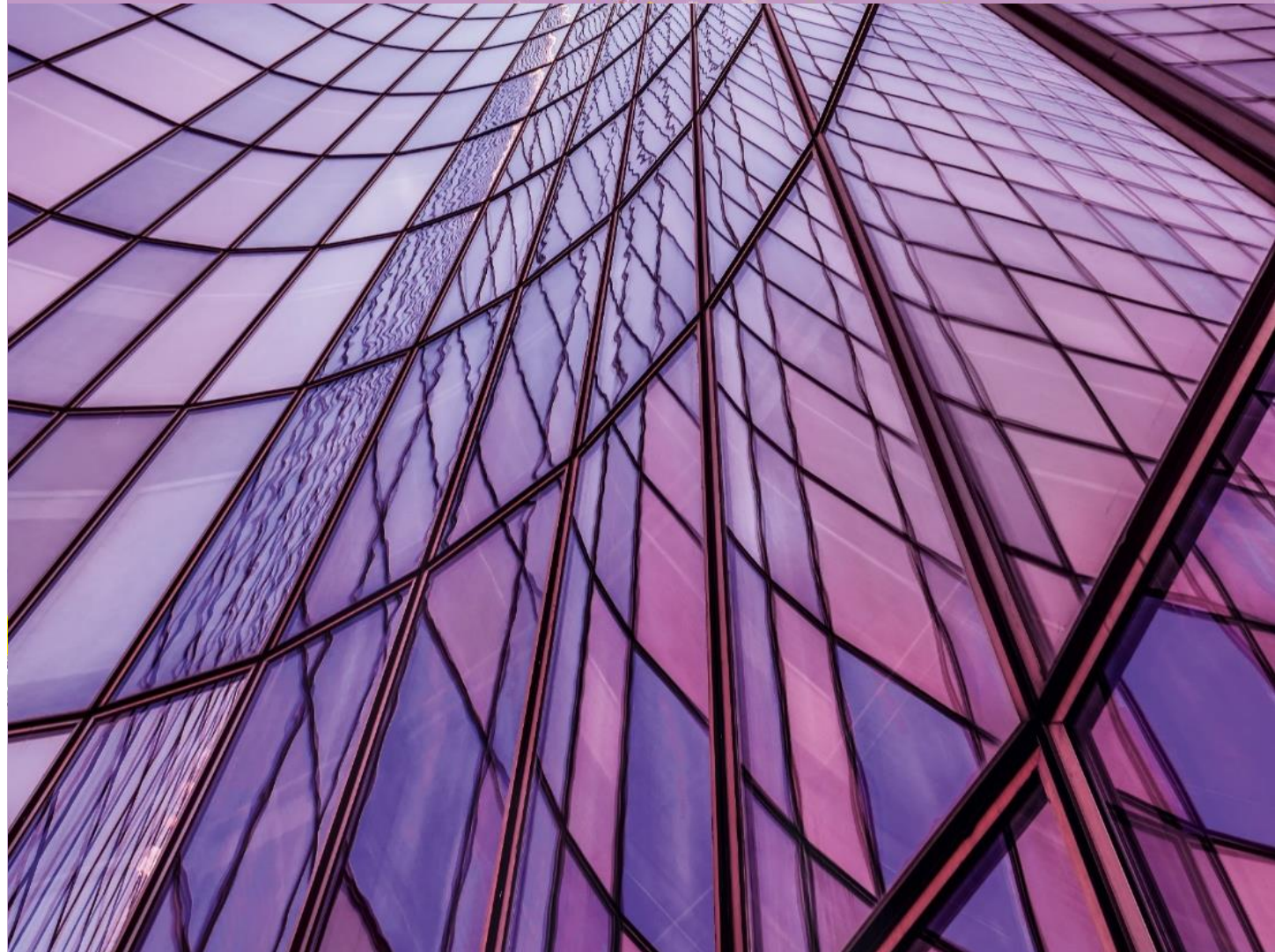


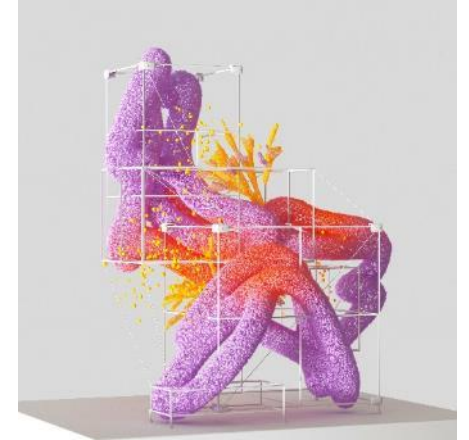
THE FUTURE OF BUILDING



BAU

January 13–17, 2025
Messe München

World's Leading Trade Fair for
Architecture, Materials, Systems
bau-muenchen.com



Sponsoring BAU 2025

BECOME A PARTNER!

Put yourself in the spotlight!

Gold

- ✓ 1 lecture slot of 15 minutes each in the main forum
- ✓ Part of three guided tours
- ✓ Logo presence on the BAU website
- ✓ Full-size banner in three BAU 2025 visitor mailings
- ✓ Branding of the steps at the West Entrance
- ✓ Exclusive branding of the entire back of the site plan
- ✓ Social media integration in the form of two Instagram story slides
- ✓ **and much more on the following slides**

44,400€

Silver

- ✓ 1 tandem presentation on the Exhibitor Stage
- ✓ Component 1 Guided Tour
- ✓ Logo presence on the BAU website
- ✓ 1 Social media integration in the form of an Instagram story slide
- ✓ 1 Brandbooster - highlight video of your trade fair appearance
- ✓ 1 BAU Insights license
- ✓ Logo presence incl. linking in all BAU 2025 visitor mailings
- ✓ **and much more on the following slides**

28,000€

Bronze

- Logo presence break slides Exhibitor Stage
- 100 online vouchers for day tickets
- 1 license BAU Insights
- Logo presence incl. link on the BAU website
- Exclusive display of your information material at 2 hall information counters
- **and much more on the following slides**

16,000€

Catering & Event

Drink Green Package:

- ✓ Partial sponsorship of 3 drinking water stations each
- ✓ Exclusive sponsorship of all 9 drinking water stations

Founders Fight Night:

- ✓ Partial sponsorship or exclusive sponsorship of drinks & snacks

WLAN:

- ✓ Welcome every visitor with your message after they have dialed into the visitor WLAN.

from 4,500€

Ihre Ideen & Wünsche

SPONSORING

BAU Gold sponsor

Exklusive 1 Partner

Supporting program

- ✓ 1 presentation slot of 15 minutes each in the main forum
- ✓ 5 presentation slots of 25 minutes each on the Exhibitor Stage
- ✓ Part of three guided tours
- ✓ Logo presence on the break slides of the Exhibitor Stage

Online marketing - SOME - Visitor invitations - BAU Insights

- ✓ Logo presence on the BAU website
- ✓ Full-size banner in three BAU 2025 visitor mailings
- ✓ Logo presence in the cover of all BAU 2025 visitor mailings
- ✓ 200 free online vouchers for day tickets to invite visitors

Advertising on site

- ✓ Branding of the steps in the West Entrance
- ✓ Part of the morning greeting as part of a hall announcement
- ✓ Exclusive branding of the entire back of the A4 site plan (display on site)
- ✓ Social media integration in live reporting in the form of two story slides
- ✓ 5x banner flags inside east entrance
- ✓ 8x flags entrance west outside
- ✓ 4x flags east entrance outside
- ✓ 4x flags north entrance outside

Exclusive service for sponsor partners

Sponsorship BAU 2025

BAU

Sponsorship package Gold
44,400 EUR

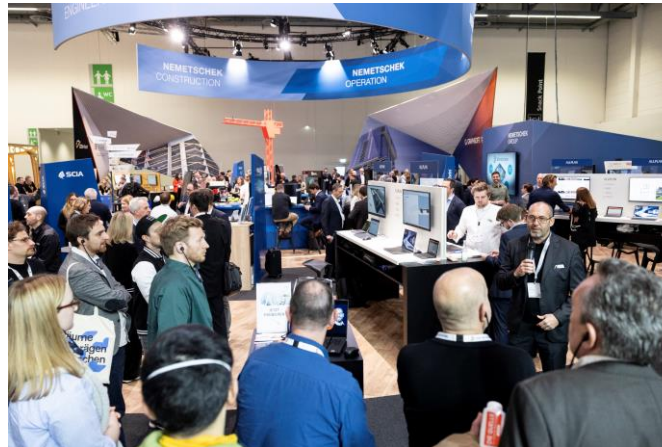


Integration in the supporting program

- ✓ 1 lecture slot of 15 min each in the main forum



- ✓ 3x part of a guided tour



- ✓ 5 presentation slots on the Exhibitor Stage á 25 min
- ✓ Logo presence on the break slides of the Exhibitor Stage



Advertising on site

- ✓ Branding of the steps in the west entrance



- ✓ 5x banner flags inside east entrance



- ✓ 8x flags west entrance outside
- ✓ 4x flags east entrance outside
- ✓ 4x flags north entrance outside



Advertising on site

- ✓ Part of the morning hall announcement

In our daily "Welcome" announcement, we will introduce you as an exclusive Gold Sponsor (e.g. "Welcome to BAU 2025 [...] 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, Stand No. Y. [...]". [...]"

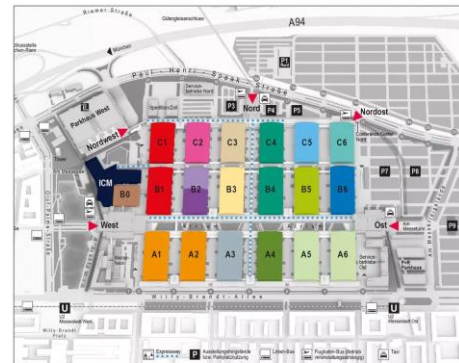


- ✓ Exclusive branding of the site plan (A4)

Circulation of at least 150,000 copies On-site display at all information counters, among others The gold sponsor receives the complete back page A4 for free design

BAU

13.–17. Januar 2025, München
Weltleitmesse für Architektur,
Materialien, Systeme
bau-muenchen.com



Stand: August 2023 (Änderungen vorbehalten)

- A4** Architektonische Baustoffe und Verbindungslösungen, Rohbaustoffe
Betonarten, Zement, Putze, Estriche, isolier- und Dämmstoffe
- B4** Dachkonstruktionen
Ziegel, Dachbaustoffe, Gebäudebegrünung, Solarsysteme, Klinker
- F4** Fliesen, Keramik, Sanitär, Naturstein
Kunststein, Fassade
- G4** Bodenbeläge
elastisch, textil, Parkett, Laminat, Leisten und Profile, Terrassendielen, Anwendungstechnik
- I4** Innovation Hub
Startups, Forschung, Innovative & neue Materialien
- Al** Aluminium
Aluminiumprofile / -systeme, Maschinen zur Aluminium- und Stahlbearbeitung, Fassadensysteme
- St** Stahl / Zink / Kupfer
Profile / Bausysteme, Fassadensysteme
- E** Energie- / Gebäude- / Solartechnik
Heiz- und Klimatechnik, Lüftungstechnik, solares Bauen
- T** Tor- / Parksysteme
Torsysteme, Parksysteme, Torantriebstechnik
- Tu** Türen / Fenster
Holz, Aluminium, Kunststoff, Glas
- S** Schloss / Beschlag / Sicherheit
Türantriebstechnik, Zutrittsysteme
- H** Holz
Innenausbau, Holzwerkstoffe, konstruktiver Holzbau, Fassadensysteme
- B** Bauchemie
Putze / Lacke / Farben, Klebstoffe, Brand- und Schallschutz, Isolier- und Dämmstoffe
- L** Licht / Smart Building
Sonnenschutzsysteme, Lichtsysteme und -konzepte, Gebäudeautomation / -steuerung, Smart Home, Aufzüge
- D** Digitale Lösungen
BIM, Software, Hardware, KI, Messtechnik
- G** Glas
Baustoffe, Fassadensysteme, Konstruktionen
- W** Werkzeuge & PSA
Werkzeuge, Berufsbeleidung, Arbeitssicherheit
- ICM** ICM – International Congress Center Messe München
Kongresse, Seminare, Fachveranstaltungen

Visitor marketing & social media

- ✓ 200 online vouchers for day tickets to invite visitors

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

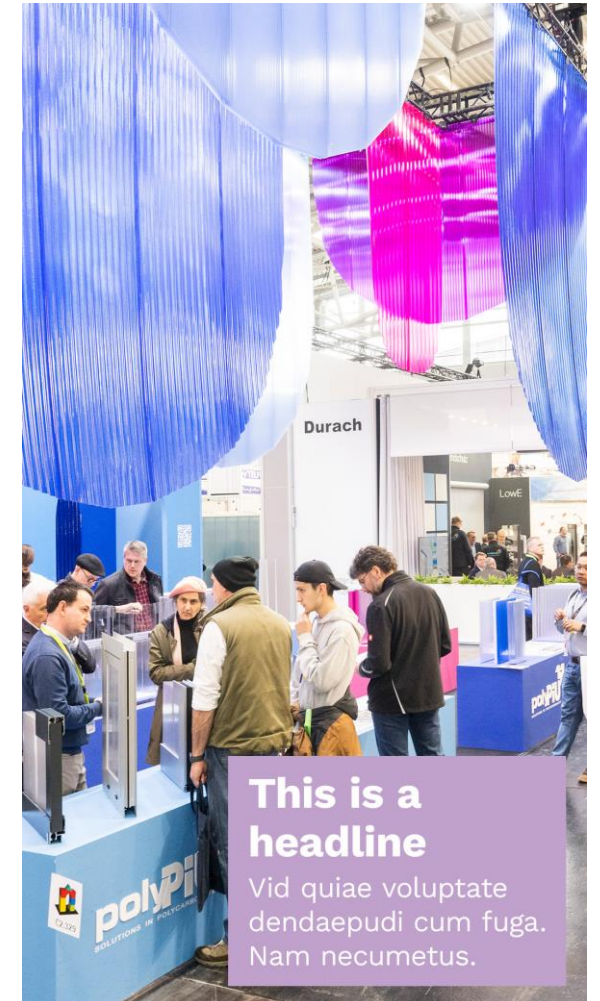
- ✓ Social media integration during the trade fair in live reporting in the form of two story slides

2 Story-Slides

Video with interview sequence or text with image

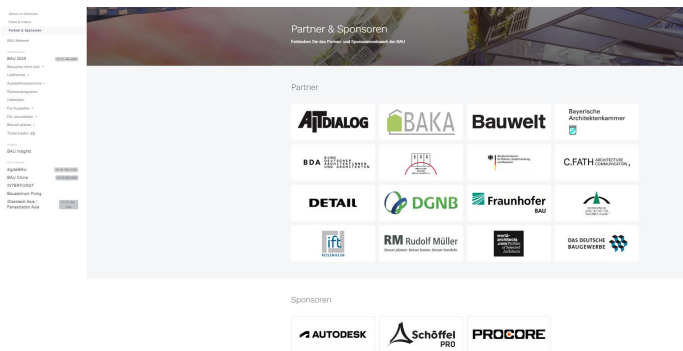
Tagging with the exhibitor's Instagram channel if available

 ca. 3.200 subscribers



Online advertising & visitor marketing

- ✓ Logo presence on the BAU website



- ✓ Fullsize banner in three BAU 2025 Visitor mailings

und Kontaktmöglichkeiten. Entdecken Sie jetzt die digitale Welt des Bauens – die Registrierung ist für Sie kostenlos.

Sie haben es auf der digitalBAU verpasst, am Gewinnspiel von BAU Insights teilzunehmen? Dann nutzen Sie noch bis zum 29.02.2024 die Chance, ein iPad Pro zu gewinnen! Das Gewinnspiel und die vollständigen Teilnahmebedingungen finden Sie hier.

JETZT MITMACHEN



digitalBAU Messe-Highlights 2024



- ✓ Logo presence in the cover of all BAU 2025 visitor mailings



Besucher-Hotline
 Am Messesee 2, 81829 München
 Tel. +49 89 949-11588
 besucher@digital-bau.com

IN KOOPERATION MIT

BVBS Bundesverband Software- und
 Informationswirtschaft in Bayern

SPONSOREN

NEMETSCHKE GROUP

PROCORE

BAU Silver sponsor

max. 3 Partners

Supporting program

- ✓ 2 presentation slots on the Exhibitor Stage
- ✓ 1 tandem presentation with a renowned publisher from the construction industry on the Exhibitor Stage
- ✓ Logo presence on Exhibitor Stage break slides for the entire duration of the trade fair
- ✓ Component 1 Guided Tour

Online marketing - SOME - BAU Insights - Visitor invitations

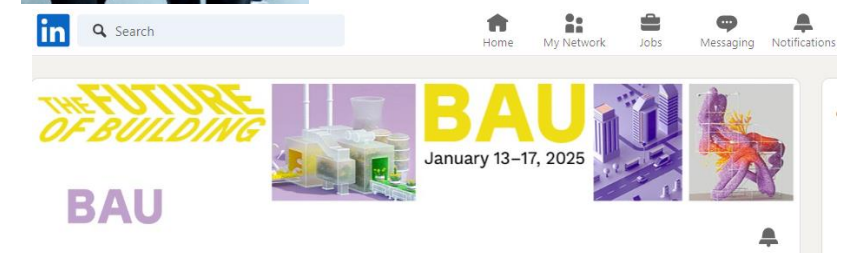
- ✓ 1 Social media integration into live reporting in the form of a story slide
- ✓ 1 Brandbooster - highlight video of your trade fair appearance
- ✓ 1 license BAU Insights
- ✓ Logo presence incl. link in all BAU 2025 visitor mailings
- ✓ Logo presence incl. linking on the BAU website
- ✓ 150 online vouchers for day tickets to invite visitors

Advertising on site

- ✓ 2 banners on the glass roof
- ✓ 1 slot on the LED screen in the West Entrance á 20sec.
- ✓ 1 license for a promotion team for the entire duration of the trade fair

Exclusive service for sponsor partners

Sponsoring package silver
28,000 EUR



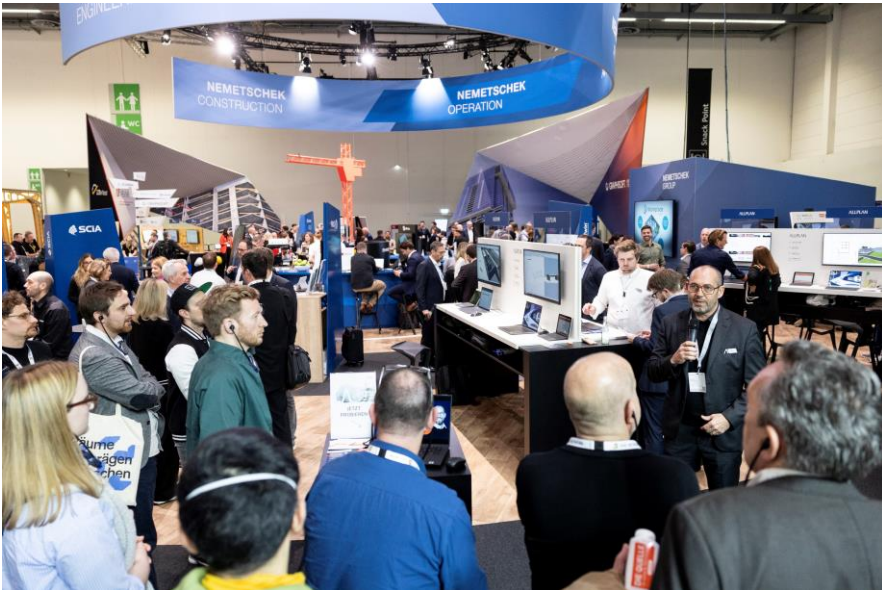
Supporting program

- ✓ 1 tandem presentation with a renowned publisher from the construction industry on the Exhibitor Stage
- ✓ 2 presentation slots on the Exhibitor Stage á 25min
- ✓ Logo presence on the break slides of the Exhibitor Stage



Supporting program & social media

- ✓ Part of a Guided Tour




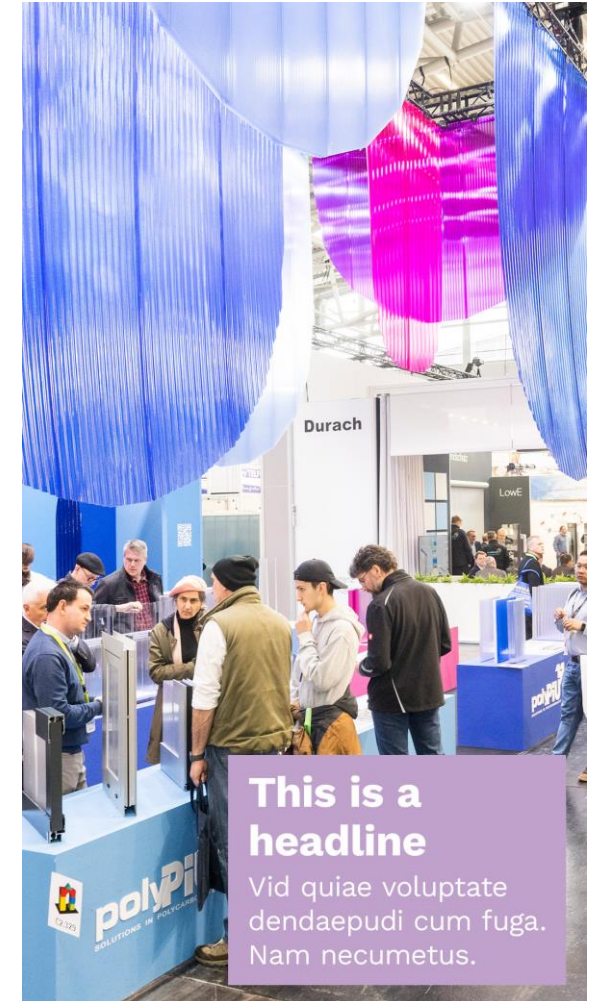
- ✓ Social media integration during the trade fair in live reporting in the form of two story slides

2 Story-Slides

Video with interview sequence or text with image

Tagging with the exhibitor's Instagram channel if available

 ca. 3.200 subscribers



Highlight clip & visitor advertising

- ✓ 1 Brandbooster - your individual trade fair highlight video

[Take a look at this example!](#)

We set the scene for your trade fair appearance and offer you production, editing and sound recording of your clip on site. You will receive the finished video overnight.

- ✓ 1-minute highlight clip
- ✓ high quality
- ✓ background music
- ✓ subtitles
- ✓ Format.MOV / .MP4 files
- ✓ versatile



- ✓ 150 free online vouchers for day tickets to invite visitors

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.

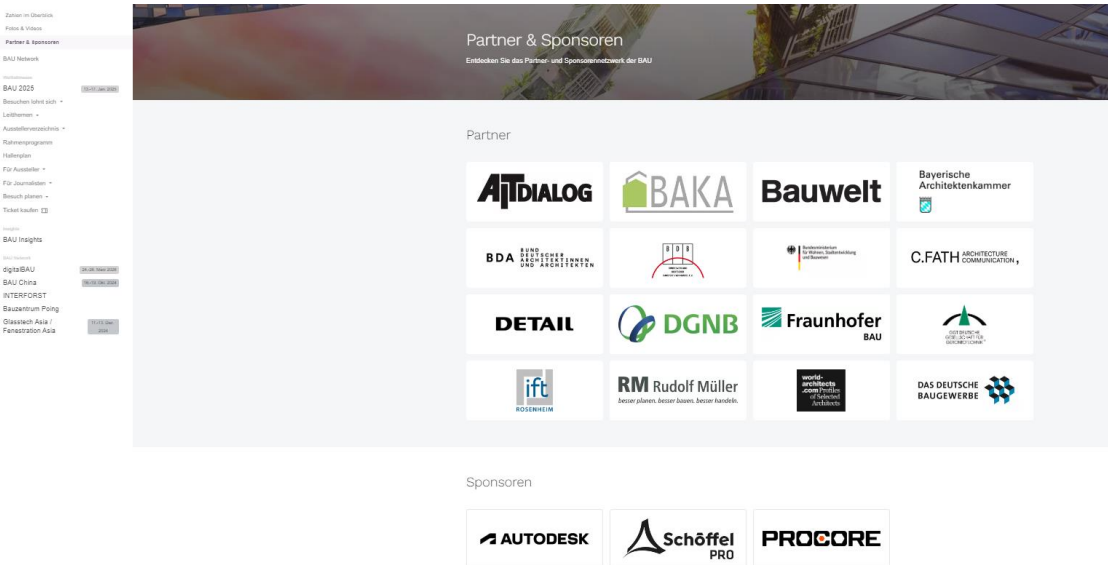
Bitte beachten Sie, dass Sie unter Ihrem Account Tickets nur für sich einlösen dürfen. Alle Tickets werden auf Ihren Namen ausgestellt.

← Ticket-Code eingeben

Online advertising

✓ Logo presence on the BAU website

Duration: from approx. 3 months before the start of the trade fair until 3 months after the end of the trade fair



✓ Logo presence in the cover of all BAU 2025 visitor mailings



Besucher-Hotline

Am Messesee 2, 81829 München

Tel. +49 89 949-11588

besucher@digital-bau.com

IN KOOPERATION MIT

BVBS Bundesverband Software und Digitalisierung im Bauwesen

SPONSOREN

NEMETSCHEK GROUP

PROCORE

License for BAU Insights

- ✓ Guaranteed visibility not only at the trade fair, but 365 days a year!

With the BAU Insights specialist portal, you can reach your target group 365 days a year - regardless of our trade fair events.

- ✓ Reach customers & generate leads all year round!

Use your digital presence on BAU Insights to increase your brand presence and gain additional attention by easily sharing your products, contributions or innovations with the community at any time.

- ✓ Your benefits with the BAU Insights license, worth EUR 5,000:

- Marketing Flatrate
- 200,000+ users from the construction industry
- Increased reach without wastage
- Performance analyses
- Lead management
- BAU network as the world's leading trade fair for the construction industry
- AI-supported entry system for your content
- 365 days active visibility

- ✓ License term: 01.01 - 31.12.2025

- ✓ Discover BAU Insights: [The specialist portal for the construction industry | BAU Insights \(bau-insights.de\)](https://bau-insights.de)



Advertising on site

✓ 2 Banner glass roof*

Placement of your choice along one of the walkways from the subway or the parking garage to the entrances.



* An exchange for equivalent advertising on site is possible if available

✓ 1 slot on the LED screen in the West entrance*

Full HD, landscape format 16:9, with sound
Term 20 Seconds per slot



✓ 1 license for a promotion team for the entire duration of the trade fair

Give-aways (no bags/lanyards) and personnel are to be provided by the exhibitor



BAU Bronze sponsor

max. 5 Partners

Supporting program & visitor invitation

- ✓ 1 presentation slot on the Exhibitor Stage á 25min
- ✓ Logo Presence break slides Exhibitor Stage
- ✓ 100 free online vouchers for day tickets for visitor invitations

Online marketing - SOME - BAU Insights

- ✓ 1 Brandbooster - highlight video of your trade fair appearance
- ✓ 1 license BAU Insights
- ✓ Logo presence incl. link in all BAU 2025 visitor mailings
- ✓ Logo presence incl. linking on the BAU website

Advertising on site

- ✓ Exclusive display of your giveaways or information material at 2 hall information counters of your choice for the entire duration of the trade fair
- ✓ 4 floor graphics
- ✓ 1 slot on the LED screen in the West Entrance á 20sec.
- ✓ 1 license for a promotion team for the entire duration of the trade fair

Exclusive service for sponsor partners

Sponsoring package bronze
16,000 EUR



Supporting program & visitor invitations

- ✓ 1 presentation slot on the Exhibitor Stage á 25min
- ✓ Logo presence on the break slides of the Exhibitor Stage



- ✓ 100 free online vouchers for day tickets for visitor invitations

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.

License for BAU Insights

- ✓ Guaranteed visibility not only at the trade fair, but 365 days a year!

With the BAU Insights specialist portal, you can reach your target group 365 days a year - regardless of our trade fair events.

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Use your digital presence on BAU Insights to increase your brand presence and gain additional attention by easily and at any time sharing your products, share your products, posts or news with the community.

- ✓ Your benefits with the BAU Insights license, worth EUR 5,000:

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- 200,000+ users from the construction industry
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- Lead management
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- ✓ License term: 01.01 - 31.12.2025

- ✓ Discover BAU Insights: [The specialist portal for the construction industry | BAU Insights \(bau-insights.de\)](https://bau-insights.de)



Highlight clip & online advertising

✓ 1 Brandbooster - your individual trade fair highlight video

[Take a look at this example!](#)

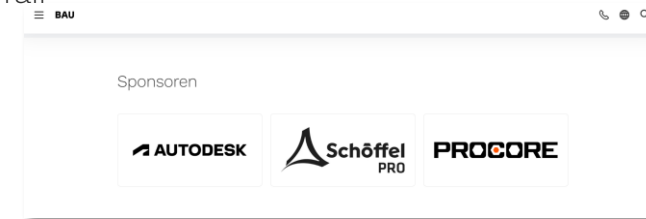
We set the scene for your trade fair appearance and offer you production, editing and sound recording of your clip on site. You will receive the finished video overnight.

- ✓ 1-minute highlight clip
- ✓ high quality
- ✓ background music
- ✓ subtitles
- ✓ Format.MOV / .MP4 files
- ✓ versatile

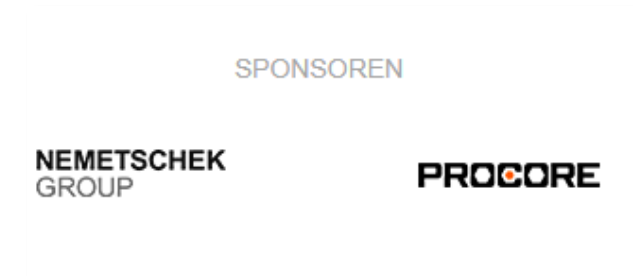


✓ Logo presence on the BAU website

Term: from approx. 1 month after conclusion of contract until 2 months after the end of the trade fair



✓ Logo presence in the cover of all BAU 2025 visitor mailings



Advertising on site

✓ 4 Floor graphics*

Size: 135 x 95 cm

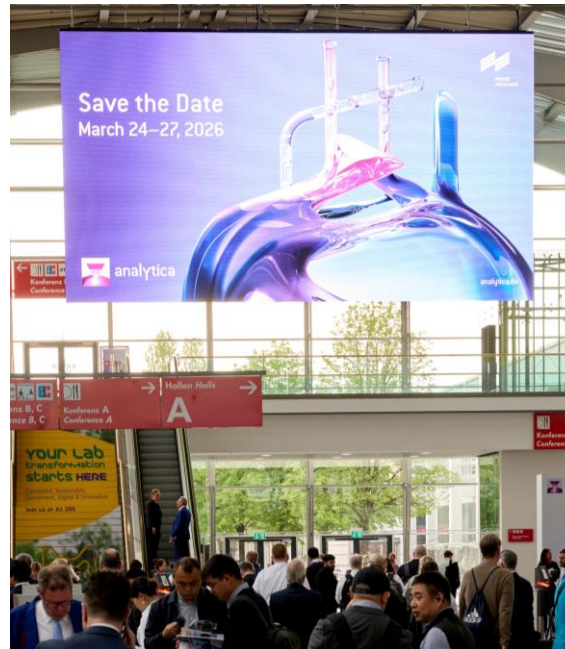
Placement of your choice in the entrances, hall crossings or hall entrances.



* An exchange for equivalent advertising on site is possible if available

✓ 1 slot on the LED screen in the West entrance*

Full HD, landscape format 16:9, with sound
Term 20 Seconds per slot



✓ 1 license for a promotion team for the entire duration of the trade fair

Give-aways (no bags/lanyards) and personnel are to be provided by the exhibitor



Advertising on site

- ✓ Exclusive display of your giveaways or information material at two hall information counters of your choice
maximal 2 sponsors per information counter (first come first serve)



Drink Green Package – Branded drinking water stations

Option A)

Partial sponsorship of 3 drinking water stations in each of the BAU halls*

Price: 7,500 EUR / 3 stations

Option B)

Exklusive sponsorship of all 9 drinking water stations in the halls of BAU*

Price: 19,000 EUR

**Production and distribution of branded drinking bottles via Messe München GmbH possible on request. If branded drinking bottles are not issued, the stations will be advertised with the slogan „BYO - Bring your own bottle“*

Promotion of the drinking water stations:

- ✓ BAU website with the sponsor's logo
- ✓ BAU visitor mailings with the sponsor's logo
- ✓ Integration in the social media live reporting during the trade fair
- ✓ Integration in the A4 site plan for display on site



Founders Fight Night

Option A)

Partial sponsorship of beverages, drinks & snacks, e.g. "beer & pretzels" or popcorn trolley

Price on request according to individual wishes

Option B)

Exklusive sponsorship

of beverages, drinks & snacks, etc.

Price on request according to individual wishes



Sponsorship of Founders Fight Night:

- BAU website with the sponsor's logo
- BAU visitor mailings with the sponsor's logo
- Integration into the live social media coverage during the trade fair
- Integration of the Founders Fight Night in the A4 site plan for display on site
- Roll-up "sponsored by" at the drinks counter
- Display of flyers/giveaways possible on site



Exklusive WLAN sponsorship

Greet every visitor with your message as soon as they connect to Messe München's free WLAN.

Every visitor who wants to use the WLAN must first register on the portal page on which your banner appears.

Only bookable by one exhibitor

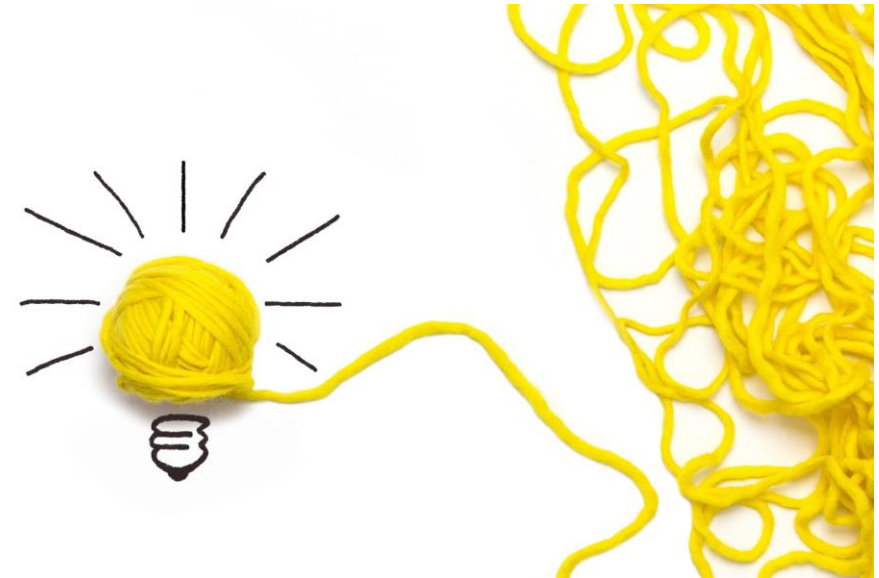
Price: 4,500 EUR



Your ideas & wishes

Do you already have specific **ideas** or **wishes** for an individual sponsorship?

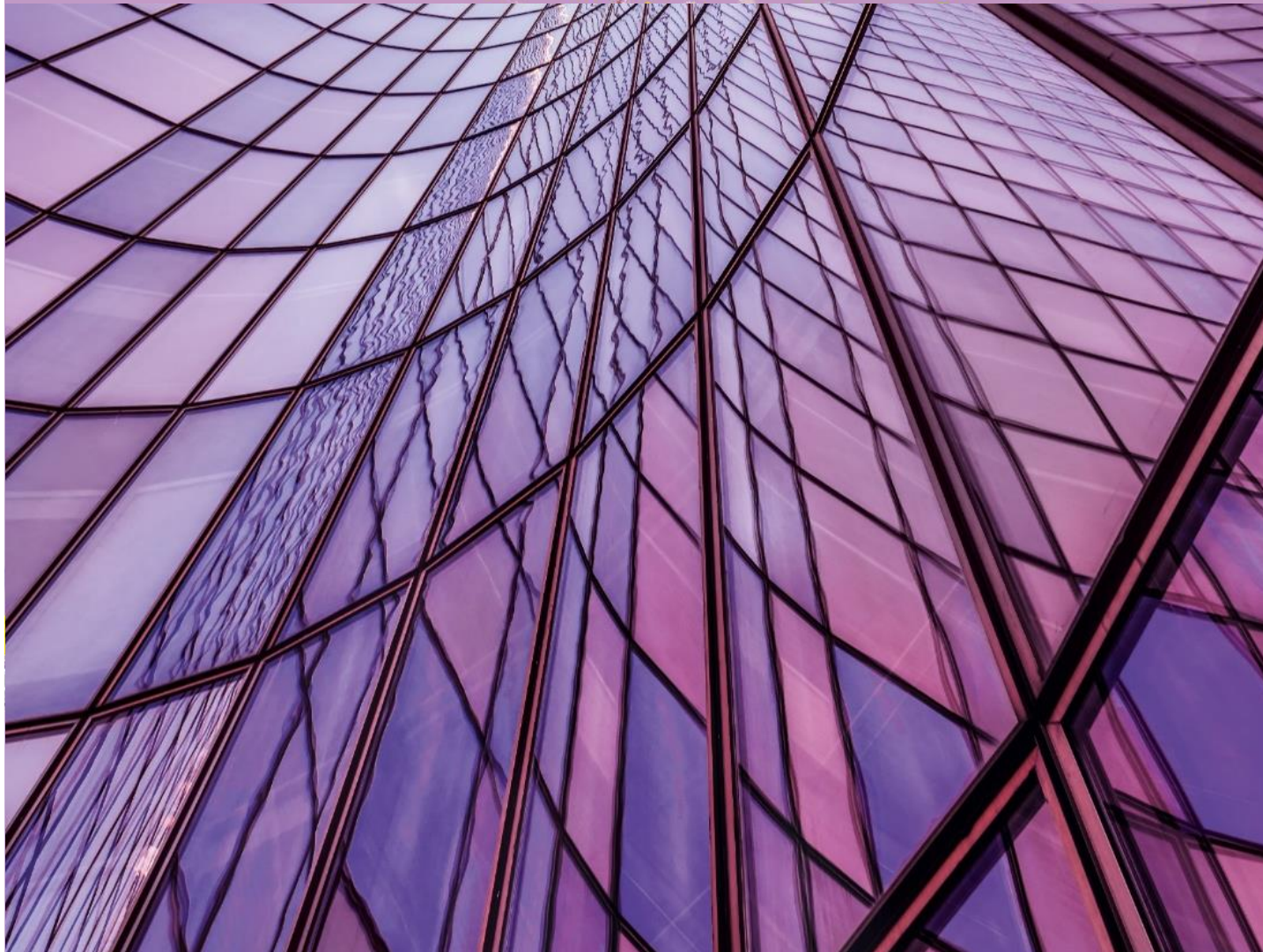
Please contact us so that we can work together to implement them!



THE FUTURE OF BUILDING



MESSE
MÜNCHEN

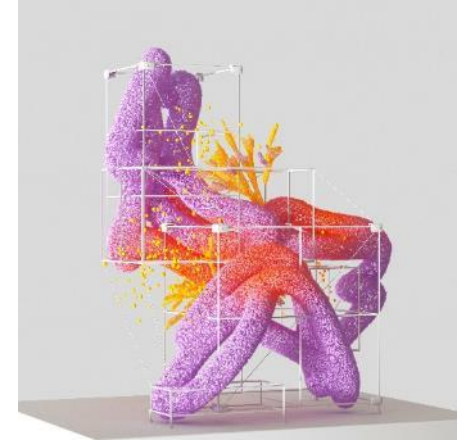


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Katharina Fritsch

Exhibition Manager BAU Network

Tel.: +49 89 949 20126

E-Mail: katharina.fritsch@messe-muenchen.de



Anita Mayr

Exhibition Manager BAU Network

Tel.: +49 89 949 20124

E-Mail: anita.mayr@messe-muenchen.de