

Product data sheets

Advertising measures – INDOOR:

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- [Sanitary advertising Toilet](#)
- [Mirror advertising](#)
- [Indoor-Banner](#)
- [Express route ceiling panels](#)
- [FOTOBODEN](#)
- [Footprints at the halls](#)
- [Stair advertising overview](#)
- [RiggBanner](#)
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- [NCC Mitte – Foyer displays to Hall 1 or 9](#)
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- [NCC Ost Exit displays Hall 4A or Hall 7A](#)
- [NCC Ost Foyer displays to Hall 4A or Hall 7A](#)
- [NCC Ost Hall passageway to Hall 4A or Hall 7A](#)

On the following pages you will find the product data sheets with all relevant print information for the data installation.

Contact:

Spielwarenmesse eG

Heiko Röschlein

Phone: +49 911 998 13-38

E-Mail: h.roeschlein@spielwarenmesse.de

Advertising measures - INDOOR

The following advertising measures INDOOR are available to you:

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- [Escalator Advertising](#)


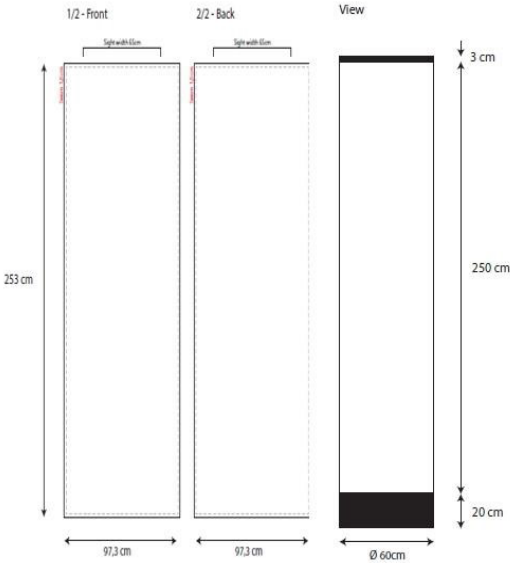
Contact:

Spielwarenmesse eG

Heiko Röschlein

Phone: +49 911 998 13-38

E-Mail: h.roeschlein@spielwarenmesse.de

BlowUp Column	Section: On Site
Product name:	Sample picture:
BlowUp Column	
Artwork until:	Data:
15th December <i>Express surcharge for late data delivery</i>	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Trims/Bleed:	Colour management:
no crop marks	CMYK or Pantone
Visible format:	Resolution:
Ø 0,65 m; 2,80 m height	150 dpi (1:1)
Print format (W x H):	Visualization:
973 x 2,530 mm per front and back	
Special colours:	Transparencies:
Converted in advance to 4c	Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.

Information:

Please note:

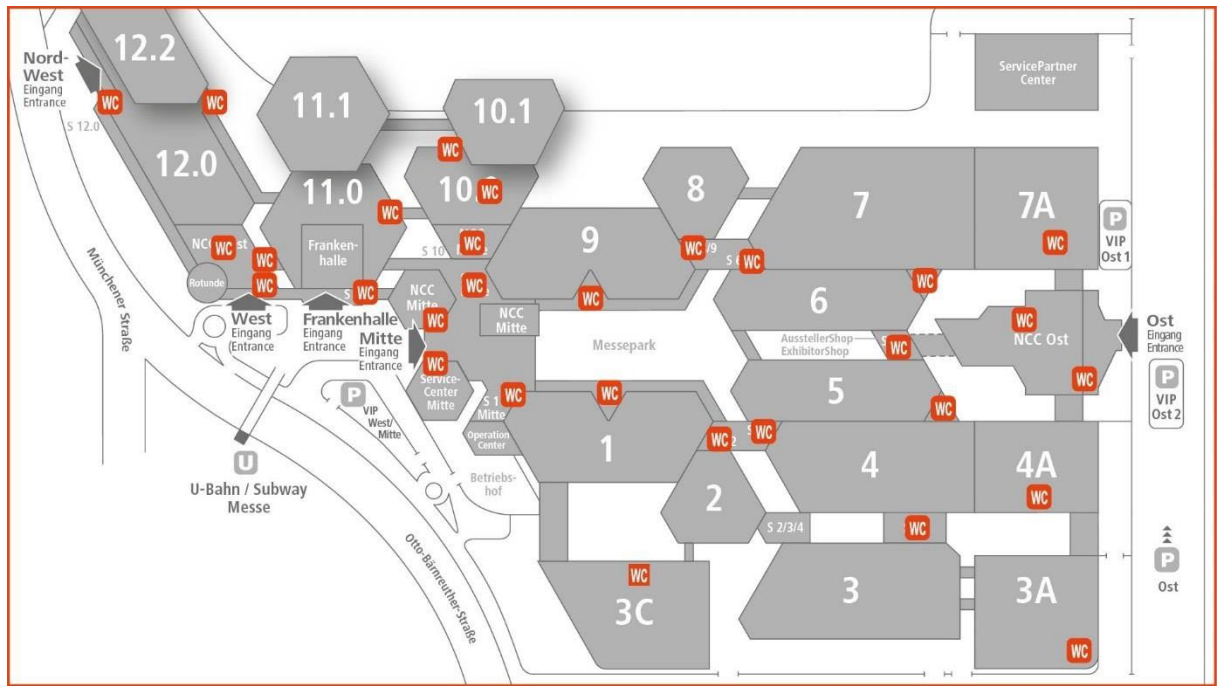
Included coloured pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.


Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

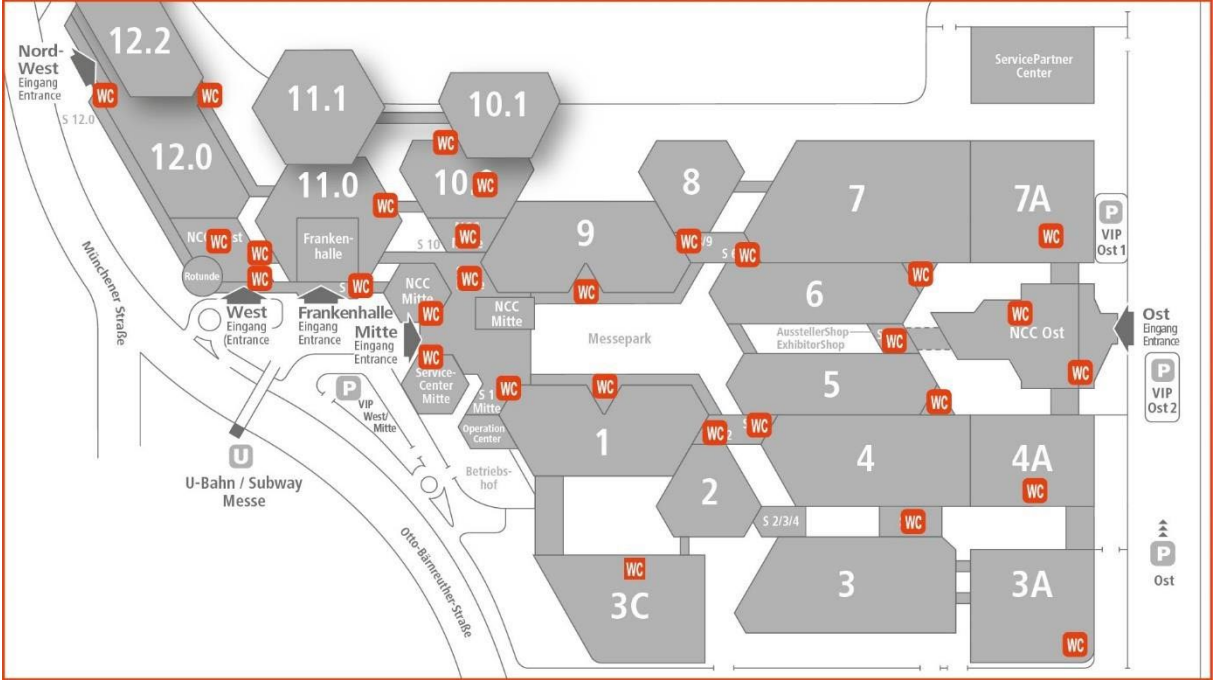



Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



Mirror advertising	Section: On Site
Product name:	Sample picture:
<p style="font-size: 24px; margin: 0;">Mirror advertising</p>	
Artwork until:	Data:
<p style="color: red; margin: 0;">15th December</p> <p style="color: red; margin: 0;"><i>Express surcharge for late data delivery</i></p>	<p>Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.</p>
Format:	Resolution:
100 mm x 250 mm	300 dpi (1:1)
Colour management:	Special colours:
CMYK or RGB	Converted in advance to 4c
Transparencies:	
<p>Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.</p>	
Information:	
<p style="color: red; margin: 0;"><u>Please note:</u></p> <p>Included coloured pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>	

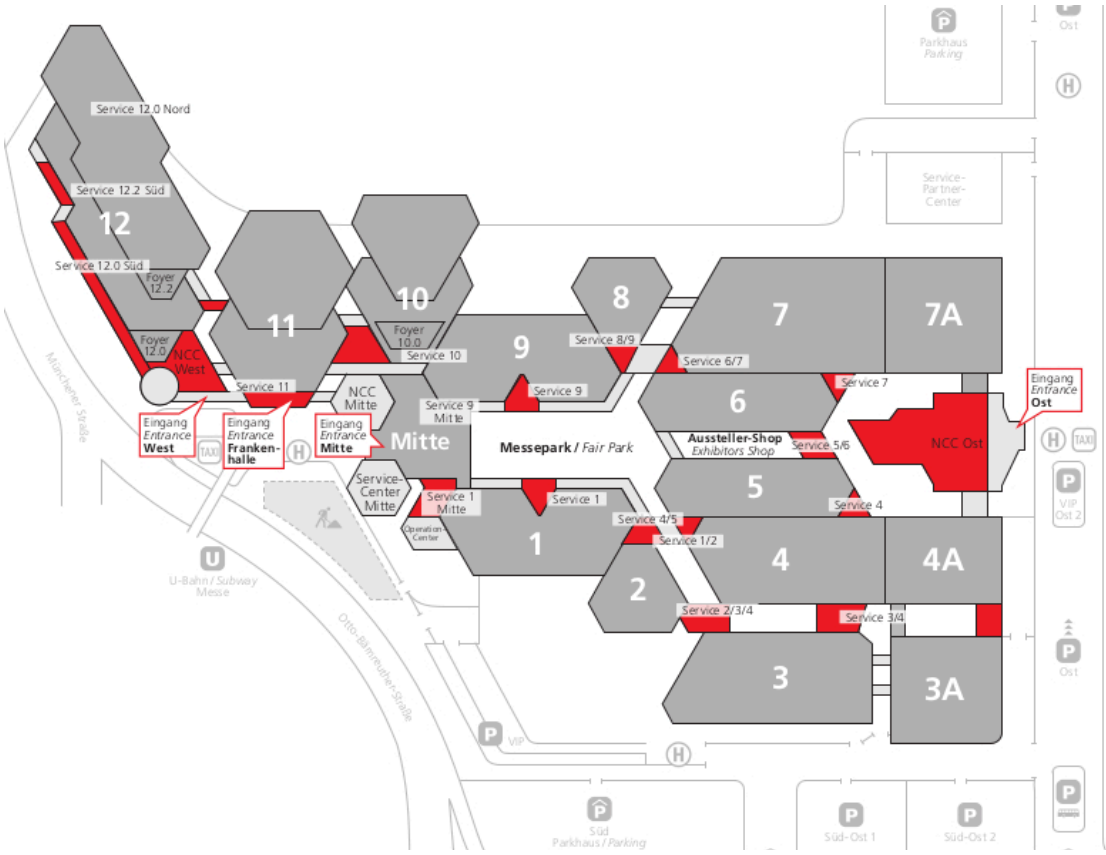
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




Indoor-Banner	Section: On Site
Product name:	Sample picture:
Indoor-Banner	
Artwork until:	Data:
15th December Express surcharge for late data delivery	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Visible area (W x H):	Untrimmed size (W x H):
850 mm x 2,000 mm (width x height)	860 mm x 2,105 mm (incl. bleed; top/right/left + 5 mm, bottom + 100 mm)
Net size (W x H):	Resolution:
	150 - 300 dpi (1:1)
Transparencies:	Special colours:
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	Converted in advance to 4c

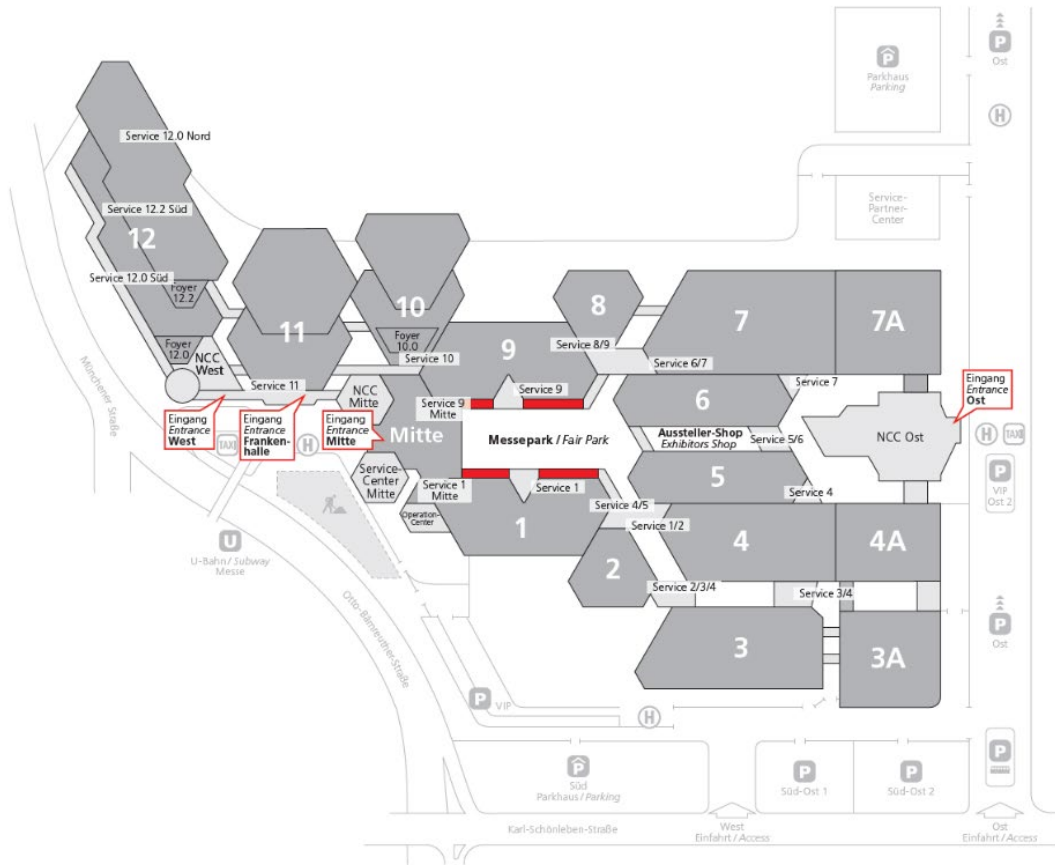
Information:
<p>Please note:</p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p> <p>100 mm of the gross format disappear into the cassette at the bottom and are no longer visible. Please note the visual format!</p>


Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



Express route ceiling panels	Section: On Site
Product name:	Sample picture:
Express route ceiling panels	
Artwork until:	Data:
15th December Express surcharge for late data delivery	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Untrimmed size (W x H):	Visible area (W x H):
2,404 x 604 mm	2,400 x 600 mm
Resolution:	Trims/Bleed:
72 – 300 dpi (1:1)	2 mm trims/bleed all around
Colour management:	Special colours:
CMYK mit Farbprofil „ISO Coated v2“ Eingebundene Farbprofile werden entfernt und nach Fogra 39 konvertiert	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	
Information:	
Please note: Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.	

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

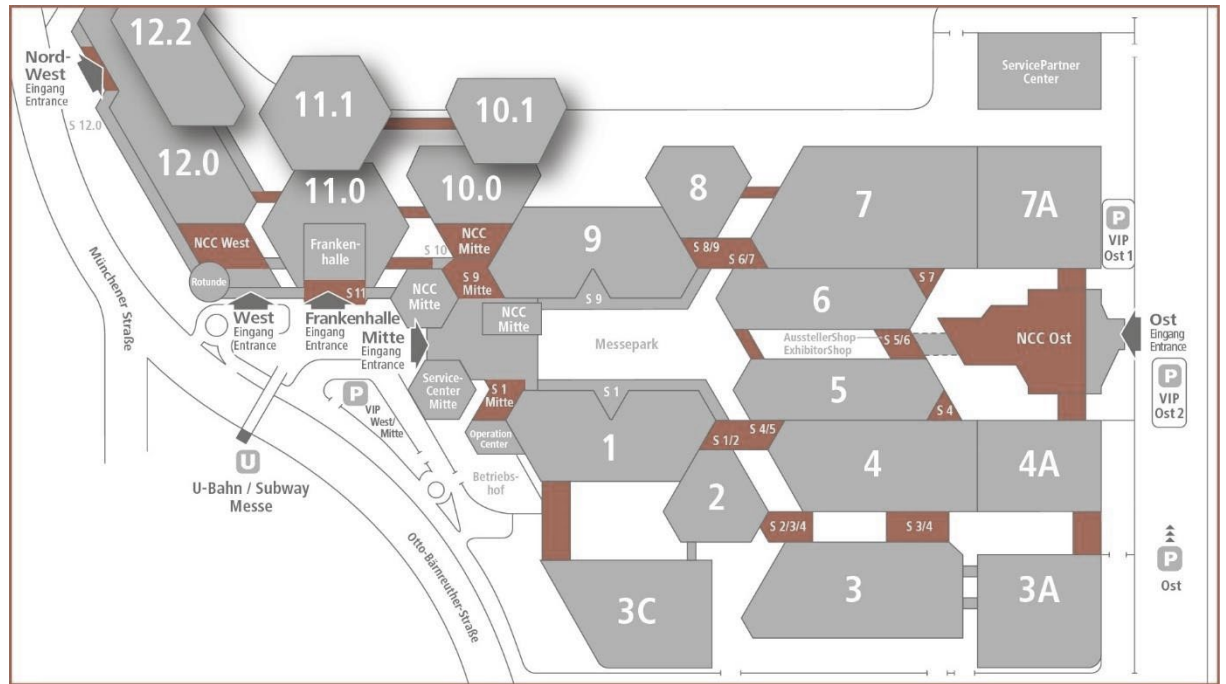



Fotoboden™	Section: On Site
Product name:	Sample picture:
<p style="font-size: 1.2em; margin: 0;">FOTOBODEN™</p>	
Artwork until:	Data:
<p style="color: red; margin: 0;">15th December Express surcharge for late data delivery</p>	<p>Please supply only PDF files in which the transparencies are reduced. It can cause serious errors in the print result if non-reduced PDF files are used (stored compatibility via Acrobat 4 PDF 1.3).</p>
Format:	Resolution:
1,000 mm x 2,000 mm	100 dpi (1:1) / 200 dpi (1:2) / 1,000 dpi (1:10)
Trims/Bleed:	Colour management:
3 mm all around	CMYK – Coated FOGRA39 (ISO 12647-2:2004)
Special colours:	Transparencies:
Special colours should be converted to 4c in advance	Please supply the artwork as a print-ready PDF file (versions X-3 and higher) with fonts completely embedded or converted to paths.
File attachment:	
Motiv_Kunde_BreitexLaengecm_1zuXX.Datei	

Information:
<p style="color: red; margin: 0;"><u>Please note:</u></p> <p>Colored pixel images contained in these files must be saved as CMYK EPS with JPEG compression (maximum quality).</p>

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

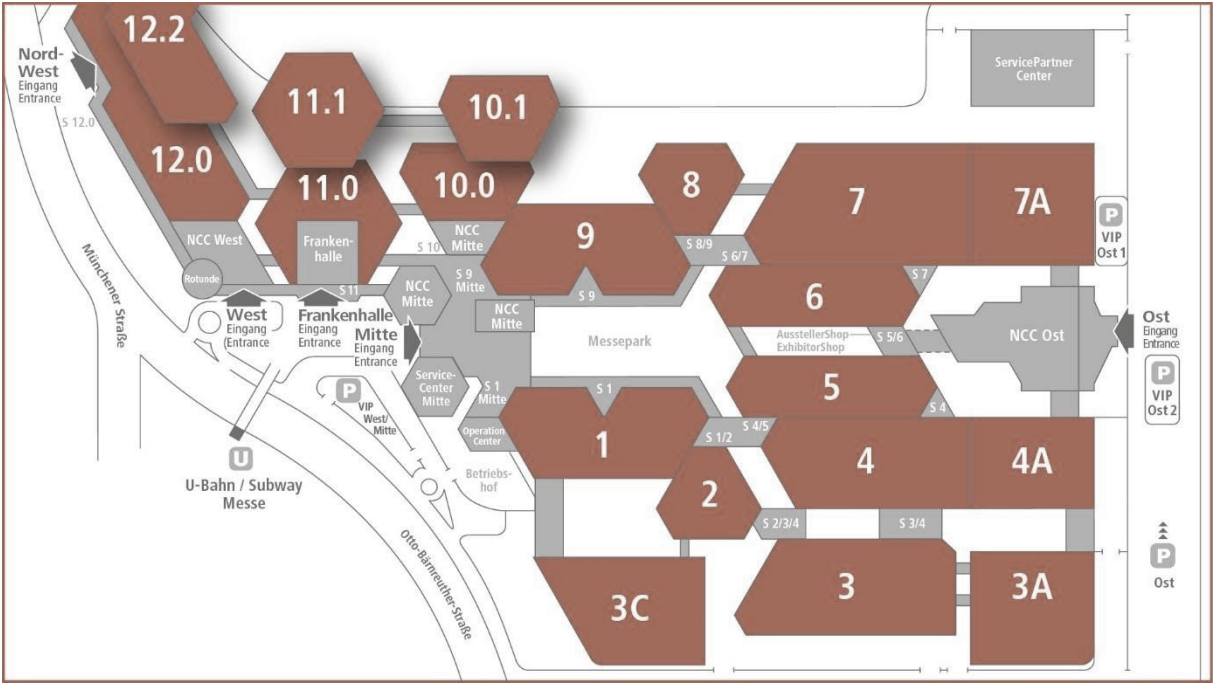
Please note:
Not in the entrance areas NCC West, NCC Mitte and NCC Ost possible




Footprints at the halls	Section: On Site
Product name:	Sample picture:
Footprints at the halls	
Artwork until:	Data:
15 th December Express surcharge for late data delivery	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Net size (W x H):	Resolution:
400 mm x 160 mm	100 dpi (1:1)
Trims/Bleed:	Colour management:
3 mm trims/bleed all around	CMYK – Coated FOGRA39 (ISO 12647-2:2004)
Special colours:	Transparencies:
Converted in advance to 4c	Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.

Information:
<p><u>Please note</u></p> <p>Included coloured pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p> <p>Please create a cutting / punching outline of the foot (individual) for the file The cutting outline has to be generated as special colour CutContour and has to be regulated for over printing.</p> <p>Please mark the outline of a shoe on the picture; the print is then cut out along this line. The parts of the picture outside the line are not included in the footprint.</p>

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



Stair advertising overview	Section: On Site
<p>Product name:</p> <p>Stair advertising overview</p>	<p>Sample picture:</p> 
<p>Artwork until:</p> <p>15th December <i>Express surcharge for late data delivery</i></p>	<p>Data:</p> <p>Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.</p>
<p>Resolution:</p> <p>72 - 100 dpi (1:1)</p>	<p>Special colours:</p> <p>Converted in advance to 4c</p>
<p>Colour management:</p> <p>CMYK or RGB</p>	<p>Transparencies:</p> <p>Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.</p>
Format:	
<p>(1 – T2) NCC West - ground Floor to 1st floor</p> <ul style="list-style-type: none"> • 12 steps, landing, 12 steps • Step height 160 mm • Step width 2,030 mm <p>(2 – T3) NCC West – 1st floor to 2nd floor</p> <ul style="list-style-type: none"> • 12 steps, landing, 12 steps • Step height 160 mm • Step width 2,030 mm <p>(3 – T4) NCC Ost – ground floor to 1st floor</p> <ul style="list-style-type: none"> • 13 steps, landing, 14 steps, landing, 14 steps • Step height 170 mm (bottom step 185 mm) • Step width 1,540 mm <p>(4 – T5) NCC Ost - 1st floor to 2nd floor</p> <ul style="list-style-type: none"> • 13 steps, landing, 14 steps, landing, 14 steps • Step height 170 mm (bottom step 185 mm) • Step width 1,540 mm 	

(5 – T6) NCC Ost - 2nd floor to 3rd floor

- 14 steps, landing, 15 steps
- Step height 170 mm
- Step width 1,540 mm

(6) Hall 10 to hall 9

- 9 steps incl. black bottom step
- Step height 150 mm
- Step width 4,970 mm

(7 – T11) Hall 10 to hall 11

- 8 steps incl. black bottom step
- Step height 175 mm
- Step width 5,750 mm

(8 – T16/T17/T18) Hall 11 to hall 10

- 8 steps
- Step height 165 mm
- Step width 4,600 mm

(9 – T19) Foyer 11,0 to hall 11,1 (4 staircases in total, size below for each staircase)

- 10 steps, landing, 10 steps
- Step height 160 mm
- Step width 2,470 mm

(10 – T20) Hall 11,0 to hall 11,1

- 10 steps, landing, 10 steps
- Step height 160 mm
- Step width 2,470 mm

(11 – T15) Hall 11 to NCC West – front passage

- 8 steps
- Step height 175 mm
- Step width 4,460 mm

(12 – T15) Hall 11 to hall 12 – back passage

- 8 steps
- Step height 175 mm
- Step width 4,600 mm

(13 – T13/T14) Hall 11,1 to hall 10,1

- 7 steps at 11.1, 6 steps at 10.1
- Step height 165 mm
- Step width 5,500 mm

(14 – T8) Foyer 10

- 11 steps
- Step height 150 mm
- Step width 4,580 mm

(15 – T9) Foyer 10 to hall 10,1, 1x to the left / 1x to the right

- 16 steps each
- Step height 155 mm
- Step width 2,310 mm

(16 – T7) Foyer Munich to hall 10,1 – left side

- 9 steps
- Step height 155 mm
- Step width 3,030 mm



(17 – T7) Foyer Munich to hall 10,1 – right side

- 9 steps
- Step height 155 mm
- Step width 2,300 mm

(18 – T1) Entrance Foyer to Room Brussels

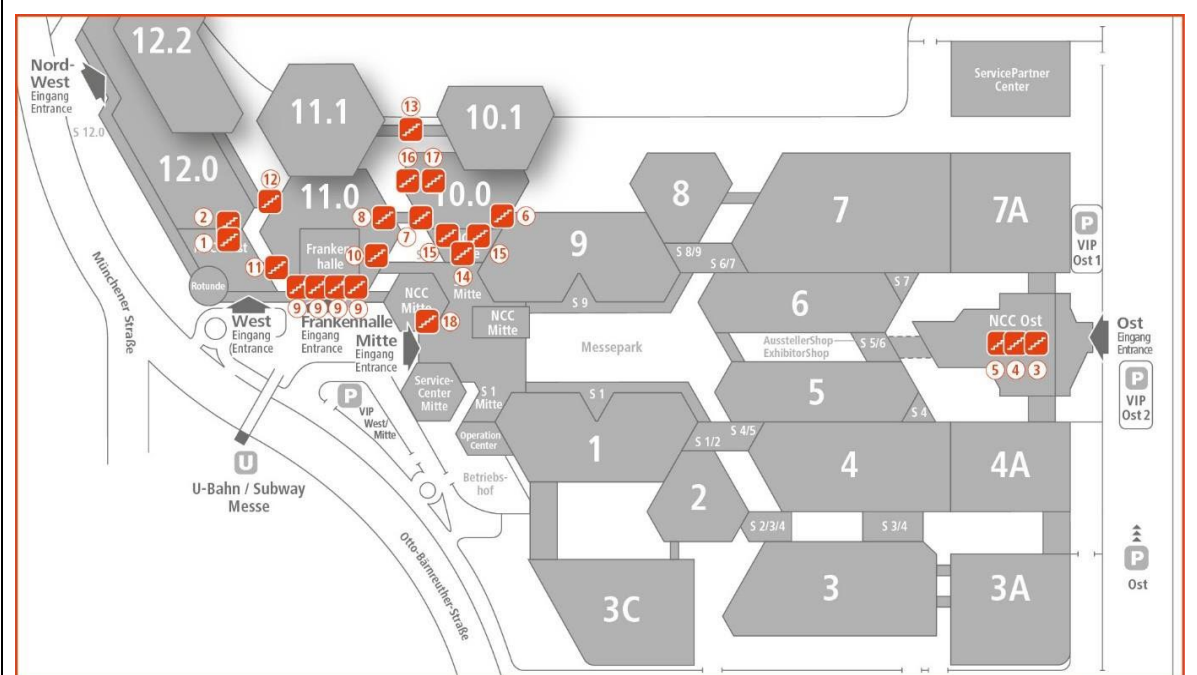
- 18 steps, landing, 18 steps
- Step height 160 mm
- Step width 3,800 mm


Information:

Please note:

Please create the file as a complete document (1:1).
Please do not add bleed, register marks or densiometer scales

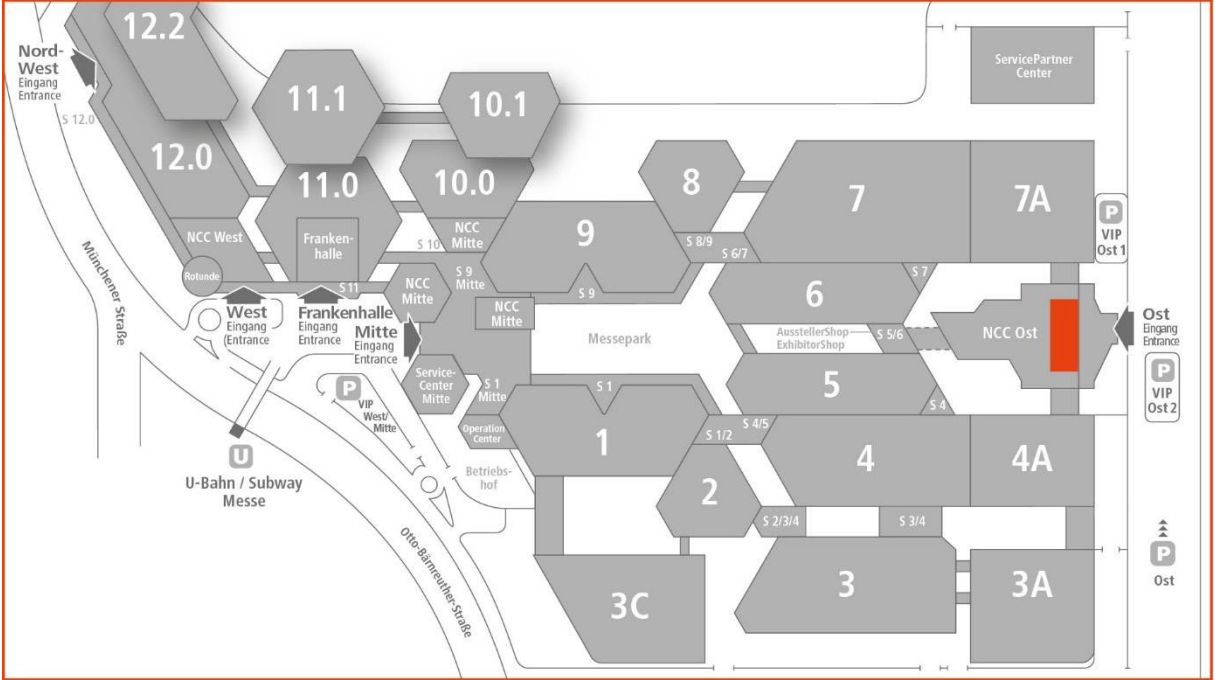
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




RiggBanner	Section: On Site
Product name:	Sample picture:
RiggBanner	
Artwork until:	Data:
15th December <i>Express surcharge for late data delivery</i>	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths. Aspect ratio 1:10 or 1:20
Untrimmed size (W x H):	Net size (W x H):
17,600 mm x 8,100 mm	17,500 mm x 8,000 mm
Resolution:	Trims/Bleed:
70 – 150 dpi (1:1)	50 mm trims/bleed all around
Colour management:	Special colours:
CMYK – Coated FOGRA39 (ISO 12647-2:2004)	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p> <p>Eyelets are provided all-round the banner at a spacing of 300 mm; the eyelets sit in the middle of a "reinforcing tape" that is applied on the back of the print and has a width of 5cm.</p>

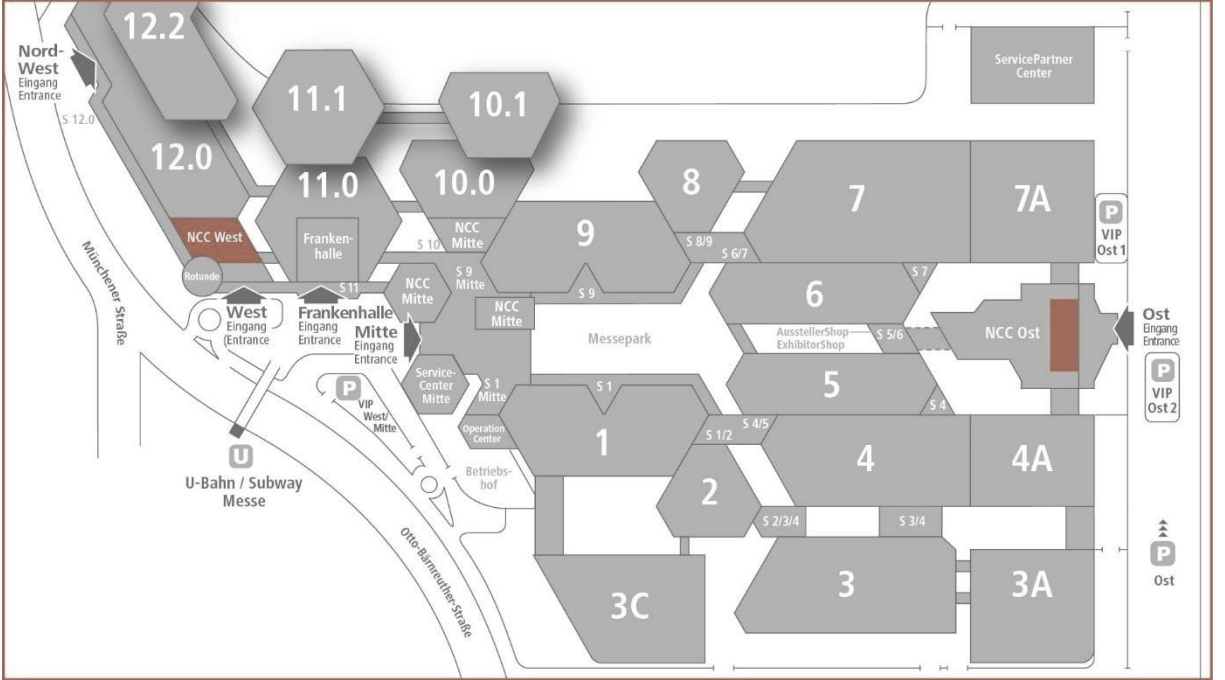
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




GalerieBanner	Section: On Site
Product name:	Sample picture:
<p>GalerieBanner</p>	
Artwork until:	Data:
<p>15th December Express surcharge for late data delivery</p>	<p>Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.</p>
Untrimmed size (W x H):	Net size (W x H):
4,004 x 1,004 mm	4,000 x 1,000 mm
Resolution:	Trims/Bleed:
72 – 300 dpi (1:1)	2 mm trims/bleed all around
Colour management:	Special colours:
CMYK Farbprofil „ISO Coated v2“	Converted in advance to 4c
Transparencies:	
<p>Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.</p>	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>

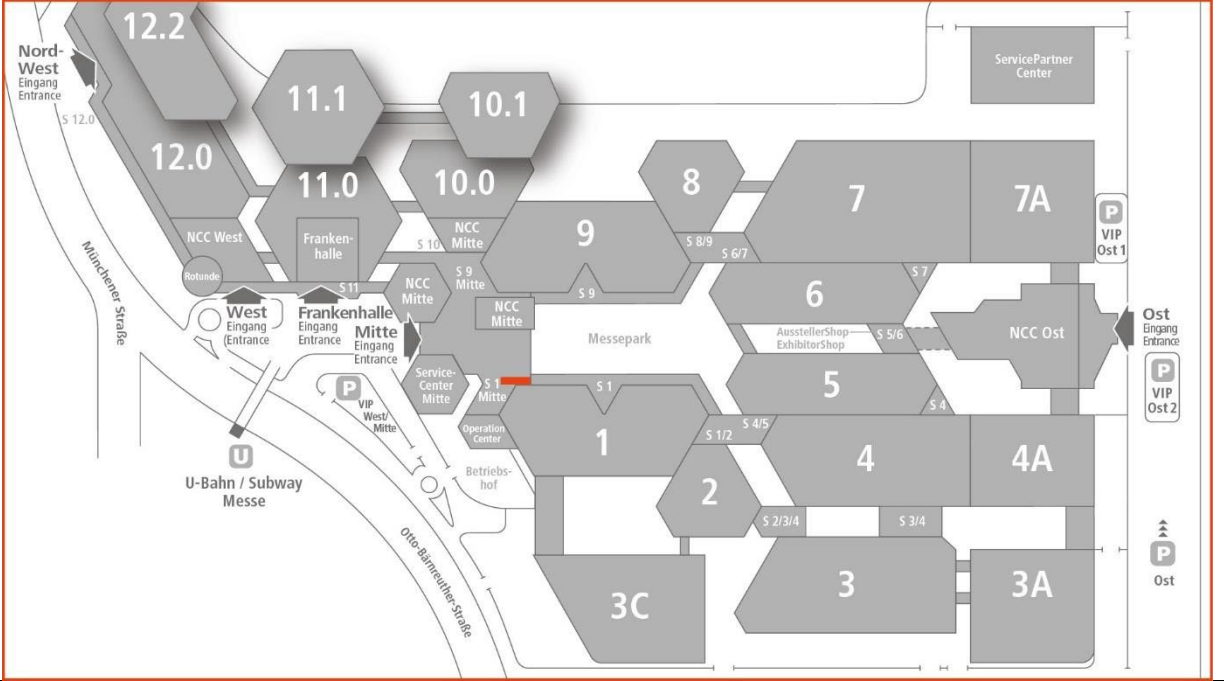
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




GigaBanner	Section: On Site
Product name:	Sample picture:
GigaBanner	
Artwork until:	Data:
15th December Express surcharge for late data delivery	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Untrimmed size (W x H):	Net size (W x H):
35,004 x 8,004 mm	35,000 x 8,000 mm
Resolution:	Trims/Bleed:
72 – 150 dpi (1:1)	2 mm trims/bleed all around
Colour management:	Special colours:
CMYK – Coated FOGRA39 (ISO 12647- 2:2004)	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>

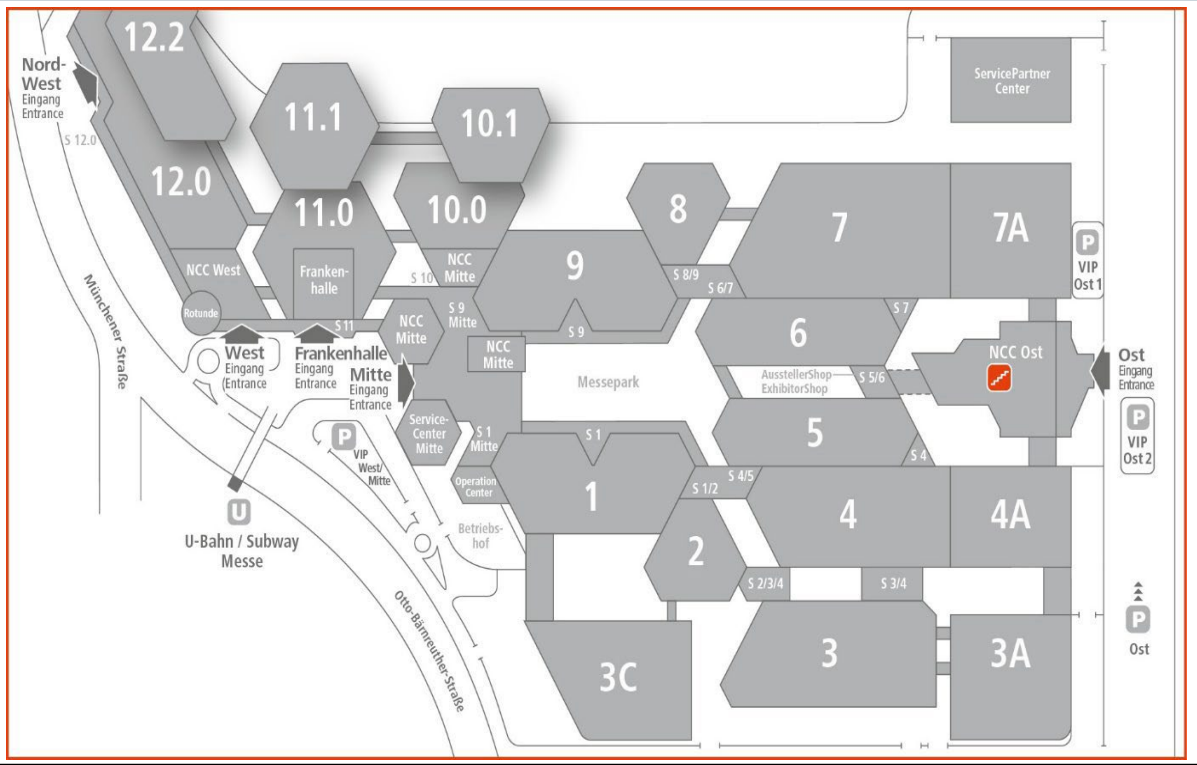
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



Escalator advertising	Section: On Site
Product name:	Sample picture:
Escalator advertising NCC Ost Floor 1/2	
Artwork until:	Data:
15 th December Express surcharge for late data delivery	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Format complete advertising space (W x H):	Resolution:
12.00 x 0.67 m	72 - 100 dpi (1:1)
Format (W x H):	Number of banners:
4.00 x 0.67 m	3
Colour management:	Special colours:
CMYK or RGB	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p>Please note</p> <p>Please create the file as a complete document (1:1). Please do not add bleed, register marks or densiometer scales</p>

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



Advertising measures - OUTDOOR

The following advertising measures OUTDOOR are available to you:

- Advertising Tower
- Large Poster
- Advertising cube
- Advertising panels on the way to the entrance
- Multi storey car park banner
- Large awing
- Citylight Vitrine at the bus stop
- Outdoor-Banner


Contact:

Spielwarenmesse eG

Heiko Röschlein

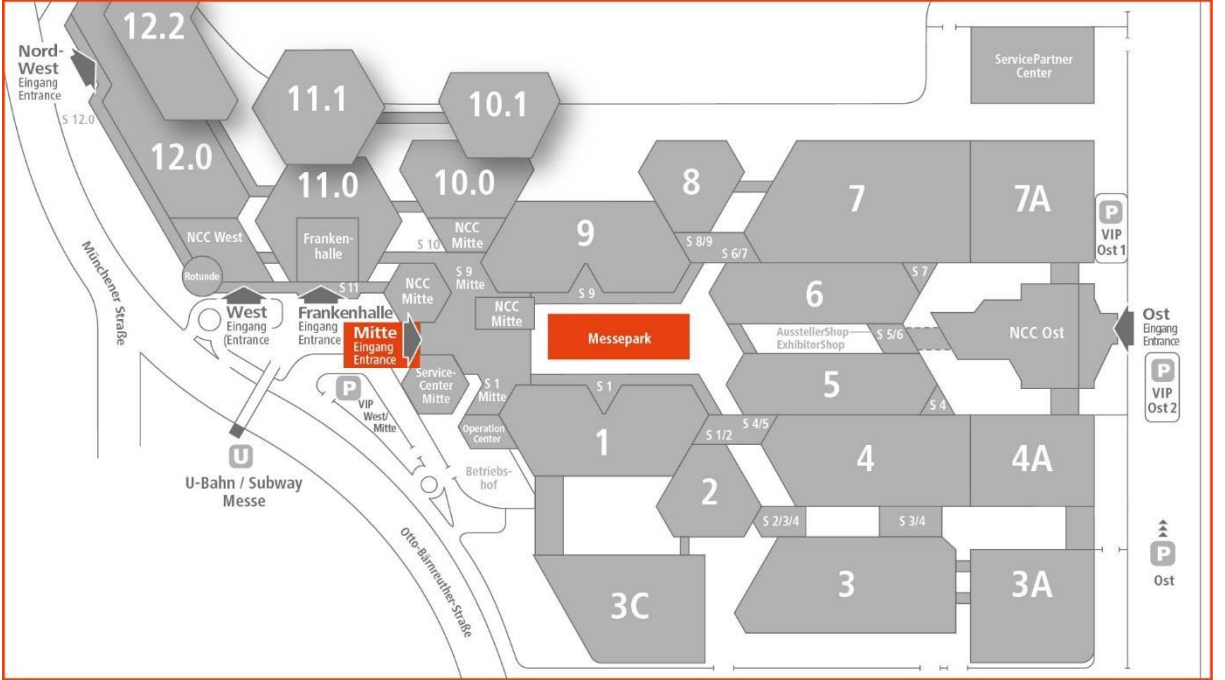
Phone: +49 911 998 13-38


E-Mail: h.roeschlein@spielwarenmesse.de

Advertising tower	Section: On Site
Product name: <p style="font-size: 1.2em; margin-top: 20px;">Advertising tower</p>	Sample picture: 
Artwork until: <p style="color: red; font-weight: bold;">15th December</p> <p style="color: red; font-weight: bold;"><i>Express surcharge for late data delivery</i></p>	Data: Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Untrimmed size (W x H): 2,840mm x 4,840mm	Visible area (W x H): 2,800mm x 4,800mm
Resolution: 70 – 150 dpi (1:1)	Trims/Bleed: 20 mm umlaufend
Colour management: CMYK – Coated FOGRA39 (ISO 12647- 2:2004)	Special colours: Converted in advance to 4c
Transparencies: Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p style="color: red; font-weight: bold; margin-top: 0;"><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p> <p>300 mm of the net size disappear in the BannerUp carrier and are no longer visible. Please observe the visible area!</p>

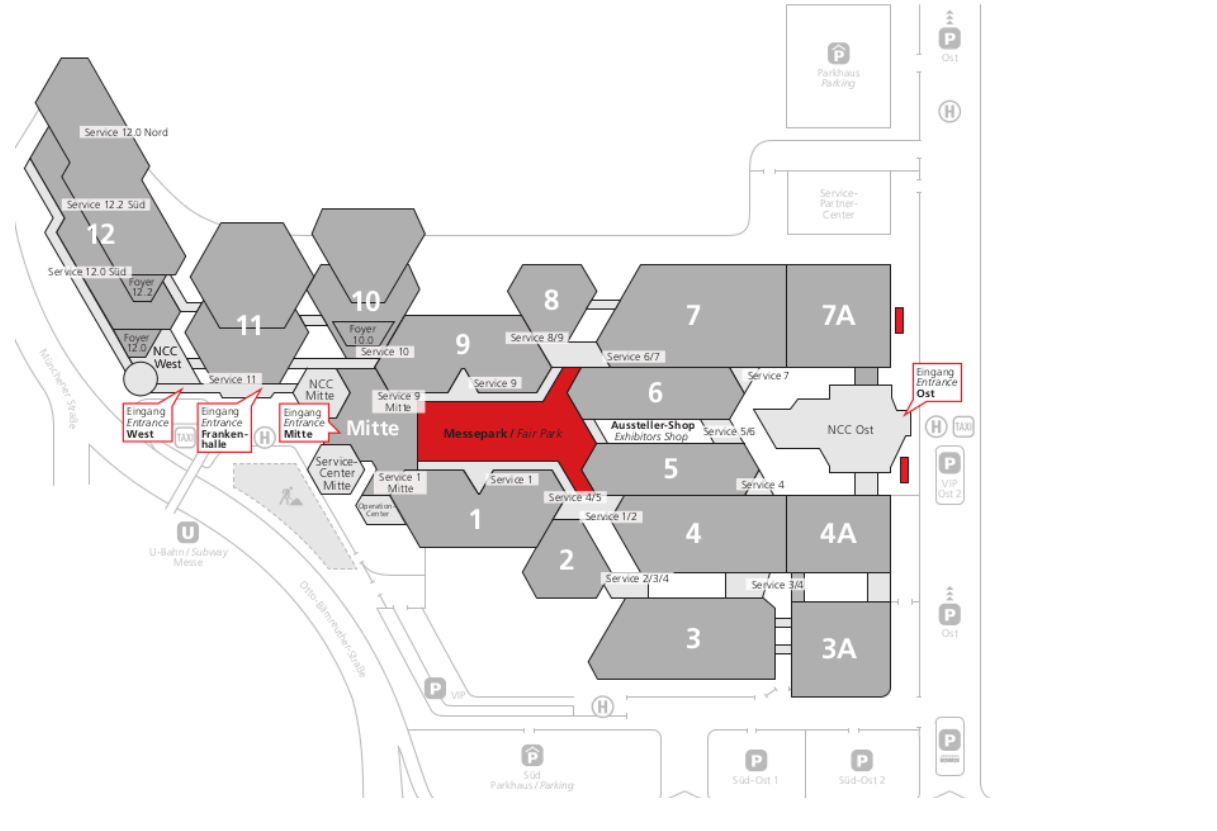
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




Advertising cube	Section: On Site
Product name:	Sample picture:
Advertising cube	
Artwork until:	Data:
15th December <i>Express surcharge for late data delivery</i>	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Format:	Resolution:
respectively 1,000 mm x 1,000 mm	72 – 100 dpi (1:1)
Colour management:	Special colours:
CMYK – Coated FOGRA39 (ISO 12647- 2:2004)	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>

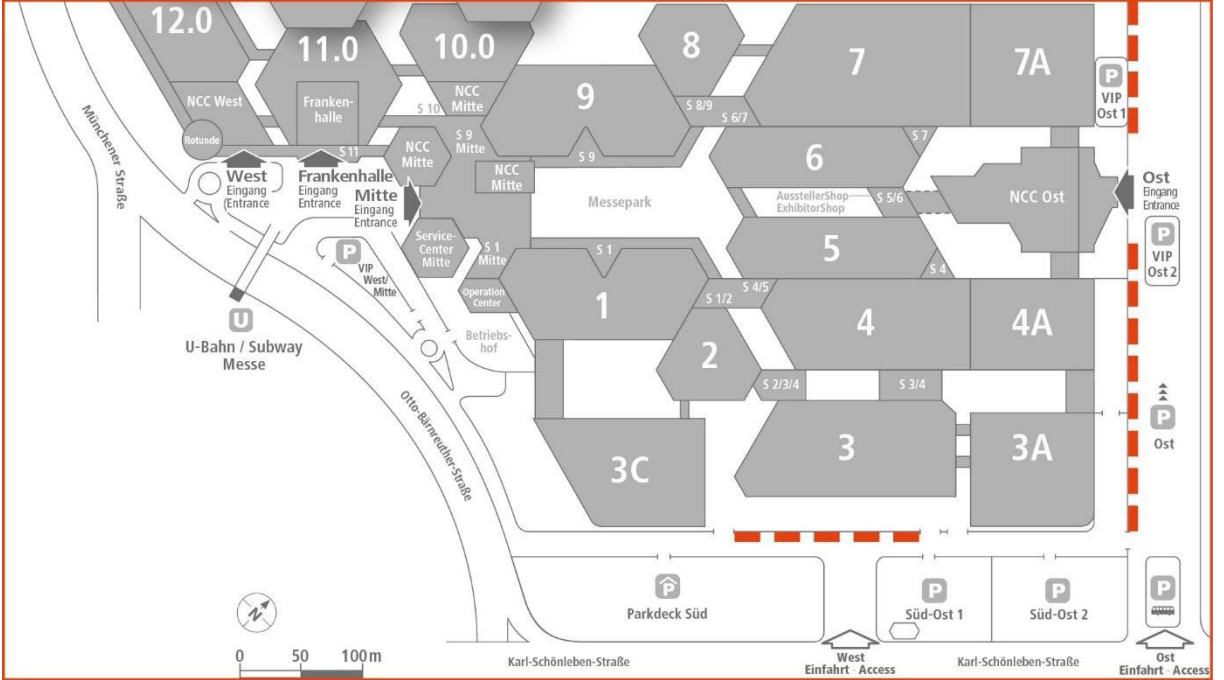
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



Advertising panels on the way to the entrance	Section: On Site
Product name:	Sample picture:
Advertising panels on the way to the entrance	
Artwork until:	Data:
15 th December <i>Express surcharge for late data delivery</i>	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Visible area (W x H):	Untrimmed size (W x H):
1,170 mm x 1,800 mm	1,190 mm x 1,820 mm
Net size (W x H):	Resolution:
1,170 mm x 1,800 mm	150 – 300 dpi (1:1)
Colour management:	Special colours:
CMYK – Coated FOGRA39 (ISO 12647- 2:2004)	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p>Please note:</p> <p>The panels are only bookable in pairs. The layout can be designed to a width of 2.34m or to two separate layouts with a width of 1.17m each.</p>

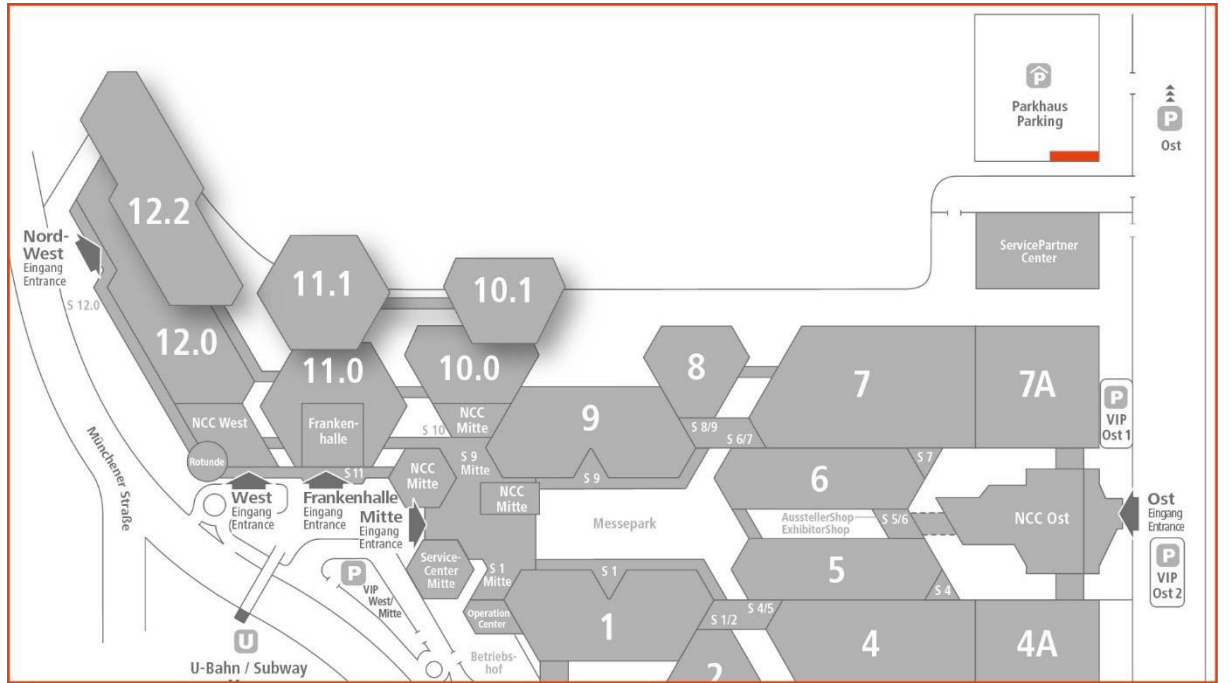
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




Multi storey car park banner	Section: On Site
Product name:	Sample picture:
<p>Multi storey car park banner</p>	
Artwork until:	Data:
<p>15th December <i>Express surcharge for late data delivery</i></p>	<p>Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.</p>
Untrimmed size (W x H):	Visible area (W x H):
<p>6,004 x 18,004 mm</p>	<p>6,000 x 18,000 mm</p>
Resolution:	Trims/Bleed:
<p>72 – 300 dpi (1:1)</p>	<p>2 mm trims/bleed all around</p>
Colour management:	Special colours:
<p>CMYK colour profile „ISO Coated v2“</p>	<p>Converted in advance to 4c</p>
Transparencies:	
<p>Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.</p>	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>

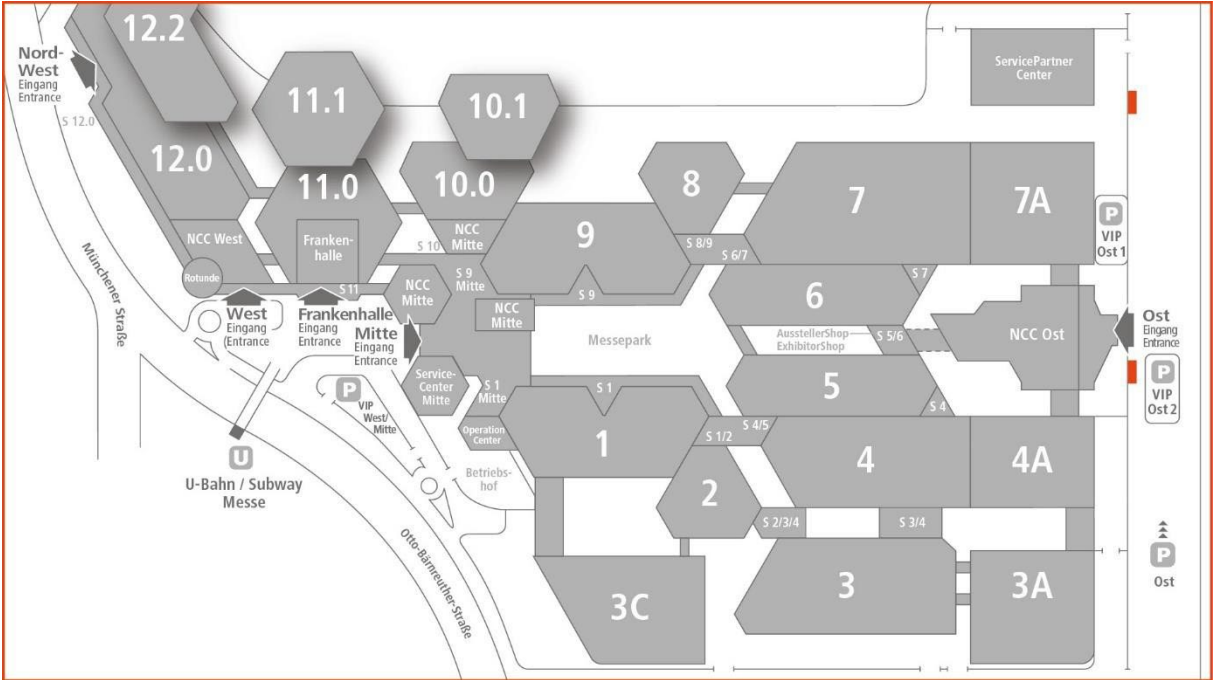
Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):




Large awning	Section: On Site
Product name:	Sample picture:
Large awning	
Artwork until:	Data:
15th December Express surcharge for late data delivery	Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths. Aspect ratio 1:10
Untrimmed size (W x H):	Net size (W x H):
5.835 mm x 3.635 mm	5.795 mm x 3.595 mm
Resolution:	Trims/Bleed:
1,500 dpi (1:10)	20 mm trims/bleed all around
Colour management:	Special colours:
CMYK – Coated FOGRA39 (ISO 12647-2:2004)	Converted in advance to 4c
Transparencies:	
Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p> <p>Eyelets are set about 50 mm from the left and the right side. Please do not place any text, pictures or other important information there.</p>

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

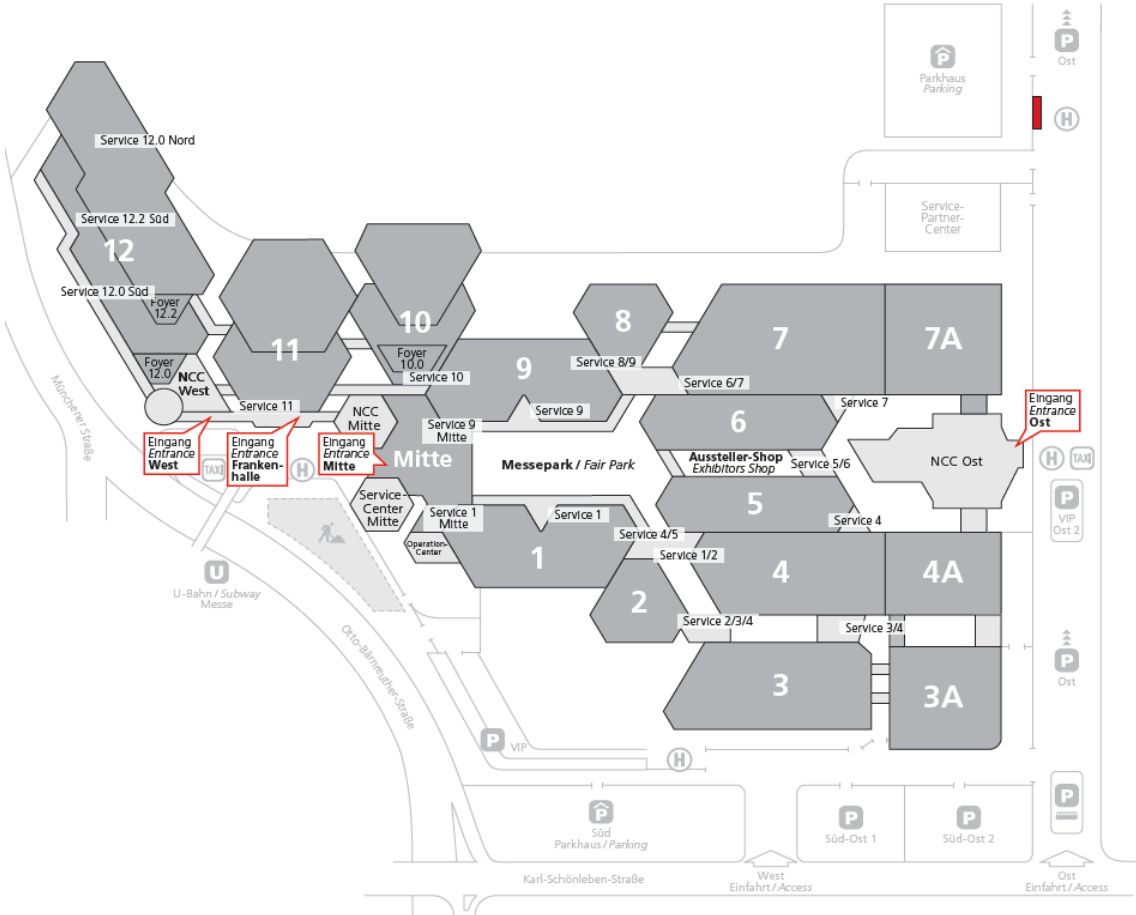



CityLight Vitrine at the bus stop	Section: On Site
Product name:	Sample picture:
<p>CityLight Vitrine at the bus stop</p>	
Artwork until:	Data:
<p>15th December Express surcharge for late data delivery</p>	<p>Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.</p>
Visible area (W x H):	Untrimmed size (W x H):
1,175 mm x 1,725 mm	1,215 mm x 1,765 mm
Net size (W x H):	Resolution:
1.195 mm x 1,745 mm	70 – 150 dpi (1:1)
Colour management:	Special colours:
CMYK – Coated FOGRA39 (ISO 12647-2:2004)	Converted in advance to 4c
Transparencies:	
<p>Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.</p>	

Information:
<p><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways



Outdoor-Banner	Section: On Site
Product name: <p style="font-size: 1.2em; margin-top: 20px;">Outdoor-Banner</p>	Sample picture: 
Artwork until: <p style="color: red; margin-top: 10px;">15th December Express surcharge for late data delivery</p>	Data: Print PDF (as of version X3 and higher); fonts completely integrated or converted into character paths.
Visible area (W x H): 1,100 mm x 2,150 mm (width x height)	Untrimmed size (W x H): 1,110 m x 2,160 mm (incl. 5 mm bleed all around)
Net size (W x H):	Resolution: 150 - 300 dpi (1:1)
Transparencies: Please supply only PDF files in which the transparencies are reduced. With PDF files that have not been reduced (saved compatibility via Acrobat 4 PDF 1.3) may result serious errors may occur in the printout.	Special colours: Converted in advance to 4c

Information:
<p style="color: red; margin-top: 0;"><u>Please note:</u></p> <p>Included colored pixel images must be saved as CMYK EPS with JPEG compression (maximum quality). Files from PowerPoint, Word or Excel cannot be processed, as this often leads to faulty printing results.</p> <p>No substantial content at the four corners (area 50 x 50 mm), as this is where the fixing eyelets will be attached</p>

Site map (Please see the specific hall plan of the event):



Advertising spaces – INDIVIDUAL

The following advertising spaces INDIVIDIAL are available to you:

- Advertising space Indoor and Outdoor
- Advertising space Messepark
- LED Video wall Indoor and Outdoor


Contact:

Spielwarenmesse eG

Heiko Röschlein

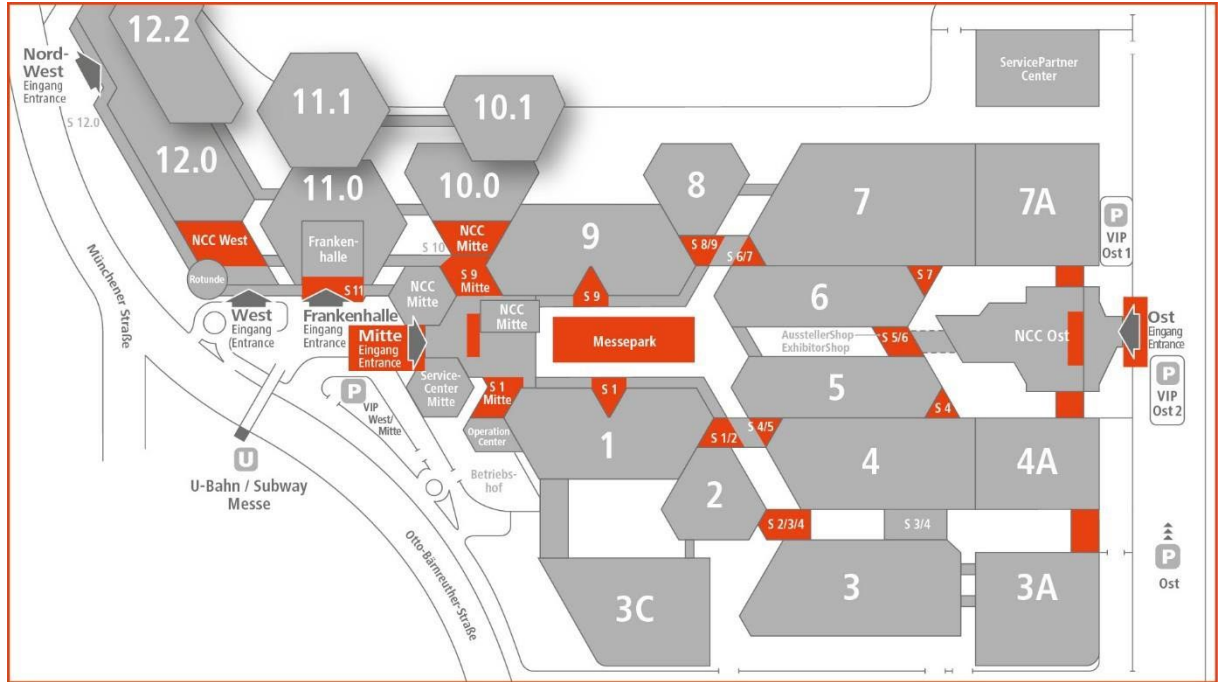
Phone: +49 911 998 13-38

E-Mail: h.roeschlein@spielwarenmesse.de

Advertising space	Section: On Site
Product name:	Sample picture:
<p>Advertising space</p> <ul style="list-style-type: none"> • Indoor • Outdoor • Messepark 	
Safety precautions:	
<ul style="list-style-type: none"> • The tank may only contain a maximum of 5 liters of gasoline • The battery must be disconnected • The filler cap must be locked • The ignition key must be removed • There must be a rubber mat or carpet under the car • Please leave your ignition key at the appropriate ServicePoint overnight • Please provide us with a telephone number where we can reach you during the exhibition in case the vehicle has to be removed unexpectedly 	
Organizational tips:	
<p>Advertising measures brought along by the exhibitor (e.g. exhibits, vehicles, etc.) must be removed or for organizational reasons, must be removed by 6:00 a.m. of the following day at the latest. Otherwise, we will be forced to have the corresponding removal carried out by our ServicePartners at your risk and expense. Our colleagues of the are instructed to arrange the appropriate removal.</p> <p>Please also remove all installations that you have arranged.</p>	
Safety instructions:	
<p>NürnbergMesse GmbH will not be liable for any theft of exhibits/advertising material that exhibitors have brought with them occurring outside of the stand. Accordingly this will be the responsibility of the exhibitor.</p>	
Information:	
<p><u>Please note:</u></p> <p>The location of the advertising space depends on the size and the weight of the exhibit.</p> <p>No consulting or sales talks may take place on the advertising space. Stand personnel are not permitted.</p> <p>Please contact us in the morning of the last assembly day to receive details about the exact advertising location for your exhibit.</p>	

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):

Space on request:

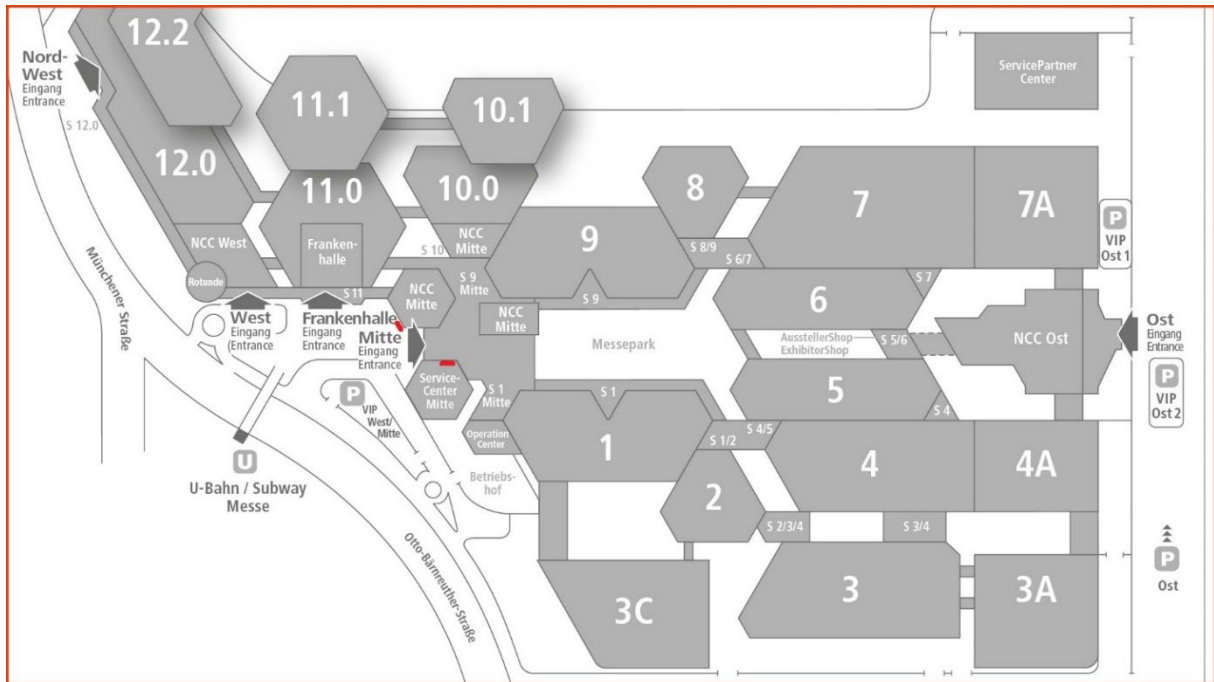


LED Video wall	Section: On Site
Product name:	Sample picture:
<p>LED Video wall</p> <p>Outdoor and Indoor</p>	 
Artwork until:	Data:
<p>15th December <i>Express surcharge for late data delivery</i></p>	<p>Picture JPEG or PNG Film MP4</p>
Display format (W x H):	Resolution:
7.20 m x 4.40 m	1,920 x 1,080 Pixel
Colour management:	Transparencies:
RGB	No transparencies, background displayed in black
Operating time:	Number of views (à 25 Sec.):
8am – 7pm	<p>The spot length for the LED wall in the centre of the entrance (outdoor and indoor) will be divided as follows:</p> <ul style="list-style-type: none"> • Exhibitor 1 – 25sec • Spielwarenmesse eG - 25sec • Exhibitor 2 – 25sec • Spielwarenmesse eG – 25sec

Information:
<p><u>Please note:</u></p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways



Advertising measures – Digital Signage

The following advertising measures are available as digital signage:

- Digital Signage at the metro bridge
- NCC Mitte – Foyer displays to Hall 1 or 9
- NCC Mitte – Hall entrance to Hall 1 or 9
- Hall entrance to Hall 3C
- Hall entrance to Hall 3C - LED Screen portrait Hall 3C
- NCC Ost Exit displays Hall 4A or Hall 7A
- NCC Ost Foyer displays to Hall 4A or Hall 7A
- NCC Ost Hall passageway to Hall 4A or Hall 7A


Contact:

Spielwarenmesse eG

Heiko Röschlein

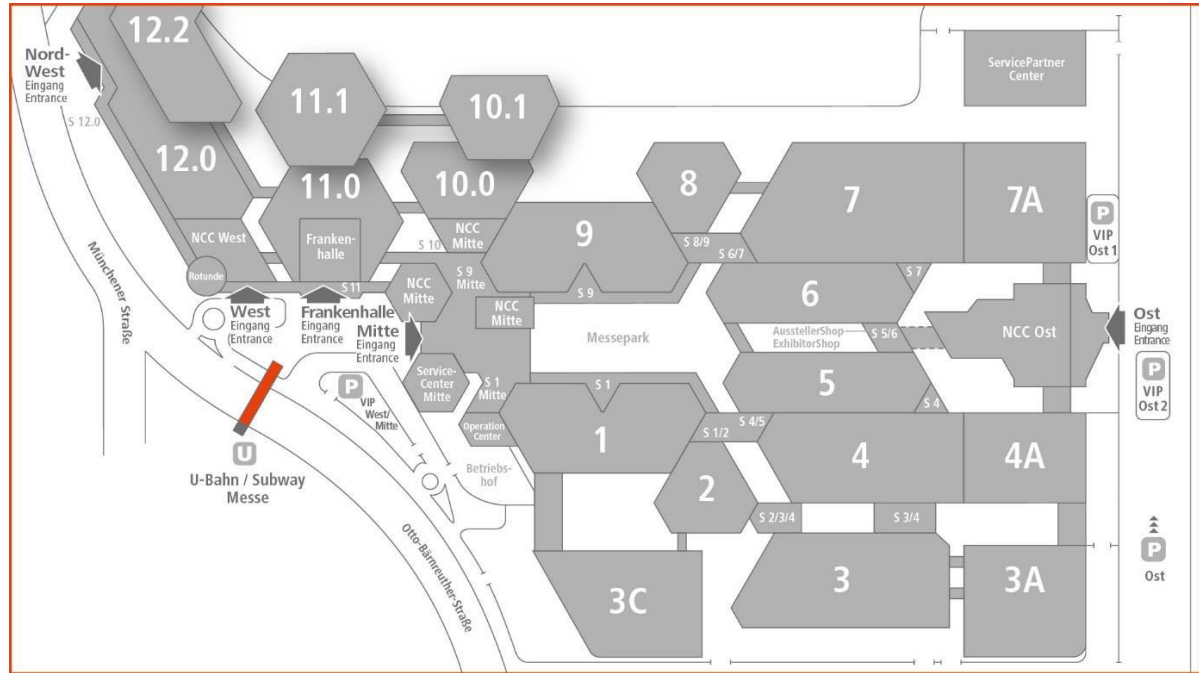
Phone: +49 911 998 13-38


E-Mail: h.roeschlein@spielwarenmesse.de

Digital Signage at the metro bridge	Section: On Site
Product name: Digital Signage at the metro bridge	Sample picture: 
Artwork until: 2 weeks before the start of the exhibition	Data: Picture JPEG or PNG
Display format (W x H): 5,280 x 540 mm	Resolution: 2,112 x 216 pixels
Colour management: RGB	Transparencies: No transparencies, background displayed in black

Information:
<p><u>Please note</u></p> <p>sound and 3D output are not possible; max. one customers</p>

Site map (Please see the specific hall plan of the event as well as the adjoining service areas and passageways):



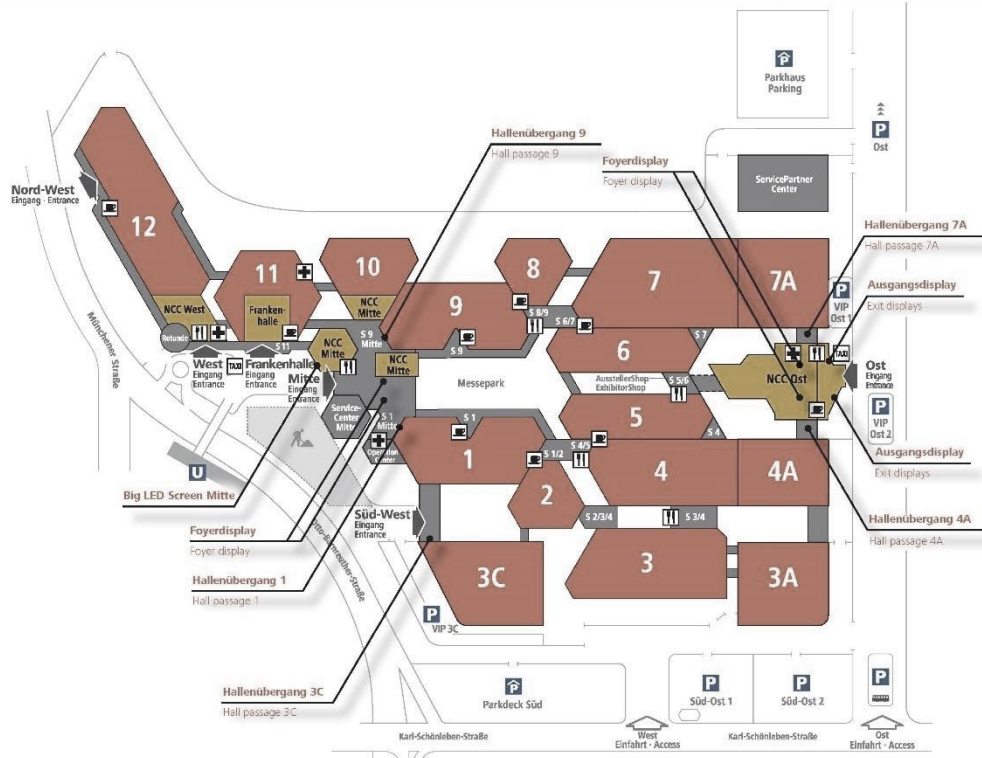
Digital Signage – NCC Mitte Foyer displays to hall 1 or 9	Section: On Site
Product name: Digital Signage – NCC Mitte Foyer displays to hall 1 or 9	Sample picture: 
Artwork until: 15th December Express surcharge for late data delivery	Data: Picture JPEG or PNG Film MP4
Display format (W x H): 2.40 m x 1.40 m	Resolution: 1,920 x 1,080 pixels
Colour management: RGB	Transparencies: No transparencies, background displayed in black
Operating time: 8am – 7pm	Number of views: The spot length for the displays will be divided as follows: <ul style="list-style-type: none"> Spielwarenmesse eG - 25sec Exhibitor – 25sec


Information:
<p>Please note</p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

Standorte
Locations



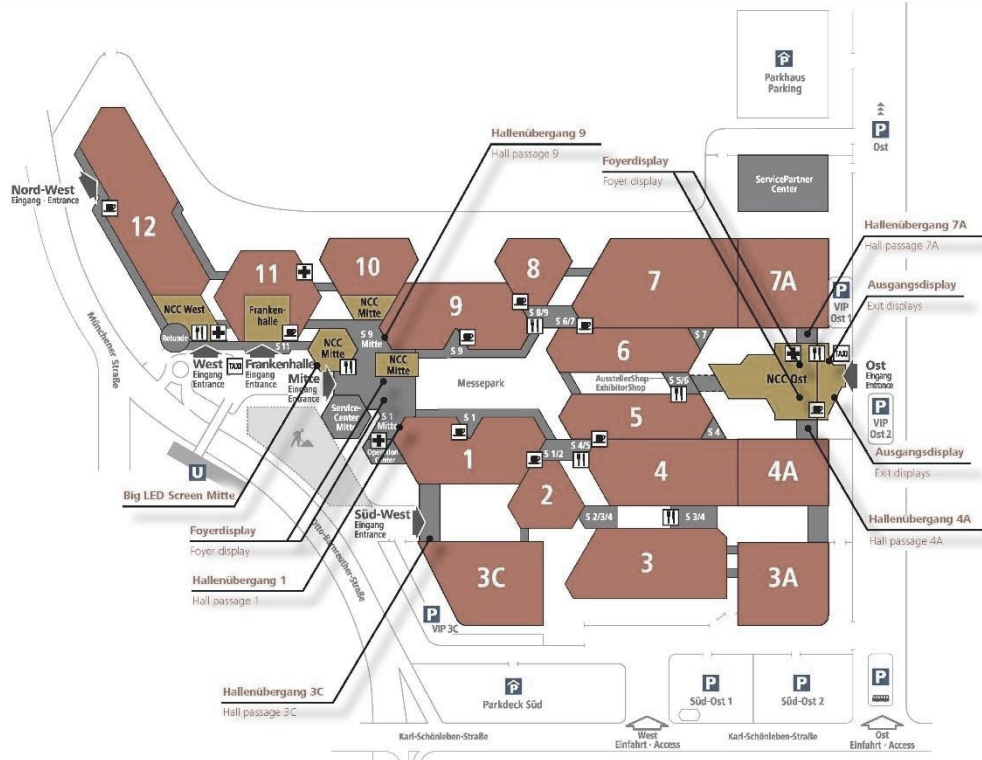
Digital Signage – NCC Mitte hall entrance to hall 1 or 9		Section: On Site	
Product name:		Sample picture:	
Digital Signage – NCC Mitte hall entrance to hall 1 or 9			
Artwork until:	15th December Express surcharge for late data delivery	Data:	Picture JPEG or PNG Film MP4
Display format (W x H):	1.20 m x 0.70 m	Resolution:	1,920 x 1,080 pixels
Colour management:	RGB	Transparencies:	No transparencies, background displayed in black
Operating time:	8am – 7pm	Number of views:	The spot length for the displays will be divided as follows: <ul style="list-style-type: none"> • Spielwarenmesse eG - 25sec • Exhibitor – 25sec

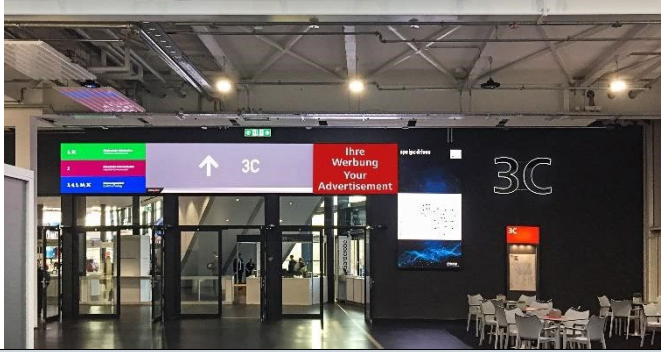
Information:
<p>Please note</p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

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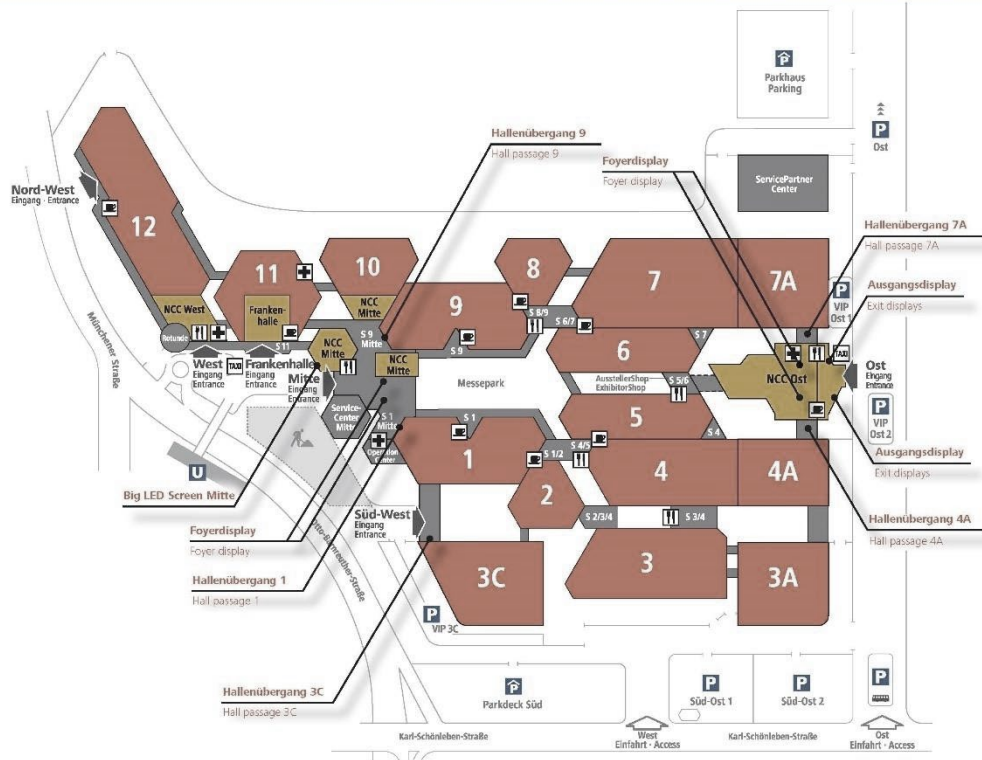
Digital Signage – Hall entrance Hall 3C	Section: On Site
Product name:	Sample picture:
<p>Digital Signage – Hall entrance hall 3C</p>	
Artwork until:	Data:
<p>15th December Express surcharge for late data delivery</p>	<p>Picture JPEG or PNG Film MP4</p>
Display format (W x H):	Resolution:
<p>2.43 m x 1.37 m</p>	<p>1,920 x 1,080 pixels</p>
Colour management:	Transparencies:
<p>RGB</p>	<p>No transparencies, background displayed in black</p>
Operating time:	Number of views:
<p>8am – 7pm</p>	<p>The spot length for the displays will be divided as follows:</p> <ul style="list-style-type: none"> • Spielwarenmesse eG - 25sec • Exhibitor – 25sec


Information:
<p>Please note</p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

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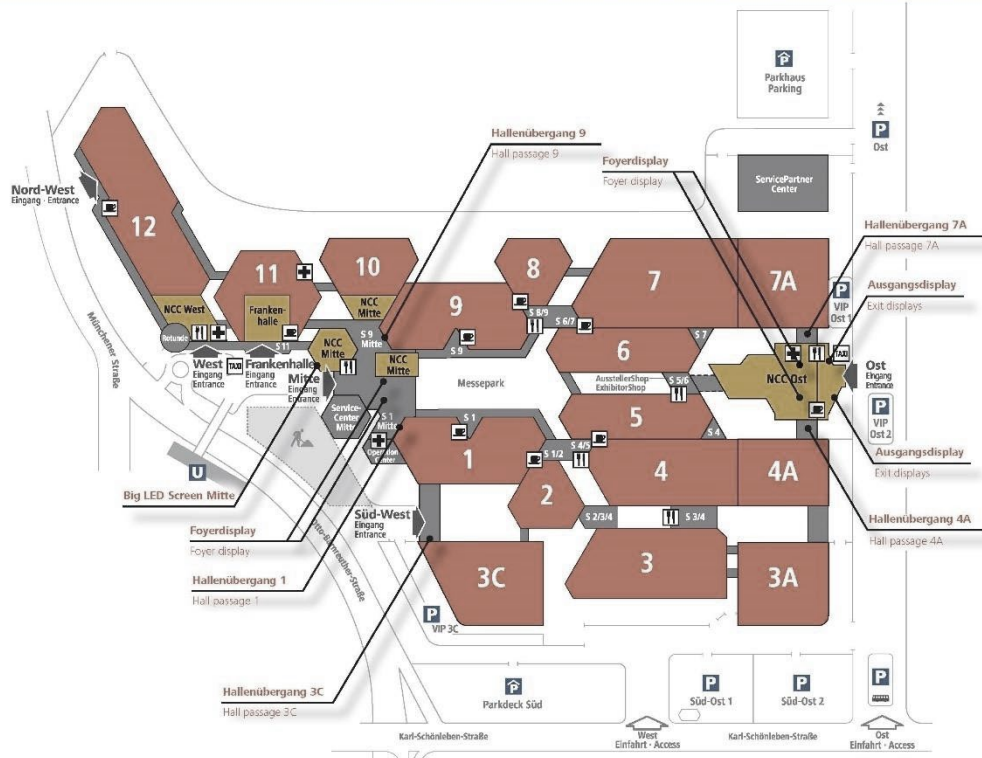
Digital Signage – LED Screen portrait Hall 3C	Section: On Site
Product name: Digital Signage – LED Screen portrait Hall 3C	Sample picture: 
Artwork until: 15th December Express surcharge for late data delivery	Data: Picture JPEG or PNG Film MP4
Display format (W x H): 1.80 m x 3.42 m	Resolution: 1,080 x 1,920 Pixel
Colour management: RGB	Transparencies: No transparencies, background displayed in black
Operating time: 8am – 7pm	Number of views: The spot length for the displays will be divided as follows: <ul style="list-style-type: none"> • Spielwarenmesse eG - 25sec • Exhibitor – 25sec


Information:
<p>Please note</p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

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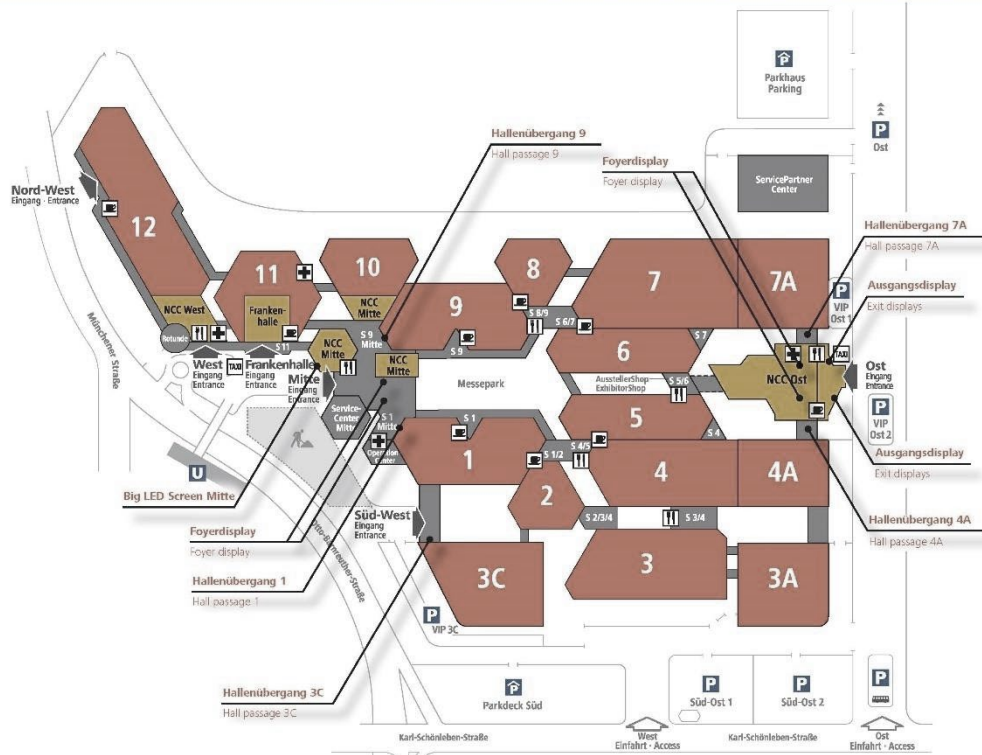



Digital Signage – NCC Ost exit displays 4A or 7A	Section: On Site
Product name:	Sample picture:
<p>Digital Signage – NCC Ost exit displays 4A or 7A</p>	
Artwork until:	Data:
<p>15th December Express surcharge for late data delivery</p>	<p>Picture JPEG or PNG Film MP4</p>
Display format (W x H):	Resolution:
<p>1.00 m x 0.53 m</p>	<p>1,920 x 1,080 pixels</p>
Colour management:	Transparencies:
<p>RGB</p>	<p>No transparencies, background displayed in black</p>
Operating time:	Number of views:
<p>8am – 7pm</p>	<p>The spot length for the displays will be divided as follows:</p> <ul style="list-style-type: none"> • Spielwarenmesse eG - 25sec • Exhibitor – 25sec
Information:	
<p><u>Please note</u></p> <p>sound and 3D output are not possible</p>	

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

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Locations



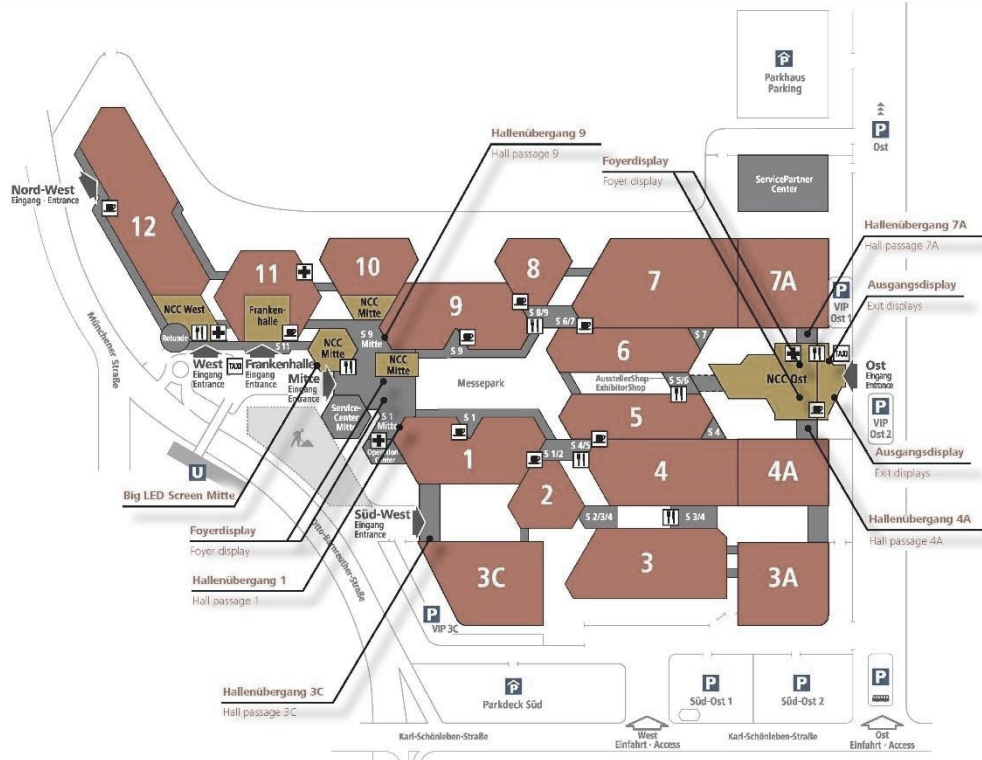
Digital Signage – NCC Ost Foyer displays to hall 4A or 7A	Section: On Site
Product name:	Sample picture:
<p>Digital Signage – NCC Ost Foyer displays to hall 4A or 7A</p>	
Artwork until:	Data:
<p>15th December Express surcharge for late data delivery</p>	<p>Picture JPEG or PNG Film MP4</p>
Display format (W x H):	Resolution:
<p>2.67 m x 1.50 m</p>	<p>1,920 x 1,080 Pixel</p>
Colour management:	Transparencies:
<p>RGB</p>	<p>No transparencies, background displayed in black</p>
Operating time:	Number of views:
<p>8am – 7pm</p>	<p>The spot length for the displays will be divided as follows:</p> <ul style="list-style-type: none"> • Spielwarenmesse eG - 25sec • Exhibitor – 25sec


Information:
<p><u>Please note</u></p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

Standorte
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Digital Signage – NCC Ost hall passageway 4A or 7A	Section: On Site
Product name: Digital Signage – NCC Ost hall passageway 4A or 7A	Sample picture: 
Artwork until: 15th December Express surcharge for late data delivery	Data: Picture JPEG or PNG Film MP4
Display format (W x H): 2.67 m x 1.50 m	Resolution: 1,920 x 1,080 pixels
Colour management: RGB	Transparencies: No transparencies, background displayed in black
Operating time: 8am – 7pm	Number of views: The spot length for the displays will be divided as follows: <ul style="list-style-type: none"> • Spielwarenmesse eG - 25sec • Exhibitor – 25sec

Information:
<p><u>Please note</u></p> <p>sound and 3D output are not possible</p>

Site map (possible positioning depending on availability):

Please see the specific hall plan of the event as well as the adjoining service areas and passageways

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