Advertising Portfolio OnSite & Online

THE LEADING EVENT FOR THE DIGITAL STATE AND PUBLIC SERVICES.

30.09. – 02.10.2025
#SCCON25

SMART COUNTRY
CONVENTION

bitkom | MESSE BERLIN

An overview of advertising opportunities

1
Advertising Packages

2
Individual Advertising

3
Visuals

4
Contact & Support

SMART COUNTRY CONVENTION

Boost your presence

Use customised packages or individual advertising spaces and increase the visibility of your topics and messages in the industry! Benefit from targeted presence and put your brand in the spotlight.

Advertising Packages

Individual Advertising

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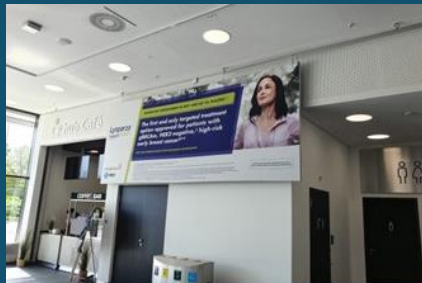
Premium Package

Passageway Banner

- 1 Passageway Banner between hub27 and Hall 25
- 2-sided
- 10.60 m x 2.00 m (w x h)

Price: EUR 22.575
Only 1x available!
All prices net excluding VAT.

Banner next to hub-Café

- 1 Banner at the hub café in the entrance area of hub27
- 4,75 m x 1,90 m (w x h)

Hoisting Flags

- 6 Hoisting Flags near the entrance to hub27
- Exact placement after consultation with the SCCON team

Digital Presence

Online-Platform & App:
- Top-of-the-List under „Exhibitor"
- Sandwich-Banner
- Top-Banner
- Main sponsor Banner in the digital hall plan

App:
- Content-AD
- Gallery-Logo-Banner

Website:
- Gallery-Logo

Workshop Package

EXCLUSIVE! Only 1x available

Prominent placement in the workshop area of the #SCCON25

Balustrade Branding

Balustrade Branding

Digital Presence

- ✓ Branding in hub27 on two levels
- ✓ Additional presence in the digital media of SCCON
- ✓ Only available once

Price: EUR 22,575
Only available once!
All prices net without VAT.

- ▪ 2 Foil Brandings on the glass balustrades to the left and right of the stairwell on the beta level
- ▪ Visible from the seminar rooms

- ▪ 3 Foil Brandings on the glass balustrades surrounding the stairwell on the gamma level
- ▪ Visible from the seminar rooms

Online-Platform & App:
- ▪ Top-of-the-List under „Exhibitor"
- ▪ Sandwich-Banner
- ▪ Top-Banner
- ▪ Top-5-Logo in the digital hall plan

App:
- ▪ Gallery-Logo-Banner

Website:
- ▪ Gallery-Logo

Welcome Package

Bench Display

- 1 Bench Display directly in the entrance area of hub27
- Banner advertising on the front and back

Price: EUR 16,460
Limited availability!
All prices net without VAT.

Floor Graphics

- 4 Floor Graphics (2m x 2m each) in the access area to hub27
- Other formats can also be realized on request

Hoisting Flags

- 6 Hoisting Flags in the access area to hub27
- Exact placement after consultation with the SCCON team

Digital Presence

Online-Platform & App:
- Top-of-the-List under „Exhibitor"
- Top-Banner
- Top-5-Logo in the digital hall plan

App:
- Gallery-Logo-Banner

Website:
- Gallery-Logo

WIFI sponsorship: The hotspot for your brand

- Present your company on the WIFI landing page, which is offered free of charge to all visitors during SCCON

- Direct link to your company website

- Integration/mention in the on-site announcements of the SCCON WIFI as well as a full-size splash screen in the app

- A detailed overview of all services is available on request at any time.

Price: EUR 15,500
Only available once!
All prices net without VAT.

SMART COUNTRY CONVENTION

Sanitary Facilities Package

Branding in the sanitary facilities of hub27, Hall 24 and Hall 25

Towel Dispenser Branding

Mirror Branding

Digital Presence

- ✓ Brand presence beyond your own exhibition stand
- ✓ Additional presence in the digital media of SCCON
- ✓ Placement with focus on different areas of the exhibition ground possible

- ▪ 16 Stickers on the towel dispensers in the bathrooms
- ▪ Exact positioning by arrangement

- ▪ 24 Stickers on the mirrors above the washbasins
- ▪ Exact positioning by arrangement

Online-Platform & App:
- ▪ Top-Banner

App:
- ▪ Gallery-Logo-Banner

Website:
- ▪ Gallery-Logo

Price: EUR 8,980
All prices net without VAT.

SMART COUNTRY CONVENTION

Digital Only Package

Service	Online-Platform	Website	App
Top-of-the-List under „Exhibitor"	✓		✓
Top-Banner under „Program" or „Exhibitor"	✓		✓
Sandwich-Banner	✓		✓
Top-5-Logo in the digital hall plan	✓		
Gallery-Logo-Banner		✓	✓

Price: EUR 8,980
All prices net without VAT.

SMART COUNTRY CONVENTION

OnSite Advertising

Use prominent advertising spaces to draw targeted attention to your company!

✓ Numerous brandings in the entrance area of the hub27
✓ Partly only available once
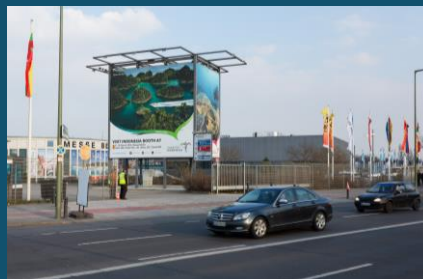
Advertising Tower

- 1 Advertising Tower at the entrance to the car park of the hub27 on Jafféstraße
- East side (main street) & west side (main street): 8.70 m x 8.11 m (w x h)
- North side (car park) & south side (main road): 5.70 m x 8.11 m (w x h)

Mobile Advertising Tower

- 1 Mobile Advertising Tower on the outdoor area of hub27
- Exact placement after consultation with the SCCON team
- 2.302 m x 4.35 m (w x h)

Balustrade Branding

- Balustrade Branding on the escalators leading from the entrance hall to the beta level
- Double-sided foil branding

Price: EUR 16,210 for east/west side
EUR 11,215 EUR for north/south side
All prices net without VAT.

Price: EUR 7,510
per advertising tower
All prices net without VAT.

Price: EUR 2x 7,610
Only 2x available!
All prices net without VAT.

OnSite Advertising

Use prominent advertising spaces to draw targeted attention to your company!

- ✓ Numerous brandings available in the entrance area of the hub27
- ✓ Partly only available once

Banner above the lift in the entrance foyer

- 1 Banner in the entrance area of the hub27 above the lifts
- 9.40 m x 1.90 m (w x h)

Price: EUR 6,195
Alle prices net without VAT.

Banner next to the hall entrance

- 1 Banner in the entrance area of the hub27 next to the hall entrance
- 6.70 m x 1.90 m (w x h)

Price: EUR 3,045
All prices net without VAT.

Digital Displays

- Display of various media files
- 1-sided
- Can be plugged together individually or as one large module

Price: EUR 975 for 1 display
All prices net without VAT.

OnSite Advertising

Become an eye-catcher in highly frequented access and transition areas!

✓ Numerous brandings at the entrance of the hub27 and in the transitions
✓ Partly only available once

Pillar Branding

- 1 of a maximum of 6 pillar brandings in the entrance area of the hub27
- Each pillar is 4-sided
- 0.60 m x 4.10 m (w x h) per pillar

Price: EUR 2,750 for 1 pillar branding
All prices net without VAT.

Passagway & Entrance Banner

- Up to 3 Passageway Banners between the hub27 and Hall 25
- each 2-sided
- Entrance banner one-sided

Price:
EUR 6,795 per Passageway & EUR 4,700 per Entrance Banner
All prices net without VAT.

Lateral Passageway Banner

- 2 Lateral Banners at the passageway from hub27 to hall 25
- 1-sided each

Price: EUR 2,820 per banner
All prices net without VAT.

OnSite Advertising

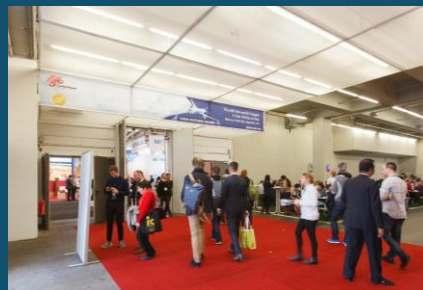**Become an eye-catcher in highly frequented access and transition areas!**

✓ Numerous brandings at the entrance to hub27 and in the passageways between hall 25 & hall 26
✓ Partly only available once

Branding of the Staircase

- 1 Staircase Branding leading from the entrance area to the beta level
- 37 steps in total

Entrance Banner Hall 26c

- 1 Entrance Banner between hall 25 and hall 26c
- 1-sided
- 7.90 m x 1.80 m

Promotion

- Have attractive promotional gifts distributed and increase your visibility with promoters at the exhibition center

**Price: EUR 7,500
for 1 staircase branding**
All prices net without VAT.

**Price: EUR 4,500
EUR per entrance banner**
All prices net without VAT.

Price: EUR 1,660 per license
All prices net without VAT.

High Traffic Advertising

Become an eye-catcher on the busy main roads around the exhibition center!

✓ Numerous brandings along the main traffic arteries
✓ Partly only available once

Mega Banner at the ICC Bridge (South & North)

- At the ICC Bridge South & North directly above the main Messedamm road
- Connection between the ICC Berlin and the Berlin Exhibition Centre
- 40.00 m x 4.24 m (w x h)

Price: EUR 19,550 per banner
All prices net without VAT.

Rotunda Hall 13

- Rotunda Hall 13 opposite the main road Messedamm: Access to the motorway
- 10 of 17 components
- Remaining components can be branded by SCCON

Price: EUR 15,150 per banner
All prices net without VAT.

Rotunda Hall 16

- Rotunda Hall 16 at the intersection of the main roads Messedamm, Masurenallee and Neue Kantstraße
- 10 of a total of 18 components
- Remaining components can be branded by SCCON

Price: EUR 15,150 per banner
All prices net without VAT.

Bag Sponsoring: Branding of 5.000 SCCON fabric bags

- Exclusive sponsorship of all 5,000 SCCON fabric bags
- Distributed free of charge to visitors at all information stands
- Your company logo in white (approx. 6 x 6 cm) next to the SCCON logo + Gallery logo in the app
- **Our bags are very popular and are often used even after the event**

Price: EUR 8,000
Only available once!
All prices are net without VAT.

SMART COUNTRY CONVENTION

Sponsoring the Smart Country Startup Award 2025

- Stage presence through a seat on the jury and a place in the expert panel immediately before the award, without parallel sessions
- High-quality introduction video shown during the award ceremony
- Presentation of the "Winner's Certificate" at the award ceremony
- Contact with exciting startups and access to all applications
- Positioning of your brand in event communication and at the award ceremony, if possible with logo placement
- Mention on Bitkom Group's social media channels with around 60,000 contacts

Price: EUR 12,000 as an exhibitor
EUR 18,000 as a sponsor without a booth
Only available once!
All prices are net without VAT.

SMART COUNTRY CONVENTION

Taxi Branding: Mobile advertising space, lasting impression

- Branding of Berlin taxis displaying your desired advertising message during the booked period.
  Booking period: 14 days or 4 weeks

Prices:

- EUR 12,650.00 for 50 taxi-brandings over 2 weeks
- EUR 17,600.00 for 50 taxi-brandings over 4 weeks
- EUR 23,650.00 for 100 taxi-brandings over 2 weeks
- EUR 31.350,00 for 100 taxi-brandings over 4 weeks

Other quantities and booking periods on request

SMART COUNTRY CONVENTION

Online Individual Options

Tabbar Banner

App – Tabbar banner

The banner is integrated at the bottom of a navigation page of the App. By clicking on the banner, the visitor will be redirected to your company profile

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a »first come, first served« basis

Format: 1440 x 225 px, jpeg
Data delivery via mail
**Price as individual service: EUR 780 per banner position**
All prices net without VAT.

App – Gallery logo banner

Place yourself with your company logo integrated below the menu bar of »My SCCON«. The Gallery logo banner is a series of several logos displayed in the form of a horizontal image gallery. The logos are scrolled through in the gallery in a continuous loop.Format: 450 x 315 px, jpeg

Data delivery via mail
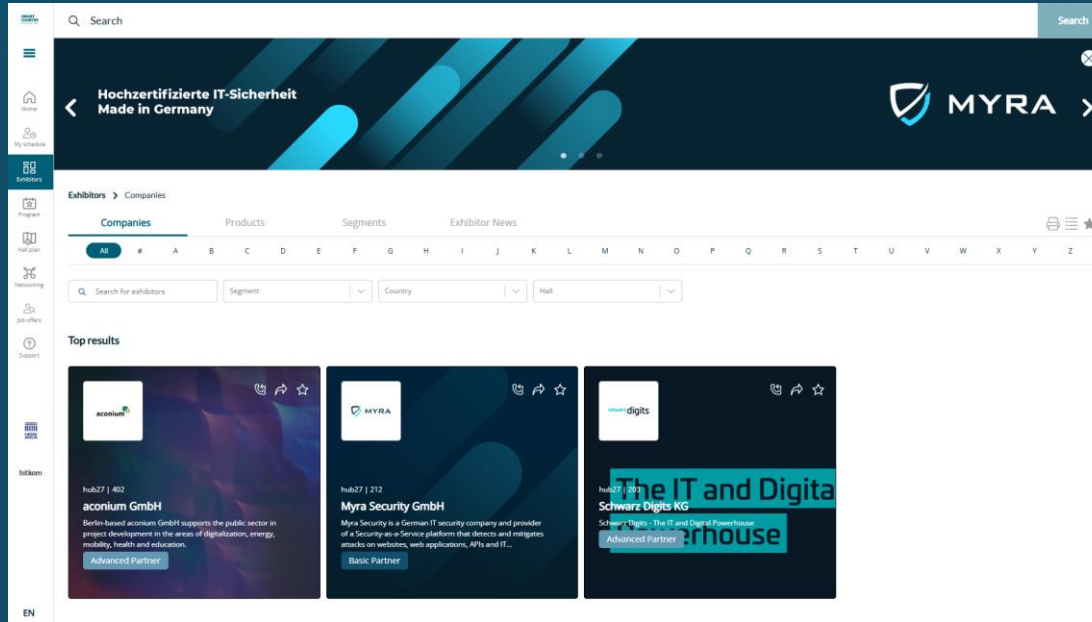**Price as individual service: EUR 520 per banner position**
All prices net without VAT.

Gallery-Logo-Banner

SMART COUNTRY CONVENTION
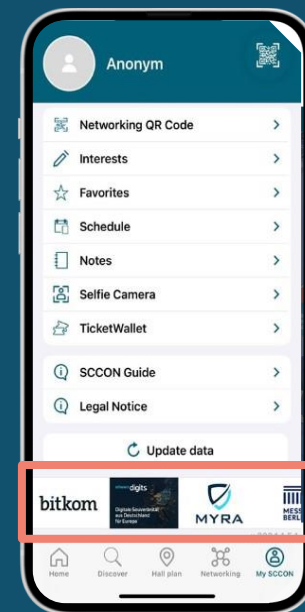
VISUALIZATION -
ONLINE OPTIONS

Top-of-the-List „Exhibitors"
SCCON Online Platform & App

Top-of-the-List „Exhibitors

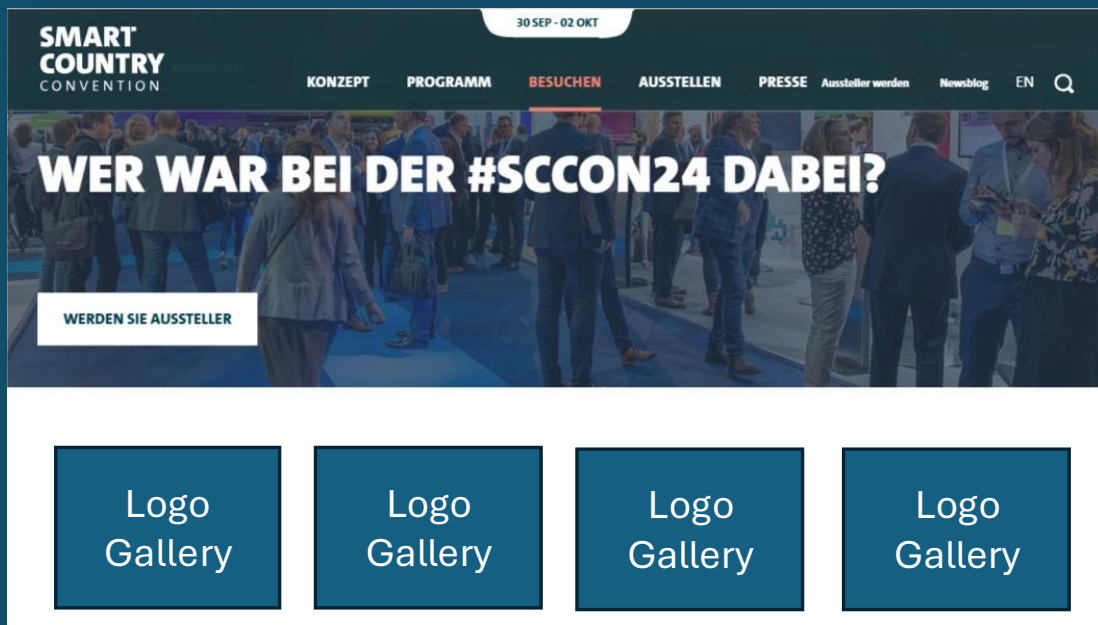The Top-of-the-Lists are placed as first under the navigation point »Exhibitors«:

- Displayed in alphabetical order

- Linking to the company website

- Out of max. 4 side by side

Data input: The graphic is based on your background image. No layout needed.

SMART COUNTRY CONVENTION

Gallery logo
SCCON Website

Gallery logo

Secure your own tile directly on the home page of the exhibitor list. With one click on the tile, visitors will be guided directly to your company website.

- Awarded to a maximum of 6 partners in rotation
- Displayed in predefined order on a „first come, first served" basis
- Linked to your company website or to your online company profile

Format: 1046 × 512 px, jpeg
Data delivery by mail
Publication: SCCON Exhibitor list

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Content AD
SCCON App

Content AD

The content ADs include advertising banners on the home page and advertorial entries. By clicking on the banner, the visitor is redirected to the advertorial entry, which the exhibitor can fill with a free text and a link to his company profile.

- Awarded to a few partners in rotation
- Displayed in predefined order on a „first come, first served" basis

Homepage Advertising Banner:
Format: 1440 x 1920 px, jpg-Format, max. 500 KB
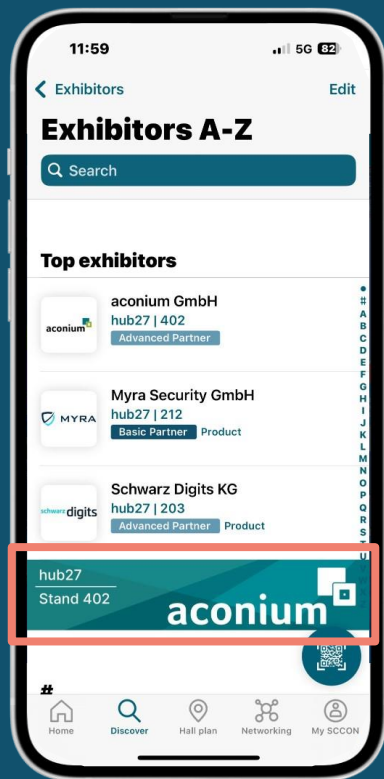Title (text length): max. 40 characters

Advertorial Entry:
Banner (optional): 1440 x 450 px, jpg, max. 500 KB
Text: unlimited free text
Data delivery by mail

SMART COUNTRY CONVENTION

Sandwich banner
SCCON Online-Platform & App

Also released on the SCCON Website

Sandwich banner
The sandwich banner is included in one of the results lists according to a certain position.

- Exclusive placement per position
- Linked to your company website or to your online company profile
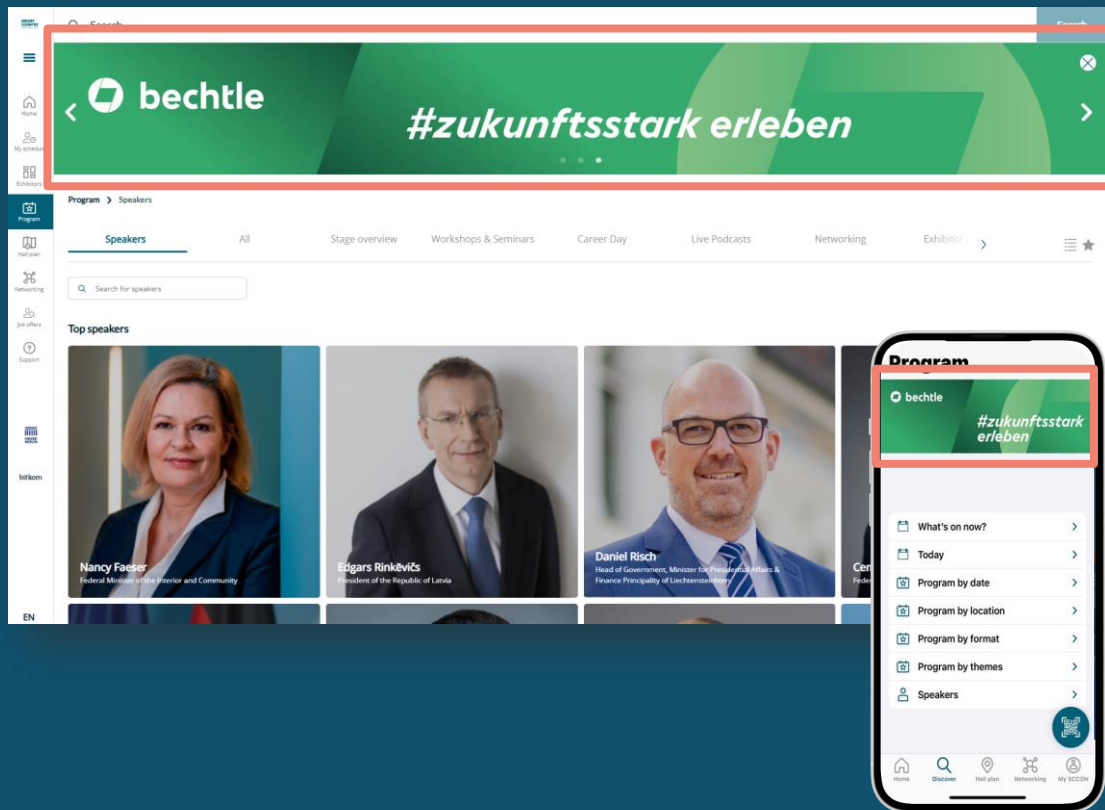
Format Website: 1440 x 130 px, jpeg
Format App: 1440 x 296 px, jpeg
Data delivery by mail
Publication: SCCON Exhibitor list

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Top banner
SCCON Online-Platform & App

Also released on the App!

Top banner

The Top-Banners are placed under the navigation points "Exhibitors" or "Program" on the top of the page.

- Awarded to a maximum of 6 partners in rotation per navigation point/area
- Displayed in predefined order on a „first come, first served" basis
- Linked to your company profile

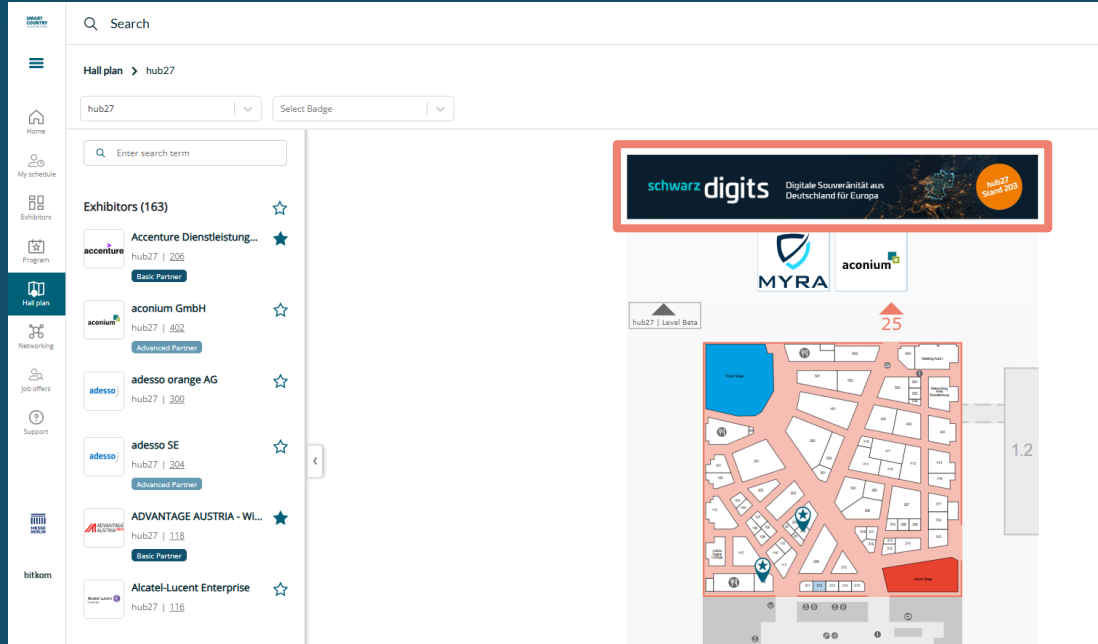Format Online platform: 2560 x 320 px, jpeg
Format app: 1440 x 450 px, jpeg
Data delivery by mail

SMART COUNTRY CONVENTION

Hall plan (main sponsor) banner
SCCON Online Platform

Hall plan (main sponsor) banner
The banner will be displayed above the plan of your own hall:

- There can be one main sponsor per hall
- The banner will be linked to your online company profile
- The banner of the hall plan main sponsor is available on the website and Online Platform as well as in the App

Format: 1440 x 225 px, jpeg
Data delivery by mail

SMART COUNTRY CONVENTION

Hall plan – Top 5 logo
SCCON Online-Platform
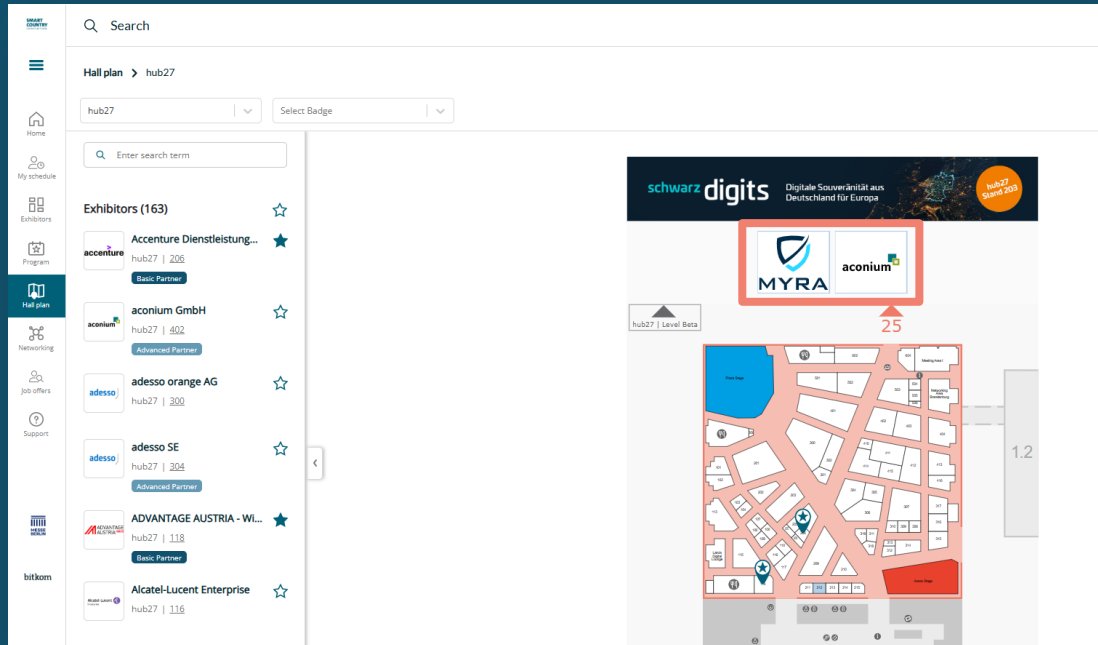
Top 5 logo

Up to 5 logos can be displayed side by side above the plan of a hall:

- Placement in set order: "First come, first served."
- The logo will be linked to your online company profile.
- The logo is available on the website and Online-Platform, as well as in the App.

Format: wide max. 300 px, SVG-Logo
Data delivery by mail

SMART COUNTRY CONVENTION

CONTACT & SUPPORT

Contact for Advertising Opportunities:

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14052 Berlin

E advertising@messe-berlin.de
T + 49 30 3038 2525

Your contact regarding questions for the
SCCON Online-Platform:
E support@messe-berlin.de
T +49 30 3838 2500

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