



Listings in the
tradeshow media

Tradeshow media

List your products to maximize your leads!

Relevant business clients rely increasingly on the Internet to find new and innovative products and solutions. Often they need to compare products and services in related fields before making a decision to invest. “Research online, purchase offline” has become a fundamental principle of today’s procurement management. At our central event-based websites we embrace this phenomenon, offering users and tradeshow visitors an opportunity to

look up our exhibitors as well as their products and services with the help of a targeted online search function – 24/7, worldwide. By listing your company and its product portfolio comprehensively in the relevant tradeshow media, you can open up effective avenues for perpetual new business leads, turning your tradeshow appearance into a year-round affair.

Online: Our event websites

Our vertical-market websites represent the main information platform for our exhibitors, tradeshow visitors and potential customers from across the globe, allowing them to search for exhibitors as well as the relevant products and services in English or German – around the clock, 365 days a year. Our websites handle millions of search queries annually.

represents an ideal opportunity for you to generate valuable new leads before, during and even after the event, since your information remains accessible online until the beginning of the next event cycle. All the more reason to make extensive use of our popular online classified directories and put your best foot forward in the marketplace.

Your information will be published online a full six weeks before the start of the event, making it accessible during the critical run-up to the show. A comprehensive listing of your products and services

Depending on the event, your listings are also available as downloads for mobile devices.

Print: Exhibitor indexes and tradeshow catalogues

Tradeshow catalogues and exhibitor indexes represent the key source of printed information long after the trade fair ends. As practical and reliable research tools, they are consulted by a large number of

decision-makers both during the event and throughout the year. The listings appear in well-organized directories, making them a fast and convenient tool for finding the right partner.

LIVE: Visitor information system at the exhibition center (EBi)

With up to 50 information terminals, our Electronic Visitor Information System (EBi) is available at different locations around the exhibition grounds, including at the entrance gates. Visitors can get instant information on exhibitors and their products and services, along with answers to questions involving general tradeshow events and services. Trained staff

at each ‘EBi’ terminal are available to assist exhibitors and visitors. This free information service handles almost three million queries a year – an enormous volume, underscoring how vital it is to have your company and its detailed product range represented in this highly efficient system.

Listings for other tradeshow

Contact:

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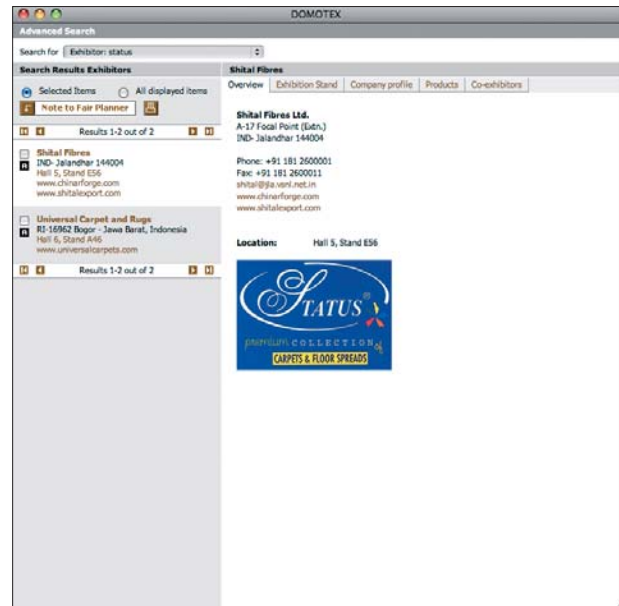
For a list of the charges for catalogue and electronic media listings, please consult our OBS system (a description of OBS can be found under "Online Business Service," pages 46–49).

Company listings

• Company details

When you participate as an exhibitor, your company details (company name, address, phone, fax and e-mail) plus your contact details during the show (hall and stand number) are published automatically in all our media. Your stand phone and/or fax number will also be published, assuming you order these services by the required deadline.

For selected events you can supplement your company information with additional text or colored product photos. This supplementary information then appears in the alphabetical exhibitor index in the catalogue as well as on the Internet. For more information, please see the relevant conditions for participation or the OBS system.



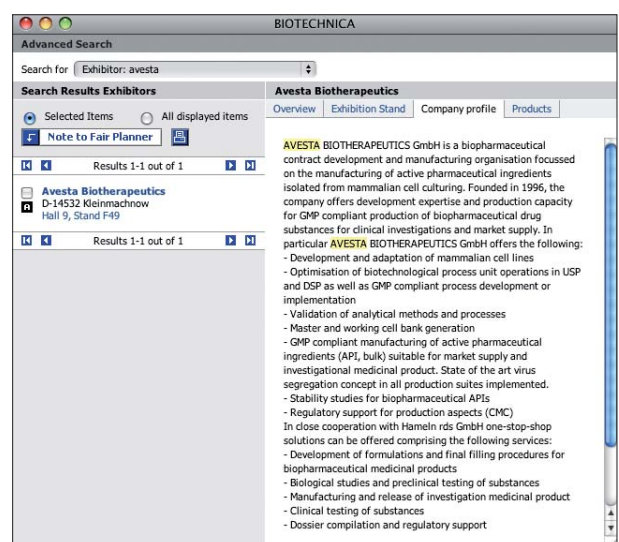
Company details with company logo

• Company logo

Along with your company details, you can also insert a company logo on the tradeshow website or in the printed catalogue – an ideal opportunity to set yourself apart from the competition.

• Company profile

Business partners and potential customers can find out more about your core businesses, target groups, customer recommendations and corporate structure if you publish a company profile. We recommend submitting your company profile in both English and German for the widest possible coverage.



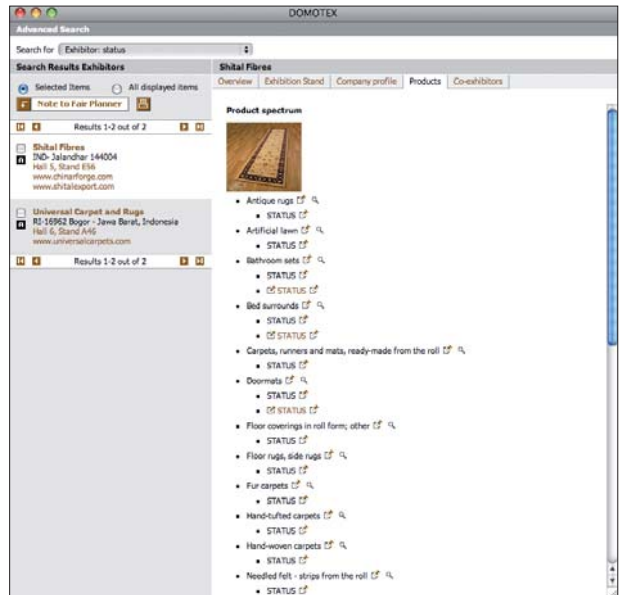
Company profile

Product listings

• Product category index

Which company offers what? Your listings in the official product category index ensure your company will appear in the “hit lists” of users searching for exactly your range of products and services. The product category index directs visitors right to the stands of the appropriate exhibitors when they perform a product-based search either on the Internet or within the electronic visitor information system. Take advantage of this service to publicize your entire range of products and solutions. Don't risk losing prospective customers to the competition simply because their listings were more comprehensive than yours.

Nobody can find you unless your goods and services are listed in the official product category index – so don't forget to order this service.



• Product profiles

This is where your products and services come to life for interested Internet users. The publication of your product profiles, consisting of detailed text profiles in English and/or German plus descriptive product photos serve as the basis for qualified leads. Each product can be featured in a separate profile with its own title, which serves as the search term and is also contained in a separate overview.

TIP: You can also insert ads and banners in the catalogue and on the Internet. To find out more about these and numerous other marketing options, check out “Advertising your trade fair appearance” on pages 8 – 14.

