

**ON-SITE AND ONLINE
ADVERTISING OFFERS**

**HUNGEXPO
BUDAPEST
CONGRESS AND
EXHIBITION CENTER**

2025

PACKAGE OFFER

MINI package

(Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!)

- 2 pcs Citylight Poster on the passage
- Displaying the company in the top section of the exhibitors' list (as key account exhibitor)

10%
discount

MIDI package

(Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!)

- 2 pcs Citylight Poster on the passage
- Displaying banner above the exhibitors' list
- Displaying banner on the touch screen kiosks set up in the area of the exhibition
- 2 pcs floor sticker or carpet decoration in the pavilion or Entry Halls
- Displaying 1 pc still image on LED TVs in the foyer of the pavilion (1 pavilion)

10%
discount

MAXI package

(Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!)

- Displaying 1 pc still image on LED TVs in the foyer of the pavilion (1 pavilion)
- 1 pc PASSAGE board
- Displaying banner above the exhibitors' list
- Displaying banner and screensaver on the touch screen kiosks set up in the area of the exhibition
- 2 pcs floor sticker or carpet decoration in the pavilion or Entry Halls
- e-DM to 1000 e-mail addresses related to the exhibition

15%
discount



ON-SITE ADVERTISING

PRINTED SURFACES

Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!

CITYLIGHT POSTER

Features: paper, digital print

Place: passage

Available volume: 16 pcs 2-sided

Size: 1,17 x 1,75 m



PASSAGE BOARD

Features: vinyl, digital print

Place: on the side of pavilion "A" at door no. 20
on the side of pavilion "A" at door no. 16
on the side of pavilion "A" at door no. 13
on the side of pavilion "G" at door no. 16
on the side of pavilion "G" at door no. 19

Available volume: 5 pcs

Size : 4,88 x 1,97 m (on the side of pavilion "A")
4,88 x 1,87 m (on the side of pavilion "G")



MOBILE BILLBOARD

Features: paper, digital print

Place: in front of the Entry Halls, at a pre-arranged location, including board rental

Available volume: 2 pcs

Size: 5,04 x 2,38 m



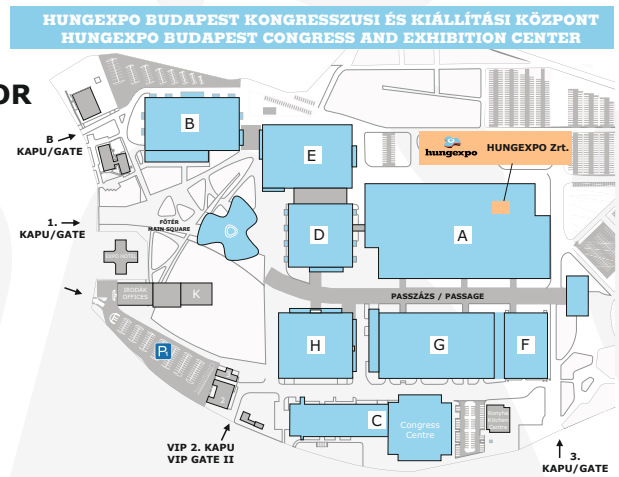
**EXHIBITION MAP, FLOOR PLAN –
LOGO APPEARANCE AND ARROW
HIGHLIGHTING THE STAND OF THE EXHIBITOR
(MAX. 1 LOGO)**

Features: several different surfaces

Place: wherever the map is on display: programs
brochure, pavilion, exhibition area, online surfaces,
kiosk, mobile application

Available volume: 5 pcs

Size: variable



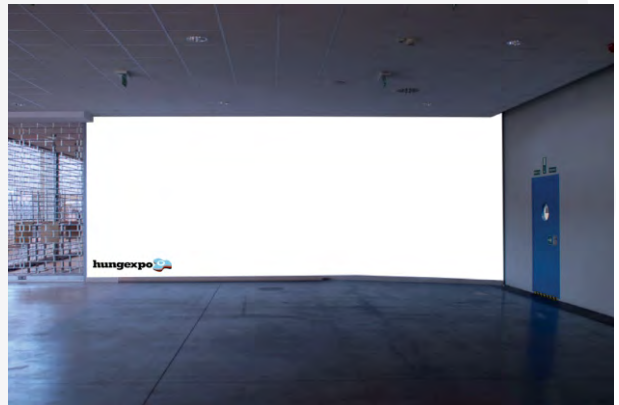
GIANT BOARD

Features: vynil, laminate

Place: the wall between Pavilion G and F

Available: 1 pc

Size: 8,15 x 2,45 m



DESK

Placement of an information desk at a pre-agreed spot
in the Entrance Hall (leaflet distribution only
on the information desk)

Features: arched information desk with header (crew excluded)

Available: 3 pcs/Entry hall



BANNER PRODUCTION AND PLACEMENT FROM READY-MADE GRAPHICS DESIGN

Features: PVC (4+0C) Frontlit
Place: Gate IV
Available volume: 1 pc (only the right side)
Size: 5 x 2 m



Features: PVC (4+0C) Frontlit
Place: Gate VI
Available volume: 1 pc
Size: 5 x 2 m

Features: PVC Blockout (4+0C)
Place: Entry Hall III - between the columns at the side towards the parking lot
Available volume: 1 pc
Size: 8 x 2,5 m (one-side-printed)



Features: PVC Blockout (4+0C)
Place: Entry Hall III - between the columns at the side towards the parking lot
Available volume: 1 pc
Size: 5,7 x 1,5 m (the distance between the central and the right columns is: 5,7 m)

Features: PVC Blockout (4+0C)
Place: Entry Hall III - between the columns at the side towards the gate
Available volume: 1 pc
Size: 10 x 2 m



COLUMN DECORATION

Features: vinyl, laminate

Place: Entry Hall III - entrance passage
Hall B-E gateway
in front of Hall D

Available volume: Entry Hall III - 7 pcs, passage - 66 pcs,
Hall B-E - 10 pcs, Hall D - 4 pcs

Size: 0,96 x 1,5 m



GLASS DECORATION

Features: KAPA board

Place: pair of pavilion doors along the passage

Available volume: varies by pavilion

Size: varies by pavilion



Place: Pavilion G, windows above door 15 and 18
(beside the passage)

Available volume: 3 pcs

Size: 1,85 x 0,8 m



Place: pavilion G window above door 12
(towards Hall H)

Available volume: 2 pcs

Size: 2,1 x 0,79 m



PAVILION ENTRANCE FASCIA BOARD

Place: above the entrance of pavilions A, B, D, E, H

Available volume: 1-1 pc

Size: varies by pavilion (ca. 6,5 m width)

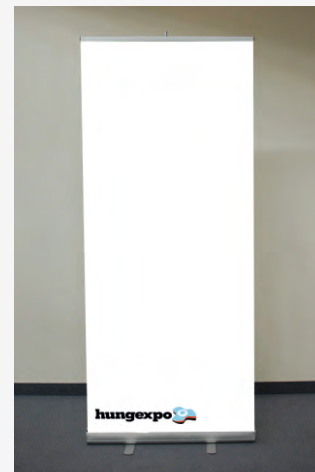


PLACEMENT OF ROLL-UP OR A-FRAME DISPLAYS

Placement of your own roll-up or A-frame displays:

Place: in the pavilion or Entry Halls

Available volume: 5 pcs



FLOOR STICKER

Features: floor vinyl

Place: in pavilions/Entry Hall (on concrete)

Size: 1 x 1 m



CARPET DECORATION

Features: KAPA board, needs to be cut and glued into the carpet

Place: inside the pavilion

Size: 1 x 1 m



LEAFLET

Features: leaflet distribution throughout the entire operation of the exhibition, excluding distributor crew

Place: upon request

SMART DEVICE CHARGER AD

Place: in the area of the exhibition

Features: papir, digital print

Available volume: 3 pcs

Size: 120 x 60 cm (visible size: 115 x 55 cm)



DIGITAL SIGNAGE

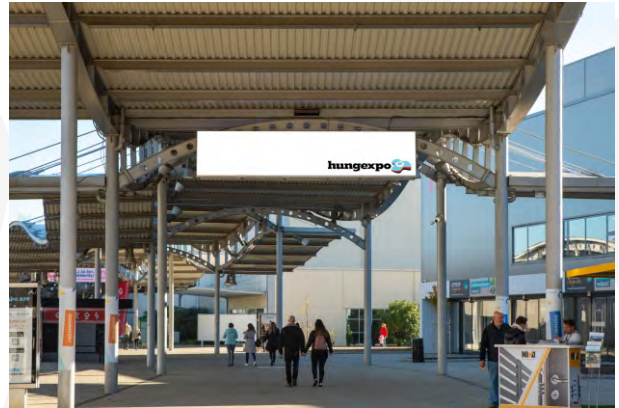
LED PANELS on the passage

- Features:**
- displaying still and moving image
 - ads are repeated every minute
 - 2-sided

Place: passage

Available volume: 3 pcs panel

Size: 10 sqm, 5 x 1 meter per side (1040x208 pixel)



LED TV in the foyer

- Features:**
- displaying still images on 43" LED TVs
 - ads are repeated

Place: in the foyer of pavilions A, B, D, F+G, H, at doors of the pavilions

Available volume: 74 pcs

Size: Full HD (1920 x 1080 pixel)



LED TV in Entry Halls

- Features:**
- displaying still images on 43" LED TVs
 - ads are repeated

Place: in Entry Halls (above the cashiers, at entrances)

Available volume: 22 pcs

Size: Full HD (1920 x 1080 pixel)



KIOSK ADVERTISEMENT

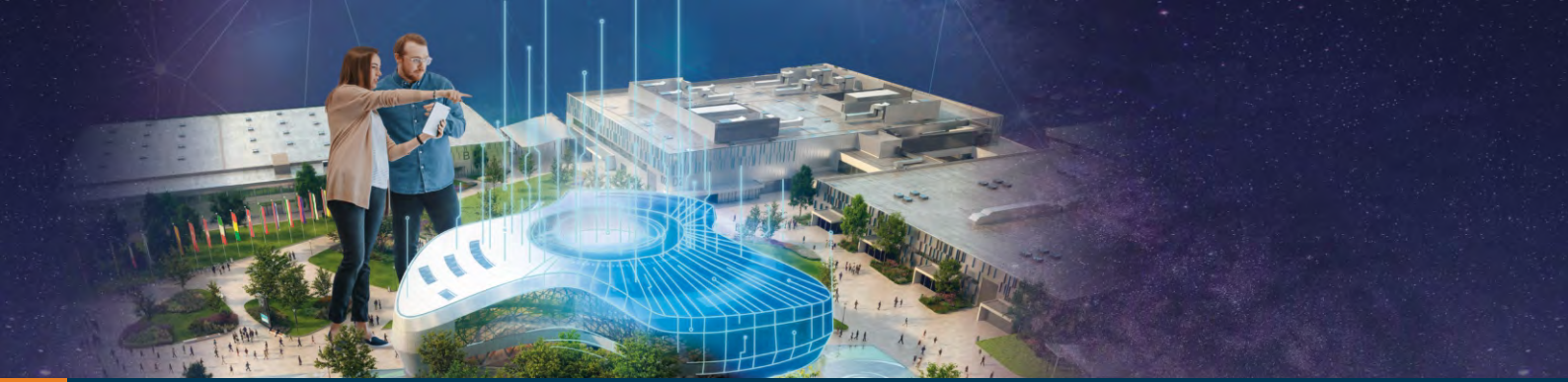
- Features:** banner display above the menu (jpg, png, gif) or screensaver (jpg, png, gif) – appears in case of inactivity

Place: touch screen kiosks set up in the area of the exhibition and in the Entry Halls

Available volume: 8 pcs

Size: variable size





ONLINE ADVERTISING

e-DM

Sending ready-made html letters to the list of e-mail addresses related to the exhibition

Sending - below 1,000 addresses

Sending - between 1,001 and 5,000 addresses

Sending - between 5,001 and 10,000 addresses

Sending - between 10,001 and 15,000 addresses

Sending - between 15,001 and 20,000 addresses

For sending above 20,001 addresses, please contact your organizer about the details!

ONLINE EXHIBITORS' CATALOGUE

Displaying advertisement in the online catalog of the exhibition, which appears on the web page of the exhibition, on the touch screen kiosks in the Entry Halls and in the exhibition area and also in the mobile application.

Highlighting the company in the list of exhibitors with a frame and coloured background

Displaying the company in the top section of the exhibitors' list (as key account exhibitor)

Displaying banner in the banner zone on the right side of the online catalogue (only on web and kiosk)

Size: 180 x 150 px

Format: jpg, png, gif

Displaying banner above the exhibitors' list

Size: 728 x 90 px

Format: jpg, png, gif

Features: displays individually on each page load

HUNGEXPO APPLICATION

Displaying advertisement in HUNGEXPO application

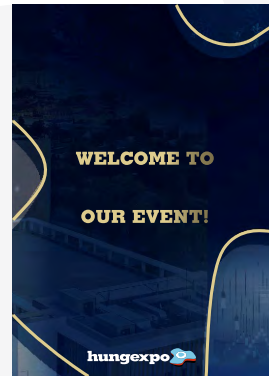
Welcome screen

Size: 860 x 1211 px

Format: jpg, png, svg

Features: displays every time you enter the application
from 1 week before the exhibition until 1 day after the exhibition

Available volume: 1 pc



Displaying banner on the exhibitors page, under the menu

Size: 972 x 700 px

Format: jpg, png, svg

Features: displays alternately with other banners

Available volume: 3 pcs



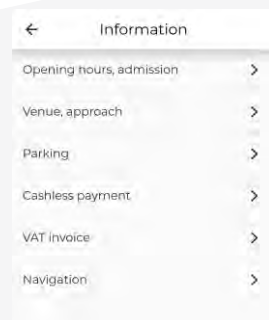
Displaying banner on the information page, under the menu

Size: 972 x 700 px

Format: jpg, png, svg

Features: displays alternately with other banners

Available volume: 3 pcs



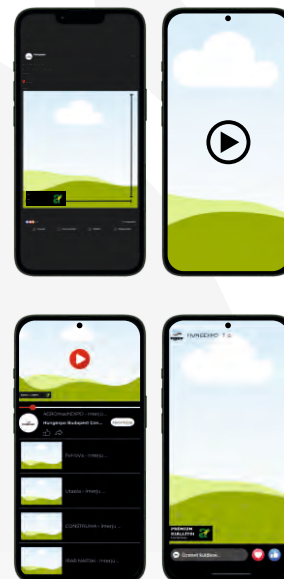
DIGITAL MARKETING PACKAGES

Discover the HUNGEXPO digital marketing packages!

Explore our new digital marketing services to promote your business more effectively!

In 2023, we launched an initiative where the Digital Marketing Team will support our exhibitions with in-house content. Their task is to contribute to the communication of HUNGEXPO's partners and exhibitors through owned social media tools.

In order to help our exhibitors to reach their customers and visitors effectively, we offer two unique solutions that provide professional support for the communication of their participation in the exhibition. Don't miss this opportunity, choose the package that best suits your needs and take your marketing activities to the next level!






SILVER package

With **SILVER PACKAGE** you can now target your audience on two different social media platforms: Facebook and TikTok. The activity and response rate for TikTok is much higher than the average activity rate on other social networking sites. Furthermore, you don't need a follower base to get your video to reach as many users as possible, as the algorithm redistributes content based on viewer satisfaction and reactions.

A maximum of 1 piece per exhibitor can be purchased for an exhibition.

Package contents:





-  1 Facebook post with paid advertising on the Facebook page of the exhibition
-  1 exhibitor TikTok video
-  1 exhibitor parking pass

GOLD package

The **GOLD PACKAGE** includes exclusive digital marketing services that belong to the premium category. As part of this group of services, we not only provide paid Facebook advertising, but also a Facebook story consisting of two story cards. This means that you have the option to attach 2 images / videos, as a story can be split into several scrollable pages. In addition to the above services, we also offer customized interviewing. We will forward the material to you, which you can share on your own social media platforms and website.

A maximum of 1 piece per exhibitor can be purchased for an exhibition.

Package contents:

-  1 Facebook post with paid advertising on the Facebook page of the exhibition
-  1 Facebook story (2 story cards) on the Facebook page of the exhibition
-  1 mini-interview shooting and publishing on the Facebook page of the exhibition and on the exhibition's website, and on our YouTube channel
-  1 exhibitor parking pass

CONTACT

FOR MORE INFORMATION AND TO ORDER CONTACT
OUR EXHIBITION ORGANIZASERS:

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HUNGEXPO BUDAPEST Congress and Exhibition Center

GRAFIKAI TÉRKÉP / Signage map

