

Marketing Guide 2011

Now even easier to use

The four pillars for your
success:
Our marketing services
for exhibitors



Hannover, 11–13 October 2011

THE FOUR PILLARS

Your business success at BIOTECHNICA is something you can plan for. Use the right marketing measures to increase the quality and quantity of your leads. That means more customer traffic at your stand and more business for your company.

This brochure will help you plan ahead and organize for your presentation at the upcoming BIOTECHNICA. All the different marketing aspects you need to think about in the run-up to the show are presented here under the following four service category headings:

INVITATION SERVICES

Attract potential new customers to your stand – and invite your guests to BIOTECHNICA free of charge. Get the business leads you are looking for by consolidating and expanding your customer base. Your visitor profile is something you can actively influence.

SUPPORTING ADVERTISING & COMMUNICATION

Attract additional visitor traffic to your stand. The professional display environment ensures a high concentration of potential buyers, thus minimizing any wasted coverage.

LEAD MANAGEMENT SERVICES

Find and be found. We have developed convenient ways of making contact with trade visitors before, during and after the show with a view to building productive business relationships for the future.

MEDIA SERVICES

Get your message across to the industry – and get your name in the media. Our professional media services will bring your products to the attention of the relevant journalists. We're here to help!

The 2011 Marketing Guide shows you how – with handy symbols and information boxes

€ These services or items are already covered by your stand rental charge or other obligatory charges (e.g. media charge) – so you pay nothing extra.

€ € Basic services are free, other options are chargeable.

€ Further optional services or items, available at extra cost.



Marketing services that are particularly popular with exhibitors.

Ordering period

Ordering period: from 15 July to 13 October 2011



The timeline represents a period of 12 windows, each of 4 weeks' duration. BIOTECHNICA 2011 begins where the timeline ends. In the example above, the service in question becomes available to exhibitors approx. 11 weeks (= 11 green boxes) prior to the start of BIOTECHNICA.



Benefit from our comprehensive services and take advantage of these attractive approaches to your own individual visitor marketing. Maximize your presence before, during and after the show by getting an overview of the communication services available for BIOTECHNICA. These four building blocks will help guarantee your sustained success.

**INVITATION
SERVICES**

Everything you need to invite your guests to the show!

Complimentary Tickets 4
 Advertising materials for your invitations 5

**LEAD
MANAGEMENT
SERVICES**

Everything you need for sustained business leads!

Media listings 7
 Visitor data 8
 Lead management 9

**SUPPORTING
ADVERTISING &
COMMUNICATION**

Everything you need for their undivided attention!

Print advertising in the catalogue 10
 Outdoor advertising 11
 Online advertising 13
 Press advertising 15
 Sponsoring 16

**MEDIA
SERVICES**

Everything you need for a strong presence in the relevant trade media!

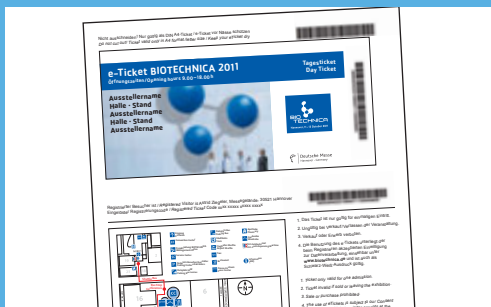
Media consulting 19
 Media presence 20
 Facilitating media contacts 21

INVITATION SERVICES

Complimentary Tickets

Market research has shown that exhibitors who enclose Complimentary Tickets with their invitations attract over 33 % more visitors to their stand than exhibitors who elect not to invite their guests.

E-ticket €



- Two days after receiving your order we will send you an Excel list with your e-ticket codes (1 e-ticket code per ticket). Your guests simply click on the code to register their ticket online, and we will e-mail them their e-ticket to be printed out
- e-mailings save time and postage costs
- Size: 210 x 297 mm. Personalized imprints are always an option
- Cost for up to 49 tickets (€/ticket): € 14.50, 50 – 99 tickets: € 13.50, 100 – 199 tickets: € 13.00, 200+ tickets: € 12.00. You pay only for tickets that are actually used. Alternative: bulk ticket packs



Ordering period: from 19 July 2011 to 13 October 2011



Complimentary Tickets (print) €



- When your guests receive their tickets, they must register them online
- Presenting a ticket to a customer in person demonstrates how much you value the customer relationship
- Size: 189 x 82.5 mm; weight: approx. 2.5 g. Personalized imprints can be ordered up to 12 September 2011
- Cost for up to 49 tickets (€ per ticket): € 14.50; 50 – 99 tickets: € 13.50; 100 – 199 tickets: € 13.00; 200+ tickets: € 12.00. You pay only for tickets that are actually used. Alternative: bulk ticket packs

Ordering period: from 19 July 2011 to 30 September 2011



Contact



Jette Bösch
Tel. +49 511 89-39000
fachbesucher-tickets@messe.de

Advertising materials for your invitations

Use the invitation card – you can add your own imprint – and enclose a visitor brochure. A significant proportion of trade visitors decide to attend the show on the basis of a personal invitation.

Invitation card €



Send invitations to your customers and use the inside for your personalized imprint.

- You can add your own imprint using a copier or (laser) printer
- Include a visitor brochure or Complimentary Ticket
- Size: 210 x 100 mm; weight: 6 g; language: D-German, GB-English
- No additional costs

Ordering period: from 22 June 2011 to 7 October 2011



Visitor brochure €



Send copies of the visitor brochure to your customers. It contains important information about BIOTECHNICA, the featured focus topics, opening times and costs.

- Size: 100 x 210 mm; weight: 17 g; number of pages: 12; language: D-German, GB-English
- No additional costs



Ordering period: from 22 June 2011 to 7 October 2011



E-book visitor brochure €



The visitor brochure is available as an e-book. Send the link with an invitation e-mail so that your customer can find out about the show.

- This option saves you postage costs
- No additional costs

Ordering period: from 1 July 2011 to 11 October 2011



Contact



Heidi Bauer
Tel. + 49 511 89-31237
heidi.bauer@messe.de

www.obs.messe.de

Online ordering around the clock

You can find information about all our products and services at www.obs.messe.de

And if you have a technical query, the OBS team will be happy to assist:

Tel. +49 511 89-37000, e-mail: obs@messe.de

INVITATION SERVICES

Advertising materials for your invitations

It's easy to generate publicity for your presentation with mailing stickers for your day-to-day correspondence, posters or online banners in your showroom.

Mailing stickers without € or with imprint €



Use the mailing stickers for your day-to-day business mail.



No imprint:

- Size: 40 x 60 mm
- No additional costs

With imprint "We're exhibiting in Hall 9, Stand xy":

- Size: 55 x 35 mm
- Languages: D-German + GB-English
- Cost: € 27.80 for 1,000 stickers

Ordering period: from 22 June 2011 to 30 September 2011



DIN A1 posters €



Attract attention to your presentation at BIOTECHNICA – for example, in your conference rooms or on your company notice-boards.

- Language: GB-English
- Size: 594 x 841 mm
- No additional costs

Ordering period: from 22 June 2011 to 7 October 2011



Online banners €



Place a banner on your own homepage to publicize your presence at the show.

- The banner will be created automatically using your order and customer ID number. It will include your hall and stand numbers
- A link will be generated that leads to your exhibitor data
- Size: 468 x 60 pixels, 234 x 60 pixels and 120 x 600 pixels
- No additional costs

Ordering period: as from 15 August 2011



Contact



Heidi Bauer
Tel. + 49 511 89-31237
heidi.bauer@messe.de

LEAD MANAGEMENT SERVICES

Media listings and Lead management

Brand names €

CelleGen BLU		Ausstellersverzeichnis nach Markennamen Exhibitors by Brand Names		Thermo Scientific Nunc und Thermo Scientific Nalga	
Markenname Brand name	Produktkategorie/Produktbeschreibung Product category/Description of Product	Aussteller/Exhibitor Company name	Markenname Brand name	Produktkategorie/Produktbeschreibung Product category/Description of Product	Aussteller/Exhibitor Company name
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Visitors can search separately for the brand names of your products in all media if an order is received for at least one product category listing.

- Optimized brand name searches generate more visitor traffic at your stand
- Cost: € 100 per brand name and per product category listing

Ordering period: from 8 June 2011 to 12 July 2011



Company logo/hyperlink on the Internet €



We offer you the option of linking your company logo with your website: one click on the logo takes the visitor straight to your website

- If you order a company logo and a hyperlink at the same time, the logo functions as the link
- Your company logo will be added to your corporate profile in the exhibitor catalogue
- Cost: € 170 per hyperlink; company logo € 125



Ordering period: from 8 June 2011 to 12 July 2011



Visitor data €

Date	Name	No.	Format
29.05.2010	User data for complimentary tickets	-	MS Excel

Five weeks before the start of the show we will begin updating the registration data of your invited guests on a daily basis as they register their Complimentary Tickets. One week after the show we will make the user data available to you

- Arrange appointments at your stand in advance and get a head start on your post-show follow-ups
- Excel list available for downloading via the OBS service
- Free service


Ordering period: as from 6 September 2011



Contact

Brand names, company logo/hyperlink
 Deutsche Messe Media Service
 Tel. + 49 511 330601-39
 media-service@content.biotechnica.de

Visitor data

 Jette Bösch
 Tel. +49 511 89-39000
 fachbesucher-tickets@messe.de

Media listings and Lead management

Lead management €



Lead management makes it possible to collect and manage visitor data by scanning business cards and/or the barcodes on Complimentary Tickets.

TOP
PRODUCT

- The system can also be used to prepare and document show reports and questionnaires
- Saves time and resources
- Packages available to suit individual requirements
- Cost: basic package € 349; full package € 990

Ordering period: from 3 June 2011 to 13 October 2011



BIO
TECHNICA



Contact

convey Information Systems GmbH
Tel. +49 89 543449-33
leadsuccess@convey.de

www.obs.messe.de

Online ordering around the clock

You can find information about all our products and services at www.obs.messe.de

And if you have a technical query, the OBS team will be happy to assist:

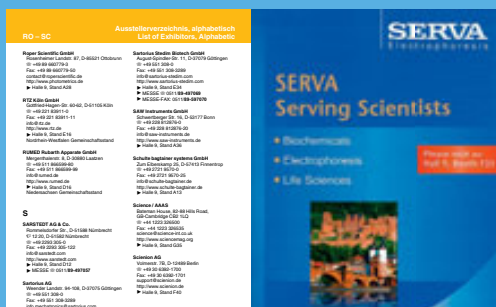
Tel. +49 511 89-37000, e-mail: obs@messe.de

SUPPORTING ADVERTISING & COMMUNICATION

Print advertising in the catalogue

By advertising in the BIOTECHNICA catalogue you'll command the full attention of visitors to the show – including all the key decision-makers.

Catalogue ad, b/w or 4 colour €



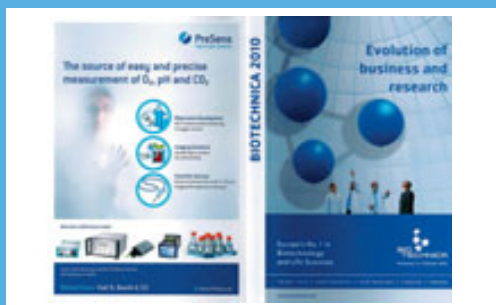
- Print run: 1,200 copies
- Size: Full page, 123 mm wide, 190 mm high
1/2 page 123 mm wide, 90 mm high
- Cost: Full page b/w € 395, full page 4 colour € 550
1/2 page b/w € 225, 1/2 page 4 colour € 380



Ordering period: from 8 June 2011 to 12 July 2011



Catalogue ad: 2nd, 3rd, 4th cover page and bookmark €



- Prime positioning – guaranteed to catch the eye!
- Size, catalogue cover: 145 mm wide, 210 mm high
Size, bookmark: max. width 90 mm, max. height 180 mm
- Cost: from € 1,950

Ordering period: from 8 June 2011 to 12 July 2011



Contact

Deutsche Messe Media Service
Tel. + 49 511 330601-39
media-service@content.biotechnica.de

Outdoor advertising

With a proven efficacy rate of almost 75%, out-of-home media achieve a greater impact than any other form of advertising. In the context of a trade show outdoor advertising allows you to focus on your target group(s) and publicize your products without any significant wastage.

Boards €



A series of these large-format boards is an ideal way to advertise a sequence of motifs.

- Present your company and products at taxi stands, bus stops and train stations or on the Exhibition Grounds themselves
- Size: 5 m wide, 90 cm high
- Cost: € 220 media fee for a two-sided board, plus production costs

Ordering period: from 1 July 2011 to 13 September 2011



Advertising towers €



- Premium advertising sites offering 165 m² of display area
- Strategic placement on the Exhibition Grounds and in the entrance areas
- Size: 4.18 m x 4.18 m per side and 9.90 m high
- Cost: € 2,800 media fee per tower, plus production costs

Ordering period: from 1 July 2011 to 13 September 2011



Mega skywalk banners €



The perfect solution for product advertising and serial motifs.

- Located on the side panels of Skywalk South, directly in the visitors' field of vision
- Size: 1.85 m wide x 2.10 m high
- Cost: € 195 media fee per banner, plus production costs

Ordering period: from 1 July 2011 to 13 September 2011



Contact

Anke Robbers, Tel. +49 511 89-31227
Sabina Kroll-Behrens,
Tel. +49 511 89-31256
advertising@messe.de

www.obs.messe.de

Online ordering around the clock

You can find information about all our products and services at www.obs.messe.de

And if you have a technical query, the OBS team will be happy to assist:

Tel. +49 511 89-37000, e-mail: obs@messe.de

SUPPORTING ADVERTISING & COMMUNICATION

Outdoor advertising

Three-sided poster stands €



These poster-size display panels will grab the attention of passers-by, regardless of where they are looking or going.

- Simultaneous presence at five different locations
- Size: DIN A0, 84 cm wide x 1.19 m wide
- Cost: € 550 media fee, plus production costs, for a network of five three-sided poster stands

Ordering period: from 1 July 2011 to 13 September 2011



Advertising in on-site sanitary facilities €



Visitors to the on-site sanitary facilities spend time on their own without distractions – so it's a good opportunity to catch their attention.

- You can address your target group with site-specific and gender-specific messages
- There is provision for flexible placement of advertising, depending on the specific layout of the facility
- Sizes: DIN A1, A3, A5
- Cost: € 870 media fee per site, plus production costs

Ordering period: from 1 July 2011 to 13 September 2011



Promotions €



You can also appeal personally to your target group via exclusive promotions.

- You can distribute product information or invitations direct to your target group in the form of flyers or giveaways
- We will reserve exclusive distribution locations in the entrance area and on the Exhibition Grounds
- Cost: € 1,300 per promotion, excluding personnel costs

Ordering period: from 1 July 2011 to 26 September 2011



Contact

Anke Robbers, Tel. +49 511 89-31227
Sabina Kroll-Behrens, Tel. +49 511 89-31256
advertising@messe.de

Online advertising

Advertise your business and your presentation at the show in advance at biotechnica.de and generate early interest among potential customers from many different countries. That way you'll increase the number of visitors coming to your stand.

Medium rectangle €



Large-format advertisement in an ideal position: this is the way to get noticed!

- Placement: under the heading of your choice
- Minimum booking 20,000 page impressions
- Size: 300 pixels wide x 250 pixels high
- Cost: € 70 per 1,000 page impressions

Ordering period: until 13 October 2011



Skyscraper €



Can be booked on all web pages – the classic choice!

- Placement: homepage, under the heading of your choice or website rotation
- Minimum booking 20,000 page impressions
- Size: 120 pixels wide x 600 pixels high
- Cost: homepage € 80, selected rubric € 60 and website rotation € 50 per 1,000 page impressions



Ordering period: until 13 October 2011



Half Banner €



Not particularly large, but perfectly placed: affordable advertising centrally located within the page content!

- Placement: home page, under the heading of your choice or website rotation
- Minimum booking 20,000 page impressions
- Size: 234 pixels wide x 60 pixels high
- Cost: home page € 40, selected heading € 60 and website rotation € 20 per 1,000 page impressions

Ordering period: until 13 October 2011



Contact



Katja Anssar
Tel. +49 511 89-34314
advertising@messe.de

www.obs.messe.de

Online ordering around the clock

You can find information about all our products and services at www.obs.messe.de

And if you have a technical query, the OBS team will be happy to assist:

Tel. +49 511 89-37000, e-mail: obs@messe.de

SUPPORTING ADVERTISING & COMMUNICATION

Online advertising

Ads in the visitor newsletter €



The visitor newsletter contains items on trends and facts relating to the show, information about important services such as exhibitor and product searches, dates and times of events at BIOTECHNICA – and much more besides.

- Several issues focusing on different topic areas
- Approx. 9,000 subscribers
- Cost per advertisement and issue: from € 360

Ordering period: from 1 July 2011 to 26 September 2011



Contact



Katja Anssar
Tel. +49 511 89-34314
advertising@messe.de



Press advertising

Put your advertisement in one of the following print publications to attract more attention – and more visitors to your stand. Contact our customer service team for information about combined packages at attractive prices.

BIOTECHNICA MAGAZINE €



The BIOTECHNICA MAGAZINE brings you news, trends and background reports on the areas of technology featured at BIOTECHNICA.

- The magazine is distributed via the market-leading trade journals LABORPRAXIS, PROCESS, PharmaTEC and PROCESS worldwide
- Published as a special invitation edition in German and English, in a print run of 50,000 copies
- Cost: full page € 5,900; 2/3 page € 4,100; junior page € 3,400; 1/2 page € 2,950; 1/3 page € 2,000; 1/4 page € 1,600

Ordering period: from 1 June 2011 to 5 August 2011



BIOTECHNICA DAILY €



Advertise in the BIOTECHNICA DAILY, the newspaper for BIOTECHNICA 2011.

- Three issues during the show
- Copies will be distributed to visitors at the entrances to the Exhibition Grounds from 8.00 a.m. each day
- Cost per issue: 1/1 page € 2,000; 2/3 page € 1,400; junior page € 1,300; 1/2 page € 1,200; 1/3 page € 800; 1/4 page € 600



Ordering period: from 1 June 2011 to 27 September 2011



BIOTECHNICA VISITOR GUIDE €



The official guide to the show in a handy pocket-size format, containing all the important information visitors need – including the complete BIOTECHNICA conference program and an up-to-date listing of exhibitors.

- Published in German and English
- Print run: 60,000 copies
- Cost: 1/1 page € 4,900; 1/2 page € 2,500

Ordering period: from 1 June 2011 to 12 September 2011



Contact



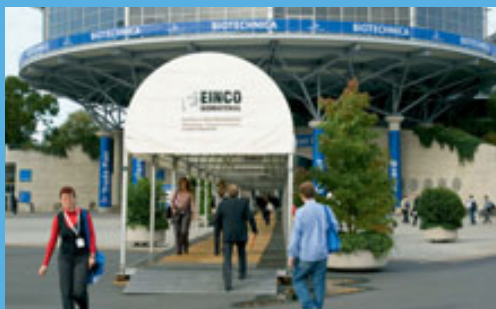
Vogel Business Media
Ludwig Springauf
Tel. +49 931 418-2518
ludwig.springauf@vogel.de

SUPPORTING ADVERTISING & COMMUNICATION

Sponsoring

BIOTECHNICA sponsorship packages enhance your presence in the marketplace, raise your exhibitor profile, attract more attention from visitors, extend your appeal to new target groups and make your company and products better known.

Walkway package €



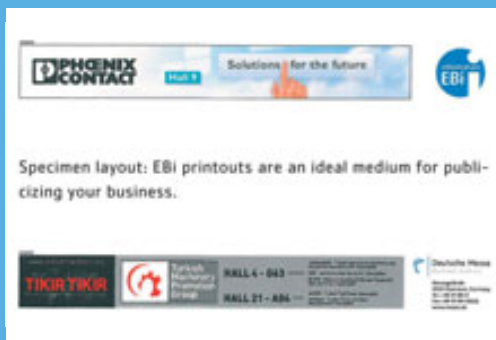
Use the covered walkway as an advertising platform. Thousands of visitors choose this route to make their way between the exhibition halls and the Convention Center in the dry.

- Corporate logo/banner displayed on the walkway; inclusion of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays
- Cost: € 3,000

Ordering period: from 1 July 2011 to 20 September 2011



EBi visitor information package €



The EBi visitor information terminals on the Exhibition Grounds are a useful source of information about exhibitors, products and services – with paper printouts available if desired.

- Two eye-catching advertising placements in the headers and footers of the printout pages
- Your logo on all EBi printouts relating to BIOTECHNICA and inclusion of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays
- Cost: € 1,500

Ordering period: from 1 July 2011 to 15 August 2011



Internet Lounge package €



Give more than 14,000 visitors in the exhibition hall a chance to surf the Internet free of charge.

- It's a great way to get your stand noticed
- Placard identifying exclusive sponsor status in the Internet Lounge; inclusion of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays as well as in the BIOTECHNICA MAGAZINE and BIOTECHNICA e-newsletter
- Cost: € 8,500

Ordering period: from 1 July 2011 to 31 August 2011



Sponsoring

Lanyards package €



All conference delegates will receive a name badge.

TOP
PRODUCT

- You choose the colour design for the attached lanyards and the way in which your logo is depicted
- Exclusive sponsor status; inclusion of your logo on the lanyards as well as on the Partners & Sponsors page on the website, in various brochures and on stand-up displays
- Cost: € 3,500

Ordering period: from 1 July 2011 to 1 August 2011



Conference bag package €



Conference delegates will be given our BIOTECHNICA bags.

- You choose the colour design and the way in which your logo is depicted
- Exclusive sponsor status; your logo printed on conference bags; corporate brochures, notepads and ballpoint pens included in conference bag; inclusion of your logo on the Partners & Sponsors page on the website, in various brochures and on stand-up displays
- Cost: € 8,500

Ordering period: from 1 June 2011 to 10 July 2011



Special Displays Forum package €



The "Special Displays Forum" hosts talks on Biotech Services, Industrial Biotechnology and Food. On the Thursday of the show the Forum serves as a job and career platform for skilled personnel with a scientific/technical background.

- Sponsorship placard displayed in the Forum, name mentioned by the session moderator, 25-minute time slot for a talk in one of the above topic areas
- Cost: € 3,000

Ordering period: from 1 July 2011 to 15 August 2011



Contact



Susan Canisius
Tel. +49 511 89-31152
susan.canisius@messe.de

SUPPORTING ADVERTISING & COMMUNICATION

Sponsoring

BIOTECHNICA NIGHT Package €



Attended by over 1,000 guests from the worlds of business, science and politics, the official opening ceremony for BIOTECHNICA takes place on the evening of the first day of the show.

- Presentation of the EUROPEAN BIOTECHNICA AWARD
- Exclusive sponsor status; 20 tickets to BIOTECHNICA NIGHT, with admission to Biotechnica included; VIP Table; sponsors' logos printed on the menu cards and serviettes; inclusion of your logo on the invitation cards and name badges
- Cost: € 15,000

Ordering period: from 1 July 2011 to 15 August 2011



Award package €



Give money to a good cause! An international jury will nominate a sponsor who has distinguished himself in the field of technology transfer.

- The sponsor of the 9th EUROPEAN BIOTECHNICA AWARD will decide which good cause the sponsorship money should go to
- 2 Complimentary Tickets for BIOTECHNICA NIGHT and mention of name during the award presentation
- Cost: € 10,000

Ordering period: from 1 July 2011 to 15 September 2011



Contact



Susan Canisius
Tel. +49 511 89-31152
susan.canisius@messe.de

MEDIA SERVICES

Media consulting

Ask our team of professionals to assist you with the preparation of your media events.

Press conferences €



We can help you arrange and organize your press conferences, either at your stand or in a conference room in the Convention Center.

- Advice on planning, coordinating and staging your events
- Full details circulated in the press conference schedule
- Optimum briefing for journalists
- No additional costs

Ordering period: until 13 October 2011



Streaming media/Internet TV €



We also offer the option of an Internet broadcast – live or on demand.

- Your press conference will reach a larger audience
- Ideal advertising platform
- Cost: quoted on request

Ordering period: until 13 October 2011



Contact



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maryam.maghsudi@messe.de

www.obs.messe.de

Online ordering around the clock

You can find information about all our products and services at www.obs.messe.de

And if you have a technical query, the OBS team will be happy to assist:

Tel. +49 511 89-37000, e-mail: obs@messe.de

MEDIA SERVICES

Media presence

It makes sense to get your message out where the media presence is most concentrated – in the Press Center and on the Internet. Journalists from all over the world use these resources to seek out information about new products from all sectors of industry.

Online press boxes €



Put your information online at biotechnica.de, where journalists and visitors can use it for their research.



- All information can be downloaded by users at any time. In addition, it is distributed by e-mail to registered journalists
- File formats: texts as .doc or .rtf files; images as jpg files, max. 1.2 MB (2,500 pixels)
- Cost: texts in German or English, max. 10,000 characters, € 100 per item; images, € 70 per item

Ordering period: until 13 October 2011



Press distribution boxes €



Press distribution boxes are available for renting at the centrally located Press Center on the Exhibition Grounds.



- Press packs are an invaluable source of information for trade journalists
- We recommend that information is provided in German and English
- Cost: € 52 per press box

Ordering period: until 13 October 2011



Contact

Online press boxes



Oreste Mallus
Tel. +49 511 89-32303
GLOBIS@messe.de

Press distribution boxes

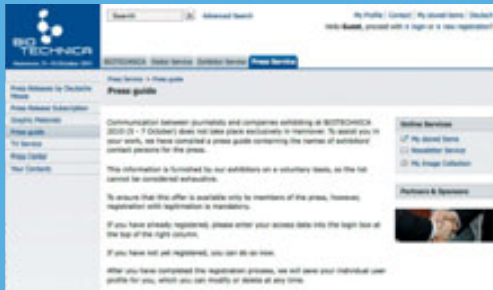


Maryam Maghsudi
Tel. +49 511 89-31025
maryam.maghsudi@messe.de

Facilitating media contacts

Take advantage of the entries in our databases, which are used by journalists for their research, and let us advise you on choosing the right media partner and making the initial contact. Then your innovations will get the publicity they deserve!

Online press guide €



Put your contact details online on the BIOTECHNICA press server.

- Journalists will be able to communicate directly with the person(s) responsible for press liaison within your company
- Registered journalists will be able to find you very easily
- No additional costs

Ordering period: until 1 October 2011



Media addresses €



Ask for our detailed listing of international trade journals.

- Names and addresses of news media available in an electronic file format
- Distribute information and invitations to selected media target groups
- No additional costs

Ordering period: until 13 October 2011



Products and innovations €



We can prepare a write-up of your latest innovations and new products and forward it to the trade press.

- Texts drafted and edited by technical specialists
- Proper assessment of the innovation value
- A great way to keep the international trade press informed
- No additional costs

Ordering period: until 12 July 2011



Contact



Maryam Maghsudi
Tel. +49 511 89-31025
maryam.maghsudi@messe.de

www.obs.messe.de

Online ordering around the clock

You can find information about all our products and services at www.obs.messe.de

And if you have a technical query, the OBS team will be happy to assist:

Tel. +49 511 89-37000, e-mail: obs@messe.de

PRESS SERVICES

Facilitating media contacts

HOT TOPICS news service €



Tell the press about your innovative products, new trends and advanced applications.

- Newspapers and business journals, radio and TV
- Send your latest news to important publications by e-mail
- Printed copies can be picked up in the Press Center
- No additional costs

Ordering period: until 10 October 2011



Contact



Maryam Maghsudi
Tel. +49 511 89-31025
maryam.maghsudi@messe.de

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CHECKLIST

	OBS service category	Cost	Required?	
INVITATION SERVICES	E-tickets	Tickets and Lead Services	Available at extra charge	<input type="checkbox"/>
	Complimentary Tickets (print)	Tickets and Lead Services	Available at extra charge	<input type="checkbox"/>
	Invitation cards	Advertising	Free	<input checked="" type="checkbox"/>
	Visitor brochure	Advertising	Free	<input checked="" type="checkbox"/>
	E-book visitor brochure	Advertising	Free	<input checked="" type="checkbox"/>
	Mailing stickers, no imprint	Advertising	Free	<input checked="" type="checkbox"/>
	Mailing stickers with imprint	Advertising	Available at extra charge	<input type="checkbox"/>
	DIN A1 posters	Advertising	Free	<input checked="" type="checkbox"/>
	Online banners	biotechnica.de	Free	<input checked="" type="checkbox"/>
LEAD MANAGEMENT SERVICES	Media listings	Media listings	Available at extra charge	<input type="checkbox"/>
	Visitor data	Start page, following login	Free	<input checked="" type="checkbox"/>
	Lead management	Tickets and Lead Services	Available at extra charge	<input type="checkbox"/>
SUPPORTING ADVERTISING & COMMUNICATION	Print advertising in the catalogue	Advertising	Available at extra charge	<input type="checkbox"/>
	Outdoor advertising	Advertising	Available at extra charge	<input type="checkbox"/>
	Online advertising	Advertising	Available at extra charge	<input type="checkbox"/>
	Press advertising	Advertising	Available at extra charge	<input type="checkbox"/>
	Sponsoring	on request	Available at extra charge	<input type="checkbox"/>
MEDIA SERVICES	Consulting on press conferences	Press Services	Free	<input checked="" type="checkbox"/>
	Streaming media/Internet TV	Press Services	Available at extra charge	<input type="checkbox"/>
	Online press boxes	Press Services	Available at extra charge	<input type="checkbox"/>
	Press distribution boxes	Press Services	Available at extra charge	<input type="checkbox"/>
	Online press guide	Press Services	Free	<input checked="" type="checkbox"/>
	List of media addresses	Press Services	Free	<input checked="" type="checkbox"/>
	Products and innovations	Press Services	Free	<input checked="" type="checkbox"/>
	HOT TOPICS news service	Press Services	Free	<input checked="" type="checkbox"/>



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