










visible to your customers promote your trade fair appearance

Media data 2027

WORLD OF FIREPLACES

Current status: 10/2026

WORLD OF FIREPLACES

advertising media – for a strong trade fair presence

Dear Exhibitors,

Use the pulling power of WORLD OF FIREPLACES to highlight your products and services. You can reach up to 20,000 contacts via WORLD OF FIREPLACES advertising media. Increase your trade fair success through the targeted use of advertising services.

Various advertising media are only available in limited quantities, so bookings are made on a first come, first served basis. Please make your booking via your Exhibitor Management System (AMS).

Access to the AMS:
https://aussteller.trendfairs.de/#/s/login

Important dates for booking and data delivery

- **Booking „Leitmotiv“, „the only one“ and „powered by“ package:**
  Please book immediately due to the timely production of advertisements, banners, inserts, etc.

- **Data delivery „Leitmotiv“ and „powered by“ package and „the only one“:**
  Please immediately after booking.

- **Data delivery for other media:**
  Please send your booked advertising media by 24 January 2027 at the latest, either by email or as a download link, to:
  Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

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Advertising media special

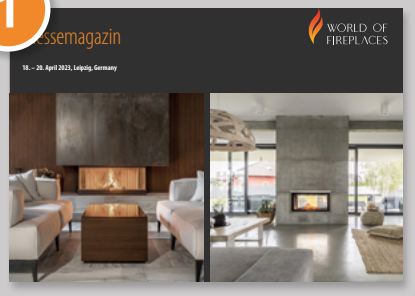
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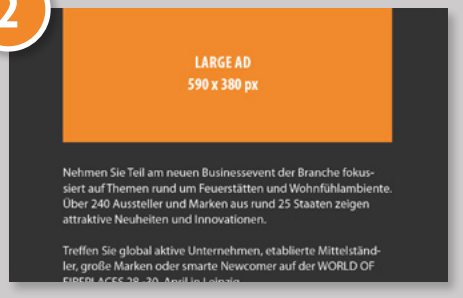
Advertising media booking

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Advertising packages

package ‘the only one’







example illustration

Package ‘the only one’

This package will give your company, product or service cross-media visibility and attract effective attention.

Bookings are limited to a maximum of one company. Please book as soon as possible, as the measure takes effect immediately.

The package includes:

1. **Photo on the front cover** of the trade fair magazine
2. **Header image** in the trade visitor newsletter
3. **Film presentation** in the catering area

Also recommended: Online trade fair marketing – Premium Package (see p. 12)

Investment

EUR 8,600

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Booking until 29 January 2027

1x available

Data specification

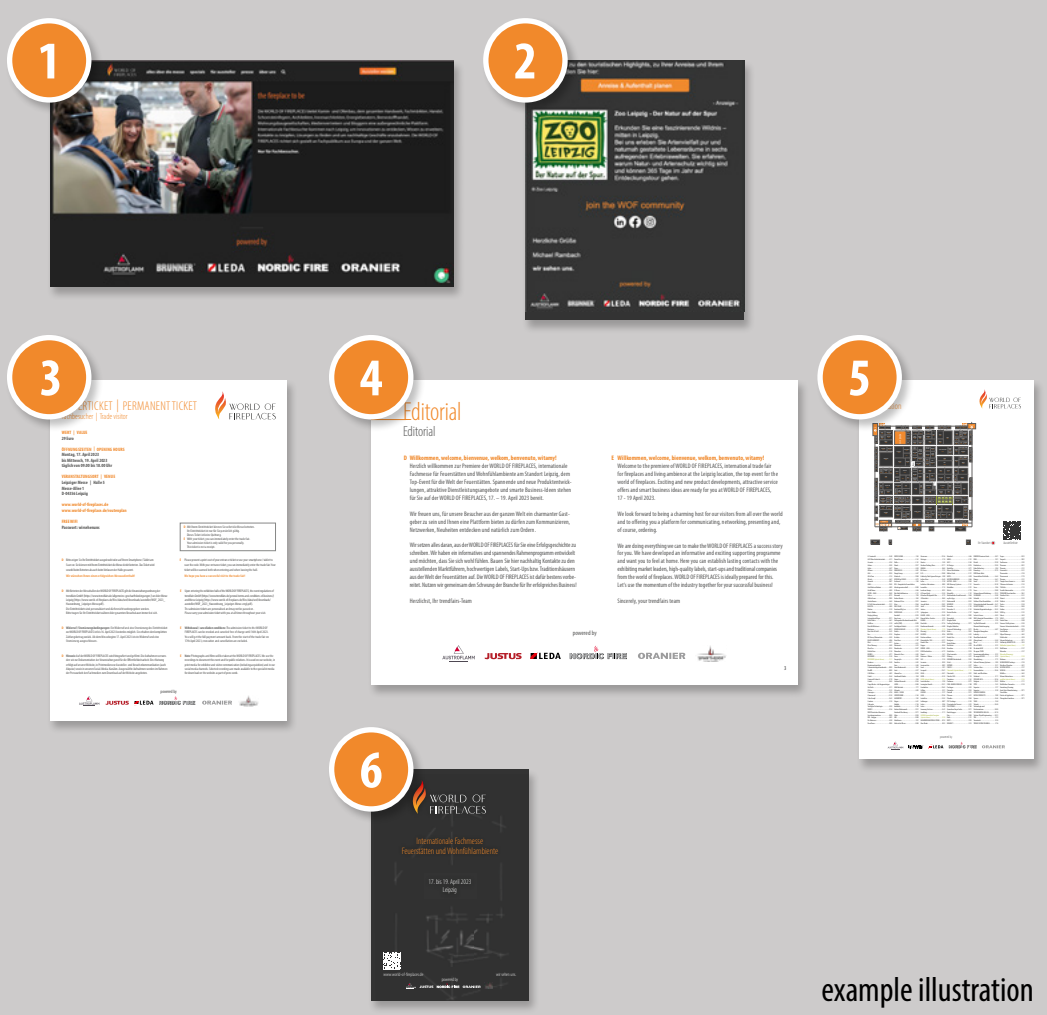
more information ›

Data delivery

Please send data or download link **as soon as possible** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising packages

package ‘powered by’



example illustration

Package ‘powered by’

Your company/brand logo will feature prominently in online and print advertising.
Bookings are limited to a maximum of seven company/brand logos.
Please book immediately, as your logo will be visible straight away.

„Powered by“ package online and in print Your logo on WORLD OF FIREPLACES media:

1. on the website‘s home page
2. on every trade visitor newsletter (ca. 8 im Jahr)
3. on the admission ticket for trade visitors
4. on the editorial page of the trade fair magazine
5. on the hall plan signage
6. in advertisements in trade magazines
7. in the credits of the WOF trade fair film
8. on the water bottles for visitors

Also recommended: Online trade fair marketing – Premium Package (see p. 12)

Investment

EUR 3,995

Optional addition:
Online trade fair marketing – Premium package EUR 1,995*

Booking until 29 January 2027

7x available

Data specification

· Digital logo as vector file, 4c
· negative and black & white

Data delivery

Please send data or download link **as soon as possible** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising packages

package ‘be visible’



example illustration

Package ‘be visible’

Your product or service will be visible in a variety of ways: online, on site and via the trade visitor newsletter. The package can be booked a maximum of 5 times. It is a comprehensive complete package for increased attention. With the VIMA Event Scanner, you can quickly and easily record your trade fair contacts.

The package includes:

1. **Editorial article** or **2/1 advertisement** in the trade fair magazine
2. **Logo** on floor graphics
3. **Text / image advertisement** in the trade visitor newsletter
4. **VIMA-Event Scanner –** Real-time lead scanner

Also recommended: Online trade fair marketing – Extended Package (see p. 12)

Investment

EUR 2,750

Optional addition:
Online trade fair marketing – Extended package **EUR 1,195**

Booking until 29 January 2027

5x available

Data specification

more information ›

Data delivery

Please send data or download link **as soon as possible** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising packages

package ‘smart and individual’







example illustration

Package ‘smart and individual’

Your company, product or service will go viral and become visible on the website and on site.

Your customers will notice you in the trade fair magazine on the website and via social media. This package puts your company in the spotlight in a smart way.

With the VIMA Event Scanner, you can quickly and easily record your trade fair contacts.

The package includes:

1. **News post** on social media channels
2. **1/1 advertisement** in the trade fair magazine
3. **VIMA-Event Scanner –** Real-time lead scanner

Also recommended: Online trade fair marketing – Basic Package (see p. 12)

Investment

EUR 1,500

Optional addition:
Online trade fair marketing – Basic package **EUR 495**

Booking until 29 January 2027

5x available

Data specification

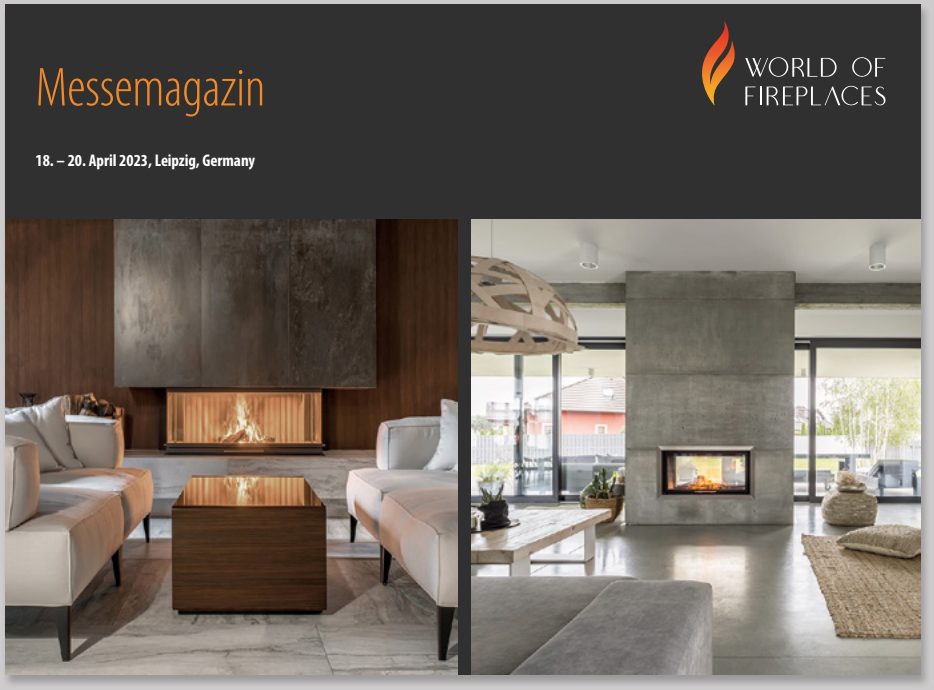
more information ›

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Print advertising media

photo title page trade fair magazine



example illustration

Photo title page trade fair magazine

Approximately 6,000 trade fair magazines will be produced for trade visitors to WORLD OF FIREPLACES. You can book the cover image of the trade fair magazine for a high-quality product photo of your brand.

You will reach your target group:
Fireplace and stove construction, the entire trade, specialist retailers, trade, chimney sweeps, architects, interior designers, energy consultants, fuel retailers and much more.

The trade fair magazine has a length of approximately 60 pages in four colours in the format W 210 mm x H 148 mm.

It will be handed out to visitors personally by hostesses and will be available at the WORLD OF FIREPLACES check-in. The magazine is also available online as an eBook for trade visitors.

Investment

EUR 995

Booking until 29 January 2027

2x available

Data specification

- Digital photo motif (pure product photo without logo & text)
- Format: W 99.5 mm x H 94 mm (+3 mm bleed all around)
- Resolution: 300 dpi

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

Print advertising media

advertisements on the trade fair magazine cover



example illustration

Advertisements on the trade fair magazine cover

Present your company / brand(s) effectively with your advertisement in the trade fair magazine.

You will reach the following target groups:
Fireplace and stove construction, the entire trade, specialist retailers, trade, chimney sweeps, architects, interior designers, energy consultants, fuel retailers and much more.

It will be handed out to visitors personally by hostesses and will be available at the WORLD OF FIREPLACES check-in. The magazine is also available online as an eBook for trade visitors.

Circulation approx. 6,000 copies,
also available as an eBook.

* Advertisement U3: As the U3 is occupied by the fold-out display showing the hall layout, **the left-hand side of the U3** is available as a display area.

Investment

Advertisement U2 / U3 / U4
EUR 1,295

Booking until 29 January 2027

one of each available

Data specification

- Resolution: 300 dpi as PDF
- Format: W 210 x H 148 mm (+3 mm bleed)
- Text / image 12 mm distance from spine (adhesive binding)

Data delivery

Please send data or download link by
29 January 2027 at the latest
by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Print advertising media

advertisements inside section trade fair magazine



example illustration

Advertisements inside section trade fair magazine

Present your company/brand(s) effectively with your advertisement in the trade fair magazine.

You will reach the following target groups:

Fireplace and stove construction, the entire trade, specialist retailers, trade, chimney sweeps, architects, interior designers, energy consultants, fuel retailers and much more.

It will be handed out to visitors personally by hostesses and will be available at the WORLD OF FIREPLACES check-in. The magazine is also available online as an eBook for trade visitors.

Circulation approx. 6,000 copies, also available as an eBook.

Investment

- **Advertisement 1/1 page EUR 895**
- **Advertisement 2/1 page EUR 1,295**

Booking until 29 January 2027

Data specification

- Resolution: 300 dpi as PDF
- Format 1/1 page: W 210 x H 148 mm (+3 mm bleed all around)
- Format 2/1 page: W 420 x H 148 mm (+3 mm bleed all around)
- Text / image 12 mm distance from the spine (adhesive binding)

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

Print advertising media

editorial contribution to trade fair magazine



example illustration

Editorial contribution to trade fair magazine

Present your company/brand(s) with an editorial article on a double page in the trade fair magazine.

You provide text(s), image(s) and logo(s) – we design.

Promote your products, services, innovations and highlights in your editorial contribution. The trade fair magazine will be available online on the WORLD OF FIREPLACES website for three months from the start of the trade fair. Please provide us with additional URLs related to your editorial contribution and we will be happy to include them in the online version.

Circulation approx. 6,000 copies, also available as an eBook.

Investment

EUR 1,295

Booking until 29 January 2027

Data specification

- Digital photo motifs and text
- Resolution: 300 dpi
- 2/1 page format: W 420 x H 148 mm (+3 mm bleed all around)

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

online trade fair marketing

basic listing + basic · extended · premium

Watch the explanatory video





Upgrade: Basic

Upgrade: Extended

Upgrade: Premium

example illustration

Your trade fair presence begins long before the first handshake at the stand.
Using the WORLD OF FIREPLACES online platform, you can draw visitors' attention specifically to your company – before, during and after the trade fair. Articles, videos, podcasts and events act as online exhibits that captivate visitors even before the trade fair begins and draw them to your stand. **Your basic listing is included with your stand booking.** Which upgrade is the right one depends on your goals.

The packages build on one another:

- **Basic:** Presence & Visibility
  Logoticker homepage, logo on the venue map online, 4 posts
- **Extended:** Reach & Lead Generation
  Premium profile, featured on the homepage, 6 posts, lead insights, approx. 3x reach
- **Premium:** Celebrities & Opinion Leaders
  Top of the list, suggested follow-up, 8 posts, 12 months; monitoring after the trade fair

Investment

Package upgrades:

Basic	**EUR 495**
Extended	**EUR 1,195**
Premium	**EUR 1,995***

more information ›

Availability

Basic: unlimited
Extended: unlimited
Premium: limited

Buchung

via AMS, the order form, stand registration, email or in Conteo Publisher

Contact

Conteo AG
servicedesk@conteo.io
Telefon: +41 44 552 44 64

If you have any questions, please just give us a call or send us an email.: Nicole Dylong, phone +49 89 244 193 205, dylong@trendfairs.de *Launch price 2027: EUR 1,995 instead of EUR 2,495

WORLD OF FIREPLACES

online trade fair marketing

packages in detail

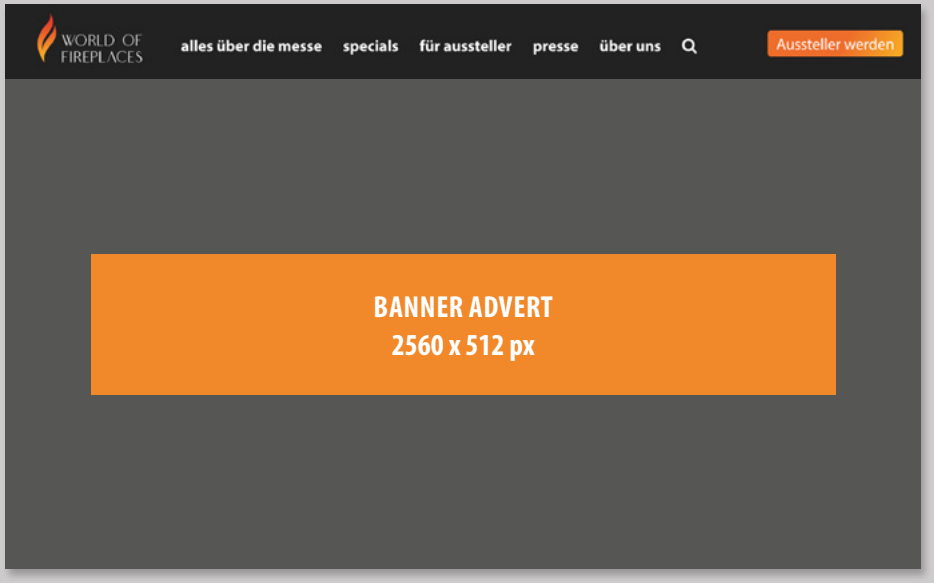
	Basic entry	Basic	Extended	Premium (limited)
Investment	**already paid***	**EUR 495**	**EUR 1,195**	**EUR 1,995****
Goal	Basic needs	Presence & Visibility	Reach & Lead generation	Celebrities & Opinion Leaders
Content and reach in the run-up to the trade fair				
Articles and events	2	4	6	8
Advertisements on topic pages, recommendations, search, programme, distribution via email updates	✓	✓	✓	✓
Featuring posts on the homepage	–	–	✓	✓
Profile, branding and visibility				
Profile with logo and lead generation, follow profile	✓	✓	✓	✓
Premium profile with hero image, premium preview tile	–	–	✓	✓
Logo ticker on the homepage, logo on the online venue map	–	✓	✓	✓
Top of the list in the exhibitor directory	–	–	✓	high level
The profile is suggested for following during registration	–	–	–	✓
Lead generation · Success after the trade fair				
Online presence in the run-up to the next trade fair, analytics	✓	✓	✓	✓
Advanced Lead Insights	–	–	✓	✓
Monitoring of a content channel for 12 months + 6 posts, featured content and email campaigns following the trade fair	–	–	–	✓

* By registering for a stand, you have already paid the marketing fee – the basic listing is included in this. Booking: AMS, order form, stand registration, email or directly via Conteo Publisher.

**Launch price 2027: EUR 1,995 instead of EUR 2,495

online trade fair marketing

additional content · banner advert



example illustration

Additional content (post or event)

For exhibitors who have used up their package allowance. The content is displayed via theme pages, search, recommendations and email updates.

Banner advert on the website

Exclusive banner placement on the platform's home page – replacing the previous slider banner.

Investment

Additional content	**EUR 200**
Banner advert	**EUR 1,500**

Availability

Additional content: unlimited
Banner advert: 5x available

Data Specification

· Format: W 2.560 x H 512 px
· File format: JPG, PNG, GIF

Booking

via AMS, the order form, email or directly in Conteo Publisher (for additional content only)

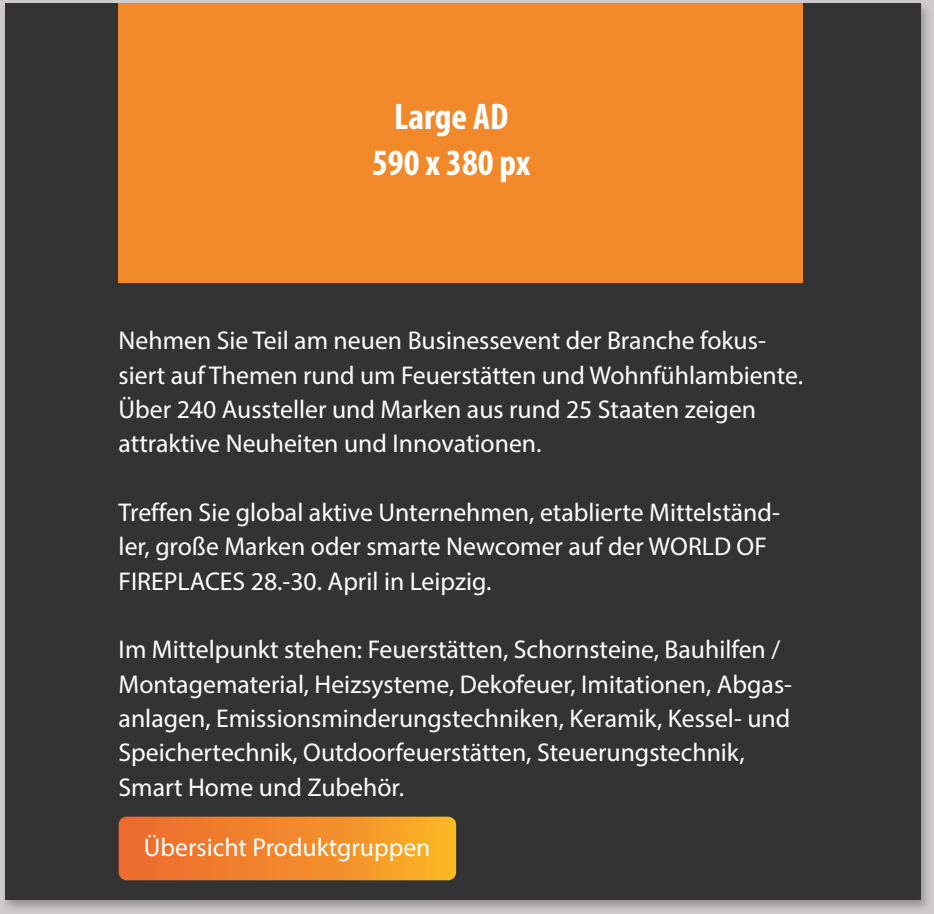
Contact

Conteo AG
servicedesk@conteo.io
Telefon: +41 44 552 44 64

If you have any questions, please just give us a call or send us an email.: Nicole Dylong, phone +49 89 244 193 205, dylong@trendfairs.de

Online advertising media

trade visitor newsletter – header image



example illustration

Trade visitor newsletter – header image
Large AD 590 x 380 px

Before and during the WOF, trade visitor newsletters are sent out to potential visitors. Within these newsletters, you have the opportunity to include a header image with a high-quality product photo.

The newsletters are sent to over 12,000 international contacts.

Investment

Per mailing **EUR 995**

Booking until 29 January 2027

2x available

Data specification

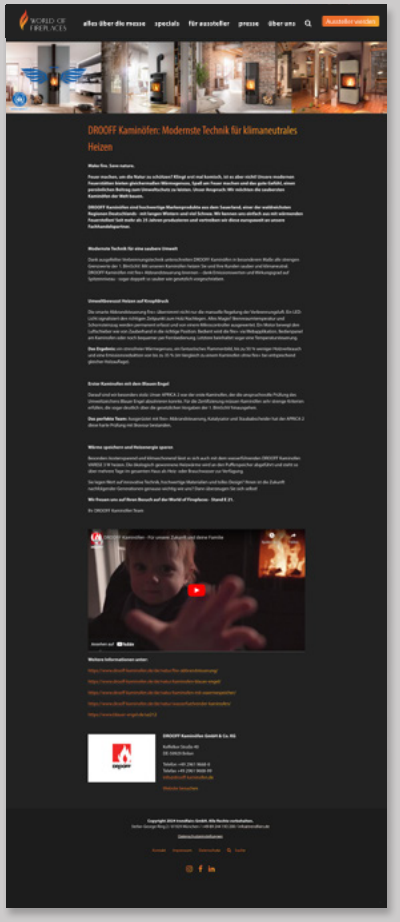
· Resolution: 150 dpi
· Format: W 590 x H 380 px

Data delivery

Please email the data or download link **one week before dispatch** to:
Nicole Dylong, dylong@trendfairs.de

Online advertising media

individual, personal special newsletter



example illustration

Individual, personal special newsletter

Before the trade fair, four individual special newsletters will be sent to potential trade visitors. These will contain your individual texts and images.

You will reach your existing and new customers and can inform them about your products and services before the trade fair and, of course, draw their attention to your trade fair appearance.

Your company will receive additional attention for your trade fair appearance at WORLD OF FIREPLACES and you will increase your trade fair success in the long term.

Investment

Per newsletter **EUR 1,495**
Inclusive programming

Booking until 29 January 2027

4x available

Data specification

Customised texts and images,
German & English

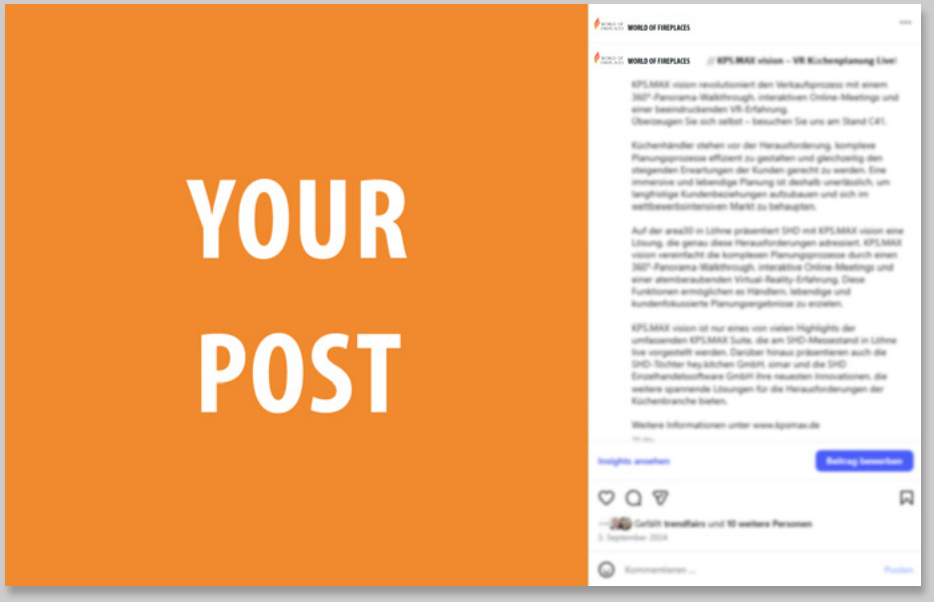
Data delivery

Please send data or download link by email **at least one week before dispatch** to:
Nicole Dylong, dylong@trendfairs.de

Online advertising media

news post

(sent via the WOF social media channel)



example illustration

News post on WOF social media channels

Take advantage of the high frequency of our social media channels (Facebook, Instagram & LinkedIn) and generate impressions of your individual news posts.

You provide us with the text and image, and we will post it for you, leveraging the popularity of WORLD OF FIREPLACES.

Investment

Per post **EUR 395**

Data specification

- Your news article: headline, short teaser (max. 255 characters), news text
- Digital photo motif as JPG, GIF or PNG with max. 1 MB / 1,024 x 1,024 pixels
- YouTube film address

Data delivery

Please send data or download link by email **at least 7 days before publication** to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

display leitmotif, online banner



example illustration

Leitmotif advertisements, online banners

Your high-quality product photo will become the 2027 theme for WORLD OF FIREPLACES in advertisements and online banners.

Your motif will be promoted exclusively and will receive a special unique selling point.

As part of our cooperation with the industry's leading trade media, a large number of advertisements will be placed in international trade magazines and online banners.

The leitmotif emphasises the uniqueness of your product and increases your reach. It can only be booked once.

Early booking is recommended, as the leitmotif will be visible with immediate effect.

Investment

EUR 6,250

Booking until 29 January 2027

1x available

Data specification

- Digital photo motif (pure product photo, without logo and text)
- Format: W 210 x H 148 mm (+ 3 mm bleed), reduced size usable in portrait and landscape format
- Resolution: 300 dpi
- Pure product photo, no logos and text elements

Data delivery

Please send data or download link **as soon as possible** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

film presentation catering



example illustration

Film presentation catering

WORLD OF FIREPLACES offers you the opportunity to present your corporate film. Several large monitors will be positioned in the catering area.
Your film will be shown here on a continuous loop over the three days of the trade fair.

We recommend short films between 60 and 90 seconds in length.

You will achieve maximum visibility for your advertising message.

Investment

Per film presentation **EUR 1,295**

Booking until 29 January 2027

6x available

Data specification

Full-HD, max. 3 Min.

Data delivery

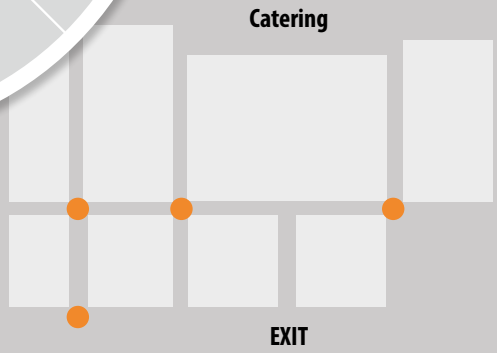
Filmlieferung per Download-Link bitte bis **29. Januar 2027** per E-Mail an:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

logo on floor graphics



Sample placement
in the exhibition hall



example illustration

Logo on floor graphics

At WORLD OF FIREPLACES 2027, you have the opportunity to use floor graphics as advertising space for your logo.
Floor stickers provide visitors with important directions and convey your advertising message. The stickers are located on the carpet at relevant aisle intersections in the hall.

Benefit from even more attention for your company at all important junctions.

Investment

Pro Logo **EUR 695**
Including production, assembly, disassembly for 3 days

Booking until 29 January 2027

12x available

Data specification

- Floorgraphic format: W 200 x H 200 cm
- Format of your logo: approx. W 35 x H 35 cm
- Digital logo as vector graphic, 4c, negative and black & white

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

Advertising media special

advertising banner entrance exhibition hall



example illustration

Advertising banner at the entrance to the exhibition hall

The advertising banners attached to the outer walls of the exhibition halls are visible from a great distance and are therefore clearly visible outside the exhibition grounds for the entire three days. A clear statement to visitors about your participation in the exhibition and your relevance in the market.

Every visitor passes by your advertising.
You draw attention to your company in the entrance area.

This medium significantly increases your visibility and thus your success at the exhibition.

Investment

Per banner **EUR 2,495**
including production, assembly, disassembly for 3 days

Booking until 29 January 2027

8x available

Data specification

· Banner: W 553 x H 305 cm
· Digital photo motif
· Resolution: 150 dpi
· Text / image 150 mm from the edge

Data delivery

Please send data or download link by
29 January 2027 at the latest
by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

Advertising media special

bridge tensioning strap



example illustration

Bridge tensioning strap

The pedestrian bridge between P1 & P2 is available to you as advertising space.

Banners offer an ideal surface for your message and enable you to directly address trade visitors arriving by public transport.

This is an eye-catching advertising space that will increase your trade fair success.

trendfairs reserves the right to allocate the spaces.

Investment

Per advertising space **EUR 795**
including production, assembly, disassembly for 3 days

Booking until 29 January 2027

4x available

Data specification

- Format per advertising space: B 500 cm x H 90 cm
- Digital photo motif
- Resolution: 150 dpi

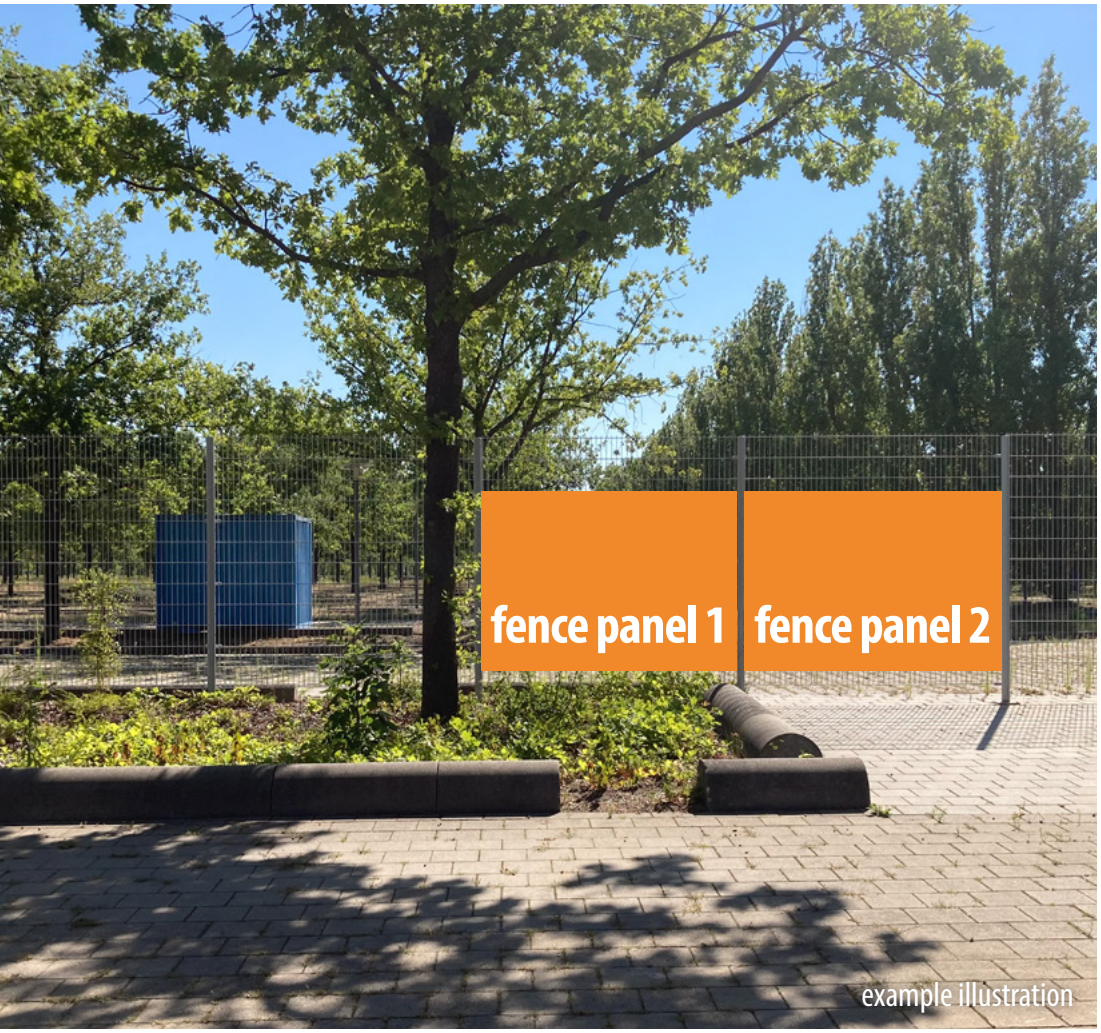
Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

Advertising media special

advertising banner at the car park



example illustration

Advertising banner at the car park

The fences between car park P1 and exhibition hall 5 are available to you as advertising space.

You can optimally position your brand on the banners and directly address car park users.

A powerful message about your trade fair presence and your market position.

trendfairs reserves the right to allocate the space.

Investment

- **1 fence panel** **EUR 990**
- **2 fence panel** **EUR 1,980**

including production, assembly, disassembly for 3 days

Booking until 29 January 2027

Data specification

- Format for one fence panel B 240 x H 155 cm
- Format for two fence panel B 494 x H 155 cm
- Digital photo motif
- Resolution: 150 dpi

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

mirror above washbasin



example illustration

Mirror above washbasin

One glance in the mirror and your customers know who you are! Surprise visitors with your message on the mirrors in numerous toilet facilities in the exhibition halls and in the Congress Centre Leipzig.

Investment

- **Per mirror** **EUR 350**
- **Package price 12 pcs.** **EUR 3,500**

including production, assembly, disassembly for 3 days

Booking until 29 January 2027

36x available

Data specification

- Dimensions depend on location, exact dimensions on request
- Digital photo motif
- Resolution: 150 dpi

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

WORLD OF FIREPLACES

Advertising media special

mirror in the hallway



example illustration

Mirror in the hallway

On the way to the exhibition halls, there are large mirrors in the toilet facilities where visitors can admire themselves in all their glory.

Take advantage of this size and advertise with an eye-catching sticker. We are happy to assist you with the production.

Investment

- **Per mirror** **EUR 790**
- **Package price 4 pcs.** **EUR 2,900**

including production, assembly, disassembly for 3 days

Booking until 29 January 2027

12x available

Data specification

- Format per mirror: W 138 x H 166 cm
- Digital photo motif
- Resolution: 150 dpi

Data delivery

Please send data or download link by **29 January 2027 at the latest** by e-mail to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

vima event scanner app – lead scanner in real time



example illustration

VIMA Event Scanner App

You will receive qualified leads from visitors to your stand.

The lead scanner records:

· Contact details of the trade fair visitor (company, name, address, e-mail)
· Number of visitors with date and time
· Assignment to own staff

The advantages are obvious:

Easy to use, straightforward evaluation of your trade fair contacts, personal customer contact on site and afterwards.

Contact your leads immediately after the conversation and significantly increase your trade fair success.

Investment

EUR 345

Booking until 29 January 2027

More information to the lead scanner:

more information ›

visitor-lanyard-branding



example illustration

Visitor-lanyard-branding

Showcase your company on the official WORLD OF FIREPLACES visitor lanyard and benefit from an eye-catching advertising space with a wide reach.

New for 2027: Upon entry, every visitor to the trade fair will receive a personalised visitor badge, complete with a lanyard, which must be worn throughout their visit to the fair. This ensures that **your brand is constantly in full view of visitors, exhibitors and industry decision-makers**, both on site and afterwards in the photos taken at the trade fair.

Your logo will be displayed alongside a maximum of five other sponsors.
Multiple bookings are possible – but only with different brands.
Valid for bookings of 2 or more

Orders will be allocated from 20 December 2026. The arrangement of the logos and the design are the responsibility of trendfairs.

Investment

Per logo / brand **EUR 995**

Booking until 20 December 2026

6x available

Data Specification

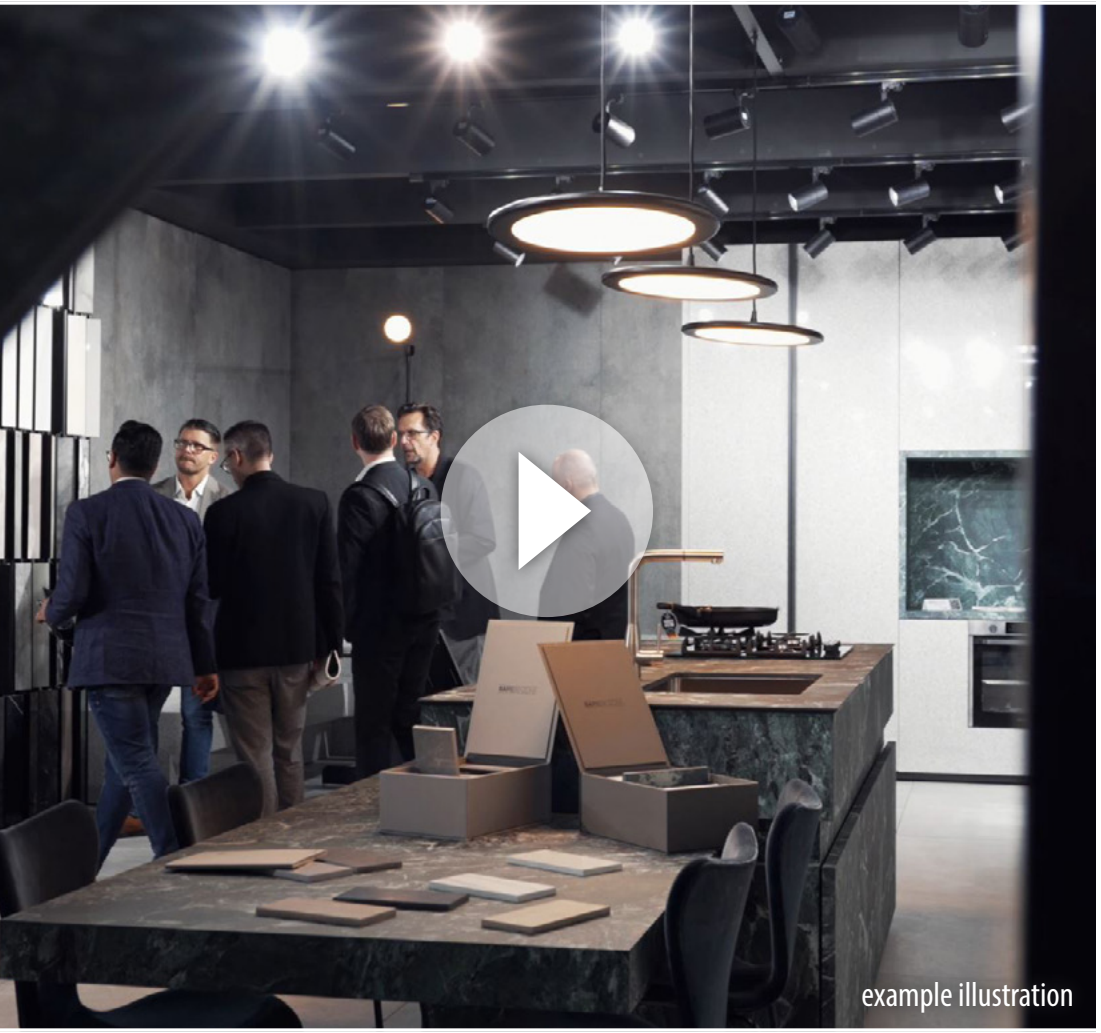
Size: 20 x 900 mm,
printed on both sides; digital logo as a vector file, 4-colour,
negative and black and white

Data delivery

Please send the data or download link **by 20 December 2026 at the latest** by email to:
Nicole Dylong, dylong@trendfairs.de

Advertising media special

video / photo shoot at exhibition stand & trailer production


example illustration

Video / photo shoot at exhibition stand & trailer production

A trade fair trailer is an excellent way to highlight your company as the highlight of the trade fair. After a brief briefing at the trade fair, an experienced team of photographers and videographers will create high-quality 4K recordings of your trade fair stand and selected product highlights. Optionally, short statements can also be recorded to present highlights.

In addition to video sequences, photographs can also be taken on request.

In post-production, we select the best shots and create your individual trade fair trailer for a predefined target format (e.g. YouTube landscape format, Instagram Reel or Story portrait format).

Investment

Individual and flexible booking options **from EUR 1,500**
depending on the respective effort

Services

www.messeshooting.medienpilot.de
more information ›

Contact

messeshooting@medienpilot.de

Advertising media special

photo shoot at exhibition stand (outside exhibition hours)





example illustration

Photo shoot at exhibition stand (outside exhibition hours)

Professional photography of your exhibition stand.

The shoot takes place outside of exhibition hours in the morning or evening.

Investment

Individual and flexible booking options **from EUR 500**

depending on the respective effort

Services

www.messeshooting.medienpilot.de

more information ›

Contact

messeshooting@medienpilot.de

WORLD OF FIREPLACES

Advertising media booking

book your advertising media conveniently via your exhibitor management system (AMS)

The following link will take you directly to the AMS login page, where you can make your booking:
https://aussteller.trendfairs.de/#/s/login

QR code for AMS

Stornierungsklausel
Cancellations of advertising media that have already been booked must be made in writing.
For printed matter,
cancellation is free of charge up to the respective communicated printing deadline. After this deadline has passed,
cancellation is no longer possible and the full agreed price will be charged.

For all other advertising media (e.g. digital advertising space, special services), cancellation fees may apply depending
on the work already performed. These will be calculated individually based on the costs and work performed up to the time of cancellation.

The organiser reserves the right to charge in full for services already commenced or fully rendered.

WORLD OF FIREPLACES

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising packages

☐ **Package 'the only one'**	EUR	8,600	**page 4**
☐ including the Premium Online Trade Fair Marketing Package	EUR	10,595	
☐ **Package 'powered by'**	EUR	3,995	**page 5**
☐ including the Premium Online Trade Fair Marketing Package	EUR	5,990	
☐ **Package 'be visible'**	EUR	2,750	**page 6**
☐ including the Extended Online Trade Fair Marketing Package	EUR	3,945	
☐ **Package 'smart and individual'**	EUR	1,500	**page 7**
☐ including the Basic Online Trade Fair Marketing Package	EUR	1,995	

Print advertising media

☐ Photo on the front cover of the trade fair magazine	EUR	895	**page 8**
☐ Advertisement cover page U2	EUR	1,295	**page 9**
☐ Advertisement cover page U3	EUR	1,295	
☐ Advertisement cover page U4	EUR	1,295	
☐ Advertisement 1/1 page	EUR	895	**page 10**
☐ Advertisement 2/1 page	EUR	1,295	
☐ Editorial contribution to trade fair magazine	EUR	1,295	**page 11**

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

WORLD OF FIREPLACES

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Online advertising media

☐	Premium package	EUR 1,995*	page 12
☐	Extended package	EUR 1,195	page 12
☐	Basic package	EUR 495	page 12
☐	Additional content	EUR 200	page 14
☐	Banner advert (limited)	EUR 1,500	page 14
☐	Trade visitor newsletter – header image	EUR 995	page 15
☐	Individual, personalised special newsletter	EUR 1,295	page 16
☐	News post	EUR 395	page 17

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

*Launch price 2027: EUR 1,995 instead of EUR 2,495

WORLD OF FIREPLACES

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising media special

☐ Leitmotif advertisements, online banners	EUR 5,900	page 18
☐ Film presentation catering	EUR 990	page 19
☐ Logo on floor graphics	EUR 695	page 20
☐ Advertising banner at the entrance to the exhibition hall	EUR 2,495	page 21
☐ Bridge tensioning strap	EUR 795	page 22
☐ Advertising banner at the car park – 1 fence panel	EUR 990	page 23
☐ Advertising banner at the car park – 2 fence panel	EUR 1,980	
☐ Mirror above washbasin – Per mirror	EUR 350	page 24
☐ Mirror above washbasin – Package price 12 pcs.	EUR 3,500	
☐ Mirror in the hallway – Per mirror	EUR 790	page 25
☐ Mirror in the hallway – Package price 4 pcs.	EUR 2,900	
☐ VIMA event scanner app – lead scanner in real time	EUR 345	page 26

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature

WORLD OF FIREPLACES

Advertising media booking

please send your booking(s) by e-mail to dylong@trendfairs.de

Advertising media special

☐ Lanyards, 1 Logo / Brand	EUR	995
☐ Lanyards, 2 Logos / Brands	EUR	1,990
☐ Lanyards, 3 Logos / Brands	EUR	2,985
☐ Lanyards, 4 Logos / Brands	EUR	3,980
☐ Lanyards, 5 Logos / Brands	EUR	4,975
☐ Lanyards, 6 Logos / Brands	EUR	5,970

Address

First name, surname

Company

Postcode/city

Phone

Email

Date, Signature