



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/online catalogue and InnoTrans Report

DVV Rail Media (DVV Media Group GmbH)

Riccardo di Stefano

Nordkanalstraße 36, D-20097 Hamburg, Germany

Tel: +49(0)40 237 14-101

Fax: +49(0)40 237 14-104

Email: riccardo.distefano@dvvmedia.com

InnoTrans Virtual Market Place

Support and advice for setting up your virtual trade show stand

Messe Berlin GmbH

InnoTrans Virtual Market Place

Messedamm 22, D-14055 Berlin, Germany

Service-Hotline Monday – Friday, 09:00-18:00 (CET)

Tel: +49(0)30 3038-2180

Fax: +49(0)30 3038-2172

Email: more.innotrans@innotrans.de



InnoTrans 2008

Make the most of it.

Maximize your advertising impact with the InnoTrans Media Package



**Berlin,
23–26 September**

Important information for co-exhibitors:

Book your **upgrade** now and take advantage of the comprehensive **Media Package** for InnoTrans exhibitors in the Virtual Market Place®, the print and online catalogues, and in the InnoTrans Report – before, during, and after the trade show.



www.innotrans.com



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

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/online catalogue and in the Virtual Market Place®. Along with the basic entries, an **upgrade** offers co-exhibitors **all the benefits of the Media Package** in the print/online catalogues and in the Virtual Market Place®. This lets you take advantage of the full advertising impact for your trade show presence. You have also the option of advertising in the InnoTrans Report.

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 is designed to attract maximum attention to your trade show presence and promote your company year-round. The Media Package includes an entry in the **print/online catalogue**, optional advertisements in the **InnoTrans Report**, and a presentation in the **Virtual Market Place®**, the industry platform on the Internet.

InnoTrans Virtual Market Place

Basic Package

(included in the co-exhibitor fee)

- Company information (company name, address, website, hall/stand)
- Supplemental entry (telephone, fax, e-mail, name of contact person)
- Company portrait with text (4,000 characters)
- Company logo

+ Upgrade = Media Package

- 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 regularly published VMP Online News

How you can benefit from an upgrade:

- 2-year presence in the **InnoTrans Virtual Market Place**
- More than 3 Million page views and over 350,000 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 included in the **VMP Online News** six times per year
- Free **service hotline** for updating your web content for two years

InnoTrans print/online catalogue plus InnoTrans Report

Basic Package

(included in the co-exhibitor fee)

- 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. Detailed information on conditions and dates is available from the DVV Rail Media (DVV Media Group GmbH), Mr. di Stefano, Tel. +49.40.237 14-101.

+ Upgrade = Media Package

- 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 e-mail address)
- Basic entry in the alphabetical list of exhibitors, includes company name, address, telephone and fax numbers, e-mail and Internet address, hall and stand number

How you can benefit from an upgrade:

- Same appearance as a main exhibitor in the **print/online catalogue**
- Use your print catalogue page to show pictures and graphics featuring your products and services
- Your complete contact information is published on/offline
- Your company name appears in the classified directory in the print/online catalogue. This is the main source of information used by visitors to locate exhibitors
- 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



Sample Page Virtual Market Place



Sample Page print catalogue page

The upgrade can be purchased by adding EUR 396.00 to the co-exhibitor fee. The upgrade includes a comprehensive presentation in the print/online catalogue and in the Virtual Market Place®. Please fill in the order form and mail it to DVV Rail Media (DVV Media Group GmbH), Riccardo di Stefano, Nordkanalstr. 36, D-20097 Hamburg, Germany, or fax it to +49.40.237 14-104.