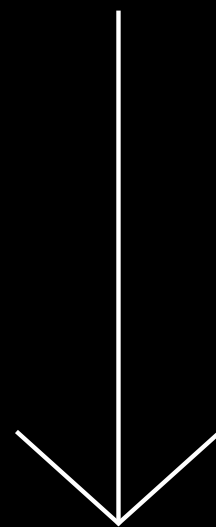


ADVERTISING OPPORTUNITIES



8-11 NOV

MESSEZENTRUM SALZBURG



LEADING OFFERS.

JUBILEE	2
PRINTED MATERIAL	3-4
ENTRANCE AREA	5-8
OUTDOOR AREA	9-11
INSIDE THE HALL	11-12
SPECIAL	13-14
TOUCH INFO SYSTEM	15
FLOOR ADVERTISING	16

55 YEARS JUBILEE OFFERS

Anniversary Offer – 55 Years of GAST

For 55 years, GAST has been the meeting point for gastronomy, hospitality, and indulgence – half a century full of innovation, encounters, and success stories. We want to celebrate this anniversary not only with a party, but together with those who made it possible: our loyal exhibitors.

As a thank-you for your long-standing participation, we're offering an exclusive anniversary promotion for the 55th GAST 2025: a personalized discount on selected advertising products, based on your individual trade fair loyalty.

How it works:

If you can provide a photo or another suitable document showing the year of your first uninterrupted participation at GAST, you will receive that number of years as a percentage discount on one anniversary product of your choice.

Example:

You've participated every year since 1999? Then we celebrate 26 years of loyalty with a 26% anniversary discount. The maximum discount is 55%, matching the 55th edition of GAST!

And that's not all:

With your consent, the submitted photo of your first participation will be published in a specially designed anniversary section of the printed trade fair guide. Selected images will also be featured on GAST's official social media channels, sharing your story with the community.



TRADE FAIR GUIDE: **FULL OR HALF-PAGE ADVERTISEMENT**

Gain more attention and therefore more visitors with an ad in the trade fair guide!

The trade fair guide is the official, free printed medium. It includes the exhibitor directory, a hall plan, and general information about the fair.

The guide is distributed at the ticket counters with the admission ticket and/or made freely available at numerous high-traffic locations.

UP TO 55% DISCOUNT

Half-page ad
100 x 105 mm, 1/2 page, 4c € 749,— (749/0/0)

Full-page ad
100 x 210 mm, 1/1 page, 4c € 1.399,— (1399/0/0)

Print documents by: 3 October 2025
(PDF, 1:1, +3 mm Beschnitt, images with 300 dpi)



I order ☐ a half-page ad ☐ a full-page ad.



TRADE FAIR GUIDE: **ADVERTORIAL**

Gain new customers by showcasing trade fair innovations in the guide. Tell your highlights through text and image.

The trade fair guide is the official, free printed medium.

It includes the exhibitor directory, a hall plan, and general information about the fair. The guide is distributed at the ticket counters with the admission ticket and/or available for free at numerous high-traffic locations.

UP TO 55% DISCOUNT

Advertorial – Trade Fair Innovation:
Headline (max. 80 characters incl. spaces)
+ Text (max. 310 characters incl. spaces)
+ Image (ca. 86 x 45 mm)

€ 749,— (749/0/0)

Print documents by: 3 October 2025
(Text digital, Bild als JPG mit 300 dpi)



I order ☐ the advertorial.



DIGITAL GUIDANCE SYSTEM

Reach visitors exactly where their attention is highest: right before or after receiving official on-site information.

With the Digital Guidance System, your message is prominently and modernly placed in the field of view of all fair attendees.

Your brand is seamlessly connected to orientation, arrival, and their visit – a smart presence with lasting impact!

UP TO 55% DISCOUNT

Size per visual: 1080 x 1920 px

Image
Full-screen 10 sec. € 759,— (759/0/0)

Print documents by: 3 October 2025
(JPG, 1:1, Bilder mit mind. 500 dpi)



☐ I order ☐ pcs. images.

All prices in EUR excl. VAT. All license fees include proportional advertising tax. Subject to printing and typographical errors. The general terms and conditions of Messezentrum Salzburg GmbH apply. Orders received within 48 hours before the requested service date will incur a 50% express surcharge. Any additional costs incurred (e.g., transport, disposal, etc.) will be invoiced separately. In the event of cancellation of the confirmed order, the following cancellation fees apply: – Up to 4 weeks before the trade fair: 40% of the confirmed amount – After that: 100% of the confirmed amount (Each plus taxes, levies, and any other ancillary costs.) The cancellation fee is to be paid as lump-sum compensation, regardless of fault. By submitting this document, the client confirms that they have acknowledged the general terms and conditions of Messezentrum Salzburg GmbH.

PLEASE COMPLETE OR STAMP WITH COMPANY SEAL!

Invoice recipient.....

Address.....

Country, ZIP code, City.....

Phone.....

E-mail.....

Contact Person.....

ADMAN
werbeagentur

ADMAN advertising agency
Partner of Messezentrum Salzburg
Schmidtgasse 4, A-3052 Neustift-Innermanzing

Contact: Christopher Grill
Phone +43 676 44 23 23 7
Fax +43 (0)1 478 90 50-50
E-Mail: chgrill@adman.at

PRINTED

01 STELLERLISTE

TRADE FAIR GUIDE: **LOGO IN EXHIBITOR DIRECTORY**

COMBINE!

1 Foto Messezentrum Center	Halle 10 Stand 0104
4 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0102
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0103
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0104
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0105
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0106
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0107
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0108
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0109
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0110
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10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0112
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10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0120
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0121
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10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0173
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10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0198
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0199
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0200

Stand out with a strong logo placement in the exhibitor directory!
The trade fair guide is the official, free printed medium. It includes the exhibitor directory, a hall plan, and general information about the fair. The guide is distributed at the ticket counters with the admission ticket and/or available for free at numerous high-traffic locations.

Logo in exhibitor directory
max. format: 50 mm wide x 12 mm high
+ bold entry € 90,— (90/0/0)

COMBINATION OPTION:
Logo in hall plan + logo in exhibitor directory € 469,— (469/0/0)

Print documents by: 3 October 2025
Logo als Vektor- (ai/eps) oder Bilddatei (jpg, ca. 20 x15 mm, 300 dpi)

I order ☐ logo in the exhibitor list ☐ the combination option.

02 STELLERLISTE

TRADE FAIR GUIDE: **COLOR HIGHLIGHT IN THE EXHIBITOR DIRECTORY**

EFFECTIVE

1 Foto Messezentrum Center	Halle 10 Stand 0104
4 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0102
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0103
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10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0199
10 Chais vertebrae durch 3/4" COLLECTION	Halle 10 Stand 0200

Stand out from the crowd with a color-highlighted entry in the exhibitor list!
The trade fair guide is the official, free printed medium. It includes the exhibitor directory, a hall plan, and general information about the fair. The guide is distributed at the ticket counters with the admission ticket and/or available for free at numerous high-traffic locations.

Color highlight in exhibitor list € 55,— (55/0/0)

COMBINATION OPTION:
Logo in hall plan + color highlight in directory € 439,— (439/0/0)

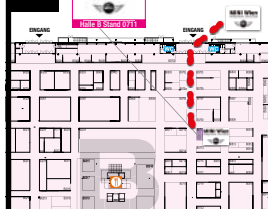
Print documents by: 3 October 2025
Logo als Vektor- (ai/eps) oder Bilddatei (jpg, ca. 20 x15 mm, 300 dpi)

I order ☐ color highlight in the exhibitor list ☐ the combination option.

03 STELLERLISTE

TRADE FAIR GUIDE: **LOGO & LOGO SPECIAL IN THE HALL PLAN**

BESTSELLER



Be easier to find with your logo placed in the hall plan, along with a highlighted booth on the map. „Logo Special“ includes 2x logo placements and a guideline pointing to your booth!
The trade fair guide is the official, free printed medium. It includes the exhibitor directory, a hall plan, and general information about the fair. The guide is distributed at the ticket counters with the admission ticket and/or available for free at numerous high-traffic locations.

Per logo (incl. hall and booth number
+ visual highlight on the plan) € 405,— (405/0/0)

Logo Special:
Same as above + 2 x logo (entrance & booth)
+ guideline to your booth € 729,— (729/0/0)

Print documents by: 3 October 2025
Logo als Vektor- (ai/eps) oder Bilddatei (jpg, ca. 20 x15 mm, 300 dpi)

☐ I order ☐ logo(s) in the hall plan ☐ logo special.

04 STELLERLISTE

TRADE FAIR GUIDE: **FULL- OR HALF-PAGE ADVERTISEMENT**

LIMITED



Gain more visibility and visitors with an ad in the trade fair guide!
The trade fair guide is the official, free printed medium. It includes the exhibitor directory, a hall plan, and general information about the fair. The guide is distributed at the ticket counters with the admission ticket and/or available for free at numerous high-traffic locations.

Half-page ad
100 x 105 mm, 1/2 page, 4c. € 749,— (749/0/0)

Full-page ad
100 x 210 mm, 1/1 page, 4c. € 1.399,— (1399/0/0)

Print documents by: 3 October 2025
(PDF, 1:1, +3 mm Beschnitt, Bilder mit 300 dpi)

I order ☐ a half-page ad ☐ a full-page ad.

All prices in EUR excl. VAT. All license fees include proportional advertising tax. Subject to printing and typographical errors. The general terms and conditions of Messezentrum Salzburg GmbH apply. Orders received within 48 hours before the requested service date will incur a 50% express surcharge. Any additional costs incurred (e.g., transport, disposal, etc.) will be invoiced separately. In the event of cancellation of the confirmed order, the following cancellation fees apply: – Up to 4 weeks before the trade fair: 40% of the confirmed amount – After that: 100% of the confirmed amount (Each plus taxes, levies, and any other ancillary costs.) The cancellation fee is to be paid as lump-sum compensation, regardless of fault. By submitting this document, the client confirms that they have acknowledged the general terms and conditions of Messezentrum Salzburg GmbH.

PLEASE COMPLETE OR STAMP WITH COMPANY SEAL!

Invoice recipient	_____
Address	_____
Country, ZIP code, City	_____
Phone	_____
E-mail	_____
Contact Person	_____

ADMAN
werbeagentur

ADMAN advertising agency
Partner of Messezentrum Salzburg
Schmidtgasse 4, A-3052 Neustift-Innermanzing

Contact: Christopher Grill
Phone +43 676 44 23 23 7
Fax +43 (0)1 478 90 50-50
E-Mail: chgrill@adman.at



TRADE FAIR GUIDE: ADVERTORIAL

Gain new customers by showcasing trade fair innovations in the guide. Tell your highlights through text and image. The trade fair guide is the official, free printed medium. It includes the exhibitor directory, a hall plan, and general information about the fair. The guide is distributed at the ticket counters with the admission ticket and/or available for free at numerous high-traffic locations.

Advertorial – Trade Fair Innovation:
Headline (max. 80 characters incl. spaces)
+ Text (max. 310 characters incl. spaces)
+ Image (ca. 86 x 45 mm)

€ 749,— (749/0/0)

Print documents by: 3 October 2025
(Text digital, Bild als JPG mit 300 dpi)

LIMITED

Ich bestelle ☐ das Advertorial.



TICKET ADVERTISING WITH ONLINE PRESENCE

The perfect package combining offline and online visibility. Your printed ad will appear on every ticket – no matter where it's printed. You also receive a banner in the online ticket shop and a highlight in the exhibitor catalog. Act quickly before someone else does!

Ticket advertising with online presence
Ad space on ticket: 200 x 20 mm
Banner on the online ticket page: 300 x 250 px
Highlight in the exhibitor catalog

€ 2.599,— (2599/0/0)

Print documents by: 3 October 2025
(PDF oder JPG/PNG, 1:1, Bilder mit 300 dpi)

EXCLUSIVE

☐ I order ticket advertising with online presence.



TICKET ADVERTISING

It doesn't get more direct: place your message on the visitor's ticket – their personal access to the fair. Visible at every entrance. High reach. Exclusive.

Ticket ad format 92 x 30 mm

Ad space on ticket

€ 5.500,— (5500/0/0)

Print documents by: 16 June 2025
(PDF oder JPG/PNG, 1:1, Bilder mit 300 dpi)

EXCLUSIVE

☐ I order exclusive ticket advertising.



COLOR HIGHLIGHT IN THE HALL PLAN EXHIBITOR LIST

Your company name will be highlighted in color in the hall-specific exhibitor list on the hall plan – making it easy to find. In combination with an ad space on all permanently mounted, large-format hall plans, the colored highlight offers a great combo opportunity. **Just ask!**

colored highlight in the hall-specific exhibitor list € 45,— (45/0/0)

COMBINATION OPTION:

Ad space on the hall plan + colored highlight in the hall-specific exhibitor list

€ 779,— (779/0/0)

Print documents by: 3 October 2025
(JPG, 100b x 60h mm, 300 dpi, Logo bitte mit Hallen- u. Standangabe)

LIMITED

☐ I order colored highlight ☐ combination option.



AD SPACE ON THE HALL PLAN

The exclusive advertising space on all permanently mounted, large-format hall plans. Put yourself in the spotlight at the central information hub of every hall. We've got strong ideas for your strong presence. **Let's go!**

Format: 100 mm wide x 60 mm height, displayed on all hall plans

€ 769,— (769/0/0)

AD SPACE PLUS:

includes everything above + highlighted booth + guideline to your booth

€ 969,— (969/0/0)

Print documents by: 3 October 2025
(JPG, 100b x 60h mm, 300 dpi, Logo bitte mit Hallen- u. Standangabe)

LIMITED

☐ I order ad space on the hall plan ☐ ad space Plus.

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Country, ZIP code, City.....

Phone.....

E-mail.....

Contact Person.....

ADMAN
werbeagentur

ADMAN advertising agency
Partner of Messezentrum Salzburg
Schmidtgasse 4, A-3052 Neustift-Innermanzing

Contact: Christopher Grill
Phone +43 676 44 23 23 7
Fax +43 (0)1 478 90 50-50
E-Mail: chgrill@adman.at

ENTRANCE AREA

10



WELCOME-HUB: ALL ENTRANCES

The Welcome Hub is your central point of contact at all entrances – ideally located for the prominent distribution of lanyards and trade fair guides. The printable front offers high visibility for your brand message. With 16 boxes spread across the entire exhibition grounds, the Welcome Hub guarantees maximum reach. **Ask us for more information!**

Size: 455w x 650h mm

NEW & EXCLUSIVE

11 pcs. Welcome-Hubs
4c. digital printed

€ 2.998,—(2998/0/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



I order all Welcome-Hubs ☒

11



ENTRANCE BRANDING – ENTRANCE 1

Welcome your target group directly at the main entrance! Your design will cover both the floor in front of Entrance 1 and the prominent arch around the entrance doors. This ensures maximum visibility and a strong first impression – impossible to miss for all visitors!

Entrance Branding Package:

2 side panels: 124 width x 374 height cm (each)
3 panels above entrance: 211 wide x 126 height cm (each)
1 floor sticker: 200 width x 492 height cm € 6.659,—(3826/2833/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



I order the branding at Entrance 1 ☒

12



ADVERTISING SPACE ON GLASS FACADE ENTRANCE 1

Be one of the first to show yourself in a highly prominent location – with a 4-colour printed film laminated onto the entire window pane. This will enable you to make a favourable impression right from the start in the entrance area. **Book now!**

Foil on glass, 124w x 377h cm

€ 999,—(646/353/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



☐ I order ☐ pcs. glass panels.

13



ENTRANCE BRANDING – ENTRANCE 10

Be one of the first to appear in a highly prominent location in the new Hall 10! With a 4-colour printed film laminated onto the window. This will ensure you attract attention right from the start in entrance area 10 and leave a lasting impression! **Brand the new entrance now!**

3 glass panels á 219,5w x 500h cm

€ 6.849,—(4366/2483/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



I order the entrance branding 10 ☒

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14



ADVERTISING SPACE ON GLASS FACADE ENTRANCE 10

Be one of the first to advertise in a highly prominent location on the glass façade of the new Hall 10! With a 4-colour printed film laminated onto the glass. An impressive format that does justice to your size. **Book now before it's too late!**

One **half** glass panel

€ 1.139,—(719/420/0)

Size: 219,5w x 250h cm

One **full** glass panel

€ 2.278,—(1438/840/0)

Size: 219,5w x 500h cm

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



I order half a glass panel ☐ a full panel ☐

15



ENTRANCE BRANDING – ENTRANCE 3

Top location, directly above entrance 3. Make this entrance your entrance. A colour-printed film is displayed on the glass surface. Your message in a key location. **Make your mark now!**



Entrance 3

Size: 950w x 241h cm

€ 2.849,—(1116/1733/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



☐ I order entrance branding 3.

16



ADVERTISING SPACE ON GLASS FACADE ENTRANCE 4

The perfect place for your advertising. Directly above or next to entrance 4. Colour-printed films are displayed on the glass surface. **Your message in a key location!**

TOP á 243w x 232h cm

€ 639,—(213/426/0)

BOTTOM á 243w x 217h cm

€ 609,—(202/407/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



☐ I order ☐ pcs. advertising spaces.

17



CASH DESK BRANDING – ENTRANCE 1

Showcase your brand in the modernised cash desk area at entrance 1 – one of the busiest entrances to the Salzburg Exhibition Centre. This area attracts a particularly large number of visitors thanks to the popular 1er Bistro. Your message reaches the audience directly when they purchase their tickets – even before they enter the exhibition halls. Perfect for maximum visibility. **We would be happy to advise you!**

Size: 845w x 128h cm

cash desk branding

€ 3.095,—(2278/817/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



☐ I order the cash desk branding at entrance 1.

18



BIG SPACE AT FOYER 1

This prime space is located directly in front of the main entrance to Hall 1 – in the entrance area of Hall 1. Maximum size 383w x 375h cm. Give potential customers a warm welcome. **Book now!**



Size 383w x 375h cm

€ 3.269,—(2181/1088/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



☐ I order the big space at foyer 1.

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19



BANNER ABOVE HALL ENTRANCE 1

Impressive advertising space above the hall entrance. Ideal for presenting trade fair highlights. The advertising space is visible as soon as visitors enter the trade fair. Take advantage of this opportunity. **Ask now!**

Size **9340w x 1550h mm**, 4c.
Banner

€ 2.079,— (1169/510/400)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



I order the banner.

20



COLUMN BRANDING FOYER 1

Columns make a majestic impression, especially when you brand them with your logo! Columns wrapped with your motif give visitors a fitting welcome! **Book now!**

Column branding
Size per column 189w x 380h cm (of which 10 cm overlap)

two columns

€ 1.619,— (455/650/514)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



I order the column branding foyer 1.

21



ADVERTISING SPACE INFO-POINT

Provide information with your subject! Place your advertisement directly at the info island, the highly frequented point in Foyer 10 + 1. The subject is printed in top quality on self-adhesive film (4c) and applied directly to the surface. Here, you can provide information as well as your message. **Book quickly!**

Info point entrance 10
size 180w 60h cm

€ 509,— (427/82/0)

Info point entrance 1
size 180w x 60h cm

€ 459,— (377/82/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



I order advertising space at entrance 10 at entrance 1.

22



FLOOR ADVERTISING AT TICKET CONTROL ENTRANCES: 10, 1, 3 AND 4

Advertise where everyone looks – on the floor. Use the moment when visitors are focused on passing through ticket control to get your message across. A concise and memorable message will bring visitors to your stand. **We would be happy to advise you!**

Size per floor advertising: 85w x 170h cm

EXCLUSIVE

Entrance 10
6 pcs., 4c. digital print

€ 2.199,— (1054/1145/0)

3 Entrances: 1, 3 und 4
per entrance 2 pcs.
6 pcs., 4c. digital print

€ 2.149,— (1004/1145/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



I order floor advertising at entrance 10 at the entrances 1, 3 and 4.

23



CASH DESK BRANDING – ENTRANCE 10

An effective way to draw visitors' attention to your stand as soon as they arrive. Display your trade fair highlight at every cash desk in Foyer 10. Send us your design and we'll do the rest! **Simply book now!**

Cash desk branding entrance 10
all cash desks (4 pcs.)
Size per cash desk branding 200w x 80h cm

€ 2.849,— (2245/604/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



I order all cash desk brandings at entrance 10.

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7/16

24



BIG SPACE AT FOYER 10

If you think big, you should act big! There are only two of these impressive spaces available! One on the left and one on the right in front of the main entrance to Hall 10. The design will be printed in top quality on self-adhesive film (4c) and applied directly to the surface. **Book quickly, limited availability!**

Big spaces at entrance 10

Each advertising space 280w x 444h cm
Both big spaces á 280w x 444h cm

€ 3.149,— (2211/938/0)
€ 5.859,— (3983/1876/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



I order ☐ pcs. big space(s) at foyer 10.

25



COLUMN BRANDING FOYER 10

Columns make a majestic impression, especially when you brand them with your logo! Columns wrapped with your motif give visitors a fitting welcome! **Make your mark now, before others do!**

Column branding at main entrance

Size per column 155w x 444h cm (of which 10 cm overlap)

per column

€ 1.049,— (492/300/257)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

COLUMNS



I order ☐ pcs. column branding(s).

26



GATEWAY BRANDING FOYER 10

This prime advertising space covers the central entrance to Hall 10 (sections DEF). Advertise right at the start of the halls with an impressive total area. Attract visitors' attention even before they enter the hall. **Send us your design and we'll do the rest!**

Gateway branding entrance hall 10

Sides: 2x sizes á 133w x 338h cm
Overhead: Size 630w x 97h cm

€ 4.739,— (3597/1142/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



I order the gateway branding entrance hall 10 ☒

27



BRANDING HALL ENTRANCE 10 (LEFT & RIGHT)

These prime advertising spaces are located above the two outer entrances (left and right) of Foyer 10. The entrances lead into Hall 10 (sections ABC & GHI). Advertise right at the start of the halls with an impressive total area. Attract visitors' attention even before they enter the hall. **Send us your design and we'll do the rest!**

Overhead entrance hall 10 Sections ABC und GHI

Size: 844w x 97h cm – 2x available!

per entrance, 2x 422w x 97h cm
foil on glass

€ 1.339,— (717/622/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



I order the overhead branding ☒ section GHI (left) ☐ section ABC (right).

28



CASH DESK BRANDING – ENTRANCE 3

An effective way to draw visitors' attention to your stand as soon as they arrive. An impressive combination option in Foyer 3 to showcase your trade fair highlight at every active cash desk in the entrance area. Send us the subject matter and we'll do the rest! **Simply book!**

Foyer 3

Size of poster 200w x 100h cm
Foil branding á 780w x 23,5h cm

€ 829,— (548/281/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



I order cash desk branding at entrance 3. ☒

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OUTSIDE AREA

29



MEGA-BANNER OPPOSITE HALL 10

Attract visitors' attention to your company as soon as they arrive. With one or more large-scale posters on the highly visible car park, you can effectively draw attention to your presence at the trade fair. **Book now!**

Banner, 4c., vinyl

left 1140w x 600h cm

€ 5.250,— (2500/2250/500)

mid 765w x 1060h cm

€ 8.000,— (4700/2800/500)

right 1140w x 600h cm

€ 5.250,— (2500/2250/500)

Print documents by: 3 October 2025

(PDF, 1:10, Bilder mit mind. 750 dpi)

NEW



I order the banner on ☐ left ☐ mid ☐ right side .

30



MEGA-BANNER MOTORWAY ENTRANCE

Take advantage of the prominent location of the mega banner on the car park facing the motorway entrance. Large, eye-catching and impossible to miss. The perfect first impression. **Secure your space now!**

Banner, 4c., vinyl

700w x 600h cm

€ 3.400,— (1500/1400/500)

Print documents by: 3 October 2025

(PDF, 1:10, Bilder mit mind. 750 dpi)

NEW



I order the banner.

31



MEGA-BANNER CITY ENTRANCE

Welcome trade fair visitors as they enter the city with an eye-catching banner on the car park. **Show your presence now!**

Banner, 4c., vinyl

700w x 600h cm

€ 3.400,— (1500/1400/500)

Print documents by: 3 October 2025

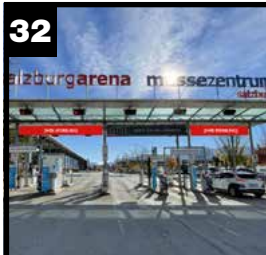
(PDF, 1:10, Bilder mit mind. 750 dpi)

NEW



I order the banner.

32



WELCOME-BANNER

There is plenty of space for your message to the left and right of the official welcome banner at the trade fair. Welcome visitors as they enter the exhibition centre in a highly prominent location. The banners are printed on both sides. **We would be happy to advise you!**

Welcome-Banner

printed on both sides;

left banner (480w x 100h cm)

€ 2.819,— (2502/192/125)

right banner (630w x 100h cm)

€ 3.359,— (2982/252/125)

Print documents by: 3 October 2025

(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



☐ I order the left banner ☐ I order the right banner .

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33



BANNER SALZBURG ARENA

Draw visitors' attention to your company as soon as they arrive. With an impressive large-scale poster. Mounted between the columns of the Salzburg Arena, directly above the entrance. Various formats available! **Take advantage now, before others do!**

Size: 800w x 250h cm

Size: 800w x 500h cm

IMPRESSIVE

€ 2.069,— (965/680/424)

€ 3.529,— (1745/1360/424)

Print documents by: 3 October 2025

(PDF, 1:10, Bilder mit mind. 750 dpi)



I order the banner, size: ☐ W x ☐ H cm.

34



BANNER LINE

The intensity attracts attention! Use the extremely long railing line along the access road (in front of the arena) for your advertising. By attaching a high-impact, mega-long banner line, you can inform visitors of your presence. **Take advantage of this long-lasting effect!**

banner line (H = 100 cm), 4c.

Railing 1, 45 lfm

Railing 2, 45 lfm

Railing 3, 15 lfm

Railing 4, 25 lfm

€ 2.749,— (1599/675/475)

€ 2.319,— (1169/675/475)

€ 919,— (430/225/264)

€ 1.399,— (724/375/300)

Print documents by: 3 October 2025

(PDF, 1:10, Bilder mit mind. 750 dpi)



I order railing ☐ 1 ☐ 2 ☐ 3 ☐ 4.

35



BEACH FLAG TRELLIS

The crowd makes the picture! Set up a trellis of beach flags along the access road (in front of the arena) and make a huge impression. This will show the size you deserve. **Take advantage of this impressive alternative!**

per beachflag (min. order quantity 10 pcs.),

340h cm, 4c. (with stand)

provided beachflags

€ 519,— (199/275/45)

€ 244,— (199/0/45)

Print documents by: 3 October 2025

(PDF, 1:10, Bilder mit mind. 750 dpi)



I order ☐ pcs. beachflags; beachflags provided: yes ☐ no ☐

36



BARRIER BRANDING

Your presence at the entrance and exit: 9 barriers with advertising space on both sides and 3D application ensure double visibility. Format per barrier: 220 x 8 cm. Format per 3D application: 60 x 30 cm. **Memorable. Unmissable.**

9x barrier branding + 3D Application

6 pcs. „motorway“ + 3 pcs. „city“

€ 2.698,— (1753/945/0)

Print documents by: 3 October 2025

(PDF, 1:1, Bilder mit mind. 300 dpi)



I order ☐ all available barrier brandings (9 pcs.).

37



ADVERTISING SPACE AT THE BARRIERS

Most visitors arrive by car and therefore pass through the barriers. And this is exactly where you can place your message. On advertising boards located directly in front of the ticket machines, i.e. in a place that everyone can see. **A unique opportunity that you should take advantage of!**

8 panels á 45b x 95h cm

7 trapezoidal surfaces á 36b x 69h cm (2-sided)

all 15 advertising spaces

€ 4.479,— (3049/1430/0)

Print documents by: 3 October 2025

(PDF, 1:1, Bilder mit mind. 300 dpi)



I order all available advertising spaces ☐ (15 pcs.).

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38



ADVERTISING FLAG

Convey innovation and a spirit of optimism – fly your flag. Advertise conspicuously to every visitor and let your company flag fly! Only a few flagpoles available. **Fly your flag now!**

Advertising flag provided
per flag (100w x 400h cm)

€ 719,—(694/0/25)

Advertising flag incl. production
per flag (100w x 400h cm)

€ 969,—(694/250/25)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



☐ I order ☐ pcs. flags; flags will be provided: yes ☐ no ☐

39



LARGE POSTER STAND

Impressive mobile advertising space. Can be placed wherever visitors are. Ideal in front of an entrance – in the middle of the flow area. Two advertising spaces per poster stand, each measuring DIN A0 (84b x 119h cm). **Make your mark now, before others do!**

2 advertising spaces á 84w x 119h cm

€ 525,—(365/103/57)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

OUTDOOR



☐ I order ☐ pcs. large poster stand(s).

40



ASPHALT ADVERTISING

High-impact advertising space on outdoor surfaces. Advertise on pavements or in front of entrances and make the most of that first impression. Choice of format, contour cutting possible! **We would be happy to advise you!**

minimum order quantity 5 m²

5–8,99 m²
≥ 9 m²

AluFolie 4c
€ 230,—(66/164/0)
€ 212,—(56/156/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

LIMITED



☐ I order ☐ m² 4-col. .

IN THE HALL

41



DIGITAL GUIDANCE SYSTEM

Reach visitors exactly where their attention is highest: right before or after receiving official on-site information. With the Digital Guidance System, your message is prominently and modernly placed in the field of view of all fair attendees. Your brand is seamlessly connected to orientation, arrival, and their visit – a smart presence with lasting impact!

Size: 1080 x 1920 px

Picture
Full-screen 10 sec

€ 879,—(879/0/0)

Print documents by: 3 October 2025
(PDF, 1:1, Bilder mit mind. 500 dpi)

NEW



☐ I order ☐ pcs. picture(s).

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11/16

42



RESTROOM PROMOTION

Brand the mirrors in the restrooms to draw attention to yourself. **We would be happy to advise you!**

One mirror per washroom
with 2 advertising spaces á 40w x 130h cm

LIMITED

per washroom

€ 419,— (334/85/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



☐ I order ☐ pcs. restroom promotion.

43



BANNER IN HALL 7

This advertising opportunity is located in Hall 7 at one of the passageways to Hall 8. High traffic – high impact! **Maximum format: 720b x 365h cm.**

Size: 720w x 365h cm

EXCLUSIVE

per banner

€ 3.339,— (1980/959/400)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



☐ I order the banner at hall 7.

44



ADVERTISING SPACE IN HALL 10

Surprising advertising space in Hall 10. Visitors will be unexpectedly and impressively addressed by your message between the stands. The motif is printed in top quality on self-adhesive film (4c) and applied directly to the surface. Only 4 spaces available in Hall 10. This makes an impression. **Guaranteed to catch the eye!**

per advertising space (400w x 120h cm)
max. 4 spaces in hall 10

LIMITED

€ 514,— (178/336/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



☐ I order advertising space in hall 10.

45



ADVERTISING SPACE BETWEEN HALLE 6/7

The only connection between Halls 6 and 7 is a covered skywalk. This passageway offers prominent, man-sized advertising opportunities – only two available! Send us your design and we will put it on display! **Book now!**

2x advertising spaces (H6 + H7)

EXCLUSIVE

€ 1.049,— (714/335/0)

H6 (direction hall 6)

Size: 79w x 221h cm

H7 (direction hall 7)

Size: 103w x 212h cm

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



☐ I order the advertising spaces.

46



SKYWALK BRANDING

Hall 2/6 is connected to Hall 7 by a bridge. This is the only way to get from one hall to the other. Highly frequented and with exceptional architecture, it is ideal for creative branding. Various surfaces can be covered with printed film. **We have ideas, just ask!**

Skywalk Branding

EXCLUSIVE

4 spaces (243,5w x 134h cm), 2 li, 2 re

€ 1.719,— (721/998/0)

8 spaces (243,5w x 134h cm), 4 li, 4 re

€ 3.429,— (1433/1996/0)

every add. space (243,5w x 134h cm)

€ 413,— (164/249/0)

36 spaces available!

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



☐ I order ☐ spaces Skywalk Branding

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werbeagentur

ADMAN advertising agency
Partner of Messezentrum Salzburg
Schmidtgasse 4, A-3052 Neustift-Innermanzing

Contact: Christopher Grill
Phone +43 676 44 23 23 7
Fax +43 (0)1 478 90 50-50
E-Mail: chgrill@adman.at

47



ESCALATOR BRANDING

Brand the escalator with your design and attract attention. A total of 8 spaces are available for your advertising. Two escalators each in Halls 7 and 6. **We would be happy to advise you!**

4 escalators available!
more spaces possible;

LIMITED

per advertising space 150w x 65h cm

€ 295,- (120/175/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)



☒ I order ☐ pcs. escalator brandings.

SPECIALS

48 KEN & TICKETS



PARKTERMINAL DISPLAY AD

Present your brand exactly where everyone looks when visitors validate their parking ticket - at the end of their visit to the trade fair. Memorable, eye-catching and full of impact. **Book now!**

advertising space in the centre screen
990 x 1920 px

advertising subject 10 sec.

€ 1.398,- (1.398/0/0)

Print documents by: 3 October 2025
(JPG oder PNG mit 990 x 1920 Pixel)



I order all Parkterminal Display Ads.

49



BRAND PRESENTATION PREMIUM ENTRANCE 10

The Premium Package includes the placement of a vehicle or similar object to the left or right of the heavily frequented Entrance 10. In addition, half of each of the two glass façade windows behind it will be branded with your motif. **Use the front row for your brand!**

ONLY 2 SPOTS AVAILABLE!

PREMIUM!

Brand presentation PREMIUM

1x SWT (like car)
+ 2x ½ space glass facade á 219,5w x 250h cm
incl. production und (dis)assembly
NO power connection possible!

Brand presentation PREMIUM

€ 3.269,- (2429/840/0)



☒ I order brand presentation PREMIUM at entrance 10.

50



BRAND PRESENTATION STANDARD ENTRANCE 10

The standard package includes the placement of a vehicle or similar object to the left or right of entrance 10 – after the premium placement. In addition, half of each of the two glass façade windows behind it will be branded with your motif. **Take advantage of this great visibility for your brand!**

ONLY 2 SPOTS AVAILABLE!

STANDARD!

Brand presentation STANDARD

1x SWT (like car)
+ 2x ½ space glass facade á 219,5w x 250h cm
incl. production und (dis)assembly
NO power connection possible!

Brand presentation STANDARD

€ 2.739,- (1899/840/0)



☒ I order brand presentation STANDARD at entrance 10.

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51

LANYARDS

With your logo as a worn brand, you will attract attention right from the start. The lanyard with case is offered to visitors at the entrance control for storing their printed online tickets. A useful and convenient gimmick. The lanyards with attachment options for a case are provided by you. **You bring the lanyards, we bring the impact!**

Max. 45.000 lanyards

LIMITED

Licence per 5.000 lanyards provided € 369,—

Lanyards must be provided with fastening option!

Lanyards must be sent to Messezentrum Salzburg by 24 October 2025 at the latest!



☐ I provide ☐ X 5.000 lanyards.



52

SWING CARDS

Stand out before the trade fair even begins: the swing cards in the shuttle buses ensure that your brand is the first thing visitors see. One side for your advertising message, the other for information about GAST – combining promotion with real added value. Used in all 4–6 buses, continuously replenished on all days of the trade fair. **Secure yours now!**

Swing Cards

EXCLUSIVE

One sided 4c. printed
Print run: 1.500 pcs.

€ 2.698,— (1494/1204/0)

Print documents by: 3 October 2025
(PDF/X3, 1:1, Druckdatenanleitung anfordern)



☐ I order the Swing Cards.



53

SPECIAL ADVERTISING MEDIUM IN- & OUTDOOR

Stand out from the competition. Draw attention to your company outside your exhibition stand! Use existing advertising media (e.g. cars, inflatables, 3D objects, ladder trolleys) that catch the eye of every visitor! Placement by arrangement. **Book today!**

per object such as roll-up, trolley,...
per object such as small inflatable,...
per object e.g. car
larger or not listed/compared objects
optional power supply „indoor“, from

3-DIMENSIONAL

€ 529,— (529/0/0)
€ 749,— (749/0/0)
€ 1.159,— (1159/0/0)
a. A.
€ 198,—

Placement by arrangement



☐ I order ☐ pcs. advertising medium; Description: Power supply: yes ☐ no ☐



54

ADVERTISING MATERIAL DISTRIBUTION / PROMOTION STANDARD

Approval for the distribution of advertising material/promotion. STANDARD ONLY in the halls! – Excluding car parks and in front of competitors' stands. Distribution staff and their outfits are provided by you. Our cooperation partner, the Stargate Group (contact person: Andreas Kutschera; andreas.kutschera@stargategroup.com), will be happy to assist you with stand and promotion staff!

STANDARD

Single day/person
2 day package
exhibition duration (4T)/person

€ 229,— (229/0/0)
€ 415,— (415/0/0)
€ 896,— (896/0/0)

Self-standing objects will be charged separately!



☐ I order a total of ☐ STANDARD licenses for the days Sa ☐ Su ☐ Mo ☐ Tu ☐



55

ADVERTISING MATERIAL DISTRIBUTION / PROMOTION PREMIUM

Permission to distribute advertising material/conduct a promotion. PREMIUM in the foyers AND halls! – Except for parking spaces and in front of competitor stands. Distribution staff and their outfits are provided by you. Our cooperation partner, the Stargate Group (contact person: Andreas Kutschera; andreas.kutschera@stargategroup.com), will be happy to assist you with stand and promotion staff!

PREMIUM

Single day/person
2 day package
exhibition duration (4T)/person

€ 379,— (379/0/0)
€ 679,— (679/0/0)
€ 1.509,— (1509/0/0)

Self-standing objects will be charged separately!



☐ I order a total of ☐ PREMIUM licenses for the days Sa ☐ Su ☐ Mo ☐ Tu ☐

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TOUCH INFO SYSTEM

56



Touch Info System: **SCREENSAVER**

Exclusively for one exhibitor only! When the terminal is not in use, a contour-cut image/shape (circle, house, balloon, etc.) with customised content floats across the screen. This ensures that you always catch the eye. Take advantage of the new digital signposts at the trade fair. The TouchInfoSystem impresses with its 55-inch Full HD touch display, guiding visitors through the exhibition halls.

Size: **600 x 600 px**
exclusive screensaver

€ 1.669,— (1669/0/0)

Print documents by: **3 October 2025**
(PNG im max. Format 600 x 600 px)

EXCLUSIVE



I order the screensaver

57



Touch Info System: **LOGO**

With your logo on the digital hall plan, you will be easier for visitors to find and stand out from the competition. Take advantage of the new digital signposts at the trade fair. The TouchInfoSystem impresses with its 55-inch Full HD touch display, guiding visitors through the exhibition halls.

Size: **200 x 100 px**
per logo

€ 839,— (839/0/0)

Print documents by: **3 October 2025**
(PNG oder JPG im Format 200 x 100 px)

BESTSELLER



I order a logo

58



Touch Info System: **SIDEBAR AD**

The sidebar ad is a helpful tool for drawing visitors' attention to additional activities and increasing footfall at your stand. When visitors touch this area, a coloured circle with a message appears, marking your stand. Multiple banners are possible. Take advantage of the new digital signposts at the trade fair. The TouchInfoSystem features an impressive 55-inch Full HD touch display to guide visitors through the exhibition halls.

Size: **460 x 220 px**
35 characters incl. spaces

Sidebar ad

€ 1.249,— (1249/0/0)

Print documents by: **3 October 2025**
(PNG im Format 460 x 220 px)

LIMITED



I order the sidebar ad

59



Touch Info System: **SPONSORSHIP**

With the sponsorship entry, you will be highlighted in the main menu with an icon (50x50px) and text (max. 30 characters). Clicking on the entry will select your stand. Take advantage of the new digital signposts at the trade fair. The TouchInfoSystem impresses with its 55-inch Full HD touch display, guiding visitors through the exhibition halls.

Size: **50 x 50 px**
+ 30 characters incl. spaces

entry at main menu
sponsorship

€ 2.049,— (2049/0/0)

Print documents by: **3 October 2025**
(PNG 50 x 50 px, Text max. 30 Zeichen)

EXCLUSIVE



I order the sponsorship

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FLOOR ADVERTISING

60



FLOOR ADVERTISING INDOOR

Advertise where everyone looks – on the floor. Lay a trail to your stand or present your logo/motif with stand details in the foyer or at the hall entrance, or lay your own carpet in the hall – there are numerous possibilities for 'sure-footed' advertising. **Give us a call, we have ideas!**

minimum order quantity 10 m²

5–19 m²
20–39 m²
from 40 m²

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

GROUND BREAKING

PVC Folie 4c
€ 200,— (68/132/0)
€ 190,— (58/132/0)
€ 179,— (47/132/0)



☒ I order ☐ m² floor advertising.

61



ASPHALT ADVERTISING

High-impact advertising space on outdoor surfaces. Advertise on pavements or in front of entrances and make the most of that first impression. Choice of format, contour cutting possible! **We would be happy to advise you!**

minimum order quantity 5 m²

5–8,99 m²
≥ 9 m²

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

GROUND BREAKING

AluFolie 4c
€ 230,— (66/164/0)
€ 212,— (56/156/0)



☒ I order ☐ m² asphalt advertising.

62



FLOOR ADVERTISING AT TICKET CONTROL ENTRANCES: 10, 1, 3 AND 4

Advertise where everyone looks – on the floor. Use the moment when visitors are focused on passing through ticket control to get your message across. A concise and memorable message will bring visitors to your stand. **We would be happy to advise you!**

Size per floor advertising: 85w x 170h cm

Entrance 10
6 pcs., 4c. digital print € 2.199,— (1054/1145/0)
3 Entrances: 1, 3 und 4
per entrance 2 pcs.
6 pcs., 4c. digital print € 2.149,— (1004/1145/0)

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 750 dpi)

EXCLUSIVE



☐ I order ☒ at entrance 10 ☐ at the entrances 1, 3 and 4.

63



GIANT ADVERTISING CARPET

Show trade fair visitors the right way! Make a good impression with one or more giant carpets. Standard format: 240w x 150h cm, larger formats available on request. The ideal guide for visitors! Placement by arrangement. **The carpet is yours!**

Size: 240w x 150h cm
per color printed carpet € 589,— (184/350/55)

Larger sizes on request!

Print documents by: 3 October 2025
(PDF, 1:10, Bilder mit mind. 500 dpi)

LIMITED



☒ I order ☐ pcs. carpets.

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