

3.-5.11.26

Exhibition centre Bad Salzuflen



ADVERTISING & SPONSORING 2026

www.fmb-messe.de

by
EASYFAIRS

Before the show

- **NEW Become an Excellence Partner** for exclusive visibility before and during the FMB!
- **Upgrade EasyGo: GoPlus and GoPremium**
- **Guest cards**
- **Logo banner in visitor newsletter**
- **Short profile in visitor newsletter**
- **LinkedIn Post**
- **Banner on website** (exhibitor list)



During the show

- **Lanyards** (exclusive)
- **Visitor bags** (exclusive)
- **Ad in the event app**
- **Logo on the hall plan**
- **Flagpoles**
- **Personal show video**
- **Innovation Gallery**
- **Mirror foiling**
- **Floor sticker**
- **Onsite signage**
- **Fence advertising**
- **NEW New Product Display**
- **NEW Bridge tables**

The exclusive partner package for exclusive visibility before and during the FMB

As an Excellence Partner, you secure the most comprehensive and exclusive presence at the FMB. Your company will be highlighted by us as one of only three partners and will receive maximum visibility, as well as exclusive advertising and sponsorship services across all channels – digital, onsite and in communications. With this package, you are choosing the best visibility – before and during the FMB.

Excellence Partnerships are the flagship areas of the FMB. Those who become Excellence Partners are in the spotlight – visible, exclusive, unique!

Your benefits



Exclusivity

Only three partners will receive this package – Brand prominence guaranteed



Maximum visibility

Extensive presence on all key channels, both digital and on-site



All-inclusive package

The best visibility at the FMB – all inclusive

Your included services at a glance

1. Basis: GoPremium (EasyGo)

All services from GoPremium (EasyGo) are included. No reductions, no compromises – just the full premium package.

2. Strong onsite visibility

- Logo presence on all screens in the entrance areas
- A bistro sponsorship of your choice – exclusive and only available to Excellence Partners (table displays, napkins, small chocolate bars)
- Placement of the logo on information areas in high-traffic locations even before premium (information wall, screens, event app)
- Visibility in the official show video on site

3. Digital visibility & content

- Exclusive company presentation in the official show newsletter (short profile as per catalogue)
- Presentation post on social media (LinkedIn/Instagram post according to catalogue)
- Visibility on advertising materials such as postcards, selfmailers, posters
- Exclusive logo placement on the FMB website and show app
- Placement in visitor registration, ahead of GoPremium placement

8.000,00€

I want to become an Excellence Partner preferably with Table Displays* Napkins* Chocolate Bars* 8.000,00 €

* inkl. Produktion, Vergabe der Leistungen nach first-come-first-serve-Prinzip (jeweils 1x verfügbar)

— ausgebucht

EasyGo-marketing packages

The choice of an EasyGo package is mandatory for all exhibitors. With an upgrade from the basic GoLeads package to GoPlus or GoPremium, you can increase your reach, presence and ROI!



GREATEST VALUE

GOPLUS

Maximise lead generation and brand awareness online

YEAR-ROUND PRESENCE

- Present your company profile online (company description, products, news & jobs)
- Apply for an entry in the Innovation Gallery **2 INNOVATIONS**
- Invite customers and interested parties
- Promote your product portfolio digitally at the show via smart badge technology **2 READER**
- Improve your customer loyalty: Network, interact and succeed

INCREASE YOUR LEADS

- Get details about visitors who have scanned your product portfolio with their smart badge
- Capture and qualify leads with ease **UNLIMITED LICENSES**
- Receive a real-time notification as soon as your visitors enter the show

GET FIRST CLASS ONLINE BRAND PRESENCE

- Your company logo is shown in the exhibitor list
- Expand your company profile with a short video

GoPlus - A strong recommendation

With an upgrade from EasyGo Leads to EasyGo Plus you can maximise your lead generation and online visibility.

The upgrade to GoPlus includes

- Company logo directly on the overview page of the exhibitor list
- Short video in the company profile
- Second innovation in the online Innovation Gallery
- Second reader for smart badge technology

1.350 €

The GoPlus extensions in the company profile

Short video in the company profile



HepcoMotion D-A-CH
all about automation Straubing 2024
STAND: J210
Antriebstechnik, Aus- und Weiterbildung, Bedienen, Beobachten, Visualisieren, Engineering, Systemintegration, Fachmedien, Handhabungstechnik, Identifikationssysteme, Industrielle Bildverarbeitung

Company logo on overview of the exhibitor list

STAND: F-165
GRAVOTECH
all about automation Straubing 2024
Gravotech GmbH
Führend in Expression of Things Mit den Spitzentechnologien, die wir für die dauerhafte Beschriftung und Gravur beherrschen, geben wir diese Kraft an Objekte weiter. Als Ergebnis der Integration bahnbrechender Technologien
Weiterlesen
13 Products · 1 News

all about automation Straubing 2024
HARTING Deutsch GmbH & Co. KG
Die HARTING Technologie ein weltweit führender Anbieter industrieller Verbindungsverteiler über den gesamten Weltmarkt engagieren sich rund 6.200 Mitarbeitende in 44 Vertriebsgesellschaften, 7 Produktionsstätten und 5 Entwicklungsstandorten.
Weiterlesen
6 Products

EasyGo-marketing packages

The choice of an EasyGo package is mandatory for all exhibitors. With an upgrade from the basic GoLeads package to GoPlus or GoPremium, you can increase your reach, presence and ROI!



GoPremium - Your extra visibility

With the GoPremium package from Easyfairs you optimise your lead generation and maximise your brand visibility. Directly at the show and online.

At all about automation, the GoPremium package also includes attractive additional services. An exclusive environment is guaranteed: The package is limited to 8 exhibitors per show.

2.600 €

Your added value - already included

The GoPremium package includes all the services of the GoPlus package. In addition there are

- Your company logo appears in the visitor registration process
- Logo highlight: Your logo in the show guide and hall plan
- Third reader for the smart badge technology
- Presentation on info wall: Your company logo appears as a GoPremium partner
- Further exclusively bookable advertising and sponsoring services are available on request



LIMITED

GOPREMIUM

Maximise lead generation and brand awareness, on-site and online

YEAR-ROUND PRESENCE

- Present your company profile online (company description, products, news & jobs)
- Apply for an entry in the Innovation Gallery
2 INNOVATIONS
- Invite customers and interested parties
- Promote your product portfolio digitally at the show via smart badge technology
3 READER

INCREASE YOUR LEADS

- Receive details about visitors who have scanned your product portfolio with their smart badge
- Capture and qualify leads with ease
UNLIMITED LICENSES
- Receive a real-time notification as soon as your visitors enter the show

GET FIRST CLASS BRAND PRESENCE ONLINE AND ON SITE

- Your company logo is displayed in the exhibitor list with increased visibility
- Maximise your visibility in the visitor registration area
- Maximise your visibility at the show
- Enhance your company profile with a short video

Guest cards



Invite your potential and existing customers with personalised print invitations to visit the show free of charge incl. your hall and stand number. This is how you ensure your show success!

Quantity as required
Minimum quantity: 10 pieces **Free**

DEADLINE
30.09.2026



Logo banner in visitor newsletter

Increase your visibility and book a logo banner ad (600 × 150 px) in one of the mailings to the visitors of the FMB 2026.

Maximum of 1 exhibitor per newsletter **540 €**

DEADLINE
30.09.2026

Social Media Post (LinkedIn)

Promote your participation with a social media post on LinkedIn. Includes 400 characters of text, image/video, link, hashtags.

1 image/video, 400 characters of text including spaces and hashtags, link possible

Max. 6 exhibitor **330 €**

DEADLINE
30.09.2026

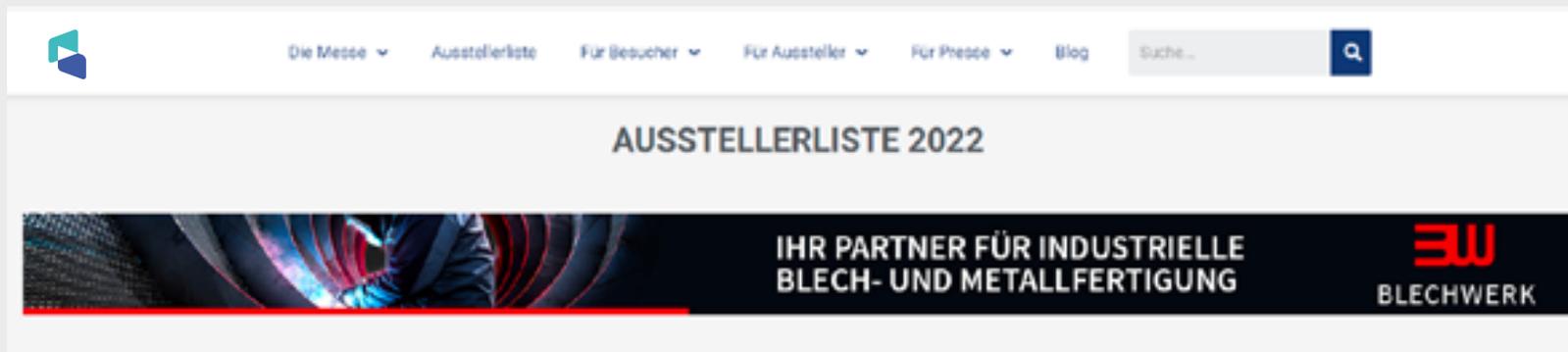


Short profile in visitor newsletter

Gain more reach and book an image/text advert (content ad) in the mailing to the visitors of FMB 2026.

- Display of your logo
- Text creation by a professional editor

Maximum of 2 exhibitor per newsletter **765 €**



Example Leaderboard

Banner on the website (exhibitor list)

Promote your company or a specific product on the website in the centre of attention: the digital exhibitor list for FMB 2026! www.fmb-messe.de/exhibitor

- Leaderboard banner 1400 × 90 px in the exhibitor catalogue on the right-hand side
- Period of 1 week
- Link to the company website in the exhibitor catalogue

One leaderboard can be booked per calendar week.

Leaderboard (1400 × 90 px)

CW39 (6 weeks before the show)	500 €
CW40	565 €
CW41	625 €
CW42	690 €
CW43	750 €
CW44	820 €
CW45 (show week)	875 €

DEADLINE
01.09.2026



Lanyards (exclusive)

Attract trade visitors with lanyards featuring your company design.

- Production is the responsibility of the exhibitor
- Handed out to each visitor at the entrance together with their visitor badge

1 Exhibitor max.

1.650 €

DEADLINE
01.09.2026



Visitor bags (exclusive)

Welcome trade visitors with a practical bag featuring your company design.

- Fabric bag as a durable advertising medium
- Production is the responsibility of the exhibitor
- Distribution by staff at the registration desk

1 Exhibitor max.

1.650 €

DEADLINE
01.09.2026



Flagpoles

First impressions count: make sure you stand out at the relevant entrances with flags featuring your company design.

- Flags without pole; 100 × 300 cm, pole side: left
- Finish: portrait format without hemstitching

Max. 12 pcs.

each **720 €**

Advertising and sponsoring before the show

DEADLINE
01.09.2026



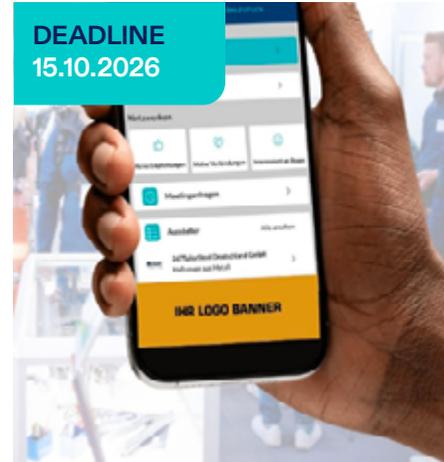
Logo on the hall plan

We will display your logo on the hall plan on site at the show in the entrance area, so that you will immediately catch the attention of visitors.

Max. 6 Pcs.

605 €

DEADLINE
15.10.2026



Ad in event app

Place your banner in the ad carousel of the most important tool for trade visitors: our show app. The app brings together everything you need in one place: tickets, hall plans, exhibitor lists, matchmaking, etc. Exhibitors also have direct access to Visit Connect.

Max. 10 Pcs.

545 €

Advertising and sponsoring during the show

DEADLINE
01.09.2026



Personal show recap

Creation and editing of a professional after-movie of your participation in the FMB by our videographer, just in time to promote your participation on your channels.

- Formats: MOV file including music
- Length: approx. 45 seconds

550 €

DEADLINE
01.09.2026



Innovation Gallery

Get maximum attention for your product innovation or innovative service and generate additional leads. Your innovation will be presented in words and pictures and with your own Touch&Collect Reader on a wall panel at a central location at the trade fair. You will receive the leads collected on the reader.

- Product image (landscape format) & logo as vector graphic (e.g. EPS file)
- Headline & text about the innovation (700 characters including spaces)
- Prerequisite: Innovation approved in MyEasyfairs for the Online Innovation Gallery
- Graphic specifications: Printable image (landscape format: 500×300mm, min. 300 dpi, JPG/PDF file)

595 €

DEADLINE
01.09.2026



Mirror foilings in the sanitary facilities

Make your presence felt and take advantage of the targeted advertising space in the sanitary facilities.

- Plus production costs
- Production by us to ensure sustainability
- Dimensions vary depending on the sanitary facility
- Max. 3 sets available (1x in ladies' and 1x in gents' toilets)

Per set: **320 €**

DEADLINE
01.09.2026



Floor stickers as signposts to your stand

Show them the way! Use the attractive, eye-catching floor to guide visitors to your exhibition stand with floor stickers within a 20 m radius.

- Plus production costs
- Production by us to ensure sustainability
- File size: 0.9 m x 1.5 m as a PDF or EPS file
- Includes installation within a 20 m radius

Max. 4 exhibitors

set of 4: **550 €**

Advertising and sponsoring during the show

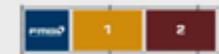
DEADLINE
01.09.2026



Fence advertising

Welcome trade visitors as soon as they arrive at the exhibition centre and ensure recognition with your banner on the fence in front of Hall 20/21.

- Banner size: 1.20 m x 4 m, as a PDF or EPS file
- 2 pieces available per position



Position 1: **1.320 €**

Position 2: **1.100 €**

Onsite signage

Maximise attention for your participation with a banner on an advertising pillar directly in the car park. Here you will be visible to all trade visitors at FMB and will remain in their memory even after they leave, ensuring a long-lasting advertising effect.

- Banner size: 1 m x 1 m, as a PDF or EPS file
- Printed on both sides
- Max. 8 exhibitors



770 €

Advertising and sponsoring during the show

DEADLINE
01.09.2026



NEW New Product Display

The New Product Displays not only offer an excellent opportunity to showcase your special products and manufacturing expertise, but also expand your presence at the trade fair. As an exhibitor, you benefit from two touchpoints: your own stand and the showcase exhibition, where your glass display case attracts special attention.

Dimensions: H 200 x W 52 x D 52 cm, 3 shelves: W 45 cm x D 45 cm x H 40 cm (floor space per shelf)

- Includes stand number, logo and a Touch & Collect reader for additional lead generation
- 12 displays available

690 €

DEADLINE
01.09.2026



NEW Bridge tables

Showcase your branding on bridge tables in high-traffic corridors! The advertising service includes printing on the table surface, protected by a high-quality glass plate, as well as the placement of snacks (e.g. chocolate, gummy bears, nuts, biscuits) – an ideal environment to place your brand in an eye-catching way.

- One set of 2 bridge tables will be branded per booking
- 10 sets available

750 €

Your contact persons



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More

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