

**360° MARKETING AND ADVERTISING OPPORTUNITIES**

**FIBO**

GLOBAL FITNESS

**For a strong and healthy society.**

## FIBO 2024 FAST FACTS



941 exhibitors and partners  
from 53 nations



129.668 visitors from 114 countries  
52,3 % trade visitors / 47,7% private visitors



400 Lectures, panel discussions  
and join-in exercises



271.900.000 media reach with press coverage



119.000 social media reactions



13.100.000 social media impressions

# DIGITAL SIGNAGE

## DIGITAL SIGNAGE ENTRANCE NORTH

Welcome visitors with your advertising! This LED screen placed directly above the at the north entrance. No matter whether you use an advert or video, no visitor can pass by this LED screen without taking note. Recordable from both sides.

### Entrance north above the turnstiles

- /// Product number: 4330056 / 4330057
- /// Max. 3 exhibitors + FIBO
- /// Playout: at least 1/4 of the time during the entire duration of the fair
- /// Duration: at least 1200 playouts with a duration of 30 seconds each slot
- /// Content: 24:9
- /// File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- /// Dimensions: 7.2 x 2.7 m (B x H), 2880 x 1080 px
- /// Price video: 7,165.00 €
- /// Price video incl. sound: 8,165.00 €

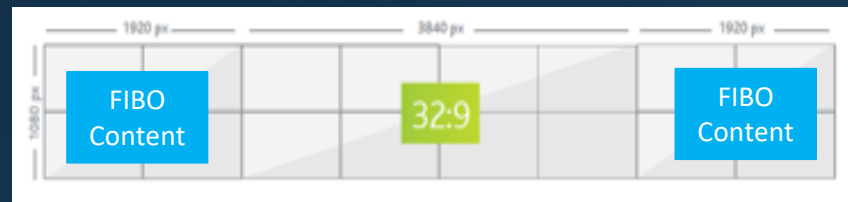


## DIGITAL SIGNAGE BOULEVARD

This generous advertising space allows your brand to be individually staged at the popular Lindbergh Restaurant right near the halls 6 and 9.

### Restaurant bridge at the north boulevard

- Product number: 4330025
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts with a duration of 30 seconds each slot
- Content: 32:9
- File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- Dimensions: 4.85 x 1.4 m (W x H), 3840 x 1080 px
- Price: 4,850.00 €

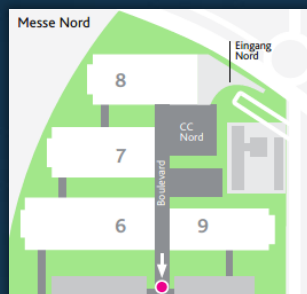
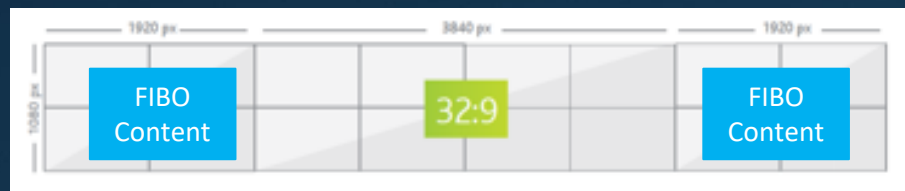


## DIGITAL SIGNAGE BOULEVARD

Directly above the passage from the north boulevard to the central boulevard you reach the visitors ideally on their way to the southern halls.

### Transition from the north boulevard to the central boulevard

- / Product number: 4330031
- / Max. 4 exhibitors + FIBO
- / Playout: at least 1/5 of the time during the entire fair
- / Duration: at least 960 playouts with a duration of 30 seconds  
Content: 32:9
- / File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- / Dimensions: 4.85 x 1.4 m (W x H), 3840 x 1080 px
- / Price: 5,350.00 €

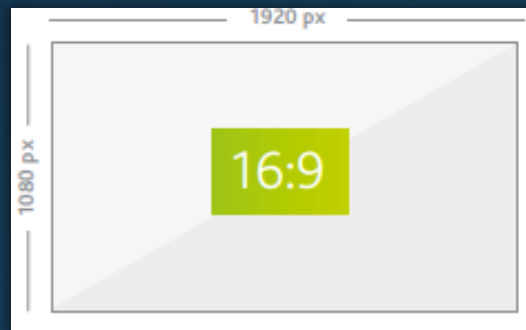


## DIGITAL SIGNAGE BOULEVARD

Welcome the visitor with your advertising at the fair! This prominently placed advertising space effectively welcomes visitors from the south and attracts the attention of all visitors.

### Transition entrance south / passage 3 - 11

- ✓ Product number: 4330063
- ✓ Max. 2 exhibitors + FIBO
- ✓ Payout: at least 2/5 per day
- ✓ Duration: at least 480 playouts with a duration of 30 seconds each slot per day
- ✓ Content: 16:9
- ✓ File format: Picture: JPG oder PNG / Video: mp4 (h.246)
- ✓ Dimensions: 4.8 x 2.7 m (W x H), 1920 x 1080 px
- ✓ Price **per day**: 2,995.00 €



# INDOOR ADVERTISING



## PRINT ORIENTATION PLAN

Help visitors find your stand quickly, while they are seeking for orientation.

### Logo highlighting on Orientation Plan

- / Product number: 5300066
- / Limited per hall
- / Highlighting of the booth
- / Price: 729.00 €



## INDOOR ADVERTISING PROMOTION TEAM & FOOTSTEPS

Lead potential customers directly to your stand! You could hand out free product samples, give-aways or flyers. Footsteps will lead visitors to your stand. Make sure that no visitor loses sight of your company!

### Promotors

- Valid at all four days of the show
- Price Permission Team of Two 5340050: 3,475.00 €
- Price Permission Team of Three 5340051: 5,215.00 €

Sponsors bring their own staff.

### Footsteps

- Product number: 5320035
- Dimensions: 15.00 x 35.00 cm (w x h)
- Price: 3,050.00 € (minimum 100 footsteps)



## INDOOR ADVERTISING BANNER NORTH BOULEVARD

The Boulevard connects the trade fair halls 6 to 9 with Entrance North and leads to the Central Boulevard which connects to Entrance South. All visitors entering via Entrance North will have to walk on the Boulevard.

### Wall Banner Hall 8 (south side)

- / Product number: 5320065
- / Different positions available
- / Dimensions: 24 m<sup>2</sup> (6 x 4 m (w x h))
- / Price: 4,080.00 €

### Banner North Boulevard

- / Product number: 5320068
- / Different positions available
- / Dimensions: both sides printed 30 m<sup>2</sup> (15m<sup>2</sup> each side 5 x 3 m (w x h))
- / Price: 5,940.00 €

### Giant Banner North Boulevard

- / Product number: 5320078
- / Different positions available
- / Dimensions: both sides printed 87,6 m<sup>2</sup> (43.8 m<sup>2</sup> each side 14.60 x 3 m (w x h))
- / Price: 12,327.00 €



## INDOOR ADVERTISING NORTH BOULEVARD

Ad-Boxes deliver a strong contrast and stand out even from a distance.

### Ad-Box North Boulevard

- / Product number: 5320077
- / Position: 6 positions available
- / Dimensions: 5.25 m<sup>2</sup> (2,10 x 2,40 x 0,40 m (w x h x d))
- / Price: 3,810.00 €



# OUTDOOR ADVERTISING

## OUTDOOR ADVERTISING ELEVATOR ADVERTISING ENTRANCE SOUTH

Accompany visitors on their way to the highly frequented entrance South as well as when they are leaving the show and secure great deal of attention during the 25 m in front of Entrance South. A lasting impression when your customers enter and leave FIBO.

### Elevator Branding

- Product number: 5320261
- Exclusive: 1 exhibitor
- Dimensions:
  - Glass right side: 5 m<sup>2</sup> (1.25 x 3.98 m (w x h))
  - Glass frontal: 5 m<sup>2</sup> (1.25 x 3.98 m (w x h))
- Price: 6,795.00 €

EXCLUSIVE



# OUTSIDE ADVERTISING

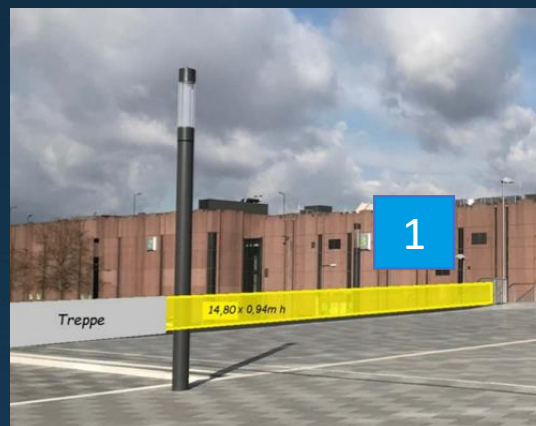
## BALUSTRADE ADVERTISING ENTRANCE SOUTH

Accompany visitors on their way to the highly frequented entrance South as well as when they are leaving the show and secure great deal of attention in front of Entrance South. A lasting impression when your customers enter and leave FIBO.

### Balustrade Advertising 1

EXCLUSIVE

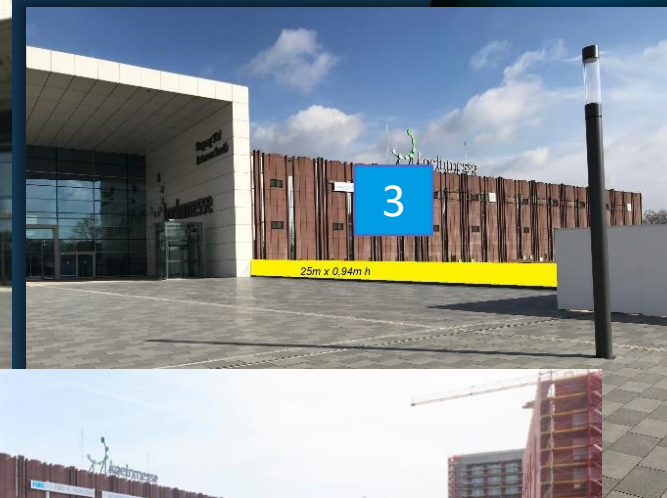
- / Product number: 5320183
- / Exclusive: 1 exhibitor
- / Position: left towards hall 3
- / Size: 18.9 m<sup>2</sup> (20.15 x 0.94 m (w x h))
- / Price: 6,560.00 €



### Balustrade Advertising 2

EXCLUSIVE

- / Product number: 5320184
- / Exclusive: 1 exhibitor
- / Position: left towards hall 3
- / Size: 16.4 m<sup>2</sup> (17.45 x 0.94 m (w x h))
- / Price: 6,110.00 €



### Balustrade Advertising 3

EXCLUSIVE

- / Product number: 5320185
- / Exclusive: 1 exhibitor
- / Position: right towards hall 11
- / Size: 23.5 m<sup>2</sup> ( 25 x 0.94 m (w x h))
- / Price: 7,250.00 €



# OUTDOOR ADVERTISING PIAZZA

Reach all visitors who are entering FIBO via the Entrance South with your advertising and guide them across the open piazza to your booth.

## Balustrade Piazza

- / Product number: 5320149
- / Max: 2 exhibitors
- / Position: left / right of the access towards Entrance East / Passage 10/11
- / Dimensions: 6 m<sup>2</sup> (7.50 x 0.80 m (w x h))
- / Price: 2,885.00 €



## Window Branding Piazza

EXCLUSIVE

- / Product number: 5320150
- / Exclusive: 1 exhibitor
- / Position: above the access to Passage East / Entrance East
- / Amount: 4 windows
- / Dimensions: 7.9 m<sup>2</sup> (1.47 x 1.34 m (w x h))
- / Price: 4,494.00 €



## Wall sticker Piazza

EXCLUSIVE

- / Product number: 5320151
- / Exclusive: 1 exhibitor
- / Position: access to Passage 4/10, Central Boulevard
- / Dimensions: 13 m<sup>2</sup> (4.45 x 2.92 m (w x h))
- / Price: 5,410.00 €





## OUTDOOR ADVERTISING ENTRANCE EAST

The East Entrance is prominently located on one of the most frequented streets in Cologne. Benefit from both, FIBO visitors entering through the East Entrance or passing by, as well as from the strong Cologne traffic. This option supports with your branding needs and is also useful to let visitors know where to find you.

### Banner Entrance East

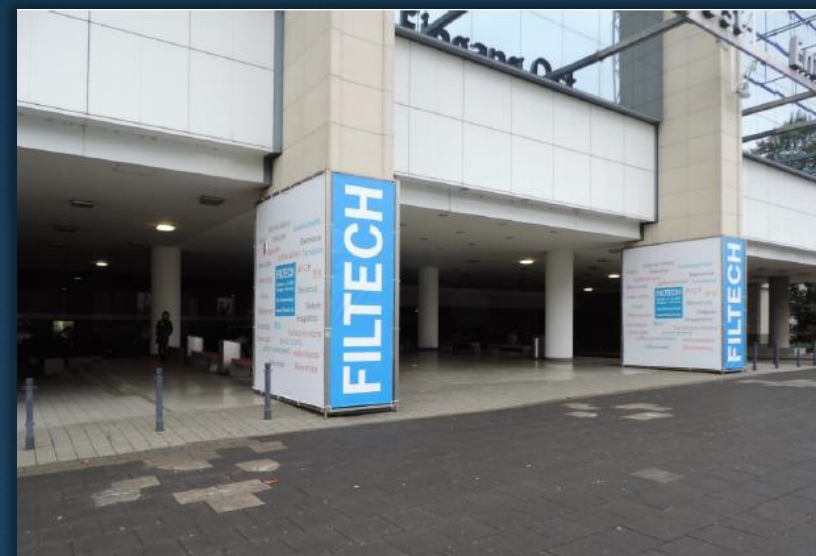
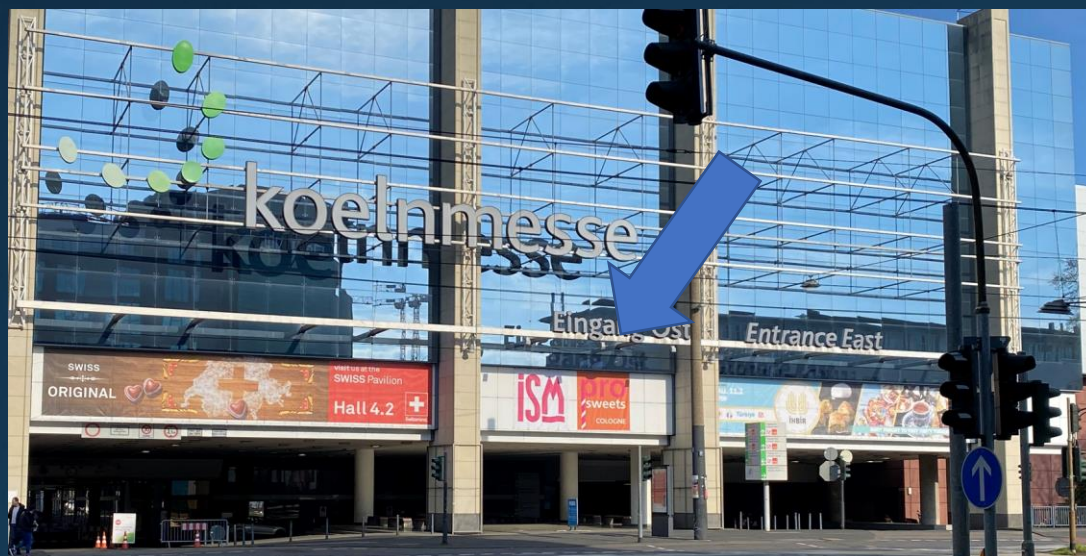
EXCLUSIVE

- / Product number: 5320186
- / Exclusive: 1 exhibitor
- / Position: central banner
- / Dimensions: 27.5 m<sup>2</sup> (10 x 2.75 m (w x h))
- / Price: 6,825.00 €

### Pillar Branding

EXCLUSIVE

- / Product number: 5320136
- / Exclusive: 1 exhibitor
- / Position: Pillar between welcome banner
- / Amount: 2 pillar
- / Dimensions: 31.7 m<sup>2</sup>, front: 1.15 x 3.67 m, side: 3.17 x 3.67 m (w x h)
- / Price: 6,510.00 €



# PRINT

# PRINT

## FIBO GUIDE – MORE BENEFITS | INCREASED VISIBILITY



The ultimate GUIDE to FIBO. A central reference guide for all visitors focussing on who and what can be found where - new - at FIBO. The GUIDE contains all the relevant information for a trade show visit, starting with hall plans and exhibitor lists through to editorially prepared exhibitor news and the trade show programme! The GUIDE is actively distributed at the entrances. Flanking advertising measures boost your presence in the GUIDE!

### 1/3 Page Ad on Cover page - U1



- / Product id: 5300071
- / Exclusive 1 Exhibitor
- / Format: 148 x 52,5 mm (W x H)
- / plus 3mm bleeds
- / Color mode: CMYK
- / Highlighting the Booth
- / Price: 5.019,00 €

### 1/1 Page\* Ad Inside Back Cover - U3/IBC



- / Product id: 5300070
- / Exclusive 1 Exhibitor
- / Highlighting the Booth
- / Price: 2.624,00 €

### 1/1 Page\* Ad Inside

- / Product id: 5300073
- / Limited quantity available
- / Highlighting the Booth
- / Price: 2.273,00 €

### 1/1 Page\* Ad Inside Front Cover - U2/IFC

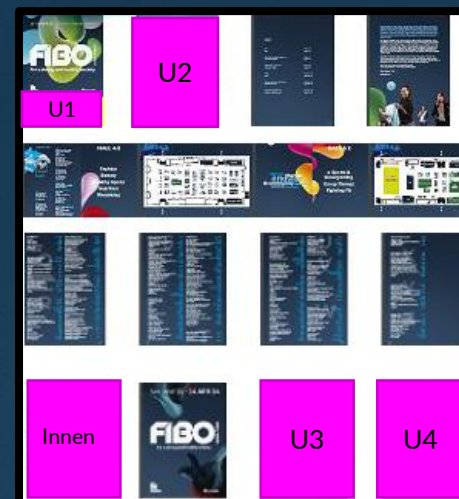


- / Product id: 5300069
- / Exclusive 1 Exhibitor
- / Highlighting the Booth
- / Price: 2.845,00 €

### 1/1 Page\* Ad Back Cover - U4/OBC



- / Product id: 5300084
- / Exclusive 1 Exhibitor
- / Highlighting the Booth
- / Price: 6.505,00 €



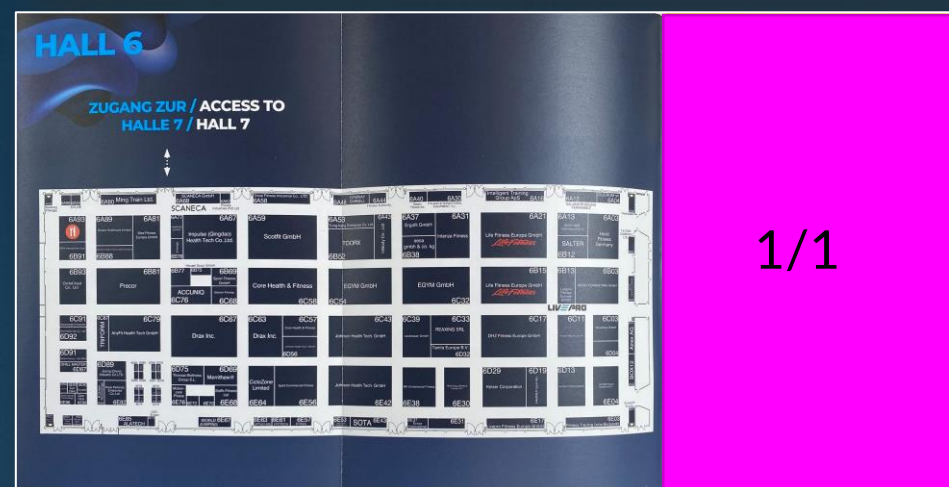
\* Technical data 1/1 Page:Format: 148 x 210 mm (W x H), plus 3 mm bleed (all round), CMYK, 300 dpi, Print-PDF

# PRINT FIBO GUIDE – HALL PLAN ADS

## Ad Hall plan

- Hall 2.2 Product id: tbd
- Hall 3.2 Product id: 5300098
- Hall 4.1 Product id: tbd
- Hall 4.2 Product id: 5300078
- Hall 5.1 Product id: tbd
- Hall 5.2 Product id: 5300118
- Hall 6 Product id: 5300077
- Hall 7 Product id: 5300079
- Hall 8 Product id: 5300080
- Hall 9 Product id: 5300081
- Hall 10.1 Product id: tbd
- Hall 10.2 Product id: 5300083
- Hall 11.2 Product id: tbd

- /// Max. 2 Exhibitors per Hall fold-out page
- /// Format 1/2 Page: 146 x 105 mm (W x H)
- /// Format 1/1 Page: 146 x 210 mm (W x H)
  - /// plus 3mm bleeds
  - /// Color mode: CMYK
  - /// Resolution: 300dpi
  - /// Print-PDF
- /// Highlighting the Booth
- /// Price 1/2 Page horizontal: 2.200,00 €
- /// Price 1/1 Page: 4.400,00 €



# PRINT FIBO GUIDE – EXHIBITOR-NEWS UND DISTRIBUTOR-FINDING

Editorial product presentation - "Exhibitor news" section

- Product id: 5300130
- Position: Inside
- You provide a text about the offer/product/company etc. with a maximum length of 250 characters (incl. spaces) in German and/or English. A meaningful headline/heading for the text with a maximum of 50 characters (incl. spaces) in German and/or English. Images of the topic described in the text in printable resolution (at least 300 dpi; CMYK, PDF/JPG)
- Price: 209,00 €

## Ad Distributor Wanted

Are you looking for international distribution partners? A classified advert in the FIBO GUIDE can help to find potential distributors. In addition, we will mark you with an icon in the exhibitor list print and list you in the exhibitor list online under the category "Distributor Wanted"!

- Product id: 5300131
- Placing: Inside, Classified Section
- Limited quantity available
- Format: 148 x 52,5 mm (B x H)
  - plus 3mm bleeds
  - Color mode: CMYK
  - Resolution: 300dpi
  - Print-PDF
- Price: 524,00 €


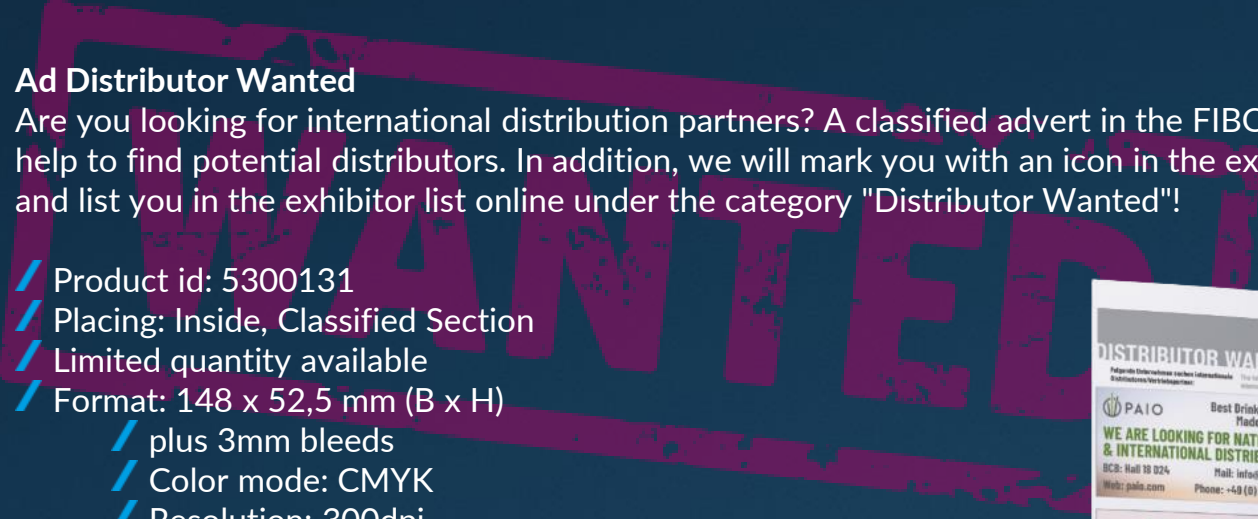
**Das Orthomol-Multi-Sport-Prinzip – für alle, die alles geben**

Das Orthomol-Multi-Sport-Prinzip bildet ein durchdachtes Gesamtkonzept von Ernährungsprodukten für die tägliche Versorgung sowie zur gezielten Unterstützung vor, während und nach dem Sport.

**The Orthomol Multi-Sport Principle – for all those who give their all**

The Orthomol Multi-Sport Principle is a well thought-out overall concept of nutritional products for daily care as well as for targeted support before, during and after sport.

Orthomol pharmazeutische Vertriebs GmbH  
Halle/Hall 4.2  
Stand E39  
www.orthomol.com

# ONLINE

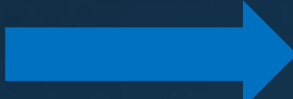
## ONLINE Lead Booster Offers

This digital lead generation tool provides visitors with the opportunity to receive exclusive offers in exchange for their contact information. From product samples to discounts to free consulting sessions - you decide what you would like to offer in exchange for qualified leads.

EXCLUSIV

### Premium Sponsorship

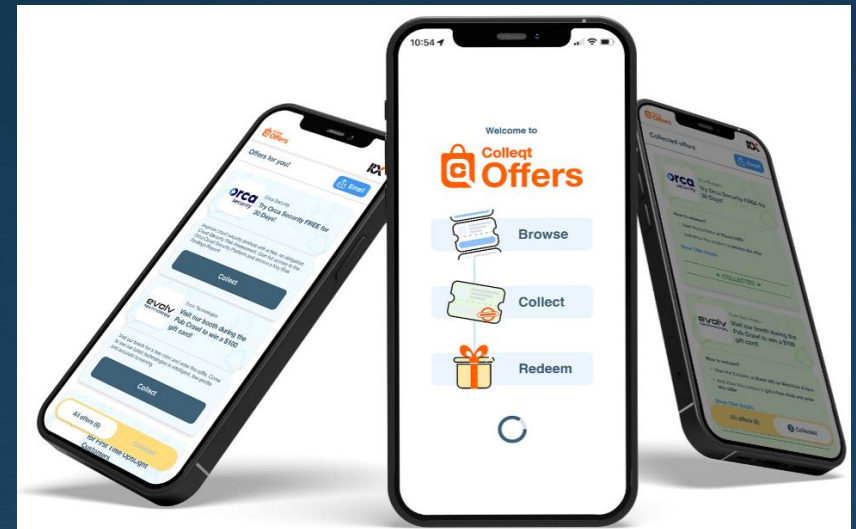
- / Exclusive: 1 exhibitor
- / Advert
- / Your offer appears in one of first three positions)
- / B2B 4330067: 4,700.00 €
- / B2C 4330073: 2,600.00 €



### Regular Insert

- / Offers shown in random order
- / B2B4330069: 1,690.00 €
- / B2C 4330075: 870.00 €

Try it out: [Demo](#)



## ONLINE BANNER TICKET PAGE

Present your company on one of the most popular websites of the fitness industry. With around **2,9 million page impressions** and more than **2,2 million visits** (between September 2022 – September 2023), [www.fibo.com](http://www.fibo.com) is the ideal platform for your long term advertising and branding needs - before, during and after the show. **90% of our trade visitors buy their FIBO tickets online.** Take advantage of this popular page and reach visitors before the trade show even begins.

### Medium Rectangle 1 or 3 on Ticket Page

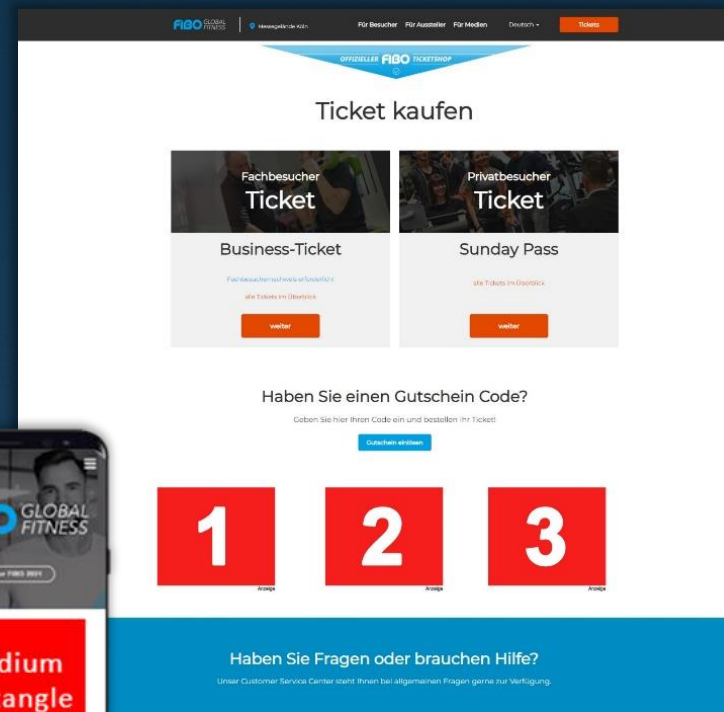
EXCLUSIVE

- ✓ Product number: 4320058 or 4320060
- ✓ Max. 1 exhibitors per position
- ✓ Dimensions: 300 x 250 px (w x h)
- ✓ Desktop view: static
- ✓ Mobile view: Banners 1-3 are displayed rotating at one position
- ✓ Price: 1,715.00 €

### Medium Rectangle 2 on Ticket Page

EXCLUSIVE

- ✓ Product number: 4320059
- ✓ Exclusive 1 exhibitor
- ✓ Dimensions: 300 x 250 px (w x h)
- ✓ Desktop view: animated
- ✓ Mobile view: Banners 1-3 are displayed rotating at one position
- ✓ Price: 1,942.00 €





# ONLINE EXCLUSIVE VIDEO PRESENTATION

Nothing moves people more than moving images - Inspire visitors with a video on our website.

## Video at Homepage

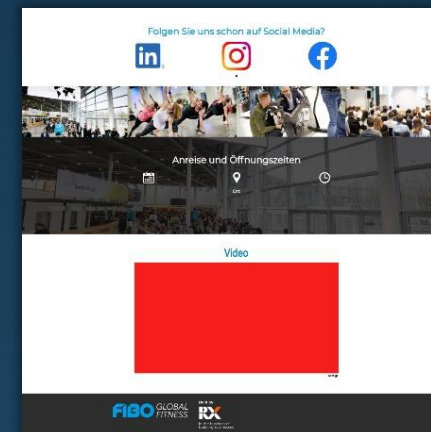
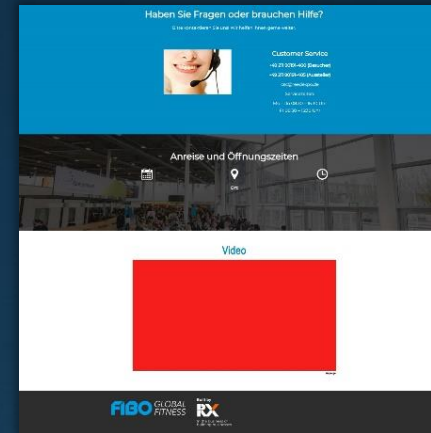


- / Product number: 4320066
- / Exclusive 1 exhibitor
- / Length: 2-3 minutes max
- / Position: at Location & Opening Hours
- / HD Quality
- / Source: YouTube or Vimeo Link
- / Price: 2,488.00 €

## Video Presentation „For Visitors“



- / Product number: 4320081
- / Exclusive 1 exhibitor
- / Length: 2-3 minutes max
- / Position: at Location & Opening Hours
- / HD Quality
- / Source: YouTube or Vimeo Link
- / Price: 2,145.00 €



## ONLINE BANNER EXHIBITOR DIRECTORY, PROGRAM, REPRESENTED CELEBRITIES & SPEAKER LIST

Highlight your presence in the exhibitor directory, program, celebrities or speakers list. This is one of the most visited areas on the FIBO website.

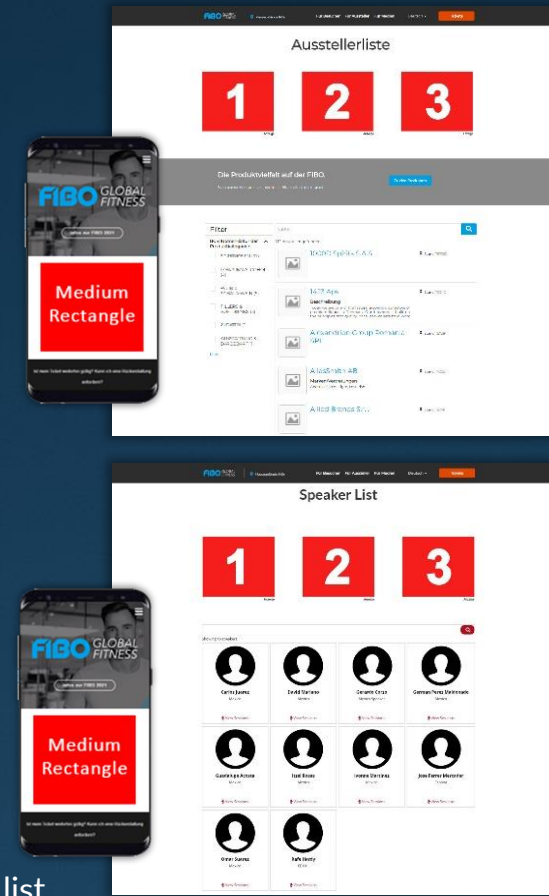
### Medium Rectangle 1 or 3

- / Product number exhibitor directory: 4320067 or 4320069 (2 exh. per position)
- / Product number program: 4320070 or 4320072 (2 exh. per position)
- / Product number represented celebrities: 4320092 or 4320094 (2 exh. per position)
- / Product number speakers list: 4320082 or 4320084 (1 exh. per position)
- / Dimensions: 300 x 250 px (w x h)
- / Desktop view: static
- / Mobile view: Banners 1-3 are displayed rotating at one position
- / Price: 1,339.00 €

### Medium Rectangle 2

- / Product number exhibitor directory: 4320068 (max. 2 exhibitors)
- / Product number program: 4320071 (max. 2 exhibitors)
- / Product number represented celebrities: 4320093 (max. 2 exhibitors)
- / Product number speaker list: 4320083 (max. 1 exhibitor)
- / Dimensions: 300 x 250 px (w x h)
- / Desktop view: animated
- / Mobile view: Banners 1-3 are displayed rotating at one position
- / Price: 1,559.00 €

→ Position: above exhibitor list / above program / above represented celebrities / above speaker list



# SOCIAL MEDIA

## SOCIAL MEDIA OUT OF THE BOX

Enjoy significant additional visibility through prominent integration into our “Out of the Box” content format and make your brand the star of the show all year round. Video will be in German language with English subtitles.

EXCLUSIVE

### Youtube – Out of the box

- / Product number: 4350088
- / Exclusive 1 per month
- / Content : **brand logo shown after the intro and outro of „Out of the Box“ in the original video on YouTube.**  
Permanent logo in the short videos on our social-media-channels.  
Social-Media-Kanälen incl. linking
- / Price: 3,500.00 €



# DAILY FORMATS

## ADVENT CALENDAR 2024

Give away your product via our social media advent calendar to draw attention to your company and your products during the pre-Christmas season. Among the products of our exhibitors also FIBO products will be raffled.

### Advent Calendar 2024 Competition

- ✓ Product number: 4350001
- ✓ Max. 24 participants
- ✓ Competition on Facebook and Instagram
- ✓ Format: JPG / PNG
- ✓ Price: 500.00 €



# DAILY FORMATS

## POST & STORY INSTAGRAM & FACEBOOK

Use the combination of post and story to reach our vast community on Facebook and Instagram. Your feed post has the chance to go viral and we generate additional attention with a story. Your post could be a short product video, for example, and the story could introduce details about the product in four snippets. Or you could post a workout video and engage the community via a poll integrated into the story. There are almost no limits to your creativity when it comes to design - and it doesn't take much effort on your behalf - we'll be happy to advise you.

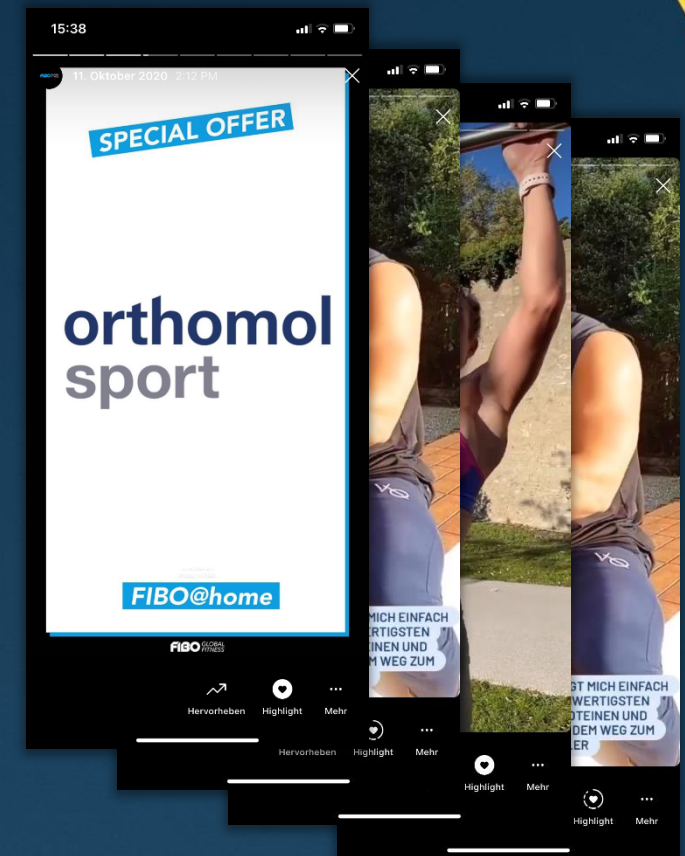
### Post & Story

- / Exclusively for one exhibitor per day
- / Timeframe: before/after tradeshow
- / Format: Post and Story
- / Extend: Post and 4 story snippets; 1x hashtag per post
- / Content length: 60 sec.
- / Incl. link to your account

**Price Instagram:**  
 until February #4350043 1,007.00 €  
 March & April #4350044 1,593.00 €

**Price Facebook:**  
 until February #4350040 1,571.00 €  
 March & April #4350041 1,885.00 €

**Price Facebook & Instagram:**  
 until February #4350057 2,578.00 €  
 March & April #4350050 3,497.00 €



## DAILY FORMATS POST LinkedIn

Target our top-class B2B community on LinkedIn. Use a post to report on the current projects and trends of your company or the market and increase your reach among trade visitors.

### Post LinkedIn

- / Exclusively for one exhibitor per day
- / Timeframe: before, during and after the tradeshow
- / Format: Post
- / Channel: Linked In / 9.197 Follower in September 2023
- / Incl. link to your account
- / 1x Hashtag per Post
- / File Format: JPG / PNG Exclusively for one exhibitor per day
- / Price:

until February	#4350073	1,007.00 €
March & April	#4350074	1,209.00 €
During the tradeshow	#4350075	1,510.00 €



## YOUR PERSONAL CONTACTS



### CHRISTINA TISCHLER

Sales Manager

T: +49 21190191-121

F: +49 211 90191-127

M: [christina.tischler@rxglobal.com](mailto:christina.tischler@rxglobal.com)

### ORGANIZER

RX Deutschland GmbH

Johannstraße 1

40476 Düsseldorf

[www.rxglobal.com](http://www.rxglobal.com)