

Distinguish yourself, show your profile

The Messe Frankfurt media package



Use your full potential and profit from a strong presence

In 2008 alone, 36 trade fairs took place, with over 41.000 exhibitors and approx. 1.6 million visitors who informed themselves about the products and services offered.

Marked by innovation and inspiration, Frankfurt Trade Fair is constantly setting new trends and is a professional "Business-matching" partner between providers and potential target groups – before, during and after the event. Frankfurt Trade Fair is now offering every exhibitor innovative opportunities for individual and optimal presentation combined in one media package with the aim of improving networking between exhibitors and visitors – the whole year round. The media package guarantees every exhibitor a multimedia presence at little expense.

Furthermore, a variety of enhancement options are available which allow for the realisation of individual conceptions.

Universal building blocks for your trade fair success

As an essential component of every trade fair participation, the media package ensures optimal visibility of all relevant information in all types of media: printed in the trade fair catalogue, all year round online presence and during the event at local information stands on the trade fair site. Comprehensive and straight-forward.

Individual advantages

- progressive opportunities for individual presentation in all relevant trade fair media
- comprehensive information possibilities for visitors in their preparation and review of the trade fair
- long-term communication platform for exhibitors for multimedia company and product group presentation

Individual offers

- With the Obligatory Media Package, Frankfurt Trade Fair offers exhibitors up-to-date presentation opportunities in order to fulfill trade visitors' requirements for complete information media
- Special price arrangements for exhibitors who participate several times within one trade fair cycle.

Multimedia building blocks for your trade fair success.



← Exhibition's website

← Trade fair catalogue

← Compass visitor information system

← productpilot.com

Show your best side

Both the physical appearance and the presentation at a trade fair as well as an optimal visibility and strong presence in the media for potential visitors are key to a successful trade fair.

Trade fair catalogue

The trade fair catalogue is the highlight of every event and an indispensable point of reference for all trade fair visitors and exhibitors. All information about exhibitors, stand locations and product groups at the trade fair are summarized here to be checked at a glance at any time. The catalogue also supports visitors after the trade fair with reviewing and documentation.

Included services

Every trade fair catalogue is divided into several directories.

In the "Alphabetical list of exhibitors" directory, every exhibitor appears with

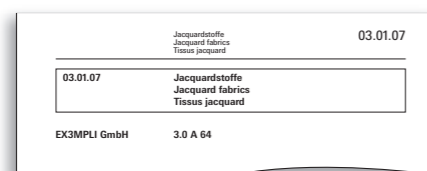
- ➔ Name and address
- ➔ Phone and fax number
- ➔ E-mail and website
- ➔ Hall and stand number

In the "Exhibitors list by product groups", every exhibitor appears with

- ➔ Company name
- ➔ Hall and stand number



»Alphabetical List of Exhibitors«, Obligatory Media Package

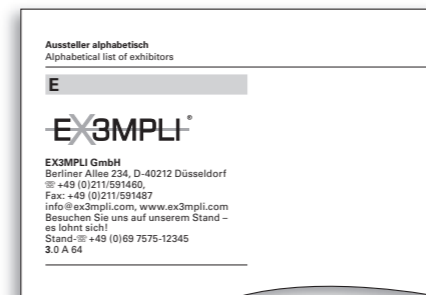


»List of Exhibitors by Product Groups«, Obligatory Media Package
by the example of Heimtextil

Extra options (subject to additional charge)

Along with the media package services, additional entries can be included and further information offered:

- ➔ Logo or trademark
- ➔ additional product groups, with address and contact details
- ➔ Additional texts about activities, services or innovations
- ➔ Cross-references, brands and licences
- ➔ Phone and fax number of your trade fair stand



»Alphabetical List of Exhibitors« including logo, text and stand telephone number



»List of Exhibitors by Product Groups«, Package 1
by the example of Ambiente

Reach your target group where they look for information

The internet as a quick source of information and up-to-date platform constantly gains in significance and relevance — before, during and after the trade fair.

Online presence

The internet is the number one research medium: the majority of all international purchasers find information about new products, services and resources online. Every trade fair event has a highly-visited, advanced website which offers exhibitors and visitors a variety of information about all aspects of the respective trade fair. The details given in the media package by the exhibitors enable visitors to quickly and conveniently plan their trade fair visit. With a topical full-text search and freely selectable keywords, every exhibitor can be searched for and found in the exhibitor database.

Included services

- ➔ Presentation of every exhibitor with a short description of the company, including picture and contact details
- ➔ Detailed presentation of products using images and product descriptions
- ➔ Representation on **productpilot.com**, the year round, event-independent business-to-business portal upon request and at no extra charge

Extra options (subject to additional charge)

- ➔ Additional product pages
- ➔ Additional texts and images
- ➔ Additional links
- ➔ Logo or trademark
- ➔ Keywords for research on the exhibition's website
- ➔ Advertising opportunities on **productpilot.com**



exhibition's website



business to business portal: productpilot.com

Well informed and found specifically

The basis for the efficient presentation of every exhibitor and comprehensive information for every visitor is laid down at the very beginning: with representation in the trade fair media.

Simple use

You supply your relevant details once for the media package. They are then used for publication in all trade fair media. Completely simple and straight-forward. You automatically receive an e-mail with a direct link to the order forms to make online orders or make your specifications using the PDF form. In order to make your presentation more individual, you also have the option of purchasing extra services.

Packages

Exhibitors have the further option of enhancing the services and benefits of the media package with the "Cross-Media" and "Online" packages.

The "Cross-Media" package enhances the individual presentation with a more extensive representation in the trade fair catalogue and on the exhibition's website, for instance by including a logo, cross-reference or additional texts.

In the "Online" package, the exhibition's website and, upon request, the year-round business portal productpilot.com, are optimized by, amongst other things, a comprehensive online representation with additional texts and images as well as an increased allocation of keywords for improved findability.

With the additional services, the packages not only offer price advantages, but are also adapted precisely to the requirements of the exhibitors. So, improve your presence and thus your success.

Optimal orientation

In addition to the extensive information options, Messe Frankfurt also offers every visitor optimal orientation during the trade fair: visitors are put on the right track by the computer-supported 'Compass' visitor information system and the central hall signposts at prominent locations.

Furthermore, you have the option of presenting your personal details and further information online on the event-independent, multi-branch business portal productpilot.com all year round.



Your chance for an even more successful trade fair: the media package.

Benefit from the extensive media package services and make your trade fair more successful.

Position yourself individually and expand your market presence over competitors – Messe Frankfurt offers you the best support.

➤ Order conveniently **online** and present your company logo for free on the internet.

we make markets.worldwide.
www.messefrankfurt.com

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