

Eingang Entrance

Advertising your
trade fair
appearance

Visit us!

Hall 2 stand B17

Online advertising

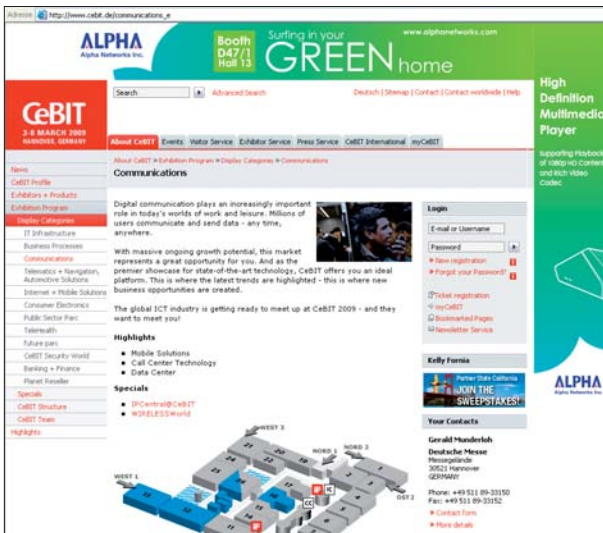
Contact:

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

Online advertising has become a fixture of every sophisticated marketing campaign. Not only does it draw attention to your company, it also brings visitors to your homepage or even directly to your product pages.

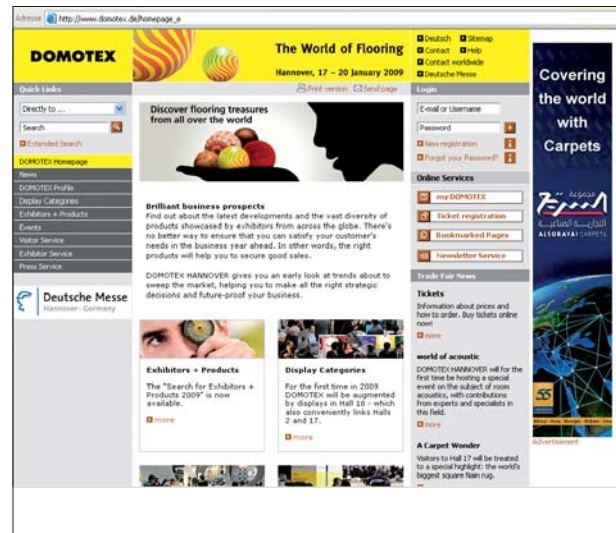
Your advertising on our tradeshow websites gives you access to an audience made up almost exclusively of professionals – at a price under 400 euros. From large-format, exclusive wallpaper to one-third banners – we have the right answer for any budget.

Several million ad impressions on our event websites speaks for itself. Harness this powerful platform to your advertising needs! We'll be happy to provide you with further information and advice on the specific options for each tradeshow.



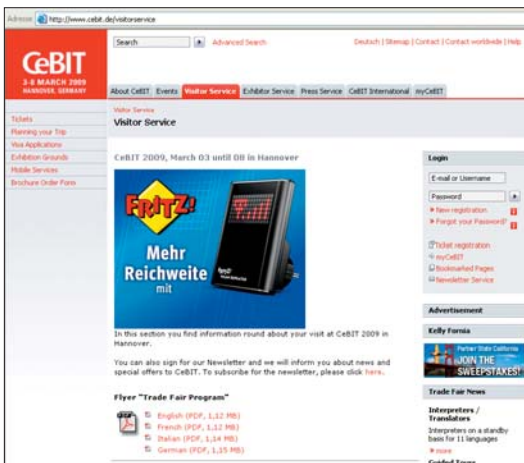
Wallpaper

Super banner, 728 pixels wide x 90 pixels tall plus skyscraper, 120 pixels wide x 600 pixels tall



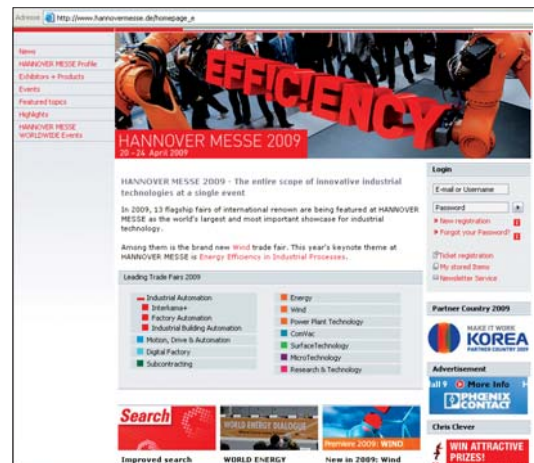
Skyscraper

120 or 160 pixels wide x 600 pixels tall



Rectangle / Content ad

300 pixels wide x 250 pixels tall



One-third banner

156 pixels wide x 60 pixels tall

Advertising in the exhibitor index or trade fair catalogue

Contact:

Oreste Mallus
Tel. +49 511 89-32345
oreste.mallus@messe.de

The official tradeshow catalogue or exhibitor index is a highly popular source of information for tradeshow visitors and industry decision-makers all year long. We will be happy to provide you with more information about your advertising options here, including full or half-page ads, "bookmark ads", placement options, prices and conditions.

Please be aware that for each trade fair, there is either a tradeshow catalogue or an exhibitor index.



Advertising in the trade fair newspaper

Contact:

Andrea Staude
Tel. +49 511 89-31015
andrea.staude@messe.de

The official trade fair newspapers produced by Deutsche Messe appear regularly in large circulation and are distributed free-of-charge to keep international visitors and exhibitors abreast of all the latest developments at the show – including special events, product innovations and VIP visits to the show. The papers also highlight visitor impressions, interesting product exhibits, special-interest articles on companies and services, plus newsworthy items involving tradeshow happenings and breaking developments in your sector. Make use of this newspaper format as an advertising vehicle to reach your target groups at the trade fair. We will be happy to provide you with more information on advertising formats and insertion options – just give us a call.



TIP: When placing newspaper ads, we recommend you go exclusively through the official newspapers for your event – no other publications are cleared for mass distribution on the exhibition grounds or at the entrance gates.

Advertising materials

Contact:

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

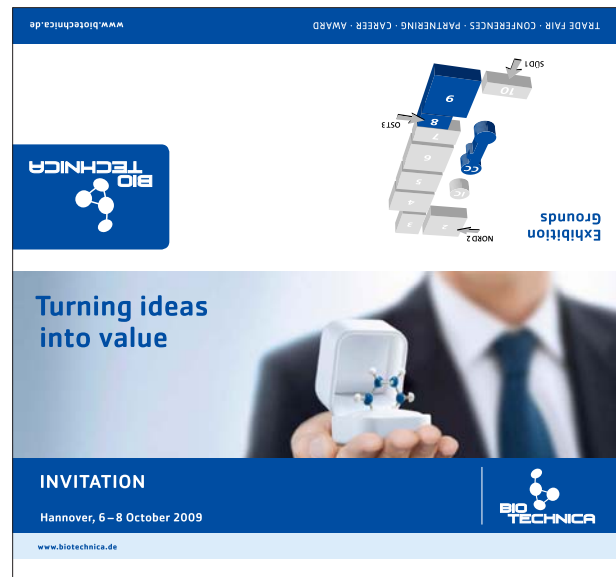
A wide variety of advertising materials are available for you to conduct broad-based promotional campaigns and inform your business partners, customers

Invitation stationery

An individually printed invitation letter signals how much you value your business partners and customers. Add your company logo and address to our template and use the inside of this invitation stationery to include a personal message and/or inform recipients of your location at the trade fair. For your convenience, this information can either be commercially printed, photocopied, laser-printed or handwritten.

and potential customers about your appearance at the show. Almost all advertising materials supplied by Deutsche Messe are available in unlimited quantities and are free of charge, either via the OBS system or as downloads.

For detailed information on our trade fair advertising materials, check out www.messe.de/advertisingmaterial



Space for inserting a personal invitation

Visitor brochure

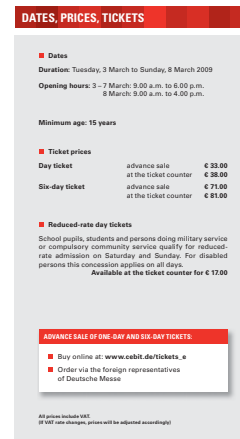
This brochure contains a description of the individual display sectors, special events and supporting programs as well as key information on the show itself, for example accommodations and getting there, admission prices etc.



Tradeshaw flyer

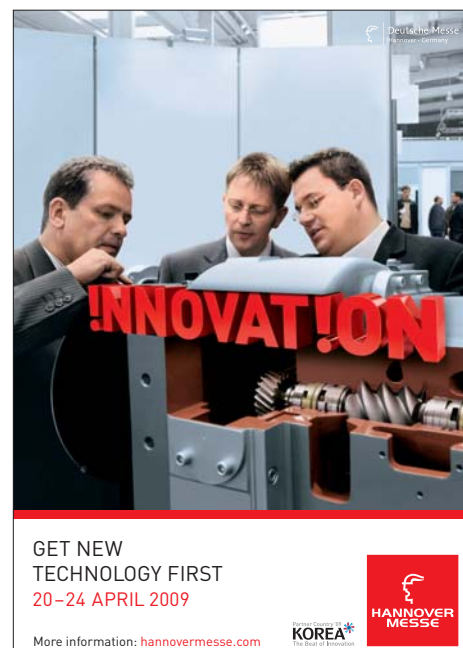
You can use this flyer to give your customers a short overview of the tradeshow before it begins. The flyer consists primarily of an exhibition map,

supplemented by the major display categories and information on show dates and opening times, admission prices etc.



Posters

Draw attention to your upcoming trade fair appearance at your own premises, be it in the lobby, in conference rooms or on the notice board. A1-size posters from Deutsche Messe make a lasting impression.



Mailing stickers

Small size, big impact: Use our mailing stickers to brighten up your business correspondence. As an alternative to the standard text („We'll be there: Hall o, Stand oo") you can have your own individual message and company logo printed on the stickers (reproduction proofs of logo required).

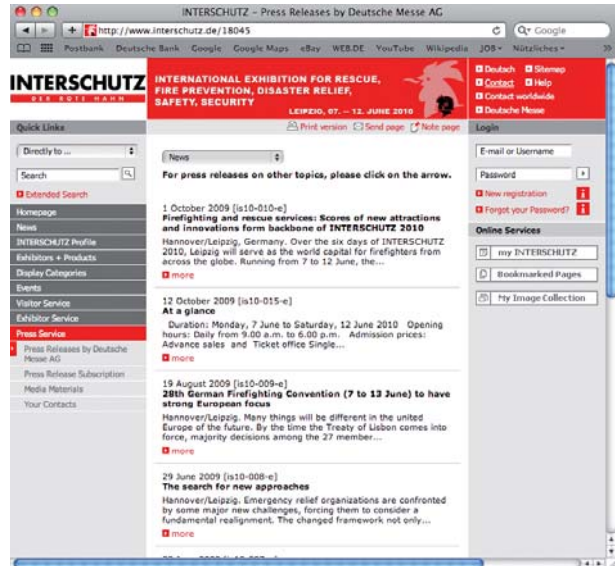
Price for mailing stickers with standard text: € 27.80 per 1,000.

Price for mailing stickers with individual company imprint: min. € 123.60 for the first 1,000, then € 27.80 for each additional 1,000.



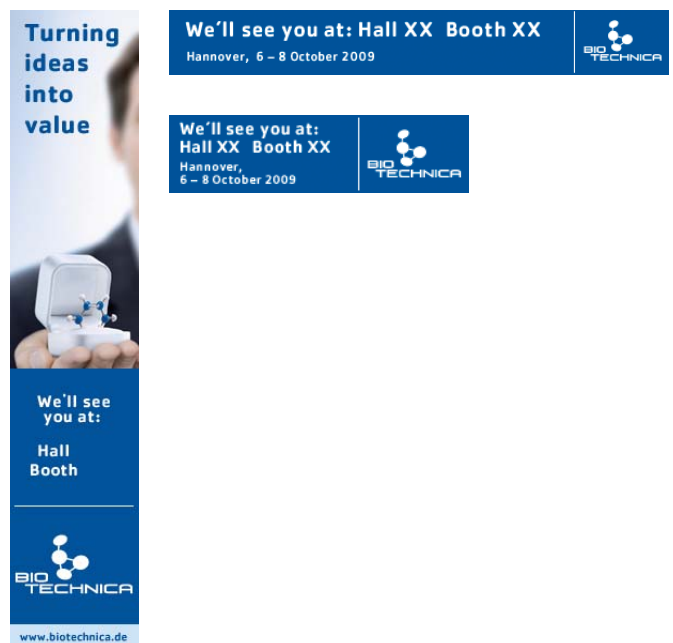
Downloadable logos and maps

Let the high recognition factor of our trade fairs work for you in your own marketing activities: Include our trade fair logo and map of the showgrounds in your own promotional materials (for example, in ads, PR reports, charts or brochures).



Online banners

Advertise your tradeshow appearance with an automatically generated, static online banner on your own website. Around six weeks before opening day of the show, Deutsche Messe will activate its "banner generator," which automatically creates an upload-able banner containing your hall and stand location when you log onto our website. At the same time, you will receive a link through which users can call up your company and product details for the respective tradeshow.



Complimentary admission tickets

Contact:

Complimentary ticket hotline
Tel. +49 511 89-39000
complimentary-tickets@messe.de

Take advantage of this unique tool for winning and retaining customers: A personal invitation which includes a complimentary admission ticket is the most effective method of promoting awareness of your tradeshow stand and inspiring current and potential customers to attend.

This popular marketing tool is available in two options: printed tickets, ideal for enclosure with a mailed letter or for presenting to your guest in a face-to-face encounter, or eTickets – perfect for inexpensive e-mailings and last-minute invitation campaigns. Your own individual imprint appears on both types of ticket.

We also offer special complimentary season tickets as well as attractive, flat-rate ticket packages for the show.

We'll be happy to provide you with more information and advice on your invitation campaigns – feel free to contact us!



eTicket

Exhibitor passes

Contact:

Maike Kunze
Tel. +49 511 89-33226
maike.kunze@messe.de

Each exhibitor automatically receives a free contingent of exhibitor passes from Deutsche Messe, granting his stand personnel free access to the exhibition stand during the running event. The number of passes depends on the show and the size of the stand. If additional passes are required, we recommend ordering these in advance using OBS. You can also pick up exhibitor passes onsite at the Exhibitor Service Center (German abbreviation: ASC). You can return any unused exhibitor passes for crediting to your account within two weeks of closing day of the show.

During the stand assembly and dismantling periods, no exhibitor passes are needed to gain access to the exhibition grounds.

