



01 YOUR NAME IN THE ACTION GUIDE

There is exciting action at your booth? Everyone should know about it? Then you should be in the action guide! Your company name with photo, logo, description and booth-number guarantees interested visitors to your booth. The handy folders (DIN A6) are handed out for free at the box office with every ticket. **Book now before it is too late!** (production conditionally)

Print run: 50.000 pcs.!

price per name with photo logo, description and booth-number € 498,—(498/0/0)

Deadline for print-data: 7th December 2011
(photo, logo + text / pics with 300 dpi)

I order the entry in the Action Guide.



02 HAND-OUT WITH THE ADMISSION TICKET

EXCLUSIVE!

Your advertising is distributed at the registration counter along with the ticket. Your first chance to alert visitors to your appearance. Coupons or competition draw tickets will certainly boost traffic at your stand. We look forward to advising you. **Size: 100 x 210 mm**

price per hand-out, 100 x 210 mm, 4c, 250 g € 2.820,—(980/1840/0)
circulation: 70.000 pcs.

Deadline for print-data: 7th December 2011
(PDF, 1:10, vector graphics with 1500 dpi)

YES to Hand-out.



03 TICKETBRANDING

LIMITED!

With your „brand in hand“ visitors can easily find your booth. The official admission tickets are branded with your logo - small but highly visible! One-sided print. Size 49 x 15 mm. **Make use of this exclusive opportunity!**

60.000 tickets branded with your logo! Size: 49 x 15 mm

4 color print € 4.535,—(2500/2035/0)

Deadline for print-data: 7th December 2011
(vector graphics (eps, ai, cdr, etc.) or JPG/PDF with 300 dpi)

YES to ticketbranding.



04 BANNER ON THE PIKE

SUPERIOR!

That's how you advertise twice! During arrival of the visitors and also during departure. Original and memorable. 7 pikes available - 3 at entry-points and 4 at exits of the parking garage D. One-sided printing. Size: 140 x 50 cm. **Take advantage of this unique opportunity!**

3 pcs. „entrance“ á 130b x 50h cm, 4/0 € 752,—(464/270/18)
4 pcs. „exit“ á 130b x 50h cm, 4/0 € 1.002,—(618/360/24)
All available pikes, 7 pcs. € 1.529,—(927/560/42)

Deadline for print-data: 7th December 2011
(PDF / 1:10 / pics with 1500 dpi)

YES to „entrance“, „exit“ „all available pikes“.



05 ADVERTISING DISTRIBUTION

SUCCESSFUL!

Permission to distribute advertising materials (or any other kind of promotion) on the exhibition centre premises. You provide the leafleting staff and their outfits. We will be happy to provide contacts if you require personnel.

PREMIUM
Day/person € 165,—(165/0/0)
Duration of event (4 days)/person € 525,—(525/0/0)

STANDARD
Day/person € 134,—(134/0/0)
Duration of event (4 days)/person € 422,—(422/0/0)

YES to STANDARD license(s) PREMIUM license(s) of promotion for days

All prices excluding 20% sales tax. Royalties include advertising tax. Excluding eventual shipping costs. Orders arriving within 48 hours before the start of the fair will be charged with an express-fee of 50 %. Errors and omissions excepted. Business conditions of Reed Messe Wien apply. On cancellation of the order the following fees apply: up to 2 weeks before the start of the fair: 40%; after that: 100% (excluding taxes and eventual incidental costs) Cancellation fee is applicable regardless of reasons for cancellation.

Company _____
Address _____
Country, zip-code, city _____
Person in charge _____
e-mail _____
Phone _____ Signature _____

Return to: **ADMAN Werbeagentur, Herbeckstraße 86, A-1180 Wien, Fax +43 (0)1 478 90 50-50 oder E-Mail: messe@adman.at**



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06

fallen-Inform



PLACEMENT ON THE HALL FLOOR PLAN

Exclusive space on all the floor plan displays. Put your advertising space on the displays that are the information hub of every exhibition. Format 15 x 9 cm. We have some great ideas for promoting your presence. **Ask us!**

Size 150b x 90h mm,
all plan desks for duration of event € 307,—(307/0/0)

Deadline for print-data: 7th December 2011
(JPG, 150b x 90h mm, 300 dpi,
Please include hall & booth-number with your logo.)

LIMITED!



YES to placement on hall floor plan.

07



USE OF THE GLASS FACADE AS AN ADVERTISING SURFACE (ENTRANCE A)

Unbeatable placement! It's not just fairgoers who get to see your advertising. Use the north and south glass walls of Foyer A as an impactful advertising surface! Glass sheet format approx. 300 x 220 cm. Limited surfaces available!

licence per glass surface € 474,—
Production per m² € 35,—
(de)installation per glass surface € 148,—

Deadline for print-data: 7th December 2011
(vector graphics (eps, ai, cdr, etc.) or JPG/PDF with 300 dpi)

FUTURISTIC!



YES to pieces of glass surface(s).

08



ADVERTISING FLAG IN FRONT OF ENTRANCE A

Communicate innovation and a sense of adventure. fly your flag over the fairground, visible to every visitor! **Only 3 poles are available!**

Flag
per flag (up tp 130w x 800h cm) € 315,—(295/0/20)

Flag incl. production
per flag (up tp 130w x 800h cm) € 605,—(295/290/20)

Deadline for print-data: 7th December 2011
PDF, 1:10, pics with 1000 dpi)

LIMITED!



YES to pieces advertising flags; Flags with production: yes no

09



LARGE POSTER-DISPLAY

Impressive mobile advertising space. Placeable wherever there are visitors. Perfect in front of the main entrance – in the middle of the visitor influx. Usable indoor/outdoor. Two advertising spaces DIN A0 (84 x 119 cm) each. **Make your mark before the competition does it.**

2 sides DIN A0 (84 x 119 cm) each € 302,—(204/98/0)

Deadline for print-data: 7th December 2011
PDF, 1:10, pics with 1500 dpi)



YES to pieces of large poster-display(s).

10



SPECIAL ADVERTISING STAND

Do you have a three-dimensional advertising display that you would like to set up inside or outside of the building? We've got the space for you. Use existing advertising surfaces (e.g. cars, inflatables or roll-ups) that no visitor can fail to notice! **Book today!**

per object like roll-up, beach flag, or similar € 210,—(210/0/0)
per object like inflatable or up to 6 m³ € 358,—(358/0/0)
pro car or similar € 581,—(581/0/0)
bigger or not comparable to listed objects on request
optional power supply up to 2 kW € 95,—

desired location needs OK from us

3-DIMENSIONAL!



YES to pieces special advertising stand; Description: POWER: yes no

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11



MEGA-BANNER AT THE ENTRANCE OF THE MALL (FOYER A)

Titanic advertising space at the entrance of the mall! **Make this huge 700 x 300 cm opportunity your own!**

Mega-banner at the entrance of the mall

size 700 x 300 cm

€ 2.015,- (1145/672/198)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1500 dpi)

FUTURISTIC!



YES to the banner at the entrance of the mall.

12



BANNER BEHIND THE CASH DESKS (FOYER A)

Several sizes possible! Upright format: 400 x 650 cm or landscape format 850 x 400 cm. Your advertising right behind the cash desks, where everybody is looking. **Secure this space for you!**

Banner behind the cash desks

upright format 400 x 650 cm
landscape format 850 x 400 cm

€ 2.533,- (1473/832/228)
€ 3.242,- (1926/1088/228)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1500 dpi)

EVIDENT!



YES to the banner behind the cash desks..

13



MEGA-BANNER - FOYER A CENTER

Huge advertising space in the middle of Foyer A – where every visitor passes by! Hanging from the ceiling and highly visible! Sizes from 300 x 200 cm to 1800 x 400 cm are possible. Use an available banner or have us produce one for you.

desired format, per m²

€ 89,- (57/32/0)

Deadline for print-data: 7th December 2011
PDF, 1:10, pics with 1500 dpi)



YES to MEGA-banner.

14



BANNER ABOVE THE TWO HALL ENTRANCES (FOYER A)

Big advertising space in Foyer A above the two entrances to the hall A. Size per Banner 500 x 400 cm. This impressive space is a real eye-catcher. **Take this opportunity, order now!**

Banner above the two hall entrances

Size 500 x 400 cm – only two available

€ 1.922,- (1102/640/180)

Deadline for print-data: 7th December 2011
(JPG, 150b x 90h mm, 300 dpi,
Please include hall & booth-number with your logo.)

LIMITED!



YES to this banner.

15



BANNER ON THE ELEVATOR-SHAFT (FOYER A)

Immediately upon entering the Foyer A every visitor faces the elevator-shaft. You can brand this eye-catching location with a large banner – 216 x 435 cm! **Ask us!**

Banner on the elevator shaft (Foyer A)

Size 216 x 435 cm

€ 1.669,- (1251/300/118)

Deadline for print-data: 7th December 2011
(JPG, 150b x 90h mm, 300 dpi,
Please include hall & booth-number with your logo.)

LIMITED!



YES to the banner on the elevator shaft.

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16



CEILING-BANNER IN THE MALL

2-sided ceiling-banner in the middle of the mall. At every entrance to a hall, hanging banners serve as a navigation-aid. In between there is room for YOU. Direct the visitors to your stand. Highly visible, two sides per banner! **Send us your design!**

Ceiling-banner in the Mall

each ceiling-banner (2 sides, 150 x 400 cm each) € 870,—(402/384/84)

Deadline for print-data: 7th December 2011
(PDF / 1:10 / 1000 dpi)

LIMITED!



YES to pieces of ceiling-banner.

17



BANNER NORTH SIDE „SPITZ“ (FOYER A)

Overwhelming dimension 700 x 420 cm for your advertising, next to the cash desks, near the turnstiles. **This is how you will be found.**

Banner on the north side

Size 700 x 420 cm € 2.346,—(1166/940/240)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1500 dpi)

LIMITED!



YES to this banner on north side.

18



BANNER OPPOSITE MAIN ENTRANCE (FOYER A)

Giant advertising space in Foyer A (main entrance), next to the entrances to Hall A. Banner format 700 x 420 cm. This commanding position sets the stamp on your exhibition appearance. Don't miss this opportunity! Book now!

Banner opposite main entrance (Foyer A)

Size 216 x 435 cm € 2.711,—(1543/940/228)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1500 dpi)

LIMITED!



YES to banner opposite main entrance.

19



FREE-FLYING ZEPPELIN

This way your message will be seen for sure. The remote controlled blimp will fly exclusively for you in the lounge, in the main entrance and in the halls. The hull can carry your message on both sides. Customized branding. **Don't hesitate to ask!**

Only for event duration (4 days) –
2 color branding incl.

€ 2.910,—(1112/1.730/0)

Deadline for print-data: 7th December 2011
(PDF, 1:10, vector graphics with 1500 dpi)

EXCLUSIVE!



YES to ZEPP.

20



FLOOR-ADVERTISING

Advertise where everyone is looking – the floor! Lay out a trail to your booth or use your logo and your booth-number. Many possibilities exist! **Call us, we have great ideas!**

Adhesive foil, price per m² (min. 10m²)

	1-color	4-color	
10–29 m ²	€ 119,—	€ 138,—	(50/69–88/0)
30–49 m ²	€ 109,—	€ 128,—	(40/69–88/0)
≥50 m ²	€ 99,—	€ 118,—	(30/69–88/0)

Deadline for print-data: 7th December 2011
(1c: EPS, no pics; 4c: PDF, 1:10, pics with 1500 dpi)

PATHBREAKING!



YES to m² 1-color YES to m² 4-color.

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21



**ADVERTISING SPACE
AT THE TURNSTILES**

Advertise where everyone has to pass through – at the turnstiles! Made from durable adhesive foil (85 x 170 cm)
Just call us!

min. 2 spaces / adhesive foil, 4 color print
each turnstiles 1 size (85b x 170h cm) € 380,—(250/130/0)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1000 dpi)



YES to advertising space(s) at the turnstiles.

22



**FLOOR-ADVERTISING AT THE CASH
DESKS (FOYER D)**

Use the space every visitor has to step on: in front of the cash desks. With a color-printed, skid-proof plastic foil. Also available cut into a shape. **Ask us!**

Space at each cash desk: 100 x 200 cm
per cash desk € 438,—(258/180/0)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1000 dpi)



YES to pieces cash desk(s).

23



WELCOME-CARPET (FOYER A)

Welcome your clients already at the entrance! A large carpet (150 x 240 cm) printed with your design will be laid right at the entrance to the fair! **Just call us!**

price per carpet á 150w x 240h cm € 554,—(258/296/0)

Deadline for print-data: 7th December 2011
PDF, 1:10, pics with 1000 dpi)

EXCLUSIVE!



YES to carpet(s).

24



LIGHT-DISPLAY BASIC AND JUMBO

Impress with the more than 10 m² advertising space of the JUMBO-Display or choose the convincing 3½ m² of the BASIC-Module. Every Display will be placed in a prominent area. Subjects will be provided by you or just let us take care of it with our fair know-how. **Don't hesitate to ask!**

BASIC:
2 sides, each 594 x 1.682 mm, duration of event € 438,—(340/98/0)

JUMBO:
2 sides each 841 x 2.378 mm, duration of event € 632,—(464/150/0)

Deadline for print-data: 7th December 2011
(PDF, 1:10, pics with 1500 dpi)

EVIDENT!



YES to Light-Display(s) BASIC and Light-Display(s) JUMBO.

All prices excluding 20% sales tax. Royalties include advertising tax. Excluding eventual shipping costs. Orders arriving within 48 hours before the start of the fair will be charged with an express-fee of 50 %. Errors and omissions excepted. Business conditions of Reed Messe Wien apply. On cancellation of the order the following fees apply: up to 2 weeks before the start of the fair: 40%; after that: 100% (excluding taxes and eventual incidental costs) Cancellation fee is applicable regardless of reasons for cancellation.

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