



## ADVERTISING MATERIAL AND MEDIA SERVICE 2026

Stuttgart, Germany  
05-08/05/2026



In Zusammenarbeit mit  
In cooperation with

Trägerschaft  
Sponsorship



# Your advertising toolkit

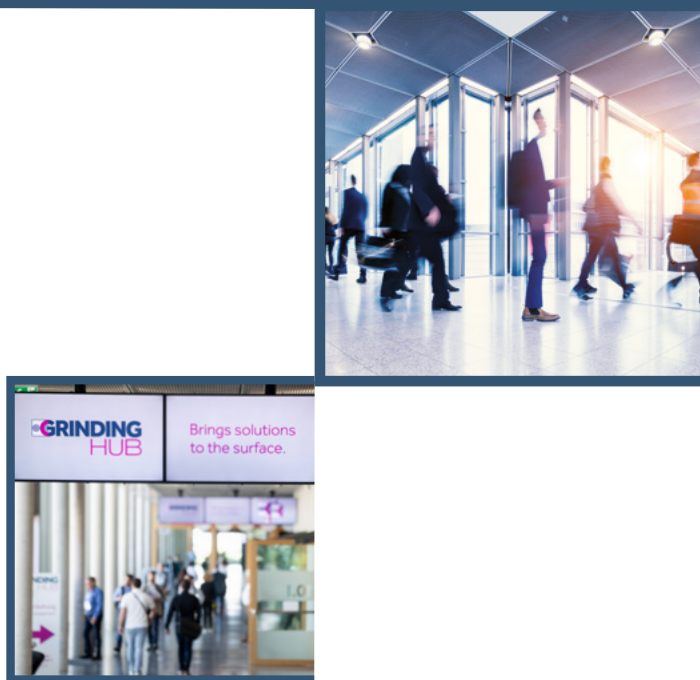
## Steer your own success!

The range of advertising material for GrindingHub 2026 makes your marketing effective. Never before has it been so easy to reach customers directly! Here you will find everything contained in the GrindingHub media and advertising flat rate at a glance: a large portfolio of selected advertising material for all channels – from classic to online – to promote your success.

In addition, you will be given access to media, portals, disseminators, and all channels on which the grinding business is present. The benefits are obvious:

- **Straightforward and quickly done**
- **Budget-friendly**
- **Individually adaptable**
- **For sophisticated communication with your target group**

The team is delighted to be able to make this extensive range of advertising material available to you for our joint successful preparations for and promotion of the event. Allowing you to give that final polish to your trade fair appearance!





It's all in here!

### **Make use of our offer for your successful trade fair marketing!**

The contractually agreed media and advertising flat rate\* of € 599.- (plus VAT) contains a wide range of free advertising material as the basis for your own advertising measures.

The following are some of the GrindingHub advertising tools available for you to use freely:

- Company logo in the online index of exhibitors
- Unlimited supply of free admission codes for your customers
- Product entries in the online index of exhibitors
- Supply of free GrindingHub posters
- Exclusive right to book on-site and online advertising spaces, on-site press boxes, and trade fair publications



**In combination with our comprehensive advertising media offer, your trade fair presence at GrindingHub 2026 will be an out and out success – with an impact extending even beyond the event itself.**

\* See the Conditions of Participation for details of the media and advertising flat rate



## Everything at a glance

Your overview of our comprehensive advertising media offer for GrindingHub 2026

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For your marketing

# For more visitors

1

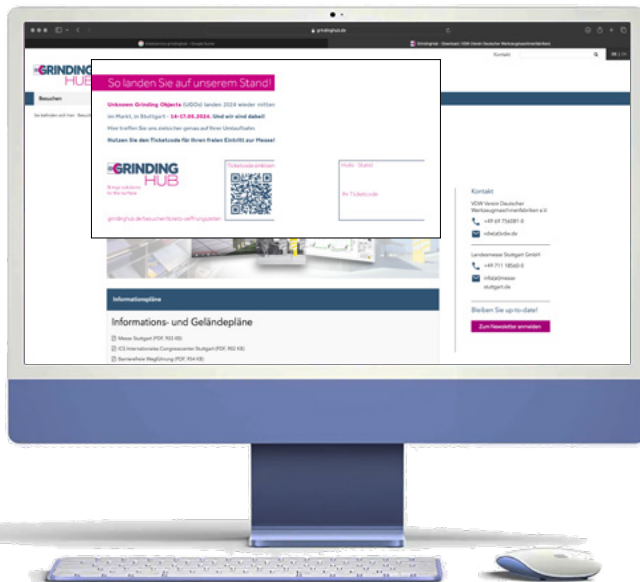
## The admission codes for your visitor invitations

### Simply invite all your contacts!

Your invitation is your visitors' admission to GrindingHub 2026. For that reason, the media and advertising flat rate includes access to an **unlimited** supply of **free** admission codes with which to invite your customers to GrindingHub. All exhibitors will be sent their access data for the Messe Stuttgart service portal in week 5 2026 along with their allocation information.

The trade fair ticket shop, where admission codes can be ordered as a PDF or a CSV file, is available there. If activated accordingly when being ordered, each admission ticket also serves as a public transport ticket to and from the trade fair for visitors and is valid as such in busses, trams (Stadtbahn), and suburban railway (S-Bahn).

Use your admission codes and further advertising media to invite your contacts early on to GrindingHub 2026!







For your marketing

# Make your mark!

2

## The GrindingHub poster and the stickers

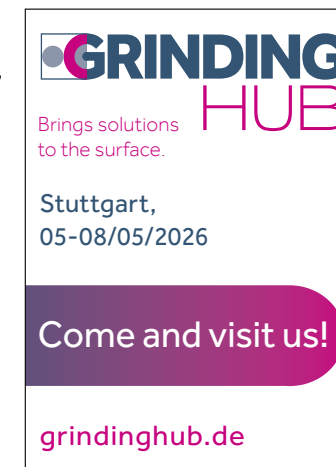
### The GrindingHub poster – the format for success

The message for all clearly visible places in your company: in the entrance area, the offices, the canteen, the foyers, and wherever an eye-catcher belongs (poster format: DIN A1, 59.4 x 84.1 cm).

### A sign that sticks with you: the GrindingHub sticker

The advertising medium everyone has stuck with for decades. It has become indispensable, because it is effective, simple, small, fast, highly visible, versatile, and can be used anywhere!

Show everybody how attractive your presence makes GrindingHub 2026.





For your marketing

# Send multimedia signals!

3

## The banner, e-mail signature, and logo service

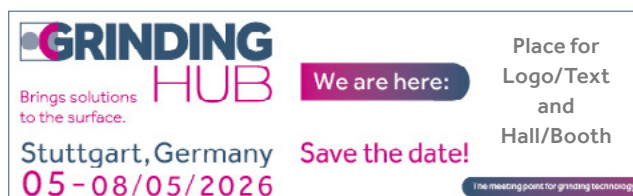
### Your tool for a powerful brand image

The **GrindingHub logo** is available in a variety of formats and versions for your use.

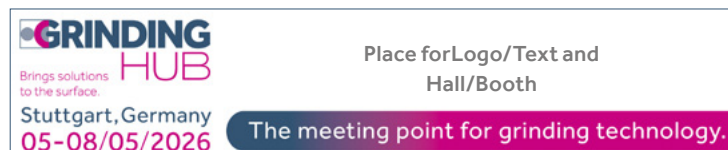


Our design template toolkit facilitates professionalism and consistency as you publicize your appearance at GrindingHub. Use the banners, e-mail signatures, and logos for all your communication – digitally and in print.

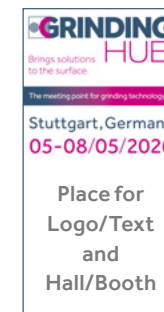
You will find all the templates in the exhibitor section of the GrindingHub website. You can enter your texts and hall and booth number directly to the files before downloading the finished results. You will also find important advice on corporate design there – such as color codes and design guidelines.



Flag up **with the e-mail signature**. By adding your hall and booth number, you will signalize your presence at the trade fair to everyone.



The **banner templates** promote your GrindingHub booth. They can be deployed on your website or in other online applications.





For your marketing

# GrindingHub goes social

## 4

## The GrindingHub social media package

### More visibility on all channels

VDW contact partner:

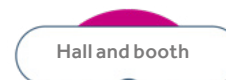
**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: [t.beckmann@vdw.de](mailto:t.beckmann@vdw.de)

You would like to be active on social media, but don't have the necessary assets? No problem! Regardless of whether you wish to publicize your own trade fair appearance or play your part in spreading the word about GrindingHub that bit further: We provide you with the appropriate templates for your high-reach online communication.

Simply choose between share pics, banners, stickers, and a whole lot more.



Here are a few examples from our download section





# Trade fairs need press coverage

The decision to attend is often made weeks before the trade fair. Trade media report on trends and highlights – and that is precisely where you must be visible. Doing your press work early on will put the spotlight on your innovations and arouse visitors' curiosity. Those who get active now can be sure of attention and contacts.

## 5 Digital GrindingHub 2026 Preview

**Reveal the highlights even before the trade fair begins!**

The digital GrindingHub 2026 Preview offers you the ideal stage to put your innovations in the spotlight early on. Compact, efficient and internationally visible, the format brings together leading trade media and selected exhibitors. Take advantage of this unique opportunity on 4 March 2026 to secure a clear communication advantage.

You will receive detailed information and a personal invitation by e-mail from us in good time.



**VDW contact partner:**

**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: [t.beckmann@vdw.de](mailto:t.beckmann@vdw.de)



For your media work

# Where it's happening

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## Press conferences

**A well-prepared press conference shifts the focus onto your trade fair innovations and your corporate competence.**

This is where media contacts at home and abroad are initiated and fostered. We support you in aligning your on-site press conference. Costs arising vary according to your planning, and enquiries may be addressed to Messe Stuttgart.

**Feel free to ask us about the organization.**

**Messe Stuttgart contact partner:**

**Cornelia Schlingelhoff**

Tel: +49 711 18560-2674

M.: +49 178 3704228

E-mail: [Cornelia.Schlingelhoff@messe-stuttgart.de](mailto:Cornelia.Schlingelhoff@messe-stuttgart.de)

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## Event diary

**Schedule your events relating to your trade fair presence.**

Many exhibitors at GrindingHub also present their portfolio in the context of lectures, workshops, seminars, and other events – both on the trade fair grounds and elsewhere. We will be pleased to support you free of charge in publicizing your activities by publishing the dates on the internet and in the overview of the day's events in the press center.

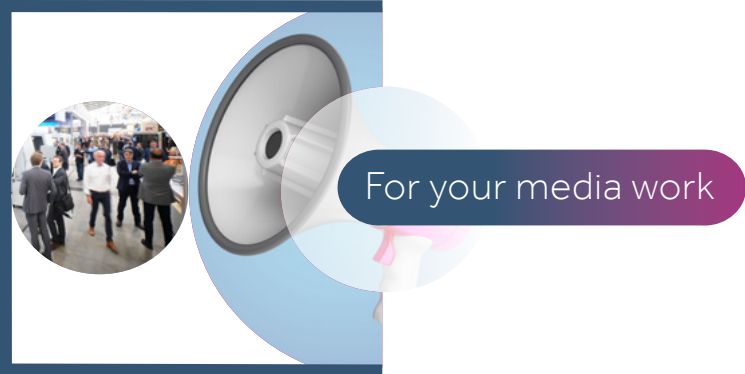
**Messe Stuttgart contact partner:**

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# Make use of disseminators!

## Messe Stuttgart contact partner:

**Cornelia Schlingelhoff**

Tel: +49 711 18560-2674

M.: +49 178 3704228

E-mail: Cornelia.Schlingelhoff@messe-stuttgart.de

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## Digital press boxes

**Supply the media with relevant information before and during GrindingHub.**

It is straightforward for you as an exhibitor to upload your press releases via your profile in the index of exhibitors. This allows you to reach the trade press and important disseminators even before the start of the trade fair – and will provide early publicity for your product innovations and news.

There is no limit to the number of uploads.

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## Social media platforms

**GrindingHub will be intensively and conspicuously active on numerous social media channels.**

So, take advantage of our wide reach and communicate with your business partners via our social media channels. Link to GrindingHub in your posts on LinkedIn, Instagram, and Facebook so that we can like and share them.

**Tip:** The hashtag #GRINDINGHUB will lend even greater visibility to your trade fair-related posts and can be used as a search criterion!

## VDW contact partner:

**Tobias Beckmann**

Tel.: +49 69 756081-68

E-mail: t.beckmann@vdw.de



For your media work

# From global to lokal

## 10 Trade media and media planning

**We offer you assistance in the run-up to GrindingHub for the planning of your PR and marketing activities.**

We provide you with information relating to the key German and international trade media and their editorial contact partners. This is based on a list of all those trade media in which GrindingHub advertising is published.

**You are welcome to ask us for the list of contacts at any time.**

## 11 Image cultivation in your region

**Participation at GrindingHub is a good opportunity to refresh your contacts to local media as well.**

To this end, we provide you free of charge with basic GrindingHub information to which you can add your own content. This allows you to approach your local media, while we get in touch with them and show what companies from the respective region are represented at GrindingHub 2026.

**That way, you will also present yourself as an active and attractive company in your direct environment.**

## 12 Text modules for all occasions

**We put text modules at your disposal on all the key topics relating to GrindingHub.**

Whether it is for invitations, press releases, advertisements, or a whole range of other formats for print and online communication – you can select and use these texts as required for your own communication.

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Exhibitor services

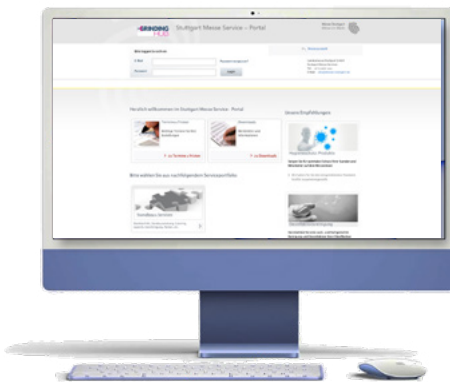
# Show profile and lead

## 13 Exhibitor profil

### The GrindingHub exhibitor profile

All exhibitors will be presented with a company profile on the GrindingHub website. In the course of week 5 2026, you will receive a link giving you direct access so you can use and maintain your company profile.

**So you already start your trade fair appearance online.**



## 14 Lead Management

### Collect your booth visitors' data directly and safely!

Our lead management – which you can order via the service portal – offers you a solution with which you can collect the data of registered visitors to your booth. At the push of a button, you can recall the data of persons registered at the entrance. You can see at once who you are dealing with, and can store further key lead information on the persons in question. All visitor information you have scanned and collected at your booth is also clearly and directly available in your personal web portal for your CRM or marketing system.

**So your marketing and sales can move ahead straight from GrindingHub 2026.**





# We love grinding

## 15 Exhibitor promotion

### The Social Media Challenge for GrindingHub 2026.

Share your passion with us: whether it's new products and machines, interesting technologies, or unusual ideas related to grinding technology. All contributions are welcome.

Make the most of our picture frames, GIFs and stickers, and don't forget to use the hashtag **#WeLoveGrinding**.

This way, we can work together to increase our reach and demonstrate to grinding technology experts why a visit to GrindingHub is worthwhile.

The winner will receive the "We Love Grinding" award.





Further offers

If you are interested or have questions,  
please contact our service team.

E-mail: [info@voice-of-cnc.com](mailto:info@voice-of-cnc.com)

**IndustryArena GmbH**

Tel.: +49 2173 8933-200

E-mail: [grindinghub@industryarena.com](mailto:grindinghub@industryarena.com)

# Showing and recognizing profiles

The VDW partner IndustryArena provides these extra offers for you for GrindingHub.

## 16 Exclusive exhibitor video by 'Voice of CNC'

**Make use of a film duration of up to three minutes for your individual content.**

Whether in the form of an interview or as a tour of your booth – we will implement your wishes.

- Optionally, a moderator can be booked by special arrangement.
- Exhibitors are free to devise video content according to their wishes: team presentation, introduction by the management, booth concept, product presentation, activities, campaigns, offers ...
- The length of the films varies between three and five minutes, the film shoot will last 30 minutes at the most.
- All videos will be professionally edited, will have an intro and outro added, and will be made available to you for further use.
- **Total price: € 1,500.- plus VAT.**

## 17 The IndustryArena eMagazine

**Publish ads and editorial content in the IndustryArena community magazine.**

The IndustryArena eMagazine is more than simply a trade journal with premium editorial content. It is where people read, click, discover, listen – and where trade fairs and exhibitors are directly presented.

**Ad in the IndustryArena e-magazine 01/2026 for GrindingHub**

Publication date: April 14, 2026

**Exclusive offers for GrindingHub exhibitors**

**Ad size: 1/2 Page** (W x H 70 x 297 mm), **total price: 1.200 Euro** plus VAT (list price: € 1,700.-)

**Ad size: 1/1 Page** (W x H 210 x 297 mm), **total price: 2.000 Euro** plus VAT (list price: € 2,900.-)

Further ad sizes possible (prices on request)



**VDW**  
**German Machine Tool Builders'**  
**Association**

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