



DIGITAL BAU



SPONSORING PACKAGES Cologne 2024

The following prices do not include the statutory value added tax

20—22. February 2024

trade fair for digital solutions in the
construction industry

digital-bau.com

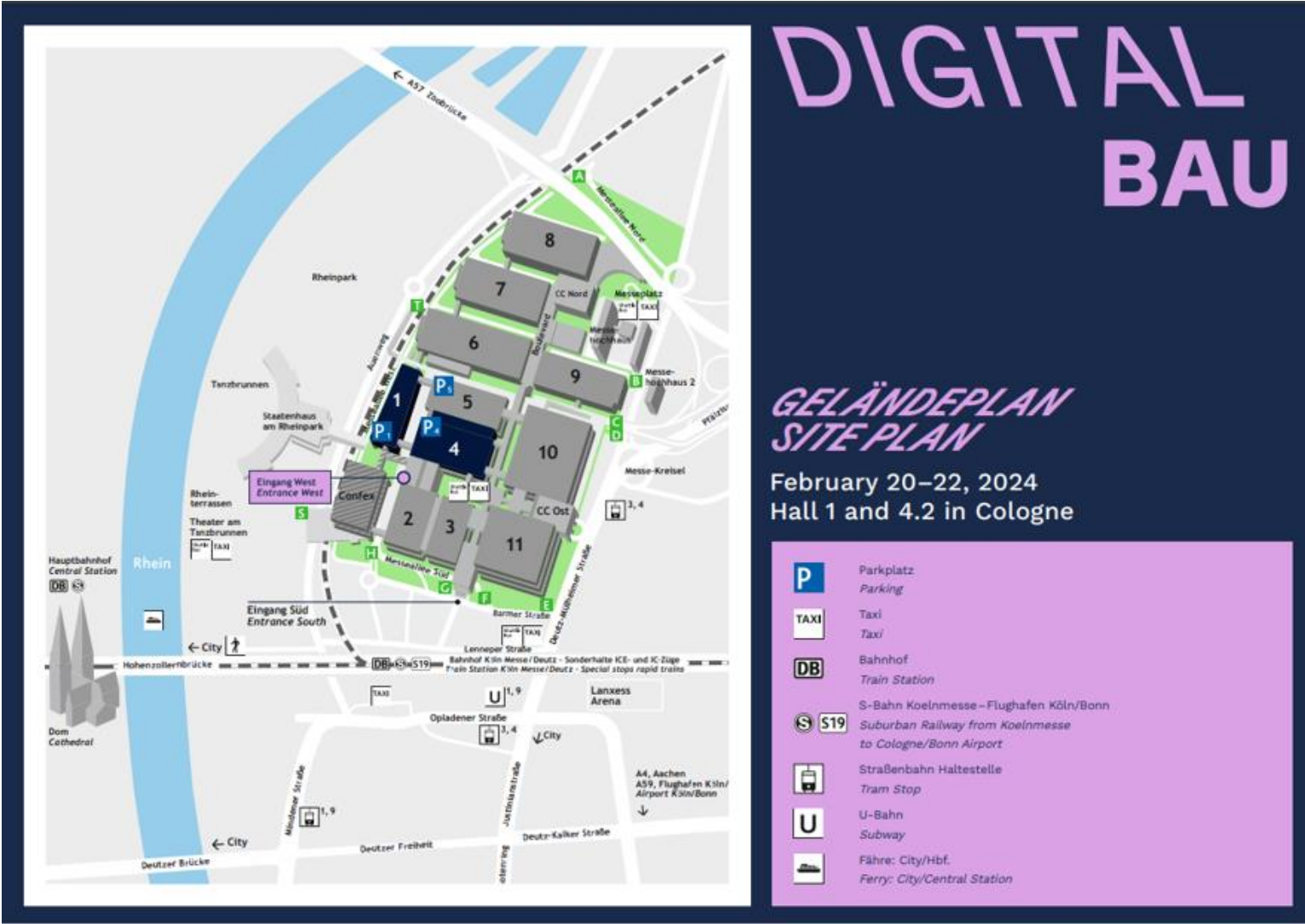
Sponsoring packages

Put yourself in the spotlight with the perfect mix of advertising options:

- Interaction & Stage Time
- Advertising on site
- Online Advertising
- BAU Insights industry portal



Site overview



Packages at a glance

Goldsponsoring

- Only 1 exclusive Gold Sponsor
- **Exclusive part of the morning hall announcement**
- **Booth visits as part of two Guided Tours** (organized by DETAIL & World Architects)
- **1 exclusive slot in Forum 1**
- **Social Media of digitalBAU**
- **Announcement of your BAU Insights article in the BAU Insights Newsletter & on the digitalBAU website**
- 3 slots on the Exhibitor Stage
- Advertising space on the exhibition grounds
- Logo on the hall plans
- Mobile promotion licenses for 3 days
- 200 free visitor tickets
- Logo presence on the website and in visitor mailings
- 1 VIP parking space
- Logo on Exhibitor Stage break slides

25,000.00 €

Silversponsoring

- Maximum 2 Silver Sponsors
- **Sponsorship of the charging stations for mobile devices**
- **Exclusive display of exhibitor promotion material at the main information counter**
- **Announcement of your BAU Insights article in the BAU Insights Newsletter & on the digitalBAU website**
- 2 slots on the Exhibitor Stage
- Advertising space on the exhibition grounds
- Logo on the hall plans
- Mobile promotion license for 3 days
- 150 free visitor tickets
- Logo presence on the website and in visitor mailings
- 1 VIP parking space
- Logo on Exhibitor Stage break slides

12,000.00 €

Bronzesponsoring

- Maximum 4 Bronze Sponsors
- **Half-size banner in 2 visitor mailings**
- **Announcement of your BAU Insights article in the BAU Insights newsletter & on the digitalBAU website**
- 1 slot on the Exhibitor Stage Advertising space on the exhibition grounds
- Logo on the hall plans
- Mobile promotion licenses for 3 days
- 100 free visitor tickets
- Logo presence on the website and in visitor mailings
- 1 VIP parking space
- Logo on Exhibitor Stage break slides

7,000.00 €

Gold Paket

- Only 1 exclusive Gold Sponsor
- **Exclusive part of the morning hall announcement**
- **Booth visits as part of two Guided Tours**
(organized by DETAIL & World Architects)
- **1 exclusive slot in Forum 1**
- **Social Media of digitalBAU**
- **Announcement of your BAU Insights article in the BAU Insights Newsletter & on the digitalBAU website**
- 3 slots on the Exhibitor Stage
- Advertising space on the exhibition grounds
- Logo on the hall plans
- Mobile promotion license (3 days)
- 200 free visitor tickets
- Logo presence on the website and in visitor mailings
- 1 VIP parking space
- Logo on Exhibitor Stage break slides

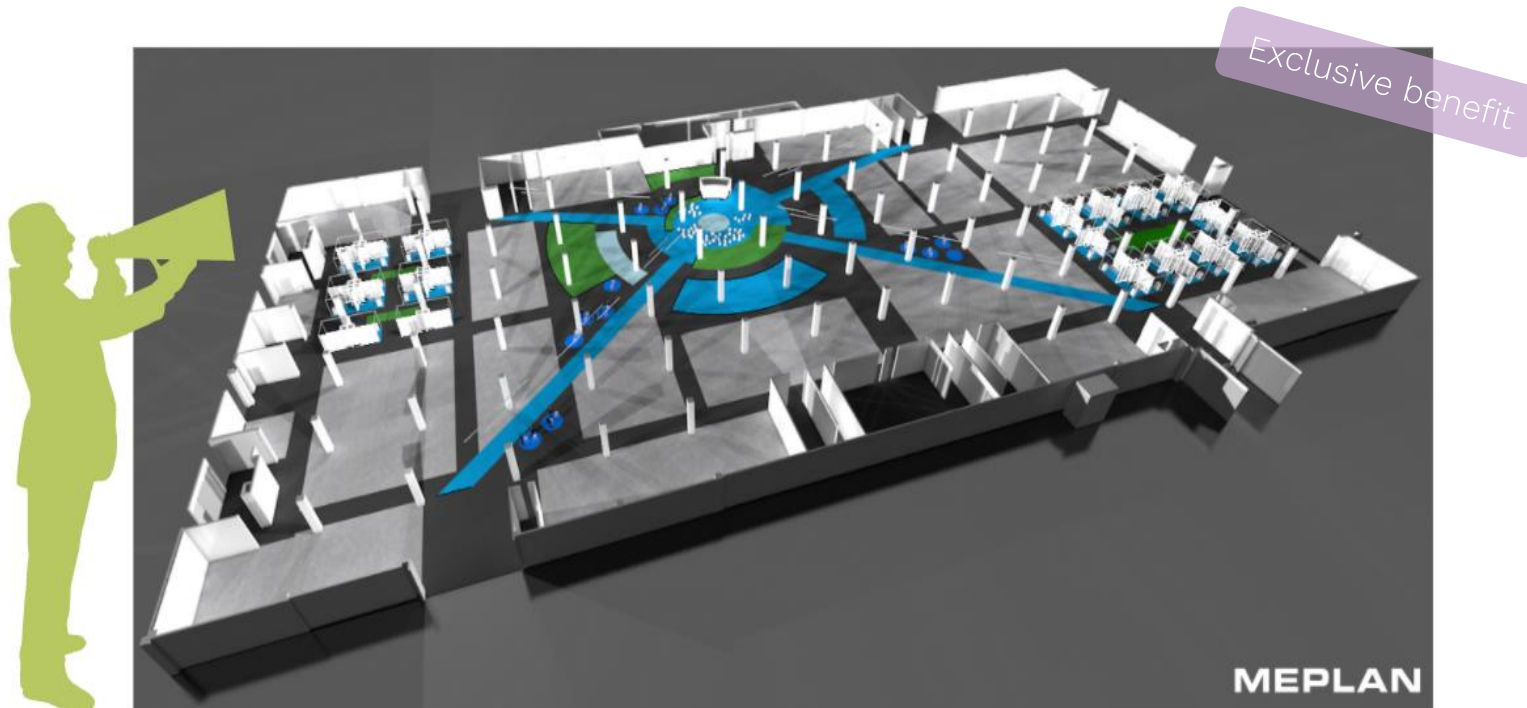
Goldsponsoring

25,000.00 €

Goldsponsoring

One hall announcement per day

In our daily "Welcome" announcement, we will introduce you as an exclusive Gold Sponsor (e. g. "Welcome to digitalBAU 2024 [...] We would also like to welcome you on behalf of our Gold Sponsor Company XY, who is looking forward to your visit in Hall X, Booth No. Y. [...]")



Goldsponsoring

GOLDSPONSOR

Booth visits as part of two Guided Tours

The Gold Sponsor will be an official part of two Guided Tours - conducted by [DETAIL](#) & [World-Architects](#)

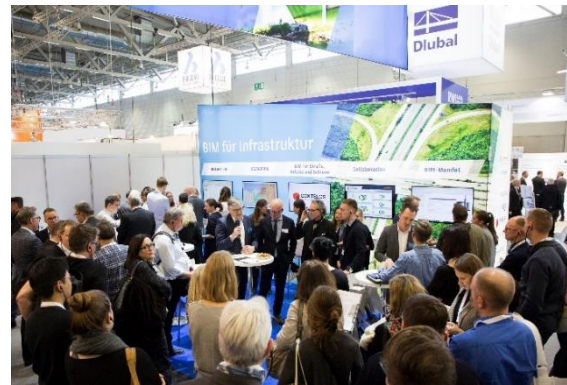
DIGITAL
BAU

Forum and Guided Tours

Exclusive benefit

Goldsponsoring

DIGITAL
BAU



Example images of digitalBAU 2020

An exclusive slot on the Forum 1

- Inspire the interested visitors in Forum 1 with your innovations together with the current thematic discussion questions of the industry.
- We provide you exclusively with 30 minutes in Forum 1 for this purpose



Goldsponsoring






Example image of digitalBAU 2022

Goldsponsor

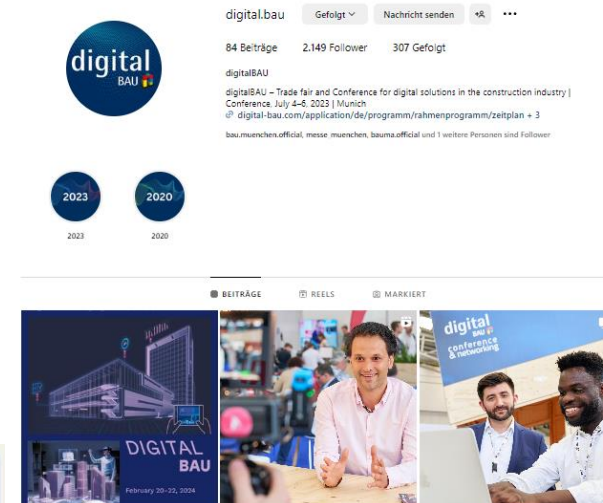
Social Media Post

- Single Post "Thank you to our Gold Sponsor".

-  1.159 Subscribers
-  2.149 Follower
-  5.697 Follower



Goldsponsoring



Status: 16.10.2023

DIGITAL BAU



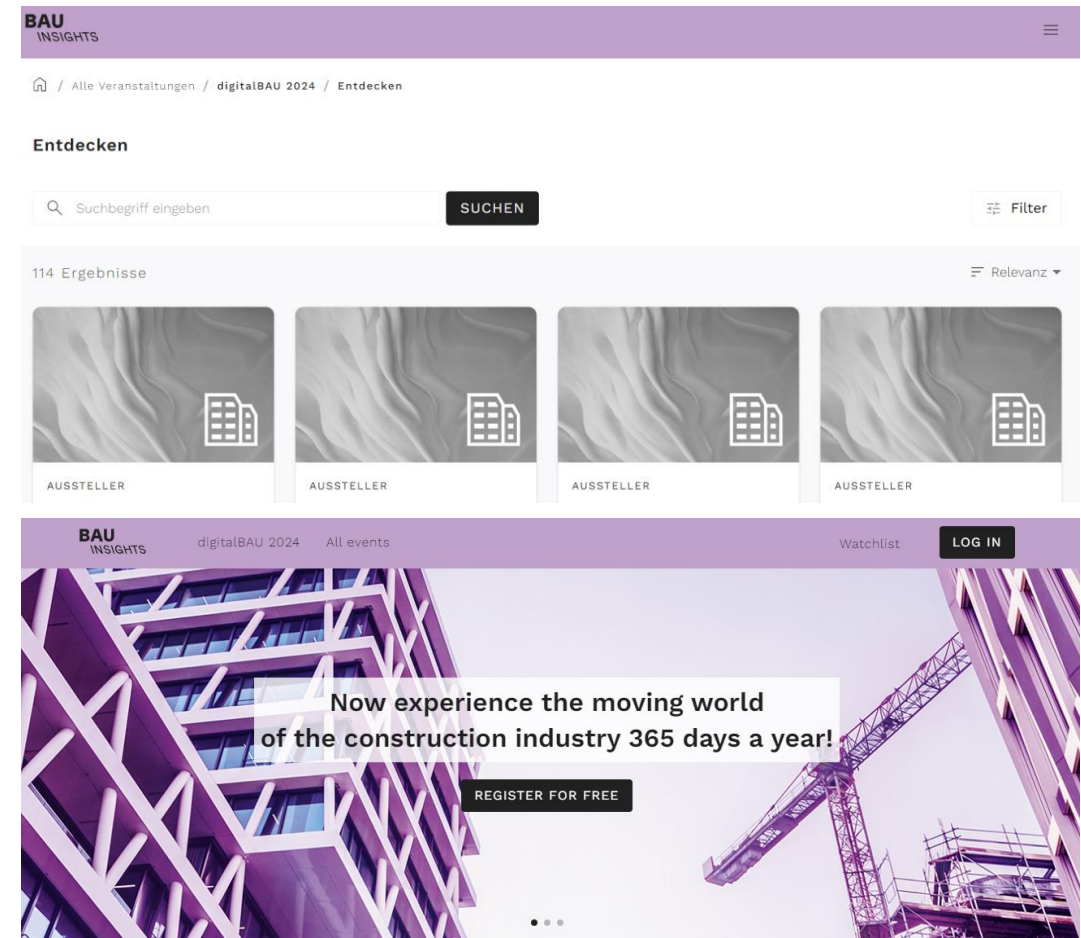
Teaser in the BAU Insights Newsletter & the digitalBAU website promoting your article on bau-insights.com

- Secure an exclusive place in our new BAU Insights newsletter and promote your article on our new 365 days industry portal BAU Insights
- Benefit from our network of 180,000 users of the industry portal
- Reach the additional 20,000 readers of the BAU Insights newsletter directly

[Newsfeed | BAU Insights \(bau-insights.de\)](https://bau-insights.de)

[digitalBAU - Fachmesse für digitale Lösungen in der Baubranche \(digital-bau.com\)](https://digital-bau.com)

Gold sponsoring



3 slots on the Exhibitor Stage

- Present your latest innovations in the construction industry on the Exhibitor Stage
- We provide you with 3 slots of 25 minutes each on the Exhibitor Stage



Goldsponsoring

Stickers on the stairs

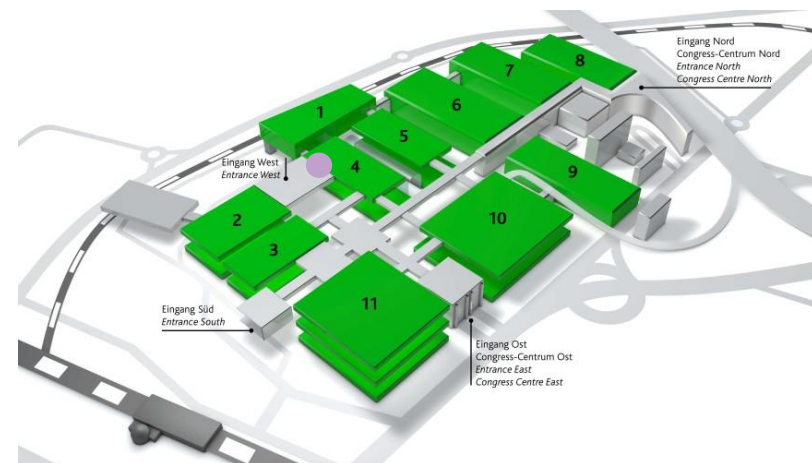
- Main stairs leading from West Entrance, the sole entrance, directly to the digitalBAU 2024 event area in Hall 4.2



Goldsporsoring



- Size (WxH) : 2,20 m x 0,12 m
- Steps : 18
- Complete print file (WxH): 2,20 m x 2,16 m

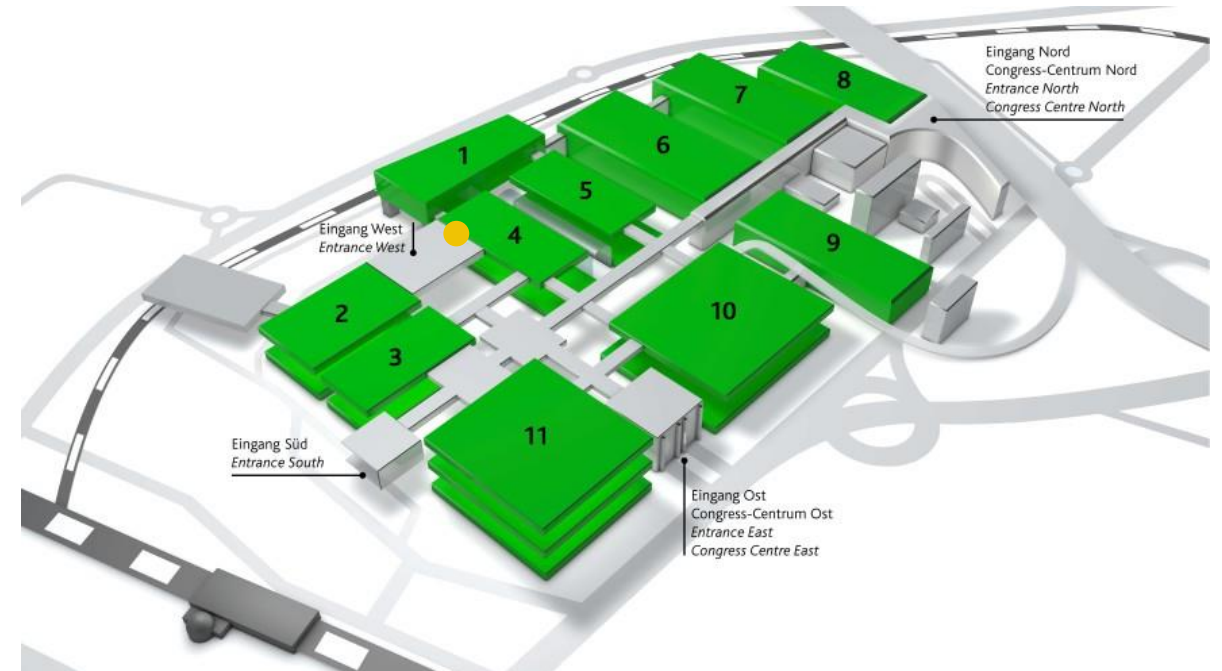


Logo on digitalBAU Welcome Banner

- In the West Entrance we will display your logo on the Welcome Banner of digitalBAU 2024 together with the logos of the other sponsors.
- Size: 8,00 m x 1,20 m



Gold sponsoring



Light box

- Allocation flexible and in accordance with your preferences
- Design within the digitalBAU CI (graphics within the yellow frame)
- Size: 3,00 m x 2,00 m

Goldspansoring

DIGITAL
BAU



Logo on hall plan

- Gold 1 will be your sponsor area

Halle / Hall



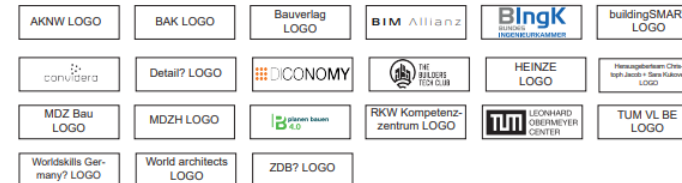
Initiator und Schirmherr / Initiator



Sponsoren / Sponsors



Kooperationspartner / cooperation partners



DIGITAL BAU

Ausstellerverzeichnis /
Exhibitors list

Scanne mich /
Scan me



ETA GmbH	20142	Makro GmbH	1002
ETI Group Worldwide GmbH	1003	maxim produkt studio GmbH	1119
etw GmbH	1004	Mikrostand Digital Zentrum Bau	101
EVTO Software GmbH	1005	Mikrostand Digital Zentrum Baubetrieb	102
evolution digital GmbH	1006	Mikrostand Digital Zentrum Handwerk	103
Expan Cyber GmbH	1007	EPG Schöck AG	104
Exponent GmbH	1008	EXTERNA GmbH	105
EXU INSTITUTE	1009	Extron GmbH	106
EXTRAMAT GmbH	1010	Extron GmbH	107
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Exxon GmbH	1103	Extron GmbH	200

Goldspensoring

Mobile promotion licenses on all 3 days

- You will receive licenses for mobile promotion for two people each on all three days of the event.
- This allows you to organize your own ambassadors, who will draw visitors' attention directly to your stand with promotional activities.
- Personnel and advertising materials are organized by the sponsor.



Goldsporsoring



Visitor vouchers

- 200 online vouchers for your visitors (day ticket)

DIGITAL BAU

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MUSTER

digitalBAU 2024
 20 - 22 February 2024 // Cologne

Start ▾

DIGITAL BAU

Ticketshop

Redeem voucher / Register ticket

Please enter your voucher code or your barcode number here. In the next step you have the choice to either login with an existing account or create a new account.

Please note that all tickets registered in your account will be issued in your name.

← Insert ticket code

Gutschein / Voucher

Online einlösen – direkter Eintritt.
Redeem online—direct admission.

So einfach lösen Sie Ihren Gutschein vor Messebesuch online ein:

- Gehen Sie auf productronica.com/tickets
- Registrieren Sie sich und geben Sie Ihre Gutschein-Nummer ein.
- Sie erhalten Ihr persönliches Ticket per Mail und können es mobil auf Ihrem Smartphone / Tablet oder ausgedruckt nutzen. Ihr Eintrittsticket ermöglicht den direkten Zugang zur Messe.

Redeeming your voucher online prior to the fair is easy:

- Go to productronica.com/ticket
- Register and enter your voucher number.
- Your personal ticket is sent to you by e-mail and you can present your ticket printout or as a mobile ticket on your smartphone/tablet. The ticket gives you direct access to the trade fair.

Öffnungszeiten Di.–Do., 12.–14. Nov., 09:00 – 18:00 Uhr Fr., 15. Nov., 09:00 – 16:00 Uhr	Opening hours Tue.–Thur., Nov. 12–14, 09:00–18:00 Fri., Nov. 15, 09:00–16:00
Wenn Sie Fragen haben: Tel. +49 89 949-11438 info@productronica.com	If you have any questions: Tel. +49 89 949-11438 info@productronica.com

Dieser Gutschein kommt von / This voucher is from:

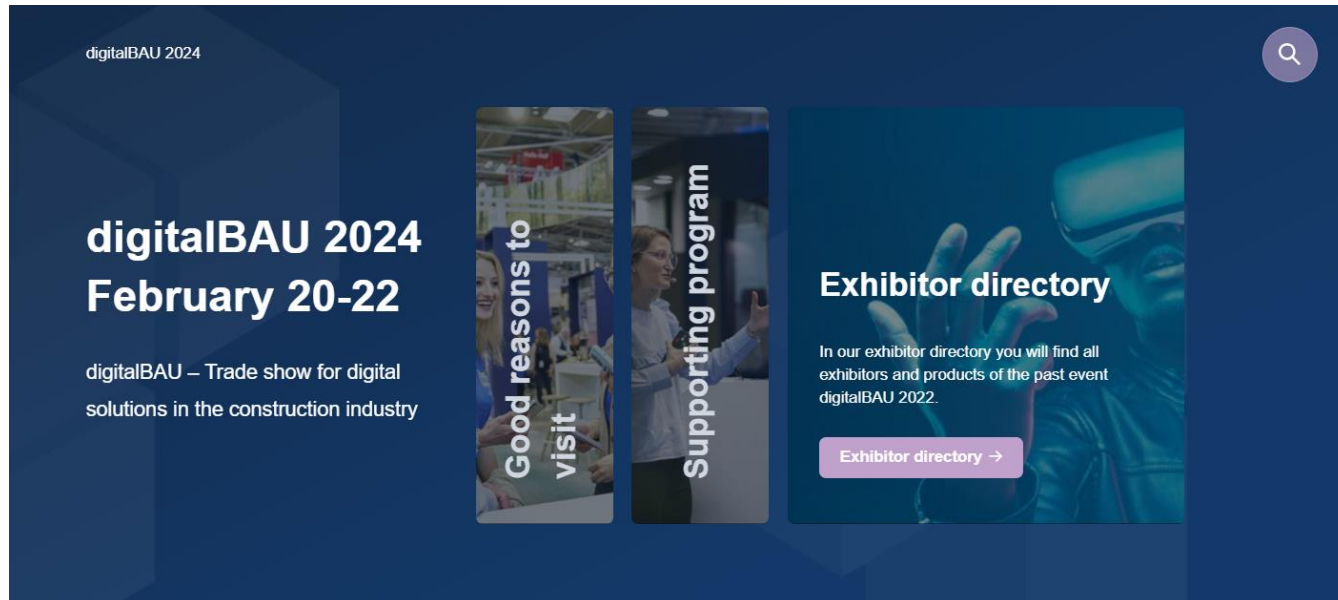
Halle, Stand, Freigelände, Block
 Hall, stand, outdoor exhibition area, block

Ihre Gutschein-Nummer / Your voucher number:
 Einlösen unter: productronica.com/tickets
 Redeem online at: productronica.com/ticket

Goldsponsoring

Logo presence on the website and in the visitor newsletter

- You will be advertised on the digitalBAU website and in the official visitor newsletters with your logo



Goldsponsoring

1 VIP parking

- Use a VIP parking space exclusively and free of charge for your company.



Example: IAA Mobility 2021



Goldsponsoring

Your logo shown between presentations on the Exhibitor Stage

- A slide presenting the names of all sponsors and partners will be displayed between the presentations, alternating with the stage program.



Goldsponsoring

Silver package

- Maximum 2 silver sponsors
- Sponsorship of charging stations for mobile devices
- Exclusive display of promotional material at the main information counter
- Announcement of your BAU Insights article in the BAU Insights Newsletter & on the digitalBAU website
- 2 slots on the Exhibitor Stage
- Advertising space on the exhibition grounds
- Logo on the hall plans
- Mobile promotion licenses for all days
- 150 free visitor tickets
- Logo presence on the website and in visitor mailings
- 1 VIP parking space
- Logo on Exhibitor Stage break slides

Silversponsoring

12,000.00 €

Sponsoring charging stations

- Branding of charging stations for mobile devices in the event area



Example image



Example image

Silversponsoring

2 slots on the Exhibitor Stage

- Present your latest innovations on the Exhibitor Stage
- We provide you with 2 slots of 25 minutes each on the Exhibitor Stage.



Silversponsoring

Light box

- Location flexible and according to agreement with you
- Design within the digitalBAU CI (your graphics within the yellow frame)
- Size: 2.00 m x 2.00 m

Silversponsoring

DIGITAL
BAU

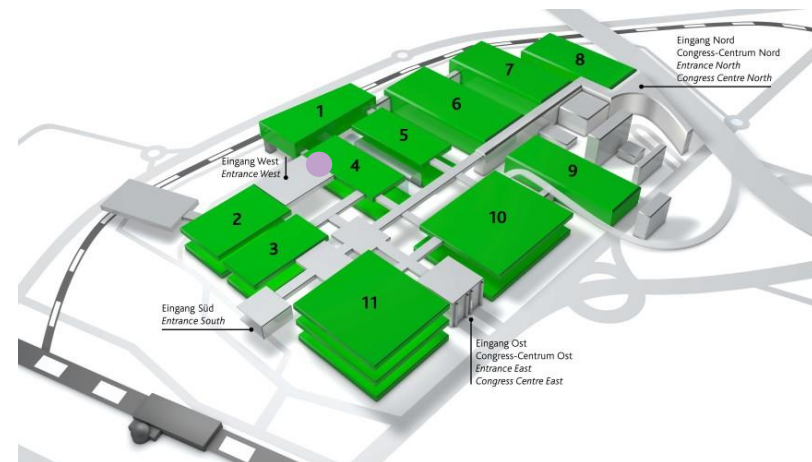


Logo on digitalBAU Welcome Banner

- In the West Entrance, we will display your logo on the digitalBAU 2024 Welcome Banner together with the logos of the other sponsors.
- Size: 8.00 m x 1.20 m



Silversponsoring




















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BVDS Bundesverband
Raumsoftware e.V.

Gold 1	Silber 1	Silber 2	Bronze 1	Bronze 2
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Mobile promotion licenses on all 3 days

- You will receive licenses for mobile promotion for two people each on all three days of the event.
- This allows you to organize your own ambassadors, who will draw visitors' attention directly to your stand with promotional activities.
- Personnel and advertising materials are organized by the sponsor



Silversponsoring



Visitor vouchers

- 150 online vouchers for your visitors (day ticket)

digitalBAU 2024
 20 - 22 February 2024 // Cologne

Start ▾

**DIGITAL
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Ticketshop

Redeem voucher / Register ticket

Please enter your voucher code or your barcode number here. In the next step you have the choice to either login with an existing account or create a new account.

Please note that all tickets registered in your account will be issued in your name.

← Insert ticket code

Silversponsoring

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DIGITAL **MUSTER**
BAU

Gutschein / Voucher

Online einlösen – direkter Eintritt.
Redeem online—direct admission.

So einfach lösen Sie Ihren Gutschein vor Messebesuch online ein:

- Gehen Sie auf productronica.com/tickets
- Registrieren Sie sich und geben Sie Ihre Gutschein-Nummer ein.
- Sie erhalten Ihr persönliches Ticket per Mail und können es mobil auf Ihrem Smartphone / Tablet oder ausgedruckt nutzen. Ihr Eintrittsticket ermöglicht den direkten Zugang zur Messe.

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Öffnungszeiten

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info@productronica.com

If you have any questions:

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Dieser Gutschein kommt von / This voucher is from:

Halle, Stand, Freigelände, Block
Hall, stand, outdoor exhibition area, block

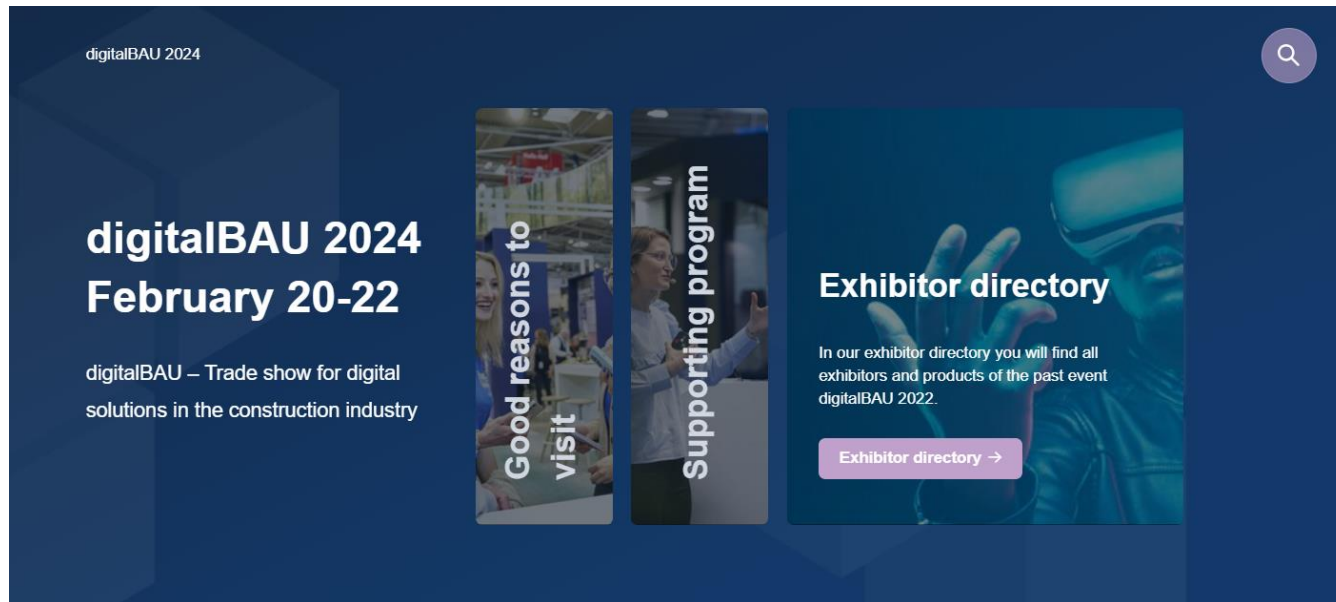
Ihre Gutschein-Nummer / Your voucher number:

Einlösen unter: productronica.com/tickets

Redeem online at: productronica.com/ticket

Presence on the website and in the visitor newsletter

- You will be advertised on the digitalBAU website and in the official visitor newsletters with your logo



Silversponsoring



Display of advertising material at the info counter

- Exclusive display of exhibitor advertising material or giveaways on all 3 days of the fair at the central information counter in the entrance area
- Production and delivery of materials by the sponsor



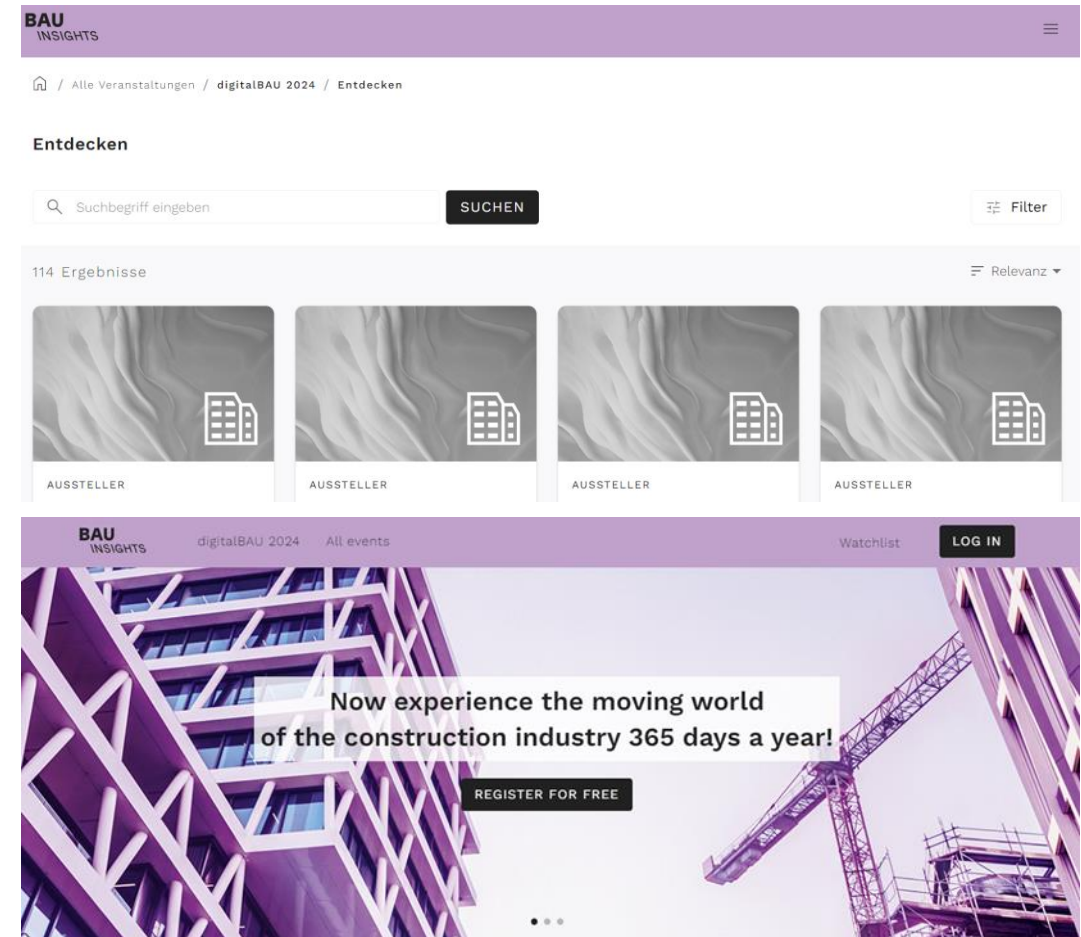
Silversponsoring

Teaser in the BAU Insights Newsletter & the digitalBAU website promoting your article on bau-insights.com

- Secure an exclusive place in our new BAU Insights newsletter and promote your article on our new 365 days industry portal BAU Insights
- Benefit from our network of 180,000 users of the industry portal
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[Newsfeed | BAU Insights \(bau-insights.de\)](https://bau-insights.de)

[digitalBAU - Fachmesse für digitale Lösungen in der Baubranche \(digital-bau.com\)](https://digital-bau.com)



1 VIP parking

- Use a VIP parking space exclusively and free of charge for your company.



Example: IAA Mobility 2021

Silbersponsoring



Your logo shown between presentations on the Exhibitor Stage

- A slide presenting the names of all sponsors and partners will be displayed between the presentations, alternating with the stage program.



Silbersponsoring

Bronze package

- Maximum 4 Bronze Sponsors
- Half-size banner in 2 visitor mailings
- Announcement of your BAU Insights article in the BAU Insights newsletter & on the digitalBAU website
- 1 slot on the Exhibitor Stage
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- Logo on the hall plans
- Mobile promotion licenses for 3 days
- 100 free visitor tickets
- Logo presence on the website and in visitor mailings
- 1 VIP parking space
- Logo on Exhibitor Stage break slides

Bronzesponsoring

7,000.00 €

1 slot on the Exhibitor Stage

- Present your latest innovations on the Exhibitor Stage
- We provide you with 1 slot à 25 minutes on the Exhibitor Stage.



Bronzesponsoring

2x half size banner in visitor mailings

- Choose for yourself in which visitor mailing prior to the event your ad should appear in the form of a half-size banner.
- Availability of dates to choose from is on a first come first serve basis.
- 2x half size banner (234x60px) with link to an external website.



Example: digitalBAU 2022

Bronzesponsoring

Floor stickers

- Direct visitors to your stand with the help of floor stickers.
- You will receive 4 floor stickers from us for free use.
- Size: 1.00 m x 1.00 m



Bronzesponsoring

Halle / Hall

- ## Bronzesponsoring



Makao GmbH



BVBS Bundesverband
Baustoffe e.V.

Gold 1	Silber 1	Silber 2	Bronze 1	Bronze 2
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AKNW LOGO	BAK LOGO	Bauverlag LOGO	BIM Allianz	BingK BINGK INNOVATIONSMARKT	buildingSMART LOGO
considera	Detail? LOGO	DICONOMY	THE DELLUM STUDIO	HEINZE LOGO	Hausgenossenschaft Christ hagh, Jendryk + Partner LOGO
MDZ Bau LOGO	MDZH LOGO	ELABORATION K.O.	RKW Kompetenz- zentrum LOGO	TUM LEONHARD GERHARTNER CENTER	TUM VL BE LOGO
Worldskills Germa- ny? LOGO	World architects Logo	ZDB? LOGO			

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Mobile promotion licenses on all 3 days

- You will receive licenses for mobile promotion for two people each on all three days of the event.
- This allows you to organize your own ambassadors, who will draw visitors' attention directly to your stand with promotional activities.
- Personnel and advertising materials are organized by the sponsor



Bronzesponsoring



Besuchergutscheine

- 100 online vouchers for your visitors (day ticket)

digitalBAU 2024
20. - 22. Februar 2024 // Köln

Start ▾

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Ticketshop

Gutschein einlösen / Ticket registrieren

Geben Sie hier bitte Ihren Gutschein-Code oder Ihre Barcode-Nummer ein. Sie erhalten im nächsten Schritt die Möglichkeit, sich mit Ihren Zugangsdaten anzumelden oder sich neu zu registrieren.

Bitte beachten Sie, dass Sie unter Ihrem Account Tickets nur für sich einlösen dürfen. Alle Tickets werden auf Ihren Namen ausgestellt.

← Ticket-Code eingeben

Bronzesponsoring

DIGITAL
BAU

DIGITAL BAU MUSTER

Gutschein / Voucher

Online einlösen – direkter Eintritt.
Redeem online—direct admission.

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If you have any questions:

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info@productronica.com

Dieser Gutschein kommt von / *This voucher is from:*

Halle, Stand, Freigelände, Block
Hall, stand, outdoor exhibition area, block

Ihre Gutschein-Nummer / *Your voucher number:*

Einlösen unter: productronica.com/tickets

Redeem online at: productronica.com/ticket

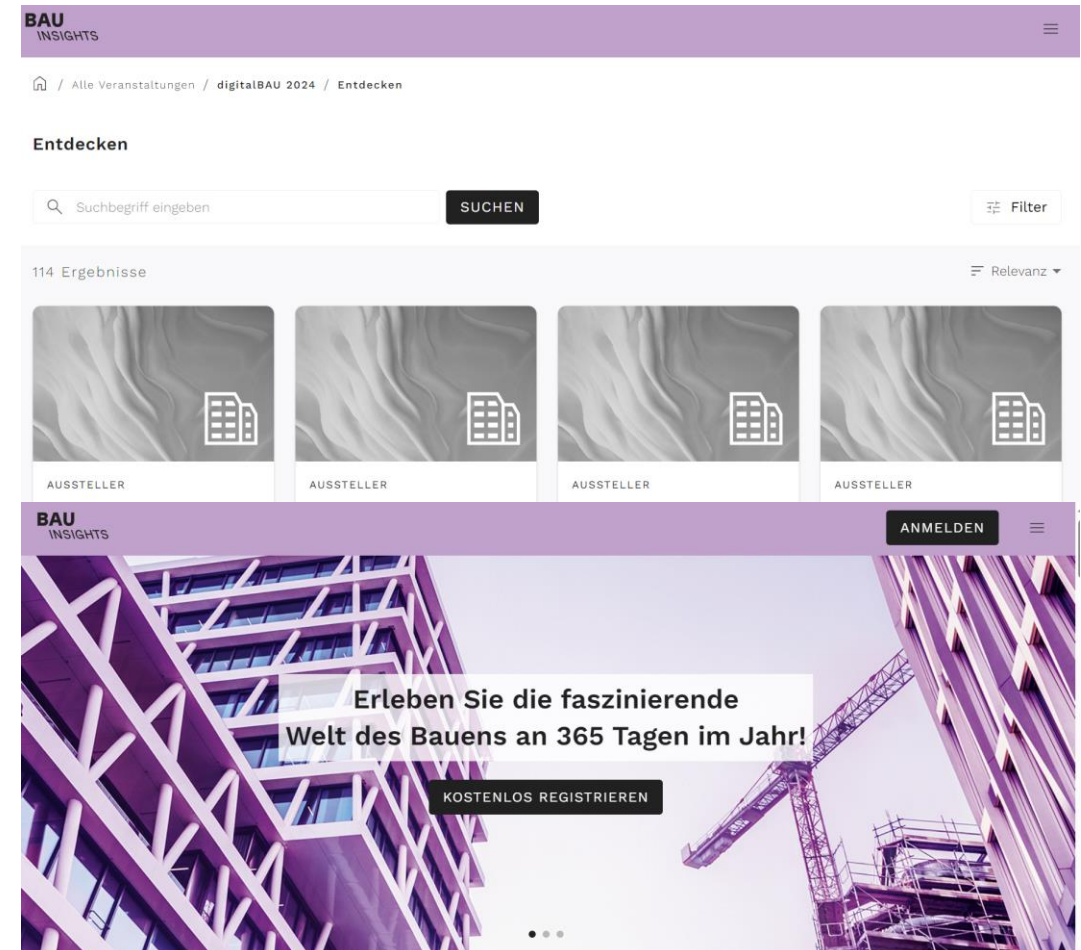
Teaser in the BAU Insights Newsletter & the digitalBAU website promoting your article on bau-insights.com

- Secure an exclusive place in our new BAU Insights newsletter and promote your article on our new 365 days industry portal BAU Insights
- Benefit from our network of 180,000 users of the industry portal
- Reach the additional 20,000 readers of the BAU Insights newsletter directly

[Newsfeed | BAU Insights \(bau-insights.de\)](https://bau-insights.de)

[digitalBAU - Fachmesse für digitale Lösungen in der Baubranche \(digital-bau.com\)](https://digital-bau.com)

Bronzesponsoring



1 VIP parking

- Use a VIP parking space exclusively and free of charge for your company.



Example: IAA Mobility 2021

Bronzesponsoring



Your logo shown between presentations on the Exhibitor Stage

- A slide presenting the names of all sponsors and partners will be displayed between the presentations, alternating with the stage program.



Bronzesponsoring

Extra Sponsoring

In addition to our sponsorship packages, there are other sponsorship options available to you

EXTRASponsoring

Tiny Coffee House Sponsoring & Networking Area

Included:

- Branding of 3000 coffee mugs
- Branding/production of the advertising space in the small coffee house

We may as well organize a flat rate service on coffee & tea for you on request



Preis auf Anfrage

Lanyard Sponsoring – 10,000 pieces

- Lanyard without plastic badge holder
- Production and delivery by exhibitors either completely on their own or together with us, the organizer of digitalBAU, possible.
- We will be happy to support you with individual offers via our service providers and managing the entire process from obtaining offers to delivery together with you.
- Distribution of lanyards at the entrance by the organizer of digitalBAU

5,000.00 € / 10,000 pieces

