



IFRA
World
Publishing
Expo



DCX
Digital
Content
Expo



PUT YOUR BRAND IN THE SPOTLIGHT!
INCREASE THE AWARENESS AMONGST YOUR TARGET AUDIENCE!

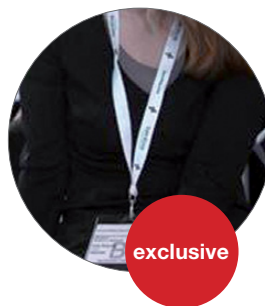


exclusive

**EXCLUSIVELY BRANDED
EXHIBITION BAGS**

€ 6,900

Every visitor will receive an exhibition bag branded with your company logo at the entrance. The bag contains the exhibition catalogue and further important information. As our branding-partner, you can add one flyer in each bag. (No exclusive right to the content)



exclusive

**EXCLUSIVELY BRANDED VISITOR
LANYARDS**

from € 3,900*

After the registration on-site, the visitors will receive a personalized badge, to be carried around the neck with a lanyard – branded with your company logo.

***production costs excluded**

FLYER IN THE EXHIBITION BAG

€ 1,750



limited

LOGO ON THE HALL PLAN

€ 2,460

The bigger the trade fair, the harder it gets for the visitors to find your exhibition stand. Draw attention to your trade fair presence with your logo on the hall plan.



**ADVERTISEMENT IN THE
EXHIBITION CATALOGUE**

from 2,900 €

The exhibition catalogue will be distributed for free to all visitors. For many decision makers, the exhibition catalogue serves as a reliable research tool, even after the event.

**BOOKMARK IN THE EXHIBITION
CATALOGUE € 4,200**

**NOT THE RIGHT CONCEPT FOR YOU? FEEL FREE
TO GET IN TOUCH WITH US FOR YOUR INDIVIDUAL
SPONSORING PACKAGE!**



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**PUBLISHING
Exhibition**



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REACH YOUR **TARGET AUDIENCE** BY MEANS OF:



PROJECTION ON THE STAGES
from € 1,400

If you want to be visible on the content stages as well, we have the right type of advertising for you: Your advertisement will be shown on the stages between the lectures. This advertisement can be booked for each content stage for the duration of the trade fair.



PROMOTION LICENSE
€ 890

With a promotion license, your hostess is allowed to distribute flyers and giveaways, talk to visitors or draw attention to your company in the hallways. The hostesses are not allowed to stay in the entrance area. (The hostess's booking and personnel costs are excluded!)



FLOOR STICKERS
from € 2,400

Floor stickers placed throughout the exhibition site. Positioning agreed in cooperation with the technical management.



ICE-CREAM-STAND
€ 4,900

A likeable sponsoring opportunity with the added benefit that the ice cream cup can be designed in order to lead the visitor directly to your exhibition stand.



ENTRANCE BANNER
from € 1,500

In order to draw our visitors' attention right away to your brand, use this opportunity to let your brand appear directly in the entrance area of the exhibition site.



NEWSLETTER ADVERTISEMENT
€ 1,950

In the run-up to the trade fair, potential visitors will receive newsletters. The perfect way to reach out to your target group and gain maximum visibility!



CANDY BAR
€ 2,500

Maximize your image as a likeable business partner and get the visitors to the exhibition evening to talk about it at home → brand the Publishing Candy Bar



COFFEE BAR
€ 5,900

Supply every visitor to the trade fair with a cup of coffee and make your presence known with branded coffee cups.



SPONSOR OF THE BERLIN PUBLISHING DAYS
from € 3,500

Be part of the events next to the expo and present your company at the World Printers Conference (7th October) and the Berlin Publishing Tours (10th October).

All prices are exclusive of VAT. Errors and omissions excepted. As of 06/19 offers are reserved for exhibitors, offers for non-exhibitors upon request.

