



April 9 – 12, 2025
Friedrichshafen | Germany

TAKE OFF WITH US AND REACH NEW HEIGHTS!

Advertising & Sponsoring Opportunities



aero-expo.com

Facts & Figures	3
Online	5
Onsite	7
Sponsoring	9
Press/PR Service	13
Contact persons	<u>INDIVIDUAL PACKAGES ON REQUEST</u> 15

Note: This offer and its contents are protected by copyright. Information contained herein shall not be distributed to third parties. Fairnamic GmbH, Neue Messe 1, 88046 Friedrichshafen, Germany, is the copyright holder. All the services offered hereinafter will only become legally effective upon conclusion of a contract.

AERO FRIEDRICHSHAFEN

AERO 2025 | Advertising & Sponsoring Opportunities



680
exhibitors
from 38
countries



Over **53%**
of the visitors
have a pilot
licence



Over **90%** of the
2023 exhibitors will
exhibit again at AERO
Friedrichshafen 2025



Over **85%** of the
exhibitor expectations
for AERO 2024 have been
fulfilled or exceeded
★★★★★



270 aircraft
on display

32,000
visitors from
81 nations



512
journalists from
28 countries

90,000 m²
show venue,
12 exhibition halls,
1 huge static display





2025 | Advertising & Sponsoring Opportunities

ONLINE

HOW YOU BENEFIT

You're visible to your target group worldwide.

You're getting a guaranteed long-time visibility before, during and after the show.

You're present on almost every smartphone during the show as web and app indispensable guides for every visitor.

Many options available for every budget.

ONLINE

OFFICIAL WEBSITE

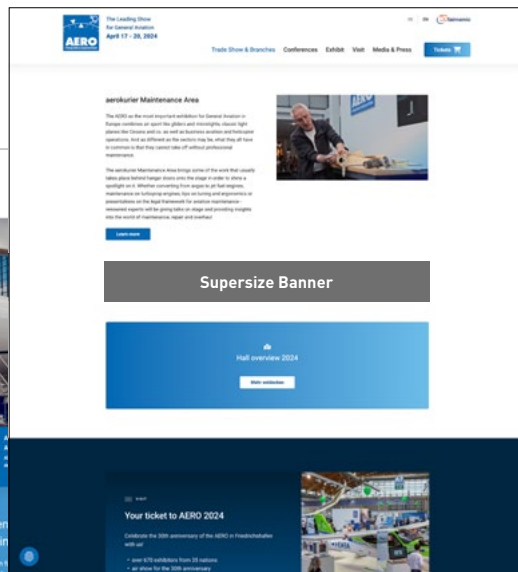
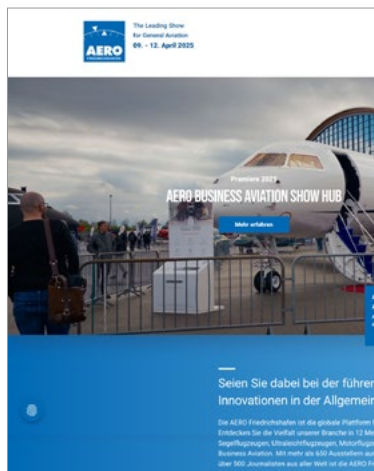
177,000 internationale user and 929,000 page impressions per quarter and available in 2 languages.

PLACEMENT OPTIONS FOR YOUR ONLINE BANNERS

- on the editorial page
- on the exhibitors search page
- in the event calendar

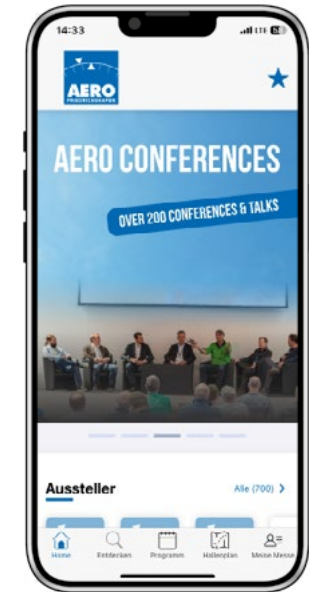
Banner:	Price on request	Banner:	Price on request
---------	------------------	---------	------------------

- | | |
|---|--|
| <ul style="list-style-type: none"> • AERO Homepage • Exhibitor directory • AERO Branches & Specials • Hall overview • Conferences • Tickets & Opening hours | <ul style="list-style-type: none"> • Travel • Accomodation • Why exhibit? • Media Room |
|---|--|



AERO 2025 | Advertising & Sponsoring Opportunities

NEW 2025: OFFICIAL APP



PLACEMENT OPTIONS FOR YOUR APP BANNERS

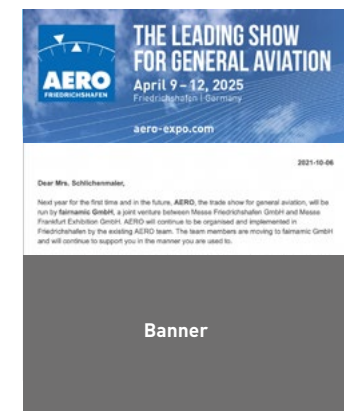
Global App Sponsor:	€ 6,980 plus VAT
Homepage Banner:	€ 2,490 plus VAT
Exhibitor directory: Top of List	€ 3,480 plus VAT
Exhibitor directory: Sandwich	€ 2,290 plus VAT
Daily program:	Price on request

NEWSLETTER

- Subscribers: 18,000
- Language: German and English

NEWSLETTER OPTIONS

1 banner per mailing in the newsletter:	€ 2,000 plus VAT
Bespoke individual newsletter:	€ 2,500 plus VAT





2025 | Advertising & Sponsoring Opportunities

ONSITE

HOW YOU BENEFIT

You're increasing visibility: your brand will be seen by all attendees, not just those visiting your booth, enhancing overall recognition.

You're gaining targeted exposure: positioned in high-traffic areas, your advertising materials capture the attention of a relevant audience, increasing the chance of engagement.

You're maximizing reach: banners and signage spread throughout the venue ensure that your message is constantly in view, maximizing your exposure to all event participants

You're strategically placing your ads: with customizable locations across the venue, you can place your advertisements in spots where they will be most impactful, such as near entrances, registration areas, or high-traffic walkways

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	€ 2,500 plus VAT
At the Career Days space	€ 1,500 plus VAT

OUTDOOR BANNERS

Price	Rent excl. production
-------	-----------------------

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: Kurt Abele
 Pestalozzistrasse 22
 88069 Tettngang (Deutschland)
 ☎ +49 (0) 7542 66 18
 M: +49 (0) 0177 21 36 387
 ✉ abele@werbeflaechen24.com



2025 | Advertising & Sponsoring Opportunities

SPONSORING OPPORTUNITIES



SPONSORING



LANYARDS

Price on request

- 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



AERO AREA | EVENT | THEME PARTNER

Price on request

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

- Career Days
- GA Academy
- formnext Area
- **Hydrogen & Battery Summit SOLD!**



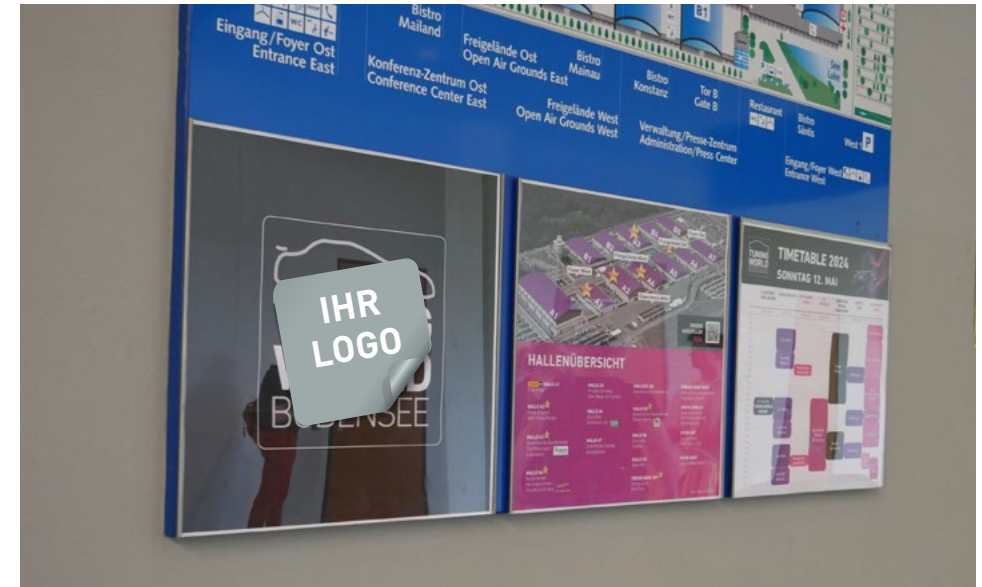
AERO CONFERENCE HEADLINE PARTNER

Price: € 17,500 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



REGISTRATION SPONSORSHIP

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 HALL OVERVIEW

Price on request

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

SPONSORING



PILOT ENTRANCE

Price: € 4,500 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



SHUTTLE-BUSES

Price on request

- Pilot shuttle 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).



2025 | Advertising & Sponsoring Opportunities

PRESS | PR SERVICE



PRESS | PR SERVICE



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 trade show starts (Around 20-30 copies per press center recommended)

PRESS | PR SERVICE



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

FOR SPONSORSHIP INQUIRIES:



Tobias Bretzel

fairnamic GmbH
Show Director

📞 +49 7541 95995 51

✉️ tobias.bretzel@fairnamic.com



Tim Pfefferkorn

fairnamic GmbH
Projektmanager Aussteller

📞 +49 7541 95995 57

✉️ tim.pfefferkorn@fairnamic.com

FOR PRESS / PR SERVICES:



Sabine Zorell

Messe Friedrichshafen GmbH
Press Organisation

📞 +49 7541 708 307

✉️ sabine.zorell@messe-fn.de

We look forward to hearing from you!

