

THE FUTURE OF BUILDING IS DIGITAL



# DIGITAL BAU



## ADVERTISING SPACE ON-SITE digitalBAU 2024 Koelnmesse

The following prices do not include the statutory value-added tax.

February 20.-22, 2024

Trade Fair for Digital Solutions  
in the Construction Industry

[digital-bau.com](https://digital-bau.com)

# Site plan

**DIGITAL  
BAU**

*GELÄNDEPLAN  
SITE PLAN*

February 20–22, 2024  
Hall 1 and 4.2 in Cologne

- P** Parkplatz  
Parking
- TAXI** Taxi  
Taxi
- DB** Bahnhof  
Train Station
- S S19** S-Bahn Koelnmesse – Flughafen Köln/Bonn  
Suburban Railway from Koelnmesse to Cologne/Bonn Airport
- Tram** Straßenbahn Haltestelle  
Tram Stop
- U** U-Bahn  
Subway
- Fähre** City/Hbf.  
Ferry: City/Central Station

## Contact

The advertising spaces are marketed in cooperation with our media service provider NEUREUTER FAIR MEDIA GmbH. For questions, bookings and special requests, our colleagues are at your disposal at the following contact address:

NEUREUTER FAIR MEDIA GmbH



Büro Essen

Westendstraße 1

45143 Essen

Deutschland

phone +49 201 36547-410

fax +49 201 36547-325

digitalBAU@neureuter.de

## Column sheathing

### Location: Passage 2/4 (West entrance)

- Visible dimension: width 2.32 m x height 3.38 m
- Production size: Width 2.39 m x height 3.38 m
- Material: Digital print on PVC-coated polyester banner
- Confection: Backed with Velcro & fleece
- Print data requirements: Motif allowance of 70 mm in width for production Print data will be provided by the customer
- Number of available columns: Max. 6 pieces



Production incl. assembly and disassembly: 1,210 EUR / per column (plus VAT)

## Banners on the columns

### Location: Passage 2/4 (West entrance)

- On the right and left in front of the entrance to Hall 4
- Format: W 0.92 cm x H 2.82 m
- Printing data will be provided by the customer
- Availability: Max. 2



! Production incl. assembly and disassembly: 620 EUR (plus VAT)

## Banners on the end faces of the balustrade

**Location: Stairway from Passage 4/2 (West Entrance) to Hall 4.2**

- On the right and left in front of the entrance to Hall 4.2
- Printing data will be provided by the customer
- Format: W 2.50 m x H 0.90 m
- Availability: Max. 2

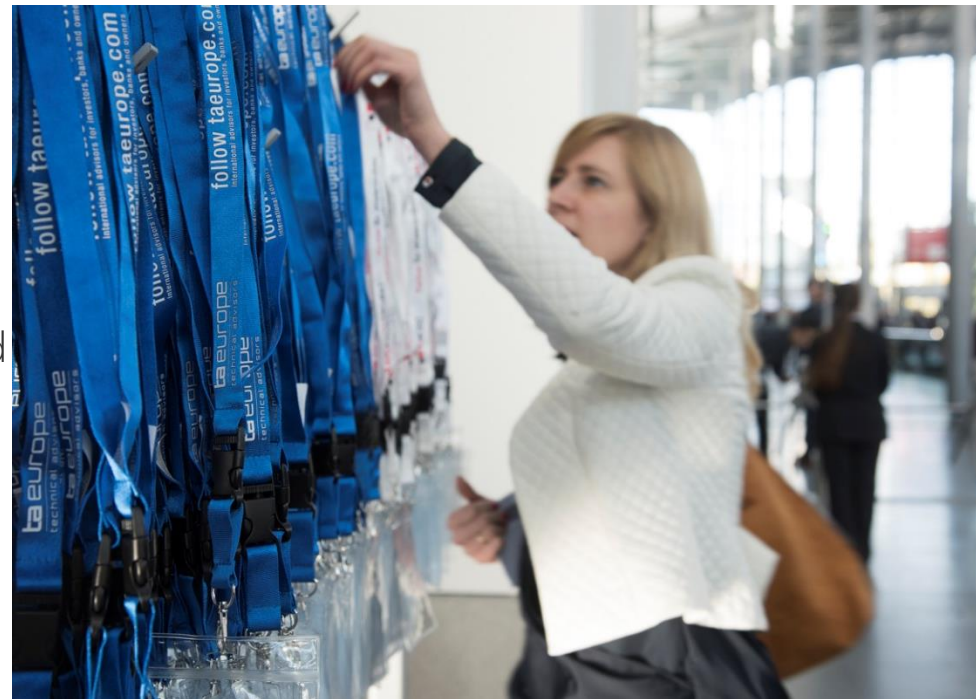


Production incl. assembly and disassembly: 500 EUR / per banner (plus VAT)

## Lanyards

**Handover at Passage 4/2 (West Entrance) - will be carried from there to each area of the event.**

- The display in the entrance area will be organised by the organizer
- It is possible to have self-produced lanyards delivered or to have lanyards produced in cooperation with the organizer
- Order with production via the organiser (e.g. 2-sided sublimation print on recycled PET produced in Europe) must be placed at least 12 weeks before the start of the fair
- The lanyards do not have a plastic badge holder; the tickets are already punched during printing and can be attached without a plastic badge.



! Price on request

## Exhibit

### Location flexible

- You would like to place an exhibit on the event grounds outside your stand?
- In terms of location and size, we try to make your wishes possible.
- Depending on the location, the exhibit can also be accompanied by a pop-up stand or display stand.
- Placement options and price upon request



Price on request



## Mobile Promotion Licence

Location flexible - reaches every area of the event

- Your licence to distribute give-aways or flyers outside your exhibitor stand
- Bookable for every registered exhibitor
- Max. 1 team (=2 persons) per day per exhibitor
- Personnel and distribution material must be provided by the exhibitor
- The permitted number is limited to max. 10 teams per day



! Licence fee per day per person: 550 EUR (plus VAT)

## Info or sponsor cube

### Location flexible

- Format: W 3.00 m x H 2.50 m (individual dimensions possible!)
- Material: Decoflex opaque, incl. rubber lip
- Print data will be provided by the customer
- Specific requirements for print data will be given after booking
- Availability: Unlimited



Production incl. assembly and disassembly: 2,050 EUR (plus VAT)

# Floorsticker „Floorgraphics“

## Location flexible

- Format: see table
- Material: Digital print UV, quality film incl. protective laminate
- Printing requirements: Dimensions as required
- Bleed is not necessary
- Printing data will be provided by the customer Other dimensions on request

Purchase quantity	Size (1 m x 1 m)	Size (1,4 m x 1 m)
1 – 5 pieces	170 € / piece	260 € / piece
6-10 pieces	155 € / piece	235 € / piece
Ab 11 pieces	140 € / piece	215 € / piece



! Production incl. assembly and disassembly: see table (plus VAT)

## Large banner in front of hall transition

**Location:** above the passage doors from Hall 1 to Hall 4.2

- Format: W 12.00 m x H 2.60 m
- Material: Blockout
- Printing data will be provided by the customer
- Availability: Max. 1



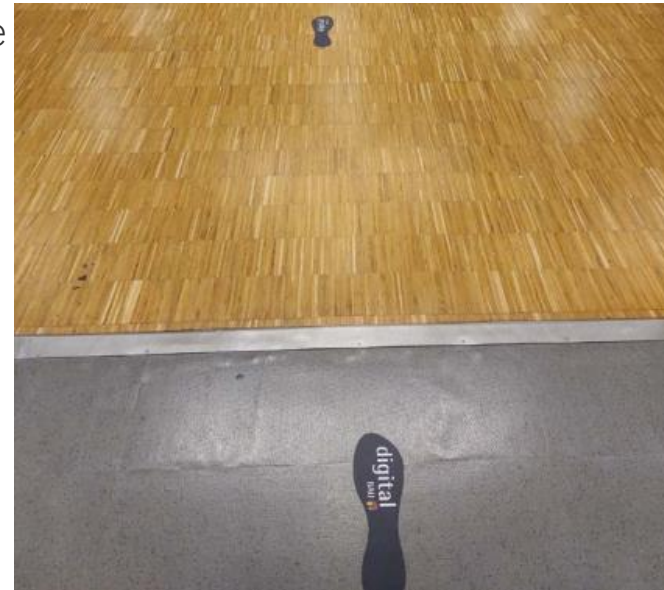
Production incl. assembly and disassembly: 3,760 EUR (plus VAT)

## Floorsticker „Footsteps“

### Location flexible

- Format: approx. W 15.00 cm x H 35.00 cm
- Material: Digital print UV, quality film incl. anti-slip laminate
- Print data requirements: Page format must be proportional to the output format
- Bleed is not necessary
- Printing data will be provided by the customer

Purchase quantity	Size (0,15 m x 0,35 m)
25 – 49 pieces	35 € / piece
50 - 99 pieces	25 € / piece
Ab 100 pieces	21 € / piece



! Production incl. assembly and disassembly: see table (plus VAT)

## Sanitary advertising - entrance area

### Location: Hall 1

- Decaling of the entrance area in the sanitary facilities on the hall level in Hall 1
- On the south side and north side there is a ladies' and a gents' facility
- Format: W 1.20 m x H 1.50 m
- Material: Print on SK film
- Availability: Max. 4



! Production incl. assembly and disassembly: 310 EUR (plus VAT)

## Sanitary advertising - mirror stickers

### Locations: see table

- Format: W 0.30 m x H 0.60 m
- Material: SK film
- Print data: Dimensions as indicated
- Printing data will be provided by the customer

Hall	Availability	Price
Hall 1 North	Ladies' room – 3 pieces Gents' room – 2 pieces	118,00 EUR 79,00 EUR
Hall 1 South	Ladies' room – 3 pieces Gents' room – 2 pieces	118,00 EUR 79,00 EUR
Passage 2-4	Ladies' room – 5 pieces Gents' room – 7 pieces	280,00 EUR 280,00 EUR
Hall 4.2	Ladies' room – 5 pieces Gents' room – 6 pieces	199,00 EUR 236,00 EUR
Passage 4-5	Ladies' room – 5 pieces Gents' room – 3 pieces	199,00 EUR 236,00 EUR



- ! Production incl. assembly and disassembly: see table (plus VAT)
- (No individual booking of mirrors possible!)

## Sanitary advertising - Pissoir stickers

**Location: exclusively in the men's toilet facilities**

- Visible dimension: W 0.28 m x H 0.40 m
- Frame dimension: W 0.30 m x H 0.42 m
- Print size: W 0,29 m x H 0,40 m
- Material: Print on photo paper Passage 2/4 (entrance area) - 17 frames
- Hall 4.2 - 6 frames
- Passage 4/5 - 5 frames
- Printing data will be provided by the customer



! Production incl. assembly and disassembly: 121 EUR (plus VAT) / frame  
• (No individual booking of the frames possible!)



## Notes

The printing data must always be provided by the customer and sent to Koelncongress GmbH at the specified time.

Lifting platforms are required for the assembly and disassembly of various signage options and will be invoiced separately according to actual expenditure. The use of the cherry pickers will, of course, be bundled so that the expense for you is minimised as far as possible.

All prices listed are subject to VAT at the statutory rate.

## Data sheet English – page 1/2

This information can help you to create your optimal print data.



Print data preferably PDF -X3.  
Fonts should be converted into **paths** or provide a **separate font case**.



Color space is **CMYK**, **special colors** are converted to **CMYK**.  
**No RAL** information.



Scale **1:1 up to 5000mm**, **1:10 from 5000mm**.  
Please **check** the created files in **1:1** representation.



**Logos** preferably in **vector form**.  
Elements for **plotting** as a **vector form** from a vector program (e.g. Illustrator),  
placed **scans** and **pixel files cannot be plotted**.

## Data sheet English – page 2/2

This information can help you to create your optimal print data.



Make sure there is enough **distance to the edge** because of the **manufacture**.  
**At least 50mm**. With a **hemstitch** for e.g. a size 30 pipe **100 mm**.  
 Add 10 mm all around for assemblies  
**Print data without registration marks, print marks, etc.**



Print size:	final resolution:	Viewing distance:
up to 1 qm	150 - 200 dpi	1 to 3 m
up to 5 qm	100 - 150 dpi	4 to 6 m
more than 5 qm	70 - 100 dpi	more than 10 m



Note the **final dimension** in the **file name**:  
**Specifications in millimeters**.  
 e.g. >>Print\_4500x3500\_1zu1.pdf<<



A **contour cut** must be defined as a spot color (full tone),  
 and referred to as „**CutContour**“, which has to be saved as „overprint“.  
 Outline thickness 0.25 pt

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