

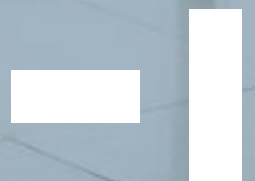


Hamburg  
Messe + Congress

For  
Exhib-  
itors

# Digital Signage

Your message. Visible across  
the entire exhibition grounds.



# Visibility that delivers impact.

With the Digital Signage System of Hamburg Messe und Congress, brands become visible where trade fair experiences happen – directly within visitor flows, at all entrances, in foyers, and along key routes.

Your message is displayed within a curated editorial environment – multiple times per day, high-impact, and fully CI-compliant. Our digital screens are among the largest and most advanced in the German exhibition industry.

**Your advantage:**  
**high attention,**  
**high reach,**  
**high relevance.**





# More visibility. More impact.

Our advertising packages offer clearly defined daily airtime and transparent service descriptions. Your content is automatically scheduled and repeated throughout the event day – ideal for product messaging, brand communication, or promoting activities at your stand.

## Advantages for advertising companies:

- High visibility in a relevant environment
- Repeated playout throughout the day
- Embedded within editorial event communication
- Standardized technical specifications and simple content submission
- Ideal for product launches, brand messages, or event highlights

## Information drives attention.

Around 30% of total airtime consists of editorial content such as:

- Venue and hall maps
- Program highlights
- Speaker information
- Live updates
- Traffic and public transport information

This informational context demonstrably increases attention for all advertising messages.



# Everywhere visitors arrive.

The most important visitor hotspots.  
Where people enter and gather.

Central  
Entrance

Hall B1  
Upper Level

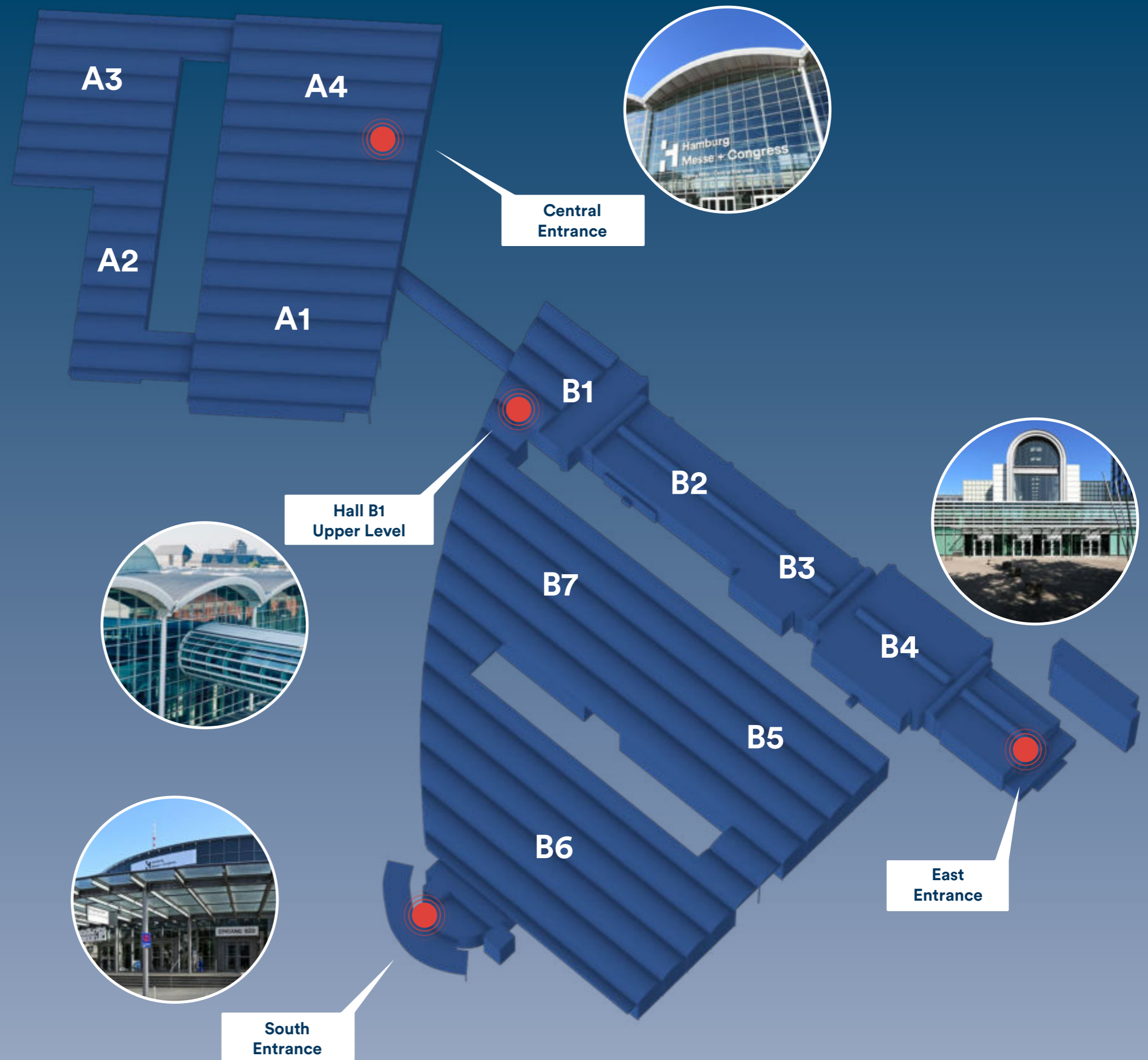
South  
Entrance

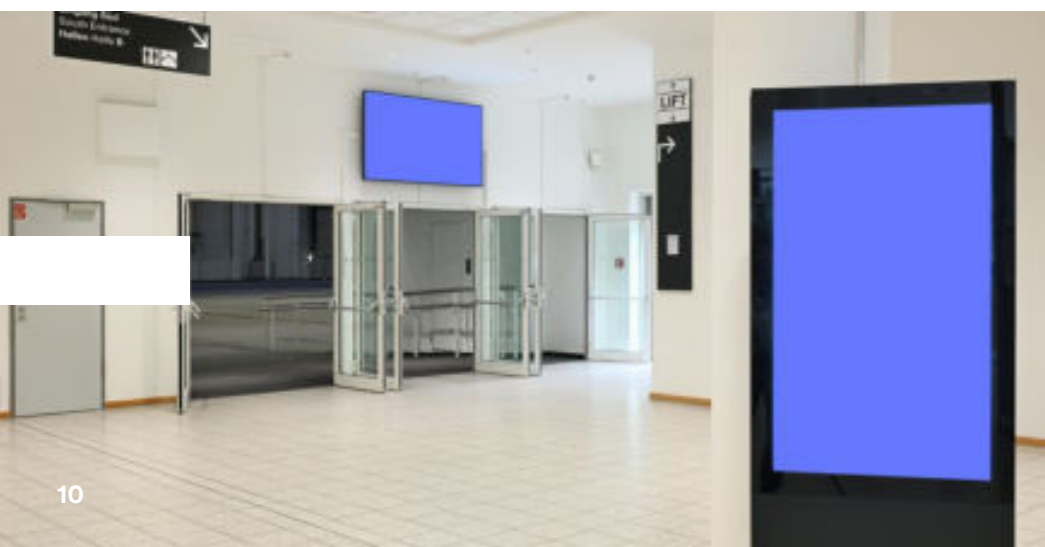
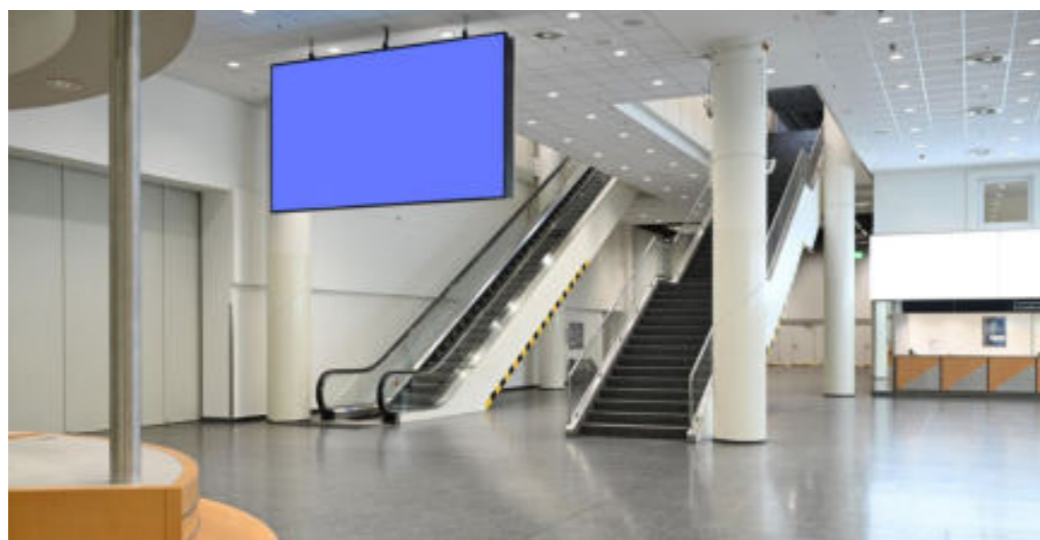
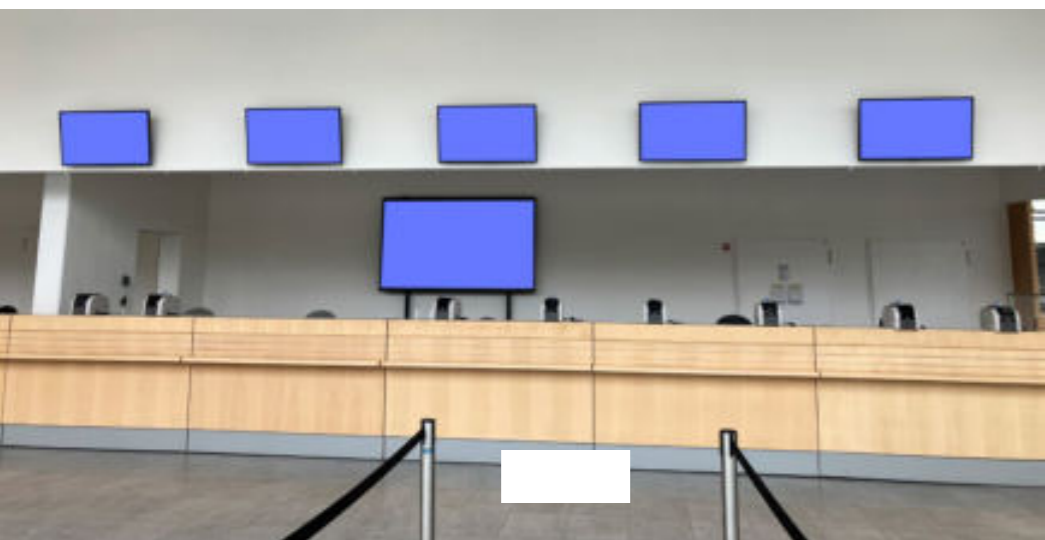
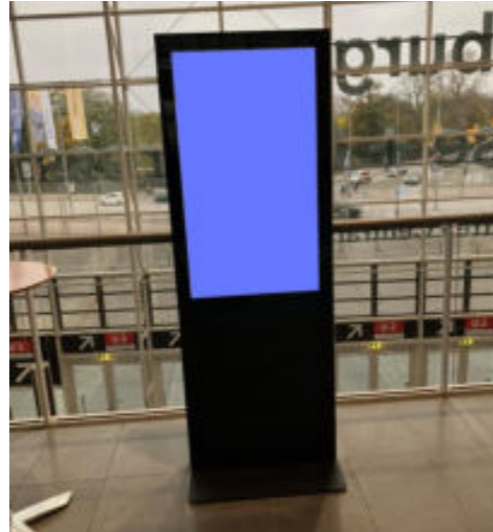
East  
Entrance

**Digital Signage is positioned at key visitor hotspots:**

- **Central Entrance:**  
10 ticket counter displays  
2 video walls  
4 digital totems
- **East Entrance:**  
10 ticket counter displays  
1 video wall  
1 digital totem
- **South Entrance:**  
4 ticket counter displays  
1 video wall  
2 digital totems  
2 hall displays
- **Hall B1 (Upper Level):**  
1 display at the escalator

Your spot runs synchronized across all displays and accompanies visitors throughout the entire event day.





# Our packages at a glance

## BASIC

- 5 minutes of daily airtime
- Multiple playouts throughout the day

## PLUS

- 10 minutes of daily airtime
- Increased playout frequency

## IMPACT

- 15 minutes of daily airtime
- High rotation within the broadcast schedule

## PREMIUM

- 30 minutes of daily airtime
- Very high repetition rate throughout the day

## EXCLUSIVE

- 40 minutes of daily airtime with the highest playout frequency

(Prices are listed in a separate, event-specific price sheet. All prices apply for the entire duration of the event. The stated airtime refers to daily playout.)



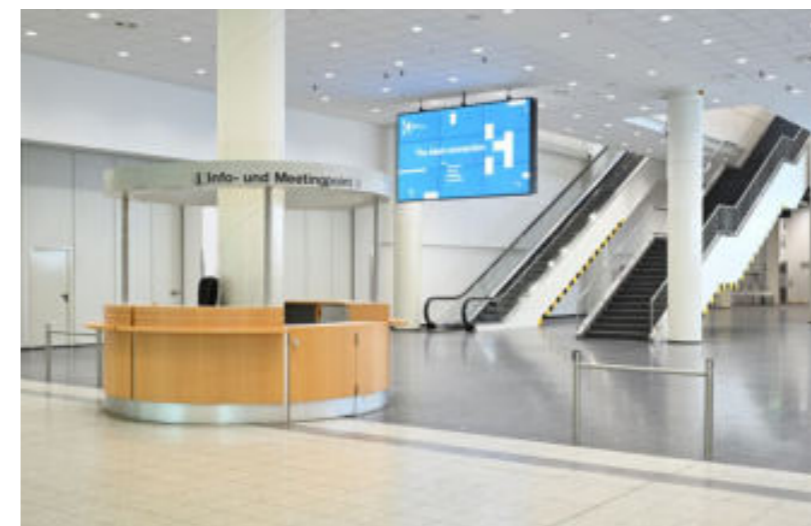
# Secure your space now.

## Technical specifications:

- Recommended spot length: 5–10 seconds
- Format: 1920 × 1080 px
- File formats: MP4, JPG, PNG
- Upload link provided after booking

**Visibility creates presence – and prime positioning makes the difference.**

Subject to change.



# Digital advertising spaces for exhibitors at Hamburg Messe und Congress.

+

Interested?  
Request a pro-  
posal directly.



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