



### EVERYTHING YOU NEED TO BOOST VISITOR TURNOUT AT THE SHOW!

Use our professional invitation services to generate new leads and solidify existing business relationships. See how they can have a major impact on the quality and number of visitors who turn out at the show. Read on to find out more about how to boost your tradeshow gains and ensure your pre-show marketing activities really pay off!

SERVICES	PRICES	EXPLANATION
<p><b>Complimentary tickets</b> (Printed tickets and eTickets)</p>	<p>(Obligatory advance registration)</p> <p>Cost: - Individual tickets € 15.13 each You will be charged only for the tickets that are actually used to gain admission.</p> <p>We also offer four different packages. Exhibitors may combine a package with individual tickets. The package prices are as follows: - 50-ticket package € 290 - 100-ticket package € 530 - 200-ticket package € 970 - 400-ticket package € 1,790</p>	<p>Complimentary tickets are the most effective marketing tool to get visitors out to your stand.</p> <p><b>Printed tickets</b> are intended for targeted invitation campaigns or to hand out to your customers in person.</p> <p><b>eTickets</b> are ideal for large-scale, cost-effective invitation campaigns aimed at existing or potential customers. Tickets are sent by e-mail, saving you time and money.</p>
<p><b>Contact:</b> Rebecca Scherzada, Tel. +49 511 89-39000; complimentary-tickets@messe.de</p>		<p><a href="http://www.obs.messe.de">www.obs.messe.de</a> <b>Service category: Tickets and Lead Management</b></p>
<p><b>Visitor data</b></p>	<p>Price: Free</p>	<p>Mandatory 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 in OBS for downloading for post-show marketing purposes.</p>
<p><b>Contact:</b> Rebecca Scherzada, Tel. +49 511 89-39000; complimentary-tickets@messe.de</p>		<p><a href="http://www.obs.messe.de">www.obs.messe.de</a> <b>OBS start page following login</b></p>
<p><b>Promotional materials</b></p> <p>Invitation cards</p> <p>Visitor brochures</p>	<p>Price: Free</p>	<p>We provide numerous useful promotional materials for your invitations. Additional free promotional materials can be found at <a href="http://www.interschutz.de/advertisingmaterial">www.interschutz.de/advertisingmaterial</a> or in OBS.</p> <p>Our invitation cards enable you to print your own message and are ideal for invitation campaigns. And enclosing a visitor brochure along with your invitation is also a great idea.</p>
<p><b>Mailing stickers</b></p> <p>Without imprint</p> <p>With standard imprint</p> <p>With company logo</p>	<p>Price: Free</p> <p>Price: € 27.80 per 1,000 stickers</p> <p>Price: From € 123.60 for the first 1,000 stickers</p>	<p>Mailing stickers bearing the standard imprint or your company logo, plus your hall and stand number are an effective way of reminding customers of your appearance at the show: Small and easy to use, but with maximum impact for your business mailings!</p>
<p><b>Contact:</b> Heidi Bauer, Tel. +49 511 89-31237; heidi.bauer@messe.de</p>		<p><a href="http://www.obs.messe.de">www.obs.messe.de</a> <b>Service category: Advertising your tradeshow appearance</b></p>