

PARTNERSHIP PACKAGES 2026

ILA BERLIN

PIONEERING AEROSPACE



Reach Decisionmakers
in Aerospace

www.ila-berlin.com



ILA Berlin: A Gateway to Aerospace Excellence



ILA Berlin is Europe's premier boutique aerospace show, uniquely showcasing the entire value chain of the aerospace industry. With dedicated segments in Aviation, Space, Defence, and Supplier sectors, ILA Berlin provides a comprehensive platform for industry leaders to highlight innovations, forge strategic partnerships and make business.

The 2024 edition of ILA Berlin was a record-breaking success, marking the most successful event in its over 100-year history. This extraordinary milestone underscores its position as a must-attend show for global aerospace pioneers. Featuring a cutting-edge stage program that emphasizes innovation, new technology, and sustainability, ILA Berlin combines expert talks, panel discussions, and live demonstrations, making it the definitive stage for aerospace advancements.

With unparalleled visibility among decision-makers, government officials, and industry professionals, ILA Berlin is the ultimate venue for networking and business development. By participating, partners align with the latest trends, gain exposure to a global audience, and help shape the future of aerospace.

Join us at ILA Berlin and be part of a show that continues to set new benchmarks for excellence in the aerospace industry. On the following pages you'll find a wide range of options to position your company and solution front. Let's explore together how to boost your presence most effectively.

»»» Pictures are worth a thousand words

Watch our 25 Second ILA-Trailer





SHOW FIGURES

SHOW FIGURES



600 EXHIBITORS FROM
31 COUNTRIES



95,000 VISITORS



100 AIRCRAFT EXHIBITS



200 DELEGATIONS FROM
60 COUNTRIES



1,500 TALENT HUB
PARTICIPANTS
200+ JOB OPPORTUNITIES



275 SESSIONS
350 SPEAKERS ON
5 STAGES

SHOW FIGURES

► MEDIA COVERAGE

- 875 JOURNALISTS FROM 23 COUNTRIES
- 5 MILLION SOCIAL MEDIA REACH
- 20 MILLION DIGITAL CAMPAIGN REACH
- OVER 4,000 PRESS REPORTS ABOUT THE ILA
- CUMULATIVE PRESS REACH EXCEEDING 100 MIL.



SHOW FIGURES

ILA 2022

72,000 Participants

 **32% GROWTH**

550 Exhibitors from 29 Countries

 **10% GROWTH**

360 Speakers on 5 Stages

60 Aircraft Exhibits

 **66% GROWTH**

804 Journalists

 **6% GROWTH**

159 Delegations from 77 Countries

 **26% GROWTH**

ILA 2024

95,000 Participants

600 Exhibitors from 31 Countries

350 Speakers on 4 Stages

About 100 Aircraft Exhibits

850 Journalists

200 delegations from around 60 countries

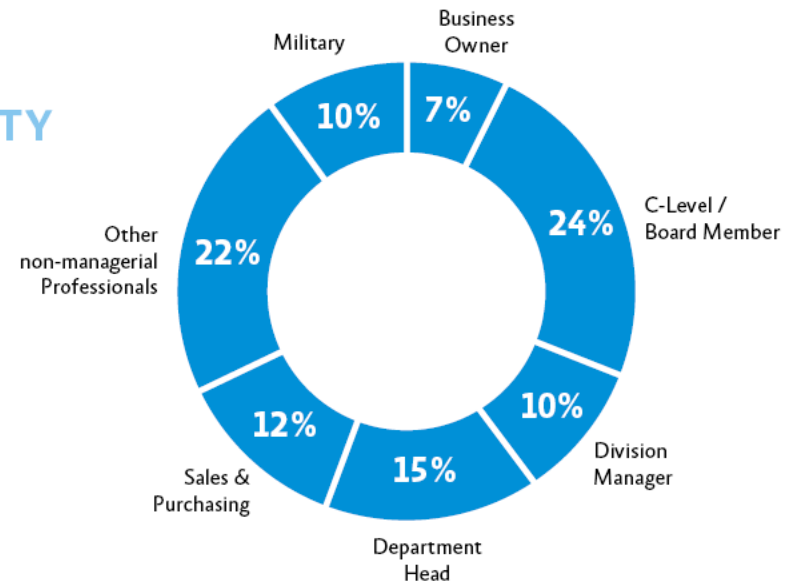


Get to know our trade visitors

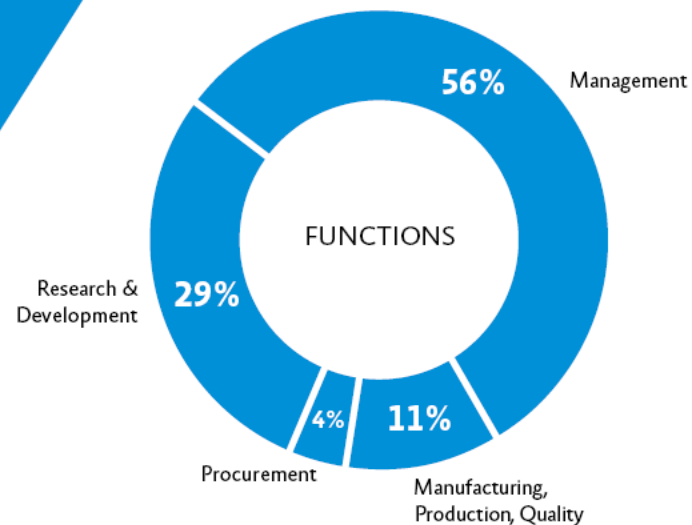


Two in three
trade visitors
have buying power

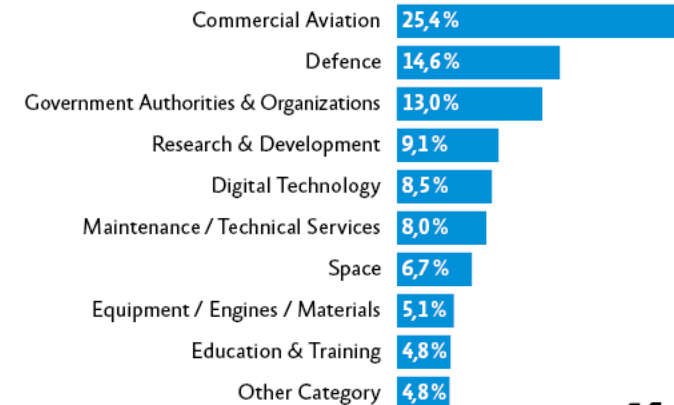
SENIORITY



TRADE VISITOR BACKGROUND



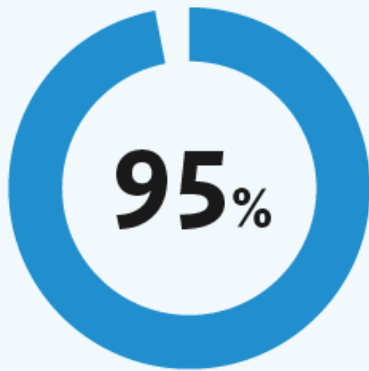
INDUSTRY SECTORS



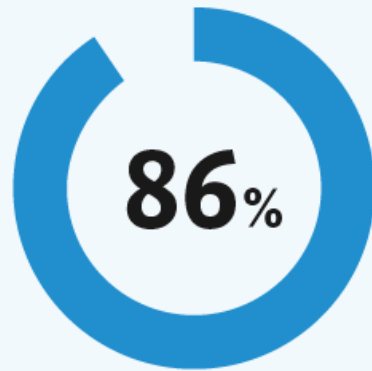
KEY INSIGHTS

Results from the Feedback Questionnaires 2024

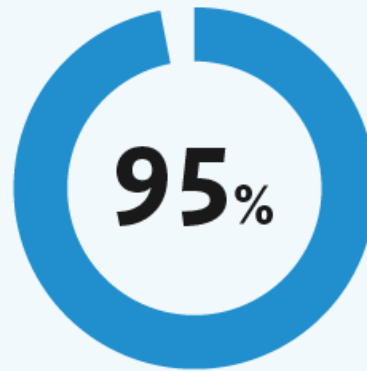
WHAT THE **TRADE VISITORS** SAID ABOUT **ILA BERLIN 2024**:



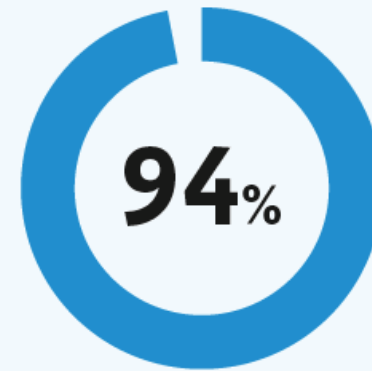
of trade visitors are overall **SATISFIED** with their **VISIT**



of trade visitors were satisfied with the **BUSINESS RESULTS** of their ILA Berlin visit



would **RECOMMEND** ILA Berlin to other trade visitors



of trade visitors are planning to **VISIT AGAIN** at future ILA events

Key Exhibitors 2024

AIRBUS
AIRBUS
DEFENCE & SPACE

Ansys

arianeGROUP

aerodata

BOMBARDIER

BOEING

BLACK|SKY

BER BERLIN
BRANDENBURG
AIRPORT

esa

Elbit Systems™

ELETRONICA GROUP
Defence | Cyber | Security

CAE
CGI

COGNE
Cognite Accell Special

CGWIC

DASSAULT
SYSTEMES

DLR Deutsches Zentrum
für Luft- und Raumfahrt

DEUTSCHE AIRCRAFT

DHL

DIEHL

Defence

DIEHL

Aviation

Eurofighter

EFW
An Airbus and ST Aerospace Company

The
Exploration
Company

Elbit Systems™

ELTGROUP

EMBRAER

Emirates

Fraunhofer

hannover
airport

Honeywell

Helsing

GE Aviation

GENERAL ATOMICS
AEROTEC

Glencair

H2FLY

HENSOLDT

HONDA
The Power of Dreams

isar aerospace

IAI

JAXA
Japan Aerospace
Exploration Agency

Kawasaki

KONGSBERG

KNDS

Latitude

LEONARDO

LIEBHERR

LILIUM

LOCKHEED MARTIN

Lufthansa Technik

Łukasiewicz
Institute of Aviation

MBDA

MTU
Aero Engines

NORTHROP GRUMMAN **LITEF**

OHB

PLSA
Polish Space
Agency

quantum
systems

RAFAEL

RHEINMETALL

ROHDE & SCHWARZ

Rolls-Royce

RUAG

RTX

STARBURST

SAAB

SAFRAN
AEROSPACE · DEFENCE · SECURITY

SIEMENS

THALES

TESAT

TEXTRON

UYGUR

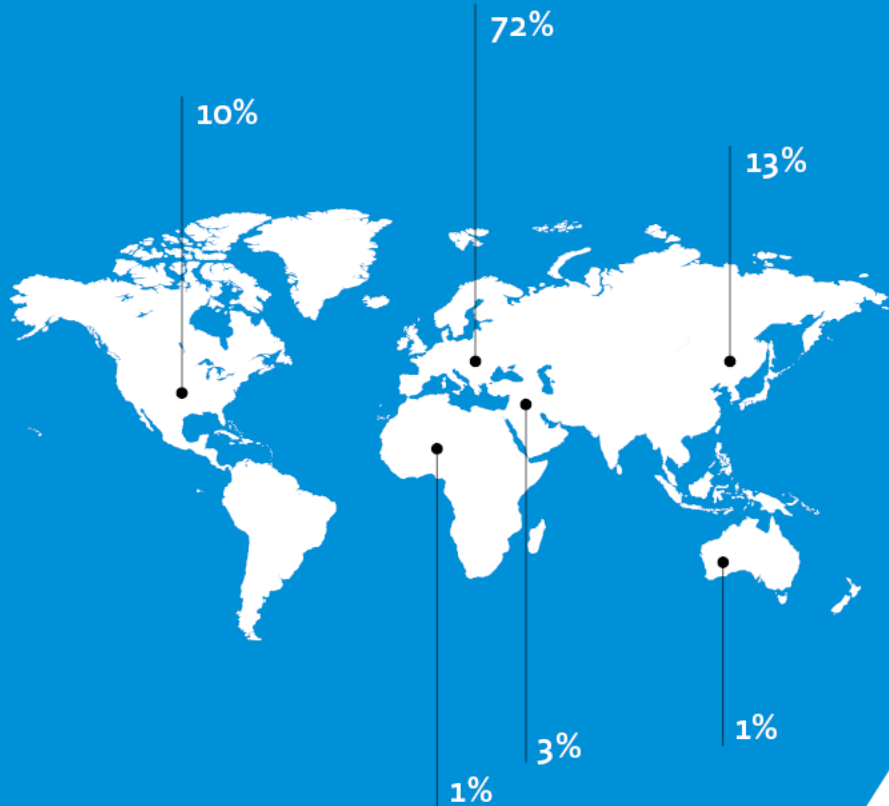
VÆRIDION

voestalpine

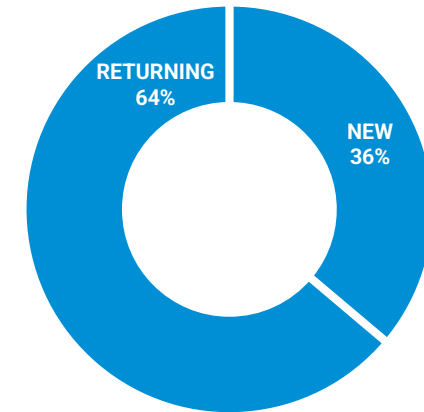
VAST

The complete list can be found [here](#)

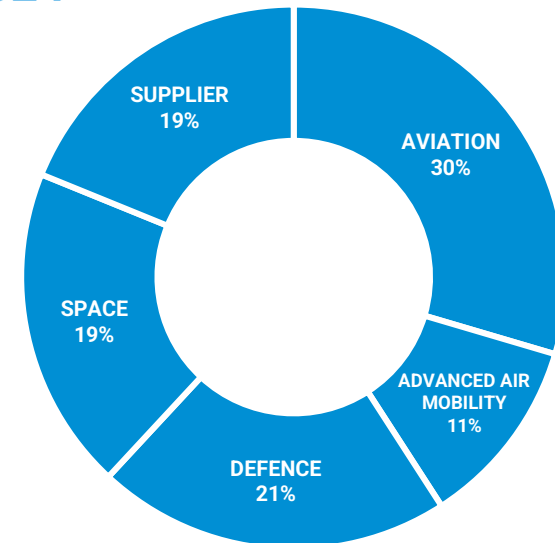
Areas of Origin



NEW VS. RETURNING EXHIBITORS 2024



SEGMENTS 2024



KEY INSIGHTS

Results from the Feedback Questionnaires 2024



65% of trade visitors hold purchasing decision power — unlocking direct business opportunities for you!



88% of exhibitors are thrilled with the quality of trade visitors and high-level delegations.



65% of exhibitors generated new business onsite.



88% of exhibitors are already planning their return for 2026.

KEY INSIGHTS

Results from the Feedback Questionnaires 2024



82% of exhibitors captured valuable, qualified leads directly at the show, driving future business growth.



88% of exhibitors described their participation in ILA 2024 as a success for their business.



80% expect additional post-show business on top of deals already signed during the event.



95% of exhibitors confirmed they achieved their primary objectives by participating in our show.

PART NERS HIPS





THIS COULD BE YOUR ADVERTISEMENT

Manual Advertisement
Partnership // 5,000 EUR

» Partnership Levels at a Glance

To achieve the partnership levels listed, the corresponding minimum overall investment must be met. This overall investment can be reached by selecting various sponsoring items from the partnership menu listed on the following pages.

By attaining these levels, companies will also receive **additional complimentary items⁺** as listed.

Level	Minimum invest, net
Titanium Partner Complimentary Items: <ul style="list-style-type: none"> + 10 complimentary Exhibitor Badges + The privilege to purchase exclusive "from TITANIUM" partnerships + A content advertisement featured on ILA's app start page + Exclusive Entrance Banner Branding + Exclusive placement as the main partner in corresponding communications + A top listing on the ILA App + Company & Story Video linked to your company card on ILA App + An exclusive announcement on LinkedIn through the ILA Berlin page 	€ 100,000
Platinum Partner Complimentary Items: <ul style="list-style-type: none"> + 8 complimentary Exhibitor Badges + The privilege to purchase exclusive "from PLATINUM" partnerships + A content advertisement featured on ILA's app start page + Company & Story Video linked to your company card on ILA App + A top listing on the ILA App + An exclusive announcement on LinkedIn through the ILA Berlin page 	€ 75,000
Gold Partner Complimentary Items: <ul style="list-style-type: none"> + 5 complimentary Exhibitor Badges + The privilege to purchase exclusive "from GOLD" partnerships + A top listing on the ILA App + An exclusive announcement on LinkedIn through the ILA Berlin page 	€ 50,000

SESSION PARTNERSHIP



15,000 EUR // 30 Minutes Partnership Session
10,000 EUR // Panel Discussion Seat



TALENT HUB

MAIN

PARTNERSHIP

40,000 EUR

PARTNERSHIP OPTIONS AT A GLANCE

Panel Discussion Seat	Step into the spotlight: Position your brand as a thought leader by joining high-level panel discussions that shape the future of aerospace. Participation of a c-level Representative incl. one complimentary full registration for the panelist.	€ 10,000
30 Minute Partnership Session	Your stage, your story: Host an exclusive 30-minute session and deliver your message directly to the people who matter most. Topic aligned with the overall program. Includes one complimentary full registration for the speaker. Stage and specific slot to be determined by the programme committee.	€ 15,000
Aftershow Party Partnership	<p>Be the name behind the party everyone talks about: Gain unmatched visibility and brand love at the official ILA Aftershow Party.</p> <p>Includes: Official recognition and acknowledgment of your company as the host of the party and all invitations and materials. Choice of one drink named after your company. Branding of menu cards. Welcome Speech or video (5 minutes). Placement/distribution of amenities or promotional materials on the tables.</p>	€ 30,000
Talent Hub Main Partnership	<p>Connect with tomorrow's leaders: Partner with our Talent Hub and place your brand at the heart of aerospace career-building. Gain recognition as a promoter of young professionals and talents by becoming the primary partner of our Talent Hub and Talent Initiative on-site. Position your company as a leader in recruiting new talents and igniting their passion for aerospace.</p> <p>The Talent Hub Main Partnership includes:</p> <ul style="list-style-type: none"> • Placement of your company logo on all invites and materials related to the Talent Hub. • On-site branding of the Talent Hub Area. • Hand out of special talent show bags (produced and delivered by the sponsor). • An insert in your Talent Show Bag (to be produced by the sponsor). • Exclusive space within the Talent Hub Area for your company representatives. 	€ 40,000

VIP LIMOUSINE PARTNERSHIP

15,000 EUR



GOLF CART RENTAL PACKAGE

On request



PARTNERSHIP OPTIONS AT A GLANCE

Innovation Award Partnership	Stand for progress: Align your brand with innovation and excellence by supporting the industry's most forward-thinking minds.	€ 20,000
Start up Award Partnership	Fuel the future: Back the brightest newcomers and get early access to breakthrough ideas and tech.	€ 10,000
Drone Showcase Partnership	Own the sky: Partner with the Drone Showcase and impress with innovation that defies gravity. The partnership includes the setup of a live demonstration drone arena fully branded with your message.	€ 30,000
Media Center Branding	Position your brand at the presentation submission hub of innovation and thought leadership with the Media Center Partnership at ILA Berlin! As the exclusive sponsor of the Media Center – where speakers and organizers upload their presentations—you'll gain unparalleled exposure to the show's most influential attendees and c-levels.	€ 25,000
VIP Limousine Partnership	Drive prestige: Brand our VIP limousines and be associated with first-class comfort and exclusivity. The VIP shuttles are in use for high level military and political delegations such as for speakers and VIP attendees of the show.	€ 15,000
Golf Cart Rental Package	Take the wheel of visibility: Your brand – in motion – across the entire fairground to host your VIP clients and shuttle them throughout the Static Display and fair ground.	On request

PRESS LOUNGE

A photograph of a press lounge area. In the background, a sign reads 'PRESS CAFE'. A large poster on the wall says 'WELCOME / WILLKOMMEN' with a city skyline. People are seen sitting and standing in the lounge.

BRANDING

A photograph of a press center. A large poster on the wall says 'WELCOME / WILLKOMMEN' with a city skyline. A blue counter in the foreground has 'IAA BERLIN' and 'PRESS CENTER / PROTOCOL & EVENTS' branding. People are standing near the counter.

40,000 EUR

A photograph of a press center. A large poster on the wall says 'WELCOME / WILLKOMMEN' with a city skyline. A blue counter in the foreground has 'IAA BERLIN' and 'PRESS CENTER / PROTOCOL & EVENTS' branding. People are standing near the counter.

The background image shows a trade show booth for IIA Berlin. Several people are seated at a long white table, engaged in conversation. A man in a dark suit is seated on a blue sofa to the left. In the center, a group of people are seated at the table, with one man wearing a blue shirt and a lanyard. To the right, a woman is seated at a desk. The booth features a large white wall with the IIA Berlin logo and the text 'International Supplier Center Buyers Lounge'. A large potted plant is visible in the background. The overall atmosphere is professional and networking-oriented.

PIONEERS LOUNGE BRANDING

40,000 EUR

PARTNERSHIP OPTIONS AT A GLANCE

Pioneers Lounge Exclusive Partnership	<p>Access meets influence: Brand the decision-makers' retreat and be part of every strategic conversation. Elevate your brand presence among the most influential decision-makers on-site by incorporating the Pioneers Lounge into your brand experience.</p> <p>This package includes: branding of the lounge (as per organizer's placement) 5 access tickets for your company representatives one hostess along with a badge scanner for visitor scanning (including the provision of buyer/vip's data)</p>	€ 40,000
Press Lounge Partnership	<p>Make headlines: Your brand in the space where stories begin and global coverage is created. Elevate your brand presence among 875 most influential multipliers on-site by incorporating the Press Lounge into your brand experience.</p> <p>This package includes The branding of the lounge (as per organizer's placement) placement of promotional materials on the working desks</p>	€ 40,000
Interactive Networking and Hospitality Lounges	<p>Make every handshake count: Hire the spaces where business begins and valuable conversations happen at one of the most exclusive spots of the show. Welcome your clients and prospects personally with a refreshing drink at ILA Berlin in your exclusive air-conditioned hospitality lounge. This lounge will be positioned in the hospitality area, conveniently located near the east entrance. The lounge comes complete with electricity connections and air conditioning. Additionally, you have the option to book furniture, catering, and any other specific requirements to enhance your hospitality and brand experience.</p>	€ 40,000

SHUTTLE BUS BRANDING

15,000 EUR, each

YOUR AD
YOUR AD



RECHARGING

LOUNGE

BRANDING

from 25,000 EUR



PARTNERSHIP OPTIONS AT A GLANCE

Recharging Lounge Partnership	Power up engagement: Associate your brand with comfort and energy at the recharging lounge. Get your brand noticed with a smartphone charging station prominently branded in the lounge with your Logo or video. The lounge will be strategically placed and offers as well working stations with tables, chairs and power sockets.	€ 25,000
Galactic Restaurant Branding	<p>Taste the future: Brand our main restaurant area and offer guests a flavorful journey under your name.</p> <p>This package includes branding of the restaurant (as per organizer's placement), entitlement to provide service staff t-shirts (to be produced by the sponsor) and placement of promotional materials on the tables.</p>	€ 30,000
Shuttle Bus Branding	Transform the official shuttle bus into your advertising space and associate your brand with a convenient shuttle service on-site. This package includes the placement of your logo and advertisement on a shuttle bus for all five show days.	€ 15,000
Service Manual Advertisement	Put your brand front and center in the hands of every exhibitor or partner with the Manual Advertisement Partnership at ILA Berlin! Feature a full-page ad in our official service and technical manual such as in the partnership brochure, distributed to all exhibitors, partners, and key stakeholders.	€ 5,000

FOODTRUCK BRANDING

30,000 EUR



PARTNERSHIP OPTIONS AT A GLANCE

Barista Station Branding	Own the coffee break: Be the energy boost everyone thanks – and remembers. Choose from various location options on B2B days only. This package includes the provision of 10,000 drinks per day, a badge scanner to let the visitors to be scanned (incl. provision of attendees data) and the option to provide your own coffee cups (to be produced by the sponsor).	€ 20,000
Food Truck Branding	Street flavor meets brand power: Put your logo where hungry visitors line up for great food. Exclusive location on B2B days. This package includes the provision of a badge scanner to let the visitors to be scanned (incl. provision of attendees data), branding of the food truck and the option to provide your own napkins (to be produced by the sponsor).	€ 30,000
Snack Station Branding	Secure an exclusive location on B2B days. This package includes the provision of snacks (number depending on what snacks are served), a badge scanner for visitor scanning (including the provision of attendee data), branding of the snack station, and the option to provide your own napkins (to be produced by the sponsor).	€ 20,000
Water Station Branding	Take advantage of the excellent weather at ILA Berlin by offering complimentary water stations. These stations will be frequented by nearly all attendees of the show and can be strategically placed in exclusive locations.	€ 5,000 each
Show Guides Shirt Branding	On every chest, across the show: Your logo proudly worn by our official show guide team. Have your company logo prominently printed on all hostesses and organizer guide t-shirts throughout the entire show. This package also includes the option to brief the hostesses, enabling them to guide interested attendees to your stand.	€ 30,000



LANYARD PARTNERSHIP

SOLD

TRADE VISITOR BAG

50,000 EUR



PARTNERSHIP OPTIONS AT A GLANCE

Trade Visitor Bag Branding	Be carried around all day: Have your brand travel across the venue in every visitor's hand. Offer trade visitors a useful bag, complete with one of your bag inserts (both the bag and insert to be produced by the sponsor; third-party bag inserts are also possible). Your company-branded bag will circulate among thousands of attendees, providing exposure and visibility for your brand.	€ 50,000
Lanyard Branding // SOLD //	Stay close: Your logo on every badge means unbeatable visibility throughout the entire event. Offer visitors your branded lanyard. The sponsor is required to produce the lanyards, ensuring they are sustainable or recyclable in line with our eco-friendly initiatives and include the ILA Berlin show logo. Your company-branded lanyard will circulate among thousands of attendees, providing exposure and visibility for your brand.	€ 50,000
Sun Protection Branding	Shine bright with protection: Show your care for visitors by branding the sunscreen giveaway (produced and delivered by the branding partner).	€ 10,000
Wi-Fi Branding	Stay connected – with your brand front and center. Every login is a touchpoint with your message. Ensure that attendees never forget your company name by making it the password for the on-site Wi-Fi network.	€ 40,000



GIANT LED

WALLS

AD LOOP

from 10,000 EUR



PROGRAMME

SCREENS AD

LOOP

5,000 EUR



AD BALLOON

25,000 EUR

ON-SITE BRANDING OPTIONS AT A GLANCE

Ad Balloon	Rise above it all: Float your brand high and catch every eye across the exhibition grounds. Elevate your brand's visibility to new heights with our branded advertising balloons strategically positioned at the fairground. Each balloon boasts an impressive 3 meter diameter, ensuring that your message stands out and captures the attention of attendees from all angles. Make a bold statement and let your brand soar above the rest with these eye-catching advertising balloons.	€ 25,000
Giant Led Walls Ad Loop	<p>Go big and bright: Your visuals on massive LED screens running on repeat throughout the show. Capture the spotlight with our Video Walls partnership. Secure a time slot to showcase your promotional video on ILA's giant video walls, ensuring that your message takes center stage and captivates the audience.</p> <p>This partnership package includes the opportunity to include one video or presentation in the loop, with a maximum length of 5 minutes per loop, further enhancing your brand's visibility and engagement on the video walls. The video will be played continuously during the opening hours of the show. The frequency of its appearance will be determined by the total number of bookings, guaranteeing recurring visibility and extended engagement with the audience throughout the event.</p>	<p>ALL SHOW DAYS € 25,000</p> <p>B2B SHOW DAYS ONLY € 20,000</p> <p>PUBLIC SHOW DAYS ONLY € 10,000</p>
Programme Screens Ad Loop	Your brand, between the sessions: High-frequency digital spots on our official programme screens.	€ 5,000



XXL BANNER

25,000 EUR



AD TOWER

20,000 EUR

DIRECTION SIGNAGE AD

5,000 EUR



ON-SITE BRANDING OPTIONS AT A GLANCE

Ticket Branding // SOLD//	Get in their pocket – before the show starts: Your logo printed on every ticket – digital or physical. Leave an exclusive mark on every attendee with our Branded Ticket partnership. Your logo will enjoy exclusive placement on the event tickets, ensuring that your brand is the first thing guests see as they embark on their event journey.	€ 30,000
Restroom Ad Placement	Unskippable visibility: Strategic placement for guaranteed attention – yes, really! Maximize your brand's exposure with Restroom Ad Placement! Our strategic locations within the show's restrooms offer a unique and captive audience for your messaging. Take advantage of this exclusive opportunity to make a lasting impression on show attendees while they visit these high-traffic facilities. Your brand will be front and center in the restroom area, ensuring that your message reaches a wide and engaged audience throughout the show.	€ 3,000 each
Direction Signage	Guide the way – with your brand: Be seen everywhere visitors look for orientation.	€ 5,000 each
XXL Hall Banner	Supersize your visibility: Tower above the crowd and become a landmark on the show floor. Make a grand statement with our Megabanner placement on the facade of Hall 4 or Hall 6. West facade banner boasts an impressive size of 9.5 x 4 meters and on the south façade the size of 11.5 x 5 meters. Don't miss this exclusive opportunity to showcase your brand in a big way.	€ 25,000
Advertising Towers, 4-sided	Go vertical, go bold: Your brand displayed with height and elegance – visible from afar. Showcase your brand prominently with our branded advertising towers strategically positioned throughout the event venue. Each tower features a 3 x 6-meter banner on all four sides, making it impossible for attendees to miss your message. The price includes rental, handling, and production costs per tower, ensuring a hassle-free and impactful branding opportunity that commands attention from every direction.	€ 20,000



ENTRANCE BANNER

15,000 EUR

HALL CEILING BANNER

M 10,000 EUR

XL 15,000 EUR



ON-SITE BRANDING OPTIONS AT A GLANCE

Entrance Banner	Make the first impression count: Greet every single visitor with your brand right at the gateway to the show. Elevate your brand's visibility with our Entrance Banner partnership. Your logo and branding will be prominently displayed on the entrance buildings across a 6 x 4-meter surface, ensuring that attendees and visitors can't miss your presence as they arrive.	€ 15,000
Hall Ceiling Banner	Look up, stand out: Dominate the hall from above with striking visibility no one can miss.	M € 10,000 XL € 15,000
Info Point Branding	Be the brand behind the help: Gain positive association where visitors go for guidance.	€ 10,000
Social Media Wall Branding	Be part of what gets shared: Brand the social media wall and ride the wave of digital buzz.	€ 8,000
Hall Entrance Banner	Welcome with impact: Have your brand stand proud at the gateway of every hall.	€ 10,000
Hall Exit Banner	Leave a lasting impression: Say goodbye with your message – and make it stick.	€ 5,000
Static Display Gate Branding	Command the entrance to aerospace excellence: Brand the gateway to our outdoor highlight area.	€ 10,000
Floor Ad	Own the ground they walk on: Smart placement, high frequency – your message beneath every step. Your custom floor graphic, sized at 2 x 2 meters, will be strategically placed at a location to be confirmed (TBC), ensuring maximum visibility and impact among event attendees.	€ 3,000 each

INFO POINT

BRANDING

10,000 EUR // OUTDOOR



SOCIAL MEDIA WALL BRANDING

8,000 EUR



HALL ENTRANCE

BANNER

10,000 EUR





HALL

EXIT BANNER

5,000 EUR // INDOOR



STATIC DISPLAY GATE BRANDING

10,000 EUR

FLOOR AD

3,000 EUR



ILA App

ILA App - Your Command Center for a Smart ILA Experience. Plan smarter, connect faster, and boost your visibility—before you even arrive! ILA App is your all-in-one platform.

Features at a glance

- Personal User Profile
- Exhibitor & Attendee Directory
- Meeting Tool for Onsite Appointments
- Interactive Hall Plan
- Available for Mobile and Desktop

Unlock powerful digital exposure upgrades like:

- Top Listings in search results
- Start Page Ads for instant visibility
- Push Notifications that drive traffic in real-time
- High-impact Banner Placements across the platform
- ILA Digital puts your ILA strategy on autopilot

Upgrades are available to book in the ILA App platform directly.



CONDITIONS

Payment is due after receipt of the invoice. All prices are net and excluding applicable tax. With the booking I confirm that I read and agree to the [general terms and conditions of Messe Berlin](#) and [ILA Berlin](#) the [use of my personal data for all event related communications](#).

YOUR CONTACT

ILA Berlin

Gino Thiel

Head of Sales & Exhibition

+49 30 3038 – 4704

exhibitor-ila@messe-berlin.com

