

Be visible at the embedded world 2026

The services can only be booked by exhibitors of the event via our shop.

Book here now:

BOOK

DIGITAL PRODUCTS

- 1. Exhibitor in Focus -Your logo in the website search EUR 2,090
- 4. Logo in the digital floor plan **EUR 999**
- 7. Additional product profile in SelfService **EUR 649**
- 2. Banner Logo Slider Home EUR 1.990
- 5. Sponsored Article EUR 3,150
- 3. Banner Logo Slider **Exhibitors & Products** EUR 1,990
- 6. Sponsored Notification EUR 2,650

PRINT

8. Advertisement in the Exhibition Guide 9. Exhibition Guide - highlighted

1/1 page, cover page 2 EUR 6,890

1/1 page, cover page 3 EUR 6,790 1/1 page, cover page 4 EUR 7,390

1/2 page, inside section EUR 3,290

1/3 page, inside section EUR 2,890

1/1 page, inside section EUR 5,490

programme items plus logo

EUR 1,490

10. Logo in the Exhibition Guide

list of exhibitors EUR 1,990 hall plan EUR 2,990

ON SITE

11. BlowUp column EUR 6,690

14. Deko Cubes EUR 5,990

17. Digital Signage NCC Mitte Hall entrance to hall 1 EUR 5,390

20. Digital Signage NCC Ost Hall Passageway 4A EUR 8,990

23. EasyMag EUR 3,190

26. Fotobooth EUR 8,790

29. GigaFrame

EUR 39,590 large small EUR 29,990 Special Size EUR 11,990

32. Job board **EUR 890**

35. Logo on the Hall Overview Plan EUR 3,490

38. RiggBanner EUR 23,490

41. Serviettes advertising EUR 11,590

44. Speaking Slot in the **Exhibitor Forum** EUR 1,550

12. BannerUp - incl. Production EUR 2,850

15. Digital Signage BIG LED Screen **Entrance Mitte outdoor** EUR 19.990

18. Digital Signage NCC Ost exit displays to hall 4A EUR 1,650

21. Digital Signage at the Metro Bridge EUR 8,490

24. Flying Object - indoor EUR 11,990

27. Footprints in the Hall EUR 7,890

30. Glass panels

NCC Ost outdoor EUR 6,500 NCC Ost turnstiles EUR 12,690 NCC Mitte turnstiles EUR 12,690

33. Lanyards - incl. Production EUR 34,990

36. MegaBanner EUR 9,290

39. Escalator advertising NCC Ost

1/3 usage EUR 3,690 2/3 usage EUR 6,390 3/3 usage EUR 9,990

42. Mirror Advertising EUR 8,990

45. Advertising Tower EUR 14,390

13. Floor Graphics EUR 3,790

16. Digital Signage NCC Mitte Foyer display to hall 1 EUR 8.890

19. Digital Signage NCC Ost Foyer displays to hall 4A EUR 8,590

22. Easy Discs - incl. Production EUR 8,690

25. Fotoboden™ EUR 450/sqm

28. GigaBanner EUR 44,990

31. Large awning EUR 7,190

34. LightBox double-sided EUR 3,990

37. Multi-Storey Car Park Banner EUR 26,590

40. Sanitary advertising EUR 9,490

43. Door Banner 4A EUR 7,250

46. Advertising Cube EUR 7,390



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BOOK

SPONSORING

- **47. Sponsor Forum** EUR 26,500
- **50. Sponsor gastro area** "**Soup bar**" excl. vouchers EUR EUR 12,690 incl. vouchers EUR 17,500
- **53. Bag Advertising License** EUR 7,990
- **48. Sponsor gastro area**"Kaffeebar"
 excl. vouchers EUR 8,490
 incl. vouchers EUR 12,000
- 51. Sponsor gastro area "Currywurst"" excl. vouchers EUR EUR 12,690 incl. vouchers EUR 18,500
- **54. WalkingAct License** EUR 7,590
- **49. Sponsor gastro area**"**Hotdog-Stand"**excl. vouchers EUR EUR 13,690 incl. vouchers EUR 19,500
- **52. Sponsor gastro area** "La Cucina Italiana" excl. vouchers EUR 27,290 incl. vouchers EUR 39,000
- **55. Advertising Space**Advertising space S
 Advertising space M
 EUR 7,490
 Advertising space L
 EUR 7,990



Product name: Exhibitor in focus – Your logo in the website search Section: Digital products Sample picture:

Information:

Present your company in another prominent advertising space on the trade fair website. By booking a space in the search window, you can present your company to your (potential) customers on the trade fair website and draw attention to your online entry in the exhibitor and product database. Your advantage: Your logo is displayed when using the search function and gives you good visibility with users who are preparing for the trade fair.

Benefits for exhibitors:

Visibility ☆☆☆

Leads



Product name: Banner Logo Slider Section: Digital products Sample picture:

Information:

Draw attention to yourself or your company and present your company on a prominent advertising space. By booking a space in the logo slider, you can - without much effort - present your company to your (potential) customers.

Your benefit: The logo slider is clearly visible on the most visited pages of the website. Thereby you reach a high range of (potential) customers through your brand presence.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Exclusive - Marketing	Section: Digital products
Product name:	Sample picture:
Logo in the digital floor plan	

Information:

Attract attention and place your logo in the digital floor plan - a central tool for orientation for all trade show visitors. The logo in your booth enhances your visibility and makes it easier for participants to locate you and engage with you.

Benefits for exhibitors:

Visibility☆☆ Leads ☆☆☆



Product name: Sample picture: Sponsored Article

Information:

Report your success stories (innovations, background stories & best practice examples, whitepapers) and achieve visibility in our knowledge section. Convince your potential customers with your expertise and submit an article as a Sponsored Article.

Your benefit: You can reach a high number of customers quickly and easily and convince them of your expertise with your professional article. Your logo will be clearly visible in the article and a link will lead directly to your company profile. In addition, the article will be found via relevant keywords in your text via the global website search. Plus: The article remains on the website even after the event. This means further contact opportunities for you and your target group, even after the event has ended.

Benefits for exhibitors:

Visibility ద

Leads 🖈



Exclusive - Marketing	Section: Digital products
Product name:	Sample picture:
Sponsored Notification	Erhalten Sie mit dem FACHPACK360°-Newsletter alle zwei Wochen kostenlos Branchennews einfach per E- Mail! Jetzt anmelden

Information:

Draw attention to your company profile and your trade fair presence with our notification. Present yourself in our Sponsored Notification and increase your visibility!

Your advantage:

The Sponsored Notification is displayed at least once to visitors to the platform during the booked period and appears on all subpages. You can draw attention to your company profile in general or specifically to a presentation slot, your current job offer or whitepaper.

Benefits for exhibitors:

Visibility ☆ ☆ ☆

Leads ద



Product name: Additional product profile in SelfService Section: Digital products Sample picture:

Information:

Would you like to present more than two products in your online profile? No problem! Boost your profile with additional product profiles and take advantage of the various online presentation options. In addition to your company-specific information, your products are also interesting for potential customers - especially when preparing for a trade fair. The extended product presentation allows you to further optimize awareness and reach in your target group.

Products are searchable on the website. In addition to a free text search, there are also filter options that are adapted to the product directory.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Exclusive - Marketing	Section: Print
Product name:	Sample picture:
Advertisement in the Exhibition Guide	1/1 1/1 1/1 1/1 1/1 1/1 1/1 1/1

Information:

100% attention, 100% cover!

The Exhibition Guide is distributed free to all trade visitors, guaranteeing maximum contact numbers

Benefits for exhibitors:

Visibility ☆ ☆ ☆

Leads ద



Exclusive - Marketing	Section: Print
Product name:	Sample picture:
Logo in the Exhibition Guide	Logo Logo Logo Logo Logo Logo Logo

Information:

Attract attention!

Your company logo will appear in the Exhibition

Guide's alphabetical list of exhibitors or hall plan. The free distribution to all visitiors guarantees top contact figures.

Benefits for exhibitors:

Visibility**☆☆**

Leads ద



Product name: BlowUpColumn Section: On Site Sample picture:

Information:

Command the attention of your visitors!

The BlowUpColumn with the lighting inside also lights the way for visitors from a long way off.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Product name: Sample picture: BannerUp BannerUp

Information:

Steer trade visitors straight to your stand – with a customized BannerUp!

Benefits for exhibitors:

Visibility☆☆ Leads ☆



Product name: Sample picture: Floor Graphics

Information:

Straight to advertising success!

Because outside the halls and in the middle of the path, you arouse the curiosity of trade visitors and guide them to your stand with the help of the floor/wall sticker.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Product name: Sample picture: Deko Cubes

Information:

Treat your customers to a creative break!

Cube seats offer an eye-catching and stylish seating option. The cube seats can be custom printed, and thanks to their geometric shape with 5 printable sides they are suitable for use as effective advertising cubes and as a fun way to convey your message.

Benefits for exhibitors:

Visibility ☆
Leads ☆



Section: On Site

Product name:

Sample picture:





Information:

Intercept your customers on the site and guide them to your stand.

Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.

Benefits for exhibitors:

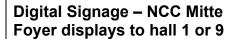
Visibility ☆ ☆ ☆ Leads ☆



Section: On Site

Product name:

Sample picture:





Information:

Intercept your customers on the site and guide them to your stand.

Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.

Benefits for exhibitors:

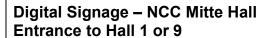
Visibility ☆ ☆ Leads ☆



Section: On Site

Product name:

Sample picture:





Information:

Intercept your customers on the site and guide them to your stand.

Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.

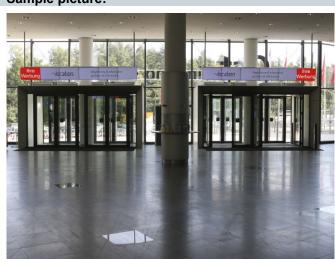
Benefits for exhibitors:

Visibility☆ Leads ☆



Exclusive - Marketing Section: On Site Product name: Sample picture:

Digital Signage – NCC Ost exit displays



Information:

Intercept your customers on the site and guide them to your stand.

Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.

Benefits for exhibitors:

Visibility☆ Leads ☆



Section: On Site

Product name:

Sample picture:

Digital Signage – NCC Ost Foyer displays to hall 4A or 7A



Information:

Intercept your customers on the site and guide them to your stand.

Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Product name: Sample picture: Digital Signage – NCC Ost Hall Passageway 4A or 7A Section: On Site Sample picture:

Information:

Intercept your customers on the site and guide them to your stand.

Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.

Benefits for exhibitors:

Visibility ☆
Leads ☆



Bereich: On Site

Product name:

Sample picture:





Information

Catch customers even before they reach the exhibition centre and focus their attention entirely on your company.

The digital signage immediately invites arriving visitors to your stand.

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆



Exclusive - Marketing Section: On Site Product name: Sample picture: **Easy Discs**

Information:

An all-round success package!Welcome visitors with movable discs even before they reach the ticket counter at both entrances (Mitte / Ost).

Benefits for exhibitors:

Visibility**☆☆☆** Leads ద



Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
EasyMag	Ihre Werbung Your Advertisement
Information:	
Steer trade visitors straight to your stand – with your customised double-sided EasyMag! Innovative stand display with magnetic technology – patent pending.	
Benefits for exhibitors:	
Visibility ☆ ☆ Leads ☆ Range of coverage ☆	



Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
Flying Object – indoor	Ihre Werbung Your Advertisement

Information:

Take off on your own individual advertising flight and your company will be the focal point in the entrance area!

The flying object will of course bear the lettering you want. The daily operating times of the zeppelin during exhibition

days are around 10 hours from approx. 8:30 am. Two hours of breaks in total must be included within this period, for technical and safety reasons. However, peak times will be taken into consideration.

Benefits for exhibitors:

Visibility ☆ ☆ ☆

Leads ద



FOTOBODEN™ Sample picture:	Exclusive - Marketing	Section: On Site
	Product name:	Sample picture:

Information:

The direct route to advertising success!

Outside the halls, in the middle of the walkway, the large-sized photo-realistic floor graphics will make trade visitors curious about you and direct them to your stand.

Benefits for exhibitors:

Visibility ★ ☆ Leads ద



Product name: Sample picture: Footprints in the Hall

Information:

Make sure that your visitors can track you down easily and let them follow in your footsteps – to your stand!

Right in the hall, you will meet the trade visitors with your footprints and lead them straight to your stand!

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆ ☆



Product name: Sample picture: GigaBanner GigaBanner

Information:

Great, greater, greatest attention!

The name says it all: present your company and products on a 280 m² banner right before the visitor's eyes.

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆



Product name: Sample picture: GigaFrame Large Section: On Site Sample picture: Ihre Werbung Your Advertisement

Information:

Welcome visitors in the entrance area with your magnificent, individual display – and make sure they always remember you!

The large and small variants are only possible outdoor.

Please note:

It may be necessary to take down the GigaFrame for safety reasons in case of storms etc

Benefits for exhibitors:

Visibility☆☆☆ Leads ☆



Product name: Sample picture: GigaFrame Small

Information:

Welcome visitors in the entrance area with your magnificent, individual display – and make sure they always remember you!

The large and small variants are only possible outdoor.

Please note:

It may be necessary to take down the GigaFrame for safety reasons in case of storms etc

Benefits for exhibitors:

Visibility ☆ ☆
Leads ☆



Product name: Sample picture: GigaFrame Special Size Section: On Site Sumple picture: Ihre Werbung Your Advertisement

Information:

Welcome visitors in the entrance area with your magnificent, individual display – and make sure they always remember you!

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆



Product name: Glass panels NCC Ost – outdoor 10 panels, one-sided Section: On Site Sample picture:

Information:

Welcome the trade visitors in the entrance area NCC Ost with your individual advertising message - and be remembered!

Benefits for exhibitors:

Visibility☆ Leads ☆



Section: On Site

Product name:

Sample picture:

Glass panels - indoor, double-sided



Information:

Welcome the trade visitors in the entrance area with your individual advertising message - and be remembered!

Benefits for exhibitors:

Visibility☆☆☆

Leads ద



Product name: Sample picture: Large Awnings

Information:

In the first row at NCC Ost!

Our large canvas displays right by the car park on Grosse Strasse are mounted with expander cables and are extra-large for added impact.

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆



Product name: Sample picture: Lanyards

Information:

The lanyards on which entrance tickets are fixed provide you with a permanent, 100% effective opportunity to advertise to visitors.

Benefits for exhibitors:

Visibility ☆ ☆ ☆

Leads ద

Range of coverage ☆ ☆



Exclusive - Marketing Section: On Site Product name: Sample picture: Ihre Werbung LightBox double-sided Advertisement

Information:

Speak to the visitors – the more you tell, the more you sell!

Present your company on a well-placed LightBox at central locations on the exhibition site with lots of visitors.

Benefits for exhibitors:

Visibility ★ ★ Leads ద



Product name: Sample picture: Logo on the Hall Overview Plan

Information:

Guaranteed to attract the attention of trade visitors!

Your company logo will be shown on large-format hall plans and your stand will be shown in color for additional emphasis.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Product name: Sample picture: MegaBanner MegaBanner

Information:

The name says it all: Mega-sized banners with a mega-sized impact.

The extra-large size covering almost the complete length of a wall in the hall core crossings automatically attracts the attention of trade visitors.

Only one MegaBanner can be booked per hall core crossing.

Benefits for exhibitors:

Visibility ☆ Leads ☆



Product name: Sample picture: Multi-Storey Car Park Banner

Information:

Can't be missed and always powerful every step of the way!

The multi-storey car park is the only advertising on the outside facade of any building on the exhibition site! Your advertising message is placed along Grosse Strasse, past the NCC Ost and further...

Benefits for exhibitors:

Visibility☆☆☆ Leads ☆



Product name: Sample picture: RiggBanner RiggBanner

Information:

Get above the crowd!

This airborne advertising space attracts visitors' eyes upward to your individual message. The RiggBanner can be booked exclusively in the

NCC East entry area and ensures the greatest possible attention with a display area of 140m² (1,500 sq.ft).

Benefits for exhibitors:

Visibility ★ ★ ★

Leads 🖈



Exclusive - Marketing Product name: Sample picture: Escalator Advertising NCC Ost 1/3 Usage, 2/3 Usage or Exclusive

Information:

Your advertising directly in the entrance area NCC Ost!

Your advertising will be placed directly on the escalator from the 1st to the 2nd floor and can be chosen individually. You book here an area of 12m x 0.67m. Other formats available!

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Exclusive - Marketing Section: On Site Product name: Sample picture:

Sanitary advertising



Information:

Use the interior surface of the doors in the washrooms for your advertising message. Your advertisement can be shown in all sanitary facilities open during the event.

Benefits for exhibitors::

Visibility ☆ ☆ Leads ☆



Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
Serviettes advertising	Logo

Join the conversation during the break!

Your advertising message printed on the serviettes in restaurants and cafeterias open to visitors on the site, outside the halls. The visitors' break – your advertising platform! (In selected restaurant areas)

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Exclusive - Marketing

Section: On Site

Product name:

Sample picture:



Mirror Advertising

Information:

Get your message across by advertising on the mirrors in the lavatories.

Your advertisement can be shown in all open lavatories.

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Product name: Sample picture: Door Banner (3A, 4A or 7A)

Information:

Place your company in the most prominent advertising space!

Position the door banners with your individual company advertising at prominent and approved crossings in Halls 3A or 4A or 7A.

Draw the attention of trade visitors upwards - to your company!

The availability of this service depends on hall occupancy.

Benefits for exhibitors:

Visibility ☆
Leads ☆



Exklusive - Marketing	Section: On Site
Product Name:	Sample Picture:
Speaking Slot	TOTAL AC

Would you like to present your products, services and company to the community at the event?

Then apply for a place in the exhibitor forum with your product and/or company presentation. After your 20-minute presentation, you will have the opportunity to talk to the participants for 10 minutes.

Benefits for exhibitors:

Visibility:

Range of Coverage:



Exclusive - Marketing Section: On Site Product name: Sample picture:

Advertising Tower



Information:

It can't be missed! An advertising tower outside at the entrance NCC Mitte generates interest among passersby.

It may be necessary to take down the advertising tower for safety reasons in case of storms etc.

Benefits for exhibitors:

Visibility ★ ★ ★

Leads ద



Product name: Sample picture: Ihre Werbung Your Advertisement Verbung Your Advertisement Advertisement

Information:

"Alea iacta est - This cube has been thrown."

We will not throw the cube, but the visitors will certainly take a look at your advertising message. Please note: It may be necessary to take down the advertising cube for safety reasons in case of storms etc

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆



Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
Sponsor Forum	

Create a new presence for your brand at the trade fair with the "Sponsor Forum". A forum full of industry leaders, decision makers, potential employees and your brand at the center of the action. Attract attention alongside the latest trends, innovations and hot topics of conversation in your industry.

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆



Product Name: Sample Picture: Sponsor Catering Zone

Information:

Immerse yourself in a culinary adventure that will take your taste buds on a journey through a world of delicious flavours and diverse dishes.

This brand-sponsored concept is far more than just a food stall; it is a gastronomic expedition that brings the essence of your brand to life and conveys your values in a unique way.

Be surprised by the variety and quality - subject to availability! Equipment on request.

Benefits for exhibitors:



Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
Bag Advertising – License	

Pocket your customers' attention in the bag! Practical printed bags with your advertising message!

With a big space for getting your message across and plenty of stowage space, too! (Bookable at one entrance)

Benefits for exhibitors:

Visibility ★ ★ ★

Leads ద



Product name: Sample picture: WalkingAct – License

Information:

Get walking – let your imagination run wild!

Walking Acts are people dressed in effective advertising clothes who walk as living advertising media through the exhibition halls and draw attention to your company. (max. two people together, more upon request)

Please note: Walking Acts (with approval) can walk through all the exhibition halls, but not the entrance, service and catering areas.

Other costs for the artistes (such as wages, costumes, food, drink & accommodations) are not included in the price

Benefits for exhibitors:

Visibility ☆ ☆ ☆ Leads ☆ ☆



Product name: Sample picture: Advertising Space

Information:

Advertising space – for extra powerful performance! Steer visitors straight to you!

Setting up your exhibit outside the halls allows you to create a special eye-catcher. Talk to us - we will be happy to offer you an attractive and individual location!

Benefits for exhibitors:

Visibility ☆ ☆ Leads ☆