

# Media Package FAQ

## What is the Media Package?

When booking a stand, every Messe Frankfurt exhibitor automatically books an Media Package, that is, an entry of their company in all trade fair media. The trade fair media include:

- the catalogue
- the online exhibitor and product search
- the Navigator app
- the interactive hall and site plan
- the visitor information system at the fairground

## What advantages does the Media Package offer exhibitors?

The data exhibitors provide for the Media Package will be published in the official catalogue as well as in Messe Frankfurt's digital media, namely in the online exhibitor and product search, in the Navigator app, and in the visitor information system at the fairground. The Media Package therefore ensures that exhibitors are presented in a modern and consistent manner in all those forms of trade fair media that serve to inform visitors about an exhibitor's participation in the trade fair, about their stand, their address and other contact details as well as about their company and the products they exhibit.

## What is included in the ISH Media Package?

The ISH Media Package consists of two parts.

### Media Package Part 1

The data submitted for Media Package Part 1 will be published in the official catalogue. In addition, these details will be used as the basis for the exhibitor's profile in our digital media, namely in the online exhibitor and product search, in the Navigator app, in the interactive hall and site map, and in the visitor information system at the fairground.

*The elements included in the Media Package Part 1 are:*

- company name
- address
- phone and fax number
- e-mail address and website
- hall and stand number
- entry of the company under 2 product groups.

### Media Package Part 2

The data submitted for Media Package Part 2 will be used for the exhibitor's profile in the digital trade fair media: in the online exhibitor and product search, in the Navigator app, and in the interactive hall and site plan.

*The elements included in the Media Package Part 2 are:*

- 1 company page with text and image
- 5 product pages, each with text and image
- 5 keywords for the full-text search
- 1 product direct link
- 1 social media link
- 1 document download (up to 6 pdf files per language)

In addition to the elements included in the Media Package Part 1 and 2, exhibitors can also book extras for both catalogue and online media (e.g., logos, additional text in the catalogue, additional product groups, additional images for the online entry, etc.).

## What should exhibitors take into account when providing the data?

Exhibitors should take note of the deadlines for the two parts of the Media Package and should ensure to submit their complete information in time for processing.

### Online order forms:

The data can be submitted via the online forms provided for this purpose.

### Submission by e-mail

A scan of the order forms for Media Package Part 1 can also be submitted as an e-mail attachment. Exhibitors should make sure to include their customer number in the e-mail.

If the details for the online profile are sent by e-mail, the documents should clearly indicate which information is to be published where; for example, it should be clear which product image belongs to which product text.

### Data quality and full-text search:

- Texts:

The full-text search on the website and in the app is an important instrument for visitors to get information about the fair and about exhibitors and their products. For the full-text search, our search engine makes use of the texts exhibitors submit for their Media Package. So if an exhibitor wants to be found via a specific term, the exhibitor needs to include this term in one of the texts for the company's online profile, use it as a keyword, or choose a relevant product group. This way, the exhibitor can ensure to be listed among the search results. Because of the importance of the full-text search, exhibitors ought to make full use of all 5 keywords included in the Media Package as well as of all 5.000 characters per product page in order to be listed as often as possible in search results.

- Images:

For an optimal display of product images across all devices, we recommend that products be placed at the centre of images. The following guidelines should be observed in regard to image sizes:

Optimum image size: 1920 x 1080 px, 16:9

Maximum image size: 2,560 x 1,440 px

HD photo, jpg,

### **How does the full-text search work?**

The full-text search on the website scans all texts for the term entered in the search field. It is also possible to search by country, company, product groups, hall, postcode and city. Other filter options include press releases, product news, job offers, and special interest, if provided and booked.

### **How much does the Media Package cost?**

For ISH, we have introduced a new Media Package for our technological fairs. Compared to the previous Media Package, it provides companies with a more extensive and modern online profile. The new Media Package costs €750. It is **not possible** to split up this amount according to different forms of media. It is also **not possible** to book only specific components of the Media Package. However, exhibitors who attend more than one Messe Frankfurt fair within one year will only need to pay €350 for a multi-participation Media Package from their second fair on for that year.

### **What is a multi-participation Media Package? / What do I have to pay if I exhibit at several events in the same year?**

Exhibitors who attend more than one of our fairs within one year will only be charged for a multi-participation Media Package (€350), starting with their second fair. The online profiles can be individualized for each fair, which makes it possible for exhibitors to submit different details for different trade shows.

### **Do organizers and joint-stand participants also have to book the Media Package?**

Each joint-stand participant will receive an Media Package of their own. After the fair, Messe Frankfurt Exhibition GmbH will invoice joint-stand organizers for the Media Packages of their co-exhibitors. If organizers wish to bill their co-exhibitors for the Media Package, they will need to do this themselves.

Invoices for any catalogue extras booked by joint-stand participants will be sent directly to the joint-stand participants in question by Messe Frankfurt Medien und Service GmbH.

### **How do joint-stand participants submit their details for the Media Package?**

Messe Frankfurt Medien und Service GmbH (MFS) will forward the pdf order forms for Media Package Part 1 to the organizers, who then need to make sure that the details of their joint-stand participants are submitted to MFS Publishing Services. Organizers may also request the links to the online order forms of their co-exhibitors.

Department EBU21 is responsible for Media Package Part 2, and the order forms for this part are sent directly to the joint-stand exhibitors.

**Can the online entry be updated during a trade-fair cycle? Is this free of charge?**

One update of the online entry per trade-fair cycle is included in the Media Package.

**Can exhibitors expand their media entries and / or book advertising services if they wish to stand out from the competition?**

When filling in the order forms for the Media Package, exhibitors can also book various different extras and add-ons for both the catalogue and the online media, e.g. logos, additional text in the catalogue, additional product groups, additional images for the online entry, etc. These extra features enable exhibitors to set priorities in regard to the different forms of media they wish to utilize for reaching potential customers — the catalogue, the trade fair website, the app, or the interactive site plan. Moreover, it is possible to book advertisements in the catalogue as well as different kinds of banner ads for the website.

**The price for the media entry with Gentner-Verlag was €485. Starting in 2019, we will charge €750 for the Media Package. What are the reasons for the price increase?**

The contents of the two media packages cannot be directly compared. The Messe Frankfurt Media Package includes many services that were paid extras in the old media entry of Gentner-Verlag; e.g., the company page and product pages (each with up to 5,000 characters of text and one image) for the exhibitor's online profile.

The contents of our Media Package are set up in such a way as to fully utilize the capacities of the Google-like full-text search. Our full-text search provides visitors with an ideal way to prepare for their trade fair visit, as it allows them to quickly access the information they need and gives them a good overview of exhibitors and their products.

Compared with Gentner prices, Messe Frankfurt's Media Package has a value of at least €1,100.

**What are the arguments for the services included in the Media Package if exhibitors don't want it?**

The details exhibitors submit for the Media Package allows us to provide visitors with modern, high-quality tools to prepare for the fair. Our new website and the full-text search help visitors to gain a comprehensive overview of the event and access in-depth details about exhibitors and their products. An exhibitor profile with informative texts and images in turn helps exhibitors to reach the right target groups, and thus prospective customers. The more precise descriptions are, the better an exhibitor can be found by the relevant target group. The services included in the Media Package are therefore an indispensable part of any trade fair participation. Messe Frankfurt cannot do without the Media Package out of responsibility to its target groups.

**What are the arguments for the amount charged to the exhibitor for the Media Package if an exhibitor describes it as too expensive?**

Messe Frankfurt is continually investing in modern technologies for the website, the online exhibitor and product search, the Navigator app and the interactive site map. Other providers charge significantly higher prices for comparable services.

**What does Messe Frankfurt's new exhibitor search offer and what are the benefits for exhibitors and visitors?**

- a detailed online profile of a company and its products
- optional additional booking of attractive advertising spaces (banners and add-ons) to stand out from the competition
- exhibitor profiles are available 24/7 all year round
- an excellent Google-like full-text search
- an entry in the exhibitor and product search, the app and the interactive site map helps to improve the exhibitor's ranking on Google
- user-friendly design based on usability testing
- responsive design, i.e. automatic adaptation of the display to the device (computer, tablet, smartphone) used
- list view + grid view (the view can be configured by user).
- product-oriented search function and explorative search experience

**Organizers and joint-stand exhibitors:**

**If an organizer authorizes their joint-stand exhibitors to order on their own account, are the order forms and invoices for Media Package 1 sent directly to the joint-stand exhibitor or to the organizer?**

For ordering paid extras for Media Package Part 1, the order authorization requested when registering the joint stand participants is not taken into account. In general, all joint stand participants who order paid extras will be invoiced for those themselves. The show team can only place a control indicator in SAP if the organizer explicitly specifies that additional services for Media Package Part 1 are to be paid by the organizer. Then the organizer will be charged for the additional services.

**Is Media Package 1 really ordered by the organizer and Media Package 2 directly by the joint-stand participant? What if the joint stand-exhibitor orders extras or add-ons? Who pays for these? Can joint-stand exhibitors order them via the (online) order forms or do they need to contact the organizer of their stand?**

The Media Package Part 1 order forms for the joint-stand participants are sent to the organizer. Joint-stand exhibitors only receive order forms from us if the organizer or the joint stand participant requests it. We can then send the organizer a list of personalized links to the online order forms for each joint-stand participant or send the joint-stand participants their link to the order forms directly.

The OBF for Media Package Part 2 is sent to the main contact person stored in the CRM, that is, to the e-mail address stored there.

Passion Five contacts the organizers and asks if the joint stand participants can be contacted for the purpose of content submission.

Add-ons for the online profile are marketed separately in consultation with the organizer.

The sale of the add-ons is controlled in CRM. The activities for joint-stand participants are specially marked for the reasons mentioned above.

### **Who can exhibitors contact with questions about the Media Package?**

**Do you have any questions about Media Package Part 1 (catalogue entry and basic details for all other media)?**

Contact details for all questions about Media Package Part 1:

**mediapackage.ish@messefrankfurt.com**

**Phone +49 69 7575-5131**

In addition, Bestseller GmbH from Munich will contact exhibitors to help them with the order forms for Media Package Part 1:

**messefrankfurt@bestseller.de**

**Phone +49 89 90119-515**

### **Do you have any questions about Media Package Part 2 (Online Profile)?**

Passion Five GmbH from Mannheim will contact exhibitors about their Media Package Part 2:

**Hotline:**

**Phone +49 69 7575-5090**

**service@online.messefrankfurt.com**

Internal contact details:

#### **Media Package Exhibitor Data (Support)**

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