

formnext

mesago

PRODUCT PORTFOLIO

Marketing solutions around the fair
and beyond.

The right products for your individual needs

Are you looking for ways to maximize your visibility and reach during the Formnext trade show period? Are you looking for opportunities to position your company within the community throughout the year, to gain new contacts and maintain existing relationships?

Then we have just the right offer for you – the perfect mix of innovative advertising opportunities during the fair itself plus year-round products to increase your visibility and reach within the colorful world of additive manufacturing.

The following provides an overview of the current Formnext product portfolio.



"I am happy to introduce you to the best possible combination of products for your requirements and provide you with the best support in achieving your goals.

I look forward to getting to know you in a personal meeting and explaining the concrete added value of the products that are perfectly tailored to your needs."

The Formnext products are designed to support you in achieving your individual goals via a variety of touchpoints.

PRODUCTS AROUND THE TRADE FAIR

Fairgrounds	Online	Print
Stages	Start-up Challenge	Formnext.TV

YEAR-ROUND PRODUCTS / 365

Formnext.TV	Fon Mag Print & Online	AM4U Newsletter
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Feel free to click your way through the categories!



PRODUCTS AROUND THE TRADE FAIR

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Messe Frankfurt Group

Would you like to make your trade show appearance even more successful?

We offer you a diverse selection of advertising options to present yourself at the trade show in a way that is relevant to your target group. From large-scale banners to digital advertising spaces- Do take the opportunity to maximize attention and thus increase your success.

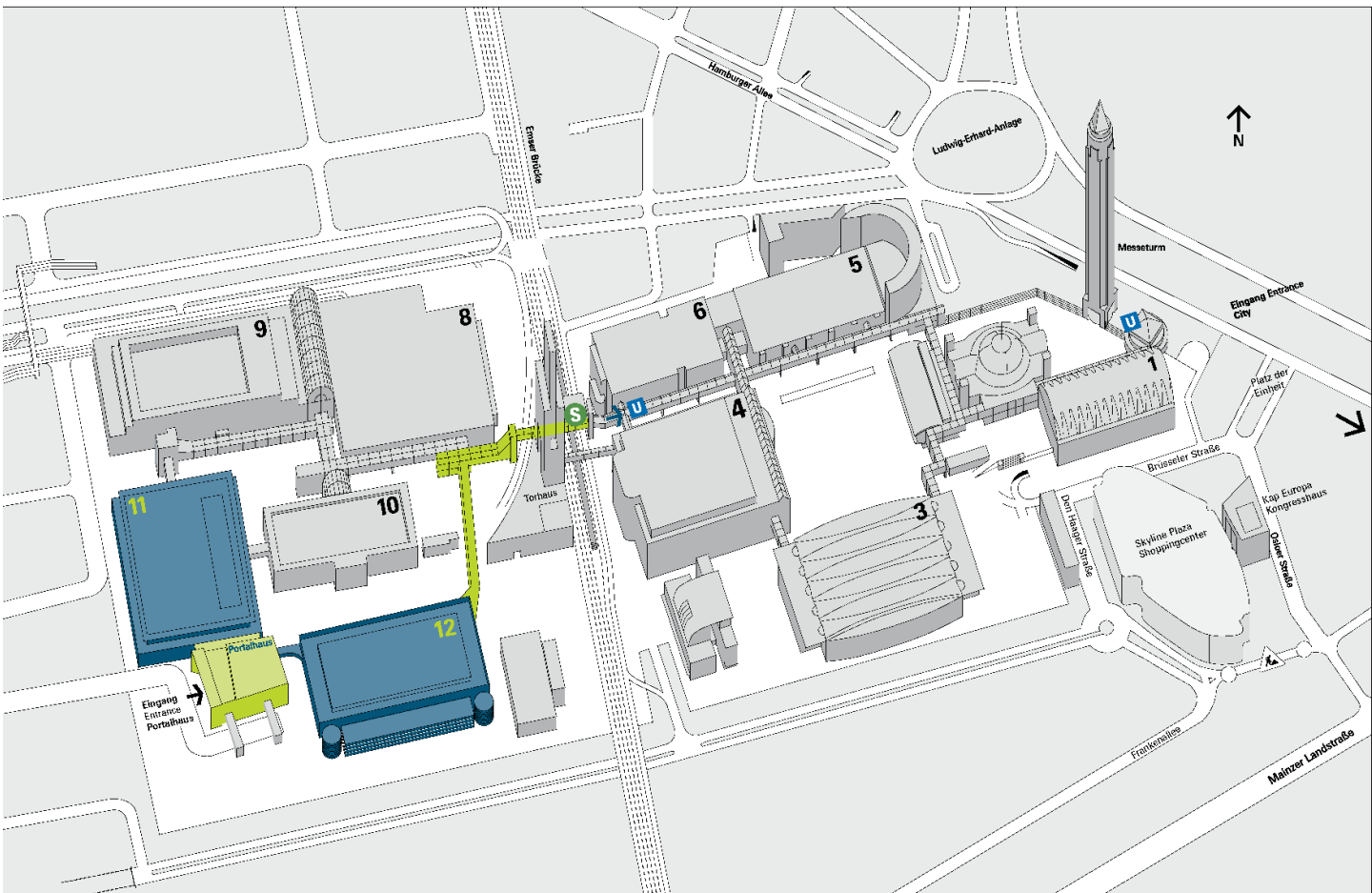
Product categories:

<u>Posters & Banners</u>	<u>Promotional Displays</u>
<u>Sanitary Advertising</u>	<u>Specials</u>
<u>Local Transport Advertising</u>	
<u>Hall Transitions & Routing</u>	
<u>Staircase Advertising</u>	
<u>Foyers & Entrance Areas</u>	
<u>Video Screens</u>	

Hall Layout 2023

formnext

For all advertising opportunities on the exhibition grounds, the positions are noted in the description. Of course, we are always available to answer detailed questions. Formnext takes place on both levels of Halls 11 and 12.



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Posters & Banners

formnext

Think Big! With the mega posters on the hall facades, you will achieve maximum attention for your trade fair presence.



Megaposter* Hall 12 North

Width x height S	725 x 820 cm
Price	€9,500
Width x height M	1.470 x 820 cm
Price	€18,000

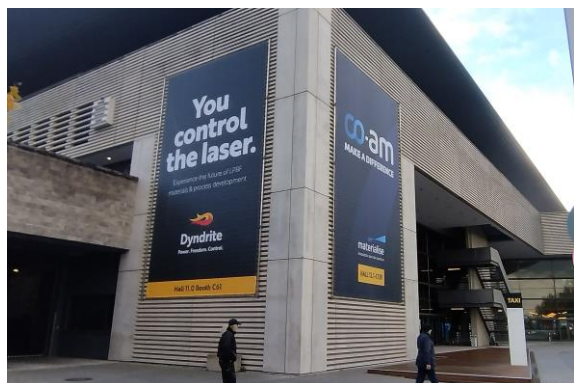
*Larger formats upon request. Max. 2x bookable



Megaposter* Hall 11 South Entrance Portalhaus

Width x height	590 x 995 cm
Price	€12,600

*Limited to one exhibitor



Megaposter* Hall 11 West / Entrance Portalhaus

Width x height	590 x 995 cm
Price	€10,100

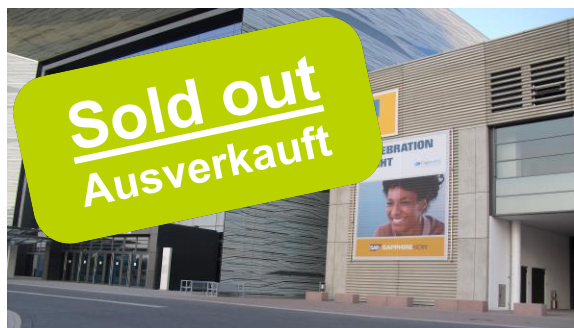
*Limited to one exhibitor

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Don't be overlooked – show your presence on one of our large banners.



Megaposter*

Hall 11 East

Width x height	590 x 735 cm
Price	€11,750

*Limited to one exhibitor



Giga Banner Posto*

Visitor parking Rebstock
Posto 1 / Posto 2

Posto 1: Width x height	1.573 x 525 cm
Price	€14,900
Posto 2: Width x height	1.018 x 1.090 cm
Price	€16,900

*Each limited to one exhibitor



Giga Banner Bridge*

Visitor parking Rebstock

Width x height	1.018 x 1.090 cm + 2x 471 x 565 cm
Price	€24,400

*Limited to one exhibitor

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Look up! Advertise at airy heights for more visibility.



Free Hanging Banner* Portalhaus

Width x height	300 x 500 cm
Price	€6,600

*Limited to two exhibitors (1 Formnext banner plus max. 2 exhibitor banners, 1 banner per exhibitor)



Advert Alley* Via H8 to H12 on the Via Mobile

Width x height	84 x 124 cm
Price	€7,250

*9 banners limited to one exhibitor.
Printable on both sides

Taking a short break from the hustle and bustle of the trade fair? Reach visitors in a quiet moment.



WC Mirror Advertising* Washrooms in Hall 12.0 or 12.1

Width x height	30 x 90 cm*
Price	€6,400

*per sticker (31 or 35 pieces)
Limited to one exhibitor per Hall level



WC Mirror Advertising* Washrooms in Hall 11.0 or 11.1

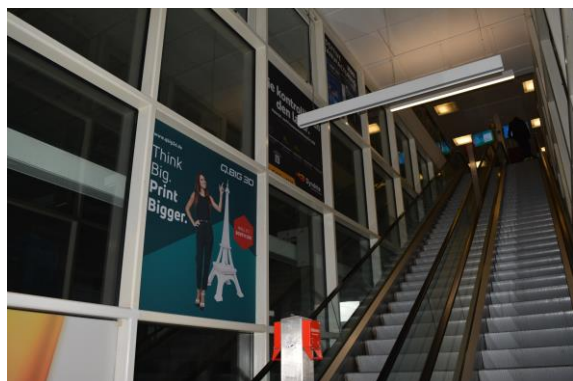
Width x height	30 x 90 cm*
Price	€8,900

*per sticker (52 pieces)
Limited to one exhibitor per Hall level

Local Transport Advertising

formnext

A great welcome for all visitors – with these advertising messages you will reach all rail passengers in an eye-catching way.



Railway Platform Window Covering*

Escalator from the railway platform to Torhaus entrance

Width x height	171 x 171 cm per window
Price	€1,650 per window

*8x bookable (4 per side)



Railway Terminal Banner*

In the railway terminal, in front of the Torhaus entrance

Width x height	1.000 x 100 cm, double-sided
Price	€5,900

*2x bookable

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Hall Transitions & Routing

formnext

Welcome trade show visitors with your advertising message directly upon their arrival.



Window Covering "Trapeze"*

On the windows in the transition from entrance Torhaus to Via Mobile + in the middle of Via Mobile towards hall 12

Width x height	upstairs 370.5 cm downstairs 163.5 cm height 179 cm
Price	€2,800

*8x bookable (6 windows at the transition, 2 windows at Via Mobile)



Corridor Banner*

Embedded in the building architecture on the walkway of the visitor

Width x height	227 x 364 cm 220 x 363 cm 232 x 366 cm position-dependent
Price	€4,500

*13x bookable



Advertising Wall

Positions upon agreement

Width x height	
L	200 x 250 cm
XL	300 x 250 cm
Price	
L	€3,100
XL	€3,900

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Hall Transitions & Routing

formnext

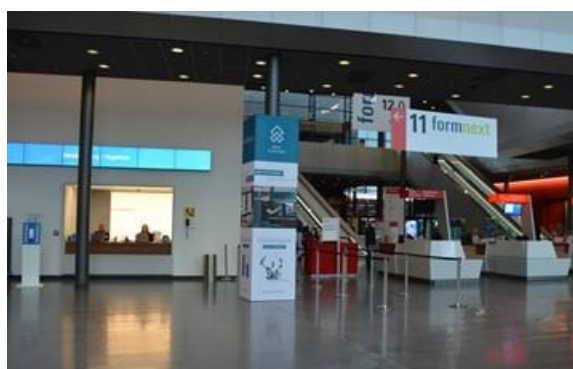
Move directly into the visitors' field of vision as you move from hall to hall.



Banner Double

Left and right at the doors from the Portalhaus / Hall 11 to Foyer 12

Width x height	
Left:	92 x 375 cm
Right:	98 x 375 cm
Price	€4,600



Column Cladding

Embedded in the building architecture on the walkway of the visitor

Width x height L	100 x 400 cm*
Price L 12.Via	€5,000*
Width x height L	100 x 400 cm**
Price L Portal House	€5,650**
Width x height XL	100 x 500 cm***
Price 12.0 Foyers	€6,500***

* Foyers of the interfloor hall 12.Via. Max. 6x bookable.

** Portal House. Max. 3x bookable.

***Foyers of Hall 12.0. Max. 4x bookable.

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Staircase Advertising

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Taking your visibility to new levels!

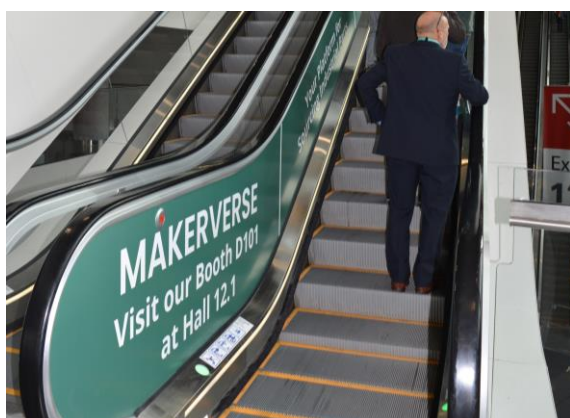


Stairway Stickers Portalhaus* 40 steps directly at the entrance Portalhaus

Width x height	242 x 16,5 cm per step
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Price	€8,500
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*Limited to one exhibitor



Escalator Side Wrap* from level 11.0 to interlevel 11.Via AND escalator level 11.Via to level 11.1

Format	upon request
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Price	from €5,500*
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*per escalator and side



Top Banner Escalator* Escalator from interlevel 12.Via to level 12.0 West OR escalator from interlevel 12.Via to level 12.0 East

Width x height	600 x 282 cm
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Price	€6,700
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*Max. 2x bookable

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Staircase Advertising

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A connecting element between the various halls of the fair – here you will be seen by a particularly large number of visitors.



Stairway Stickers*

Hall 12, 2 staircases per hall side
 1x level 12.0 to 12.Via West
 1x level 12.Via to 12.1 West
 1x level 12.0 to 12.Via East
 1x level 12.Via to 12.1 East

Width x height	238 x 17,5 cm per step (a total of 39 steps per staircase)
Price	€6,900

*Max. 4x bookable

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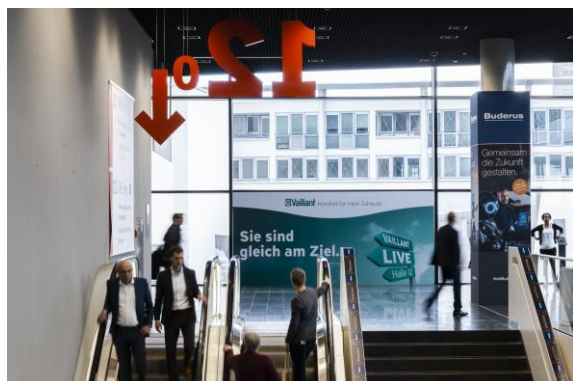
On-site
advertising



Foyers & Entrance Areas

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Address your message to trade show attendees immediately before they enter the exhibition hall.

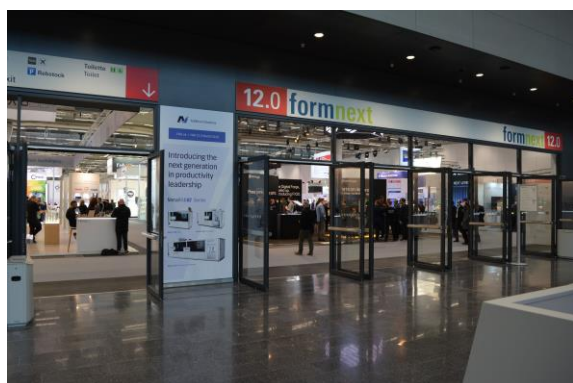


Foyer Window Banner*

Hall 12.Via East

Width x height	490 x 228 cm
Price	€4,400

*Limited to one exhibitor



Entrance Banner*

At the entrance doors to Hall 12
 Foyer 12.0 East: 2 banners +
 Foyer 12.0 West: 2 banners
 Foyer 12.1 East: 2 banners +
 Foyer 12.1 West: 2 banners

Width x height	149,5 x 337 cm
Price	€3,300

*8x bookable (4 per level)

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Moving pictures move people! Reach visitors with your video content.



ePoster Video* 10 Hotspots on-site

Format	Video length: Max. 20 seconds (without audio)
Display size	55 inches
Price	€3,590

*Production of the video by exhibitor.
Max. 12 videos in rotation on all video steles.
Max. 3 videos bookable per exhibitor.



Video on LED Wall* Entrance area Portalhaus

Format	Video length: Max. 45 seconds (without audio)
Display size	5.000 x 2.813 cm
Price	€7,900

*Production of the video by exhibitor. Max. 5 videos in rotation. Max. 1 video bookable per exhibitor.

Our high-quality LED Trailer enables you to spotlight your advertising message, both visually and acoustically.



LED Trailer*

Outdoor area at exit 12.0 west

Format	Video length: Max. 45 seconds (with audio)
Display size	6.000 x 3.375 mm
Price for one spot of max. three spots	€9,620
Price for exclusive booking	€15,350

*Production of the video by exhibitor

Promotional Displays

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Triangle Tower and Slim Box are illuminated and offer the option of printed information material, vouchers or flyers to take home.



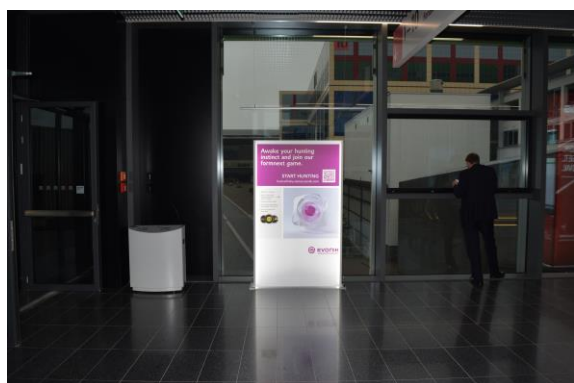
Triangle Tower*

Via Mobile, Foyers, Portalhaus – by agreement

Width x height	60 x 200 cm
Price	€2,250 €2,450**

*printed on both sides

**With brochure dispenser (stocking by exhibitor)

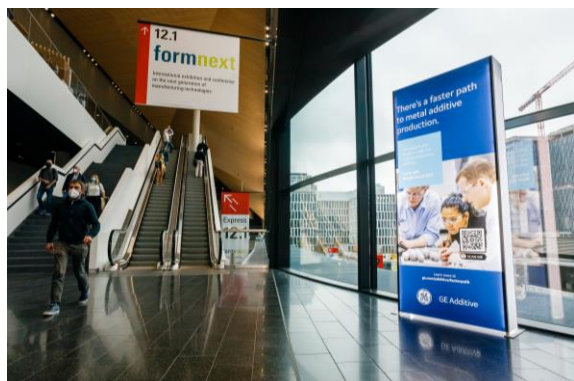


Slim Box*

Via Mobile, Foyers, Portalhaus – by agreement

Width x height	
Front/Rear:	120 x 200 cm
Side faces:	20 x 200 cm
Price	€2,900 €3,100*

*With brochure dispenser (stocking by exhibitor)



Slim Box XL

Via Mobile, Foyers, Portalhaus – by agreement

Width x height	
Front/Rear:	120 x 300 cm
Side faces:	30 x 300 cm
Price	€3,750

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Promotional Displays

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Best long-distance effect with a height of 8 or 10 m! With this product, you will not only stand out, but also be a real eye-catcher on the exhibition grounds.



Advertising Tower

Width x height	230 x 800 cm*
Price	€9,250
Width x height	230 x 1.000 cm**
Price	€11,100

*Max. 4x bookable

**Limited to one exhibitor

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Here you will find special options for addressing target groups on-site.



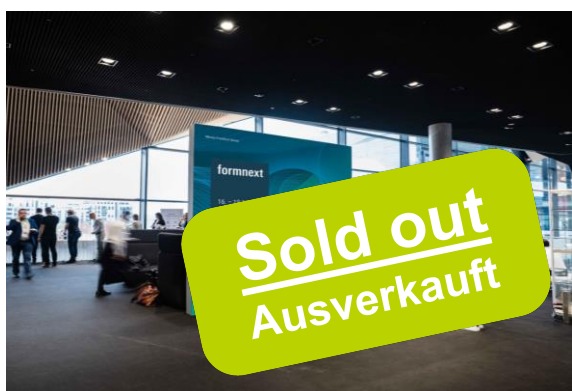
Promotion*

4 m² promotion area, daily distribution from 9 a.m. – 6 p.m.

Use the human factor! Address visitors personally and at eye level. Distribute information and giveaways at our central promotion areas.

Price	€6,500
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*Max. 4x available. Max. 1x per exhibitor bookable. Without staff (mediation possible)



VIP Lounge Sponsoring*

Sponsoring our VIP lounge provides your products and marketing messages exclusive visibility to our visitor VIPs.

Price	€6,900
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*Details upon request

Digital advertising formats for your trade show success.

Increase the visibility and reach of your company and make your target groups aware of your trade show participation in advance. Use this opportunity to strengthen your brand and attract new potential customers.

Products at a glance:

<u>Display Advertising</u>	<u>Mailing Advertising</u>
<u>Ticket TakeOver</u>	<u>Upgrade Company Profile</u>

Make sure you have an online presence before the trade show and direct potential customers to your website.

Do you need more information?

Screenshots, technical data and information about ranges are available upon request.

Billboard Ad*

Lead visitors to your company website with the help of the Billboard Banner. The banner is placed directly on the Formnext homepage.

Price	€3,900
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*Max. 2x bookable

Searchbox Super Banner & Results Rectangle*

The most frequented category on Formnext.com is the exhibitor search. With this banner combination you will have the best visibility on all devices. The display additionally takes place on the digital event platform.

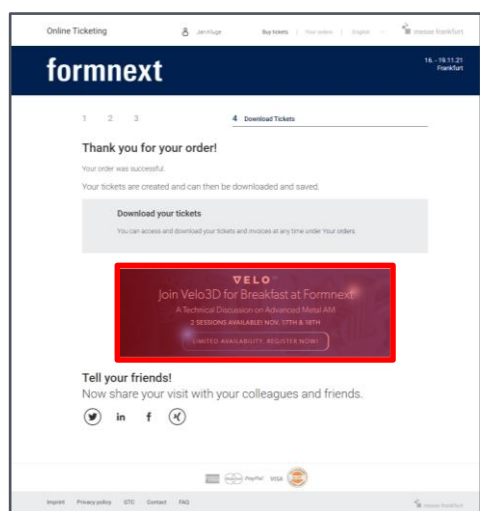
Price	€4,980
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*Max. 4x bookable

Ticket TakeOver

formnext

Thanks to Ticket TakeOver, your marketing message will be visible to every visitor. After completing the ticket ordering process, your banner will be displayed on the screen and on the PDF ticket.



Ticket TakeOver*

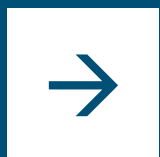
With Ticket TakeOver, your advertising is integrated online in the ticket shop and an ad is displayed directly on the PDF ticket. Your ad is thus visible on the most important document on-site.

Price	€8,890
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*Limited for one exhibitor

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Online Ads



Visitor mailings reach up to 30,000 registered visitors as well as visitors from previous years and inform them about program points, highlights and procedures.



Visitor Mailing Banner

Your marketing message in the personal mailbox of registered and potential visitors (up to 30,000 recipients).

Price	
Top Banner	€3,100
Center Banner	€2,600

Upgrade Company Profile

formnext

Be on top! Put your company in the spotlight in various places on the website & app.



Top of Search*

Become number 1 in exhibitor search results by keywords!

Price	€2,850
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*Max. 5x bookable



Top of Product Group*

Secure the number 1 position in your product group!

Format	1.140 x 285 px (4:1)
Price	€1,700

*Max. 1x bookable per product group



Front Page Box*

Present your company to your future customers and highlight your services before they even start their search! Located directly on the homepage of Formnext.com, in the interactive floor plan, and in the Formnext app - listed first in the exhibitor search.

Teaser Text: 70 characters including spaces (visible only on the web)

Price	€3,350
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*Max. 5x bookable

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Online
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Upgrade Company Profile

formnext

Be on top! Put your company in the spotlight in various places on the website & app.



Awareness Package*

You can boost your presence by combining these products at a special price.

- Top of Search
- Top of Product Group
- Front Page Box

Price	5.800 €
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*Max. 5x bookable

Media Package Manager: Awareness Booster for your Company profile

In the Media Package Manager, you will find attractive additional services for your company profile.

With **Top of Search**, **Top of Product Group** and the **Front Page Box**, you will achieve more visibility and click chances on your company profile.

We will be happy to provide you with advice at any time.

→ Click here for the [Media Package Manager](#)

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Online
Ads



Print still got it!

Despite all the digitization and change in private and business life: Just as the trade show experience cannot be replaced digitally, the printed, haptic medium has its proven right to exist.

We show you how to achieve full attention and thus a first-class advertising impact.

Products at a glance:

[Exhibition Guide](#)

[Fon Mag – Expo Edition](#)

The Exhibition Guide is published in a handy DIN A5 format and is displayed on-site at all high-traffic locations for visitors to take with them. Your ad will follow visitors wherever they go.

Content

List of exhibitors, hall plans, program overview, highlights, etc.

Positions

In the entrance areas and at other selected locations on the exhibition grounds

Format

Booklet format: W 148 x H 210 mm (advertising formats upon request)



Formats	Price
Exclusive Ad Placements	
Front cover triangle + 1/1 page inside	<div style="display: inline-block; border: 1px solid black; padding: 2px; transform: rotate(-15deg); background-color: #90EE90;"> Sold out Ausverkauft </div> €4,500
Inside front cover	<div style="display: inline-block; border: 1px solid black; padding: 2px; transform: rotate(-15deg); background-color: #90EE90;"> Sold out Ausverkauft </div> €4,250
Back cover	<div style="display: inline-block; border: 1px solid black; padding: 2px; transform: rotate(-15deg); background-color: #90EE90;"> Sold out Ausverkauft </div> €4,250
1/2 page landscape table of contents	<div style="display: inline-block; border: 1px solid black; padding: 2px; transform: rotate(-15deg); background-color: #90EE90;"> Sold out Ausverkauft </div> €3,090
Regular Ad Placements	
1/1 page	€3,900
2/3 page portrait	€3,250
1/2 page landscape	€2,600
1/3 page landscape	€2,070
Double Logo Placement: Hall Plan* + A-Z List	
Price	€1,990

Here, your logo is placed on the hall plan and linked to your stand space. Your stand space will also be highlighted in color. In addition, your logo will be placed in the alphabetically sorted exhibitor list.


*Max. 5x per hall

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Print



Exclusively for you as an exhibitor: Advertising bookings in the trade show issue are reserved exclusively for exhibiting companies at the Formnext.

Formats*	Dimensions Width x height mm	Prices for issue 04 – Expo Edition
Exclusive placements & AdSpecials		
French cover (Altar fold on title page)	420 x 297	€9,900
2/1 page	420 x 297	€7,250
Inside front cover	210 x 297	€5,450
Back cover 	210 x 297	€5,450
Inside back cover	210 x 297	€5,130
Island ad	58 x 90	€1,360
Insert	Upon request (depending on paper grammage, number of pages, full or partial insert)	
Advertisements		
1/1 page	210 x 297	€4,540
1/2 page landscape	210 x 148,5	€2,710
Junior page	134 x 200	€3,300
1/3 page landscape / portrait	210 x 99 / 72 x 297	€1,900

Detailed information can be found in the [media kit](#)

* For all formats plus 3 mm bleed on the outside applies

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Print



Formats*	Dimensions Width x height mm	Prices for issue 04 – Expo Edition
Editorial advertising forms		
Cross-channel advertorial, 1/1 page**	210 x 297	€6,900
Cross-channel advertorial, 1/2 page**	210 x 148,5	€5,220
Special issue / supplement (Print and Online)	Upon request	
Job ads*** (placed in type area)		
1/1 page	182 x 260	€3,175
1/2 page landscape	182 x 128	€1,890
1/4 page rectangle	89 x 128	€1,030

**Our specialist editorial team would be happy to create high-quality advertorials for your content (6-week lead time). Price includes text creation including one round of corrections, layout and English translation. No third-party costs shall be assumed. In addition to placement in the printed edition and the corresponding e-paper, your advertorial will be published in the e-mag and promoted via a teaser article in the next possible AM4U newsletter and AM4U LinkedIn newsletter.

*** Job ads will be published on the career portal 'AMJobs' prior to publication of the print issue. Job ads from issue 4 (Expo Edition) will also be displayed on the physical job board at the Formnext exhibition on-site.

* For all formats applies plus 3 mm bleed on the outside

Stages

Formnext Multi-Stage Format: More than a Conference

The Formnext 2023 will include three stages in the exhibition halls, providing visitors with easy access to expert knowledge on AM technologies, applications in various industries, and broader issues affecting the industry as a whole.

Technology Stage

Presentation opportunity of solutions along the entire process chain from material to manufacturing preparation, AM production to post-processing and quality management.

For more information on your presentation options at the Technology Stage, click [here](#) and visit the [Shop for Exhibitor Services](#). Information on the Application Stage and Industry Stage can be found [here](#).

Start-up Challenge

Would you like to pave the way for young innovative ideas in the AM world and establish early contacts to promising AM developments and their creators? Then do become a sponsor of the Start-up Challenge 2023.

Our services

You will be prominently placed with your logo on the sponsor wall during the Pitchnext event and on the Start-up Challenge website.

- As part of the extensive communication on the Start-up Challenge, you will be mentioned as a supporter, e.g. in press releases, mailings etc.
- Be the first to take a look at the ideas of our participants and meet the makers of tomorrow in person at the Pitchnext event during Formnext. Of course, you will be present as a guest of honor at the idea presentation event and award ceremony.

For details on sponsorship, please feel free to contact the following:



Caroline Muders

Junior Exhibition Manager
+49 711 61946 568
caroline.muders@mesago.com

YEAR-ROUND PRODUCTS / 365

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Messe Frankfurt Group

Formnext.TV

Formnext.TV is your partner for professional film communication – before the trade fair, at the trade fair and after the trade fair. Our complete content marketing offering gives you the opportunity to present complex, technological solutions vividly and impressively via video and thus puts you in the spotlight – 365 days a year! Our film team puts you in the limelight with a customized concept wherever your innovation is to be seen.

Consulting, production (concept + text) and distribution in one. Best of all: After production, we send your message directly to the AM community via our channels.

Whether at the Formnext, your in-house trade fair, your roadshow – or at your company headquarters: we can put you in the spotlight professionally.

Advertising forms & prices

Your possibilities		
Technology Insight Shoot possible all year round	Under year shoot	€7,900
Exhibitor Focus Shoot at the fair	Runtime 180 seconds	€4,400
Exhibitor Spotlight Shoot at the fair	Runtime 90 seconds	€3,950
Shout-Out Shoot before the fair	Runtime variable (max. 60 seconds)	€1,275

Formnext.TV

Broadcast & distribution

	Social media	AM4U-newsletter (email + LinkedIn)	Digital event content stream	On-demand media library on Formnext.com	Distribution via exhibitors' own channels
Technology Insight ¹	x	x		x	x
Exhibitor Focus ¹	x	x	x	x	x
Exhibitor Spotlight ¹	x	x	x	x	x
Shout-Out* ²	x				x

*Followers: LinkedIn (+ 19,700), Instagram (+ 9,300), X/Twitter (+ 5,000), Facebook (+ 12,400)

¹Technical data

Video: No delivery of data necessary. If desired, existing video or image material can be incorporated into your clip. We will coordinate the required data with you personally.

²Social media only: Shout-Out

Boost your trade show presence with our Formnext.TV entry format, which showcases your booth location and effectively draws visitors to you and your highlights via our social media channels. Following a short briefing and the subsequent sending of your video material, editing will take place in the usual Formnext.TV style.

Detailinformationen finden Sie im [Media Kit](#)

Formnext.TV

Technical data

Video: No delivery of data necessary. If desired, existing video or image material can be incorporated into your clip. We will coordinate the required data with you personally.

Broadcast & distribution during the trade fair

- In the Formnext content stream on all four days of the trade fair
- Via social media
 - LinkedIn (+ 19,700 followers)
 - Instagram (+ 9,300 followers)
 - Twitter/X (+ 5,000 followers)
 - Facebook (+ 12,400 followers)
- AMU4 email newsletter + LinkedIn newsletter
- On-demand in the media library on Formnext.com
- Distribution via exhibitors' own channels possible

Detailed info about Technology Insight upon request.

Social media only: Shout-Out

Boost your trade show presence with our affordable Formnext.TV format, which showcases your booth location and effectively draws visitors to you and your highlights via our social media channels. Production is to take place independently prior to Formnext and will be complemented with available image and video material.

Detailed information can be found in the [media kit](#)

Fon Mag

In addition to trends, news and innovations along the process chain, the Fon Mag concept focuses on new applications, market and country reports, interviews with industry experts and, above all, exclusive looks behind-the-scenes of solution providers or users.

Experts and executives worldwide are informed with practical reports and features on all aspects of additive manufacturing.

The combination of high journalistic quality, appealing design and feel, and worldwide distribution to a highly qualified readership makes the magazine unique.

Content

Quality journalism with exclusively researched news, features and interviews with industry insiders

Distribution

Issue 01/02/03:

Over 18,700 copies distributed, including 3,700 copies at the Formnext.

Issue 4 trade show edition:

Over 23,500 copies distributed, including 5,000 copies at the Formnext.

Readership

Professionals and executives of the international AM community, exhibitors and visitors of the Formnext

Frequency of publication

4x per year

Magazine format

W 210 x H 297 mm

Detailed information can be found in the [media kit](#)

Fon Mag

Formats*	Dimensions Width x height mm	Prices for issues 01/02/03
Exclusive placements & AdSpecials		
French cover (Altar fold on title page)	420 x 297	€9,700
2/1 page	420 x 297	€7,050
Inside front cover	210 x 297	€5,300
Back cover	210 x 297	€5,300
Inside back cover	210 x 297	€4,990
Island ad	58 x 90	€1,325
Insert	Upon request (depending on paper grammage, number of pages, full or partial insert)	
Advertisements		
1/1 page	210 x 297	€4,420
1/2 page landscape	210 x 148,5	€2,640
Junior page	134 x 200	€3,215
1/3 page landscape / portrait	210 x 99 / 72 x 297	€1,850

*For all formats applies plus 3 mm bleed on the outside

Fon Mag

Formats*	Dimensions Width x height mm	Prices for issues 01/02/03
Editorial advertising forms		
Cross-channel advertorial, 1/1 page**	210 x 297	€6,760
Cross-channel advertorial, 1/2 page**	210 x 148,5	€5,140
Special issue / supplement (Print and Online)	Upon request	
Reprint for distribution at exhibitions, congresses and customer visits	Upon request	
Job ads*** (placed in type area)		
1/1 page	182 x 260	€3,100
1/2 page landscape	182 x 128	€1,840
1/4 page rectangle	89 x 128	€1,000

**Our specialist editorial team would be happy to create high-quality advertorials for your content (6-week lead time). Price includes text creation including one round of corrections, layout and English translation. No third-party costs shall be assumed. In addition to placement in the printed edition and the corresponding e-paper, your advertorial will be published in the e-mag and promoted via a teaser article in the next possible AM4U newsletter and AM4U LinkedIn newsletter.

***Job ads will be published on the career portal ‚AM Jobs‘ prior to publication of the print issue.

*For all formats applies plus 3 mm bleed on the outside

AM4U Industry Newsletter

Our digital community newsletter "AM4U" provides the latest industry news and technology insights, entertaining video reports from the Formnext.TV, exclusively researched articles from the Fon Mag, interviews with industry insiders and news from the Formnext team.

The AM4U newsletter is the industry newsletter with the widest reach in the German-speaking region with a focus on additive manufacturing.

Target group

Experts and executives of the AM community

Publication frequency

Monthly (except August and November)

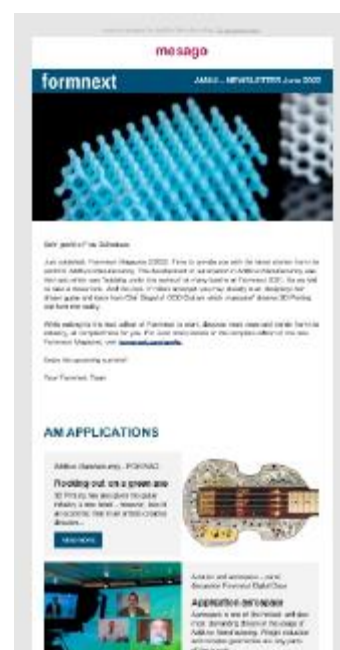
Exact publication dates upon request

Language

The AM4U newsletter is published in English and in German.

Distribution

Over 43,000 recipients



Advertising forms and prices can be found on the next page.

AM4U Newsletter



Newsletter Banner

Top/Center Position

Format	700 x 250 px or 590 x 250 px
Technical details	upon request
Price Top Position	€2,800
Price Center Position	€2,300



Native Ad

Teaser text, 1 image, 1 external link

Format	220 x 220 px
Technical details	upon request
Price	€2,800

Detailed information can be found in the [media kit](#)

Important Information and Dates

Product Type	Language	Booking Deadline	Delivery Date Graphics/Videos*
Fairgrounds			
Posters & Banners	English recommended	09.10.2023	19.10.2023
Sanitary Advertising	English recommended	09.10.2023	19.10.2023
Local Transport Advertising	English recommended	09.10.2023	19.10.2023
Hall Transitions & Routing	English recommended	09.10.2023	19.10.2023
Staircase Advertising	English recommended	09.10.2023	19.10.2023
Foyers & Entrance Areas	English recommended	09.10.2023	19.10.2023
Video Screens	English recommended	16.10.2023	26.10.2023
Promotional Displays	English recommended	09.10.2023	19.10.2023
Specials	English recommended	09.10.2023	19.10.2023
Online			
Display Advertising	English + German possible	16.10.2023	26.10.2023
Ticket TakeOver	English + German possible	18.09.2023	28.09.2023
Mailing Advertising	English + German possible	all year round	upon request
Upgrade Company Profile	English + German possible	all year round	
Print			
Exhibition Guide	English recommended	02.10.2023	09.10.2023
Fon Mag – Expo Edition	English recommended	15.09.2023	29.09.2023

***You will receive the technical specifications for creating your graphics/videos by e-mail directly after your booking.**

Important Information and Dates

Product Type	Language	Booking Deadline	Delivery Date Graphics/Videos*
Stages			
Technology Stage	English recommended	15.09.2023	
Start-up Challenge			
Start-up Challenge	English	02.10.2023	15.10.2023
Formnext.TV			
Technology Insight	English	all year round	production by Mesago
Exhibitor Focus	English	20.09.2023	production by Mesago
Exhibitor Spotlight	English	20.09.2023	production by Mesago
Shout-Out	English	20.10.2023	24.10.2023
AM4U Newsletter			
AM4U Newsletter	English + German possible	upon request	upon request
Fon Mag			
Fon Mag Issues 2023/2024	English + German possible	See Media Kit	See Media Kit

***You will receive the technical specifications for creating your graphics/videos by e-mail directly after your booking.**

Your Contact Persons

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Do you have any questions?

We will be happy to advise you and develop an offer tailored to your individual needs and goals.



Stefan Rapp

Sales Manager Marketing Solutions
+49 711 61946 501
stefan.rapp@mesago.com



Pierre Kütterer

Team Leader Marketing Solutions
+49 711 61946 464
pierre.kuetterer@mesago.com

Directly to order form

Your company profile on the Formnext website is your business card to the outside world. This is where visitors inform themselves about your company first. Use our tools to stand out from the crowd and find out about all the options available to you in the Media Package Manager (MPM).

Directly to the MPM website

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the
overview



General Terms and Conditions

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1. Scope

These General Terms and Conditions for Advertising form an integral part of contracts concluded between Mesago Messe Frankfurt GmbH (hereinafter Mesago) and the exhibitor governing outdoor and indoor advertising, digital advertising, or other advertising. Diverging general terms and conditions of the exhibitor have no validity.

2. Outdoor, Indoor, and Digital Advertising

Charges will apply for any outdoor and indoor advertising outside of the rented booth area. Advertising on the exhibition/event grounds outside the rented booth area will be permitted only for registered exhibitors of the respective event subject to prior written confirmation from Mesago for the intended advertising. Mesago reserves the right to remove, at the exhibitor's expense, any unapproved or unauthorized outdoor or indoor advertising outside of the rented booth area itself or through vicarious agents, and to store it in accordance with Section 7(2).

Outdoor advertising means exhibitor advertising in the form of poster advertisements or similar advertising of various sizes and banner advertising on the outdoor grounds of the exhibition/event during the booked event.

Indoor advertising means poster advertisements and any kind of printed and multimedia advertising in diverse media and in various sizes in the interior of the exhibition center during the booked event.

Digital advertising means Internet-based advertising, in particular using banners, video clips, social media marketing or similar advertising over other online channels.

These provisions shall apply analogously for all other forms of advertising on the exhibition site or online.

3. Orders / Contract Conclusion

Information in the online exhibitor services store, service descriptions, or similar documents provided by Mesago do not constitute an offer from Mesago, and are not binding.

The exhibitor's ordering of advertising shall constitute a binding offer. Such orders must be submitted in writing. To accept such an offer, Mesago will return an order confirmation.

Mesago will be entitled to engage third-party companies or subcontractors to perform the agreed services.

4. Prices, Terms of Payment, Right of Retention

(1) Unless otherwise agreed or stated, the prices quoted by Mesago are net prices in euros. Statutory sales tax will be added in each case.

(2) Mesago's invoices are due for payment immediately without deductions.

The exhibitor shall be entitled to rights of offset, performance refusal, or retention only if its counterclaims have been upheld beyond legal appeal or are acknowledged by Mesago.

A right of retention shall furthermore exist only if the asserted counterclaim is founded on the same contractual relationship as Mesago's claim.

5. Deadlines / Publication Period

Deadlines for the submission of print materials or posters are shown on the applicable order forms or order confirmations.

The exhibitor is responsible for the timely delivery of the print materials or posters. Mesago may refuse advertising orders that are not submitted on time.

Mesago shall only be liable for on-time performance and quality of performance if the exhibitor has duly complied with its contractual obligations; in particular, the timely and complete provision of documents sufficient to meet the specified quality requirements.

Digital advertising on the event website will be available until a date to be notified by Mesago; digital advertising on the app or other channels will be available until 31.12.2023.

6. Responsibility for Content

The exhibitor bears sole responsibility for advertising content and any damage incurred as a result. The exhibitor is responsible for the content and legal admissibility of the image and text documents provided for the advertising material. Liability for ensuring that no property rights or other third-party rights are infringed by the advertising commissioned by the exhibitor and performed in accordance with the information and documents provided by the exhibitor rests solely with the exhibitor. Mesago is under no obligation to verify whether the data or other materials supplied by the exhibitor in order to perform the service infringe or may infringe property or other third-party rights. Therefore, Mesago does not guarantee freedom from third-party claims unless such claims relate to information or documents provided by Mesago itself, which are not based on content, information, etc. from the exhibitor.

Mesago reserves the right to refuse advertising orders or the performance thereof because of their content, origin or technical form, on objectively justified grounds if, in Mesago's conscientious opinion, the content violates laws, regulations established by the authorities, or common decency, or if the publication thereof is unacceptable for Mesago. In arriving at this opinion, Mesago will take into account not only the content but also the overall appearance of the advertising from the viewpoint of quality and aesthetics. The exhibitor will be notified promptly of the refusal of an advertising order.

In the event of a breach of its obligations under subsections (1) and (2) above, the exhibitor shall indemnify and hold Mesago harmless against all claims for damages and other claims asserted by third parties, pay for all damages arising from the violation of property or other rights, and must make advance payments toward costs if so requested by Mesago.

7. Quality / Provision of Print / Advertising Materials for Performance of Services

The ordering party is responsible for the provision of defect-free print materials that meet the requirements of the venue's General Technical Specifications for File Attachments in particular. The exhibitor shall deliver advertising materials that are required for service performance by Mesago, carriage paid to Mesago's offices or to the location designated by Mesago, by the agreed deadline. If a return of the advertising materials provided by the exhibitor has been agreed, the cost and risk for this will be borne by the exhibitor from the place of use.

Mesago shall store the print materials submitted by the exhibitor for a period of two weeks after the end of the event. If the exhibitor provides original masters (digital data carriers, etc.), it agrees to prepare duplicates beforehand. Mesago assumes no liability for customer masters that are not reclaimed within two weeks of the end of the event. In such case, Mesago shall be entitled to dispose of the material at the exhibitor's expense.

An accompanying color proof is to be provided for color printing. Otherwise, no responsibility can be accepted for accurate color reproduction. Mesago will request replacements without delay for recognizably unsuitable or damaged advertising masters. Mesago warrants the customary print quality for poster and banner advertising, subject to the limits allowed by the print masters. Special graphic design work as well as the production of films following the submission of final artwork shall be charged separately. If the exhibitor subsequently wishes to make significant changes to the originally agreed versions, the additional costs incurred may be invoiced separately to the exhibitor.

If defects in the advertising masters are not immediately evident and only become apparent during processing, the exhibitor must accept any resulting additional costs or processing losses.

8. Storage and Return of Advertising Materials

If the exhibitor does not request the return of submitted advertising material up to one week before the event, Mesago shall be entitled to dispose of the submitted advertising materials at the exhibitor's expense. If the exhibitor requests the return of the submitted advertising materials in a timely manner, the cost and risk for this will be borne by the exhibitor from the place of use.

Mesago accepts no liability for advertising materials that the exhibitor does not request back up to one week before the event. (1) and (2) above shall apply analogously to advertising material produced by Mesago or that Mesago arranges to have produced for the exhibitor.

9. Warranty for Defects

The exhibitor shall inspect the work performed by Mesago and give prompt notice of any defects without undue delay. If defects become apparent only later in spite of a careful inspection, they must be reported promptly after their discovery.

In any event, notices of defects must have been received by Mesago no later than seven days after the end of the event. Defects liability covers rectification of defects only. The manner of proper rectification shall be at the discretion of Mesago, and may also include replacement delivery at any time. The exhibitor shall only be entitled to demand cancellation of the contract or a reduction in payment if rectification fails, is no longer possible due to the amount of time that has elapsed (e.g. the end of the event), or is unacceptable for Mesago.

Mesago may refuse to rectify defects if the exhibitor has not duly fulfilled its contractual obligations.

If a defect is reported late, any warranty claims shall lapse entirely. The same shall apply if the exhibitor itself makes changes or impedes the establishment of defects by Mesago.

The warranty period is one year. This shall begin with acceptance of performance or, if acceptance is excluded due to the nature of the work, after the end of the event.

10. Liability for Damages / Compensation

Mesago shall bear liability only in cases of intent or gross negligence. Mesago's liability for a breach of warranty, product liability under the German Product Liability Act, for culpable injury to life, limb, or health, or a negligent breach of essential contractual obligations shall remain unaffected. An essential contractual obligation is defined as a contractual obligation whose fulfillment is a precondition for proper performance of the contract and the counterparty may generally rely on its fulfillment. In the case of slightly negligent breaches of essential contractual obligations, Mesago's liability shall be limited to the foreseeable, direct, average damages typical for the contract in consideration of the nature of the performance due. The above provisions do not imply a change in the burden of proof to the detriment of the exhibitor and do not exclude any entitlements expressly granted in these General Terms and Conditions.

Clause (1) above shall apply analogously to Mesago's liability for its staff, employees, freelancers, and other vicarious agents and representatives, as well as their personal liability.

11. Cancellation of Orders

The exhibitor is not entitled to cancel an advertising order. Should a cancellation nevertheless be made before the print date, Mesago shall be entitled to invoice for the costs incurred up to that point. This also applies to damage claims for lost profits if Mesago is unable to reallocate the cancelled advertising space for the booked period despite reasonable efforts.

In the event of cancellation after the print date or within the six weeks prior to the event, the exhibitor shall pay the full agreed amount.

As an alternative to subsections (2) and (3) above, or if no print date has been agreed, Mesago reserves the right to claim compensation for expenses (lump-sum compensation) as follows: - In the event of order cancellation from the date of order confirmation up to six months prior to the event: € 150.00, but at least the costs incurred up to that point.

In the event of order cancellation from six months to three months prior to the event: 30% of the agreed payment, but at least the costs incurred up to that point.

In the event of order cancellation from three months to six weeks prior to the event: 50% of the agreed payment, but at least the costs incurred up to that point.

It shall be up to the exhibitor to prove that Mesago did not incur any damages at all or that the damages incurred were significantly lower than the lump sum. Mesago expressly reserves the right to claim any further damages.

The provisions apply analogously to digital advertising. In this case, the date on which the digital advertising is created shall be considered the print date. The cut-off date for calculation of the cancellation costs shall be the planned publication date of the advertising.

12. Unforeseen Events

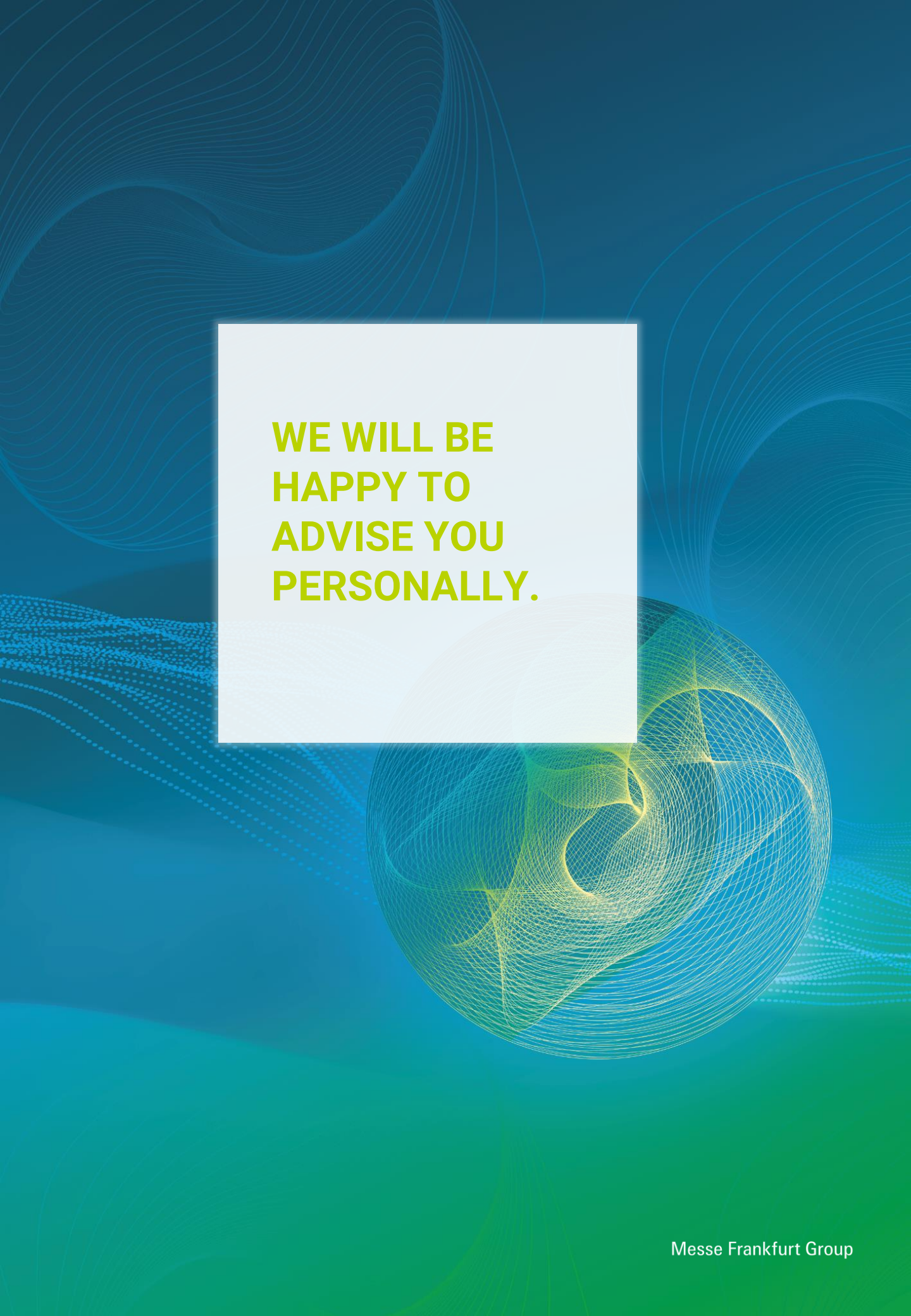
In the event of circumstances beyond Mesago's control (for example, industrial action, legal orders, or official orders) or force majeure (extreme weather conditions, natural disaster, war, terror threat, fire, endangerment of life or health of participants), the performance periods for Mesago shall be extended by the period and scope of the existence of the circumstance or force majeure. In the event of the permanent existence of one of the circumstances or force majeure, all of the affected contractual obligations shall cease. Permanent existence shall be considered equal to continuance up to the dates in accordance with Sections 5 (1) and 7 (1).

13. Place of Performance, Jurisdiction, and Venue

Insofar as the exhibitor is a merchant (Kaufmann) within the meaning of the German Commercial Code (HGB), a legal entity under public law, or special fund under public law, the place of performance, jurisdiction, and venue for all obligations and claims arising from the contract for advertising shall be Stuttgart. German law and the German text of these General Terms and Conditions shall apply exclusively. The terms of the UN Convention on Contracts for the International Sale of Goods (CISG) expressly do not apply.

Last updated: August 2020



The background features a gradient from dark blue at the top to green at the bottom. It is decorated with abstract, flowing lines in shades of blue and green. A prominent feature is a large sphere in the lower right, constructed from a dense network of thin, intersecting lines that create a wireframe effect. The text is centered within a white rectangular box.

**WE WILL BE
HAPPY TO
ADVISE YOU
PERSONALLY.**