

The Branding Package

Use the Branding Package to ensure that your visitors will always keep you in mind as they prepare for the trade fair. By booking the Branding Package you can clearly stand out among your fellow exhibitors.

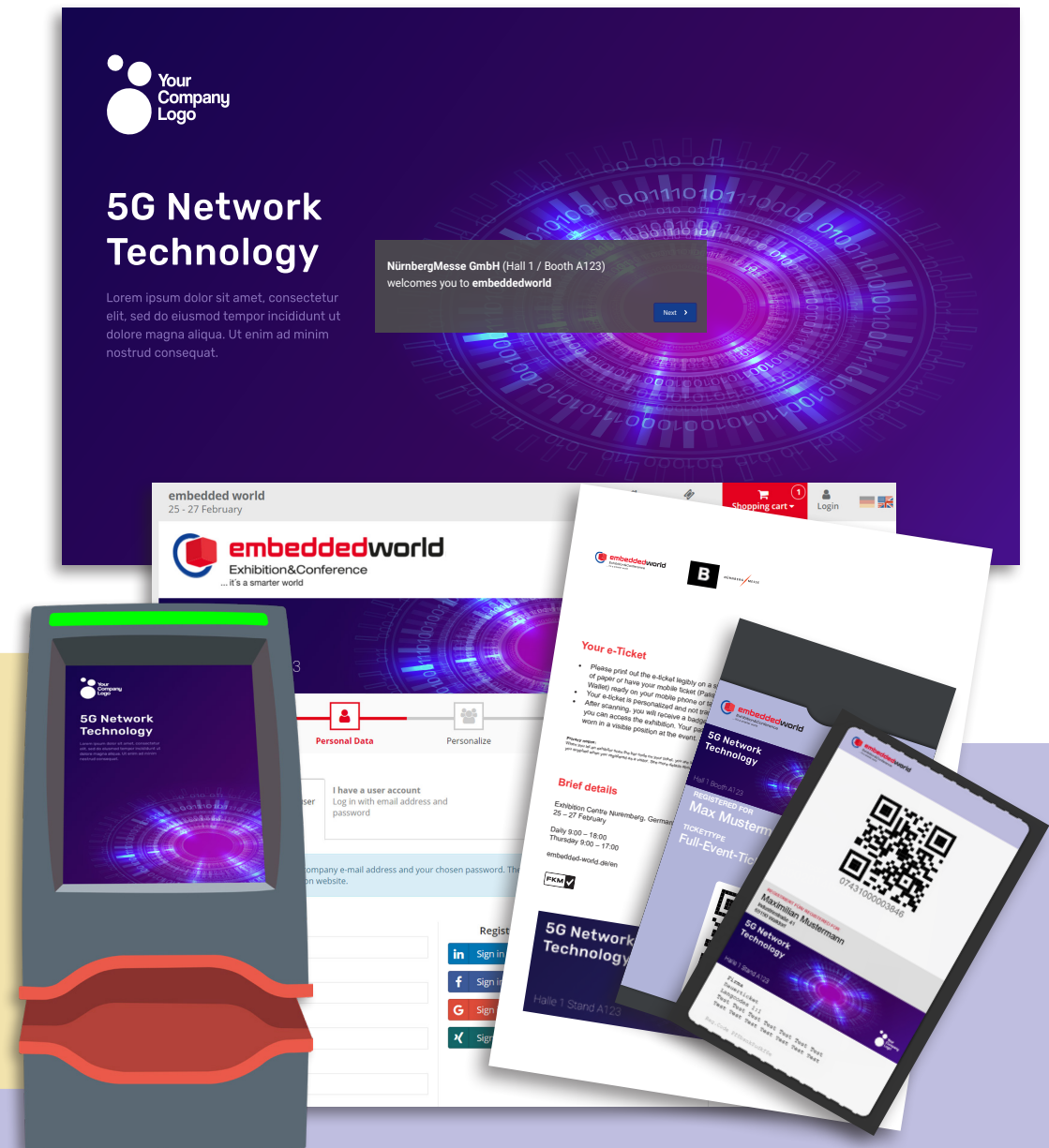
The Branding Package will embed your corporate identity into all steps of the visitor registration process, right up to admission to the exhibition.

Requirements

For your graphics to fit seamlessly into the designated areas, they must adhere to predefined formats and dimensions. The following pages will supply you with all the information you need to meet the file type and size requirements.

How Your Visitors Experience the Branding Package

- When visitors click on your invitation link, their registration experience starts with a personalized landing page featuring your corporate design.
- A key visual with your design guides customers through all steps of the TicketShop.
- You specify the image to be featured on the PDF ticket as well as on the Android and iOS smartphone tickets.
- At the entrance, the screen of the admission system will prominently display your invitation.



Landing Page

Your VIP visitors' plans for the trade fair begin with your invitation. You send them an invite link or a voucher code they can use to register in the TicketShop.

The link immediately takes visitors to an individualized homepage. This Landing Page welcomes invited guests on your behalf.

In the center of the large Landing Page background, a semi-transparent rectangle invites your visitor to launch the registration process. A button leads to a custom version of the TicketShop.

Notes

The background of the landing page should match the dominant color or image of your trade fair appearance (eye-catcher). In addition, we recommend the use of your company logo and claim/slogan.

The hall and stand number of your booth at the exhibition are displayed in the center rectangle of the welcome text – it is therefore not necessary to include them in your design.

When laying out the background image, please make sure that the centered **rectangle** displayed by the system does not cover essential areas of your design (e.g. your logo or claim).



Required Formats

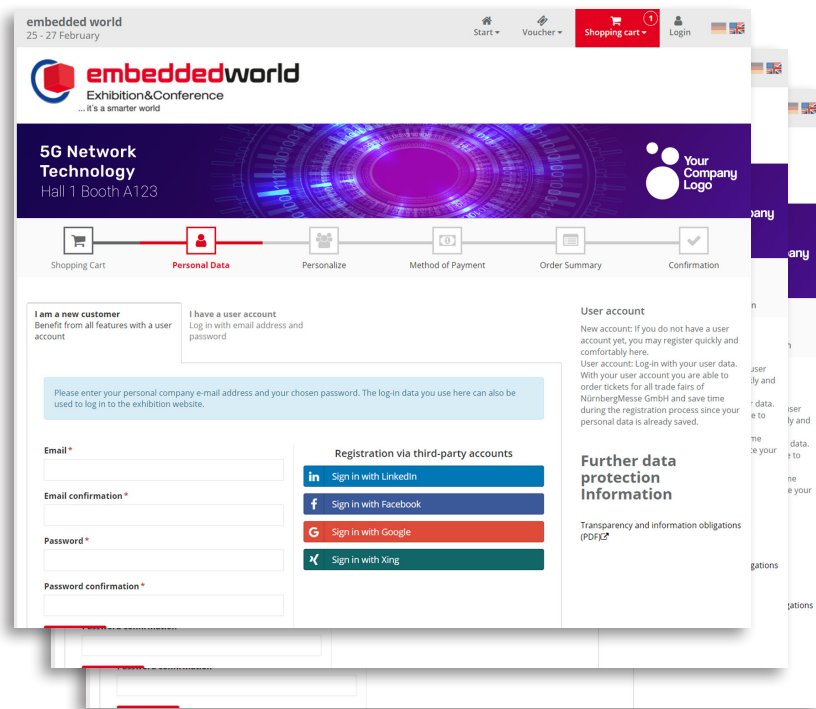
JPEG

PNG

1920 × 1080 px

1024 × 768 px

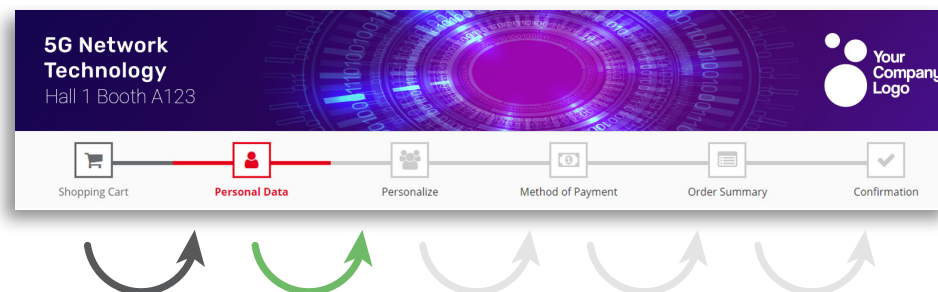
640
×
1080
px



Key Visual for the TicketShop

The key visual is displayed throughout the TicketShop as a banner above all registration steps.

Your visual accompanies invited visitors through all six stages of the registration process: shopping cart, personal data, personalize, method of payment, order summary and confirmation.



Notes

The extra-wide image should match the dominant color or image of your trade fair appearance. We recommend the inclusion of your logo, company name and claim as well as the **hall** and **stand** of your exhibition booth.

Required Format

JPEG

PNG

1170 × 150 px

Banner for e-Ticket, Wallet & m-Ticket

The ticket from the shop will accompany your guests from registration to the entrance to the fair. No matter whether visitors print out an e-ticket or use a mobile ticket: Your branding occupies a prominent position.

This ensures that visitors will keep your company's name in mind well past the ordering process. They will also recall you immediately on the day of their visit to the fair as they redeem their ticket.



Notes

The wide image should match the dominant color or image of your trade fair appearance. We recommend the inclusion of your logo, company name and claim as well as the **hall** and **stand** of your exhibition booth.

Please note that the graphics for the Wallet ticket must be available in **two** resolutions.

Required Formats

JPEG

PNG

2211 × 690 px

1024 × 768 px

312 × 84 px

Welcome Message on Entrance Terminal

Visitors hold their ticket in front of the admission terminal to enter the fair. Within seconds, the admission system will issue a personalized badge with their name and company.

The admission terminal recognizes the visitors you have invited and displays your specific welcome message on its screen. This is yet another way for you to strengthen your presence at the trade fair in an effective and targeted manner.



Notes

The upright image should explicitly welcome your visitors to the trade fair.

We recommend that you highlight the **hall** and **stand** of your exhibition booth in an eye-catching way.

Required Format

600 × 800 px

JPEG

PNG

For additional information and booking please contact:

Brigitte Seipt

Account Manager Sponsoring DACH Region

+49 911 8606 8900

brigitte.seipt@nuernbergmesse.de

Michelle Eiser

Intl. Account Manager Sponsoring

+49 911 8606 8910

michelle.eiser@nuernbergmesse.de

Summary of Requirements

e-Ticket	2211 × 690 px	PNG (JPEG)
m-Ticket	312 × 84 px	PNG (JPEG)
Wallet	624 × 168 px	PNG (JPEG)
TicketShop	1170 × 150 px	PNG (JPEG)
Entrance Terminal	600 × 800 px	PNG (JPEG)
Landing Page	1920 × 1080 px 1024 × 768 px 640 × 1080 px	PNG (JPEG)

We wish you a successful exhibition!

NÜRNBERG MESSE