

Video On Demand in Exhibitor Stream of IFFA 2022

Deadline: 12.4.2022

Reach your target group on IFFA Digital Extension!

Our B2B booster for you:

Your video will be available "On Demand" before the start of IFFA, from April 25 earliest.

We offer you the opportunity to present your product innovations and services in a **very individual and personal way** - just as you do on your stand.

Choose the right criteria /tag for your video (out of 9 criteria) - to reach your target group even better.

Make use of our lead management to make new contacts in a targeted manner. You can see who is interested in your video and thus have a direct conversation starter.

Criterion / Focus / Tags:

Processing Innovations

Automation

Digitalisation

Packaging Trends

Craft Butchery Trends

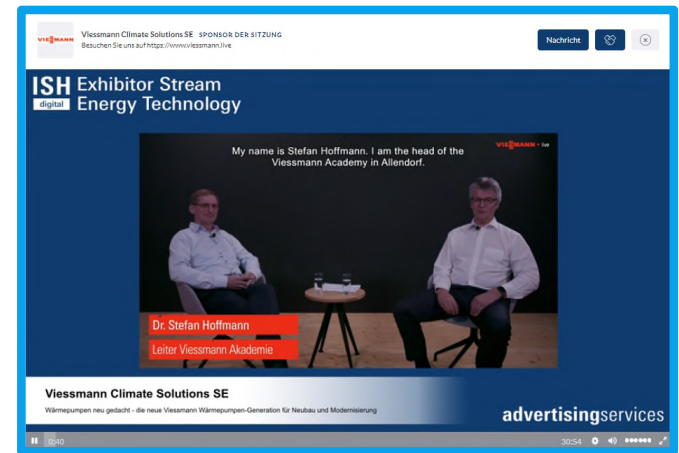
Modern Ingredients

Alternative Proteins

Food Safety

Sustainability

15 minutes 1.800 €



Random example – Presentation is not binding

Our service for you:

- Set the video online on the digital platform (provided it is delivered on time)
- Information about the video in the official IFF programme on the digital platform
- Please note the technical specifications
- Liability or compensation for damages is limited to the order amount (see our GTC)

Digital Platform	Website	App
✓	✗	✗

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Product & Service Stream IFFA 2022



Bitte nennen Sie uns folgende Informationen/ Please fill in the following details

Firmenname/ Company

**Titel der Web Session/
Title of web session**

**Thematisches Segment /
thematic segment**

**Vortragssprache/
Language of presentation**

**Sprache Untertitel/
Language of subtitle**

deutsch/
german

englisch/
english

Sonstige/
Other

kein Untertitel/
no subtitle

Bitte mindestens eine Sprache ausfüllen/ Please fill in one language at least

**Kurzbeschreibung deutsch/
Short description german**

**Kurzbeschreibung englisch/
Short description english**

**Ausführliche Beschreibung deutsch/
Long description german**

**Ausführliche Beschreibung englisch/
Long description english**

Product & Service Stream

IFFA 2022

Exhibitor information, technical requirements/process

General specifications / requirements

Delivery file format:

- Resolution 16:9 in 1.920 x 1.080 pixel.
- Presentation Power Point, PDF.
- Video AVI, MP4, H264, MPEG-2, WMV, MOV and MXF.

If media are delivered with a different aspect ratio, they will be scaled to the maximum possible. Black bars may appear above / below the image or on the sides.

Contact media technology Product & Service Stream

Email

digitaladvertising@messefrankfurt.com