

# ORTHOPÄDIE SCHUH TECHNIK

International Trade Fair and Congress

20.-21. OCTOBER 2023 | Koelnmesse, Hall 4.2



## MARKETING-PLUS SERVICES 2023

### VERANSTALTER

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PRINT & DIGITAL

ADVERTISING WORKS!

# Presentations

## Presentations at the Forum

Do you have innovative products, technologies or concepts that products, technologies or concepts? Then present them to the trade fair audience as part of a technical presentation at the Forum within the exhibition hall 4.2.

The moderated forum area is freely accessible to visitors. Presentations will be held there continuously on both days of the fair.

**Price: 420,- EUR for 25 minutes lecture**

**Registration deadline: 29 July 2023**



# OUTDOOR ADVERTISING

## Window Space

Window space / Entrance East

**Width x Height:** 4 x 270,50 cm x 156,50 cm

4 x 241,00 cm x 157,50 cm

**Material:** Digital print on removable vinyl film

### Print data requirements:

- Dimensions as stated.
- Print data provided by customer.

**Price:** 810.- EUR per Window

**Production incl. lamination and de-lamination**



# OUTDOOR ADVERTISING

## Floor sticker Outdoor

**Width x height:** 100 cm x 50 cm

Production with anti-slip laminate incl. Lamination /  
delamination

**Price on demand**



# INDOOR ADVERTISEMENT

## Banner/ Entrance West

On the ground floor of the West Entrance

**Width x Height:** 8,00 m x 1,20 m

**Material:** Stage Canvas light, B1

**Fabrication:** top hemstitch for keder insert 8.5 mm,  
bottom hemstitch for 30 mm tube

### Print data requirements:

- Distance of 12 cm to edge required for hemstitch.  
Fonts, logos and pictos must be placed at least 12 cm from the edge (top and bottom) for the hemstitch.
- Printing data are provided by the customer.

**Price:** 1.140.- EUR per banner

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Floor sticker / Entrance West

**Width x Height:** 5,00 m x 2,50 m

**Material:** Digital print on removable vinyl film incl. protective laminate for floor advertising with anti-slipproperties.

**Printing requirements:**

- Dimensions as specified
- Printing data are provided by the customer

**Price:** 1.450.- EUR

**Production incl. lamination and de-lamination**



# INDOOR ADVERTISEMENT

## Wallspace

At the escalator staircase on the 1st floor of the West Entrance

**Width x Height:** 4,00 m x 2,00 m

**Material:** Print on SK film on Forex 3 mm incl. bleed

### Print data requirements:

- Dimensions as specified
- Printing data are provided by the customer

**Price:** 1.300.- EUR

**Production incl. assembly and disassembly**





# INDOOR ADVERTISEMENT

## Banner at the height of the turnstiles / Passage 2-4

Banner right/left/centre

**Width x Height:** 281,75 cm x 91,75 cm

**Material:** Blackout, B1

**Fabrication:** top and bottom hemstitch for 30 mm tube

### Print data requirements:

- Distance of 12 cm to edge required for hemstitch.
- Fonts, logos and pictos must be placed at least 12 cm from the edge (top and bottom) for the hemstitch.
- Printing data are provided by the customer.

**Price:** 770.- EUR per banner

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Banner next to Infopoint Passage 2-4

Banner right/left of Infopoint

**Width x Height:** 281,75 cm x 91,75 cm

**Material:** Blackout, B1

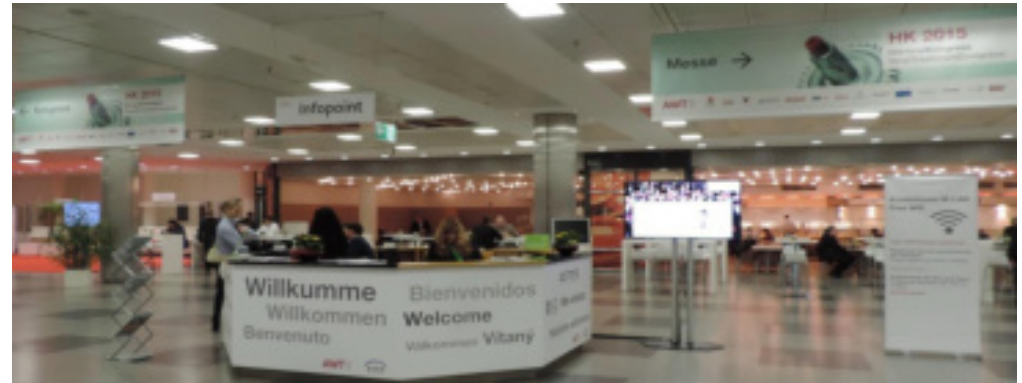
**Fabrication:** top and bottom hemstitch for 30 mm tube

### Print data requirements:

- Distance of 12 cm to edge required for hemstitch.
- Fonts, logos and pictos must be placed at least 12 cm from the edge (top and bottom) for the hemstitch.
- Printing data are provided by the customer.

**Price:** 585.- EUR per banner

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Pillars on Passage 2/4

**Visible measure:** W 2320 mm x H 3380 mm

**Production measure:** W 2390 mm x H 3380 mm

**Material:** Digital print on PVC-coated polyester banner

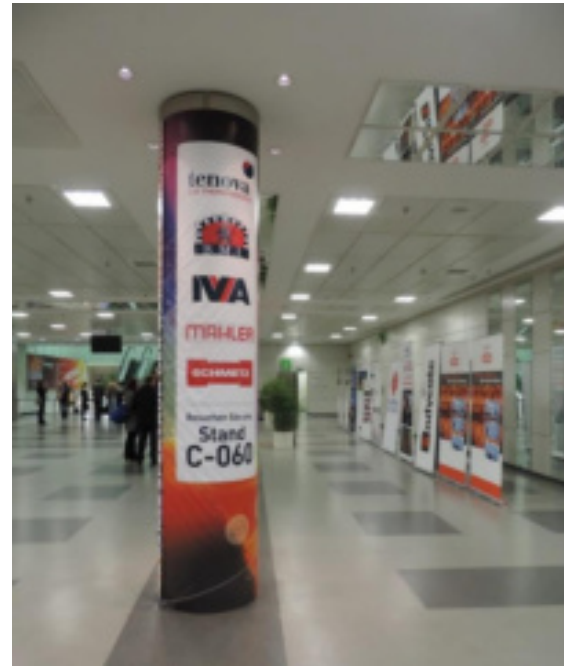
**Confection:** made up on the back with velcro/fleece

**Print data requirements:**

- Motif allowance of 70 mm in width for production
- Printing data are provided by the customer

**Price:** 1.100.- EUR per pillar

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Banner at the pillars on the Passage 2/4

In front of the entrance to Hall 4.2

**Width x Height:** 91,75 cm x 281,75 cm

**Material:** PVC Frontlit, B1

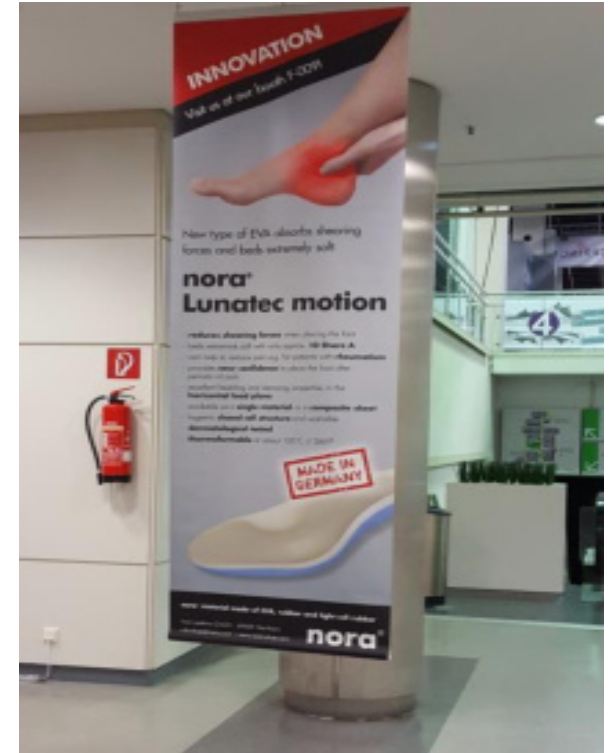
**Confection:** top hemstitch for keder insert 8.5 mm, bottom hemstitch for 30 mm tube

### Print data requirements:

- Distance of 12 cm to the edge required for hemstitch.
- Fonts, logos and pictograms are to be printed with a at least 12 cm from the edge (top and bottom) for the hemstitch
- Printing data are provided by the customer.

**Price:** 665.- EUR per Banner

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Banner (glass elements) of the staircases at the halls

Banner on the staircase of Hall 4.2

**Width x Height:** 2,50 m x 0,90 m

**Material:** PVC-Frontlit, B1

**Fabrication:** top and bottom hemstitch for 30 mm tube

### Print data requirements:

- Distance of 10 cm to edge for hemstitch required.
- Fonts, logos and pictograms are to be printed with at least 10 cm from the edge (top and bottom) for the hemstitch.
- Printing data will be provided by the customer.

**Preis:** 760.- EUR per Banner

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Side surfaces Passage 2/4 in the direction of Hall 4.2

**Width x Height (right):** 7,00 m x 1,80 m

**Width x Height (left):** 9,00 m x 1,80 m

**Material:** PVC Frontlit, B1

**Confection:** top hemstitch for keder insert 8.5 mm, bottom hemstitch for 30 mm tube

### Print data requirements:

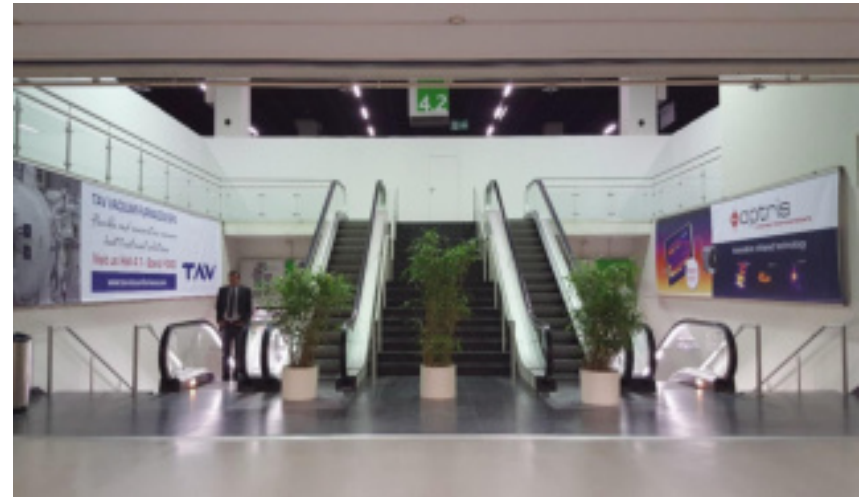
- Distance of 12 cm to the edge required for hemstitch.
- Fonts, logos and pictos must be placed at least 12 cm from the edge (top and bottom) for the hemstitch.
- Printing data are provided by the customer.

### Price:

**Banner on right side:** 1.020.- EUR

**Banner on left side:** 1.300.- EUR

**Production incl. assembly and disassembly**



# INDOOR ADVERTISEMENT

## Steps of Passage 2/4 in Hall 4.2

1 staircase in the middle with 2 x 9 steps

**Width x Height:** 2200 mm x 120 mm

**Material:** Digital print on removable vinyl film

### Print requirements:

- one print file per stair unit without bleed.
- Attachment as 1 file for total steps (120 mm x 18 steps → W 2200 mm x H 2160 mm)
- Printing data will be provided by the customer

**Price:** 1.440.- EUR

**Production incl. lamination and de-lamination**



# INDOOR ADVERTISEMENT

## Escalator Ads

Entrance West, from Passage 2/4 into Hall 4.2

Bonding of escalator handrails with digital printing

Specific requirements will be announced after booking.

Printing data are provided by the customer

**We will be happy to make you an individual offer if you are interested!**





## Hall floor advertising: Floor stickers

**Format:** to be produced in all sizes

**Material:** Digital print UV, quality film incl. protective laminate.

**Print requirements:**

- Page format must be proportional to the output format. Bleed is not necessary.
- Printing data is provided by the customer

**Price:**        Ø 100 cm x 100 cm:        585.- EUR

                  Ø 120 cm x 120 cm:        610.- EUR

**Production incl. lamination and de-lamination**

Other formats on request!



# INDOOR ADVERTISEMENT

## Hall floor advertising: Footsteps

**Width x Height:** 15,00 cm x 35,00 cm (Other formats on request!)

**Material:** Digital print UV, quality film incl. protective laminate

### Print requirements:

- Page format is to be created proportionally to the output format. Bleed is not necessary.
- Printing data is provided by the customer

**Price:** 910.- EUR for 25 pieces

### Production incl. lamination and de-lamination

The exact number of footsteps that makes sense to use, always depends on the desired running path!

We are also happy to prepare individual offers.



## The print data must always be provided by the customer

For the assembly and disassembly of various signage options, cherry pickers are required and invoiced separately according to actual expenditure. The use of the cherry pickers is of course bundled so that the effort for you is minimized as much as possible.

All prices listed are exclusive of statutory VAT.

Please send your print data until the 11<sup>th</sup> September 2023 to:

### **RAW`n`Restless GmbH**

Thomas Weber

Tel.: +49 (0) 8245 68 04 98

E-Mail: [thomas@rnr-events.de](mailto:thomas@rnr-events.de)

This information can help you to optimally create your print data.



**Print data preferably PDF -X3.**

Open data from common programs such as **InDesign, Illustrator or Photoshop**.  
Fonts should be converted into **paths** or provide a **separate font case**.



**Color space is CMYK, special colors are converted to CMYK.**

**No RAL information, only Pantone or HKS.**



**Scale 1:1 up to 5000mm, 1:10 from 5000mm.**

Please **check** the created files in **1:1** representation  
(100% view of the final format).

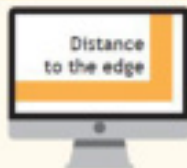
The **resolution** shown corresponds to the maximum optical **output resolution**.



**Logos preferably in vector form.**

Elements for **plotting** as a **vector form** from a vector program (e.g. Illustrator),  
placed **scans** and **pixel files** **cannot** be plotted.

This information can help you to optimally create your print data.



Make sure there is enough **distance to the edge** because of the **manufacture**.  
**At least 50mm**. With a hemstitch for e.g. a size 30 pipe **100 mm**.  
Add 10 mm all around for assemblies  
Print data **without registration marks, print marks, etc.**



Print size:	final resolution:	Viewing distance:
bis ca. 1 qm	150 - 200 dpi	1 bis 3 m
bis ca. 5 qm	75 - 100 dpi	4 bis 6 m
über 5 qm	30 - 60 dpi	über 10 m



Note the **final dimension** in the **file name**:  
**Specifications in millimeters**.  
e.g. >>Print\_4500x3500\_1zu1.pdf<<



A **contour cut** must be defined as a **spot color (full tone)**,  
and referred to as „**CutContour**“.  
Drop to the **top level**. Outline thickness **0.25 pt**

## Structure and examples of a digital advertising space

The total of all advertising messages per advertising space is called a matrix. The duration of a matrix is 10 minutes. After that, the content is repeated again. The length of an advertising message is between 30 seconds and 4 minutes (step by step in 30seconds)

To generate the greatest possible attention, we recommend advertising messages with a playout duration of 30 seconds. Your message is visible 60 times throughout the day (Six 10-minute slots per hour)



# DIGITAL ADVERTISING SPACE

## LFD – Monitore S25 E, S25 W

From the highly frequented Passage 2 4, the LFD screens are popular signposts to the levels of Hall 4 and your stand in Hall 4.2.

### Price: Per Screen

1 day 30min video alternating with other exhibitors	390.- EUR
2 days 30min video exclusive	770.- EUR
1 day 30min video alternating with other exhibitors	590.- EUR
2 days 30min video exclusive	1090.- EUR



## Data provision

From the highly frequented Passage 2 4, the LFD screens are popular signposts to the levels of Hall 4 and your stand in Hall 4.2.

For the display of images on the digital surfaces, image files in the formats jpg, png, gif or bmp, taking into account the corresponding resolution of the resolution of the respective surface, to be provided by the customer.

If videos are to be shown on the surfaces, these are to be in mp4 format, taking into account to be delivered on the corresponding resolution of the respective surface.

Please send your data for the digital space to

**RAW´n´Restless GmbH, Thomas Weber**

Tel.: +49 (0) 8245 68 04 98

E-Mail: thomas@rnr-events.de

## Belegungsmöglichkeiten



## Content 16:9

Maße (BxH)	2,16 x 1,21 m
Auflösung (BxH)	3840 x 2160 px
Gesamtpreis im 10-Minuten-Takt	
30 Sekunden	<b>551,73 EUR</b>



## Online advertising on ostechnik.de

### Billboard:

- Format: 970x250px (D)  
300x75px (M)
- Price: **920,00€ (2 weeks)**

### Medium Rectangle:

- Format: 300x250px
- Price: **1.045,00€**

### Halfpage Ad:

- Format: 300x600px
- Price: **1.210,00€**



# CONTACT



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