



DIGITAL BAU



Sponsorship: Your exclusive participation opportunities

We will find the right sponsorship solution for every requirement!

March 24-26, 2026
Koelnmesse

Trade Fair for Digital Solutions
in the Construction Industry

digital-bau.com

digitalBAU 2026 in Cologne

For the fourth time, digitalBAU 2026 – the trade fair for digital solutions in the construction industry – will take place in the halls of KoelnMesse. In 2026, exhibitors and visitors can expect more space than ever before!

-> 16,830 m² await you in the modern Hall 8, directly at the North Entrance.

digitalBAU 2026, taking place in Cologne from March 24 to 26, 2026, will focus on digital transformation in the construction industry and cover **the entire value and process chain of construction**, from planning and building to the operation and management of buildings and cities. It will bring together providers of IT hardware and software as well as digital solutions for the construction industry with architecture and engineering, industry and trade, research and science, associations, and politics.

The key themes of digitalBAU 2026 will be:

Circular economy in construction – responsibility & innovation

Digital construction process optimization – efficiency & quality

Digitalization for existing buildings – Resource efficiency

Game changer AI – Artificial intelligence in construction

Your advantages as a sponsoring partner

Whether you are an exhibitor or a partner, take advantage of our tailor-made sponsorship packages to increase and strengthen **your visibility and market awareness** BEFORE and DURING the event.

Good reasons for your participation

- Each sponsorship package is **only available once!**
- As a digitalBAU sponsor, you will benefit from advantages and services that are **EXCLUSIVELY** available in the sponsorship packages.
- You will receive **exclusive visibility** via push notifications in the **new digitalBAU app**, which you can fill with customized content.
- Mention as **an official sponsorship partner** in relevant communication channels before and during the event.

Exclusive services

Contact details:

Ulrike Müller
Claudio Heupel

ulrike.mueller@messe-muenchen.de
claudio.heupel@messe-muenchen.de

Get in touch: +49 (0)89 949 22005



Our sponsorship highlights for 2026

NEW: Stage branding

Exclusive

Make the Neo Stage your stage!

Never before has a sponsor of digitalBAU been able to gain such extensive visibility. By sponsoring the second main forum, you will achieve the greatest possible reach BEFORE and DURING digitalBAU across relevant communication channels.

NEW: Event branding

Exclusive

Become a co-sponsor of our most popular events!

Whether it's the start-up boxing match during Founders Fight Night or our popular networking evening, you'll get your moment in the spotlight and enjoy numerous benefits!

NEW: Our digitalBAU app

exclusive

The digital trade fair companion for all trade visitors!

The new digitalBAU app gives you special visibility. As a sponsor, you can look forward to the exclusive opportunity to send push notifications and additional visibility in the form of logo presence. Best of all, the app will be available four weeks before the event.

NEW: digitalBAU Café branding

Exclusive

It is THE meeting place in the heart of the hall!

Give your name to the centrally located meeting point with its enclosed café corner and benefit from additional perks that will make your trade fair appearance unforgettable and successful.

The digitalBAU 2026 sponsorship packages

Each of our 5 exclusive sponsorship packages is only available once!
Secure your preferred package today.

Our **basic benefits** form the foundation of the sponsorship packages. Depending on the sponsorship package selected, these are supplemented by individual and exclusive advantages and services related to the respective topic.

Basic benefits for all sponsors

- A push notification as part of the digitalBAU App
- Display of the company logo in the digitalBAU app
- Display of the sponsor logo (including link) on the digitalBAU website
- Your company logo on the hall overview maps at the exhibition hall entrance
- Advertising material display at the central information desk in the north entrance
- 2-day license for mobile promotion

Exclusively for
sponsors

Exclusively for
sponsors



Our 5 sponsorship packages at a glance

BASIC BENEFITS

= the foundation of our 2026 sponsorship packages

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SPONSOR PACKAGE NO. 1

Focus on "stage branding"

SPONSOR PACKAGE NO. 2

Focus on "Branding digitalBAU Café"

SPONSOR PACKAGE NO. 3

Focus on "Communication & Advertising Space"

SPONSOR PACKAGE NO. 4

Focus on "Networking Event"

SPONSOR PACKAGE NO. 5

Focus on "Event Founders Fight Night"

BASIC BENEFITS

- Logo in app
- Push notification in the app
- Logo on website
- Logo on hall plan
- Display at central information desk
- Mobile promotion license



Package 1: Branding of the Neo Stage

29.000 €

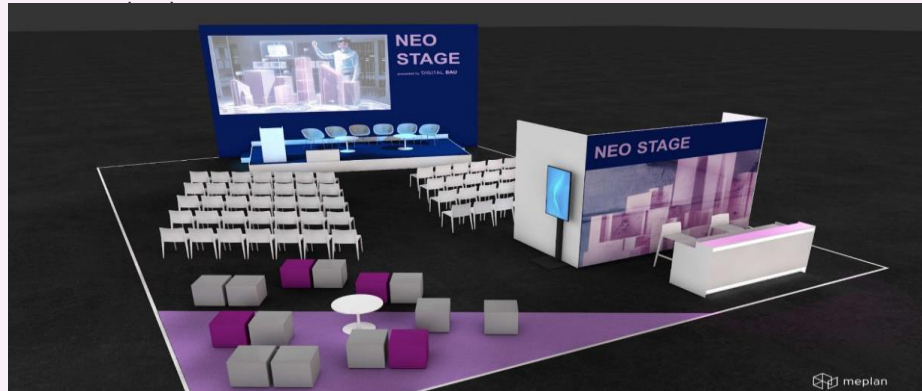
Exclusive branding of our Neo Stage

- Name sponsor of the second main stage: **Neo Stage powered by "Sponsor"**
 - Mention in relevant communication channels for the supporting program, e.g. hall plan, website, social media, digitalBAU app
- Two **exclusive 30-minute speaker slots** on the Neo Stage
- Partner roll-up banner at the forum
- **Exclusive display of advertising materials** at the Neo Stage
- Exclusive logo display on the **break slides** of the Neo Stage

Exclusive services

Information about Neo Stage

- 176 m² and 3 days of high-quality programming with expert presentations and



Guided tours

- 2 visits as part of the guided tours

Hall announcement

- Exclusive mention during the daily welcome announcement

Exclusive service

VIP parking near the hall

150 visitor day tickets

BASIC BENEFITS

- Logo in app
- Push notification in the app
- Logo on website
- Logo on hall plan
- Display at central information desk
- Mobile promotion license



Package 2: Branding of the digitalBAU Café

22.000 €

Exclusive service

Exclusive branding of the digitalBAU Café

- Title of the café area: **digitalBAU Café** powered by "Sponsor"
 - Mention in the hall plan
- Partner roll-up banner or screen in the café area
- **Exclusive display of advertising materials** in the café area
- Exclusive logo display on the **break slides** of the Exhibitor Stage on Day 1

Information about digitalBAU Café

- meeting point in the heart of the hall
- Café including bar and information counter



Guided tours

- 1 visit as part of the guided tours

Speaker slot

- One 25-minute presentation slot on the Exhibitor Stage

VIP parking near the hall

150 visitor day tickets

BASIC BENEFITS

- Logo in app
- Push notification in the app
- Logo on website
- Logo on hall plan
- Display at central information desk
- Mobile promotion license



Package 3: Advertising space & communication

20.000 €

Exclusive lanyard branding

- Logo on all around 10,000 digitalBAU2026 lanyards

Exclusive services

Large advertising screen 24:9 LED

- directly above the turnstiles to Hall 8
- Available for all 3 days of the event
- LED screen dimensions: 7.2 x 2.7 meters

Exclusive services

Floor stickers (floorgraphics)

- 5 floor stickers
- Format: e.g., 150x66cm (other sizes upon request), SK film incl. protective laminate

Guided tours

- 1 visit as part of the guided tours

Visibility in the app

- Button banner on the exhibitor data directory

100 visitor day tickets



Exclusive service

BASIC BENEFITS

- Logo in app
- Push notification in the app
- Logo on website
- Logo on hall plan
- Display at central information desk
- Mobile promotion license

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Package 4: Networking evening

19.000 €

Branding as sponsor of the evening

- Communication in relevant communication channels
- Exclusive VIP area for the sponsor and up to 15 of their customers/visitors
- **Partner roll-up** banner & **table display** with the sponsor's logo
- Sponsorship of beverages

Information Networking evening

- Popular event for exchange and networking
- Takes place on the first evening of the trade fair in the Boulevard
- Approximately 1,000 participants
- Drinks and snacks



100 visitor day tickets

Speaker slot

- One 25-minute presentation slot on the Exhibitor Stage
- Exclusive logo display on the **break slides** of the Exhibitor Stage on Day 2

Guided tours

- 1 visit as part of the guided tours

BASIC BENEFITS

- Logo in app
- Push notification in the app
- Logo on website
- Logo on hall plan
- Display at central information desk
- Mobile promotion license

Package 5: Event Founders Fight Night

6.500 €

Exclusive service

Exclusive partner of the get-together after the competition

- Sponsor is **part of the jury** for the Founders Fight Night competition
- Sponsor **logo on the guests' voting cards**
- **Exclusive display of advertising materials** and **roll-ups** in the start-up area on day 2
- Exclusive logo display on the **break slides** of the start-up stage on day 2
- Sponsorship of drinks during the get-together after the event
- Mention of the sponsor in relevant **communications channels** about the event.

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Info Founders Fight Night + Get Together

- Clear the ring! - It's THE start-up event on day 2 in the start-up area!



Guided tours

- 1 visit as part of the guided tours

100 visitor day tickets



Participation prices for digitalBAU 2026

SPONSOR PACKAGE NO. 1	Focus on "Branding the stage"	Price: €29,000
SPONSOR PACKAGE NO. 2	Focus on "Branding digitalBAU Café"	Price: €22,000
SPONSOR PACKAGE NO. 3	Focus on "Communication & Advertising Space"	Price: €20,000
SPONSOR PACKAGE NO. 4	Focus on "Networking Event"	Price: €19,000
SPONSOR PACKAGE NO. 5	Focus on "Event Founders Fight Night"	Price: €6,500

We look forward to receiving your inquiry!



Ulrike Müller
Claudio Heupel

ulrike.mueller@messe-muenchen.de
claudio.heupel@messe-muenchen.de



Get in touch with our colleagues: +49 (0)89 949 22005