

EVERYTHING YOU NEED FOR BOOSTING YOUR TURNOUT AT THE SHOW!



Hannover, 11–13 October 2011

By using our professional invitation services to attract new leads and reinforce ties with existing customers you can have a major impact on the quality and numbers of visitors who come to see you at the show. Read on to learn more about ways of boosting your tradeshow gains and ensuring that your pre-show marketing activities really pay off!

SERVICE	PRICES (SUBJECT TO VAT)	EXPLANATIONS
COMPLIMENTARY TICKETS (printed tickets and eTickets)	(must be registered in advance) Cost: You will only be charged for tickets that are redeemed. - up to 49 tickets: € 14.50 each - 50 tickets or more: € 13.50 each - 100 tickets or more: € 13.00 each - 200 tickets or more: € 12.00 each We also offer two packages. Exhibitors may combine a package with individual tickets. Package prices are as follows: - 50-ticket package € 300.00 each - 100-ticket package € 550.00 each	Complimentary tickets are the most effective marketing tool to get visitors to your stand. Printed tickets are intended for targeted invitation campaigns or to hand over to your customers in person. eTickets are ideal for large-scale, cost-effective invitation campaigns aimed at existing or potential customers. Tickets are simply sent by e-mail, saving you time and money.
CONTACT: Jette Bösch, tel. +49 511 89-39000, complimentary-tickets@messe.de		www.obs.messe.de • Services category: Tickets and lead management
VISITOR DATA	Cost: Free	Visitor registration works to your advantage because your guests' registration details are made available as early as five weeks before the show and then updated on a daily basis. What's more, their details will also be available to download from OBS for post-show marketing purposes.
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LEAD MANAGEMENT Basic package	Cost: € 349 with business card scanner	Use one of our fantastic lead management packages to save you the tedious process of collecting business cards, manually entering the details and sifting through and retyping handwritten memos. This paves the way for easy post-show business. Scan your visitors' address details using the business card scanner. You also have the option of preparing questionnaires/tradeshow reports yourself or having them prepared for you as a way of documenting and tracking the talks held at your stand.
Full package	Cost: € 990 "Ready to work", complete with business card and barcode scanner, lead management software and laser scanner	The special laser scanner scans and processes completed questionnaires/tradeshow reports.
CONTACT: Elisabeth Zilch, tel. +49 511 89-31335, elisabeth.zilch@messe.de		www.obs.messe.de • Services category: Tickets and lead management
PROMOTIONAL MATERIALS Invitation cards and visitor brochure	Cost: Free	We provide numerous useful promotional materials for your invitations. Additional free promotional materials can be found via OBS or at www.biotechnica.de/advertisingmaterial . Our invitation cards enable you to print your own message and are ideal for invitation campaigns. And enclosing a visitor brochure and a complimentary ticket along with your invitation is also a great idea!
Mailing stickers	Cost without imprint: Free Cost with imprint: From € 27.80 per 1,000 stickers	Mailing stickers are available with or without company details (hall and stand number).
CONTACT: Heidi Bauer, tel. +49 511 89-31237, heidi.bauer@messe.de		www.obs.messe.de • Services category: Advertising your tradeshow appearance