

ILA Advertising Box – Marketing package for ILA 2018

The ILA Advertising Box offers exhibitors a set of marketing tools which they can use to optimize their trade show and market presence. The Advertising Box is included in the registration fees and comprises entries in the **Quickfinder, on the ILA Virtual Market Place**, the centralized exhibitor and product search tool on the internet and in the **ILA App**.

The various packages are based on the size of the exhibitor's display space or chalet. **Co-exhibitors** receive a free listing with basic company information in the Virtual Market Place®, the Quickfinder and the ILA App. If multiple stands are booked, the Advertising box is only billed once at the price of the higher package.

<p>Starter Package</p> <p>EUR 399.00 plus VAT</p> <p>For main exhibitors with 20 m² display space and aircraft larger than 5.7 t maximum take-off weight (MTOW)</p>	<p>Classic Package</p> <p>EUR 699.00 plus VAT</p> <p>For main exhibitors with 21 to 80 m² display space</p>	<p>Premium Package</p> <p>EUR 999.00 plus VAT</p> <p>For main exhibitors with more than 80 m² display space and chalet renters</p>
<p>Quickfinder</p> <ul style="list-style-type: none"> - One basic company entry (<i>company name, hall/stand number</i>) 	<p>Quickfinder</p> <ul style="list-style-type: none"> - One basic company entry (<i>company name, hall/stand number</i>) 	<p>Quickfinder</p> <ul style="list-style-type: none"> - One basic company entry (<i>company name, hall/stand number</i>)
<p>ILA Virtual Market Place</p> <ul style="list-style-type: none"> - Basic company entry (<i>company name, postal address, Internet address, Hall/Stand number</i>) - Entry in the main product category of the product group index - Email, telephone, fax - Company profile (<i>max. 250 characters</i>) - 1 contact person with contact details and photo <p>Additional services at extra charge:</p> <ul style="list-style-type: none"> - Banner advertising - Upgrade to Classic or Premium Package - Placement of job offers on the online Job Market 	<p>ILA Virtual Market Place</p> <p>Same services as Starter Package plus:</p> <ul style="list-style-type: none"> + Extended company profile (<i>max. 1,000 characters</i>) + Hyperlink to videos on the exhibitor's pages + Logo + Entries in up to 10 product groups + Presentation of up to 10 products with text and images + 2 additional contact person with contact details and photo + Links to social media profiles (e.g Facebook, Twitter, YouTube etc.) <p>Additional services at extra charge:</p> <ul style="list-style-type: none"> - Banner advertising - Upgrade to Premium Package - Placement of job offers on the online Job Market 	<p>ILA Virtual Market Place</p> <p>Same services as Classic Package plus:</p> <ul style="list-style-type: none"> + Extended company profile (<i>max. 4,000 characters</i>) + Entries in up to 5 additional product groups + Presentation of up to 5 additional products with text and images + Hyperlinks to products on company website + Embedding of PDF files + 2 additional contact person with contact details and photo <p>Additional services at extra charge:</p> <ul style="list-style-type: none"> - Banner advertising - Additional product entries - Placement of job offers on the online Job Market
<p>ILA App</p> <p>Your basic entry will also be integrated in the official ILA App. The ILA App supports ILA visitors and exhibitors to manage their visit at ILA Berlin most effectively. It contains all relevant information such as the complete list of exhibitors as well as an interactive exhibition plan. The app is available in German and English, for iOS and Android devices.</p>		

Your data is published on the ILA Virtual Market Place at the latest 4 weeks prior to the exhibition. You are entitled to use the services **until about 12 weeks prior to ILA 2020**. After a successful registration you will receive data forms where you can fill in the company details which you would like to have published in the Quickfinder, the ILA Virtual Market Place and the ILA App. All entries initially display the information you have provided in the stand registration.

Contact:

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