

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

**09 – 11 OCTOBER 23**

# **360° MARKETING AND ADVERTISING OPPORTUNITIES**

**BARCONVENT.COM**

**BCB**  
BAR CONVENT BERLIN

Built by  
**RX** In the business of  
building businesses



## FACTS & FIGURES



**50%**  
International  
Trade Visitors\*



**44.210**  
Follower & Fans on Social  
Media\*\*\*



**15.200**  
Trade Visitors\*



**9,1 MIO.**  
Impressions Social Media  
Advertising\*\*



**450**  
Exhibitors\*



**14.000**  
Newsletter Subscribers

\* Status 2019  
\*\* Status 2020  
\*\*\* Status March 2021



## ***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 2023, 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!

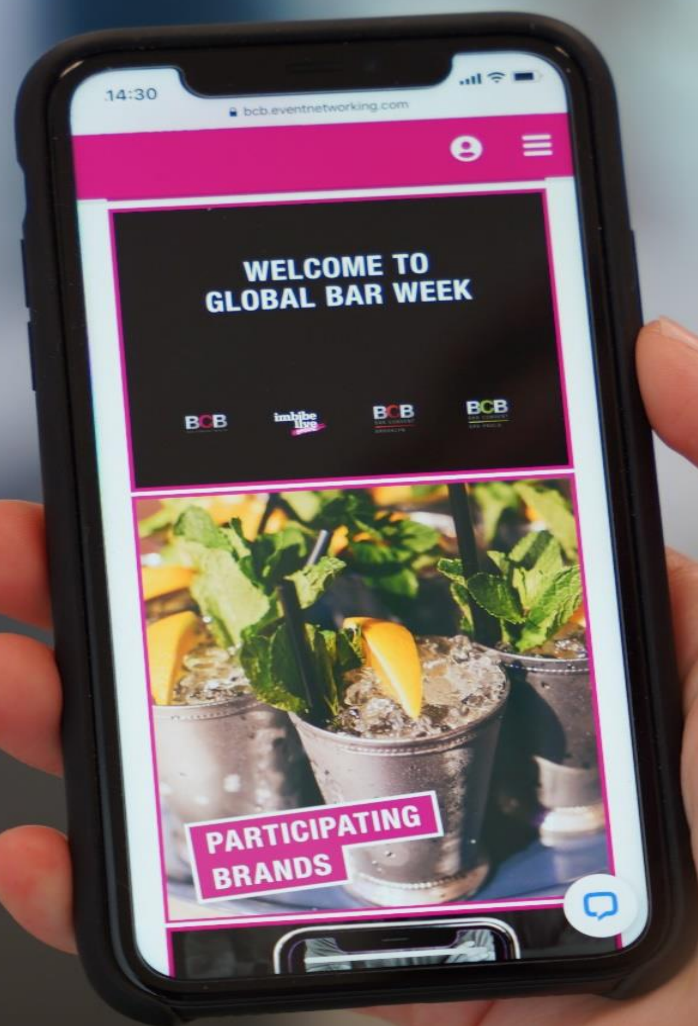
We will support you in selecting suitable advertising and marketing measures - individually tailored to your needs and budget.

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.

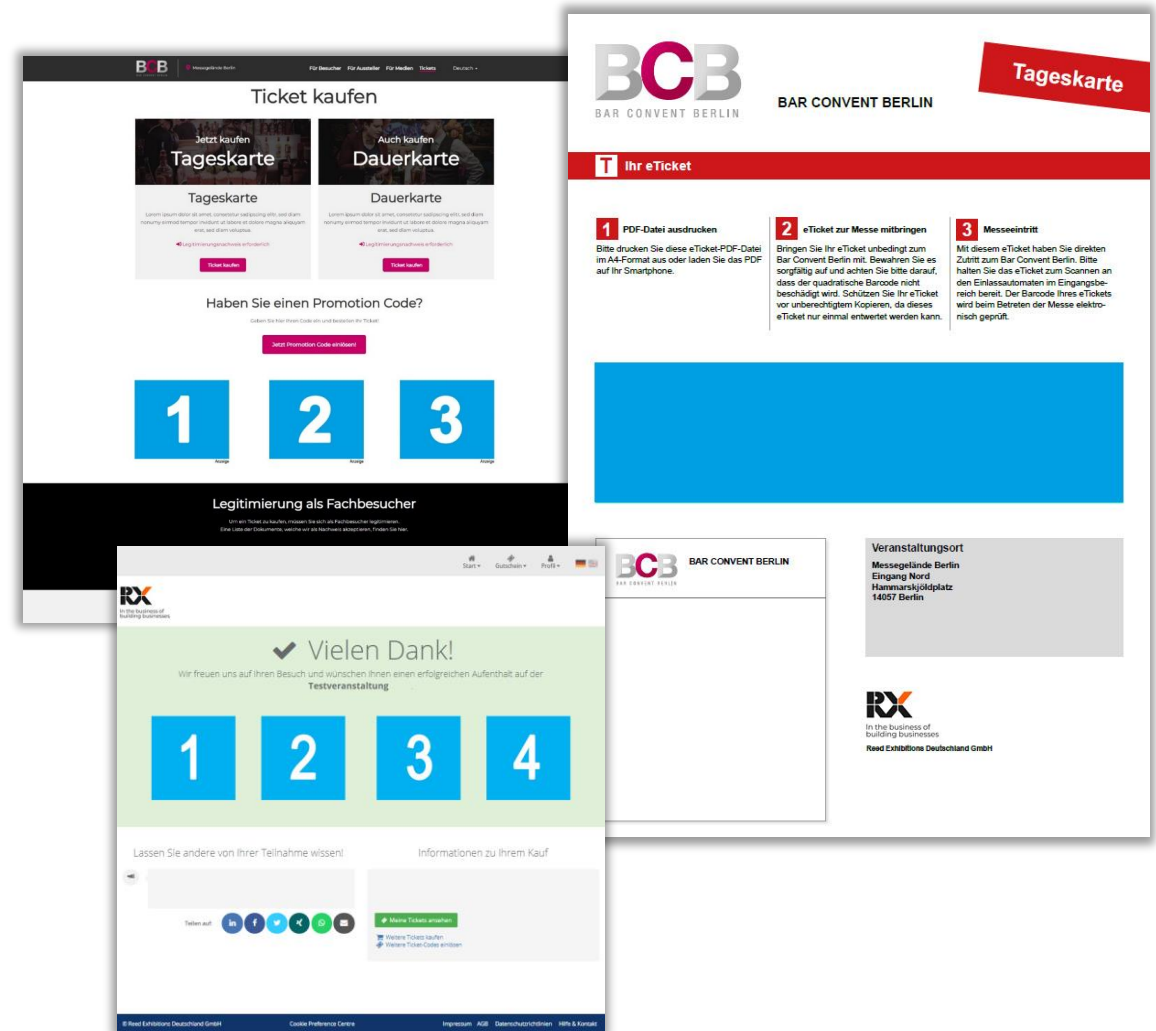
## Online Ticketshop Sponsor

exclusive

- Product number: 4320057
- Exclusive 1 exhibitor
- Medium Rectangle on Ticket Page Pos. 2
- Banner on trade visitor etickets  
Small Square Banner purchase confirmation
- Price: 5,280.00 €

## Small Square Banner on the Purchase Confirmation Page

- Product number: 4320090
- Max. 3 exhibitors
- Price: 700.00 €



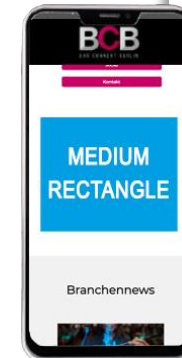
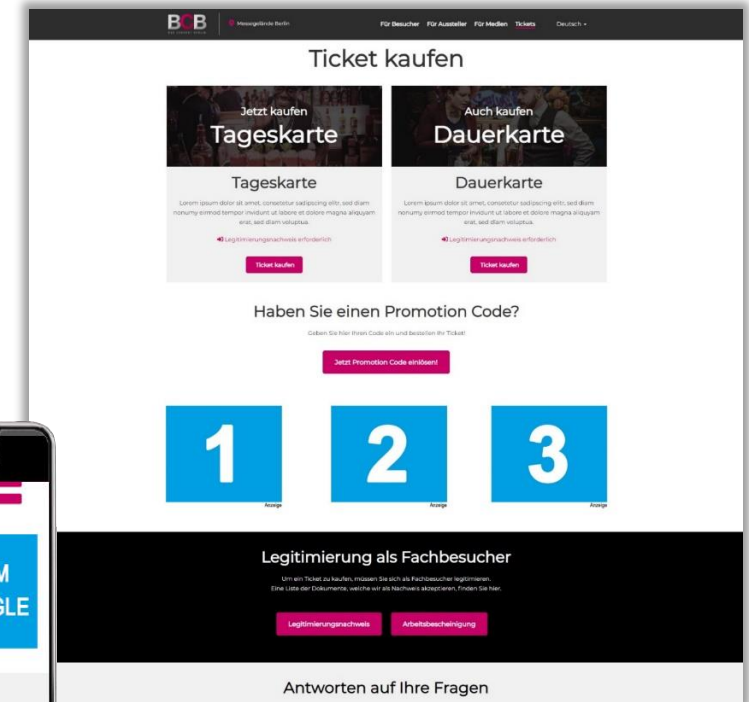
# ONLINE BANNER TICKETPAGE

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 1 or 3 Ticket Page

- Product number: 4320058 /-59 /-60
- Max. 3 exhibitors
- Illustration: static (MRT 1 and 3) and animated (MRT 2)
- Price: from 835.00 € to 890.00 €

➔ 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 1 or 3 Homepage

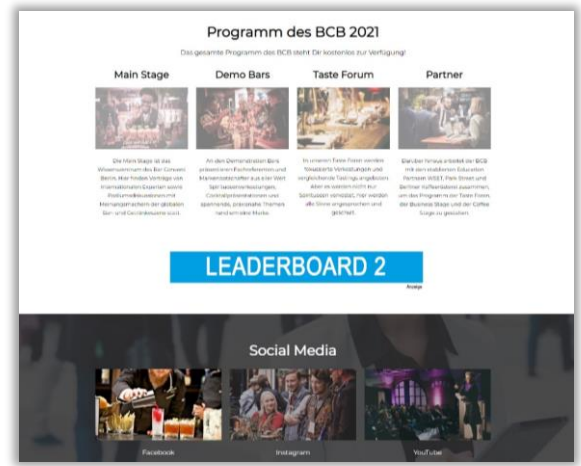
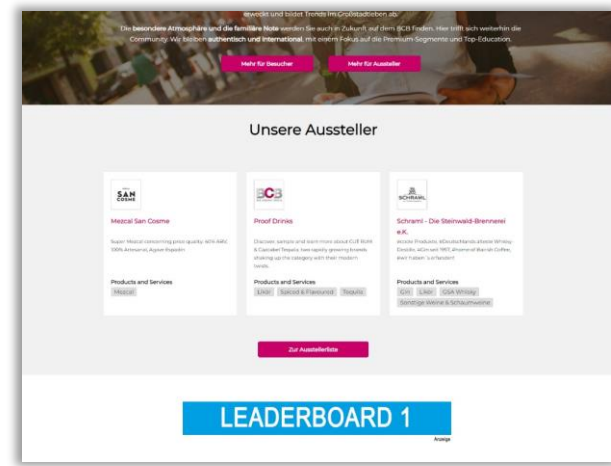
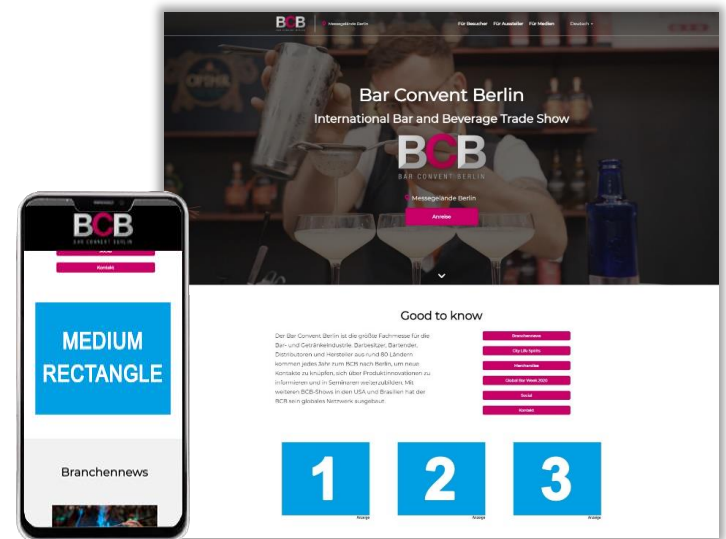
- Product number: 4320061 /-60 /-63
- Per position 1 exhibitor
- Illustration: static (MRT 1 and 3) and animated (MRT 2)
- Price: from 1,455.00 € to 1,510.00 €

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

## Leaderboard 1 or 2 Homepage

- Product number: 4320064 /-65
- Max. 3 exhibitors
- Price: 810.00 €

→ 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

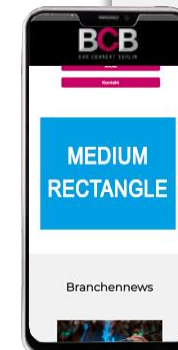
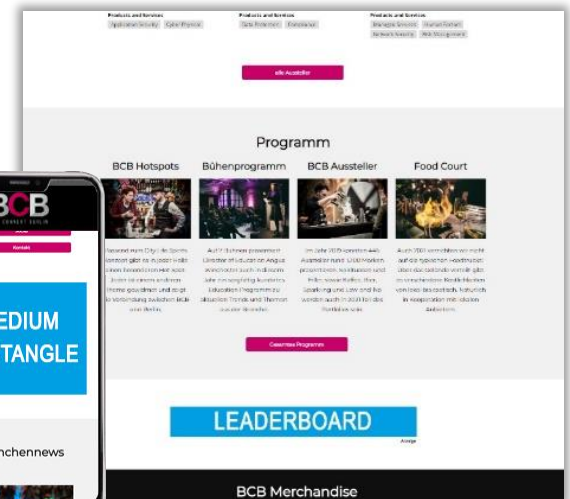
- Product number:
  - „For visitors“: 4320076 /-77 /-78
  - „For exhibitors“: 4320082 /-83 /-84
  - „For media“: 4320086 /-87 /-88
- Per position 1 exhibitor
- Illustration: static (MRT 1 and 3) and animated (MRT 2)
- Price: from 995,00 € to 1.045,00 €

➔ 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 1 exhibitor
- Price: 810.00 €

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

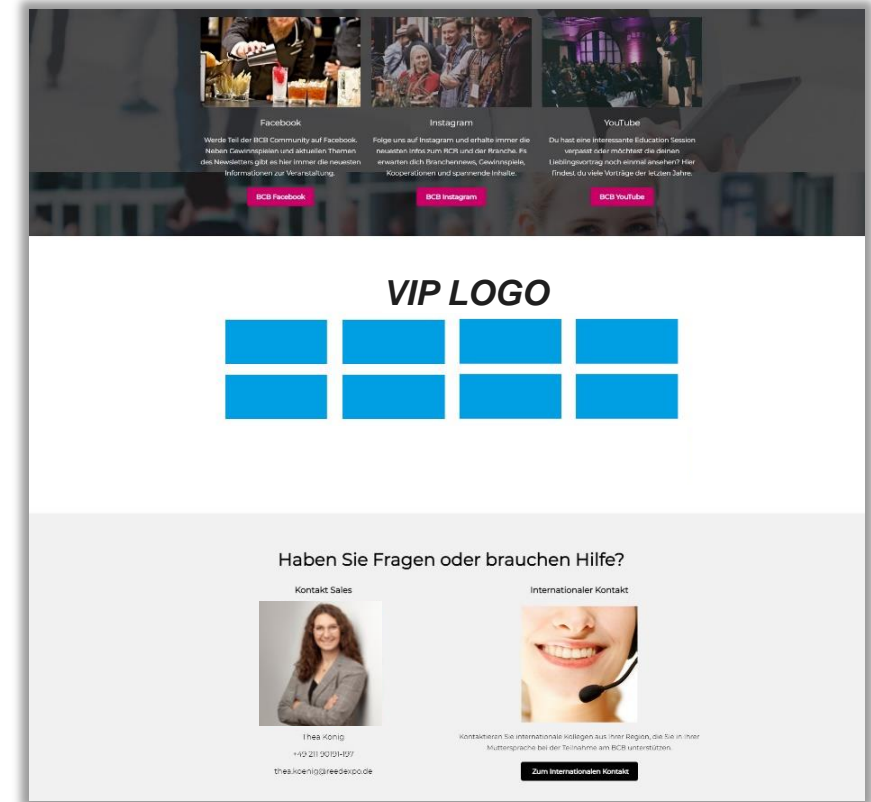


# ONLINE VIP LOGO AT „FOR VISITORS“ PAGE

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. 8 exhibitors
- Including link to your company profile
- Price: 525.00 €



## 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.

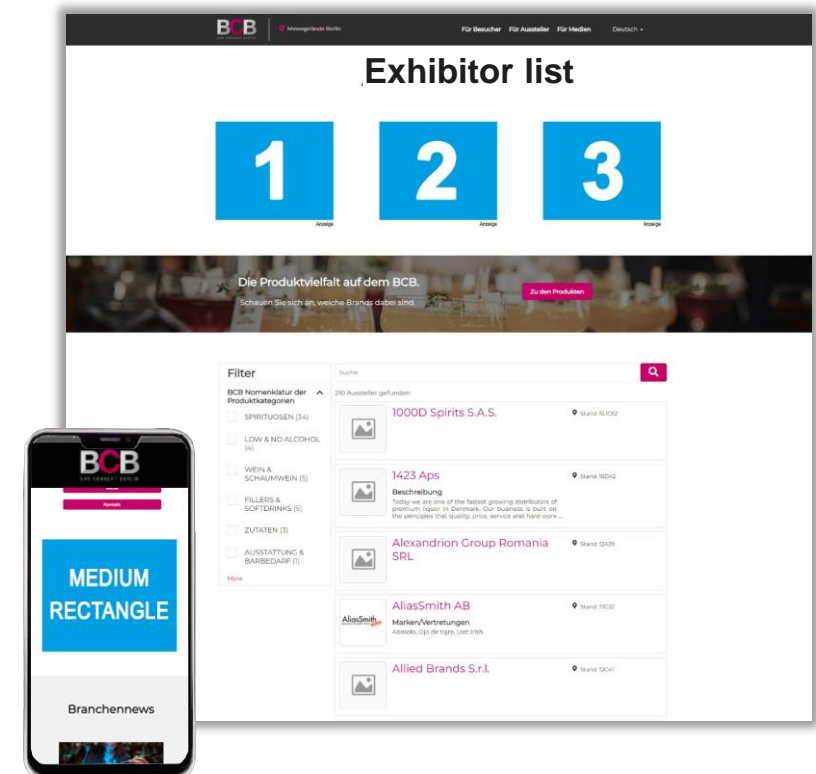
### Medium Rectangle 1 or 3

- Product number:  
Exhibitor list: 4320067 /-69  
Programme: 4320070 /-72  
Speakers list: 4320073 /-75
- Per position 1 exhibitor
- Illustration: static
- Price: 995.00 €

### Medium Rectangle 2

- Product number:  
Exhibitor list: 4320068  
Programme: 4320071  
Speakers list: 4320074
- Per position 1 exhibitor
- Illustration: animated
- Price: 1,045.00 €

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





## ONLINE

# EXCLUSIVE VIDEO PRESENTATION

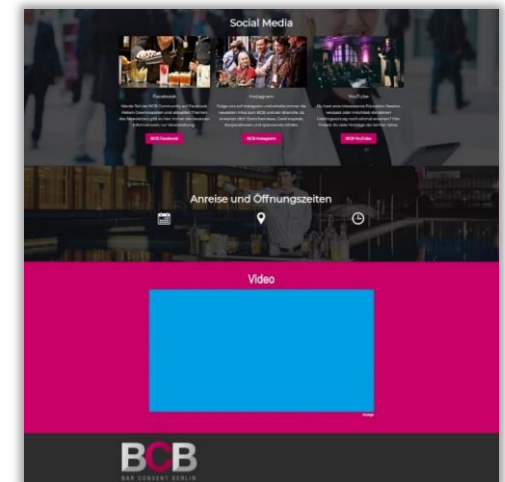
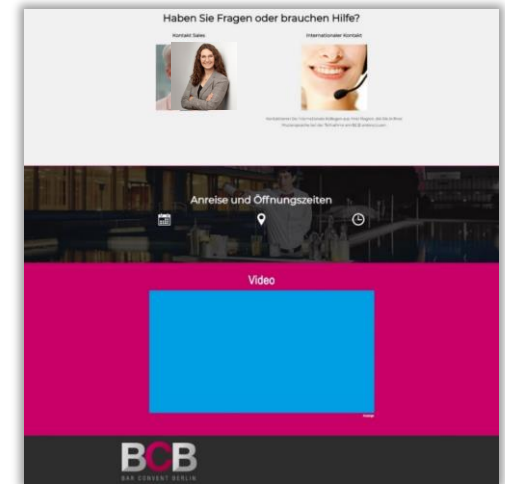
Nothing moves people more than moving images - Inspire visitors with a video on our website.

### Video Presentation at Homepage

- Product number: 4320066
- Exclusive 1 exhibitor
- Length: 2-3 minutes max
- Position: at Location & Opening Hours
- Source: Youtube / Vimeo Link
- Price: 1,220.00 €

### Video Presentation at For Visitors

- Product number: 4320081
- Exclusive 1 exhibitor
- Length: 2-3 minutes max
- Position: at Location & Opening Hours
- Source: Youtube / Vimeo Link
- Price: 1,015.00 €



## 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 Participation

- Product number: 4340006
- 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: 1,755.00 €

### Medium Rectangle

- Product number: 4340005
- Exclusive 1 exhibitor per Newsletter
- URL link to your website
- Price: 850.00 €

Hi Lea!

### Mit am Start: DBU wird Partner des BCB

Die Deutsche Barkeeper Union e.V. (DBU) geht eine Partnerschaft mit dem BCB ein und wird dieses Jahr zudem erstmalig mit einem eigenen Stand auf dem Fachevent vor Ort sein.

[Mehr erfahren](#)

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Weitere BCB-News aus dem September

„Meine Barkeeper kochen 50% ihrer Arbeitszeit“      Ad: MHW veranstaltet „Brand Pitch Competition“

[Zum Artikel](#)      [Was dahinter steckt](#)

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Anzeige


MHW >>>  
BRAND COMPETITION  
\$15,000 grand prize




## ONLINE DIGITAL LEAD GENERATION

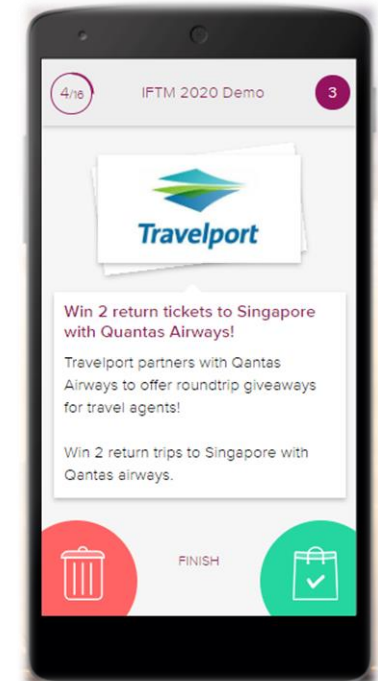
It's a match! This digital tool provides visitors with the opportunity to receive exclusive offers in exchange for their contact information. From product samples to discounts to free mixing sessions - you decide what you would like to offer in exchange for qualified leads. This product has generated 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



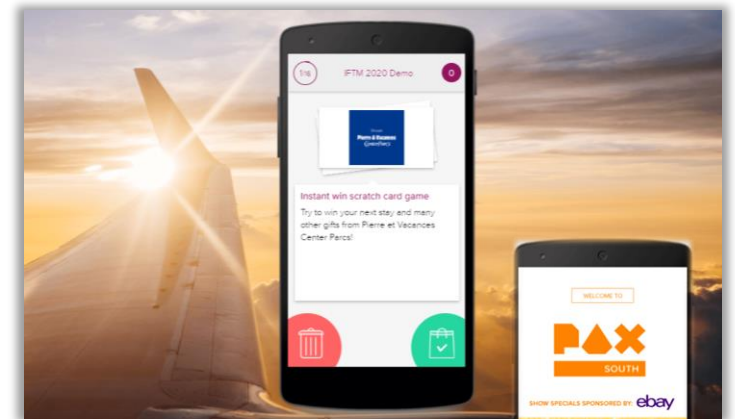
- Product number: 4330067
- Exclusive 1 exhibitor
- Splash Screen Ad in desktop & mobil
- Your offer always appears in pole position
- Price: 4,170.00 €

## Additional Insert Premium Sponsor

- Product number: 4330068
- Offer shown in random order
- Price: 405.00 €

## Regular Insert

- Product number: 4330069
- Offers shown in random order
- Price: 835.00 €

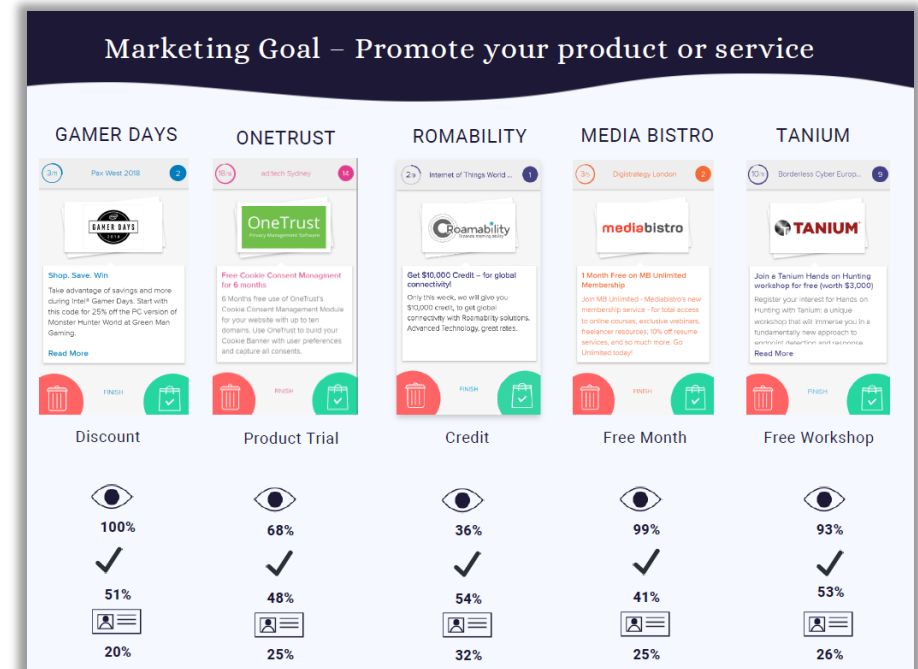


Tinder-like  
swipe experience

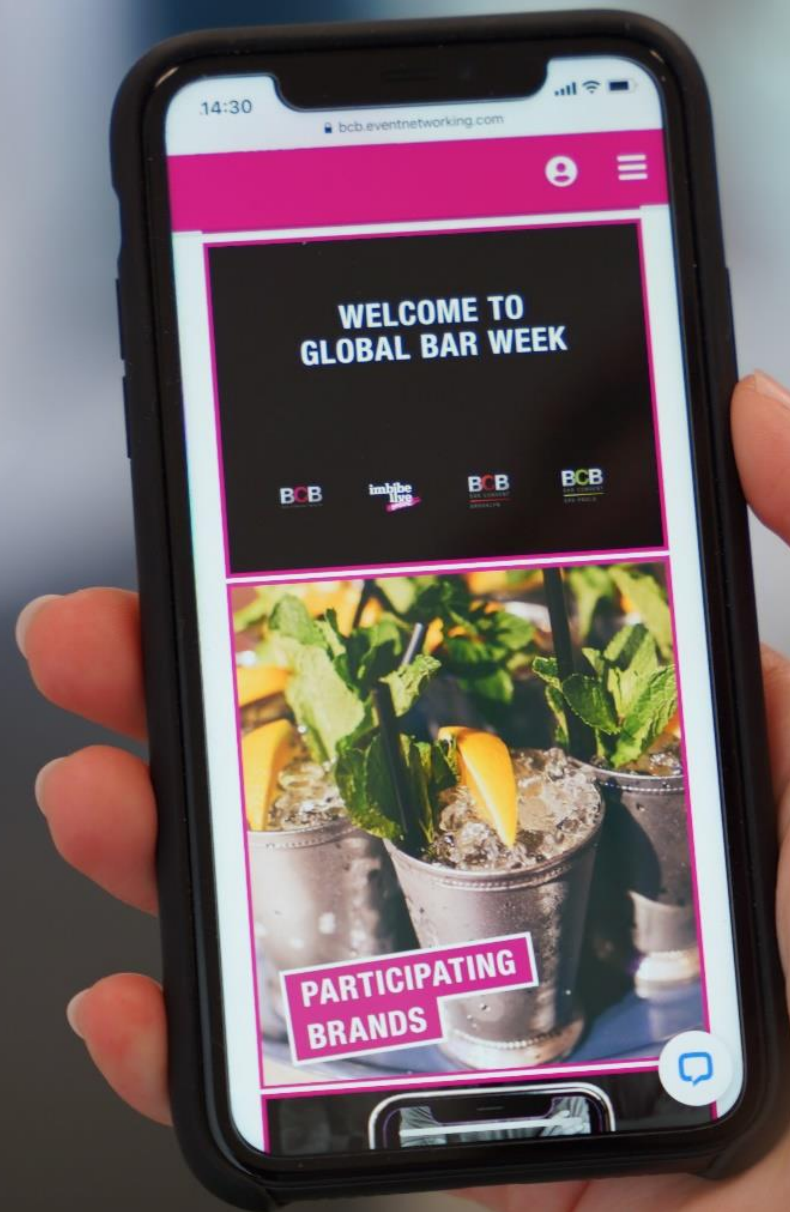
# ONLINE DIGITAL LEAD GENERATION



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:



# SOCIAL MEDIA







## ***MEDIA REACH*** **SOCIAL MEDIA CHANNELS**

Take advantage of the reach of our BCB Facebook and Instagram channels and network with your target group before, during and after BCB 2022.



**Media reach 2021**  
**2.8 million**

**34,450 Follower \***



**Media reach 2021**  
**1.6 million**

**14,600 Follower \***



# NEW FORMATS

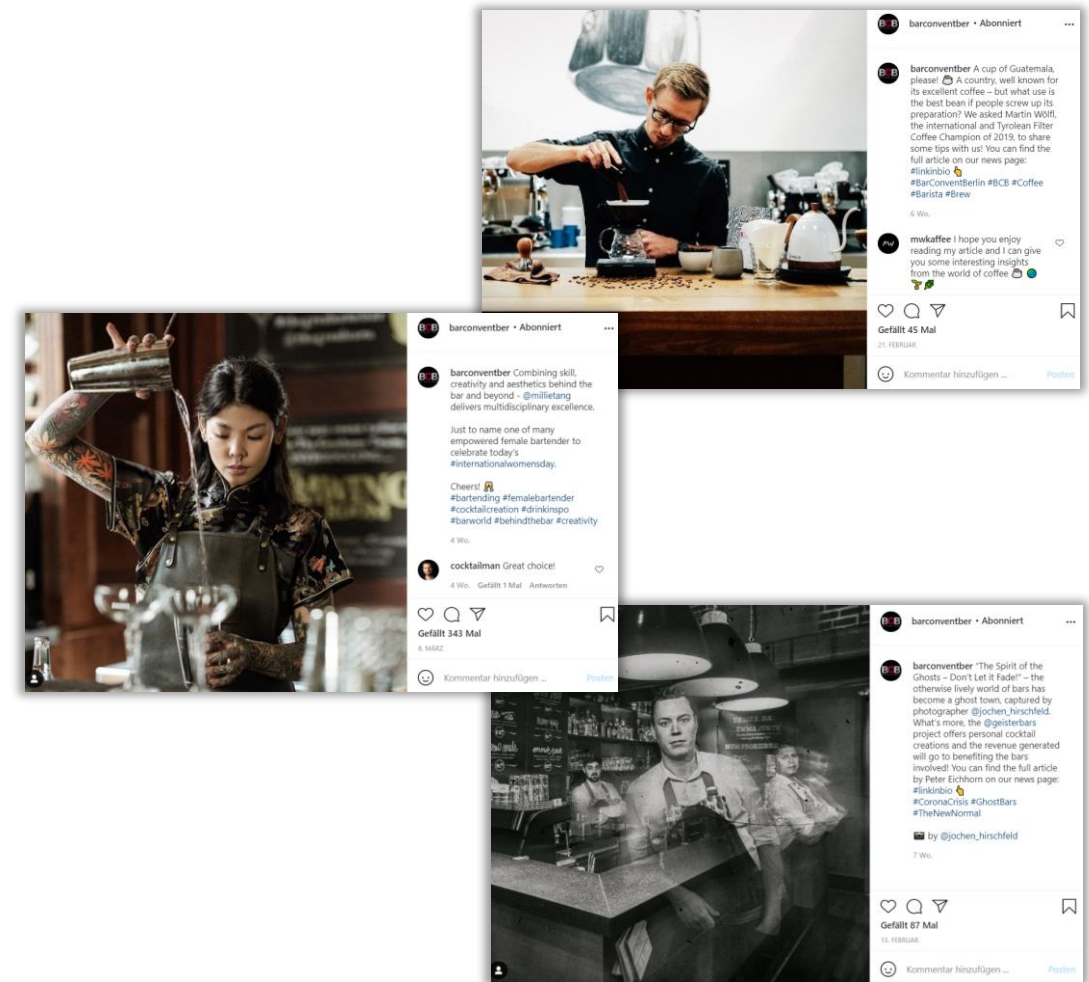
## SOCIAL MEDIA PACKAGE

You would like to present your company or your brands to many followers from the international bar industry? Perhaps you have a product that you would like to announce in the "hot phase" before the trade fair? And you would like to increase your own reach on Instagram and Facebook? Then our complete and budget-friendly Social Media Package might be just the right thing for you!

### Social Media Package

- Product number: 4350067
- 1 x Facebook post
- 1 x Instagram post + 4 story snippets 15 seconds each
- Price:  
November – July: 690.00 €  
August – October: 815.00 €

➔ Exact scheduling by prior arrangement



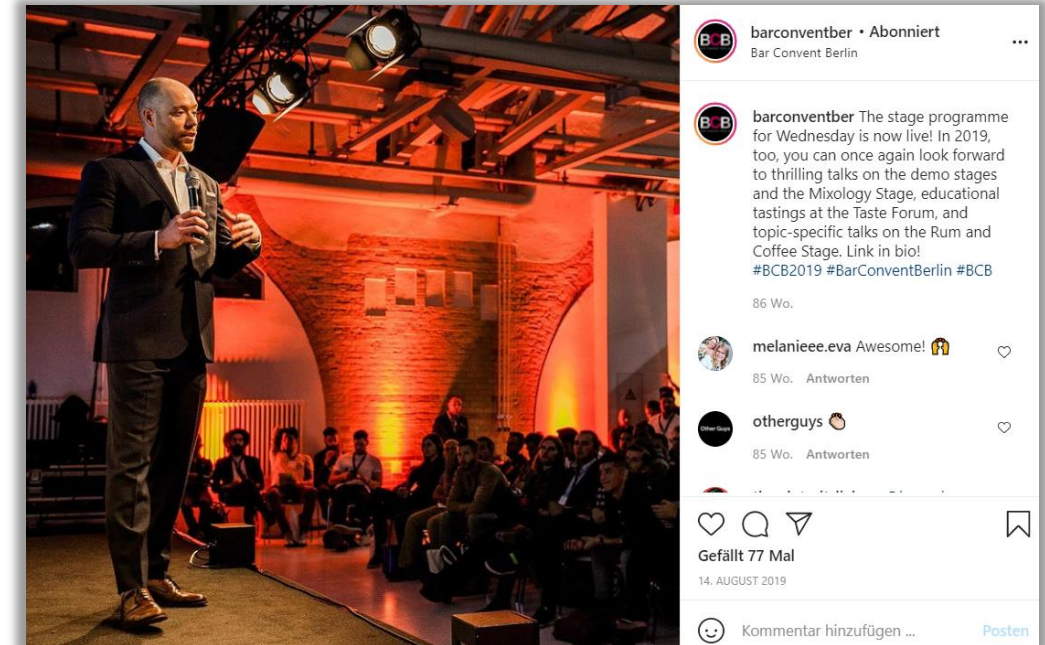
## NEW FORMATS

### EXCLUSIVE STAGE SPONSOR

At the BCB, innovative minds from the bar and beverage community will speak on the Main Stage, the Liquid Stage and the Taste Forum over three days. The content presented will be followed by our visitors, as well as representatives of the trade media on site, and as an exclusive sponsor you will reach important members of the industry.

#### Exclusive Stage Sponsor

- Product number: 4350066 /-80
- Stages: Main Stage, Liquid Stage, Taste Forum
- Exclusive 1 exhibitor per stage
- Name branding "sponsored by...." in all advertising communication promoting the Stage (social media & BCB homepage)
- Company name/logo integration in background image before session
- Roll-up Banner on stage
- Timeframe: all trade show days
- Price:  
Main Stage: 7.880,00 €





## DAILY FORMATS

### EXHIBITOR-FEATURES

Encourage the international bar community to visit your booth with an exclusive live post or invite them to other exciting activities. We will come to your booth and create exciting live content for our community together with you - and saving you a lot of time in the process!

#### Exclusive Onsite Post

- Product number: 4350062 / 4350064
- Exclusively for one exhibitor per day
- Format: Photo- or video-post
- Channel: Facebook & Instagram
- Timeframe: during trade show
- Price:
  - 1,365.00 € (incl. content production by BCB team)
  - 1,120.00 € (content provided by the exhibitor)



## DAILY FORMATS

### EXHIBITOR-FEATURES

Transfer the live feeling from your booth into the digital world! We visit you at your booth and create exciting live content for our community together with you. Whether you want to showcase your products, your special act or your mixing skills, we make sure the worldwide bar scene can follow.

#### Onsite Story

- Product number: 4350063 / 4350065
- Max. 3 exhibitors per day
- Extend: 3 story snippets, 15 seconds each (each story with cover page incl. company name, company logo, link to your account)
- Format: Story (visible 24h)
- Channel: Facebook & Instagram
- Timeframe: during trade show
- Price:
  - 445.00 € (incl. content production by BCB team)
  - 200.00 € (content provided by the exhibitor)





**BCB**  
BAR CONVENT BERLIN

# EXHIBITION GROUNDS

COUNTRY OF HONOUR  
**ITALY**



**PRINT**







# 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. 10 exhibitors per hall
- Highlighting of your stand position
- Price: 415.00 €

### Logo highlighting on Orientation Plan

- Product number: 5300066
- Max. 10 exhibitors per hall
- Highlighting of your stand position
- Price: 395.00 €

### Logo highlighting on Pocket Floor Plan & Orientation Plan

- Product number: 5300087
- Max. 10 exhibitors per hall
- Highlighting of your stand position
- Price: 795.00 €

### HALL 20

GLASS & WASTE WATER STATION		WATER Fridge	
TASTE FORUM		ENTRANCE HALL 20 & PALAIS	
A50	A48	A46	A44
A37	A35	A31	A29
B57	C42	B39	B35
D57	C47	D40	D36
D55	D53	D51	D49
D41	D39	D35	D29
A42	A40	A38	A34
A21	A17	A15	A9
B23	B21	B15	B9
C23	C21	D22	D20
D27	D25	D23	D21
A28	A24	A22	A20
A18	A16	A12	A10
A11	A5	A1	A0
B18	B16	B12	B10
C38	C36	C32	C30
D38	D36	D32	D30
D34	D32	D28	D24
D44	D42	D38	D34
D40	D36	D32	D28
D36	D32	D28	D24
D32	D28	D24	D20
D28	D24	D20	D16
D24	D20	D16	D12
D20	D16	D12	D08
D16	D12	D08	D04
D12	D08	D04	D00

**Exhibitors**

Alfred Schallerer Schwarzwälder Hausbrennerei GmbH	20005	Campari Deutschland GmbH	20809
Angouleme Ltd	20043	Cazcabel Tequila Ltd	20422
Anker Amsterdam Spirits B.V.	20821	Cazcabel Tequila	20417
Amnigha Castabede	20421	Chatham Imports, Inc.	20C23
Azaline Saffron Vermouth	20446	CKOORCO	20418
Bepko's Distillery	20036	CUCELO Vermouth Di Torino	20C47
Russo Distillatör 1899	20036	CIGRE CARUSSO	20041
Bonini Gin	20421	Dane + Drink	20015
Bordgas Williams & Humbert	20047	Dave + Ferns GmbH	20C43
Bombarda Rum Corp.	20047	Diageo Germany GmbH	20B35
Botte Brande GmbH	20009	Dipnaticos Rum	20A37
Brown Forman Deutschland GmbH	20815	Distillerie Spirit Council of the United States	20A21
Buzzbuzz Cocktails - America's Best Selling RTD Cocktail	20A21	DISTILLERIA NARDINI S.P.A.	20B39
Café Deutschland GmbH	20028	Distilleria Varnell S.p.A	20C42-04
Cafeo Drinks	20051	Distillerie de St. Laurent	17A32-01
		Dominus TARQUET	20A28
		Douglas Laing & Co. Ltd	20039

Duke & Dame Salted Caramel Whiskey	20A21
El Dorado Distillery Casarua SR	20C05
Establishments Gabriel BOUDIER	20B10
Famila Luedel	20017
Franklin & Sons	20C40
GAMONDI	20A40
Gin Xoriguer - Destileria Xoriguer	20A48
Griza Berlin GmbH	20A42
Glacial Gin	20A50
Golden Moon Distillery	20A21
Goetzberg Byass SA	20B11
H. Theoria	20B10
Hamburg Distilling Company	20C09
HDC GmbH	20A05
Hessische Weinhandels-gesellschaft mbH & Co. AG	20057
Henkell & Co.	20C30, 20C39
Sektkellerei KG	20C30, 20C39
BANCAJO	BATIDA
Highway Vodka	20A21
Huxton Spirits Operations Limited	20A44
Ink International Ltd	20A20
Integrity Spirits AB	20A20
Intone Drinks	20C21
Italgolits - we create drinks	20C30
J. Gance SRL	20C38
J. Rose Gin	20003
James E. Pepper	20032
Kammer-Kirach GmbH	20035
Kanana Limited	20032
Kirker - Green Spirits	20B23
Kolva Rum	20A21
La Compania del Diabolo 1968 srl	20A06
LA MARIQUAISE BARDINET	20A05
Latin Gin LLC	20A30
Liviko	20A15
Liver Drinks	20A09
Lucano 1894 S.r.l	20C42-01
LUXCO, Inc.	20A81
MiW Ltd.	20C22
Mixta Gin	20013
Mixt-ham - Fascinating Mixers	20C29
Mixer SRL	20025
Molteni Italia Spa	20A29
Montenegro S.L.	20A09
Moutai Germany (Widom Express	20B57







# 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: OBC
- Dimensions: 99 x 210 mm (w x h)
- Price: 1,750.00 €





# 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
- Ad distributor wanted
- Price: 100.00 €

- Product number: 5300024
- Size: 1/1 page
- Price: 1,220.00 €

- Product number: 5300025
- Size: 1/2 page
- Price: 2,091.00 €

### Bookmark

- Product number: 5300041
- Exclusive 1 exhibitor
- File format: PDF
- Resolution: min. 300 dpi
- Price: 4,987.00 €

### Inside Front Cover (IFC)

- Product number: 5300030
- Price: 1,742.00 €

### Inside Back Cover (IBC)

- Product number: 5300031
- Price: 1,493.00 €

### Outside Back Cover (OBC)

- Product number: 5300032
- Price: 2,408.00 €

### Banderole

- Product number: 5300033
- Exclusive 1 exhibitor
- File format: PDF
- Resolution: min. 300 dpi.
- Price: 2,898.00 €

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





***SPECIAL PROMOTION***





## **SPECIAL PROMOTION**

### **PROMO-TEAM**

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

#### **Promotion Exclusively at the entrance area**

- Product number: 5340052
- Exclusive 1 exhibitor
- License for a promotion team of 2
- time frame: all trade show days
- No alcohol served
- Price: 3,250.00 €

#### **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

As entertainment in the passage areas, street musicians provide City live atmosphere. You have a cool act that you would like to be included? Contact us!

#### **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: 2,150.00 €





## ***SPECIAL PROMOTION*** **PLACEMENT BEVERAGE REFRIGERATORS**

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

### **Fridge placement**

- Product number: 5340078
- Position: Kleiner Stern and Großer Stern
- 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: 360.00 €



## **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: 5340082
- Max. 2 exhibitors
- Promotion spaces by arrangement
- Dimensions: tbd
- time frame: all trade show days
- Price: from 1,790.00 €

#### **Mobile space „Großer Stern“**

- Product number: 5340086
- Max. 3 exhibitors
- Promotion spaces by arrangement
- Position: Between the seating area
- Dimensions: tbd.
- time frame: all trade show days
- Price: from 1,790.00 €





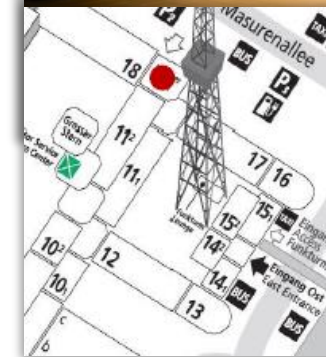
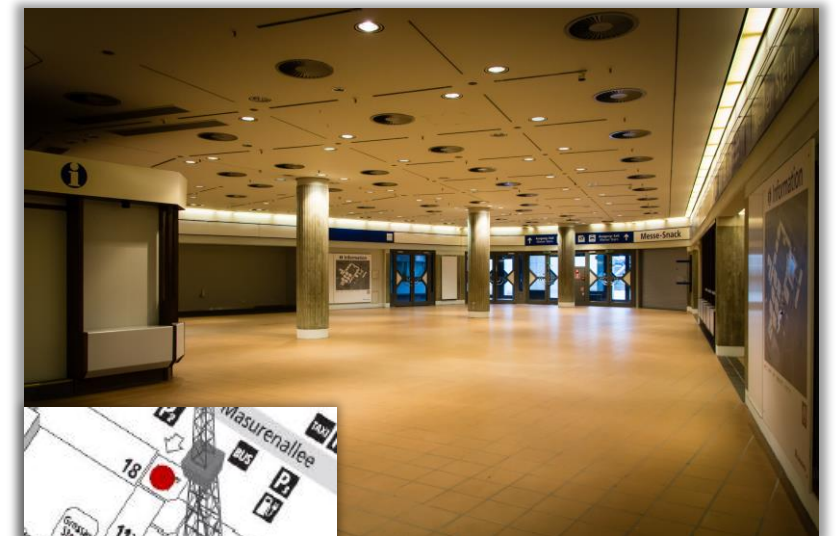
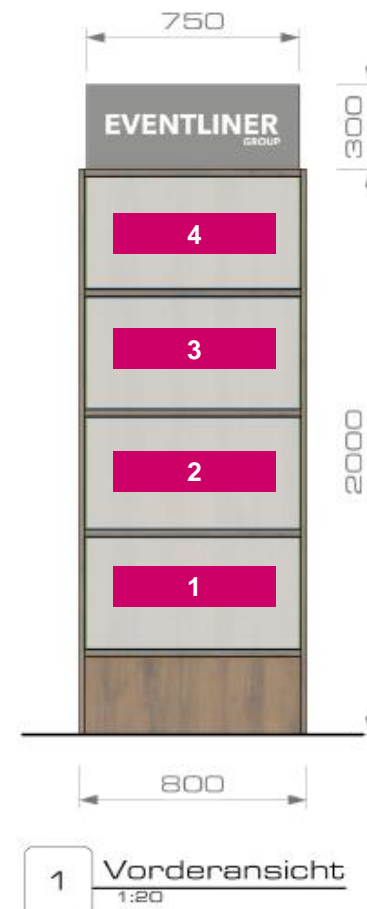
## SPECIAL PROMOTION PRODUCT PLACEMENT

"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."



### Shelf compartment „Kleiner Stern“

- Product number: 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 €





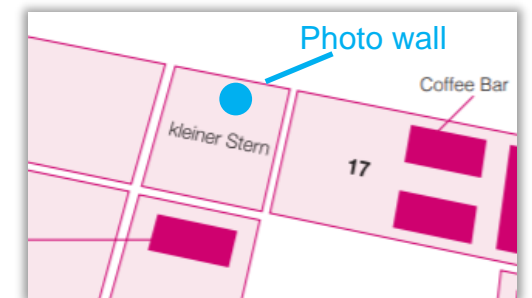
## **SPECIAL PROMOTION**

### **INSTAGRAMABLE SELFIE SPOT**

Stay in visitors' memory – and let them create special moments in front of the photo wall you designed.

#### **Motiv photo wall „Kleiner Stern“**

- Product number: 5310019
- Exclusively for one exhibitor
- Instagram photo wall for memorable photos
- Position: Passage “Kleiner Stern” to hall 18
- Dimensions: prox. 5 sqm wall space
- time frame: all trade show days
- Price: from 2.470,00 €







## CAMPAIGN AREAS



## **CAMPAIGN AREAS**

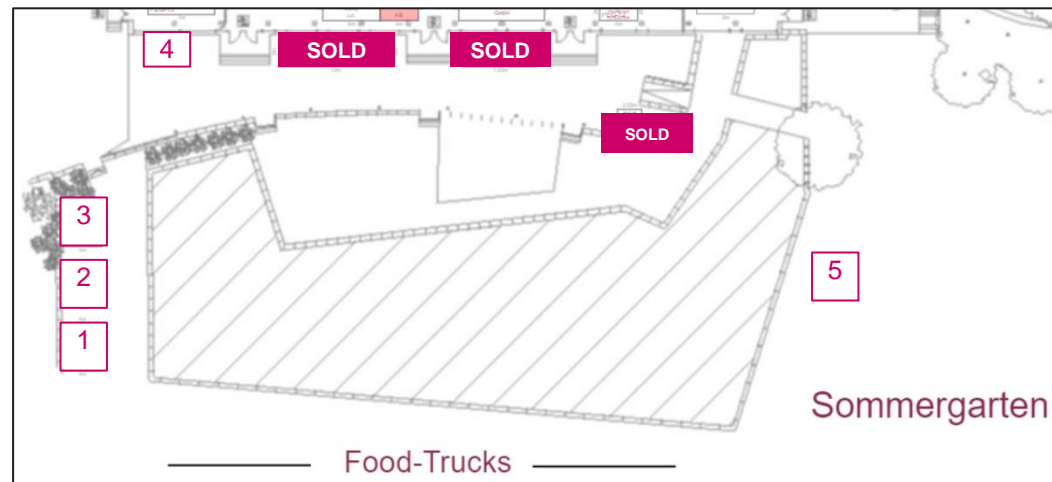
### **PALAIS OUTDOOR AREA**

Visitor meeting point for networking or resting - Take advantage of the outdoor area of the Palais as an product promotion and design the area together with us!

#### **Promotion or advertising behind the water fountain**

- Depending on the space already booked, up to 3 exhibitors
- Space in the outdoor area of the Palais
- Duration: all days of the fair
- Price: 480,00 € per sqm

➔ The spaces are excellent for bar trailers or converted vehicles.





## **CAMPAIGN AREAS**

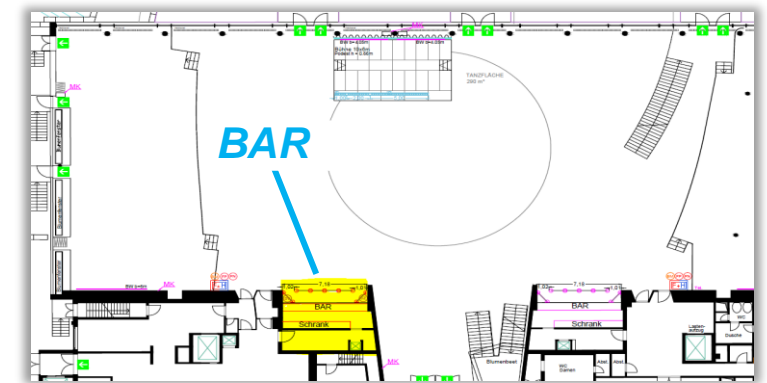
### **BAR PALAIS**

This exclusive bar in the historic interior of the Palais can be used for tastings or champagne expenses.

#### **Bar Palais**

- Product number: 5340093
- Exclusive for one exhibitor
- Dimensions: approx. 14 sqm
- Installed bar incl. use of existing equipment
- Time frame: all trade show days
- Price: 8,460.00 € (plus costs for electricity & water connection / glasses to be ordered from our partner)

→ Mandatory theme: Sparkling or Food Pairing





**EDUCATION AT BCB**





## EDUCATION AT BCB

### LIQUID STAGE

The Liquid Stage offers the opportunity to present tastings, product presentations or talks on a variety of topics. Whether spirits, fillers, coffee or low-and-no, every product gets the perfect stage here! The stage is optimally set up for tastings with up to 3 different samples. It is therefore the perfect place to impart knowledge and enthusiasm on any bar-related topic.

#### Presentation at the Liquid Stage in hall 17

- Product number: 5310014
- 1 x 45-minute presentation slot
- Application forms: can be submitted via the [BCB website](#)
- Entry deadline: 23<sup>rd</sup> of June\*
- Price: 1,780.00 €

→ 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 (row seating)

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, programme boards  
on site

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





## **EDUCATION AT BCB**

### **TASTE FORUM**

The Taste Forum offers the possibility to perform brand-neutral tastings and product presentations and has the optimal set-up for tastings with up to 6 different samples. Therefore, the taste forum is the perfect place to display the variety of a certain beverage or to present the complete portfolio of a bar or a distributor and to introduce the audience to their signature drinks.

#### **Presentation at the Taste Forum in the Palais**

- Product number: 5310029
- 1 x 45-minute presentation slot
- Application forms: can be submitted via the [BCB website](#)
- Entry deadline: 23<sup>rd</sup> of June\*
- Price: 2,040.00 €

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

Equipment: Stage, bar, basic cocktail-equipment, tasting cups, ice cubes, crushed ice  
Seating: Chairs and tables  
Technology: Presentation technology, video, audio, lighting, projection screen  
Staff: Two staff members to support the speakers  
Branding: Presentation of bottles on the bar and roll-up displays possible  
Advertising: Show Guide, BCB website, social media, programme board on-site

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





# ***GUEST SHIFT***





## GUEST SHIFTS

### GUEST SHIFT IN A BERLIN HOTSPOT BAR

Are you looking for an exclusive location where you can serve your customers a drink after the BCB doors have closed? Then host a guest shift at one of our exclusive hotspot bars in Berlin.

#### Guest Shift in a Berlin Hotspot Bar

- **What do you have to do as a brand?**
  - As a partner brand of the bar, you provide the required products for the drinks. Partner Bar takes care of the logistics at the event for you.
  - The Partner Bar will take care of the staff for your event.
  - The event is open for everyone - so according to the motto "first come, first served". The drinks will be adapted to the bar hotspot.
- **What is included in the package?**
  - Announcements on the BCB social media channels before the event
  - Drink Post on Thirsty Thursday with brand mention
  - Announcement of the event in the BCB Newsletter
  - Announcement of the event on the BCB Website and the Liquid Map
  - Communication in the Show Guide

**Price:** 3,750.00 €

**Price incl. Guest Bartender:** 5,550.00 €





# OUTDOOR ADVERTISING





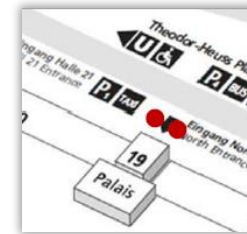
## OUTDOOR ADVERTISING

### FLAGS AND COLUMNS BRANDING AT NORTH ENTRANCE

Be the first to welcome visitors to BCB with your individual advertising message! The LED screens and flags at the entrance are real eye-catchers and first impressions have a tendency to stay in your mind.

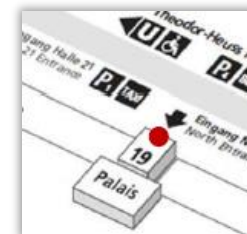
#### Flags

- Product number: 5320252
- Minimum purchase: 2
- Dimensions: 1.50m x 4.00m (w x h, 6 sqm) per flag
- Price: 445.00 € per flag



#### Columns Branding

- Product number: 5320136
- 16 columns
- Dimensions: 0.70m x 4.00m (w x h, 11.2 sqm), 4-sided
- Price: 40,650.00 €

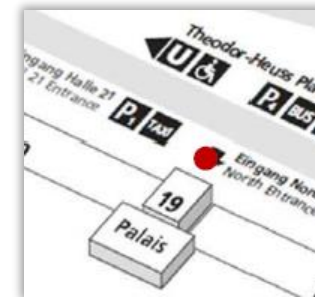


## OUTDOOR ADVERTISING POSTER AT THE NORTH ENTRANCE

Powerful presentation opportunities to announce your product highlights and brand.

### Poster display in the entrance area

- Product number: tbd.
- Max. 2 exhibitors
- Dimensions: 1.15m x 1.71m (W x H, 8.4 sqm), double-sided
- Price:
  - 7 posters entrance area: 14,370.00 €
  - 6 posters in front of hall 19: 12,320.00 €





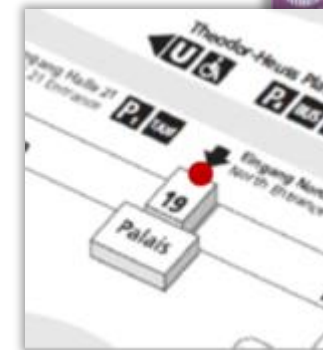
## **OUTDOOR ADVERTISING**

### **BANNER AT THE ENTRANCE TO HALL 19**

Powerful presentation opportunities to announce your product highlights and brand.

#### **Banner entrance area**

- Product number: tbd.
- Max. 2 exhibitors
- Dimensions:  
1 sign: 12,00m x 2,50m  
2 Signs: 21,00m x 2,50m
- Price:  
1 sign: 7.925,40 €  
2 signs: 15.380,00 €



## **OUTDOOR ADVERTISING**

### **GALLERY BRANDING AT NORTH ENTRANCE**

Accompany the visitors on their way to the exhibition hall!

#### **Gallery Branding at hall 18**

- Product number: tbd
- Exclusive for one exhibitor
- Dimensions: 88,7 m x 1.50m (w x h)
- Price: 36,890.00 €

#### **Gallery Branding at hall 20**

- Product number: tbd
- Exclusive for one exhibitor
- Dimensions: 100,9 m x 1.50m (w x h)
- Price: 39,950.00 €





## OUTDOOR ADVERTISING

### XXL ADVERTISING TOWER & MEGA-BANNER AT HALL 18

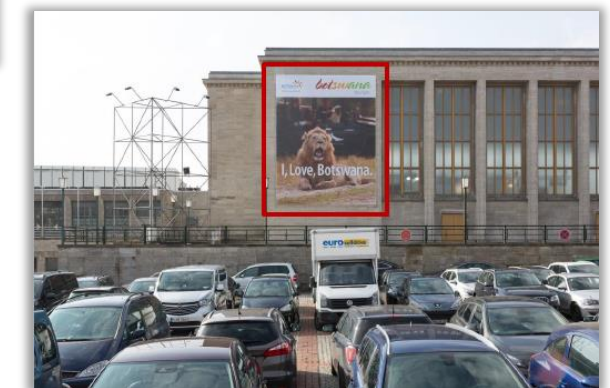
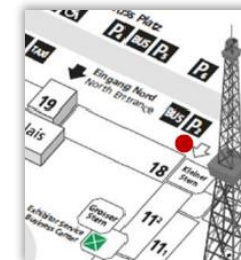
A true head-turner in front of the visitor parking lot! Advertise your trade show presence or products before visitors enter the trade show grounds! Your XXL advertising message is located in front of hall 18 and can be seen from the main visitor parking lot.

#### XXL Advertising Tower

- Product number: 5320060
- Exclusive 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 sqm)
- Price: 7,520.00 €

#### Mega Banner Wall Facade

- Product number: 5320237
- Exclusive for one exhibitor
- Position: In front of the main visitor parking lot
- Dimensions: 8.58m x 11.20m (w x h, 95.2 sqm)
- Price: 16,495.00 €



## **OUTDOOR ADVERTISING**

### **FLOORGRAPHICS IN- & OUTDOOR**

A real eye-catcher for indoor and outdoor use. Guide visitors to your booth and let them know of your presence at BCB.

#### **Floorgraphics, Outdoor**

- Product number: 5320251
- Position by prior arrangement (e.g. in the entrance area)
- Dimensions: 2.40m x 2.40m (w x h, 5.8 sqm)
- Price: 2,070.00 €

#### **Floorgraphics, Indoor**

- Product number: 5320031
- Position by prior arrangement (e.g. in the foyers and passageways)
- Dimensions: 1m x 1m (w x h) / 2m x 2m (w x h)
- Price: 345.00 € / 1,025.00 €





A photograph of a bartender in a black t-shirt and glasses pouring beer from a clear plastic bottle into a metal cup. The bar is well-lit with blue and yellow accents. In the background, another bartender in a white shirt is visible. The scene is set in a modern bar with shelves of bottles and a menu board.

**INDOOR ADVERTISING**



# INDOOR ADVERTISING

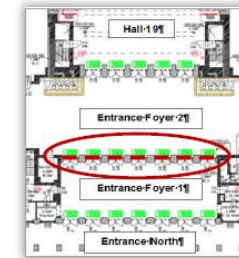
## BANNER ENTRANCE FOYER

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



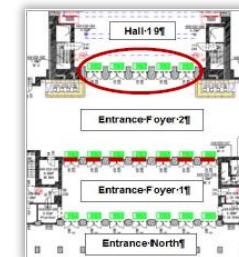
### Banner Entrance Foyer 1

- Product number: 5320212
- Max. 7 banner position
- Dimensions: 2.20m x 3.40m (w x h, 7.5 sqm)
- Price: 18,235.00 €



### Banner Entrance Foyer 2

- Product number: 5320214
- Max. 5 banner position
- Directly above **SOLD** doors to hall 19
- Dimensions: 2.20m x 2.90m (w x h, 6.4 sqm)
- Price: 11,130.00 €





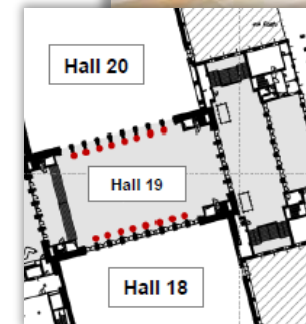
## INDOOR ADVERTISING

### 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: 5320217
- Max. 8 exhibitors
- Minimum purchase: 2 columns
- Dimensions: 0.45m x 2.49m (w x h)
- Price: 690.00 € per column



# INDOOR ADVERTISING

## BRANDING OPTIONS „KLEINER STERN“

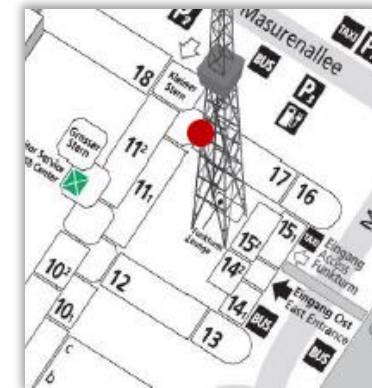
Every visitor will have to pass by at this location! Place your advertising message in the highly frequented passageway from hall 18 to hall 17 and be memorized by the visitors.

### Ceiling Banner

- Product number: 5320227
- Exclusive 1 exhibitor
- Position: between “Kleiner Stern“ (level 2) and hall 17
- Dimensions: 4.20m x 1.50m (w x h)
- 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: 1,090.00 € for both frames





# INDOOR ADVERTISING

## BRANDING OPTIONS „KLEINER STERN“

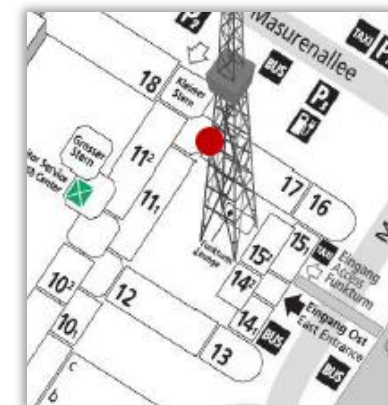
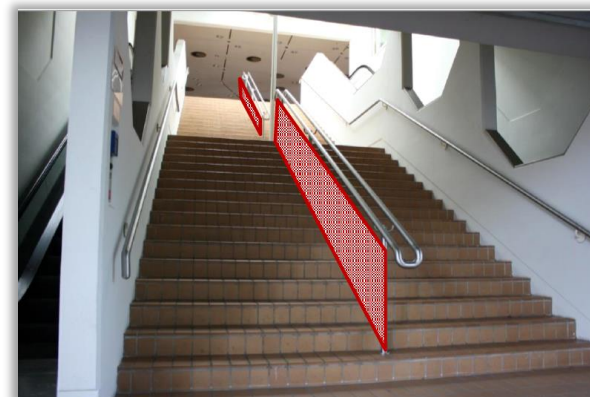
Every visitor will have to pass by at this location! Place your advertising message in the highly frequented passageway from hall 18 to hall 17 and be memorized by the visitors.

### Stair wall branding

- Product number: 5320230
- Exclusive 1 exhibitor
- Position: stairs from “Kleiner Stern“ to hall 17
- Dimensions: 13.50m x 0.88m (w x h, 23.75 sqm)
- Price: 6,850.00 € (for both sides)

### Stair guardrail branding

- Product number: 5320231
- Exclusive 1 exhibitor
- Position: stairs from “Kleiner Stern“ to hall 17, two sided
- Dimensions: 5.53m x 0.70m (w x h, 15.5 sqm)
- Price: 12,370.00 € (for both sides)



## 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.

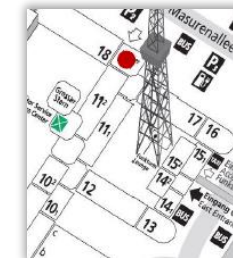
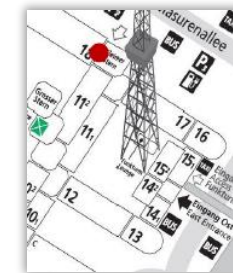
#### Wall Branding

- Product number:  
Option a: 5320225  
Option b: 5320224
- Exclusive 1 exhibitor
- Position: in the passageway “Kleiner Stern“ (level 2) at hall 18
- Dimensions:  
Option a: 8.10m x 2.20m (w x h, 17.8 sqm)  
Option b: 6.00m x 2.20m (w x h, 13.2 sqm)
- 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
- Dimensions: 0.99 m x 2.31 m (w x h)
- Price: 660.00 €

**SOLD OUT**





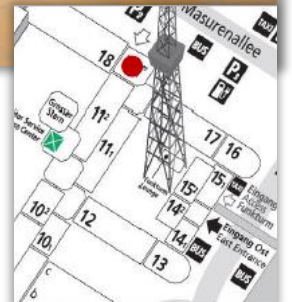
## INDOOR ADVERTISING PILLAR BRANDING „KLEINER STERN“

Not only a pillar of the exhibition building but also a good opportunity for your advertising message.

### 2 Pillar Branding

exklusive

- Product number: tbd
- Exclusive 1 exhibitor
- Position: between “kleiner Stern“ and hall 17
- Dimensions: 0.65m x 3.30m (w x h, 17.2 sqm), 4-sided
- Price: 6,350.00 € for both pillar brandings



# INDOOR ADVERTISING

## BRANDING OPTIONS „GROßER STERN“

Every visitor who wants to visit the Mainstage or the Summer Garden at the BCB will see your ad. You have the unique opportunity to accompany the visitors on their way there from Hall 11.

### Illuminated Poster Frames

- Product number: 5320223
- Max. 2 exhibitors
- Position: „Großer Stern“ (2nd level) between Halls 10 and 11.2
- Dimensions: 0.99 m x 2.31 m (w x h)
- Price: 660.00 €

Cannot be offered anymore



### Digital Displays „Großer Stern“

- Product number: 5320233
- Exclusive for one exhibitor
- Position: „Großer Stern“ (2nd level)
- Dimensions: 75“ displays
- Price: 1,840.00 € for both displays





## **INDOOR ADVERTISING**

### **MOBILE ADVERTISING OPTIONS**

These mobile advertising options can be individually placed for you indoors by prior arrangement.

#### **Mobile Advertising Frames**

- Product number: 5320235
- Position prior arrangement (e.g. in the entrance areas or foyers of the halls)
- Dimensions: 2.28 m x 2.28 m (w x h, 5.2 sqm)
- Price: 1,850.00 €



#### **Mobile Display Frames**

- Product number: 4330093
- Position prior arrangement (e.g. in the entrance areas or foyers of the halls)
- Dimensions: 1 m x 2 m (w x h), two sided
- Price: 1,230.00 €



## 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
- Dimensions: 0,3 m x 0,15 m (w x h / other formats possible)
- Positions prior arrangement
- Price: 3,160.00 €

#### Towel Dispensers Branding

- Product number: 5340023
- Dimensions: 0,3 m x 0,15 m (w x h / other formats possible)
- Positions prior arrangement
- Price: 3,100.00 €

#### Visitor-Toilets Branding

- Product number: 5340096
- Dimensions: 0,21 m x 0,30 m (w x h / other formats possible)
- Positions prior arrangement
- Price: 5,580.00 €





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



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