

Take advantage of our marketing packages and make your company stand out to trade visitors. There are six attractive options for various media channels (online and on-site advertising). Get yourself noticed!

This offer is available only to registered exhibitors at FeuerTrutz 2024. Subject to change. Booking of the services listed here must be made in the Online Exhibitor Shop.

Deadline: immediately

NürnbergMesse GmbH

Service Sales

FeuerTrutz

T +49 9 11 86 06-80 30

F +49 9 11 86 06-12 80 30

Please send your **artwork no later than 28.04.2024**
to: exhibitor.marketing@nuernbergmesse.de

Select 2 or 3 advertising measures from the following options at the package price.

		2from6	3from6
ONLINE			
1	Mini Banner on feuertrutz-messe.de – home page Banner on home page, linked to your website		
2	Mini Banner on feuertrutz-messe.de – sub-pages Banner on all sub-pages, linked to your website		
3	Halfsize Banner on feuertrutz-messe.de – sub-pages Banner on all sub-pages, linked to your website		
ON-SITE			
4	BannerUp in the service area (WxH) 1 x 1.96 m, 4 colors, at approved locations		
5	Floor poster in the service area A0 size, 4 colors		
6	Company or brand logo on hall overview plan 4 colors, incl. emphasising your stand area in the hall plan		
Prices of advertising packages (in euros) Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.		1,200	1,500

ONLINE ADVERTISING OPTIONS

In accordance with the „Terms of Business for Exhibition Marketing“

1 Mini Banner on feuertrutz-messe.de – home page

The ultimate in advertising, efficiently tailored to your target groups.

Make your presence felt even before the launch of the show, with your customised banner on the FeuerTrutz website.

- Banner format** 120 x 60 pixels
- Slots available** 18; maximum six banners visible at the same time. Banners are loaded randomly and the system ensures equitable rotation.
- Duration** until at least three months after the exhibition
- Language variants** to be supplied in German, English or unspecified
- Picture format** GIF or JPEG (max. size 20 KB)

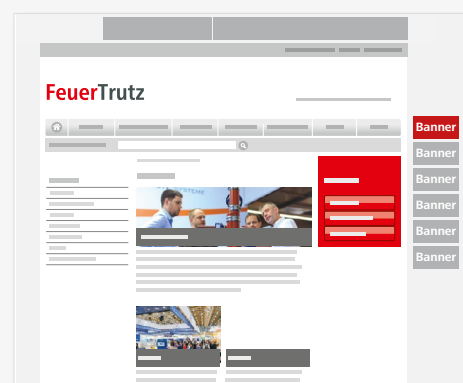


2 Mini Banner on feuertrutz-messe.de – sub-pages

Use the trade fair web pages to communicate effectively online.

Make your presence felt even before the launch of the show, with your customised banner on all sub-pages of the FeuerTrutz website.

- Banner format** 120 x 60 pixels
- Slots available** 18; maximum six banners visible at the same time. Banners are loaded randomly and the system ensures equitable rotation.
- Duration** until at least three months after the exhibition
- Language variants** to be supplied in German, English or unspecified
- Picture format** GIF or JPEG (max. size 20 KB)



ONLINE ADVERTISING OPTIONS

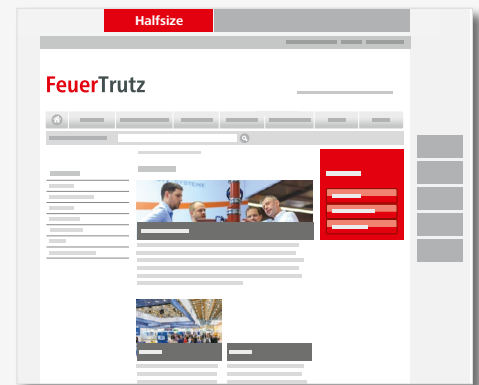
In accordance with the „Terms of Business for Exhibition Marketing“

3 Halfsize Banner on feuertrutz-messe.de – sub-pages

Use the exhibition pages for successful online communication.

Attract the attention of the national and international industry before the exhibition by publishing an individual banner on the FeuerTrutz website.

- Banner format** 234 x 60 pixels
- Slots available** 3; 1 banner always visible. Banners are loaded randomly and the system ensures equitable rotation.
- Duration** until at least three months after the exhibition
- Language variants** to be supplied in German and English or unspecified
- Picture format** GIF or JPEG (max. size 25 KB)



ON-SITE ADVERTISING OPTIONS

In accordance with the „Terms of Business for Exhibition Marketing“

TO THE OVERVIEW

ONLINE

ON-SITE

TECH. INSTRUCTIONS

PRINTING

4 BannerUp in the service area

Steer trade visitors straight to your stand –
with a customised BannerUp!

Format (WxH) 1 x 1.96 m



5 Floor poster in the service area

The direct route to advertising success!

Outside the halls, in the middle of the walkway, this poster will make trade visitors curious about you and direct them to your stand.

Format A0



6 Company logo on the hall overview plan

Guaranteed to attract the attention of trade visitors!

Your company logo will be shown on large-format hall plans and your stand will be shown in colour for additional emphasis.

Data type Vector PDF or EPS

Position Within a specified area in the hall overview plan

Slots available Limited number



TECHNICAL INSTRUCTIONS FOR CREATING THE DATA

In accordance with the „Terms of Business for Exhibition Marketing“

TO THE OVERVIEW

ONLINE

ON-SITE

TECH. INSTRUCTIONS

PRINTING

Mini Banner

Slots available	Please note that banners cannot be displayed on mobile terminals.
Picture	Static and animated GIF files possible. Provide link when sending data. Animated GIF files with maximum three loops.
Color mode	RGB

On-Site advertising tools (BannerUp, Posters, Advertising panels)

Resolution	300 dpi
Fonts	Convert to paths and include print and screen font
Color	CMYK (to Euroscale). No special colors used.