

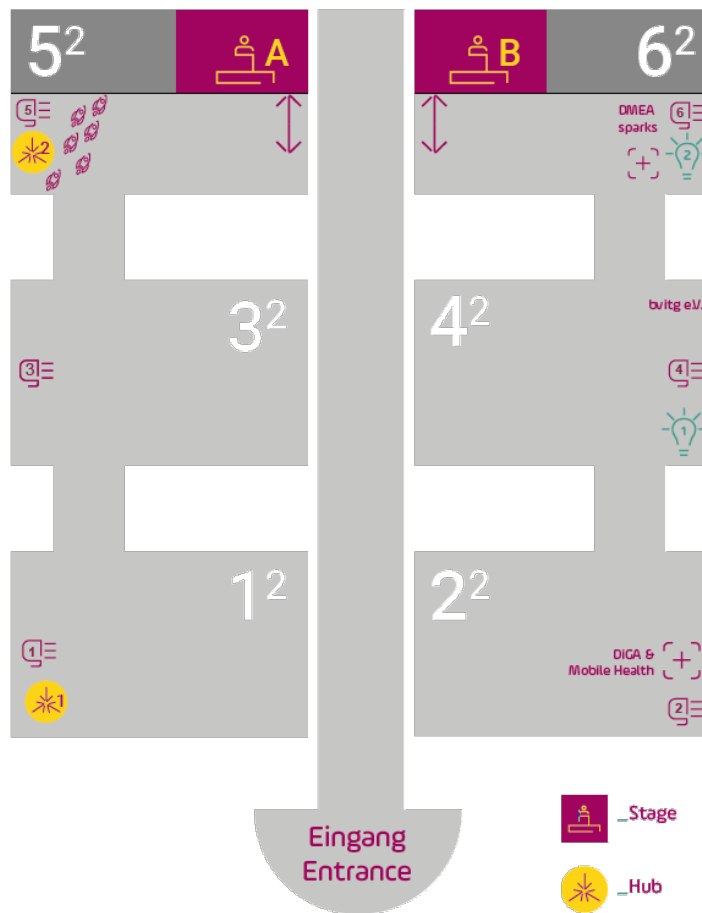


DMEA 2024

Onsite Advertising Opportunities

__Berlin Exhibition Grounds
DMEA 2024

DMEA Berlin
9–11 April 2024
Connecting Digital Health



Partner-Plus Performance

exclusively for Gold, Silver und Bronze Partner

Onsite Advertising
exclusively for Partners

The following pre-booking periods apply for our DMEA Partners:

| | |
|-----------------|-------------------|
| Gold Partner: | November 1, 2023 |
| Silver Partner: | November 15, 2023 |
| Bronze Partner: | December 01, 2023 |

Advance reservations are possible.

Gold Partner who booked a specific advertising options in 2023 will receive pre-booking rights to that advertising in 2024.

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Branding Opportunity

Online Tickets

Exclusively for Partner



Location / Short Description

Branding of all DMEA online tickets (format: DIN A4), consisting of logo integration in the upper area and branding area (see exemplary markings)

Trade Visitor and Journalist tickets
aprx. 10.000 Units
Exhibitor tickets
aprx. 5.000 Units

Measurements (w x h)

Branding area: max. 8.92 x 12.10 and logo integration

Branding License Partner

6,980.00 EUR
for all online-tickets

Status

Availability upon request

The diagram shows a sample DMEA online ticket. At the top, it says 'DMEA Berlin 25.-27. April 2023'. Below this, there is a section for 'Personal Details' with fields for name, company, and contact information. A QR code is visible. The bottom half of the ticket features a floor plan of the exhibition hall and a list of exhibitors. A red arrow points to the top right corner, labeled 'Your logo integration'. A purple bracket on the left side encompasses the bottom half of the ticket, labeled 'Branding area'.

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Advertising Opportunities
Entrance South - Outdoors



Entrance South – Outdoors

Light Pole Brandings at the Pedestrian Access, each 1-sided



NEW

**Location /
Short Description**

38 brandings at the light poles on the left and right sides of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South and 8 brandings on the light poles at the side access

Size (w x h)

e.g. 0.50 m x 1.35 m per branding
Special formats on demand.

Regular Hire Charge

2,490.00 EUR
for all 46 brandings, each 1-sided

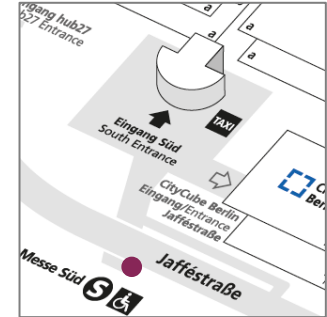
Production & Installation

4,840.00 EUR
for all 46 brandings, each 1-sided

Status

Availability upon request

Exclusively for Partners



Special Hire Charge

for Partners:
1,245.00 EUR
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Outer Bridge Branding at the Pedestrian Access



NEW

**Location /
Short Description**

1 outer branding at the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South

Size (w x h)

15.00 m x 1.60 m

Regular Hire Charge

1,920.00 EUR

Production & Installation

1,330.00 EUR

Status

Availability upon request

Exclusively for Partners



Special Hire Charge

for Partners:

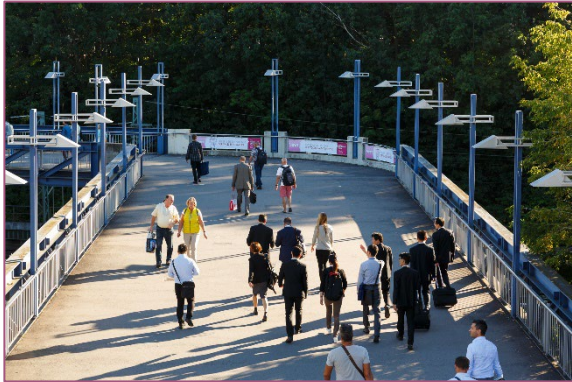
960.00 EUR

plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Inner Balustrade Brandings at the Pedestrian Access, each 1-sided



NEW

**Location /
Short Description**

3 inner brandings at the balustrade that lead to the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South

Size (w x h)

3.12 m x 0.53 m per banner
(3 banners in total)

Regular Hire Charge

400.00 EUR
for all 3 banners

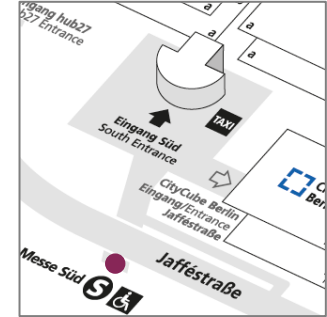
Production & Installation

415.00 EUR
for all 3 banners

Status

Availability upon request

Exclusively for Partners

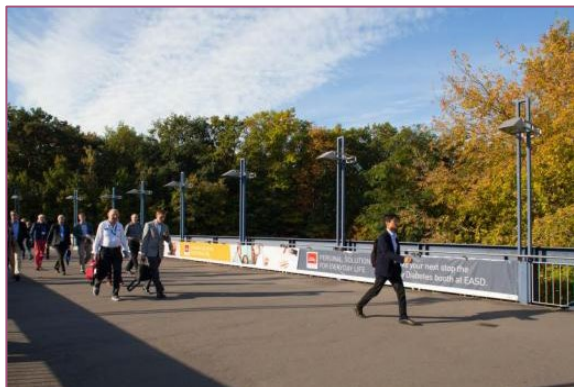


Special Hire Charge
for Partners:
200.00 EUR for all 3 banners
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Inner Bridge Brandings at the Pedestrian Access, each 1-sided



NEW

**Location /
Short Description**

Up to 2 inner brandings at the left and right side of the bridge connecting the urban railway station “Messe Süd” with the pedestrian access to Entrance South

Size (w x h)

24.85 m x 0.80 m per banner
(2 banners in total)

Regular Hire Charge

1,590.00 EUR
per banner

Production & Installation

1,190.00 EUR
per banner

Status

Availability upon request

Exclusively for Partners



Special Hire Charge
for Partners:
795.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Tunnel Branding at Pedestrian and Taxi Access

Exclusively for Partners



**Location /
Short Description**

Branding of the walls along the pedestrian tunnel between the urban railway station “Messe Süd” and Entrance South to the Berlin ExpoCenter City (2 banners in total)

Size (w x h)

Banner left side: 20.49 m x 2.30 m
Banner right side: 20.49 m x 2.30 m

Regular Hire Charge

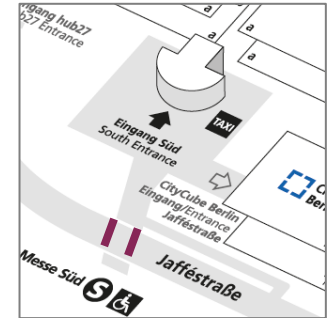
3,760,00 EUR
per banner

Production & Installation

2,895.00 EUR
per banner

Status

Availability upon request



Special Hire Charge
for Partners:
1,880.00 EUR per Banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Advertising Plates at the Pedestrian and Taxi Access



NEW

**Location /
Short Description**

Up to 3 advertising plates at the pedestrian and taxi access to Entrance South

Size (w x h)

3.50 m x 6.70 m per banner
(3 banners in total)

Regular Hire Charge

3,120.00 EUR
per banner

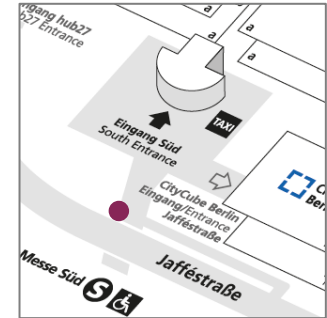
Production & Installation

2,330.00 EUR
per banner

Status

Availability upon request

Exclusively for Partners



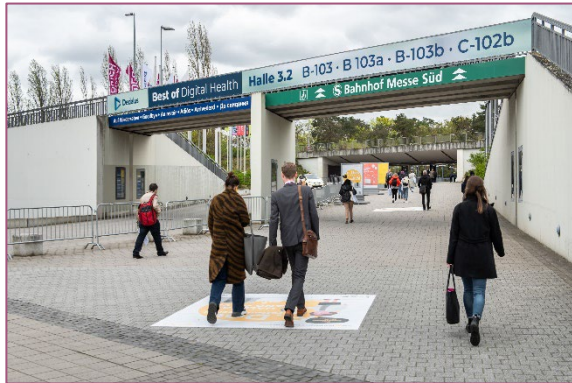
Special Hire Charge
for Partners:
1,560.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Banners on the bridge railing at the pedestrian and cab access point

Exclusively for Partner



Location / Short Description

Banners upon the railings of the bridge, above the pedestrian, taxi access and access to Entrance South

Size (w x h)

2 railing: 23.10 m x 0.90 m per side (front and rear sides)

Regular Hire Charges

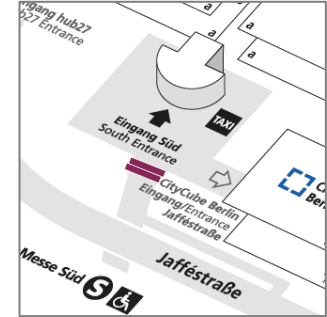
- (1) 3,870.00 EUR for the north side (Direction stop "Messe Süd")
- (2) 1,940.00 EUR for the south side (Direction Entrance South)

Production & Installation

1,430.00 EUR per banner

Status

Availability upon request



Special Hire Charges for Partners:
(1) 1,935.00 EUR (north side)
(2) 970.00 EUR (south side)
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Bridge wall branding at pedestrian and cab access point



NEW

**Location /
Short Description**

1 branding of the exterior left wall
of the bridge at the pedestrian and
taxi access to Entrance South

Size (w x h)

1 wall in trapezium shape: min.
76.00 m² (left side coming from the
urban railway station)

Regular Hire Charge

10,110.00 EUR

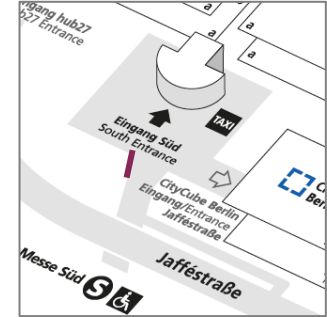
Production & Installation

3,640.00 EUR

Status

Availability upon request

Exclusively for Partners



Special Hire Charge
for Partners:
5,055.00 EUR
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Floor Graphics at the Pedestrian and Taxi Access

Bookable for all
Special price for Partners



**Location /
Short Description**

Possible positions on the forecourt of the Messe Süd entrance and at the entrance coming from the "Messe Süd" S-Bahn Station

Size (w x h)

e.g. 2.40 m x 2.40 m per floor graphic
special formats on demand

Regular Hire Charge

765.00 EUR
per floor graphic

Production & Installation

670.00 Euro
per floor graphic

Status

Availability upon request



Special Hire Charge
for Partners:
382.50 EUR per floor graphic
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Entrance South – Outdoors

Poster Showcases around the Entrance South, 2-sided



**Location /
Short Description**

Poster Showcases at the pedestrian and taxi approaches as well as at the entrance plaza

Size (w x h)

1.15 x 1.71 m per poster (2 posters per showcase with front and rear sides)

Regular Hire Charge

970.00 EUR
per showcase

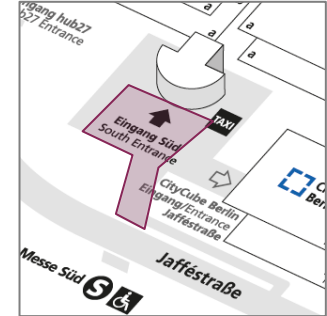
Production & Installation

610.00 EUR
per showcase

Status

Availability upon request

Exclusively for Partners



Special Hire Charge

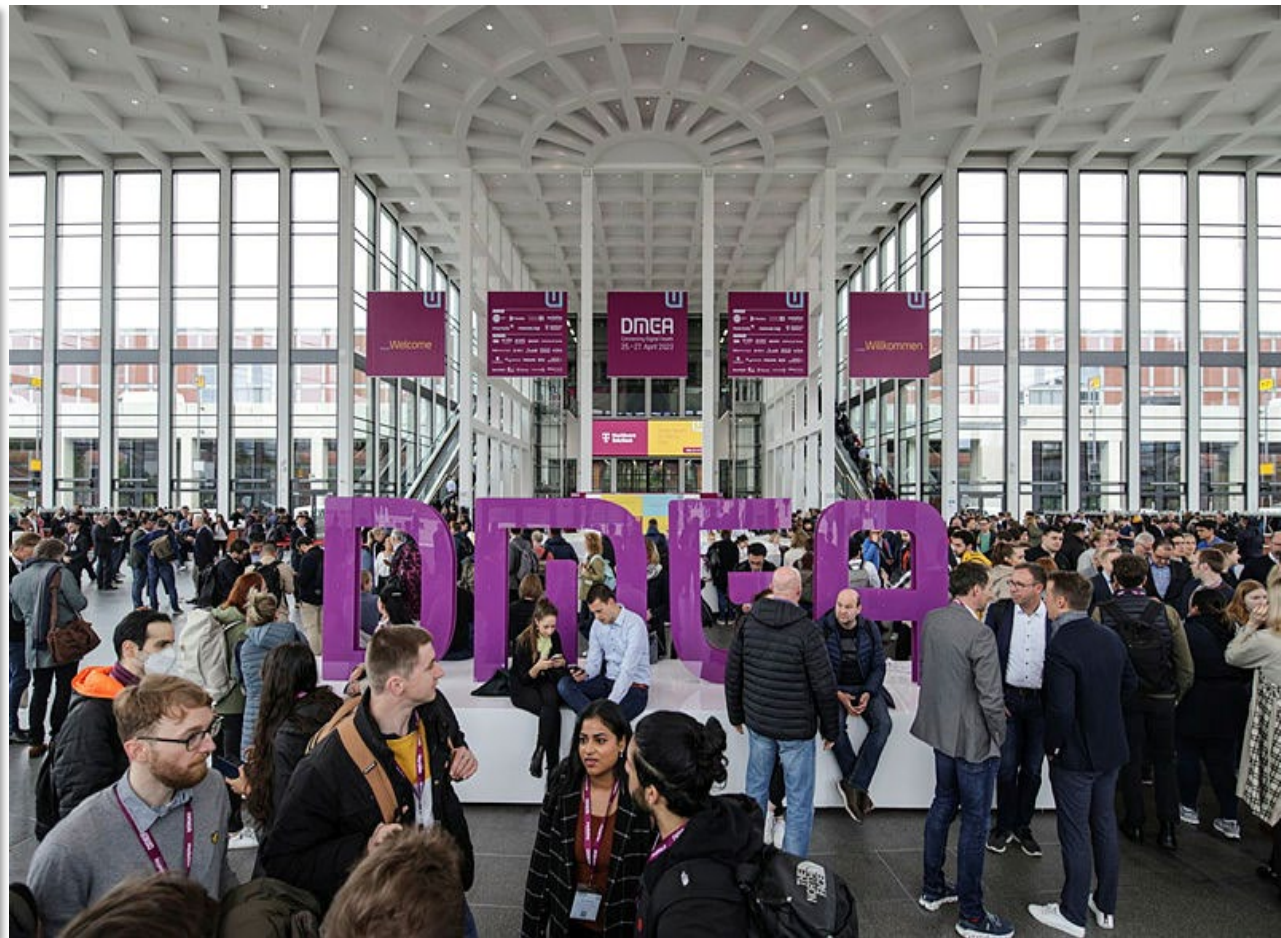
for Partners:

485.00 EUR per showcase

plus Production & Installation

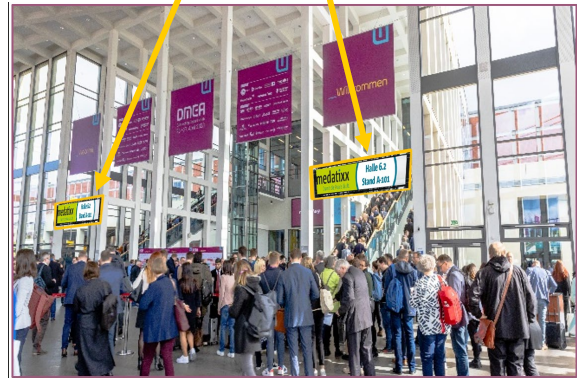
All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Advertising Opportunities Entrance South - Indoors



Entrance South – Indoors

LED Displays above the escalators, each 1-sided



NEW

**Location /
Short Description**

new 1-sided LED display (2 displays in total) in the entrance hall at the outer sides left and right directly above the escalators

Technical Specs

LED displays, 1-sided: FULL-HD display/
2.5 mm pixel pitch 20 MBit/ 60 fps/
content 32:9 LED dimensions: 4.86 m x
1.36 m each; resolution: 3840 x 1080
pixel each

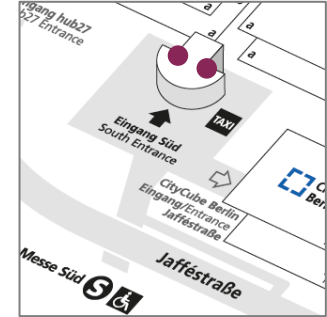
Regular Hire Charge

5,670.00 EUR per display
a 30 sec. spot within a loop with
organizer content on the LED display

Status

Availability upon request

Exclusively for Gold- and
Silver Partners



Special Hire Charge
for Gold and Silver Partners:
4,000.00 EUR per display
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Advertising Opportunities
High Traffic Area Messedamm



High Traffic Area - Messedamm

LED Screens at "AVUS TRIBÜNE"

Exclusively for Partners



Location / Short Description

3 LED Screens at the AVUS TRIBÜNE in the direction of Messedamm opposite the CityCube Berlin

Technical Specs

3 screens, each with a display format of 38,400 mm x 1,920 mm. The display is graphically divided into 3 sections a 1.920 pixel width and 288 pixel height.

Regular Hire Charge

Price on demand

Status

Availability upon request



All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

__Specific Hall Areas
Indoors and Outdoors



Specific Hall Areas - Indoors

Entrance Banner in the Middle Foyer between Halls 1.2/ 2.2: Co Branding

Exclusively for Partners



**Location /
Short Description**

Co Branding: DMEA Advertisement alongside Exhibitor Advertisement directly above the entrance doors to the middle foyer of Halls 1.2/ 2.2

Size (w x h)

24.00 m x 3.00 m in total:
left side of the banner pre booked for DMEA Advertisement

12.00 m x 3.00 m on right side of banner for Exhibitor Advertisement

Regular Hire Charge

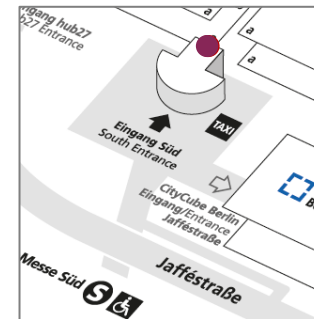
7,990.00 EUR

Production & Installation

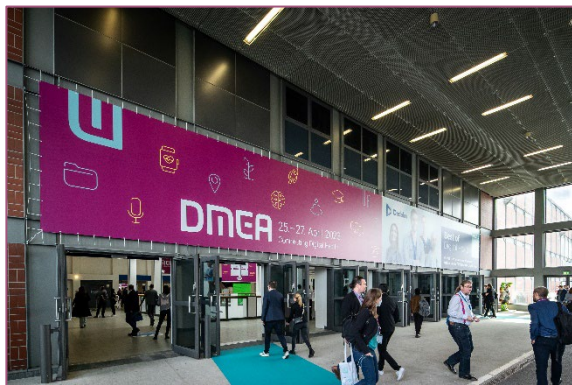
2,650.00 EUR

Status

Availability upon request



Special Hire Charge
for Partners:
3,995.00 EUR
plus Production & Installation

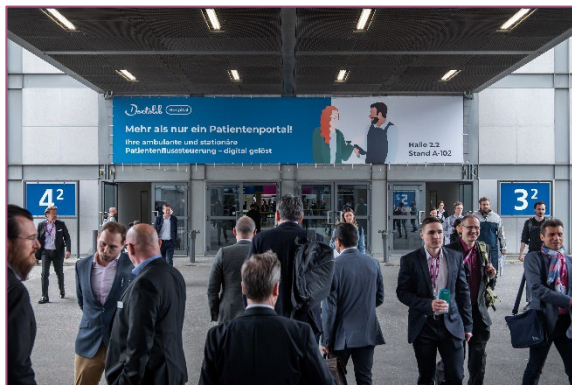


All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Outdoors

Entrance Banners in the Middle Foyers between Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2a/6.2a

Exclusively for Partners



Location / Short Description

directly above the entrance doors to the middle foyers of Halls 1.2/ 2.2, 3.2/ 4.2 and 5.2a/ 6.2a

Size (w x h)

11.50 m x 2.20 m per banner (4 banners in total)

Regular Hire Charge

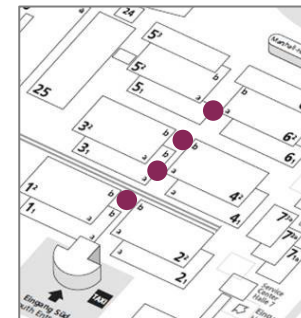
3,260.00 EUR per banner

Production & Installation

2,340.00 EUR per banner

Status

Availability upon request



Special Hire Charge

for Partners:

1.630,00 EUR per banner

plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

Entrance Banners in the Lateral Passageways of Halls 1.2 to 6.2



**Location /
Short Description**

On the right and left next to the entrances to the Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2 coming from the lateral passageways

Size (w x h)

2.50 m x 2.80 m per banner
(2 banners per entrance)

Regular Hire Charge

750.00 EUR
per banner

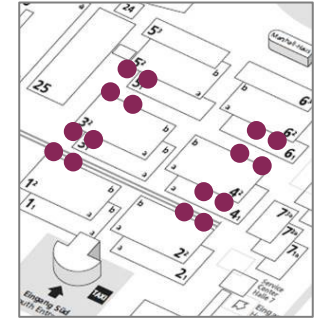
Production & Installation

645.00 EUR
per banner

Status

Availability upon request

Exclusively for Partners

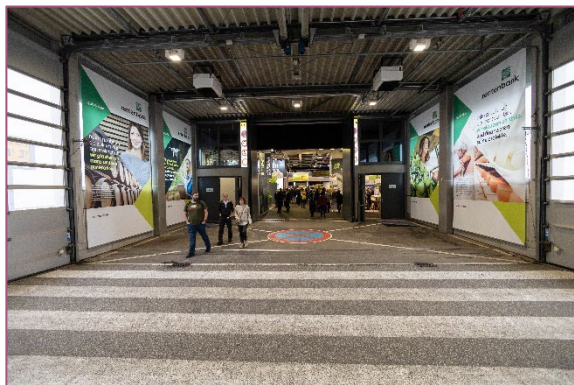


Special Hire Charge
for Partners:
375.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

Entrance Banners in the Lateral Passageways of Halls 1.2 to 6.2



NEW

**Location /
Short Description**

at the outer sides of the entrances to
Halls 1.2, 2.2, 3.2, 4.2, 5.2 and 6.2
coming from the lateral passageways

Size (w x h)

2.92 m x 5.00 m per banner (4 banners
per entrance) 2 banner on the left and 2
banners on the right side of the entrance)

Regular Hire Charge

1,570.00 EUR
per banner

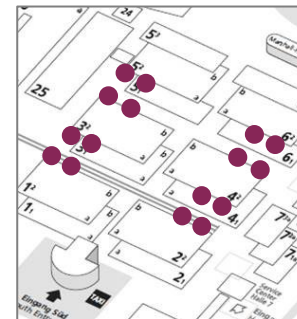
Production & Installation

1,195.00 EUR
per banner

Status

Availability upon request

Exclusively for Partners

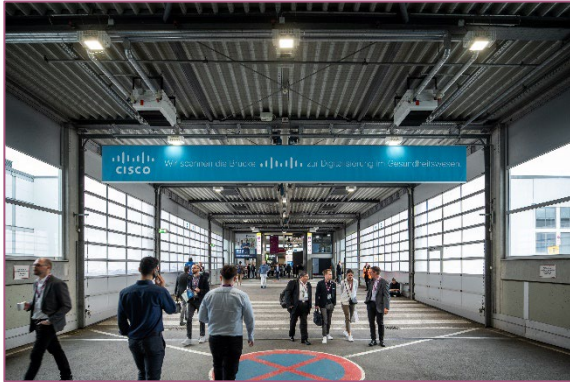


Special Hire Charge
for Partners:
785.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

Entrance Banners in the lateral Passageways of Halls 1.2 to 6.2



**Location /
Short Description**

in front of the entrances to Halls 1.2, 2.2,
3.2, 4.2, 5.2 and 6.2 coming from the
lateral passageways

Size (w x h)

10.00 m x 1.00 m per banner
(1 double-sided banner per entrance)

Regular Hire Charge

1,990.00 EUR
per double-sided banner

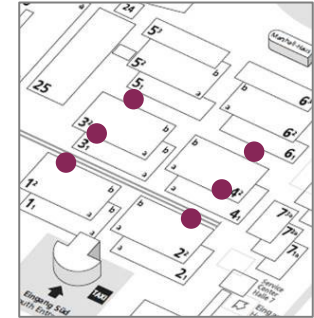
Production & Installation

2,085.00 EUR
per double-sided banner

Status

Availability upon request

Exclusively for Partners



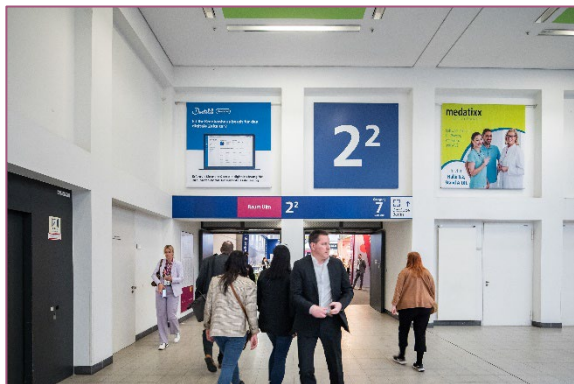
Special Hire Charge
for Partners:
995.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

Entrance Banners in the Middle Foyers of Halls 1.2 to 6.2

Bookable for all
Special price for Partners



**Location /
Short Description**

in the middle foyers above the entrances and passages of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a

Size (w x h)

2.00 m x 2.00 m per banner

Regular Hire Charge

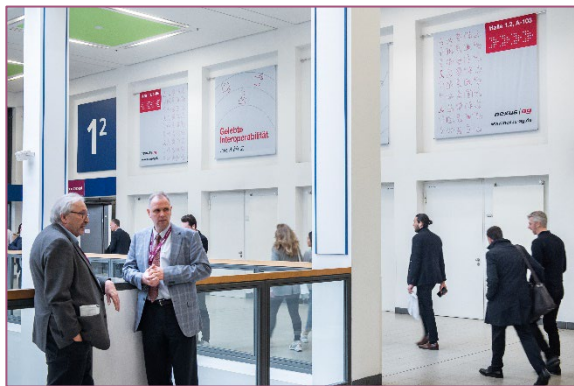
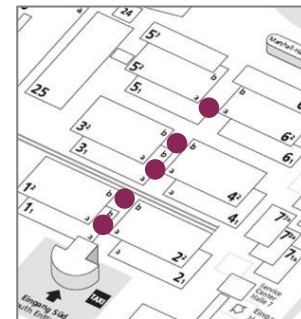
900.00 EUR
per banner

Production & Installation

335.00 EUR
per banner

Status

Availability upon request



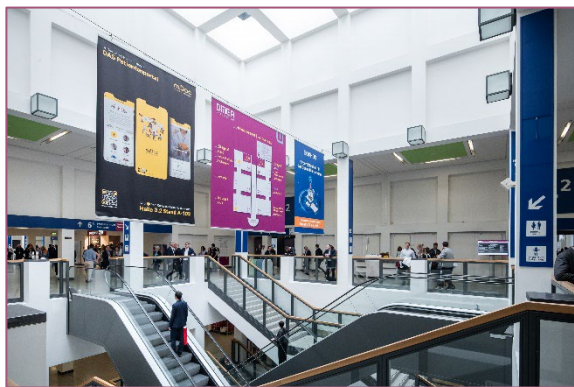
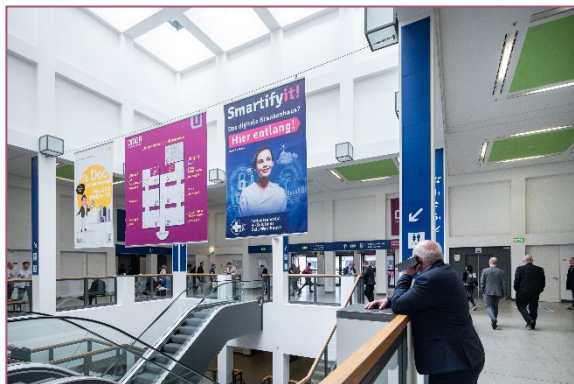
Special Hire Charge
for Partners:
450.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

Hanging Banners in the Middle Foyers of Halls 1.2 to 6.2, each 2-sided

Exclusively for Partners



Location / Short Description

in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2a and 6.2a directly above the escalators and staircases (2 banners per foyer available in combination with DMEA Advertising)

Size (w x h)

2.00 m x 3.00 m per double-sided banner (print on front and back side)

Regular Hire Charge

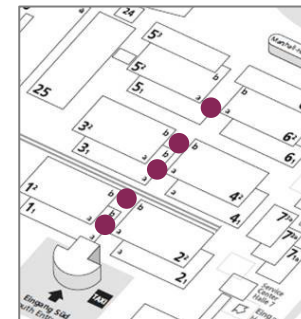
2,740.00 EUR
per double-sided banner

Production & Installation

405.00 EUR
per double-sided banner

Status

Availability upon request



Special Hire Charge
for Partners:
1,370.00 EUR per banner
plus Production & Installation

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

UltraStretched Displays GUIDING SYSTEM CENTRAL



NEW

Location / Short Description

in the middle foyers of Halls 1.2, 2.2, 3.2, 4.2 (in each case a and b) as well as 5.2 and 6.2 directly in the GUIDING SYSTEM in the walkway to the next middle foyer in combination with DMEA Advertising

Technical Specs

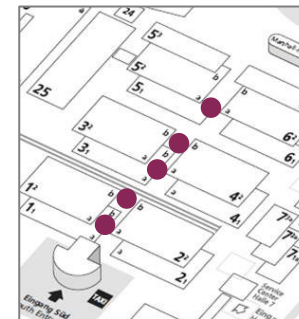
UltraStretched Displays Guiding System;
Size: 2158 x 348mm
Display 1 x 3840 x 2160 Pixel or
2 x 1920 x 1080 Pixel side by side

Regular Hire Charge

1,480.00 EUR per UltraStretched Displays for a 30-second spot in a loop with DMEA content (exhibitor content must be supplied by the customer)

Status Availability upon request

Exclusively for Partners



Special Hire Charge
for Partners:
740.00 EUR per display

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

Specific Hall Areas - Indoors

Floor Graphics



**Location /
Short Description**

indoor positions by arrangement: e.g. in entrance areas, at passageways and within middle foyers

Size (w x h)

(1) 1.00 m x 1.00 m per floor graphic
(2) 2.00 m x 2.00 m per floor graphic
Special formats are possible.

Regular Hire Charge

(1) 240.00 EUR per floor graphic
(2) 600.00 EUR per floor graphic

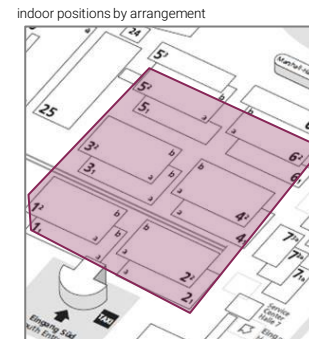
Production & Installation

(1) 105.00 EUR per floor graphic
(2) 335.00 EUR per floor graphic

Status

Availability upon request

Bookable for all
Special price for Partners



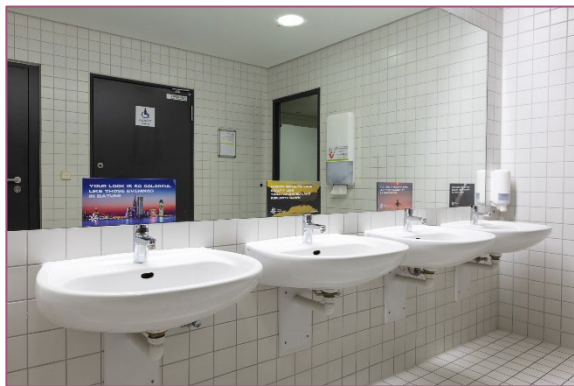
Special Hire Charges for Partners:
(1) 120.00 EUR per floor graphic
(2) 300.00 EUR per floor graphic
plus Production & Installation

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Specific Hall Areas - Indoors

Mirror Brandings in the Sanitary Facilities

Bookable for all
Special price for Partners



NEW

**Location /
Short Description**

high-quality stickers on the mirrors in the lavatories: exact positions by arrangement

Size (w x h)

e.g. 0.30 m x 0.15 m per mirror graphic
Other formats and special shapes are possible

Regular Hire Charge

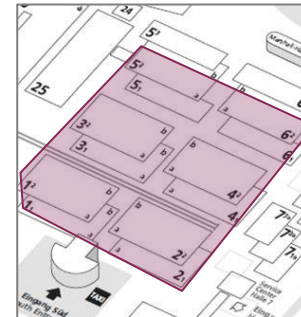
e.g. 690.00 EUR
for 10 mirror graphics

Production & Installation

e.g. 255.00 EUR
for 10 mirror graphics

Status Availability upon request

indoor positions by arrangement



Special Hire Charge
for Partners:
345.00 EUR for 10 graphics
plus Production & Installation

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Specific Hall Areas - Indoors

Towel Dispensers Brandings in the Sanitary Facilities

Bookable for all
Special price for Partners



NEW

**Location /
Short Description**

high-quality stickers on the towel dispensers
in the lavatories: exact positions by
arrangement

Size (w x h)

e.g. 0.30 m x 0.15 m
per towel dispenser graphic
Other formats and special shapes are
possible.

Regular Hire Charge

e.g. 690.00 EUR
for 10 towel dispenser graphics

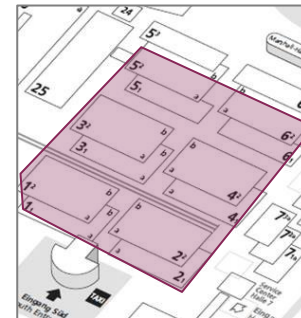
Production & Installation

e.g. 255.00 EUR
for 10 towel dispenser graphics

Status

Availability upon request

indoor positions by arrangement



Special Hire Charge
for Partners:
345.00 EUR for 10 graphics
plus Production & Installation

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DNEA

Connecting Digital Health

9.–11. April 2024



Contact for Advertising Opportunities:
Advertising & Sponsoring

MB Capital Services GmbH
on behalf of Messe Berlin GmbH

Thüringer Allee 12A
14052 Berlin
Germany

Phone: +49 30 3038-2525
advertising@messe-berlin.de

All indicated prices plus Value Added Tax. Subject to change. Subject to confirmation. The indicated prices apply to the period of exhibition. Agency commissions will not be accorded. Prices do not include graphic design/ layout of the advertising material.

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