Advertising Rates

Your entries in the official trade fair media!

Your individual way to success!  #IFA2018
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
- **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 portrait (max. 1,000 characters)
- **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 portrait (max. 4,000 characters)
  - Logo rotation on the homepage
- **Options:**
  - Possibility of additional services
  - Banner advertisement

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**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!

<table>
<thead>
<tr>
<th>Marketing Packages</th>
<th>Order form A1</th>
<th>Order form A2</th>
<th>Order form A3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Small Package:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of exhibitors</strong></td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of product groups</strong></td>
<td>Entry in 2 product groups with company name, street, post code, place and country, email, internet, telephone, fax</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Export Directory</strong></td>
<td>Entry under 5 export countries</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>€ 665.–</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Medium Package:</strong></td>
<td></td>
<td>Order form A2</td>
<td></td>
</tr>
<tr>
<td><strong>List of exhibitors</strong></td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of product groups</strong></td>
<td>Entry in 3 product groups with company name, street, post code, place and country, email, internet, telephone, fax</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of product groups</strong></td>
<td>3 logos in the List of exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Export Directory</strong></td>
<td>Entry under 5 export countries</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>€ 1,480.–</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Large Package:</strong></td>
<td></td>
<td></td>
<td>Order form A3</td>
</tr>
<tr>
<td><strong>List of exhibitors</strong></td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of product groups</strong></td>
<td>Entry in 5 product groups with company name, street, post code, place and country, email, internet, telephone, fax</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of product groups</strong></td>
<td>5 logos in the List of exhibits</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Export Directory</strong></td>
<td>Entry under 10 export countries</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of brands</strong></td>
<td>Entry in the List of brand names incl. four product groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of brands</strong></td>
<td>1 additional product group</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>List of brands</strong></td>
<td>Logo placement in the List of brand names</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td>€ 2,475.–</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 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.

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.

Example

Mustermann GmbH & Co. KG
Musterhausener Straße 123, DE-00001 Musterstadt
+49 (0)0000 11 22 33
+49 (0)0000 44 55 66
must@muster.de
www.muster.de
Antennen, Verstärker, Satelliten-Empfangsanlagen, Breitbandkabelanlagen
Brand: MOTOROLA, See List of Brands
Export: GB, KR, USA
Halle 3.1/104

Per logo € 226.– + VAT.

IFA Innovation
Kompakt, attraktiv und randvoll mit Technik auf High-End-Niveau, so präsentiert sich die neue Heimkino-Komplettanlage. Sie kommt mit nur 2 Lautsprechern und 1 Subwoofer aus und bietet eindrucksvollen, präzisen Surround-Sound.

Part of Promotion Package
Each printed line € 76.– + VAT
Highlighting € 210.– + VAT
Company profile each printed line € 76.– + VAT

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.

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

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

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

Limited up to 30 presentations!
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.

Example of entry in the List of product groups

11.3.1 Satellite operators

Mustermann GmbH & Co. KG
Musterhausener Straße 123, DE-00001 Musterstadt
Tel: +49 (0)000 11 22 33
Fax: +49 (0)000 44 55 66
Email: muster@muster.de
Website: 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 Highlighting 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.

Example of entry in the List of brand names

<table>
<thead>
<tr>
<th>Brand name / Markenname</th>
<th>Product groups / Warengruppen</th>
<th>Exhibitor / Aussteller</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canon</td>
<td>1.2.4.3 DAT cassettes</td>
<td>Mustermann GmbH &amp; Co. KG</td>
</tr>
<tr>
<td></td>
<td>DAT-Casetten</td>
<td>Musterhausener Straße 123</td>
</tr>
<tr>
<td></td>
<td>2.1.2.4 ISDN-telephones</td>
<td>D-00001 Musterstadt</td>
</tr>
<tr>
<td></td>
<td>ISDN-Telefone</td>
<td>Halle 00.a / 00</td>
</tr>
<tr>
<td></td>
<td>2.1.2.13 Videophones</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bildtelefone</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.1.2.15 Mods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mods</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2.1.2.16 ISDN adapter</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ISDN Adapter</td>
<td></td>
</tr>
</tbody>
</table>

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

Each additional product group € 58.– + VAT.

Each logo € 120.– + VAT.

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

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,-
7 IFA App

With over 370,000 page impressions the IFA App offers an ideal advertising space. Therefore, several possibilities are available:

**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. Therefore, several possibilities are available:

**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 coverpage, dividers, bookmarks, enclosure).

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.–