



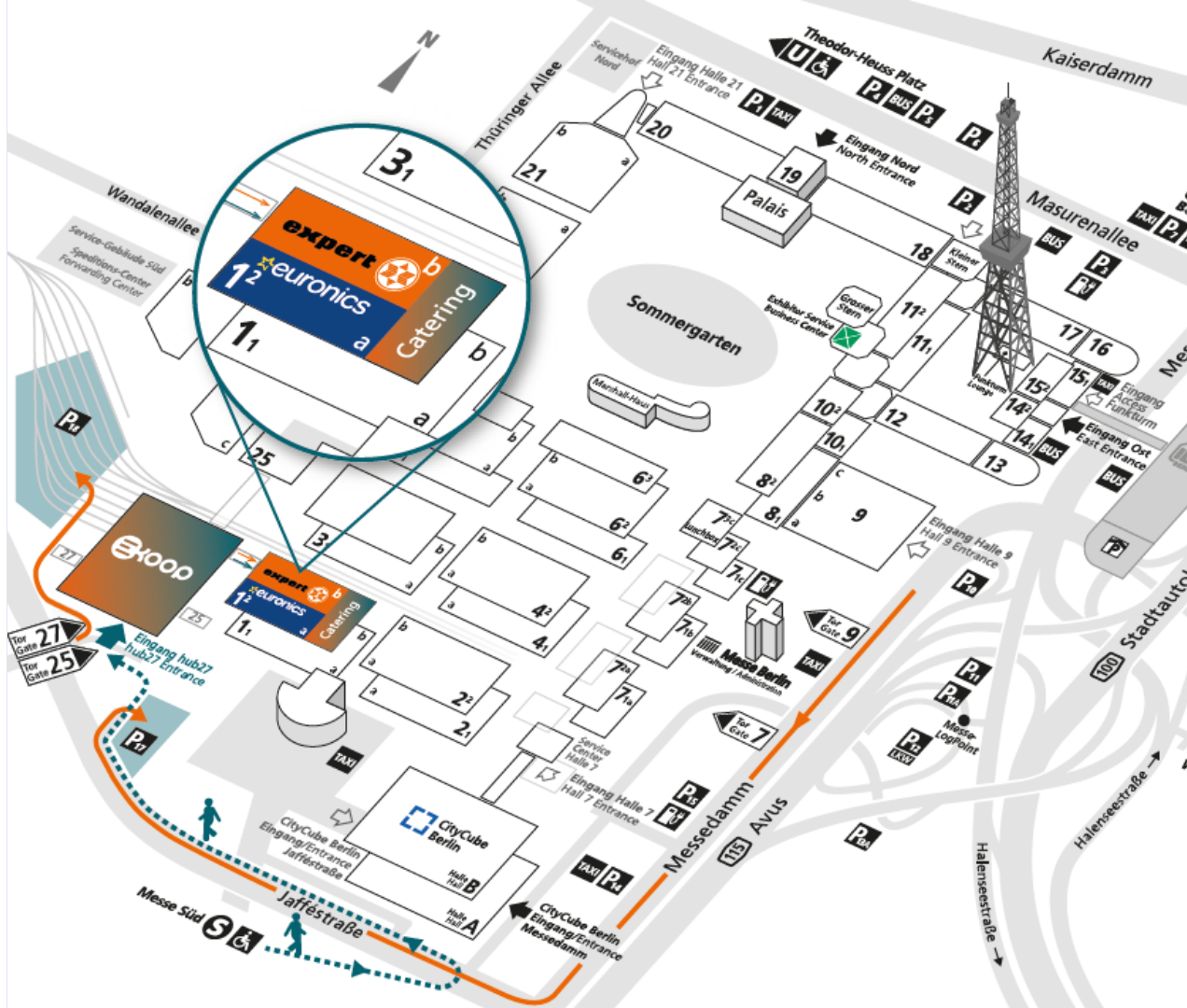
die messe der Kooperationen

ADVERTISING & SPONSORING PORTFOLIO FOR EXHIBITORS, PARTNERS & SPONSORS

BERLIN, GERMANY
16-17 FEBRUARY 2025



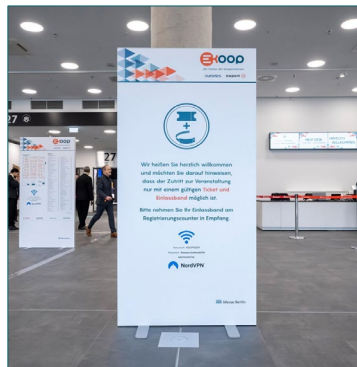
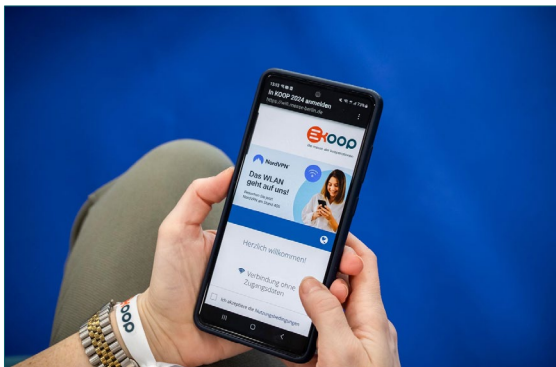
BERLIN EXPOCENTER CITY KOOP SITE MAP 2025



hub27 OUTDOOR & INDOOR ADVERTISING & SPONSORING



PROMOTION & SPONSORING PACKAGES



WiFi Sponsoring

Description 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 8,800.00 Euro net (depending on extent of the sponsorship)

Status Availability upon request



Product Sponsoring – e.g. Coffee

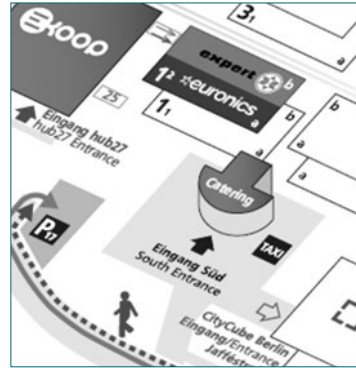
Description Sponsor of e.g. Coffee Corners that will be strategically placed within the event site.

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 gladly compose the perfect package together with you.

Licence on demand (depending on type and extent of the sponsorship)

Status Availability upon request

PROMOTION & SPONSORING PACKAGES

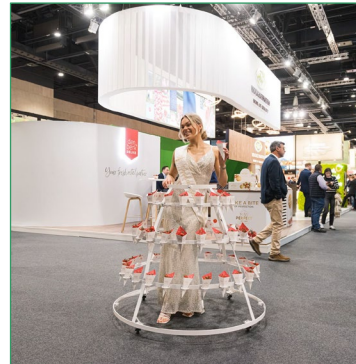


Assignment of Promoters

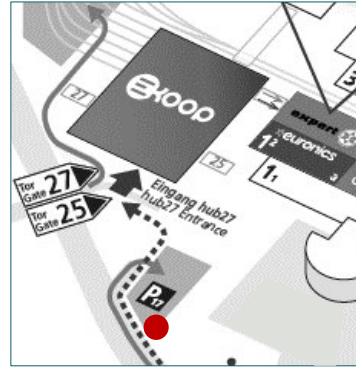
Description A promotion team organised by the exhibitor distributes give-aways, information material or similar items on the exhibition grounds during the trade fair. This advertising option allows the exhibitor to distribute promotional material outside the stand in hall passages and entrances.

Licence 660.00 EUR per promotion licence, i.e. per promoter in action (personnel, storage and material costs etc. are not included).

Status Availability upon request

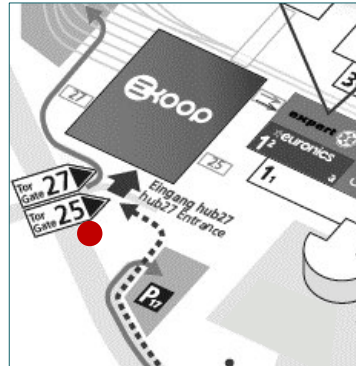


hub27 – OUTDOORS



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

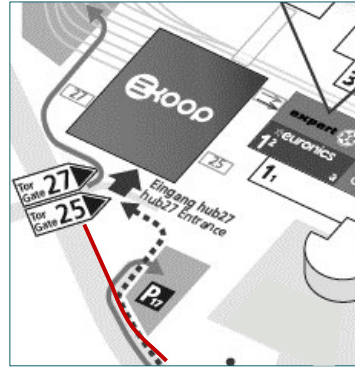
- Location** at the access to the parking areas of Entrance hub27 at “Jaffestraße”
- Size (w x h)** The tower is equipped with 4 banners:
east side (main road) & west side (main road): 8.75 m x 8.11 m per banner
north side (car park) & south side (main road): 5.75 m x 8.11 m per banner
- Hire Charge** east & west side: 8,045.00 EUR each
north & south side: 4,490.00 EUR each
- Production/Installation** 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

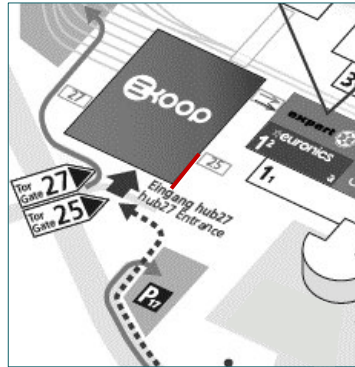
- Location** at the access to Gates 25/27 and hub27 at “Jaffestraße”
- Size (w x h)** 3.94 m x 9.25 m per side
(2 sides in total)
- Hire Charge** 7,725.00 EUR for both sides
- Production/Installation** 3,805.00 EUR for both sides
- Status** **Availability upon request**

hub27 – OUTDOORS



46 Flags between the Parking Areas and Gates 25/hub27

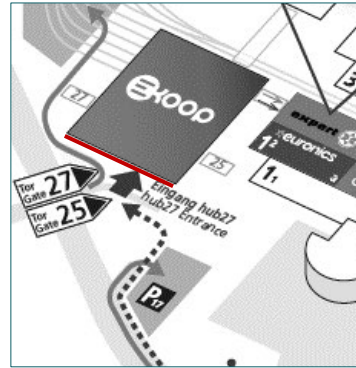
- Location** 46 flagpoles at Jaffestraße between the parking areas of Entrance South and the access to Gates 25/27
- Size (w x h)** 1.50 m x 4.00 m per flag
- Hire Charge** 185.00 EUR per flag
- Production/ Installation** The costs depend on layout, quantity and finishing of the flags and will therefore be calculated individually - e.g. 230.00 EUR per flag with banner arm (see exemplary left photo)
- Status** Availability upon request



Mega-Banners on the facade of hub27

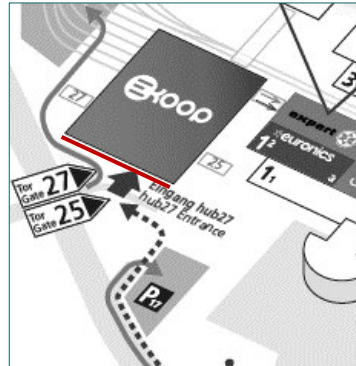
- Location** banner on the facade of hub27 facing Main Road/ "Jaffestraße" and car park or Entrance South in combination with KOOP advertisement
- Size (w x h)** position 1: 19.60 x 5.75 m
- Hire Charge** position 1: 12,510.00 EUR
- Production/ Installation** position 1: 6,290.00 EUR
- Status** Availability upon request

hub27 – OUTDOORS



Mega-Banners on the facade of hub27

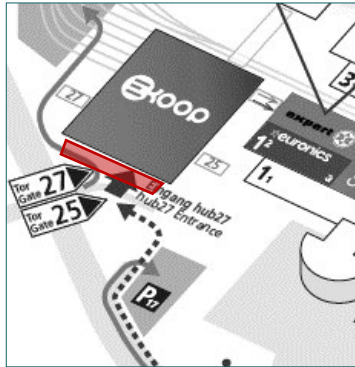
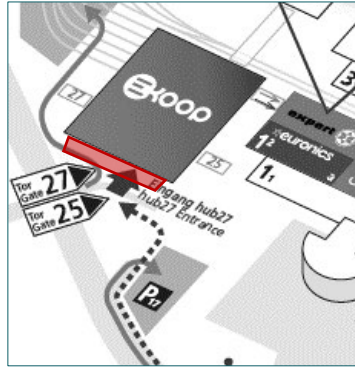
- Location** banner on the facade of hub27 facing Main Road/ "Jafféstraße" and car park or Entrance South
- Size (w x h)** e.g. position 2: 8.60 m x 5.75
- Hire Charge** e.g. position 2: 5,490.00 EUR
- Production/ Installation** e.g. position 2: 4,700.00 EUR
- Status** **Availability upon request**



Mega-Banners on the facade of hub27

- Location** banner on the facade of hub27 facing Main Road/ "Jafféstraße" and car park or Entrance South
- Size (w x h)** banners for exhibitor advertising: e.g. position 3: 17.35 x 15.00
- Hire Charge** e.g. position 3: 28,890.00 EUR
- Production/ Installation** e.g. position 3: 12,910.00 EUR
- Status** **Availability upon request**

hub27 – OUTDOORS



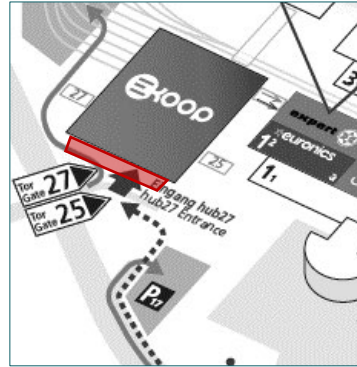
Floor Graphics

- Location** positions by arrangement:
e.g. in the entrance area of hub27
- Size (w x h)** 2.00 m x 2.00 m per graphic
Other formats/ shapes on demand.
- Hire Charge** 865.00 Euro per graphic
- Production/ Installation** 670.00 Euro per graphic
- Status** **Availability upon request**

Mobile Advertising Towers, 4-sided

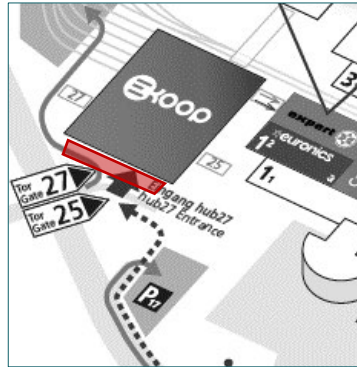
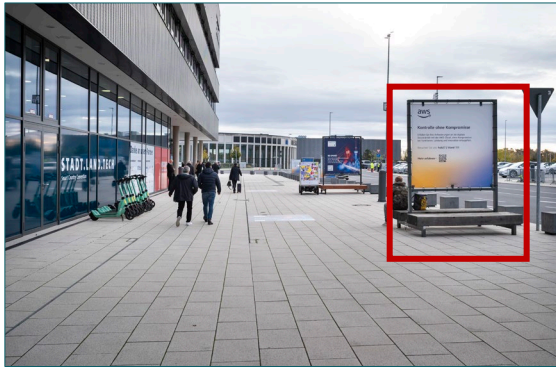
- Location** positions by arrangement:
e.g. in the entrance area of hub27
- Size (w x h)** e.g. small: 2.302 m x 4.15 m per side (see exemplary photo on the left)
e.g. big: 3.302 m x 6.15 m per side
(4 sides per tower – other formats are possible)
- Hire Charge** e.g. small: 4,085.00 EUR per tower
e.g. big: 8,170.00 EUR per tower
- Production/ Installation** e.g. small: 2,970.00 EUR per tower
e.g. big: 4,995.00 EUR per tower
- Status** **Availability upon request**

hub27 – OUTDOORS



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

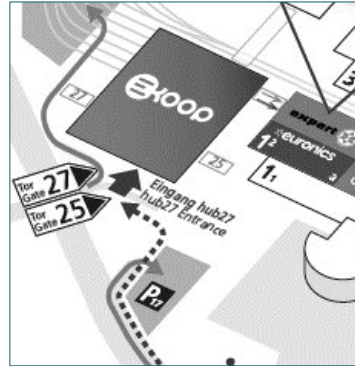
- Location** pillars side by side at the Entrance to hub27 (4 sides per pillar)
- Size (w x h)** complete version: 0.55 m x 4.10 m per side
short version: 0.55 m x 2.80 m per side
(see exemplary photo on the left)
- Hire Charge** complete version: 1,335.00 EUR per 4-sided pillar branding
short version: 920.00 EUR per 4-sided pillar branding
- Production/Installation** 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** 820.00 EUR per 2-sided display
- Production/Installation** 655.00 EUR per 2-sided display
- Status** Availability upon request

hub27 – INDOORS



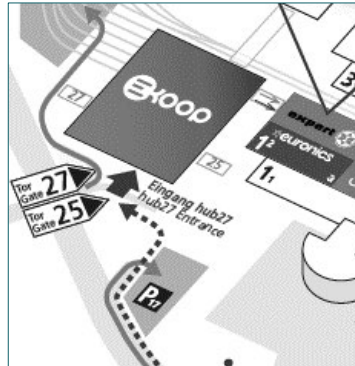
Logo on the Hall Overviews at the Exhibition-Site

Description Your logo appears on each Hall Overview on site. There will be approx. up to 6 overviews installed (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 exemplary branding area for up to 6 logos on the left photo)

Branding License 165.00 EUR for up to 6 hall overviews i.e. 6 logo integrations

Status **Availability upon request**



Wardrobe Branding in the hub 27 Entrance Foyer

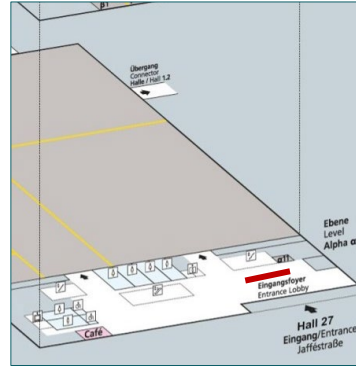
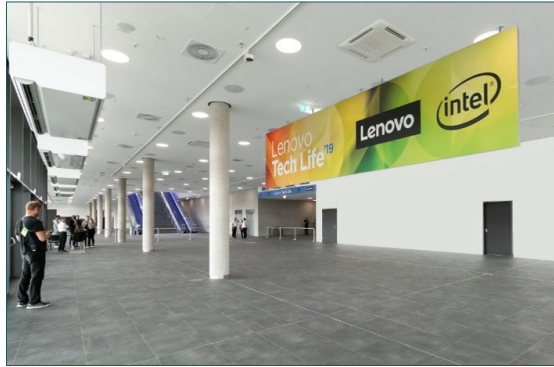
Location Branding of the wardrobe counters in the hub27 Entrance Foyer (see exemplary marked areas on the left photo)

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

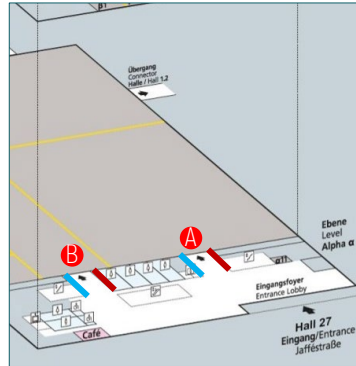
Status **Availability upon request**

hub27 – INDOORS



Hanging Banners in the Entrance Foyer, each 2-sided

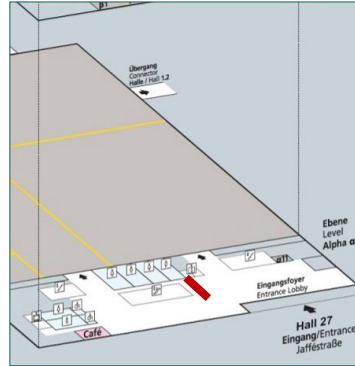
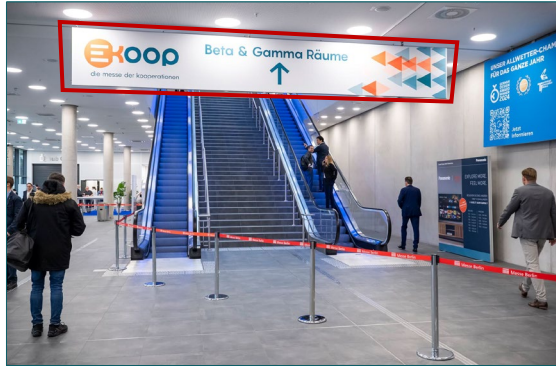
- Location** e.g. in the Entrance Foyer in front of the entrance/ exit doors
Other positions and formats are possible.
- Size (w x h)** e.g. 9.45 m x 2.00 m per double-sided banner
(print on front and back side)
- Hire Charge** e.g. 6,605.00 EUR per double-sided banner
- Production/ Installation** e.g. 2,520.00 EUR per double-sided banner
- Status** **Availability upon request**



Entrance Banners to the Event Hall

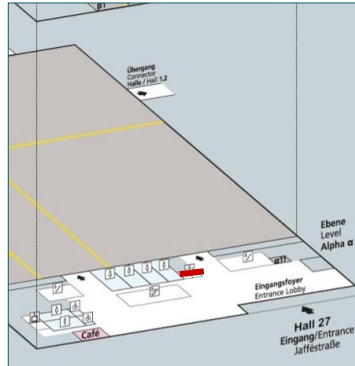
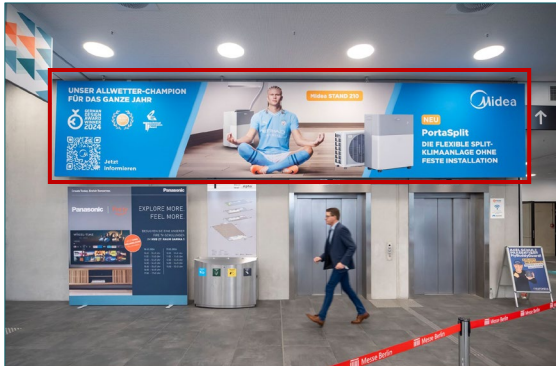
- Location** banners on the walls next to the entrances to the Event Hall – Alpha Level: 2 entrances (see A and B) with 2 banners each.
- Size (w x h)** left banners: 5.00 m x 3.10 m (see blue marks on the left)
right banners: 6.50 m x 3.10 m (see red marks on the left)
- Hire Charge** left banner: 2,100.00 EUR per banner
right banner: 3,250.00 EUR per banner
- Production/ Installation** left banner: 1,450.00 EUR per banner
right banner: 1,970.00 EUR per banner
- Status** **Availability upon request**

hub27 – INDOORS



Hanging Banner in the Entrance Foyer, 2-sided

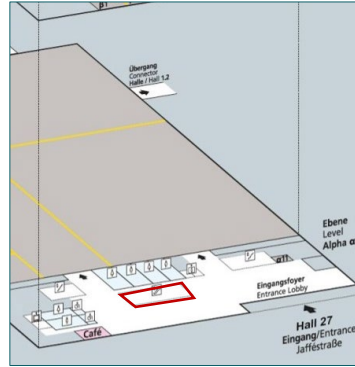
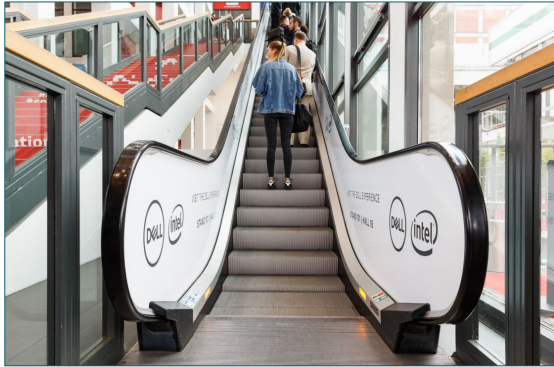
- Location** in the Entrance Foyer of hub27
in front of the escalators and stairs, 2-sided
- Size (w x h)** 7.00 m x 0.992 m per double-sided banner
(print on front and back side)
- Hire Charge** e.g. 2,650.00 EUR per double-sided banner
- Production/ Installation** e.g. 1,750.00 EUR per double-sided banner
- Status** **Availability upon request**



Hanging Banners in the Entrance Foyer, 1-sided

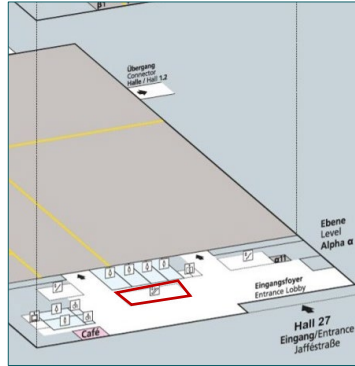
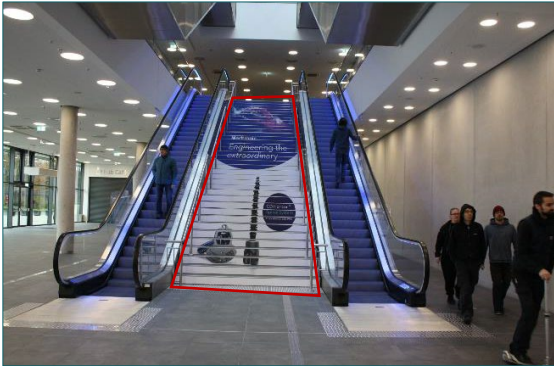
- Location** e.g. in the Entrance Foyer next to the elevator and the right entrance to the event hall
- Size (w x h)** e.g. 9.40 m x 1.90 m
Other positions and formats are possible.
- Hire Charge** e.g. 3,590.00 EUR
- Production/ Installation** e.g. 2,055.00 EUR
- Status** **Availability upon request**

hub27 – INDOORS



Balustrade Graphics at Escalators

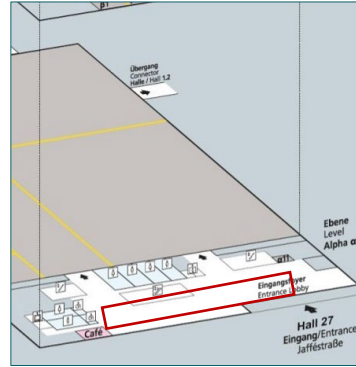
- Location** next to the stairs leading to level Beta from the entrance lobby
- Size (w x h)** approx. 50 m² per escalator, i.e. for 2 balustrades
- Hire Charge** 10.155,00 EUR per escalator, i.e. for 2 balustrades
- Production/ Installation** 4,470.00 EUR per escalator, i.e. for 2 balustrades
- Status** **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** 4,755.00 EUR for all 37 stair graphics
- Production/ Installation** 1,345.00 EUR for all 37 stair graphics
- Status** **Availability upon request**

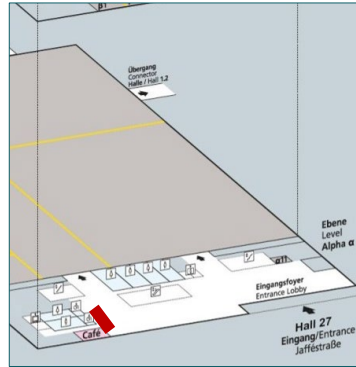
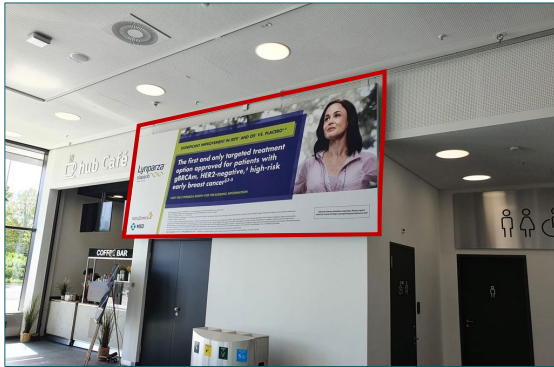
hub27 – INDOORS



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 on the left picture)
short version: 0.60 m x 2.80 m per side
- Hire Charge** complete version: 1,335.00 EUR per 4-sided pillar branding
short version: 920.00 EUR per 4-sided pillar branding
- Production/ Installation** 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

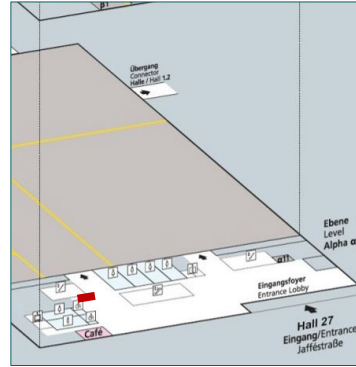


Banner next to the hub-Café

- 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** 2,075.00 EUR
- Production/ Installation** 1,210.00 EUR

Status Availability upon request

hub27 – INDOORS



Banner next to the Event Hall on the left hand side

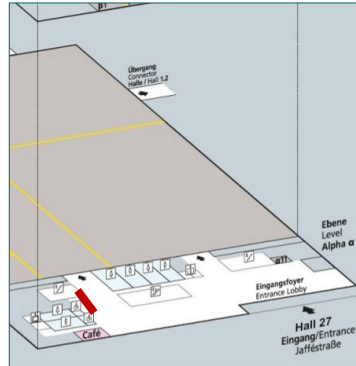
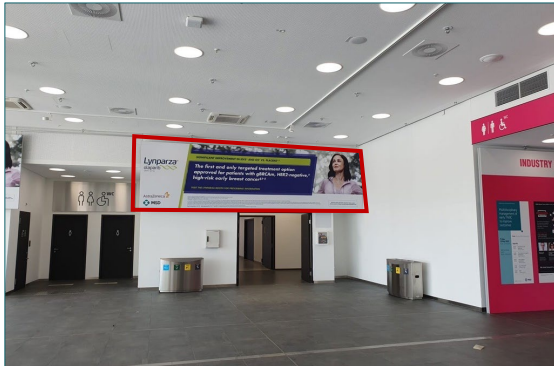
Location banner in the entrance lobby of hub27 beside the hall entrance on the left hand side

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

Hire Charge 2,270.00 EUR

Production/ 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

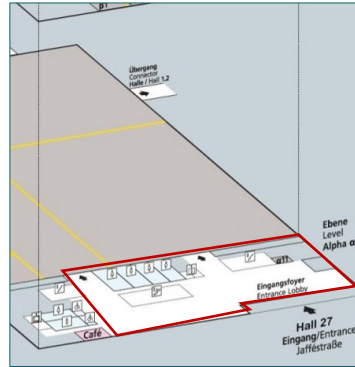
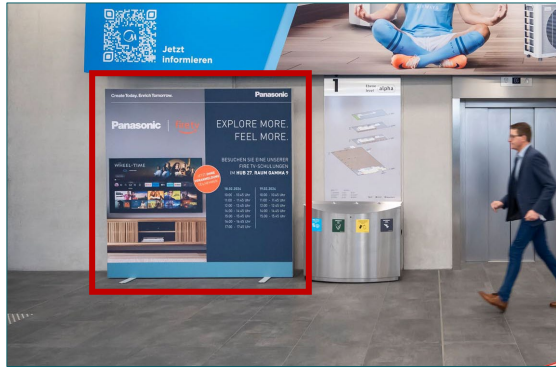
Size (w x h) approx. 6.70 m x 1.90 m

Hire Charge 2,925.00 EUR

Production/ Installation 1,560.00 EUR

Status Availability upon request

hub27 – INDOORS



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

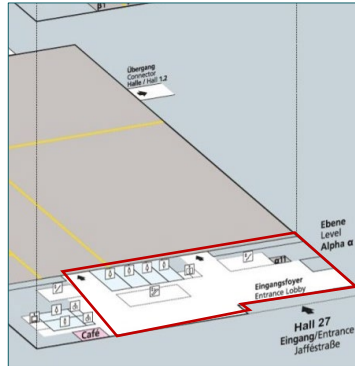
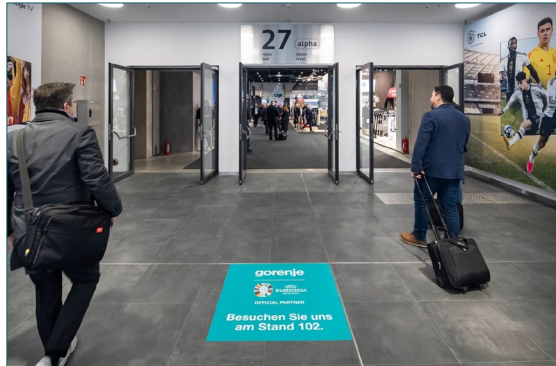
Location in the Entrance Lobby – exact positions by arrangement

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

Hire Charge 795.00 EUR per 1-sided display

Production/ Installation 530.00 EUR per 1-sided display

Status Availability upon request



Floor Graphics (Indoors)

Location in the Entrance Lobby – exact positions by arrangement

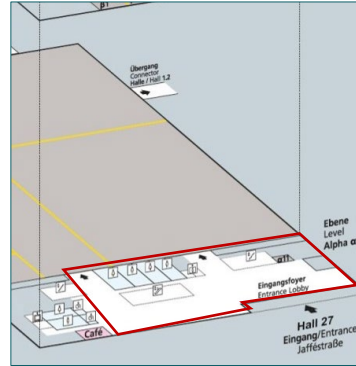
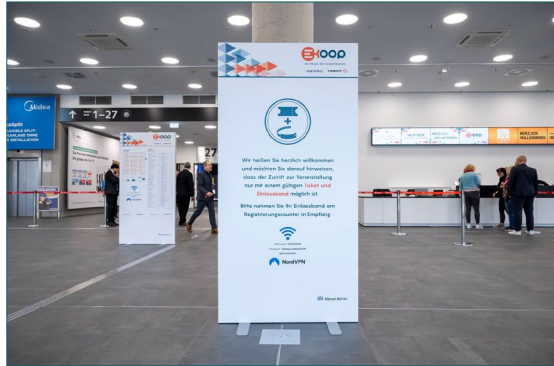
Size (w x h) e.g. 1.00 m x 1.00 m per graphic
e.g. 2.00 m x 2.00 m per graphic
Special formats and carpet brandings on demand.

Hire Charge e.g. 160.00 EUR per graphic
e.g. 420.00 EUR per graphic

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

Status Availability upon request

hub27 – INDOORS



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

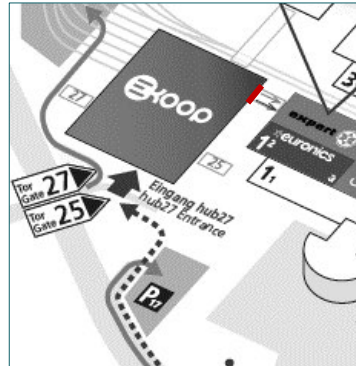
Location in the Entrance Foyer: exact positions by arrangement

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

Hire Charge e.g. 610.00 EUR per 2-sided display

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

Status Availability upon request



1 Entrance Banner to hub27

Location 1 entrance banner at the entrance to hub27, 1-sided (see red mark on the left map)

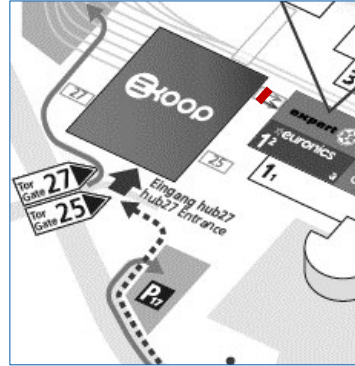
Size (w x h) 6.50 m x 1.50m

Hire Charge 2,170.00 EUR

Production/ Installation 860.00 EUR

Status Availability upon request

hub27 – INDOORS



Passageway Banner between hub27 and Hall 1.2

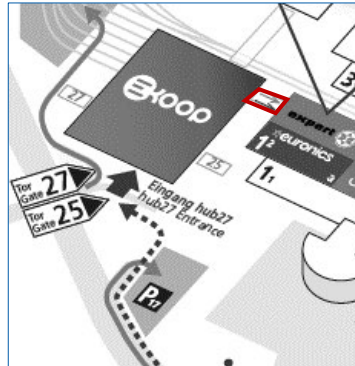
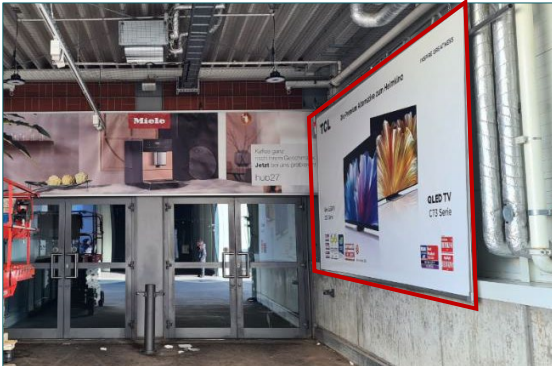
Location passageway banner between hub27 and Hall 1.2, 2-sided (see red mark on the left map)

Size (w x h) e.g. 6.05 m x 1.45 m for one double-sided banner
other sizes and formats possible

Hire Charge e.g. 4,340.00 EUR for one double-sided banner

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

Status **Availability upon request**



Lateral Passageway Banners between hub27 and Hall 1.2

Location 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. 2,795.00 EUR per banner

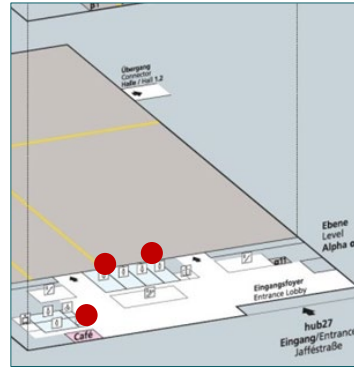
Production/ Installation e.g. 735.00 EUR per banner

Status **Availability upon request**

SANITARY FACILITIES ADVERTISING

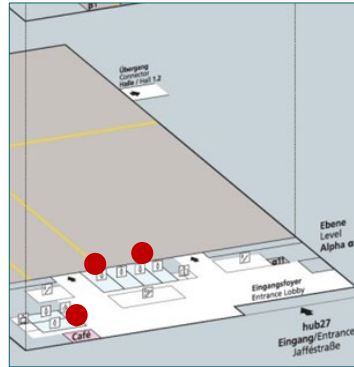


SANITARY FACILITIES ADVERTISING



Mirror Graphics in the Sanitary Facilities

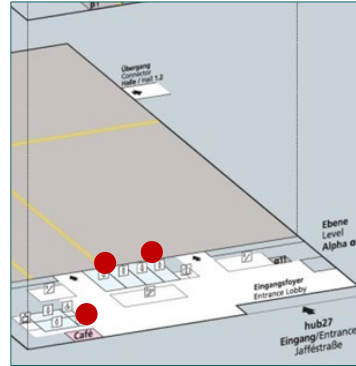
- Location** high-quality stickers with your individual design on the mirrors in the lavatories (exact positions by arrangement)
- Size (w x h)** e.g. 0.30 m x 0.15 m per graphic
Other formats on demand.
- Hire Charge** e.g. 505.00 EUR
for 42 mirror graphics (exact quantity will be defined at a later date)
- Production/ Installation** e.g. 1100.00 EUR
for 42 mirror graphics
- Status** **Availability upon request**



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. 145.00 EUR
for 12 towel dispensers (exact quantity will be defined at a later date)
- Production/ Installation** e.g. 290.00 EUR
for 12 towel dispensers
- Status** **Availability upon request**

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 1,990.00 EUR for 72 stickers (exact quantity will be defined at a later date)

Production/ Installation 1,730.00 EUR for 72 stickers

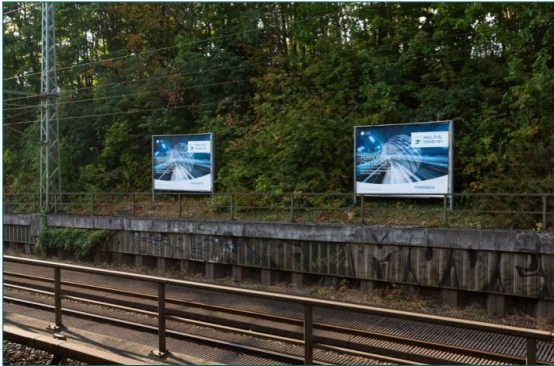
Status **Availability upon request**



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

1.20 m x 1.80 m per graphic

Size (w x h)

on demand

Hire Charge

on demand

**Production/
Installation**

Availability upon request

Status

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

Status

Availability upon request

GET IN TOUCH WITH OUR EXPERIENCED MARKETING TEAM...

...WHO ALWAYS BRINGS THE SPOTLIGHT ON YOU!

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