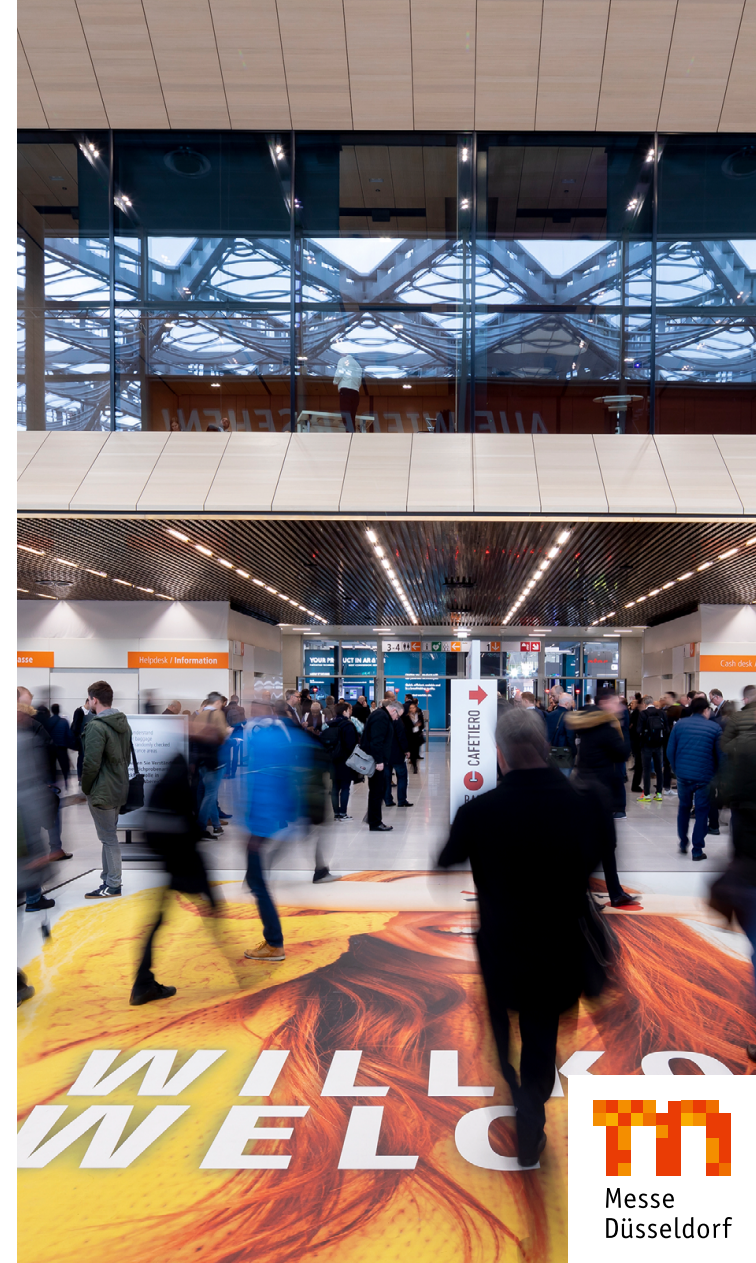


Simply. More. For you.

Messe Düsseldorf's media fee



DÜSSELDORF, GERMANY
11-14 NOVEMBER 2024



Media facts: medica-tradefair.com

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

11.5 million page impressions

2 million visits

1.1 million unique users

5.5 million search queries in the
exhibitor and product
database

Source: Google Analytics for the period from January–December 2022.



Messe
Düsseldorf

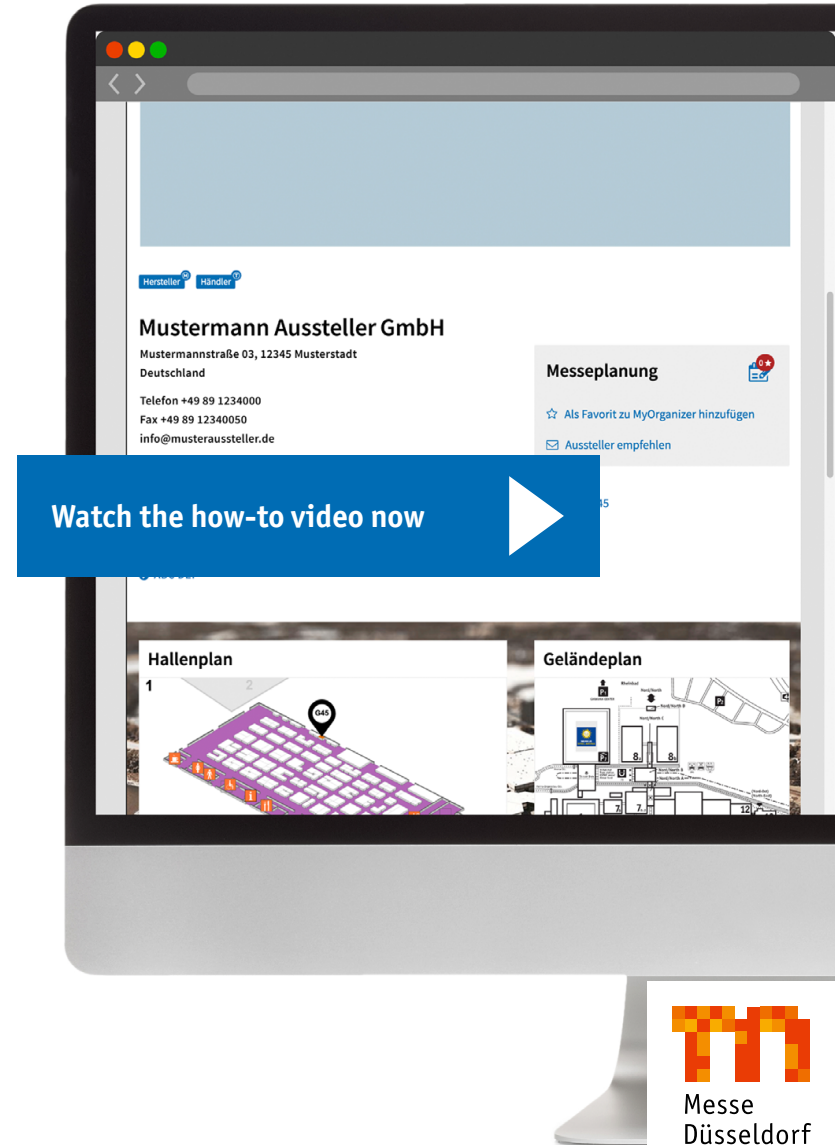
What do you get for the media fee?

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.
- ✓ Publish your company and product news.
- ✓ Incorporate a product or company video (DE/EN).
- ✓ Assign your company to a product category.
- ✓ Present your products and services.
- ✓ Link to your website and social media channels.

NEW!

NEW!



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.
- ✓ Use the “matchmaking” networking tool to generate leads.

NEW!

NEW!



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

 23,200 followers

 16,900 followers

 9,380 followers

 5,150 subscribers



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 and matchmaking function.
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.



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 partners

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