

# ANGACOM

BROADBAND MEDIA CONNECTIVITY

## Exhibition and Conference for Broadband, Media & Connectivity

### 1-3 June 2027 | Cologne



## SPONSORSHIP AND PROMOTION OPTIONS

[www.angacom.de](http://www.angacom.de)

# Overview

## Sponsoring

|                             |      |          |
|-----------------------------|------|----------|
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| Sponsoring ANGA COM Night   | p. 6 | 6,500 €  |

## Branding

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| Press and VIP Lounge                            | p. 8  | 30,000 € |
| Participant Bags                                | p. 10 | 16,000 € |
| Innovation Stage                                | p. 12 | 16,000 € |
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| Snack Bar (Conference Lounge)                   | p. 16 | 10,000 € |
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| Soft Drinks & Coffee Bar<br>(Conference Lounge) | p. 20 | 4,000 €  |
| Snacks Networking Break<br>(Conference Lounge)  | p. 22 | 3,500 €  |

All prices plus applicable VAT.

## Indoor and Outdoor Advertising

|                                 |            |              |
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## Online Advertising

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| ANGA COM App      | p. 40 | from 3,000 € |
| Social Media      | p. 42 | from 500 €   |



**Designation as  
Main Sponsor**

The sponsor will be named as one of a maximum of eight sponsors of ANGA COM by displaying the sponsor's **company logo**:

- on the homepage of the **website** [www.angacom.de](http://www.angacom.de)
- in the ANGA COM **e-mail newsletter** (sent approximately once a month in the run-up to the event and as "ANGA COM Daily" on all three days of the event to more than 40,000 international recipients each time)
- in the **conference programme brochure**
- in the official ANGA COM **app**
- on a **LED screen** on-site (alternating with other content)

Included in the sponsoring are **5 entrance tickets** "Conference and ANGA COM Night".

Availability on request

**18,000 €** plus VAT

## **SPONSORS ANGA COM**



[BECOME A SPONSOR →](#)

# Sponsoring ANGA COM Night



The evening event ANGA COM Night will take place on the first day of the show (Tuesday, 1 June 2027). The sponsoring includes:

- The sponsor will be named as one of a maximum of eight sponsors by displaying the **company logo** on the subpage “ANGA COM Night” on the **website** [www.angacom.de](http://www.angacom.de), on the evening event’s **entrance tickets** and on two **sponsor displays** on-site
- **5 entrance tickets** to the ANGA COM Night

Available: 8

6,500 € plus VAT

Sponsors of the ANGA COM Night are entitled to book additional services, e.g. branding of the buffet, bar, mobile ice box or shuttle service as well as distribution of give-aways.

Availability and prices on request



# Branding Press and VIP Lounge

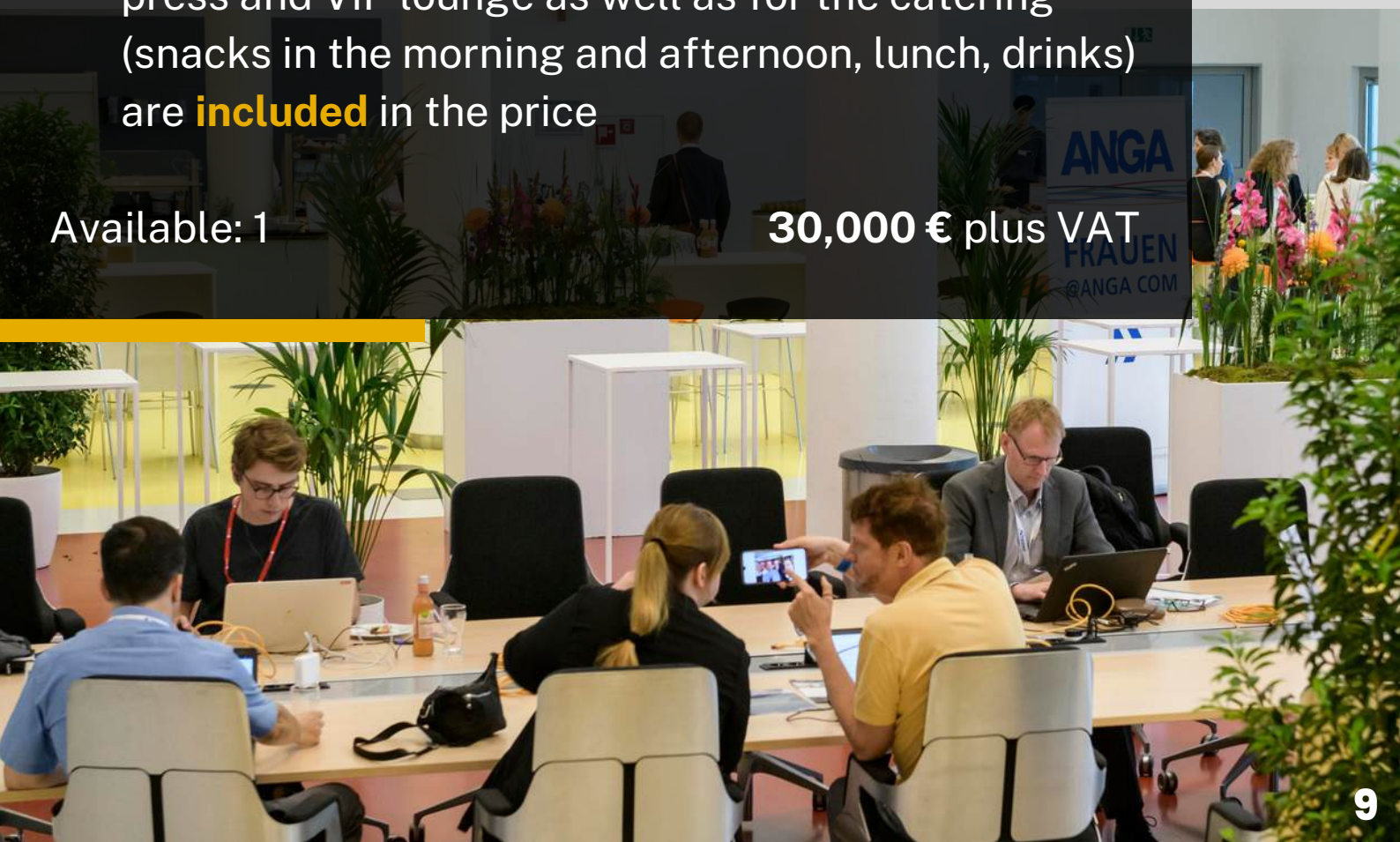


The press and VIP lounge offers journalists and selected, high-profile guests a relaxed working and networking atmosphere. Present your brand in this exclusive circle:

- Branding by displaying the advertising partner's **company logo on table signs** in the press and VIP lounge (reception, working and lounge area)
- Possibility for the advertising partner to display **information material** (maximum size DIN A4) in a brochure rack and set-up up to **three roll-up banners/displays** (maximum size 100 cm x 250 cm) in the press and VIP lounge
- Free **access for 4 persons** to the press and VIP lounge
- **Costs** for the construction and operation of the press and VIP lounge as well as for the catering (snacks in the morning and afternoon, lunch, drinks) are **included** in the price

Available: 1

30,000 € plus VAT



# Branding Participant Bags



## Branding Participant Bags:

- Display of the advertising partner's **company logo together with the logo of ANGA COM** on 5,000 bags (on both sides)
- **Prominent display** at the entrance checkpoints
- Material (100% cotton) for a **sustainable, environmentally friendly** and long-lasting advertising value
- **Production costs** are **included** in the price
- Organizer coordinates the production in agreement with the advertising partner

Available: 1

16,000 € plus VAT





# Branding Innovation Stage



The Innovation Stage has been offering exciting presentations and discussions on the topics connectivity, mobile, software and AI for several years. The branding includes:

- Display of the advertising partner's **company logo on the back wall of the stage**
- Naming of the advertising partner with link and label “sponsored by” on the subpage “Innovation Stage” on the **website** [www.angacom.de](http://www.angacom.de)
- **Speaker slot** of 30 minutes on the Innovation Stage **on each day** of the show
- Set-up, furniture and operation of the Innovation Stage by the organizer

Available: 1

**16,000 € plus VAT**

# Branding Café (Boulevard)



## Branding Café (Boulevard):

- Display of the advertising partner's **company logo** on the **back wall** as well as on table signs in the café on the highly frequented exhibition boulevard
- **Costs** for the construction, branding and operation of the café are **included** in the price

Available: 1

10,000 € plus VAT



## Snack Bar (Conference Lounge)



## Snack Bar (Conference Lounge):

- Use of an **area in the conference lounge** for the operation of a snack bar on all three days of the event by the advertising partner
- **Branding of the bar** (e.g. roll-up banner, display, carpet) and **snacks** (e.g. wrapping, napkins) by the advertising partner
- Issue of sweet and/or savoury snacks (e.g. sandwiches, soft pretzels, cakes, fruits, vegetable sticks) to the conference attendees
- Construction, furnishings, snacks, staff and operation of the bar by the advertising partner (on request an existing counter can be used\*)
- Approval of the branding concept by the organizer

Available: 1

**10,000 €** plus VAT

*\*subject to feasibility by Koelnmesse*



# Branding Shirts Entrance Staff

## Branding Shirts Entrance Staff:

- Display of the advertising partner's **company logo** on the **front and back of the shirts** of the staff at the ANGA COM entrance checkpoints
- **Costs** for the production are **included** in the price
- The organizer coordinates the production of the shirts in agreement with the advertising partner

Available: 1

**10,000 €** plus VAT



# Branding Soft Drinks & Coffee Bar (Conference Lounge)



## Branding Soft Drinks & Coffee Bar (Conference Lounge):

- Display of the advertising partner's **company logo** on **table signs on the soft drinks & coffee bar**
- Possibility for the advertising partner to display **information material** (maximum size DIN A4) in a brochure rack and set up a **roll-up banner/display** (maximum size 100 cm x 250 cm) at the bar
- **Costs** for the construction and operation of the bar as well as for the drinks (coffee and soft drinks), also for the rent and provision of the brochure rack, are **included** in the price
- Booking is possible per day

Available: 3

4,000 € plus VAT (per day)

The logo for TELEAG, featuring a stylized orange and white graphic to the left of the word "TELEAG" in a bold, white, sans-serif font. The background is dark blue with orange and yellow horizontal stripes.

# Branding Snacks Networking Break (Conference Lounge)





## Branding Snacks Networking Break (Conference Lounge):

- Display of the advertising partner's **company logo** on **table signs at the snack counter**
- **Costs** for the snacks (soft pretzels, cakes or croissants), organization and staff for the snack distribution are **included** in the price
- Additional branding on napkins is possible (at the expense of and through the organization of the advertising partner)
- One networking break per day; booking is possible per networking break

Available: 3

**3,500 €** plus VAT (per break)

# Outside Banner (Entrance North)



## Printed Banner at the Entrance North:

- Dimensions: width 6.00 m x height 6.00 m / material: PVC net vinyl, mesh / manufacture: hemmed all around, eyelet is fitted every 50 cm
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork (printing data requirements: fonts, logos and pictographs must be placed at least 12 cm from the edge (all the way around) for the eyelets)

Available: 10

**5,800 €** plus VAT

*Offer subject to booking by at least 3 exhibitors  
and feasibility by Koelnmesse*





**Inside Banner  
(Boulevard, suspending  
from the Ceiling)**



## Printed Banner in the Exhibition Boulevard, suspending from the Ceiling:

- Dimensions: width 5.00 m x height 3.00 m /  
material: Fabric banner with rubber lip /  
manufacture: two banners in double-sided  
tenter frame
- Costs for production, construction and  
dismantling are included in the price
- Advertising partner provides the artwork, two  
designs (one per side) possible (printing data  
requirements: 1 cm bleed all around)

Available: 7

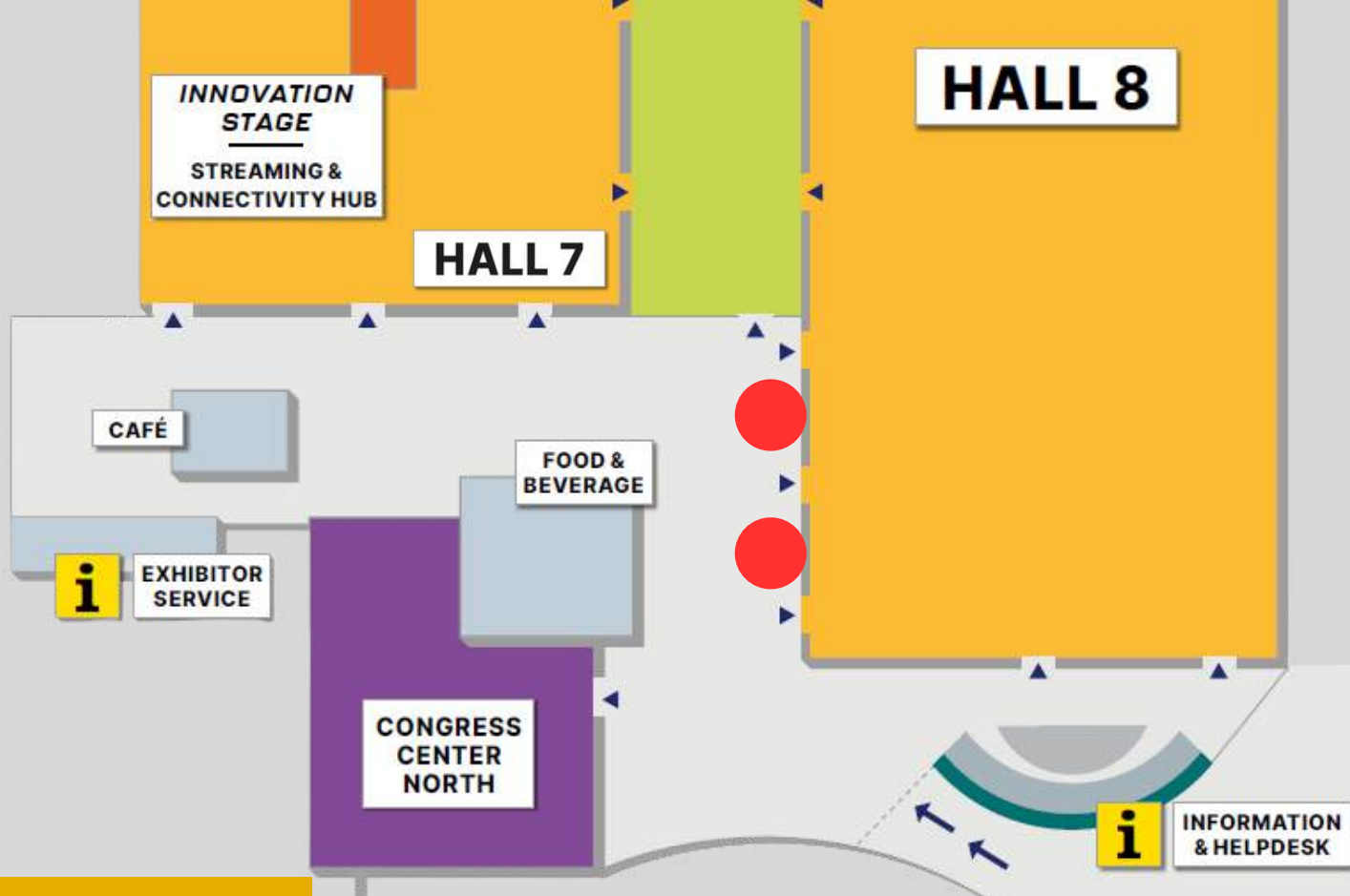
**5,500 €** plus VAT

*Offer subject to feasibility by Koelnmesse*



## Inside Banner (Boulevard, Hall Wall)





## Printed Banner in the Exhibition Boulevard, on the South Wall of Hall 8:

- Dimensions: width 6.00 m x height 4.00 m / material: PVC frontlit / manufacture: piping at the top, 10 cm hemstitch at the bottom
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork (printing data requirements: fonts, logos and pictographs must be placed at least 12 cm from the edge (top and bottom))

Available: 5

**4,650 €** plus VAT

*Offer subject to feasibility by Koelnmesse*



**Digital Advertising  
LED Screen  
(Boulevard,  
to Open Air Plaza)**



## Digital Advertising (LED Screen) in the Exhibition Boulevard, above the Exit to the Open Air Plaza:

- Format LED screen: width 9.60 m x height 2.70 m
- Advertising type: video (30 seconds) or static image (that will be displayed for 30 seconds)
- Playout: over the entire duration of the show, the advertising partner appears 36 times per hour with its advertising (for 30 seconds each, video or static image) alternating with the advertising of two other advertising partners and ANGA COM
- Requirement: advertising partner delivers a file in the size width 3840 x height 1080 pixels (if opting for video: MP4 format (h 264), duration 30 seconds; if opting for static image: JPG, PNG, GIF or BMP format)

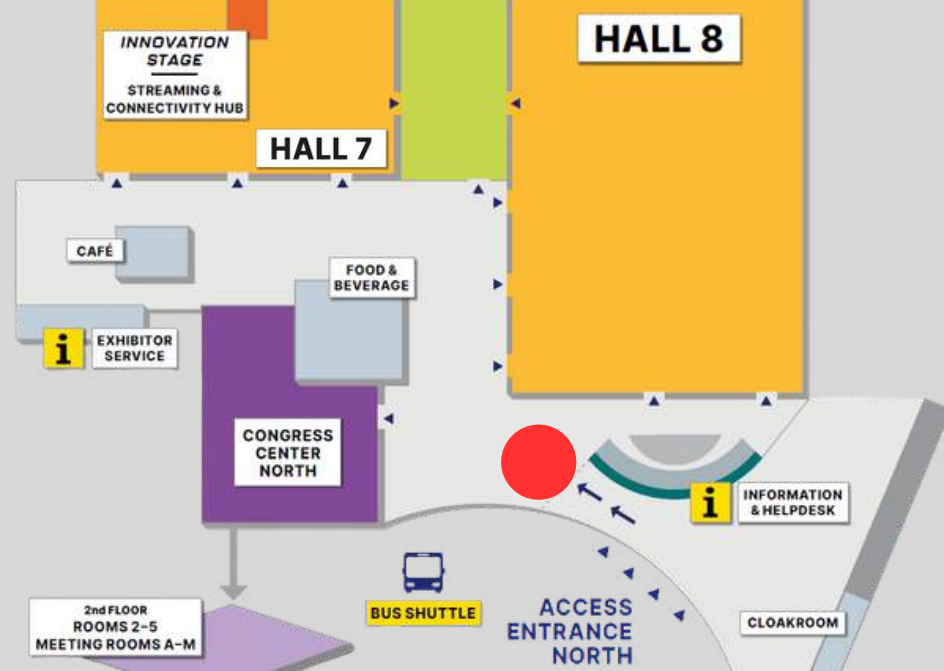
Available: 3

**6,150 € plus VAT**

*Offer subject to booking by at least 3 exhibitors  
and feasibility by Koelnmesse*



# Digital Advertising LED Screen (Entrance North, inside)



## Digital Advertising (LED Screen) above the Turnstiles in the Entrance North, Viewing Direction Visitor Admission:

- Format LED screen: width 7.20 m x height 2.70 m
- Advertising type: video (30 seconds) or static image (that will be displayed for 30 seconds)
- Playout: over the entire duration of the show, the advertising partner appears 36 times per hour with its advertising (for 30 seconds each, video or static image) alternating with the advertising of two other advertising partners and ANGA COM
- Requirement: advertising partner delivers a file in the size width 2880 x height 1080 pixels (if opting for video: MP4 format (h 264), duration 30 seconds; if opting for static image: JPG, PNG, GIF or BMP format)

Available: 1

**4,500 €** plus VAT

*Offer subject to booking by at least 3 exhibitors  
and feasibility by Koelnmesse*

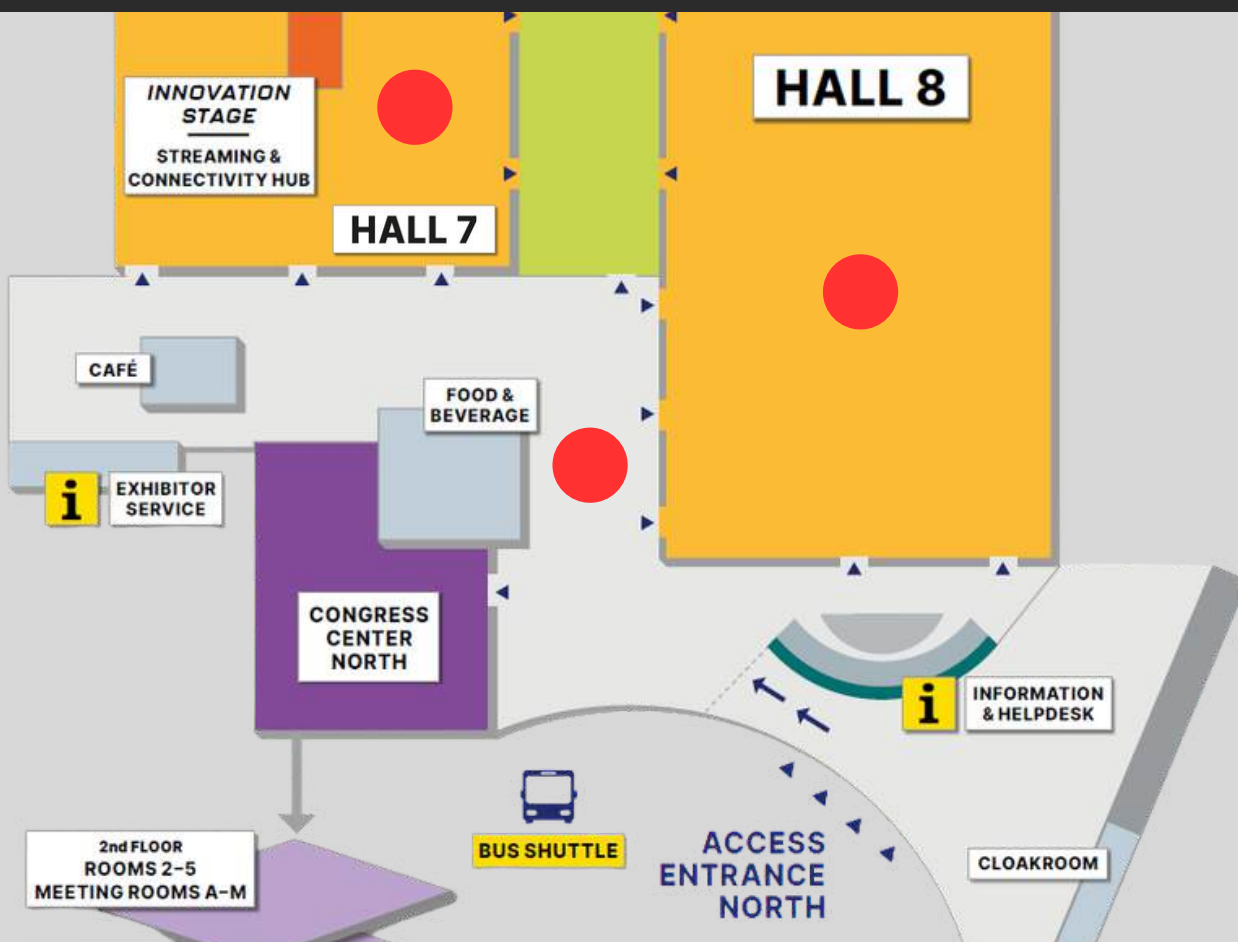
# Waste Bins



## Advertising Stickers on all Waste Bins in the Exhibition Halls and/or on the Exhibition Boulevard:

- Dimensions: width 0.40 cm x height 0.70 cm / material: adhesive foil
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork (printing data requirements: 1 cm bleed at top and bottom)
- Booking possible separately (only exhibition halls or exhibition boulevard) or combined

|                                          |                  |
|------------------------------------------|------------------|
| Available in the Exhibition Halls: 1     | 4,550 € plus VAT |
| Available in the Exhibition Boulevard: 1 | 1,800 € plus VAT |



# Toilet Facilities



## Advertising Posters in the Visitor Toilets Men:

- Dimensions: DIN A3 (frame size: width 29.70 cm x height 42.00 cm / print size: width 29.50 cm x height 41.50 cm / visible size: width 28.00 cm x height 40.00 cm)
- Material: Print on photo paper, framed
- Costs for production, construction and dismantling are included in the price
- Advertising partner provides the artwork
- Booking possible separately (only exhibition halls, Congress Center North or Entrance North) or combined

Available in the Exhibition Halls: 1

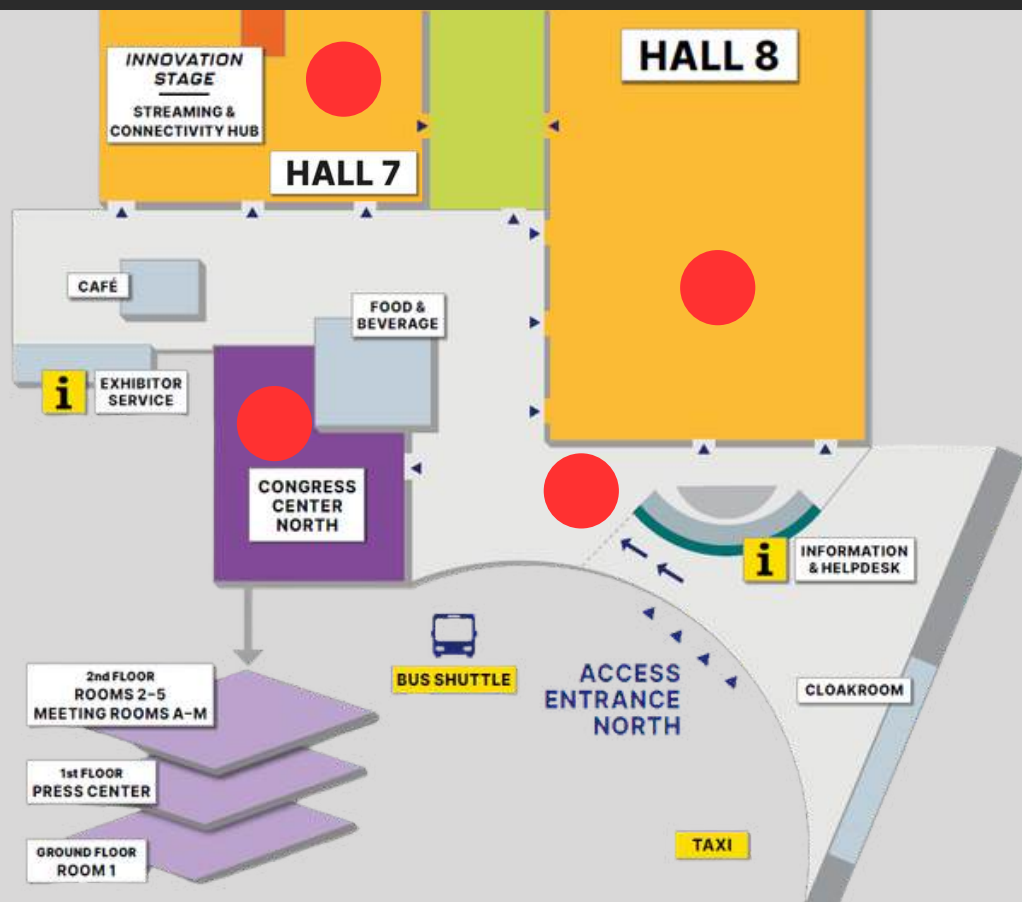
**3,500 € plus VAT**

Available in the Congress Center North: 1

**2,000 € plus VAT**

Available in the Entrance North: 1

**1,750 € plus VAT**



# E-Mail Newsletter



## ADVERTORIAL IN THE NEWSLETTER

- Editorial article with free choice of topic in one newsletter issue
- Advertising partner provides text (1,000 characters incl. spaces, up to 3 text links)

Available: 6

**5,500 €** plus VAT

## LOGO IN THE NEWSLETTER HEADER

- Logo in the leaderboard of the newsletter header in all three issues
- Advertising partner provides logo as JPG file

Available: 4

**4,500 €** plus VAT

The ANGA COM Daily will be sent as an e-mail newsletter to over 40,000 recipients on 1, 2 and 3 June 2027 (each morning).

## BANNER IN THE NEWSLETTER BODY

- Banner with link in the newsletter main body in all three issues
- Advertising partner delivers banner (800x220 pixels, JPG file) as well as the desired link

Available: 1

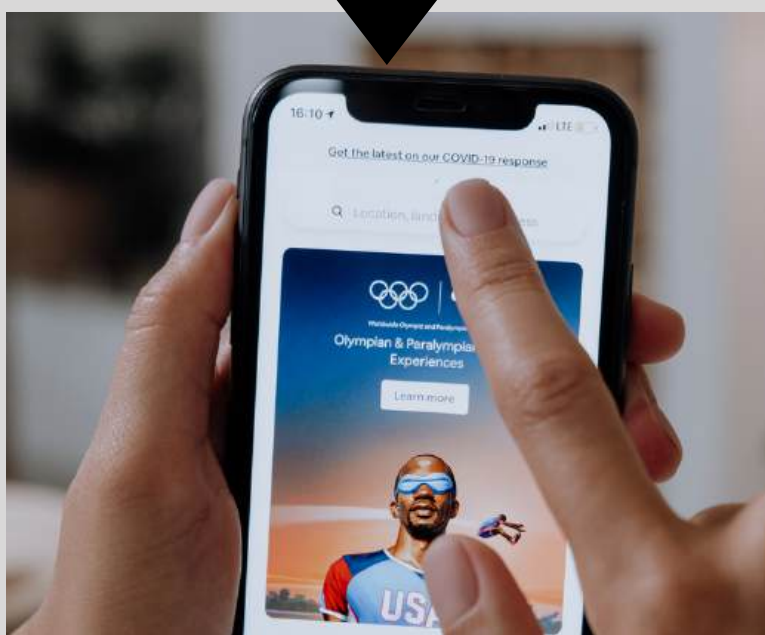
**4,000 €** plus VAT

## BANNER AT THE NEWSLETTER FOOTER

- Banner with link at the newsletter footer in all three issues
- Advertising partner delivers banner (800x220 pixels, JPG file) as well as the desired link

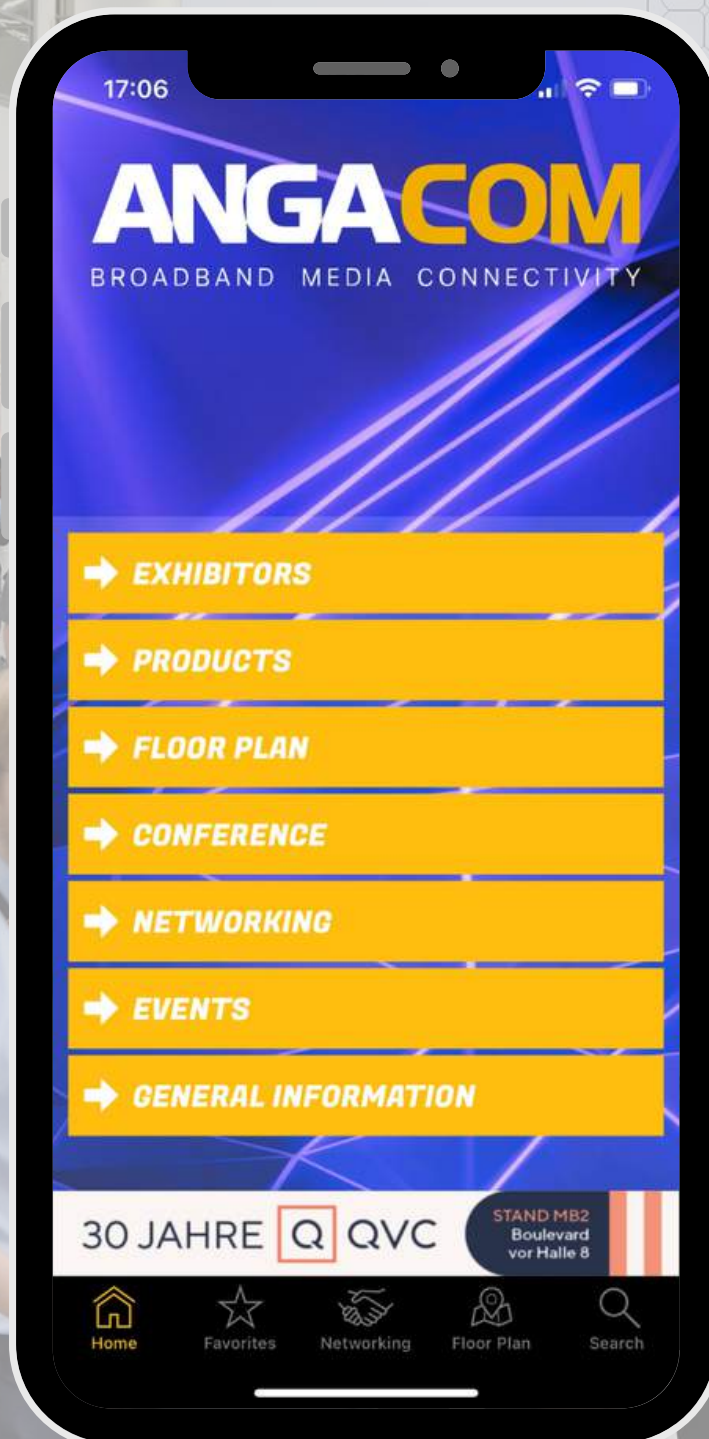
Available: 1

**3,500 €** plus VAT



# ANGA COM App

The app with exhibitor and product list, floor plan, conference programme and networking tool is used by participants to prepare for the visit as well as for orientation on-site.



## FULLSCREEN / INTERSTITIAL

- Fullscreen banner directly after the start of the app (for 5s), link to app content or URL possible
- Advertising partner delivers banner in several sizes (suitable for common smartphones and tablets, e.g. 1242x2688 pixels for iPhone) as well as desired link

Available: 1

**12,000 €** plus VAT

## BANNER AT THE FOOTER OF THE APP

- Banner at the bottom of the screen above the tab bar, in rotation with other advertising banners, link to app content or URL possible
- Advertising partner supplies banner in several sizes (suitable for common smartphones and tablets, e.g. 720x100 pixels for iPhone or Android) as well as desired link

Available: 8

**4,500 €** plus VAT

## PUSH NOTIFICATION

- Text message to all app users with activated push notifications; link to app content or URL possible
- Advertising partner supplies text with headline (max. 80 characters incl. spaces) and main text (max. 250 characters incl. spaces) as well as desired link

Available: 3

**3,000 €** plus VAT

*Offer subject to technical feasibility by the app developer;  
deviations in display duration/mode may occur depending on end device.*

# Social Media



## REPOST VIA ANGA COM X ACCOUNT

- Repost of an exhibitor post via the ANGA COM X account ([https://x.com/ANGA\\_COM](https://x.com/ANGA_COM))

500 € plus VAT



## SHARE VIA ANGA COM LINKEDIN ACCOUNT

- Share of an exhibitor post via the ANGA COM LinkedIn account (<https://www.linkedin.com/company/angacom>)

500 € plus VAT

## PERSONALIZED POST ABOUT THE EXHIBITOR ON THE ANGA COM LINKEDIN ACCOUNT

- Publication of a LinkedIn post about the exhibitor on the ANGA COM LinkedIn account (<https://www.linkedin.com/company/angacom>)
- Post contains a text ("Meet company XYZ (*linked to exhibitor's LinkedIn page*) at #ANGACOM 2027. xxx (*text from exhibitor, max. 15 words, external link to desired URL possible*). All information about ANGA COM from 1 to 3 June 2027 in Cologne: [www.angacom.de](http://www.angacom.de)") as well as an image (ANGA COM banner with exhibitor logo)

**3,000 €** plus VAT



*Bookable only for exhibitors of ANGA COM 2027 via the order form "Social Media" in the exhibitor portal (available from February 2027)*

# Contact

***Jenny Friedsam***

*Director Conference,  
Marketing & PR*

 +49 221 99 80 81 0

 [jenny.friedsam@anga.de](mailto:jenny.friedsam@anga.de)

 [www.angacom.de](http://www.angacom.de)

