

360° MARKETING AND ADVERTISING OPPORTUNITIES

FIBO

For a strong and healthy society.

Built by



In the business of
building businesses

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

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FIBO

Visibility Package

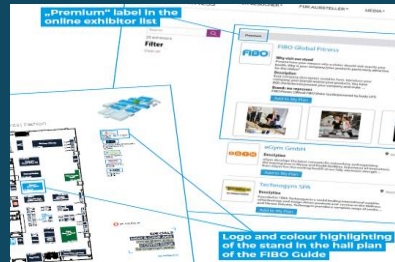
ORIENTATION PLAN

- booth highlighting in hall entrance plan
- company logo



UPGRADE PRIORITY PROFILE

- FIBO GUIDE hall plan highlighting booth
- “Premium” label in exhibitor list online
- Display product images online
- Brand listings and link to website online
- “Why visit our stand” description online

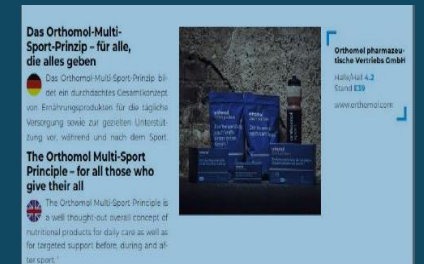


Price: 1,375.00 €

Product Presentation Package

FIBO GUIDE

- section “exhibitor news”
- editorial product presentation
- German and/or English



Video Production

- 90 seconds Event-Video
- Onsite production
- Social Media paid campaign

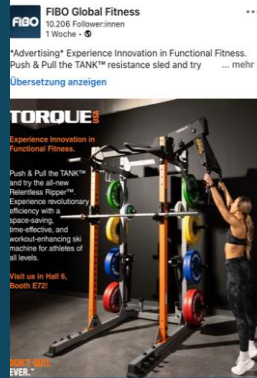


Price: 1,752.00 €

Lead Generation Package B2B

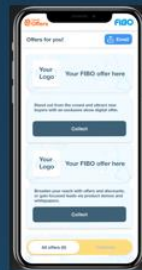
LINKEDIN POST

- current projects, trends of your company or market
- exclusively one exhibitor per day
- link to your account
- timeframe: January to April



LEAD BOOSTER OFFERS B2B

- offer to all B2B visitors
- collect leads from B2B visitors
- qualified lead report

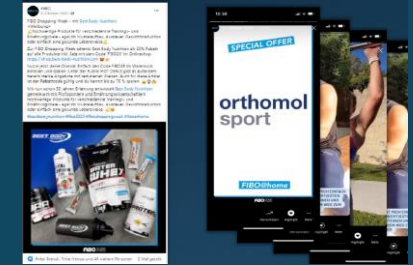


Price: 2,754.00 €

Lead Generation Package B2C

INSTAGRAM POST & STORY

- reach the FIBO Community
- exclusively one exhibitor per day
- link to your account
- timeframe: January to April



LEAD BOOSTER OFFERS B2C

- offer to all B2C visitors
- collect leads from B2C visitors
- qualified lead report



Price: 2,340.00 €

DIGITAL SIGNAGE

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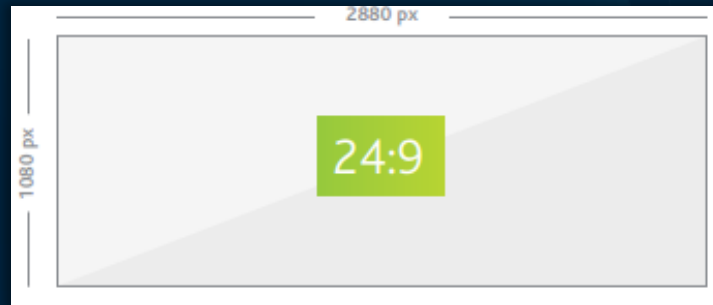
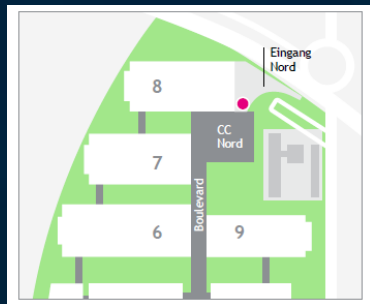
FIBO

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 – southern turnstiles – LED-Mega-Display – N07-N

- Product number: 4330056 / 4330057
- Max. 3 exhibitors + FIBO
- Layout: 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 €



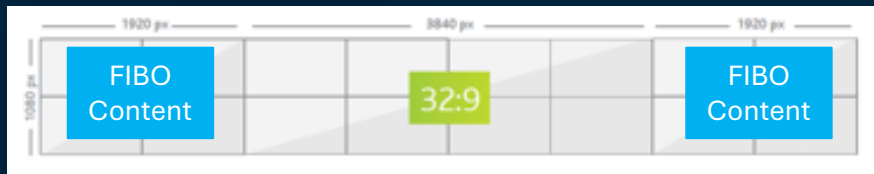
DIGITAL SIGNAGE BOULEVARD NORTH

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

Boulevard North -Restaurant bridge south side - LCD-Monitor – N25

Product number: 4330025

- ✓ Max. 4 exhibitors + FIBO
- ✓ Playout: at least 1/5 time during the entire fair
- ✓ Duration: at least 960 playouts 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 €

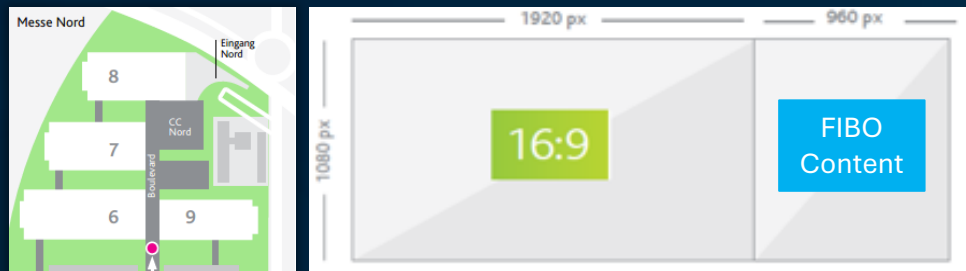


DIGITAL SIGNAGE BOULEVARD

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

Transition Boulevard Central- Boulevard North - LED-Screen - N24

- / Product number: 4330033
- / 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: 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: 6,505.00 €

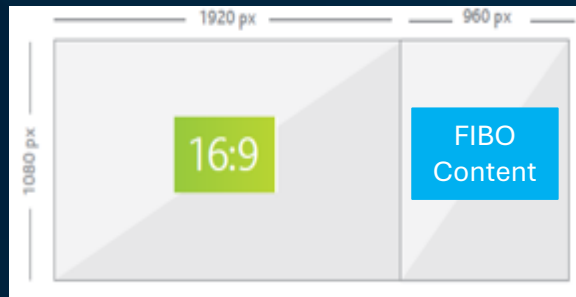


DIGITAL SIGNAGE PIAZZA

Place your message directly above the entrance from the Piazza to passage 4-10.

Passage 4/10 – Piazza – LED-Screen – S06-S

- Product number: 4330045
- Max. 4 exhibitors + FIBO
- Playout: at least 1/5 of the time during the entire fair
- Duration: at least 960 playouts of 30 seconds
- 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: 7,180.00 €

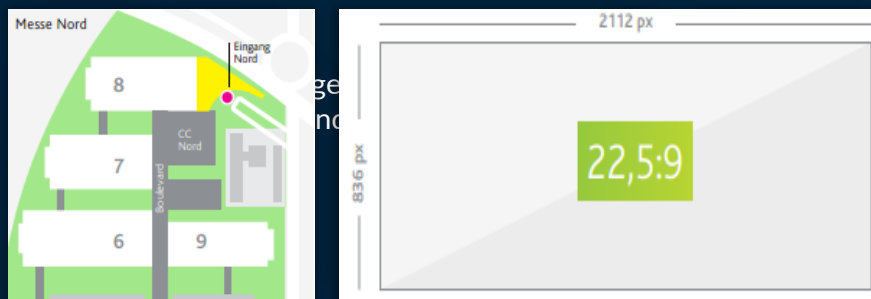


DIGITAL SIGNAGE ENTRANCE NORTH

EXCLUSIVE

Entrance North Outdoor space - LED Mega Wall - N02

- Product number: 4330059
- Max. 1 exhibitor + FIBO
- Layout: exclusive for one day
- Duration: 600 playouts of 30 seconds each slot
- Content: 22,5:9; File format: Picture: JPG oder PNG / Video: mp4 (h.246); Dimensions: 14.4 x 5.7 m (W x H), 2112 x 836 px
- Price per day: 13,125.00 €



INDOOR ADVERTISING

INDOOR ADVERTISING FOOTSTEPS

Footsteps will lead visitors to your stand. Make sure that no visitor loses sight of your company!

Footsteps

- Product number: 5320035
- Dimensions: 15.00 x 35.00 cm (w x h)
- Approx. shoe size 44
- Quantity: minimum 100 steps
- Price: 3,050.00 € (100 footsteps)



INDOOR ADVERTISING PROMOTION TEAM

Lead potential customers directly to your stand! You could hand out free product samples, give-aways or flyers.

2 Promotors

- ✓ Product number: 5340050
- ✓ Permission for team of 2
- ✓ Valid at all four days of the show
- ✓ Price: 3,475.00 €

Sponsors are responsible to bring their own staff.

3 Promotors

- ✓ Product number: 5340051
- ✓ Permission for team of 3
- ✓ Valid at all four days of the show
- ✓ Price: 5,215.00 €

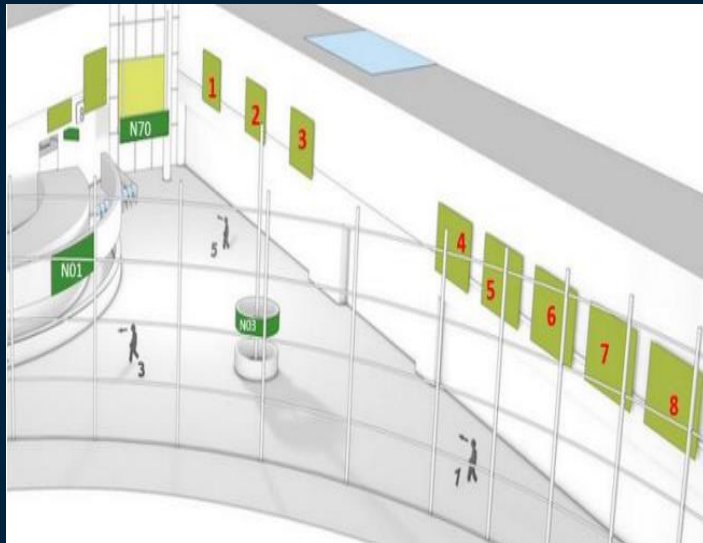


INDOOR ADVERTISING ENTRANCE NORTH

Place your message at one of the main routes visitors have to pass on their way to halls 6-9. Visitors and exhibitors who enter FIBO via the North Entrance will thus be exposed to your brand, product or service to the maximum.

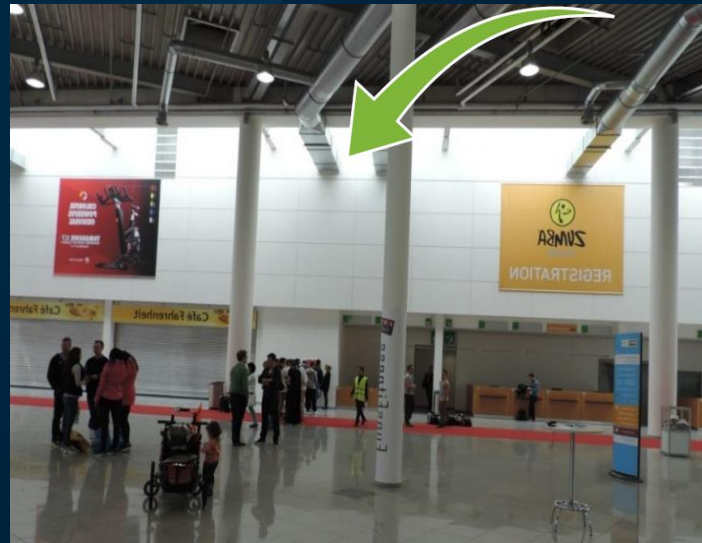
Wall Banner Foyer North

- Product number: 5320081
- Position 1, 6, 7, 8
- Dimensions: 24,01 m² (4,9 x 4,9 m (w x h))
- Price: 3,915.00 €



Wall Banner Foyer North

- Product number: tbd
- Position 2, 3, 4, 5
- Dimensions: 24,01 m² (4,9 x 4,9 m (w x h))
- Price: 5,200.00 €



Position	Positionsbeschreibung
Position 1	Banner in 4,90x4,90m möglich
Position 2	Spannrahmen in 4,90x4,90m
Position 3	Spannrahmen in 4,90x4,90m
Position 4	Spannrahmen in 4,90x4,90m
Position 5	Spannrahmen in 4,90x4,90m
Position 6	Banner in 4,90x4,90m möglich
Position 7	Banner in 4,90x4,90m möglich
Position 8	Banner in 4,90x4,90m möglich

INDOOR ADVERTISING

CENTRAL BOULEVARD, PASSAGE 4/10

Capture the attention of visitors at this central hub. Advertising messages around the Central Boulevard guarantee you maximum visibility. This bottleneck ensures a long-lasting exposure to your messages and high level of attention from your potential customers.

Stair Graphics Hall 4.2

EXCLUSIVE

- / Product number: 5320163
- / Position: Stairway to hall 4.2
- / Amount: 20 steps between escalators
- / Dimensions: 5 m² (20 x 1.80 m x 0.14 m (w x h))
- / Price: 4,263.00 €

Stair Graphics Hall 10.2

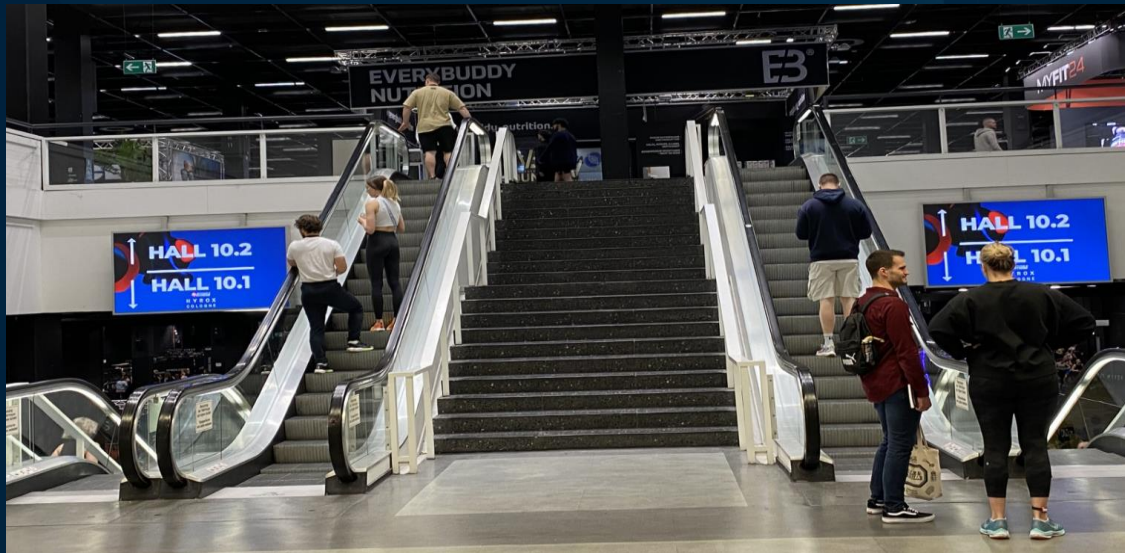
EXCLUSIVE

- / Product number: 5320195
- / Position: Stairway to hall 10.2
- / Amount: 20 steps between escalators
- / Dimensions: 5 m² (20 x 1.80 m x 0.14 m (w x h))
- / Price: 4,263.00 €

Stair Graphics Passage Halls 10 / 4

EXCLUSIVE

- / Product number: 5320102
- / Position: Stairway to central boulevard
- / Amount: 20 steps
- / Dimensions: 19.6 m² (20 x 7 m x 0.14 m (w x h))
- / Price: 10,358.00 €



OUTDOOR ADVERTISING

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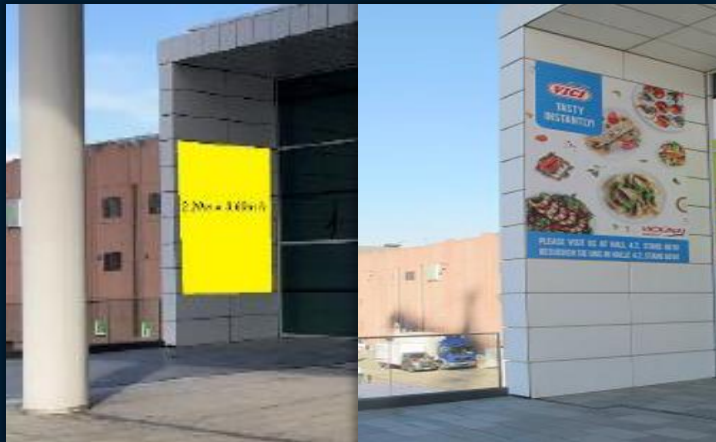
OUTDOOR ADVERTISING BRANDING LEFT SIDE OF ENTRANCE SOUTH

Greet the FIBO visitors directly at the southern fair entrance and draw attention to your company in one of the most prominent ways.

Facade Branding left Entrance South

EXCLUSIVE

- Product number: 5320257
- Exclusive: 1 exhibitor
- Format: 9 m² (2.5 x 3.6 m (w x h))
- Price: 4,670.00 €



Window Branding left Entrance South

EXCLUSIVE

- Product number: 5320258
- Exclusive: 1 exhibitor
- Format: ca. 36 m², 3.5 x 1,14 m (w x h left) and 3,54 x 1,14 m (right)
- Price: 11,965.00 €



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.

EXCLUSIVE

Window Branding Piazza

- Product number: 5320150
- Exclusive: 1 exhibitor
- Position: above the access to Passage East / Entrance East
- Amount: 4 windows
- Dimensions: 7.9 m² (1.47 x 1.34 m (w x h))
- Price: 4,494.00 €



OUTDOOR ADVERTISING PIAZZA

Ballustrade Piazza Passage 3-4

- Product number: 5320303
- Size: B 7,70 m x H 0,80 m
- Scope: 2 sides, 4 areas
- Price: 2.885,00 €

Ballustrade Piazza Passage 3-11

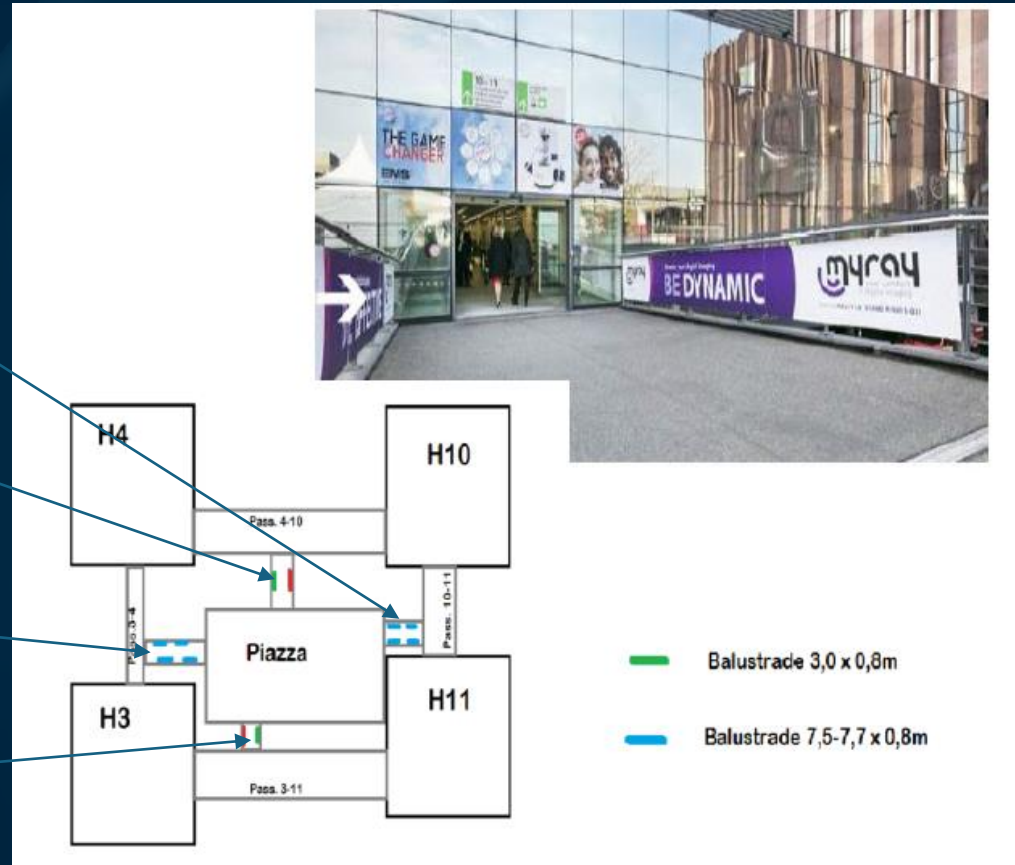
- Product number: 5320304
- Size: B 3,00 m x H 0,80 m
- Scope: 1 side
- Price: 390,00 €

Ballustrade Piazza Passage 4-10

- Product number: 5320305
- Size: B 3,00 m x H 0,80 m
- Scope: 1 side
- Price: 390,00 €

Ballustrade Piazza Passage 10-11

- Product number: 5320149
- Size: B 7,50 m x H 0,80 m
- Scope: 2 sides, 4 areas
- Price per Site: 2.885,00€



OUTDOOR ADVERTISING WALL STICKERS

Wall stickers Piazza 4-10

- Product number: 5320151
- Size: B 4,45 m x H 2,92 m
- Price: 5.410,00 €

Wall stickers Piazza 3-11

- Product number: 5320306
- Size: B 4,48 m x H 2,98 m
- Price: 5.410,00 €



SOCIAL MEDIA

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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 €



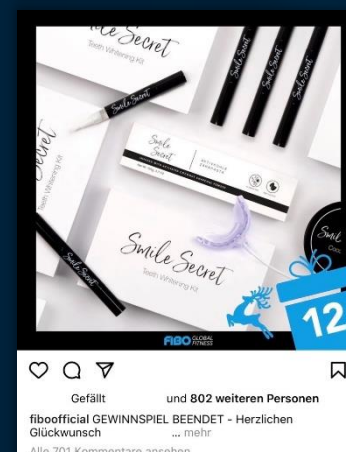
DAILY FORMATS

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 €



TÄGLICHE FORMATE POST & STORY

Nutzen Sie die Kombination aus Post und Story, um unsere breite Community auf Facebook und Instagram zu erreichen. Ihr Feed-Post hat die Chance viral zu gehen und durch eine Story generieren wir zusätzliche Aufmerksamkeit. Der Post kann zum Beispiel ein kurzes Produktvideo sein und die Story in vier Snippets Details zum Produkt vorstellen. Oder aber Sie posten ein Workout-Video und binden die Community über eine Umfrage in der Story ein. Ihrer Kreativität sind bei der Gestaltung kaum Grenzen gesetzt - und das ohne großen Aufwand – wir beraten Sie gerne.

Post & Story

- ✓ Exklusiv für einen Aussteller pro Tag
- ✓ Zeitraum: vor/nach der Messe
- ✓ Format: Post und Story
- ✓ Umfang: Post und 4 Story Snippets; 1x Hashtag pro Post
- ✓ Content-Länge: 60 Sekunden
- ✓ Inkl. Link zum Account

Preise Instagram:

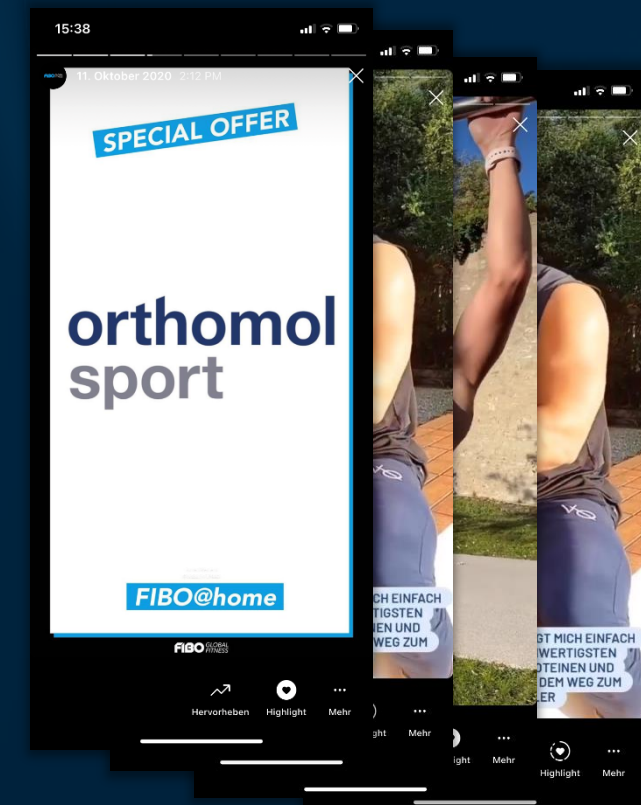
bis Februar #4350043 1.007,00 €
März & April #4350044 1.593,00 €

Preise Facebook:

bis Februar #4350040 1.571,00 €
März & April #4350041 1.885,00 €

Preise Facebook & Instagram:

bis Februar #4350057 2.578,00 €
März & 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 €



ONLINE

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ONLINE BANNER HOMEPAGE

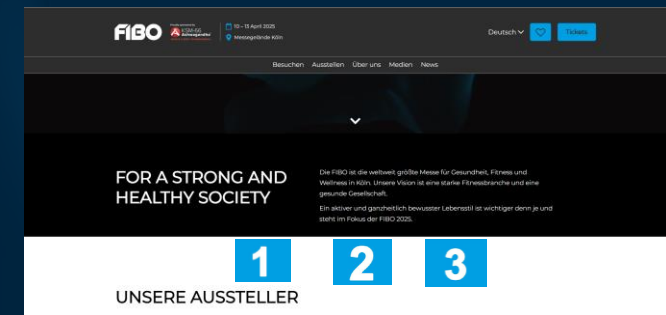
Don't miss a single visitor and welcome them all on the FIBO homepage. With around **2,9 million page impressions** and more than **2,2 million visits** (between September 2022 – September 2023), www.fibo.com is the ideal platform for your long term advertising and branding needs - before, during and after the show.

Medium Rectangle 1 or 3 Homepage

- / Product number: 4320061 or 4320063
- / Max. 2 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: **2,362.00 €**

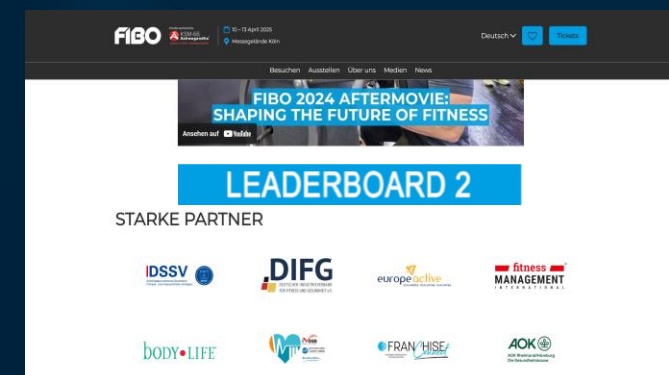
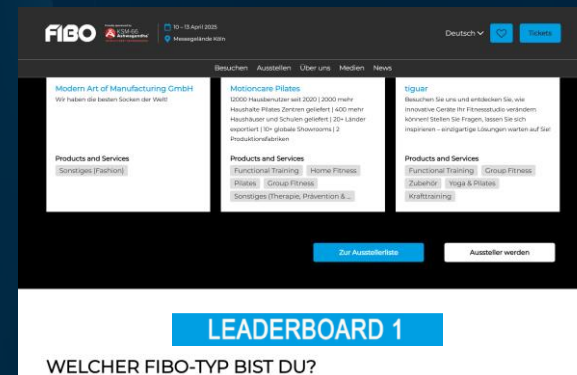
Medium Rectangle 2 Homepage

- / Product number: 4320062
- / Max. 2 exhibitors
- / Dimensions: 300 x 250 px (w x h)
- / Desktop view: animated
- / Mobile view: Banners 1-3 are displayed rotating at one position
- / Price: **2,588.00 €**



Leaderboard 1 or 2 Homepage

- / Product number: 4320064 or 4320065
- / Max. 3 exhibitors per position
- / Dimensions: 728 x 90 px (w x h)
- / Position: under viewport "recommended exhibitors"
- / Mobile view: Leaderboard changes to Medium Rectangle (300 x 250 px)
- / Price: **1,911.00 €**



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

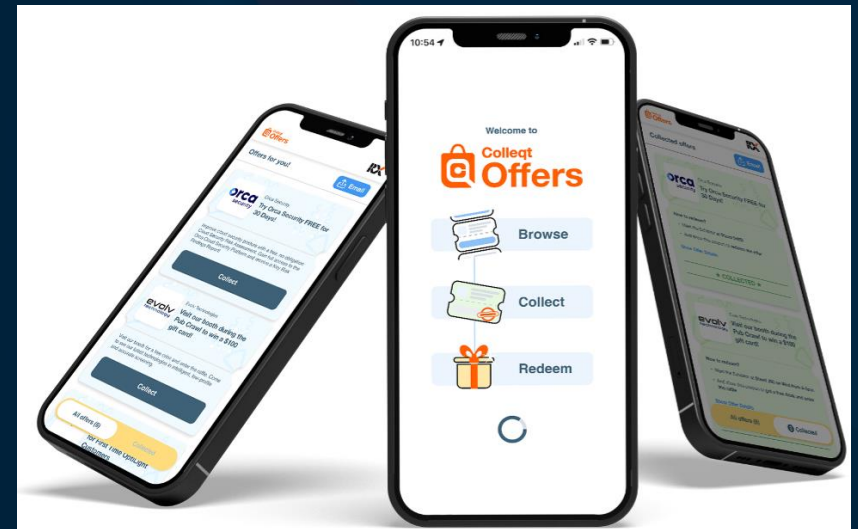
Premium Sponsorship

- / 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](#)



PRINT

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



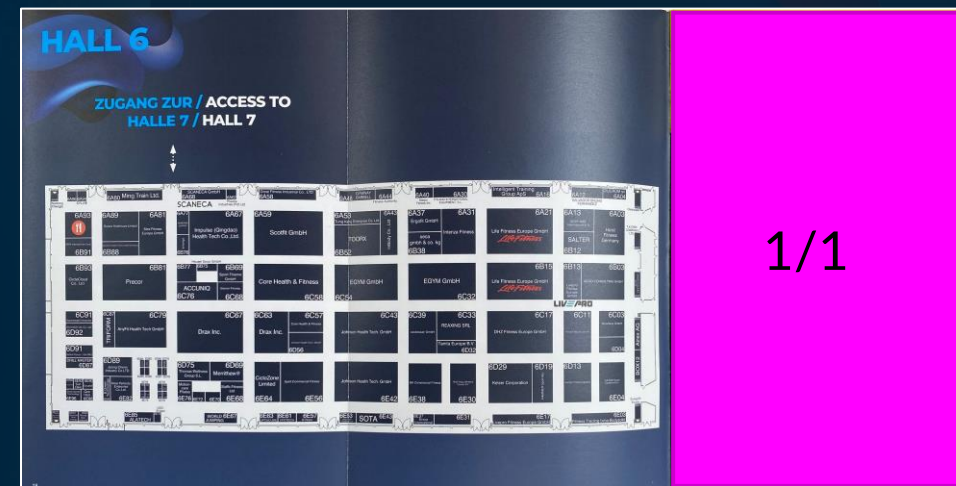
PRINT

FIBO GUIDE – HALL PLAN ADS

Ad Hall plan

- Hall Confex Product id.: tbd
- Hall 1 Product id.: 5300290
- Hall 2.2 Product id: 5300291
- Hall 3.2 Product id: 5300292
- Hall 4.1 Product id: 5300293
- Hall 4.2 Product id: 5300078
- Hall 5.1 Product id: 5300294
- 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: 5300295
- Hall 10.2 Product id: 5300296
- Hall 11.1 Product id: tbd
- Hall 11.2 Product id: 5300083

- /// 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: 2.200,00 €
- /// Price 1/1 Page: 4.400,00 €



NEW
CONCEPT

Circulation
25.000
copies

Social
Media
Communication

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!

- 1/1 Page* Ad **Inside**
- / Product id: 5300073
- / Limited quantity available
- / Highlighting the Booth
- / Price: 2.273,00 €



Digital
Präsenz

YOUR PERSONAL CONTACTS



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