

22 – 26 APRIL 2024

DIGITAL OUT-OF-HOME



WORLD. LEADING. INDUSTRYSHOW.

HANNOVER
MESSE

6 SCREENS FOR YOUR ADVERTISING MESSAGE NOW AVAILABLE INDOORS!

WITH OUR DIGITAL OUT-OF-HOME PACKAGES, YOU CAN ADDRESS YOUR TARGET GROUP IN THE PERFECT ENVIRONMENT: AT THE HEART OF THE EVENT. WE BROADCAST YOUR ADVERTISING MESSAGE EMBEDDED IN THE EDITORIAL CONTENT OF HANNOVER MESSE - SO YOU CAN BE SURE TO ATTRACT THE ATTENTION OF VISITORS. SIX LARGE SCREENS AND 18 DISPLAYS, PLACED DIRECTLY IN THE EXHIBITION HALLS AND ALONG THE WALKWAYS, ENSURE YOUR VISIBILITY. SECURE YOUR BROADCAST TIME NOW!



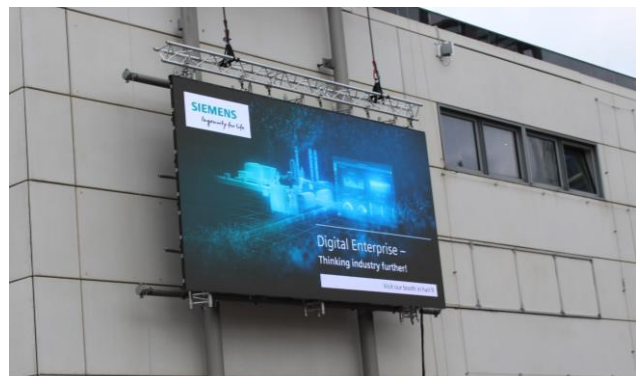
(DESIGN EXAMPLE)



(DESIGN EXAMPLE)

TECHNICAL DETAILS:

- 6 SCREENS OF APPROX. 5 X 2.8M EACH (2X SINGLE-SIDED, 2X DOUBLE-SIDED)
- 18 DISPLAYS OF 43 INCHES AT THE INFO COUNTERS
- LED, SUITABLE FOR INDOOR/OUTDOOR AND DAYLIGHT
- SUPPORTS 4K AND FULL HD
- MAX. SPOT LENGTH 30 SECONDS
- REQUIRED FILE FORMAT: .MP4 OR BY ARRANGEMENT
- DATA DELIVERY UP TO APPROX. TWO WEEKS BEFORE THE EVENT

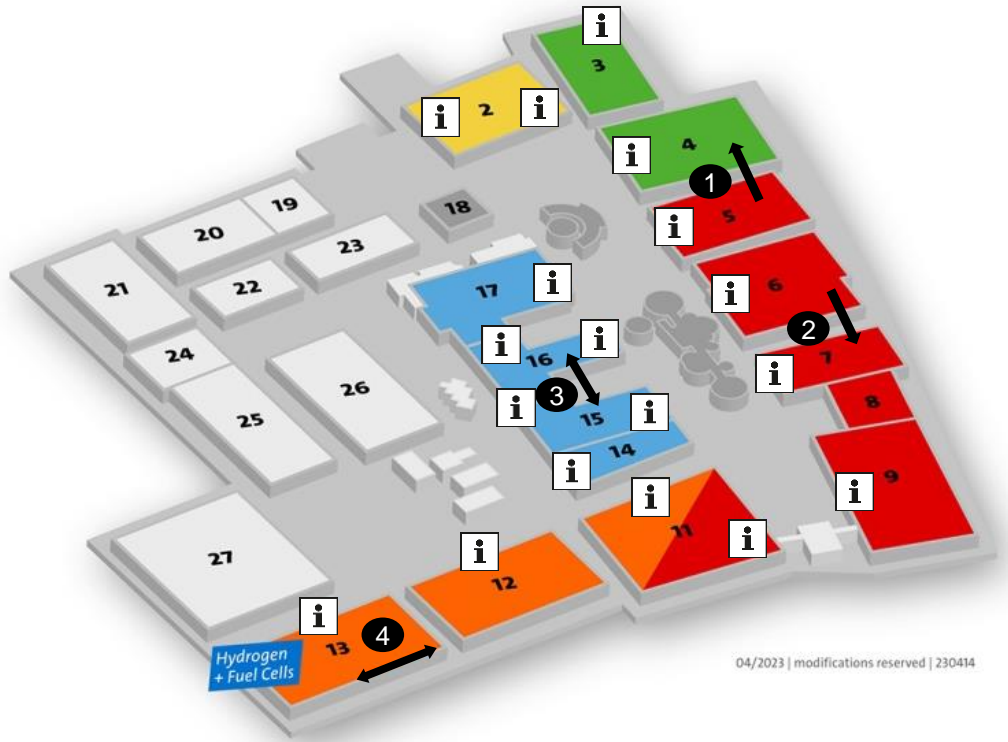


(DESIGN EXAMPLE)

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LOCATIONS

- 1** PASSAGEWAY HALL 4/5
- 2** PASSAGEWAY HALL 6/7
- 3** ATRIUM BETWEEN HALL 14/15 & HALL 16, DOUBLE-SIDED
- 4** HALL 13, DOUBLE-SIDED
- i** INFORMATION COUNTER
- DIRECTION OF BROADCAST



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HOW IT WORKS:

1. BOOK FIVE DAYS OF BROADCASTING TO COVER THE ENTIRE TRADESHOW (INCLUDING THE PRESS DAY)
2. SUBMIT ONE MAX. 30-SECOND CLIP: ANYTHING FROM BLENDING IN A SIMPLE LOGO TO A SHORT IMAGE VIDEO.
3. BASED ON THE BROADCASTING PERIOD BOOKED, WE WILL PLAY YOUR CLIP SEVERAL TIMES A DAY DURING OUR FULL-DAY BROADCASTS (11 H/DAY, 30:70 EDITORIAL CONTENT TO ADS)

| PACKAGE | SMALL | MEDIUM | LARGE |
|---------------------------|---------|----------|----------|
| Advertising time (5 days) | 75 Min. | 150 Min. | 250 Min. |
| Advertising time/day | 15 Min. | 30 Min. | 50 Min. |
| Rep./day with 5 s/spot | 180 | 360 | 600 |
| Price (subject to VAT) | 7.490 € | 13.900 € | 18.900 € |

CONTACT:

Would you like to find out more? Get in touch with us!

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