

Power for tomorrow. Success for today.

Knowledge is the future: with the marketing solutions offered on the interdisciplinary online platform for the building technology of tomorrow, you unlock the full potential of pure synergy for your brand. We bring together all relevant industries and topics related to the construction and operation of intelligent buildings – creating the perfect stage to showcase your expertise on an international level.

24 hours a day. 365 days a year. Ready for tomorrow?

Discover your marketing options:

[View products](#)

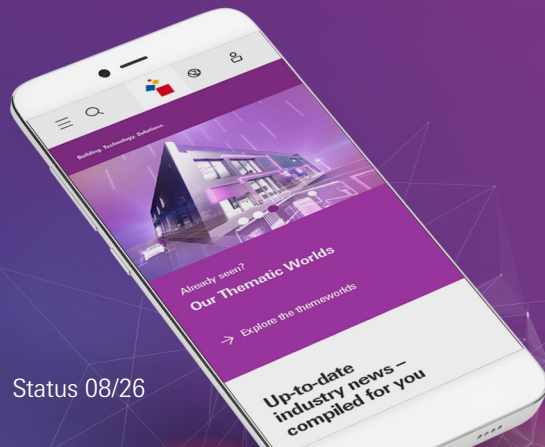
Building.
Technology.
Solutions.



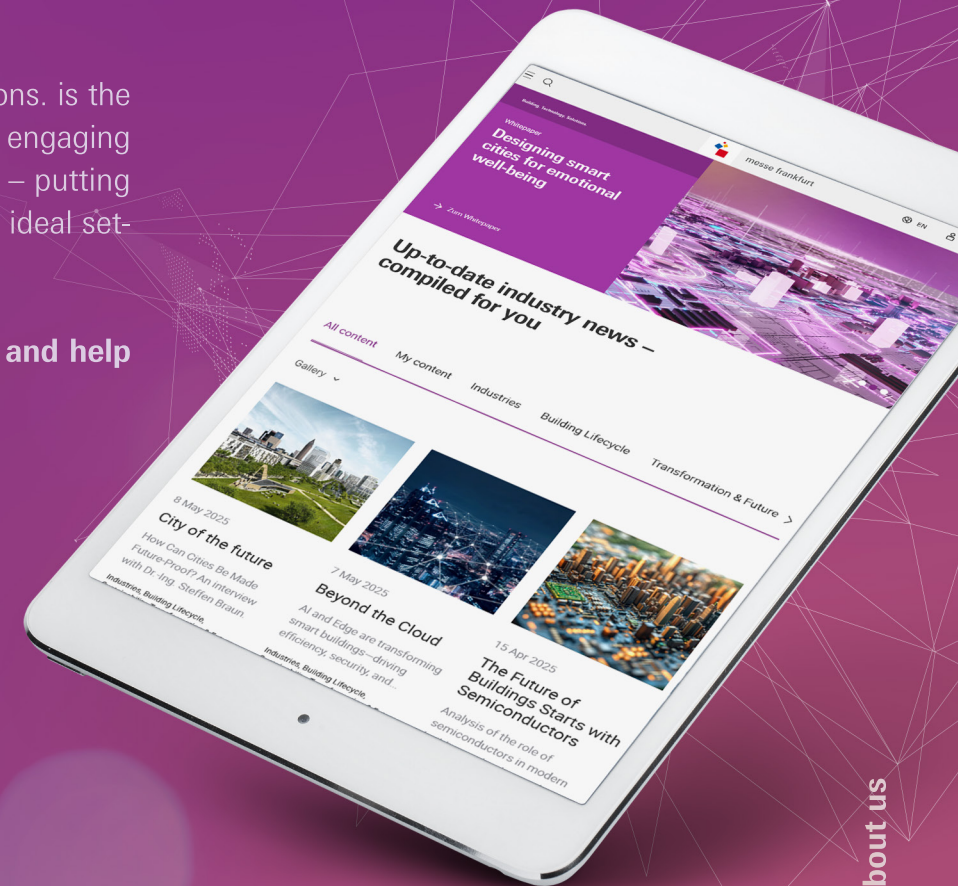
Smart building technology? Has found a new home.

Pioneering, always up to date, and international in scope: Building. Technology. Solutions. is the go-to platform for all the latest news on the building technology of the future. Through engaging articles, whitepapers, podcasts, and more, we spotlight the trends driving the industry – putting you right at the center of it! As a central hub for up-to-date expert news, we offer the ideal setting to position your expertise to the industry's leading minds.

Early movers have the edge: secure one of our exclusive advertising spots now and help shape the future of smart building technology with us!



Status 08/26



Smart insights. Exclusive benefits.



Maximum reach.

Our reputation. your success: whether you're an exhibitor or not – this is where you can reach the target audiences of all 17 international building technology events hosted by Messe Frankfurt, such as ISH and Light + Building. Benefit from their combined reach to amplify your message and ensure maximum visibility.



Standout brand visibility.

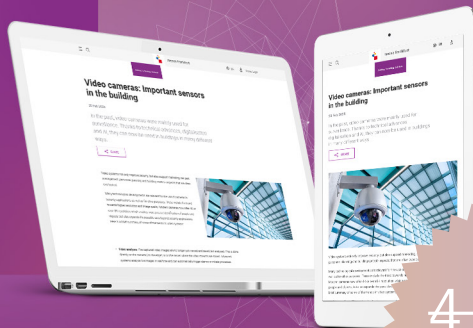
High-level image building: leverage cross-industry professional insights and present your expertise in a premium industry environment – effective, relevant, and future-focused.



Valuable leads.

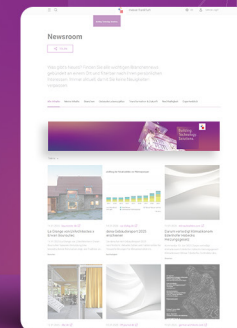
Sought after. Found: bring your innovations to where they have an impact – directly to experts and decision-makers with a specific interest in innovative building technology.

Adver- torial



4,000 €
2,500 €

Online banner



from 3,105 €
from 1,900 €

Showcase your expertise.

Put your brand at the center of industry news and trends: Whether it's a specialist article, interview, or press statement – with an advertorial, you showcase your expertise and win over your target audience through credible content.

Why advertorials?

- + Targeted: positioned among high-quality expert articles and industry news
- + Audience-specific: your content placed where decision-makers look for solutions
- + Flexibility: ideal for complex products and services that require explanation

Your Package:

- ✓ Header photo, headline, teaser & editorial text (DE & EN), 3–5 images
- ✓ Distribution via industry hub, social media & newsletter
- ✓ Optional: Reporting of page views

Details and Booking

Image boost for your brand.

Position your brand prominently on our industry hub – right where decision-makers look for insights and solutions. Perfectly embedded in an editorial environment, you will gain exclusive visibility and strengthen your brand image.

Why Online banners?

- + Brand-building: be recognized as an expert
- + Authentic: reach B2B audiences where they engage with editorial content
- + Exclusive: limited booking opportunities

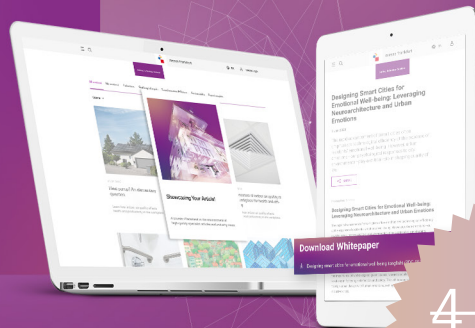
Your Package:

- ✓ Banner Formats: 10:1 (1,200 x 120 px) or 6:1 (1,200 x 200 px), including a link
- ✓ Term: 12 weeks, incl. one-time exchange of the motif
- ✓ Reporting of page views after two months on request

Details and Booking

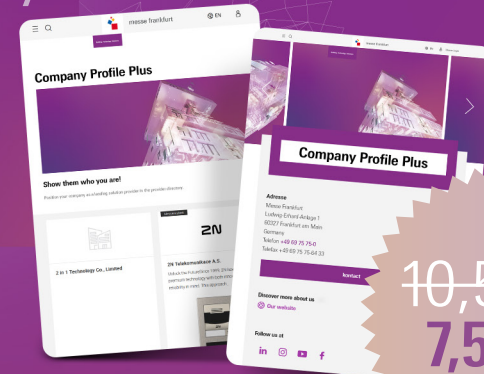


White- paper



4,000 €
2,500 €

Company Profile Plus



10,500 €
7,500 €
per year

Lead with knowledge.

Share your expert solutions directly with the industry: with a whitepaper, you share valuable knowledge, position your company as a thought leader, and reach exactly those professionals who are looking for well-founded insights.

Why a whitepaper?

- + Targeted placement: positioned next to industry news and expert voices
- + Qualified audience: your content where B2B decision-makers seek solutions
- + Extended reach: perfect for downloads and further distribution

Your package:

- ✓ Whitepaper PDF (max. 25 MB), header photo, headline, teaser & teaser graphic
- ✓ Distribution via industry hub, social media and newsletter
- ✓ Term: 1 year for maximum visibility

Details and Booking

Showcase your company.

Position your company as a leading solution provider in the supplier directory of our industry hub. With a Company Profile Plus, you strengthen your international visibility and extend your reach through targeted keywords and strong brand presence.

Why a Company Profile Plus?

- + International presence: professional network of industry and trade fair participants
- + Year-round visibility: placed in a high-reach research tool tailored to your audience
- + Targeted: reach users through customizable areas of interest.

Your package:

- ✓ 1 company page & 1 image, company name & contact details for easy discovery
- ✓ 3 content pages, 8 search terms, and logo
- ✓ Social media links and documents for extended reach

Details and Booking



Do you have questions? We are happy to help.



Valeria Moscagiuli

Marketing & Advertising

Phone **+49 69 75 75 - 36 20**

valeria.moscagiuli@messefrankfurt.com



Johanna Krumbiegel

Media Relations Manager

Phone **+49 69 75 75 - 52 20**

johanna.krumbiegel@messefrankfurt.com