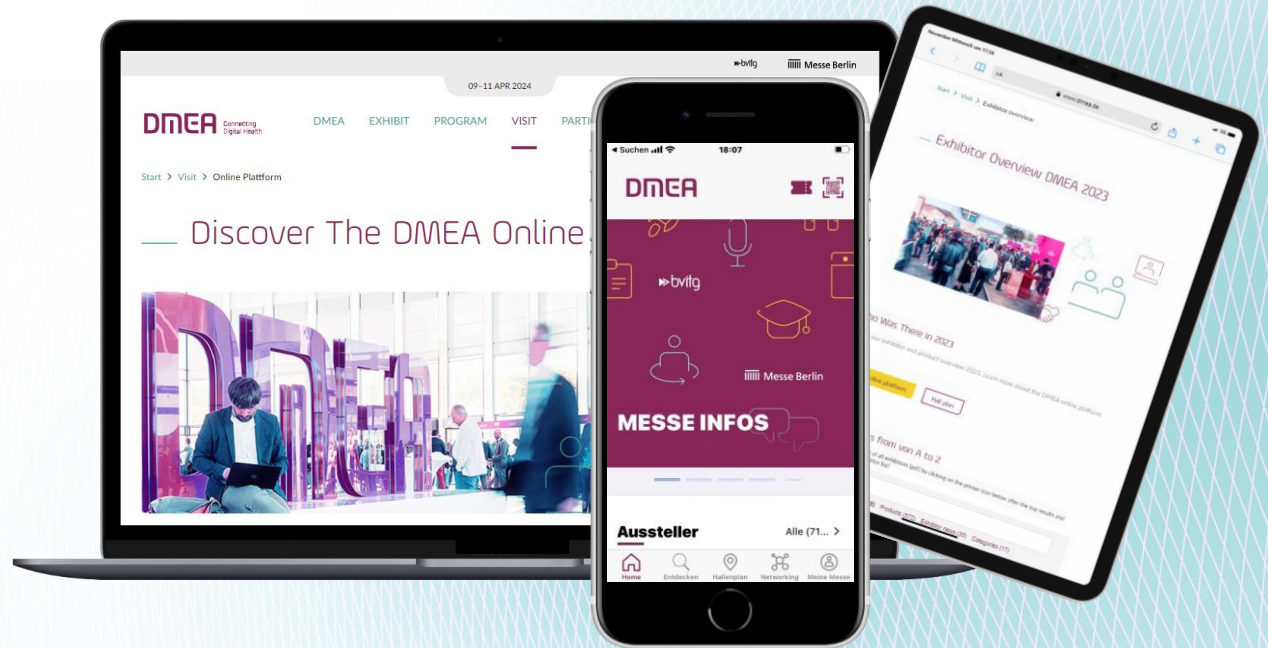


Be

# Online

DMEA 2025 Partner Plus and Exhibitors  
Online Advertising Opportunities

# Online Advertising Event Platform & App





# Digital works!

Benefit from attractive sponsoring packages and improve your digital presence to increase the reach of your audience.

With a broad portfolio of digital advertising services, we support you in drawing visitors' attention to your company and your trade fair presence - before, during and after DMEA 2025!

The following pre-booking times apply for partners:

- Gold partners: from November 04, 2024
- Silver partners: from November 18, 2024
- Bronze partners: from December 02, 2024

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# Advertising Packages



## ONLINE

Exhibitors

**1950,- €**  
plus VAT

### Online Advertising

- 1x Tab bar Banner in the App
- 1x Standlogo in the hall plan
- 1x Digital Press Box
- 3x Job offers



## ADVANCED

Partner Plus

**2500,- €**  
plus VAT

### Online Advertising

- 1x Sandwich Banner in the app
- 1x Header Video on the platform
- 1x Galerie Logo in the App
- 1x Digital Press Box
- 3x Products



## SPOTLIGHT

Partner Plus

**5725,- €**  
plus VAT

### Online Advertising

- 1x Top Banner platform and app
- 1x Sandwich Banner in the app
- 1x Header Video on the platform
- 1x Gallery Logo in the app
- 1x Story AD in the app
- 1x Top-5-Logo in the hall plan of the platform



## ULTIMATE

Gold partners

**8200,- €**  
plus VAT

### Online Advertising

- 1x Top Listing on the platform
- 1x Top Banner on the platform and in the app
- 1x Header Video on the platform
- 1x Main Sponsor Banner in the hall plan of the Platform
- 1x Push Notification platform and app
- 1x Story AD in the app
- 1x Gallery Logo in the App

# Online Package

## Tab bar Banner

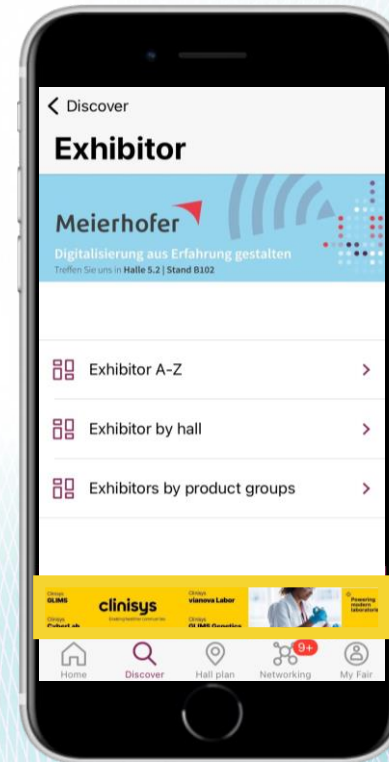
Use the additional reach potential of the app to present your message to a broad target group - see yellow marker in the visualization on the right.

### Details:

- › Link to your company profile
- › The banner appears as a fixed position

### Format:

- › 1440 x 225 px, jpeg





# Online Package

## Stand logo

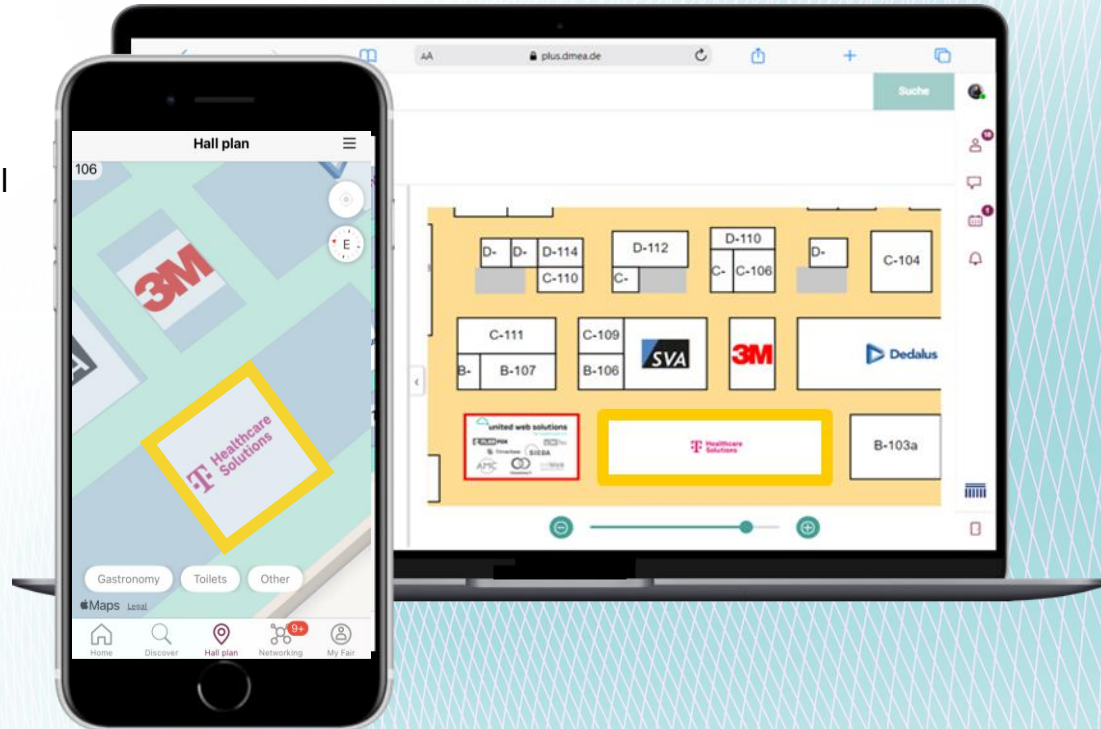
Visible in the hall plans of the app and on the platform. Publication in your stand area in the hall plan.

## Details:

› Link to your company profile

## Format:

› 500 x 500 px, jpeg oder png



# Advanced Package

## Sandwich Banner

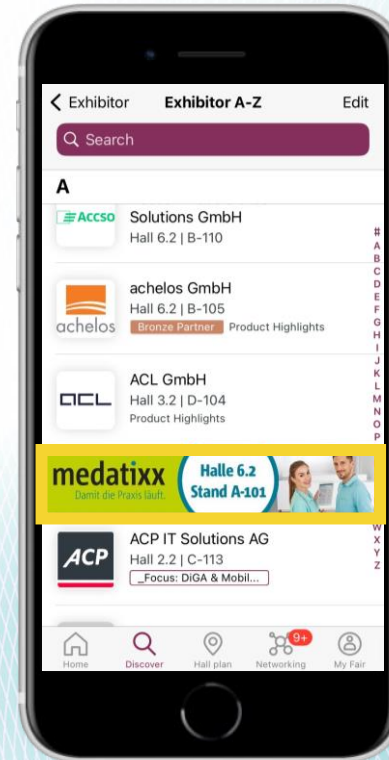
Stand out from other exhibitors in the results lists of the exhibitor directory. Use the sandwich banner in the exhibitor list to link directly to your digital company profile.

### Details:

- › Display in the app
- › Fixed Position

### Format:

- › 1440 x 296 px, jpeg



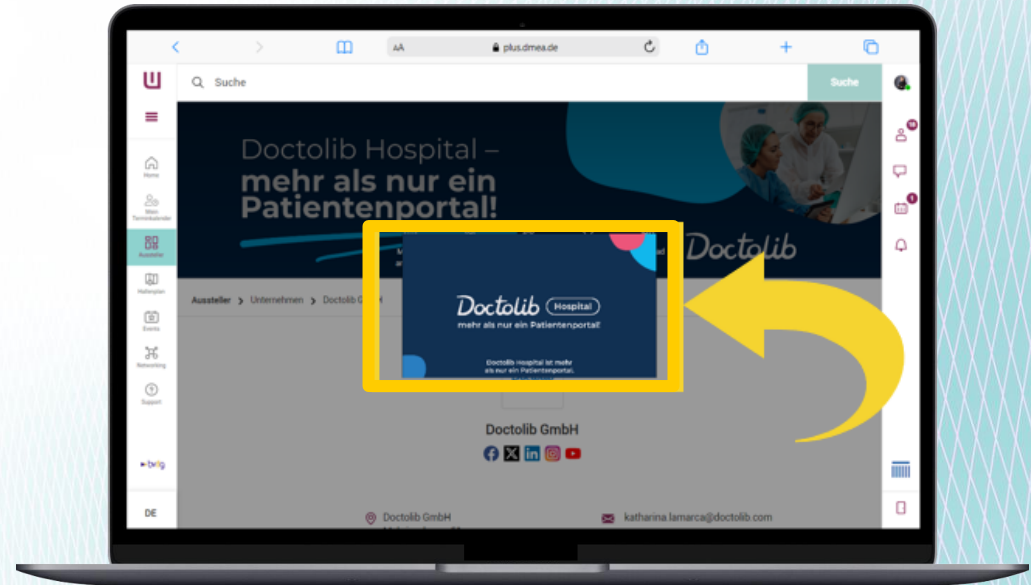
# Advanced Package

## Video Header

The header video is integrated into the header banner of your company profile on the platform. Visitors can easily watch the video using the play button.

### Format:

- › Max. size 20 MB, mp4
- › Aspect ratio: 16:9





# Advanced Package

## Gallery Logo

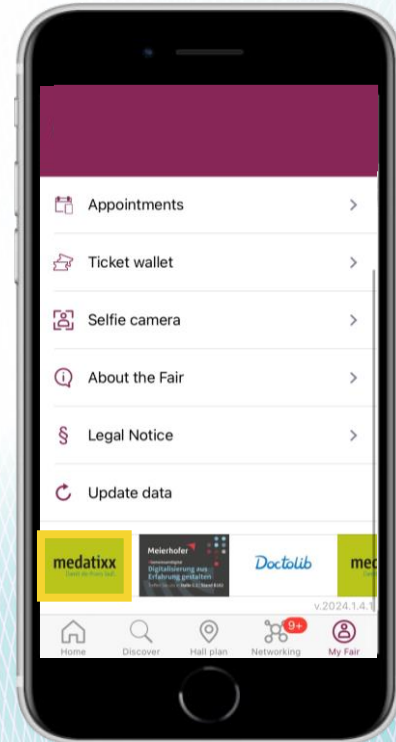
Increase your presence! The gallery logo is embedded in the app - see yellow marker in the visualization on the right. Several partner logos are displayed next to each other.

### Details:

- › Logo integration in the app
- › Link to your company profile

### Format:

- › 450 x 315 px, jpeg



# Spotlight Package

## Top Banner

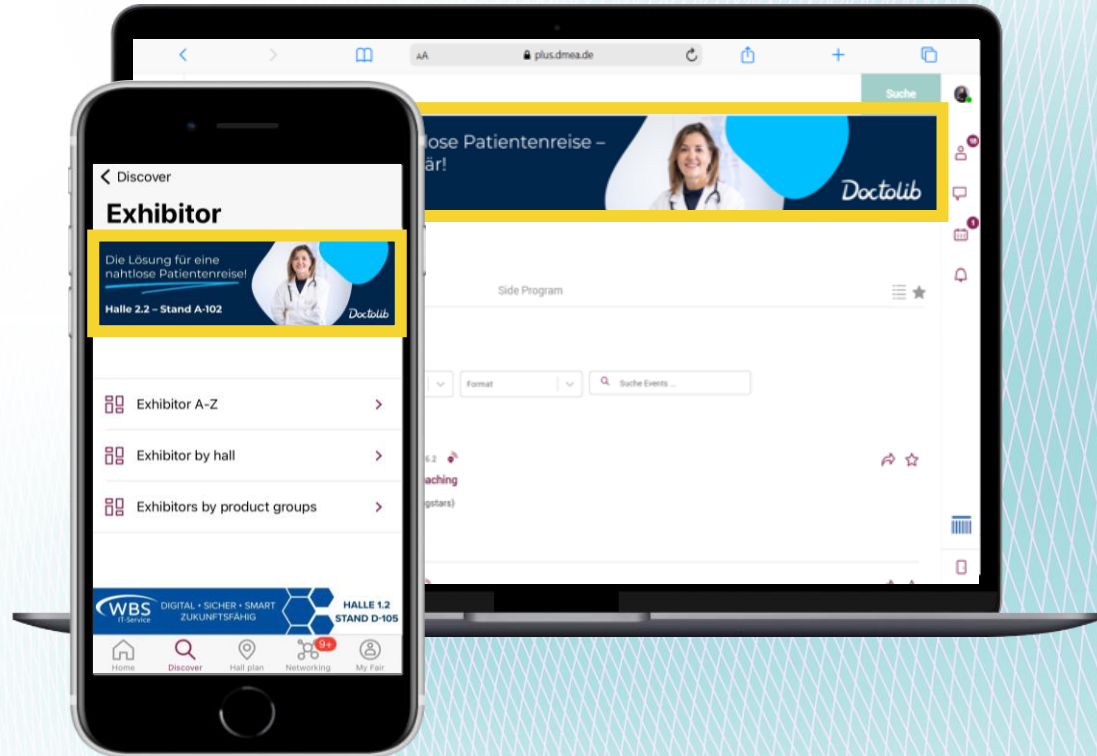
Make a good impression! The banner can be displayed in the top position under one of the navigation points Exhibitors or Events.

### Details:

- › Link to your company profile
- › The banners appear in rotation

### Format:

- › Platform 2560 x 320 px
- › App 1140 x 450 px



# Spotlight Package

## Sandwich Banner

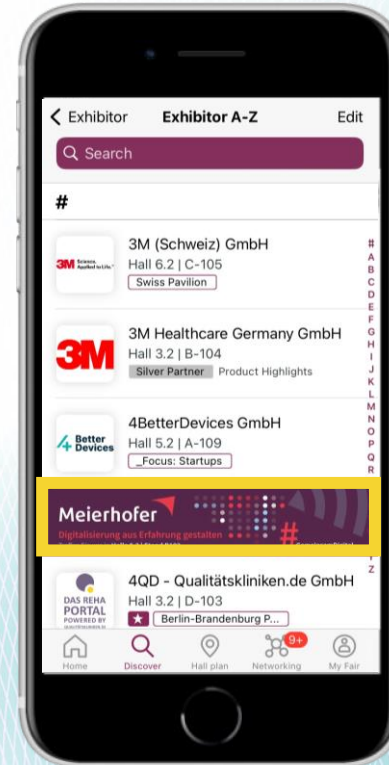
Stand out from other exhibitors in the exhibitor directory search results. With a sandwich banner in the exhibitor list, you can link directly to your digital company profile.

### Details:

- › Display in the app
- › Fixed position
- › Link to your company profile

### Format:

- › 1440 x 296 px, jpeg





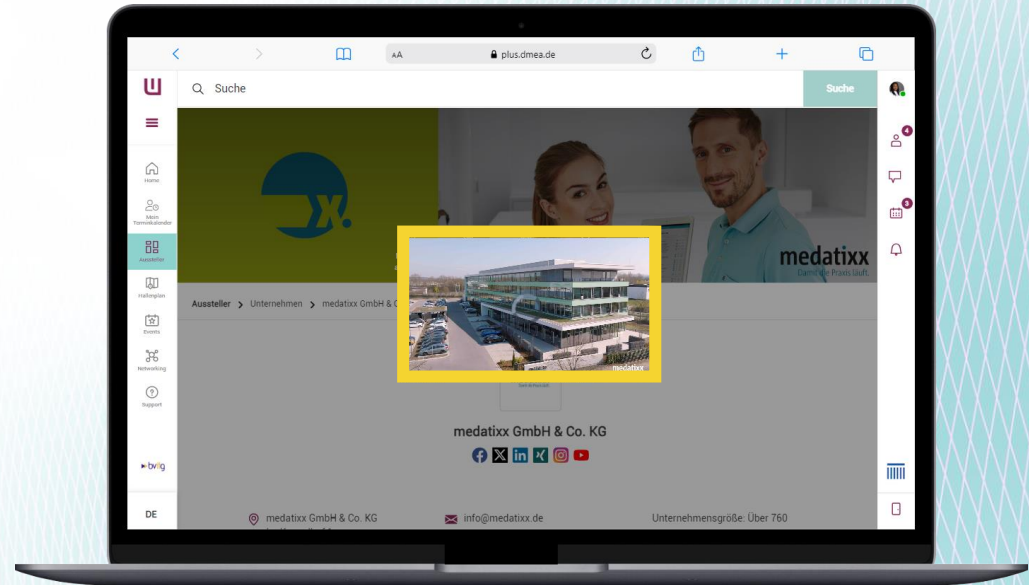
# Spotlight Package

## Video Header

Showcase your ad as a video clip in the top right-hand corner of your profile on the company page. You also have the option of selecting and uploading a corresponding preview image.

### Format:

- › Max. size 20 MB, mp4
- › Aspect Ratio: 16:9



# Spotlight Package

## Gallery Logo

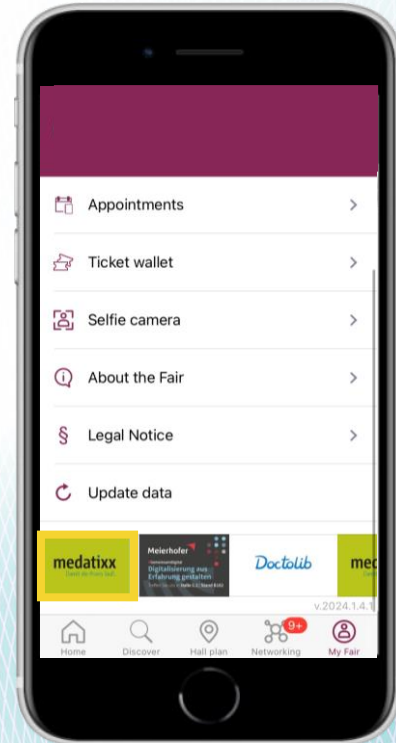
The gallery logo is embedded in the app - see yellow mark in the visualization on the right. Several partner logos are displayed next to each other.

### Details:

- › Logo integration in the app
- › Link to your company profile

### Format:

- › 450 x 315 px, jpeg



# Spotlight Package

## Story AD

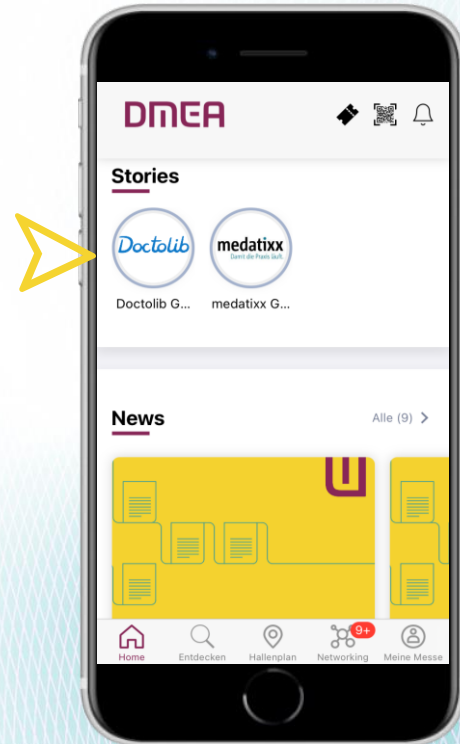
Place your story in the story area on the app home page. The short video is teased on the start page of the app and is played in full-screen mode after clicking on your story.

### Details:

- › Recommendation max. 50 seconds
- › The story tiles are always round

### Format:

- › 1080 x 1920 px
- › Max. 50 MB, mp4
- › Aspect ratio: 9:16





# Spotlight Package

## Top-5-Logo

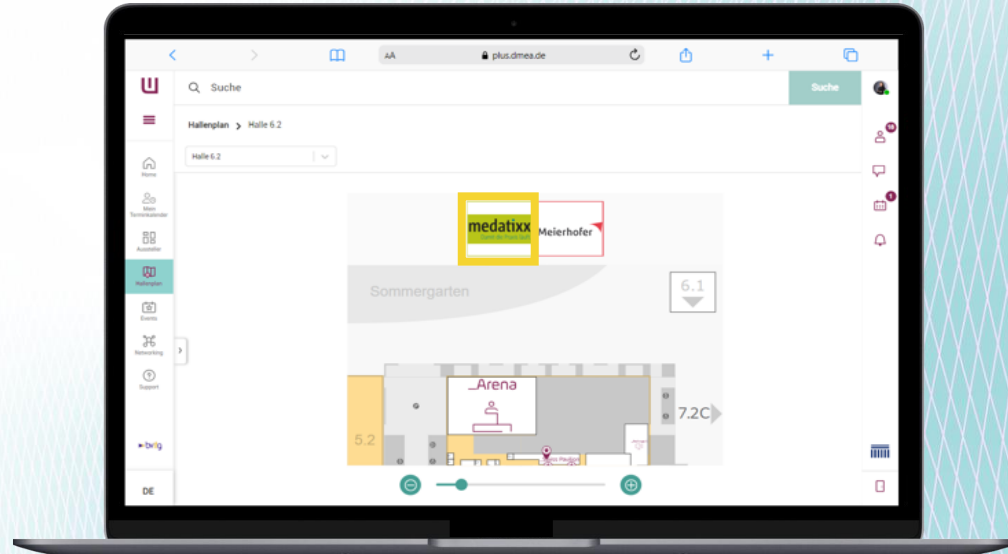
These logos are displayed above the hall plan and below the main sponsor. The stand of the corresponding partner is additionally marked in yellow in the hall plan.

### Details:

- › Link to your company profile
- › There can be top 5 logos per hall

### Format:

- › Width max. 300 px
- › SVG logo



# Ultimate Package

Gold Partners

<b>Top Listing</b> on the event platform	The top listing is placed at the top of the start page under the navigation point <b>Home</b> .
<b>Top Banner</b> on the platform and in the app	The banner is displayed under the <b>Exhibitors</b> or <b>Events</b> tab.
<b>Header Video</b> on the platform	The company video is integrated into the header of your <b><u>company profile</u></b> .
<b>Main sponsor Banner</b> on the platform	The banner is placed above your own hall in the <b><u>online hall plan</u></b> .
<b>Push Notification</b> on the platform and in the app	Increase your presence and catch attention during the <b><u>DMEA events</u></b> .
<b>Story AD</b> in the app	Use the story to keep all visitors up to date with the latest trends on the <b><u>start page</u></b> .
<b>Gallery Logo</b> in the app	Your logo will be presented to visitors together with others on the <b><u>My Fair</u></b> page

**Now available in the  
Advertising Shop**

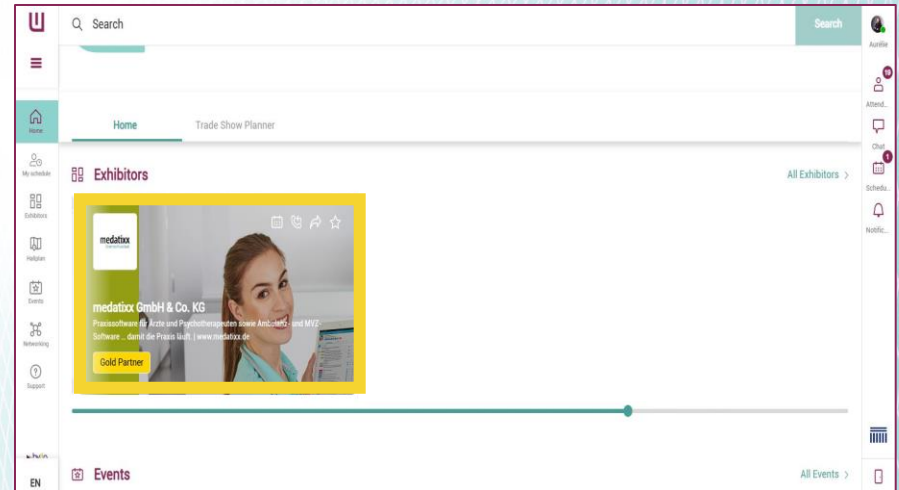
# Ultimate Package

## Top Listing

Become the absolute eye-catcher of DMEA 2025!  
Right at the top of the homepage of the DMEA online platform. Your tile as a top listing is placed in the first position.

### Details:

- › Link to your company profile
- › First come, first served!





# Ultimate Package

## Top Banner

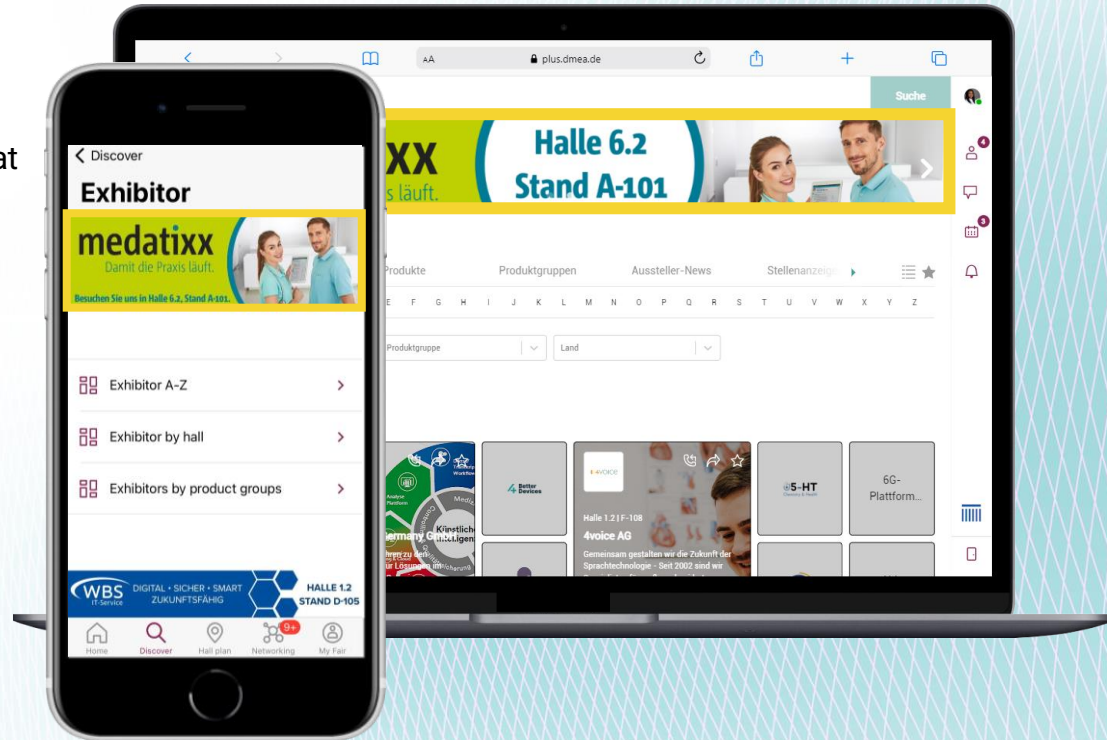
Highlight your presence! The banners are placed at the top position under the navigation points or in the Exhibitors or Events sections.

### Details:

- › In rotation for each navigation point
- › Link to your company profile

### Format:

- › Platform 2560 x 320 px
- › App 1440 x 450 px



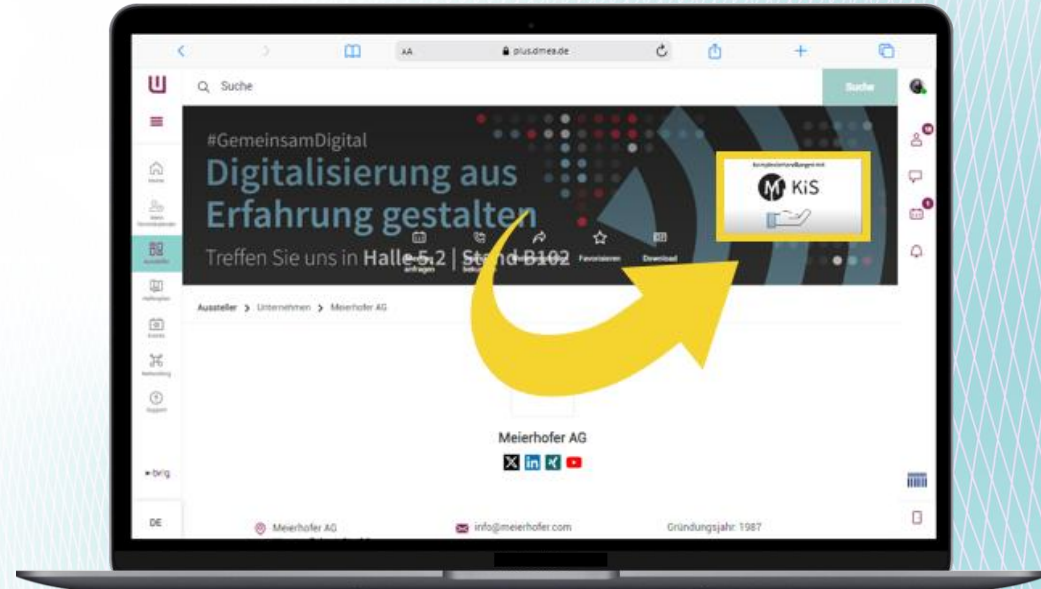
# Ultimate Package

## Video Header

Here you can upload a video of your choice. The company video will be published in the header of your company page.

### Format:

- › Max. size 20 MB
- › Aspect ratio: 16:9, mp4



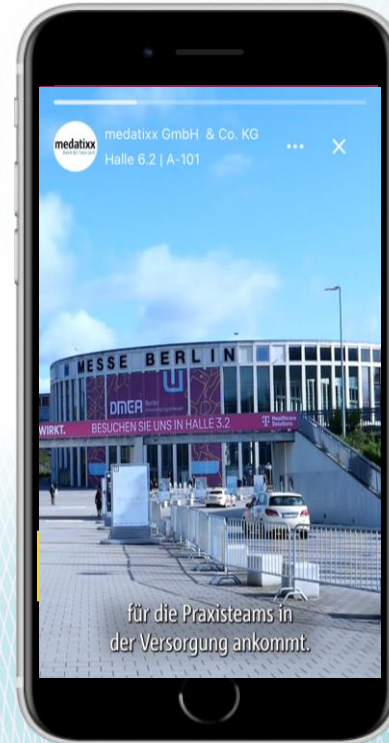
# Ultimate Package

## Story AD

With the Story-Ad feature, you can place your story on the start page of the app. The stories can be called up an unlimited number of times. The logo and the top menu bar may interfere with the image or clip. Therefore, text or image should be centered.

### Format:

- › 1080 x 1920 px
- › Max. 50 MB, mp4
- › Aspect ratio: 9:16





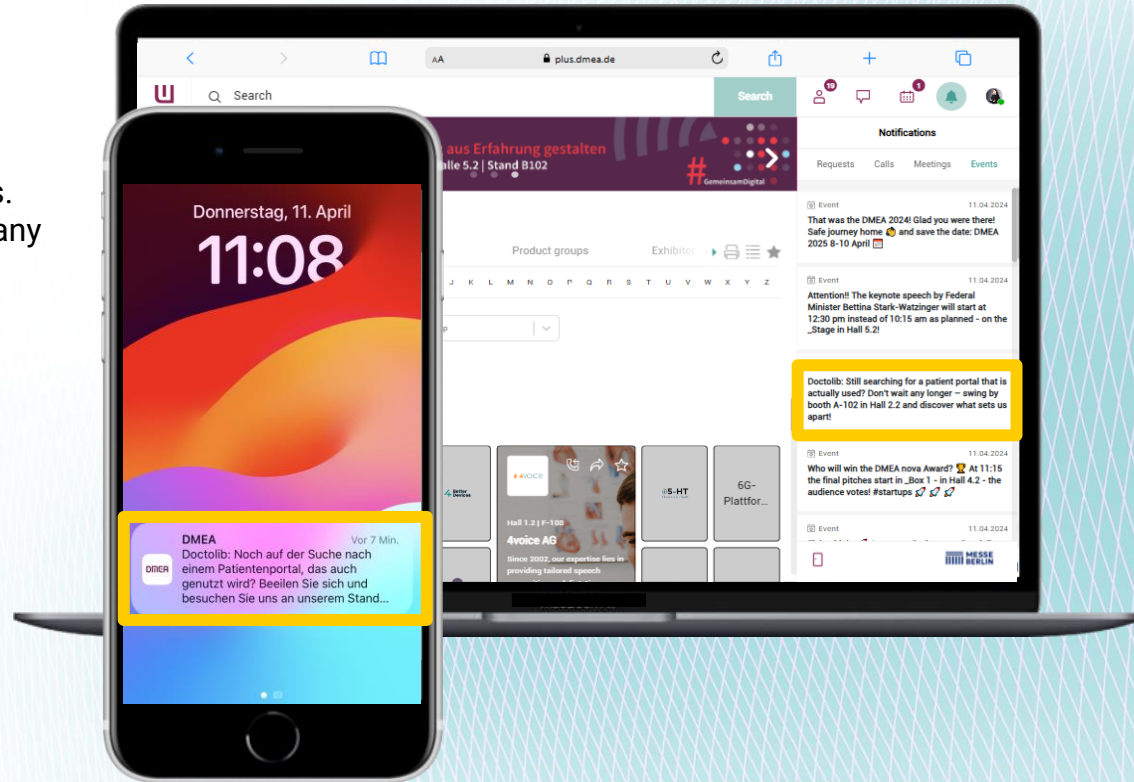
# Ultimate Package

## Push Notification

With a push notification, you can reach DMEA visitors directly on site at the exhibition grounds. This allows you to draw attention to your company at exactly the right time.

### Details:

- › Exclusive playout via the platform and the app
- › A total of 1 push message



# Ultimate Package

## Main Sponsor Banner

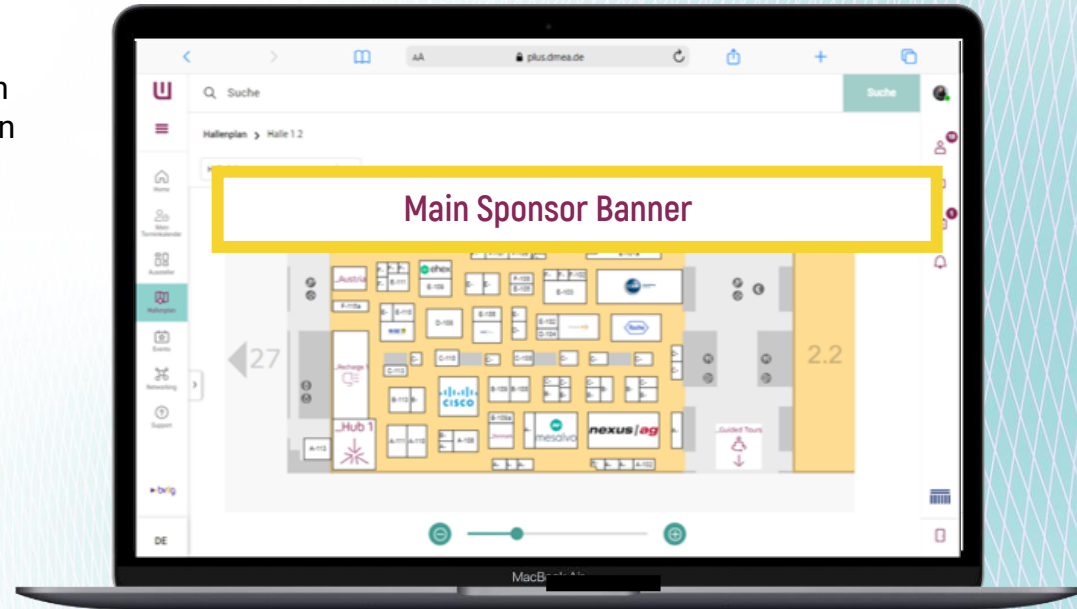
The banner is displayed above the plan of your own hall. The banner of the main sponsor in the hall plan is visible on the online platform.

### Details:

- › Link to your company profile
- › Awarded to max. 1 exhibitor per hall

### Format:

- › 1440 x 225 px, jpeg



# Ultimate Package

## Gallery Logo

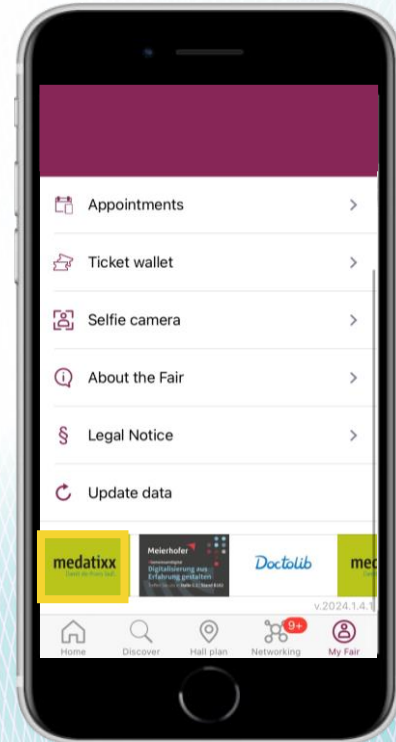
Increase your presence by presenting your logo! The gallery logo is embedded in the app - see yellow mark in the visualization on the right. Several partner logos are displayed next to each other.

### Details:

- › Logoeinbindung in der App
- › Link zu Ihrem Unternehmensprofil

### Format:

- › 450 x 315 px, jpeg





# Specials

Partners

MEDIUM	PRICE	MEDIA CHANNEL	
		PLATFORM	APP
<u>Push Notification</u>	850 €	✓	✓
<u>Start Page Banner</u>	1900 €		✓
<u>Content AD</u>	2000 €		✓
<u>Top-of-The-list</u>	3000 €	✓	✓
<u>Splash screen</u>	3000 €		✓

Now available in the  
[Advertising Shop](#)

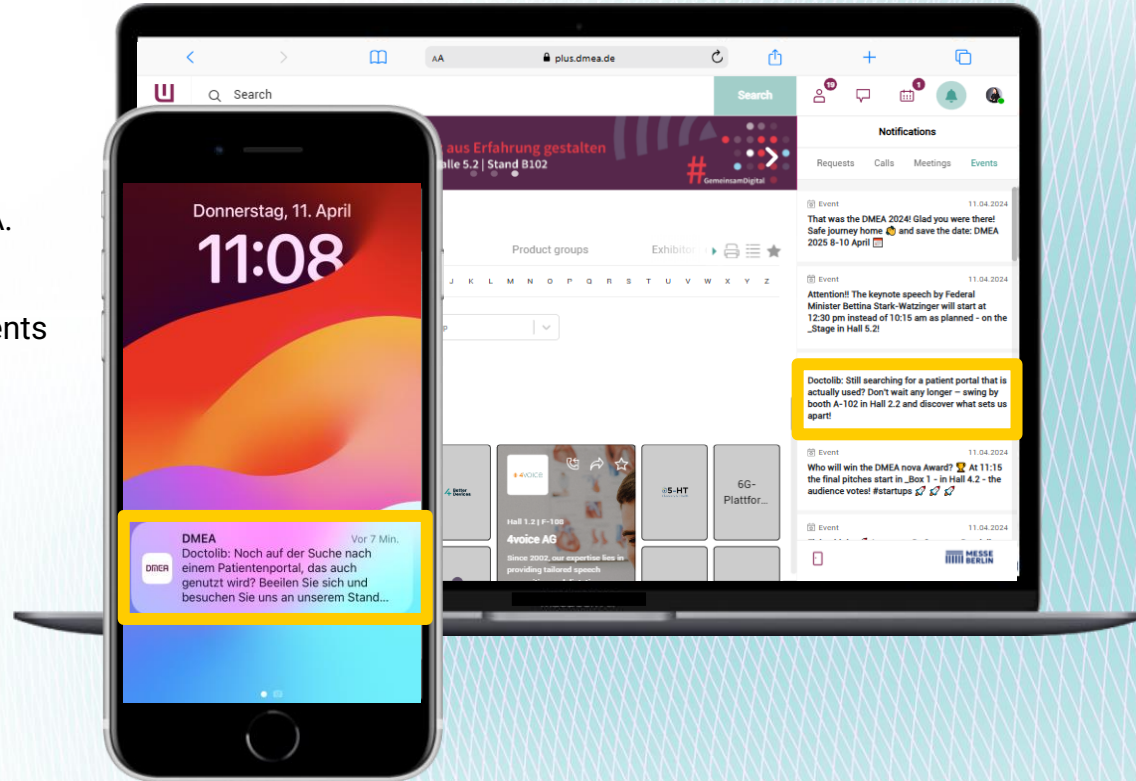
# Specials

## Push Notification

Spread your message across to the DMEA community! Tease your presence and achieve maximum attention in one day during the DMEA.

### Details:

- › Limited to 1 notification per day during the events



# Specials

## Start Page Banner

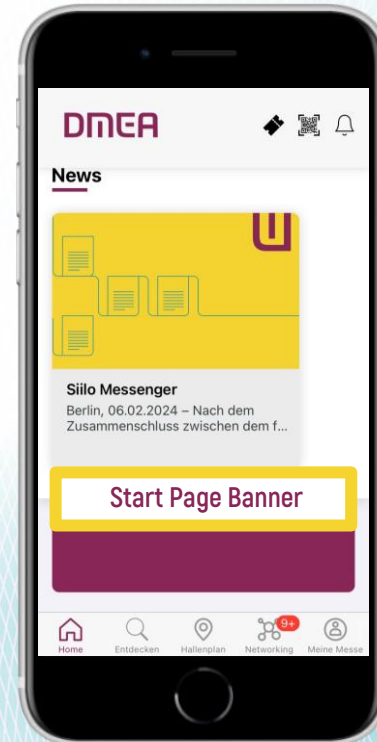
Draw attention to yourself on the start page of the app and link to your digital company profile.

### Details:

- › Exclusive assignment per position
- › Link to your company page

### Format:

- › 1440 x 450 px, jpeg





# Specials

## Content-AD

The content ADs include advertising banners on the homepage and advertorial entries. By clicking on the banner, the visitor is redirected to the advertorial entry, which the exhibitor can fill in with a free text and a link to their company profile.

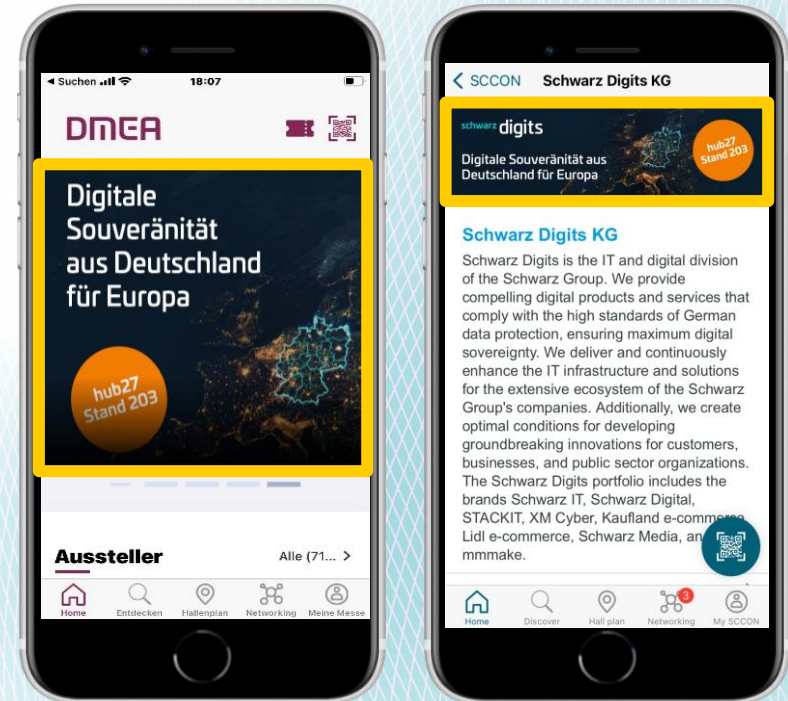
### Advertising Banner on the Start Page:

› 1440 x 1920 px, jpeg

### Advertorial Entry (option):

› 1440 x 450 px

› Max. 500 KB



# Specials

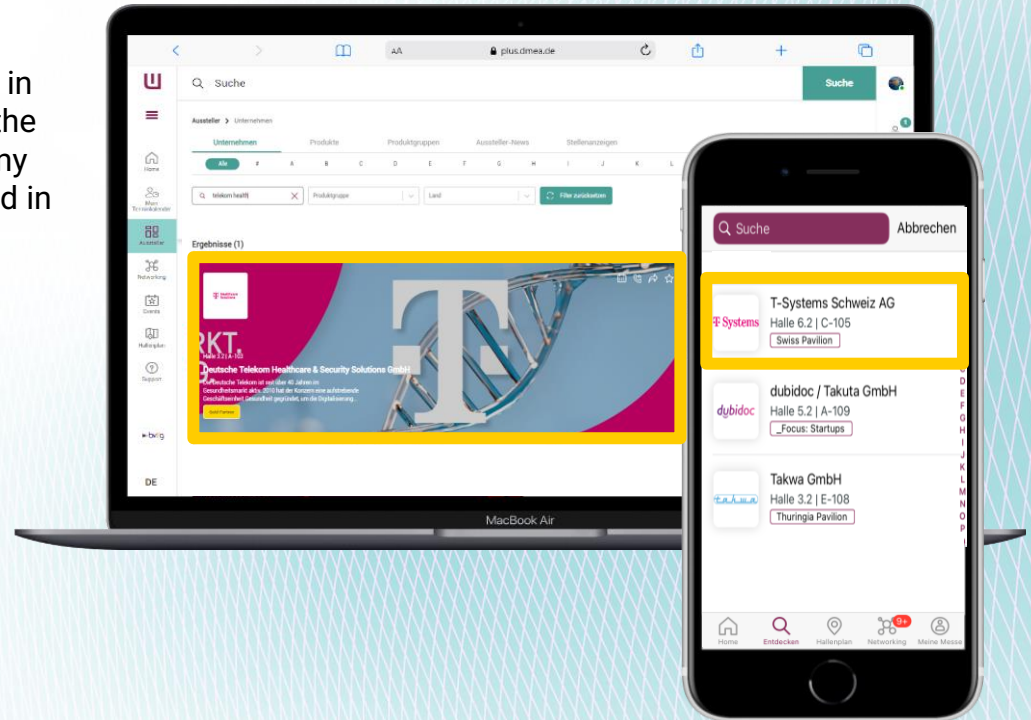
Gold Partner

## Top-of-The-List

Highlight your company profile – showcase yourself in absolute pole position in the exhibitor list as one of the top three exhibitors, with a direct link to your company profile. The top-of-the-list placement will be displayed in the online exhibitor directory.

### Details:

- › Top positioning on the platform and in the app
- › Max. 7 partners placed in alphabetical order
- › Link to your company profile



# Specials

## Splashscreen

Present your company via the splash screen when opening the app.

### Details:

- › On the login page as a subpage
- › In combination with DMEA branding (50/50)
- › Awarded to max. 1 exhibitor





# Individual options

MEDIUM	PRICE	MEDIA CHANNEL	
		PLATFORM	APP
Stand Logo	265 €	✓	✓
Header Video	315 €	✓	
Gallery Logo	500 €		✓
Top-5-Logo	800 €	✓	
Story AD	950 €		✓
Tab bar Banner	1050 €		✓
Sandwich Banner	1300 €		✓

Now available in the [Advertising Shop](#)

# DMEA – Upgrades

## Starter Package

EUR 330 plus VAT

Company name, address, hall/stand number

Entry in the main product categories of the product group index

Company profile

- Telephone number, E-mail
- Logo
- Link to company website
- Contact person with photo and contact details



## Classic Package

EUR 495 plus VAT

Company name, address, hall/stand number

Entry in the main product categories of the product group index

Company profile

- Telephone number, E-mail
- Logo
- Link to company website
- Contact person with photo and contact details
- Link to social media profiles (Facebook, X, YouTube etc.)

Presentation of up to 10 products with product description (max. 4,000 char.) and 1 photo per product

Entry in up to 10 product groups



## Premium Package

EUR 930 plus VAT

Company name, address, hall/stand number

Entry in the main product categories of the product group index

Company profile

- Telephone number, E-mail
- Logo
- Link to company website
- Contact person with photo and contact details
- Link to social media profiles (Facebook, X, YouTube etc.)

Presentation of up to 15 products with product description (max. 4,000 char.), 1 photo & 1 link per product

Entry in up to 15 product groups

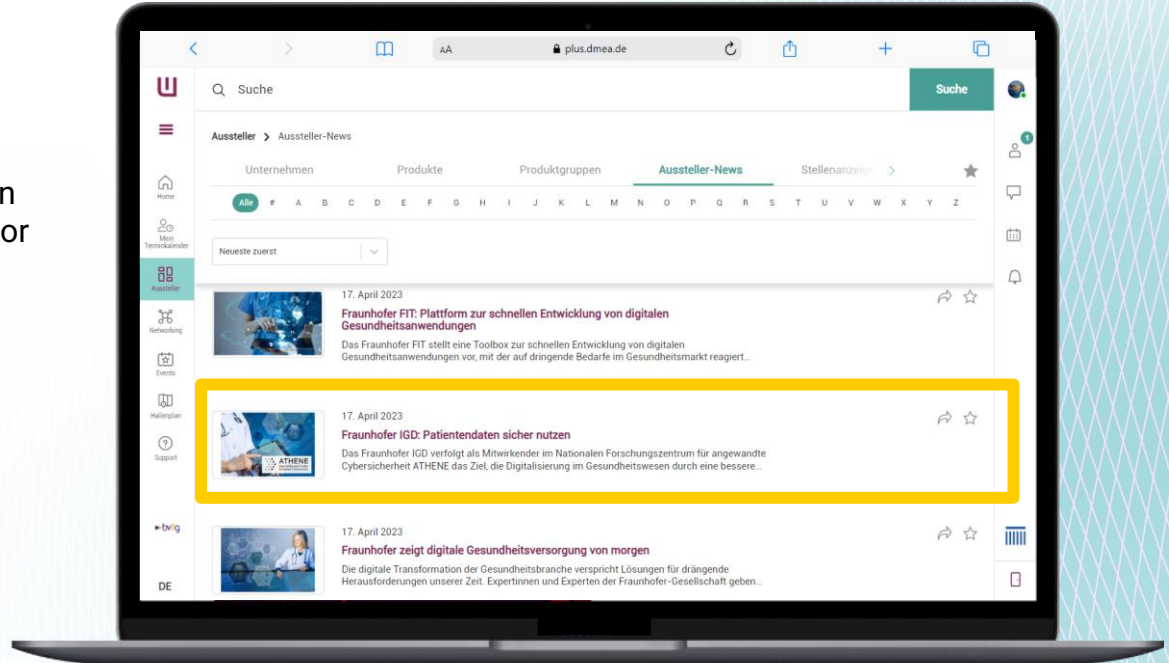
# Add-ons

## Digital Press Box

Increase your presence and get attention during the DMEA events with the exhibitor news.

### Details:

- › 1x digital press box incl. 3 news
- › EUR 210 without VAT





# Add-ons

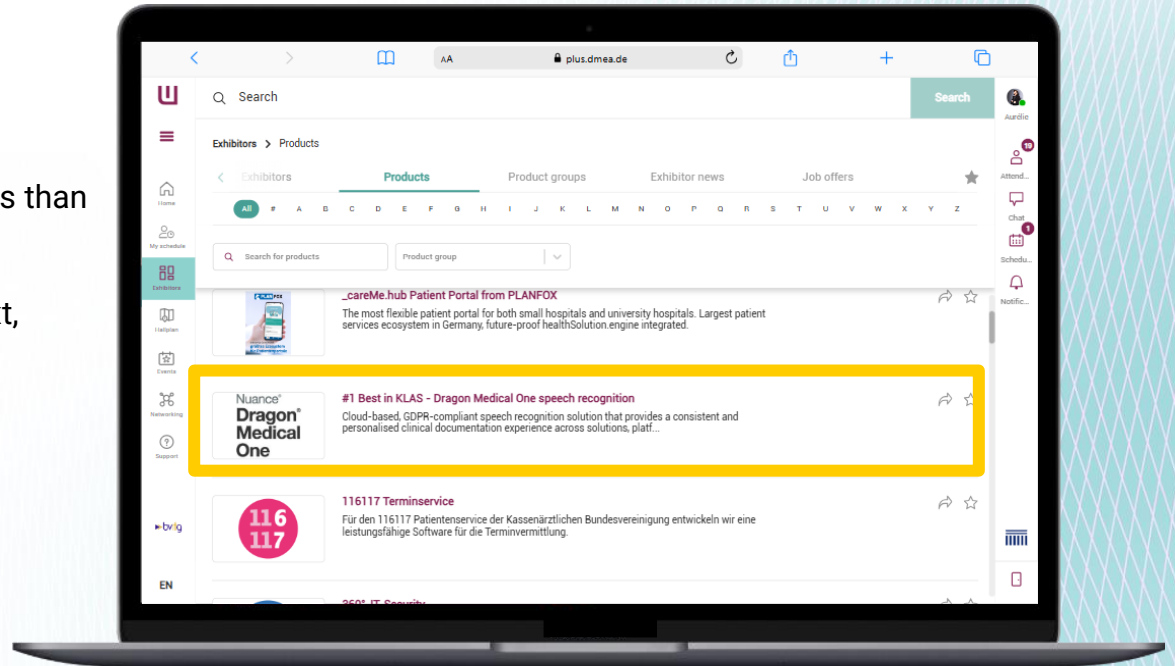
## Products

Would you like to present more products than are included in your media package?

Each product can be presented with text, images and videos.

### Details:

- › 3x Product entries
- › EUR 315 plus VAT



# Add-ons

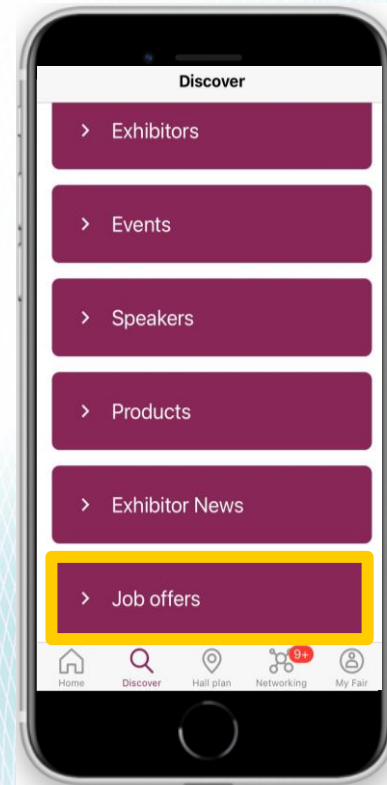
## Job offers

Publish your job vacancy and benefit from the full reach of the DMEA.

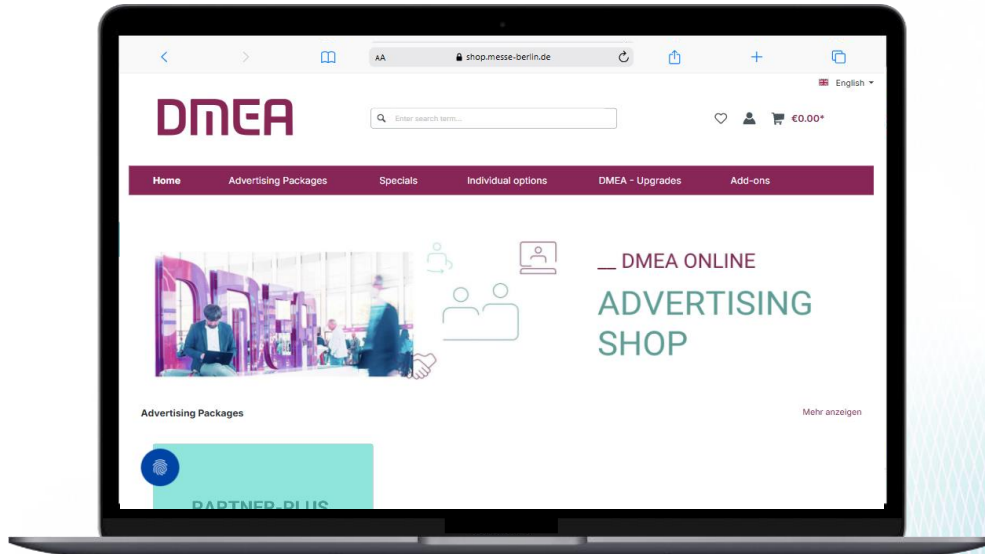
Your job offer will be published digitally and linked to your exhibitor profile.

### Details:

- › 3x Job offers
- › EUR 525 plus VAT



# Advertising Shop



## Messe Shop

Log in to the [Advertising Shop](#) now!

There you can find your Content Manager at the top right, which you can use to access your exhibitor profile and edit your data.

Book an attractive package or individual services and increase the relevance of your topics and messages within the DMEA community!



# Contact

**Do you have questions about our advertising options? We are happy to help you further!**

## **Help Center**

**[Send your request now](#)**

**Contact us at any time by e-mail or telephone.**

+49 30 3038-2500  
[support@messe-berlin.de](mailto:support@messe-berlin.de)

Advertising Shop  
**[DMEA Online Advertising](#)**