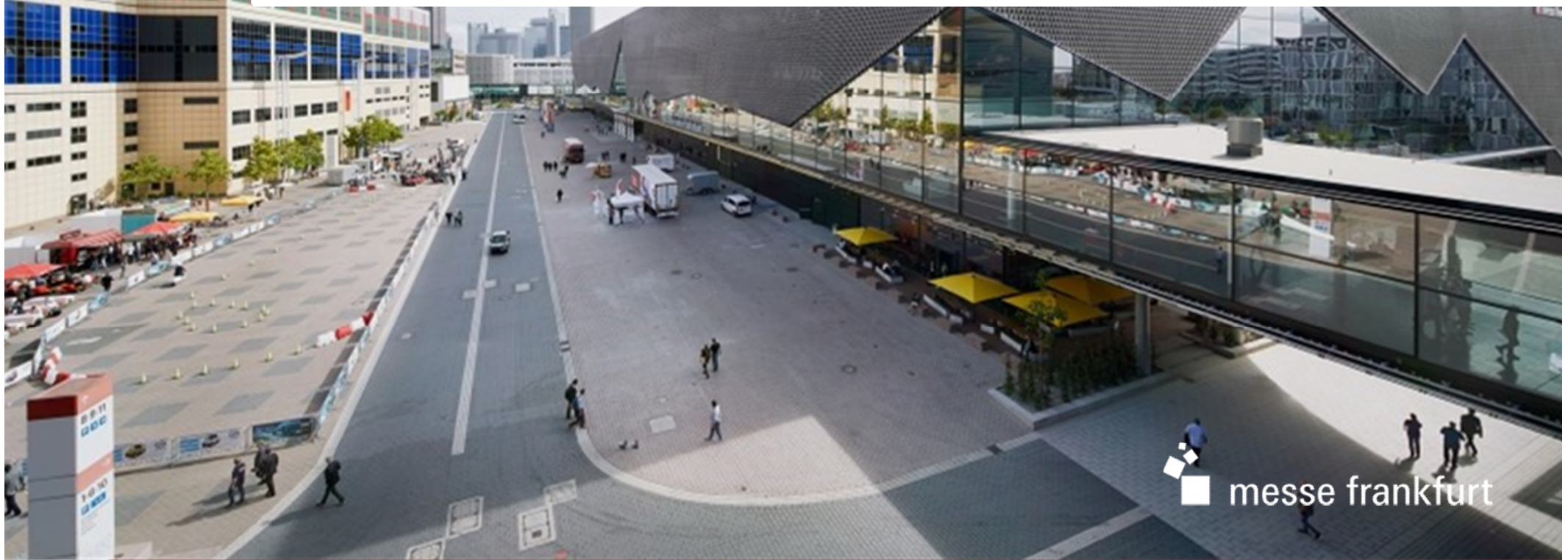
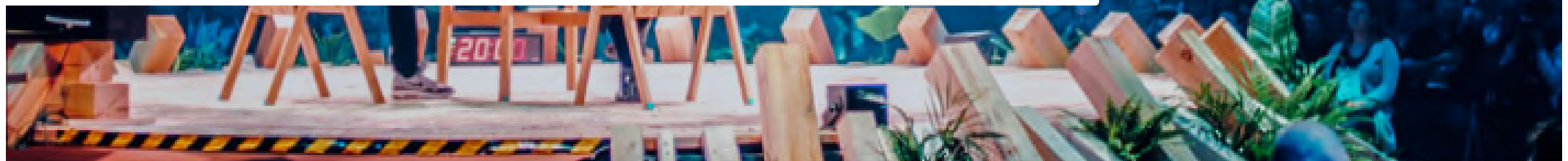


Your digital advertising possibilities during ISH 2021





Advertising on the virtual event platform



▼	09:00	09:30	10:00	10:30	11:00	11:30
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Virtual Advertising Opportunities

Advertise in our Product & Service Stream

Make our Product & Service Stream your B2B booster!

Show visitors your product and present it like you would at a conventional trade fair. Would you prefer to introduce your company itself and promote your customised services? No problem – you get to decide what you would like to talk about.

You also have the opportunity to invite guests and a moderator so that your visitors can take part in a captivating discussion.



15 minutes 1.800 €

30 minutes 3.000 €

45 minutes 3.800 €

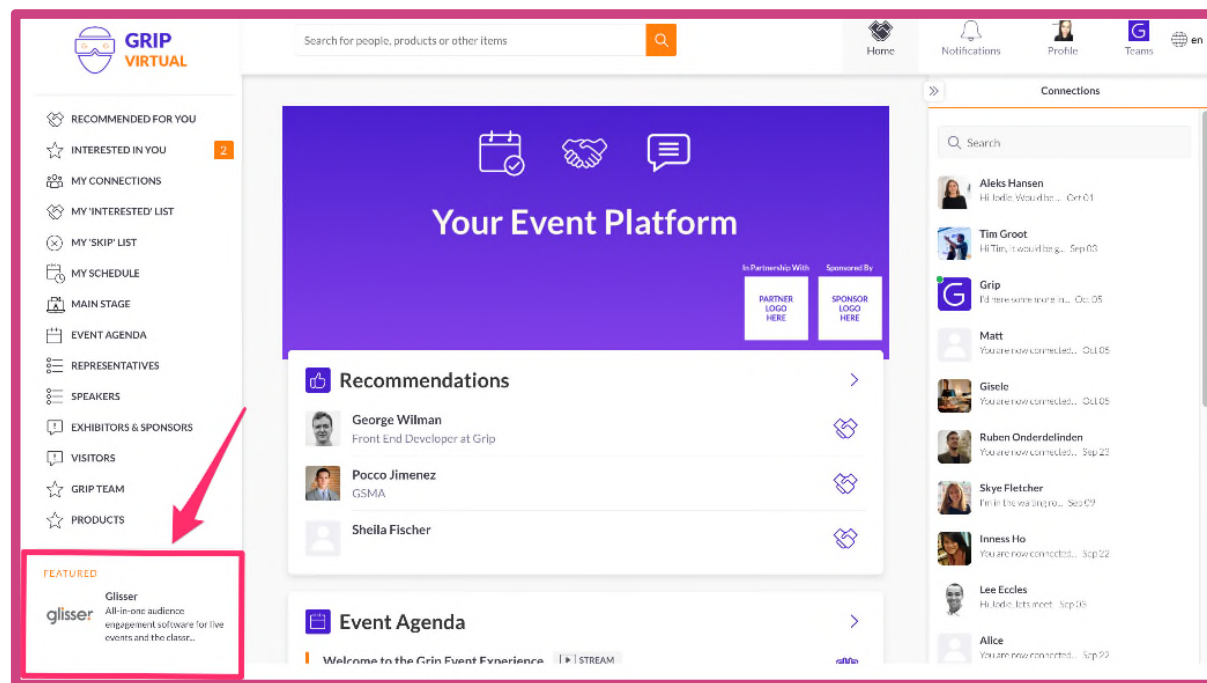
Virtual Advertising Opportunities

Sidebar Sponsor

Appear with your company logo in a special "featured" section in the sidebar.

They are also displayed under the streams.

Available for maximum 7 exhibitors.



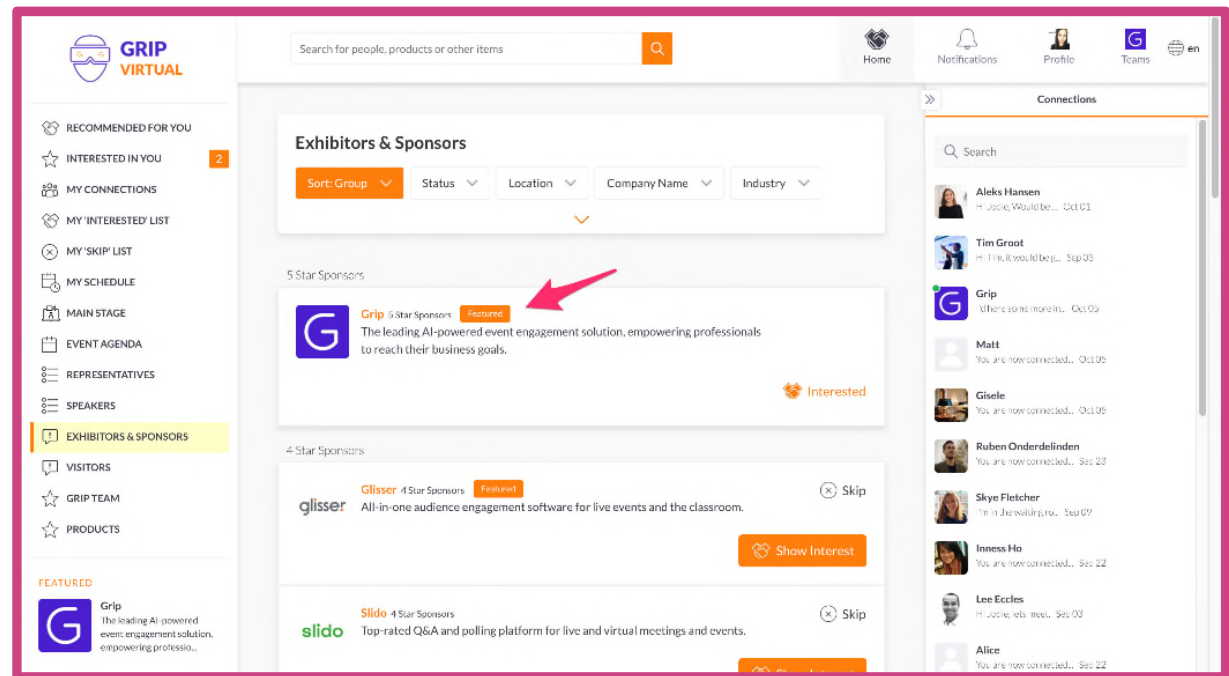
950 €

Virtual Advertising Opportunities

Featured Label in the exhibitor list

Your exhibitor name will be highlighted with a "featured" label (coloured marking).

100 €



Virtual Advertising Opportunities

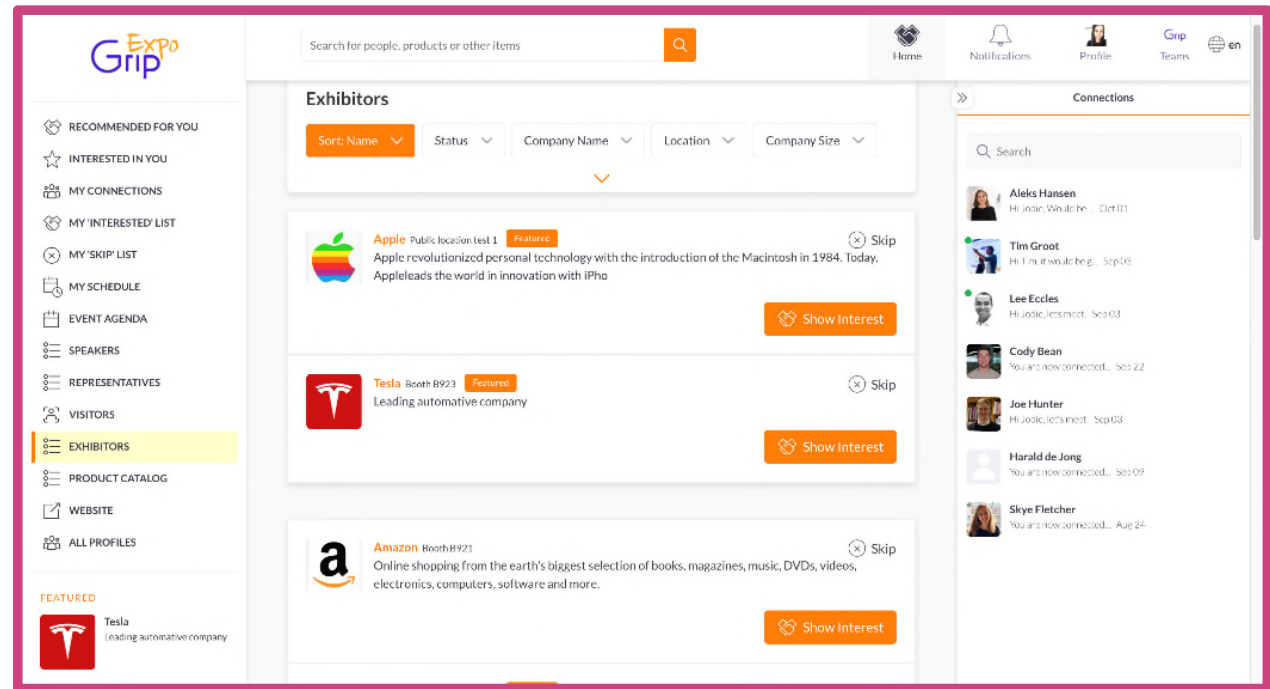
Top of Listing (in the exhibitor list)

Get more attention at the top of the exhibitor list displayed with your company logo, name and description (maximum of 80 characters).

In addition, your exhibitor name will be highlighted with a "featured" label.

Available for maximum 10 exhibitors.

1.500 €

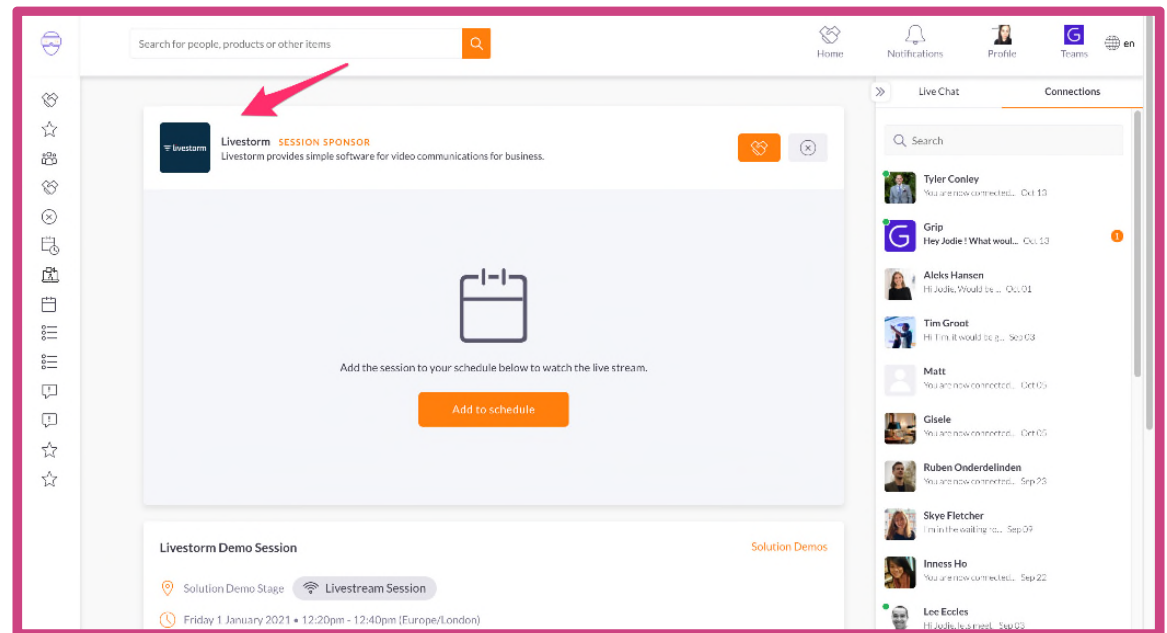


Virtual Advertising Opportunities

Session Sponsor in the event view

Enhance your brand awareness by displaying your company logo, name and description (maximum 80 characters) at the top of the event's screen, which will be seen by all viewers attending the virtual seminars.

With one click, the viewer is taken directly to your exhibitor profile with the possibility to write to you.



1.700 €

Virtual Advertising Opportunities

Pre-Roll-Ad

Ensure undivided attention with a promotional video spot that is played in the virtual conference program.

Your pre-roll ad will appear for a whole day at the virtual show before each session within one of our official event streams.

Your video can be up to 30 seconds long



2.000 €



Online Banner

Online Banner

Online banner on the homepage and editorial pages of your trade fair

- Worldwide visible for your target group
- Making a name for yourself before and during the fair
- Present on almost every smartphone on the exhibition grounds
- **Limited availability**

Placement/Banner name Price/TKP

Homepage at 30% or 60% of the page height

3:1	80 €
4:1	75 €
6:1	70 €
10:1	65 €

Editorial page at 30% or 60% of the page height

3:1	60 €
4:1	55 €
6:1	50 €
10:1	45 €



Online Banner

Online Banner in the exhibitor search

- Draw attention to yourself directly above the search slot in the exhibitor search
- Advertise in the search result list, either in the standard Grid-View or in the List-View
- **Limited availability**

Placement/Banner name

Price/TKP

Exhibitor search –Header
10:1 Billboard

105 €

Exhibitor search – Grid View
1:1 Grid View
1:2 Grid View

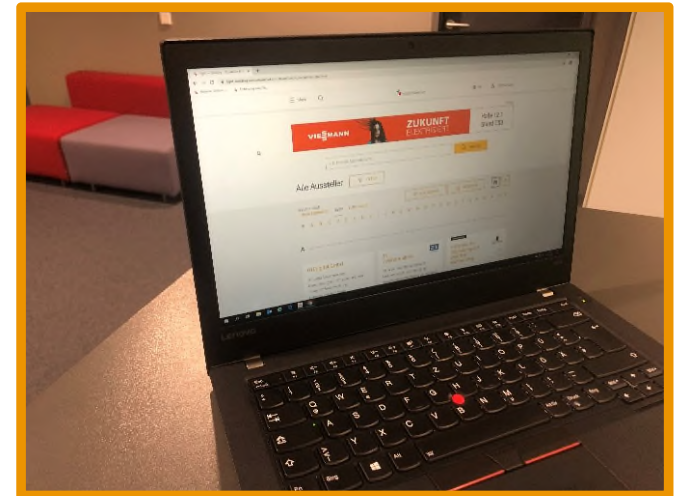
40 €

50 €

Exhibitor search - Kombi
1:1 Grid View + 10:1 List View
1:2 Grid View + 10:1 List View

60 €

70 €



Online Banner

Online banner in the visitor ticket shop: exclusivity ensures maximum attention

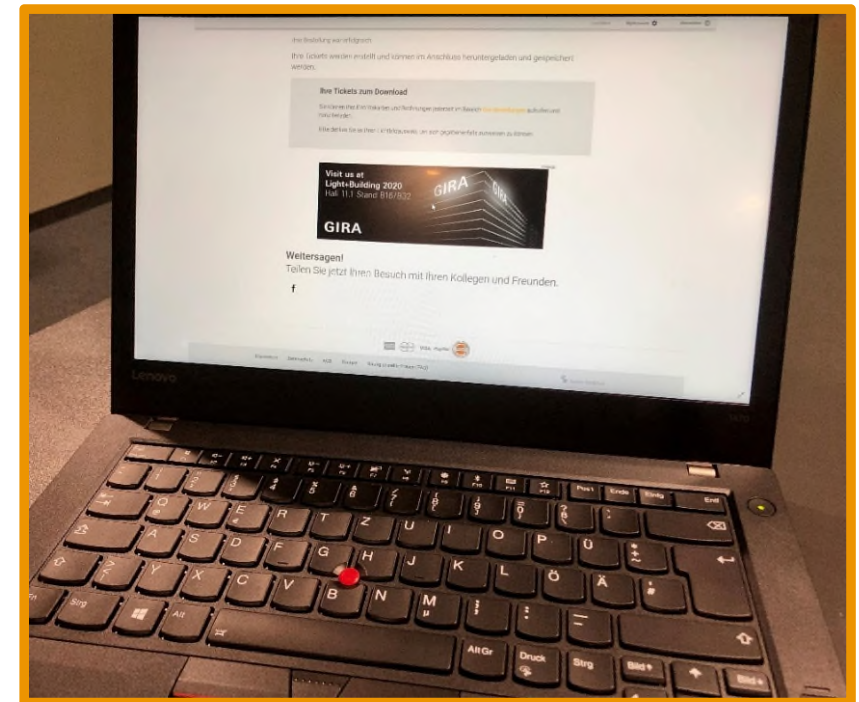
The banner in the online ticket shop is a unique opportunity:

Here you will really be seen by every visitor who buys an online-ticket or redeems a voucher, directly when downloading the tickets.

Very attractive and limited - only one ticket banner is available per fair.

Get the ticket banner before the competition books it.

5.000 €





Native Advertising

Native Advertising

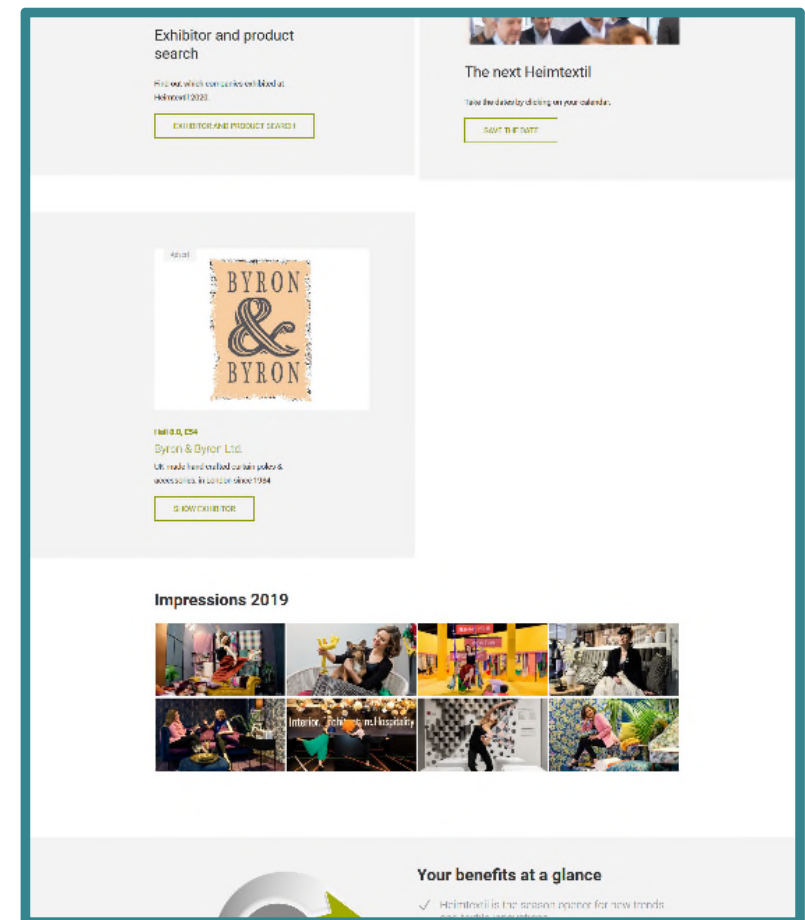
Front Page Box: The turbo for your company profile

The homepage of the trade fair is the starting point for finding out more about the fair. Take the chance and promote your company and your product prominently through native advertising.

The Front Page Box refers either to your company profile or directly to your selected product page.

A maximum of 5 boxes are displayed per page view, availability is limited to 12 boxes.

950 €



Front Page Box auf der Startseite (Desktop)

Native Advertising

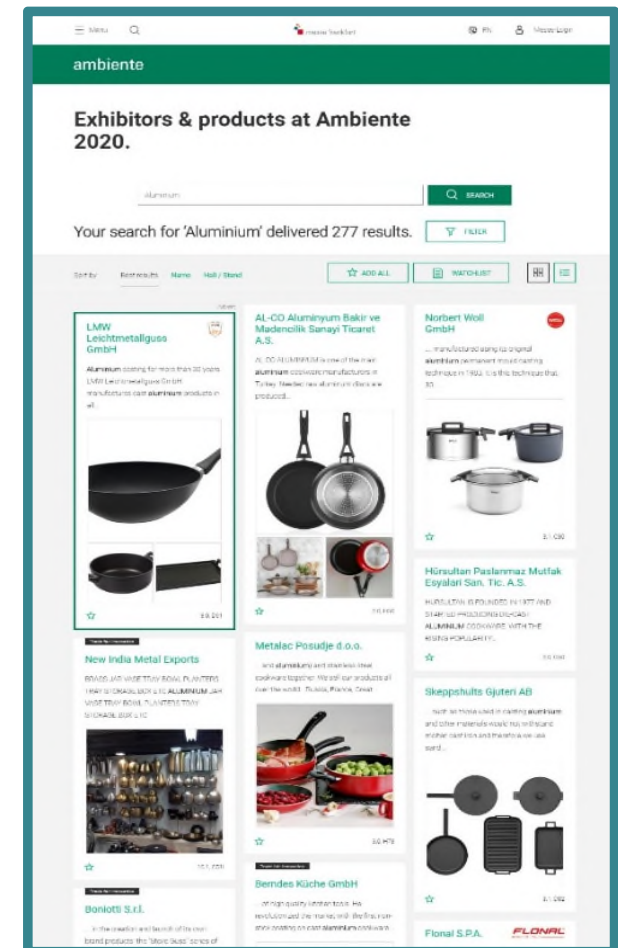
Top of Search: Top position in the search results list

Top of Search makes you number one.

Whether in the Navigator App or on the website, whether in list or standard view, if your entry is one of the search results, it will be in first place.

You will be found directly and benefit from up to 80% more access to your company profile.

1.500 €



Top of Search in der Suche (Desktop)

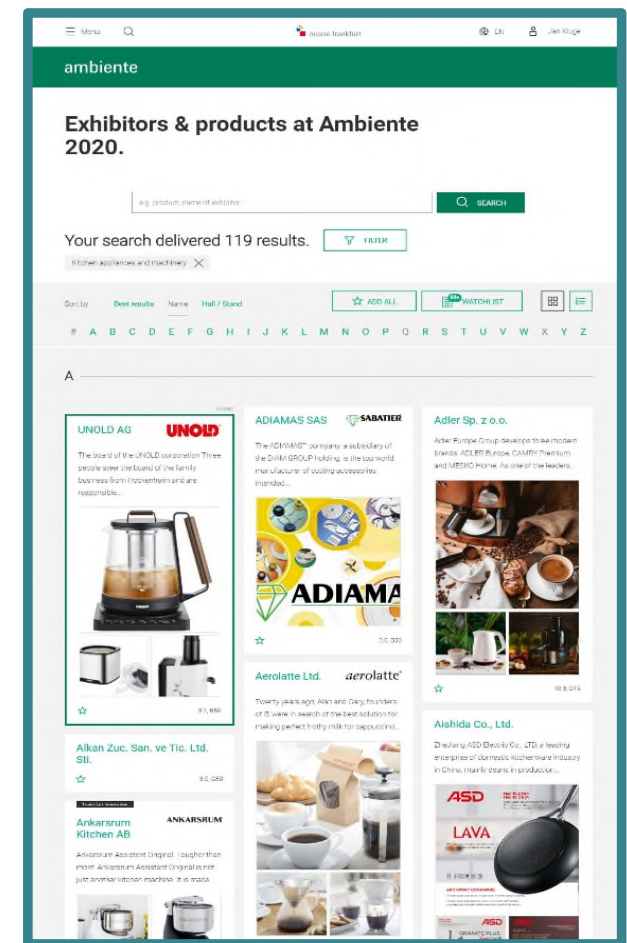
Native Advertising

Top of Product Group: Target-group oriented advertising in search

Make yourself the leader in your product group and ensure that your entry appears at the top of the list, directly before all other product group search results.

You will benefit from up to 50% more access to your company profile.

600 €



Top of Product Group in der Suche (Desktop)

Your contact partners

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An aerial photograph of the Messe Frankfurt exhibition grounds. The image shows a large, modern building with a glass facade and a distinctive triangular roof structure. The foreground is a wide, paved plaza with a checkered pattern, where several people are walking. To the left, there are colorful, multi-story buildings with red and blue accents. The sky is blue with scattered white clouds. A green rectangular box with a white border is superimposed over the upper part of the image, containing the text "We look forward to cooperate with you!".

**We look forward to cooperate
with you!**