

THE **FUTURE** OF BUILDING



BAU 2027

January 11–15, 2027
Messe München

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

bau-muenchen.com



BECOME A PARTNER

As of: 11.08.2026

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

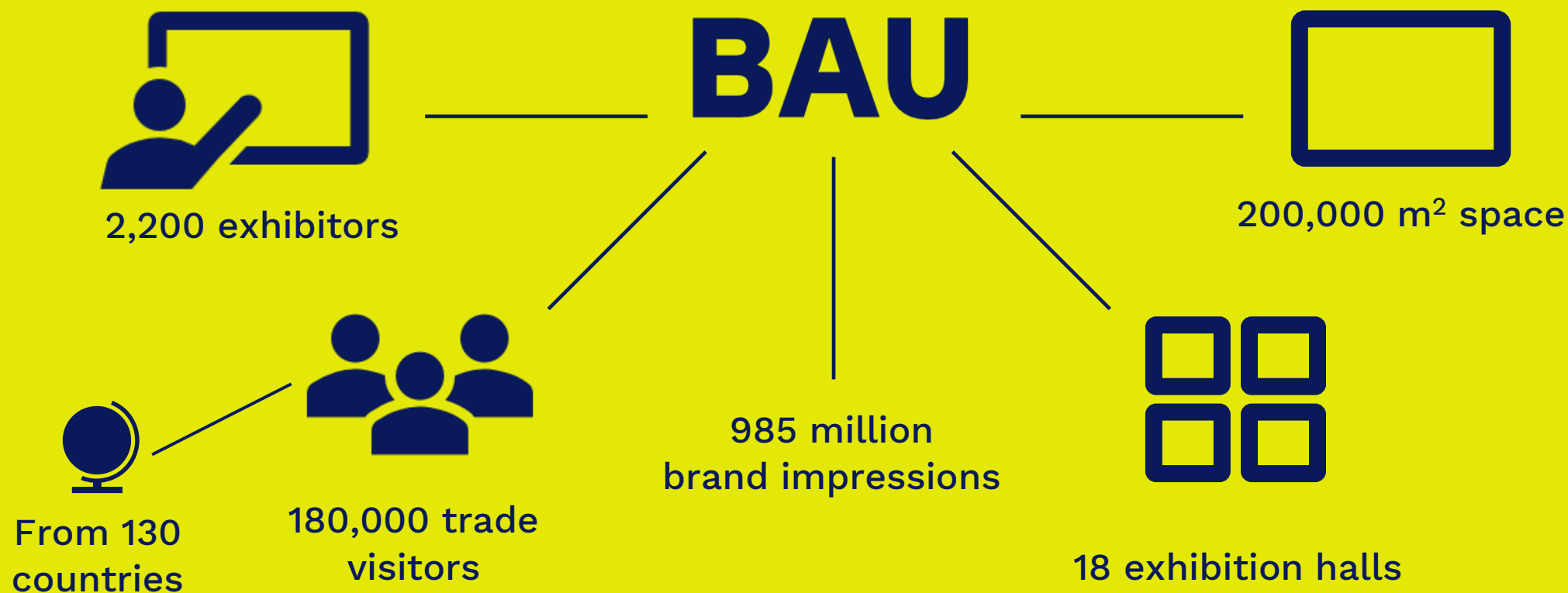


Networking made easy



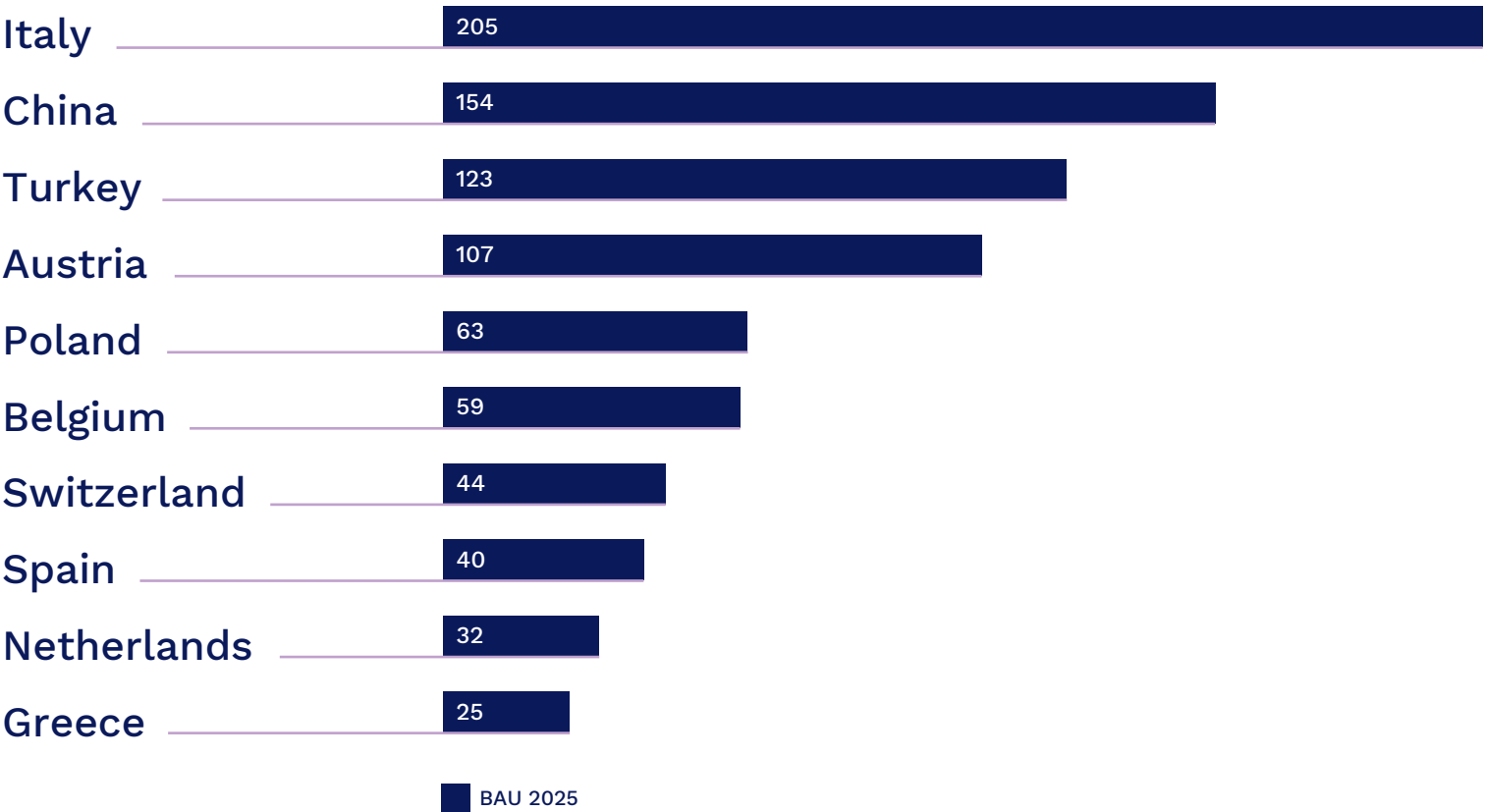
THE SUCCESS OF BAU IN 2025

**BAU
2027**

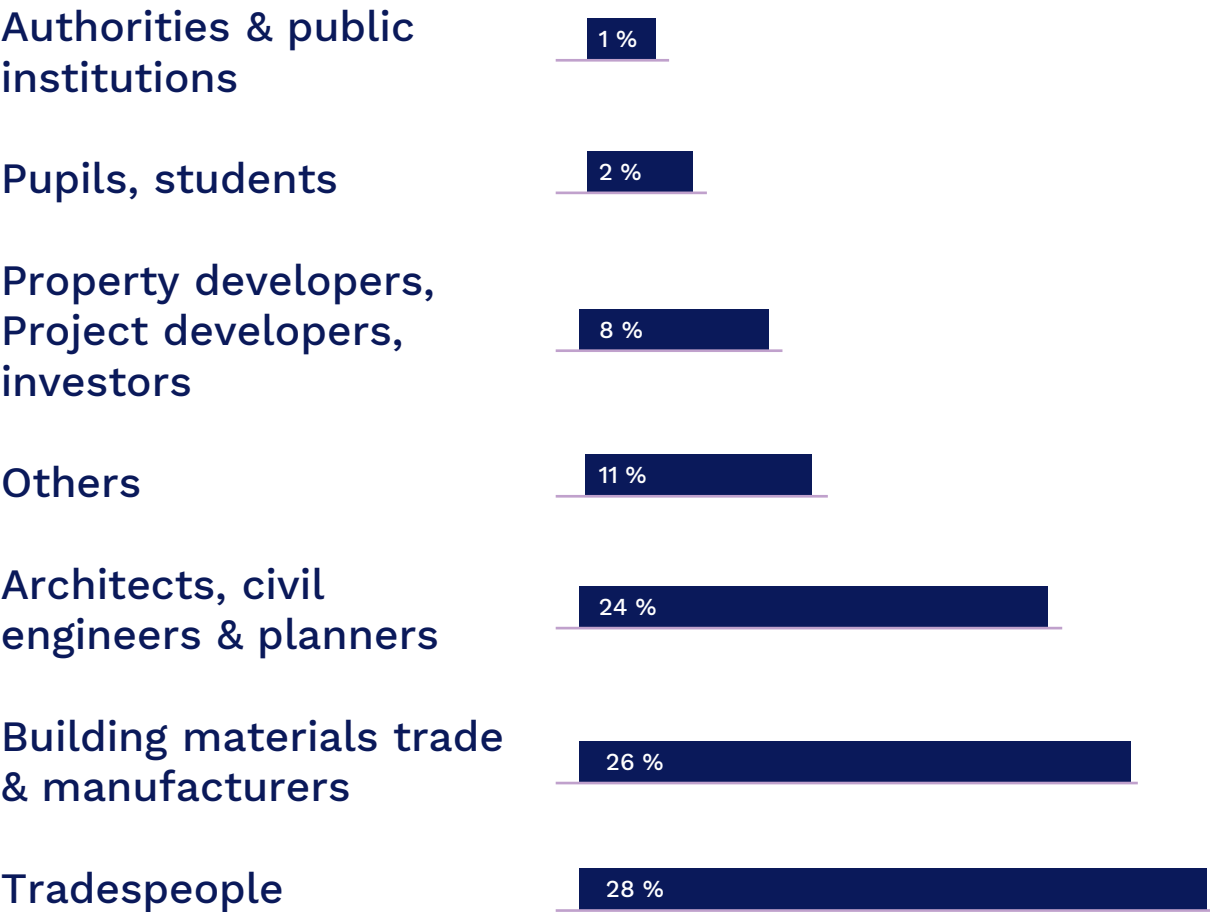


Profile of BAU 2025 – Exhibitors

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

BAU 2027

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



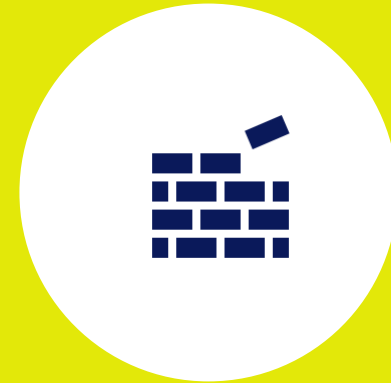
A changing
habitat



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 SPONSORSHIP (1x)

Naming rights for the Main Stage plus multiple appearances in the program

Reserved

€53,700

NEO STAGE SPONSORSHIP (1x)

Naming rights for the Main Stage plus multiple appearances in the program

Reserved

€57,400

**THEMATIC POSITIONING**

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

GUIDED TOUR PATRON SPONSORSHIP (1x)

4 guaranteed Guided Tours with curated groups of trade visitors stopping directly at your stand.

€19,100

MAIN STAGE SPOTLIGHT (1x)

Two exclusive stage appearances focusing on relevant future topics and the key themes of BAU 2027.

€15,300

NEO STAGE SPOTLIGHT (1x)

Two exclusive stage appearances focusing on digitalization, technology and practical solutions for the construction industry.

€15,300

**REACH & ACTIVATION**

For companies seeking maximum visibility along the visitor journey.

BRAND HIGHLIGHT & AWARENESS (1x)

Exclusive presence at key arrival points – including video, site map, ticket counters and hall announcements.

€19,700

BRAND VISIBILITY & CONTENT (2x)

Large-scale visibility at the West Entrance combined with three stage appearances on the NEO Stage.

€17,700

BRAND PROMOTION (3x)

Active visitor engagement throughout all five days of the trade fair, combined with two stage appearances on the NEO Stage.

€15,600

**DIGITAL PRESENCE**

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

OFFICIAL DIGITAL PARTNER SPONSORSHIP (1x)

Exclusive digital presence across Wi-Fi, the BAU App, push notifications and 18 digital signage displays.

€29,400

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Guided Tour Patron Sponsoring

Put your solutions directly in front of the right trade visitors. Become part of the curated Guided Tours and present your topics in direct exchange with planners, architects and engineers.

INCLUDED IN THE PACKAGE

- **Exclusive benefit – 4 guaranteed Guided Tours**
Four tours are exclusively reserved for you as the sponsoring partner. Each tour will bring approximately 15–20 planners, architects and engineers directly to your stand for a focused 10–15-minute stop.
- **Logo presence on the BAU website incl. link**
Visibility on the official BAU sponsors and partners page.
- **1 × curated feature in the BAU Insights Newsletter**
Extend the reach of your topics and solutions to the relevant BAU community through dedicated editorial content.
- **1 × banner in the BAU Insights Newsletter**
Additional high-impact visibility within BAU's editorial communication.
- **1 × logo presence in the BAU Insights Newsletter**

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.

Only 1 available
€ 19,100*

Main Stage Spotlight

Position your expertise where BAU's key themes and the industry's most relevant future topics are discussed. Share compelling insights, use cases and expert perspectives.

INCLUDED IN THE PACKAGE

- **1 × 30-min. + 1 × 15-min. Spotlight Slot on the Main Stage**
Two exclusive stage appearances for your topics, use cases and expert perspectives.
- **6 × floor graphics featuring your company logo**
Prominent visitor guidance towards the forum combined with additional brand visibility.
- **2 × distribution opportunities for trade-fair-related content, promotional materials or vouchers at the forum**
An additional touchpoint to engage and activate visitors.
- **Integration into the official event programme**
Extended visibility via the BAU website and app.
- **2 × mentions by the moderator**
Integration of your company including name, booth location and thematic context.
- **2 × 15-sec. advertising spots at Forum C2**
- **Logo presence on the BAU website incl. link**
- **Social media template to promote your stage appearance**

STRATEGIC VALUE

- Two distinct stage appearances for different topics or perspectives
- Positioning your expertise within BAU's official conference programme
- High credibility through integration into a curated industry environment
- Combination of stage presence, visitor guidance and digital communication
- Additional audience activation directly around your programme slots

A focused appearance that conveys strong thematic credibility.

Only 1 available
€ 15,300*

NEO Stage Spotlight

Position your expertise where BAU's key themes and the industry's most relevant future topics are discussed. Share compelling insights, use cases and expert perspectives.

INCLUDED IN THE PACKAGE

- **1 × 30-min. + 1 × 15-min. Spotlight Slot on the NEO Stage**
Two exclusive stage appearances for your topics, use cases and expert perspectives.
- **6 × floor graphics featuring your company logo**
Prominent visitor guidance towards the forum combined with additional brand visibility.
- **2 × distribution opportunities for trade-fair-related content, promotional materials or vouchers at the forum**
An additional touchpoint to engage and activate visitors.
- **Integration into the official event programme**
Extended visibility via the BAU website and app.
- **2 × mentions by the moderator**
Integration of your company including name, booth location and thematic context.
- **2 × 15-sec. advertising spots at Forum C2**
- **Logo presence on the BAU website incl. link**
- **Social media template to promote your stage appearance**

STRATEGIC VALUE

- Two distinct stage appearances for different topics or perspectives
- Expert positioning directly within the NEO Stage environment in Hall C5
- Extended visibility of your stage appearances through prominent touchpoints in the immediate surroundings
- Combination of content, brand visibility and visitor activation
- Additional reach through the website, app and your own social media communication

A focused appearance that conveys strong thematic credibility.

Only 1 available
€ 15,300*

Brand Highlight & Awareness

Secure exclusive brand presence at high-impact touchpoints throughout the arrival and orientation phase of BAU 2027.

INCLUDED IN THE PACKAGE

- **Exclusive benefit – 5 × hall announcements at the start of each trade fair day**
Be part of the daily opening of the world's leading trade fair and welcome thousands of trade visitors at the moment just before the exhibition halls fill up.
- **Exclusive benefit – Branded hall overview**
Showcase your brand, flagship product or key customer message on the reverse side (DIN A4) of the official hall overview produced to help visitors navigate BAU 2027.
- **Exclusive benefit – Video spot at the ticket counters**
Secure exclusive visibility for your brand across six high-impact screens at the ticket counters – with no other partner featured in this format.
- **20-sec. video loop at Entrance West**
Large-format brand presence on overhead screens at one of BAU's key arrival points.
- **Logo presence on the BAU website incl. link**

STRATEGIC VALUE

- Visibility across BAU's key entrance areas
- Strong repetition and recall through video, audio and print
- Brand presence from the very beginning of the visitor journey
- Extended reach for your trade fair presence and key solutions beyond your booth

A high-impact presence along the entire visitor journey.

Only 1 available
€ 19,700*

Brand Visibility & Content

Combine high-impact brand visibility with your own expert content and engage your target audience across multiple touchpoints throughout BAU 2027.

INCLUDED IN THE PACKAGE

- **20-sec. video loop at Entrance West**

Large-format brand presence on the overhead screens throughout the entire trade fair.

- **1 × 30-min. + 2 × 15-min. slots on the NEO Stage**

Multiple stage appearances for your topics, use cases and expert insights within the official BAU programme.

- **Logo presence on the BAU website incl. link**

Visibility on the official BAU sponsors and partners page.

- **Prominent tile in the online exhibitor directory**

Additional digital space to showcase your brand and key message directly within the exhibitor directory.

- **Highlighted identification as a Sponsoring Partner**

Additional differentiation and visibility for your company within the exhibitor directory.

STRATEGIC VALUE

- Combination of strong brand reach and expert positioning
- Multiple stage appearances instead of a one-off presence
- Visibility both during the trade fair and when visitors actively search for information
- Extended digital presence via the website and exhibitor directory
- Limited to only two partners, ensuring deliberately restricted availability

A package for brands that want to do more than simply be seen – and make their topics memorable.

**Only 2 available
€ 17,700***

Brand Promotion

Extend your presence beyond your own booth and create additional touchpoints directly along the visitor journey at BAU 2027.

INCLUDED IN THE PACKAGE

- **2 × 15-min. stage slots on the NEO Stage**

Two compact stage appearances to showcase your company and relevant topics through engaging content.

- **5 × mobile promotion licences – 1 per trade fair day**

Use each day of the trade fair for active visitor engagement and additional brand presence beyond your own booth.

- **Distribution of promotional materials at 6 information counters**

Placement at six official information counters, including distribution by hostesses (*first come, first served – exclusive selection*).

- **Logo presence on the BAU website incl. link**

Visibility on the official BAU sponsors and partners page.

- **Highlighted identification as a Sponsoring Partner**

Additional differentiation and visibility for your company within the exhibitor directory.

STRATEGIC VALUE

- Presence in high-traffic entrance areas
- Active visitor engagement rather than purely passive brand exposure
- Continuous activation throughout all five days of the trade fair
- Combination of personal interaction, stage presence and digital visibility
- Increased brand awareness throughout the entire customer journey

The package for brands that do not want to wait to be discovered – but actively create new customer touchpoints.

Only 3 available
€ 15,600*

Official Digital Partner

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

- **Exclusive benefit – Branded Wi-Fi login at BAU 2027**
Your brand is visible when visitors access the official visitor Wi-Fi.
- **Exclusive benefit – Communication as main sponsor of the BAU App**
Integration of the partnership on the BAU website and in one visitor mailing.
- **Exclusive benefit – “Sponsored by” integration at on-site App QR codes**
Visibility at strategically distributed analogue and digital touchpoints throughout the venue.
- **Exclusive benefit – Logo on the BAU App splash screen**
Your logo appears prominently when the official BAU App is launched.
- **Exclusive benefit – 10 push notifications in the BAU App**
A direct communication opportunity to reach app users during the trade fair.
- **Banner placement in the official BAU App**
- **Banner display across all 18 on-site digital screens**

STRATEGIC VALUE

- Presence at key digital touchpoints throughout BAU
- Combination of app, Wi-Fi, direct communication and on-site screens
- Repeated brand exposure across different usage situations
- Direct communication channel through exclusive push notifications
- Combination of digital reach with strong on-site visibility

An exclusive partnership for companies looking to consistently connect their brand with BAU's digital visitor journey.

Only 1 available
€ 29,400*

Optional Add-Ons for Your Sponsorship Package

Your goals, your setup: Combine sponsorship packages with selected individual add-ons – for additional visibility, strong content and measurable interactions.

Speaking Slot

Position your topic within the official supporting program



On-site Advertising

Visibility at entrances, key junctions and visitor dwell zones.



Newsletter & Content

Extend reach before/after the show



Ticket Vouchers

Personal visitor activation & conversion starter



Digital Presence

App/web visibility where visitors start planning



Lead-Tracking

Measurable interactions via app/scanner – optional via interface (API)



We will be happy to put together a tailored setup with you from the available add-ons.

Previous Sponsors of BAU

NEMETSCHEK
GROUP®

 **Schöffel**
PRO

 **HOLCIM**

 **AUTODESK**

PROCORE®

 **LAMILUX**



THANK
YOU!