



Advertising spaces at Leipzig Book Fair 2027

To catch your visitors attention

Stretch banner



Stretch the impact of your advertising to the limit! In front of the East entrance, your advertising message can be displayed in a targeted way on stretch banners. Mounted between the columns, these advertising banners are ideal for attracting visitors' attention at the entrance.

Location: in front of the West Entrance (sides of CCL and Hall 1),
in front of the East Entrance

Dimensions: 500 x 100 cm or
500 x 200 cm

Price per piece 500 x 100 cm per event:

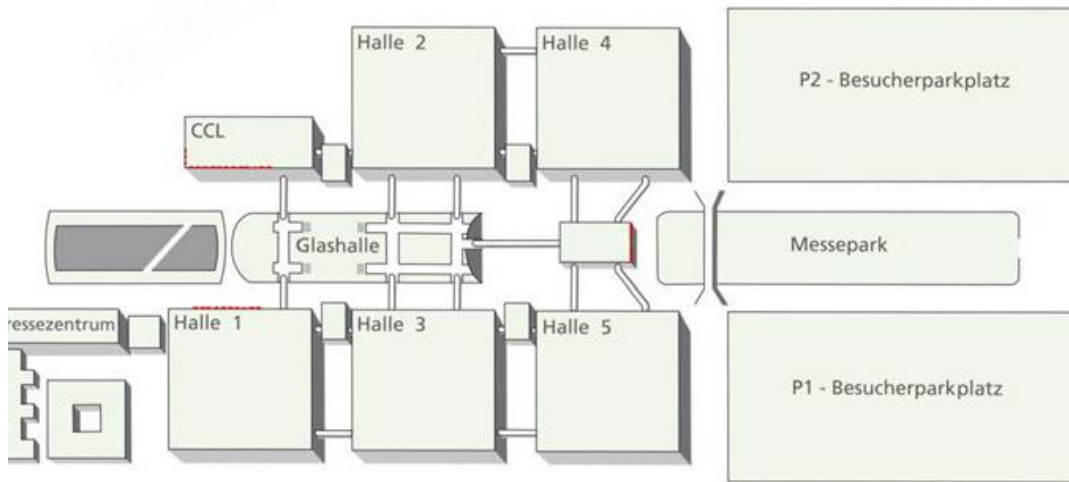
rent	production	installation/removal
409.94 €	214.24 €	160.68 €

Price per piece 500 x 200 cm per event:

rent	production	installation/removal
819.88 €	278.10 €	200.85 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Ads on pillars



Show the way forward! Whether as a signpost or to directly address visitors: With the column advertising cover, your place leading signs.

[Location: Media Centre, Hall 1 and East Entrance

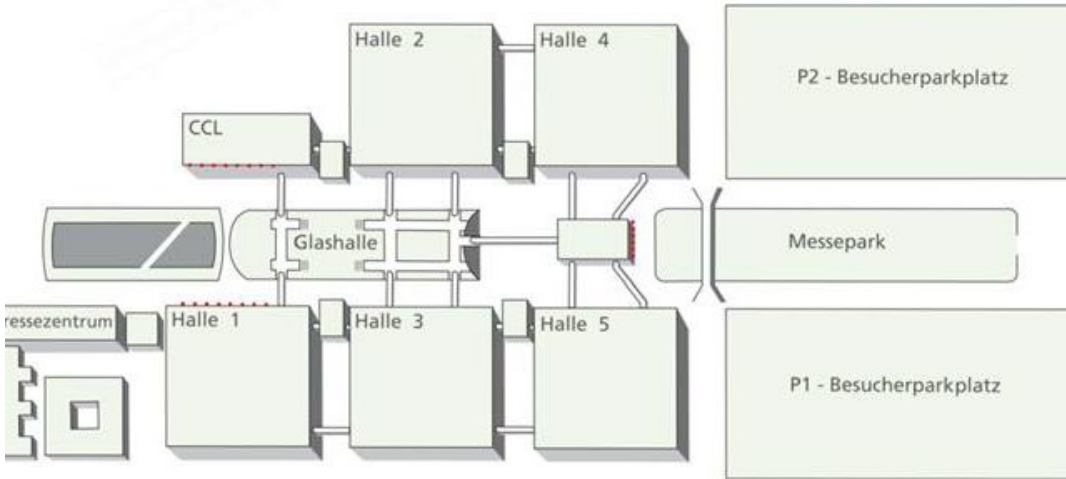
[Dimensions: 118 x 300 cm

[Price per piece per event:

rent	production incl. installation/removal
392.43 €	262.65 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Advertising banners on the outside of the halls



Bank on advertising space that is visible from afar to get the attention of many more people than just the exhibition visitors! These advertising banners are attached to the outer walls of the exhibition halls so they are visible from a great distance and get noticed even from outside the exhibition grounds. This also makes them the perfect choice for customers who do not exhibit at the fair.

Location: on the outer walls of the halls

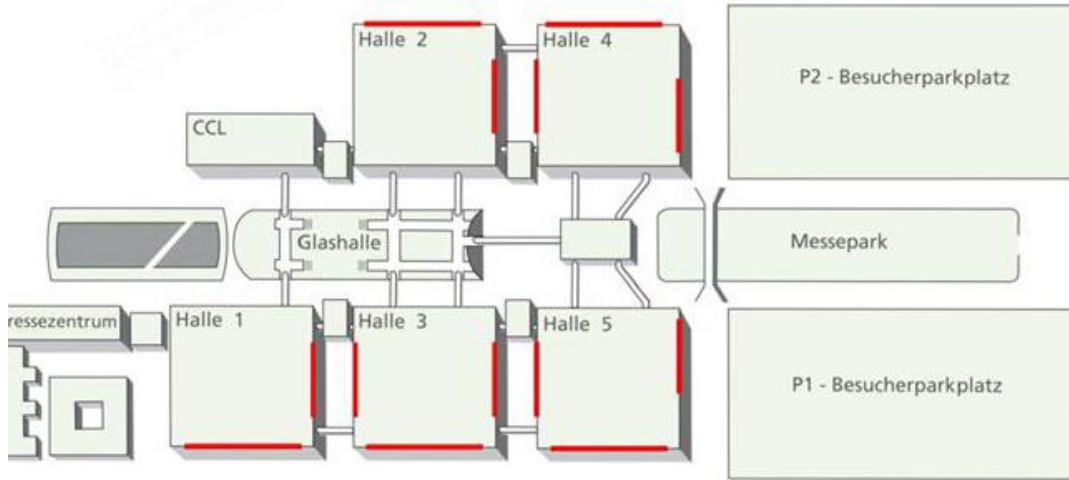
Dimensions: 553 x 305 cm

Price per piece per event:

rent	production	installation/removal
1,191.71 €	529.42 €	95.79 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Flagpoles



Nail your colours to the mast and benefit from the enormous appeal generated when your message is flown on a 100 waving flags! Located directly in front of the East Entrance, there is a rectangular area with 100 evenly distributed flagpoles. The choice is yours: you can book groups of six and more, or the entire batch for maximum impact.

[**Location:** in front of the East Entrance

[**Dimensions:** ca. 8 Meter high

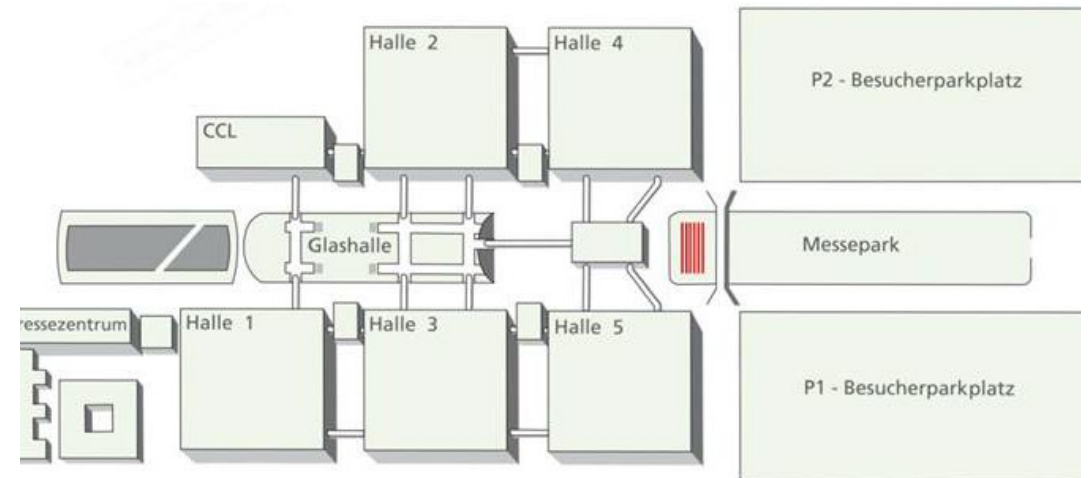
[**Price per piece per event:**

- rent/installation/removal: 241.02 €

[**production:** You can bring the flags or have them produced by us for an additional cost.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Removable flagpoles



[Price per piece per event:

- rent/installation/removal: 299.73 €

[production: You can bring the flags or have them produced by us for an additional cost.

Please note that all prices do not include the official value added tax.

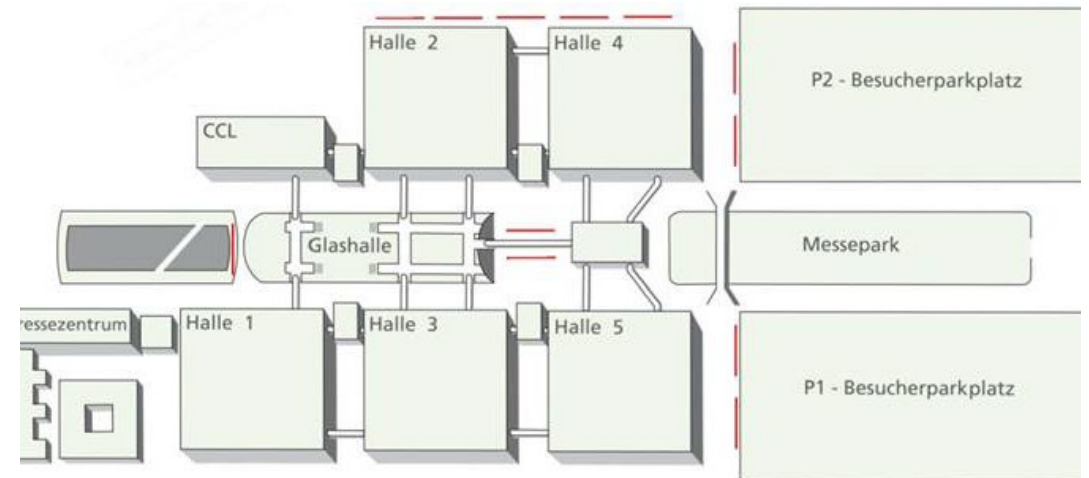
[Instructions for preparing print data can be found on the next page.](#)

In addition to the permanently installed flagpoles at the East Entrance, you can also advertise on up to 48 flags which may be placed across the entire Leipzig trade fair grounds. Here, you can also book individual flags.

We will gladly advise you on which positions will be best-suited for your message.

[**Location:** flexible in the outdoor area of the exhibition grounds.

[**Dimensions:** ca. 8 meter



Bridge banner



Bridge the path of the visitors with your advertising messages! The footbridge connecting P1 and P2 is perfectly suited for promotionally effective advertising. Stretch banners are an ideal medium for advertising your message and addressing all car park users directly.

Location: bridge between visitor's car parks P1 and P2

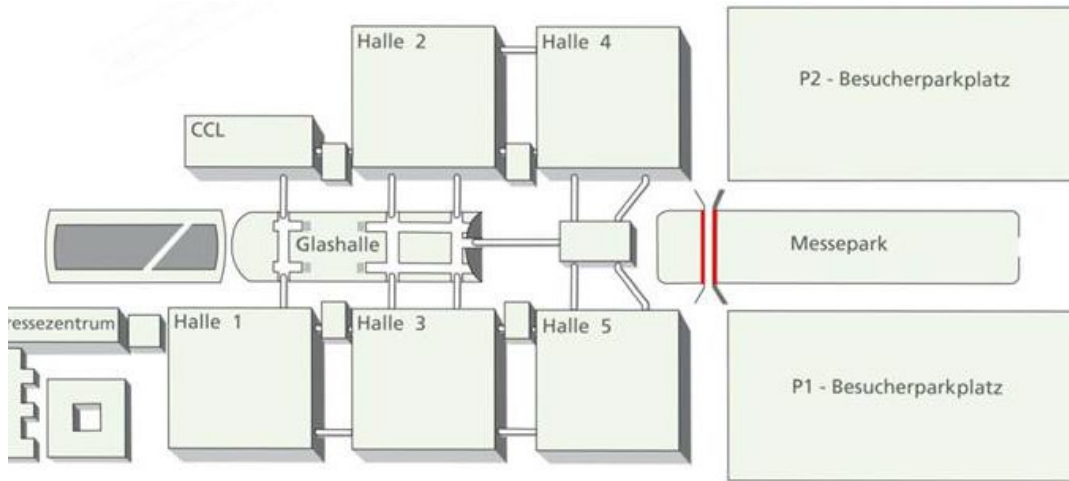
Dimensions: 2.000 x 90 cm

Price per piece per event:

rent	production	installation/removal
1,281.32 €	674.65 €	64.89 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Ads on the front doors Entrance East



[Price per piece per event:

rent	production incl. installation/removal
73.13 €	72.10 €

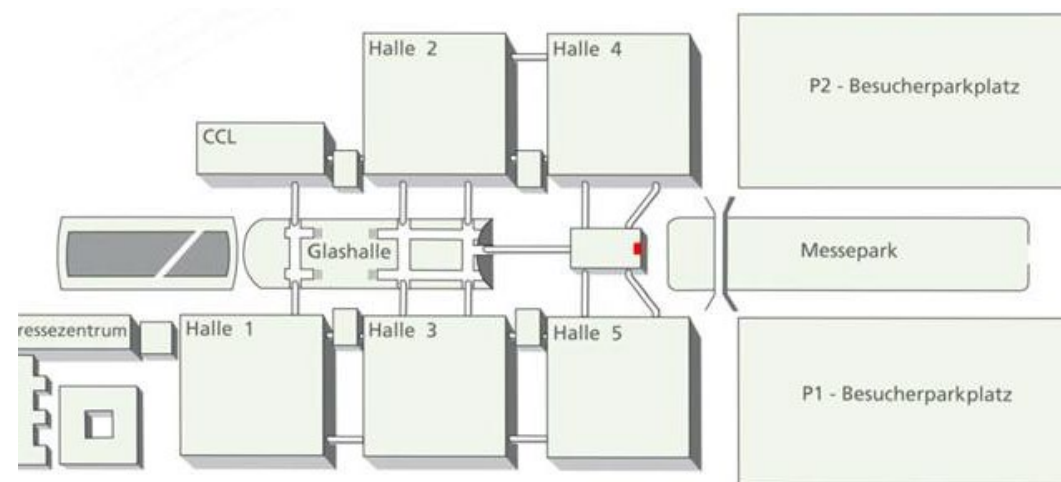
Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

Be a good door opener and advertise on the front doors of the West Entrances! We will place your individual advertisement as adhesive foil at eye level.

[Location: East Entrance

[Dimensions: 80 x 50 cm



Ads on wings of the revolving doors



Be a good door opener and advertise on the entrance doors of entrances! We apply your individual advertising as an adhesive foil at eye level.

[Location: East Entrance & CCL

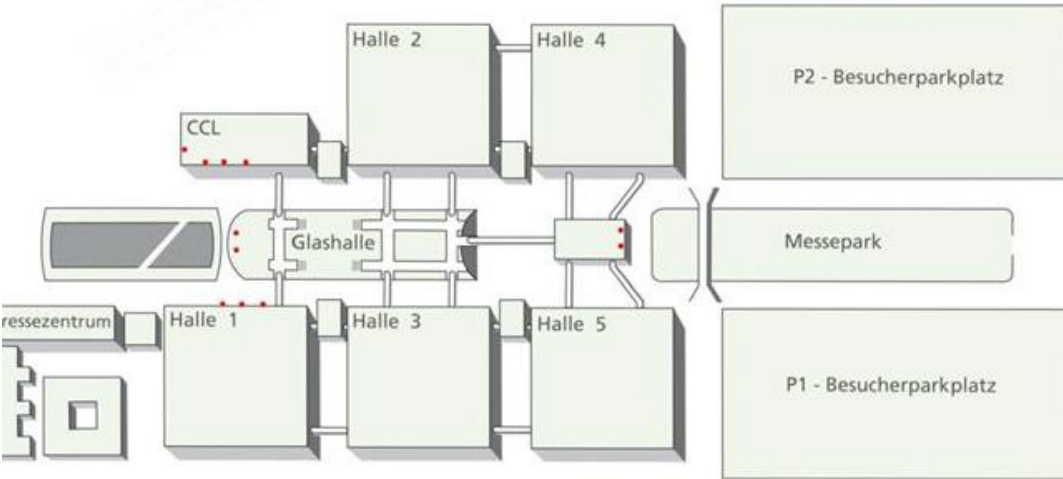
[Dimensions: 120 x 40 cm

[Price per piece per event:

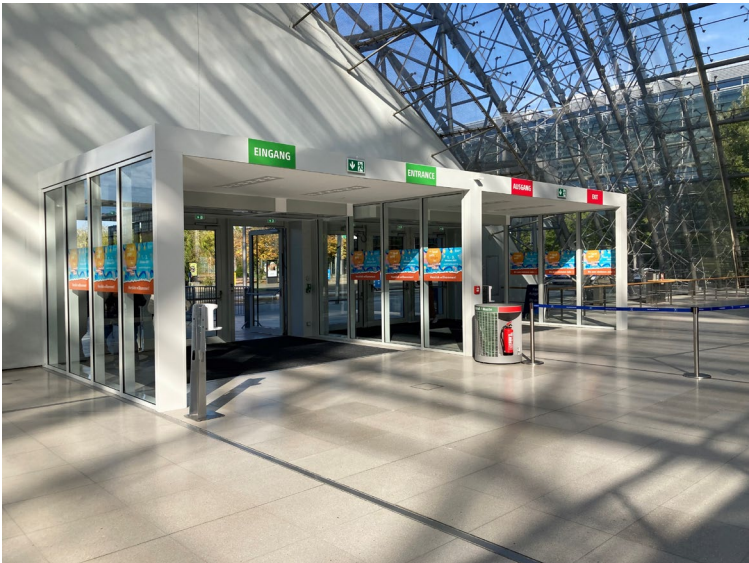
rent	production incl. installation/removal
73.13 €	74.16 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Stopper entrance area



Be a good door opener! Advertise on the panes of our new glass hall entrance areas. At eye level, we apply your individual stopper as an adhesive film. Up to 36 stickers.

Location: West Entrance (Glass Hall)

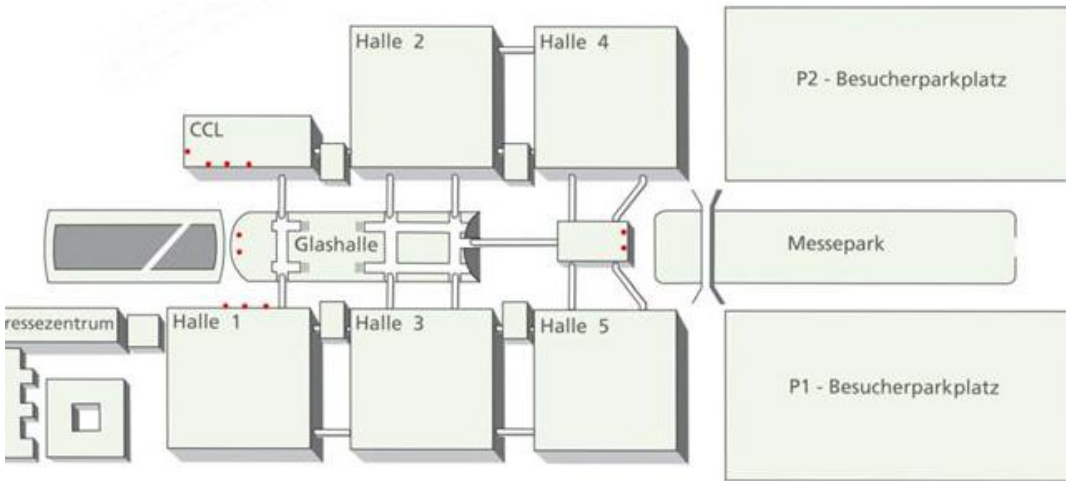
Dimensions: 90 x 60 cm (other formats possible)

Price per piece per event (bookable as of 3 pieces):

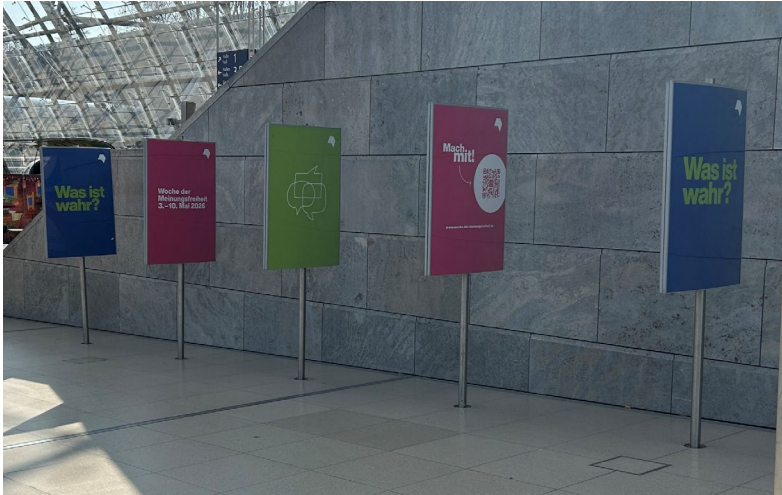
rent	production incl. installation/removal
151.41 €	72.10 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Billboards for A0 posters



There are several advertising panels for A0 size posters in the area west of the entrance to the central Glass Hall and in the area with the ticket booths and the waiting area behind the turnstiles. We will gladly produce posters for you according to your specifications or you may send us existing posters which our staff will then mount according to your wishes.

Location: Glass Hall; behind the turnstiles, Glass Hall; different locations (mobile)*

Dimensions: 168 x 119 cm (Poster holder), Poster: A0 (84,1 x 118,9 cm)

Price per piece per event:

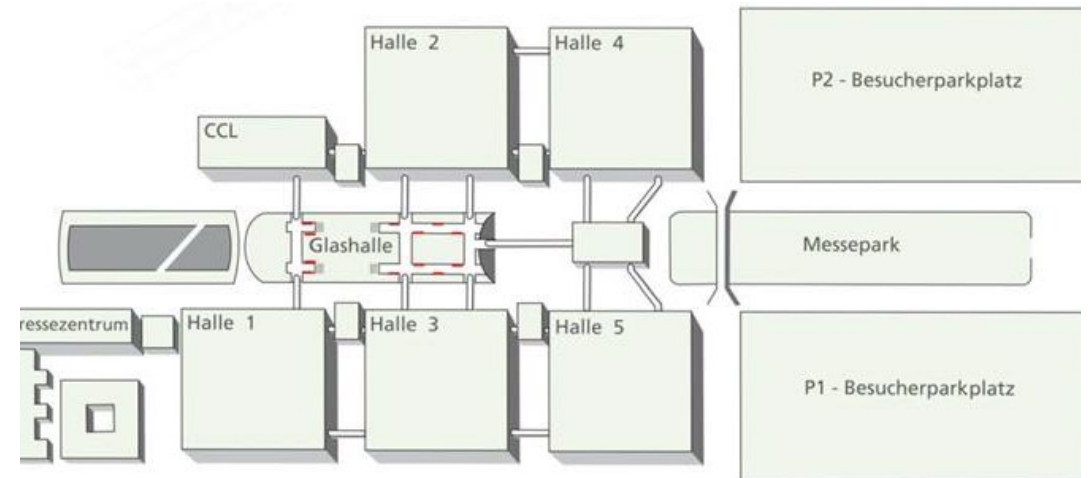
- rent/installation/removal: **233.81 €***

production: You can bring your own posters or have them produced by us for an additional cost.

*We charge additional installation costs of € 123.60 /piece for installation in other locations.

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Staircase adverts



Make a lasting impression on the stairs! The four staircases in the entrance area of the Glass Hall can be booked as an innovative ad space. Each is divided into 4 segments of 9 steps respectively. You may book individual segments or entire staircases. Oversized images are perfectly suited to achieve matchless visibility effects here.

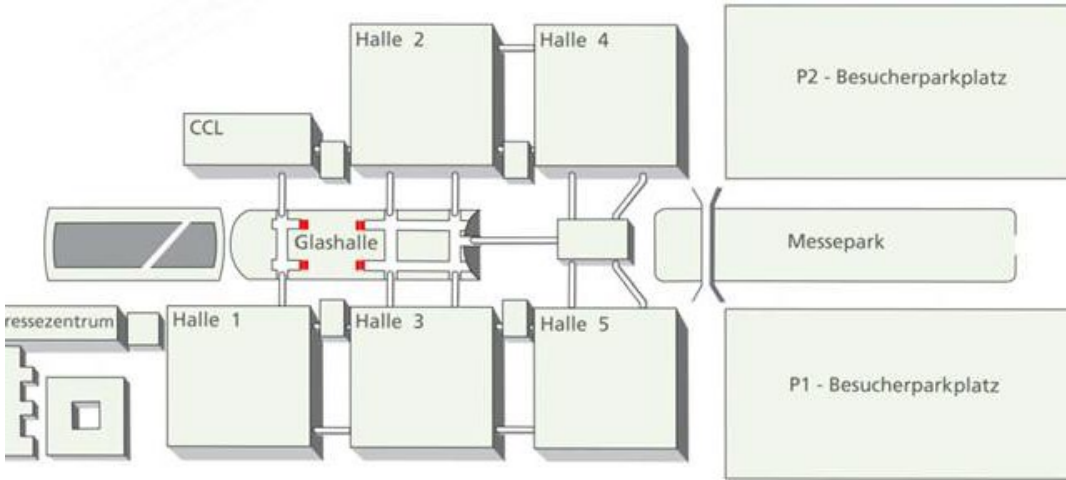
- Location:** Glass Hall
- Dimensions:** 800 x 126 cm per stair landing,
Stair landings can be occupied separately or in their entirety.

Price per stair landing per event:

rent	production incl. installation/removal
2,244.37 €	1,282.35 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Advertising banners in the Glass Hall



Let your adverts take centre stage! Right in the middle of the central Glass Hall of the Leipzig Trade Fair grounds, you can have your advertising banners hung from the ceilings. Visible across the entire hall you are sure to draw the attention of all visitors in this advertising space.

Location: Glas Hall

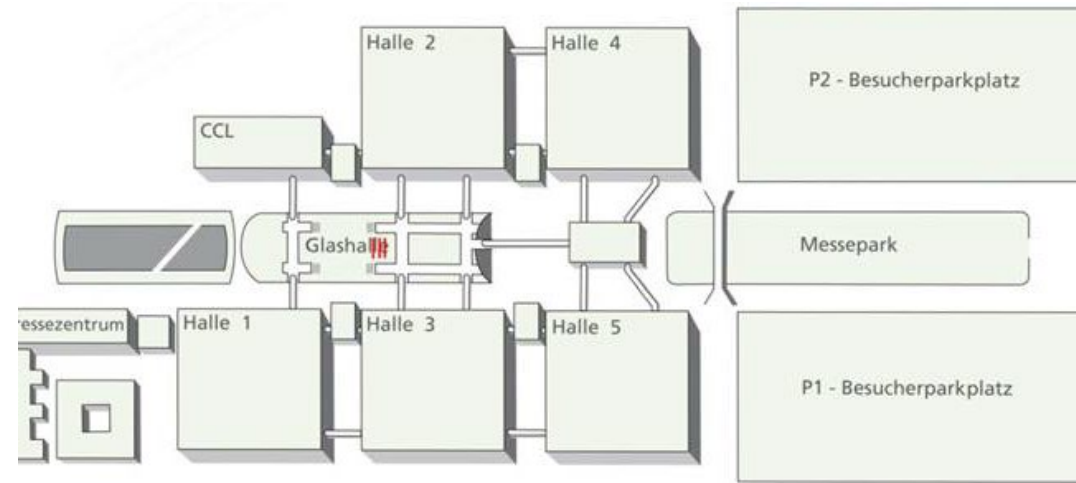
Dimension: 100 x 800 cm

Price per piece per event:

rent	production	installation/removal
409.94 €	689.07€	355.35 €

Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)



Staircase adverts Hall 1



Make a lasting impression on the stairs! The three staircases in the entrance area of the Glass Hall can be booked as an innovative ad space. Each is divided into 4 segments of 7 steps respectively. You may book individual segments or entire staircases. Oversized images are perfectly suited to achieve matchless visibility effects here.

Location: Halle 1

Dimensions:

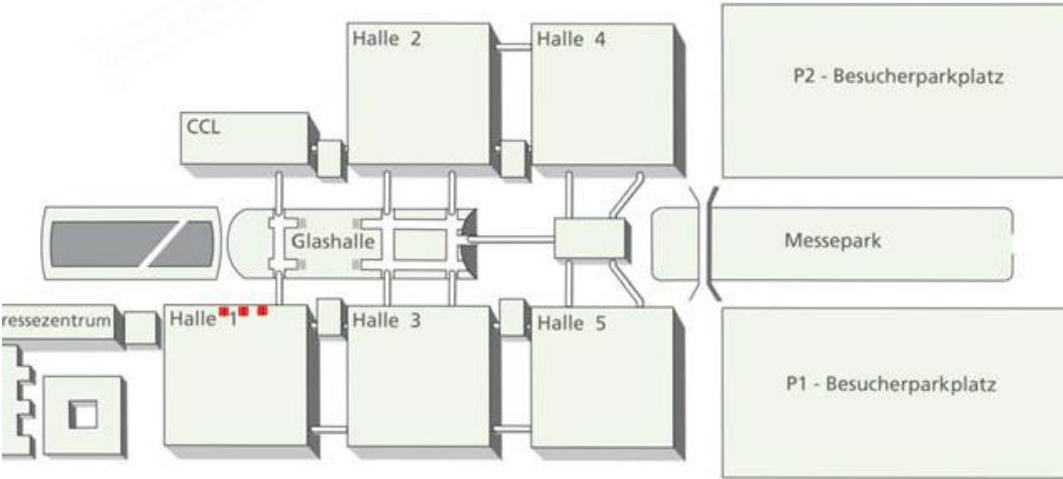
- Stair 1+2: 251 x 119 cm per stair landing
- Stair 3: 300 x 119 cm per stair landing
- Stair landings can be occupied separately or in their entirety.

Price per stair landing per event:

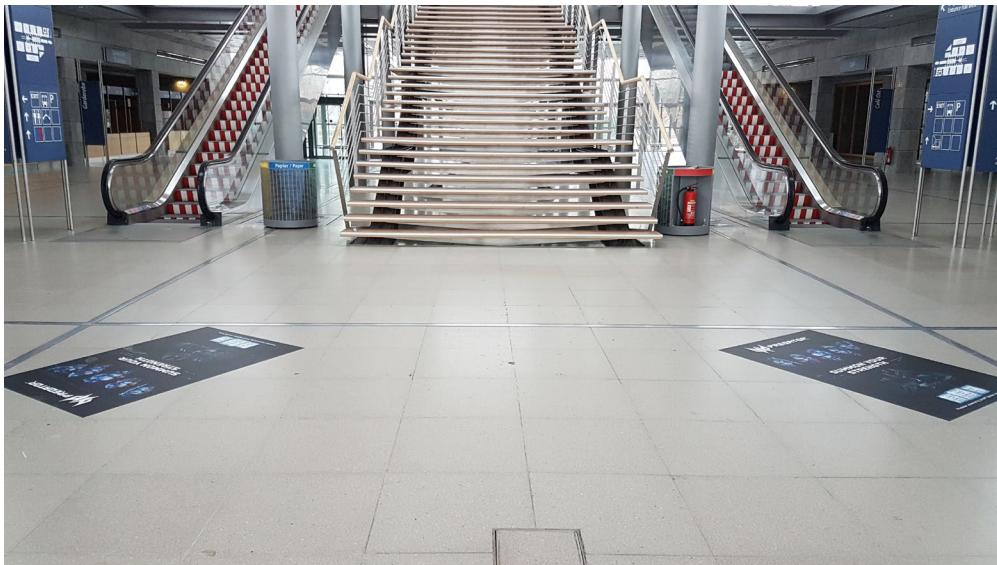
rent	production incl. installation/removal
482.04 €	696.28 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Floor sticker



Place your ads at the feet of trade fair visitors and conference attendees! Digitally printed floor stickers make great eye-catching advertisements in front of the escalators at the East Entrance, in the Glass Hall and in the Congress Center Leipzig. This guarantees a very high contact rate, especially at public fairs.

Location: West Entrance (Glass Hall), East Entrance and CCL

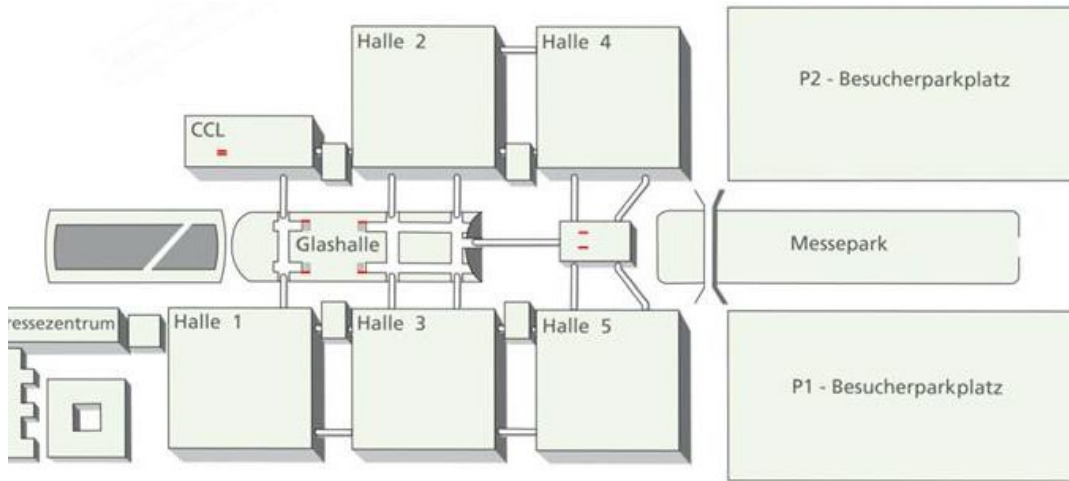
Dimensions: 100 x 150 cm

Price per piece per event:

rent	production incl. installation/removal
118.45 €	219.39 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Escalator side panels



Guide your target audience along the way to the exhibition halls. 10 glass segments per escalator are available for customization at the East Entrance, in the Glass Hall and in the Congress Center Leipzig. Benefit from the time visitors spend on the escalators and reach out to the masses.

- Location:** West Entrance (Glass Hall)
- Dimensions:** approx. 200 x 61.50 cm per panel (exact dimensions available on request)

Price per piece (glass segment) per event (one-sided)

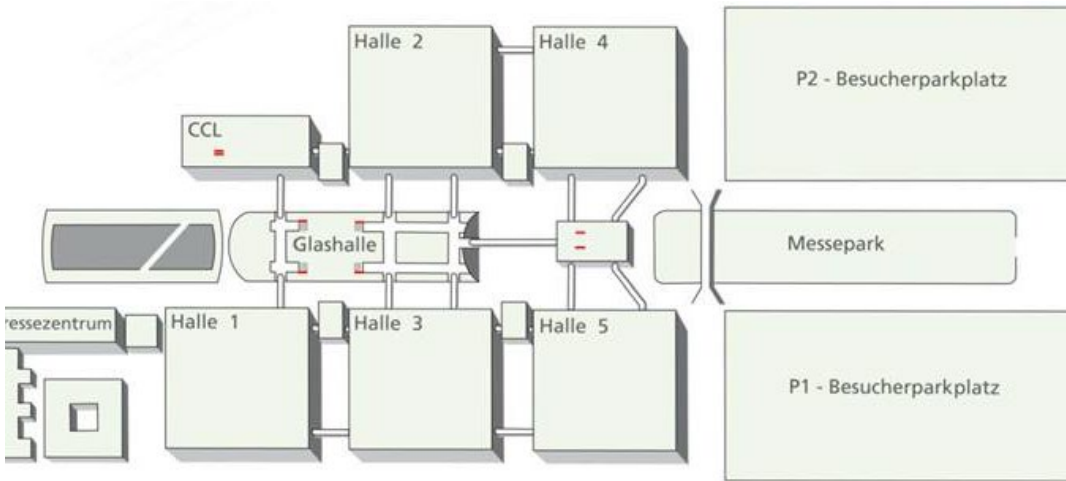
rent	production incl. installation/removal
117.42 €	139.05 €

Price per piece (glass segment) per event (double-sided)

rent	production incl. installation/removal
234.84 €	278.10 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Escalator lower rail ads



Guide your target audience on their way to the exhibition halls. The East entrance has 2 inner decks per escalator which can be individually designed. Benefit from the time visitors spend on the escalators and reach out to the masses.

[Location: West Entrance (Glass Hall)

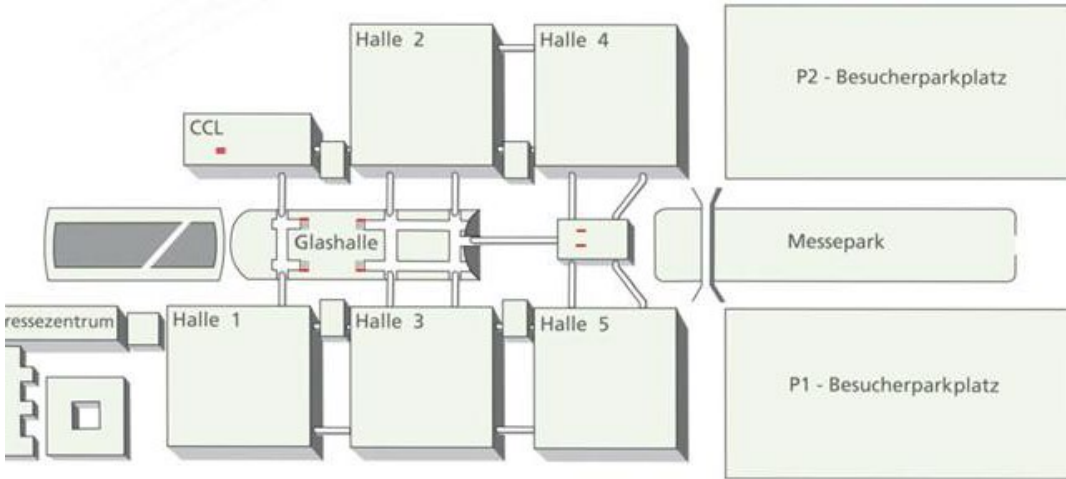
[Dimensions: 964 x 8 cm

[Price per piece per event:

rent	production incl. installation/removal
186.43 €	212.18 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Banners on railings



In addition to the many other advertising spaces, banners along the railings in the entrance areas will make it easy for visitors to orientate themselves immediately and find your stand. Two railings visible from afar are available at the east entrance. You can decide if you want a banner ranging from one meter to 15 meters long.

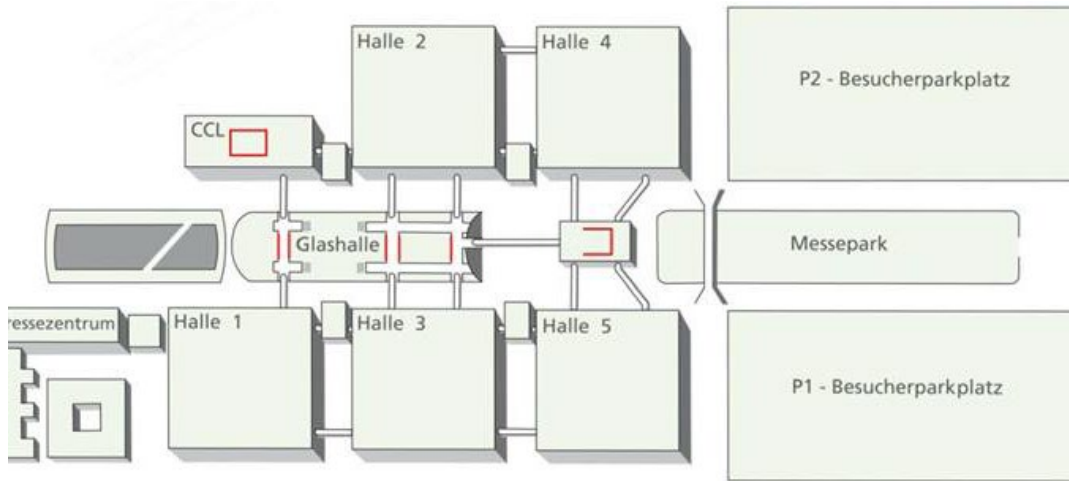
- [Location: West Entrance (Glass Hall), East Entrance and CCL
- [Dimensions: 375 x 82 cm

[Price per piece per event:

rent	production incl. installation/removal
289.43 €	272.95 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Frameless advertising panels, two-sided



You can successfully boost your exposure with our stand-up advertising panels in various locations within the exhibition halls and the Glass Hall. The standard display makes use of brilliant, fabric-like double-sided prints. You may also book the exclusive, backlit version to lend your advertising message that special shine.

Location: halls, after consultation also in the CCL and in the exhibition hallsanywhere in the Glass Hall, in the East Entrance area, in the corridors between the .

Dimensions: 99 x 200 cm

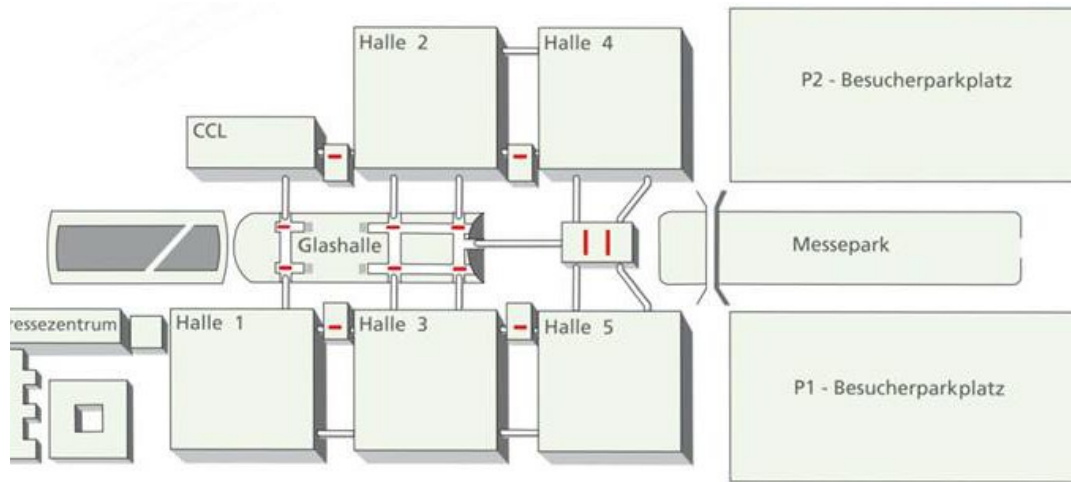
Price per piece per event:

	rent	production	installation/removal
with LED	311.06 €	318.27 €	101.97 €*
without LED	311.06 €	318.27 €	73.13 €

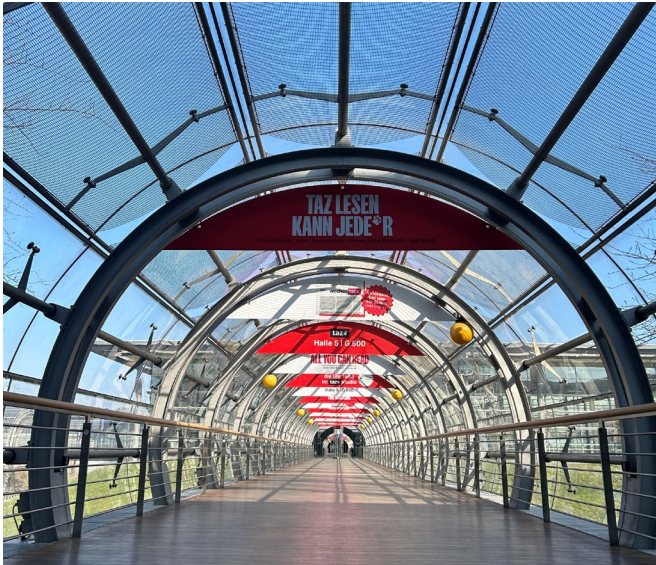
*Additional costs will be charged depending on the power supply.

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Advertising arches



Draw everyone’s attention and communicate your message on the semi-circular advertising segments along the corridors between the halls! The advertising spaces in the tube-like corridors have the highest contact numbers on the entire exhibition grounds. The most effective version is a passage of up to 16 advertising arches completely styled with your messages. However, you may of course also book the form-cut advertising segments individually.

Location: corridors leading from the Glass Hall to the exhibition halls and CCL

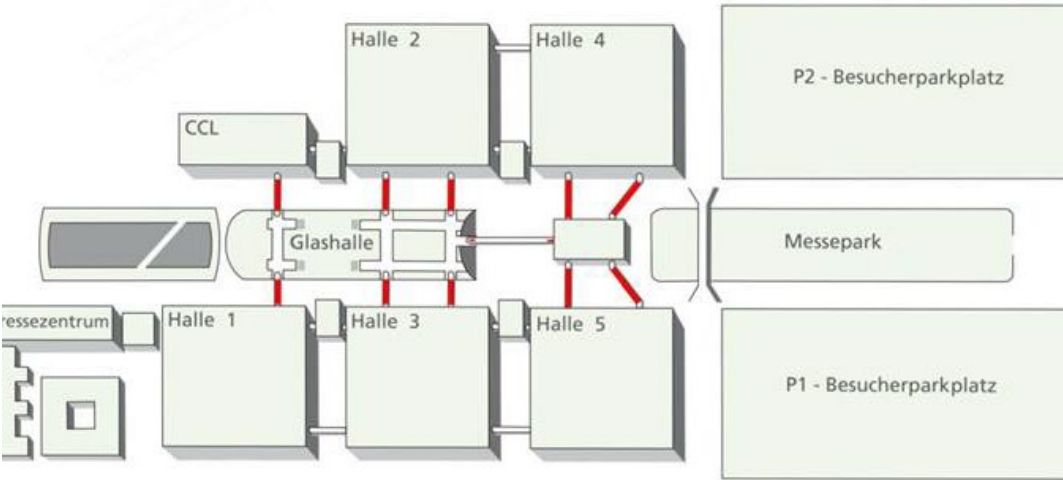
Dimensions: width 300 cm; average height 60 cm

Price per piece per event:

rent	production	installation/removal
241.02 €	337.84 €	53.56 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Mega advertising arches



Get attention big time and place your advertising message on our mega advertising arches. You can achieve enormous contact numbers with this exclusive advertising space in the corridor from the East Entrance to the Glass Hall. You can book any number from 1 to a maximum of 11 of the semi-circular segments for communicating your message.

Location: glass tube leading from East Entrance to Glass Hall

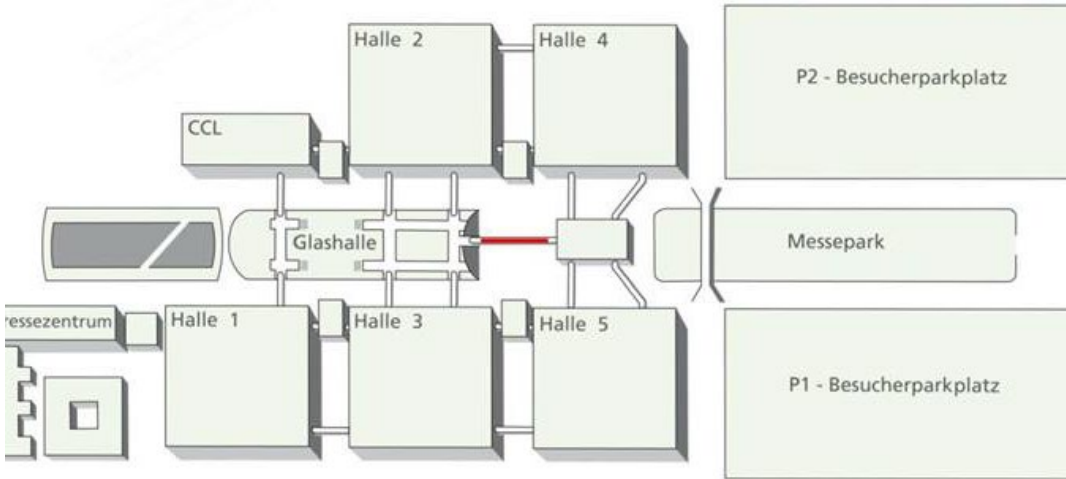
Dimensions: width 505 cm x average height 134 cm

Price per piece per event:

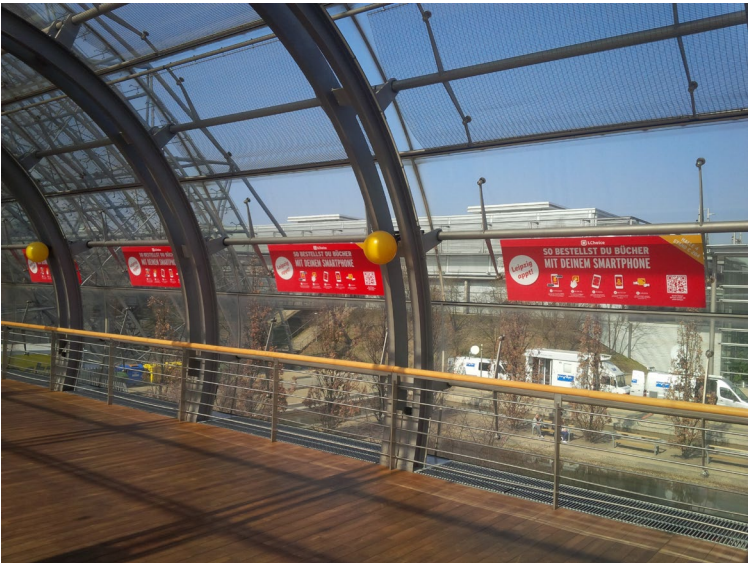
rent	production	installation/removal
898.16 €	1,654.18 €	125.66 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Window design



Bank on crystal clear communication and use the windows in the corridors between the halls as attractive advertising space! Here, you can boost awareness of your company or products multiple times using a variety of formats. We will gladly produce suitable adhesive films for you.

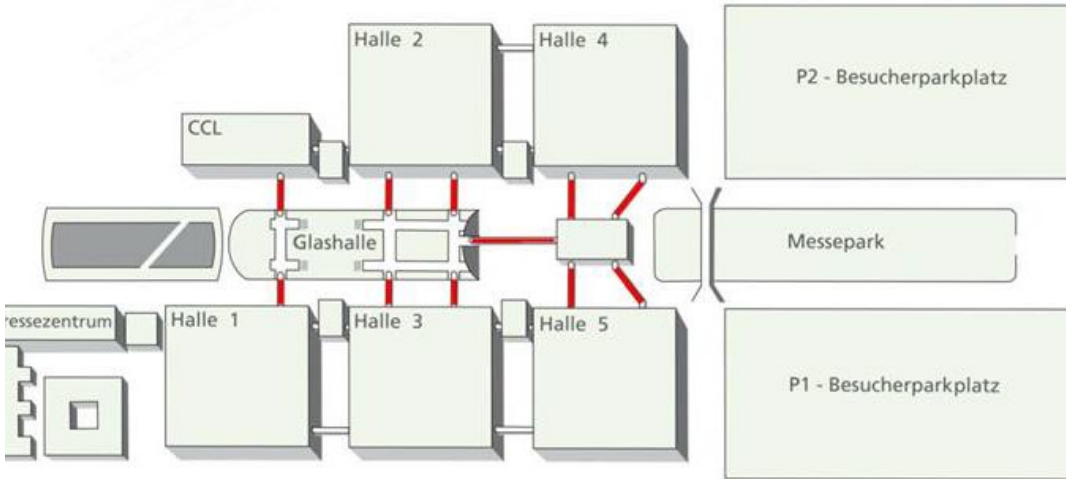
- Location:** windows in the corridors between Glass Hall and exhibition halls and between Glass Hall and CCL
- Dimensions:** different sizes possible, e.g. one-piece 170 x 50 cm

Price per piece per event:

rent	production incl. installation/removal
76.22 €	125.66 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Window banners CCL



Crystal clear advertising! Make use of the tall windows of the Congress Center Leipzig to convince your target audience of your products! The two-part window segments can be designed individually and are perfectly suited to address your target audience directly or to signpost, for example to your booth. Please get in touch about the options available at the event of your choice.

[Location: Congress Center Leipzig

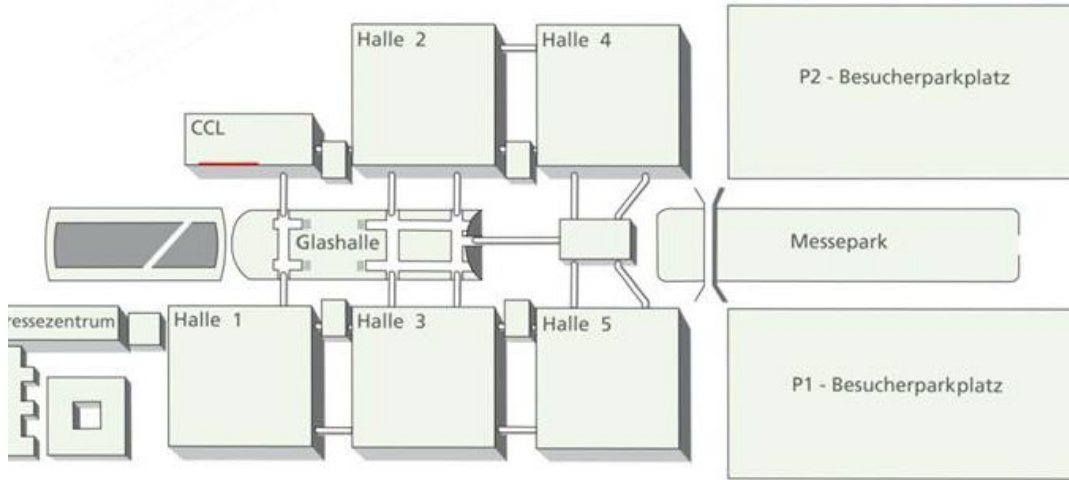
[Dimensions: 300 x 175 cm

[Price per piece per event:

rent	production incl. installation/removal
623.15 €	706.58 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Water basin advert



Dive right in – with your advertising message! You can book the most exclusive advertising space in the entire Congress Center Leipzig: the water basin in the atrium. A 6 × 3 meter banner placed right there in the water makes for a real eye-catcher, because your ads will be visible from all sides around the basin and from all floors of the CCL.

Location: Atrium Congress Center Leipzig

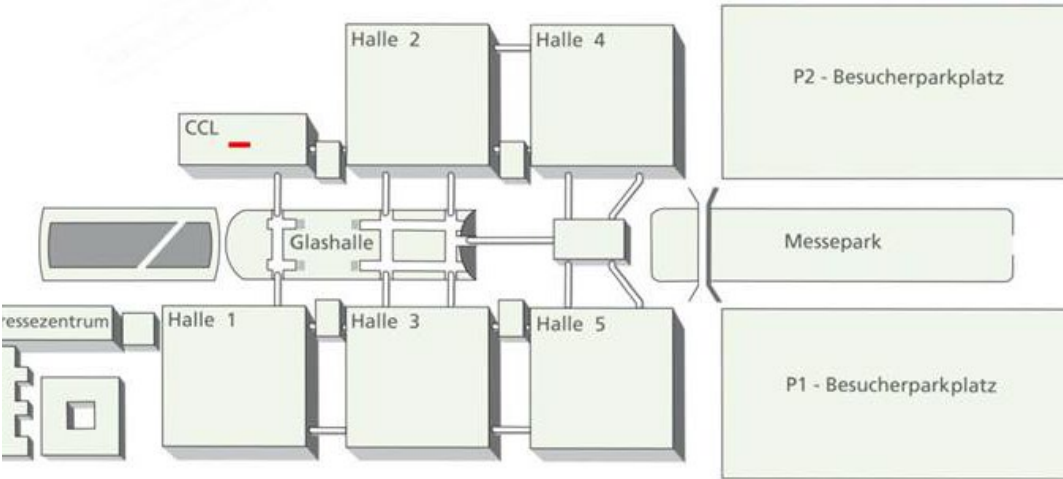
Dimensions: 596 x 296 cm

Price per piece per event:

rent	production incl. installation/removal
1,262.78 €	1,733.49 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Atrium lift banner



All eyes go up – to your advertising banner above the lifts in the atrium of the Congress Center Leipzig. Located opposite the escalators and visible from all floors of the Congress Center, this is a unique advertising space with real eye-catcher quality.

[Location: Atrium Congress Center Leipzig

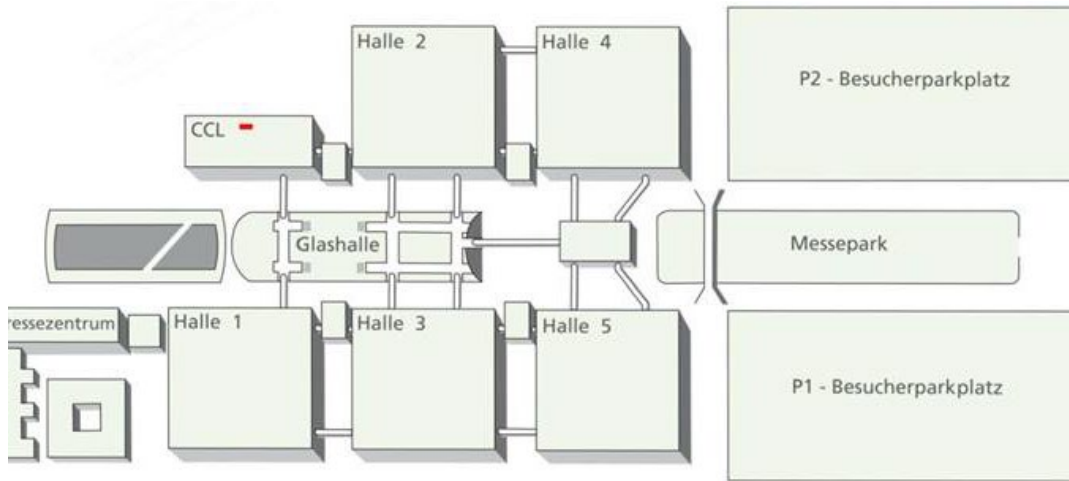
[Dimensions: 450 x 175 cm

[Price per piece per event:

rent	production incl. installation/removal
612.85 €	846.66 €

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Mirrors above sinks



A look into the mirror and your customers will know who you are! Surprise visitors in the numerous toilet facilities in exhibition halls and Congress Center Leipzig with your message right there on the mirrors above the hand-wash basins. We are happy to advise you on the individual design opportunities for the different mirrors in each facility.

- Location:** toilet facilities in the Glass Hall, in the exhibition halls and in the CCL
- Dimensions:** dimensions differ depending on facility. Exact dimensions available on request.

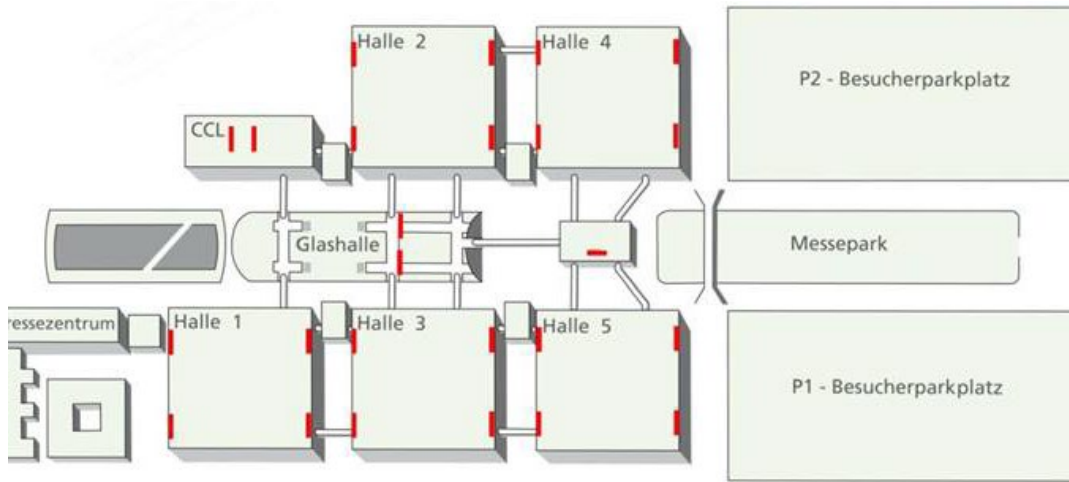
Price per piece per event:

rent	production incl. installation/removal*
66.95 €	84.46 €

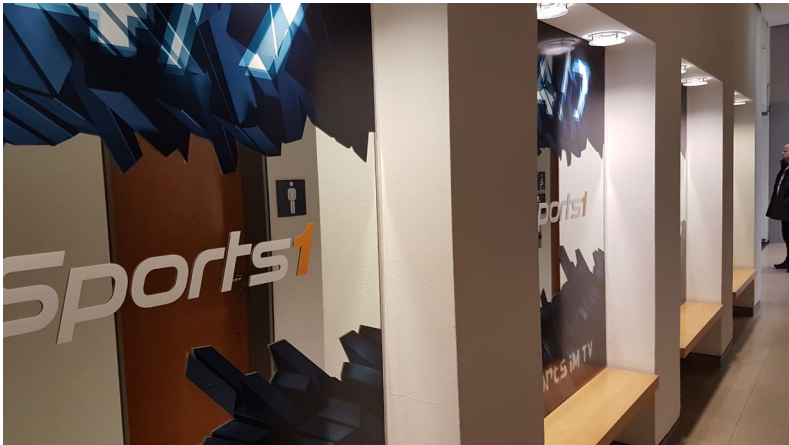
We can only calculate production prices incl. installation/removal after submission of your desired design.

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Mirrors in the aisles of the exhibition halls



Mirror, mirror on the wall! In addition to the washbasin mirrors, visitors pass larger mirrors in which they can admire themselves in all their glory on their way from the toilet facilities to the exhibition halls. Make use of this large-scale advertising space and present eye-catching sticker ads here. We will gladly assist you in producing the stickers.

Location: corridors between toilet facilities and exhibition halls

Dimensions: 138 x 166 cm

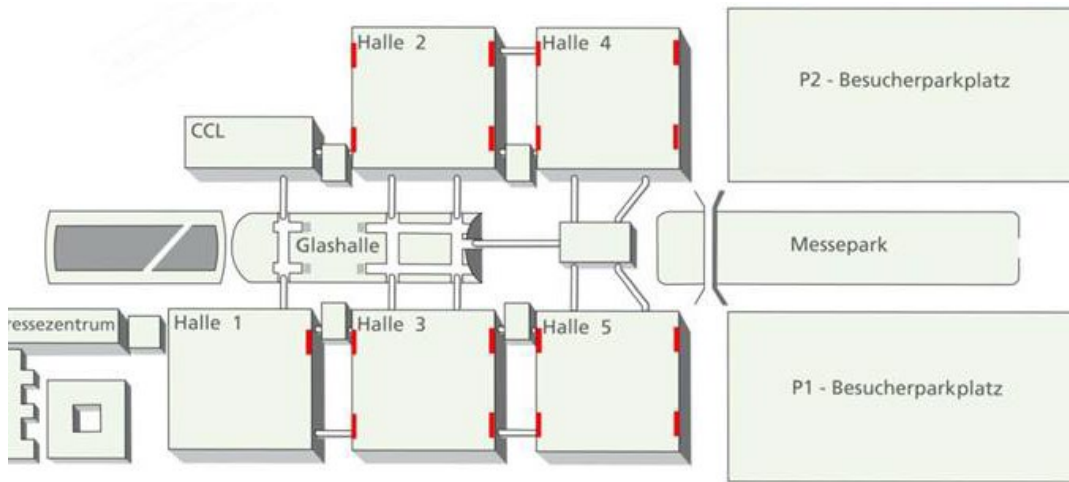
Price per piece per event:

rent	production incl. installation/removal*
204.97 €	223.51 €

We can only calculate production prices incl. installation/removal after submission of your desired design.

Please note that all prices do not include the official value added tax.

Instructions for preparing print data can be found on the next page.



Banner above your exhibition stand



- [**Price:**
 - Initial suspension installation/removal.: 265.74 €
 - Every subsequent suspension installation/removal: 117,42 €
- [**Production:** You can bring your own banners or, on request, have them produced by us at cost.

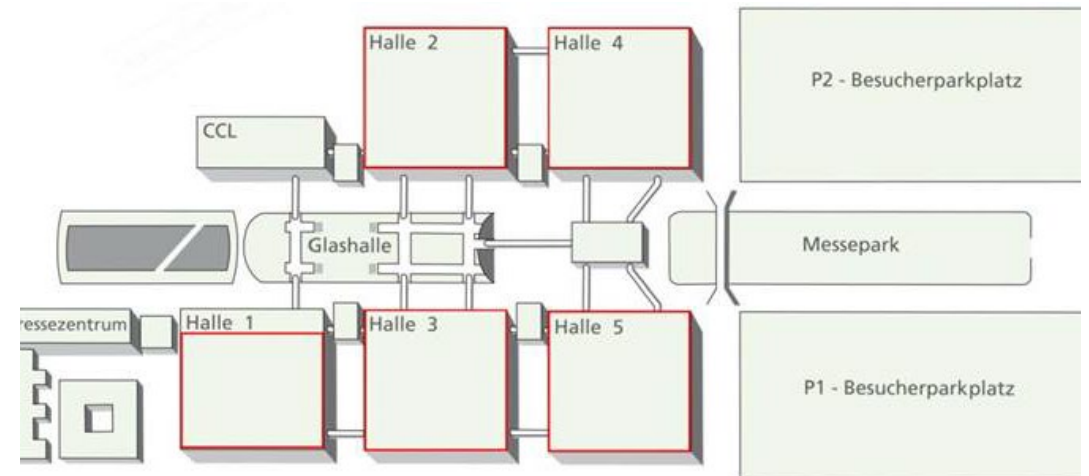
Please note that all prices do not include the official value added tax.

[Instructions for preparing print data can be found on the next page.](#)

Act with foresight! Create an eye-catching effect for your trade fair stand with banners suspended from above, visible to all visitors. You may bring your own banners or have them produced by us in different sizes. We also take care of installing and dismantling them, and if you wish, we can put them into storage for you until the next event. We will gladly advise you.

[**Location:** exhibition halls

[**Dimensions:** individual



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