



Advertising spaces at OT-World 2024

To catch your visitors attention

MERO-tower, four-sided



Get your advertising message noticed big time! The 8-metre tall, four-sided advertising towers are distributed across the entire fairgrounds and offer you excellent prospects for getting noticed even from outside the premises of the Leipzig Trade Fair.

- [Location: at promotionally effective locations throughout the entire trade fair site
- [Dimensions: 191 x 785 cm per side

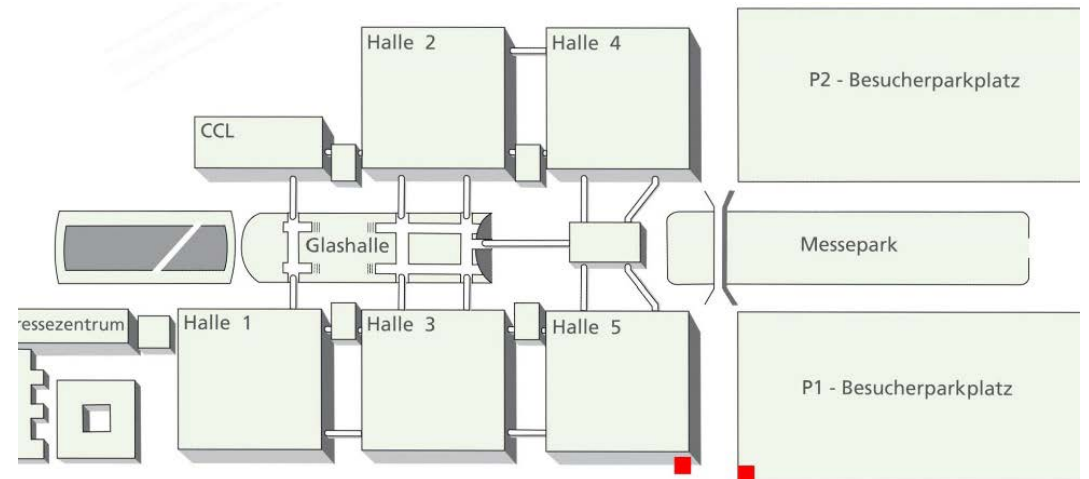
[Price per piece per event:

rent	production	installation/removal
6,210.00 €	1,381.00 €	561.00 €*

*We charge additional installation costs of € 1.850.00 for installation in other locations.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Ads on pillars



[Price per piece per event:

rent	production incl. installation/removal
550.00 €	227.00 €

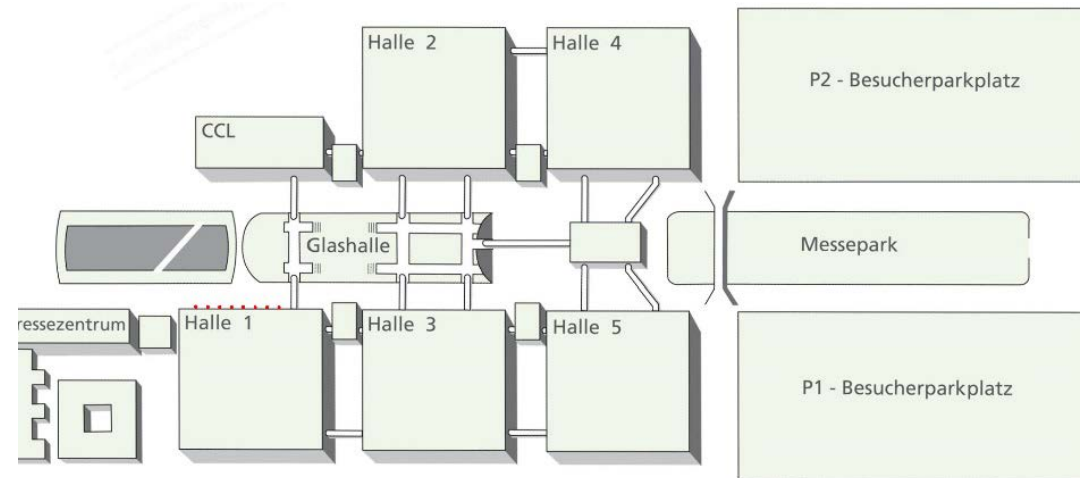
Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

Show the way forward! Whether as a signpost or to directly address visitors: With the column advertising cover, your place leading signs.

[Location: Media Centre, Hall 1

[Dimensions: 118 x 300 cm



Advertising banners on the outside of the halls



Bank on advertising space that is visible from afar to get the attention of many more people than just the exhibition visitors! These advertising banners are attached to the outer walls of the exhibition halls so they are visible from a great distance and get noticed even from outside the exhibition grounds. This also makes them the perfect choice for customers who do not exhibit at the fair.

[Location: on the outer walls of the halls

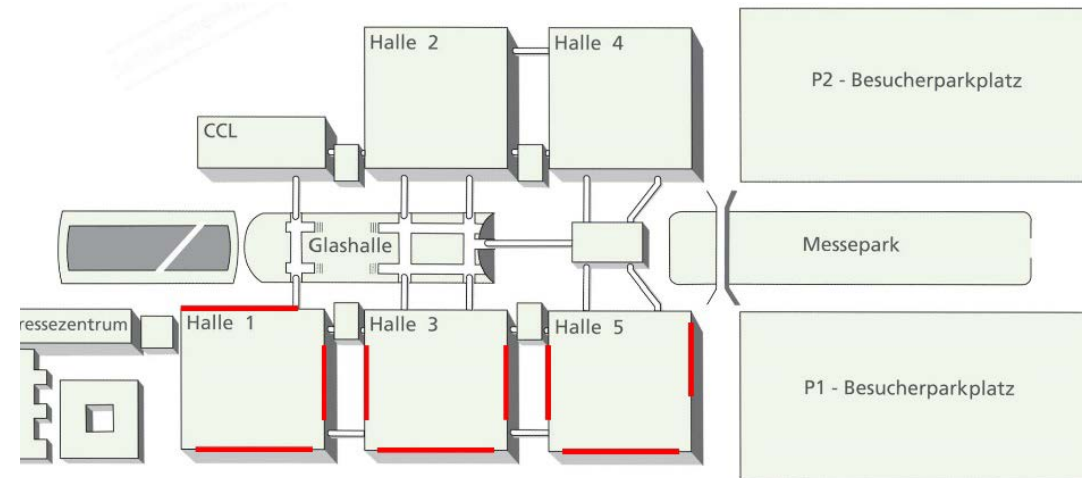
[Maße: 553 x 305 cm

[Price per piece per event:

rent	production	installation/removal
1,674.00 €	451.00 €	78.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Zeppelin



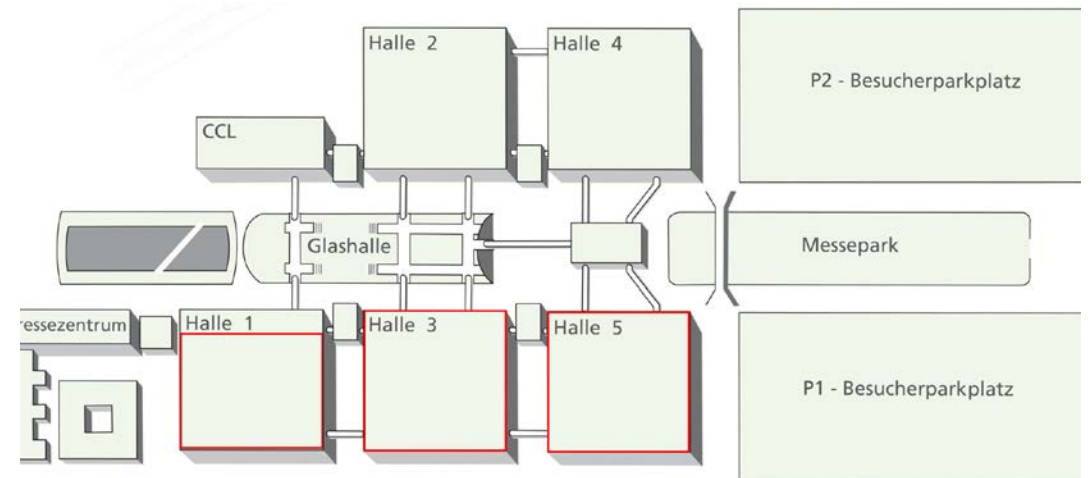
Soaring high! Our imposing advertising zeppelin floats majestically at a height of around 3 to 4 metres above the heads of trade fair visitors. This makes you the unmissable highlight at every trade fair event. Your message is presented at a lofty height and attracts curious glances. With targeted lettering and positioning, our zeppelin shows visitors the way to your stand so that you don't miss any potential customers.

The airship will be guided by remote control to all the exhibition halls.

[Price: price on request

[Location: exhibition halls (indoor)

Please note that all prices do not include the official value added tax.



Stopper entrance area



Be a good door opener! Advertise on the panes of our new glass hall entrance areas. At eye level, we apply your individual stopper as an adhesive film. Up to 36 stickers.

[Location: West Entrance (Glass Hall)

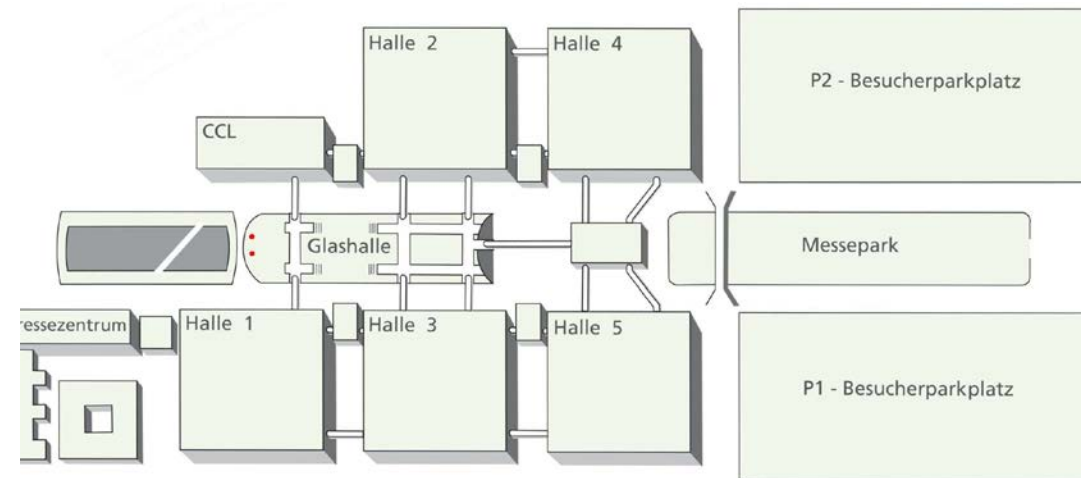
[Dimensions: 90 x 60 cm (other formats possible)

[Price per piece per event (bookable as of 3 pieces):

rent	production incl. installation/removal
213.00 €	64.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Turnstile posters, two-sided



There is no getting around them! No matter whether its visitors, conference participants, VIPs or press – everyone must pass through the turnstiles. Reason enough to position yourself strategically at this point with an appealing message. We have 41 turnstiles in total, all of which can be stuck with stickers on both sides to address your audience directly.

[Location: West Entrance (Glass Hall)

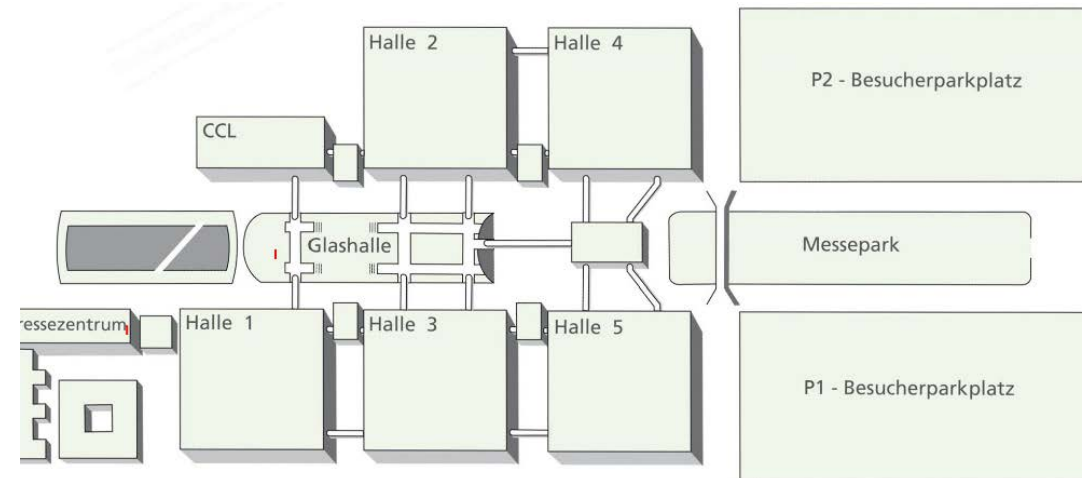
[Dimensions: 55,7 x 20 cm

[Price per piece per event:

rent	production incl. installation/removal
51.00 €	33.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Billboards for A0 posters



There are several advertising panels for A0 size posters in the area west of the entrance to the central Glass Hall and in the area with the ticket booths and the waiting area behind the turnstiles. We will gladly produce posters for you according to your specifications or you may send us existing posters which our staff will then mount according to your wishes.

[**Price per piece per event:**

- rent/installation/removal: 244.00 €*

[**production:** You can bring your own posters or have them produced by us for an additional cost.

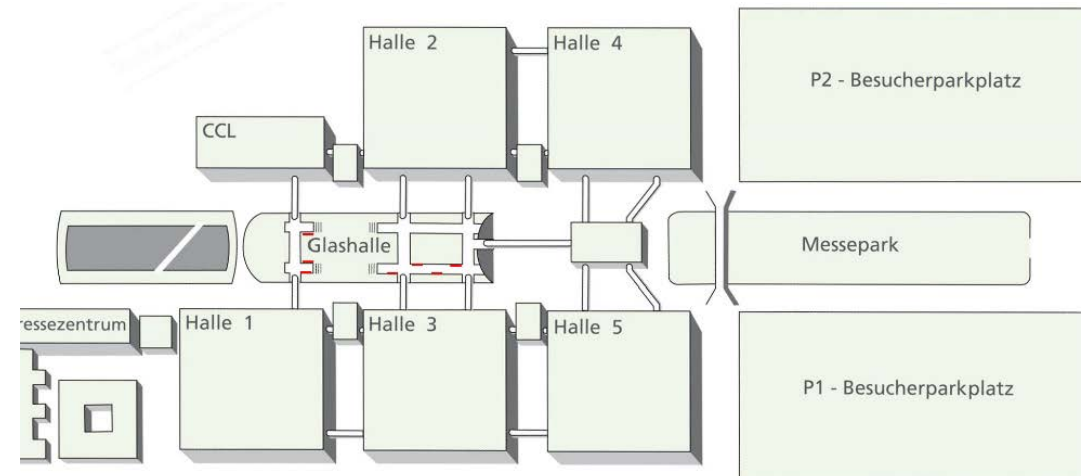
*We charge additional installation costs of € 115.00 /piece for installation in other locations.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

[**Location:** Glass Hall; behind the turnstiles, Glass Hall; different locations (mobile)*

[**Dimensions:** 168 x 119 cm (Poster holder), Poster: A0 (84,1 x 118,9 cm)



Staircase adverts



[Price per segment per event:

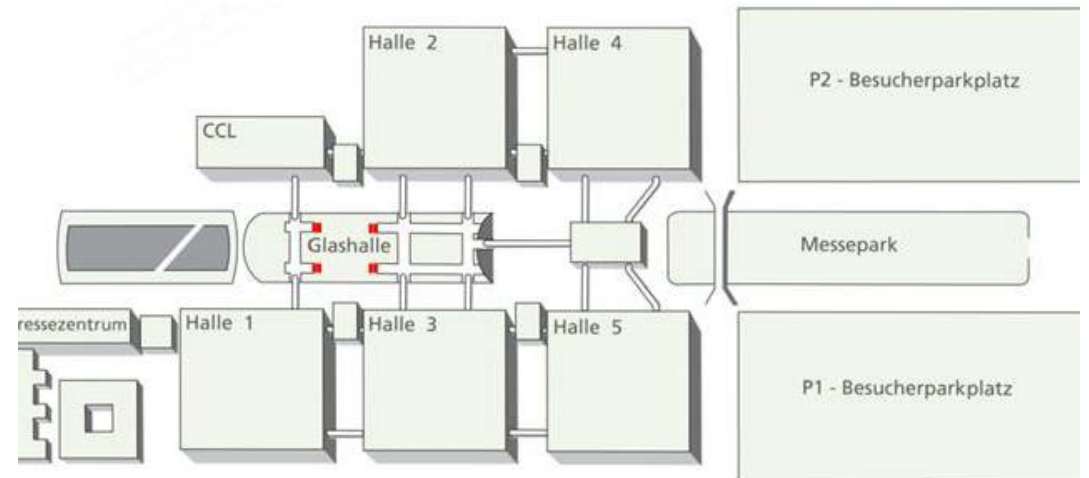
rent	production incl. installation/removal
3,148.00 €	1,152.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

Make a lasting impression on the stairs! The four staircases in the entrance area of the Glass Hall can be booked as an innovative ad space. Each is divided into 4 segments of 9 steps respectively. You may book individual segments or entire staircases. Oversized images are perfectly suited to achieve matchless visibility effects here.

- [Location: Glass Hall
- [Dimensions: 800 x 126 cm per landing, Stair landings can be occupied separately or in their entirety.



Advertising banners in the Glass Hall



Let your adverts take centre stage! Right in the middle of the central Glass Hall of the Leipzig Trade Fair grounds, you can have your advertising banners hung from the ceilings. Visible across the entire hall you are sure to draw the attention of all visitors in this advertising space.

[Location: Glas Hall

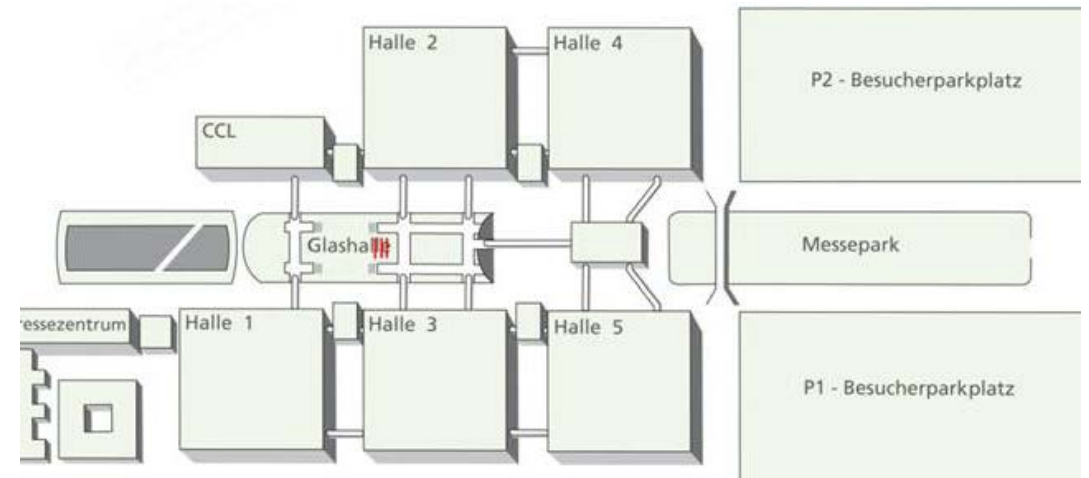
[Dimension: 100 x 800 cm

[Price per piece per event:

rent	production	installation/removal
572.00 €	880.00€	319.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Banner at the entrance in Hall 5



Greet your guests at the East Entrance! The large-scale advertising banner is suspended from a steel cable between two pillars and visible from either side. Here, you can boldly and effectively draw the fair visitors' attention to yourself and your products and attract them to your stand.

[Location: Entrance Hall 5

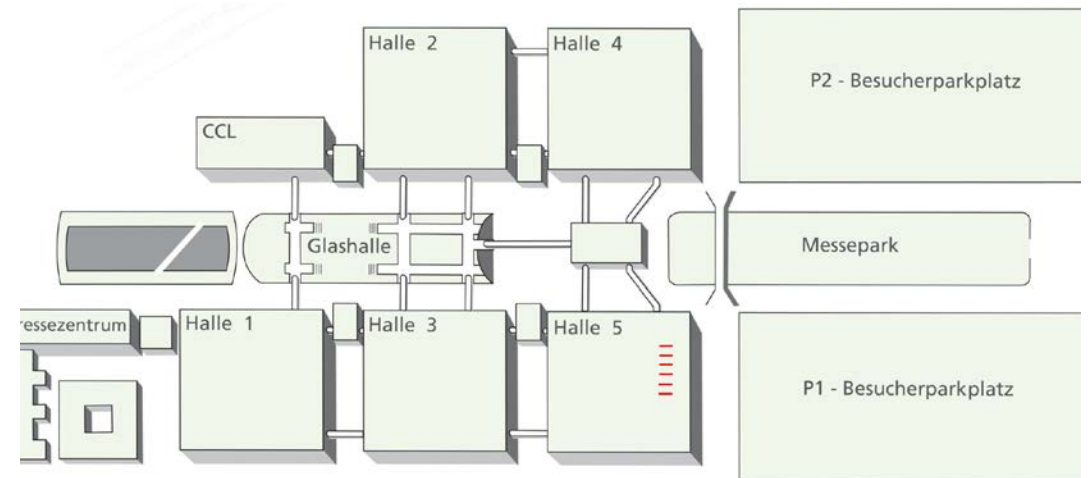
[Dimensions: 600 x 290 cm

[Price per piece per event:

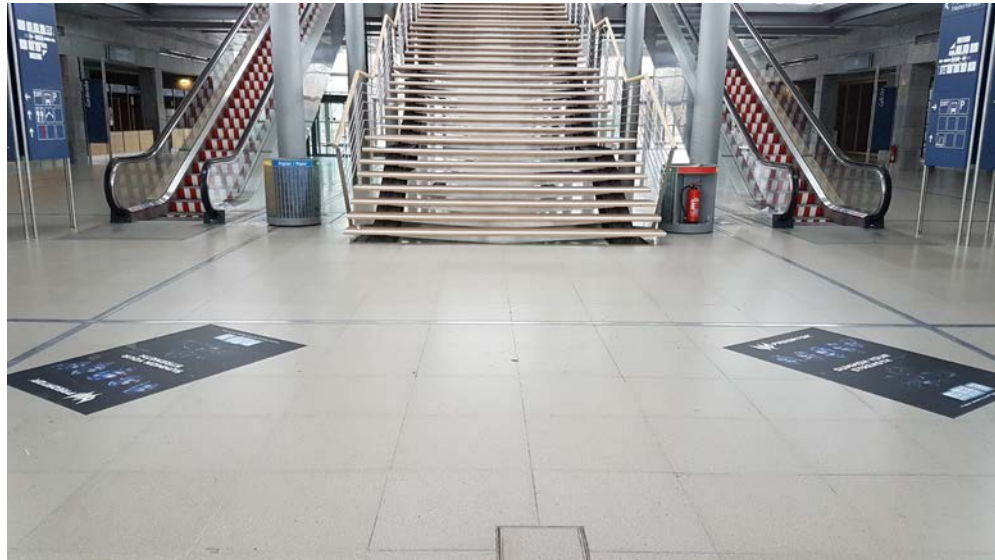
rent	Production	installation/removal
1,962.00 €	1,164.00 €	173.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Floor sticker



Place your ads at the feet of trade fair visitors and conference attendees! Digitally printed floor stickers make great eye-catching advertisements in front of the escalators at the East Entrance, in the Glass Hall and in the Congress Center Leipzig. This guarantees a very high contact rate, especially at public fairs.

[Location: West Entrance (Glass Hall), Entrance Hall 5

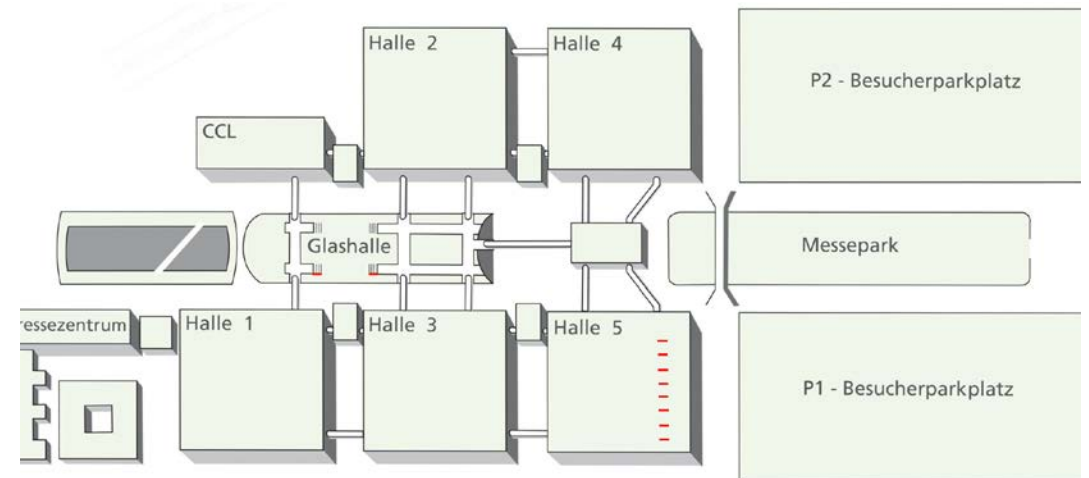
[Dimensions: 100 x 150 cm

[Price per piece per event:

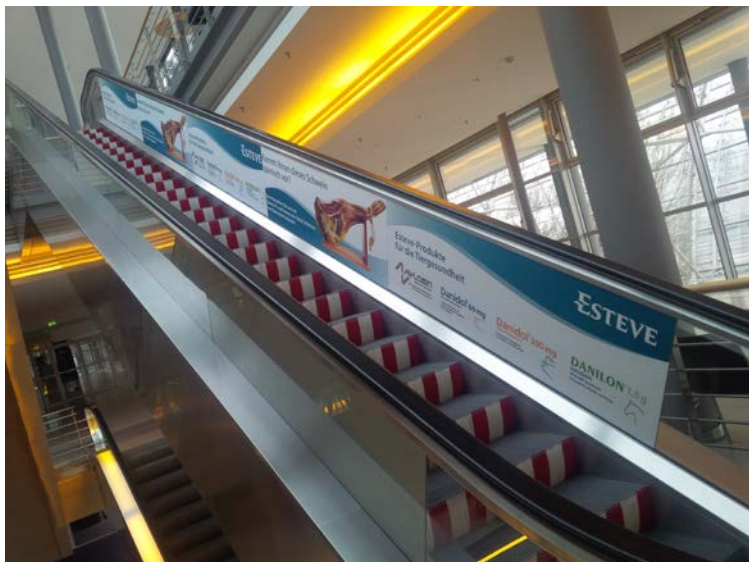
rent	production incl. installation/removal
167.00 €	200.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Escalator side panels



Guide your target audience along the way to the exhibition halls. 10 glass segments per escalator are available for customization at the East Entrance, in the Glass Hall and in the Congress Center Leipzig. Benefit from the time visitors spend on the escalators and reach out to the masses.

- [Location: West Entrance (Glass Hall)
- [Dimensions: approx. 200 x 61.50 cm per panel (exact dimensions available on request)

[Price per piece (glass segment) per event (one-sided)

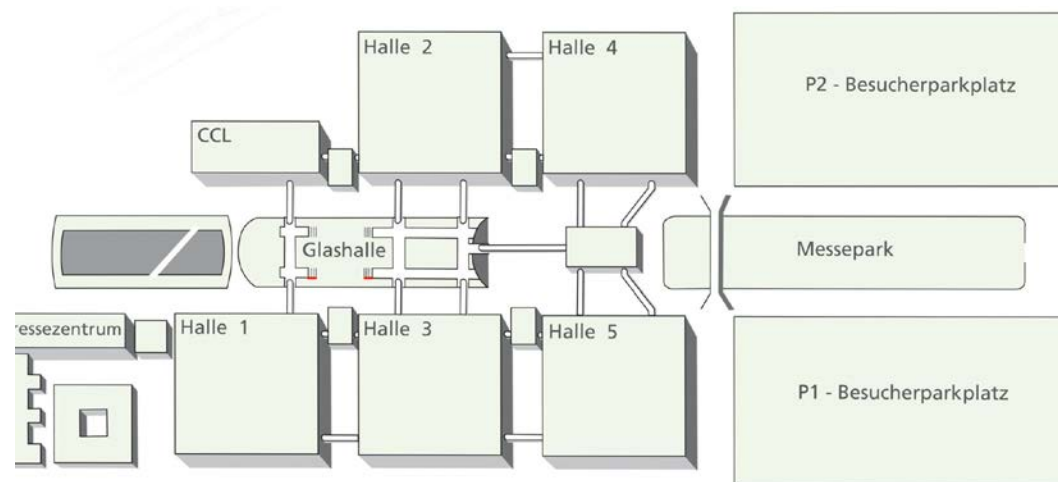
rent	production incl. installation/removal
167.00 €	125.00 €

[Price per piece (glass segment) per event (double-sided)

rent	production incl. installation/removal
334.00 €	250.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Escalator lower rail ads



Guide your target audience on their way to the exhibition halls. The East entrance has 2 inner decks per escalator which can be individually designed. Benefit from the time visitors spend on the escalators and reach out to the masses.

[Location: West Entrance (Glass Hall)

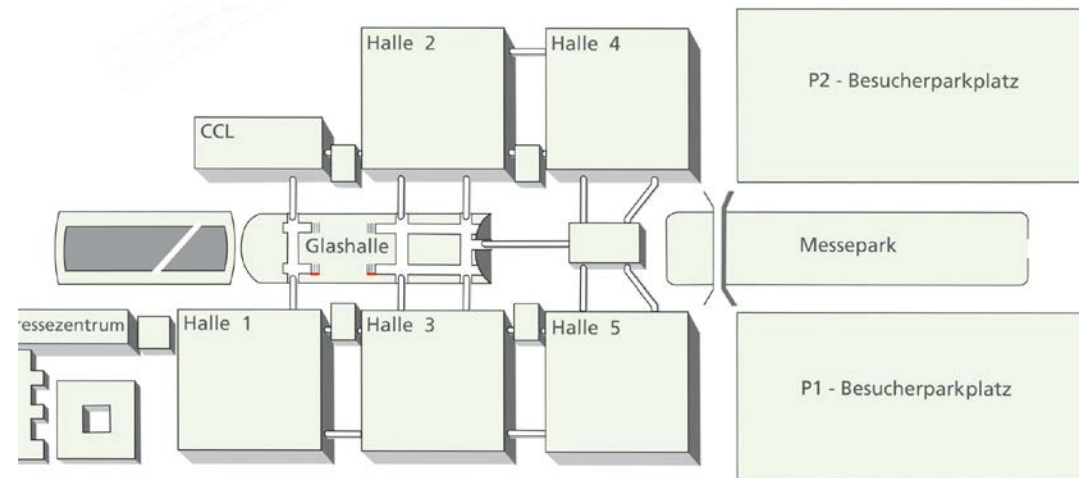
[Dimensions: 964 x 8 cm

[Price per piece per event:

rent	production incl. installation/removal
260.00 €	190.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Frameless advertising panels, two-sided



You can successfully boost your exposure with our stand-up advertising panels in various locations within the exhibition halls and the Glass Hall. The standard display makes use of brilliant, fabric-like double-sided prints. You may also book the exclusive, backlit version to lend your advertising message that special shine.

Location: halls, after consultation also in the CCL and in the exhibition halls anywhere in the Glass Hall, in the East Entrance area, in the corridors between the .

Dimensions: 99 x 200 cm

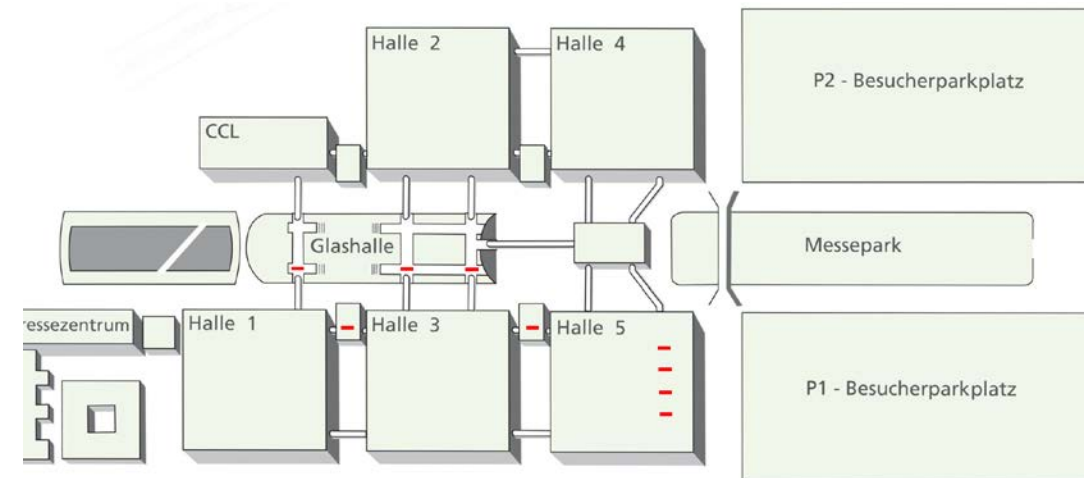
Price per piece per event:

	rent	production	installation/removal
with LED	436.00 €	273.00 €	86.00 €*
without LED	436.00 €	273.00 €	63.00 €

*Additional costs will be charged depending on the power supply.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Advertising arches



Draw everyone's attention and communicate your message on the semi-circular advertising segments along the corridors between the halls! The advertising spaces in the tube-like corridors have the highest contact numbers on the entire exhibition grounds. The most effective version is a passage of up to 16 advertising arches completely styled with your messages. However, you may of course also book the form-cut advertising segments individually.

[Location: corridors leading from the Glass Hall to the exhibition halls

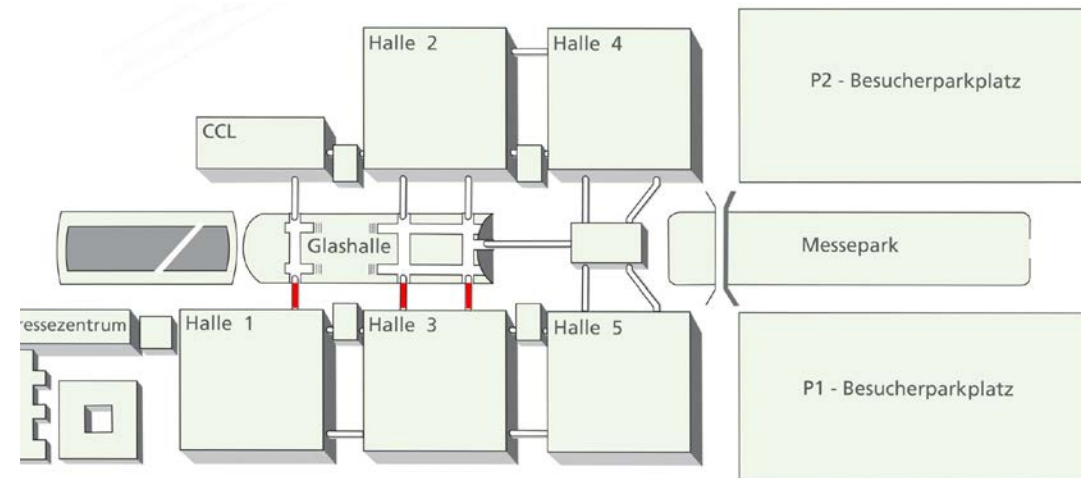
[Dimensions: width 300 cm; average height 60 cm

[Price per piece per event:

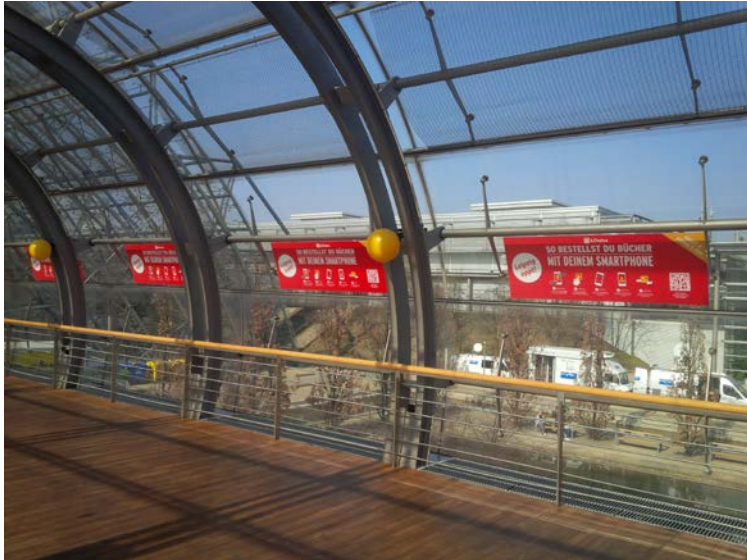
rent	production	installation/removal
340.00 €	303.00€	48.00 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Window design



[Price per piece per event:

rent	production incl. installation/removal
108.00 €	113.00 €

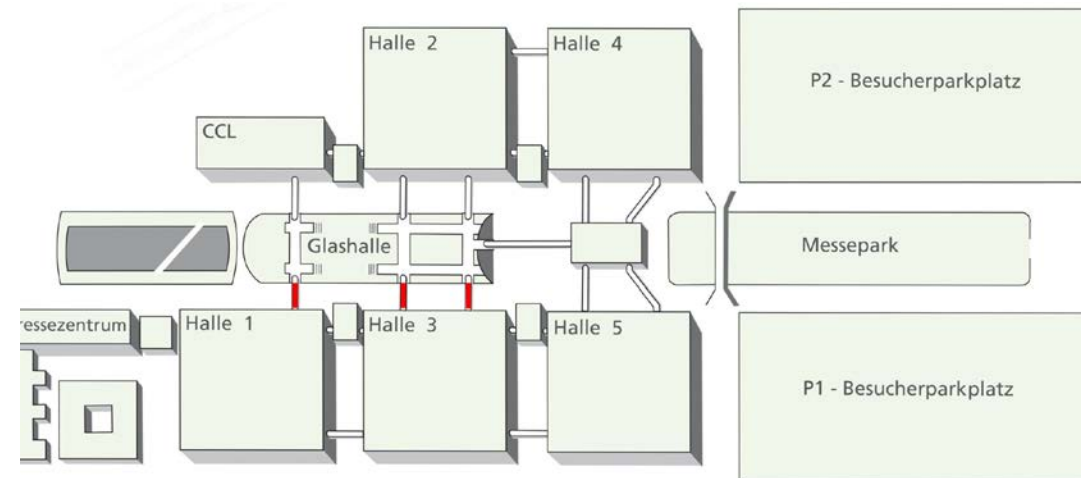
Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

Bank on crystal clear communication and use the windows in the corridors between the halls as attractive advertising space! Here, you can boost awareness of your company or products multiple times using a variety of formats. We will gladly produce suitable adhesive films for you.

[Location: windows in the corridors between Glass Hall and exhibition halls and between Glass Hall and CCL

[Dimensions: different sizes possible, e.g. one-piece 170 x 50 cm



Mirrors above sinks



A look into the mirror and your customers will know who you are! Surprise visitors in the numerous toilet facilities in exhibition halls and Congress Center Leipzig with your message right there on the mirrors above the hand-wash basins. We are happy to advise you on the individual design opportunities for the different mirrors in each facility.

- [**Location:** toilet facilities in the Glass Hall, in the exhibition halls and in the CCL
- [**Dimensions:** dimensions differ depending on facility. Exact dimensions available on request.

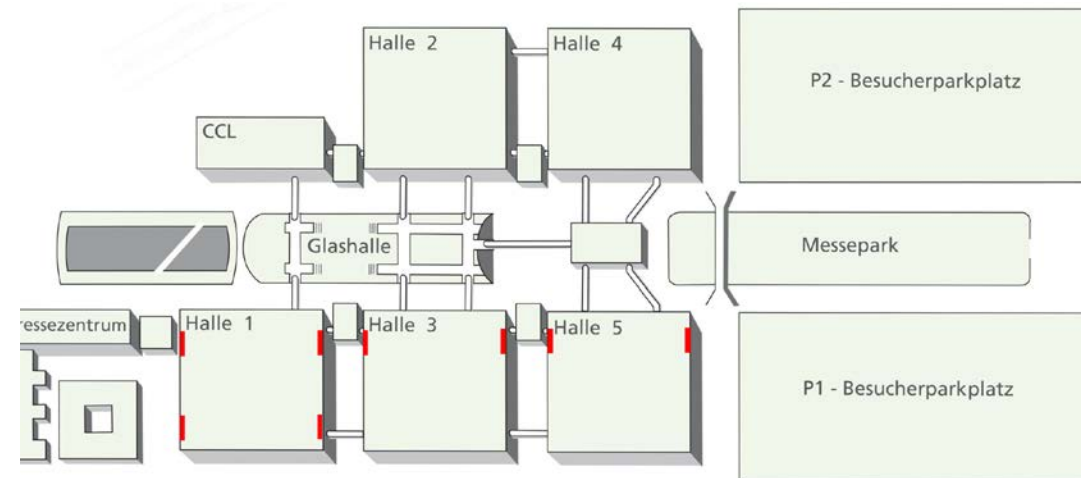
[**Price per piece per event:**

rent	production incl. installation/removal*
93.00 €	59.00 €

We can only calculate production prices incl. installation/removal after submission of your desired design.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Mirrors in the aisles of the exhibition halls



Mirror, mirror on the wall! In addition to the washbasin mirrors, visitors pass larger mirrors in which they can admire themselves in all their glory on their way from the toilet facilities to the exhibition halls. Make use of this large-scale advertising space and present eye-catching sticker ads here. We will gladly assist you in producing the stickers.

[Location: corridors between toilet facilities and exhibition halls

[Dimensions: 138 x 166 cm

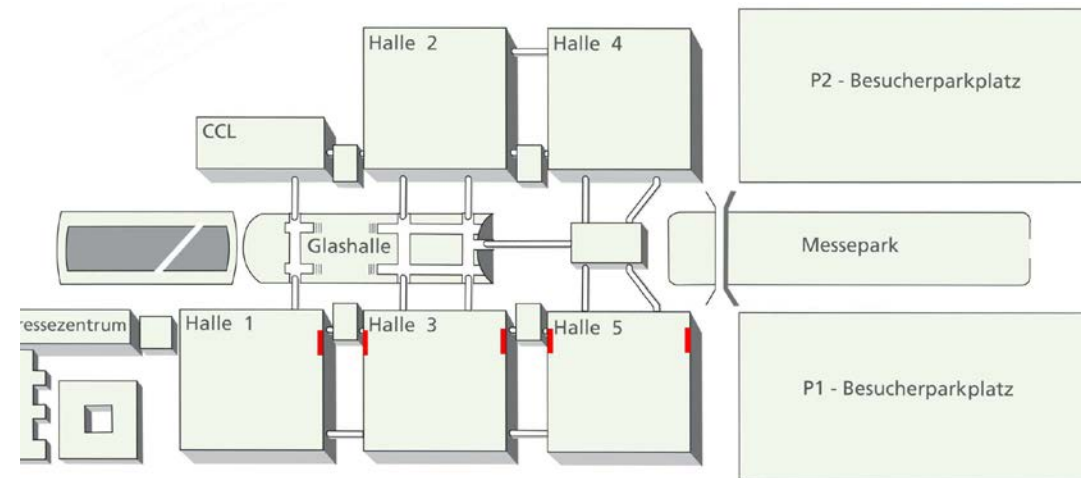
[Price per piece per event:

rent	production incl. installation/removal*
289.00 €	188.00 €

We can only calculate production prices incl. installation/removal after submission of your desired design.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Banner above your exhibition stand



- [Price:
 - Initial suspension installation/removal.: 232.00 €
 - Every subsequent suspension installation/removal: 102,00 €
- [Production: You can bring your own banners or, on request, have them produced by us at cost.

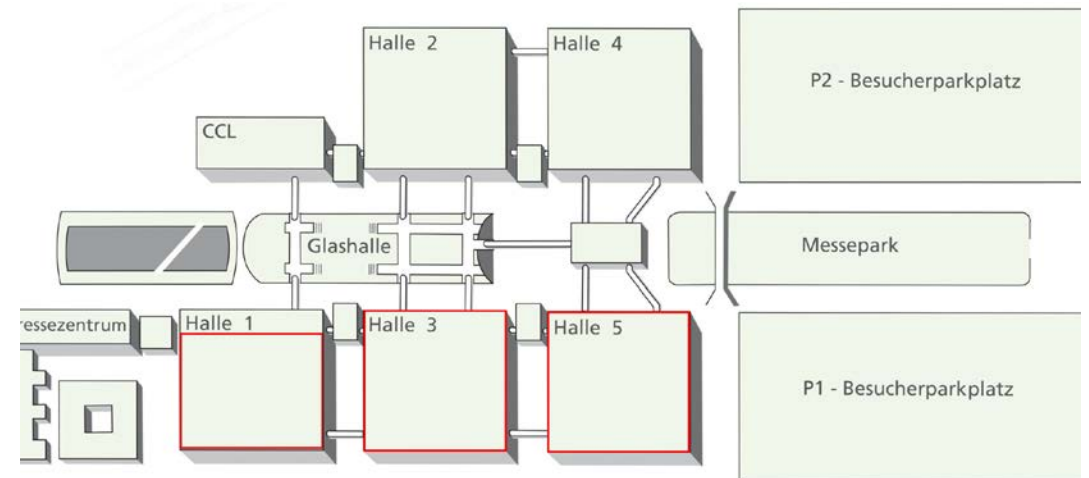
Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

Act with foresight! Create an eye-catching effect for your trade fair stand with banners suspended from above, visible to all visitors. You may bring your own banners or have them produced by us in different sizes. We also take care of installing and dismantling them, and if you wish, we can put them into storage for you until the next event. We will gladly advise you.

[Location: exhibition halls

[Dimensions: individual



FAIRNET GmbH
Messe-Allee 1
04356 Leipzig
+49 341 678 8470
office@fairnet.de
www.fairnet.de



Peter Schippel
Projektmanager
+49 341 678 8486
+49 152 2278 8207
werbeflaechen@fairnet.de