

VIRTUAL MARKET PLACE®

The online exhibitor and product search engine of IFA



Steps for your successful online presentation

1. After you have successfully completed your stand registration, send a request to the editorial team for your Virtual Market Place® login data.
2. Set up your online entry in the Virtual Market Place® with the help of the recommendations in the right-hand column.
3. If necessary, book an upgrade to present additional data online.
4. Update your online entry again shortly before the trade show begins – your entry remains online all year.
5. After the trade show: Regularly update the products in your entry, so that your online presentation is always fresh.

Make the best out of your online entry

- Use the maximum amount of characters for your texts. A comprehensive company portrait and longer product descriptions make it easier for your company to be found via numerous keywords.
- Integrate the most important keywords in your texts. Make sure you also use synonyms to increase your chances of being found.
- Make sure to include your company logo and pictures of products, since they increase recognition value very much.
- Assign your company and products to the relevant product groups so that they can be easily found via the quick-search or the corresponding product groups.
- Please make sure that – whenever possible – the names of your products contain words which are commonly known by the visitors, i.e. words that are often searched for.
- Put your company in the limelight with online advertising on the Virtual Market Place®.



If you have questions or would like additional information, please contact the editorial team: T +49 30 3038 2180 · editorial@virtualmarket.ifa-berlin.de