

## Mandatory BASIC media package for all exhibitors and co-exhibitors (€ 795) – already automatically included in trade fair participation

All exhibitors and co-exhibitors automatically receive the BASIC media package. It provides the most important information on company name, address, industry branch and stand position for the exhibitor directories and digital services. In addition, there are attractive features that increase the information benefit for visitors and users: logo, info text, product presentations, etc. Please also note our additional services bookable for even more visibility, reach and contact data collection. You can also book these additional services in the Exhibitor Service Portal.

Exhibitor Directory (Fair Homepage, Fair App)	
Company name, stand number and position, postal address, homepage, email address, phone number	✓
Company logo	✓
Info text german / english (text, but also incl. links to other websites)	✓
Product keywords from the trade fair nomenclature (additional keywords can be booked)	Max. 15 product keywords
Linked buttons to the own social media channels	✓
Document uploads: pictures, pdf files, videos (max. 150 MB, each)	✓
Product presentations (incl. product name, descriptive text english / german with max. 4,000 characters in each language, pictures, pdf files, videos)	Max. 5 product presentations
Brand entries (incl. brand name, descriptive text english / german with max. 4,000 characters in each language, pictures, pdf files, videos)	Max. 5 brand entries
Press releases / news	Max. 5 press releases / news
Header with key visual	✓
Company's contact persons ("Team members")	Max. 5 contact persons
Digital Services for onsite trade fair use	
<b>DLG QR-Codes</b> <ul style="list-style-type: none"> <li>• Unlimited number</li> <li>• Visitors scan the QR codes you have created in the portal to save your product descriptions, exhibitor information and marketing content directly for themselves.</li> </ul>	✓
<b>Visitor lead tracking</b> <ul style="list-style-type: none"> <li>• Licence for convenient scanning of visitor badges at the exhibition stand</li> <li>• Creating notes, attaching documents</li> <li>• Real-time contact data capture</li> <li>• Download and save data for evaluation and follow-up</li> </ul>	1 licence

### Info about data maintenance & corrections:

Access to the Company Profile for Setup, Maintenance and Correction: using the Exhibitor Service Portal  
 Harms Mentzel and Holger Wolff | [media@dlg.org](mailto:media@dlg.org) | +49 69 24788-452

# Add-ons to the media package BASIC | company profile

The BASIC media package is already included in your trade fair participation and offers extensive features.  
You can also book add-ons as required:

Item / Feature	Notice	Price
<b>Additional Keyword Package (incl. 5 keywords each)</b>	15 keywords are included in the BASIC package. If you need more, you can book additional keywords as packages of 5, each.	€ 290
<b>Additional Product Presentation</b>	5 product presentations are included in the BASIC package. You can book additional ones.	€ 150
<b>Additional Brand Entry</b>	5 brand names are included in the BASIC package. You can book additional ones.	€ 150
<b>Pop-up Window</b>	An overlay window that opens when the company profile is called up to display particularly important or topical information or notice.	€ 390

## Info & Booking:

Binding Booking in the Exhibitor Service Portal  
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