

# Smart Country Convention

Advertising Portfolio OnSite & Online

The leading event for the digital state and public services

07 – 09 November 2023

#SCCON23

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bitkom

 Messe Berlin

# An overview of your advertising options



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# Greater presence

Book a package in addition and increase the relevance of your topics and messages in the public sector environment.

## Mixed Packages

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## Digital Only Packages

**All Inclusive Package**  
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# Welcome Package



## Bench Display

- Welcome trade visitors and media representatives with your corporate design
- 1 bench display located directly in the entrance area of the hub27
- Branded on the front and back side

**Price: 10.000 EUR**

**Limited availability!**

All prices net. excluding VAT



## Floor Graphics

- 4 Floor Graphics (each 2 x 2m) located in the entrance area of the hub27
- Other formats can be realized on request



## Flags

- 6 flags in the entrance area of the hub27
- Exact placement by arrangement



## Digital Visibility

- Publication of a story on the home page of the SCCON App

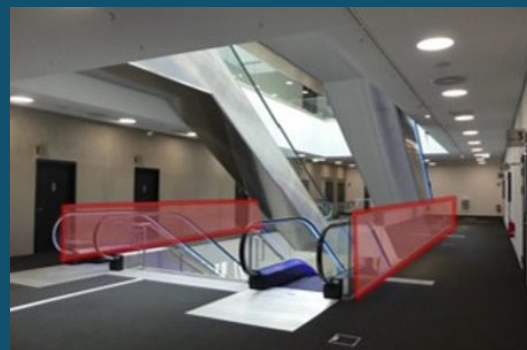
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# Workshop Partner Package

## Prominent placement in the workshop area of the SCCON 23

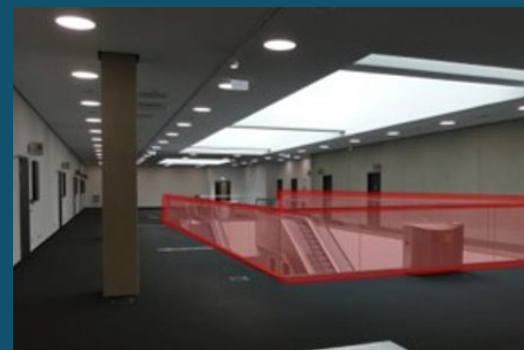
- ✓ Brandings in the hub27 on two storeys
- ✓ Additional digital presence on the SCCON Website and App
- ✓ Can only be purchased once



### Balustrade Branding

- 2 foil brandings on the glas balustrades located on the left and right side of the stairwell on the beta level
- visible from the seminar rooms

**price: 15.000 EUR**  
All prices net. excl VAT



### Balustrade Branding

- 3 foil brandings ulocated on the glas balustrades surrounding the stairwell on the gamma level



### Digital Visibility

- 1 Dashboard tile on the SCCON website
- Publication of a story on the home page of the SCCON App

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# Sanitary Facilities Package

## Exclusive branding in the bathrooms of the hub27

- ✓ Brand presence beyond your trade fair stand
- ✓ Additional digital presence on the SCCON website and App
- ✓ Can only be purchased once



### Towel Dispenser Branding

- 16 Graphics placed on the paper towel dispensers in the bathrooms
- Exact placement by agreement

**Price: 5.000 EUR**

All prices net excluding VAT



### Mirror Branding

- 24 mirror graphics located above the sinks
- Exact placement by agreement



### Digital Visibility

- 1 sandwich banner in the SCCON exhibitor list
- Placement of the sandwich banner on the SCCON website and in the SCCON App

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# OnSite Individual Options

**Use prominent advertising spaces to raise brand awareness among the visitors**

- ✓ Numerous brandings available in the entrance area of the hub27
- ✓ Partly only 1x available



## Window Brandings

- Numerous window brandings above the entrance to the hub27

**Price: 565 EUR  
for each window branding**  
All prices net excluding VAT



## Pillar Brandings

- 3 out of a maximum of 9 pillar-brandings in the entrance area of the hub27
- Each pillar is 4-sided

**Price: 5.925 EUR  
for 3 pillar brandings**  
All prices net excluding VAT



## Staircase Branding

- Stairs in the entrance lobby leading to the beta level
- 37 Steps in total

**Price: 5.335 EUR  
only 1x available**  
All prices net excluding VAT

# OnSite Individual Options

Become an eye catcher in the highly frequented entrance and passageway areas

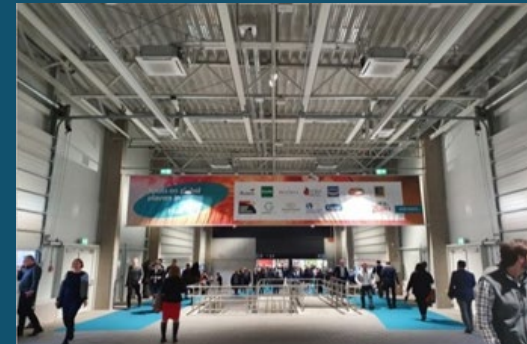
- ✓ Numerous brandings in the entrance and passageways of the hub27
- ✓ Many of them can only be purchased once



## Poster Showcases

- Poster-Showcases in the entrance area to the hub27
- Each 2-sided
- jeweils 2-seitig
- Minimum purchase quantity 3 pieces

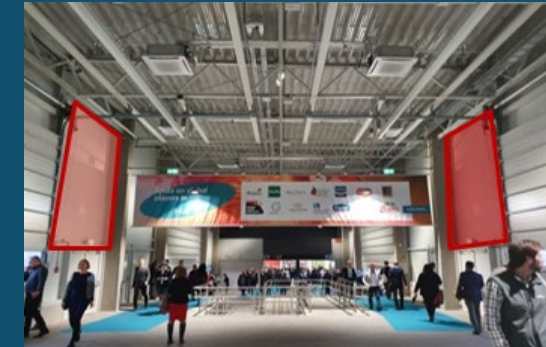
**Price: 4.455 EUR**  
**for 3 poster showcases**  
 All prices net excluding VAT



## Passageway Banners

- Up to 3 passageway banners between the hub27 and hall 25
- Each 2-sided

**Price: 6.785 EUR per Banner**  
 All prices net excluding VAT



## Passageway Banners

- 2 lateral banners in the passageway between the hub27 and hall 25
- Each 1-sided

**Price: 2.735 EUR per Banner**  
 All prices net excluding VAT



# All Inclusive Package

EXCLUSIVE!  
Only  
2 available

Services	Online Platform	Website	App
<u>1 Top-of-the-List under ,Exhibitors‘</u>	✓	✓	✓
<u>1 Top-Banner under ,Program‘</u>	✓		✓
<u>1 Hall Plan Main Sponsor</u>	✓	✓	
<u>1 Dashboard Banner</u>		✓	
<u>1 Content AD</u>			✓
<u>1 App Story</u>			✓

6.000 EUR  
All prices net excluding VAT

# Spotlight Package

Limited  
availability!

Services	Online Platform	Website	App
<u>1 Top-5-Logo</u>	✓	✓	✓
<u>1 Dashboard Tile</u>		✓	
<u>1 App Story</u>			✓
<u>1 Tabbar Banner on a navigation page</u>			✓

4.500 EUR  
All prices net excluding VAT

# Visibility Package

Limited  
availability!

Services	Online Platform	Website	App
<u>1 Top-of-the-List under ,Exhibitors‘</u>	✓	✓	✓
<u>1 Sandwich Banner on a navigation page</u>		✓	✓
<u>1 App Story</u>			✓
<u>1 Gallery Banner on a navigation page</u>			✓

4.500 EUR  
All prices net excluding VAT

# Banner Package

Limited  
availability!

Services	Online Platform	Website	App
<u>1 Top-Banner under Exhibitors</u>	✓		✓
<u>1 Sandwich Banner on a navigation page</u>		✓	✓
<u>1 Logo Integration on the Splash Screen under Exhibitors</u>			✓

3.500 EUR  
All prices net excluding VAT

# Online Individual Options



Homepage-Banner

## App – Homepage-Banner

The banner is integrated on the app's home page in rotation with other banners. With one click on the banner, the user is redirected directly to your company profile.

Format: 1440 x 450 px, jpeg  
Data delivery by mail.

**Price as individual service: 2.000 EUR per banner position**

All prices net plus VAT.

## App – Top-Banner

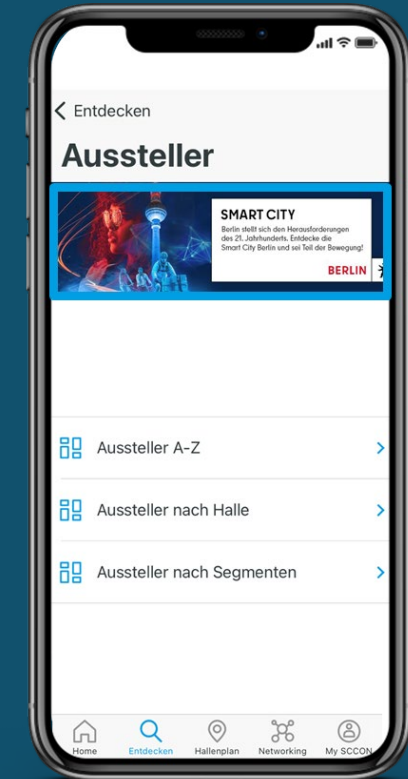
The banner is displayed in the app at the top position in rotation with other banners under one of the navigation points "Program", "Exhibitors" or "Products".

- The banners appear in a fixed order: "first come, first served".
- Linked to your company profile

Format: 1440 x 450 px, jpeg  
Data delivery by mail.

**Price as individual service: 1.500 EUR per banner position**

All prices net plus VAT.



Top-Banner

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# CONTACT & SUPPORT

Your contact for questions regarding the platform:

E [support@messe-berlin.de](mailto:support@messe-berlin.de)

T +49 30 3838 2500

## Contact for advertising opportunities:

MB Capital Options GmbH  
Thüringer Alle 12 A  
14052 Berlin

E [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de)  
T + 49 30 3038 2525

Zum Advertising Shop: [Hier](#)

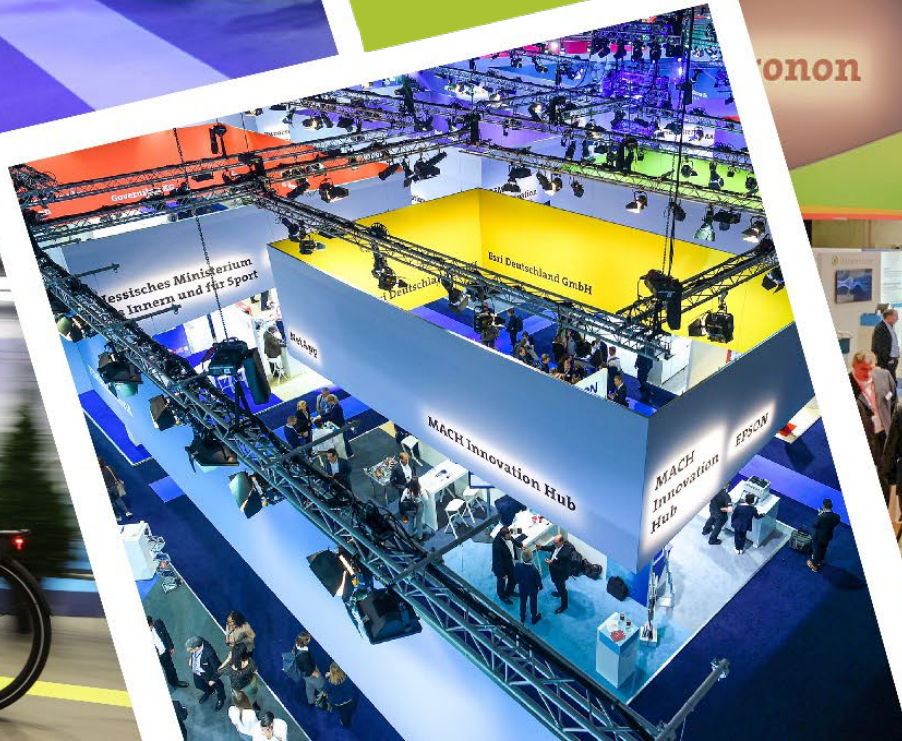
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All prices are plus VAT. Errors and omissions excepted. Offers are subject to change. The price does not include the graphic and content design of the advertising options. Service periods: depending on type of services



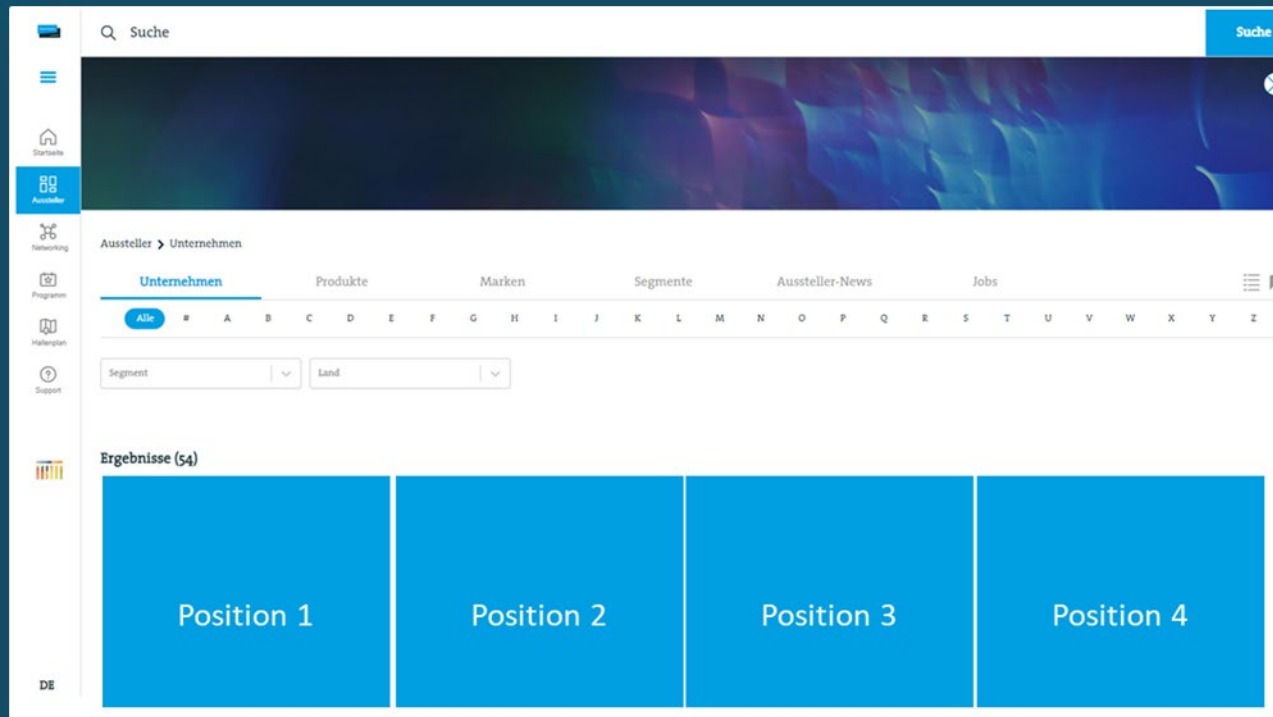
# VISUALIZATION – DIGITAL ONLY PACKAGES





# Top-of-the-List ,Exhibitors‘

## SCCON Website, Online Platform & App



Also released on the  
SCCON Website & in the App!

### Top-of-the-List ,Exhibitors‘

Want to impress on the Online Platform, on the website and in the App all together? That is possible – even at the pole position!

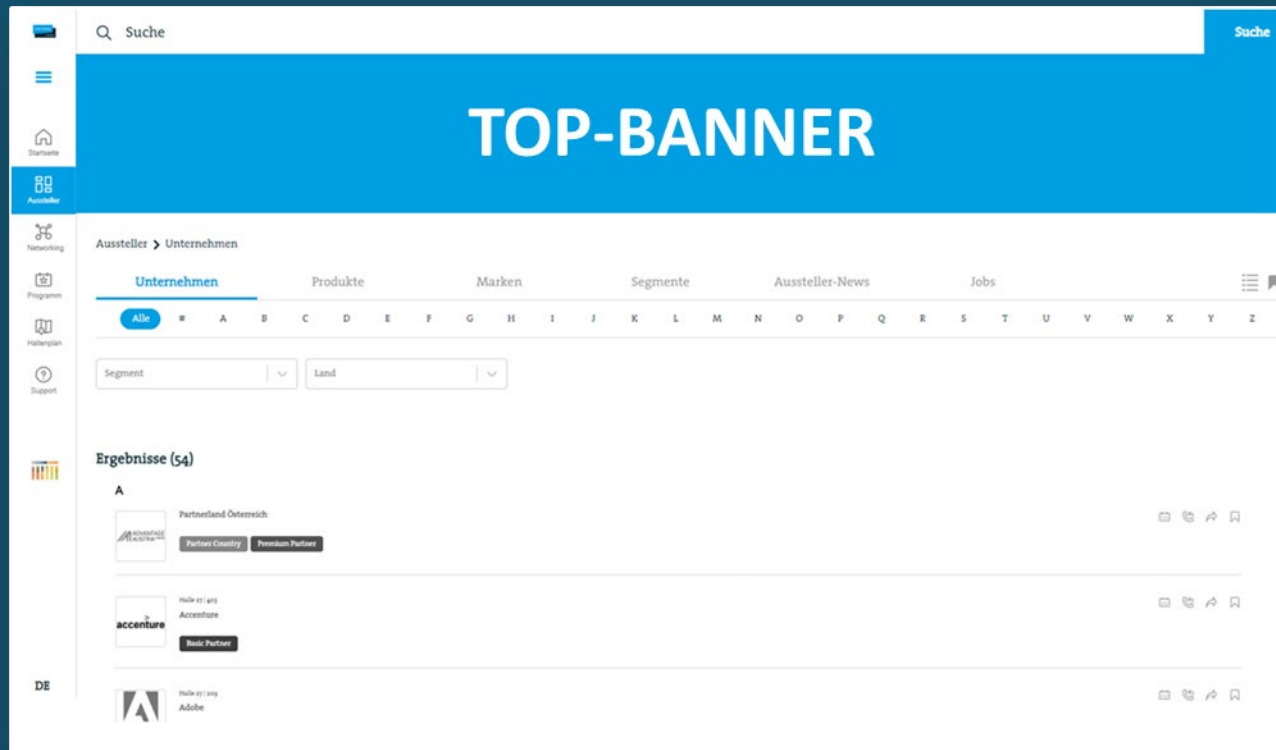
The Top-of-the-Lists are placed as first under the navigation point “Exhibitors”:

- Out of max. 4 side by side
- Displayed in alphabetical order
- Linked to your company profile

Data input: The graphic is based on your background image. No layout needed.

# Top-Banner

## SCCON Online Platform & App



Also released in the App!

### Top-Banner

The Top-Banners are placed under the navigation points “Exhibitors” or “Program” on the top of the page.

- Awarded to a maximum of 6 partners in rotation per navigation point/area
- Displayed in predefined order on a „first come, first served“ basis
- Linked to your company profile

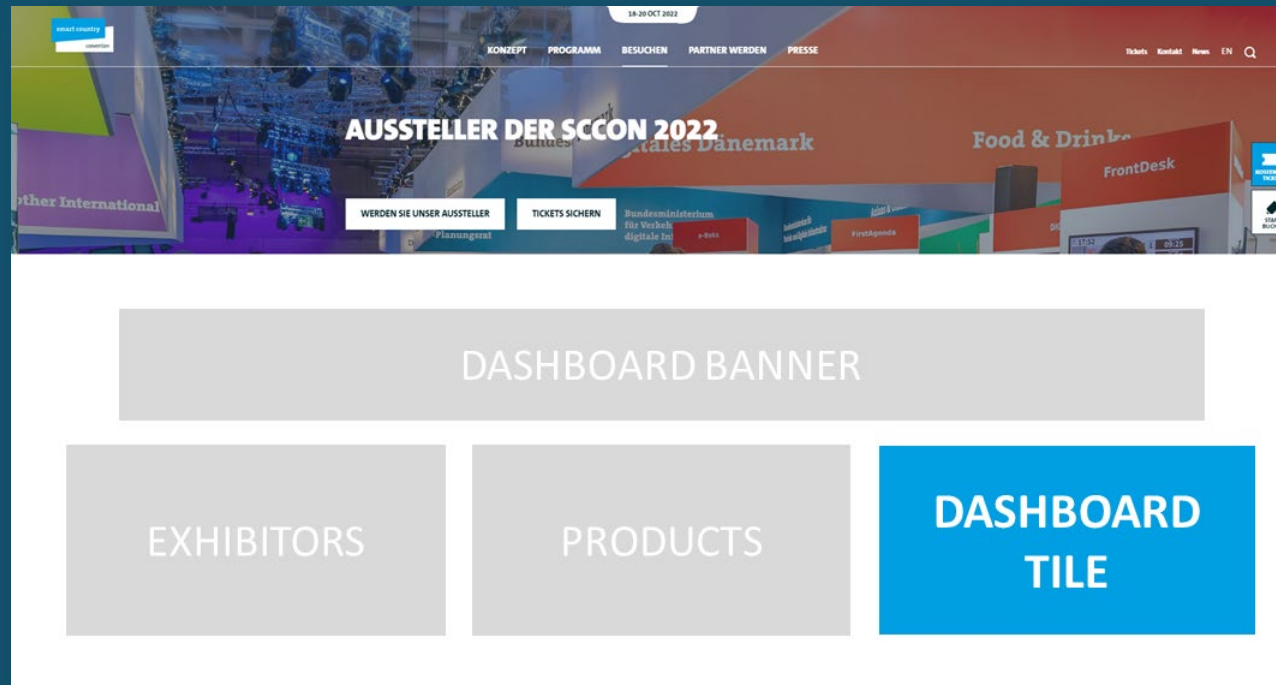
Format Online platform: 2560 x 320 px, jpeg

Format app: 1440 x 450 px, jpeg

Data delivery by mail

# Dashboard Tile

## SCCON Website



### Dashboard Tile

Secure your own tile directly on the home page of the exhibitor list. With one click on the tile, visitors will be guided directly to your company website.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a „first come, first served“ basis
- Linked to your company website or to your online company profile

Format: 1046×512 px, jpeg

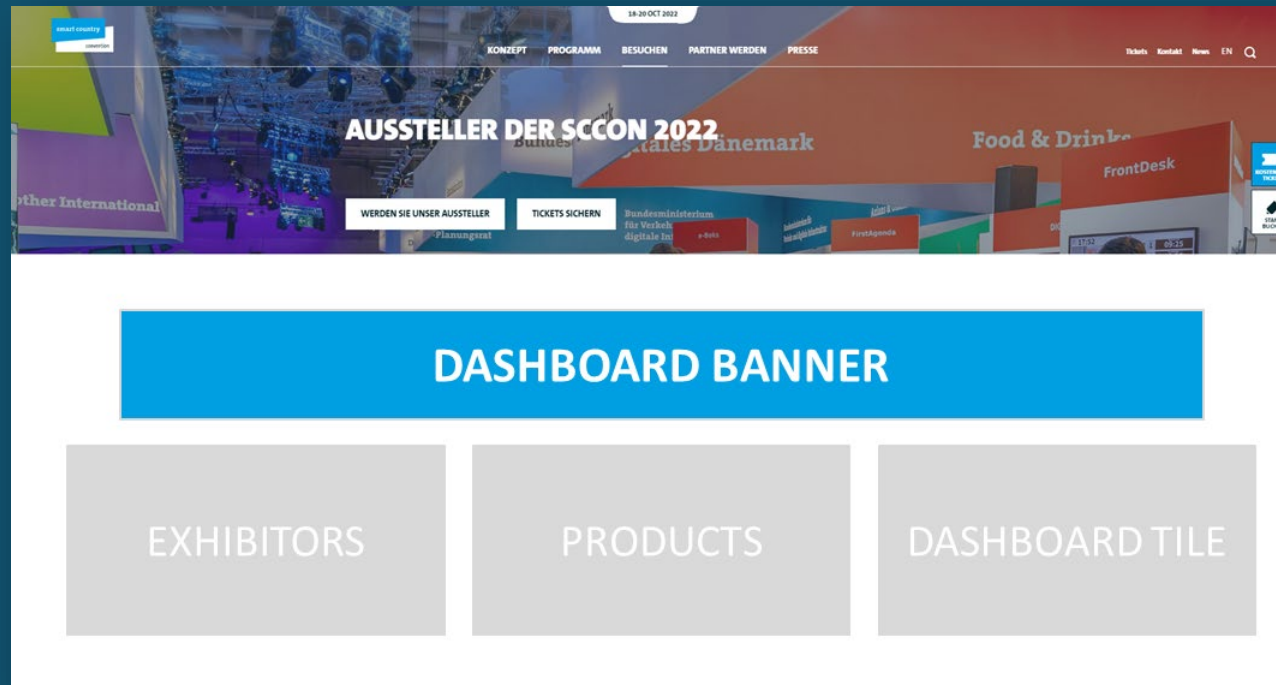
Data delivery by mail

Publication: [SCCON Exhibitor List](#)



# Dashboard Banner

## SCCON Website



### Dashboard Banner

Secure a dashboard banner on the home page of the exhibitor overview. With one click on the banner, visitors will be redirected directly to your company website.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a „first come, first served“ basis
- Linked to your company website or to your online company profile

Format: 728 x 90 px, jpeg

Data delivery by mail

Publication: [SCCON Exhibitor List](#)

# Content AD

## SCCON App



### Content AD

The content ADs include advertising banners on the home page and advertorial entries. By clicking on the banner, the visitor is redirected to the advertorial entry, which the exhibitor can fill with a free text and a link to his company profile.

- Awarded to a few partners in rotation
- Displayed in predefined order on a „first come, first served“ basis

#### Homepage Advertising Banner:

Format: 1440 x 1920 px, jpg-Format, max. 500 KB

Title (text length): max. 40 characters

#### Advertorial Entry:

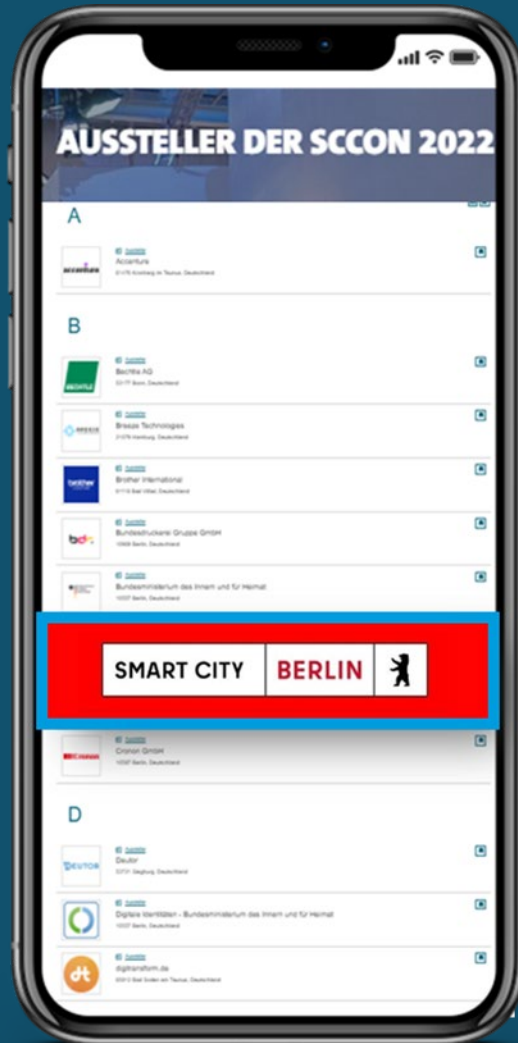
Banner (optional): 1440 x 450 px, jpg, max. 500 KB

Text: unlimited free text

Data delivery by mail

# Sandwich Banner

## SCCON Website & App



### Sandwich Banner

The sandwich banner is included in one of the results lists according to a certain position.

- Exclusive placement per position
- Linked to your company website or to your online company profile

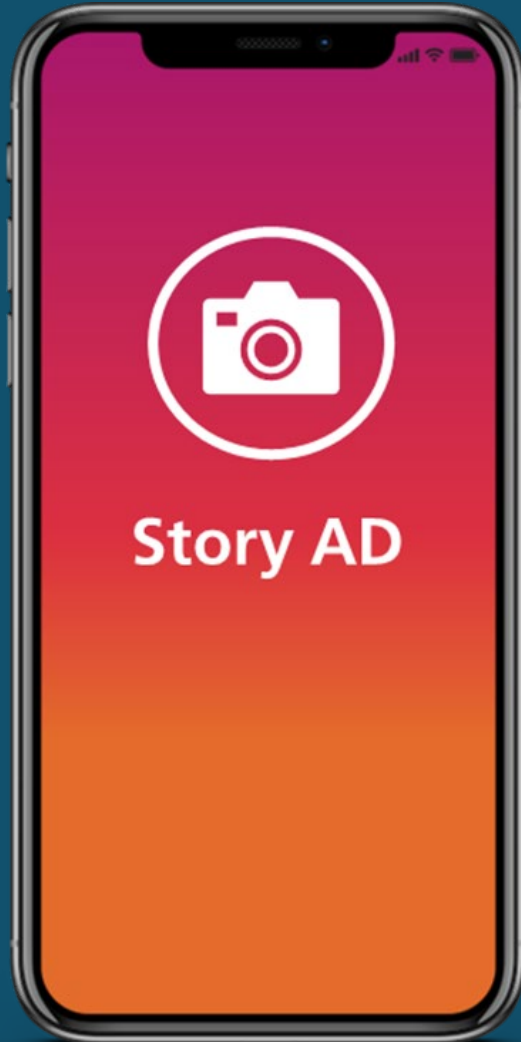
Format Website: 1440 x 130 px, jpeg

Format App: 1440 x 296 px, jpeg

Data delivery by mail

# App Story

## SCCON App



### App Story

Publish a pre-produced clip directly on the homepage of the new SCCON App.

Use the story to introduce your company, share impressions and announce new content!

- Displayed in predefined order on a „first come, first served“ basis

Format: mp4 & 1080 px, max. 50 MB, max. 15 sec.

Display in portrait format, start image: 1040 x 720 px

Data delivery by mail

# Hall Plan Main Sponsor & Top-5-Logo

## SCCON Online Platform & App



Hall Plan Main Sponsor

### Hall Plan Main Sponsor

The banner will be displayed above the plan of your own hall:

- There can be one main sponsor per hall.
- The banner will be linked to your online company profile.
- The banner of the hall plan main sponsor is available on the website and Online Platform as well as in the App.

Format: 1440 x 225 px, jpeg

Data delivery by mail

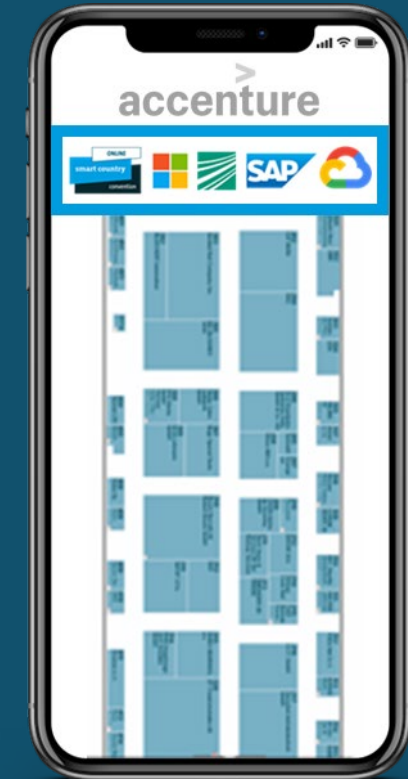
### Top-5-Logo

Up to 5 logos can be displayed side by side above the plan of a hall:

- Placement in set order: "First come, first served."
- The logo will be linked to your online company profile.
- The logo is available on the website and Online Platform, as well as in the App.

Format: wide max. 300 px, SVG-Logo

Data delivery by mail



Top-5-Logo



# Splash Screen

## SCCON App



### Logo Integration on Splash Screen "Start"

Place your logo prominently on our full-size banner!

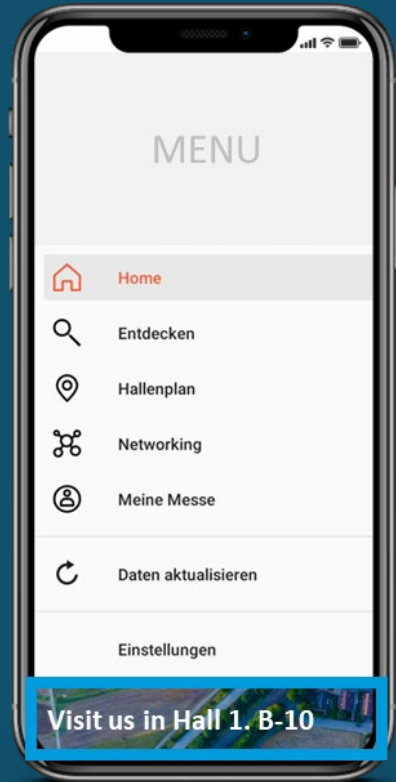
- 1 Splashscreen banner "Start": The banner appears when the app is opened and is seen by every app user.
- The banner will contain event information in the SCCON corporate design. Furthermore, exhibitor and partner logos will be integrated.
- Placement of exhibitor and partner logos in set order: "First come, first served."

Format: tbd

Data delivery by mail

# Tabbar Banner & Gallery Logo

## SCCON App



Tabbar Banner

### App – Tabbar Banner

The banner is integrated at the bottom of a navigation page of the app. By clicking on the banner, the visitor will be redirected to your company profile.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a „first come, first served“ basis

Format: 1440 x 225 px, jpeg

Data delivery by mail

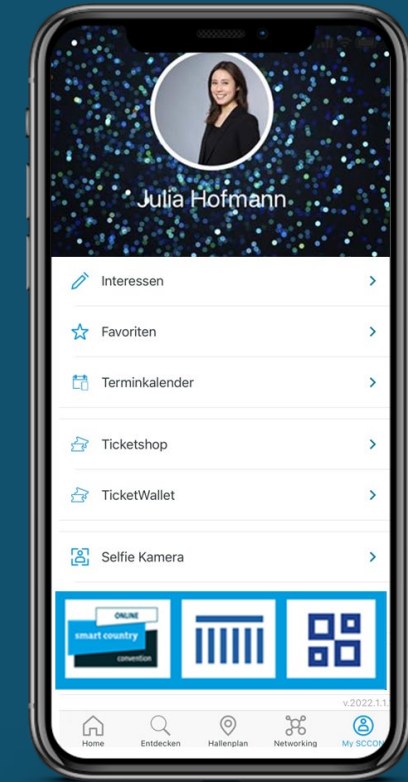
### App – Gallery Logo

Place yourself with your company logo integrated below the menu bar of “My SCCON”. The gallery carousel is a series of several logos displayed in the form of a horizontal image gallery.

The logos are scrolled through in the gallery in a continuous loop.

Format: 450 x 315 px, jpeg

Data delivery by mail



Gallery Logo

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