

The TRADE FAIR MEDIA of SMM 2016

- ✓ Introduce your range of products and services even before the trade fair starts!
 - ✓ Guide new customers to your booth during the trade fair!
- ✓ Create a lasting memory in your customers' mind when the trade fair is over!

All your customers' needs to get a full overview over the trade fair's products and services are answered by tailored trade fair media, so that no question will remain unanswered.



**NEW
SMM CATALOGUE
HIGHER PRINTRUN
DISTRIBUTED FREE OF CHARGE**

We show you how to do it:

For your convenience, we have bundled packages, which are designed to present your company on all available channels adequately. And on top of that: You will save time and money!

Use all channels:

The broader you position yourself in the various trade fair media, the more feedback you will get on your trade fair presentation.

New format!

Catalogue

- The trade branch directory
- Focused on target groups without any scattering loss
- The detailed reference book
- Exhibitors and their products/services in a structured manner
- New! The SMM catalogue with a higher print run and distributed free of charge - thus, even more attention will be drawn to your advertisement.
- Including practical visitor guide for removing

Online Exhibitor List (OAV)

- Always up-to-date
- Even more information
- Various tools for an efficient trade fair planning
- Comfortable search options
- The new OAV – even better, even more modern

Advertising Means

- The direct invitation to your booth
- Visitors get reduced or free entry
- Broaden your communication with your customers purposefully
- Use your correspondence to inform your customers about where to find you during the trade fair
- Get the adequate frame for you invitation



Visitor Guide

- Handy and clearly structured
- All hall plans at one glance
- Will be used by all visitors
- Pasted into the catalogue and easily detachable for better handling
- Ensures quick orientation on site
- Including hall plans and list of exhibitors

Trade Fair App

- The electronic exhibitor list for the pocket – always at hand
- The most current data – no matter where or when
- Detailed search and display functions
- Central services are also available offline
- Free of charge for iOS and Android

Outdoor Advertising

- Your ad is placed where it makes sense and will be understood
- Meet your customers already in the entrance area
- Use the whole trade fair site to advertise your products and services
- It's your choice: Flags, mega-posters, billboards, banners, ...





You don't have to decide in which trade fair medium to present your products and services primarily – we offer you the chance to cover all media with one order. Thus, nothing will be overlooked, no information will be lost.

Packages

Crossmedia!

The most important ad options at a convenient package price

Trust our experience, because we know what is important when it comes to trade fair media.

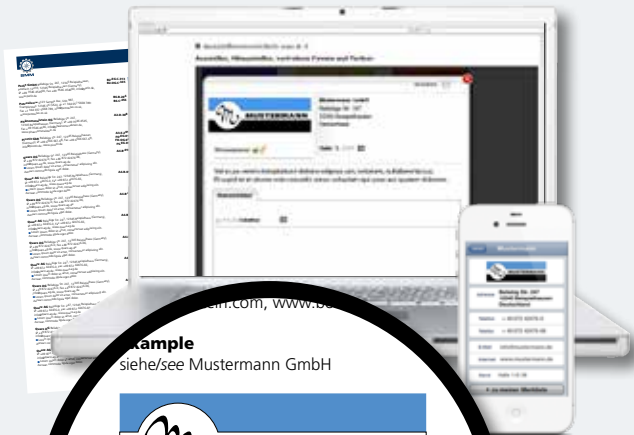
You can't go wrong with the packages bundled for you with the perfect media-mix – but you will make a difference!



Logo

Fly your flag!

Your logo is your trademark, turning your entries into an eye-catcher in every medium. Nobody will overlook that.



Sample
siehe/see Mustermann GmbH



Mustermann GmbH Bereich Edelsteine
Beliebige Str. 247, 12345 Beispielhausen (Germany)
☎ +49 9999 98765-0, Fax +49 9999 98765-100
info@mustermann.de, www.mustermann.de

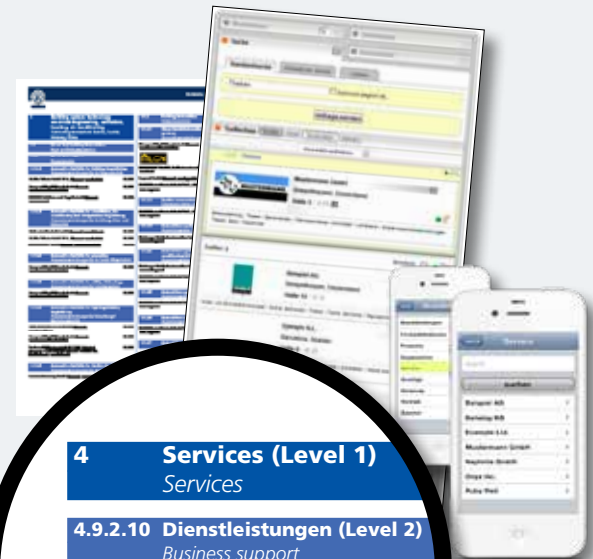
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Aenean commodo ligula eget dolor.
- Exponate/Products: 1.1 - 1.2 - 1.3 - 1.4

Vertretungen/Representations:
Mustermann GmbH
Beliebige Str. 358, 67890 Quasihausen

Products

Products and trademarks are your business cards!

Present your products and services and thus increase the hit rate by visitors in all trade fair media.



4 **Services (Level 1)**
Services

4.9.2.10 **Dienstleistungen (Level 2)**
Business support

Achate GmbH
(Switzerland)
www.achate.ch

Amethyste & Co KG
(Germany)
www.ametyste.de

Edelstein GmbH

Banners & Co.

Up-to-date prior, during, and after the trade fair!

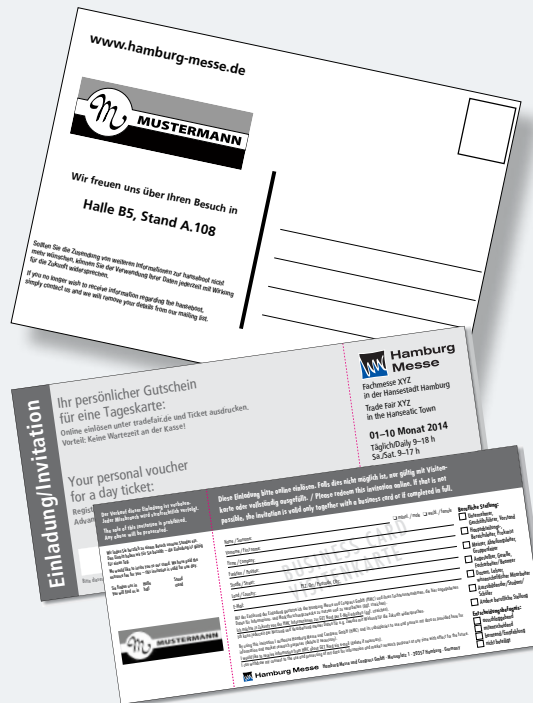
Nothing works without electronic media. We offer the adequate ad formats for each medium – from linkage to your presentation in the social media, to your exhibitor news, your banner on the trade fair homepage, and in the app.



Invitations

Connect your marketing activities with visitor acquisition!

Ad means, i.e. mailing cards, letter stickers, etc. invite interested parties to visit your booth and open the doors for a direct customer contact.



Ads

Exclusive!

Advertisements for the touch!

Cultivate your image with a classic ad in the trade fair catalogue. Print is intensive and has a lasting effect.



Outdoor Advertising

An especially high advertising contact is guaranteed!

Outdoor advertising is completely independent and is thus recognized very directly by the visitor. All sizes are available: From the logo on hall plans on site to posters or mega-posters, flags, and banners.



Support your trade fair presentation in the official trade fair media of SMM!

Take the chance to gain more visitors and new customers by advertising in the trade fair media –
turn your trade fair participation into a success story!

Following your admission by Hamburg Messe, we will send you detailed information
regarding your individual advertising options.

Contact / Order

Just give us a call or send us an E-mail – it will be our pleasure to advise you on your presentation:



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