

WASSER BERLIN Advertising Box

Through the advertising box, Messe Berlin 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 a presence on the 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 Virtual Market Place** we want to build on this potential and optimise its use for the benefit of our exhibitors.

| Primary Exhibitor | Co-Exhibitor |
|--|--|
| <p>Printed Catalogue</p> <ul style="list-style-type: none"> ▪ Basic entry in the alphabetical exhibitor's directory (company name, address, telephone and fax number, e-mail and Internet address, hall and stand number) ▪ Basic entry in the product group directory (company name, hall and stand number) | <p>Printed Catalogue</p> <ul style="list-style-type: none"> ▪ Basic entry in the alphabetical exhibitor's directory (company name, address, telephone and fax number, e-mail and Internet address, hall and stand number) |
| <p>WASSER BERLIN Virtual Market Place</p> <ul style="list-style-type: none"> ▪ Basic entry in the alphabetical exhibitor's directory (company name, address, telephone and fax number, e-mail and Internet address, hall and stand number) ▪ Company profile (max. 4,000 letters) ▪ Company logo ▪ Entry in main category of the product group index ▪ Meeting planner ▪ Hyperlink to homepage ▪ Entry in up to 10 categories of the product group index ▪ Presentation of up to 10 products in text and picture with link to homepage (max. 4,000 letters per product) ▪ Link to videos on the exhibitor's homepage ▪ An entry of exhibitor's new products in the newsletter "WASSER BERLIN News and Products" | <p>WASSER BERLIN Virtual Market Place</p> <ul style="list-style-type: none"> ▪ Basic entry in the alphabetical exhibitor's directory (company name, address, telephone and fax number, e-mail and Internet address, hall and stand number) ▪ Company profile (max. 4,000 letters) ▪ Company logo ▪ Entry in main category of the product group index ▪ Meeting planner |
| <p>Your details for the Virtual Market Place® can be inserted and updated by your company at any time or through the Service-Hotline of Messe Berlin, Mo.-Fr., C.E.T. 9 a.m. - 6 p.m., Phone: +49/30/3038-2180, e-mail: more.wasser@wasser-berlin.de or editorial@virtualmaket.wasser-berlin.de. Your details can be viewed by visiting www.wasser-berlin.com.</p> | |
| <p>Cost 499.00 EUR (excluding VAT)</p> | <p>Cost 90.00 EUR (excluding VAT) Upgrade to Primary Exhibitor Package 409.00 EUR (excluding VAT)</p> |
| <p>Option: Upgrade Individual Services*</p> <ul style="list-style-type: none"> ▪ Further entries in the product group index ▪ Further product entries | <p>Option: Upgrade Individual Services*</p> <ul style="list-style-type: none"> ▪ Primary Exhibitor Package <p>In addition:</p> <ul style="list-style-type: none"> ▪ Further entries in the product group index ▪ Further product entries |
| <p>For detailed information about the additional services please contact the Service-Hotline of Messe Berlin, Mo.-Fr., C.E.T. 9 a.m. - 6 p.m., Phone: +49/30/3038-2180, e-mail: more.wasser@wasser-berlin.de or editorial@virtualmaket.wasser-berlin.de.</p> | |

Duration of the Advertising Box:

All online Advertising Box services are active from the moment authorization is granted and end on 31 January 2012.

* The order forms for add ons to your basic package can be found in the Advertising Service.