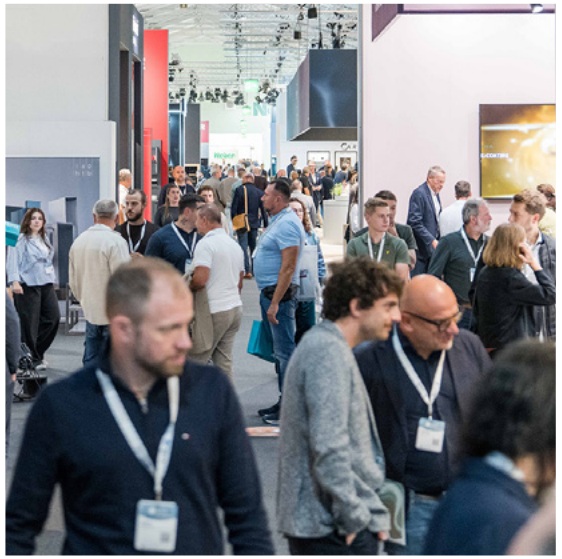


success at a trade fair requires visibility – before, during and after the event

Marketing- & Visibility-Portfolio 2027

area 30

Stand 10/2026

table of contents

Your benefits

Why area30 Media? Double bookings at trade fairs ..... **page 3**

Visibility packages
For your success at the trade fair

omni-boost ..... **page 5**
the signature – area30 leitmotif ..... **page 6**
powered by ..... **page 7**
be visible ..... **page 8**
smart and individual ..... **page 9**

Individual media
Before the trade fair · At the trade fair · Content & PR · Leads

Front page of the invitation card ..... **page 10**
Lanyards ..... **page 11**
Front page of the trade fair magazine ..... **page 12**
Advertisements: Cover of the trade fair magazine ..... **page 13**
Advertisements in the inside section of the trade fair magazine ..... **page 14**
Editorial feature in the trade fair magazine ..... **page 15**
A bespoke, personalised special newsletter ..... **page 16**
Social-Media-Post ..... **page 17**

Online trade fair marketing packages

Packages: Premium, Extended, Basic ..... **page 18**
Packages in detail ..... **page 19**
Additional content ..... **page 20**
Banner advert (limited) ..... **page 20**

Special advertising formats
Special areas / bespoke options

Advertising banner on the entrance page of the exhibition hall ..... **page 21**
Window film on the entrance side of the exhibition hall ..... **page 22**
Covers for Hamburg grilles ..... **page 23**
Logo on floor graphics ..... **page 24**
Corporate film in the catering sector & stage ..... **page 25**
VIMA Event Scanner App – Real-time lead scanner ..... **page 26**
Presentation at stage ..... **page 27**
Sponsor für stage ..... **page 28**
Video and photo shoot at a trade fair stand & trailer production ..... **page 29**
Photo shoot at the exhibition stand ..... **page 30**

Booking

Booking form ..... **page 31**

your success at trade fairs starts with visibility

Dear Exhibitors,

Put your products, new releases and services in the spotlight even before the trade fair takes place. Through area30's advertising media, you can reach up to 20,000 contacts.

Various advertising media are available in limited quantities only; bookings are on a 'first come, first served' basis.
Please make your booking via your Exhibitor Management System (AMS).

Access to the AMS:
https://aussteller.trendfairs.de/#/s/login

area30: Reach and Potential

- Trade visitors: ..... **10.500+**
- Newsletter contacts: ..... **20.000+**
- Trade media / Media contacts: ..... **30+**
- Mentions of exhibitors by name: **125.000**
- Countries: ..... **60+**
- Website: ..... **20.000+ Visits / Pageviews**
- Social Media: ..... **3.000+ Follower**; **80.000 Scenes from around area30**

WImportant deadlines for booking and data submission

- **Booking the 'Leitmotiv' and 'powered by' package:**
  Please book **immediately** as adverts, banners, inserts etc. need to be produced at short notice.

- **Data delivery 'Leitmotif' and logo 'powered by' package**
  Please **immediately** after booking

- **Data delivery for other media**
  Please send your booked advertising media by **8 July 2027 at the latest**, either by email or as a download link, to:
  Nicole Dylong, dylong@trendfairs.de

Promotional benefit for those who book twice

Dear Exhibitors,

Will you be taking part in at least two trade fairs organised by trendfairs GmbH in 2027? This gives us the opportunity to express our appreciation for your loyalty in this way as well.

In any calendar year from 2027 onwards in which you take part in two trade fairs, you will receive an advertising credit as a special bonus for that year.
This advertising credit will be applied to your advertising booking at the second trade fair of that year.

New: If you book three or more advertising media worth at least EUR 1,000, you'll receive the VIMA Event Scanner app free of charge.

Total stand size up to 120 m²

If your total stand size at both trade fairs adds up to 120 m² or more, you will receive an advertising credit for the calendar year worth **EUR 250**.

Total stand size from 121 m²

If your total stand size from both trade fairs exceeds 121 m², you will receive an advertising credit for the calendar year in the amount of **EUR 500**.

Advertising credit policy

The advertising credit is only valid in the calendar year in which you participate in both trade fairs. It cannot be carried over to subsequent years. 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 expires. Only designated media are eligible for advertising credit:

Attention Visitors Brand Leads

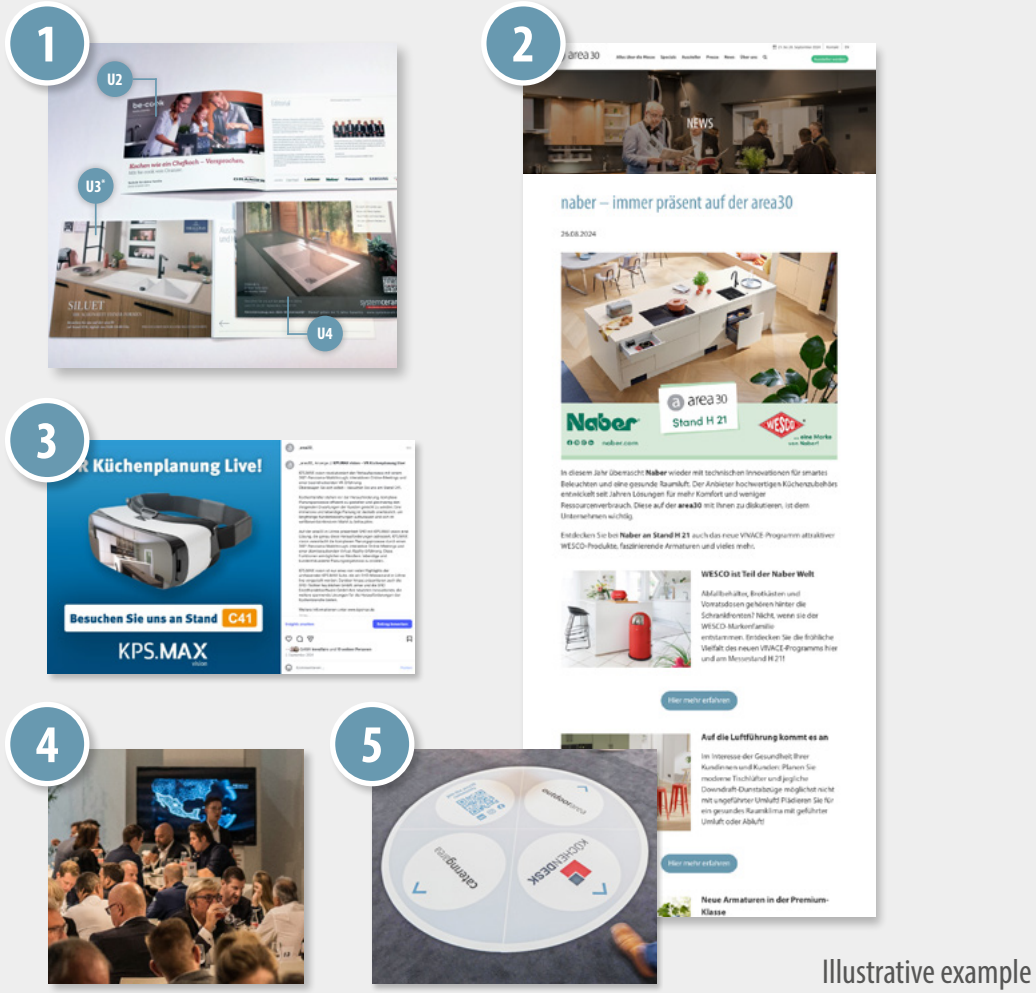
area 30

visibility-package

omni-boost

Maximum visibility across multiple touchpoints

Advertising credit redeemable



Illustrative example

omni-boost

This package combines particularly eye-catching advertising spaces at area30 and ensures wide visibility for your brand – both before and during the trade fair.

Your company or brand logo will be showcased across various communication channels. Bookings are limited to a maximum of two companies. Secure this exclusive package early.

The package includes:

1. **Advertisement** on the cover of the trade fair magazine
2. **Special newsletter**
3. **Social-Media-Post**
4. **Corporate film** in the catering area & stage
5. **Logo** on floor graphics

Also recommended: Online trade fair marketing – Premium Package (see p. 18)

Investment

EUR 5,600

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Booking until 8 July 2027

2x available

Data Specification

more information ›

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

If you have any questions, please just give us a call or send us an email: Nicole Dylong, Telefon +49 89 244 193 205, dylong@trendfairs.de *Launch price 2027: EUR 1,995 instead of EUR 2,495

visibility-package

the signature – leitmotif of area30

Exclusively for one brand

Illustrative example

area30 in your own visual language

Your high-quality product photograph will become the exclusive theme of area30 and will feature in the trade fair's communications – in advertisements and online banners, as well as in the coverage and advertising provided by our specialist media partners.

Thanks to area30's partnerships with relevant trade media such as Küchennews, Küchenhandel, Möbelkultur, INSIDE, Küche & Bad Forum, Wohninsider, Wohnkultur and Küche & Architektur, your image will be visible within the area30 context in German and European trade media. Your product will take centre stage in these communications and enjoy exceptional media exposure.

Can only be booked once. Early booking is recommended, as the theme is already being used in the initial communication campaigns for area30.

Also recommended: Online trade fair marketing – Premium Package (see p. 18)

Investment

EUR 4,995

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Booking until 8 July 2027

1x available

Data Specification

- Digital image (product photo only, without logo or text)
- Size: W 210 x H 148 mm (+ 3 mm bleed), scaled down for use in portrait and landscape orientation
- Resolution: 300 dpi

Data delivery

Please send the data or download link **as soon as possible** by email to:
Nicole Dylong, dylong@trendfairs.de

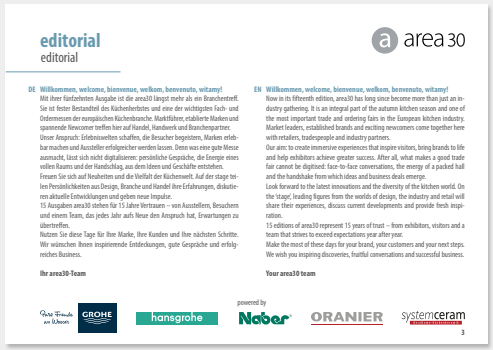
Attention Visitors Brand Leads

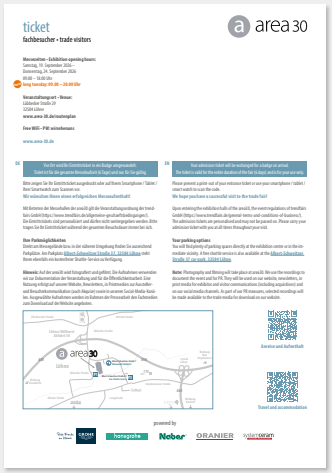
area 30

visibility-package

powered by

Comprehensive brand presence across key communication spaces at area30





Illustrative example

powered by

Your logo will feature across area30's cross-media advertising campaigns. This means your brand will be visible on selected area30 communication surfaces – both before and during the trade fair. Bookings are limited to a maximum of seven company or brand logos. Secure your logo placement well in advance.

Your logo on area30's media:

- in every trade visitor newsletter (approx. 8 newsletters, sent to approx. 20,000 recipients)
- on the admission ticket issued to trade visitors (over 12,000 tickets)
- on the editorial page of the trade fair magazine
- on the hall plan signage
- in adverts in trade magazines
- on the shuttle bus
- on the area30 water bottles
- in the credits of the area30 trade fair film
- on the counter in the catering area
- on the signposts on Lübecker Straße

Also recommended: Online trade fair marketing – Premium Package (see p. 18)

Investment

EUR 3,995

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Booking until 8 July 2027

7x available

Data Specification

Digital logo as a vector file, 4-colour, negative and black and white

Data delivery

trendfairs requires 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:
Nicole Dylong, dylong@trendfairs.de

Attention Visitors Brand Leads

area 30

visibility-package

be visible

Greater reach and more touchpoints for your trade fair presence

Advertising credit redeemable

Illustrative example

be visible

Your company or brand logo will be displayed across various communication channels at area30 – in the trade fair magazine, on social media, in the trade visitor newsletter and on site. Bookings are limited to a maximum of five company or brand logos. A comprehensive package for greater reach and visibility throughout your trade fair presence.

The package includes:

1. **Editorial article** or **2/1 advertisement** in the trade fair magazine
2. **Social-Media-Post**
3. **Text / image advertisement** in the trade visitor newsletter
4. **Logo** on floor graphics

Also recommended: Online trade fair marketing – Extended Package (see p. 18)

Investment

EUR 2,750

Optional addition:
Online trade fair marketing – Extended package **EUR 1,195**

Booking until 8 July 2027

5x available

Data Specification

more information ›

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

Attention Visitors Brand Leads

area30

visibility-package

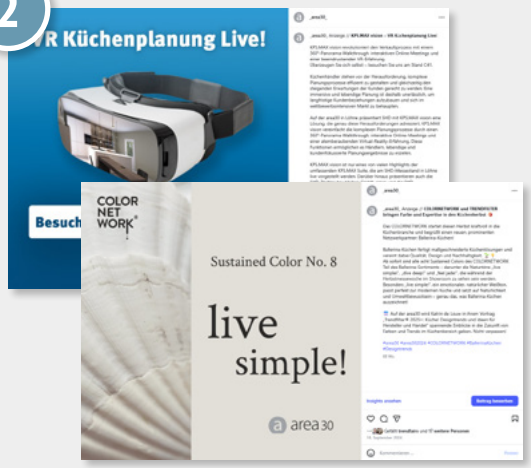
smart and individual

A compact introduction to attract more attention and visitors

Advertising credit redeemable

1

2



Illustrative example

smart and individual

With our trade fair magazine and social media, you can raise the profile of your company and products throughout the area30. This compact starter pack combines print and social media to generate targeted buzz around your brand. Communicate smartly. Be visible.

The package includes:

1. **1/1 advertisement** in the trade fair magazine
2. **Social-Media-Post**

Also recommended: Online trade fair marketing – Basic Package (see p. 18)

Investment

EUR 1,250

Optional addition:
Online trade fair marketing – Basic package **EUR 495**

Booking until 8 July 2027

5x available

Data Specification

more information ›

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

individual media

photo title page invitation card

Illustrative example

Photo title page invitation card

The area30 invitation card will be sent out before the trade fair to around 10,000 potential trade visitors from Germany and neighbouring countries. Choose one of two cover designs to showcase a high-quality product photo of your brand and make a striking first impression right from the invitation.

The invitation card is designed in the form of a DIN long postcard with final dimensions of W 210 x H 105 mm (four-colour print).

Investment

EUR 1,495

Booking until 2 July 2027

2x available

Data Specification

- Digital image (product photo only, without logo or text)
- Size: W 106.5 x H 59.5 mm (+3 mm bleed all round)
- Resolution: 300 dpi

Data delivery

Please send the data or download link **by 2 June 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

individual media

visitor-lanyard-branding

Illustrative example

Visitor-lanyard-branding

Showcase your company on the official area30 visitor lanyard and benefit from an eye-catching advertising space with a wide reach.

New for 2027: Upon entry, every visitor to the trade fair will receive a personalised visitor badge, complete with a lanyard, which must be worn throughout their visit to the fair. This ensures that **your brand is constantly in full view of visitors, exhibitors and industry decision-makers**, both on site and afterwards in the photos taken at the trade fair.

Your logo will be displayed alongside a maximum of five other sponsors.
Multiple bookings are possible – just with different brands.
Valid for bookings of 2 or more

Orders will be allocated from 2 June 2027. The arrangement of the logos and the design are the responsibility of trendfairs.

Investment

Per logo / brand **EUR 995**

Booking until 2 July 2027

6x available

Data Specification

Size: 20 x 900 mm,
printed on both sides; digital logo as a vector file, 4-colour,
negative and black and white

Data delivery

Please send the data or download link **by 2 June 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

individual media

front page of the trade fair magazine

Visible to all trade visitors to area30

Illustrative example

Front page of the trade fair magazine

Around 4,000 trade fair magazines are produced for trade visitors to area30. Book the cover feature for a high-quality product photograph of your brand and secure a particularly eye-catching placement.

The trade fair magazine reaches kitchen showrooms, specialist retailers, the manufacturing sector, interior design and architectural firms, furniture retailers and online retailers, as well as joiners and carpenters. The approximately 50-page magazine is printed in full colour in the final format W 210 × H 148 mm and is handed out personally to trade visitors by hostesses, as well as being made available at the check-in desk. Furthermore, it is available as an eBook on the area30 website for three months and is sent to trade visitors after the trade fair.
This ensures your brand remains visible even after the trade fair has ended.

Investment

EUR 2,250

Booking until 8 July 2027

1x available

Data Specification

- Digital image (product photo only, without logo or text)
- Size: W 210 x H 108 mm (+3 mm bleed all round)
- Resolution: 300 dpi

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

individual media

advertisements on the cover of the trade fair magazine

Advertising credit redeemable

Illustrative example

Advertisements on the cover of the trade fair magazine

Showcase your company or brand in a eye-catching way with an advert on the cover of the area30 trade fair magazine. With a print run of 4,000 copies, you'll reach trade visitors from the kitchen retail sector, specialist retailers, industry, architecture and interior design, as well as the furniture and online retail sectors, and the joinery and carpentry trades. The trade fair magazine is also available as an eBook.

Circulation: 4,000 copies, also available as an eBook
Final format: W 210 x H 148 mm

*Advertisement U3: As the U3 is occupied by the fold-out page featuring the hall plan, the **left-hand side of the U3** is available as advertising space. Also available as an eBook

Investment

· **Advertisements U2**	**EUR 1,250**
· **Advertisements U3***	**EUR 1,250**
· **Advertisements U4**	**EUR 1,350**

Booking until 8 July 2027

je 1x available

Data Specification

· Resolution: 300 dpi as a PDF
· Dimensions: W 210 x H 148 mm (+3 mm bleed)
· Text/image 12 mm from the spine (adhesive binding)

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

individual media

advertisement inside pages of the trade fair magazine

Advertising credit redeemable

Illustrative example

Advertisement inside pages of the trade fair magazine

Showcase your company or brand effectively with an advert in the area30 trade fair magazine. You'll reach trade visitors from kitchen showrooms, specialist retailers, industry, architecture and interior design, as well as the furniture and online retail sectors, and the joinery and carpentry trades.

Circulation: 4,000 copies, also available as an eBook
Final format: W 210 x H 148 mm

The trade fair magazine is handed out to trade visitors in person by hostesses and is available at the area30 check-in desk. It is also available online as an eBook.

Investment

- **Advertisement 1/1 page EUR 995**
- **Advertisement 2/1 page EUR 1,350**

Booking until 8 July 2027

Data Specification

- Resolution: 300 dpi as a PDF
- Format 1/1 page: W 210 x H 148 mm (+3 mm bleed all round)
- Format 2/1 page: W 420 x H 148 mm (+3 mm bleed all round)
- Text/image: 12 mm from the spine (adhesive binding)

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

individual media

editorial feature in the trade fair magazine

Advertising credit redeemable

Illustrative example

Editorial feature in the trade fair magazine

Showcase your company or brand on a double-page spread in the area30 trade fair magazine – featuring your products, services, new releases and highlights. You provide the text, images and logos – we'll take care of the layout of your double-page spread.

Circulation: 4,000 copies.
Final trim size: W 210 × H 148 mm, four-colour print.
Additionally: available as an eBook for three months from the start of the trade fair

The trade fair magazine will be handed out in person to trade visitors and will be available at the area30 check-in desk. The online version offers additional space for further information and links: please provide us with relevant URLs, which we will link to in the eBookversion.

Investment

EUR 1,350

Booking until 8 July 2027

Data Specification

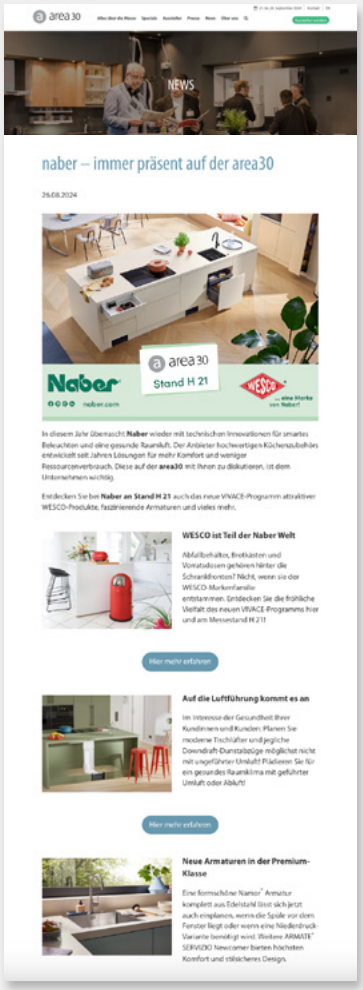
- Digital images and text
- Resolution: 300 dpi
- Max. 3,000 characters, including spaces

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

individual media

a bespoke, personalised special newsletter



Illustrative example

A bespoke, personalised special newsletter

With a bespoke newsletter, you can reach your target audience right before the trade fair. Five companies will have the opportunity to send their own newsletter to over 20,000 potential trade visitors to area30.

You provide your own text and images – we'll take care of the rest. Inform existing and new customers about your products, latest innovations and services, and send targeted invitations to your stand at area30.

· 5 slots available
· over 20,000 potential trade visitors
· bespoke content

Investment

Per Newsletter **EUR 1,495**
Inclusive programming

Booking until 8 July 2027

5x available

Data Specification

Customised text and images,
German & English

Data delivery

Please send the data or download link by email **at least one week before dispatch** to:
Nicole Dylong, dylong@trendfairs.de

individual media

social media post

Advertising credit redeemable

Illustrative example

Social media posts on LinkedIn, Instagram and Facebook

Make the most of area30's reach on Facebook, Instagram and LinkedIn for your bespoke news post.

You provide the text and images – we'll take care of the publication and incorporate your latest news, products or trade fair appearance into area30's communications.
This way, you'll reach the area30 specialist community and generate additional attention for your trade fair appearance.

Investment

Per Post **EUR 395**

Data Specification

- Your news item: headline, short teaser (max. 255 characters), body text
- Digital photo in JPG, GIF or PNG format, max. 1 MB / 1,024 x 1,024 pixels
- YouTube video link

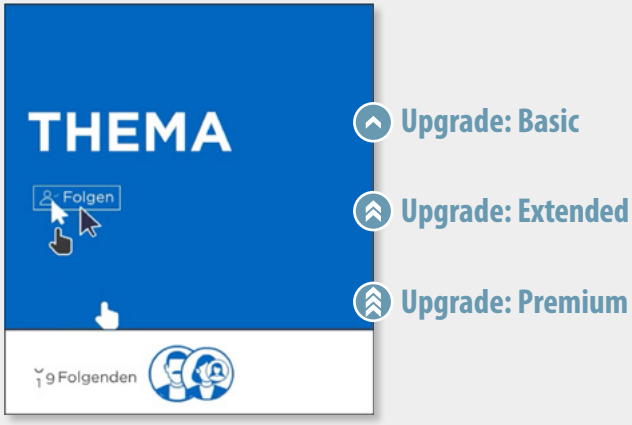
Data delivery

Please send the data or download link by email **no later than 7 days before publication** to:
Nicole Dylong, dylong@trendfairs.de

online trade fair marketing

basic listing + basic · extended · premium

Watch the explanatory video



Upgrade: Basic

Upgrade: Extended

Upgrade: Premium

Illustrative example

Your trade fair presence begins long before the first handshake at the stand.
Using the area30 online platform, you can draw visitors' attention specifically to your company – before, during and after the trade fair. Articles, videos, podcasts and events act as online exhibits that captivate visitors even before the trade fair begins and draw them to your stand. **Your basic listing is included with your stand booking.** Which upgrade is the right one depends on your goals.

The packages build on one another:

- **Basic:** Presence & Visibility
  Logoticker homepage, logo on the venue map online, 4 posts
- **Extended:** Reach & Lead Generation
  Premium profile, featured on the homepage, 6 posts, lead insights, approx. 3x reach
- **Premium:** Celebrities & Opinion Leaders
  Top of the list, suggested follow-up, 8 posts, 12 months; monitoring after the trade fair

Investment

Package upgrades:

Basic	**EUR 495**
Extended	**EUR 1,195**
Premium	**EUR 1,995***

more information ›

Availability

Basic: unlimited
Extended: unlimited
Premium: limited

Buchung

via AMS, the order form, stand registration, email or in Conteo Publisher

Contact

Conteo AG
servicedesk@conteo.io
Telefon: +41 44 552 44 64

*Launch price 2027: EUR 1,995 instead of EUR 2,495

online trade fair marketing

packages in detail

	Basic entry	Basic	Extended	Premium (limited)
Investment	**already paid***	**EUR 495**	**EUR 1,195**	**EUR 1,995****
Goal	Basic needs	Presence & Visibility	Reach & Lead generation	Celebrities & Opinion Leaders
Content and reach in the run-up to the trade fair				
Articles and events	2	4	6	8
Advertisements on topic pages, recommendations, search, programme, distribution via email updates	✓	✓	✓	✓
Featuring posts on the homepage	–	–	✓	✓
Profile, branding and visibility				
Profile with logo and lead generation, follow profile	✓	✓	✓	✓
Premium profile with hero image, premium preview tile	–	–	✓	✓
Logo ticker on the homepage, logo on the online venue map	–	✓	✓	✓
Top of the list in the exhibitor directory	–	–	✓	high level
The profile is suggested for following during registration	–	–	–	✓
Lead generation · Success after the trade fair				
Online presence in the run-up to the next trade fair, analytics	✓	✓	✓	✓
Advanced Lead Insights	–	–	✓	✓
Monitoring of a content channel for 12 months + 6 posts, featured content and email campaigns following the trade fair	–	–	–	✓

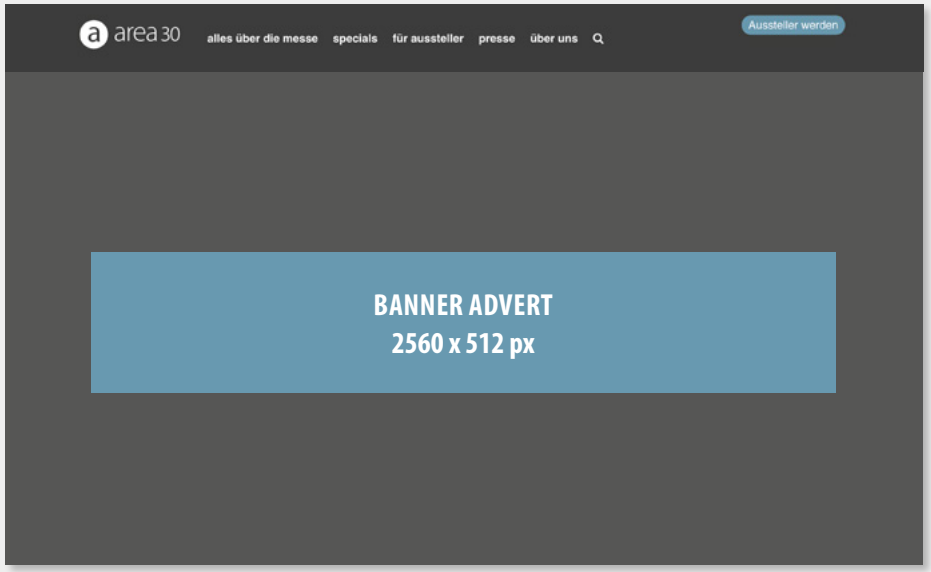
* By registering for a stand, you have already paid the marketing fee – the basic listing is included in this. Booking: AMS, order form, stand registration, email or directly via Conteo Publisher.

**Launch price 2027: EUR 1,995 instead of EUR 2,495

area 30

online trade fair marketing

additional content · banner advert



Illustrative example

Additional content (post or event)

For exhibitors who have used up their package allowance. The content is displayed via theme pages, search, recommendations and email updates.

Banner advert on the website

Exclusive banner placement on the platform's home page – replacing the previous slider banner.

Investment

Additional content	**EUR 200**
Banner advert	**EUR 1,500**

Availability

Additional content: unlimited
Banner advert: 5x available

Data Specification

- **Format:** W 2.560 x H 512 px
- **File format:** JPG, PNG, GIF

Booking

via AMS, the order form, email or directly in Conteo Publisher (for additional content only)

Contact

Conteo AG
servicedesk@conteo.io
Telefon: +41 44 552 44 64

area 30

special advertising formats

advertising banner entrance side exhibition hall

Illustrative example

Advertising banner on the entrance side exhibition hall

Your brand right at the exhibition reception: Place your advertising banner on the entrance page of the temporary exhibition hall and reach trade visitors the moment they enter area30.

Your company will be visible in the central entrance area throughout the entire six-day exhibition.

Every visitor will pass your advertising space and thus make direct contact with your brand right at the start of their visit to the exhibition.

- **6 days**
- **central location**
- **high footfall**

Investment

Per Banner **EUR 2,850**
Per Double banner **EUR 5,500**
including production, assembly and dismantling over 6 days

Booking until 8 July 2027

9x available

Data Specification

- Banner: W 490 x H 320 cm
- Double banner: W 980 x H 320 cm
- Digital photo image
- Resolution: 150 dpi
- Text/image: 150 mm from the edge
- System tarpaulin, reinforced edges and eyelets all round

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

If you have any questions, please just give us a call or send us an email: Nicole Dylong, Telefon +49 89 244 193 205, dylong@trendfairs.de

area30

special advertising formats

window film entrance side of the exhibition hall

Illustrative example

Window film on the entrance side of the exhibition hall

Make use of the entrance area of the temporary exhibition hall for a large-scale presentation of your brand. Your bespoke advertising design will be displayed on the windows in the entrance area for the duration of the six-day exhibition.

Every visitor passes this area when entering area30 – and will notice your brand immediately upon entering the exhibition.

Note: For the film application, the wall panels are replaced with panels. The individual panels are separated from one another by profiles. Please refer to the layout grid for this.

Investment

Per advertising space **EUR 19,900**
including production, assembly and dismantling over 6 days

Booking until 8 July 2027

2x available

Data Specification

- Format per advertising space: W 20 x H 7.40 m (32 windows in total, 16 windows across)
- Digital photographic image
- Resolution: 150 dpi
- A dimensioned layout grid for producing print files is available upon booking

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

If you have any questions, please just give us a call or send us an email: Nicole Dylong, Telefon +49 89 244 193 205, dylong@trendfairs.de

area30

special advertising formats

covers for hamburger grills

Covers for Hamburger grills

At area30, you have the opportunity to use covers for Hamburg-style parking barriers as advertising media. The printed covers provide you with an ideal advertising space for the entire duration of the trade fair.

Your covers will be on display in the car park area throughout the trade fair.

Investment

Per cover **EUR 795**
Including production, assembly and dismantling over 6 days

Booking until 8 July 2027

6x available

Data Specification

- Cover dimensions: W 255 x H 90 cm (printed on both sides)
- Print data in final format 1:1
- Resolution: 300 dpi
- 4-colour digital printing
- You will receive guidelines on file preparation after booking

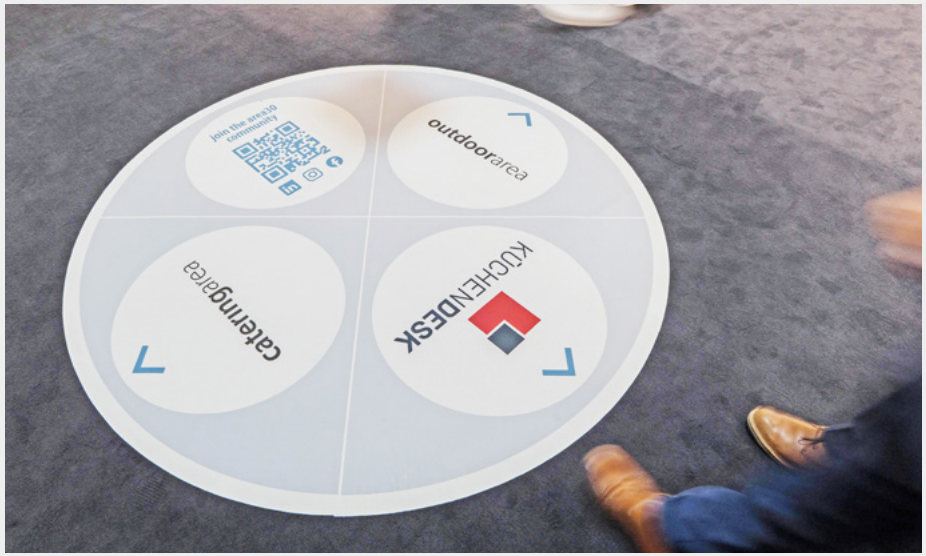
Data delivery

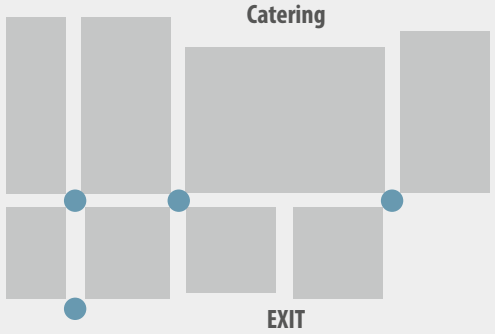
Please send the data or download link **by 8 July 2027 at the latest** by email to: **Nicole Dylong, dylong@trendfairs.de**

If you have any questions, please just give us a call or send us an email: Nicole Dylong, Telefon +49 89 244 193 205, dylong@trendfairs.de

special advertising formats

logo on floor graphics





Example placement
in the exhibition hall

Illustrative example

Logo on floor graphics

Place your logo directly along the walkways of area30 and attract extra attention at high-traffic points in the exhibition hall.

The floor graphics are applied as floor stickers on the carpet at key aisle junctions. This ensures your brand is visible exactly where trade visitors are walking and looking for their way around.

- **Logo on the floor**
- **Central aisle junctions**
- **6 days of the trade fair**

Investment

Per Logo **EUR 550**
Including production, assembly and dismantling over 6 days

Booking until 8 July 2027

8x available

Data Specification

· Floor graphic dimensions:
W 200 x H 200 cm
· Logo dimensions: approx.
W 35 x H 35 cm
· Digital logo as a vector graphic,
4-colour, negative and black and white

Data delivery

Please send the data or download link **by 8 July 2027 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

special advertising formats

corporate film in the catering sector & stage

Advertising credit redeemable

Illustrative example

Corporate film in the catering sector & stage

Showcase your corporate or product video in the catering area and on the stage at area30, and reach trade visitors whilst they are at the exhibition.

Your video will be shown on a continuous loop on two screens in the catering area and on the stage during breaks on all six days of the exhibition. For optimal integration into the programme, we recommend a film length of 60 to 90 seconds.

This ensures that your brand and your message are also visible away from your exhibition stand, in the central catering area and on the stage at area30.

- **2 screens**
- **6 days of the trade fair**
- **Endless loop**
- **60 – 90 seconds recommended**

Investment

Per film screening **EUR 995**

Booking until 8 July 2027

6x available

Data Specification

· Full HD, max. 3 mins.
· Format: MP4
· No audio

Data delivery

Please send the film via a download link **by 8 July 2027** by email to:
Nicole Dylong, dylong@trendfairs.de

special advertising formats

VIMA event scanner app – real-time lead scanner

Illustrative example

VIMA event scanner app

Easily record and follow up on trade fair contacts.

With the VIMA Event Scanner app, you can digitally capture the contact details of your stand visitors and analyse your leads in a structured way.

The Leadscanner records:

· Visitor contact details such as company, name, address and email address
· Number of visitors, including date and time
· Assignment of contacts to your stand staff

This means you have your trade fair contacts directly to hand and can stay in touch with your prospective customers both in person at the event and through targeted follow-up.

- **Easy to record**
- **Clear analysis**
- **Targeted follow-up**

Investment

App licence	**EUR 345**
scanner optional extra	**EUR 49**

Booking until 8 July 2027

Book the Leadscanner via the Exhibitor Management System (AMS).

Further information on the Lead-scanner:

more information ›

Contact your leads straight after the meeting and significantly boost your success at the trade fair.

special advertising formats

presentation on stage

Presentation at the innovation area

Make use of the Stage in the innovation area to give your own presentation to the specialist audience at area30.

Present products, new developments, innovations or relevant industry topics, and engage directly with interested trade visitors to share your expertise.

Your presentation can be given once or twice and is limited to a maximum of 20 minutes. The Stage's standard technical equipment will be at your disposal.

- **20 minutes**
- **1 or 2 sessions**
- **directly in front of a specialist audience**

Investment

• **1x Presentation**	**EUR 495**
• **2x Presentation**	**EUR 595**

Booking until 8 July 2027

Please submit your application, including a brief description of the presentation topic and the speaker.

special advertising formats

sponsor for the area30 stage

Illustrative example

Sponsor for the area30 stage

The area30 stage is a hub for presentations, talks and thought-provoking sessions for the trade audience. As a sponsor, you can position your brand within the context of the stage programme and reach the approximately 12,000 trade visitors at area30.

Your company name or logo will be featured around the stage in the exhibition's communications and on-site – and will therefore also appear in photos and videos from area30.

Your brand appears in the following, amongst others:

- on the area30 website under 'Specials'
- in special newsletters about the stage
- in all print publications featuring the stage, for example the trade fair magazine and the Smart Card
- banners next to the stage

Investment

EUR 3,295

Booking until 8 July 2027

1x available

Data Specification

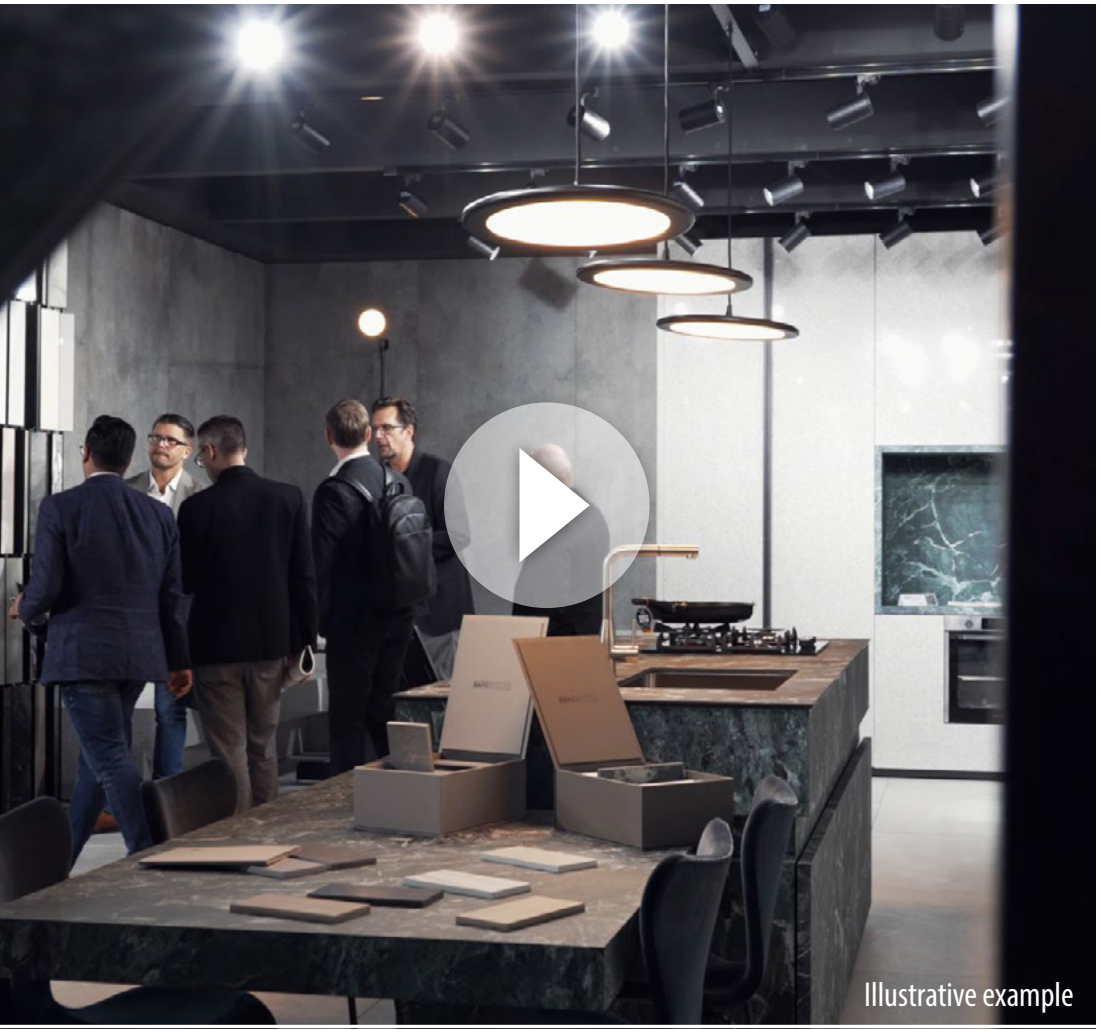
Digital logo as a 4-colour vector graphic, in negative and black and white

Data delivery

Data or a download link will be sent by email upon booking to:
Nicole Dylong, dylong@trendfairs.de

special advertising formats

video and photo shoot at a trade fair stand & trailer production


Illustrative example

Video and photo shoot at the exhibition stand & trailer production

A trade fair trailer is an excellent way to showcase your company as a highlight of the event. Following a brief briefing at the fair, a well-coordinated team of photographers and videographers will produce high-quality 4K footage of your stand and selected product highlights. Optionally, short statements can also be recorded to showcase these highlights.

In addition to video footage, photographs can also be taken on request.

During post-production, we select the best footage and create your bespoke trade fair trailer for a pre-defined target format (e.g. YouTube landscape, Instagram Reel or Story portrait).

Investment

Can be booked on an individual and flexible basis **from EUR 1,500**
depending on the respective effort

Services

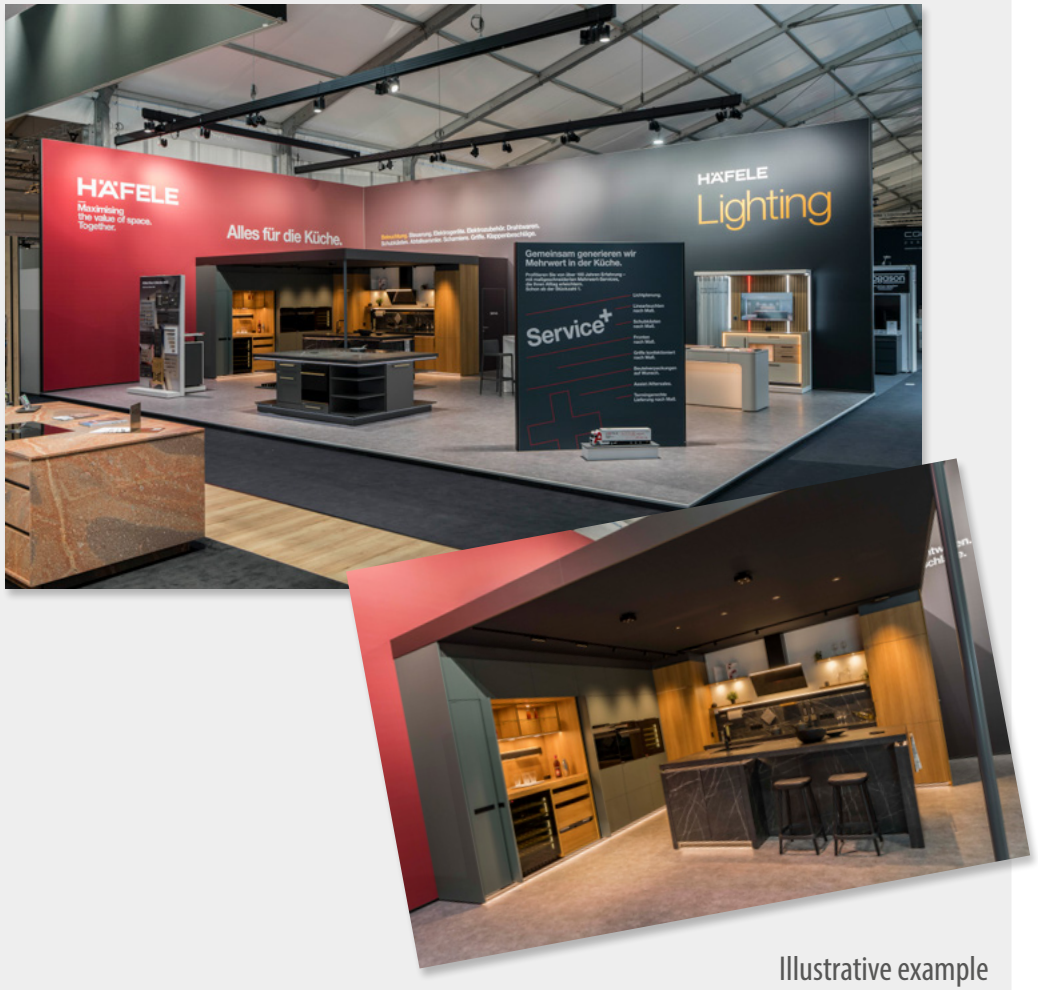
www.messeshooting.medienpilot.de
more information ›

Contact

messeshooting@medienpilot.de

special advertising formats

photo shoot at the exhibition stand (outside exhibition hours)



Illustrative example

Photo shoot at the exhibition stand (outside exhibition hours)

Professional photography of your exhibition stand. The photo shoot will take place outside exhibition opening hours, in the morning or evening.

Investment

Can be booked on an individual and flexible basis from EUR 500
depending on the respective effort

Services

www.messeshooting.medienpilot.de
more information ›

Contact

messeshooting@medienpilot.de

booking

book your advertising materials conveniently via your exhibitor management system (AMS)

The following link will take you directly to the AMS login page, where you can make your booking:
https://aussteller.trendfairs.de/#/s/login

QR code for the AMS

Cancellation clause

Cancellations of advertising media that have already been booked must be made in writing.
For printed materials, cancellation is possible free of charge up to the relevant printing deadline as communicated. Once this deadline has passed, cancellation is no longer possible and the full agreed price will be charged. For all other advertising media (e.g. digital advertising spaces, special services), cancellation fees may apply depending on the work already carried out. These will be calculated on a case-by-case basis, taking into account the costs incurred and work carried out up to the time of cancellation.
The organiser reserves the right to charge in full for services that have already commenced or been completed in full.

area 30

booking

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

Visibility packages

☐ **omni-boost**	**page 5**	**EUR 5,600**
☐ including the premium online trade fair marketing package		**EUR 7,595**
☐ **the signature – area30 leitmotif**	**page 6**	**EUR 4,995**
☐ including the premium online trade fair marketing package		**EUR 6,990**
☐ **powered by**	**page 7**	**EUR 3,995**
☐ including the premium online trade fair marketing package		**EUR 5,990**
☐ **be visible**	**page 8**	**EUR 2,750**
☐ including the extended online trade fair marketing package		**EUR 3,945**
☐ **smart and individual**	**page 9**	**EUR 1,250**
☐ including the basic online trade fair marketing package		**EUR 1,745**

Individual media

☐ Front page of the invitation card	**page 10**	**EUR 1,495**
☐ Lanyards	**page 11**	**EUR 995**
☐ Front page of the trade fair magazine	**page 12**	**EUR 2,250**
☐ Advertisements on the cover of the trade fair magazine U2	**page 13**	**EUR 1,250**
☐ Advertisements on the cover of the trade fair magazine U3	**page 13**	**EUR 1,250**
☐ Advertisements on the cover of the trade fair magazine U4	**page 13**	**EUR 1,350**
☐ Advertisement inside pages of the trade fair magazine 1/1	**page 14**	**EUR 995**
☐ Advertisement inside pages of the trade fair magazine 2/1	**page 14**	**EUR 1,350**
☐ Editorial article in the trade fair magazine	**page 15**	**EUR 1,350**
☐ A bespoke, personalised newsletter	**page 16**	**EUR 1,495**
☐ Social-Media-Post	**page 17**	**EUR 395**

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

booking

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

Online trade fair marketing

☐ Premium package	page 18	EUR	1,995*
☐ Extended package	page 18	EUR	1,195
☐ Basic package	page 18	EUR	495
☐ Additional content	page 20	EUR	200
☐ Banner advert (limited)	page 20	EUR	1,500

Special advertising formats

☐ Advertising banners entrance site exhibition hall (per banner)	page 21	EUR	2,850
☐ Advertising banner entrance site exhibition hall – double banner	page 21	EUR	5,500
☐ Window film entrance side exhibition hall	page 22	EUR	19,900
☐ Covers for hamburger grills	page 23	EUR	795
☐ Logo on floor graphics	page 24	EUR	550
☐ Corporate film in the catering sector & stage	page 25	EUR	995
☐ VIMA Event Scanner App – Real-time lead scanner	page 26	EUR	345
☐ Scanner (hardware)	page 26	EUR	49
☐ Presentation on stage 1x	page 27	EUR	495
☐ Presentation on stage 2x	page 27	EUR	595
☐ Sponsor for stage	page 28	EUR	3,295

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

*Launch price 2027: EUR 1,995 instead of EUR 2,495