

CMS Media Package – Marketing package for CMS 2009

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, online 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 in the online catalogue (basic company entry, 1 entry in the product group index) as well as in 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.

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| <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>Online catalogue</p> <ul style="list-style-type: none"> - Basic company entry (Company, postal address, telephone, fax, email, homepage, hall/stand) - 1 entry in the product group index | <p>Online catalogue</p> <ul style="list-style-type: none"> - Basic company entry (Company, postal address, telephone, fax, email, homepage, hall/stand) - 3 entries in the product group index | <p>Online catalogue</p> <ul style="list-style-type: none"> - Basic company entry (Company, postal address, telephone, fax, email, homepage, hall/stand) - 5 entries in the product group index |
| <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> <ul style="list-style-type: none"> - Same services as Starter Package plus: + 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> <ul style="list-style-type: none"> - Same services as Classic Package plus: + 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 2011. 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 Service Hotline. Contact: Messe Berlin GmbH, Virtual Market Place®, Messedamm 22, 14055 Berlin, Germany. email: more.cms@cms-berlin.de. Tel. +49 30 3038-2180, Fax: +49 30 3038-2172. Hours: Mon. - Fri. 09:00-18:00 CET.