



The Media Package of the IPM ESSEN 2020

As exhibitor of IPM ESSEN 2020 make use of the advantages of our **media package** that is automatically part of your application and which offers you as our exhibitor **advantages** in every respect. The obligatory media package of **209 € per exhibitor** and **119 € per co-exhibitor** includes the following services for you:

Online exhibitor list

Make use of the opportunity to present yourself to your target group before, during and after the fair with a detailed company presentation at www.ipm-essen.de. As soon as the IPM ESSEN 2020 exhibitor list is online, you can update and add to your exhibitor profile (company presentation with logo, company and product description, photos, internet and email address and the choice of product groups relevant for you) at all times. For the IPM ESSEN 2020 you will be able to include company information in your profile, for example press releases, together with comprehensive fair-related news, so that you can stay in touch with the rest of the trade between your fair appointments. Link also your social media channels Twitter, Facebook, Youtube, Google + and RSS-Feeds. Your profile stays online until the exhibitor list 2021 will be published.

Interactive hall plan

All the data that you publish in your virtual presence is also available in the interactive hall plan of the IPM ESSEN. The interactive hall plan for the IPM ESSEN 2019 is also available in a convenient and user-friendly version for different mobile appliances.

Product - and trade fair news for press and visitors

Inform journalists about your company and your new products. National and international media will have access to your press texts, address information, website, photos and logos, because all information are linked to your company profile. You upload a text – we take care of a target group focused editing.

Stand events

You can inform the visitors about special stand events. These appear in your company profile and also in the News section on the IPM ESSEN website.

IPM ESSEN – App

Use optimal mobile presentation to reach your target group, too. Your basic entry data is automatically entered into our IPM ESSEN app. Our app partner, the Eugen Ulmer publishing house, will provide more information about the options for enhancing your input at a later date.

Visitor information system

Your exhibitor profile in your virtual presence and the interactive hall plan are the basis for our visitor information system and guide interested visitors directly to your stand.

Personal banner

Draw attention to yourself and show that you are here. Put the IPM ESSEN banner with your hall and stand number on your homepage and use the banner as an email signature. There are many more possibilities to use your banners such as, for example, advertisements, printed material, invitations, etc.

Match-Making

For the IPM ESSEN 2020 we are offering our visitors a matchmaking tool. This can put qualified questions to exhibitors and immediately arrange a visitor appointment at the fair. As an exhibitor you can administer your appointments orderly in the closed exhibitor area. The matchmaking tool permits optimum visit preparation and appointment planning for the most efficient fair visit possible!

MEDIACENTER

The MEDIACENTER is the platform on which pictures and videos are available to journalists, bloggers and other online multipliers free of charge for their articles. Your pictures should not be missing there. In the Closed Exhibitor Area, you can find a link for uploading your media. Four pictures-uploads in the MEDIACENTER are included in the media fee.

50 online- codes to invite your customers free of charge

You receive 50 online-invitation codes to invite your customers free of charge. Using his personal invitation code, your customer can then register in the online shop and activate the entrance voucher which entitles him to enter the fair free of charge on an event day of his choice. After activation, the visitor receives by e-mail his "Print at home Ticket", which permits him direct entry into the fair halls and so he no longer has to go to the ticket offices. You will **not** be billed for these admission vouchers once they have been exchanged by your customers.