Sales & Marketing Services (SMS)

We would like to support you in maximizing the visibility and reach of your company within the EMV.

Our Sales & Marketing Services (SMS) facilitate your access to these stakeholders and thus to existing and new target groups.

In order to support your individual objectives, we have combined services in four different SMS packages for you.

From creating your company profile on the EMV, to actively inviting your customers and track the visitors to your stand digitally – the right solution for you is guaranteed.

Please do not hesitate to contact us, if you have any questions.

SALES & MARKETING SERVICES (SMS)	SMS Basic	SMS Classic	SMS Premium	SMS Supreme
For maximum results from your trade fair participation, we offer a wide range of sales & marketing services – in 4 packages.	More visibility and reach with manageable effort	Increased visibility and reach with existing and new customers through a solid presence	Increased visibility and reach in your target groups as well as an intensive exchange with your target groups	Maximum presence of your company in the industry through all available channels
Increase the visibility & reach of your business!	**For co-exhibitors only basic availale**			**limited to 5 packages**
Marketing Services through Mesago				
Press relations, visitor promotion, social media, event app	✓	✓	✓	✓
Download link for event logo/banner/images	✓	✓	✓	✓
Promotion of your company presence				
Company profile in the exhibitor search on the homepage and in the app	✓	✓	✓	✓
Product groups in the company profile	10	12	15	20
Product pages and keywords for the full text search in the company profile	5	5	5	5
Company name in the exhibition guide	✓	✓	✓	✓
Logo in the exhibitor search and in the hall plans online (for co-exhibitors in the exhibitor serach only)	✓	✓	✓	✓
Video upload in the company profile			✓	✓
Banner in the event app				✓
Career offers				
Job advertisement(s) in the company profile and on a special subpage of the event website		5	10	15
Job advertisements on site on the job board	1	3	5	10
Invite your target groups and use the opportunity to generate new contacts!				
Tickets				
Voucher codes for Expo Pass (100% voucher code for your visitors)	7 per m² For co-exhibitors: 50 voucher codes	15 per m²	30 per m²	70 per m²
Discount code for Expo Pass (50% voucher code for your visitors)	unlimited	unlimited	unlimited	unlimited
Voucher Codes für VIP Pass (100% voucher code for your visitors)		5	10	15
Contact management				
Lead&Track by LeadSuccess (on-site) **– Details on next pages**	Lead&Track **Classic** Package	Lead&Track **Classic** Package	Lead&Track **Premium** Package	Lead&Track **Supreme** Package
Take the opportunity for knowledge transfer and exchange!				
Presentation at the exhibitor forum (20 minutes)		1	2	3
Admission and announcement of your press conference	✓	✓	✓	✓
	630,-€	**990,-€**	**3.350,-€**	**7.980,-€**

Personalized access to meaningful visitor data through our *Lead & Track by LeadSuccess* offering

The *Lead & Track by LeadSuccess* solution allows you to record and analyze the visitors at your trade show booth. Different packages of the tracking solution are available which differ in the depth of the visitor data you receive.
By scanning visitors' tickets, you can conveniently access detailed data that can be analyzed in a visually optimized dashboard during the trade show, allowing you to target new contacts afterwards.

Benefits

- Extensive analysis along the demographic data of the visitors at your booth.
- Professional recording and processing of your generated leads.
- Potential exploitation for the optimization of your future trade fair appearances.
- Integration option of customized questionnaires to assess customer needs.
- Automated dispatch option of target group specific mailings.
- Individual addressing of previously selected target groups as part of a content newsletter.

Available packages

Lead & Track packages are included in the Sales & Marketing Services (SMS) for EMV

Classic
Don't miss out on any potential lead at your booth!

- ✓ **Visitor data**
  - Registration of visitors via scanning of badge or business card
  - Transmitted data (title, name, company, email, address, country, scan time)
  - Editing of contacts and addition of own information
- ✓ **Visitor analysis** in the form of an Excel/ CSV list per day (retrievable until 6 weeks after the event)
- ✓ Possible integration of customized **questionnaires**
- ✓ Automated dispatch option of **target group specific mailings**
- ✓ **2 accesses/licenses** (software via App – without hardware)

Premium
Benefit from a visually optimized visitor analysis!

- ✓ **Dashboard incl. visualization** of data in analysis charts (retrievable until 6 weeks after the event)
- ✓ **Additionally submitted visitor data** (industry, department, function, grade, area of interest).
- ✓ Possibility to **cross-reference** and analyze selected data in the dashboard
- ✓ **Up to 10 additional accesses/licenses** (software via App – without hardware)
- ✓ All services of the Classic package (incl. licenses)

Supreme
Optimize the approach to your target group & maximize the potential of your trade fair participation!

- ✓ **Community News** (We send your content newsletter to up to 300 contacts from our data pool. The selection criteria are industry, interest, and country.)
- ✓ **Potential exploitation** (scanned data is set in relation to all visitors who have been there)
- ✓ **Up to 20 additional accesses/licenses** (software via App – without hardware)
- ✓ All services of the Premium package (incl. licenses)

limited to 5 packages

Complementary products
Prices on demand/tba

Accesses/licenses		Data access
#	€	…to the online portal for one year.
1	tba	
10	tba	
25	tba	**tba**

Barcode scanner	iPad
Barcode scanner incl. licence	iPad incl. license to scan barcodes
tba	**tba**

Interface to CRM system
Direct interface for captured leads to your CRM system
Price on demand

Interface to own Lead tracking solution
Direct interface for captured leads with own tracking software
Price on demand