

dexperty

digital expertise by messe frankfurt

Distinguish yourself, present your profile
Additional online services for your Media Package
脱颖而出 展示自我
尽享更多在线增值服务



messe frankfurt

Use your full potential and profit from a strong presence

Optimal visibility and a strong presence in the media for potential visitors are the keys to a successful trade fair. Most international purchasers find up-to-date information about new products, services and resources online. To cater to visitors' demand, every Messe Frankfurt trade fair has an advanced website with high traffic to offer a variety of information. Details given by exhibitors in the media package enable visitors to plan their trade fair visit quickly and conveniently.

To enhance the free Basic Media Package, which only includes an exhibitor's company name, booth number and product group in the database, Upgraded Media Packages are now offered to allow a topical full-text search and freely-selectable keywords at little expense.

充分展现潜力，从全方位展示中获益

提升曝光率，令观众留下深刻印象是参与展会成功的关键。现今大多数国际买家均是通过互联网寻找新产品、新服务和新资源。为了满足观众的需求，所有法兰克福展览的贸易展会皆设有专属官方网站，以提供展会的全方位信息。这些网站访问量巨大，通过更丰富的线上推广组合，参展商可以进一步完善企业及产品信息，从而让观众更快速、更便利地安排观展活动。

常规参展企业可发布的推广信息仅包含公司名称、展位号以及产品类别。而升级版的线上推广组合仅需少量费用投入，即可获得“标题全文搜索”及“任意关键字搜索”等更多辅助功能，强化专业买家的关注度。



Upgraded Media Packages 升级推广组合

Silver Media Package 银级推广组合

- ➔ Company name 公司名称
- ➔ Booth number 展位号
- ➔ Product group 产品分类
- ➔ Online logo 公司标志
- ➔ Correspondence address 公司地址
- ➔ E-mail address & website 常用电子邮箱+网址
- ➔ 1 Company page (picture & descriptions)
1 份公司简介 (图片+文字描述)
- ➔ 1 Product page (picture & descriptions)
1 份产品简介 (图片+文字描述)
- ➔ 3 Keywords 3 个关键字

Gold Media Package 金级推广组合

- ➔ Company name 公司名称
- ➔ Booth number 展位号
- ➔ Product group 产品分类
- ➔ Online logo 公司标志
- ➔ Correspondence address 公司地址
- ➔ E-mail address & website 常用电子邮箱+网址
- ➔ 1 Company page (picture & descriptions)
1 份公司简介 (图片+文字描述)
- ➔ 5 Product page (picture & descriptions)
5 份产品简介 (图片+文字描述)
- ➔ 5 Keywords 5 个关键字
- ➔ 1 Social media link / 1 Company video (Complimentary)
1 个社交媒体连接 / 1 条公司宣传片 (免费赠送)

Simple to use and searchers can find you easily

To purchase Upgraded Media Packages, order from the trade fair application form. Once your order is obtained, you will receive a direct link with an online form automatically sent via email to fill in your information. Supply your relevant details once and they will be published on trade fair websites. Simple and straight-forward.

To make your presentation more individual, you may also purchase Add-Ons services. With the additional services, the packages not only offer price advantages, but are also adapted precisely to the requirements of the exhibitors.

简单易用，便于查找

您只需在展商申请表中点选购买“升级推广组合”。申请一经提交，您将收到一封电子邮件，其中附有一个网络链接，点击即可打开信息登记表。只需一次性提供相关资料，它们就会在展会网站中出现。一切简单而直接。

如需更具个性化的企业信息展示，您亦可选购更多附加宣传服务，更为精准且独特地呈现您的企业及产品形象。

Add-Ons services: maximise your online presence in the exhibitor search – before, during and after the trade fairs!

Distinguish your company from your competitors by booking Add-Ons for your Upgraded Media Package. Make use of these Add-Ons in the exhibitor and product search at fair websites, thus you can reach thousands of trade fair visitors year-round.

附加服务：在展会的前、中、后阶段实现最大化的在线展示

升级推广组合中的附加服务能使您在云云企业中优先于竞争对手脱颖而出。通过附加服务可以更高效地使用展会网站上的“展商与产品”搜索功能，令您的企业全年无休与数千专业观众保持深度交流。

Search Add-Ons 搜索附加服务

Visitors will see you immediately with these Add-Ons
通过以下附加服务，观众将立即找到您的企业信息

- ➔ Top-of-Search 在搜索结果中置顶
- ➔ Top-of-Category 在按类别搜索结果中置顶
- ➔ Top Box 网页头条
- ➔ Keywords 关键字

Information Add-Ons 信息附加服务

Present your broad and varied brand to visitors with additional text and images
通过附加文字和图片，加强品牌展示

- ➔ Video 视频
- ➔ Product Page 产品简介
- ➔ Online Banner 线上横幅广告

Link Add-Ons 链接附加服务

Go into depth and reserve additional links to redirect visitors to your web pages and other internet profiles
设置网站链接，观众可直接访问您的公司主页及其他互联网平台

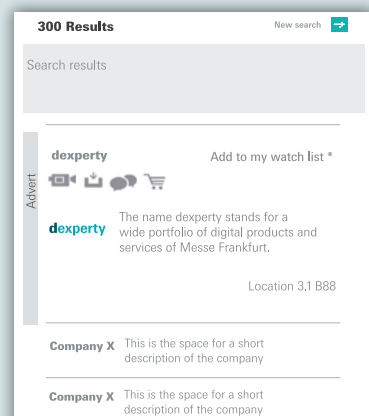
- ➔ Shop Link 商店链接
- ➔ Social Media Link 社交媒体链接
- ➔ Product Direct Link 产品专页链接



Search Add-Ons: make use of limited ad space and increase your visibility! 搜索附加服务：充分利用有限的广告空间，增加企业的曝光率！

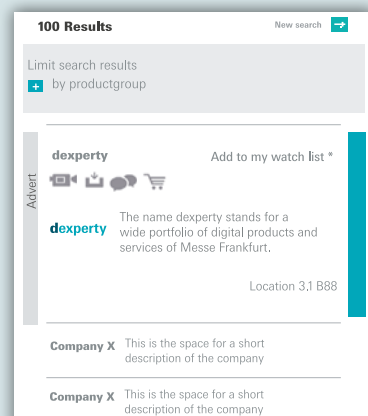
Top-of-Search 搜索结果中置顶

- Your entry will be prominently displayed at the top of the search results
(Of course this requires the company being listed in the search results)
企业信息将被置于搜索结果的顶端
(仅限已参展企业使用)
- 5 limited ad spaces
(Only 1 entry is displayed in rotation)
5个广告位，限量供应
(每次出现1个搜索结果，企业轮换显示)



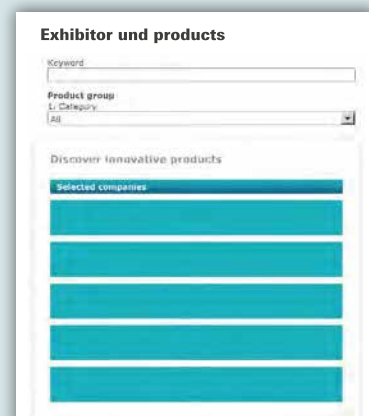
Top-of-Category 产品类别搜索结果中置顶

- Your entry will appear at the top of the search results within a product category
公司信息将出现在按产品类别搜索结果的顶端
- 3 limited ad spaces
(Only 1 entry is displayed in rotation)
3个广告位，限量供应
(每次出现1个搜索结果，企业轮换显示)



Top Box 网页头条

- Your entry will appear on the landing page of the exhibitor and product search
企业信息将出现在展商和产品搜索的登陆页面
- Eye-catching placement of your information and products – linked to your exhibitor profile information and products (可链接至您的展商档案) 将出现在显眼位置
- 25 limited ad spaces – 5 Top Boxes are displayed in rotation
25个广告位，限量供应
(每次出现5个网页头条，广告内容轮换显示)



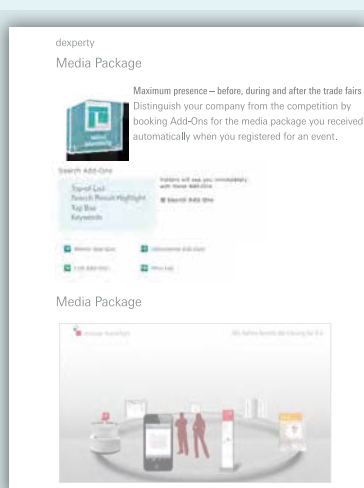
Keywords 关键字

- Enter additional Keywords, under which you can be found faster
输入附加关键字，观众能更快地查找到您的公司
- The Keywords are taken into consideration in the full text search
在全文搜索中也会包含关键字

Information Add-Ons: give your company a face! 信息附加服务：为您的企业获取更多展示机会！

Video 视频

- Show videos in your company profile in the fair website's exhibitor search
在展会网站的“展商搜索”中放置您的企业视频
- All popular video formats are supported /aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)
支持所有主要视频格式，视频比例16:9或4:3。视频长度不超过5分钟
(超长视频需特别申请)



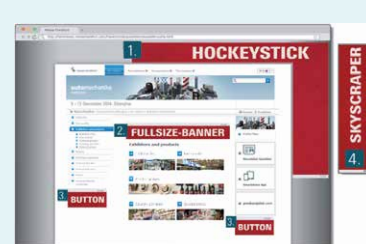
Product Page 产品简介

- Strengthen your presence with additional products and increase the hit rate from potential customers
通过附加产品信息展示强化公司形象，吸引更多潜在客户的点击查看
- Show your highlights and new products
展示亮点和新产品
- Includes 1 photo and product information in both Chinese and English (2,500 characters each) +1 keyword
包含1幅图片和中英双语的产品信息 (每种2,500字) 及1个关键字



Online Banner 线上横幅广告

- Present your company, products and booth number with images
以图片形式显示企业名称、产品和展位号
- Redirect to company website
链接到公司主页



Link Add-Ons: show what you have to offer!

链接附加服务：展示您的产品信息

Shop Link 商店链接

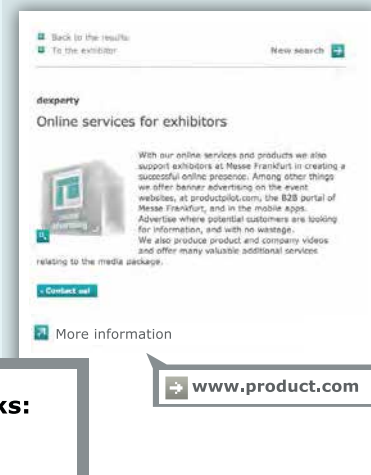
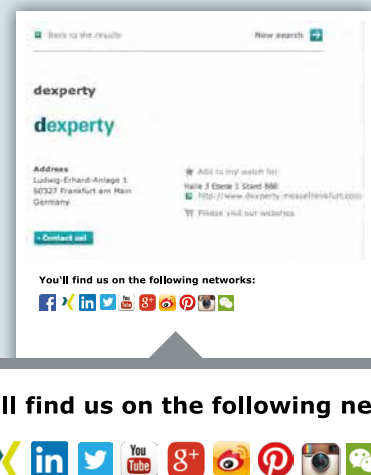
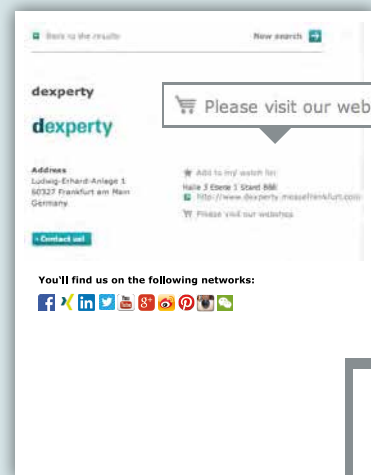
- Link to your online shop
链接到企业网上商店
- 1 link is available per exhibitor
每个展商仅限1个链接

Social Media Link 社交媒体链接

- Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Google+, Weibo, Pinterest, Instagram, Wechat
添加社交媒体链接：Xing、LinkedIn、YouTube、Facebook、Twitter、Google+、微博、Pinterest、Instagram、微信
- 1 link is available per network
每个社交媒体界面仅限1个链接
- For up to 10 links
最多可设置10个社交媒体

Product Direct Link 产品专页链接

- Redirect customers to your web site using the Product Direct Link
观众可直接链接到企业的产品专页



You'll find us on the following networks:



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

Messe Frankfurt Trade Fair constantly sets new trends and is a professional "Business-matching" partner between providers and potential target groups – before, during and after the event. To facilitate networking, we offer every exhibitor innovative opportunities for individual and optimal presentation in one media package, which is an essential component of every trade fair participation to ensure optimal visibility of relevant information in an all year-round online presence.

→ A variety of enhancement options are available, which allow for the realisation of individual conceptions.

- progressive opportunities for a distinctive presentation in all relevant trade fair media
- comprehensive information attainability for visitors in their preparation and review of the trade fair
- long-term communication platform for exhibitors and buyers

升级推广组合：助您迈向更成功的展会

法兰克福展览公司是一家引领潮流的专业展览主办机构，分别在展会的前、中、后三个阶段为参展商和潜在客户群体牵线搭桥。为促进交流，我们为每家参展企业挑选不同的推广组合，量身定制最佳的创新展示方案，令企业的相关信息得以全年在线展示，实现最大的参会曝光率。

→ 为了实现个性化的概念展示，我们特别提供一系列升级选项

- 在所有相关展会的宣传渠道提供独特的展示机会
- 让观众在展会前后均能获得详尽的展商信息
- 为展商和买家搭建长期的沟通平台

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