



Messe München

Connecting Global Competence

THE HEARTBEAT OF OUR INDUSTRY

bauma, Munich, April 8-14, 2019



COMMUNICATION MATERIALS GUIDE

Media and advertising materials for
your bauma pre-marketing activities

32nd Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment.

www.bauma.de

bauma

Communication Materials Guide

Attention requires? Presence.

For you to draw greatest possible attention to your company even before bauma, this guide summarizes all media and advertising materials which you can use for your bauma pre-marketing activities.

Kick off a successful exhibition year 2019 now and achieve a targeted presence!

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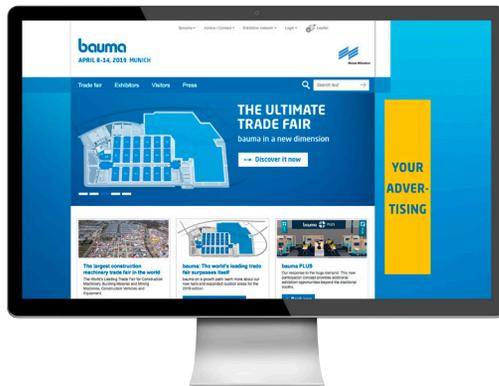
Media

Social media

Those using the hashtags **#bauma**, **#bauma2019** and **#bebauma** in their social media posts will benefit from the world's leading trade fair's positive image and thus strengthen their own communications.

Our recommendation: communicate your participation in bauma as early as possible and inform about the products and services you will showcase. Additional content and further inspiration for your accounts is available on our social media channels.

Simply follow us:



bauma website

Thanks to a targeted advertising at bauma.de you will not only benefit from **bauma's strong branding** during the exhibition itself but also before.

Here, you will reach all decision-makers and experts of the industry—without any waste coverage.

→ [Website](#) (Please log in with Neureuther access data)

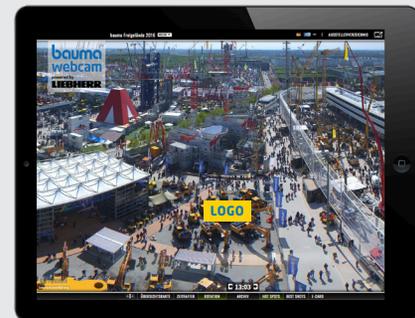
bauma webcam

3 cameras. 360°. 645,000 views (bauma 2016). Open-air exhibitors **achieve maximum attention** by having **their logo** and up to 350 characters of additional text shown in the live image of the bauma.de webcam.

This means **high contact rates** already during setup—and well beyond. Because all images remain freely available until the next event.

→ [Webcam](#) (page 62)

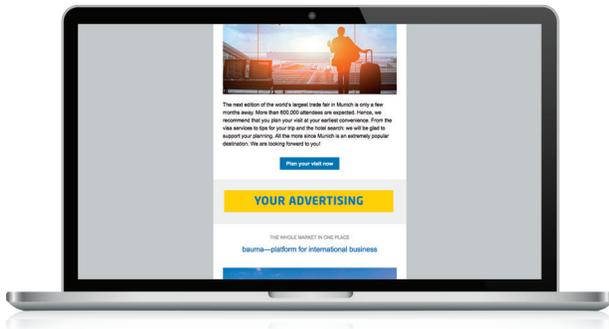
→ [See webcam here](#)



bauma app

Benefit from the bauma app's reach and place a **banner in the mobile trade fair guide** with around 100,000 users. A tip for your customers: download the bauma app before the event. Thus, your business partners have access to ideal services that facilitate a smooth journey and planning.

→ [App \(Please log in with Neureuther access data\)](#)



bauma visitor mailings

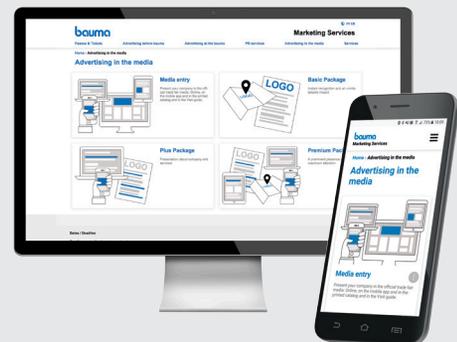
With a reach of more than 250,000 industry contacts at decision-maker and expert level, bauma visitor mailings offer **perfect advertising opportunities**. Regularly present your company within an editorially demanding environment, providing the very latest information on the world's leading trade fair.

→ [Visitor mailings](#)
(Please log in with Neureuther access data)

Media services

Present your company in the **official trade fair media**: online, in the mobile app as well as in the printed trade show catalog and visit guide. Additionally, we developed three **ready-to-book packages** (Basic, Plus and Premium) that comprise a perfect mix of different communication measures such as company entries, logos, banners and advertising spaces.

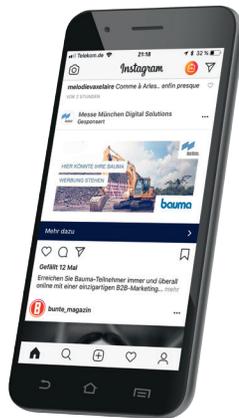
→ [Media services](#)



Navigation film

Your bauma navigation film will inform your guests about the new hall structure, provide orientation around the bauma trade fair venue and show them the shortest way to your booth. At the end of the film, **a close-up of your logo and the location of your booth** will be shown. For the focus to remain on the destination.

→ [Navigation film](#)



TrustedTargeting

The performance-based marketing technology TrustedTargeting allows you to **address B2B decision-makers** and thus potential customers **online in a targeted manner**—no matter what website they visit.

The procedure is extremely easy: you provide the online advertising materials, we realize the online campaign based on our B2B data.

→ [TrustedTargeting](#)

Working Hero

The **exclusive branded entertainment** for bauma exhibitors: Working Hero. The online TV series will report on the fascinating world of the construction machine industry. **And also on your company.** Use the episodes' sophisticated storytelling to create enthusiasm for your products and services, generate new clients and strengthen your employer branding.

→ [Working Hero](#)



Advertising materials

bauma content

From our press releases and our industry news to the bauma profile at the end of this Communication Materials Guide: here, in addition to information on the world's leading trade fair, you will find interesting articles on the latest industry topics and the market situation—**valuable content** that you can use as template **for your own trade fair communication.**

- [Press releases](#)
- [Industry trends](#)
- [bauma profile](#)



Teaser films

The bauma image and mining films: for both videos we produced teasers that you can use for **your trade fair communication.** Optimized for the use on websites and social media channels, they are available for download in our Marketing Services.

- [Teaser films \(available as from february\)](#)

bauma Banners

Use the attention-grabbing and **personalized welcome banners** on your website and for your online campaigns or develop an own bauma landing page, providing all relevant information as service for your visitors.

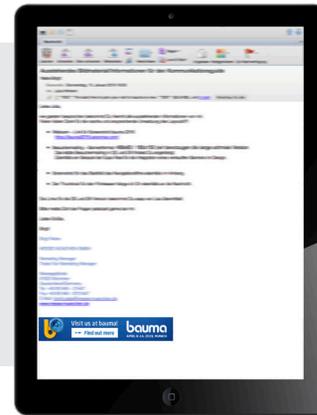
- [personalized banner](#)
(Please log in with exhibitor shop access data)
- [standardised banner](#)



E-mail signature

The fastest and simplest possibility to point to your trade fair participation: **add** a short information line **to your e-mail signature**—optically underlined by the bauma logo and/or the event date and your hall/booth number.

→ [E-mail signature](#)



Logos / tagline graphics

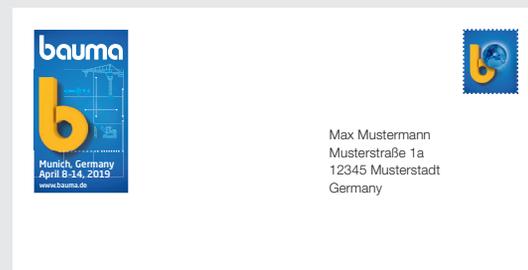
Call the attention to bauma and your attendance in **your press releases, ads and mailings**—with our logo and tagline graphics.

- [standardised Logos/tagline graphics](#)
- [personalized Logos/tagline graphics](#)
(Please log in with exhibitor shop access data)

Letter stickers

From the standard version with exhibition logo to a **personalized version with hall and booth impression**: our bauma letter stickers are an eye-catcher on all printed advertising materials.

- [Letter stickers without imprint](#)
- [Letter stickers with imprint](#)



THE HEARTBEAT OF OUR INDUSTRY

April 8-14, 2019
Munich
Every three years



The ultimate trade fair

bauma is the world's leading industry event for construction machinery and equipment, mining machines, construction vehicles and—with its total space of 614,000 m²—is the largest exhibition in the world. In 2016, it again beat all previous records, attracting a total of 3,425 exhibitors from 58 countries and 583,736 visitors from 219 countries.

The two new halls (C5 + C6) that complete the exhibition center as well as the event's optimized structure will even increase the attractiveness. More than 3,500 exhibitors from more than 60 countries and around 600,000 visitors from over 200 countries will in 2019 again make bauma the ultimate trade fair.

Heartbeat of the industry

bauma is the only exhibition in the world that reflects the construction machine industry in its full dimension. Considering the global megatrends digitization, sustainability and efficiency, the world's leading trade fair not only is a global marketplace and success driver, but also a pacemaker and driver of innovation. It presents the industry's highest density of novelties. In short: it is the heartbeat of the industry.

International presence

The world is not only guest of bauma in Munich, bauma is also guest of the world. The exhibitors' and visitors' high level of internationality will make bauma 2019 a global event. Thanks to the bauma NETWORK with a total of five trade fairs abroad in China, India, Brazil, Russia and South Africa, Messe München has extensive skills in organizing further international construction machine fairs, strengthens its international profile and is close to the local markets and needs.

[→ back](#)