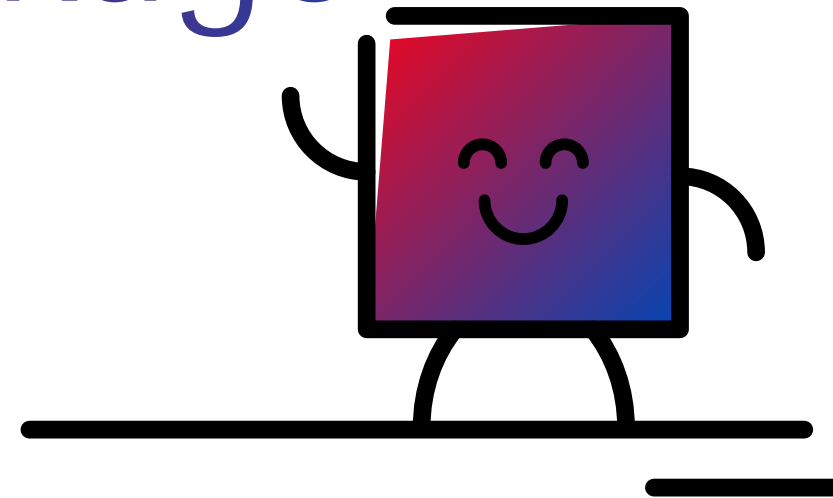


Information

Your Media Package

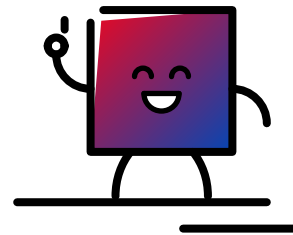


A lot going on – before, after and during a trade fair!

But with the Messe Frankfurt Media Package you as an exhibitor will still be in the spotlight.

Every trade fair visitor prepares for the event of the year in his own way and so Messe Frankfurt provides a whole range of different media.

This means that visitors have immediate access to the relevant information for products and exhibitors at all times. And you have high-profile platforms on which to show your company to the world.



What the Media Package gives you

Catalogue presence: Media Package Part 1

The data in Part 1 of the Media Package is published **in all the trade fair media**. This means you are spotlighted in the catalogue, the online exhibitor and product search and in the Navigator App. What's more, people can find you in the interactive Ground Plan and by consulting the visitor information system on the fairground.



Print presence: what you get!

- company name
- address
- phone and fax number
- email and internet address
- hall and stand number
- company entry under two product groups



Onsite presence: what you get!

- entry in the visitor-information system "Compass" on the site throughout the event

Online presence: Media Package Part 2

The data in Part 2 of the Media Package is published in all the **digital trade fair media**: in the online exhibitor and product search, in the Navigator App and in the interactive Ground Plan.



Online presence: what you get!

- company name, address, email and internet address, hall and stand number
- publication of the already booked product group
- 1 company and 5 product pages with text and picture
- 5 keywords full text search
- 1 update of the presentation in each trade fair cycle

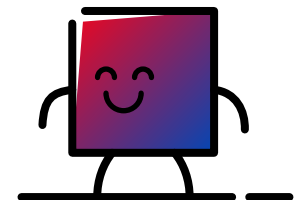


The Navigator App*: what you get!

- includes, among other things:
- entry in exhibitor and product search
 - hall plan

Price of the Media Package: € 299,-

(zzgl. 19% MwSt) | (plus 19% VAT)



Catalogue



The **catalogue** contains all the important information to do with the event.

As an exhibitor you are included in the alphabetical index with your company details and stand number. You will also be found under the product groups you have booked.

The catalogue helps people to prepare for their visit to the fair and they like to use it subsequently as a follow-up – a kind of „fair to go“.

Website



Each event has its own user-friendly **website**. The full-text search is intelligent and the search terms can be chosen at will.

This means the visitors are able to get comprehensive information on the event, the exhibitors and what they are offering.

Your company and product information and the basic details from the catalogue can be retrieved here at the click of a mouse button.

Navigator App



When they use the **Navigator App** people visiting the fair and exhibitors can get an instant view of the whole site and their own position in the hall during the event.

Synchronization of bookmarks? Exhibitor and product search? News section with current press releases and social media news from Twitter?

There's nothing this app can't do. But the main thing is that visitors can use it to locate you while they are moving around.

Interactive Ground Plan



Visitors can find the **interactive Ground Plan** both online and in the Navigator App – and this also means that they get your exact position as an exhibitor at all times and from any location.

The user interface is interactive and animated: just click on the stand and you will instantly get the exhibitor profile and other important information.

Information points



At the many **information points** on the site visitors can learn where you, as an exhibitor, are located, what your products are and what is happening on your stand.

The trade fair hosts are supported by the visitor information system which is updated continuously throughout an event.

Add-Ons?



Wouldn't it be nice if it was **even easier** for visitors to find you? Ask about the supplementary services, Add-Ons and the banner advertising facility at Messe Frankfurt.



You wish to be represented in the whole range of trade fair media?

Simply make full use of the Media Package and send us all the relevant data.

Questions about catalogue presence: Media Package Part 1

katalog@messefrankfurt.com

Tel.: +49 69 7575-5131

Questions about online presence: Media Package Part 2

service@online.messefrankfurt.com

Tel.: +49 69 7575-5090

