

Mandatory BASIC media package for all exhibitors and co-exhibitors (EUR 851)

The BASIC media package forms the basis for the entry of your company information in the digital exhibitor directory on the trade fair website and the trade fair app. It also includes attractive features that increase the information value for visitors and users, e.g. logo, info text, product presentations and brand entries. Please also note our additional bookable services for even more visibility, reach and contact data capture via Scan2Lead. You can also book these in the Exhibitor Service Portal.

Exhibitor directory (Trade fair homepage, trade fair app)

Company name, stand number and position, postal address, homepage, email address, phone number	✓
Company logo	✓
Info Text English/German (can be formatted, incl. links to various websites)	✓
Buttons/links to the own social media channels	✓
Document uploads: pictures, pdf files, videos (max. volume 150 MB each)	✓
Product keywords of the trade fair nomenclature (additional packages can be booked in the Exhibitor Service Portal)	12
Company's contact persons	5
Header with key visual	✓
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)	3
Press releases/news	5

Digital services at the trade fair

Visitor lead tracking (Scan2Lead) <ul style="list-style-type: none"> • Licence for convenient scanning of visitor badges at the exhibition stand • Real-time contact data capture • Creating notes, attaching documents • Download and save data for evaluation and follow-up 	1
DLG QR-Codes <ul style="list-style-type: none"> • As an exhibitor, you generate QR codes for your marketing content (PDF, videos, images) and product presentations and print them out. Visitors scan these and are taken directly to the relevant information and documents in the company profile. • Unlimited number 	✓