

Marketing Upgrades & Customer Branding Package



Use our marketing upgrades to **target new and existing customers both before and during the trade fair**. Choose between **individually configurable or limited marketing upgrades**, and select the option that best fits your budget and advertising goals. Combined with the **customer branding package**, you can unlock countless digital and on-site advertising opportunities to make the most of your participation in the trade fair.

Follow these steps to maximise your visibility before and during RATL 2025!

1. Determine your goals:

Define what kind of extra visibility you want to achieve

2. Set your budget:

We have the right benefits for every budget!

3. Choose your combination:

Either create your own custom combination of advertising services or choose one of our limited, pre-configured marketing upgrades. The customer branding package can be purchased either individually or in combination with the marketing upgrade **in the OSC**.

4. Get maximum visibility!

Contact

I'd be happy to support you on your way to integral visibility at the RATL 2025!



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Step 1: Determine your goals!

● On-site ● Online



Before, during and after the trade fair



Brand messages



First and last touchpoint



Guide visitors to stand



Flexible position



Exclusivity



Upcycling/recycling

Step 2 & 3: Set your budget & choose your combination!

Marketing upgrades as a toolbox system: Choose three services in your price category!

GO SMART € 750	● Ad in visitor newsletter + social media post	● Full-screen display on LED wall & digital signs
	● Logo on site plan (on-site)	● Outdoor signs at main entrance & visitor car park
GO BALANCED € 1,250	● PREMIUM ad in visitor newsletter + social media post	● Video sequence on LED wall & digital signs
	● 2 city light posters (CLP) at main entrance	● Advertising in bathroom areas
GO BIG € 1,750	● 2x PREMIUM ads in visitor newsletter + 2 x social media posts	● 1/1 advert inside the event guide
	● 8 stickers on revolving doors at main entrance	● Advertising in the WC cabins

Marketing upgrades "Limited": Choose one out of only two limited all-round packages!

GO LIMITED 1 € 7,000	● Lanyards	● Logo on visitor badge	● 4 outdoor flags at transition to outdoor exhibition area	● 1/1 advert on rear cover of event guide + flyer insert
GO LIMITED 2 € 5,000	● 4 outdoor flags at main entrance	● Revolving door branding at transition to outdoor exhibition area	● Flags along the trade fair street by the outdoor exhibition area	● 4 indoor flags on visitor walkway to outdoor exhibition area

Customer branding package: As an add-on to the marketing upgrades or individual booking

Customer branding € 750	Banner in the ticket shop (when entering voucher code)	Advert on ticket: Print@Home, e-ticket, wallet	Advertising at admission terminal upon visitor entry to exhibition grounds	Notification when customer enters the exhibition grounds
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Step 4: Complete your booking & get maximum visibility!

Booking only available in the Online Service Center (OSC) → www.ratl-messe.com/en/osc