

ADVERTISING & BRANDING PACK

FeHoVa

33rd Fishing, Hunting and Arms
International Exhibition



11-14 February 2027



COMPLEX DISPLAY SOLUTIONS – FROM VENUE TO SOCIAL MEDIA

Stand out from the crowd, direct visitors directly to your stand!

Successful participation in exhibitions depends not only on having a good product or service, but also on being seen! At HUNGEXPO Budapest Congress and Exhibition Centre, we support exhibitors' visibility with exclusive advertising tools and spectacular signage opportunities - both indoors and outdoors.

Advertise where every visitor turns!

Digital displays, floor graphics, outdoor billboards, pavilion facades or even LED walls - all designed to make sure your stand doesn't go unnoticed.

Want to stand out at the entrance?

Would you place your message on the busiest routes or in visitor rest areas? Whether you're thinking about classic advertising surfaces or innovative digital solutions, we have all the tools to maximise the effectiveness of your exhibition presence.

Think ahead - take advantage of our social media packages! Not only at the event, but also before the event! With our social media opportunities you can target your visitors through Hungexpo's official online channels. Preview posts, featured partner appearances, story campaigns - all this will help you to generate interest in your product or service even before the opening. We can help you choose the best solutions to meet your objectives, so that your message reaches the right people - your potential customers.

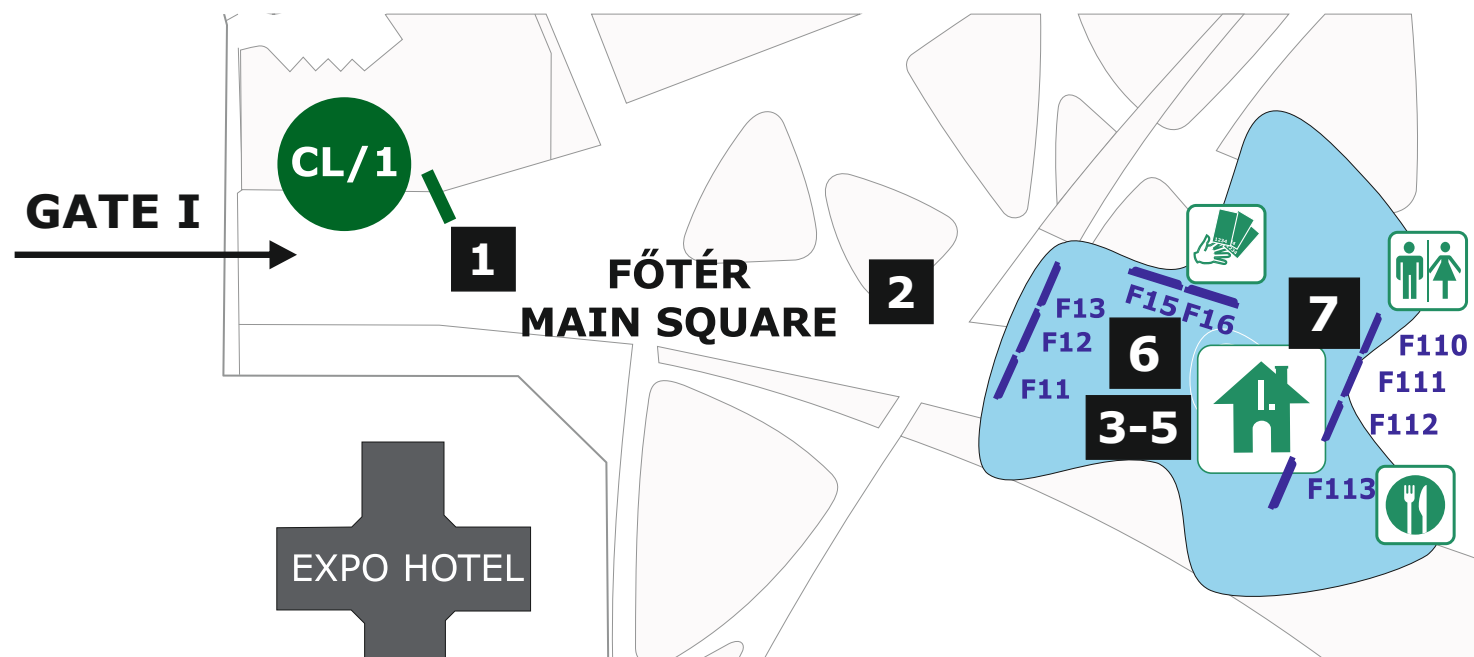
Book the best advertising spaces and online packages early!
Contact us and take your exhibitor presence to the next level!

HUNGEXPO BUDAPEST Congress and Exhibition Center

SIGNAGE MAP



ADVERTISING OFFERS - MAIN ENTRANCE. MAIN BUILDING



1



CITYLIGHT POSTER

Features: paper, digital print

Place: Main entrance

Available volume: 1 pc one-sided (CL/1)

Size: 1,17 x 1,75 m

Price: 310 EUR/side

2



MOBILE BILLBOARD

Features: paper, digital print

Place: in front of Entry Hall, at a pre-arranged location, including board rental

Available volume: 1 pc

Size: 5,04 x 2,38 m

Price: 2 130 EUR/pc

3



LED TV IN ENTRY HALLS

Features: ■ displaying still images on 43" LED TVs
■ ads are looping

Place: Main Building (above cashiers, at entrances)

Available volume: 9 pcs (F11-13, F15-16, F110-113)

Size: Full HD (1920x1080 pixel)

Price: 940 EUR/5 sec/event

4



DESK

Placement of an information desk at a pre-agreed spot in the Entry Hall (leaflet distribution only on the information desk)

Features: arched information desk with header (crew excluded)

Available volume: 3 pcs/Entry Hall

Price: 675 EUR/pc/day

5



PLACEMENT OF ROLL-UP OR POP-UP

Place ment of your own roll-up or pop-up

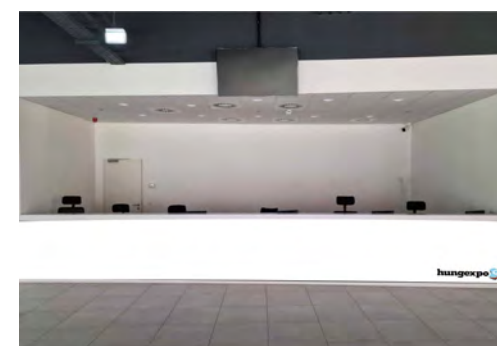
Place: Main Building

Available volume: 3 pcs

Price: 500 EUR/day (roll-up)

635 EUR/day (pop-up)

6



REGISTRATION DESK

Features: vinyl, laminate

Place: Main Building

Available volume: 1 pc

Size: 7,729 x 0,92 m

Price: 985 EUR/pc

7



KIOSK ADVERTISEMENT

Banner display above the menu (jpg, png, gif) or screensaver (jpg, png, gif) – appears in case of inactivity

Features: still picture or video (jpg, png, gif)

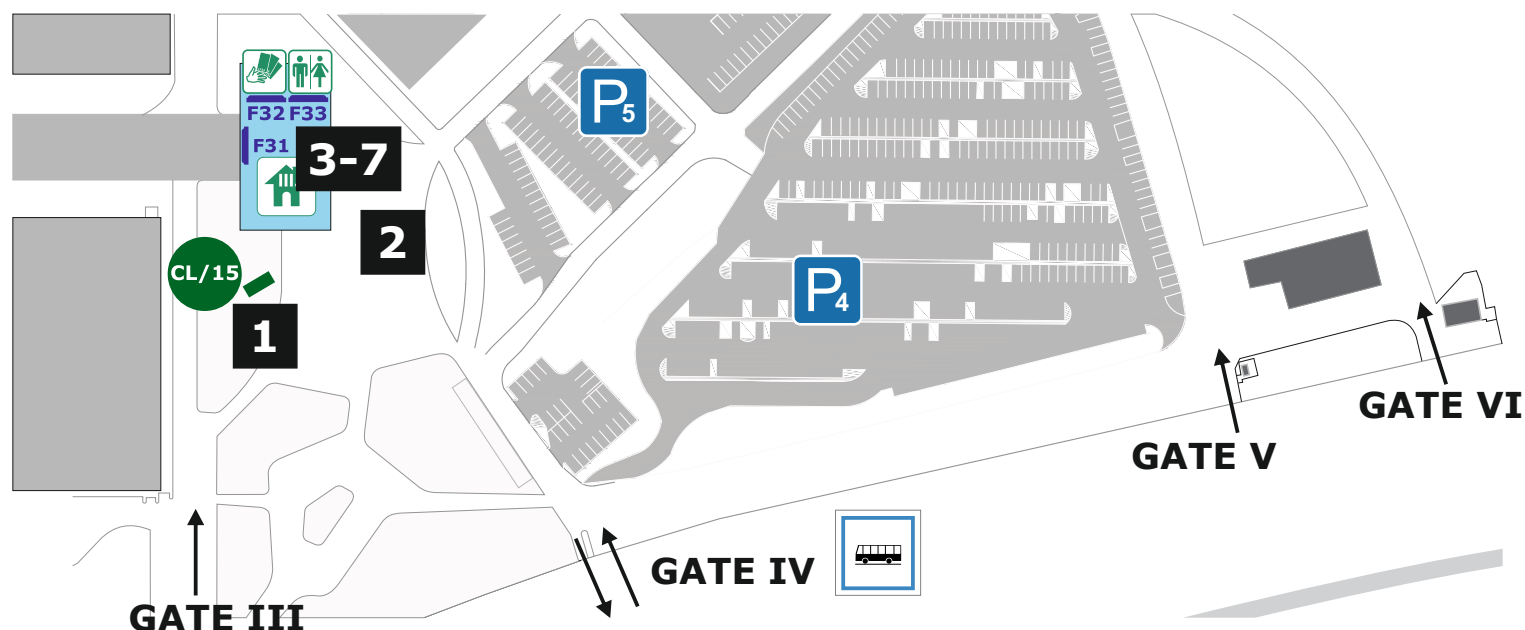
Place: touch screen kiosk set up in the Entry Hall

Available volume: 1 pc

Size: 728 x 90 px (banner), 1000 x 1230 px (screensaver)

Price: 375 EUR/type/exhibition

ADVERTISING OFFERS - ENTRY HALL F3, GATE IV, V



1



CITYLIGHT POSTER

Features: paper, digital print

Place: Entry Hall F3

Available volume: 1 pc 2-sided (CL/15)

Size: 1,17 x 1,75 m

Price: 310 EUR/side

2



MOBILE BILLBOARD

Features: paper, digital print

Place: in front of Entry Hall, at a pre-arranged location, including board rental

Available volume: 1 pc

Size: 5,04 x 2,38 m

Price: 2 130 EUR/pc

3



LED TV IN ENTRY HALLS

Features: ■ displaying still images on 43" LED TVs
■ ads are looping

Place: Entry Hall F3 (above cashiers, at entrances)

Available volume: 3 pcs (F31-33)

Size: Full HD (1920x1080 pixel)

Price: 940 EUR/5 sec/event

4



DESK

Placement of an information desk at a pre-agreed spot in the Entrance Hall (leaflet distribution only on the information desk)

Features: arched information desk with header (crew excluded)

Available volume: 3 pcs/Entry Hall

Price: 675 EUR/pc/day

5



KIOSK ADVERTISEMENT

Banner display above the menu (jpg, png, gif) or screensaver (jpg, png, gif) – appears in case of inactivity

Features: still picture or video (jpg, png, gif)

Place: touch screen kiosk set up in the Entry Hall

Available volume: 1 pc

Size: 728 x 90 px (banner), 1000 x 1230 px (screensaver)

Price: 375 EUR/type/exhibition

6



GLASS DECORATION

Features: vinyl, laminate

Place: Side of Entry Hall F3 toward gate III

Available volume: 2 pcs

Size: 1,945 x 1,945 m

Price: 570 EUR/pc

7



PLACEMENT OF ROLL-UP OR POP-UP

Place ment of your own roll-up or pop-up

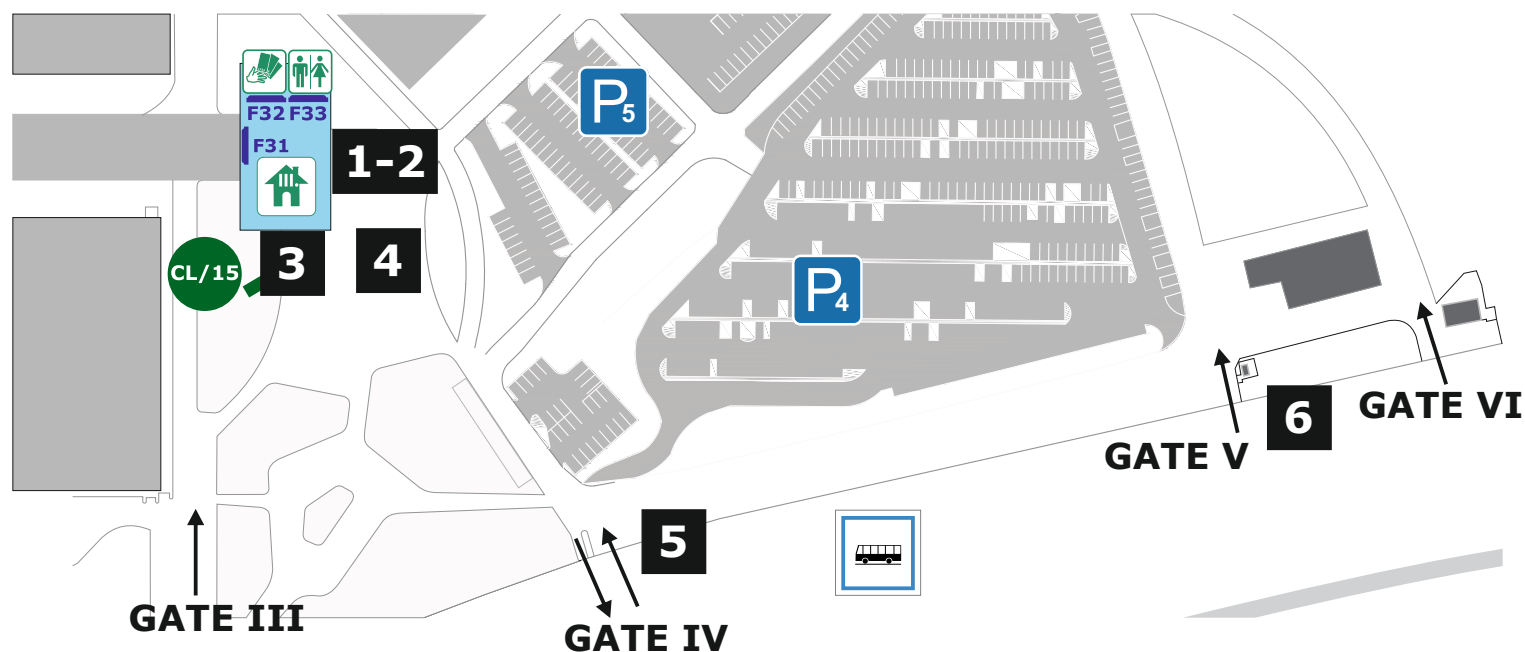
Place: Entry Hall F3

Available volume: 3 pcs

Price: 500 EUR/day (roll-up)

635 EUR/day (pop-up)

ADVERTISING OFFERS - ENTRY HALL F3, GATE IV, V



1



BANNER PRODUCTION AND PLACEMENT FROM READY-MADE GRAPHICS DESIGN

Features: PVC Blockout (4+0C)

Place: Entry Hall F3 - between the columns at the side towards the parking lot

Available volume: 1 pc

Size: 8 x 2,5 m (one-side-printed)

Price: 2 700 EUR/pc

2



Features: PVC Blockout (4+0C)

Place: Entry Hall F3 - between the columns at the side towards the parking lot

Available volume: 1 pc

Size: 5,7 x 1,5 m (the distance between the central and the right columns is: 5,7 m)

Price: 2 020 EUR/pc

3



Features: PVC Blockout (4+0C)

Place: Entry Hall F3 - between the columns at the side towards the gate

Available volume: 1 pc

Size: 10 x 2 m

Price: 2 700 EUR/pc

4



COLUMN DECORATION

Features: vinyl, laminate

Place: in front of Entry Hall F3

Available volume: 7 pcs

Size: 0,96 x 1,5 m

Price: 540 EUR/4pcs

5



BANNER PRODUCTION AND PLACEMENT FROM READY-MADE GRAPHICS DESIGN

Features: PVC Frontlit (4+0C)

Place: gate IV

Available volume: 1 pc (only the right side)

Size: 5 x 2 m

Price: 960 EUR/pc

6



BANNER PRODUCTION AND PLACEMENT FROM READY-MADE GRAPHICS DESIGN

Features: PVC Frontlit (4+0C)

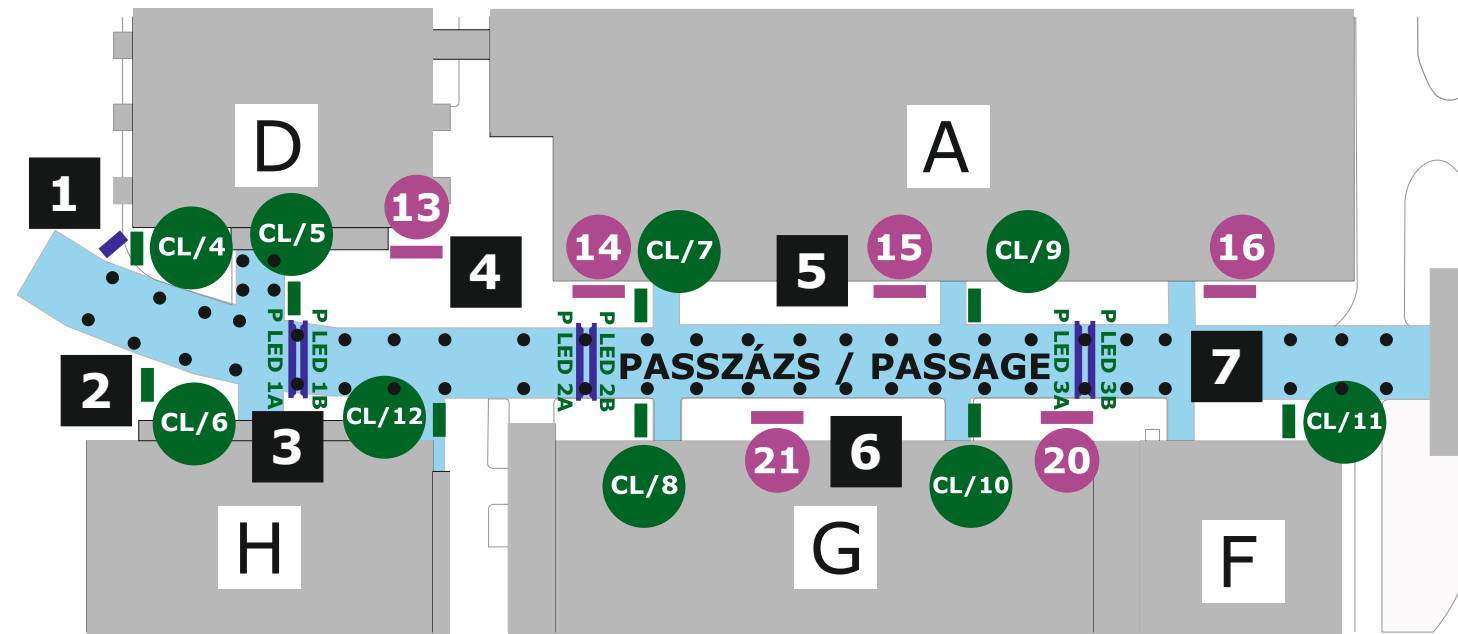
Place: gate VI

Available volume: 1 pc

Size: 5 x 2 m

Price: 960 EUR/pc

ADVERTISING OFFERS - PASSAGE



1



LED WALL

Features:

- displaying still and moving image
- ads are repeated
- 2-sided

Place: at the corner of Hall D

Available volume: 1 pc LED totem (2-sided)

Size: 4000 x 2000 px

Price: 1 020 EUR/side

2



CITYLIGHT POSTER

Features: paper, digital print

Place: Passage

Available volume: 8 pcs 2-sided (CL/4-12)

Size: 1,17 x 1,75 m

Price: 310 EUR/side

3



LED PANELS ON THE PASSAGE

Features:

- displaying still and moving image
- ads are repeated
- 2-sided

Place: Passage

Available volume: 3 pcs panels (PLED1-3)

Size: 10 sqm, 5 x 1 meter per side (1040 x 208 px)

Price: 1 430 EUR/5 sec/3 panels

4



PASSAGE BOARD (HALL D)

Features: vinyl, digital print

Place: at the corner of Hall D, towards Hall A

Available volume: 1 pc (13)

Size: 4,88 x 1,97 m

Price: 1 160 EUR/pc

5



PASSAGE BOARD (HALL A)

Features: vinyl, digital print

Place: on the side of Hall "A" at door no. 20
on the side of Hall "A" at door no. 16
on the side of Hall "A" at door no. 13

Available volume: 3 pcs (14-16)

Size: 4,88 x 1,97 m

Price: 1 160 EUR/pc

6



PASSAGE BOARD (HALL G)

Features: vinyl, digital print

Place: on the side of Hall G at door no. 16
on the side of Hall G at door no. 19

Available volume: 2 pcs (20-21)

Size: 4,88 x 1,87 m

Price: 1 160 EUR/pc

7



COLUMN DECORATION

Features: vinyl, laminate

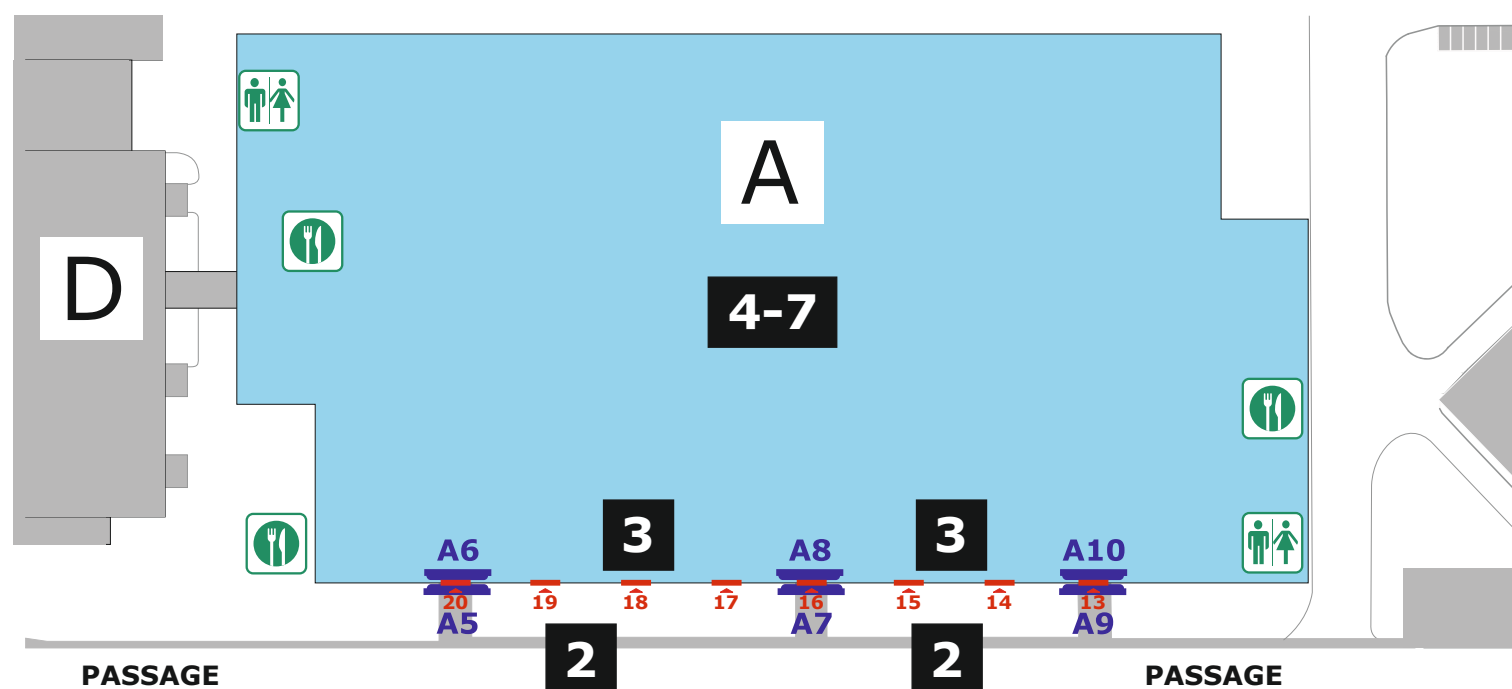
Place: passage, in front of Hall D

Available volume: passage - 66 pcs, Hall D - 4 pcs

Size: 0,96 x 1,5 m

Price: 540 EUR/4pcs

ADVERTISING OFFERS - HALL A



1



LED TV IN THE FOYER

Features: ■ displaying still images on 43" LED TVs
■ ads are looping

Place: in the foyer of Hall A and at the doors

Available volume: 6 pcs (A5-10)

Size: Full HD (1920 x 1080 px)

Price: 445 EUR/5 sec/hall/event

Discount price (for all halls):

1 780 EUR/5 sec/event

2



HALL ENTRANCE FASCIA BOARD

Features: vinyl, laminate

Place: above the entrance of Hall A

Available volume: 5 pcs (door no. 14-15, 17-19)

Size: 6,82 x 1,34 m

Price: 795 EUR/pc

3



GLASS DECORATION

Features: vinyl, laminate

Place: pair of hall doors along the passage

Available volume: 32 pcs

Size: varies by door

Price: 485 EUR/door panel

4



FLOOR STICKER

Features: floor vinyl

Place: in Hall A (on concrete)

Size: 1 x 1 m

Price: 330 EUR/pc

5



T-FLEX LIGHTING WALL

Features: decolight textil

Place: in Hall A

Available volume: 1 pc

Size: 2 x 2 m

Price: 1 335 EUR/pc

6



KIOSK ADVERTISEMENT

Banner display above the menu (jpg, png, gif) or screensaver (jpg, png, gif) – appears in case of inactivity

Features: still picture or video (jpg, png, gif)

Place: touch screen kiosk set up in Hall A

Available volume: 1 pc

Size: 728 x 90 px (banner), 1000 x 1230 px (screensaver)

Price: 375 EUR/type/exhibition

7



SMART DEVICE CHARGER AD

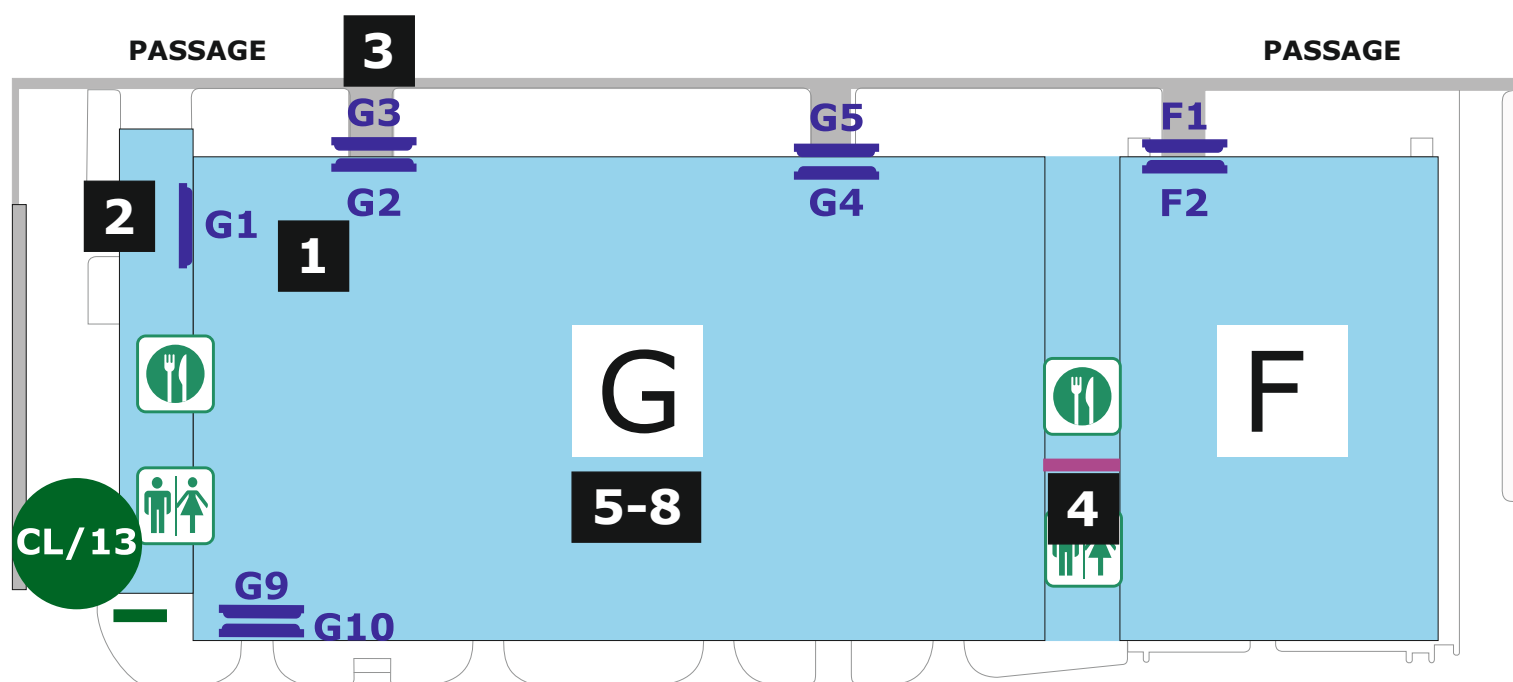
Place: in the area of the exhibition

Available volume: 3 pcs

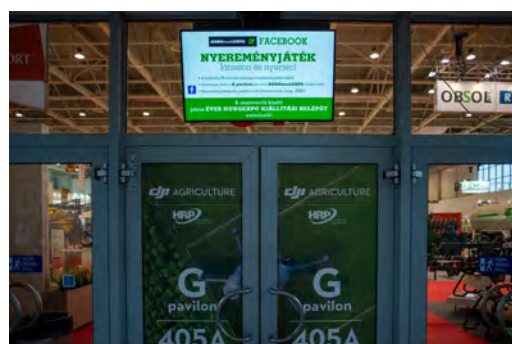
Size: 120 x 60 cm (visible size: 115 x 55 cm)

Price: 250 EUR/pc

ADVERTISING OFFERS - HALL G AND F



1



LED TV IN THE FOYER

Features: ■ displaying still images on 43" LED TVs
■ ads are looping

Place: in the foyer of Hall G and F and at the doors

Available volume: 9 pcs (G1-5, G9-10, F1-2)

Size: Full HD (1920 x 1080 px)

Price: 445 EUR/5 sec/hall/event

Discount price (for all halls):

1 780 EUR/5 sec/event

2



GLASS DECORATION

Features: vinyl, laminate

Place: Hall G window above door 12 (towards Hall H)

Available volume: 2 pcs

Size: 2,1 x 0,79 m

Price: 475 EUR/pc

3



GLASS DECORATION

Features: vinyl, laminate

Place: Hall G window above door 15 and 18

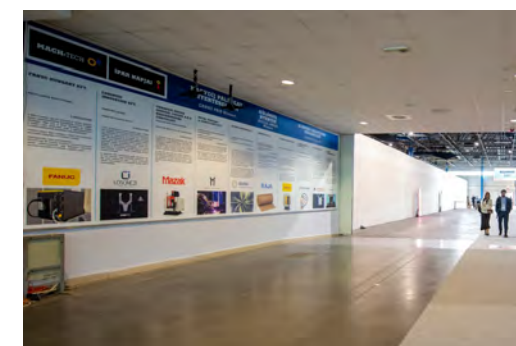
Available volume: 3 pcs

Size: 1,85 x 0,8 m

Price: 700 EUR/pc

Discount price for 3 pcs: 1 620 EUR/3 pcs

4



GIANT BOARD

Features: vinyl, laminate

Place: the wall between Hall G and F

Available: 1 pc (28)

Size: 8,15 x 2,45 m

Price: 1 355 EUR/pc

5



T-FLEX LIGHTING WALL

Features: decolight textil

Place: in Hall G, F

Available volume: 1 pc

Size: 2 x 2 m

Price: 1 335 EUR/pc

6



FLOOR STICKER

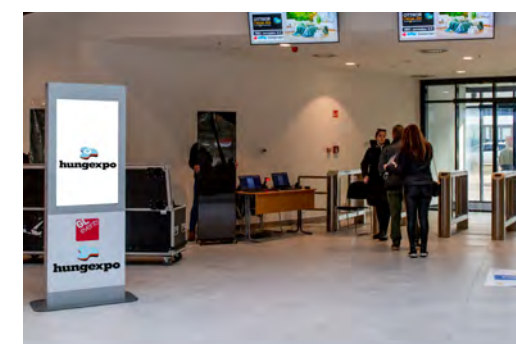
Features: floor vinyl

Place: in Hall G, F (on concrete)

Size: 1 x 1 m

Price: 330 EUR/pc

7



KIOSK ADVERTISEMENT

Banner display above the menu (jpg, png, gif) or screensaver (jpg, png, gif) – appears in case of inactivity

Features: still picture or video (jpg, png, gif)

Place: touch screen kiosk set up in Hall G

Available volume: 1 pc

Size: 728 x 90 px (banner), 1000 x 1230 px (screensaver)

Price: 375 EUR/type/exhibition

8



SMART DEVICE CHARGER AD

Place: in the area of the exhibition

Available volume: 3 pcs

Size: 120 x 60 cm (visible size: 115 x 55 cm)

Price: 250 EUR/pc

PACKAGE OFFERS

MINI package

(Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!)

- 2 pcs Citylight Poster on the passage
- Displaying the company in the top section of the exhibitors' list (as key account exhibitor)

10%
discount

instead of 925 EUR

830 EUR

MIDI package

(Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!)

- 2 pcs Citylight Poster on the passage
- Displaying banner above the exhibitors' list
- Displaying banner on the touch screen kiosks set up in the area of the exhibition
- 2 pcs floor sticker or carpet decoration in the pavilion or Entry Halls
- Displaying 1 pc still image on LED TVs in the foyer of the pavilion (1 pavilion)

10%
discount

instead of 2520 EUR

2270 EUR

MAXI package

(Production and placement is included in our prices, for the production ready-made creative required. Our prices do not include VAT!)

- Displaying 1 pc still image on LED TVs in the foyer of the pavilion (1 pavilion)
- 1 pc PASSAGE board
- Displaying banner above the exhibitors' list
- Displaying banner and screensaver on the touch screen kiosks set up in the area of the exhibition
- 2 pcs floor sticker or carpet decoration in the pavilion or Entry Halls
- e-DM to 1000 e-mail addresses related to the exhibition

15%
discount

instead of 4985 EUR

4240 EUR

EXHIBITION MAP, FLOOR PLAN – LOGO APPEARANCE AND ARROW HIGHLIGHTING THE STAND OF THE EXHIBITOR (MAX. 1 LOGO)

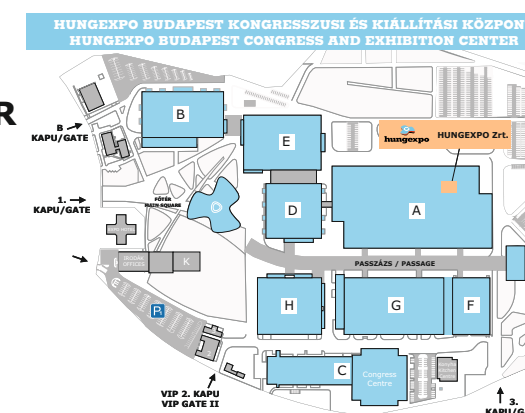
Features: several different surfaces

Place: wherever the map is on display: programs
brochure, pavilion, exhibition area, online surfaces,
kiosk, mobile application

Available volume: 5 pcs

Size: variable

Price: 960 EUR/pc



LEAFLET

Feature: distribution of leaflets throughout the exhibition, without a distributor,
the licence also includes a day pass valid throughout the exhibition

Place: upon request

Price: 335 EUR/person/exhibition

e-DM

Sending ready-made html letters to the list of e-mail addresses related to the exhibition

Price: Sending - below 1,000 addresses: **250 EUR + 1,3 EUR/address**

Sending - between 1,001 and 5,000 addresses: **250 EUR + 1,1 EUR/address**

Sending - between 5,001 and 10,000 addresses: **250 EUR + 0,9 EUR/address**

Sending - between 10,001 and 15,000 addresses: **250 EUR + 0,8 EUR/address**

Sending - between 15,001 and 20,000 addresses: **250 EUR + 0,7 EUR/address**

For sending above 20,001 addresses, please contact your organizer about the details!

ONLINE EXHIBITORS' CATALOGUE

Displaying advertisement in the online catalog of the exhibition, which appears on the web page of the exhibition, on the touch screen kiosks in the Entry Halls and in the exhibition area and also in the mobile application.

Highlighting the company in the list of exhibitors with coloured background

Price: **255 EUR / exhibition**

Displaying the company in the top section of the exhibitors' list (as key account exhibitor)

Price: **305 EUR/exhibition**

Displaying banner in the banner zone on the right side of the online catalogue
(only on web and kiosk)

Size: 180 x 150 px

Format: jpg, png, gif

Price: **310 EUR/exhibition**

Displaying banner above the exhibitors' list

Size: 728 x 90 px

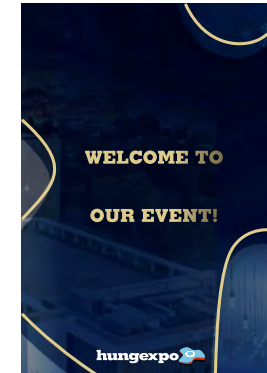
Format: jpg, png, gif

Features: displays individually on each page load

Price: **420 EUR/exhibition**

HUNGEXPO APPLICATION

Displaying advertisement in HUNGEXPO application



Welcome screen

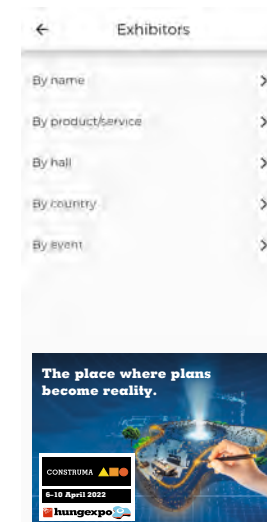
Size: 860 x 1211 px

Format: jpg, png, svg

Features: displays every time you enter the application
from 1 week before the exhibition until 1 day after the exhibition

Available volume: 1 pc

Price: **1 160 EUR/exhibition**



Displaying banner on the exhibitors page, under the menu

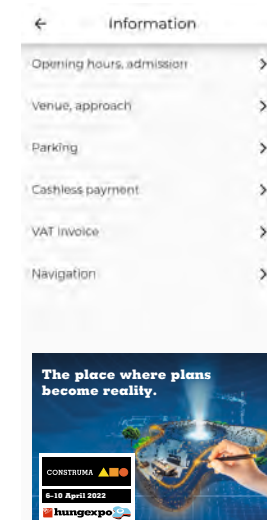
Size: 972 x 700 px

Format: jpg, png, svg

Features: displays alternately with other banners

Available volume: 3 pcs

Price: **400 EUR/exhibition**



Displaying banner on the information page, under the menu

Size: 972 x 700 px

Format: jpg, png, svg

Features: displays alternately with other banners

Available volume: 3 pcs

Price: **335 EUR/exhibition**

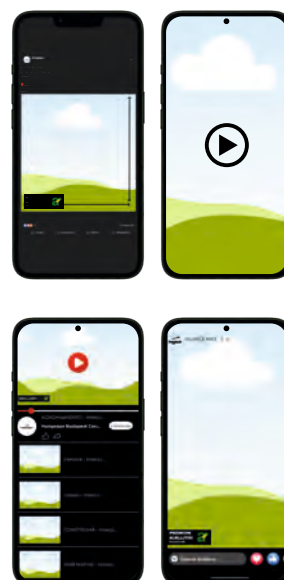
DIGITAL MARKETING PACKAGES

Discover the HUNGEXPO digital marketing packages!

Explore our new digital marketing services to promote your business more effectively!

In 2023, we launched an initiative where the Digital Marketing Team will support our exhibitions with in-house content. Their task is to contribute to the communication of HUNGEXPO's partners and exhibitors through owned social media tools.

In order to help our exhibitors to reach their customers and visitors effectively, we offer two unique solutions that provide professional support for the communication of their participation in the exhibition. Don't miss this opportunity, choose the package that best suits your needs and take your marketing activities to the next level!



SILVER package

With **SILVER PACKAGE** you can now target your audience on two different social media platforms: Facebook and TikTok. The activity and response rate for TikTok is much higher than the average activity rate on other social networking sites. Furthermore, you don't need a follower base to get your video to reach as many users as possible, as the algorithm redistributes content based on viewer satisfaction and reactions.

A maximum of 1 piece per exhibitor can be purchased for an exhibition.

Package contents:

-  1 Facebook post with paid advertising on the Facebook page of the exhibition
-  1 exhibitor TikTok video
-  1 exhibitor parking pass

Price: 445 EUR

GOLD package

The **GOLD PACKAGE** includes exclusive digital marketing services that belong to the premium category. As part of this group of services, we not only provide paid Facebook advertising, but also a Facebook story consisting of two story cards. This means that you have the option to attach 2 images / videos, as a story can be split into several scrollable pages. In addition to the above services, we also offer customized interviewing. We will forward the material to you, which you can share on your own social media platforms and website.

A maximum of 1 piece per exhibitor can be purchased for an exhibition.

Package contents:

-  1 Facebook post with paid advertising on the Facebook page of the exhibition
-  1 Facebook story (2 story cards) on the Facebook page of the exhibition
-  1 mini-interview shooting and publishing on the Facebook page of the exhibition and on the exhibition's website, and on our YouTube channel
-  1 exhibitor parking pass

Price: 1 115 EUR



HUNGEXPO Zrt.

Address: H-1441 Budapest, Pf. 44.

Phone: +36 1 263 6000

E-mail: fehova@hungexpo.hu

FEHOVA EXHIBITION DIRECTOR

MS. ENIKŐ LOVASI

+36 30 732 9494

lovasi.eniko@hungexpo.hu

FEHOVA SALES TEAM

MS. BEATRIX CZECZON

sales manager

+36 30 445 8907

czeczon.beatrix@hungexpo.hu

MR. BRÚNÓ SÓS

sales manager

+36 30 164 0207

sos.bruno@hungexpo.hu

FEHOVA ORGANIZER TEAM

MS. ZITA CSEREPKEI

+36 30 124 6493

cserepkei.zita@hungexpo.hu

MRS. MÁRIA KATONA

+36 30 446 7387

katona.marcsi@hungexpo.hu

MR. ÁKOS POSZTÓS

+36 30 446 5140

posztos.akos@hungexpo.hu

MRS. JÁZMIN SZABÓ

+36 30 447 7395

szabo.jazmin@hungexpo.hu