

Promotion Packages

The IFA **Promotion Package** offers exhibitors a set of marketing tools they can use to optimise their trade show and marketing high profile. The package includes entries in the **printed catalogue** as well as the **IFA Virtual Market Place** - the centralised exhibitor and product search tool on the internet.



All **exhibitors and co-exhibitors** are required to book a Promotion Package. To respond to individual needs and requirements, we have put together different packages that are based on the size of the exhibitor's display exhibition space. However, it is also possible to choose a higher value package according to the listed prices.

31.08. - 05.09.2018

After your stand registration has gone through you can request your personal access code from our editorial team via email (editorial@virtualmarket.ifa-berlin.de) in order to upload your data directly online on the IFA Virtual Market Place. Should you have any questions, please do not hesitate to contact our editorial team by telephone from Mo.-Fr., 9:00-18:00 CET at +49 (0) 30 3038-2180.

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<p>Starter Package</p> <p>360.– 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

IFA App

By participating in the IFA Virtual Market Place your company and product information will also be integrated in the official IFA app. The app helps to plan and organize the IFA visit most effectively – at the trade show or even in advance. It contains the complete list of exhibitors and products with contact details (including filter, notes and bookmark function) as well as an interactive 2D/3D map with continuous zoom. Available in German and English, for IOS and Android devices. The app is free of charge.

Database entry for the IFA Virtual Market Place begins on July 15th, 2018 at the latest and continues for 1 year.

* 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 until July 15, 2018.