

**INTERNATIONAL BAR AND
BEVERAGE TRADE SHOW
MESSEGELÄNDE BERLIN**

14 – 16 OCTOBER 24

360° MARKETING- UND WERBEMÖGLICHKEITEN

BARCONVENT.COM

BCB
BAR CONVENT BERLIN

Built by
RX In the business of
building businesses

BCB IN NUMBERS

TRADE VISITORS IN 2022



Trade visitors from
88 different countries

TRADE VISITORS IN 2023



Trade visitors from
91 different countries

MAIN INTERESTS VISITORS 2023

in comparison to 2022

91 % 93 %

Spirits

28 % 31 %

Fillers & Softdrinks

31 % 29 %

Equipment & Bar Supplies

6 % 8 %

Coffee & Tea & Hot Drinks

14 % 15 %

Beer / Craft Beer

21 % 14 %

Schaumwein

21 % 13 %

Wine

10 % 10 %

Services & Consulting

5 % 7 %

Literature & Media

5 % 6 %

Snacks

3 % 2 %

Tobacco

29 % 24 %

Low & no ABV

19 % 17 %

RTD (ready to drink)

VISITORS ORIGIN 2023

50.1 %

Germany

4.4 %

Great Britain

3.8 %

Poland

4.2 %

Italy

2.9 %

Netherlands

2.4 %

Denmark

2.4 %

Czech Republic

1.1 %

USA

24.7 %

other European

4.1 %

non European



YOU KNOW BEST: IT'S ALL ABOUT THE RIGHT MIX!

We deliver the right marketing ingredients for your trade fair success, so that your company and your brands stand out from the rest - and will be remembered.

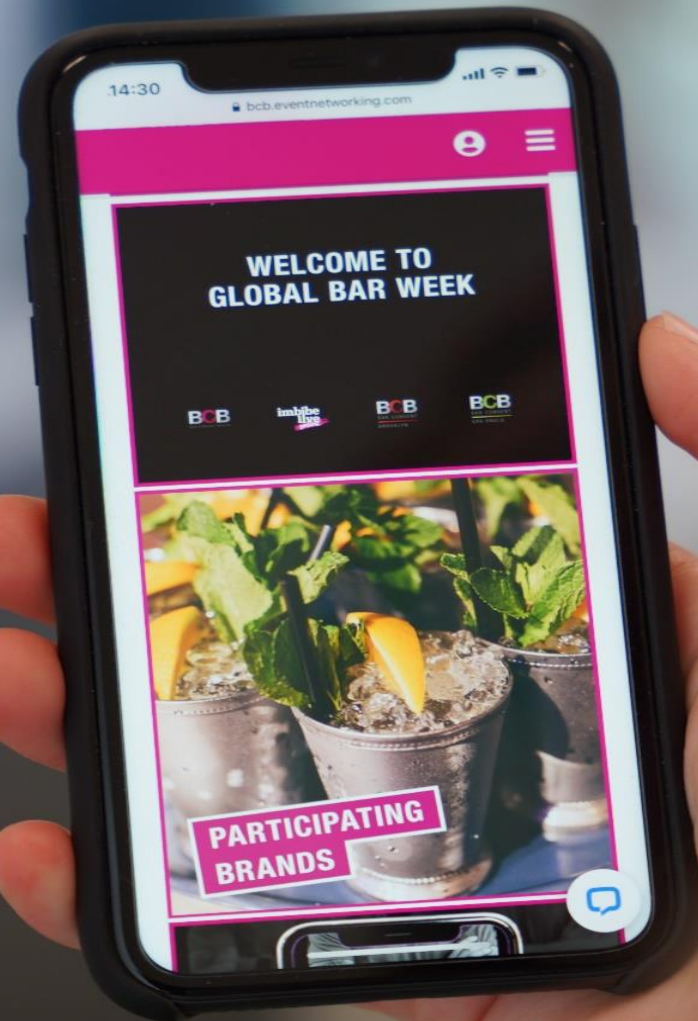
Benefit from the entire BCB network if you wish to position your company, your brands or your product specialties with your target group. In doing so, you can take advantage of our entire media reach, which extends far beyond your presence at the Bar Convent Berlin 2024, both in terms of time and space. From long-term online advertising on our BCB homepage, to social media marketing, to on-site advertising space that you can design yourself - our offer is multi-faceted and there are virtually no limits to your creativity!

We will support you in selecting suitable advertising and marketing measures - individually tailored to your needs and budget.

If you have any questions, please contact us! We are happy to draft a proposal based on your individual needs and are at your disposal for a personal consultation.

Cheers,
Your Promoting Services Team

ONLINE





ONLINE **TICKETSHOP**

First impressions are long-lasting: Present yourself to our visitors already on the ticket purchase page and accompany them all the way to the trade fair entrance.

Online Ticketshop Sponsor



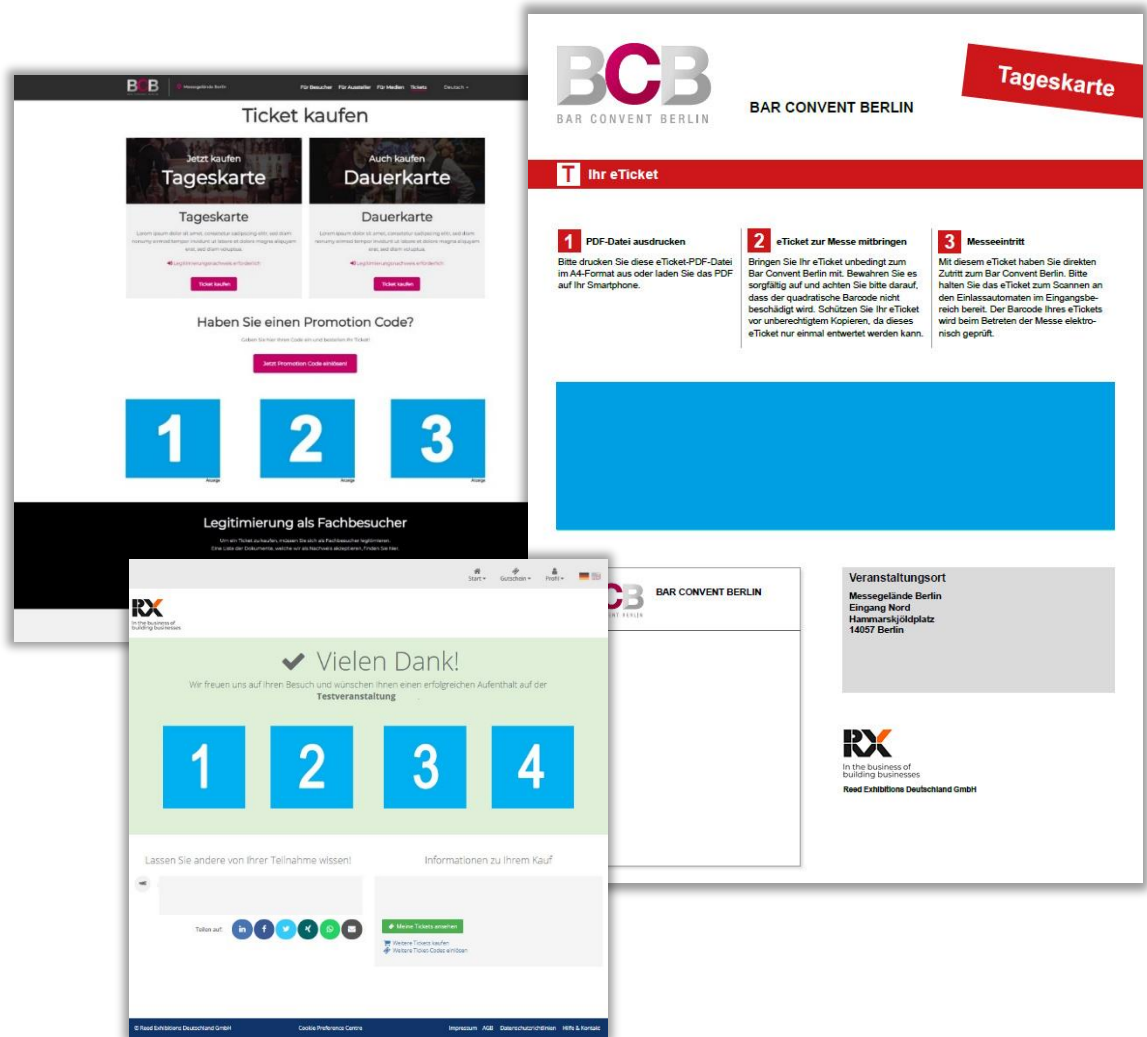
Product number: 4320057

- Exklusiv 1 exhibitor
- Medium Rectangle on Ticket Page Pos. 2
- Banner on trade visitor etickets
- Small Square Banner purchase confirmation
- Price: 5.400 €

Small Square Banner on the Purchase Confirmation Page

Product number: 4320090

- Max. 3 exhibitors
- Price: 715,00 €



ONLINE BANNER TICKETSHOP

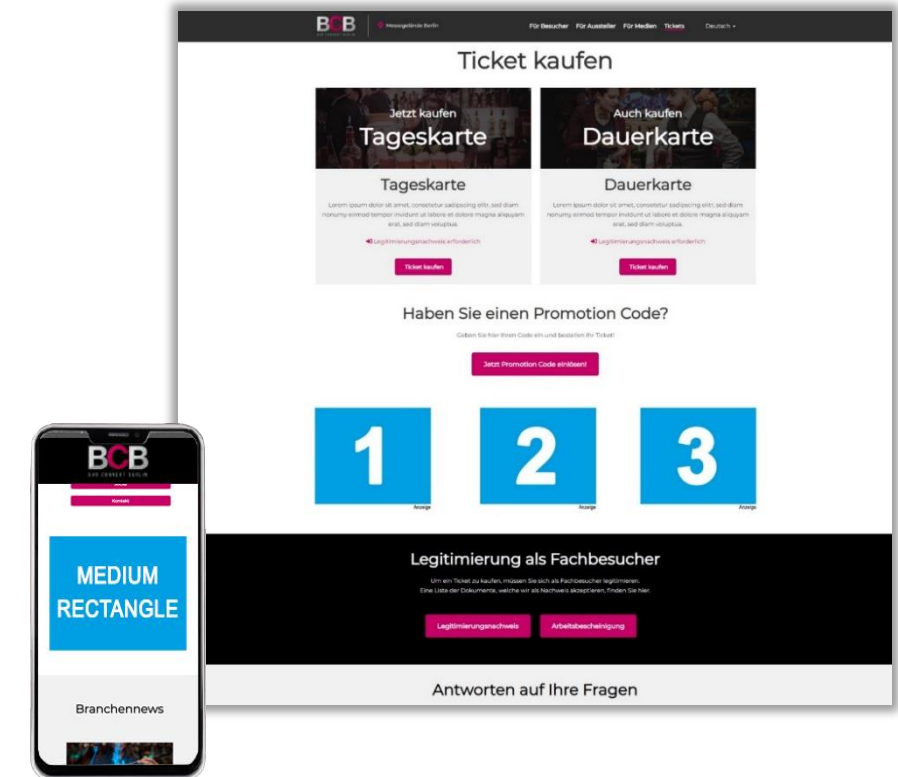
First impressions are long-lasting: Present yourself to our visitors already on the ticket purchase page and accompany them all the way to the trade fair entrance.

Medium Rectangle Ticketshop Page

Product number: 4320058 /-59 /-60

- Max. 3 exhibitors
- Illustration: static (MRT 1 and 3) or animated (MRT 2)
- Price: from 855,00 € to 910,00 €

➔ In the mobile view, the Medium Rectangle banners are displayed rotating at one position.





ONLINE BANNER HOMEPAGE

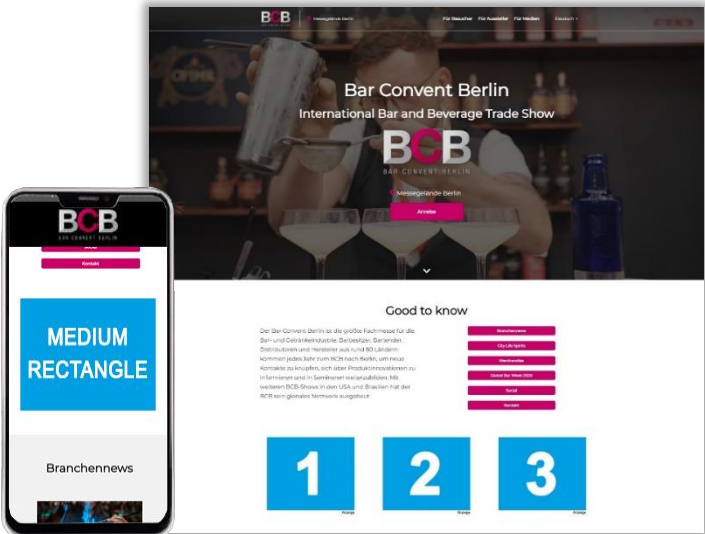
Welcome visitors directly on the homepage of the BCB website.

Medium Rectangle

Product number: 4320061 /-62 /-63

- Per position 1 exhibitor
- Illustration: static (MRT 1 and 3) and animated (MRT 2)
- Price: from 1.490,00 € to 1.545,00 €

➔ In the mobile view, the Medium Rectangle banners are displayed rotating at one position.

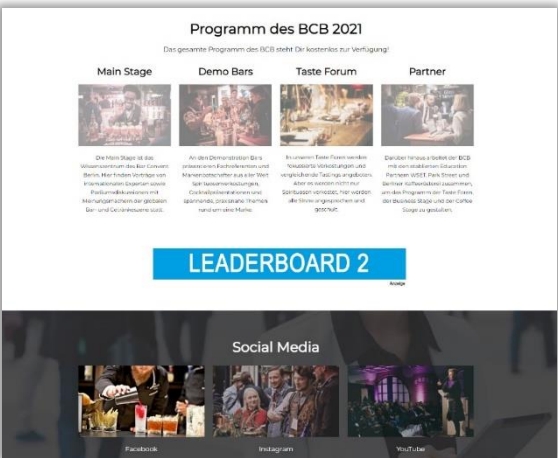
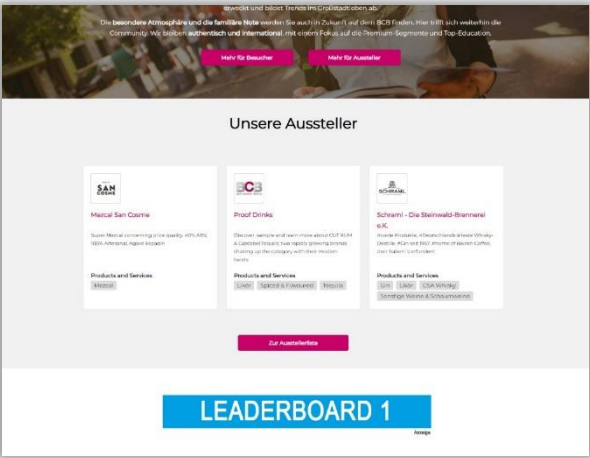


Leaderboard

Product number: 4320064 /-65

- Max. 3 exhibitors
- Price: 830,00 €

➔ Leaderboard changes to Medium Rectangle (300 x 250 px) on mobile devices for better legibility.





ONLINE

BANNER CATEGORY „FOR VISITORS“, „FOR EXHIBITORS“ & „FOR MEDIA“

Present your product specialties and highlights on the BCB website for the long term and strengthen your brand in the process!

Medium Rectangle

Product number:

„For visitors“: 4320076 /-77 /-78

„For exhibitors“: 4320082 /-83 /-84

„For media“: 4320086 /-87 /-88

- Per position 1 exhibitor
- Illustration: static (MRT 1 and 3) and animated (MRT 2)
- Price: from 1.010,00 € to 1.070,00 €

➔ In the mobile view, the Medium Rectangle banners are displayed rotating at one position.

Leaderboard

Product number:

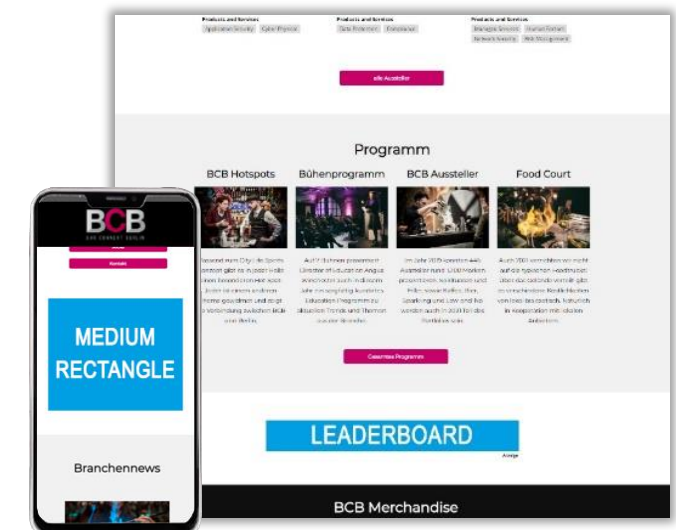
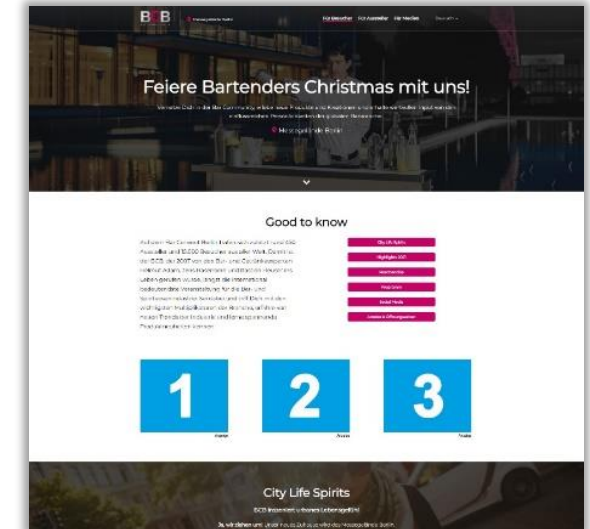
„For visitors“: 4320079

„For exhibitors“: 4320085

„Für Medien“: 4320089

- Per position max. 3 exhibitors
- Price: : 830,00 €

➔ Leaderboard changes to Medium Rectangle (300 x 250 px) on mobile devices for better legibility.





ONLINE

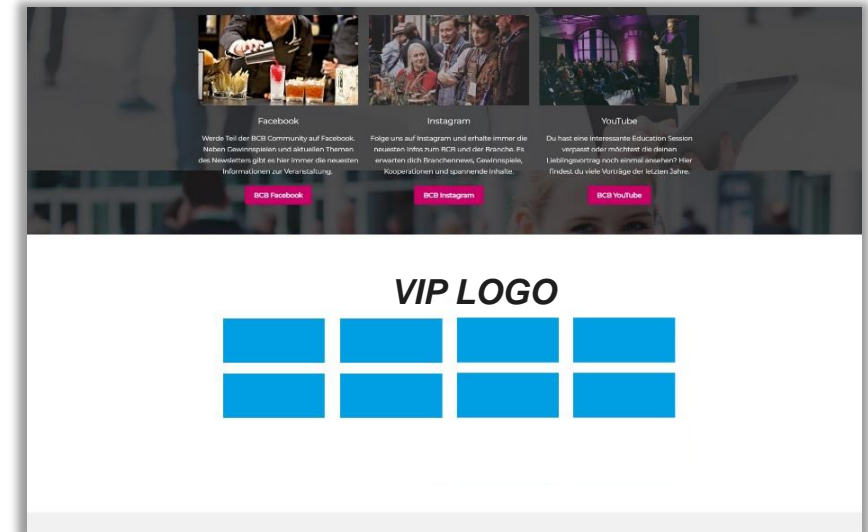
VIP LOGO AT „FOR VISITORS“ PAGE

The visitor page is one of the most prominent areas of the BCB website. Show additional presence here and make it easy for visitors to find your company.

VIP Logo

Product number: 4320080

- Max. 12 exhibitors
- Including link to your company profile
- Illustration: static
- Price: 565,00 €



ONLINE

BANNER EXHIBITOR LIST, PROGRAMME & SPEAKERS LIST

Which exhibitors are at the fair? What does the programme look like? Which speakers can I see live? These are all questions that our visitors can find out about on the website. Position yourself in pole position in one of the sections.

Medium Rectangle 1 oder 3

Product number:

Exhibitor list: 4320067 /-69

Programme: 4320070 /-72

Speakers list: 4320073 /-75

- Per position 1 exhibitor
- Illustration: static
- Price: 1.010,00 €

Medium Rectangle 2

Product number:

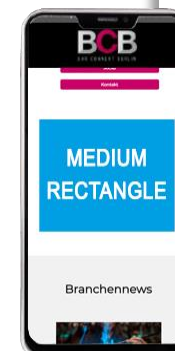
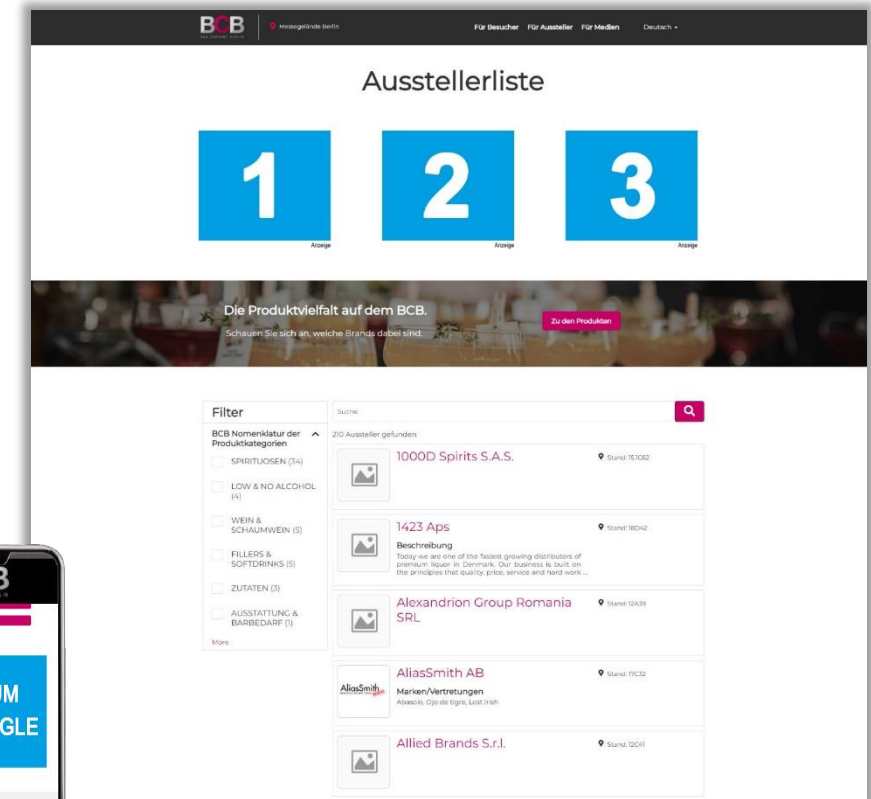
Exhibitor list: 4320068

Programme: 4320071

Speakers list: 4320074

- Per position 1 exhibitor
- Illustration: animated
- Price: 1.070,00 €

➔ In the mobile view, the Medium Rectangle banners are displayed rotating at one position.





ONLINE EXCLUSIVE VIDEO PRESENTATION

Nothing moves people more than moving images - Inspire visitors with a video on our website.

Video Presentation at Homepage

exclusive

Product number: 4320066

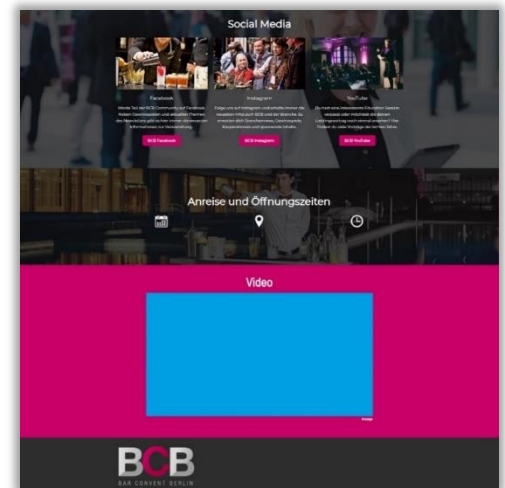
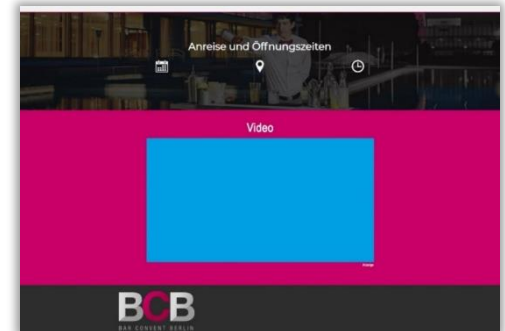
- Exclusive 1 exhibitor
- Length: 2-3 minutes max
- Position: at Location & Opening Hours
- Source: Youtube / Vimeo Link
- Price: 1.310,00 €

Video Presentation at For Visitors

exclusive

Product number: 4320081

- Exclusive 1 exhibitor
- Length: 2-3 minutes max
- Position: at Location & Opening Hours
- Source: Youtube / Vimeo Link
- Price: 1.090,00 €





ONLINE B2B NEWSLETTER

In our BCB Newsletter, subscribers are informed about the latest and most exciting topics from the bar scene. Shouldn't the community also learn more about your company or your products? Make them curious and aware about your company or your products and reach 14,000 industry contacts worldwide!

Exclusive Newsletter Package

Product number: 4340006

Product number: 4340026 Editorial Primetime

Exclusive 1 exhibitor per Newsletter

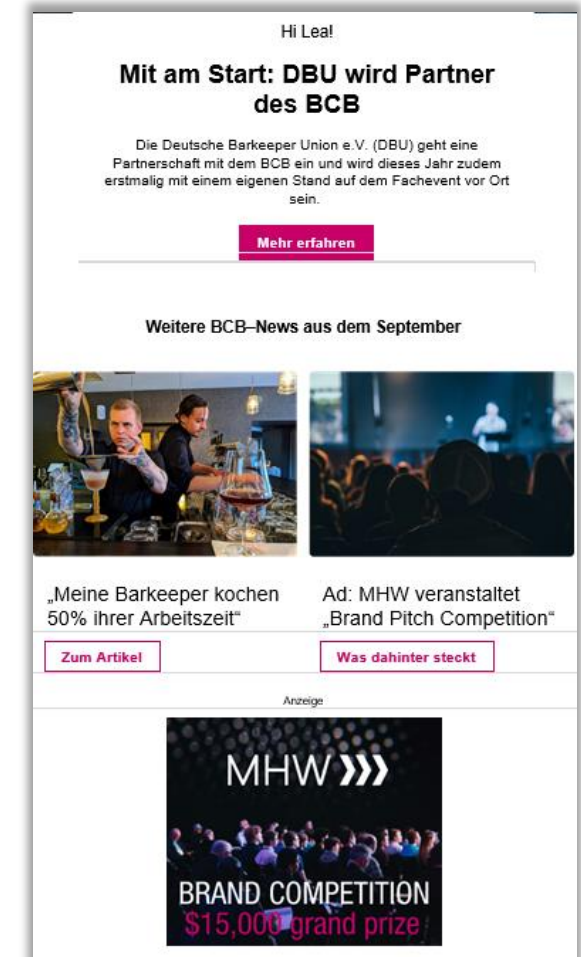
- Subscribers: 14,000
- Deadline for data: one week before editorial deadline
- Language: German and English
- Teaser text for Newsletter:
 - Headline that announces the article on the website
 - Teaser image
 - Medium Rectangle with URL link to your website
- Content for the BCB Website:
 - Contribution, approx. 2000 - 4000 characters with pictures
 - Company logo
 - URL link to your website
 - Price: 1.790,00 € (May - July)
 - Price: 1.990,00 € (August - November)

Medium Rectangle

Product number: 4340005

Product number: 4340027 Banner Primetime

- Max 2 exhibitors per Newsletter
- URL link to your website
- Price 870,00 € (May- July)
- Preis: 990,00 € (August- November)





ONLINE DIGITAL LEAD GENERATION

It's a match! This digital tool provides visitors with the opportunity to receive exclusive offers in exchange for their contact information. From product samples to discounts to free mixing sessions - you decide what you would like to offer in exchange for qualified leads. This product has generated between 300 and 700 leads per sponsor at other smaller RX-trade shows.

Your benefits:



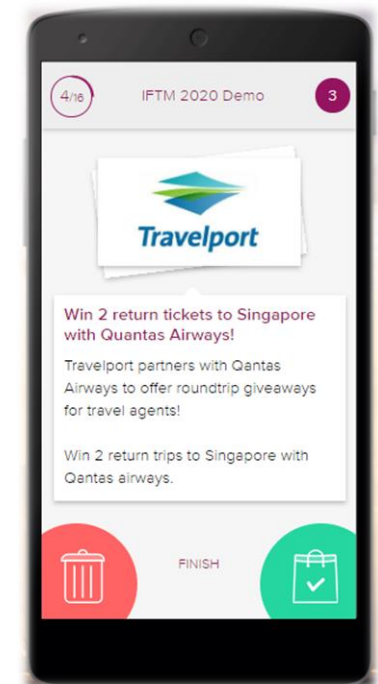
Qualified Leads: Participants receive a lead report with emails and contact information of who collected their offer.



Exposure: This exclusive offer will be promoted via dedicated email campaign, ensuring high reach amongst BCB attendees and potential visitors.



Try it out: [Demobag](#)



ONLINE DIGITAL LEAD GENERATION

This is an overview, which services we offer: you can offer incentives according to your target group and choose between a main sponsorship or regular inserts. We are happy to advise you on which incentives will address your customers the right way.

Premium-Sponsor

Product number: 4330067

- Exclusive 1 exhibitor
- Splash Screen Ad in desktop & mobil
- Your offer always appears in pole position
- Price: 4.275,00 €

exclusive

Weitere Beilage für Premium-Sponsor

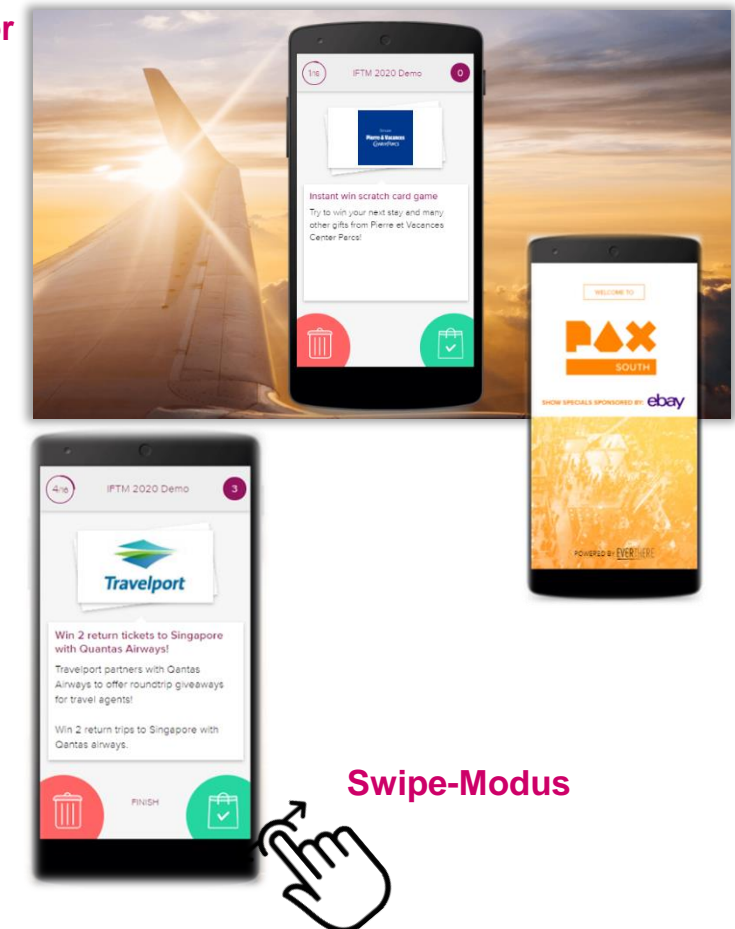
Product number: 4330068

- Offer shown in random order
- Price: 415,00 €

Regular Insert

Product number: 4330069

- Offers shown in random order
- Price: 850,00 €





ONLINE DIGITAL LEAD GENERATION

From product samples to discounts, free mixing sessions or prize promotions: depending on the marketing objective, different incentives can be useful. Be inspired by how different measures have been accepted at other events:



PRINT

WELCOME

FREE WIFI: BARCONVENTBERLIN2023
PASSWORD: BCB-2023

EXHIBITOR LIST

LEGEND

PLEASE USE THE

20

20-21

PRINT
POCKET FLOOR PLAN

Make sure visitors find your booth for sure. Take advantage of one of the most widely used orientation tools at the BCB that helps visitors navigate through the show and present yourself to potential customers by placing an advertisement.

Back Cover Ad

Product number: 5300084

- Exclusive 1 exhibitor
- Position: OBC
- Dimensions: 105 x 148 mm (w x h)
- Price: 1,750.00 €

exclusive

Inside Front Cover

Product number: 5300069

- Exclusive 1 exhibitor
- Position: IFC
- Dimensions: 105 x 148 mm (w x h)
- Price: 1,400.00 €

exclusive



Advert in the Inner Section

Product number: 5300073

- Max. 4 exhibitors
- Position: Inside booklet
- Dimensions: 105 x 148 mm (w x h)
- Price: 1,070.00 €

HALL 20[illegible]



PRINT

POCKET FLOOR PLAN

Eye-catcher and signpost to your exhibition booth – This way you can be sure to be found!



Logo highlighting on Pocket Floor Plan

Product number: 5300086

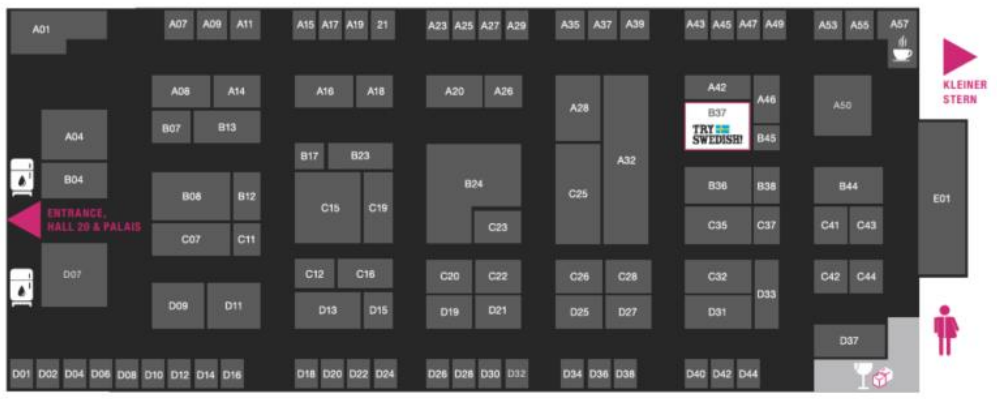
- Max. 5 exhibitors per hall
- Highlighting of your stand position
- Price: : 415,00 €

EXHIBITORS				
Amaretto ADRIATICO	A18	Grace O'Malley Spirits	B45	
Amber Beverage Group	C32	GRAN TORINO 1861	A50	
ANDROS FRANCE SNC	A35	Hapusa Himalayan Dry Gin	C12	
Antica Distilleria Quaglia	C19	Heaven Hill Distillery	B17	
Antica Torino Srl	C19	Hiss Reet GmbH	D24	
Au Vodka	D37	HS Heidelberg Spirits GmbH		
Berliner Brandstifter GmbH	D44	Pussanga Bitterliqueur	A21	
Beveland Distillers S.A.	A16	ILVA SARONNO S.P.A.	D07	
Beyond Drinks GmbH	D32	JNPR Spirits	D02	
BIONADE GmbH	C28	Kefla-Glas GmbH & Co.KG	A55	
Birdie	D12	LA MAISON DU WHISKY &		
Black Forest Distillers GmbH	D09	LA MAISON DU SAKE	C35	
Bodegas Rubio 1893 S.L.	D18	LA SU Gin	A07	
BORCO-MARKEN-IMPORT		LABALLE	D20	
Matthiesen GmbH & Co. KG	C15	LES VERGERS BOIRON	A17	
Broken Bones d.o.o.	A19	Los Muertos Spirits GmbH	B23	
Calvados Christian Drouin SAS	D16	Luxardo S.P.A.	C07	
CHOYA Umeshu		Maison Ferrand	A04	
(Deutschland) GmbH	D01	Maison Bache-Gabrielsen	D26	
COCKORICO	D27	Maison Villevert	C16	
COGNAC PLANAT & Co.	D30	Mampe Spirituosen GmbH	D38	
Cream Heroes	C42	Mast-Jägermeister		
DAMOISEAU EXPORT	D34	Deutschland GmbH	B24	
Dare+Drink	A37	Mathieu Teisseire	A42	
Dictador The ArtHouse		McHenry Distillery Tasmania	A47	
Spirit Brand	D31	Meukow Cognac		
DISTILLERIE DES MOIGANS	D10	Distilleries de Matha	A28	
Distillerie Tessendier	A39	Mezcal San Cosme	C41	
Domaine du Coqueret	D28	MIG Distilleries S.L.	B44	
Domaine Tariquet	D14	Midi Apéritifs	A25	
Drinks & More GmbH & Co. KG	E01	Nemiroff Vodka	A46	
Elephant Gin GmbH	C43	No. 3 London Dry Gin	B07	
Erc Sun Spirits srl	A45	Ode International GmbH	A53	
Estal Packaging	A01	Ortolan	D06	
Fraternity Spirits World Inc.	D21	Paolo Lazzaroni & Figli SPA	B38	
G&S Export	D08	PARADISIAC		
Gagliano Marcati	A43	Exclusive spirits & Cognac	A29	
Georges Manin SAS	B08	Pircher Brennerei AG	A14	
GIFFARD	C22	Portofino Dry Gin	D15	
GIN SUL - Altonaer		Ramsbury Single Estate Spirits	B12	
Spirituosen Manufaktur	C23	Red Bull Deutschland GmbH	A32	
GINSANITY	A11	Reisetbauer Qualitätsbrand GmbH	B36	
Giulio Cocchi Spumanti Srl	D19	Rheinland Distillers GmbH	C20	

RON ABUELO	A09	Thomas Hine & Co.	B13
Ron Santiago de Cuba	B04	Tobago Gold Europe B.V.	A15
Root to Fruit RTF Distillers GmbH	C11	Torres Brandy	D13
Sklarny Moravia s.s.	D33	Try Swedish Bar	B37
Slyrs Distilleries GmbH & Co KG	C37	Urban Bar	D25
SOBER SPIRITS 0.0%	D40	Vánagandr Distilleries S.L.	D22
SPIRIBAM	A08	Vedrenne	D04
Spirits of the Alps d.o.o.	C26	Vejlbylund Distillery	A27
Sprissetto	D42	Weinbrennerei Jacobi GmbH	D11
Teeling Whiskey Company	A20	Wisdom Express GmbH	A23
The Better Food Solution GmbH	C44	Zamora Company	C25
The Illusionist Distillery GmbH	A26	ZENOTHEQUE	A49

HALL 18

- FRIDGES
- GLASS & ICE
- RESTROOMS
- COFFEE STATION





PRINT

LIQUID MAP

The perfect after show guide - accompany visitors to the hottest bars in Berlin!

1/1 Back Cover Ad

Product number: 5300111

- Exclusive 1 exhibitor
- Position: U4
- Dimensions: 99 x 210 mm (w x h)
- Price: 1,750.00 €



BAR CONVENT BERLIN – HAPPY TO HAVE YOU!

Every October, the who's who of the German and international Bar and Beverage industry meets in Berlin to celebrate new contacts, catch up on the latest product innovations and attend educational seminars.

Look forward to over 200 exhibitors, presenting more than one thousand drinks and products, offering the complete spectrum from spirits to beers and everything the bar needs. So always there will be many occasions to discover this year! You can also look forward to our night events in the form of Berlin with guests from our well-known international bartenders as well as the first ever BCB Closing Event!

Cheers to another Bartender's Christmas, Year 100!

#BARCONVENT #BCB2023

BARCONVENT.COM

LIQUID MAP OF BERLIN

EXHIBITION CENTRE BERLIN | INTERNATIONAL BAR AND BEVERAGE TRADE SHOW

BCB GUESTSHIFTS – FOUR NIGHTS FULL OF SPIRIT

Kiss & Punch Room
Sunday, 08 October 2023
Schönehauser Allee 178, 10119 Berlin
Sponsor: Farka Gin

Kiss & Punch Party
Monday, 09 October 2023
Schönehauser Allee 178, 10119 Berlin
Sponsor: Ron Swartzel
@ Ron Swartzel

Volant & Botanical by Adhese
Monday, 09 October 2023
Sagardstraße 5, 10143 Berlin
Sponsor: Charles Gin & Passionfruit Rum

Love Restaurant & Bar & Gabriel Drum & Barrel
Tuesday, 10 October 2023
Königsplatz 1, 10117 Berlin
Sponsor: Botanical Rum

Revelation in the Jungle
Monday, 09 October 2023
Dönhofsplatz 30, 10117 Berlin
Sponsor: Jack Daniel's

The Archbishop's Suburban Bar
Monday, 09 October 2023
Lindendamm 4, 10119 Berlin
Sponsor: Woodford Reserve

Was die & Die Klang Club
Tuesday, 10 October 2023
Weinstraße 238, 10147 Berlin
Sponsor: Buffalo Trace & Lovershine

Kiss & Punch Party
Tuesday, 10 October 2023
Schönehauser Allee 178, 10119 Berlin
Sponsor: Gin Mare

Standard White & Special Event
Tuesday, 10 October 2023
Tentstraße 100, 10119 Berlin
Sponsor: Campari

BCB Closing Event – New Vibe's online!
Wednesday, 11 October 2023
Tentstraße 1, 10119 Berlin

Find more information online!

BARCONVENT.COM

INTERNATIONAL BAR AND BEVERAGE TRADE SHOW

EXHIBITION CENTRE BERLIN

CHEERS! SEE YOU NEXT YEAR

07 OCTOBER 2024

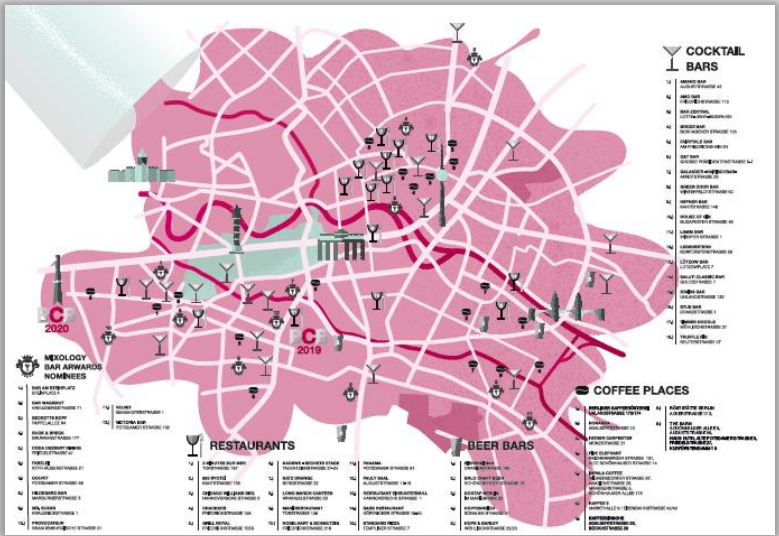
09 OCTOBER 2024

SAVE THE DATE

BARCONVENT.COM

CAN'T GET ENOUGH?

Find more tips for the best Berlin bars in our Bar Guide!



PRINT

ORIENTATION PLAN

Large orientations plans at the entrance and in “Kleiner Stern” and “Großer Stern” not only help visitors find their way around - they also offer another opportunity to showcase your company and invite visitors to your stand.

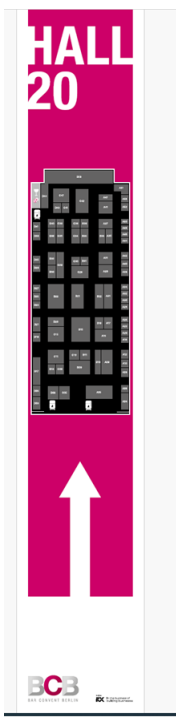
Exclusive Banner on Site Map Hall 19

- Product number: 5320153
- Position: Entrance Area
- Exclusively for one exhibitor
- Dimension: 1245mm x 160mm (w x h)
- Price: 2,910.00 €



Logo highlighting on Orientation Plan between Halls

- Product number: 5300064
- Max. 5 exhibitors per hall
- Price: 790 €



PRINT SHOW GUIDE

Magazine and trade show catalog all in one - The ideal visitor brochure to learn more about exciting product presentations and exhibitor news in addition to the trade show program.

Adverts

Product number: 5300028

- Size: 1/4 page 4c
- Ad „distributor wanted“
- Price: : 108,00 €

Product number: 5300025

- Size: 1/2 page 4c
- Price: : 973,00 €

Product number: 5300024

- Size: 1/1 page 4c
- Price: 1.317,00 €

Product number: 5300115

- Size: 2 / 1 page 4c
- Price: 2.258,00 €

Inside Front Cover (IFC)

Product number: 5300030

- Price: 1.882,00 €

Inside Back Cover (IBC)

Product number: 5300031

- Price: 1.613,00 €

Outside Back Cover (OBC)

Product number: 5300032

- Price: 2.601,00 €

➔ Various logo highlights can be booked using the catalogue tool.



SPECIAL PROMOTION



SPECIAL PROMOTION **SPONSOR LANYARDS**

Make sure your brand will be remembered by all visitors! Place your logo on the lanyards that are handed out to visitors at the entrance area.

Exclusive Lanyard Sponsor

Product number: 5320004

- Exclusive 1 exhibitor
- Quantity: min. 15,000
- Price: 13.500,00 € (including production by BCB)

exclusive

available until June

Logo on Lanyards

Product number: 5320001

- Max. 2 exhibitors
- Quantity: min. 15,000
- Price: 5.050,00 € (inkl. Produktion durch BCB)





SPECIAL PROMOTION ***SPONSOR TRADE VISITOR BADGES***

Make sure your brand will be remembered by all visitors! Place your logo on the trade visitor badges that are handed out to visitors at the entrance area.



Banner on Trade Visitor Badges

Product number: 5320006

- Exclusive 1 exhibitor
- Quantity: min. 15,000
- Price: 11.750,00 € (inkl. Produktion durch BCB)



SPECIAL PROMOTION PROMO-TEAM

Actively target your potential customers in your hall or at the entrance!

Promotion in exhibition hall

Product number: 5340050

- Max. 6 exhibitors (1 per hall)
- License for a promotion team of 2
- time frame: all trade show days
- No alcohol served
- Areas to be agreed upon
- Price: 2.200,00 €

Integration of your special act

- Integration of your special act in the hall passages
- Distribution of promo materials allowed
- time frame: all trade show days
- Price upon request

➔ Got something special in mind? - Contact us!



SPECIAL PROMOTION

PLACEMENT BEVERAGE REFRIGERATORS

Stay cool! Take the opportunity to showcase your beverages outside of your booth!

Fridge placement

Product number: 5340078

- Placement of a dedicated drinks fridge at a highly frequented passageway.
- Regular filling of the refrigerator by the BCB team
- No alcohol served
- time frame: all trade show days
- Price: **660 € per Refrigerator**
- Limited to 8 fridges



SPECIAL PROMOTION **MOBILE SPACES**

With our individual presentation areas, you can create a special eye-catcher in the hall passages. Ideas for a promotion spaces could be an info point, a small product presentation area or branded objects.

Mobile space „Kleiner Stern“

Product number: 5340080

- Max. 1 exhibitor
- Promotion spaces by arrangement
- Dimensions: 4m²
- time frame: all trade show days
- Price 3.310,00 €

Product number: 5340081

- Max. 1 exhibitor
- Promotion spaces by arrangement
- Dimensions: 3m²
- time frame: all trade show days
- Price: 2.470,00 €

Product number: 5340082

- Max. 1 exhibitor
- Promotion spaces by arrangement
- Dimensions: 2m²
- time frame: all trade show days
- Price: from 1.790,00 €



"More flavor & love for the area 'Kleiner Stern'! Up to 10 illuminated shelves will be set up here to make this high-traffic area more interesting and attractive for our visitors. Take this opportunity to showcase your products beyond your booth space and secure your own compartment for personalization - according to your taste."

Produktnummer: 5330019

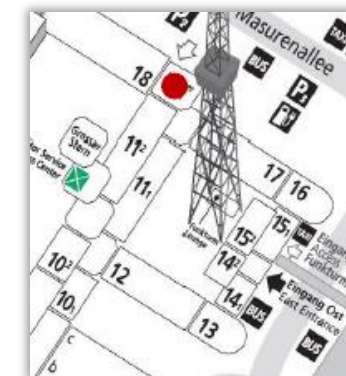
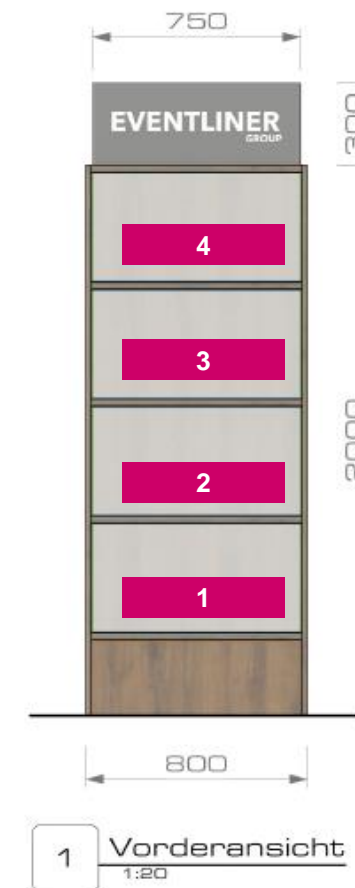
- Multiple bookings possible
- Products secured by plexiglass
- Time frame: all trade show days
- Price:

Compartment 1: 150,00 €

Compartment 2: 200,00 €

Compartment 3: 250,00 €

Compartment 4: 200,00 €



A vibrant, high-angle photograph of a crowded event space, likely a trade show or festival. In the foreground, a woman in a red leopard-print top is clinking glasses with a man in a blue patterned shirt. They are surrounded by other attendees, some holding drinks and others looking at their phones. In the background, a long bar is staffed by bartenders, and a chalkboard menu lists various beverages. The atmosphere is lively and social.

CAMPAIGN AREAS

CAMPAIGN AREAS

ZACKENBAR

Become the exclusive sponsor of the charismatic Zackenbar in the passage between hall 19 and the historic Palais. Share your special creation with the visitors and invite them for a drink at your branded Bar.

Zackenbar

- Product number: 5340090
- Exclusive 1 exhibitor
- Fully equipped bar (incl. counter, dishwasher, cooling facilities, hot plate)
- Final price: **SOLD**
- Position: Passage between hall 19 and the Palais
- Dimension: approx. 30 sqm
- time frame: all trade show days
- Price: 7,300.00 € (plus costs for electricity & water connection / glasses to be ordered from our partner)



EDUCATION AT BCB





EDUCATION AT BCB

BRAND STAGE

BCB Brand Stage is the new home for all educational content you as a brand want to present to our visitors. You can offer samples, tastings or information about your brand and product.

Presentation on BRAND STAGE at Palais

Product number Price A: 5310029

Product number Price B: 5310047

- 1 x 45-minute presentation slot
- Application forms: can be submitted via the [BCB-Homepage](#)
- Entry deadline: 28th June 2024*

Price A: 2.500,00 €

Price B: 2.000,00 €

➔ You are welcome to discuss your ideas with our Director of Education Mr. Angus Winchester before you submit.

- Equipment: Stage, bar, cocktail equipment, tasting cups, ice cups
crushed ice
- Seating: Chairs and table
- Technology: Video, sound and lightning, projection screen
- Staff: 2 staff members to support the speakers
- Branding: Bottle presentation on the bar and roll-ups possible
- Advertising: Show Guide, BCB Website, Social Media, program boards
on site

Monday	Tuesday	Wednesday
11:30 - 12:15	11:30 - 12:15	11:30 - 12:15
12:45 - 1:30	12:45 - 1:30	12:45 - 13:30
2:00 - 2:45	2:00 - 2:45	2:00 - 2:45
3:15 - 4:00	3:15 - 4:00	3:15 - 4:00
4:30 - 5:15	4:30 - 5:15	4:30 - 5:15
5:45 - 6:30	5:45 - 6:30	



*If necessary, registrations can also be accepted after the deadline.

Prices do not include VAT. Products and services are sold on a first come, first served basis.



OUTDOOR ADVERTISING

OUTDOOR ADVERTISING

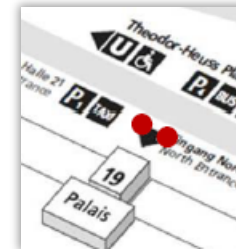
DISPLAYS & MOBILE ADVERTISING TOWER AT NORTH ENTRANCE

Further effective ways to announce your presence, product highlights or your brand.

Bench Display Frames at the Entrance

Product number: 5320239

- Max. 2 exhibitors
- Dimensions: 1,15m x 1,71m (w x h, 8.4 m²), two sided
- Price: 1.470,00 € per frame

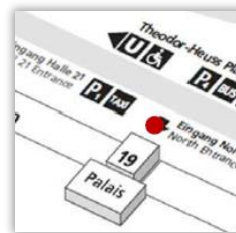


Mobile Advertising Tower at the Entrance

Product number: 5320062

- Exclusive 1 exhibitor
- Dimensions: 2.30m x 4.15m (w x h, 38.2 m²), 4-sided
- Price: 8.950,00 €

exclusive



OUTDOOR ADVERTISING GALLERY BRANDING AT NORTH ENTRANCE

Accompany the visitors on their way to the exhibition hall!

Gallery Branding at hall 18

Product number: 5320238

- Exclusive for one exhibitor
- Dimensions: 88,8 m x 1.50m (w x h)
- Price upon request

exclusive

Gallery Branding at hall 20

Product number: 5320263

- Exclusive for one exhibitor
- Dimensions: : 100,9 m x 1.50m (w x h)
- Price upon request

exclusive



AUßENWERBUNG

XXL ADVERTISING TOWER & MEGA-BANNER AT HALL 18

A true head-turner in front of the visitor parking lot! Advertise your trade show presence or products before visitors enter the trade show grounds! Your XXL advertising message is located in front of hall 18 and can be seen from the main visitor parking lot.

XXL Advertising Tower

Product number: 5320060

exclusive

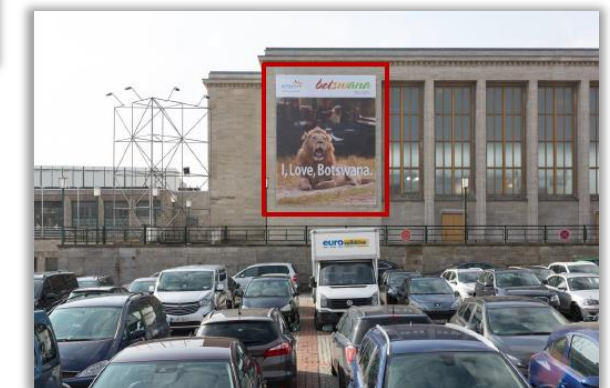
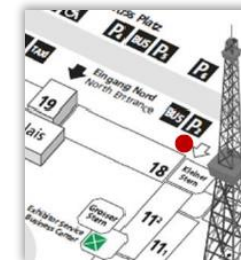
- Exclusive for one exhibitor
- Position: In front of the main visitor parking lot, two sided
- Dimensions:: 3,70m x 5,75m (w x h, 42.5 m²)
- Price: 7.700,00 €

Fassadenbanner

Product number: 5320237

exclusive

- Exclusive for one exhibitor Hall 18 and Hall 20
- Position: In front of the main visitor parking lot
- Visibility: 6 days
- Dimensions: 8,58m x 11,20m (w x h, 95,2 m²)
- Price: 16.495,00 €



A photograph of a bartender in a black t-shirt and glasses pouring beer from a clear bottle into a glass. Another bartender in a white shirt is visible in the background. The bar has blue shelves with various bottles and a large potted plant on the left. A text overlay is present on the left side of the image.

INDOOR ADVERTISING

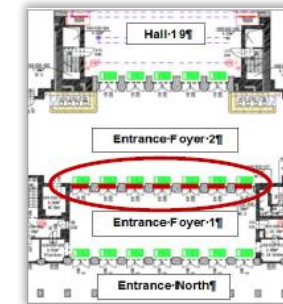
INDOOR ADVERTISING BANNER ENTRANCE FOYER

Take advantage of the attractive space above the visitors' checkroom or the entrance to hall 19.

Banner Entrance Foyer 1

Product number: 5320212

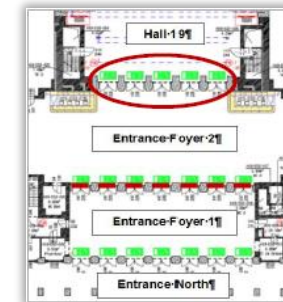
- Max.: 4 Banner
- Dimension: 2,20m x 3,40m (w x h, 7,5 m²)
- Price: 2.500 € per Banner
- Graphics in coordination with Showteam



Banner Entrance Foyer 2

Product number: 5320214

- Max. 3 Banner
- Directly above the entrance doors to hall 19
- Dimensions: 2,20m x 2,90m (w x h, 6,4 m²)
- Price: 2.150 € per Banner
- Graphics in coordination with Showteam



INDOOR ADVERTISING

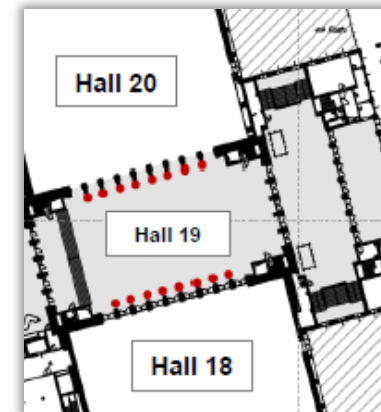
COLUMN BRANDING IN THE ENTRANCE FOYER HALL 19

Increase your visibility in the entrance foyer and in hall 19!

Column Branding Hall 19

Product number: 5320216

- Minimum purchase: 2 columns
- Dimensions: 0,45m x 2,49m (w x h)
- Price: 690,00 € per column
- Limited to max. 12



INDOOR ADVERTISING BRANDING OPTIONS „KLEINER STERN“

Every visitor will have to pass by at this location! Place your advertising message in the highly frequented passageway from hall 18 to hall 17 and be memorized by the visitors.

Ceiling Banner

Product number: 5320227

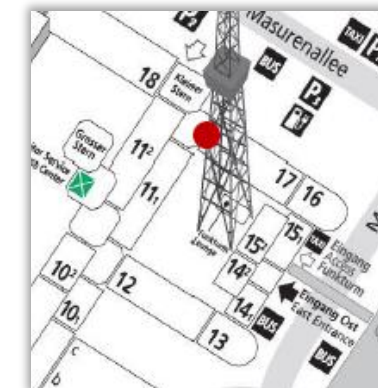
exclusive

- Exclusive 1 exhibitor
- Position: between “Kleiner Stern“ (level 2) and hall 17
- Dimensions: 4,20m x 1,50m (h x w)
- Price: 3.675,00 €

Poster Frames

Product number: 5320228

- Exclusive 1 exhibitor
- Position: between “Kleiner Stern“ (level 2) and hall 17
- Dimensions: 1.70m x 1.50m (w x h)
- Price: 1.450,00 € for both frames



INDOOR ADVERTISING BRANDING OPTIONS „KLEINER STERN“

Every visitor will have to pass by at this location! Place your advertising message in the highly frequented passageway from hall 18 to hall 17 and be memorized by the visitors.

Stair wall branding

Product number: 5320230

exclusive

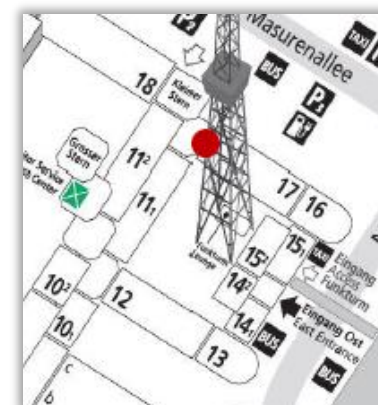
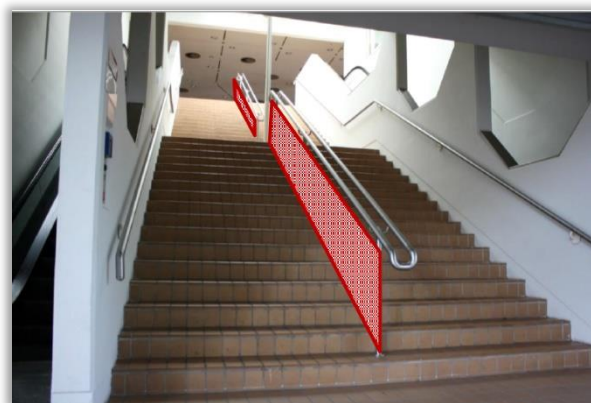
- Exclusive 1 exhibitor
- Position: stairs from “Kleiner Stern” to hall 17
- Dimension: 13,50m x 0,88m (w x h, 23,75 m²)
- Price upon request

Stair guardrail branding

Product number: 5320231

exclusive

- Exclusive 1 exhibitor
- Position: stairs from “Kleiner Stern” to hall 17, two sided
- Dimension: 5,53m x 0,70m (w x h, 15,5 m²)
- Price upon request



INDOOR ADVERTISING

WALL BRANDING & POSTER FRAMES „KLEINER STERN“

Secure a special placement for your advertising message in the *Kleiner Stern* between hall 18 and 17.

Wall Branding

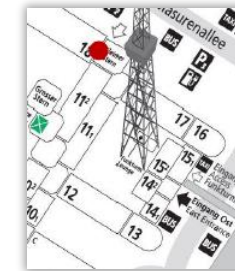
Product number:

Option a: 5320225

Option b: 5320224

exclusive

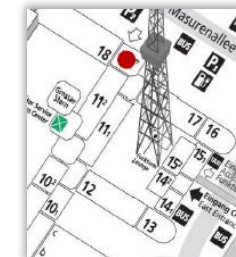
- Exclusive 1 exhibitor
- Position: in the passageway “Kleiner Stern” (level 2) at hall 18
- Dimension:
Option a: 8,10m x 2,20m (w x h, 17,8 m²)
Option b: 6,00m x 2,20m (w x h, 13,2 m²)
- Price:
Option a: 5.420.00 €
Option b: 4.020,00 €



Illuminated Poster Frames

Product number: 5320223

- Max. 6 exhibitors
- Position: in the passageway “Kleiner Stern” (level 2) between Halls 11.2, 17 and 18
- Dimension: 0,99 m x 2,31 m (B x H)
- Price: 685,00 €



INDOOR ADVERTISING

FACILITY ADVERTISING

With washroom advertising, you are sure to get the undivided attention of visitors and exhibitors. Especially in these times, when people frequently wash hands!

Mirror Branding

Product number: 5340036

- Dimension: 0,3m x 0,15m (w x h / other formats possible)
- Positions prior arrangement
- Price (incl. 10 sticker): 850 €
- Max. 8 exhibitors

Towel Dispensers Branding

Product number: 5340023

- Dimensions: 0,3 m x 0,15 m (w x h / other formats possible)
- Positions prior arrangement
- Price (incl. 10 Sticker): 850 €
- Max. 8 exhibitors

Visitor-Toilets Branding

Product number: 5340096

- Maße: 0,210m x 0,297 m (B x H)
- Dimensions: 0,21 m x 0,30 m (w x h / other formats possible)
- Positions prior arrangement
- Price (incl. 10 Sticker): 850 €
- Max. 8 exhibitors





YOUR PERSONAL CONTACTS ***WE ARE HERE FOR YOU!***



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