

CMS Media Package – Marketing package for CMS 2011

The CMS Media Package offers exhibitors a set of marketing tools they can use to optimize their trade show and market presence. The Media Package includes entries in the **printed catalogue** and the **CMS Virtual Market Place** - the centralized exhibitor and product search tool on the internet.

All **primary and co-exhibitors** are required to book a Media Package. To respond to individual needs and requirements, we have put together different packages that are based on the size of the exhibitor's display space. **Co-exhibitors** are represented in the printed catalogue (Exhibitor short-list A-Z) and the Virtual Market Place® (basic company entry, one entry in the product group index plus a company profile with 250 characters, incl. spaces) for a price of EUR 90.00 plus VAT.

Primary exhibitors and co-exhibitors can book a package upgrade at any time. For multiple display stands, the Media Package is invoiced at the higher package rate only once.

<p>Starter Package EUR 300.00 plus VAT For primary exhibitors with 20 m² display space</p>	<p>Classic Package EUR 700.00 plus VAT For primary exhibitors with 21 m² - 100 m² display space</p>	<p>Premium Package EUR 1,200.00 plus VAT For primary exhibitors with more than 100 m² display space</p>
<p>Printed catalogue</p> <ul style="list-style-type: none"> - Exhibitor short-list A-Z (Company, country code, city, hall/stand) - Basic company entry under A-Z (Company, postal address, telephone, fax, email, homepage, hall/stand) - 1 entry in the product group index (Company, country code, city, hall/stand) 	<p>Printed catalogue</p> <ul style="list-style-type: none"> - Exhibitor short-list A-Z (Company, country code, city, hall/stand) - Basic company entry under A-Z (Company, postal address, telephone, fax, email, homepage, hall/stand) - 3 entries in the product group index (Company, country code, city, hall/stand) 	<p>Printed catalogue</p> <ul style="list-style-type: none"> - Exhibitor short-list A-Z (Company, country code, city, hall/stand) - Basic company entry under A-Z (Company, postal address, telephone, fax, email, homepage, hall/stand) - 5 entries in the product group index (Company, country code, city, hall/stand)
<p>CMS Virtual Market Place</p> <ul style="list-style-type: none"> - Basic company entry (Company, postal address, telephone, fax, email, homepage, hall/stand) - 2 entries in the product group index - Company profile (max. 250 characters incl. spaces) - Presentation of 2 products (each 4,000 characters incl. spaces and 1 picture) <p>Supplemental services option:</p> <ul style="list-style-type: none"> - Banner advertising - Upgrade to Classic or Premium Package 	<p>CMS Virtual Market Place</p> <p>Same services as Starter Package plus:</p> <ul style="list-style-type: none"> + Extended company profile (max. 1,000 characters incl. spaces) + Hyperlink to videos on the exhibitor's websites + Logo + 4 additional entries in the product group index + Presentation of 4 additional products (each 4,000 characters incl. spaces and 1 picture) <p>Supplemental services option:</p> <ul style="list-style-type: none"> - Banner advertising - Upgrade to Premium Package 	<p>CMS Virtual Market Place</p> <p>Same services as Classic Package plus:</p> <ul style="list-style-type: none"> + Extended company profile (max. 4,000 characters incl. spaces) + 6 additional entries in the product group index + Presentation of 6 additional products (each 4,000 characters incl. spaces and 1 picture) + Hyperlinks to products on company's website + Embedding of PDF files <p>Supplemental services option:</p> <ul style="list-style-type: none"> - Banner advertising - Further product entries

Your data is published on the CMS Virtual Market Place at the latest 4 weeks prior to the exhibition. You are entitled to use the services until **21 July 2013**. Order forms for upgrading to a different package or booking supplementary services will be sent to you automatically after your registration is completed.

The data for your Virtual Market Place® stand can be sent directly to the Messe Berlin editorial team. Contact: Messe Berlin GmbH, Virtual Market Place®, Messedamm 22, 14055 Berlin, Germany.

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Hours: Mon. - Fri. 09:00-18:00 CET.