

01



TICKETBRANDING

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!**

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

4 color print

€ 3.855,— (2205/1650/0)

Deadline for print-data: 14th September 2012
(vector graphics (eps, ai, cdr, etc.) or JPG/PDF with 300 dpi)

NEW!



● YES to ticketbranding.

02



ADVERTISING DISTRIBUTION

Permission to distribute advertising materials (or any other kind of promotion). PREMIUM in the entire exhibition centre premises and STANDARD like PREMIUM but not in the exhibition halls. All excluding garages or in front of the competitions booths. You provide the leafleting staff and their outfits. *Regarding stands and promotion personnel, our partner in cooperation is the Stargate Group (contact: Andreas Kutschera; andreas.kutschera@stargategroup.com) who will be glad to help.*

PREMIUM

Day/person

€ 173,— (173/0/0)

Duration of event (4 days)/person

€ 628,— (628/0/0)

STANDARD

Day/person

€ 142,— (142/0/0)

Duration of event (4 days)/person

€ 509,— (509/0/0)

All carried self-supporting objects will be charged separately!

SUCCESSFUL!



● YES to ☐ units PREMIUM for the days ☐ ☐ ☐ ☐ and ☐ units STANDARD for the days ☐ ☐ ☐ ☐

03



EXHIBITION SHUTTLE-TAXI WITH YOUR DESIGN

There is a free of charge shuttle-taxi for visitors in the entrance and the Mall area. The shuttle-taxi has 3 advertising spaces and the driver wears the company uniform if you so wish. Connect your brand with the positive attributes of the shuttle-taxi. Only 2 taxis available! **Just call us!**

For the entire exhibition time period,
incl. 3 pieces. A3 Poster per taxi
Driver/ Price per day

€ 538,— (523/15/0)
€ 198,— (000/198/0)

Deadline for print-data: 14th September 2012

EXCLUSIVE!



● YES to one Exhibition Taxi. ● YES to both Exhibition Taxis.

04



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!**

One glass surface 300w x 220h cm

€ 852,— (473/231/148)

Deadline for print-data: 14th September 2012
PDF, 1:10, pics with 1500 dpi)

LIMITED!



● YES to „Northside“; ● YES to „Southside“.

05



ADVERTISING SPACE ON GLASS FACADE FOYER D

Unbeatable placement! It's not just fairgoers who get to see your advertising. Use the glass surface on Entrance D as an impactful advertising space! Different formats are possible (One glass segment is 400w x 222h cm). **We will be glad to help!**

One glass segment 400b x 222h cm

€ 1.122,— (598/524/0)

Deadline for print-data: 14th September 2012
PDF, 1:10, pics with 1500 dpi)

LIMITED!



● I order ☐ m² advertising space.

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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werbeagentur

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Partner der Reed Exhibitions
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06



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!**

Each ceiling-banner (2 sides, 150 x 400 cm each) € 789,— (321/384/84)

Deadline for print-data: 14th September 2012
(PDF / 1:10 / 1000 dpi)

LIMITED!



● YES to the ceiling-banner.

07



FREE-FLYING ZEPPELIN

This way your message will be seen for sure. The remote controlled 4 metre 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. The advertising space is 200 x 60cm per side. **Don't hesitate to ask!**

Entire duration of the exhibition – including two sided, 3 colour oil € 2.796,— (998/1.798/0)

Deadline for print-data: 14th September 2012
(PDF, 1:10, vector graphics with 1500 dpi)

EXCLUSIVE!



● YES to ZEPP.

08



YOUR LOGO IN THE ORIENTATION PLAN

A practical and detailed plan of the exhibition with booth details are handed out for free alongwith the entry ticket at the cash desks. Have your logo placed in the plan with your exhibition and booth details. Email us your logo as a vector graphic or as a jpg! (30 x 20 mm with 300 dpi) Printing rights reserved.

per logo with exhibition and booth details and a pronounced booth number on the plan € 218,— (218/0/0)

(20.000 printed copies)

Deadline for print-data: 14th September 2012
(Logo as vector graphic or as JPG (3 x 2 cm, 300 dpi))

LIMITED!



● I order ☐ logo(s) in the orientation plan.

09



FREE COUPON OR YOUR ADVERTISE- MENT IN THE ORIENTATION PLAN

Get your visitors to your booth! With a seperable coupon as part of the orientation plan. 2 pages with 100 x 210mm each for your advertisement or an integrated advertisement. The orientation plan is distributed alongwith the entry ticket for free at the cash desk. Printing rights reserved.

Coupon:
100 x 210 mm, 2 sides., 4/4-colour. + seperable € 1.155,— (1155/0/0)

Advertisement:
100 x 210 mm, 1 Page, 4/0-colour. € 630,— (630/0/0)

(20.000 printed copies)

Deadline for print-data: 14th September 2012
(PDF, 300 dpi, 3 mm bleed)

LIMITED!



I order ☐ one coupon ☐ one advertisement.

10



BANNER ON THE PIKES (GARAGE A AND D)

That's how you advertise twice! During arrival of the visitors and also during departure. Original and memorable. 14 pikes available – 3 at entry-points and 4 at exits of the underground parking. One-sided printing. Size: 130 x 50 cm. **Take advantage of this unique opportunity!**

3 pcs. „Entry A“ á 130b x 50h cm, 4/0	€ 887,— (599/270/18)
3 pcs. „Entry D“ á 130b x 50h cm, 4/0	€ 887,— (599/270/18)
4 pcs. „Exit A“ á 130b x 50h cm, 4/0	€ 1.182,— (798/360/24)
4 pcs. „Exit D“ á 130b x 50h cm, 4/0	€ 1.182,— (798/360/24)
All pikes A, 7 pcs.	€ 1.880,— (1208/630/42)
All pikes D, 7 pcs.	€ 1.880,— (1208/630/42)
All pikes A+D, 14 pcs.	€ 3.514,— (2170/1260/84)

Deadline for print-data: 14th September 2012
(PDF / 1:10 / pics with 1500 dpi)



I order the pikes ☐ „Entry A“, ☐ „Entry D“, ☐ „Exit A“, ☐ „Exit D“.

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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11



WELCOME-CARPET (FOYER A AND D)

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

price per carpet 240w x 150h cm

€ 601,— (305/296/0)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

EXCLUSIVE!



● I order ☐ carpet (s).

12



FLOOR ADVERTISEMENT

Floor advertising is very impactful in an open area. Advertise on footpaths or at the entrance to create a first impression. You can choose your own format and different cuts are possible. **Call us, we have great ideas!**

Floor foil, 4c-print / Price per rm/m² (minimum order 10 m²)

10–29 m²	€ 135,— (50/85/0)
30–49 m²	€ 125,— (40/85/0)
≥50 m²	€ 115,— (30/85/0)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 500 dpi)

EVIDENT!!



● I order ☐ m² floor foil (minimum 10 m²).

13



FLOOR ADVERTISEMENT WITH ADHESIVE FOIL

Advertise where its unmissable - on the floor! Use the opportunity of getting your visitors attention by advertising your logo/booth details in the entrance or entrance hall in the form of a slip proof foil. There are several possibilities. You can also have your logo/ad with booth details laid out on the floor in the form of a corridor carpet. **Don't hesitate to ask!**

Floor foil price per rm/m² (minimum order 10 m²)

	1-clr. Foil	Folie 4c Print	
10–29 m²	€ 115,—	€ 135,—	(50/65–85/0)
30–49 m²	€ 101,—	€ 121,—	(40/61–81/0)
≥50 m²	€ 91,—	€ 111,—	(30/61–81/0)

Deadline for print-data: 14th September 2012
(1c: EPS, no pics; 4c: PDF, 1:10, pics with 1500 dpi)

PATHBREAKING!



● I order ☐ m² 1-colour floor foil ● I order ☐ m² 4-colour floor foil.

14



FLOOR ADVERTISEMENT AT THE TURNSTILES

Advertise where its unmissable - on the floor! Use the opportunity of getting your visitors attention by advertising at the turnstiles. They all have to pass it and they will be pointed literally towards your booth! **Just call us!**

Minimum of 2 spaces/ 4 colour print on slip proof foil
per turnstile 1 space (85w x 170h cm)

€ 338,— (208/130/0)

Deadline for print-data: 14th September 2012
(PDF / 1:10 / pics with 1000 dpi)

UNMISSABLE!



● I order ☐ space at the turnstiles.

15



FLOOR ADVERTISEMENT AT THE CASH DESK (FOYER A AND D)

Use the space all visitors have to step on - the floor at the cash desks. Advertise with a 2 colour printed floor foil with slip proof lamination which can also be cut to shape according to your wish. **Don't hesitate to ask!!**

Per cash desk one space of 100 x 200 cm

€ 443,— (263/180/0)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

UNMISSABLE!



● I order ☐ pieces cash desk space.

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16



MEGA-BANNER – FOYER A CENTER

HUGE!

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.

Format according to your wish! Entire exhibition duration, per m²
€ 90,— (58/32/a.A.)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)



☐ I order ☐ m² advertising space.

17



**MEGA-BANNER – OVER HALL ENTRANCE
(FOYER A)**

ONLY 2X!

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!**

Per banner 500w x 400h m € 1.944,— (1124/640/180)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)



☐ I order ☐ pieces banner.

18



**BANNER ON THE ELEVATOR-SHAFT
(FOYER A)**

EXCLUSIVE!

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!**

Format: 216b x 435h cm € 1.647,— (1229/300/118)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)



☐ I order the banner.

19



BANNER NORTH SIDE „SPITZ“ (FOYER A)

IMPOSING!

Overwhelming dimension 700 x 420 cm for your advertising, next to the cash desks, near the turnstiles. **Secure your space**

Banner size 700b x 420h cm € 2.608,— (1428/940/240)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)



☐ I order the banner.

20



**BANNER OPPOSITE ENTRANCE A
(FOYER A)**

HUGE!

Huge 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. Larger formats are possible! Book now!

Banner size 700b x 420h cm € 2.701,— (1533/940/228)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)



☐ I order the banner.

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21



**BANNER AT THE BEGINNING OF THE
MALL (FOYER A)**

Huge advertising space right in the beginning of the Mall in foyer A. Format 700w x 300h cm. **Book now before your competition does!**

Banner 700b x 300h cm

€ 2.078,— (1208/672/198)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

EXCLUSIVE!



☐ I order the banner.

22



**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 yourself!**

Portrait format: 400b x 650h cm

€ 2.562,— (1502/832/228)

Landscape format: 850b x 400h cm

€ 3.280,— (1964/1088/228)

Smaller formats possible!

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

EVIDENT!



I order the banner ☐ portrait format ☐ landscape format.

23



**BANNER ALONG THE GLASS
FRONT (FOYER D)**

Impressive advertising space in foyer D along the glass front. Book this limited huge banner space now. It can either be placed directly on the glass or between the pillars. All sizes are possible. **Order now!**

max. 750 x 400 cm

1-sided 4c print, Vinyl - Glas front

€ 2.850,— (1575/960/315)

1-sided 4c print, Artstex - pillar

€ 3.030,— (1575/1.140/315)

smaller sizes possible, Price per m²

€ 90,— (58/32-38/a.A.)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

HUGE!



☐ I order the banner in the size x .

24



**BANNER OVER THE ENTRANCE D
(FOYER D)**

Here's a chance of a Huge advertisement in the most visited area in the exhibition. There are several placement possibilities in the overhead area of foyer D in Hall D. **Book now!**

Format 760b x 160h cm

€ 1.395,— (690/390/315)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

HUGE!



☐ I order the banner in the size x .

25



**ADVERTISING SPACE ON THE WAY
TO HALL C (FOYER D)**

Unmissable position for an effective advertisement. From foyer the path passes by a glass wall in the Mall. **Just email [messe@adman.at] !**

Vinyl plan with velcro tape

Maximum-Format 666 x 236h cm

€ 1.755,— (905/630/220)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)



☐ I order the banner in the maximum format.

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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26



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!**

Format 150b x 90h mm,
all hall plans for entire exhibition duration € 365,— (365/000/0)

Deadline for print-data: 14th September 2012
(JPG, 150w x 90h mm, 300 dpi, Logo with hall and booth details)

LIMITED!



☐ I order the advertising space in the floor plan.

27



**ADVERTISING FLAG IN FRONT OF
ENTRANCE A AND D**

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

Flags provided
per flag (upto 130w x 800h cm) € 419,— (399/0/20)

Flags incl. production
per flag (upto 130b x 800h cm) € 709,— (399/290/20)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1000 dpi)

LIMITIERT!



☐ I order ☐ pieces advertising flags, flags will be provided: Yes ☐ No ☐

28



SPECIAL ADVERTISING STAND

Do you have a three-dimensional advertising display, eg. a branded car, that you would like to set up inside or outside of the building? The foyer, the mall or the free space in front of the Messe Wien are ideal spots for your eyecatchers. **Book the best place today!**

per object e.g. Roll-up, Beachflag € 231,— (231/0/0)
per objekt like inflatable till 6 m³ € 389,— (389/0/0)
per object like car € 609,— (609/0/0)
bigger or not comparable to listed objects a.A.
optional power supply € 95,—

Desired location will need to be confirmed by us.

3-DIMENSIONAL!



☐ YES to ☐ units special advertising stand; Description: POWER: yes ☐ no ☐

29



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 advertising spaces DIN A0 (84b x 119h cm) € 324,— (226/98/0)

Deadline for print-data: 14th September 2012
(PDF, 1:10, pics with 1500 dpi)

UNMISSABLE!



☐ YES to ☐ units of large poster-display(s).

30



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 á 594 x 1.682 mm € 382,— (284/98/0)
JUMBO: 2 Sides á 841 x 2.378 mm € 578,— (410/168/0)

Deadline for print-data: 14th September 2012
(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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