

## WASSER BERLIN INTERNATIONAL Promotion Package

Through the Promotion Package, Messe Berlin GmbH offers exhibitors a package of marketing tools to optimize their presence at the fair and in the market. The advertising box includes detailed company information in the **Printed Catalogue and Online Catalogue (=Virtual Market Place®)**.

The Internet as an information and communication platform - worldwide ♦ 365 days a year ♦ 24 hours a day – has an even greater meaning. Through **WASSER BERLIN INTERNATIONAL Virtual Market Place** we want to build on this potential and optimise its use for the benefit of our exhibitors.

The booking of a Promotion Package is compulsory for all **primary and co-exhibitors**. The Promotion Package fees are charged as a mandatory flat rate contribution that is invoiced to the primary exhibitor as part of the stand rental fee. In order to properly cater for the individual needs and requirements of the various exhibitors, we have developed several additional services, which can be booked aside.

Primary Exhibitor	Co-Exhibitor
<b>Printed Catalogue</b> <ul style="list-style-type: none"> <li>▪ Basic entry in the alphabetical exhibitor's directory (<i>company name, address, telephone and fax number, e-mail and Internet address, hall and stand number</i>)</li> <li>▪ Basic entry in the product group directory (<i>company name, hall and stand number</i>)</li> </ul>	<b>Printed Catalogue</b> <ul style="list-style-type: none"> <li>▪ Basic entry in the alphabetical exhibitor's directory (<i>company name, address, telephone and fax number, e-mail and Internet address, hall and stand number</i>)</li> </ul>
<b>Online Catalogue (=Virtual Market Place®)</b> <ul style="list-style-type: none"> <li>▪ Basic entry (<i>company name, address, telephone and fax number, e-mail and Internet address, hall and stand number</i>)</li> <li>▪ Company profile (max. 4,000 letters)</li> <li>▪ Company logo</li> <li>▪ Entry in the product groups of the product group directory</li> <li>▪ Meeting planner</li> <li>▪ Entry of up to 10 products in text and picture with link to homepage (max. 4,000 letters per product)</li> <li>▪ Link to videos on the exhibitor's homepage</li> <li>▪ An entry of exhibitor's new products in the Newsletter „WASSER BERLIN INTERNATIONAL News and Products“</li> </ul>	<b>Online Catalogue (= Virtual Market Place®)</b> <ul style="list-style-type: none"> <li>▪ Basic entry (<i>company name, address, telephone and fax number, e-mail and Internet address, hall and stand number</i>)</li> <li>▪ Company profile (max. 4,000 letters)</li> <li>▪ Company logo</li> <li>▪ Entry in the product groups of the product group directory</li> <li>▪ Meeting planner</li> </ul>
<p>Your data for the Virtual Market Place® can be input and updated by your company at any time or through the Editorial team of Messe Berlin, Mon.-Fri., C.E.T. 09:00-18:00 h, Tel.: +49(0)30 3038-2180, e-mail: <a href="mailto:editorial@virtualmarket.wasser-berlin.de">editorial@virtualmarket.wasser-berlin.de</a>. Your details can be viewed by visiting <a href="http://www.wasser-berlin.com">www.wasser-berlin.com</a>.</p>	
<b>Cost</b> <ul style="list-style-type: none"> <li>▪ <b>499.00 EUR</b> (excluding VAT)</li> </ul>	<b>Cost</b> <ul style="list-style-type: none"> <li>▪ <b>90.00 EUR</b> (excluding VAT)</li> </ul>
<b>Option: Individual Services - Online Catalogue*</b> <ul style="list-style-type: none"> <li>▪ Banner advertising</li> <li>▪ Presentation of job offers</li> <li>▪ Additional product entries</li> </ul>	<b>Option: Individual Services - Online Catalogue*</b> <ul style="list-style-type: none"> <li>▪ Upgrade to Primary Exhibitor package (<i>409.00 EUR, excluding VAT</i>)</li> <li>▪ Banner advertising</li> <li>▪ Presentation of job offers</li> <li>▪ Additional product entries</li> </ul>

### Duration of the Promotion Package:

All online Promotion Package services are active from the moment authorization is granted until **March 1, 2013**.

\* For order forms and detailed information about individual services please visit [www.wasser-berlin.com](http://www.wasser-berlin.com) > Exhibitor Info > Communication Services.