

Reach - Promote - Succeed

MARKETING SOLUTIONS MEDIA-KIT

06 – 08 October 2026
Exhibition Center Düsseldorf, Germany
aluminium-exhibition.com



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In the business of
building businesses

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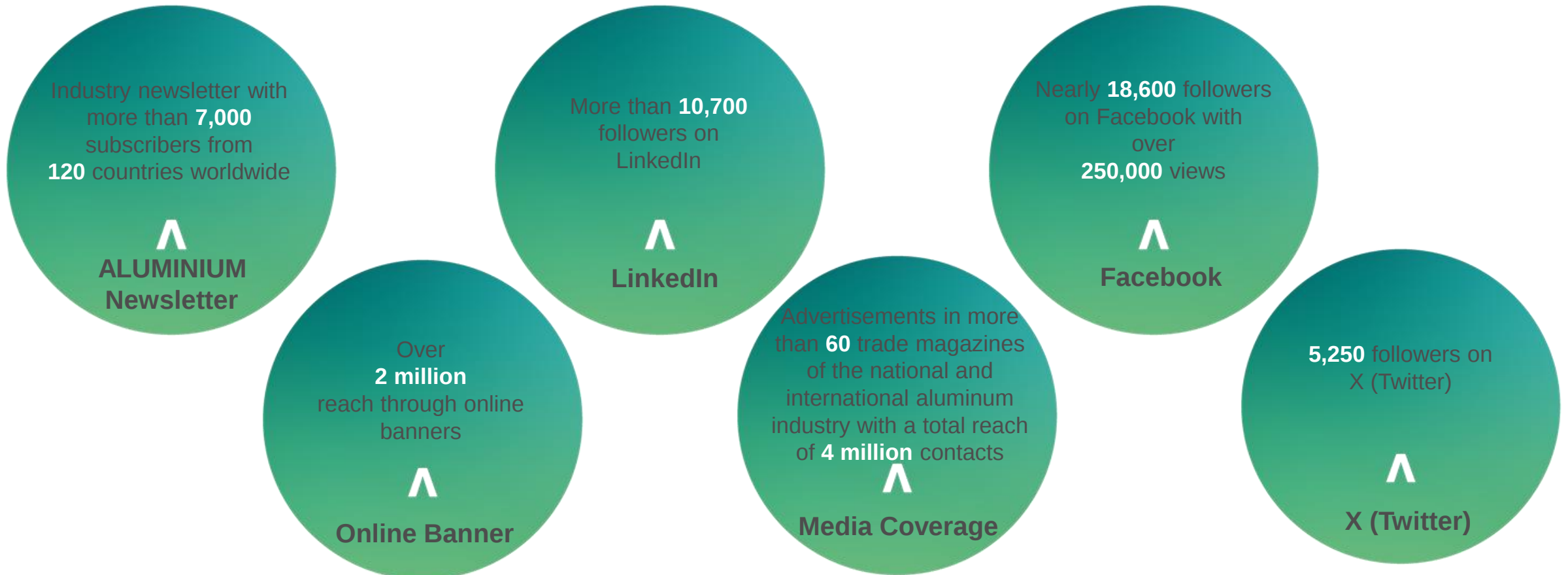
Aluminium
Deutschland



European
Aluminium

THE WORLD'S LARGEST NETWORK IN THE ALUMINUM INDUSTRY: THE MEDIA REACH OF ALUMINIUM:

As an exhibitor, you benefit comprehensively from the **highly efficient communication mix** of ALUMINIUM: Advertisements, online banners, mailings, newsletters, press releases, social media activities, trade fair publications and much more. The focus is on one **target group: the Aluminum industry and its main application industries.**



ONLINE & SOCIAL MEDIA MARKETING



AS THE LEADING ALUMINIUM TRADE FAIR WORLDWIDE, WE OFFER **ONE OF THE MOST VISITED WEBSITES & MEDIA PLATFORMS IN THE INDUSTRY.** ALMOST ALL TRADE FAIR VISITORS GET INFORMATION HERE, PURCHASE THEIR TICKETS, AND PREPARE FOR THE SHOW – **THE IDEAL PLACE FOR YOUR LONG-TERM ADVERTISING.**



ONLINE BANNER – AREA „HOMEPAGE“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*



- Product number: 4320061 or 4320063
- Exclusive: 1 exhibitor
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

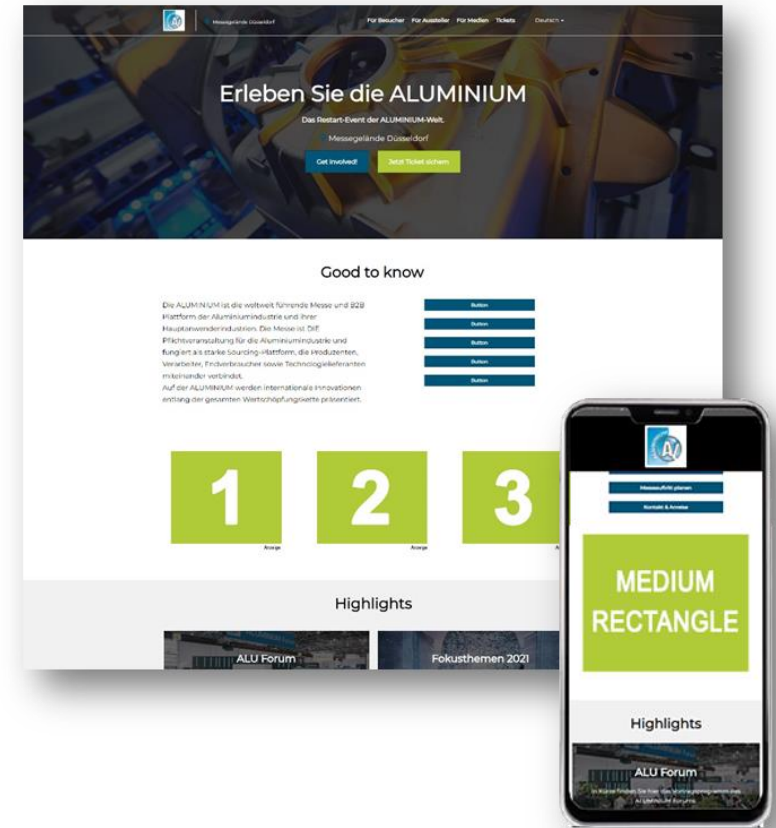
Price: 2,590.00 €

Medium Rectangle Banner Position 2*



- Product number: 4320062
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,830.00 €



*Display in mobile view: banners rotate in one position
(changes after loading the web page)

ONLINE BANNER – AREA „HOMEPAGE“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Leaderboard Banner 1*

- Product number: 4320064
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,120.00 €

Leaderboard Banner 2*

- Product number: 4320065
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,120.00 €



*Mobile view: Banner changes into a medium rectangle banner (300 x 250px)

ONLINE BANNER – AREA „FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*

- Product number: 4320076 or 4320078
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,120.00 €

Leaderboard Banner

- Product number: 4320079
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

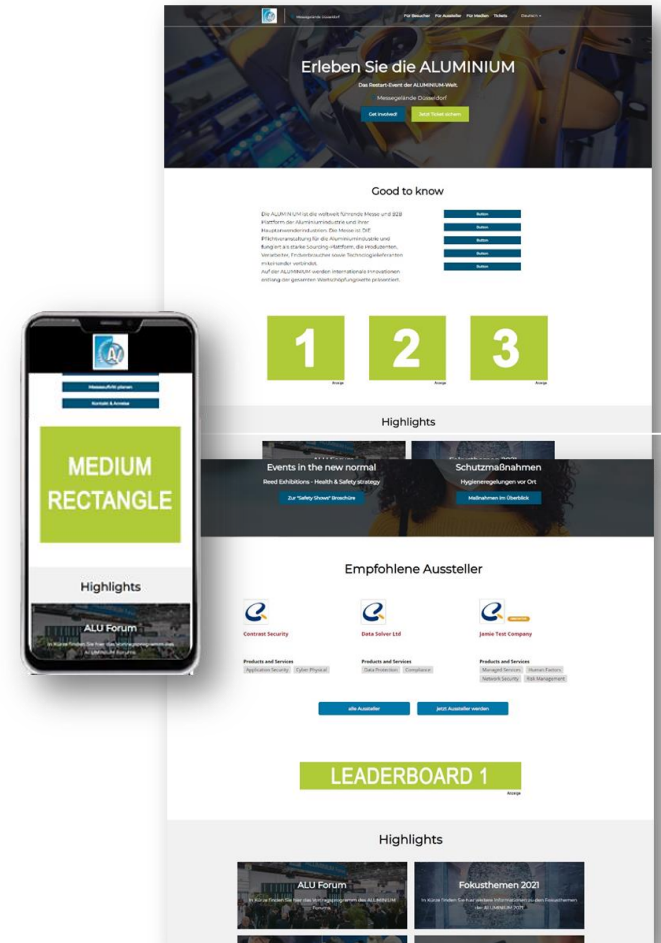
Price: 1,880.00 €

*Mobile view: banners are displayed rotating in one position

Medium Rectangle Banner Position 2*

- Product number: 4320077
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,355.00 €



Prices do not include VAT. The following applies: "first come, first served".

ONLINE BANNER – AREA „EXHIBITOR LIST“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*

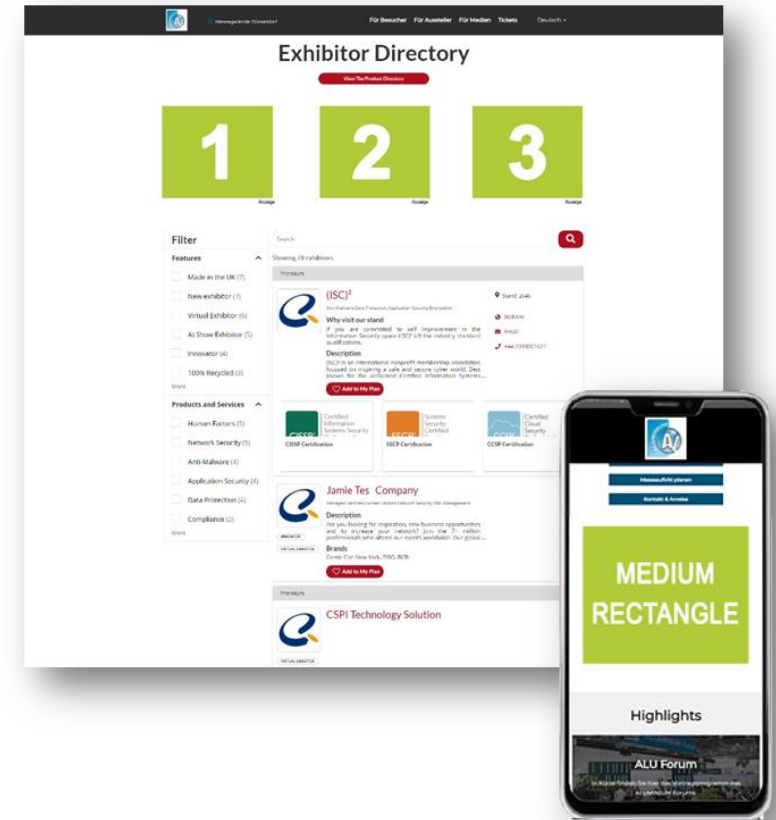
- Product number: 4320067 or 4320069
- Max. 3 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,120.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320068
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,355.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE BANNER – AREA „PROGRAM“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*



- Product number: 4320070 or 4320072
- Exclusive: 1 exhibitor per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

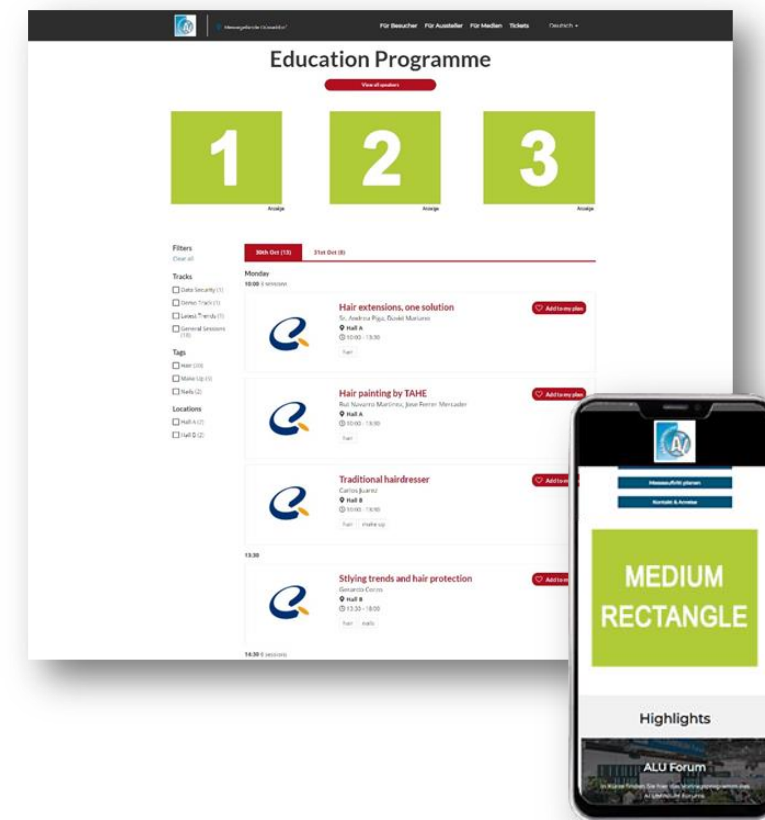
Price: 2,120.00 €

Medium Rectangle Banner Position 2*



- Product number: 4320071
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,355.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE BANNER – AREA „FOR EXHIBITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*

- Product number: 4320082 or 4320084
- Max. 2 exhibitors per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,970.00 €

Leaderboard Banner

- Product number: 4320085
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,750.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320083
- Max. 2 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,190.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE BANNER – AREA „FOR MEDIA“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Medium Rectangle Banner Position 1* or 3*

- Product number: 4320086 or 4320088
- Exclusive: 1 exhibitor per position
- Presentation: **static**
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,120.00 €

Leaderboard Banner

- Product number: 4320089
- Max. 3 exhibitors
- Presentation: **animated** (moving image)
- Dimensions: 728 x 90 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 1,880.00 €

Medium Rectangle Banner Position 2*

- Product number: 4320087
- Exclusive: 1 exhibitor
- Presentation: **animated** (moving image)
- Dimensions: 300 x 250 px
- File: 72 dpi, JPG / PNG
- Linked to your preferred URL

Price: 2,355.00 €



*Mobile view: banners are displayed rotating in one position

ONLINE VIDEO PLACEMENT – AREA „HOMEPAGE & FOR VISITORS“

Through constant industry-relevant information that we publish and the **long-term presence** of the online banners (up to 6 weeks after the trade show), you benefit from an increased visibility **throughout the industry** and ensure that your marketing message reaches the audience.

Video Placement – HOMEPAGE



- Product number: 4320066
- Exclusive: 1 exhibitor
- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

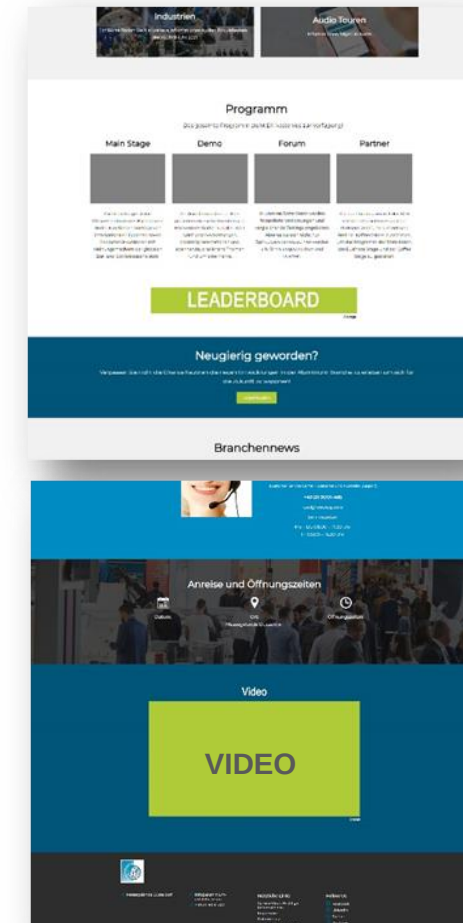
Price: 2,720.00 €

Video Placement- FOR VISITORS



- Product number: 4320080
- Exclusive: 1 exhibitor
- Position: above „Travel information“
- Length: 2-3 minutes
- Source: YouTube/ Vimeo
- Prior content review required

Price: 2,485.00 €



VISITOR NEWSLETTER

Position your self in one of the leading industry newsletter and benefit from a positive image- and knowledge transfer. **Reach:** Nearly 7.000 international subscriber / Opening rate approx. 30% / Initially published quarterly

Exclusive Newsletter Participation



- Product number: 4340006
- Exclusive: 1 exhibitor article option per Newsletter
- Content for Newsletter:
 - headline, teaser text, teaser image, medium rectangle banner, URL link to your website
- Content for ALUMINIUM Website:
 - image, text, company logo, URL link to your website

Price: 3,190.00 €

Medium Rectangle Banner

- Product number: 4340005
- Maximum 2 exhibitors per Newsletter
- Dimensions: 300 x 250 px (w x h), 72 dpi, JPG / PNG file, not animated
- URL: link to your preferred website

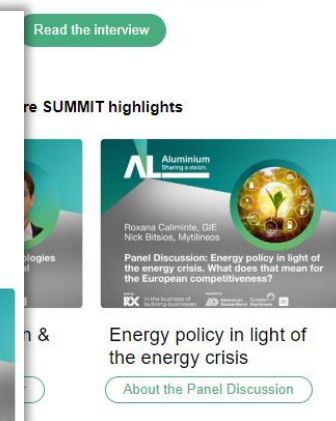
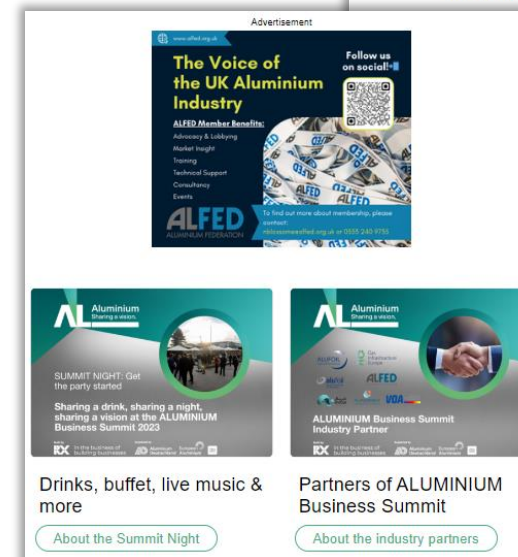
Price: 895.00 €



Hello ALUMINIUM community!

Energy crisis: „We're all in this together“

Roxana Caliminte, Gas Infrastructure Europe, in an interview: Speeding up the energy transition, modernising the energy system, fostering energy independence – all together!



LINKEDIN POST

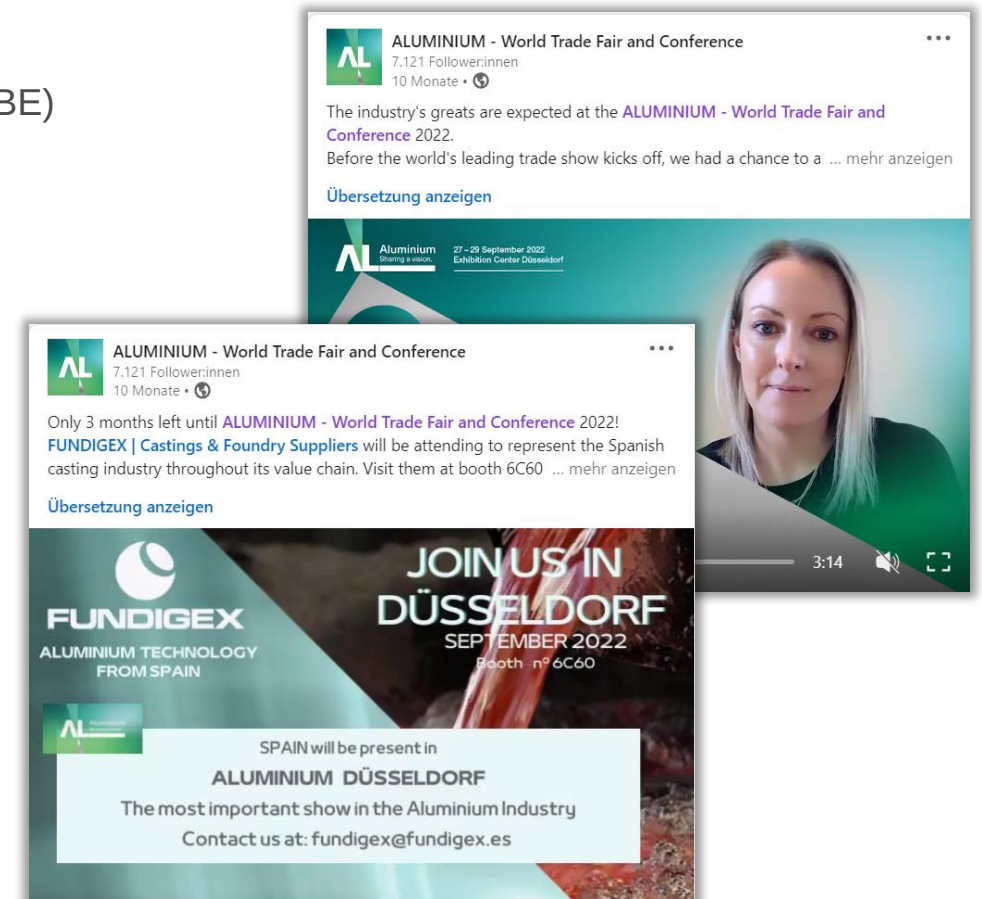
Position yourself in the spotlight with an exclusive post and strong brand presence on our LinkedIn network.

LinkedIn Post

- Follower: 10,700 (60 % international / top countries: NL, TR, ES, AT, FR, GB, PL, BE)
- Period: on request & subject to availability all year round
- Incl. link to exhibitor account
- 1 ALUMINIUM hashtag + 1 exhibitor hashtag
- Image format: JPG or PNG / Image size: 1200 x 627 px (w x h)
- Length of teaser text: 400 characters incl. spaces
- On request: support in finding the best theme

Prices:

January 2025 - December 2025:	1,425.00 € (max. 2 exhibitors per month)
January 2026 - August 2026:	1,570.00 € (max. 2 exhibitors per month)
September 2026 - 5 October 2026:	1,890.00 € (max. 1 exhibitor per week)
ALUMINIUM Fair (6 - 8 Oct. 2026):	2,355.00 € (max. 1 post per day)
9 - 31 October 2026	1,890.00 € (max. 1 exhibitor per week)
November & December 2026:	1,425.00 € (max. 2 exhibitors per month)



ON-SITE OUTDOOR ADVERTISING



TO **MAKE SURE YOUR COMPANY STANDS OUT AND STAYS IN PEOPLE'S MINDS**, WE ARE OFFERING A NUMBER OF ATTRACTIVE ON-SITE ADVERTISING OPPORTUNITIES. STEER POTENTIAL CUSTOMERS TO YOUR STAND, BY ADDRESSING THEM DIRECTLY - AND **PUT YOUR BRAND AND PRODUCTS IN THE SPOTLIGHT.**



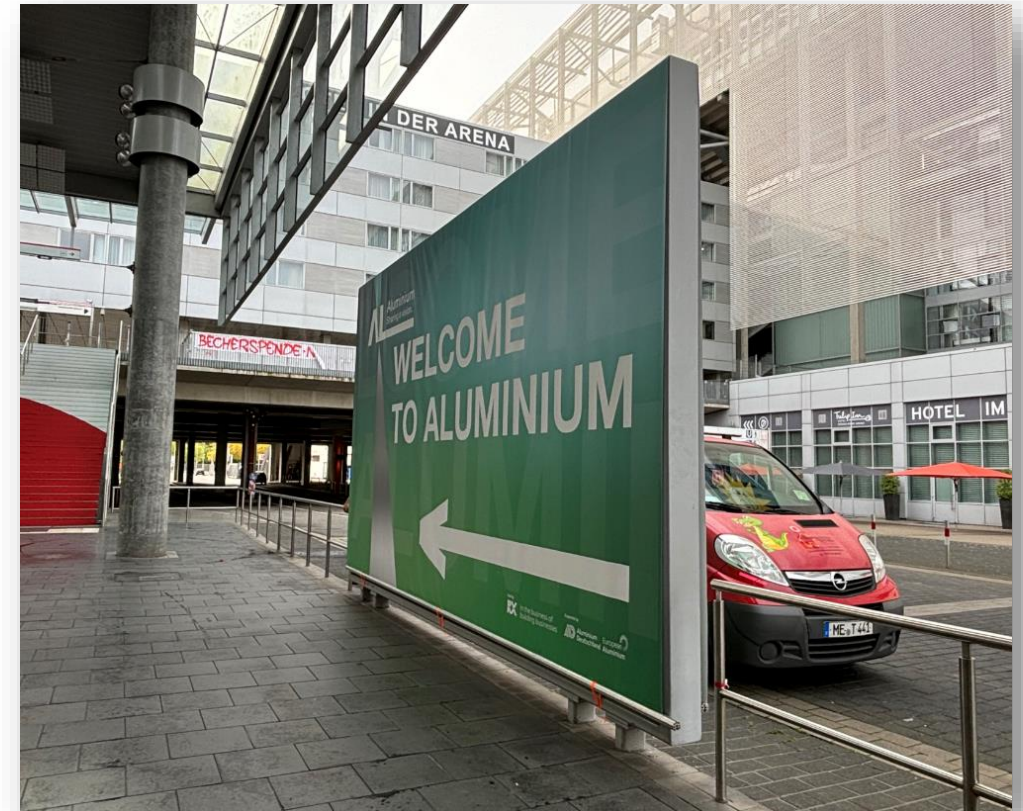
OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

NOISE PROTECTION WALLS

The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320053
- Maximum 3 exhibitors
- Position: directly opposite the subway exits
- Double-sided with identical motif
- Dimensions: 41,76 sqm (6.00 x 3.48 m per side / w x h)

Price: 5,950.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

ELEVATOR BANNER

The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320284
- Max. 3 exhibitors
- Branding option for at least 3 elevators
- Position: next to the subway stairs to hall 6
- Size & Dimensions Position 1 & 2: 6.62 sqm (2.88 x 2.30 m / w x h)
Size & Dimension Position 3: 5.88 sqm (2.40 x 2.45 m / w x h)

Price per position: 4,040.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

BALUSTRADE ADVERTISING (above arrival track)



The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320282
- Exclusive 1 exhibitor
- Position: above the arrival track
- Size & Dimensions: 9.56 sqm (7.35 x 1.30 m / w x h)

Price: 4,100.00 €



OUTDOOR ADVERTISING – SUBWAY STATION ENTRANCE HALL 6

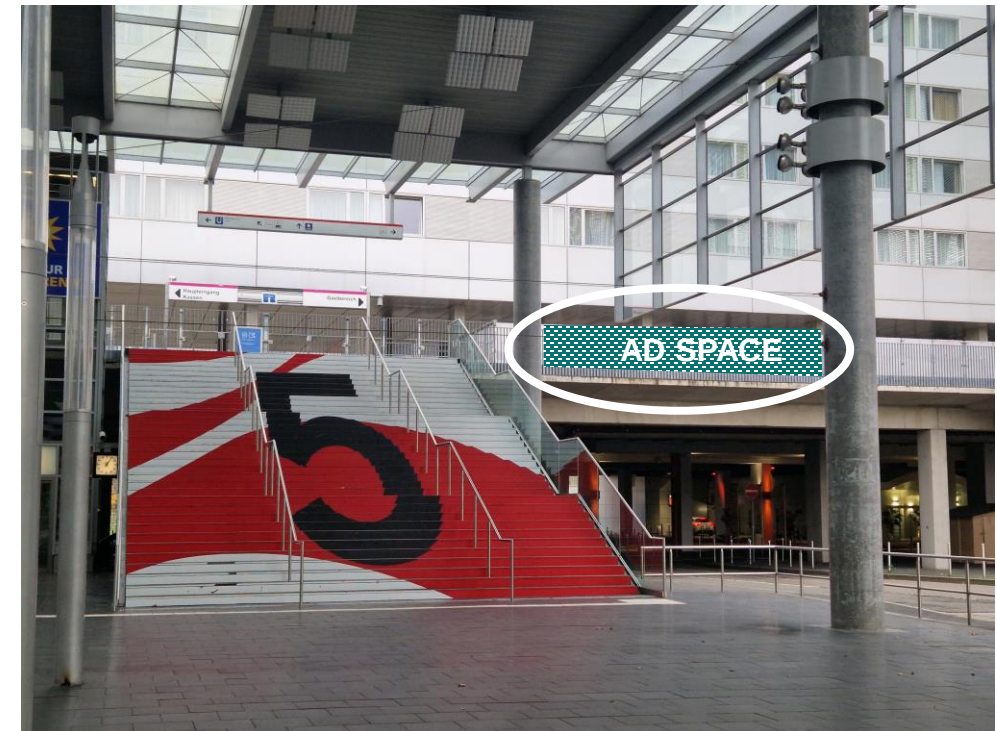
BALUSTRADE – Right side



The heavily trafficked subway station at the Entrance Hall 6 is an area where visitors often have time to look around and perceive your advertising message. Advertising in this area is very well suited for conveying information about your products and services.

- Product number: 5320283
- Exclusive 1 exhibitor
- Position: next to the stairs on the right-hand side
- Size & Dimensions: 14.04 sqm (10.80 x 1.30 m / w x h)

Price: 4,410.00 €



OUTDOOR ADVERTISING - ENTRANCE HALL 6

GATE BANNER

With the changed visitor guidance to the new Entrance Hall 6, advertising measures will benefit particularly this year, as visitors' attention to their surroundings will be significantly higher.

- Product number: 5320285
- Exclusive 1 exhibitor
- Position: Passage to Entrance Hall 6 / Galeria Level
- Size & Dimensions: 7.98 sqm (each gate 1.78 x 2.24 m / w x h)

Price per position: 3,290.00 €

RESERVED



OUTDOOR ADVERTISING - ENTRANCE HALL 6

WELCOME BANNER HALL 6



Welcome banners typically attract a lot of attention and leave a lasting impression on visitors. They are also a popular photo motif for press representatives. With this option, you benefit from very high visibility and reach in your target markets, as your brand or message is immediately and sustainably perceived. Seize this opportunity to capture the attention of existing and potential new customers, position yourself as a market leader, and emphasize and increase brand awareness.

- Product number: 5320278
- Exclusive 1 exhibitor
- Ad type: 3 x Window Branding
- Positions: Hall 6 Galeria Level and Ground Floor
- Size & Dimensions: 18,01 sqm (4.67 sqm = 2.05 x 2.28 m & 2 x 6.67 sqm = 3.13 x 2.13m / w x h)

Price: 13,660.00 €

RESERVED



Prices do not include VAT. The following applies: "first come, first served".

OUTDOOR ADVERTISING – ENTRANCE SOUTH

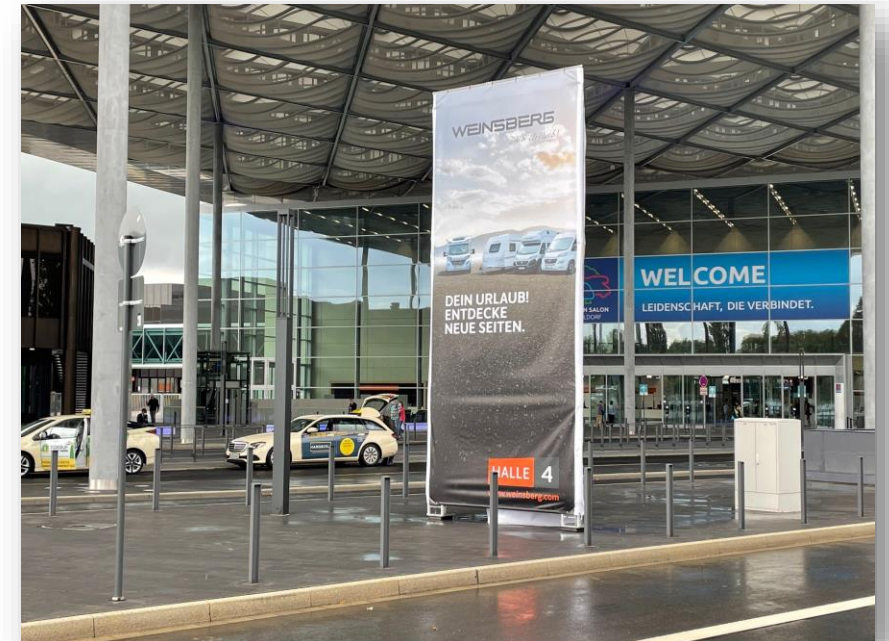
MEGA TOWER



This exclusive option welcomes visitors before they enter ALUMINIUM 2026 at the newly designed South Entrance.

- Product number: 5320200
- Exclusive: 1 exhibitor
- Position: in front of Entrance South
- Three-sided
- Dimensions: 44,27 sqm (2,48 x 5,95 x 3 / w x h)

Price: 16,050.00 €



OUTDOOR ADVERTISING – ENTRANCE SOUTH

WELCOME BANNER SOUTH



Welcome banners typically attract a lot of attention and leave a lasting impression on visitors. They are also a popular photo motif for press representatives. With this option, you benefit from very high visibility and reach in your target markets, as your brand or message is immediately and sustainably perceived. Seize this opportunity to capture the attention of existing and potential new customers, position yourself as a market leader, and emphasize and increase brand awareness.

- Product number: 5320199
- Exclusive: 1 exhibitor
- Position: 2 of the 8 tiles on the right hand-side
- Dimensions: 23,4 sqm (5,08 m x 4,6 m)

Price: 18,230.00 €

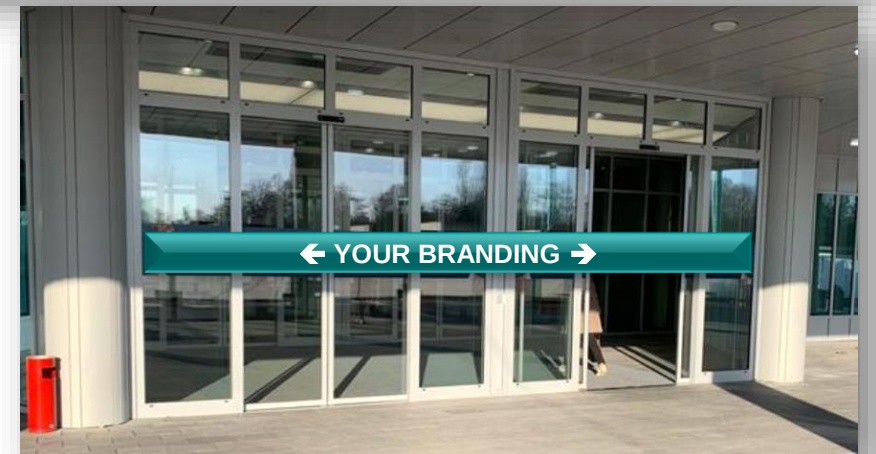


OUTDOOR ADVERTISING – ENTRANCE SOUTH

SLIDING DOORS SOUTH

- Product number: 5320210
- Exclusive: 1 exhibitor
- Total number of slides: 16
- Size & Dimensions: 3.42 sqm (16 slides x 1.07 x 0.20m / w x h)

Price: 9,900.00 €



OUTDOOR ADVERTISING – ENTRANCE SOUTH

CITY LIGHT POSTER - PUBLIC BUS STATION

Accompany the visitors on their way to the trade fair halls.
Be remembered and invite them to your booth.

- Product number: 5320045
- Max. 6 exhibitors
- Double-sided, not illuminated
- Dimensions: 4,41 sqm (1.18 x 1.75 m = 2.07 sqm per side / w x h)

Price per position: 1,830.00 €

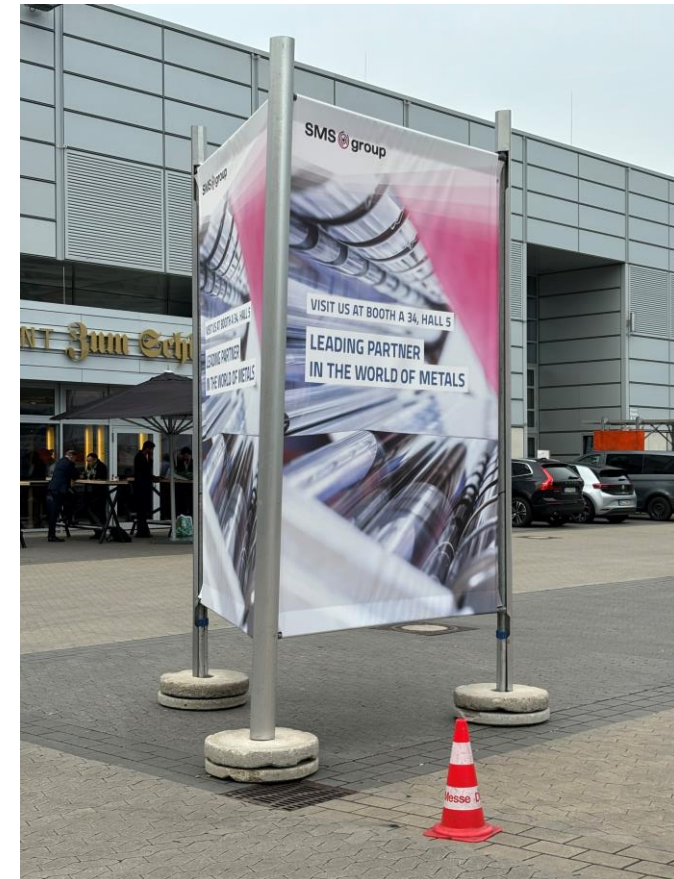


OUTDOOR ADVERTISING – ENTRANCE HALL 6, - SOUTH & FAIRGROUND

MOBILE TOWER

- Product number: 5320061
- Limited availability
- Position: after arrangement in Entrance Hall 6, South or within the fairground
- 3-sided with identical motifs
- Size & Dimensions: 18.18 sqm total = 6,06 m² per side (2.02 x 3.00 m / w x h)

Price: 4,190.00 €



OUTDOOR ADVERTISING – ENTRANCE HALL 6, - SOUTH & FAIRGROUND

ILLUMINATED MOBILE MEGA POSTER

Post your marketing message anywhere on the fairgrounds (outside).

- Product number: 5320198
- Limited availability
- Position: after arrangement (Entrance Areas, fairground or parking lot)
- Double-sided and illuminated
- Dimensions: 15,41 sqm = 7,70 sqm (3,35 x 2,3 m / w x h)

Price: 8,400.00 €**

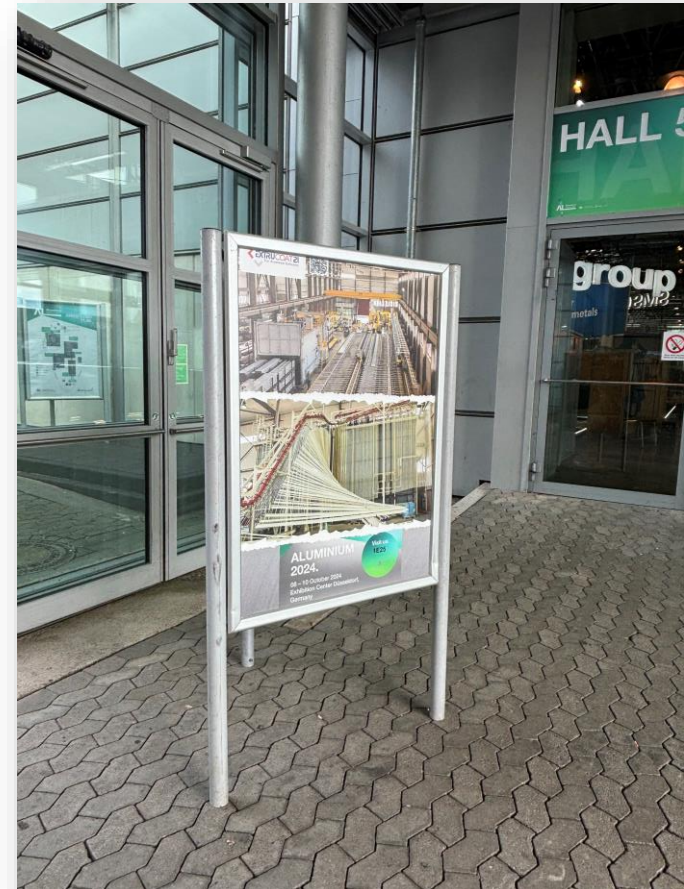


OUTDOOR ADVERTISING – ENTRANCE HALL 6, - SOUTH & FAIRGROUND

TRIANGULAR STAND-UP DISPLAY

- Product number: 5320046
- Limited availability
- Position: after arrangement in Entrance Hall 6, South or within the fairground
- Presentation: 3-sided with identical motifs
- Size & Dimensions: 3 sqm = 1 sqm per side (0.84 x 1.14 m / w x h)

Price: 1,350.00 €



OUTDOOR ADVERTISING – EXHIBITION HALL 6

BILLBOARD HALL 6 1

- Product number: 5320201
- Max. 2 exhibitors
- Left and right of the hall entrance
- Size & Dimensions: 22,56 sqm (7.05 x 3.20 m / w x h)

Price: 6,380.00 €



ON-SITE INDOOR ADVERTISING



DIGITAL SIGNAGE PACKAGE “LED NET”

LED Wall NET (#4330084)

Make a strong and lasting impression by presenting your company with an advertisement on the following hotspot LED screens:

- 1 LED Wall Entrance South (inside)
- 2 LED Screen Entrance hall 6 (inside)
- 3 LED screen entrance hall 1 (inside)
- 4 LED screen between the halls (outdoor / fair ground)

- 15 sec. video clip at least every 2.8 minutes / 260 times per day on each LED wall
- shared with other exhibitors and ALUMINIUM content

Maximum 6 exhibitors

Price: 14,450.00 €

Please note that above option will also come with ALUMINIUM 2026 content by the organizer (approx. 1/3 of the time) and other exhibitor ads and videos.

**Fees may vary, if files are not submitted in correct format.



INDOOR ADVERTISING - ENTRANCE SOUTH

CEILING SIGN

Visitors entering and leaving ALUMINIUM 2026 through the South Entrance, will walk towards this banner, which makes for a lasting first and last impression. An excellent way to position your brand or company and to stay in peoples' mind.

- Product number: 5320208
- Limited option (3 times available)
- Size & Dimensions: 48 sqm = 24 sqm per side (6.00 x 4.00 m / w x h)
- Double-sided

Price: 8,750.00 €



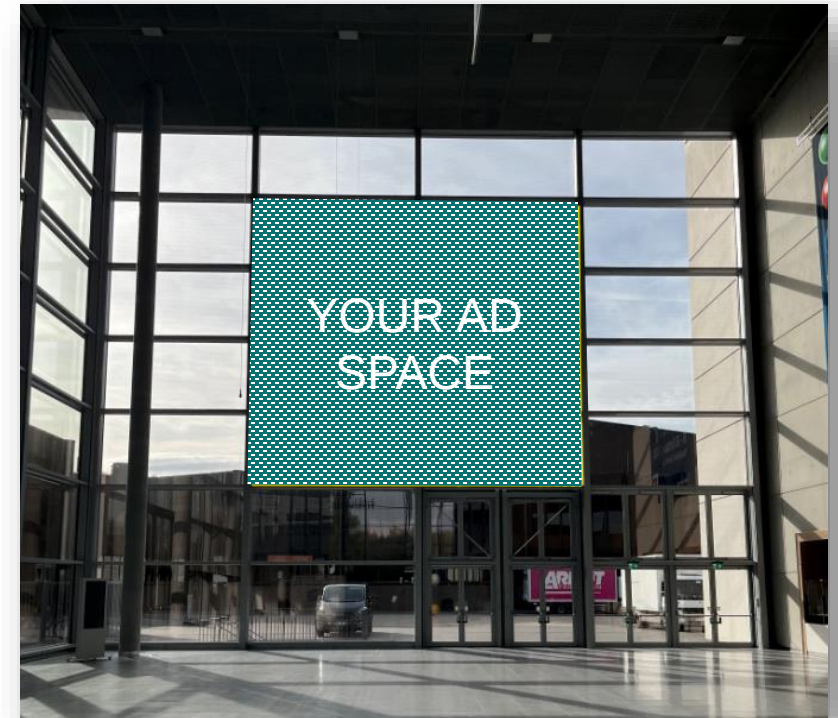
INDOOR ADVERTISING - ENTRANCE SOUTH

WINDOW BRANDING



- Product number: tba
- Exclusive 1 exhibitor
- Position: North side of the Entrance South foyer
- Amount: 8 windows
- Size & Dimensions: 94.12 sqm (8 windows x 5.16 x 2.28 m / w x h)

Price: on request



INDOOR ADVERTISING - ENTRANCE SOUTH

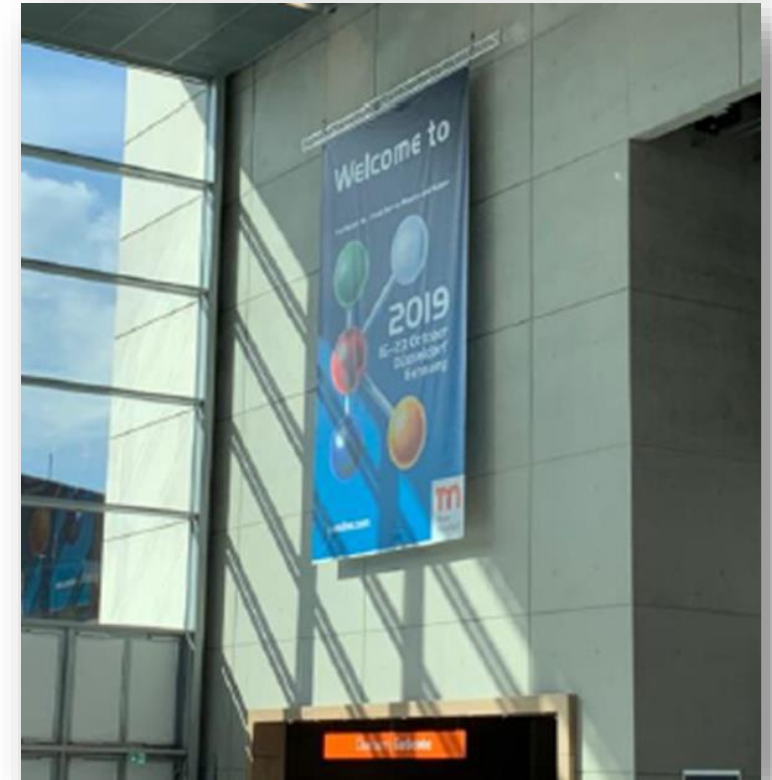
GIANT WALL BANNER



Visitors entering ALUMINIUM 2026, will walk towards this banner.
Especially if they would like to leave or pick up their jackets at the cloak room.

- Product number: 5320087
- Exclusive 1 exhibitor
- Position: above the cloak room
- Size & Dimensions: 40 sqm (8.00 x 5.00 m / w x h)

Price: 9,580.00 €



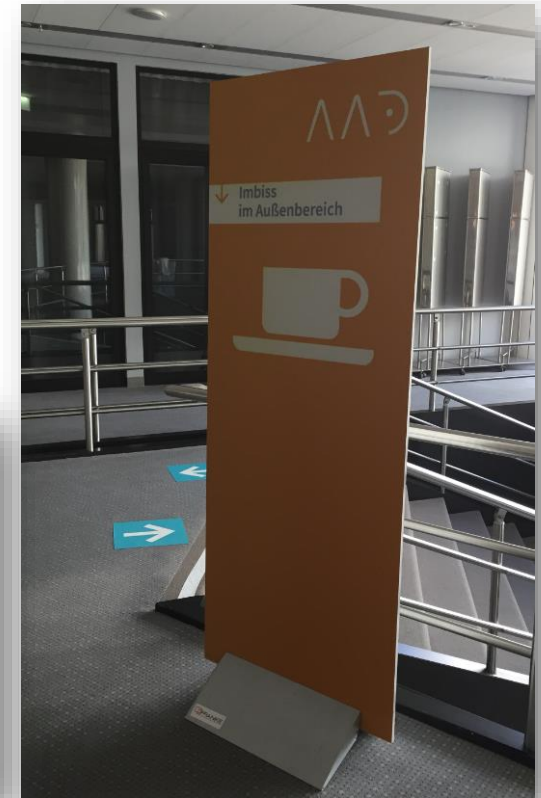
INDOOR ADVERTISING - EXHIBITION HALL 6

GALERIA DISPLAY STAND

This option is a budget-friendly way to welcome visitors arriving by subway and taxi at Entrance Hall 6.

- Product number: 5320279
- Limited availability
- Presentation: double-sided
- Size & Dimensions: 2.52 sqm = 1,26 per side (0.7 x 1.80 m / w x h)

Price: 1,350.00 €



INDOOR ADVERTISING - ENTRANCE HALL 6 & SOUTH

BOX BRANDING ENTRANCE HALL 6 & ENTRANCE SOUTH



- Product number: 5320103
- Exclusive 1 exhibitor
- Filled with lanyards and pocket floor plans

Price: 4,870.00 €



INDOOR ADVERTISING – EXHIBITION HALL 6

CEILING SIGN

Visitors entering and leaving ALUMINIUM 2026 through the Entrance at Hall 6, will walk towards this banner, which makes for a lasting first and last impression. An excellent way to position your brand or company and to stay in peoples' mind.

- Product number: 5320286
- Limited option (6 times available)
- Double-sided
- Size & Dimensions: 29.00 sqm = 14.50 sqm per side (5.00 x 2.90 m / w x h)

Price: 6,880.00 €



INDOOR ADVERTISING – EXHIBITION HALL 6

MEGA BANNER IN HALL 6

These advertising spaces, over 50 sqm in size, offer you the opportunity to position your brand, product or topic in an unmistakable way. Your banner will leave a lasting impression on all visitors.

- Product number: 5320289
- Max. 2 exhibitors
- Position: 1 or 2 as per hall plan
- Size & Dimensions: 53.29 sqm (7.30 x 7.30 m / w x h)

Price per banner: 9,030.00 €



LINK [HALL PLAN](#)



INDOOR ADVERTISING – EXHIBITION HALL 6

CATERING BRANDING HALL 6

EXCLUSIVE

Catering areas are very suitable for visibility beyond your booth space because you benefit from the extended dwell time of visitors.

- Product number: 5320288
- Exclusive 1 exhibitor
- Position: Hall 6
- Ad type: Printed wall banner
- Size and Dimensions: 4.95 x 0.95m / w x h

Price: 4,650.00 €

RESERVED



6



INDOOR ADVERTISING – EXHIBITION HALL 1, 3, 4, 5 & 6

FLOOR MINDER 1

- Product number: 5320036
- Limited availability
- In the hall entrance or between the halls
- Size & Dimensions: 4.00 sqm (2.00 x 2.00 m / w x h)

Price: 2,680.00 €

FLOOR GRAPHICS 2

- Product number: 5320031
- Limited availability
- Minimum order of 15 pieces / identical motifs
- Dimensions: 0.70 x 0.70 x 0.70 m (triangular)

Price: 5,100.00 €



INDOOR ADVERTISING – RESTROOM ADVERTISING

MIRROR BRANDING

NEW SERVICE

Brand the visitor lavatories during the show and catch the attention of visitors while they are undistracted and exposed to your messages for a good period of time.

- Exclusive 1 exhibitor hall / entrance area
- Size per sticker: 0.04 sqm (0.40 x 0.10 m / w x h)
- Identical sticker motifs
- Number of mirror advertisements varies by hall

Price Entrance South: 1,960.00 € (20 sticker / product number: 5340102)

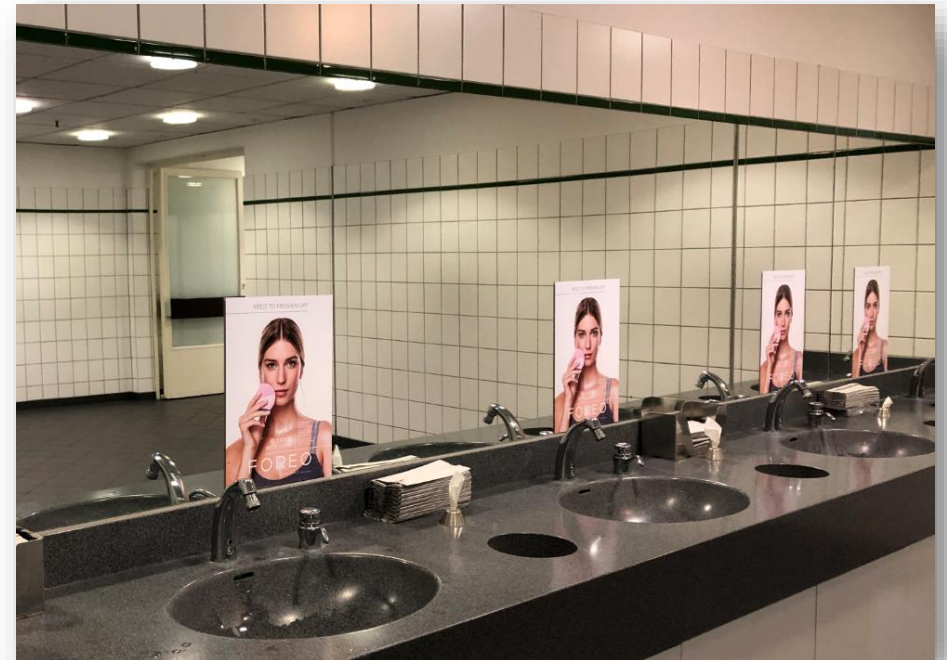
Price hall 1: 2,352.00 € (24 sticker / product number: 5340103)

Price hall 3: 2,254.00 € (23 sticker / product number: 5340105)

Price hall 4: 2,352.00 € (24 sticker / product number: 5340107)

Price hall 5: 1,862.00 € (19 sticker / product number: 5340109)

Price hall 6: 3,920.00 € (40 sticker / product number: 5340111)



INDOOR ADVERTISING – RESTROOM ADVERTISING

TOWEL DISPENSER BRANDING **NEW SERVICE**

Brand the visitor lavatories during the show and catch the attention of visitors while they are undistracted and exposed to your messages for a good period of time.

- Exclusive 1 exhibitor hall / entrance area
- Size per sticker: 0.10 sqm (0,282 x 0,355 m / w x h)
- Identical sticker motifs
- Number of mirror advertisements varies by hall

Price hall 3: 2,720.00 € (16 sticker / product number: 5340104)

Price hall 4: 2,380.00 € (14 sticker / product number: 5340106)

Price hall 5: 2,550.00 € (15 sticker / product number: 5340108)

Price hall 6: 5,440.00 € (32 sticker / product number: 5340110)



ON-SITE INDOOR SPECIALS



INDOOR SPECIALS – LEAD BOOSTER OFFERS

PROMOTION TEAM

This digital lead generation tool provides visitors with the opportunity to receive exclusive offers in exchange for their contact information. From product samples to discounts to free consulting sessions - you decide what you would like to offer in exchange for qualified leads.

PREMIUM SPONSOR

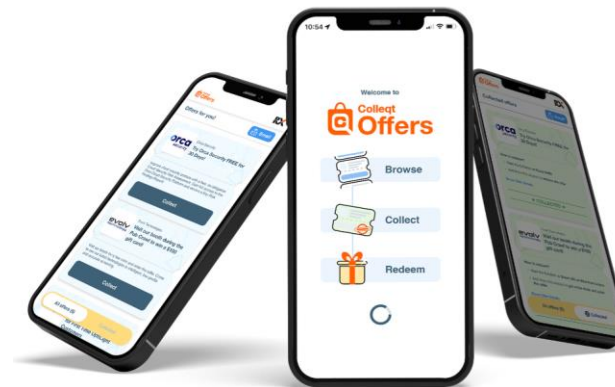
- Exclusive: 1 exhibitor
- Your advert above the offers
- Your offer appears in one of first three positions

Price: 4,700.00 €

REGULAR INSERT

- Your insert shown in random order

Price: 880.00 €



INDOOR SPECIALS - PROMOTION TEAM

PROMOTION TEAM

With a promotion team, you could effectively draw attention to your brand, products or services. With this permission, you can personally engage with visitors and exhibitors in all halls, hand out Give-Aways or flyers and invite them to your booth.

- Product number: 5340050
- Max. 2 exhibitors per hall
- Permission for a promotion team (2 promoters)
- Valid for all days and all halls
- Including exhibitor passes
- Staff has to be organized by the exhibitor

Price: 2,490.00 €



OUTDOOR SPECIALS – SIGN SPINNER

SIGN SPINNER PROMOTION **NEW SERVICE**

With a promotion team, you could effectively draw attention to your brand, products or services. With this permission, you can personally engage with visitors and exhibitors in all halls, hand out Give-Aways or flyers and invite them to your booth.

- Product number: tba
- 1 or more Sign Spinner for 1 or more days organized by RX
- Exact positioning after prior consultation
- Weather-independent execution except in the case of storms
- Including exhibitor pass, travel and accommodation costs and catering
- Including production costs for the board

Price: on request

You love the idea of sign spinners and want to book them for multiple days or locations? Please contact us for an individual offer.



INDOOR SPECIALS - VIP SHOW BAG

VIP visitors are around 600 trade fair attendees and speakers who have been designated as VIPs by us, RX Deutschland GmbH, and by exhibitors.

VIP SHOW BAG SPONSOR



- Product number: 5320017
- Exclusive 1 exhibitor
- Incl. 1 insert
- Handed out to VIP visitors and press
- Exhibitor responsible for production of show bag, insert & delivery
- Quantity: 600 pieces

Price: 4,020.00 €

RESERVED

VIP SHOW BAG INSERT

- Product number: 5320016
- Max. 3 exhibitors
- Handed out to VIP visitors and press
- Quantity: 600 pieces
- Exhibitor responsible for production & delivery of insert

Price: 1,480.00 €



INDOOR SPECIALS - LANYARDS

LANYARDS – FOR VISITORS & EXHIBITORS



- Product number: 5320004
- Exclusive 1 exhibitor
- Exhibitor responsible for production & delivery
- Distribution at Entrance Hall 6 and Entrance South
- Quantity: 15.000

Price: 15,730.00 €

RESERVED





INDOOR SPECIALS - EVENT VIDEO PACKAGE

DIGITAL & MOVING – Promote your event presence in a video tailored to your channels. Whether during the event or as a recap video! Benefit from our **full-service video production** combined with the unique industry network and the visibility of ALUMINIUM 2026! Increased attention through professional video content as part of your effective marketing plan!

EVENT VIDEO PACKAGE WITH SOCIAL MEDIA CAMPAIGN

- Detailed consultation and planning before shooting begins
- 2 hours of shooting on site at your stand
- 1 videographer with top equipment
- Recording of impressions (e.g. trade show stand, exhibited products, trade show impressions) and short statements by max. 3 people
- Video editing incl. basic color correction, standard lower third graphic (insertion of names), music background and logo integration
- Video length max. 90 seconds
- Output formats: 1920x1080 (FullHD) or 1080x1080, frame rate 25fps, codecs H.264 for web & ProRes422 for live display. Square (IG Post) and 9:16 (IG Reel/Story) as mp4 file, if image crops allow
- **We support your success with 14-day social media paid campaign!**

Price: 1,843.00 €



[RX Eventvideo: SMS group at the ALUMINIUM 2024](#)
[RX Eventvideo: Elval at the ALUMINIUM 2024](#)
[RX Eventvideo: IMS at the ALUMINIUM 2024](#)
[RX Eventvideo: apt Group at ALUMINIUM 2024](#)

INDOOR SPECIALS - VIP LOUNGE

SPONSOR VIP LOUNGE

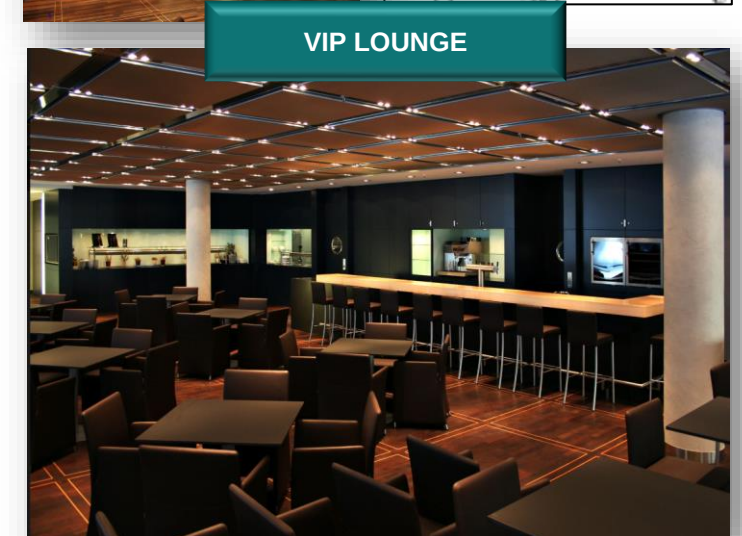
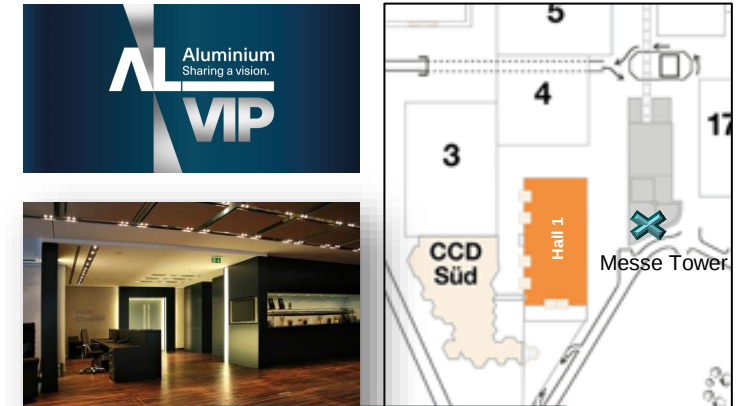


Branding at its best! As a sponsor of the VIP Lounge, you will be able to reach out to the industry's top decision makers who have been nominated as VIP visitors by you and your fellow exhibitors.

- Product number: 5330017
- Location: Kurt Schoop Lounge / Messe Tower, above the fair management
- Sponsor will have his own table in the VIP lounge
- Including entrance for 3 employees on all days and 5 none VIP visitors per day
The sponsor can always come with clients, who are already registered as VIP.
Further needed tickets for none VIP's will be charged with 50 € per person and day.
- Name or logo branding "ALUMINIUM VIP Lounge sponsored by ..." throughout the entire invitation process
- Name or logo branding on signposts and on a welcome board or welcome banner at the entrance of the VIP Lounge
- Name or logo branding on table displays or in the menu card
- Exclusive Ad or promotional video (max 25 seconds) on the Screen in the VIP Lounge
- Placement of your flyers or giveaways in the VIP Lounge (prior consultation)
- Priority rights for the sponsorship of the VIP bags

Price: 8,200.00 €

RESERVED



ON-SITE PRINT ADVERTISING



INSPIRE **VISITORS** DURING THEIR
ORIENTATION PHASE AND **LEAD THEM**
DIRECTLY TO YOUR STAND.



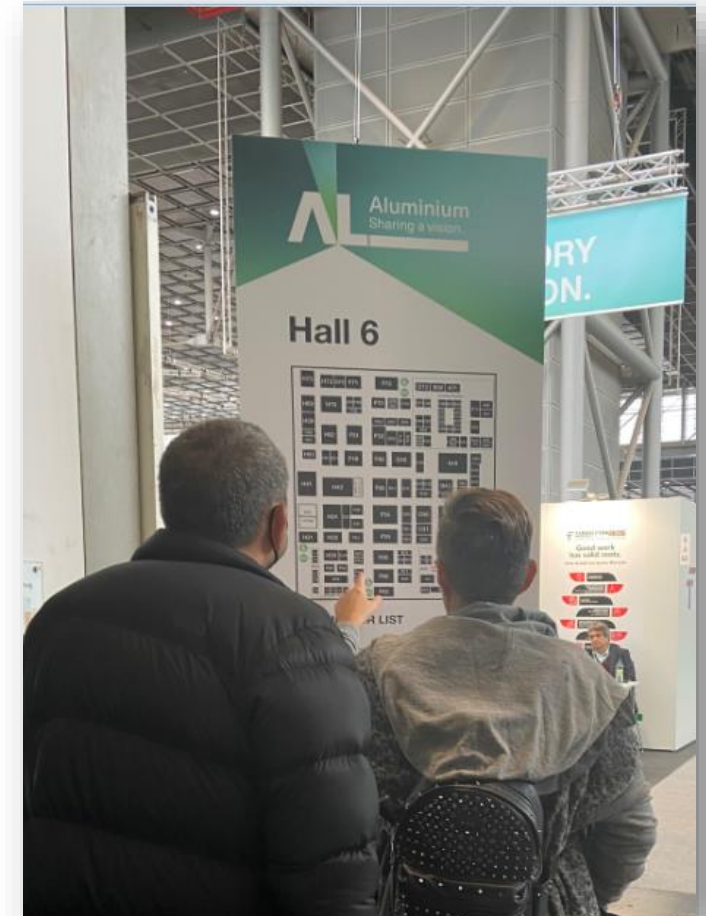
INDOOR - ORIENTATION PLAN HALL ENTRANCE

Large floor plans at all hall entrances not only help our visitors find their way around but also provide our exhibitors with another valuable opportunity for additional marketing. **With your banner or logo, you assist visitors in finding your stand more easily while simultaneously increasing your on-site visibility and brand awareness.**

LOGO ORIENTATION PLAN

- Product number: 5300066
- Limited availability
- Plan dimensions: tba (w x h)

Price: 1,130.00 €



Prices do not include VAT. The following applies: "first come, first served".

PRINT - SHOW GUIDE

The show guide **contains all relevant information for the trade show visit**, starting with hall plans and exhibitor lists through to editorially prepared content and the trade show programme and is also often used as a reference guide afterwards by visitors, exhibitors and the press. It will be actively distributed during the show at the entrances and online at the ALUMINIUM website. **Flanking advertising measures boost your presence in the GUIDE during and after ALUMINIUM 2026!**

1/3 Page Ad*

- Front Cover -

- Product No.: 5300031
- Exclusive 1 Exhibitor

Price: 4,680.00 €

1/1 Page Ad*

- Inside Front Cover -

- Product No.: 5300030
- Exclusive 1 Exhibitor

Price: 4,400.00 €

1/1 Page Ad*

- Inside Back Cover -

- Product No.: 5300031
- Exclusive 1 Exhibitor

Price: 4,400.00 €

1/1 Page Ad*

- Outside Back Cover -

- Product No.: 5300032
- Exclusive 1 Exhibitor

Price: 6,070.00 €

1/1 Page Ad*

- Inside Section -

- Product No.: 5300024
- Limited quantity available

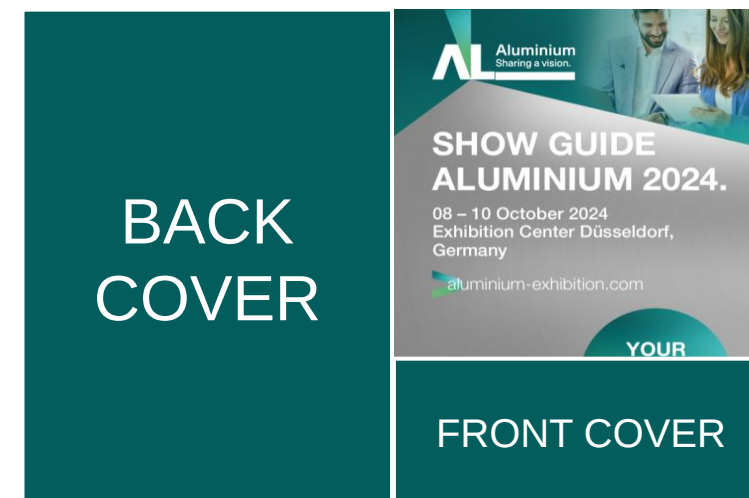
Price: 3,250.00 €

1/2 Page Ad*

- Inside Section -

- Product No.: 5300025
- Limited quantity available

Price: 1,950.00 €



[Download Link ALUMINIUM 2024](#)

*Format: +3mm bleeds, 300dpi, PDF, full color

PRINT - SHOW GUIDE – HALL PLAN ADVERTISEMENTS

AD HALL PLAN (FOLD OUT PAGE)

- 1/1 or 1/2 page advertisement next to hall 1,3,4,5,6 or 7A
- Exclusive or max. 2 exhibitors per hall
- Dimensions 1/2 page: 148 x 100 mm (w x h)
- Dimensions 1/1 page: 148 x 210 mm (w x h)
- Format: +3mm bleeds, 300dpi, PDF, full color

Prices: 2,190.00 € (1/2 page) & 3,650.00 € (1/1 page)

**1/2 PAGE
AD**

**1/2 PAGE
AD**

HALLE HALL 6

6

Casting & Heat Treatment,
Primary Production, Recycling

ENTRANCE NORTH

Access via hall 6 (by train/taxi)

Entrance (by car/shuttle)

Hall 5

Information

Restaurant / Café / Snack-Point

Restrooms

Disabled toilet

AUSSTELLER EXHIBITORS

1883 Maison Roulin	C35	Havana Club - Pernod Ricard	D06
AAGN - Weindimensional GmbH	A42	Henkel & Co. Sekkellerei KG	C29 / C30
Alfred Schödlauer Schwarzwälder		Wiggy Spirits AB	A22
Hausbrennerei GmbH	D05	Reliquary Ltd	D00
Angstura Ltd	A41	J. Gasco SRL	C38
Anter Amsterdam Spirits B.V.	B01	J. Rose Gin	D03
Badel 1982 d.o.	A21	Japan Pavilion	C47 / D44 /
Belfast Distillery Company	D23	Japanese Alcoholic Bever-	
Berliner Munzitz	A44	agents (USA/USA-01)	
Bespoke Distillery Srl	C43	Kammer-Kirsch GmbH	D39
Boutique Williams & Humbert	B31	Karlson Limited	D36
Bord Rum	A30	La Compagnie del Diabolo 1988 srl	A06
Brown Forman Deutschland GmbH	B15	La Hechicera Company S.A.s.r.l.	D10
Bund deutscher Edelkorn-Brenner	C29	LCWS Brands, Ltd.	B22
BuzzBallz / Brand Harbour	A56	Livko	A15
Carlo Deutschland GmbH	C28	Loch Lomond Distillers Ltd	A35
Casale Drinks	A50	Luxco, Inc.	D17
Casabell Tequila	B35	Michler's Whiskey	A18
CB Products, INC.	A10	Molteni Italia Spa	A29
Cologne Spirits GmbH	C42	Montenegro S.r.l.	A09
Concorzio The Spirit of Italy	A37	Navy Island Rum Company	A32
De Kuyper Royal Distillers	D29	Noblewood Group	C34
Deluxe Distillery	B09	OPPURE	D43
Diageo Germany GmbH	D22	Organic Juniper Balkan doo	A48
Distilled Spirits Council	B39	Ovethat. S.L.U.	A38
of the United States	D35	Peridot Ricard HQ - SIP	D30
DISTILLERIA NARDINI S.P.A.	A24	Rebels / Deux Frères	D32
Distillerie Louis Morand & Cie SA	C10	RIN COLON	B10
DNA Domains & Distilleries	B16	Rum Serum	A20
Douglas Laing & Co. Ltd	D40	Saint James, Marie Brizard,	A05
FREEZ CRYSTAL by Boutique	A40	Schwarz, Mear, Gier	A08
Beverages Trading Intern	C11	Sesh & Fritz GmbH	A04
GAMFONDI		Servo srl	
Gonzalez Byass SA		SC Alexandrian Sabar	
Hamburg Distilling Company	C09	Distilleries 1789 SRL	D21
HDC GmbH			
Hausbrennerei Weinhandels-			
gesellschaft mbH & Co.KG	A51		

PACKAGE PROPOSALS TO INDIVIDUAL GOALS & NEEDS



PACKAGE PROPOSAL „NEW EXHIBITOR“

Gaining visibility before the show is key to attracting the right buyers, and this package will help you do exactly that. The Package allows you to reach your target audience while they are planning their visit. This strategic approach ensures that your business is on their radar even before the show begins, facilitating the initiation of meaningful conversations on site.

NEW EXHIBITOR PACKAGE

- Upgrade to marketing package “PRIORITY PROFILE”
- Lead Booster – insert digital lead generation tool
- 1/3 Page Advert in the ALUMINIUM trade show guide
- Limited availability

PACKAGE PRICE: 2,125.00 €

Package Deal = € 525 SAVED!



PACKAGE PROPOSAL „BRAND AWARENESS“

Increased visibility, professional branding, targeted advertising, and enhanced visibility for your company.

This package will help to stand out from the competition, strengthen your brand presence, and maximize the success of your trade show appearance.

BRAND AWARENESS PACKAGE

- Upgrade to marketing package “PRIORITY PROFILE”
- 1 x LinkedIn Post (Period: Sep-Oct 2026)
- 1/3 Page Advert in the ALUMINIUM trade show guide
- Logo on the orientation plans at your hall
- Limited availability

PACKAGE PRICE: 3,835.00 €

Package Deal = € 955 SAVED!

BRAND AWARENESS PACKAGE PLUS

- Upgrade to marketing package “PRIORITY PROFILE”
- 1 x LinkedIn Post (Period: Sep-Oct 2026)
- 1/3 Page Advert in the ALUMINIUM trade show guide
- Logo on the orientation plans at your hall
- Logo visibility at the ALUMINIUM used LED Screens and Walls
- Limited availability

PACKAGE PRICE: 5,640.00 €

Package Deal = € 1,398 SAVED!



PACKAGE PROPOSAL „LEAD DRIVER“

Enhance the efficiency of your sales process and improve conversion rates.

This allows you to generate qualified leads before and during the trade show, increasing your potential for successful sales closures. It enables you to implement efficient **follow-up processes**, achieve **measurable ROI**, and conduct **targeted marketing** activities.

LEAD DRIVER PACKAGE

- Upgrade to marketing package “PRIORITY PROFILE”
- Lead Booster – insert digital lead generation tool
- 1 x LinkedIn Post (Period: Sep-Oct 2026)
- Limited availability

PACKAGE PRICE: 2,899.00 € **Package Deal = € 309 SAVED!**

LEAD DRIVER PACKAGE PLUS

- Upgrade to marketing package “PRIORITY PROFILE”
- Lead Booster - insert digital lead generation tool
- 1 x LinkedIn Post (Period: Sep-Oct 2026)
- Online Banner “category” until 6 weeks after ALUMINIUM 2026
- Limited availability

PACKAGE PRICE: 4,580.00 € **Package Deal = € 1,130 SAVED!**



PACKAGE PROPOSAL „PRODUCT SHOWCASE“

Leverage our product presentation package to seamlessly capture and follow up on high-quality leads – supported by real-time analytics for maximum return on investment. Boost the visibility of your products, encourage direct engagement with qualified buyers, and drive targeted traffic to your stand. By integrating into our online community, you'll expand your reach sustainably while enhancing your brand image.

PRODUCT SHOWCASE PACKAGE:

- Upgrade to marketing package “PRIORITY PROFILE”
- 1 x LinkedIn Post (Period: Sep-Oct 2026)
- Logo visibility at the ALUMINIUM Conference used LED Screens and Walls
- 1/3 Page Advert in the ALUMINIUM trade show guide
- Limited availability

PACKAGE PRICE: 3,930.00 €

Package Deal = € 980 SAVED!

PRODUCT SHOWCASE PACKAGE PLUS:

- Upgrade to marketing package “PRIORITY PROFILE”
- 1 x LinkedIn Post (Period: Sep-Oct 2026)
- Logo visibility at the ALUMINIUM Conference used LED Screens and Walls
- 1/3 Page Advert in the ALUMINIUM trade show guide
- Onsite Event Video Package
- Limited availability

PACKAGE PRICE: 5,735.00 €

Package Deal = € 1,018 SAVED!



YOUR DIRECT CONTACT

For more information and a clear understanding how your company can benefit, just give us a call. We'll be happy to help.

Manuela Zschocke

Senior Sales Manager

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 +49 152 22788368

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Jessica Kristian

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 Anna.Zieniewicz@rxglobal.com

ALUMINIUM 2026



6 – 8 October 2026



Exhibition Center Düsseldorf,
Germany, Hall 1, 3 – 6 & 7A
Stockumer Kirchstraße 61
40474 Düsseldorf, Germany



6 – 8 October 2026,
daily from 9 a.m. – 6 p.m.

RX Deutschland GmbH
Project ALUMINIUM
Johannstraße 1
40476 Düsseldorf, Germany
aluminium-exhibition.com

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