

Hamburg
Messe + Congress

For Exhib-itors

Digital Signage

Your message. Visible across the entire exhibition grounds.

As of: 02/2026



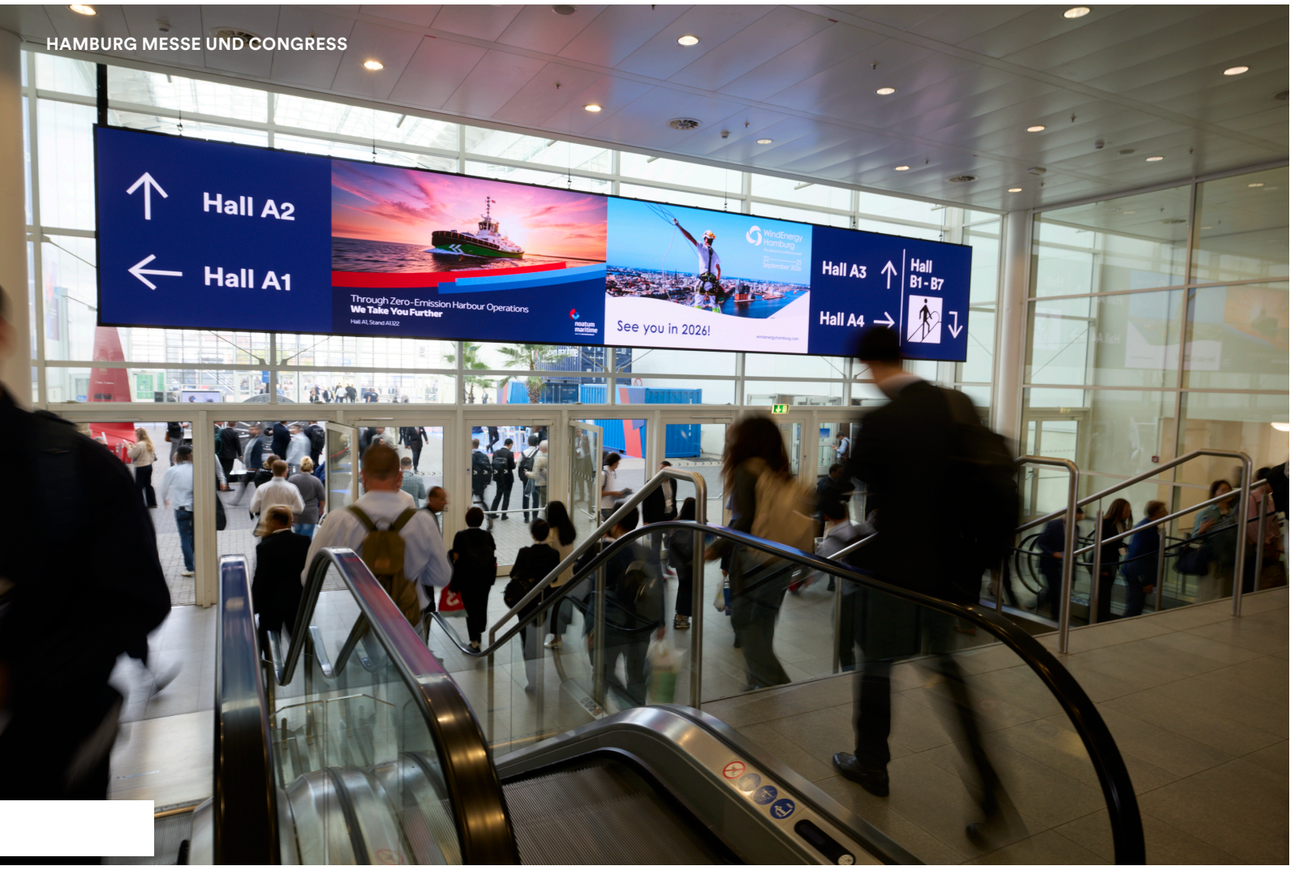
Visibility that delivers impact.

With the Digital Signage System of Hamburg Messe und Congress, brands become visible where trade fair experiences happen – directly within visitor flows, at all entrances, in foyers, and along key routes.

Your message is displayed within a curated editorial environment – multiple times per day, high-impact, and fully CI-compliant. Our digital screens are among the largest and most advanced in the German exhibition industry.

Your advantage:
high attention,
high reach,
high relevance.





HAMBURG MESSE UND CONGRESS



More visibility. More impact.

Our advertising packages offer clearly defined daily airtime and transparent service descriptions. Your content is automatically scheduled and repeated throughout the event day – ideal for product messaging, brand communication, or promoting activities at your stand.

Advantages for advertising companies:

- **High visibility in a relevant environment**
- **Repeated playout throughout the day**
- **Embedded within editorial event communication**
- **Standardized technical specifications and simple content submission**
- **Ideal for product launches, brand messages, or event highlights**

Information drives attention.

Around 30% of total airtime consists of editorial content such as:

- **Venue and hall maps**
- **Program highlights**
- **Speaker information**
- **Live updates**
- **Traffic and public transport information**

This informational context demonstrably increases attention for all advertising messages.

Everywhere visitors arrive.

**The most important visitor hotspots.
Where people enter and gather.**



Digital Signage is positioned at key visitor hotspots:

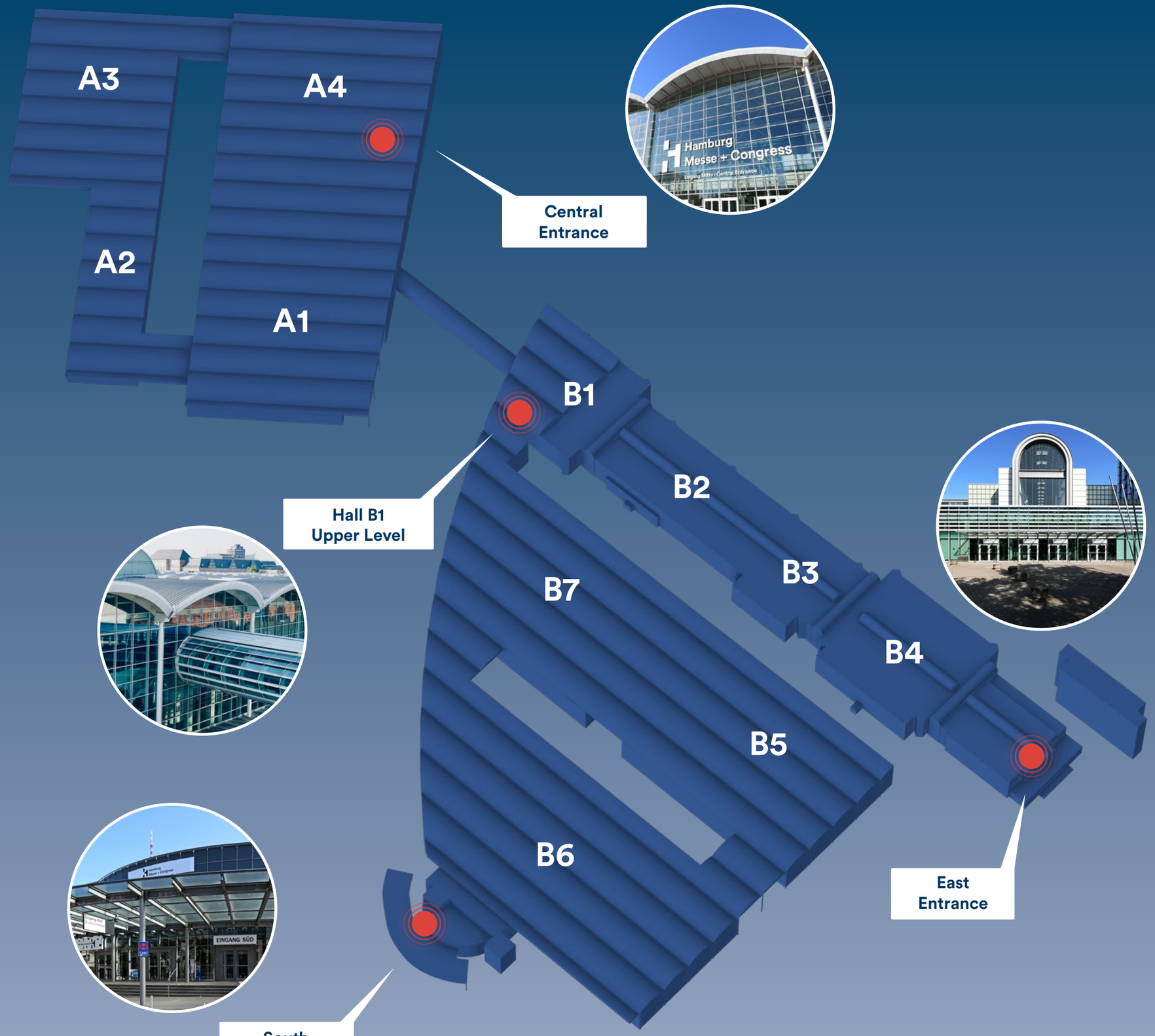
- **Central Entrance:**
  10 ticket counter displays
  1 LED wall
  4 digital totems

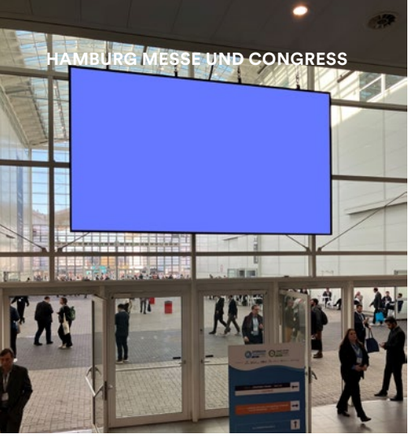
- **East Entrance:**
  10 ticket counter displays
  1 video wall
  1 digital totem

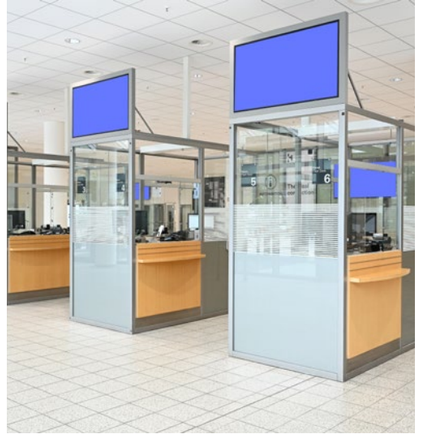
- **South Entrance:**
  4 ticket counter displays
  1 video wall
  2 digital totems
  2 hall displays

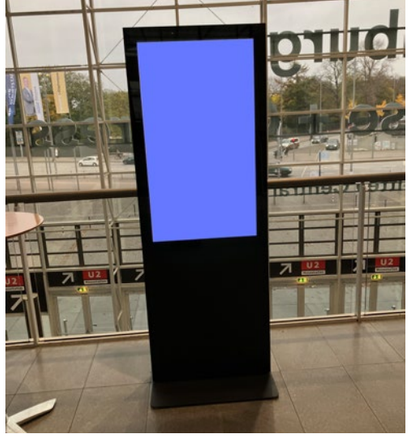
- **Hall B1 (Upper Level):**
  1 display at the escalator

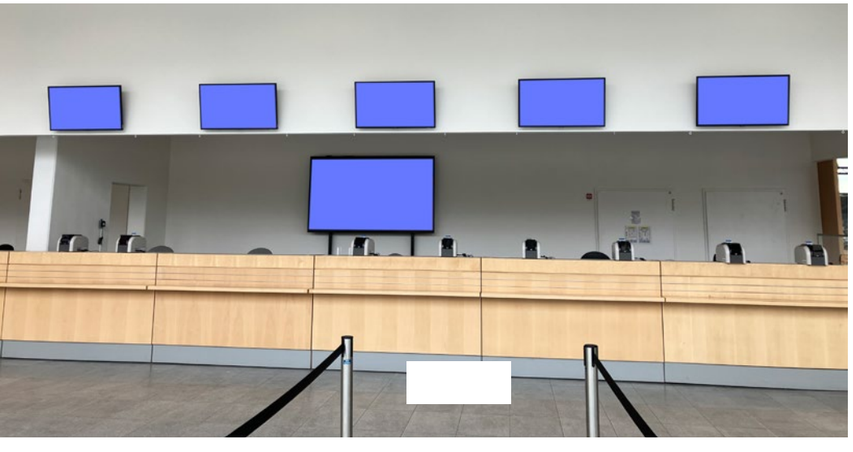
Your spot runs synchronized across all displays and accompanies visitors throughout the entire event day.

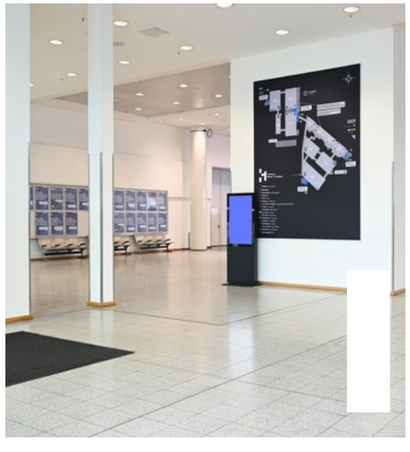


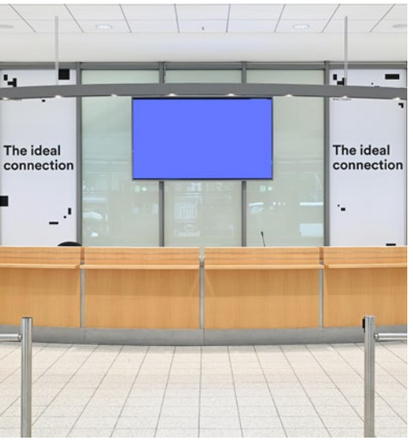




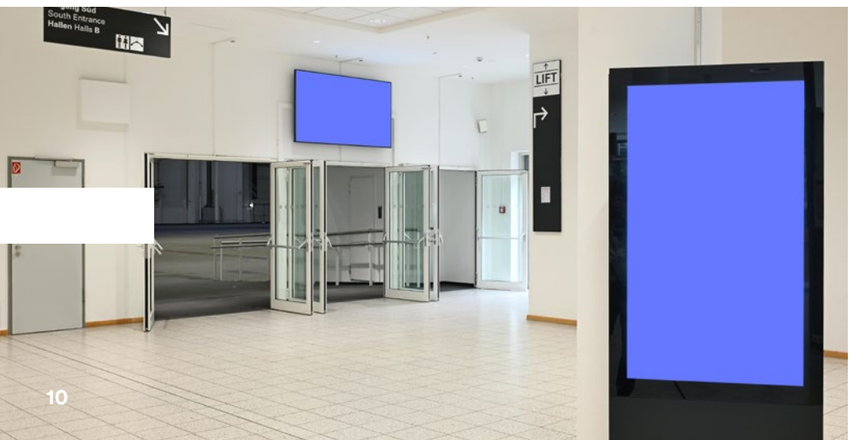


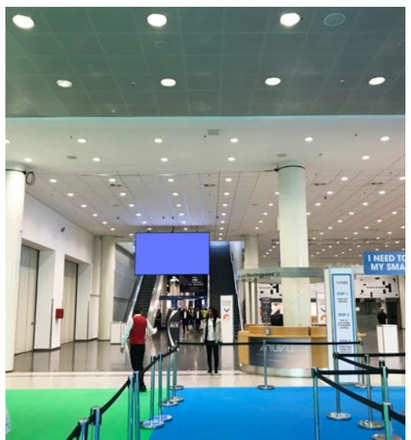












Our packages at a glance

BASIC

- 5 minutes of daily airtime
- Multiple playouts throughout the day

PLUS

- 10 minutes of daily airtime
- Increased playout frequency

IMPACT

- 15 minutes of daily airtime
- High rotation within the broadcast schedule

PREMIUM

- 30 minutes of daily airtime
- Very high repetition rate throughout the day

EXCLUSIVE

- 40 minutes of daily airtime with the highest playout frequency

(Prices are listed in a separate, event-specific price sheet. All prices apply for the entire duration of the event. The stated airtime refers to daily playout.)

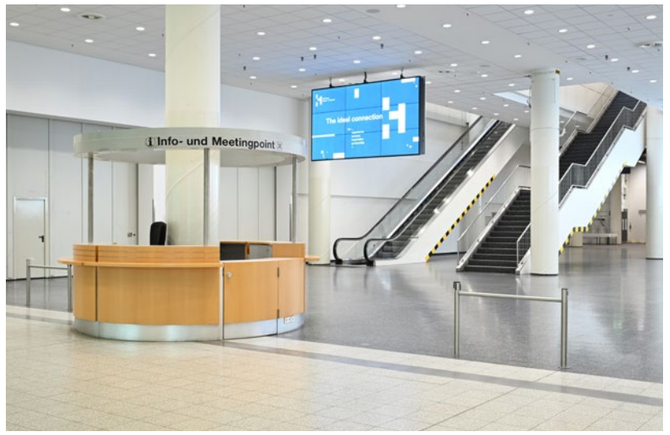
Secure your space now.

Technical specifications:

- **Recommended spot length: 5–10 seconds**
- **Format: 1920 × 1080 px**
- **File formats: MP4, JPG, PNG**
- **Upload link provided after booking**

Visibility creates presence – and prime positioning makes the difference.

Subject to change.



Digital advertising spaces for exhibitors at Hamburg Messe und Congress.



Interested? Request a proposal directly.

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