

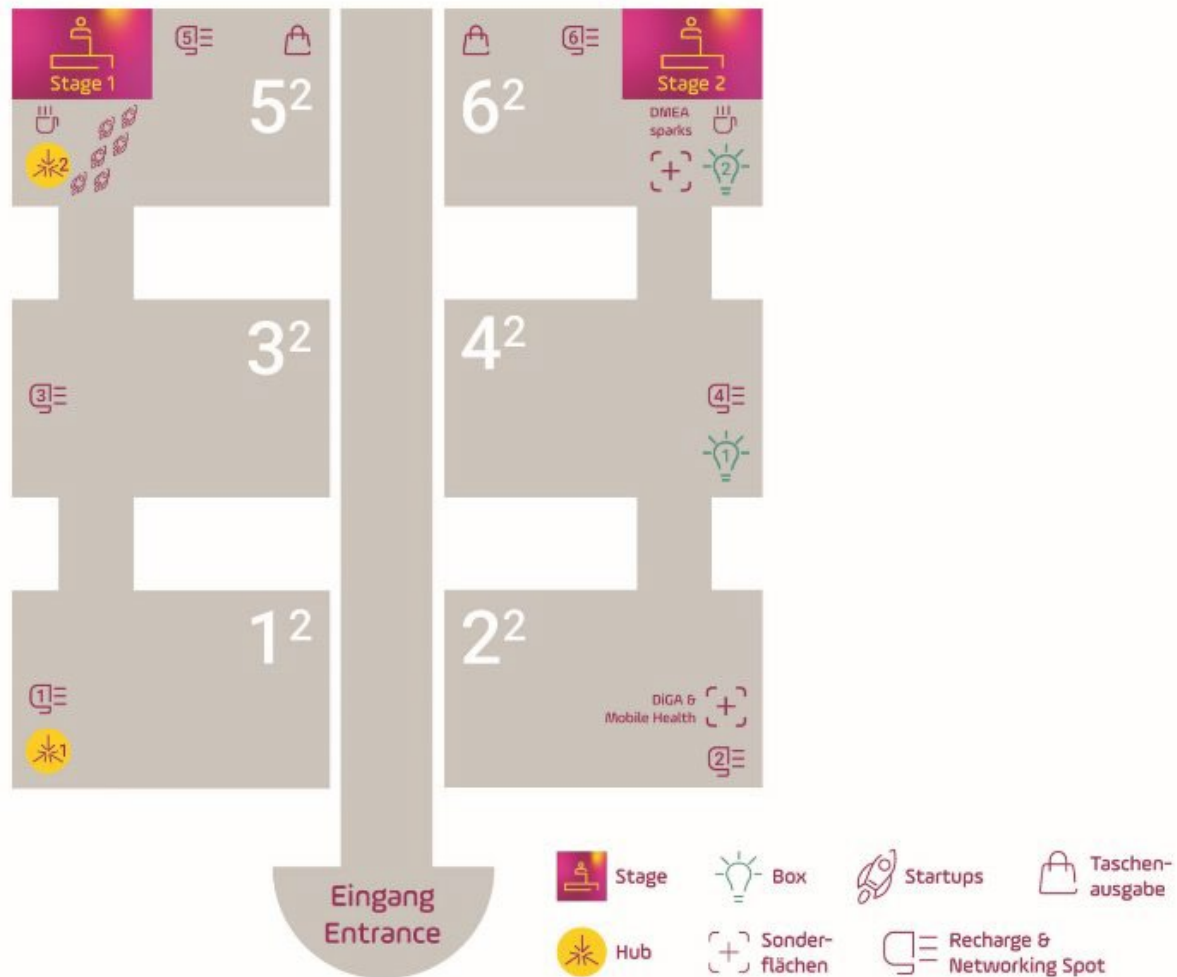
Be

Onsite

DMEA 2025 Partner Plus and more
Onsite Advertising Opportunities

Berlin Exhibition Grounds DMEA 2025

DMEA Berlin
8–10 April 2025
Connecting Digital Health



Partner-Plus Performance

Exclusively for Gold, Silver and Bronze Partner

The following pre-booking periods apply for our DMEA Partners:

- Gold-Partner: from November 4, 2024
- Silver-Partner: from November 18, 2024
- Bronze-Partner: from December 2, 2024

Advance reservations are possible.

Gold Partner who booked a specific advertising options in 2024 will receive pre-booking rights to that advertising in 2025.

Table of Contents

Branding Opportunity	Page
<u>Online-Tickets</u>	<u>5</u>
Advertising Opportunities	
<u>Entrance South - Outdoors</u>	<u>7</u>
<u>Entrance South - Indoors</u>	<u>13</u>
<u>High Traffic Area Messdamm</u>	<u>16</u>
<u>Specific Hall Areas - Indoors und Outdoors</u>	<u>18</u>
<u>Specific Hall Areas - Digital Signage</u>	<u>23</u>
<u>Sanitary Facilities</u>	<u>26</u>
<u>Contact</u>	<u>28</u>

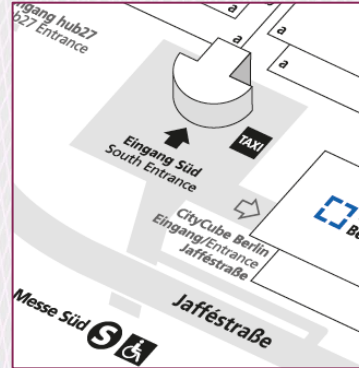
Branding Opportunity

Online Tickets



DMEA Berlin
8–10 April 2025
Connecting Digital Health

Branding Opportunity



Online Ticktes

Location / Short Description

Branding of all DMEA online tickets (format: DIN A4), consisting of logo integration in the upper area and branding area (see exemplary markings)

Trade Visitor and Journalist tickets
aprx. 10.000 Units Exhibitor tickets and aprx. 5.000 Units

Measurements (w x h)

Branding area: max. 8.92 x 12.10 and logo integration

Branding License Partner

6,980.00 EUR for all online tickets

Status

Availability upon request



**Special partner rental price:
3,490.00 Euro**

Your logo integration



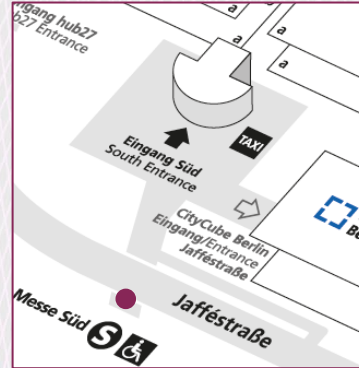
Branding area

Advertising Opportunities Entrance South - Outdoors



DMEA Berlin
8-10 April 2025
Connecting Digital Health

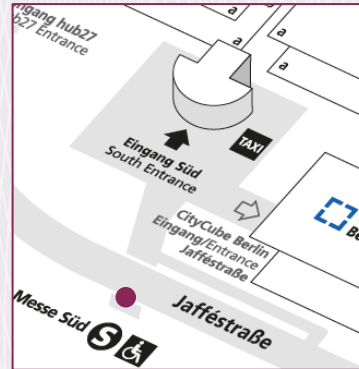
Entrance South - Outdoors



Light Pole Brandings at the Pedestrian Access, each 1-sided

Location / Short Description	38 signs on the light poles on the left and right side of the bridge connecting the "Messe Süd" S-Bahn station with the pedestrian access to the south entrance, and 8 brandings on the light poles at the side entrance e.g.
Measurements (w x h)	0.50 m x 1.35 m per branding Special formats on request.
Regular rental price	2,615.00 euros for all 46 brandings, 1-sided in each case
Production & Installation	4,840.00 euros for all 46 brandings, 1-sided in each case
Status	Availability on request

Special partner rental price:
1,307.00 Euro
 plus Production & Installation

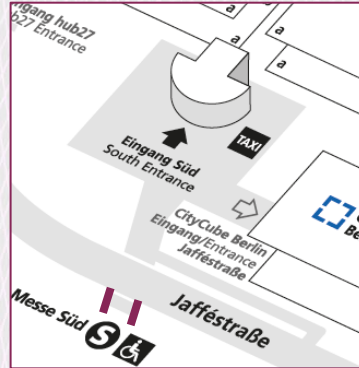


Outer Bridge Branding at the Pedestrian Access

Location / Short Description	1 outdoor banner on the bridge, between the S-Bahn station "Messe Süd" and the pedestrian path to the south entrance "Messe Süd".
Measurements (w x h)	15.00 m x 1.60 m
Regular rental price	2,016.00 Euro
Production & Installation	1,330.00 Euro
Status	Availability on request

Special partner rental price:
1,008.00 Euro
 plus Production & Installation

Entrance South - Outdoors



Inner Balustrade Brandings at the Pedestrian Access, each 1-sided

Location / Short Description 3 brandings on the inner balustrade leading to the bridge connecting the "Messe Süd" S-Bahn station with the pedestrian access to the South Entrance.

Measurements (w x h) 3.12 m x 0.53 m per banner (3 banners in total)

Regular rental price 420.00 Euro for 3 banners

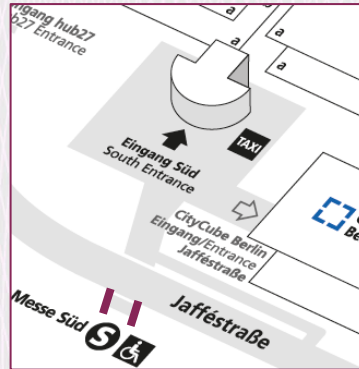
Production & Installation 415.00 Euro for 3 banners

Status

Availability on request



Special partner rental price:
210.00 Euro
plus Production & Installation



Inner Bridge Brandings at the Pedestrian Access, each 1-sided

Location / Short Description Up to 2 banners on the left and right side of the bridge connecting the "Messe Süd" S-Bahn station with the pedestrian access to the South Entrance.

Measurements (w x h) 24.85 m x 0.80 m per banner (2 banners possible in total)

Regular rental price 1,670.00 Euro per banner

Production & Installation 1,190.00 Euro per banner

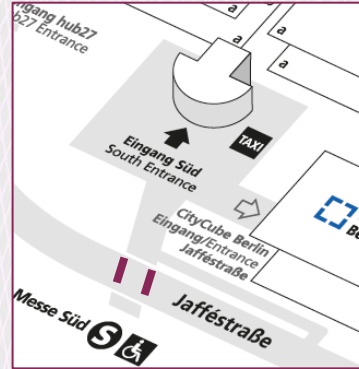
Status

Availability on request



Special partner rental price:
835.00 Euro
plus Production & Installation

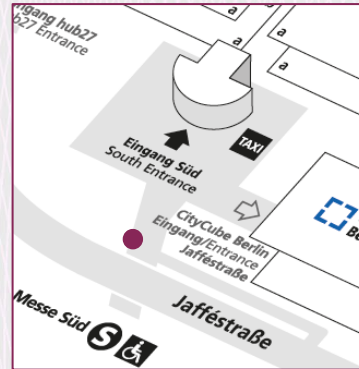
Entrance South - Outdoors



Tunnel Branding at Pedestrian and Taxi Access

Location / Short Description	Up to 2 banners on the tunnel walls at the pedestrian access between the "Messe Süd" S-Bahn station and the South Entrance.
Measurements (w x h)	Left banner: 20.49 m x 2.30 m Right banner: 20.49 m x 2.30 m (2 banners possible in total)
Regular rental price	3,948.00 euros per banner
Production & Installation	2,895.00 euros per banner
Status	Availability on request

Special partner rental price:
1,974.00 Euro
plus Production & Installation

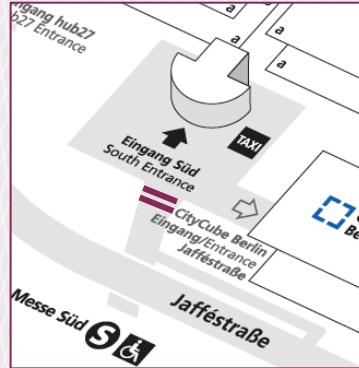


Advertising Plates at the Pedestrian and Taxi Access

Location / Short Description	Up to 3 banners on the pedestrian and cab access road to the south entrance.
Measurements (w x h)	3.50 m x 6.70 m per banner (3 banners possible in total)
Regular rental price	3,276.00 euros per banner
Production & Installation	2,330.00 euros per banner
Status	Availability on request

Special partner rental price:
1,638.00 Euro
plus Production & Installation

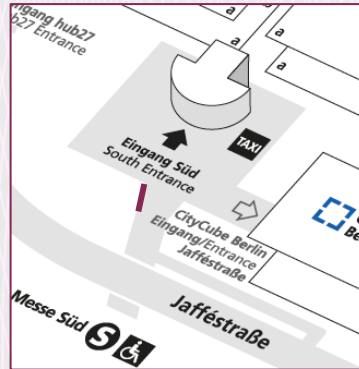
Entrance South - Outdoors



Banners on the bridge railing at the pedestrian and cab access point

Location / Short Description	Up to 2 banners on the bridge railing above the pedestrian and cab access to the Messe Süd entrance.
Measurements (w x h)	23.10 m x 0.90 m per banner/side
Regular rental price	(1) 4,064.00 euros for the north side (towards the "Messe Süd" stop) (2) 2,037.00 euros for the south side (towards the Messe Süd entrance)
Production & Installation	1,430.00 euros per banner
Status	Availability on request

Special partner rental price:
(1) 2,032.00 Euro & (2) 1,019.00 Euro
 plus Production & Installation

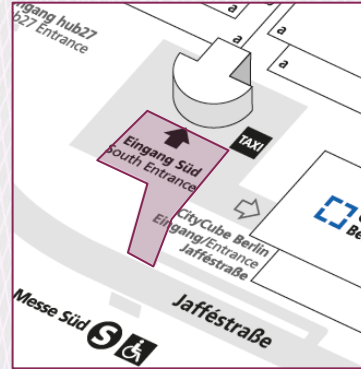


Bridge wall branding at pedestrian and cab access point

Location / Short Description	1 Banner in trapezoidal shape at the pedestrian and cab access to the Messe Süd entrance on the left-hand side coming from the "Messe Süd" S-Bahn station.
Measurements (w x h)	1 Wall branding in trapezoidal shape: min. 76.00 m ²
Regular rental price	10,616.00 Euro
Production & Installation	3,640.00 Euro
Status	Availability on request

Special partner rental price:
5,308.00 Euro
 plus Production & Installation

Entrance South - Outdoors



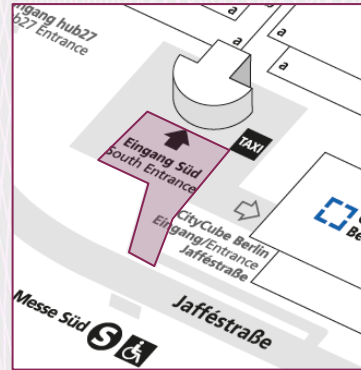
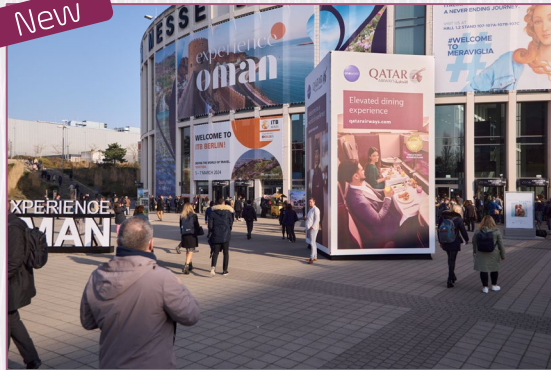
Floor Graphics at the Pedestrian and Taxi Access

Location / Short Description	Possible positions on the forecourt of the Messe Süd entrance and at the entrance from the "Messe Süd" S-Bahn station.
Measurements (w x h)	2.40 m x 2.40 m per floor graphic Other formats are available on request.
Regular rental price	803.00 Euro per floor graphic
Production & Installation	670.00 Euro per floor graphic
Status	Availability on request

Bookable for all

Special partner rental price:
402.00 Euro
 plus Production & Installation

New



Poster Showcases around the Entrance South, 2-sided

Location / Short Description	Mobile advertising towers directly on the forecourt of the South Entrance (the exact positions will be defined at a later date)
Measurements (w x h)	(1) Small version: 2.302 m x 4.15 m per side (4 sides per tower) (2) Large version: 3.302 m x 6.15 m per side (4 sides per tower)
Regular rental price	(1) Small version: 5,350.00 euros per tower (2) Large version: 11,370.00 euros per tower
Production & Installation	(1) Small version: 2,970.00 euros per tower (2) Large version: 4,995.00 euros per tower



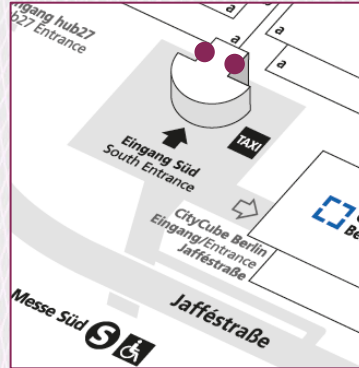
Status Availability on request

Special partner rental price:
(1) 2,675.00 Euro & (2) 5,685.00 Euro
 plus Production & Installation

Advertising Opportunities Entrance South - Indoors



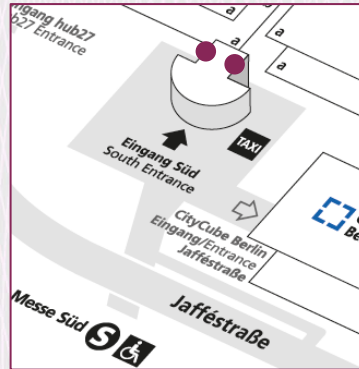
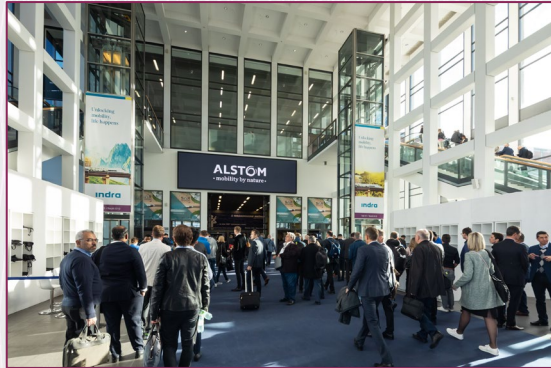
Entrance South - Indoors



LED Displays above the escalators, each 1-sided

Location / Short Description	2 LED displays, each 1-sided in the south entrance hall directly above the stairs and escalators in combination with DMEA own advertising
Measurements (w x h)	FULL HD display/2.5 mm pixel pitch 20 MBit/ 60 fps/ content 32:9 LED dimensions: 4.86 m x 1.36 m per unit; resolution: 3840 x 1080 pixels per unit
Regular rental price	5,954.00 euros per LED display for a 30-second spot in a loop with DMEA content (exhibitor content must be supplied by the customer).
Data handling	150.00 euros
Status	Availability on request

Special partner rental price:
2,977.00 Euro
 plus data handling

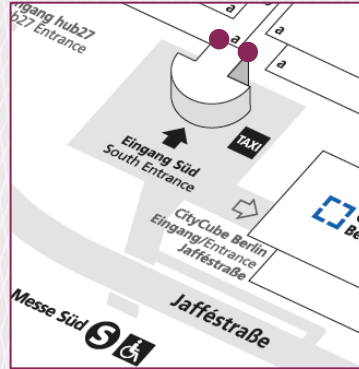


Hanging banners on the elevators

Location / Short Description	Up to 2 banners (1 per elevator) on the elevators in the South Entrance Hall
Measurements (w x h)	2.10 m x 6.00 m per banner
Regular rental price	1,536.00 euros per banner
Production & Installation	1,415.00 euros per banner
Status	Availability on request

Special partner rental price:
768.00 Euro
 plus Production & Installation

Entrance South - Indoors



Window brandings in the entrance hall on the upper level

Location / Short Description	Up to 8 window brandings at the transition to Halls 1.2 to 6.2 above the escalators(4 x front, 4 x back)
Measurements (w x h)	2.34 m x 2.35 m per window (8 brandings in total)
Regular rental price	(1) 8,390.00 euros for 4 windows (front) (2) 2,098.00 euros for 4 windows (back)
Production & Installation	2,630.00 euros for 4 windows
Status	Availability on request

Special partner rental price:
(1) 4,195.00 Euro & (2) 1,049.00 Euro
plus Production & Installation

Advertising Opportunities

High Traffic Area
Messedamm



High Traffic Area Messedamm



LED Screens at "AVUS TRIBÜNE"

**Location /
Short Description**

3 LED screens at the AVUS TRIBÜNE in the direction of Messedamm opposite the CityCube Berlin.

Measurements (w x h)

3 screens each with a display format of 38,400 mm x 1,920 mm. The display is graphically divided into 3 sections, each 1,920 pixels wide and 288 pixels high

Regular rental price

on request

Status

Availability on request



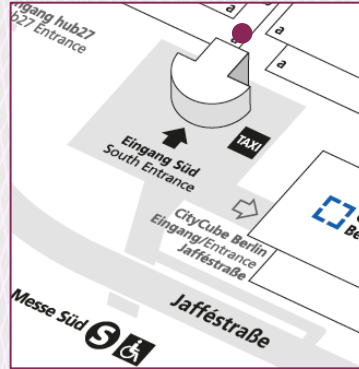
**Special partner rental price:
auf Anfrage**

Advertising Opportunities

Specific Hall Areas - Indoors and Outdoors



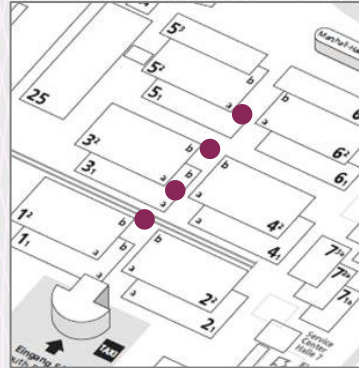
Specific Hall Areas - Outdoors



Entrance Banner in the Middle Foyer between Halls 1.2/ 2.2: Co Branding

Location / Short Description	Co-branding: DMEA advertising banners and exhibitor advertising directly above the entrance doors to the central foyer of Halls 1.2/ 2.2.
Measurements (w x h)	24.00 m x 3.00 m in total; left side reserved for DMEA's own advertising 12.00 m x 3.00 m (for partner and exhibitor advertising)
Regular rental price	8,390.00 Euro
Production & Installation	2,650.00 Euro
Status	Availability on request

Special partner rental price:
4,195.00 Euro
 plus Production & Installation



Entrance Banners in the Middle Foyers between Halls 1.2 and 6.2a

Location / Short Description	Directly above the entrance doors to the central foyers of Halls 1.2/2.2, 3.2/4.2 and 5.2a/6.2a.
Measurements (w x h)	11.50 m x 2.20 m per banner (4 banners possible in total)
Regular rental price	3,423.00 euros per banner
Production & Installation	2,340.00 euros per banner
Status	Availability on request

Special partner rental price:
1,712.00 Euro
 plus Production & Installation

Specific Hall Areas - Outdoors

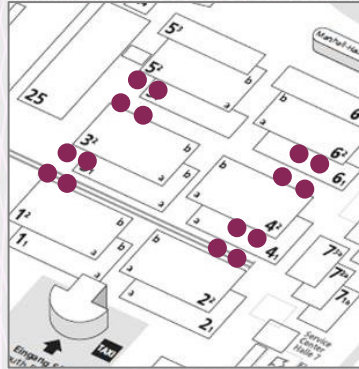
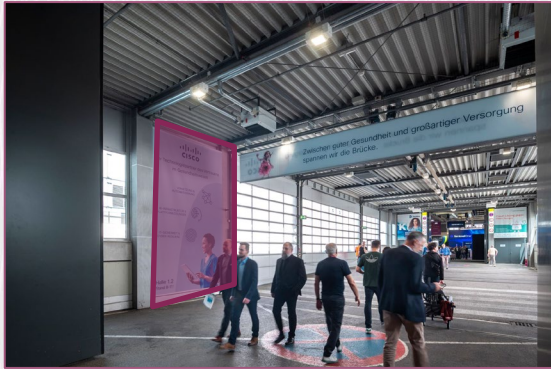


Entrance Banners in the Lateral Passageways of Halls 1.2 to 6.2

Location / Short Description	To the left and right of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 from the side passages.
Measurements (w x h)	2.50 m x 2.80 m per banner
Regular rental price	788.00 Euro per banner
Production & Installation	645.00 Euro per banner
Status	Availability on request



Special partner rental price:
394.00 Euro
 plus Production & Installation



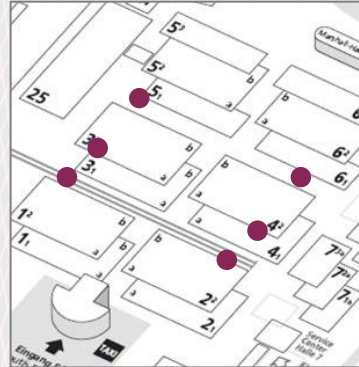
Entrance Banners in the Lateral Passageways of Halls 1.2 to 6.2

Location / Short Description	On the outside of the entrances to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 from the side passages.
Measurements (w x h)	2.92 m x 5.00 m per banner (4 banners per entrance possible, 2 banners to the left and 2 banners to the right of the entrance)
Regular rental price	1,649.00 Euro per banner
Production & Installation	1,195.00 Euro per banner
Status	Availability on request



Special partner rental price:
825.00 Euro
 plus Production & Installation

Specific Hall Areas - Outdoors and Indoors



Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2

Location / Short Description	Transition banners directly in front of the entrance doors to Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the side passages
Measurements (w x h)	10.00 m x 1.00 m per banner (2 banners back-to-back per entrance)
Regular rental price	2,090.00 euros for 2 banners back-to-back
Production & Installation	3,390.00 euros for 2 banners back-to-back
Status	Availability on request



Special partner rental price:
1,045.00 Euro
 plus Production & Installation



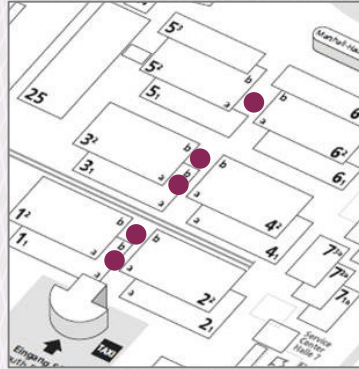
Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2

Location / Short Description	In the central foyers above and next to the entrance doors to Halls 1.2, 2.2, 3.2, 4.2 (in the a and b areas) as well as 5.2a and 6.2a.
Measurements (w x h)	2.00 m x 2.00 m per banner
Regular rental price	945.00 euros per banner
Production & Installation	335.00 euros per banner
Status	Availability on request

Bookable for all

Special partner rental price:
473.00 Euro
 plus Production & Installation

Specific Hall Areas - Indoors



Hanging Banners in the Middle Foyers of Halls 1.2 to 6.2, each 2-sided

Location / Short Description

In the central foyers of Halls 1.2/2.2, 3.2/4.2 (in the a and b areas respectively) and 5.2a and 6.2a directly above the escalators and staircases (2 banners available per foyer in combination with DMEA self-promotion).

Measurements (w x h)

2.00 m x 3.00 m per double-sided banner (printed on front and back)

Regular rental price

2,877.00 euros per double-sided banner

Production & Installation

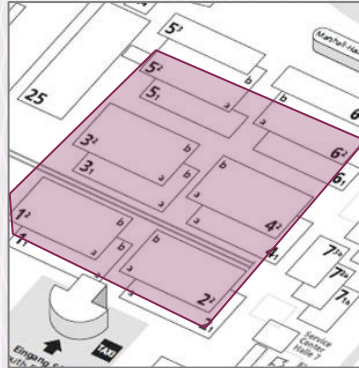
405.00 euros per double-sided banner

Status

Availability on request



Special partner rental price:
1,439.00 Euro
 plus Production & Installation



Floor graphics

Location / Short Description

Indoor positions subject to availability and agreement: e.g. in foyers and entrance areas.

Measurements (w x h)

(1) 1.00 x 1.00 per floor graphic
 (2) 2.00 x 2.00 per floor graphic
 Other formats are available on request.

Regular rental price

(1) 252.00 euros per floor graphic
 (2) 300.00 euros per floor graphic

Production & Installation

(1) 105.00 euros per floor graphic
 (2) 335.00 euros per floor graphic

Status

Availability on request

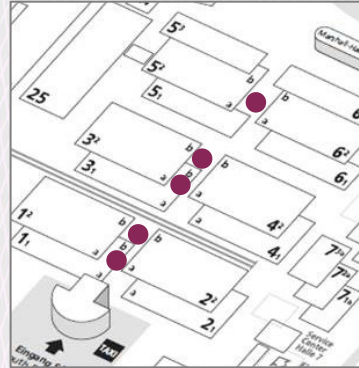
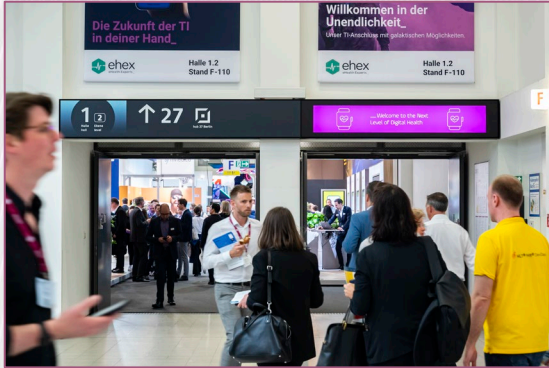
Bookable for all

Special partner rental price:
(1) 126.00 & (2) 315.00 Euro
 plus Production & Installation

Advertising Opportunities Specific Hall Areas – Digital Signage



Specific Hall Areas – Digital Signage



18 UltraStretched-Displays in the guidance system central

Location / Short Description Up to 18 displays in the central foyers of Halls 1.2, 2.2, 3.2, 4.2 (a and b respectively) as well as 5.2 and 6.2 directly above the hall entrances in combination with DMEA self-promotion.

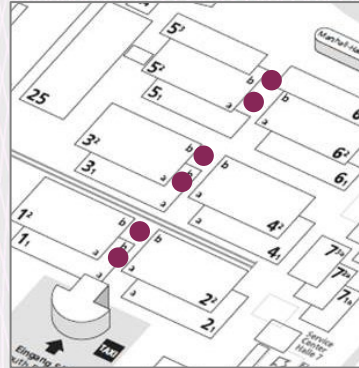
Measurements (w x h) Display: 3,840 x 600 pixels

Regular rental price 1,554.00 euros per ultra-stretched display for a 30-second spot in a loop with DMEA content (exhibitor content must be supplied by the customer).

Data handling 150.00 euros per ultra-stretched display

Status Availability on request

Special partner rental price:
777.00 Euro
plus data handling



12 UltraStretched displays in the guidance system in the central foyers

Location / Short Description Up to 12 displays in the guidance system in the aisle to the next center foyer in combination with DMEA self-promotion.

Measurements (w x h) Display: 3,840 x 600 pixels

Regular rental price 1,554.00 euros per ultra-stretched display for a 30-second spot in a loop with DMEA content (exhibitor content must be supplied by the customer).

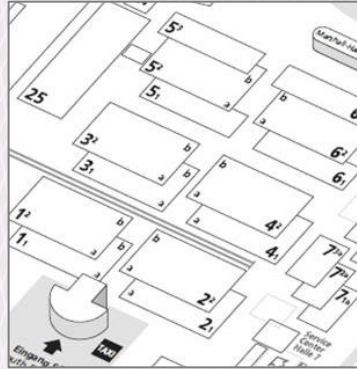
Data handling 150.00 euros per ultra-stretched display

Status Availability on request

Special partner rental price:
777.00 Euro
plus data handling

Specific Hall Areas – Digital Signage

new



Mobile Display Frames

Location / Short Description

Playing an advertising spot or image on up to 10 mobile displays in combination with DMEA's own advertising (the exact positions are defined separately)

Measurements (w x h)

Display: 3,840 x 2,160 pixels

Regular rental price

2,070.00 euros per display for a 30-second spot in a loop with DMEA content (exhibitor content must be supplied by the customer).

Data handling & installation

150.00 euros per display

Status

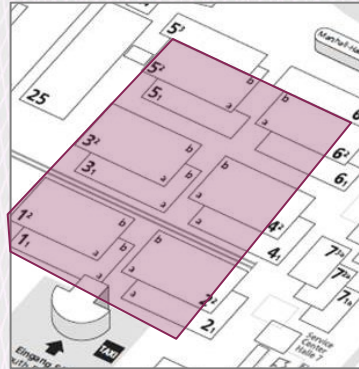
Availability on request

Special partner rental price:
1,035.00 Euro per Display
plus data handling & installation

Advertising Opportunities Sanitary Facilities



Sanitary Facilities



Mirror Brandings in the Sanitary Facilities

Location / Short Description high-quality stickers on the mirrors in the lavatories. (exact positions by arrangement)

Measurements (w x h) e.g. 0.30 m x 0.15 m per mirror graphic. Other formats and special shapes are possible.

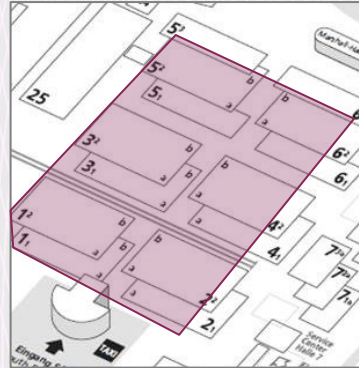
Regular rental price e.g. 725.00 euros for 10 mirror brandings

Production & Installation e.g. 255.00 Euro for 10 mirror brandings

Status Availability on request

Bookable for all

Special partner rental price:
363.00 Euro for 10 mirror brandings
 plus Production & Installation



Towel Dispenser Brandings in the Sanitary Facilities

Location / Short Description high-quality stickers on the towel dispensers in the lavatories. (exact positions by arrangement)

Measurements (w x h) e.g. 0.30 m x 0.15 m per towel dispenser branding. Other formats and special shapes are possible.

Regular rental price e.g. 690.00 EUR for 10 towel dispenser brandings

Production & Installation e.g. 255.00 EUR or 10 towel dispenser brandings

Status Availability upon request

Bookable for all

Special partner rental price:
363.00 Euro for 10 towel dispenser brandings
 plus Production & Installation

Contact for Onsite Advertising Opportunities:

MB Capital Services GmbH
Advertising & Sponsoring
on behalf of Messe Berlin GmbH

Phone: +49 30 3038-2525
advertising@messe-berlin.de

Emily Frieden
Junior Project Manager

Ann-Sophie von Zastrow
Junior Project Manager

Chris Leon Maroschek
Junior Project Manager