



EUROPEAN

COATINGS SHOW 2027

➕ ADHESIVES – SEALANTS – CONSTRUCTION CHEMICALS



THE INDUSTRY'S LEADING TRADE SHOW
NUREMBERG | GERMANY

EC SHOW: 27 – 29 April 2027

EC SHOW CONFERENCE: 26 – 28 April 2027

www.european-coatings-show.com

ADVERTISING OPPORTUNITIES



- » Print Advertising
 - » Newsletter Advertising
 - » Online Advertising
 - » Sponsored LinkedIn Posts
 - » Conference Sponsorships
 - » App Sponsorships & Push Notifications
 - » Direct E-Blasts
-
- » Discounts
 - » Advertising Contacts



ADVERTISING OPPORTUNITIES



PRINT ADVERTISING



EC SHOW PREVIEW

Pre-show newspaper and kick-off for visitors to get prepared for the show. Benefit from the highest possible market reach through an unmatched distribution!

Publication date: 15 February 2027

Print run: 30,000 copies **plus** digital distribution

Distribution:

- ➔ magazine inserts in EC JOURNAL and FARBE UND LACK
- ➔ mailings to all former and potential visitors of the EC SHOW
- ➔ digital version promoted through the EC NEWSLETTER, EC SHOW NEWSFLASH, and LinkedIn posts

Closing date: **11 December 2026**

Digital data due: 15 January 2027



EC SHOW DAILY

The only official on-site newspapers distributed to all incoming visitors and conference delegates offering last minute info and tips for the day. Final chance to steer more visitors to your booth!

Publication dates: 27 – 29 April 2027 (3 issues)

Print run:

No. 1: 7,000 copies	} plus digital distribution
No. 2: 7,000 copies	
No. 3: 5,000 copies	

Distribution:

- ➔ exclusive show floor distribution
- ➔ extensive hotel distribution
- ➔ digital version promoted through the EC NEWSLETTER, EC SHOW NEWSFLASH, and LinkedIn posts

Closing date: **9 March 2027**

Digital data due: 6 April 2027

See last page
for discounts
and contacts!



ADVERTISING OPPORTUNITIES



PRINT ADVERTISING

SIZES & RATES

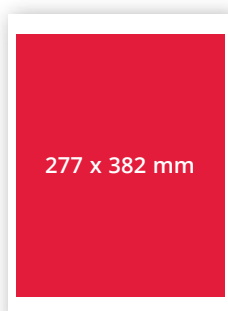
Size	Position	EC SHOW PREVIEW €	EC SHOW DAILY	
			No. 1 or 2 €/issue	No. 3 €
Tabloid page	1st right-hand page*	10,020	8,460	7,630
	back cover*	9,560	8,130	7,310
	ROP	8,875	7,540	6,650
Rectangle	front page, top position*	3,280	2,790	2,510
	front page, mid position*	3,150	2,670	2,410
Tail piece	front page*	5,070	4,330	3,830
Corner ad	upper corner, ROP	2,790	2,430	2,190
Island page	ROP	7,050	5,960	5,370
1/2 page	ROP	5,690	4,950	4,370
1/3 page (horizontal)	ROP	3,840	3,340	2,960
1/4 page (square)	ROP	2,920	2,550	2,250
Post-it ad (production included)	front page, readhesive*	11,550	4,550	4,030

Rates are per issue, full colour (CMYK), and subject to VAT where applicable.

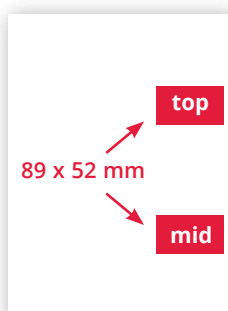
Non-ECS 2027 exhibitors add 50% on total rate. Loose inserts are not available.

Special positions (*) cannot be cancelled. Cancellation date for print advertising orders: 6 weeks before publication date.

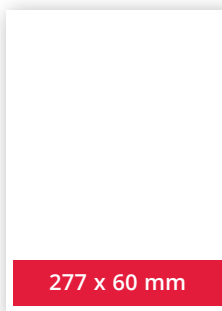
SPECIFICATIONS (W X H)



Tabloid page



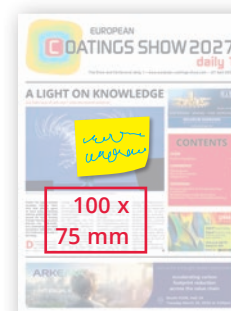
Rectangle



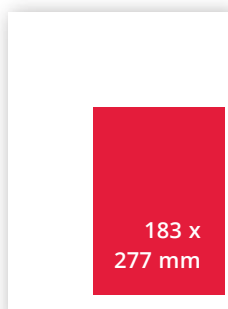
Tail piece



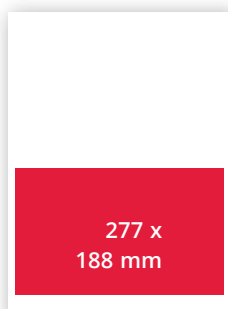
Corner ad



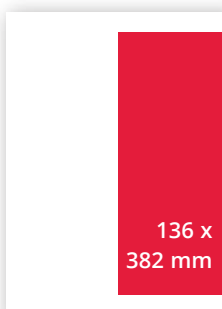
Post-it ad



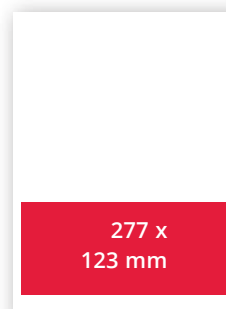
Island page



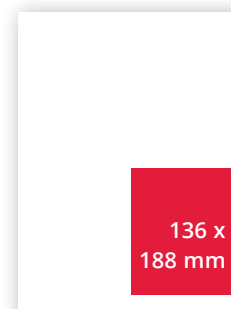
1/2 page (horizontal)



1/2 page (vertical)



1/3 page



1/4 page

Bleed: Only available for tabloid, 1/2, and 1/3 pages, tail pieces, and corner ads. Oversize per bleed edge 3 mm, critical matter must be kept at least 5 mm from all trim edges.

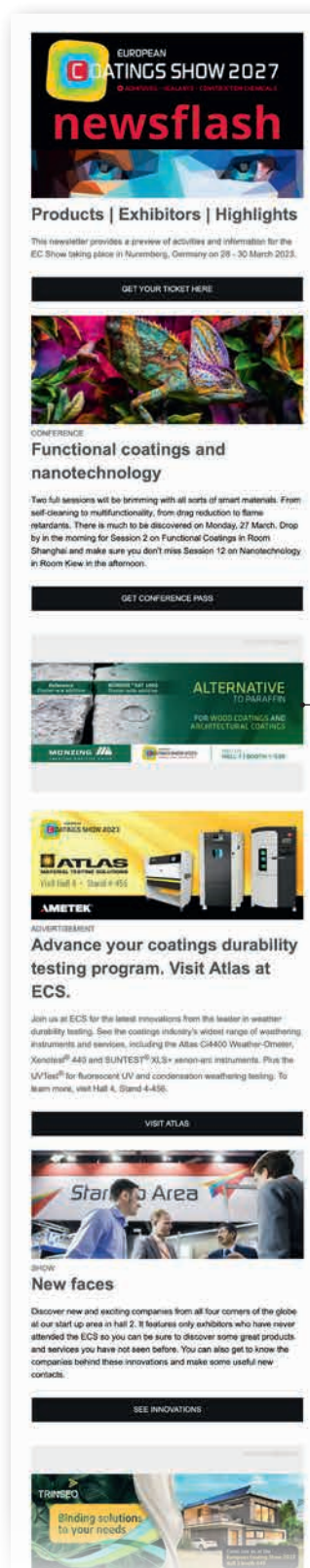
See last page
for discounts
and contacts!



ADVERTISING OPPORTUNITIES



NEWSLETTER ADVERTISING



EC SHOW NEWSFLASH

Official e-newsletter from the world-leading coatings event and digital countdown to the Nuremberg show. 'Appetizer' show news and exhibitor highlights – all in a nutshell!

Publication dates: No. 1: 15 March 2027
No. 2: 22 March 2027
No. 3: 29 March 2027
No. 4: 5 April 2027
No. 5: 12 April 2027
No. 6: 19 April 2027

Mailing list: approx. 40,000 recipients

Distribution: → former show visitors and exhibitors
→ former conference delegates
→ all pre-registered 2027 show visitors and conference delegates

Metrics: opening rate, adviews, addclicks, CTR (monthly report)

Closing date: **5 business days before publication date**

Digital data due: 3 business days before publication date

SIZES, RATES & SPECIFICATIONS

Size	Specifications	EC SHOW NEWSFLASH		
		No. 1 or 2 €/issue	No. 3 or 4 €/issue	No. 5 or 6 €/issue
• Banner ad	• 600 x 220 px incl. link, max. 100 KB, JPEG, GIF (not animated)	2,760	3,120	3,600
• Text ad	• Headline: max. 70 characters (incl. spaces) • Copy: max. 400 characters (incl. spaces) • Picture/logo: 600 x 240 px, max. 100 KB, JPEG, GIF (not animated) • Link: max. 1 URL (not to be included in copy, for use as separate CTA button)	3,120	3,480	3,960

Rates are per issue and subject to VAT where applicable. Non-ECS 2027 exhibitors add 50% on total rate. Cancellation date for newsletter advertising orders: 6 weeks before publication date. Order of ad placement: first-come, first-served. Limited availability.

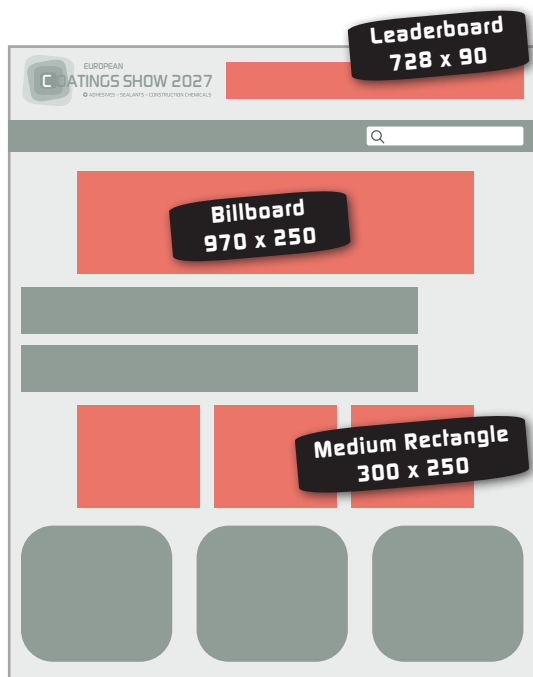
See last page
for discounts
and contacts!



ADVERTISING OPPORTUNITIES



ONLINE ADVERTISING



EC SHOW WEBSITE

The one-stop destination for all visitors planning to attend the show. Your run-of-site banner ad ensures highest visibility!

Run time: 1 February – 31 May 2027 (4 months)

Position: Run-of-site (excl. digital exhibitor directory)

Metrics: adviews, adclicks, CTR (monthly report)

Closing date: **15 December 2026**

Digital data due: 15 January 2027

SIZES, RATES & SPECIFICATIONS

Size	Specifications	EC SHOW WEBSITE €/total run time
Billboard	970 x 250 px (mobile 320 x 100 px); JPEG, GIF, PNG	5,900
Leader-board	728 x 90 px (mobile 320 x 100 px); JPEG, GIF, PNG	4,900
Medium Rectangle	300 x 250 px (mobile 320 x 100 px); JPEG, GIF, PNG - max. no. available: 3	3,900

Rates subject to VAT where applicable. Non-ECS 2027 exhibitors add 50% on total rate. Cancellation date for online advertising orders: 15 December 2026.

Only 5 exclusive positions available!

SPONSORED POSTS

RATE & SPECIFICATIONS

Specifications	€/per post
- Headline: max. 70 characters (incl. spaces) - Copy: max. 400 characters (incl. spaces) - Link: max. 1 URL - Picture: 1,200 x 1,200 or 1,200 x 1,500 px, max. 5 MB, PNG or JPG	2,900

Rates subject to VAT where applicable. Non-ECS 2027 exhibitors add 50% on total rate.

See last page for discounts and contacts!

LINKEDIN POST

Use the official European Coatings Show LinkedIn company page to showcase your participation and highlight what visitors can discover at your stand. Promote a new product, innovative technology, special offer or live demonstration and attract the right audience before the show.



Availability: 1 March – 30 April 2027

Metrics: impressions, reach, engagements, engagement rate, link clicks (report two weeks after publication)

Closing date: **10 business days before publication date**

Digital data due: 7 business days before publication date



ADVERTISING OPPORTUNITIES



CONFERENCE SPONSORSHIPS



Additional conference sponsorship opportunities on request!

EC SHOW CONFERENCE

Europe's largest and most important general coatings conference assembling the global coatings expertise under one roof! Benefit from exclusive marketing exposure and present your company as a competitive and high-performance supplier to a first-class audience!

Closing date: 26 February 2027

Materials due:

- digital data: 12 March 2027
- sponsorship items: 26 March 2027
(customs cleared delivery to Vincentz Network premises)

DISTRIBUTION OF BRANDED MATERIALS *(conference distribution only)*

Provide any of the following branded items for exclusive distribution to all conference delegates:

	LANYARDS		BALLPOINT PENS		NOTEPADS (A4)		TOTE BAGS		HAND SANITIZERS
€ 4,500		€ 3,300		€ 3,300		€ 3,300		€ 3,300	
	GIVEAWAYS/ BROCHURES		GRANOLA BARS		WATER BOTTLES (100% recyclable)				
€ 3,300		€ 2,800		€ 2,800					

Production excluded, items to be supplied by sponsor (custom-cleared), required quantity: 650.

SPONSORSHIP SPECIALS *(sponsorships limited to conference only!)*

	SCHEDULE AT-A-GLANCE		WIFI		LUNCH BREAKS		CANDY & BRAINFOOD BAR		NETWORKING RECEPTION PARTNER
A full-sized conference schedule, folding down to a convenient pocket format (8.5 x 5.6 cm), will be provided to all delegates. Your advertisement or logo will be featured prominently on the back cover.	€ 5,500	Provide premium WiFi for all conference delegates. The WiFi network name and/or password will feature your company or product name, with a two-hour session time-out encouraging repeated brand exposure.	€ 4,100	Lunch will be provided to delegates on each day of the conference. Your sponsorship will be acknowledged on-site through roll-up posters, menu cards and branded napkins.	€ 4,100	Delegates can enjoy a selection of sweets and brainfood throughout the conference, free of charge thanks to your sponsorship. Your brand will be featured on-site through roll-up posters and branded paper bags or cups.	€ 3,900	On the evening of the first conference day, delegates will come together for drinks and snacks during the Networking Reception, held alongside the Student Poster Session and Award. Your sponsorship will be acknowledged on-site through roll-up posters and branded napkins.	€ 3,900
	COFFEE BREAKS		STREAMING PARTNER		LANGUAGE PARTNER		CONTENT ACCESS PARTNER	<i>Rates subject to VAT where applicable. Non-ECS 2027 exhibitors add 50% on total rate.</i> <i>Conference sponsorships cannot be cancelled.</i>	
Multiple coffee breaks will be offered throughout the three-day conference. Your sponsorship will be acknowledged on-site through roll-up posters and branded napkins.	€ 3,300	The entire conference will be available via live stream for delegates unable to attend in person. Recordings will also be available on demand to all full conference delegates for two weeks after the event. Your brand will be featured on-site and on the streaming platform.	€ 3,300	Support accessibility by sponsoring the simultaneous translation service provided by Worldly. Your brand will be featured through a branded QR code on on-site roll-up posters, on the delegates' phone screens, in conference marketing communications and on the Worldly landing page.	€ 3,300	All delegates will receive access to a dedicated download portal for conference presentations and proceedings. Your brand will be featured in delegate communications and on the download landing page.	€ 2,900		

See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



APP



EC SHOW APP

The EC SHOW & CONFERENCE on the go! Indispensable tool to navigate through the event. App sponsorships are limited to 5 and offer you maximum exposure on the show floor!

Run time: 1 February – 30 April 2025 (3 months)

Metrics: users, sessions, adviews, adclicks, views company profile (report in May 2027)

Closing date: **27 November 2026**

Digital data due: 15 December 2026

RATE & SPECIFICATIONS

(max. 5 sponsorships available, each package includes all items mentioned below)

Size	Position <i>(all banners are linked with the exhibitor details page in the directory)</i>	Specifications <i>(JPEG & PNG files accepted)</i>	EC SHOW APP €/total run time
Sponsor splash screen	- full page - random display	- iOS: 1242 x 2688 px, 1242 x 2208 px, 2732 x 2048 px - Android: 1440 x 2560 px	9,900  
Tab bar banner	- on all lists and navigation pages (not detail or info pages), sticky ad - above the tab bar (iOS) or at the bottom (Android) - rotating	1440 x 225 px	
Sponsor logo gallery	- on all navigation pages (not start page) - endless horizontal loop scroll	450 x 315 px	
Start page banner	- bottom of start page - rotating		
Sponsor banner	- on all navigation pages, directly under navigation bar (iOS) or action bar (Android) - rotating	1440 x 450 px	
Sandwich banner	- interrupting all lists/search results - rotating	1440 x 296 px	



Rate subject to VAT where applicable. Non-ECS 2027 exhibitors insertion orders cannot be accepted. Cancellation date for app sponsorship orders: 30 October 2026.



PUSH NOTIFICATIONS

Promote your message or activities at your booth to visitors through the official EC SHOW APP, the no. 1 navigation tool on the show floor.

- available on all three days of the show
- limited to 2 messages in the morning and 2 in the afternoon
- copy max. 120 characters (incl. spaces), linked with your entry in the digital exhibitor directory

Metrics: delivery rate, click-through-rate

Closing date: **16 April 2027**

RATES

Date	€
Tuesday, 27 April 2027	
morning (10 - 12 h)	2,490
afternoon (13 - 17 h)	2,190
Wednesday, 28 April 2027	
morning (10 - 12 h)	2,290
afternoon (13 - 17 h)	1,990
Thursday, 29 April 2027	
morning (10 - 12 h)	1,890
afternoon (13 - 17 h)	1,590

Rate per message, subject to VAT where applicable. App sponsors are entitled to a 50% discount on first message.

See last page for discounts and contacts!



ADVERTISING OPPORTUNITIES



DIRECT E-BLAST



VISITOR E-MAILING

Reach out to all registered attendees of the EC SHOW with an exclusive direct e-blast! Visitor pre-registration numbers increase rapidly about four weeks before the event, peaking at 80% right before the show begins.

Availability: limited to 3 e-blasts/week, Tuesdays – Thursdays

Metrics: opening rate, adviews, adclicks, CTR
(report two weeks after date of dispatch)

Closing date: **10 business days
before date of dispatch**

Digital data due: 7 business days before date of dispatch

RATES

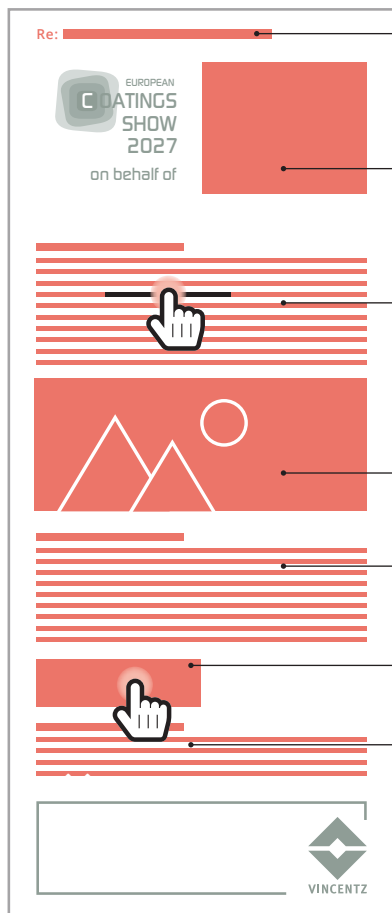
Date of dispatch	EC SHOW DIRECT EBLAST €
30, 31 March, or 1 April 2027	6,600
6, 7, or 8 April 2027	7,150
13, 14, or 15 April 2027	8,140
20, 21, or 22 April 2027	8,690
4, 5, or 6 May 2027 (post-show week)	8,140

Rates subject to VAT where applicable. Max. 2 direct e-blasts/client.

Non-ECS 2027 exhibitors add 50% on total rate. Cancellation date for direct e-blast orders: 6 weeks before date of dispatch.

SPECIFICATIONS

- Subject line** (displayed in the recipient's inbox):
max. 70 characters incl. spaces
- Your company logo:**
max. 300 x 240 px (GIF, JPEG, max. 100 KB)
- Your text** (top position):
headline: max. 34 characters incl. spaces
text: max. 400 characters incl. spaces and link to your website
- Your picture:**
max. 600 x 240 px (GIF, JPEG, max. 100 KB)
- Your text** (mid position):
headline (optional): max. 34 characters incl. spaces
text: max. 400 characters incl. spaces
- Call-to-action element**
incl. link to your website (same URL as in text 'top position')
- Your text** (bottom position):
headline (optional): max. 34 characters incl. spaces
text: max. 200 characters incl. spaces



See last page
for discounts
and contacts!



ADVERTISING OPPORTUNITIES



DISCOUNTS

SERIES DISCOUNTS

PREVIEW / DAILY	NEWSFLASH	CONFERENCE SPONSORSHIPS	DIRECT E-BLAST
2x ads = 3% 3x ads = 5% 4x ads = 10%	2x ads = 3% 3x ads = 5% 4x ads = 10% 6x ads = 20%	2x items = 5% 3x items = 10%	2x eblasts = 5%

VOLUME DISCOUNTS

TOTAL ADVERTISING VOLUME*			
> € 10,000 = 3%	> € 15,000 = 5%	> € 20,000 = 8%	> € 25,000 = 10%

* Only applies to offerings from this media kit. Series and volume discounts are alternative offerings and cannot be combined, the more favorable one will be automatically applied.



ADVERTISING CONTACTS

Vincentz Network

Patricia Lüpertz · T +49 511 9910-249 · patricia.luepertz@vincentz.net
Anette Pennartz · T +49 511 9910-240 · anette.pennartz@vincentz.net

International Sales Representatives

BeNeLux

Jacqueline Poppe · Beech BP · T +31 547 271071 · jacqueline@beechbp.nl

France | Italy | Spain | Switzerland

Melanie Villard · MKV Conseil · T +33 9 75792743 · melanievillard@outlook.com

UK/North America

Dave Weidner · Blue World Partners · T +1 253 677 4242 · info@blueworldpartners.com

