

bautec Promotion Package

With the Promotion Package Messe Berlin GmbH provides its exhibitors with a package of selected marketing tools to enable them to make the most of their participation in the fair and to ensure their maximum impact on the market.

As a platform for information and communication the internet is of particular importance. Our **bautec Virtual Market Place** is intended to develop this potential and to optimise its benefits for all our exhibitors.

The costs of the Promotion Package are met by exhibitors and co-exhibitors in form of an obligatory one-off fee, for which the hirer of the stand will be issued an invoice.

Primary Exhibitor <ul style="list-style-type: none"> ■ EURO 290,- plus V.A.T. 	Co-exhibitor <ul style="list-style-type: none"> ■ EURO 120,- plus V.A.T.
Print catalogue: <ul style="list-style-type: none"> ■ Basic listing (company, address, hall/stand) ■ Additional listing: Telephone, fax, internet, e-mail 	Print catalogue: <ul style="list-style-type: none"> ■ Basic listing (company, address, hall/stand) ■ Additional listing: Telephone, fax, internet, e-mail
bautec Virtual Market Place <ul style="list-style-type: none"> ■ Basic listing (company, address, hall/stand) ■ Additional listing (telephone, fax, e-mail, internet, stand telephone, contact person with e-mail address) ■ Company profile (max. 4.000 char) ■ Link to videos on the exhibitors' homepage ■ Corporate logo ■ Entry to the main product categories within the product group index ■ Entry to up to 4 product groups ■ Presentation of up to 4 products with text and picture including link to the company homepage (max. 4.000 char. per product). ■ New product entries will be published in the bautec Newsletter "ExhibitorNews" and forwarded to your target group. 	<ul style="list-style-type: none"> ■ Basic listing (company, address, hall/stand) ■ Additional entry (e-mail, telephone, fax, internet) ■ Company profile (max. 4.000 char.) ■ Entry to the main product categories within the product group index ■ Corporate logo ■ Link to videos on the exhibitors' homepage
Option: Upgrade individueller Zusatzleistungen: <ul style="list-style-type: none"> ■ Print-Katalog: z. B. Anzeigen, Firmen- und Produktdarstellungen, Sponsor-Packages, Referenzprojekte, Einträge im Warengruppenverzeichnis ■ Virtual Market Place®: weitere Produkteinträge und Einträge in das Hauptproduktgruppenverzeichnis 	Option: Upgrade individueller Zusatzleistungen: <ul style="list-style-type: none"> ■ Print-Katalog: z. B. Anzeigen, Firmen- und Produktdarstellungen, Sponsor-Packages, Referenzprojekte, Einträge im Warengruppenverzeichnis ■ Virtual Market Place®: Upgrade auf Leistungspaket des Hauptausstellers, weitere Produkteinträge und Einträge in das Hauptproduktgruppenverzeichnis

The bautec Virtual Market Place will be launched on **November, 1st 2011**. You can provide your data immediately after your registration to the trade fair. The service hotline of Messe Berlin will be at your service from Monday – Friday, CET 9 am to 6 pm: phone +49(0)30 3038-2180, e-mail: editorial@virtualmarket.bautec.com. Your data will be online up to **Oktober, 31st 2013** at www.bautec.com.

You will receive the application form for upgrades to your promotion package and Virtual Market Place® shortly after the registration to the trade fair. The application form will also be available at www.bautec.com.