Exclusive Partner-Plus-Advertising
Opportunities in the Course of

DMEA Berlin
21–23 April 2020
Connecting Digital Health

Berlin ExpoCenter City

as of 23.09.2019
Partner Plus Branding Opportunities

Contact for Advertising Opportunities on the Fair Ground (pages 4-16)

MB Capital Services GmbH
T: +49 30 3038-2406
strebl-schneider@mb-capital-services.de

Contact for Digital Advertising Opportunities: DMEA App, AppScreens und Tweet-Points (pages 17-22)

Neureuter Fair Media GmbH
Redaktionsbüro Essen, Westendstr. 1, 45143 Essen, Germany
T: +49 201 36 547-416
F: +49 201 36 547-325
DMEA@neureuter.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.
Branding Opportunities
Branding Opportunities

Online Tickets

1 Branding-Area and Logo-Integration between DMEA and Messe Berlin (see indication on bottom left) on all DMEA online tickets (Format: DIN A4)

Trade Visitor and Journalist tickets aprx. 10,000 Units
Exhibitor tickets aprx. 5,000 Units

Branding-Area: max. 8.92 x 12.10

Hire Charge
5,600.00 €
for all online tickets

Status
This advertising package is currently available.

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 at Entrance South – Outdoors
1 Tunnel Branding at Pedestrian and Taxi Access, 2-sided

<table>
<thead>
<tr>
<th>Location / Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge</th>
<th>Production &amp; Installation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branding of the walls along the pedestrian tunnel between the urban railway station “Messe –Süd” and the southern entrance to the Exhibition Grounds</td>
<td>Left-hand side: max.20.49 x 2.30&lt;br&gt;Right-hand side: max.20.49 x 2.30</td>
<td>3,255.00 Euro per side</td>
<td>2,710.00 Euro per side</td>
</tr>
</tbody>
</table>

Status reserved

- 60% on Hire Charge
DMEA partner price
1,300.00 Euro

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 at Entrance South – Outdoors
Floor Graphics at the Pedestrian and Taxi Access

Location / Short Description
At Southern Entrance with positioning by prior arrangement

Measurements in m (w x h)
eg. 2.40 x 2.40 per floor graphic
Special formats available on demand

Hire Charge
660.00 Euro per floor graphic
- 60% on Hire Charge
DMEA partner price
265.00 Euro

Production and Installation
670.00 Euro per floor graphic

Status
Positions are currently available.

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 at Entrance South – Outdoors

**18 Poster-Showcases around the Entrance South, each 2-Sided**

<table>
<thead>
<tr>
<th>Location/ Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge</th>
<th>Production and Installation</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 Poster-Showcases at the pedestrian and taxi approaches as well as at the entrance plaza.</td>
<td>1.15 x 1.71 per poster (2 posters per showcase with front and rear sides)</td>
<td>830.00 Euro pro showcase</td>
<td>610.00 Euro pro showcase</td>
<td>currently available</td>
</tr>
</tbody>
</table>

- 60% on Hire Charge

DMEA partner price
330.00 Euro

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 at Entrance South – Outdoors
1 Bridge-Branding at the Pedestrian and Taxi Access

<table>
<thead>
<tr>
<th>Location/ Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner upon the railings of the bridge, above the pedestrian, taxi access and access to Entrance South</td>
<td>2 railings: 23.10 x 0.90 per side (front and rear sides)</td>
<td>€3,345.00 Euro for the north-facing side</td>
</tr>
</tbody>
</table>

- 60% on Hire Charge

DMEA partner price
€1,340.00 Euro

€1,670.00 Euro for the south-facing side

- 60% on Hire Charge

DMEA partner price
€670.00 Euro

Production and Installation | Status |
---------------------------|--------|
1,430.00 Euro Per Banner | south-facing side is currently available

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 at Entrance South
Indoors
Advertising Opportunities at Entrance South – Indoors
Entrance Banner in the Middle Foyer between Halls 1.2/ 2.2: Co-Branding

<table>
<thead>
<tr>
<th>Location/ Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge</th>
<th>Production and Installation</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-Branding: DMEA advertisement alongside exhibitor advertisement directly above the entrance doors to the middle foyer of Hall 1.2/ 2.2</td>
<td>24.00 x 3.00 in total: right side of the banner pre - booked for DMEA advertisement</td>
<td>6,912.00 Euro for exhibitor advertisement</td>
<td>3,416.00 Euro for exhibitor advertisement</td>
<td>has already been booked</td>
</tr>
<tr>
<td>12.00 x 3.00 on left side of banner for Exhibitor Advertisement (see purple frame in picture)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 – Outdoor

**Entrance Banners in the Middle Foyers between Halls 1.2/ 2.2 and 3.2/ 4.2**

<table>
<thead>
<tr>
<th>Location/ Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge per banner</th>
<th>Production and Installation per banner</th>
<th>Status</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directly above the entrance doors to the middle foyers between Halls 1.2/ 2.2 und 3.2/ 4.2</td>
<td>11.50 x 2.20 per banner (2 banners in total)</td>
<td>2,820.00 Euro</td>
<td>2,340.00 Euro</td>
<td>reserved</td>
<td>- 60% on Hire Charge DMEA partner price 1,130.00 Euro</td>
</tr>
</tbody>
</table>

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 4.2

<table>
<thead>
<tr>
<th>Location/Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge</th>
<th>Production and Installation</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the right and left next to the entrances to the Halls: 1.2, 2.2, 3.2, 4.2 and 6.2 coming from the lateral passageways</td>
<td>2.50 x 2.80 per banner (1 banner per entrance)</td>
<td>650.00 Euro per banner</td>
<td>645.00 Euro per banner</td>
<td>Various banners are currently available</td>
</tr>
</tbody>
</table>

- 60% on Hire Charge
DMEA partner price
260.00 Euro

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 4.2

Location/ Short Description: Hanging in front of the entrances to Halls 1.2, 2.2, 3.2 and 4.2 coming from the lateral passageways

Measurements in m (w x h): 10.00 x 1.00 per banner (1 double-sided banner per entrance)

Hire Charge: 1,730.00 Euro per double sided banner

Production and Installation: 3,035.00 Euro per double sided banner

Status: Various banners are currently available

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 Foyer between Halls 1.2 to 4.2

<table>
<thead>
<tr>
<th>Location/ Short Description</th>
<th>Measurements in m (w x h)</th>
<th>Hire Charge</th>
<th>Production and Installation</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the middle foyers above and next to the entrances of Halls 1.2, 2.2, 3.2 and 4.2 (each a and b)</td>
<td>2.00 x 2.00 per banner</td>
<td>778.00 Euro per banner</td>
<td>335.00 Euro per banner</td>
</tr>
</tbody>
</table>

Status: Various banners are currently available

- 60 % on Hire Charge
DMEA partner price
230.00 Euro

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.
Digital Advertising Opportunities

App
AppScreen
Tweet-Point-Monitor
Welcome-Monitor
Location of Digital Advertising Opportunities

Planned Locations
- Welcome-Monitor
- Tweet-Points
- AppScreens

Welcome-Monitor
Tweet-Points
AppScreens

Eingang Entrance
DMEA App (+ optional AppScreen)

• Splash-Screen landingpage AND (optional) as Upgrade for AppScreens (minimum 3 AppScreens at DMEA)
  • appears as half screen (bottom)
  • 3,100.00 Euro / 4,600.00 Euro with simultaneous playout on AppScreen (Upgrade)

• Button-Banner Hall plan (App only)
  • appears for the entire duration of DMEA (when App users are searching for exhibitors in the hall plan)
  • 850.00 Euro
DMEA App

• Button Banner (App only)

  • appears for the entire duration of DMEA (when app users are searching for “exhibitors and products”)
  
  850.00 Euro

Limited to 10 partners
DMEA Tweet-Point-Monitor - „Program Preview“

- Tweet-Point-Monitor for Programs (65") – Your Logo
  - Presentation of logo, max. 10+1 Logos (approx. all 10 sec.)
  - 1,500.00 Euro for a booking period for the entire duration of DMEA

Limited to 10 logos

![Image of DMEA Tweet-Point-Monitor preview](image-url)
DMEA Tweet-Points „Welcome-Page“

- Tweet-Point-Premium Monitor (80") in the Entrance South - your Logo AND Branding page
- Your own individual designed page with your own branding rotating (approx. all 10 Sec.)
  plus logo page (limited to Gold and Silver Partners)
  1,500.00 Euro (entire duration)
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.