

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

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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