Media packages and upgrade options

Your presentation in the trade fair media

SACHSEN BACK DRESDEN

Media package	Basic	Advanced	Advanced Plus	Professional
Price (excl. VAT)	€ 615.00	plus € 490.00	plus € 800.00	plus € 960.00
Booking content	Media fixed rate	Upgrade	Upgrade	Upgrade
Services included				
Basic entry (Company name; street and house number, post code, city, country; tel., e-mail, link to website, stand no.)	✓	✓	✓	✓
Logo (Display of company logo) – in the Online Exhibitor Index	✓	✓	✓	✓
Logo (Display of company logo) – in the Visitor Guide "Exhibitor address A–Z"	✗	✓	✓	✓
Logo (Display of company logo) – in the Visitor Guide "Hall plan"	✗	✗	✓	✓
Logo (Display of company logo) – in the online hall plans and in the digital hall plans displayed at the hall entrances (not available in all locations)	✗	✗	✓	✓
Social media channels (Twitter, Instagram, XING, LinkedIn, YouTube, facebook) in the Online Exhibitor Index	✗	✓	✓	✓
Profil header (page wide image or link to YouTube video) in the Online Exhibitor Index	✗	✗	✓	✓
Categories in Product & Service Directory in the Online Exhibitor Index	3	12	99	99
Company profile (Image text with up to 2,500 characters and one image) in the Online Exhibitor Index	✓	✓	✓	✓
Contact person (Name, e-mail, telephone of contact) in the Online Exhibitor Index	1	2	3	6
Press releases (Title, link, text with up to 5,000 characters, one image) in the Online Exhibitor Index	✗	2	4	6
Product presentation (Title, link, text of up to 3,000 characters, one image) in the Online Exhibitor Index	2	6	10	10
Download PDF in the Online Exhibitor Index	✗	✗	3	6
Video embedding in the Online Exhibitor Index	✗	✗	3	6
Top of the list entry for one category	✗	✗	1	1

The following services are also included in the Media package

- ✓ Free print and digital advertising material (see offer in the Advertising Material Shop of the Stuttgart Messe Service Portal)
- ✓ Free ticket codes to invite customers and partners (available in the Stuttgart Messe Service Portal)
- ✓ Exclusive booking options for advertising space, sponsoring packages and publications about SACHSENBACK 2028

Co-exhibitor package (€ 730.00)

Content identical to Basic package. Logo display in print and online hall plan or in (digital) hall plans at hall entrances is not included.
Upgrades to the Advanced, Advanced Plus or Professional packages are possible. Still, no logo display in the hall plans (online and print formats) is included.

Contact for requests

We are happy to assist you on your way to the perfect presentation in our trade fair media. Further advertising options are available after consultation.
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