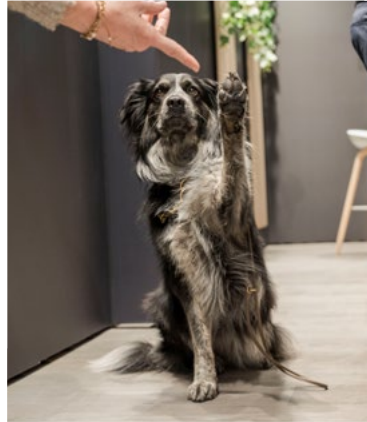


promote your trade fair appearance

Media data for the trade fair media 2025



your advertising media

Dear exhibitors,

area30 provides you with a broad range of advertising media that you can use to present your company / your brand(s) effectively.

Various advertising media are only available in limited unit quantities. For these types of media, bookings are made on a first come, first served basis. Please make your booking via your Aussteller Management System (AMS).

You have access* to your trade fairs at any time with your personal login to the AMS and can easily book advertising media online.

Access to the AMS: <https://aussteller.trendfairs.de/#/e/offer/42>

*Your user name is usually your e-mail address. If you do not yet have access or have forgotten your password, please request a new password via 'Forgot password'.

Important booking and delivery dates

- **Booking Leitmotif and 'powered by' package:**
Please book immediately due to the prompt production of advertisements, banners, inserts etc.
- **Data delivery for Leitmotif and Logo 'powered by' package**
Please immediately after booking
- **Data delivery of the other media**
Please send your booked advertising media by **17 June 2025 at the latest** either by email or as a download link:
Nora Täumer, taeumer@trendfairs.de

advertising credit* for double trade fair bookings!

Dear exhibitors,

will you be taking part in two trendfairs GmbH trade fairs in 2024? This is an opportunity for us to express our appreciation for your solidarity in this way.

In the calendar years in which you take part in two trade fairs from 2024, you will receive an advertising credit* as a special bonus for that year. This advertising credit* will be deducted from the cost you incur when you book advertising at one of the two trade fairs this year.

Total stand size up to 120 m²

If you have a total stand size of up to 120 m² at both fairs, you will receive an **advertising credit*** for the calendar year of **EUR 250***.

Total stand size from 121 m² upwards

If you have a total stand size of 121 m² or more at both fairs, you will receive an **advertising credit*** for the calendar year of **EUR 500***.

* Advertising credit provisions

The advertising credit is only valid in the calendar year in which you take part in two exhibitions. Transfer to subsequent years is excluded. The advertising credit is only valid for advertising bookings. It is not transferable to third parties. Cash payments, bank transfers etc. are excluded. If a trade fair is cancelled, the credit becomes invalid.

The advertising credit can be applied only to the media indicated:

Advertising credit accepted for double bookings at trade fairs

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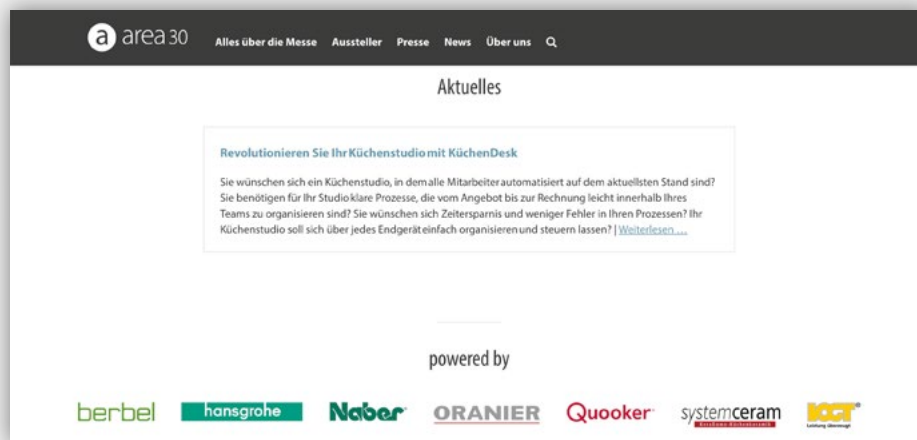
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Advertising packages package 'powered by'



Example: area30 2023 website

package 'powered by'

Your company / brand logo are key online and print advertising measures.

The booking options are limited to a maximum of 7 companies / brand logos.

Please book straight away to ensure that your logo can start working for you right away.

Your Logo on area30 media:

- on the website homepage
- in each trade fair visitor newsletter (approx. 8 newsletters, to approx. 20,000 recipients)
- on the ticket (over 12,000 pieces) to the trade visitor (approx. 12,000 pieces)
- on the editorial page of the trade fair magazine
- on the signs for the floor plan
- on advertisements in trade fair magazines
- on the shuttle bus
- on area30 water bottles
- in the credits of the area30 trade fair film
- on the counter in the catering area

Investment

EUR 3,995

Booking until 17 June 2025

7x available

Data specification

Digital logo as vector file, 4c

Data delivery

trendfairs only needs your high-resolution vector logo as an eps or pdf file.

Please send the data or download link as soon as possible by email to:
Nora Täumer, taeumer@trendfairs.de

Advertising packages package 'powered by'

Editorial

D Willkommen, welcome, bienvenue, welkom, benvenuto, witamy!
Herzlich willkommen zur Fach- und Ordermesse area30, dem Top-Event für die europäische Küchenbranche. Spannende und neue Produktentwicklungen, aktuelle Überleitungsangebote und smarte Business-Ideen stehen für Sie auf der nun zweiten area30 vom 14. bis 21. September 2023 bereit.

Wir freuen uns, für unsere Besucher aus der ganzen Welt ein charmanter Gastgeber zu sein und zum Kommunizieren, Netzwerken, Präsentieren und natürlich zum Finden der perfekten Plattform bieten zu dürfen.

trendfairs setzt alles daran, dass die Erfolgsgeschichte der area30 von Jahr zu Jahr fortgeschrieben wird, optimiert das Konzept weiter und sorgt für exzellente WählMöbL-Atmosphäre. Für nachhaltige Kontakte zwischen Ihnen und den ausstehenden Marktführern, hochwertigen Labels, Start-Ups bzw. Traditionsbetrieben aus der Küchenbranche stellen die area30 Ihre und ergänzende die „area30 award“ – werden doch genau hier Produkte und Leistungen gezeigt, die ungewöhnlich und herausfordernd für die Branche sind. Erläutern Sie auf der Stage Vorzüge und Diskussionsrunden um das Thema Innovation, Design und Technik.

Nutzen wir gemeinsam den Schwung der Branche für Ihr erfolgreiches Business!
Herzlichst Ihr trendfairs Team

E Willkommen, welcome, bienvenue, welkom, benvenuto, witamy!
Welcome to the area30 trade and order fair, the top event for the European kitchen industry. Exciting and new product developments, attractive service offers and smart business ideas are ready for you at the now twelfth area30 from 14 to 21 September 2023.

We look forward to being a charming host for our visitors from all over the world and to offering the perfect platform for communicating, networking, presenting and, of course, selling.

trendfairs does everything in its power to ensure that the success story of area30 continues from year to year, further optimizing the concept and providing an excellent feel-good atmosphere. area30 stands for lasting contacts between you and the exhibiting market leaders, high-quality labels, start-ups and traditional companies from the kitchen sector. The „area30 award“ is new and unique – it is here that products and services are presented that provide impetus and point the way to the future for the industry. Experience lectures and discussions on the subject of innovation, design and technology.

Let's use the momentum of the industry together for your successful business!
Sincerely yours trendfairs team



Eintrittsticket / Visitor Ticket



Messezeiten / Exhibition times
Samstag, 21. September 2024
bis Donnerstag, 26. September 2024
täglich von 09.00 bis 18.00 Uhr

Veranstaltungsort / Venue
Lübbecker Straße 29
32584 Löhne
www.area-30.de/routenplan

www.area-30.de
FREE WIFI: wirsehens

D Mit Ihrem Eintrittsticket können Sie sofort die Messe betreten. Ihr Eintrittsticket ist nur für Sie gültig.
E With your ticket, you can immediately enter the trade fair. Your admission ticket is only valid for you.

E Please present a print-out of your entrance ticket or use your smartphone / smart watch to scan the code. With your ticket, you can immediately enter the trade fair. Your ticket will be scanned when entering the hall.
We hope you have a successful visit to the trade fair!

E Please note: Photography and filming will take place at area30. We use the recordings to document the event and for PR. They will be used on our website, in print media for exhibitor and visitor communications (including acquisition) and on our social media channels. As part of our PR measures, selected recordings will be made available to the trade media for download on our website.

E Your parking options
You will find plenty of parking spaces directly at the exhibition center or in the immediate vicinity. A free shuttle service is also available at the Alten-Schuetter-Strasse_37@area-30.de.

D Bitte zeigen Sie Ihr Eintrittsticket ausgedruckt oder auf Ihrem Smartphone / Ihrer Smartwatch zum Scannen vor. Sie können mit Ihrem Eintrittsticket die Messe direkt betreten. Das Ticket wird beim Betreten der Halle gescannt.
Wir wünschen Ihnen einen erfolgreichen Messeaufenthalt!

D Hinweis: Auf der area30 wird fotografiert und gefilmt. Die Aufnahmen verwenden wir zur Dokumentation der Veranstaltung und für die Öffentlichkeitsarbeit. Eine Nutzung erfolgt auf unserer Website, in Printmedien zur Aussteller- und Besucherkommunikation (einschließlich Akquisition) sowie in unseren Social-Media-Kanälen. Ausgewählte Aufnahmen werden im Rahmen der PR-Maßnahmen dem Fachmedium zum Download auf der Website angeboten.

D Ihre Parkmöglichkeiten
Direkt am Messestandort bzw. in der näheren Umgebung finden Sie ausreichend Parkplätze. Am Parkplatz Alten-Schuetter-Strasse_37@area-30.de wird Ihnen ebenfalls ein kostenloser Shuttle-Service zur Verfügung gestellt.



Adresse und Aufenthalt



Travel and accommodation



area30 – Magnet für die Küchenbranche 21. bis 26. September 2024 in Löhne



Die area30 mit den meisten Marktführern, der größten Neuheitendichte und der Vielfalt an Produkten und Leistungen wird auch in 2024 ein Highlight der Küchenbranche. Sie ist die zentrale Fach- und Ordermesse für Küchenstudios, den Küchen-Fachhandel, Verbundgruppen, die Großfläche sowie Projektanten und Architekten.

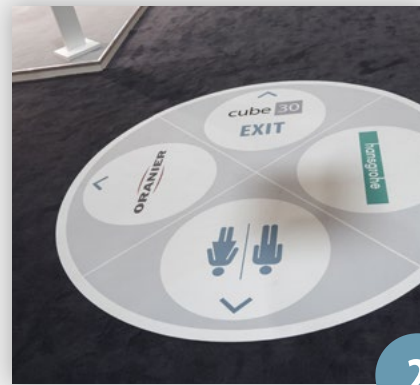
Online-Anmeldung & kostenfreier Eintritt: www.area-30.de/checkin



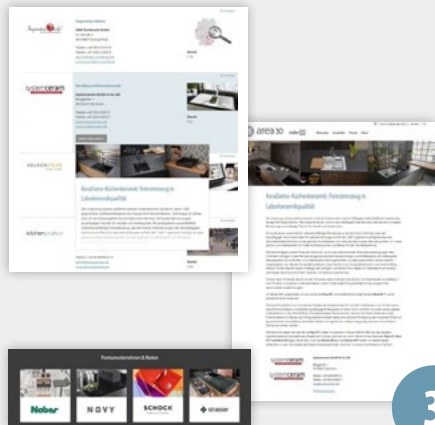
Advertising packages package 'be visible'



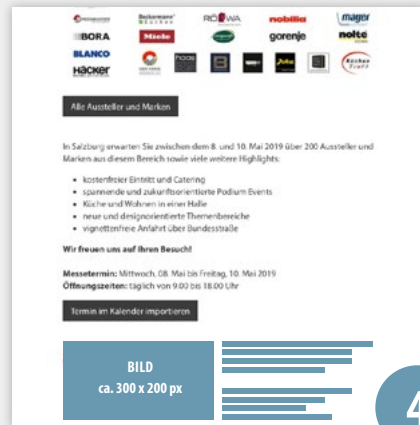
1



2



3



4

Package 'be visible'.

Your company / brand logo will be visible in a variety of ways: online, on site and via the trade visitor newsletter. The booking option is limited to a maximum of 5 company / brand logos. A comprehensive complete package for increased attention.

The package includes:

- Editorial contribution or 2/1 advert in the trade fair magazine (P. 12, 13)
- Premium information website (P. 17)
- Trade visitor newsletter – text/image advert (P. 20)
- Logo auf Floorgraphics (P. 26)

Investment

EUR 3,250

Buchung bis 17. Juni 2025

5x available

Datenspezifikation

see page 12, 13, 17, 20, 26

Datenlieferung

- Liefertermin spätestens 17. Juni 2025
- Daten oder Download-Link per E-Mail an: Nora Täumer, taeumer@trendfairs.de

Print advertising media

photo on the title page of the trade fair magazine

(Visible for every trade visitor to area30)



Example: The area30 trade fair magazine in a new look

Photo on the title page of the trade fair magazine

5,000 trade fair magazines are produced for the trade fair visitors. You can book the title image on the trade fair magazine for a high-quality product photo for your brand.

You reach your target group: kitchen studios, specialist stores, industry (kitchens, furniture, electrical), interior designers and architects, furniture/online retailers, joiners and carpenters.

The trade fair magazine comprises approximately 50 pages, is four-colour and its dimensions are 210 mm x 148 mm.

It is handed over to the visitors personally by the hostesses and is available at the check-in of the area30.

Investment

EUR 2,100

Booking until 17 June 2025

Only 1 available

Data specification

- Digital photographic image (without the logo and any text)
- Format: 210 mm x 108 mm (+3 mm bleed on all sides)
- Resolution: 300 dpi

Data delivery

- Delivery by 17 June 2025 at the latest
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Print advertising media advertisements on the trade fair magazine cover



Advertisements on the trade fair magazine cover

Present your company / your brand(s) effectively with an advert in the trade fair magazine.

You can reach these target groups:
Kitchen studios, specialist stores, industry (kitchens, furniture, electrical), interior designers and architects, furniture/online retailers, joiners and carpenters.

Circulation 5,000 copies,
Final format 210 x 148 mm

Investment

- Advertisement U2 EUR 1,395
- Advertisement left of U3 EUR 1,395
- Advertisement U4 EUR 1,495

Booking until 17 June 2025

1 of each available

Data specification

- Resolution: 300 dpi als PDF
- Format: 210 x 148 mm (+3 mm bleed)
- Text/image 12 mm gap (adhesive binding)

Data delivery

- Delivery by 17 June 2025 at the latest
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Example: The trade fair magazine of the area30

Advertising credit accepted for double bookings at trade fairs

Print advertising media advertisements inside the trade fair magazine

Advertisement inside the trade fair magazine

Present your company / your brand(s) effectively with an advert in the trade fair magazine.

You will reach the following target groups: Kitchen studios, specialist stores, industry (kitchens, furniture, electrical), interior designers and architects, furniture/online retailers, joiners and carpenters.

Circulation 5,000 copies,
Final format 210 x 148 mm

Investment

- Advertisement 1/1 page EUR 995
- Advertisement 2/1 page EUR 1,495

Booking until 17 June 2025

Data specification

- Resolution: 300 as a PDF
- Format 1/1 page: 210 x 148 mm (+3 mm bleed on all sides)
- Format 2/1 page: 420 x 148 mm (+3 mm bleed on all sides)
- Text/image 12 mm gap (adhesive binding)

Data delivery

- Delivery by 17 June 2025 at the latest
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de



Example: The trade fair magazine of the area30

Print advertising media editorial contribution to the trade fair magazine



Editorial contribution to the trade fair magazine

Present your company / your brand(s) with an editorial contribution on a double-page spread in the trade fair magazine.

You deliver the text(s), image(s), logo(s) – we design.

Circulation: 5,000 copies

Dimensions: 210 x 148 mm

Advertise your products, services, innovations and highlights in an editorial article.

Investment

EUR 1,495

Booking until 17 June 2025

Data specification

- Digital photos and text
- Resolution: 300 dpi
- Format 2/1 page: 420 x 148 mm (+3 mm bleed on all sides)

Data delivery

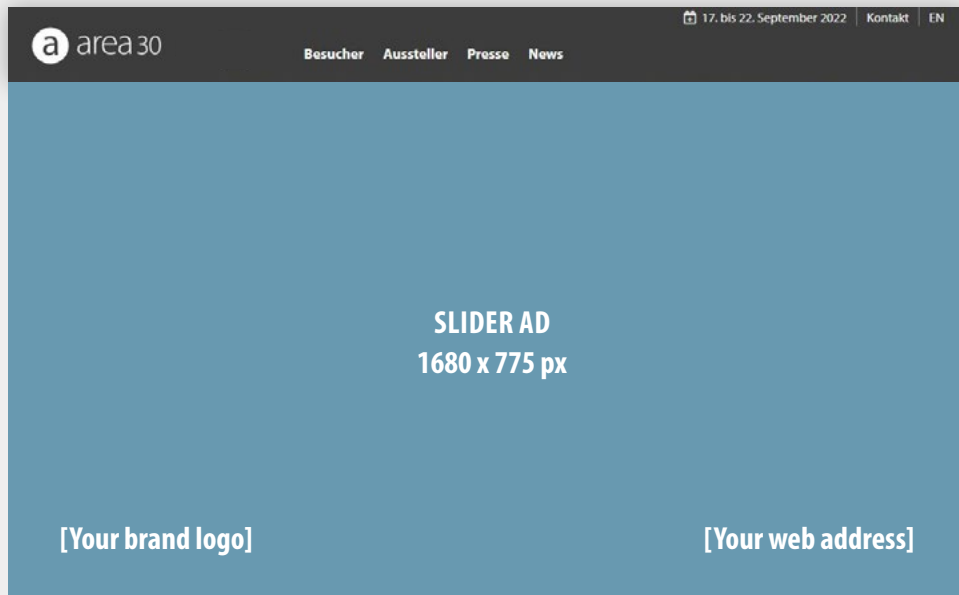
- Delivery by 17 June 2025 at the latest
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Advertising credit accepted for double bookings at trade fairs

Example: Editorial contribution

Online advertising media

banner advertising website – homepage



Website homepage – Slider AD

1680 x 775 px

The area30 website is the gateway for trade visitors to prepare for the trade fair. The majority of the more than 12,000 trade visitors visit the area30 website at least once.

At the top of the area30 homepage are 6 animated large images, which change at short intervals. 3 out of 6 of these large images can be booked and assigned a product image.

The booked images alternate with the area30 motifs.

Investment

per Slider AD

EUR 1,650

Booking

Only 3x available

Data specification

- Format: 1680 x 775 px
- Consider scalable design of the image for mobile phones
- The options are product images, a logo and a website URL (no other text)

Data delivery

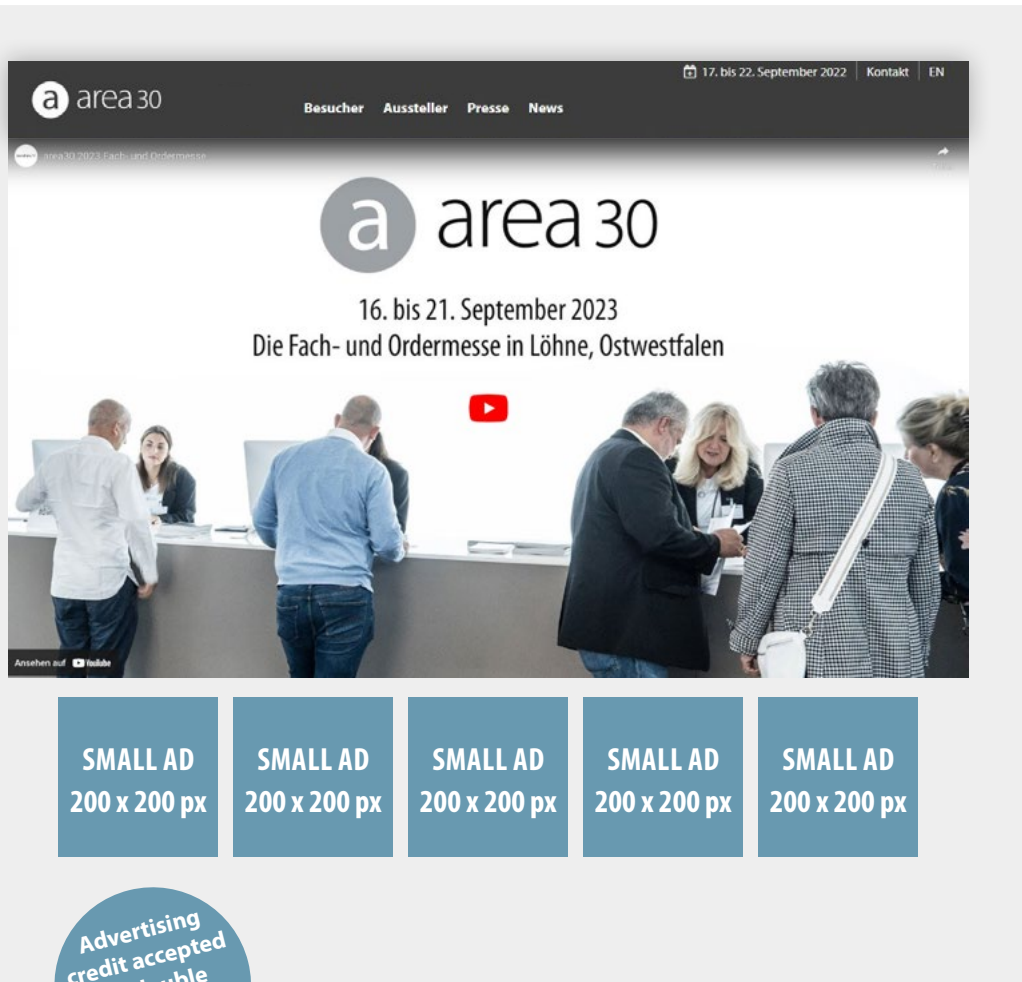
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Advertising credit accepted for double bookings at trade fairs

Example: Animated large slider image on the area30 website

Online advertising media

banner advertising website – small ad



Example: Rectangle banner area30 homepage

Banner advertising website

Small AD 200 x 200 px

You can include your advertising banner on the area30 website for either three months or a year.

You also have the option of including your advertising banner for one year on the area30, küchenwohntrends Salzburg and swiss interior expo Bern websites.

Investment

area30 homepage

- for 3 months **EUR 395**
- for 1 year **EUR 695**

All three websites

- for 1 year **EUR 1,495**

Booking

Promptly, for optimal visibility

Data specification

- Format: 200 x 200 px
- Data format: GIF, JPG or PNG (max. 50 KB)

Data delivery

- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Online advertising media premium information website

**Highlighted display:
Mouse-over function**

Linking on the homepage

Advertising credit accepted for double bookings at trade fairs

Example: Premium information

Premium information website

Thanks to your participation in the trade fair, you will appear in the exhibitor list with your company name, and there will be a link to your website with your company and your brand(s).

You have the option of upgrading your entry to premium information. Your brand is optically highlighted in the list, has a mouseover function, which shows a preview of your subpage and a subpage on which you can also include images, text and videos.

The exhibitor list is the page most frequently clicked on by visitors and the press.

In addition, your brand is integrated into a slider on the start page and linked to your subpage.

Investment

EUR 595

Booking

- Promptly as the premium information is displayed at an early stage
- The exhibitor list is activated approx. 3 months before the start of the fair.

Data specification

- Your logo
- Your business features
- Four photos min. 1200 x 900 px
- Link to your website
- Image or product film is optional (YouTube link)

Data delivery

- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Online advertising media

individual, personalised special edition newsletter



Example: Special edition newsletter Naber

Individual, personalised special newsletter

Five personalised special newsletters will be sent to over 20,000 potential trade visitors before the trade fair. These contain your personalised texts and images.

Your company will receive additional attention for your trade fair appearance at area30.

Investment

per newsletter **EUR 1,695**
Including programming

Booking until 17 June 2025

5x available

Data specification

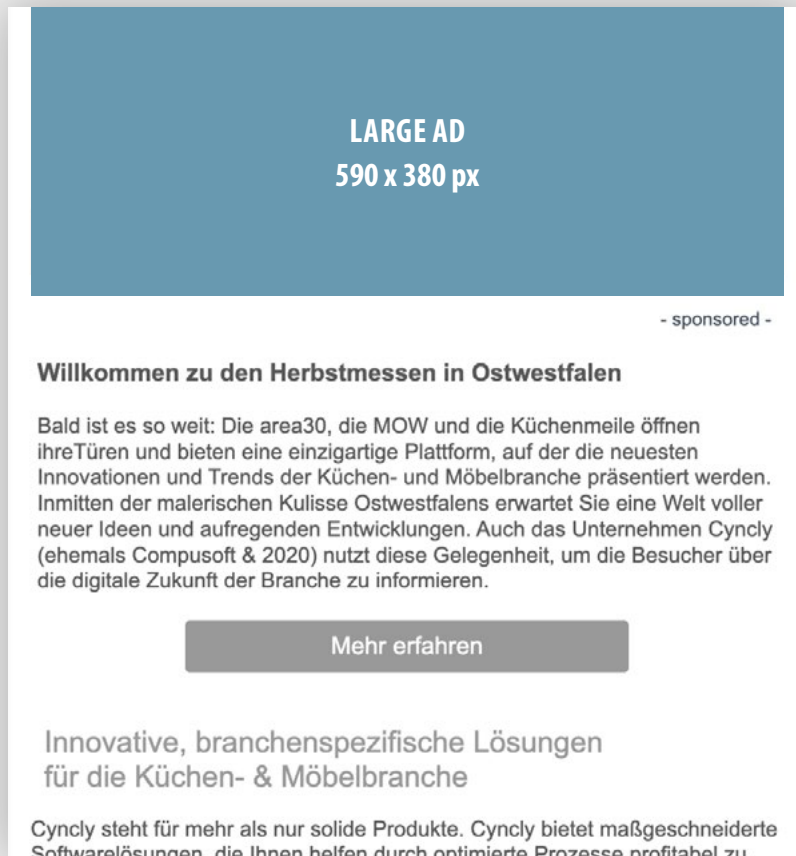
Individual texts and images

Data delivery

- Delivery date at the latest one week before dispatch
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Online advertising media

trade visitor newsletter – header image



Example: Special newsletter Cyncly

Trade visitor newsletter – header image AD 590 x 380 px

Trade visitor newsletters will be sent to potential visitors before and during area30. Within these newsletters you have the opportunity to include a header image with a high-quality product photo.

The newsletter is sent to approx. 20,000 mainly qualified addresses.

Investment

per dispatch

EUR 995

Booking

2x available

Data specification

- Resolution: 150 dpi
- Format: 590 x 380 px

Datenlieferung

- Delivery date one week before dispatch
- Data or download link to:
Nora Täumer, taeumer@trendfairs.de

Online advertising media

trade visitor newsletter – text/image advert

Editorial contribution in the newsletter

Trade visitor newsletters will be sent to approx. 12,000 contacts before and during swiss interior expo. Within these newsletters you have the opportunity to place an editorial article consisting of an image + 250 characters and a URL.

Investment

per dispatch

EUR 690

Booking

only via package 'be visible'

Data specification

- Image: approx. 300 x 200 px
- Text: 250 characters incl. short title

Datenlieferung

- Liefertermin eine Woche vor Versand
- Daten oder Download-Link an:
Nora Täumer, taeumer@trendfairs.de

Alle Aussteller und Marken

In Salzburg erwarten Sie zwischen dem 8. und 10. Mai 2019 über 200 Aussteller und Marken aus diesem Bereich sowie viele weitere Highlights:

- kostenfreier Eintritt und Catering
- spannende und zukunftsorientierte Podium Events
- Küche und Wohnen in einer Halle
- neue und designorientierte Themenbereiche
- vignettenfreie Anfahrt über Bundesstraße

Wir freuen uns auf Ihren Besuch!

Messetermin: Mittwoch, 08. Mai bis Freitag, 10. Mai 2019
Öffnungszeiten: täglich von 9.00 bis 18.00 Uhr

Termin im Kalender importieren

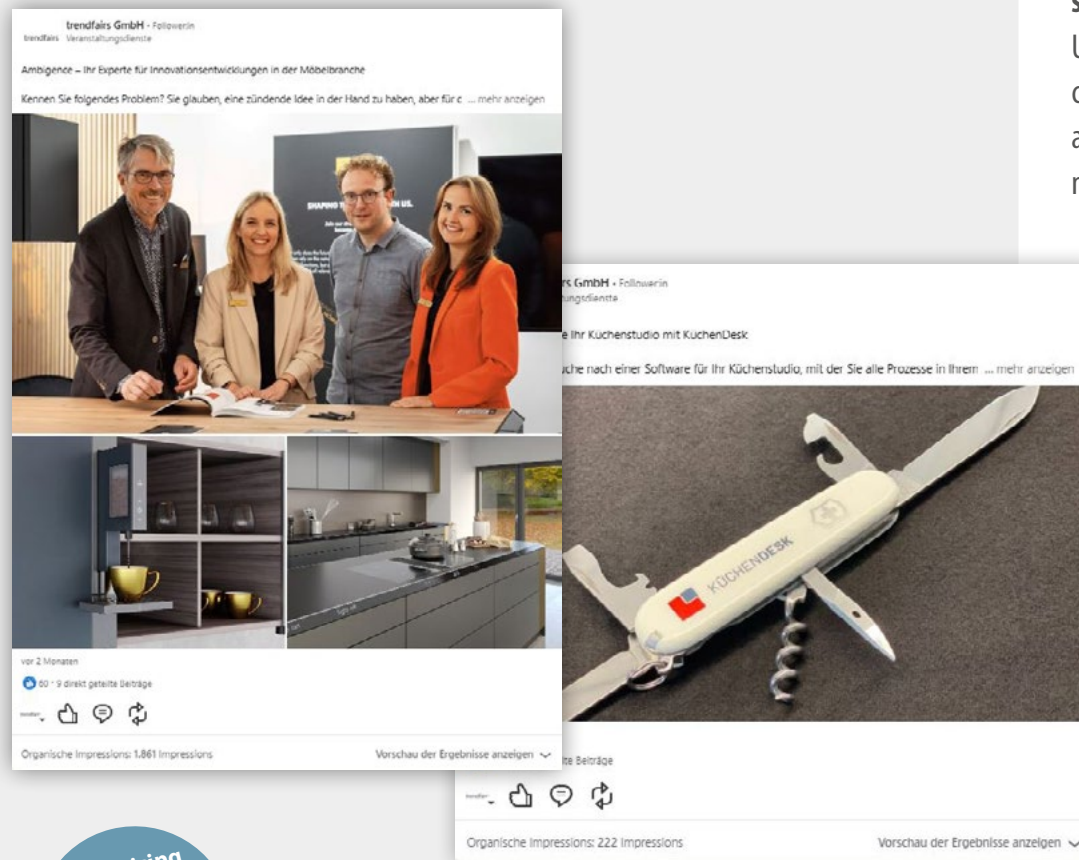
IMAGE
approx. 300 x 200 px

EDITORIAL CONTRIBUTION
 Your article could be placed here: 250 characters + image and URL to your website. Trade visitor newsletters will be sent to approx. 12,000 contacts before and during the trade fair. Within these newsletters you have the opportunity to place an editorial article.

Online advertising media

news post

(with dispatch via the area30 social media channel)



News post on trendfairs and area30 social media channels

Use the high frequency of our social media channels (Facebook, Instagram & LinkedIn) and generate impressions of your individual news post.

Investment

per post

EUR 350

Data specification

- Your news contribution: Heading, short teaser (max. 255 characters), Message text
- Digital photographic image as a JPG, GIF or PNG max. 1 MB / 1024 x 1024 pixels
- Youtube film address

Data delivery

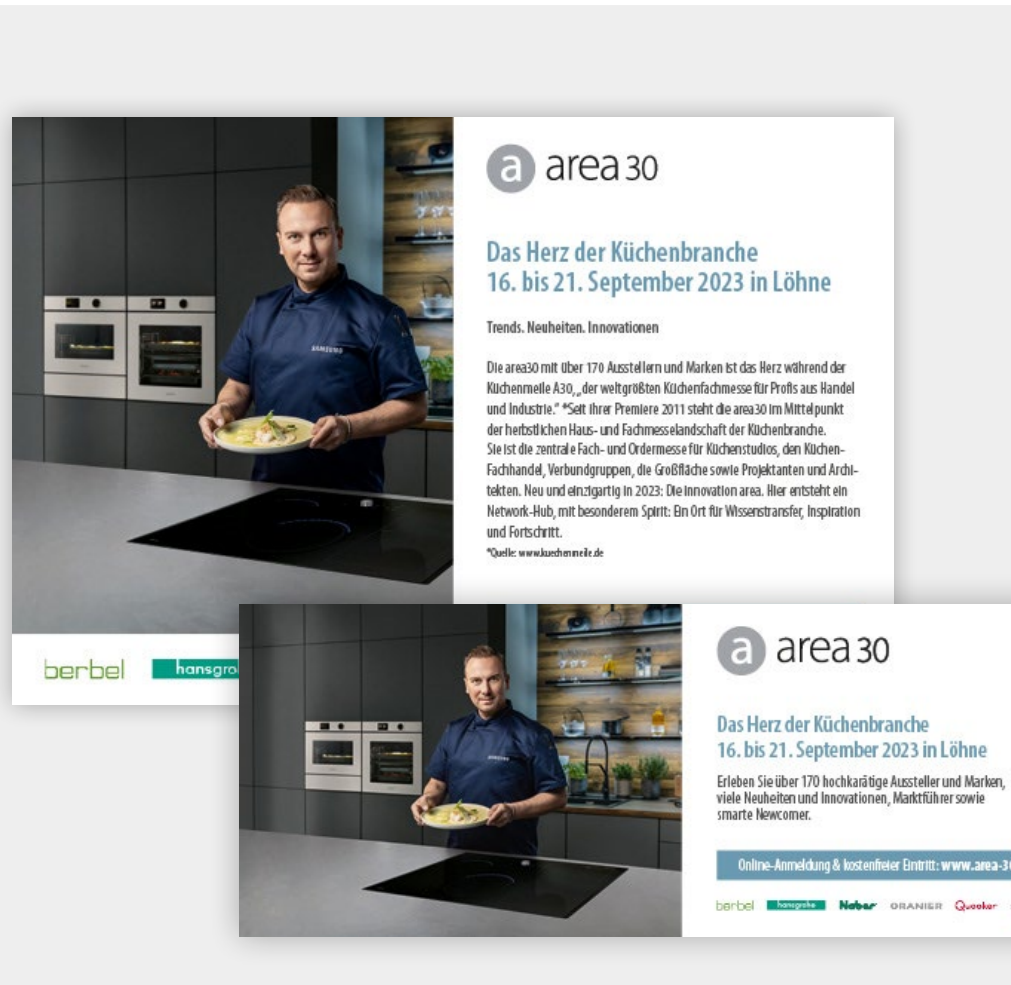
- Delivery date of the data no later than 7 days before publication
- Data or download link by email to: Nora Täumer, taeumer@trendfairs.de

Advertising credit accepted for double bookings at trade fairs

Example: ambigence and Meisterdesk

Special advertising media

leitmotif advertisements, online banners



Leitmotif advertisements, online banners

Your high-quality product photo becomes the 2024 leitmotif of area30 for advertisements and online banners.

As part of our cooperation with the industry's most popular trade media, numerous advertisements will be placed in trade magazines and online banners.

Your motive is visible in many popular German and European specialised media in connection with area30.

Investment

EUR 6,895

Booking until 17 June 2025

1x available

Data specification

- Digital photo motive (pure product photo without logo and text)
- Format: 210 x 148 mm (+ 3 mm bleed), scaled-down can be used in both portrait and landscape orientation
- Resolution: 300 dpi
- Pure product photo, no logos and text elements

Data delivery

Please send the data or download link as soon as possible by email to:
Nora Täumer, taeumer@trendfairs.de

Example: Leitmotif 2023, advertisement and online banners

Special advertising media

advertising banner on the entrance side of the exhibition hall



Example: area30 2023 advertising banner

Advertising banner on the entrance side of the exhibition hall

You can display your advertising banner directly on the building for a period of 6 days on the representative entrance side of the temporary exhibition hall.

Every visitor passes by your advertising. You draw attention to your company in the entrance area.

Investment

- per banner **EUR 3,550**
 - per double banner **EUR 6,750**
- including production, assembly, dismantling for 6 days

Booking until 17 June 2025

9x available

Data specification

- Banner: W 490 cm x H 320 cm
- Double banner: W 980 cm x H 320 cm
- Digital photomotif
- Resolution: 150 dpi
- Text/image 150 mm gap from the edges
- System plan, edge thickening and eyelets on all sides

Data delivery

- Delivery by 17 June 2025 at the latest
- Data or download link by email to:
Nora Täumer, taeumer@trendfairs.de

Special advertising media

window foil on the entrance side of the exhibition hall



Example: Window foil Samsung

Window foil on the entrance side of the exhibition hall

You can display your advertising image as a foil for a period of 6 days on the representative entrance side of the temporary exhibition hall. For this purpose, the wall panels will be swapped for panes.

Please note: The individual panes are separated into sections. See division grid to the left.

Every visitor passes by your advertising. You draw attention to your company in the entrance area.

Investment

per advertising panel EUR 19,900
including production, assembly, dismantling for 6 days

Booking until 17 June 2025

2x available

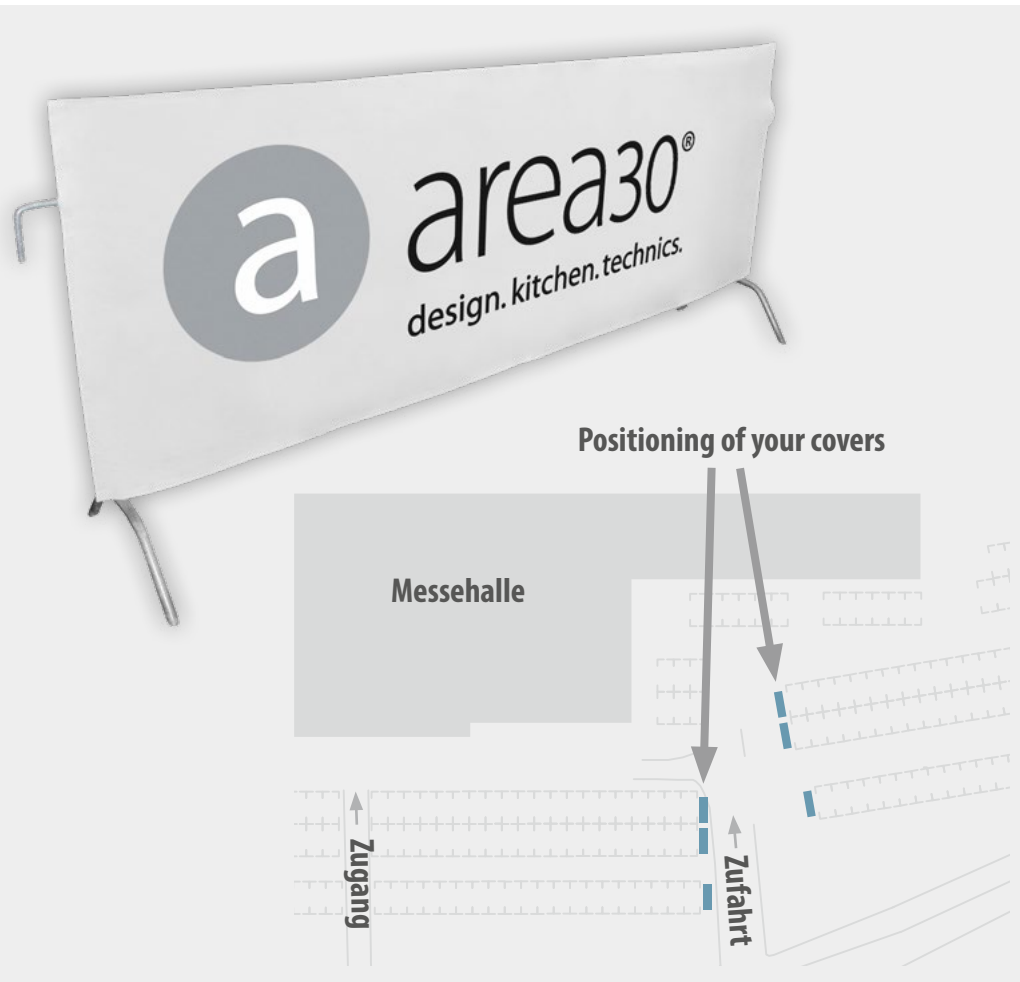
Data specification

- Format per advertising panel:
W 20,00 m x H 7,40 m (32 windows in total, 16 windows in width)
- Digital photomotif
- Resolution: 150 dpi
- Division grid with dimensions for the production of print templates available after booking

Data delivery

- Delivery by 17 June 2025 at the latest
- Data or download link by email to:
Nora Täumer, taeumer@trendfairs.de

Special advertising media covers for fences



Example: cover „Systemceram“

Covers for fences

At area30 you have the opportunity to use covers for Hamburger grids as an advertising medium. The printed covers offer you optimal advertising space for the entire duration of the trade fair. Your covers will be present in the parking area during the fair.

Investment

per cover **EUR 790**
Including production, assembly, dismantling for 6 days

Booking until 17 June 2025

6x available

Data specification

- Cover format: W 255 cm x H 90 cm (printed on both sides)
- Print data 1:1 to final format
- Resolution: 300 dpi
- Four-colour digital printing
- You will receive the file creation requirements after you have made a booking

Data delivery

Please send your film via download link by 17 June 2025 by email to:
Nora Täumer, taeumer@trendfairs.de

Special advertising media

Logo on floor graphics



Logo on floor graphics

At the area30 you have the option of using floorgraphics as advertising space for your logo.

Floor stickers will be used to provide visitors with important directions and your advertising message. The stickers will be placed on the floor at relevant aisle crossings in the hall. Profit from your company receiving even more attention in all the key locations.

Investment

per logo **EUR 600**
Including production, assembly, dismantling for 6 days

Booking until 17 June 2025

8x available

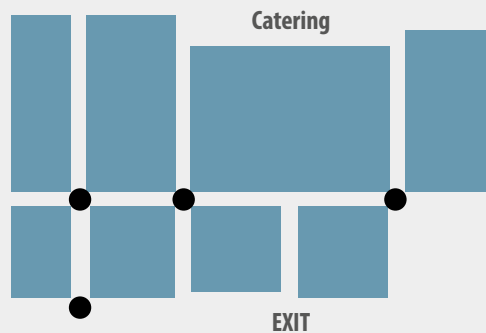
Data specification

- Floor graphic format: W 200 cm x H 200 cm
- Format of your logo:
approx. W 35 cm x H 35 cm
- Digital logo as a vector graphic, four-colour

Data delivery

- Delivery by 17 June 2025 at the latest
- Data or download link by email to:
Nora Täumer, taeumer@trendfairs.de

Example placement in the exhibition hall



Example: Floor graphic

Special advertising media catering film presentation



Catering film presentation

You will have the opportunity to present your company film at area30. Two screens will be positioned in the catering area.

Your film will be shown here in an endless loop on each of the 6 days of the fair.

We recommend short films of between 60 and 90 seconds.

Top visibility for your advertising film.

Investment

per film presentation **EUR 1,295**

For the full duration of the trade fair of 6 days

Booking

Only 6x available

Data specification

- Full-HD, max. 3 mins
- Format: MP4
- without audio

Data delivery

Please send your film via download link by 17 June 2025 by email to:
Nora Täumer, taeumer@trendfairs.de

Advertising credit accepted for double bookings at trade fairs

Example: Monitors film presentation

Special advertising media

video/photo shooting at the exhibition stand & trailer production



Example: Clip for social media of area30 2022

Video/photo shooting at the exhibition stand & trailer production

A trade fair trailer is the perfect way to emphasise your company as the highlight of the trade fair. After a short briefing at the trade fair, an experienced team of photographers and videographers will create high-quality 4K recordings of your trade fair stand and selected product highlights. Optionally, short statements can also be recorded to present highlights.

In addition to video sequences, photos can also be taken on request.

In post-production, we select the best shots and create your customised trade fair trailer for a predefined target format (e.g. YouTube landscape format, Instagram reel or story portrait format).

Investment

EUR 1,500

Services

- Short briefing at your stand before shooting begins
- 1 hour recording of video and photo material
- Optional recording of video statements
- Viewing and selection of photo/video sequences
- Post production (video editing)
- Color correction photo material
- Provision of the final trailer (20 - 60 seconds) in the desired target format as an MP4 file via a download link
- Provision of photo selection via download link

Special advertising media

photo shoot at the exhibition stand (outside of trade fair operations)



Photo shoot at the exhibition stand (outside of trade fair operations)

Creation of professional photos of your exhibition stand. The shooting takes place outside of trade fair operations in the or evening.

Investment

EUR 500

Services

- Short briefing at your booth before the shooting begins
- Shooting
- Color correction photo material
- Provision of photo selection via download link

Example: "Dein Konfigurator" stand at area30 2022

Special advertising media

VIMA event scanner – real-time lead scanner



You receive the following information from your visitors in real time directly on your end device:

- Who
- When
- Which employee
- How long
- How often

The lead scanner records:

- Contact details of the trade fair visitor
- Number of visitors with day and time
- Assignment to own personnel

Their advantages are obvious:

Simple handling, uncomplicated evaluation of your trade fair contacts, personal customer contact on site and afterwards.

More information on the lead scanner [here](#).

Investment

EUR 249

- up to 30 employees per stand included
- from 31 to 60 employees plus EUR 139
- from 61 to 100 employees plus EUR 199

Booking

Book the lead scanner via the Aussteller Management System (AMS).

Contact person

Yasemin Eker, eker@trendfairs.de

Special advertising media
presentation at the innovation area



Example: Presentation at the innovation area 2024

Presentation at the innovation area

Give an exciting and inspiring presentation to the trade audience at area30 on the innovation area stage.

Use this opportunity as an image-building measure and gain new customers. You may present your lecture (max. 20 min. length) once or twice.

The usual technical equipment is at your disposal.

Investment

- **1x presentation** **EUR 550**
- **2x presentation** **EUR 980**

Booking

Please apply with a short description of the lecture topic and the speaker.

Data delivery

Please send data or download link by 17 June 2025 by email to:
 Nora Täumer, taeumer@trendfairs.de

Advertising media booking

book your advertising media conveniently via your aussteller management system (AMS)

The following link will take you directly to the AMS login and you can make your booking directly:

<https://aussteller.trendfairs.de/#/e/offer/42>



QR-Code to the AMS

Advertising media booking

please send your booking(s) by email to
taeumer@trendfairs.de

Advertising packages

- Package "powered by" **EUR 3,995** **Page 5**
- Package "be visible" **EUR 3,250** **Page 7**

Print advertising media

- Photo on the title page of the trade fair magazine, Circulation approx. 5,000 copies **EUR 2,100** **Page 8**
- Advertisement on the cover page U2 **EUR 1,395** **Page 9**
- Advertisement to the left of the cover page U3 (auf U3 ist der Hallenplan) **EUR 1,395**
- Advertisement on the cover page U4 **EUR 1,495**
- Advertisement 1/1 page **EUR 995** **Page 10**
- Advertisement 2/1 page **EUR 1,495**
- Editorial contribution to the trade fair magazine **EUR 1,495** **Page 11**

Address

First name, surname
Company
Postcode/city
Phone
Email
Date, Signature

Advertising media booking

please send your booking(s) by email to
taeumer@trendfairs.de

Online advertising media

<input type="checkbox"/> Banner advertising website – Homepage (Slider AD)	EUR 1,650	Page 12
<input type="checkbox"/> Small AD, 3 months	EUR 395	Page 13
<input type="checkbox"/> Small AD, 1 year	EUR 695	
<input type="checkbox"/> Small AD combination of websites – area30 + küchenwohntrends Salzburg + swiss interior expo for 1 year	EUR 1,495	
<input type="checkbox"/> Premium information website	EUR 595	Page 14
<input type="checkbox"/> Individual, personal special edition newsletter	EUR 1,695	Page 15
<input type="checkbox"/> Trade visitor newsletter – header image	EUR 995	Page 16
<input type="checkbox"/> News post	EUR 350	Page 18

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Date, Signature

Advertising media booking

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taeumer@trendfairs.de

Special advertising media

<input type="checkbox"/> Leitmotif advertisements, online banners (Data delivery as soon as possible)	EUR 6,895	Page 19
<input type="checkbox"/> Advertising banners on the entrance side of the exhibition hall	EUR 3,550	Page 20
<input type="checkbox"/> Double banners on the entrance side of the exhibition hall	EUR 6,750	
<input type="checkbox"/> Window foil on the entrance side of the exhibition hall	EUR 19,900	Page 21
<input type="checkbox"/> Covers for fences	EUR 790	Page 22
<input type="checkbox"/> Logo on floor graphics	EUR 600	Page 23
<input type="checkbox"/> Catering film presentation	EUR 1,295	Page 24
<input type="checkbox"/> Video/photo shooting at the exhibition stand & trailer production	EUR 1,500	Page 25
<input type="checkbox"/> Photo shoot at the exhibition stand (outside of trade fair operations)	EUR 500	Page 26
<input type="checkbox"/> 1x Presentation at the innovation area	EUR 550	Page 28
<input type="checkbox"/> 2x Presentation at the innovation area	EUR 980	

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