



SPONSORING AND ADVERTISING OPPORTUNITIES

27 – 29 September 2022
Exhibition Center Düsseldorf, Germany
aluminium-exhibition.com

FACTS & FIGURES



Present your company right at the heartbeat of the aluminum industry

67%

of ALUMINIUM trade visitors are involved in purchasing and procurement decisions within their companies.

These are only three of the reasons why attracting the attention of the expected **20,500 trade visitors** to your company is important. Reach out to high-quality contacts that help you grow your business.

44%

of the trade visitors come to ALUMINIUM with a concrete procurement project in mind.

We promote your advertising message through our communication channels before the fair, during the fair - and all year round.

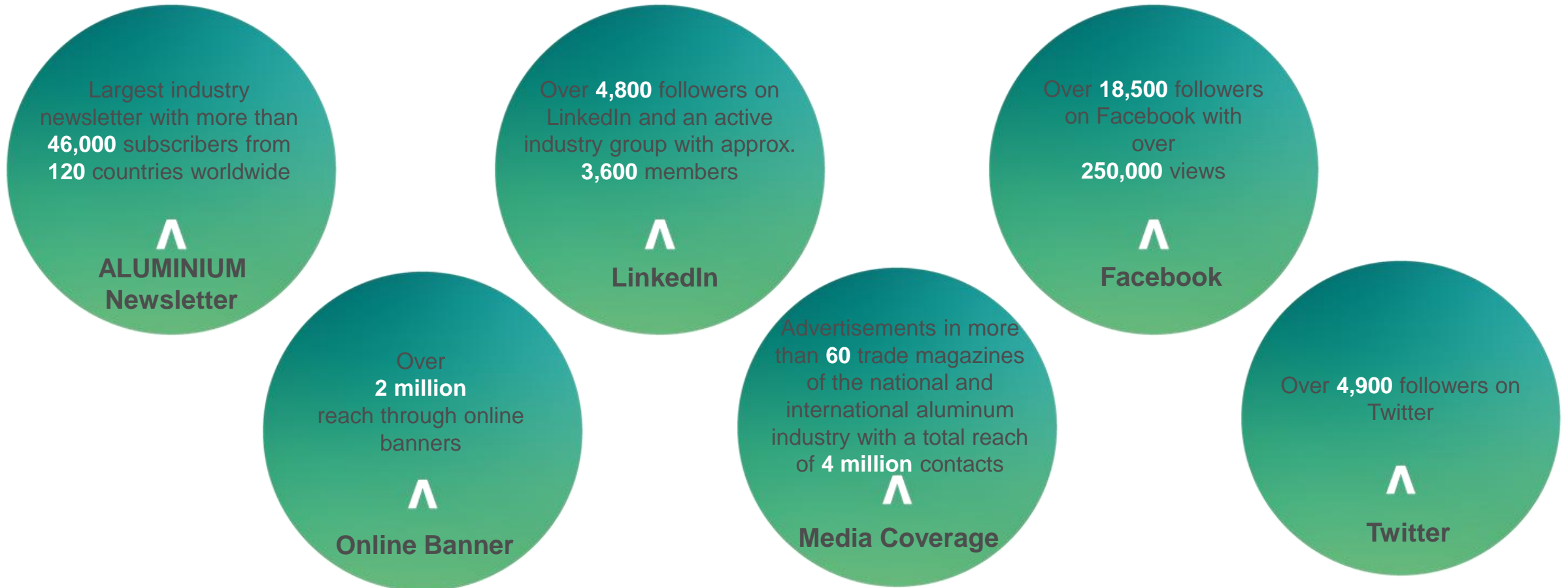
>100

number of countries represented by trade visitors at ALUMINIUM.



REACH THE ENTIRE ALUMINUM INDUSTRY IN THE RUN-UP TO THE FAIR: THE MEDIA REACH OF ALUMINIUM

As an exhibitor, you benefit comprehensively from the **highly efficient communication mix** of ALUMINIUM: Advertisements, online banners, mailings, newsletters, press releases, social media activities, trade fair publications and much more. The focus is on one **target group: the Aluminum Industry!**





ONLINE – 365 DAYS A YEAR

As the **world's leading aluminum trade show**, we also feature one of the world's leading websites and media platforms for the industry. Most visitors use our website to find out about aluminum and the trade fair itself.

The website is also the preferred way to prepare for the ALUMINIUM show visit and to seek orientation. Nearly all visitors purchase their ticket on the website as well.

It is the ideal place for you to advertise before, during and after the show.



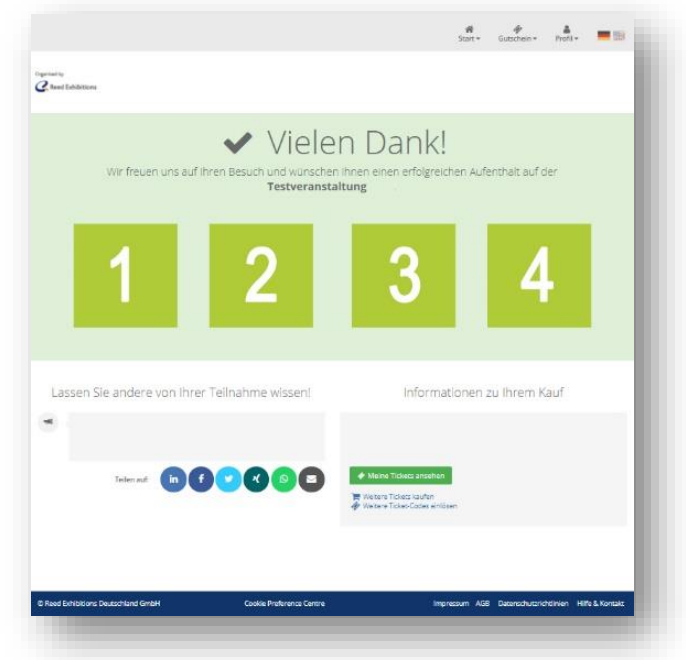
TICKETSHOP

Every visitor must register for the ALUMINIUM show. Become the exclusive sponsor of the visitor registration and ensure that every registered visitor will notice you.

Small Square Banner Position 2,3 or 4

- Presentation: **static**
- Position: confirmation page
- Dimensions: 200 x 200 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum: 3 exhibitors
Price: 1,990.00 €



ONLINE BANNER – AREA „TICKET PAGE“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

- Presentation: **static**
- Position: directly below the Promo Code Window
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Exclusive 1 exhibitor per position

Price: 1,590.00 €

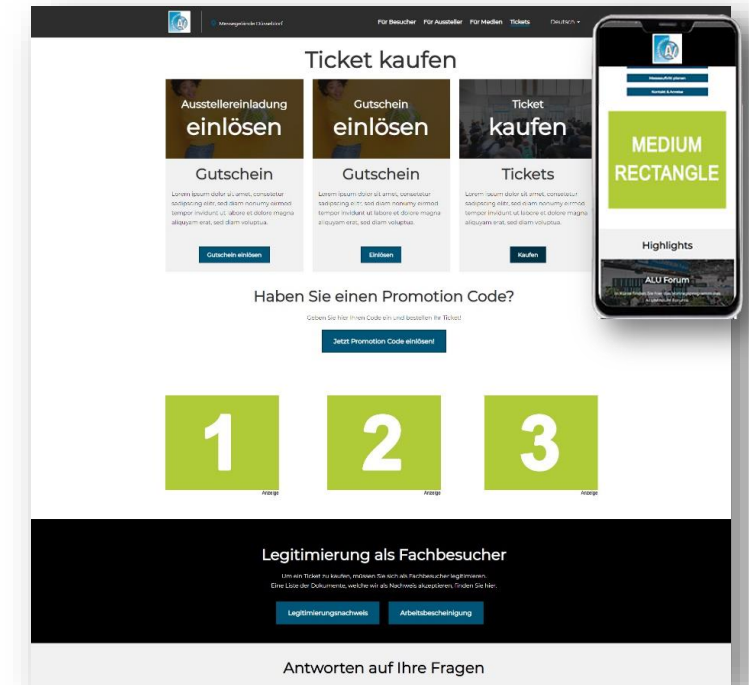
Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Position: directly below the Promo Code
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Exclusive 1 exhibitor

Price: 1,790.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – HOMEPAGE

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

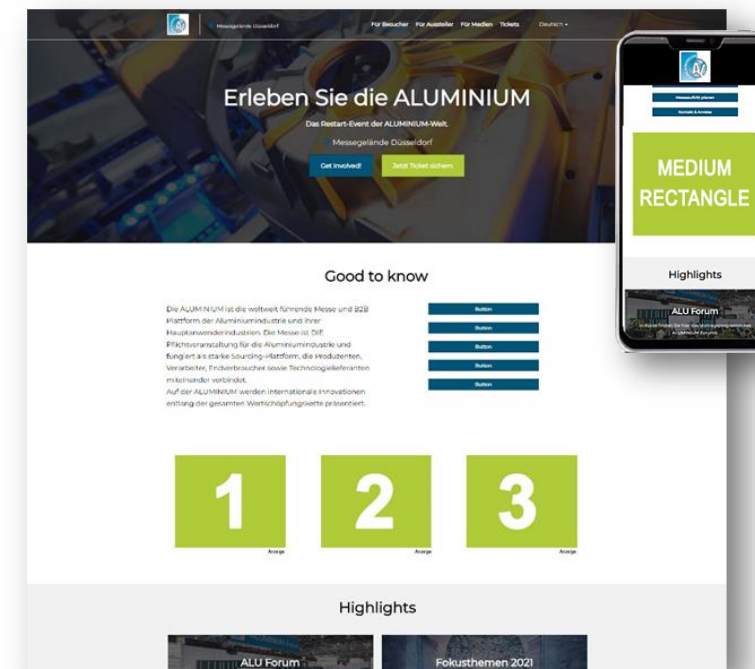
- Presentation: **static**
- Position: below the blue jump marks
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Exclusive 1 exhibitor per position
Price: 2,190.00 €

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Position: below the blue jump marks
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Exclusive 1 exhibitor
Price: 2,390.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – HOMEPAGE

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Leaderboard Banner 1*

- Presentation: **animated** (moving image)
- Position: jump mark, „Exhibitor“
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Maximum 2 exhibitors

Price: 1,790.00 €

Leaderboard Banner 2*

- Presentation: **animated** (moving image)
- Position: jump mark, „Programme“
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Maximum 2 exhibitors

Price: 1,790.00 €

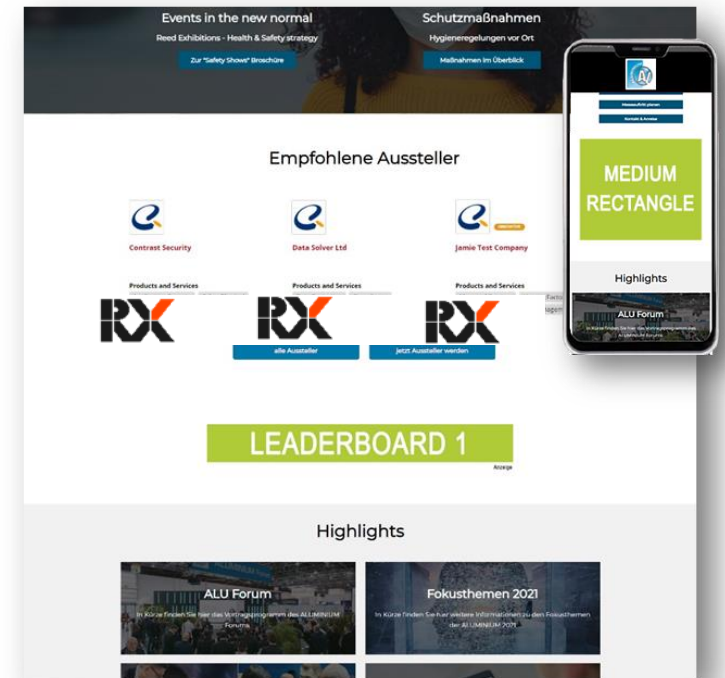
Video Placement

- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required



Exclusive 1 exhibitor

Price: 2,300.00 €



*Leaderboard display in mobile view: changes to medium rectangle format (300 x 250px)

ONLINE BANNER – AREA „FOR VISITORS“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

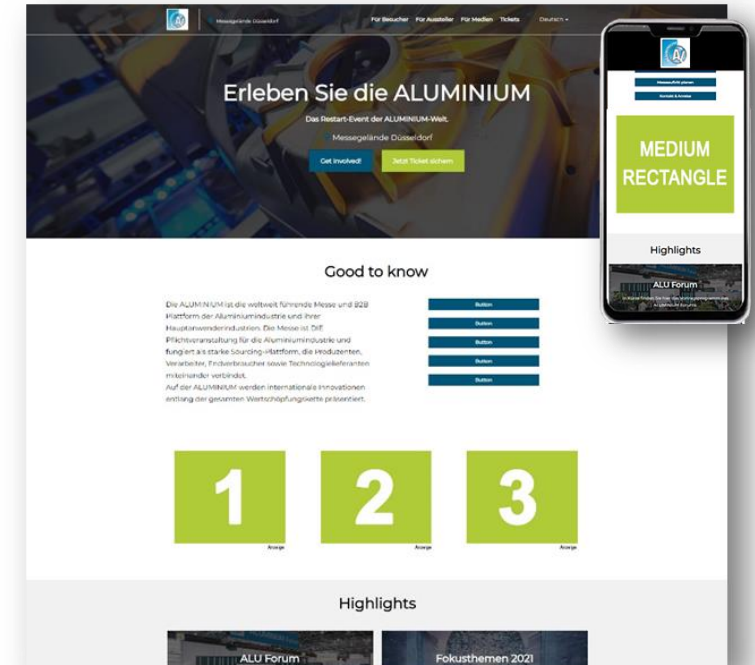
- Presentation: **static**
- Position: below the blue jump marks
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum 2 exhibitors
Price: 1,790.00 €

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Position: below the blue jump marks
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum 2 exhibitors
Price: 1,990.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – AREA „FOR VISITORS“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Leaderboard Banner 1*

- Presentation: **animated** (moving image)
- Position: jump mark, „Programme“
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

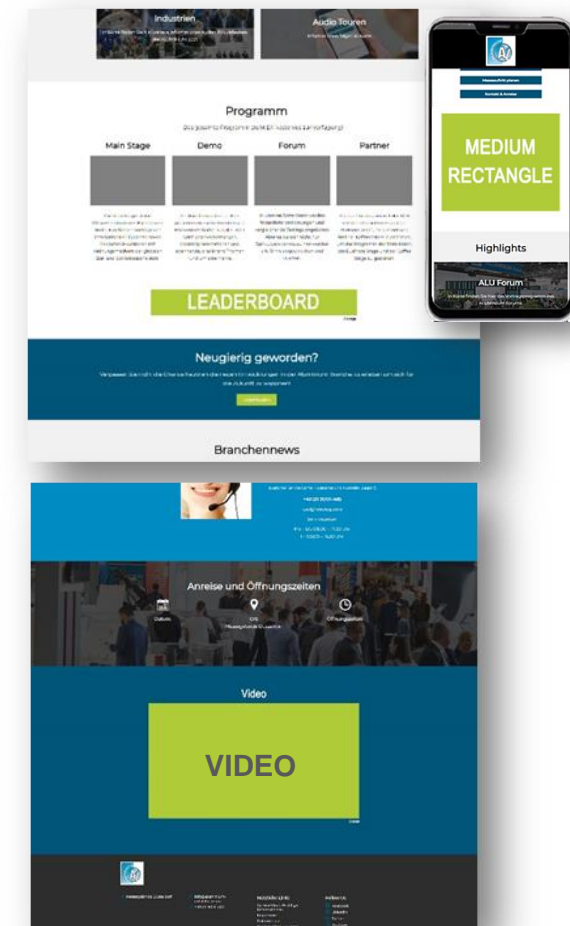
Maximum 3 exhibitors
Price: 1,590.00 €

Video Placement

- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

Exclusive 1 exhibitor
Price: 2,100.00 €

*Display in mobile view: changes to medium rectangle format (300 x 250px)



Prices do not include VAT. The following applies: "first come, first served".

ONLINE BANNER – AREA „FOR VISITORS“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

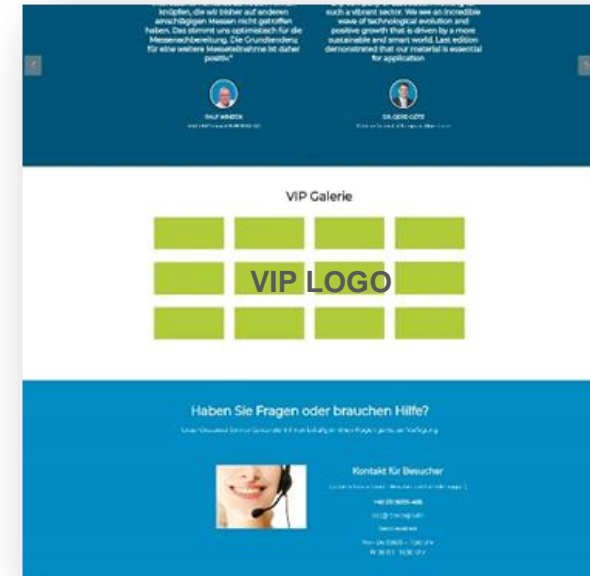
VIP Logo

- Dimensions: 200 x 100 px (w x h)
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Maximum 12 exhibitors

Price: 1,250.00 €



ONLINE BANNER – AREA „EXHIBITOR LIST“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

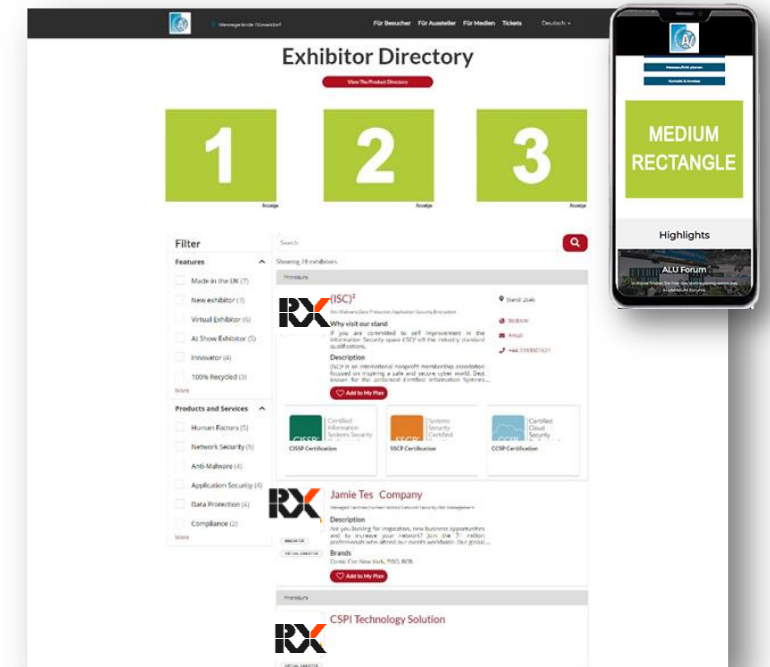
- Presentation: **static**
- Position: Above the exhibitor list
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum 2 exhibitors
Price: 1,790.00 €

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Position: Above the exhibitor list
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum 2 exhibitors
Price: 1,990.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – AREA „PROGRAMME“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

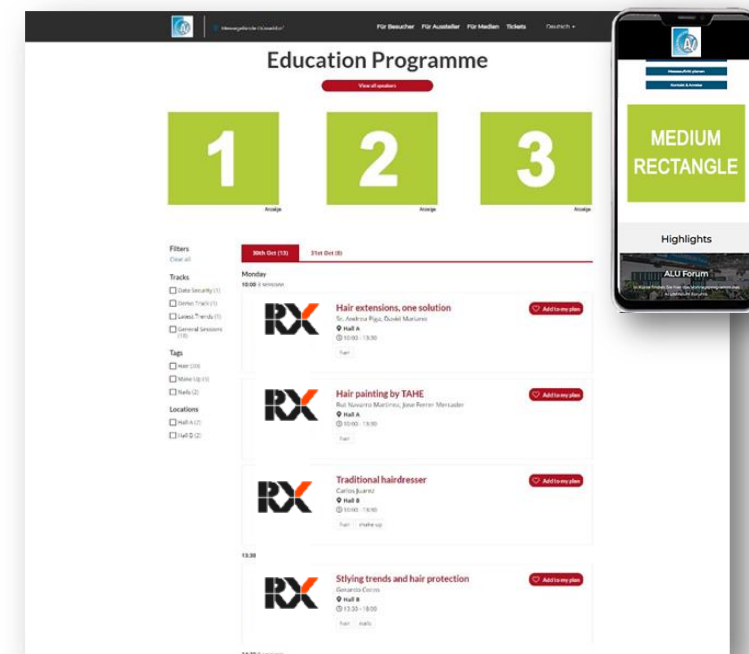
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Exclusive 1 exhibitor per position
Price: 1,790.00 €

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Exclusive 1 exhibitor per position
Price: 1,990.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – AREA „SPEAKER LIST“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

- Presentation: **static**
- Dimensions: 300 x 250 px

Exclusive 1 exhibitor per position
Price: 1,790.00 €

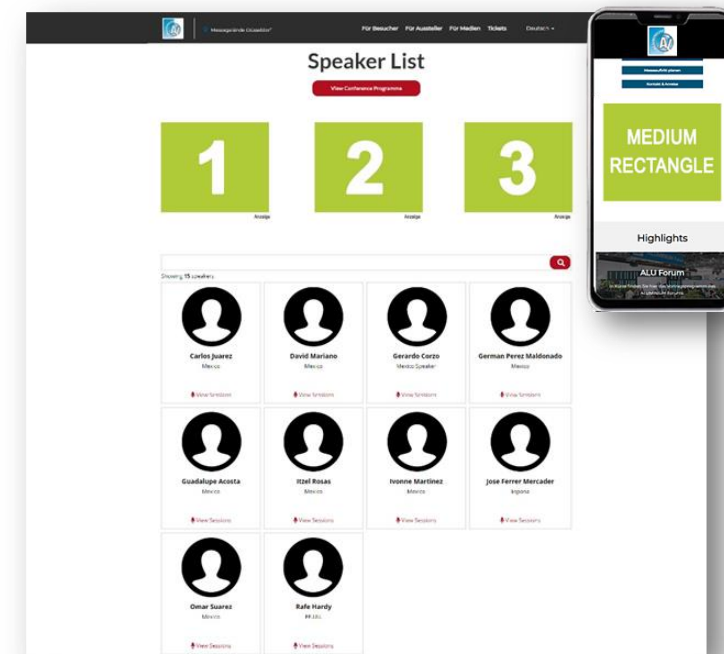
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px

Exclusive 1 exhibitor
Price: 1,990.00 €

- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – AREA „FOR EXHIBITORS“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

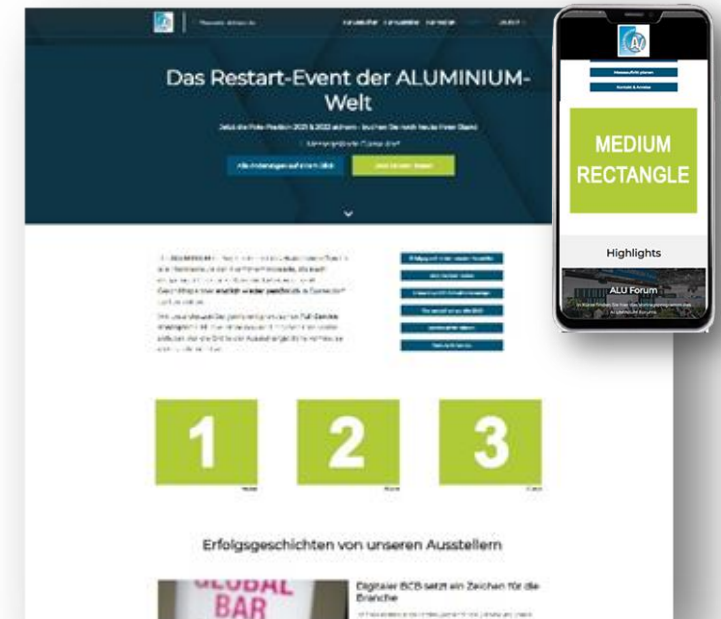
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum 2 exhibitors
Price: 1,790.00 €

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Maximum 2 exhibitors
Price: 1,990.00 €



*Display in mobile view: banners rotate in one position (changes after loading the web page)

ONLINE BANNER – AREA „FOR EXHIBITORS“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

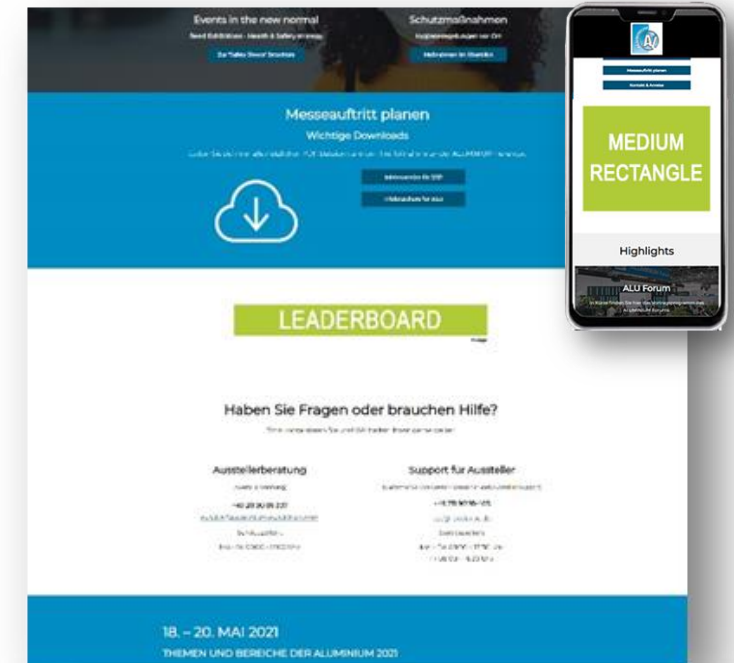
Leaderboard Banner*

- Position: Viewport “Planning your fair presence”
- Presentation: animated (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Maximum 3 exhibitors

Price: 1,590.00 €



*Leaderboard display in mobile view: changes to medium rectangle format (300 x 250px)

ONLINE BANNER – AREA „FOR MEDIA“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

Medium Rectangle Banner Position 1* or 3*

- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Exclusive 1 exhibitor per position
Price: 1,790.00 €

Medium Rectangle Banner Position 2*

- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Exclusive 1 exhibitor
Price: 1,990.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – AREA „FOR MEDIA“

Reach out to the **entire aluminium industry** and **increase visitor attention**. Make your target group aware of your brand, innovations, products and/or services.

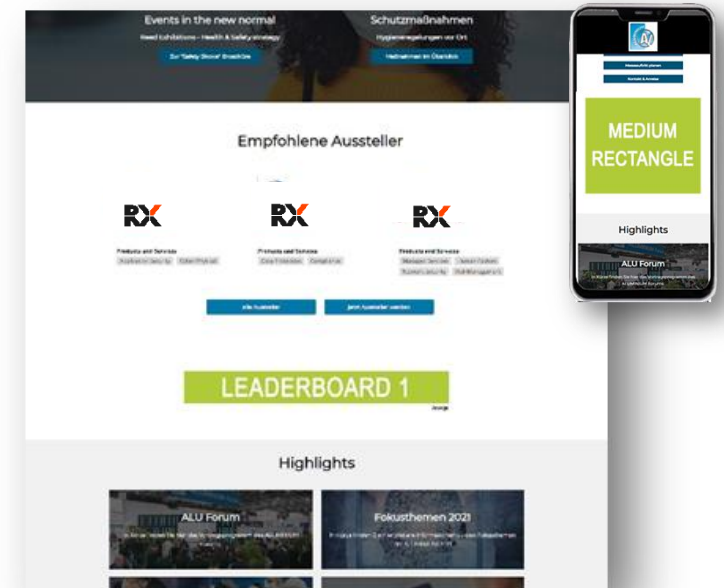
Leaderboard Banner*

- Position: Viewport „Accreditation“
- Presentation: animated (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Maximum 3 exhibitors

Price: 1,590.00 €



*Leaderboard display in mobile view: changes to medium rectangle format (300 x 250px)

VISITOR NEWSLETTER

Position yourself in the leading industry newsletter and benefit from a positive image- and knowledge transfer.

Reach: 46,000 recipients from 120 countries

Content article & Medium Rectangle

- Teaser text for the newsletter:
 - max. 85 characters for the headline and max. 185 characters for the text
- Medium Rectangle banner for newsletter
 - Dimensions: 300 x 250px (w x h), 72 dpi, JPG / PNG file, not animated
 - URL: linked to your preferred website
- Your main content on the ALUMINIUM website (approx. 2,000 - 4,000 characters)
- Image or logo in the newsletter and on the ALUMINIUM website
 - Dimensions for the picture in the newsletter: 72 dpi, JPG, 600 x 400 px (w x h)
 - Dimensions for the image on the website: 72 dpi, JPG with min. 72 dpi and min. 2400 x 1500 px (w x h)
 - Dimensions for the logo: JPG & EPS each with min. 300 dpi



Exclusive: 1 exhibitor per Newsletter

Price: 2,700.00 €

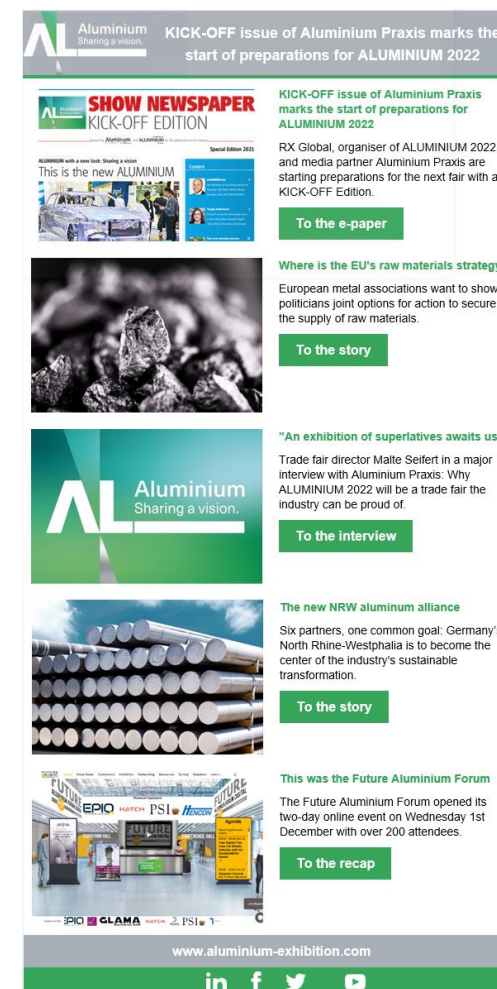
Medium Rectangle Banner

- Dimensions: 300 x 250 px (w x h), 72 dpi, JPG /
- PNG file, not animated
- URL: link to your preferred website



Maximum 2 exhibitors per Newsletter

Price: 750.00 €



ONLINE – DIGITAL MARKET PLACE



MATCHMAKING TOOL

ALUMINIUM matchmaking is the official appointment service for exhibitors and visitors of ALUMINIUM 2022.

It's a free service that helps you and our visitors to find exactly the right new contacts. Potential new customers and meetings with potential business partners are only a few clicks away. The platform will be available 8-10 weeks before the trade fair begins.

Dashboard Advertisement

- File: 72 dpi, PNG /JPG
- Dimensions: 800 x 400 px (w x h)
- Linked to exhibitor profile or website



Limited numbers of exhibitors

Price: 590.00 €

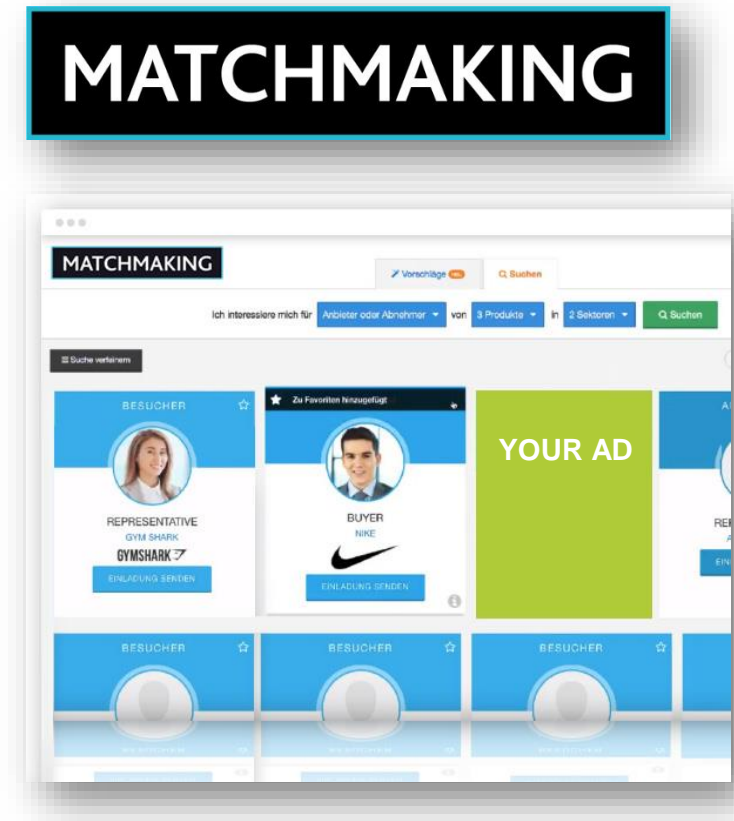
Category search Advertisement

- File: 72 dpi, PNG /JPG
- Dimensions: max. 580 x 725 px (w x h)
- Linked to exhibitor profile or website



Limited numbers of exhibitors



Price: 390.00 €



DIGITAL SHOW BAG

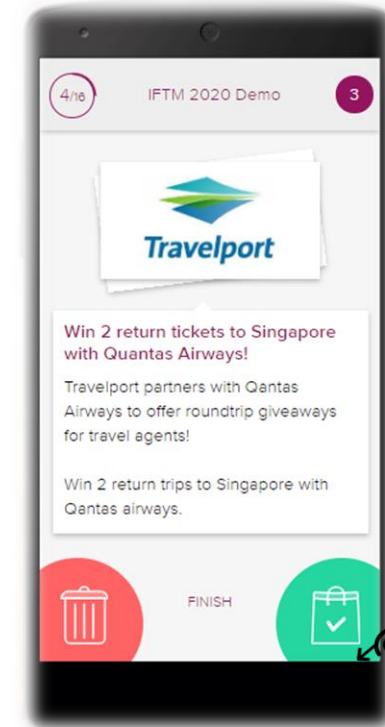
The digital show bag provides visitors an intuitive way to collect exclusive offers in exchange for their contact information. An offer can be anything to attract visitors and get them interested in your company, products or services. From giveaways to discounts, product samples to whitepapers, free consultancy to VIP lounge entry, many options have worked well for our exhibitors. Depending on who you want to target, the digital show bag can deliver qualified contacts.

Benefits:

-  **Qualified Leads**
Includes a lead report with the emails of whom collected your offer.
-  **Exposure**
This exclusive offer bag will be promoted via dedicated email campaigns, ensuring high reach amongst attendees.

Have a look at a DEMO BAG: [Product-led](#)

 Limited number of exhibitors



Easy swipe
experience

Easy access,
no download required

DIGITAL SHOW BAG

The digital show bag provides visitors an intuitive way to collect exclusive offers in exchange for their contact information.

An offer can be anything to attract visitors and get them interested in your company, products or services. From giveaways to discounts, product samples to whitepapers, free consultancy to VIP lounge entry, many options have worked well for our exhibitors. Depending on who you want to target, the digital show bag can deliver qualified contacts.

YOUR OPTIONS:

Premium Sponsorship

- Splash Screen ad
- 1 insert (always in first position)

Exclusive 1 exhibitor
Price: 6,250.00€

Additional Sponsor Insert

- Maximum 2 further inserts

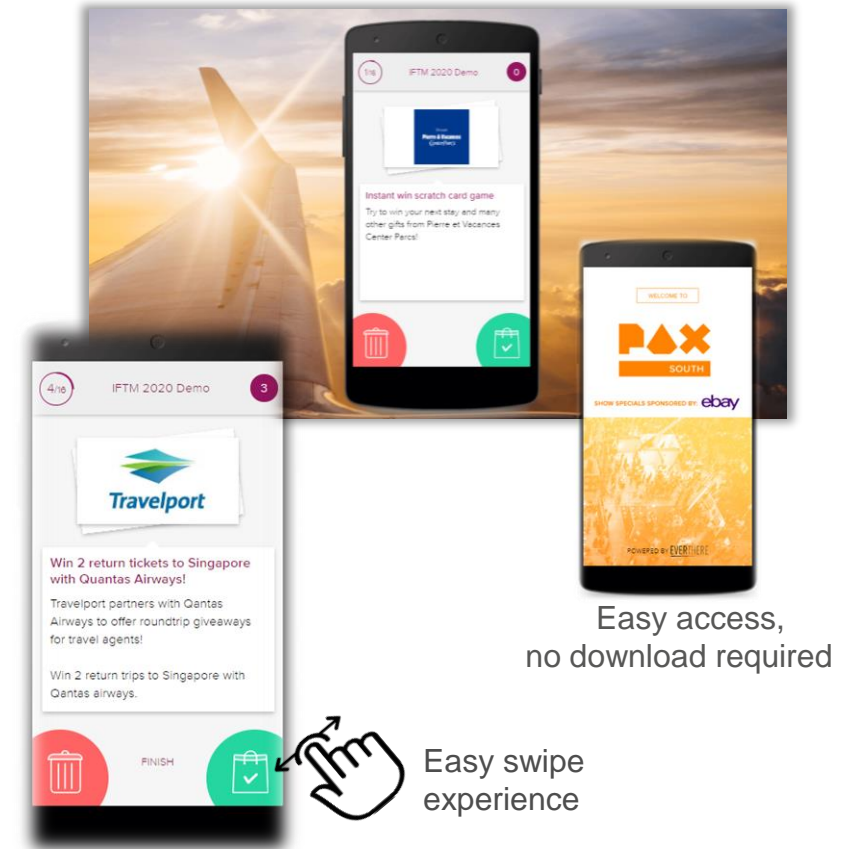
Price: 750.00€

Exhibitor Insert

Limited number of exhibitors
Price: 1,550.00 €

Additional Exhibitor Insert

Limited number of exhibitors
Price: 1,550.00 €





OUTDOOR ADVERTISING - NORTH, SOUTH & FAIRGROUND

TO MAKE SURE **YOUR COMPANY STANDS OUT AND STAYS IN PEOPLE'S MINDS**, WE ARE OFFERING A NUMBER OF **ATTRACTIVE ADVERTISING OPPORTUNITIES**. **STEER POTENTIAL CUSTOMERS TO YOUR STAND**, BY ADDRESSING THEM DIRECTLY - AND **PUT YOUR BRAND IN THE SPOTLIGHT**.



SUBWAY TO ENTRANCE NORTH

Noise protection wall (#5320053)

Show immediate presence as soon as the fair visitors get off the subway.

- Position: directly opposite the subway exits
- Printed on both sides with identical motif
- Dimensions: 6.00 x 3.48 m (w x h)

Maximum 4 exhibitors
Price: 5,250.00 €



Stair advertising subway platform (#5320058)

Stay at every turn with the visitors. Position your brand message with and make a lasting impression.

- 3 intervals with 12 steps each
- Dimensions: 5.44 x 1.80 m (w x h) per interval

Exclusive 1 exhibitor
Price: 9,250.00 €

SOLD



MEGATOWER ENTRANCE SOUTH

Megatower Entrance South – Exclusive (#5320200)

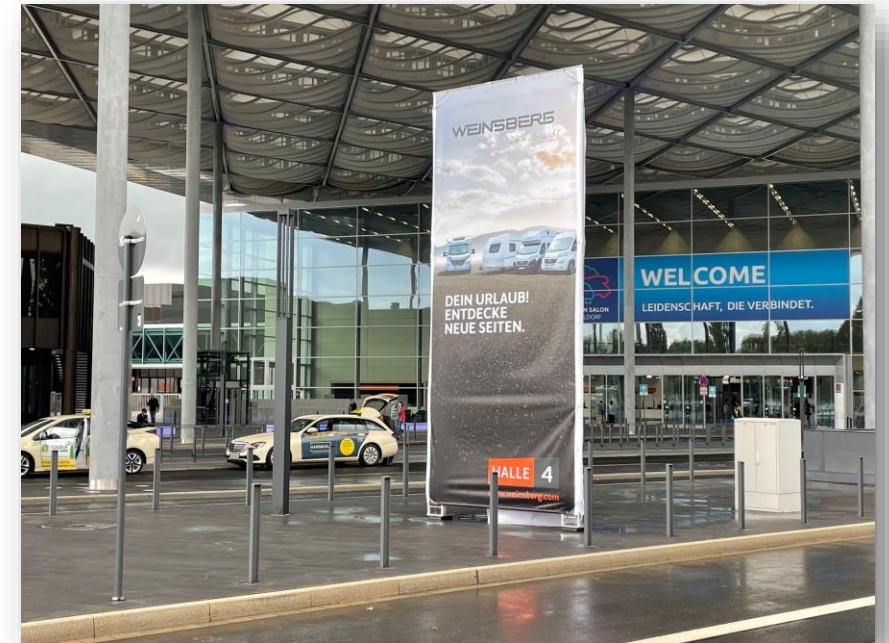
This exclusive option welcomes visitors before they enter ALUMINIUM 2022 at the newly designed South Entrance.

- Position: before Entrance South
- Three-sided
- Dimensions: 47,24 sqm total (2,48 x 6,35 x 3 / w x h)

Exclusive 1 exhibitor



Price: 12,900.00 €



SLIDING DOORS

Sliding doors Entrance North B (#5320054)

- Total 64 slides
Dimension: 32 slides 1.67 x 0.20 m (w x h)
Dimension: 32 slides 1.22 x 0.20 m (w x h)

Exclusive 1 exhibitor
Price: 10,250.00 €

SOLD



Sliding doors Entrance South (#5320210)

- Total slides: tba
Dimension: tba

Exclusive 1 exhibitor
Price: 13,000.00 €



ADVERTISING TOWER

Entrance North, South & Fairground

Advertising tower (#5320061)

The advertising towers can be individually positioned in Entrance North, South or within the fairground.

- 3-sided
- 3 identical motifs
- Dimensions: 18.18 sqm total = 6,06 m² per side (2.02 x 3.00 m / w x h)



Limited number of exhibitors

Price: 3,770.00 €



TRIANGULAR STAND UP DISPLAY

Entrance North, South & Fairground

Triangular stand-up display Entrance North (#5320046)

This display can be individually positioned in Entrance North, South or within the fairground .

- 3-sided
- 3 identical motifs
- Dimensions: 2,70 sqm total = 0,90 sqm per side (0.79 x 1.14 m / w x h)

^ Limited number of exhibitors

Price: 905.00 €



CITY LIGHT POSTER

Entrance South

City Light Poster in front of Entrance South (#5320045)

Accompany the visitors on their way to the trade fair halls.
Be remembered and invite them to your booth.

- double-sided, not illuminated
- 4/1 sheet format
- Dimensions : 1.19 x 1.75 m (w x h)

Maximum 6 exhibitors
Price: 1,590.00 €



OUTDOOR ADVERTISING HALL 1 & 3

Advertising sign next to hall entrance (#5320202 & #5320203)

This Banner may serve as branding of hall 1 or 3 and would let visitors know that this is “your” hall.

- Position: hall 1(#5320202) & 3 (#5320203)
- Dimensions: 5.40 x 9.00m (W x H / total 49 sqm)



Exclusive 1 exhibitor per hall

Price: 11,200.00 €



MOBILE MEGA POSTER

Mobile Mega Poster – EXCLUSIVE (#5320198)

Post your marketing message anywhere on the fairgrounds (outside).

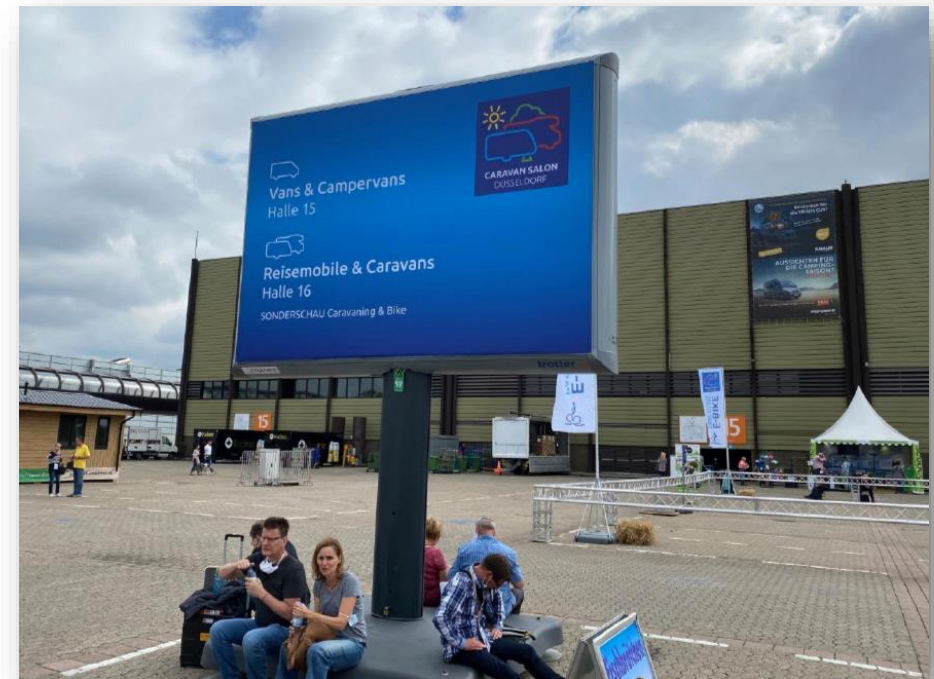
- Position: after arrangement
- double-sided
- illuminated
- Dimensions: 15,40 sqm = 7,70 sqm (3,35 x 2,3 m / w x h)



Limited number of exhibitors

Price: 7,200.00 € (plus 200.00 € editing fee)**

**Fees may vary, if files are not submitted in correct format



OUTDOOR ADVERTISING HALL 6

Lamella Poster hall 6 (#5320204) 1

- Position: directly above hall entrance
- Dimensions: 120 sqm (10.00 x 12.00 m / w x h)

Exclusive 1 exhibitor
Price: 16,500.00 €

Billboard hall 6 (#5320201) 2

Large banner in front of hall 6

- Left and right of the hall entrance
- Dimensions: 22,56 sqm (7.05 x 3.20 m / w x h)

Maximum 2 exhibitors
Price: 5,640,00 €



OUTDOOR ADVERTISING HALL 7

Giant Poster at hall 7 (#5320205)

This giant poster ensures that your company is attracting the attention it deserves.

- Advertising space on the outside wall of the hall
- Dimensions: 96,60 sqm (7.43 x 13.00 m / w x h)

Exclusive 1 exhibitor
Price: 12,850.00 €



OUTDOOR ADVERTISING HALLS

Advertising sign above hall entrance (#5320207) **1**

- For halls 1, 3, 4, 5 & 7a
- Dimensions: 9,79 sqm (5,56 x 1,76 m / w x h)

^ Limited number of exhibitors

Price: 2,400.00 €

Advertising sign outside wall of the hall (#5320206) **2**

- Various positions at halls 1, 3, 4, 5 & 7a
- Dimensions: 9,79 sqm (5,56 x 1,76 m / w x h)

^ Limited number of exhibitors

Price: 2,100.00 €



ALUMINIUM DIGITAL SIGNAGE



MOBILE LED SCREEN

Mobile LED Screen – Video Clip (#4330086)

Nothing moves people more than moving images. Post your video message anywhere on the fairgrounds (outside).

- Position: after arrangement
- Dimensions: 8 sqm (2,35,00 x 3,25 m / w x h)
- 15 sec. clip at least 260 times per day
- One-sided / Backside available upon request and surcharge



Limited number of exhibitors

Price: 4,200.00 € (plus 200.00 € editing fee)**

Please note that above option will also come with ALUMINIUM 2022 content by the organizer (approx. 1/3 of the time) and other exhibitor ad's and videos.

**Fees may vary, if files are not submitted in correct format.



[DEMO VIDEO](#)

MOBILE LED SCREEN

Mobile LED Screen – EXCLUSIVE (#4330085)

Nothing moves people more than moving images. Post your video message anywhere on the fairgrounds (outside).

- Position: after arrangement
- Dimensions: 8 sqm (2,35,00 x 3,25 m / w x h)
- exclusive exhibitor content
- One-sided / Backside available upon request and surcharge



Maximum 3 exhibitors

Price: 14,200.00 € (plus 200.00 € editing fee)**

Exclusive option may only show your content. We recommend adding at least 1/3 of ALUMINIUM 2022 content to increase attention of visitors.

**Fees may vary, if files are not submitted in correct format.



[DEMO VIDEO](#)

**ALUMINIUM DIGITAL
SIGNAGE PACKAGE
„LED NET“**



DIGITAL SIGNAGE PACKAGE “LED NET”

LED Wall NET (#4330084)

Make a strong and lasting impression by presenting your company with an advertisement on the following hotspot LED screens:

- 1 LED wall entrance north (**inside**)
- 2 LED Wall Entrance South (**inside**)
- 3 LED screen traffic circle / exhibition center (**outdoor**)
- 4 LED screen between hall 1 & hall 4 (**outdoor**)

- 15 sec. clip at least every 2.8 minutes / 260 times per day on each LED wall
- shared with other exhibitors and ALUMINIUM content

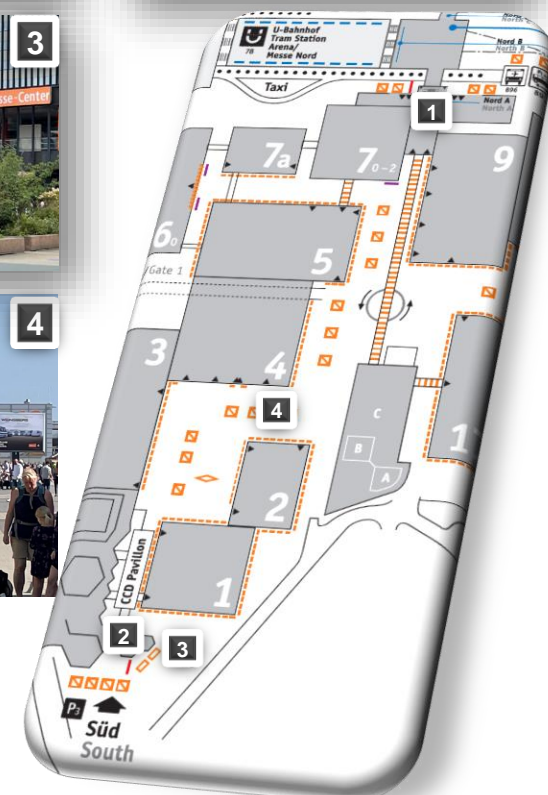
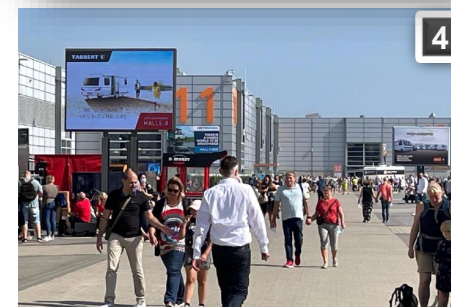
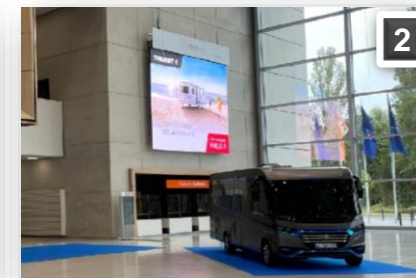


Maximum 6 exhibitors

Price: 12,500.00 € (plus 200.00 € editing fee)**

Please note that above option will also come with ALUMINIUM 2022 content by the organizer (approx. 1/3 of the time) and other exhibitor ad's and videos.

**Fees may vary, if files are not submitted in correct format.



DIGITAL SIGNAGE PACKAGE "LED NET"

1 LED WALL ENTRANCE NORTH

- Position: Entrance area North
- 15 sec. video clip at least 260 times per day
- Size & Dimensions: 24 sqm (4,00 x 6,00 m / w x h)
- Technical requirements:
Video format: .mp4 Codec 264 / Dimensions: 1538 x 1024 px
Picture format: .jpg / Dimensions: 1538 x 1024 px

Please note that above option will also come with ALUMINIUM 2022 content by the organizer (approx. 1/3 of the time) and other exhibitor ad's and videos.



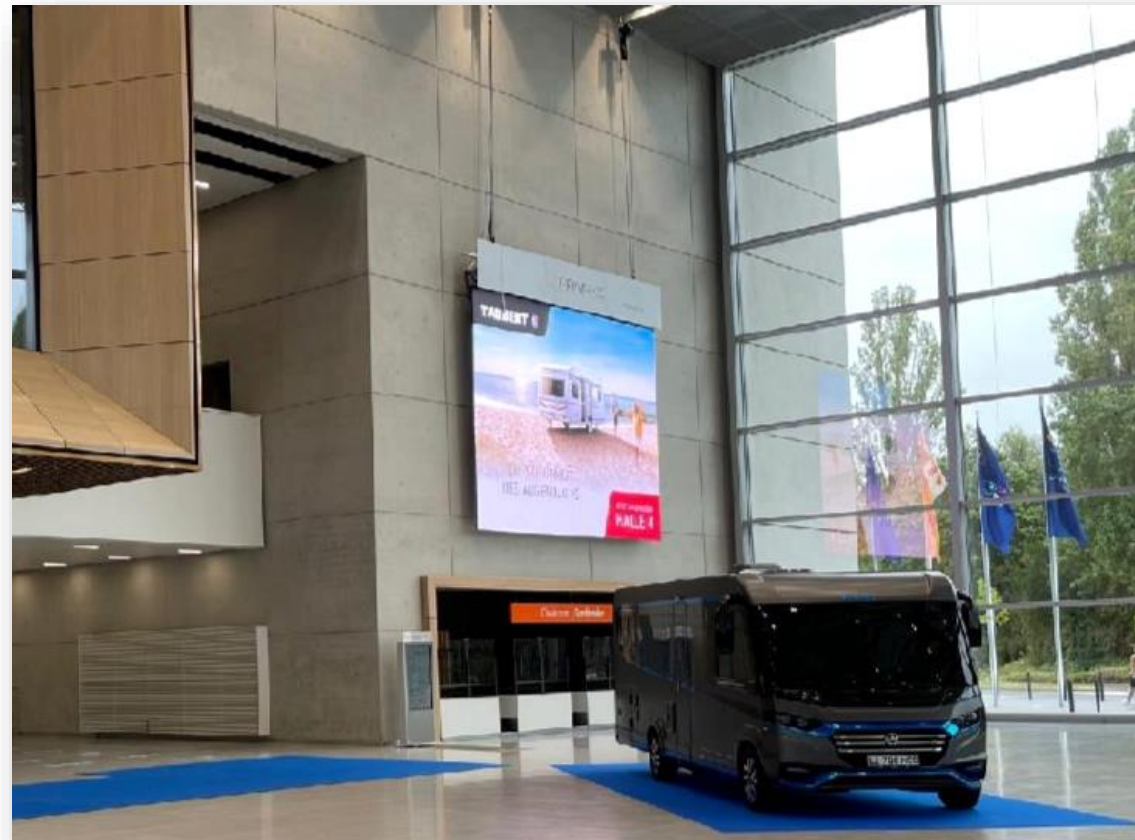
[DEMO VIDEO](#)

DIGITAL SIGNAGE PACKAGE "LED NET"

2 LED WALL ENTRANCE SOUTH

- Position: South Entrance (inside)
- 15 sec. clip at least 260 times per day
- Size & Dimensions: 35 sqm (7,00 x 5,00 m / w x h)
- Technical requirements:
Video format: .mp4 Codec 264 / Dimensions: 1792 x 1024 px
Picture format: .jpg / Dimensions: 1792 x 1080 px

Please note that above option will also come with ALUMINIUM 2022 content by the organizer (approx. 1/3 of the time) and other exhibitor ad's and videos.



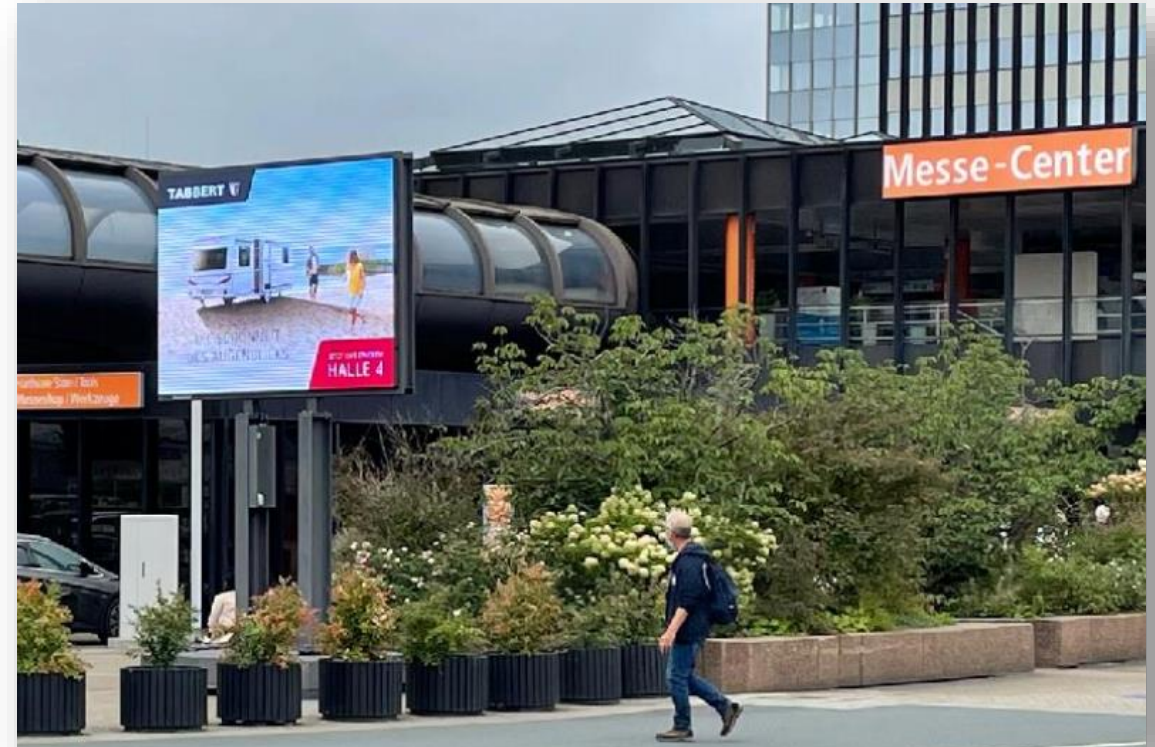
[DEMO VIDEO](#)

DIGITAL SIGNAGE PACKAGE "LED NET"

3 LED WALL TRAFFIC CIRCLE ENTRANCE SOUTH

- Position: outdoor area traffic circle / exhibition center
- 15 sec. clip at least 260 times per day
- Size & Dimensions: 8,00 sqm (2,35 x 3,25m / w x h)
- Technical requirements:
Video format: .mp4 Codec 264 / Dimensions: 480 x 640 px
Picture format: .jpg / Dimensions: 482 x 640 px

Please note that above option will also come with ALUMINIUM 2022 content by the organizer (approx. 1/3 of the time) and other exhibitor ad's and videos.



DIGITAL SIGNAGE PACKAGE "LED NET"

4 MOBILE LED SCREEN

- Position: between hall 1 & hall 4
- 15 sec. clip at least 260 times per day
- Size & Dimensions: 8,00 sqm (2,35 x 3,25m / w x h)
- Technical requirements:
Video format: .mp4 Codec 264 / Dimensions: 480 x 640 px
Picture format: .jpg / Dimensions: 482 x 640 px

Please note that above option will also come with ALUMINIUM 2022 content by the organizer (approx. 1/3 of the time) and other exhibitor ad's and videos.



[DEMO VIDEO](#)

INDOOR ADVERTISING – ENTRANCE NORTH & SOUTH



CEILING SIGN & WALL BANNER ENTRANCE NORTH

Ceiling sign Entrance North (5320083) 1

An impressive way to welcome your existing and potential new customers to ALUMINIUM 2022.

- Size & Dimensions: 29 sqm = 14,50 sqm per side (5.00 x 2.90 m / w x h)
- Double sided

⚡ Limited number of exhibitors

Price: 4,505.00 €

Price: 5,505.00 € (#5320211 = Position 5 / above entry scanners is sold)



Wall banner Entrance North (#5320138) 2

- Position next to the entry scanners
- Size & Dimensions: 20 sqm (5.00 x 4.00 m / w x h)

⚡ Maximum 2 exhibitors

Price: 3,950.00 €



CEILING SIGN ENTRANCE SOUTH

Ceiling sign (#5320208)

Visitors entering and leaving ALUMINIUM 2022 through the South Entrance, will walk towards this banner, which makes for a lasting first and last impression. An excellent way to position your brand or company and to stay in peoples' mind.

- Size & Dimensions: 48 sqm = 24 sqm per side (6.00 x 4.00 m / w x h)
- Double-sided

Maximum 3 exhibitors
Price: 14,800.00 €



WALL BANNER AT ENTRANCE SOUTH

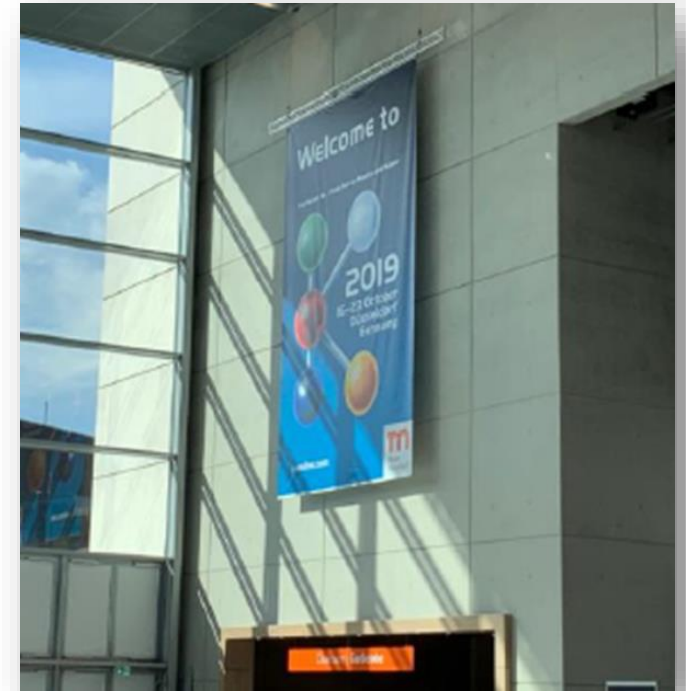
Wall Banner Entrance South (#5320087)

Visitors entering ALUMINIUM 2022, will walk towards this banner.

Especially if they would like to leave or pick up their jackets at the cloak room.

- Position: above the cloak room
- Size & Dimensions: 8.00 x 5.00 m (w x h / total 40 sqm)

^ Exclusive 1 exhibitor
Price: 12,500.00 €



WALL BANNER AT ENTRANCE SOUTH

Advertising wall within entrance area of Entrance South (# 5320209)

Let visitors know that you are at the ALUMINIUM 2022 and where you can be found. This options could support your branding needs but also offers enough room for more complex messages and information.

- Position: Entrance South
- Size & Dimensions: 20 sqm total = 10 sqm per side (4.00 x 2,50 m / w x h)
- Double-sided

Maximum 4 exhibitors
Price: 4,750.00 €



WINDOW TAPING ENTRANCE NORTH

Window taping (#5320085)

- 5 identical motives on every other window accompanying entering visitors on their way to the ALUMINIUM 2022 exhibition halls.
- Size & Dimensions: 23.19 sqm total = 4.64 sqm per window (1.75 x 2.65 m / w x h)

Maximum 2 exhibitors
Price: 5,800.00 €



BOX BRANDING

Box branding Entrance North (#5320103)

Lanyards and the pocket floor plans are provided to visitors in these boxes

Exclusive 1 exhibitor
Price: 4,500.00 €

Box branding Entrance South (#5320103)

Lanyards and the pocket floor plans are provided to the visitors in these boxes

Exclusive 1 exhibitor
Price: 4,500.00 €



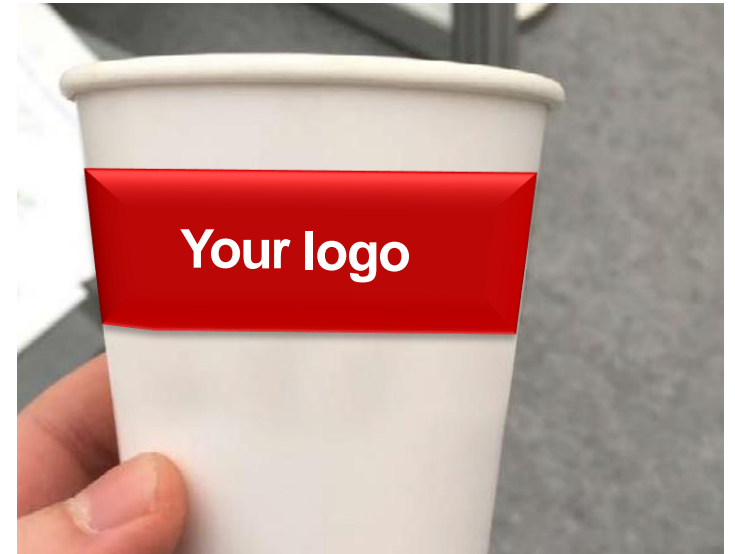
HOST OF A WELCOME COFFEE STATION

Coffee station (#5330004)

With your branding on a coffee station, as well as your logo on the coffee cups, you will greet visitors with freshly brewed coffee every morning, when the trade show starts.

- Your Logo on coffee cups and table displays
- Location of the coffee station will be highlighted in the pocket floorplan
- Your own roll-up banner (1 x 2m / w x h) next to coffee station

^ Exclusive 1 exhibitor
Price: 11,700.00 €



Example

HUGE AD VIDEO WALL

A very good opportunity to give visitors a decisive impulse during their orientation phase.

Advertisement (#4330007)

- Size & Dimensions: 6,98 sqm (2.28 x 3.06 m / w x h)

^ Limited number of exhibitors
Price: 3,070.00 €

Video (#4330008)

- Size & Dimensions: 6,98 sqm (2.28 x 3.06 m / w x h)
- 25 sec. clip

^ Limited number of exhibitors
Price: 4,030.00 €

SOLD



ADVERTISING ON THE STAIRS ENTRANCE NORTH

Stair banner (#5320102)

Guaranteed attention from any distance.

- 1 stair: 2 staircases á 17 steps
- Size & Dimensions: 13.09 sqm total = 6.55 sqm per landing (2.48 x 2.64 m each landing / w x h)

Maximum 2 exhibitors

Price: 7,150.00 €



INDOOR ADVERTISING - OTHERS



OFFICIAL ALUMINIUM TRADE SHOW BAG

The trade show bag is a constant companion for visitors. Visitors carry your logo throughout their show visit - and may use the bag afterwards as well. You may also just place an insert in the show bag. As a bag sponsor, you can design one side of the bag and supply one of the limited number of inserts with which they are distributed.

Show bag Sponsor (#5320020)

- Incl. 1 insert
- Exhibitor responsible for production & delivery
- Edition: TBA

SOLD

^ Exclusive 1 exhibitor
Price: 6,105.00 €

Insert for the show bag (#5320014)

Include your brochure, give away or an invitation to your booth with the trade show bag.

- Exhibitor responsible for production & delivery of insert
- Incl. confectioning

^ Maximum 6 exhibitors
Price: 1,250.00 €



OFFICIAL ALUMINIUM VIP SHOW BAG

Interested in **reaching out to our VIP trade visitors** and the trade press? Then the VIP show bag is the right format for you!

VIP Show bag Sponsor (#5320017)

- Incl. 1 insert
- Exhibitor responsible for production of show bag, insert & delivery
- Edition: 500 pieces.

^ Exclusive 1 exhibitor
Price: 3,250.00 €

Insert for the VIP show bag (#5320016)

- Exhibitor responsible for production & delivery of insert

^ Maximum 3 exhibitors
Price: 1,250.00 €



INDOOR – ADVERTISING HALLS



RIGHT IN THE MIDDLE OF THE ALUMINIUM
2022 TRADE FAIR, THERE **ARE EXCELLENT
OPPORTUNITIES TO FOCUS VISITORS ON
YOUR STAND, BRAND OR COMPETENCIES.**



VIP LOUNGE

Branding at its best! As a sponsor of the VIP Lounge, you will be able to reach out to the industry's top decision makers who have been nominated as VIP visitors by you and your fellow exhibitors.

VIP Lounge Sponsoring (#5330017)

- Name branding “ALUMINIUM VIP Lounge sponsored by ...” throughout the entire invitation process
- Name branding on signposts and menus
- Placement of your flyers or give-aways in the lounge
- Own your table in the VIP lounge
- Priority rights for the sponsorship of the VIP bags

^ Exclusive 1 exhibitor
Price: 6,900.00 €



HOT SPOT

Get visitors to spell out your company name, your brand or slogan - and stay in positive memory. With this sponsorship, you benefit from a strong brand awareness and bring visitors into direct contact with your company.

Hot Spot Sponsorship (#5340001)

- Your company name is associated with the Hot Spot Area. Your company logo is included in the orientation plan, the pocket floor plan, in the Show Guide and on all signs leading to the Hot Spot Area
- Your company logo on table displays in the Hot Spot Area (e.g. WIFI Spot sponsored by...)
- Link to landing page of sponsor's choice (after entering password)
- Password of your choice (min. 6 digits)



Exclusive 1 exhibitor

Price: 6,800.00 €



PROMOTION TEAM

With a promotion team, you could effectively draw attention to your brand, products or services. There is also no better way to attract visitors to your stand. Promoters may hand out free of charge product samples, Give-Aways or flyers in your hall and outside.

Promotion Team (#5340050)

- Permission for a promotion team (consisting of 2 promoters) for all days of the ALUMINIUM trade fair
- Personnel and equipment will be provided by the exhibitor

⋖ Limited number of exhibitors per hall
Price: 2,100.00 €

Please note: The promoters' badges have to be worn at all times and must be clearly visible.



ALUMINIUM VISITOR GUIDANCE



INSPIRE VISITORS DURING THEIR
ORIENTATION PHASE AND LEAD THEM
DIRECTLY TO YOUR STAND.



POCKET FLOOR PLAN

For **advertisements** and/or to present your **company logo**, take advantage of the **event's most used medium to navigate** through the show and present yourself to visitors, press representatives, congress participants and exhibitors. **Help visitors find your booth easily.**

Logo hall plan & highlighting exhibitor list (#5300085)

- < Limited number of exhibitors
- Price: 980.00 €



POCKET FLOOR PLAN

For **advertising** and/or your **company logo** take advantage of the **event's most used medium to navigate** through the show and present yourself to visitors, press representatives, congress participants and exhibitors. **Help visitors to find your booth easily.**

Advertisement Position 1 (# 5300075) **1**

- Dimensions: 80 x 130 (w x h)

Price: 3,950.00 €

Advertisement Position 2 / 3 (#5300076 / #5300120) **2** **3**

- Dimensions: 87 x 60 mm (w x h)

Price (per Position): 1,460.00 €

Advertisement Position 4 (#5300078) **4**

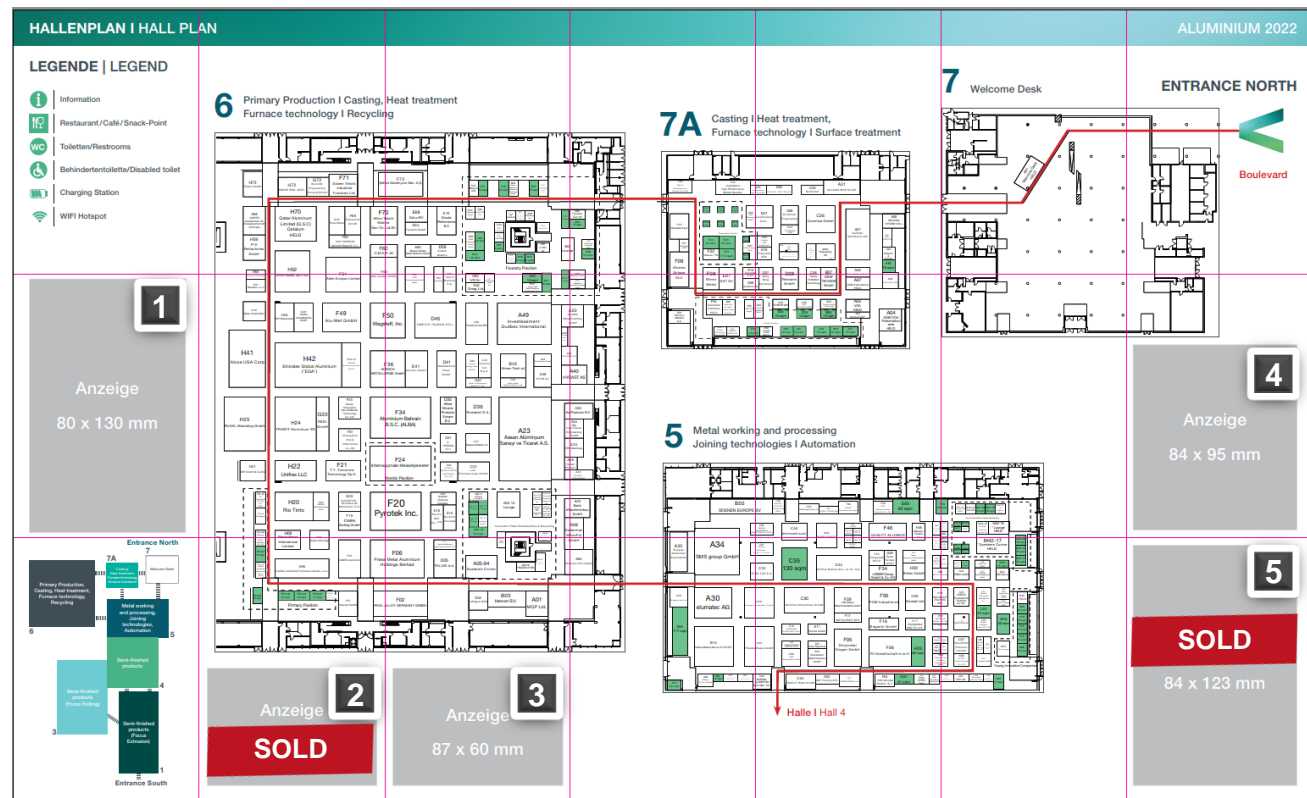
- Dimensions: 84 x 95 mm (w x h)

Price: 2,230.00 €

Advertisement Position 5 (#5300121) **5**

- Dimensions: 84 x 123 mm (w x h)

Price: 2,890.00 €



POCKET FLOOR PLAN

For **advertising** and/or your **company logo** take advantage of the **event's most used medium to navigate** through the show and present yourself to visitors, press representatives, congress participants and exhibitors. **Help visitors to find your booth easily.**

Advertisement Position 6 / 7 (#5300122 / #-23)

- Dimensions: 105 x 83 (B x H)

Price (per Position): 2,440.00 €

Advertisement Position 8 (#5300082)

- Dimensions: 87 x 105 mm (B x H)

Price: 2,560.00 €

Advertisement Position 9 (#5300124)

- Dimensions: 83 x 105 mm (B x H)

Price: 2,440.00 €

Advertisement Position 10 (#5300125)

- Dimensions: 127 x 83 mm (B x H)

Price: 2,950.00 €

Advertisement Position 11 (#5300126)

- Dimensions: 123 x 83 mm (B x H)

Price: 2,860.00 €

Advertisement Position 12 (#5300127)

- Dimensions: 95 x 183 mm (B x H)

Price: 4,870.00 €

Advertisement Position 13 / 14 (#5300128 / #-29)

- Dimensions: 95 x 89 mm (B x H)

Price (per Position): 2,370.00 €



ORIENTATION PLANS

Large floor plans at all entrances to the halls not only help our visitors navigate their **way around**, but also offer you **another chance** to highlight your company's presence. With your banner and logo on the floor plan, you will **help visitors finding your booth**.

Banner & logo on orientation plan (#5300065)

- Plan dimensions: tba (w x h)

Exclusive: 1 exhibitor per hall
Price: 1,400.00 €

Logo on orientation plan (#5300066)

- Plan dimensions: tba (w x h)

Limited number of exhibitors
Price: 950.00 €



GUIDED TOUR - AUDIO TOUR

Guided Tours 2.0 - With the new Audio Guided Tours, we help **visitors** navigate the fair according to the topics that are important to them - whenever it suits them. Additionally, the tool serves both, as **navigation and orientation** for visitors.

Your offers match the interest of our visitors? As soon as interested **visitors** are **close to your booth**, the tool **will notify them about your offerings via push message**.

Guided Tour – Medium Package (#5350025) 1

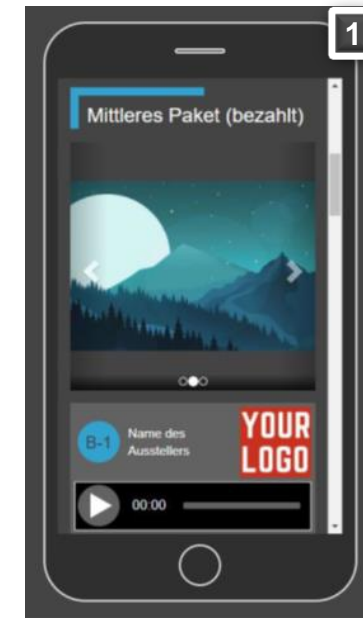
- Exhibitor is listed with booth number and logo
- Linking of keywords
- Linking of contact data
- One audio track (German & English)
- Picture carousel

< Price: 260.00 €

Guided Tour - Large Package (#5350026) 2

- Exhibitor is listed with booth number and logo
- Linking of keywords
- Linking of contact data
- One audio track (German & English)
- Picture carousel
- Video
- Integration of three PDF files

< Price: 910.00 €



Test exhibitor profile as preview: [DEMO](#)

FLOOR ADVERTISING

By using **floor advertising**, you attract visitors' attention as they pass through the hall entrance. That way, you can **lead them directly to your stand** or arouse the curiosity of passersby.

Floor graphics in your hall (#5320031) 1

Minimum order of 15 pieces / identical motifs

- Size & Dimensions per piece: 2,10 sqm (0.70 x 0.70 x 0.70 m (triangular))
- Floor graphics are not possible for the boulevard area

⌞ Limited number of exhibitors
Price: 297.00 € per piece

Floor minder (#5320036) 2

- In the hall entrance or between the halls
- Size & Dimensions: 4.00 sqm (2.00 x 2.00 m / w x h)

⌞ Limited number of exhibitors
Price: 2,350.00 € per piece



SHOW GUIDE

The show guide contains all information about the trade fair and is also used as a reference guide afterwards by visitors, exhibitors and the press. It is actively distributed at the entrances and sent to the VIP visitors before the fair begins.

Inside front cover: DIN A5 (#5300030)

- Dimensions: 148 x 210 mm (w x h)

Price: 3,757.00 € **RESERVED**

Inside back cover: DIN A5 (#5300031)

- Dimensions: 148 x 210 mm (w x h)

Price: 3,757.00 €

Backcover: DIN A5 (#5300032)

- Dimensions: 148 x 210 mm (w x h)

Price: 5,175.00 € **RESERVED**

Inner section: DIN A5 (#5300024)

- Dimensions: 148 x 210 mm (w x h)

Price: 3,526.00 €

Inner section: ½ DIN A5 (#5300025)

- Dimensions: 148 x 105 mm (w x h)

Price: 2,236.00 €

Inside section: ¼ DIN A5 (#5300027)

- Dimensions: 90 x 127 mm (w x h)

Price: 1,639.00 €



YOUR PERSONAL CONTACT

Do you need more information for a clear understanding how your company can benefit? Give us a call, we will be happy to help.



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ALUMINIUM 2022



27 – 29 September 2022



Exhibition Center Düsseldorf,
Germany Hall 1, 3 – 6 & 7A



27 – 29 September 2022,
daily from 9 a.m. – 6 p.m.

Reed Exhibitions
Deutschland GmbH
Project ALUMINIUM
Völklinger Straße 4,
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