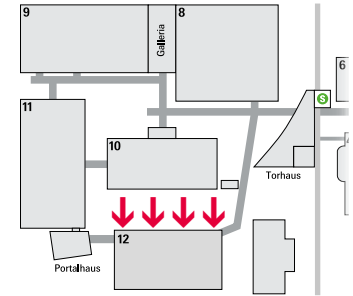
Rent incl. production:
10,540 euros



82100627 / H11_Süd_001

Megaposter on the facade of Hall 12 North

In all, four huge areas, each of which can be divided up in various ways.



Megaposter on the facade of Hall 12 North Size XL

Format

W 2,970 x H 820 cm

4 positions in total

Price

Rent incl. production:

28,765 euros per position



82100394 / H12_Megaposter_XL

Megaposter on the facade of Hall 12 North Size L

Format

W c. 2,200 x H c. 820 cm

(varies slightly from megaposter to megaposter)

6 positions in total

Price

Rent incl. production:

21,100 euros per position



82100393 / H12_Megaposter_L

Megaposter

on the facade of Hall 12 North

Size M

Format

W 1,470 x H 820 cm

8 positions in total

Price

Rent incl. production:

14,450 euros per position



82100392 / H12_Megaposter_M

Advertising opportunities in the outside areas

In front of the Portalhaus entrance, Galleria or exhibition halls, every visitor to the trade fair is exposed to your message – and is bound to take it in. So you obtain maximum visibility and with it an outstandingly effective advertisement.



» In the outdoor area

Trigo

Advertising towers at the Galleria entrance and in front of the entrances to Hall 12

Make a monumental impact with our Trigo advertising towers in front of the Galleria and Hall 12.

Formats

W 165 x H 308 cm

three-sided

Price

Rent incl. production 3 m tower:

3,210 euros



Trigo

Advertising towers at the Portalhaus entrance

Draw attention to yourself and your company! Trigo is available in two sizes.

Formats

W 165 x H 308 cm

three-sided

W 214 x H 508 cm

three-sided

Price

Rent incl. production 3 m tower:
3,210 euros

Rent incl. production 5 m tower:
5,690 euros



Specials and car park advertising

As varied as the events themselves, our advertising formats give you the chance to underscore your individuality. And make a mighty splash!



LED trailer

Large screens in the open air

Moving images move goods!

Our high-resolution LED trailers ensure that your advertising message catches the eye in a selection of outdoor locations on the exhibition grounds with large screens.

Format

Aspect ratio 16:9

Image area: W 6,000 x H 3,375 mm

Viewing area: 20,25 m²

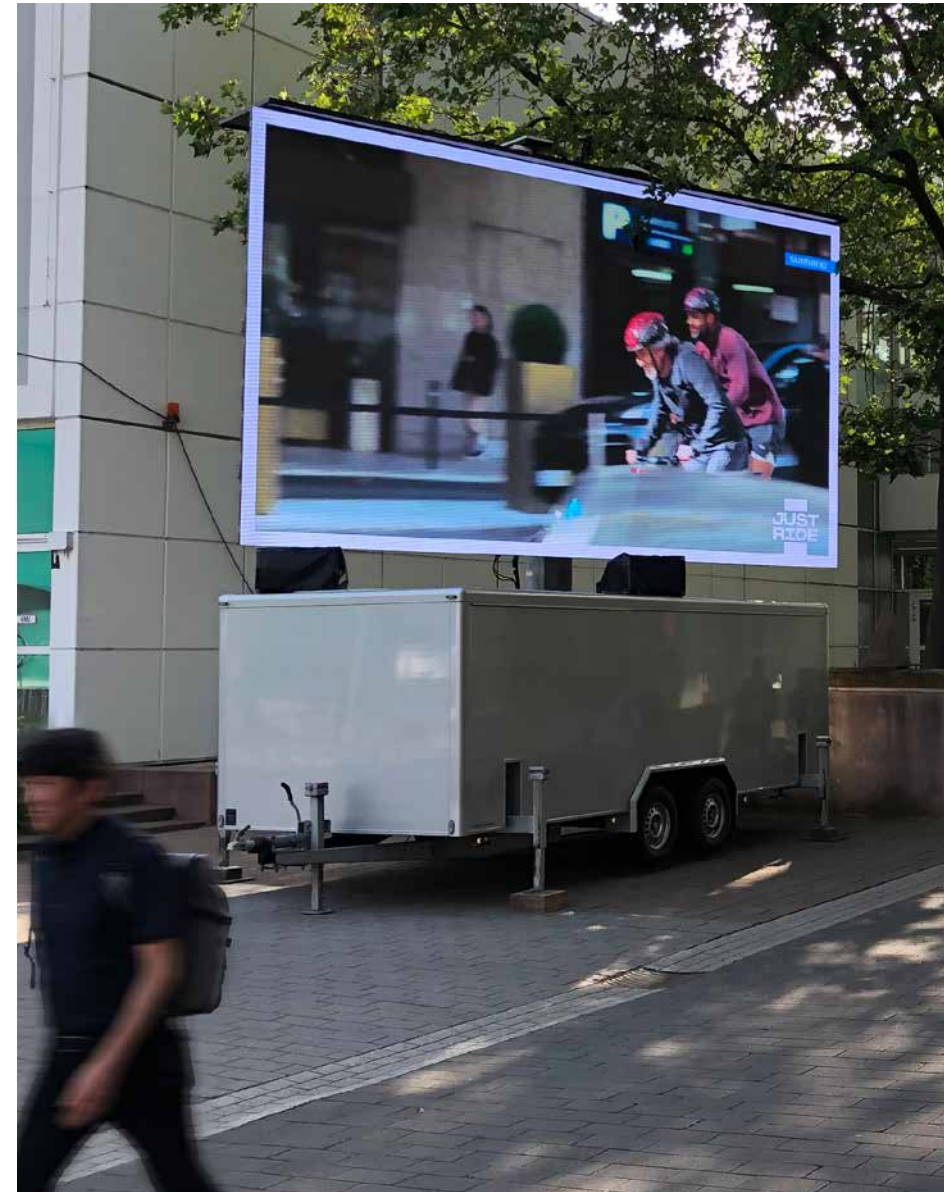
Resolution: 1,920 x 1,080 Pixel

Price

45 seconds of advertising time: 7,970 euros per LED trailer

Your advertising spot runs in rotation with other customers for the entire duration of the trade fair.

The production of your commercial is not included in the price, however we will be happy to take care of this for you. Please ask for an individual offer.



Maximo

City Star format poster frames around the exhibition grounds

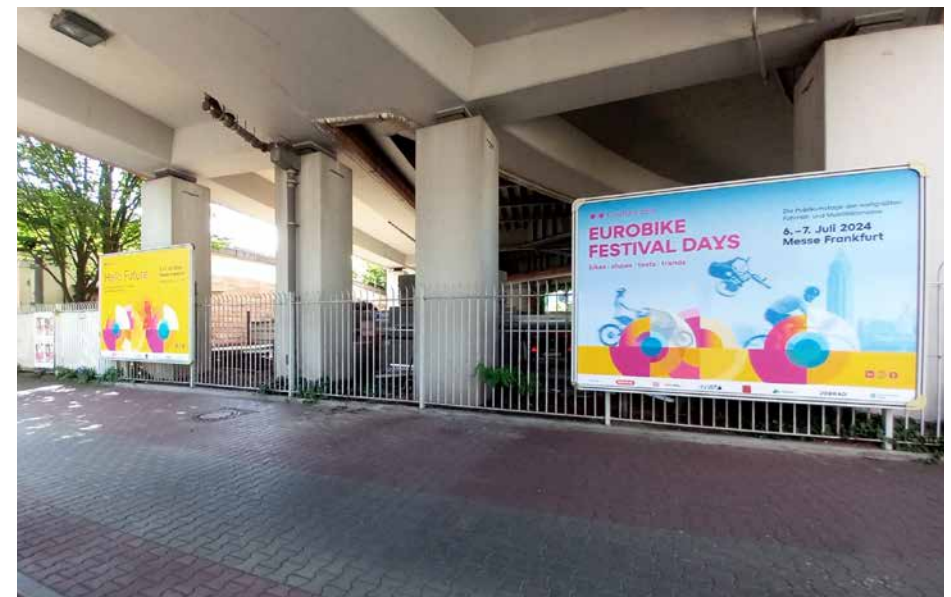
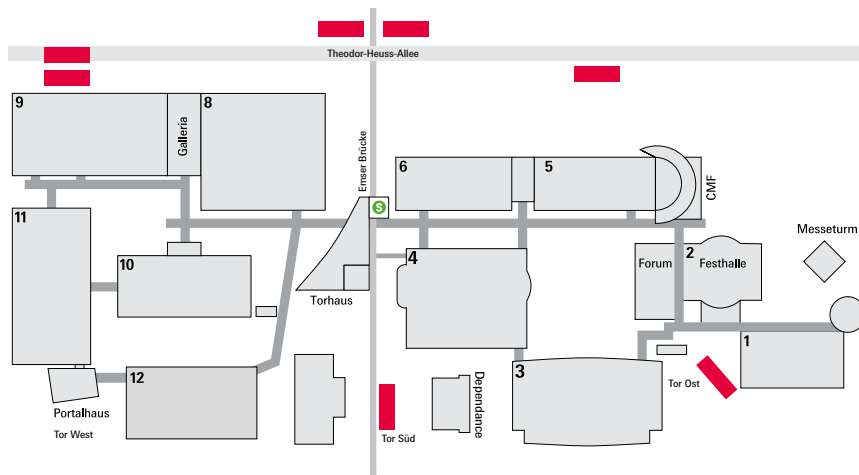
Beside the streets surrounding the exhibition grounds, there are seven strategically positioned poster frames in City Star format to convey your message to passing traffic.

Format

W 356 cm x H 256 cm
7 positions in all

Price

Rent incl. production: 1,165 euros per position



Advertising columns along the "Strasse der Nationen"

Along the route taken by the shuttle bus from the Rebstock multi-storey car park to the exhibition grounds, you can catch the eye of visitors from the outset and draw their attention to your enterprise.

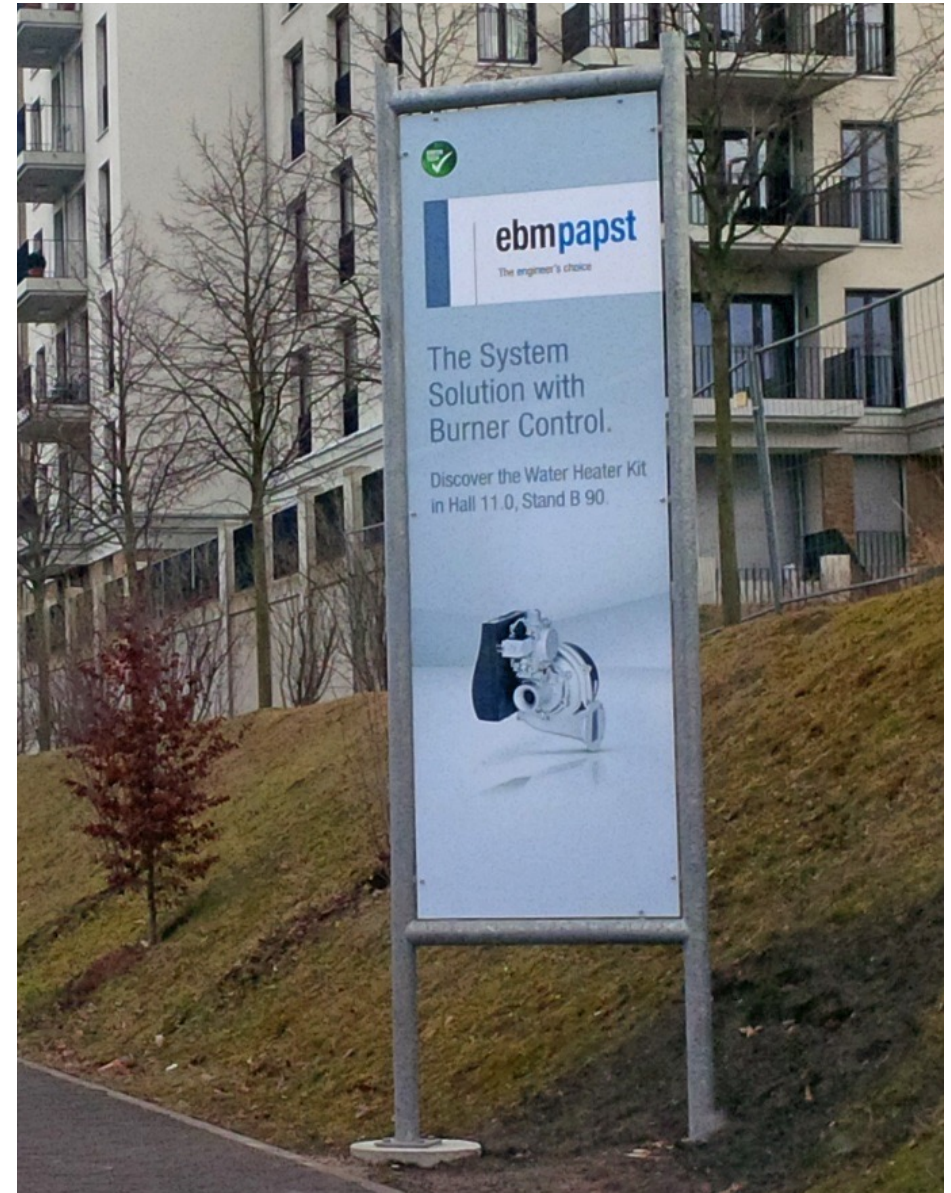
Format

W 98.5 x H 301 cm

10 positions in all

Prices

Rent incl. production: 860 euros per position



City Light poster in the Rebstock multi-storey car park

The way from their cars to the bus terminal takes visitors right past our City Light posters.

Format

W 119 x H 175 cm

20 positions in all

Price

Rent incl. production: 720 euros per position



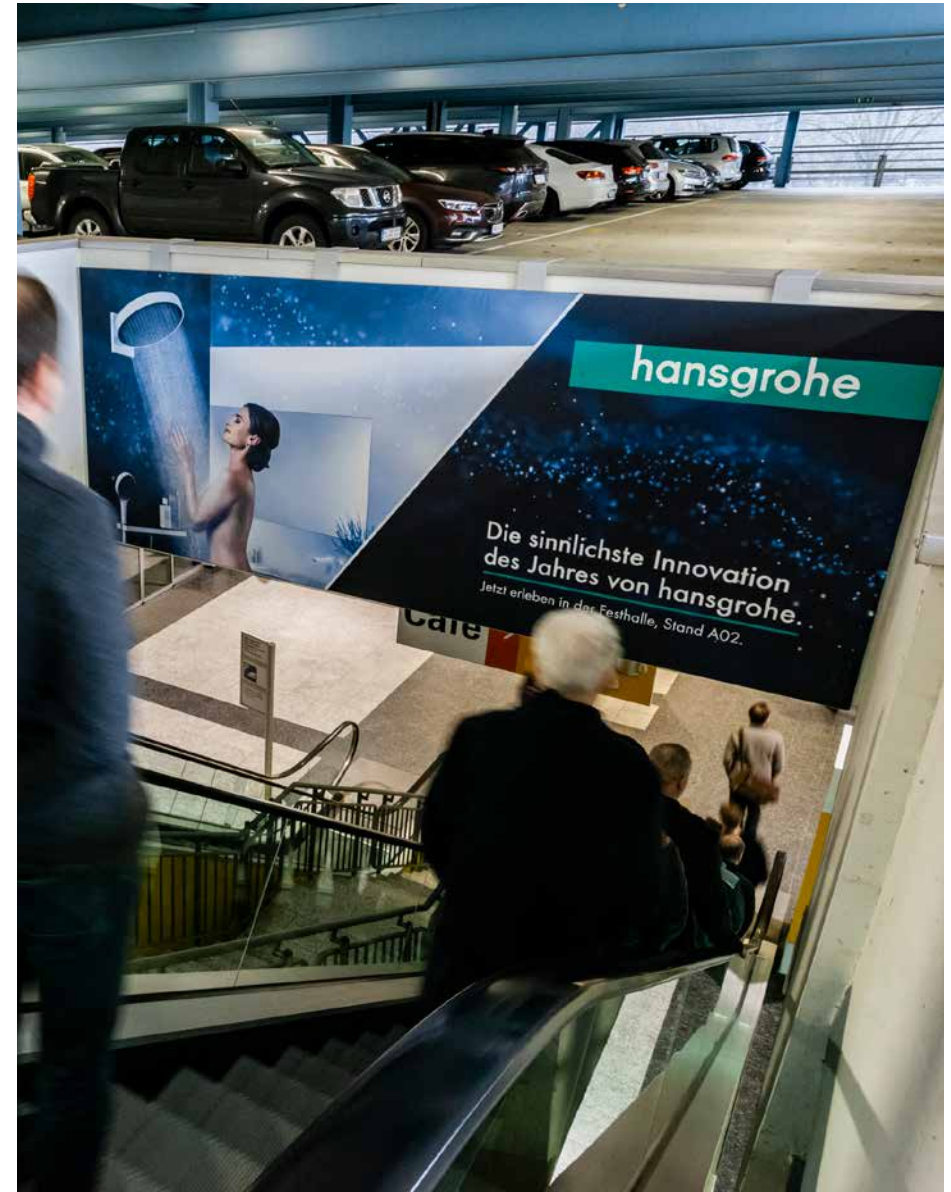
Banner in the Rebstock multi-storey car park on the balustrade over the central escalator leading to the shuttle bus stop

Format

W 500 x H 200 cm

Prices

Rent incl. production: 2,200 euros



Posto facade banners on the Rebstock visitors' car park

A large car park – large advertising spaces.
5,500 parking spaces for each day of the trade fair!

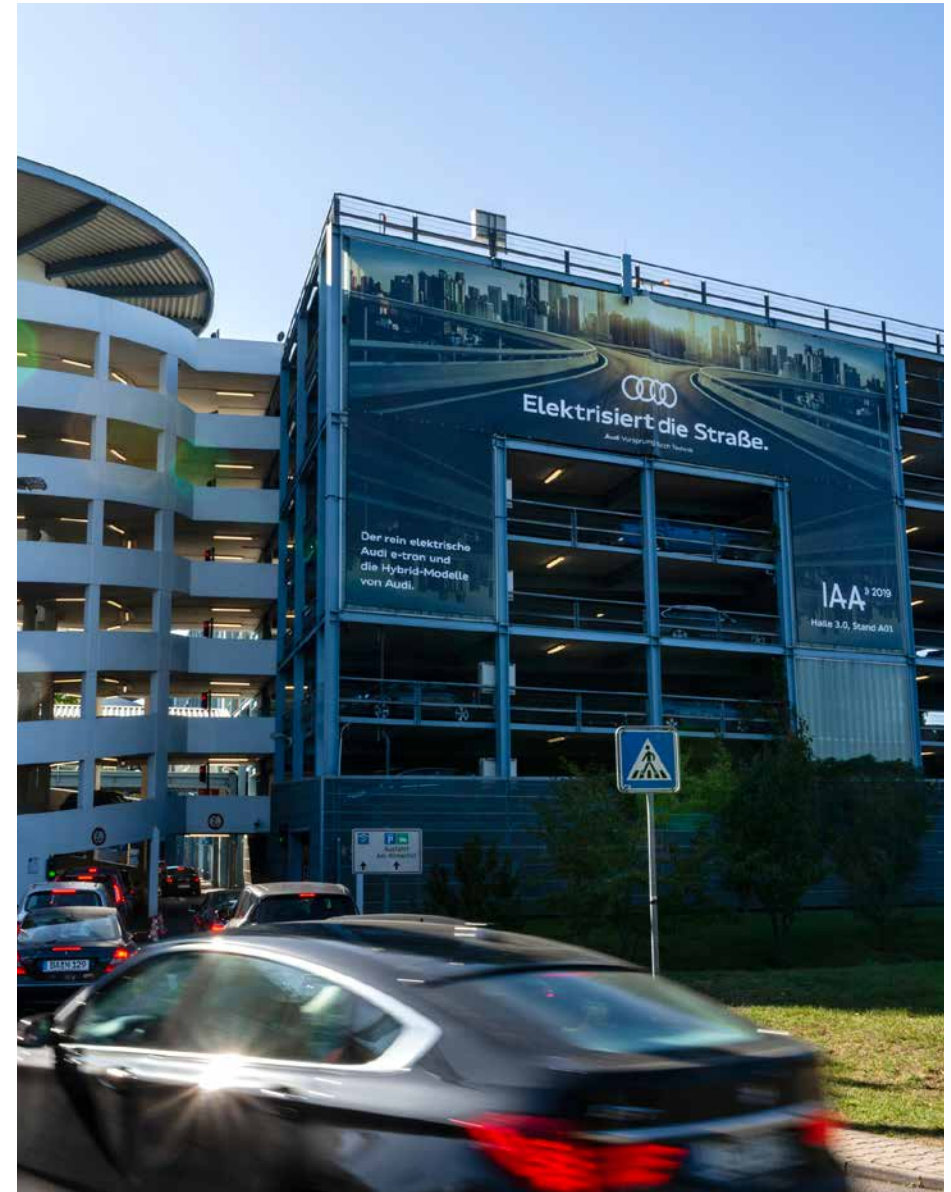
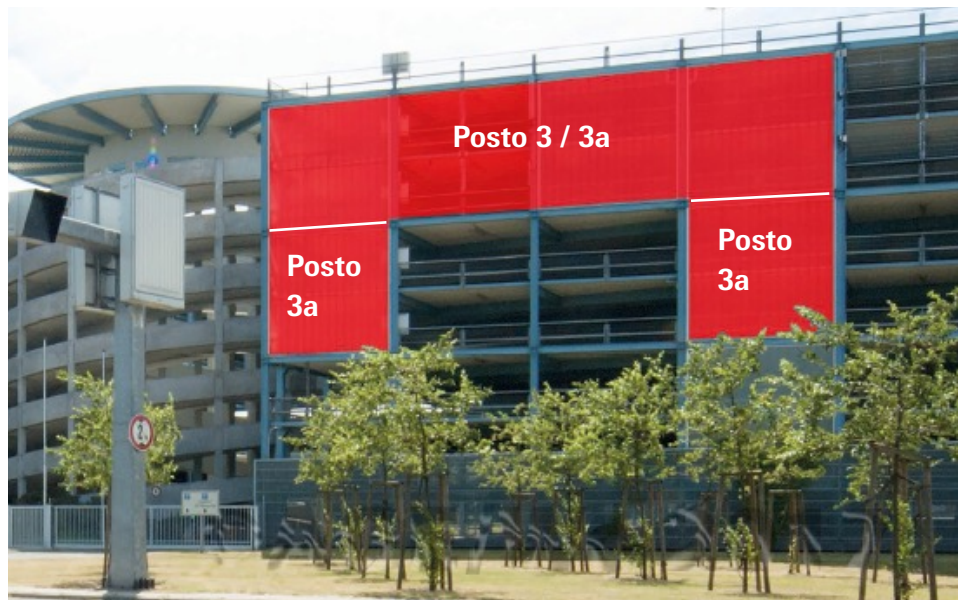
Formats and prices

Posto 3: W 2,112 x H 525 cm

Rent incl. production: 13,310 euros

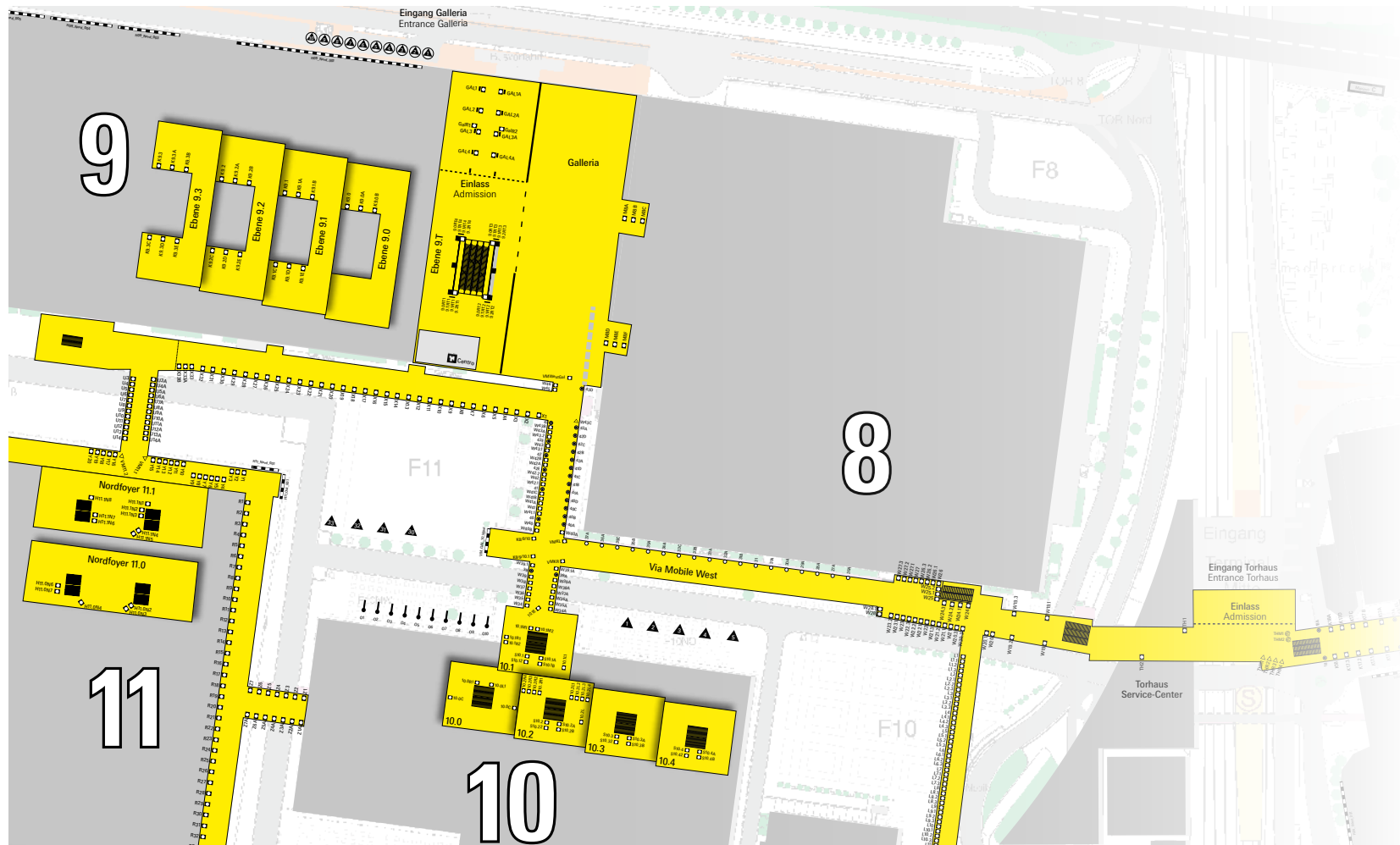
Posto 3a: W 2,112 x H 525 cm + 2 x W 471 x H 565 cm

Rent incl. production: 19,925 euros



Posto 3a

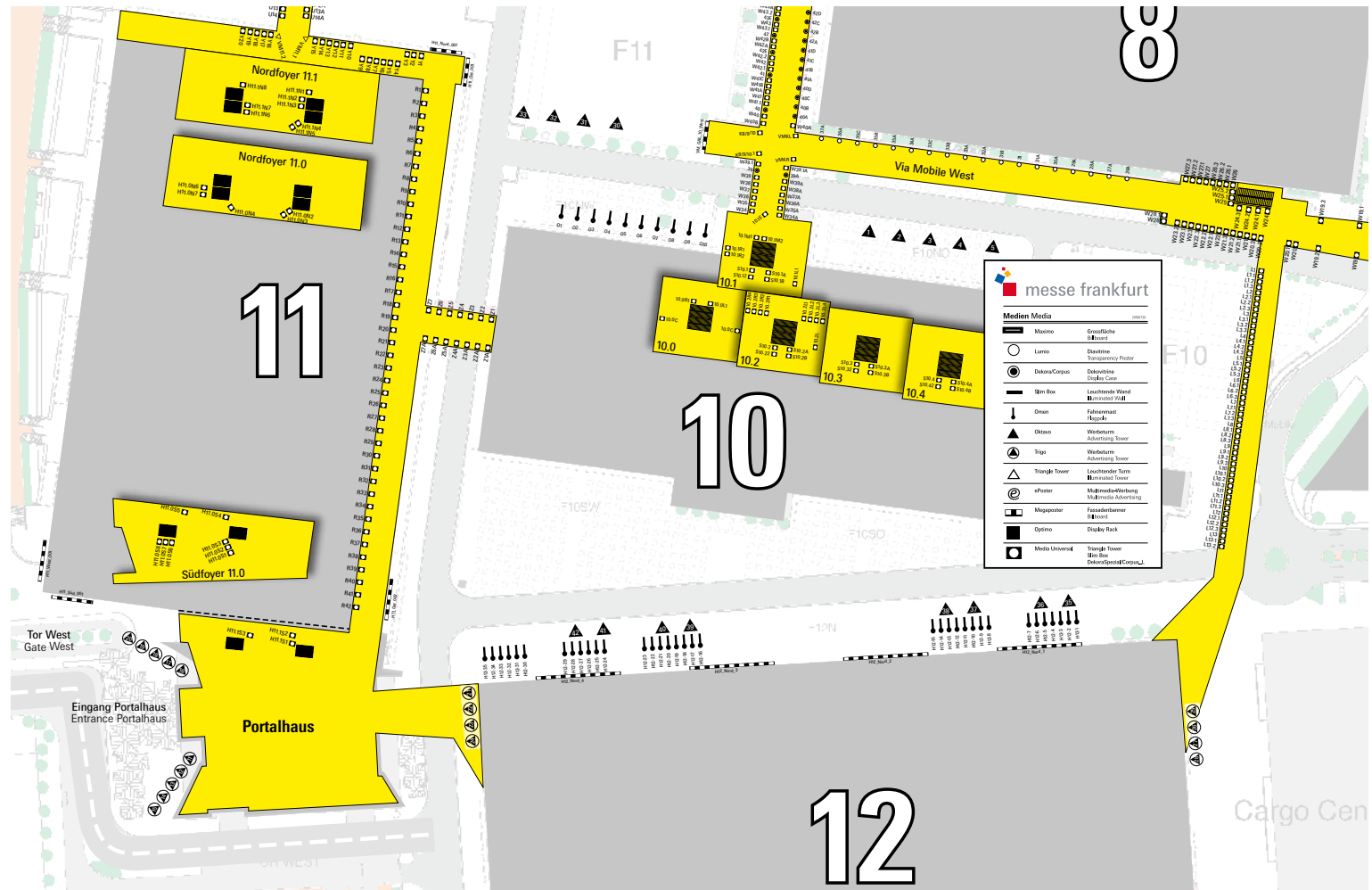
Site plan Via Mobile halls 8, 9 and 10



messe frankfurt	
Medien Media	
	Grassfläche Street
	Decken Expenditure Poster
	Decken Display Case
	Leuchtbild Wand Luminous Wall
	Fußboden Floor
	Webraum Advertising Tower
	Webraum Advertising Tower
	Leuchtbild Turm Luminous Tower
	MultiMedia/Werbung MultiMedia Advertising
	Fußbodenbanner Floor Banner
	Display Rack
	Triangle Tower Slim-Box Distanced/Expos_L

Site plan Via Mobile Halls 11, 12 and Portalhaus entrance

The Portalhaus entrance is used by all visitors arriving at the fair by car. After leaving their vehicles in the Rebstock multi-storey car park, visitors are transported to the exhibition grounds by shuttle buses. In addition, there is a taxi rank at the Portalhaus entrance.

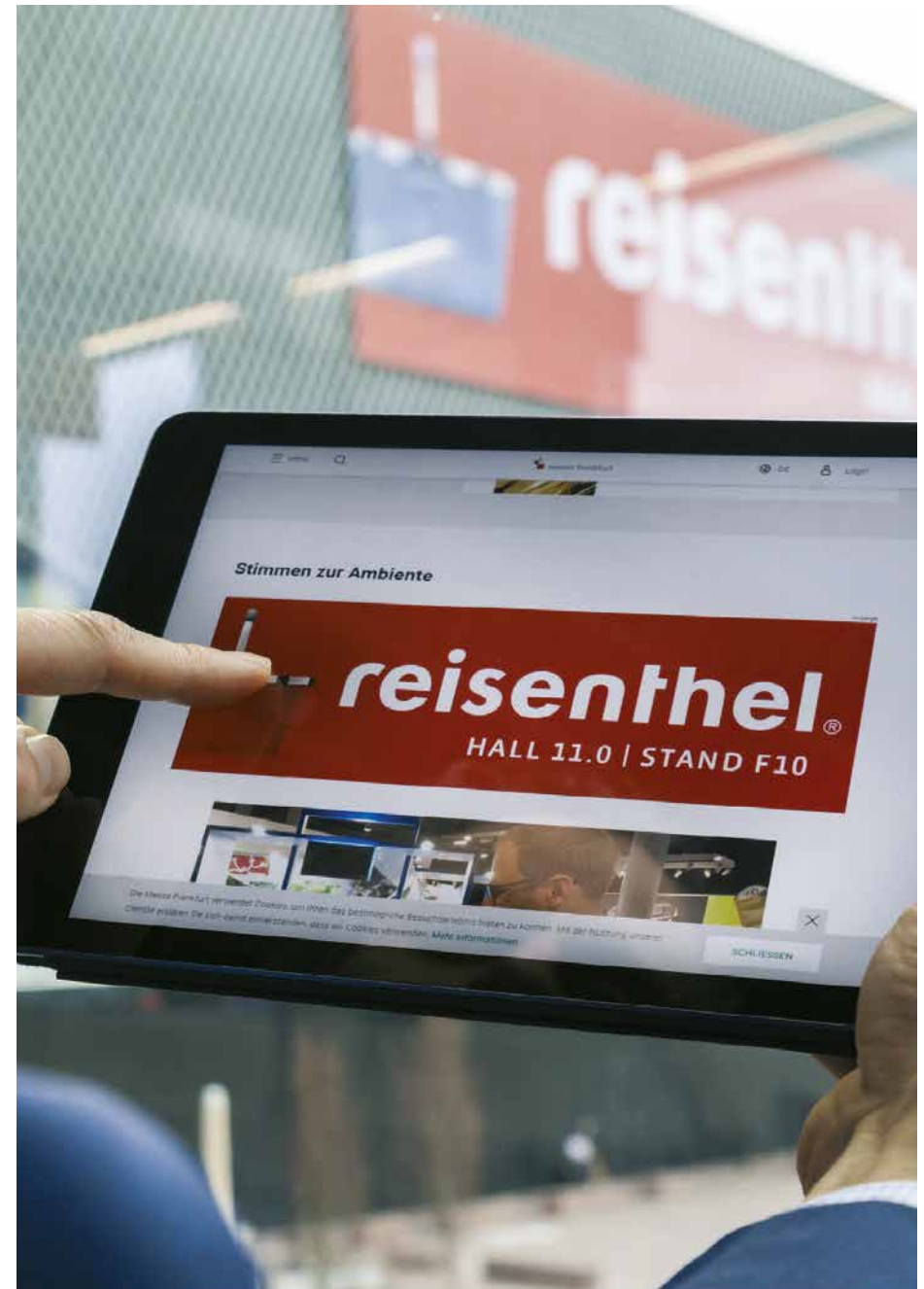
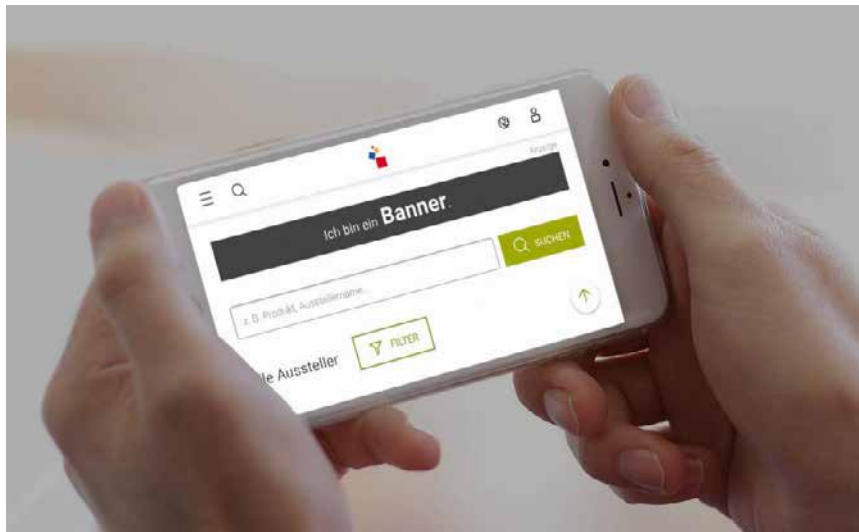


online

Online banners

Whether it's before, during or after the trade fair – with our online banners you can reach your specific target group – whatever the time of day and wherever in the world they may be. Choose from a variety of individually bookable slots, formats and sections – and attract still more attention with every click.

We will be happy to advise you as to which online banners best meet your needs.



Online banners

What do you need to know? The facts at a glance.

How you benefit:

- » you're visible to your target group worldwide
- » you can raise your profile before, during and after the fair
- » you're present on almost every smartphone on the exhibition grounds

Placement options for your online banners:

- » on the home page of the event
- » on the editorial pages
- » on the Exhibitors Search page
- » in the Event Calendar
- » in the Ticket Shop
- » in the app

Bear in mind:

- » there are many options available for every budget
- » the display period of your online banner depends on different criteria. Most of online banner campaign commences at least four weeks before, and ends four weeks after, the event.

Advertising on the home page and editorial pages

Home page

for c. 30% of the page height

Banner name	Price
10:1	1,080 euros

Availability: max. 10 banners in alternation

Editorial page

for c. 30% of the page height

Banner name	Price
10:1	540 euros

Availability: max. 10 banners in alternation

Part of the media and marketing packages
Booking only subject to availability



Website

App

Advertise on the Exhibitors Search page

Catch the eye with a 10:1 banner placed directly above the query field on the Exhibitors Search page.

Price

Exhibitors Search – Header

10:1 Billboard 3,165 euros

Availability: max. 10 banners in alternation

Place your banner beneath the 7th item in the search results list in the standard Grid View.

Price

Exhibitors Search – Grid View

1:1 Grid View 1,080 euros

1:2 Grid View 1,520 euros

Availability: max. 10 banners in alternation



Website

App

Advertise in the Event Calendar

With a 10:1 header banner in the Event Calendar, maximum visibility is guaranteed!

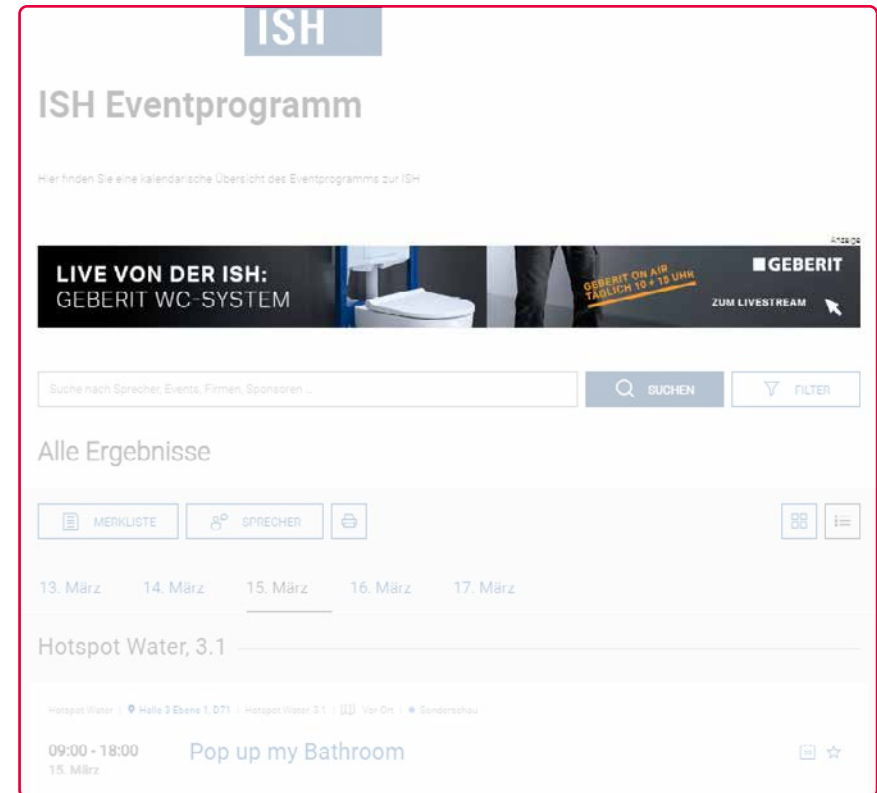
Here you'll catch the eye of everyone wishing to consult the timetable of workshops, lectures, seminars, demonstrations etc. scheduled to take place during the event.

Price

Event Calendar – Header

10:1 Billboard 3,165 euros

Availability: max. 10 banners in alternation



Website

App

App Banner

The digital signpost to your stand

Eurobike's Navigator app is an indispensable guide for every visitor.

Depending on the screen size and format, the appropriate version of your banner will be displayed at the bottom of the screen.

Slot	Price
Dashboard	2,275 euros
Exhibitor search	1,645 euros
Plan of the fairground	1,010 euros
Events	635 euros
Watch list	635 euros

Availability: max. 10 banners in alternation

Part of the media and marketing packages (Dashboard only)
Booking only subject to availability

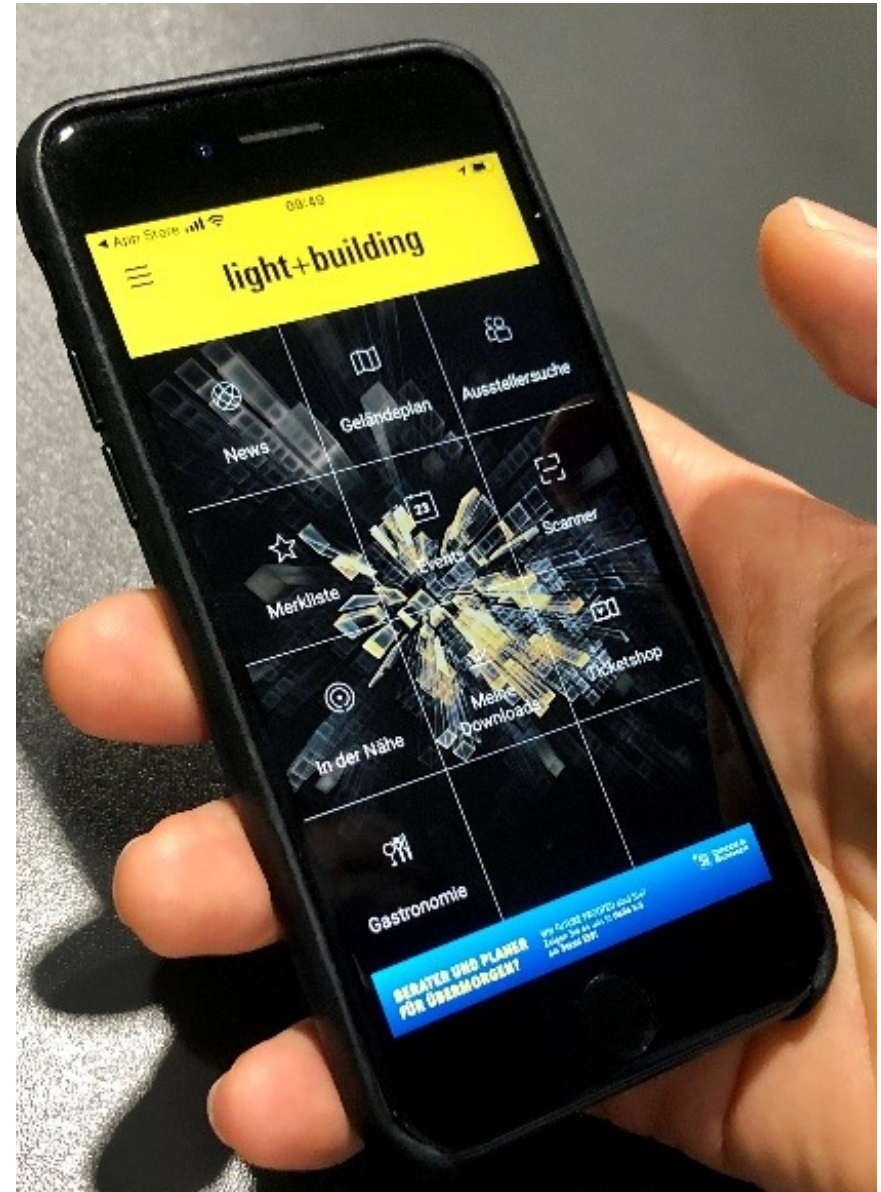
- Website
- App



Banner in the app / Menu (with Bottom Bar Navigation)



Banner in the app / Exhibitor search



Banner in the app / Menu

Ticket Banner

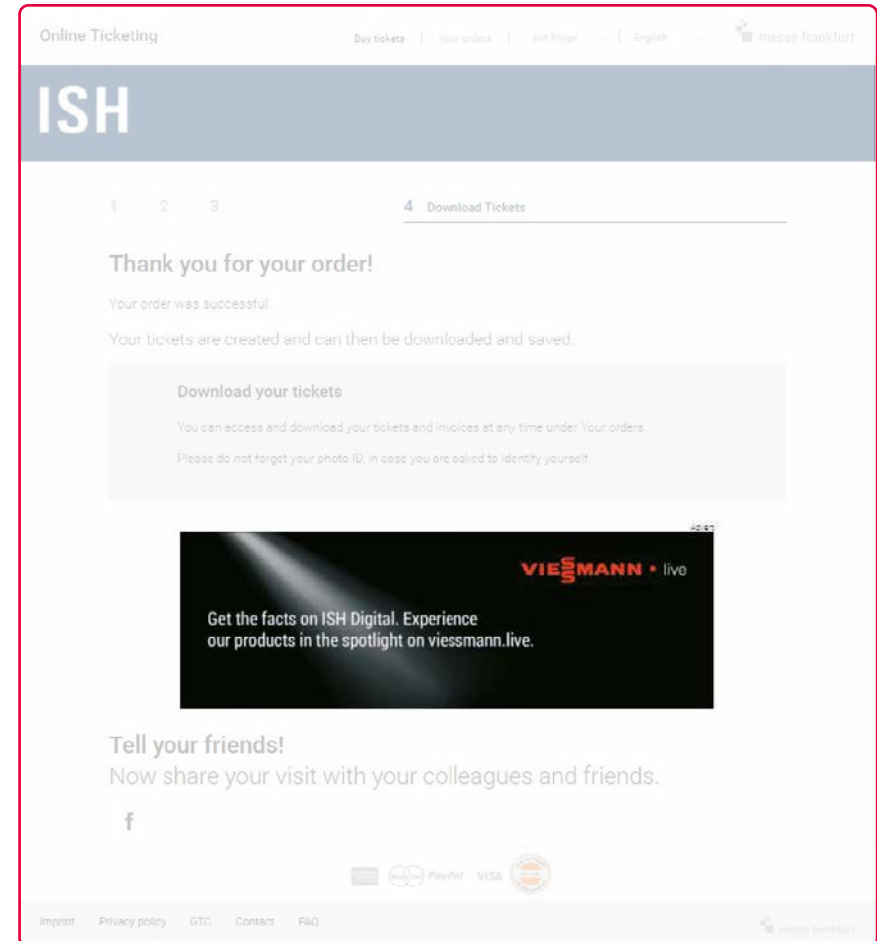
Exclusivity maximizes visibility

The banner in the Online Ticket Shop offers you a unique opportunity: with it you will be seen by all visitors buying their tickets, or redeeming vouchers, online – and do so at the very moment they download their entrance tickets!

A limited offer – only one ticket banner is available per event – and a very attractive one too! When the purchase of the ticket is concluded, your banner remains visible on the page to catch the eye of the beholder and awaken their interest.

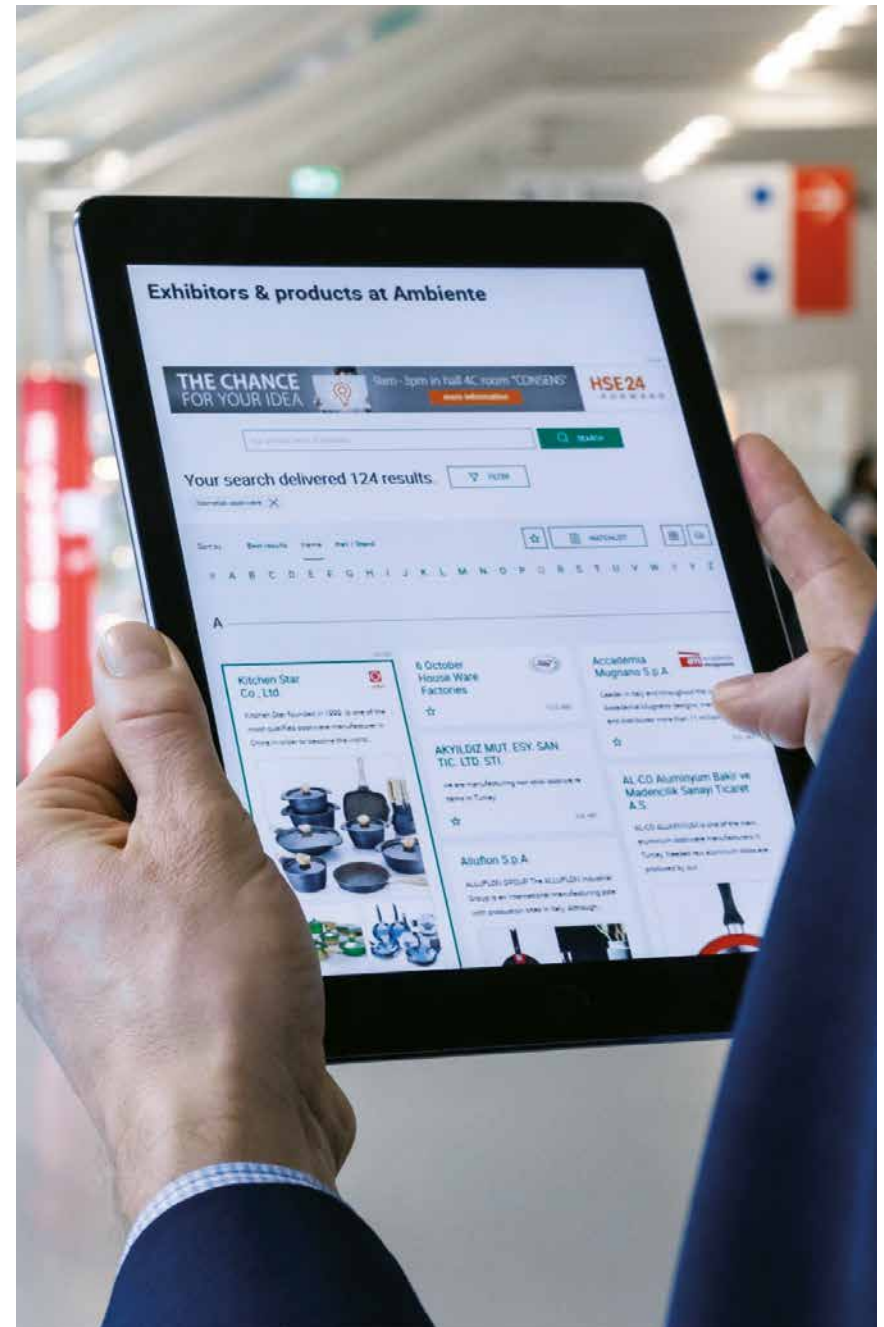
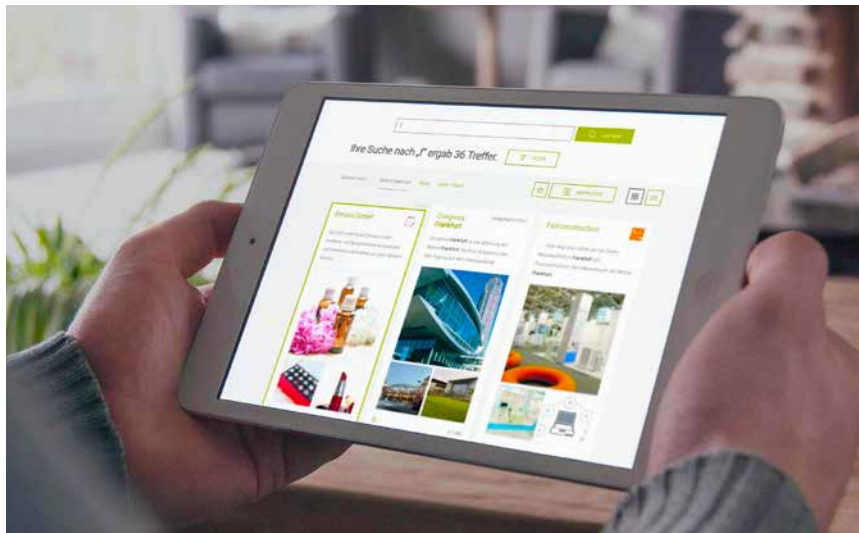
Reserve your Ticket Banner before one of your competitors beats you to it!

Price
3,165 euros



Native advertising

Burst from the pack and leave your competitors trailing in your wake! Snap up one of our premium advertising slots to make your company and your products stand out from the rest. You'll have to be quick, though, because their number is strictly limited.



Front Page Box

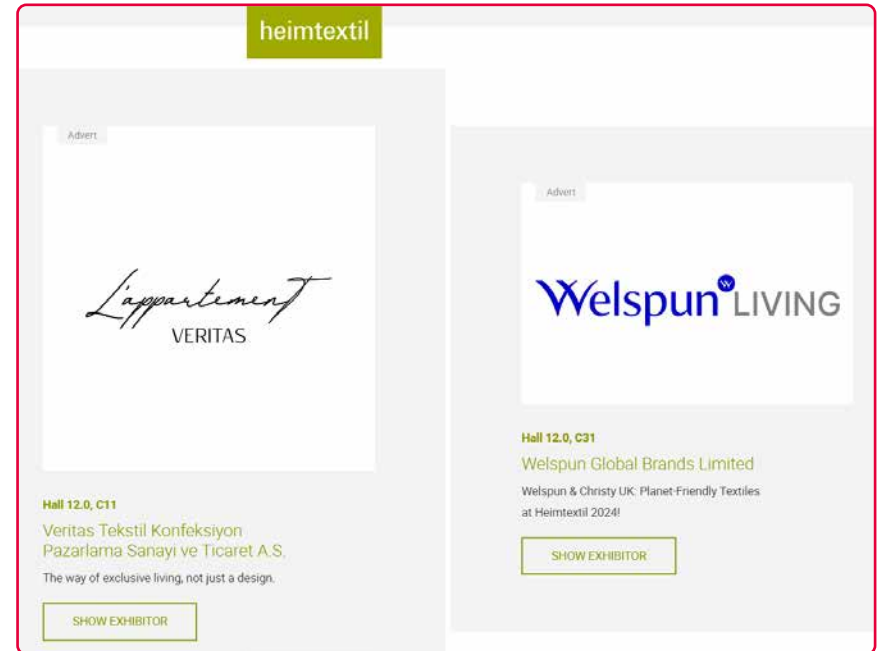
Turbocharge your company profile

Eurobike's home page is the first port of call for anyone wanting to find out more about it. Native advertising gives you the opportunity of advertising your company and its products in a really prominent position.

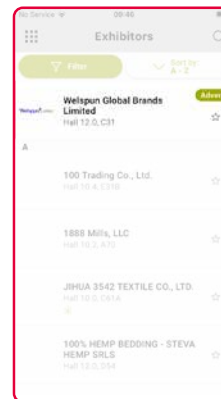
A Front Page Box links directly to your company profile. This product is displayed on all Eurobike's platforms – as well as on the interactive map of the exhibition grounds. A maximum of four Front Page Boxes are displayed per page view, with availability limited to 12 boxes.

Price
1,205 euros

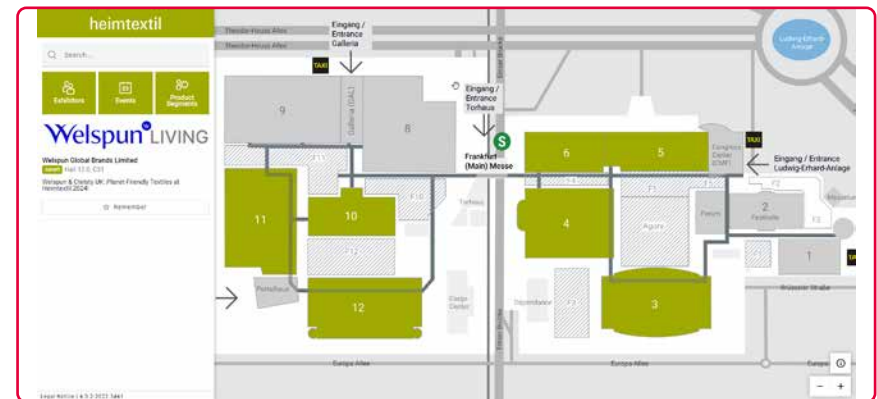
-  Website
-  App



Front Page Box on the home page (desktop)



Front Page Box in the Navigator app



Front Page Box in the interactive map of the exhibition grounds

Top of Search

Pride of place in the list of search results

Top of Search makes you Number One!

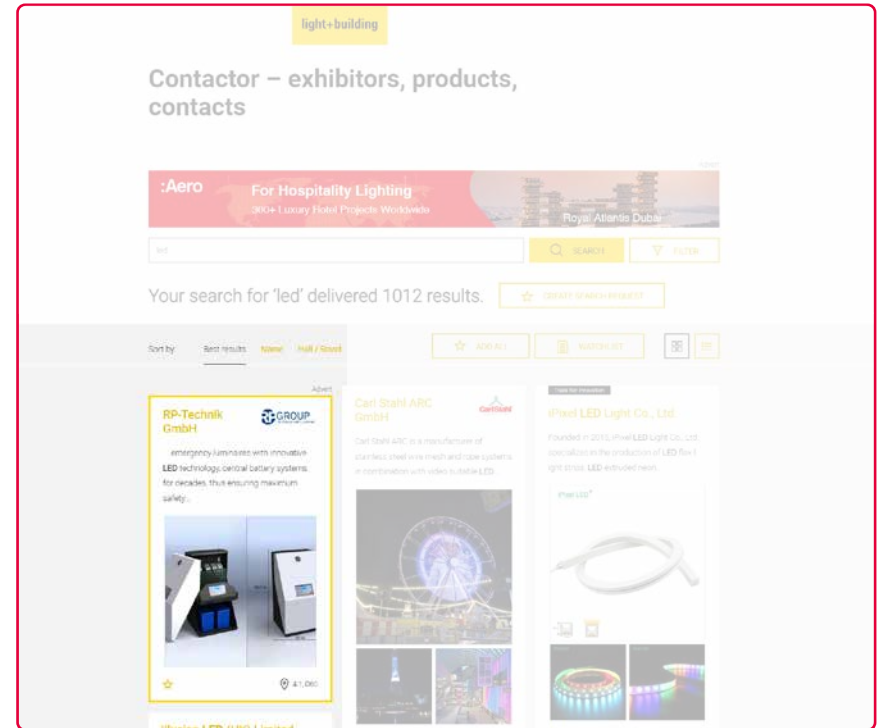
Whether on the website or in the Navigator app, provided the information in your exhibitor profile features among the search results, your company will be the first one listed.

This way you are directly linked to the matching search terms and benefit from up to 80% more hits on your company profile. Top of Search can be booked by a maximum of ten customers. Act now and make sure you're one of them!

Price
1,520 euros

Part of the media and marketing packages
Booking only subject to availability

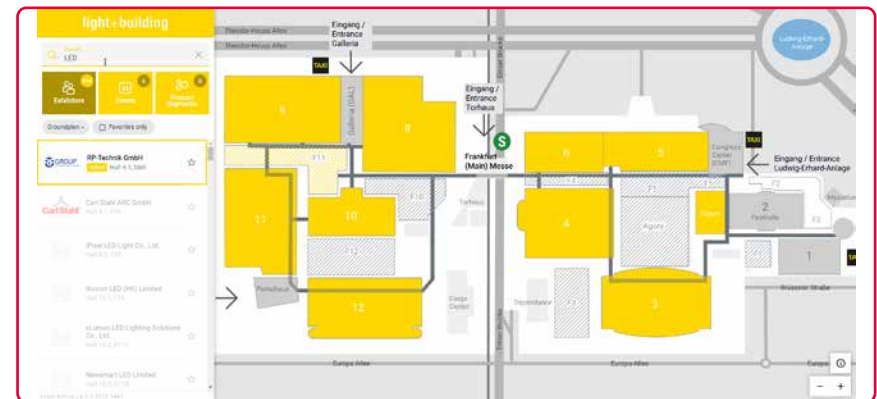
- Website
- App



Top of Search on the home page (desktop)



Top of Search in the Navigator app



Top of Search in the interactive map of the exhibition grounds

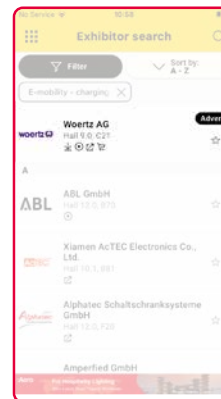
Top of Product Group Targeted advertising

Be the front-runner in your product group by ensuring that your entry appears in first place – ahead of all other Product Group Search results.

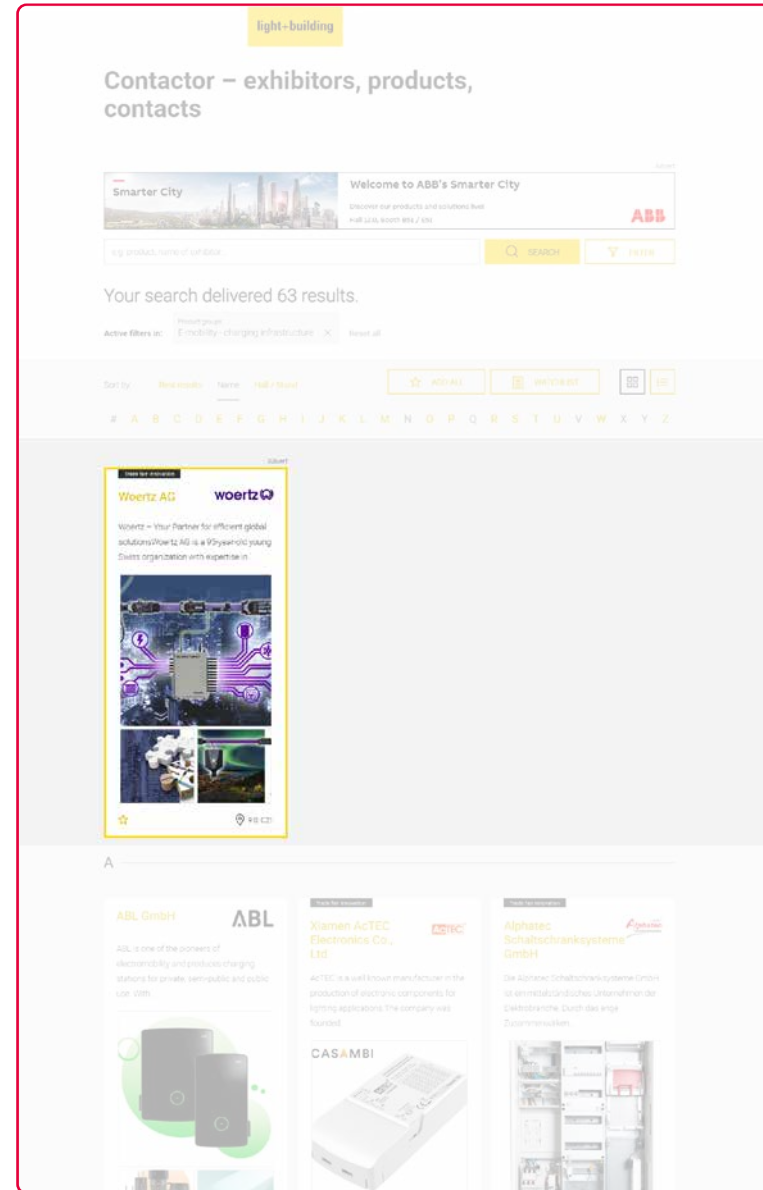
Your company profile will get up to 50% more page views as a result. This product is displayed on all platforms of Eurobike, and it can be booked for all available product groups. Only three Top of Product Group listings are offered per product group. So it pays to be quick!

Price
760 euros

- Website
- App



Top of Product Group in the Navigator app



Top of Product Group on the home page (desktop)

Contact

Your contact persons

at Messe Frankfurt Medien und Service GmbH

Tanja Eschmann
Tel. +49 (0) 69/75 75-58 56
tanja.eschmann@messefrankfurt.com



Tom Brozić
Tel. +49 (0) 69/75 75-35 18
tom.brozic@messefrankfurt.com



We are here for you. Contact us!