

Fact Sheet

Technical Specifications – Sponsoring packages

Please send us your desired advertising content by March 5, 2021.

Advertising - ISH Newsletter & Social Media Channels		
Newsletter	File format: JPG / PNG, min. 1.000 PX wide, resolution 300 dpi	Please send your advertising content to ISH@messefrankfurt.com
Social Media	<p>File format Logo (Mention as Premium Sponsor): JPG / PNG, min. 1.000 PX wide, resolution 300 dpi</p> <p>Content Feature:</p> <ul style="list-style-type: none"> o Max. 500 characters including spaces, hashtags and links. o German or English o No pure advertising text, orientation towards thematic contents of the ISH product world. o Topics should match the product groups offered o Optional: Image (JPG / PNG, at least 1,000 PX width, resolution 300 dpi, landscape format) o Desired date of publication 	Please send your advertising content to ISH@messefrankfurt.com
Advertising on the ISH Website (ish.messefrankfurt.com) - visible after the ISH Contactor goes live (exhibitor and product search) until December 2021 -		
4:1 advertising banner on start page (platin package) or another editorial page (gold package)	<p>Dimensions: B 1.140 × H 285 px</p> <p>File format: jpg / png (static), gif (static / animated), HTML5 (animated)</p> <ul style="list-style-type: none"> o max. file size: 250 kB each o German and English version of the banner is requested. o Let us know your desired URL for the link. o Flash is not supported! o HTML 5 specifications you will find here: www.messefrankfurt.com/onlinebanner-html5-specifications 	Please send your advertising content to digitaladvertising@messefrankfurt.com
1:1 advertising banner	<p>Dimensions: B 500 × H 500 px</p> <p>File format: jpg / png (static), gif (static / animated), HTML5 (animated)</p> <ul style="list-style-type: none"> o max. file size: 250 kB each o German and English version of the banner is requested. o Let us know your desired URL for the link. o Flash is not supported! o HTML 5 specifications you will find here: 	Please send your advertising content to digitaladvertising@messefrankfurt.com

	www.messefrankfurt.com/onlinebanner-html5-specifications	
Top of Search	All information will be taken from the exhibitor profile. It is therefore necessary that you fill it out completely.	
Top of Product Group	Please let us know which ISH product group you belong to. All information will be taken from the exhibitor profile. It is therefore necessary that you fill it out completely.	Please send this information to digitaladvertising@messefrankfurt.com
Advertising on the ISH digital Plattform - visible after the ISH Plattform goes live until April 2021 -		
Featured Label	No data is required, the exhibitor entry will be highlighted by us.	
Top of Listing in exhibitor search	The company logo and a descriptive text of 80 characters is required. Attention! Only available in one language. <i>File format logo:</i> JPG / PNG, at least 1,000 PX width, resolution 300 dpi	Please send your advertising content to digitaladvertising@messefrankfurt.com
Sidebar Sponsor on start page	The company logo and a descriptive text of 80 characters is required. Attention! Only available in one language. <i>File format logo:</i> JPG / PNG, at least 1,000 PX width, resolution 300 dpi	Please send your advertising content to digitaladvertising@messefrankfurt.com
Video Spot (Pre-Roll-Ad), in the virtual conference program 20-30 sec.	We need your video as an mp4 file (1,920 x 1,080 pixels).	Please send your advertising content to digitaladvertising@messefrankfurt.com
Notification Banner	Please provide the message text of the banner. For each language version. You can display dedicated messages for different types by clicking on `Add Type-specific content` button. Up to 65535 characters. <i>Our recommendation:</i> Use as few text characters as possible, because long texts are rarely read.	
Web session (product training, presentations of new products, discussions, etc.) in the Product & Service Stream (exhibitor channel), 30 minutes	-	Please contact: Ms. Anabell Condemi: phone: +49 69 7575-6858 anabell.condemi@messefrankfurt.com or Ms. Angela Glaser-Gallion: phone: +49 69 7575-5285 angela.glaser-gallion@messefrankfurt.com or

		<p>Ms. Alexandra Jafari phone: +49 69 7575- 6028 alexandra.jafari@messefrankfurt.com</p>
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Messe Frankfurt Exhibition GmbH