



Advertising spaces at efa:ON und netze:ON 2023

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

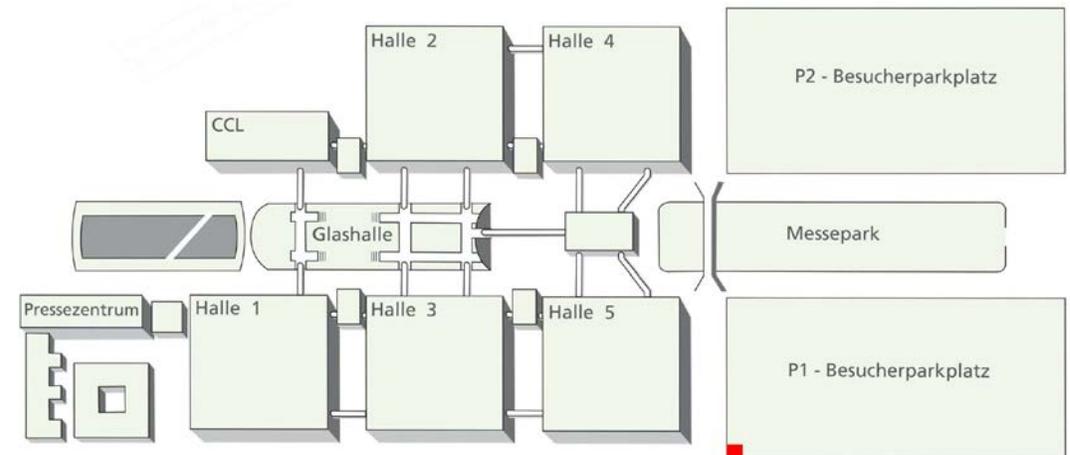
[Price per piece per event:

rent	production	installation/removal
4,590.00 €	1,279.00 €	519.00 €*

*We charge additional installation costs of € 1.804.00 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.](#)



Stretch banner



Stretch the impact of your advertising to the limit! In front of the East entrance, your advertising message can be displayed in a targeted way on stretch banners. Mounted between the columns, these advertising banners are ideal for attracting visitors' attention at the entrance.

[Location: East Entrance

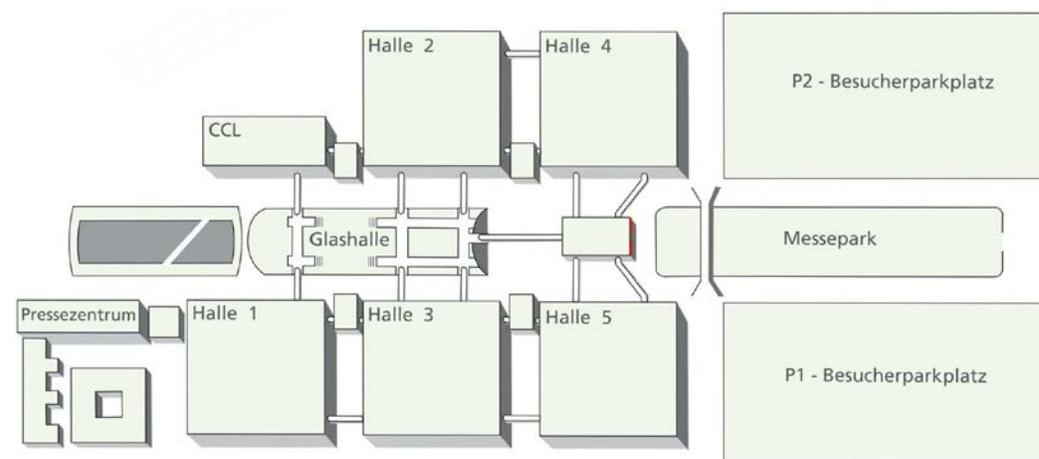
[Dimensions: 500 x 100 cm

[Price per piece per event:

rent	production	installation/removal
425.00 €	170.00 €	125.00 €

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.](#)



Ads on pillars



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

[Location: East Entrance

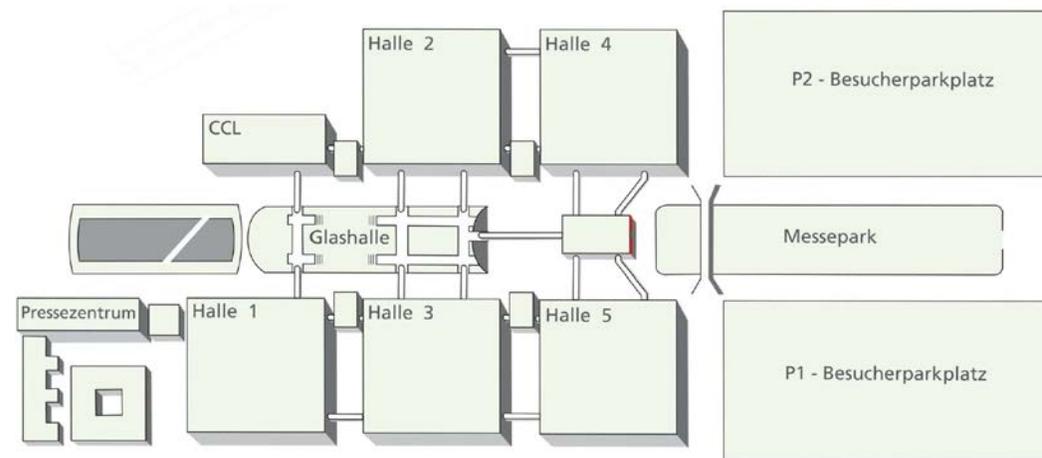
[Dimensions: 118 x 300 cm

[Price per piece per event:

rent	production incl. installation/removal
410.00 €	210.00 €

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.](#)



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

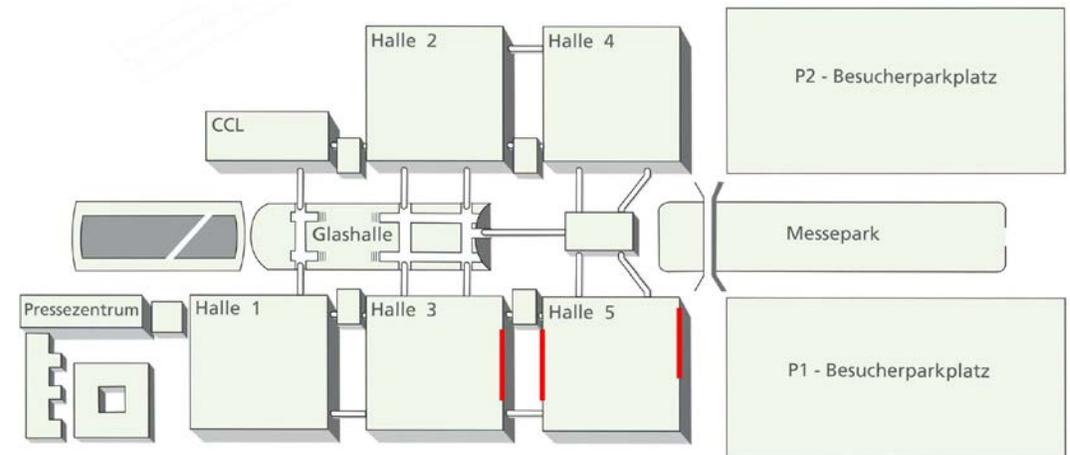
[Maße: 553 x 305 cm

[Price per piece per event:

rent	production	installation/removal
1,240.00 €	418.00 €	72.00 €

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.](#)



Flagpoles



Nail your colours to the mast and benefit from the enormous appeal generated when your message is flown on a 100 waving flags! Located directly in front of the East Entrance, there is a rectangular area with 100 evenly distributed flagpoles. The choice is yours: you can book groups of six and more, or the entire batch for maximum impact.

[**Price per piece per event:**

- rent/installation/removal: 200.00 €

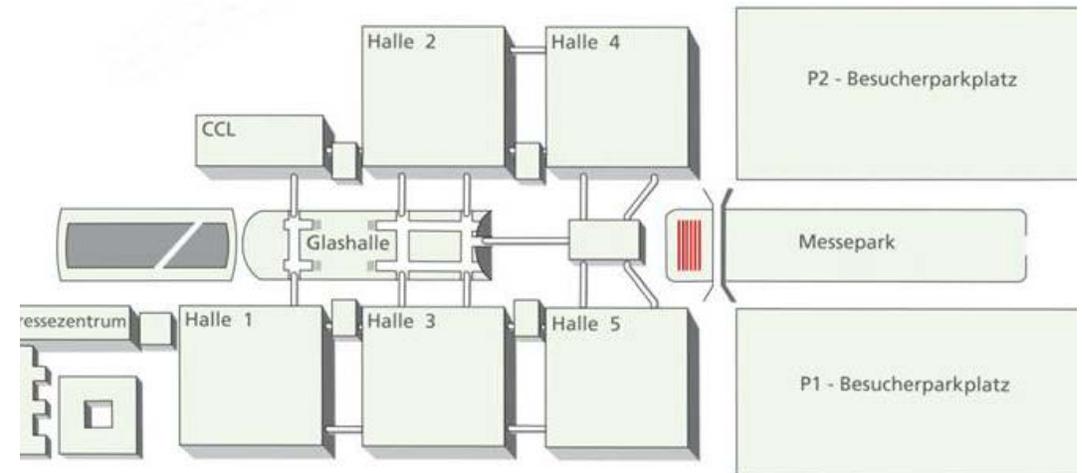
[**production:** You can bring the flags or have them produced by us for an additional cost.

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.](#)

[**Location:** in front of the East Entrance

[**Dimensions:** ca. 8 Meter high



Removable flagpoles



In addition to the permanently installed flagpoles at the East Entrance, you can also advertise on up to 48 flags which may be placed across the entire Leipzig trade fair grounds. Here, you can also book individual flags.

We will gladly advise you on which positions will be best-suited for your message.

[Location: flexible in the outdoor area of the exhibition area.

[Dimensions: ca. 8 meter

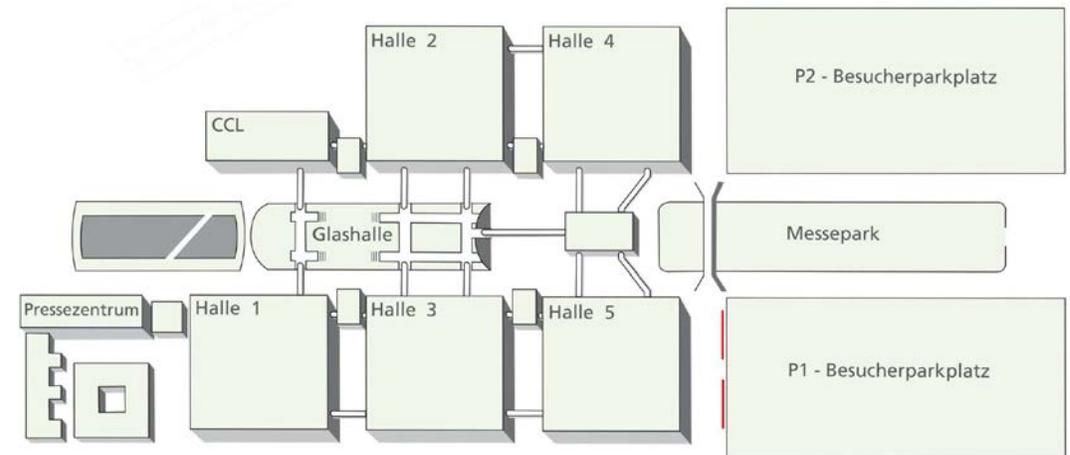
[Price per piece per event:

- rent/installation/removal: 250.00 €

[production: You can bring the flags or have them produced by us for an additional 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.](#)



Ads on the front doors Entrance East



Be a good door opener and advertise on the front doors of the West Entrances! We will place your individual advertisement as adhesive foil at eye level.

[Location: East Entrance

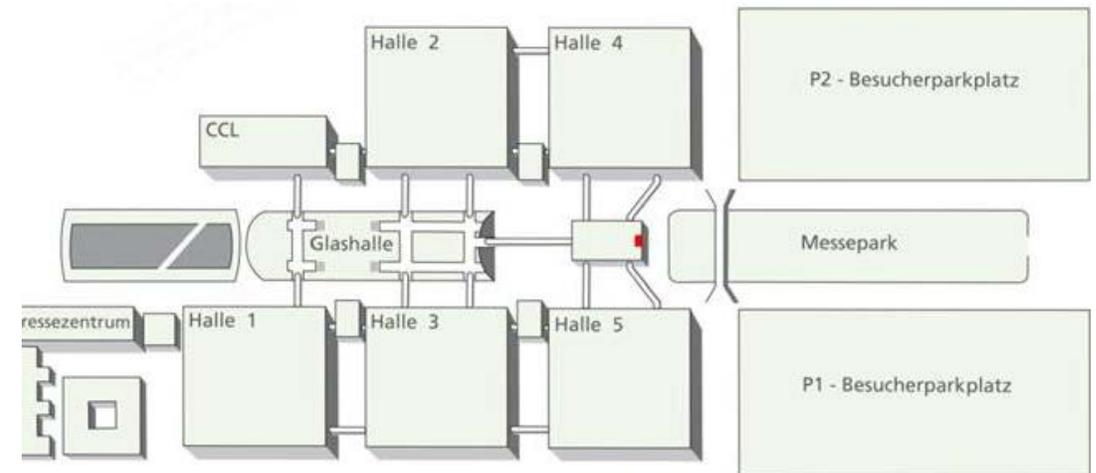
[Dimensions: 80 x 50 cm

[Price per piece per event:

rent	production incl. installation/removal
76.00 €	59.00 €

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.](#)



Ads on wings of the revolving doors



[Price per piece per event:

rent	production incl. installation/removal
76.00 €	59.00 €

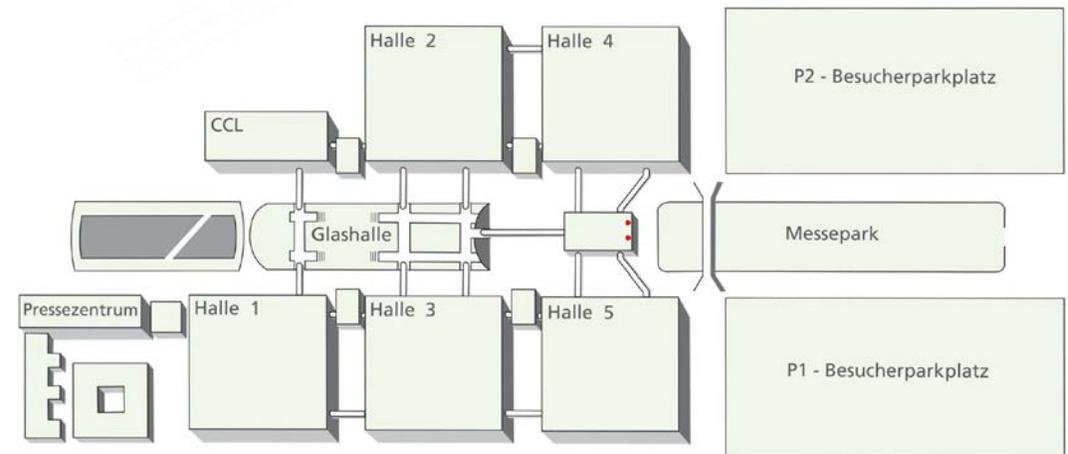
Please note that all prices do not include the official value added tax.

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

Be a good door opener and advertise on the entrance doors of entrances!
We apply your individual advertising as an adhesive foil at eye level.

[Location: East Entrance

[Dimensions: 120 x 40 cm



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: East Entrance

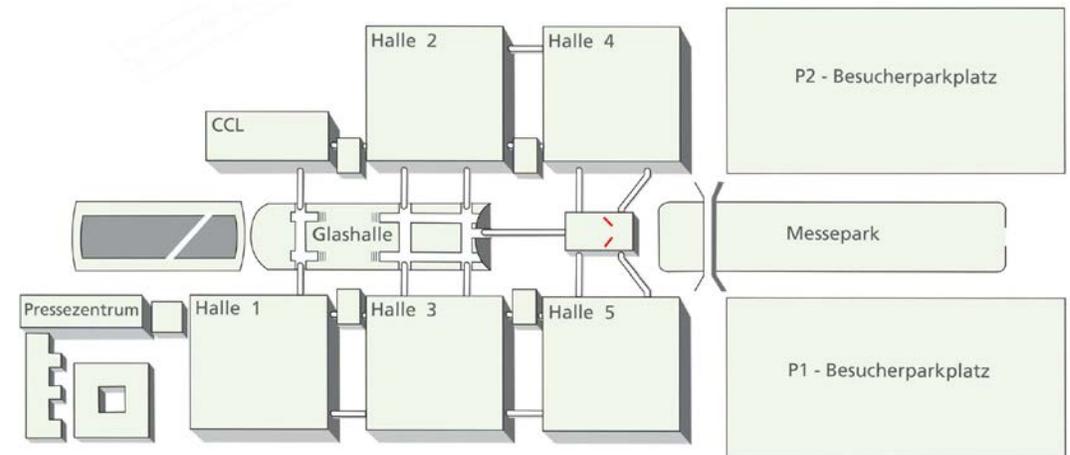
[Dimensions: 56 x 20 cm

[Price per piece per event:

rent	production incl. installation/removal
37.00 €	31.00 €

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 eastern entrance



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: East Entrance

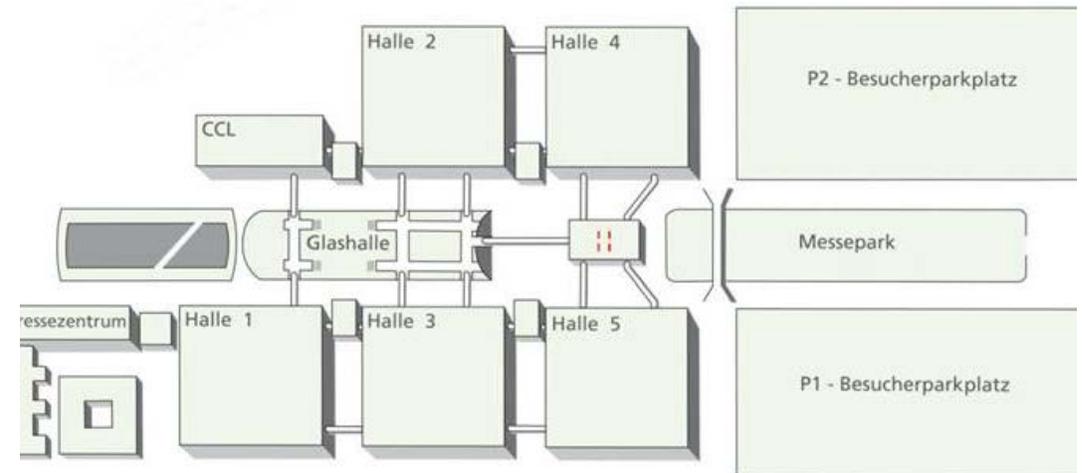
[Dimensions: 600 x 290 cm

[Price per piece per event:

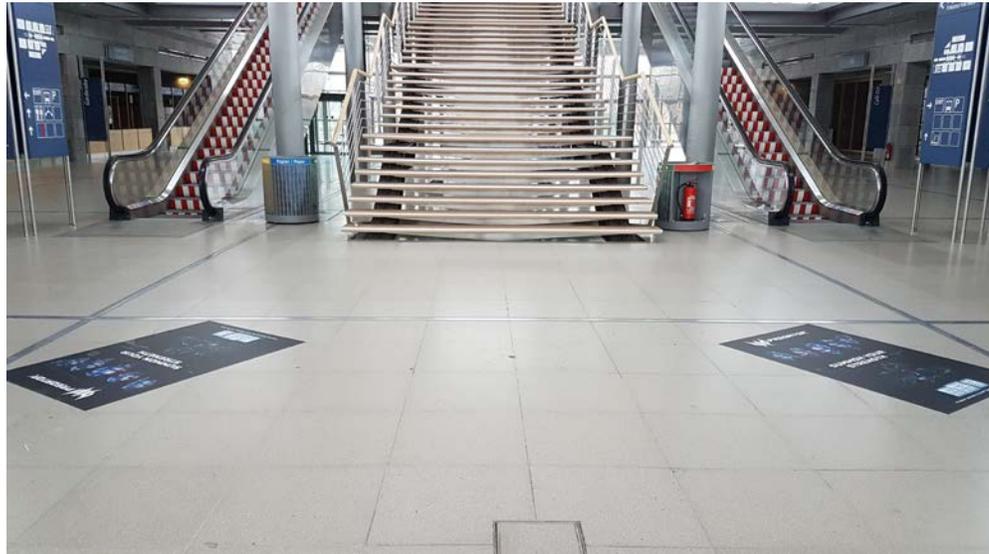
rent	production	installation/removal
1,454.00 €	1,078.00 €	160.00 €

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: East Entrance

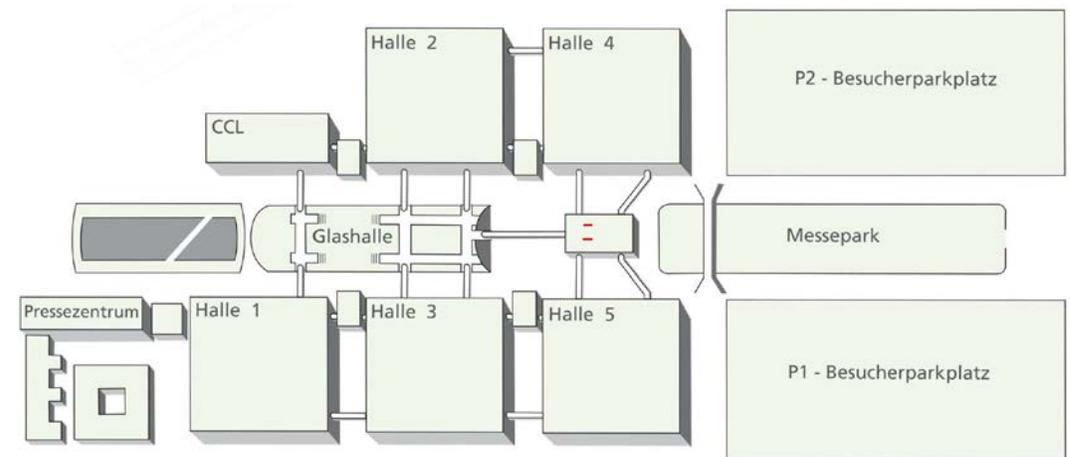
[Dimensions: 100 x 150 cm

[Price per piece per event:

rent	production incl. installation/removal
121.00 €	185.00 €

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.

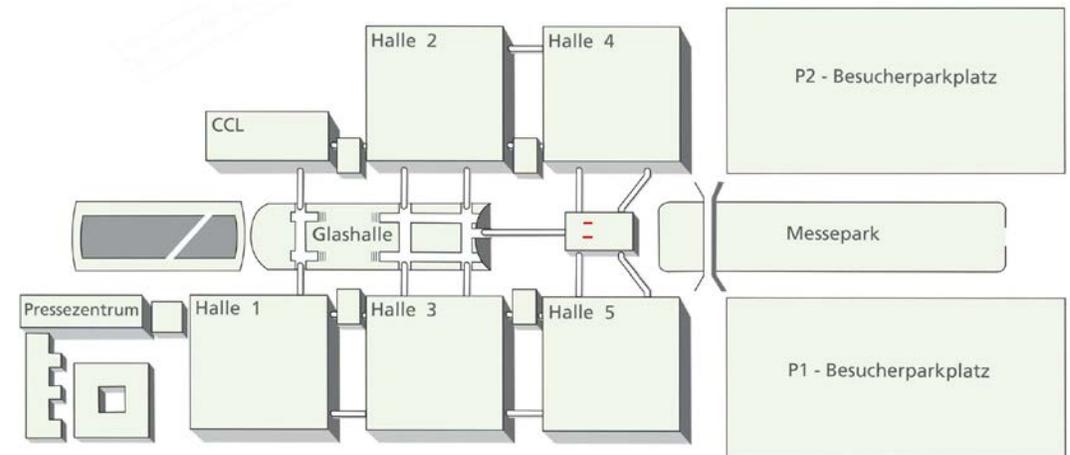
- [Location: East Entrance
- [Dimensions: approx. 200 x 61.50 cm per panel (exact dimensions available on request)

[Price per piece (glass segment) per event:

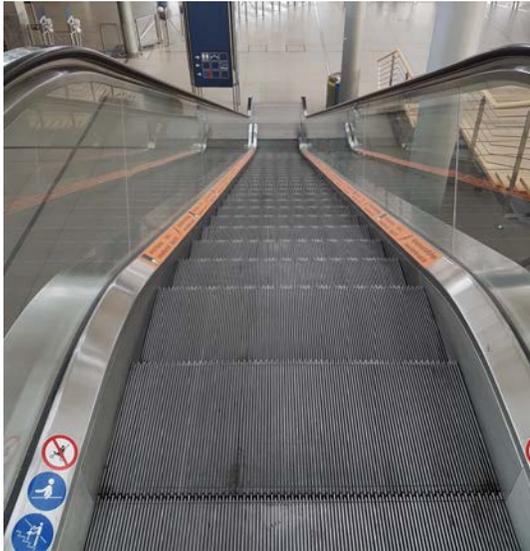
rent	production incl. installation/removal
121.00 €	116.00 €

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: East Entrance

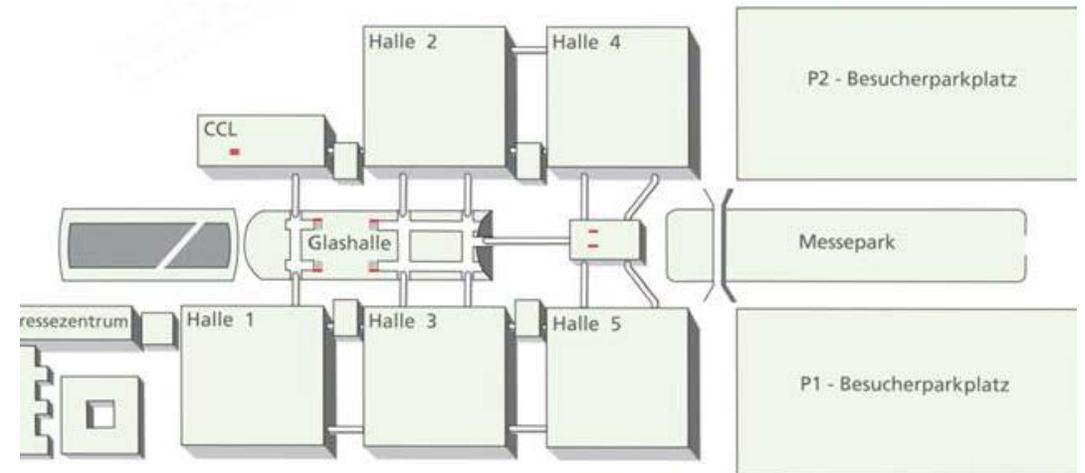
[Dimensions: 964 x 8 cm

[Price per piece per event:

rent	production incl. installation/removal
977.00 €	520.00 €

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.](#)



Banners on railings



In addition to the many other advertising spaces, banners along the railings in the entrance areas will make it easy for visitors to orientate themselves immediately and find your stand. Two railings visible from afar are available at the east entrance. You can decide if you want a banner ranging from one meter to 15 meters long.

[Location: East Entrance

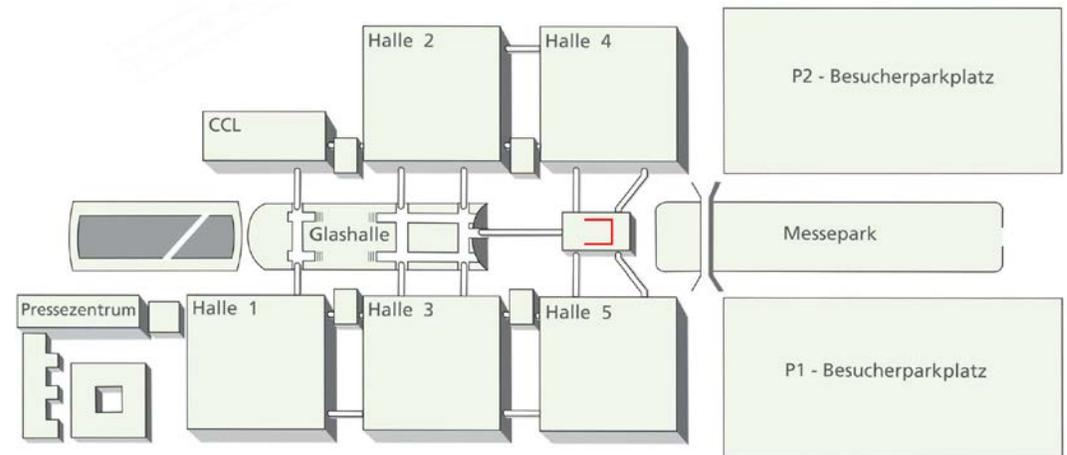
[Dimensions: height 82 cm

[Price per piece per event:

- Prices depend on the size of the banner.

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: East Entrance

[Dimensions: 99 x 200 cm

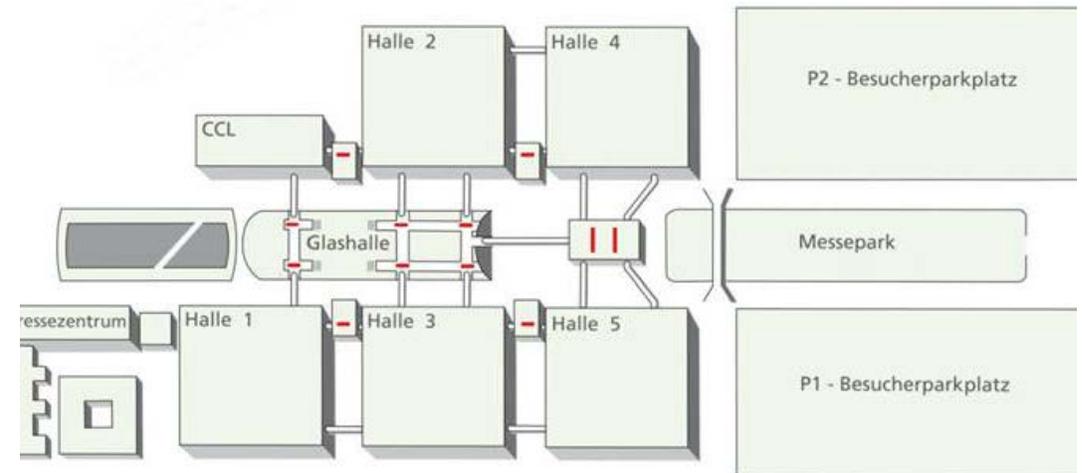
[Price per piece per event:

	rent	production	installation/removal
with LED	326.00 €	253.00 €	80.00 €*
without LED	326.00 €	253.00 €	58.00 €

[*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.

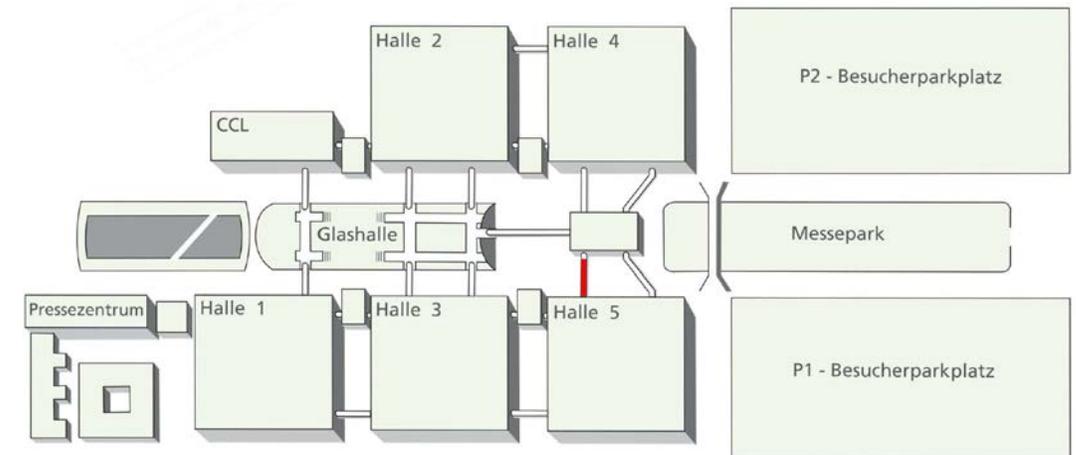
- [Location: corridors leading from East Entrance to the exhibition hall
- [Dimensions: width 300 cm; average height 60 cm

[Price per piece per event:

rent	production	installation/removal
252.00 €	281.00€	44.00 €

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



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: corridors leading from East Entrance to the exhibition hall

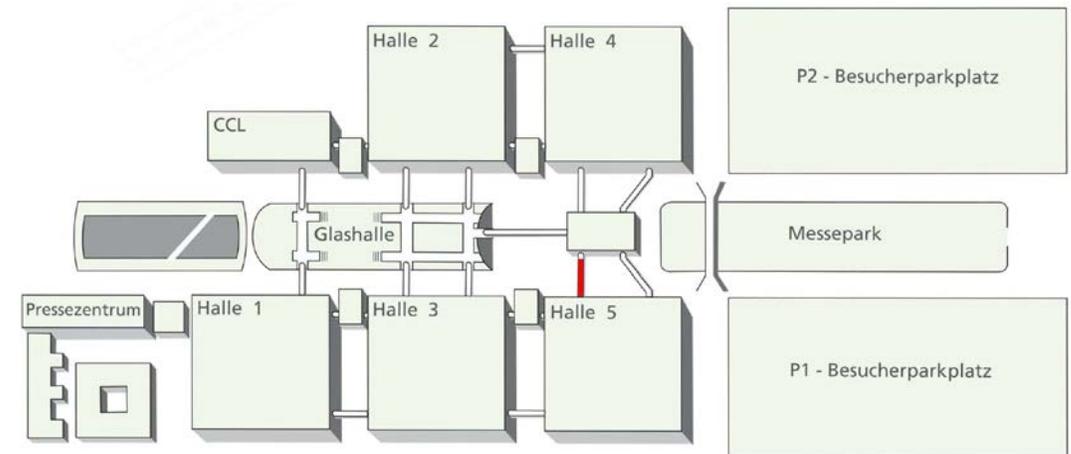
[Dimensions: different sizes possible, e.g. one-piece 170 x 50 cm

[Price per piece per event:

rent	production incl. installation/removal
79.00 €	105.00 €

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.](#)



Transom windows between the halls



The transom windows in the corridors between the halls are popular for signposting. Messages placed here will lead your target audience directly to your stand. The ads in the window segments above the corridor doors can be designed to your requirements. If particular transom windows are already used for exhibition ground signposting, it is nevertheless possible to place your promotional message on additional suspensions in the area.

[Location: Hall passages from Hall 5 to Hall 3 and from Hall 3 to Hall 5

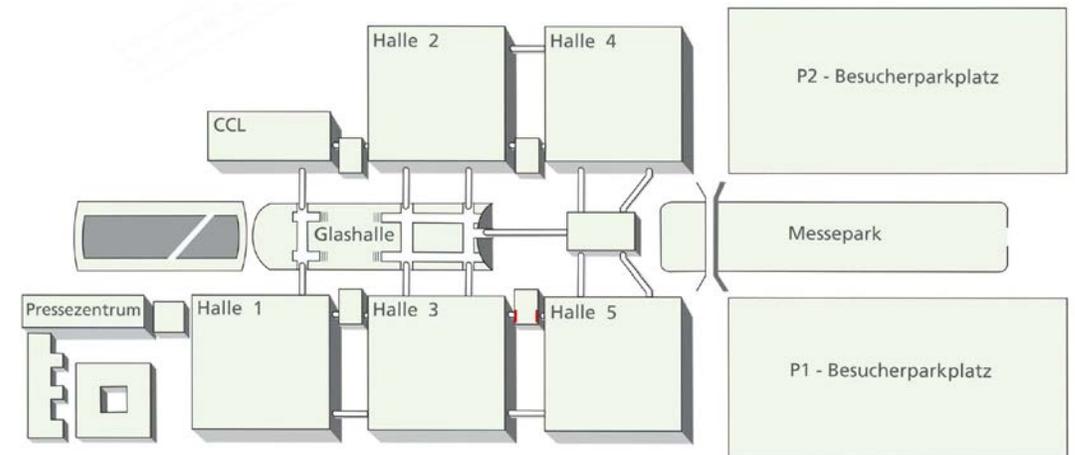
[Dimensions: 240 x 85 (CCL); 205 x 100 cm (Hall)

[Price per piece per event:

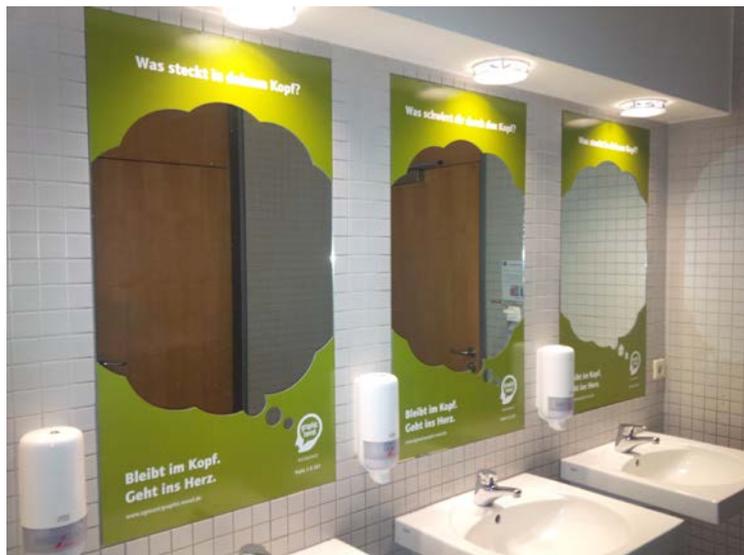
rent	production incl. installation/removal
189.00 €	231.00 €

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.](#)



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 hall

[Dimensions: dimensions differ depending on facility. Exact dimensions available on request.

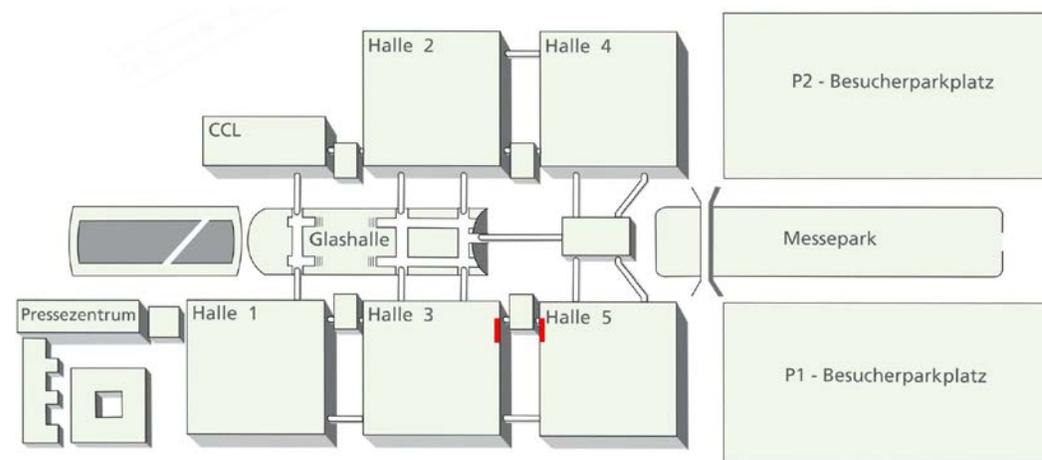
[Price per piece per event:

rent	production incl. installation/removal*
69.00 €	55.00 €

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 hall

[Dimensions: 138 x 166 cm

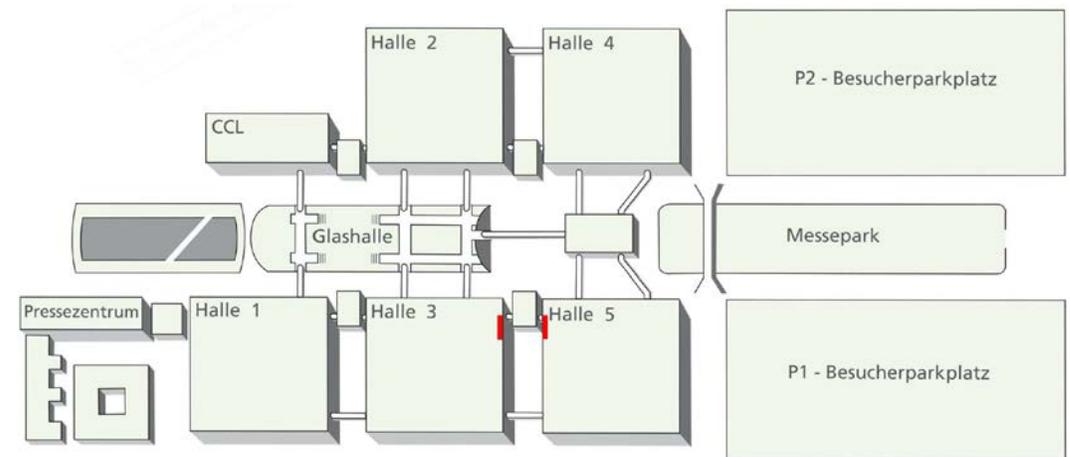
[Price per piece per event:

rent	production incl. installation/removal*
210.00 €	174.00 €

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



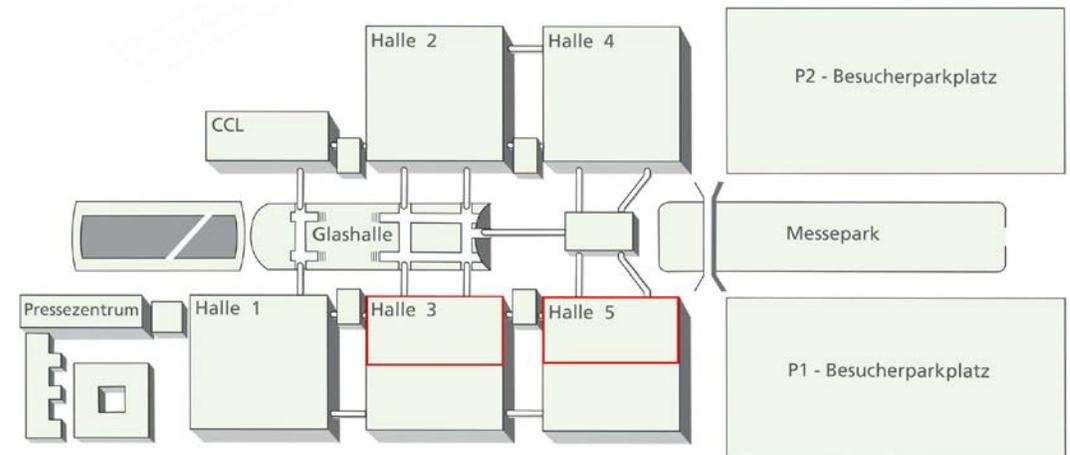
Act with foresight! Create an eye-catching effect for your trade fair stand with banners suspended from above, visible to all visitors. You may bring your own banners or have them produced by us in different sizes. We also take care of installing and dismantling them, and if you wish, we can put them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

- [Price:
 - Initial suspension installation/removal.: 215.00 €
 - Every subsequent suspension installation/removal: 94,00 €
- [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.](#)

- [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
peter.schippel@fairnet.de