// ADVERTISING FOR

REAL

MARCH 17, 2027 BONN, WCCB

live

HAPTICA

Merch & Marketing

CONTENT

INFORMATION ON THE EVENT

PRICE & SERVICE PACKAGE

PROGRAMME

LOCATION

CONTACT


HAPTICA
// WERBUNG IN
ECHT
HAPTICA

WHAT, WHEN, WHERE?

// Exhibitors from all product areas

// March 17, 2027

// World Conference Center Bonn

// Best Practice Show

// Lecture programme

// Newcomer Area


MERCH
GEWINNT!
APTICA
WIR STEHEN AUF MERCH!
HAPTICA
Mirko Leisenberg
HAPTICA
ECHT nützlich
ECHT persönlich
ECHT anziehend
ECHT langlebig
HAPTICA
HAPTICA live

BY WHOM?

The organiser is WA Media, publisher of the magazines *eppi magazine*, *Werbeartikel Nachrichten* and *HAPTICA Magazin*, as well as host of haptica.online.


YEARS
GETHER
EST. 1851
FRUIT OF THE LOOM

FOR WHOM?

A unique combination of visitors: End users from marketing, communications, procurement and HR are directly invited to attend as well as advertising agencies and promotional products distributors. Admission is free of charge, however, the event is only open to professional visitors who need to register in advance.


HAPTICA
HAPTICA
LURCH

VISITORS 2026

SOME REFERENCES

DAX COMPANIES

Deutsche Bank, Deutsche Post, Deutsche Telekom, DHL Group, Merck, Rheinmetall, Siemens, Siemens Healthineers ...

COMPANIES WITH BILLIONS IN TURNOVER

Barlog Plastics, Boehringer Ingelheim, Canon, Claas, Clifford Chance, Fraunhofer, ISS, Jungheinrich, KSB, Remondis, Rhein-Energie, RX, Swagelok, Thyssenkrupp, TÜV Rheinland, Volvo ...

LARGE COMPANIES AND HIDDEN CHAMPIONS

AIDA Cruises, Allnet, Almdudler, Alpha Calcit, Amigo Spiel & Freizeit, Bamaka, Carl Berberich, D.Entrup-Haselbach, dhpg, Ger-man Aviation Services, Gizeh, Grafschafter Krautfabrik, Inwatec, Itenos, JK International, Kalzip, Klosterfrau, KoelnBonn Airport, KTR Systems, Lemken, LHY Powertrain, Lohmann & Rauscher, Masa Group, NetAachen, W. Neudorff, Niedax Group, Optimal Systems, Polytan, PPS Pipeline Systems, Progas, Schaefer Kalk, Scheidt & Bachmann, Semper idem Underberg, TGE Marine Gas Engineering, Toi Toi & Dixi, Wein Wolf, Zewotherm ...

FINANCIAL SERVICE PROVIDERS

Ampega, apoBank, AOK, ARAG, BarmeniaGothaer, BFS Health Finance, Commerz Real, Concordia, DEVK, DLL, DVAG, FORIS, HDI, Postbank, Roland Rechtsschutz, SozialBank, Sparkasse, Volksbank, VR-Networld, VVDE ...

AUTHORITIES AND INSTITUTIONS

Aktion Deutschland hilft, Aktion Mensch, Bogestra, Bundes-agentur für Arbeit, Bundeswehr, 10+ Bundesämter, Bündnis 90/ Die Grünen, DAAD, Deutsche Stiftung Denkmalschutz, Deutsche Welthungerhilfe, Diakonie, DVGW, DWA, Hochschule Bonn-Rhein-Sieg, Hochschule Koblenz, 5+ Kliniken, Landschaftsver-band Rheinland, MIT Institut, Rheinische Friedrich-Wilhelms-Universität Bonn, RWTH Aachen, Sea Shepherd, 5+ Stadtwerke, Stiftung Deutsche Krebshilfe, 5+ Tourismusverbände, Universi-tät zu Köln, Uniklinik Köln, Verkehrsverbund Rhein-Sieg ...

SPORTS CLUBS AND ORGANISATIONS

Borussia VFL 1900 Mönchengladbach, FC Gelsenkirchen Schal-ke 04, Deutsche Turnliga, DFL, HSV ...

MEDIA COMPANIES

Bertelsmann, Deutsche Welle, Deutscher Apotheker Verlag, Deutscher Ärzte Verlag, Deutscher Sport Verlag, Funke Medien, Kölner Stadt-Anzeiger, phoenix, VNR Verlag für die deutsche Wirtschaft, WDR, ZDF ...

AGENCIES AND DISTRIBUTORS

absatzplus, AS Aktuell, Bamberger+Schneider, BDA, Brand Addition, BS Werbeartikel, Burg Services, Call A Gift, concept promotion, Concert Merchandising, cyber-Wear, Döbler, Eggert Group, Eidex, Geiger, GK Handelsplan, Global Brand Concepts, HBW Merchandise, Maxilia, MBA Solutions, Mundt, Pieper, Prominate, Vertriebskick´, Werbe Wienand, Zinc ...


TOI TOI
SHIT

WHY?

As a marketing trade fair for promotional products and merchandising HAPTICA live arouses enthusiasm: for the power of haptic advertising, the creativity of the industry and for the unique products of its exhibitors. Lectures and the Best Practice Show support the image work. In this way we create a joint marketing platform to help haptic advertising achieve the status it deserves.


POPCORN
KÖSTLICHE KREATIONEN
KARAMELLISIERT &
KNALLE
POPKORN

WHO ARE EXHIBITORS?

Exhibitors from all product areas will showcase their innovative products. The number of stands is limited to ensure a good overview of the products. Early registrations will be given preference.


mbw

HOW MUCH DOES IT COST TO EXHIBIT?

Stand sizes:

6 m²	//	3,500 Euros
9 m²	//	4,600 Euros
12 m²	//	5,100 Euros
15 m²	//	5,600 Euros
20 m²	//	6,500 Euros

Special sizes and placements on request.
All prices are plus VAT. Exhibitors pay an all inclusive price: **No extra fee** will be charged for supply and consumption of power, parking, storage or for Wifi usage during the assembly period or on the day of the event.


NEW COMER
iubilo
MEDICAL promotion
MEDICAL promotion
NEW COMER
carlo
carlo

WHAT IS INCLUDED IN THE EXHIBITOR PACKAGE?

// The exhibition space is provided (no furniture, walls or carpet) and the exhibitors supply their own individual stands.

// Comprehensive marketing package with a media value of 500 Euros (see next pages)

// Free catering

HOW WILL HAPTICA LIVE BE ADVERTISED?

Extensive editorial coverage and advertising for the HAPTICA live in the trade publications and newsletters of WA Media:

// WA Nachrichten
// eppi magazine
// HAPTICA Magazin
// WA eLETTER
// eppi newsflash
// HAPTICA Mail

Total reach: 76,500 addresses (German and European promotional products distributors, advertising agencies, promotional products buyers and end users)

FURTHER MARKETING MEASURES

// Online presentation of all exhibitors, for visitors to prepare for and follow up on the trade fair
// Advertising for the HAPTICA live in all relevant promotional products trade magazines (international) and in various marketing trade magazines (national)
// Dispatch of several personalised invitation mailings to 40,000 readers
// Physical mailings to selected recipients
// Marketing cooperations with different networks, among others, marketing clubs, event platforms, Business Group Cologne on LinkedIn, printers' associations, etc.
// High social media activity on WA Media's own pages as well as in other subject and region-specific groups
// Linking in the exhibitor list published online


• Art/Typ
• Image
• Beziehur
• Erreichbarkeit
• Größe
• Involvement
1
Bezugs-
Brand
2
Ziel-
gruppe
ZIEL: Aufmerksamkeit | Kontaktaufnahme | Kundenbindung
Artikel/
Merch
4
Umfeld/
Kontext
3
• Image
• Wertigkeit
• Nutzen
• Raum/Ort
• Zeit
• Situation
© freshmademedia/Prof. Dr. Kleinjohann

WHAT ARE VISITORS GOING TO BE OFFERED?

// **Lecture programme**
Experts from renowned companies and organisations convey valuable knowledge about haptic advertising.

// **Best Practice Show**
International campaigns demonstrate how companies have implemented haptic advertising in practice.

// **Newcomer Area**
Special zone for young companies and start-ups

// **FREE ENTRY**
Pre-registration necessary

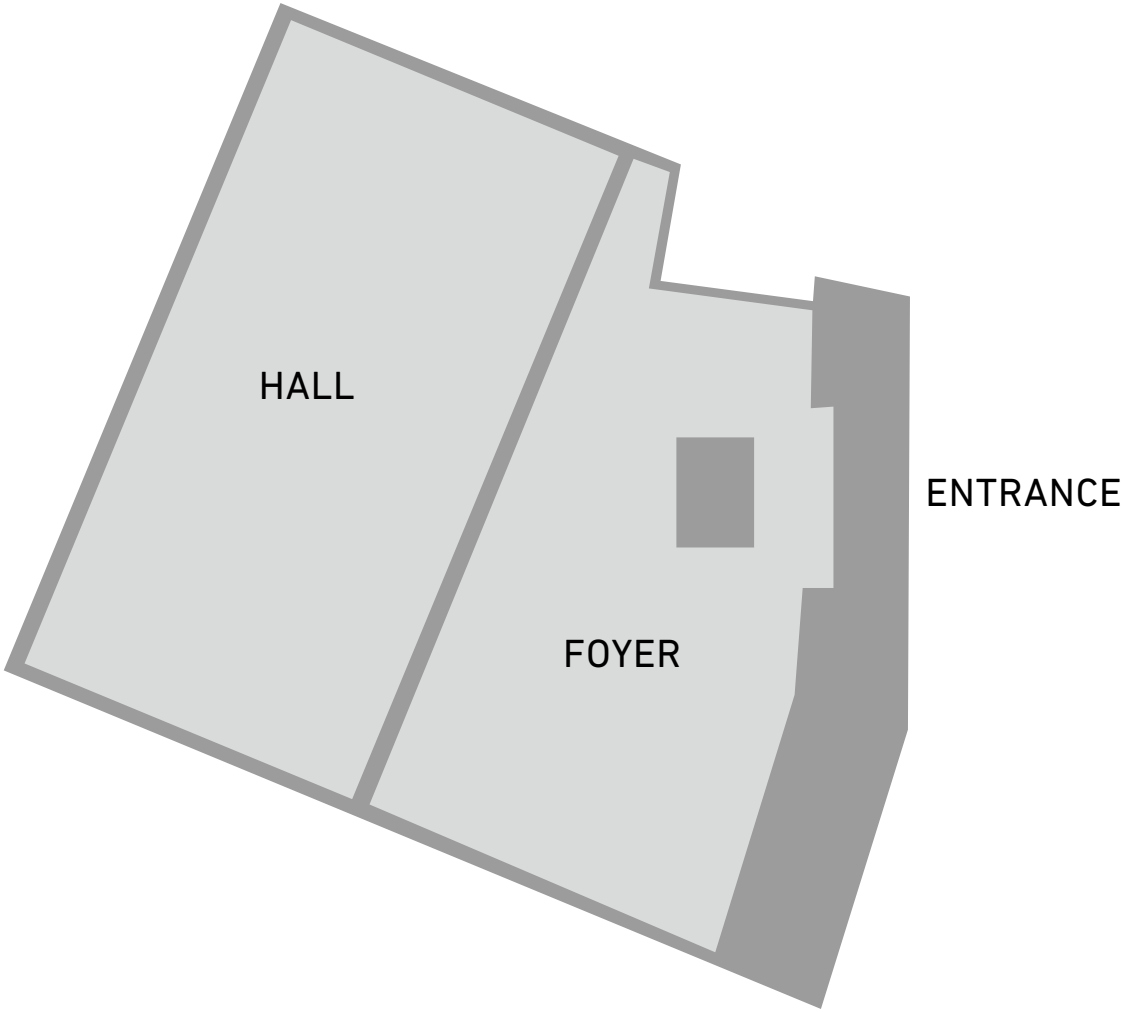

HAPTICA
HERZLICH WILLKOMMEN
HAPTICA
DW

LOCATION

// World Conference Center Bonn

Platz der Vereinten Nationen 2

D-53113 Bonn



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