

# Anime Messe Babelsberg 2023

## Marketing concept



A joint event of

**emania**  
MEDIA SERVICE

and

アニメ文化協会  
**Anime Kultur Verein**

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## Introduction

### What is the Anime Messe Babelsberg about?

The Anime Messe Babelsberg is a joint event fair organized by the emania Media Service GmbH and the Anime Kultur e.V. The program covers the themes of Japanese art, pop and youth culture, in particular anime, manga, gaming and Japanese music.

### When will the fair take place?

The Anime Messe Babelsberg will take place on the weekend of **21 - 23 July 2023**.

### Where will the fair take place?

The sixth Anime Messe Babelsberg will be held on the premises of the "Film- und Medienstadt Babelsberg" near Berlin. The "Metropolis Halle" and the "Filmpark Babelsberg" will be used.

**Address:** Großbeerenstraße 200, 14482 Potsdam, Germany

### Which target group is it meant for?

Teenagers and especially young adults aged 14 - 35 from all over the German-speaking countries.

### How large will the event be?

For 2022, we were able to welcome more than 16,000 guests to the Filmpark grounds despite space restrictions. For 2023, our exhibition hall is once again at our disposal and thus we expect more than 20,000 guests again.

### What will be the highlights?

Anime Messe Babelsberg distinguishes itself above all for its balanced entertainment program. In combination with the amusement park "Filmpark Babelsberg" we are unique in the German-speaking area and create a unique experience for our visitors. This guarantees you as an exhibitor and advertiser maximum success than at comparable trade fairs. Our numerous Japanese and German influencers ensure a positive basic feeling among the visitors. We have already had well-known guests such as "Burnout Syndromes" (known from the anime "Haikyū"), the Japanese singer "Miku Sawai" (known from the anime "Kill la Kill" and "Akame ga Kill") and the successful manga artist "Satoshi Shiki" from "Attack on Titan BTF". Information on the 2023 programme will be published regularly at [www.AnimeMesse.de/en](http://www.AnimeMesse.de/en)

### Your personal contact:

Please do not hesitate to contact me for individual enquiries.

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## Impressions

In order to give you an initial impression of the Anime Messe Babelsberg, we have put together a few photos of the event. To get a better impression of the variety of the fair, watch our trailer:

Trailer: [www.AnimeMesse.de/Trailer](http://www.AnimeMesse.de/Trailer)



## Exhibitor concepts

Just like regular conventions, we offer all interested artists, entertainers, musicians and show groups the opportunity to present themselves at the Anime Messe Babelsberg. These of course only represent a part of all the exhibitors.

The high level of demand of visitors show their particular interest in commercial exhibitors at a convention. Regarding this matter, we do not wish to limit ourselves to the anime and manga sector, but to offer our visitors a diverse range of goods and possibilities. Therefore, retailers with no direct connection to Japan or its culture are also welcome.



### Publishers

As a publisher you will have the opportunity to get in direct contact with your customers at the Anime Messe Babelsberg and gain an immediate impression about the effect of your products.

### Merchants / Merchandise

Sellers of merchandise will meet a public at the Anime Messe Babelsberg that attends the event with the expectation of being able to purchase Japan-related merchandise and have therefore saved up for it especially for this occasion.

### Games / Music

Fans of the Japanese youth culture generally have a great interest in related video games and music. Therefore, booths in the aforementioned categories are much sought-after by visitors. According to our latest survey 62% of our visitors would be happy about relevant offers.

### Fashion / Cosplay

Japanese fashion has long since established itself in Germany, just like the art of cosplay. At the Anime Messe Babelsberg you will be able to appeal to your target group and present the latest fashion trends.

### Intercultural relations

In addition to the frequently mentioned topics such as anime and manga, the visitors of the Anime Messe Babelsberg are especially interested in Japan's cultural diversity which they up to now only got to know through shows and books. This includes cultural practices, the local cuisine and ends with the wish to examine the country more closely or even travel around the country.

## Terms and conditions for exhibitors and merchants

Should you be interested in attending the Anime Messe Babelsberg as an exhibitor or merchant, please get in touch with us. For this purpose, please use the respective form on our web page [www.AnimeMesse.de/en/anmeldung](http://www.AnimeMesse.de/en/anmeldung). If you have special wishes, please do not hesitate to contact us. We will gladly send you an individual offer.



### Note:

Discounts are possible, in case several services are made use of, or if the program is supported substantially.

### Booths for exhibitors / merchants

Our exhibition spaces are very popular, so please register in good time. Requests for locations will be taken into account as far as possible. The booth layout is provided by the organiser. The areas in the foyer are primarily intended for our partners. If a merchant explicitly wishes to be placed in the foyer, a surcharge of € 20 per m<sup>2</sup> will be made. The minimum size of a booth is 2x2 metres.

**Photos of the location:** [ea.run/Location-Bilder](http://ea.run/Location-Bilder) (picture 009 shows the foyer und 010 the fair's hall)

**AMB20-Trailer:** [www.AnimeMesse.de/Trailer](http://www.AnimeMesse.de/Trailer)

### Prices

- **Booth space:** 109,- € pro m<sup>2</sup> [Inline booth]
  - Corner booth + 7,- € pro m<sup>2</sup>
  - Head booth + 13,- € pro m<sup>2</sup>
  - Island booth + 31,- € pro m<sup>2</sup>
  - Explicit booth request + 10,- € pro m<sup>2</sup>  
near entrance area
  - Explicit booth request + 20,- € pro m<sup>2</sup>  
in the foyer
- **Waste disposal (bundled):** [inclusive]
- **Electricity & consumption (3kw):** 150,- € only once [optional]
- **Exhibition wall:** 60, € per meter [optional]
- **Tape 50m roll:** 12,- € per roll [optional]
- **Table** (1,22 | 1,80 x 0,80m): 35,- € per table [optional]
- **Chair:** 20,- € per chair [optional]
- **Logo in program guide & web:** 50,- € [optional]
- **Parking space:** 50,- € per car [optional]  
70,- € per van  
50,- € per trailer
- **Outdoor banner entrance area:** 140,- € per banner [optional]

The hall is supplied by a public Telekom hotspot with W-LAN for 1,000 devices. To use the internet, all you need is a hotspot pass, which you can purchase directly from Telekom.



## Marketing services


Apart from participating as an exhibitor, you may use one of the many advertising opportunities offered to promote yourself and your products before or at the Anime Messe Babelsberg. Subsequently we will provide you with a small overview of our marketing services. We will gladly realize any special requests you may have. Should you consider making use of several services or contribute something to the program of the fair, you can talk to us about an individual offer. An overview of the offers can also be found at: <https://www.animemesse.de/en/application/marketing>

### Ticket advertisement (limited availability)



With the pre-sale, visitors receive an e-ticket in PDF format directly after purchasing an entrance ticket from us. On this e-ticket, you can advertise in the form of a banner (change of motif is possible). This e-ticket is exchanged on the day of the event into a handy business card-sized ticket + wristband, which is required to access the event site. These tickets are special collector's items for visitors, which are stored even after the event for the long term. You can freely design the back of the ticket and display a graphic on the wristband. **Example:** [ea.run/Karten-Beispiel](http://ea.run/Karten-Beispiel)

	E-Ticket (1.000 euros)
	<p>With the pre-sale, visitors receive an e-ticket in PDF format directly after purchasing an entrance ticket. On this e-ticket you can advertise in form of a banner (change of motif is possible).</p>

	<p><b>Ticket (2.000 euros)</b></p> <p>On the day of the event, all e-tickets will be exchanged for a handy business card-sized ticket. You can freely design the back of the ticket.</p>
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	<p><b>Packaging inserts (500 euros)</b></p> <p>Around 35% of our tickets are sent by classic mail. We are happy to include one or more flyers per letter into the shipment.</p>
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	<p><b>Entry wristband (1.500 euros)</b></p> <p>For quick ticket control, each visitor receives a paper wristband. We are happy to print your graphic on the wristband.</p>
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## Multimedia advertisement

**Trailer ad on stage/cinema (500 euros per 30 second)**

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 played on all stages. The trailer will be played at least 5 times per stage and shown during the opening and closing ceremonies. That's 27 broadcasts in front of 4.400 potentially interested people:

- Indoor-Stage: 1.200 seats
- Outdoor-Stage: 2.500 seats
- Event-Stage: 300 seats
- Game-Stage: 100 seats
- Anime-Kino: 300 seats

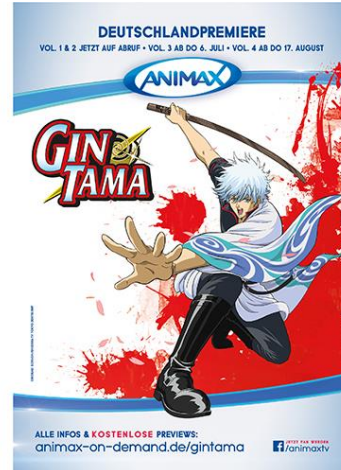
**Trailer ad on InfoTV (250 euros per 60 second)**

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 placed at relevant points: Entrance, Main-Stage, Outdoor-Stage, Event-Stage, Exhibitor Hall, Game-Stage, Event-Stage.

A maximum of 12 slots will be allocated. This guarantees frequent repetition of the trailers.

	<p><b>Social-Media advertising (350 euros per action)</b></p> <p>You can get in touch with our guests in advance by sharing your message via our news system or social media channels. However, this must fit into the framework of the event. Product presentations in connection with a raffle are best suited.</p>
	<p><b>Audio-Trailer on AnimeRadio.de (per week 150 Euro)</b></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 on the radio programme is the ideal way to reach your target group outside the framework of the Anime Messe Babelsberg. The 30-second spot will be played twice an hour. If you do not have your own spot, we offer you the simple spot production for 200 euros.</p>

## Advertisement in the program booklet



The official program booklet will be handed over to each visitor free of charge with his ticket and is also available at the information desk or can be downloaded from our website. It is used repeatedly by visitors to inform themselves about the upcoming program, the individual show acts and the way to the next event. Furthermore, like the ticket, it is a special collector's item among many visitors. In our survey, 46% of visitors stated that they had kept the program booklet as a souvenir. An ad in the program booklet will easily reach the majority of visitors. The program will be produced in A5 format.

**Program booklet of 2019:** [ea.run/AMB19-Programmheft](http://ea.run/AMB19-Programmheft)

**Program booklet of 2022:** [ea.run/AMB22-Programmheft](http://ea.run/AMB22-Programmheft)




### Circulation:

- Print: 10.000 – 15.000 copies
- Online: 15.000 – 25.000 downloads

### Costs:

- Half page: 150,- € each
- Full page: 250,- € each
- Logo: 50,- €
- First page: 1.000,- € (only available once)
- Back-Cover: 1.300,- € (only available once)

## Branding &amp; Sponsoring

	<b>Guest Sponsoring</b> <p>Are you interested in a campaign with a guest of honour / influencer at the Anime Messe or would you like to invite a guest of honour yourself? Talk to us about it, we are open to cooperation at any time. By being named as a sponsor, you will be associated with the guest at all points in the programme before, during and after the fair.</p>
	<b>Contest branding (750 euros each)</b> <p>Before and during the fair we offer various competitions, such as the AMV contest, cosplay contest, noodle slurping contest, game contest or drawing contest. The branding takes place both via social media, in the program booklet and on the premises at the event. The material for the branding must be provided by yourself.</p>
	<b>Stage branding (3.000 euros each)</b> <p>You want our guests to be reminded of your product/brand all the time? Then simply brand one of our four stages. You can choose between the Indoor Stage, Outdoor Stage, Event Stage and the Gaming Stage. The material for the branding must be provided by you, but we will be happy to implement your ideas together.</p>




**Area branding (500 euros each)**

In addition to the stages, there's the possibility for you to brand other areas such as the merchant hall, gaming room, karaoke room, foyer etc.


**Advertising on crew shirts (2.000 euros)**




Through exclusive advertising on the T-shirts of the crew, you are represented with your company or product in all areas of the event. The complete back of the T-shirt is available and can be designed freely.




**Supplement for the Con-special (free of charge)**

Visitors who have ordered the Con-special will receive in addition to their ticket an exclusive fabric bag with a T-shirt and a small surprise. By adding package inserts to the bag, you can reach the customer of the Con-special and increase the exclusivity of the offer, for example through product samples or vouchers. This offer is free of charge for all companies that have already acquired another marketing service from Anime Messe Babelsberg or the contributed content increases the value of the Con-special for the visitor. Circulation approx. 1.000 pieces

Advertisement on the premises

	<p><b>Entrance banner (1.000 euros)</b></p> <p>Place your banner directly above the main entrance to Anime Messe Babelsberg. (plus cost for banner printing &amp; hanging)</p>
	<p><b>Stretchboards forecourt (900 euros each)</b></p> <p>Place your advertisement on one of three stretchboards directly on the forecourt of Anime Messe Babelsberg. Dimensions: 356 x 252 cm, costs: 900,- € each incl. assembly for 3 days.</p>
	<p><b>Large building banner Großbeerenstr. (4.000 euros each)</b></p> <p>The large banners are very well seen from the main road and are a guarantee for an impressive first impression when our guests arrive at the fair. Dimensions: 980 x 1386 cm, costs: 4000,- € each incl. assembly for 3 days.</p>

	<b>Roll-Up (100 euros each)</b>  Roll-ups can be placed along the entrances and at central locations in the building. Roll-ups have to be provided by yourself. You can also have the roll-ups produced by us. For this we charge an extra 100,- € per roll-up.
	<b>Flags (220 euros each)</b>  Flags can be placed along the entrances and at central locations in the building and on the Filmpark grounds. Production included.  Format: 64 x 189 cm
	<b>Guidance system - Frame boards (150 euros each)</b>  To help our guests find their way to the many attractions at the fair, we use a wayfinding system at prominent locations (inside and outside). Production included.  Format: 59 x 84 cm

	<b>Guidance system - Exhibition wall (350 euros each)</b>  In order for our guests to find their way to the many attractions of the fair, we use a routing system at prominent places (inside and outside). Dimensions: 300 x 300 cm, costs: 300,- € per exhibition wall incl. assembly and production.
	<b>Entrance area - Routing - Fence (140 euros each)</b>  Make an impression at first sight! Our entrance area has over 50 fences, which we can redesign in an anime design for advertising purposes. We are happy to offer you the option of branding a fence in the entrance area as well. The cost per fence, including production and hanging, is 140,- €.

### Advance advertising on posters and flyers (possible in advance)



[www.akibapass.de](http://www.akibapass.de)  
 Anime  
 Manga  
 Gaming  
 Otaku -  
 Lifestyle  
 Simulcast  
 Streaming  
 Downloading  
 News  
 Community





In order to promote the program of the Anime Messe Babelsberg, different marketing campaigns will be started while making use of posters and flyers. We like to offer you the opportunity to promote your product on our posters and flyers as well. Our posters are put up on public places in Berlin. The flyers will be placed into mailboxes in Berlin, send out nationwide by Figuya.com's / AnimFanShop.de's mail orders and handed out during fair representation (i.e. Leipzig Book Fair). Please contact us if you are interested in participating in such a campaign.



## Sponsoring

Are you interested in supporting the Anime Messe Babelsberg by other means? We very much appreciate every support granted to us and will reward every supporter in an appropriate form. The TOP three supporters of our event will next year automatically be communicated as the Anime Messe Babelsberg's main sponsor!

### How can the Anime Messe Babelsberg be supported?

The event is primarily organised by the Anime Kultur Verein and its voluntary members. In order to be able to compensate our great number of helpers we would be glad about every financial donation or performance which will lead to cost reduction. Therefore, a great interest lies in the following areas:

- organisation / provision of program points
- provision of prizes for our visitors
- provision of technique and decorative materials
- provision of gifts for our voluntary helpers
- services in different areas (i. e. Paramedics, interpreters, technicians)
- partner advertising
- financial donations

### Support of competitions

Moreover, you can support specific program points and competitions:



- anime music video contest
- anime quiz
- cosplay competition
- cosplay photo-point
- distributor's auction
- noodle slurping competition
- online competition
- synchronisation workshop
- art contest

**Thank you for your attention,**  
**we are looking forward to hearing from you!**

### Your personal contact:

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