
Catalog: Exhibitor Advertising Messe Düsseldorf

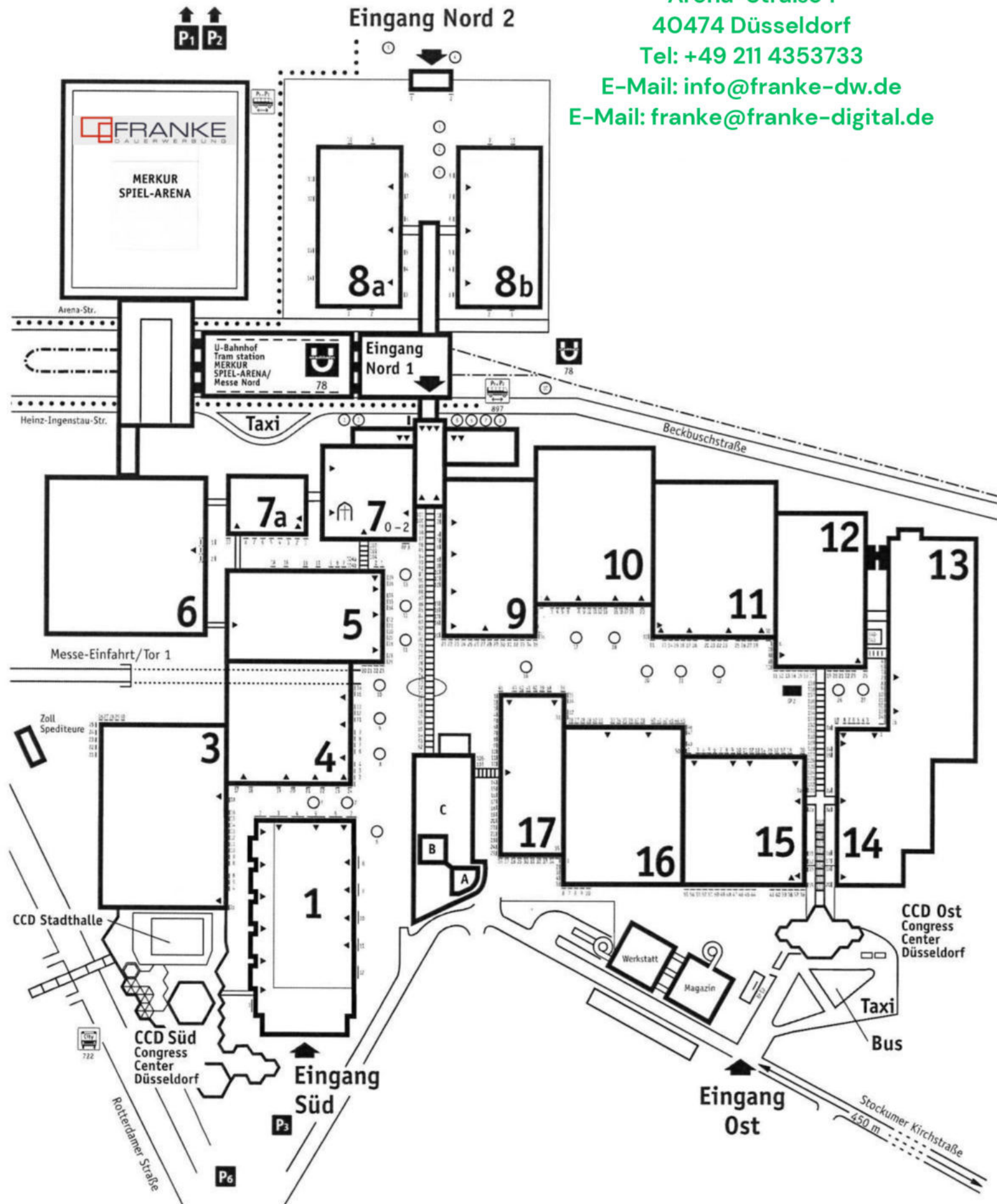
October 2023

Advertising Spaces: Entrance South

September 2023



Franke Dauerwerbung GmbH & Co. KG
 and Franke Digital
MERKUR Spiel-Arena
 Arena-Straße 1
 40474 Düsseldorf
 Tel: +49 211 4353733
 E-Mail: info@franke-dw.de
 E-Mail: franke@franke-digital.de

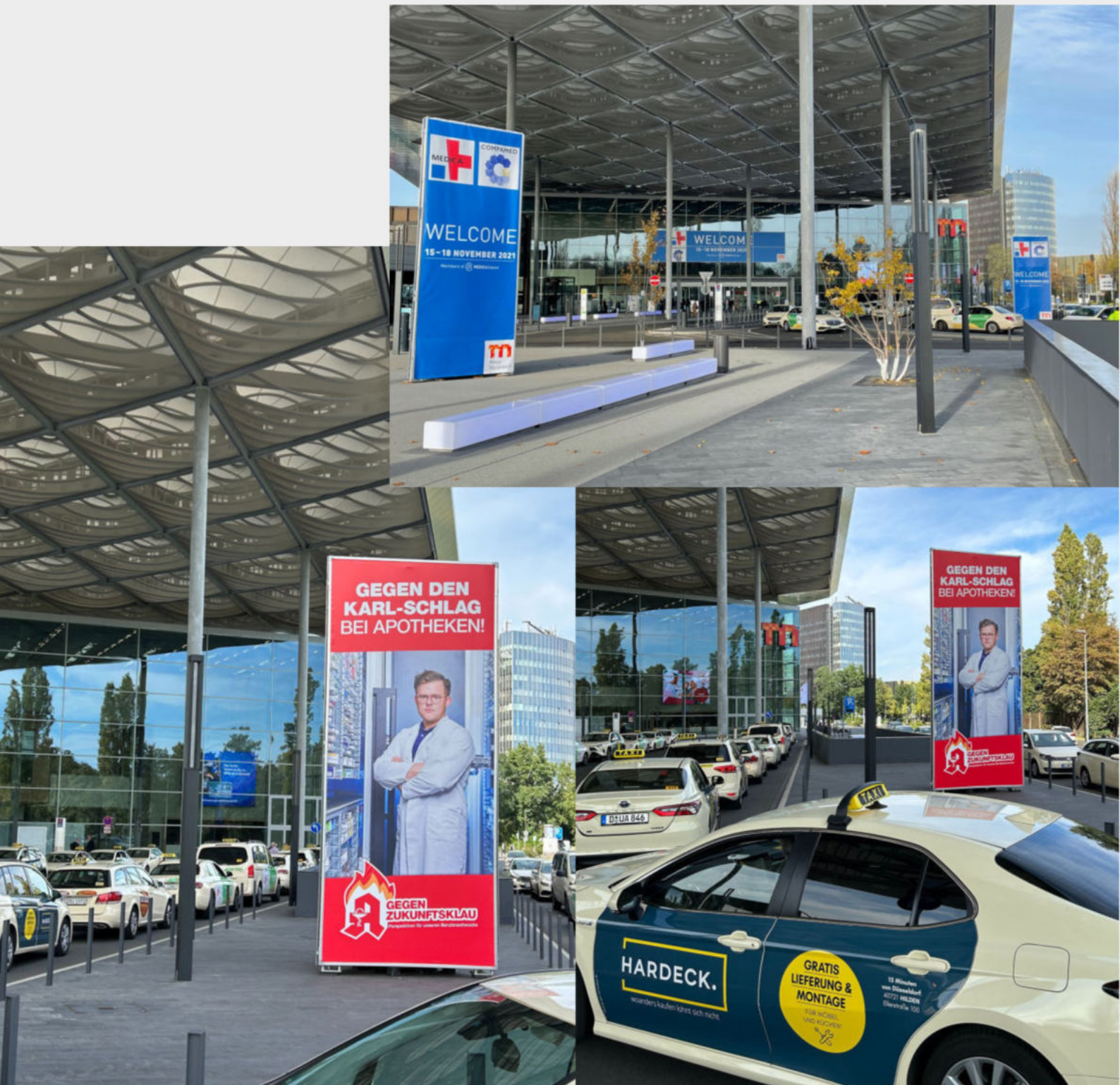


Triangular megatower

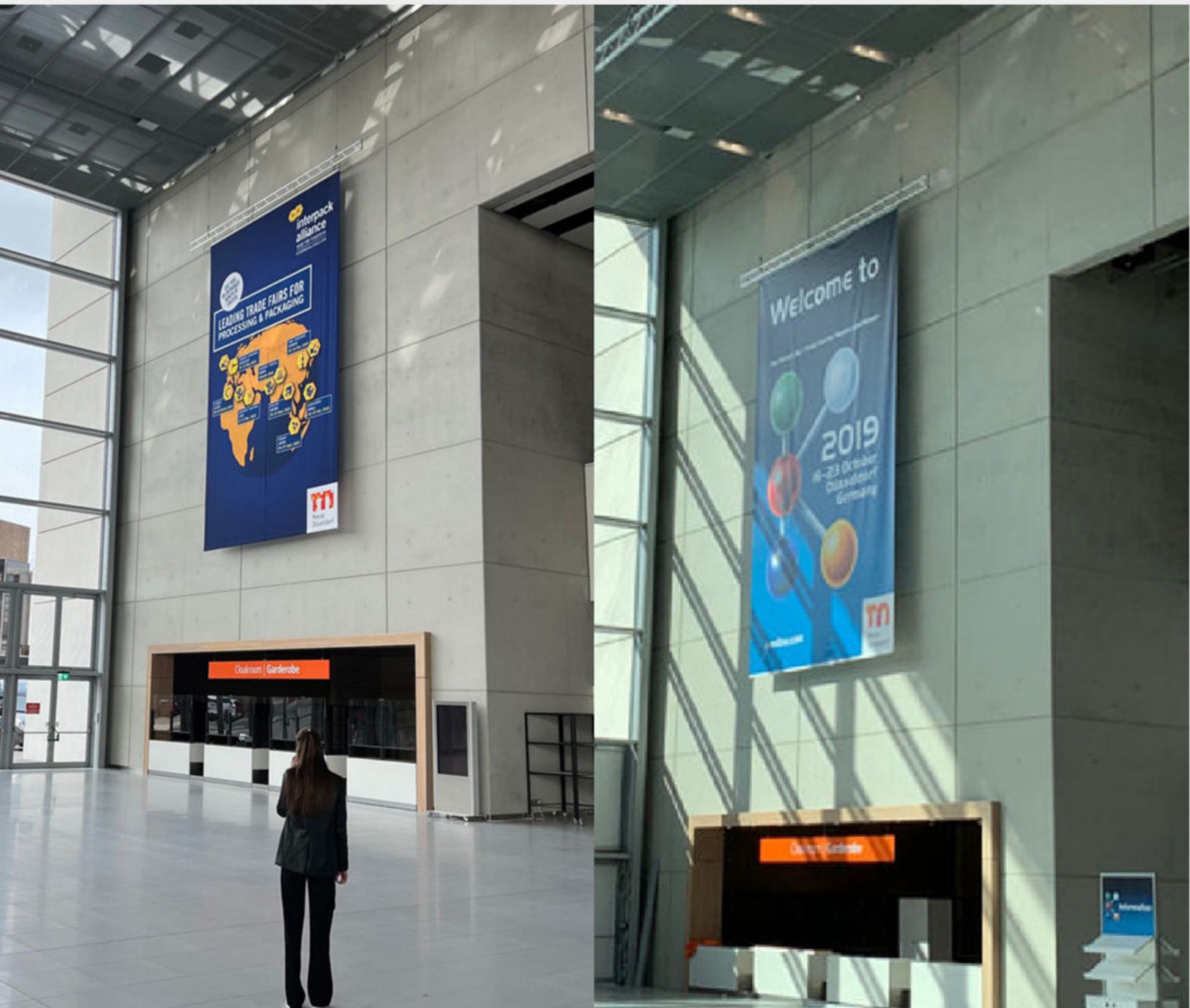
Placement on the forecourt of the South entrance.

Arrival/departure area for taxis and shuttle buses.

Quantity: 2 Format per side: 2.48 meters wide x 5.93 meters high

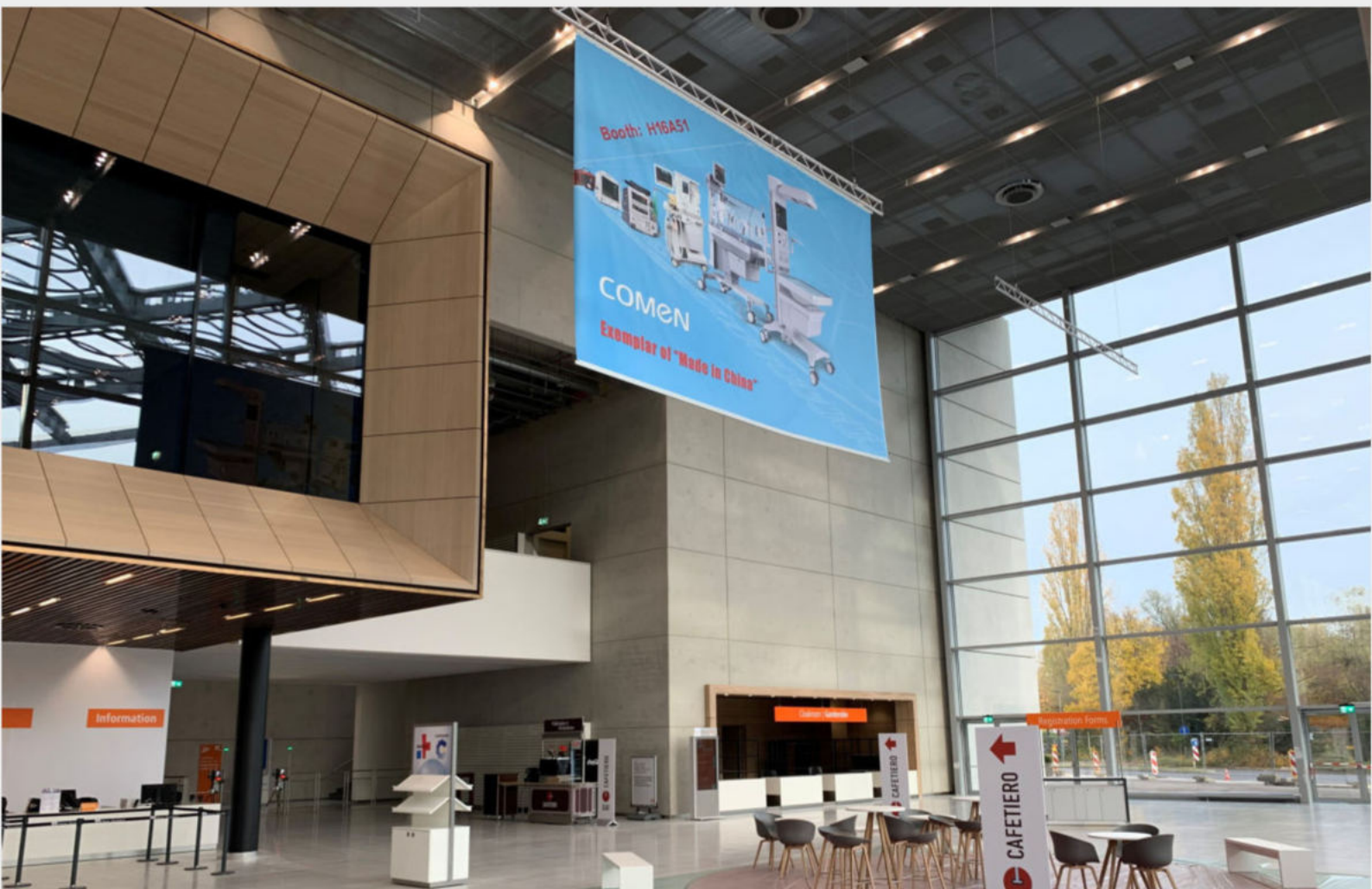


Wall banner



Format 5,00 m high x 8,00 m wide

Ceiling sign



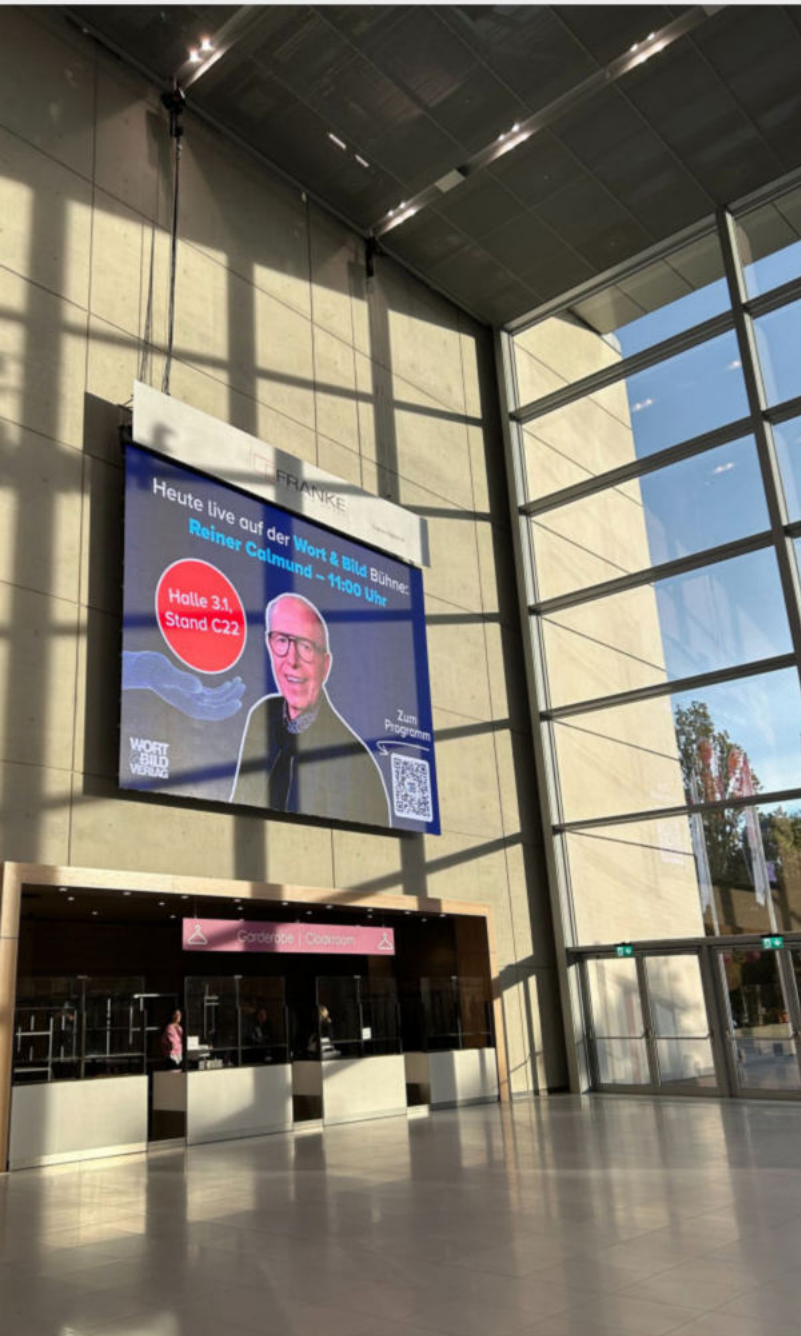
6,00 m wide x 4,00 m high
- double-sided -

Banner above Cateringarea



4,00 m wide x 1,20 m high

LED – Wall
Entrance South



7,00 m wide x 5,00 m high
(35 qm)

Billboard Banner

- different formats -



Floorminder



Floorgraphics



0,70 m x 0,70 m x 0,70 m

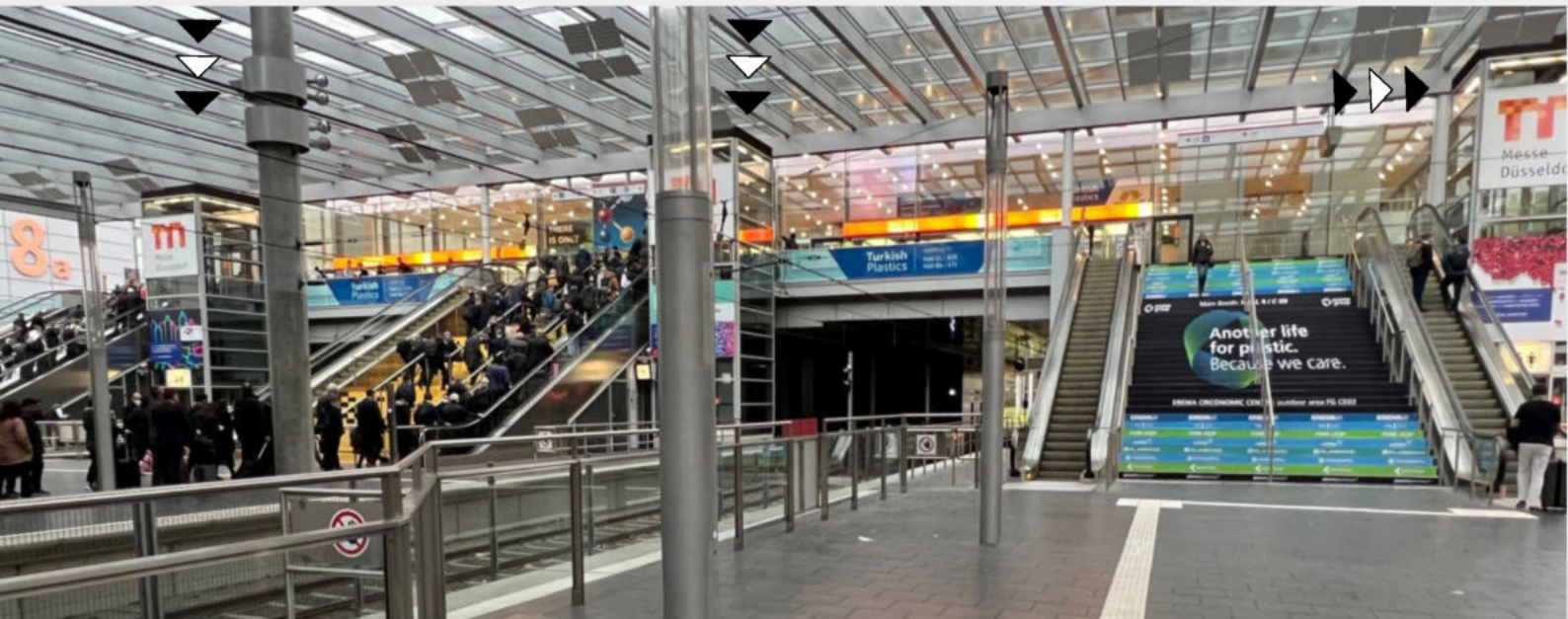
Welcome Banner

8,80 m wide x 2,90 m high



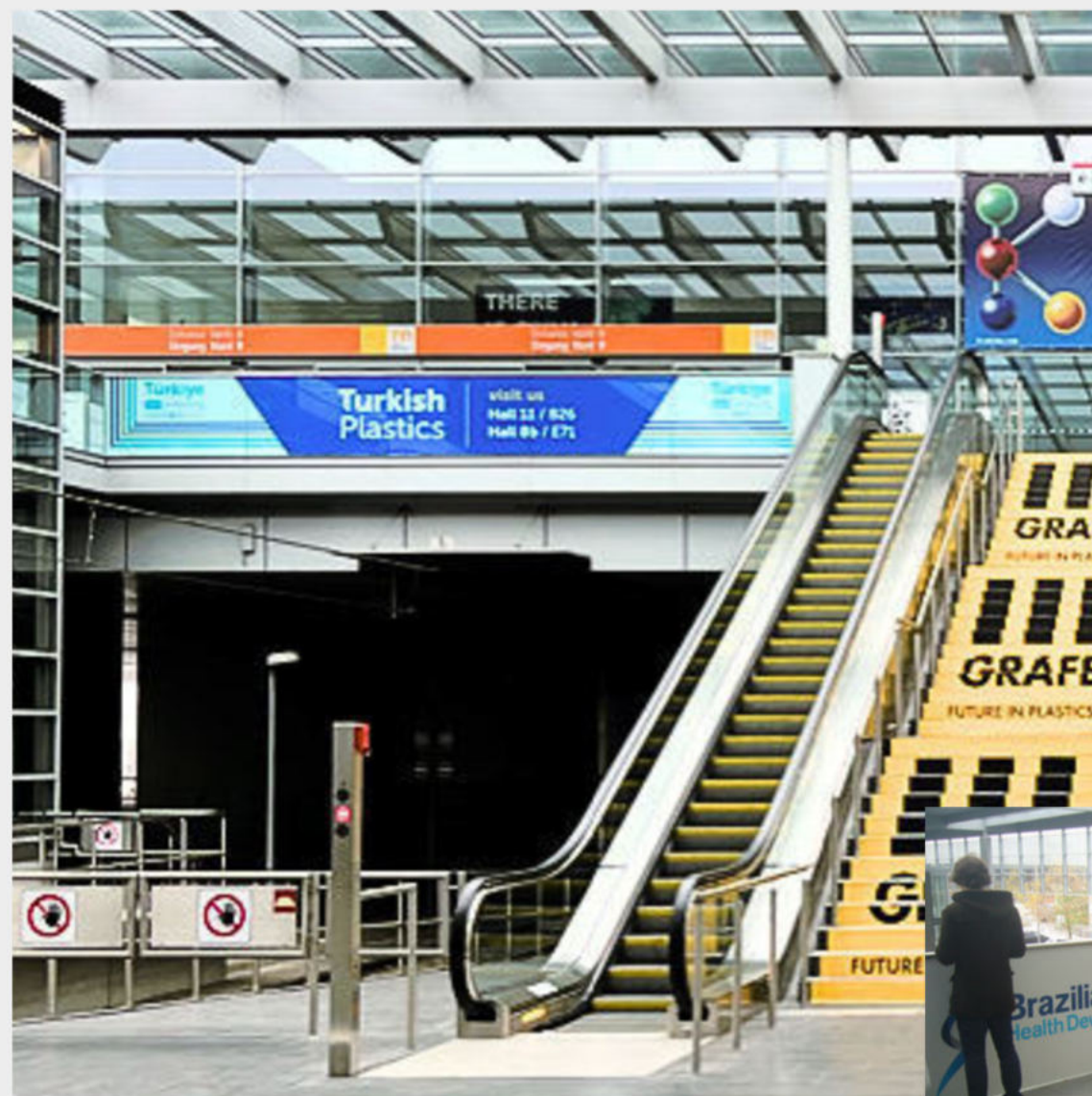
Branding at the 3 elevators Entrance North B

left and middle 2,88 m x 2,30 m
right 2,40 m x 2,45 m



Glass barrier foils above the
tracks between escalators
double-sided

9,35 m wide x 1,05 m high



Stair Banner

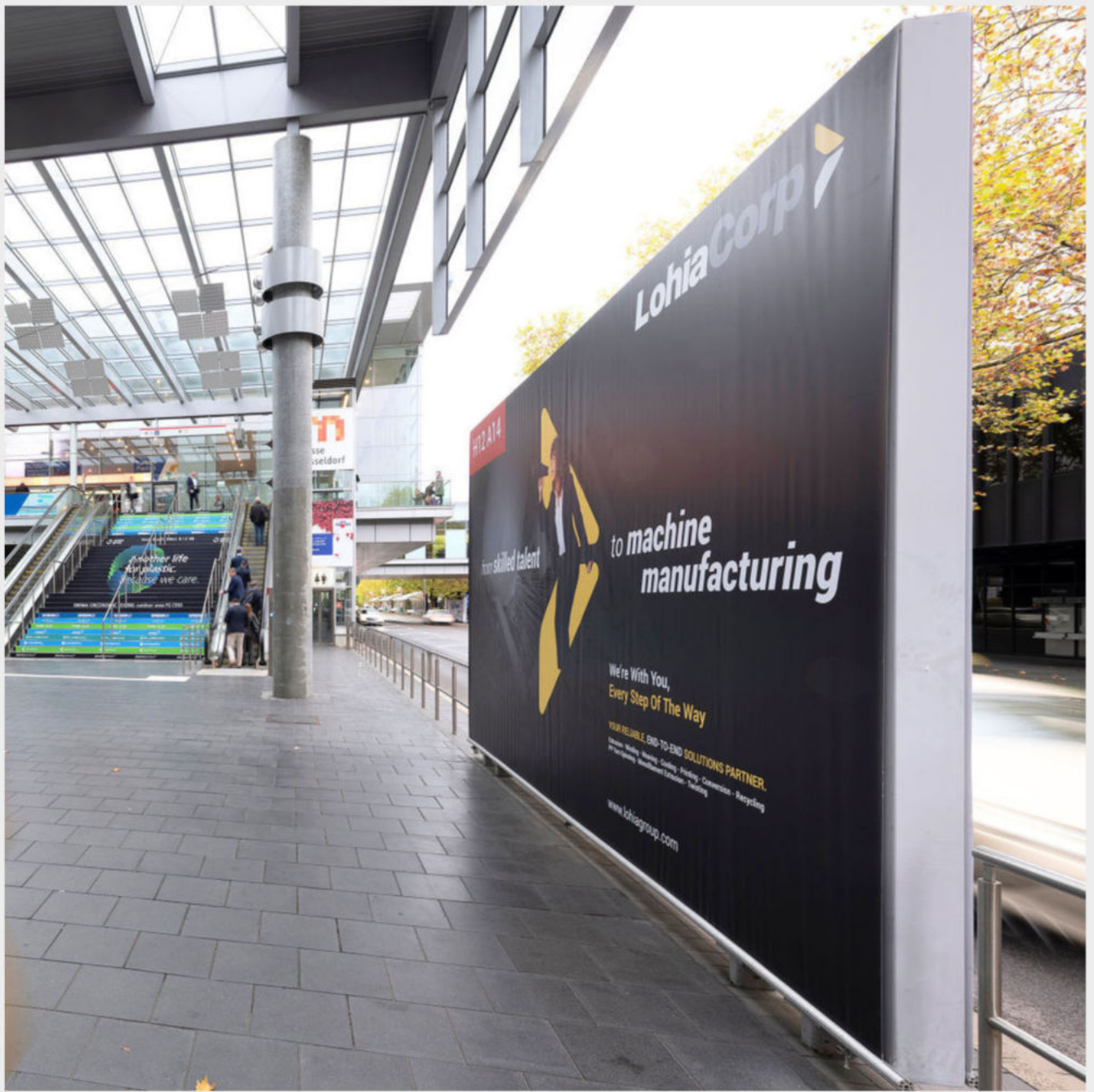
Possible on 3 staircases:
left, center, right.

Foils on 3 stair landings
Each landing with 12 steps,
each 5.44 m wide x 1.80 m high



Advertising sign on noise barrier

6,00 m wide x 3,48 m high



Foils at sliding door

double-sided

Entrance / Exit Nord B, Level 1

32 Foils a' 1,20 m wide x 0,20 m high

32 Foils a' 1,66 m wide x 0,20 m high



Ceiling sign
double-sided
Entrance North

5,00 m wide x 2,90 m high



Wall Sign
Entrance North

5,00 m wide x 4,00 m high



Wall banner Entrance North

2,00 m wide x 6,00 m high



Foils on turnstiles
onesided

0,22m wide x 0,38 m high



Cashdesk Branding Entrance North

different formats possible



Floorminder



LED Screen
Entrance North B

6,00 m wide x 4,00 m high



Portal foils
in the transition from Mall to
North Entrance B



Floorminder

Transition from North Entrance 1
to the Mall

different formats possible



Foils in the passage
from North Entrance B to the Mall

10 pieces a 5 left side / 5 right side
a' 1,75 m wide x 2,65 m high



Foils on the railing

Possible on both sides in the
Mall

flexible wide x 1,00 m high

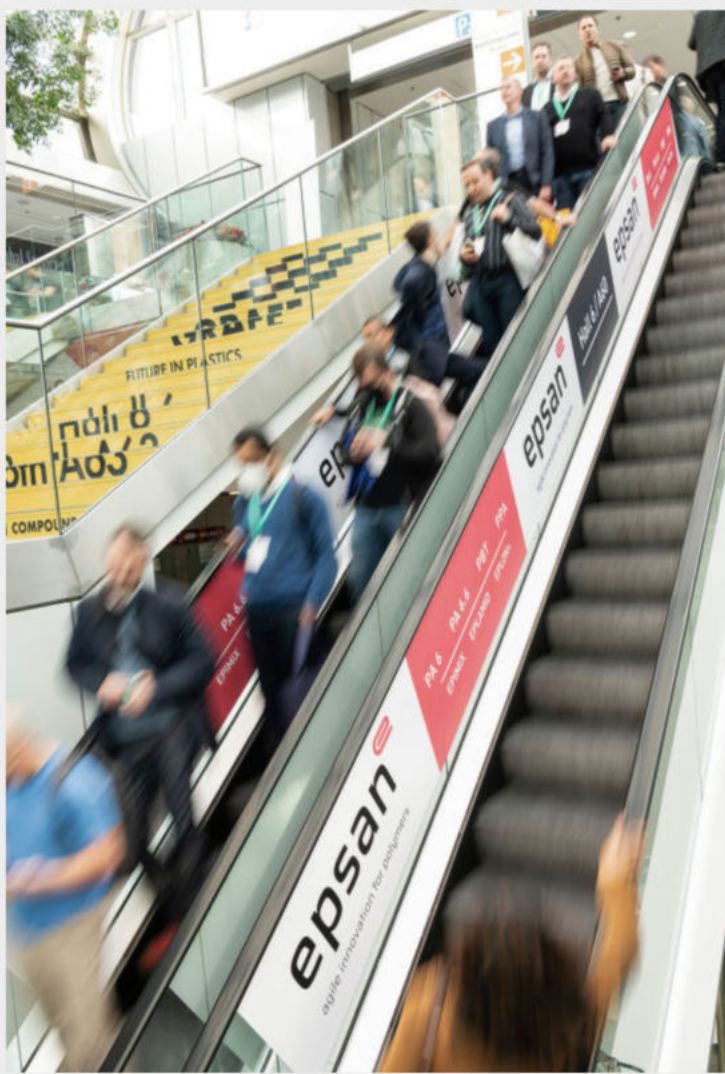


LED Screen Mall
to hall 1-17



6,00 m wide x 4,00 m high

Glass bonding on the escalator Mall



8,00 wide x 0,60 m high

Banner on the backside of the LED Mall
Facing North Entrance B and Halls 8a+8b

6,00 m wide x 4,30 m high



Banner Ramp
to hall 9

5,00 m wide x 2,50 m high



Foils in the oval

Passage to the pedestrian bridge and
Halls 1-17

Format: 22,66 m wide x 6,25 m high
with 18 window segments



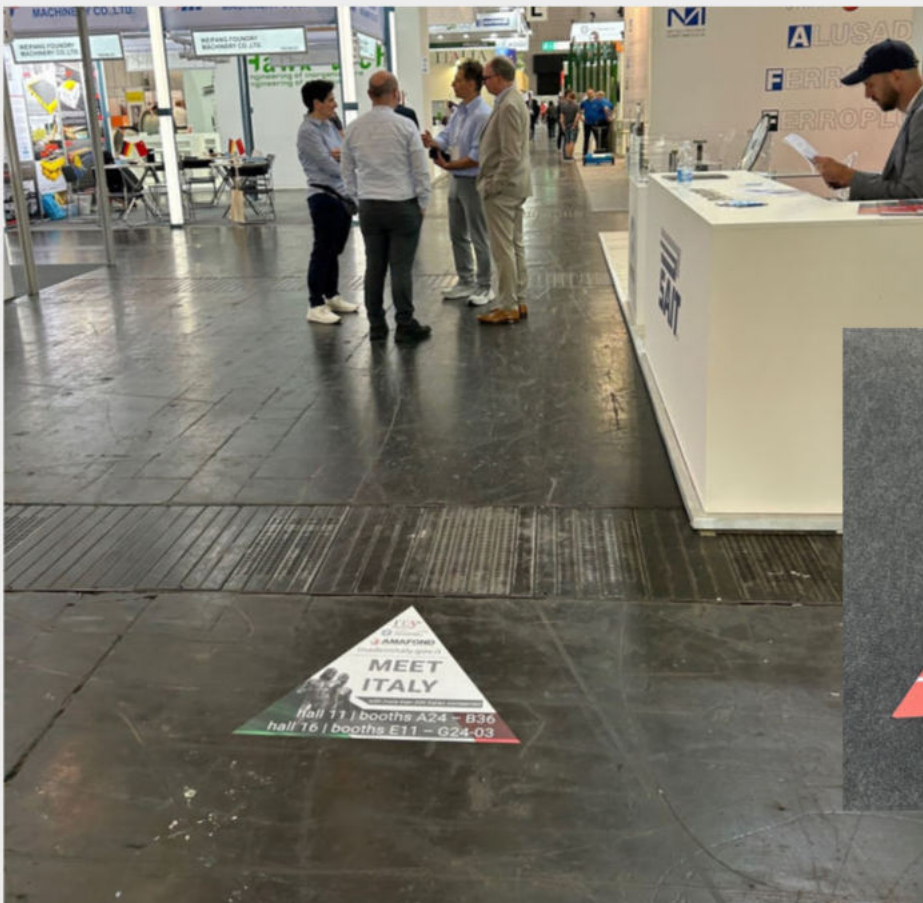
Floorminder

Format: 2,00 m wide x 2,00 m high



Floorgraphics

Format: 0,70 m x 0,70 m x 0,70 m

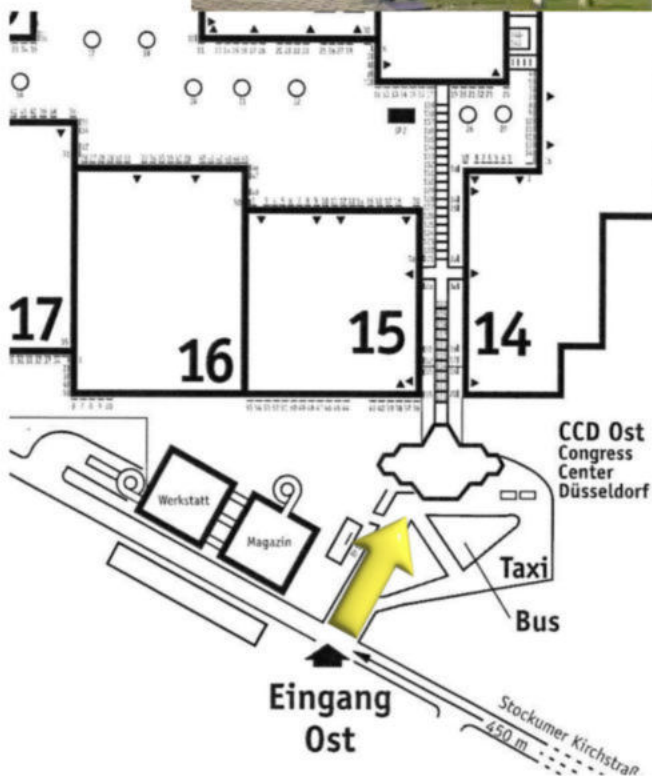




Ihre Möglichkeiten für Werbung im Messegelände

Our options for advertising on the Trade Fair ground

Entrance East + CCD East



Billboard
above Entrance CCD East

12,65 m wide x 8,45 m high



Alternatively, it's also possible with two spaces: a' 11,99 m wide x 2,91 m high

Hanging sign
Flexible locations

Visible area: 0.79 m wide x 1.14 m high
Double-sided



City-Light-Poster

1,185 m wide x 1,75 m high
Double-sided



Advertising on transparent banners at bus stops
in front of the East entrance

2,20m wide x 2,00 m high
Blockout – Double-sided



**Billboard at parking garage P4
above Entrance East**

9,30 m wide x 10,45 m high



Clamp foot display stand
flexible locations



0,70 m wide x 1,80 m high
Double-sided



Triangle tower
3-sided
flexible locations



2,02 m wide x 3,00 m high



Triangle stand
Flexible locations
in front of the entrances

0,84 m wide x 1,19 m high
DIN A0



Mega-Poster

flexible deployment on the trade fair grounds

3,35 m wide x 2,30 m high
Double-sided



Posters in men's restrooms
possible in various halls



0,21 m wide x 0,297 m high

Foils on mirrors in restrooms for ladies and gentlemen
possible in various halls



0,40 m wide x 0,10 m high



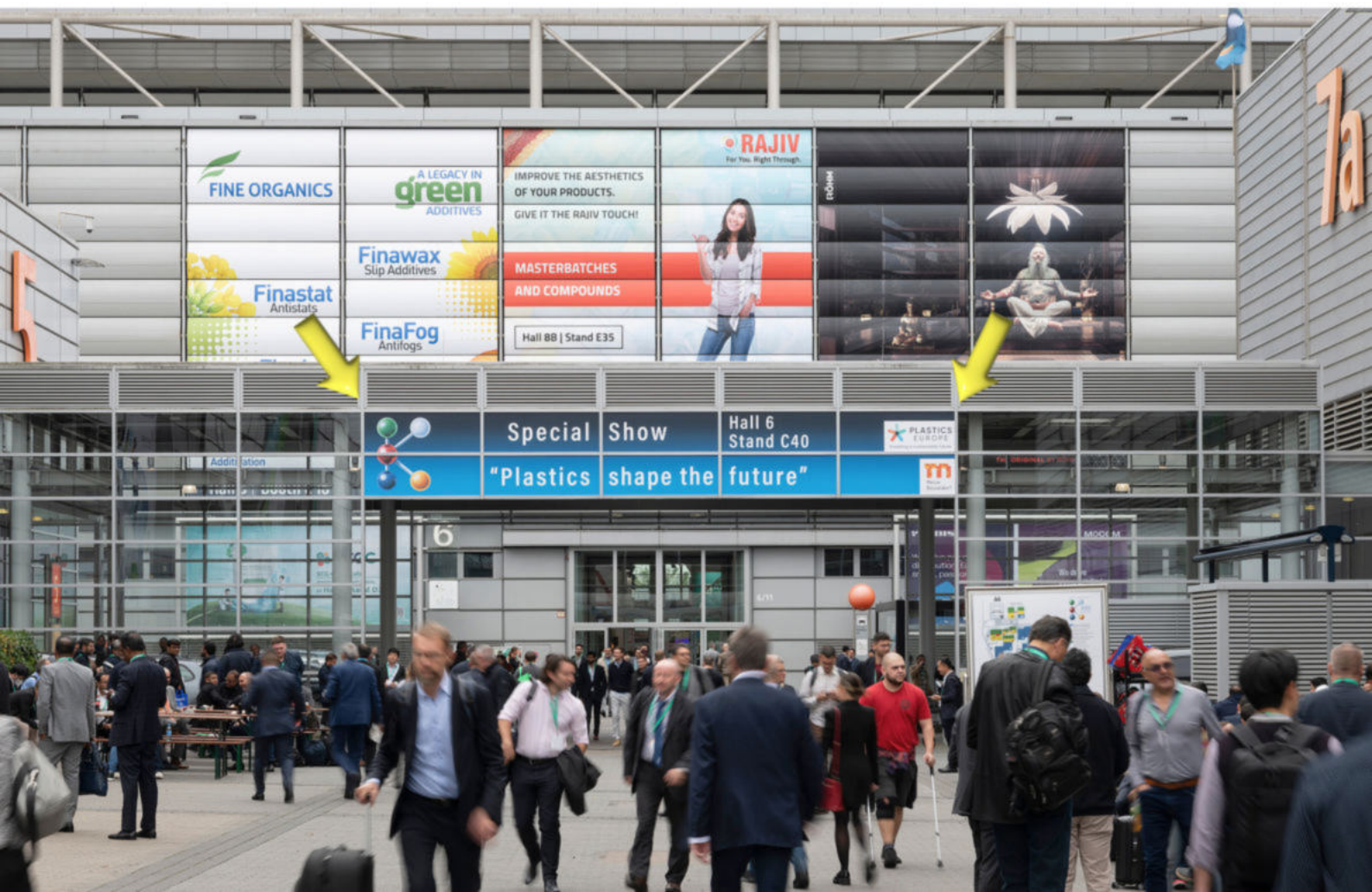
Foils on towel dispensers in restrooms for ladies and gentlemen
possible in various halls



0,282 m wide x 0,355 m high

Foils at portal
Transition between Hall 5 and 7a

24 Segments possible a'
10x 2,17 m wide x 0,76 m high
14x 2,24 m wide x 0,76 m high



Banner on pedestrian bridge
between Hall 5-7

24,00 m wide x 2,20 m high



Foils at pedestrian bridge
between Hall 5-7

10 Segments a'
2,33 m wide x 2,18 m high



Flags in the open-air area on lampposts
various locations

0,50 m wide x 2,00 m high



Billboard
above Halle 6
right and left sided

7,05 m wide x 3,20 m high



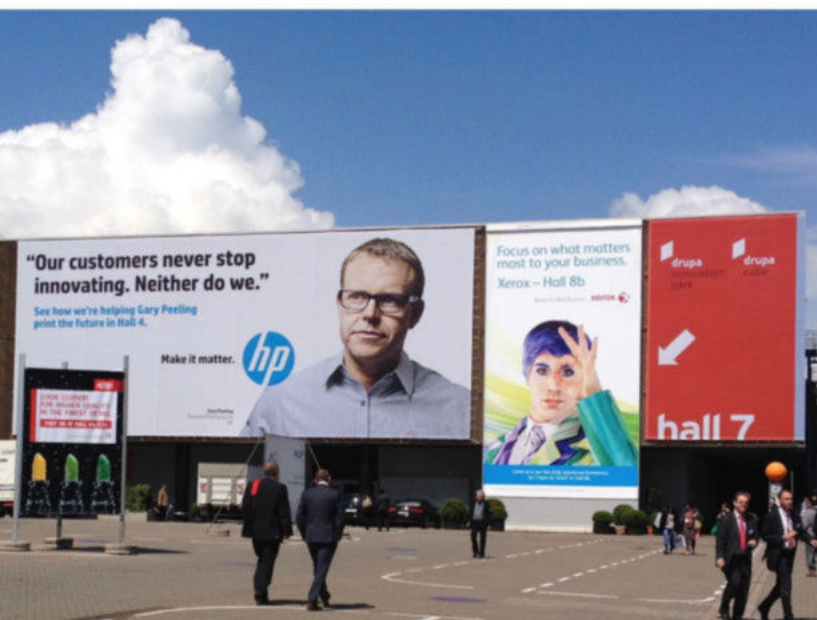
Louver bonding above hall 6

3 Segments possible a'
10,00 m wide x 12,00 m high



Billboard

in various formats in the outdoor area possible at the halls



Format Cornerbanner:
14,85 m wide x 10,50 m high



Billboard

in various formats in the outdoor area possible at the halls



Billboard

in various formats in the outdoor area possible at the halls



Billboard
in various formats in the outdoor area possible at the halls

Billboard
in various formats in the outdoor area possible at the halls





DÜSSELDORF - KÖLN - HAMBURG

Arena-Straße 1
40474 Düsseldorf, Germany
Tel. +49 211 4353734
Fax +49 211 4708912
info@franke-dw.de
www.franke-dw.de

