



emv

27 – 29.4.2027
STUTT GART, GERMANY

mesago

MARKETING SOLUTIONS

Marketing solutions for the
Expo & workshops

More visibility. More conversations. More success.

Being present at a trade fair means wanting to be seen and approached by the right people. We help you achieve that with impactful communication solutions that maximize your visibility before, during, and after the event.

Whether in print, digital, or directly at your booth: our tailored solutions ensure you capture attention and leave a lasting impression.

Good to know: Many of our offers are currently available at highly attractive rates – and can also be used outside of the trade fair period. Make a bold statement – and get the most out of your trade fair presence.

"In an already well-established industry, optimal visibility is crucial for a successful trade fair presence. I look forward to working with you to find the optimal product combination that will put your company in the spotlight."

I will be happy to answer any questions or provide information - your satisfaction is my top priority."



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EXHIBITION GROUNDS

Showcase your company and attract more visitors to your booth with our advertising solutions on the central walkways of the exhibition hall and the entrance area.

01

Overview Exhibition 2027



For all advertising options on the exhibition grounds, the positions are noted in the description. Of course, we are always available to answer any detailed questions you may have.

The EMV Expo takes place in Hall C2, the workshops in the adjoining ICS.

Floor graphic & Footsteps

Lead visitors directly to your stand!



Floor graphic* (Deadline 01.02.2027)

- Size: 1,00 x 1,00 m
- File requirements: 300 dpi
- EPS / TIF / JPG

Price
incl. Production costs

620 €



Footsteps* (Deadline 01.02.2027)

- Size: 1,00 x 1,00 m
- File requirements: 300 dpi
- EPS / TIF / JPG

Price
incl. Production costs

45 €

*Placement in coordination with Mesago

Banner-Up

Lead visitors directly to your stand!

Footprint Banner-Up*

- Size: 1,00 x 1,00 m
- File requirements: 300 dpi
- EPS / TIF / JPG

Price
excl. production

320 €

Banner-Up* (Deadline: 01.04.2027) Single pillars

- Size: 0,80 x 2,00 m
- Printing on SK film
- File requirements: 150 dpi
- EPS / TIF

Price
incl. production

620 €



*Placement in coordination with Mesago

Promotion

Step out of line and bring the people you want to talk to your stand.



Distribution of trade fair bags (Deadline: 01.02.2027)

Distribution of exhibition bags by our own staff on all three days of the fair.

Exclusively for one sponsor

Price excl. production	1.990 €
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Distribution campaign entrance

A prominent location at the entrance ensures high visibility. Banners, flyers, and giveaways will draw visitors' attention as soon as they arrive.

Limited to a maximum of 5 exhibitors

Price excl. production	990 €
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Promotion

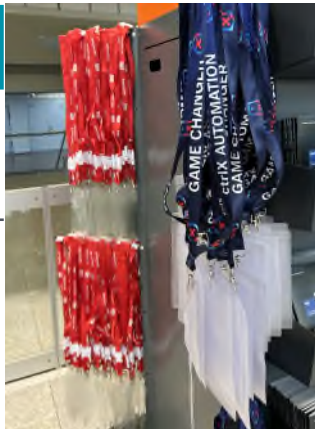
Step out of line and bring the people you want to talk to your stand

Lanyards (Deadline: 01.02.2027)

Your logo on exclusively manufactured lanyards. Exclusively for one sponsor.

Exclusively for one sponsor

Price excl. production	2.590 €
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Flyer display EMV Technology Stage

Place your flyers in the exhibition EMV Technology Stage (Forum), visible and directly in the flow of visitors.

Price excl. production	890 €
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Presentation EMV Technology Stage

A diverse, professionally sound stage program is one of the annual highlights of EMV. In short presentations in German and English, experts present product innovations, applications, and current developments.

Presentation at the EMV Technology Stage

You would like to book a presentation at the EMV Technology Stage and do not yet have one included in your SMS package.

20 min.

Price	€ 550
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Additional Presentation at the EMV Technology Stage

You would like to book an additional presentation at the EMV Technology Stage. You have already booked one or have one included in your SMS package.

20 min.

Price	€ 150
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DIGITAL ADVERTISING

Increase the visibility and reach of your company and make your target groups aware of your trade fair participation in advance! Use this opportunity to strengthen your brand and gain new potential customers.

02

***Note:**

The banners rotate among each other per booked page

Start:

Will be coordinated with you

End:

6 weeks after the EMV

Website-Banner

Catch the eye of all visitors to the event website: your advertising is placed prominently as a **website banner** between the content

Banner on the homepage*

File requirements:

- 1.140 x 285 px
- Format 4:1
- JPG / PNG (statisch), HTML5 (static, animated)

Price

980 €



Banner in the exhibitor search*

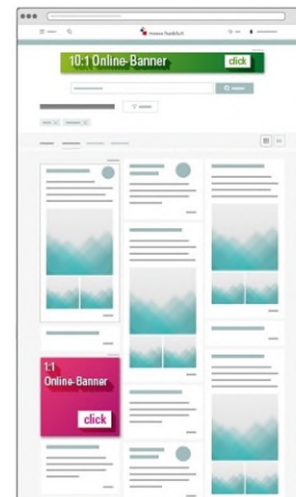
File requirements:

- 10:1 Expandable directly under the header of the search
- Format 1.140 x 1.140 px
- JPG / PNG (static), HTML5 (static, animated)

Price

incl. production

790 €



Ticketbanner on the web

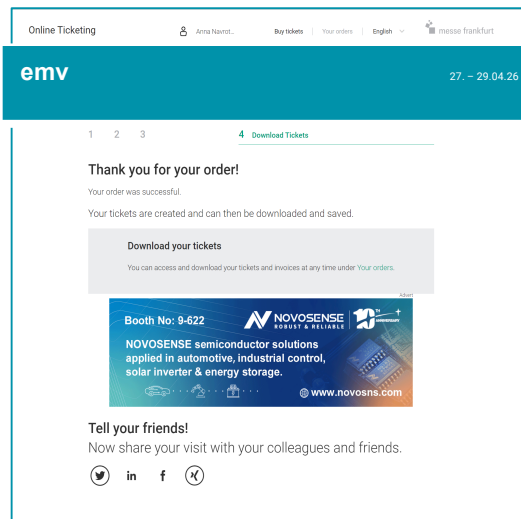
Showing your presence before the trade fair is a proven strategy to increase your success at trade fairs. Draw attention with banners!

Ticketbanner on the web

Place a banner on our website.

Price

890 €



Mailing

A banner in our official mailings allows you to reach your target audience directly in their inbox.

Mailing

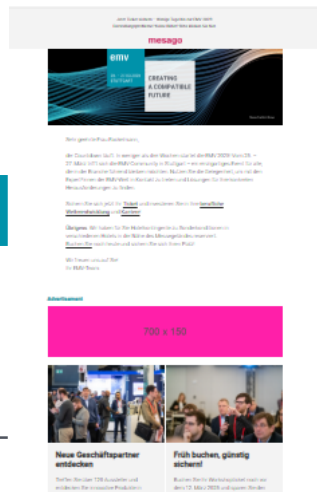
Advertisement in visitor mailing

The newsletter will be sent out with sufficient notice.

Maximum availability: 1 banner per newsletter issue

Price

590 €



bookable
year-round

Stand-alone Mailing

Your content in the exclusive specialist newsletter – sent directly to your desired target group.

Selection by industry, interest, and country is possible. Further filters are available upon request. Includes detailed reporting with open and click-through rates.

500 addresses

860 €

1.000 addresses

1.350 €

App-Banner

The Navigator apps for our trade fairs are becoming increasingly popular, with user numbers rising year on year. A good opportunity to attract attention with an app banner.

App-Banner in the event app

File requirements:

- Banner are required in various formats
- JPG / PNG / GIF
- maximum 250 kB

Different formats are required so that the banner can be displayed correctly on different mobile devices.

Dashboard (main menu)	270 €
Exhibitor search	190 €
Site plan	190 €



Media Package

Be present where trade fair visitors gather information before the event.

You can book and manage all advertising opportunities on this page yourself via your exhibitor profile in the [Media Packager Manager](#).

Top of Search

When our visitors' search terms match your profile, it will be listed first – for greater visibility and wider reach.

- Number 1 in exhibitor search
- Max. display: 1 per search result
- Max. availability: 10 bookings
- No further data provision required; all information is taken directly from the company profile.

Price	580 €
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Homepage Box

The homepage box links to your company profile as

- Front Page Box Company or directly to a product page of your choice as
- Front Page Box Product
- A maximum of 5 boxes are displayed simultaneously (including a teaser text of up to 70 characters - including spaces).

Price incl. production	690 €
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Media Package

Be present where trade fair visitors gather information before the event.

You can book and manage all advertising opportunities on this page yourself via your exhibitor profile in the [Media Packager Manager](#).

Product group

Strengthen your company profile to effectively present your business, products, and solutions before, during, and after the trade fair – your digital business card for the industry.

- 1 additional product group

Price	32 €
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SPONSORING PACKAGES

A varied mix of marketing and advertising is the right way to achieve greater visibility. We have put together a range of packages with different measures for this purpose.

03

Sponsoring Packages

Sponsoring Package Non-Exhibitor

- **Visitor Ticket:** Access to the Expo including program and networking
- **Company Pitch:** Short presentation to a professional audience at the EMV Technology Stage
- **Meet-up Area:** Opportunity to meet for personal discussions and networking following your presentation
- **Event Calendar:** Visibility through listing in the official program
- **Promotion of presentation slot**
- **Stand-alone Newsletter:** Exclusive distribution to 500 selected contacts
- **Max. 5 companies**

Price (incl. production)

1.690 €

Attention Package

bookable
year-round

- **Stand-alone mailing:** Exclusive email to 500 selected recipients
- **Website banner homepage:** Placement on the homepage of the event website

Price (incl. production)

1.280 €

Workshop Sponsoring

Get the attention of participants and leave an unforgettable impression.

Workshop Sponsoring

Exclusive for one sponsor (Deadline 01.2.2027)

- **Branded water bottles:** Offer workshop participants refreshments with your custom-designed water bottles (excluding production)
- **Web banner in the workshop program:** Placement in the digital workshop program
- **Advertisement on participant tickets:** Printed advertising space directly on the tickets
- **Stand-alone mailing:** Exclusive dispatch to 500 selected contacts

Price 2.690 €



04

**We are
happy to
advise you
personally!**

Any questions?



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Go directly to the
[order form](#).

