

**KURHAUS WIESBADEN**

Landmark and popular meeting place of the city

**JAGDSCHLOSS PLATTE**

Architectural gem set in the heart of nature

**RHEINMAIN CONGRESS-CENTER**

Wiesbaden's largest congress and event venue

*Meet & Celebrate with an Experiential Touch!*



© Stefan Marquardt

#CONVENTIONWIESBADEN



© Wiesbaden Congress & Marketing GmbH



© Peter Krausgrill

# Marketing & PR for Your Public Event

LANDESHAUPTSTADT

WIESBADEN



Wiesbaden Congress & Marketing GmbH

# Promote Your Public Event and Attract Additional Visitors and Attendees

Have you chosen Wiesbaden and one of our event venues? Take advantage of unique PR and marketing opportunities. We are pleased to support you in effectively reaching your target audience within the region.

For your public event at the RheinMain CongressCenter (RMCC), Kurhaus Wiesbaden or Jagdschloss Platte, we provide selected marketing measures free of charge, subject to availability. Below you will find an overview of the available options.

Together with our service providers and partners, we ensure a professional presentation of your event. We coordinate and implement the marketing measures on your behalf.

Services provided by external third-party suppliers are subject to a charge and are handled directly by the respective provider. We are happy to provide the relevant contact details and advise you in advance on the selection and planning of suitable measures.

Within the immediate surroundings of the event venues, only event-related self-promotion is permitted.

Please allow sufficient lead time for coordination and implementation. Marketing measures realised directly through Wiesbaden Congress & Marketing GmbH (WICM) require a minimum lead time of six weeks. We wish you every success for your event in our city.

## Contact

Wiesbaden Congress & Marketing GmbH



[convention-marketing@wicm.de](mailto:convention-marketing@wicm.de)

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# Online Marketing Measures

## Event Calendars

You may promote your event via the following platforms:

### Your Event at the RMCC

[www.rmcc.de](http://www.rmcc.de) – the official website of the RheinMain CongressCenter (approx. 1,200 visits per month), available in 12 languages.

A dedicated event page can be created at:

[www.rmcc.de/veranstaltungen](http://www.rmcc.de/veranstaltungen)

Additional information – including a ticket shop – can easily be integrated.

Booking value: €200

complimentary for you

### Your Event at Kurhaus Wiesbaden

[kurhaus.wiesbaden.de](http://kurhaus.wiesbaden.de) – the official website of Kurhaus Wiesbaden (approx. 17,000 visits per month), available in 12 languages.

A dedicated event page can be created at:

[kurhaus.wiesbaden.de/veranstaltungen](http://kurhaus.wiesbaden.de/veranstaltungen).

Additional information – including a ticket shop – can easily be integrated.

Booking value: €200

complimentary for you

To make use of these services, we require:

- One image (portrait or landscape format)
- Event information/press text including times
- Ticket shop link (if applicable)

[www.wiesbaden.de](http://www.wiesbaden.de)

(approx. 25,000 visits per month)

Listing in the City of Wiesbaden's online event calendar.

Submission via: <https://bit.ly/2RY8GWP>

Booking value: €200

complimentary for you

## Newsletter

### Newsletter-Teaser on wiesbaden.de

Your event may be featured as a teaser in the weekly [www.wiesbaden.de](http://www.wiesbaden.de) newsletter, including a direct link to the event listing.

Publication is subject to coordination and is generally scheduled approximately two weeks prior to the event.

For planning purposes, we require a teaser text (maximum 250 characters including spaces) and a landscape-format image at least six weeks before the event date.

**Booking value: €300**

**complimentary for you**



## Social Media

Promotion of your event via our social media channels (post and/or story).

### Facebook

City of Wiesbaden

[www.facebook.com/wiesbaden.info](http://www.facebook.com/wiesbaden.info) (approx. 24,000 followers)

Booking value: €250

complimentary for you

### Instagram

City of Wiesbaden

[www.instagram.com/wiesbaden.deinestadt/](http://www.instagram.com/wiesbaden.deinestadt/) (approx. 27,000 followers)

Booking value: €250

complimentary for you

RheinMain CongressCenter

[www.instagram.com/rmcc.wiesbaden](http://www.instagram.com/rmcc.wiesbaden) (approx. 2,400 followers)

Booking value: €250

complimentary for you

Jagdschloss Platte

[www.instagram.com/jagdschlossplatte.wiesbaden](http://www.instagram.com/jagdschlossplatte.wiesbaden) (approx. 2,000 followers)

Booking value: €250

complimentary for you

### LinkedIn

RheinMain CongressCenter

<https://www.linkedin.com/convention-wiesbaden> (approx. 2,000 followers)

Booking value: €250

complimentary for you

Based on your image and text materials, we will prepare professional copy aligned with the tone of our channels to ensure optimal promotion of your event.

Please provide suitable image and text materials, including ticket shop link, at least six weeks prior to the event and specify your preferred publication period. Political events are excluded from this marketing catalogue.

# Press Relations and Media Coverage

If you wish to promote your event via regional media, you may contact the respective editorial offices and agencies directly.

The official press list of accredited media representatives of the City of Wiesbaden can be downloaded via the municipal press office:

[Pressereferat | Landeshauptstadt Wiesbaden](#)

Value: €180

complimentary for you

Banner advertising and editorial coverage are available via the following online platforms and magazines:

Plattform	Homepage
FRIZZ – das Magazin für Mainz, Wiesbaden und Umgebung	<a href="http://www.frizzgehtaus.de">www.frizzgehtaus.de</a>
Stadtleben GmbH – regionale und überregionale Veranstaltungen	<a href="http://www.stadtleben.de">www.stadtleben.de</a>
Stuz – Stadt / Kultur / Events	<a href="http://www.stuz.de">www.stuz.de</a>
Merkurist Wiesbaden	<a href="http://www.merkurist.de/wiesbaden">www.merkurist.de/wiesbaden</a>
Port01 - Wiesbaden	<a href="http://www.port01.com">www.port01.com</a>
VRM (inkl. WI Kurier & SENSOR)	<a href="http://www.vrm-mediasales.de">www.vrm-mediasales.de</a> <a href="http://www.sensor-wiesbaden.de">www.sensor-wiesbaden.de</a>
Wiesbadenaktuell.de	<a href="http://www.wiesbadenaktuell.de">www.wiesbadenaktuell.de</a>
Wiesbaden lebt!	<a href="http://www.wiesbaden-lebt.de">www.wiesbaden-lebt.de</a>

# Out-of-Home Marketing Measures

## Digital Totems

Wiesbaden is digital – digital totems in various sizes are available to promote your event.

Displayed information should include venue, date and event website or ticket shop.

In front of the RheinMain CongressCenter  
(pedestrian area near the car park entrance)  
Approx. 11,000 visitors per month



Kurhaus foyer (accessible 24/7, entrance to Casino Wiesbaden)  
Approx. 11,000 visitors per month



Tourist Information at the public marketplace  
(indoor and outdoor advertising spaces available)  
Approx. 6,000 visitors per month



Value: €400

complimentary for you

Please provide a JPG file in 1080 x 1920 px format for display on our 55" digital screens.

## Print Advertising

As an alternative to digital displays, posters and flyers may be displayed at various locations.

The following options are available:

### Flyer Distribution at Tourist Information Wiesbaden

#### Opening hours:

Monday to Friday: 10.00 am – 6.00 pm

Saturday: 10.00 am – 6.00 pm

Sunday: 11.00 am – 3.00 pm

Value: €200

complimentary for you

### Poster Display (A1/A2) – 1 unit

Wert: 200 Euro

complimentary for you



Tourist Information (Approx. 3,000 visitors per month)

Poster Display (A1/A2) in Display Cases (2 units) at/in Kurhaus

(Open 24 hours a day, 7 days a week)

Value: €250

complimentary for you



## Poster Display (A1/A2) in Display Cases (2 units) at/in Kurhaus

Value: €250

complimentary for you



At the Kurhaus Windfang

As space is limited, displays can only be provided subject to availability. Please deliver your flyers (max. 50) and posters (max. 3) directly to: Tourist Info, Marktstraße 1, 65183 Wiesbaden.

# Advertising in the Exterior and Interior Areas of the RMCC

The modern and spacious interior and exterior areas of the RheinMain CongressCenter are highly visible within the cityscape. The centrally located RMCC sits at a major gateway to the city, ensuring visibility to thousands of passers-by.

Available branding options include:

- Full-surface glass branding
- Stair branding
- Indoor and outdoor banners
- Counter branding
- Lift branding
- Stage branding
- Ambient branding areas
- Free-standing advertising elements
- Digital wayfinding system integration
- Exterior areas
- Flags





The complete RMCC advertising catalogue including dimensions and pricing is available upon request.

Please note that these branding measures are only possible during your official event period and not in advance.

# Regional Visibility via External Providers

Should you wish to book additional advertising space in Wiesbaden or the surrounding region, various external providers are available. Please contact them directly.

## Parking Garage Advertising

Advertising space in Wiesbaden's car parks, for example beneath the RheinMain CongressCenter or at Bowling Green/Kurhaus Wiesbaden, enhances visibility and may be utilized in advance of your event.

Further information:

PLP Parkhauswerbung GmbH - [www.plp.de](http://www.plp.de)

## Transport Advertising

Advertising on and within city and regional buses is available in various formats.

Providers include:

Anbieter	Homepage
ESWE Verkehrsgesellschaft	<a href="http://www.eswe-verkehr.de">www.eswe-verkehr.de</a>
media in move gmbh	<a href="http://www.mediainmove.com">www.mediainmove.com</a>

## Poster Advertising

Most sites in Wiesbaden are operated by WallDecaux; in the Mainz area by Ströer. Additional private poster spaces are offered by providers such as longplay promotions, Deco Concept and IWM K. Kirchhoff.

Available formats include:

- Large-format billboards
- Illuminated City Light boards, posters and columns
- Full columns and general posting columns
- Utility box wraps
- Railway station media

# The team at Wiesbaden Congress & Marketing GmbH looks forward to receiving your inquiry.

Convention Wiesbaden – Event enquiries for Kurhaus Wiesbaden, RheinMain CongressCenter (RMCC) and Jagdschloss Platte

Tel.: +49 611 1729-400

E-Mail: [sales@wicm.de](mailto:sales@wicm.de)

Information about the MICE destination Wiesbaden:



[convention.wiesbaden.de](http://convention.wiesbaden.de)



[www.linkedin.com/showcase/convention-wiesbaden](http://www.linkedin.com/showcase/convention-wiesbaden)



[www.instagram.com/rmcc.wiesbaden](http://www.instagram.com/rmcc.wiesbaden)



[www.instagram.com/jagdschlossplatte.wiesbaden](http://www.instagram.com/jagdschlossplatte.wiesbaden)



[www.tinyurl.com/youtube-conventionwiesbaden](http://www.tinyurl.com/youtube-conventionwiesbaden)

Do you require assistance with hotels, group bookings or supporting programmes? The Tourism Wiesbaden team will be pleased to assist you.

Tel.: +49 611 1729-702

E-Mail: [gruppen@wicm.de](mailto:gruppen@wicm.de)

Wiesbaden Congress & Marketing GmbH | Kurhausplatz 1 | 65189 Wiesbaden

Telefon: +49 611 1729-700 | Mail: [info@wicm.de](mailto:info@wicm.de) | [www.wicm.de](http://www.wicm.de)

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Krausgrill, WICM, S. 10: Peter Krausgrill

Alle Angaben ohne Gewähr.

Stand: Januar 2026

# Wiesbaden Tourist Information

Marktplatz 1 (am Dern'schen Gelände) • 65183 Wiesbaden  
Telefon +49 611 1729-930 • t-info@wicm.de • tourismus.wiesbaden.de



*Wir freuen  
uns  
auf Euch!*



wiesbaden.info



wiesbaden.deinestadt



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**HESSISCH**

