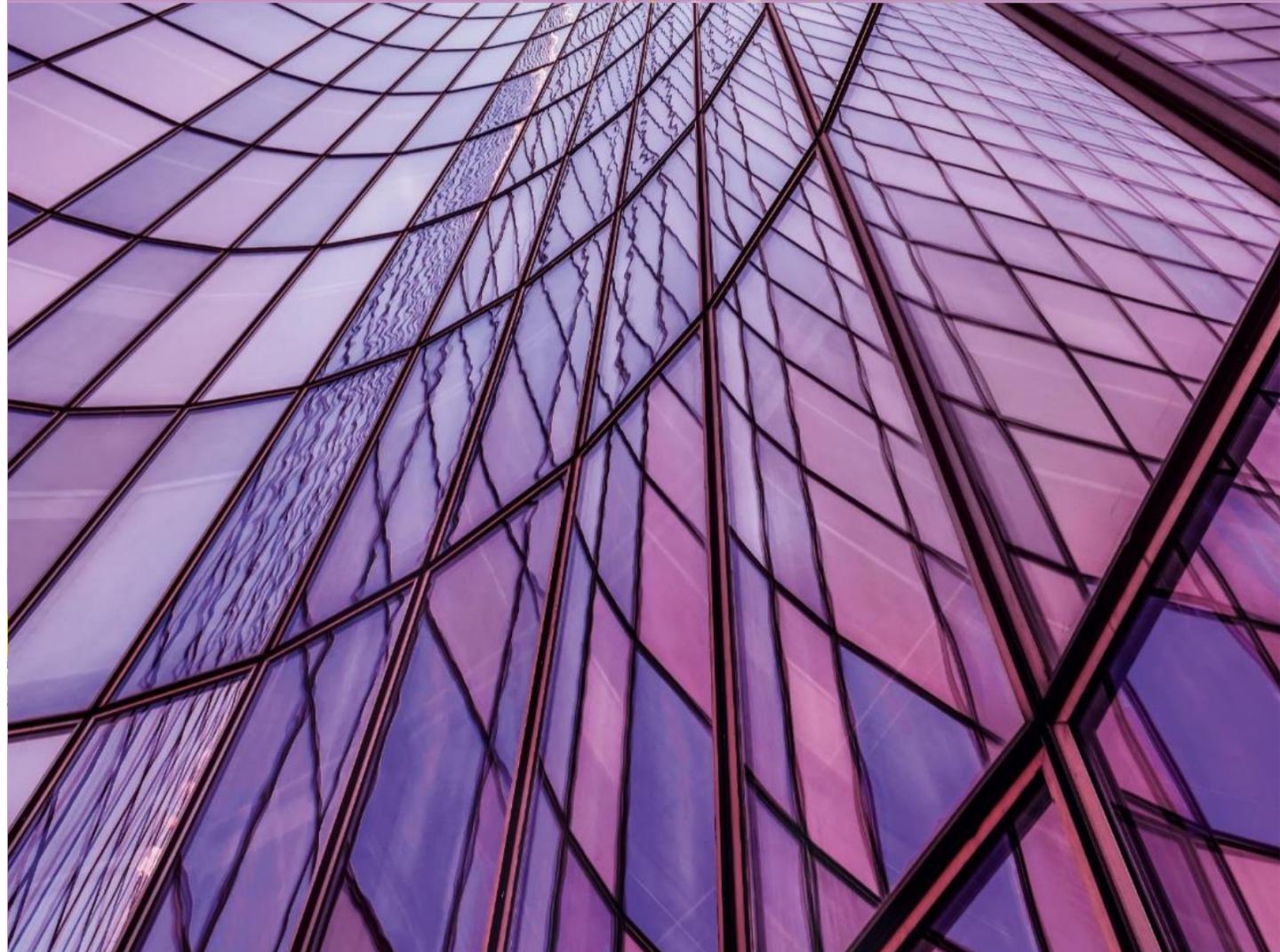


THE FUTURE OF BUILDING



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 presentation slot of 15 minutes in the main forum
- ✓ Part of three Guided Tours
- ✓ Logo presence on the BAU website
- ✓ Branding of the main stairs in Entrance West
- ✓ Exclusive branding of the entire back of the site plan
- ✓ Social media integration in the form of two Instagram story slides
- ✓ **and much more ...**

44,400€

Silver

- ✓ 1 tandem presentation on the Exhibitor Stage with AIT
- ✓ Part of one Guided Tour
- ✓ Logo presence on the BAU website
- ✓ Social media integration in the form of one Instagram story slide
- ✓ 1 License BAU Insights
- ✓ 1 Brandbooster - highlight video of your trade fair presence
- ✓ Logo presence in the BAU Insights newsletter
- ✓ **and much more ...**

28,000€

Bronze

- Logo presence on break slides at the Exhibitor Stage
- 100 online vouchers for visitor day tickets
- Logo presence on the BAU website
- Exclusive display of your information material/give aways at 2 hall information counters of your choice
- **and much more ...**

16,000€

Catering & Event

Drink Green Package:

- ✓ Partial sponsorship of 3 drinking water stations or exclusive sponsorship of all 9 drinking water stations

Founders Fight Night

– the Startup Pitch-Event:

- ✓ Partial sponsorship or exclusive sponsorship of drinks & snacks

WiFi:

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

from 4,500€

Your ideas & wishes

SPONSORING

BAU Gold Sponsor

Exklusive 1 partner

Supporting program

- ✓ 1 presentation slot of 15 minutes in the main forum
- ✓ 5 presentation slots of 25 minutes each on the Exhibitor Stage
- ✓ Be 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
- ✓ Logo presence in selected BAU Insights newsletters
- ✓ 200 free online vouchers for day tickets to invite visitors

Advertising onsite

- ✓ Branding of the main stairs in Entrance West
- ✓ Be part of the morning greeting (hall announcement)
- ✓ Exclusive branding of the entire back of site plan (size A4, display on site)
- ✓ Social media integration in live reporting in the form of 2 story-slides
- ✓ 5x banner flags inside Entrance East
- ✓ 8x flags Entrance West outside
- ✓ 4x flags East Entrance outside
- ✓ 4x flags North Entrance outside

Exclusive service for sponsor partners

Sponsorship BAU 2025

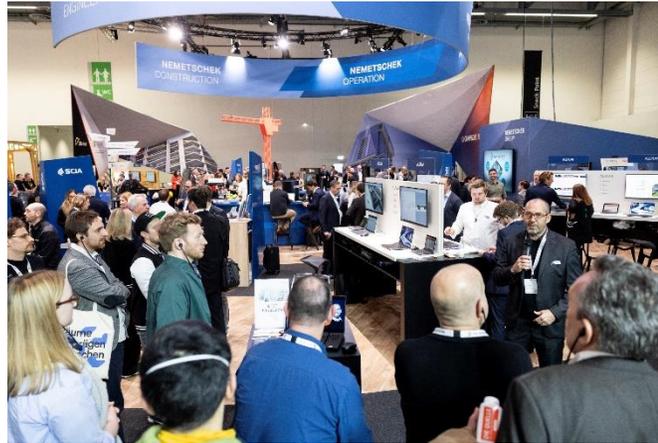
BAU

Sponsoring package gold
44,400 EUR



Integration in the supporting program

- ✓ 1 presentation slot of 15 minutes in the Main Forum
- ✓ Be part of 3 Guided Tours!

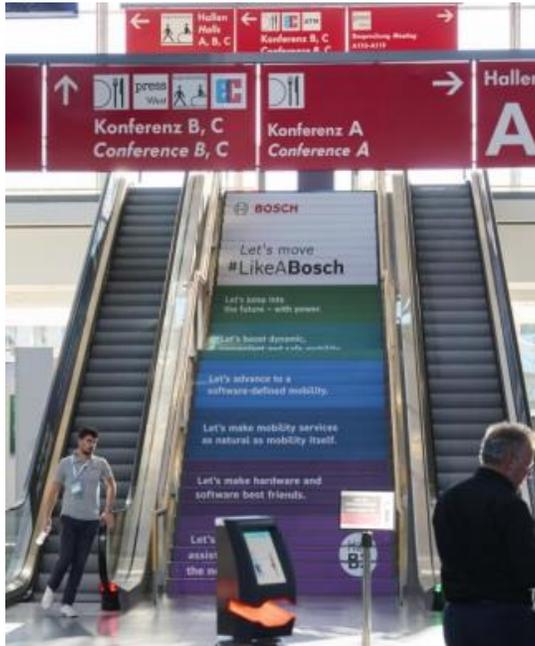


- ✓ 5 presentation slots on the Exhibitor Stage á 25 min
- ✓ Logo presence on the break slides of the Exhibitor Stage

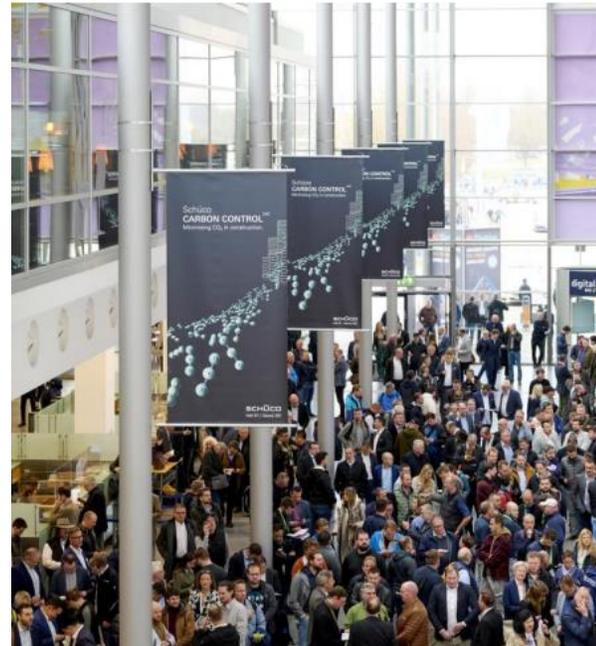


Advertising onsite

- ✓ Branding of the main stairs in Entrance West



- ✓ 5x banner flags inside Entrance East



- ✓ 8x flags Entrance West outside
- ✓ 4x flags Entrance East outside
- ✓ 4x flags Entrance North outside



Advertising onsite

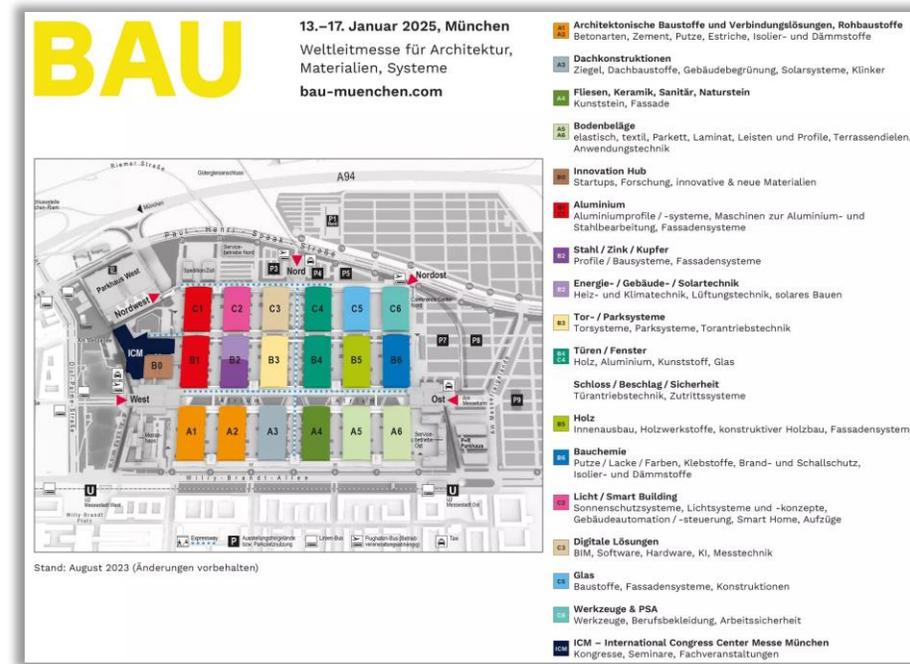
✓ Part of the morning hall announcement

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 in size A4 for his own design.



Visitor marketing & social media

✓ 200 online vouchers for day tickets to invite visitors

Order and manage your 200 free visitor invitations in the BAU Exhibitor Shop.

New in 2024! In addition to 1:1 codes, you can now also choose 1:n codes that can be redeemed multiple times for a ticket. You can assign the voucher name and quantity yourself, perfect for mailings and social media.

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

✓ Social media integration during the trade fair in live reporting in the form of 2 story-slides

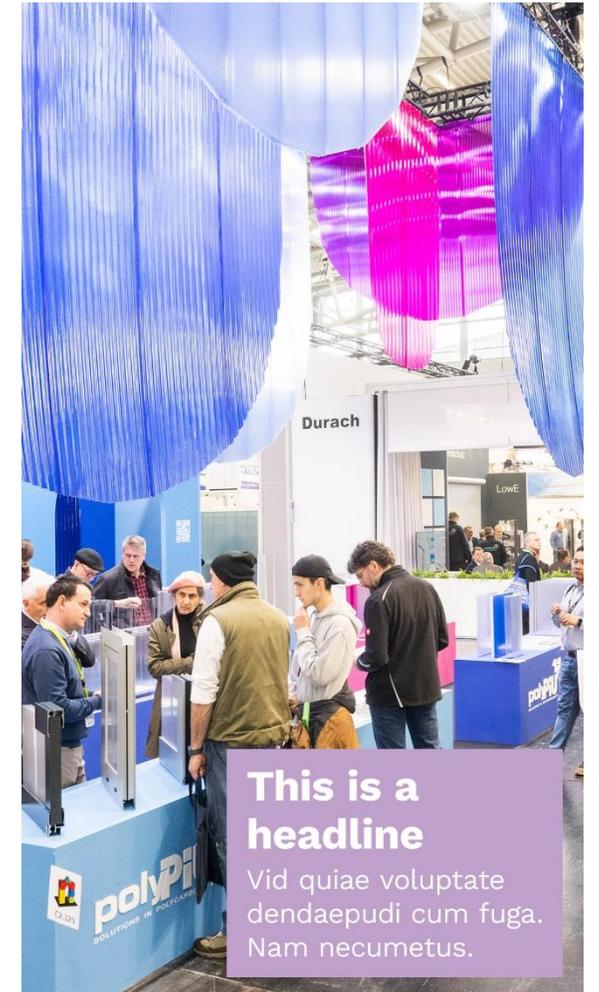
2 story-slides

Video with interview sequence or text with image

Tagging with the exhibitor's Instagram channel if available



ca. 3.200 subscribers

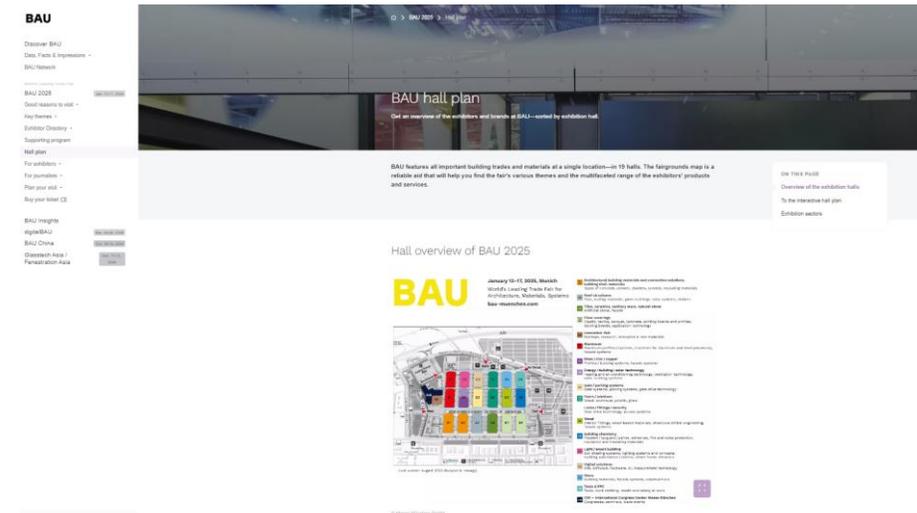
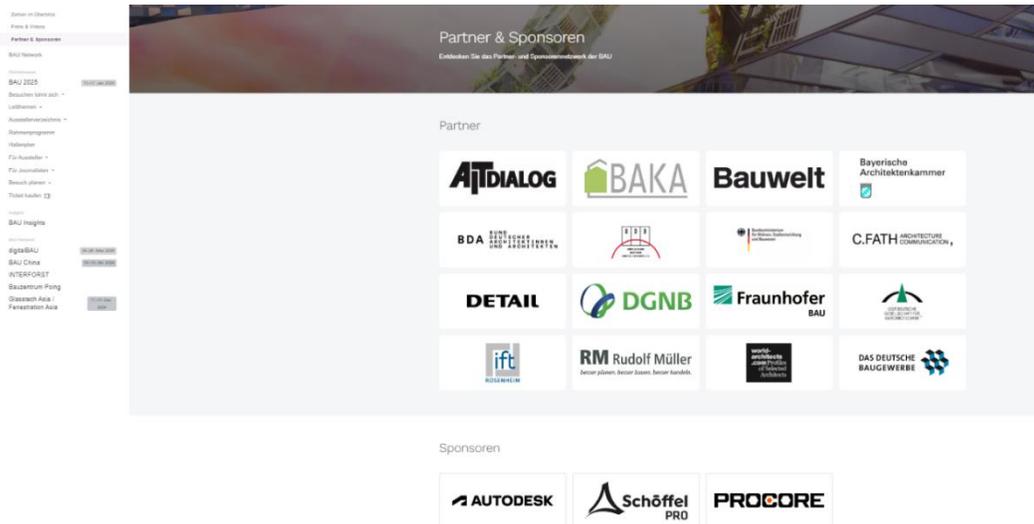


Online advertising

✓ 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 section “Partner & Sponsors” as well as in the section “Hall plan”



✓ Logo presence in 3 issues of the BAU Insights newsletter

Logo presence in the editions of November 24, December 24 and January 25.

BAU Silver Sponsor

max. 3 partner

Supporting program

- ✓ 2 presentation slots on the Exhibitor Stage
- ✓ 1 tandem presentation with AIT on the Exhibitor Stage
- ✓ Logo presence on Exhibitor Stage break slides for the entire duration of the trade fair
- ✓ Be part of one 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 in selected BAU Insights newsletters
- ✓ Logo presence on the BAU website
- ✓ 150 online vouchers for day tickets to invite visitors

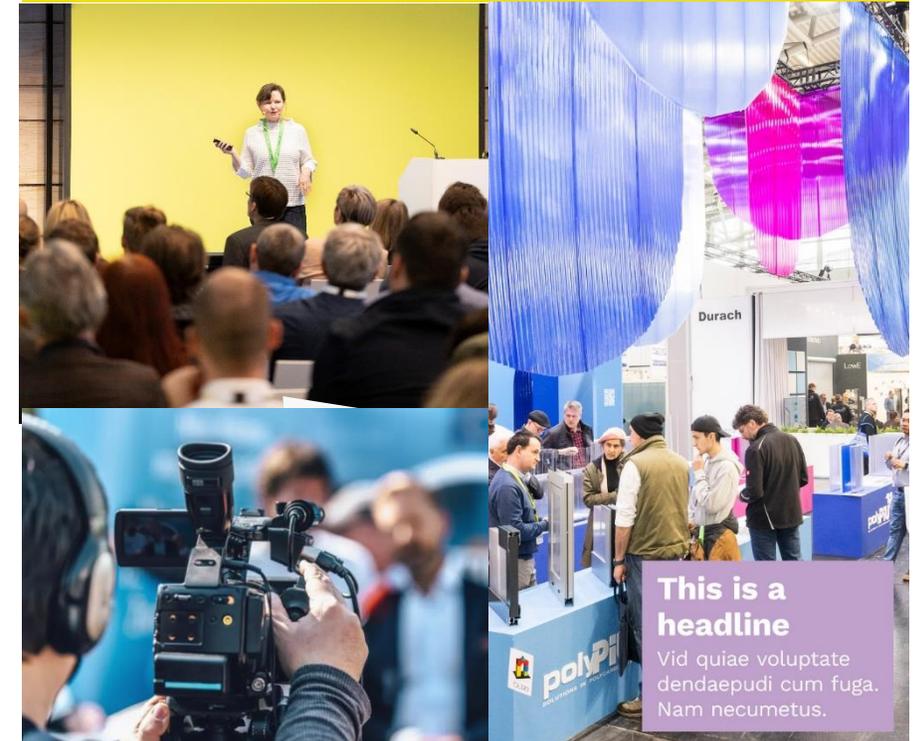
Advertising onsite

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

Exclusive service for sponsor partners

BAU

Sponsoring package silver
28,000 EUR



Supporting program

- ✓ 1 tandem presentation with AIT, a well-known publisher with focus on architecture, on the Exhibitor Stage

When: The AIT tandem lectures will take place on the 2nd, 3rd and 4th day of the fair around lunchtime.

Duration: 1h

Exclusivity: One sponsor per presentation/day.

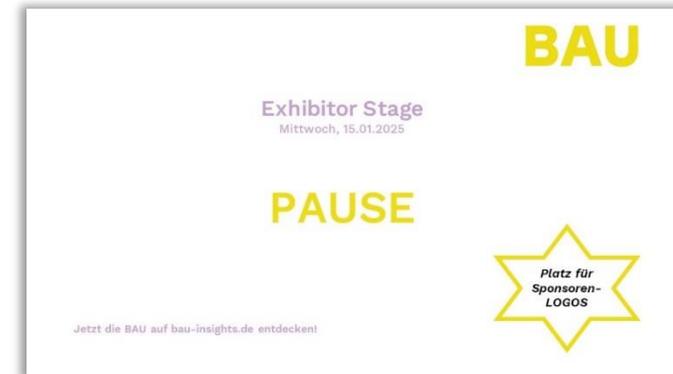
How does it work: AIT approaches you. You suggest the topic of your choice and AIT will select a renowned architect who will present this topic with you on stage.



- ✓ 2 presentation slots on the Exhibitor Stage á 25min



- ✓ Logo presence on the break slides of the Exhibitor Stage



Supporting program & social media

- ✓ Be part of a Guided Tour



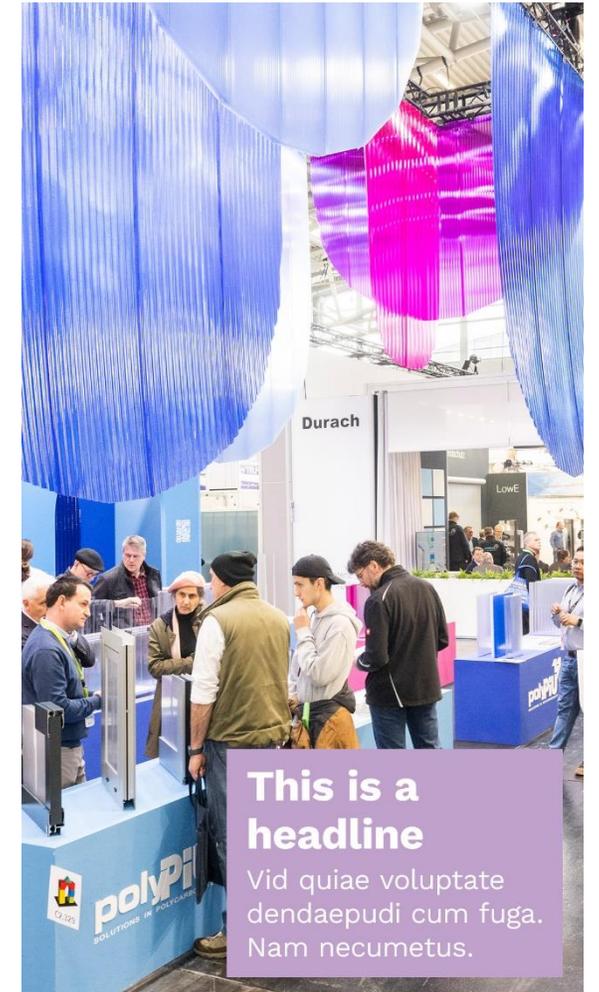
- ✓ Social media integration during the trade fair in live reporting in the form of 2 story-slides

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

Order and manage your 150 free visitor invitations in the BAU Exhibitor Shop.

New in 2024! In addition to 1:1 codes, you can now also choose 1:n codes that can be redeemed multiple times for a ticket. You can assign the voucher name and quantity yourself, perfect for mailings and social media.

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.

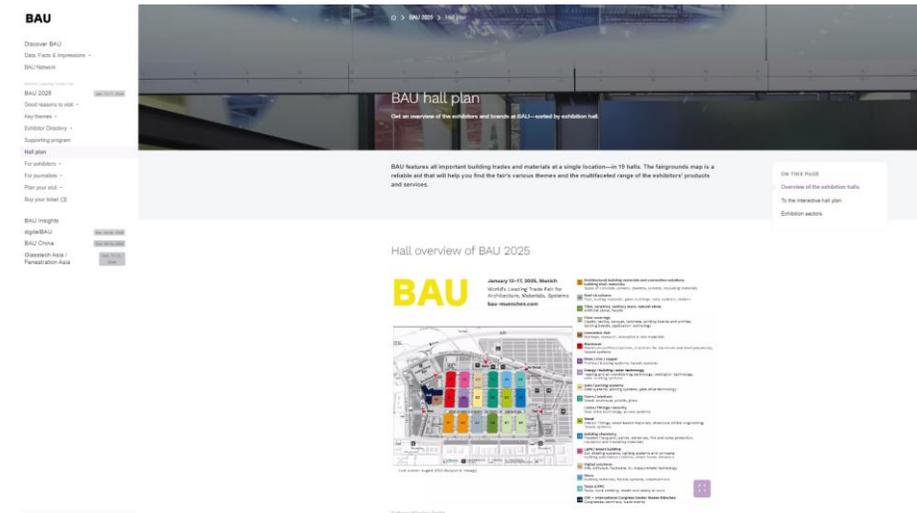
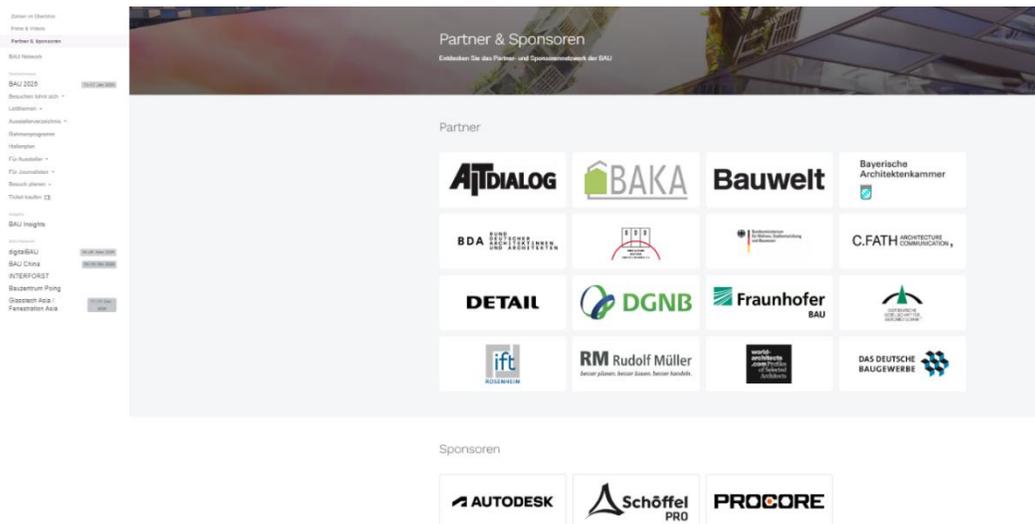
← Insert ticket code

Online advertising

✓ 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 sections “Partner & Sponsors” as well as in the section “Hall plan”



✓ Logo presence in 3 issues of the BAU Insights newsletter

Logo presence in the editions of November 24, December 24 and January 25.

Advertising onsite

- ✓ **2 banner under the 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 options onsite is possible if available

- ✓ **1 slot á 20 sec on the LED screen in Entrance West***

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 partner

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
- ✓ Logo presence in selected BAU Insights newsletters
- ✓ Logo presence 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

Order and manage your 200 free visitor invitations in the BAU Exhibitor Shop.

New in 2024! In addition to 1:1 codes, you can now also choose 1:n codes that can be redeemed multiple times for a ticket. You can assign the voucher name and quantity yourself, perfect for mailings and social media.

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.

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 onsite. 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 section “Partner & Sponsors” as well as in the section “Hall plan”

✓ Logo presence in 3 issues of the BAU Insights newsletter

Logo presence in the editions of November 24, December 24 and January 25.

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 options is possible if available

✓ 1 slot á 20 sec. on the LED screen in Entrance West*

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 maximum of 2 sponsors per information counter (on a first come first serve basis)



Drink Green Package – Branded drinking water stations

Option A)

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

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 no branded drinking bottles are distributed, 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 – the Startup Pitch Event

Option A)

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

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 e-mailings with the sponsor's logo
- Integration into the live social media coverage during the trade fair
- Integration in the site plan (A4 format) for display on site
- advertising option onsite e.g. Roll-up "sponsored by" at the drinks counter
- Display of flyers/giveaways possible onsite

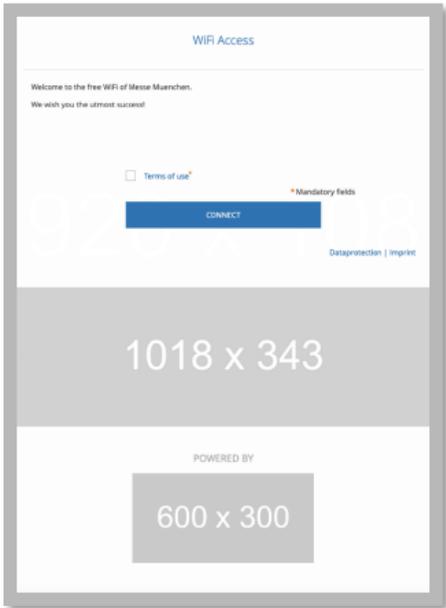


Exklusive WiFi sponsoring

Including several banners:

- ✓ Your advertising area: 1018x343 pixels (up to three graphics are possible, image change takes place like a carousel)
- ✓ Your sponsor area "powered by", 600x300 pixels (only one graphic possible)

All display areas are responsive, i.e. they adapt to the end device. File format: png (banners are static and not clickable)



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

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

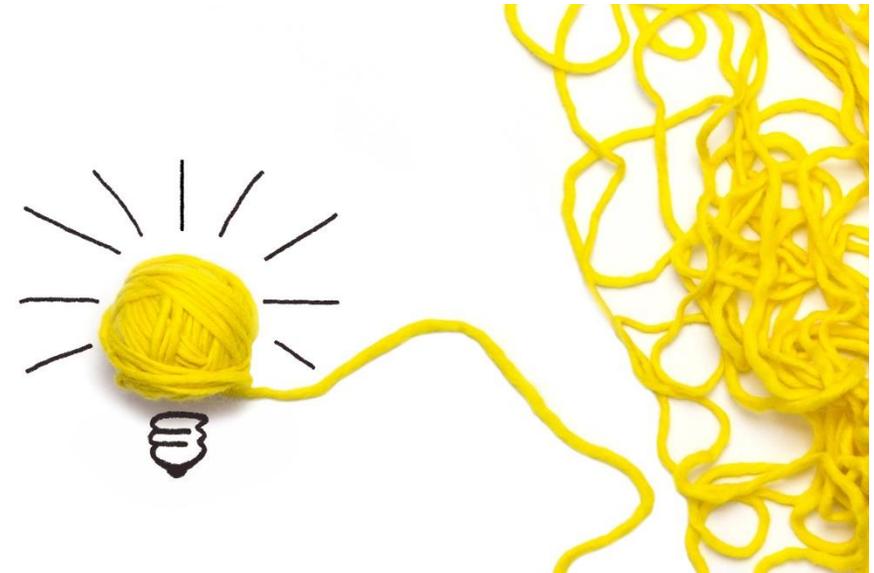
Only bookable by one exhibitor

Price: 4,500 EUR

Your ideas & wishes

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

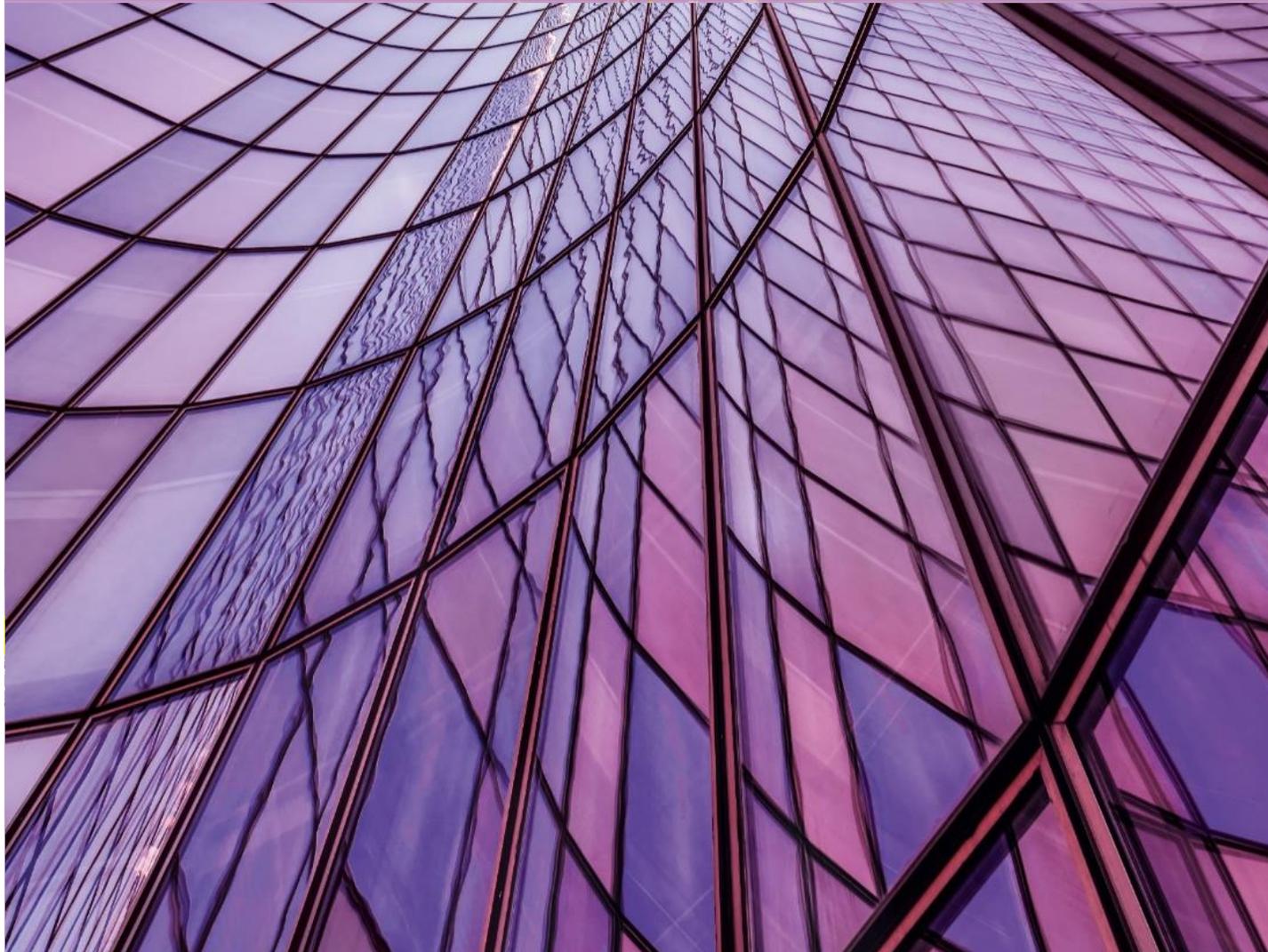
Let us know, so we can work on realizing them!



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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