

27th International Sheet Metal Working Technology Exhibition

22 – 25 October 2024 | Hanover, Germany

www.euroblech.com

A decorative graphic consisting of several white, 3D-rendered sheet metal profiles (C-channels) arranged in a horizontal line across the bottom of the page. The background of the entire page is a purple-tinted photograph of an industrial factory floor with a large orange robotic arm in the center.

**EuroBLECH 2024:
Marketing and Advertising Opportunities**

EuroBLECH 2024: MARKETING AND ADVERTISING OPPORTUNITIES

Why not promote your company, brand, products or services? We are able to offer you a full spectrum of marketing opportunities in order for your core message to achieve maximum impact, not only during but also before and after the exhibition. The following summary is for your initial information and serves as an overview.

We would be delighted to provide you with an offer tailored to your individual goals. Please bear in mind that we can only offer these services subject to availability.

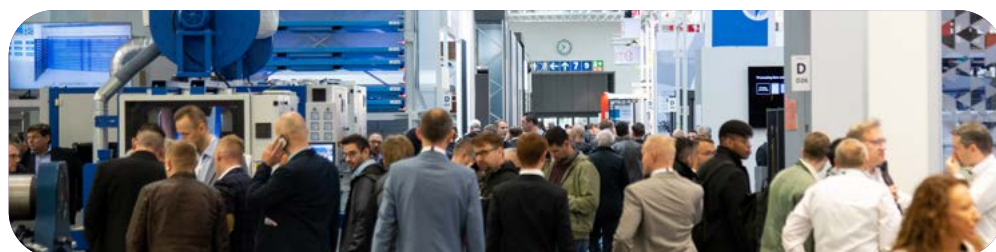
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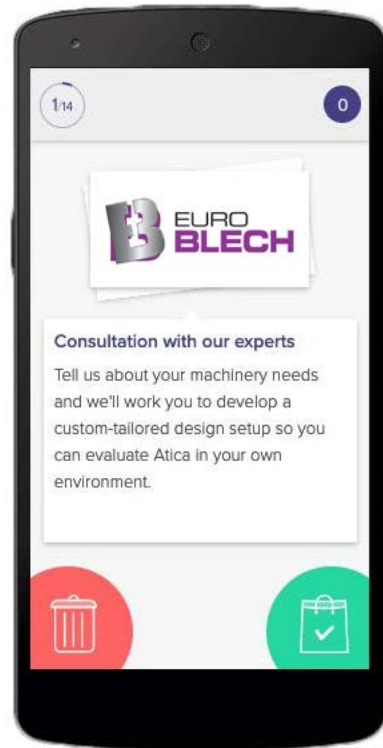


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Digital advertising opportunities 1/3



Digital Offer Bag

Digital Offer Bags will allow you to promote your presence at EuroBLECH directly to your core market, providing brand exposure for your company and lead generation to your stand. Use this platform to share information about your services or products, gift giveaway, product launch or send a private event invitation.

- Lead Generation
- Brand Awareness
- More Traffic

Available options:

Digital Offer Bags – will be shared with visitors through an interactive flipbook. Choosing which offers to select will be made easy: all they will need to do is swipe 'yes' or 'no'. What you decide to include in your Digital Goodie Bag is entirely up to you. It can include various exhibitor activities designed to attract attention to your brand, product or stand.

€990

(Images for illustration only, subject to change)

Digital advertising opportunities 2/3



(Images for illustration only, subject to change)

Advertising in e-news

Grab the attention of your target audience with a banner or advertorial in the e-news and benefit from the direct association with the EuroBLECH brand. (Frequent delivery to comprehensive show database from spring 2024 until the start of the exhibition)

Available options:

Top banner with link - 400 x 80 px <i>(limited to one banner per issue)</i>	€2,450 (May - Aug) €2,550 (Sep - Oct)
Advertorial - Text, image & link to showcase your company or product <i>(limited to one advertorial per issue)</i>	€1,850 (May - Aug) €1,950 (Sep - Oct)
Banner with link - 200 x 80 px <i>(limited to two banners per issue)</i>	€1,250 (May - Aug) €1,350 (Sep - Oct)

Listed price per placement/per edition

Digital advertising opportunities 3/3



Advertising on Event Website

The show website is a key planning tool and information source for visitors. Turn your participation at EuroBLECH 2024 into a success by choosing from a variety of marketing opportunities available on the show website.

Available options:

Banner on the 'About the Event' Page

Our "About the Event" page is the first port of call for all visitors interested to find out more about EuroBLECH 2024. Place your Leaderboard banner here to generate exposure for your business and link to your company website.

€3,400

Banner on the 'Visit' Page

Exclusive banner placement on the "Visit" page of the official EuroBLECH website. Your brand message will be seen by all that prepare for their show visit.

€3,600

(Images for illustration only, subject to change)

Advertising opportunities on site 1/5



Lanyard Sponsorship

Elevate your brand presence and make a lasting impression on every attendee at EuroBLECH 2024 by becoming a Lanyard Sponsor.

A personalised trade fair badge will be automatically issued to each attendee upon entry to the exhibition grounds. Lanyards are available for all attendees to collect behind the entrance to attach to the badges.

We offer you a high-level sponsorship to boost your brand visibility across the event on these lanyards:

- 12,000 sustainable lanyards per entrance
(20 mm wide, approx. 90 cm long, ribbon colour white)
- Printing according to the sponsor's specifications
- Proportionate stocking of the distribution points
- Front: full-colour digital print, reverse: white

Lanyard sponsorship limited to one sponsor per entrance (East 3, North 1, South 1, West 1 & West 2).

NO LONGER AVAILABLE

(Images for illustration only, subject to change)

Advertising opportunities on site 2/5



On-Site Flyer (limited to three adverts)

These practical show planners serve as a quick and easy orientation guide and will be available in pocket size at all visitor information terminals (EBI) and all entrances (60,000 copies).

- One advert in the flyer and logo display on the area map in the flyer

€4,200



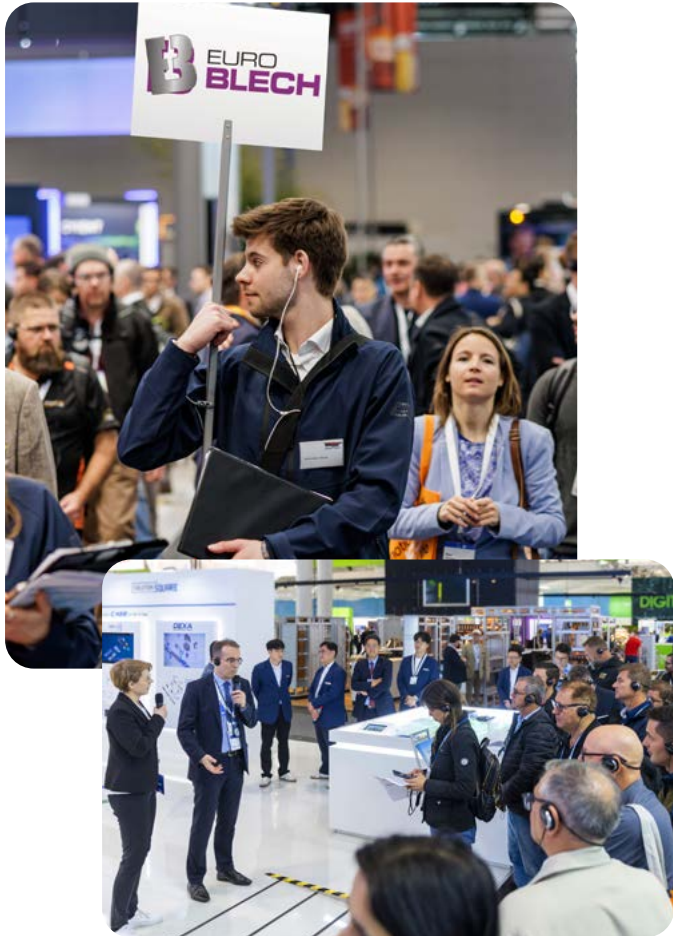
You-Are-Here' boards (NEW)

Have your company name and stand highlighted on our large 'You-Are-Here' boards and guide the visitors directly to your stand. The boards are located in the entrance areas and at prominent places within the halls.

€1,400

(Images for illustration only, subject to change)

Advertising opportunities on site 3/5



(Images for illustration only, subject to change)

Guided Tours (NEW)

Take part in our new Guided Tours at EuroBLECH 2024 – 'The Power of Productivity' Experienced tour guides will bring a group of approx. 20 industry professionals directly to your stand, where you will be able to present and live-demonstrate your products and innovations exclusively to these groups. Limited to six exhibitors only, this is the opportunity to reach your target group and meet potential buyers and investors.

Available options for the guided tours:

Tour topics *	<p>Tour 1: Industrial Internet of Things (IIoT) Big Data; remote analysis; predictive maintenance; production monitoring and part traceability are your key topics? Then this is the right tour for you to present participants various products, tools and software to help them plan, optimise and monitor production with a view to improving their overall productivity, efficiency and sustainability.</p> <p>Tour 2: Automation and Robotics for Efficient Production Ranging from handling; sorting; conveyor; storage and stacking systems to robots, cobots and autonomous mobile robots (AMRs). This tour will allow you to demonstrate how integrated, bolt-on or stand-alone automation and robotics systems can streamline production operations for greater sustainability and productivity (even for small batches).</p>
Tour start per tour	<p>Tuesday, 22 October at 2pm Wednesday, 23 October at 10am and 2pm Thursday, 24 October at 10am and 2pm</p>
Tour language	English
Presentation time	10min + 5min Q&A time per participating exhibitor

* The project management reserves the right to make the final selection.

€5,000

Advertising opportunities on site 4/5



Promotion Points - Distributions at the EuroBLECH entrances

Promotional activities away from your stand are highly effective in generating interest and guiding visitors directly to your stand. This promotional opportunity enables your company to deploy up to two promoters* who can hand out flyers or small gifts to visitors at EuroBLECH.

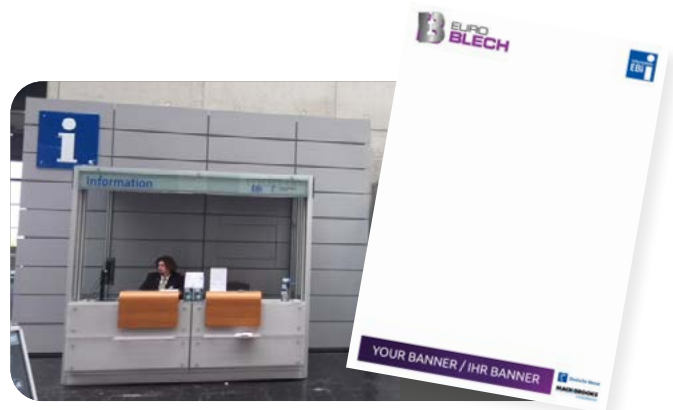
Available options for your promo team:	
At one (1) of the five exhibition entrances on two exhibition days • Tuesday and Wednesday • Thursday and Friday	€3,400
At one (1) of the five exhibition entrances for the whole duration of the exhibition	€5,000

*Promotion personnel to be provided by the exhibitor

Visitor information points (EBi's) onsite - Advertisement on all EBi print outs (available exclusively to one exhibitor)

Exhibitor and product information is available to all visitors at the visitor information terminals (EBi). These will be printed on the EBi paper (60,000 copies).

€7,900



(Images for illustration only, subject to change)

Advertising opportunities on site 5/5

Advertising opportunities in the EuroBLECH catalogue

Advertising opportunities in the exhibition catalogue are effective measures to raise your company's profile and mark you as an important part of the industry. The catalogue not only serves as an essential orientation tool on-site, but also as a reference guide for the entire sheet metal industry after the exhibition has ended.



(Examples from 2018, subject to change)

Available options for the advertisement placement:

Bookmark (<i>available for one sponsor exclusively</i>)	Price on Request
Cover pages	Price on Request
Full page (<i>incl. special placements</i>)	Price on Request
Half page	Price on Request
Advertising strip (<i>various placements possible</i>)	Price on Request

More advertising opportunities are available in the EuroBLECH catalogue. We would be happy to advise you - please contact:

Stephan Guder, Senior Production Executive

Tel: +44 1727 814448 | Email: stephan.guder@rxglobal.com

OUTDOOR ADVERTISING



Boards



A particularly eye-catching option in high-traffic areas like taxi stands, entrances and exit gates, car parks and public transport stations is a five-meter-wide board. The boards can be seen from considerable distances and their striking size makes them an ideal way to draw attention to your trade fair appearance.

Specifications	
Dimensions	W 5.00 m x H 0.90 m
Material and processing	Supply of the backplates, digital print production, laminating of the prints onto the backplates, assembly and disassembly
Format	double-sided

Quantities and sites		
No.	Site	Quantity
2	Taxi stand/northern tram terminal	6
3	Northern tram terminal	12
4	West 1 entrance	9
5	Karlsruher Strasse, West 1 car park	16
6	Kronsbergstrasse, West 1 car park	15
7	South 1 entrance	14

Unit price (subject to VAT)	
No.	Price
2-7	€2,000

Listed prices include production costs

Frames



Our framed posters are placed around car parks and entrance gates. They are mounted on walls and fences at eye level to ensure your advertising slogans catch the attention of trade fair visitors. A series of images is a particularly effective way of using this medium.

Specifications	
Dimensions	W 2.50 m x H 2.00 m
Material and processing	Supply of the backplates, digital print production, laminating of the prints onto the backplates, assembly and disassembly
Format	one-sided

Quantities and sites		
No.	Site	Quantity
C	Fence at West 2 entrance	12
F	Fence at South 1 entrance	12

Unit price (subject to VAT)	
€1,300	

Listed prices include production costs

3-sided poster stands



These three-sided advertising spaces in A0 poster format are bound to catch the eye of passersby, no matter which way they are going. The distinctive pyramids can be booked as a set and placed in ten ideal locations at every entranceway around the exhibition grounds.

Specifications

Dimensions	DIN A0: W 0.84 m x H 1.19 m
Material and processing	Foil, digital print production, assembly and disassembly
Format	3-sided

Quantities and sites

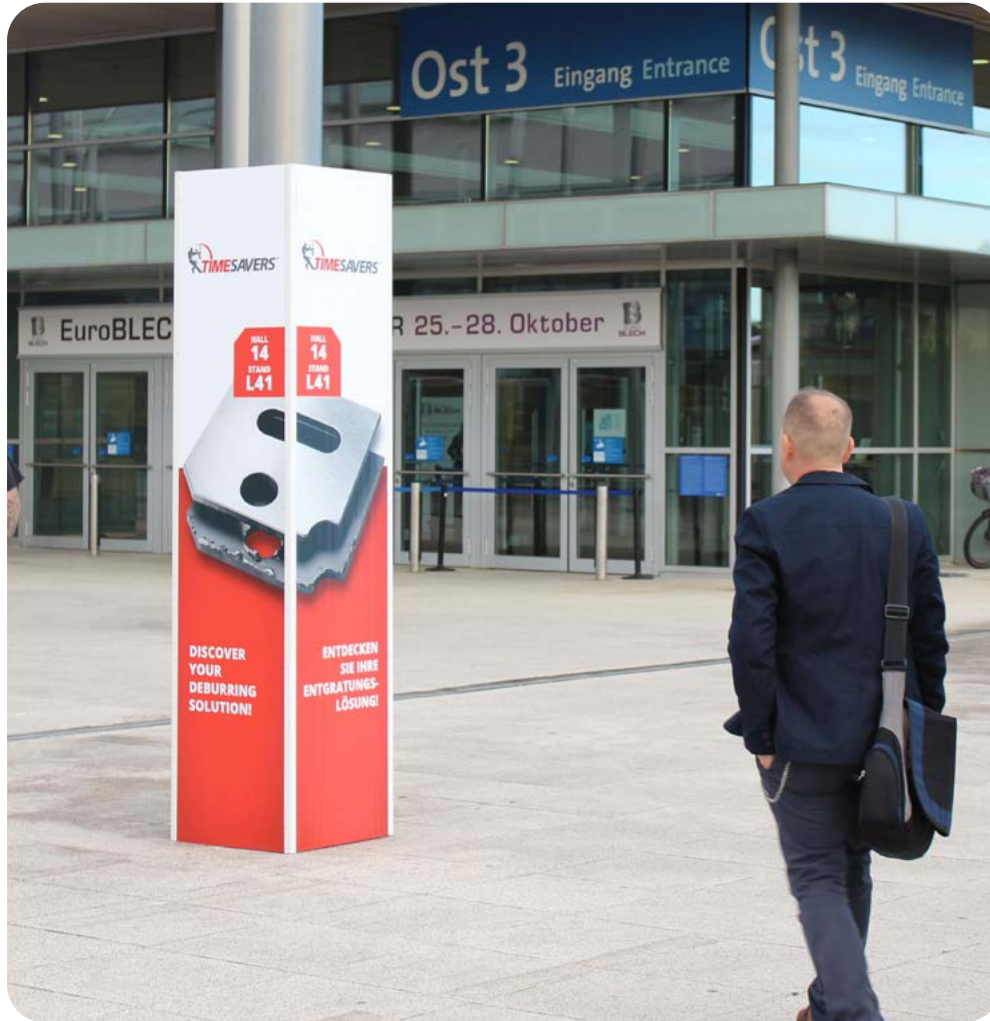
1 set	Consisting of 10 poster stands at various locations around the site
Total sets available	9 sets

Unit price (subject to VAT)

€4,500

Listed prices include production costs

Advertising columns



These prominent ad spaces located near the entrances North 1 and East 3 are perfect for giving your customers an additional image boost. These four-sided advertising spaces are bound to catch the eye of passers-by, no matter which way they are going.

Specifications	
Dimensions	W 0.52 m x H 2.50 m
Material and processing	Supply of the backplates, digital print production, assembly and disassembly
Format	4-sided

Quantities and sites		
No.	Site	Quantity
1-3	Nordplatz/North 1 entrance	3
4-12	East 3 entrance	9

Unit price (subject to VAT)
€1,800

Listed prices include production costs

Big banners



A particularly eye-catching option in the high-traffic northern and western part of the exhibition grounds is a big banner. These ad spaces are guaranteed to attract the attention of your target groups, thanks to their prominent placement at North 1 and West 1 entrances.

Specifications

Dimensions	BB 7-9	W 2.70 m x H 8.70 m
	BB 10-12	W 4.80 m x H 2.30 m
Material and processing	Frontlit or Mesh, digital print production, assembly and disassembly	
Format	one-sided	

Quantities and sites

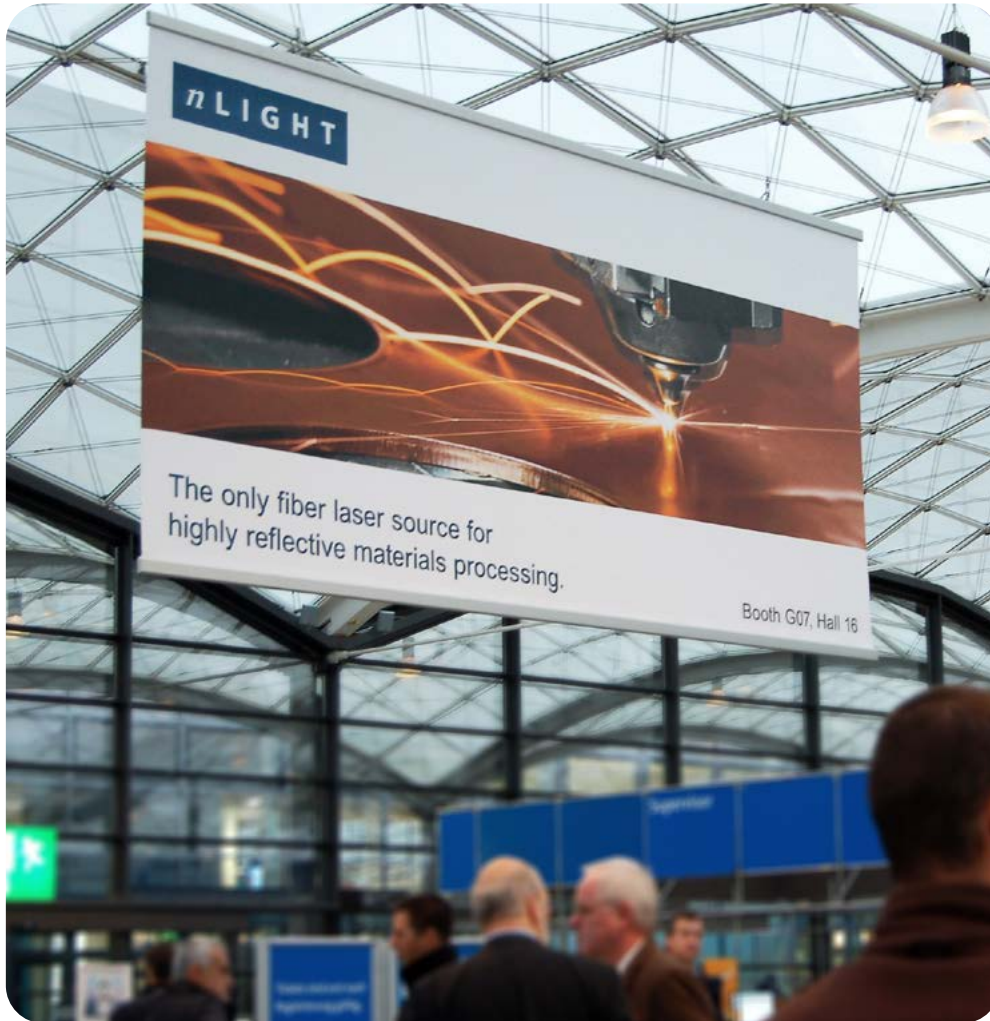
No.	Site	Quantity
BB 7-9	North 1 entrance	3
BB 10-12	West 1 entrance	3

Unit price (subject to VAT)

No.	Price
BB 7-9	€5,900
BB 10-12	€5,900

Listed prices include production costs

Entrance banners



Reach your customers before they enter the exhibition grounds - using a banner at the entrance! These ad spaces are guaranteed to attract the attention of your target groups, thanks to their prominent placement.

Specifications		
Dimensions	North 1	W 6.00 m x H 3.00 m
	East 3	W 3.00 m x H 1.50 m
	South 1	W 6.00 m x H 2.00 m
	West 1	W 3.00 m x H 1.50 m
	West 1, vertical	W 2.85 m x H 5.70 m
	West 2	W 5.00 m x H 2.00 m
Material and processing	Digitex, digital print production, assembly and disassembly	
Format	one-sided	

Quantity, Sites and Prices		
Site	Quantity	Unit price (subject to VAT)
North 1 entrance	3	€5,900
East 3 entrance	3	€2,500
South 1 entrance	3	€3,900
West 1 entrance	3	€2,500
West 1 entrance, vertical	1	€5,900
West 2 entrance	2	€5,900

Listed prices include production costs

Big posters



Posted inside the East 3 entrance or the connecting zones between hall 11 and 14 these big posters are a real eye-catcher. Display several large-format posters lined up in a row – the ideal advertising medium for product series or for branding an entire hall connecting zone with your own corporate design.

Specifications

Dimensions	W 1.30 m x H 1.80 m
Material and processing	Self-stick foil, digital print production, assembly and disassembly
Format	one-sided or two-sided

Quantities and sites

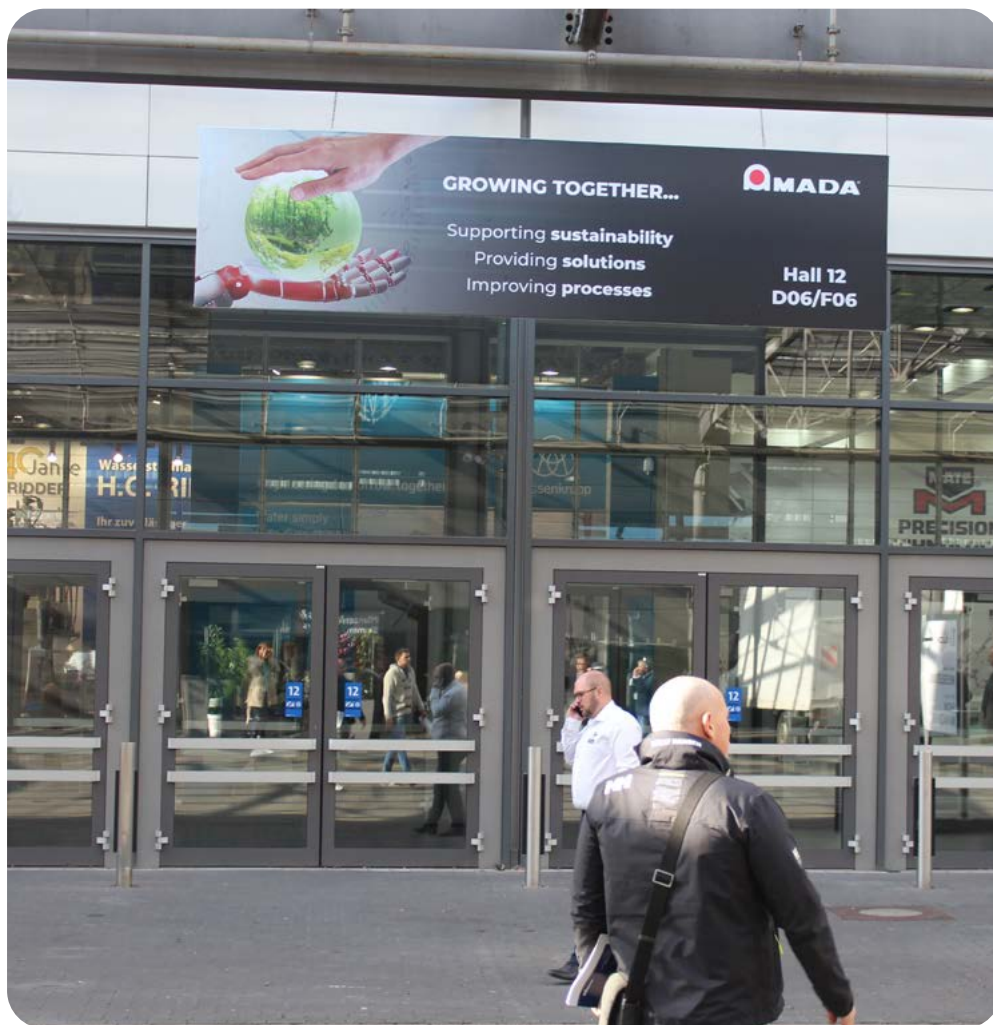
No.	Site	Quantity
1-17	East 3 entrance (one-sided)	17
18-32	Connecting zone hall 11/14 (double-sided)	14

Unit price (subject to VAT)

No.	Price
1-17	€900
18-32	€1,400

Listed prices include production costs

Billboards in interhall-passageways



This option lets you grab visitors' attention as they cross over from one hall to the next via covered passageways.

Specifications	
Dimensions	W 5.00 m x H 1.30 m
Material and processing	Digital print production on Frontlit, assembly and disassembly
Format	one-sided

Quantities and sites	
Billboards available on Halls 11 - 13, 15 - 17, 26 and 27	

Unit price (subject to VAT)	
€3,000	

Listed prices include production costs

Advertising cubes



Bearing a total of six advertising surfaces, these advertising cubes are guaranteed to grab the attention of passers-by in any direction. These eye-catching advertising cubes can be flexibly positioned in a number of places around the exhibition grounds – contact us!

Specifications	
Dimensions	Per side: W 1.00 m x H 1.00 m/Total height: 1.75 m incl. pedestal
Material and processing	Foil, digital print production, assembly and disassembly
Format	6-sided

Quantities and sites		
No.	Site	Quantity
1-20	various locations around the exhibition grounds	20

Unit price (subject to VAT)	
€2,100	

Listed prices include production costs

Skywalk advertising 1/6



Skywalk posters, double-sided

Two-sided Skywalk posters are perfect for reaching your target audience as they approach or leave the West Skywalk via the stairs or escalators, right at eye level and viewable from both sides.

Specifications

Dimensions	W 1.30 m x H 0.80 m
Material and processing	Self-stick foil, digital print production, assembly and disassembly
Format	double-sided

Quantities and sites

No.	Site	Quantity
WD 1-10	West Skywalk, train station	10
WD 11-22	West Skywalk, West 1 entrance	12

Unit price (subject to VAT)

€900

Listed prices include production costs

Skywalk advertising 2/6



Billboard

As visitors stream through the Skywalk, you can be sure of standing out on billboards mounted right above the escalators. Skywalk billboards are perfect for giving your customers a warm welcome or scoring an additional image boost and leaving a lasting impression as they head for home.

Specifications

Dimensions	W 3.70 m x H 2.40 m
Material and processing	Digital print production on Frontlit, assembly and disassembly
Format	one-sided

Quantities and sites

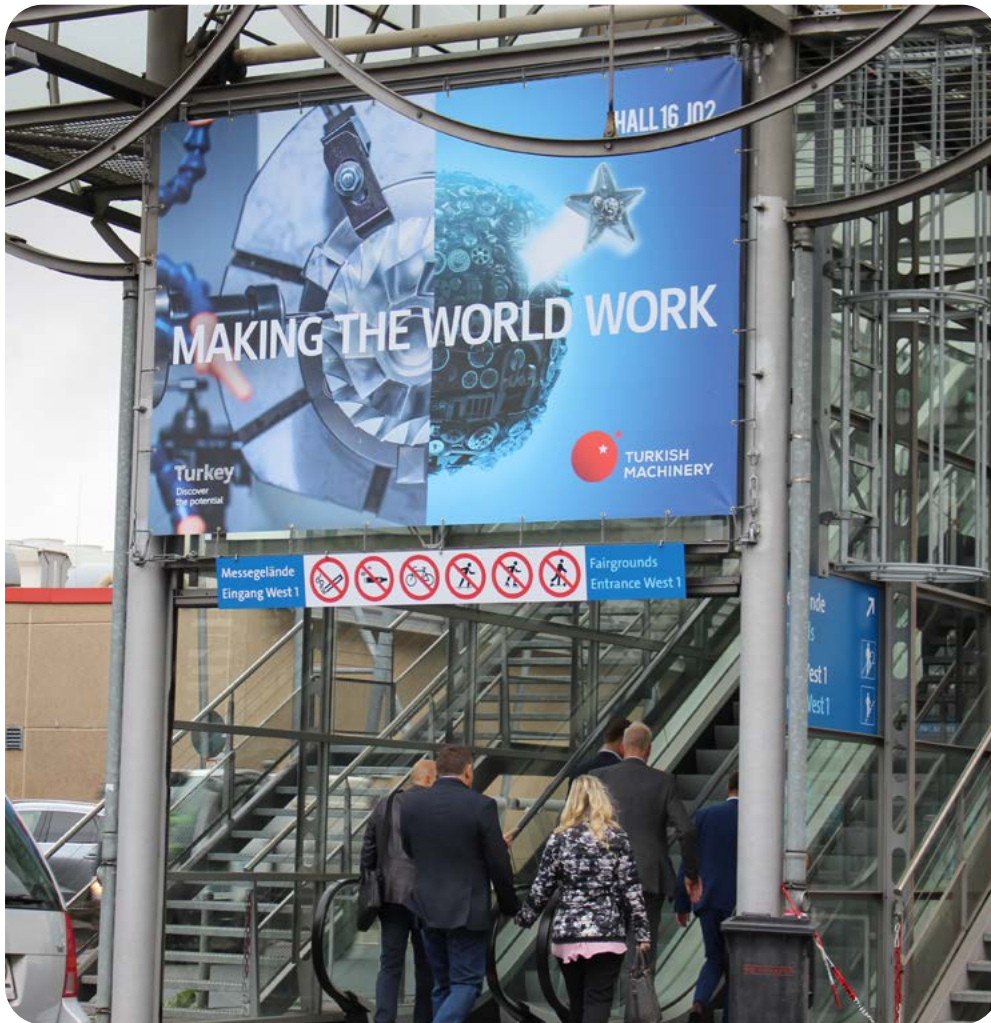
No.	Site	Quantity
1	West Skywalk, train station	1
2	West Skywalk, West 1 entrance	1

Unit price (subject to VAT)

No.	Price
1	€3,900
2	€5,900

Listed prices include production costs

Skywalk advertising 3/6



Skyboard

Use the Skyboard to grab the attention of huge crowds as they stream out of the railway station and head for the Skywalk on their way to the show. The Skyboard is positioned directly over the west entrance to the Skywalk, making it one of the most attractive locations in this high-traffic area near the West entrance to the grounds.

Specifications

Dimensions	W 3.80 m x H 2.50 m
Material and processing	Digital print production on Frontlit, assembly and disassembly
Format	one-sided

Quantities and sites

No.	Site	Quantity
1	West Skywalk, train station	1

Unit price (subject to VAT)

€6,300

Listed prices include production costs

Skywalk advertising 4/6



Mega Skywalk banner, South Skywalk

Big is beautiful! To really stand out in the South and West Skywalks, Mega Skywalk banners are just what you need.

Specifications

Dimensions	W 1.85 m x H 2.10 m
	Height lower handrail: approx. 0.24 m - 0.30 m
	Height middle handrail: approx. 0.41 m - 0.47 m
	Height upper handrail: approx. 0.95 m - 1.01 m
Material and processing	Digitex, digital print production, assembly and disassembly
Format	one-sided

Quantities and sites

No.	Site	Quantity
1-40	South Skywalk	approx. 40

Unit price (subject to VAT)

€1,500

Listed prices include production costs

Skywalk advertising 5/6



Mega Skywalk banner, West Skywalk

Specifications

Dimensions	W 2.06 m x H 2.40 m
Material and processing	Digitex, digital print production, assembly and disassembly
Format	one-sided

Quantities and sites

No.	Site	Quantity
1-40	West Skywalk	approx. 40

Unit price (subject to VAT)

€2,000

Listed prices include production costs

Skywalk advertising 6/6



Floor graphics

Show your customers the way to go ... straight to your stand! Floor graphics are every bit as effective as they are attractive.

Specifications	
Dimensions	W 3.00 m x H 1.30 m
Material and processing	Special self-stick foil, digital print production, assembly and disassembly
Format	one-sided

Quantities and sites	
Site	Quantity
West Skywalk	16
South Skywalk	22

Unit price (subject to VAT)	
	Price
West Skywalk	€1,600
South Skywalk	€1,500

Listed prices include production costs

Large-scale floor graphics



Roll out the “ad carpet” for your customers! Place your ad on high-quality PVC flooring and direct visitors right to your stand.

Specifications

Dimensions	W 6.80 m x H 3.00 m
Material and processing	PVC, digital print production, assembly and disassembly
Format	one-sided

Quantities and sites

Site	Quantity
North 1 entrance	8
South 1 entrance	2
East 3 entrance	4
West 1 entrance	3
West 2 entrance	2

Unit price (subject to VAT)

€6,200

Listed prices include production costs

On-site shuttle buses



Each eye-catching bus offers a huge 25 m² of total ad space, distributed on both sides and the rear. Get right on board – for new business contacts! Our shuttle buses cruise the grounds along regular routes, displaying 3-sided ads (left, right and back) in plain view of thousands of visitors every day. This makes shuttle buses an ideal way of scoring major POS image gains and „driving“ customers straight to your stand!

Specifications

Dimensions	Left/right side: each W 4.60 m x H 2.10 m Back: W 1.40 m x H 1.60 m
Material and processing	Foil, digital print production, assembly and disassembly

Quantities and sites

Site	Quantity
6 buses criss-crossing the showgrounds	6

Unit price (subject to VAT)

€6,500

Listed prices include production costs

Advertising towers 1/2



With an advertising surface measuring more than 160 square meters on four sides, our advertising towers represent a premium form of advertising space. Around ten meters high, these towers are visible from a great distance and are guaranteed to attract the attention of your target groups, thanks to their prominent placement directly at the exhibition grounds and in the entrance areas.

Specifications

Dimensions	W 4.25 m x H 9.90 m one-piece panel: W 17.00 m x H 9.90 m
Material and processing*	Digital print production of the one-piece panel, positioning of the supporting frame (including ballasting), assembly and disassembly
Format	4-sided

Sites (see ad locations p.33)

No.	Site	No.	Site
1	North 4 car park	6 B	North 1 entrance
2	North 4 car park	6 C	North 1 entrance
3	North 4 car park	10	West 36-39 car park
4	North 3 car park	12	West 36-39 car park
5	North 1 entrance	13	West 40-44 car park
6	Tram terminal/Europaallee	14	West 2 entrance
6 A	Europaaplatz – North 1 entrance/Tram terminal	15	West 40-44 car park

Advertising towers 2/2



Sites			
No.	Site	No.	Site
16	West 35 car park	28	South 28 car park
17	West 2 entrance	29	Beginning of Skywalk South
18	West 35 car park	40	Hall 6, CC North
19	West Skywalk/West 1 entrance	41	Hall 7, Hall 8, CC South side
20	West Skywalk/West 1 entrance	42	Hall 14, Hall 15, CC South side
21	West Skywalk/West 1 entrance	45	Hall 11, Hall 14
22	West Skywalk/West 1 entrance	46	Open air site, Hall 12, P 32
23	West 34 car park	47	Open air site, Hall 12
24	Mobile home parking lot	48	Open air site, Hall 13, Hall 27
25	South 1 entrance	59	Nordplatz, North 1 entrance
27	South 29 car park	61	Hall 9, Hall 11

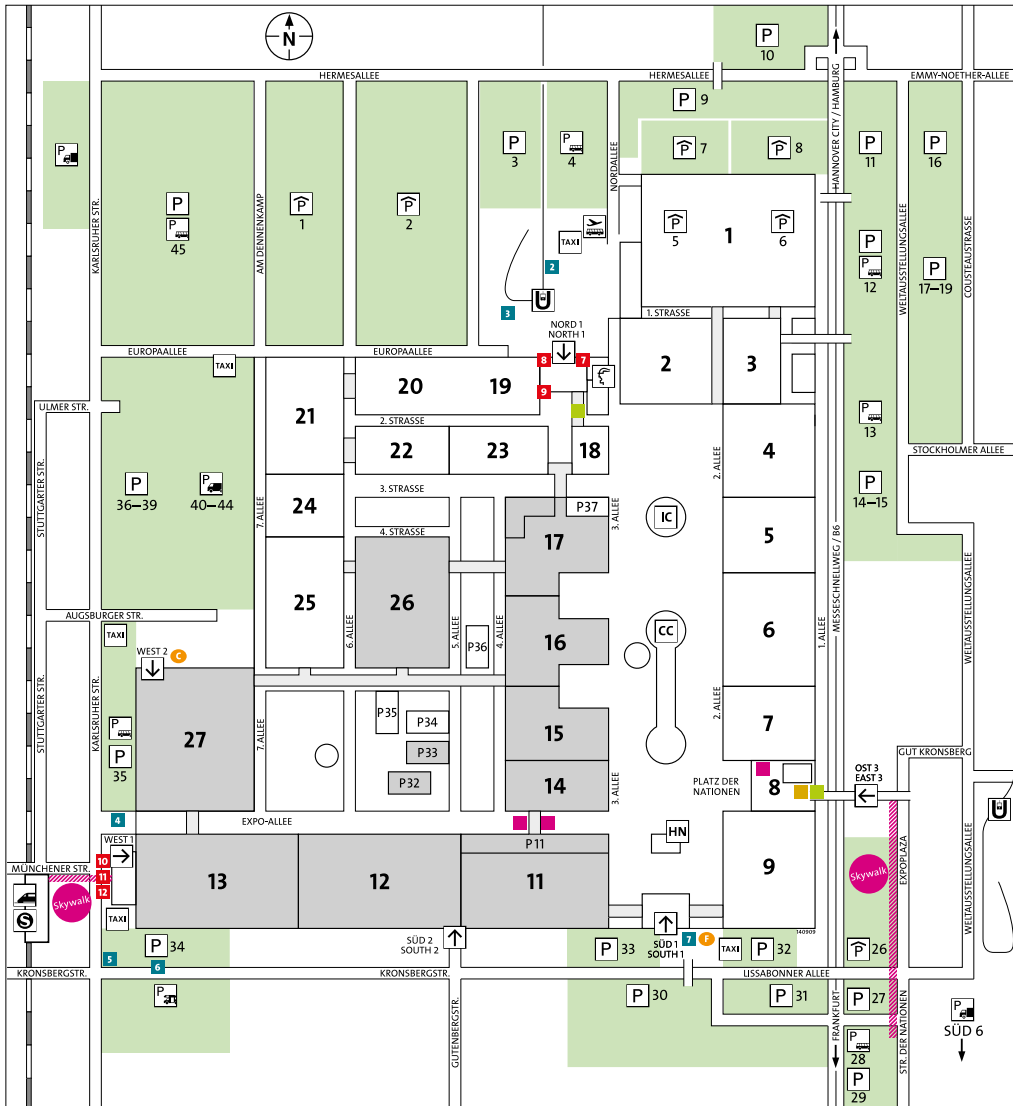
Additional locations available on request.

Unit price (subject to VAT)	
No.	Price
5, 6A, 6B, 6C, 14, 17, 19-21, 25, 40-42, 45-48, 59, 61	€20,000
1-4, 6, 10-13, 15, 16, 18, 22-24, 27-29	€20,000





















Listed prices include production costs

*Production on recycled material available upon request

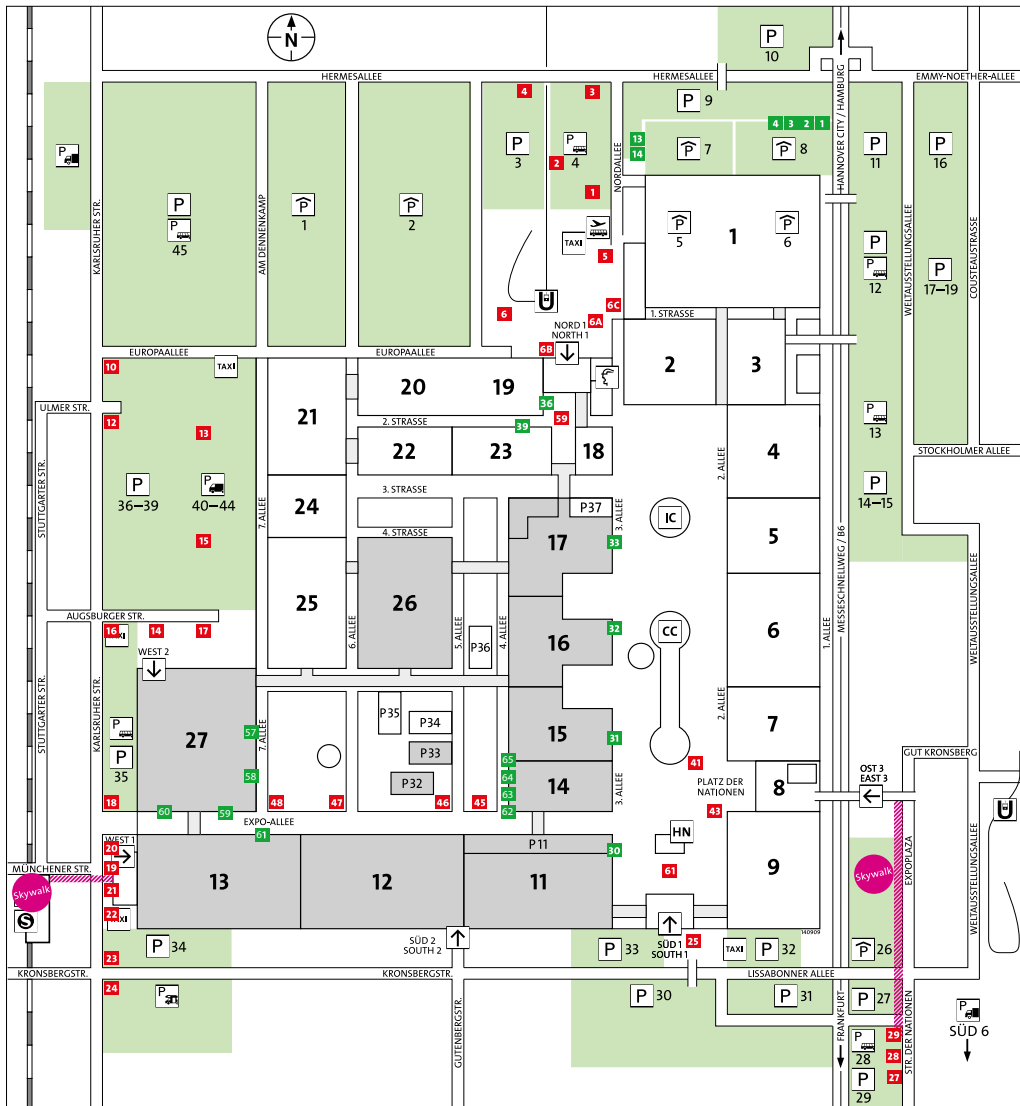
Advertising locations 1/2



Standorte der Werbeflächen / Ad locations














- | | | |
|--|--|---|
|  Boards |  Werbesäulen
Advertising columns | |
|  Big Poster
Big poster |  Big Banner
Big banner | |
|  Billboards am Eingang OST 3
Billboards at the East 3 entrance |  Skywalk-Werbung
Skywalk advertising | |
|  Frames | | |
|  Deutsche Messe
Verwaltung/Administration |  Parkplatz (PKW)
Parking (Cars) |  Bahnhof/Railway Station
Hannover Messe/Laatzen |
|  Eingang
Entrance |  Parkplatz (Bus)
Parking (Bus) |  S-Bahn
Light rail |
|  Informations-Centrum
Information Center |  Parkplatz (LKW)
Parking (Lorries) |  Stadtbahn
Tram |
|  Convention Center |  Taxi | |
|  Haus der Nationen
House of Nations |  Flughafen Shuttle
Airport Shuttle | |

Advertising locations 2/2



Standorte der Werbeflächen / Ad locations

- Werbetürme
Advertising towers
- XL-Poster
XL poster
- Skywalk-Werbung
Skywalk advertising

- | | | |
|---|--|---|
|  Deutsche Messe
Verwaltung/Administration |  Parkplatz (PKW)
Parking (Cars) |  Bahnhof/Railway Station
Hannover Messe/Laatzen |
|  Eingang
Entrance |  Parkplatz (Bus)
Parking (Bus) |  S-Bahn
Light rail |
|  Informations-Centrum
Information Center |  Parkplatz (LKW)
Parking (Lorries) |  Stadtbahn
Tram |
|  Convention Center |  Taxi | |
|  Haus der Nationen
House of Nations |  Flughafen Shuttle
Airport Shuttle | |



WE ARE HERE FOR YOU. YOUR EUROBLECH TEAM

There is a lot you can do to maximise your brand exposure. We are happy to help you find the best sponsorship and advertising opportunities that suit your budget. Just get in touch with us:

EuroBLECH Team

Tel: +44 (0) 1727 814 451

Email: euroblech@rxglobal.com

www.euroblech.com