

Media Package - The marketing package for Laser Optics Berlin 2012 and microsystics berlin 2012

With the Media Package, Messe Berlin GmbH offers its exhibitors of Laser Optics Berlin 2012 and microsystics berlin 2012 a selection of marketing tools designed to optimize their trade show participation and promote market presence. The Media Package includes a presentation in the **printed catalogue** and the **Laser Optics Berlin Virtual Market Place**, the exhibitor and product search on the Internet.

As a worldwide information and communication platform available 24 hours a day, the internet plays an important role in modern marketing campaigns. The **Laser Optics Berlin Virtual Market Place** enhance this potential and offers a number of benefits for exhibitors.

The booking of a Media Package is compulsory for all **primary and co-exhibitors and table top-exhibitors. Table top-exhibitors** receive a listing for 60.00 EUR, excluding V.A.T. with basic company information and one entry in the product group index in the Virtual Market Place® and printed catalogue. The Media Package fees are charged as a mandatory flat rate contribution that is invoiced to the primary exhibitor as part of the stand rental fee. In order to properly cater for the individual needs and requirements of the various exhibitors, we have developed several additional services, which can be booked separately.

Media Package for Primary Exhibitors 299.00 EUR, excluding V.A.T.	Media Package for Co-Exhibitors 199.00 EUR, excluding V.A.T.
<p><u>Virtual Market Place®</u></p> <ul style="list-style-type: none"> - Basic company entry (name, address, email address, homepage, telephone, telefax, contact person, hall/stand) - Meeting planner - Company profile (max. 4,000 char) - 3 entries in the product group index - Presentation of up to 3 technologies/applications (per entry max. 4,000 char plus 1 picture) - Corporate Logo (colour) - Entry of links to your videos (The content is provided by the exhibitor) <p><u>Printed catalogue</u></p> <ul style="list-style-type: none"> - Basic company entry (name, address, email address, homepage, telephone, telefax, contact person, hall/stand) - 3 entries in the product group index - Corporate logo (monochrome) 	<p><u>Virtual Market Place®</u></p> <ul style="list-style-type: none"> Basic company entry (name, address, email address, homepage, telephone, telefax, contact person, hall/stand) - Meeting planner - Company profile (max. 1,000 char) - 3 entries in the product group index <p><u>Printed catalogue</u></p> <ul style="list-style-type: none"> - Basic company entry (name, address, email address, homepage, telephone, telefax, contact person, hall/stand) - 3 entries in the product group index
<p>Option: Upgrade Individual Services:</p> <ul style="list-style-type: none"> - Classic Media Package, EUR 349.00: Presentation of up to 10 technologies/applications (per entry max. 4,000 char plus 1 picture) - Premium Media Package, EUR 449.00: Presentation of up to 15 technologies/applications (per entry max. 4,000 char plus 1 picture) <p>All prices excluding V.A.T.</p>	<p>Option: Upgrade Individual Services:</p> <ul style="list-style-type: none"> - Upgrade Media Package primary exhibitor, EUR 100.00 - Classic Media Package*, EUR 349.00: Presentation of up to 10 technologies/applications (per entry max. 4,000 char plus 1 picture) - Premium Media Package*, EUR 449.00: Presentation of up to 153 technologies/applications (per entry max. 4,000 char plus 1 picture) <p>* Combined booking of Media Package primary exhibitor is required. All prices excluding V.A.T.</p>

Duration

The Virtual Market Place® will be active from **January 01st 2012** until **December 31st 2012** on www.laser-optics-berlin.com. During this time you may update your data as often as you wish.

Directly after stand registration, data for your stand in the Virtual Market Place® can be given to **Messe Berlin Editorial-Team, Mo.-Fr., CET 9 a.m. – 6 p.m., Tel.: +49 (0)30 / 3038-2180, Fax: -2172, Email: editorial@virtualmarket.laser-optics-berlin.de**.