

# IAA TRANSPORTATION 2024

Media information  
Outdoor Advertising

September 17 - 22, 2024  
Hanover, Germany

Welcome to IAA TRANSPORTATION

Eingang

Entrance

Eingang

Aussteller Exhibitor

TRATON  
GROUP

IAA Special Program Manager  
with Angela Christmann & Christa TRATON GROUP

"WE'RE  
DETERMINED TO  
SHAPE A BETTER  
FUTURE."



Chassis &  
Overseas






Deutsche Messe

» IAA  
TRANSPORTATION

# Advertising your trade fair appearance



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 For advertising space with this symbol, we can offer printing on recycled material.  
Feel free to contact us!

# Banner in entrances



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

## Specifications

<b>Dimensions</b>	North 1	W 6.00 m x H 3.00 m
	East 3	W 3.00 m x H 1.50 m
	West 1	W 3.00 m x H 1.50 m
	West 2	W 6.00 m x H 3.00 m
	West 3	W 3.00 m x H 1.00 m
<b>Material and processing</b>	Digitex, digital print production, assembly and disassembly	
<b>Format</b>	one-sided	

# Banner in entrances



Quantities and sites	
Site	Quantity
North 1 entrance	2
East 3 entrance	3
West 1 entrance	3
West 2 entrance	2
West 3 entrance	1

Unit price (subject to VAT)		
Site	Media	Production
North 1 entrance	€ 10,800	€ 1,000
East 3 entrance	€ 2,025	€ 700
West 1 entrance	€ 2,700	€ 700
West 2 entrance	€ 10,800	€ 950
West 3 entrance	€ 1,800	€ 590

# Ad carpets



Roll out the “ad carpet” for your customers!

Place your ad on high-quality PVC flooring and direct visitors right to your stand.

## Specifications

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

Additional formats available on request

## Quantities and sites

Site	Quantity
North 1 entrance	3
East 3 entrance	3
West 1 entrance	2
West 2 entrance	2

## Unit price (subject to VAT)

Media	Production
€ 9,250	€ 1,500

# Promotions



Reach your customers directly – via exclusive promotional campaigns! Distribute flyers or giveaways to address your target groups personally onsite and disseminate your product and company information. We guarantee you exclusive distribution locations. If required, we can also provide competent promotional helpers for you.

## Specifications

<b>Format</b>	2 promotional helpers per promotion
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## Quantities and sites

Site	Quantity
North 1 entrance	3
West 1 entrance	2
West 2 entrance	2
West 3 entrance	2
East 3 entrance	3

# Promotions



## Costs per campaign, without staff (subject to VAT)

Site	Duration	Media
North 1 entrance	Total fair period	€ 6,000
West 1 entrance	Total fair period	€ 6,000
West 2 entrance	Total fair period	€ 6,000
West 3 entrance	Total fair period	€ 3,000
East 3 entrance	Total fair period	€ 3,000
Please inquire for individual campaign charges.		

# Boards



A particularly eye-catching option in high-traffic areas like taxi stands, entrance and exit gates, car parks and public transport stations and between the exhibition halls 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.

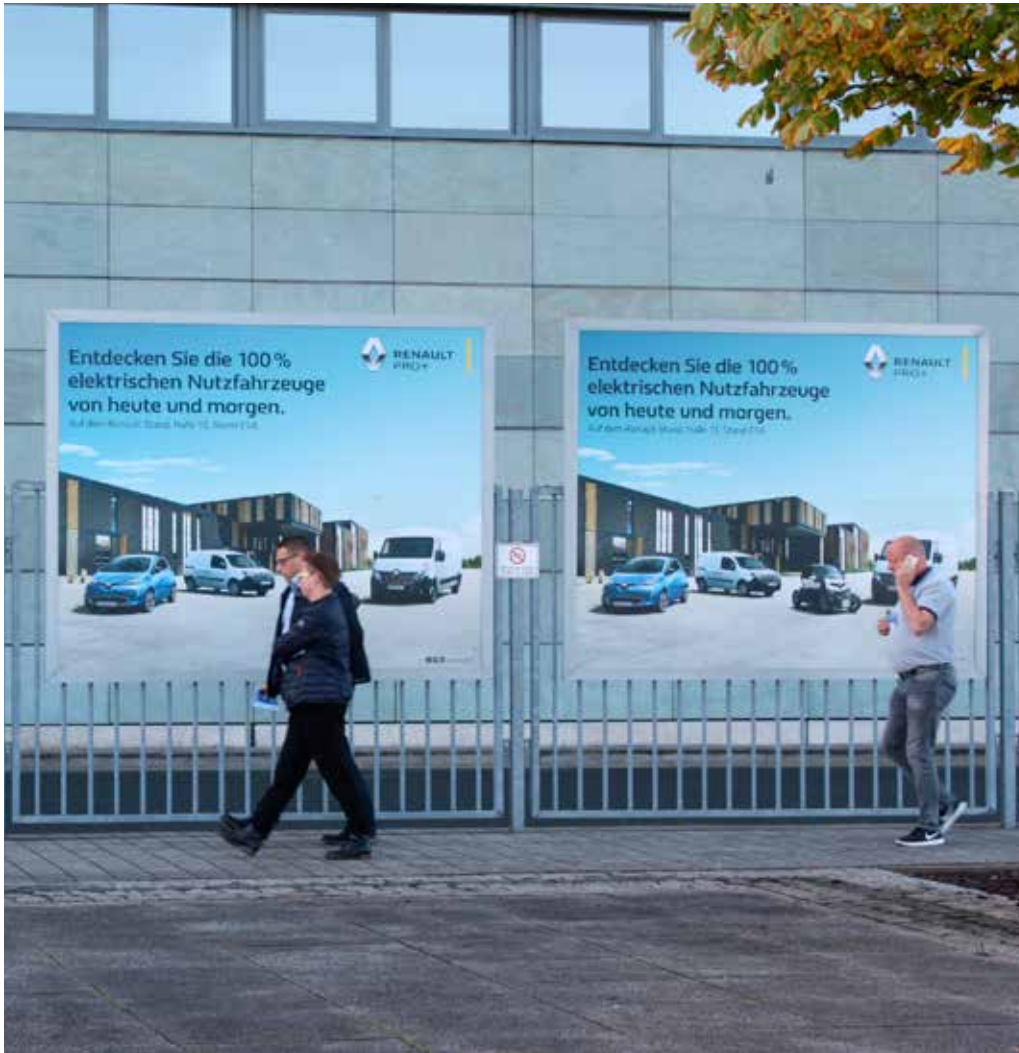
Specifications	
<b>Dimensions</b>	W 5.00 m x H 0.90 m
<b>Material and processing</b>	Supply of the backplates, digital print production, laminating of the prints onto the backplates, assembly and disassembly
<b>Format</b>	double-sided

Quantities and sites		
No.	Site	Quantity
1	Nordallee, (northern access road)	4
3	Northern tram terminal	10
4	West 1 entrance	4
10	Hermesallee/northern access road + West car park	4

Unit price (subject to VAT)	
Media	Production
€ 1,200	€ 1,200



# 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
A	Entry and exit to North 7/8 car park	10
B	Fence at West 3 entrance	8
C	Fence at West 2 entrance	8

Unit price (subject to VAT)	
Media	Production
€ 630	€ 850

# Door Clings

**NEW!**



This brand-new option lets you grab visitors' attention as they cross over from one hall to the next. Reach your customers just before they enter the exhibition hall with attractive door clings.

Specifications	
Dimensions	W 0.40 m x H 0.40 m
Material and processing	Digital print production on foil, assembly and disassembly
Format	one-sided

Quantities and sites	
Site	Quantity
Hall 11-13, 19-27	all entrance doors*

Unit price (subject to VAT)		
Site	Media	Production
Hall 19-20, 22-24	€ 1,600	€ 1,000
Hall 11, 21, 25	€ 2,800	€ 1,700
Hall 12-13, 26-27	€ 4,300	€ 2,600

\* The number of entrance doors and thus the door clings varies per hall.

# Advertising towers



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

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

## Sites (see Ad locations page 39)

No.	Site	No.	Site
1	North 4 car park*	6 C	North entrance
2	North 4 car park	7	West 45 car park
3	North 4 car park	8	West 45 car park
4	North 3 car park	9	West 45 car park
5	North entrance	10	West 45 car park
6 A	North entrance	12	West 45 car park
6 B	North entrance	13	West 3 entrance


# Advertising towers



Standorte			
No.	Site	No.	Site
14	West 2 entrance	19	West Skywalk / West 1 entrance
15	West 40-44 car park	20	West Skywalk / West 1 entrance
16	West 2 entrance	21	West Skywalk / West 1 entrance
17	West 2 entrance*	22	West Skywalk / West 1 entrance
18	West 35 car park		

Unit price (subject to VAT)	
Media	Production
€ 17,000	€ 12,900

\* Advertising tower locations 1 and 17 can also be booked as special advertising space/ exhibit space on request.

 We can offer production on recycled material for an extra charge of € 3,300. Please feel free to contact us!

# Advertising cubes



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

## Specifications

<b>Dimensions</b>	Per side: W 1.00 m x H 1.00 m, H 1.75 m including pedestal
<b>Material and processing</b>	Foil, digital print production, assembly and disassembly
<b>Format</b>	6-sided

## Quantities and sites

No.	Site	Quantity
1-10	various locations	15

## Unit price (subject to VAT)

Media	Production
€ 1,700	€ 700

# 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 and at 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, different images possible

Quantities and sites	
1 set	Consisting of 10 poster stands at various locations around the site
Total sets available	6 sets

Unit price (subject to VAT)	
Media	Production
€ 5,250	€ 1,600

# Taxistand advertising



Catch visitors attention by ad spaces located directly at taxi stands. The advertising spaces in a A0 poster format are located at in ideal place reaching visitors coming by taxi.

Specifications	
<b>Dimensions</b>	DIN A0: W 0.84 m x H 1.19 m
<b>Material and processing</b>	Self-stick foil, digital print production, assembly and disassembly
<b>Format</b>	double-sided posters

Quantities and sites	
1 set	Taxi stand, North entrance. Consisting of 4 double-sided posters (= 8 posters)
Total sets available	3

Unit price (subject to VAT)	
<b>Media</b>	<b>Production</b>
€ 1,950	€ 1,100

# Advertising columns



These prominent ad spaces located near the East 3 and North 1 entrances as well as the northern taxi stand are perfect for giving your customers an additional image boost. The 4-sided advertising spaces are bound to catch the eye of passers-by, no matter which way they are going.

## Specifications

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

## Quantities and sites

No.	Site	Quantity
1-3	North entrances, taxi stand	3
4-12	East 3 entrance	9

## Unit price (subject to VAT)

Media	Production
€ 1,300	€ 900



# Big banner



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

## Specifications

<b>Dimensions</b>	BB 7-8	W 2.70 m x H 8.70 m
	BB 10-12	W 4.80 m x H 2.30 m
<b>Material and processing</b>	Frontlit or Mesh, digital print production, assembly and disassembly	
<b>Format</b>	one-sided	

## Quantities and sites

No.	Site	Quantity
BB 7-8	North 1 entrance	2
BB 10-12	West 1 entrance	3

## Unit price (subject to VAT)

No.	Media	Production
BB 7-8	€ 10,500	€ 1,800
BB 10-12	€ 10,300	€ 1,600

# Billboards in inter-hall 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

Halls 11-13, 21-27

## Unit price (subject to VAT)

Media	Production
€ 4,200	€ 900

# Billboards in connecting zone / open-air site



With billboards in the connecting zones of halls, visitors can be guided directly from one hall to the next. These billboards are also very well suited for product series and can give the decisive indication of your exhibition stand!

Specifications	
Dimensions	W 5.00 m x H 1.00 m
Material and processing	Digital print production on Frontlit, assembly and disassembly
Format	double-sided

Quantities and sites		
No.	Site	Quantity
4-14	Connecting zone hall 26-27	10

Unit price (subject to VAT)	
Media	Production
€ 4,200	€ 900

# Wall graphics



Wall graphics on the outer walls of our exhibition halls are impressive from near and far. Brand the hall you're exhibiting in with your own design or take advantage of these posters to steer visitors to your hall.

## Specifications

<b>Dimensions</b>	No. 1	42 m <sup>2</sup> (4 x W 5.92 m x H 1.76 m)
	No. 2	14 m <sup>2</sup> each unit (W 5.92 m x H 2.32 m)
	No. 3	14 m <sup>2</sup> each unit (W 5.92 m x H 2.32 m)
<b>Material and processing</b>	Digital print production on foil, assembly and disassembly	
<b>Format</b>	one-sided	

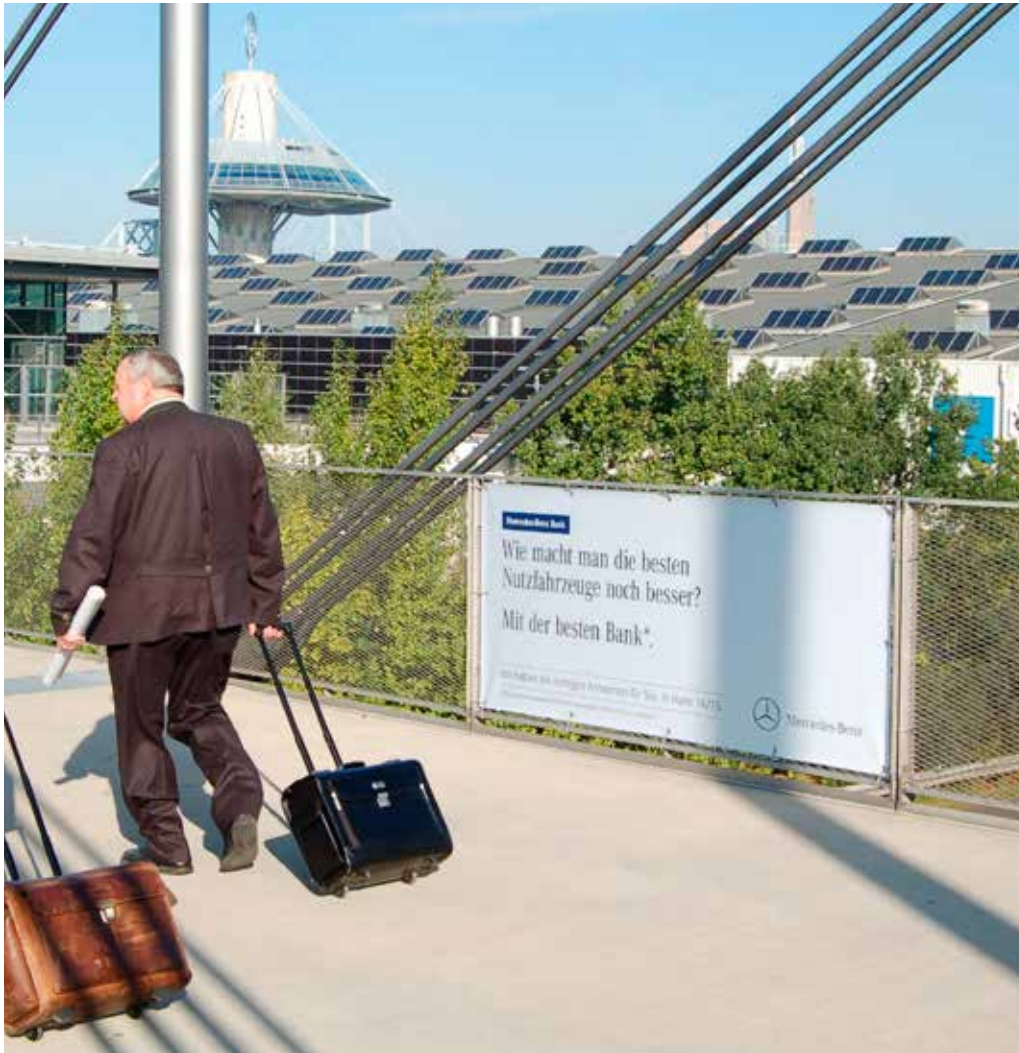
## Quantities and sites

No.	Site	Quantity
1	Hall 12, north east side	1
2	Hall 12, north side	10
3	Hall 12, connecting zone hall 11/12	3

## Unit price (subject to VAT)

No.	Media	Production
1	€ 8,850	€ 4,800
2	€ 2,950 / each unit	€ 1,700 / each unit
3	€ 2,950 / each unit	€ 1,700 / each unit

# Billboards on the "Exponale" pedestrian bridge



Top exposure along both sides of the highly frequented "Exponale" bridge located between the southern Skywalk and at the East 3 entrance. Ideally suited for product promotion, e.g. by means of cascading or repetitive motifs which captivate viewer interest along the way.

## Specifications

<b>Dimensions</b>	W 2.24 m x H 1.04 m
<b>Material and processing</b>	Digital print production on Frontlit, assembly and disassembly
<b>Format</b>	one-sided

## Quantities and sites

No.	Site
1-16	Exponale bridge

## Unit price (subject to VAT)

Media	Production
€ 750	€ 310

# Billboards at the East 3 entrance



Located at the East 3 entrance, these large billboards are real eye-catchers. By grouping several of them you can easily promote an entire product range.

## Specifications

<b>Dimensions</b>	W 3.42 m x H 2.28 m
<b>Material and processing</b>	Digital print production on Frontlit, assembly and disassembly
<b>Format</b>	one-sided

## Quantities and sites

No.	Site	Quantity
1-4	East 3 entrance	4

## Unit price (subject to VAT)

Media	Production
€ 2,600	€ 1,200

# Skywalk advertising



As an ideal, weather-protected connection between the highly frequented entrances and the station Hannover Messe/Laatzen in the west of the exhibition grounds or the large parking areas in the tens of thousands of exhibitors and visitors use the Skywalks West and South every day.

## Skywalk poster, one-sided

Catch visitors' attention as they glide along on the Skywalk people-mover, with plenty of time to cast their gaze upon your posters mounted right alongside. A great way to promote products, especially for multiple motifs or repeat exposure.

### Specifications

<b>Dimensions</b>	W 1.30 m x H 0.90 m
<b>Material and processing</b>	Self-stick foil, digital print production, assembly and disassembly
<b>Format</b>	one-sided

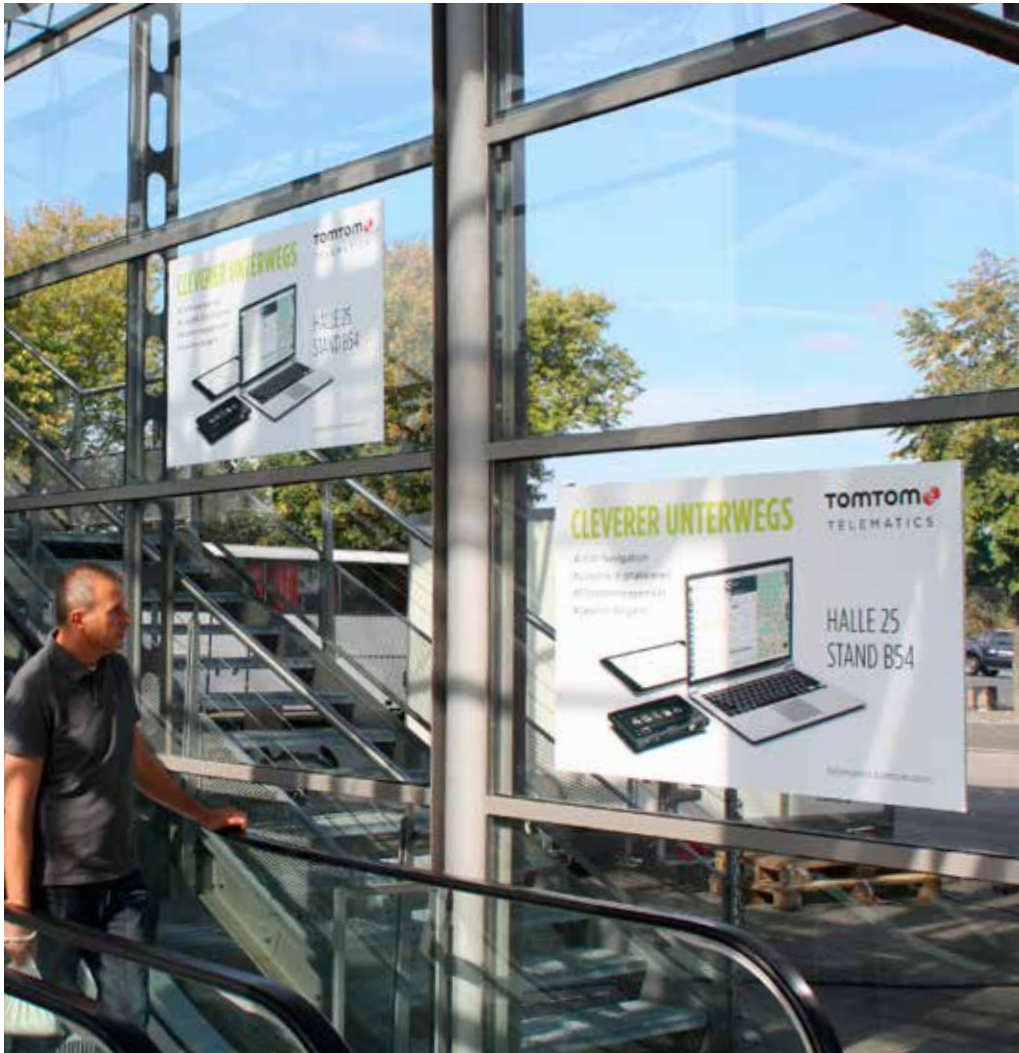
### Quantities and sites

No.	Site	Quantity
W 1-260	West Skywalk	260
S 1-300	South Skywalk	300

### Unit price (subject to VAT)

Media	Production
West: € 375 South: € 320	€ 160

# Skywalk advertising



## Skywalk poster, 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

<b>Dimensions</b>	W 1.30 m x H 0.80 m
<b>Material and processing</b>	Self-stick foil, digital print production, assembly and disassembly
<b>Format</b>	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)

Media	Production
€ 750	€ 320



# Skywalk advertising



## Billboard

With their placement directly above the escalators, the billboards are an eye-catcher in the skywalks. They are ideally suited for your welcome slogans or image advertising after the trade fair visit.

### Specifications

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

### Quantities and sites

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

### Unit price (subject to VAT)

No.	Media	Production
2	€ 8,300	€ 1,400

# Skywalk advertising



## 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

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

### Quantities and sites

No.	Site	Quantity
1	West Skywalk, train station	1

### Unit price (subject to VAT)

Media	Production
€ 8,900	€ 1,400

# Skywalk advertising



## Special Skywalk poster

Your ads cannot be missed on the zigzag walkway connecting the South Skywalk with the East 3 entrance. As visitors follow each bend of the walkway, your message will pop right out at them.

### Specifications

<b>Dimensions</b>	W 1.30 m x H 0.85 m
<b>Material and processing</b>	Self-stick foil, digital print production, assembly and disassembly
<b>Format</b>	one-sided

### Quantities and sites

No.	Site	Quantity
SB 1-46	South Skywalk, bridge to East 3 entrance	46

### Unit price (subject to VAT)

Media	Production
€ 450	€ 140

# Skywalk advertising



## 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

<b>Dimensions</b>	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
<b>Material and processing</b>	Digitex, digital print production, assembly and disassembly
<b>Format</b>	one-sided

### Quantities and sites

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

### Unit price (subject to VAT)

Media	Production
€ 1,200	€ 650

# Skywalk advertising



## 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)	
Media	Production
€ 1,900	€ 700

# Skywalk advertising



## Escalator advertising

Escalator advertising is perfect for reaching your target audience as they approach or leave the West Skywalk via the escalators.

Specifications		
Dimensions	West 1 entrance	W 12.50 m x H 0.62 m plus end section
	Train station	W 10.50 m x H 0.62 m plus end section
Material and processing	Self-stick foil, digital print production, assembly and disassembly	
Format	left and right side	

Quantities and sites	
Site	Quantity
West Skywalk, West 1 entrance, left and right side	2
West Skywalk, train station, left and right side	2

Unit price (subject to VAT)	
Media	Production
€ 5,900	€ 2,320

# Skywalk advertising



## 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

<b>Dimensions</b>	W 3.00 m x H 1.20 m
<b>Material and processing</b>	Special self-stick foil, digital print production, assembly and disassembly
<b>Format</b>	one-sided

### Quantities and sites

Site	Quantity
West Skywalk	16
South Skywalk	22

### Unit price (subject to VAT)

	Media	Production
West Skywalk	€ 1,600	€ 650
South Skywalk	€ 1,350	€ 650

# XL poster mounted on car park



These extremely large surfaces in poster formats of up to 273 square meters lend themselves to all kinds of designs and radiate a strong, assertive impression. Our high-quality production standards impart a powerful impact to your advertising slogans in prominent locations like the main access roads or the front side of on-site parking ramps.



## Specifications

Dimensions	No.	Area (W x H)
	No. 1	163 m <sup>2</sup> (W 14.80 m x H 11.00 m)
	No. 2	163 m <sup>2</sup> (W 14.80 m x H 11.00 m)
	No. 3	190 m <sup>2</sup> (W 17.30 m x H 11.00 m)
	No. 4	190 m <sup>2</sup> (W 17.30 m x H 11.00 m)
	No. 5	193 m <sup>2</sup> (W 17.50 m x H 11.00 m)
	No. 6	193 m <sup>2</sup> (W 17.50 m x H 11.00 m)
	No. 7	138 m <sup>2</sup> (W 17.50 m x H 7.90 m)
	No. 8	165 m <sup>2</sup> (W 17.50 m x H 9.40 m)
	No. 9	110 m <sup>2</sup> (W 10.00 m x H 11.00 m)
	No. 10	273 m <sup>2</sup> (W 24.80 m x H 11.00 m)
	No. 11	163 m <sup>2</sup> (W 14.80 m x H 11.00 m)
	No. 12	218 m <sup>2</sup> (W 19.80 m x H 11.00 m)



# XL poster mounted on car park



Specifications		
Dimensions	No. 13	272 m <sup>2</sup> (W 26.00 m x H 10.45 m)
	No. 14	272 m <sup>2</sup> (W 26.00 m x H 10.45 m)
Format	Digital print production on Frontlit or Mesh, assembly and disassembly	

Sites	
No.	Site
1-4	Excellent visibility from the adjacent expressway plus at the exit ramp for traffic heading to the North entrance
1-12	Alongside approach road leading to car parks and ramps for 6,660 cars and 70 buses Across from a high-traffic crossing with traffic light Directly alongside an approach road to the North and West car parks/ramps in proximity to the North entrance gate
13-14	Directly across from the North car parks/ramps for cars and buses Directly across from the "Messe/Nord" tram terminal serving the North entrance Adjacent to the North entrances

Unit price (subject to VAT)	
No.	Media/Production
1-14	each € 20,000 (incl. production)



For advertising space with this symbol, we can offer printing on recycled material. Feel free to contact us!

# XL poster mounted on hall facades



XL posters on the outer walls of our exhibition halls are impressive from near and far. Brand the hall you're exhibiting in with your own design or take advantage of these giant-sized posters to steer visitors to your hall. These large-format posters are guaranteed to capture visitors' attention!

Specifications			
Dimensions and Site	No. 47A	Hall 19	17.50 m <sup>2</sup> (W 5.00 m x H 3.50 m)
	No. 47B	Hall 19	17.85 m <sup>2</sup> (W 5.10 m x H 3.50 m)
	No. 47C	Hall 19	17.85 m <sup>2</sup> (W 5.10 m x H 3.50 m)
	No. 54	Hall 25	100 m <sup>2</sup> (W 20.00 m x H 5.00 m)
	No. 55	Hall 25	64 m <sup>2</sup> (W 20.00 m x H 3.20 m)
	No. 56**	Hall 27	109 m <sup>2</sup> (W 9.88 m x H 10.99 m)
	No. 57**	Hall 27	109 m <sup>2</sup> (W 9.88 m x H 10.99 m)
	No. 58**	Hall 27	109 m <sup>2</sup> (W 9.88 m x H 10.99 m)
	No. 59**	Hall 27	291 m <sup>2</sup> (W 29.76 m x H 9.78 m)
	No. 60**	Hall 27	291 m <sup>2</sup> (W 29.76 m x H 9.78 m)
	No. 61**	Hall 13	140 m <sup>2</sup> (W 12.49 m x H 11.19 m)
	No. 66**	Hall 26	25 m <sup>2</sup> (W 3.63 m x H 6.77 m)
	No. 67**	Hall 26	25 m <sup>2</sup> (W 3.63 m x H 6.77 m)
	No. 68**	Hall 26	25 m <sup>2</sup> (W 3.63 m x H 6.77 m)
	No. 69**	Hall 26	25 m <sup>2</sup> (W 3.63 m x H 6.77 m)
	No. 70**	Hall 26	25 m <sup>2</sup> (W 3.63 m x H 6.77 m)
No. 71**	Hall 26	25 m <sup>2</sup> (W 3.63 m x H 6.77 m)	

# XL poster mounted on hall facades



Specifications	
Format	Digital print production on Frontlit or Mesh, assembly and disassembly
	*Digital print production on Frontlit, assembly and disassembly
	**Digital print on foil

Unit price (subject to VAT)		
No.	Media	Production
47A, 47B, 47C	€ 3,700	€ 1,000
54	€ 21,000	€ 4,200
55	€ 13,440	€ 2,000
56*	€ 23,100	€ 10,150
57*	€ 23,100	€ 10,150
58*	€ 23,100	€ 10,150
59*	€ 63,000	€ 22,100
60*	€ 63,000	€ 22,100
61*	€ 29,400	€ 11,500
66*	€ 5,300	€ 1,900
67*	€ 5,300	€ 1,900
68*	€ 5,300	€ 1,900
69*	€ 5,300	€ 1,900
70*	€ 5,300	€ 1,900
71*	€ 5,300	€ 1,900

# Messe shuttle



Each eye-catching bus offers a huge 25 m<sup>2</sup> 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 side) 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

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

## Quantities and sites

Site	Quantity
Buses criss-crossing the IAA showgrounds	3

## Unit price (subject to VAT)

Media	Production
€ 8,400	€ 2,800

# SwingCards



Swing along – with SwingCards. These eye-catchers are hung inside our exhibition shuttle buses and offer you an unusual opportunity to make a direct advertising impact on your target groups. What is special about them: They are easily detachable, so each passenger can take a card with them. Make the most of this exclusive, mobile advertising option – for example in the form of coupons, information, invitations, cards advertising your talk or product presentation or even a prize contest.

Specifications	
<b>Dimensions</b>	W 0.10 m x H 0.27 m
<b>Material and processing</b>	Advertising holders which are suspended from support rails in the interior of our shuttle buses.
<b>Format</b>	double-sided

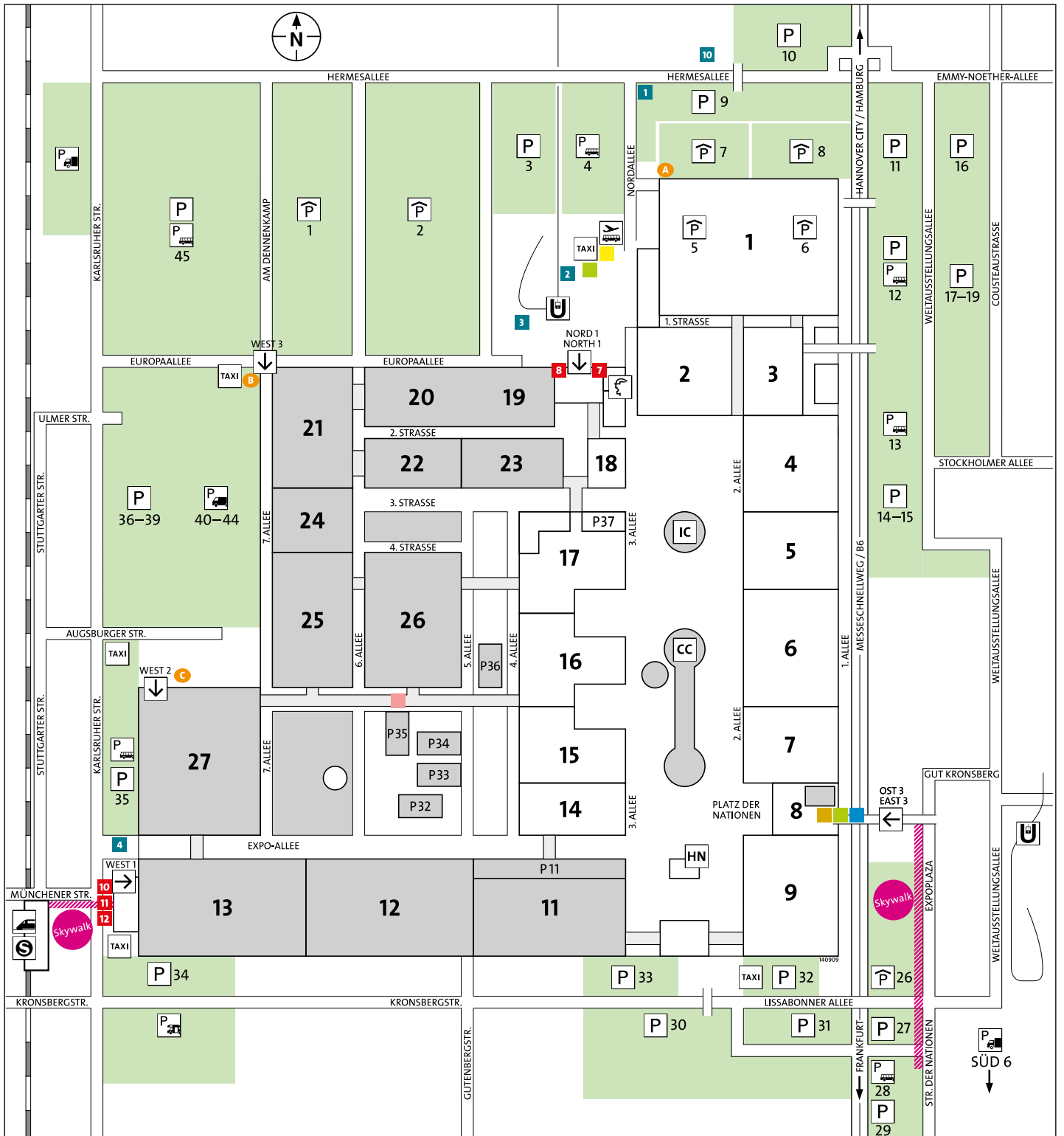
Mengen	
SwingCard Package	Quantity 1 package/bus = 100 cards
Total number of available packages	3 units

Unit price (subject to VAT)	
<b>Media</b>	<b>Production</b>
€ 2,500	€ 400



### Standorte der Werbeflächen/Ad locations

- Boards
- Werbesäulen Advertising columns
- Billboards am Eingang OST 3 Billboards at the East 3 entrance
- Big Banner Big banner
- Frames
- Billboards auf der Exponale Billboards on the "Exponale" pedestrian bridge
- Taxistand Werbung Taxi stand advertising
- Skywalk-Werbung Skywalk advertising
- Deutsche Messe Verwaltung/Administration
- Eingang Entrance
- Informations-Centrum Information Center
- IC Informations-Centrum Information Center
- CC Convention Center
- HN Haus der Nationen House of Nations
- Parkplatz (PKW) Parking (Cars)
- Parkplatz (Bus) Parking (Bus)
- Parkplatz (LKW) Parking (Lorries)
- TAXI Taxi
- Flughafen Shuttle Airport Shuttle
- Bahnhof/Railway Station Hannover Messe/Laatzten
- S-Bahn Light rail
- Stadtbahn Tram





### Standorte der Werbeflächen/Ad locations

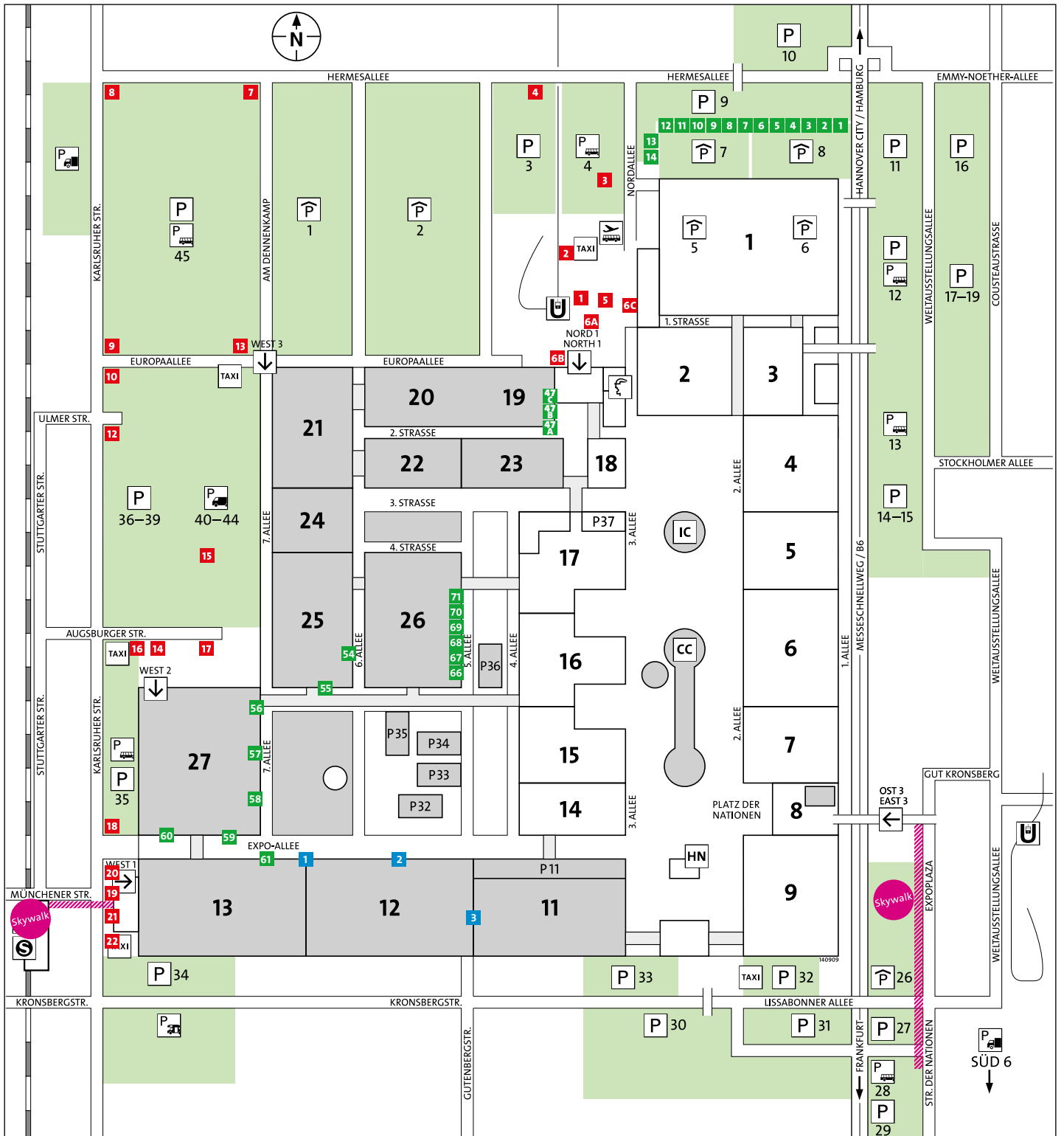
- Werbetürme  
Advertising towers
- XL-Poster  
XL poster
- / / / Skywalk-Werbung  
Skywalk advertising

- Wall Graphics  
Wall graphics

- Deutsche Messe  
Verwaltung/Administration
- Eingang  
Entrance
- Informations-Centrum  
Information Center
- Convention Center
- Haus der Nationen  
House of Nations

- Parkplatz (PKW)  
Parking (Cars)
- Parkplatz (Bus)  
Parking (Bus)
- Parkplatz (LKW)  
Parking (Lorries)
- Taxi
- Flughafen Shuttle  
Airport Shuttle

- Bahnhof/Railway Station  
Hannover Messe/Laatzten
- S-Bahn  
Light rail
- Stadtbahn  
Tram





# Deutsche Messe

Deutsche Messe  
Messegelände  
30521 Hannover  
Germany

Tel. +49 511 89-0  
info@messe.de  
www.messe.de

## Would you like to learn more? Our Services Sales Team is here to help!

+49 511 89-33339  
services-sales@messe.de



Fabian Perschke



Katja Anssar



Anke Robbers



Sanja Silovic



Jennifer Early



Fynn Schmahlfeldt