

# InnoTrans Media Services

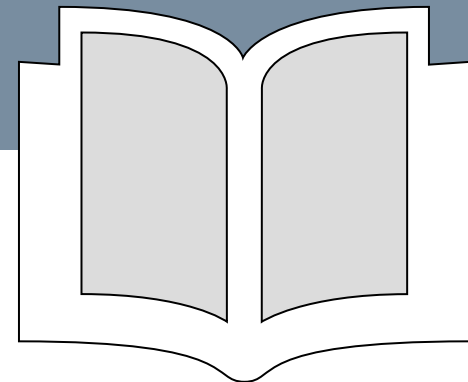
More Visibility in all InnoTrans Media

27 – 30 April 2021



- ✓ InnoTrans Virtual Market Place
- ✓ InnoTrans App
- ✓ InnoTrans Catalogue & Guide

Your single-source media solution!



# Present yourself with InnoTrans 2021 Media

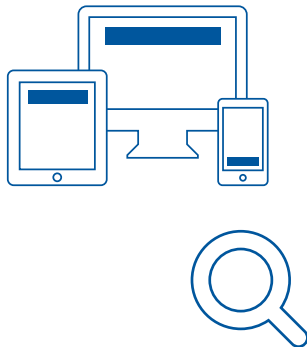
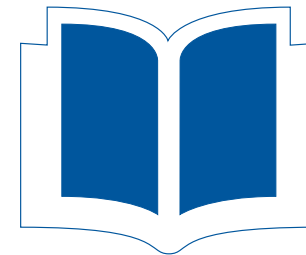
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# 1. The media concept of InnoTrans 2021

Benefit from more visibility in the Virtual Market Place<sup>®</sup>,  
print catalogue, guide and app



- ✓ InnoTrans Media:
  1. InnoTrans Virtual Market Place –  
The comprehensive preparation and follow-up tool
  2. InnoTrans App –  
The smart companion for your trade show visit
  3. InnoTrans Catalogue & Guide –  
The printed directories
- ✓ Our combination packages ensure you optimal visibility on every channel
- ✓ Simplified booking of all media services via the Virtual Market Place<sup>®</sup> online editorial team: Benefit from our service, including one-stop support for all exhibitor entries and direct online booking in the exhibitor area

# 1.1 The 2021 media package

The following services are included in your stand registration



InnoTrans Catalogue	InnoTrans Guide	InnoTrans Virtual Market Place	InnoTrans App
<b>Main Exhibitors</b>			
<b>Basic entry in the alphabetical list of exhibitors:</b> + Company name + Hall and stand no.	<b>Entry in the alphabetical short list of exhibitors:</b> + Company name + Hall and stand no.	+ Company profile with logo + Company contact details + Link to company website	+ Company profile with logo + Company contact details + Link to company website
+ Address + Telephone and fax no. + Email and Internet address	<b>Entry in the exhibitor short list by country:</b> + Company name + Hall and stand no.	+ 5 basic entries in the product group classification + Presentation of up to three exhibitor products with a description, 1 picture & 1 link each + Link to social media profiles	+ 5 basic entries in the product group classification + Presentation of up to three exhibitor products with a description, 1 picture & 1 link each + Link to social media profiles
<b>5 basic entries in the product group classification:</b> + Company name + Hall and stand no.	<b>Entry in the hall overviews:</b> + Country code + Company name + Hall and stand no.		
<b>Co-Exhibitors</b>			
<b>Entry in the alphabetical directory of exhibitors:</b> + Company name + Hall and stand no.	<b>Entry in the alphabetical short list of exhibitors:</b> + Company name + Hall and stand no.	+ Company profile with logo + Company contact details	+ Company profile with logo + Company contact details
	<b>Entry in the exhibitor short list by country:</b> + Company name + Hall and stand no.		
	<b>Entry in the hall overviews:</b> + Country code + Company name + Hall and stand no.		



## 1.2 Our combination packages for main exhibitors: Virtual Market Place<sup>®</sup>, print catalogue & app

Combi Premium
Virtual Market Place <sup>®</sup> & App
<ul style="list-style-type: none"> <li>+ 5 product groups</li> <li>+ 5 products</li> <li>+ 3 job offers</li> </ul>
Print catalogue
<p><b>Exhibitor Directory</b></p> <ul style="list-style-type: none"> <li>+ Logo (CMYK)</li> <li>+ Company description (400 characters each in English and German)</li> </ul> <p><b>Product Directory</b></p> <ul style="list-style-type: none"> <li>+ 5 product groups</li> <li>+ Address in all product groups</li> <li>+ Logo (CMYK) in all product groups</li> </ul>
<p><b>DIN A4 Advertisement (CMYK)</b></p>

2,400 €\*

\* (15% discount compared to booking single services separately)

Combi Plus
Virtual Market Place <sup>®</sup> & App
<ul style="list-style-type: none"> <li>+ 3 product groups</li> <li>+ 3 products</li> <li>+ 2 job offers</li> </ul>
Print catalogue
<p><b>Exhibitor Directory</b></p> <ul style="list-style-type: none"> <li>+ Logo (CMYK)</li> <li>+ Company description (400 characters each in English and German)</li> </ul> <p><b>Product Directory</b></p> <ul style="list-style-type: none"> <li>+ 3 product groups</li> <li>+ Address in all product groups</li> <li>+ Logo (CMYK) in all product groups</li> </ul>

1,500 €\*

\* (10% discount compared to booking single services separately)

### Your advantages

- ✓ Highest level of visibility for your company and products
- ✓ Comprehensive presence in all available media channels
- ✓ Significant cost savings over booking the services individually

## 1.3 All media services for main exhibitors at a glance

### If you prefer, you can put together your own media services package!

Virtual Market Place® & App		
Job offer	+ 1	50 €
Job offer	+ 3	120 €
Virtual Market Place®, Print catalogue & App		
Product groups	+ 1 Product group	75 €
	+ 3 Product groups	195 €
	+ 5 Product groups	320 €
Product groups and products <small>(Products will not be published in the print catalogue)</small>	+ 1 Product group and 1 product	100 €
	+ 3 Product groups and 3 products	275 €
	+ 5 Product groups and 5 products	445 €
Press release	+ 4 press releases on the Virtual Market Place®	125 €
Print catalogue		
Exhibitor Entry Plus	<b>Exhibitor Directory</b>	340 €
	+ Logo (CMYK) + Company description (400 characters each in English and German)	
Product Directory Plus	<b>Product Directory</b>	960 €
	+ Address in all product groups + Logo (CMYK) in all product groups	
DIN A4 Advertisement	+ Advertisement (CMYK) within the print catalogue	980 €

Position yourself  
**EXCLUSIVELY**  
with a full-page ad  
on the cover!

EXCLUSIVE advertisements in the print catalogue <small>(including exhibitor directory and product directory)</small>	
Inside front cover	5,150 €
Inside back cover	4,750 €
Outside back cover	6,200 €

EXCLUSIVE advertisements in the print guide <small>(including exhibition grounds and short lists of exhibitors)</small>	
Inside front cover	5,150 €
Outside back cover	6,200 €



# 1.4 Your advertising opportunities as a co-exhibitor

27 – 30 April 2021

### Upgrade (for Co-Exhibitors)

- + Extended company profile in the Virtual Market Place® and in the app
  - + 3 products
  - + 5 product groups
  - + Social media links and file uploads
- + Placement in the Exhibitor Directory: your address, Telephone and fax no., Email and Internet address
- + Placement of 5 basic entries in the product group classification:
  - + Company name
  - + Hall and stand no.
- + Opportunity to book additional media services, such as single services, Combi Premium or Combi Plus packages

489 €

### You do not need an upgrade to place your jobs in our media:

+ 1 job offer	+ 3 job offers
---------------	----------------

50 €

120 €



### Combi Premium

Virtual Market Place® & App

- + 5 product groups
- + 5 products
- + 3 job offers

Print catalogue

**Exhibitor Directory**

- + Logo (CMYK)
- + Company description (400 characters each in English and German)

**Product Directory**

- + 5 product groups
- + Address in all product groups
- + Logo (CMYK) in all product groups

DIN A4 Advertisement (CMYK)

2,400 €\*  
\* (15% discount compared to booking single services separately)

### Combi Plus

Virtual Market Place® & App

- + 3 product groups
- + 3 products
- + 2 job offers

Print catalogue

**Exhibitor Directory**

- + Logo (CMYK)
- + Company description (400 characters each in English and German)

**Product Directory**

- + 3 product groups
- + Address in all product groups
- + Logo (CMYK) in all product groups

1,500 €\*  
\* (10% discount compared to booking single services separately)



## 2. The InnoTrans 2021 print catalogue

The most important facts at a glance

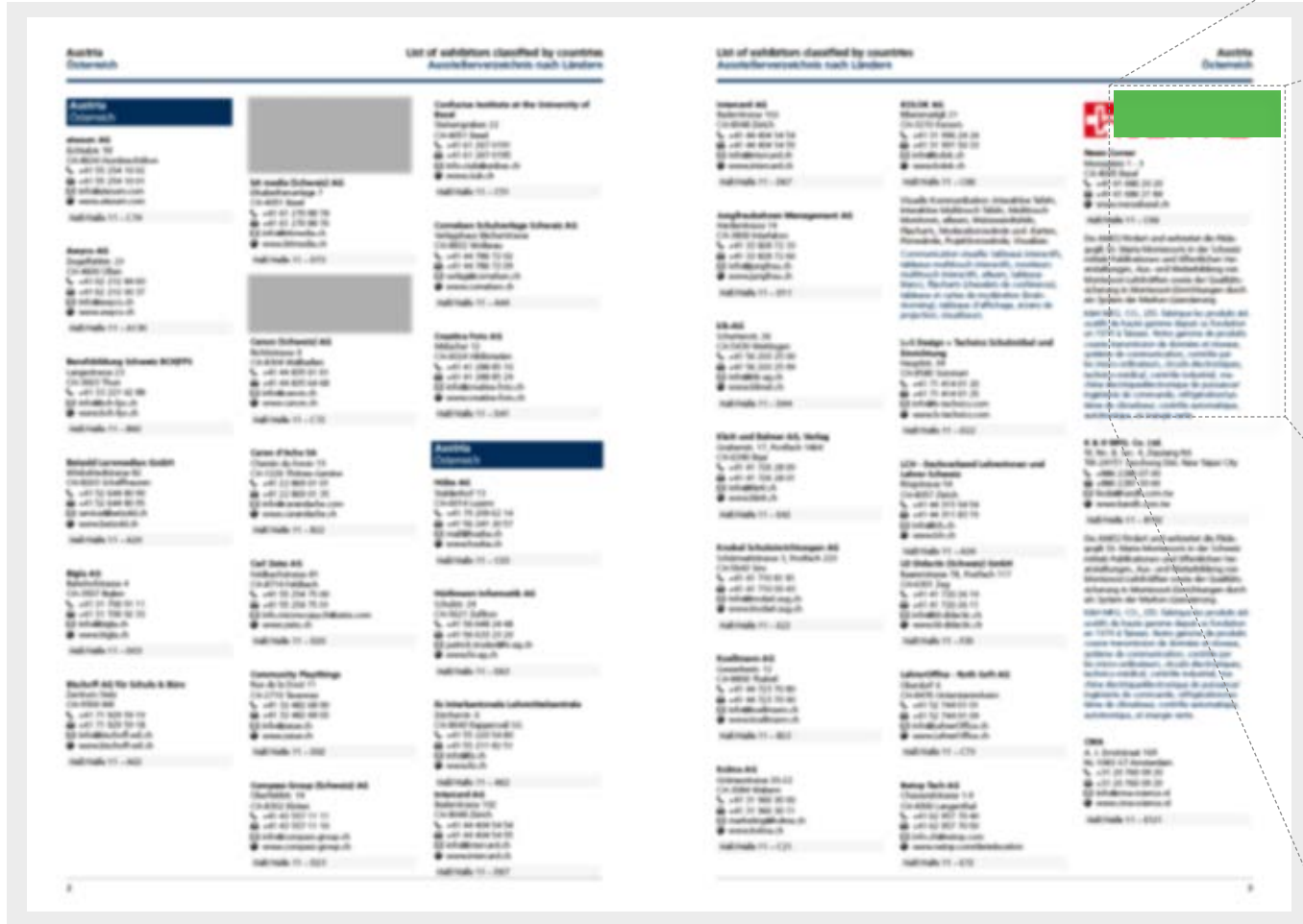


- ✓ Free distribution to trade visitors during the trade show.
- ✓ Catalogue circulation: 35,000  
Guide circulation: 40,000
- ✓ Compact design makes the catalogue your ideal trade show companion.
- ✓ As part of the print catalogue, the product directory provides the most important company data at a glance.
- ✓ The guide – with exhibitor lists and hall maps – is ideal for a quick overview.





## 2.1 Sample pages – exhibitor directory



**Your logo**

**The name of your company**  
 Messedamm 22  
 DE-14055 Berlin  
 ☎ +49 30 30382211  
 ☎ +49 30 30382172  
 ✉ info@virtualmarket.innotrans.de  
 🌐 http://www.innotrans.de

Hall/Halle 11.1 – 205

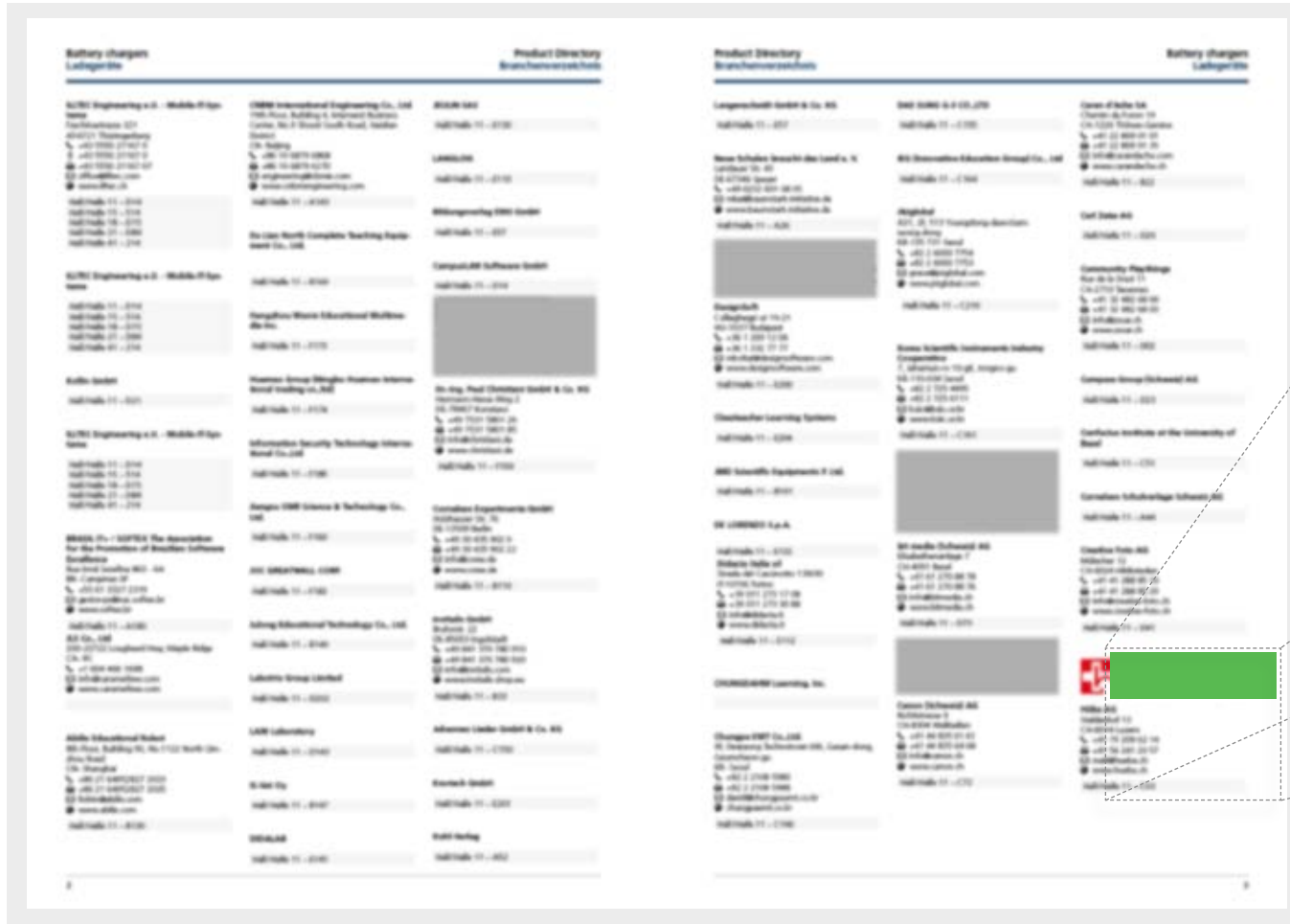
This is where you could read your firm's description. You could submit 400 characters in English and 400 in German to describe your company. This additional service is included in, for example, the Combi Premium and the Combi Plus Package. Take advantage of this chance to upgrade your firm's catalogue entry and set yourself apart from competitors. Detailed information about the packages can be found on page 5.

An dieser Stelle könnte Ihre Firmenbeschreibung stehen. Hier könnten Sie in jeweils 400 Zeichen Ihre Firma auf Englisch und auf Deutsch beschreiben. Diese Zusatzleistung ist beispielsweise im Kombi Premium als auch im Kombi Plus Paket enthalten. Nutzen Sie diese Option um Ihren Firmeneintrag im Katalog aufzuwerten und Ihr Unternehmen hervorzuheben. Details zu den Paketen finden Sie auf Seite 5.

Company entry, incl. the two additional services: logo & company description



## 2.2 Sample pages – product directory



Company entry, incl. the two additional services: logo & company description

### Your logo

**The name of your company**  
 Messedamm 22  
 DE-14055 Berlin  
 ☎ +49 30 30382211  
 📠 +49 30 30382172  
 ✉ info@virtualmarket.innotrans.de  
 🌐 http://www.innotrans.de

Hall/Halle 11.1 – 205



## 2.3 Specifications for your printed ad

<b>Format</b>	DIN A4 upright format (210 × 297 mm) with additional 3 mm bleed on all four sides
<b>File format</b>	PDF
<b>Maximum file size</b>	20 MB
<b>Resolution</b>	300 dpi
<b>Colour mode</b>	CMYK (Cyan/Magenta/Yellow/Key-colour = black), display black text without colours (100% black)

### How to submit your data

1. You can upload your ad directly in the exhibitor area of the Virtual Market Place®:
2. If you prefer, you can send us your ad via email:

[www.virtualmarket.innotrans.de/en/exhibitor-area](http://www.virtualmarket.innotrans.de/en/exhibitor-area)

Login data is available from our online editorial team.

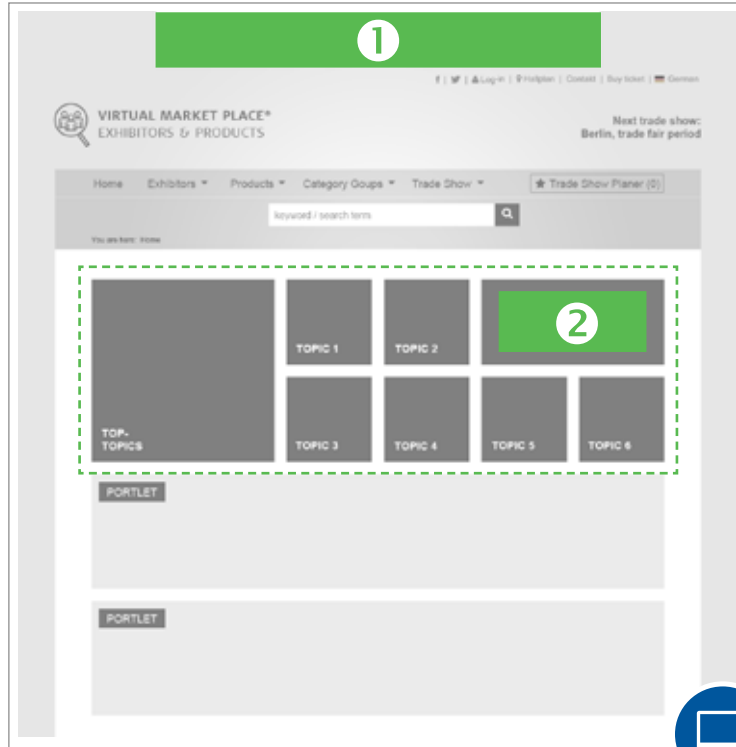
[editorial@virtualmarket.innotrans.de](mailto:editorial@virtualmarket.innotrans.de)

→ The deadline for submitting print ads is at the beginning of December 2020.



# 3. Digital advertising options as individual services

## 3.1 Banner formats on the Virtual Market Place® homepage



Desktop



Tablet



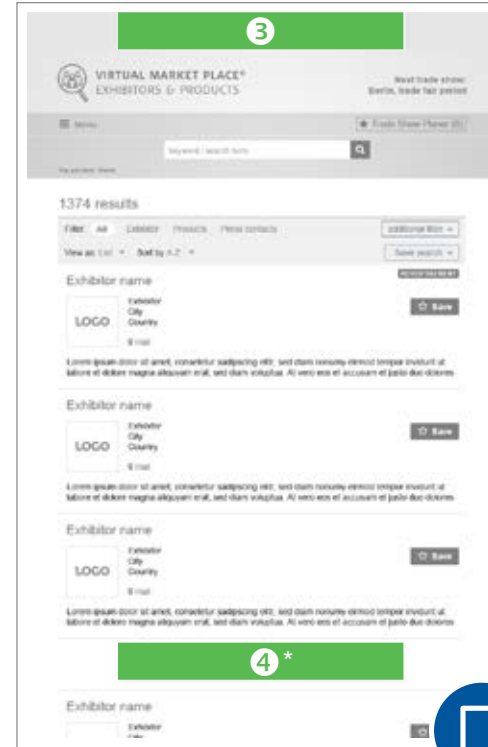
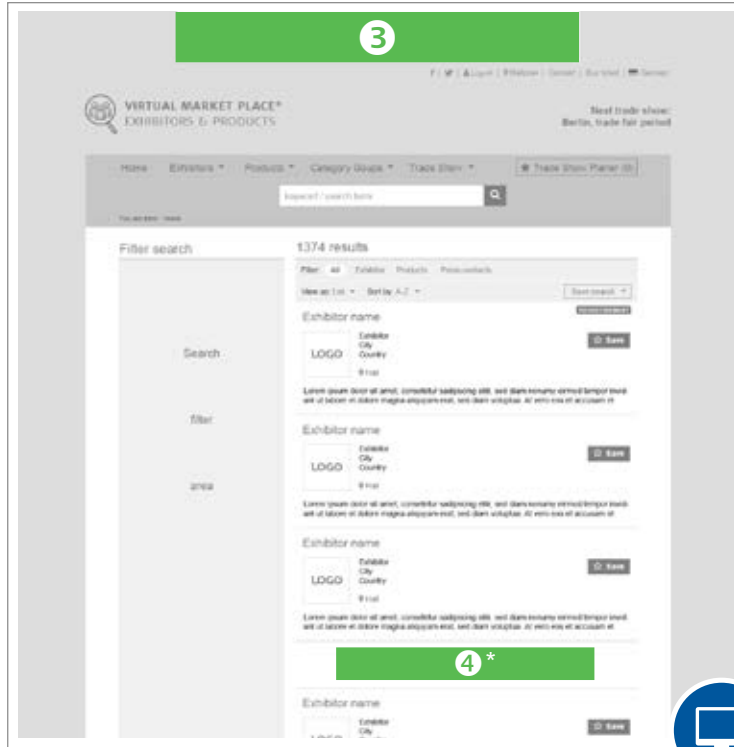
Smartphone

Position	Format (px)	File size	File type	Price
<b>1 Top Position</b>	728 × 90 (Desktop) 468 × 60 (Tablet) 234 × 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png oder gif	4,950 €
<b>2 Content Ad</b>	300 × 140	max. 40 kB	jpg, png oder gif	5,300 €

The ads rotate – up to five customers for each advertising space. Valid from 1<sup>st</sup> June 2020 – 31<sup>st</sup> December 2021.



### 3.2 Banner formats on the search results page on the Virtual Market Place®

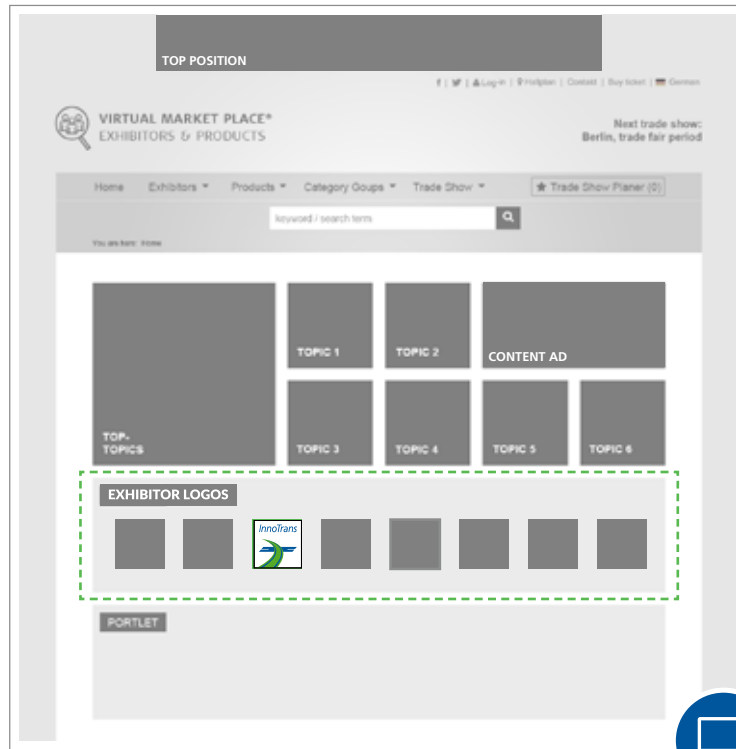


Position	Format (px)	File size	File type	Price
<b>3 Top Position</b>	728 × 90 (Desktop) 468 × 60 (Tablet) 234 × 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png oder gif	3,950 €
<b>4* Content Ad</b>	468 × 60 (Desktop + Tablet) 234 × 60 (Smartphone)	max. 40 kB max. 15 kB	jpg, png oder gif	3,950 €

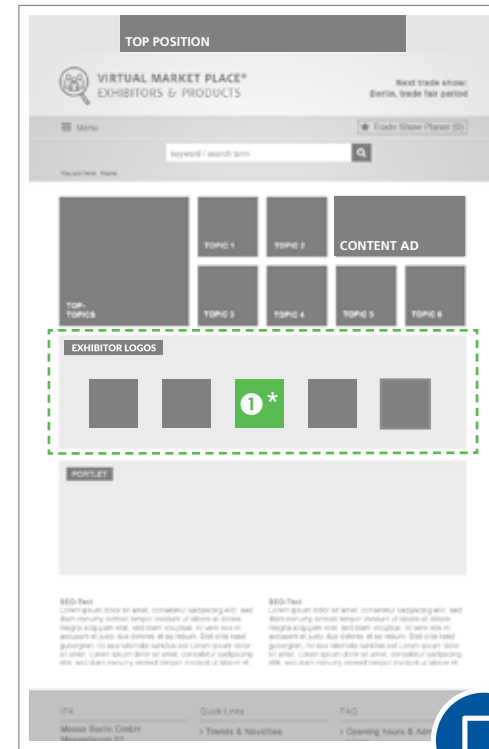
The ads rotate – up to five customers for each advertising space. Valid from 1<sup>st</sup> June 2020 – 31<sup>th</sup> December 2021.

\* Positioning after the 3<sup>rd</sup> search result.

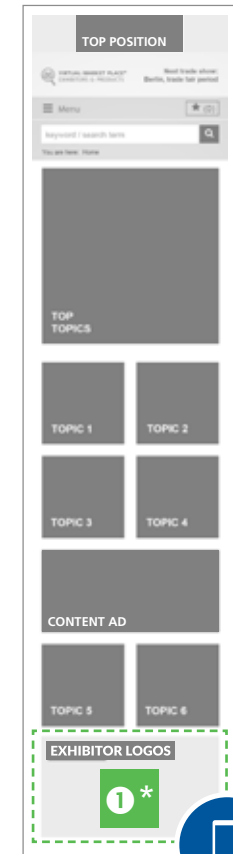
### 3.3 Exhibitor logo on the homepage on the Virtual Market Place®



Desktop



Tablet



Smartphone

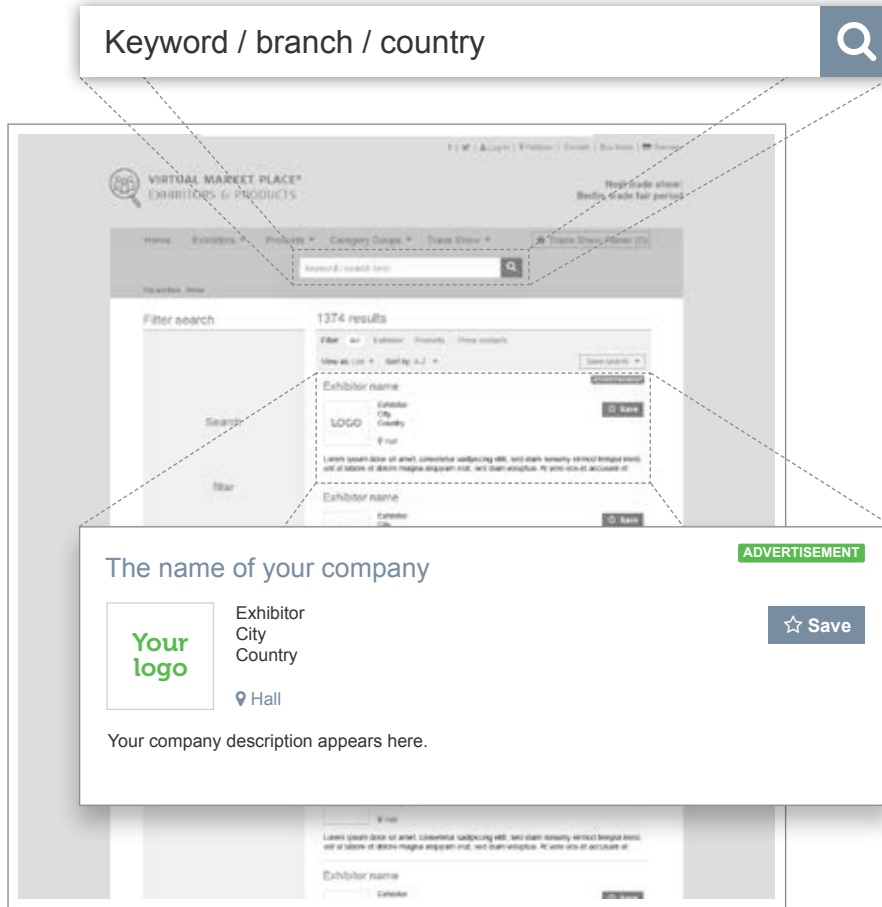
Position	Format (px)	File type	Price
1 * Logo	600 × 600	jpg, png	500 €

Exhibitors who purchase a logo receive one of the maximum 20 logo spaces on the Virtual Market Place® homepage. The order in which the logos appear is random. Valid from 1<sup>st</sup> June 2020 – 31<sup>st</sup> December 2021.

\* The logo will be located within the marked areas in the corresponding display.



### 3.4 Top ranking in the search results with AdKeywords in the Virtual Market Place®



The majority of your potential customers use a search to find products and services. Secure your own AdKeywords now and put your profile in the top position of the search results!

- ✓ Secure a top ranking
- ✓ Get more visitors to your online profile
- ✓ Position yourself with “your keyword” right at the top of the visible space of every device
- ✓ Take advantage of absolute **exclusivity**:  
Each keyword is assigned only once for the price of 499 €.

We would be happy to advise you. Contact us today for your own custom offer!

\* Search term, which gets special placement at the top of the search results.



# Maximize the success of your InnoTrans experience

We will be happy to offer you a personal consultation and help you enhance your presence in the InnoTrans digital and printed media. All services are also available in the online shop of the Virtual Market Place®.

## PERSONALLY

Our editorial team is at your service for customized offers and assistance with any questions you might have!

☎ +49 30 3038 2180

✉ [editorial@virtualmarket.innotrans.de](mailto:editorial@virtualmarket.innotrans.de)

## ONLINE SHOP

Go to the exhibitor area of the InnoTrans Virtual Market Place and log in. Here you can easily edit or update your information and book additional services – at any time.

🌐 [Login to exhibitor area\\*](#)

\* Have you received your login for the exhibitor area yet? If not, please send an email to: [editorial@virtualmarket.innotrans.de](mailto:editorial@virtualmarket.innotrans.de)  
All prices are net – when applicable, VAT will be added.  
[Terms and Conditions](#)