

# Advertising Portfolio for Exhibitors, Partners & Sponsors

**BOOT & FUN  
2025**



# BOOT & FUN Online

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## *Benefit from more visibility!*

With a broad portfolio with on-site and online advertising services, you will catch the attention of all visitors and increase your trade fair presence – before, during and after the **BOOT & FUN Berlin 2025!**

Benefit from attractive **sponsoring packages**, to maximize your presence and reach your target group.

# MEDIA PACKAGE

Your online entry in the Exhibitor List and in the app



## Increase your online Presence

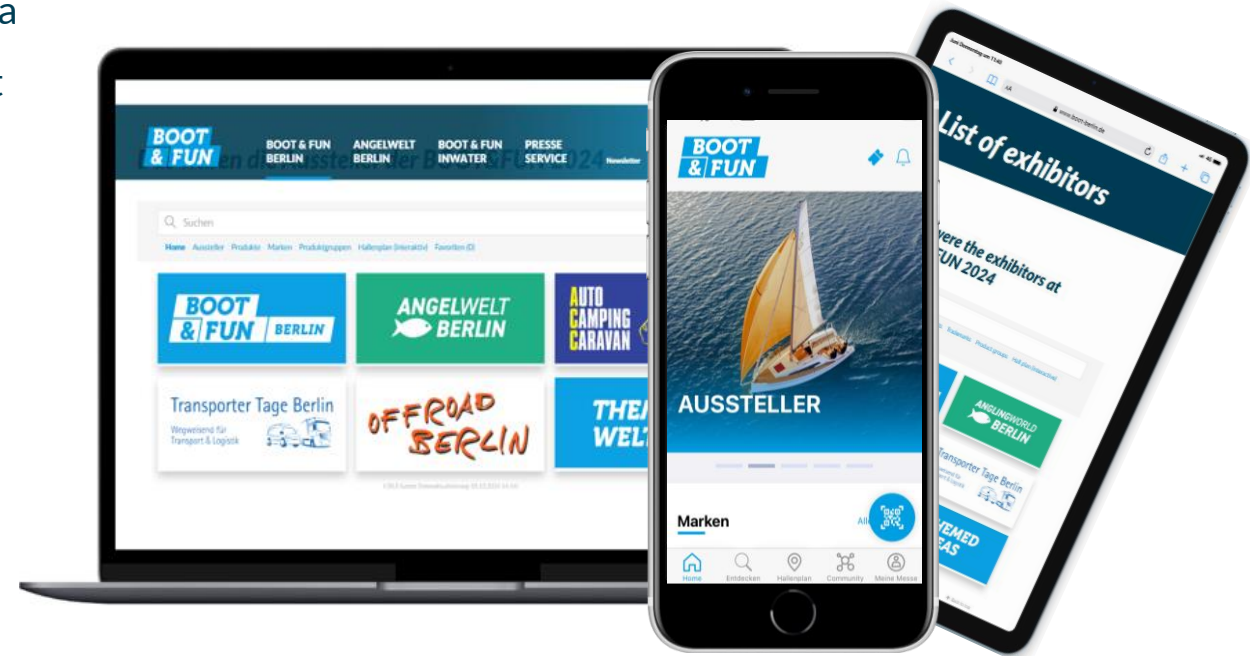
As an exhibitor, you automatically purchase the mandatory Media Package when registering your stand – a **marketing package** that includes extensive listings on the **website** and in the **app**.

With an upgrade, you can enhance your online exhibitor profile with additional content, including product and product group listings.

Additionally, all digital advertisements are directly linked to your company profile.

[BOOT & FUN Website](#) – the online Exhibitor List

**BOOT & FUN App** for [iOS](#) and [Android](#) – the smart mobile guide for your trade fair visit





# MEDIA PACKAGE & UPGRADE

Your online entry in the Exhibitor List and in the App



## Classic Package 260 €

- ✓ Company Entry
- ✓ Contact Details
- ✓ Link to your Website
- ✓ Company Portrait
- ✓ Logo & Background Image
- ✓ 20 Entries in the Product Group Directory
- ✓ Contact Person
- ✓ Multimedia
- ✓ 10 Links
- ✓ 20 Brands
- ✓ Social Media Profiles
- ✓ Presentation of up to 10 Products/Boats

Upgrade available to the  
Classic Package for 161 €

## Starter Package 99 €

- ✓ Company Entry
- ✓ Contact Details
- ✓ Link to your Website
- ✓ Company Portrait
- ✓ Logo & Background Image
- ✓ 10 Entries in the Product Group Directory
- ✓ Contact Person
- ✓ 10 Brands
- ✓ Social Media Profiles
- ✓ Presentation of up to 5 Products/Boats

# ADVERTISING PACKAGES

Now available in our  
[Advertising Shop](#)

**BOOT  
& FUN**  
ONLINE



## DIGITAL ONLY

310 €

### Online

- 2x [Stand Logo](#): Logo in the interactive hall plans
- 1x [Top Logo](#): Logo above your own hall
- 1x [Tab Bar Banner](#): Integration on a subpage in the app



## ECHO BOOST

625 €

### Onsite

- 1x [Floor Graphic](#): Floor Graphic - 1m x 1m - in the area of your own hall

### Online

- 1x [Startpage Banner](#)
- 2x [Top Banner](#)



## EASY VISIBILITY

1.575 €

### Onsite

- 1x [Mobile digital Display](#): Your Advertising displayed on a screen next to a high frequented area

### Online

- 2x [Top Listing](#)
- 2x [Top Banner](#)
- 1x [Story Ad](#)

# ONLINE ADVERTISING

With additional individual services, enhance your profile and increase your visibility among visitors!



SERVICE	MEDIA CHANNEL		PRICE
	Website	App	
<u>Stand Logo</u>	✓	✓	95 €
<u>Top Logo</u>	✓		100 €
<u>Story Ad</u>		✓	150 €
<u>Tab Bar Banner</u>		✓	150 €
<u>Startpage Banner</u>		✓	250 €
<u>Sandwich Banner</u>	✓	✓	300 €
<u>Top Banner</u>	✓	✓	350 €
<u>Top Listing</u>	✓	✓	400 €

Discover all our very  
exclusive online offers!

# ONLINE ADVERTISING

## Stand Logo

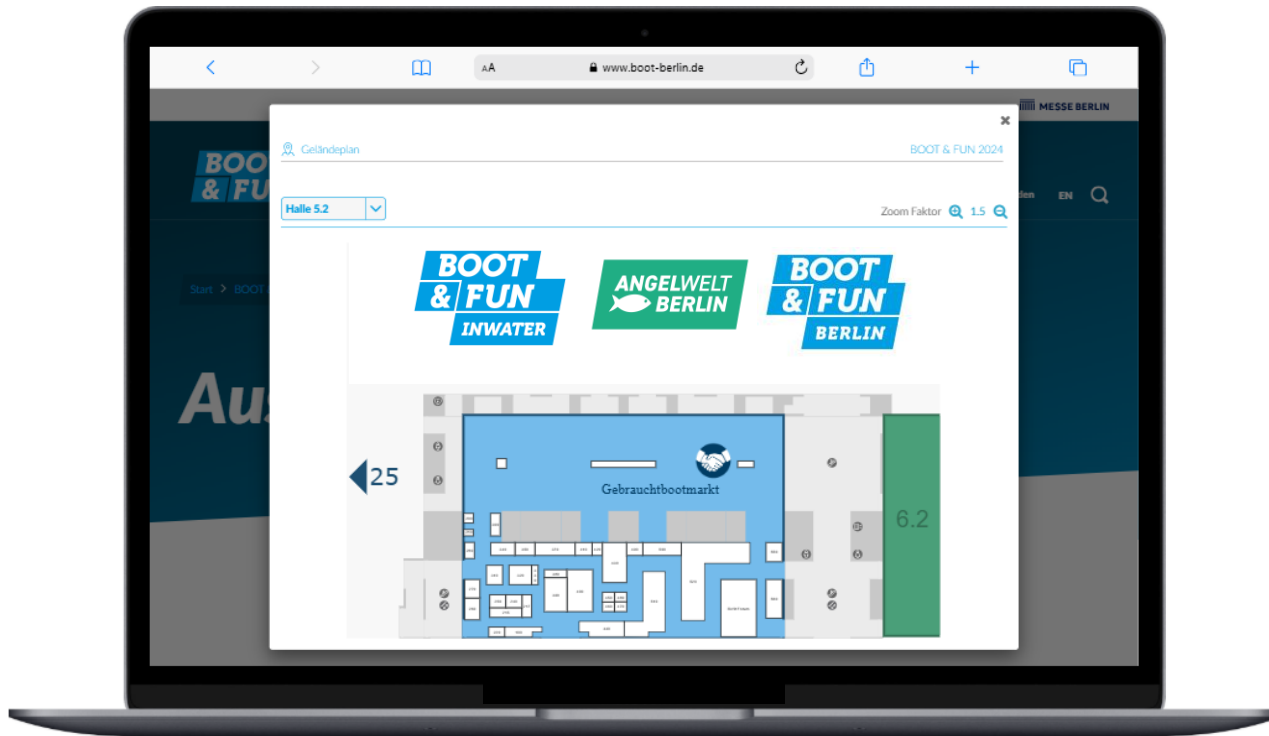
Your logo directly on your stand area in the hall plan!

Stand out in the interactive hall plan – with a clickable logo directly in your stand area.

- Publication in the online hall plan
- Visibility on the website and in the app
- Logo: 500 x 500 px
- Format: JPEG or PNG



# ONLINE ADVERTISING



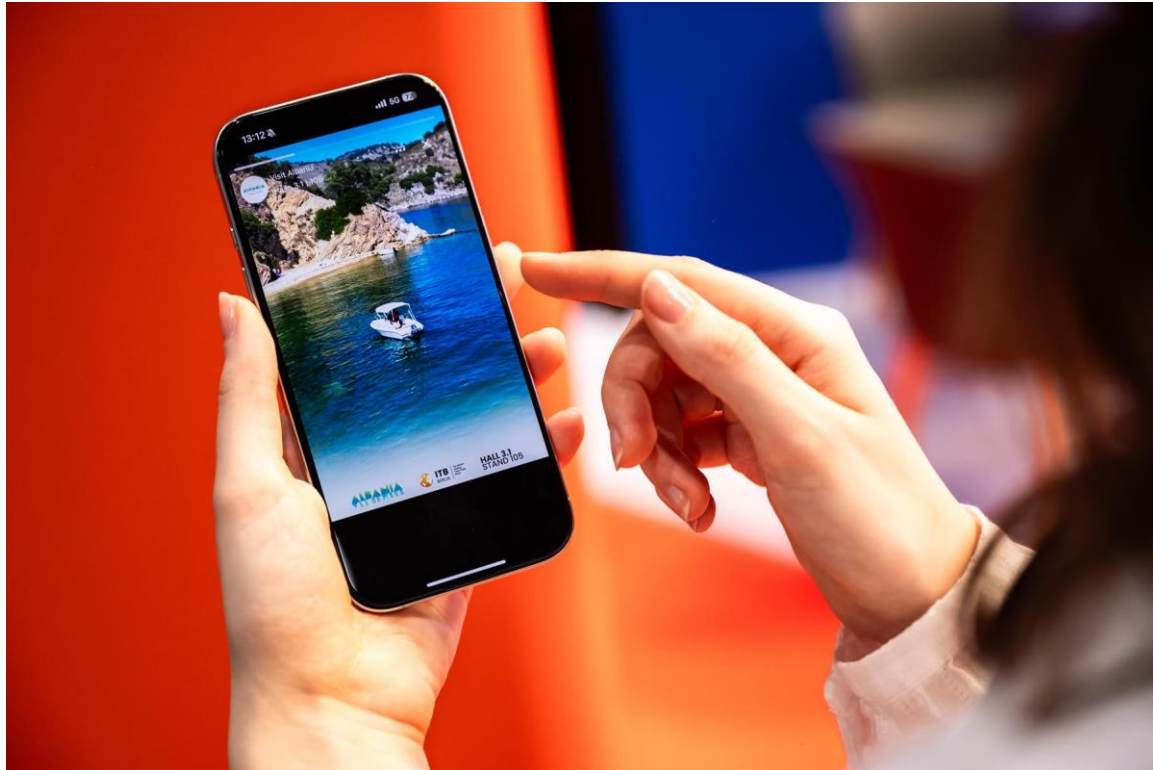
## Top Logo

**Your logo in the hall plan - exclusively above your hall!**

Place your logo prominently on the hall plan - directly above your hall. This exclusive advertising space ensures maximum visibility on site.

- Publication in the online hall plan
- Link to your company profile
- Format: SVG logo, max. 300 px
- Data submission via mail





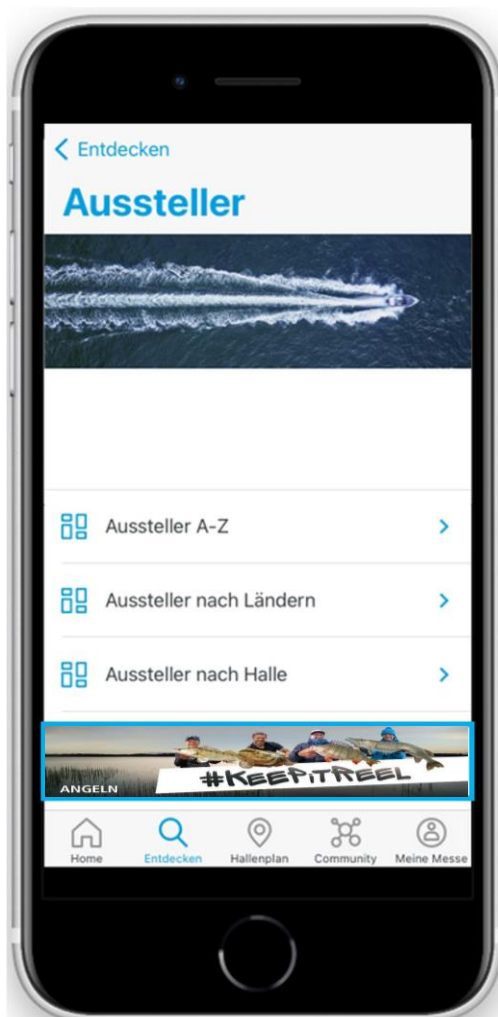
## Story

**Share your success story and reach your target audience!**

Use the story for full-screen advertising with your video.

The stories can be viewed an unlimited number of times.

- Publication on the start page of the app
- Recommendation max. 50 seconds
- Video: Aspect ratio 9:16, MP4
- 1080 px x 1920 px, max. 50 MB



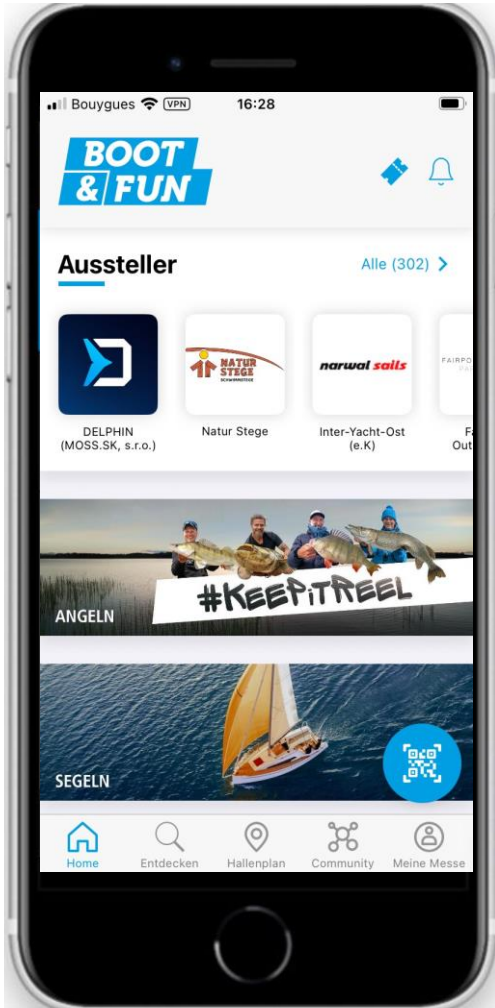
## Tab Bar Banner

**Strategically visible - directly above the menu bar!**

Use one of the most visible pages to showcase your brand.  
This advertising format ensures very high visibility and reach.

- Link to your company profile
- Banner: 1440 x 225 px
- Format: JPEG or PNG
- Data submission via mail

# ONLINE ADVERTISING



## Startpage Banner

Your brand right from the start of the app!

Maximize your presence with an exclusive banner on the start page of the app.

- Link to your company profile
- Banner: 1440 x 450 px
- Format: JPEG
- Data submission via mail



# ONLINE ADVERTISING

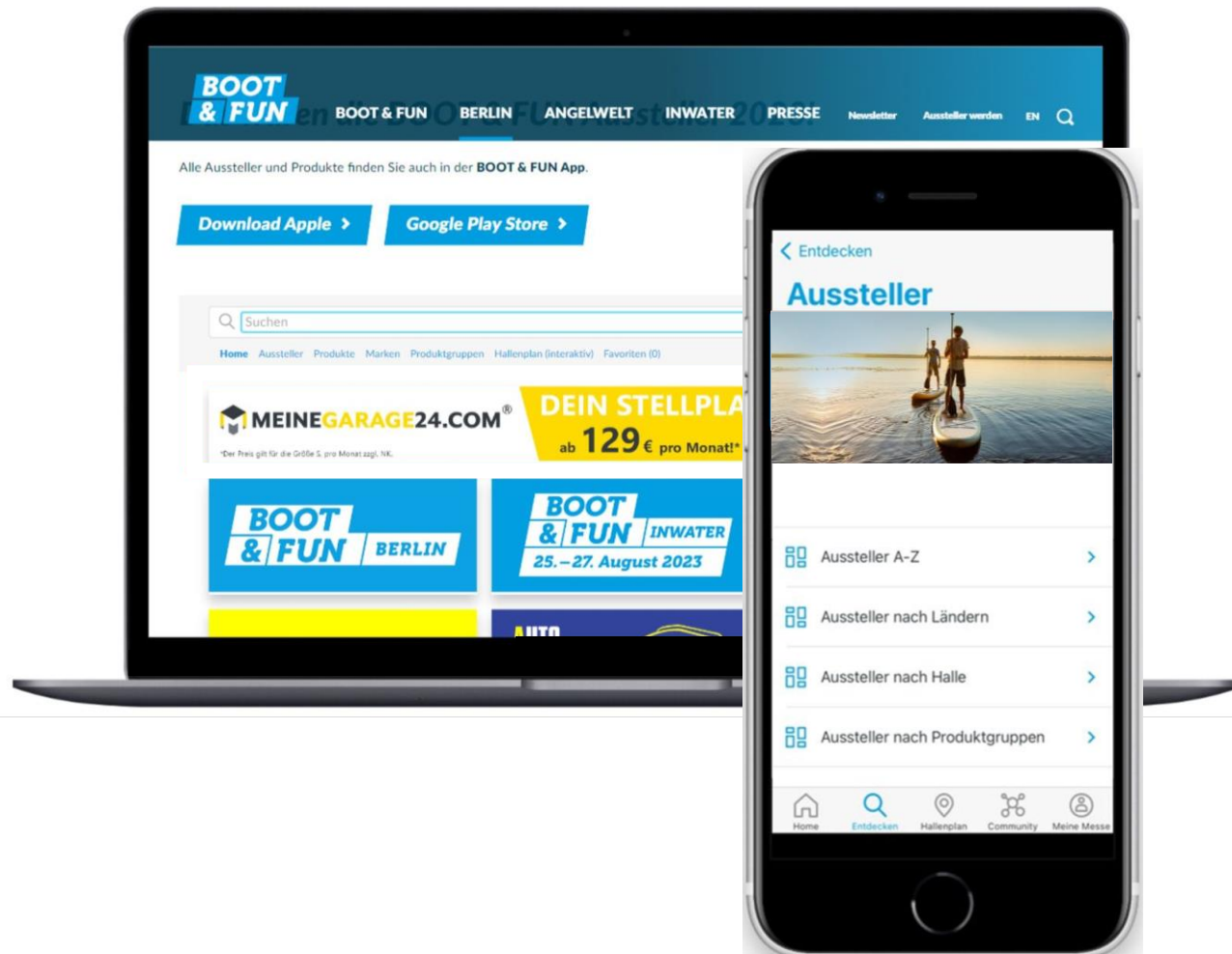
## Sandwich Banner

Your Banner - Highlight in the Exhibitor Directory!

Visitors searching for exhibitors in the online directory cannot miss your ad.

- Publication within the Exhibitor List
- Link to your company profile
- Web: 1440 x 130 px / App: 1440 x 296 px
- Format: JPEG or PNG
- Data submission via mail

# ONLINE ADVERTISING



## Top Banner

More visibility directly in the Exhibitor List!

Present your company exclusively in the online Exhibitor Directory - with an eye-catching banner that leads visitors directly to your profile.

- Link to your company profile
- Web: 2580 x 215 px / App: 1440 x 450 px
- Format: JPEG or PNG
- Data submission via mail

# ONLINE ADVERTISING

## Top Listing

Your company at the top of the list!

Present yourself in the Exhibitor List as one of the top exhibitors with a direct link to your company profile.

- Link to your company profile
- Top positioning at the beginning of the Exhibitor List
- Sorting in alphabetical order

Click here and discover  
our online offers!

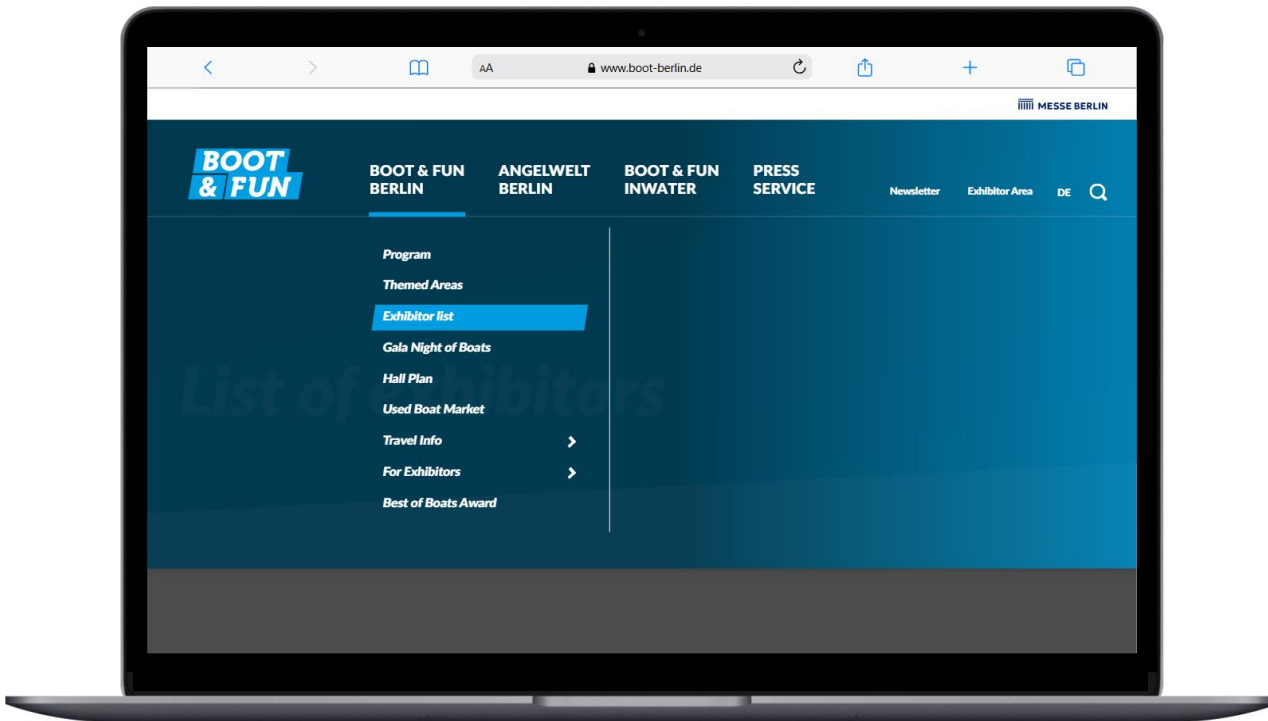


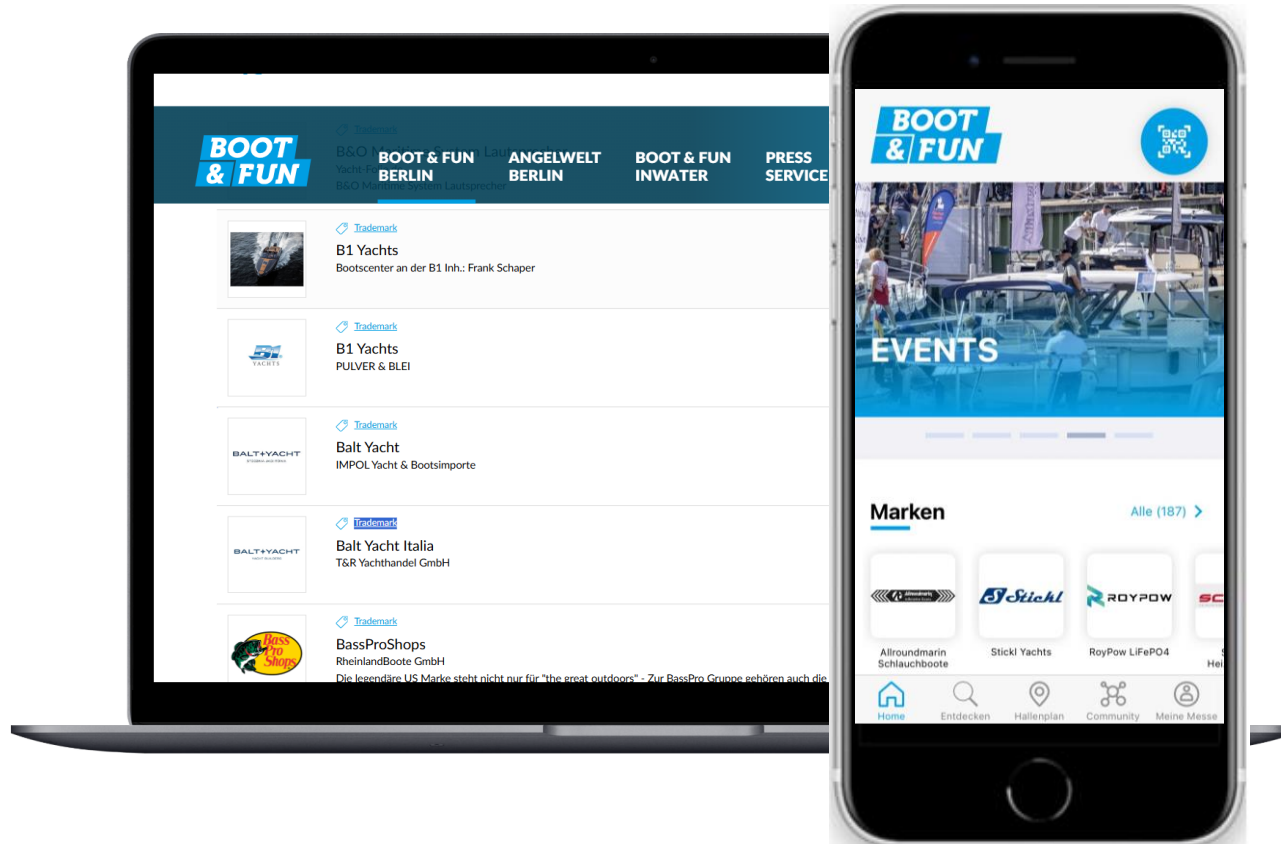
## Press Releases

Post your press releases as exhibitor news!

Keep the BOOT & FUN Community up to date! After booking the digital press box, the exhibitors will be automatically activated in your Content Manager.

- Visibility on the website and in the app
- Publication in the profile
- Quantity: 3 News





## Trademarks

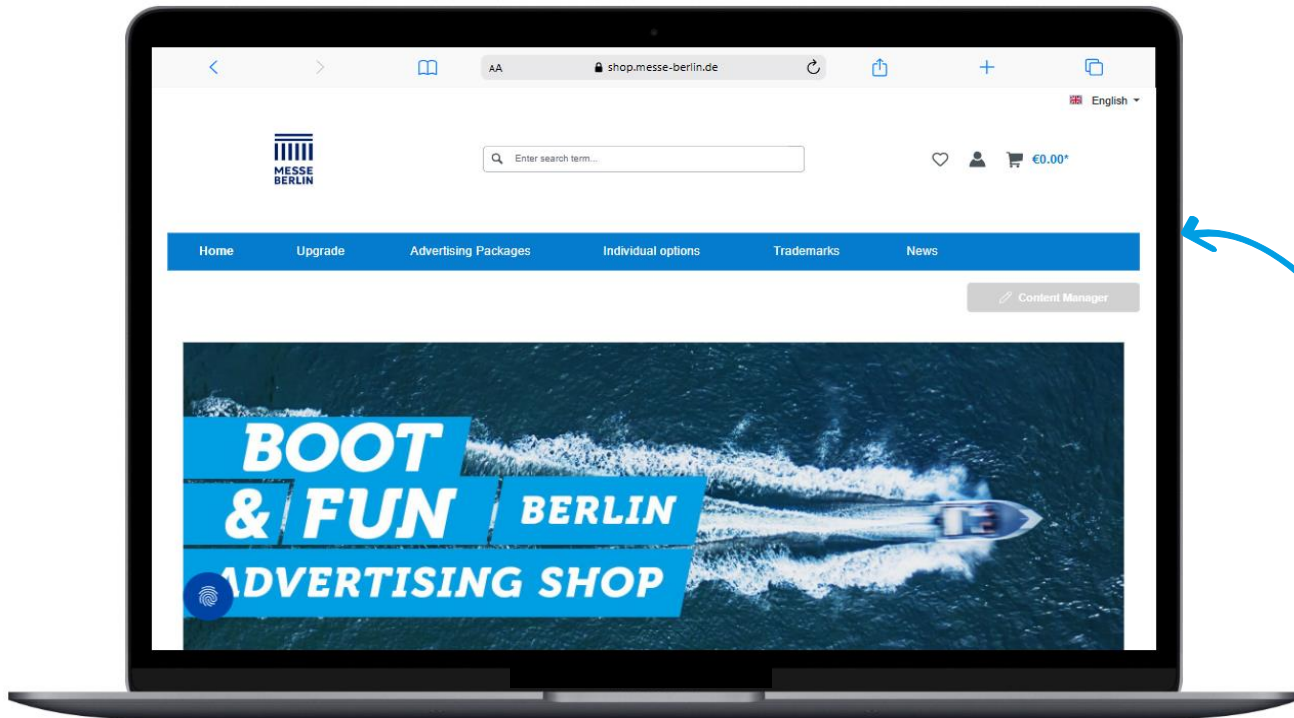
Expand your entry in the BOOT & FUN Brand Directory.

Your entry in the BOOT & FUN Brand Directory! You can add your name, image, description and various media. The brand appears on the detail page of the company profile

- Visibility on the website and in the app
- Publication in the profile
- Changes possible at any time

Visit now our  
Advertising Shop!

# ADVERTISING SHOP



Discover our advertising options in the Advertising Shop to present your company profile effectively and reach potential customers.

Log in to the Advertising Shop now!

In the top-right corner, you will find your Content Manager, through which you can access your exhibitor profile and update your information.



# CONTACT

Our Team is happy to assist you further with your selection and will answer any question.

Send us your request under our [Service Portal](#).

Thank you!



## Advertising & Sponsoring

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+49 30 3038 2500

Advertising Shop:  
[BOOT & FUN](#)