

With the Media Package, Messe Berlin is offering belektrö and ehome 2010 exhibitors a selection of marketing tools designed to enhance their trade show participation and market presence. As an information platform available 24 hours a day worldwide, the internet plays an important role. The **belektrö / ehome Virtual Market Place** takes advantage of this potential and optimizes advertising impact for exhibitors.

The Media Package is required for all **primary and co-exhibitors**. Charges for this service are listed on the display stand rental invoice.

A selection of optional services is available to meet your individual needs and help you make the most of your trade show presence:

<p>Media Package for primary exhibitors</p> <p>330.00 EUR plus VAT</p> <p>Virtual Market Place®</p> <ul style="list-style-type: none">- Basic company listing (company name, address, 1 entry in main product group, hall/stand number)- Additional entry (telephone no., fax, link to URL and e-mail address)- Appointment planner- Route planner from 01 Aug. to 08 Oct. 2010- Company logo- Company profile (max. 2,000 characters incl. spaces)- 3 product group entries- Descriptions of up to 3 products (max. 2,000 characters plus 1 picture per product). New product entries will be regularly forwarded to your target group via the belektrö / ehome Newsletter <p>Print catalogue</p> <ul style="list-style-type: none">- Basic company listing in the exhibitor index (company name, address, hall/stand number)	<p>Media Package for co-exhibitors</p> <p>Free of charge</p> <p>Virtual Market Place®</p> <ul style="list-style-type: none">- Basic company listing (company name, address, 1 entry in main product group, hall/stand number)- Additional entry (link to e-mail address)- Appointment planner- Route planner from 01 Aug. to 08 Oct. 2010 <p>Print catalogue</p> <ul style="list-style-type: none">- Basic company listing in the exhibitor index (company name, address, hall/stand number)
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Supplemental services can be booked for the Virtual Market Place® as well as for the print catalogue. The required order forms will be mailed to you separately.

Period of use

Your information will be accessible online via the Virtual Market Place® from **15 July 2010 to 14 July 2012**. During this period, you have the option of updating your information as often as you like.

Once you have registered for a stand, you can arrange to send your Virtual Market Place® data by contacting the **Messe Berlin editorial team, Mon. to Fri., 09:00 am to 6:00 pm CET., Tel. +49 30 3038-2180, Fax: - 2172, email:** editorial@virtualmarket.belektrö.de / editorial@virtualmarket.ehome-berlin.de