



# ***InnoTrans 2024***

***24 – 27 SEPTEMBER · BERLIN***

***International Trade Fair for Transport Technology***

**ONLINE ADVERTISING - INNOTRANS BERLIN  
BENEFIT FROM MORE VISIBILITY!**

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# ***InnoTrans 2024***

**24 – 27 SEPTEMBER · BERLIN**  
*International Trade Fair for Transport Technology*

## ***Media-Package***

***Show your presence in the media at InnoTrans 2024!***

*Over the years, InnoTrans Plus has established itself as an important research tool for the industry and, with more than 4.1 million page views and over 570,000 visits per year, is used both in preparation for trade fair visits and in between exhibitions. Your entry remains online for two years and can be updated as often as required.*

*Als Hauptaussteller erwerben Sie mit Ihrer Standanmeldung das obligatorische Media-Package – ein Marketingpaket mit umfangreichen Einträgen auf InnoTrans Plus sowie der InnoTrans App. Erweitern Sie Ihr Ausstellerprofil mit Upgrades & digitalen Add-ons!*

# Media-Package & Upgrades 2024



UPGRADE: Co-exhibitors can order the full range of services of the Media Package for main exhibitors at a price of 519 € plus VAT!

## CO-EXHIBITOR

Included in the stand booking

- ✓ Company Data, Description & Logo
- ✓ Contact Person
- ✓ Links
- ✓ Multimedia uploads

## MAIN EXHIBITOR

Included in the stand booking

- ✓ Company Data, Description & Logo
- ✓ Contact Person
- ✓ Links
- ✓ Multimedia Uploads
- ✓ Social-Media Links
- ✓ 5 Main entries in the product group directory
- ✓ 3 Product entries with image, text and multimedia

Boost your media package with more content through our upgrades and individual services.

When booking a higher-value media package (upgrade), the existing package will be credited. The credit will be added to your shopping basket after logging in to the shop.

## PREMIUM UPGRADE

Additionally available for 519 € plus VAT

- ✓ Company Data, Description & Logo
- ✓ Contact Person
- ✓ Links
- ✓ Multimedia Uploads
- ✓ Social-Media Links
- + 5 Main entries in the product group directory
- + 5 Product entries with image, text and multimedia
- + 2 Exhibitor news with image, text and multimedia
- + 2 Job offers

## Media Package Add-ons

Expand your exhibitor profile with digital add-ons!

| InnoTrans Plus, App                            |       |
|--|-------|
| 1 job offer - Also bookable for co-exhibitors  | 50 €  |
| 3 job offers - also bookable for co-exhibitors | 120 € |

| InnoTrans Plus & App *           |       |
|----------------------------------|-------|
| 1 Product group                  | 75 €  |
| 3 Product group                  | 195 € |
| 5 Product group                  | 320 € |
| 1 Product group & 1 Product **   | 100 € |
| 3 Product groups & 3 Products ** | 275 € |
| 5 Product groups & 5 Products ** | 445 € |
| 4 Exhibitor News                 | 125 € |

### Career Point

The Career Point can be booked by all exhibitors and includes 1 job advertisement plus the CP marking on the stand. Optionally, you can take part in the Career Tours as a station.

**220,00 EUR**



\*Service period: Beginning with the publication and maximum until the import of the data for the following InnoTrans.

\*\* We no longer issue printed catalogues - app & platform replace the catalogue.



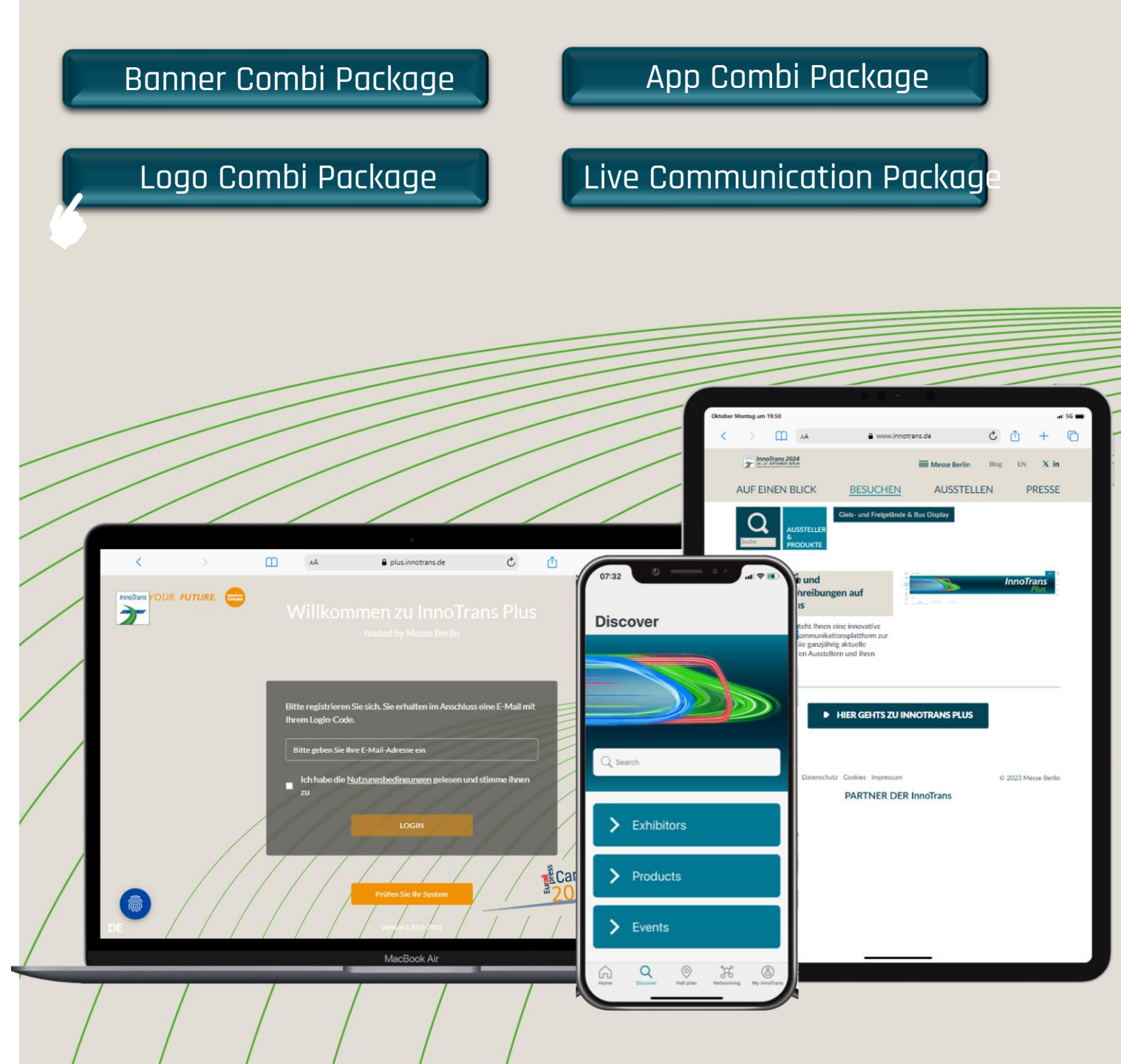
# So that everyone knows you are there.

Increase your visibility with exclusive online advertising and digital appearances.

In the run-up to, during and after InnoTrans, you have the opportunity to increase your brand awareness and highlight your presence with our advertising packages.

Standing out from the crowd is the supreme discipline, and you have the opportunity to do so via 3 media channels:

- **InnoTrans Website** - The online exhibitor directory
- **InnoTrans PLUS Platform** - the comprehensive digital preparation and follow-up tool
- **InnoTrans App** for iOS and Android - the smart mobile guide during the trade show



# BANNER COMBI PACKAGE

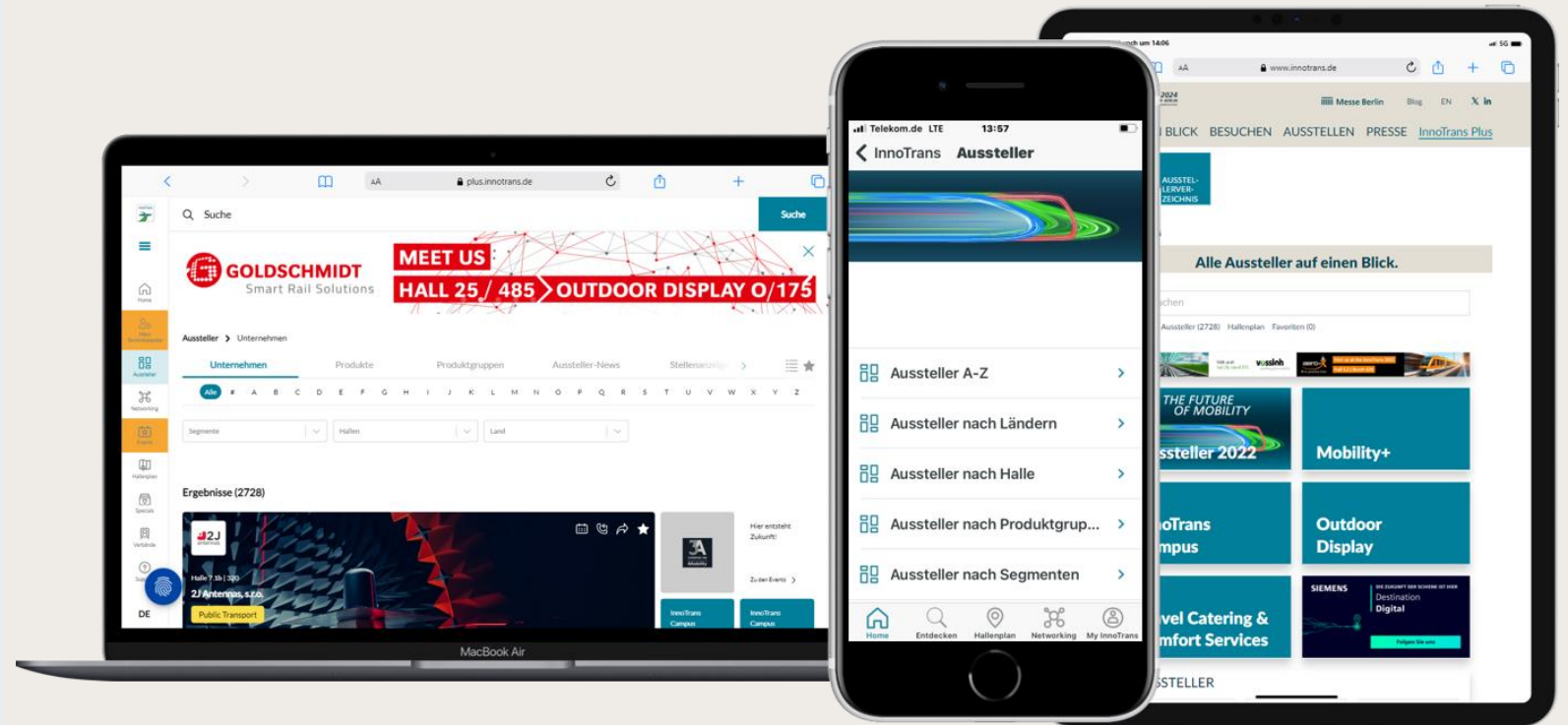
## DRAW ATTENTION TO YOUR STAND WITH BANNERS

PRICE: 18,500€ plus VAT

Availability: 6x

- Banner on [InnoTrans.de](https://www.innotrans.de)
- Top-Banner on [plus.InnoTrans.de](https://plus.innotrans.de)
- Banner on the app navigation page
- Sandwich-Banner on [InnoTrans.de](https://www.innotrans.de) and app
- Story in the InnoTrans app
- Digital advertising on the InnoTrans exhibition grounds: Ultra Stretched Displays GUIDING SYSTEM

NEW

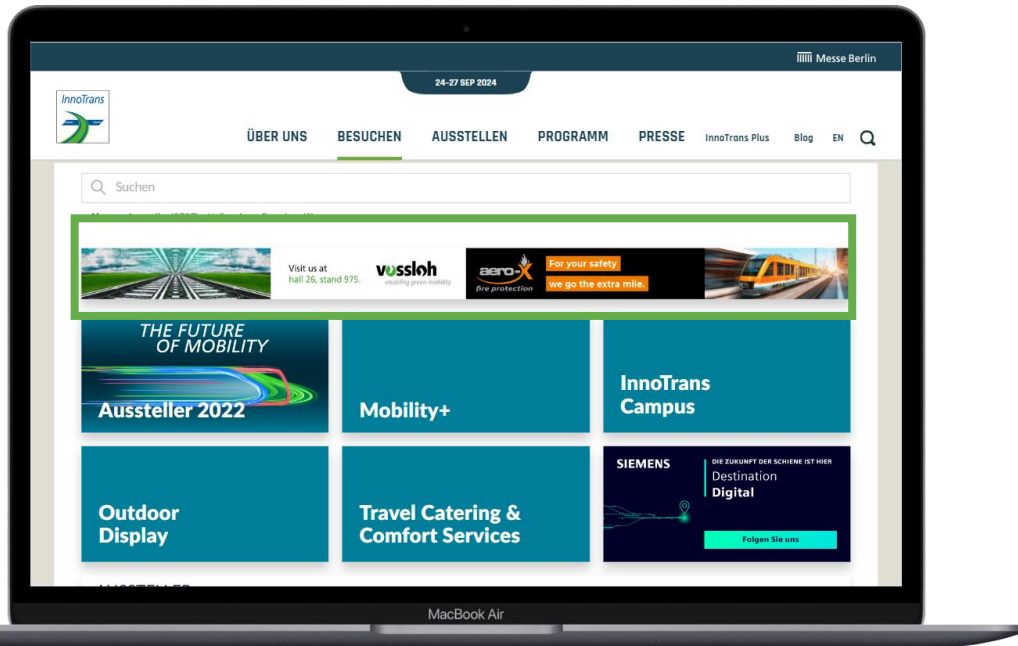


# BANNER COMBI PACKAGE

## Secure your banner in the list of exhibitors

The banner is displayed in the top position above the tiles on the 'exhibitor directory' navigation page on InnoTrans.de.

- Linked to company profile
- Format: 1440x130 px, jpeg
- Data delivery by mail



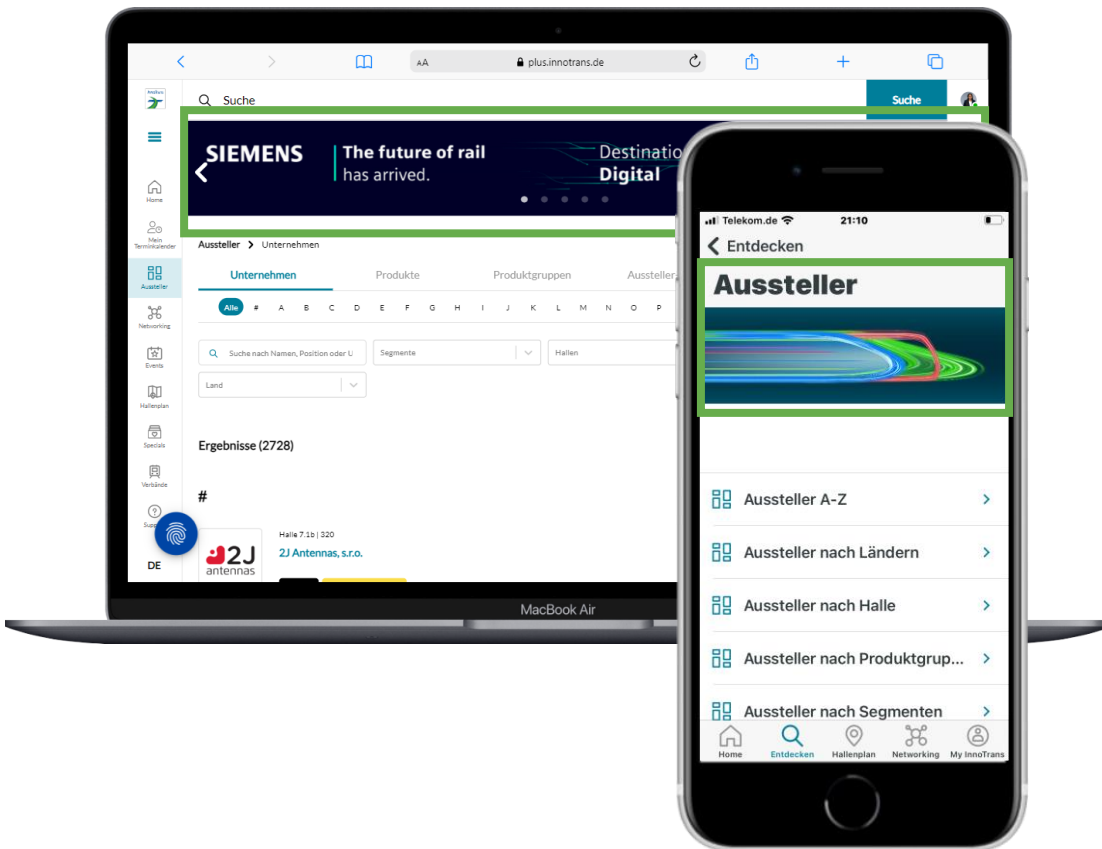


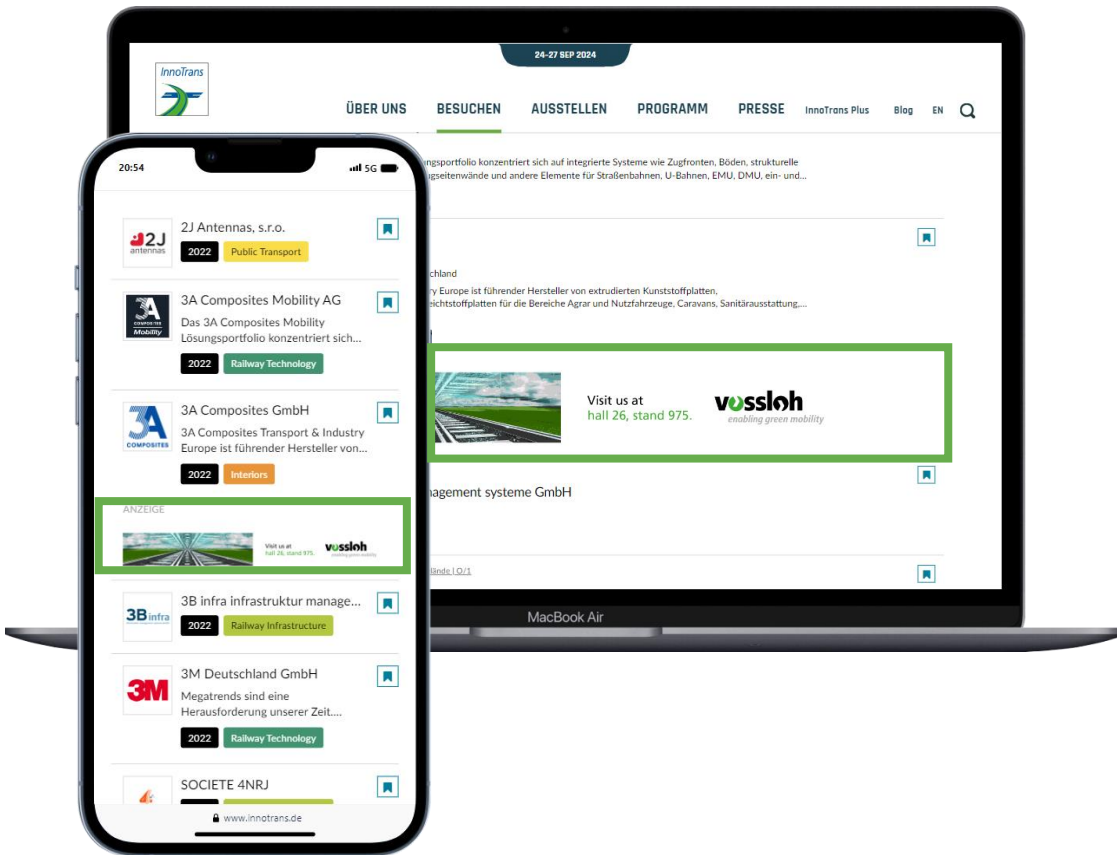
# BANNER COMBI PACKAGE

Let us highlight your presence.

The banner is displayed in the top position under one of the navigation points Exhibitors or Program.

- Linked to company profile
- The banner is displayed in rotation.
- InnoTrans Online-Plattform 2560 x 320 px, jpeg
- App 1440 x 450 px, jpeg
- Data delivery by mail





# BANNER COMBI PACKAGE

## Enhance your digital appearance.

The sandwich banner will be included in one of the result lists and published in the list of exhibitors on the website.

The banner appears in rotation in the list of exhibitors and as an alternating position in the app.

- Linked to company profile
- Format: Web: 1440x130 px, jpeg / App 1440x296 px, jpeg
- Data delivery by mail





# BANNER COMBI PACKAGE

## Your advertising in the InnoTrans guidance system

Up to 12 displays in the centre foyers of Halls 1.2, 2.2, 3.2, 4.2 (a and b in each case) as well as 5.2 and 6.2 directly in the guidance system in the corridor to the next centre foyer

- 1 slot on several Ultra Stretched Displays in the GUIDING SYSTEM CENTRAL
- Display: 2,158 x 0,348 m
- Resolution: 3840 x 2160 Pixel
- Availability on request

**NEW**

 Onsite Advertising Portfolio

# APP COMBI PACKAGE

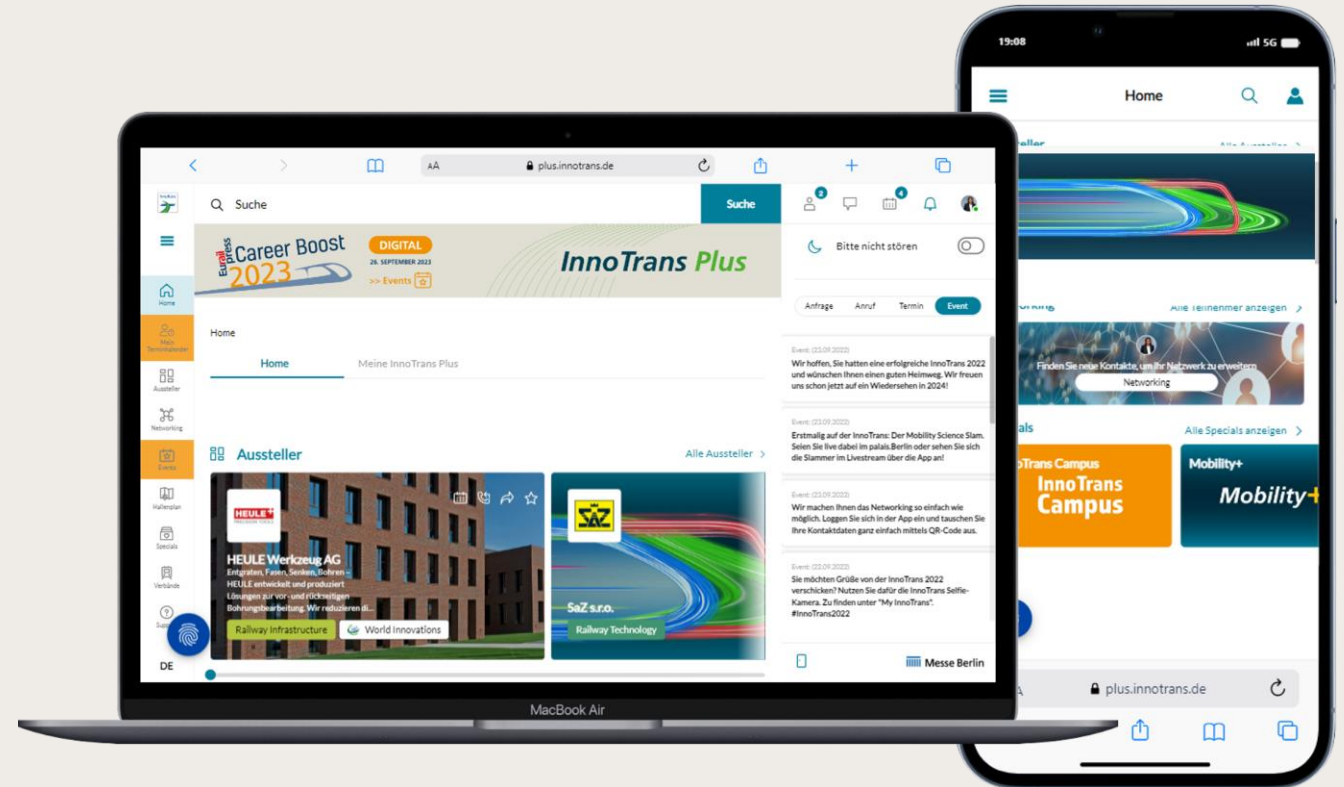
## THE SMART ADVERTISING SOLUTION

PRICE: 9,975€ plus VAT

Availability: 6x

- Top-Banner on [plus.innotrans.de](https://plus.innotrans.de)
- Top-Banner in InnoTrans app
- Story in the InnoTrans app
- Digital advertising on the InnoTrans exhibition grounds: Ultra Stretched Displays GUIDING SYSTEM

NEU

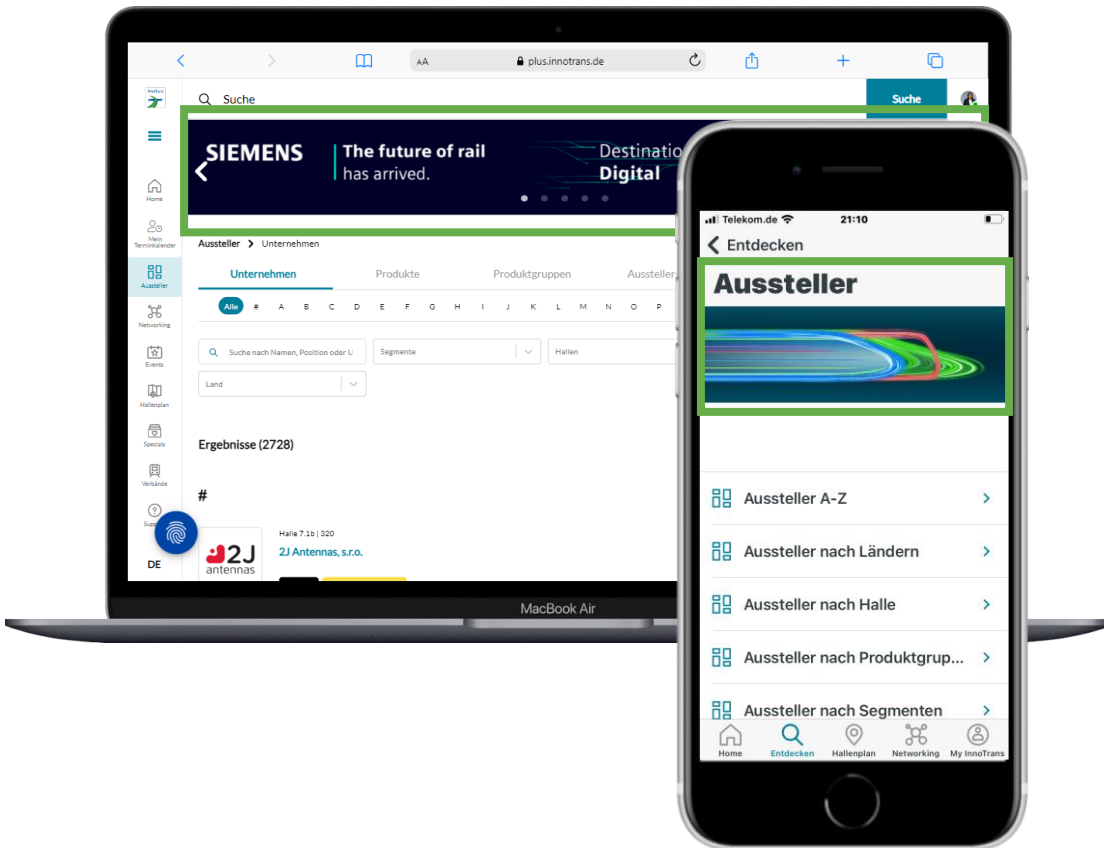


# APP COMBI PACKAGE

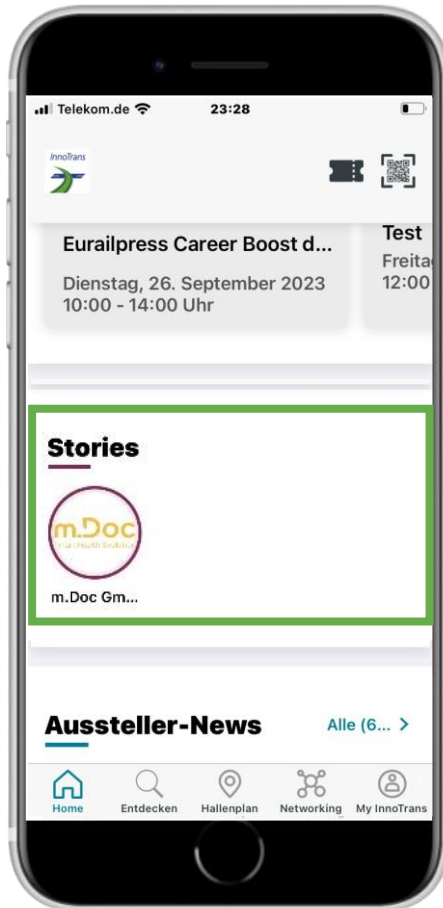
Let us highlight your presence.

The banner is displayed in the top position under one of the navigation points Exhibitors or Program.

- Linked to company profile
- The banner is displayed in rotation.
- InnoTrans Online-Plattform 2560 x 320 px, jpeg
- App 1440 x 450 px, jpeg
- Data delivery by mail







# APP COMBI PACKAGE

## Stand out from the competition!

Use the story to introduce your company, share impressions, or announce new products. Click on your logo to open a full screen with your clip.

- Linked to company profile
- Format: MP4: W: 1080px x H: 1920px Ratio 9:16 (portraits). Max. 49 MB
- We recommend videos between 15 - max. 30 sec. per file.
- Data delivery by mail



# APP COMBI PACKAGE

## Your advertising in the InnoTrans guidance system

Up to 12 displays in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (a and b in each case) as well as 5.2 and 6.2 directly in the guidance system in the corridor to the next middle foyer

- 1 slot on several Ultra Stretched Displays in the GUIDING SYSTEM CENTRAL
- Display: 2,158 x 0,348 m
- Resolution: 3840 x 2160 Pixel
- Availability on request

**NEU**

 Onsite Advertising Portfolio

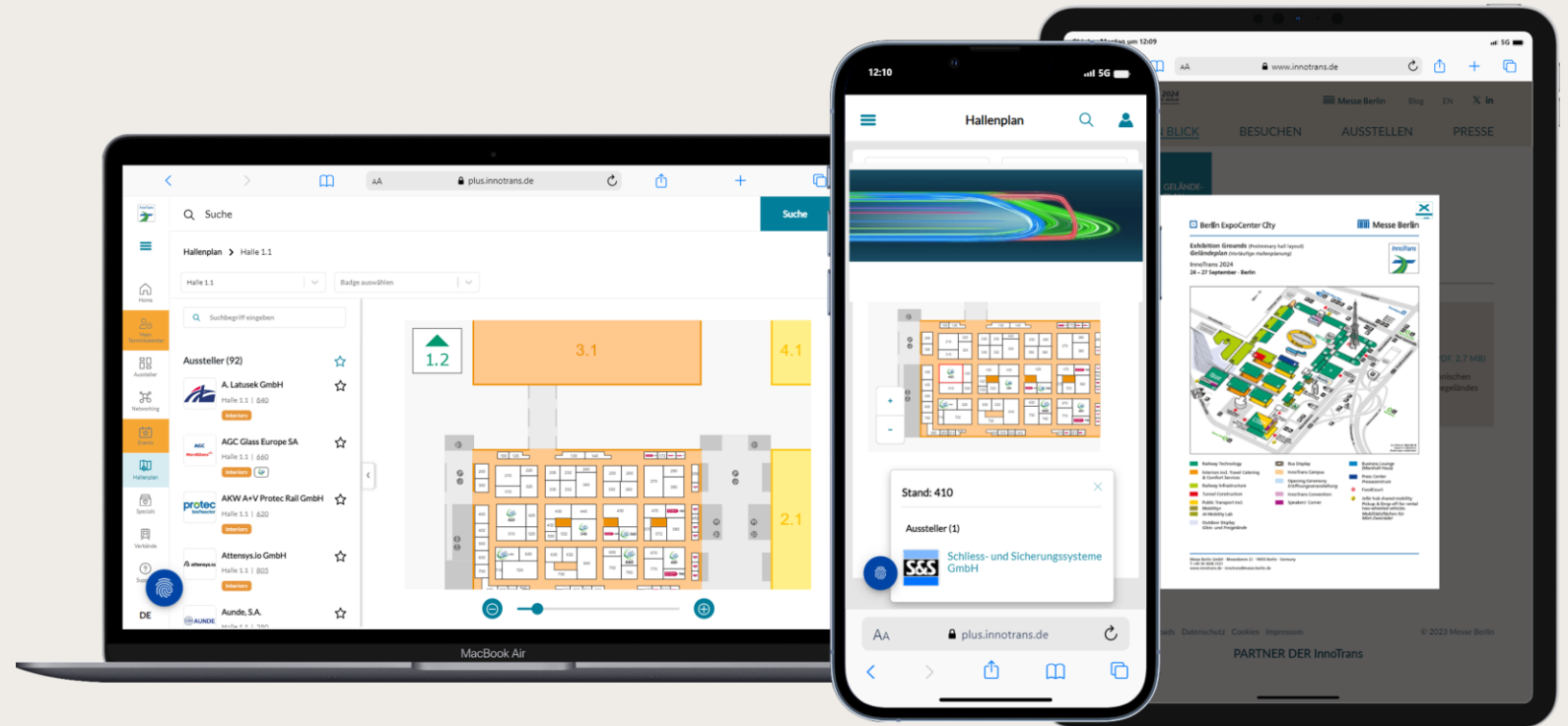
# LOGO COMBI PACKAGE

POSITION YOUR LOGO ONLINE AND  
ONSITE - SO THAT EVERYONE KNOWS  
YOU'RE THERE!

PRICE: 4.750 € plus VAT

Availability: 12x

- Gallery-Logo on [InnoTrans.de](https://www.innotrans.de)
- Gallery-Logo in the InnoTrans App
- Top-5-Logo in the online hall plan
- 1x Floor Graphic on the InnoTrans exhibition grounds





# LOGO COMBI PACKAGE

Increase your app presence! Present your logo.

The Gallery logo will be embedded on InnoTrans.de in the 'exhibitors directory' navigation page and in the InnoTrans app.

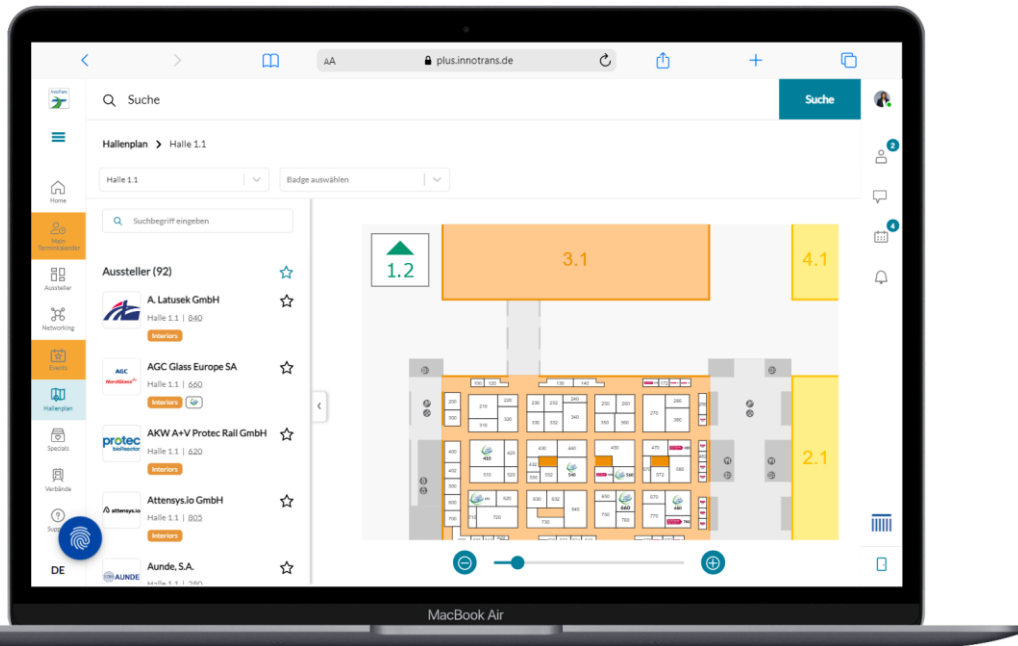
- Linked to company profile
- Appears in an endless loop of max. 12 logos
- Format: 450 x 315 px PNG, JPEG
- Data delivery by mail

# LOGO COMBI PACKAGE

## Present yourself in the hall plans.

The top 5 logos will be placed above their respective halls. On InnoTrans.de & InnoTrans Plus in the hall plan.

- Linked to company profile
- Awarded to a maximum of 5 exhibitors next to each other per hall.
- Format: SVG-Logo
- Data delivery by mail







# APP COMBI PACKAGE

## Your advertising as a floor graphic on the InnoTrans exhibition grounds

Indoor locations by arrangement: e.g. in entrance areas, at passageways and in middle foyers.

Size: 1,00 m x 1,00 m per floor graphic

- ❖ Other sizes, special formats and carpet branding on request and at extra cost. Further details can be found in the onsite advertising portfolio.

 [Onsite Advertising Portfolio](#)

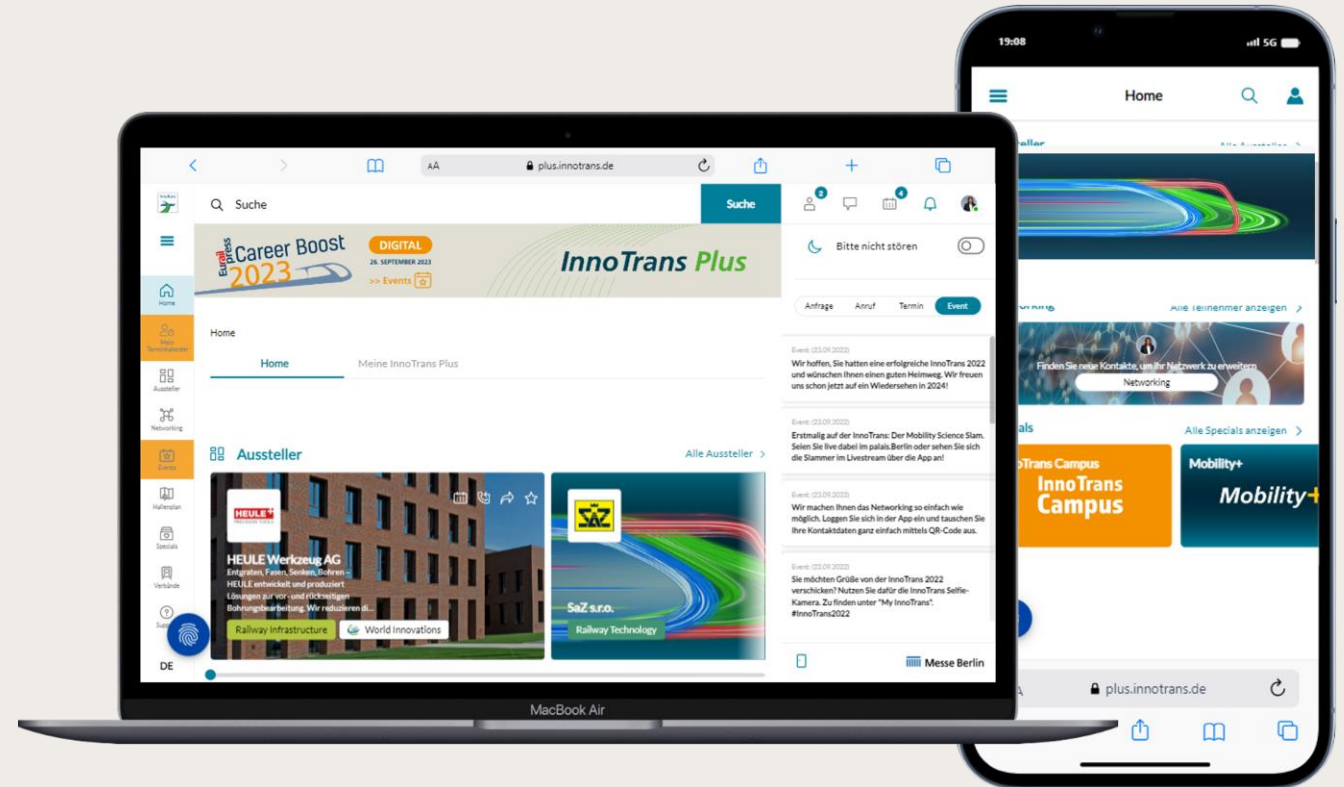
# LIVE COMMUNICATION PACKAGE

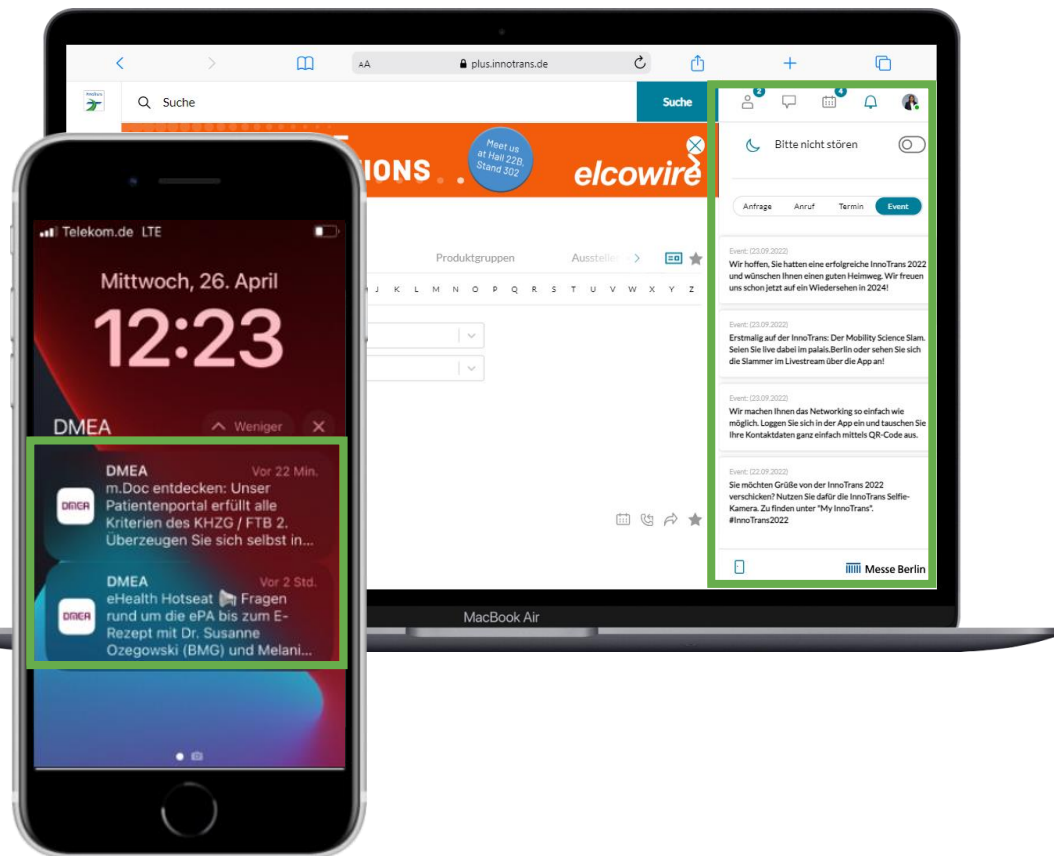
SEND YOUR MESSAGE TO THE  
INNOTRANS COMMUNITY!

PRICE: 3.500€ plus VAT

Availability: 5x

- Push-Notification in the InnoTrans app
- Push-Notification on [Plus.InnoTrans.de](https://plus.innotrans.de)
- Story in the InnoTrans app



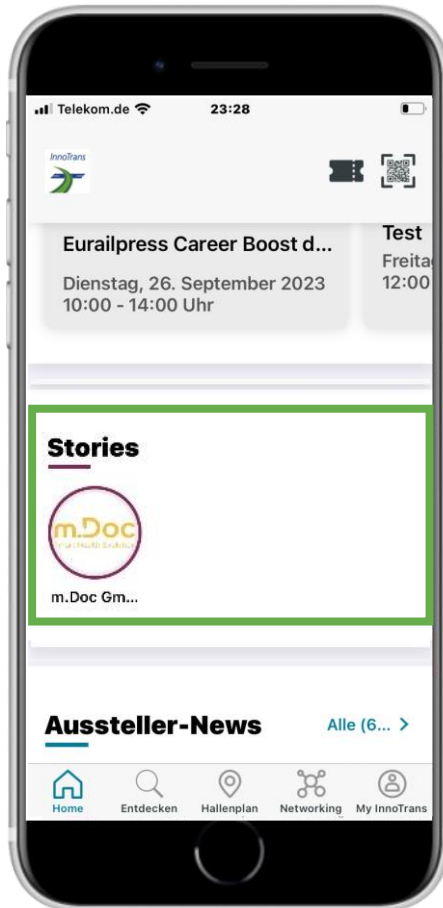


## LIVE COMMUNICATION PACKAGE

Send your message to the InnoTrans community!

Tease your presence and achieve maximum attention in one day during the InnoTrans exhibition

- Broadcast via plus.InnoTrans.de and in the app
- Total of 1 push message
- Format: 500x500 px, jpeg oder png
- Data delivery by mail



# LIVE COMMUNICATION PACKAGE

## Stand out from the competition!

Use the story to introduce your company, share impressions, or announce new products. Click on your logo to open a full screen with your clip.

- Linked to company profile
- Format: MP4: W: 1080px x H: 1920px Ratio 9:16 (portraits). Max. 49 MB
- We recommend videos between 15 - max. 30 sec. per file.
- Data delivery by mail

## INDIVIDUAL OPTIONS

|  | PRICE   | PLUS | Website | APP |
|--|---------|------|---------|-----|
| 1x Banner on www.InnoTrans.de          | 4500 €  | ✓    |         |     |
| 1x Top-Banner on www.plus.InnoTrans.de | 3750 €  |      | ✓       |     |
| 1x Sandwich-Banner                     | 2250 €  |      |         | ✓   |
| 1x Story Ad                            | 1.500 € |      |         | ✓   |
| 1x Tab-Bar-Banner                      | 1.250 € |      |         | ✓   |
| 1x Startpage-Banner in the App         | 5.250 € |      |         | ✓   |
| 1x Logo in the App-Gallery             | 1.500 € |      |         | ✓   |
| 1x Logo in the Website-Gallery         | 2.000 € |      | ✓       |     |
| 1x Top-5-Logo in the Online-Hallplan   | 1.000 € | ✓    | ✓       |     |

NEU

You can book app advertising services for this year's InnoTrans Berlin!





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## **SUPPORT**

Please contact us if you need support:

T: +49 30 3038 2500

M: [support@messe-berlin.de](mailto:support@messe-berlin.de)

Your contact for advertising opportunities:

T: +49 30 3038 2500

M: [advertising@mb-capital-services.de](mailto:advertising@mb-capital-services.de)

SHOP: [InnoTrans \(messe-berlin.de\)](https://www.messe-berlin.de/innotrans)