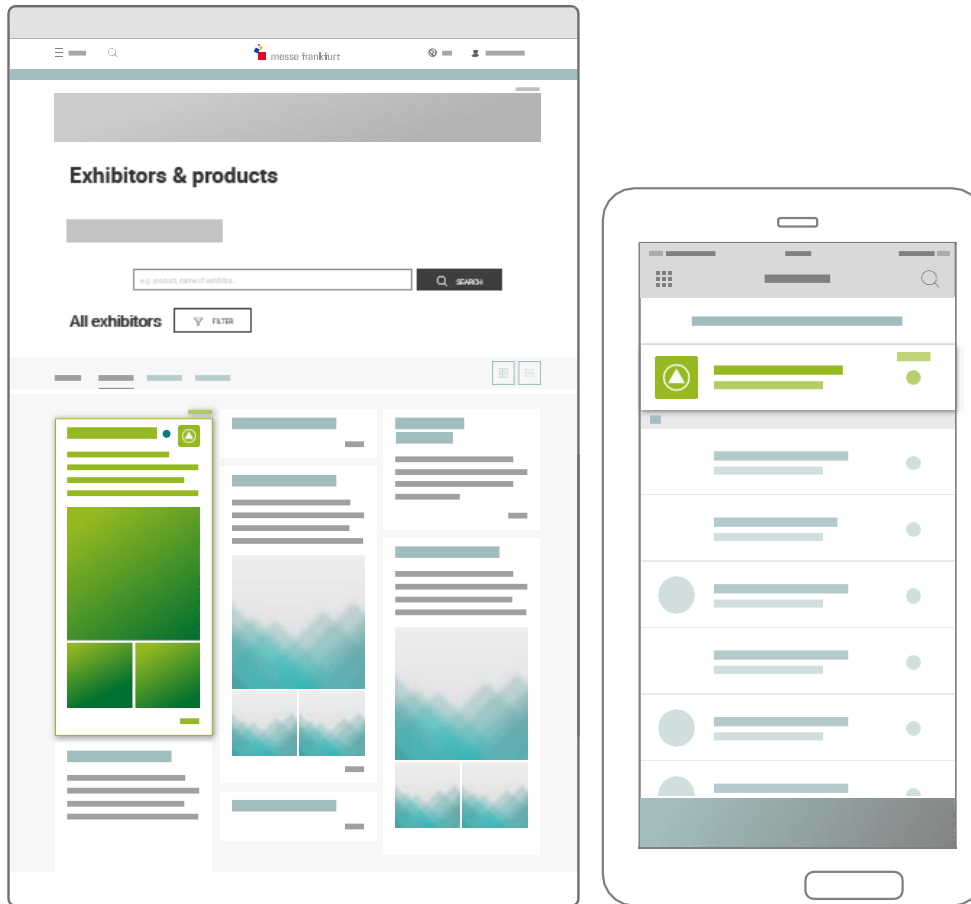


Digital services

for your trade fair presentation



Media Package



MEDIA PACKAGE

Enrich company's online presentation

Basic Media Package includes the company name, booth number and product category. The Upgraded Media Packages (**Silver** and **Gold**) allow to enhance the Basic Media Package at little expense to draw professional buyers' attention.

A) BASIC MEDIA PACKAGE

- Company Name
- Booth Number
- Product Group

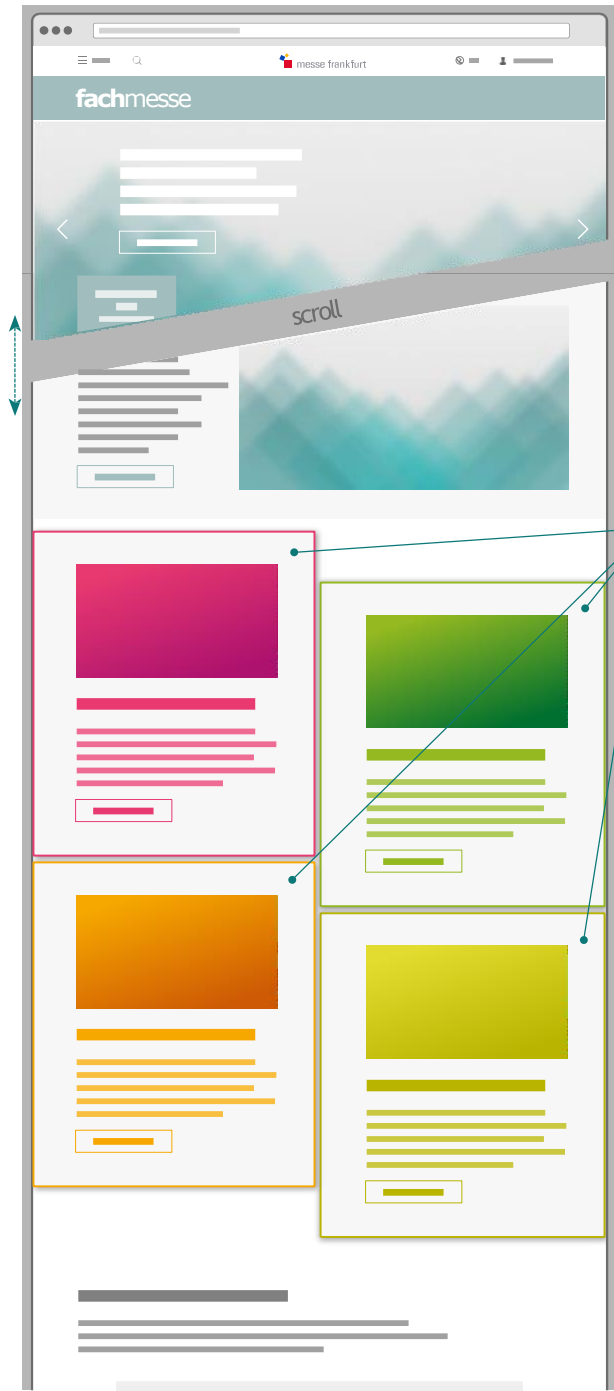
B) SILVER MEDIA PACKAGE

- Company Name
- Booth Number
- Product Group
- Correspondence Address
- Email & Website
- 1 Company Page (Picture & description)
- 1 Product Page (Picture & description)
- 3 Keywords

C) GOLD MEDIA PACKAGE

- Company Name
- Booth Number
- Product Group
- Correspondence Address
- Email & Website
- 1 Company Page (Picture & description)
- 5 Product Page (Picture & description)
- 5 Keywords

Add-on Services



FRONT PAGE BOX
Right on the homepage

FRONT PAGE BOX

Visible from the start

The trade fair homepage is the starting point for finding more information on the trade fair. Take the opportunity and advertise your company and product prominently.

As a

a) Company Front Page Box, the Front Page Box links to your company profile, or as a

b) Product Front Page Box, it links directly to a product page of your choice.

This service is available for selected trade fairs.

TOP OF SEARCH

Pole position in the list of search results

Trade visitors use the search function intensively. Companies at the top have a clear advantage. With **Top Of Search**, your entry is displayed in first place above all other search results. That makes you easy to be found!

TOP OF SEARCH

Presentation in the alternative list view

TOP OF SEARCH

Presentation in the standard view

TOP OF SEARCH

Presentation in the Navigator app



TOP OF CATEGORY

Not just for market leaders

Before visiting trade fairs, trade visitors research exhibitors in the product groups relevant for them (categories). Advertise specifically to the target market in your product group, and ensure that your company is highly visible. Your entry will be at the top, ahead of all other product group search results.

TOP OF CATEGORY

Presentation in the alternative list view

TOP OF CATEGORY

Presentation in the standard view

TOP OF CATEGORY

Presentation in the Navigator app





 SEE SAMPLE

<http://www.expoon.com/e/dst9s911bbb/>

360° TRADE FAIR STAND PANORAMA

Welcome to your virtual trade fair

You invest a lot of time and money in presenting your trade fair stand. It's a pity that the trade fair is over so quickly.

- Panorama image for easy integration in your website
- From Content Plus: Interactive landscape with many points of view and configurable information panels and videos



LOCATION-BASED SERVICES

WECHAT MOMENT NOTIFICATION

Like a tap on your shoulder

You can surprise WeChat users at strategically favourable locations in our exhibition centre with the new location-based services.

WeChat sends visitors a freely configurable push notification, which is displayed on their WeChat Moment. This guarantees you attention in this medium, when the visitors next check their smartphone at the latest! In this way, you can contact new visitors unobtrusively and guide them to your stand.

Online Banner



HOME PAGE



EXHIBITOR SEARCH

ONLINE BANNERS

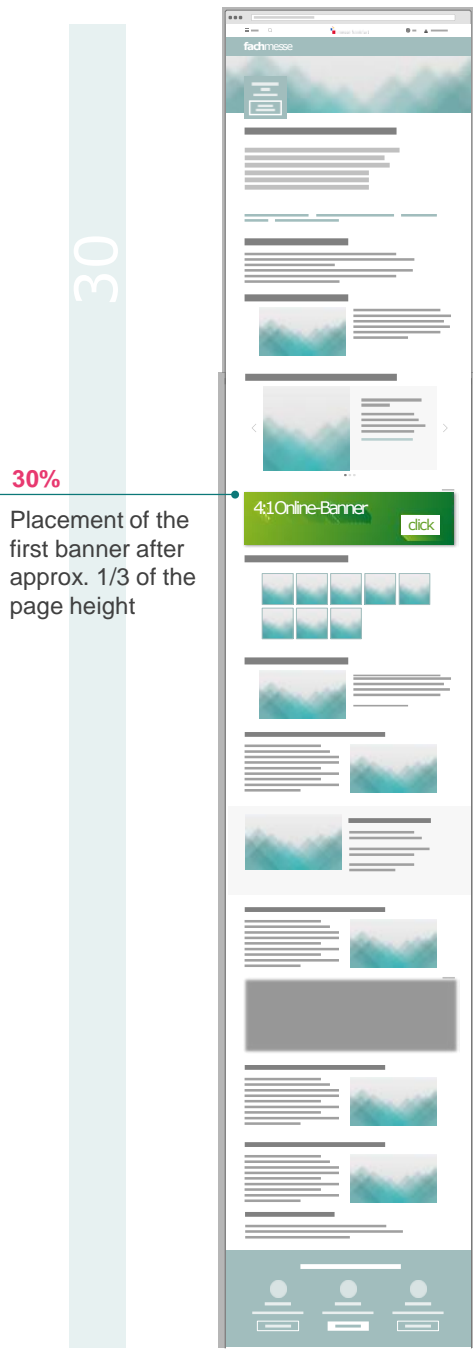
In the heart of the action

When redesigning the Messe Frankfurt websites, we created attractive advertising spaces for your online banners. This allows you to position your advertising prominently and ensures even better visibility. Use these popular and limited spaces to make your trade fair presentation even more effective.

We offer placements for online banners:

- On the homepage (selected trade fairs)
- In the Exhibitor search (Grid view & List view)

ONLINE BANNER POSITIONS ON THE HOMEPAGE



30%
Placement of the first banner after approx. 1/3 of the page height

POSITIONS OF THE ONLINE BANNERS IN THE EXHIBITOR SEARCH



GRID VIEW

The search results are shown as tiles in the standard view.

AFTER THE 7TH ENTRY
1:1 banner can be placed here



UNDER THE HEADER

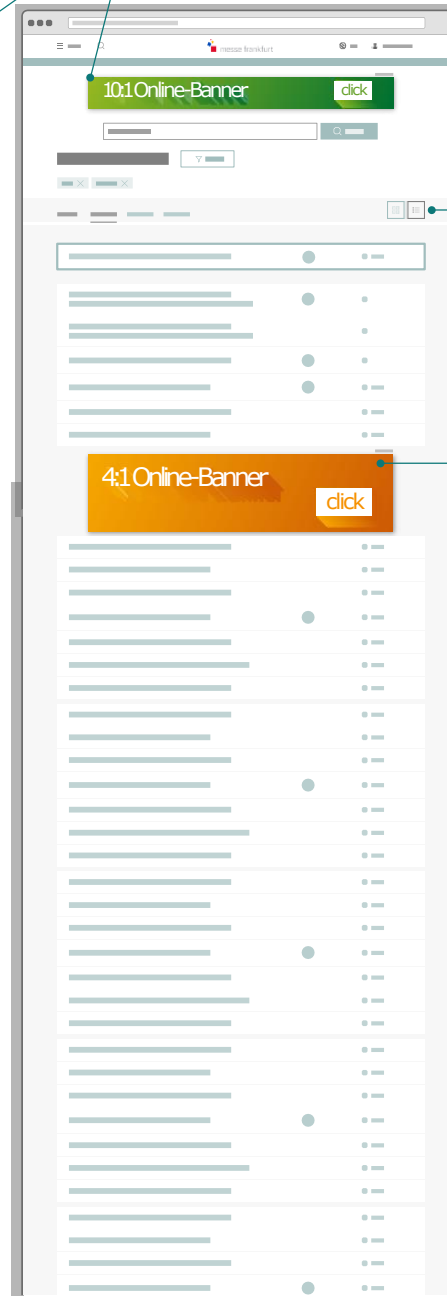
10:1 banners can be placed here

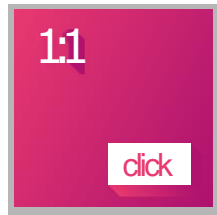


LIST VIEW

The search results can be shown as a list, as an alternative to the grid view.

AFTER THE 7TH ENTRY
4:1 banner can be placed here





ONLINE BANNERS

PLACEMENT / BANNER NAME	DIMENSIONS Width × Height
Homepage at 30% of the page height	
4:1	1,140 × 285 px
Exhibitor search – Under the header	
10:1	1,140 × 114 px
Exhibitor search – Grid view + List view after the 7th entry	
1:1	500 × 500 px
4:1	1,140 × 285 px



RESPONSIVE DESIGN

Your banners can also be viewed on mobile devices.

File formats: jpg / png (static), HTML5 (static / animated)
Please note the [requirements when producing HTML 5 banners](#)
Max. file size 250 kB each



BANNER AT VSC WECHAT

Seen by all

With the banner on VSC Wechat, you can position your message at our official WeChat pre-registration account. You are seen there by every visitor who registers the show at our WeChat account. Very attractive and strictly limited – **Only one banner** on VSC Wechat is available per trade fair. Secure your Ticket banner before your competition does!

The banner is invoiced at a fixed price.

BANNER AT VSC WECHAT

BANNER NAME

DIMENSIONS

Width × Height

Ticket banner

300x75px

File formats: jpg / png (static)

Max. file size 250 kB

Send us a German and an English version of your banner. // Each banner contains exactly one link. // Flash and gifs are not supported! // Includes reporting



CONTACT

Do you need help choosing the most effective services?

Get in touch with us.
We'll be happy to advise you!

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