

Advertising Rates



**Your entries in the official trade
fair media!**

Your individual way to success!

#IFA2018

Important Information



Attention: prepayment required!

Dear Customer,

Every visitor to the IFA 2018 in Berlin will come across the official media (catalogue, hall plan, Mobile Application, Virtual Market Place®). As an exhibitor you address the visitors actively in these media. By an effective placement of your company and by means of specific trade and advertising information, the visitor is informed about your market position, your range of offers and your targets. Business contacts are thus established more easily! These are all good reasons to be present in the official trade fair media.

Please use the enclosed order forms to place your entry and advertisement orders. After receipt of your order we will process it as fast as possible and will send you the contents ordered by mail in the form of a galley proof for release.

The publication of entries and advertisements requires an advance payment. A few days after receipt of the galley proof you will be sent the appertaining invoice / acknowledgement of order with binding terms of payment. Please ensure that the payment is carried out in due time as otherwise your order cannot be processed further. Please consider that we have to charge € 50.- for any invoice changings.

Of course, we rest at your disposal for any queries you may have.

Promotion Package of Messe Berlin GmbH (just for your information)



Starter Package:

for exhibitors with a stand area up to 20m² and co-exhibitors

Print catalogue

- ▷ Basic company entry (company, address, hall/stand number)

IFA Virtual Market Place

- ▷ Basic company entry (company, address, hall/stand number)
- ▷ Entry in the main product categories of the trade directory

- ▷ Logo
- ▷ Possibility for making contact via e-mail
- ▷ Company potrait (max. 250 characters)
- ▷ contact person with phone, email & photo

Options:

- ▷ Upgrade to Classic or Premium Package
- ▷ Banner advertisement



Classic Package:

for exhibitors with a stand area up to 250m²

Print catalogue

- ▷ Basic company entry (company, address, hall/stand number)

IFA Virtual Market Place

- ▷ Basic company entry (company, address, hall/stand number)
- ▷ Entry in the main product categories of the trade directory
- ▷ Logo
- ▷ Additional entry (tel., fax, e-mail)
- ▷ Company potrait (max. 1,000 characters)

- ▷ Entry in up to 10 product groups
- ▷ Presentation of up to 10 products in words and pictures
- ▷ Entry in the export directory
- ▷ Link to homepage
- ▷ Contact (phone, fax, e-mail)
- ▷ 3 contact persons with phone, email & photo

Options:

- ▷ Upgrade to Premium Package
- ▷ Banner advertisement



Premium Package:

for exhibitors with a stand area bigger than 250m²

Print catalogue

- ▷ Basic company entry (company, address, hall/stand number)

IFA Virtual Market Place

- ▷ Basic company entry (company, address, hall/stand number)
- ▷ Entry in the main product categories of the trade directory
- ▷ Logo
- ▷ Additional entry (tel., fax, e-mail)
- ▷ Company potrait (max. 4,000 characters)
- ▷ Logo rotation on the homepage

- ▷ Presentation of up to 15 products with text, photo and link
- ▷ Entry in the export directory
- ▷ Entry in the directory of brand names
- ▷ Link to homepage
- ▷ 5 contact persons with phone, email & photo
- ▷ Links to videos on exhibitor sites
- ▷ Link to Social Media Profiles (e.g. Facebook, Twitter)

Options:

- ▷ Possibility of additional services
- ▷ Banner advertisement

Media-Daten

Catalogue format:

160 mm wide, 230 mm high = 1/1 page

Type area:

125 wide, 200 mm high

Advertisement formats:

1/1 page: 160 mm wide, 230 mm high

½ page 125mm wide, 95 mm high

2/1 page 320 mm wide, 230 mm high

Closing date for advertisements:

12th of July 2018

Language:

English/German

Editor and production:

NEUREUTER FAIR MEDIA GmbH

Editorial office Essen:

Westendstr.1 45143 Essen

Tel. +49 (0)201-3 65 47-4 16

Fax +49 (0)201-3 65 47-3 25

E-Mail: ifa@neureuter.de

Publisher:

Messe Berlin GmbH · Messedamm 22
DE-14055 Berlin



1 Marketing Packages

Our media experts have prepared three marketing packages to ensure you an easy and quick ordering. All these services are concerted in an optimal way. Save money quickly and simply!



Small Package:

List of exhibitors

- ▶ The basic entry (company name, address, hall and stand numbers) is a part of the Promotion Package (see Application Form from IFA 2018) email, internet, telephone, fax

List of product groups

- ▶ Entry in 2 product groups with company name, street, post code, place and country, email, internet, telephone, fax

Order form A1



Medium Package:

List of exhibitors

- ▶ The basic entry (company name, address, hall and stand numbers) is a part of the Promotion Package (see Application Form from IFA 2018) email, internet, telephone, fax
- ▶ 1 IFA Innovations-entry
- ▶ Automatical placement of all ordered export countries in the List of exhibitors

List of product groups

- ▶ Entry in 3 product groups with company name, street, post code, place and country, email, internet, telephone, fax
- ▶ 3 logos in the List of exhibits

Export Directory

- ▶ Entry under 5 export countries

Order form A2



Large Package:

List of exhibitors

- ▶ The basic entry (company name, address, hall and stand numbers) is a part of the Promotion Package (see Application Form from IFA 2018) email, internet, telephone, fax
- ▶ 1 IFA Innovations-entry
- ▶ Automatical placement of all ordered export countries in the List of exhibitors

List of product groups

- ▶ Entry in 5 product groups with company name, street, post code, place and country, email, internet, telephone, fax
- ▶ 5 logos in the List of exhibits

Export Directory

- ▶ Entry under 10 export countries

List of brands

- ▶ Entry in the List of brand names incl. four product groups
- ▶ 1 additional product group
- ▶ Logo placement in the List of brand names

Order form A3

IFA SPECIAL
€ 355.-

Your Logo

- on the floorplans in front of the halls (trade fair area)
- in the list of exhibitors (catalogue)
- in the list of halls (catalogue)



2 Alphabetical list of exhibitors

The Alphabetical list of exhibitors will contain the following entries (for main and co-exhibitors): company name and address, telephone, fax, online-access, the company profile. Hall and stand numbers are included by the publisher.

Company Logo:

Exhibitors may add their logo above their entries.

Cross media + space saving = QR-Code ⇒ QR-Code stands for Quick Response

You can decode it by using the camera on your cell and free software. The software interprets the code, and the cell phone will ask for permission to launch a browser to display the specified web page. The advantage of this new method is that the annoying typewriting is not necessary anymore.

IFA Innovations:

Under the respective entry, each exhibitor has the option of presenting his or her innovation with an illustration of a product image or a QR-Code incl. 5 printed lines of text.

Highlighting:

The handwritten luminous outline will offer you special attention.

Order form B1 + B2



IFA Logo Upgrade:

The IFA-App is a guarantor for high attention. With the placement of your logo on the hall plan of the IFA App will increase the visitor's perception.

Please note: The Logo Upgrade for € 200.- + VAT is just bookable in combination with the logo in the Alphabetical list of exhibitors or with the IFA Special.

Further App-Marketing possibilities can be obtained from order form F

Example

| | |
|---|--|
| <p>Mustermann</p> <ul style="list-style-type: none"> ▶ Mustermann GmbH & Co. KG ▶ Musterhausener Straße 123, DE-00001 Musterstadt ▶ ☎ +49 (0)000 11 22 33 ▶ ☎ +49 (0)000 44 55 66 ▶ ✉ muster@muster.de ▶ www.muster.de ▶ ▶ Antennen, Verstärker, Satelliten-Empfangsanlagen, Breitbandkabelanlagen ▶ Brand: MOTOROLA, See List of Brands ▶ Export: GB, KR, USA ▶ 📍 Halle 3.1/104 <p>IFA Innovation</p> <div style="display: flex; align-items: center;">  or  </div> <p>Kompakt, attraktiv und randvoll mit Technik auf High-End-Niveau, so präsentiert sich die neue Heimkino-Kompletanlage. Sie kommt mit nur 2 Lautsprechern und 1 Subwoofer aus und bietet eindrucksvollen, präzisen Surround-Sound.</p> | <p>Per logo € 226.- + VAT.</p> <ul style="list-style-type: none"> ▶ Part of Promotion Package ▶ Each printed line € 76.- + VAT ▶ Highlighting € 210.- + VAT ▶ Company profile each printed line € 76.- + VAT <p>Your ordered countries from order form "E" & your ordered brands from order form "D" will be transferred for free to the alphabetical list of exhibitors.</p> <ul style="list-style-type: none"> ▶ IFA Innovation QR-Code or product image (max. 58 mm wide, 30 mm high) + 5 printed lines (max. line width: 41 characters incl. spaces) € 200.- + VAT. <p>Line width 55 mm (max. 41 characters incl. spaces)</p> |
|---|--|

Please send the logo or QR-Code as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300dpi, colour mode: CMYK), the product picture as *.tif or *.jpg (min 300dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo/ image/QR-Code processing, as well as cancellation we will charge € 25.-.




3 Company presentation

Inside the Alphabetical list of exhibitors the exhibitors have the possibility to present their company with a full page, consistent designed company presentation including logo and product picture.

Example Company presentation

Company presentation / Firmenpräsentation


Alphabetical list of exhibitors
Ne




NEUREUTER FAIR MEDIA GmbH
 Westendstraße 1
 D-45143 Essen
line width 40 mm

☎ +49 (0)201-3 65 47-1 03
 ☎ +49 (0)201-3 65 47-3 25
 ✉ info@neureuter.de
 www.neureuter.de

Hall 1.2 Stand 101
Ansprechpartner am Stand
 Christina Ritter





line width 130 mm

Das Unternehmen
 Für Messeveranstalter aller Art ist NEUREUTER FAIR MEDIA ein zuverlässiger Servicepartner. Als Spezialist für die Planung, Umsetzung und Vermarktung von Messemedienkonzepten liefern wir immer passgenau den crossmedialen Mix, der auf die jeweilige Zielgruppe und Veranstaltung zugeschnitten ist. Seit der Publikation unseres ersten Messekataloges vor rund 40 Jahren haben wir unser Dienstleistungsangebot kontinuierlich ausgebaut und weiterentwickelt. Inzwischen betreuen wir jährlich über 100 Messeveranstaltungen in Europa und Asien. Unsere Mitarbeiter halten dabei Kontakt zu mehr als 55.000 Ausstellern und setzen die Bedürfnisse des Kunden stets an erste Stelle.

Die Standorte
 Mit drei Standorten in Deutschland garantiert NEUREUTER FAIR MEDIA den Messekunden eine unkomplizierte Betreuung vor Ort. Um unser Serviceangebot im internationalen Messegeschäft auszuweiten, haben wir seit Ende der 1980er Jahre zudem eigene Standorte in Asien aufgebaut. Tochtergesellschaften in Hong Kong und Mumbai eröffnen unseren Kunden beste Perspektiven in den weltweit wachstumsstärksten Regionen.

Wir freuen uns auf Ihren Besuch!
 Sie finden uns in **Hall 1.2 Stand 101**

65

► company name and address, telephone, fax, online-access, mobile phone and contact person at the booth, company and product presentation, hall and stand (max. 26 characters incl. spaces per printed line)

► Product picture (max. 130 mm wide x 28 mm high)

► **TIPP:** Include your QR-Code on your product picture

► Company presentation = one page in the catalogue, max. 2,090 characters incl. spaces (max. 95 characters incl. spaces per printed line, max. 22 printed lines incl. spaces)

Full page company presentation including logo and product picture € 970.– + VAT.

Limited up to 30 presentations!

Order form B3



4 List of product groups

This list offers you the possibility of inserting under the product groups specified in the list of exhibits (see annex H). The text will contain: company name and address, hall and stand, if requested telephone, fax, online-access and additional information on production.

Top of the List placement INCLUDING Highlighting:

The companies in the product index are listed alphabetically. You have the possibility to place your company in one of the three top positions within a category. That means, get around lists in alphabetical order by having your company appear in first, second or third place after the name of the product group category. Booking on a first come, first serve basis.

Order form C

Example of entry in the List of product groups

11.3.1 Satellite operators

Mustermann

- ▷ **Mustermann GmbH & Co. KG**
- ▷ Musterhausener Straße 123, DE-00001 Musterstadt
- ▷ ☎ +49 (0)000 11 22 33
- ▷ ☎ +49 (0)000 44 55 66
- ▷ ✉ muster@muster.de
- ▷ www.muster.de
- ▷ ▶ Satelliten-Anlagen, Multischalter, Sat-
Antennen, Wandhalter und Zubehör
- ▶ Hall G.1/209

- ▷ Logo per product group € **180.-** + VAT.
- ▷ Each line per product group € **58.-** + VAT
- ▷ Top of the List including Hightlighting per product group € **210.-** + VAT
- ▶ Entry incl. hall and stand number

Line width 55 mm (max. 41 characters incl. spaces)




5 List of brand names

This list comprises brand names, if requested with coloured logo, in alphabetical order, as well as your selected product categories (see Appendix H), company name and address, and the hall/stand description.

Order form D

Example of entry in the List of brand names

| Brand name / Markenname | Product groups / Warengruppen | Exhibitor / Aussteller |
|---|---|---|
| Canon  | 1.2.4.3 DAT cassettes DAT-Cassetten | Mustermann GmbH & Co. KG Musterhausener Straße 123 D-00001 Musterstadt Halle 00.a / 00 |
| | 2.1.2.4 ISDN-telephones ISDN-Telefone | |
| | 2.1.2.13 Videophones Bildtelefone | |
| | 2.1.2.15 Modems Modems | |
| ▷ | 2.1.2.16 ISDN adapter ISDN Adapter | |

Entry per brand incl. 4 product groups € **165.-** + VAT.

▷ Each additional product group € **58.-** + VAT.

▷ Each logo € **120.-** + VAT.



6 Export List

Which exhibitor delivers to my sales areas? In the export directory, the visitor can quickly obtain an overview of which companies export their products or services to the countries which are important to him. All of the countries which you book are also added as export line(s) to your entry in the Alphabetical list of exhibitors.

Order form E

Example of entry Export list

Africa / Afrika

Gabun / Gabun

ABC Mustermann GmbH & Co. KG
Hall 12/105

Mustermann AG
Hall 17/106

America / Amerika

Argentina / Argentinien

ABC Mustermann GmbH & Co. KG
Hall 12/105

Mustermann AG
Hall 17/106

▷ Entry per export country inc. hall and stand numer € 14,-

Bookmark



IFA NEXT
Technology Giants · R&D · Start-ups · IFA Keynotes · IFA Summit · Hosted Conferences



IFA Home & Entertainment Electronics
Home Entertainment · Smart Home · Home Networks



IFA Audio Entertainment
HIFI · Loudspeakers · High Performance Audio



IFA Home Appliances
Large Household Appliances · Small Electric Domestic Appliances · Built-in Kitchen Units · Electric Domestic Heating Systems



IFA My Media
Imaging · Photo · Video · Music · Computing · Games · Storage · IFA iZone · IFA Fitness & Activity · Virtual Reality



IFA Public Media
TV-Stations · Radio · VoD · Music Portals · Professional Media



IFA Communication
Telecommunication · Cable · Mobiles · Navigation · Internet



IFA Global Markets
For 4 days only! Sep 3-6, 2017
Suppliers · Components · OEM · ODM

Icons appear in every chapter!



IFA-BERLIN.COM

Frontside

Bookmark

Constant companion of potential customers!

The explanation for the icons can be found on the bookmark enclosed in the catalog. Be constantly visible and use the back of the bookmark to place your advertisement!

► More information on order form G!

Backside



7 IFA App

With over 370.000 page impressions the IFA App offers an ideal advertising space. Therefore, several possibilities are available:

Order form F



Logo Upgrade

Placement of your logo on the hall plan in the IFA App

INFO: The actual size of the logo depends on the size of the booth shown on the map.

The Logo Upgrade is just bookable in combination with the logo in the alphabetical list of exhibitors or with the IFA-Special.

€ 200.–



IFA New Highlights

Highlight Image and a short text with title.

Format: *.png or *.jpg, 72 dpi, rgb, 1656 x 1656 px

€ 399.–



IFA New Highlights and Innovations Special

IFA Innovations placement in the official catalogue and IFA New Highlights placement in the official app.

€ 500.–



Top of the List IFA New Highlights

When opening the chapter „Highlights“, two entries are guaranteed prominently visible – get one of the two sought-after positions.

Only bookable in combination with the IFA New Highlights und Innovations Special.

€ 600.–



Push Notifications

Info/Message/Text according to prior agreement

€ 799.–



7 IFA App

With over 370.000 page impressions the IFA App offers an ideal advertising space. Therefor, several possibilities are available:

Order form F

Image Banner

Format: *.png or *.jpg, 72 dpi, rgb, 1656 x 1656 px

€ 999.–



Video Banner

Format: MPEG 4/H.264 (*.mov or *.mp4), max. 3 MB - 30 sec., 1536 x 1536 px

€ 1,999.–



Homescreen Pop-Up

phone: 1656 x 2492 px, tablet: 2160 x 2304 px

€ 3,499.–

8 Advertisements

The positions of your advertisement in the list of exhibitors, in the list of exhibits, as close as possible to the company entries or in special positions (2nd, 3rd, 4th coveragepage, dividers, bookmarks, enclosure).

Order form G

Formats of advertisements in the trade fair catalogue

required printing material (please continue the motive in the format):
166 mm width x 236 mm height



▷ 1/1 page

catalogue format 160 wide, 230 mm high + 3 mm bleed size to each side
€ 4,915.-



▷ 1/2 page

160 wide, 110 mm high + 3 mm bleed size to each side
€ 2,945.-



▷ 2/1 page

Panorama, 320 mm wide, 230 mm high, + 3 mm bleed size to each side
(max. text width: 130 mm wide, 200 mm high)
€ 8,235.-



▷ Cover page

160 mm wide, 230 mm high + 3 mm bleed size to each side
Back cover page € 7,840.-
Back inside cover page € 7,405.-
Front inside cover € 7,840.-



▷ Chapter divider page

160 mm wide, 230 mm high + 3 mm bleed size to each side
€ 5,565.-



▷ Bookmarks

80 mm wide, 180 mm high - further information by request
€ 5,925.-

▷ Enclosure

further information by request
€ 5,450.-