

Guided tours at the A+A

November 4-7, 2025



Bild: A+A Messe

What is it about?

The Topic

Guided tours of the A+A trade fair

- The Si-Akademie organizes guided tours of the A+A trade fair.
- These will take place from November 4 - 7, 2025.
- Apply as a partner and have guided groups visit your stand. The number of visitor stations is limited.

The guided tours:

- All participants receive a headset for the duration of the tour. They are informed by competent scouts via microphones and by exhibitor staff at the stations.
- A representative of the partner is given the opportunity to present the products to the visitors for a maximum duration of 15 minutes.

Booking deadline: July 01,2025

Why should you book a guided tour?

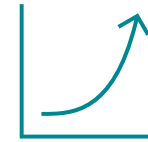
To convey your specialist knowledge

A guided tour of the A+A trade fair offers you the unique opportunity to present your company to potential customers in a targeted and efficient manner. Take advantage of the guided tour to put the spotlight on your products and services and make valuable business contacts.



Targeted attention

As a partner of the guided tours, your stand will be visited by your directly interested target group.



Limited stations

Since the number of stations is limited, you have the opportunity to stand out from the crowd and receive an exclusive platform to present your brand.



Networking

Make valuable contacts through targeted interactions with industry leaders and other attendees who are part of your tour.



Efficient information transfer

Equipped with headsets, visitors can follow your presentations clearly, ensuring effective and undisturbed information transfer.



Image enhancement

The maximum 15-minute duration ensures that your presentation is concise and memorable, increasing the likelihood that your message will be remembered.

Our tour offer

Content and prices

Tour 01	Tour 02	Tour 03
Important trends and innovations in PPE	Ergonomic solutions in industry and logistics	Working safely at height
<p>The trade fair tour is designed to give visitors important insights into the current trends in PPE and how, for example, the topics of sustainability and climate change are being incorporated into products. It can also focus on the most important innovations in functional aspects, such as multi-standard clothing or with regard to individual adaptability to the user.</p>	<p>The physical strain on employees in production and logistics is very high. What solutions are available to minimize this strain? The range of products can cover a broad spectrum, which we want to present to our tour visitors: for example, from lifting aids to exoskeletons and products for specific areas of application.</p>	<p>When employees leave the solid ground beneath their feet, they also expose themselves to increased danger - whether on ladders, scaffolding, roofs or when working at great heights. On our tour of the trade fair, we would like to show our visitors which safety concepts are available for access equipment, how differentiated the range of fall protection and PPE can be and what else is important when working at height.</p>

Price: The contribution per exhibition partner per booked tour (1, 2 or 3) is € 2,950 netto.

The dates: 4.11.2025 in the afternoon | 5.11.2025 in the morning and afternoon | 6.11.2025 in the morning and afternoon | 7.11.2025 in the morning
The partners will be visited 6 times. A maximum of 15 participants per tour is possible.

Let's stay connected!

Whether print media or comprehensive online marketing solutions - we would be pleased to discuss an individual campaign, adapted to your objectives and budgets

We are looking forward to your request.

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