

## DMEA Media Package: the digital marketing package

With the Media Package, Messe Berlin offers its **DMEA** exhibitors a package of selected marketing tools to optimize their participation in the trade fair and their presence on the market.

The Media Package includes an extensive presence in the digital media of **DMEA: the exhibitor overview**, the **DMEA online platform** and the **DMEA app**.

The **exhibitor overview** is integrated into the DMEA website. Here, interested parties can initially find all exhibitor and program information quickly, conveniently and easily. On the **DMEA online platform**, there are extensive networking opportunities in addition to exhibitor and product presentations. The **DMEA app** is the smart companion for the on-site visits. Your exhibitor entry is identical in all 3 channels.

The costs for the Media Package are charged to exhibitors and co-exhibitors in the form of a mandatory contribution fee, which is invoiced to the main exhibitor. To ensure that this is optimally tailored to the individual requirements of our exhibitors, we have provided for a sliding scale of the flat-rate contribution fee. The amount and scope of the fee depend on the size of the stand. However, a higher-value package (upgrade) can also be booked.

DMEA Digital Media		
<p><b>Starter Package</b>                      EUR 300 plus VAT                      for exhibitors with a stand area up to 20m<sup>2</sup> and co-exhibitors</p>	<p><b>Classic Package</b>                      EUR 465 plus VAT                      for exhibitors with a stand area between 21 and 100m<sup>2</sup>                      included in Silver Partner Package</p>	<p><b>Premium Package</b>                      EUR 900 plus VAT                      for exhibitors with more than 100m<sup>2</sup> stand area                      included in Gold Partner package</p>
<p>Company name, address, hall/stand number</p> <p>Entry in the main product categories of the product group index</p> <p>Company profile</p> <p><b>NEW in Starter Package</b></p> <ul style="list-style-type: none"> <li>• <b>Logo</b></li> <li>• <b>Telephone number</b></li> <li>• <b>E-mail</b></li> <li>• <b>Link to company's website</b></li> <li>• <b>Contact person with photo and contact details</b></li> </ul>	<p>Company name, address, hall/stand number</p> <p>Entry in the main product categories of the product group index</p> <p>Telephone, fax, email</p> <p>Company profile</p> <p>Contact persons with photo and contact details</p> <p>Logo</p> <p>Link to company's website</p> <p>Link to social media profiles (facebook, twitter, YouTube etc.)</p> <p>Presentation of up to 10 products with product description (max. 4,000 char.) and 1 photo per product</p> <p>Entry in up to 10 product groups</p>	<p>Company name, address, hall/stand number</p> <p>Entry in the main product categories of the product group index</p> <p>Telephone, fax, email</p> <p>Link to company's website</p> <p>Company profile (max. 4,000 char.)</p> <p>Contact persons with photo and contact details</p> <p>Logo</p> <p>Link to social media profiles (facebook, twitter, YouTube etc.)</p> <p>Presentation of up to 15 products with product description (max. 4,000 char.), 1 photo &amp; 1 link per product</p> <p>Entry in up to 15 product groups</p>

The editing of your data for the digital media of the DMEA will start in February 2024. You will then receive your access to the editing area of the data by e-mail. The media package is valid for one year. During this time, you can update your entry at any time. Upgrades and advertising services can be booked in the online store of the DMEA platform.

If you have any questions, our support team is available from Mon.-Fri. 09:00-16:00 CET, at +49 30 3038 2500.