



EUROPEAN

COATINGS SHOW 2025

+ ADHESIVES – SEALANTS – CONSTRUCTION CHEMICALS



THE INDUSTRY'S LEADING TRADE SHOW
NUREMBERG | GERMANY

EC SHOW: 25 – 27 March 2025

EC SHOW CONFERENCE: 24 – 26 March 2025

www.european-coatings-show.com

ADVERTISING OPPORTUNITIES



- » Print Advertising
- » Newsletter Advertising
- » Online Advertising
- » Conference Sponsorships
- » App Sponsorships
- » Preferred Directory Listing
- » Direct E-Blast

- » Discounts
- » Advertising Contacts



ADVERTISING OPPORTUNITIES



PRINT ADVERTISING



EC SHOW PREVIEW

Pre-show newspaper and kick-off for visitors to get prepared for the show. Benefit from the highest possible market reach through an unmatched distribution!

- Publication date:** 15 December 2024
- Print run:** 50,000 copies **plus** digital distribution
- Distribution:**
- ➔ magazine inserts in EC JOURNAL and FARBE UND LACK
 - ➔ mailings to all former and potential visitors of the EC SHOW
 - ➔ digital version promoted through the EC NEWSLETTER, EC SHOW NEWSFLASH, and social media posts

Closing date: **31 October 2024**

Digital data due: 18 November 2024



EC SHOW DAILY

The only official on-site newspapers distributed to all incoming visitors and conference delegates offering last minute info and tips for the day. Final chance to steer more visitors to your booth!

- Publication dates:** 25 – 27 March 2025 (3 issues)
- Print run:**
- No. 1: 7,000 copies
 - No. 2: 7,000 copies
 - No. 3: 5,000 copies
- plus** digital distribution
- Distribution:**
- ➔ exclusive show floor distribution
 - ➔ extensive hotel distribution
 - ➔ digital version promoted through the EC NEWSLETTER, EC SHOW NEWSFLASH, and social media posts

Closing date: **4 February 2025**

Digital data due: 4 March 2025

See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



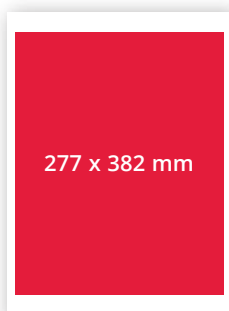
PRINT ADVERTISING

SIZES & RATES

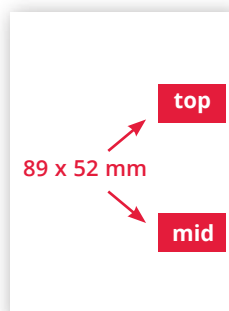
Size	Position	EC SHOW PREVIEW	EC SHOW DAILY	
		€	No. 1 or 2 €/issue	No. 3 €
Tabloid page	1st right-hand page*	9,820	8,300	7,480
	back cover*	9,370	7,970	7,170
	ROP	8,700	7,390	6,520
Rectangle	front page, top position*	3,090	2,630	2,370
	front page, mid position*	2,970	2,520	2,270
Tail piece	front page*	4,780	4,080	3,610
Corner ad	upper corner, ROP	2,630	2,290	2,060
Island page	ROP	6,910	5,840	5,260
1/2 page	ROP	5,370	4,670	4,120
1/3 page (horizontal)	ROP	3,620	3,150	2,790
1/4 page (square)	ROP	2,750	2,400	2,120
Post-it ad (production included)	front page, readhesive*	11,330	4,460	3,950

Rates are per issue, full colour (CMYK), and subject to VAT where applicable. Non-ECS 2025 exhibitors add 50% on total rate. Loose inserts are not available. Special positions () cannot be cancelled. Cancellation date for print advertising orders: 6 weeks before publication date.*

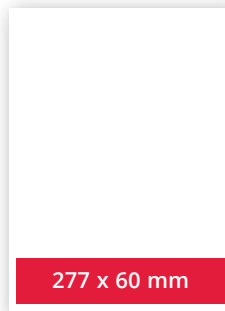
SPECIFICATIONS (W X H)



Tabloid page



Rectangle



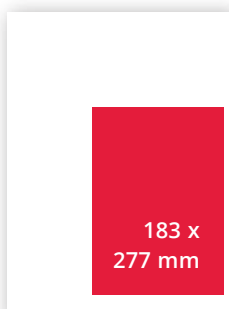
Tail piece



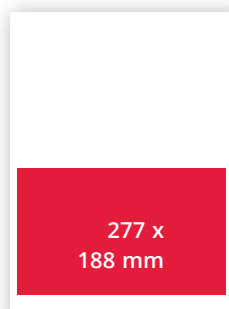
Corner ad



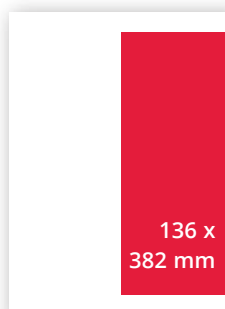
Post-it ad



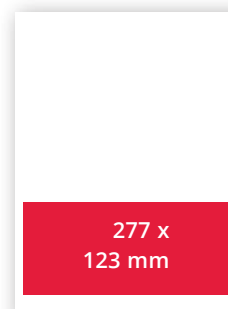
Island page



1/2 page (horizontal)



1/2 page (vertical)



1/3 page



1/4 page

Bleed: Only available for tabloid, 1/2, and 1/3 pages, tail pieces, and corner ads. Oversize per bleed edge 3 mm, critical matter must be kept at least 5 mm from all trim edges.

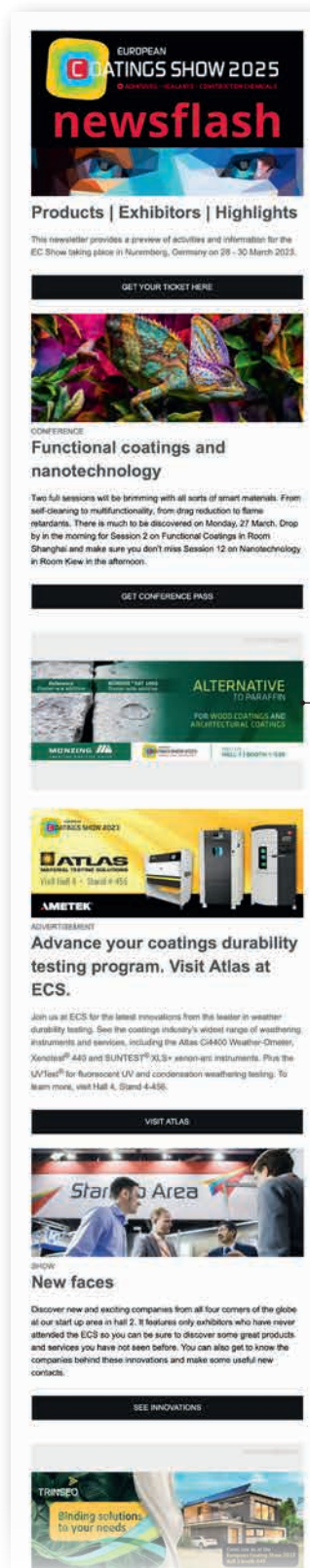
**See last page
for discounts
and contacts!**



ADVERTISING OPPORTUNITIES



NEWSLETTER ADVERTISING



EC SHOW NEWSFLASH

Official e-newsletter from the world-leading coatings event and digital countdown to the Nuremberg show. 'Appetizer' show news and exhibitor highlights – all in a nutshell!

Publication dates: No. 1: 10 February 2025
 No. 2: 17 February 2025
 No. 3: 24 February 2025
 No. 4: 3 March 2025
 No. 5: 10 March 2025
 No. 6: 17 March 2025

Mailing list: approx. 40,000 recipients

Distribution:

- ➔ former show visitors and exhibitors
- ➔ former conference delegates
- ➔ all pre-registered 2025 show visitors and conference delegates

Metrics: opening rate, adviews, adclicks, CTR (monthly report)

Closing date: **5 business days before publication date**

Digital data due: 3 business days before publication date

SIZES, RATES & SPECIFICATIONS

Size	Specifications	EC SHOW NEWSFLASH		
		No. 1 or 2 €/issue	No. 3 or 4 €/issue	No. 5 or 6 €/issue
Banner ad	<ul style="list-style-type: none"> • 600 x 220 px incl. link, max. 100 KB, JPEG, GIF (not animated) 	2,300	2,600	3,000
Text ad	<ul style="list-style-type: none"> • Headline: max. 70 characters (incl. spaces) • Copy: max. 400 characters (incl. spaces) • Picture/logo: 600 x 240 px, max. 100 KB, JPEG, GIF (not animated) • Link: max. 1 URL (not to be included in copy, for use as separate CTA button) 	2,600	2,900	3,300

Rates are per issue and subject to VAT where applicable. Non-ECS 2025 exhibitors add 50% on total rate. Cancellation date for newsletter advertising orders: 6 weeks before publication date. Order of ad placement: first-come, first-served. Limited availability.

See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



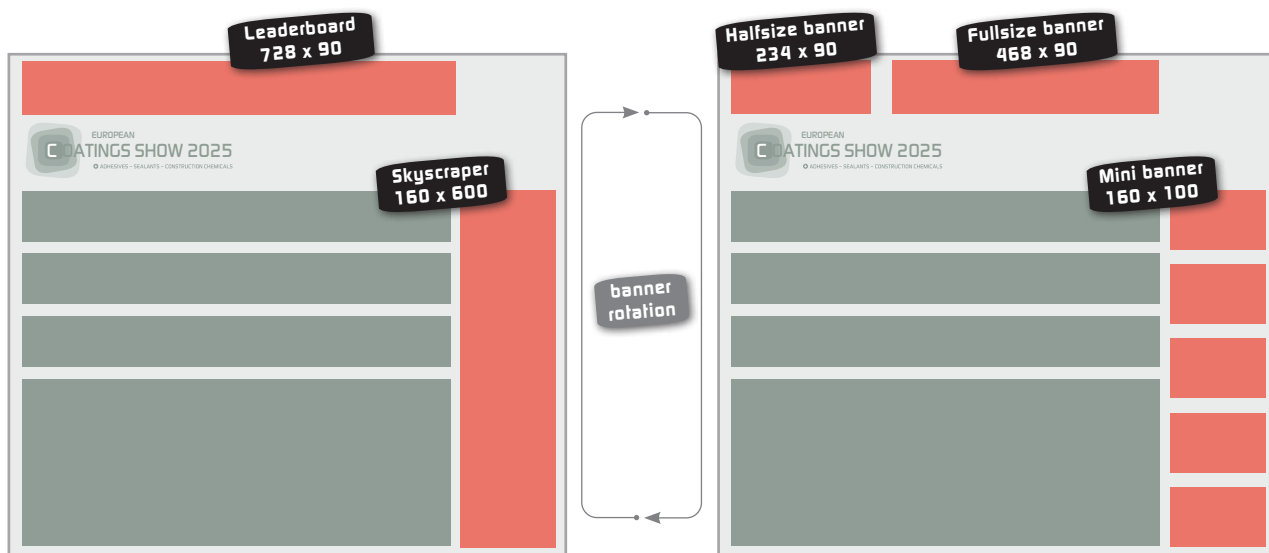
ONLINE ADVERTISING



EC SHOW WEBSITE

The one-stop destination for all visitors planning to attend the show. Your run-of-site banner ad ensures highest visibility!

- Run time:** 1 January – 30 April 2025 (4 months)
Position: Run-of-site (excl. EC SHOW ONLINE DIRECTORY)
Metrics: adviews, adclicks, CTR (monthly report)
Closing date: **29 November 2024**
Digital data due: 6 December 2024



SIZES, RATES & SPECIFICATIONS

Size	Specifications	EC SHOW WEBSITE €/total run time
Skyscraper	<ul style="list-style-type: none"> 160 x 600 px (mobile 300 x 250 px); JPEG, GIF, PNG rotating; alternating with group of mini banners max. no.: 3 	5,600 (= 1,400 €/month)
Leaderboard	<ul style="list-style-type: none"> 728 x 90 px (mobile 320 x 100 px); JPEG, GIF, PNG rotating; alternating with group of halfsize/fullsize banners max. no.: 3 	5,120 (= 1,280 €/month)
Fullsize banner	<ul style="list-style-type: none"> 468 x 90 px (mobile 320 x 50 px); JPEG, GIF, PNG rotating; alternating with leaderboard max. no.: 3 	3,360 (= 840 €/month)
Halfsize banner	<ul style="list-style-type: none"> 234 x 90 px (mobile 320 x 50 px); JPEG, GIF, PNG rotating; alternating with leaderboard max. no.: 3 	2,960 (= 740 €/month)
Mini banner	<ul style="list-style-type: none"> 160 x 100 px (mobile 320 x 50 px); JPEG, GIF, PNG rotating in groups of 5; alternating with skyscraper max. no.: 20 (display in groups of 5) 	2,320 (= 580 €/month)

Rates subject to VAT where applicable.
 Non-ECS 2025 exhibitors add 50% on total rate.
 Cancellation date for online advertising orders: 29 November 2024.

See last page
for discounts
and contacts!



ADVERTISING OPPORTUNITIES



CONFERENCE SPONSORSHIPS



Additional conference sponsorship opportunities on request!

EC SHOW CONFERENCE

Europe's largest and most important general coatings conference assembling the global coatings expertise under one roof! Benefit from exclusive marketing exposure and present your company as a competitive and high-performance supplier to a first-class audience!










Closing date: 7 February 2025

Materials due:

- digital data: 14 February 2025
- sponsorship items: 28 February 2025 (customs cleared delivery to Vincentz Network premises)






DISTRIBUTION OF BRANDED MATERIALS *(conference distribution only)*

Provide any of the following branded items for exclusive distribution to all conference delegates:

				
LANYARDS	BALLPOINT PENS	NOTEPADS (A4)	TOTE BAGS	HAND SANITIZERS
€ 4,200	€ 3,100	€ 3,100	€ 3,100	€ 3,100
				
GIVEAWAYS/ BROCHURES	GRANOLA BARS	WATER BOTTLES (100% recyclable)		
€ 3,100	€ 2,600	€ 2,600		

Production excluded, items to be supplied by sponsor (custom-cleared), required quantity: 800.

SPONSORSHIP SPECIALS *(sponsorships limited to conference only!)*

				
SCHEDULE AT-A-GLANCE	WIFI	CANDY/ BRAINFOOD BAR	LUNCH BREAKS	COFFEE BREAKS
This full-sized conference schedule folds down to an easy-to-carry reference (8.5 x 5.6 cm) provided to all conference delegates. Your advertisement/logo will be featured on the back cover of the schedule.	Provide premium WiFi for all conference delegates. The user ID and password will be named after your company and/or your products. A session time-out after 2 hours makes sure that users need to re-key in the ID and password for increased brand recall.	All conference delegates can select from a wide range of sweets and brainfood free of charge, thanks to your sponsorship! Your sponsorship will be acknowledged on-site with roll-up posters and branded paper bags/cups.	Each day of the conference, a lunch break will be offered to the delegates. Your sponsorship will be acknowledged on-site with roll-up posters, menu cards, and branded napkins.	During the 3-day conference, multiple coffee breaks will be offered to the delegates. Your sponsorship will be acknowledged on-site with roll-up posters and branded napkins.
€ 5,500	€ 4,100	€ 3,900	€ 3,600	€ 3,300

Rates subject to VAT where applicable. Non-ECS 2025 exhibitors add 50% on total rate. Conference sponsorships cannot be cancelled.

See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



APP SPONSORSHIPS



EC SHOW APP

The EC SHOW & CONFERENCE on the go! Indispensable tool to navigate through the event. App sponsorships are limited to 5 and offer you maximum exposure on the show floor!

Run time: 1 February – 30 April 2025 (3 months)



Metrics: users, sessions, adviews, adclicks, views company profile (report in May 2025)

Closing date: **31 October 2024**

Digital data due: 15 November 2024

RATE & SPECIFICATIONS

(max. 5 sponsorships available, each package includes all items mentioned below)

Size	Position (all banners are linked with the exhibitor details page in the directory)	Specifications (JPEG & PNG files accepted)	EC SHOW APP €/total run time
Sponsor splash screen	<ul style="list-style-type: none"> full page random display 	<ul style="list-style-type: none"> iOS: 1242 x 2688 px, 1242 x 2208 px, 2732 x 2048 px Android: 1440 x 2560 px 	<p>8,400 (= 2,800 €/month)</p>  
Tab bar banner	<ul style="list-style-type: none"> on all lists and navigation pages (not detail or info pages), sticky ad above the tab bar (iOS) or at the bottom (Android) rotating 	<ul style="list-style-type: none"> 1440 x 225 px 	
Sponsor logo gallery	<ul style="list-style-type: none"> on all navigation pages (not start page) endless horizontal loop scroll 	<ul style="list-style-type: none"> 450 x 315 px 	
Start page banner	<ul style="list-style-type: none"> bottom of start page rotating 		
Sponsor banner	<ul style="list-style-type: none"> on all navigation pages, directly under navigation bar (iOS) or action bar (Android) rotating 	<ul style="list-style-type: none"> 1440 x 450 px 	
Sandwich banner	<ul style="list-style-type: none"> interrupting all lists/search results rotating 	<ul style="list-style-type: none"> 1440 x 296 px 	

Rate subject to VAT where applicable. Non-ECS 2025 exhibitors insertion orders cannot be accepted. Cancellation date for app sponsorship orders: 31 October 2024.

PREFERRED DIRECTORY LISTING



EC SHOW DIRECTORY

Powerful tool for visitors to search for exhibitors by various criteria, above all by product category. Secure a 'Top of List' position in the official digital exhibitor directory – online and in the official SHOW APP!

Run time: 1 February – 30 April 2025 (3 months)

Metrics: visits, visitors, views company profile (report in May 2025)

Closing date: **20 December 2024**

FLAT RATE

(applies 'Top of List' position to all product categories indicated in the exhibitor registration)

€ 1,980 (= 660 €/month)

Rates subject to VAT where applicable. Non-ECS 2025 exhibitors insertion orders cannot be accepted. Cancellation date for preferred directory listing orders: 20 December 2024.

See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



DIRECT E-BLAST



EC SHOW VISITOR E-MAILING

Reach out to all registered attendees of the EC SHOW with an exclusive direct e-blast! Visitor pre-registration numbers increase rapidly about four weeks before the event, peaking at 80% right before the show begins. Available from four weeks before the show and one week after the event and limited to max. 3 e-blasts per week, consider your marketing message delivered!

Availability: weeks of 24 February – 17 March and 31 March 2025 (limited to 3 e-blasts/week, Tuesdays – Thursdays)

Metrics: opening rate, adviews, adclicks, CTR (report two weeks after date of dispatch)

Closing date: **10 business days before date of dispatch**

Digital data due: 7 business days before date of dispatch

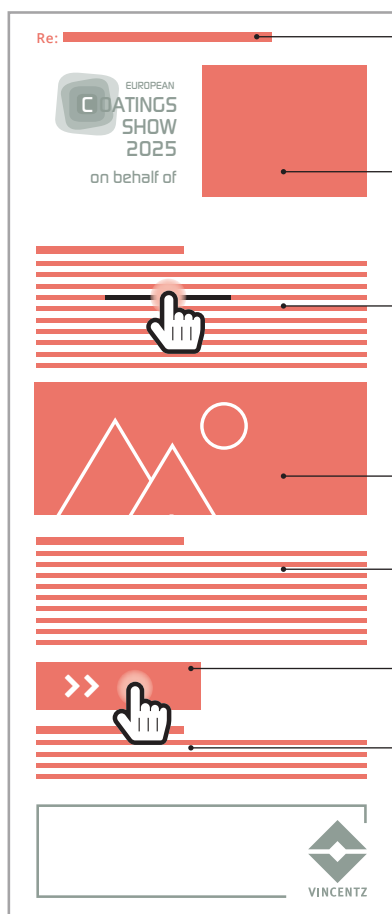
RATES

Week of dispatch	EC SHOW DIRECT EBLAST €
24 – 28 February 2025	6,000
3 – 7 March 2025	6,500
10 – 14 March 2025	7,400
17 – 20 March 2025	7,900
31 March– 5 April 2025 (post-show week)	7,400

Rates subject to VAT where applicable. Max. 2 direct e-blasts/client.
Non-ECS 2025 exhibitors add 50% on total rate.
Cancellation date for direct e-blast orders: 6 weeks before date of dispatch.

SPECIFICATIONS

- Subject line** (displayed in the recipient's inbox): max. 70 characters incl. spaces
- Your company logo:** max. 300 x 240 px (GIF, JPEG, max. 100 KB)
- Your text** (top position):
headline: max. 34 characters incl. spaces
text: max. 400 characters incl. spaces and link to your website
- Your picture:** max. 600 x 240 px (GIF, JPEG, max. 100 KB)
- Your text** (mid position):
headline (optional): max. 34 characters incl. spaces
text: max. 400 characters incl. spaces
- Call-to-action element**
incl. link to your website (same URL as in text 'top position')
- Your text** (bottom position):
headline (optional): max. 34 characters incl. spaces
text: max. 200 characters incl. spaces



See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



ADHESIVES - SEALANTS - CONSTRUCTION CHEMICALS

DISCOUNTS

SERIES DISCOUNTS

PREVIEW / DAILY	NEWSFLASH	CONFERENCE SPONSORSHIPS	DIRECT E-BLAST
2x ads = 3% 3x ads = 5% 4x ads = 10%	2x ads = 3% 3x ads = 5% 4x ads = 10% 6x ads = 20%	2x items = 5% 3x items = 10%	2x eblasts = 5%

VOLUME DISCOUNTS

TOTAL ADVERTISING VOLUME*			
> € 10,000 = 3%	> € 15,000 = 5%	> € 20,000 = 8%	> € 25,000 = 10%

* Only applies to offerings from this media kit. Series and volume discounts are alternative offerings and cannot be combined, the more favorable one will be automatically applied.



ADVERTISING CONTACTS

Vincentz Network

Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net

Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

International Sales Representatives

BeNeLux

Jacqueline Poppe · Beech BP · T +31 547 271071 · jacqueline@beechbp.nl

France | Italy | Spain | Switzerland

Melanie Villard · MKV Conseil · T +33 9 75792743 · melanievillard@outlook.com

UK/North America

Dave Weidner · Blue World Partners · T +1 253 677 4242 · info@blueworldpartners.com

