

## InnoTrans Media-Package

Through the Media-Package, Messe Berlin GmbH offers exhibitors a package of marketing tools to optimize their presence at the fair and in the market. The Media-Package includes a presentation in the **printed catalogue** and the **Virtual Market Place®**, the exhibitor and product search on the Internet. Besides exhibitors can take out advertisements in the InnoTrans Report, purchase the UNIFE Worldwide Rail Market Study at a preferential price and place banner advertisements and job offers online.

The costs of the Media-Package are met by exhibitors and co-exhibitors in form of an obligatory one-off fee, for which the hirer of the stand will be issued an invoice.

Services main exhibitor (=Media-Package)		Services co-exhibitor (=Basic entry)
<b>Print catalogue:</b> <ul style="list-style-type: none"> <li>■ Entry (Company name, country, hall/stand only) in the exhibitor short list, the exhibitor list sorted by country of origin, and the hall directory</li> <li>■ Full-page (A4, B&amp;W) with independently-designed company presentation (similar to an advertisement)</li> <li>■ 5 basic entries in the product group classification with company name, hall and stand number</li> <li>■ Basic entry in the alphabetical list of exhibitors, including company name, address, telephone and fax numbers, email and internet address, hall/stand</li> </ul>		<b>Print catalogue:</b> <ul style="list-style-type: none"> <li>■ Entry (Company name, country, hall/stand only) in the exhibitor short list, the exhibitor list sorted by country of origin, and the hall directory</li> </ul>
<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Basic company information (company name, postal address, internet address, hall/stand)</li> <li>■ Supplemental entry (telephone, fax, email, contact person) Company profile (max. 4.000 characters)</li> <li>■ Company portrait (max. 4.000 characters) with picture</li> <li>■ 5 basic entries in the product group classification</li> <li>■ Presentation of up to 10 products in text and image plus hyperlink to the products on the exhibitor's website (max. 4.000 characters, plus 1 image per product)</li> <li>■ Distribution of your new product entries to your target group via the VMP Online News six times a year</li> </ul>		<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Basic company information (company name, postal address, internet address, hall/stand)</li> <li>■ Supplemental entry (telephone, fax, email, contact person)</li> <li>■ Company portrait (max. 4.000 characters) with image</li> </ul>
<b>Additional Entries (with costs)</b>	<b>Print catalogue:</b> <ul style="list-style-type: none"> <li>■ Upgrade for Co-exhibitors to the main exhibitor package (=Media Package) EUR 429,00 plus VAT</li> <li>■ Additional entries (i.e. entries in the catalogue's classified directory, logo and 4c presentation)</li> </ul> <b>InnoTrans Report</b> <ul style="list-style-type: none"> <li>■ Publication of advertisements for special conditions</li> </ul> <b>InnoTrans Daily News</b> <ul style="list-style-type: none"> <li>■ Publication of advertisements</li> </ul> <b>UNIFE Worldwide Rail Market Study</b> <ul style="list-style-type: none"> <li>■ Purchase at a preferential price</li> </ul>	<b>Contact:</b> DVV Media Group GmbH (Eurailpress) Nordkanalstraße 36 20097 Hamburg, Germany Tel: +49(0)40 237 14-101 Fax: +49(0)40 237 14-104 Email: riccardo.distefano@dvvmedia.com
	<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Additional entries in the product group classification</li> <li>■ Additional product entries</li> <li>■ Online advertising</li> <li>■ Placement of job offers on the online Job Market</li> </ul>	<b>Contact:</b> Virtual Market Place® - Editorial Team Messedamm 22 14055 Berlin, Germany Monday – Friday, CET 09:00 – 18:00 h Tel: +49(0)30 3038-2180 Fax: +49(0)30 3038-2172 Email: editorial@virtualmarket.innotrans.de

The InnoTrans Virtual Market Place will be online with your data until 8 weeks prior to InnoTrans 2014. After having registered your stand, you can send your data directly to the Messe Berlin editorial team. You may update your presentation as often as you like at no extra cost.