



# ***InnoTrans 2024***

***24 – 27 SEPTEMBER · BERLIN***

*International Trade Fair for Transport Technology*

**ONLINE ADVERTISING - INNOTRANS BERLIN  
BENEFIT FROM MORE VISIBILITY!**

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# ***InnoTrans 2024***

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***International Trade Fair for Transport Technology***

## ***Media-Package***

***Show your presence in the media at InnoTrans 2024!***

*Over the years, InnoTrans Plus has established itself as an important research tool for the industry and, with more than 4.1 million page views and over 570,000 visits per year, is used both in preparation for trade fair visits and in between exhibitions. Your entry remains online for two years and can be updated as often as required.*

*Als Hauptaussteller erwerben Sie mit Ihrer Standanmeldung das obligatorische Media-Package – ein Marketingpaket mit umfangreichen Einträgen auf InnoTrans Plus sowie der InnoTrans App. Erweitern Sie Ihr Ausstellerprofil mit Upgrades & digitalen Add-ons!*

**UPGRADE:** Co-exhibitors can order the full range of services of the Media Package for main exhibitors at a price of 519 € plus VAT!

CO-EXHIBITOR
Included in the stand booking
✓ Company Data, Description & Logo
✓ Contact Person
✓ Links
✓ Multimedia uploads

MAIN EXHIBITOR
Included in the stand booking
✓ Company Data, Description & Logo
✓ Contact Person
✓ Links
✓ Multimedia Uploads
✓ <b>Social-Media Links</b>
✓ <b>5 Main entries in the product group directory</b>
✓ <b>3 Product entries with image, text and multimedia</b>

Boost your media package with more content through our upgrades and individual services.

When booking a higher-value media package (upgrade), the existing package will be credited. The credit will be added to your shopping basket after logging in to the shop.

PREMIUM UPGRADE
Additionally available for 519 € plus VAT
✓ Company Data, Description & Logo
✓ Contact Person
✓ Links
✓ Multimedia Uploads
✓ <b>Social-Media Links</b>
+ <b>5 Main entries in the product group directory</b>
+ <b>5 Product entries with image, text and multimedia</b>
+ <b>2 Exhibitor news with image, text and multimedia</b>
+ <b>2 Job offers</b>

Expand your exhibitor profile with digital add-ons!

InnoTrans Plus, App	
1 job offer - Also bookable for co-exhibitors	50 €
3 job offers - also bookable for co-exhibitors	120 €

InnoTrans Plus & App *	
1 Product group	75 €
3 Product group	195 €
5 Product group	320 €
1 Product group & 1 Product **	100 €
3 Product group & 3 Products **	275 €
5 Product group & 5 Products **	445 €
4 Exhibitor News	125 €
Company Video integrated in you profile	100 €

### Career Point

The Career Point can be booked by all exhibitors and all CP participants are automatically included in the Career Tours.

**220,00 EUR**



\*Service period: Beginning with the publication and maximum until the import of the data for the following InnoTrans.

\*\* We no longer issue printed catalogues – app & platform replace catalogue.

# So that everyone knows you are there.

Increase your visibility with exclusive online advertising and digital appearances.

In the run-up to, during and after InnoTrans, you have the opportunity to increase your brand awareness and highlight your presence with our advertising packages.

Standing out from the crowd is the supreme discipline, and you have the opportunity to do so in 3 media channels:

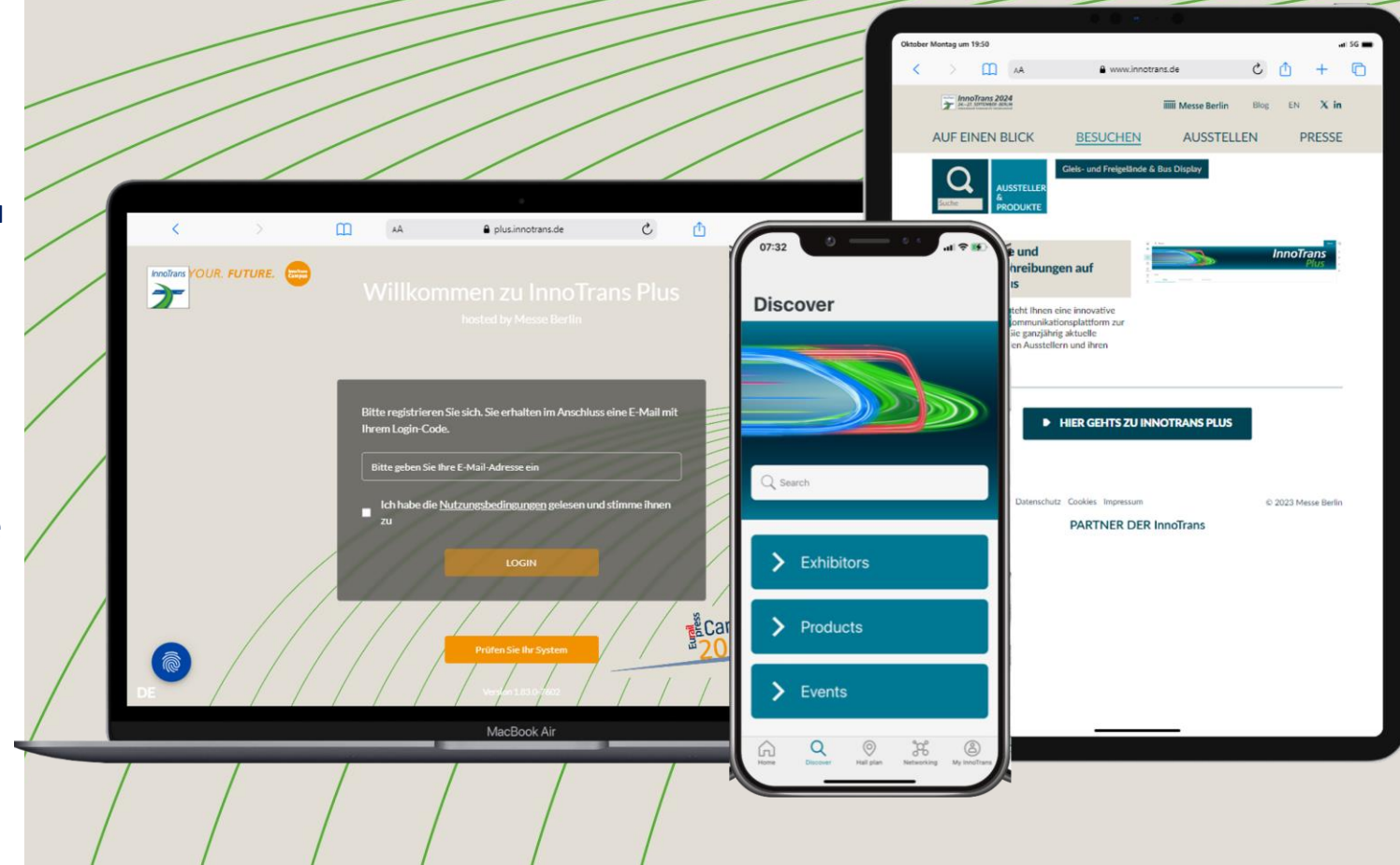
- **InnoTrans Website** - The online exhibitor directory
- **InnoTrans PLUS Platform** - the comprehensive digital preparation and follow-up tool
- **InnoTrans App** for iOS and Android - the smart mobile guide for attending the trade show

Banner Combi Package

App Combi Package

Logo Combi Package

Live Communication Package



# BANNER COMBI PACKAGE

PRICE: 18,500€ PLUS VAT

Availability: 6x

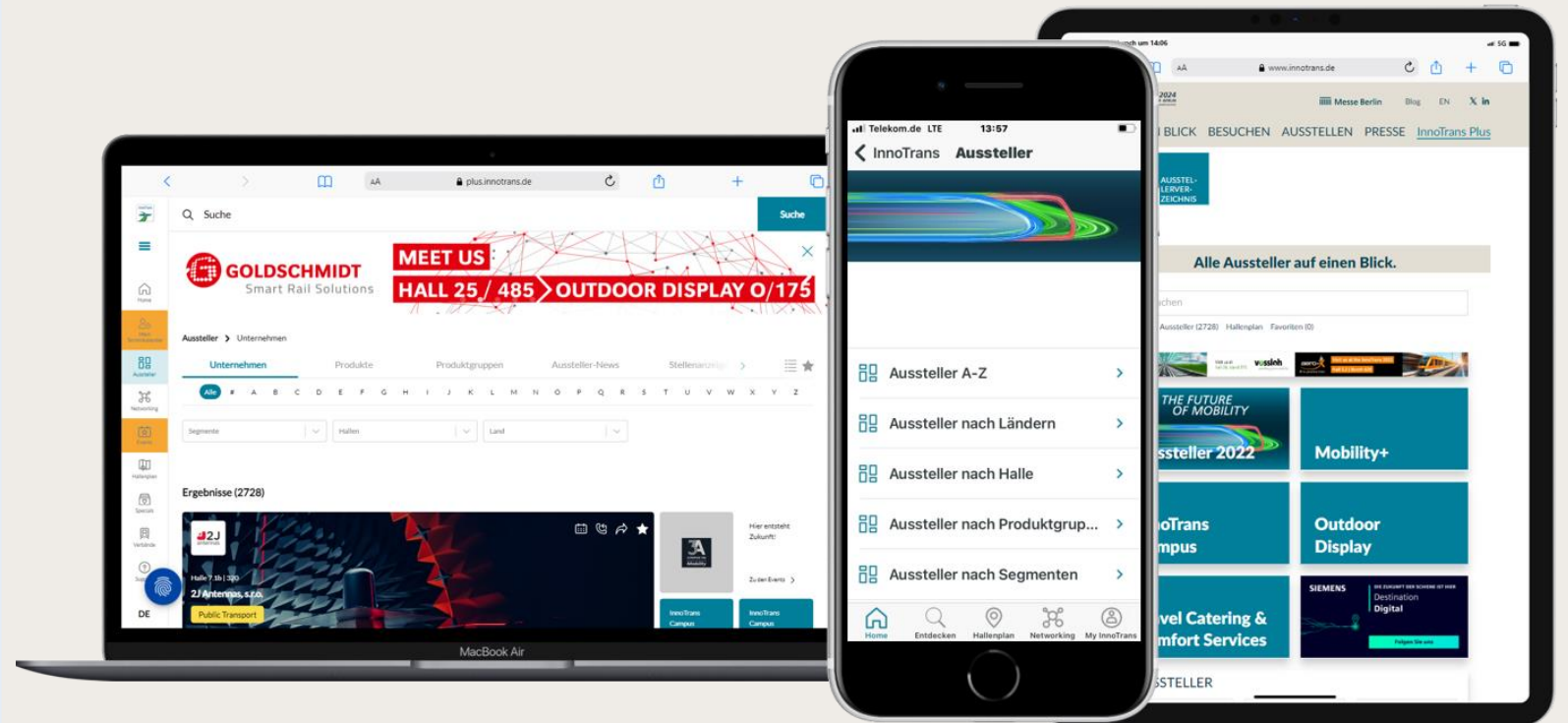
## ONLINE:

- Top-Banner on [InnoTrans.de](https://www.innotrans.de)
- Top-Banner on [plus.InnoTrans.de](https://plus.innotrans.de)
- Top-Banner on the [Innotrans-app](#)
- Sandwich-Banner on InnoTrans.de & Innotrans app.
- Story in the InnoTrans app
- Media-Package Premium Upgrade including:
  - 10 Product Entries
  - 2 Exhibitor news (Text & Picture)
  - 2 Jobs

## ON-SITE:

**NEW**

- Advertising on the InnoTrans exhibition grounds:
  - 1x Ultra Stretched Display GUIDING SYSTEM\* or
  - 1x Mobile Digital Display GUIDING SYSTEM\*\*
- Advertising on the InnoTrans exhibition grounds:
  - 1x Banner in your hall's surroundings



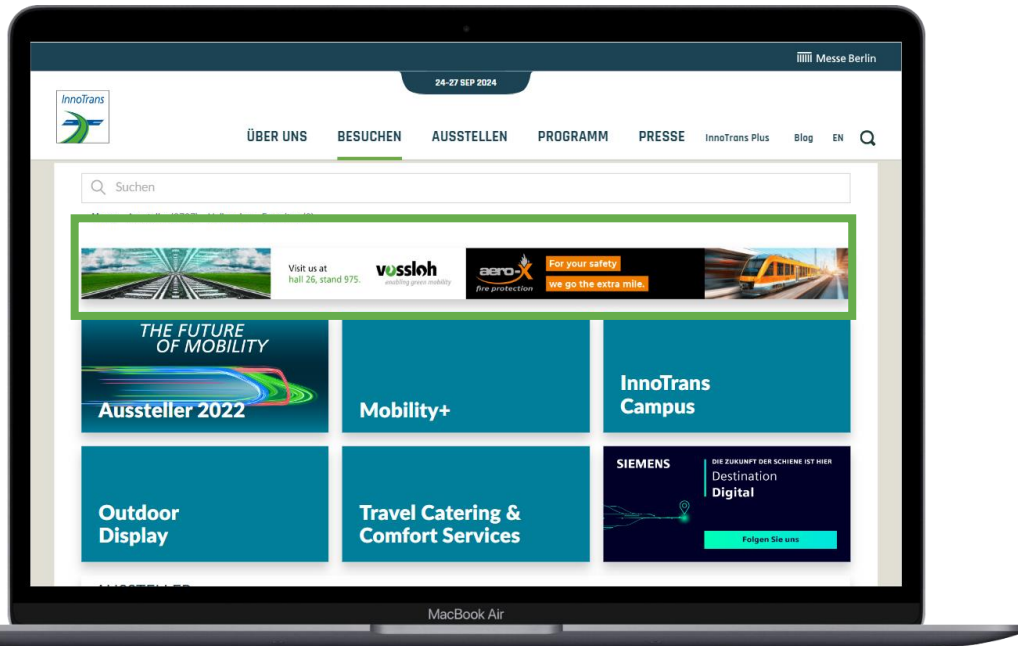
**DRAW ATTENTION TO YOUR STAND WITH BANNERS**

# BANNER COMBI PACKAGE

## Secure your banner in the list of exhibitors

The banner is displayed in the top position above the tiles on the 'exhibitor directory' navigation page on InnoTrans.de.

- Linked to company profile
- Format: 1440x130 px, jpeg
- Data delivery by mail



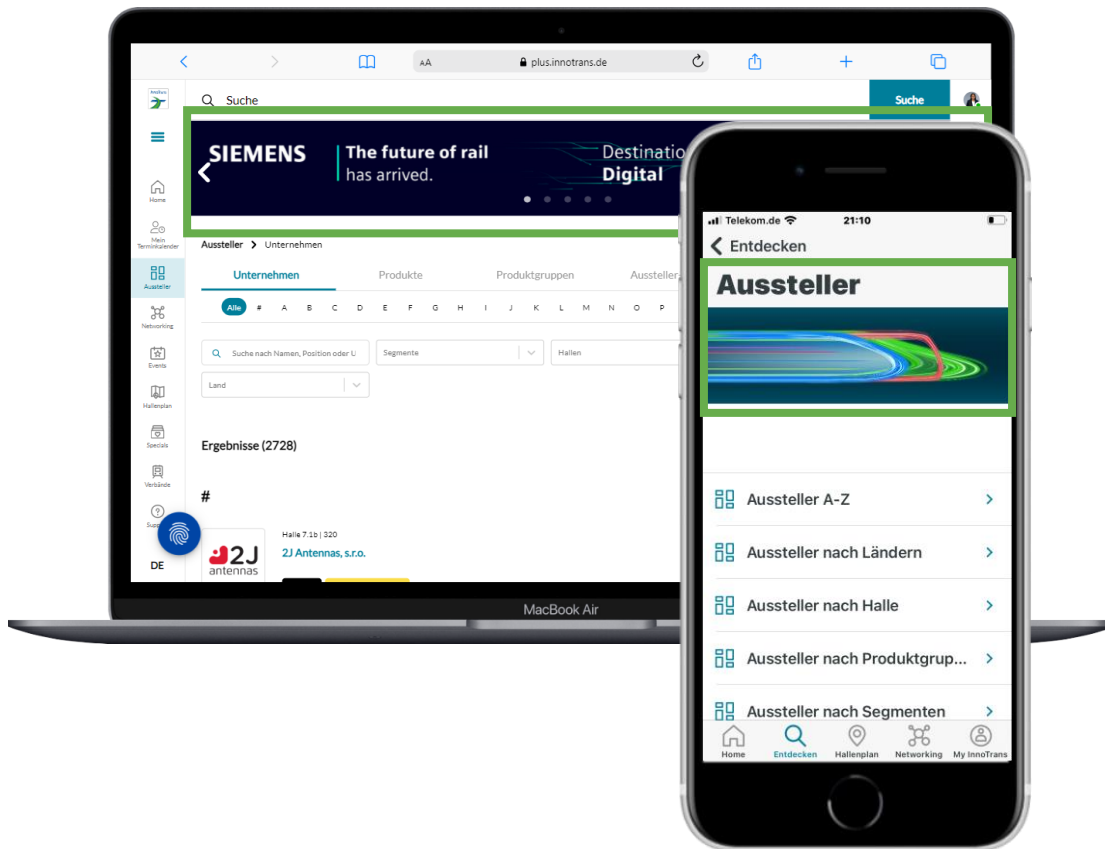


# BANNER COMBI PACKAGE

Let us highlight your presence.

The banner is displayed in the top position under one of the navigation points Exhibitors or Events.

- Linked to company profile
- The banner is displayed in rotation.
- InnoTrans Online-Plattform 2560 x 320 px, jpeg
- **App 1440 x 450 px, jpeg**
- Data delivery by mail



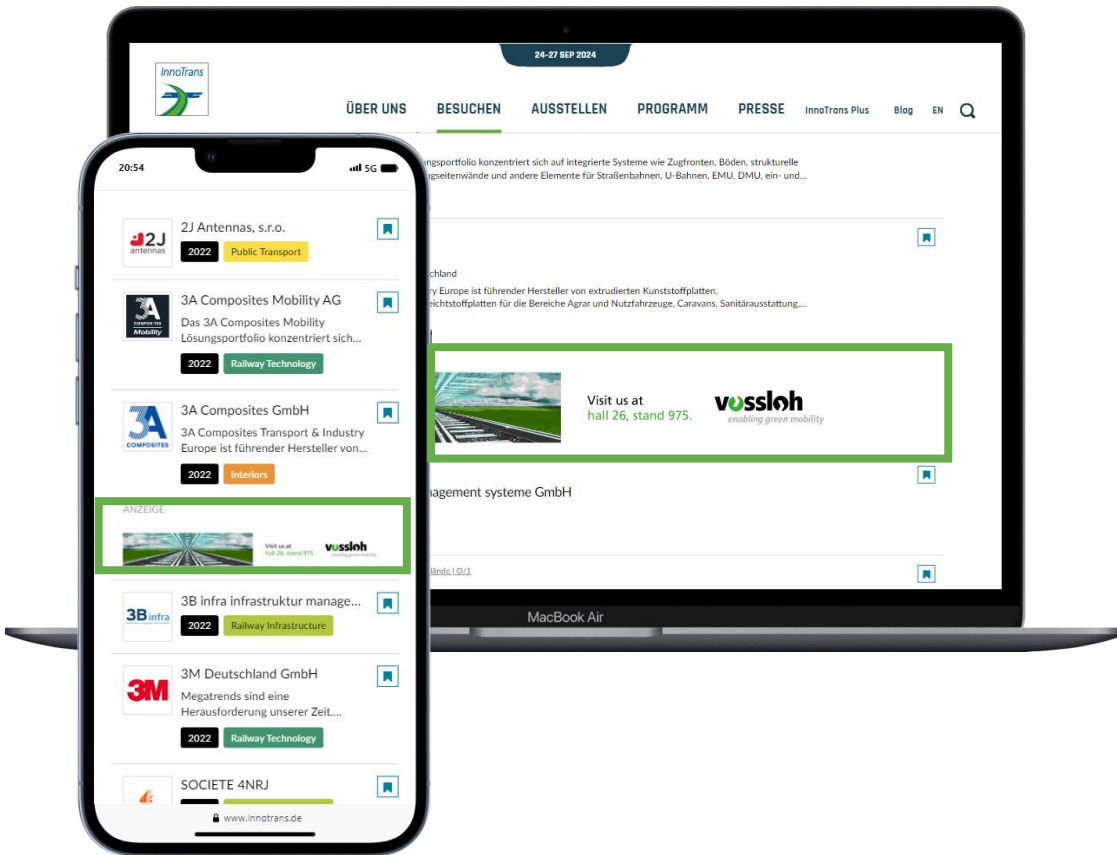
# BANNER COMBI PACKAGE

## Enhance your digital presence.

The sandwich banner will be included in one of the results lists and published in the list of exhibitors on the website.

The banner appears in rotation on the list of exhibitors and as an alternating position in the app.

- Linked to company profile
- Format: Web: 1440x130 px, jpeg / App 1440x296 px, jpeg
- Data delivery by mail



**NEW**

## BANNER COMBI PACKAGE

Your advertising strategically placed on the InnoTrans show floor.

Powerful and effective combination for more traffic and visitors on your stand. Exclusively selected for you.



 [Onsite Advertising Portfolio](#)

# APP COMBI PACKAGE

PRICE: 9,975€ plus VAT

Availability: 6x

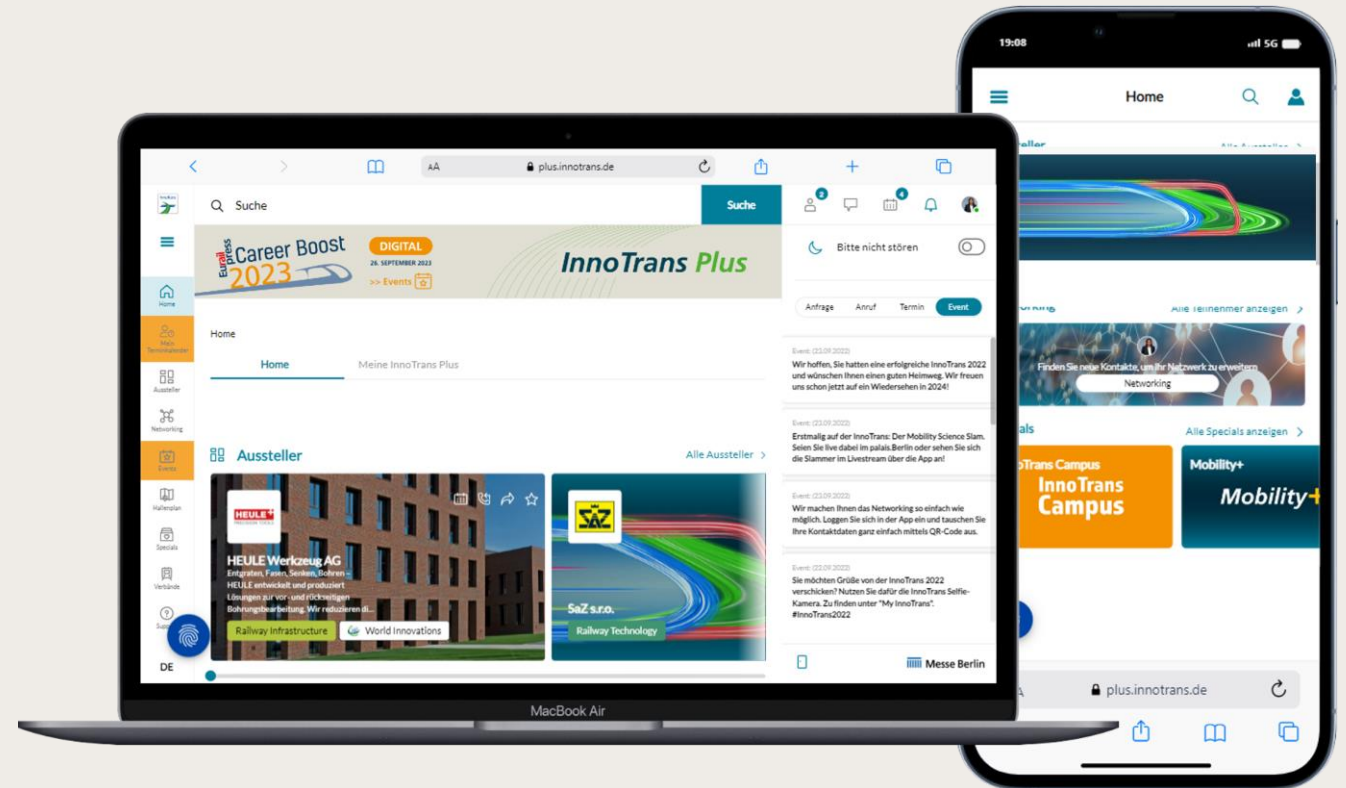
## ONLINE:

- Top-Banner in [InnoTrans app](#)
- Top-Banner on [plus.innotrans.de](https://plus.innotrans.de)
- Story in InnoTrans app
- Media-Package Premium Upgrade including:
  - 10 Product Entries
  - 2 Exhibitors news (Text & Picture)
  - 2 Jobs

## ON-SITE:

NEW

- Advertising on the InnoTrans exhibition grounds: -1x Ultra Stretched Display GUIDING SYSTEM\* or 1x Mobile Advertising Display in your hall's surrounding.



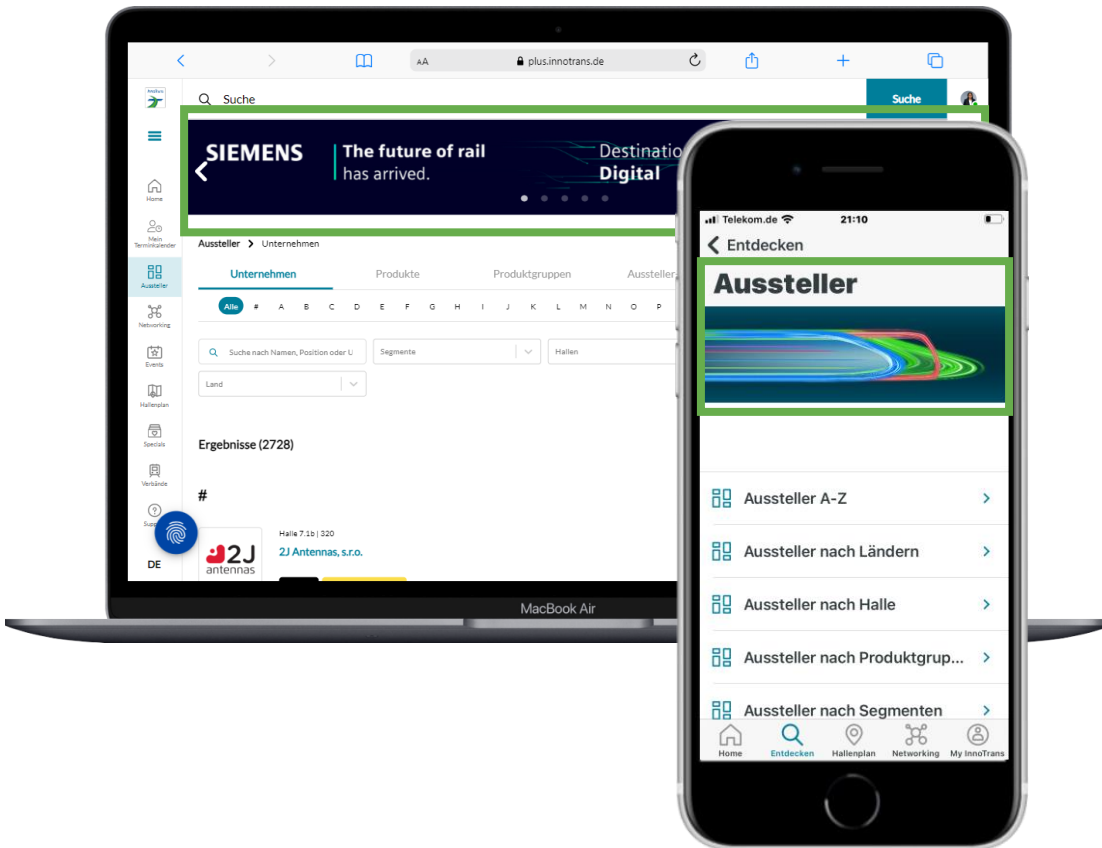
## THE SMART ADVERTISING CHOICE

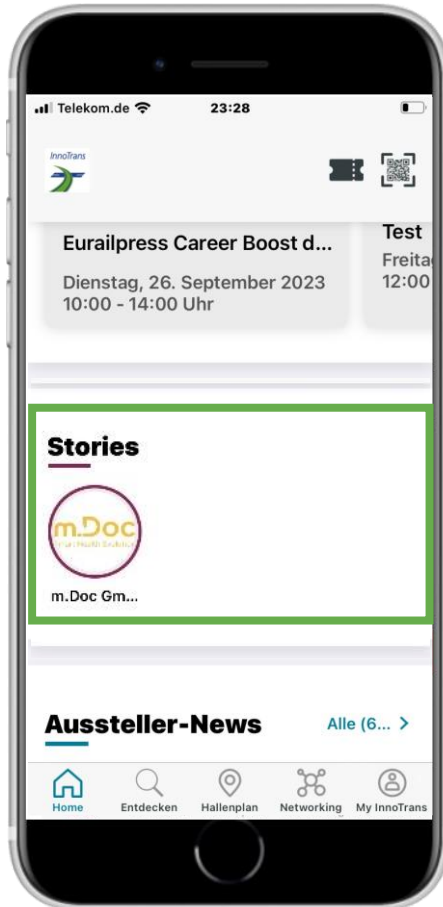
# APP COMBI PACKAGE

Let us highlight your presence.

The banner is displayed in the top position under one of the navigation points Exhibitors or Events.

- Linked to company profile
- The banner is displayed in rotation.
- InnoTrans Online-Plattform 2560 x 320 px, jpeg
- **App 1440 x 450 px, jpeg**
- Data delivery by mail





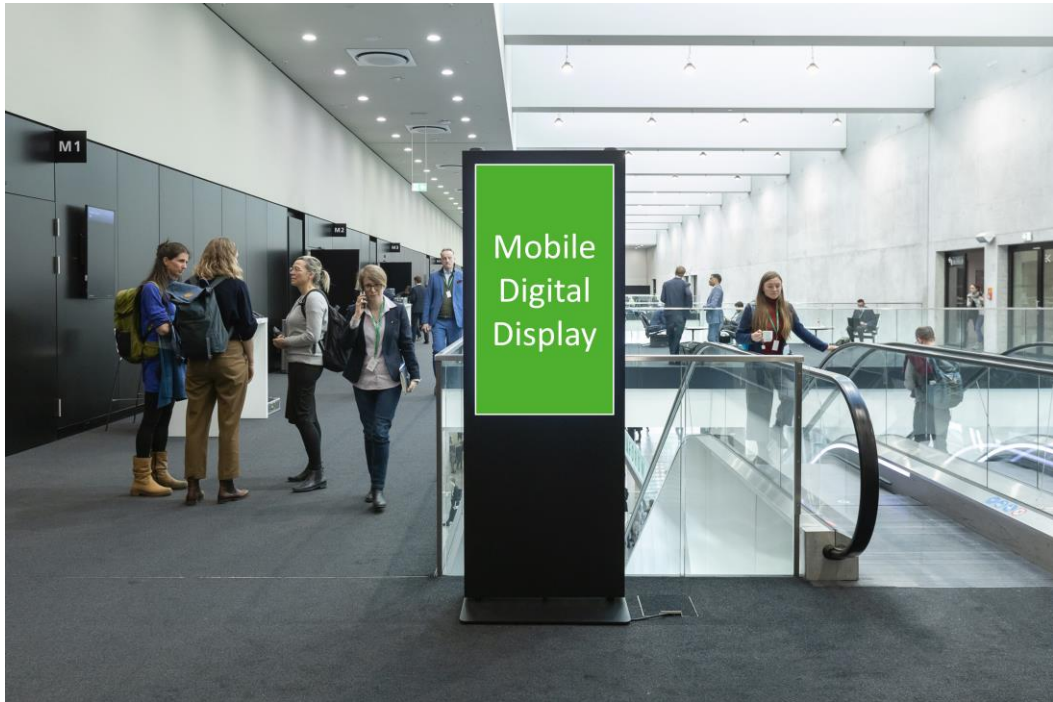
# APP COMBI PACKAGE

## Stand out from the competition!

Use the story to introduce your company, share impressions, or announce new products. Click on your logo to open a full screen with your clip.

- Linked to company profile
- Format: MP4: W: 1080px x H: 1920px Ratio 9:16 (portraits). Max. 49 MB
- We recommend videos between 15 - max. 30 sec. per file.
- Data delivery by mail

**NEW**



# APP COMBI PACKAGE

**Your advertising strategically placed on the InnoTrans show floor.**

Powerful and effective solution for more traffic and visitors on your stand. Exclusively selected for you.

 [Onsite Advertising Portfolio](#)

# LOGO COMBI PACKAGE

PRICE: 4.750 € plus VAT

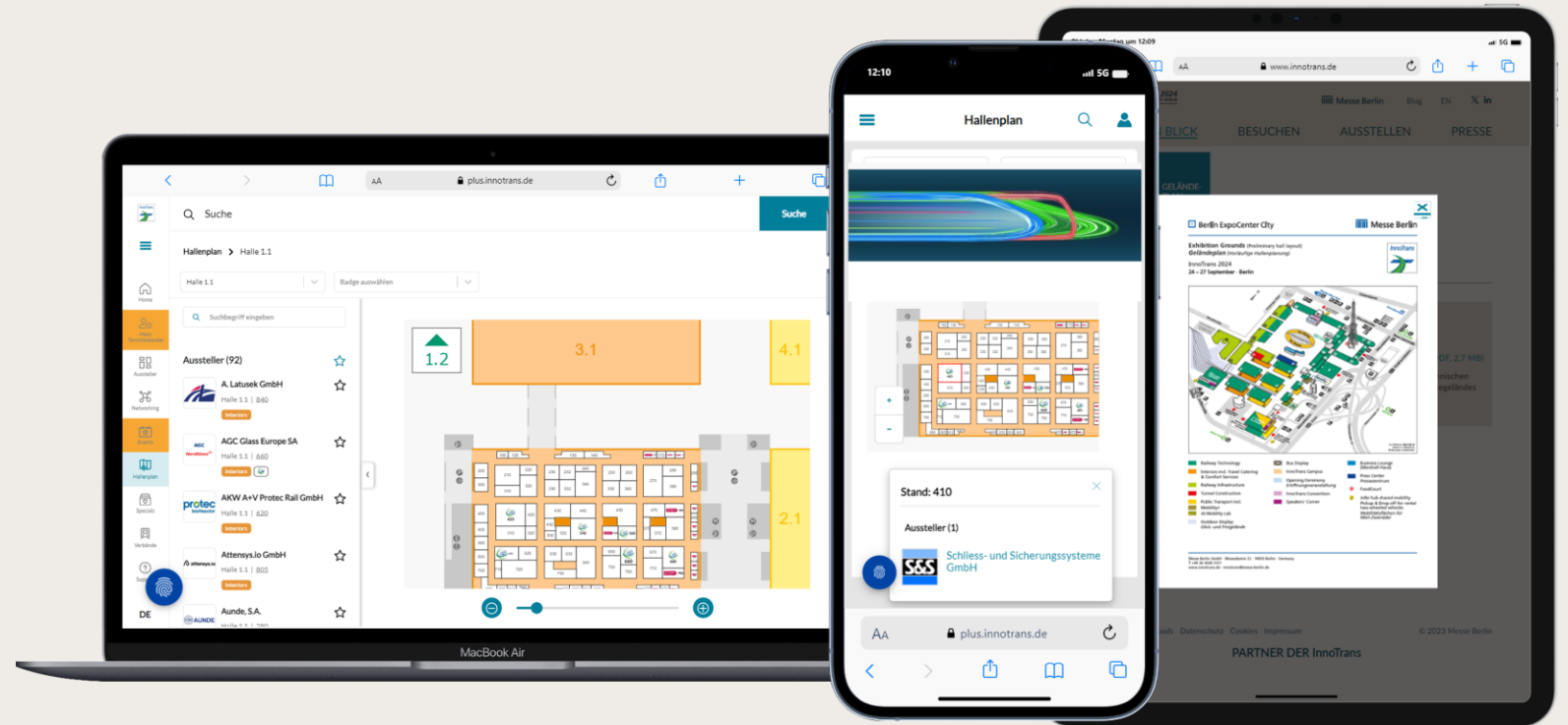
Availability: 12x

## ONLINE:

- Gallery-Logo on [InnoTrans.de](https://www.innotrans.de)
- Gallery-Logo in InnoTrans App
- Top-5-Logo in online hall plan

## ON-SITE

- Advertising on the InnoTrans exhibition grounds:
  - 1x Floor Graphic your hall's surroundings



**Position your logo online and onsite - so that everyone knows you're there!**





# LOGO COMBI PACKAGE

**Increase your app presence! Present your logo.**

The Gallery logo will be embedded on InnoTrans.de in the 'exhibitors directory' navigation page and in the InnoTrans app.

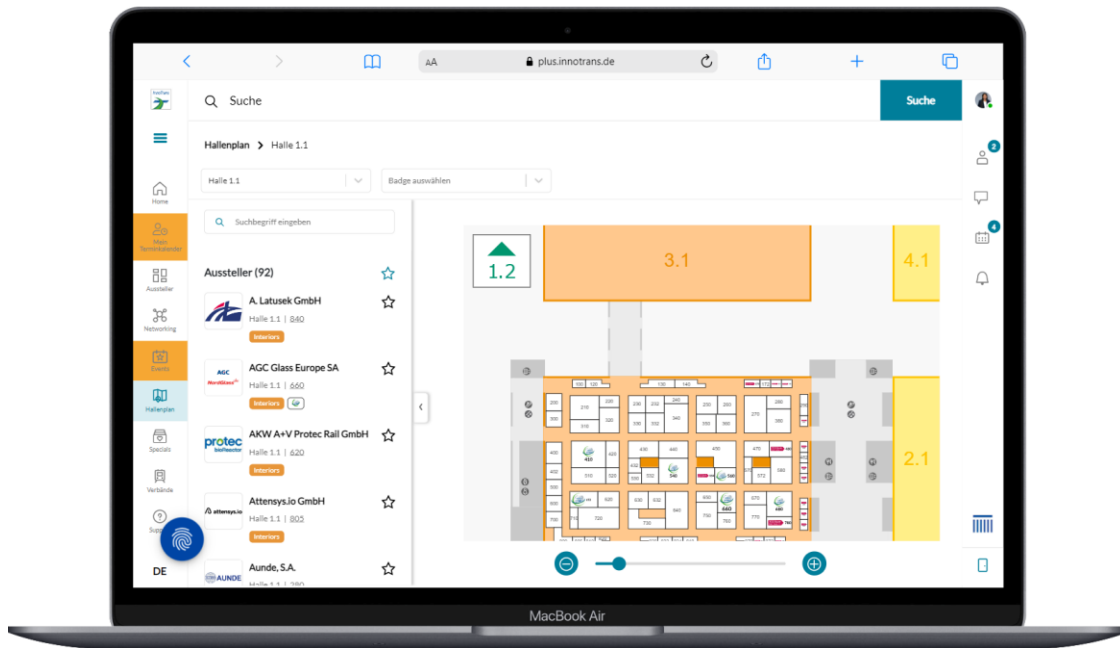
- Linked to company profile
- Appears in an endless loop of 12 max. logos
- Format: 450 x 315 px PNG, JPEG
- Data delivery by mail

# LOGO COMBI PACKAGE

## Present yourself in the hall plans.

The top 5 logos will be placed above their own hall. On InnoTrans.de & InnoTrans PLUS platform in the hall plan.

- Linked to company profile
- Awarded to a maximum of 5 exhibitors next to each other per hall.
- Format: SVG-Logo
- Data delivery by mail





# LOGO COMBI PACKAGE

## Your advertising as a floor graphic on the InnoTrans exhibition grounds

Indoor locations by arrangement: e.g. in entrance areas,  
at passageways and in middle foyers.

Size: 1,00 m x 1,00 m per floor graphic

- ❖ Other sizes, special formats and carpet branding on request and at extra cost. Further details can be found in the onsite advertising portfolio.

 [Onsite Advertising Portfolio](#)

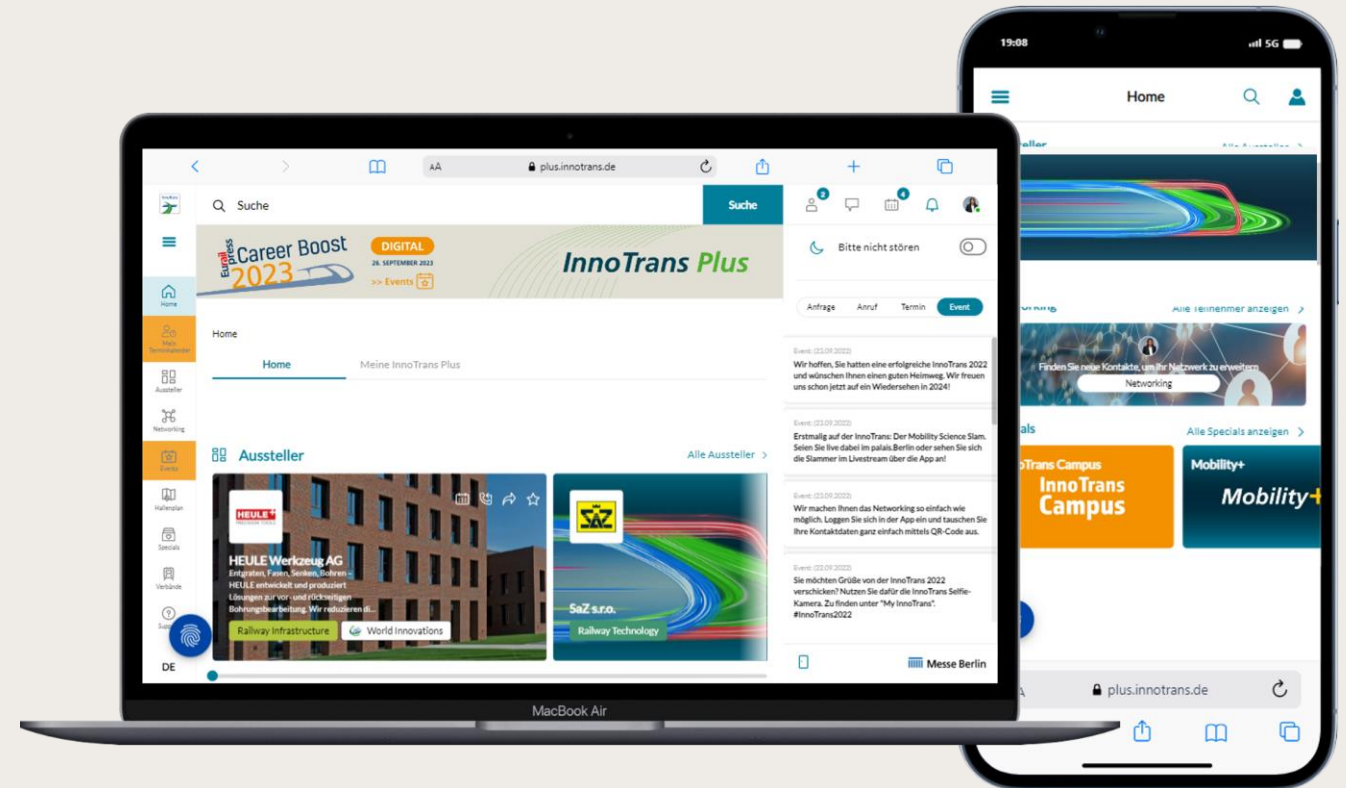
# LIVE COMMUNICATION PACKAGE

SEND YOUR MESSAGE TO THE  
INNOTRANS COMMUNITY!

PRICE: 3.500€ plus VAT

Availability: 5x

- Push-Notification on InnoTrans app
- Push-Notification on [Plus.InnoTrans.de](https://plus.innotrans.de)
- Story in InnoTrans app

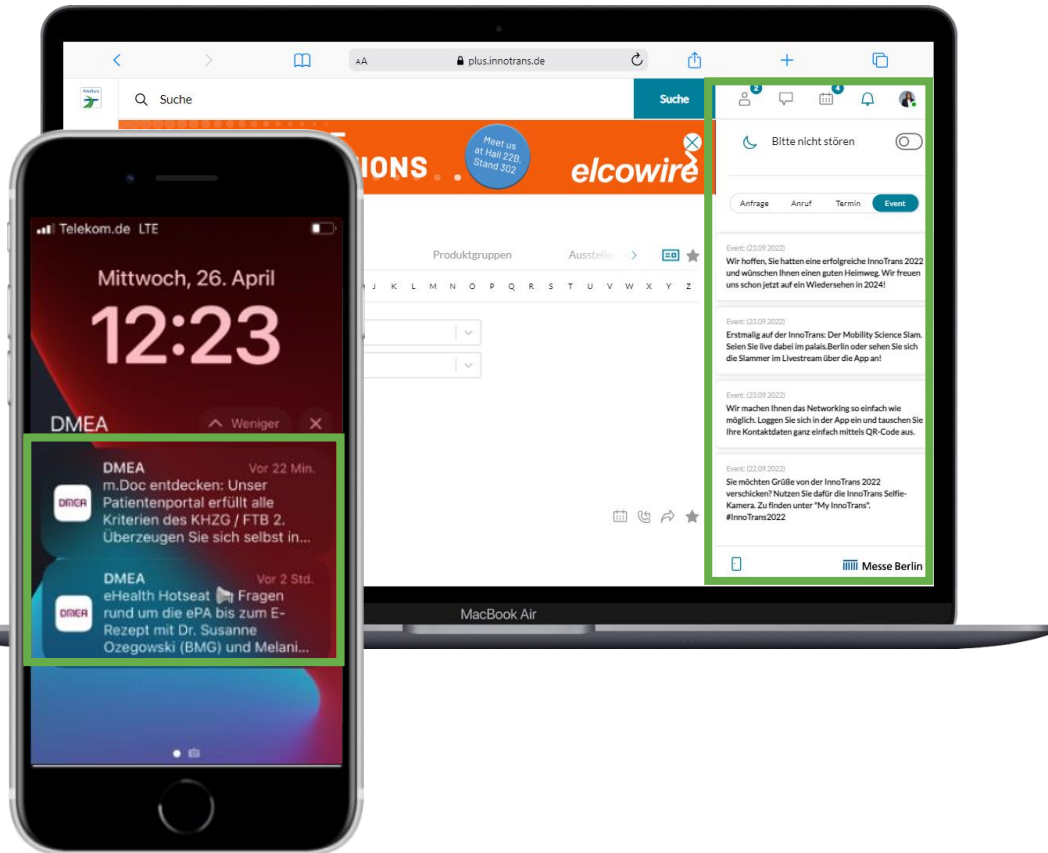


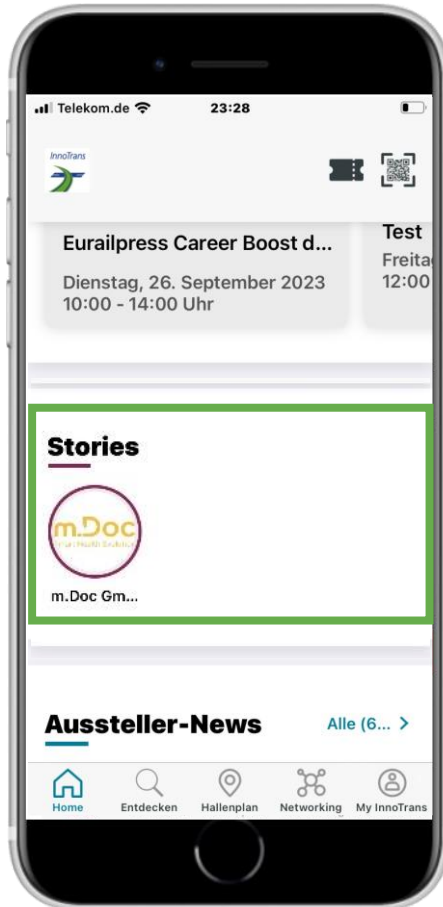
# LIVE COMMUNICATION PACKAGE

Send your message to the InnoTrans community!

Tease your presence and achieve maximum attention in one day during InnoTrans exhibition

- Broadcast via plus.InnoTrans.de and in the app
- Total 1 push message
- Format: 500x500 px, jpeg oder png
- Data delivery by mail





# LIVE COMMUNICATION PACKAGE

## Stand out from the competition!

Use the story to introduce your company, share impressions, or announce new products. Click on your logo to open a full screen with your clip.

- Linked to company profile
- Format: MP4: W: 1080px x H: 1920px Ratio 9:16 (portraits). Max. 49 MB
- We recommend videos between 15 - max. 30 sec. per file.
- Data delivery by mail

## INDIVIDUAL OPTIONS

	PRICE	PLUS	Website	APP
1x Banner auf www.InnoTrans.de	4500 €	✓		
1x Top-Banner on www.plus.InnoTrans.de	3750 €		✓	
1x Sandwich-Banner	2250 €			✓
1x Story Ad	1.500 €			✓
1x Tab-Bar-Banner	1.250 €			✓
1x Startpage-Banner in App	5.250 €			✓
1x Logo in App-Gallery	1.500 €			✓
1x Logo in Website-Gallery	2.000 €		✓	
1x Top-5-Logo im Online-Hallenplan	1.000 €	✓	✓	

**NEU**

You can book app advertising services for this year's InnoTrans Berlin!



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## **SUPPORT**

**Please contact us if you need support:**

**T: +49 30 3038 2500**

**M: [support@messe-berlin.de](mailto:support@messe-berlin.de)**

**Your contact for advertising opportunities:**

**T: +49 30 3038 2500**

**M: [advertising@mb-capital-services.de](mailto:advertising@mb-capital-services.de)**

**SHOP: [InnoTrans \(messe-berlin.de\)](https://www.inno-trans.com)**