

die messe der kooperationen

ADVERTISING &
SPONSORING
PORTFOLIO FOR
EXHIBITORS,
PARTNERS & SPONSORS

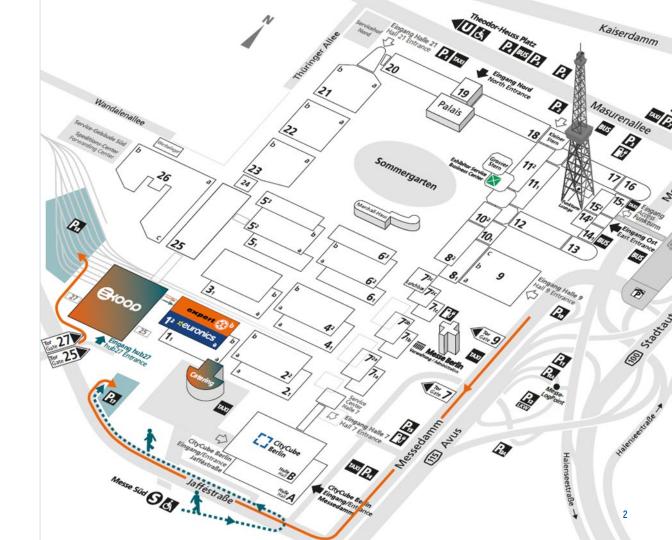
BERLIN GERMANY 18-19 FEBRUARY 2024

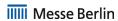






BERLIN EXPOCENTER CITY KOOP SITE MAP 2024





hub27 OUTDOOR & INDOOR ADVERTISING & SPONSORING



Sponsoring Packages







WiFi Sponsoring

KOOP will offer free WIFI all over the Exhibition Site for all visitors.

The sponsor benefits from different design options and features as well as integration/ naming in the on-site announcements of the KOOP WiFi.

A detailed overview of all benefits will be gladly provided anytime.

Licence: from 8,000.00 Euro net (depending on extent of the sponsorship)

Availability upon request.

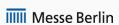
Product Sponsoring - e.g. Coffee

Sponsor of e.g. Coffee Corners that will be strategically placed within the event site.

The sponsor benefits from different logo placements on/ at the coffee corners and/ or could deliver it's own coffee machines or the like. There are different ways to be a sponsor and we we gladly compose the perfect package together with you.

License: on demand (depending on type and extent of the sponsorship)

Availability upon request. Other Product Sponsorships on demand.











1 Advertising Tower at the Access to the Parking Areas, 4-sided

Location at the access to the parking areas of Entrance hub27 at "Jafféstraße"

Size (w x h) The tower is equipped with 4 banners:

east side (main road) & west side (main road): 8.75 m x 8.11 m per banner north side (car park) & south side (main road): 5.75 m x 8.11 m per banner

Hire Charge east & west side: 7,660.00 EUR each

north & south side: 4.278.00 EUR each

Production/ east side & west side: 4,015.00 EUR per banner north side & south side: 2,665.00 EUR per banner

Status Availability upon request.

1 Advertising Tower at Gates 25/hub27, 2-sided

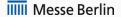
Location at the access to Gates 25/27 and hub27 at "Jafféstraße"

Size (w x h) 3.94 m x 9.25 m per side [2 sides in total]

Hire Charge 7,355.00 EUR for both sides

Production/ 3,805.00 EUR for both sides

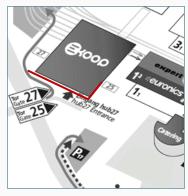
Installation











46 Flags between the Parking Areas and Gates 25/hub27

Location 46 flagpoles at Jafféstraße between the parking areas of Entrance South

and the access to Gates 25/27

Size (w x h) 1.50 m x 4.00 m per flag

Hire Charge 175.00 EUR per flag

Production/ The costs Installation will theref

The costs depend on layout, quantity and finishing of the flags and

will therefore be calculated individually.

Status Availability upon request.

Mega-Banners on the facade of hub27 in combination with Organiser Content

Location banners on the facade of hub27 facing Main Road/ "Jafféstraße" and car park or Entrance South in combination with KOOP advertisment

Size (w x h) position 1: 19,60 x 5,75

positions 2 and 3: 8.60 x 5.75 per banner

position 4: 17.35 x 15.00

Hire Charge position 1: 10,480.00 EUR

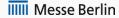
positions 2 and 3: 4,600.00 EUR per banner

position 4: 24,205.00 EUR

Production/ position 1: 5,630.00 EUR nositions 2 and 3: 4700

positions 2 and 3: 4,700.00 EUR per banner

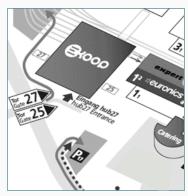
position 4: 12,910.00 EUR











Floor Graphics

Location positions by arrangement:

e.g. in the entrance area of hub27

Size (w x h) 2.40 m x 2.40 m per graphic

Other formats/ shapes on demand.

Hire Charge 825.00 Euro per graphic

Production/ Installation 670.00 Euro per graphic

Status Availability upon request.

Mobile Advertising Towers, 4-sided

Location positions by arrangement:

e.g. in the entrance area of hub27

Size (w x h) e.g. small: 2.302 m x 4.15 m per side (see exemplary photo on the left)

e.g. big: 3.302 m x 6.15 m per side

[4 sides per tower - other formats are possible]

Hire Charge e.g. small: 3,890.00 EUR per tower

e.g. big: 7,780.00 EUR per tower

Production/ e.g. small: 2,970.00 EUR per tower **Installation** e.g. big: 4,995.00 EUR per tower









Pillar Brandings at the Entrance Area to hub27, each 4-sided

Location pillars side by side at the Entrance to hub27 (4 sides per pillar)

Size (w x h) complete version: 0.55 m x 4.10 m per side

short version: 0.55 m x 2.80 m per side (see exemplary photo on the left)

Hire Charge complete version: 1,065.00 EUR per 4-sided pillar branding

short version: 730.00 EUR per 4-sided pillar branding

Production/ complete version: 1,475.00 EUR per 4-sided pillar branding short version: 1,375.00 EUR per 4-sided pillar branding

Status Availability upon request.

Bench Displays, 2-sided

Location positions by arrangement:

e.g. in the Entrance area of hub27

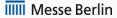
Size (w x h) 2.05 m x 2.05 m per side

(2 sides per display)

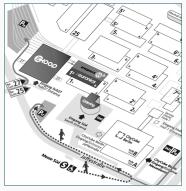
Hire Charge 780.00 EUR per 2-sided display

Production/ 405.00 EUR per 2-sided display

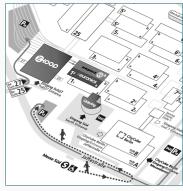
Installation











Logo on the Hall Overviews at the Exhibition-Site

Description Your Logo appears on each Hall Overview on site. There will approx. Be installed

up to 6 overviews (see exemplary photo on the left). Max. 5 Logos will be

integrated.

Size (w x h) On demand. Depending on Logo and finally booked logos. See Branding

exemplary Branding area for up to 6 Logos on the left photo)

Branding License 150.00 EUR for up to 6 hall overviews i.e. 6 Logo integrations

1130

Status Availability upon request.

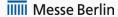
Wardrobe Branding in the hub 27 Entrance Foyer

Location Branding of the wardrobe counters in the hub27 Entrance Foyer

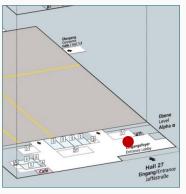
(see exemplary marked areas on the left photo)

Size (w x h) e.g. approx. 1.50 m x 0.70 m (w x h) per Branding

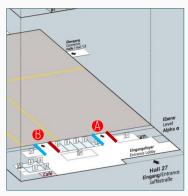
Branding License Upon request - depending on extend of the branding











Hanging Banners in the Entrance Foyer, each 2-sided

Location e.g. in the Entrance Foyer in front of the entrance/ exit doors

Other positions and formats are possible.

Size (w x h) e.g. 9.45 m x 2.00 m per double-sided banner

(print on front and back side)

Hire Charge e.g. 6,290.00 EUR per double-sided banner

Production/ Installation e.g. 2,520.00 EUR per double-sided banner

Status Availability upon request.

2 Entrance Banners to the Event Hall

Location banners on the walls next to the entrances to the Event Hall – Alpha Level:

2 entrances (see A and B) with 2 banners each.

Size (w x h)

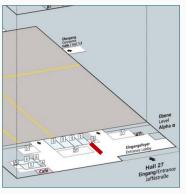
left banners: 5.00 m x 3.10 m (see blue marks on the left) right banners: 6.50 m x 3.10 m (see red marks on the left)

Hire Charge left banner: 1,998.00 EUR

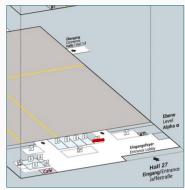
right banner: 3,091.00 EUR

Production/ left banner: 1,450.00 EUR right banner: 1,970.00 EUR









Hanging Banner in the Entrance Foyer, 2-sided

Location in the Entrance Foyer of hub27 in front of the escalators and stairs, 2-sided

Size (w x h) 7.00 m x 0.992 m per double-sided banner

(print on front and back side)

Hire Charge e.g. 2,525.00 EUR per double-sided banner

Production/ Installation e.g. 1,750.00 EUR per double-sided banner

Status Availability upon request.

Hanging Banners in the Entrance Foyer, 1-sided

Location e.g. in the Entrance Foyer next to the elevator and the right entrance

to the event hall

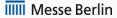
Size (w x h) e.g. 9.40 m x 1.90 m

Other positions and formats are possible.

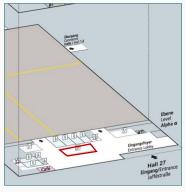
Hire Charge e.g. 3,415.00 EUR

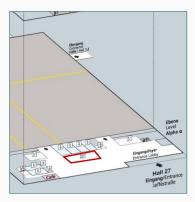
Production/ e.g. 2,055.00 EUR

Installation









Balustrade Graphics at Escalators

Location next to the stairs leading to level Beta from the entrance lobby

Size (w x h) approx. 50 m² per escalator, i.e. for 2 balustrades

Hire Charge 9.668,00 EUR per escalator, i.e. for 2 balustrades

Production/ Installation 4,470.00 EUR per escalator, i.e. for 2 balustrades

Status Availability upon request.

Stair Graphics on Steps

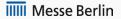
Location stairs leading from the entrance lobby up to level Beta

Size (w x h) 2.88 m x 0.145 m per step graphic

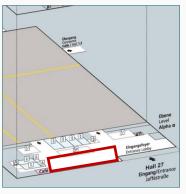
(37 steps in total)

Hire Charge 4,528.00 EUR for all 37 stair graphics

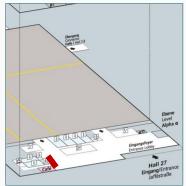
Production/ 1,345.00 EUR for all 37 stair graphics **Installation**











8 Pillar Brandings, each 4-sided

Location 8 pillars side by side directly in the Entrance Foyer

Size (w x h) complete version: 0.60 m x 4.10 m per side – (see exemplary left picture)

short version: 0.60 m x 2.80 m per side

Hire Charge complete version: 1,270.00 EUR per 4-sided pillar branding

short version: 875.00 EUR per 4-sided pillar branding

Production/ complete version: 1,475.00 EUR per 4-sided pillar branding Installation short version: 1,375.00 EUR per 4-sided pillar branding

Status Availability upon request.

Banner next to the hub-Café

Location in the entrance lobby of hub27 next to the hub-café entrance

Size (w x h) approx. 4.75 m x 1.90 m

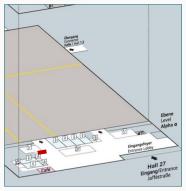
Hire Charge 1,975.00 EUR

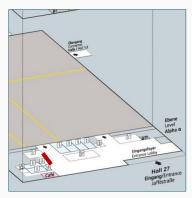
Production/ 1,210.00 EUR

Installation









Banner next to the Event Hall on the left hand side

Location banner in the entrance lobby of hub27

beside the hall entrance on the left hand side

Size (w x h) approx. 5.20 m x 1.90 m

Hire Charge 2,160.00 EUR

Production/ 1, Installation

1,210.00 EUR

Status Availability upon request.

Banner next to the Hall Entrance

Location in the entrance lobby of hub27 beside the hall entrance

Size (w x h) approx. 6.70 m x 1.90 m

Hire Charge 2,785.00 EUR

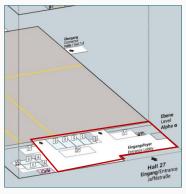
Production/ 1,560.00 EUR

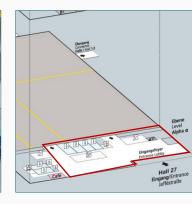
Installation











Large Display Frames in the Entrance Lobby, each 1-sided

Location in the Entrance Lobby – exact positions by arrangement

Size (w x h) 2.28 m x 2.28 m per banner [1 banner per display]

Hire Charge 754.00 EUR per 1-sided display

Production/ 530.00 EUR per 1-sided display **Installation**

Status Availability upon request.

Floor Graphics (Indoors)

Location in the Entrance Lobby – exact positions by arrangement

Size (w x h) e.g. 1.00 m x 1.00 m per graphic

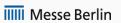
e.g. 2.00 m x 2.00 m per graphic

Special formats and carpet brandings on demand.

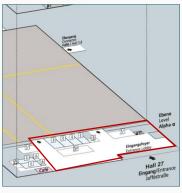
Hire Charge e.g. 152.00 EUR per graphic

e.g. 397.00 EUR per graphic

Production/ e.g. 105.00 EUR per graphic **Installation** e.g. 335.00 EUR per graphic







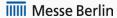
Display Frames in the Entrance Foyer, each 1- or 2-sided

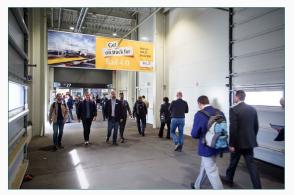
Location in the Entrance Foyer: exact positions by arrangement

Size (w x h) 1.00 m x 2.00 m per display (2 sides per display)

Hire Charge e.g. 580.00 EUR per 2-sided display

Production/ e.g. 365.00 EUR per 2-sided display **Installation**











Passageway Banners between hub27 and Hall 1.2

Location up to 3 passageway banners between hub27 and Hall 1.2, each 2-sided

(see red mark on the left map)

Size (w x h) e.g. 6.05 m x 1.45 m per double-sided banner

other sizes and formats possible

Hire Charge e.g. 3,720.00 EUR per double-sided banner

Production/ Installation e.g. 1,335.00 EUR per double-sided banner

Status Availability upon request.

Lateral Passageway Banners between hub27 and Hall 1.2

Location up to 8 lateral passageway banners between hub27 and Hall 1.2 (see red mark on

the left map and photo)

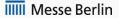
Size (w x h) e.g. 5.00 m x 2.50 m

other sizes and formats are possible

Hire Charge e.g. 2,660.00 EUR per banner

Production/ e.g. 735.0 Installation

e.g. 735.00 EUR per banner







2 Entrance Banners between hub27 and Hall 1.2

Location 2 entrance banners at the entrances to hub27 and Hall 1.2, each 1-sided

(see red marks on the left map)

Size (w x h) Entrance banner Hall 1.2: 6.00 m x 1.10 m

Entrance banner hub27: 6.50 m x 1.50m

Hire Charge Entrance banner Hall 1.2: 1,400.00 EUR

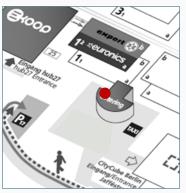
Entrance banner hub27: 2,067.00 EUR

Production/ Entrance banner Hall 1.2: 920.00 EUR Installation Entrance banner hub27: 735.00 EUR

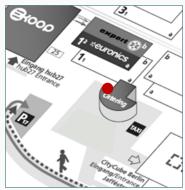
ENTRANCE SOUTH CATERING AND PASSAGEWAY ADVERTISING











Option A: 1 Window Branding in the Catering Area on the left side

Location 1 mega-banner in the Catering Area on the left hand side

(see red mark on the left photo)

Size (w x h) 14.50 m x 11.70 m

Hire Charge 16,105.00 EUR

Production/ Installation

10,270.00 EUR

Status Availability upon request.

Option B: Window Brandings in the Catering Area on the left side

Location a minimum of 3 window banners in the Catering Area on the left hand side

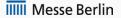
Size (w x h) 2.33 m x 8.25 m per banner (a minimum of 3 banners in total)

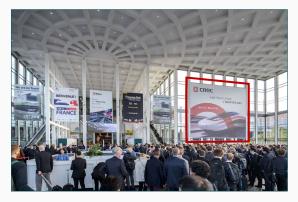
Other formats are possible.

Hire Charge 5,470.00 EUR for 3 window banners

Production/ Installation

4,365.00 EUR for 3 window banners











Option A: 1 Window Branding in the Catering Area on the right side

Location 1 mega-banner in the Catering Area on the right hand side

(see red mark on the left photo)

Size (w x h) 14.50 m x 11.70 m

Hire Charge 16,105.00 EUR

Production/ 10,270.
Installation

10,270.00 EUR

Status Availability upon request.

Option B: Window Brandings in the Catering Area on the right side

Location a minimum of 3 window banners in the Catering Area on the right hand side

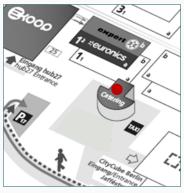
Size (w x h) 2.33 m x 8.25 m per banner (a minimum of 3 banners in total)

Other formats are possible.

Hire Charge 5,470.00 EUR for 3 window banners

Production/ 4,365.00 EUR for 3 window banners **Installation**





3 Mega-Banners in the Catering Area, each 2-sided

Location in the Catering Area next to the escalators and stairs leading to the Retailers

Hall level

Size (w x h) 4.00 m x 6.00 m per double-sided banner

(print on front and back side)

Hire Charge 3,455.00 EUR per double-sided banner

Production/ Installation

2,875.00 EUR per double-sided banner







LED Displays with banner above the Escalators

Location 2 combi-packages are available. Each package constists of 1 double-sided mega-banner in combination with a new 1-sided LED display in the catering area

at the outer sides left and right directly above the escalators

Size (w x h)

Mega-banners, 2-sided: max. 4.00 m x 5.70 m per double-sided banner LED displays, 1-sided: FULL-HD display/ 2.5 mm pixel pitch 20 MBit/ 60 fps/ content 32:9 LED dimensions: 4.86 m x 1.36 m each; resolution: 3840 x 1080 pixel

Technical Specs

Special Combi Price 7,630.00 EUR per combi-pack incl. a 30 sec. spot within a loop with organizer content on the LED display and hire charge, production & installation of the

hanner installed above

















1 Exclusive LED Mega-Display in the Catering Area

Location spread your message to the world in an innovative way with our

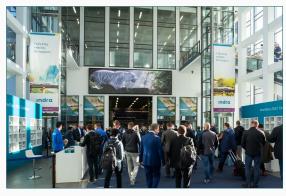
LED Mega-Display in the Catering Hall

Technical FULL-HD display / 2.50 mm pixel pitch **Specs** 20 MBit / 60 fps/ content 32:9 LED

dimensions: 10.08 m x 2.88 m resolution: 3840 x 1080 Pixel

Hire Charge 15,290.00 EUR for an exclusive 30 sec. spot within a loop with organiser content

The content has to be delivered by the exhibitor.















4 Balustrade Graphics at the Stairs in the Catering Area, each 2-sided

Location 2 stairs with 4 segmented rails in the Catering Area on the left and right hand side

(see red marks on the photo) leading to the Passageway to the Retailer Hall

Size The stencils will be gladly provided separately.

Hire Charge 5,370.00 EUR for both stairs,

i.e. for 4 stair-rail graphics

Production/ on demand

Installation (depending on technical implementation)

Status Availability upon request.

120 Step Graphics at the Stairs in the Catering Area

Location 2 stairs with 120 steps in the Catering Area on the left and right hand side

leading to the Passageway to the Retailer Hall

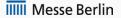
Size (w x h) 1.83 m x 0.135 m per step graphic

(60 step graphics per stair)

Hire Charge 7,675.00 EUR for both stairs,

i.e. for 120 step graphics in total

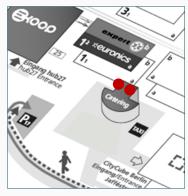
Production/ 2,880.00 EUR for both stairs, i.e. for 120 step graphics in total











4 Balustrade Graphics at Escalators

Location 2 escalators with 4 balustrades in the Catering Area on the left and

right hand side leading to the Passageway to the Retailer Hall

Size approx. 128.00 m² for all 4 balustrade graphics (2-sided)

Hire Charge 8,400.00 EUR for both escalators,

i.e. for 4 balustrade graphics in total

Production/ 10,775.00 EUR for both escalators,

Installation i.e. for 4 balustrade graphic in total (each 2-sided)

Status Availability upon request.

8 Window Brandings in the Catering Area on the upper level

Location at the access area to Hall 1.2 coming from the Catering Area via the escalators

and stairs on the left and right hand side:

8 brandings can be fixed on 4 windows on the front and back sides.

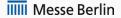
Size 2.34 m x 2.35 m per window cling

(8 brandings in total)

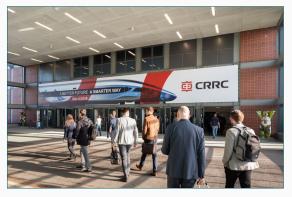
Hire Charge 3,385.00 EUR per branding

Production/ Installation

1,130.00 EUR per branding



PASSAGEWAY TO RETAILERS HALL - INDOORS







Option A: 1 Entrance Banner to the Foyer of Hall 1.2 a

Location above the entrance doors to the foyer of Hall 1.2 a leading to the Retailer Hall

Size 24.00 m x 3.00 m

Hire Charge 7,015.00 EUR

Production/ Installation 4,090.00 EUR

Status Availability upon request.

Option B: 1 Entrance Banner to the Foyer of Hall 1.2 a

Location small version above the entrance doors to the foyer of Hall 1.2 a leading to the

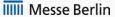
Retailer Hall

Size 12.00 m x 3.00 m

Hire Charge 3,510.00 EUR

Production/ Installation 2,650.00 EUR





ENTRANCE AREA RETAILER HALL – INDOORS





Up to 4 UltraStretched Displays GUIDING SYSTEM CENTRAL

Location in the foyer of Hall 1.2 – visible coming from the Catering area

Technical UltraStretched Displays in the GUIDING SYSTEM CENTRAL

Specs size: 2158 x 348mm

display 1 x 3840 x 2160 Pixel or 2 x 1920 x 1080Pixel side by side

Special Combi Price

Specs

on demand

Status Availability upon request

Up to 4 UltraStretched Displays GUIDING SYSTEM HALL ENTRANCES

Location in the foyers of Hall 1.2 a and b, directly in the GUIDING SYSTEM

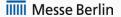
above the entrances to the Retailers Hall 1.2 a and b

Technical UltraStretched Displays in the GUIDING SYSTEM HALL ENTRANCES

size: 2158 x 348mm

display 1 x 3840 x 2160 Pixel or 2 x 1920 x 1080Pixel side by side

Special on demand Combi Price

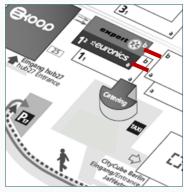


ENTRANCE AREA RETAILER HALL – INDOORS









Option A: Hanging Banners in the Foyers of Hall 1.2 a and b, each 2-sided

Location in the middle foyers of Hall 1.2 a and b, directly above the escalators and

staircases coming from the Catering Area

Size (w x h) 9.00 m x 3.00 m per double-sided banner

(print on front and back side)

Hire Charge 6,300.00 EUR per double-sided banner

Production/ Installation 2,565.00 EUR per double-sided banner

Status Availability upon request.

Option B: Hanging Banners in the Foyers of Hall 1.2 a and b, each 2-sided

Location in the foyers of Hall 1.2 a and b directly above the escalators and staircases

coming from the Catering Area

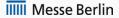
Size (w x h) 2.00 m x 3.00 m per double-sided banner

(print on front and back side)

Hire Charge 1,705.00 EUR per double-sided banner

Production/ 405.00 EUR per double-sided banner

Installation



ENTRANCE AREA RETAILER HALL – INDOORS





Option A: Entrance Banners at Hall 1.2 a and b

Location above the entrances to Hall 1.2 a and b

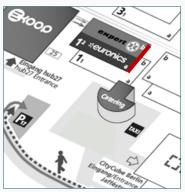
Size (w x h) 2.00 m x 2.00 m per banner

Hire Charge 535.00 EUR per banner

Production/ Installation 335.00 EUR per banner

Status Availability upon request.





Option B: Entrance Brandings at Hall 1.2 a and b

Location above and next to the entrances of Hall 1.2 a and b

Size (w x h) 1 entrance branding consists of:

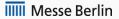
1 horizontal banner with approx. 23.40 m x 2.52 m

2 lateral banners on the left and right with approx. 2.50 m x 2.52 m each

Hire Charge 7,075.00 EUR for the complete entrance branding

Production/ 7,870.00 EUR for the complete entrance branding

Installation

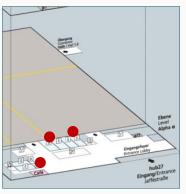


SANITARY FACILITIES ADVERTISING

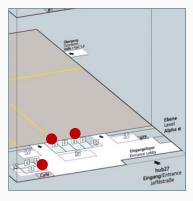


SANITARY FACILITIES ADVERTISING









Mirror Graphics in the Sanitary Facilities

high-quality stickers with your individual design on the mirrors Location

in the lavatories (exact positions by arrangement)

Size (w x h) e.g. 0.30 m x 0.15 m per graphic

Other formats on demand

Hire Charge e.g. 418.00 EUR

for 42 mirror graphics (exact quantity will be defined at a later date)

Production/ Installation

e.g. 805.00 EUR for 42 mirror graphics

Availability upon request. Status

Branding of Towel Dispensers in the Sanitary Facilities

Location high-quality stickers with your individual design on the towel dispensers in the

lavatories

Size (w x h) e.g. 0.30 m x 0.15 m per sticker

Other formats and special shapes are possible.

Hire Charge e.g. 120.00 EUR

for 12 towel dispensers (exact quantity will be defined at a later date)

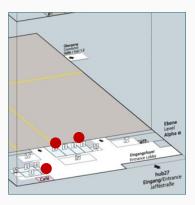
Production/ e.g. 230.00 EUR Installation

for 12 towel dispensers

Availability upon request. Status

SANITARY FACILITIES ADVERTISING





Door Brandings in the Sanitary Facilities

Location high-quality stickers with your individual design on the doors (outside) in the

lavatories as well as in the toilets

Size (w x h) e.g. DIN A4 (0.210 m x 0.297 m) per sticker

Other formats and special shapes are possible.

Hire Charge 1,896.00 EUR for 72 stickers (exact quantity will be defined at a later date)

Production/ Installation 864.00 EUR for 72 stickers

OUT-OF-HOME ADVERTISING PUBLIC TRANSPORT "MESSE SÜD"



PUBLIC TRANSPORT "MESSE SÜD"









Ground Posters / Floor Graphics

Description positions by arrangement directly on the platform and

in the entrance / exit areas of the station,

minimum booking period: 1 week

Size (w x h) 1.20 m x 1.80 m per graphic

Hire Charge on demand

Production/ Installation on demand

Status Availability upon request.

2 Billboards at the Station, unlighted

Description 2 billboards directly at the station,

minimum booking period: 10 days

Size (w x h) approx. 3.56 m x 2.52 m per billboard (18/1)

Hire Charge on demand

Production/ Installation

on demand

GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM...

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