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FeuerTrutz

Take advantage of our exclusive marketing and make your company stand out to trade visitors. Choose from an interesting range of online and on-site options to set yourself apart from the competition.

This offer is available only to registered exhibitors at FeuerTrutz 2024. Subject to change.

For queries please contact NürnbergMesse GmbH

Service Sales

FeuerTrutz

T +49 9118606-8030

exhibitor.marketing@nuernbergmesse.de

Important additional information!

Other print, online and on-site offers are also available in our online exhibitor store. Booking of these services listed here and in the store must be made in the Online Exhibitor Shop.

ONLINE

- 1. Halfsize Banner home page EUR 1,900
- 2. Fullsize Banner home page EUR 2,200
- 3. Fullsize Banner sub-pages EUR 1,950

ON-SITE

- 4. BlowUpColumn mobile EUR 1,750
- 7. CityLight Vitrine bus stop EUR 1,050
- 10. EasyMag EUR 650
- 13. LightBox two-sided EUR 1,600
- 16. Poster EUR 400
- 19. Glass panels NCC Ost EUR 2,950
- **22. Advertising cube** EUR 2,650
- **25. Digital Signage** NCC Ost hall passageway 4A EUR 800
- **28. Sanitary advertising** EUR 150/door
- **31. Bag advertising license** EUR 2,250

- 5. BannerUp license EUR 450 production EUR 800
- 8. DekoCubes (each) EUR 400
- 11. Fotoboden™ from EUR 350
- 14. Company logo on the hall overview plan
 EUR 450
- 17. Advertising panels on the way to the entrances EUR 750
- **20. Large awning** EUR 2,400
- 23. Digital Signage NCC Ost hall passageway 4A EUR 350
- **26. Footprints in the hall** EUR 1,900
- **29. Mirror advertising** EUR 70/mirror
- **32. WalkingAct license** EUR 1,050

- **6. Floor poster** EUR 450
- 9. EasyDisc EUR 390
- **12. LightPylon** EUR 800
- 15. Company logo on the in front of hall entrances
 EUR 350
- **18. GalleryBanner** EUR 1,450
- **21. Staircase advertising** EUR 150/step
- **24. Digital Signage** NCC Ost foyer display 4A EUR 1,050
- **27. Lanyards-license** EUR 2,250
- **30. Sweet advertising license** EUR 1.500
- **33. Advertising space** from EUR 1,500

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ONLINE ADVERTISING OPTIONS

In accordance with the "General Terms of Business for Exhibition Marketing" and the "Special Terms of Business for Online Advertising". Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany

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

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)



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2 Fullsize Banner on feuertrutz-messe.de – home page

100% advertising – targeted and efficient.

Banner advertising on the official exhibition website.

Banner format 468 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 30 KB)



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

100% advertising – targeted and efficient.

Banner advertising on the official exhibition website.

Banner format 468 x 60 pixels

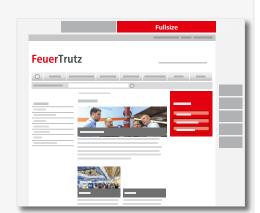
Slots available 3; 1 banner always visible. Banners are loaded randomly

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 30 KB)



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Online 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

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ON-SITE ADVERTISING OPTIONS

In accordance with the "General Terms of Business for Exhibition Marketing" and the "Special Terms of Business for On-Site Advertising". Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

4 BlowUpColumn, mobile – incl. production

Command the attention of your visitors!

The BlowUpColumn with the lighting inside also lights the way for visitors from a long way off.

Size Diameter 0.60 m; height 2.80 m



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5 BannerUp – license

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

Format (WxH) 1 x 1.96 m



6 Floor poster

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



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7 CityLight Vitrine bus stop

Present your company in well-placed CityLight showcases at central locations on the exhibition site with lots of visitors – from bus stops and entrance areas to the connecting buildings between the halls!

Format (WxH) 1.20 x 1.70 m



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8 DekoCubes

Treat your customers to a creative break!

Cube seats offer an eye-catching and stylish seating option. The cube seats can be custom printed, and thanks to their geometric shape with 5 printable sides they are suitable for use as effective advertising cubes and as a fun way to convey your message.



9 Easy Discs – incl. production

An all-round success package!

Welcome visitors with movable 10 discs even before they reach the ticket counter.

Format Diameter 1 m

Please note: It may be necessary to take down the EasyDiscs for safety reasons in case of storms etc.



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10 EasyMag

Steer trade visitors straight to your stand – with your customised double-sided EasyMag! Innovative stand display with magnetic technology – patent pending.



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11 Fotoboden™

The direct route to advertising success!

Outside the halls, in the middle of the walkway, the large-sized photo-realistic floor graphics will make trade visitors curious about you and direct them to your stand.



12 LightPylon – incl. production

Open the visitors' eyes!

The best things come in small packages – the LightPylon is increasingly popular for the illumination as well as for its portability.

Catch the eye of your target group!

Format (WxH) 0.50 x 1.99 m



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13 LightBox – incl. production

Speak to the visitors - the more you tell, the more you sell!

Present your company on a well-placed LightBox at central locations on the exhibition site with lots of visitors – from entrance areas to the connecting buildings between the halls!



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14 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.

Format on request

Slots available Limited number



15 Company or brand logo on the hall plan in front of hall entrances

Make sure trade visitors find you straight away!

Your company logo will be shown on the plans in front of hall entrances and your stand will be shown in colour for additional emphasis.



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ON-SITE ADVERTISING OPTIONS

In accordance with the "General Terms of Business for Exhibition Marketing" and the "Special Terms of Business for On-Site Advertising". Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

16 Poster

Your posters permanently on view inside the exhibition site.



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17 Advertising panels on the way to the entrances

Be seen from the very start!

Position your company advertising on the route from the car park to the entrance areas and show trade visitors that you're there.

Format (WxH) 1.17 x 1.80 m (per piece)

Technical

information Only bookable in pairs.

The layout can be designed to a width of 2.34 m or to two separate layouts with a width of 1.17 m each



18 GalleryBanner – incl. production

Put your company in the most prominent advertising space!

Place the gallery banner with your individual company advertising in prominent and approved areas of the galleries. Catch the eye – through movement!

Format (WxH) approx. 4.00 x 1.00 m



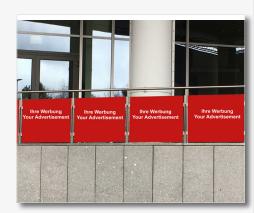
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19 Glass panels NCC Ost

Welcome the trade visitors in the entrance area NCC Ost with your individual advertising message - and be remembered!



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20 Large awnings – incl. production

In the first row at NCC Ost!

Our large canvas displays right by the car parks on Grosse Strasse are mounted with expander cables and are extra-large for added impact.

Format (WxH) 5.79 x 3.59 m



21 Staircase advertising

Step by step to success. Get to the top!

Place your individual company advertising and logo at the heart of activities. Let the visitors become part of your advertising!

Format (WxH) on request



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22 Advertising cube

"Alea iacta est - This cube has been thrown."

We will not throw the cube, but the visitors will certainly take a look at your advertising message.

Please note: It may be necessary to take down the advertising cube for safety reasons in case of storms etc



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23 Digital Signage - NCC Ost exit advertising 4A

Wish your customers a safe journey home.

You can remind the customers again with this advertising above the exits. Your advertising is integrated into the route guide for the event.

Display format1.00 m x 0.53 mResolution1,920 x 1,080 PixelFormatJPEG or PNG

Film format mp4 (without sound)

Color mode RGB

Miscellaneous no transparencies, background displayed in black;

max. four customers



24 Digital Signage - NCC Ost foyer displays 4A

Welcome the visitors at the entrance.

Your advertising shines brightly as far as the visitor car park and can't be missed. Your advertising is integrated into the route guide for the event.

Display format 2.67 m x 1.50 m **Resolution** 1,920 x 1,080 pixels

Format JPEG or PNG

Film format mp4 (without sound)

Color mode RGB

Miscellaneous no transparencies, background displayed in black;

max. four customers



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ON-SITE ADVERTISING OPTIONS

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25 Digital Signage - NCC Ost hall passageway to 4A

Guide the visitors to our stand.

You shine down on the customers over the passageways – can't be missed. Your advertising is integrated into the route guide for the event.

Display format 2.67 m x 1.50 m **Resolution** 1,920 x 1,080 pixels

Format JPEG or PNG

Film format mp4 (without sound)

Color mode RGB

Miscellaneous no transparencies, background displayed

in black; max. four customers



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26 Footprints in the hall – incl. production

Make sure that your visitors can track you down easily and let them follow in your footsteps – to your stand!

Right in the hall, you will meet the trade visitors with your footprints and lead them straight to your stand!

Format (WxL) approx. 160 x 400 mm



27 Lanyards – license

Wrap yourself around every visitor's neck - literally!

The lanyards on which entrance tickets are fixed provide you with a permanent, 100% effective opportunity to advertise to visitors.

Please note: Every visitor is obliged to display their entrance ticket so that it is clearly visible at all times, but visitors are not obliged to wear a lanyard. (Bookable at one entrance)



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28 Sanitary advertising

Use the interior surface of the doors in the washrooms for your advertising message. Your advertisement can be shown in all sanitary facilities open during the event.



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29 Mirror advertising

Get your message across by advertising on the mirrors in the lavatories.

Your advertisement can be shown in all open lavatories.



30 Sweet advertising

Tempt visitors to head straight to your stand!

As you know, a small gift can be the start of a great friendship. Welcome attendees with a little treat and sweeten their visit to the fair right from the start, for example with a pack of fruit gums printed with your custom advertising!

A small gift can deliver big benefits!

(Bookable at one entrance)



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31 Bag advertising

Pocket your customers' attention in the bag! Practical printed bags with your advertising message! With a big space for getting your message across and plenty of stowage space, too! You can even "go home" with the visitors! (Bookable at one entrance)



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32 WalkingAct

Get walking – let your imagination run wild!

Walking Acts are people dressed in effective advertising clothes who walk as living advertising media through the exhibition halls and draw attention to your company. (max. two people together, more upon request) Please note: Walking Acts (with approval) can walk through all the exhibition halls, but not the entrance, service and catering areas. Other costs for the artistes (such as wages, costumes, food, drink & accommodations) are not included in the price.



33 Advertising space

Rented advertising space - for extra powerful performance!

Guide trade visitors straight to you!

Placing your exhibit outside of the halls allows you to be a special eye-catcher. Talk to us - we will be happy to offer you an attractive and individual location!

