



SPONSORING AND ADVERTISING OPPORTUNITIES

08 – 10 October 2024

Exhibition Center Düsseldorf, Germany

aluminium-exhibition.com



Built by
In the business of
building businesses

Supported by



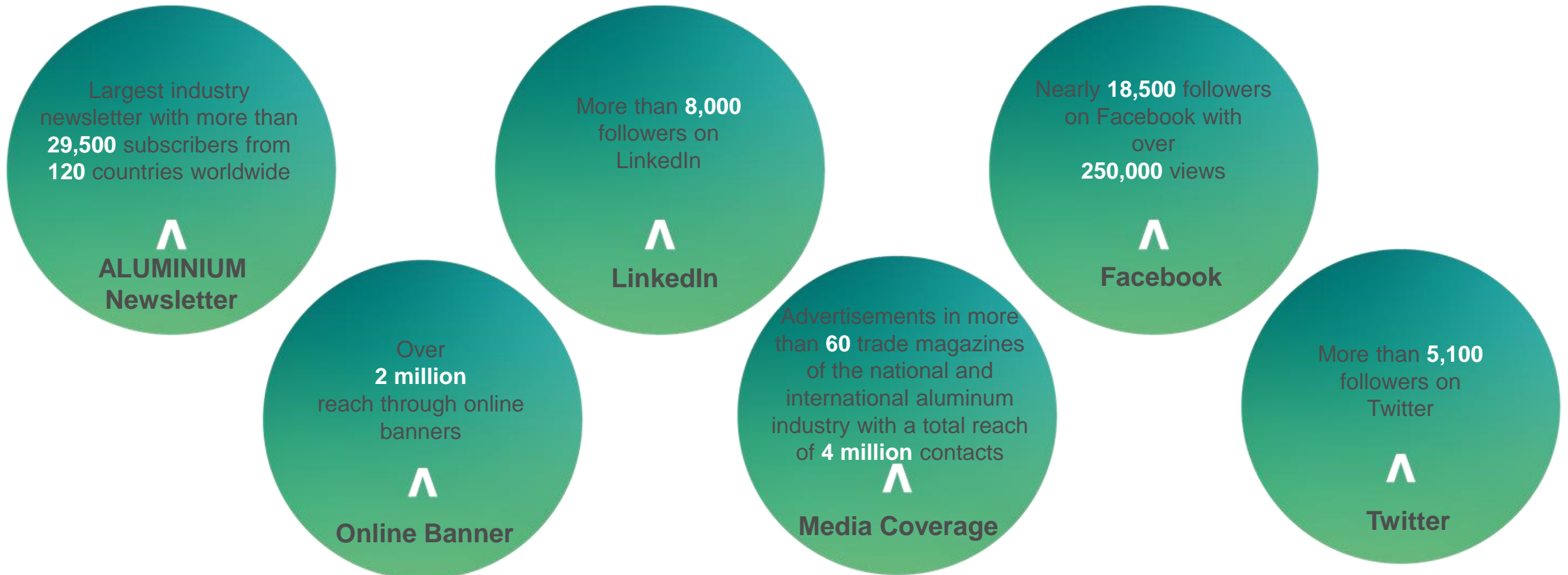
Aluminium
Deutschland



European
Aluminium

THE WORLD'S LARGEST NETWORK IN THE ALUMINUM INDUSTRY: 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 and its main application industries.**



ONLINE & SOCIAL MEDIA MARKETING



AS THE LEADING ALUMINIUM TRADE FAIR WORLDWIDE, WE OFFER **ONE OF THE MOST VISITED WEBSITES & MEDIA PLATFORMS IN THE INDUSTRY.** ALMOST ALL TRADE FAIR VISITORS GET INFORMATION HERE, PURCHASE THEIR TICKETS, AND PREPARE FOR THE SHOW – **THE IDEAL PLACE FOR YOUR LONG-TERM ADVERTISING.**



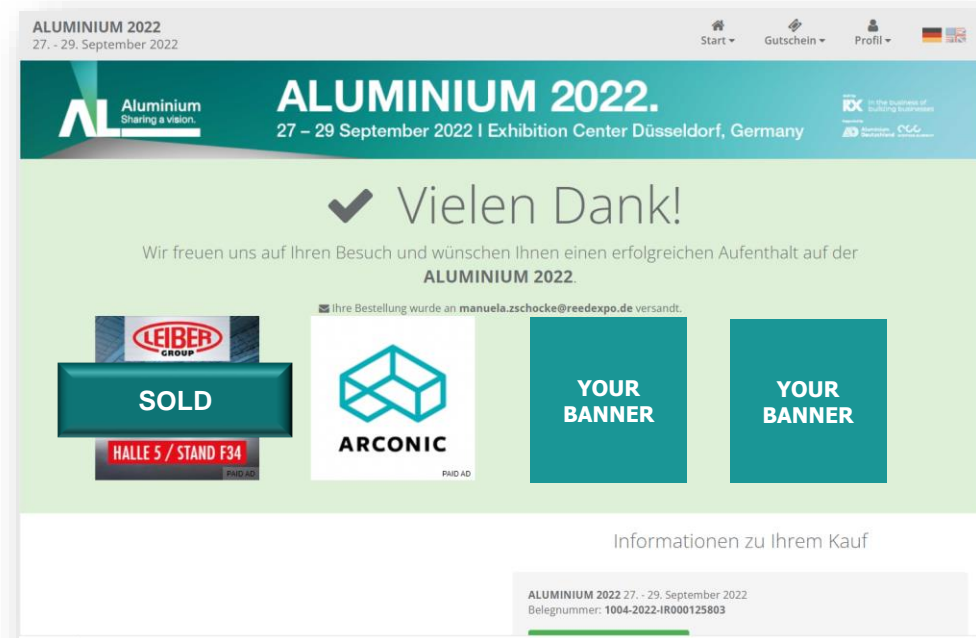
ONLINE BANNER – AREA „TICKETSHOP“

Every visitor has to register for the ALUMINIUM show on the website. This position is ideal for announcing yourself to visitors.

Small Square Banner for Position 2, 3 and 4

- Product number: 4320090
- Max. 3 exhibitors (per position 1 exhibitor)
- Presentation: **static**
- Position: ticket confirmation page
- Dimensions: 200 x 200 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



ONLINE BANNER – AREA „TICKET PAGE“

Every visitor has to register for the ALUMINIUM show on the website. This position is ideal for announcing yourself to visitors.

Medium Rectangle Banner Position 1 * or 3*

- Product number: 4320058 or 4320060
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

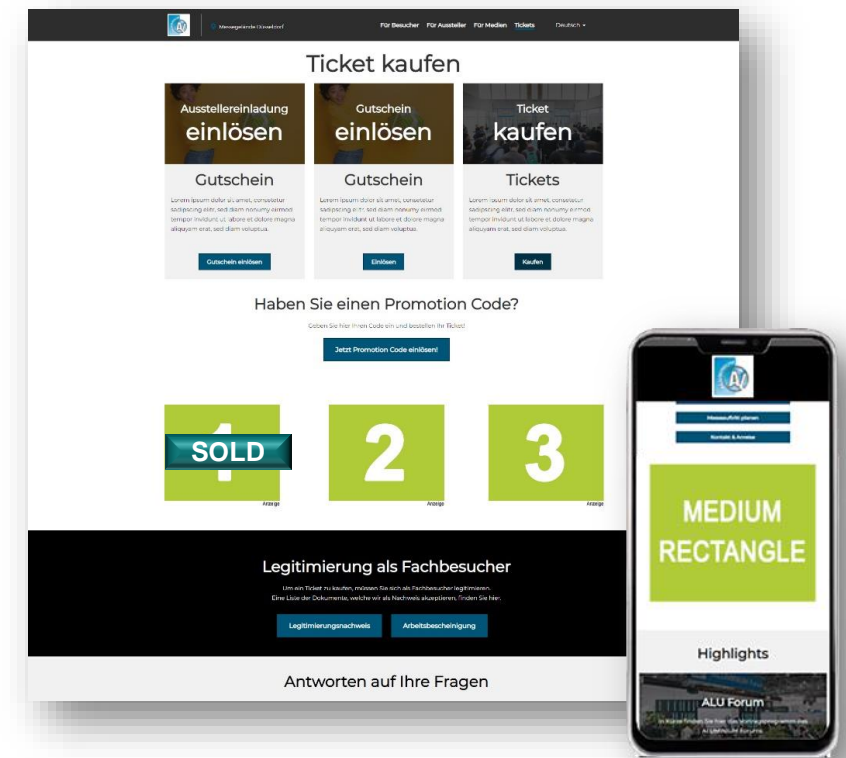
Price: 1,970.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320059
- Max. 2 exhibitors
- 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

Price: 2,190.00 €

*Mobile view: banners are displayed rotating in one position



ONLINE BANNER – AREA „HOMEPAGE“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*



- Product number: 4320061 or 4320063
- Exclusive: 1 exhibitor
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

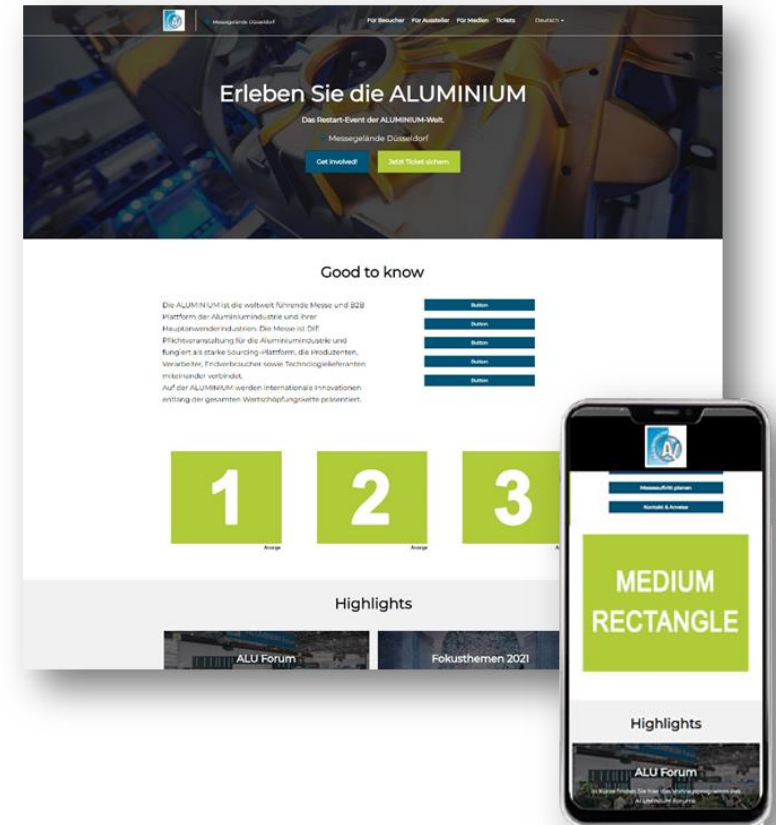
Price: 2,410.00 €

Medium Rectangle Banner Position 2*



- Product number: 4320062
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,630.00 €



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

ONLINE BANNER – AREA „HOMEPAGE“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Leaderboard Banner 1*

- Product number: 4320064
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

Leaderboard Banner 2*

- Product number: 4320065
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €



*Mobile view: Banner changes into a medium rectangle banner (300 x 250px)

ONLINE BANNER – AREA „FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1 * or 3*

- Product number: 4320076 or 4320078
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

Leaderboard Banner

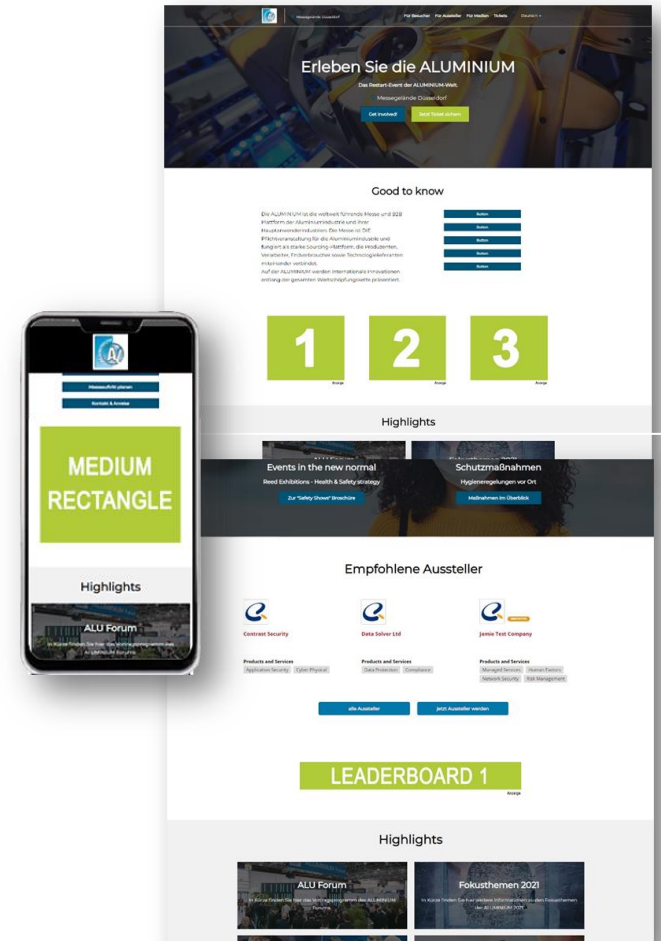
- Product number: 4320079
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320077
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



*Mobile view: banners are displayed rotating in one position

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

ONLINE BANNER – AREA „FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

VIP Logo

- Product number: 4320081
- Max. 12 exhibitors
- Dimensions: 200 x 100 px (w x h)
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,380.00 €



ONLINE BANNER – AREA „EXHIBITOR LIST“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*

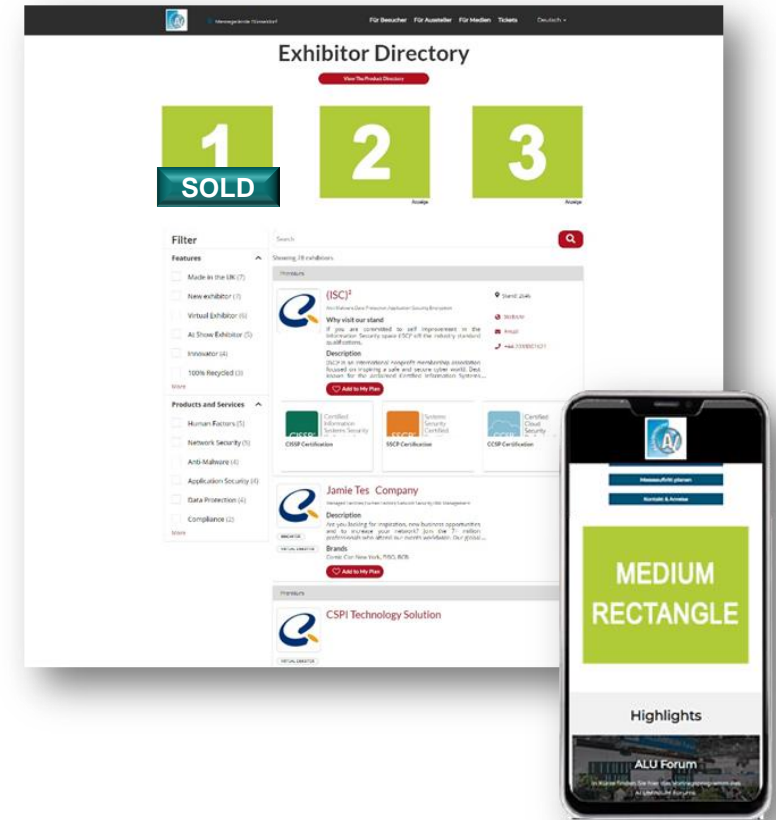
- Product number: 4320067 or 4320069
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320068
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE BANNER – AREA „PROGRAM“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*

- Product number: 4320070 or 4320072
- Exclusive: 1 exhibitor per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



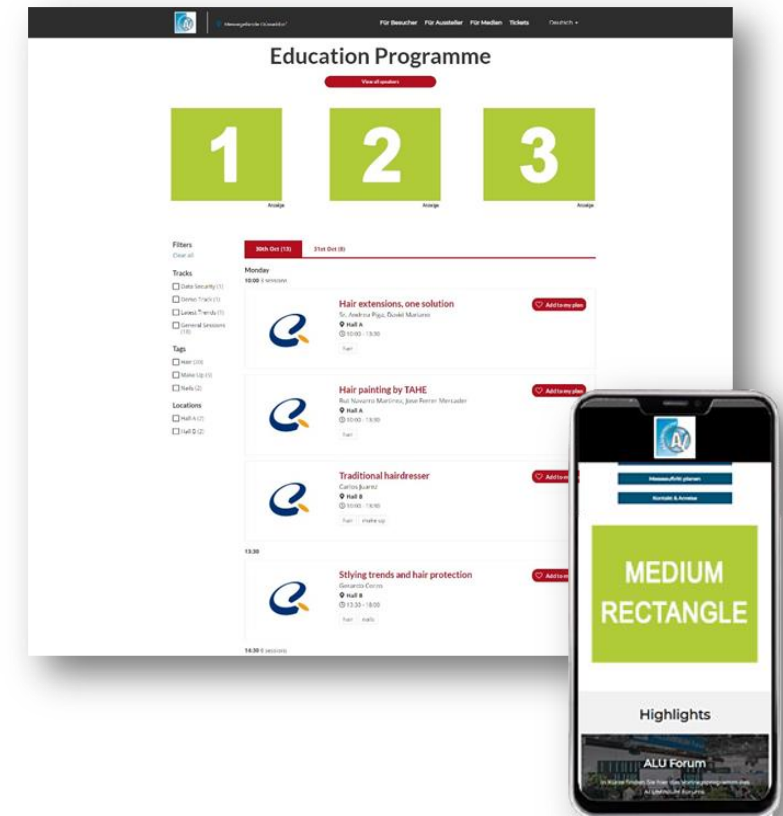
Price: 1,970.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320071
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL



Price: 2,190.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE BANNER – AREA „FOR EXHIBITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1 * or 3*

- Product number: 4320082 or 4320084
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

Leaderboard Banner

- Product number: 4320085
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320083
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE BANNER – AREA „FOR MEDIA“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1 * or 3*

- Product number: 4320086 or 4320088
- Exclusive: 1 exhibitor per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

Leaderboard Banner

- Product number: 4320089
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320087
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE VIDEO PLACEMENT – AREA „HOMEPAGE & FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Video Placement – HOMEPAGE



- Product number: 4320066
- Exclusive: 1 exhibitor
- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

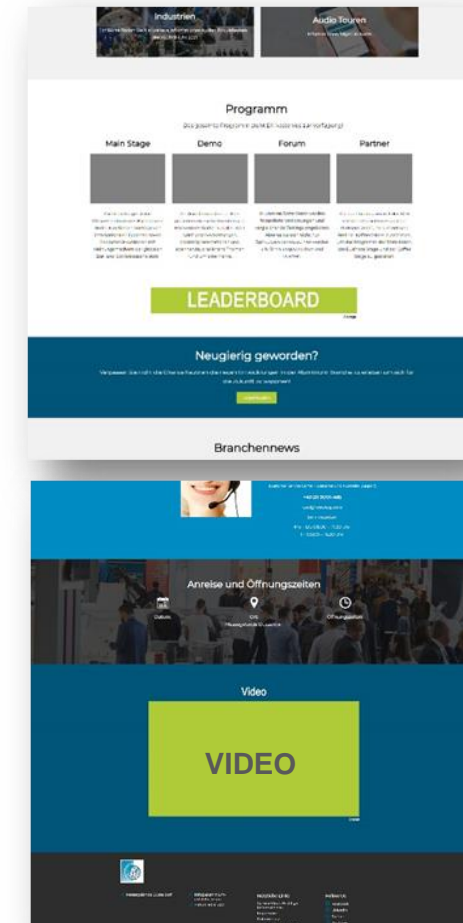
Price: 2,530.00 €

Video Placement- FOR VISITORS



- Product number: 4320080
- Exclusive: 1 exhibitor
- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

Price: 2,310.00 €



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

VISITOR NEWSLETTER

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

Reach: 29,500 recipients from 120 countries

Exclusive Newsletter Participation



- Product number: 4340006
- Exclusive: 1 exhibitor article option per Newsletter
- Content for Newsletter:
 - headline, teaser text, teaser image, medium rectangle banner, URL link to your website
- Content for ALUMINIUM Website:
 - image, text, company logo, URL link to your website

Price: 2,970.00 €

Medium Rectangle Banner

- Product number: 4340005
- Maximum 2 exhibitors per Newsletter
- Dimensions: 300 x 250 px (w x h), 72 dpi, JPG / PNG file, not animated
- URL: link to your preferred website

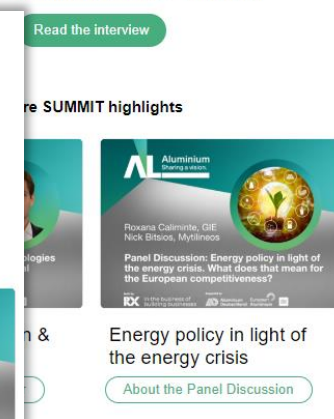
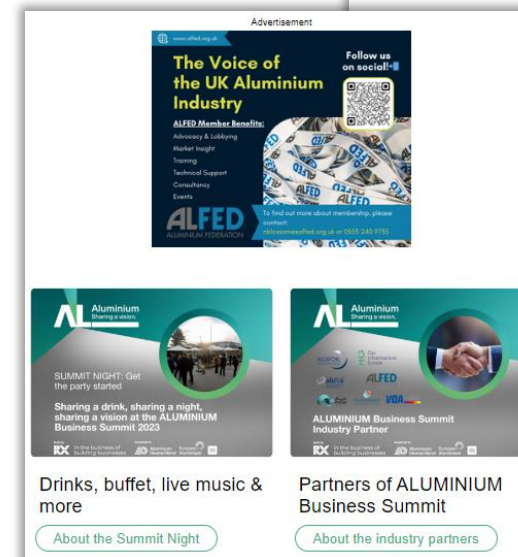
Price: 830.00 €



Hello ALUMINIUM community!

Energy crisis: „We're all in this together“

Roxana Caliminte, Gas Infrastructure Europe, in an interview:
Speeding up the energy transition, modernising the energy system, fostering energy independence – all together!



LINKEDIN POST

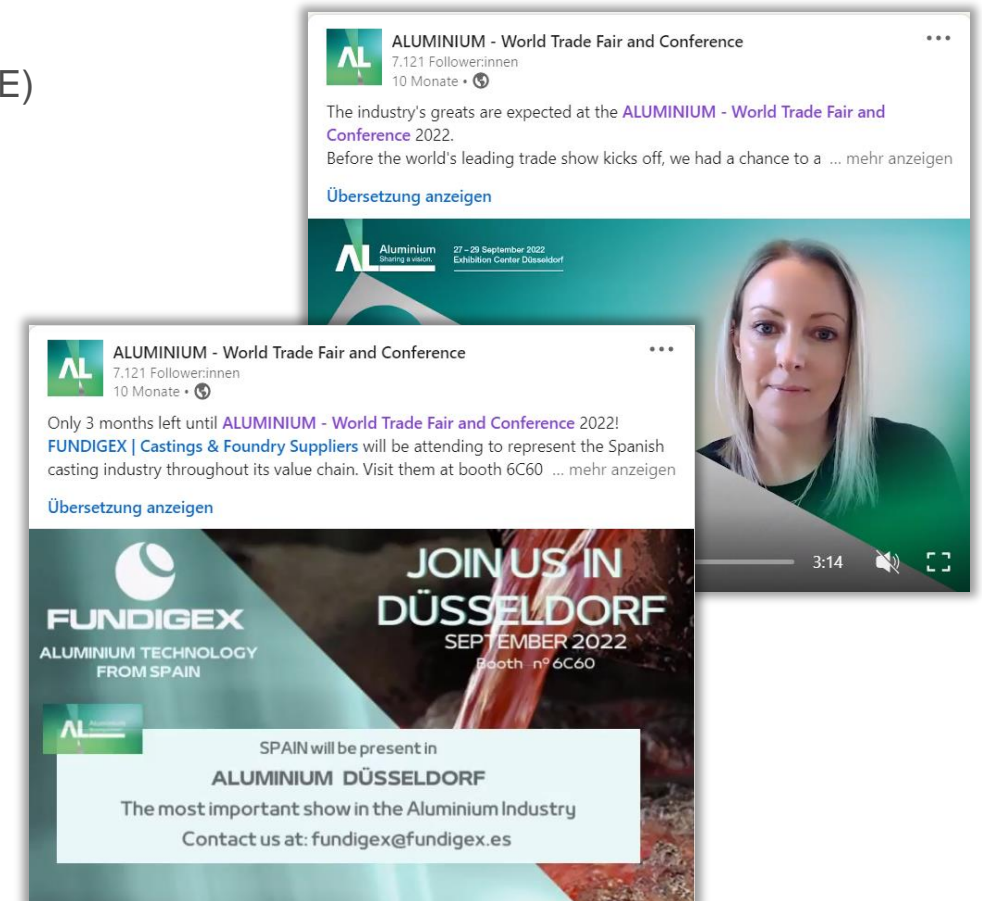
Position yourself in the spotlight with an exclusive post and strong brand presence on our LinkedIn network.

LinkedIn Post

- Follower: 7,900 (60 % international / top countries: NL, TR, ES, AT, FR, GB, PL, BE)
- Period: on request & subject to availability all year round
- Incl. link to exhibitor account
- 1 ALUMINIUM hashtag + 1 exhibitor hashtag
- Image format: JPG or PNG / Image size: 1200 x 627 px (w x h)
- Length of teaser text: 400 characters incl. spaces
- On request: support in finding the best theme

Prices:

January 2024 - August 2024:	1,425.00 € (max. 2 exhibitors per month)
September & October 2024:	1,710.00 € (max. 1 exhibitor per week)
ALUMINIUM Fair (8 - 10 Oct. 2024):	2,137.50 € (max. 1 post per day)
November & December 2024:	1,425.00 € (max. 2 exhibitors per month)



ON-SITE OUTDOOR ADVERTISING



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



OUTDOOR ADVERTISING – ACCESS ROAD FAIRGROUND

STREET FLAGS



With branding on the street flags, you have an effective way to reach a wide range of visitors and exhibitors throughout all days of the trade show. You ensure prominent and lasting visibility for your brand.

- Product number: 5320280
- Exclusive 1 exhibitor
- 8 branded flags along the main street to the fair ground
- double-sided flag branding
- Flag sizes: 0.50 x 2.00 m (w x h)
- Total street length branding: tba

Price: 7,680.00 €



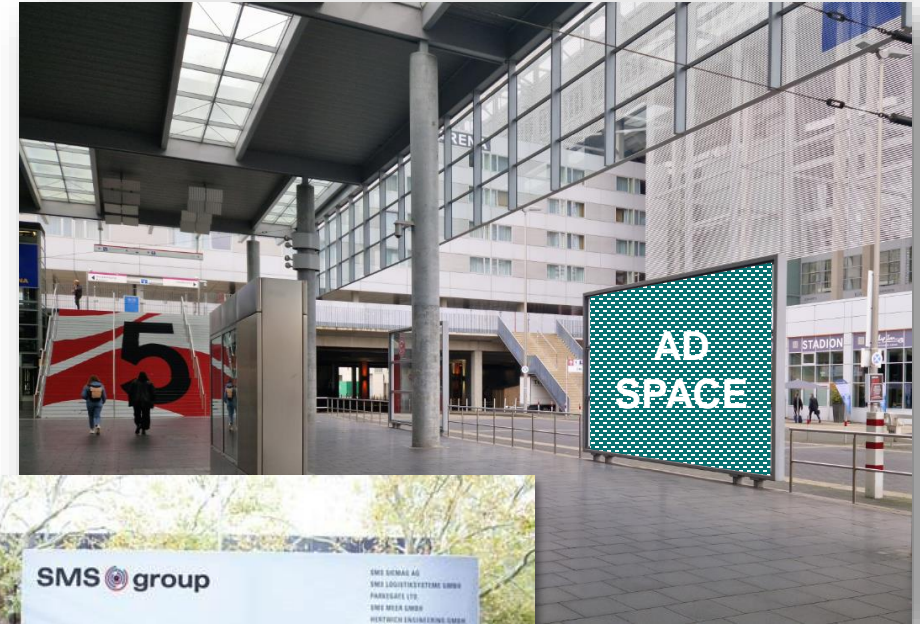
OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

NOISE PROTECTION WALLS

The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320053
- Maximum 3 exhibitors
- Position: directly opposite the subway exits
- Double-sided with identical motif
- Dimensions: 41,76 sqm (6.00 x 3.48 m per side / w x h)

Price: 5,530.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

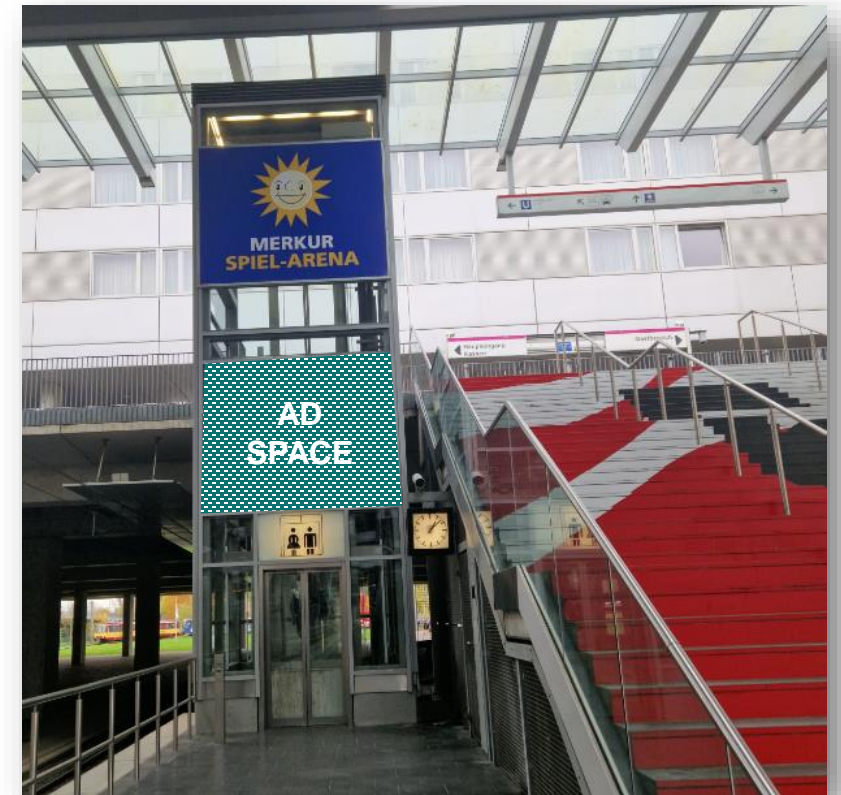
ELEVATOR BANNER

The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320284
- Max. 3 exhibitors
- Branding option for at least 3 elevators
- Position: next to the subway stairs to hall 6
- Size & Dimensions Position 1 & 2: 6.62 sqm (2.88 x 2.30 m / w x h)
Size & Dimension Position 3: 5.88 sqm (2.40 x 2.45 m / w x h)

Price per position: 3,750.00 €

This service can be offered until August 15, 2024 and subject to availability



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

BALUSTRADE ADVERTISING (above arrival track)



The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320282
- Exclusive 1 exhibitor
- Position: above the arrival track
- Size & Dimensions: 9.56 sqm (7.35 x 1.30 m / w x h)

Price: 3,800.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

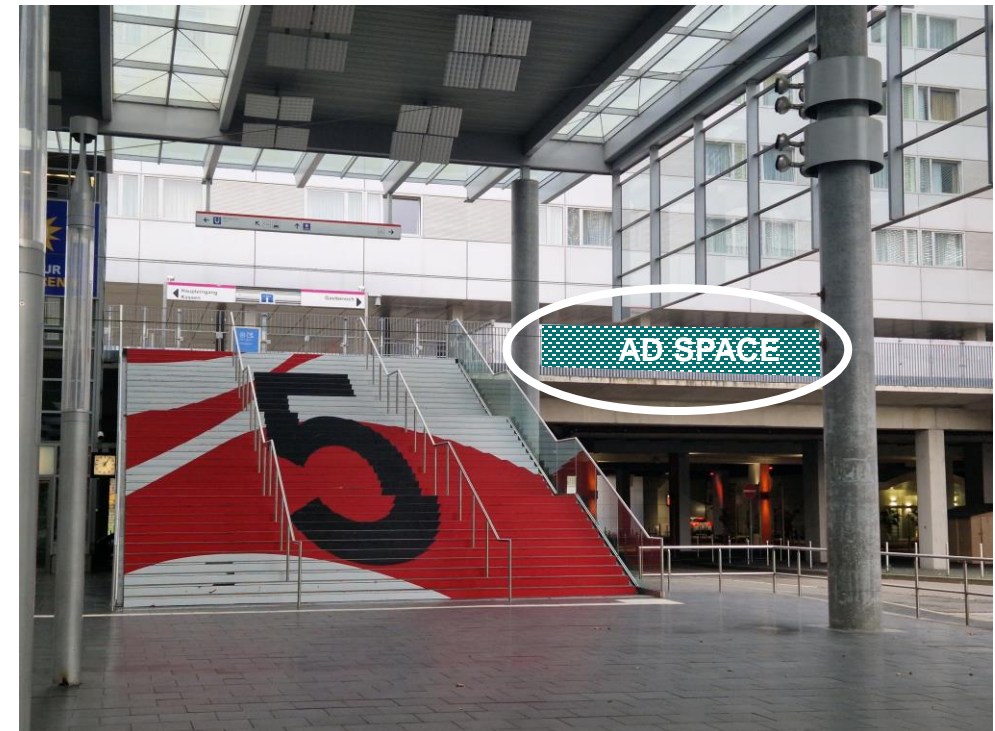
BALUSTRADE – Right side



The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320283
- Exclusive 1 exhibitor
- Position: next to the stairs on the right-hand side
- Size & Dimensions: 14.04 sqm (10.80 x 1.30 m / w x h)

Price: 4,100.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

BUS & TAXI STOP

The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320281
- Max. 8 exhibitors
- Presentation: double-sided with identical motif
- Size & Dimensions: 8.80 sqm (2.20 x 2.00 m per side / w x h)

Price per position: 830.00 €



Sample image from Entrance East

OUTDOOR ADVERTISING - ENTRANCE HALL 6

WELCOME BANNER HALL 6



Welcome banners typically attract a lot of attention and leave a lasting impression on visitors. They are also a popular photo motif for press representatives. With this option, you benefit from very high visibility and reach in your target markets, as your brand or message is immediately and sustainably perceived. Seize this opportunity to capture the attention of existing and potential new customers, position yourself as a market leader, and emphasize and increase brand awareness.

- Product number: 5320278
- Exclusive 1 exhibitor
- Ad type: 3 x Window Branding
- Positions: Hall 6 Galeria Level and Ground Floor
- Size & Dimensions: 18,01 sqm (4.67 sqm = 2.05 x 2.28 m & 2 x 6.67 sqm = 3.13 x 2.13m / w x h)

Price: 12,700.00 €



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

OUTDOOR ADVERTISING – ENTRANCE SOUTH

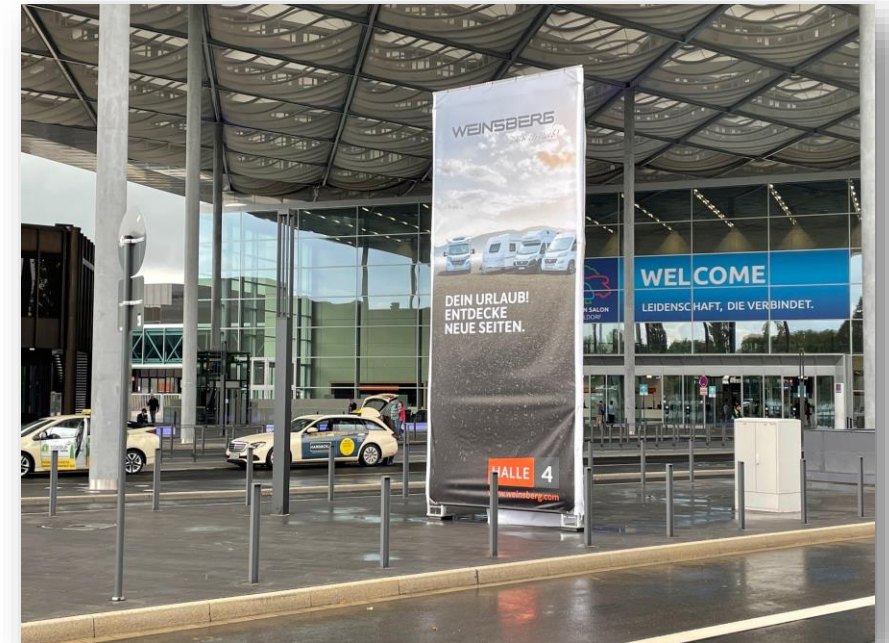
MEGA TOWER



This exclusive option welcomes visitors before they enter ALUMINIUM 2024 at the newly designed South Entrance.

- Product number: 5320200
- Exclusive: 1 exhibitor
- Position: in front of Entrance South
- Three-sided
- Dimensions: 44,27 sqm (2,48 x 5,95 x 3 / w x h)

Price: 14,900.00 €



OUTDOOR ADVERTISING – ENTRANCE SOUTH

WELCOME BANNER SOUTH



Welcome banners typically attract a lot of attention and leave a lasting impression on visitors. They are also a popular photo motif for press representatives. With this option, you benefit from very high visibility and reach in your target markets, as your brand or message is immediately and sustainably perceived. Seize this opportunity to capture the attention of existing and potential new customers, position yourself as a market leader, and emphasize and increase brand awareness.

- Product number: 5320199
- Exclusive: 1 exhibitor
- Position: 2 of the 8 tiles on the right hand-side
- Dimensions: 23,4 sqm (5,08 m x 4,6 m)

Price: 16,500.00 €

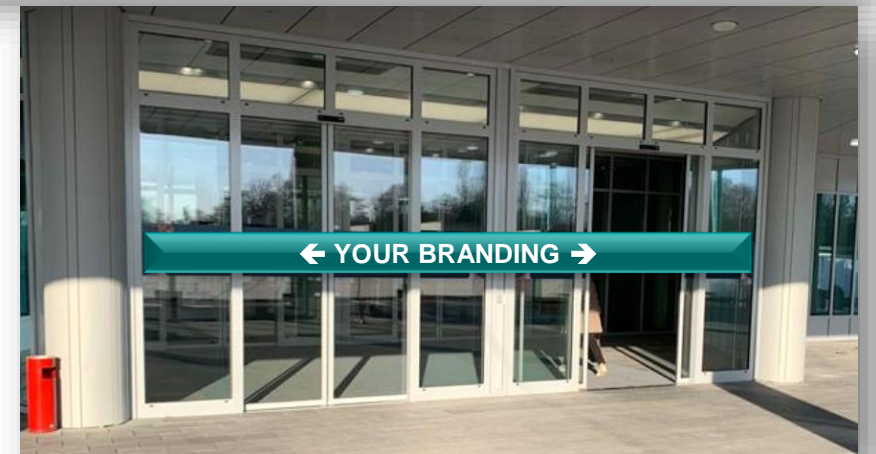


OUTDOOR ADVERTISING – ENTRANCE SOUTH

SLIDING DOORS SOUTH

- Product number: 5320210
- Exclusive: 1 exhibitor
- Total number of slides: 16
- Size & Dimensions: 3.42 sqm (16 slides x 1.07 x 0.20m / w x h)

Price: 8,900.00 €



OUTDOOR ADVERTISING – ENTRANCE SOUTH

CITY LIGHT POSTER - PUBLIC BUS STATION

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

- Product number: 5320045
- Max. 6 exhibitors
- Double-sided, not illuminated
- Dimensions: 4,41 sqm (1.18 x 1.75 m = 2.07 sqm per side / w x h)

Price per position: 1,690.00 €



OUTDOOR ADVERTISING – ENTRANCE HALL 6, - SOUTH & FAIRGROUND

MOBILE TOWER

- Product number: 5320061
- Limited availability
- Position: after arrangement in Entrance Hall 6, South or within the fairground
- 3-sided with identical motifs
- Size & Dimensions: 18.18 sqm total = 6,06 m² per side (2.02 x 3.00 m / w x h)

Price: 3,890.00 €



OUTDOOR ADVERTISING – ENTRANCE HALL 6, - SOUTH & FAIRGROUND

ILLUMINATED MOBILE MEGA POSTER

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

- Product number: 5320198
- Limited availability
- Position: after arrangement (Entrance Areas, fairground or parking lot)
- Double-sided and illuminated
- Dimensions: 15,41 sqm = 7,70 sqm (3,35 x 2,3 m / w x h)

Price: 7,800.00 €**



OUTDOOR ADVERTISING – ENTRANCE HALL 6, - SOUTH & FAIRGROUND

TRIANGULAR STAND-UP DISPLAY

- Product number: 5320046
- Limited availability
- Position: after arrangement in Entrance Hall 6, South or within the fairground
- Presentation: 3-sided with identical motifs
- Size & Dimensions: 3 sqm = 1 sqm per side (0.84 x 1.14 m / w x h)

Price: 1,110.00 €



OUTDOOR ADVERTISING – EXHIBITION HALL 6

BANNER SHUTTLE BUS STATION – HALL 6



- Product number: 5320287
- Exclusive 1 exhibitor
- Position: next to shuttle bus station and close to ground floor entrance hall 6
- Size & Dimensions: 35.00 sqm (7.00 x 5.00 m / w x h)

Price: 3,800.00 €



OUTDOOR ADVERTISING - EXHIBITION HALL 1 & 3

WALL BANNER HALL ENTRANCE



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

- Exclusive 1 exhibitor per hall
- Position: hall 1 / Product number:5320202
- Position: hall 3 / Product number:5320203
- Size & Dimensions: 49 sqm (5.40 x 9.00 m / w x h)

Price: 9,200.00 €



OUTDOOR ADVERTISING – EXHIBITION HALL 6

LAMELLA POSTER HALL 6 1

- Product number: 5320204
- Exclusive: 1 exhibitor
- Position: directly above hall entrance
- Size & Dimensions: 120 sqm (10.00 x 12.00 m / w x h)

Price: 20,500.00 € NOT AVAILABLE

BILLBOARD HALL 6 2

- Product number: 5320201
- Max. 2 exhibitors
- Left and right of the hall entrance
- Size & Dimensions: 22,56 sqm (7.05 x 3.20 m / w x h)

Price: 5,930.00 €



OUTDOOR ADVERTISING – EXHIBITION HALL 1, 3, 4 & 5

ADVERTISING SIGN ABOVE HALL ENTRANCE 1

- Product number: 5320207
- Limited availability
- Available for hall 1, 3, 4 & 5
- Size & Dimensions: 9,78 sqm (5,56 x 1,76 m / w x h)

Price: 2,650.00 €

ADVERTISING SIGN OUTSIDE WALL OF THE HALL 2

- Product number: 5320206
- Limited availability
- Various positions at hall 1, 3, 4 & 5
- Size & Dimensions: 9,78 sqm (5,56 x 1,76 m / w x h)

Price: 2,250.00 €



ON-SITE INDOOR ADVERTISING



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 South (**inside**)
- 2 LED Screen Entrance hall 6 (**inside**)
- 3 LED screen entrance hall 1 (**inside**)
- 4 LED screen between the halls (**outdoor / fair ground**)

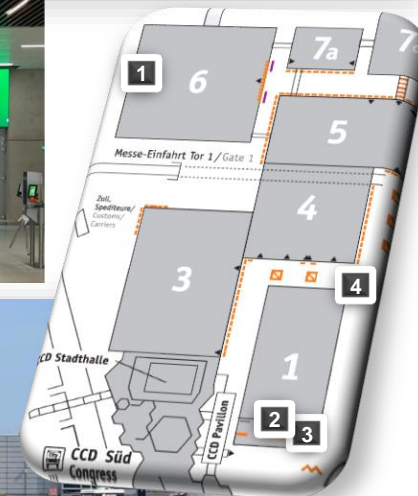
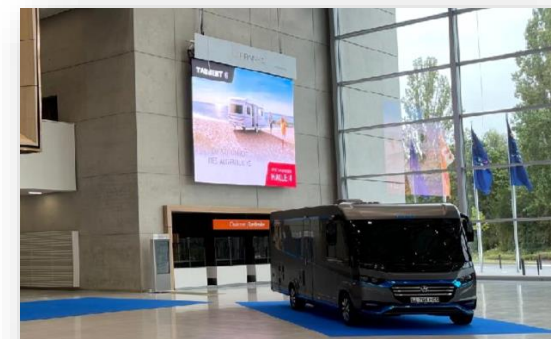
- 15 sec. clip at least every 2.8 minutes / 260 times per day on each LED wall
- shared with other exhibitors and ALUMINIUM content

Maximum 6 exhibitors

Price: 13,440.00 €

Please note that above option will also come with ALUMINIUM 2024 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.**



INDOOR ADVERTISING - ENTRANCE SOUTH

CEILING SIGN

Visitors entering and leaving ALUMINIUM 2024 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.

- Product number: 5320208
- Limited option (3 times available)
- Size & Dimensions: 48 sqm = 24 sqm per side (6.00 x 4.00 m / w x h)
- Double-sided

Price: 8,100.00 €



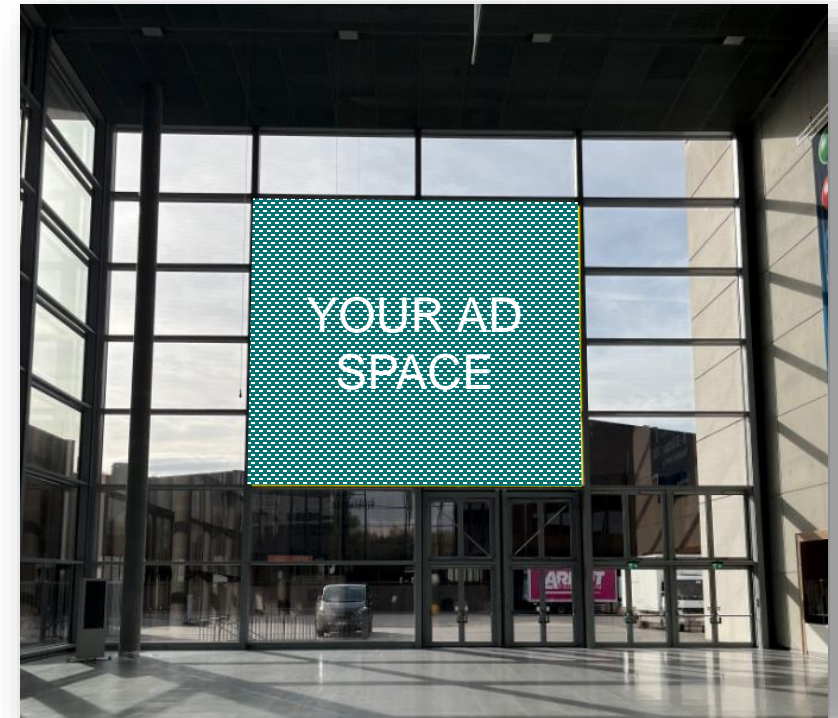
INDOOR ADVERTISING - ENTRANCE SOUTH

WINDOW BRANDING



- Product number: tba
- Exclusive 1 exhibitor
- Position: North side of the Entrance South foyer
- Amount: 8 windows
- Size & Dimensions: 94.12 sqm (8 windows x 5.16 x 2.28 m / w x h)

Price: 20.200.00 €



INDOOR ADVERTISING - ENTRANCE SOUTH

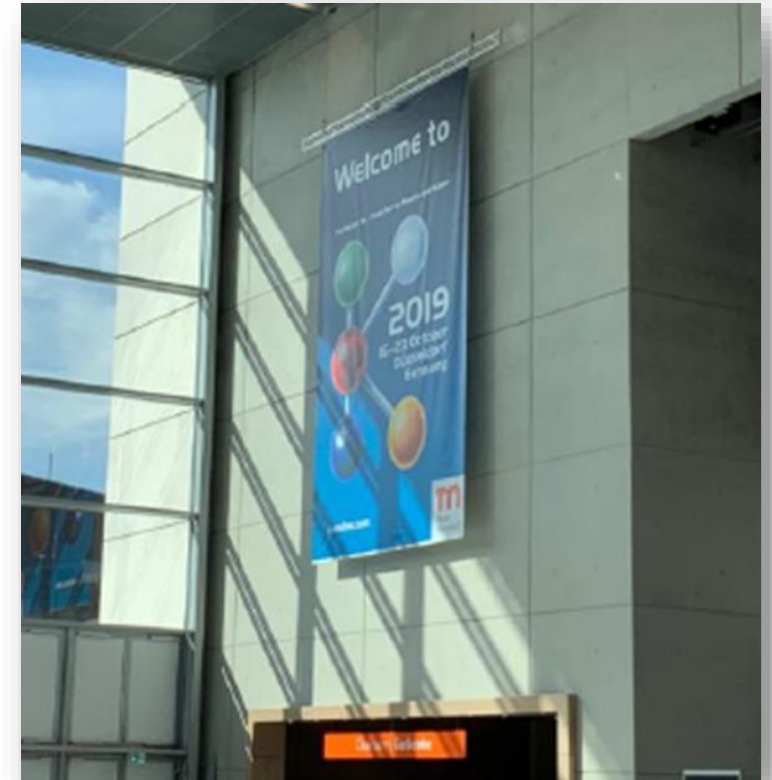
GIANT WALL BANNER



Visitors entering ALUMINIUM 2024, will walk towards this banner.
Especially if they would like to leave or pick up their jackets at the cloak room.

- Product number: 5320087
- Exclusive 1 exhibitor
- Position: above the cloak room
- Size & Dimensions: 40 sqm (8.00 x 5.00 m / w x h)

Price: 8,900.00 €



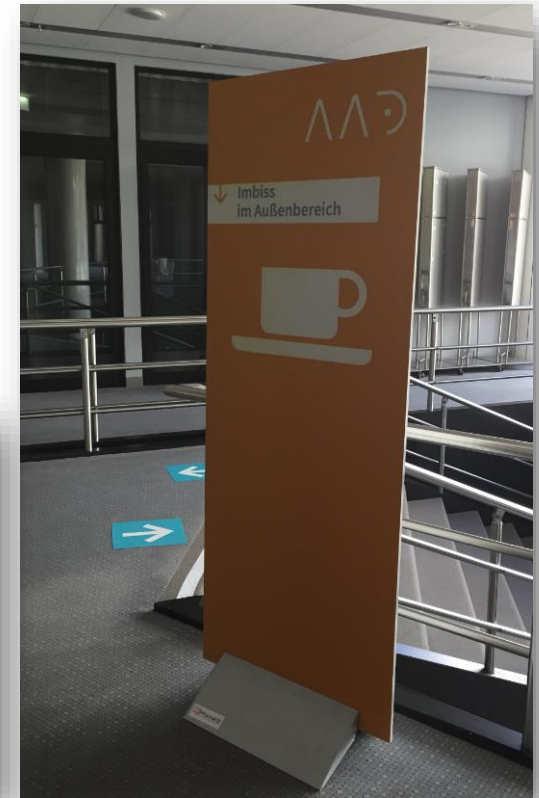
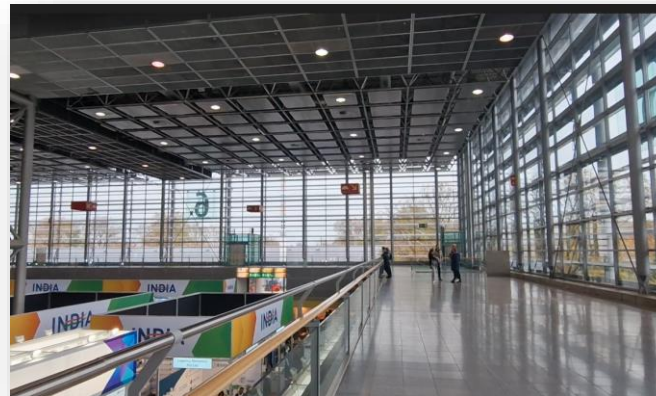
INDOOR ADVERTISING - EXHIBITION HALL 6

GALERIA DISPLAY STAND

This option is a budget-friendly way to welcome visitors arriving by subway and taxi at Entrance Hall 6.

- Product number: 5320279
- Limited availability
- Presentation: double-sided
- Size & Dimensions: 2.52 sqm = 1,26 per side (0.7 x 1.80 m / w x h)

Price: 1,110.00 €



INDOOR ADVERTISING - ENTRANCE HALL 6 & SOUTH

BOX BRANDING ENTRANCE HALL 6

EXCLUSIVE

- Product number: 5320103
- Exclusive 1 exhibitor
- Filled with lanyards and pocket floor plans

Price: 4,500.00 €

RESERVED

BOX BRANDING ENTRANCE SOUTH

EXCLUSIVE

- Product number: 5320103
- Exclusive 1 exhibitor
- Filled with lanyards and pocket floor plans

Price: 4,500.00 €

RESERVED



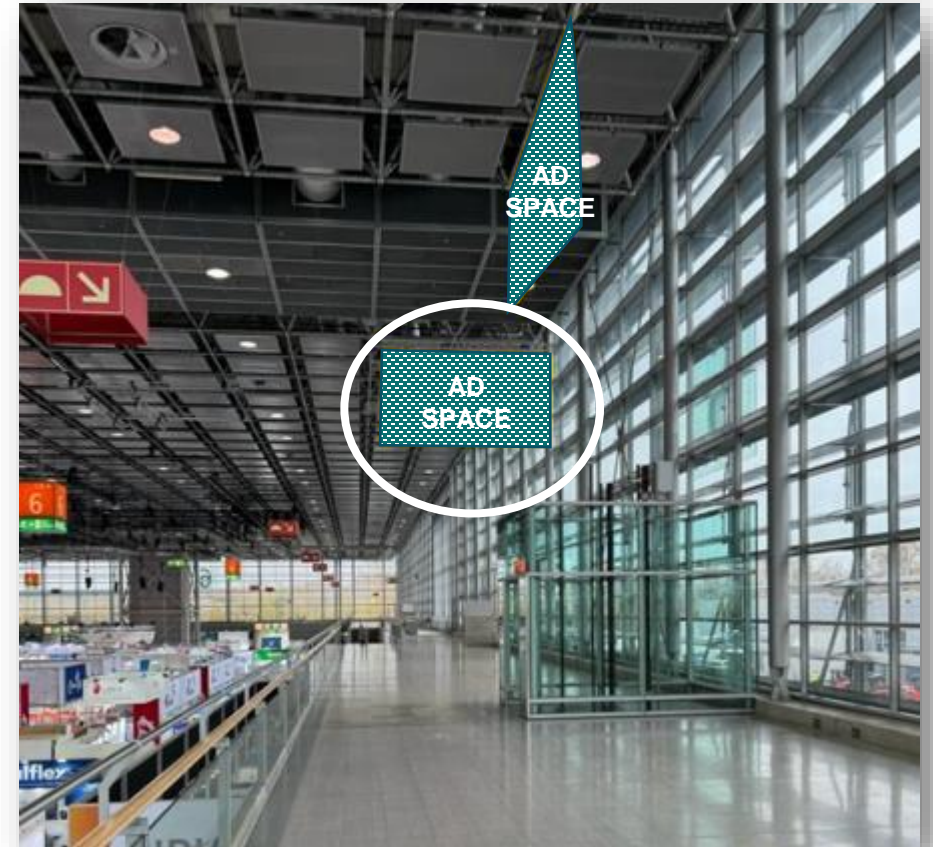
INDOOR ADVERTISING – EXHIBITION HALL 6

CEILING SIGN

Visitors entering and leaving ALUMINIUM 2024 through the Entrance at Hall 6, 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.

- Product number: 5320286
- Limited option (6 times available)
- Double-sided
- Size & Dimensions: 29.00 sqm = 14.50 sqm per side (5.00 x 2.90 m / w x h)

Price: 6,400.00 €



INDOOR ADVERTISING – EXHIBITION HALL 6

MEGA BANNER IN HALL 6

These 50 m² advertising spaces give you the opportunity to impressively position yourself as a market leader in your industry.

- Product number: 5320289
- Max. 2 exhibitors
- Position: as per hall plan
- Size & Dimensions: 53.29 sqm (7.30 x 7.30 m / w x h)

Price: 8,400.00 €



LINK [HALL PLAN](#)



INDOOR ADVERTISING – EXHIBITION HALL 6

CATERING BRANDING HALL 6



Catering areas are very suitable for visibility beyond your booth space because you benefit from the extended dwell time of visitors.

- Product number: 5320288
- Exclusive 1 exhibitor
- Position: Hall 6 (close to the [Primary Pavilion](#))
- Ad type: Printed wall banner
- Size and Dimensions: 4.95 x 0.95m / w x h

Price: 4,050.00 €



6



INDOOR ADVERTISING – EXHIBITION HALL 1, 3, 4, 5 & 6

FLOOR MINDER 1

- Product number: 5320036
- Limited availability
- In the hall entrance or between the halls
- Size & Dimensions: 4.00 sqm (2.00 x 2.00 m / w x h)

Price: 2,430.00 €

FLOOR GRAPHICS 2

- Product number: 5320031
- Limited availability
- Minimum order of 15 pieces / identical motifs
- Dimensions: 0.70 x 0.70 x 0.70 m (triangular)

Price: 4,725.00 €



ON-SITE INDOOR SPECIALS



INDOOR SPECIALS - PROMOTION TEAM

PROMOTION TEAM

With a promotion team, you could effectively draw attention to your brand, products or services. With this permission, you can personally engage with visitors and exhibitors in all halls, hand out Give-Aways or flyers and invite them to your booth.

- Product number: 5340050
- Max. 2 exhibitors per hall
- Permission for a promotion team (2 promoters)
- Valid for all days and all halls
- Including exhibitor passes
- Staff has to be organized by the exhibitor

Price: 2,310.00 €



INDOOR SPECIALS - TRADE SHOW BAG

SHOW BAG SPONSOR



- Product number: 5320020
- Exclusive 1 exhibitor
- Incl. 1 insert
- Exhibitor responsible for production & delivery
- Edition: TBA

Price: 6,750.00 €

SOLD

SHOW BAG INSERT

- Product number: 5320014
- Max. 6 exhibitors
- Flyer, give away or invitation to your booth
- Exhibitor responsible for production & delivery of insert
- Incl. confectioning

Price: 1,375.00 €



INDOOR SPECIALS - VIP SHOW BAG

VIP visitors are around 400 trade fair attendees and speakers who have been designated as VIPs by us, RX Deutschland GmbH, and by exhibitors.

VIP SHOW BAG SPONSOR



- Product number: 5320017
- Exclusive 1 exhibitor
- Incl. 1 insert
- Handed out to VIP visitors and press
- Exhibitor responsible for production of show bag, insert & delivery
- Quantity: 400 pieces

SOLD

Price: 3,650.00 €

VIP SHOW BAG INSERT

- Product number: 5320016
- Max. 3 exhibitors
- Handed out to VIP visitors and press
- Quantity: 400 pieces
- Exhibitor responsible for production & delivery of insert



Price: 1,375.00 €



INDOOR SPECIALS - DIGITAL GOODIE BAG

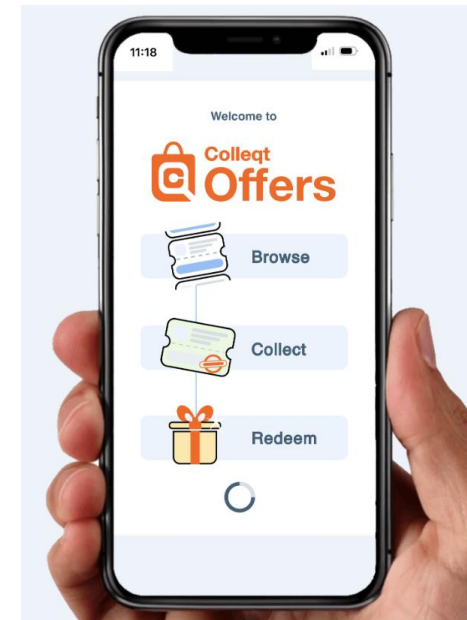
The digital show bag provides visitors an intuitive way to collect exclusive offers or invitations in exchange for their contact information. An offer can be anything to attract visitors and get them interested in your company, products or services. This bag works perfectly for **lead generation** and to **increase traffic at your booth**.

Benefits:

-  Increased traffic at your booth / Qualified Leads
Your will receive Email addresses of the visitors who have accepted your offer.
-  Exposure
This exclusive offer bag will be promoted via dedicated email campaigns, ensuring high reach amongst attendees.

FUNCTION & MARKETING INFORMATION

- Access for our visitors via a link (no app installation required)
- Start: midnight before the first day of ALUMINIUM 2024
- Pre-show marketing: via Instagram, Facebook, LinkedIn, newsletter, and website
- Marketing during the show: roll-up banners and/or advertising walls in the entrance areas & other prominent locations
- Your effort: approximately 5 - 10 minutes for an insert



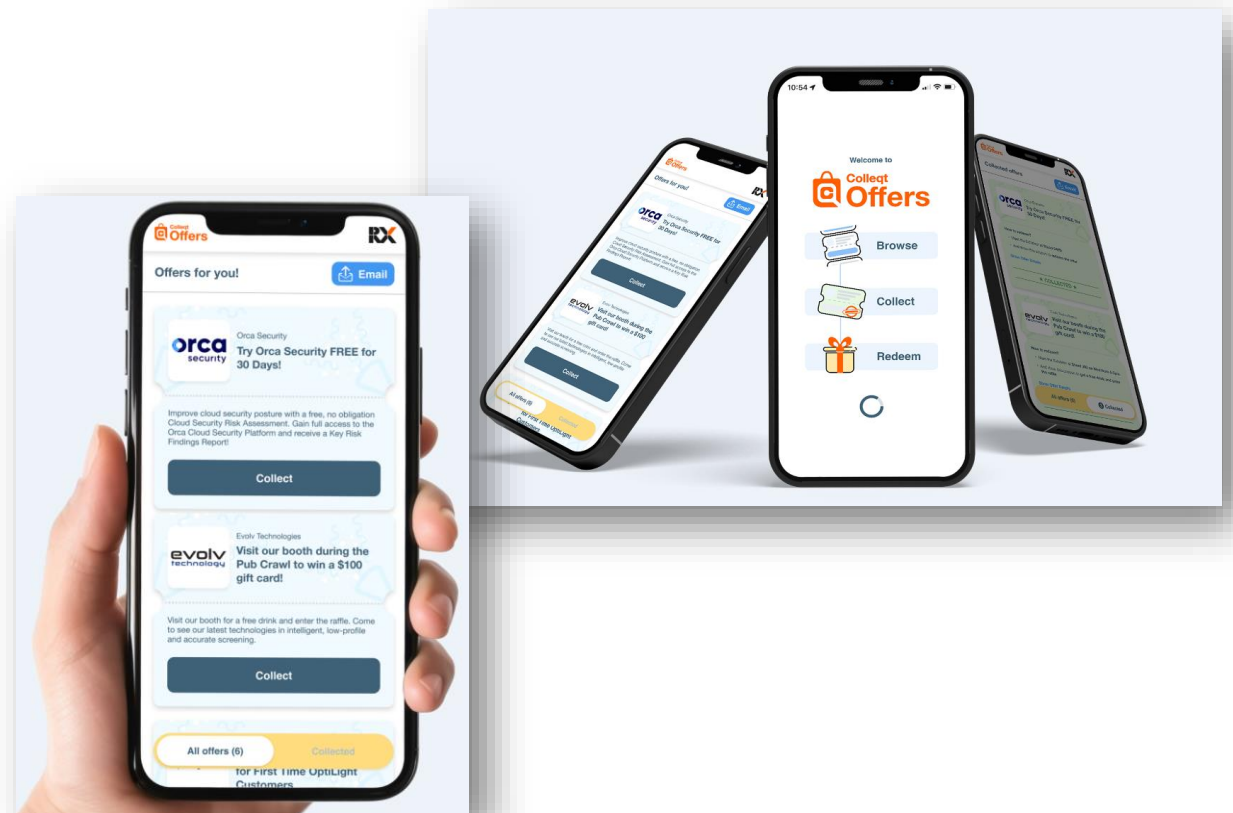
INDOOR SPECIALS - DIGITAL GOODIE BAG

The digital show bag provides visitors an intuitive way to collect exclusive offers or invitations in exchange for their contact information. An offer can be anything to attract visitors and get them interested in your company, products or services. This bag works perfectly for **lead generation** and to **increase traffic at your booth**.

GOODIE BAG INSERT

- Product number: 4330069
- Offers shown in random order
- Multiple booking possible
- Limited availability
- Includes lead contacts & lead report in your dashboard (Exhibitor Hub)

Price: 1,700.00 €





INDOOR SPECIALS - EVENT VIDEO PACKAGE

DIGITAL & MOVING – Promote your event presence in a video tailored to your channels. Whether during the event or as a recap video! Benefit from our **full-service video production** combined with the unique industry network and the visibility of ALUMINIUM 2024! Increased attention through professional video content as part of your effective marketing plan!

EVENT VIDEO PACKAGE WITH SOCIAL MEDIA CAMPAIGN

- Detailed consultation and planning before shooting begins
- 2 hours of shooting on site at your stand
- 1 videographer with top equipment
- Recording of impressions (e.g. trade show stand, exhibited products, trade show impressions) and short statements by max. 3 people
- Video editing incl. basic color correction, standard lower third graphic (insertion of names), music background and logo integration
- Video length max. 90 seconds
- Output formats: 1920x1080 (FullHD) or 1080x1080, frame rate 25fps, codecs H.264 for web & ProRes422 for live display. Square (IG Post) and 9:16 (IG Reel/Story) as mp4 file, if image crops allow
- **We support your success with 14-day social media paid campaign!**

Price: 1,625.00 €



SCAN ME

INDOOR SPECIALS - 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.

SPONSOR HOT SPOT AREA



- Product number: 5340001
- Position: on request
- Exclusive 1 exhibitor
- 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)

Price: 7,480.00 €



ON-SITE PRINT ADVERTISING



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



INDOOR - POCKET FLOOR PLAN

For **advertising** or **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.**

FRONT COVER AD

SOLD



- Product number: 5300071
- Max: 1 exhibitor
- Dimensions: 105 x 44 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

Price: 2,310.00 €

INSIDE FRONT COVER AD



- Product number: 5300069
- Max: 1 exhibitor
- Dimensions: 105 x 148 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

Price: 2,710.00 €

BACK COVER AD

SOLD



- Product number: 5300084
- Max: 1 exhibitor
- Dimensions: 105 x 148 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

Price: 4,510.00 €

INSIDE BACK COVER AD



- Product number: 5300070
- Max: 1 exhibitor
- Dimensions: 105 x 148 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

Price: 2,710.00 €



INDOOR - POCKET FLOOR PLAN

For **advertising** or **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.**

ADVERT HALL PLAN

- Full or half page advertisement next to hall 1,4,5 or 6
- Exclusive or max. 2 exhibitors with an ½ page ad
- Dimensions half page: 97 x 74 mm (w x h)
- Dimensions full page: 97 x 148 mm (w x h)
- Including highlighting of the stand position

Price: 1,950.00 € (half page) & 3,350.00 € (full page)

LOGO HALL PLAN

- Product number: 5300085
- Limited to 10 Exhibitors per hall
- Including highlighting of the stand position

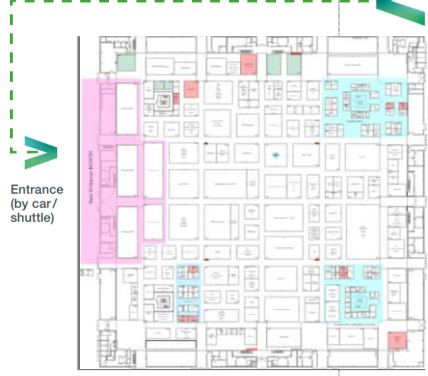
Price: 1,080.00 €

½ PAGE
AD

½ PAGE
AD

HALLE HALL 6

ENTRANCE (by car / shuttle)



ENTRANCE NORTH
Access via hall 6 (by train/taxi)

6

Casting & Heat Treatment,
Primary Production, Recycling

Information

Restaurant / Café / Snack-Point

Restrooms

Disabled toilet

AUSSTELLER EXHIBITORS

1883 Maison Rouin	C35	Havana Club - Pernod Ricard	D06
AAGN - Weindimensional GmbH	A42	Henkel & Co. Seidellerei KG	C29 / C30
Alfred Schödelner Schwarzwalder	A42	Integrity Spirits AB	A22
Hochreiner GmbH	D05	Reliquary Ltd	D00
Angstrom Ltd	A41	J. Gasco SRL	C38
Anter Amsterdam Spirits B.V.	B21	J. Rose Gin	D03
Badel 1982 d.d.	A21	Japan Pavilion	C47 / D44 /
Belfast Distillery Company	D23	Japanese Alcoholic Bever-	
Berliner Muniz	A44	agents (DSB) 059-01	
Bespoke Distillery Srl	C43	Kammer-Kirsch GmbH	D39
Boutique Williams & Humbert	B31	Karlens Limited	D36
Bord Rum	A30	La Compagnie del Diabolo 1968 srl	A06
Brown Forman Deutschland GmbH	B15	La Hechicera Company S.A.s.r.l.	D10
Bund deutscher Edelkorn-Brenner	C29	LCWS Brands, Ltd.	B22
BuzzBallz / Brand Harbour	A56	Livko	A15
Carlo Deutschland GmbH	C28	Loch Lomond Distillers Ltd	A35
Casale Drinks	A50	Luxco, Inc.	B31
Casabell Tequila	A17	Michler's Whiskey	D17
CB Products, INC.	B35	Mintia Gin	A18
Cologne Spirits GmbH	A10	Molteni Italia Spa	A29
Concorzio The Spirit of Italy	C42	Montenegro S.r.l.	A09
De Kuyper Royal Distillers	A37	Navy Island Rum Company	A32
Deluxe Distillery	D29	Noblewood Group	C34
Diageo Germany GmbH	B09	OPYRRE	D43
Distilled Spirits Council	D02	Opyos Beverages S.A. r.l.	B28
of the United States	B39	Organic Juniper Balkan doo	A48
DISTILLERIA NARDINI S.P.A.	A24	Ovethat S.L.U.	A38
DISTILLERIA NEGROINI SRL	C10	Pernod Ricard HQ - SIP	D30
Distilleries Louis Morand & Cie SA	D10	Rebels / Deux Frères	D32
DNA Domains & Distilleries	D15	RON COLON	B10
Douglas Laing & Co. Ltd	B16	Rum Serum	A20
FREEZ CRYSTAL by Boutique	D40	Saint James, Marie Brizard,	A05
Beverages Trading Interni	A40	Schaeff, Meier, Gauer	A08
GAMONDI	C11	Sesh & Fritz GmbH	A04
Gonzalez Byass SA	C09	Servo srl	
Hamburg Distilling Company	A51	SC Alexandrian Sabar	
HDC GmbH		Distilleries 1789 SRL	D21
Hauswache Weinhandels-			
gesellschaft mbH & Co.KG			

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

60

INDOOR - ORIENTATION PLAN HALL ENTRANCE

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 ORIENTATION PLAN



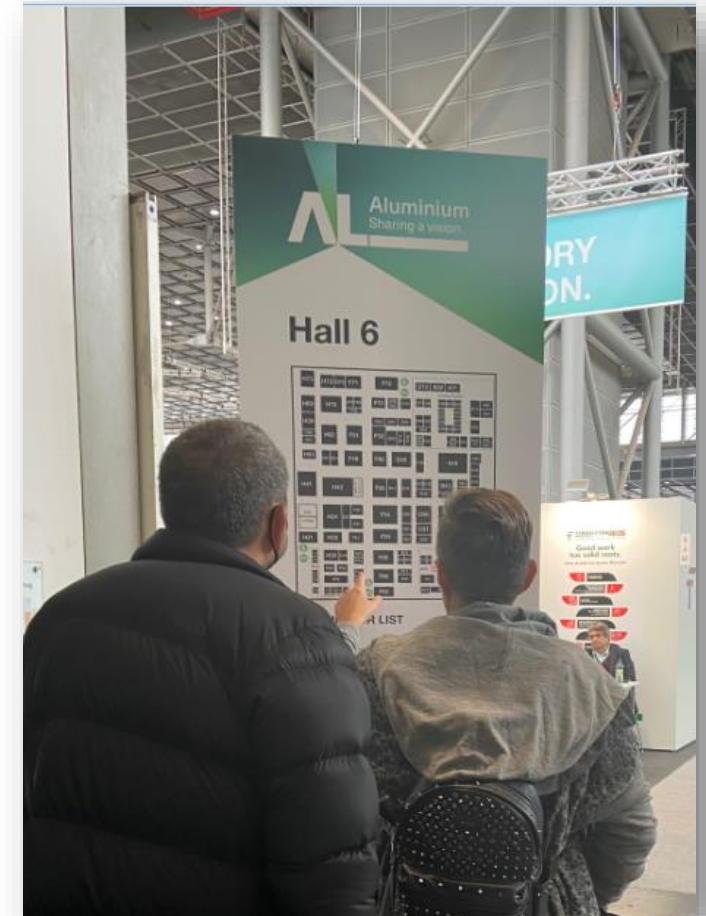
- Product number: 5300065
- Still available for hall 1, 4 and 5 (hall 3 & 6 are sold)
- Exclusive 1 exhibitor per hall
- Plan dimensions: tba (w x h)

Price: 1,540.00 €

LOGO ORIENTATION PLAN

- Product number: 5300066
- Limited availability
- Plan dimensions: tba (w x h)

Price: 1,045.00 €



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

INDOOR - 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 during the show at the entrances and online at the ALUMINIUM website.

INSIDE FRONT COVER AD

- Product number: 5300030
- Dimensions: 148 x 210 mm (w x h)

Price: 4,095.00 €

SOLD

INSIDE BACK COVER AD

- Product number: 5300031
- Dimensions: 148 x 210 mm (w x h)

Price: 4,095.00 €

BACK COVER AD

- Product number: 5300032
- Dimensions: 148 x 210 mm (w x h)

Price: 5,641.00 €

SOLD

INNER SECTION AD: 1/1 PAGE

- Product number: 5300024
- Dimensions: 148 x 210 mm (w x h)

Price: 3,843.00 €

INNER SECTION AD: 1/2 PAGE

- Product number: 5300025
- Dimensions: 148 x 105 mm (w x h)

Price: 2,437.00 €

INNER SECTION: 1/4 PAGE

- Product number: 5300027
- Dimensions: 140 x 50 mm (w x h)

Price: 1,787.00 €



[Download Link ALUMINIUM 2022](#)

YOUR DIRECT CONTACT

Do you need more information for a clear understanding how your company can benefit? Give me a call, I'll be happy to help.



Manuela Zschocke

Senior Sales Manager

+49 211 90191-309

+49 152 22788368

manuela.zschocke@rxglobal.com

ALUMINIUM 2024



8 – 10 October 2024



Exhibition Center Düsseldorf,
Germany Halls 1, 3 – 6
Stockumer Kirchstraße 61
40474 Düsseldorf, Germany



8 – 10 October 2024,
daily from 9 a.m. – 6 p.m.

RX Deutschland GmbH
Project ALUMINIUM
Johannstraße 1
40476 Düsseldorf, Germany
aluminium-exhibition.com