

formnext

mesago

17. – 20.11.2026
FRANKFURT / MAIN

Marketing Solutions Portfolio

Boost your visibility
at the
Expo & Convention

Customized Marketing Solutions for Your Formnext Impact

Formnext is the most important meeting point in the industry, where new ideas, partnerships and business opportunities emerge.

With our media and marketing solutions, we offer you a reach boost in the pre-show phase and increased visibility for your major presence at Formnext in Frankfurt.

Whether digital or tactile, whether brand positioning or product presentation, bold or subtle – we showcase your company in the most impactful way.

"I look forward to supporting you with your expo marketing and I am happy to advise you on our year-round opportunities as well – because Formnext is more than just an expo: it is the industry hub for additive manufacturing."

Stefan Rapp
Sales Manager Marketing Solutions
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OVERVIEW

The Formnext products are designed to support you in achieving your individual goals via a variety of touchpoints.

PRODUCTS AROUND THE EXPO

Fairgrounds	Supporting Program
Exhibition Guide	Fon Mag Expo Edition
Online	Formnext.TV

YEAR-ROUND PRODUCTS



FAIRGROUNDS

Looking to increase your brand visibility and engagement at Formnext?

We offer you a diverse selection of advertising options to present yourself at the expo in a way that is relevant to your target group. Take the opportunity to ideally present yourself to your target group and thus increase your success.

FAIRGROUNDS			
Branded Utilities	Outdoor	Portalhaus Exclusives	Torhaus Exclusives
Inside the Halls	Illuminated Displays	In the Foyers	Specials

FAIRGROUNDS | Branded Utilities

Your marketing message on advertising media with utility value – visible, useful and memorable.

Catering Sponsoring*

Present yourself to the visitors over lunch, a snack or during a coffee break.

Price cups	€4,600
Price napkins	€3,500



Lanyard Sponsoring*

Make your brand visible – on-site, in conversations and across photos and videos.

Price Portalhaus

Price Torhaus

Sold out
Ausverkauft



Bag Sponsoring

Advertising on expo bags has a lasting impact: bags often accompany visitors all the way home, ensuring long-term brand visibility.

Price Portalhaus	€7,700
Price Torhaus	

Sold out
Ausverkauft



*Lanyards and bags are exclusive to one exhibitor per entrance area.

Cups and napkins are exclusive to one exhibitor across the exhibition grounds (distributed in all bistros and restaurants).

Branded utilities are produced and provided by the sponsor. Delivery quantities and specifications available upon request.

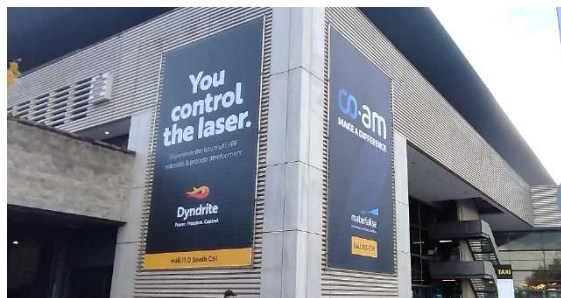
Think Big! With the Megaposters on the hall facades, you will achieve maximum attention for your expo presence.

Mega Poster 1*

Hall 11 West entrance Portalhaus

Width x height	590 x 995 cm
Price	€9,490

*Exclusive to one exhibitor.
Exact position please see site plan marking MP1.



Mega Poster 2*

Hall 11 South entrance Portalhaus

Width x height	580 x 995 cm
Price	€12,600

*Exclusive to one exhibitor.
Exact position please see site plan marking MP2.



Mega Poster 3*

Hall 11 East

Width x height	590 x 735 cm
Price	€11,750

*Exclusive to one exhibitor.
Exact position please see site plan marking MP3.



FAIRGROUNDS | Portalhaus Exclusives

Impress our arriving visitors with visual highlights in the Portalhaus.

Hanging Banner*

Width x height	300 x 500 cm
Price	€7,075

*Limited to three exhibitors

Light Column Cladding*

Illuminated, printed on all four sides

Width x height	124.4 x 399.4 cm (four sides)
Price	€6,475

*3x available



Entrance Stairway Stickers*

40 steps – one strong brand

Width x height	242 x 16.5 cm per step
Price	€8,900

*Exclusive to one exhibitor



FAIRGROUNDS | Portalhaus Exclusives

Impress our arriving visitors with our eyecatchers in the Portalhaus.

Video on LED Wall*

Your video spot on over 14 square meters

Technical data

Upon request

Price

€8,690

*Limited to three exhibitors. Video production by exhibitor (max. 45 seconds).

XXL Wall

Printed on both sides

Width x height

800 x 250 cm

Price

€10,120

*Exclusive to one exhibitor

Smart Mirror Trio

Three mirrors with integrated screens create a real wow effect for your brand at the cloakroom.

New
2026

Technical data

Upon request

Price

€10,400

*Exclusive to one exhibitor



FAIRGROUNDS | Torhaus Exclusives

Welcome expo visitors arriving by public transport as soon as they reach the venue.

Corridor Banner*

Large format banners in the transitions. 13x available

Width x height	Upon request
Price	€3,600

*On transition from Torhaus to Via Mobile 6x, on Via Mobile: 7x available



Advert Alley*

8 ceiling banners on the Via Mobile, printed on both sides.

Width x height	84 x 124 cm
Price	€7,990

*Exclusive to one exhibitor. Up to 8 different motifs possible



Welcome expo visitors arriving by public transport—and leave a lasting impression as they depart.

Start Stop Sticker*

Directly placed in front of an escalator on Via Mobile

Width x height 330 x 300 cm

Price €3,990

**Huge floor sticker featuring a mirrored design that is legible from both directions of travel. 4x available



Bye Bye Banner*

Make a strong final impression as visitors head home

Width x height 276 x 276 cm

Price €4,400

*2x available



FAIRGROUNDS | Inside the Halls

Close to the visitors, close to success – right in the hall.

Visitor Zone Branding*

Use a Visitor Zone as an activity area or branding tool.

Width x height	Upon request
Price	€4,400
Price for distribution of flyers/give-aways (optional)*	€2,000

*Position in the hall is set in consultation with the exhibitor.

**Distribution by one person
(staff to be provided by the exhibitor).

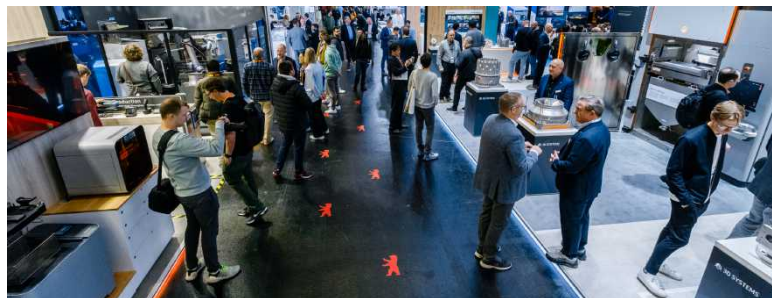
Do you have other ideas in mind to represent yourself in a visitor zone? Let's talk!

Path Markers*

Path Markers will guide visitors directly to your stand from one or more hall entrances.

Width x height	9,7 x 28 cm
Price	€100 per meter

*Walking route to be agreed upon. We guarantee that walking routes will not overlap if there are several bookings. The designs of the path markers need to be checked for feasibility beforehand.



FAIRGROUNDS | Illuminated Displays

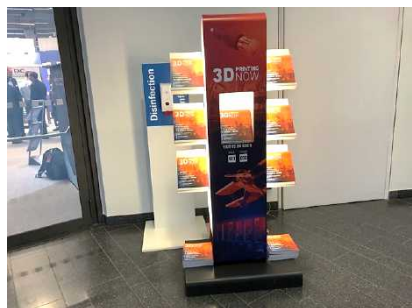
Creatively usable, flexibly positionable and always highly visible: our illuminated displays.

Optimo Brochure stand*

Via Mobile, Foyers, Portalhaus –
position by agreement

Width x height	39 cm x 180 cm
Price for stands 1-2	€3,100
Price for all three	€8,950

*3x available. Stocking by exhibitor.



Slim Box*

Via Mobile, Foyers, Portalhaus –
position by agreement

Width x height	Front/Rear: 120,5 x 199,5 cm Side faces: 19,85 x 199,5 cm
Price for box 1-2	€2,990
Price for box 3+	€2,690



Slim Box XL

Via Mobile, Foyers, Portalhaus –
position by agreement

Width x height	Front/Rear: 120 x 300 cm Side faces: 30 x 300 cm
Price for box 1-2	€3,750
Price for box 3+	€3,250



FAIRGROUNDS | Illuminated Displays

Creatively usable, flexibly positionable and always highly visible: our illuminated displays.

Triangle Tower

Via Mobile, Foyers, Portalhaus – position by agreement.
Printed on three sides.

Width x height	60,23 x 119,5 cm (3 sides)
Price for Tower 1-2	€2,300
Price for Tower 3+	€2,100

Triangle Tower XL

Via Mobile, Foyers, Portalhaus – position by agreement.
Printed on three sides

Width x height	80 x 289 cm (3 sides)
Price for Tower 1-2	€3,100
Price for Tower 3+	€2,750

Video Tower*

Your video in portrait format on a 55-inch screen

Technical data	Upon request
Price for Tower 1-2	€3,100
Price for Tower 3+	€2,750

*5x available. Video production by exhibitor.



FAIRGROUNDS | In the Foyers

Connecting elements between the various halls of the fairgrounds – here you will be seen by a particularly large number of visitors.

Foyer Stairway Stickers

Various positions in hall 11 and 12

Width x height	237 x 17.5 cm per step
Price	from €6,900

Escalator Side Wrap*

Various positions in hall 11 and 12

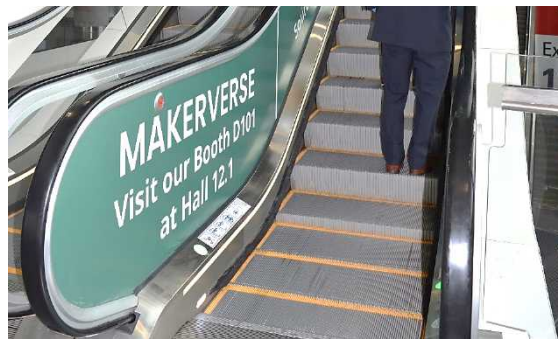
Width x height	Upon request
Price	from €5,500*

*Per escalator and side

Escalator Top Banner*

Two positions in intermediate level 12.Via –
1x towards Foyer 12.0 West, 1x 12.0 East"

Width x height	600 x 282 cm
Price	€6,900*



FAIRGROUNDS | In the Foyers

Address expo attendees immediately before they enter the exhibition hall.

Column Cladding

Embedded in the building architecture

Width x height

Foyers 12.Via*:
100,5 x 350.50 cm
(four sides)

Foyers 12.0**:
100,5 x 500,5 cm
(four sides)

Price

12.Via*: €4,900
12.0**: €6,000

*hall 12.Via max. 8x

**hall 12.0 max. 6x bookable



Access Awareness*

Display + coloured highlighting in the hall directories** on several steles near the hall entrances

Width x height

116 x 25 cm

Price

€3,990

*Exclusive to one exhibitor per hall level

**number of hall directory steles:

hall 11.0: 6 steles, hall 11.1: 6 steles

hall 12.0: 4 steles, hall 12.1: 4 steles



FAIRGROUNDS | In the Foyers

Address expo attendees immediately before they enter the exhibition hall.

Foyer Window Banner*

Hall 12.Via East

Width x height

490 x 228 cm

Price

€4,500

*Exclusive to one exhibitor



Entrance Banner*

Foyers 12.0 & 12.1, East & West Foyer:
2 banners each next to the hall doors

Width x height

149.5 x 337 cm

Price

€3,500

*8x bookable (4 per level)



Advertising in moments of presence.

Mirror Stickers*

Large-format mirror stickers in the restrooms. Hall 12.1: 35 mirrors. Hall 12.0: 31 mirrors. Hall 11.0: 52 mirrors.

Width x height	Hall 12.0 & 12.1: 30 x 90 cm
	Hall 11.0: 44,5 x 93 cm*

Price hall 12.1 (35x)	€6,400
Price hall 12.0 (31x)	€6,400
Price hall 11.0 (52x)	€8,900

Price all 3 halls	€19,500
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*The mirror branding can only be booked for all restrooms on the respective hall level. Partial branding is not possible.

Content Creator Lounge Sponsoring*

Showcase your brand directly in the environment the AM creator community.

New
2026

With our new lounge, we are creating a dedicated meeting point for the growing content creator community – a space for networking, story posts and live content.

Price	Upon request
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*Details upon request

VIP Lounge Sponsoring*

This sponsoring provides your products and marketing messages exclusive visibility to our VIP visitors.

Price	€6,900
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*Details upon request

Expo presence that moves — literally.

SignSpinning-Artist*

With impressive tricks and breathtaking moves, our SignSpinning artist entertains the expo visitors while putting your brand into the spotlight.

Price	Upon request
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*Booking is available on a daily basis or for the entire duration of the expo. Exclusive to one exhibitor



HoloWalker Video Rotation*

A walking act with a hologram display roams through entrance areas, foyers and outdoor areas between the halls during entry time and lunch break.

Technical data	Upon request
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Price	€5,900
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*The hologram display shows your brand and stand number animated or an individual 3D animation. Production is included, additional costs may apply only for more complex programming of 3D animations.

4 videos max. in rotation.



Want to see a sample?
Please watch this [video](#).

SUPPORTING PROGRAM | Formnext Award Sponsoring

Formnext Awards will be presented for the third time in 2026: Six Awards for AM's best and brightest

The AM world shines thanks to talented, motivated people who continue to advance the technology and thus drive the entire industry.

Meanwhile, the AM sector continues to evolve in increasingly complex ways and expand into new areas of expertise. Since 2024, the Formnext expert jury has been presenting these six awards:

- Ambassador Award
- Design Award
- (R)Evolution Award
- Rookie Award
- Start-up Award
- Sustainability Award

[More information on the award categories here](#)



SUPPORTING PROGRAM | Formnext Award Sponsoring

Sponsoring Package 1

Included services

- Mention in press releases and mailings related to the awards
- Company logo in exhibition guide in awards section
- Company logo on Formnext website in awards section
- Company logo on sponsor wall onsite during the award ceremony
- AM4U newsletter banner center position

Price	€4,750
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Sponsoring Package 2*

Included services

- Increased visibility with “supported by [company name]” in press releases, social media posts, mailings and website
- Company logo in exhibition guide in awards section
 - Company logo on Formnext website in awards section
 - Company logo on sponsor wall onsite during the award ceremony
 - Fon Mag 1/2 page cross-channel advertorial in issue 02/26, 01/27 or 02/27

Price	€9,000
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*Exclusive availability of only one package per category.
Package is bookable only on a year by year basis.



Help us to support AM's best and brightest and reach out to:

Ekaterina Sherstobitova

Exhibition Manager

+49 711 61946 568

ekaterina.sherstobitova@mesago.com

SUPPORTING PROGRAM | Technology Stage

The stage is yours!

On the Technology Stage exhibitors get a presentation opportunity for their solutions along the entire process chain from material to manufacturing preparation, AM production to post-processing and quality management.

Price per presentation: €690

The Formnext 2026 will include three stages in the exhibition halls, providing visitors with easy access to expert knowledge on AM technologies, applications in various industries and broader issues affecting the industry as a whole.

For booking your presentation(s) at the Technology Stage, please visit our [service shop for exhibitors](#). Information on all our stages can be found [here](#).



EXHIBITION GUIDE

The navigation tool on site, which does not require electricity or a network connection, is picked up gratefully by numerous visitors.

Content: List of exhibitors, hall plans, program overview, highlights, etc.

Circulation & distribution: In the entrance areas and at other selected locations on the exhibition grounds

Booklet format: W 148 x H 210 mm

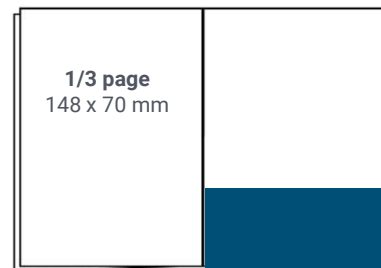
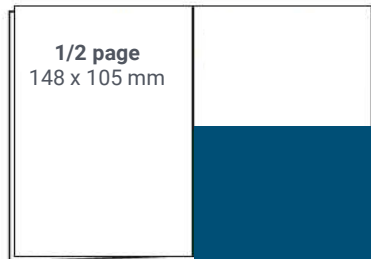
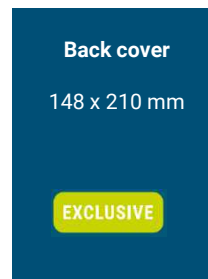
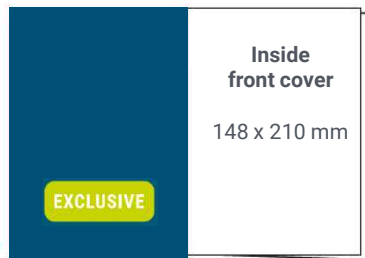
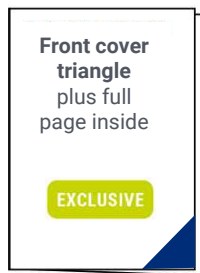


Want to see a sample?

Please find [here](#) the Exhibition guide of the previous Formnext.

EXHIBITION GUIDE

Ad formats in the Exhibition Guide – Width x height



EXHIBITION GUIDE

Ad sizes for every budget and every idea.

Format	Price
Exclusive Ad Placements	
Front cover triangle + Full page inside	€4,650
Inside front cover	€4,490
Back cover	€4,490
1/2 page landscape in table of contents	€2,790

Format	Price
Regular Ad Placements	
Full page	€4,040
2/3 page portrait	€2,990
1/2 page landscape	€2,440
1/3 page landscape	€1,725

Full Page Package

New 2026

The Print double-shot at Formnext:
Full Page in Exhibition Guide + in Fon Mag Expo Edition

Price: €7,900

FON MAG EXPO EDITION

Reach our core readership before Formnext as well as the occasional reader onsite in Frankfurt.

Content: Fon Mag includes information about new applications, market and country reports, interviews with industry experts & exclusive glimpses behind the scenes.

Circulation & distribution: Over 23,500 printed copies – including 18,500 by mail and 5,000 on site at Formnext.
E-paper delivery to: Over 46,500 AM4U email newsletter recipients and over 12,100 AM4U LinkedIn newsletter recipients

Magazine format: 210 x 297 mm (DIN A4)

Format	Width x height mm	Price
Exclusive placements & AdSpecials – once per issue		
French cover (Altar fold on title page)	420 x 297	€9,990
Cover flap	outside: 105 x 190 inside: 105 x 297	€6,750
Inside front cover	210 x 297	€5,690
Back cover	210 x 297	€5,690
Inside back cover	210 x 297	€5,350
Center column (1/3 page)	58 x 297	€2,425
Island ad	58 x 90	€1,425



Want to see a sample?

Please find [here](#) Fon Mag Expo Edition of the previous Formnext.

FON MAG EXPO EDITION

Format	Width x height mm	Price
Advertising formats		
Double-page spread	420 x 297	€7,490
Full page	210 x 297	€4,740
1/2 page landscape	210 x 148.5	€2,840
Junior page	134 x 200	€3,440
1/3 page landscape/portrait	210 x 99 / 72 x 297	€1,990
1/4 page landscape	210 x 74	€1,660
Insert	Upon request	

*Our specialist editorial team would be happy to create high-quality advertorials for your content (6-week lead time). Price includes text creation including one round of corrections, layouting and translation into German/English. No third-party costs shall be assumed. In addition to placement in the printed edition and the corresponding e-paper, your advertorial will be published in the e-mag and promoted via a teaser article in the next possible AM4U newsletter and AM4U LinkedIn newsletter.

**Job ads in Expo Edition will be published on the career portal ,AMJobs' prior to publication of the print issue. They will also be displayed on the physical job board at the Formnext exhibition on-site.

Format*	Width x height mm	Price
Editorial forms of advertising		
Cross-channel advertorial, Full page*	210 x 297	€7,250
Cross-channel advertorial, 1/2 page*	210 x 148.5	€5,550
Special issue / supplement (Print and Online)	Upon request	
Job ads** (placed in type area)		
Full page	182 x 260	€3,270
1/2 page landscape	182 x 128	€1,950
1/4 page rectangle	89 x 128	€1,065

Full Page Package

New 2026

The Print double-shot at Formnext:
Full Page in Fon Mag Expo Edition + in Exhibition Guide

Price: €7,900

Deliver your content directly to our qualified email audience of registered and previous Formnext visitors.

Visitor Mailing Banner

Your marketing message in the personal mailbox of registered and potential visitors, e.g. visitor mailings are also sent to previous year's visitors. These mailings provide information about program items and highlights of the Expo & Convention.

Sending dates	Upon request
Width x height	700 x 250px or 590 x 250px
Price Top Banner	€2,175
Price Center Banner	€1,770

Stand Alone Newsletter

New 2026

Send your content on behalf of Formnext. Thanks to the trusted sender and the familiar Formnext Look & Feel, your message is perceived as relevant industry content within our community.

The mailing date will be scheduled individually with you.

Technical specifications upon request.

Target group	Recipients	Price per newsletter
Entire database incl. both language versions	approx. 40,000 addresses	€8,500
English-speaking audience	approx. 20,000 addresses	€4,900
German-speaking audience	approx. 20,000 addresses	€4,900
Specific target group/s	Upon request	Upon request

ONLINE | Newsletter Advertising

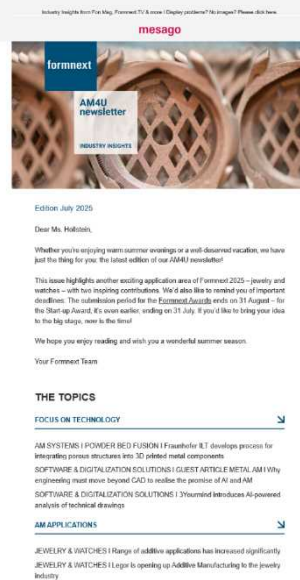
Our digital community newsletter AM4U provides the latest industry news and technology insights, video reports from Formnext.TV, articles from Fon Mag and interviews with industry insiders.

Advertising in AM4U Newsletter

Our digital community newsletter AM4U provides the latest industry news and technology insights, interesting video reports from Formnext.TV, exclusively researched articles from Fon Mag, interviews with industry insiders and news from the Formnext team. With over 46,500 subscribers it is the AM industry newsletter with the widest reach in the German-speaking world.

Sending dates	The newsletter is published monthly. Sending dates upon request.
Technical data	See Marketing & Sales Kit
Price Newsletter Banner	€2,400
Price Native Ad	€2,400
Price Native Ad XL	€2,600
Price Digital Only Advertorial*	€3,400

* Advertorial also includes text creation & translation, plus a placement in the LinkedIn newsletter.



Details in Marketing & Sales Kit Technology Hub

More information about the newsletter distribution and on the advertising formats are available in the [Marketing & Sales Kit](#).



ONLINE | Exclusive Display Advertising

Ensure your digital visibility at and in advance of the Expo.

Splash Screen Ad

New 2026

Your advertising message appears full-screen on the screen of visitors' personal devices, when the app is launched.

Width x height	1,200 x 2,400 px
Position	Formnext app: Overlay on the app's initial loading screen
Price 1./2./3. or 4. expo day	€1,800
Price for all expo days*	€5,000

*Exclusive to one exhibitor

Home Billboard Ad*

Exclusive large banner directly on the homepage of Formnext.com

Width x height	1,200 x 300 px
Position	Center of Formnext.com homepage
Price	€3,990

*Exclusive to one exhibitor

Screenshots, technical data and information about ranges are available upon request.

Ticket TakeOver

Visibility during the ordering process (billboard ad in the ticket shop), when printing and saving the ticket, as well as on-site during the entry process (Ad on PDF ticket).

Width x height	Ticket ad: 2.1 x 9.5 cm Billboard Ad: 1,200 x 300 px
Position	Billboard Ad on Thank you screen in the ticket shop + Ticket ad on all PDF expo passes, generated through voucher codes
Price	€5,900

*Exclusive to one exhibitor

ONLINE | Rotating Display Advertising

Ensure maximum visibility at and in front of the expo!

Sticky App Banner*

Your ad in the digital navigator through the expo jungle remains constantly in the user's field of view, even as they scroll or swipe through the content.

Width x height	1,200 x 200 px
Position	Formnext App: Dashboard & Subpages
Price	€6,900

*Limited to three exhibitors

Visitor Super Banner*

Targeted advertising presence where decisions are prepared.

Width x height	1,200 x 120 px
Position	Formnext.com Subpage Expo & Convention / For visitors
Price	€2,750

*Limited to two exhibitors

Search Super Banner*

Your ad in the highest frequented category on the website: AM Directory.

Width x height	1,200 x 120 px
Position	Formnext.com upper banner above the search bar + repeated placements in the results
Price	€5,150

*Limited to four exhibitors

Super Rotation*

Your banner will be displayed on all advertising spaces listed on the left.

Width x height	See left
Positions	See left
Price	€7,900

*Limited to two exhibitors

For multiple bookings, your banner will run on a rotation basis – available slots are limited. Screenshots, technical data and information about ranges are available upon request.

ONLINE | Upgrades for your Company Profile via Media Package Manager

Details and booking via [Media Package Manager](#).

Product	Service description	Remarks	Price
Pole Position	Be found before anyone even starts searching! With the Pole Position, your short profile is placed at the very top within the results – as long as no filters for keywords or product groups have been applied yet.	Limited to 3 exhibitors. If multiple bookings occur, the top position will rotate between the customers	€3,750
Top of Search	Become number 1 in exhibitor search results for keywords!	Limited to 4 exhibitors. If multiple bookings occur, the top position will rotate between the customers	€2,900
Top of Product Group	Secure the number 1 position in your product group!	Limited to 1 exhibitor per product group	€1,450
Logo Bundle	Display of your logo on your company profile, to the result boxes in the AM Directory and on the interactive floor plan.	The Logo Bundle is already included in the SMS packages 'Boost' and 'Best'.	€600
Highlight Teaser	Add teaser text on a colored background in your result box.		€300
Embedded Video	Your video within the company description or within a product page	With SMS package 'Best' you can include videos on all pages	€300
Product Page	Subpage for product presentation	Your SMS package already includes the following number of product categories. Basic: 3 Boost: 7 Best: 10.	€200
Social Media Links	External link to up to ten of your company's social media profiles		€140
Document Download	Upload up to 6 PDFs in English – and optionally in German	Suitable for product catalogs, price lists, case studies & more.	€70
Press Releases	Upload up to 6 PDFs in English – and optionally in German	Your press release(s) can be specifically searched by journalists and visitors through the filter search	€70
Product group for filter search	More product groups, better findability via filter search	Your SMS package already includes the following number of product categories. Basic: 3 Boost: 5 Best: 10	€70
Link to Online Shop	Link to your online shop on main company profile page		€70
Link to Product Landing page	Link you your landingpage of choice on one product page		€70

We put you in the spotlight!

Whether it's a promo video, an in-depth interview or live impressions from Formnext – Formnext.TV offers the perfect video format to showcase your message. From concept to distribution on our high-reach channels, we support you every step of the way – professionally, flexibly and with impact.

Format	Content & Production	Publication	Price
Technology Insight¹ SM NL LS OM	Shooting possible all year round, interview partners & location by arrangement	Possible all year round	From €7,900
AM Dialogue¹ SM NL OM	15-minute interview with a leader or expert from your company – recorded online in split-screen style using a set list of questions. Each episode of the AM Dialogue is continuously supported by content bites and snippets (e.g. excerpts, video clips, quote posts, etc.) both before and after publication – shared via the Formnext social media channels and the AM4U newsletter.	Possible all year round	€4,770
Exhibitor Focus² SM NL LS OM	Event video, shooting 1st day at the event at the booth, integration of existing videos possible, up to 2 interviewees, ca.150 s length	On the 2nd day of Formnext	€4,490
Exhibitor Spotlight² SM NL LS OM	Event video, Shooting 1st day at the event at the booth, 1 interviewee, ca.90 s length	On the 2nd day of Formnext	€4,075
Show Shout-Out³ SM OM	Production 4-6 weeks before Formnext, refinement of your video material, max. 60 s length	On the 1st day of Formnext	€1,715
Shout-Out³ SM OM	Production outside the event period, refinement of your video material, max. 60 s length	Possible all year round	€1,315

SM + NL + LS + OM are abbreviations for the distribution channels. These will be explained on the following page.

Broadcast & Distribution

SM Social Media Channels

Distribution via Formnext's high-reach social media platforms.

Followers: LinkedIn (29,200+), Instagram (14,000+), Facebook (12,800+) and YouTube (880+).

NL AM4U Newsletter

Feature in the email newsletter (46,500+ recipients) and LinkedIn newsletter (12,100+ recipients), including a direct link to the video.

LS Live Stream

Integration of the video into the official Formnext live stream.

OM Owned Media

Use of the video on your own media channels (e.g. social media, newsletters, training materials, etc.) is permitted.

Initial Information on the Process

¹**AM Dialogue & Technology Insight:** After a briefing conversation, we will develop a concept and present it to you in a rebriefing session.

²**Exhibitor Focus & Spotlight:** Production takes place at the expo. Coordination and scheduling will be arranged a few weeks before the event.

³**Shout-Out & Show Shout-Out:** Before recording your video, you will receive a briefing regarding content and technical requirements.

DEADLINES & DETAILS

Product/Product type	Booking deadline	Delivery date advertising material/ contents	Language of advertising material/ contents
FAIRGROUNDS			
Products with printed materials	8.10.26	15.10.26	English
Products with video screens	15.10.26	30.10.26	English
SUPPORTING PROGRAM			
Technology Stage	30.10.26	30.10.26	English
Formnext award sponsoring	30.9.26	30.9.26	English
EXHIBITION GUIDE			
Advertisements	15.9.26	29.9.26	English
FON MAG EXPO EDITION			
Advertisements	15.9.26	29.9.26	English + German
Cross-channel advertorials	1.9.26	1.9.26	English + German

You receive the technical specifications for creating your graphics/videos/texts after booking.

Product/Product type	Booking deadline	Delivery date advertising material/ contents	Language of advertising material/ contents
ONLINE			
Advertising in AM4U newsletter	7 working days before sending date	7 working days before sending date	English + German
Digital only advertorial	4 weeks before publication	4 weeks before publication	English + German
Visitor mailing banner	7 working days before sending date	7 working days before sending date	English + German
Display advertising	Year-round possible	Year-round possible	English + German
Company profile upgrades	Year-round possible	Year-round possible	English + German
FORMNEXT.TV			
Technology Insight	Year-round possible	-	English
AM Dialogue	Year-round possible	-	English
Shout-Out	Year-round possible	14 days before post	English
Exhibitor Focus & Spotlight	15.9.26	-	English
Show Shout-Out	15.10.26	31.10.26	English

Do you have any questions?

We will be happy to advise you and develop an offer tailored to your individual needs and goals.



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Important links

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