

m+a ExpoDataBase – Online Media Data Contents

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m+a ExpoDataBase – THE exhibition portal

RELAUNCH January 2010:

- > **Extended power-search functions** (e.g. multiple search, filter options):
Optimal crosslinking of all content sections
- > **4 individual target group channels:** For **Exhibitors** | For **Organisers** | For **Visitors** | For **Service Providers**
Better reachability of target groups
- > **Personal login section** with special features for saving search queries, hit lists and documents and for monitoring tradeshow:
Increased user benefit, higher usability, better customer loyalty
- > **Premium contents:** News and market analysis, know-how for planning tradeshow (checklists, tutorials)
- > **International:** www.expodatabase.com (English), www.expodatabase.de (German)

Target groups and users of m+a ExpoDataBase

1. Decision makers of the exhibition industry in all economic sectors*

- > e.g. automobile industry, textile, food and building industry
- > international and national companies
- > associations, export and import departments of trade and industry

2. Planning and purchasing departments

of small, middle sized, and big companies with more than 500 employees

3. Fair, tradeshow and exhibition organisers

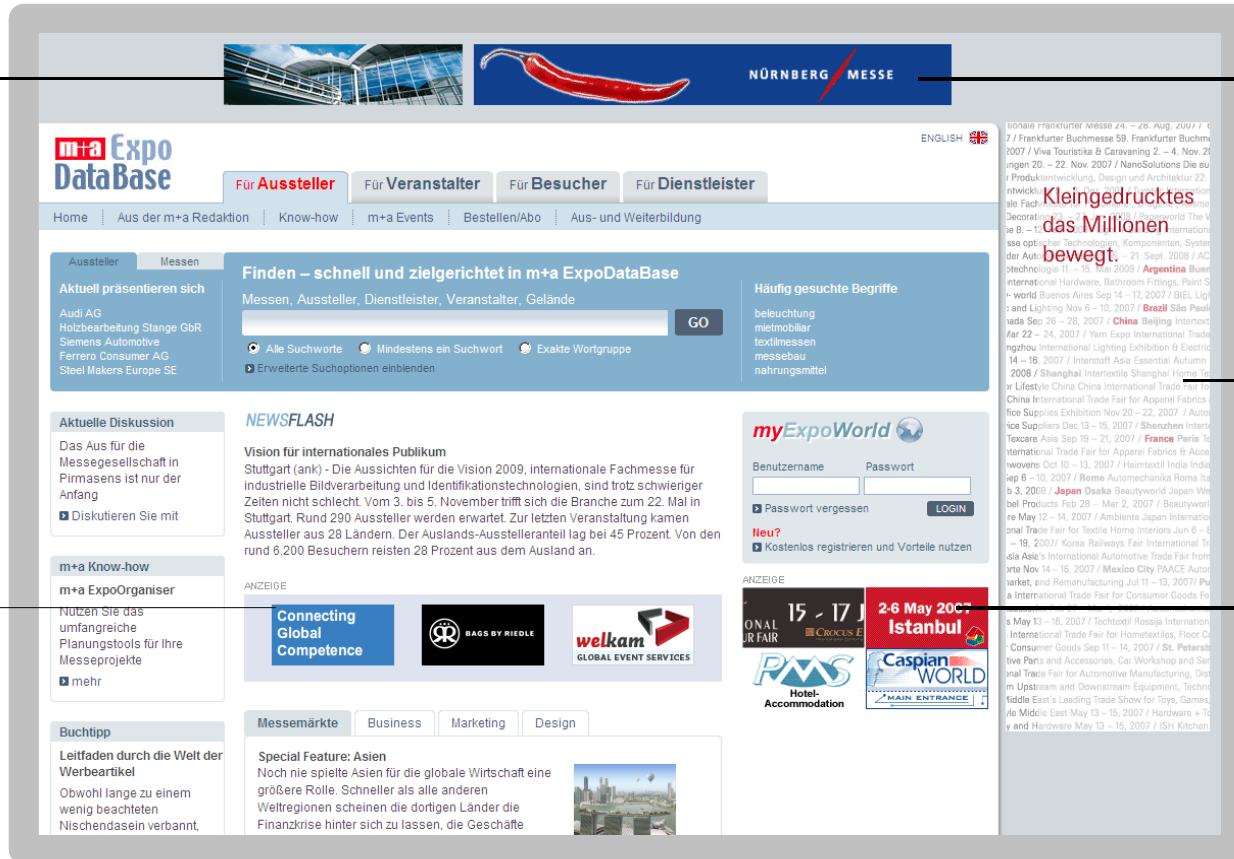
of regional, national and international tradeshows and exhibitions,
leading trade fairs worldwide in all business sectors

4. Service providers and companies

directly or closely related to fairs, tradeshows, events and the exhibition industry.
e.g.: Audio-video technology, event marketing up to stand building and tents,
but also travel agencies, airlines and hotels

*Online-survey 2006

Overview of advertisement specifications



**Top Banner
Half Size**

Width/height: 234 x 60
Pixel
File size: up to 35 KB

**Top-Banner
Full Size**

Width/height: 468 x 60
Pixel
File size: up to 40 KB

**Middle-
Button**

Width/height: 120 x 60
Pixel
File size: up to 25 KB

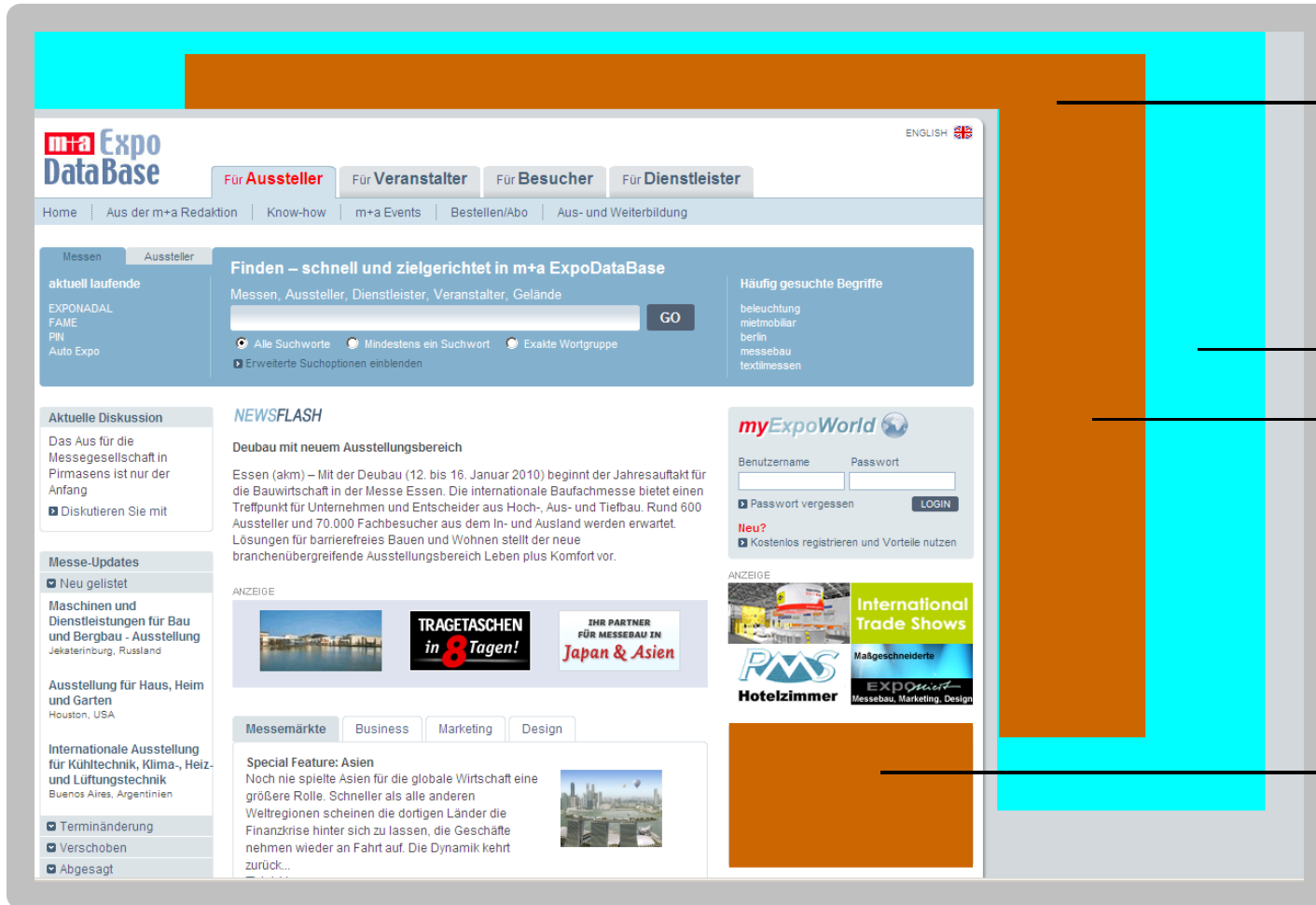
Skyscraper

Width/height: 160 x 600
Pixel
File size: up to 60 KB

Button-Ad

Width/height: 120 x 60
Pixel
File size: up to 25 KB

Overview of advertisement specifications



Hockeystick*

Width/height: 160 x 600 Pixel
 + 728 x 90 Pixel
File size: up to 60 KB

Wallpaper*

Width/height: 160 x 600 Pixel
 + 728 x 90 Pixel
 + background
File size: up to 60 KB

Rectangle

Width/height: 242 x 120 Pixel
File size: up to 50 KB

*Please contact us concerning technical specifications

Specifications: Corporate profiles on m+a ExpoDataBase

Premium entry

Company's presentation on an individual microsite (English/ German) and a high-impact corporate profile including own news-archive.

- > Entry in 4 service categories, up to 10 relevant search keywords and 3-5 photos or reference
- > Profile storage of the news you have published (news-archive)
- > Company's logo featured on profile and hit lists
- > Hyperlink to your company's website
- > On request integration of a video message (additional fee of EUR 350,-)

Standard entry featuring

- > Entry of company's address in 4 service categories (English/ German), up to 5 relevant search keywords
- > Company's logo featured on profile and hit lists
- > Hyperlink to your company's website

Address entry

Address entry on m+a ExpoDataBase, free of charge: without e-mail-address, hyperlink and logo

Online-registrations for supplying companies: [Registration form](#)

Rates: Button

for each target group channel: For Exhibitors | For Organisers | For Visitors | For Service Providers

We recommend animation-free presentations!!

Middle button / Right hand button / Rotating button

Fixed placement advertising, maximum of 3 motives rotating

Width / height: 120 x 60 Pixel; File size: up to 25 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Right hand button, 1 month	EUR 360,-
> Middle button, 1 month	EUR 400,-

Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Right hand button, 1 month	EUR 160,-
> Middle button, 1 month	EUR 200,-

Rate 3: Rotating button

> Button, rotating in random order, 1 month	EUR 120,-
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Rates: Top-Banner Full-Size and Top-Banner Half-Size

for each target group channel: For Exhibitors | For Organisers | For Visitors | For Service Providers

We recommend smart animated presentations!!

Top-Banner, Full-Size

Fixed placement advertising, maximum of 3 motives rotating
Width / heigt: 468 x 60 Pixel; File size: up to 40 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Top-Banner, 1 month	EUR 620,-
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Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Top-Banner, 1 month	EUR 300,-
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Rate 3: Rotating Top-Banner, Full-Size

> Top-Banner, rotating in random order, 1 month	EUR 200,-
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Top-Banner, Half-Size

Fixed placement advertising, maximum of 3 motives rotating
Width / heigt: 234 x 60 Pixel; File size: up to 35 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Top-Banner, Half-Size, 1 month	EUR 420,-
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Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Top-Banner, Half-Size, 1 month	EUR 200,-
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Rate 3: Rotating Top-Banner, Half-Size

> Top-Banner Half-Size, rotating in random order, 1 month	EUR 140,-
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Rates: Skyscraper and Hockeystick

for each target group channel: For Exhibitors | For Organisers | For Visitors | For Service Providers

Skyscraper

Fixed placement advertising, maximum of 3 motives rotating
Width / height: 160 x 600 Pixel; File size: up to 60 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Skyscraper, 1 month	EUR 1.240,-
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Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Skyscraper, 1 month	EUR 620,-
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Rate 3: Rotating Skyscraper

> Skyscraper, rotating in random order, 1 month	EUR 400,-
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Hockeystick*

Fixed placement advertising, maximum of 3 motives rotating
Width / height: 160 x 600 Pixel + 728 x 90 Pixel; File size: up to 60 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Hockeystick, 1 month	EUR 2.400,-
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Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Hockeystick, 1 month	EUR 1.200,-
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Rate 3: Rotating Hockeystick

> Hockeystick, rotating in random order, 1 month	EUR 800,-
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*Please contact us concerning technical specifications.

Rates: Wallpaper and Rectangle

for each target group channel: For Exhibitors | For Organisers | For Visitors | For Service Providers

Wallpaper* (Hockeystick + background colour)

Fixed placement advertising, maximum of 3 motives rotating

Width / height: 160 x 600 Pixel + 728 x 90 Pixel + Background; File size: up to 60 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Wallpaper, 1 month	EUR 2.600,-
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Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Wallpaper, 1 month	EUR 1.300,-
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Rate 3: Rotating Wallpaper

> Wallpaper, rotating in random order, 1 month	EUR 880,-
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Rectangle

Fixed placement advertising, maximum of 3 motives rotating

Width / height: 242 x 120 Pixel; File size: up to 50 KB; GIF, JPG, PNG, SWF

Rate 1: Homepage of target group channels and homepage of sections: Tradeshows, service-providers, organisers, news

> Rectangle, 1 month	EUR 600,-
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Rate 2: Section: Service Provider for each business sector (e.g. stand building) - sections: Venues, associations, audit organisations

> Rectangle, 1 month	EUR 300,-
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Rate 3: Rotating Rectangle

> Rectangle, rotating in random order, 1 month	EUR 200,-
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*Please contact us concerning technical specifications.

Rates: Corporate profiles

Duration: 12 months

Premium-entry

Company presentation on microsite incl. logo, hyperlink, 5 photos of reference, news-archive and 10 keywords in 4 service provider channels

Delivery of logo, minilogo, photo of reference as GIF, JPEG, PNG

- > Logo Width / height: 400 x 85 Pixel
- > Mini logo Width / height: 50 x 50 Pixel
- > Photos of reference Width / height: 510 x up to 425 Pixel

EUR 600,-

Basis entry with hyperlink

Address entry with hyperlink incl. Logo and 5 keywords in 4 service provider channels

Delivery of logo, minilogo, photo of reference as GIF, JPEG, PNG

- > Logo Width / height: 400 x 85 Pixel
- > Mini logo Width / height: 50 x 50 Pixel

EUR 350,-

Address entry

Address entry
without hyperlink, e-mail-address, logo

free of charge

* Please send all your fotos and logos as a separate e-mail to: margitta.jahreis@expodatabase.com

Rates: Hyperlinks and Logos in section: tradeshow

Duration: 12 months

Basic hyperlink from tradeshow entry to one URL (e.g. organiser's website)

Rate depends on total number of tradeshows

> First tradeshow	EUR 300,-
> Each additional tradeshow	EUR 60,-
> 19-51 tradeshows, flatrate	EUR 1.400,-
> 51 tradeshows or more	on request

Individual hyperlink from tradeshow entry (tradeshow specific website)

Rate depends on total number of tradeshows

> First tradeshow	EUR 300,-
> Each additional tradeshow	EUR 105,-

Logo on tradeshow entry incl. minilogo on hit list

Rate depends on total number of tradeshows

Width/ height: 295 x 85 Pixel; GIF, JPG, PNG

> Each tradeshow logo	EUR 75,-
> at least 10 tradeshow logos, rate for each logo	EUR 50,-

* Please send all your fotos and logos as a separate e-mail to: margitta.jahreis@expodatabase.com

Contact information

For booking your online advertisement on m+a ExpoDataBase, questions and further information, please contact:

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