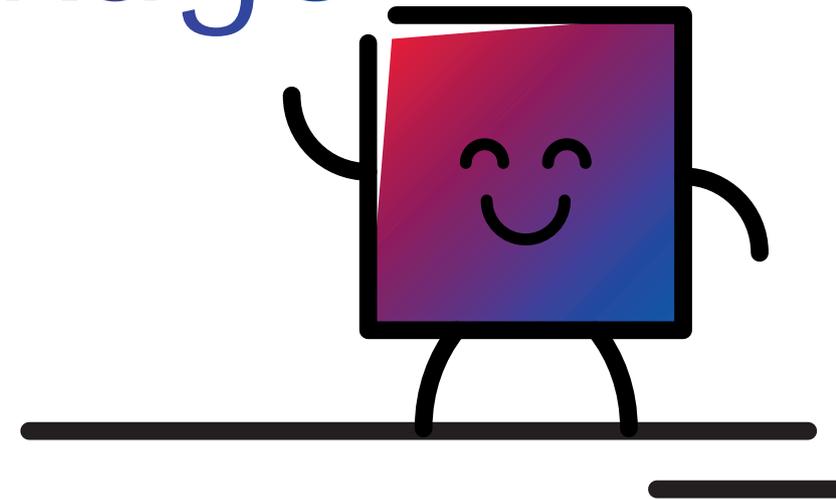


Information

Your Media Package



There's a lot going on – before, after and during a trade fair!

2

But with the Messe Frankfurt Media Package you as an exhibitor will still be in the spotlight.

Every trade fair visitor prepares for the event of the year in their own way and therefore Messe Frankfurt provides a whole range of different media.

This means that visitors can access relevant information about products and exhibitors at all times. And you have high-profile platforms on which present your company to the world.



What the Media Package gives you

Catalogue entry: Media Package Part 1

The data in Part 1 of the Media Package is published in **all the trade fair media**. This means you are spotlighted in the catalogue, the online exhibitor and product search and in the Navigator App. What's more, people can find you in the interactive hall plan and by consulting the visitor information system on the fairground.

What you get!

- company name
- address
- phone and fax number
- email and internet address
- hall and stand number
- company entry under two product groups

Online entry: Media Package Part 2

The data in Part 2 of the Media Package is published in all the **digital trade fair media**: in the online exhibitor and product search, in the Navigator App and in the interactive Ground Plan.

What you get!

- 1 company page with text and picture
- 5 product pages with text and picture
- 5 keywords for full-text search
- 5 product direct links
- 10 social media links
- 1 document download
(up to 6 PDF documents per language)
- 1 update of the presentation in each trade fair cycle

Price of the Media Package: € 750.–

Catalogue



The **catalogue** contains all the important information about the event.

As an exhibitor you are included in the alphabetical index with your company details and stand number. You can also be found under the product groups you have booked.

The catalogue helps people to prepare for their visit to the fair, and for many of them it becomes their “fair to go” afterwards – a tool that helps them to follow up with exhibitors.

Website



Each event has its own user-friendly **website** with intelligent full-text search. Search terms can be freely chosen.

This means the visitors are able to get comprehensive information about the event, the exhibitors and what they are offering.

Your company and product information and the basic details from the catalogue can be retrieved with one click.

Navigator App



During the event, the **Navigator App** offers visitors and exhibitors the quickest overview of the exhibition grounds and their own position in the hall.

Synchronization of bookmarks? Exhibitor and product search? A News section with the latest press releases and social media news from Twitter?

There’s nothing this app can’t do. But most importantly, visitors can use the app to find you while they are on the go.

Interactive hall plan



Visitors can find the **interactive hall plan** both online and in the Navigator App – and this also means they get your exact position as an exhibitor at all times and from any location.

The user interface is interactive and animated: a click on a stand takes you to the exhibitor's profile with further information about the company and its products.

Information counters



At the many on-site **information counters** visitors can learn where your stand is located, what products you are offering and whether you are hosting any special events at your stand.

The fair hosts and hostesses at the information desks are supported by the visitor information system, which is continually updated during an event.

Add-Ons?



Wouldn't it be nice if it was **even easier** for visitors to find you? Ask about the supplementary services, add-ons, and opportunities for banner advertising.



You wish to be represented in the whole range of trade fair media?

Simply make full use of the Media Package and send us all the relevant data.

Questions about the catalogue entry: Media Package Part 1

katalog@messefrankfurt.com

Tel.: +49 69 7575-5131

Questions about the online entry: Media Package Part 2

service@online.messefrankfurt.com

Tel.: +49 69 7575-5090

