

## 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)  |
|---|--|
| <p><b>BUS2BUS plus (Online platform)</b></p> <ul style="list-style-type: none"> <li>▪ Basic entry<br/>(company name, address, hall and stand number)</li> <li>▪ Telephone, fax, email, internet address</li> <li>▪ Three 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>▪ Link to videos</li> </ul> | <p><b>BUS2BUS plus (Online platform)</b></p> <ul style="list-style-type: none"> <li>▪ Basic entry<br/>(company name, address, hall and stand number)</li> <li>▪ Telephone, fax, email, internet address</li> <li>▪ 1 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> |
| <p><b>BUS2BUS Visitor Guide</b></p> <ul style="list-style-type: none"> <li>▪ Basic entry in the alphabetical exhibitor's directory<br/>(company name, hall and stand number)</li> </ul>   | <p><b>BUS2BUS Visitor Guide</b></p> <ul style="list-style-type: none"> <li>▪ Basic entry in the alphabetical exhibitor's directory<br/>(company name, hall and stand number)</li> </ul>  |
| <p><b>BUS2BUS App</b></p> <p>Your company entry will also be displayed in the official BUS2BUS app. In the free app, trade visitors can research all relevant information about BUS2BUS and its exhibitors and effectively plan and follow up their visit. The app offers, among other things, the complete list of exhibitors, the stage program as well as an interactive map of the exhibition grounds. The app is available in German and English and for iOS and Android.</p>  |  |
| <p>You can request your personal accesas code from our editorial team: <a href="mailto:support@messe-berlin.de">support@messe-berlin.de</a>, in order to upload your data directly online on the <b>BUS2BUS plus Online Platform</b>.</p> <p>Should you have any questions, please do not hesitate to contact the editorial team from Mo.-Fr., 9:00-17:00 CET at +49 30 3038 2180.</p>  |  |
| <p><b>Cost</b></p> <ul style="list-style-type: none"> <li>▪ <b>595.00 EUR</b> (excluding VAT)</li> </ul>  | <p><b>Cost</b></p> <ul style="list-style-type: none"> <li>▪ <b>395.00 EUR</b> (excluding VAT)</li> </ul>   |
| <p><b>Additional services at extra charge (BUS2BUS plus):</b></p> <ul style="list-style-type: none"> <li>▪ Additional product entries (Online Platform)</li> <li>▪ Online advertising (Online Platform)</li> <li>▪ Placement of banners on the exhibition grounds</li> </ul>  | <p><b>Additional services at extra charge (BUS2BUS plus):</b></p> <ul style="list-style-type: none"> <li>▪ Upgrade to main exhibitor package<br/>(200.00 EUR, excluding VAT)</li> <li>▪ Online advertising (Online Platform)</li> <li>▪ Placement of banners on the exhibition grounds</li> </ul>  |

### Duration:

All Media Package services are available from **January 10th, 2022** to **December 31st, 2023**. During this period of time you can update your entry as often as you like.