

Obligatory media package for all main and co-exhibitors (€835) – already automatically included in trade fair participation

All main and co-exhibitors automatically receive the BASIC media package. It offers the most important information on the company name, address, industry and stand position for the exhibitor directories and digital services. Added to these are attractive features that increase the information value for visitors and users, e.g. logo, info text, product presentations and brand entries. Please also note the additionally bookable services for even greater visibility and range and for recording contact data. You can also book these in the exhibitor service portal.

Exhibitor directory (trade fair homepage, trade fair app)	
Company name, stand position, postal address, website, e-mail address, telephone number	✓
Company logo	✓
Info text in German/English (text incl. links to other websites)	✓
Product keywords from trade fair nomenclature (further keywords can be booked in the Exhibitor Service Portal)	12
Linked buttons to your own social media channels	✓
Document uploads: images, PDFs, videos (each max. 150 MB)	✓
Product presentations (incl. product name, descriptive text English/German, images, PDF, videos)	3
Brand entries (incl. brand name, descriptive text English/German, pictures, pdf files, videos)	✓
Press infos/news	5
Header with key visual	✓
Contacts within the company ('team members')	5
Digital services at the trade fair	
DLG QR codes - You generate QR codes for your marketing content (PDFs, videos, images) and product presentations, print them out and display them at your stand, on the product or similar. - Visitors to the stand scan these and are taken directly to the relevant information and documents in the company profile.	✓
Visitor lead tracking (Scan2Lead) - Licence for scanning visitor badges at the trade fair stand - Create notices, attach documents - Contact data recording in real time - Download and store data for subsequent evaluation and further processing	1 licence

Info on data administration & correction:

Calling up the company profile for set-up, administration and correction: via the exhibitor service portal
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