

## BUS2BUS Media Package

With the **Media Package**, Messe Berlin GmbH offers **BUS2BUS** exhibitors a series of selected **marketing tools** designed to strengthen their trade show participation and enhance their presence on the market.

The Media Package comprises entries in the BUS2BUS plus Online Platform, the BUS2BUS Visitor Guide (leaflet with hall plans for trade visitors) and the BUS2BUS App.

The costs of the **Media Package** are met by exhibitors and co-exhibitors in the form of an obligatory one-off fee, for which the hirer of the stand will be issued an invoice.

Services main exhibitor (= Media Package)	Services co-exhibitor (= Basic entry)
<b>BUS2BUS plus (Online Platform) &amp; BUS2BUS App</b> <ul style="list-style-type: none"> <li>Basic entry (company name, address, hall and stand number)</li> <li>Telephone, fax, email, internet address</li> <li>Contact persons with picture, telephone number and email</li> <li>Company profile (max. 4,000 char. incl. spaces)</li> <li>Company logo</li> <li>Entry in three categories of the product group index</li> <li>One entry in the corresponding segment</li> <li>Link to Social Media (e.g. Facebook, Twitter etc.)</li> <li>Entry of up to five products in text and picture with link to homepage (max. 4,000 char. incl. spaces per product)</li> <li>Links to the company's website</li> <li>Upload media (e.g. pdf, images, videos)</li> </ul>	<b>BUS2BUS plus (Online Platform) &amp; BUS2BUS App</b> <ul style="list-style-type: none"> <li>Basic entry (company name, address, hall and stand number)</li> <li>Telephone, fax, email, internet address</li> <li>Contact person with picture, telephone number and email</li> <li>Company profile (max. 4,000 char. incl. spaces)</li> <li>Company logo</li> <li>Entry in one category of the product group index</li> <li>Link to Social Media (e.g. Facebook, Twitter etc.)</li> </ul>
<b>BUS2BUS Visitor Guide &amp; Exhibitor list (Website)</b> <ul style="list-style-type: none"> <li>Basic entry in the alphabetical exhibitor's directory (company name, hall and stand number)</li> </ul>	<b>BUS2BUS Visitor Guide &amp; Exhibitor list (Website)</b> <ul style="list-style-type: none"> <li>Basic entry in the alphabetical exhibitor's directory (company name, hall and stand number)</li> </ul>
<p>After confirming your stand registration, log in to the <a href="#">BUS2BUS plus</a> Online Platform to complete your company entry yourself.</p> <p>If you have any questions, please contact the online editorial team via the <a href="#">online portal</a> or by telephone from Mon.-Fri., 9:00-17:00, on +49 30 3038 2500.</p>	
<b>Cost</b> <ul style="list-style-type: none"> <li><b>650.00 EUR</b> (excluding VAT)</li> </ul>	<b>Cost</b> <ul style="list-style-type: none"> <li><b>450.00 EUR</b> (excluding VAT)</li> </ul>
<b>Additional services at extra charge</b> <ul style="list-style-type: none"> <li>Additional product entries (BUS2BUS Online Platform)</li> <li>Online advertising (BUS2BUS Online Platform)</li> <li>Placement of banners on the exhibition grounds</li> </ul>	<b>Additional services at extra charge</b> <ul style="list-style-type: none"> <li>Upgrade to main exhibitor package (200.00 EUR, excluding VAT)</li> <li>Online advertising (BUS2BUS Online Platform)</li> <li>Placement of banners on the exhibition grounds</li> </ul>

### Duration

All Media Package services are available from **January 10, 2026** to **December 31, 2027**. During this period of time, you can update your entry as often as you like.