



Media Package Manager

Your profile. Your audience.
Your business.

Information about the Media Package

When you decide to take part in **IFFA**, you will receive a **Media Package** that includes various details for your catalogue entry and online profile.

Details Included in the Media Package

- company name, address, contact details
- 2 product groups
- 1 company page (1 image and 8.000 characters of text per language, i.e., English and German)
- 5 product pages (each with 1 image and 7.000 characters of text per language, i.e., English and German)
- 5 search terms
- 5 direct links to your products
- 10 social media links
- 6 PDF documents per language (English and German) as a download
- 4 contact persons for your online profile

All details for your company profile in the event media, including the digital event platform, can be submitted via the **Media Package Manager (MPM)**. Once you are registered for the show, you will receive an e-mail with a link to MPM, and you can then access the system with your Messe-Login. MPM also allows you to edit, and add to, the details of your company profile at any time, and these details will be automatically transferred to all relevant event media.

In addition, MPM offers you a large selection of **add-ons**, with which you can enhance your company profile.

You don't yet have access to MPM?

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Do you have any questions about using MPM?

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