



**WORLD OF
PHOTONICS
CONGRESS**

Sponsorships 2027

JUNE 20–25, 2027
MESSE MÜNCHEN

ADVERTISING IN THE MEDIA

World of Photonics Congress 2027

Advertising in the Media



WIFI Sponsorship ICM

Welcome the participants of the World of Photonics Congress at the beginning of their visit as they connect to the free Wi-Fi at the International Congress Center (ICM) of Messe München.

To access the Wi-Fi, all visitors must first register on the portal page of the congress. By placing your banner on this page, you will reach a large portion of the trade fair attendees. In addition, your company logo will be displayed in the sponsor area of the congress app and on the World of Photonics Congress website (www.photonics-congress.com).

WIFI Sponsorship ICM

Price 1,650 EUR

If you are interested or would like some advice, please contact Laser World of Photonics Media Services: info@world-of-photonics-media.com / +49 89 666166-24

World of Photonics Congress 2027

Advertising in the Media



Push Notifications in the Congress App

Reach Congress Participants directly and in real-time.

With Push Notifications, you can send your message directly to the mobile devices of conference attendees.

By booking, you have the opportunity to reach Congress participants daily via Push Notifications.

Push Notifications (daily)*

Price 495 EUR

*Linked to an external URL.

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World of Photonics Congress 2027

Advertising in the Media



Digital Congress Sponsorship

Boost your visibility with our Digital Congress Sponsorship! Showcase your company in the app, on the touch screen displays at the ICM and on the website of the congress. Your banner in the app will reach participants directly on their mobile devices, while the banner on the touch screen displays at the ICM will be seen by all congress visitors.

Take advantage of this powerful combination to effectively position your company and capture the attention of a wide audience.

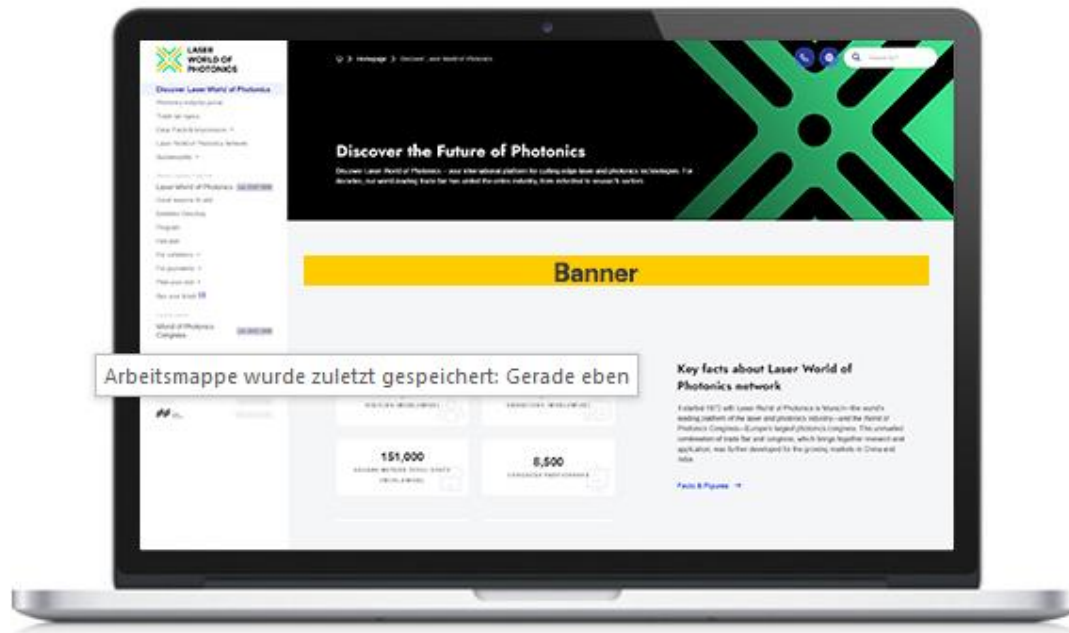
Digital Congress Sponsorship*

Price 1,990 EUR

*This includes a banner on the Congress App (linked to an external URL) and a banner on the digital signage column in the foyer of Messe München's International Congress Center (ICM). Banners will rotate for multiple bookings. There will be your logo on the congress website (www.photonics-congress.com).

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World of Photonics Congress 2027 Advertising in the Media



Banner ads on www.photonics-congress.com

Targeted Advertising on www.photonics-congress.com

Maximize your reach with the World of Photonics Congress!

Make your company stand out by capturing the attention of your audience with a prominent top banner.

Top-Banner*

Price 790 EUR

*Banners rotate for multiple bookings and are linked to an external URL.

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NETWORKING EVENTS & CATERING

World of Photonics Congress 2027

Networking Events & Catering



Beer & Pretzel Sponsorship

This exclusive sponsorship package gives you the opportunity to reach all congress attendees. The relaxed networking event on Tuesday evening is also open to all attendees.

The sponsorship package includes:

- A short welcome message from the sponsor
- Beer, soft drinks, pretzels
- Broadcast of the sponsor's advertising clip on the information screen in the ICM during the networking event (maximum clip length: 60 seconds; production not included)
- Display of information material/giveaways
- Two posters thanking the sponsor in the service area (produced by Messe München)
- Your logo on the congress website (www.photonics-congress.com)

Beer & Pretzel Sponsorship

Price 14,000 EUR

If you are interested or would like some advice, please contact World of Photonics Congress Management: management@photonics-congress.com

World of Photonics Congress 2027

Networking Events & Catering



Happy Hour Sponsorship

The 'Happy Hour' on Monday evening is a popular networking event, offering the chance to make new contacts in an informal atmosphere complete with cocktails and a DJ. All congress attendees are welcome to attend.

The sponsorship package includes:

- Cocktails, beer and soft drinks
- Display of information material/giveaways
- Two posters in the service area thanking the sponsor (produced by Messe München)
- Your logo on the congress website (www.photonics-congress.com)

Happy Hour Sponsorship

Price 9,500 EUR

If you are interested or would like some advice, please contact World of Photonics Congress Management: management@photonics-congress.com

ADVERTISING IN THE ICM

World of Photonics Congress 2027

Advertising in the ICM



Table Top Sponsorship

Showcase your products and services on an information stand!

Our service for you:

- 1 conference table with 2 chairs in the foyer of the International Congress Center (ICM) of Messe München
- Space for a roll-up banner
- Power connection
- Your Logo on the World of Photonics Congress website (www.photonics-congress.com) and in the sponsor area of the Congress app
- 1 ticket to the World of Photonics Congress

Table Top Sponsorship

Price 2,300 EUR

If you are interested or would like some advice, please contact World of Photonics Congress Management: management@photonics-congress.com

World of Photonics Congress 2027

Advertising in the ICM



Advertising on the screens in the ICM Foyer

Promote your company with a still image, a layout animation or a short video: the multi-screen wall systems in the foyer of Messe München's International Congress Center (ICM) are an attractive eye-catcher and allow you to reach all conference participants with your messages.

The frequency is six conference days, three times a day (first coffee break, lunch break, second coffee break).

Maximum spot length: 60 seconds.

Production not included.

Advertising on the screens*

Price 2,500 EUR

*Includes your logo on the congress website (www.photonics-congress.com)

If you are interested or would like some advice, please contact World of Photonics Congress Management: management@photonics-congress.com

World of Photonics Congress 2027

Advertising in the ICM



Water Dispenser Branding

Your logo on our four popular water dispensers in the foyer of the International Congress Center (ICM) at Messe München!

Water Dispenser Branding

Price 800 EUR

If you are interested or would like some advice, please contact World of Photonics Congress Management: management@photonics-congress.com

World of Photonics Congress 2027

Advertising in the ICM



Balustrade Graphics

The balustrade graphic in the foyer of Messe München's International Congress Center (ICM) makes a good impression all round - it fascinates at all levels.

Size: Height 94 cm, any length available (charged per running metre)

Advertising space: one-sided

Balustrade Graphics Price per running metre available on request

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