

Media Opportunities

Trade fairs are one of the most powerful, versatile and effective promotion instruments available. But it is not just having an inviting stand in a good location that leads to your trade fair success, also other promotional activities play a role. In order to get the maximum benefit out of the exhibitions, the organizers offer exhibitors the opportunity to enhance their trade fair participation with additional marketing tools. These tools give exhibitors the possibility to boost their visibility and set them apart from their competitors.

When booking a stand exhibitors are required to book a promotion package which they can use to optimize their trade fair participation. This service normally includes at least printed catalogues as well as online directories and search tools. We highly recommend you to take care that your company and contact details are correct and all information you want to enter is included both in catalogues and online directories.

Online directories give exhibitors also a possibility to present their ideas, products and services. They enable to build new advertising and sales channels, already far before and long after the event. You should not miss the opportunity of this useful 24-hour information and communication platform.

Besides these the trade fair organizers offer you many other additional opportunities to gain more attention for your company, products or services. These include advertising space indoor and outdoor, print media, PR services, seminars, briefings, presentations, press conferences etc. The available service range depends on the trade fair company and has to be checked individually. We are happy to help you to find promotion activities that are suitable to your company and increase your success at the trade fair.