

**PROMOTE YOUR
EVENT ON EVERY
PLATFORM!**

THE STAGE IS YOURS

mcg  graz

FORWORD

**Dear organisers,
it's our job to make everything possible. Not just on the big day itself – but during the months and weeks prior to your event. The expertise provided by our staff enables you to fulfil all your marketing goals and fill the expo halls, too.**

The MCG experience offers more than just the best venues with the very latest equipment and facilities. We offer our business associates numerous opportunities to promote their events. These include several units of advertising space on the grounds of the expo centre. We are happy to assist you.

PROMOTIONAL MCG GOODIES

Free of charge: As a small “starting aid” we are happy to support you with the following services:

- **Integration of your event in the event overview on mcg.at**
- **One-time attendance of the event in the MCG newsletter (with over 10,000 subscribers)**
- **Application on our social media channels**





ADVERTISING SPACE

We offer a full range of services from a single source – be it in the field of organisation or the promotion of events. We complement our offline work with online activities, and conventional advertising with posts and grams. Hence, our clients can always rely on a team of experts happy to make a mountain out of a molehill!

#marketinggoals

‘MESSEPLATZ’ ADVERTISING SPACE

Advertise your event where there are lots of visitors – at the venue! Packages, terms and conditions on request.

HALL A Conrad-von-Hötzendorf-Straße

Dimensions/visible surface:	Width 8.46 m x Height 12.75 m
Details:	Additional 13 mm top and bottom keder channels, seams left & right, large eyelets every 50 cm (compliant with regulations), eyelet hole diameter 16 mm, digital print on mesh, standard *B1
Contacts/Price:	Approx. 100.000 views/week, € 2,500/month

HALL A Fröhlichgasse

Dimensions/visible surface:	Width 8.21 m x Height 12.75 m
Details:	Additional 13 mm top and bottom keder channels, seams left & right, large eyelets every 50 cm (compliant with regulations), eyelet hole diameter 16 mm, digital print on mesh, standard *B1
Contacts/Price:	Approx. 40,000 views/week, € 2,100/month

EXPO TOWER

Dimensions/visible surface:	Width 11.32 m x Height 18 m
Details:	Additional sealed-all-round 10 mm keder channel, eyelets in all 4 corners, digital print on mesh, standard *B1
Contacts/Price:	Approx. 120,000 views/week, € 9,000/month

LADENSTEIN left/LADENSTEIN right

Dimensions/visible surface:	Width 4.51 m x Height 7.50 m
Details:	Additional sealed-all-round 10 mm keder channel, (total external width 4.53 m), digital print on mesh, standard *B1
Contacts/Price:	Approx. 35,000 views/week/space, € 1,800/month/space

FLAGS 10 x Conrad-von-Hötzendorf-Straße

Dimensions:	Width 1 m x Height 4 m
Details:	Banner flag with centre-pull and transverse arm

FLAGS 4 x Fröhlichgasse

Dimensions:	Width 1 m x Height 4 m
Details:	Banner flag with centre-pull and transverse arm

FLAGS 2 x expo tower entrance

Dimensions:	Width 1 m x Height 4 m
Details:	Banner flag with centre-pull and transverse arm

FLAGS 3 x expo park in front of entrance no. 4

Dimensions:	Width 1 m x Height 4 m
Details:	Banner flag with centre-pull and transverse arm

POSTER SPACES

There are numerous poster billboards available around the grounds of the exhibition centre and on the forecourt of the Merkur Arena (size: 24 x A1 sheet).

Expo forecourt 7 billboards (format 24 x A1)
Fröhlichgasse 6 billboards (format 24 x A1)
Merkur Arena 7 billboards (format 24 x A1)

Prices, terms and conditions on request.

LED VIDEOWALL

How can you be sure to attract the attention of potential visitors to your event? It's easily done with the help of our 40² LED video wall, the second-largest video wall in Austria, right in front of the Stadthalle Graz venue. Unmissable event images, logos and 10-second spots – all in 16:9 format – are perfectly situated to be seen, day or night. What's more, each of the walls broadcasts the images on both sides, so they're seen on the way in to the city and out again. This amounts to around 130,000 views per day.

Option 1

Spot or image sequence:
max. 10 seconds,
Repeated approximately
every 6 minutes

Duration*

1 week: € 780
4 weeks: € 1,390
8 weeks: € 4,360
12 weeks: € 6,070

Option 2

Spot or image sequence:
max. 10 seconds,
Repeated approximately
every 3 minutes

Duration*

1 week: € 1,760
4 weeks: € 5,290
8 weeks: € 9,340
12 weeks: € 14,020

* In each case 05:30 am – 23:58, MODEL: MV DP8 iod, ADVERTISING SPACE: 2 x 37.7 m², FORMAT: 16:9, DIMENSIONS Width x Height x length in mm: 8192 x 4608 x 150, RESOLUTION virtual: 1024 x 576, PROTECTION: IP 65, PIXEL GAP virtual: 8 mm, BRIGHTNESS [cd/m²] [nit]: >8000Nit (controlled automatically), CONTRAST: >50/10,000 lux, PERSPECTIVE hor: >120°/vert: > 60°, IMAGE FREQUENCY: 60 Hz, SPOT FORMATS: avi, mov, wmv, STATIONARY IMAGE FORMATS: jpg, bmp, RESOLUTION: 72 dpi, optimum resolution for 1024 x 576 pixels, net prices

*prices valid from 01.01. – 31.12.2024 / subject to change without notice!

SPACE FOR SIGNAGE

This way, please! Take advantage of special on-site advertising space options to guide your visitors to your booth. Prices, terms and conditions on request.

HALL A Entrance banner A2

Dimensions: Width: 8.50 m x Height 2.26 m
Details: Grommets all round
(min. 16 mm grommet hole diameter), PVC mesh

HALL A East Foyer - in the direction of the entrance A2

Dimensions: Width: 10 m x Height 10.40 m
Details: Grommets all round
(min. 16 mm grommet hole diameter), PVC mesh

HALL A Rear wall – exit – underground car park

Dimensions: Width: 9.13 m x Height 3.14 m
Details: Grommets all round every 50 cm
(min. 16 mm grommet hole diameter), non-PVC mesh

STADTHALLE GRAZ Banner above entrance no. 2

Dimensions: Width 2.73 m x Height 1.36 m
Details: 8 mm keder channel top and bottom, PVC mesh

BRANDING ON THE MCG SITE

As already mentioned, we follow the credo "Everything from a single source". Our sister company AMB provides us with significant support in this regard. You are also welcome to use areas within the MCG site for special branding relating to your event. In addition, LED walls, graphic displays and pixlips are available, which can also be ordered via AMB. Prices and conditions on request.

STADTHALLE GRAZ Banner Forecourt

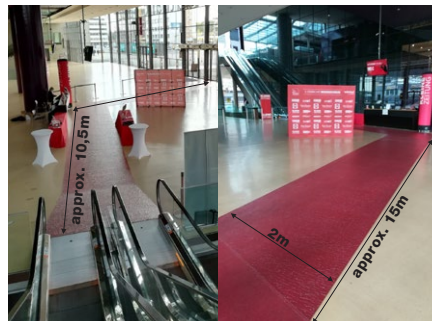
Dimensions: 10m W x 2m H
Finishing: hemmed all around, eyelets every 50cm and 2 additional eyelets at the corners



STADTHALLE GRAZ Centre Foyer / carpet runner

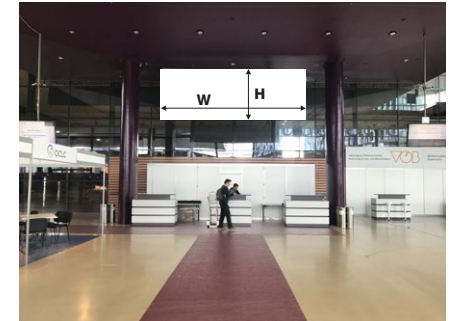
From the entrance to registration /
 from registration to the escalator
 Laid in a 2m track.

Colours: light grey, grey, black,
 red, blue, green



STADTHALLE GRAZ Center Foyer / Banner

Dimensions: 6m W x 2m H
Finishing: top and bottom with round piping, cut on the side



REGISTRATION

1. Basic structure with system walls:
Dimensions: 4,5m W x 1 m D x 3,6m H

Banner:
Dimensions: 3,5m W x 0,9m H

2. Stand: A0 stand MCG



STADTHALLE GRAZ Adhesive foil escalator

G1-G7: 1,9m W x 0,6m H
 per glass panel

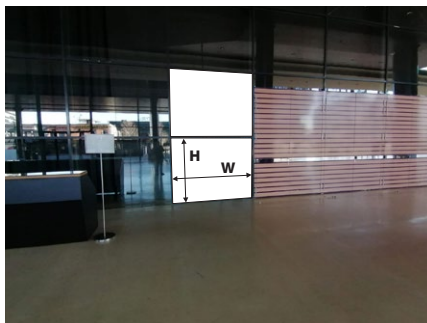
Entire side: 13,4m W x 0,6m H



STADTHALLE GRAZ

Adhesive films glass wall

Dimensions: 2,1 m W x 1,6 m H
per glass panel



STADTHALLE GRAZ

Center foyer / Banner above escalator

Dimensions: 6 m W x 3 m H, suspension
above the parapet

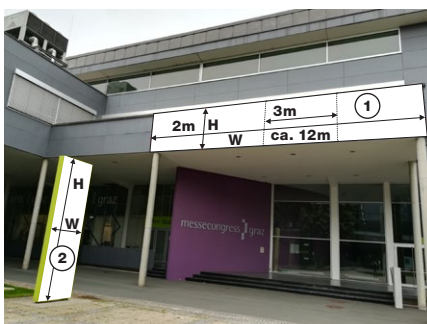


MESSECONGRESS GRAZ

North / entrance

1. Banner of Terrace MCN
Dimensions: 12 m W x 2 m H, suspension
above the parapet
Finishing: Hemmed all around, top
and eyelets every 50cm at
the bottom

2. Banners on both sides above
the information board
Dimensions: 1,2 m W x 4,4 m H per side



MESSECONGRESS GRAZ

North / entrance

1. Adhesive film
Dimensions: 2,5 m W x 2,2 m H

2. Adhesive film
Dimensions: 3,5 m W x 2,2 m H

3. Carpet entrance
Dimensions: 3,3 m W



STADTHALLE GRAZ /

Entrance 5, traverse gate

Banner
Dimensions: 4,3 m W x 1 m H

Traverse gate (made of aluminum)
Passage width: 4,4 m



PASSAGE TO THE EXHIBITION TOWER

Traverse gate

Banner
Dimensions: 3,8 m W x 1 m H

Traverse gate (made of aluminum)
Passage width: 3,9 m



HALLE A / Registration cover

Dimensions: 4 m W x 0,6 m H

Material: Forex 3mm



HALLE A / Entrance cover

1. Covering adhesive film

1st row dimension: 2,1 m W x 0,8 m H

2. Covering adhesive film

2nd row dimension: 2,1 m W x 1,1 m H

3. Fly Flag

Size: S 270cm,
M 350cm, L 455cm



LED wall in a 9er square

Image format: 1920 x 1080p, 60 Hz
9 x 46" LED monitors

Dimensions

per monitor: 3050mm W x 1720 mm H

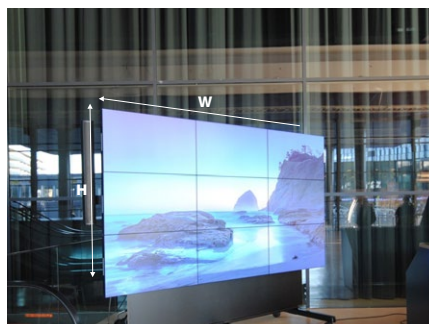
Screen diagonal: 3500mm

including radio microphone and mixer

Connection options:

HDMI, AMB Bright Sign

HD3 media player (LAN, Micro SD)



GRAPHICS STAND

Can be printed on both sides and individually

Max possible

Size: up to 3m wide, up to 2m high

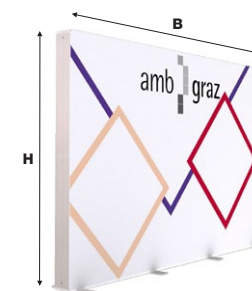
Base made of coated sheet steel

(1 stand per 1m width)

PIXLIP GO – 300 x 200 cm

Mobile presentation system made of plastic with custom graphics and LED on both sides

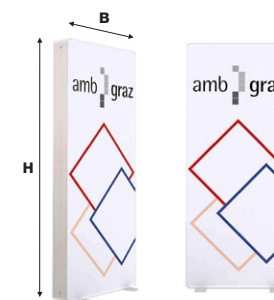
Backlight dimensions: 3 m W x 2 m H



PIXLIP GO – 85 x 200 cm

Mobile presentation system made of plastic with one-sided custom graphics and LED backlighting

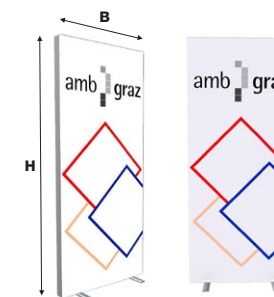
Dimensions: 0,85 m W x 2 m H



PIXLIP POP – 85 x 200 cm

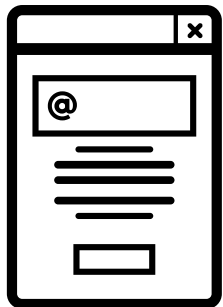
Mobile presentation system made of plastic with one-sided custom graphics and LED backlighting

Dimensions: 0,85 m W x 2 m H





OTHER ADVERTISING OPPORTUNITIES



COMPETITIONS

Do you have tickets to give away for your event? Great! We can help you do just that by organising a competition open to our Facebook and website visitors, and to readers of the monthly newsletter – thus also guaranteeing the event extra reach.

PRESS

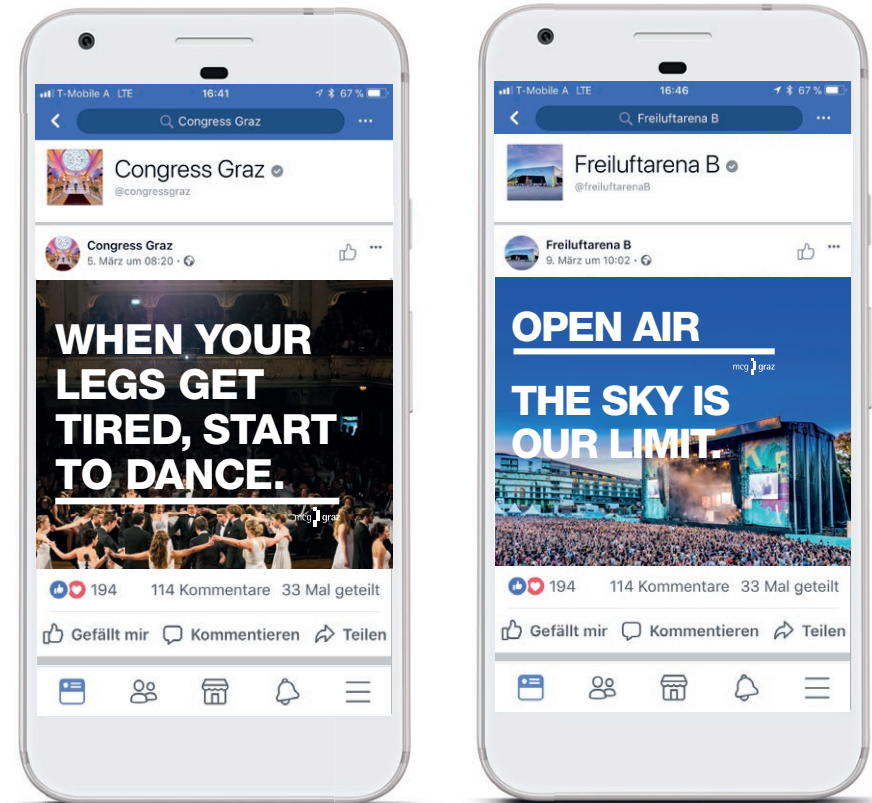
You have the information about the events – we have the contacts. We look forward to establishing contact with the local and regional media, and to helping you to optimise your medial promotion with side events such as press conferences.

NEWSLETTER

The MCG newsletter is one of the most popular promotional opportunities we offer to our partners. It's our pleasure to introduce your events and to raffle off tickets for them in the newsletter. Would you like to check out the newsletter for yourself beforehand? If so, simply add yourself to the mailing list on mcg.at and you'll soon be reading what we have to say.

SOCIAL MEDIA

The best way to pinpoint specific visitor groups for certain events is via the social media platforms. At MCG we have been doing this successfully for quite a while in a whole range of networks. That's good for our partners, too. Whenever we share your event with our followers, it is also shared with an immense online community.



Anyone looking for MCG can find us on Facebook, Instagram, Youtube and LinkedIn - everywhere! We feed our profiles with information every day – the latest news, upcoming events, galleries, facts, figures and dates. That's how we've managed to establish such a large, constantly expanding community.

Benefit big-time! Link up with us and our followers, and share your event on MCG's platforms. Together we can reach an even larger audience!

FACEBOOK

We post on Facebook, both in our official corporate status as Messe Congress Graz Betriebsgesellschaft m.b.H., and from the individual profiles of our seven venues. The resulting advantage is that we can be sure of reaching out to clients on the right channels, in turn ensuring you hook up with the perfect target groups for your event.

The posts are divided into various categories, such as 'Competitions' and 'Behind the Scenes' – and, of course, we share your content, too!

facebook.com/mcggraz	facebook.com/stadthallegraz
facebook.com/congressgraz	facebook.com/messegraz
facebook.com/freiluftarenaB	facebook.com/messegrazhalleA
facebook.com/merkurarena	facebook.com/merkureisstadion
facebook.com/messecongressgraz	facebook.com/sportcampusweinzoedl

INSTAGRAM

Quadratic, practical, Instagram. Those who follow us on our photo and video platform are able to see just how busy we are; very busy! All the latest pictures on the feed can also be seen on our website, which contains a link to our Instagram account. So, that's even more views for you! http://instagram.com/mcg_graz

@mcg_graz	#stadthallegraz	#congressgraz	#messegraz
#freiluftarenaB	#halleA	#merkurarena	#merkureisstadion
#liveatmcg	#weinzödl		

YOUTUBE

MCG reference videos on our YouTube channel are a collection of edits from events held at our seven venues – including everything from classical music concerts to ice hockey playoffs and school-leavers' balls.

www.youtube.com/user/messecongressgraz

LINKEDIN

We also provide information about our company, news and our events on the social business platform LinkedIn. We are also happy to make new contacts. We look forward to your connection here as well and would be pleased to share your content about the event in our locations and draw the attention of business-relevant contacts to it!

<https://www.linkedin.com/company/messe-graz>

WHAT NOW?

Do you like the promotional options we offer?
Are you interested in taking advantage
of one or more of them? Would you like to
organise online marketing with MCG, although
you're not sure how it works? No problem.
Get in contact with us and we'll help you find
the perfect solution!

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