



TRADE FAIR MEDIA



USE ALL CHANNELS

The broader your positioning in the various trade fair media, the higher the feedback on your trade fair representation.

WE SHOW YOU THE WAY

For your convenience, we fixed packages to represent you in all media as best as possible – thus, you will save time and money.



Catalogue

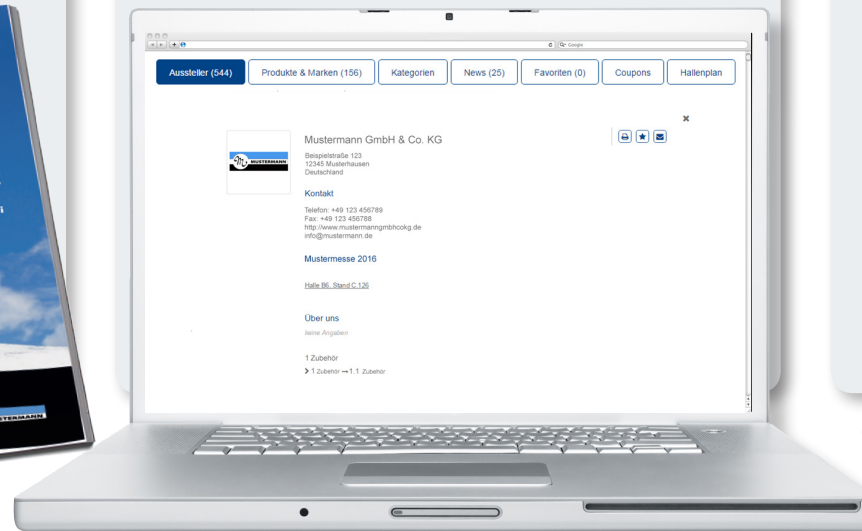
- The trade branch directory
- The detailed reference book
- Exhibitors and their products/services in a structured manner
- The SMM catalogue with a high print run and distributed free of charge - thus, even more attention will be drawn to your advertisement.

Online Exhibitor List (OAV)

- Always up-to-date
- Detailed information on exhibitors and products
- Various tools for an efficient trade fair planning and contact management
- Comfortable search options
- The OAV – even better, even more modern

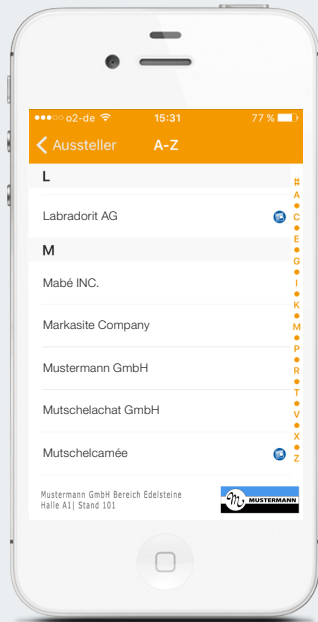
Visitor Guide

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



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



Advertising Material/Invitations

- Connect your marketing activities with purposeful visitor acquisition
- Give information on where to find you at the trade fair, i.e. with letter stickers and mailing cards
- With invitation cards/online codes, you offer your customers and business partners reduced or free entry
- You can easily organise the invitation process in the ticket shop of the Online Service Center
- Follow the menu item „Passes and Tickets“ or „Media package, marketing and press“ to find the link „Invitation“



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, ...



The path to your trade fair goal

With the SMM trade fair media, you will reach the right contact persons to present your new products and gain customers. We accompany your trade fair performance with tailored solutions for the best results.

Profit from our expertise

Trust in our experience and in the perfect media-mix for your company. Thus, you will save time and money and can enjoy the advantages of exclusive ad options.

We also have attractive banners and ad-positions as well as attention-attracting ad formats ready for you.

Our media packages guarantee to lead to your goal:



- ✓ Make full use of digital ranges
- ✓ Effectful video presentation
- ✓ Information diversity for your innovations
- ✓ Great visibility and brand awareness
- ✓ Excellent top position
- ✓ Contact management, i.e. online trade fair planner
- ✓ Recognition in the hall plans
- ✓ Product survey

* PREMIUM

* PROFESSIONAL

* STARTER



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.

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

CONTACT/ORDER

**Fair
Business**



Expert in Exhibition Media:
Sutter Fair Business GmbH
SMM Media Service
T. +49 201 52353 509
smm@fair.sutter.de

Expert in Outdoor Advertising:
Dauerwerbung Franke GmbH + Co. KG
T. +49 211 4353733
info@dauerwerbung-franke.de