

# ILA Berlin Media Data

More visibility in all ILA Berlin media

Next trade show: April 25 – 29, 2018

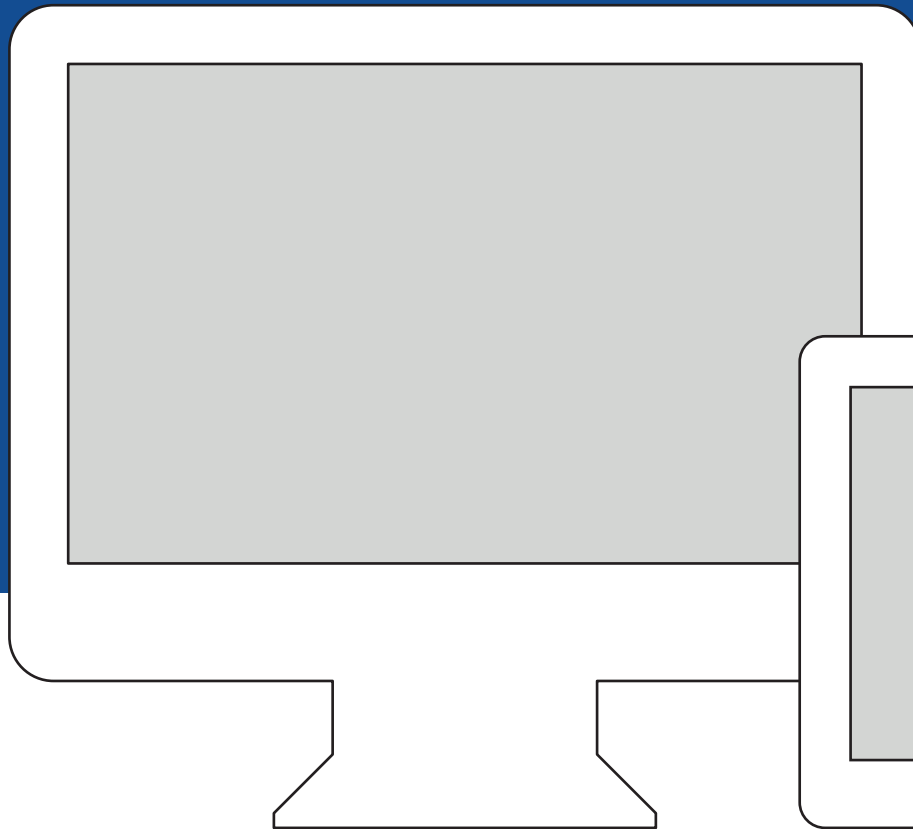
**ILA** BERLIN

INNOVATION AND  
LEADERSHIP IN AEROSPACE

The new media concept for  
ILA Berlin

- ✓ ILA Virtual Market Place
- ✓ ILA App
- ✓ ILA Quickfinder
- ✓ ILA Social Media
- ✓ ILA Website

A full  
service  
solution



# We developed a brand new media concept for ILA Berlin 2018

## Overview

<b>1. The new media concept of ILA Berlin 2018.....</b>	<b>3</b>
<b>2. Services and upgrades for main exhibitors.....</b>	<b>4</b>
2.1 Services: The ILA Marketing Package .....	4
2.2 Upgrades for main exhibitors .....	5
<b>3. Services and upgrades for co-exhibitors .....</b>	<b>6</b>
<b>4. Exclusive media presence .....</b>	<b>7</b>
4.1 Specifications for your printed services.....	8
<b>5. Theme-related advertising packages for main and co-exhibitors .....</b>	<b>9</b>
<b>6. Individual advertising options .....</b>	<b>10</b>
6.1 Landing page banner ad .....	10
6.2 Banner formats on search results page .....	11

# 1. The new media concept of ILA Berlin 2018

Benefit from our new products



- ✓ The Virtual Market Place® editorial team is the centralized support for your exhibitor entries
- ✓ Simplified booking of all additional services for ILA Berlin media in the Virtual Market Place® online shop
- ✓ New advertising packages assure maximum visibility for your company throughout all ILA Berlin channels
  1. ILA Virtual Market Place
  2. ILA App
  3. ILA Quickfinder
  4. ILA Social Media
  5. ILA Website

## 2. Services and upgrades for main exhibitors

### 2.1 Services: The ILA Marketing Package

Starter Package	Classic Package	Premium Package
<b>ILA Virtual Market Place and ILA App</b>		
<ul style="list-style-type: none"> <li>✓ Basic company entry (company name, postal address, internet address, hall/stand-number)</li> <li>✓ Entry in the main product category of the product group index</li> <li>✓ Email, telephone, fax</li> <li>✓ Company profile (max. 250 characters)</li> <li>✓ 1 contact person with contact details and photo</li> </ul>	<ul style="list-style-type: none"> <li>✓ Basic company entry (company name, postal address, internet address, hall/stand number)</li> <li>✓ Entry in the main product category of the product group index</li> <li>✓ Email, telephone, fax</li> <li>✓ Company profile (max. 1,000 characters)</li> <li>✓ 3 contact person with contact details and photo</li> <li>✓ Hyperlink to videos on the exhibitor's pages</li> <li>✓ Logo</li> <li>✓ Entries in up to 10 product groups</li> <li>✓ Presentation of up to 10 products with text and images</li> <li>✓ Links to social media profiles (e.g Facebook, Twitter, YouTube etc.)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Basic company entry (company name, postal address, internet address, hall/stand number)</li> <li>✓ Entry in the main product category of the product group index</li> <li>✓ Email, telephone, fax</li> <li>✓ Company profile (max. 4,000 characters)</li> <li>✓ 5 contact person with contact details and photo</li> <li>✓ Hyperlink to videos on the exhibitor's pages</li> <li>✓ Logo</li> <li>✓ Entries in up to 15 product groups</li> <li>✓ Presentation of up to 15 products with text and images</li> <li>✓ Links to social media profiles (e.g Facebook, Twitter, YouTube etc.)</li> <li>✓ Hyperlinks to products on company website</li> <li>✓ Embedding of PDF files</li> </ul>
<b>ILA Quickfinder</b>		
<ul style="list-style-type: none"> <li>✓ Basic company entry (company name, hall/stand number)</li> </ul>		

## 2.2 Upgrades for main exhibitors

Your exhibitor entry: Virtual Market Place<sup>®</sup>, ILA Quickfinder and ILA App

ILA Quickfinder
<b>Full Print Upgrade *</b>
<ul style="list-style-type: none"> <li>+ Logo ** in the exhibitor directory</li> <li>+ Logo ** in the printed hallplan</li> <li>+ Address in the exhibitor directory</li> <li>+ Telephone, fax, email, internet address in the exhibitor directory</li> </ul>

490 €

ILA Quickfinder
<ul style="list-style-type: none"> <li>+ Advertisement within the printed catalogue **</li> </ul>

1,100 €

Cross-media
<b>Visibility Package ***</b>
<ul style="list-style-type: none"> <li>+ Logo on the start page of the ILA App</li> <li>+ Print Logo ** next to the floor plan in the ILA Quickfinder</li> <li>+ Logo on the start page of the ILA Virtual Market Place</li> </ul>

limited 950 €

ILA Virtual Market Place and ILA App	
+ Upgrade from Starter to Classic Package	300 €
+ Upgrade from Starter to Premium Package	600 €
+ Upgrade from Classic to Premium Package	300 €
+ Logo in the online-entry for exhibitors with a Starter Package	110 €
+ 1 additional product with 4,000 characters text and 1 product picture	50 €
Job offers	
+ 1 job offer with a text of up to 4,000 characters	60 €
+ 1 image	
+ 1 contact person with name, postal address, email, telephone and tele-fax number, internet address	
+ available for 3 months	
+ 3 job offers, each with a text of up to 4,000 characters	150 €
+ 1 image per job offer	
+ 1 contact person per job offer with name, postal address, email, telephone and telefax number, internet address	
+ available for 3 months	

ILA App
<b>Image banner</b>
<ul style="list-style-type: none"> <li>+ ILA App</li> <li>+ Image banner</li> <li>+ Exclusive floating image or video banner on selected subpages (e.g. visitor information) – the image banner is linked to the company's entry in the app</li> <li>+ Availability is limited to 1 banner per subpage</li> </ul>

1.800 €

\* Requirement for the Full Print Upgrade is at least the Starter Package with the logo single service.

\*\* You can find the specifications for your printable logo or advertisement on page 8.

\*\*\* These services are only available to main and co-exhibitors with a Classic or Premium Package. Only 20 places available.

# 3. Services and upgrades for co-exhibitors

Your exhibitor entry: Virtual Market Place®, ILA Quickfinder and ILA App

Services
<b>ILA Virtual Market Place</b>
✓ Basic company entry
<b>ILA App</b>
✓ Basic company entry
<b>ILA Quickfinder</b>
✓ Basic company entry

By purchasing an upgrade to one of the Marketing Packages you can book many additional services.

With a Starter Package you can already book the following packages:

- Full Print Upgrade ..... p. 5
- Job offers..... p. 5

ILA Virtual Market Place & ILA App	
+ Upgrade from co-exhibitor-package to co-exhibitor package with logo	110€
+ Upgrade from co-exhibitor package to Starter Package	399€
+ Upgrade from co-exhibitor package to Classic Package	699€
+ Upgrade from co-exhibitor package to Premium Package	999€

Cross-media	
<b>Visibility Package *</b>	limited 950€
+ Logo on the start page of the ILA App	
+ Print Logo ** next to the floor plan in the ILA Quickfinder	
+ Logo on the start page of the ILA Virtual Market Place	

ILA Quickfinder	
+ Advertisement within the printed catalogue **	1,100€

ILA App	
<b>Image banner</b>	
+ ILA App	
+ Image banner	
+ Exclusive floating image or video banner on selected subpages (e.g. visitor information) – the image banner is linked to the company’s entry in the app	
+ Availability is limited to 1 banner per subpage	

\* These services are only available to main and co-exhibitors with a Classic or Premium Package. Only 20 places available.  
 \*\* You can find the specifications for your printable logo or advertisement on page 8.

# 4. Exclusive media presence

## Top Sponsoring packages for all ILA Berlin media

ILA Virtual Market Place, ILA App, ILA Website, ILA Quickfinder and ILA Social Media

Each package can be booked by only one exhibitor

Present your company **EXCLUSIVELY** on the Quickfinder cover!

Gold <b>Exclusive! 12,000€</b>	Silver <b>Exclusive! 9,500€</b>	Bronze <b>Exclusive! 7,000€</b>	ISC sponsor <b>Exclusive! 7,900€</b>
<b>ILA Quickfinder</b>	<b>ILA Quickfinder</b>	<b>ILA Quickfinder</b>	<b>ISC Guide</b>
<ul style="list-style-type: none"> <li>+ Exclusive ad on the outside of the back cover</li> <li>+ Full Print Upgrade</li> </ul>	<ul style="list-style-type: none"> <li>+ Exclusive ad on the inside of the front cover</li> <li>+ Full Print Upgrade</li> </ul>	<ul style="list-style-type: none"> <li>+ Exclusive ad on the inside of the back cover</li> <li>+ Full Print Upgrade</li> </ul>	<ul style="list-style-type: none"> <li>+ Exclusive ad on the outside of the back cover</li> <li>+ Full Print Upgrade</li> </ul>
<b>ILA App</b>	<b>ILA App</b>	<b>ILA App</b>	<b>ILA App</b>
<ul style="list-style-type: none"> <li>+ Exclusive pop-up banner on the App landingpage – linked to your exhibitor entry in the App</li> <li>+ Sponsor announcement including ILA App QR Code at the entrances connection with the QR code of the ILA App at the entrances of the exhibition grounds, on the site maps and on all hall overviews</li> </ul>	<ul style="list-style-type: none"> <li>+ Banner in the exhibitor section of the app – linked to your company's entry</li> </ul>	<ul style="list-style-type: none"> <li>+ Banner in the branches section of the app – linked to your company's entry</li> </ul>	<ul style="list-style-type: none"> <li>+ Exclusive image banner ad in the ISC section of the app</li> </ul>
<b>ILA Virtual Market Place</b>	<b>ILA Virtual Market Place</b>	<b>ILA Virtual Market Place</b>	<b>ILA Virtual Market Place</b>
<ul style="list-style-type: none"> <li>+ Top position banner ad on the start page</li> <li>+ Content ad banner on the search results page</li> </ul>	<ul style="list-style-type: none"> <li>+ Content ad banner on the start page</li> <li>+ Content ad banner on the search results page</li> </ul>	<ul style="list-style-type: none"> <li>+ Content ad banner on the start page</li> </ul>	<ul style="list-style-type: none"> <li>+ Content ad banner on the search results page</li> </ul>
<b>ILA Website</b>	<b>ILA Website</b>	<b>ILA Website</b>	<b>ILA Social Media</b>
<ul style="list-style-type: none"> <li>+ Exclusive top position banner ad on the app's download page</li> </ul>	<ul style="list-style-type: none"> <li>+ Content ad banner on the app's download page</li> </ul>	<ul style="list-style-type: none"> <li>+ Content ad banner on the app's download page</li> </ul>	<ul style="list-style-type: none"> <li>+ Named as ISC sponsor on Facebook and Twitter incl. link to entry on the ILA Virtual Market Place.</li> </ul>
<b>ILA Social Media</b>			
<ul style="list-style-type: none"> <li>+ Announcement as sponsor on Facebook and Twitter in the ILA App Launch post including link to your Virtual Market Place® exhibitor entry</li> </ul>			
<b>+ Visibility Package</b>	<b>+ Visibility Package</b>	<b>+ Visibility Package</b>	<b>+ Visibility Package</b>

## 4.1 Specifications for your printed services

Specifications for your printed advertisement	
<b>Dimension</b>	DIN A5 upright format (148 x 210 mm with additional 3 mm bleed on all four sides)
<b>File format</b>	PDF
<b>Maximum file size</b>	20 MB
<b>Resolution</b>	300 dpi
<b>Color space</b>	CMYK (Cyan/Magenta/Yellow/Key-color = black), display black text without colours (100% black)

Specifications for your printed logo	
<b>Requirement</b>	free scalable vector graphic
<b>File format</b>	eps, ai
<b>Color space</b>	CMYK (Cyan/Magenta/Yellow/Key-color = black)

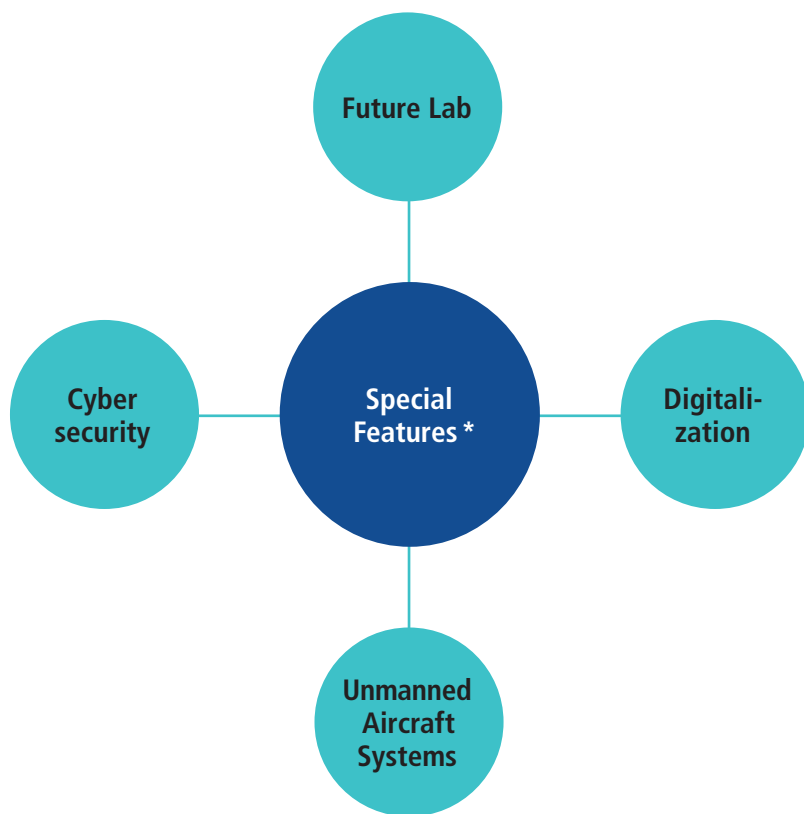
### How to submit your data:

Please send your printed advertisement and logo via email to:  
[editorial@virtualmarket.ila-berlin.de](mailto:editorial@virtualmarket.ila-berlin.de)

→ The deadline for the delivery of your printable advertisements is 9 March 2018.



# 5. Theme-related advertising packages for main and co-exhibitors



*per package!*  
**890€**

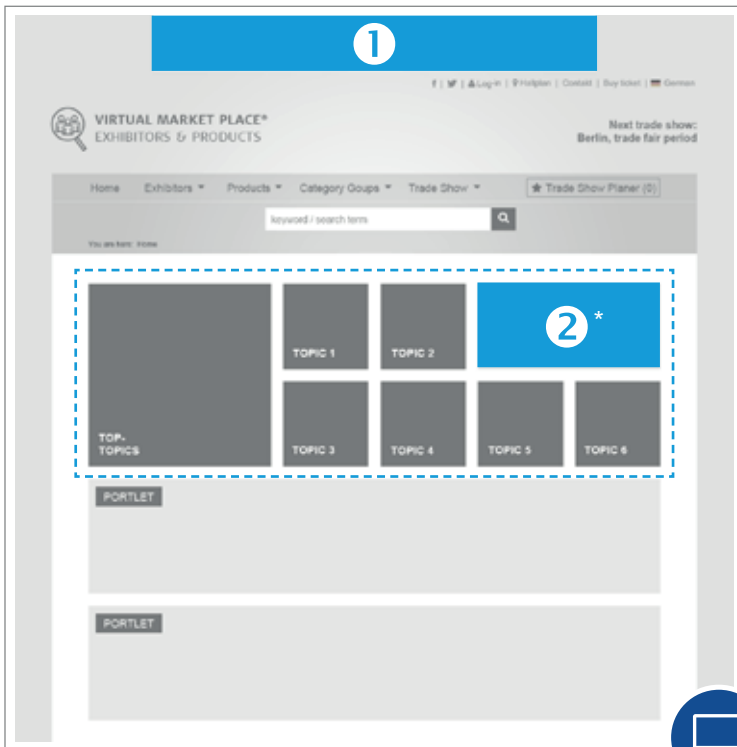
Channels	Themed package at the example „Digitalization“
<b>ILA Virtual Market Place</b>	+ Detailed information in the exhibitor profile on the editorial topic “Digitalization”
<b>ILA Website</b>	+ Logo, company name and link to the exhibitor profile on an editorial overview page “Digitalization” (3 weeks before and 1 week after ILA Berlin 2018)
<b>ILA Quickfinder</b>	+ Short portrait incl. detailed information on the editorial topic “Digitalization” (550 characters) + Logo ** + Hall/stand + Contact details + Placement on editorial page on the topic “Digitalization”
<b>ILA Social Media: Facebook &amp; Twitter</b>	+ One editorial post on the topic “Digitalization” including link to the ILA Virtual Market Place exhibitor profile

\* These services are only available to main and co-exhibitors with a Classic or Premium Package. A maximum of three exhibitors per themed package.

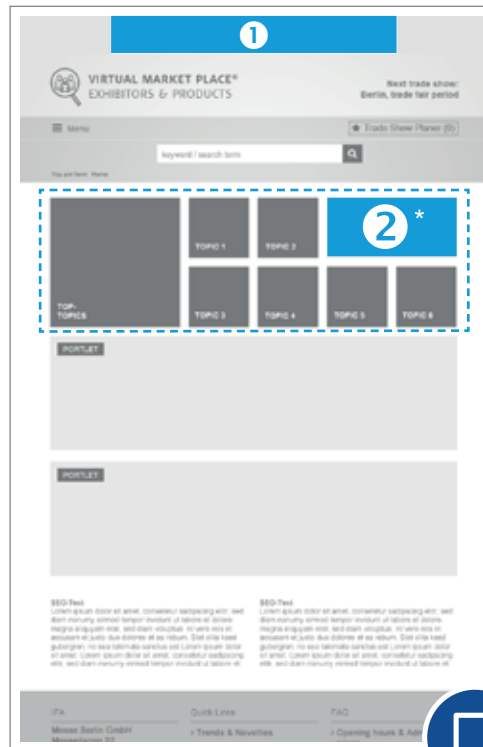
\*\* You can find the specifications for your printable logo or ad on page 8.

# 6. Individual advertising options

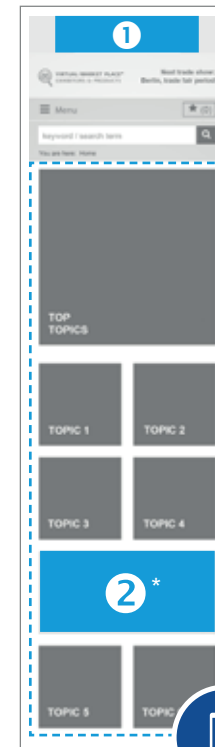
## 6.1 Landing page banner ad



Desktop



Tablet



Smartphone

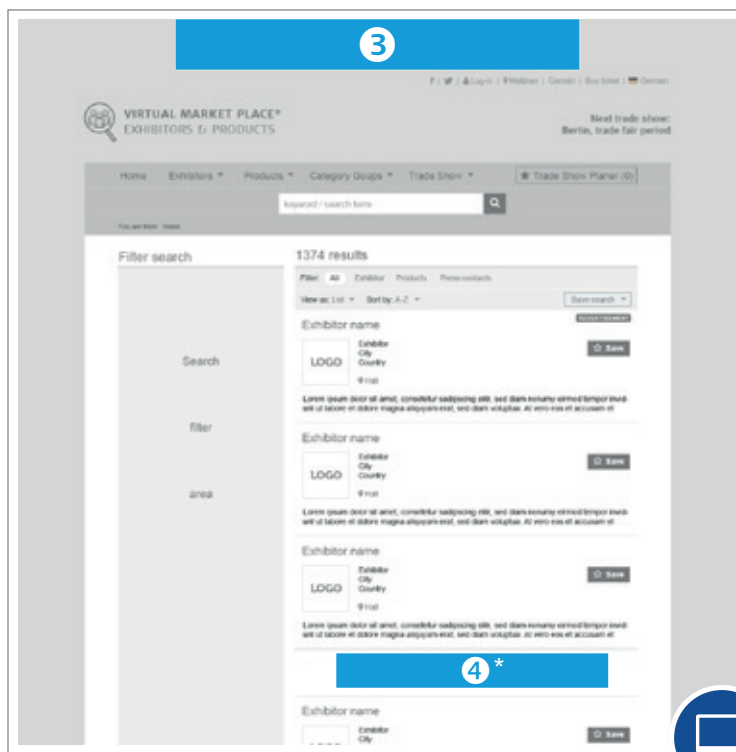
Position	Format (px)	File size	File type	Price
<b>1</b> Top Position	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png oder gif	2,000 €
<b>2*</b> Content Ad	300 x 140	max. 40 kB	jpg, png oder gif	1,800 €

Get a banner with a top sponsoring package!

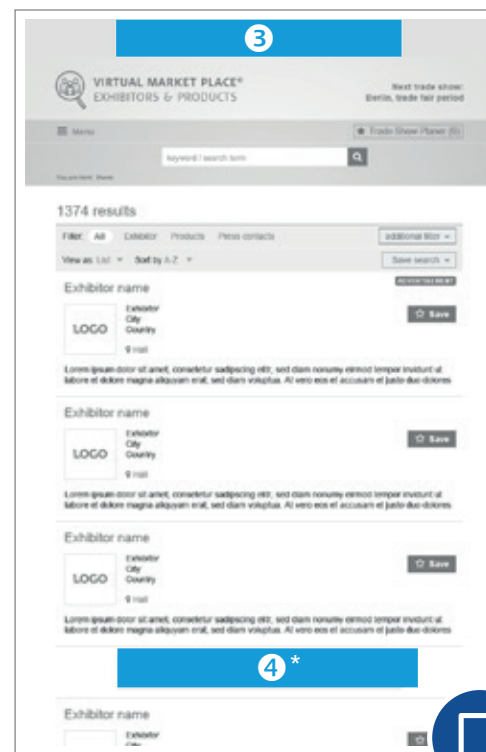
The ad sections rotate up to five customers per advertising space. Valid from 03/15/2018 – 12/31/2018.

\* The banner position 2 (Content Ad) is located within the marked area. Messe Berlin reserves the right to change the exact position and size of the advertising space.

## 6.2 Banner formats on search results page



Desktop



Tablet

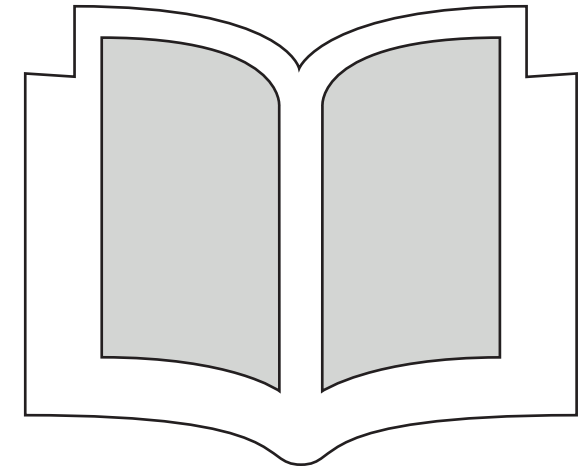
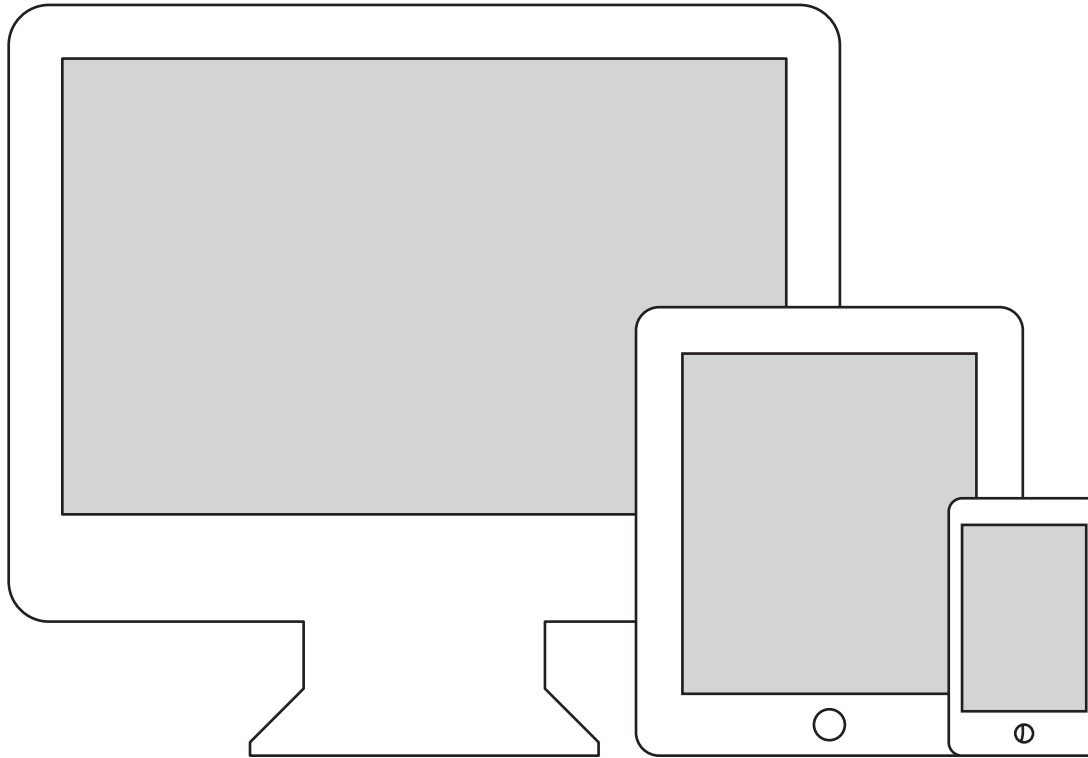


Smartphone

Position	Format (px)	File size	File type	Price
<b>3 Top Position</b>	728 x 90 (Desktop) 468 x 60 (Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 40 kB max. 15 kB	jpg, png oder gif	1,800 €
<b>4* Content Ad</b>	468 x 60 (Desktop + Tablet) 234 x 60 (Smartphone)	max. 40 kB max. 15 kB	jpg, png oder gif	1,800 €

Get a banner with a top sponsoring package!

The ad sections rotate up to five customers per advertising space. Valid from 03/15/2018 – 12/31/2018.  
\* Positioned after the third search result.



## Contact us!

Messe Berlin GmbH  
Virtual Market Place®  
Editorial Team  
Messedamm 22  
14055 Berlin

T +49 30 3038 2180  
F +49 30 3038 2182  
[editorial@virtualmarket.ila-berlin.de](mailto:editorial@virtualmarket.ila-berlin.de)

[Terms and conditions](#)