



April 22 – 25, 2026
Friedrichshafen | Germany

EXHIBITOR
INFORMATION

TAKE OFF WITH US AND
REACH NEW HEIGHTS!

Advertising & Sponsoring Opportunities



aero-expo.com

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FACT & FIGURES



Over **760** exhibitors
from 38 nations



32,000
visitors from 81 nations



Over **49 %** of the visitors
have a pilot's licence



Over **85 %** of the exhibitor
expectations for AERO 2025 have
been fulfilled or exceeded



480 journalists
from 27 countries



106,000 m²
show venue, 12 exhibition halls,
static display & AERO DOME



328 aircrafts
on display



More than **90 %**
of the exhibitors will participate again
at AERO Friedrichshafen 2026



ONLINE ADVERTISING



FACTS & FIGURES

WEBSITE* (DE/EN)

- Total page views:
320,900 / 205,500
- Exhibitor detail views:
35,360 / 57,560
- Exhibitor directory:
26,200 / 16,700
- Daily program:
12,480 / 3,290
- Hall plan:
10,900 / 4,200
- List of aircraft:
4,400 / 4,800

AERO APP

- Downloads:
Over **9,000**

SOCIAL MEDIA*

LinkedIn:

- Follower growth: **+ 30 %**
- Engagement: **5,350**
- Impressions: **110,000** organic
- Page views: **8,500**

Facebook:

- Page views: **34,100**
- Post impressions: **88,100**
- Total engagement: **20,300**

Instagram:

- Follower growth: **+ 19 %**
- Total post engagement: **110,400**
- Reach: **523,000**
- Reels views: **350,000**
- Reels engagement: **30,000**

NEWSLETTER

- German-speaking subscribers:
13,800
- English-speaking subscribers:
9,760
- Mailings sent (05/24 – 04/25):
28 each in German and English

*Period: 4 weeks before trade fair & trade fair period

ONLINE ADVERTISING

AERO 2026 | Advertising & Sponsoring Opportunities

OFFICIAL WEBSITE

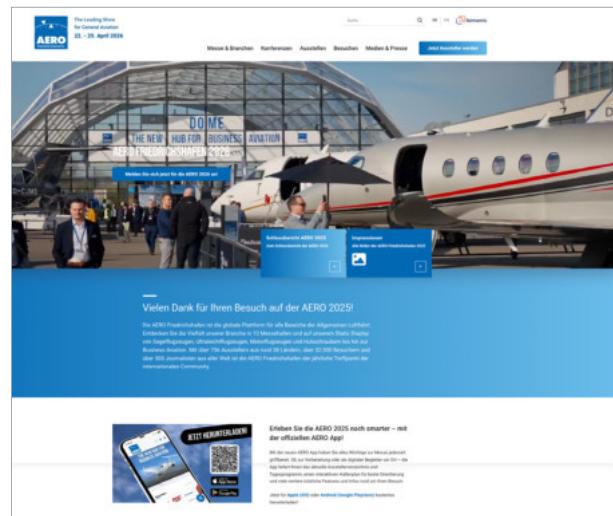
177,000 international users and 929,000 page impressions per quarter, available in 2 languages

PLACEMENT OPTIONS FOR YOUR ONLINE BANNERS

- on the editorial page
- on the exhibitors search page
- in the conference programme

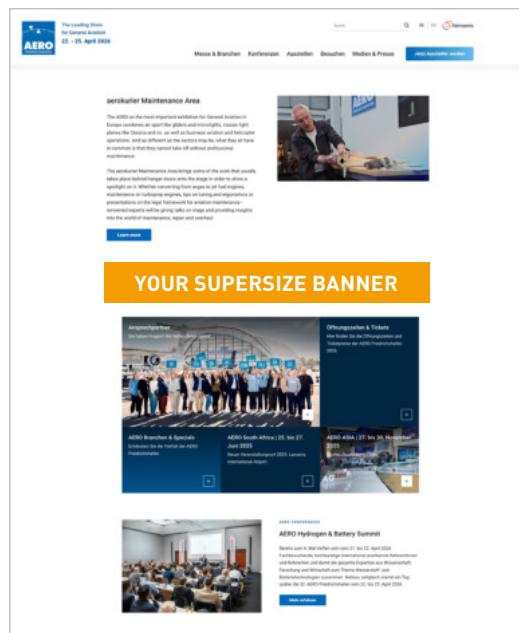
Banner: **Price on request**

- AERO Homepage
- Exhibitor directory
- AERO Branches & Specials
- Hall overview
- Conferences
- Tickets & Opening hours



Banner: **Price on request**

- Travel
- Accommodation
- Why exhibit?
- Media Room



NEWSLETTER

- Subscribers: 23,470
- Languages: German and English

NEWSLETTER OPTIONS

1 banner per mailing in the newsletter:

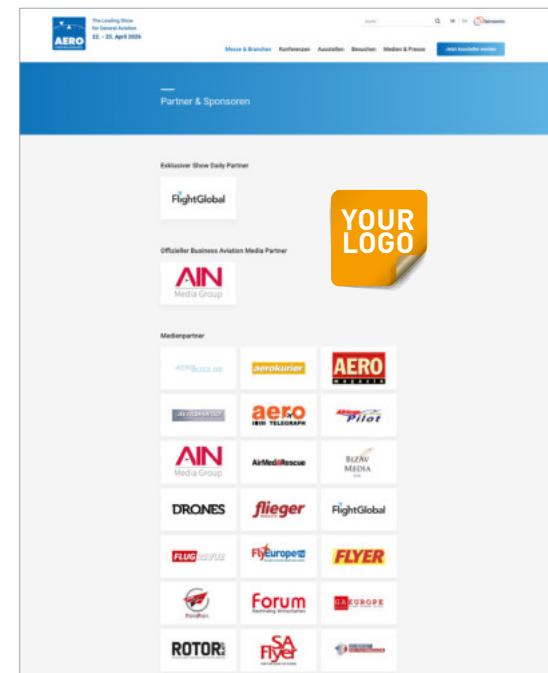
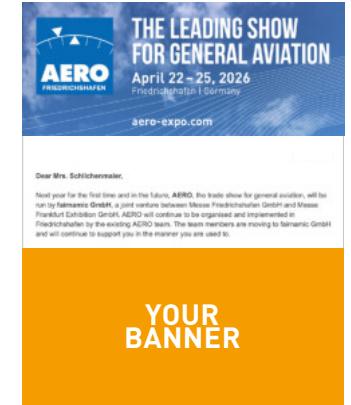
€ 950 plus VAT

Bespoke individual newsletter:

€ 3,500 plus VAT

Banner and text segment:

€ 1,700 plus VAT



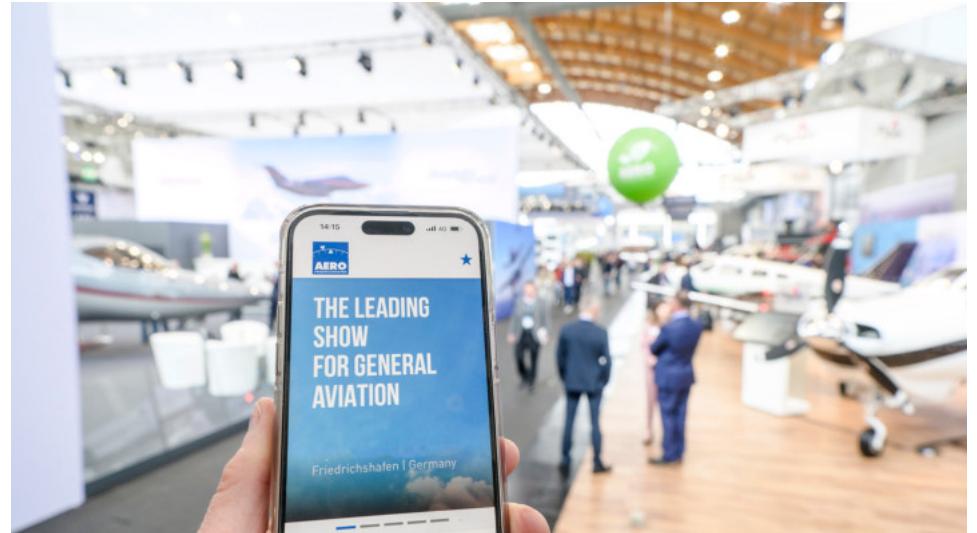
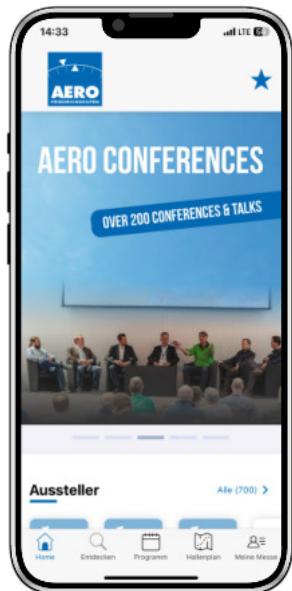
ONLINE ADVERTISING

AERO 2026 | Advertising & Sponsoring Opportunities

OFFICIAL APP

PLACEMENT OPTIONS FOR YOUR APP BANNERS

Global App Sponsor:	€ 6,980 plus VAT
Homepage Banner:	€ 2,490 plus VAT
Exhibitor directory: Top of List	€ 3,480 plus VAT
Exhibitor directory: Sandwich	€ 2,290 plus VAT
Daily program:	Price on request



++ ADVANTAGES

- Digital indexes (for exhibitors, products and trademarks)
- Available in 2 languages
- Placement of your own social media links

ONSITE ADVERTISING



ONSITE ADVERTISING

AERO 2026 | Advertising & Sponsoring Opportunities

SPECIAL ADVERTISING SPACES

INDOOR BANNERS

Format	individual and upon request
Price	Rent incl. production

WINDOW BANNER ON THE REVOLVING DOORS

In hall A2, A3 and A4	EACH € 2,500 plus VAT
At the Career Days space	€ 1,500 plus VAT

OUTDOOR BANNERS

Price	Rent excl. production
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BANNER ON CONSTRUCTION FENCES

At the Static Display	€ 495 plus VAT
Format: 340 x 170 cm	

BANNER ON BARRIERS

At the Static Display and towards the main entrance west	€ 275 plus VAT
Format: 183 x 75 cm	

STAIRCASE STICKERS IN FOYER WEST AND EAST

Format	individual and upon request
Price	Rent incl. production

STAIRCASE STICKERS

Per staircase including every step	€ 5,000 plus VAT
Per staircase including every second step	€ 3,500 plus VAT

ADVERTISING SPACES INDOOR AND OUTDOOR

You can find further options via our partner werbeflächen24

Format	individual and upon request
can be booked directly at Werbeflächen24	Rent incl. production

CONTACT:

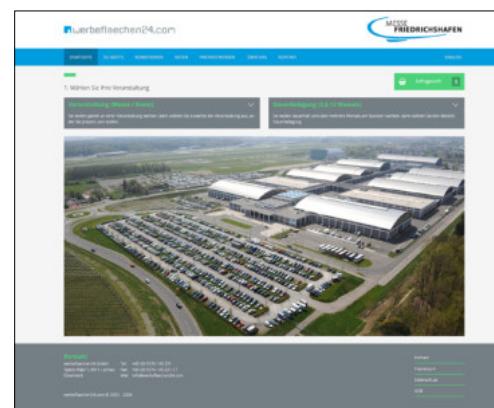
Markus Graz

Geschäftsführung, Inhaber

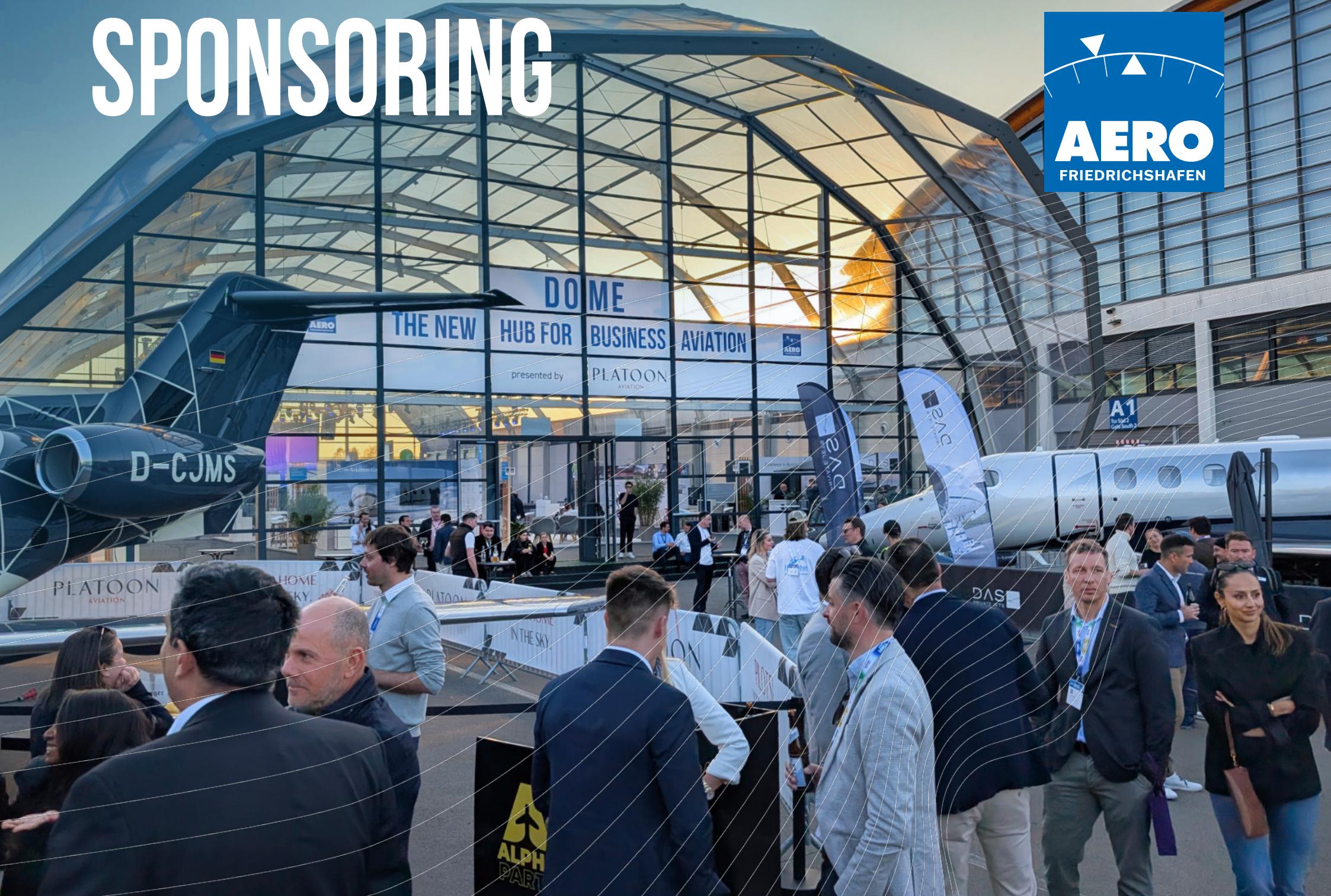
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SPONSORING



SPONSORING AERO EVENING RECEPTIONS

AERO 2026 | Advertising & Sponsoring Opportunities



AERO EVENING RECEPTION

Price on request

- The AERO Evening Reception is the exclusive networking event for all exhibitors of AERO Friedrichshafen – a night dedicated to celebrating innovation, connection, and success in the aviation industry.
- As a sponsor, you have the unique opportunity to present your brand to a targeted audience of industry professionals in a relaxed and elegant setting. Gain premium visibility, strengthen your relationships, and show your commitment to the global aviation community.
- Take off with us – become a sponsor of the AERO Evening Reception and make your brand part of the evening's highlight.



AERO EVENING RECEPTION BUSINESS AVIATION

Price on request

- The AERO Evening Reception is the premier networking event for the Business Aviation community at AERO Friedrichshafen — an exclusive evening designed to connect key players, decision-makers and innovators in a relaxed and elegant atmosphere.
- As a sponsor, you'll position your brand at the center of the Business Aviation sector, gaining high-value exposure among top-tier professionals. It's your chance to elevate your profile, build strong relationships, and showcase your commitment to shaping the future of aviation.
- Be where Business Aviation meets.
- Become a sponsor of the AERO Evening Reception.

SPONSORING

AERO 2026 | Advertising & Sponsoring Opportunities



PILOT ENTRANCE

Price: € 5,000 plus VAT

- Official sponsor of the Pilot Entrance
- Active distribution of promotional material and giveaways to pilots by pay desk staff at the Pilot Entrance
- Banners/posters inside and outside the Pilot Entrance



AERO AREA & EVENT SPONSOR

Price on request

AERO offers you a partnership for an event or special area, e.g.

- Hydrogen & Battery Summit
- Career Days
- GA Academy
- Investor Lounge
- Be a pilot



AERO CONFERENCE HEADLINE PARTNER

Price: € 12,500 plus VAT

INDIVIDUAL AREAS ON REQUEST

- Online logo/banner under "AERO Conferences" and „Partner and Sponsors“
- On-site branding guides to the Conference rooms. Branding of the conference centers East & West
- Placement of beach flags and roll-ups at stage in the Foyer East (provided by the sponsor)
- Logo on the stages in the Foyer East & West
- Logo/PR in at least one newsletter for visitors
- Social media posts on our distributing online channels

SPONSORING

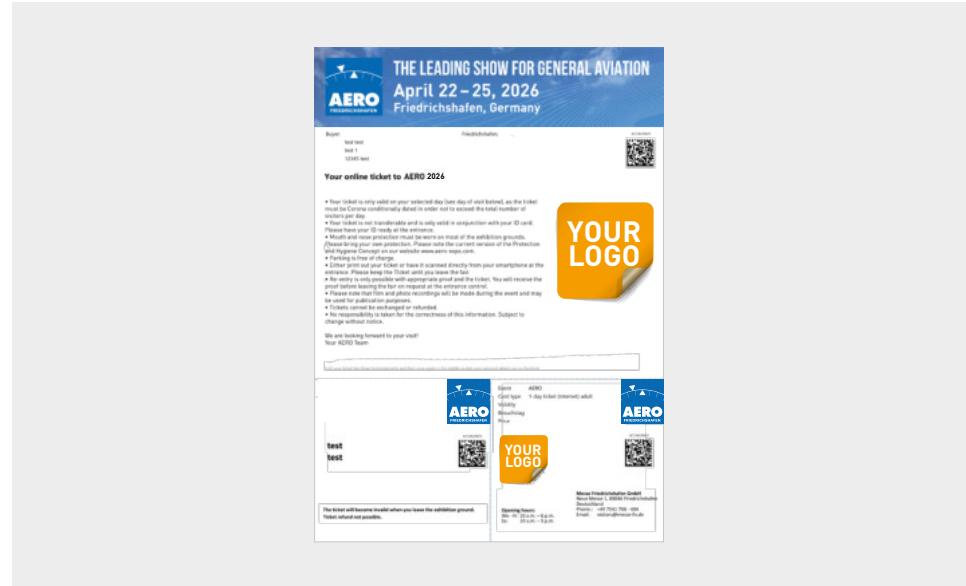
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LANYARDS

Price: € 10,000 plus VAT

- Put your company logo prominently in the focus of all visitors
- Reach the exhibitors, press representatives and trade visitors
- Distribution at the entrances
- Exclusive sponsor of the lanyards
- Size and position of the logo on lanyards by arrangement



TICKET & BADGES SPONSOR

TICKET BANNER OPTIONS

Ticket shop banner	€ 7,500 plus VAT
Entry gates banner	€ 5,000 plus VAT
Logo on website ticketshop	€ 7,500 plus VAT
Logo on online ticket & PDF	€ 5,000 plus VAT
Logo on screens at the cash desks	Price on request

SPONSORING

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SHUTTLE SERVICES

Price on request

PILOT SHUTTLE AIRFIELDS TO FRIEDRICHSHAFEN

- Pilots flying to EDNY will be shuttled from the apron at Bodensee Airport to the Pilot Entrance.
- Branding of hired shuttle buses, logo on both sides of the buses.
- Sponsors march display promotional material in the buses (up to 3 sponsors).

HOTELS -SHUTTLES FOR EXHIBITORS TO FRIEDRICHSHAFEN

- Exhibitors and visitors shuttled from hotels around Friedrichshafen to the event location.
- Be the first to make contact with exhibitors and visitors with your brand before they even enter the exhibition grounds.
- Placement of advertising material.



SPONSORING HALL OVERVIEW

Price on request

- Logo on hall plans in all 12 halls
- Logo on the „You are here Boards“ (2 x 4 m)

PRESS | PR SERVICES



PRESS | PR SERVICE

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NOVELTIES

Price: free of charge

- Please let us know if you are planning to launch a new product at AERO Friedrichshafen.
- You can upload an image for every product.
- The list of new products will be published online and as pdf-document for journalists and blogger.



PRESS BOX

Price: € 75 plus VAT

Online:

- After booking via the online form, you will receive your access data and can publish and edit your press releases on the AERO website.
- One image upload per press release possible.
- Adding exhibitor data and press contact details is possible.

On site:

- Display of printed press information in press center East and West.
- Reservation of press boxes and labelling with company name, booth number and language.
- Exhibitor fill their press box when the trade show starts (around 20-30 copies per press center recommended).

PRESS | PR SERVICE

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PRESS CONFERENCE

Price: € 350 plus VAT

- Please let us know the place and date you wish to hold your conference (conference room or booth number).
- We check schedule conflicts.
- Press conferences will be published on our website and offered to journalists in the press centers.
- Self-responsible organization and invitation.



CELEBRITIES ON YOUR BOOTH

Price: free of charge

- Let us know if you expect celebrities.
- Dates will be published online for journalists, bloggers and visitors.

YOUR CONTACTS

AERO 2026 | Advertising & Sponsoring Opportunities

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We look forward to hearing from you!



aero-expo.com



AUSTRIA

SWITZERLAND

GERMANY

THE GLOBAL SHOW
PORTFOLIO FOR
GENERAL AVIATION



organized by:



Venue & Cooperation Partner

