



InnoTrans Mediadata 2010

09/21/2010 – 09/24/2010 | Online-Advertising Virtual Market Place ®

STATISTICAL DETAILS ABOUT THE VIRTUAL MARKET PLACE®

- 3 mio. page impressions and 472,000 online visitors (visits) within 2009
- About 1.8 mio. page impressions within three months prior and during the last InnoTrans 2008
- 365 days a year online
- More and more preparations and post processes for trade shows are done online

CONTACT

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Virtual Market Place®

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[Online Advertising Website](#)

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TERMS AND CONDITIONS

[Terms and Conditions](#)

[Technical Specifications](#)

YOUR ADVANTAGES

- ✓ More visibility for your company and products before, during and after the trade show
- ✓ More booth visitors
- ✓ More potential revenue



Homepage Virtual Market Place®

1

POSITION 2

Hello, please [log in](#) or [register](#) Tradeshower Planer ★ 2 | [Help](#) [Deutsch](#)

Logo **Welcome to Virtual Market Place**
Template of a Virtual Market Place

search term [Advanced Search](#)

[Home](#) [For Visitors](#) [For Exhibitors](#) [My Profile/Fair](#) [Job Market](#)

You are here > [Home](#)

Welcome to Virtual Market Place®

Portletname

Portletname

1 Find exhibitors and offers
2 Save results and prepare for the show
3 Print out your favorites with maps

POSITION 3

Portletname

Portletname

search term [Advanced Search](#)

Search Result Pages

POSITION 4

Hello, please [log in](#) or [register](#) Tradeshower Planer ★ 2 | [Help](#) [Deutsch](#)

Logo **Welcome to Virtual Market Place**
Template of a Virtual Market Place

search term [Advanced Search](#)

[Home](#) [For Visitors](#) [For Exhibitors](#) [My Profile/Fair](#) [Job Market](#)

You are here > [Home](#) > [Search Results](#) > [Result](#)

We found 12 results for you

Sort by [\(Relevance\)](#)

List view Table view Picture gallery

Selection: 0 Page 1 of 55 [1](#) [2](#) [3](#) [4](#) [5](#) ...

POSITION 5

1 Exhibitor Company Name
Exhibitor
Logo
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Consect adipisicing elit, sed do eiusmod tempor ... [Mehr](#)
Halle 1, Stand 1-247

2 Exhibitor Company Name
Exhibitor
Logo
Sed do eiusmod **Suchbegriff** tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. ... [Mehr](#)
Halle 1, Stand 1-247

3 Exhibitor Company Name
Product of Exhibitor
product
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum ... [Mehr](#)
Halle 1, Stand 1-247

4 Exhibitor Company Name
Job offer of Exhibitor
job offer
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor **Suchbegriff** excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia est laborum. Consect eiusmod tempor ... [Mehr](#)
Halle 1, Stand 1-247

POSITION 6

7

8

POSITION 9

Position	1 o. 2 BIGSIZE	3 BIGSIZE	4 CONTENT AD	5 SKYSCRAPER	6 o. 7 BUTTON	8 BIGSIZE
Dimensions	728 × 90 px	728 × 90 px	468 × 60 px	120 × 600 px	150 × 60 px	728 × 90 px
Phase 1*	4,000 €	2,500 €	3,500 €	3,000 €	600 €	1,300 €
Phase 2**	6,400 €	4,000 €	5,600 €	4,800 €	960 €	2,080 €

* Phase 1: (07/01/2010 – 10/31/2010) | ** Phase 2: (11/01/2010 – 06/30/2012)

valid from 07/01/2010 until 06/30/2012



3 IN 1 SPECIAL

The screenshot shows a web interface for 'Tradeshaw Planer'. At the top, it says 'Hello, please log in or register.' and 'Tradeshaw Planer 2 | Help Deutsch'. Below is a search bar with 'Logo' and 'Welcome to Virtual Market Place Template of a Virtual Market Place'. A navigation menu includes 'Home', 'For Visitors', 'For Exhibitors', 'My Profile/Fair', and 'Job Market'. A sidebar on the left lists actions: '1 Find exhibitors and...', '2 Save results and prepare...', and '3 Print out your favorites with pre...'. The main content area shows 'We found 12 results for you' with a list of items. Item 1 is 'POSITION 5' with a 'Logo' and 'Exhibitor Company Name'. Item 2 is '7' with a 'Logo' and 'Exhibitor Company Name'. Item 3 is '8' with a 'Logo' and 'Exhibitor Company Name'. Item 4 is 'job offer' with a 'Logo' and 'Exhibitor Company Name'. A 'My Tradeshow Planer' sidebar on the right shows 'You have 2 items in your Trade Show Planner' and 'Please register at My Fair to save your Trade Show Planner permanently.' with checkboxes for 'Exhibitor Company Name' and 'Exhibitor'.

Position	Bigsize +	Content Ad +	1 Button -	30% =	Total
Maße	728 x 90 px	468 x 60	150 x 60		
Phase 1*	4,000 €	3,500 €	600 €	8,100 €	5,670 €
Phase 2**	6,400 €	5,600 €	960 €	12,960 €	9,072 €

* Phase 1: (07/01/2010 – 10/31/2010) | ** Phase 2: (11/01/2010 – 06/30/2012)

CAREER POINT

The screenshot shows a web interface for 'Tradeshaw Planer'. At the top, it says 'Hello, please log in or register now.' and 'Tradeshaw Planer 2 | Help Deutsch'. Below is a search bar with 'Logo' and 'Welcome to Virtual Market Place Template of a Virtual Market Place'. A navigation menu includes 'Home', 'For visitors', 'For exhibitors', 'My InnoTrans', and 'Job Market'. The main content area shows 'You are here > Home | Career Point' with a 'Career CP Point' logo. Below is a section titled 'Creating a successful future together!' with a 'Show all attendees' link. The text describes the Career Point concept and provides information for exhibitors and visitors. A sidebar on the right says 'Please also note our job offers especially for students, trainees and young professionals.' Below is a section titled 'Career Point Pavilion' with a description of the platform. At the bottom, it says 'For visitors the benefits of the Career Point are:' followed by a list of benefits: 'Selected contact points at the trade show (marked by the Career Point)', 'Highlighting on the InnoTrans Virtual Market Place and in the InnoTrans Guide to help to find your way around', 'Contact to potential employers on the site and online via the InnoTrans Virtual Market Place', 'Insight into companies themselves', 'Opportunities to compare competing offers', 'Target oriented information about vocational training, jobs, advanced training, and perspectives', and 'Reduced-price entrance for groups (minimum 7 persons)'. At the bottom, there is a search bar and footer information: 'Help | About InnoTrans | Messe Berlin | Kontakt | Legal Information and Privacy Policy', 'Copyright © 2010 Messe Berlin. All Rights reserved.', and 'Powered by qm'.

POSITION 5

POSITION 8

Position	3 Bigsize	5 Skyscraper	8 Bigsize
Dimensions	728 x 90 px	120 x 600 px	728 x 90 px
Phase 1*	2,500 €	3,000 €	1,300 €
Phase 2**	4,000 €	4,800 €	2,080 €

valid from 07/01/2010 until 06/30/2012