



/ CLEANING EXPERTISE

# Online advertising for CMS Berlin: Benefit from more visibility!



# INDEX

| TOPIC                                  | PAGE |
|--|------|
| MEDIA PACKAGE, UPGRADES & ADD ONS      | 3-5  |
| CMS PLUS PACKAGES                      | 6-8  |
| ONLINE-ADVERTISING: INDIVIDUAL OPTIONS | 9-20 |
| CONTACT                                | 21   |

## Media Package

### Your exhibitor entry on 3 channels

As an exhibitor, you purchase the obligatory **Media Package with your stand registration** - a package of selected marketing tools to optimize your trade show participation and presence on the market. The Media Package includes the presentation of your company on the **CMS PLUS platform**, the **CMS website** and in the **CMS App**. Exhibitors can optionally book a higher-value package or add-ons!

# MEDIA-PACKAGE 2023

CMS PLUS

CMS Website

CMS APP

If you book a higher-value media package as an upgrade, the existing package from your stand registration will be credited to you and you only pay the difference!

**Co-exhibitor**  
EUR 120 € plus VAT.

CMS PLUS Online directory:

- Logo
- Company presentation
- Contact person
- Link to own website
- Entries in the product group directory

**Small Package**  
500 € plus VAT.  
for main exhibitor up to 20m<sup>2</sup>  
Exhibition space

CMS PLUS Online directory:

- 1/4 image tile + logo
- Company presentation
- Contact person
- Link to own website
- Entries in the product group directory
- Social media links
- 1 Product entry
- 1 Link
- 1 Trademark entry
- 1 Multimedia Upload
- Lead reporting

**Medium Package**  
900 € plus VAT.  
for main exhibitors from 21 to  
100m<sup>2</sup> exhibition space

CMS PLUS Online directory:

- 1/2 image tile + logo
- Company presentation
- Contact person
- Link to own website
- Entries in the product group directory
- Social media links
- 5 Product entries
- 5 Links
- 5 Trademark entries
- 5 Multimedia Uploads
- Lead Reporting

**Large Package**  
1.500 € plus VAT.  
for main exhibitors from  
101m<sup>2</sup>Exhibition space

CMS PLUS Online directory:

- 1/1 image tile + logo + header video in profile
- Company presentation
- Contact person
- Link to own website
- Entries in the product group directory
- Social media links
- 20 Product entries
- 15 Links
- 15 Trademark entries
- 15 Multimedia uploads
- 1 Job offer
- Lead reporting as data export

# Add-ons CMS PLUS

CMS PLUS

CMS Website

CMS APP

Expand your exhibitor profile with digital add-ons!

| Add-on                    | Price       |
|---------------------------|-------------|
| Product (1x or 3x)        | 60 €/ 150 € |
| Trademarks (1x or 3x)     | 60 €/ 150 € |
| Exhibitor news (1x or 3x) | 70 €/ 180 € |
| Job offer (1x or 3x)      | 60 €/150 €  |
| Video in header           | 100 €       |

## Digital presence on 3 channels

**Increase your visibility with exclusive online advertising!**  
Experience networking, exchange & business in an easy way - wherever you are. In the run-up to, during and after CMS Berlin, you have the opportunity to increase your reach and present your company in the best possible way. Use the optimal marketing mix for you to stand out from the crowd and reach your target group!

1. CMS PLUS platform - the comprehensive digital tool for event preparation and follow up

CMS PLUS

2. CMS Website - the online exhibitor directory

CMS WEBSITE

3. CMS App for iOS and Android

CMS APP

## Logo Power Package (limited available)

Visualizations  
on pages  
13 & 20

### Included services

#### CMS PLUS

#### CMS Website

#### CMS APP

1x stand logo in the online hall plan (from 50 m<sup>2</sup>)

✓

✓

✓

1x Top 5 logo in the online hall plan above your own hall

✓

✓

✓

1x logo in the app gallery

✓

+Logo on the individual hall overview on the exhibition grounds

+Stand logo in the CMS Guide (print)

# MIX & MATCH PACKAGE

INCLUDES THE FOLLOWING SERVICES:

7.400 €

Limited availability! All prices net plus VAT.

Instant visibility on all platforms & on the exhibition grounds!



## CMS PLUS ONLINE PRESENCE

- ✓ 1x top advertising banner on CMS PLUS and in the CMS App
- ✓ 1x sandwich banner in the CMS exhibitor list (website)
- ✓ 1x logo integration on the splash screen "Start" when opening the CMS App

## CMS ONSITE PRESENCE

- ✓ 2x display frames, 2-sided
- ✓ Dimensions: 1.00 x 2.00 per side
- ✓ Position: By arrangement, e.g. in the entrance areas and middle foyers of the halls



# ONLINE-AD: INDIVIDUAL OPTIONS

Visualizations and more info on pages 10-20

| Individual service   | Price                      | CMS PLUS | CMS Website | CMS APP |
|--|----------------------------|----------|-------------|---------|
| 1x Top-of-the-list   | 3.100 €                    | ✓        | ✓           | ✓       |
| 1x Top Banner  | 1.900 €                    | ✓        |             | ✓       |
| 1x Goodie Bag  | 200 €                      | ✓        |             | ✓       |
| 1x Top 5 Logo in the online hall plan  | 1.300 €                    | ✓        | ✓           | ✓       |
| 1x Sandwich Banner   | 1.900 €                    |          | ✓           | ✓       |
| 1x Content Ad  | <del>2.800 €</del> 1.900 € |          |             | ✓       |
| 1x Story Ad  | <del>1.000 €</del> 500 €   |          |             | ✓       |
| 1x Tab-Bar-Banner  | <del>1.800 €</del> 900 €   |          |             | ✓       |
| 1x Logo on Splashscreen  | <del>2.000 €</del> 1.000 € |          |             | ✓       |
| 1x Start-Banner in App   | <del>2.500 €</del> 1.250 € |          |             | ✓       |
| 1x Logo in App-Galerie   | <del>1.300 €</del> 650 €   |          |             | ✓       |
| 1x Stand Logo in the online hall plan + CMS Guide (print, from 50 m <sup>2</sup> ) | 650 €                      | ✓        | ✓           | ✓       |

# Top-of-the-List (Exclusively for main and co-exhibitors with a Large Package)

3.100 €

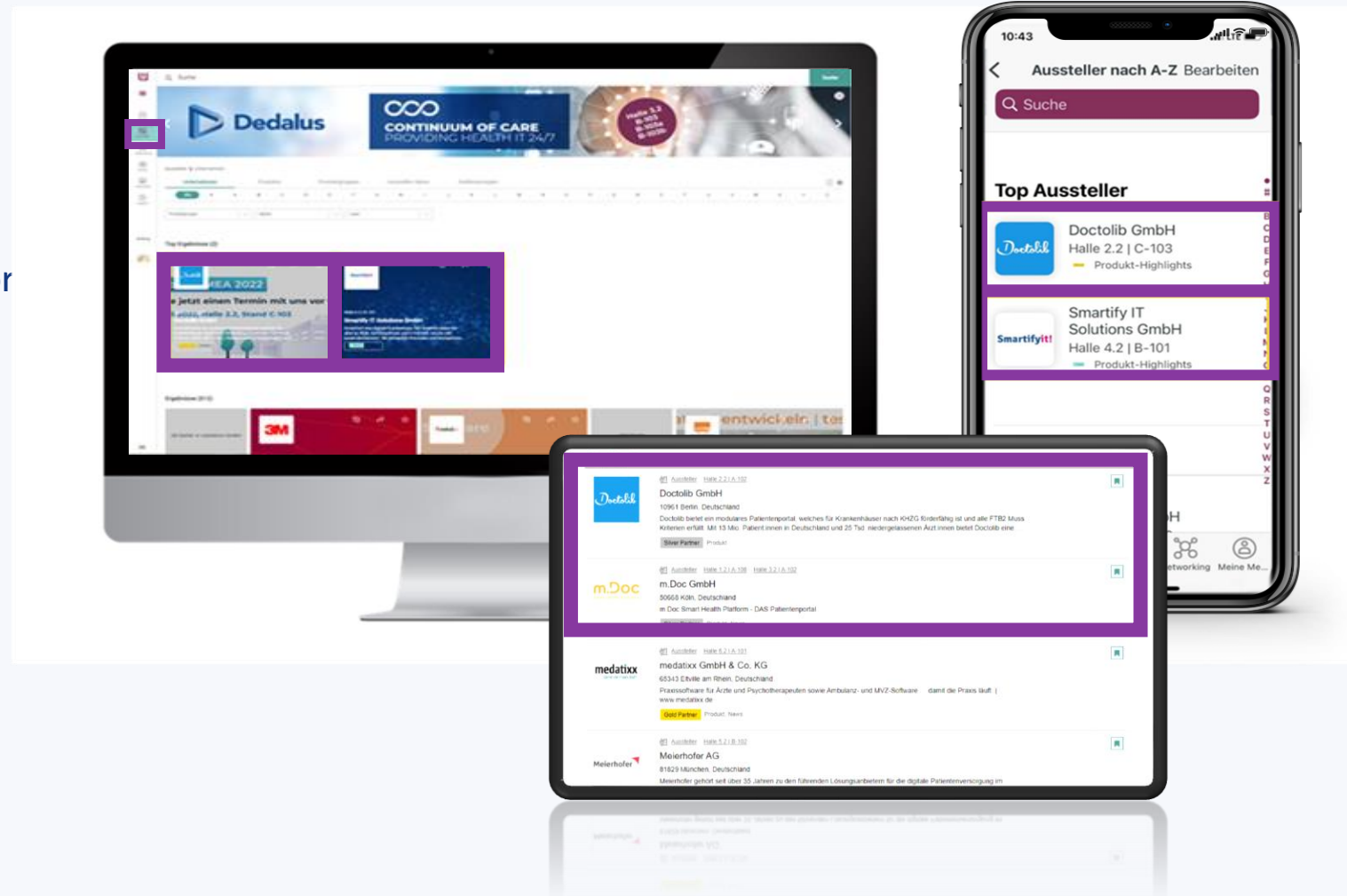
All prices per position and net plus VAT.

Shine in the exhibitor directory, on the online platform and in the app at the same time?

That's possible - and even in pole position!

The top-of-the-lists are placed in the first position on all three channels in the exhibitor directory (website), CMS PLUS and in the app under the navigation item "Exhibitors".

- Availability limited
- Appear in alphabetical order
- Linking to your company profile
- Data delivery: the graphic for CMS PLUS is taken from your background image and the company logo for the CMS App and CMS Website.



CMS PLUS

CMS Website

CMS APP

# Top-Werbebanner

1.900 €

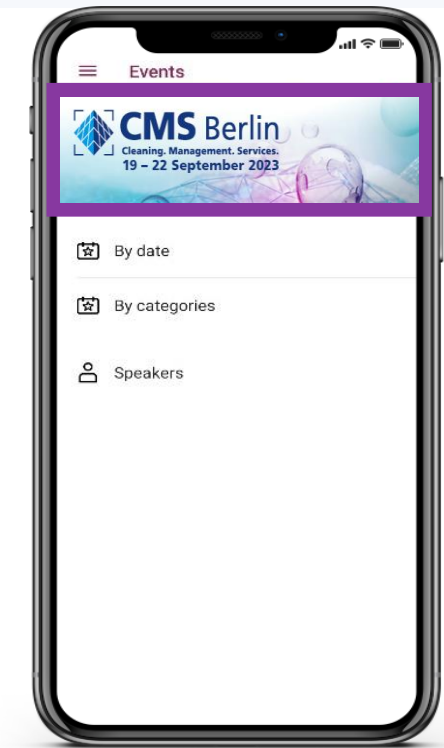
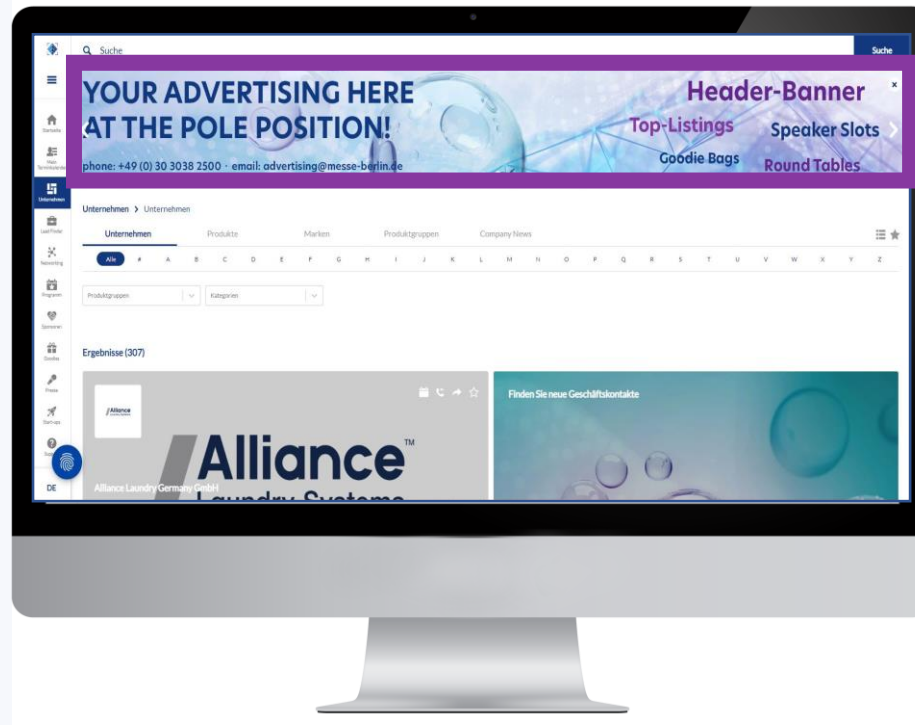
Alle Preise pro Bannerposition und netto zzgl. MwSt.

Sichern Sie sich den absoluten Eye-Catcher!

...In Form eines Top-Werbebanner direkt auf der [CMS PLUS Plattform](#) und in der CMS App.

Darstellung eines Banners prominent an oberster Position unter dem Navigationspunkt „Aussteller“ oder „Programm“ platziert:

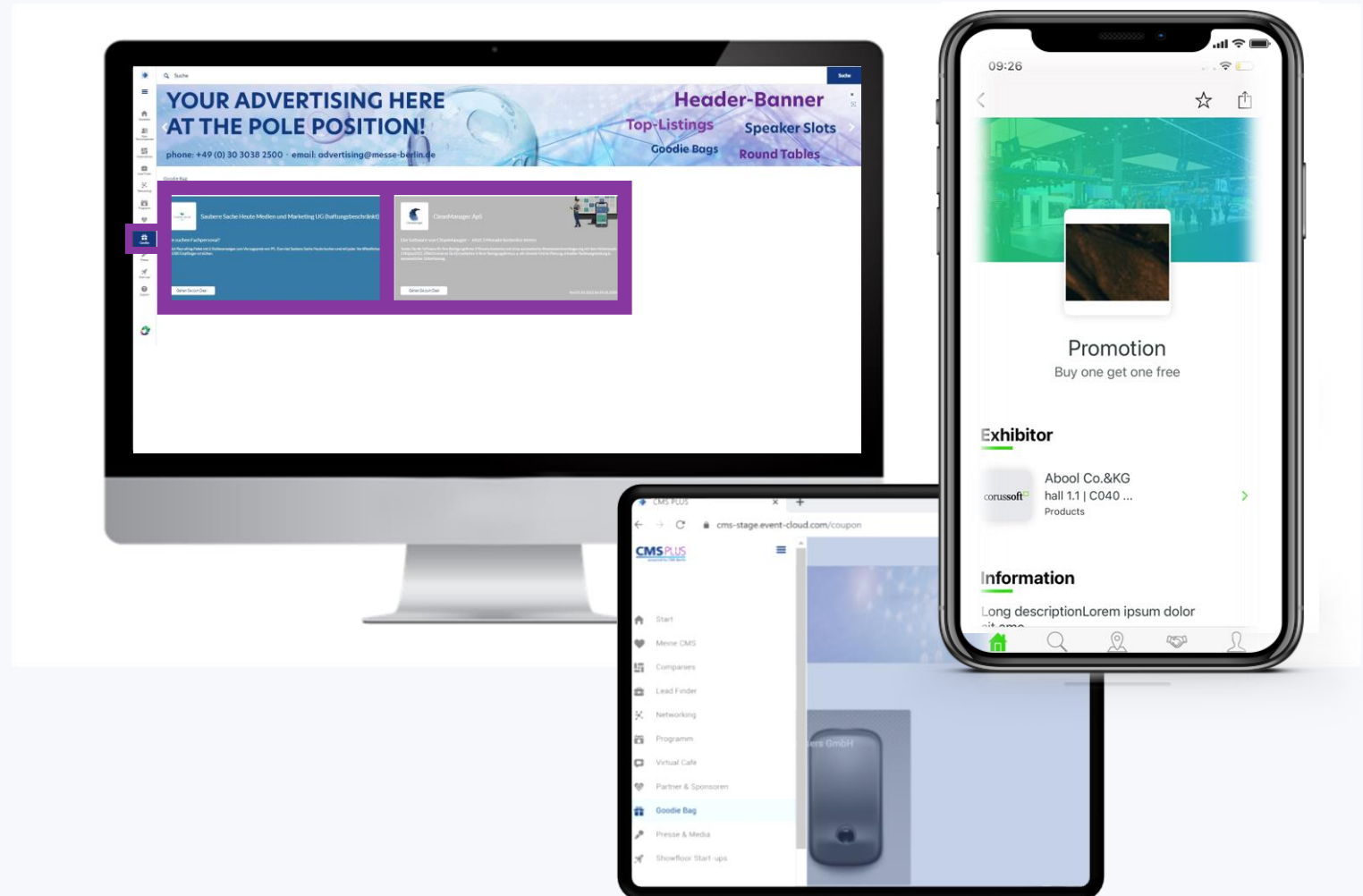
- Vergabe an max. 6 Aussteller pro Position
- Erscheinen in festgelegter Reihenfolge
- Verlinkung auf Ihr Unternehmensprofil
- Format CMS PLUS: 2560 x 320 px, JPEG / Format App: 1440 x 450 px, JPEG
- Datenlieferung per E-Mail



## CMS PLUS Schlagen Sie eine Brücke von Ihrem digitalen Auftritt zur live Präsenz.

Bieten Sie allen Besuchern oder Ihrer definierten Zielgruppe ein besonderes „Goodie“ Ihres Unternehmens, wie beispielsweise Coupons oder Sonderangebote an. Die Darstellung erfolgt als eigene Kachel innerhalb des Bereichs „Goodie Bag“.

- Verlinkung auf Ihr Unternehmensprofil oder eine externe URL
- Inkludiert eine Graphik und Freitext
- Kann jederzeit im Content-Manager aktualisiert werden



# Top-5-Logo

1.300 €

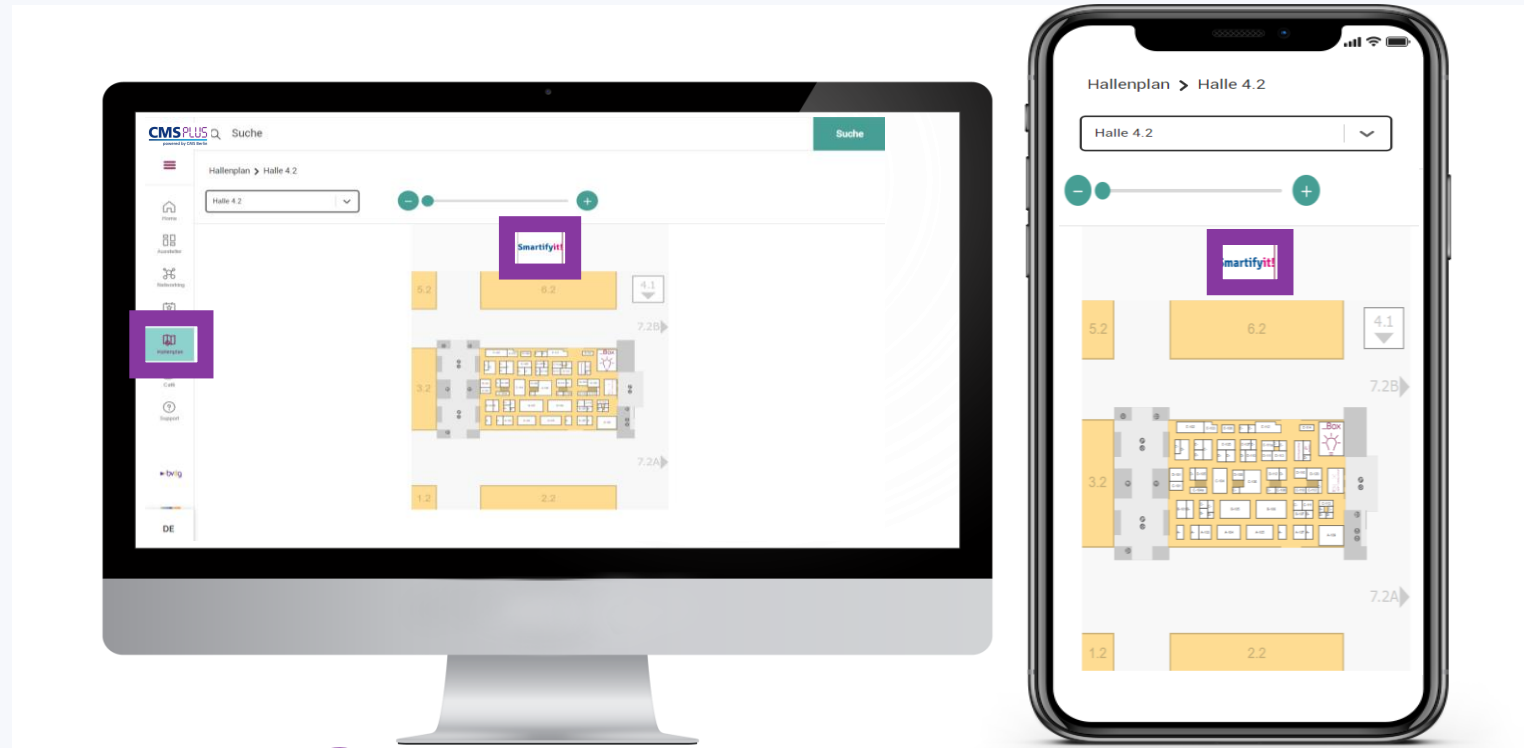
All prices per logo position and net plus VAT.

## The perfect trio!

In the online hall plan on all three channels.

The top 5 logos are placed above their own hall:

- Allocation to max. 5 exhibitors next to each other per hall
- Appearance in fixed order: "First come, first served"
- Link to your company profile
- Format: width max. 300 px, SVG logo
- Data delivery by mail



Stand Logo in the online hall plan + CMS Guide (print, from 50 m<sup>2</sup>) For only 650 €

# Sandwich Banner

1.900 €

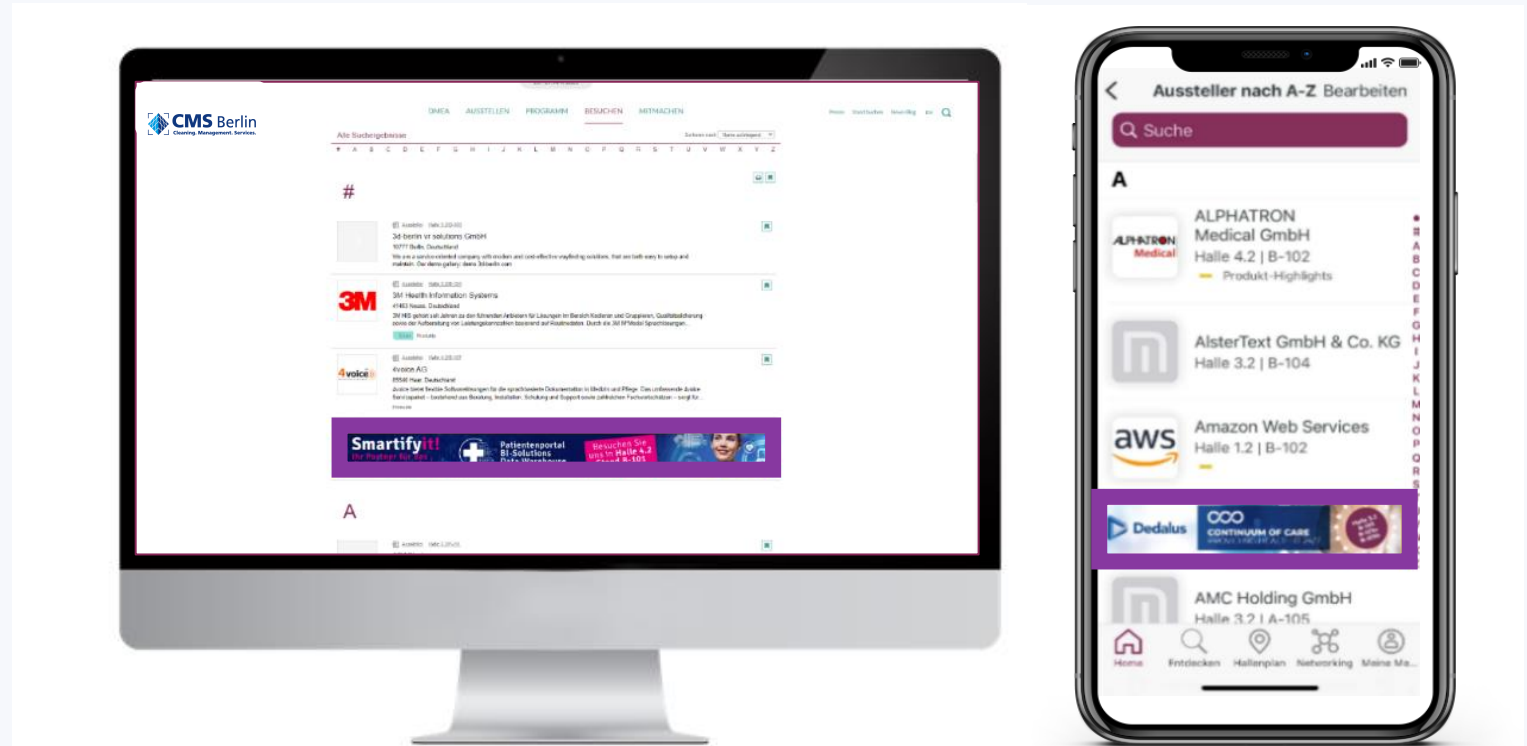
All prices per banner position and net plus VAT.

Draw the visitors under your ban(ner)!

Directly in the exhibitor directory on the CMS website and in the CMS app.

The sandwich banner is included in one of the results lists:

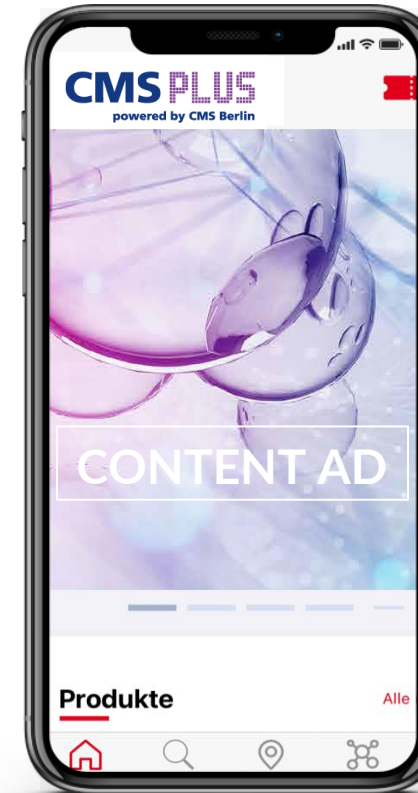
- Allocation to max. 6 exhibitors per position on the CMS website
- Exclusive allocation per position in the app
- Linking to an external URL on the CMS website and to your company profile in the CMS app
- Website format: 1440 x 130 px, JPEG/ App format: 1440 x 296 px, JPEG
- Data delivery by mail



## A warm welcome with a unique message in the CMS App?

This service includes a start page banner and an advertorial entry. By clicking on the home page banner, the visitor will be redirected to your own advertorial entry.

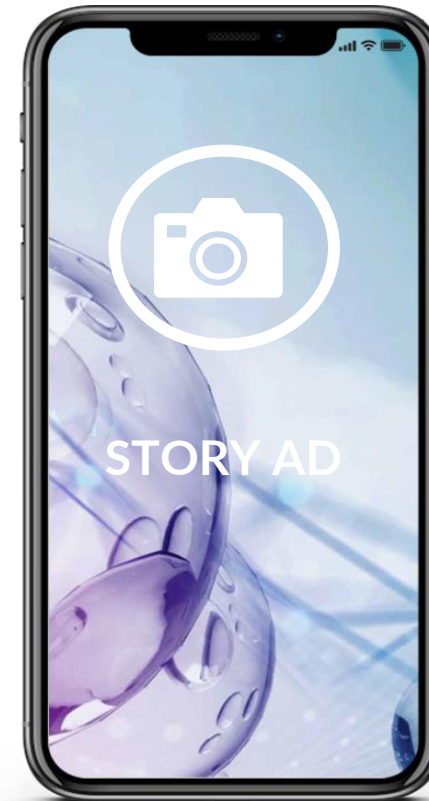
- Availability limited
- Appear in fixed order
- Link to the company profile
- Advertising banner on the start page: format: 1440 x 1920 px, JPEG format, max. 500 KB, title (text length): max. 40 characters/ Advertorial entry: banner: 1440 x 450 px, JPEG, max. 500 KB, text: unlimited free text
- Data delivery by mail



## Stand out from your competitors!

Publish a pre-produced clip directly on the homepage of the CMS app. Use the story to introduce your company, convey impressions and above all emotions, and announce new contributions!

- Appear in a fixed order next to each other: "First come, first served".
- Playout in portrait format Start image: 1040 x 720px max. 50 MB/ MP4 & 1080px
- Data delivery by mail





# Tab-Bar-Banner

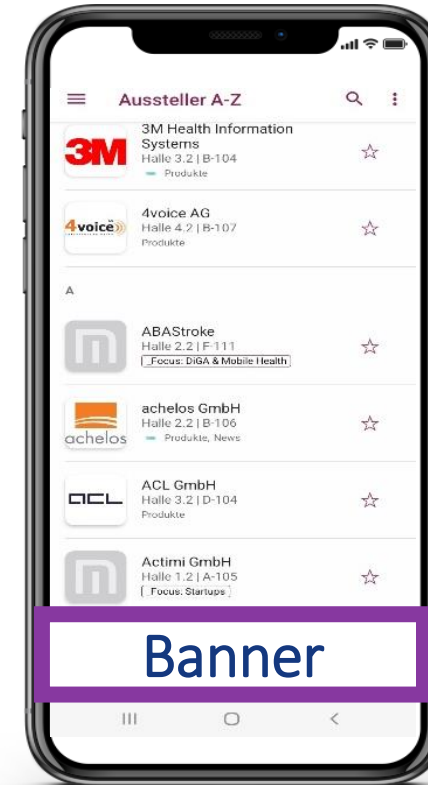
900 €

All prices per banner position and net plus VAT.

Don't miss the chance!

Present yourself permanently on a navigation page of the app.

- Awarded to max. 6 companies per tab bar position.
- Appear in rotation and in a fixed order: "First come, first served".
- Linking to your company profile
- Format: 1440 x 225 px, PNG or JPEG
- Data delivery by e-mail



# Logo on Splashscreen

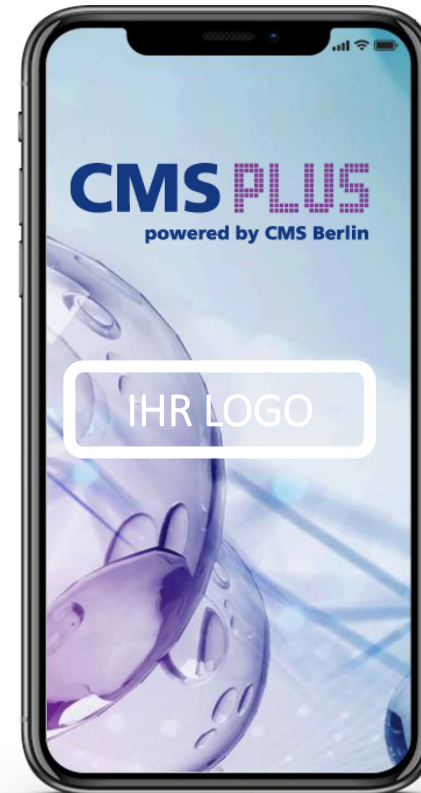
1.000 €

All prices per position and net plus VAT.

## Be right at the forefront!

Present your company exclusively on the splashscreen! Place yourself and your logo prominently on one of our full-size banners.

- Limited availability
- On the start page in combination with CMS branding
- Placement of exhibitor and partner logos in fixed order: "First come, first served".



# Start-Banner Ad

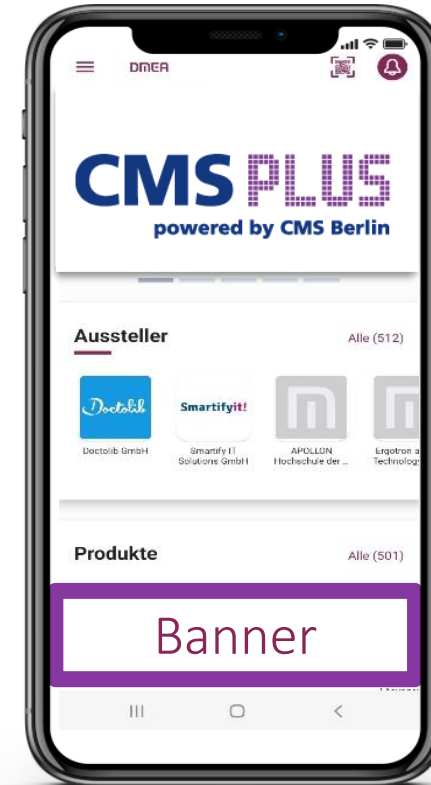
1.250 €

All prices per banner position and net plus VAT.

## Position yourself in the first place!

... With a banner directly on the home page of the app.

- Appear in rotation
- Linking to your company profile "First come, first served"
- Format: 1440 x 450 px, PNG or JPEG
- Data delivery by e-mail



# Logo in App-Galerie

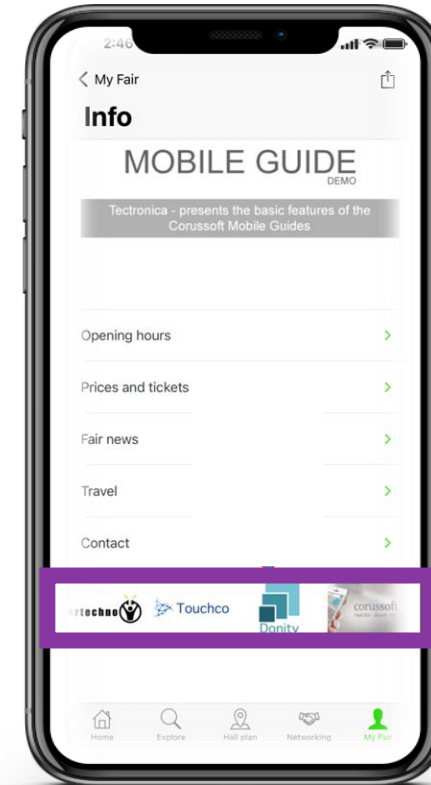
650 €

All prices per banner position and net plus VAT.

## Let us highlight your appearance!

With a banner on one of the navigation pages of the CMS App. The gallery is embedded under the navigation items.

- Awarded to max. 12 exhibitors
- Banners are scrolled through the gallery in an endless loop
- Linking to your company profile
- "First come, first served"
- Format: 450 x 315 px, PNG or JPEG
- Data delivery by mail



# SUPPORT

Please contact us if you need support:

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M: [support@messe-berlin.de](mailto:support@messe-berlin.de)

Your contact for advertising opportunities:

T: +49 30 3038 2500

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Web: [CMS PLUS Advertising shop](#)