

cultiva
HEMP EXPO

MARX HALLE

2024 **ADVERTISING**
OPTIONS





GOLD SPONSOR

ADVERTISING SPACE AT THE FAIR

- 2 indoor banner (4,0x1,5 m)*
- 1 fence banner in outdoor area (3,4x1,7 m)*

LOGO PLACEMENT ON PRINTED MATTER

- posters
- flyers
- transport media
- papers

TRADE FAIR MAGAZIN, FORMAT A5

- 1 page advertisement
- 1/2 page company profile

COUPON BOOKLET, FORMAT A6

- double-sided advertisement with perforation

LOGO PLACEMENT – DIGITALE MEDIENPRÄSENZ

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 2 social media posts
- newsletter mailing

PUBLIC RELATIONS

- Logo on advertisements in daily and trade media

EURO 7,500,-



PREMIUM SPONSOR

ADVERTISING SPACE AT THE FAIR

- 2 indoor banner (4,0x1,5 m)*
- 1 mega banner in outdoor area (11,0x6,25 m)*
- 1 fence banner in outdoor area (3,4x1,7 m)*

TRADE FAIR MAGAZINE, FORMAT A5

- U4 advertisement
- 2 pages editorial contribution
- 1 page company profile

LOGO PLACEMENT ON PRINTED MATTER

- posters
- flyers
- transport media
- papers
- exhibitor wristbands

COUPON BOOKLET, FORMAT A6

- coupon booklet reverse side U4
- double-sided advertisement with perforation

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 2 social media posts
- newsletter mailing

PUBLIC RELATIONS

- mentioning in press releases
- Logo on advertisements in daily and trade media

MULTIMEDIA-PRODUCTIONS

- video spot on all screens
- 4x per hour, spot duration max. 20 seconds

BUSINESS-TICKETS

- 20 business day tickets

EURO 13,500,-

* Including production costs; Graphics costs are not included in the service, but can be offered on request



SILBER SPONSOR

ADVERTISING SPACE AT THE FAIR

- 1 indoor banner (4,0x1,5 m)*
- 1 fence banner in outdoor area (3,4x1,7 m)*

TRADE FAIR MAGAZIN, FORMAT A5

- 1/2 page advertisement

COUPON BOOKLET, FORMAT A6

- double-sided advertisement with perforation

LOGO PLACEMENT ON PRINTED MATTER

- posters
- flyers
- transport media

LOGO PLACEMENT – DIGITALE MEDIENPRÄSENZ

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 social media posts
- newsletter mailing

EURO 5,000,-



BRONZE SPONSOR

ADVERTISING SPACE AT THE FAIR

- 1 indoor banner (4,0x1,5 m)*

TRADE FAIR MAGAZIN, FORMAT A5

- 1/2 page advertisement

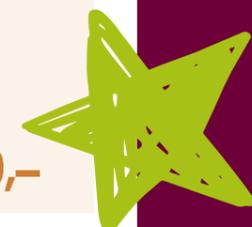
COUPON BOOKLET, FORMAT A6

- double-sided advertisement with perforation

LOGO PLACEMENT – DIGITALE MEDIENPRÄSENZ

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 social media posts
- newsletter mailing

EURO 2,500,-





BUSINESS SPONSORING





**PRICE
6,500 EUR**

Are you looking for a place where you can meet selected customers, exhibitors or VIPs exclusively and far away from what is happening at the event? The business lounge, a separate area exclusively for B2B customers and exhibitors, offers the ideal opportunity to present your brand to potential partners. Our exclusive business sponsor is present in various advertising formats and please do not hesitate to contact us about further individual options.

* Including production costs; Graphics costs are not included in the service, but can be offered on request.

BUSINESS SPONSOR

ADVERTISING SPACE BUSINESS LOUNGE

- branding of the business lounge (wall branding)*
- logo placement on catering advertising material
- placement of own information material and give-aways
- 2 roll-ups in the business lounge
- 1 indoor banner (4,0x1,5 m)*
- logo on exhibitor lanyards*

EXHIBITION MAGAZINE, FORMAT A5

- 2 pages advertisement

LOGO PLACEMENT – DIGITAL MEDIA PRESEENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 social media posting (Instagram & Facebook)
- newsletter mailing

MULTIMEDIA-PRODUCTIONS

- logo display on screens in the business lounge
- video spot on screens in the business lounge
5x per hour, spot duration max. 20 seconds

BUSINESS-TICKETS

- 20 business day tickets



**PRICE
3.500 EUR**

On all three days of the fair, the B2B brunch will take place from 9 to 11 a.m. exclusively for exhibitors and B2B customers in the business lounge. Become a presenting sponsor and take the opportunity to conduct initial customer meetings in a relaxed atmosphere with breakfast, before the trade fair officially starts.

BUSINESS BRUNCH

ADVERTISING SPACE DURING BUSINESS BRUNCH

- logo placement on catering advertising material*
- placement of own information material
- information desk in the business lounge

EXHIBITION MAGAZINE, FORMAT A5

- 1 page advertisement

LOGO PLACEMENT

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- newsletter mailing
- invitation to business brunch to B2B contacts and exhibitors (print and digital)

MULTIMEDIA-PRODUCTIONS

- logo display on screens in the business lounge
- video spot on screens in the business lounge
3x per hour, spot duration max. 20 seconds



**PRICE
3.000 EUR**

On Saturday, after the end of the trade fair, there will be an atmospheric B2B get-together with snacks, drinks, an entertaining program and music acts.

VIP PARTY

ADVERTISING SPACE DURING VIP PARTY

- logo placement on catering advertising material*
- placement of own information material
- placement of give-aways
- 1 roll-up in the VIP party area
- 1 Indoor banner (4,0x1,5 m)*

EXHIBITION MAGAZINE, FORMAT A5

- 1 page advertisement

LOGO PLACEMENT – DIGITALE MEDIENPRÄSENZ

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- newsletter mailing
- invitation to VIP party to B2B contacts and exhibitors (print and digital)



**PRICE
1,200 EUR**

HEMP CONGRESS

The congress will take place as part of the CULTIVA HANFEXPO. For three days, international and national speakers from medicine, science, business and politics present exciting keynotes and presentations, panel discussions and expert talks.

Present your company outside of your trade fair stand and ensure that your commercial is shown on the symposium's big screen 5 times a day on all three days of the trade fair. Your commercial will be played on the stage screen during breaks and between lectures.

ADVERTISING SPACE AT THE CONGRESS

- your advertising message on the video wall
5x per day, spot duration 20-30 seconds
- 1 roll-up in the congress area
- logo placement stage back wall and speaker's desk

EXHIBITION MAGAZINE, FORMAT A5

- 1/2 page advertisement

LOGO PLACEMENT – DIGITALE MEDIENPRÄSENZ

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- 1 post on social media
- logo integration in B2C newsletter mailing



CONGRESS SPONSOR





**PRICE
10,500 EUR**

only available once

FESTIVAL SPONSOR

The chill-out and enjoyment zone is located in the outdoor area right next to the MARXHALLE. On more than 1,000 m² there is a wide range of delicacies at the food trucks as well as entertainment and relaxation on the program. Refreshments, cocktails or hot drinks drinks, can be found at the bar.

The relaxing outdoor area offers an entertaining program with live music & DJ sets. From electric to Reggae sounds - the three-day music festival offers a special experience with its outdoor location.

Become the exclusive sponsor of the CULTSOUND Festival and showcase your brand on the outside of the CULTIVA HEMPEXPO.

ADVERTISING OUTDOOR AREA

- 3 fence branding in outdoor area (3,4x1,7 m)*
- outdoor stage branding (6,0x2,0 m)*
- 1 indoor banner (4,0x1,5 m)*
- placement of own information material
- placement of own give-aways
- 5 sun loungers with logo*

EXHIBITION MAGAZINE, FORMAT A5

- 1 page advertisement

LOGO PLACEMENT – DIGITAL MEDIA PRESENCE

- logo on www.cultiva.at (B2C)
- logo on www.cultivahempexpo.com (B2B)
- logo on www.cultsound.at
- 2 posts on social media (Instagram und Facebook)
- logo integration in B2C and B2B newsletter mailings

* Including production costs; Graphics costs are not included in the service, but can be offered on request



MARX HALLE

cultiva
HANFEXPO

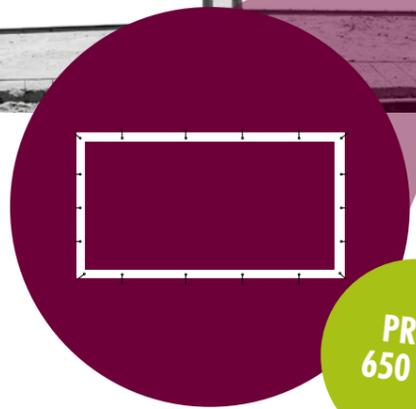
CANNA
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cultiva
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CA

ADVERTISING SPACE OUTDOOR AREA



**PRICE
650 EUR**

FENCE COVER

The busy outdoor area with food truck and the CULTSOUND Festival offers the ideal opportunity to present your brand outside of the trade fair.

The fence covers are attached to construction fences that are set up around the outdoor area. In addition, the advertising spaces are also clearly visible from the sidewalks and are installed before the start of the trade fair.

All you have to do is send us your graphic design and we will take care of the production and the assembly.

- mesh banner
- width 3.4 m x height 1.7 m
- including production and assembly costs, excluding design



**PRICE
from 1.900
EUR**

MEGA BANNER

Are you looking for additional presence on the CULTIVA HANFEXPO to round off your presentation perfectly? Then book your megabanner now, an absolute premium advertising medium in the outdoor area, which guarantees the attention of your target guaranteed to attract the attention of your target group.

The XXL banner is a large-scale advertising medium and is sure to attract the attention of visitors. These banner spaces are only available in a limited number. The exhibition team will take care of the handling, mounting and hanging.

The outdoor banners are one of the most effective advertising options at the CULTIVA HANFEXPO due to their proximity to the CULTSOUND Festival.

- Meshbanner
- incl. production costs and assembly, excl. design

- Wide 11,0 m x Hight 6,25 m
- Wide 11,0 m x Hight 3,0 m

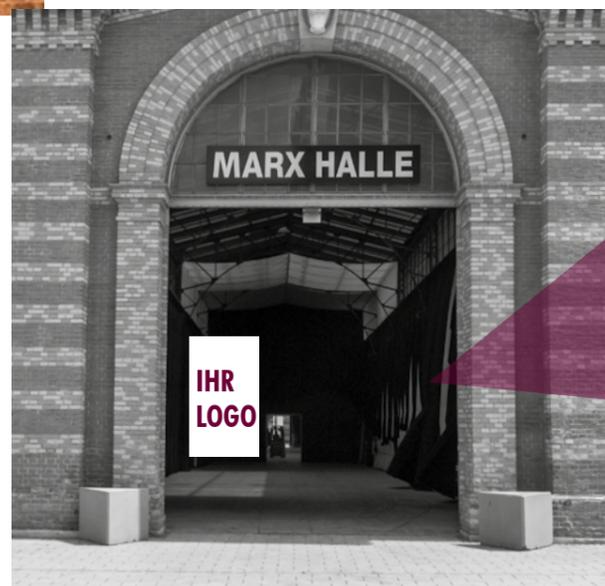
2.500 EUR*



ENTRANCE BANNER

First impressions stick to your memory. With a logo placement right at the main entrance, you will attract the greatest attention and reach every single visitor of the exhibition. At this prominent position your logo will be noticed by everyone.

- banners in the entrance area
- width 1.2 m x height 6.0 m
- placement in the lower third of the banner
- left and right column
- including production, design and assembly costs



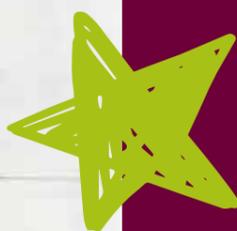
POSTER ENTRANCE

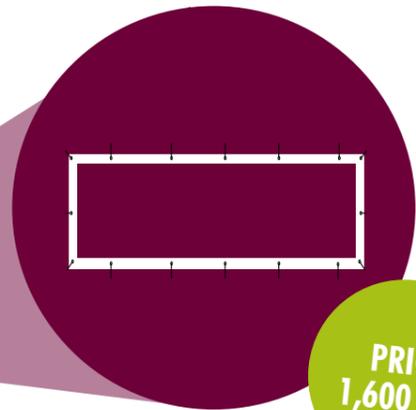
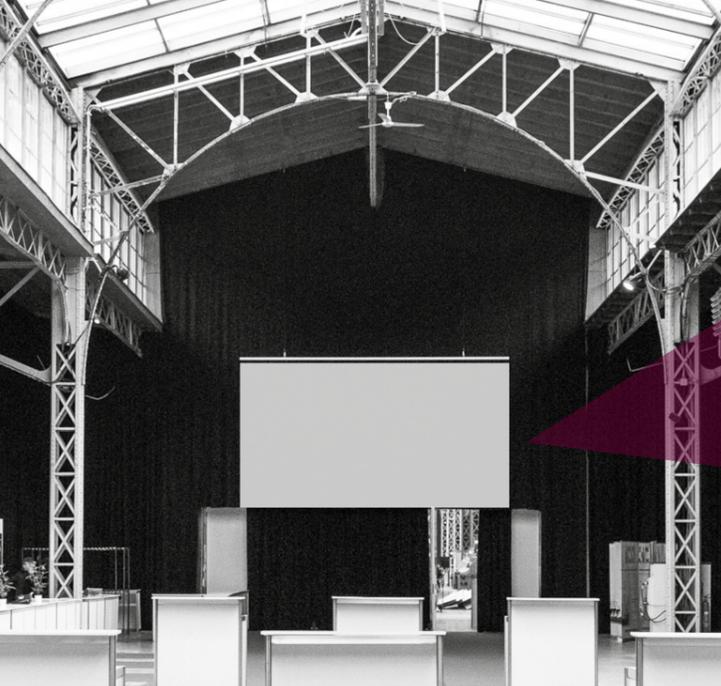
Place your message directly on eye level on the glass door at the main entrance and reach all visitors. Billposting is possible on both sides and thus reaches potential customers twice - as they enter and leave the exhibition.

- logo placement at the main entrance
- posting on the glass door inside or outside
- size 1 m² - 1.5 m²
- including production and assembly costs, excluding design



ADVERTISING SPACE ENTRANCE AREA



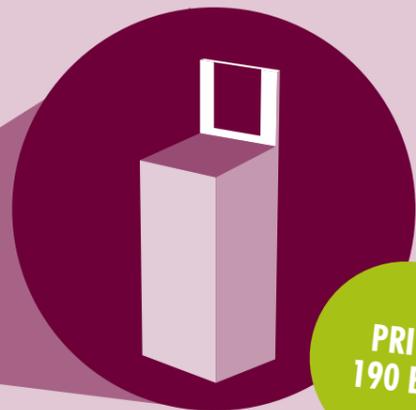


PRICE
1,600 EUR

BANNER FOYER

The banner is placed above the entrance to the exhibition hall and is immediately visible when entering the MARX HALLE. It thus offers a visible placement of your logo.

- banner above the entrance to the exhibition hall
- size 6 m x 2,5 m
- hanging & removal by the exhibition team
- only once available
- including production and assembly costs, excluding design



PRICE
190 EUR

INFO STAND

Brochures will be made available in the information trays in the entrance area. Each chute is marked with the sponsor logo and is refilled by the exhibition staff.

- Provision of an advertising tray
- customized with your logo
- Format max. A4+
- Refilling by the trade fair team

MARX HALLE





Price
5,500 EUR

GOODIE BAG

- 7.000 bags
- 1 sponsor exclusively
- branding on both sides

Right at the entrance, every visitor receives a give-away bag that offers an exclusive advertising space. A lasting advertising effect is achieved as the goodie bag will also be taken home by the visitors.



PRICE
890 EUR

PRODUCT SAMPLING

- format up to A4
- limited with up to 15 product samples or information materials

Samples are very popular at exhibitions. Add also your give-aways to the exhibition bag! At the entrance to the exhibition, every visitor receives a bag filled with products that they take home.





INFO SCREEN

Before entering the exhibition hall, attract the attention of visitors with your company video or your logo presence. Presentations or video spots are shown alternately with trade fair information on four info screens in the checkout area.

You can choose between two packages that differ in the number of broadcasts. Send us your spot and our trade fair team will take care of the on-site recording.

Support your presence at the trade fair with your presence on the info screens and draw the attention of the visitors to CULTIVA HANFEXPO even before they actually visit the trade fair.

- 4 screens behind the checkout area
- 15,000–18,000 visual contacts
- 20 seconds spot advertisement

PACKAGE 1

- broadcasting 15x per hour
- on all 3 days of the exhibition
- total of 1.560 broadcasts

PRICE
1,900 EUR

PACKAGE 2

- broadcasting 30x per hour
- on all 3 days of the exhibition
- total of 3.120 broadcasts

PRICE
2,490 EUR

Ad spot specification

Please send us your ad spot in 16:9 (wide screen format).

We prefer to use quick time films (.mov), but we can also process all other popular video formats.

Frame rate: 25 frames per second | resolution: 1,920px x 1,080px | compression format: H. 264

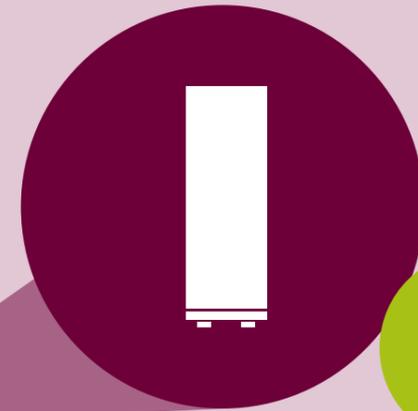
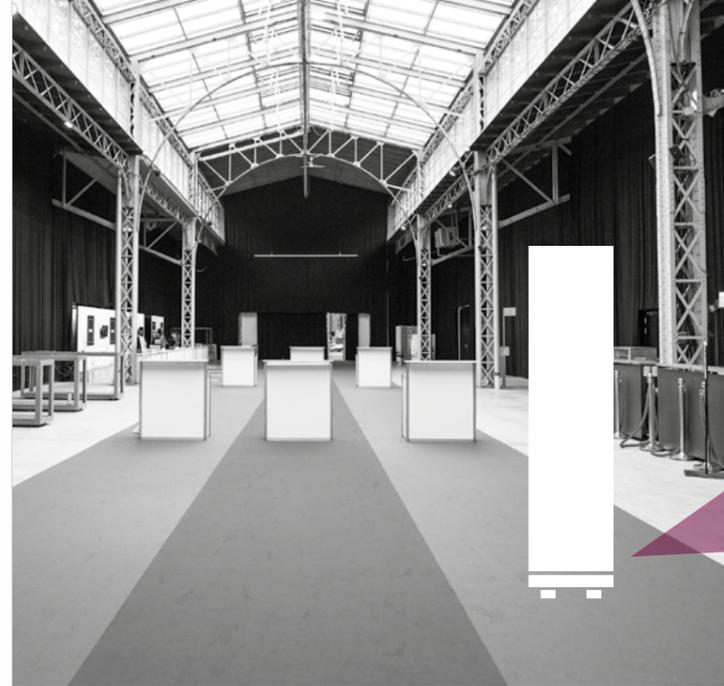


PRICE
1.200 EUR

ENTRANCE BAND

Every visitor receives a wristband at the entrance. Use these wristbands to place your logo and thus reach every single visitor.

- 10,000 pieces
- on all visitor wristbands during the exhibition
- size of the wristband: 350 x 20 mm
- printed in black on the wristbands



PRICE
190 EUR

ROLL UP

Place your roll-up banner in the exhibition hall or in the entrance area and catch the attention of the visitors effectively.

- on all 3 exhibition days
- assembly & dismantling by the exhibition team
- production and design on request



Price
800 EUR

TICKET BRANDING

Increase awareness of your trade fair participation and place your logo on the CULTIVA HAN-FEXPO ticket in printed, digital and print@home versions.

- your logo on the admission ticket (printed, digital and print@home)
- positioning on the front or back side
- 10,000 tickets



PRICE
490 EUR

SAMPLING CASH DESK

Place your flyers or product samples directly in the cash desk area and use the opportunity to reach the visitors before they even enter the exhibition.

- placement in the cash desk area
- on all three days of the fair
- counter display format A4

SEE YOU
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MARX HALLE

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ADVERTISING SPACE INDOOR AREA





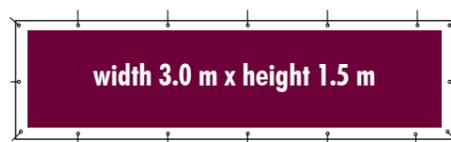
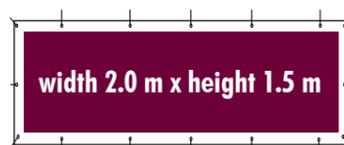
PRICE
from 670 EUR

INDOOR BANNER

Present yourself in the exhibition hall with a ceiling hanger in your own design and take advantage of the diverse design options. The large-format advertising spaces on the ceiling construction of the exhibition halls take effect from near and far. Various locations are possible. The banners hang at a height of around eight meters and are clearly visible throughout the hall. They are hung on 12 metres long steel struts.

Rental price incl. production costs, excl. design, mounting & hanging by the exhibition team

- Width 2,0 m x Height 1,5 m **670 EUR**
- Width 3,0 m x Height 1,5 m **850 EUR**
- Width 4,0 m x Height 1,5 m **900 EUR**



Use floor advertising space in the entrance area or in the exhibition hall to guide visitors to your booth.

FLOOR STICKERS

- 2 m² advertising space
- free design options
- including production and assembly costs, excluding design



PHOTO BOOTH

The photo box should not be missing at any event, because it provides great souvenir photos that can be printed out on site and taken straight away. The photo prints are branded with your logo, as well as the back wall.

- on all 3 days of the trade fair
- max. 3,000 photo strips
- logo on the photo strip
- branded back wall
- prominent placement of photo box in exhibition hall
- exclusively for one sponsor





ADVERTISING SPACE PRINT & ONLINE



EXHIBITION MAGAZIN

The exhibition catalog is a clear and reliable research tool and serves as a year-round reference work for many visitors and exhibitors. It contains the alphabetical list of exhibitors, the exhibition circuits and the floor plans.

The catalog is printed in a total print run of 8,000 copies and distributed free of charge to all visitors upon entry to the exhibition.

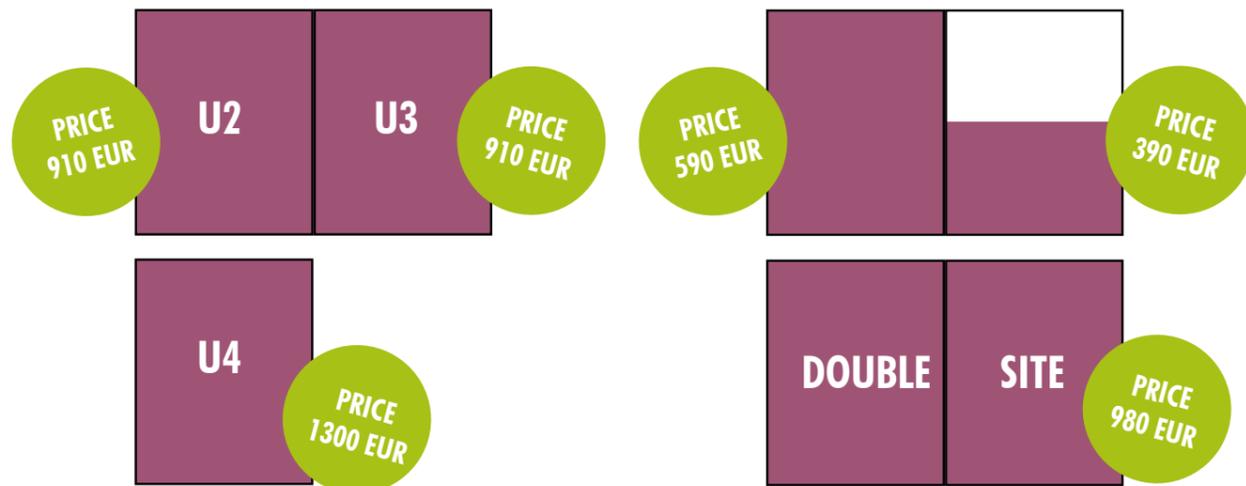
- Format closed A5 portrait, bound
- Edition of 8,000 copies

COVER

- U2 Inside cover left
- U3 Inside cover right
- U4 Back cover

INNER PART

- whole page left
- full page right
- double page



PRICE
280 EUR

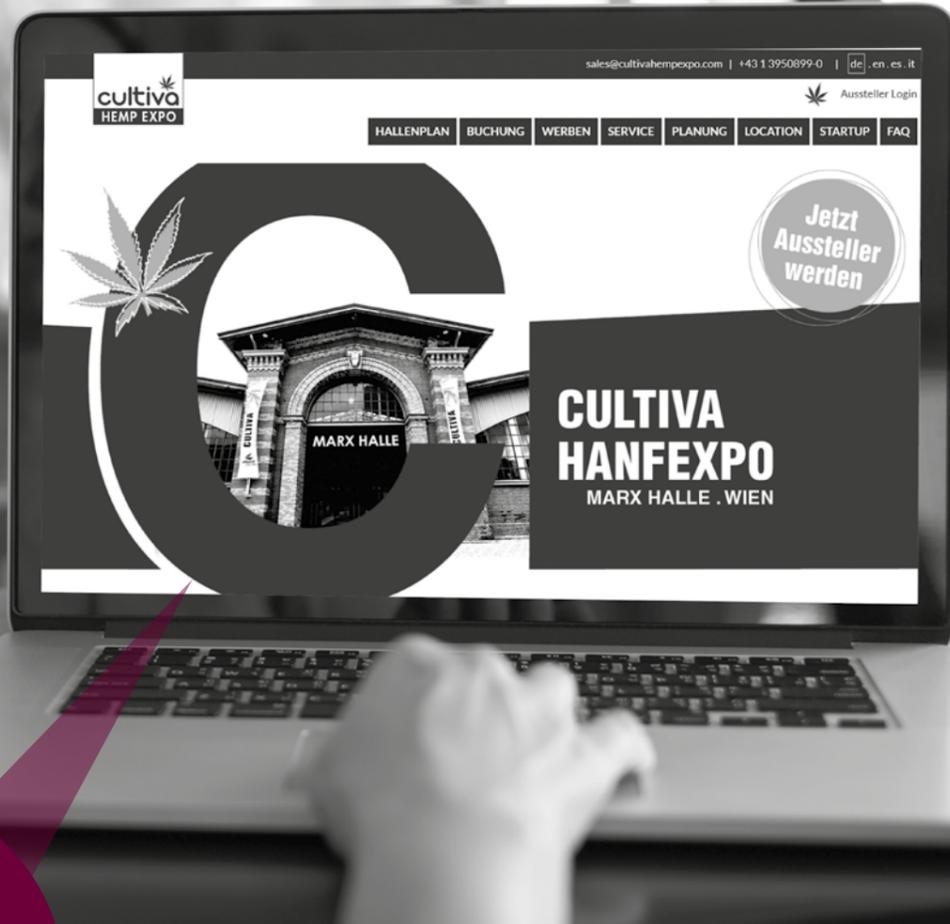
COUPON BOOKLET

In addition to the exhibition catalog, every visitor receives a coupon booklet in a goodie bag. You can also position your brand in the booklet and attract customers directly to your stand with attractive exhibition discounts.

Design vouchers for offers at the exhibition, goodies, competitions or discounts afterwards. The voucher page is perforated and can be easily detached. The front can be designed as an advertisement, the reverse as a voucher.

The coupon booklet with the various offers is always very popular with visitors.

- Double-sided advertisement, colored
- Voucher to tear out
- Print run 8,000 copies
- Format A6



PRICE
550 EUR

ONLINE ADS

We offer you several options to present your brand online. In addition to our social media channels on Facebook and Instagram, we are also happy to publish a blog post about your company on our website cultiva.at or integrate your brand into mailings of our B2C or B2B newsletter.

Logo integration on the website after booking received by the end of the event year.

- 1 advertorial blog post on www.cultiva.at
- Logo on www.cultiva.at (B2C)
- Logo on www.cultivahempexpo.com (B2B)
- 3 story postings
- Logo integration in the B2C newsletter before the event



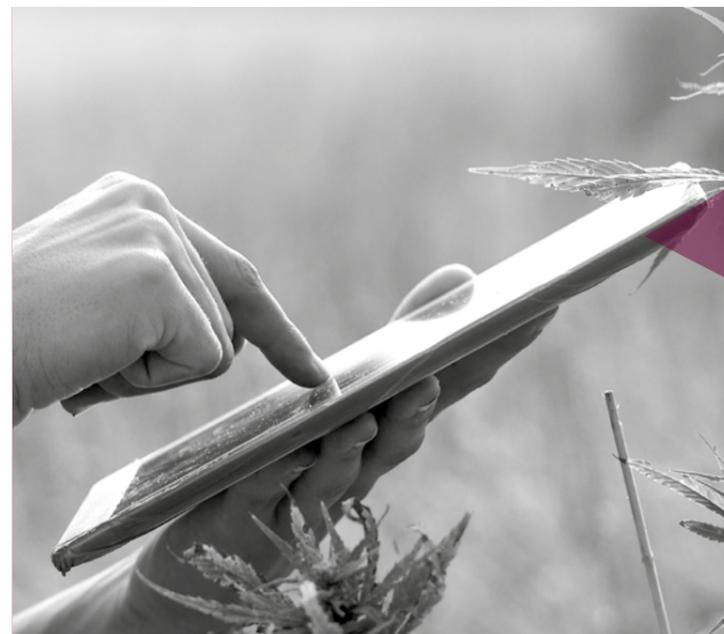
PRICE
ab 90 EUR

SOCIAL MEDIA

Take advantage of our reach and position your brand online on our social media channels on Facebook and Instagram.

— Feed or Story Posts (Facebook & Instagram)

- 1 Posting 90 EUR
- 3 Postings 220 EUR



PRICE
ab 250 EUR

BLOG ENTRY

Present your company online on our website with a blog entry and optimize the web presence of your brand.

- Blog entry on www.cultiva.at (B2C)
- 6 months available on the website

- 1 Advertorial 250 EUR
- 3 Advertorials 380 EUR



CONTACT

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