



# POWTECH

Leading Trade Fair for Powder & Bulk Solids  
Processing and Analytics

# PROCESSES TO KNOW SOLUTIONS TO GO

## MARKETING MEASURES FOR A SUCCESSFUL TRADE FAIR PRESENTATION

27–29.9.2022 | Nuremberg, Germany

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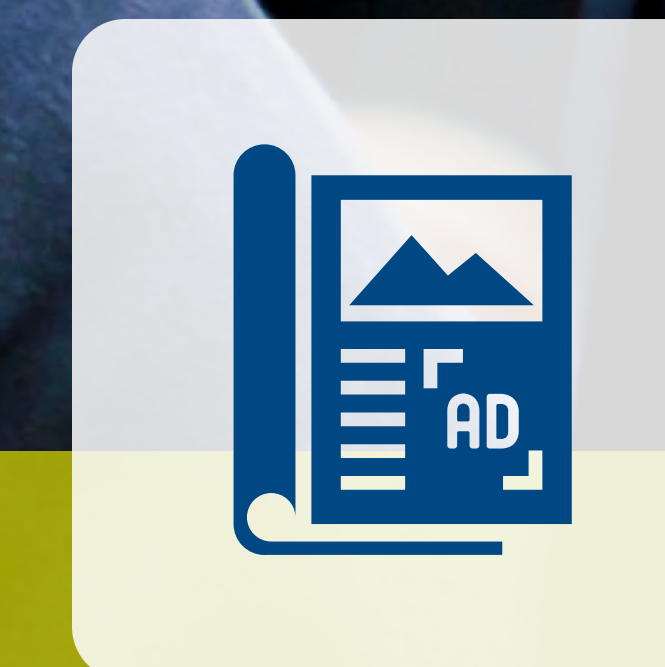
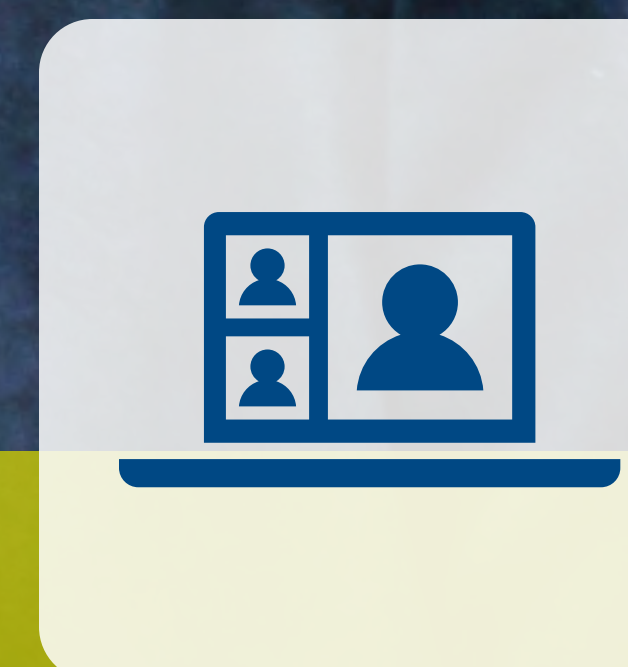


# YOUR TRADE FAIR SUCCESS

Boost the visibility of your company, grab the attention of trade visitors, and achieve greater reach. Targeted marketing measures help you achieve your goals – for a successful trade fair outcome.

There are a lot of exhibitors at POWTECH, so how can you set yourself apart from your competitors? And how do you attract the right kind of trade visitors to your stand?

Make the most of the wide range of marketing opportunities offered by POWTECH.



## ONLINE, OFFLINE AND ON-SITE

Print products, digital media or on-site advertising. Book individual or combined measures or a cost-effective package.



**EXTEND  
YOUR  
REACH**

**EXCLUSIVE MARKETING**

makes your company stand out from the crowd and is tailored to your needs.

**MARKETING PACKAGES**

are easy to book, effective, and designed for the smaller budget.

**MARKETING SERVICES**

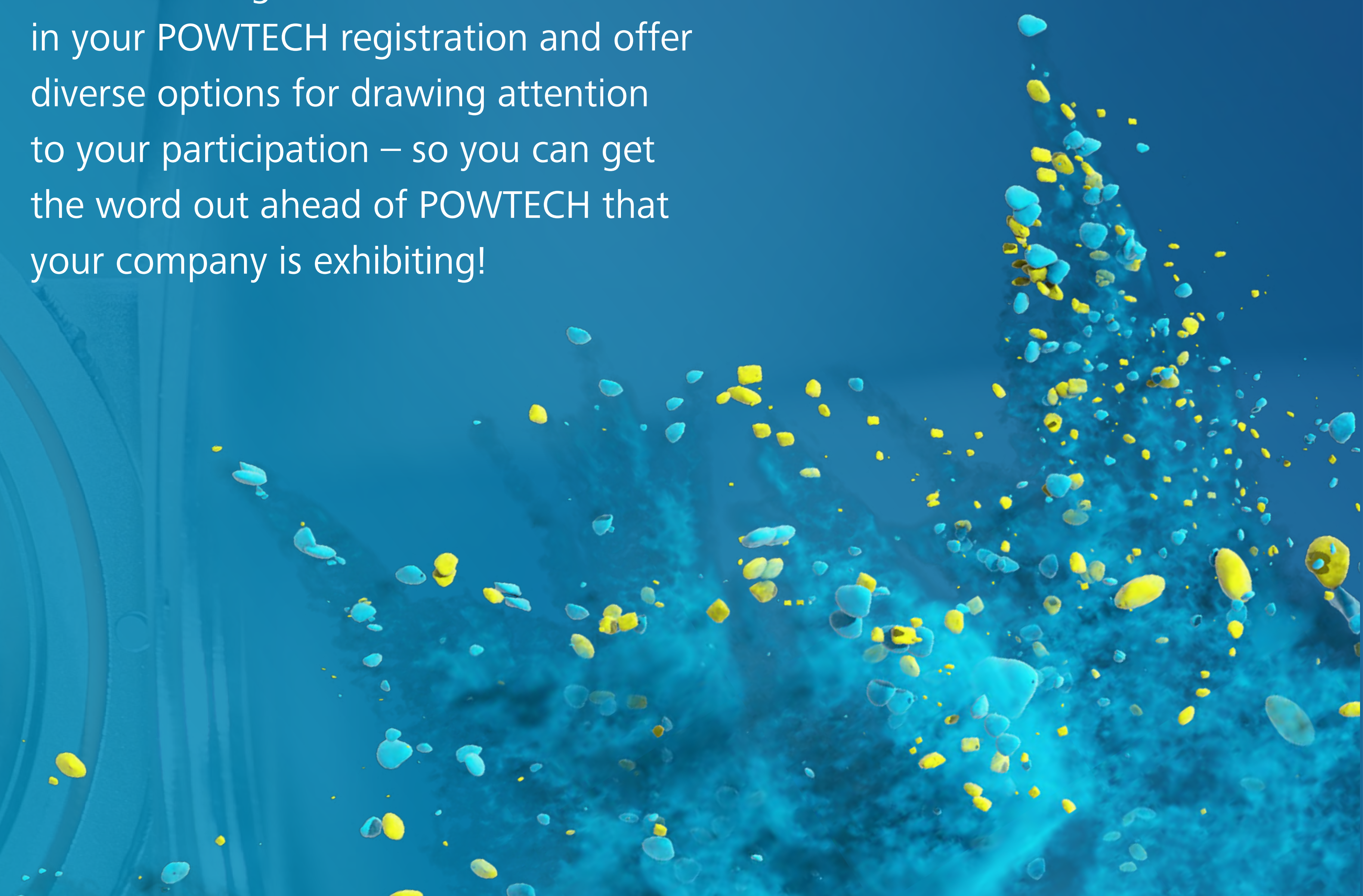
are included in your registration and offer you a wealth of communication and advertising options for your trade fair exhibit.





## MARKETING SERVICES

Our marketing services are included in your POWTECH registration and offer diverse options for drawing attention to your participation – so you can get the word out ahead of POWTECH that your company is exhibiting!







# MARKETING SERVICES

## NAMING OF YOUR COMPANY IN OFFICIAL PRINT AND ONLINE MEDIA FOR POWTECH

- Entry in the exhibitor list of the printed exhibition guide
- Entry in exhibitor and product database – presentation of 5 products or services with photos and text

## YOUR COMPANY'S ENTRIES IN THE HALL PLAN

- Entry with stand number in printed exhibition guide
- Entry with stand number in online hall plans on website
- Entry with stand number in on-site hall plans (e.g. in the display cases at hall entrances)

## INVITATION MANAGEMENT FOR YOUR TRADE VISITORS

- Voucher codes (electronic admission voucher codes for your customers) – NEW: all admission vouchers redeemed by your customers are free of charge
- Printed vouchers with company name/stand number – NEW: all admission vouchers redeemed by your customers are free of charge
- Provision of sample letter for your visitor marketing
- NEW: Invitation management and voucher monitoring
- NEW: License for 1 lead tracking app

## EXHIBITOR PASSES FOR YOUR STAND PERSONNEL

- Exhibitor passes
- Assembly and dismantling passes for your service providers
- Pass management in TicketCenter

## MEDIA PACKAGE

- Display of your press releases in the press centre
- Social media and online banners with your stand number
- Postcards to invite your visitors
- Stickers with your stand number





# MARKETING PACKAGES




Marketing packages are easy to book, effective, and designed for the smaller budget. Choose 2 or 3 suitable services to present your company and gain 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	

## YOUR BANNER IN A PROMINENT POSITION

Mini banner on powtech.de (sub-pages)	
Pole position in the exhibitor and product database	
Company or brand logo in the relevant hall plan in the exhibitor and product database	

## SPOTLIGHT ON YOUR PRODUCTS AND SERVICES

BannerUp in the service area	
Floor poster in the service area	
LightPylon	
Advertising panels on the way to the entrances	

2 OF 9  
EUR 1,600

3 OF 9  
EUR 2,350



# EXCLUSIVE MARKETING

Exclusive marketing measures make your company stand out from the crowd and are tailored to your needs. Find our 'best of' offers for digital, on-site or print media. Simply contact us for more details. And if you cannot find what you want, our specialists can help!



## YOUR DIGITAL PRESENCE IN PREMIUM POSITION

- Logo on the hall overview plan of the exhibitor and product database
- Products for your online entry
- Skyscraper banner on POWTECH website
- Mini banner on home page of POWTECH website
- Ad-keyword
- Job board online

## YOUR BANNER IN PREMIUM POSITION ON-SITE

- BlowUpColumn – mobile
- PowerCharger
- CityLight vitrine – bus stop
- Fotoboden™
- LightBox
- Poster in the service area
- GigaFrame special size
- Large poster
- Large awning
- AdvertisingWave

## UNUSUAL OPTIONS ON-SITE FOR YOUR SPECIAL PRESENTATION

- Digital signage
- Flying object – indoor
- Footprints in the hall
- Lanyards
- Serviettes advertising
- Mirror advertising
- Sweet advertising
- Bag advertising
- WalkingAct
- Advertising space

## YOUR AD IN A PREMIUM POSITION IN THE EXHIBITION GUIDE



# WE ARE YOUR POWTECH TEAM

From left to right: Daniel Weiß, Larissa Braune, Verena Albrecht, Angela Heilemann, Heike Slotta (Executive Director Exhibitions), Phillip Blass, Phuong Anh Do, Christiane Drescher, Astrid Hofmann



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**WE'RE AT YOUR SERVICE  
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