

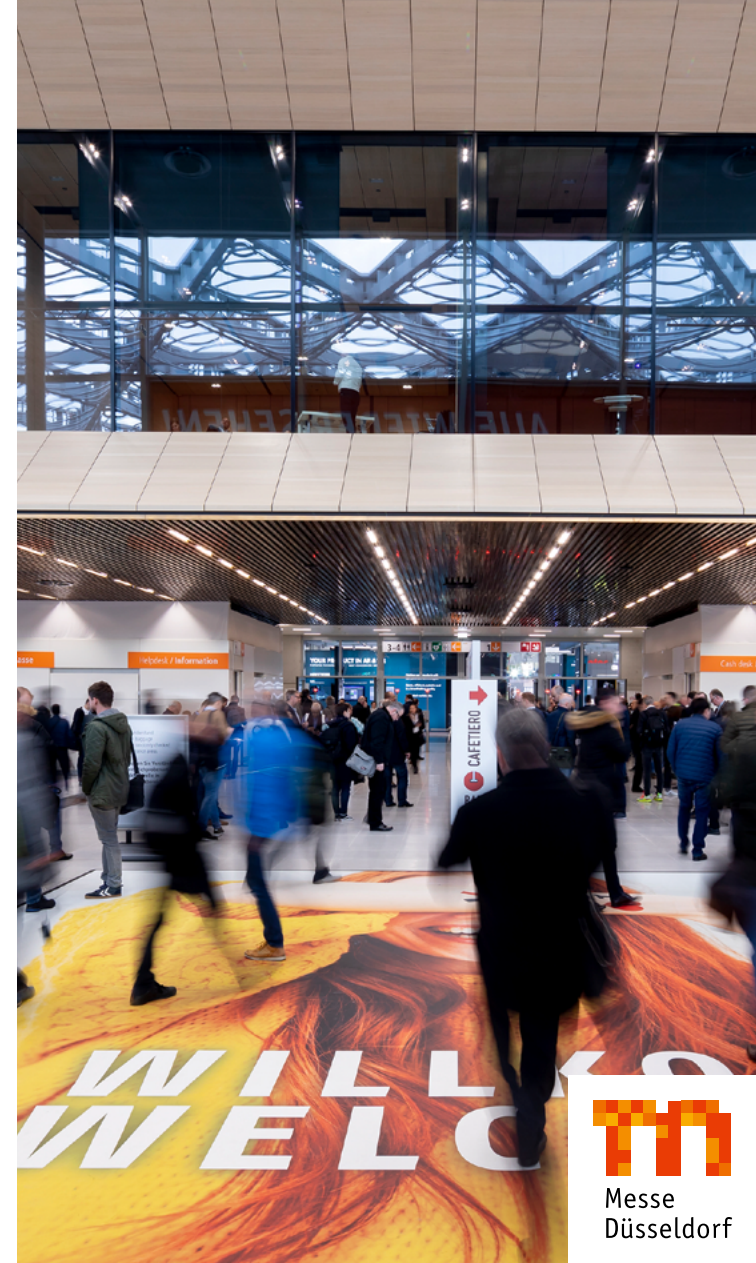
# Simply. More. For you.

## Messe Düsseldorf's media fee



31.3.–1.4.2023

[www.beauty-duesseldorf.com](http://www.beauty-duesseldorf.com)



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# Media facts: beauty-duesseldorf.com

Make the most of the digital reach of this global trade fair brand

**1,743,000** page impressions

**447,700** visits

**274,743** unique users

**396,600** search queries in the  
exhibitor and product  
database

Source: Google Analytics for the period from May 2021 – May 2022.



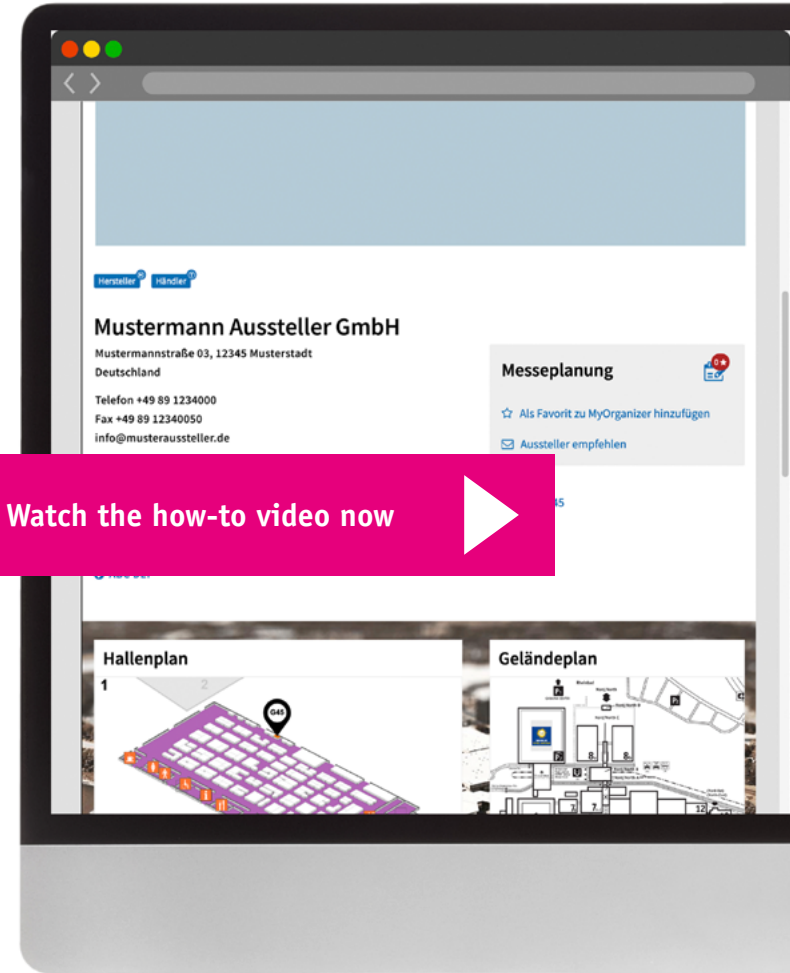
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# What do you get for the media fee?

## 1 Visibility and leads for your company

- ✓ Showcase your company, including master data, in the Exhibitor and Product Database
- ✓ Generate leads via the exhibitor contact button **NEW!**
- ✓ Publish your company and product news
- ✓ Incorporate a product or company video (DE/EN) **NEW!**
- ✓ Assign your company to a product category
- ✓ Present your products and services
- ✓ Link to your website and social media channels

Watch the how-to video now



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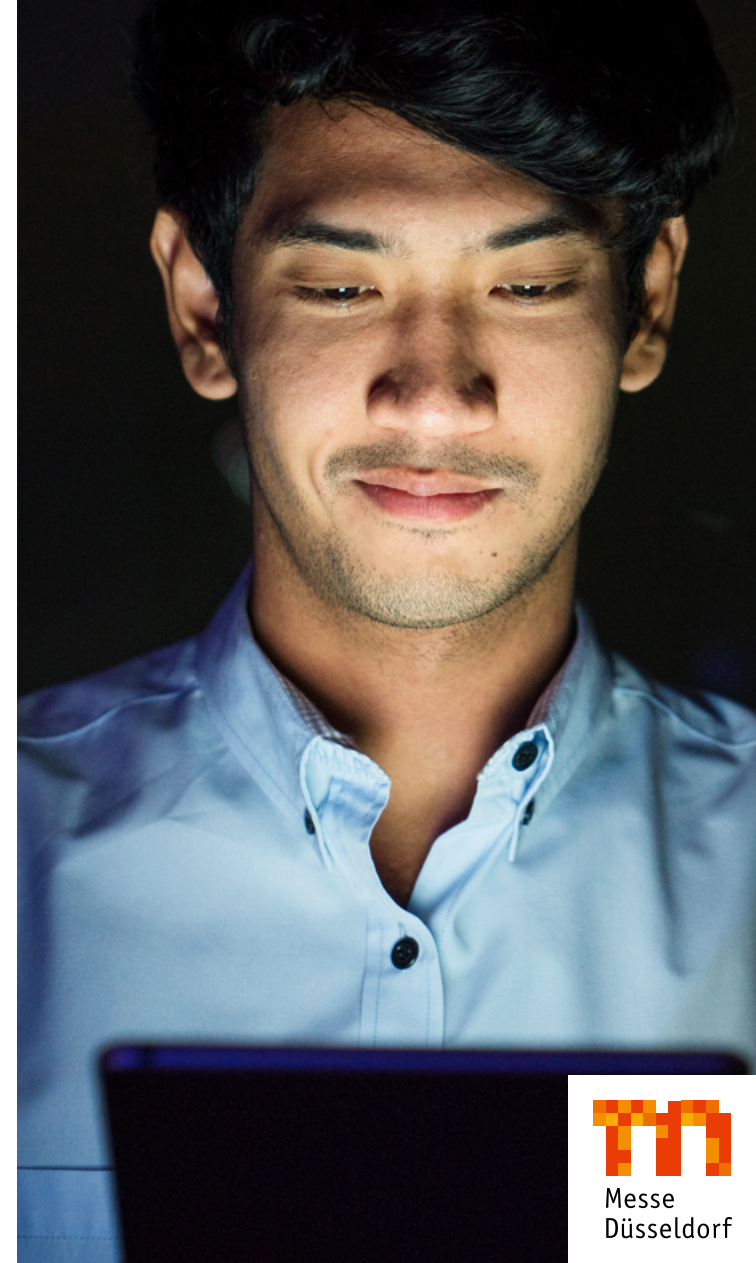
# What do you get for the media fee?

## 2 Digital tools to help you prepare for the trade fair

- ✓ Use the translation function, comprising several languages, for all content in your exhibitor profile
- ✓ Automatically transfer content from the previous event into your exhibitor profile
- ✓ Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool
- ✓ Manage your exhibitor passes digitally

**NEW!**

**NEW!**



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# What do you get for the media fee?

## 3 Our communication, at your service

- ✓ We publicise your company online, in the app and on the digital information boards, along with in the print media catalogue and/or in the Visitor's Guide
- ✓ We invest in global advertising campaigns on digital and classic channels for you
- ✓ We communicate about the trade fair the whole year round in newsletters, on social media channels and in trade publications via PR campaigns
- ✓ We increase our reach via continuous search engine marketing (SEO and SEA)

### Social media channels

 16,863 followers

 9,859 followers



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# Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2B environment
2. **Qualified lead generation** via the exhibitor contact button
3. **Increased visibility** for your products and services in your exhibitor profile
4. **Optimised processes** for your trade fair preparation, with innovative tools
5. **More visitors and followers** thanks to links to your company website and social media channels
6. **International presence** is generated via the automatic translation function, which translates your content into several languages at a click
7. **Easy to use** as content is adopted from the previous event
8. **Trade fair communication** all year round in newsletters, via social media and via marketing and PR campaigns



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# Do you want more reach?

Our distribution partner **NEUREUTER FAIR MEDIA** will be happy to provide you with further information on our marketing packages.

## Your contact partner

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