



Your point of contact for added advertising impact:

InnoTrans print/online catalogue and InnoTrans Report

Sales of Media Package upgrades, catalogue entries, advertising in the InnoTrans print and online catalogue and InnoTrans Report. Please send order forms by fax or post to:

DVV Media Group GmbH (Eurailpress)
Riccardo di Stefano
Nordkanalstraße 36, 20097 Hamburg, Germany
Tel. +49(0)40 237 14-101
Fax +49(0)40 237 14-104
Email: riccardo.distefano@dwmedia.com

InnoTrans Virtual Market Place

Support and advice for setting up your virtual trade show stand and online advertising:

Messe Berlin GmbH
InnoTrans Virtual Market Place – editorial team
Messedamm 22, 14055 Berlin, Germany
Monday – Friday, 09:00-18:00 (CET)
Tel: +49(0)30 3038-2180
Fax: +49(0)30 3038-2172
Email: editorial@virtualmarket.innotrans.de



InnoTrans 2010

21–24 September, Berlin, Germany



Make the most of it.

Maximize your advertising impact with the InnoTrans Media Package.

Important information for co-exhibitors: Book your **upgrade** now and receive the presentation of a main exhibitor in the

- ✓ Virtual Market Place®
- ✓ Print catalogue
- ✓ Online catalogue
- ✓ InnoTrans Report

Please visit our website for advertising specials on the InnoTrans Career Point and the online Job Market.

www.innotrans.com

More Contacts. More Business. Before, during and after the InnoTrans.

Offer for co-exhibitors: Book your upgrade now for added advertising impact

As a co-exhibitor, the Media Package entitles you to a basic entry in the print and online catalogue as well as in the Virtual Market Place®. Besides you can take out advertisements in the **InnoTrans Report**. Along with the basic entries, an **upgrade** offers co-exhibitors **all the benefits of the Media Package** of a main exhibitor.

Offer for main exhibitors: Make the most of your InnoTrans presence

As a main exhibitor, you are automatically entitled to the **Media Package**. This comprehensive marketing tool includes an entry in the **print and online catalogue** as well as a presentation in the **Virtual Market Place®**. Besides you can take out advertisements in the **InnoTrans Report**.

Main exhibitor	Co-exhibitor	InnoTrans Virtual Market Place	InnoTrans print and online catalogue plus InnoTrans Report
MEDIA-PACKAGE (included in main exhibitor registration fee)	BASIC-ENTRY (included in co-exhibitor registration fee)	<ul style="list-style-type: none"> ✓ Basic company information (company name, address, website, hall/stand) ✓ Supplemental entry (telephone, fax, email, contact person) ✓ Company portrait with text (4,000 characters) ✓ Company logo ✓ Optional online advertising on the Virtual Market Place® 	<ul style="list-style-type: none"> ✓ Entry (company name, country, hall and stand number only) in the exhibitor shortlist, the exhibitor list sorted by country of origin, and the hall directory ✓ Optional advertising in the InnoTrans Report for special conditions
	UPGRADE* (liable to pay costs)	<ul style="list-style-type: none"> ✓ Hyperlink to company website ✓ Entry in the main product categories in the product group index ✓ Entry in up to 10 product groups in the product group index ✓ Presentation of up to 10 products with text and image plus hyperlink to the products on your company's website ✓ Distribution of your new product entries to your target group via the VMP Online News six times a year 	<ul style="list-style-type: none"> ✓ Full-page (A4, B&W) in the print catalogue with independently-designed company presentation (similar to an advertisement) ✓ 5 free basic entries in the catalogue's classified directory with company name, hall and stand number, as well as on www.innotrans.com (incl. active hyperlink to company website and email address) ✓ Basic entry in the alphabetical list of exhibitors, includes company name, address, telephone and fax numbers, email and internet address, hall and stand number

How you benefit from an upgrade:

- ✓ 2-year presence in the **InnoTrans Virtual Market Place**
- ✓ More than 4 million page views and over 550,000 visits per year guarantee a maximum coverage for your trade show presence
- ✓ Presentation of up to 10 products with text and images
- ✓ Your new products are sent to subscribers of **VMP Online News** six times per year
- ✓ Free **editorial team** for updating your web content for two years

How you benefit from an upgrade:

- ✓ Same appearance as a main exhibitor in the print and online catalogue
- ✓ Full page entry in the print catalogue to show pictures and graphics featuring your products and services
- ✓ Your complete contact information is published on- and offline (address, telephone, fax, email, internet)
- ✓ Your company name appears in the classified directory in the print and online catalogue
- ✓ Present your company among the "Who's Who" of the rail industry. The print catalogue is distributed free of charge to all InnoTrans visitors and serves as a handy reference for 2 full years

*The upgrade can be purchased by adding EUR 414.00 to the co-exhibitor fee.

