

Anime Messe Babelsberg 2024

Marketing concept



A joint event organised by

emania
MEDIA SERVICE

and

アニメ文化協会
Anime Kultur Verein

emania Media Service GmbH
Helmholtzstr. 23
12459 Berlin

Anime Kultur e.V.
Wattstraße 59
12459 Berlin

Table of contents

Introduction..... 3
What is the Anime Messe Babelsberg?..... 3
When does it take place? 3
Where does it take place?..... 3
For which target group?..... 3
What is the order of magnitude? 3
What are the highlights? 3
Your personal contact: 3
Impressions..... 4
Conditions for exhibitors, dealers, artists and catering providers 5
Prices for exhibitors and dealers in the Metropolis Hall..... 5
Prizes for illustrators and artists..... 5
Prices for participation in the Matsuri (for all exhibitors and catering providers) 6
General booth options 7
Marketing services 8
Ticket advertising (limited availability)..... 8
Multimedia advertising 10
Advertising in the programme booklet 12
Branding & Sponsoring..... 13
Advertising on the site 15
Advance advertising on posters and flyers (possible in advance)..... 17
Sponsoring..... 18
How and through what can the Anime Messe Babelsberg be supported? 18
Support for competitions 18



Introduction

What is the Anime Messe Babelsberg?

The Anime Messe Babelsberg is an event fair organised by emania Media Service GmbH and Anime Kultur e.V.. The programme covers the topics of Japanese art, pop and youth culture, in particular anime, manga, gaming and Japanese music.

When does it take place?

Anime Messe Babelsberg will take place on the weekend of **19 - 21 July 2024**.

Where does it take place?

The seventh edition of Anime Messe Babelsberg will take place on the grounds of the film and media city of Babelsberg near Berlin. The Metropolis Halle and the Filmpark Babelsberg will be used.

Address: Großbeerenstraße 200, 14482 Potsdam, Germany

For which target group?

Young people and especially young adults aged 14 - 35 from all German-speaking countries (DE, AT, CH).

What is the order of magnitude?

In 2023, we were able to welcome more than 20,000 guests to the Filmpark site. For 2024, we want to increase this to 25,000 by expanding the new premises.

What are the highlights?

The Anime Messe Babelsberg is characterised above all by its premium entertainment programme. In conjunction with the "Filmpark Babelsberg" amusement park, we are unique in the German-speaking world and create a unique experience for our guests. This guarantees maximum success for you as an exhibitor and advertiser than at comparable trade fairs. Our numerous Japanese and German influencers ensure a positive basic feeling among the guests. We have hosted well-known musical guests such as "Myth & Roid", "nano", "Burnout Syndromes" and the Japanese singer "Miku Sawai". In 2023, we celebrated the world premiere of the anime "A Playthrough of a Certain Dude's VRMMO Life" in collaboration with the studio "MAHO FILM" and welcomed the successful manga illustrator "Satoshi Shiki" from "Attack on Titan BTF" at the trade fair. Information on the programme for 2024 will be published regularly at www.AnimeMesse.de/en

Your personal contact:

I am at your disposal for individual enquiries.

Michael Klement

Managing Director: emania Media Service GmbH

Telephone: +49 (0)30 530 27 210

Mobile: +49 (0)176 321 15 298 (preferably)

e-mail: m.klement@emania.de



Impressions

To give you a small impression of the Anime Messe Babelsberg, we have put together a few pictures of the event for you here. You can get a better impression of the diversity of the fair in our trailer:

Trailer: www.AnimeMesse.de/Trailer



Conditions for exhibitors, dealers, artists and catering providers

Are you interested in taking part in Anime Messe Babelsberg as an exhibitor, dealer, artist or catering provider? We cordially invite you to get in touch with us. Our visitors are particularly enthusiastic about everything to do with anime, manga, gaming, fashion/cosplay and topics relating to Japan, Korea and Asia. Please use the registration form on our website www.AnimeMesse.de/en/anmeldung to register. If you have any special requests or ideas, please do not hesitate to contact us directly. We look forward to putting together a customised offer that meets your needs.

Remark:

Discounts may be available if you order several services from us or provide significant support for the programme.



Our exhibition spaces are very popular, so please register in good time. Location requests will be considered wherever possible. The booth layout will be provided by the organiser. The minimum size of a booth is 2x2 metres.

Location pictures: ea.run/Location-Pictures (Picture 009 shows the foyer and 010 the exhibition hall)

Trailer: www.AnimeMesse.de/Trailer

Prices for exhibitors and dealers in the Metropolis Hall

With the admission to Anime Messe Babelsberg an obligatory basic fee of 89,- € is due. The basic fee includes admission processing, entry in the list of exhibitors (online and in the programme booklet) and waste disposal (separate & bundled).

	For payment until 14.03.	For payment until 30.04.	For payment until 14.06.
Booth space	109,- € per m ²	119,- € per m ²	129,- € per m ²
Optionally bookable			
Corner booth	Headbooth	Island booth	Entrance area placement
+7,- € per m ²	+ 13,- € per m ²	+ 31,- € per m ²	+ 12,- € per m ²

Depending on the booth size, the following exhibitor tickets are already included:

up to 4 m² = 1, up to 8 m² = 2, up to 12 m² = 3, up to 16 m² = 4, up to 20 m² = 5, up to 24 m² = 6, from 30 m² = 8

Prizes for illustrators and artists





We love manga and anime and want to support artists and creators in this field. Therefore, we offer reduced booth costs at cost price to promote the presentation of own creations. Artists who only offer their own works are welcome to apply for such a booth. Please note that works generated by AI software may not be offered.

For each booth you will receive **two free exhibitor tickets** and the inclusion of your logo and booth name in our list of exhibitors. In addition, you can **save €45** by realising our mascot in a drawing or offering an interesting workshop.

	Metropolis Hall Foyer	Caligari Hall
Explanation	The artists' booths are strategically located in the foyer, directly at the main entrance to the main stage and exhibitor hall. This location enables a high visitor frequency, but artists should bear in mind that there may be increased acoustics here.	Located at the opposite end of the Filmpark, the Caligari Hall is another important venue. The popular Bring&Buy and the anime cinema are located here, making the hall an attractive attraction for our guests.
Price per table [1.2 x 0.8m] and chair	260,- €	140,- €

Prices for participation in the Matsuri (for all exhibitors and catering providers)

One of the highlights of the Anime Messe Babelsberg is the Japanese folk festival "Matsuri", which takes place in the picturesque Filmpark Babelsberg. Amidst colourful stalls and a lively atmosphere, we offer you the ideal platform to present your products as a catering provider or exhibitor. Our visitors are enthusiastic about authentic Asian cuisine and appreciate the variety of art, traditional handicrafts and anime and Japanese merchandise. Take advantage of this unique opportunity to present your products to an enthusiastic audience while our guests stroll through the park and enjoy the great atmosphere of Matsuri.

Booth space	20,- € per m ²	
Optionally bookable		
You have the option of taking part in the matsuri with your own tent. Please make sure that your tent is sufficiently protected against wind and weather. Please note that the use of ground pegs is not permitted. Instead, it is necessary to secure the tent with weights. For catering providers, we recommend that you bring your own food truck or trailer if possible. Please let us know when you register.		
Classic booth 310 x 250 x 250 cm (LxWxH) = 7.7 m ²	100,- € per booth	
Modern booth 192 x 240 x 235 cm (LxWxH) = 4.6 m ²	300,- € per booth	
Solid booth 200 x 200 x 200 cm (LxWxH) = 4 m ²	400,- € per booth	
Pagoda tent 5 x 5 m = 25 m ²	900,- € per tent	
Pagoda tent 3 x 3 m = 9 m ²	800,- € per tent	

With the admission to Anime Messe Babelsberg an obligatory basic fee of 89,- € is due. The basic fee includes admission processing, entry in the list of exhibitors (online and in the programme booklet) and waste disposal (separate & bundled).

Depending on the booth size, the following exhibitor tickets are already included:

up to 4 m² = 2, up to 8 m² = 3, up to 12 m² = 4, up to 20 m² = 5, up to 24 m² = 6, from 30 m² = 8

General booth options

- **Electricity & consumption**
 - Schuko (up to 3.5 kW) 200,- € per connection
 - CEE 400V/16A (up to 11 kW) 300,- € per connection
 - CEE 400V/32A (up to 22 kW) 500,- € per connection
 - CEE 400V/63A (up to 43 kW) 850,- € per connection
 - PE distributor (for CEE connection) 50,- € per distributor
- **Exhibition wall:** 60,- € per metres
- **Table** (1,20|1,80 x 0,80m): 40,- € per table
- **Chair:** 20,- € per chair
- **Beer tent table** (2.20 x 0.70m): 30,- € per table
- **Beer tent bench** (2.20 x 0.70m): 15,- € per bench
- **Logo in the site plan:** 50,- €
- **Additional exhibitor tickets:** 60,- €
- **Car park:**
 - 50,- € per car
 - 70,- € per transporter
 - 50,- € per trailer

Internet: A public Telekom hotspot is available in the hall, which provides you with a W-LAN connection. All you need to use the Internet is a hotspot pass. You can purchase this easily and conveniently directly from Deutsche Telekom. We recommend that you do this in advance so that you can go online straight away when you arrive at the trade fair.

Marketing services


Apart from participating as an exhibitor or retailer, you can of course also use one of the many advertising opportunities to present yourself and your products before and at Anime Messe Babelsberg. Below you will find a brief overview of our marketing services. We are also happy to realise special requests that are not listed here. If you intend to make use of several services or contribute something to the programme of the fair, you are welcome to contact us for an individual offer. You can also find an overview of our offers at: www.AnimeMesse.de/en/anmeldung/marketing


Ticket advertising (limited availability)




In advance sales, visitors receive an e-ticket in PDF format directly after purchasing an admission ticket. You can advertise on this e-ticket in the form of a banner (the motif can be changed at any time). On the day of the event, this e-ticket will be exchanged for a handy business card-sized admission ticket + control band, which is required for admission to the event site. These tickets are special collector's items for visitors and will be kept for a long time after the event. You can customise the back of the ticket and display a graphic on the control band. **Example:** ea.run/ticket

	<p>E-ticket (1,000 euros)</p> <p>In advance sales, visitors receive an e-ticket in PDF format directly after purchasing an admission ticket. You can advertise on this e-ticket in the form of a banner (the motif can be changed at any time).</p>
--	--

	<p>Ticket (2,000 euros)</p> <p>On the day of the event, all e-tickets are exchanged for a handy business card-sized admission ticket. You can design the back of the ticket as you wish.</p>
---	---

	<p>Supplement in dispatch (500 euros)</p> <p>We send around 35% of our admission tickets by post. We are happy to enclose one or more flyers per letter.</p>
--	---


	<p>Entrance band (1,500 euros)</p> <p>Every visitor receives a paper control band from us for quick ticket control. We are also happy to print your advertising graphics on the control band.</p>
---	--

Multimedia advertising



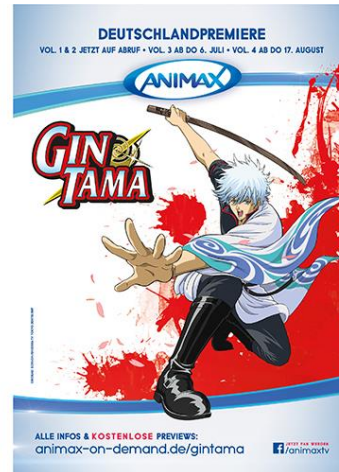
	<p>Trailer advertising stage/cinema (30 seconds each 500 euros)</p> <p>A good opportunity to get in touch with our visitors is to advertise with video trailers before our individual programme items. The trailer will be shown on all stages. The trailer is shown at least 5 times on each stage and during the opening and closing events. That's 27 broadcasts in front of 4,700 potentially interested parties:</p> <ul style="list-style-type: none"> - Indoor stage: 1,500 seats - Outdoor stage: 2,500 seats - Event stage: 300 seats - Game stage: 100 seats - Anime cinema: 300 seats
--	--

	<p>Trailer advertising on InfoTV (60 seconds each, 250 euros)</p> <p>We use an InfoTV on the grounds to inform our guests about the current programme items. In between the information there is the possibility to present your info trailer (without sound) throughout the day. A total of at least seven systems will be used. The systems are positioned at relevant points: Entrance, Main Stage, Outdoor Stage, Event Stage, Exhibitor Hall, Game Stage, Event Stage</p> <p>A maximum of 12 slots are allocated. This guarantees frequent repetition of the trailers.</p>
--	--

	<p>Social media advertising (350 euros per campaign)</p>
	<p>You can get in touch with our guests in advance by sharing your message via our news system or our social media channels. However, this must fit into the framework of the event. Product presentations in connection with a competition are best suited.</p>

	<p>Audio trailer on AnimeRadio.de (150 euros per week)</p>
	<p>Through the ongoing programme on our radio station AnimeRadio.de, we reach around 4,900 listeners a day, many of whom are also visitors to Anime Messe Babelsberg. An advertising spot in the radio programme is the ideal opportunity to reach your target group outside the framework of Anime Messe Babelsberg. The 30-second advert will be played twice per hour. If you do not have your own advert, we can offer you a simple spot production for 200 euros.</p>

Advertising in the programme booklet



The official programme booklet is given to every visitor free of charge with their admission ticket and is also available for free at the information booth or can be downloaded from our website. Visitors refer to it again and again to find out about the upcoming programme items, the individual show acts and the route to the next event. Like the admission ticket, it is also a special collector's item for many visitors. In our survey, 46% of visitors stated that they kept the programme booklet as a souvenir. By advertising in the programme booklet, you can easily reach the majority of visitors. We produce the programme booklet in A5 format.

Programme booklet 2023: <https://ea.run/AMB23-Programmheft>

Edition:


- Print: 10,000 - 15,000 copies
- Online: 15,000 - 25,000 downloads


Costs:

- per half page: 150,- €
- per full page: 250,- €
- Logo: 50,- €
- First page: € 1,000,- € (only available once)
- Back cover : 1,300,- € (only available once)

Branding & Sponsoring

	<p>Guest Sponsoring</p>
<p>Are you interested in a campaign with a guest of honour / influencer of the Anime Messe or would you like to invite a guest of honour yourself? Please contact us, we are always open to co-operations. By being named as a sponsor, you will be associated with all programme items before, during and after the trade fair.</p>	

	<p>Branded Contest (750 euros each)</p>
<p>We offer various competitions before and during the trade fair. For example, you can have us brand the popular AMV contest, cosplay contest, noodle slurping test, games contest or drawing contest. The branding takes place via social media, in the programme booklet and on site at the event. The material for the branding must be provided by the participants themselves.</p>	


	<p>Branded Stage (3,000 euros each)</p>
<p>Do you want our guests to be reminded of your product/brand the whole time? Then simply brand one of our four stages. You can choose between the indoor stage, outdoor stage, event stage and gaming stage. You must provide the branding material yourself, but we will be happy to realise your ideas together.</p>	


	<p>Branded Area (500 euros each)</p>
<p>In addition to the stages, there is also the option of branding our other areas of the trade fair, such as the dealer hall, gaming room, karaoke room, foyer, etc. Talk to us about this. The material for the branding must be provided by yourself.</p>	


	<p>Advertising on crew shirts (2,000 euros)</p>
<p>With exclusive advertising on the team's T-shirts, you are represented with your company or product in all areas of the event without much effort. The entire back of the T-shirt is available for you to design as you wish.</p>	


	<p>Supplement Con-Special (free of charge)</p>
<p>Visitors who have ordered the Con Special will receive an exclusive cloth bag with a T-shirt and a small surprise in addition to their admission ticket. By including an insert in the bags, you can reach the buyers of the Con-Special and increase the exclusivity of the offer, for example with product samples or vouchers. This offer is free of charge for all companies that have already purchased another marketing service from Anime Messe or that have contributed content that increases the value of the con special for the visitor. Print run approx. 1,000 copies</p>	


Advertising on the site


	<p>Entrance banner (1,000 euros)</p> <p>Place your banner directly above the main entrance to Anime Messe Babelsberg. (plus banner printing & hanging)</p>
	<p>Stretchboards forecourt (900 euros each)</p> <p>Place your advert on one of three stretchboards directly on the forecourt of Anime Messe Babelsberg. Format: 356 x 252 cm, costs: 900,- € per piece incl. installation for 3 days.</p>
	<p>Large banner facade Großbeerenstr. (4,000 euros each)</p> <p>The large banners are highly visible from the main road and guarantee an impressive first impression when our guests arrive at the trade fair. Format: 980 x 1386 cm, cost: € 4,000 per piece incl. installation for 3 days.</p>

	Roll-Up (100 euros each)
	<p>Roll-ups can be placed along the entrances and at central points in the building. You must provide the roll-ups yourself. You can also have the roll-ups produced by us. We charge an additional €100 per roll-up for this.</p>

	Flags (220 euros each)
	<p>Flags can be placed along the entrances and in central locations in the building and on the Filmpark grounds. Production included.</p> <p>Format: 64 x 189 cm</p>

	Wayfinding system - customer stoppers (150 euros each)
	<p>To help our guests find their way to the many attractions at the trade fair, we use a signposting system at prominent points (inside and outside). Production included!</p> <p>Format: 59 x 84 cm</p>

	<p>Wayfinding system - Exhibition wall (350 euros each)</p> <p>To help our guests find their way to the many attractions at the trade fair, we use a signposting system at prominent points (inside and outside). Production included. Format - exhibition wall: 300 x 300 cm, costs: €300 per exhibition wall incl. installation</p>
---	--

	<p>Entrance area - routing - fence (140 euros each)</p> <p>Make an impression at first glance! Our entrance area has more than 50 fences, which we can remodel in an anime design to create an advertising impact. We are also happy to offer you the option of branding a fence in the entrance area. The cost per fence, including production and hanging, is 140 euros.</p> <p>Format: 240 x 71 cm</p>
--	--

Advance advertising on posters and flyers (possible in advance)



AKIBA PASS
 2016/04/01
 03. - 05. Juni 2016
 ANIME MESSE Berlin
 DEIN TICKET NICHT NUR FÜR DEN NÄCHSTEN HALB JAHRESONG

www.akibapass.de
 Anime
 Manga
 Gaming
 Otaku -
 Lifestyle
 Simulcast
 Streaming
 Downloading
 News
 Community

ANIMESSE Berlin
 03. - 05. Juni 2016
 Im Herzen von Berlin laden wir euch in das schöne Atze Musiktheater ein!
 Anime Messe Berlin, die Eventmesse für Freunde der japanischen Anime und Manga Kunst.
 Freut euch auf eine bunte Mischung aus Konzerten, Shows, Workshops, Wettbewerben und vielem mehr.
 Informationen zu unserem Programm auf: www.AnimeMesse.de

10% auf dein Online-Ticket für die Anime Messe Berlin 2016
 Gutschein-Code: **10ForFun**

Various marketing campaigns with posters and flyers will be launched in advance to promote the Anime Messe programme. We are happy to offer you the opportunity to advertise your product on our posters and flyers. Our posters will be placed in public places in Berlin. The flyers will also be distributed nationwide in Germany through AnimeFanShop.de's mail order business and through our trade fair appearances (e.g. LBM). If you are interested in taking part in one of these campaigns, we would be delighted if you would get in touch with us.

Sponsoring

Are you interested in supporting Anime Messe Babelsberg in another way? We are happy about any support we receive. We will show our appreciation to every supporter in a suitable form. The TOP three supporters of the event will automatically be communicated by us as main sponsors of Anime Messe Babelsberg!

How and through what can the Anime Messe Babelsberg be supported?

The event is primarily organised by the Anime Kultur Verein and its volunteers. In order to be able to compensate our many helpers, we are grateful for any financial donations or services that help to reduce the costs of the event. We are therefore very interested in the following areas:

- Organisation / provision of programme items
- Provision of prizes for visitors
- Provision of technology and decoration materials
- Provision of gifts for helpers
- Services in various areas (e.g. paramedics, interpreters, technicians)
- Partner advertising
- Financial donations

Support for competitions

You can also support individual items on our programme and competitions:



- Anime Music Video Contest
- Anime Quiz
- Cosplay competition
- Cosplay Photo Point
- Dealer auction
- Noodle slurping competition
- Online competitions
- Synchro-Workshop
- Drawing competition

**Thank you for your attention,
We look forward to hearing from you!**

Your personal contact:

Michael Klement

Managing Director: emania Media Service GmbH

Phone: +49 (0)30 530 27 210
Mobile: +49 (0)176 321 15 298 (preferably)
e-mail: m.klement@emania.de

