



# ILA BERLIN

PIONEERING AEROSPACE

# ONLINE ADVERTISING

Partner, Exhibitor, Sponsor

June 10 – 14, 2026



# CONTENT

## ONLINE ADVERTISING

MEDIA PACKAGE	<a href="#">4</a>
SPONSORING PACKAGES	<a href="#">5</a>
ADVERTISING SPECIALS	<a href="#">9</a>
LEAD TRACKING	<a href="#">21</a>
UPGRADES	<a href="#">22</a>
ADD-ONS	<a href="#">23</a>
CONTACT & SUPPORT	<a href="#">25</a>



# ILA CHANNELS

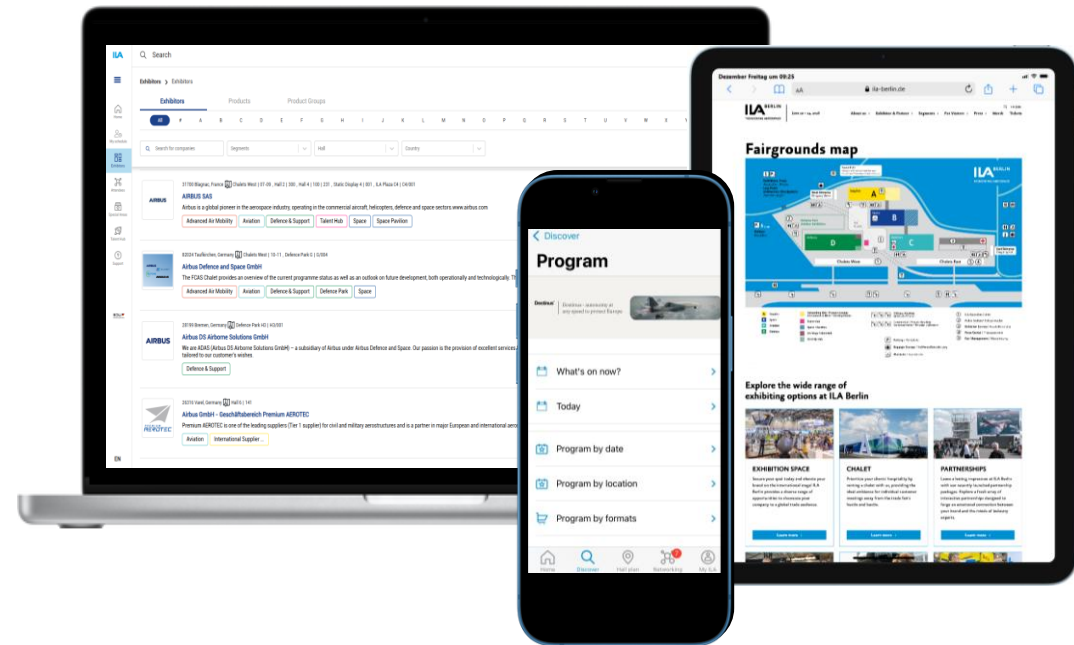
Take advantage of every stage to strengthen your brand awareness and showcase your company with lasting impact. Highlight your company, increase exposure, or introduce new products to an engaged audience through premium placements – such as online banners and logo displays – on our platform and app.

## Position Your Brand in the Spotlight – Across Key Event Channels.

All digital ads link directly to your company profile, ensuring seamless access.

Standing out from the crowd is the ultimate discipline – and you can do so across powerful media channels:

- [ILA Show Guide](#) – the online platform is your comprehensive digital tool for engagement before, during, and after the event.
- [App for iOS and Android](#) – the smart mobile companion for an optimized trade fair experience.



# MEDIA PACKAGE

Your stand registration already includes the full Media Package – a comprehensive set of digital marketing tools that transforms your booth into a 24/7 online showcase before, during, and after ILA Berlin 2026.

Features	Co-Exhibitor	Start-up	Main Exhibitor	Talent Hub
Basic company entry	✓	✓	✓	✓
Image view in the exhibitor search	✗	¼	½	½
Hall & stand number	✓	✓	✓	✓
Contact persons and photo	✗	✓	✓	✓
Entries in the product group categories	5	5	20	10
Company profile	✓	✓	✓	✓
Company logo	✗	✓	✓	✓
Link to social media profiles	✗	✗	✓	✓
Links	✗	✗	10	✓
Presentation of products	✗	✗	10	10
Multimedia files	✗	✗	✓	✓
Job listings	✗	✗	✗	✓

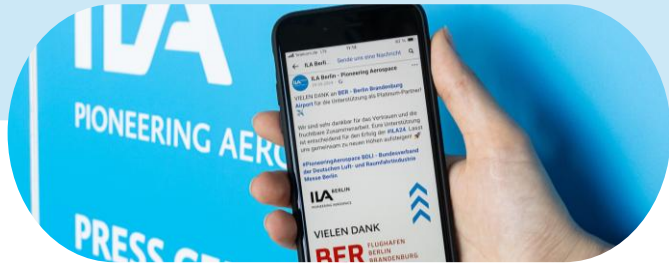
# SPONSORING PACKAGES

Unlock unmatched visibility

All Online Advertising Options — At a Glance



## STRATOS



Targeted Exposure  
**4,995.00 €**

- **Gallery Logo** – in the app under My ILA.
- **Tab-Bar Banner** – in the mobile app.
- **Banner on a Subpage** – in the app.
- **Stand Logo** – in the hall plans.
- **Company Video** – on the event platform.
- **Story Ad** – on the app home page.
- **Exhibitor News** – on all event channels.

## ORION



Easy Visibility  
**7,605.00 €**

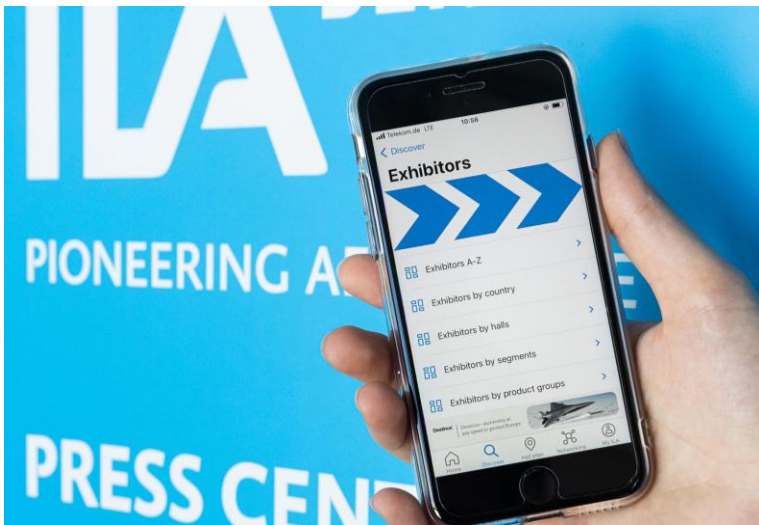
- **Top Banner** – in the exhibitor search.
- **Sandwich Banner** – in the directory.
- **Startpage Banner** – on the home page.
- **Gallery Logo** – in the app under My ILA.
- **Stand Logo** – display in the hall plans.
- **Company Video** – on the event platform.
- **Story Ad** – on the app home page.
- **Exhibitor News** – on all event channels.

## SPOTLIGHT



Ultimate Reach  
**10,485.00 €**

- **Top Listing** – featured position online.
- **Top Banner** – in the exhibitor search.
- **Sandwich Banner** – in the directory.
- **Gallery Logo** – in the app under My ILA.
- **Stand Logo** – display in the hall plans.
- **Company Video** – on the event platform.
- **Story Ad** – on the app home page.
- **Exhibitor News** – on all event channels.



## DISCOVER OUR TOP ADVERTISING SERVICES

Gain strategic visibility across our platform and in the app. Your brand connects with visitors both onsite and online.

**Creative strategy that gets clicks—and keeps attention.**

The following services are included in the **STRATOS PACKAGE**:

**Gallery Logo** – Rotating exhibitor logos featured in the app.

**Tab-Bar Banner** – Displayed on a navigation page within the app.

**Banner on a Subpage** – Front and center in the exhibitor overview.

**Stand Logo** – Displayed directly on your booth in the online hall plan.

**Company Video** – Highlighted on your exhibitor profile.

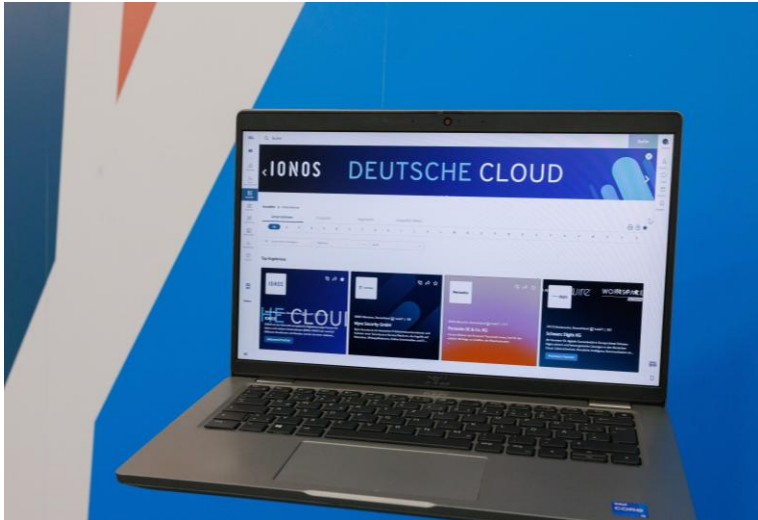
**Story Ad** – Engage audiences with your video inside the app.

**Exhibitor News** – Highlight your updates and find new recruits.

**Price: €4,995.00**

**Only 5 available**

All prices are net, excl. VAT



## BENEFIT FROM OUR EXCLUSIVE SPONSORING

Amplify your presence with premium exposure. Your company stands out in key areas, reaching audiences wherever they engage.

**Where smart insights meet bold advertising.**

The following services are included in the **ORION PACKAGE**:

**Top Banner** – Catch attention immediately in the exhibitor directory.

**Sandwich Banner** – Prominently featured in the exhibitor overview.

**Startpage Banner** – Shown prominently on the home page in the app.

**Gallery Logo** – Showcased in a rotating gallery within the app.

**Stand Logo** – Featured on your booth within the digital hall map.

**Company Video** – Directly displayed on your exhibitor profile.

**Story Ad** – Share more content with your video featured in the app.

**Exhibitor News** – Promote your news and connect with potential recruits.

Price: €7,605.00

**Only 3 available**

All prices are net, excl. VAT



## INCREASE NOW YOUR MEDIA PRESENCE

Achieve unmatched visibility across every channel, elevating your brand to the forefront of the industry and positioning your brand as a leader.

**Creative that connects. Results that matter!**

The following services are included in the **SPOTLIGHT PACKAGE**:

**Top Listing** – Stand out as a premium exhibitor.

**Top Banner** – Instantly visible in the exhibitor overview.

**Sandwich Banner** – Highlighted within the exhibitor overview.

**Gallery Logo** – Exhibitor logos displayed in an app gallery rotation.

**Stand Logo** – Visible right on your booth in the online hall plan.

**Company Video** – Featured directly on your exhibitor profile.

**Story Ad** – More content: Your video directly in the app.

**Exhibitor News** – Reach your audience and discover new talent.

**Price: €10,485.00**

**Only 1 available**

All prices are net, excl. VAT

# ADVERTISING SPECIALS

Take now advantage of the digital touchpoints to position your company effectively and increase your reach. Ads that spark curiosity—and action. These advertising formats ensure very high visibility and reach.

## ONLINE ADVERTISING

## PRICE

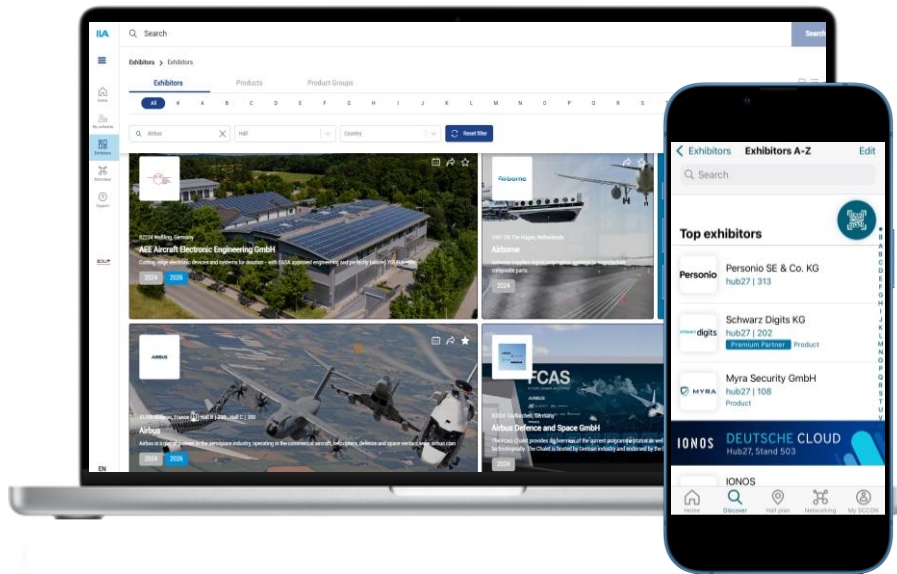
<u>2x Top Listing</u>	€5,000.00
<u>2x Top Banner</u>	€4,600.00
<u>2x Sandwich Banner</u>	€4,000.00
<u>Content Ad</u>	€2,000.00
<u>Tab-Bar Banner</u>	€2,000.00
<u>Startpage Banner</u>	€1,800.00
<u>Banner on a Sub Page</u>	€1,200.00
<u>Top Banner in the hall plan</u>	€1.100,00
<u>Story Ad</u>	€900,00
<u>Push Notification</u>	€750,00
<u>Gallery Logo</u>	€650,00
<u>Stand Logo</u>	€500,00

## YOUR BENEFITS AS EXHIBITOR:

- > TOP LISTING IN THE EXHIBITOR SEARCH
- > EXCLUSIVE BANNER PLACEMENTS
- > PUBLICATION ON ILA CHANNELS
- > HIGH VISIBILITY LOGO DISPLAY

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## 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. Blending creativity and strategy for standout campaigns.

### Description:

- Publication on all channels
- Top positioning above the exhibitor list as top result
- Prime logo position sorting in alphabetical order

### Required data:

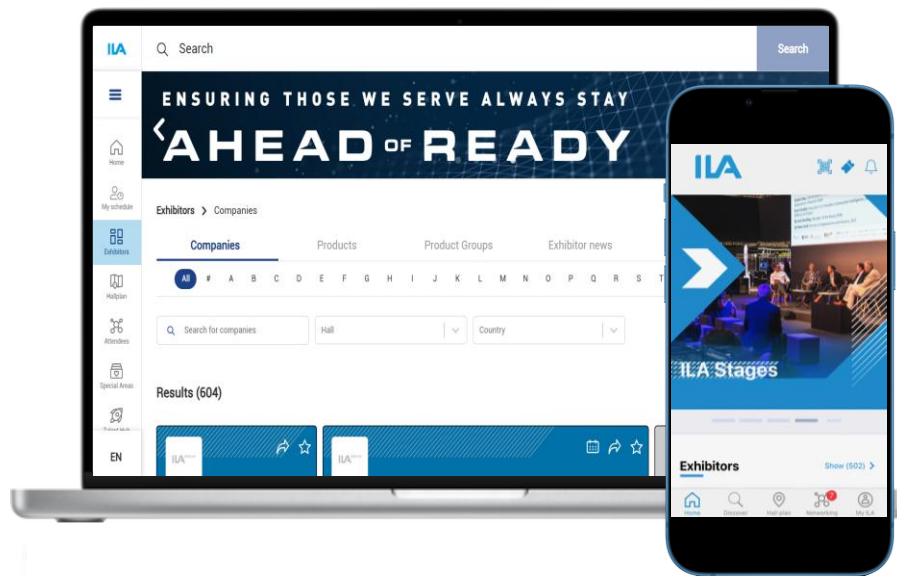
- Your background image is used to create the graphic
- No extra steps needed!

← SPECIALS OVERVIEW

👉 ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## TOP BANNER

### Command attention during the ILA events

Elevate your exhibitor profile to the prime positions on our digital platform and mobile app. Turning ideas into campaigns visitors remember.

#### Description:

- Prime banner position
- Link to your company profile

#### Required data:

- Plattform: 2560 x 320 px,
- App: 1440 x 450 px, JPEG



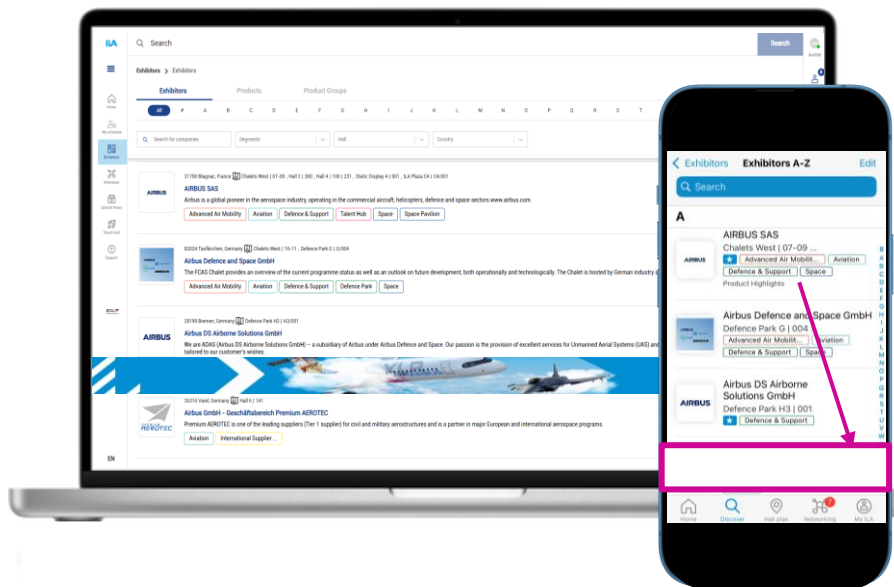
[SPECIALS OVERVIEW](#)



[ADVERTISING SHOP](#)

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## SANDWICH BANNER

Your banner – in the middle of the search results!

Capture maximum attention by placing your banner exactly where your target audience is searching. Make your brand impossible to ignore.

### Description:

- Link to your company profile
- Data submission by mail

### Required data:

- Plattform: min. 2580 × 215 px
- App: 1440 x 296 px



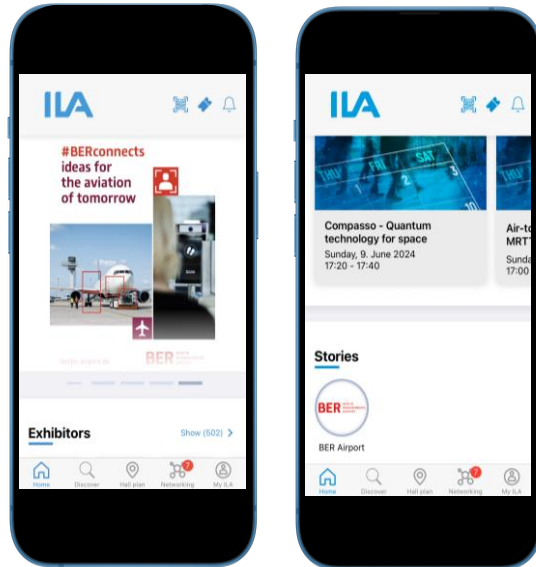
SPECIALS OVERVIEW



ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## CONTENT AD

**Your exclusive placement in the app!**

The content Ad includes an advertising banner on the home page and a text. By clicking on the banner, the visitor is redirected to your own advertorial entry.

### Homepage Advertising Banner:

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

### Advertorial Entry:

- Banner (optional): 1440 x 450 px, max. 500 KB
- Text: unlimited free text (EN & DE)



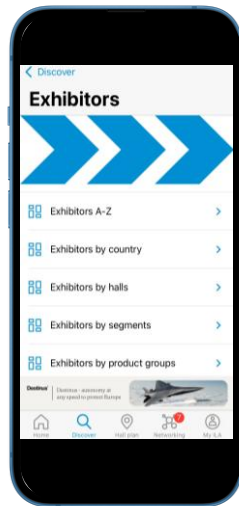
SPECIALS OVERVIEW



ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## TAB-BAR BANNER

**Set yourself apart – secure a premium position**

With the tab-bar banner in one of the app sections, your banner ad is directly linked to the menu navigation, ensuring that your advertising message is always in the focus of ILA app users.

### Description:

- Integration at the bottom of a navigation page
- Data submission by mail

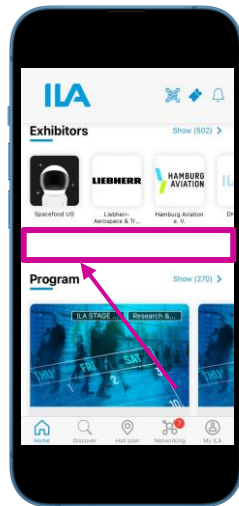
### Required data:

- Banner: 1440 x 225 px
- Format: JPEG or PNG



# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## STARTPAGE BANNER

**Put your company in the spotlight!**

Shine from the first tap! Your banner grabs a premium, can't-miss spot on our home page – because first impressions matter.

### Description:

- Link to your company profile
- Max. 5 available, with exclusive allocation per position

### Required data:

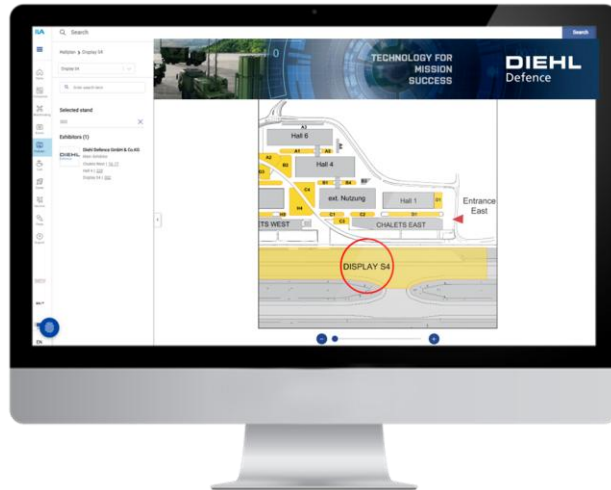
- Banner: 1440 x 450 px
- Format: JPEG

← SPECIALS OVERVIEW

ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## TOP BANNER IN THE HALL PLAN

**Stand out in the crowd – claim your moment**

Be the only one – showcase your brand and save the exclusive banner spot in your hall's digital floor plan. Where compelling stories become high-performing ads.

### Details:

- Link to your company profile
- Data submission by mail

### Required data:

- Banner: 1440 x 225 px
- Format: JPEG oder PNG



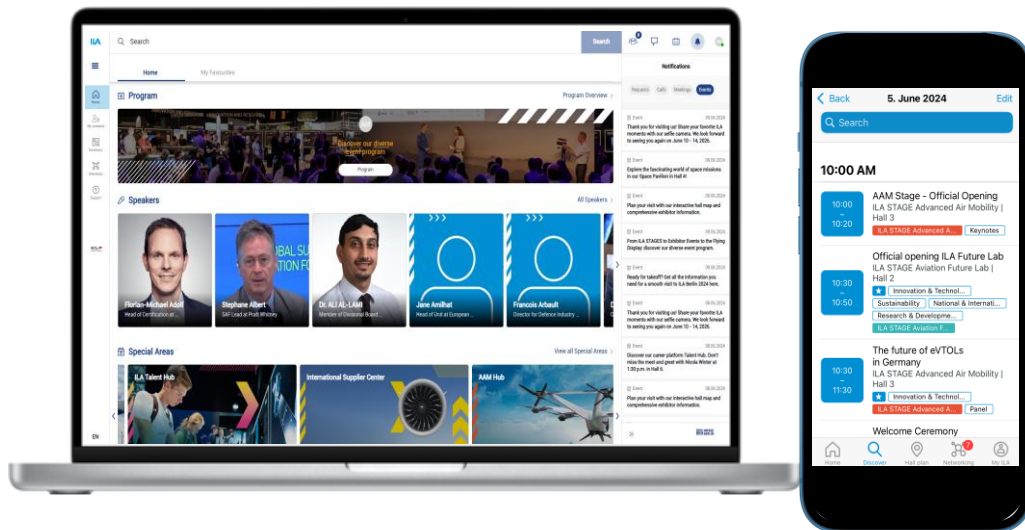
[SPECIALS OVERVIEW](#)



[ADVERTISING SHOP](#)

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## PUSH NOTIFICATION

Grab attention instantly!

Reach visitors directly at the exhibition with a push notification via our platform and app. Send your message to the event community during the ILA Events!

### Description

- Displayed via the platform and the app
- Limited to 1 notification per exhibition day

### Required data:

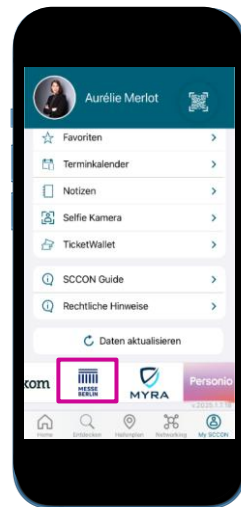
- Max. 150 characters per message
- Time slot on request

← SPECIALS OVERVIEW

👉 ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## LOGO GALLERY

**Maximum visibility: your logo always in focus!**

Present your logo in an exclusive, rotating gallery. The gallery logo is a series of several logos displayed in the form of a horizontal image gallery.

### Description:

- Link to your company profile
- Publication on the page My ILA

### Required data:

- Logo: 450 x 315 px
- Format: JPEG or PNG



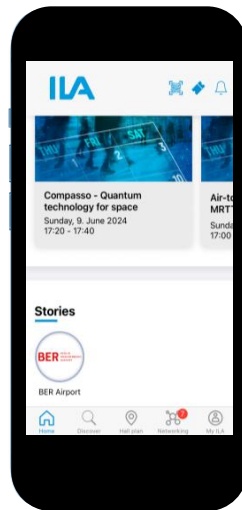
SPECIALS OVERVIEW



ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## STORY AD

**Teased on start page, played full screen on tap**

Feature your story in the app's homepage story section.

A teaser of your short video appears on the start page, and viewers can watch it in full-screen mode when they tap on it.

### Description:

- Prime story position on the homepage of the mobile app
- Playout of the stories in portrait format: aspect ratio 9:16

### Required data:

- Start image: PNG or JPEG, 1040 x 720 px
- Video: MP4, max. 50 MB, 1080 x 1920 px



SPECIALS OVERVIEW



ADVERTISING SHOP

# ADVERTISING SPECIALS

More visibility. More presence. More impact!



## STANDLOGO IN THE HALL PLAN

### Not Just Another Booth – A Brand Experience

Highlight your presence – secure your brand’s exclusive logo placement directly on your booth in the hall’s online hall plan. Designing moments that move audiences.

#### Description:

- Highlighted logo in the online hall plans
- Publication on the platform and in the app

#### Required data:

- Format: PNG or JPEG
- Size: 500 x 500 px



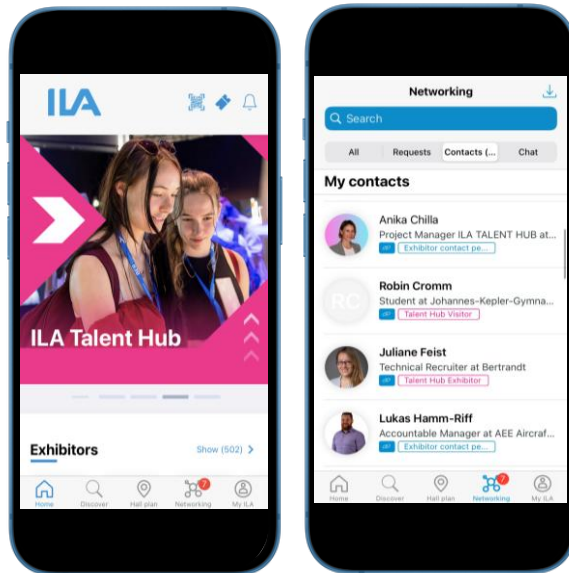
SPECIALS OVERVIEW



ADVERTISING SHOP

# LEAD TRACKING

More visibility means more leads.



## LEAD SCAN TEAM

**One Team. One Tool. Maximum Impact.**

Make lead capture effortless and efficient! With Lead Scan, your entire team can scan visitor badges directly through the app – in real time and across devices.

Ensure no connection is missed!

### Key Benefits:

- Now live in the official app event
- Real-time, cross-team data collection
- Centralized export of all contact data (CSV)
- Bonus: Export of web profile visitors with opt-in

[DOWNLOAD APP](#)

[ADVERTISING SHOP](#)

# UPGRADES

Enhance your exhibitor profile with digital add-ons for even greater visibility! All online options are directly linked to your profile page, enabling potential customers to learn more about your company with just one click.

## COMPANY CARD UPGRADE

- > COMPANY VIDEO
- > 30 PRODUCT GROUPS
- > 5 PRODUCTS
- > 3 EXHIBITOR NEWS

390 €

## UPGRADE TO MAIN EXHIBITOR PACKAGE WITH MORE PRODUCTS & PREMIUM LISTING

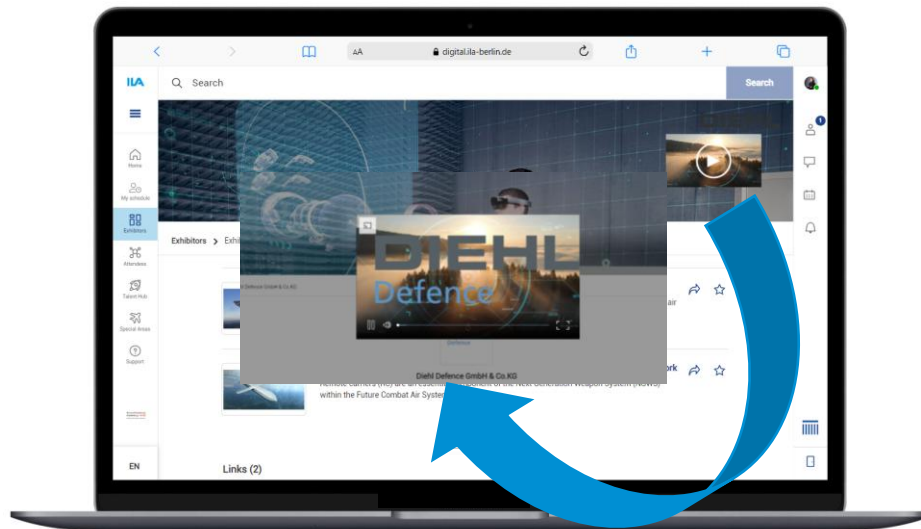
450 €

← MEDIA PACKAGE

ADVERTISING SHOP

# ADD-ONS

Deliver your message now.



EXHIBITOR LIST

ADVERTISING SHOP

## COMPANY VIDEO

### Now: Innovation and Passion in Action!

Showcase your ad as a video clip in the top right-hand corner of your profile on the company page. You also have the option of selecting and uploading a preview image.

#### Description:

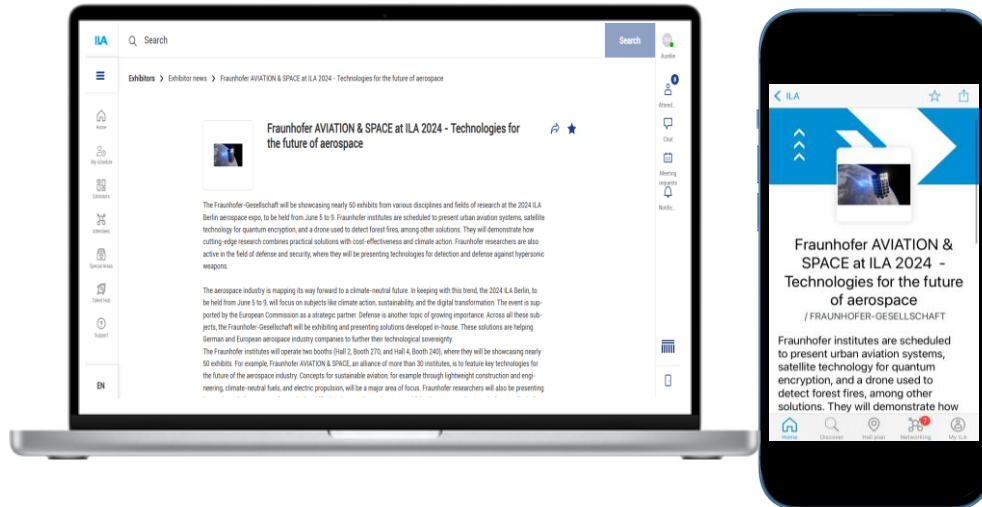
- Publication on your exhibitor profile
- Stage your ad effectively as a video clip
- Video button including displaying preview image

#### Required data:

- Aspect Ratio: 16:9
- Format: MP4, max. size 20 MB

# ADD-ONS

Elevate everything in the future!



**EXHIBITOR LIST**

**ADVERTISING SHOP**

## EXHIBITOR NEWS

**The Digital Press Box – stay one step ahead.**

Keep your visitors up to date with your latest news, trends, and company highlights. Publish up to 3 press releases – quickly and easily via your Content Manager.

Stay visible. Stay connected. Stay ahead.

### Visibility:

- On the platform under Exhibitor News and in the app
- Directly in your company profile on both channels

# CONTACT & SUPPORT

## ONLINE TEAM

Please do not hesitate to reach out to us directly.

We are happy to help!

Anytime.

Your contact:

[support@messe-berlin.de](mailto:support@messe-berlin.de)

Phone: +49 30 3038 2500

**Send your request now:**

[Service Portal](#)

