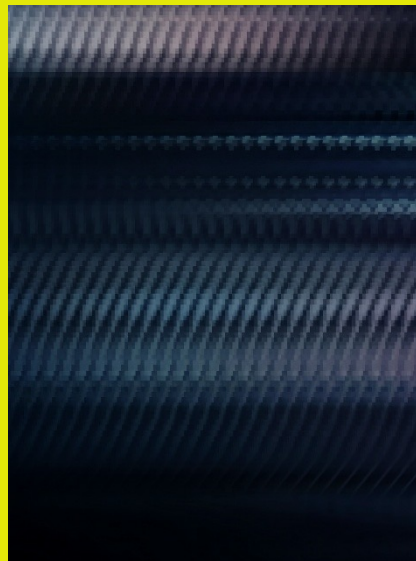


THE FUTURE OF BUILDING



**BAU
2027**

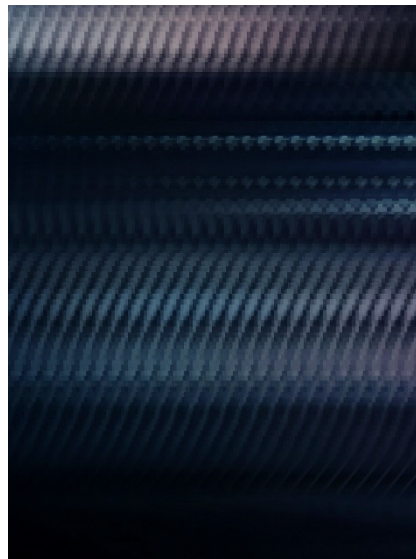
BLACK BOX
BAU × **DIGITALWERK**

January 11–15, 2027
Messe München

World's leading trade fair for
architecture, materials and
systems

bau-muenchen.com

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THE SHOWCASE *FOR NEW POSSIBILITIES*

BAU is the most important platform for the industry. Across more than 200,000 square meters, over 2,200 exhibitors will showcase their latest products, materials and systems. It is a showcase for perfection where we celebrate the progress of our work.

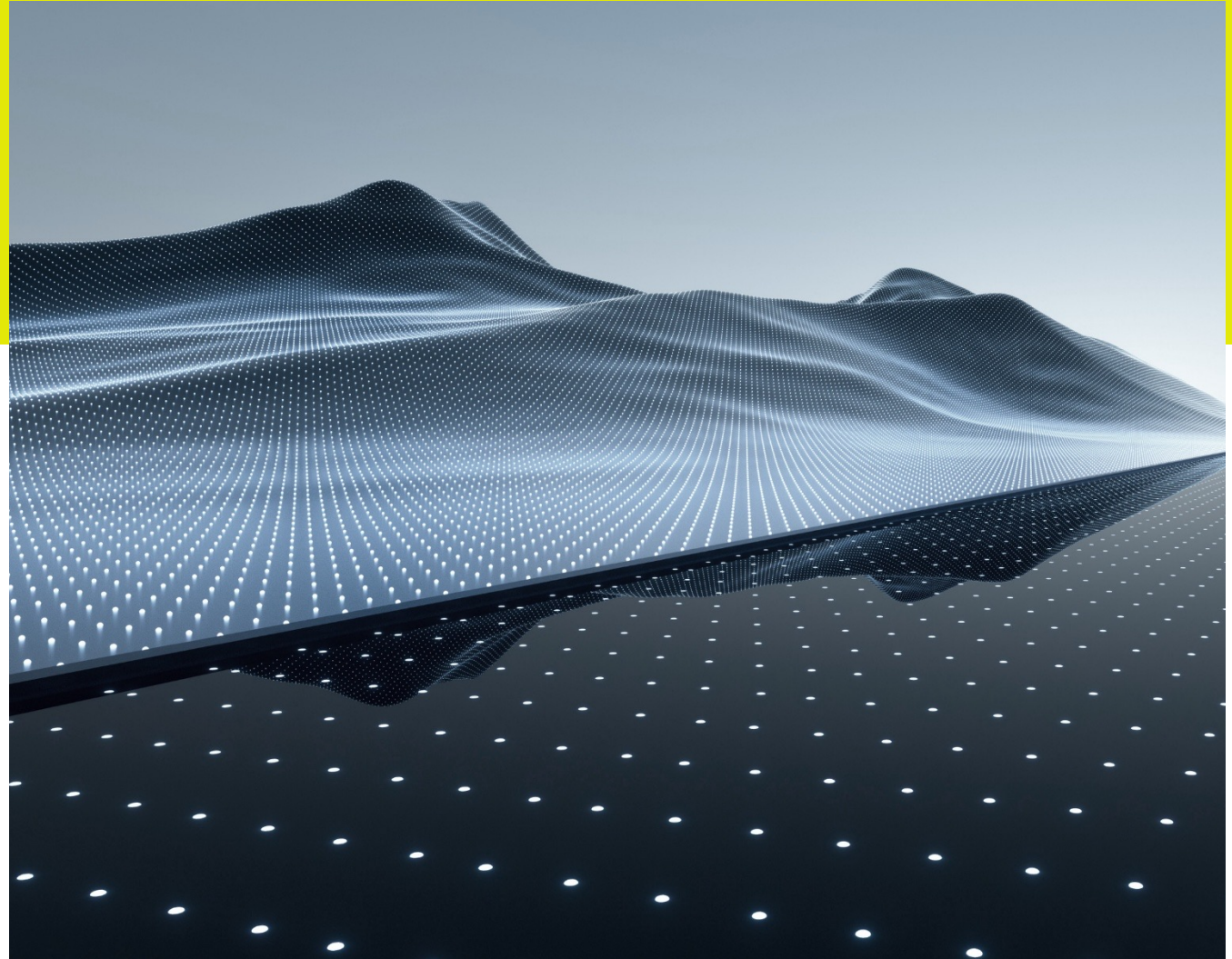
But something that often goes unnoticed in these spaces is the work that really goes into them:

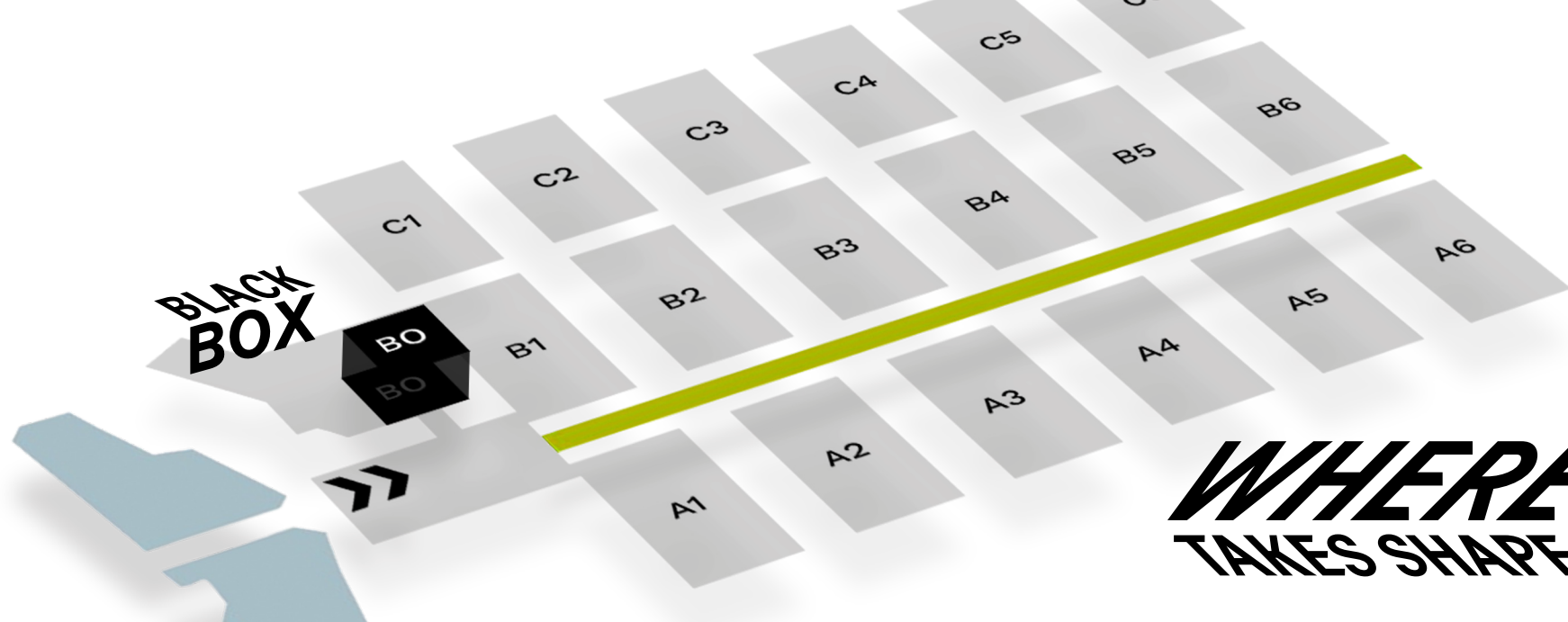
The creativity to find the solution to an unsolvable interface problem on a sleepless night.

The processes that turn a thousand individual parts into a functioning system.

The bold **decisions** we make when we break new ground.

In short: **the energy that is constantly driving our industry forward.**





WHERE ENERGY TAKES SHAPE



We are dedicating a space to the force that drives our industry. With the BLACK BOX, BAU will feature a dedicated experience hall for immersive brand presentations, digital innovations and interactive product worlds.

At BAU 2027, Messe München and DIGITALWERK will be transforming Hall B0 into a center for innovation for the first time, offering companies a new platform for maximum visibility. It will be a hub for all those who are helping to shape the future, rather than just watching from the sidelines.

Whether it's increased complexity, digitalization, modular construction or the circular economy—this place will make the energy that helps us meet the challenges of tomorrow tangible.

WELCOME TO THE
BLACK BOX
BAU × **DIGITALWERK**



THE BLACK BOX - **MORE SPACE FOR VISION.**



The BLACK BOX isn't somewhere to just walk past. It is a place for thinking ahead.

The installation will begin at the West Entrance, where a visually striking gate breaks with the usual trade fair architecture and piques curiosity. As you enter, you'll leave your everyday life behind and make your way, step by step, to the center of the hall.

It will be a profound experience: A space filled with light, sound and surprises creates an atmosphere that goes beyond the surface. Focus instead of hustle and bustle. Impact instead of excess.

The benefit for you is that there will be no stand. Instead there will only be a stage, a message and an attitude. Position yourself where attention is captured—in an environment that is deliberately designed to spark interest, engage visitors on an emotional level and create relevance. The BLACK BOX is your platform for sustainable visibility, with solutions that make an impact and brands that have something to say.

WHAT TO EXPECT

Five days of undivided attention:

A daily curated program featuring frequent updates and a front-row view of the action. This ensures your brand is positioned right where the industry comes together, with maximum visibility in the shortest possible time.

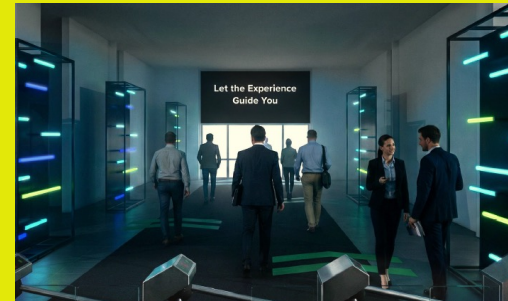


Interaction instead of one-way communication:

Genuine “a-ha” moment through playful gamification and live interaction that turns visitors into active participants. Your brand won’t just get noticed, it will actively get experienced—and as a result, will stay in people’s minds measurably longer.

Content-Machine:

Every minute on stage is transformed into digital gold through creator engagement, extending the reach of your message far beyond the trade fair. This will give you reach and assets that continue to deliver results even after the campaign



Surprise as a principle:

A space brimming with inspiration and unexpected highlights that sparks the industry’s curiosity anew every day. For increased visibility, more opportunities to connect and higher-quality leads

Exclusive night vibes:

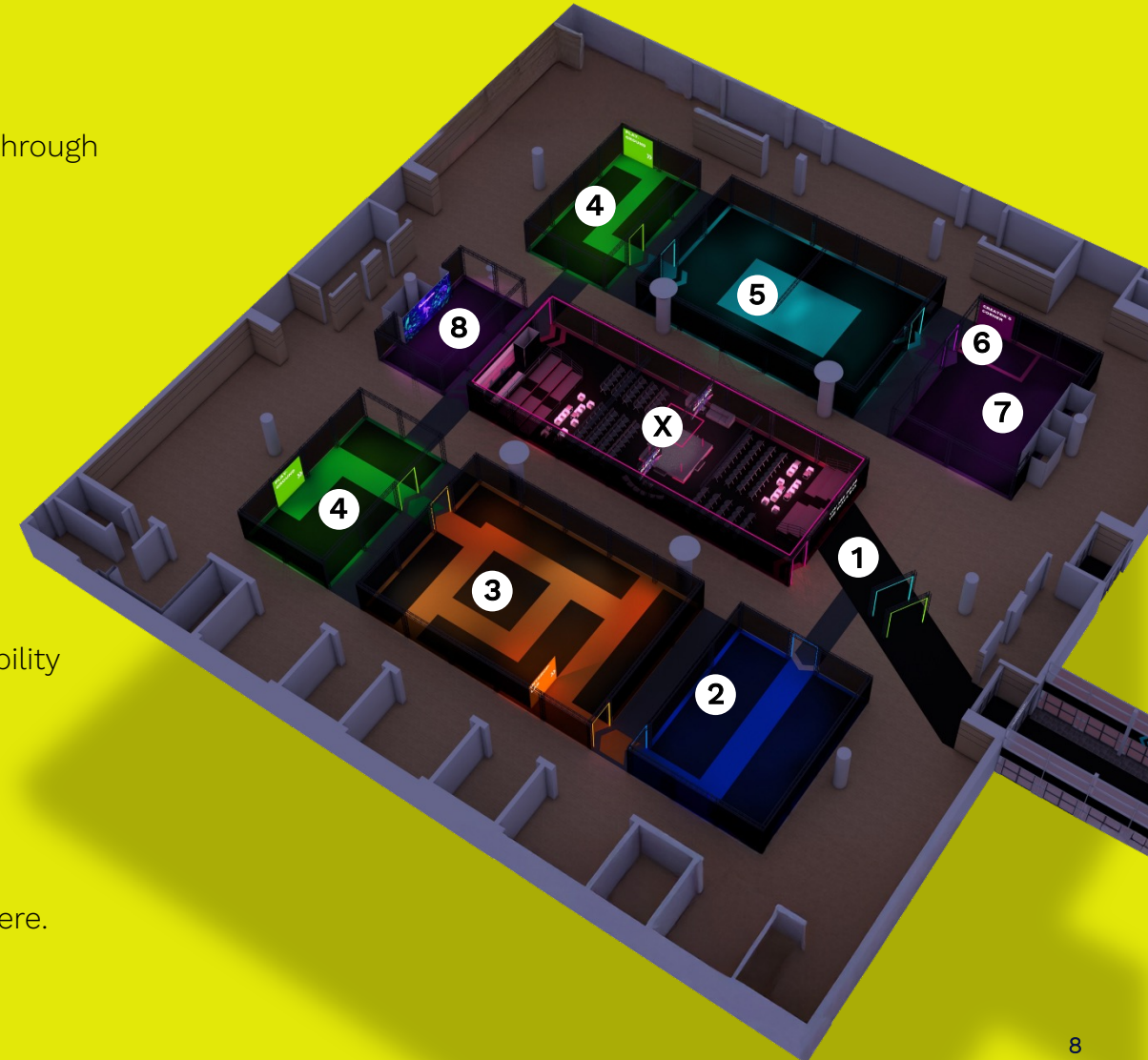
In the evening, the stage will transform into a VIP club for casual networking, refreshing drinks, and the best connections at the trade fair. You’ll have the opportunity to engage directly with top decision-makers, influencers and the press—all in a setting where partnerships are forged.



THE ARCHITECTURE OF EXPERIENCE

Many areas. One mission: to see and understand the big picture.

- X BLACK BOX Stage:** The 360° hub for discourse, visions and the people behind the projects. It's the place for keynote speeches, case study presentations and legendary pitches.
- 1 Welcome Area:** The first point of contact. This is where the journey through the Black Box and the guided flow of visitors begins.
- 2 Assembly Line:** Serial renovation, prefabrication and system integration as a visible process – where workflows, interfaces and real-world operations become tangible.
- 3 InterOp-Lab:** The digital nervous system. Where software, data and planning become tangible, and interoperability is demonstrated.
- 4 Playground:** The interactive test track. The place for a playful spirit of discovery, where it will be possible to handle and try out the products.
- 5 Material Loop:** The vertical gallery of the circular economy. A tactile experience that highlights sustainability and circular value creation.
- 6 Creators Corner:** Our broadcast studio, which will stream live coverage of on-site events to industry channels in real time.
- 7 8 Café Lounge & Palm Garden:** High-level networking. Exclusive places to get away for in-depth conversations in a relaxed atmosphere.

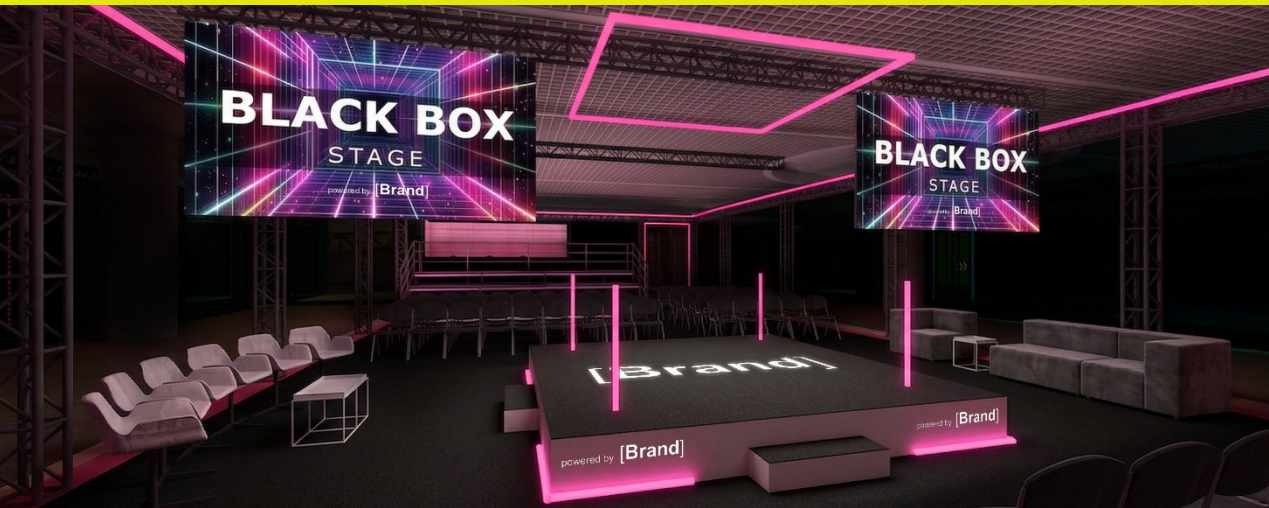
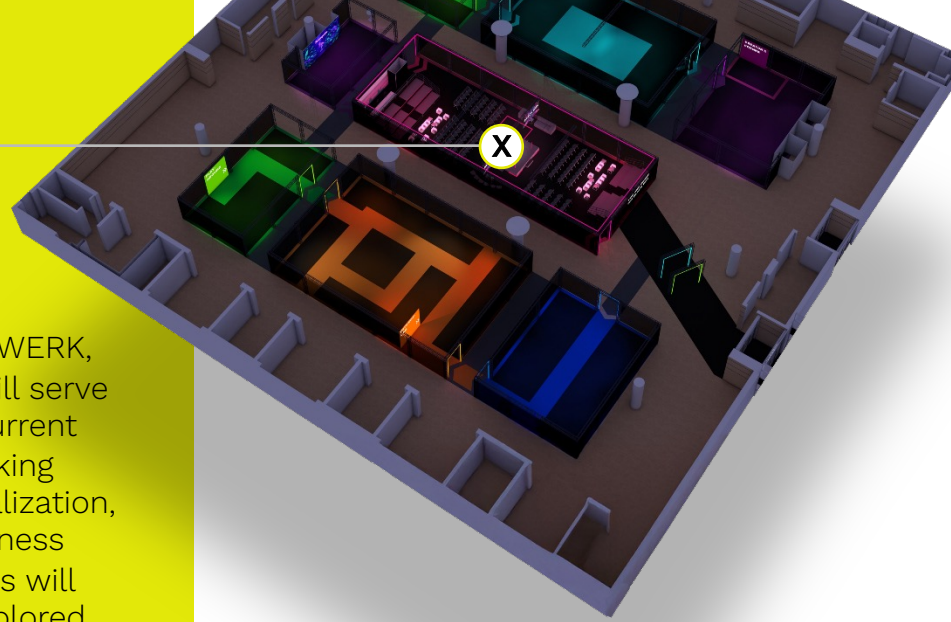


DIE BLACK BOX STAGE

The BLACK BOX Stage is to be the creative heart of Hall B0—a space for radical dialogue and live demonstrations. We are breaking away from traditional trade fair formats and creating a platform for the issues that are once again challenging our industry today.

Keynotes & Panels: High-profile insights and lively discussions on pressing issues ranging from digitalization to the circular economy.

In cooperation with DIGITALWERK, the main stage in Hall B0 will serve as a forum for discussing current challenges and forward-looking solutions. Whether it's digitalization, climate change or new business models—this is where topics will be made accessible and explored from various perspectives.



Case Duos: The truth lies in the interplay. Partners from the planning and execution phases will work together to demonstrate how theory is put into practice.

The Arena: This is where the boldest ideas will go head-to-head in a direct showdown to win over the jury and the audience.

Live demos: No videos, no promises—here, technology and craftsmanship will come to life in real time right before the audience's eyes.

In-Depth Discussion Sessions: After the sessions, we'll dive deeper into the topics. There's no lecture-style teaching here—just a direct line to the industry's leading thinkers.

THE EXPERIENCE HUBS

In Hall B0, innovation won't just be discussed. It will be brought to life. With the InterOp Lab, the Assembly Line and the Material Loop, we will showcase the three key drivers of the construction revolution: digital intelligence, haptic precision and a circular future.



InterOp Lab | Digital Intelligence: This is where the “black box” of data will be opened. We will demonstrate the seamless integration of software interfaces (BIM, AI, robotics)—moving away from silos and toward effective data flows.



Assembly Line | Haptic Precision: Serial renovation and industrial workflows as a live format. Here, we will demonstrate physical processes and system assemblies. Visitors will see examples of problems and solutions right on the component itself, rather than just in a brochure.



Material Loop | A Circular Future: The vertical gallery of the circular economy. We will curate materials based not on their design, but on their reusability. It is to be a hands-on journey through the value chain of tomorrow.

LIVE EXPERIENCE

AS A DRIVER OF DIGITAL CONTENT

Moments become content; content becomes reach.

In the **BLACK BOX**, physical experience and digital reach will merge into a single entity. In the **Playground**, we will spark a spirit of discovery; in the Experience Hubs we will create “a-ha” moments; and on stage we will capture

charisma and poise. The **BLACK BOX** will be a space that invites exploration and participation, making its content accessible in a playful way. This is where experiences will be created that are more than just a trade fair: interactive,

immersive, carefully crafted. This is where your brand becomes a story.

Together with **DIGITALWERK**, we will turn these moments into professional content—live, on-site and especially beyond the trade fair.

We combine decades of experience in visitor guidance, exhibition design and product staging with **DIGITALWERK**'s storytelling power, creative expertise and network.



WHERE CONTACTS *TURN INTO PARTNERSHIPS*

Boiler Room: On an exclusive evening featuring a relaxed atmosphere and DJ music, the venue will open its doors to 700 clubbers invited by our partners.

Networking on equal footing: High-level discussions without the formalities. This is where partnerships for tomorrow's projects will be formed.

Bar and Lounge: The place to be for anyone looking to strike up a conversation after a day at the trade fair, with a drink and the right people in the room.



CHOOSE YOUR ROLE IN THE BLACK BOX

BLACK BOX STARTER

Quick visibility with minimal setup – your entry into the BLACK BOX

WHO IS IT FOR?

For companies that want to raise their profile—without a traditional trade fair booth

Its focus is on:

- Curated product placement and solution staging in Experience Hubs
- Visibility in the context of real-world use cases
- Relevant contacts in the appropriate context

BLACK BOX BRAND

A presence that is not only seen, but also understood and remembered.

WHO IS IT FOR?

For companies that want to demonstrate how their solution works in practice.

Its focus is on:

- Integrating your solution into specific application contexts
- Visibility through explanation, interaction and comparison
- Visibility in the program and in content-related communications

BLACK BOX PREMIUM

Co-creators. Maximum visibility. Maximum relevance.

WHO IS IT FOR?

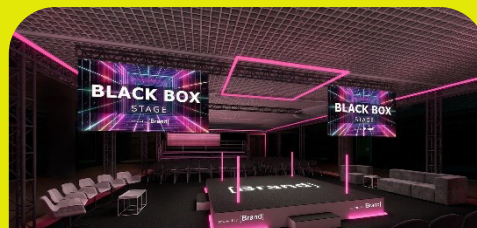
For companies that set the agenda, shape the moment and actively help shape the BLACK BOX.

Its focus is on:

- A striking presence at the heart of the BLACK BOX—whether on stage or in key experience areas
- Designing content, experiences and interactions within the format
- Extending your message through formats, conversations and communication

PREMIUM

PREMIUM



BLACK BOX Stage Sponsor

WHO IS IT FOR?

For companies that want to set the agenda and lead discussions in the heart of the BLACK BOX.

What you gain:

- A continuous presence in the BLACK BOX's central space for decision-making and discussion
- Direct exposure to a highly relevant professional audience
- Linking your brand to the industry's most important content and topics
- Spreading your content beyond the trade fair through editorial formats and digital reach

> Content-driven / Thought Leadership

€ 42,900,-

PREMIUM



Experience Hub Partner

WHO IS IT FOR?

For companies that are actively developing a thematic area and want to highlight how these elements work together.

What you gain:

- A key role within a central Experience area
- Visibility through real-world application and process contexts
- Direct interaction with trade visitors in a specific usage context
- Establishing your brand within a curated thematic area with tailored content.

> Experience-driven / Solution Integration

ab € 29,800,-

PREMIUM



BLACK BOX Lounge & Networking Sponsor

WHO IS IT FOR?

For companies that want to build high-quality relationships and establish a presence in the right environment.

What you gain:

- Presence in a curated networking environment
- Direct interaction with decision-makers and relevant industry contacts
- Hosting high-level discussions for a select group of people
- Visibility in an environment with high visiting conditions

> **Networking-driven / Relationship Building** € 25,800,-

PREMIUM



BLACK BOX Signature Bar Sponsor

WHO IS IT FOR?

For brands that want to become part of the social and emotional heart of the BLACK BOX.

What you gain:

- Presence within the main evening and networking event
- Visibility in a passionate environment
- Direct connection with selected guests, partners and decision-makers
- Establishing your brand in a memorable format, including follow-up coverage

> **Community-driven / VIP-Experience** € 27,800,-

PREMIUM



Playground Partner

WHO IS IT FOR?

For companies that want to actively help shape and define the interactive experience area of the BLACK BOX.

What you gain:

- A key role within the entire Playground area
- Direct interaction with visitors and industry professionals
- Active presence in a frequently visited entertainment area
- High recall rates through active participation rather than passive observation

> **Activation-driven / Visitor Engagement** ab € 26,800,-

STARTER



Experience Starter

WHO IS IT FOR?

For companies that want to raise their profile and be part of the overall BLACK BOX experience—without a traditional trade fair booth.

What you gain:

- Presence within a curated Experience zone
- Visibility in the relevant usage context
- Access to qualified trade visitors
- A quick entry into the BLACK BOX

> **Baseline / Presence**

starting at € 3,900,-

BRAND



Experience Brand

WHO IS IT FOR?

For companies that want to position their solutions clearly and place them within their application context.

What you gain:

- Integration into selected program formats
- Visibility through real-world application scenarios
- Professional conversations in a technical context
- Greater visibility within the BLACK BOX

> **Visibility / Active Presence**

starting at € 9,800,-

BRAND



Playground Experience

WHO IS IT FOR?

For companies that want to actively engage visitors and capture their attention through interaction.

What you gain:

- Presence within the interactive Playground area
- Direct engagement and interaction with trade visitors
- Engagement through movement, participation and experience
- Low-threshold, high-frequency points of contact

> **Engagement / Interaction**

starting at € 8.500,-

OVERVIEW OF BLACK BOX PACKAGES

PREMIUM

BLACK BOX Stage Sponsor	Experience Hub Partner	BLACK BOX Lounge & Networking Sponsor	BLACK BOX Signature Bar Sponsor	Playground Partner
Shape content and lead discussions — at the heart of BLACK BOX	Design thematic areas and showcase integrated solutions	A networking environment offering unique experiences for select guests	A prominent presence within the main evening and networking event	Design an immersive space, foster interaction and engage visitors.
Exclusive Stage Partnership	Exclusive Thematic Partnership	Exclusive Networking Partnership	Exclusive Event Partnership	Exclusive interaction options
€ 45,900,-*	starting at € 29,800,-*	€ 25,800,-*	€ 27,800,-*	starting at € 26,800,-*

BRAND

Experience Brand	Playground Experience
Making solutions easy to understand—in the context of their application	Visibility through engagement and participation
Limitierte Plätze	Limitierte Plätze
starting at € 9,800,-*	starting at € 8,500,-*

STARTER

Experience Starter
Stand out—without a traditional trade fair booth
Begrenzte Anzahl verfügbar
starting at € 3,900,-*

DIGITAL POWER MEETS A CURATED STAGE

The content of the BLACK BOX will have an impact that extends beyond the trade fair. In collaboration with DIGITALWERK, we will develop formats that curate relevant topics, engage professional audiences and strategically expand media reach. The following formats serve as examples of how content can be expanded and communication spaces can be reimaged—some integrated, others as inspiring add-ons for individual partnerships.

DIGITALWERK PODCAST



Advertising Partnership

How will we build, live and get around in the future? The DIGITALWERK podcast is one of the leading podcasts in the construction, real estate, energy and mobility sectors, with a particular focus on the transformation of these industries and economic success stories.

By advertising on our podcast, you can reach up to 40,000 decision-makers from the business, academic and industrial sectors every month—in both audio and video formats.

“WHO IS THE PRO” SHOW



Show/Industry Partners

“Who’s the Pro” is an entertaining YouTube show in which four DIY enthusiasts and four tradespeople compete against each other in funny and hands-on challenges. Each episode focuses on a different trade. In the end, a panel of experts and influencers decides: Who is the pro?

We will promote your brand and products and reach thousands of people interested in home improvement and DIY.

DIGITALWERK XPLORE



Documentary & Campaign Partners

We’re producing a documentary on a topic where you can shine, win over customers, inspire employees and get thousands of views. So let’s show the world the exciting stories our industry has to tell and inspire others together!

The package also includes an online article, a feature in our newsletter and several social media posts.

CUSTOMIZE YOUR ONLINE PRESENCE



SPEAKER SLOT

Position yourself as a driving force on the BLACK BOX Stage in a 25-minute performance.

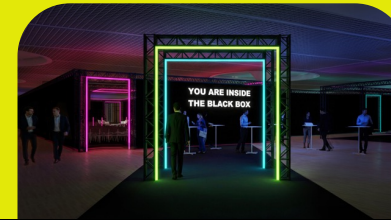
€ 3,500*



NEWSLETTER PLACEMENT

Anchor your topics within the communication landscape of two networks—directly with your relevant target audience

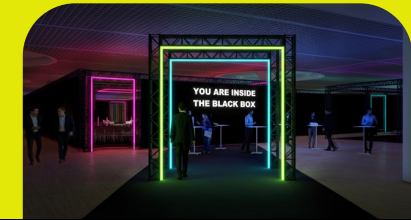
€ 2,500*



ADVERTORIAL

Promote your content through an SEO-optimized advertorial and boost your visibility in relevant search queries from your target audience.

€ 3,000*



PODCAST PARTNERSHIP

Position your brand as a promotional partner in an engaging podcast series and reach your target audience across four episodes with a consistent, credible presence.

€ 7,960*

LET'S BUILD THE FUTURE *TOGETHER*

The BLACK BOX thrives on the personalities and visions of its partners. Let's meet in person to discuss how we can most effectively integrate your message into this unique ecosystem.

- **Tailored opportunities:** We'll discuss which zone (Stage, Lab, Line, Loop or Playground) best showcases your innovation.
- **Exclusive insights:** Get detailed information on the hall layout, the curated program and your personalized content benefits.
- **Strategic onboarding:** We will guide you every step of the way—from the initial idea through concept integration to the final stage and your viral moments.
- **Customized sponsorship:** Discover the wide range of options available to you, from stage slots to bar sponsorship.



Contact



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