360° MARKETING AND ADVERTISING OPPORTUNITIES



For a strong and healthy society.

Built by RX In the business of building businesses

FIBO 2026
FAST FACTS

1,015 exhibitors and partners
from 56 nations

175,173 visitors from 136 countries
61 % trade visitors / 39% private visitors

More than 550 Lectures, panel discussions
and join–in exercises

838.000.000 media reach with press coverage

107.000 social media reactions

20.600.000 social media impressions

Built by RX In the business of building businesses

FIBO

DIGITAL SIGNAGE

Built by RX In the business of building businesses

FIBO

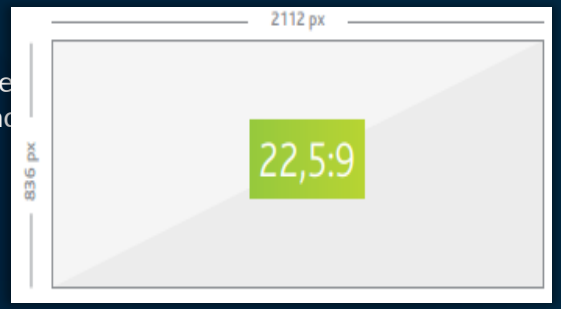
DIGITAL SIGNAGE
ENTRANCE NORTH

Welcome the visitors! Directly above the doors of the North Entrance, the more than 80 qm area is the first eye-catcher for every visitor.

Entrance North Outdoor space – LED Mega Wall – N02

- Product number: 4330059
- Max. 4 exhibitor + FIBO
- Duration: at least 240 playouts with a duration of 30 seconds each slot
- Content: 22,5:9
- **Price per day: 14,970 €** **reserved**







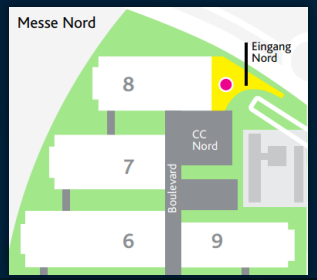
DIGITAL SIGNAGE
ENTRANCE NORTH

The round information counter in the middle of the north entrance cannot be overlooked! You can place your digital advertising in this central location as the ultimate eye-catcher in the entrance area.

Entrance North Round info counter – LED-Wall – N03

- Product number: 4330051
- Max. 2 exhibitors
- Playout: half time of one day
- Duration: at least 600 playouts with a duration of 30 seconds each slot
- Content: 80:9
- **Price per day: 6,215 €**







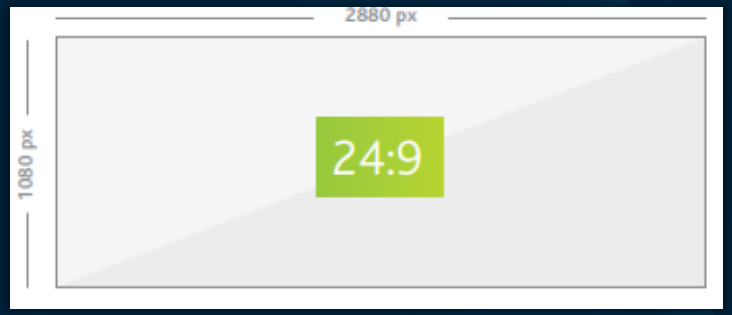
DIGITAL SIGNAGE
ENTRANCE NORTH

Welcome visitors with your advertising! This LED screen placed directly above the at the north entrance. No matter whether you use an advert or video, no visitor can pass by this LED screen without taking note. Recordable from both sides.

Entrance north – southern turnstiles – LED-Mega-Display – N07-N

- Product number: 4330056 / 4330057
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire duration of the fair
- Duration: at least 960 playouts with a duration of 30 seconds each slot
- Content: 24:9
- **Price video: 8,175 €**
- **Price video incl. sound: 9,315 €**





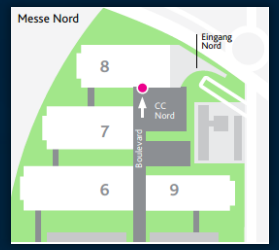


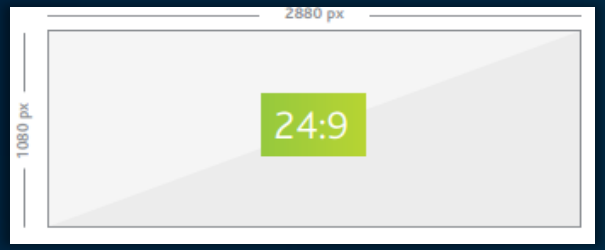
DIGITAL SIGNAGE
BOULEVARD NORTH

This large-format advertising space is located in the highly frequented north boulevard directly above the entrance to Hall 8.

Boulevard North – South side hall 8 – LED-Mega-Display – N09

- Product number: 4330018
- Max 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire duration of the fair
- Duration: at least 960 playouts with a duration of 30 seconds each slot
- Content: 24:9
- **Price: 5,655 €**







DIGITAL SIGNAGE
BOULEVARD NORTH

Right at the beginning of the North Boulevard, this high-quality LED screen attracts all the attention. When entering the boulevard, your advertising will be the center of attention for every visitor.

Boulevard North – Harp 7/8 - LED-Mega-Display – N08

- Product number: 4330021
- Max. 2 exhibitors + FIBO
- Playout: at least 2/5 of the time during the entire fair
- Duration: at least 1920 playouts of 30 seconds slots
- Content: 16:9
- **Price: 8,980 €**





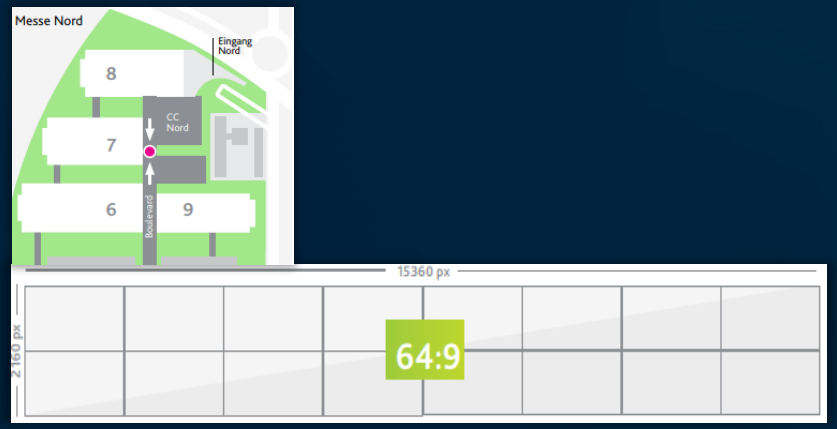


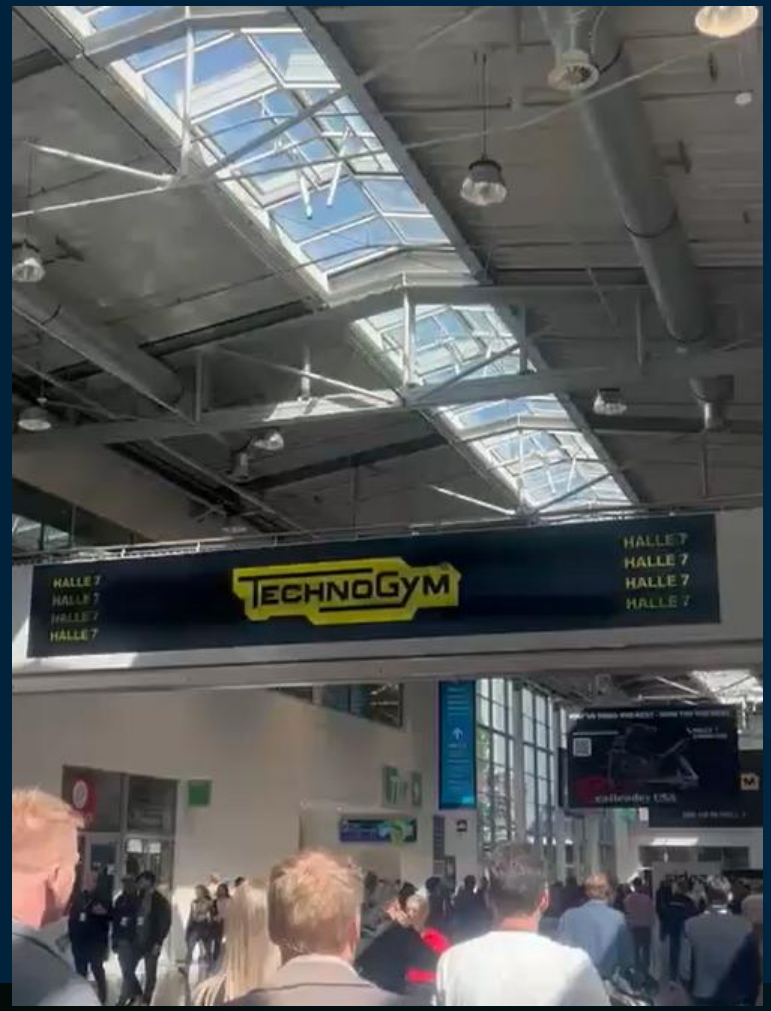
DIGITAL SIGNAGE
BOULEVARD NORD

The bridge is located in the middle of the highly frequented north boulevard. Visible even from a distance, it can display your content from both the south and the north side. Both sides possible.

Press bridge North Side N11
Press bridge South Side N14

- Product number: 4330023
- Max. 4 exhibitors
- Playout: at least 1/4 of the time during the entire fair
- Duration: at least 1200 playouts with a duration of 30 seconds each slot
- Content: 64:9
- **Price each side: 7,790 €**





All prices plus VAT. "First come, first served"

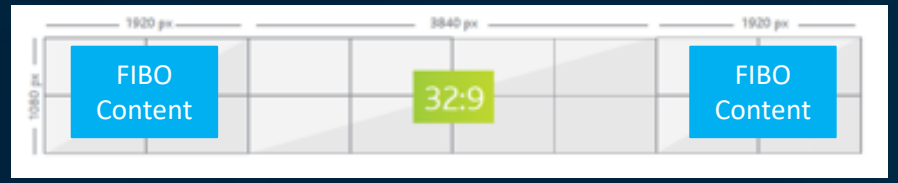
DIGITAL SIGNAGE
BOULEVARD NORTH

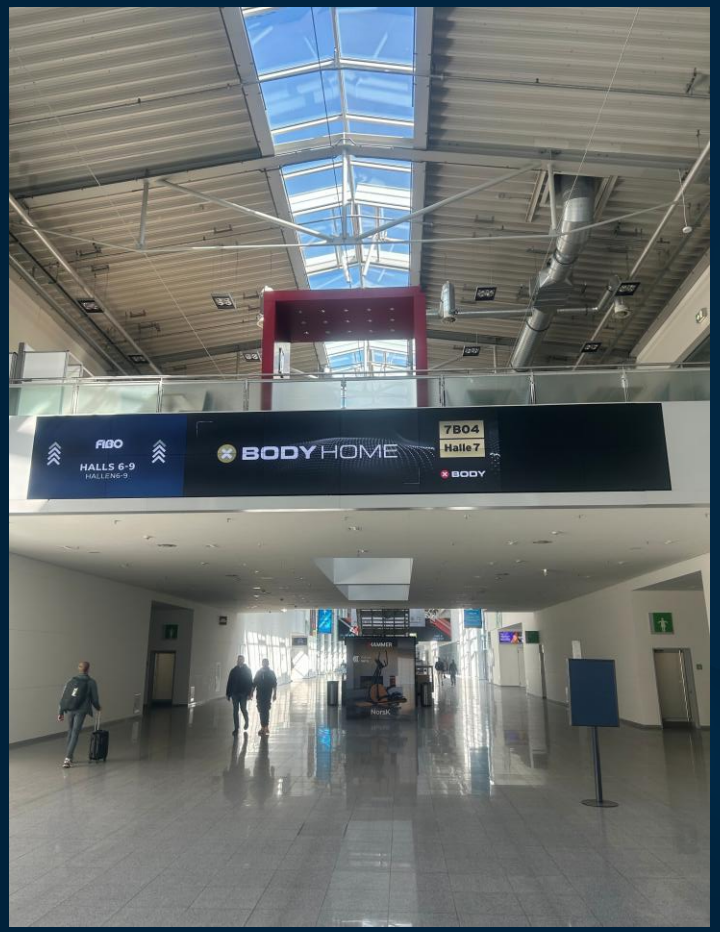
This generous advertising space allows your brand to be individually staged at the popular Lindbergh Restaurant right near the halls 6 and 9.

Boulevard North -Restaurant bridge south side - LCD-Monitor – N25
Product number: 4330025

- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 time during the entire fair
- Duration: at least 960 playouts of 30 seconds each slot
- Content: 32:9
- **Price: 5,530 €**







DIGITAL SIGNAGE
BOULEVARD NORTH

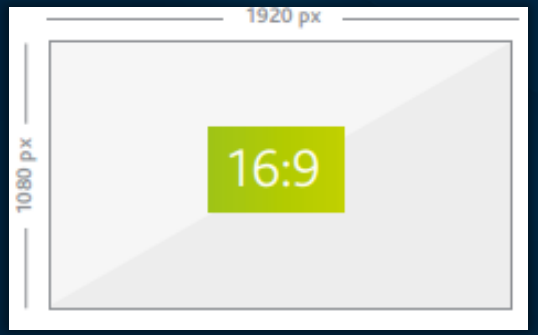
These areas are centrally located on the highly frequented North Boulevard. Give your visitors your message on the way shortly before their lunch break in the highly frequented restaurant Lindbergh.

Boulevard North – Restaurant bridge north side
LCD-Monitore – N17-E, N17-W

- Product number: 4330027
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
  Content: 16:9
- **Price per screen: 2,885 €**







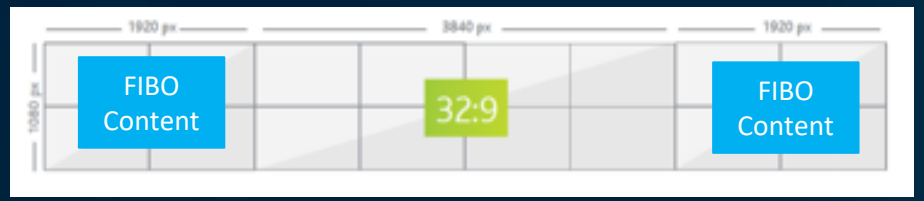
DIGITAL SIGNAGE
BOULEVARD

Directly above the passage from the north boulevard to the central boulevard you reach the visitors ideally on their way to the southern halls.

Transition Boulevard North – Boulevard Central– LCD-Screen – N23

- Product number: 4330031
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
  Content: 32:9
- **Price: 6,100 €**







DIGITAL SIGNAGE
BOULEVARD

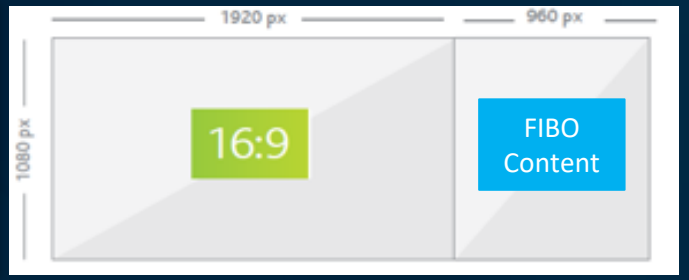
Directly above the passage from the central boulevard to the north boulevard you reach the visitors ideally on their way to the northern halls.

Transition Boulevard Central– Boulevard North – LED-Screen - N24

- Product number: 4330033
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price: 7,420 €**





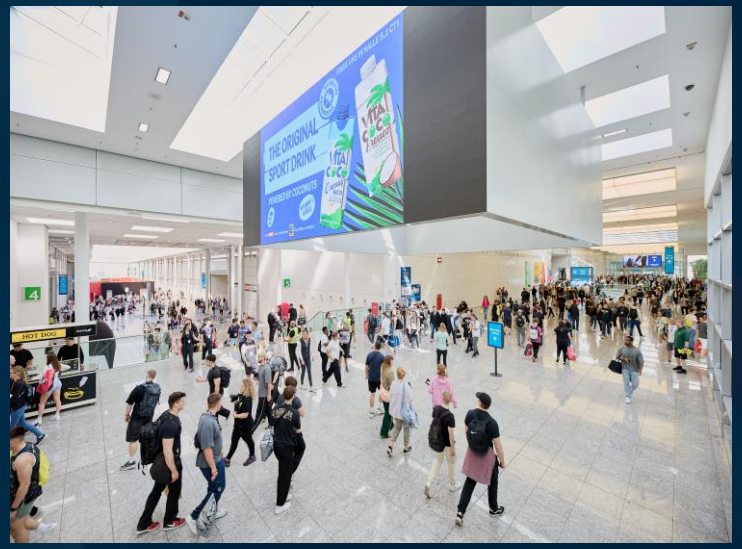


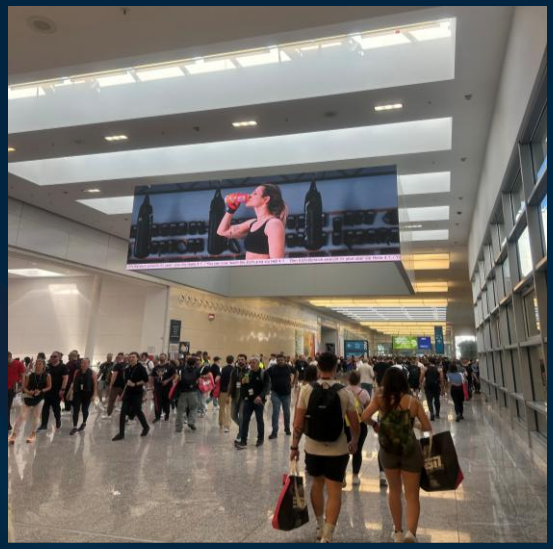
DIGITAL SIGNAGE
CENTRAL BOULEVARD

Receive maximum attention with the LED Screen cube in the heart of the central boulevard and passage 4-5! Your advertising message can be emitted from maximum three sides and can be perceived from all directions.

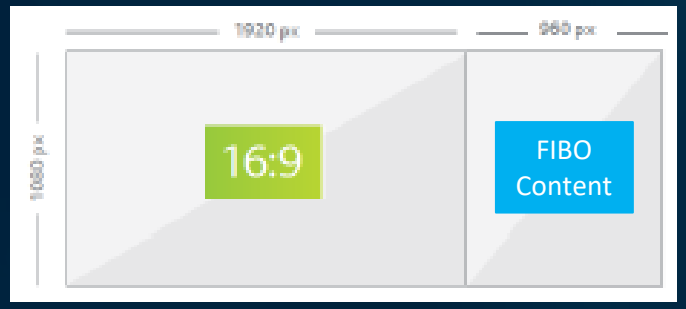
Central boulevard passage 4/5
LED-Screen Cube – S03-N, S03-S, S03-W

- Max. 2 exhibitors + FIBO (only 8:9)
- Playout: half time of one day
- Duration: at least 400 playouts of 30 seconds
- Content: 16:9
- **Price per day:**
- Product number direction north 4330039: **5,095 €**
- Product number direction south 4330101: **5,095 €**
- Product number direction west 4330096: **5,095 €**









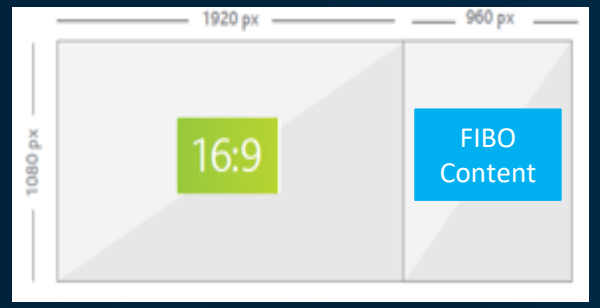
DIGITAL SIGNAGE
PIAZZA

Place your message directly above the entrance from the Piazza to passage 4-10.

Passage 4/10 – Piazza – LED-Screen – S06-S

- Product number: 4330045
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts of 30 seconds
- Content: 16:9
- **Price: 8,190 €**





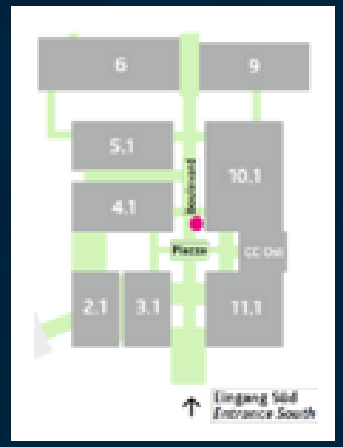


DIGITAL SIGNAGE
CENTRAL BOULEVARD

Chose this powerfull effect with the placement directly at the transition from the south area to the middleboulevard. With your content you reach the visitors on their way to the middle halls.

Passage 4/10 – Central Boulevard – LED-Screen – S06N

- Product number: 4330097
- Max. 4 exhibitors + FIBO
- Playout: 240 times per day
- Duration: 30 sec. per slot
- Content: 8:9
- **Price per day: 2,110 €**







DIGITAL SIGNAGE
PIAZZA

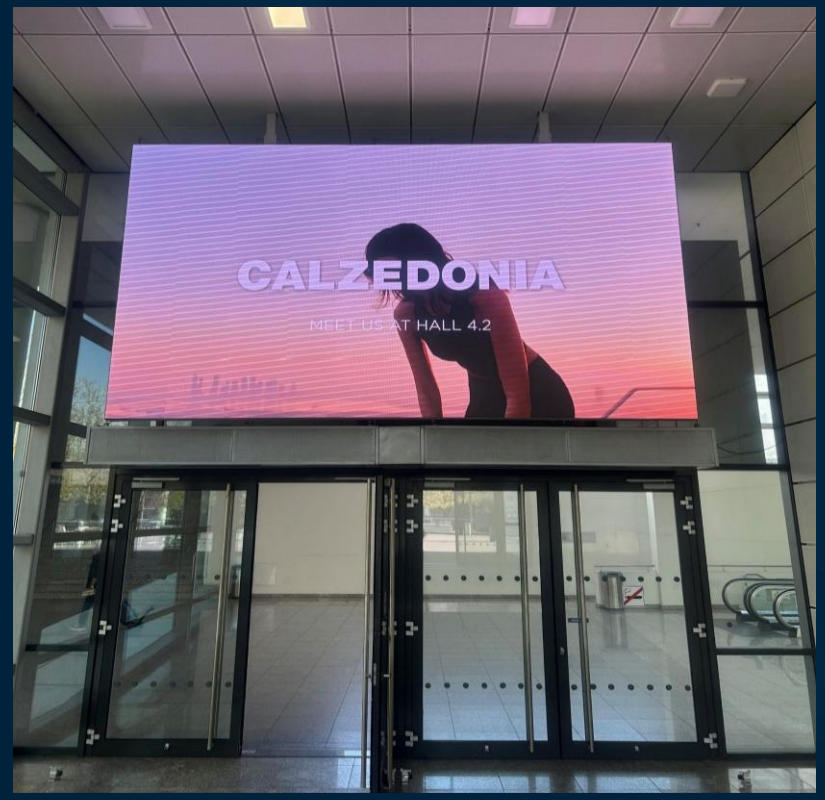
Place your message directly above the entrance from the Piazza to passage 4-10.

Passage 4/10 – Transition Piazza – LED-Screen – S07

- Product number: 4330047
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
  Content: 16:9
- **Price: 5,420 €**





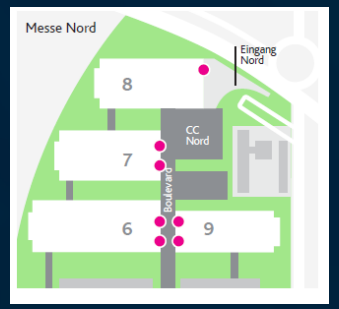


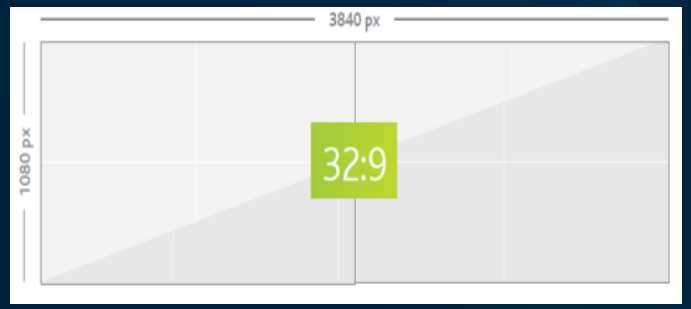
DIGITAL SIGNAGE
BOULEVARD NORTH HALL ENTRANCES

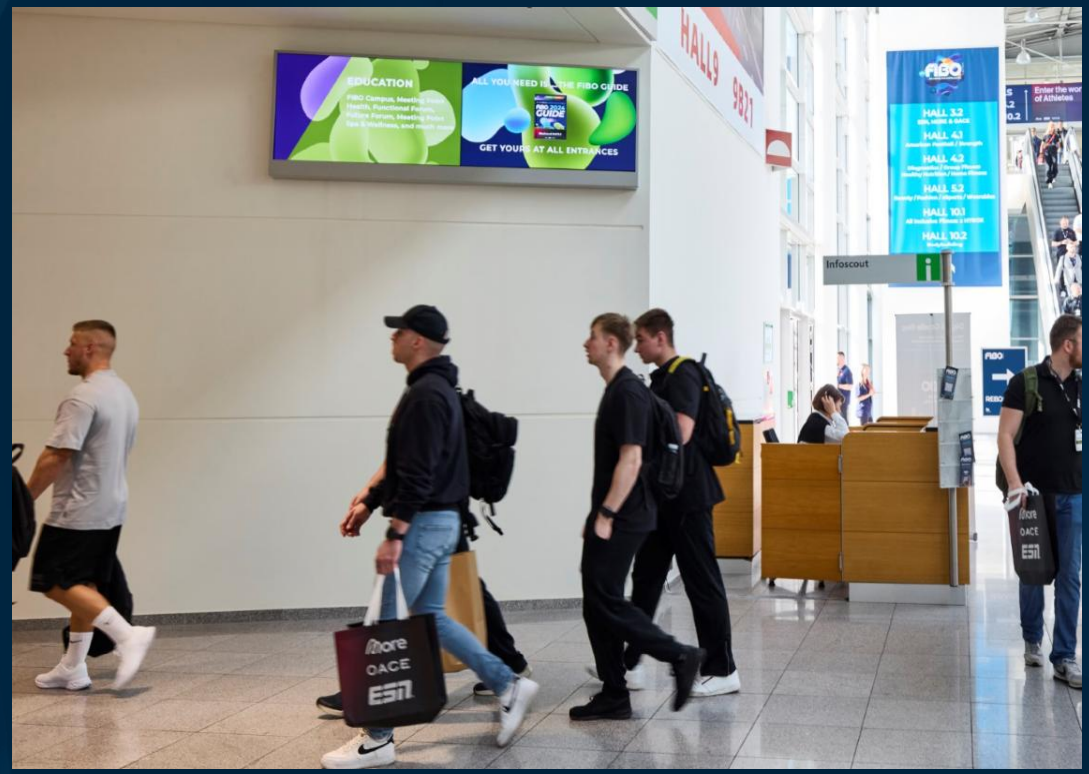
At this highly frequented spot, your advertising will draw the visitors' attention to your stand as soon as they enter the exhibition hall. Both screens on the sides of the entrance simultaneously display the same content.

LCD-Screens – Hall 6 – North: N16-S, N16-N – South: N22-S, N22-N
LCD-Screens – Hall 7 – North: N12-S, N12-N – South: N15-S, N15-N
LCD-Screens – Hall 8 – North: N05-S, N05-N
LCD-Screens – Hall 9 – North: N18-S, N18-N – South: N21-S, N21-N
Product number: 4330029

- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
  Content: 32:9
- File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- Dimensions: 2,42 x 0,68 m (w x h), 3840 x 1080 px
- **Price per entrance: 2,340 €**







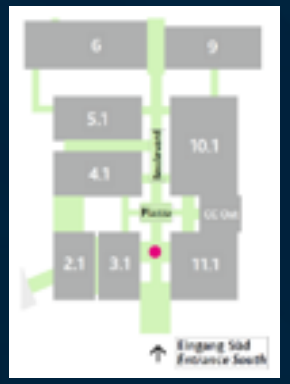
DIGITAL SIGNAGE
PASSAGE 3/11

Receive maximum attention with the LED Screen cube in the heart of passage 3-11!
Your advertising message can be perceived from the direction north and south and will captivate the visitors.

Passage 3/11 LED-Sreen – S16-N, S16-E, S16-W, S16-S

- Product number: 4330099
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
  Content: 16:9
- **Price each side: 1,200 €**







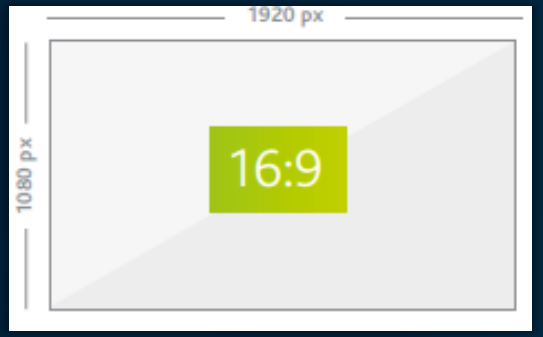
DIGITAL SIGNAGE
TRANSITION ENTRANCE SOUTH

Welcome the visitor with your advertising at the fair! This prominently placed advertising space effectively welcomes visitors from the south and attracts the attention of all visitors.

Transition entrance south - passage 3/11 – LED-Screen – S26

- Product number: 4330063
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 per day during the entire fair
- Duration: at least 960 playouts of 30 seconds
- Content: 16:9
- **Price: 10,250 €**





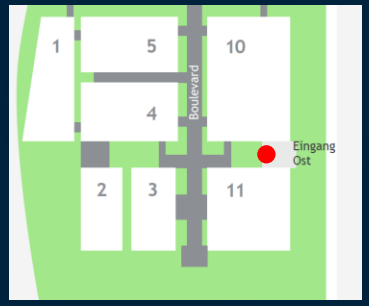


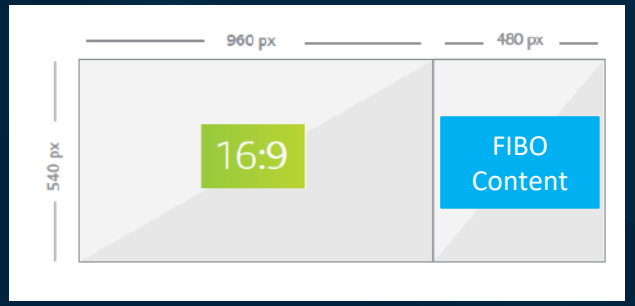
INDOOR ADVERTISING
PASSAGE 10/11 – EASTSIDE



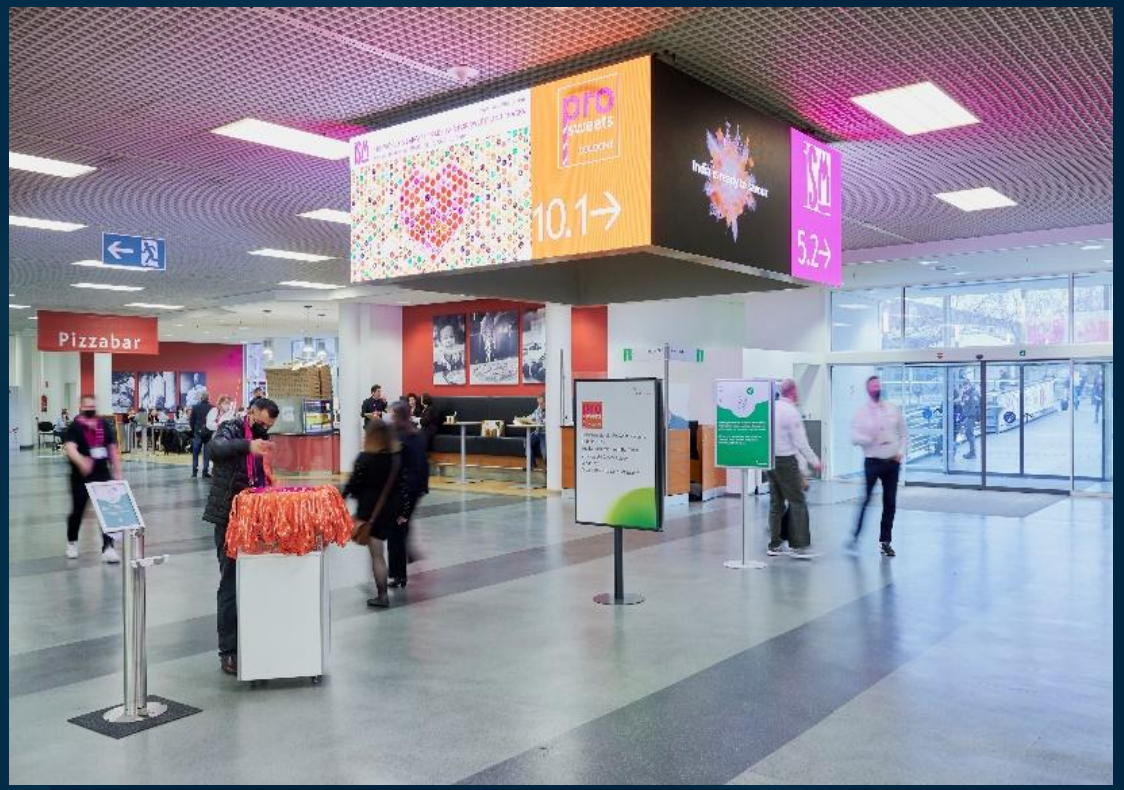
LED-Cube – S40-N, S40-E, S-40-W, S40-S

- Product number north: 4330108
- Product number south 4330109
- Product number east: 4330110
- Product number west: 4330111
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price each side: 2,510 €**





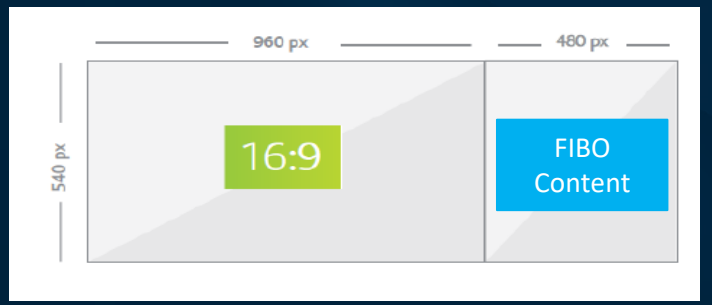
INDOOR ADVERTISING
PASSAGE 10/11 – WESTSIDE



LED-Cube – S41-N, S41-E, S-41-W, S41-S

- Product number north: 4330108
- Product number south 4330109
- Product number east: 4330110
- Product number west: 4330111
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price each side: 2,510 €**





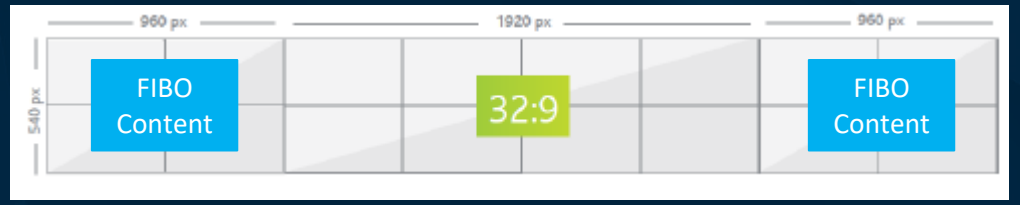
INDOOR ADVERTISING
PASSAGE 3/11 – ENTRANCE HALL 11

LED-Screen – S17

- Product number: 4330112
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price: 6,730 €**



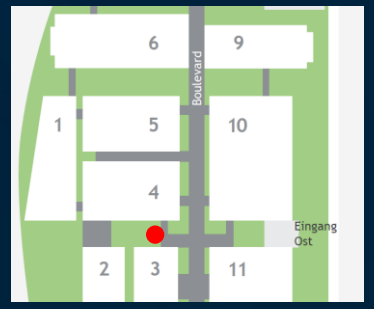




INDOOR ADVERTISING
PASSAGE 3/4

LFD-Screen – S76-N, S76-S

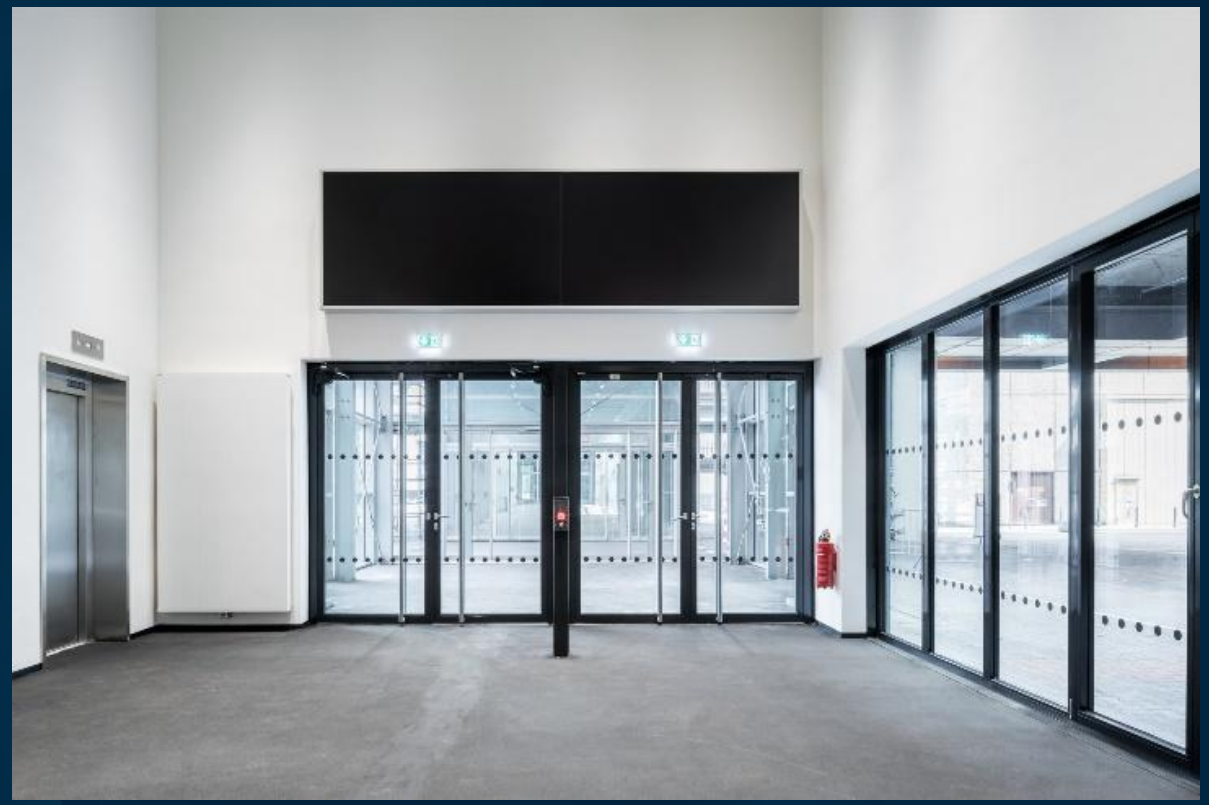
- Product number north: 4330113
- Product number south: 4330114
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 9:16
- **Price each side: 910 €**







INNENWERBUNG
PASSAGE 1/6 –HALL 1 NORTHSIDE



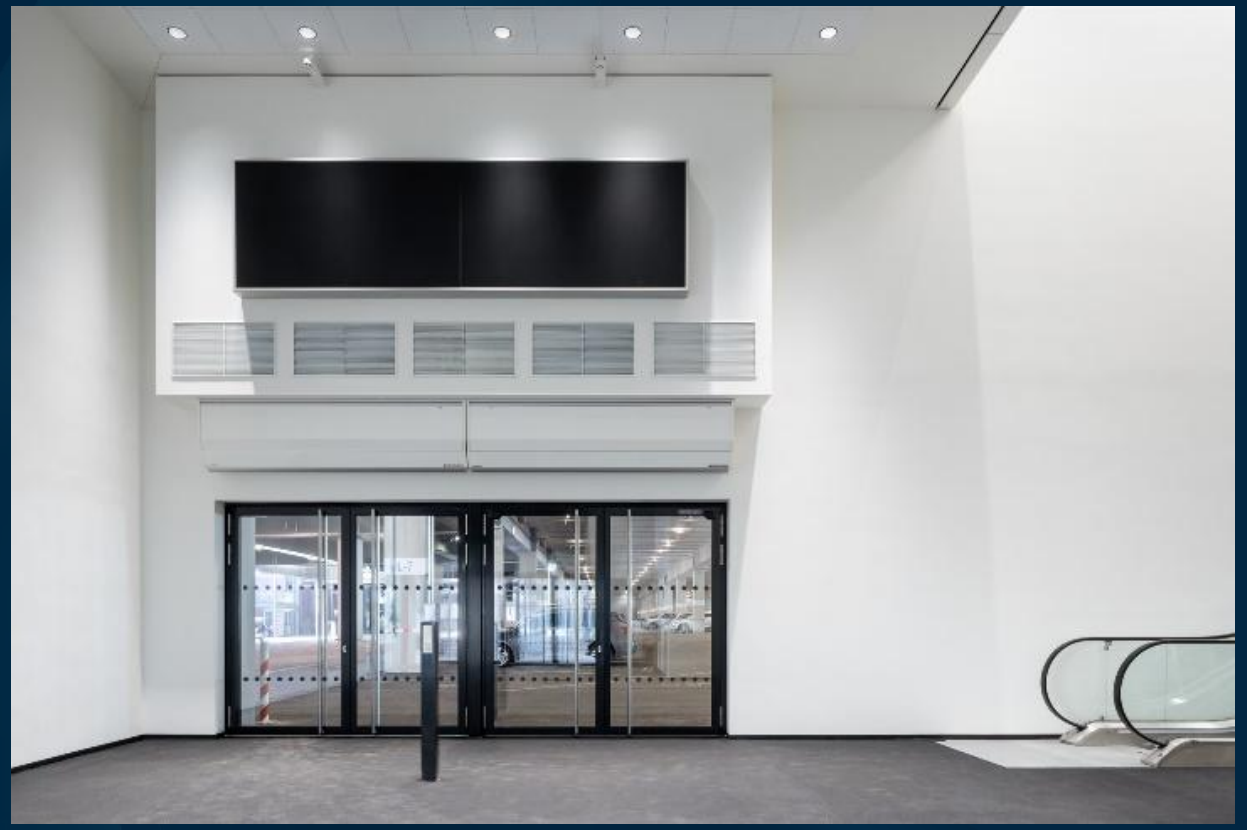
LED-Screen – S77

- Product number: 4330115
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price: 5,020 €**



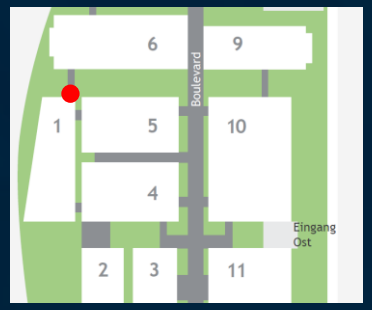


INDOOR ADVERTISING
PASSAGE 1/6 –HALL 1 SOUTHSIDE



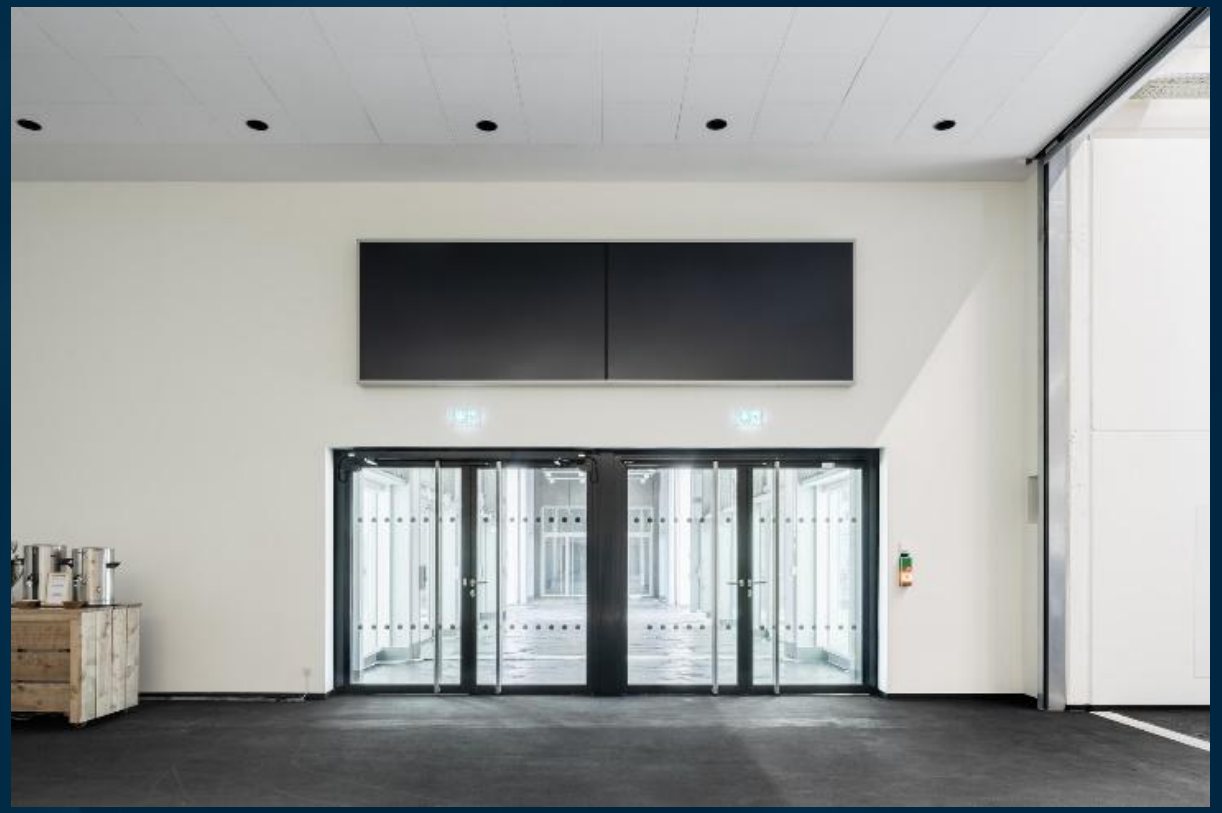
LED-Screen – S78

- Product number: 4330116
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts of 30 seconds
- Content: 16:9
- **Price: 5,020 €**



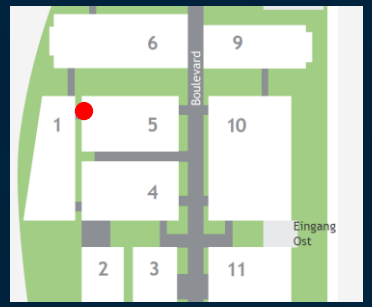


INDOOR ADVERTISING
PASSAGE 1/5 – TRANSITION TO HALL 5



LED-Screen – S80

- Product number: 4330117
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price: 5,020 €**

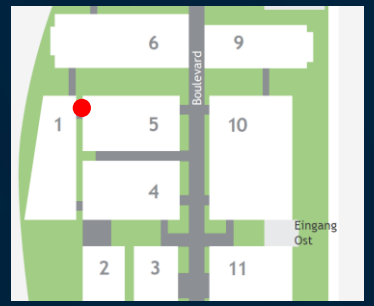




INDOOR ADVERTISING
PASSAGE 1/5 – TRANSITION TO HALL 1

LED-Screen – S81

- Product number: 4330118
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds
- Content: 16:9
- **Price: 3,135 €**







INDOOR ADVERTISING
PASSAGE 1/4 – TRANSITION TO HALL 1

LED-Screen – S82

- Product number: 4330119
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts of 30 seconds
- Content: 16:9
- **Price: 3,135 €**





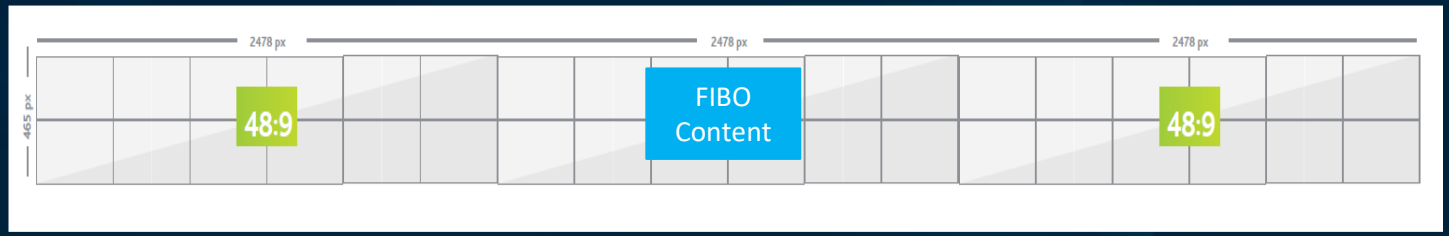


OUTDOOR ADVERTISING
CONFEX DIGITAL SIGNAGE OUTDOOR AREA



Mesh - Facade - C99

- Product number: 5320380
- Max 2 exhibitors 48:9 + FIBO
- Playout: at least 1/5 of the time during the entire duration of the fair
- Duration: at least 960 playouts with a duration of 30 seconds each slot
- Content: 48:9
- **Price: 27,375 €**



INDOOR ADVERTISING
CONFEX DIGITAL SIGNAGE ENTRANCE LEVEL

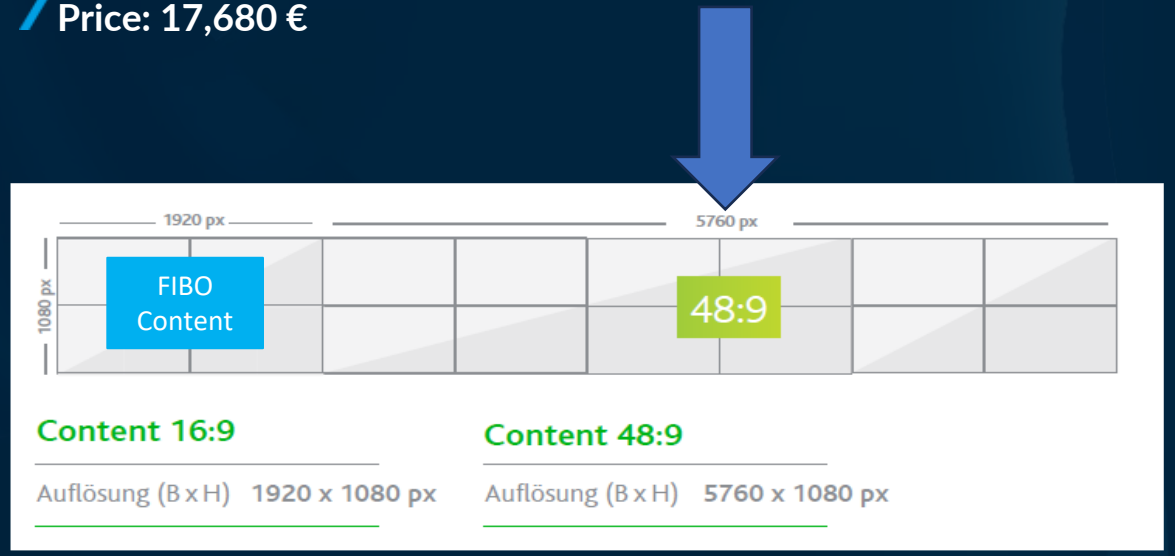
LED screen - Curved - C06

Live transmission of media technology possible.

For details on playout options, see the following page

- Product number: 5320381
- Max 3 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire duration of the fair
- Duration: at least 960 playouts with a duration of 30 seconds each slot
- Content: 48:9
- **Price: 17,680 €**







INDOOR ADVERTISING

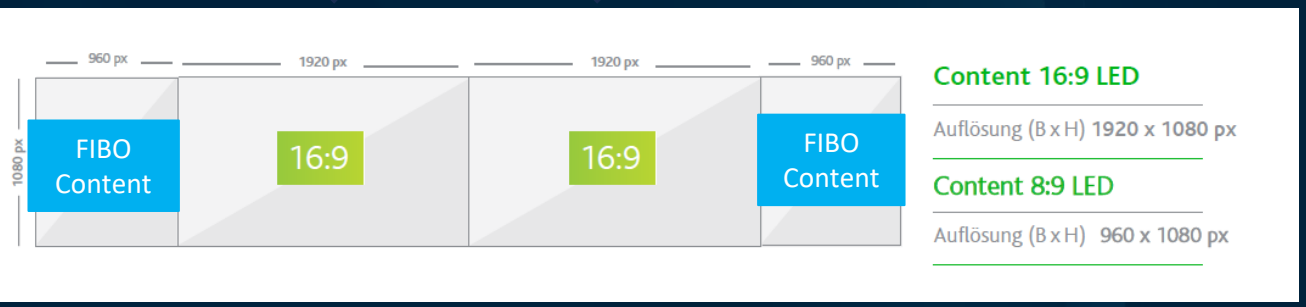
CONFEX DIGITAL SIGNAGE ENTRANCE LEVEL 2

LED - Screen - C05

Live transmission of media technology possible.

For details on playout options, see the following page

- Product number: 5320282
- Max 4 exhibitors + FIBO
- Playout: per day
- Duration: 30 seconds each slot
- Content: 32:9
- **Price per day : 5.930 €**

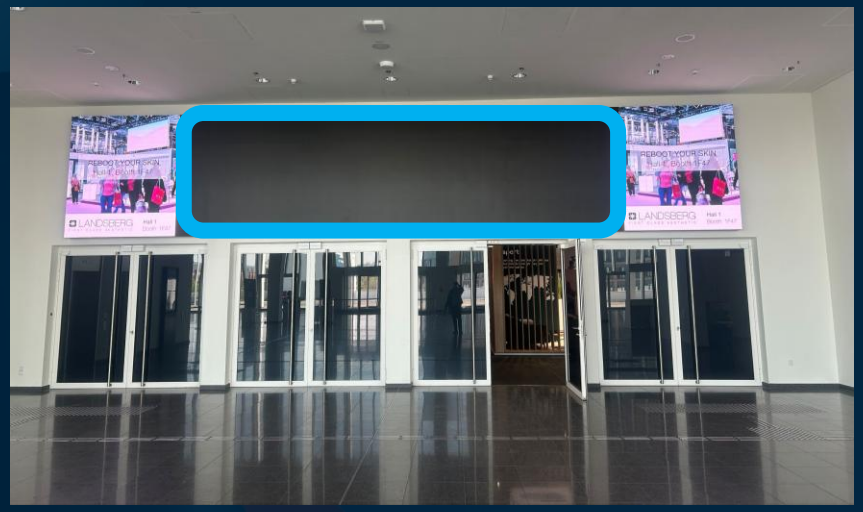


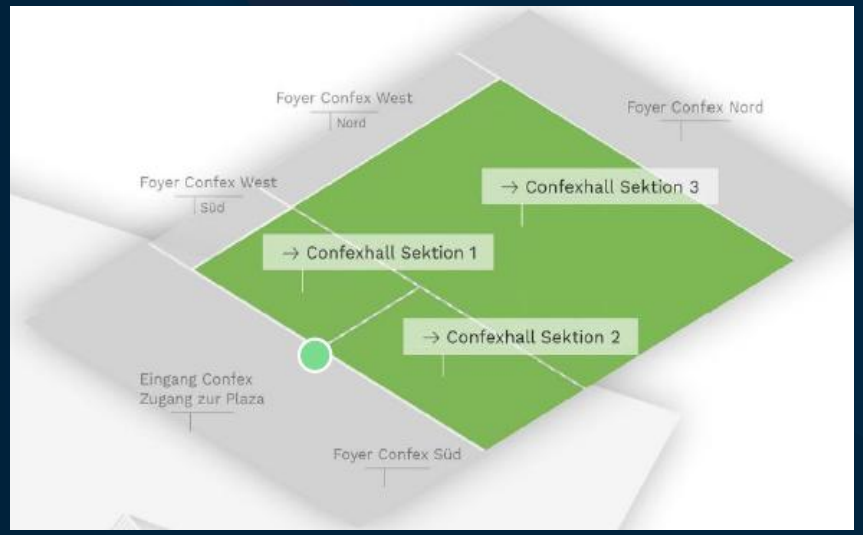
Content 16:9 LED

Auflösung (B x H) **1920 x 1080 px**

Content 8:9 LED

Auflösung (B x H) **960 x 1080 px**





INDOOR ADVERTISING

PRINT
ORIENTATION PLAN

Help visitors find your stand quickly, while they are seeking for orientation.

Logo highlighting on wall orientation plan
- Product number: 5300066
- Limited per hall
- Highlighting of the booth
- **Price: 780 €**



INDOOR ADVERTISING
RESTROOM ADVERTISING

EXCLUSIVE

Brand the visitor lavatories during FIBO and catch the attention of visitors while they are undistracted and exposed to your messages for a good period of time.

Restroom hall 1 sold
- Product number: 5340112
- Amount: 12 Poster (A3)
- **Price: 1,255 €**

Restroom hall 2.2
- Product number: 5340113
- Amount: 12 Poster (A3)
- **Price: 1,255 €**

Restroom hall 3.2 reserved
- Product number: 5340098
- Amount: 14 Poster (A3)
- **Price: 1,435 €**

Restroom hall 4.1
- Product number: 5340099
- Amount: 23 Poster (A3)
- **Price: 2,355 €**

Restroom hall 4.2 sold
- Product number: 5340040
- Amount: 23 Poster (A3)
- **Price: 2,355 €**

Restroom hall 5.1
- Product number: 5340100
- Amount: 46 Poster (A3)
- **Price: 3,735 €**

Restroom hall 5.2
- Product number: 5340042
- Amount: 46 Poster (A3)
- **Price: 5,530 €**

Restroom hall 6 sold
- Product number: 5340043
- Amount: 74 Poster (A3)
- **Price: 9,535 €**

Restroom hall 7 sold
- Product number: 5340044
- Amount: 64 Poster (A3)
- **Price: 8,050 €**

Restroom hall 8 sold
- Product number: 5340045
- Amount: 62 Poster (A3)
- **Price: 7,845 €**

Restroom hall 9 sold
- Product number: 5340046
- Amount: 60 Poster (A3)
- **Price: 7,455 €**

Restroom hall 10.1 reserved
- Product number: 5340101
- Amount: 26 Poster (A3)
- **Price: 2,755 €**

Restroom hall 10.2 reserved
- Product number: 5340038
- Amount: 31 Poster (A3)
- **Price: 3,180 €**

Restroom hall 11.1
- Product number : 5340114
- Amount: 80 Poster (A3)
- **Price: 8,955 €**

Restroom hall 11.2
- Product number : 5340115
- Amount: 56 Poster (A3)
- **Price: 6,275 €**



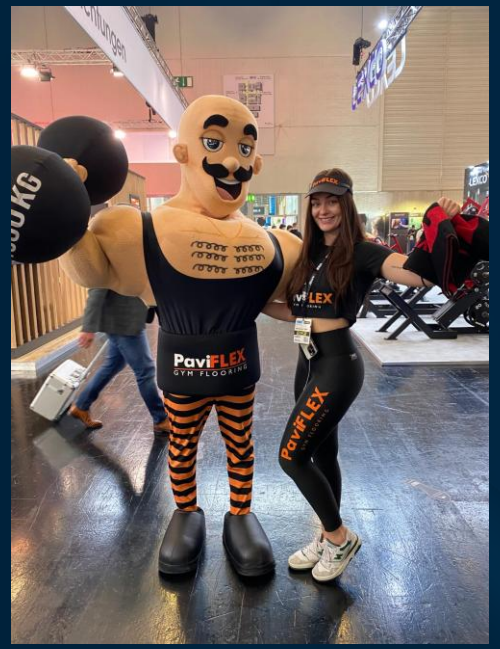
INDOOR ADVERTISING
PROMOTION TEAM

Lead potential customers directly to your stand! You could hand out free product samples, give-aways or flyers.

2 Promotors
- Product number: 5340050
- Permission for team of 2
- Valid at all four days of the show
- **Price: 3,965 €**

3 Promotors
- Product number: 5340051
- Permission for team of 3
- Valid at all four days of the show
- **Price: 5,950 €**

This license does not include staff.

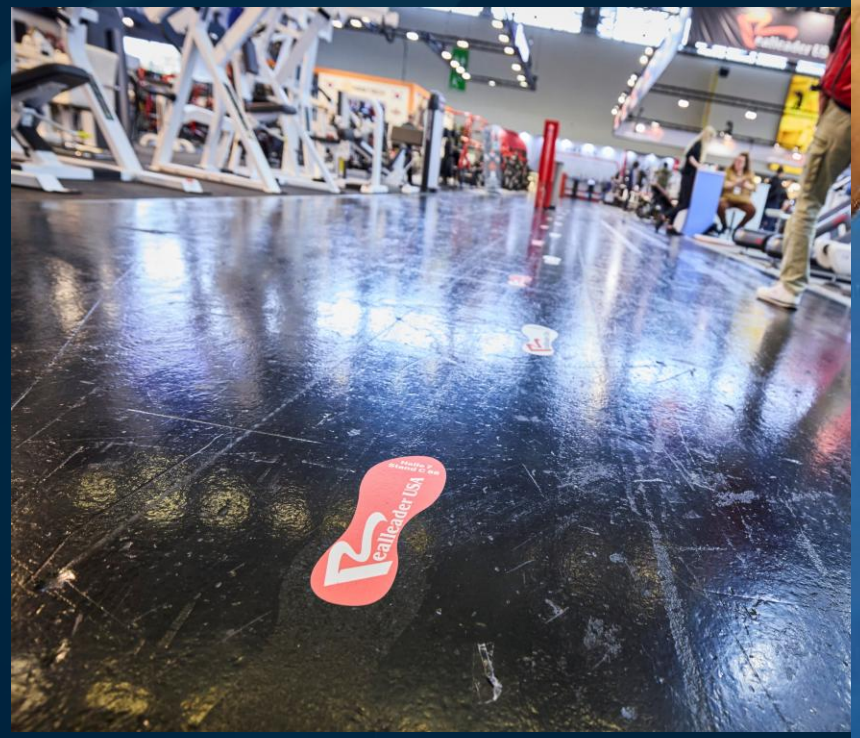




INDOOR ADVERTISING
FOOTSTEPS

Footsteps will lead visitors to your stand. Make sure that no visitor loses sight of your company!

Footsteps
- Product number: 5320035
- Dimensions: 15.00 x 35.00 cm (w x h)
- Approx. shoe size 44
- Quantity: minimum 100 steps
- **Price**: 3,500 € (100 footsteps**)**





INDOOR ADVERTISING
SCANNER BRANDING

Your brand directly at the entrance – a place where you will have your target groups attention..

Scanner Floorpanel

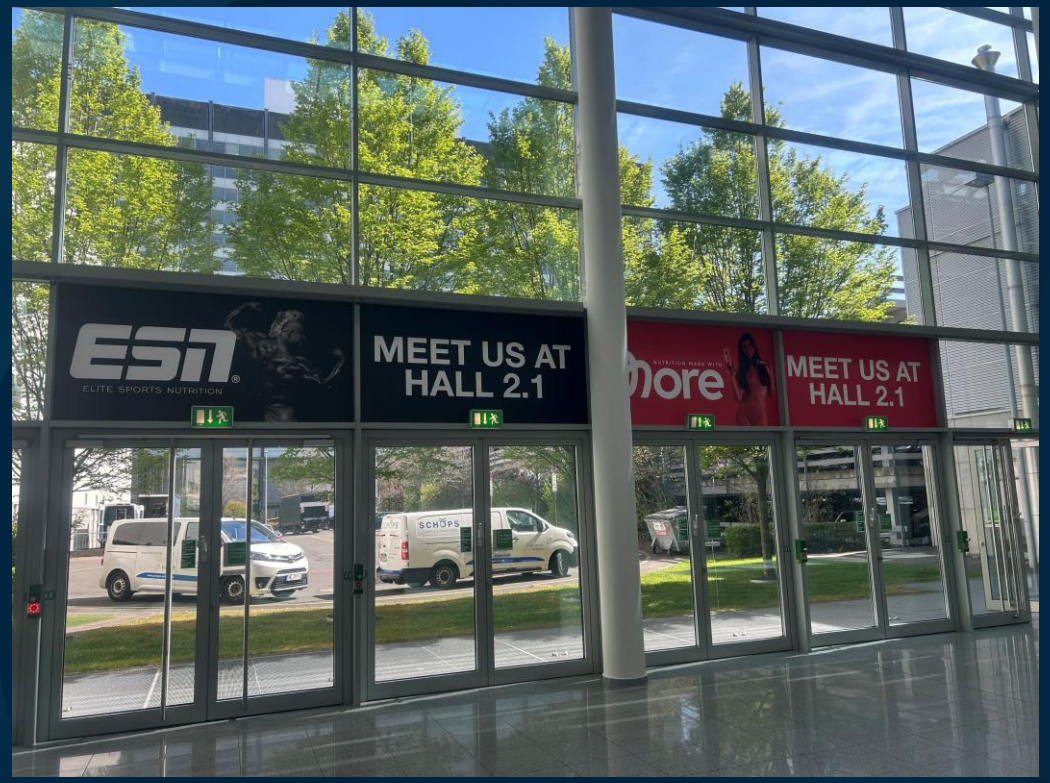
- Product number: 5360243
- Format Floorpanel: 779 × 304 mm + 3 mm cut
- Entrance North: 14 Scanner
- Entrance South: 12 Scanner
- Entrance West: 8 Scanner
- Entrance East: 6 Scanner
- Entrance P10: 4 Scanner
- Entrance Confex: 4 Scanner

- **Price per Scanner : 845 €**
  (booking only complete entrance)



INDOOR ADVERTISING
WINDOW BRANDING

- Product number: 5320129
- Position: different positions available
- Size: Variabel
- Material: SK-Folie, one site / back site grey
- **Price per film: 815 €**



INNENWERBUNG
WINDOW BRANDING PASSAGE 4-10

Window to the right of the passageway to the piazza

- Product number: **5320273**
- Size: B 1,90 m x H 1,75 m
- Material: SK-Folie, einseitig / Rückseite grau
- **Price per window: 645 €** **reserved**



INDOOR ADVERTISING
ENTRANCE AREA NORTH

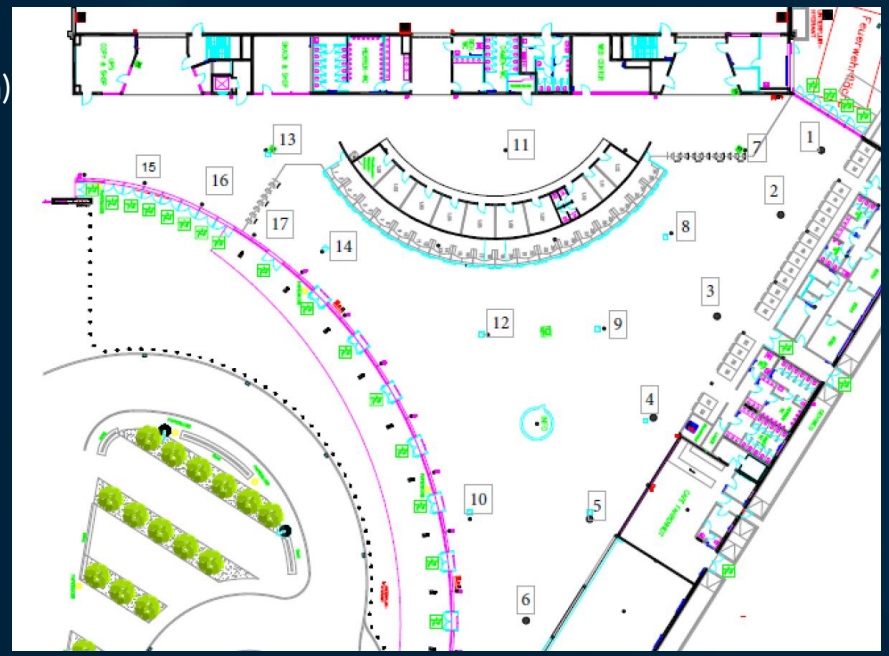
Welcome FIBO visitors with your brand directly at the North Entrance and direct their attention to your company early on.

Column Branding in the Foyer (40cm)
- Product number: 5320026
- Amount: 10 columns available
- Minimum purchase: 3 columns
- Dimensions: 3.2 m²
- **Price per column: 690 €**

Column Branding in the Foyer (85cm)
- Product number: 5320025
- Amount: 6 columns available
- Minimum purchase: 2 columns
- Dimensions: 6,75 m² (2.70 x 2.50 m (c x h)
- **Price per column: 1,050 €**







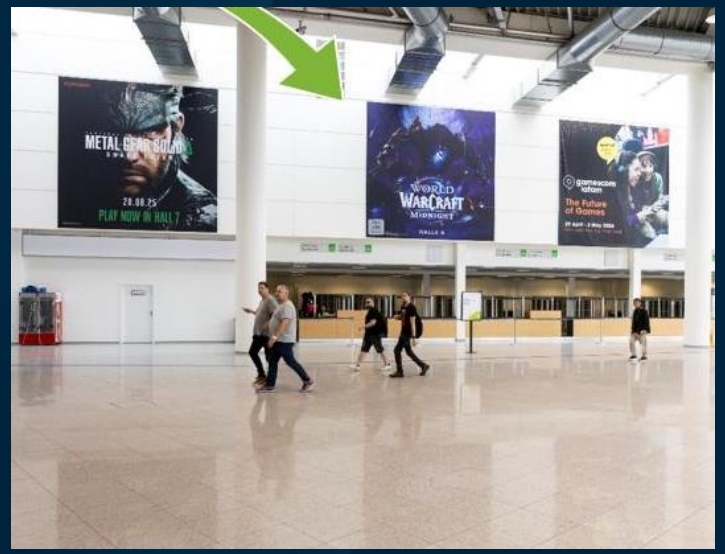
INDOOR ADVERTISING
ENTRANCE NORTH

Place your message at one of the main routes visitors have to pass on their way to halls 6-9. Visitors and exhibitors who enter FIBO via the North Entrance will thus be exposed to your brand, product or service to the maximum.

Wall Banner Foyer North
- Product number: 5320081
- Position 1, 6, 7, 8
- Dimensions: 24,01 m² (4,9 x 4,9 m (w x h))
- **Price: 4,465 €**



Wall Banner Foyer North
- Product number: 5360190
- Position 2, 3, 4, 5
- Dimensions: 24,01 m² (4,9 x 4,9 m (w x h))
- Price: 5,645 € **reserved**



Position	Position description
Position 1	Banner size 4,90x4,90m possible
Position 2	Stretch frame size 4,90x4,90m
Position 3	Stretch frame size 4,90x4,90m
Position 4	Stretch frame size 4,90x4,90m
Position 5	Stretch frame size 4,90x4,90m
Position 6	Banner size 4,90x4,90m possible
Position 7	Banner size 4,90x4,90m possible
Position 8	Banner size 4,90x4,90m possible

INDOOR ADVERTISING
ENTRANCE AREA NORTH

Welcome FIBO visitors with your brand directly at the North Entrance and direct their attention to your company early on.

Branding Info Point Foyer (perfect in combination with the led screen above)

- Product number: 5320196
- Amount: 16 foils
- Dimensions: 14.3 m²
  (90.5 x 99 cm (w x h))
- **Price: 5,915 €**





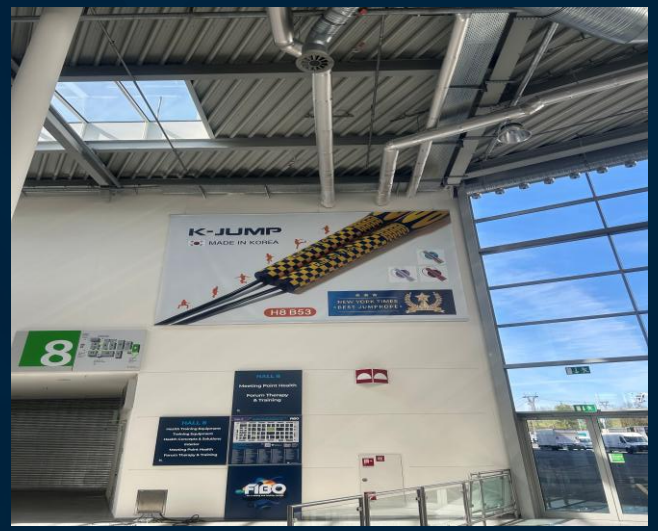
INDOOR ADVERTISING
ENTRANCE NORTH

Place your message at one of the main routes visitors have to pass on their way to halls 6-9. Visitors and exhibitors who enter FIBO via the North Entrance will thus be exposed to your brand, product or service to the maximum.

EXCLUSIVE

Wall Banner above Northern Entrance of Hall 8

- Product number: 5320112
- Exclusive 1 exhibitor
- Dimensions: 24 m² (6 x 4 m (w x h))
- **Price: 6,175 €**



EXCLUSIVE

Wall Banner above Southern Entrance of Hall 8

- Product number: 5320111
- Exclusive 1 exhibitor
- Dimensions: 80.5 m ² (16.10 x 5 m (w x h))
- **Price: 18,380 €**



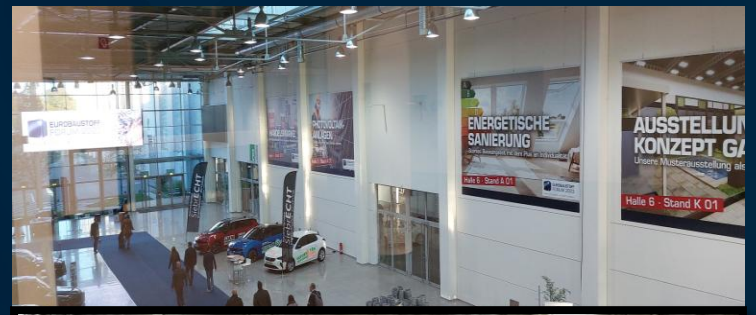
INDOOR ADVERTISING
BANNER NORTH BOULEVARD

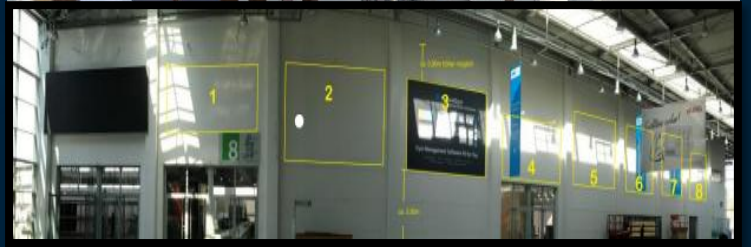
The Boulevard connects the trade fair halls 6 to 9 with Entrance North and leads to the Central Boulevard which connects to Entrance South. All visitors entering via Entrance North will have to walk on the Boulevard.

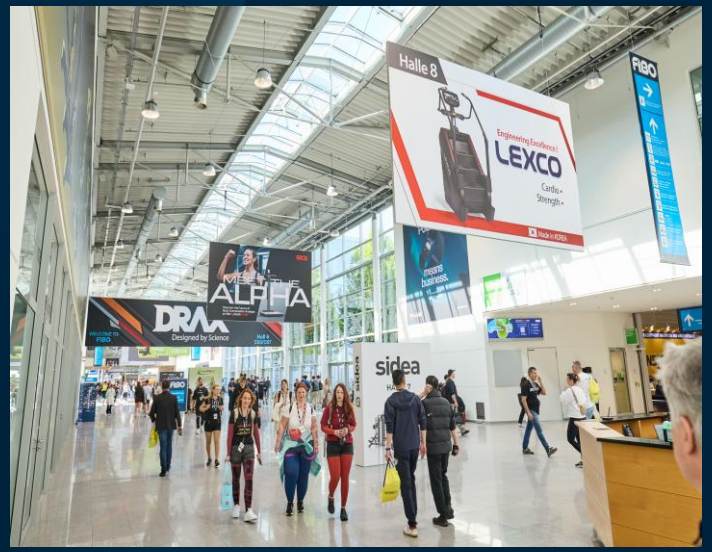
Wall Banner Hall 8 (south side)
- Product number: 5320065
- Position 1, 4, 8, (18 m²)
- Position 2, 3, 5, 6, 7 (24 m²)
- **Price: 4,655 €**

Banner North Boulevard
- Product number: 5320068
- Different positions available
- Dimensions: both sides printed 30 m² (15m² each side 5 x 3 m (w x h))
- **Price: 6,775 €** **sold**

Giant Banner North Boulevard
- Product number: 5320078
- Different positions available
- Dimensions: both sides printed 87,6 m² (43.8 m² each side 14.60 x 3 m (w x h))
- **Price: 14,060 €** **sold**







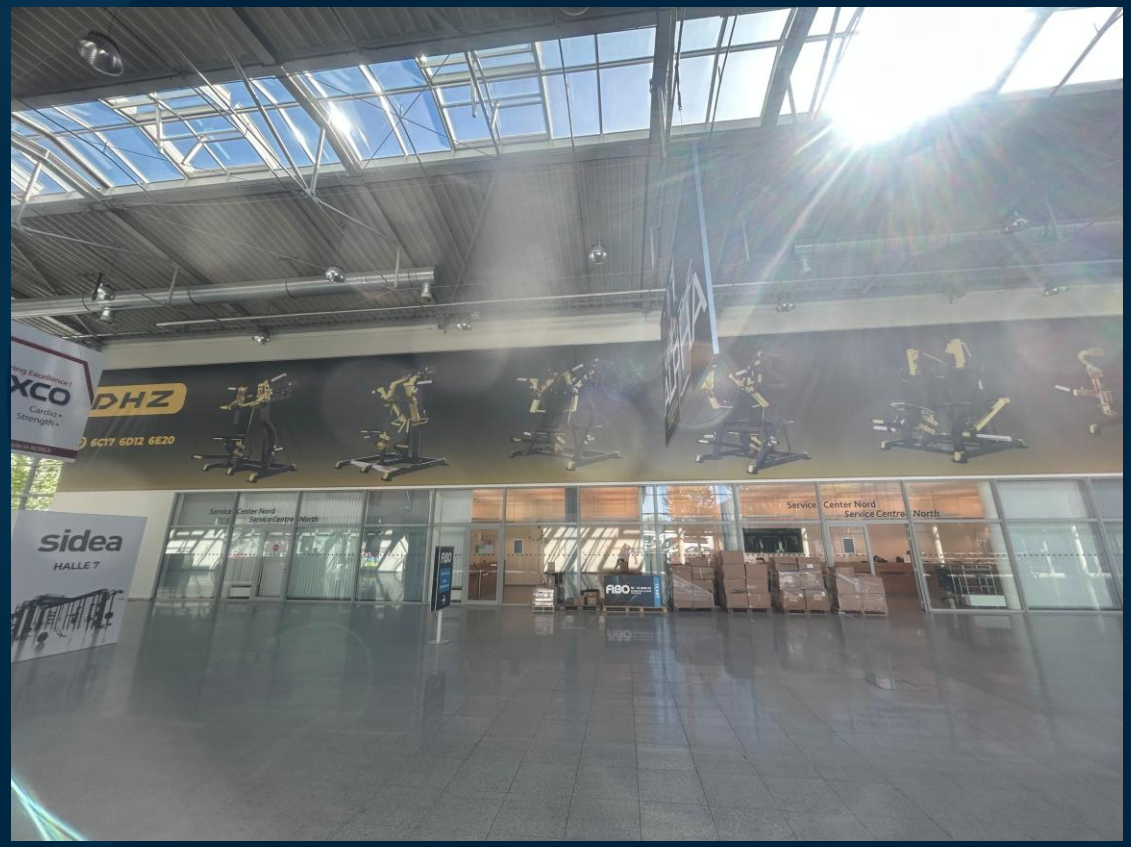


INDOOR ADVERTISING
GIANT BANNER NORTH BOULEVARD

Place your message in one of the most frequented places - above our Service Center.

Giant Banner above the Service Center North

- Product number: 5320323
- Dimensions: 200 m² (40 x 5 m (w x h))
- **Price: 39,920 €** **sold**

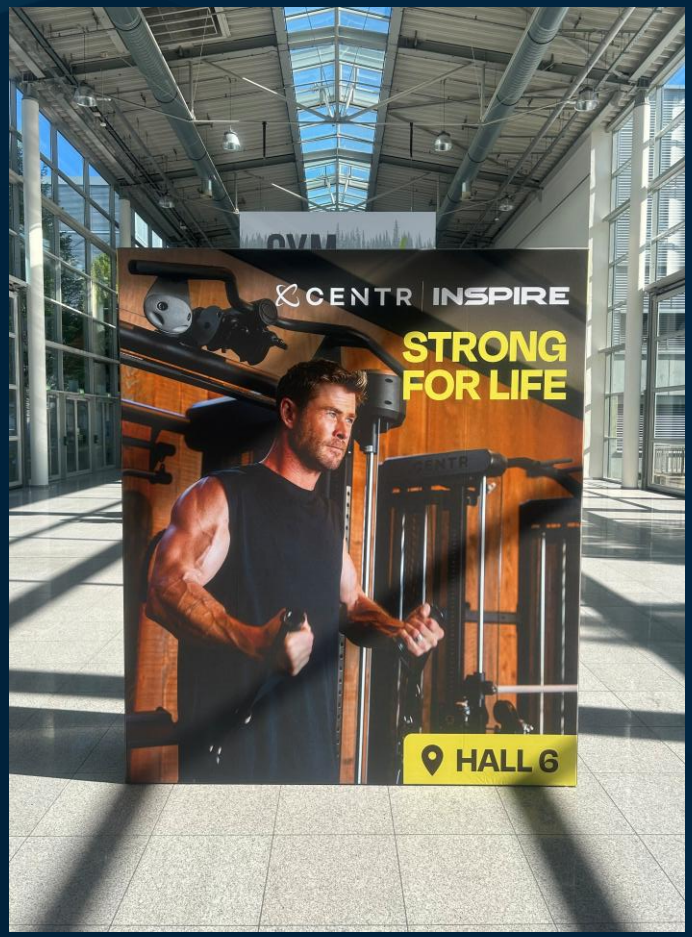


INDOOR ADVERTISING
NORTH BOULEVARD & CONFEX

Ad-Boxes deliver a strong contrast and stand out even from a distance.

Ad-Box North Boulevard
- Product number: 5320077
- Position: 6 positions available
- Dimensions: 5.25 m² (w2,10 x h2,40 x d0,40)
- **Price: 4,345 €** **sold**

Ad-Box CONFEX Foyer
- Product number: 5320077
- Position: 2 positions available
- Dimensions: 5.25 m² (w2,10 x h2,40 x d0,40)
- **Price: 4,345 €**

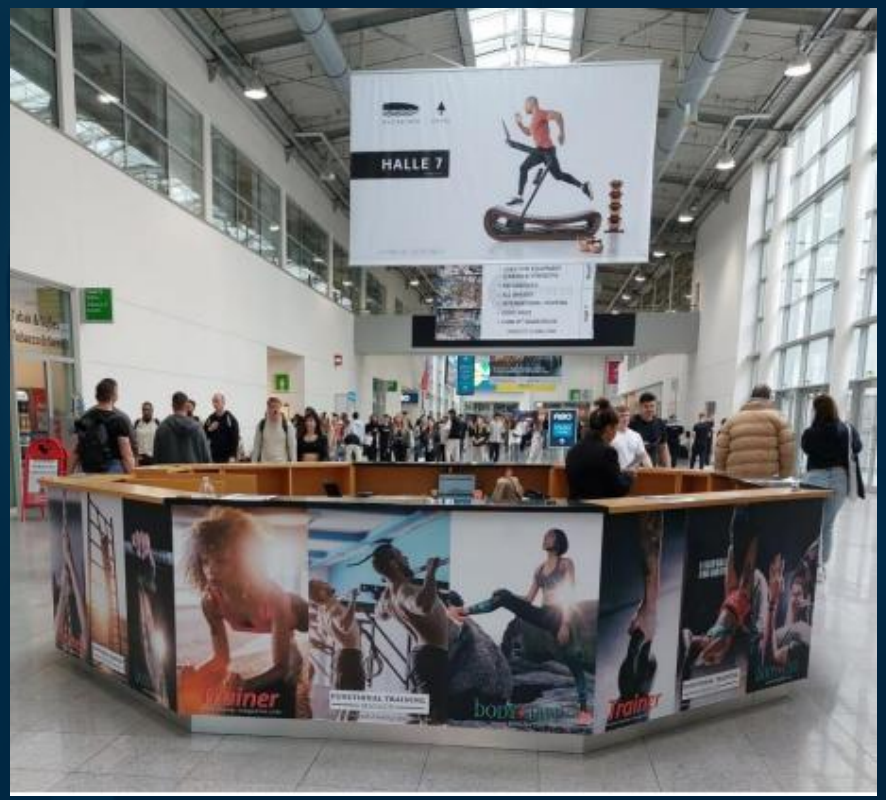


INDOOR ADVERTISING
NORTH BOULEVARD

The Information Point serves as a reference for visitors walking the Boulevard. It is the ideal spot to influence those who seek information, orientation and directions.

Branding of Information Point

- Product number: 5320190
- Position: North Boulevard, close to hall 7
- Dimensions: 14,8 m² (4 films each: 7 m² + 4 films each: 7,8 m²)
- **Price: 5,520 €**

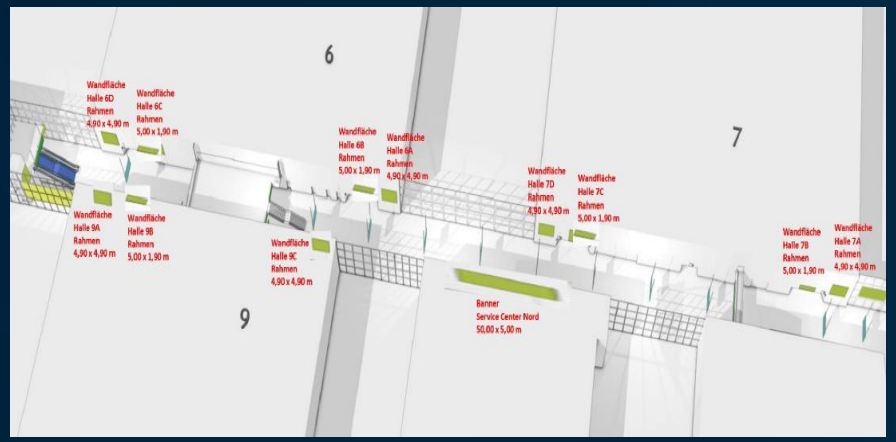


INDOOR ADVERTISING
NORTH BOULEVARD

Catch the attention of your potential customers right at the entrance to your exhibition hall and let them know where you may be found and what you have to offer. The Boulevard connects the trade fair halls 6 to 9 with Entrance North and leads to the Central Boulevard, which connects with Entrance South. All visitors who enter through Entrance North must walk the Boulevard.

Banner Hall Entrance

- Product number: 5320128
- Hall 6, Hall 7 and Hall 9
- Dimensions: 24,01 m² (4,90 x 4,90 m (w x h))
- **Price: 6,365 €**



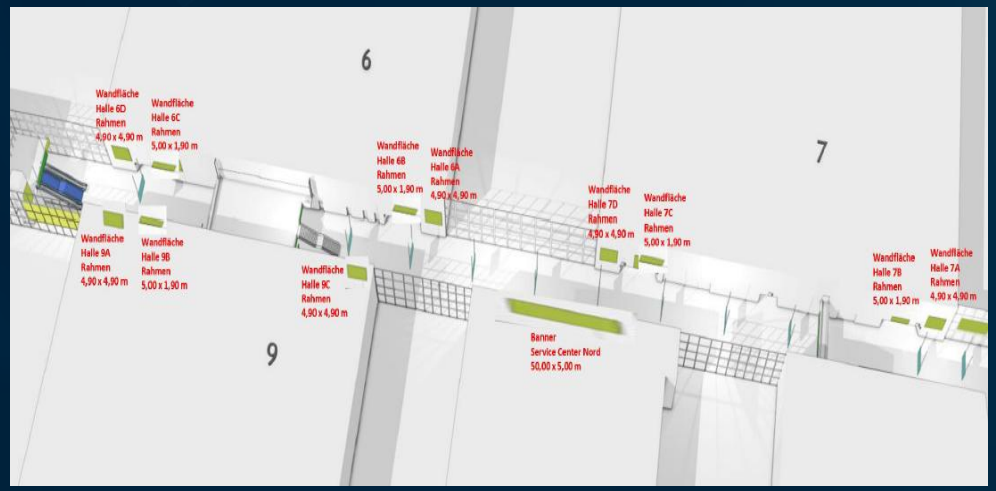


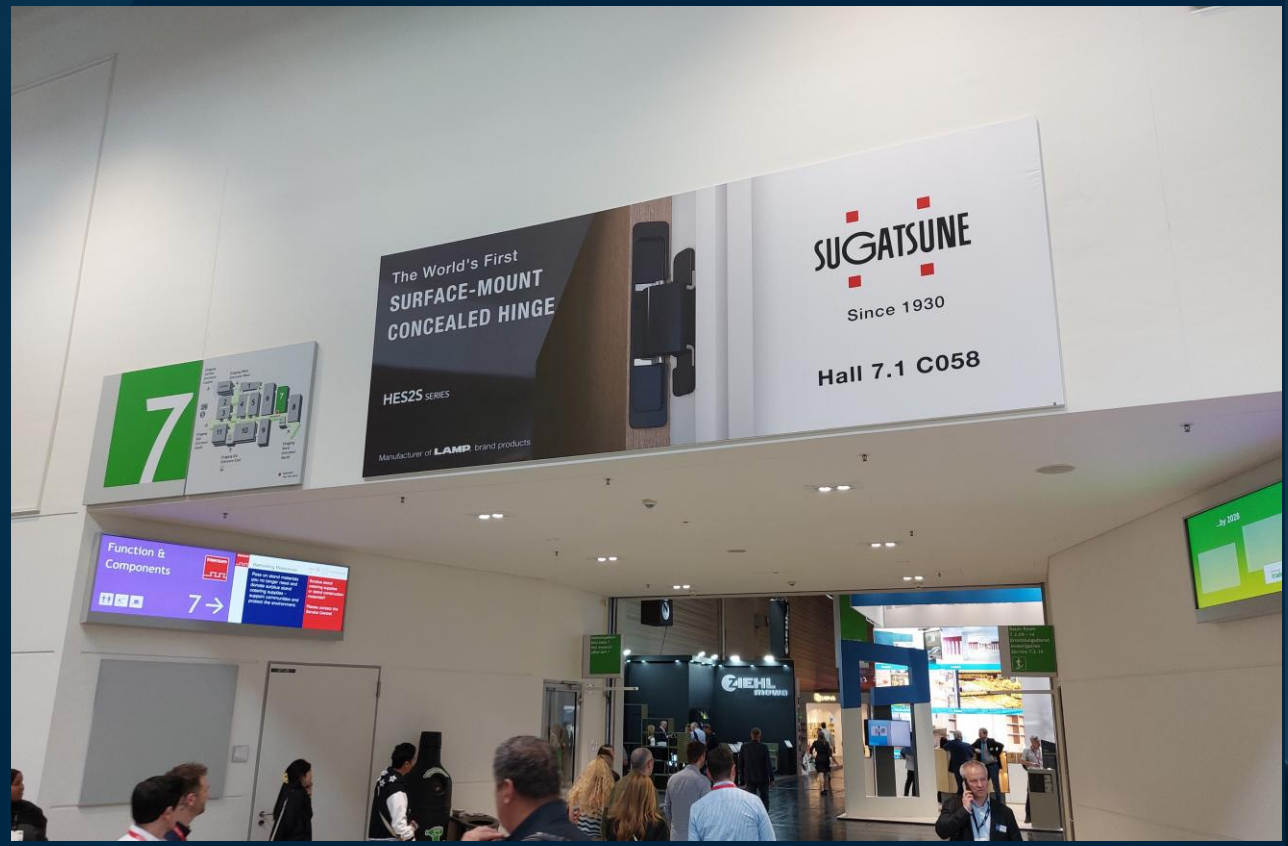
INDOOR ADVERTISING
NORTH BOULEVARD

Secure the attention of your potential customers directly at the entrance to your hall and let all visitors know where to find you and why a visit is worthwhile. The Boulevard connects the North Entrance with Halls 6-9 and leads to the Central Boulevard, which is connected to the South Entrance. All visitors arriving via the North Entrance use the North Boulevard.

Wall banner hall entrances

- Product number: 5320324
- Hall 6B, 6C; Hall 7B, 7C; Hall 9B
- Format: 9,5 m² (5,0 m x 1,90 m (B x H))
- **Price: 2,850 €**





INDOOR ADVERTISING
FLOOR BRANDING

- Product number: 5320037
- Size: 57sqm
- Material: digital print
- Avaible: Hall 6, Hall 7, Hall 9
- **Price: 16,540 €**



INDOOR ADVERTISING
NORTH TO CENTRAL BOULEVARD

The staircase represents the central point for FIBO visitors changing from northern halls 6 - 9 to the central halls 4 - 10. This bottleneck ensures a high level of attention from your potential customers.

EXCLUSIVE

Window Branding

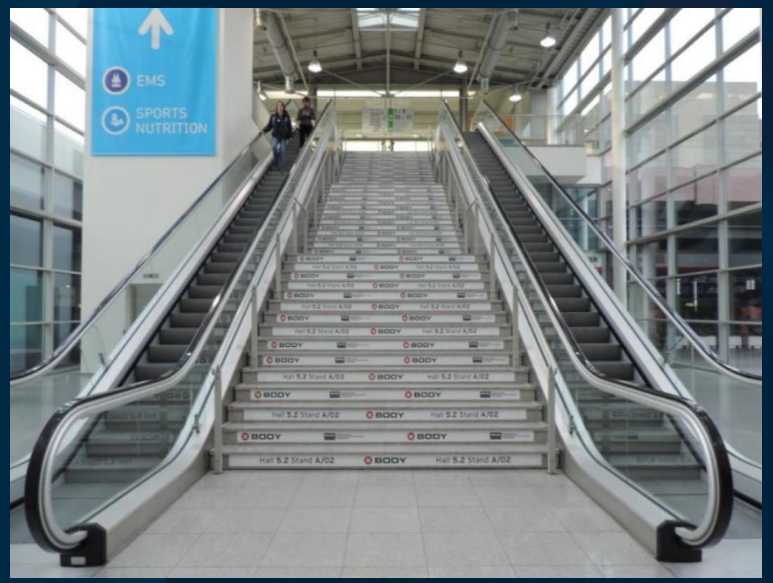
- Exclusive 1 exhibitor
- Position: windows on the East and West side of the Stairs
- Dimensions East and West: 8,4 m²221/245/245 x 119 cm (w x h)
- **Price East side: #5320191 3,420 €**
  Price West side: #5320192 3,420 €
  Price Both sides: #5320193 6,840 €



EXCLUSIVE

Stairs Branding
North to Central Boulevard

- Product number: 5320101
- Exclusive 1 exhibitor
- Dimensions: 14.9 m² (3 m x 0.11 m (w x h) á 45 steps)
- **Price: 16,265 €**



INDOOR ADVERTISING
WALL BANNER CENTRAL BOULEVARD

Hit directly into the heart! The Central Boulevard is the main artery, providing visitors access to halls 4, 5 and 10. No matter which entrance visitors will use, sooner or later, they will be strolling on the Central Boulevard.

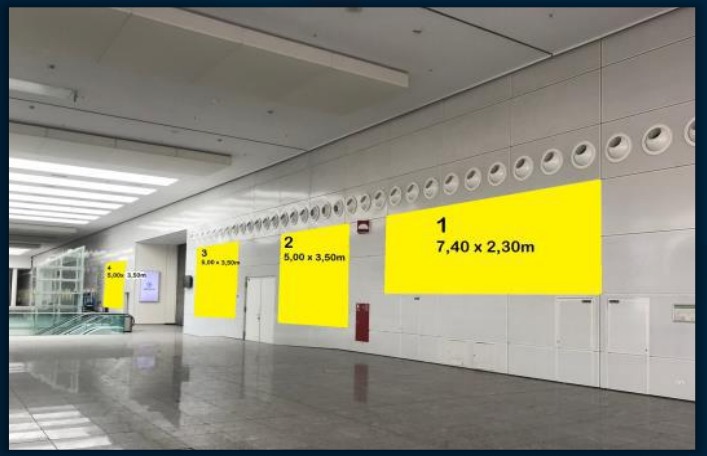
Wall banner Central Boulevard 1
- Product number: 5320142
- Position: right of the entrance to hall 5
- Dimensions: 23 m² (10 x 2.30 m (w x h))
- **Price: 7,625 €**

Wall banner Central Boulevard 2
- Product number: 5320143
- Position: right of the entrance to hall 5
- Dimensions: 17.5 m² (5 x 3.50 m (w x h))
- **Price: 5,645 €**



Wall banner Central Boulevard 3
- Product number: 5320144
- Position: right of the entrance to hall 5
- Dimensions: 17.5 m² (5 x 3.50 m (w x h))
- **Price: 5,645 €**

Wall banner Central Boulevard 4
- Product number: 5320145
- Position: left of the entrance to hall 5
- Dimensions: 17.5 m² (5 x 3.50 m (w x h))
- **Price: 5,645 €**



Wall banner Central Boulevard 5
- Product number: 5320146
- Position: left of the entrance to hall 5
- Dimensions: 59.5 m² (17 x 3.50 m (w x h))
- **Price: 19,705 €**

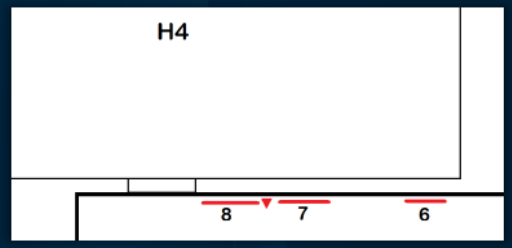
INDOOR ADVERTISING
WALL BANNER CENTRAL BOULEVARD

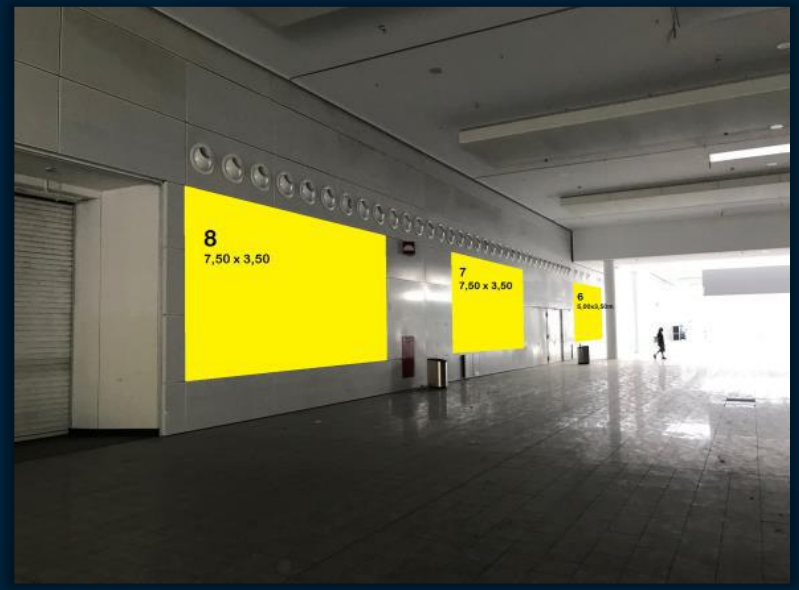
Hit directly into the heart with your advertisement. The Central Boulevard is the main artery and will guarantee maximum exposure at the access to the halls 4,5 and 10. No matter which entrance visitors will use, sooner or later, they will be strolling on the Central Boulevard.

Wall banner Central Boulevard 6
- Product number: 5320147
- Position: right of the entrance to hall 4
- Dimensions: 17.5 m² (5 x 3.50 m (w x h))
- **Price: 5,645 €**

Wall banner Central Boulevard 7
- Product number: 5320148
- Position: right of the entrance to hall 4
- Dimensions: 26.3 m² (7.50 x 3.50 m (w x h))
- **Price: 8,480 €**

Wall banner Central Boulevard 8
- Product number: 5320164
- Position: right of the entrance to hall 4
- Dimensions: 26.3 m² (7.50 x 3.50 m (w x h))
- **Price: 8,480 €**





INDOOR ADVERTISING
WALL BANNER CENTRAL BOULEVARD

Hit directly into the heart with your advertisement on the main artery, providing visitors access to halls 4, 5 and 10. Your advertisement positioned on the Central Boulevard will guarantee maximum exposure to visitors. No matter which entrance visitors will use, sooner or later, they will be strolling on the Central Boulevard.

Wall Banner Central Boulevard A
- Product number: 5320154
- Position: across from hall 4
- Dimensions: 35 m² (7 x 5 m (w x h))
- **Price: 11,495 €**

Wall Banner Central Boulevard B
- Product number: 5320155
- Position: across from hall 4
- Dimensions: 87.5 m² (17.50 x 5. m (w x h))
- **Price: 28,890 €**

Wall Banner Central Boulevard C
- Product number: 5320156
- Position: across from hall 4
- Dimensions: 17.5 m² (5 x 3.50 m (w x h))
- **Price: 5,645 €**



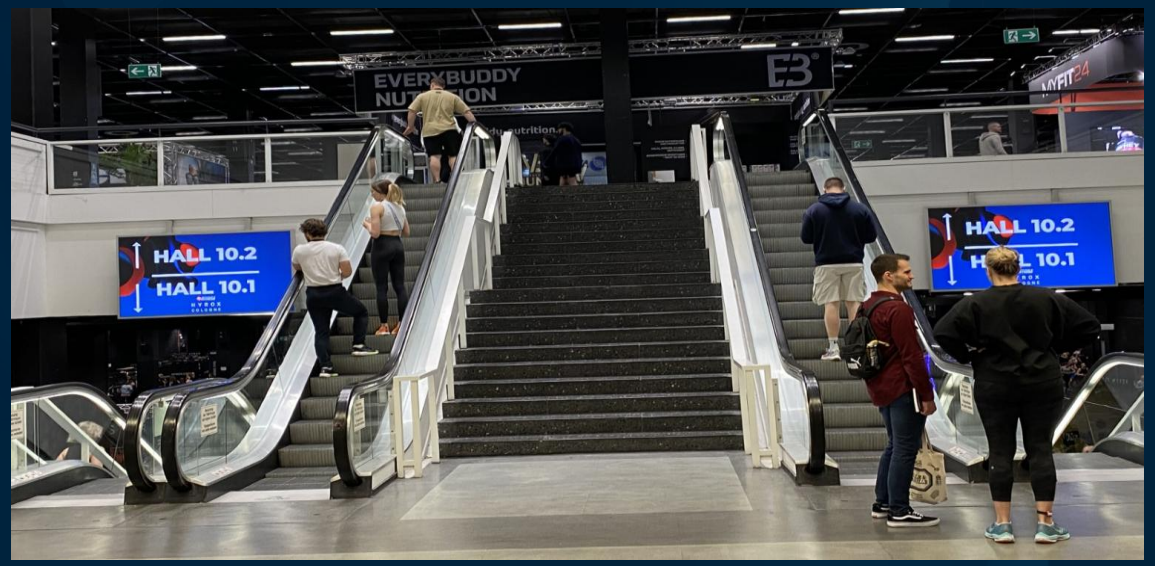
INDOOR ADVERTISING
CENTRAL BOULEVARD, PASSAGE 4/10

Capture the attention of visitors at this central hub. Advertising messages around the Central Boulevard guarantee you maximum visibility. This bottleneck ensures a long-lasting exposure to your messages and high level of attention from your potential customers.

Stair Graphics Hall 4.2 EXCLUSIVE
- Product number: 5320163
- Position: Stairway to hall 4.2
- Amount: 20 steps between escalators
- Dimensions: 5 m² (20 x 1.80 mx 0.14 m (w x h))
- **Price: 4,860 €**

Stair Graphics Hall 10.2 EXCLUSIVE
- Product number: 5320195
- Position: Stairway to hall 10.2
- Amount: 20 steps between escalators
- Dimensions: 5 m² (20 x 1.80 m x 0.14 m (w x h))
- **Price: 4,860 €**

Stair Graphics Passage Halls 10 / 4 EXCLUSIVE
- Product number: 5320102
- Position: Stairway to central boulevard
- Amount: 20 steps
- Dimensions: 19.6 m² (20 x 7 m x 0.14 m (w x h))
- **Price: 11,815 €**



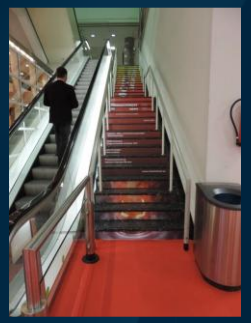


INDOOR ADVERTISING
STAIR BRANDING

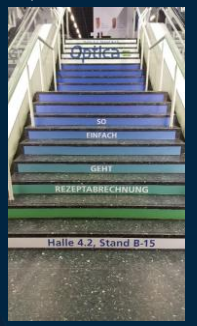
passage 4/5 to hall 4 and 5
- Product number: 5320310
- Size: 1,00m x H 0,12 m
- **Price: 3,815 €**



from hall 4.1 to passage 2/4
- Product number: 5320311
- Size: 1,30m x H 0,12 m
- **Price: 3,840 €**



from passage 2/4 to hall 4.2
- Product number: 5320312
- Size: 2,20m x H 0,12 m
- **Price: 2,705 €**



from passage 3/4 to hall 4.2
- Product number: 5320313
- Size: 2,10m x H 0,12 m
- **Price: 2,630 €**



from passage 3/11 to hall 3.2
- Product number: 5320314
- Size: 2,30m x H 0,12 m
- **Price: 1,255 €**



from passage 3/4 to hall 3.2
- Product number: 5320315
- Size: 5,50m x H 0,10 m
- **Price: 1,250 €**



INDOOR ADVERTISING
LIGHT FRAME

Light frame hall entry hall 3 to passage 3/4
- Product number: 5320321
- Size: B 3,50 m x H 2,00 m
- Material: Stoffbanner mit Gummilippe
- **Price: 3,115 €**

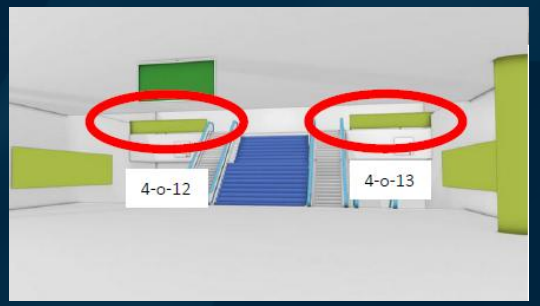


Light frame hall entry hall 3 to passage 3/11
- Product number: 5320320
- Size: B 3,00 m x H 3,00 m
- Material: Stoffbanner mit Gummilippe
- **Price: 4,005 €**



INDOOR ADVERTISING
BANNER

frontal banner from passage 2/4 to hall 4.2
- Product number: 5320316
- Size: B 2,50 m x H 0,90 m
- Material: PVC Frontlit
- Price: **2,300 €**





frontal banner from passage 3/4 to hall 4.2
- Product number: 5320317
- Size: B 2,50 m x H 1,00 m
- Material: PVC Frontlit
- Price: **2,300 €**



frontal banner from passage 3/11 to hall 3.2
- Product number: 5320318
- Size: B 2,50 m x H 0,90 m
- Material: PVC Frontlit
- Price: **1.293 €**



INDOOR ADVERTISING
ENTRANCE AREA SOUTH

The entrance area South offers products with massive visibility. These are most likely to be remembered, as they would be one of the first and last impressions for all visitors entering or leaving FIBO through the South Entrance.

Window Branding Entrance South EXCLUSIVE
- Product number: 5320130
- Exclusive: 1 exhibitor
- Amount: 42 window panes
- Dimensions: 140.8 m² (42 x 2.94 m x 1.14 m (w x h)
- **Price: 27,060 €** sold

Column Branding Entrance South EXCLUSIVE
- Product number: 5320024
- Exclusive: 1 exhibitor
- Amount: 3 columns
- Dimensions: 22.6 m² (3 x 2.51 x 3 m (w x h))
- Dimensions: 2.58 m x 3 m (w x h)
- **Price: 4,745 €**

Mega Banner Entrance South EXCLUSIVE
- Product number: 5320086
- Exclusive: 1 exhibitor
- Position: above the cash registers
- Amount: 2 banner
- Dimensions: 210 m² (2 x 15 m x 7 m (w x h))
- **Price: 36,395 €** reserved







INDOOR ADVERTISING
BANNER ENTRANCE SOUTH

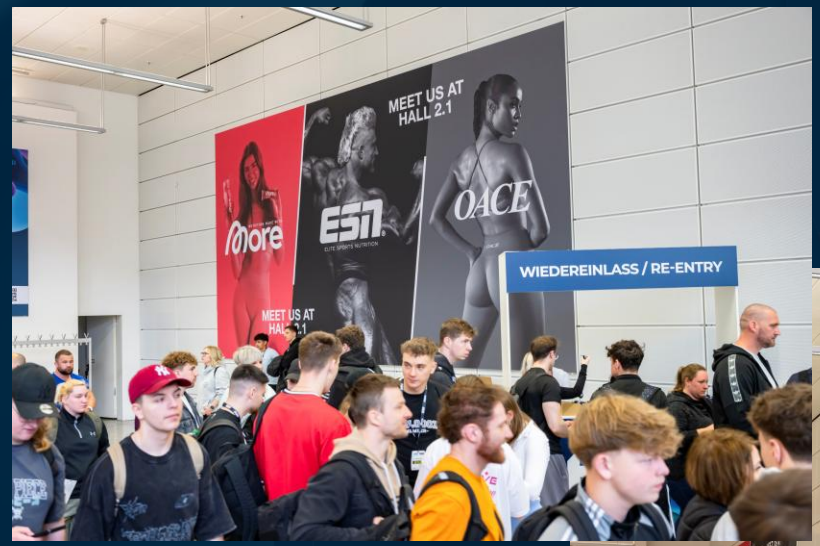
Be at the forefront and draw the attention of visitors entering through the south entrance. Various positions directly behind the turnstiles offer you high and long visibility.

Position 1
- Product number: 5320093
- **Price: 9,945 €** **reserved**

Position 2
- Product number: 5320094
- **Price: 7,940 €**

Position 3
- Product number: 5320095
- **Price: 7,450 €**

Position 4
- Product number: 5320096
- **Price: 7,450 €**



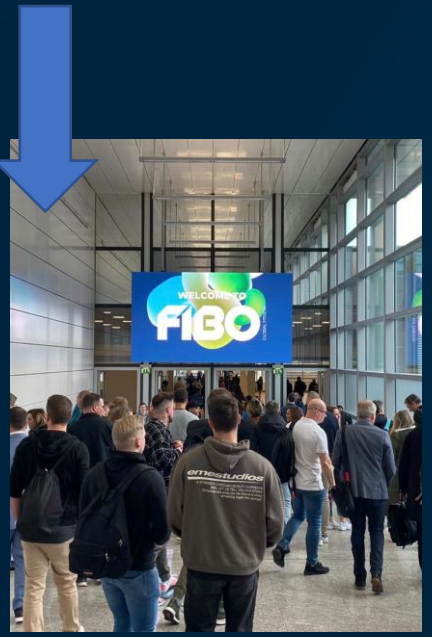


INDOOR ADVERTISING
BANNER ENTRANCE SOUTH

Welcome visitors to the south entrance with this giant banner!

Wall giant banner

- Product number: 5320272
- Position: **after** entrance-scanner
- Size: 112 m² (28m x 4m (B x H))
- **Price: 22,310 €** **reserved**

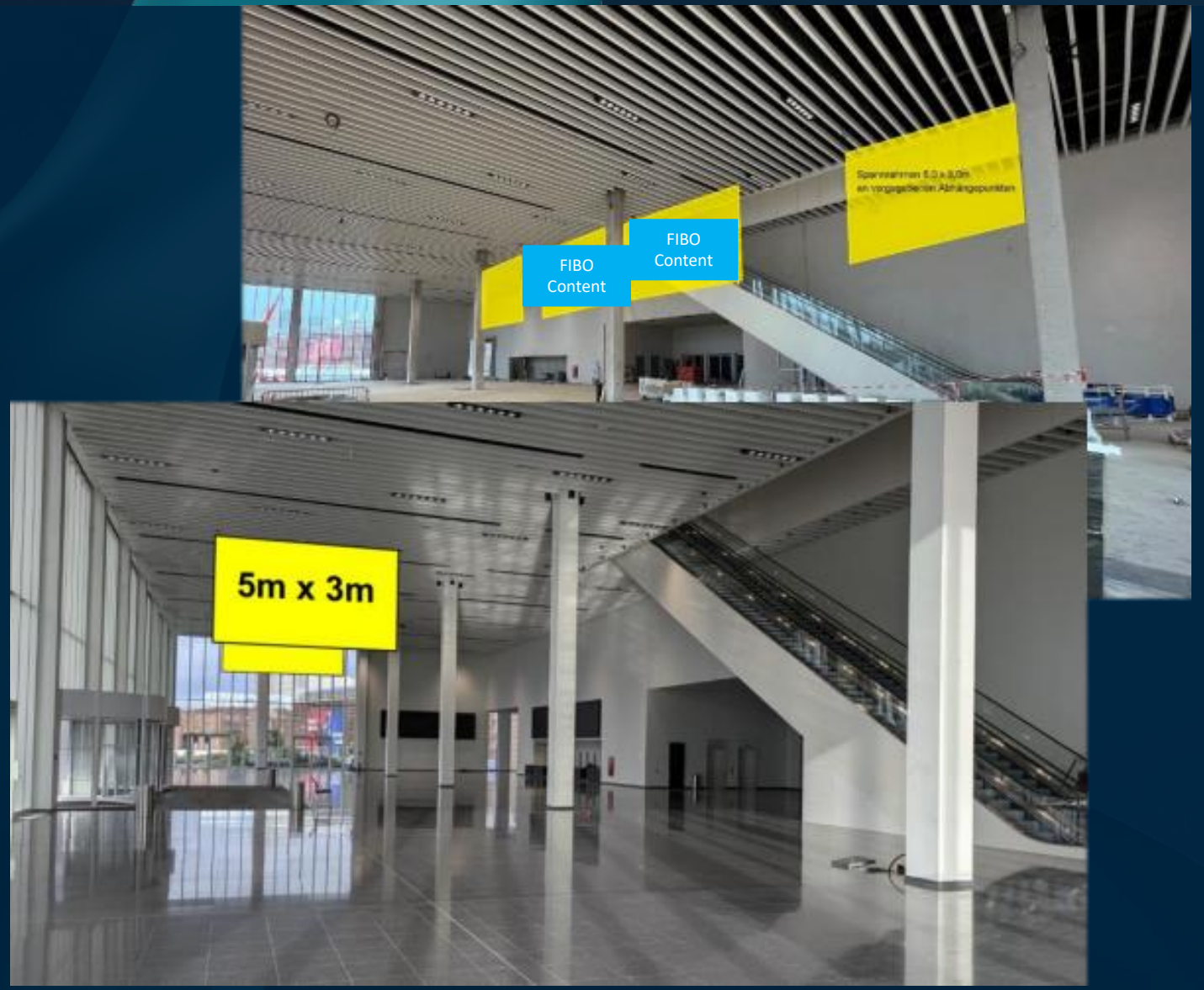




OUTDOOR ADVERTISING
Ceiling banners (foyers)

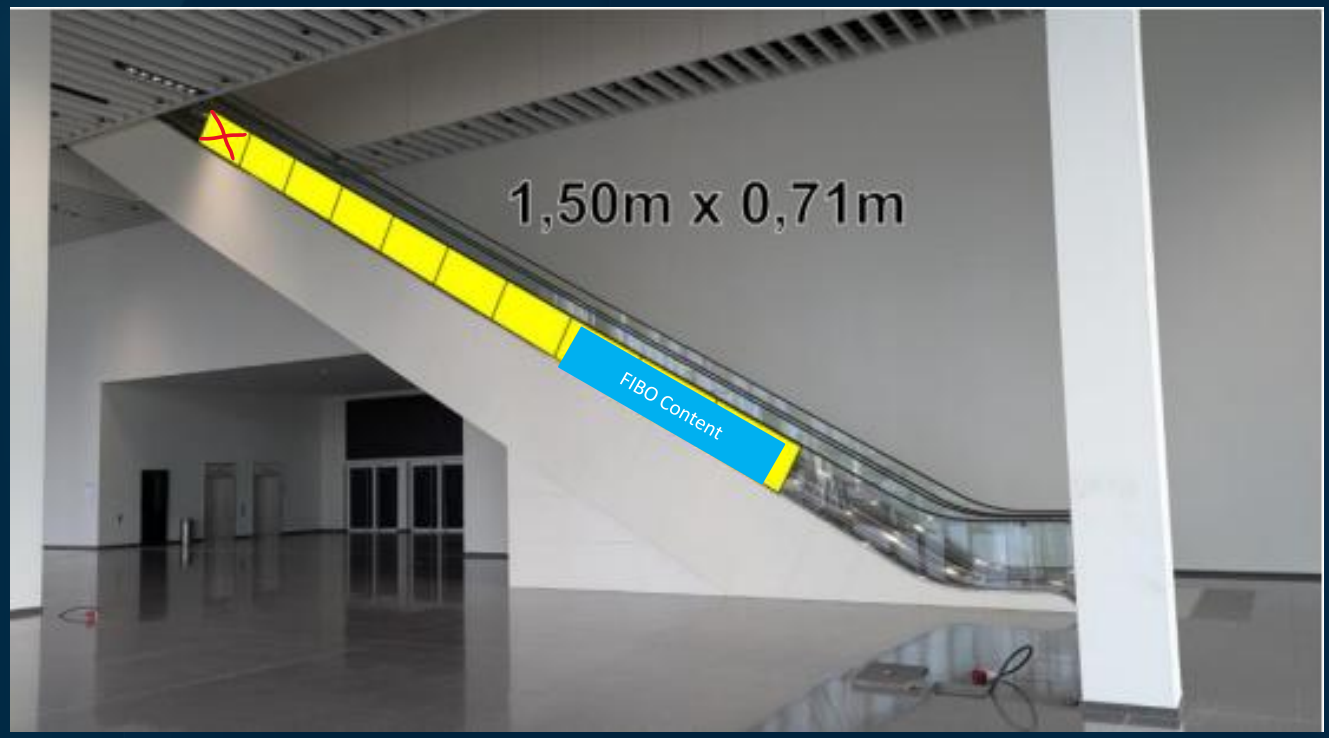
Banner in double-sided stretch frame:

- Product number: 5320361
- Format: W 5.00 m x H 3.00 m
- Aviable: Banner left & right
- Material: Fabric banner with rubber lip
- **Price: 7,530 €**



INDOOR ADVERTISING
Glass pane stickers on escalator

- Product number: 5320362
- Format: W 1.50m x H 0.71m
- 6 available spaces
- Print data requirements: 1cm bleed all around
- **Price: 480 € per segment**



INDOOR ADVERTISING

Banner on wall behind/above escalator / next to screen in south-east foyer

Banner in tenter frame

- Product number: tbd
- Format: W 4.90 m x H 6.00 m
- Print data requirement: 1cm bleed all around.
- Material: Fabric banner with rubber lip
- **Price: tbd**



INDOOR ADVERTISING

Side panels (New bridge west towards hall 1):

- Product number Eastside: 5320365
- Product number Westside: 532066
- Format: W 1.53 m x H 3.0 m
- Print data requirements: 1cm bleed all round
- Material: SK film, one-sided
- **Price: 1,595 €**

Eastside



Westside



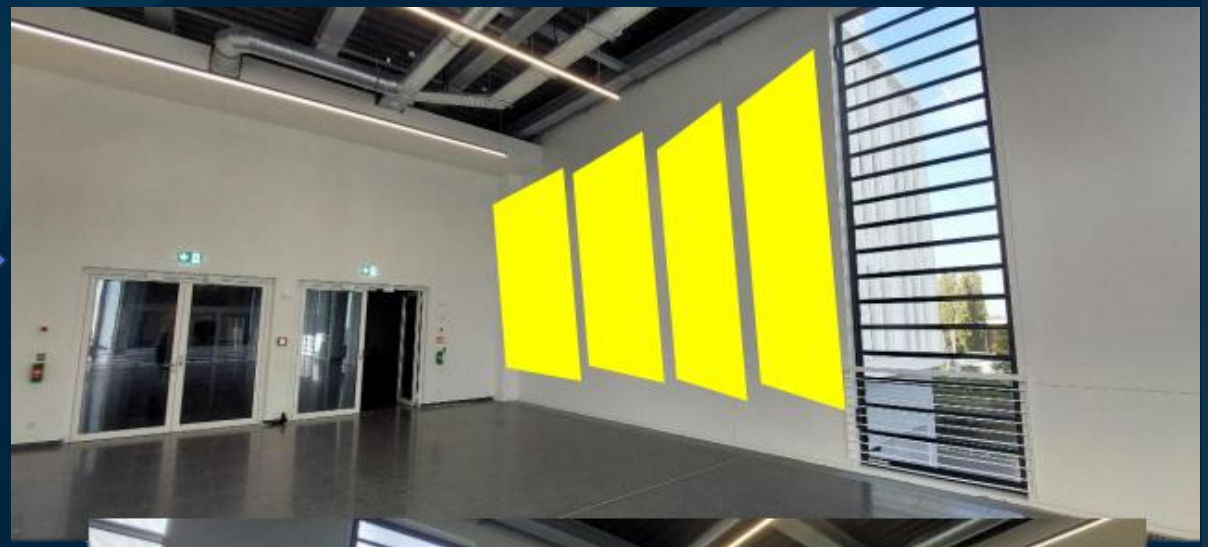


INDOOR ADVERTISING

Stickers next to the entrance to the Confex (New bridge west towards Confex entrance)

- Product number Eastside: 5320368
- Product number Westsside: 5320367
- Format: W 1.53 m x H 3.0 m
- Print data requirements: 1cm bleed all round
- Material: SK film
- **Price: 1,595 €**

Eastside



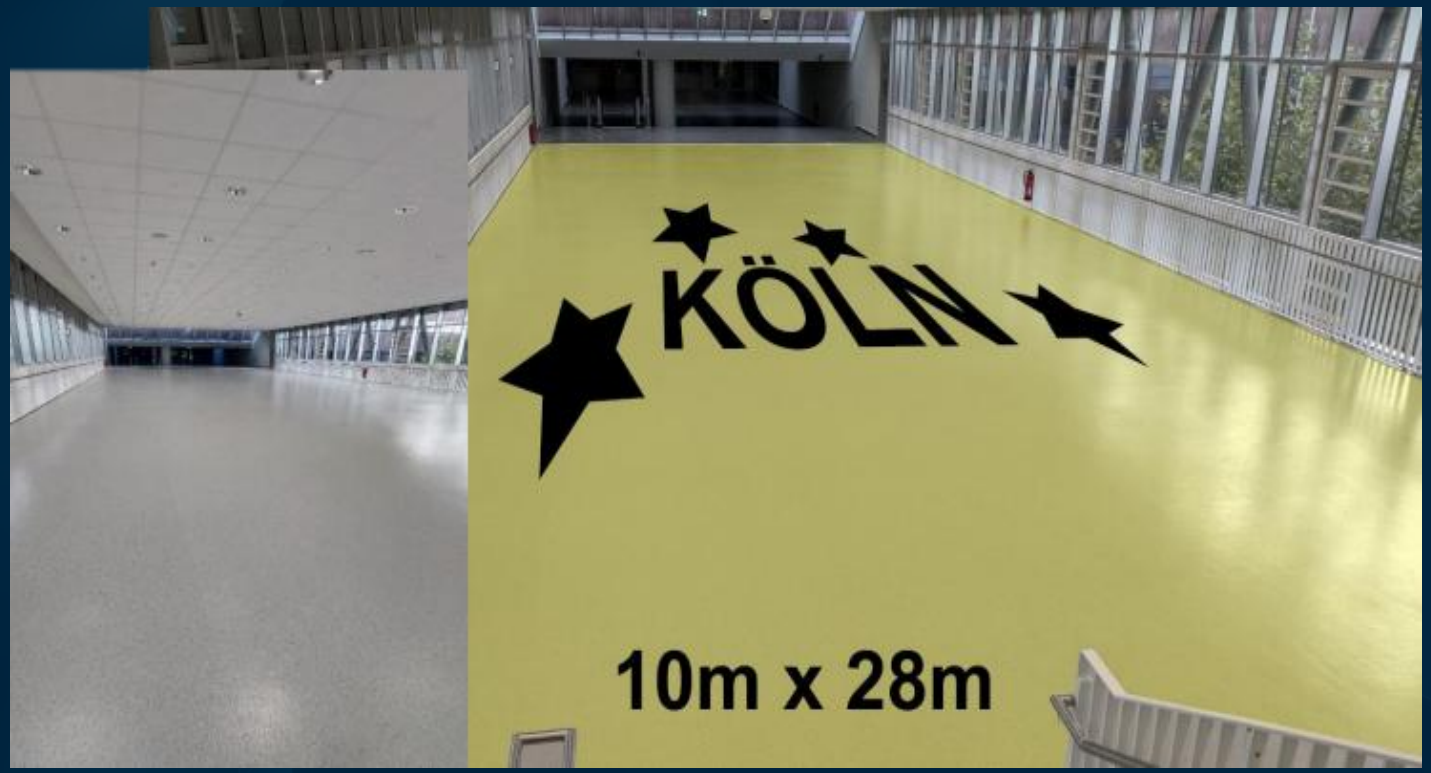
Westside



INDOOR ADVERTISING

Floor covering - West entrance passage to the transition to Hall 1/Confex

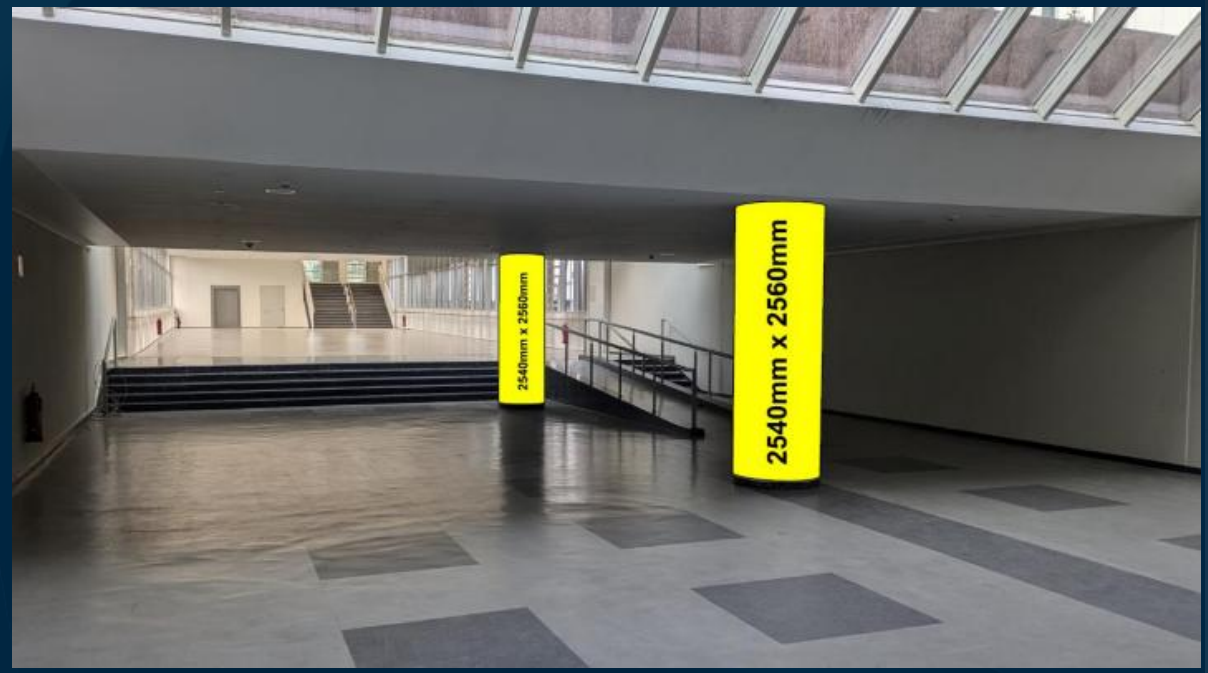
- Product number: 5320369
- Format: W 10 m x L 28 m
- Print data requirements: 1cm bleed all around
- Material: SK film, one-sided
- **Price: on request**



INDOOR ADVERTISING

Column cladding - West entrance passage to the transition to Hall 1/Confex

- Product number: 5320370
- Format: W 2540 mm x H 2560 mm
- 1 Pillar available
- Print data requirement: Motif allowance of 1 cm all round
- Material: Frontlit tarpaulin
- **Price: 1,370 €**



INDOOR ADVERTISING

Window sticker - Passage entrance west to the transition to Hall 1/Confex

- Product number Southside: 5320372
- Product number Northsite: 5320371
- Format: W 1093 mm x H 1693 mm
- Print data requirements: 1cm bleed all around
- Material: SK film
- **Price: 480 €**

Southside



Northside



OUTDOOR ADVERTISING

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FIBO

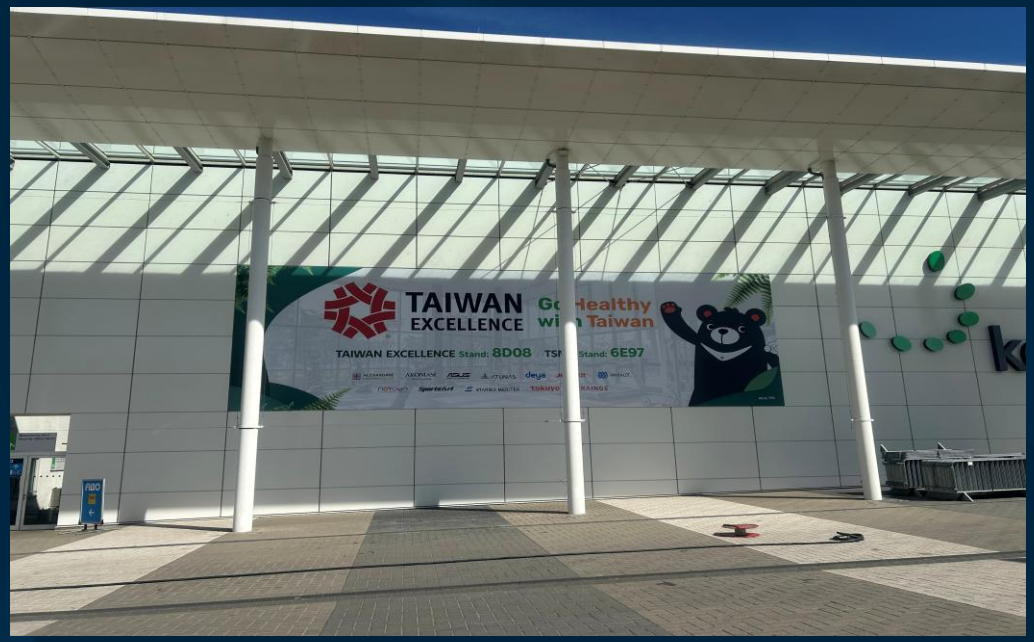
OUTDOOR ADVERTISING
ENTRANCE NORTH

Use your chance to greet the visitors / your potential customers directly at the North Entrance in an eye-catching way.

Banner Entrance North
- Product number: 5320040
- 10 positions
- Dimensions: 36 m² (6 m x 6 m (w x h))
- **Price: 7,710 €** **sold**



80sqm Branding of Noise Barrier
- Product number: 5320048
- Exclusive 1 exhibitor
- Position: next to KölnMesse logo
- Dimensions: 80 m² (16 m x 5 m (w x h))
- **Price: 24,790 €** **sold**



OUTDOOR ADVERTISING
ENTRANCE CC NORTH

Boost your reputation and brand awareness by offering your customers and future customers your very own fast-track entrance to FIBO at the Entrance CC North with an exclusive entrance package.

EXCLUSIVE

Branding Entrance CC North

- Product number: 5320044
- Exclusive: 1 exhibitor
- Size Advertising: 98,66 m²
- **Price: 53,610 €**



OUTDOOR ADVERTISING
SOUTH AREA

Draw attention to your advertising message on the Piazza.

EXCLUSIVE

Banner Piazza

- Dimensions: different dimensions
- **Halle 3 Productnumber 5320299 Price: 10,085 €**
- **Halle 4 Productnumber 5320300 Price: 13,810 €**
- **Halle 10 Productnumber 5320041 Price: 11,875 €** **sold**
- **Halle 11 Productnumber 5320301 Price: 12,260 €**





OUTDOOR ADVERTISING
PIAZZA

Reach all visitors who are entering FIBO via the Entrance South with your advertising and guide them across the open piazza to your booth.

EXCLUSIVE

Window Branding Piazza

- Product number: 5320150
- Exclusive: 1 exhibitor
- Position: above the access to Passage East / Entrance East
- Amount: 4 windows
- Dimensions: 7.9 m² (1.47 x 1.34 m (w x h))
- **Price: 5,125 €**



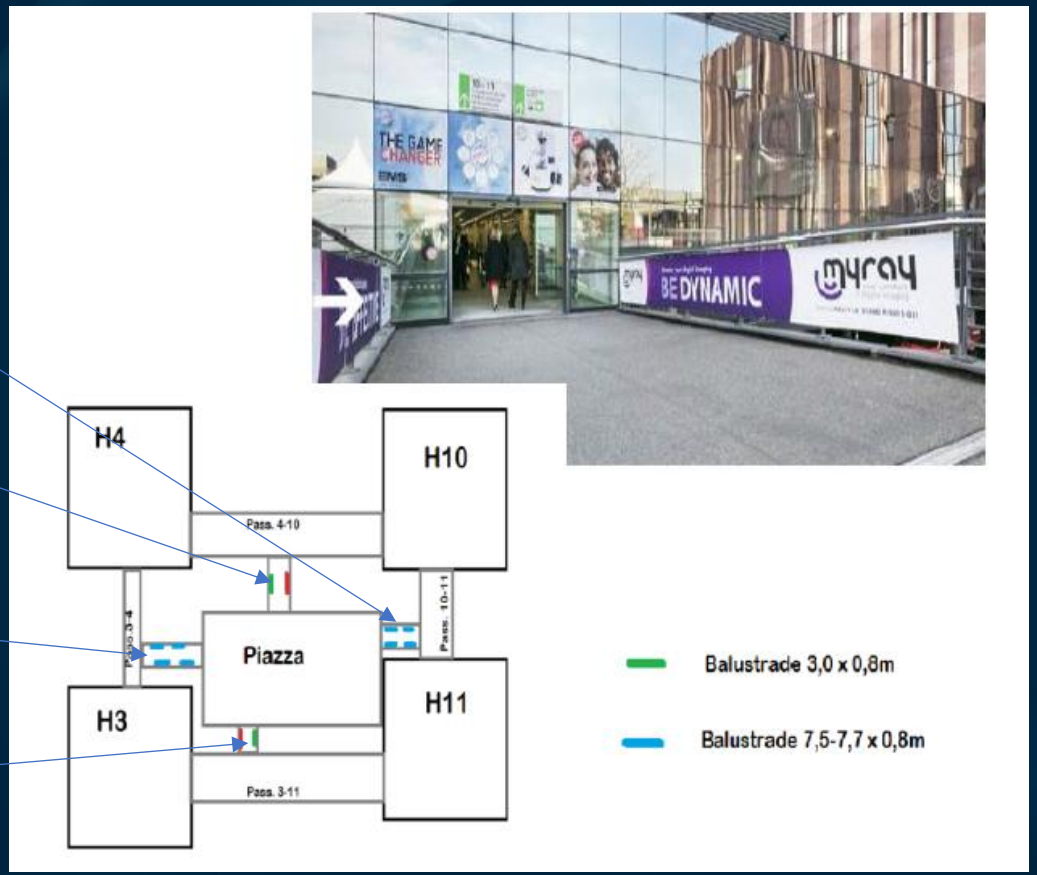
OUTDOOR ADVERTISING
PIAZZA

Ballustrade Piazza Passage 3-4
- Product number: 5320303
- Size: B 7,70 m x H 0,80 m
- Scope: 2 sides, 4 areas
- Price: **3,290 €**

Ballustrade Piazza Passage 3-11
- Product number: 5320304
- Size: B 3,00 m x H 0,80 m
- Scope: 1 side
- Price: **445 €**

Ballustrade Piazza Passage 4-10
- Product number: 5320305
- Size: B 3,00 m x H 0,80 m
- Scope: 1 side
- Price: **445 €**

Ballustrade Piazza Passage 10-11
- Product number: 5320149
- Size: B 7,50 m x H 0,80 m
- Scope: 2 sides, 4 areas
- Price per Site: **3,290 €**



OUTDOOR ADVERTISING
WALL STICKERS

Wall stickers Piazza 4-10
- Product number: 5320151
- Size: B 4,45 m x H 2,92 m
- Price: **6,170 €**



Wall stickers Piazza 3-11
- Product number: 5320306
- Size: B 4,48 m x H 2,98 m
- Price: **6,170 €**



OUTDOOR ADVERTISING
ENTRANCE BRANDING SOUTH

Be the one company or brand greeting FIBO visitors directly at the southern fair entrance and draw attention to your company in one of the most prominent ways.

EXCLUSIVE

Window Branding Entrance South

- Product number: 5320050
- Exclusive: 1 exhibitor
- Format: 100,5 m²,
- inner measurements 2.94 x 1.14 m (w x h)
- Amount: 6 x 5 windows
- **Price: 45,625 €** **reserved**



OUTDOOR ADVERTISING
ENTRANCE BRANDING SOUTH

Be the one company or brand greeting FIBO visitors directly at the southern fair entrance and draw attention to your company in one of the most prominent ways.

EXCLUSIVE

Column Branding Entrance South

- Product number: 5360108
- Position: 1 column branding in the middle
- Exclusive: 1 exhibitor
- Format: B 278,50 cm, x H 400 cm
- **Price: 3,207 €**



OUTDOOR ADVERTISING
BRANDING LEFT SIDE OF ENTRANCE SOUTH

Greet the FIBO visitors directly at the southern fair entrance and draw attention to your company in one of the most prominent ways.

Facade Branding left Entrance South

EXCLUSIVE

- Product number: 5320257
- Exclusive: 1 exhibitor
- Format: 9 m² (2.5 x 3.6 m (w x h))
- **Price: 5,325 €**



Window Branding left Entrance South

EXCLUSIVE

- Product number: 5320258
- Exclusive: 1 exhibitor
- Format: ca. 36 m², 3.5 x 1,14 m (w x h left) and 3,54 x 1,14 m (right)
- **Price: 13,650 €**



OUTDOOR ADVERTISING
ELEVATOR ADVERTISING ENTRANCE SOUTH

Accompany visitors on their way to the highly frequented entrance South as well as when they are leaving the show and secure great deal of attention during the 25 m in front of Entrance South. A lasting impression when your customers enter and leave FIBO.

EXCLUSIVE

Elevator Branding

- Product number: 5320261
- Exclusive: 1 exhibitor
- Dimensions:
  Glass right side: 5 m² (1.25 x 3.98 m (w x h))
  Glass frontal: 5 m² (1.25 x 3.98 m (w x h))
- **Price: 7,750 €** **sold**





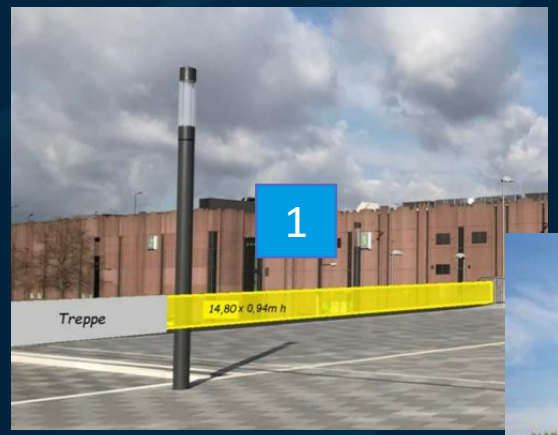
OUTSIDE ADVERTISING
BALUSTRADE ADVERTISING ENTRANCE SOUTH

Accompany visitors on their way to the highly frequented entrance South as well as when they are leaving the show and secure great deal of attention in front of Entrance South. A lasting impression when your customers enter and leave FIBO.

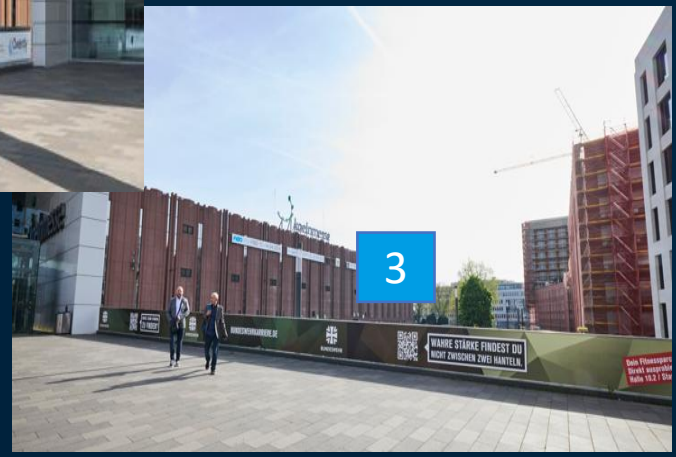
Balustrade Advertising 1 EXCLUSIVE
- Product number: 5320183
- Exclusive: 1 exhibitor
- Position: left towards hall 3
- Size: 18.9 m² (20.15 x 0.94 m (w x h))
- **Price: 7,480 €**

Balustrade Advertising 2 EXCLUSIVE
- Product number: 5320184
- Exclusive: 1 exhibitor
- Position: left towards hall 3
- Size: 16.4 m² (17.45 x 0.94 m (w x h))
- **Price: 6,970 €**

Balustrade Advertising 3 EXCLUSIVE
- Product number: 5320185
- Exclusive: 1 exhibitor
- Position: right towards hall 11
- Size: 23.5 m² (25 x 0.94 m (w x h))
- **Price: 8,270 €** **reserved**







OUTDOOR ADVERTISING
BANNER FRONT SITE HALL 10

Banner front site hall 10 –
at Deutz-Mülheimer-Straße

- Product number: 5320189
- Amount: 19 areas.
- Size: B 3,60 m x H 2,55 m
- Material: PVC Frontlit
- **Price: 4,560 €**





OUTDOOR ADVERTISING
ENTRANCE EAST

Banner entrance east left
- Product number: 5320308
- Size: B 16,00 m x H 2,75 m
- Price: **12,455 €**



Banner Entrance east middle
- Product number: 5320186
- Size: B 10 m x H 2,75 m
- Price: **7,785 €** **reserved**



Banner entrance east right
- Product number: 5320309
- Size: B 16,00 m x H 2,75 m
- Price: **12,455 €** **reserved**

OUTDOOR ADVERTISING
ENTRANCE EAST

Banner Entrance East fence left
- Product number: 5320307
- Dimensions: (4,80 x 2.80 m (w x h))
- **Price: 3,975 €**



Pillar Branding

EXCLUSIVE

- Product number: 5320136
- Exclusive: 1 exhibitor
- Position: Pillar between welcome banner
- Amount: 2 pillar
- Dimensions: 31.7 m², front: 1.15 x 3.67 m, side: 3.17 x 3.67 m (w x h)
- **Price: 7,425 €** **reserved**



ONLINE

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FIBO

ONLINE
SPONSOR TICKETSHOP

Present your company on one of the most popular websites of the fitness industry. With around **2,9 million page impressions** and more than **2,2 million visits**, www.fibo.com is the ideal platform for your long term advertising and branding needs - before, during and after the show. **90% of our trade visitors buy their FIBO tickets online.** Take advantage of this popular page and reach visitors before the trade show even begins.

Trade Visitor Registration Ticket Shop

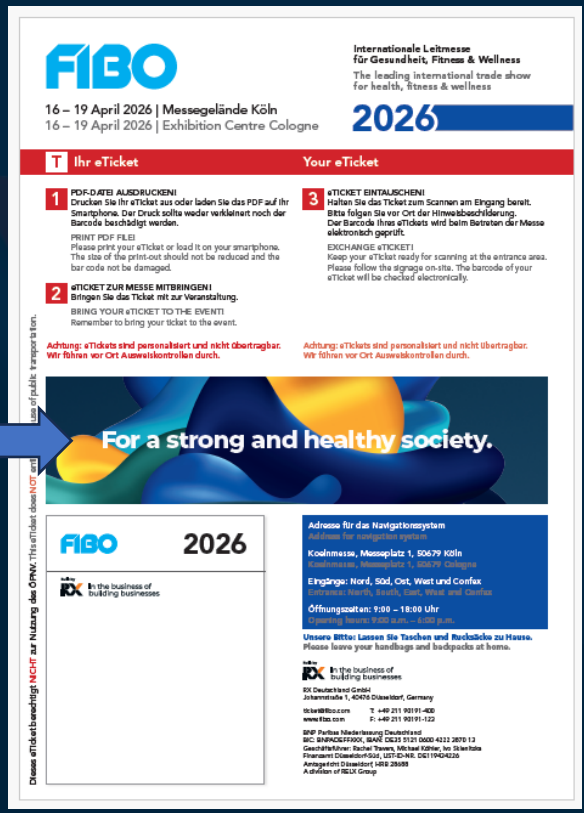
EXCLUSIVE

- Product number: 4320026
- Exclusive 1 exhibitor
- Banner on B2B visitor e-tickets
  Dimensions: 190 x 50 mm (w x h)
- Dimensions: 200 x 200px (w x h)
- **Price: 9,535 €**

Private Visitor Registration Ticket Shop

EXCLUSIVE

- Product number: 4320027
- Exclusive 1 exhibitor
- Banner on private visitor e-tickets
  Dimensions: 190 x 50 mm (w x h)
- Dimensions: 200 x 200px (w x h)
- **Price: 9,535 €**



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All prices plus VAT. "First come, first served"

FIBO

ONLINE
BANNER TICKET PAGE

Present your company on one of the most popular websites of the fitness industry. With around **2,9 million page impressions** and more than **2,2 million visits**, www.fibo.com is the ideal platform for your long term advertising and branding needs - before, during and after the show. **90% of our trade visitors buy their FIBO tickets online.** Take advantage of this popular page and reach visitors before the trade show even begins.

Medium Rectangle 1 or 3 on Ticket Page

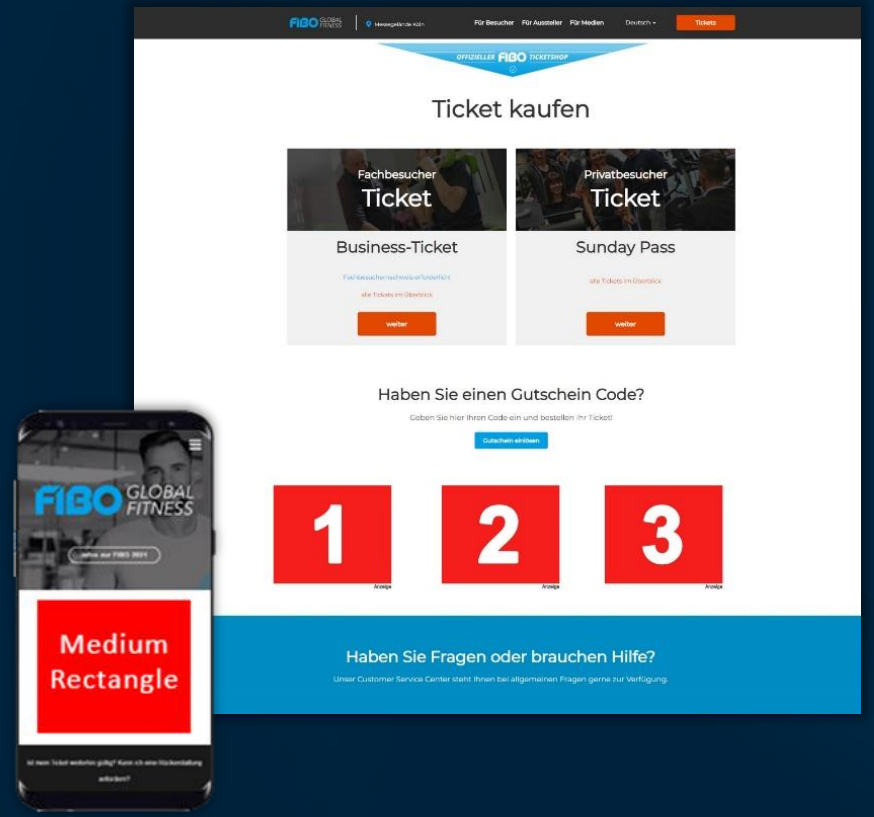
EXCLUSIVE

- Product number: 4320058 o. 4320060
- Max. 1 exhibitors per position
- Dimensions: 300 x 250 px (w x h)
- Desktop view: static
- Mobile view: Banners 1-3 are displayed rotating at one position
- **Price: 1,930 €**

Medium Rectangle 2 on Ticket Page

EXCLUSIVE

- Product number: 4320059
- Exclusive 1 exhibitor
- Dimensions: 300 x 250 px (w x h)
- Desktop view: animated
- Mobile view: Banners 1-3 are displayed rotating at one position
- **Price: 2,185 €**

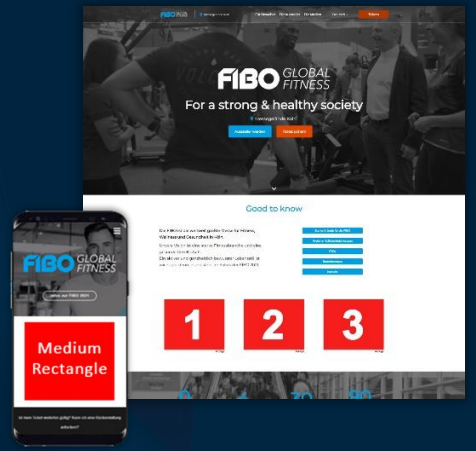


ONLINE
BANNER HOMEPAGE

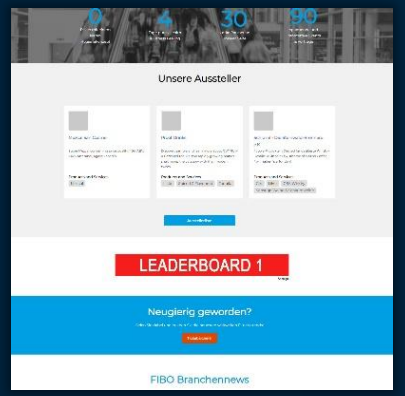
Don't miss a single visitor and welcome them all on the FIBO homepage. With around **2,9 million page impressions** and more than **2,2 million visits**, www.fibo.com is the ideal platform for your long term advertising and branding needs - before, during and after the show.

Medium Rectangle 1 or 3 Homepage
- Product number: 4320061 or 4320063
- Max. 2 exhibitors per position
- Dimensions: 300 x 250 px (w x h)
- Desktop view: static
- Mobile view: Banners 1-3 are displayed rotating at one position
- **Price: 2,655 €**

Medium Rectangle 2 Homepage
- Product number: 4320062
- Max. 2 exhibitors
- Dimensions: 300 x 250 px (w x h)
- Desktop view: animated
- Mobile view: Banners 1-3 are displayed rotating at one position
- **Price: 2,910 €** reserved



Leaderboard 1 or 2 Homepage
- Product number: 4320064 or 4320065
- Max. 3 exhibitors per position
- Dimensions: 970 x 90 px (w x h)
- Position: under viewport “recommended exhibitors”
- Mobile view: Leaderboard changes to Medium Rectangle (300 x 250 px)
- **Price: 2,150 €**





ONLINE
BANNER CATEGORY „VISIT“, „EXHIBIT“ & „MEDIA“

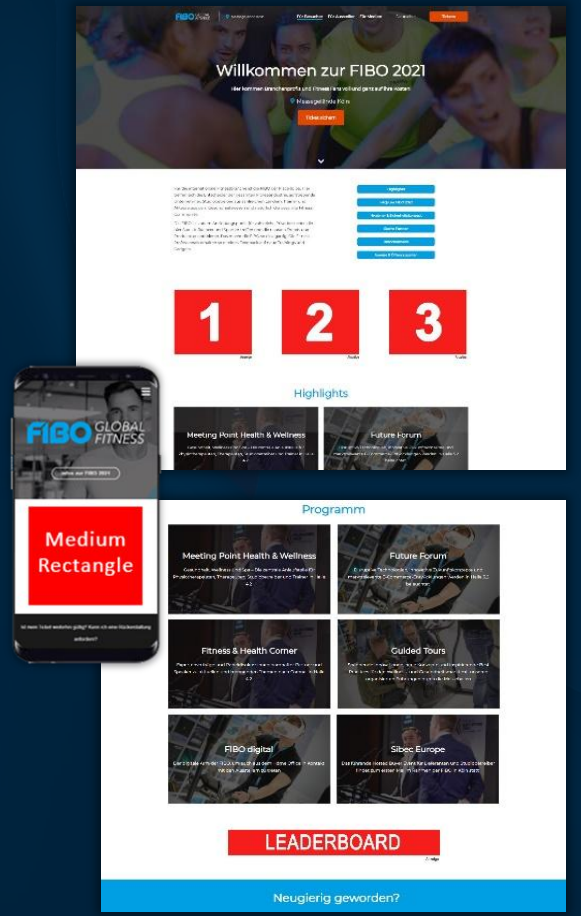
Present your special product features and highlights on the FIBO website for the long term and strengthen your brand in the process!

Medium Rectangle 1 or 3
- Product number:
- Visit: 4320076 or 4320078 (2 exh. per pos.)
- Exhibit: 4320082 or 4320084 (2 exh. per pos.)
- Media: 4320086 or 4320088 (1 exh. per pos.)
- Dimensions: 300 x 250 px (w x h)
- Desktop view: static
- **Price: 1,505 €**

Medium Rectangle 2
- Product number:
- Visit: 4320077 (2 exh.)
- Exhibit: 4320083 (2 exh.)
- Media: 4320087 (1 exh.)
- Dimensions: 300 x 250 px (w x h)
- Desktop view: animated
- **Price: 1,755 €**

➔ **Mobile view: Banner 1-3 are displayed rotating at one position**

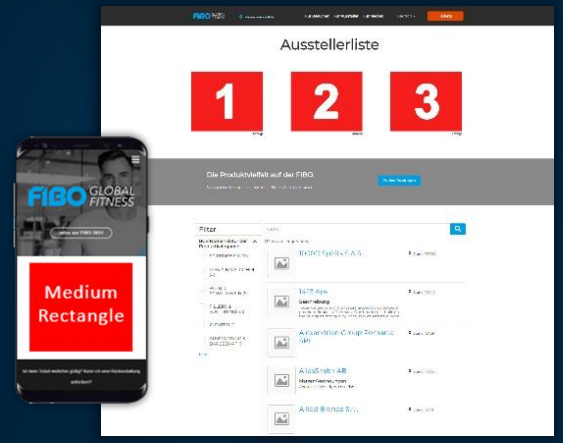
Leaderboard Visitors
- Product number:
- Visit: 4320079 (5 exh.) - position: under viewport “programme”
- Exhibit: 4320085 (3 exh.) - position: under viewport “plan your presence”
- Media: 4320089 (2 exh.)
- Dimensions: 970 x 90 px (w x h)
- Position: under viewport “programme”
- Mobile view: Leaderboard changes to Medium Rectangle (300 x 250 px)
- **Price: 1,245 €**



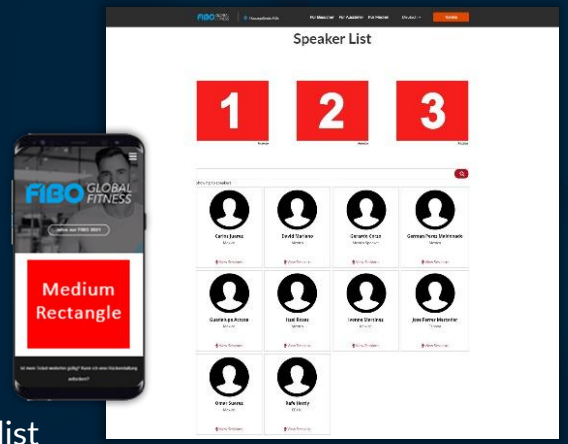
ONLINE
BANNER EXHIBITOR DIRECTORY, PROGRAM, REPRESENTED CELEBRITIES & SPEAKER LIST

Highlight your presence in the exhibitor directory, program, celebrities or speakers list. This is one of the most visited areas on the FIBO website.

Medium Rectangle 1 or 3
- Product number exhibitor directory: 4320067 or 4320069 (2 exh. per position)
- Product number program: 4320070 or 4320072 (2 exh. per position)
- Product number represented celebrities: 4320092 or 4320094 (2 exh. per position)
- Product number speakers list: tbd or tbd (1 exh. per position)
- Dimensions: 300 x 250 px (w x h)
- Desktop view: static
- Mobile view: Banners 1-3 are displayed rotating at one position
- **Price: 1,505 €**



Medium Rectangle 2
- Product number exhibitor directory: 4320068 (max. 2 exhibitors)
- Product number program: 4320071 (max. 2 exhibitors)
- Product number represented celebrities: 4320093 (max. 2 exhibitors)
- Product number speaker list: tbd (max. 1 exhibitor)
- Dimensions: 300 x 250 px (w x h)
- Desktop view: animated
- Mobile view: Banners 1-3 are displayed rotating at one position
- **Price: 1,755 €**



➔ Position: above exhibitor list / above program / above represented celebrities / above speaker list

ONLINE
Lead Booster Offers

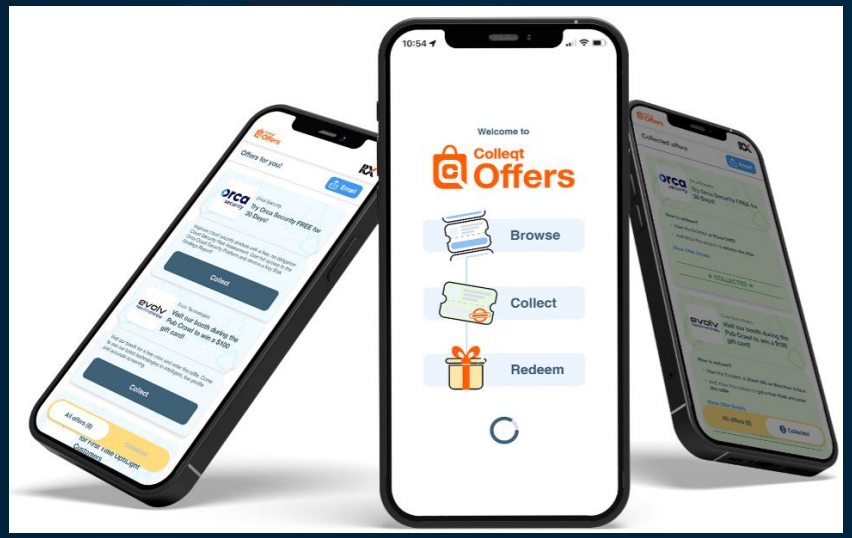
This digital lead generation tool provides visitors with the opportunity to receive exclusive offers in exchange for their contact information. From product samples to discounts to free consulting sessions - you decide what you would like to offer in exchange for qualified leads.

EXCLUSIV

Premium Sponsorship B2B and B2C
- Exclusive: 1 exhibitor
- Advert
- Your offer appears in one of first three positions
- **4330067: 8,325 €**



Regular Insert
- Offers shown in random order
- **B2B 4330069: 1,930 €**
- **B2C 4330075: 990 €**



SOCIAL MEDIA OVERVIEW

- 5 Channels
- High Quality Content All-Year-Round
- 355,739 Followers in total
- 33 Million Impressions only during FIBO week in April 2026
- More than 240,000 engagements

Social Media Overview (from January '26- Jul '26)	Followers (as of 02/07/26)	Average Engagement Rate	Views	Top Content
Instagram	**155,718**	**2,9 %**	**7,18 Mio.**	•On-site content & ticket information •Countdowns and Show Previews •Athletes & Content Creators •Memes
LinkedIn	**20,452**	**2,9 %**	**187,9 K**	•On-site content •Speaker highlights •Programme highlights
Facebook	**177,706**	**0,5 %**	**2,45 Mio.**	•On-site content •Countdowns and Show Previews •Athletes & Content Creators
TikTok	**3,597**	**4,6 %**	**645 K**	•On-site content & ticket information •Countdowns and Show Previews •"Out of the Box" format
YouTube	**1,470**	**1 %**	**25,5 K**	•On-site content: Aftermovies •Show Trailers •"Out of the Box" format

DAILY FORMATS
POST & STORY INSTAGRAM & FACEBOOK

Use the combination of post and story to reach our broad community on Facebook and Instagram and generate additional attention for your brand or product. The post could be, for example, a short product video, while the story – in up to four snippets – can present more detailed information about the product. Alternatively, you could post a workout video and engage the community through a poll in the story. There are virtually no limits to your creativity – and all with minimal effort!

Post & Story

- Exclusively for one exhibitor per day
- Timeframe: before/after tradeshow
- Format: Post and Story
- Extend: Post and 4 story snippets; 1x hashtag per post
- Content length: 60 sec. in the feed, 15 sec. per story snippit
- Incl. link to your account
- Facebook reach: 177,706 follower
- Instagram reach: 152,718 follower
- Data delivery deadline: 1 week before publication

- **Price Instagram:**
  until February #4350043 1,130 €
  March & April #4350044 1,790 €

- **Price Facebook & Instagram:**
  until February #4350057 2,900 €
  March & April #4350050 3,915 €





Built by RX In the business of building businesses

All prices plus VAT. "First come, first served"

FIBO

DAILY FORMATS
POST LinkedIn

Target our top-class B2B community on Linkedin. Use a post to report on the current projects and trends of your company or the market and increase your reach among trade visitors.

Post LinkedIn

- Exclusively for one exhibitor per day
- Timeframe: before, during and after the tradeshow
- Format: Post
- Channel: Linked In / 20.452 follower
- Follower industries: Wellness and fitness, spectator sports, hospitality and healthcare facilities, event services
- Incl. link to your account
- 1x Hashtag per Post
- File Format: JPG / PNG
- Data delivery deadline: 1 week before publication
- **Price:**

until February	**#4350073**	**1,130 €**
March & April	**#4350074**	**1,360 €**
During the tradeshow	**#4350075**	**1,700 €**



DAILY FORMATS
ONSITE STORY #fibo2026

Be one of three exhibitors per day and take full advantage of the special trade show dynamics of FIBO. We come to your booth, film / photograph your star, show or product and share these highlights with the FIBO community. With the massive reach during the show, this gives you the unique chance to direct digital leads to your booth or website. This way your products or services can be experienced live - and our community can turn into your fans and customers. There are no limits to your creativity when designing the story snippets - and there will not be a lot of effort involved on your behalf.

Story #fibo2025

- Product number: 4350063
- Max. 3 exhibitors per day
- Timeframe: 1 day (Friday, Saturday or Sunday)
- Format: Story
- Channel: Facebook and Instagram
- Facebook reach: 177,706 follower
- Instagram reach: 152,718 follower
- Extend: 3 story snippets
- Content length: 45 sec.
- Incl. link to your account FB & IG
- File Format: JPG / PNG
- **Price: 2,485 €**



On-site production costs for one hour included.
Each additional starting hour is 240.00 €

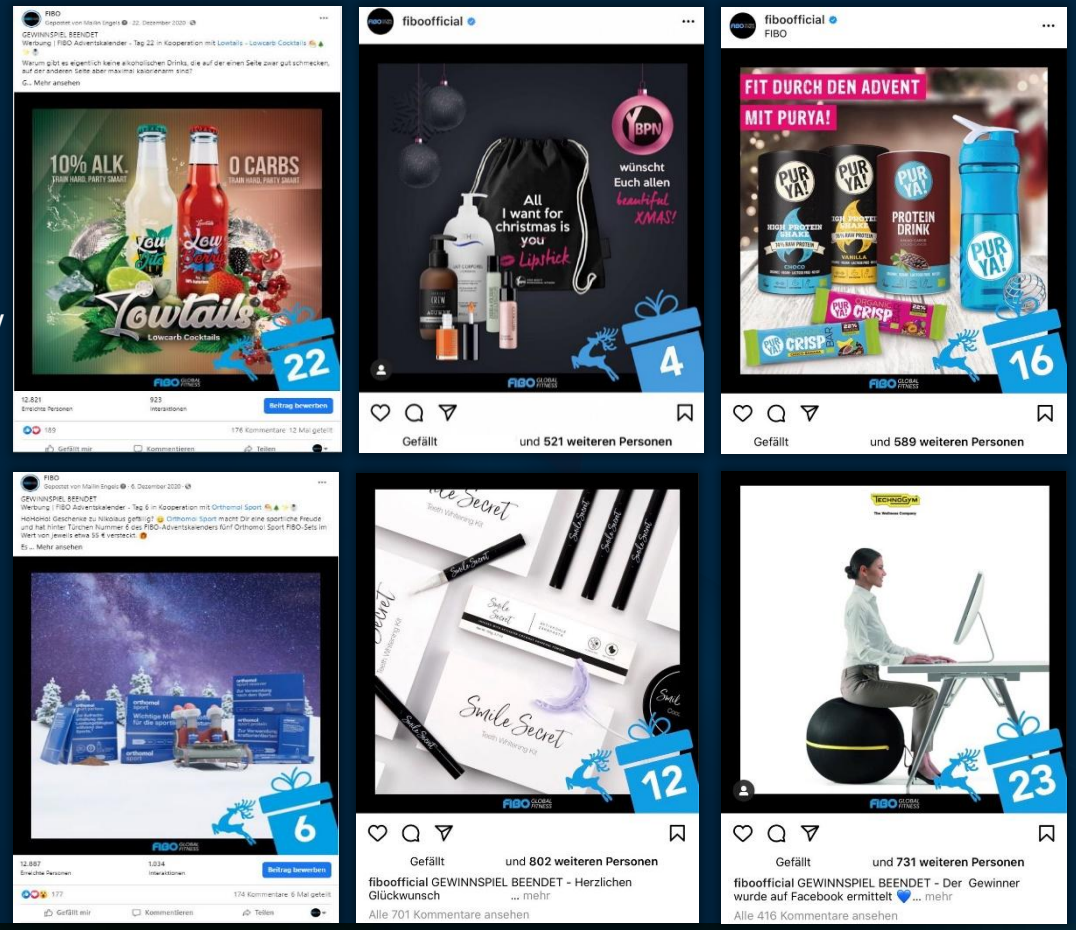
DAILY FORMATS
ADVENT CALENDAR 2026

Give away your product via our social media advent calendar to draw attention to your company and your products during the pre-Christmas season. Among the products of our exhibitors also FIBO products will be raffled.

Advent Calendar 2026 Competition

- Product number: 4350082
- Max. 24 participants
- If possible, a minimum of 2 and a maximum of 10 gifts per calendar window
- Competition on Facebook and Instagram
- Facebook reach: 177,706 followers
- Instagram reach: 152,718followers
- Format: JPG / PNG
- Data delivery deadline: 1 week before publication

- **Price: 560 €**



SPECIALS

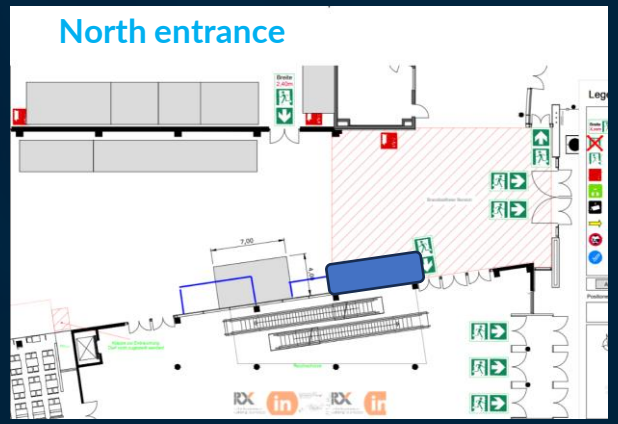
Built by RX In the business of building businesses

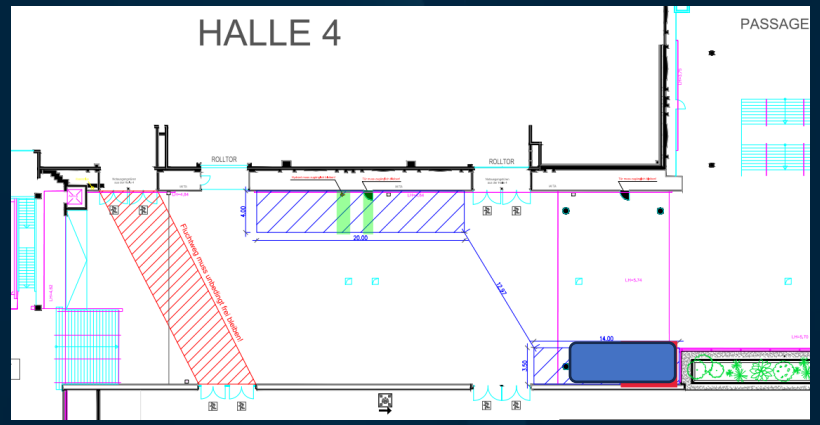
FIBO

Photo-Box
Boulevard

Photo-Box
- Product Number: 5320295
- Logo integration with FIBO
- Locations: North Boulevard behind the entrance scanners
- Middle Boulevard between Halls 4, 5, 10
- Dimensions: 10 m² (5 m x 2 m), TexFrame (4 m x 2.50 m)
- Includes printing, assembly/disassembly, flooring, cleaning
- Includes 1 promoter per photo booth
- Price: 9.125 €







Visibility Package

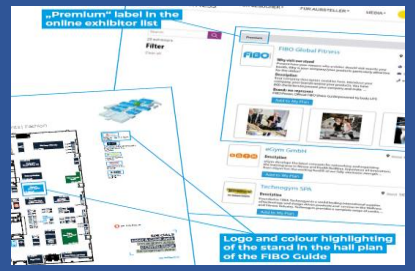
ORIENTATION PLAN

- booth highlighting in hall entrance plan
- company logo



UPGRADE PRIORITY PROFILE

- FIBO GUIDE hall plan highlighting booth
- “Premium” label in exhibitor list online
- Display product images online
- Brand listings and link to website online
- “Why visit our stand” description online

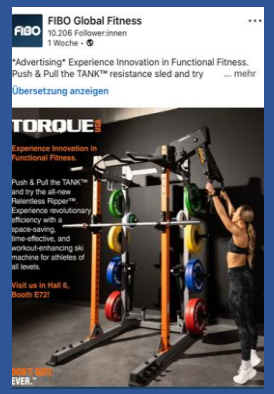


Price: 1,545 €

Lead Generation Package B2B

LINKEDIN POST

- current projects, trends of your company or market
- exclusively one exhibitor per day
- link to your account
- timeframe: January to April



LEAD BOOSTER OFFERS B2B

- offer to all B2B visitors
- collect leads from B2B visitors
- qualified lead report



Price: 3,095 €

Lead Generation Package B2C

INSTAGRAM POST & STORY

- reach the FIBO Community
- exclusively one exhibitor per day
- link to your account
- timeframe: January to April



LEAD BOOSTER OFFERS B2C

- offer to all B2C visitors
- collect leads from B2C visitors
- qualified lead report



Price: 2,630 €