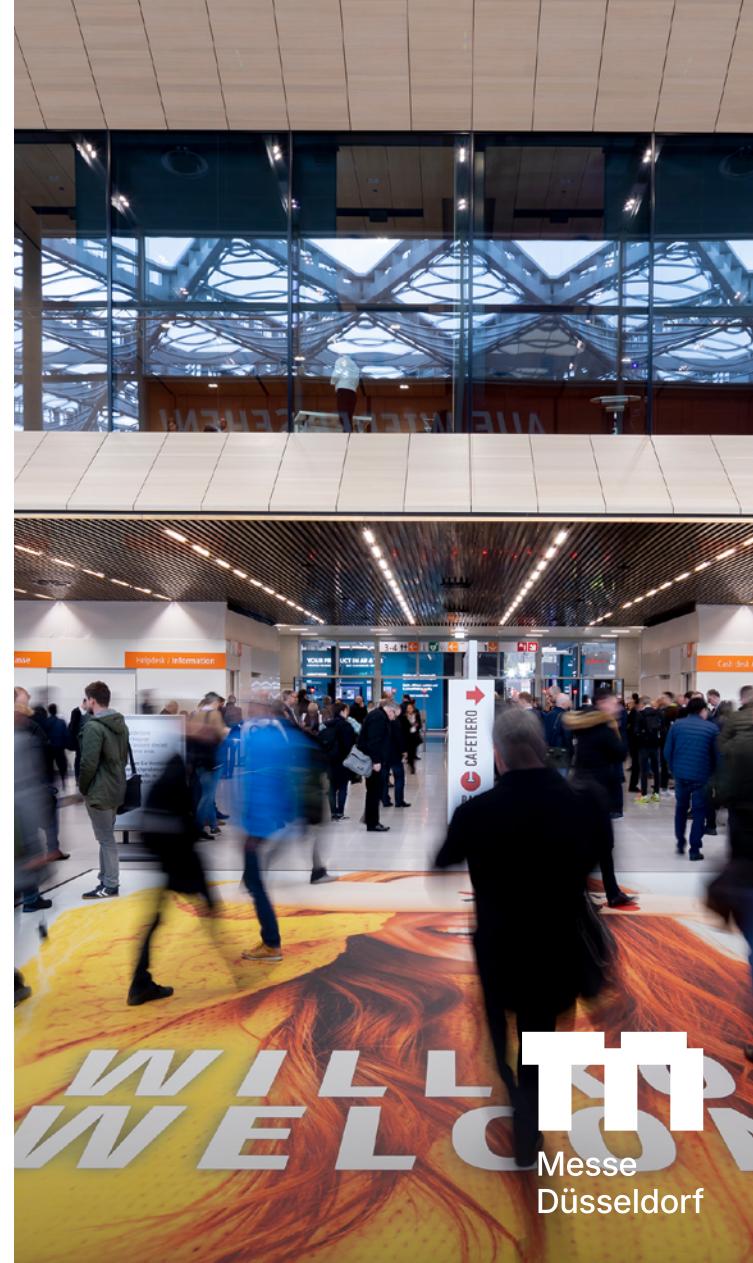


# Simply. More. For you.

## Messe Düsseldorf's advertising fee

**CONNECTED  
THROUGH PASSION.**

28.08. – 06.09.2026



# Media facts: caravan-salon.com

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

**6,926,000** page impressions

**2,424,000** visits

**1,320,000** unique users

**1,317,000** search queries in the exhibitor and product database

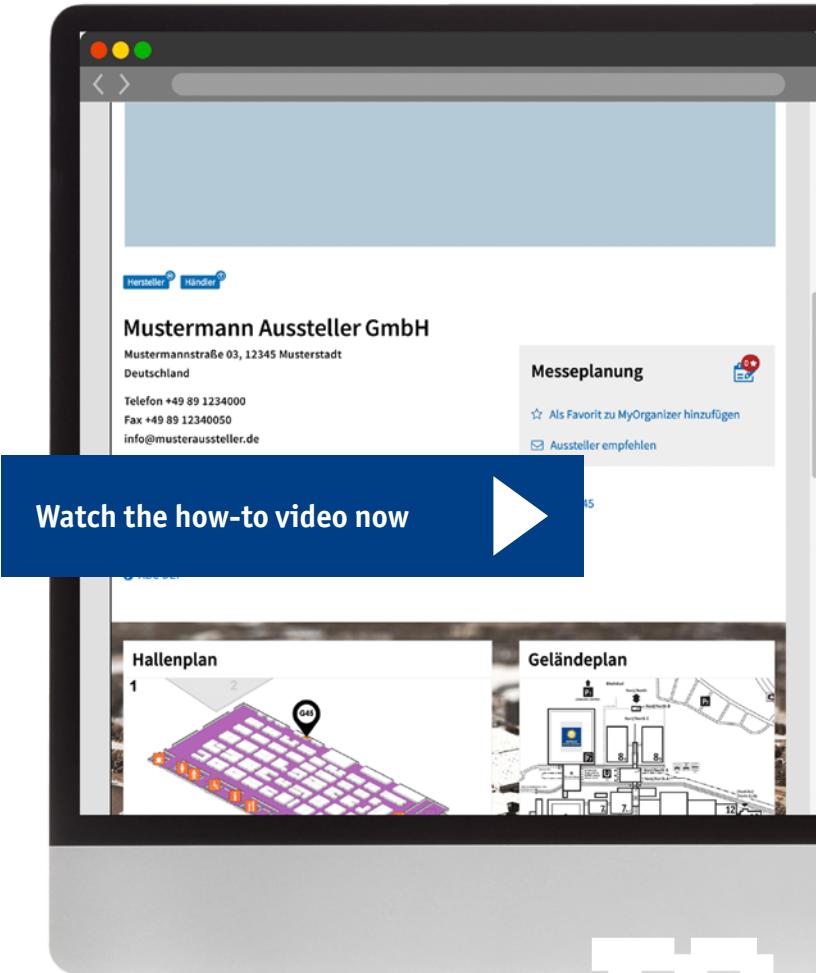
Source: Google Analytics for the period from January–December 2025.



# What do you get for the advertising fee?

## 1 Visibility and leads for your company

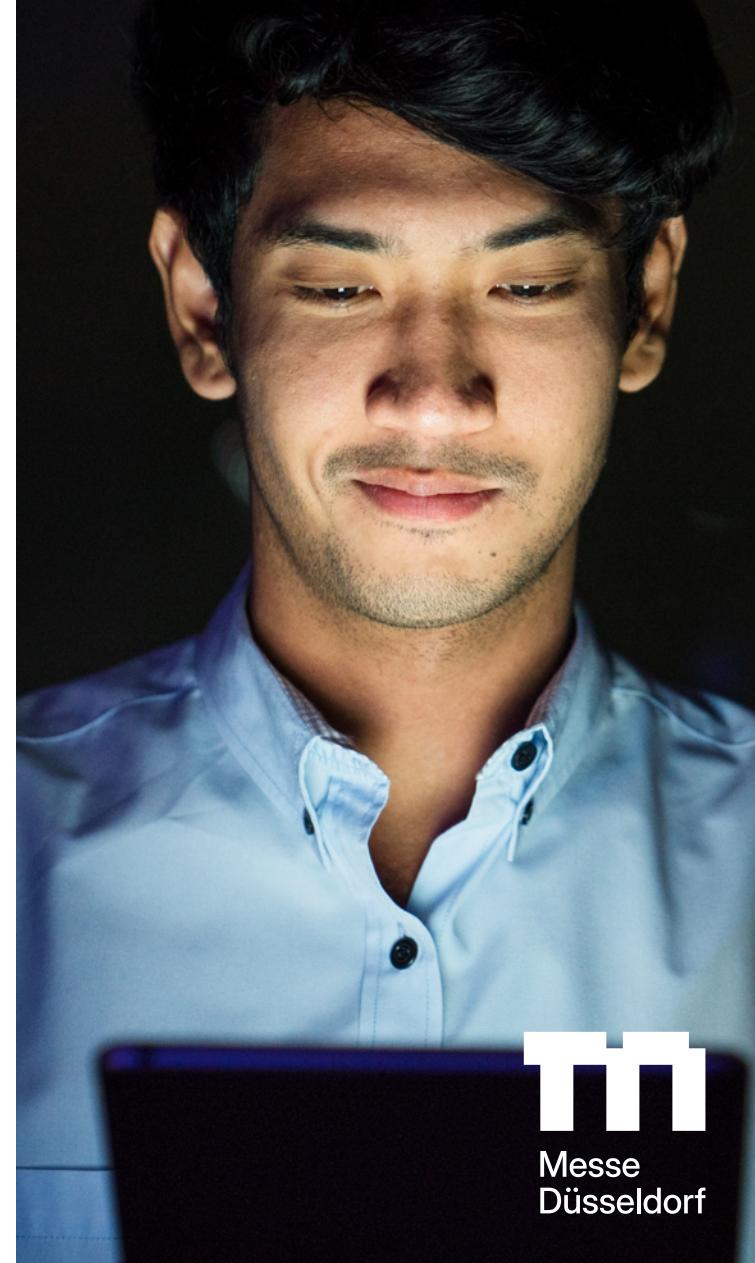
- ✓ Showcase your company, including master data, in the Exhibitor and Product Database.
- ✓ Generate leads via the exhibitor contact button.
- ✓ Publish your company and product news.
- ✓ Incorporate a product or company video (DE/EN).
- ✓ Assign your company to a product category.
- ✓ Present your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



# What do you get for the advertising 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.



# What do you get for the advertising 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 international 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

 6,600 followers

 66,200 followers

 52,300 followers



# Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2C and 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.



# Do you want more **reach**?

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

## Your contact partner

**NEUREUTER FAIR MEDIA GmbH**

[caravan@neureuter.de](mailto:caravan@neureuter.de)

Tel.: +49 201 36547 330