Smart Country Convention

Advertising Portfolio OnSite & Online

The leading event for the digital state and public services

15 – 17 October 2024

#SCCON24

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bitkom | Messe Berlin

An overview of your advertising options

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Greater presence

Book a package in addition and increase the relevance of your topics and messages in the public sector environment!

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Premium Partner Package

**EXCLUSIVE!
Only
1 available**

Passageway Banner

- 1 Passageway banner between hub27 and hall 25
- 2-sided

**Total price: 21.500 EUR
Only available once!**
All prices net. excluding VAT
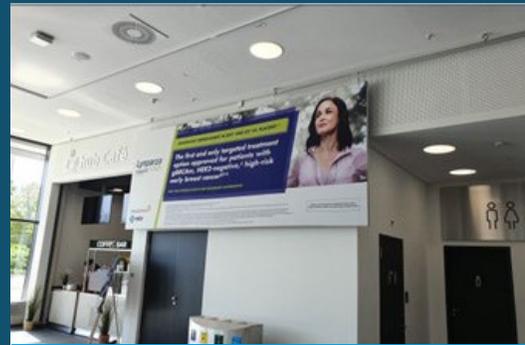
Banner Frame next to the hub-Cafe

- 1 Banner frame next to the hub-Cafe in the entrance area of the hub27

Flags

- 6 Flags in the entrance area of hub27
- Exact placement by arrangement

Digital Visibility

Website, App & Online Platform
- Top-of-the-List under »Exhibitors«
- Hall Plan Main Sponsor

Website & App
- Sandwich Banner

Online Platform & App
- Top Banner

App
- Content AD
- Gallery Logo Banner

Website
- Dashboard Tile

Workshop Partner Package

**EXCLUSIVE!
Only
1 available**

Prominent placement in the workshop area of the #SCCON24

Balustrade Branding

Balustrade Branding

Digital Visibility

- ✓ Brandings in hub27 on two storeys
- ✓ Additional presence in the digital media of SCCON
- ✓ Can only be purchased once

▪ 2 Foil brandings on the glas balustrades located on the left and right side of the stairwell on the beta level
▪ Visible from the seminar rooms

▪ 3 Foil brandings located on the glas balustrades surrounding the stairwell on the gamma level

Website, App & Online Platform
▪ 1 Top-of-the-List under »Exhibitors«
▪ Top-5-Logo in the digital hall plan

Website & App
▪ Sandwich Banner

Online Platform & App
▪ Top Banner

App
▪ Gallery Logo Banner

Total price: 19.350 EUR
All prices net. excl VAT

Welcome Package

Bench Display

- Welcome trade visitors and media representatives with your corporate design
- 1 Bench display located directly in the entrance area of hub27
- Branded on the front and back side

Floor Graphics

- 4 Floor graphics (each 2 x 2m) located in the entrance area of hub27
- Other formats can be realized on request

Flags

- 6 Flags in the entrance area of hub27
- Exact placement by arrangement

Digital Visibility

Website, App & Online Platform
- Top-of-the-List under »Exhibitors«
- Top-5-Logo in the digital hall plan

Online Platform & App
- Top Banner

App
- Gallery Logo Banner

Total price: 15.675 EUR
Limited availability!
All prices net. excluding VAT

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Sanitary Facilities Package

Branding in the sanitary area of hub27, hall 24 and hall 25

Towel Dispenser Branding

Mirror Branding

Digital Visibility

- ✓ Brand presence beyond your trade fair stand
- ✓ Additional presence in the digital media of SCCON
- ✓ Can be placed with an emphasis on different parts of the exhibition grounds

- ▪ 16 Graphics placed on the paper towel dispensers in the sanitary area
- ▪ Excact placement by agreement

- ▪ 24 Mirror graphics located above the sinks
- ▪ Excact placement by agreement

Online Platform & App
- ▪ Top-Banner

App
- ▪ Gallery Logo Banner

Total price: 8.550 EUR
All prices net excluding VAT

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Digital Only Package

Services	Online Platform	Website	App
1 Top-of-the-List under »Exhibitor«	✔	✔	✔
1 Top-Banner under »Program« or »Exhibitor«	✔		✔
1 Sandwich Banner		✔	✔
1 Top-5-Logo	✔	✔	✔
1 Dashboard Banner		✔	
1 App – Gallery Logo Banner			✔

Total price: 8.550 EUR
All prices net excluding VAT

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OnSite Individual Options

Use prominent advertising spaces to raise brand awareness among the visitors!

Mobile Advertising Tower

Pillar Brandings

Escalator Balustrade Branding

- ✓ Numerous brandings available in the entrance area of hub27
- ✓ Partly only 1 x available

- One advertising tower located outside hub27
- Placement has to be agreed by the SCCON management

- 3 out of a maximum of 9 pillar-brandings in the entrance area of hub27
- Each pillar is 4-sided

- Balustrade branding at the escalators leading from the entrance lobby to the beta level
- Double sided foil branding

**Price: 7.150 EUR
for each advertising tower**
All prices net excluding VAT

**Price: 6.050 EUR
for 3 pillar brandings**
All prices net excluding VAT

**Price: 2x 7.245 EUR
only 2x available**
All prices net excluding VAT

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OnSite Individual Options

Use prominent advertising spaces to raise brand awareness among the visitors!

Banner above the elevator in the entrance foyer

Banner frame next to the hall entrance

Wifi Package

- ✓ Numerous brandings available in the entrance area of hub27
- ✓ Partly only 1 x available

- ▪ 1 Banner frame in the entrance area of hub27
- ▪ Located above the elevator entrance

- ▪ 1 Banner frame in the entrance area of hub27
- ▪ Located next to the hall entrance

- ▪ Wifi sponsoring for the entire venue
- ▪ Includes password, logo and graphics provided by the sponsor

Price: 5.900 EUR
All prices net excluding VAT

Price: 2.900 EUR
All prices net excluding VAT

Price: 30.000 EUR
Available on request (only 1 x available)
All prices net excluding VAT

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OnSite Individual Options

Become an eye catcher in the highly frequented entrance and passageway areas!

Digital Display

Passageway & Entrance Banners

Lateral Banners

✓ Numerous brandings in the entrance and passageways of hub27
✓ Partly only 1 x available
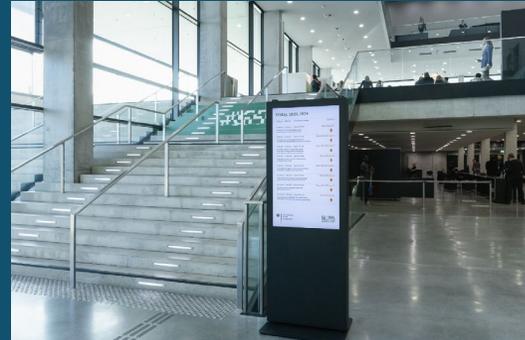
- Can display various media files
- 1-sided
- To be placed in close collaboration with the SCCON management
- In rotation with SCCON content

- Up to 3 passageway banners between hub27 and hall 25
- Passageway banners 2-sided
- Entrance banners 1-sided

- 2 Lateral banners in the passageway between hub27 and hall 25
- Each 1-sided

Price: 785 EUR for 1 Display
All prices net excluding VAT

Price:
6.795 EUR per Passageway Banner
4.700 EUR per Entrance Banner
All prices net excluding VAT

Price: 2.820 EUR per Banner
All prices net excluding VAT

High Traffic Options

Become an eye catcher along the highly frequented main roads surrounding the exhibition grounds!

Mega banner at ICC bridge South & North

Rotunda hall 13

Rotunda hall 16

- ✓ Numerous brandings along the main traffic arteries
- ✓ Partly only 1 x available

- At the ICC bridge South & North directly above the main road Messedamm: connection between the ICC Berlin and the Berlin exhibition site

- Rotunda hall 13 facing main road Messedamm: ascend and descent to highway
- 10 out of 17 components
- The remaining components will likely be branded by the SCCON

- Rotunda hall 16 facing the crossroads between the main roads Messedamm, Masurenallee and Neue Kanstraße
- 10 out of 18 components
- The remaining components will likely be branded by the SCCON

Price: 19.550 EUR For each banner
All prices net excluding VAT

Price: 15.150 EUR per Banner
All prices net excluding VAT

Price: 15.150 EUR per Banner
All prices net excluding VAT

Online Individual Options
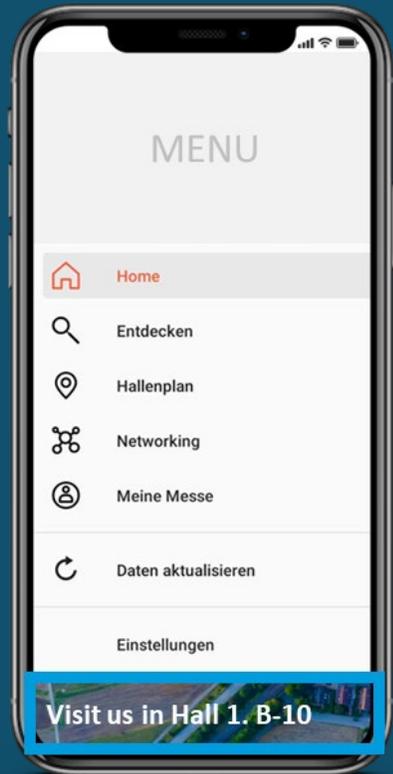
Tabbar Banner

App – Tabbar Banner

The banner is integrated at the bottom of a navigation page of the App. By clicking on the banner, the visitor will be redirected to your company profile.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a »first come, first served« basis

Format: 1440 x 225 px, jpeg
Data delivery by mail

Price as individual service: 2.000 EUR per banner position
All prices net plus VAT.

App – Gallery Logo Banner

Place yourself with your company logo integrated below the menu bar of »My SCCON«. The Gallery Logo Banner is a series of several logos displayed in the form of a horizontal image gallery. The logos are scrolled through in the gallery in a continuous loop.

Format: 450 x 315 px, jpeg
Data delivery by mail

Price as individual service: 500 EUR per banner position
All prices net plus VAT.

Gallery Logo Banner

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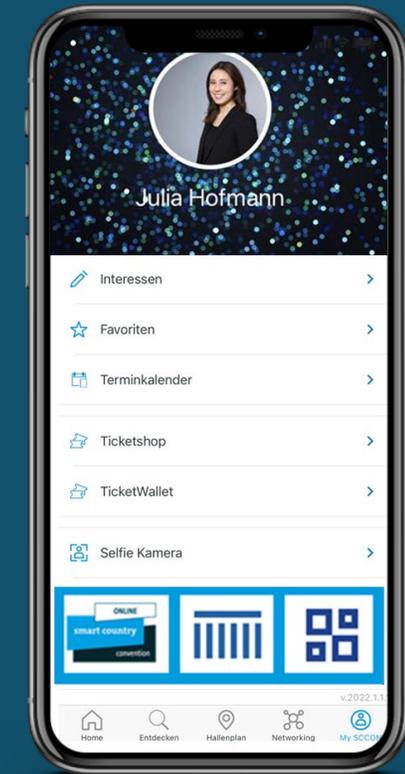
CONTACT & SUPPORT

Your contact for questions regarding the platform:
E support@messe-berlin.de
T +49 30 3838 2500

Contact for advertising opportunities:

MB Capital Services GmbH
Thüringer Alle 12 A
14052 Berlin

E advertising@messe-berlin.de
T + 49 30 3038 2525

Zum Advertising Shop: Here

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VISUALIZATION -
ONLINE OPTIONS

Top-of-the-List »Exhibitors«

SCCON Website, Online Platform & App

Top-of-the-List »Exhibitors«

Want to impress on the Online Platform, on the website and in the App all together?
That is possible – even at the pole position!

The Top-of-the-Lists are placed as first under the navigation point »Exhibitors«:

- Out of max. 4 side by side
- Displayed in alphabetical order
- Linked to your company profile

Data input: The graphic is based on your background image. No layout needed.

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Dashboard Tile

SCCON Website
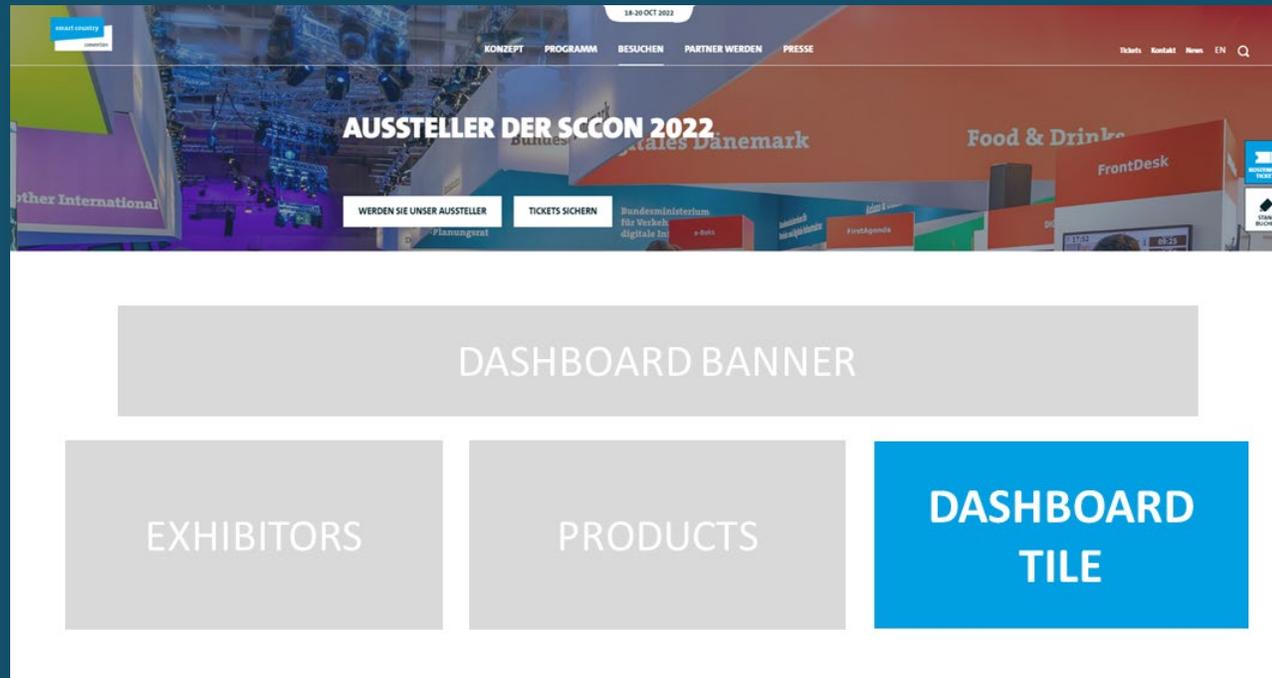
Dashboard Tile

Secure your own tile directly on the home page of the exhibitor list. With one click on the tile, visitors will be guided directly to your company website.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a »first come, first served« basis
- Linked to your company website or to your online company profile

Format: 1046×512 px, jpeg
Data delivery by mail
Publication: SCCON Exhibitor List

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Content AD

SCCON App

Content AD

The Content AD include advertising banners on the home page and advertorial entries. By clicking on the banner, the visitor is redirected to the advertorial entry, which the exhibitor can fill with a free text and a link to his company profile.

- Awarded to a few partners in rotation
- Displayed in predefined order on a »first come, first served« basis

Homepage Advertising Banner:
Format: 1440 x 1920 px, jpg-Format, max. 500 KB
Title (text length): max. 40 characters

Advertorial Entry:
Banner (optional): 1440 x 450 px, jpg, max. 500 KB
Text: unlimited free text
Data delivery by mail

Sandwich Banner
SCCON Website & App
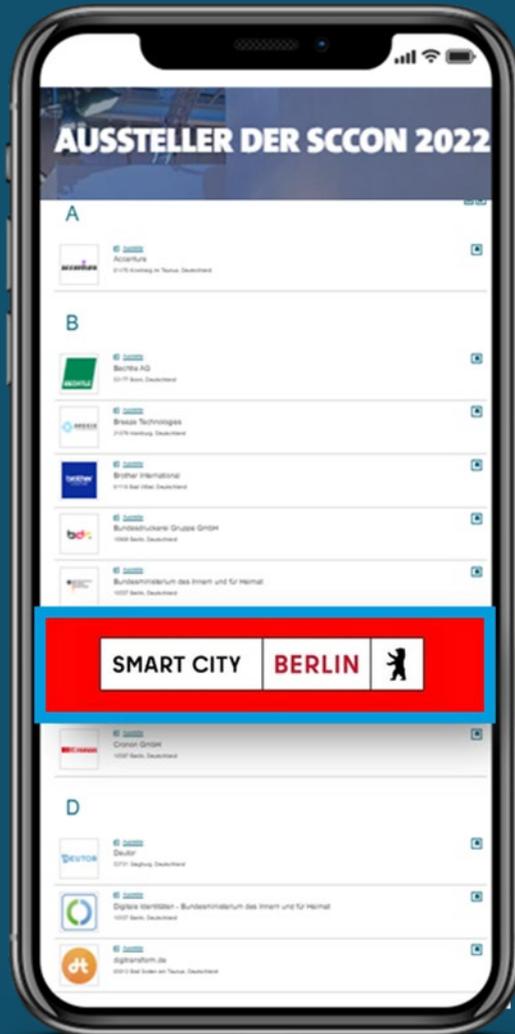
Also released on the SCCON Website!

Sandwich Banner

The sandwich banner is included in one of the results lists according to a certain position.

- Exclusive placement per position
- Linked to your company website or to your online company profile

Format Website: 1440 x 130 px, jpeg
Format App: 1440 x 296 px, jpeg
Data delivery by mail
Publication: SCCON Exhibitor List

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Top-Banner
## SCCON Online Platform & App
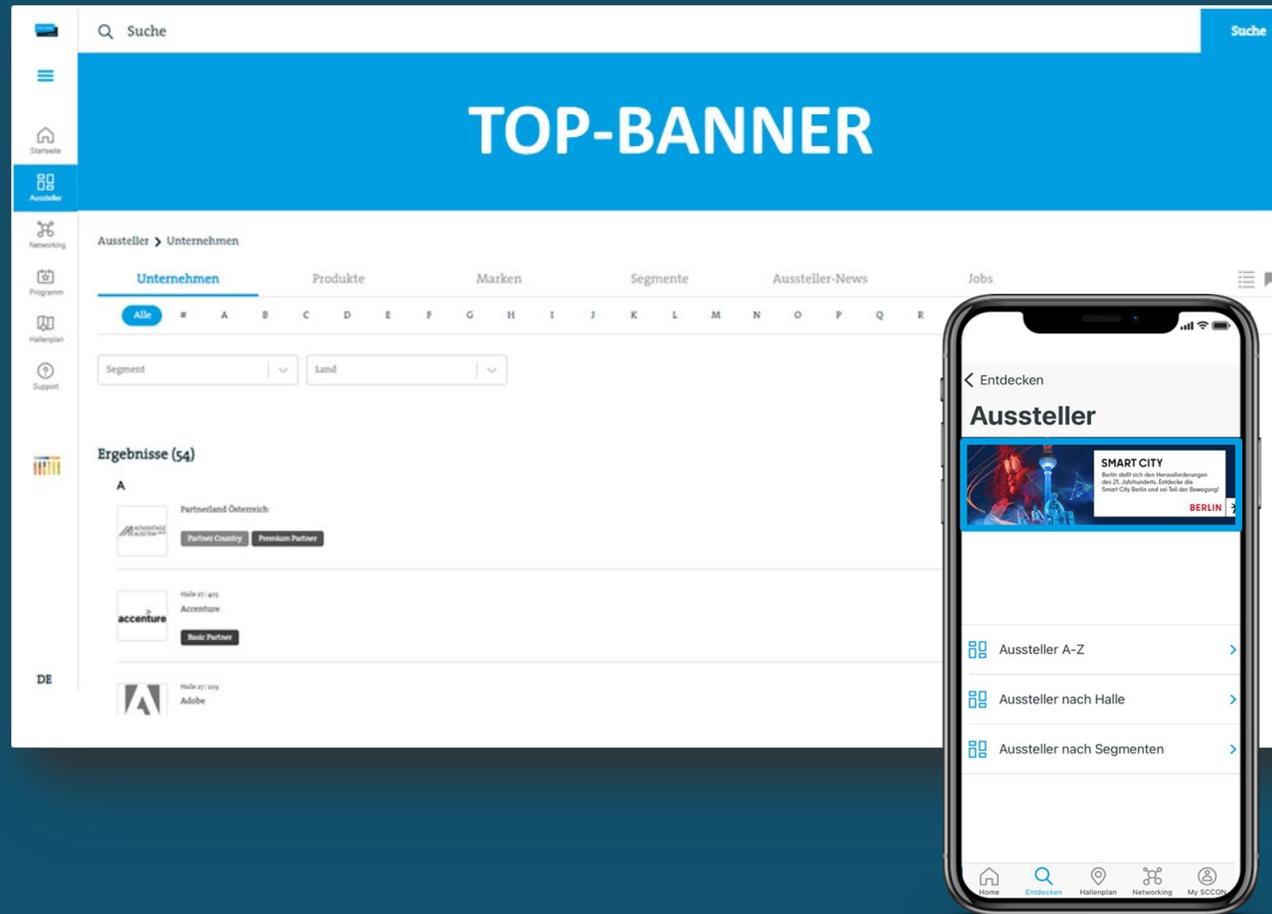
Top-Banner

The Top-Banners are placed under the navigation points »Exhibitors« or »Program« on the top of the page.

- Awarded to a maximum of 6 partners in rotation per navigation point/area
- Displayed in predefined order on a »first come, first serve« basis
- Linked to your company profile

Format Online Platform: 2560 x 320 px, jpeg
Format App: 1440 x 450 px, jpeg
Data delivery by mail

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Hall Plan Main Sponsor & Top-5-Logo

SCCON Online Platform & App

Hall Plan Main Sponsor

Hall Plan Main Sponsor

The banner will be displayed above the plan of your own hall:

- There can be one main sponsor per hall
- The banner will be linked to your online company profile
- The banner of the hall plan main sponsor is available on the website and Online Platform as well as in the App

Format: 1440 x 225 px, jpeg
Data delivery by mail

Top-5-Logo

Up to 5 logos can be displayed side by side above the plan of a hall:

- Placement in set order: »First come, first served«
- The logo will be linked to your online company profile
- The logo is available on the website and Online Platform, as well as in the App

Format: wide max. 300 px, SVG-Logo
Data delivery by mail

Top-5-Logo

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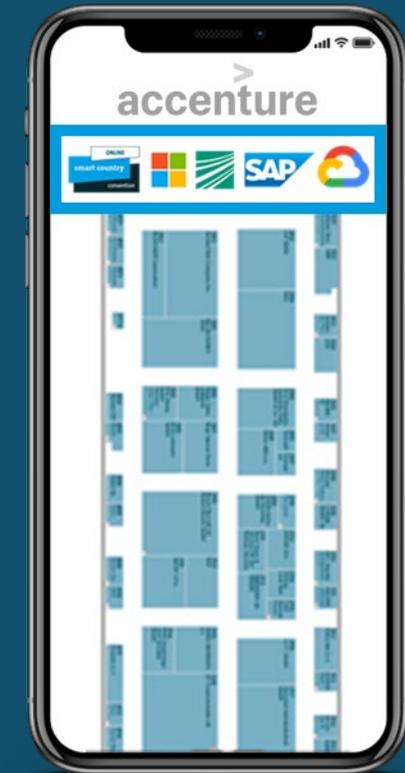
Dashboard Banner
SCCON Website
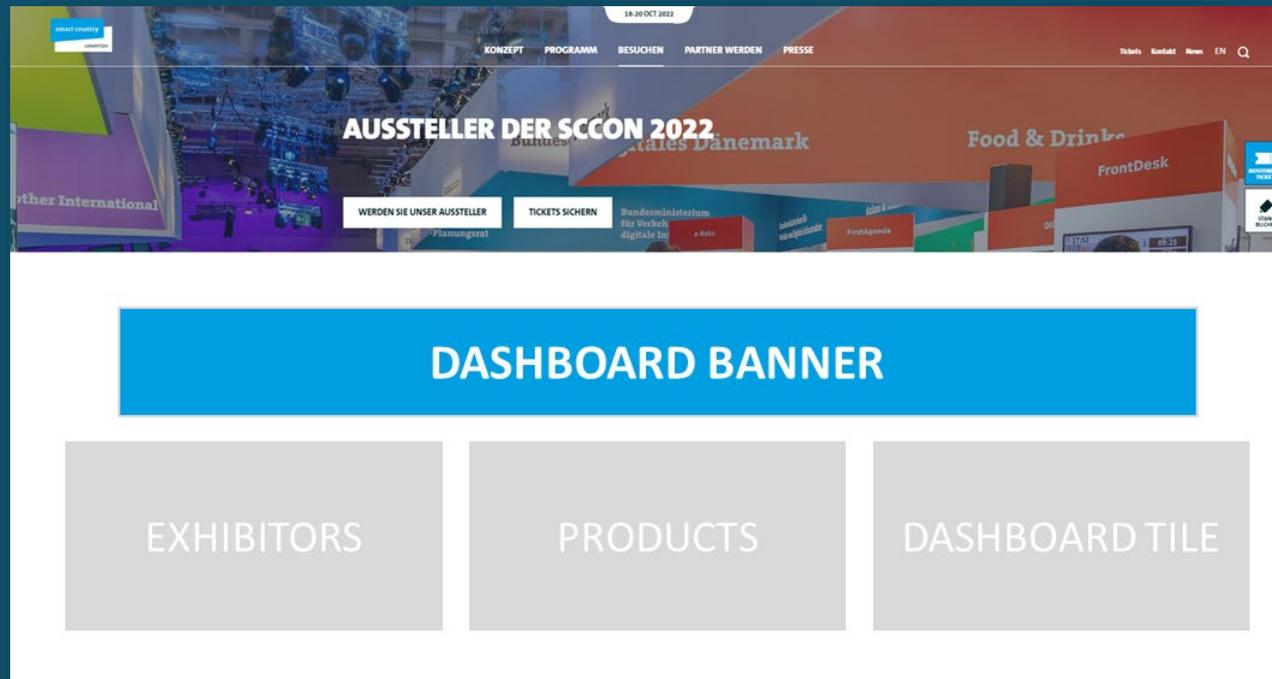
Dashboard Banner

Secure a Dashboard Banner on the homepage of the exhibitor overview. With one click on the banner, visitors will be redirected directly to your company website.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a »first come, first served« basis
- Linked to your company website or to your online company profile

Format: 728 x 90 px, jpeg
Data delivery by mail
Publication: SCCON Exhibitor List