



July 14 - 17, 2021
Friedrichshafen | Germany



YOUR CHANCE TO ADVERTISE AERO 2021!

Media entries

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OVERVIEW OF AERO MEDIA



AERO GUIDE - KNOW HOW TO GO

Advertise during the trade show

Format	120 x 210mm
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YOUR ADVANTAGES

- available as download
- will be used intensively during the trade show thanks to the handy format
- Number of copies: 20.000



AERO WEBSITE - DIE DIGITALE BASIS

Advertise on the official website

User (per quarter)	177,000
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Page Impressions (impressions per quarter)	929,000
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YOUR ADVANTAGES

- advertise in AERO key digital media
- digital indexes (for exhibitors, products and trademarks)
- high impression rate before, during and after the trade show
- available in 2 languages
- placement of your own social media links

MANDATORY ENTRIES IN AERO INDEXES

Closing date

May 31, 2021

MANDATORY ENTRY

€ 185,-*

index of exhibitors, index of trademarks

- The mandatory exhibitor entry consists of an entry in the index of exhibitors (company name, street, post code / town, telephone, fax, Internet and e-mail), max. three categories in the index of trademarks (logo is not included)

* equates the media entry fee when the stand is booked. The stand number will be inserted by the trade fair management.

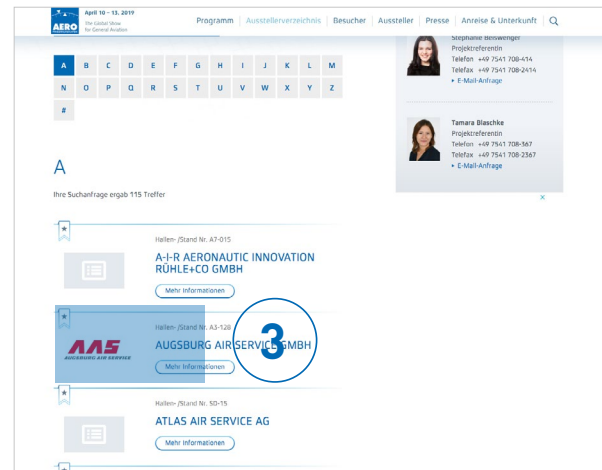


All examples on this page and the following pages are without obligation.

Data entry via the Online Service Center (OSC)

After the stands have been allocated, you will receive your personal OSC login data from us. This allows you the following options:

- processing and booking your mandatory entry
- refining your company profiles and configuring your logos
- previewing and checking your entries



1 + 2: Example: Mandatory entry in the index of exhibitors

3: Example: Mandatory entry on the Website

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AERO LOGO PACKAGES

YOUR ADVANTAGES
 Logo presence in the most important advertising materials and indexes of AERO
 can be booked individually according to your needs

Data format eps, tif, png, jpg (resolution: 300dpi)

Closing date May 31, 2021

I. EXHIBITOR LIST LOGO PACKAGE

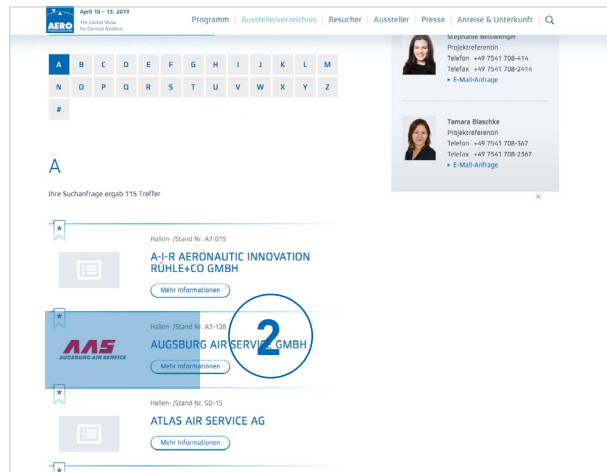
This logo package makes sure you can be found at a glance in all the indexes of exhibitors published. From the printed guide and to the website.

PACKAGE PRICE (Logo 4c) **€ 65,-**



1: Logo entry in the catalogue

5



2: Logo entry on the Website

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AERO LOGO PACKAGES

YOUR ADVANTAGES
logo presence in all the hall
overviews of AERO
one package for all the
printed
and digital media

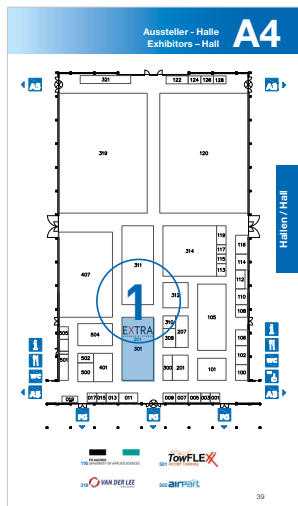
Data format	eps, tif, png, jpg (resolution: 300dpi)
Closing date	May 31, 2021

II. HALL INDEX LOGO PACKAGE

With your logo in the hall overview, people will find your stand more quickly. Whether they look you up in the guide or on the website.

PACKAGE PRICE (Logo 4c) **€ 65,-***

* Reproduction of logo depends on the size of stand and logo proportions. We recommend exhibitors with smaller areas to place their logo in the index of exhibitors.



1: Logo entry in the catalogue

2: Logoeintrag im Hallenverzeichnis auf der Website

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AERO LOGO PACKAGES



Data format eps, tif, png, jpg (resolution: 300dpi)

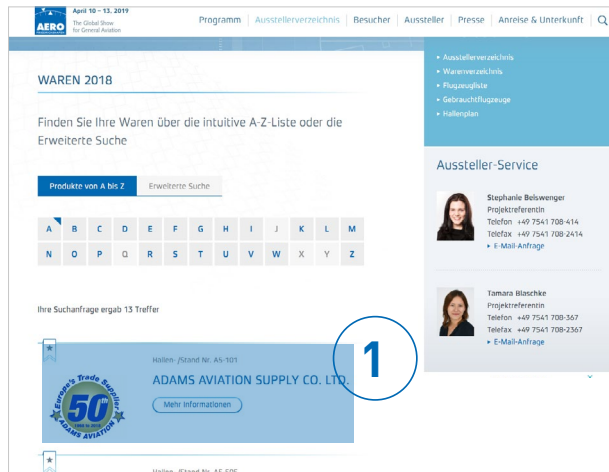
Closing date May 31, 2021

III. INDEX OF PRODUCTS LOGO PACKAGE

Logos give trademarks visual recognition. The index of products logo package lets you run up the flag on the website.

PACKAGE PRICE (Logo 4c)

€ 65,- per logo



1: Complete entry in the index of trademarks on the website

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ADDITIONAL ENTRIES



Data format eps, tif, png, jpg (resolution: 300dpi)

Closing date May 31, 2021

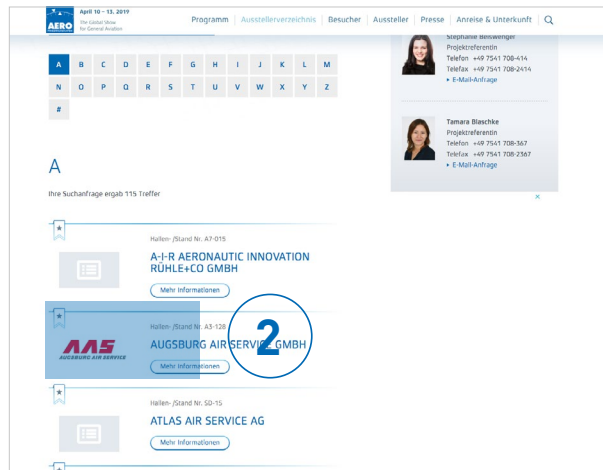
I. INDEX OF EXHIBITORS

ADDITIONAL ENTRY IN THE INDEX OF EXHIBITORS € 30,-

Further entry of a adress (manufacturers, importers, etc.)



1: Additional index of exhibitors in the catalogue



2: Additional index of exhibitors on the website

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ADDITIONAL ENTRIES



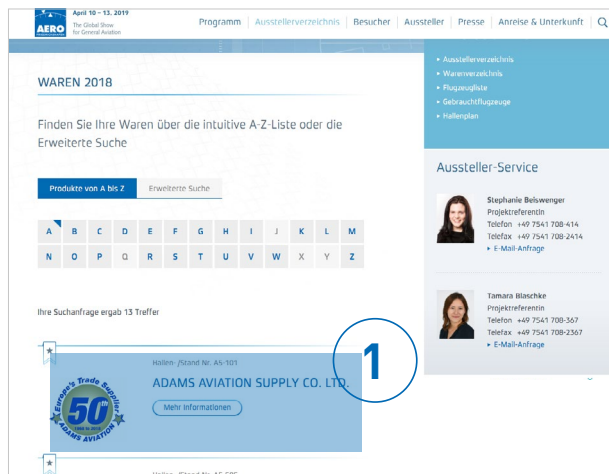
Data format eps, tif, png, jpg (resolution: 300dpi)

Closing date May 31, 2021

II. INDEX OF PRODUCTS

ADDITIONAL ENTRY IN THE INDEX OF PRODUCTS € 30,- per trademark

Supplementary one-line entry



1: Entry in the additional index of trademarks on the AERO website

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LINKS TO YOUR SOCIAL MEDIA SITES



Closing date

May 31, 2021

Link your entries in the online exhibitor list directly with your social media platforms. This means visitors to the official OutDoor website are only a click away from your Facebook presence or your other social media platforms.

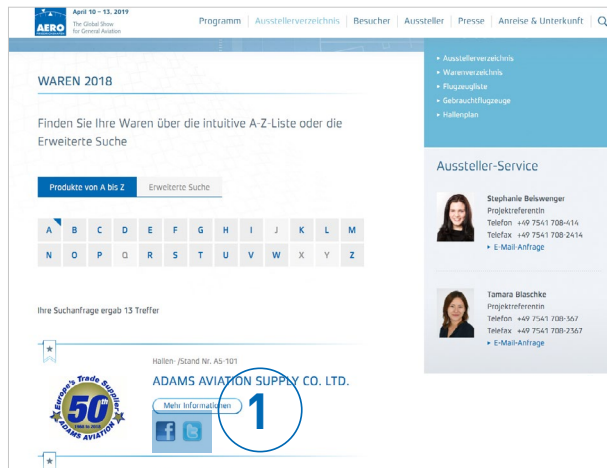
SOCIAL MEDIA LINK

€ 25,- per link

Web 2.0 link (link to facebook, app or others))

POSSIBLE ENTRIES

- link to your Facebook site
- link to your Twitter account
- link to your product or image video on YouTube
- link to your Flickr, Instagram or LinkedIn account
- link to your Android app
- link to your iPhone app
- PDF for your sales brochures, price lists or image brochures



1: Web 2.0 links on the website

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