

ANGLINGWORLD
 **BERLIN**
29 Nov – 1 Dec 2024

COMMUNICATION KIT

FOR EXHIBITORS AND PARTNERS OF ANGLING WORLD BERLIN



EUROPE'S BIGGEST FISHING FAIR

 **MESSE
BERLIN**

ANGLING WORLD BERLIN

COMMUNICATION KIT

Dear exhibitors and partners, dear community,

ANGLING WORLD BERLIN is in the starting blocks: from 29 November to 1 December 2024, the Berlin Exhibition Grounds will once again become the hotspot of the international angling scene. We are very happy that you will be there!

To help you promote your presence at Europe's biggest fishing fair, we have compiled the appropriate materials in this communication kit. Feel free to use our text templates, logos, graphics and photos.




Whether on social media, on your website, in newsletters or mailings – show your community that you are part of ANGLING WORLD BERLIN!

We are also happy to publish your photos or reels on our social media channels.

Your ANGLING WORLD BERLIN team


In the communication kit you will find the following materials:


 *Announcement text for newsletter/website*

 *Text templates for social media posts*

 *Logos, graphics and photos*

You want to stay up to date?

 *Subscribe to our newsletter!*

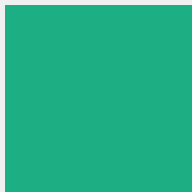



 *Follow us on social media!*



ANGLING WORLD BERLIN

BASICS



Event name and subtitle	ANGLING WORLD BERLIN (German title: ANGELWELT BERLIN) EUROPE'S BIGGEST FISHING FAIR
Claims	MEET YOUR STARS! CONNECT WITH BRANDS AND STARS!
Spelling event title	Our event title is " ANGLING WORLD BERLIN " – always written in capital letters. The title never stands alone, but always with " BERLIN ": ANGLING WORLD BERLIN.
Date and opening hours	29 November – 1 Dezember 2024, daily from 10 am to 6 pm
Venue	Berlin Exhibition Grounds Entrances North & South, Halls 2.2 a+b, 4.2 a+b, 6.2 a+b
Colours	 CMYK 75 / 0 / 60 / 0 RGB 50 / 174 / 132 Hex #1eae84
Communication channels	   www.angelwelt-berlin.de
Hashtags	#ANGLINGWORLDBERLIN #ANGELWELTBERLIN #HOOKED #KEEPITREEL

ANNOUNCEMENT TEXT FOR NEWSLETTER OR WEBSITE

ANGLING WORLD BERLIN – Europe's Biggest Fishing Fair




From 29 November to 1 December 2024, the Berlin Exhibition Grounds will once again become the hotspot of the international angling scene. Bait & Tackle, Boats & Technology, Fashion & Outdoor, Casting & Fly Fishing, Sea Angling & Travel - the wide range of ANGLING WORLD BERLIN leaves nothing to be desired by fishing fans. Popular brands will be showing season trends and new year's specials; at selected dealers you can equip yourself directly on site exclusively for the coming season. On all three days of the fair fishing enthusiasts can experience the international fishing stars up close and refresh their knowledge with tips and tricks from angling professionals.

Four leisure fairs at one location with one ticket: In combination with ANGLING WORLD BERLIN, AUTO CAMPING CARAVAN and TRANSPORTER TAGE BERLIN, BOAT & FUN BERLIN becomes Germany's largest boat and leisure fair for water sports, fishing, outdoor activities and camping.

We are exhibiting at ANGLING WORLD BERLIN!
Get your ticket at www.angelwelt-berlin.de and visit us at our stand in hall **[please add]**, stand **[please add]**!

TEXT TEMPLATES FOR SOCIAL MEDIA POSTS

Announce your participation at ANGLING WORLD BERLIN on social media. Feel free to use our text templates and visuals for your posts.

-  The countdown is ticking: from 29 November to 1 December 2024, #ANGLINGWORLDBERLIN will be the hotspot of the international angling scene – and we are #HOOKED to exhibiting there. Get your ticket at www.angelwelt-berlin.de and come by our stand! **[please add hall and stand number]**
-  #ANGLINGWORLDBERLIN: Join us from 29 November to 1 December 2024 at Europe's Biggest Fishing Fair. Get your ticket at www.angelwelt-berlin.de and visit us in the #BAITZONE, hall **[please add]**, stand **[please add]**!
-  We are #HOOKED: visit us at #ANGLINGWORLDBERLIN. From 29 November to 1 December at the Berlin Exhibition Grounds. You can find us at our stand: **[please add hall and stand number]**. All information and tickets at www.angelwelt-berlin.de
-  #SAVETHEDATE: Popular brands and international fishing stars – you can experience live from 29 November to 1 December at Europe's biggest fishing fair. Get your ticket for the #ANGLINGWORLDBERLIN at www.angelwelt-berlin.de and come by! Visit us: **[Please add hall and stand number]**

Our Hashtags: #ANGLINGWORLDBERLIN #ANGELWELTBERLIN #HOOKED #KEEPITREEL

LOGOS, GRAPHICS AND PHOTOS

Promote your performance at ANGLING WORLD BERLIN!
Help yourself and pick from our logos, graphics and photos.
[Click download link!](#)



#HOOKED
#KEEPIREEL



WE ARE HAPPY TO POST YOUR BRANDS, TEAM ANGLERS, AND INFLUENCERS ON OUR SOCIAL MEDIA CHANNELS



What do we need?

- 🐟 Representative, high-resolution photos (preferably 1:1) and/or videos (preferably 9:16, maximum 30 seconds), if necessary with a short description*
- 🐟 Your hashtags and links*

Please send your materials to the ANGLING WORLD BERLIN team:

***Felix Steinacker & Paul Steinäcker
awb@messe-berlin.de***

ANGLING WORLD BERLIN

Europe's Biggest Fishing Fair

DATE

29 November – 1 Dezember 2024
daily from 10 am to 6 pm

VENUE

Berlin Exhibition Grounds
Entrances North & South
Halls 2.2 a+b, 4.2 a+b, 6.2 a+b

ORGANIZER

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CONTACT

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PARTNERS



MEDIA PARTNER



A brand of

