

Media Package

The Media Package contains your exhibitor entries in the IFA Media: the **Virtual Market Place®**, the **IFA App** and the **print catalogue**.

The **Virtual Market Place®** is the online catalogue which is made available to you, as an exhibitor, to use as an additional, industry-specific marketing channel – before, during and after the trade show. It has been the main preparation and follow-up tool for IFA trade visitors for many years.

In your online entry you can present detailed information for both private visitors and trade visitors. You can use the Networking Tool to establish new business contacts, and via the dynamic hall plan, your precise location will be conveyed meticulously to anyone seeking your stand.

The **IFA App** is the smart companion for the trade show visit with information about events, exhibitors and products as well as maps.

The **print catalogue** is a handy reference and a practical IFA guide and is distributed to IFA trade visitors free of charge.

The cost of the Media Package will be borne by exhibitors and co-exhibitors through a mandatory one-off payment which will be billed to the main exhibitor/recipient of services.



4. – 9.09.2020

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<p>Starter Package</p> <p>370.– Euro plus VAT</p> <p>for exhibitors with a stand area up to 20 m² and co-exhibitors</p>	<p>Classic Package</p> <p>825.– Euro plus VAT</p> <p>for exhibitors with a stand area up to 250 m²</p>	<p>Premium Package</p> <p>1,650.– Euro plus VAT</p> <p>for exhibitors with a stand area bigger than 250 m²</p>
<p>Print catalogue*</p> <ul style="list-style-type: none"> Basic company entry (company, address, hall/stand number) 	<p>Print catalogue*</p> <ul style="list-style-type: none"> Basic company entry (company, address, hall/stand number) 	<p>Print catalogue*</p> <ul style="list-style-type: none"> Basic company entry (company, address, hall/stand number)
<p>IFA Virtual Market Place</p> <ul style="list-style-type: none"> 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 portrait (max. 250 characters) contact person with phone, email & photo <p>Options:</p> <ul style="list-style-type: none"> Upgrade to Classic or Premium Package Banner advertisement 	<p>IFA Virtual Market Place</p> <ul style="list-style-type: none"> 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) 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 <p>Options:</p> <ul style="list-style-type: none"> Upgrade to Premium Package Banner advertisement 	<p>IFA Virtual Market Place</p> <ul style="list-style-type: none"> 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 Entry in up to 15 product groups 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) <p>Options:</p> <ul style="list-style-type: none"> Possibility of additional services Banner advertisement

You can complete your company presentation online on your own. The login will be sent to you by email as off July 2020.

The Virtual Market Place® is online continuously, and you can benefit from all its services for an entire year. (Valid: 13.07.2020 – 12.07.2021)

Our editorial team is available to support you at any time during office hours: +49 30 3038 2180, editorial@virtualmarket.ifa-berlin.de

* The catalogue entry can only be guaranteed in case of having received our confirmation of the allocated area as well as after transmission of exhibitor lists and co-exhibitor data by July 13, 2020.