



SPONSORING AND ADVERTISING OPPORTUNITIES

08 – 10 October 2024

Exhibition Center Düsseldorf, Germany

aluminium-exhibition.com

Built by



In the business of
building businesses

Supported by



Aluminium
Deutschland



THE WORLD'S LARGEST NETWORK IN THE ALUMINIUM 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.**

Largest industry
newsletter with more than
29,500 subscribers from
120 countries worldwide



**ALUMINIUM
Newsletter**

More than **8,000**
followers on
LinkedIn



LinkedIn

Nearly **18,500** followers
on Facebook with
over
250,000 views



Facebook

Over
2 million
reach through online
banners



Online Banner

Advertisements in more
than **60** trade magazines
of the national and
international aluminum
industry with a total reach
of **4 million** contacts



Media Coverage

More than **5,100**
followers on
Twitter



Twitter



ONLINE & SOCIAL MEDIA MARKETING

As the **world's leading aluminum trade show**, we feature one of the world's leading websites and media platforms **for the industry**. The website is an important information and preparation platform for the aluminum industry.

Generate long term visibility and a high reach in your focused target group **for your products, brand and content** with the marketing options offered on the next pages.



TICKETSHOP SPONSORING

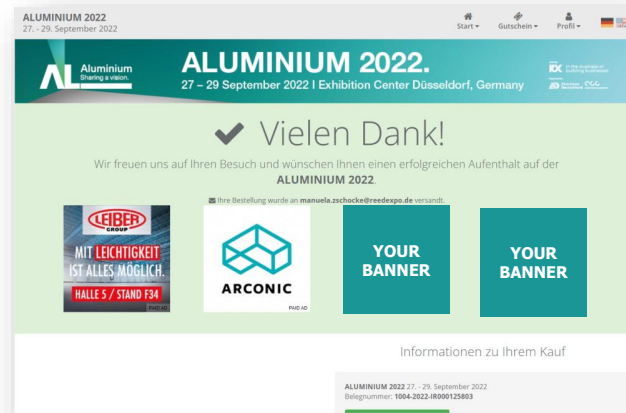
Become the exclusive sponsor of the visitor registration and ensure that every registered visitor will notice you.

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 €



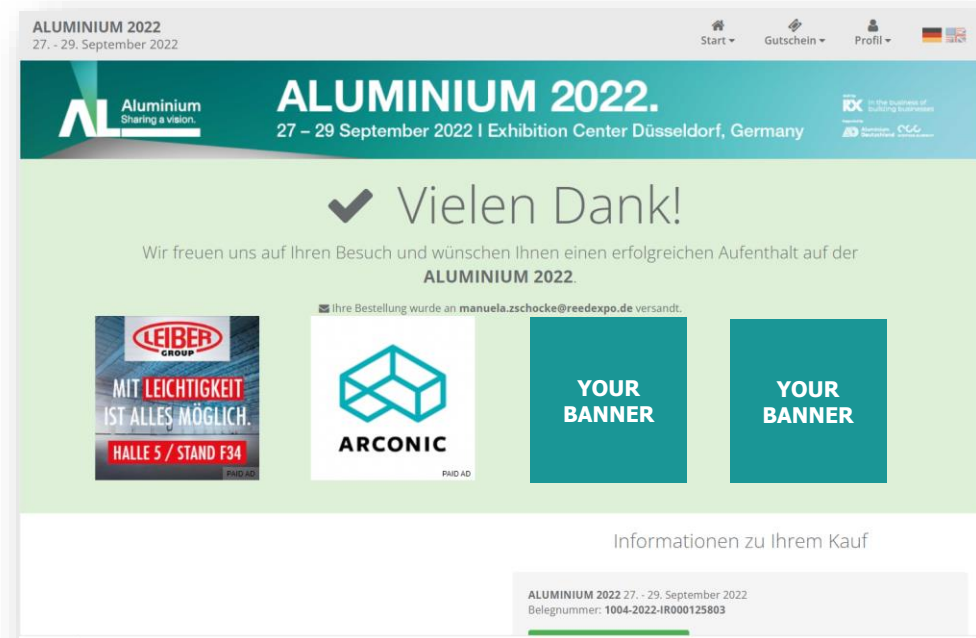
ONLINE BANNER – AREA „TICKETSHOP“

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

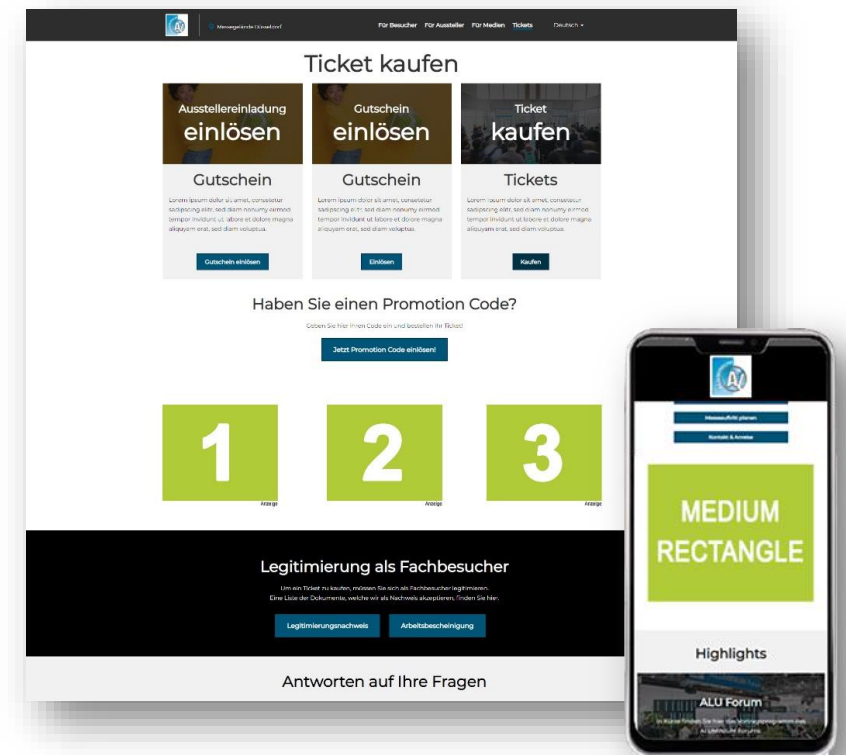
Price: 1,970.00 €

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

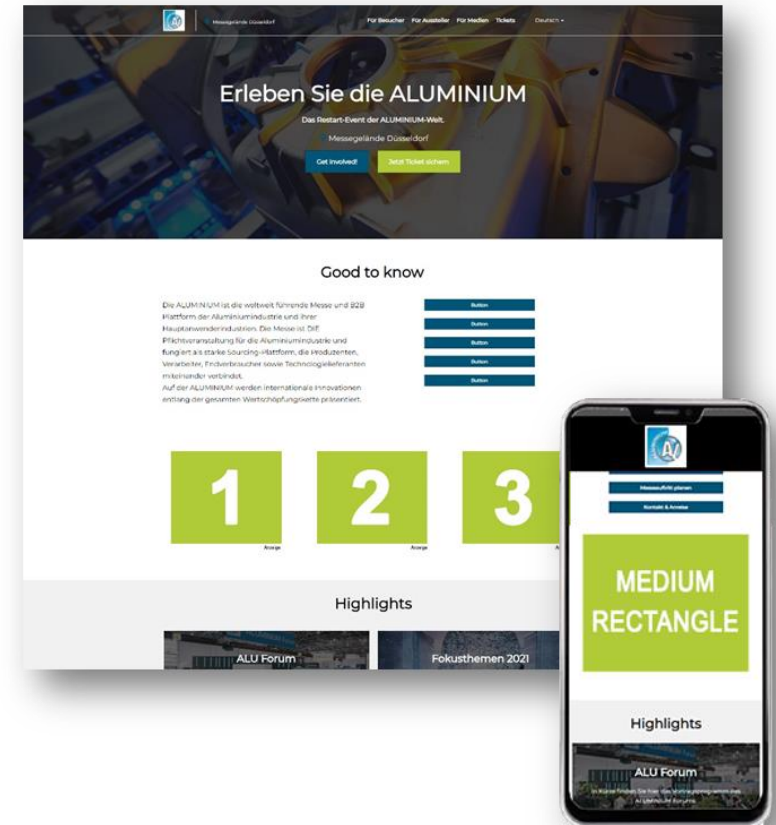
Price: 2,410.00 €

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)

*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.

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 €



*Leaderboard display in mobile view: changes to medium rectangle format (300 x 250px)

*Mobile view: banners are displayed rotating in one position

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

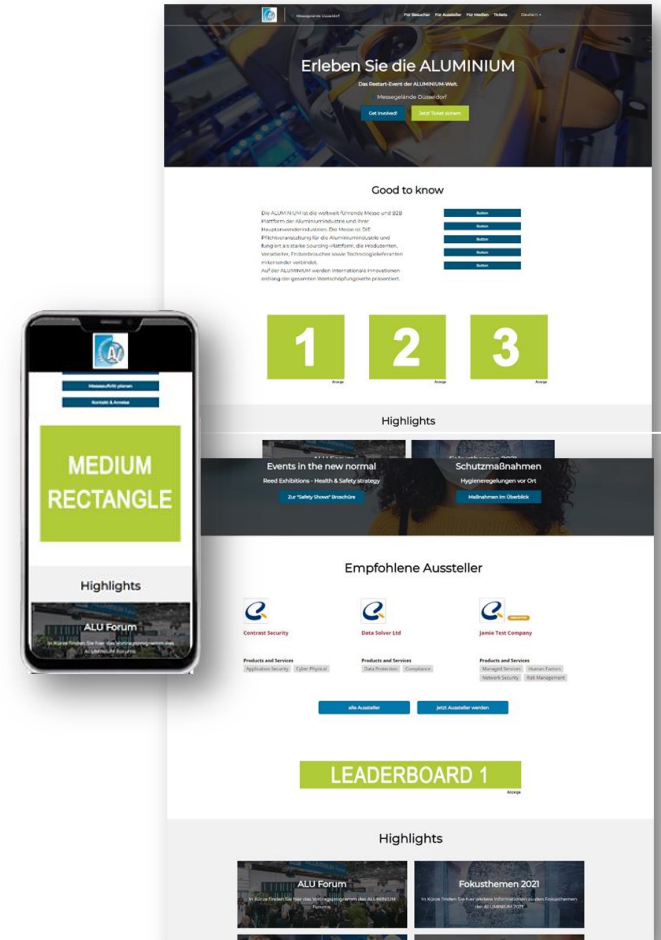
Price: 1,750.00 €

*Mobile view: banners are displayed rotating in one position

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 €



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

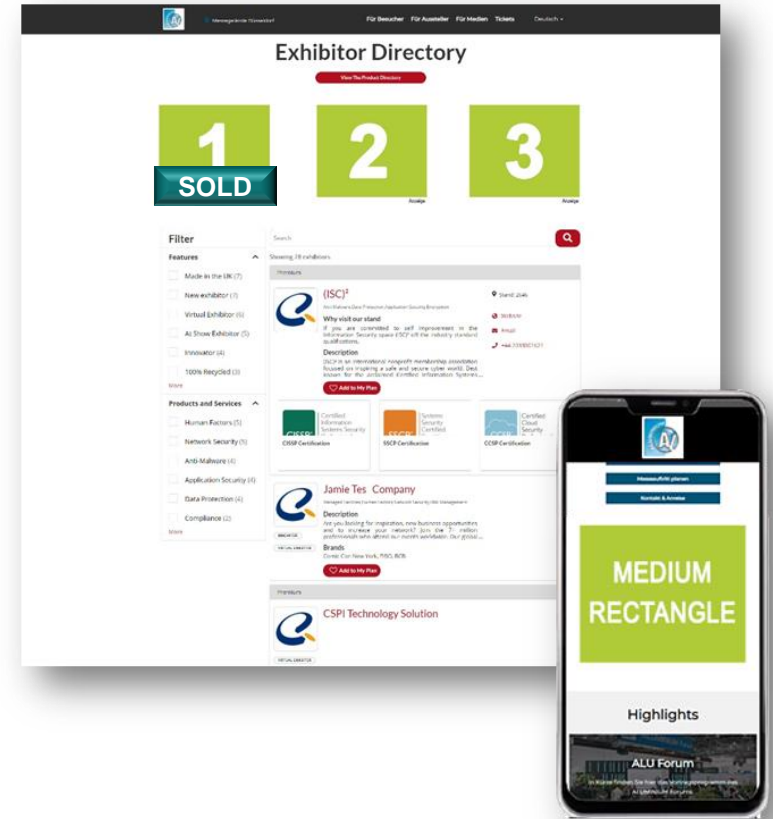
Price: 1,970.00 €

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 €



*Mobile view: banners are displayed rotating in one position

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

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 €

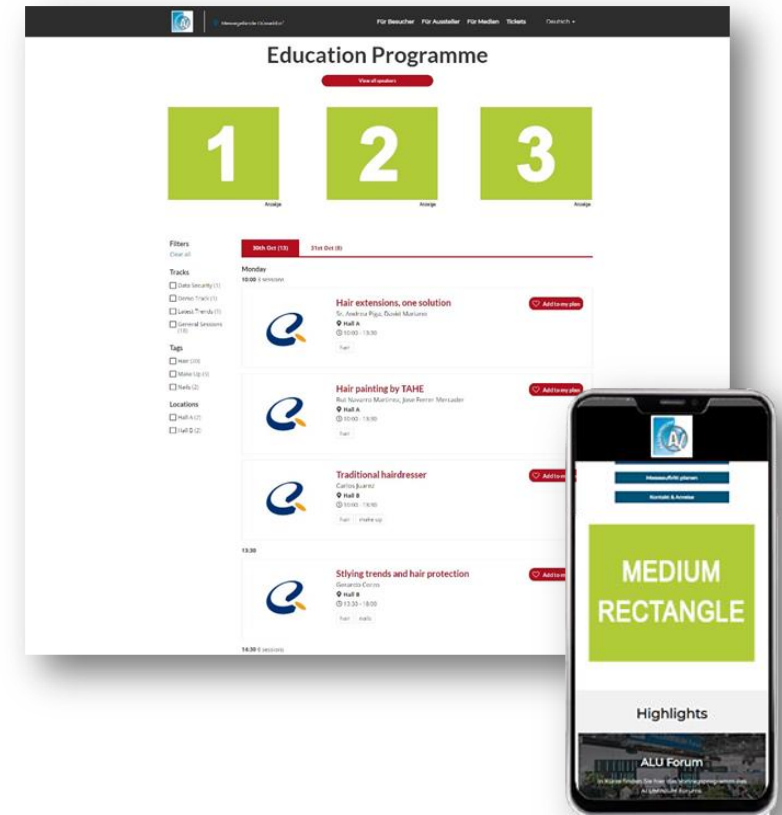
Medium Rectangle Banner Position 2*



- Product number: 4320071
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- 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 „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

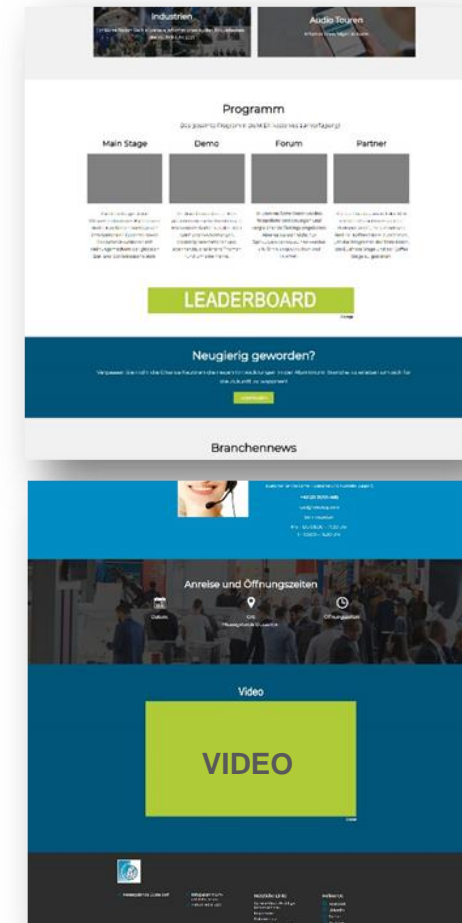
Price: 2,530.00 €

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 €



Hello ALUMINIUM community!
Energy crisis: „We're all in this together”
Roxana Caliminte, Gas Infrastructure Europe, in an interview: Speeding up the energy transition, modernising the energy system, fostering energy independence – all together!

Read the interview

are SUMMIT highlights

Energy policy in light of the energy crisis

About the Panel Discussion

Drinks, buffet, live music & more

About the Summit Night

Partners of ALUMINIUM Business Summit

About the industry partners

LINKEDIN POST

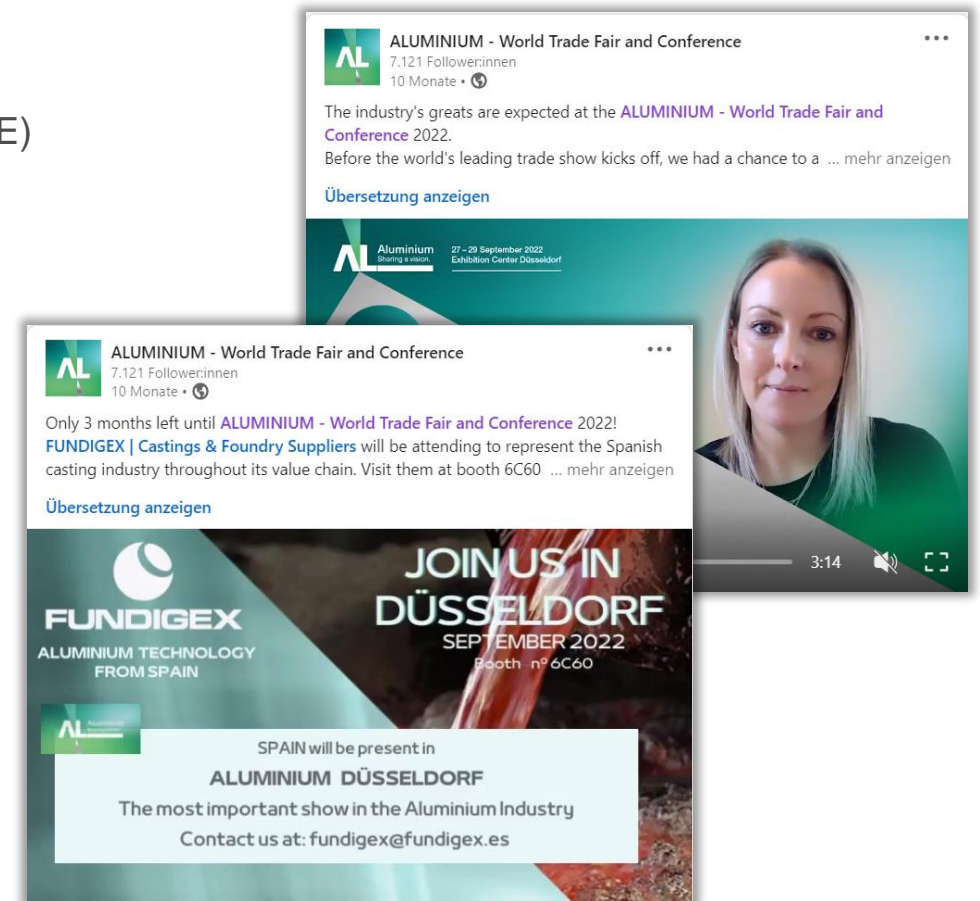
Position yourself in the spotlight with an exclusive post and strong brand presence on our LinkedIn network.

LinkedIn Post

- Product number: tba
- 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 ALU 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 a theme

Prices:

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



High-quality advertising flags, brilliantly printed with your logo or custom designs, guarantee effective advertising impact for you.

- Product number: 5320280
- Exclusive 1 exhibitor
- 8 branded flags along the main street to the fair ground
- double-sided frag 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

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

- 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 €



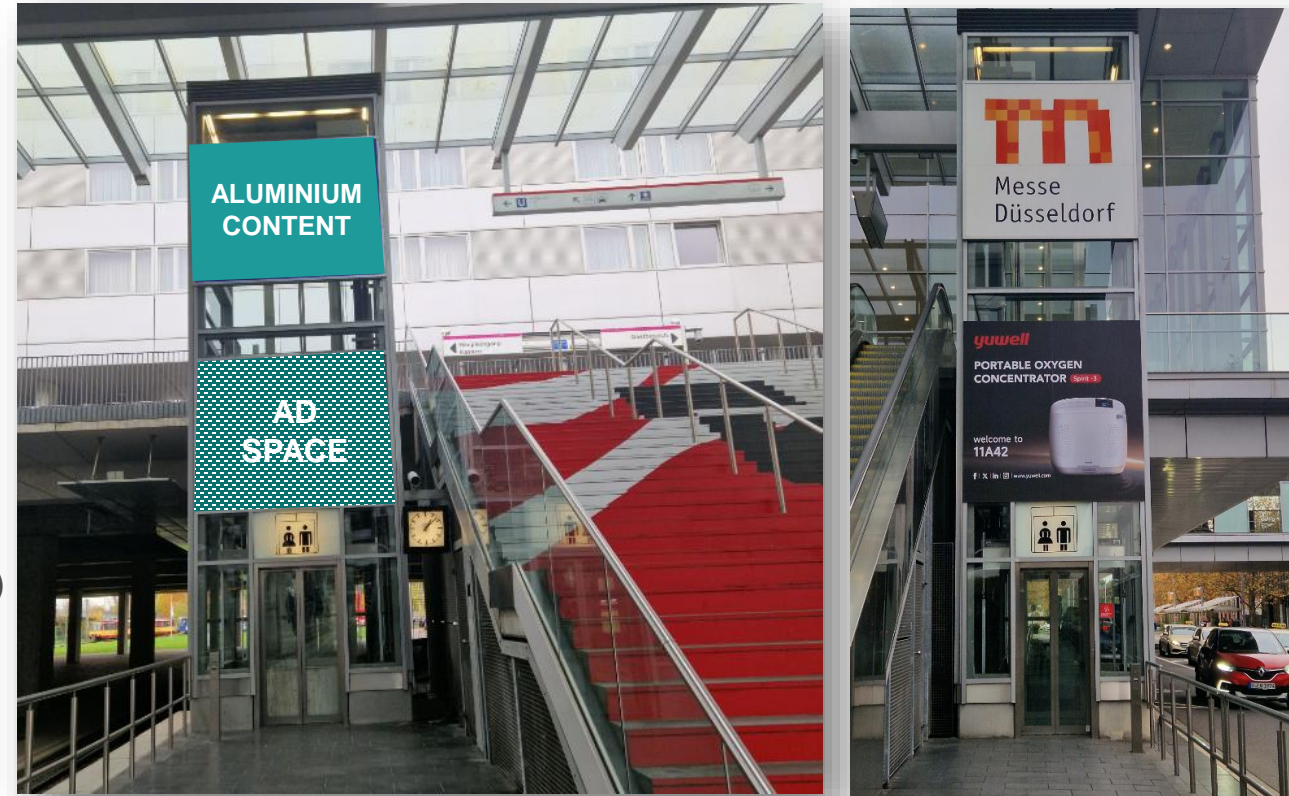
OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

ELEVATOR BANNER

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

- Product number: 5320284
- Maximum 3 exhibitors
- Branding for all 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 – Left side



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

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

Price: 3,800.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE NORTH

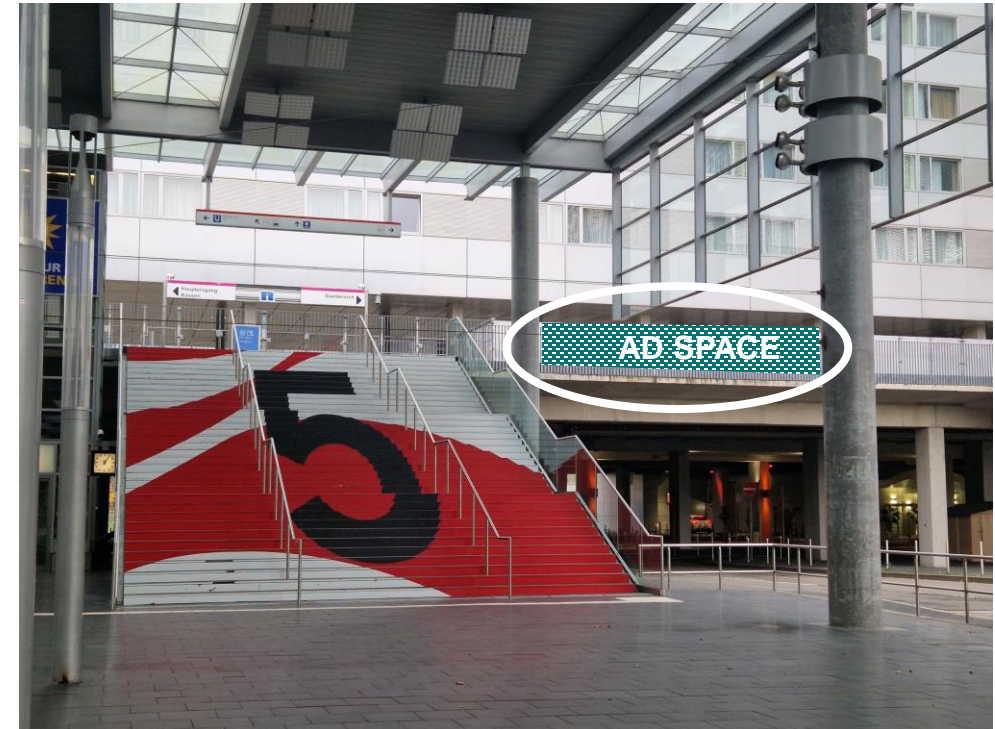
BALUSTRADE – Right side



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

- Product number: 5320283
- Exclusive 1 exhibitor
- Position: above the tracks
- 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

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: 5320281
- Max. 8 exhibitors
- Ad Type: Transparent advertising
- double-sided with same 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

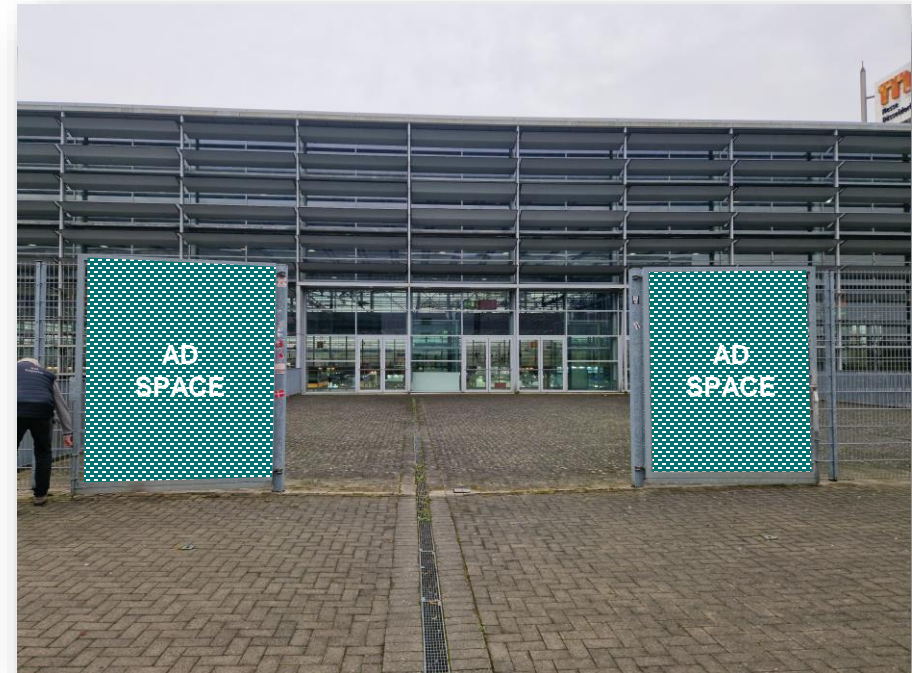
OUTDOOR ADVERTISING - ENTRANCE NORTH

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

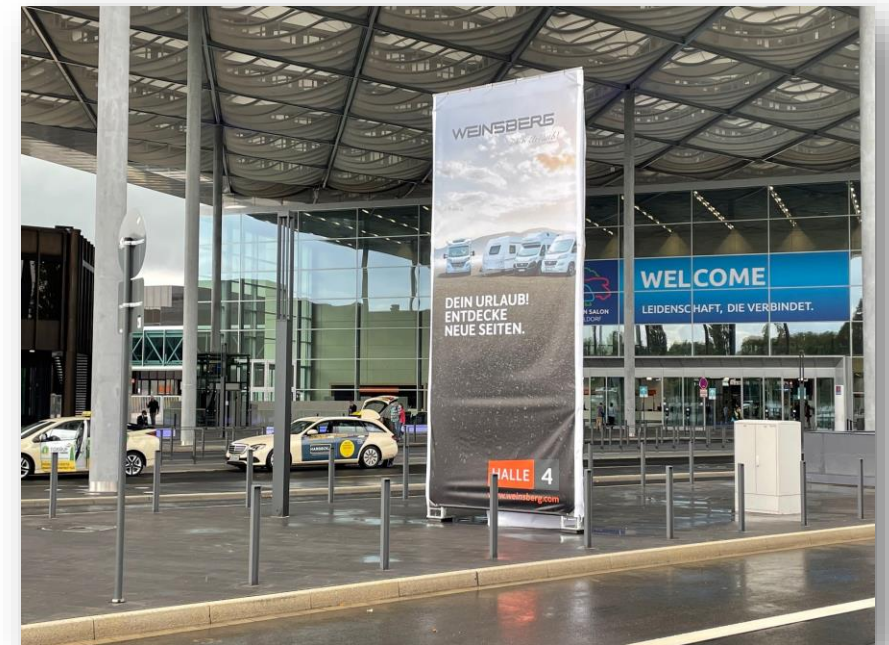
MEGA TOWER



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 €

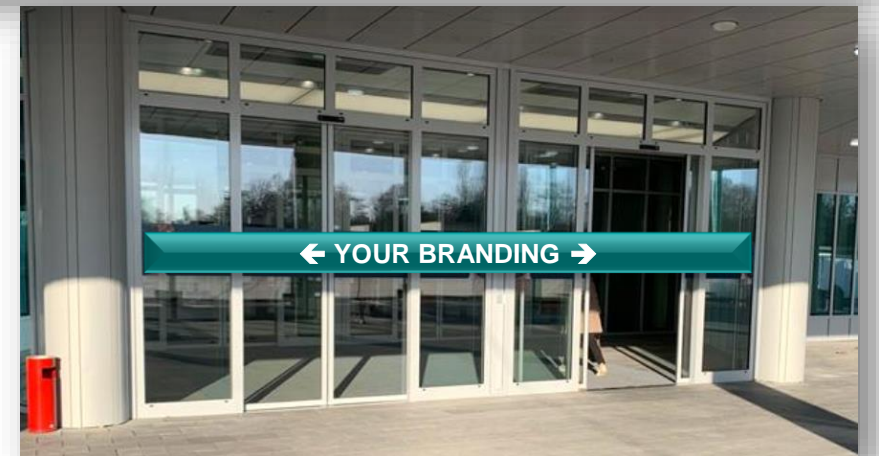


OUTDOOR ADVERTISING – ENTRANCE SOUTH

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: 7,900.00 €



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
- Maximum 6 exhibitors
- double-sided, not illuminated
- 4/1 sheet format
- 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 m² 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 & illuminated
- Dimensions: 15,41 sqm = 7,70 sqm (3,35 x 2,3 m / w x h)

Price: 7,350.00 €**



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
- 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 HALL 6 – SHUTTLE BUS STATION)



- 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
- Maximum 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 €



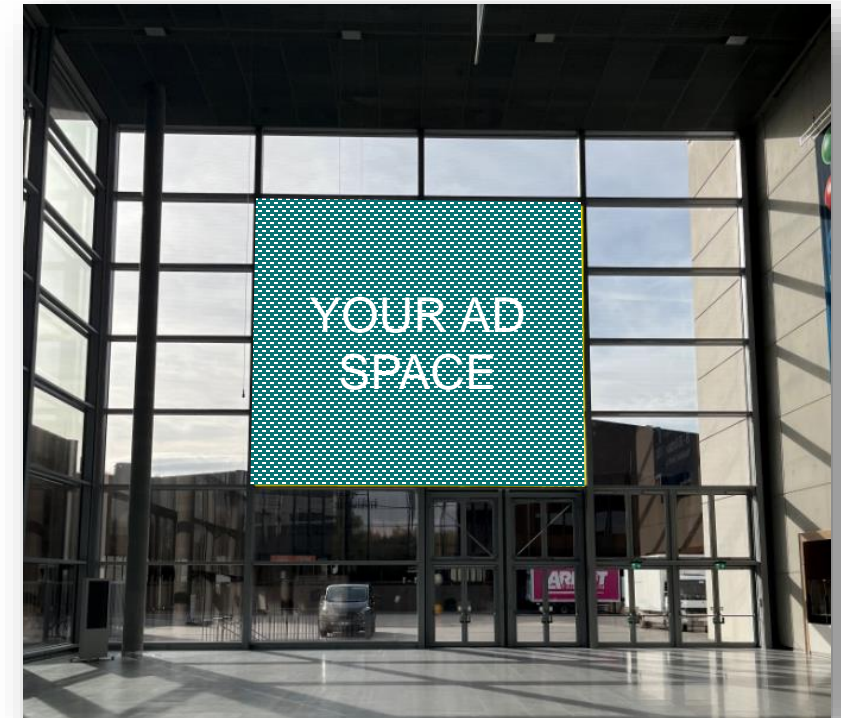
INDOOR ADVERTISING - ENTRANCE SOUTH

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

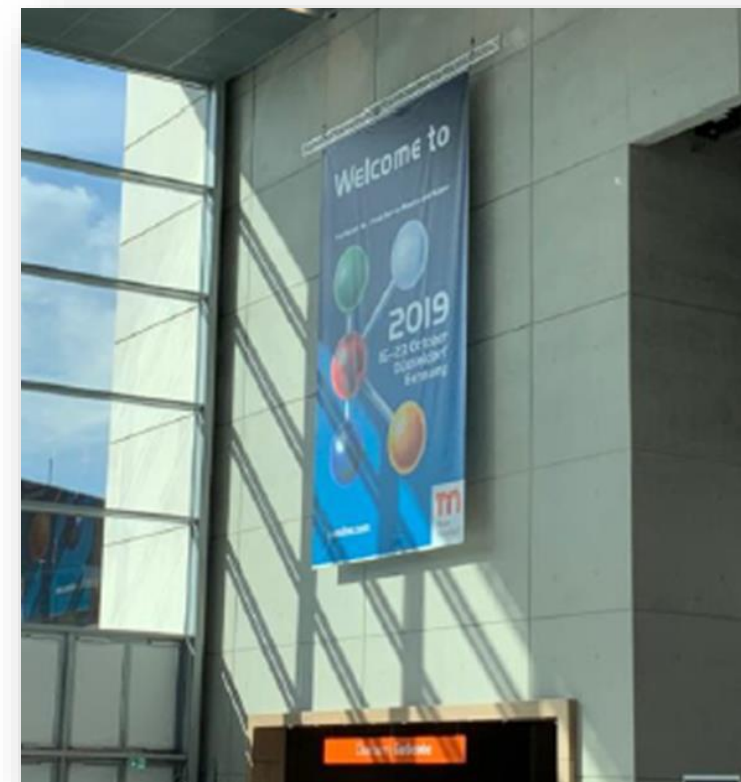
GIANT WALL BANNER



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

- Product number: 5320279
- Limited availability
- 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: 6,900.00 €



INDOOR ADVERTISING – EXHIBITION HALL 6

MEGA BANNER IN HALL 6

These 50 m² 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 & 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
- Size & Dimensions per piece: 2,10 sqm (0.70 x 0.70 x 0.70 m (triangular))

Price: 4,725.00 €



**ON-SITE
INDOOR SPECIALS**



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
- Limited to maximum 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 - 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
- Maximum 2 exhibitors per hall
- Permission for a promotion team (2 promoters)
- Valid for all days
- Including exhibitor passes
- Staff has to be organized by the exhibitor

Price: 2,310.00 €



INDOOR SPECIALS - VIP SHOW BAG

VIP visitors are around 500 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
- Maximum 3 exhibitors
- Handed out to VIP visitors and press
- Quantity: 500 pieces
- Exhibitor responsible for production & delivery of insert



Price: 1,375.00 €



INDOOR SPECIALS - DIGITAL GOODIE BAG

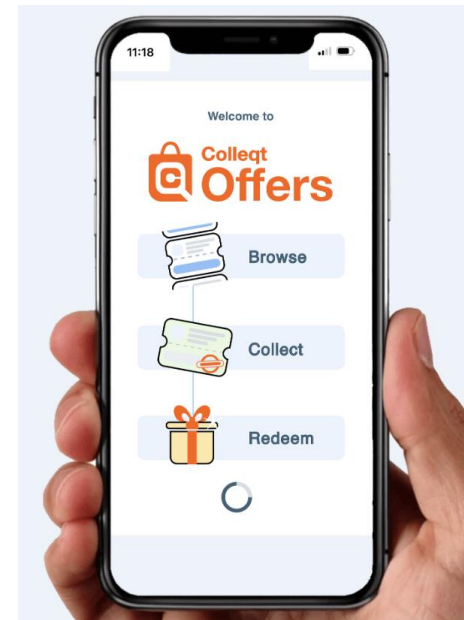
The digital show bag provides visitors an intuitive way to collect exclusive offers or invitations in exchange for their contact information. An offer can be anything to attract visitors and get them interested in your company, products or services. This bag works perfectly for **lead generation** and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

Benefits:

-  Increased traffic at your booth / Qualified Leads
Includes a lead report with the emails of whom collected 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



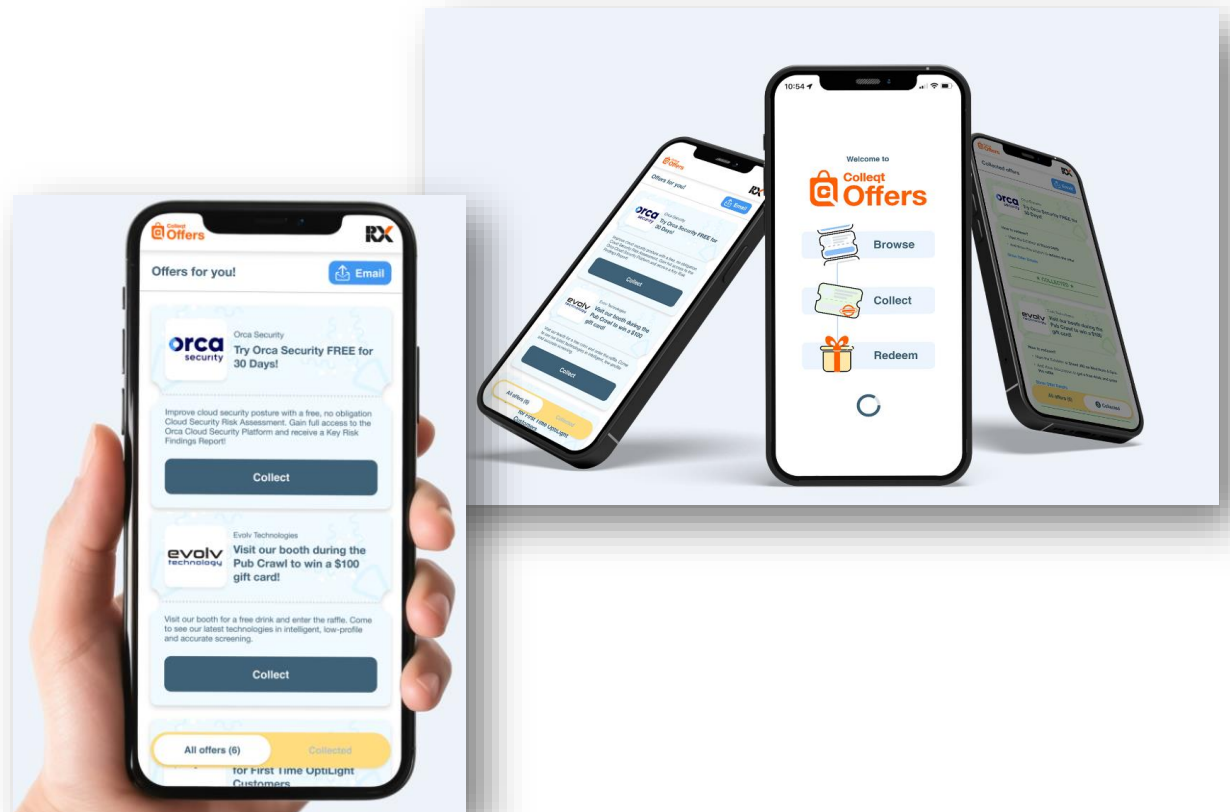
INDOOR SPECIALS - DIGITAL GOODIE BAG

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
- Including performance report (impressions, total accepted offers / conversion in %, total number of generated Leads and download link)

Price: 1,700.00 €



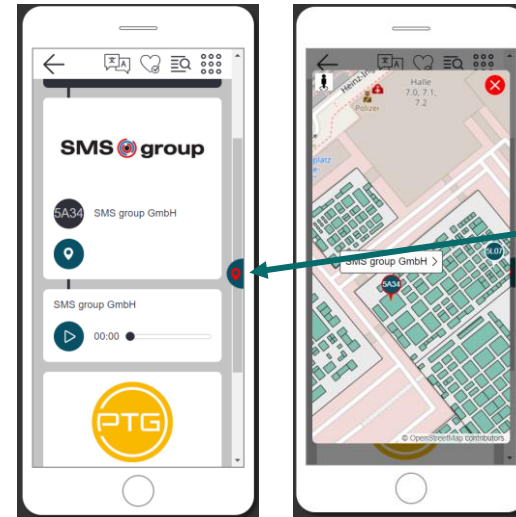
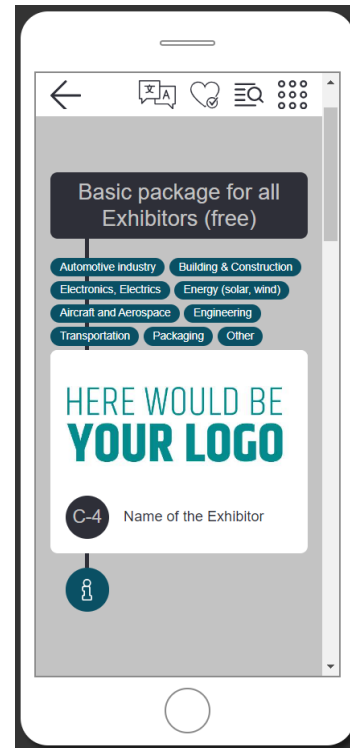
INDOOR SPECIALS – DIGITAL AUDIO GUIDED TOUR

Guided Tours 2.0 – This innovative web-based tool is an **information-, navigation and orientation tool**, which helps our **visitors** to navigate the fair according to the topics that are important to them. With an upgrade to a medium or large package you'll secure more attention on your company profile and offerings.

DEMONSTRATION LINK

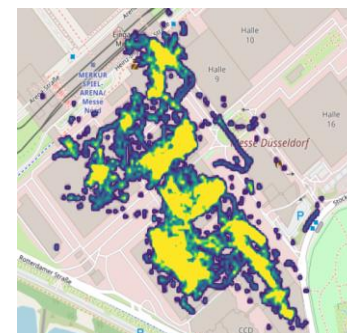
The demo link provides information on how the tool works for our visitors and what benefits it offers. Additionally, you can get an impression of how your company and your products will be presented with a basic, medium, or large package.

Try it out: [DEMO LINK](#)



SEARCH & NAVIGATE

By specifying their interests in their profiles, trade fair visitors are presented with the relevant exhibitors. With a click on the icon to the right of the company profile, they can directly switch to the hall view.



Geotracking

We love Geotracking! The heatmap of ALUMINIUM 2022 demonstrated that our visitors used the tool evenly across the entire exhibition ground.

SEE YOUR OPTIONS ON THE NEXT PAGE!

INDOOR SPECIALS – DIGITAL AUDIO GUIDED TOUR

Guided Tours 2.0 – This innovative web-based tool is an **information-, navigation and orientation tool**, which helps our **visitors** to navigate the fair according to the topics that are important to them. With an upgrade to a medium or large package you'll secure more attention on your company profile and offerings.

BASIC PACKAGE – FREE SERVICE

- Logo presentation
- 1 tag from: Automotive Industry, Building & Construction, Electronics, Electrics, Energy (solar, wind), Aircraft and Aerospace, Engineering, Transportation, Packaging or Other

UPGRADE TO MEDIUM PACKAGE

BASIC PACKAGE services, plus:

- Info-button including: Address, Website, E-mail address & Phone number
- Up to three tags (see above / basic package services)
- 1 audio track recorded by our service Partner
- 1 Image Slider

Price: 260.00 €

UPGRADE TO LARGE PACKAGE

MEDIUM PACKAGE services, plus:

- Multimedia content openly visible (instead of behind a collapsible "More information" button)
- Geoscrolling - Your information will scroll up automatically to the top of visitor's screen when they are less than 10 meters away from your stand!
- Video placement (vimeo link or the original file as MP4 will be needed)
- Optional: Video title (in German and English), maximum 40 characters including spaces.

Price: 910.00 € (max. 50 exhibitors)

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 CAMPIAGN

- Product number: tba
- Professional storytelling by our content manager (text and image production incl. adaptations for the respective channels)
- Professional video production on your premises
- One-time media distribution of your story in the trade show newsletter, on the trade show website and on the trade show's social media channels
- Permanent media presence in the separate news archive of the trade show website and on the RX ATD YouTube channel (each publicly listed and therefore indexed by Google)
- KPI Dashboard according to media coverage
- **We support your success with a 14-day social media paid campaign!**
- Result: 90 seconds of true digital event experience

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



- 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 €

BACK COVER AD

SOLD



- 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 FRONT COVER AD

RESERVED



- 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 €

INSIDE BACK COVER AD



- 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 €

HALL 1

ZUNGANZUR / ACCESS TO
HALLE 1 / HALL 1



½ PAGE
AD

½ PAGE
AD

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.



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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