



HERMES
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PR Package ***for the*** ***HERMES AWARD Winner***

- ☒ Huge “XL poster” displayed on Nord (north) 4 parking ramp during HANNOVER MESSE
- ☒ 10 posters each in Skywalks West and East
- ☒ Online promotion: skyscraper ad, 200,000 page impressions, rotation
- ☒ Participation in two European press conferences as of January, 2013 – flight and hotel included
- ☒ Presentation opportunity for TOP 5 nominees at kick-off press conference
- ☒ Branding in *Niedersachsenhalle* (“Lower Saxony Hall”), i.e. location of dinner reception following HANNOVER MESSE Opening Ceremony
- ☒ Branding and participation of two company representatives at the VIPs-only “Gala Herrenhausen” dinner reception
- ☒ 2-year membership in the Chief Executive Club for HANNOVER MESSE (exclusively for CEOs and top management)
- ☒ Honorable mention at the opening festivities for the Night of Innovations (evening of April 23)

Total value

approx. € 100,000