

# YOUR ONLINE CORPORATE PROFILE

The online exhibitor catalogue on the expo website is the number one source of information for anyone making preparations to attend the fair, and often forms the basis of the decision to visit – or not to visit – your booth. You have the chance to fill your corporate profile with all the information you consider most important and persuasive for attracting potential customers. The more information and details your online profile contains, the more attractive it becomes.

## HOW YOU BENEFIT

- + Showcase for your business, brand(s) and products
- + Gain more expo visitor attention to your goods and services in preparation for the show
- + Improve visibility for search engines like Google (search engine marketing: backlinks, content, coverage etc.)
- + Convince potential customers with individualised information

### Marketing & service fee explained:

The marketing and service fee is already included when you register and covers the registration fee, a quota of exhibitor passes according to booth size and car park access tickets, artists' union duties according to the venue, basic online corporate profile entry, basic entry in the printed exhibitor directory, variety of printed and electronic advertising means for your promotional activities.

#### Basic entry

- » Company name
- » Hall/booth number
- » Contact
- » Product categories



#### Enhance your profile and stand out from the competition!

- » Logo
- » Corporate description
- » Link up to your corporate website
- » Upload PDFs (product catalogue, pricelists, brochures, event plans etc.)

#### ADAPTABLE:

- » Address, telephone number, e-mail
- » Product categories



## + UPGRADE FOR GREATER VISIBILITY

Design highlighting in the overview

- PREMIUM PROFILE**
  - » Basic Entry
  - » Colour highlighting in the exhibitor online-catalogue



## SERVICES FOR DIGITAL MARKETING

Seize the obvious benefits of the fair, meet your target groups face-to-face and digitally without wasting time money and effort, and generate and pursue leads. Reed Exhibitions also offers an additional range of excellent digital tools:



### Retargeting – Access target groups.


Retargeting enables you to focus on a precise target group, both at the fair – and 365 days a year. The aim is to facilitate customer acquisition and intensify established customer contacts. Feel free to contact us to receive the best package for your needs.

Speak to us in person:

+43 1 72720-2145, [intertool@reedexpo.at](mailto:intertool@reedexpo.at)

## BOOK ONLINE AD PACKAGES & SAVE MONEY:

Booking a package enables you to save money and obtain the best promotional formats to achieve your goals:




**MORE ATTENTION – MORE VISITORS.**  
PACKAGE AWARENESS

The combined package with native advertising (ads embedded in contextually familiar output) and retargeting (focussed digital repeat marketing) guarantees perfect placement during the fair. **Available 3x**

- » **Hero native ad** € 1.891,00  
Format: 1400x750px
- » **Retargeting campaign show** € 390,00  
Duration: Approx. 4 weeks including show days  
Scope: 5,000 ad impressions

**-15%**

package rate € 1.939,00



**BOOST YOUR BRAND BY EXPANDING YOUR REACH.**  
PACKAGE BRAND

Prominently positioned on the website and also featured in the visitor newsletter before the show. Boost your brand before and after the show. **Available 6x**

- » **Leaderboard banner** € 500,00  
Duration: 16 weeks  
(4 weeks pre-show, 12 weeks post-show)
- » **Newsletter banner** € 2.521,00  
Released: Once

**-15%**

package rate € 2.568,00



**PERFECT PRODUCT PRESENTATION.**  
PACKAGE PRODUCT

The classic digital advertising format is mixed with an effective retargeting (focussed digital repeat marketing) campaign. This puts you in direct digital contact with customers and potentials. **Available 3x**

- » **Content teaser native ad** € 270,00  
Duration: 16 weeks  
(4 weeks pre-show, 12 weeks post-show)
- » **Retargeting campaign show** € 390,00  
Duration: Approx. 4 weeks including show days  
Scope: 5,000 ad impressions

**-15%**

package rate € 561,00



**CONVINCE WITH CONTENT MARKETING.**  
PACKAGE CONTENT

Run your advertising in a news and information environment to provide show visitors with information before and after the show. Enjoy a perfectly staged start to your time at the fair. After the fair, there are further measures you can take to win over customers for your business. **Available 3x**

- » **Content teaser native ad** € 270,00  
Duration: 16 weeks  
(4 weeks pre-show, 12 weeks post-show)
- » **Newsletter banner** € 500,00  
Released: Once

**-15%**

package rate € 655,00



**EXCLUSIVE TO THE ONLINE TICKET.**  
PACKAGE TICKET

This exclusive package ensures your visibility is maximised among online ticket buyers. It's also exclusive because the package can only be sold 1x. **Available 1x**

- » **Online ticket** € 350,00  
Format: 2480x236px  
Released: Online ticket PDF
- » **Ticket shop banner** € 482,00  
Format: 300x250px  
Released: As soon as online tickets are available.

**-15%**

package rate € 707,00



**TARGET NEW CUSTOMERS. GENERATE LEADS.**  
PACKAGE LEAD

Our lead management tool enables you to generate, manage and process contacts without wasting time and money. Every visitor is registered and entered into the system for you with all the key data. **Available 1x**

- » **Lead e-mail banner** € 500,00  
Format: 600x80px; Released: Lead e-mail as a summary of every expo day
- » **Reed2Lead upgrade** € 250,00  
Premium Reed2Lead upgrade with expanded statistical functionality, individualised lead list, lead download as csv., quick-scan function etc..

**-15%**

package rate € 638,00

## INNOVATIVE AND FLEXIBLE ONLINE ADS

### KNOW HOW! NATIVE ADS

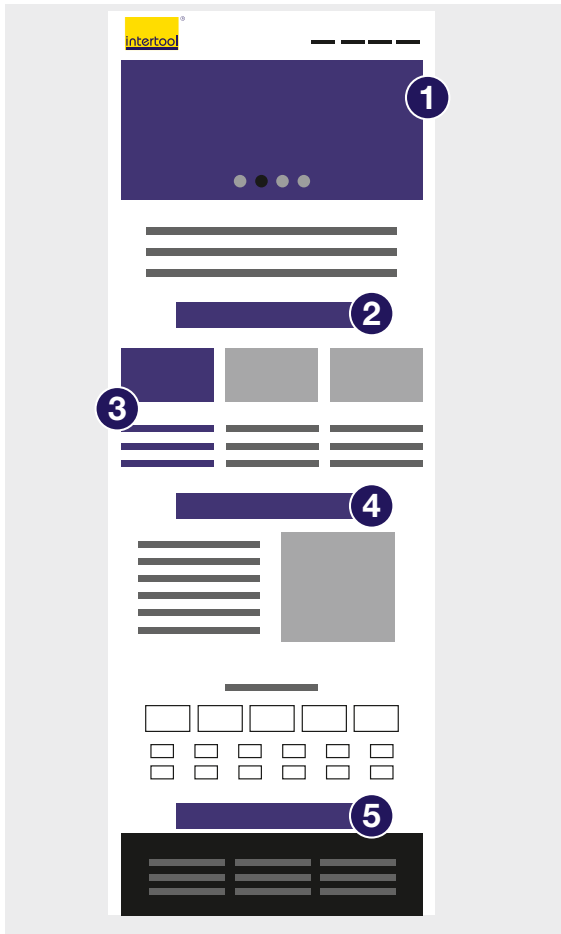
Native advertising doesn't appear to be advertising as such, since it is integrated in the editorial framework. The form and content of such advertising are adapted to suit the context and the interests of the target group, and consequently are not as annoying.

#### The advantage:

User activity is not affected. Rates of reader interaction are multiplied in comparison with conventional advertising.

## ONLINE

### ADVERTISE ON DESKTOPS & MOBILES (TABLETS AND SMARTPHONES)



#### 1 HERO NATIVE AD

**Device:** Desktop, mobile  
**Placement:** Homepage not including exhibitor catalogue & product catalogue  
**Consists of:** Background image format: 1400 x 750 pixels  
 Title: 40 characters  
 Text: 270 characters  
 Logo format: 230 x 140 pixels  
**File format:** jpg | png  
**Publication:** 1 month before the fair begins

#### 2 LEADERBOARD BANNER

**Device:** Desktop, mobile  
**Placement:** Homepage, subpages not including exhibitor catalogue & product catalogue  
**Consists of:** Desktop: 970 x 90 pixels as well as 728 x 90 pixels  
 Mobile: 320 x 50 pixels  
**File format:** jpg | png  
**Publication:** 1 month before the fair begins

#### 3 CONTENT TEASER NATIVE AD

**Device:** Desktop, mobile  
**Placement:** Homepage (subpages) not including exhibitor catalogue & product catalogue  
**Consists of:** Image format 370 x 170 pixels  
 Text: Short description (subject to limited number of characters)  
**File format:** jpg | png  
**Publication:** 1 month before the fair begins

## EXCLUSIVE PRODUCTS

### MAXIMUM VISIBILITY WITH SPECIAL FORMAT



#### ONLINE TICKET BANNER

**Device:** Online ticket  
**Placement:** PDF  
**Format:** 2480 x 236 pixels, 300 dpi  
**File format:** jpg | png  
**Publication:** As soon as online tickets are available



#### NEWSLETTER BANNER

**Device:** E-mail  
**Placement:** Newsletter  
**Format:** 700 x 100 pixels  
**File format:** jpg | png  
**Publication:** availability are request



#### EXHIBITOR CATALOGUE-SPONSORSHIP

**Device:** Desktop, mobile  
**Placement:** Online-Exhibitor catalogue  
**Format:** Desktop: 728 x 90 pixels + 970 x 90 pixels  
 320 x 50 pixels  
**File format:** jpg | png  
**Publication:** 1 month before the fair begins, Available 1x



#### WLAN-BANNER

**Device:** Successful Login-Site  
**Placement:** Wlan-login-Sites  
**Format:** 300 x 200 pixels, 300 dpi  
**File format:** jpg | png  
**Publication:** during the fair Available 1x

## ORDER FORM

**-15 %**

### ONLINE PROMOTION PACKAGES SAVE 15 % WITH PACKAGE DEALS!

- |                          |   |   |
|--------------------------|---|---|
| <input type="checkbox"/> | <b>PACKAGE AWARENESS</b><br>1 Hero native ad<br>1 Retargeting campaign show         | € 1,939.00<br><b>** LIMITED! **</b><br>Only 3 Packages available. |
| <input type="checkbox"/> | <b>PACKAGE BRAND</b><br>1 Leaderboard banner<br>1 Newsletter banner                 | € 2,568.00<br><b>** LIMITED! **</b><br>Only 6 Packages available. |
| <input type="checkbox"/> | <b>PACKAGE PRODUCT</b><br>1 Content teaser native ad<br>1 Retargeting campaign show | € 561.00<br><b>** LIMITED! **</b><br>Only 3 Packages available.   |
| <input type="checkbox"/> | <b>PACKAGE CONTENT</b><br>1 Content teaser native ad<br>1 Newsletter banner         | € 655.00<br><b>** LIMITED! **</b><br>Only 3 Packages available.   |
| <input type="checkbox"/> | <b>PACKAGE TICKET</b><br>1 Online ticket<br>1 Ticket shop banner                    | € 707.00<br><b>** LIMITED! **</b><br>Only 1 Package available.    |
| <input type="checkbox"/> | <b>PACKAGE LEAD</b><br>1 Lead e-mail banner<br>1 Reed2Lead upgrade                  | € 638.00<br><b>** LIMITED! **</b><br>Only 1 Package available.    |

### ONLINE CORPORATE PROFILE

- UPGRADE PREMIUM PROFILE** € 300,00\*

\*Surcharge on marketing & service fee for more visibility of your online corporate profile.

Company name: .....

Stand number: .....

Offer number (initial offering):  
.....

#### ADVICE & DETAILED INFORMATION:

If you require advice, questions or would like to order the best possible service package – please call or mail us anytime:

**Lena Leberbauer, Event Manager,**  
**+43 1 72720 2145, [intertool@reedexpo.at](mailto:intertool@reedexpo.at)**

All prices stated are subject to the addition of 20% VAT.

We are constantly improving our digital services, thus technical specifications may change. Signing the document expresses your acceptance and consent.

The general exhibition terms and conditions of business on [www.trachtsalzburg.at](http://www.trachtsalzburg.at) shall be deemed to have been accepted once signed.

**Book our package deals or contact us for single item prices!**

#### ADDITIONAL INFORMATION:

- Banner links according to advertisers indication.
- No further tracking codes can be used.
- Please note: we do not send screen shots when banners are on air. Please feel free to check your activity live any time.

#### DATA TRANSFER:

Please send all complete graphics and documents to [onlinewerbung@reedexpo.at](mailto:onlinewerbung@reedexpo.at)!

Please adhere to the following:

- Please enter: 'Intertool 2020' and your company's name in the subject line of every e-mail.
- Make sure you adhere to the format detailed on previous pages. If any changes have to be made, they will be added to your invoice.
- For more details on retargeting campaigns, please contact us.
- Send texts that go with images in word documents and use the same names for the document as well as for the image.
- Please do not send images in Word or pdf documents.

#### PLEASE NOTE:

- No pictures should be contained in Word or PDF documents
- Adhere to the requested picture dimensions and formats

Please return this form  
either via mail  
[intertool@reedexpo.at](mailto:intertool@reedexpo.at)