

# SPONSORING AND ADVERTISING OPPORTUNITIES

08 – 10 October 2024

Exhibition Center Düsseldorf, Germany

[aluminium-exhibition.com](http://aluminium-exhibition.com)



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In the business of  
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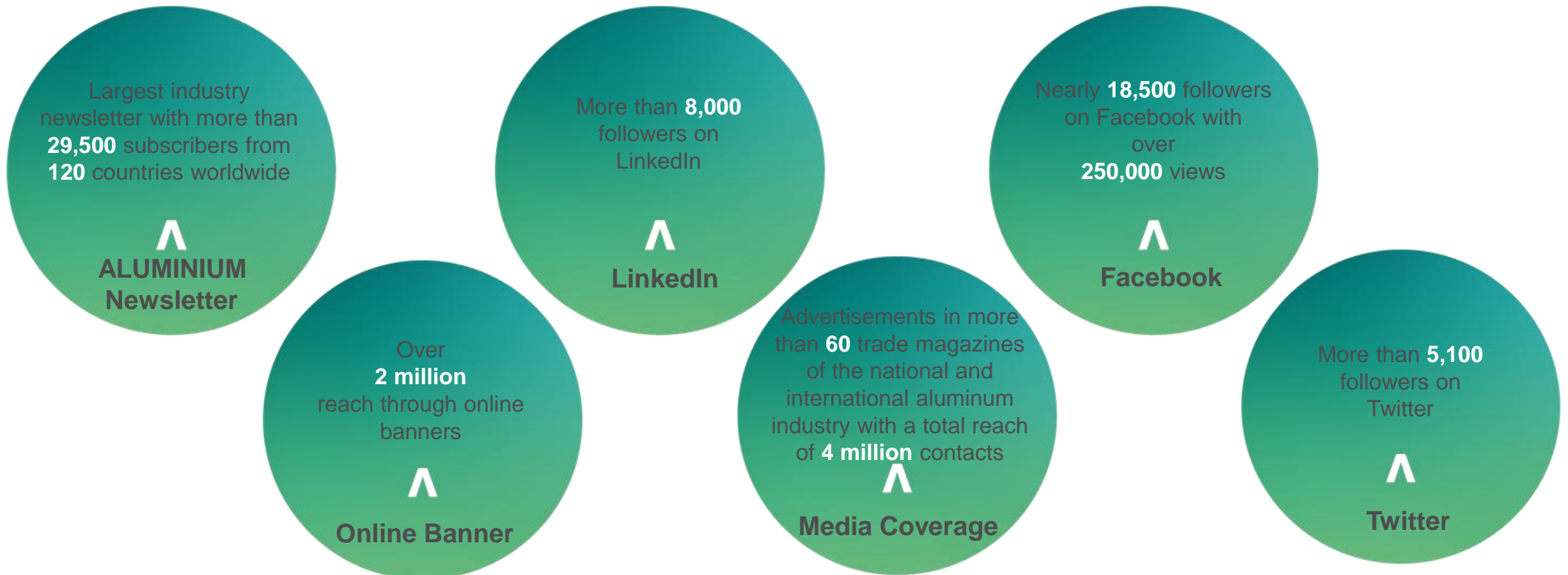
Aluminium  
Deutschland



European  
Aluminium

## THE WORLD'S LARGEST NETWORK IN THE ALUMINUM INDUSTRY: THE MEDIA REACH OF ALUMINIUM:

As an exhibitor, you benefit comprehensively from the **highly efficient communication mix** of ALUMINIUM: Advertisements, online banners, mailings, newsletters, press releases, social media activities, trade fair publications and much more. The focus is on one **target group: the Aluminum industry and its main application industries.**



# ONLINE & SOCIAL MEDIA MARKETING





AS THE LEADING ALUMINIUM TRADE FAIR WORLDWIDE, WE OFFER **ONE OF THE MOST VISITED WEBSITES & MEDIA PLATFORMS IN THE INDUSTRY.** ALMOST ALL TRADE FAIR VISITORS GET INFORMATION HERE, PURCHASE THEIR TICKETS, AND PREPARE FOR THE SHOW – **THE IDEAL PLACE FOR YOUR LONG-TERM ADVERTISING.**



## TICKETSHOP SPONSORING

Become the exclusive sponsor of the visitor registration and ensure that every registered visitor will notice you.

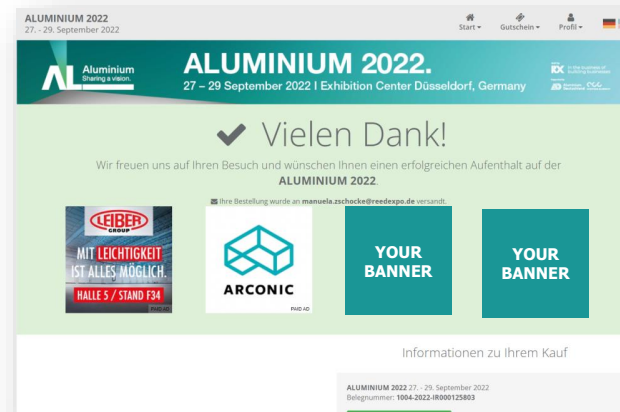
### Package: Online Ticketshop Sponsor



- Product number: 4320028
- Exclusive: 1 exhibitor
- Banner on e-ticket  
Dimensions: 190 x 50 mm (W x H), min. resolution of 300 dpi, JPG / PNG file, not animated
- Banner in the confirmation email, which will be sent out with e-tickets  
Dimensions: 300 x 250 px, 72 dpi, JPG / PNG file, linked to your preferred URL
- Small Square Banner on the online confirmation page  
Dimensions: 200 x 200 px, 72 dpi, JPG / PNG file, linked to your preferred URL, Presentation: static or animated

Price: 7,030.00 €

SOLD



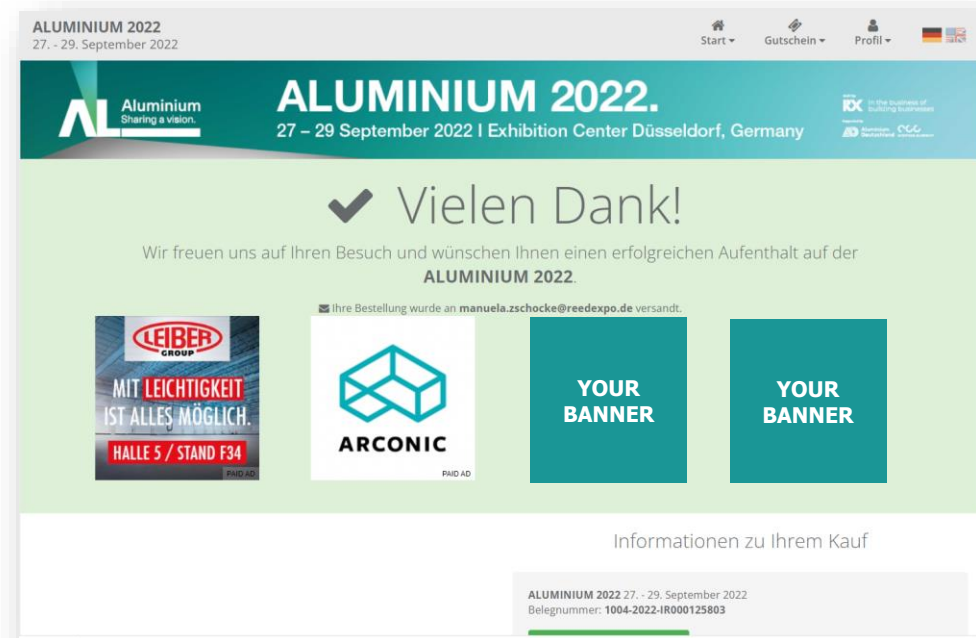
## ONLINE BANNER – AREA „TICKETSHOP“

Every visitor has to register for the ALUMINIUM show on the website. This position is ideal for announcing yourself to visitors.

### Small Square Banner for Position 2, 3 and 4

- Product number: 4320090
- Max. 3 exhibitors (per position 1 exhibitor)
- Presentation: **static**
- Position: ticket confirmation page
- Dimensions: 200 x 200 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

**Price: 2,190.00 €**



## ONLINE BANNER – AREA „TICKET PAGE“

Every visitor has to register for the ALUMINIUM show on the website. This position is ideal for announcing yourself to visitors.

### Medium Rectangle Banner Position 1 \* or 3\*

- Product number: 4320058 or 4320060
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

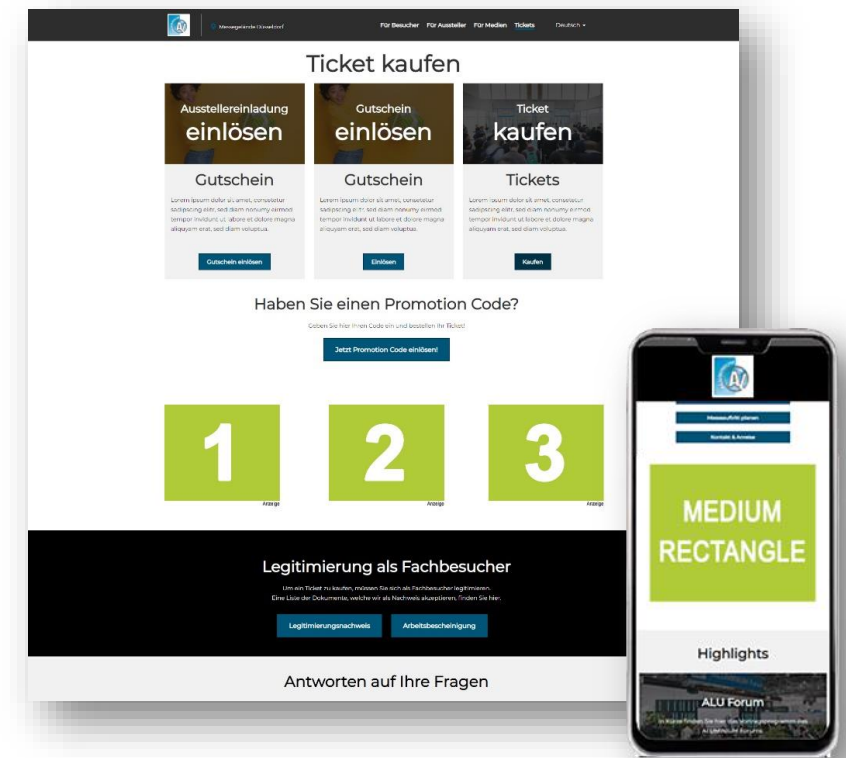
**Price: 1,970.00 €**

### Medium Rectangle Banner Position 2\*

- Product number: 4320059
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Position: directly below the Promo Code
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

**Price: 2,190.00 €**

\*Mobile view: banners are displayed rotating in one position





## ONLINE BANNER – AREA „HOMEPAGE“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Medium Rectangle Banner Position 1\* or 3\*



- Product number: 4320061 or 4320063
- Exclusive: 1 exhibitor
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

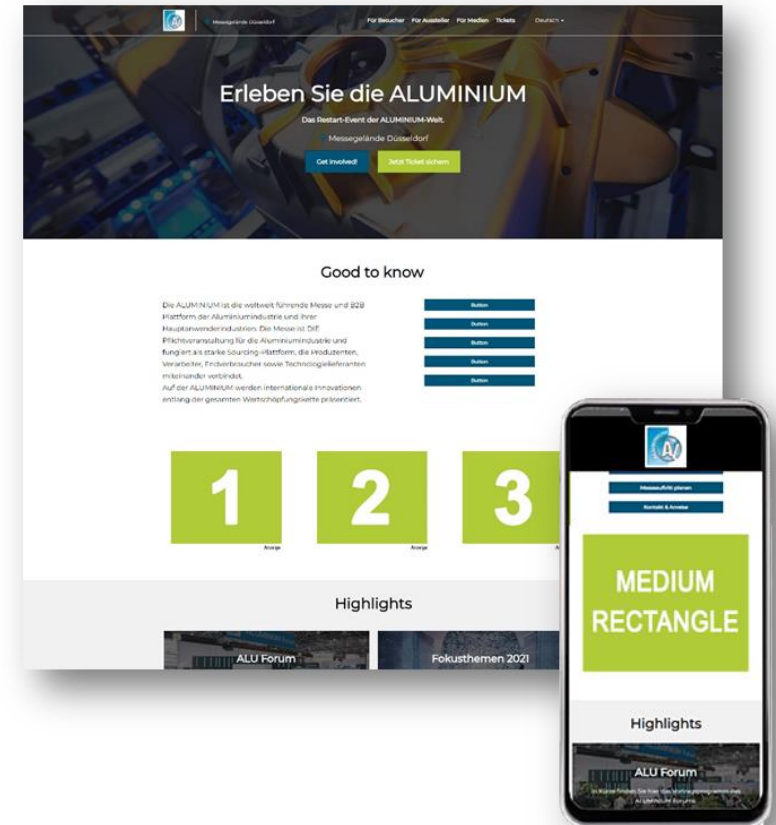
Price: 2,410.00 €

### Medium Rectangle Banner Position 2\*



- Product number: 4320062
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,630.00 €



\*Display in mobile view: banners rotate in one position  
(changes after loading the web page)



## ONLINE BANNER – AREA „HOMEPAGE“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Leaderboard Banner 1\*

- Product number: 4320064
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

### Leaderboard Banner 2\*

- Product number: 4320065
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €



\*Mobile view: Banner changes into a medium rectangle banner (300 x 250px)

## ONLINE BANNER – AREA „FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Medium Rectangle Banner Position 1 \* or 3\*

- Product number: 4320076 or 4320078
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

### Leaderboard Banner

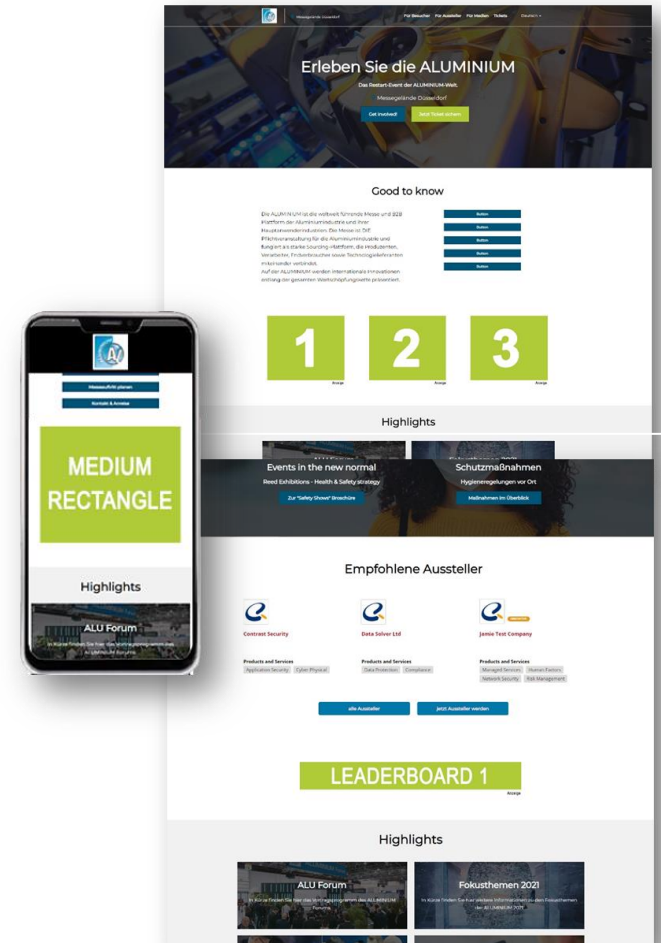
- Product number: 4320079
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

### Medium Rectangle Banner Position 2\*

- Product number: 4320077
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



\*Mobile view: banners are displayed rotating in one position

Prices do not include VAT. The following applies: "first come, first served".

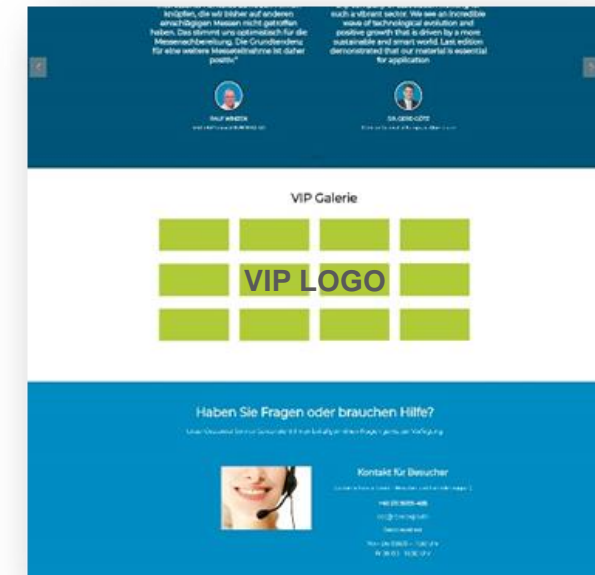
## ONLINE BANNER – AREA „FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### VIP Logo

- Product number: 4320081
- Max. 12 exhibitors
- Dimensions: 200 x 100 px (w x h)
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

**Price: 1,380.00 €**



## ONLINE BANNER – AREA „EXHIBITOR LIST“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Medium Rectangle Banner Position 3\* (Position 1\* is sold out)

- Product number: 4320067 or 4320069
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

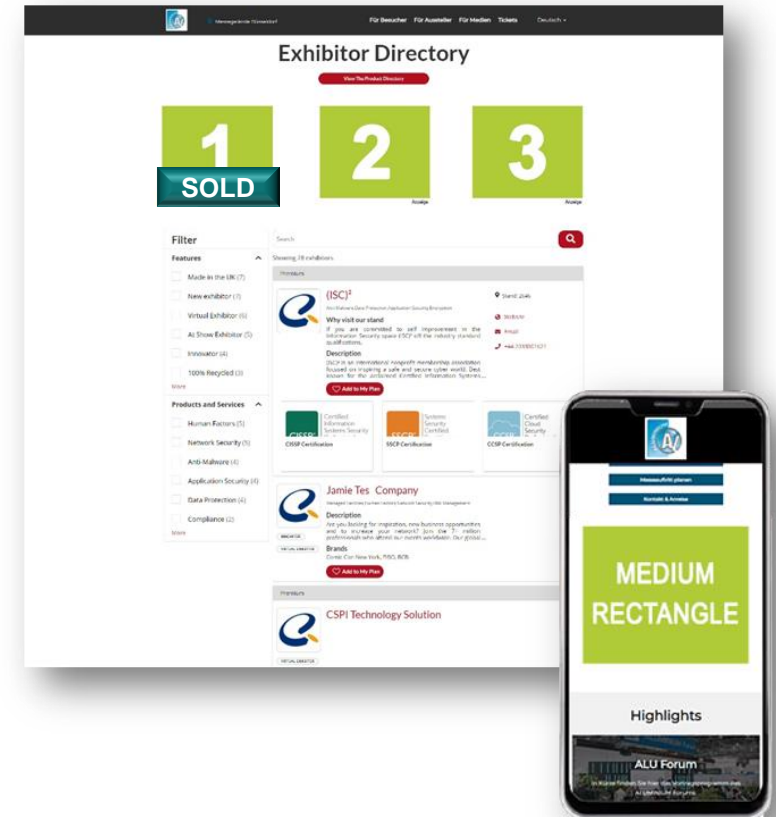
Price: 1,970.00 €

### Medium Rectangle Banner Position 2\*

- Product number: 4320068
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €

RESERVED



\*Mobile view: banners are displayed rotating in one position



## ONLINE BANNER – AREA „PROGRAM“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Medium Rectangle Banner Position 1 \* or 3\*



- Product number: 4320070 or 4320072
- Exclusive: 1 exhibitor per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

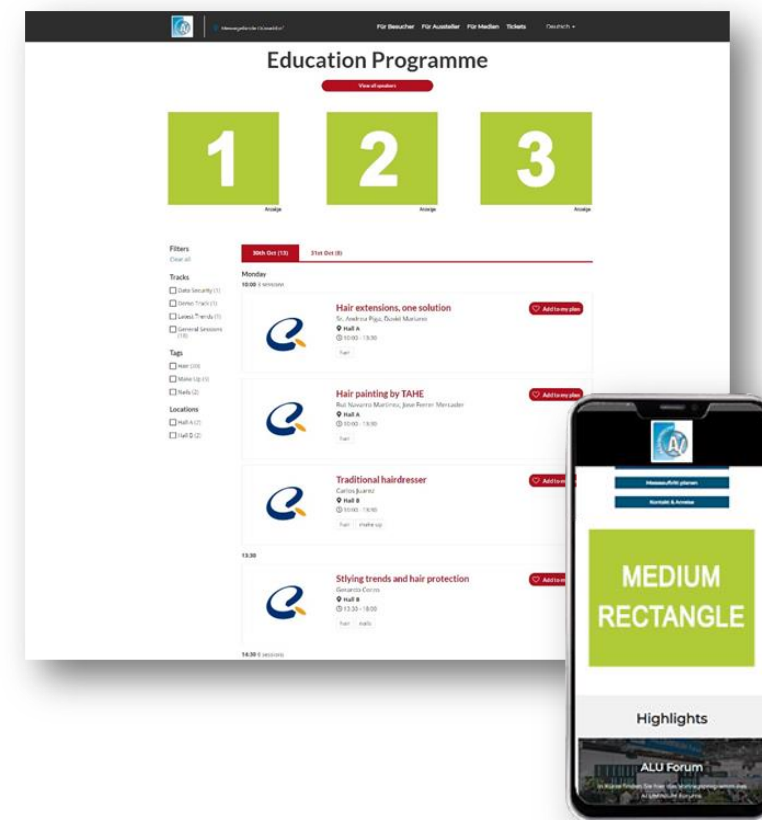
Price: 1,970.00 €

### Medium Rectangle Banner Position 2\*



- Product number: 4320071
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



\*Mobile view: banners are displayed rotating in one position

## ONLINE BANNER – AREA „FOR EXHIBITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Medium Rectangle Banner Position 1 \* or 3\*

- Product number: 4320082 or 4320084
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

### Leaderboard Banner

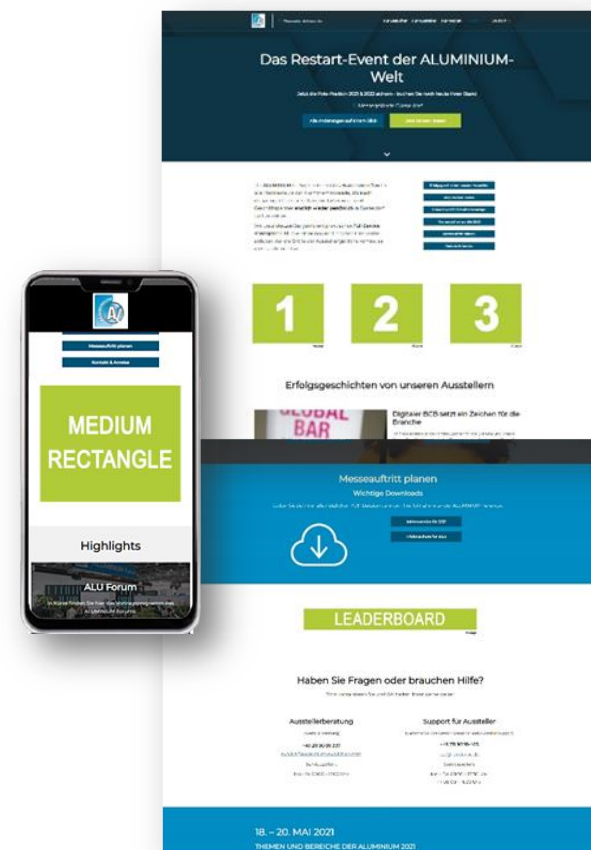
- Product number: 4320085
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

### Medium Rectangle Banner Position 2\*

- Product number: 4320083
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



\*Mobile view: banners are displayed rotating in one position

## ONLINE BANNER – AREA „FOR MEDIA“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Medium Rectangle Banner Position 1 \* or 3\*

- Product number: 4320086 or 4320088
- Exclusive: 1 exhibitor per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

### Leaderboard Banner

- Product number: 4320089
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

### Medium Rectangle Banner Position 2\*

- Product number: 4320087
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



\*Mobile view: banners are displayed rotating in one position

## ONLINE VIDEO PLACEMENT – AREA „HOMEPAGE & FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

### Video Placement – HOMEPAGE



- Product number: 4320066
- Exclusive: 1 exhibitor
- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

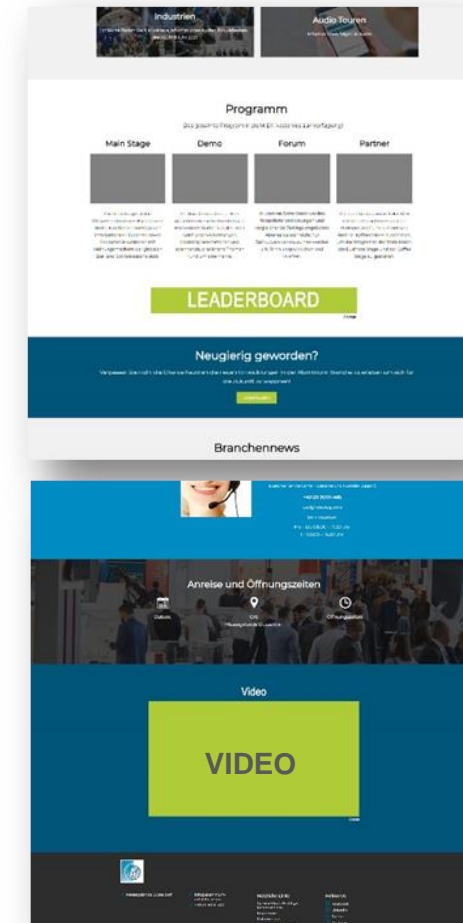
**Price: 2,530.00 €**

### Video Placement- FOR VISITORS



- Product number: 4320080
- Exclusive: 1 exhibitor
- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

**Price: 2,310.00 €**





## VISITOR NEWSLETTER

Position your self in the leading industry newsletter and benefit from a positive image- and knowledge transfer.  
**Reach: 29,500 recipients from 120 countries**

### Exclusive Newsletter Participation



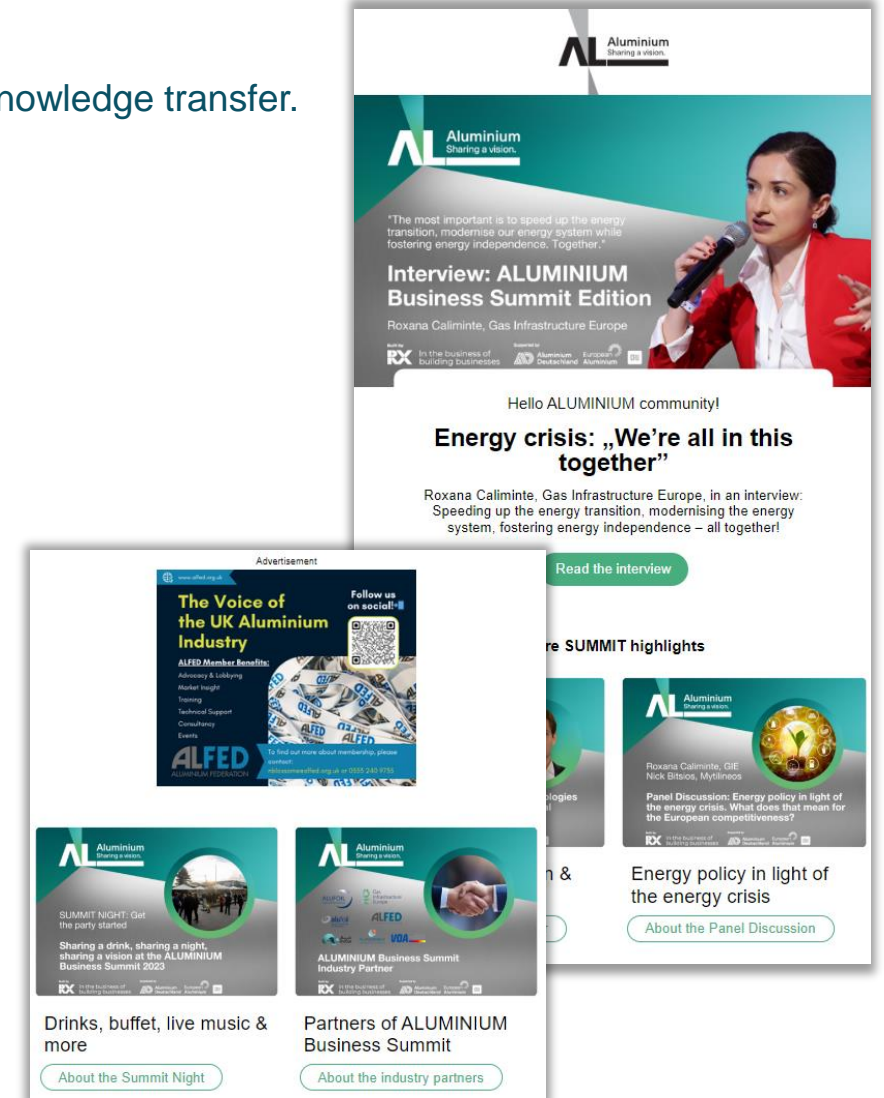
- Product number: 4340006
- Exclusive: 1 exhibitor article option per Newsletter
- Content for Newsletter:
  - headline, teaser text, teaser image, medium rectangle banner, URL link to your website
- Content for ALUMINIUM Website:
  - image, text, company logo, URL link to your website

**Price: 2,970.00 €**

### Medium Rectangle Banner

- Product number: 4340005
- Maximum 2 exhibitors per Newsletter
- Dimensions: 300 x 250 px (w x h), 72 dpi, JPG / PNG file, not animated
- URL: link to your preferred website

**Price: 830.00 €**



## LINKEDIN POST

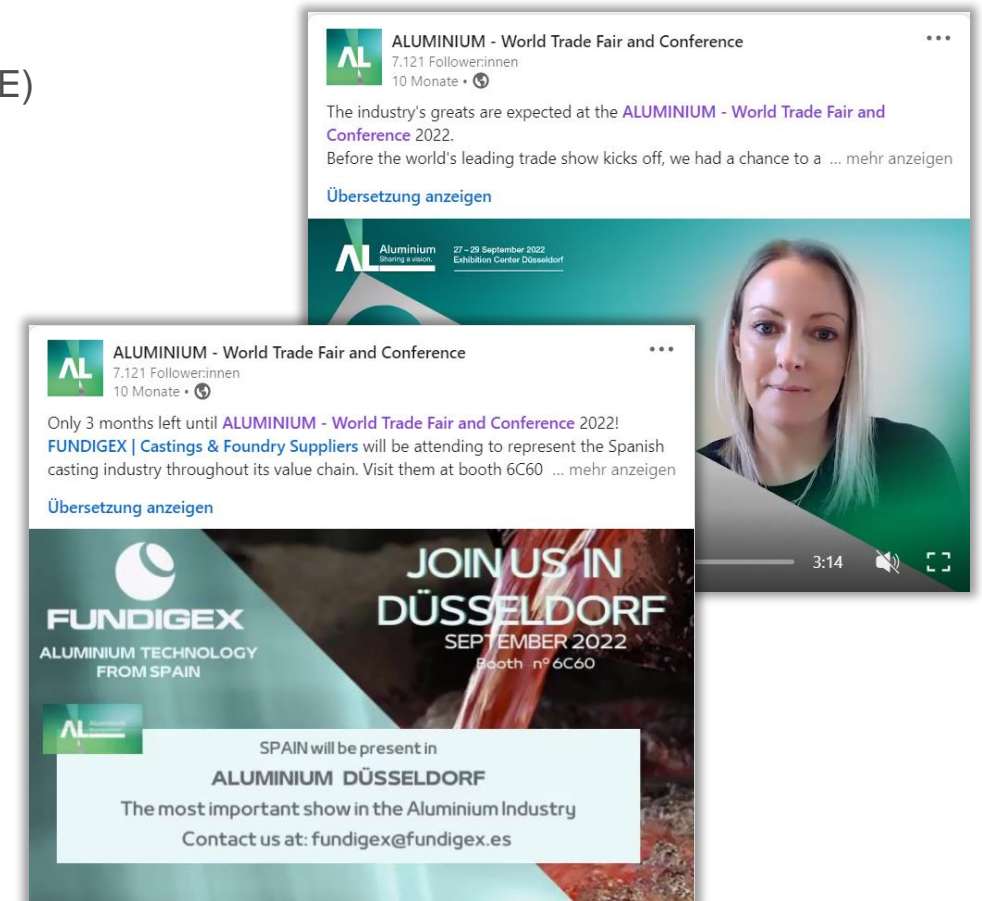
Position yourself in the spotlight with an exclusive post and strong brand presence on our LinkedIn network.

### LinkedIn Post

- Follower: 7,900 (60 % international / top countries: NL, TR, ES, AT, FR, GB, PL, BE)
- Period: on request & subject to availability all year round
- Incl. link to exhibitor account
- 1 ALUMINIUM hashtag + 1 exhibitor hashtag
- Image format: JPG or PNG / Image size: 1200 x 627 px (w x h)
- Length of teaser text: 400 characters incl. spaces
- On request: support in finding the best theme

### Prices:

January 2024 - August 2024:	<b>1,425.00 €</b> (max. 2 exhibitors per month)
September & October 2024:	<b>1,710.00 €</b> (max. 1 exhibitor per week)
ALUMINIUM Fair (8 - 10 Oct. 2024):	<b>2,137.50 €</b> (max. 1 post per day)
November & December 2024:	<b>1,425.00 €</b> (max. 2 exhibitors per month)



# ON-SITE OUTDOOR ADVERTISING





TO **MAKE SURE YOUR COMPANY STANDS OUT AND STAYS IN PEOPLE'S MINDS**, WE ARE OFFERING A NUMBER OF ATTRACTIVE ON-SITE ADVERTISING OPPORTUNITIES. STEER POTENTIAL CUSTOMERS TO YOUR STAND, BY ADDRESSING THEM DIRECTLY - AND **PUT YOUR BRAND AND PRODUCTS IN THE SPOTLIGHT.**





## OUTDOOR ADVERTISING – ACCESS ROAD FAIRGROUND

### STREET FLAGS



With branding on the street flags, you have an effective way to reach a wide range of visitors and exhibitors throughout all days of the trade show. You ensure prominent and lasting visibility for your brand.

- Product number: 5320280
- Exclusive 1 exhibitor
- 8 branded flags along the main street to the fair ground
- double-sided flag branding
- Flag sizes: 0.50 x 2.00 m (w x h)
- Total street length branding: tba

**Price: 7,680.00 €**



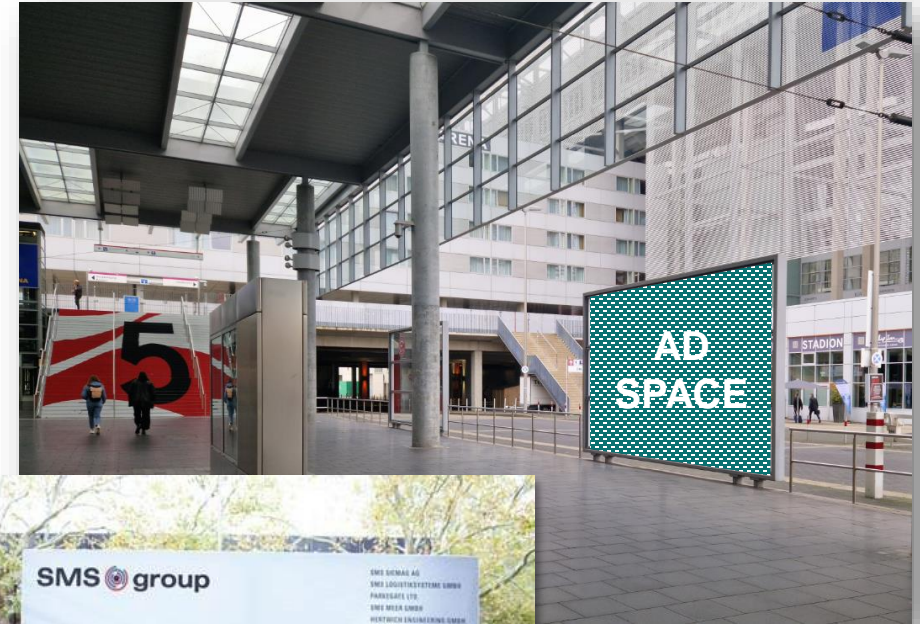
## OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

### NOISE PROTECTION WALLS

The heavily trafficked subway station at the North entrance is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320053
- Maximum 3 exhibitors
- Position: directly opposite the subway exits
- Double-sided with identical motif
- Dimensions: 41,76 sqm (6.00 x 3.48 m per side / w x h)

**Price: 5,530.00 €**



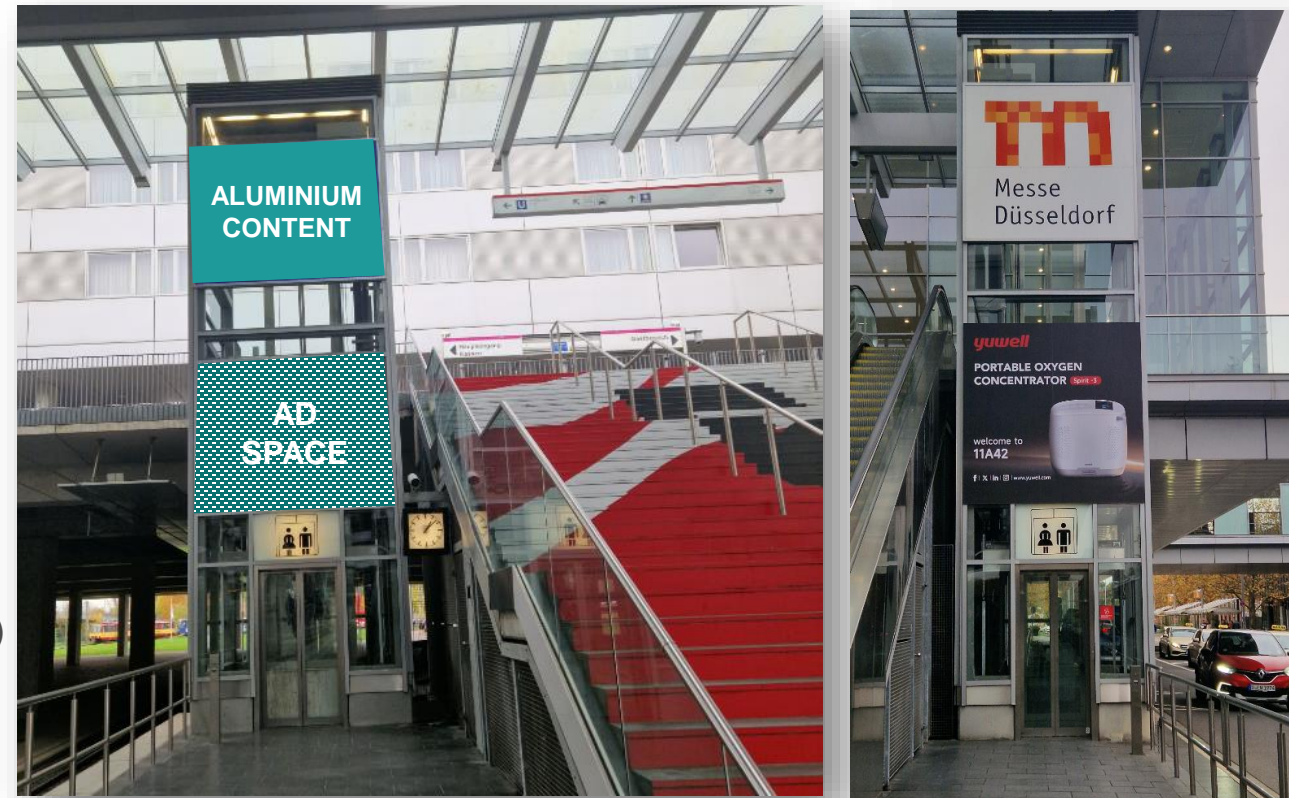
## OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

### ELEVATOR BANNER

The heavily trafficked subway station at the North entrance is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320284
- Max. 3 exhibitors
- Branding option for at least 3 elevators
- Position: next to the subway stairs to hall 6
- Size & Dimensions Position 1 & 2: 6.62 sqm (2.88 x 2.30 m / w x h)  
Size & Dimension Position 3: 5.88 sqm (2.40 x 2.45 m / w x h)

**Price per position: 3,750.00 €**





## OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

### BALUSTRADE ADVERTISING (above arrival track)



The heavily trafficked subway station at the North entrance is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320282
- Exclusive 1 exhibitor
- Position: above the arrival track
- Size & Dimensions: 9.56 sqm (7.35 x 1.30 m / w x h)

**Price: 3,800.00 €**





## OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

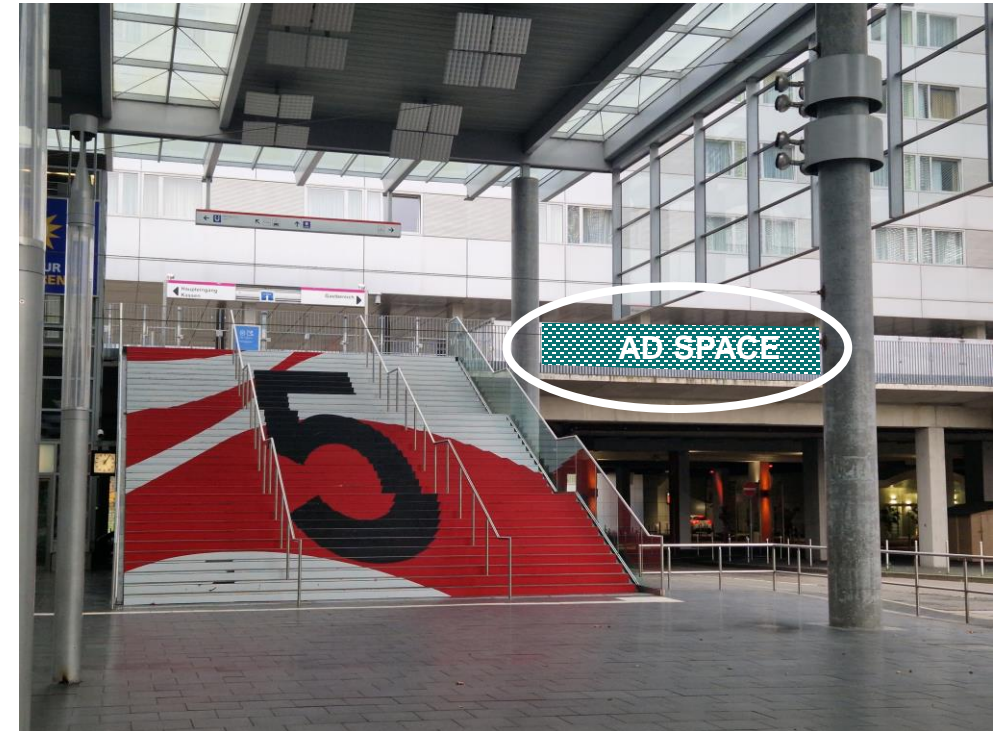
### BALUSTRADE – Right side



The heavily trafficked subway station at the North entrance is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320283
- Exclusive 1 exhibitor
- Position: next to the stairs on the right-hand side
- Size & Dimensions: 14.04 sqm (10.80 x 1.30 m / w x h)

**Price: 4,100.00 €**



## OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

### BUS & TAXI STOP

The heavily trafficked subway station at the North entrance is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320281
- Max. 8 exhibitors
- Presentation: double-sided with identical motif
- Size & Dimensions: 8.80 sqm (2.20 x 2.00 m per side / w x h)

**Price per position: 830.00 €**



Sample image from Entrance East

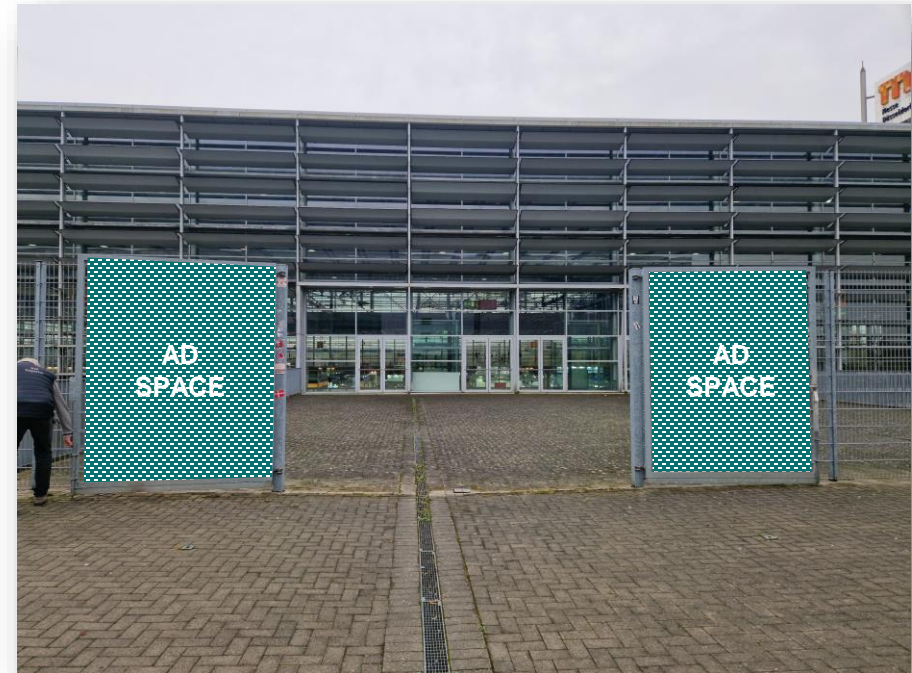
# OUTDOOR ADVERTISING - ENTRANCE NORTH

## GATE BANNER

With the changed visitor guidance to the new Entrance North, advertising measures will benefit particularly this year, as visitors' attention to their surroundings will be significantly higher.

- Product number: 5320285
- Max. 2 exhibitors
- Position: Passage to Entrance North (Hall 6 / Galeria Level)
- Size & Dimensions: 7.98 sqm (each gate 1.78 x 2.24 m / w x h)

**Price per position: 2,900.00 €**





## OUTDOOR ADVERTISING - ENTRANCE NORTH

### WELCOME BANNER NORTH



Welcome banners typically attract a lot of attention and leave a lasting impression on visitors. They are also a popular photo motif for press representatives. With this option, you benefit from very high visibility and reach in your target markets, as your brand or message is immediately and sustainably perceived. Seize this opportunity to capture the attention of existing and potential new customers, position yourself as a market leader, and emphasize and increase brand awareness.

- Product number: 5320278
- Exclusive 1 exhibitor
- Ad type: 3 x Window Branding
- Positions: Hall 6 Galeria Level and Ground Floor
- Size & Dimensions: 18,01 sqm (4.67 sqm = 2.05 x 2.28 m & 2 x 6.67 sqm = 3.13 x 2.13m / w x h)

**Price: 12,700.00 €**



Prices do not include VAT. The following applies: "first come, first served".



## OUTDOOR ADVERTISING – ENTRANCE SOUTH

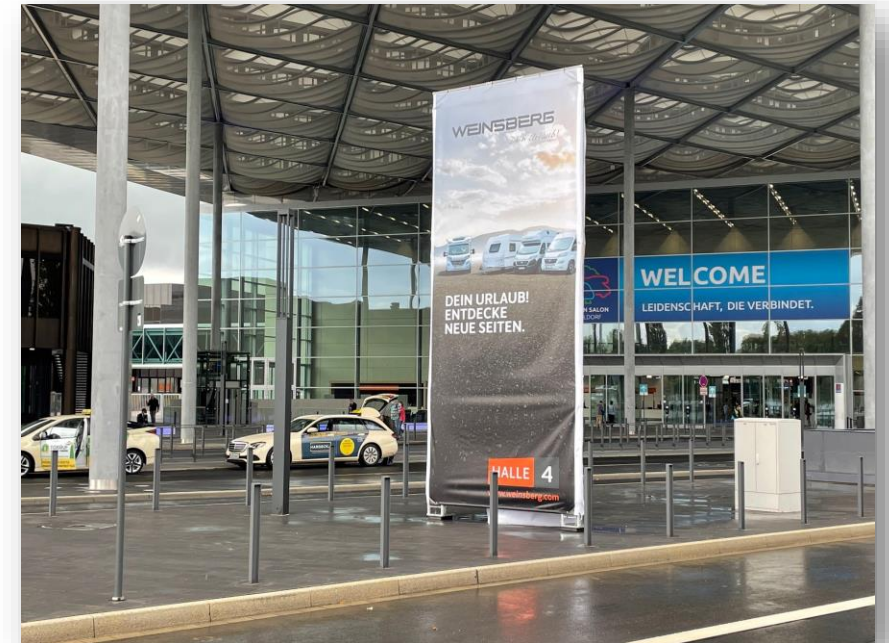
### MEGA TOWER



This exclusive option welcomes visitors before they enter ALUMINIUM 2024 at the newly designed South Entrance.

- Product number: 5320200
- Exclusive: 1 exhibitor
- Position: in front of Entrance South
- Three-sided
- Dimensions: 44,27 sqm (2,48 x 5,95 x 3 / w x h)

**Price: 14,900.00 €**



## OUTDOOR ADVERTISING – ENTRANCE SOUTH

### WELCOME BANNER SOUTH



Welcome banners typically attract a lot of attention and leave a lasting impression on visitors. They are also a popular photo motif for press representatives. With this option, you benefit from very high visibility and reach in your target markets, as your brand or message is immediately and sustainably perceived. Seize this opportunity to capture the attention of existing and potential new customers, position yourself as a market leader, and emphasize and increase brand awareness.

- Product number: 5320199
- Exclusive: 1 exhibitor
- Position: 2 of the 8 tiles on the right hand-side
- Dimensions: 23,4 sqm (5,08 m x 4,6 m)

**Price: 16,500.00 €**

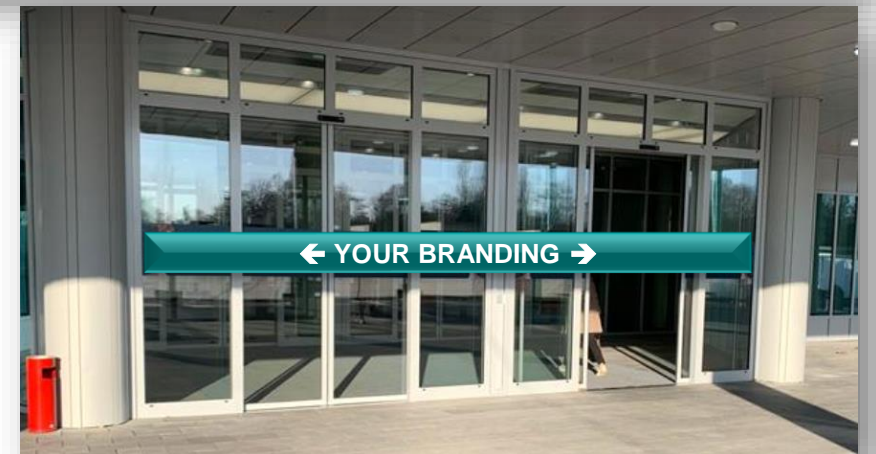


## OUTDOOR ADVERTISING – ENTRANCE SOUTH

### SLIDING DOORS SOUTH

- Product number: 5320210
- Exclusive: 1 exhibitor
- Total number of slides: 16
- Size & Dimensions: 3.42 sqm (16 slides x 1.07 x 0.20m / w x h)

**Price: 8,900.00 €**





## OUTDOOR ADVERTISING – ENTRANCE SOUTH

### CITY LIGHT POSTER - PUBLIC BUS STATION

Accompany the visitors on their way to the trade fair halls.  
Be remembered and invite them to your booth.

- Product number: 5320045
- Max. 6 exhibitors
- Double-sided, not illuminated
- Dimensions: 4,41 sqm (1.18 x 1.75 m = 2.07 sqm per side / w x h)

**Price per position: 1,690.00 €**





## OUTDOOR ADVERTISING – ENTRANCE NORTH, - SOUTH & FAIRGROUND

### MOBILE TOWER

- Product number: 5320061
- Limited availability
- Position: after arrangement in Entrance North, South or within the fairground
- 3-sided with identical motifs
- Size & Dimensions: 18.18 sqm total = 6,06 m<sup>2</sup> per side (2.02 x 3.00 m / w x h)

**Price: 3,890.00 €**



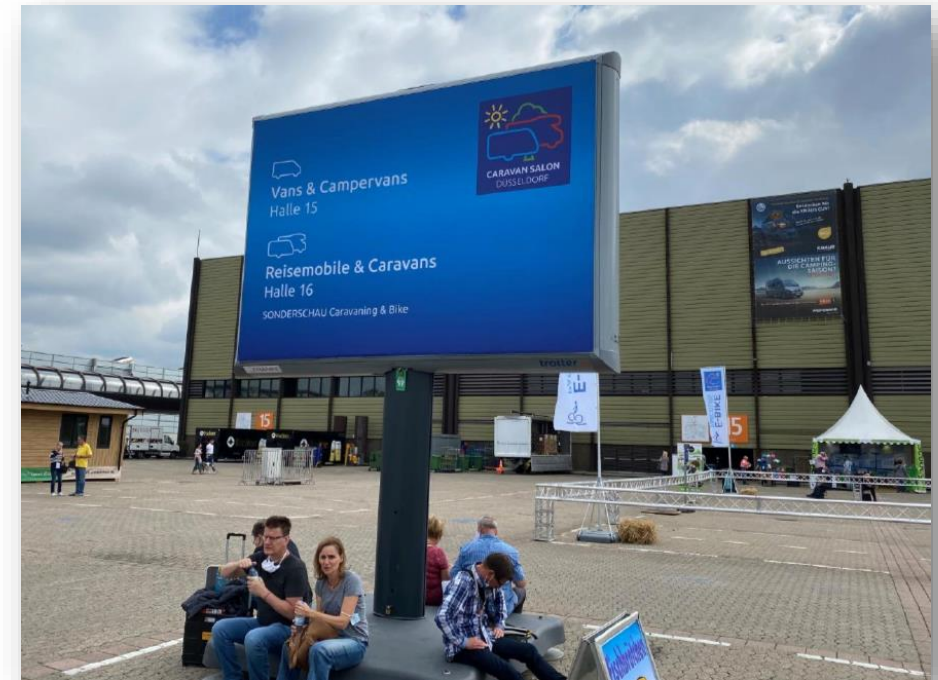
## OUTDOOR ADVERTISING – ENTRANCE NORTH, - SOUTH & FAIRGROUND

### ILLUMINATED MOBILE MEGA POSTER

Post your marketing message anywhere on the fairgrounds (outside).

- Product number: 5320198
- Limited availability
- Position: after arrangement (Entrance Areas, fairground or parking lot)
- Double-sided and illuminated
- Dimensions: 15,41 sqm = 7,70 sqm (3,35 x 2,3 m / w x h )

**Price: 7,800.00 €\*\***



## OUTDOOR ADVERTISING – ENTRANCE NORTH, - SOUTH & FAIRGROUND

### TRIANGULAR STAND-UP DISPLAY

- Product number: 5320046
- Limited availability
- Position: after arrangement in Entrance North, South or within the fairground
- Presentation: 3-sided with identical motifs
- Size & Dimensions: 3 sqm = 1 sqm per side (0.84 x 1.14 m / w x h)

**Price: 1,110.00 €**



## OUTDOOR ADVERTISING – EXHIBITION HALL 6

### BANNER SHUTTLE BUS STATION – HALL 6



- Product number: 5320287
- Exclusive 1 exhibitor
- Position: next to shuttle bus station and close to ground floor entrance hall 6
- Size & Dimensions: 35.00 sqm (7.00 x 5.00 m / w x h )

**Price: 3,800.00 €**





## OUTDOOR ADVERTISING - EXHIBITION HALL 1 & 3

### WALL BANNER HALL ENTRANCE



This Banner may serve as branding of hall 1 or 3 and would let visitors know that this is “your” hall.

- Exclusive 1 exhibitor per hall
- Position: hall 1 / Product number:5320202
- Position: hall 3 / Product number:5320203
- Size & Dimensions: 49 sqm (5.40 x 9.00 m / w x h)

**Price: 9,200.00 €**



## OUTDOOR ADVERTISING – EXHIBITION HALL 6

### LAMELLA POSTER HALL 6 1

- Product number: 5320204
- Exclusive: 1 exhibitor
- Position: directly above hall entrance
- Size & Dimensions: 120 sqm (10.00 x 12.00 m / w x h)

Price: 20,500.00 € NOT AVAILABLE

### BILLBOARD HALL 6 2

- Product number: 5320201
- Max. 2 exhibitors
- Left and right of the hall entrance
- Size & Dimensions: 22,56 sqm (7.05 x 3.20 m / w x h)

Price: 5,930.00 €



## OUTDOOR ADVERTISING – EXHIBITION HALL 1, 3, 4 & 5

### ADVERTISING SIGN ABOVE HALL ENTRANCE 1

- Product number: 5320207
- Limited availability
- Available for hall 1, 3, 4 & 5
- Size & Dimensions: 9,78 sqm (5,56 x 1,76 m / w x h)

**Price: 2,650.00 €**

### ADVERTISING SIGN OUTSIDE WALL OF THE HALL 2

- Product number: 5320206
- Limited availability
- Various positions at hall 1, 3, 4 & 5
- Size & Dimensions: 9,78 sqm (5,56 x 1,76 m / w x h)

**Price: 2,250.00 €**





## ON-SITE INDOOR ADVERTISING





# INDOOR ADVERTISING - ENTRANCE SOUTH

## CEILING SIGN

Visitors entering and leaving ALUMINIUM 2024 through the South Entrance, will walk towards this banner, which makes for a lasting first and last impression. An excellent way to position your brand or company and to stay in peoples' mind.

- Product number: 5320208
- Limited option (3 times available)
- Size & Dimensions: 48 sqm = 24 sqm per side (6.00 x 4.00 m / w x h)
- Double-sided

**Price: 8,100.00 €**



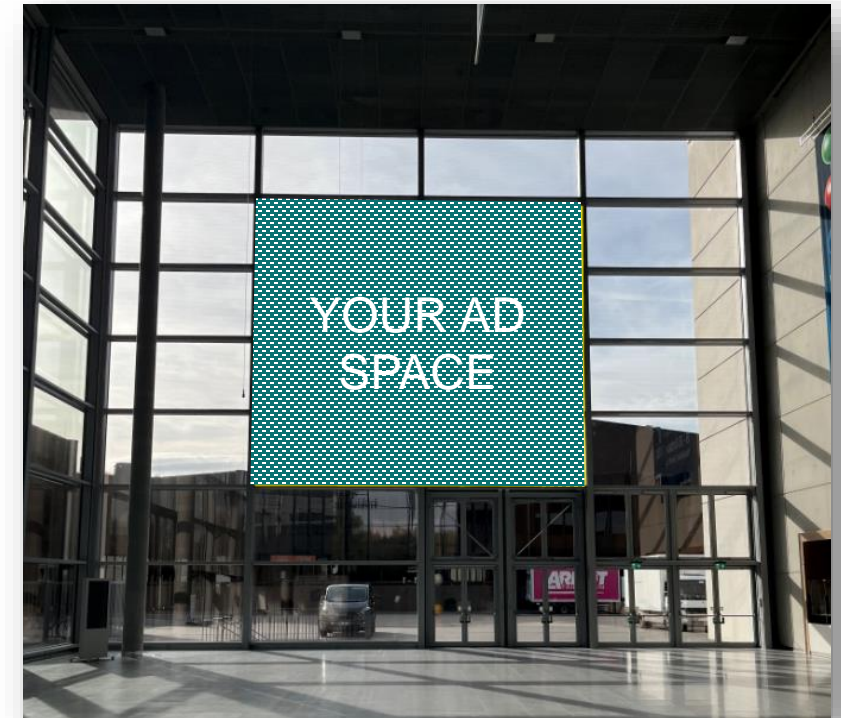
## INDOOR ADVERTISING - ENTRANCE SOUTH

### WINDOW BRANDING



- Product number: tba
- Exclusive 1 exhibitor
- Position: North side of the Entrance South foyer
- Amount: 8 windows
- Size & Dimensions: 94.12 sqm (8 windows x 5.16 x 2.28 m / w x h)

**Price: 20.200.00 €**



# INDOOR ADVERTISING - ENTRANCE SOUTH

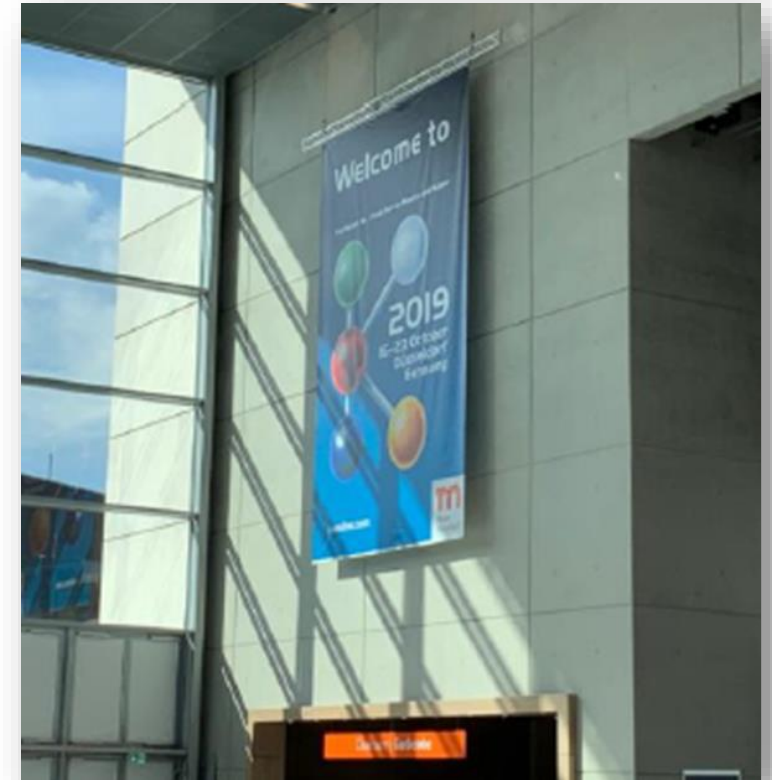
## GIANT WALL BANNER



Visitors entering ALUMINIUM 2024, will walk towards this banner.  
Especially if they would like to leave or pick up their jackets at the cloak room.

- Product number: 5320087
- Exclusive 1 exhibitor
- Position: above the cloak room
- Size & Dimensions: 40 sqm (8.00 x 5.00 m / w x h)

**Price: 8,900.00 €**





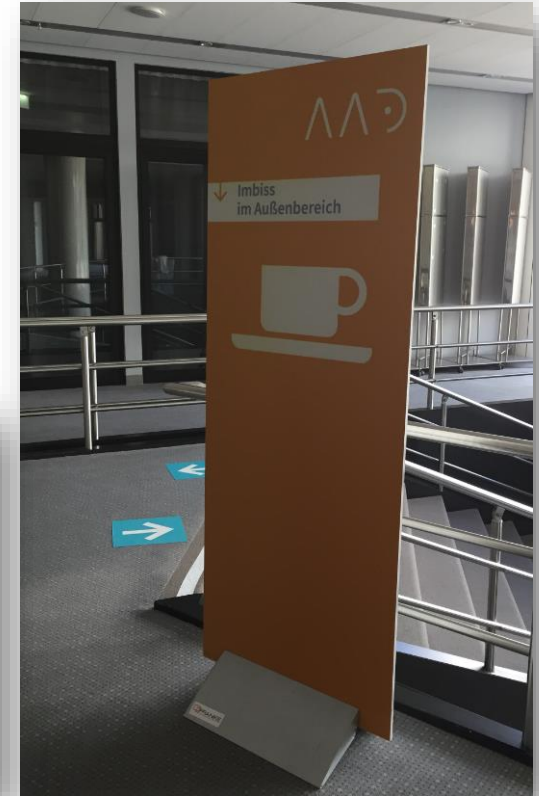
## INDOOR ADVERTISING - EXHIBITION HALL 6

### GALERIA DISPLAY STAND

This option is a budget-friendly way to welcome visitors arriving by subway and taxi at Entrance North, next to Hall 6.

- Product number: 5320279
- Limited availability
- Presentation: double-sided
- Size & Dimensions: 2.52 sqm = 1,26 per side (0.7 x 1.80 m / w x h)

**Price: 1,110.00 €**



## INDOOR ADVERTISING - ENTRANCE NORTH & SOUTH

### BOX BRANDING ENTRANCE NORTH

EXCLUSIVE

- Product number: 5320103
- Exclusive 1 exhibitor
- Filled with lanyards and pocket floor plans

**Price: 4,500.00 €**

### BOX BRANDING ENTRANCE SOUTH

EXCLUSIVE

- Product number: 5320103
- Exclusive 1 exhibitor
- Filled with lanyards and pocket floor plans

**Price: 4,500.00 €**



## INDOOR ADVERTISING – EXHIBITION HALL 6

### CEILING SIGN

Visitors entering and leaving ALUMINIUM 2024 through the Entrance North, will walk towards this banner, which makes for a lasting first and last impression. An excellent way to position your brand or company and to stay in peoples' mind.

- Product number: 5320286
- Limited option (6 times available)
- Double-sided
- Size & Dimensions: 29.00 sqm = 14.50 sqm per side (5.00 x 2.90 m / w x h)

**Price: 6,400.00 €**





## INDOOR ADVERTISING – EXHIBITION HALL 6

### MEGA BANNER IN HALL 6

These 50 m<sup>2</sup> advertising spaces give you the opportunity to impressively position yourself as a market leader in your industry.

- Product number: 5320289
- Max. 2 exhibitors
- Position: as per hall plan
- Size & Dimensions: 53.29 sqm (7.30 x 7.30 m / w x h)

**Price: 8,400.00 €**



LINK [HALL PLAN](#)



## INDOOR ADVERTISING – EXHIBITION HALL 6

### CATERING BRANDING HALL 6



Catering areas are very suitable for visibility beyond your booth space because you benefit from the extended dwell time of visitors.

- Product number: 5320288
- Exclusive 1 exhibitor
- Position: Hall 6 (close to the [Primary Pavilion](#))
- Ad type: Printed wall banner
- Size and Dimensions: 4.95 x 0.95m / w x h

**Price: 4,050.00 €**



6



## INDOOR ADVERTISING – EXHIBITION HALL 1, 3, 4, 5 & 6

### FLOOR MINDER 1

- Product number: 5320036
- Limited availability
- In the hall entrance or between the halls
- Size & Dimensions: 4.00 sqm (2.00 x 2.00 m / w x h)

**Price: 2,430.00 €**

### FLOOR GRAPHICS 2

- Product number: 5320031
- Limited availability
- Minimum order of 15 pieces / identical motifs
- Dimensions: 0.70 x 0.70 x 0.70 m (triangular)

**Price: 4,725.00 €**





## ON-SITE INDOOR SPECIALS



## INDOOR SPECIALS - PROMOTION TEAM

### PROMOTION TEAM

With a promotion team, you could effectively draw attention to your brand, products or services. With this permission, you can personally engage with visitors and exhibitors in all halls, hand out Give-Aways or flyers and invite them to your booth.

- Product number: 5340050
- Max. 2 exhibitors per hall
- Permission for a promotion team (2 promoters)
- Valid for all days and all halls
- Including exhibitor passes
- Staff has to be organized by the exhibitor

**Price: 2,310.00 €**



## INDOOR SPECIALS - TRADE SHOW BAG

### SHOW BAG SPONSOR



- Product number: 5320020
- Exclusive 1 exhibitor
- Incl. 1 insert
- Exhibitor responsible for production & delivery
- Edition: TBA

**Price: 6,750.00 €**

**SOLD**

### SHOW BAG INSERT

- Product number: 5320014
- Max. 6 exhibitors
- Flyer, give away or invitation to your booth
- Exhibitor responsible for production & delivery of insert
- Incl. confectioning

**Price: 1,375.00 €**



## INDOOR SPECIALS - VIP SHOW BAG

VIP visitors are around 400 trade fair attendees and speakers who have been designated as VIPs by us, RX Deutschland GmbH, and by exhibitors.

### VIP SHOW BAG SPONSOR



- Product number: 5320017
- Exclusive 1 exhibitor
- Incl. 1 insert
- Handed out to VIP visitors and press
- Exhibitor responsible for production of show bag, insert & delivery
- Quantity: 400 pieces

**SOLD**

**Price: 3,650.00 €**

### VIP SHOW BAG INSERT

- Product number: 5320016
- Max. 3 exhibitors
- Handed out to VIP visitors and press
- Quantity: 400 pieces
- Exhibitor responsible for production & delivery of insert

**Price: 1,375.00 €**







## INDOOR SPECIALS - DIGITAL GOODIE BAG

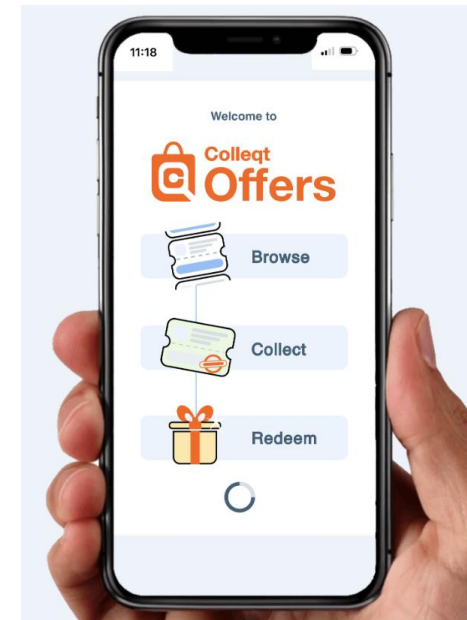
The digital show bag provides visitors an intuitive way to collect exclusive offers or invitations in exchange for their contact information. An offer can be anything to attract visitors and get them interested in your company, products or services. This bag works perfectly for **lead generation** and to **increase traffic at your booth**.

### Benefits:

-  Increased traffic at your booth / Qualified Leads  
Your will receive Email addresses of the visitors who have accepted your offer.
-  Exposure  
This exclusive offer bag will be promoted via dedicated email campaigns, ensuring high reach amongst attendees.

### FUNCTION & MARKETING INFORMATION

- Access for our visitors via a link (no app installation required)
- Start: midnight before the first day of ALUMINIUM 2024
- Pre-show marketing: via Instagram, Facebook, LinkedIn, newsletter, and website
- Marketing during the show: roll-up banners and/or advertising walls in the entrance areas & other prominent locations
- Your effort: approximately 5 - 10 minutes for an insert



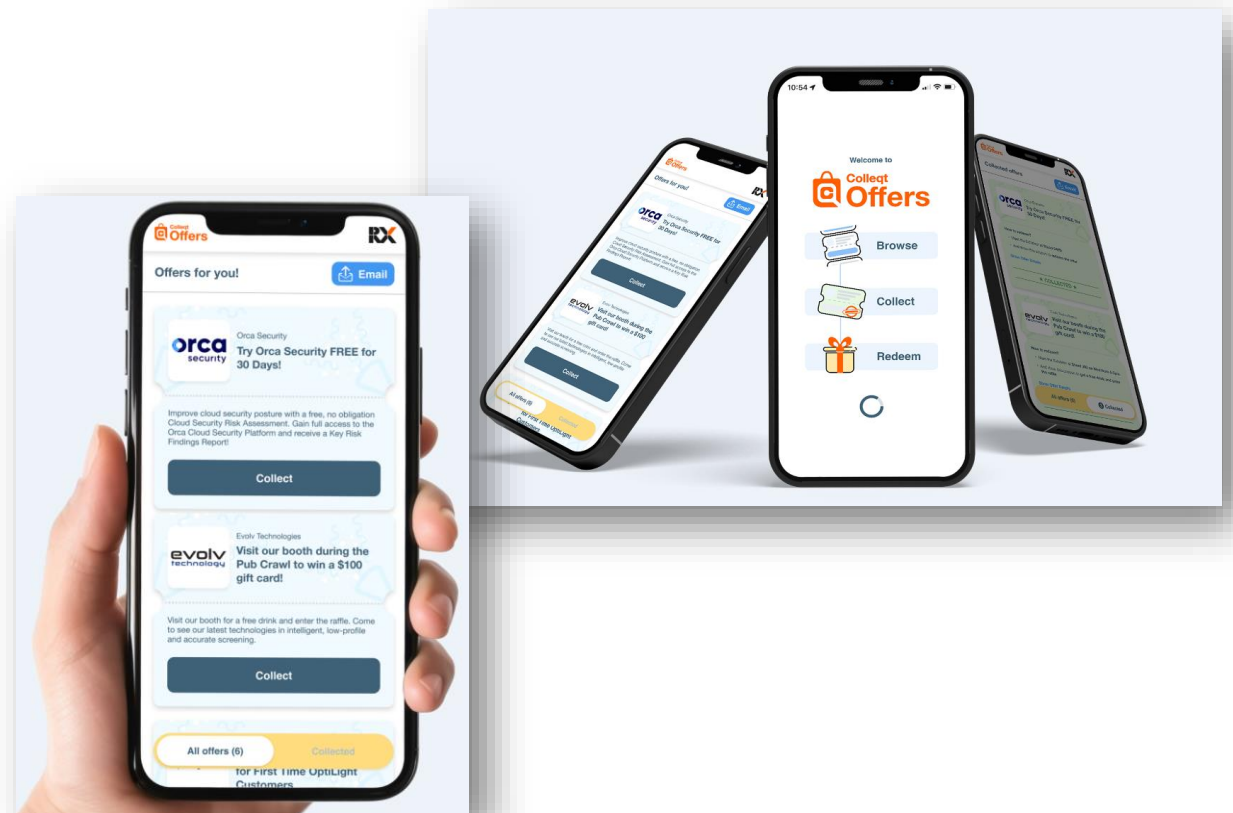
## INDOOR SPECIALS - DIGITAL GOODIE BAG

The digital show bag provides visitors an intuitive way to collect exclusive offers or invitations in exchange for their contact information. An offer can be anything to attract visitors and get them interested in your company, products or services. This bag works perfectly for **lead generation** and to **increase traffic at your booth**.

### GOODIE BAG INSERT

- Product number: 4330069
- Offers shown in random order
- Multiple booking possible
- Limited availability
- Includes lead contacts & lead report in your dashboard (Exhibitor Hub)

**Price: 1,700.00 €**



## INDOOR SPECIALS - LANYARDS

### VISITOR LANYARDS

EXCLUSIVE

- Product number: 5320004
- Exclusive 1 exhibitor
- Exhibitor responsible for production & delivery
- Distribution by hostesses at the entrance
- Edition: 13.000

Price: 10,450.00 €

SOLD

### EXHIBITOR LANYARDS

EXCLUSIVE

- Product number: 5320002
- Exclusive 1 exhibitor
- Exhibitor responsible for production & delivery
- Distribution by hostesses at the entrance
- Edition: 8.000

Price: 3,850.00 €

SOLD







## INDOOR SPECIALS - EVENT VIDEO PACKAGE

**DIGITAL & MOVING** – Promote your event presence in a video tailored to your channels. Whether during the event or as a recap video! Benefit from our **full-service video production** combined with the unique industry network and the visibility of ALUMINIUM 2024! Increased attention through professional video content as part of your effective marketing plan!

### EVENT VIDEO PACKAGE WITH SOCIAL MEDIA CAMPAIGN

- Detailed consultation and planning before shooting begins
- 2 hours of shooting on site at your stand
- 1 videographer with top equipment
- Recording of impressions (e.g. trade show stand, exhibited products, trade show impressions) and short statements by max. 3 people
- Video editing incl. basic color correction, standard lower third graphic (insertion of names), music background and logo integration
- Video length max. 90 seconds
- Output formats: 1920x1080 (FullHD) or 1080x1080, frame rate 25fps, codecs H.264 for web & ProRes422 for live display. Square (IG Post) and 9:16 (IG Reel/Story) as mp4 file, if image crops allow
- **We support your success with 14-day social media paid campaign!**

**Price: 1,625.00 €**



SCAN ME

## INDOOR SPECIALS - VIP LOUNGE

### SPONSOR VIP LOUNGE



Branding at its best! As a sponsor of the VIP Lounge, you will be able to reach out to the industry's top decision makers who have been nominated as VIP visitors by you and your fellow exhibitors.

- Product number: 5330017
- Location: Kurt Schoop Lounge / Messe Tower, above the fair management
- Sponsor will have his own table in the VIP lounge
- Including entrance for 3 employees on all days and 5 none VIP visitors per day  
The sponsor can always come with clients, who are already registered as VIP.  
Further needed tickets for none VIP's will be charged with 50 € per person and day.
- Name or logo branding "ALUMINIUM VIP Lounge sponsored by ..." throughout the entire invitation process
- Name or logo branding on signposts and on a welcome board or welcome banner at the entrance of the VIP Lounge
- Name or logo branding on table displays or in the menu card
- Exclusive Ad or promotional video (max 25 seconds) on the Screen in the VIP Lounge
- Placement of your flyers or giveaways in the VIP Lounge (prior consultation)
- Priority rights for the sponsorship of the VIP bags

Price: 7,590.00 €

**SOLD**



VIP LOUNGE



## INDOOR SPECIALS - HOT SPOT

Get visitors to spell out your company name, your brand or slogan - and stay in positive memory. With this sponsorship, you benefit from a strong brand awareness and bring visitors into direct contact with your company.

### SPONSOR HOT SPOT AREA



- Product number: 5340001
- Position: on request
- Exclusive 1 exhibitor
- Your company name is associated with the Hot Spot Area. Your company logo is included in the orientation plan, the pocket floor plan, in the Show Guide and on all signs leading to the Hot Spot Area
- Your company logo on table displays in the Hot Spot Area (e.g. WIFI Spot sponsored by...)
- Link to landing page of sponsor's choice (after entering password)
- Password of your choice (min. 6 digits)

**Price: 7,480.00 €**





## ON-SITE PRINT ADVERTISING



INSPIRE **VISITORS** DURING THEIR  
ORIENTATION PHASE AND **LEAD THEM**  
**DIRECTLY TO YOUR STAND.**



## INDOOR - POCKET FLOOR PLAN

For **advertising** or **company logo** take advantage of the **event's most used medium to navigate** through the show and present yourself to visitors, press representatives, congress participants and exhibitors. **Help visitors to find your booth easily.**

### FRONT COVER AD

**SOLD**

EXCLUSIVE

- Product number: 5300071
- Max: 1 exhibitor
- Dimensions: 105 x 44 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

**Price: 2,310.00 €**

### INSIDE FRONT COVER AD

**RESERVED**

EXCLUSIVE

- Product number: 5300069
- Max: 1 exhibitor
- Dimensions: 105 x 148 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

**Price: 2,710.00 €**

### BACK COVER AD

**SOLD**

EXCLUSIVE

- Product number: 5300084
- Max: 1 exhibitor
- Dimensions: 105 x 148 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

**Price: 4,510.00 €**

### INSIDE BACK COVER AD

EXCLUSIVE

- Product number: 5300070
- Max: 1 exhibitor
- Dimensions: 105 x 148 mm (w x h)
- Bleed 3 mm
- Highlighting of stand position

**Price: 2,710.00 €**





## INDOOR - POCKET FLOOR PLAN

For **advertising** or **company logo** take advantage of the **event's most used medium to navigate** through the show and present yourself to visitors, press representatives, congress participants and exhibitors. **Help visitors to find your booth easily.**

### ADVERT HALL PLAN

- Full or half page advertisement next to hall 1,4,5 or 6
- Exclusive or max. 2 exhibitors with an ½ page ad
- Dimensions half page: 97 x 74 mm (w x h)
- Dimensions full page: 97 x 148 mm (w x h)
- Including highlighting of the stand position

**Price: 1,950.00 € (half page) & 3,350.00 € (full page)**

### LOGO HALL PLAN

- Product number: 5300085
- Limited to 10 Exhibitors per hall
- Including highlighting of the stand position

**Price: 1,080.00 €**

## ½ PAGE AD

## ½ PAGE AD

HALLE HALL 6
AUSSTELLER EXHIBITORS

**ENTRANCE NORTH**  
Access via hall 6 (by train/taxi)

6

Casting & Heat Treatment,  
Primary Production, Recycling

i Information

H2 Restaurant / Café / Snack-Point

WC Restrooms

♿ Disabled toilet

1883 Maison Rouin AAGN - Weindimensional GmbH Alfred Schödelner Schwarzwälder Hochreiner GmbH Angstura Ltd Aster Amsterdam Spirits B.V. Badel 1982 d.f. Belfast Distillery Company Berliner Mumpitz Bespoke Distillery Srl Boutique Williams & Humbert Bord Rum Brown Forman Deutschland GmbH Bund deutscher Edelkorn-Brenner BuzzeBallz / Brand Harbour Carlo Deutschland GmbH Caskin Drinks Cazcabel Tequila CB Products, INC. Cologne Spirits GmbH Concorzio The Spirit of Italy De Kuyper Royal Distillers Deluxe Distillery Diageo Germany GmbH Distilled Spirits Council of the United States DISTILLERIA NARDINI S.P.A. DISTILLERIA NEGROINI SRL Distillerie Louis Morand & Cie SA Dixie Distilleries & Distilleries Douglas Laing & Co. Ltd FREEZ CRYSTAL by Boutique Beverages Trading Interni GAMONDI Gonzalez Byass SA Hamburg Distilling Company HDC GmbH Hanseatische Weinhandels- gesellschaft mbH & Co.KG	C35 A42 D05 A41 B01 A21 D23 A44 C43 B31 A30 B15 C29 A56 C28 A50 B35 A10 C42 A37 D29 B09 D22 B39 A24 C10 D35 B16 D40 A40 C11 C09 A51	Havana Club - Pernod Ricard Henkel & Co. Seckellerei KG Integrity Spirits AB Kajun Ltd J. Gascó SRL J. Rose Gin Japan Pavilion Japanese Alcoholic Bever- ages (JAB) Ltd Kammer-Kirsch GmbH Karlens Limited La Compagnie du Diabolo 1968 srl La Hechicera Company S.A.s.r.l. LCW Brands, Ltd. Livko Loch Lomond Distillers Ltd Lucas, Inc. Michter's Whiskey Mintie Gin Molteni Italia Spa Montenegro S.r.l. Navy Island Rum Company Noblewood Group OPPURE Oryon Beverages S.A. r.l. Organic Juniper Balkan doo Overholt S.L.L. Pernod Ricard HQ - SIP Rebels / Deux Frères Röhl, S.L.L. Rön Colón Rum Serum Saint James, Marie Brizard, Schäkel, Meier, Guter Sesh & Fritz GmbH Serris srl SC Alexandrian Sabar Distilleries 1789 SRL	C06 C29 / C30 A22 D00 C38 D03 C47 / D44 / D39 D36 A06 D10 D22 A15 A35 A31 D17 A18 A29 A09 A32 C34 D43 A28 A48 A38 D30 D32 A08 B10 A20 A05 A08 A04 A04 D21
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## INDOOR - ORIENTATION PLAN HALL ENTRANCE

**Large floor plans at all entrances** to the halls not only help our visitors navigate their **way around**, but also offer you **another chance** to highlight your company's presence. With your banner and logo on the floor plan, you will **help visitors finding your booth**.

### BANNER & LOGO ORIENTATION PLAN



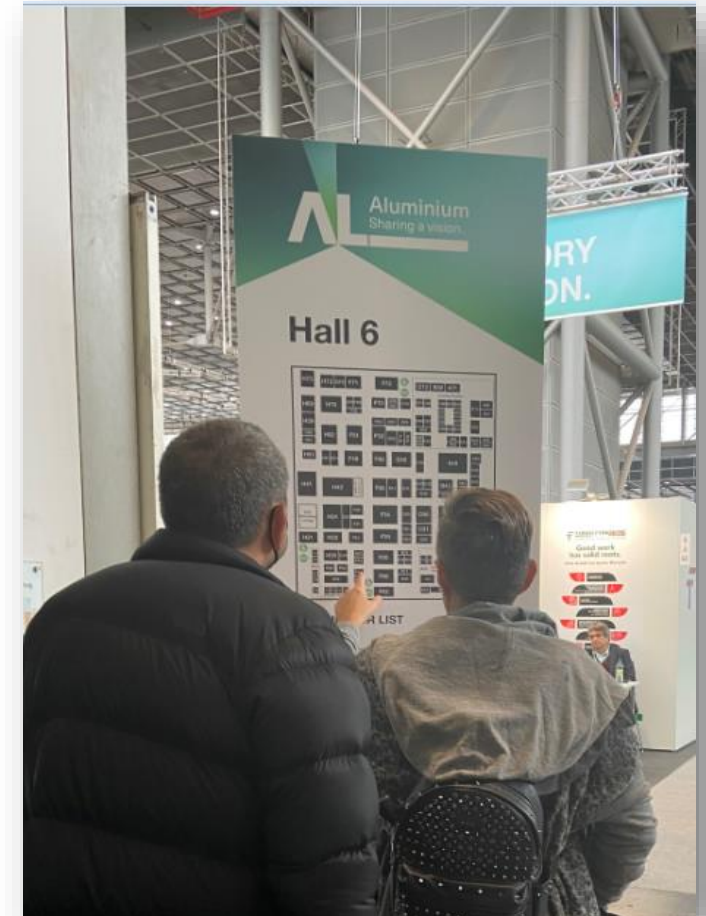
- Product number: 5300065
- Still available for hall 1, 4 and 5 (hall 3 & 6 are sold)
- Exclusive 1 exhibitor per hall
- Plan dimensions: tba (w x h)

**Price: 1,540.00 €**

### LOGO ORIENTATION PLAN

- Product number: 5300066
- Limited availability
- Plan dimensions: tba (w x h)

**Price: 1,045.00 €**



Prices do not include VAT. The following applies: "first come, first served".

## INDOOR - SHOW GUIDE

The show guide contains all information about the trade fair and is also used as a reference guide afterwards by visitors, exhibitors and the press. It is actively distributed during the show at the entrances and online at the ALUMINIUM website.

### INSIDE FRONT COVER AD

- Product number: 5300030
- Dimensions: 148 x 210 mm (w x h)

Price: 4,095.00 €

**SOLD**

### INSIDE BACK COVER AD

- Product number: 5300031
- Dimensions: 148 x 210 mm (w x h)

Price: 4,095.00 €

### BACK COVER AD

- Product number: 5300032
- Dimensions: 148 x 210 mm (w x h)

Price: 5,641.00 €

**SOLD**

### INNER SECTION AD: 1/1 PAGE

- Product number: 5300024
- Dimensions: 148 x 210 mm (w x h)

Price: 3,843.00 €

### INNER SECTION AD: 1/2 PAGE

- Product number: 5300025
- Dimensions: 148 x 105 mm (w x h)

Price: 2,437.00 €

### INNER SECTION: 1/4 PAGE

- Product number: 5300027
- Dimensions: 140 x 50 mm (w x h)

Price: 1,787.00 €



[Download Link ALUMINIUM 2022](#)



## YOUR DIRECT CONTACT

Do you need more information for a clear understanding how your company can benefit? Give me a call, I'll be happy to help.



**Manuela Zschocke**

Senior Sales Manager

+49 211 90191-309

+49 152 22788368

manuela.zschocke@rxglobal.com

### ALUMINIUM 2024



8 – 10 October 2024



Exhibition Center Düsseldorf,  
Germany Halls 1, 3 – 6  
Stockumer Kirchstraße 61  
40474 Düsseldorf, Germany



8 – 10 October 2024,  
daily from 9 a.m. – 6 p.m.

RX Deutschland GmbH  
Project ALUMINIUM  
Johannstraße 1  
40476 Düsseldorf, Germany  
aluminium-exhibition.com