

# Advertising spaces MOC

## pricing 2023

# Guidelines

Whether outdoors or indoors in front of the halls — use attractive advertising spaces on the MOC grounds to present your events and your company outside the event rooms. Please be sure to coordinate your event-related advertising space concept with us in advance to ensure both traffic safety obligations and the visually appealing and professional appearance of the MOC.

Advertising space can be rented via the MOC on a rental basis. We will be happy to advise you on the options and prepare an individual offer for you. Don't hesitate to ask us about our favourable package prices.

The event-related room and area signage in the entrances to the halls or atriums/conference rooms is not an advertising space. All officially designated advertising spaces are listed in this brochure with rental prices. Only these areas are available whether to inform your visitors or for advertising purposes.

Please note that unauthorized advertising materials (e.g. posters stuck on the walls and window areas or banners between light towers in the courtyards etc.) will be removed at your expense, including any costs.

The production of all advertising spaces and the project management for production, assembly and disassembly is handled by our service partner Rudolf Lang GmbH & Co. KG.

All used materials comply with the current fire protection regulations of the MOC.

Please note that the advertising materials produced for you become your property. We kindly ask you to inform us before the event whether you would like to take the advertising material with you after the event.

The print data deadline for all advertising spaces is 6 weeks before the start of the event or by arrangement.

All prices listed are net amounts. Insofar as statutory sales tax provisions concerning German value-added tax applying in the Federal Republic of Germany are applicable to them, they are subject to German value-added tax valid at the given time.

Changes and errors are excepted.

# Contact

## Production

Rudolf Lang GmbH & Co.KG  
Ehrwalder Straße 120  
81377 München

Kerstin Lang  
[moc@rudolf-lang.de](mailto:moc@rudolf-lang.de)

Data transfer:  
[www.wetransfer.com](http://www.wetransfer.com)

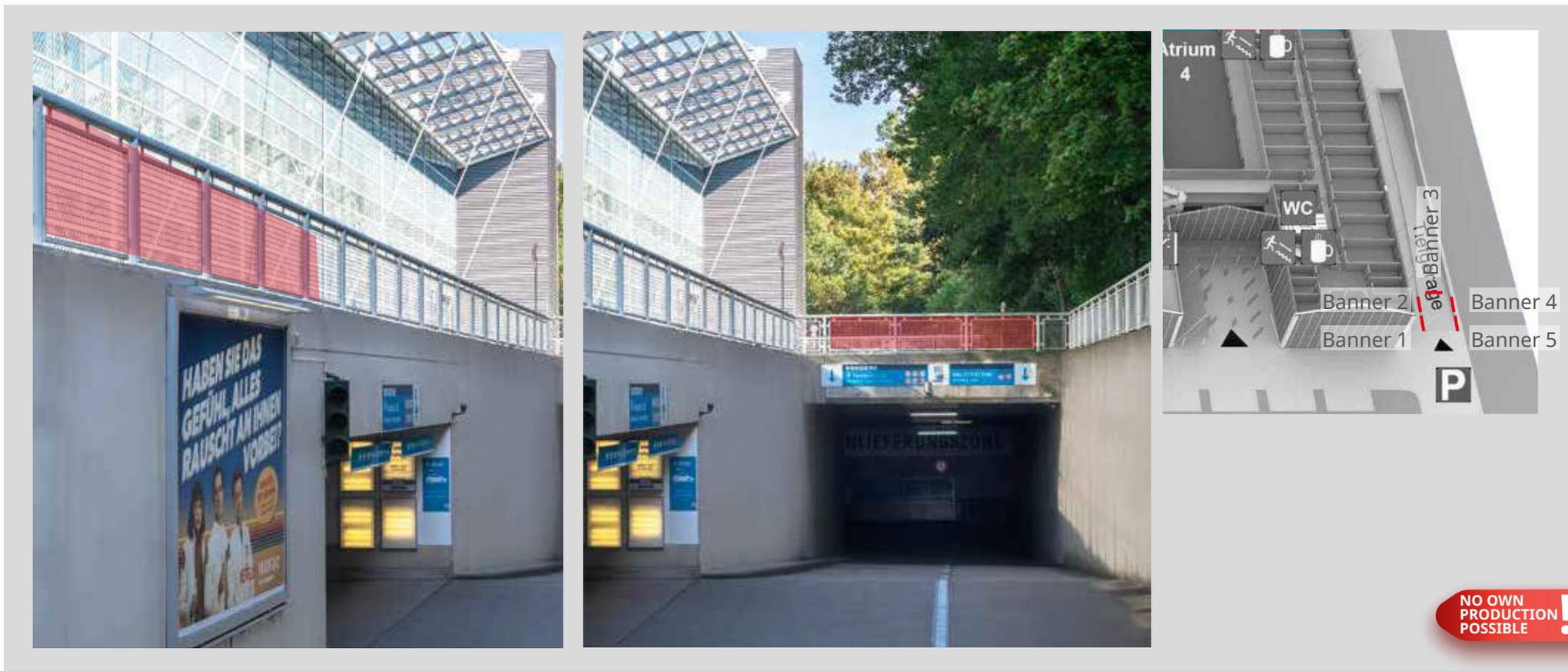


Outdoor advertising spaces

# Banners – Underground Car Park Entrance

More success through well-placed advertising. Welcome visitors when they enter the underground car park and guide them directly to your booth with an eye-catching banner.

Advertising space: 6000 x 800 mm	Production and assembly: 400,00 EUR	Rental costs (surface area): 600,00 EUR	Total costs: 1.000,00 EUR
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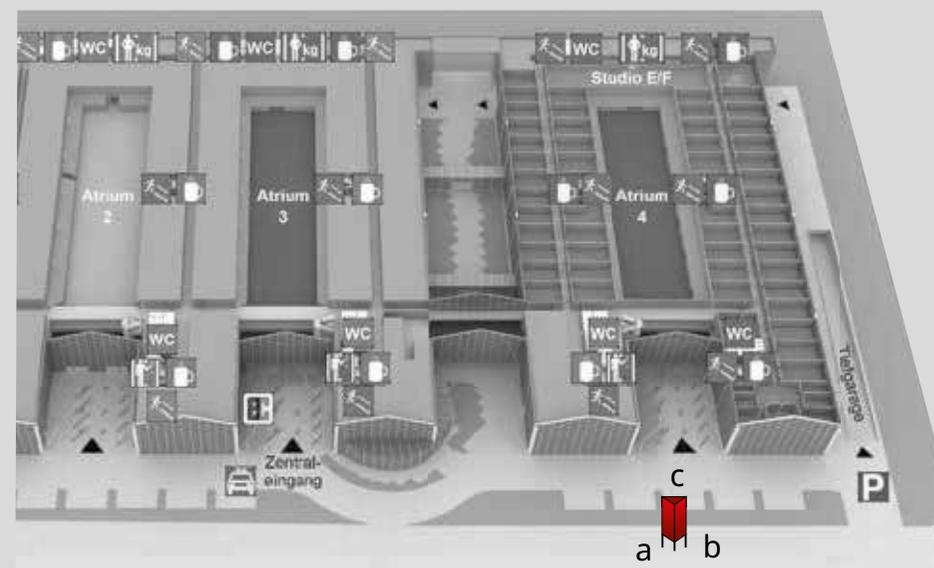
NO OWN  
PRODUCTION  
POSSIBLE

## Outdoor advertising spaces

# Tripod Display

Book a three-sided advertising tower in front of entrance 4. Take advantage of this advertising opportunity and welcome your customers even before they enter the exhibition site.

<u>Advertising space:</u>	<u>Production and assembly:</u>	<u>Rental costs (3-sided):</u>	<u>Total costs:</u>
2250 x 3050 mm (3-sided display booking)	1.100,00 EUR	1.000,00 EUR	2.600,00 EUR



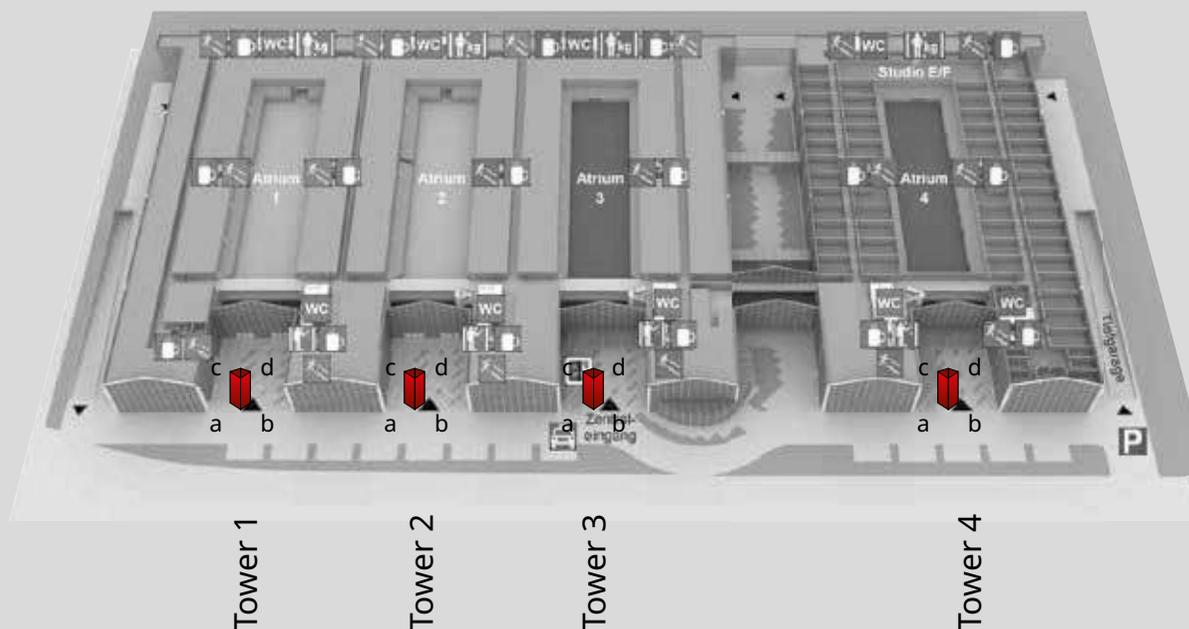
**NO OWN PRODUCTION!**

# Outdoor advertising spaces

## Advertising Tower

Impossible to miss: an advertising tower in front of the entrance attracts the interest of passers-by. Located directly on the central approach road, they welcome visitors with your advertising message. An advertising tower can be placed in front of each entrance.

Advertising tower:	Production and assembly:	Rental costs (4-sided):	Total costs:
1310 x 2410 mm (4-sided)	996,00 EUR	1.000,00 EUR	1.996,00 EUR
1850 x 3700 mm (4-sided)	1.493,00 EUR	1.000,00 EUR	2.493,00 EUR



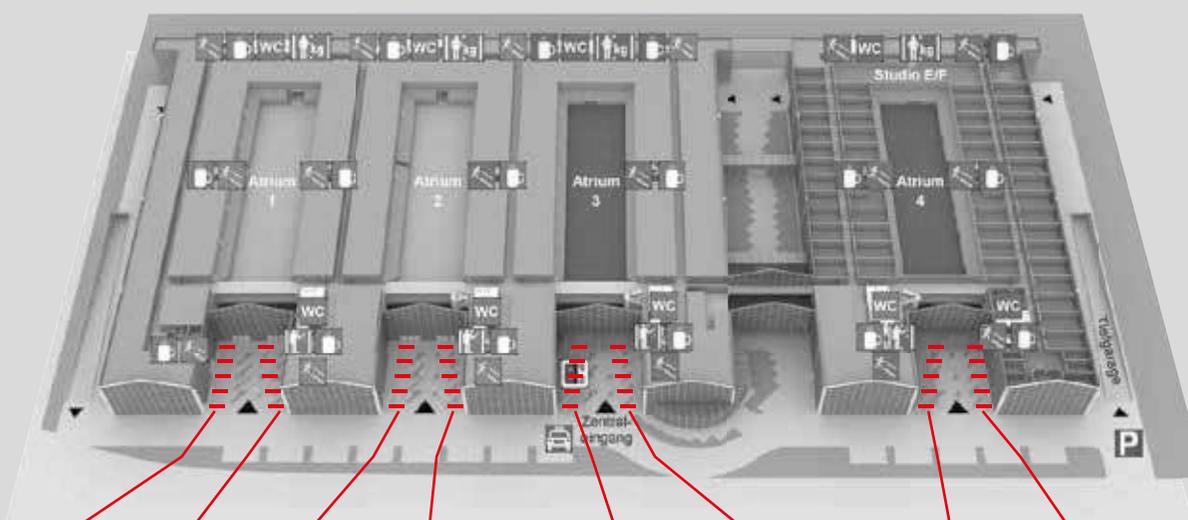
**NO OWN PRODUCTION POSSIBLE !**

# Outdoor advertising spaces

## Windmaster

A perfect eye-catcher: draw people's attention to the highlights of your event right at the entrance. The two-sided Windmasters are located at the entrances. Your advertising is particularly effective if you book several Windmasters in a row.

Advertising space: 840 x 1190 mm (2-sided)  
Production and assembly: 110,00 EUR / Windmaster  
Rental costs: 150,00 EUR / Windmaster  
Total costs: 260,00 EUR / Windmaster



- |         |         |         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|---------|---------|
| E1_li-5 | E1_re-5 | E2_li-5 | E2_re-5 | E3_li-5 | E3_re-5 | E4_li-5 | E4_re-5 |
| E1_li-4 | E1_re-4 | E2_li-4 | E2_re-4 | E3_li-4 | E3_re-4 | E4_li-4 | E4_re-4 |
| E1_li-3 | E1_re-3 | E2_li-3 | E2_re-3 | E3_li-3 | E3_re-3 | E4_li-3 | E4_re-3 |
| E1_li-2 | E1_re-2 | E2_li-2 | E2_re-2 | E3_li-2 | E3_re-2 | E4_li-2 | E4_re-2 |
| E1_li-1 | E1_re-1 | E2_li-1 | E2_re-1 | E3_li-1 | E3_re-1 | E4_li-1 | E4_re-1 |

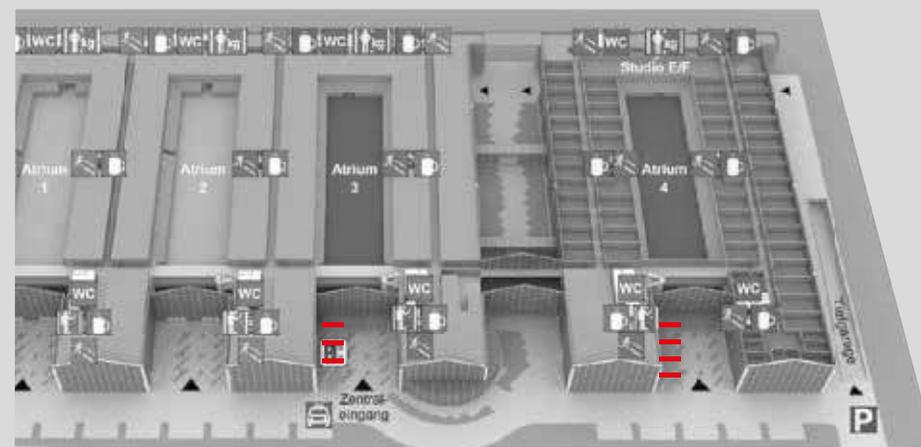
**NO OWN PRODUCTION POSSIBLE !**

Outdoor advertising spaces

# Banner – Arcades (Entrance 3 and 4)

With your advertising message on the Arcades banners, you outperform the competition. The banners on the glass roof guide visitors to entrances 3 and 4.

Advertising space:	Production and assembly:	Rental costs (surface area):	Total costs:
3800 x 1200 mm (1-sided)	340,00 EUR / piece	900,00 EUR / piece	1.240,00 EUR / piece
3800 x 1200 mm (2-sided)	530,00 EUR / piece	900,00 EUR / piece	1.430,00 EUR / piece



Banner 3-d  
Banner 3-c  
Banner 3-b

Banner 4-d  
Banner 4-c  
Banner 4-b  
Banner 4-a

**NO OWN PRODUCTION POSSIBLE**

Outdoor and indoor advertising spaces

## Exhibits

In the access areas and in the foyer of the MOC, your exhibits can arouse the curiosity of arriving visitors.

Surface area for Exhibit:

1 - 5 m<sup>2</sup>  
6 - 15 m<sup>2</sup>  
from 16 m<sup>2</sup>

Rental costs (surface area):

750,00 EUR / Event / Exhibit  
900,00 EUR / Event / Exhibit  
1.150,00 EUR / Event / Exhibit

Information on available areas, maximum space utilization as well as technical possibilities on request.



Outdoor and indoor advertising spaces

# Window Panels

Think big: the window surfaces in the entrance area of all halls are real eye-catchers and guide visitors to your booth. One of the best placements for a large-format presentation of your company and your products. The advertising space can be used both, outside and inside.

Advertising space:

- 2000 x 3500 mm (inside, c and d areas, see plan)
- 2000 x 3700 mm (outside, a and b areas, see plan)

Production and assembly:

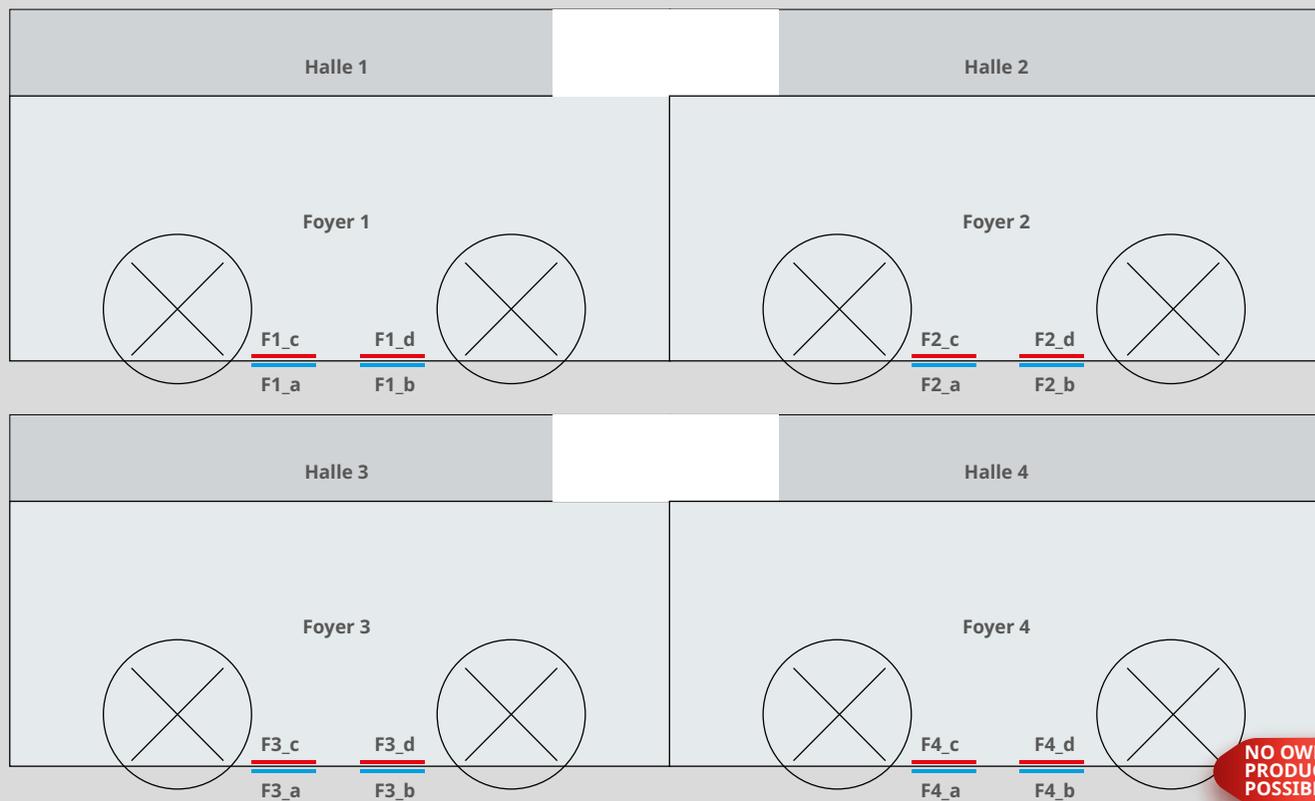
- 505,00 EUR / piece
- 530,00 EUR / piece

Rental costs (surface area):

- 800,00 EUR / piece
- 800,00 EUR / piece

Total costs:

- 1.305,00 EUR / piece
- 1.330,00 EUR / piece



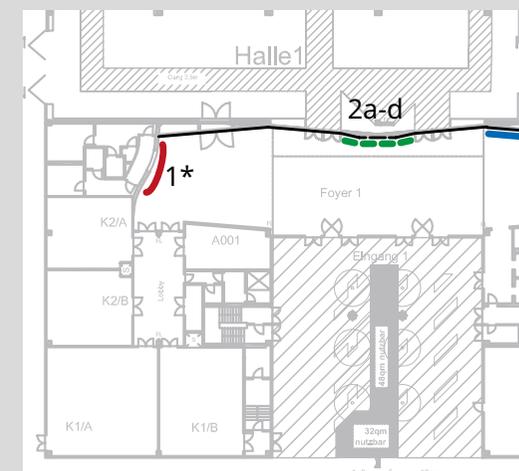
**NO OWN PRODUCTION POSSIBLE !**

## Indoor advertising spaces

# Wall Arch – Foyer

A round thing: the wall arch in the foyer to hall 1 highlights your message. Advertise your innovations on an attractive, arch-shaped wall!

Advertising space:	Production and assembly:	Rental costs (surface area):	Total costs:
— 1* 4200 x 2200 mm	680,00 EUR	600,00 EUR	1.280,00 EUR



**NO OWN PRODUCTION!**

Indoor advertising spaces

## Restroom Advertising

Distinctive and memorable: our well-tended sanitary facilities offer the opportunity to convey your product or service to your visitors. Benefit from the surfaces at eye level for your message. Number of advertising spaces: 35 in the foyer and 40 in the halls distributed across all sanitary facilities.

Advertising space above pissoirs and mirrors:  
300 x 300 mm, set of 5

Production and assembly:  
90,00 EUR / set of 5  
each additional sticker: 20,00 EUR

Rental costs (surface area):  
400,00 EUR / set of 5  
each additional sticker: 60,00 EUR

Total cost:  
490,00 EUR / set of 5  
each additional sticker: 80,00 EUR



### Locations with number of advert spaces:

(M = mirror, U = urinals)

#### **Foyer leading to halls 1 and 4:**

Men's toilet: 3 x M, 6 x U

Women's toilet: 3 x M

Disabled toilet: 1 x M

#### **Foyer leading to hall 3:**

Men's toilet: 2 x M, 5 x U

Women's toilet: 2 x M

#### **Behind the halls 1, 2, 3 and 4:**

Men's toilet: 2 x M, 5 x U

Women's toilet: 2 x M

Disabled toilet: 1 x M

Advertising surfaces on the 1st and 2nd floor and in the Atriums on request.

NO OWN  
PRODUCTION  
POSSIBLE

# Indoor advertising spaces

## Revolving Doors

News on the revolving door: inspire your visitors with your innovative ideas and show them the way to your booth or showroom! Book either the outer and inner sides of a revolving door or only the outer side.

### Advertising space:

V1: 2 x 1650 x 2550 mm (2 outer sides, surface a and d respectively)

V2: 4 x 1650 x 2550 mm (2 outer sides and 2 inner sides, surface a, b, c, d)

### Production and assembly:

600,00 EUR

1.200,00 EUR

### Rental costs (one door):

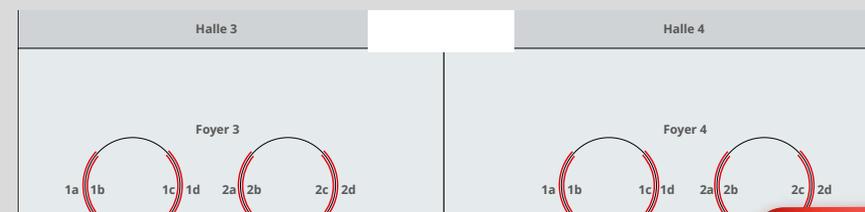
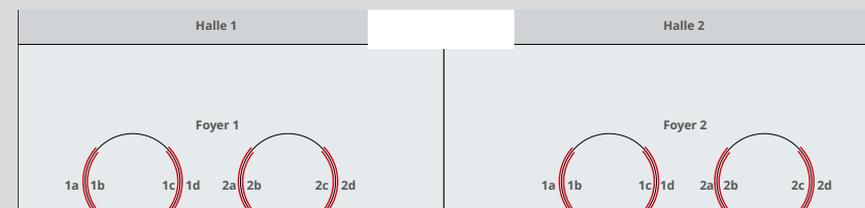
2.000,00 EUR

2.000,00 EUR

### Total costs:

2.600,00 EUR

3.200,00 EUR



**NO OWN PRODUCTION POSSIBLE !**

Indoor advertising spaces

# Graphic – Banisters

Original, attractive, memorable: the banisters advertising panels on the stairs draw visitors' attention to your booth. Use the surfaces on both sides and you will reach your potential customers even more effectively from all directions!

Advertising space on banisters:

- 1 x 1700 x 800 mm (1-sided)
- 2 x 1700 x 800 mm (2-sided)

Production and assembly:

- 135,00 EUR
- 270,00 EUR

Rental costs (surface area):

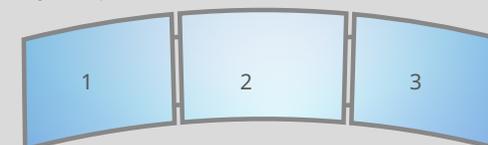
- 700,00 EUR
- 700,00 EUR

Total costs:

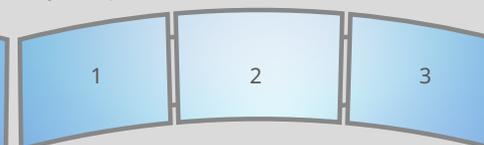
- 835,00 EUR
- 970,00 EUR



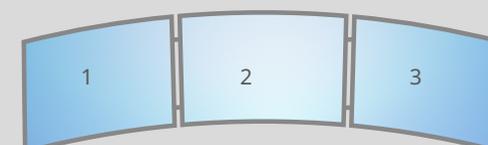
Foyer 3 | 1st floor



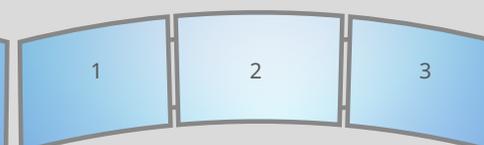
Foyer 4 | 1st floor



Foyer 3 | mezzanine floor



Foyer 4 | mezzanine floor



Print data example naming:  
F3\_1floor\_1

**NO OWN PRODUCTION POSSIBLE !**

Indoor advertising spaces

# Graphic – Stairs (Foyer 4)

The uniquely designed staircase advertising is guaranteed to be remembered. There is a steady flow of visitors up the stairs in the entrance area to the 1st and 2nd floor of the MOC. Your corporate message is presented step by step along the way.

Advertising space (Atrium 4 only):

- 1300 x 300 mm (9 steps to the 1st landing)
- 1300 x 300 mm (9 steps to the 2nd landing)
- 1300 x 300 mm (13 steps to the 1st floor)
- 1300 x 300 mm (2x13 steps to the 2nd floor)

Production and assembly:

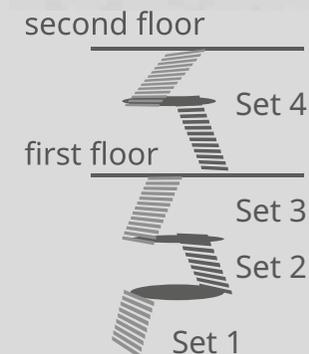
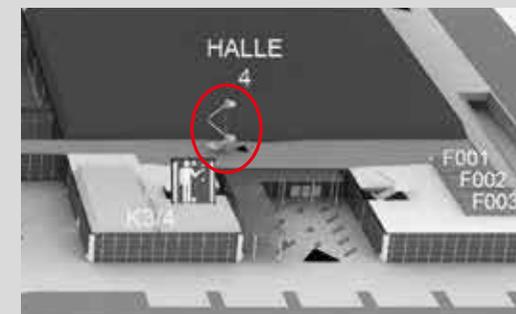
- 290,00 EUR / Set 1
- 410,00 EUR / Set 2
- 410,00 EUR / Set 3
- 820,00 EUR / Set 4

Rental costs (surface area):

- 300,00 EUR / Set 1
- 400,00 EUR / Set 2
- 400,00 EUR / Set 3
- 700,00 EUR / Set 4

Total costs:

- 590,00 EUR / Set 1
- 810,00 EUR / Set 2
- 810,00 EUR / Set 3
- 1.520,00 EUR / Set 4



**NO OWN  
PRODUCTION  
POSSIBLE**

# Indoor advertising spaces

## Elevators

Welcome visitors with one of our 8 lifts! Your advertising will lead them to the halls. These advertising spaces are available on the outside of the lift doors.

<u>Advertising space:</u> 1000 x 1900 mm (2-parts)	<u>Production and assembly:</u> 190,00 EUR / piece	<u>Rental costs (surface area):</u> 400,00 EUR / piece	<u>Total costs:</u> 590,00 EUR / piece
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Print file sample name: P1\_EG oder P5\_1OG

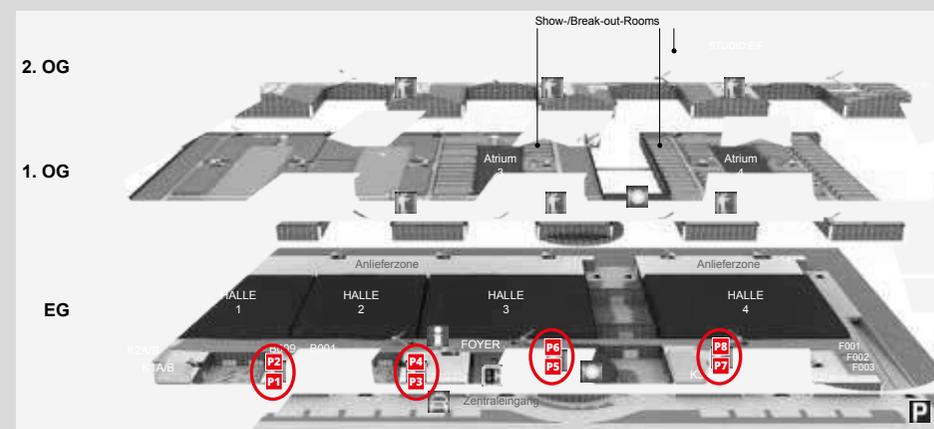
**NO OWN PRODUCTION POSSIBLE !**

Indoor advertising spaces

# Posters – Elevators

An advertising classic with the best chances of success: reach out to your visitors with your advertising message during the elevator ride.

Advertising space: 594 x 841 mm, Format Din A1  
Production and assembly: 60,00 EUR / piece  
Rental costs (surface area): 400,00 EUR / piece  
Total costs: 460,00 EUR / piece



P1/P2 je 1 piece  
 P3/P4 je 1 piece  
 P5: 1 piece  
 P6: 2 piece  
 P7: 3 piece  
 P8: 4 piece

**NO OWN PRODUCTION POSSIBLE !**

# Indoor advertising spaces

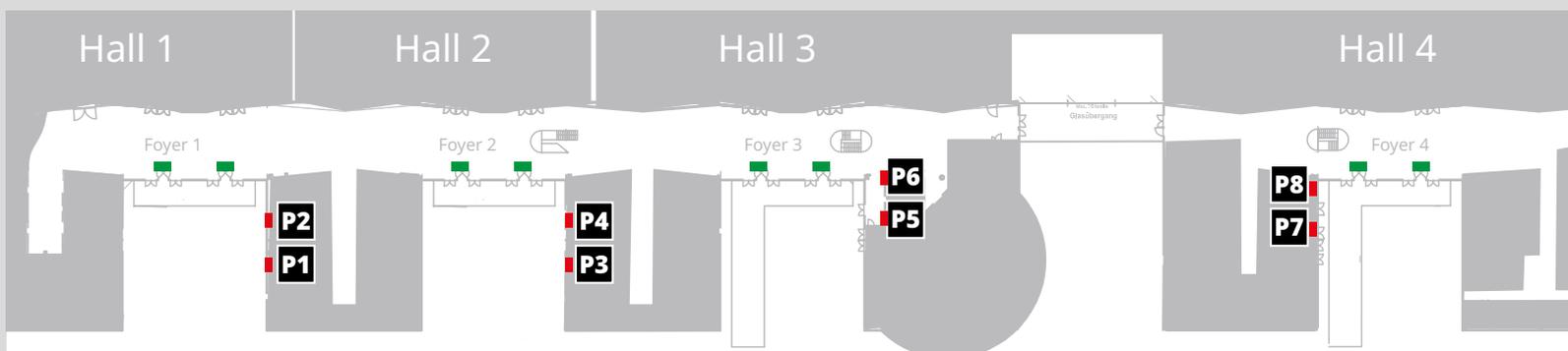
## Floor Graphics

Unusually and eye catching. With the floor graphics at the bottom of the MOC foyer, you can reach trade fair visitors at strategically important areas: in front of the revolving doors of all entrances and in front of the elevators.

Advertising space:	Production and assembly:	Rental costs (surface area):	Total costs:
 1000 x 1000 mm	90,00 EUR / piece	300,00 EUR / piece	390,00 EUR / piece
 1000 x 1500 mm	115,00 EUR / piece	300,00 EUR / piece	415,00 EUR / piece
 1500 x 1500 mm	140,00 EUR / piece	300,00 EUR / piece	440,00 EUR / piece



→ Please note the reading direction in the photos.

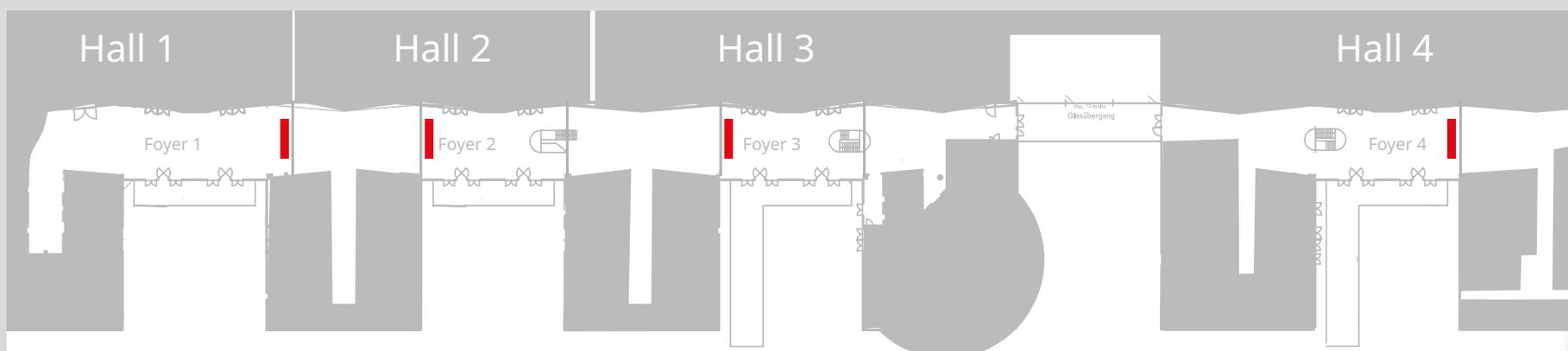


**NO OWN PRODUCTION POSSIBLE !**

## Indoor advertising spaces Banners – Foyer

The large advertising banners in the foyer of all atriums ensure maximum visibility and attention. Welcome your visitors here with your event information.

<u>Advertising space:</u> 6000 x 1400 mm	<u>Production and assembly:</u> 620,00 EUR	<u>Rental costs (surface area):</u> 1.500,00 EUR	<u>Total costs:</u> 2.120,00 EUR
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**NO OWN  
PRODUCTION  
POSSIBLE**

Indoor advertising spaces

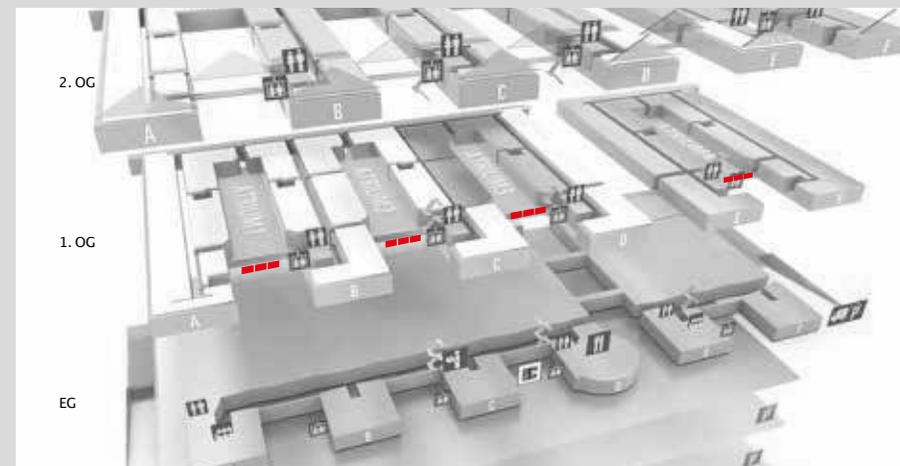
# Balustrade Graphics

Unique, eye-catching, striking: The balustrade advertising graphics on the 1st floor draw visitors' attention to your booth. You are also able to use the balustrade surfaces on both sides to reach your potential customers even more effectively from two directions!

Advertising space balustrade first floor:	Production and assembly:	Rental costs (surface area):	Total costs:
1700 x 920 mm (1-sided)	135,00 EUR	400,00 EUR	535,00 EUR
1700 x 920 mm (2-sided)*	270,00 EUR	400,00 EUR	670,00 EUR



- A1\_Back\_1
- A1\_Back\_2
- A1\_Back\_3
- A2\_Back\_1
- A2\_Back\_2
- A2\_Back\_3
- A3\_Back\_1
- A3\_Back\_2
- A3\_Back\_3
- A4\_Back\_1
- A4\_Back\_2
- A4\_Back\_3



- A1\_Front\_1
- A1\_Front\_2
- A1\_Front\_3
- A2\_Front\_1
- A2\_Front\_2
- A2\_Front\_3
- A3\_Front\_1
- A3\_Front\_2
- A3\_Front\_3
- A4\_Front\_1
- A4\_Front\_2
- A4\_Front\_3

Please note:

\*For front mounting, there are additional costs for the working platform (see separate offer).

**NO OWN PRODUCTION POSSIBLE !**

Indoor advertising spaces

# Banners – Foyer Passage

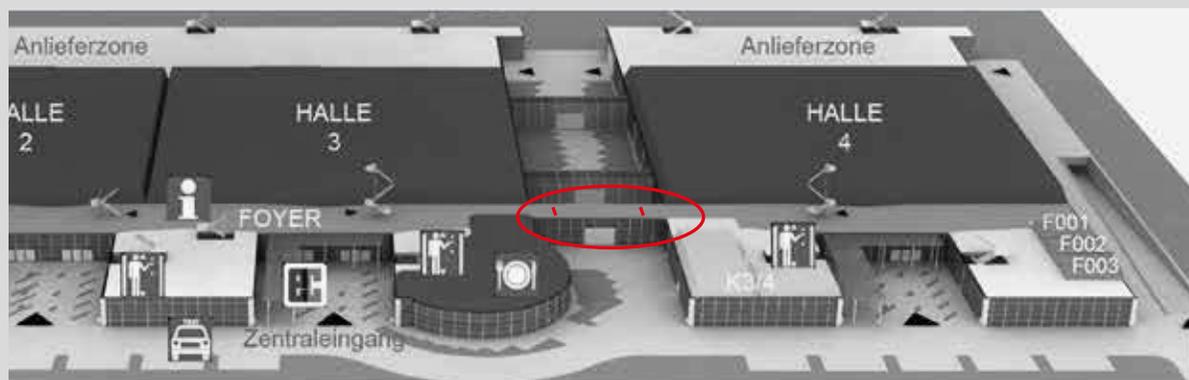
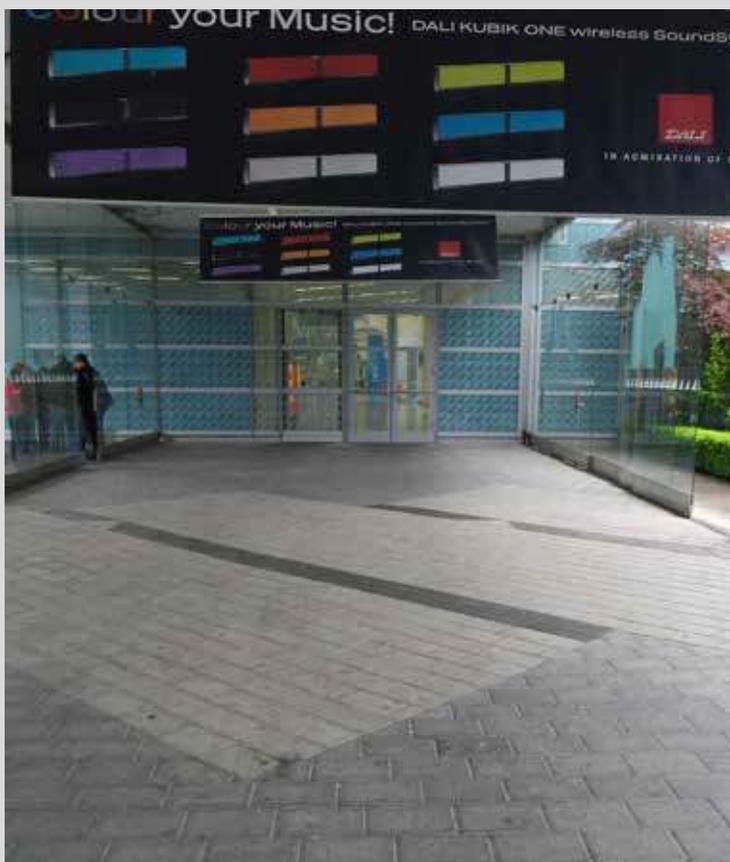
Advertising on the way to the right hall! Direction signs with information for your visitors in the passage from hall 3 to hall 4.

Advertising space:  
4000 x 1200 mm, 2-sided  
(2 banners possible)

Production and assembly:  
545,00 EUR

Rental costs (surface area):  
900,00 EUR

Total costs:  
1.445,00 EUR



banner 1

banner 2

**NO OWN  
PRODUCTION  
POSSIBLE** !

Indoor advertising spaces

# Graphics – Foyer Passage

Use your opportunity to cover large areas of glass in the transition between foyer 3 and 4. Guide your visitors to your booth or showroom. Implement your idea on a maximum of 23 running meters.

Advertising space:

maximum 23 running metres, 1 m height, other dimensions on request

Production and assembly:

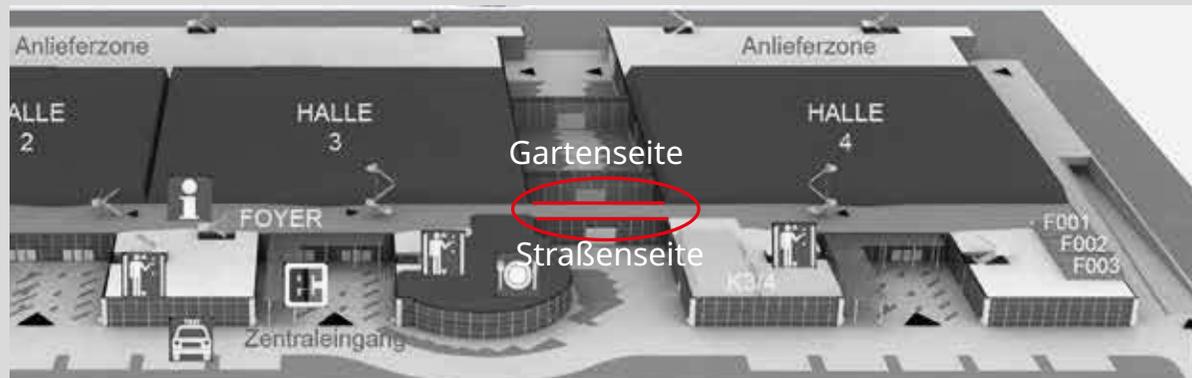
on request

Rental costs (surface area):

200,00 EUR per running metre

Total costs:

on request, depending on dimension



Please note:

- If you are interested in this attractive advertising space, please feel free to contact us. We will send you the exact dimensions before your graphic designer creates your data.
- The glass doors of the MOC have a sandblasted design. We would like to point out that this can shine through in the light and influence the effect of your graphics.

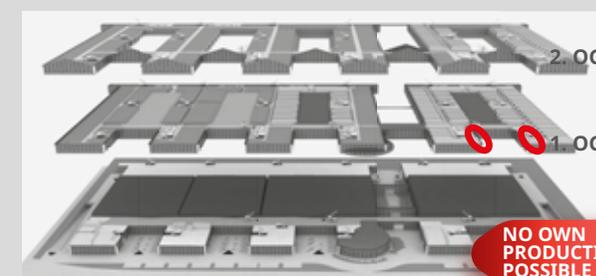
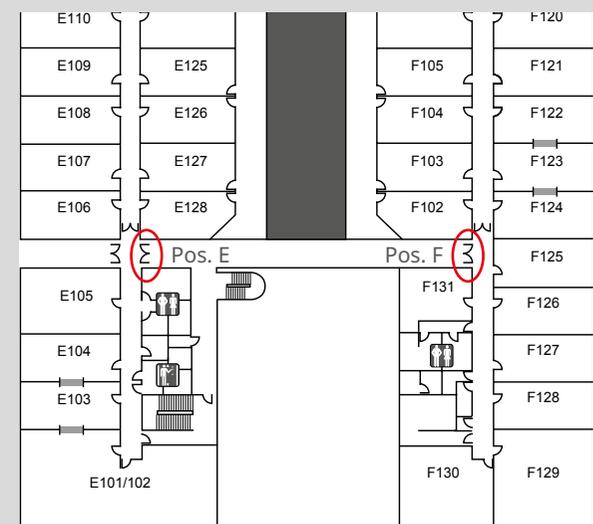
**NO OWN PRODUCTION POSSIBLE !**

Indoor advertising spaces

# Connecting Door – Showrooms

The guide to your company! Inform and advertise at the glass passages to the showrooms. The best way to create awareness is to advertise the front and back with different messages.

<u>Advertising space:</u> 550 x 1910 mm, set of 4 (2x front and 2x back pane)	<u>Production and assembly:</u> 390,00 EUR / set of 4	<u>Rental costs (one door):</u> 1.100,00 EUR / set of 4	<u>Total costs:</u> 1.490,00 EUR / set of 4
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**NO OWN PRODUCTION POSSIBLE**

Please note that the doors are open during the event (see photo). Full covering of the passageway is possible on request (escape route signs must be left out).

Indoor advertising spaces

# Showroom Branding – Atrium

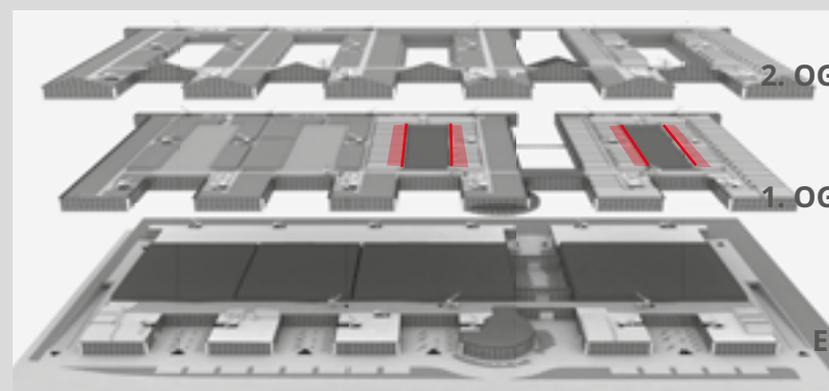
Design your showroom with creativity! Stand out with imaginative signage that makes a great impression!

Advertising space:

Showroom branding in atriums 3 and 4

Total costs:

The production and installation costs depend on the number of windows and their dimensions. We will be happy to give you an individual quotation for the room of your choice.



Please note:  
When branding your showroom, fire safety regulations must be observed. Visual contact from the interior to the aisle or atrium must be guaranteed at all times (door or window of the middle row must be free of branding). Layouts may have to be approved by the fire department. Failure to comply will result in the removal of the prints at your charge.

**NO OWN PRODUCTION POSSIBLE !**

Indoor advertising spaces

## Showroom Branding – Hallway

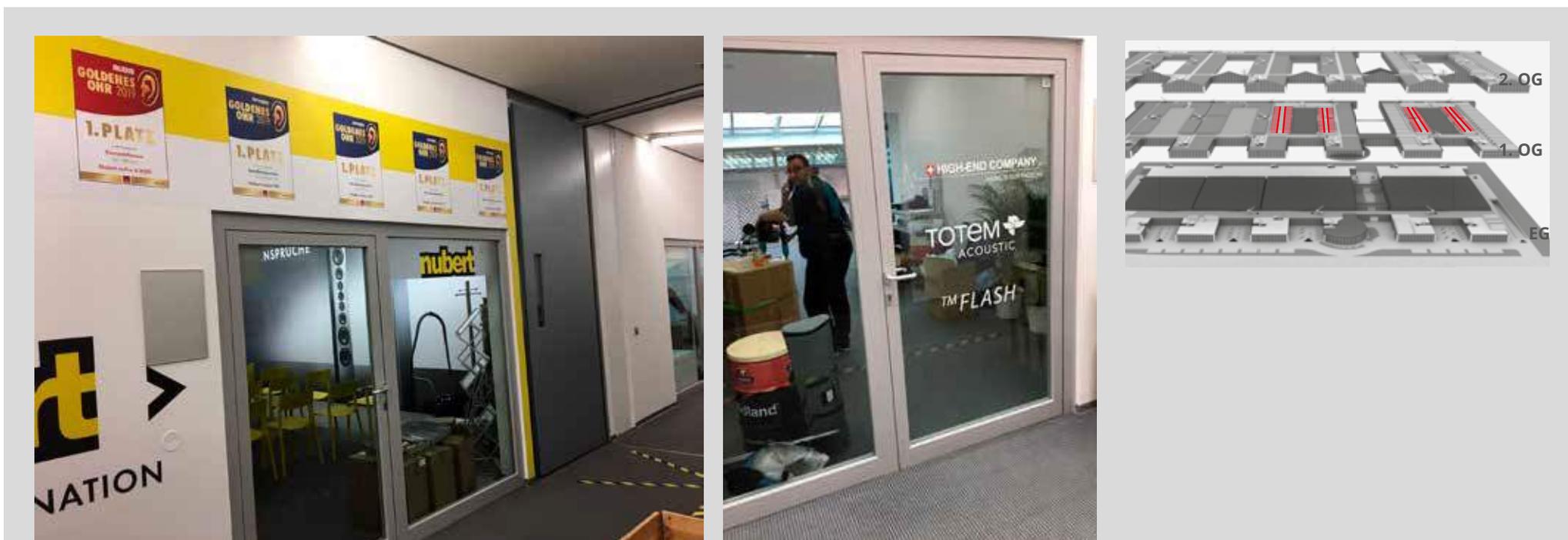
Your showroom is located in the corridors between the atriums? Branding the fronts is also available here. You provide the idea and the graphics – we implement it for your showroom.

### Advertising space:

Facade or door signage in the corridors between the atriums.

### Total costs:

The production and installation costs depend on the dimensions of the wall surfaces. We will be happy to make you an individual offer for the surfaces of your choice.



### Please note:

When branding your showroom, fire safety regulations must be observed. Visual contact from the interior to the aisle must be guaranteed at all times. Layouts may have to be approved by the fire department. Failure to comply will result in the removal of the prints at your charge.

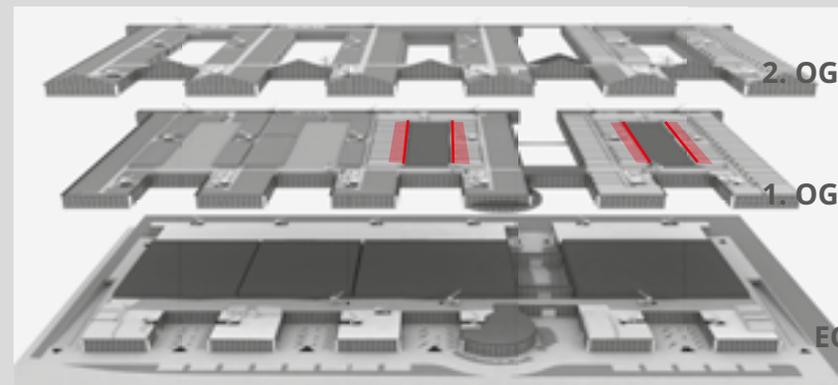
**NO OWN  
PRODUCTION  
POSSIBLE** !

Indoor advertising spaces

# Showroom Signage

As an attractively priced alternative to the expressive and effective showroom branding, we offer you with these signs also the possibility to convey your company logo or an advertising message. Please note that the signs can only be placed in the atrium – not in the corridors.

Advertising space:	Production and assembly:	Total costs:
2060 x 600 mm	610,00 EUR	610,00 EUR
4120 x 600 mm (2-parts)	880,00 EUR	880,00 EUR
6180 x 600 mm (2-parts)	1.280,00 EUR	1.280,00 EUR



NO OWN  
PRODUCTION  
POSSIBLE !

# Data guidelines

## Formats for data acceptance

- Please submit your data as Print-PDF/X3 or X4
- Mac-data should be converted to Windows format.
- Fonts and logos should be converted to paths.
- Please send images or other links only in embedded form.

## Resolution of pictures

We recommend the following resolutions:

- |   |              |
|---|--------------|
| - Indoor prints with a short viewing distance (posters, banners, self-adhesive film etc.) | 80 - 150 dpi |
| - Outdoor prints (banners, advertising towers etc.) with a medium viewing distance        | 50 - 100 dpi |
| - XXL prints (facade banners, flags etc.) with a large viewing distance                   | 25 - 60 dpi  |

## Color values

- Color information should be rendered in CMYK mode (Euroscale).
- To obtain a saturated deep black, it is best to use: C30/M30/Y30/K100.

## Data transfer

- < 8 MB: [moc@rudolf-lang.de](mailto:moc@rudolf-lang.de)
- > 8 MB: [www.wetransfer.com](http://www.wetransfer.com)

## Cost of data acceptance

- The acceptance of printable data is free of charge.
- If the data does not correspond to our specifications, we charge an rate of 85€/hour for our services from the 2nd data check onwards.

## Deadline for print data

- 6 weeks before the start of the event (booking until March 20th 2023, Deadline print delivery April 21st 2023)
- We do not guarantee production in case of late data delivery. If the production is still realisable, we reserve the right to charge for any additional expenses incurred.