

Service Description Exhibitor Package 2022 (= mandatory media fee)

Nov. 2021

Present your company as an exhibitor at MEDICA 2022

- inclusion in the Company & Product Database of MEDICA.de and COMPAMED.de
- exhibitor online showroom:
 - telecommunications data
 - own company profile
 - company identification data
 - naming of company contact persons
 - presentation of products and services
- one free product category number,
 - possibility of detailed product description for up to 100 products per ordered product code
- company and product news in the industry portal MEDICA.de
- use of the online matchmaking tool

Total package price: 985 EUR (net price)

1. Companies & products database

The companies & products database offers numerous filters and output options for an extensive search.

Your company and product data appear

- in the online showroom in the MEDICA/ COMPAMED companies & products database of the industry portals MEDICA.de and COMPAMED.de
- in the online showroom in the MEDICA/ COMPAMED company & product database of the MEDICA App
- during the fair on numerous display steles in the fair entrances and halls

MEDICA database = alphabetical directory of companies or products.

2. Company profile / company online showroom

The online showrooms in the respective trade fair portals are part of the digital trade fair catalog and, building on this, offer additional opportunities for companies to present their company and products.

Based on the company details in the online showroom, visitors can research and find suitable exhibitors free of charge using a search function. The visitor receives lists of results and uses these to access a company's online showroom.

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The online showrooms can be viewed online via desktop/ notebook and mobile via the MEDICA / COMPAMED app.

The data provided by the exhibitor as part of the online registration will be transferred to the online showroom with the exception of the product categories. The product categories must be ordered separately via MEDICA's online ordering system OOS or directly from the partner Neureuter Fair Media.

With his login data the exhibitor has access to his Online-Showroom or database entry and can add the following data free of charge (the login data will be sent to the company with the admission):

- Company profile (text and picture)
- Product descriptions (text and image, up to 100) for the free product category (further product categories are subject to a charge)
- Company identification data
- Link to social media channels
- Company contact person (name, picture, contact details, position, contact button)

After login, the exhibitor sees the number of clicks on the online showroom in his dashboard display.

3. One free product category

Visitors already inform themselves in advance of MEDICA trade fair specifically about new suppliers and manufacturers of solutions, products and services with the help of the product categories. Benefit from this behavior and support your new customer business by presenting the product categories that apply to your company extensively and sustainably. In this way, lead potential new customers directly to your range of products and services!

Please select the product categories in the nomenclature under which portal users should find your company in the digital media. You can order the product categories either in the OOS or directly via our partner Neureuter Fair Media by e-mail. One product category is included in the exhibitor package.

4. Company and product news in industry portal MEDICA.de

As an exhibitor, you have the opportunity to independently enter product news or company news in the online showroom. The news will then automatically land in the corresponding section of the MEDICA.de industry portal (company news ticker on the homepage, news section in the magazine).

5. Online Matchmaking Tool

Make valuable contacts. This is based on **personal profiles** (interests, product areas, concrete requests for products, ...), via which exhibitor contacts and online visitors are matched on the basis of similarities.

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Proposals are made to each matchmaking participant by **artificial intelligence software**. And if both are interested in each other, they can get in touch e.g. via chat function.

Exhibitor contact persons and online visitors can additionally meet in **virtual video meetings** (platform "Whereby"). A matchmaking participant can invite up to 10 people to meet and exchange ideas in a face-to-face video meeting. For the same video meeting he can invite four times each 10 further persons, thus altogether with max. 50 persons at the same time meet on-line.

Additional services as part of the media fee

Operating and promoting your MEDICA portal requires a great deal of personnel and financial effort on the part of Messe Düsseldorf. To ensure that visitors find your company on the portal, we use a wide range of modern methods and tools, including our dynamic CMS / editorial system, SEO measures to improve the findability of the online showrooms, online tools such as visitor invitation and MyOrganizer, online order system, eTicketshop, mobile app, SEA search engine marketing, print ad marketing, ...). And further development and quality improvement are of course also on our to-do list. Particularly in times of pandemic, we have expanded our digital services for you and are exploring new ways to attract new customers, e.g., via live streaming of forums and conferences as well as video-on-demand after the trade show.

A real added value for exhibitors with the following **NEW** products:

- Benefit from the **exhibitor contact button**. Potential customers can contact you directly. This means you have all the contact details immediately and can convince them of your company and products. Interest is already aroused!
- Help international visitors in better understanding of your offer. Use the **automatic translation function** of your content into multiple languages with just one click. Save time and extra ways for the translation loop. We know how important the internationality of your profile is!
- Gain new customers through new leads and data. With the "**Customer Invitation Tool**" you can invite your customers to the trade fair with visitor voucher codes online in just a few steps. You receive the customer data - but only pay for redeemed vouchers.