

26–28.9.2023

Nuremberg, Germany

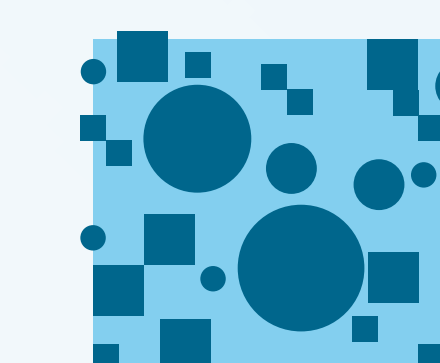
POWTECH

International Processing Trade Fair for

**POWDER
BULK SOLIDS
FLUIDS
and LIQUIDS**

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

Together with



PARTEC

International Congress
on Particle Technology

Honorary sponsors



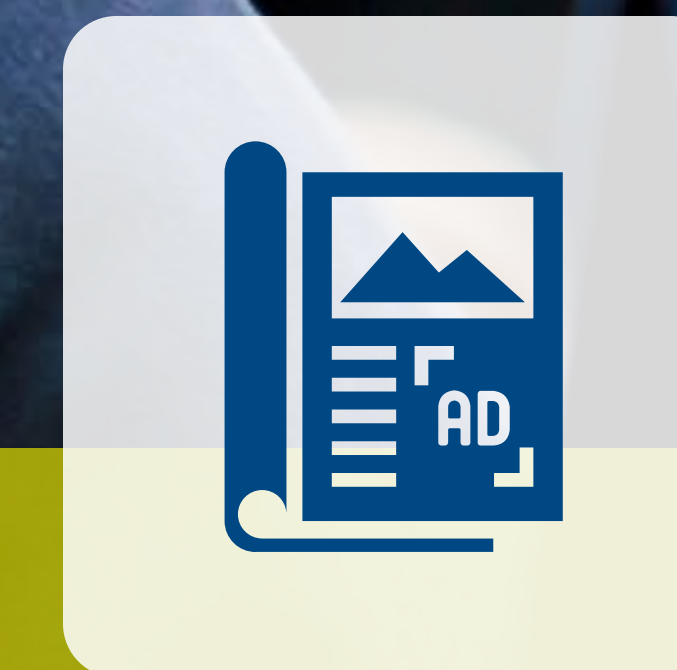
NÜRNBERG MESSE

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
- 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
- Advertising materials free of charge on demand

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 (home page)



Mini-Banner on powtech.de (subpages)



Pole position in the exhibitor and product database



Company or brand logo on the relevant hall plan in the exhibitor and product database



SPOTLIGHT ON YOUR PRODUCTS AND SERVICES

BannerUp in the service area



Company or brand logo on the overview plan



Digital advertising displays at the hall entrances and passages



2 OF 9
EUR 1,700

3 OF 9
EUR 2,450



ORDER NOW

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
- Ad-keyword
- Job board online

YOUR BANNER IN PREMIUM POSITION ON-SITE

- BlowUpColumn – mobile
- PowerCharger
- CityLight vitrine – bus stop
- Fotoboden™
- LightPylon
- LightBox
- Poster in the service area
- GigaFrame special size
- Large poster
- Large awning
- Advertising panels on the way to the entrances
- 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



ORDER NOW

WE ARE YOUR POWTECH TEAM

From left to right:
Verena Albrecht, Daniel Weiß, Larissa Braune,
Heike Slotta (Executive Director Exhibitions),
Marianny Eisenhofer (Director POWTECH),
Christiane Drescher, Luisa Meyer,
Phuong Anh Do



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**WE'RE AT YOUR SERVICE
ACROSS EUROPE:**

powtech.de/representatives

**YOUR DIRECT LINE TO THE
EXHIBITOR MARKETING TEAM:**

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Trade Fair for Powder, Bulk
Solids, Fluids and Liquids
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