

THE **FUTURE** OF BUILDING



BAU 2027

January 13–17, 2025
Messe München

World's Leading Trade Fair for
Architecture, Materials, Systems

bau-muenchen.com

BECOME A PARTNER

Welcome to BAU

BAU in Munich is the hotspot for the construction industry. Everyone involved in the planning, construction and design of buildings comes together here: architects, planners, investors, industrial and commercial representatives, tradespeople, and many more. BAU bundles know-how from all branches of industry and trades at a high international level and promotes the exchange of ideas and information. It enables exhibitors to enter new, international markets and provides visitors with practice-oriented future perspectives and lasting added value.



Discover, exchange ideas, test products,
and make contacts at BAU

Our exhibition areas –
the entire industry spectrum



Trends and current topics at a glance

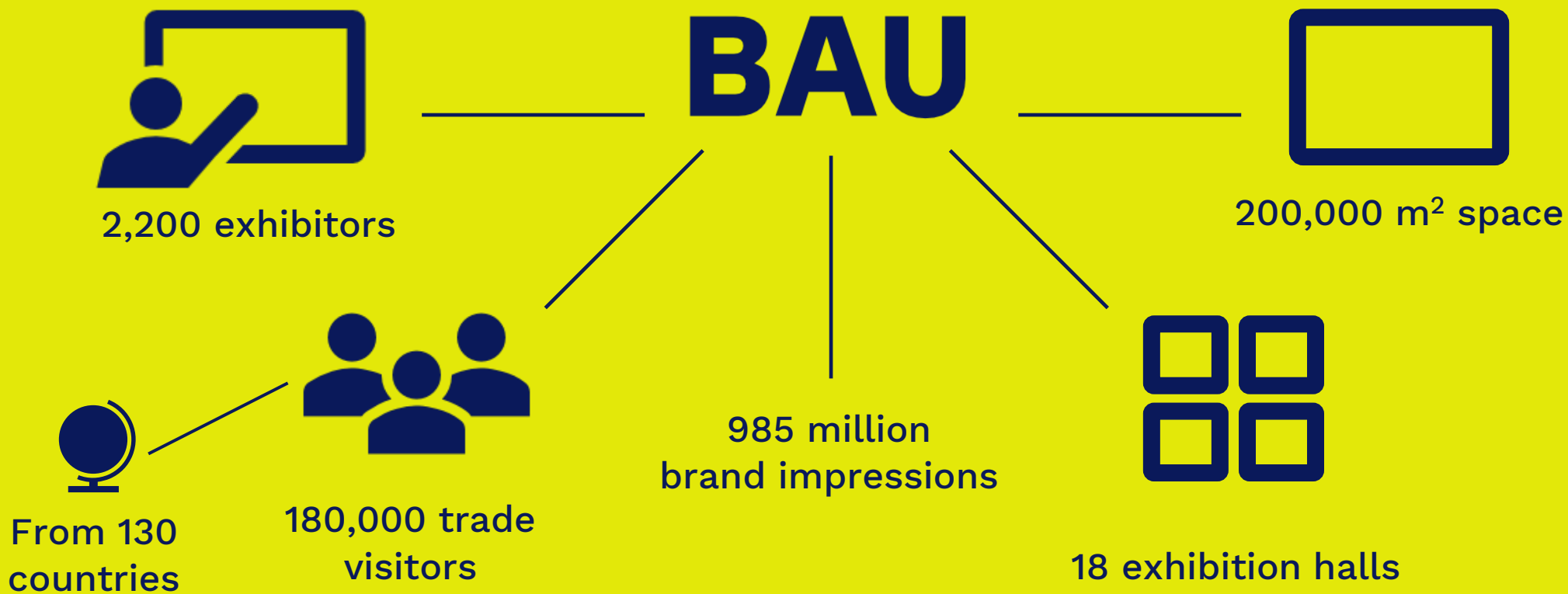


Networking made easy



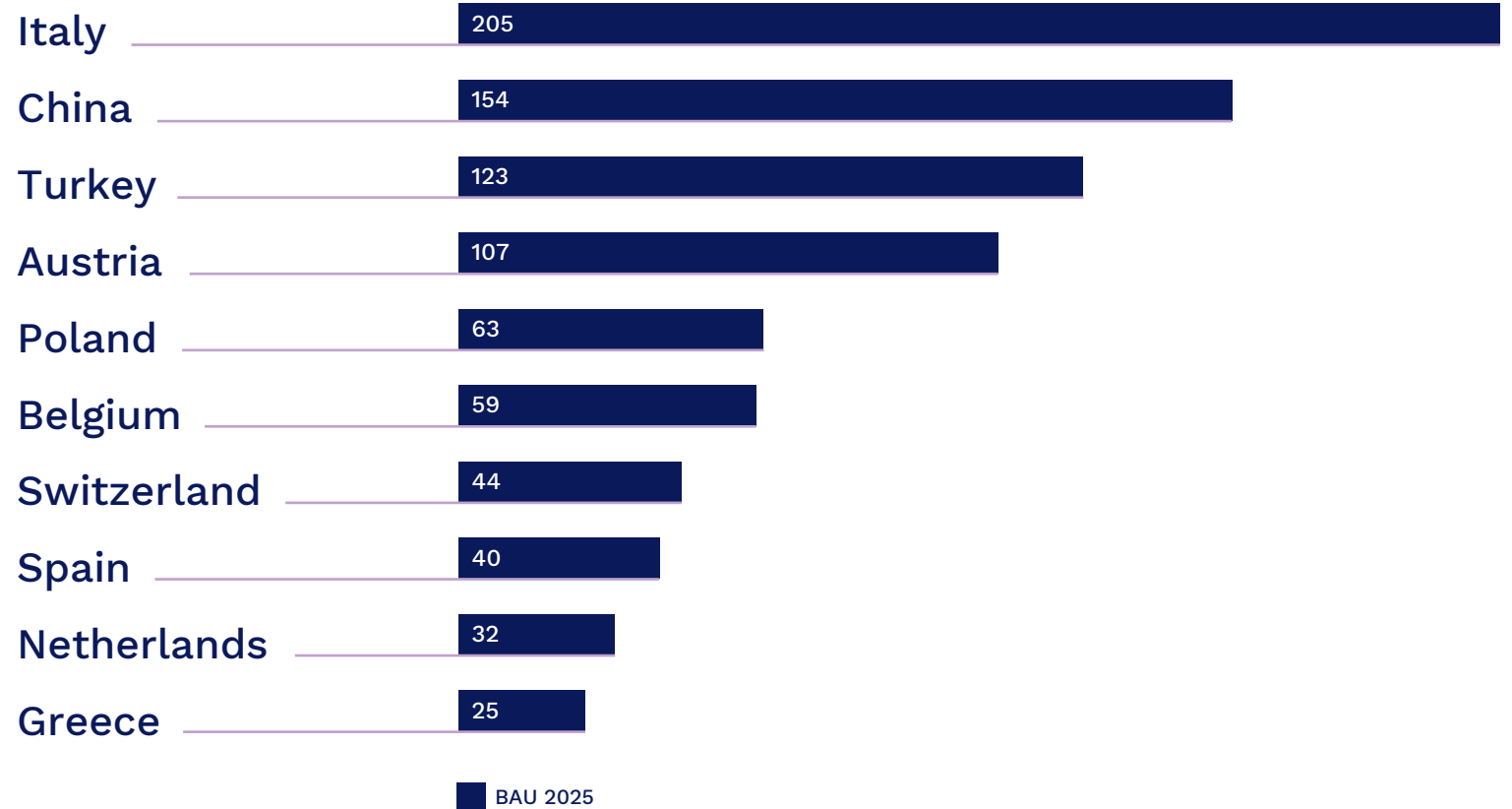
THE SUCCESS OF BAU IN 2025

**BAU
2027**

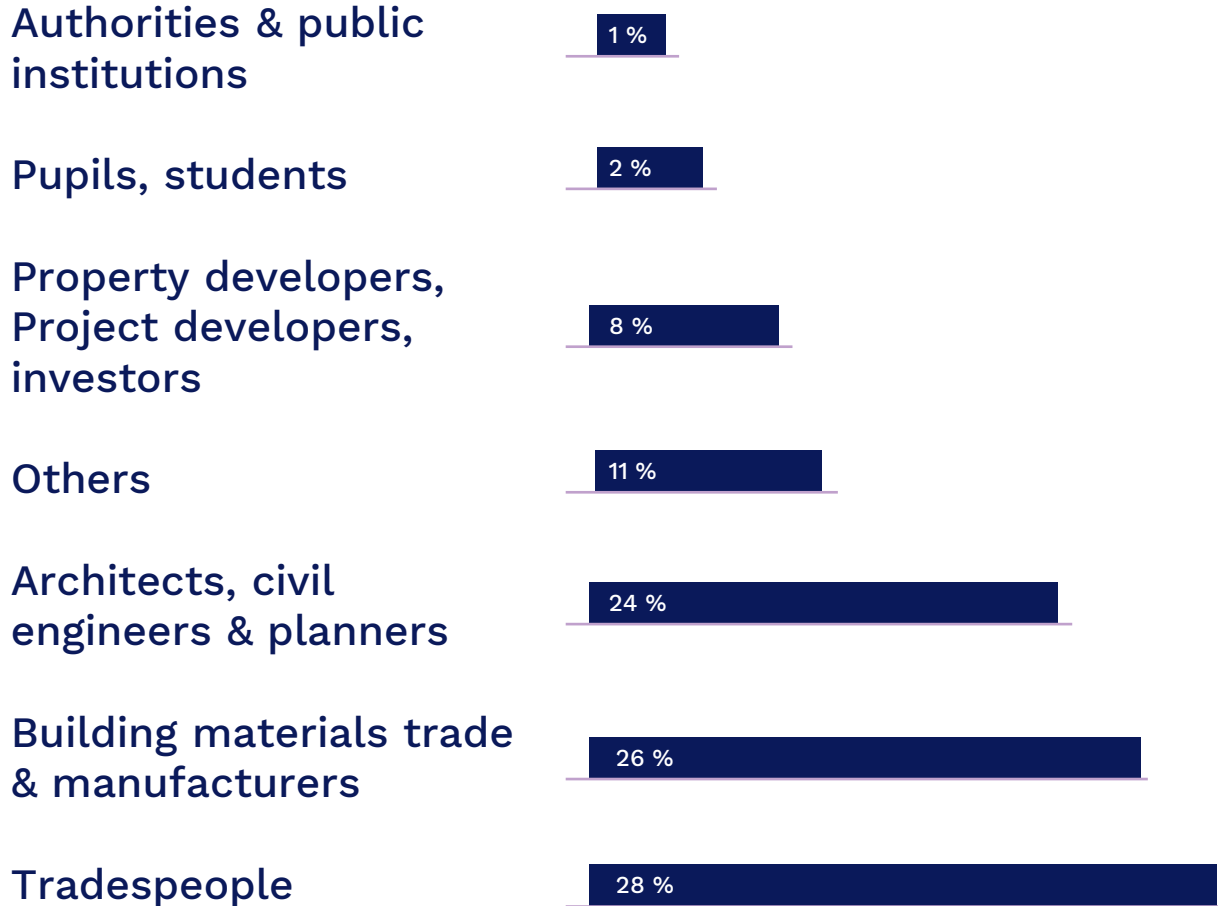


Profile of BAU 2025 – Exhibitors

Top 10 exhibiting countries at BAU 2025



Profile of BAU 2025 – Visitors



Top 10 countries

1. Germany
2. Austria
3. Italy
4. Switzerland
5. Poland
6. Turkey
7. Croatia
8. Romania
9. Spain
10. China

Supporting program

Opening of BAU 2025



DGNB tours



Innovative steps for BIM
Germany



Competition: Built on IT – construction professions with a future



BAKA University Day



Bavarian Engineers Day

Key topics for 2027



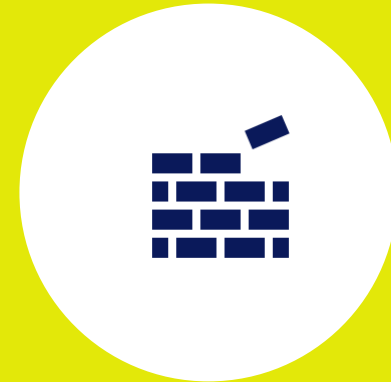
A changing
habitat



Material and
resources



Climate protection and
climate adaption



Digitalization and
Productivity

SPONSORING

Play a Key Role in Shaping BAU 2027

BAU 2027

985 MILLION BRAND IMPRESSIONS, ONE SHOW



DIGITAL & PHYSICAL TOUCHPOINTS

YOUR BRAND AT THE CENTER OF THE INDUSTRY



STAGE PRESENCE & PROGRAM DESIGN

BECOME A PARTNER

TARGETED INTERACTION DRIVES VISIBILITY



CUSTOMIZED HIGHLIGHTS

CONNECTIONS THAT MATTER



EVENT & NETWORKING

Sponsoring at BAU 2027: Your Brand at the Center of the Industry

**SPONSORSHIP
BOOSTS VISIBILITY**

Sponsorship at BAU means being part of the industry's key themes, stages and encounters.

It gives companies the opportunity to build targeted visibility, claim topics, and position their brand strategically – before, during and beyond the trade fair.



Place your brand at high-engagement touchpoints throughout the trade fair



Position yourself visibly within the relevant key topics of BAU



Reach your target groups across both analog and digital channels



Extend your impact well beyond your booth by activating additional exposure opportunities



Benefit from curated content and interaction formats that connect you with your target groups

Which Strategic Impact Do You Want to Achieve at BAU 2027?

Companies use sponsorship at BAU to pursue a range of strategic objectives. Depending on their positioning and market role, different levers become relevant.



Strengthen your market position visibly

Show presence and clearly differentiate yourself from your competitors



Claim innovation and thought-leadership themes

Shape future topics and be recognized as a leading voice in the industry



Increase reach and customer activation

Gain additional visibility, targeted touchpoints and qualified contacts.



Access new target groups or markets

Reach new decision-makers and build international presence



Enhance brand experience and customer loyalty

Create a memorable moments and bring your brand to life across multiple touchpoints

The BAU 2027 sponsorship packages are designed to support these strategic objectives with precision and measurable impact.

Choose the Format That Aligns With Your Strategic Objectives

INDUSTRY SHAPING & THOUGHT LEADERSHIP

For companies looking to set the agenda and position themselves as leading voices in the industry.

MAIN STAGE SPONSORING (1x)

Key Benefits (excerpt): Naming of the stage („powered by“), 2x30 min. & 3x15 min. slots, 12 floor graphics, 600 tickets

53.700 €

NEO STAGE SPONSORING (1x)

Key Benefits (excerpt): Program Design of the forum for one complete day (~12 presentations), 500 tickets

57.400 €

THEMATIC POSITIONING

For companies wanting to present expertise in a focused industry context.

GUIDED TOURS SPONSORING (2x)

Key Benefits (excerpt): Integration in 2 guided tours, advertorial and banner in the BAU Insights newsletter

20.400 €

MAIN STAGE SPOTLIGHT (1x)

Key Benefits (excerpt): 1x30 min. & 1x15 min. slot Main Stage, 4 floor graphics, 200 tickets

19.400 €

REACH & ACTIVATION

For companies seeking maximum visibility along the visitor journey.

PRODUCT HIGHLIGHT & AWARENESS (1x)

Key Benefits (excerpt): 5x Hall-announcements, video on the LED-ceiling screen in the entrance, branding of the trade fair site map, 1500 tickets

54.000 €

BRAND VISIBILITY EXTENDED (2x)

Key Benefits (excerpt): 20 sek. video Entrance West, 2x30 min. slot Neo Stage, 500 tickets, mobile promotion

35.900 €

BRAND VISIBILITY (6x)

Key Benefits (excerpt): 1x30 min. slot Neo Stage, video spot ticke-counter, 300 tickets

21.800 €

DIGITAL PRESENCE

For companies aiming to reach visitors before, during and after the trade fair.

DIGITAL PARTNER SPONSORING (1x)

Key Benefits (excerpt): Branded Wifi-Login, main banner in the app, 10x push notifications to all app users

18.800 €

Main Stage Sponsoring

Your Brand at the Center of the Industry Dialogue. With the Main Stage Sponsoring, you position your brand precisely where BAU 2027's key topics are discussed and shaped.

INCLUDED IN THE PACKAGE

- **2x 30 min und 3x 15 min spotlight slots** on the Main Stage
- **Stage naming** and visible **co-branding** („powered by“)
- Prominent visitor guidance through **12 floor graphics** with your company logo
- **600 personalized day tickets** for targeted customer activation
- **5x distribution of promotion material or vouchers** at the Main Stage
- **Integration into official program** and communication via website and app
- **2x mentions by the stage moderator** (brief: name, booth/brand, theme)
- **1x Speaker Marketing Kit** to extend your communication (mail banner, social media template)

€ 53.700*

STRATEGIC VALUE

- Visible association of your brand with BAU's key topics
- Presence in the immediate environment of architects, planners and industry decision-makers
- Recognition as a catalyst and contributor to industry-relevant topics
- Broader reach through curated professional content
- Exclusivity through limited sponsor availability

A presence that delivers impact far beyond the days of the trade fair.

Neo Stage Sponsoring (1x)

One Day. One Stage. Your topics. Take lead in shaping the full-day program – you set the agenda.

INCLUDED IN THE PACKAGE

- **Exklusiv programming** and **full program design & content curation** of the forum for one trade-fair day (approx. 12 presentations of 30 min)
- **500 personalized day-ticket vouchers** for targeted customer activation
- **Distribution of promotion material or vouchers** at the forum
- **Integration into the official program & communication** via website and app
- **Logo placement and sponsor designation** on the BAU Munich website
- **3x mentions by the moderator** on additional forum days
- **Marketing Kit** (mail banner, social media template)

€ 57.400*

STRATEGIC VALUE

- Positioning as a specialist and industry thought-starter
- High visibility within the official program
- Clear thematic placement in a relevant industry context
- Activation of your customers and partners
- Sustained brand recall throughout all trade-fair communication

The format for companies that don't just participate – but actively shape the agenda.

Guided Tours Sponsoring (2x)

Direct access to qualified professionals. Become part in BAU 2027's curated innovation routes. Exhibitors only.

INCLUDED IN THE PACKAGE

- Participation in 2 **curated Guided Tours**
- **Logopresence** on the **BAU website**
- **Banner placement** in the BAU Insights **newsletter**
- **Logopresence** in the BAU Insights **newsletter**
- **Advertorial** in the BAU Insights **news section on the BAU website**
- **Curated editorial contribution** in the BAU Insights **newsletter**

€ 20.400*

STRATEGIC VALUE

- Direct access to qualified professional audiences
- Positioning as a relevant solution provider within a certain topic
- Integration in BAU's editorial communication
- Extended presence across digital channels
- High credibility through curated selection

For companies that want to be exactly there where professionals are paying attention.

Main Stage Spotlight (1x)

Your Innovation in the Spotlight along BAU's Key Topics. With the Main Stage Spotlight, you position your company directly within BAU's official expert program.

INCLUDED IN THE PACKAGE

- **1 x 30 min und 1 x 15 min spotlight Slots** on the Main Stage.
- Prominent visitor guidance through **4 Floorgraphics** with your company logo
- **200 personalized day tickets** for targeted customer activation
- **1 x Distribution of promotion material or vouchers** at the forum
- **Integration into the official program & communication** via website and app
- **Logo placement and sponsor designation** on the BAU Munich website
- **1x 15 sek advertising spot** on the Main Stage (shown before/after presentations)
- **2 x mentions by the moderator** (brief: name, booth/brand, theme)
- **1x Speaker Marketing Kit** to extend your communication (mail banner, social media template)

€ 19.400*

STRATEGIC VALUE

- Visible Integration into the curated stage program
- Direct access to qualified professional audiences
- Strong thematic positioning within a relevant industry framework
- Additional reach through web, app and on-site presence
- Activation of existing customers through personalized tickets
- High credibility thanks to curated content and expert environment

A focused appearance that conveys strong thematic credibility.

Product Highlight & Awareness (1x)

Your Brand Along the Entire Visitor Journey. With the Product Highlight & Awareness package, you secure highly prominent visibility in the most frequented areas of the trade fair. Exhibitors only.

INCLUDED IN THE PACKAGE

- **5x hall announcements** at the opening of each day
- **Exclusively branded site plan** including hall focus topics (reverse side, A4), incl. production of 150,000 copies
- 20 sek. **video loop** on large-format ceiling screens at the West Entrance
- **1.500 personalized day-ticket vouchers** for targeted customer activation
- **Welcome messages** for invited visitors via display at the turnstiles, plus branded vouchers and badges

€ 54.000*

STRATEGIC VALUE

- Visibility at all central BAU entry points
- Maximum reach with national and international visitors
- Multiple touchpoints through repeated exposure in high-traffic zones
- Activation of existing customers through personalized invitations
- Enhanced presence beyond your own booth

A high-impact presence along the entire visitor journey.

Brand Visibility Extended (2x)

Extended Brand Presence at Central Touchpoints. Brand Visibility Extended combines high entrance-area reach with strong content presence on the Industry Stage.

INCLUDED IN THE PACKAGE

- 20 sek. **video loop** on large-format ceiling screens at the West Entrance
- 10 sek. **video loop** on the screens at all 6 ticket counters at the West Entrance
- **2 x 30 minutes stage slots** on the Neo Stage
- **Logopresence** on the BAU website
- **Ticket branding package**
- **Highlight placement** as sponsoring partner in the exhibitor directory
- 5 licenses for **mobile promotion** (1 per day)
- **500 personalized day-ticket vouchers** for targeted customer activation
- **Distribution of promotional materials** at 5 info counters throughout the entire event duration

€ 35.900*

STRATEGIC VALUE

- Multiple contact points throughout the visitor journey
- Strong combination of reach and content-driven positioning
- High visibility among arriving professionals
- Activation of existing customers through personalized invitations
- Amplified brand perception across multiple channels

An integrated presence combining visibility, content, and activation.

Brand Visibility (6x)

Visibility with Clear Activation. Brand Visibility is the ideal package for companies looking to amplify and activate their presence.

INCLUDED IN THE PACKAGE

- 10 sek. **video loop** on the screens at all 6 ticket counters at the West Entrance
- **1 x 30 minutes stage slots** on the Neo Stage
- **Logopresence** on the BAU website
- **Ticket branding package**
- **300 personalized day-ticket vouchers** for targeted customer activation
- **Highlight placement** as sponsoring partner in the exhibitor directory
- 5 licenses for **mobile promotion** (1 per day)
- **Distribution of promotional materials** at 2 info counters throughout the entire event duration

€ 21.800*

STRATEGIC VALUE

- Presence at key entrances with high visitor volume
- Strong combination of reach and content-driven positioning
- Additional activation through personalized invitations
- Expansion of booth communication into digital touchpoints
- Reinforced brand perception along the entire customer journey

A high-impact package for brands that want visibility — without premium exclusivity.

Digital Partner Sponsoring (1x)

BAU's Digital Visibility — Powered by Your Brand. As a Digital Partner, you become an integral part of BAU's digital infrastructure — from the very first login to hall navigation.

INCLUDED IN THE PACKAGE

- **Branded WiFi login for all visitors** — the first digital touchpoint for every attendee
- **Communication as the main sponsor of the BAU app** (website + visitor mailing)
- **10 push notifications** sent directly to app users
- **Main banner** placement within the BAU app
- **“Featured Exhibitor”** — top placement in the exhibitor directory
- **Video loop** on 85-inch interactive touchscreens in halls B1 and B2

€ 18.800*

STRATEGIC VALUE

- Presence at the very first digital contact point for every visitor
- Direct communication channel via app and push messages
- Highlighted positioning in the exhibitor directory
- Multimedia presence across the halls
- Strong connection between reach, data, and activation

The most exclusive digital format at BAU 2027.

Previous Sponsors of BAU

NEMETSCHEK
GROUP®

 **Schöffel**
PRO

 **HOLCIM**

 **AUTODESK**

PROCORE®

 **LAMILUX**

THE FUTURE OF BUILDING



**BAU
2027**

**THANK
YOU!**