

Overview of Advertising Opportunities

REHAB

Rehabilitation | Therapy | Care | Inclusion

THE 24TH EUROPEAN TRADE FAIR

13 – 15 May 2027

KARLSRUHE TRADE FAIR CENTRE

Again in 2027 parallel to the REHAB trade fair:

CON.THERA
Interdisciplinary Conference for Therapists



Organiser:

messe
— karlsruhe

Maximum visibility – before, during, and after the trade fair

Extend your presence beyond the duration of the trade fair: With our digital participation and advertising opportunities, you can **increase your reach, generate qualified leads, and position your company specifically with your target audience** - as a complement to your physical booth presence.

On the following pages, get an overview of our diverse offerings and use the REHAB channels **as powerful platforms for your brand presence and lead generation.**

Newsletter

**Social Media
Presence**

**Advertising on
rehab-karlsruhe.com**

**Additional Services
in the Exhibitor List**



REHAB Newsletter

Your advertising opportunities in the REHAB newsletter.



Price	
Newsletter October & December 2026	
Price per image advert:	€ 389
Price per image-and-text advert:	€ 439
Newsletter January to March 2027	
Price per image advert:	€ 499
Price per image-and-text advert:	€ 549
Newsletter April to June 2027	
Price per image advert:	€ 579
Price per image-and-text advert:	€ 599

Once the booked period has ended, you will receive, upon request, **a clear report on the performance** of your booked advert. The report includes the **open and click-through rates**.

Image advert

Format: 600 px wide x 300 px high,
including a URL for linking

(can be booked once per newsletter)



Image-and-text advert

Format: 300 px wide x 300 px high

Headline: max. 50 characters

Caption: max. 250 characters +

CTA: max. 30 characters

including URL for linking

(can be booked once per newsletter)



REHAB Newsletter

- approx. **21,000** recipients (as at August 2026)
- Average open rate Ø **33.8 %**
- Click-through rate Ø **23.2 %**

Delivery schedule REHAB Newsletter

Issue	Publication date*
October 2026	week 44 2026
December 2026	week 50 2026
January 2027	week 03 2027
February 2027	week 07 2027
March 2027	week 11 2027
April 2027	week 15 2027
May 2027	week 18 2027
June 2027	week 20 2027



*Are you looking
for exclusivity?*

REHAB Spotlight Mail

Exclusive positioning

No other advertising partners,
just your content.

Design & Implementation

Graphic design and
optimisation of your content for
maximum impact and to encourage
clicks (call-to-action) by our
graphic design department.

Tracking & Reporting

On request, we provide open and
click-through rates.

Timing

Dispatch will take place following
consultation.

Price: € **2.490**

*The editorial team reserves the right to make changes to the schedule.
Data must be supplied ten working days before the dispatch date.

Newsletter advert with an exclusive landing page



Maximum visibility. Relevant contacts. Measurable success.

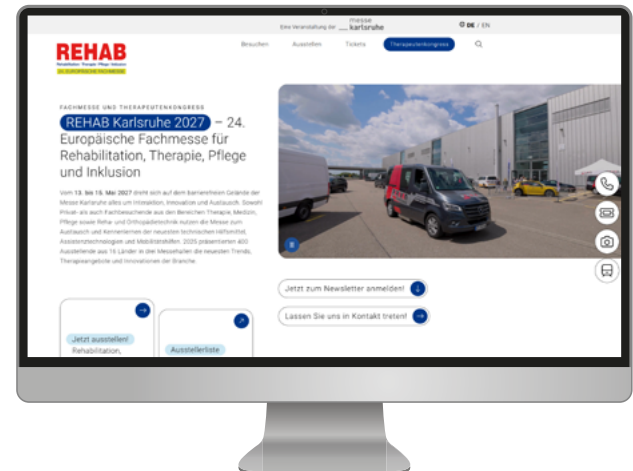
With the **'Newsletter Advertisement with Exclusive Landing Page' package**, you'll receive a bespoke online presence combined with effective traffic-generation strategies for maximum visibility.

This is included:

- **Image and text advert** in the REHAB newsletter with a link to the landing page
- **Exclusive landing page**
- **Integrated contact form** on the landing page to generate qualified leads

Can be combined with a REHAB Spotlight Mail.

Price: € **3.729**



Social media presence

Position your company directly on REHAB's official channels and reach your target audience in a way that captures their attention and comes across as authentic.

Scope of services:

- Publication on:
 - Instagram:** @rehab_karlsruhe (approx. 2,400 followers, as of August 2026)
 - Facebook:** REHAB Karlsruhe (approx. 3,400 followers, as of August 2026)
- Placement of your content in the official REHAB feed
- Use of still or moving image formats possible

Please provide:

- Headline (approx. 50 characters)
- Caption (max. 500 characters)
- Call to action including destination link
- Relevant hashtags
- Image(s) in 4:5 format (Instagram) or in 1,080 × 1,080 px format (Facebook)



Instagram:
rehab_karlsruhe



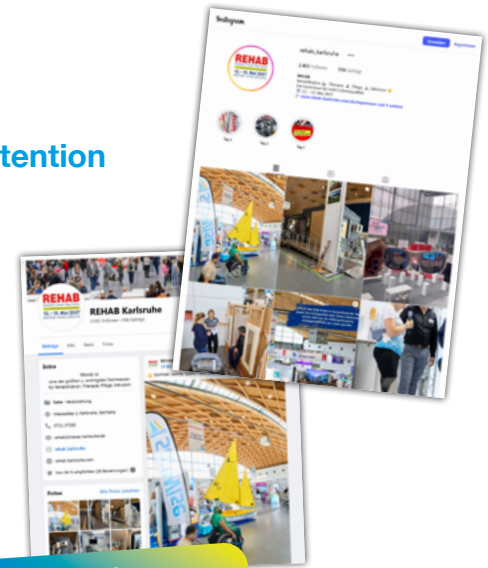
Facebook:
REHAB Karlsruhe

Limited allocation

A maximum of 1 post
can be booked per week.

Price

Until December 2026	€ 390
January to March 2027	€ 410
April to June 2027	€ 440
July to December 2027	€ 410



Banner adverts on rehab-karlsruhe.com

Online banner, including a link.

Banner spaces on the website are **limited** and are allocated subject to availability.

	Price from October to December 2026 for 4 weeks	Price from January to March 2027 for 4 weeks	Price from April to June 2027 for 4 weeks
Disruptor 728 × 90 px (Desktop) / 300 × 150 px (Mobil)	€ 400	€ 450	€ 500
Medium Rectangle 300 × 250 px (Desktop/Mobil)	€ 400	€ 450	€ 500
Billboard 970 × 250 px (Desk- top) / 300 × 150 px (Mobil)	€ 520	€ 570	€ 620
Pop-Up Format individuell (nur auf Desktop sichtbar)	€ 650	€ 720	€ 800

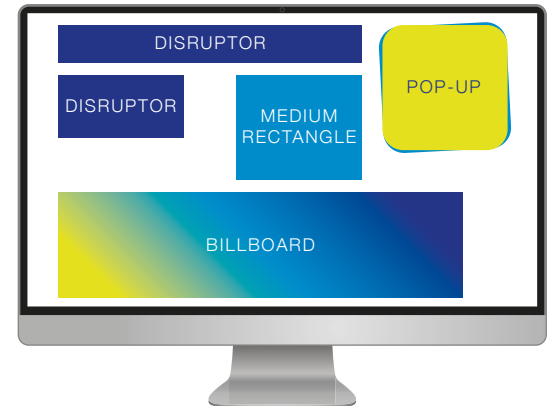
Discounts & Term Condition

3 bookings (same format):

10 % off the total price

6 bookings:

20 % off the total price



Once the booked period has ended, you will receive, upon request, a **clear and concise report** on the performance of your digital advertising campaign. The report includes the number of **impressions** and **clicks** achieved, as well as the resulting **click-through rate**.

Digital Innovation Center

Placing your product in the New Arrivals Center in the entrance area.

Would you like to put your new product in the spotlight? Take advantage of our **Innovation Center in the entrance area of the trade fair**. There, you can showcase your innovation in an **exclusive area** with **high visitor traffic**. Please note: Every registered product will be reviewed by the trade fair management. Your reservation becomes binding only upon receipt of the official order confirmation. If a product is not approved, we will notify you promptly. There is no guarantee of approval.

Price: € **450**

UPGRADE: Digital Innovation Center

As an exhibitor at the Innovation Center, you have the opportunity to further increase your visibility through an online presence. For € 150 per product, your new product will be featured on rehab-messe.com with an image, a description, and a direct link to your website.

Price: € **150**



Additional Services Available for Purchase in the Online Exhibitor List

Marketing Packages

	S Mandatory marketing flat rate Basic	M Upgrade Standard	L Upgrade Premium	XL Upgrade Premium Plus
Free Promotional Materials	✓	✓	✓	✓
Free Vouchers	✓	✓	✓	✓
Listing in the official online and print exhibitors list	✓	✓	✓	✓
Number of product categories in the online product group list	3	9	9	9
Logo in the exhibitors list online & print	–	✓	✓	✓
Logo on the hall plan online and in print (from 4 weeks beforehand)	–	–	✓	✓
Product video to showcase your products on your exhibitor profile in the online exhibitors list	–	–	3	5
Number of Top of the List entries in the exhibitors list	–	–	–	1
Premium Label – colour-coded highlighting in the online exhibitors list	–	–	–	1
Customer-Branding-Package – Exclusive messaging aimed solely at your invited customers (banners in the online ticket shop, advertising on tickets, advertising on entry terminals, notifications when customers enter the venue)	–	–	–	✓
	included	€ 330	€ 590	€ 1.520

Additional Services Available for Purchase in the Online Exhibitor List

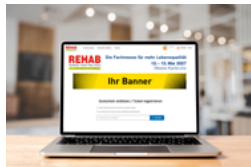
Individual services

Premium Label – colour-coded highlighting in the online exhibitors list	€ 190
Product video to showcase your products on your exhibitor profile	€ 30
Company logo on the hall plan online and print (from 4 weeks beforehand)	€ 160
Corporate video in your exhibitor profile	€ 60
Top-of-the-list entry in a product category	€ 160
Additional product category in the online product group list	€ 35

Customer Branding Package

An exclusive message for your invited customers only.

Services included:



Banner in the online ticket shop

(when entering the voucher code) with your personalised banner, you can welcome all the (potential) customers you have invited as soon as they redeem their voucher code in the ticket shop. In this way, you create a clear association with your company right from the start of their visit to the trade fair and lay the foundations for a consistent brand presence.



Advertising on tickets: print@home, e-ticket, wallet

Let your customers know that they have been invited to the trade fair by you. Place your personalised message on the ticket – whether it's your logo including your stand number or a product highlight that visitors can discover at your stand.



Advertising on the entry terminal as customers enter the exhibition grounds

Having already been exposed to your brand whilst redeeming the voucher code and on the ticket itself, visitors are then greeted with a personalised message at the entry terminal. Choose the form of greeting: either a graphic is displayed as a welcome screen after the ticket has been scanned, or your message appears on the 'GO screen' after the badge has been printed.



Notification when customers enter the exhibition grounds

You have designed the perfect brand experience for your customers – from initially sparking their interest through to their intention to visit and finally their entry onto the exhibition grounds. As soon as your customer enters, you will receive an automatically generated email notifying you of their presence. Use this information to ensure, in a targeted and discreet manner, that the customer finds their way to your stand.

Further on-site advertising opportunities

Make the most of REHAB not only online, but also in person at the exhibition centre for maximum visibility and presence.

- **Sponsorship packages for the inclusive sports complex**
Position your brand within an active events environment.
- **Advertising opportunities at the CON.THERA Therapist Congress**
Reach a specialist audience and decision-makers directly.
- **Visibility at the exhibition centre**
e.g. with beach flags or roll-up banners in high-traffic areas.

We would be happy to advise you on a case-by-case basis regarding suitable advertising placements and sponsorship options. Please get in touch.



Are you interested in our wide range of advertising? Please get in touch!

Individual advice and listening to your concerns are our top priority. Get in touch, and we will be happy to provide a non-binding quote*.



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rehab-karlsruhe.com

*All prices are exclusive of the VAT applicable in the year of the event.