

messe frankfurt



mediaservices



creativeworld

4. – 7.2.2023
FRANKFURT / MAIN

Follow us
into the
digital world!

Your digital
advertising opportunities 2023

christmasworld

3. – 7.2.2023
FRANKFURT / MAIN

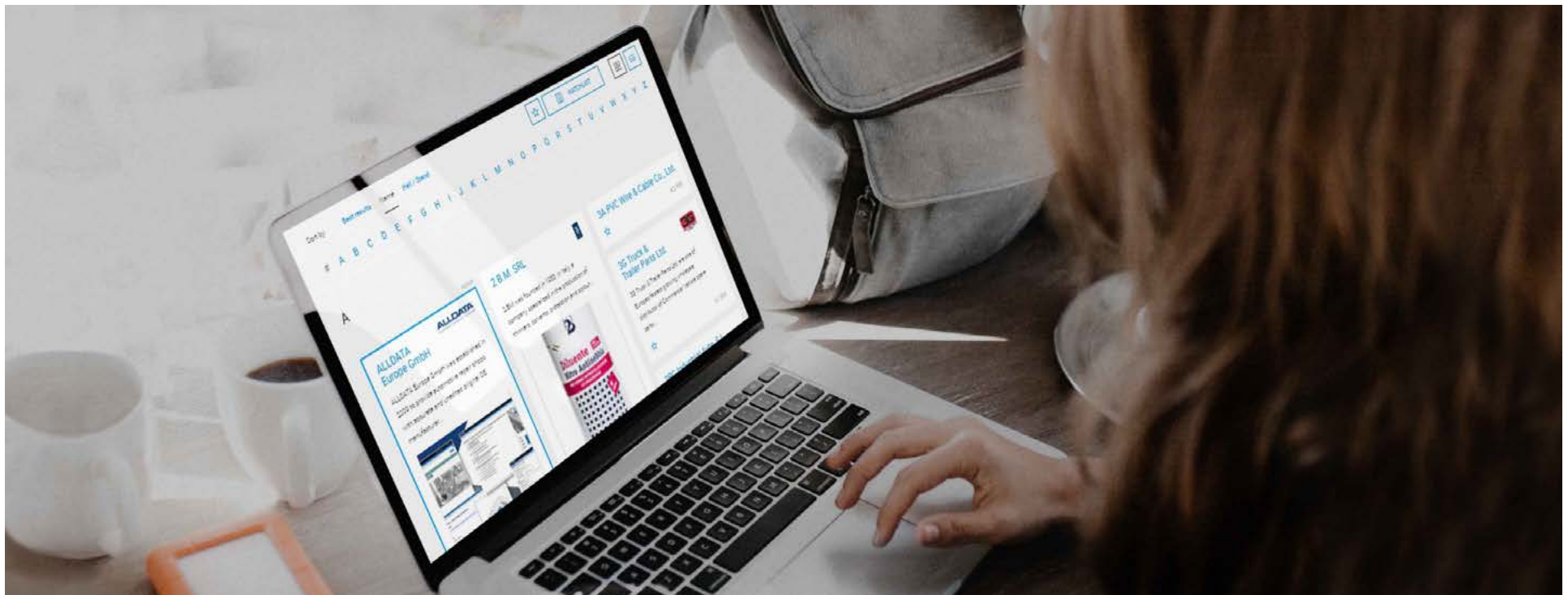
ambiente

3. – 7.2.2023
FRANKFURT / MAIN

Broadcast your message worldwide

With our digital advertising media, we offer you the chance to deliver a tightly focussed address to your target group before, during and after the trade fair, and thereby achieve your marketing goals.

Our trade fairs are also virtual meeting places for the industry. Over **80%** of trade fair visitors consult our web-sites in advance for information – and **20%** of visitors regularly use the Navigator app. Our digital advertising media allow you to communicate with them efficiently and effectively, and lay the surest possible foundation for the success of your trade fair appearance.



Contents

» Digital formats for audiovisual exchanges with visitors

Video on Demand	5
Roundtable	6
Showroom	7

» Online banners

General information	9
Advertising on the home page and editorial pages	10
Advertising on the Exhibitors Search page	11

Advertising in the Event Calendar	12
Advertising on the digital platform	
10:1 Banner	13
Big Picture	14
App Banner	15
Visitors' Newsletter Banner	16
Ticket Banner	17

» Native advertising

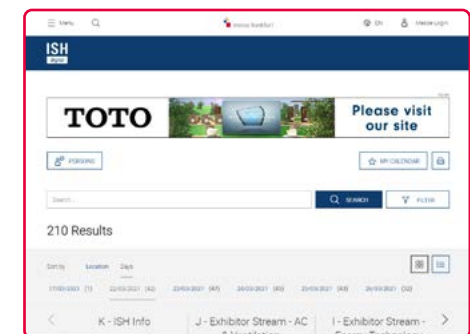
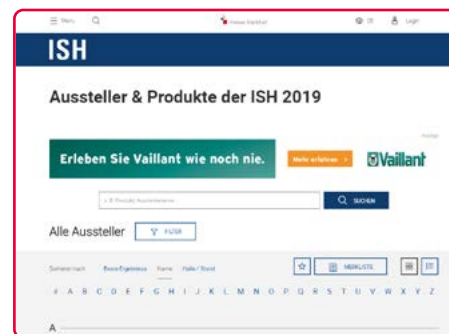
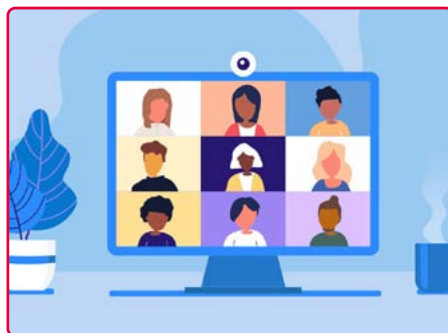
Front Page Box	19
Top of Search	20
Top of Product Group	21
Matching Banner	22

» Advantage packages

Awareness Package, Presence Package, Presence Package Plus	24
--	----

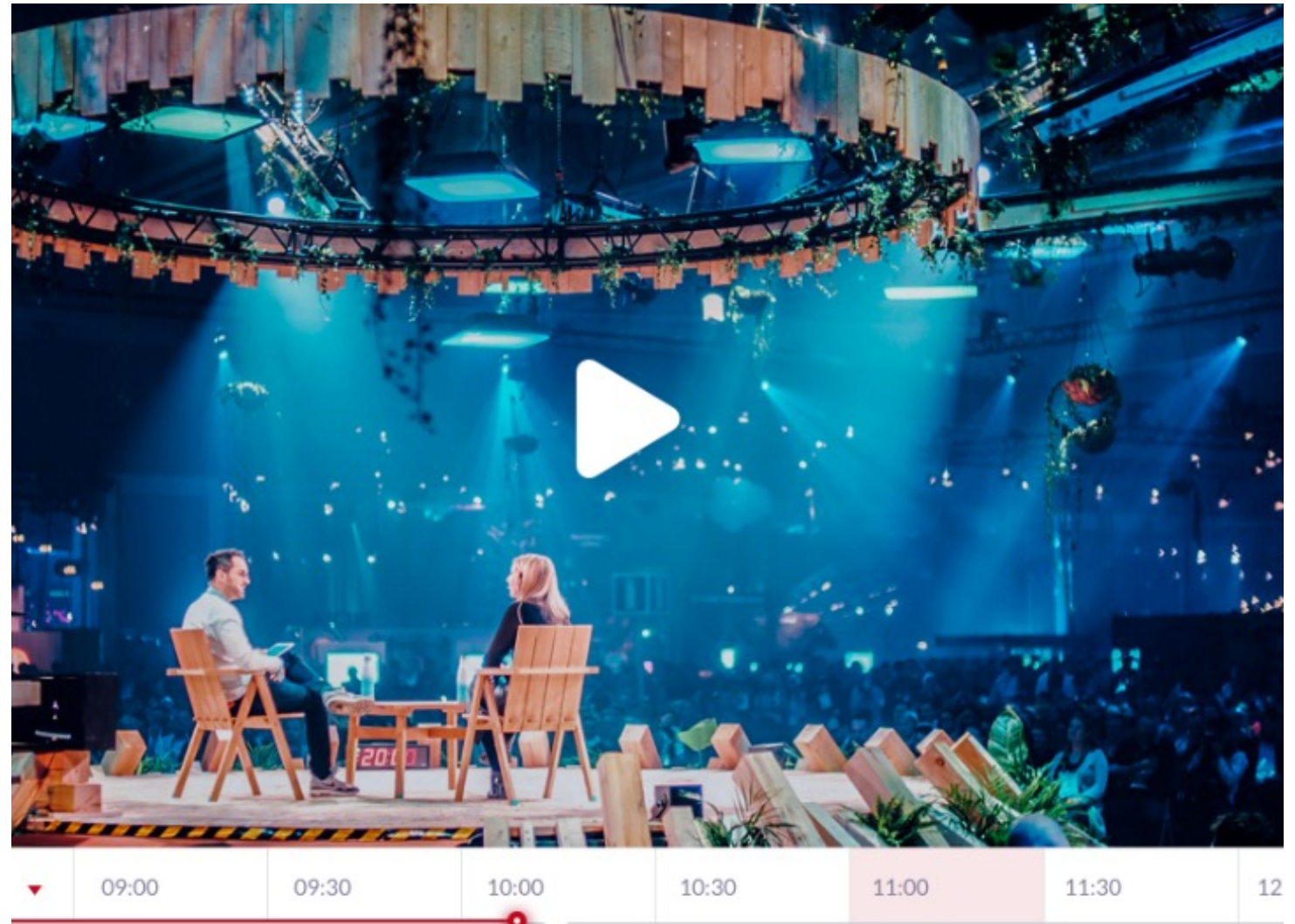
» Contact

Contact – Onsite advertising opportunities	25
--	----



Digital formats for audiovisual exchanges with visitors

Virtually in the same room! Reach out to your visitors, however distant they may be. Deliver information, present products, chat, exchange opinions – it's all possible.



Your Video on the Digital Extension

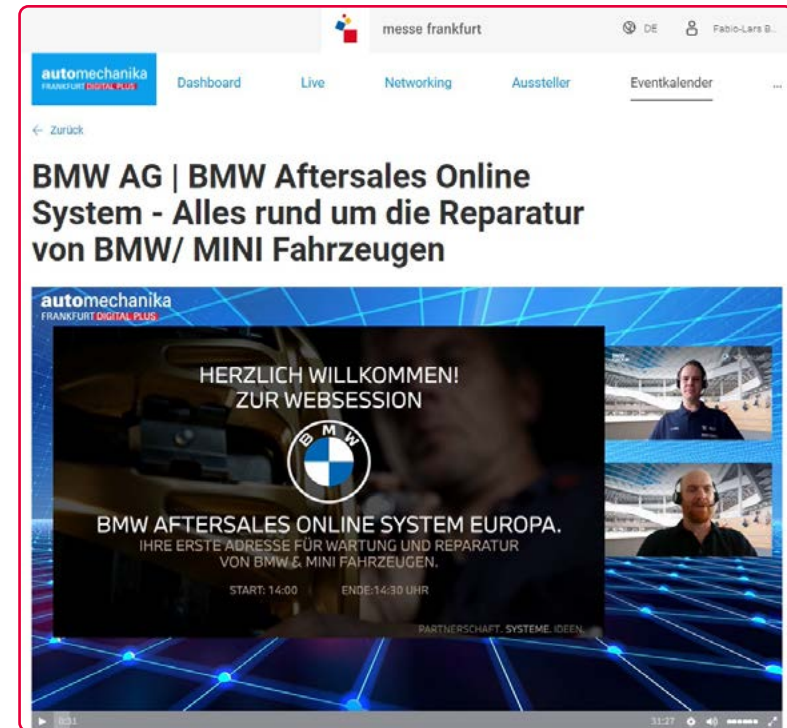
Shape the content yourself and turn your Video on Demand into a B2B booster!

Your Video as Video on Demand offer you the opportunity to present your product innovations and services in a very individual and personal way – just as you would normally do at your trade show booth.

Another plus: Make use of our lead management to make new contacts in a targeted manner. You can see who is interested in your video and thus have a direct conversation starter.

Price

15 minutes 1,800 euros



Example for illustrative purposes only – actual designs may vary

-  Digital platform
-  Website
-  App

Roundtable – your temporary conference room

Would you like a thematic exchange with visitors via video call? A closed room for up to 100 participants in which discussions can be held on an equal footing for 30 minutes? Or the perfect setting for your digital press conference? Then Roundtable is the product of choice for you!

Your Roundtable is conducted as a Zoom meeting and integrated into our digital platform. Visitors will find your Roundtable in your company profile. Naturally it is possible to share your Roundtable via the social media and e-mail.

Price

Maximum duration 30 minutes: 3,450 euros



-  Digital platform
-  Website
-  App

Showroom – your individual shop window

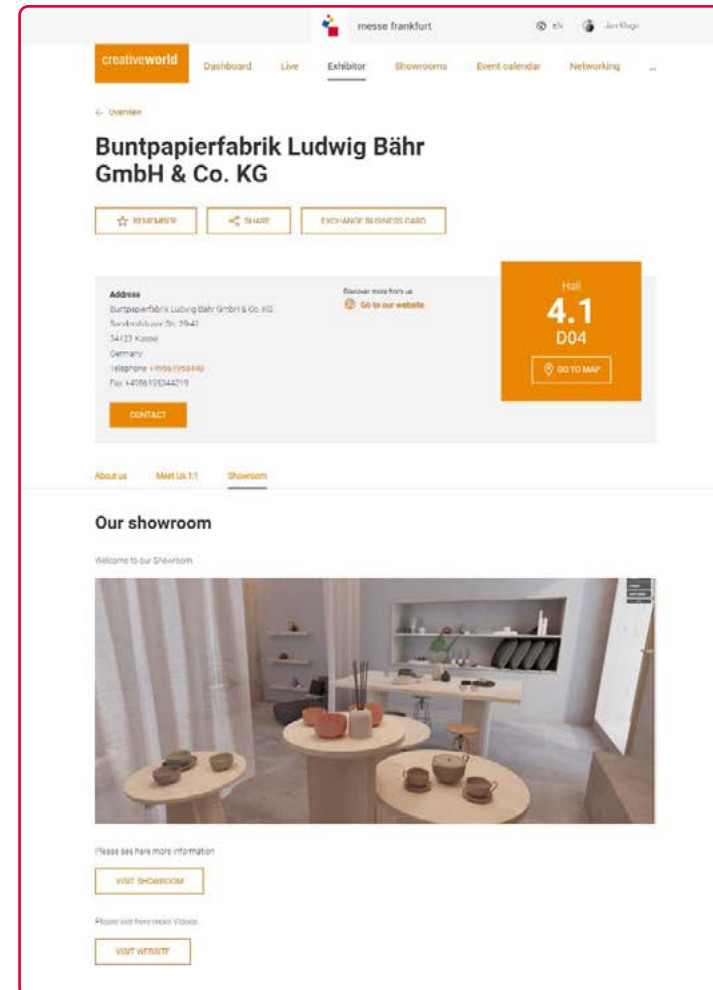
The Showroom in your company profile on the digital platform is a shop window that can be designed individually.

You can fill your Showroom with text and images, as well as placing links there to external sources of information, such as 3D showrooms, landing pages and corporate websites. So if you want to increase your visibility significantly, tailor your presentation to the goods and services you are offering and lend it real immediacy, a Showroom is the ideal place to do so. All exhibitors who have activated the Showroom in their company profile will be listed additionally under the menu item “Showroom” on the home page of the event platform.

Price

1,725 euros

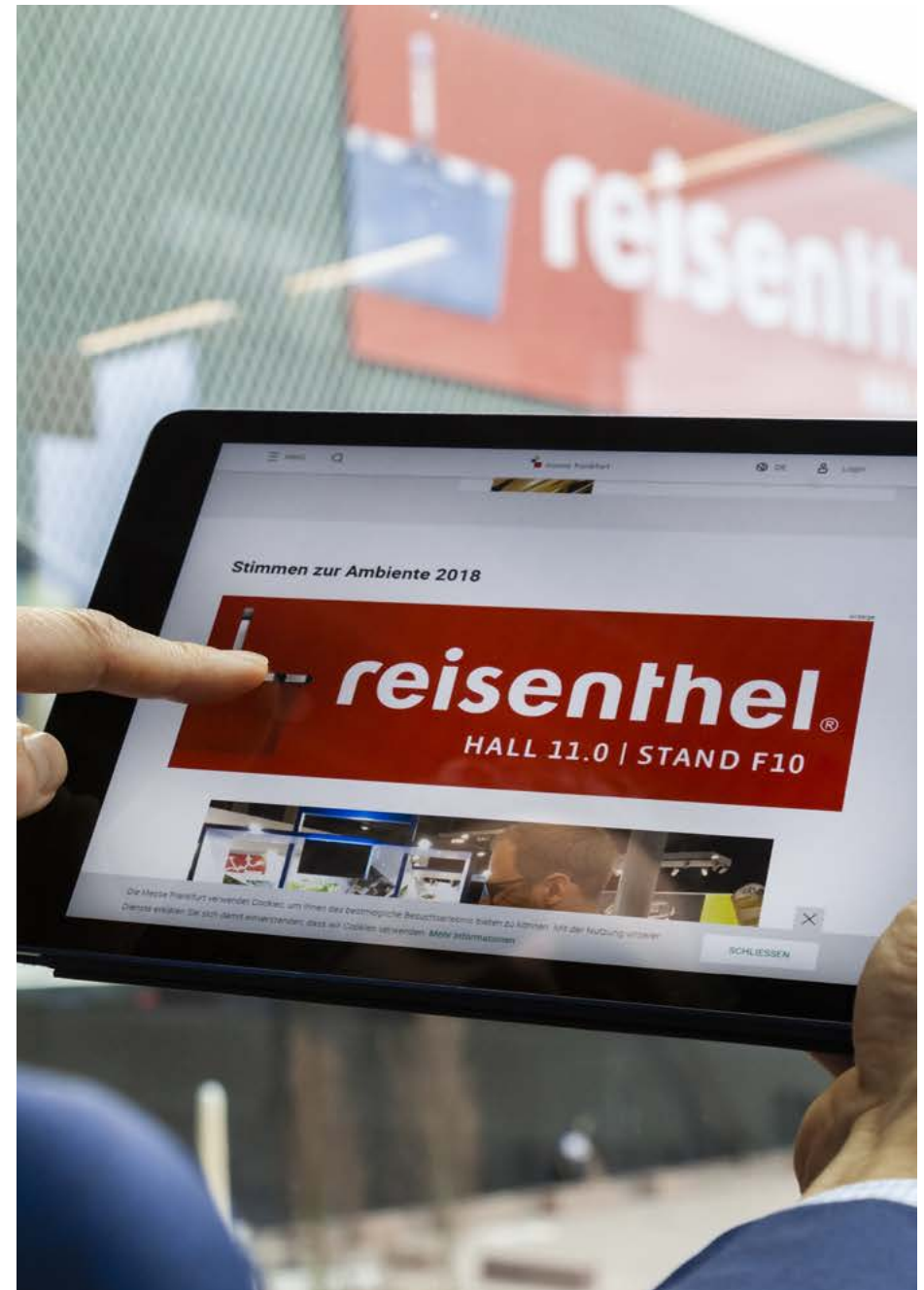
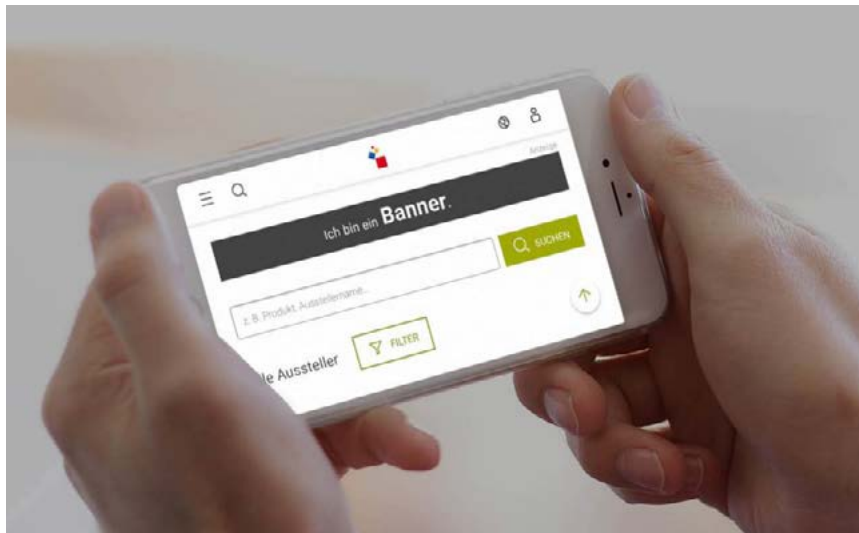
-  Digital platform
-  Website
-  App



Online banners

Whether it's before, during or after the trade fair – with our online banners you can reach your specific target group – whatever the time of day and wherever in the world they may be. Choose from a variety of individually bookable slots, formats and sections – and attract still more attention with every click.

We will be happy to advise you as to which online banners best meet your needs.



Online banners

What do you need to know? The facts at a glance.

How you benefit:

- » you're visible to your target group worldwide
- » you can raise your profile before, during and after the fair
- » you're present on almost every smartphone on the exhibition grounds

Placement options for your online banners:

- » on the home page of the event
- » on the digital platform
- » on the editorial pages
- » on the Exhibitors Search page
- » in the Event Calendar
- » in the Ticket Shop
- » in the Visitors' Newsletter
- » in the app

Bear in mind:

- » there are many options available for every budget
- » the display period of your banner commences at least four weeks before, and ends four weeks after, the event. Naturally, if you book and supply us with your banner early, an earlier start is possible!
- » Please note that it takes up to five days, from the moment you send it to us, for your banner to go on line.

Advertising on the home page and editorial pages

Home page

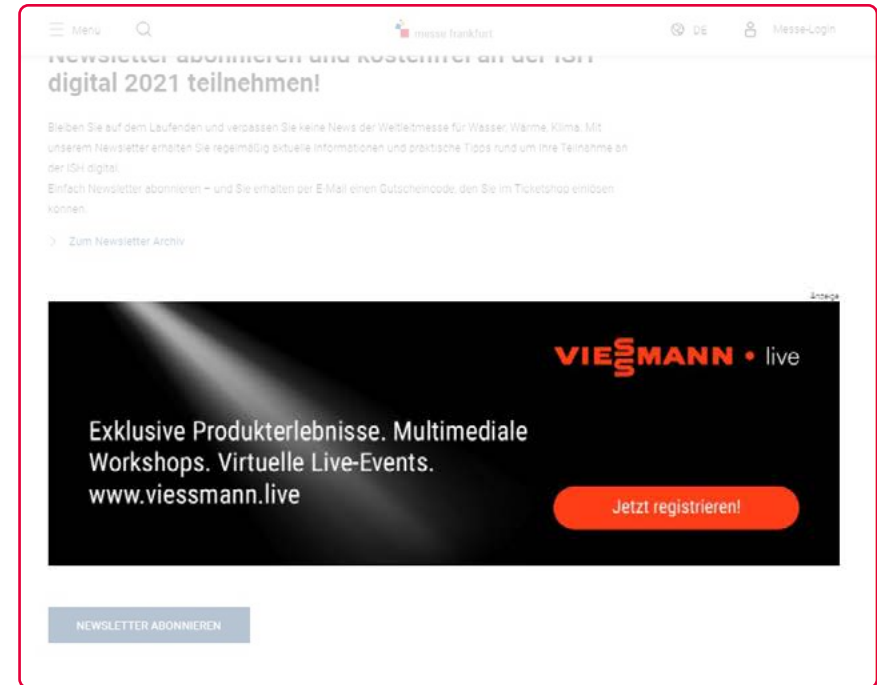
for c. 30% of the page height

Banner name	Price
3:1	1,380 euros
4:1	1,265 euros
6:1	1,095 euros
10:1	980 euros

Editorial page

for c. 30% of the page height

Banner name	Price
3:1	690 euros
4:1	635 euros
6:1	575 euros



- Digital platform
- Website
- App

Advertise on the Exhibitors Search page

Catch the eye with a 10:1 banner placed directly above the query field on the Exhibitors Search page.

Place your banner beneath the 7th item in the search results list either in the standard Grid View or in List View.

Price

Exhibitors Search – Header

10:1 Billboard 2,875 euros

Exhibitors Search – Grid View

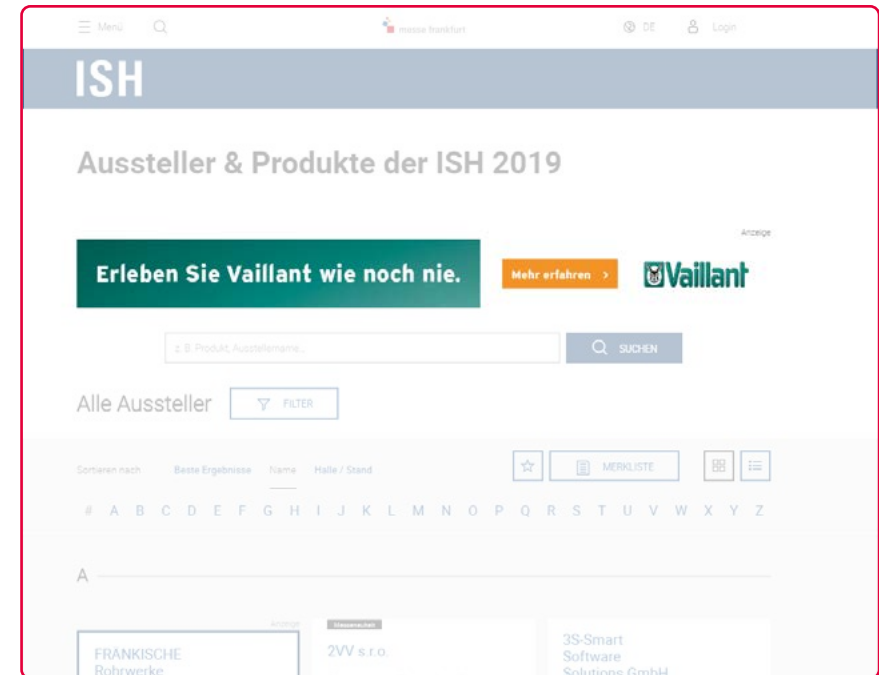
1:1 Grid View 980 euros

1:2 Grid View 1,380 euros

Exhibitors Search – Combi

1:1 Grid View + 10:1 List View 1,785 euros

1:2 Grid View + 10:1 List View 2,070 euros



- Digital platform
- Website
- App

Advertise in the Event Calendar

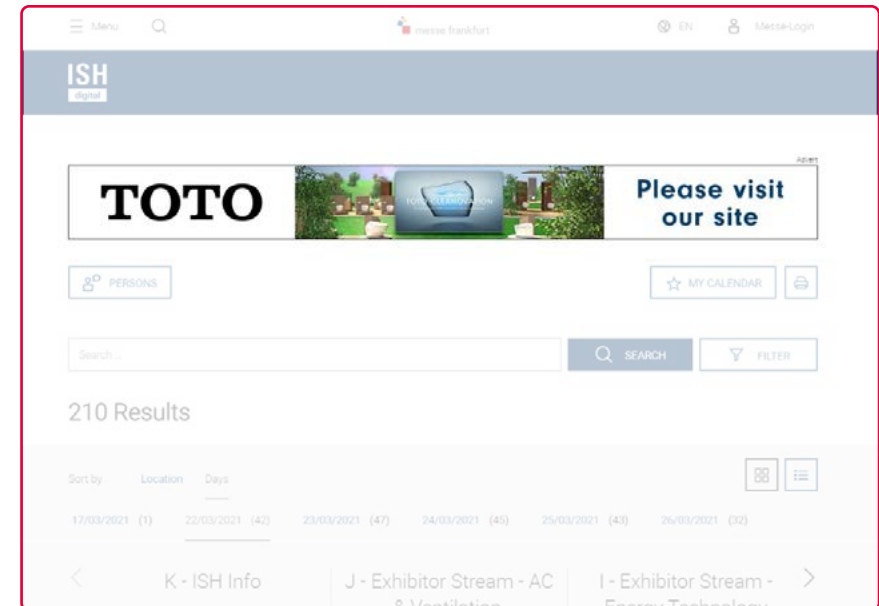
With a 10:1 header banner in the Event Calendar, maximum visibility is guaranteed!

Here you'll catch the eye of everyone wishing to consult the timetable of workshops, lectures, seminars, demonstrations etc. scheduled to take place during the event.

Price

Event Calendar – Header

10:1 Billboard 2,875 euros



-  Digital platform
-  Website
-  App

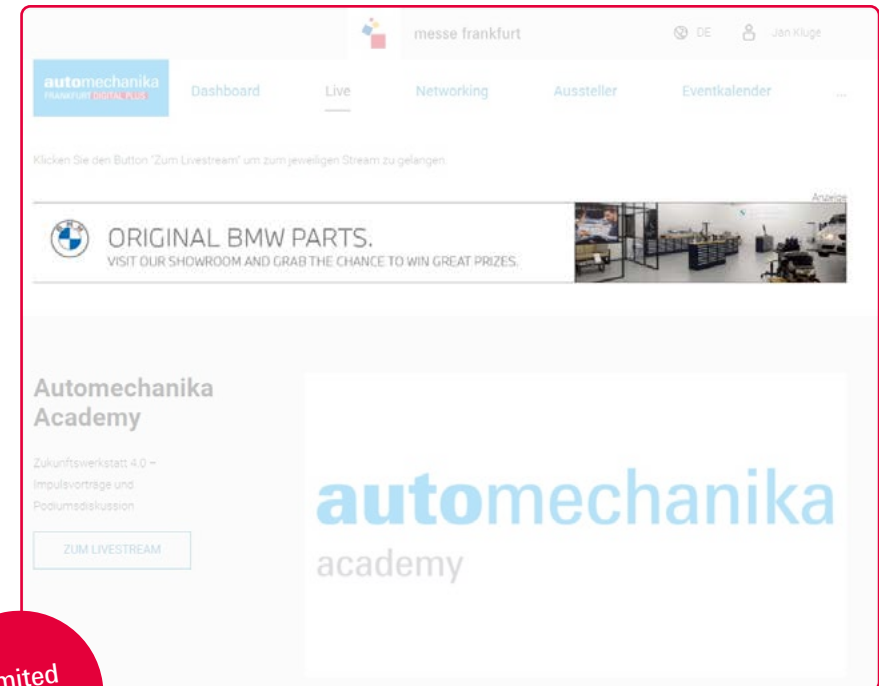
Advertising on the digital platform

Draw attention to yourself on the digital platform.

Your banner will be displayed on pages such Exhibitors Search, Stages, Programme and Networking. This is a **limited product** that can be sold to a maximum of 10 customers.

Price

Digital platform – Header	
10:1 Billboard	3,450 euros



Limited
product

-  Digital platform
-  Website
-  App

Advertising on the digital platform

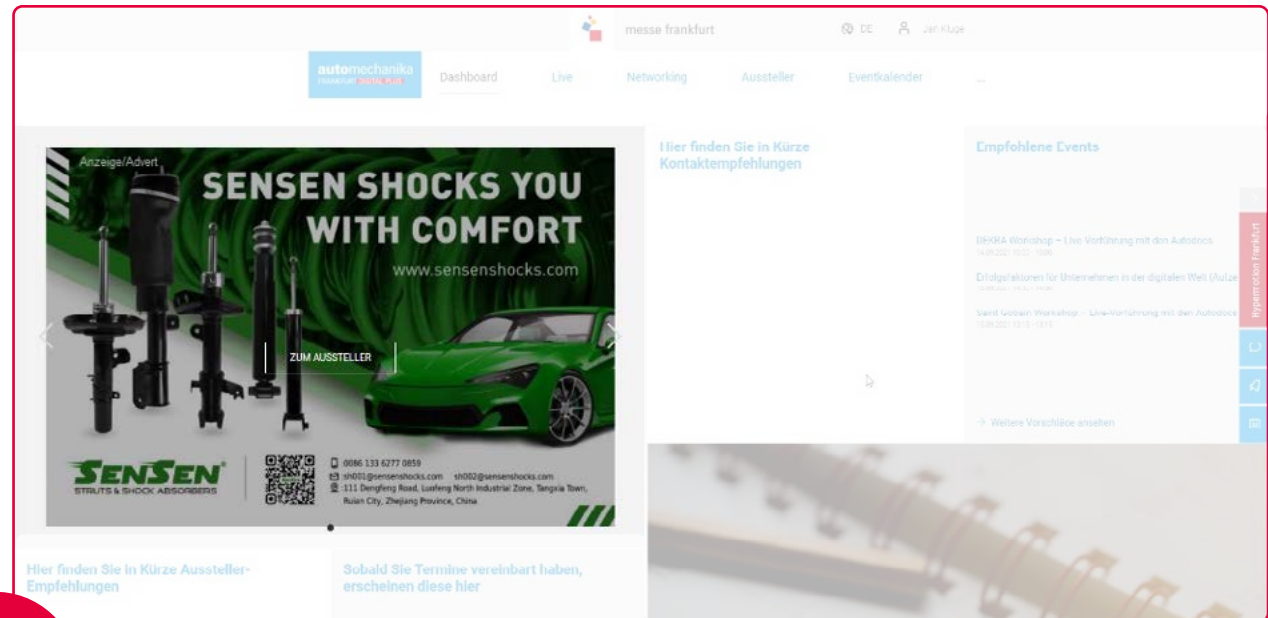
The Big Picture places you right up front, on the home page of the digital platform.

This unique slot can be reserved by **one customer only!**

Price

Digital platform

Big Picture 5,600 euros



Limited product

 Digital platform

 Website

 App

App Banner

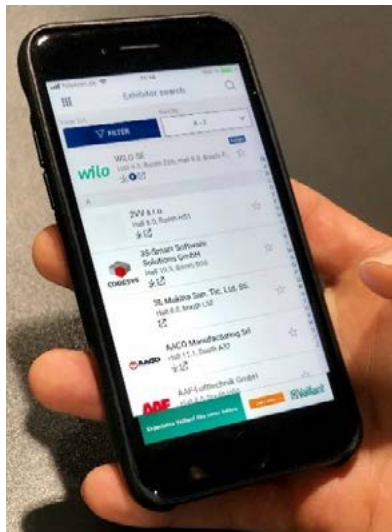
The digital signpost to your stand

Messe Frankfurt's Navigator app is an indispensable guide for every visitor.

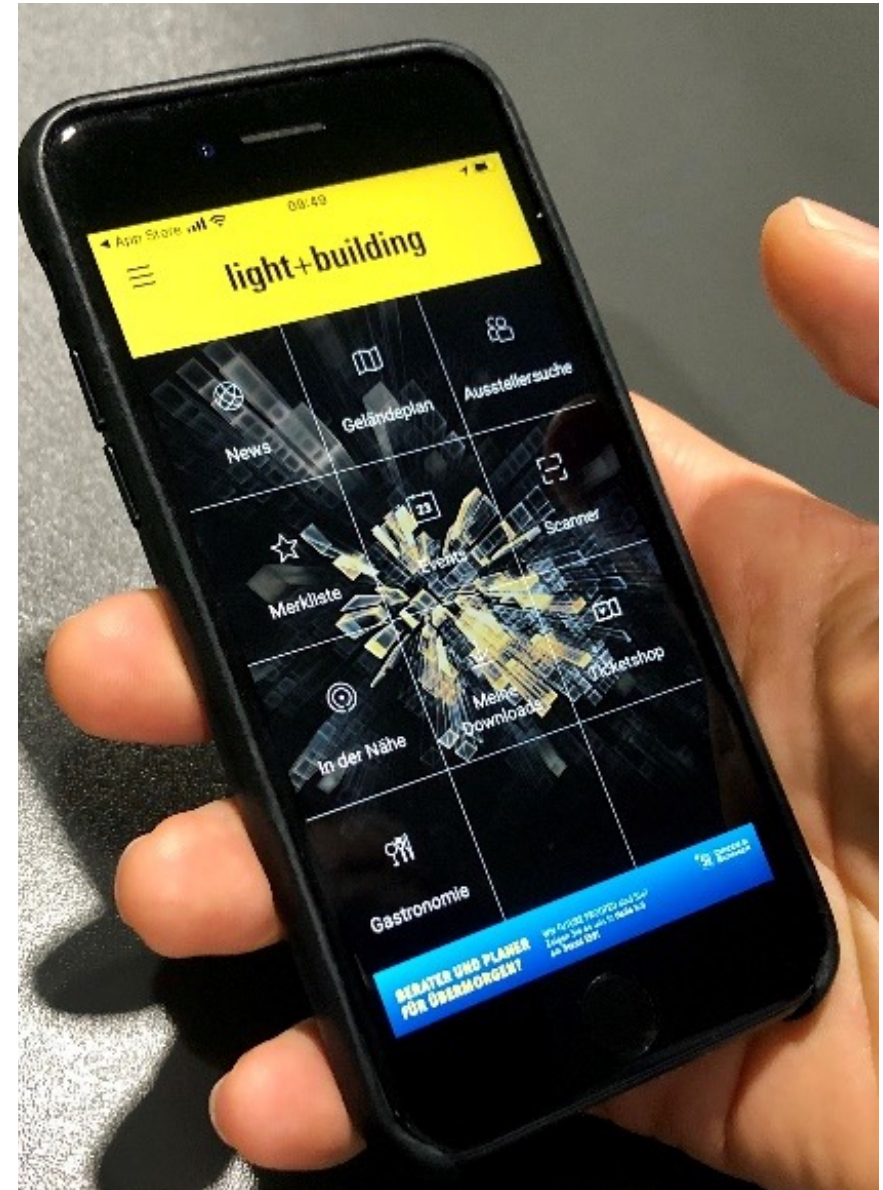
Depending on the screen size and format, the appropriate version of your banner will be displayed at the bottom of the screen.

Slot	Price
Dashboard	2,070 euros
Exhibitor search	1,495 euros
Plan of the fairground	920 euros
Events	575 euros
Watch list	575 euros

- Digital platform
- Website
- App



Banner in the app / Exhibitor search



Banner in the app / Menu

Visitors' Newsletter Banner

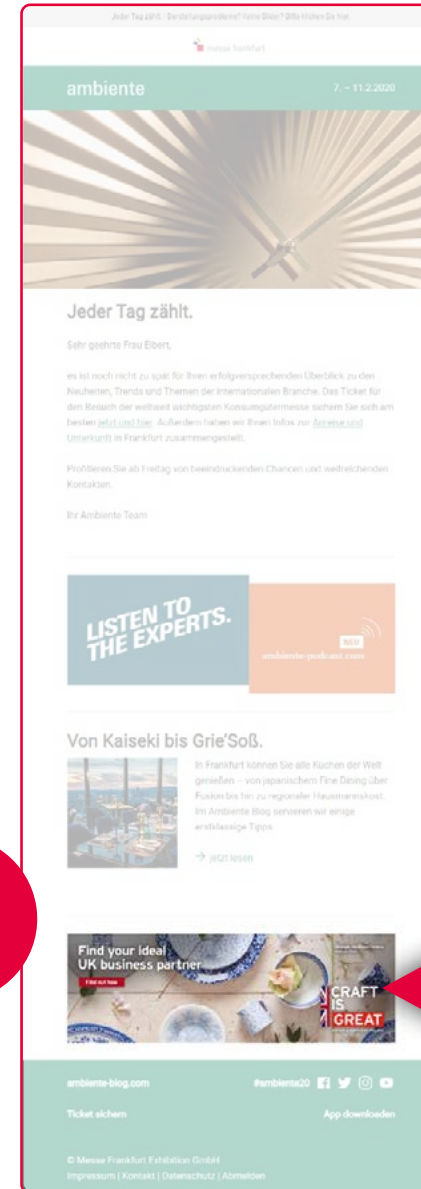
With an exclusive banner in one of our visitors' newsletters, you can reach your target group even before the fair – and with no spillage. The newsletters sent to our trade fair visitors are read with keen interest because their editorial content is devoted to the same industry or sector as the fair itself.

Only one banner can be booked for each issue of the newsletter – guaranteeing you exclusive access to its readers. The visitors' newsletter is sent to all subscribers.

You will receive information on the number and mailing dates of the various visitors' newsletters in the course of a personal consultation.

Price

575 euros



Limited product



Ticket Banner

Exclusivity maximizes visibility

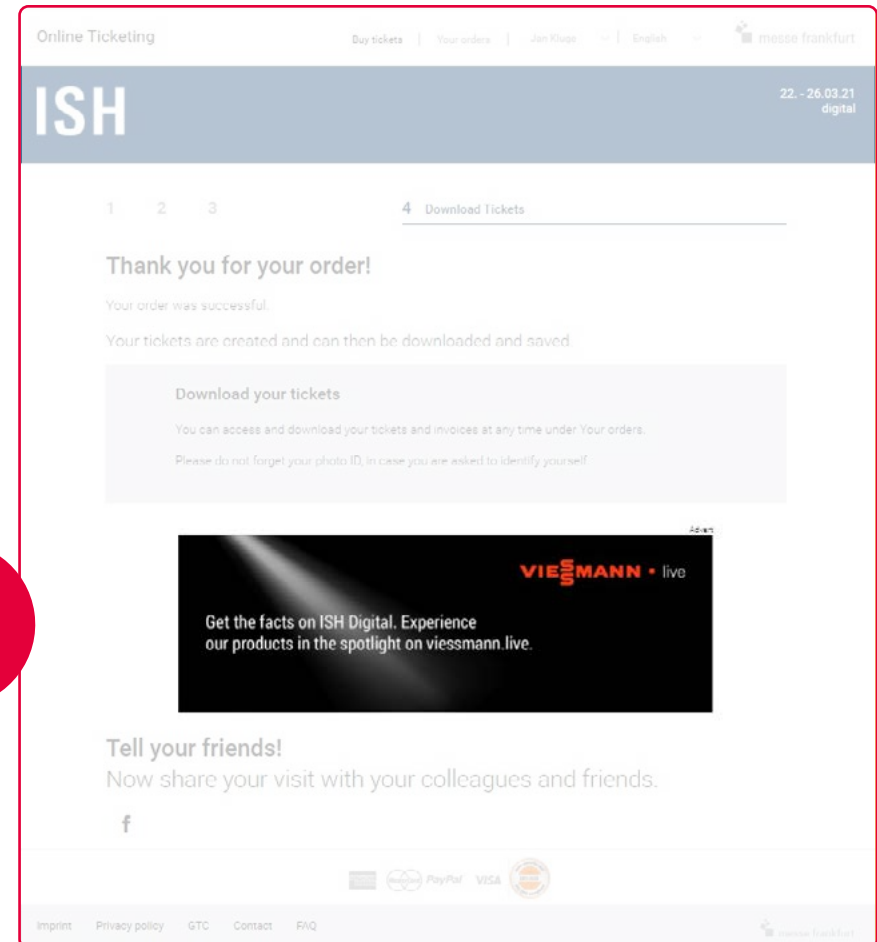
The banner in the Online Ticket Shop offers you a unique opportunity: with it you will be seen by all visitors buying their tickets, or redeeming vouchers, online – and do so at the very moment they download their entrance tickets!

A limited offer – only one ticket banner is available per event – and a very attractive one too! When the purchase of the ticket is concluded, your banner remains visible on the page to catch the eye of the beholder and awaken their interest.

Reserve your Ticket Banner before one of your competitors beats you to it!

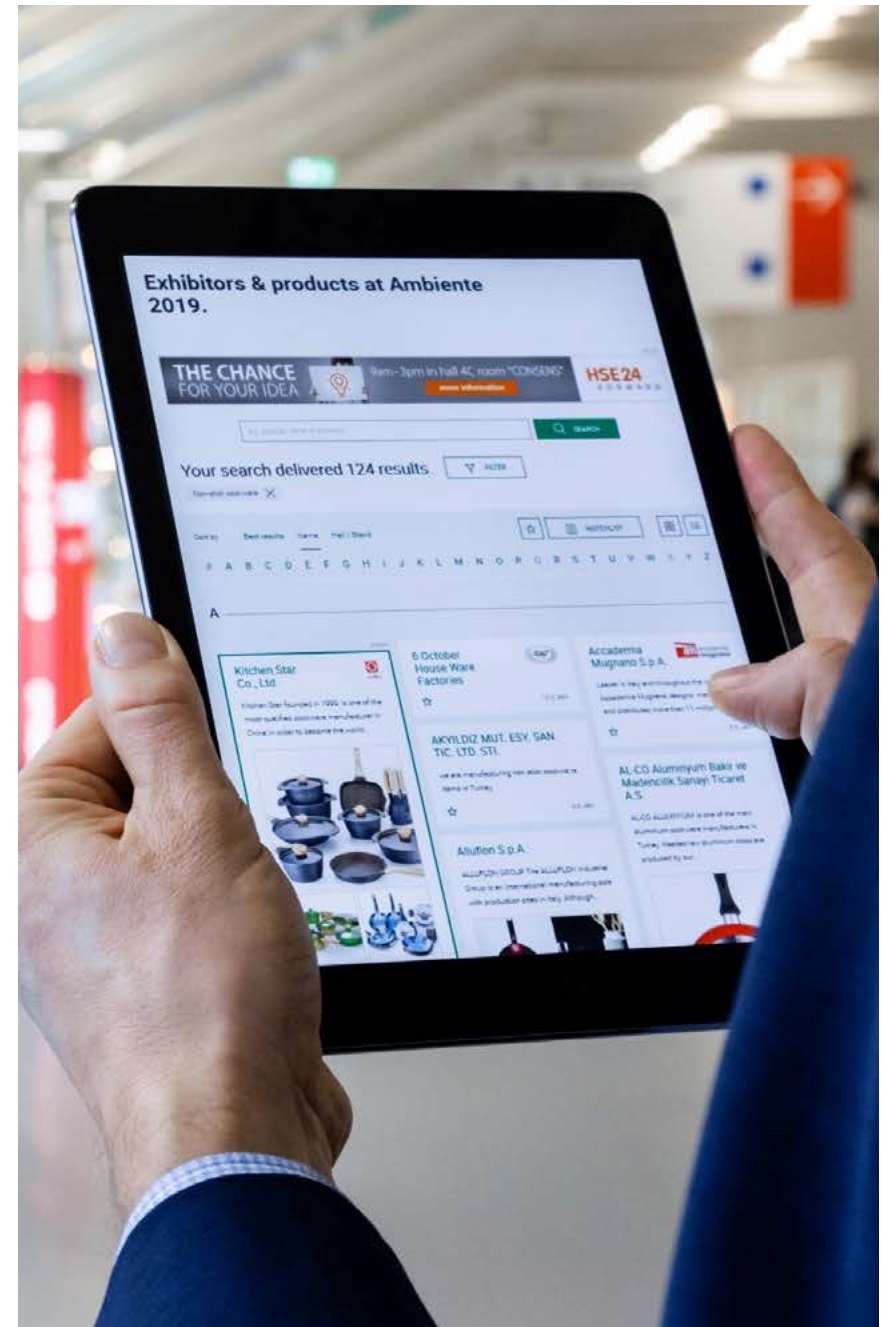
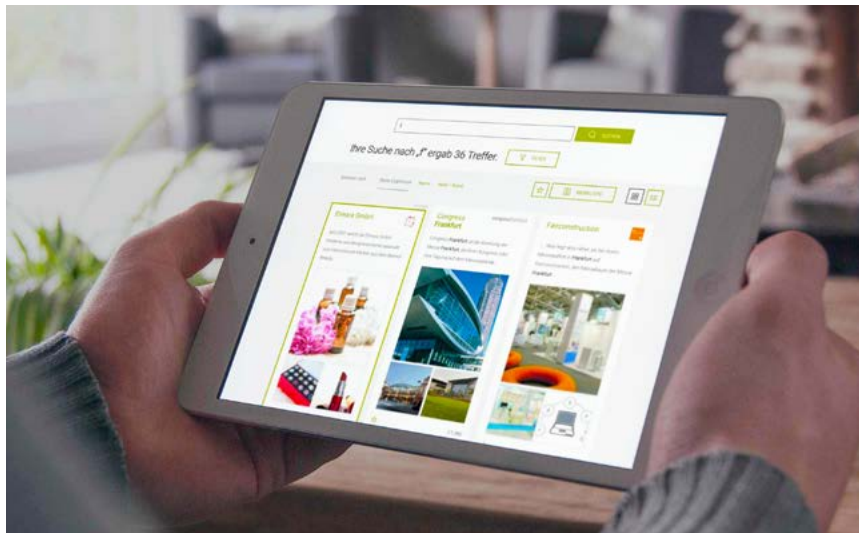
Price
2,875 euros

Limited
product



Native advertising

Burst from the pack and leave your competitors trailing in your wake! Snap up one of our premium advertising slots to make your company and your products stand out from the rest. You'll have to be quick, though, because their number is strictly limited.



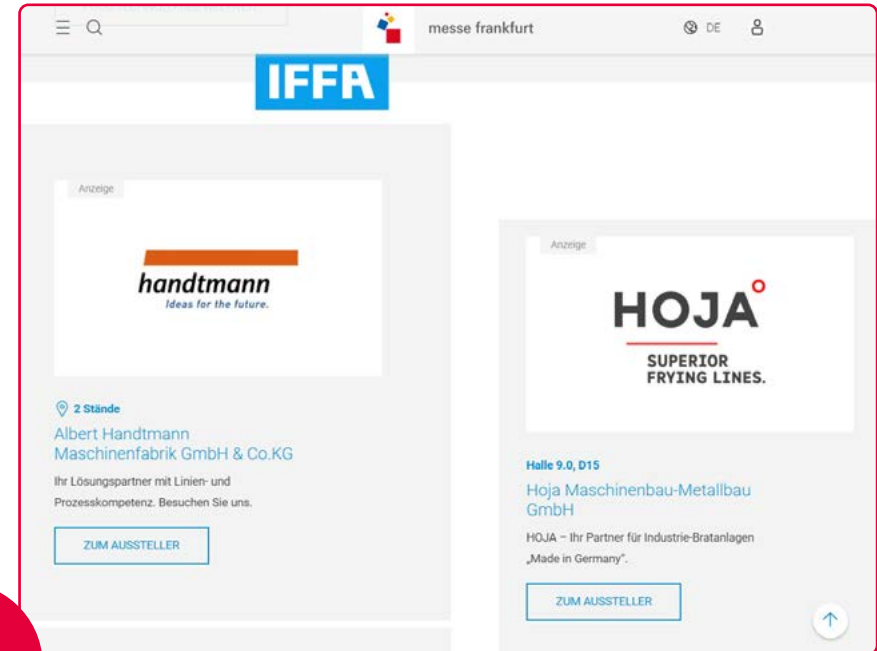
Front Page Box

Turbocharge your company profile

The trade fair's home page is the first port of call for anyone wanting to find out more about it. Native advertising gives you the opportunity of advertising your company and its products in a really prominent position.

A Front Page Box links directly to your company profile.
This product is displayed on all Messe Frankfurt's platforms – as well as on the interactive map of the exhibition grounds.
A maximum of four Front Page Boxes are displayed per page view, with availability limited to 12 boxes.

Price
1,095 euros



Limited product

A Front Page Box on the home page (desktop)

- Digital platform
- Website
- App

Top of Search

Pride of place in the list of search results

Top of Search makes you Number One!

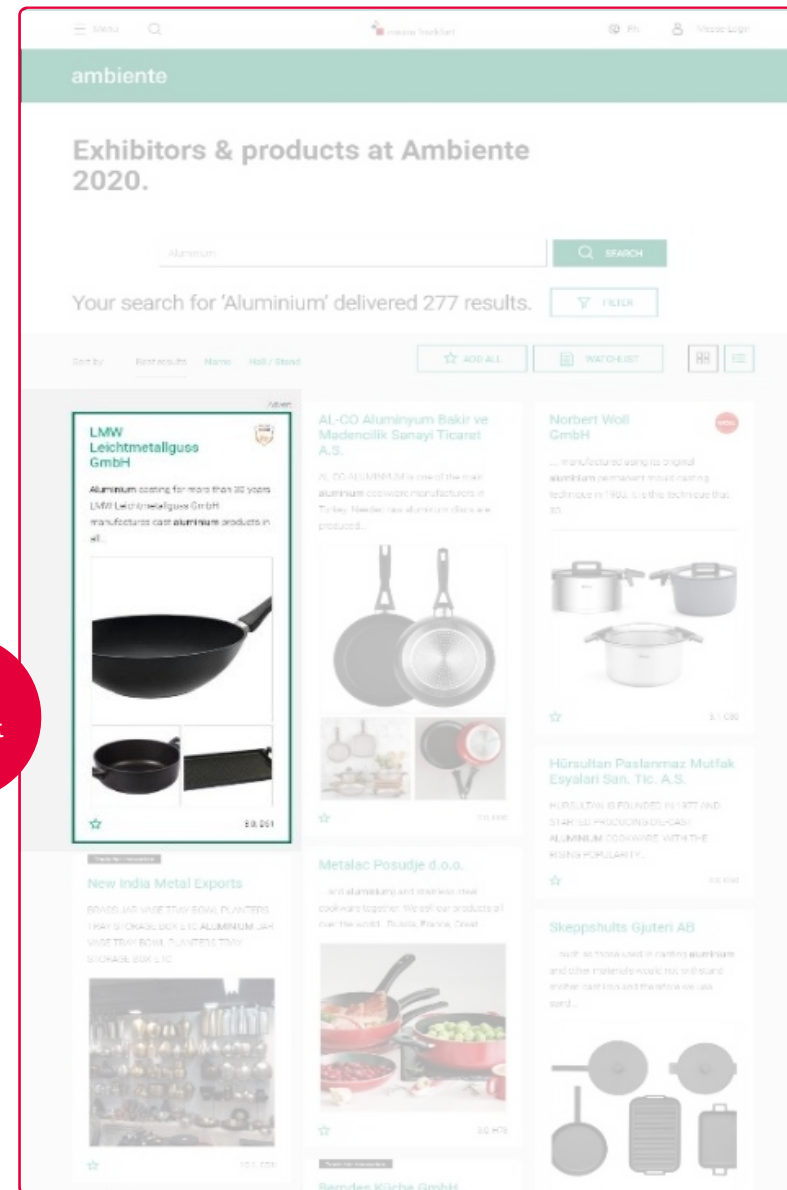
In both the Navigator app and on the website, whether in List or Standard view, with Top of Search, if your entry features among the search results, it will appear in first place, giving you a considerable edge. This product is displayed on all Messe Frankfurt's platforms.

With Top of Search, your entry will be found instantly and your company profile will be accessed up to 80% more often. Top of Search can be booked by a maximum of ten customers. Act now and make sure you're one of them!

Price
1,380 euros

Limited product

-  Digital platform
-  Website
-  App



Top of Product Group

Targeted advertising

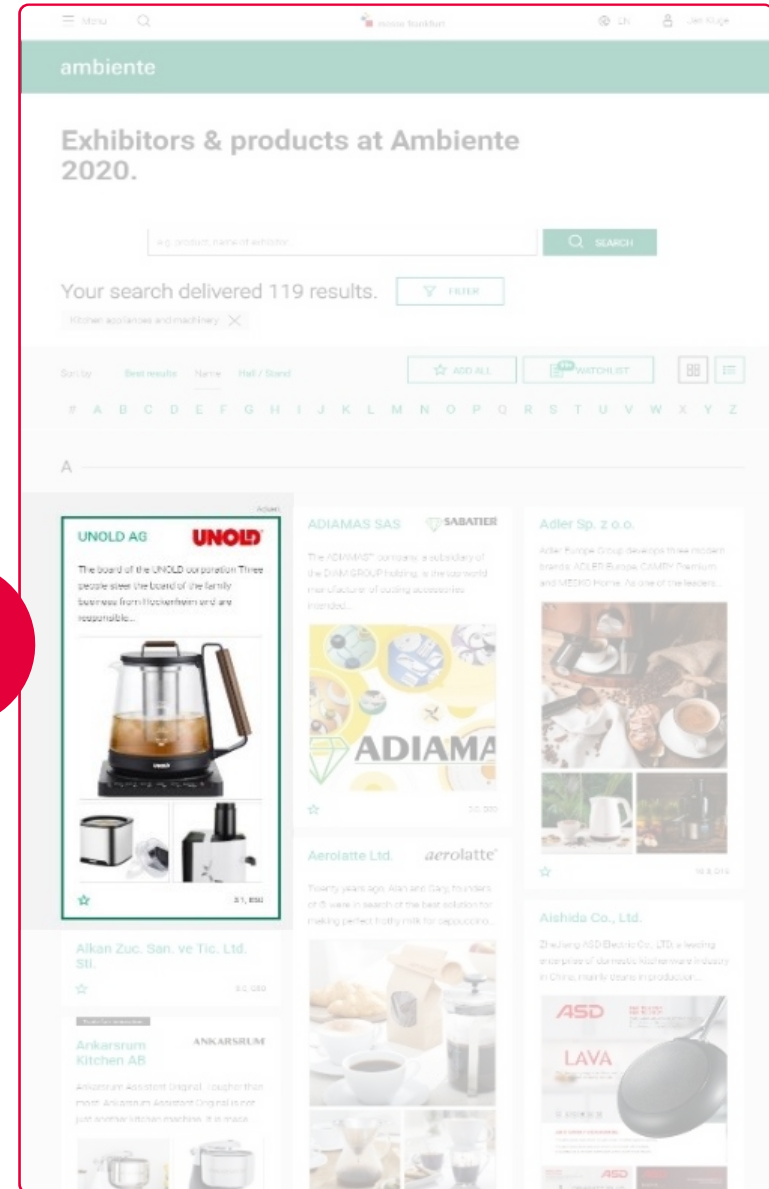
Be the front-runner in your product group by ensuring that your entry appears in first place – ahead of all other Product Group Search results.

Your company profile will get up to 50% more page views as a result. This product is displayed on all Messe Frankfurt's platforms. Top of Product Group can be booked a maximum of three times per product group, so swift action on your part could bring major dividends!

Price
690 euros

Limited product

- Digital platform
- Website
- App



Matching Banner

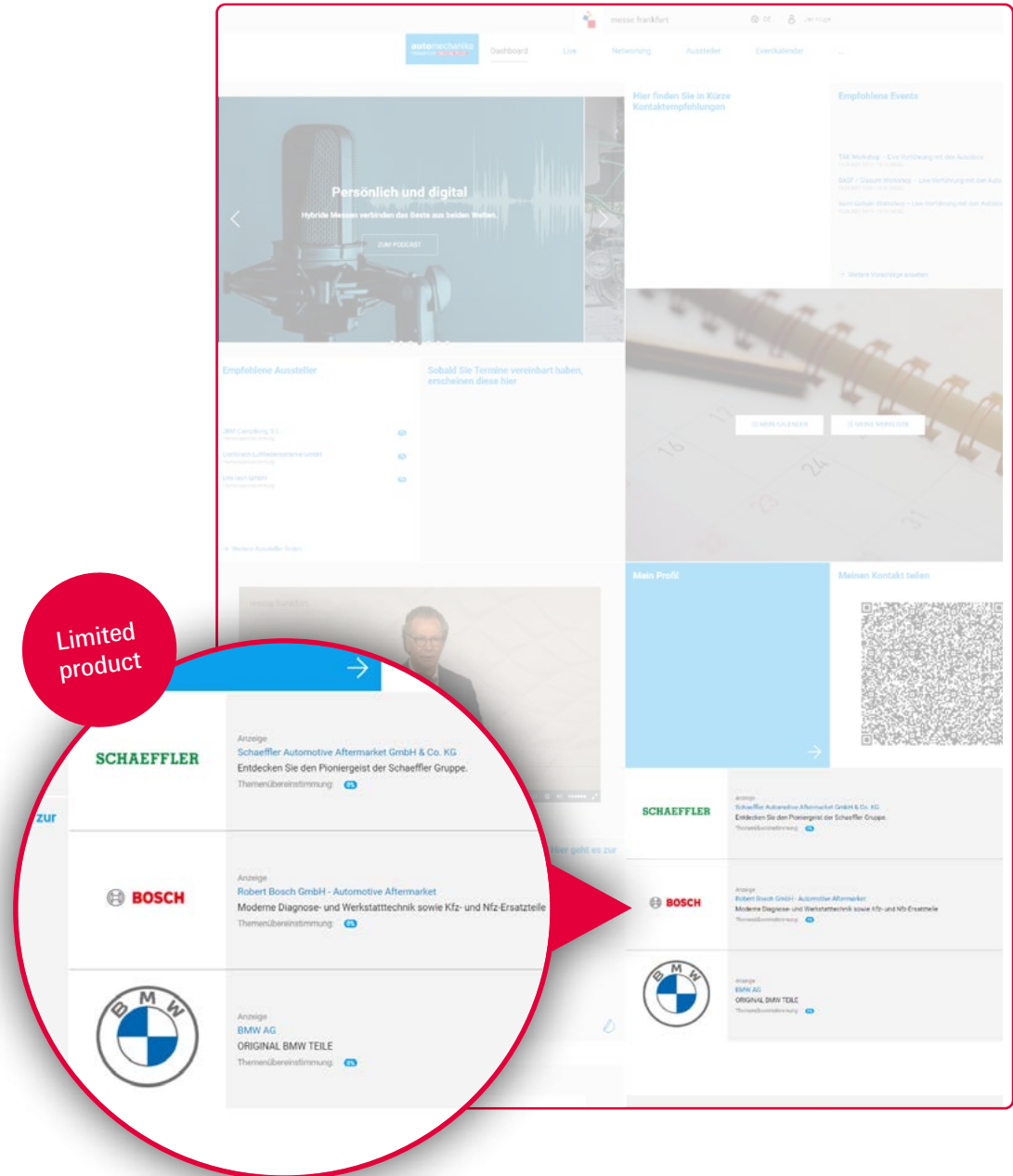
Where those who belong together come together!

By comparing exhibitor and visitor profiles, we discover for you exactly which visitors are interested in your products and services. This makes reliable matchmaking possible.

The visitor is then shown the three exhibitors that in percentage terms best match their search and requirements.

Price
1,725 euros

-  Digital platform
-  Website
-  App



Advantage packages

You can also simply book our advertising products in packages. Benefit from our attractive package prices and at the same time secure the limited packages before all other competitors.

Presence Package Plus



Presence Package



Limited products

Awareness Package



Advantage packages

Cleverly combined

Awareness Package: Maximise your visibility

Whether you're planning to celebrate your trade fair debut or stake your claim as market leader, this package combines three services that guarantee you'll not pass unnoticed on the website:

- Front Page Box
- Top of Search
- Top of Product Group

Price

2,845 euros

Presence Package: Be present online and onsite

Combine a Front Page Box on the trade fair's website with an ePoster (multimedia terminal) on the exhibition grounds. You'll be present not only on the home page of the trade fair but with an ePoster in ten hotspots on the exhibition grounds. Deliver your message in 20 seconds with a video, flash animation or slide show. Depending on the take-up, you'll be catching the eye of visitors at all the hotspots around 30 times an hour.

Price

2,600 euros

Presence Package Plus: Connect analogue and digital

Expand the Presence Package with the analogue top seller Slim Box (illuminated advertising space) and increase your online and onsite presence. You will be clearly visible on the trade fair's home page, advertising your presence with an ePoster at no less than 10 hotspots on the exhibition grounds, and shining with your campaign on the illuminated Slim Box at a selected point on the exhibition grounds. With this highly successful advertising medium, you have plenty of space to deliver your messages and showcase your products.

Price

3,885 euros

We will be happy to advise you as to which advantage packages best suit your needs.

Your contact

Media Services

Tel. +49 69/75 75-64 41

digitaladvertising@messefrankfurt.com

We'll be happy to advise you. Contact us!

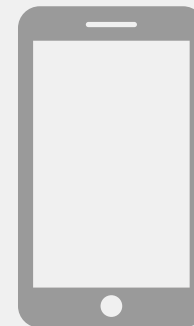
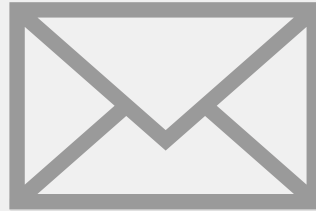


Image by Freepik