

ILA Media Package: The digital marketing package

As of: April 2023

Annex to the Special Conditions of Participation ILA Berlin 2024

With the Media Package Messe Berlin GmbH offers exhibitors a package of selected marketing tools to optimize their participation in the trade show and their market presence.

Booking a Media Package is mandatory for all **exhibitors**. The Media Packages depend on the size of the exhibition space booked. A higher-value package (upgrade) can also be selected according to the prices listed. The booking of the First Class Package is valid for all chalet sizes.

Co-exhibitors are represented in the exhibitor list on the ILA website, on the **online platform "ILA Digital"** and in the **ILA App** for a mandatory amount of 400.00 EUR plus VAT with a basic company entry, a company portrait and a product group.

In the case of multiple orders for the exhibition space, the Media Package will be charged only once, in accordance with the higher-value package.

<p>Economy Class Package</p> <p>790.00 EUR plus VAT</p> <p>For main exhibitors with an exhibition space of up to 45 m² and aircraft with maximum take-off weight (MTOW) of 5.7t</p>	<p>Business Class Package</p> <p>1,150.00 EUR plus VAT</p> <p>For main exhibitors from 46 to 120 m² exhibition area</p>	<p>First Class Package</p> <p>1,500.00 EUR plus VAT</p> <p>For main exhibitors from 121 m² exhibition space and chalet renters</p>
<p>ILA Digital</p> <ul style="list-style-type: none"> - Basic company entry (company name, postal address, website, telephone, E-Mail, hall/stand) - ¼ Image tile - Company profile - Background image - Logo - Contact person with contact details and photo - 5 entries in the product group categories 	<p>ILA Digital</p> <ul style="list-style-type: none"> - Basic company entry (company name, postal address, website, telephone, E-Mail, hall/stand) - ¼ Image tile - Company profile - Background image - Logo - Contact person with contact details and photo - 10 entries in the product group categories - Presentation of 10 products with text and images - Link to social media profiles (e.g., facebook, twitter, YouTube etc.) - Multimedia files (pdfs etc.) - Lead Reporting 	<p>ILA Digital</p> <ul style="list-style-type: none"> - Basic company entry (company name, postal address, website, telephone, E-Mail, hall/stand) - ¾ Image tile - Company profile - Background image - Logo - Contact person with contact details and photo - 20 entries in the product group categories - Presentation of 15 products with text and images - Link to social media profiles (e.g. facebook, twitter, YouTube etc.) - Multimedia files (pdfs etc.) - Lead Report with data export

Additional services at extra charge

- Upgrade from Starter Package to Classic or Premium Package
- Placement of banner advertising

More marketing and sponsoring options are available at www.ila-berlin.de/en

ILA App

Your basic entry will also be displayed in the official ILA App. In the free mobile app trade and private visitors can research all relevant information about ILA Berlin and its exhibitors. The ILA App offers, among other things, the complete exhibitor list, a detailed program overview and interactive hall plans. The app is available in German and English, for iOS and Android.

Validity Period

The services can be claimed by you **at the latest 12 weeks before the ILA 2024**. You will then receive your access for processing your entries by email. The Media Package is valid for two years. During this time you can update your entry at any time. Upgrades and advertising services can be booked in the Advertising Shop of ILA Digital.

Contact**ILA Digital support team**

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Mon. – Fri. 9 am – 4 pm CET