

Be visible at the embedded world 2026

Book here now:

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

BOOK

DIGITAL PRODUCTS

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

PRINT

- | | | |
|---|---|--|
| 8. Advertisement in the Exhibition Guide
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 | 9. Exhibition Guide – highlighted
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 | 12. BannerUp – incl. Production
EUR 2,850 | 13. Floor Graphics
EUR 3,790 |
| 14. Deko Cubes
EUR 5,990 | 15. Digital Signage BIG LED Screen
Entrance Mitte outdoor
EUR 19,990 | 16. Digital Signage NCC Mitte
Foyer display to hall 1
EUR 8,890 |
| 17. Digital Signage NCC Mitte
Hall entrance to hall 1
EUR 5,390 | 18. Digital Signage NCC Ost
exit displays to hall 4A
EUR 1,650 | 19. Digital Signage NCC Ost
Foyer displays to hall 4A
EUR 8,590 |
| 20. Digital Signage NCC Ost
Hall Passageway 4A
EUR 8,990 | 21. Digital Signage at
the Metro Bridge
EUR 8,490 | 22. Easy Discs – incl. Production
EUR 8,690 |
| 23. EasyMag
EUR 3,190 | 24. Flying Object – indoor
EUR 11,990 | 25. Fotoboden™
EUR 450/sqm |
| 26. Fotobooth
EUR 8,790 | 27. Footprints in the Hall
EUR 7,890 | 28. GigaBanner
EUR 44,990 |
| 29. GigaFrame
large EUR 39,590
small EUR 29,990
Special Size EUR 11,990 | 30. Glass panels
NCC Ost outdoor EUR 6,500
NCC Ost turnstiles EUR 12,690
NCC Mitte turnstiles EUR 12,690 | 31. Large awning
EUR 7,190 |
| 32. Job board
EUR 890 | 33. Lanyards – incl. Production
EUR 34,990 | 34. LightBox double-sided
EUR 3,990 |
| 35. Logo on the Hall Overview Plan
EUR 3,490 | 36. MegaBanner
EUR 9,290 | 37. Multi-Storey Car Park Banner
EUR 26,590 |
| 38. RiggBanner
EUR 23,490 | 39. Escalator advertising NCC Ost
1/3 usage EUR 3,690
2/3 usage EUR 6,390
3/3 usage EUR 9,990 | 40. Sanitary advertising
EUR 9,490 |
| 41. Serviettes advertising
EUR 11,590 | 42. Mirror Advertising
EUR 8,990 | 43. Door Banner 4A
EUR 7,250 |
| 44. Speaking Slot in the
Exhibitor Forum
EUR 1,550 | 45. Advertising Tower
EUR 14,390 | 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

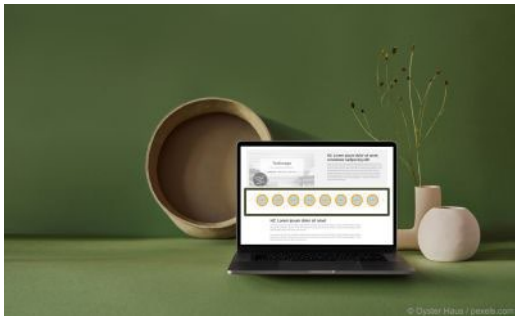
55. Advertising Space


Advertising space S EUR 6,990

Advertising space M EUR 7,490

Advertising space L EUR 7,990

Range of coverage ★★ ★

Exclusive - Marketing		Section: Digital products	
Product name:		Sample picture:	
<div>Banner Logo Slider</div>		<div></div>	
Information:			
<p>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.</p> <p>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.</p>			
Benefits for exhibitors:			
<div>Visibility★ ★</div> <div>Leads ★</div> <div>Range of coverage★</div>			


Exclusive - Marketing	Section: Digital products
<p>Product name:</p> <p>Logo in the digital floor plan</p>	<p>Sample picture:</p> 
<p>Information:</p> <p>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.</p>	
<p>Benefits for exhibitors:</p> <p>Visibility ★★</p> <p>Leads ★★★</p> <p>Range of coverage ★★★</p>	

The image shows a computer monitor displaying a website titled 'Cholesterin'. The website layout includes a header with navigation links, a main content area with a heading 'Projekt: Industrielle Wärmepumpen in Österreich', and a subheading 'Österreich'. Below the text, there is a small image of a person. The monitor is placed on a desk, and a laptop is visible in the foreground.

Range of coverage ★ ★

Visibility ★★
Leads ★
Range of coverage ★

Range of coverage★

Exclusive - Marketing	Section: On Site
<p>Product name:</p> <p>BannerUp</p>	<p>Sample picture:</p> 
<p>Information:</p> <p>Steer trade visitors straight to your stand – with a customized BannerUp!</p>	
<p>Benefits for exhibitors:</p> <p>Visibility ★★</p> <p>Leads ★</p> <p>Range of coverage ★</p>	

Range of coverage★


Range of coverage★

Range of coverage★


Range of coverage★

Range of coverage★

- Visibility ★
- Leads ★
- Range of coverage ★

Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
<p>Digital Signage – NCC Ost Foyer displays to hall 4A or 7A</p>	
Information:	
<p>Intercept your customers on the site and guide them to your stand.</p> <p>Use this attractive advertising tool for maximum attention on site. Display your high-resolution ad in areas with high visitor frequency.</p>	
Benefits for exhibitors:	
<p>Visibility ★ ★</p> <p>Leads ★</p> <p>Range of coverage ★</p>	


- Visibility ★
- Leads ★
- Range of coverage ★

Exklusiv - Marketing	Bereich: On Site
Product name:	Sample picture:
Digital Signage at the Metro Bridge	
Information	
<p>Catch customers even before they reach the exhibition centre and focus their attention entirely on your company.</p> <p>The digital signage immediately invites arriving visitors to your stand.</p>	
Benefits for exhibitors:	
<p>Visibility ★★ ★</p> <p>Leads ★</p> <p>Range of coverage ★</p>	

Range of coverage★

Range of coverage★


A high-angle, wide shot of a large, crowded public space, possibly a transit hub or a large hall. The floor is light-colored and polished. Numerous people are walking in various directions. In the center of the image, a large, white, horizontally-oriented oval graphic is superimposed. Inside this oval, the text "Ihre Werbung" is written in red, followed by "Your Advertisement" in black. The overall scene is busy and populated.


Exclusive - Marketing		Section: On Site	
Product name:		Sample picture:	
<p>FOTOBODEN™</p>			
Information:			
<p>The direct route to advertising success!</p> <p>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.</p>			
Benefits for exhibitors:			
<p>Visibility ★ ★</p> <p>Leads ★</p> <p>Range of coverage ★</p>			

Range of coverage ★

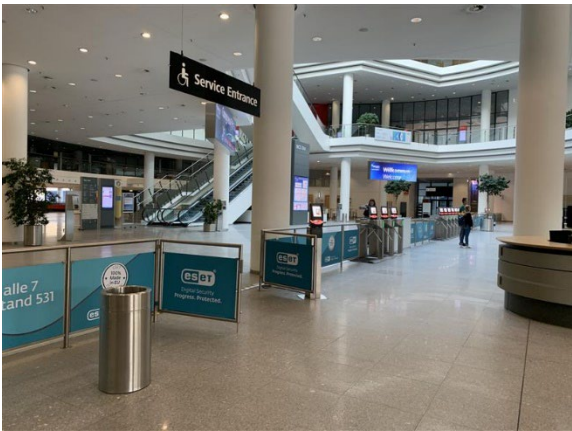
Range of coverage★


Range of coverage★

Exclusive - Marketing	Section: On Site
Product name: <div>GigaFrame Small</div>	Sample picture: 
Information: <p>Welcome visitors in the entrance area with your magnificent, individual display – and make sure they always remember you!</p> <p>The large and small variants are only possible outdoor.</p> <p>Please note:</p> <p>It may be necessary to take down the GigaFrame for safety reasons in case of storms etc</p>	
Benefits for exhibitors: <p>Visibility ★ ★</p> <p>Leads ★</p> <p>Range of coverage ★</p>	

Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
GigaFrame Special Size	
Information:	
Welcome visitors in the entrance area with your magnificent, individual display – and make sure they always remember you!	
Benefits for exhibitors:	
Visibility ★ ★ ★	
Leads ★	
Range of coverage ★	

Range of coverage★

Exclusive - Marketing	Section: On Site
Product name: Glass panels – indoor, double-sided	Sample picture: 
Information: Welcome the trade visitors in the entrance area with your individual advertising message - and be remembered!	
Benefits for exhibitors: Visibility ★ ★ ★ Leads ★ Range of coverage ★	


Exclusive - Marketing	Section: On Site
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 ★ Range of coverage ★	


A bundle of red lanyards with silver-colored metal hooks, each featuring a 'Logo' and '1, 2, 3' printed on it.

[illegible]

Range of coverage★

Range of coverage★

Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
<p>Multi-Storey Car Park Banner</p>	
Information:	
<p>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...</p>	
Benefits for exhibitors:	
<p>Visibility ★ ★ ★ Leads ★ Range of coverage ★</p>	


Exclusive - Marketing	Section: On Site
Product name: RiggBanner	Sample picture: 
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 ★ Range of coverage ★	

Range of coverage★


Exclusive - Marketing	Section: On Site
<p>Product name:</p> <p>Serviettes advertising</p>	<p>Sample picture:</p> 
<p>Information:</p> <p>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)</p>	
<p>Benefits for exhibitors:</p> <p>Visibility ★ ★ Leads ★ Range of coverage ★</p>	


Range of coverage★

Range of coverage★

Exclusive - Marketing	Section: On Site
Product name:	Sample picture:
Advertising Tower	
Information:	
<p>It can't be missed! An advertising tower outside at the entrance NCC Mitte generates interest among passersby.</p> <p>It may be necessary to take down the advertising tower for safety reasons in case of storms etc.</p>	
Benefits for exhibitors:	
<p>Visibility ★ ★ ★</p> <p>Leads ★</p> <p>Range of coverage ★</p>	

Range of coverage★

Exklusive - Marketing	Section: On Site
<p>Product Name:</p> <p>Sponsor Catering Zone</p>	<p>Sample Picture:</p> 
<p>Information:</p> <p>Immerse yourself in a culinary adventure that will take your taste buds on a journey through a world of delicious flavours and diverse dishes.</p> <p>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.</p> <p>Be surprised by the variety and quality - subject to availability! Equipment on request.</p>	
<p>Benefits for exhibitors:</p> <p>Visibility ★★ ★</p> <p>Leads ★ ★</p> <p>Range of Coverage ★</p>	

Exclusive - Marketing	Section: On Site
<p>Product name:</p> <p>Bag Advertising – License</p>	<p>Sample picture:</p> 
<p>Information:</p> <p>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)</p>	
<p>Benefits for exhibitors:</p> <p>Visibility ★ ★ ★ Leads ★ Range of coverage ★ ★</p>	

Range of coverage★