

FACHPACK 2022

➤ **MARKETING MEASURES FOR A
SUCCESSFUL TRADE FAIR PRESENTATION**

**EUROPEAN TRADE FAIR
FOR PACKAGING, TECHNOLOGY AND PROCESSING
27-29.9.2022 • NUREMBERG, GERMANY**

NÜRNBERG MESSE

TRADE FAIR SUCCESS >

Boost the visibility of your company, gain the attention of trade visitors and widen your reach. Achieve your goals with targeted marketing measures. For your trade fair success.

There are many exhibitors at FACHPACK.
So how can you differentiate yourself from your competitors?
What's the best way to attract the right trade visitors to your stand?

Take advantage of the wide range of marketing options that FACHPACK can offer you.



ONLINE, OFFLINE AND ON-SITE >

Printed materials, digital products and on-site promotions.

Booked individually, combined with each other or in one affordable package.



[Read more here](#)

TRADE FAIR SUCCESS > gang · Entrance

> WILLKOMMEN · WELCOME

EXCLUSIVE MARKETING

- > highlights your company individually – tailored to your requirements.

MARKETING PACKAGES

- > are easy to book, highly effective and also suitable for smaller budgets.

MARKETING SERVICES

- > are included for you as a registered exhibitor – choose from a wealth of communication and advertising tools to highlight your presence at the trade fair.

INCREASE YOUR REACH >

MARKETING SERVICES >

Our marketing services are included when you register as a FACHPACK exhibitor. They cover a variety of areas where you can publicise your participation in the trade fair and announce in advance: my company will be exhibiting at FACHPACK!

Of particular importance are the marketing services for presenting your company and the active participation of your stand personnel on the myFACHPACK digital extension, which takes FACHPACK's reach into the digital world.



[Read more here](#)

MARKETING SERVICES >

NAMING OF YOUR COMPANY IN FACHPACK'S OFFICIAL PRINT AND ONLINE MEDIA >

- > Company profile on myFACHPACK digital platform
- > Entry in the exhibitor list on the website
- > Entry in the Exhibition Guide's list of exhibitors

YOUR COMPANY'S ENTRIES IN THE HALL PLAN >

- > Entry in the hall plan of the exhibition guide with stand number
- > Entry in the online hall plan on the website with stand number
- > Entry in the on-site hall plans with stand number (e.g. in the display cases at hall entrances)
- > Entry in the digital map of myFACHPACK with stand number and logo

PRESENTATION OF YOUR OFFERING ON myFACHPACK >

- > Presentation of five products or services – each with a picture/video/document
- > Unlimited assignment of your offering to product groups
- > Unlimited assignment of your offering in industry and product characteristics
- > Possibility of marking products or services as new products

INVITATION MANAGEMENT FOR YOUR TRADE VISITORS >

- > Free and unlimited voucher codes for customer invitation – valid on-site and for registration on myFACHPACK
- > Provision of email templates and sample cover letters for customer invitations
- > Voucher monitoring – reporting on redeemed voucher codes, pre-registered visitors and no-shows

EXHIBITOR PASSES FOR YOUR STAND PERSONNEL AND SERVICE PROVIDERS >

- > Exhibitor passes – unlimited, valid on-site and for registration on myFACHPACK
- > Onboarding of your stand personnel on myFACHPACK as contact person in your company profile
- > Onboarding of other employees on myFACHPACK and access to matchmaking
- > Assembly and dismantling passes for your service providers
- > Pass management in TicketCenter

MEDIA PACKAGE >

- > Display of the exhibitor's press releases in the on-site press centre and per upload online
- > Social media and online banners with your stand number
- > Postcards for visitor invitation
- > Stickers with exhibitor's stand number

**CLICK
HERE**



**for a detailed
description of services.**

MARKETING PACKAGES >

Marketing packages are easy to book, highly effective and also suitable for smaller budgets. Select two or three relevant services for showcasing your company and boost your visibility.

YOUR LOGO IN THE EXHIBITION GUIDE AND HALL PLAN >

- > Company or brand logo on the **hall plan in the printed exhibition guide**
- > Company or brand logo in the **exhibition guide's list of exhibitors**
- > Company or brand logo on the **general plan in entrance areas**

YOUR BANNER IN A PROMINENT POSITION >

- > **Mini Banner** on FACHPACK.de
- > **BannerUp** in the service area
- > **Digital advertising displays** at hall entrances and passageways

FOCUS ON YOUR PRODUCTS AND SERVICES >

- > **2 extra pictures, 2 extra documents and 1 extra video** as an upload in your **company profile on myFACHPACK**
- > **5 extra products/services** (each with one picture/video/document) in your **company profile on myFACHPACK**
- > **Presentation in the exhibitor forum live in the INNOVATIONBOX**, streamed and recorded on myFACHPACK (30 mins)
- > **Advertisement in the FACHPACK special newsletter**
Text or logo ad in the FACHPACK Edition newsletter for the duration of the fair from packaging-360.com

Package **2** of 10
for EUR 2,250

Package **3** of 10
for EUR 2,950

**CLICK
HERE**



for order form.

EXCLUSIVE MARKETING >

Exclusive marketing highlights your company individually – tailored to your requirements. Our best-of offerings can be found here – digital, on-site or in print. Contact us for more details. Nothing here yet? Our specialists can help you here too!

PREMIUM PRESENTATION ON myFACHPACK >

Present yourself also digitally and secure your leads.

- > **Presentation** in the Exhibitor Forum (30 mins)
live in the Exhibitor Forum, streamed and recorded on myFACHPACK
- > **Virtual round table** for individual web sessions
- > **Lead lists** – lead lists of all direct contacts via the exhibitor and employee profiles, lists of participants of round table and presentation on-site and digitally on myFACHPACK
- > **Direct video call function** with participants – directly and live
- > **Performance dashboard** for monitoring

EUR 3,950



Read more here

EXCLUSIVE MARKETING >

JOB EXCHANGE ON myFACHPACK >

> Place your **ad** in the digital job exchange **on myFACHPACK**

EUR 350 for the first advert

EUR 200 for each additional advert

YOUR DIGITAL BANNER IN A PREMIUM POSITION >

- > **Half-size banner** on subpages of FACHPACK website
- > **Full-size banner** on subpages of FACHPACK website
- > **Banner on Wi-Fi landing page**/exclusive
- > **Digital signage** in **foyers** of NCC Ost and NCC Mitte
- > **Digital signage on big LED screen** at NCC Mitte entrance exterior

YOUR BANNER IN PREMIUM POSITION ON-SITE >

- > **CityLight-Vitrine** bus stop
- > **CityLight poster** at 20 locations on the trade fair site
- > **GigaFrame** small/special size
- > **Large awnings**
- > **LightPylon**
- > **LightBox**

UNUSUAL WAYS TO MAKE A UNIQUE IMPACT >

- > **Lanyards** – including production
Licence excluding production
- > **Footprints** in the hall
- > **WalkingAct**
- > **Flying object indoor** in entrance area –
including production and remote control
- > **Advertising cube** in entrance area
- > **Mirror advertising** (together, per mirror)
- > **Advertising space** for your exhibit or promotional vehicle

YOUR ADVERT IN PREMIUM POSITION IN EXHIBITION GUIDE >

- > **Advertisement cover page 2**
- > **Advertisement cover page 3**
- > **Advertisement cover page 4**
- > **Advertisement 1/2 inside section**
- > **Advertisement 1/1 inside section**

**CLICK
HERE**



for order form.

WE ARE YOUR FACHPACK TEAM >

Your contacts: Christiane Drescher, Daniel Weiß, Heike Slotta, Phillip Blass, Phuong Anh Do and Astrid Hofmann

NÜRNBERG / MESSE



FACHPACK.DE/EN

- > PHONE +49 911 8606-8969
- > FACHPACK@NUERNBERGMESSE.DE
- > WE ARE THERE FOR YOU –
THROUGHOUT EUROPE.
FACHPACK.DE/REPRESENTATIVES

YOUR DIRECT LINK TO THE EXHIBITOR MARKETING TEAM:

- > PHONE +49 911 8606-8030
- > FAX +49 911 8606-128030
- > EXHIBITOR.MARKETING@NUERNBERGMESSE.DE



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