



**INTERNATIONAL TRADE FAIR
AND CONGRESS**

- SAFETY
- SECURITY
- HEALTH AT WORK

A+A MEDIA SERVICES

The countdown for A+A 2021 is on. The worldwide no. 1 is offering you the full gamut of communication methods, an overview of which is presented in this media guide. A broad range of options is available for straightforward and effective communication with visitors.

Ensure that A+A visitors are fully aware of your presence with advertising media that works on all levels.

Further information is available at:

<https://oos.aplusa.de/en/marketing-services>

MEDIA FLAT RATE

The flat rate payable by every exhibitor for the media, amounting to 450 euros, is used to publish the exhibitor's information in digital and other media and to enable the exhibitor to use the event website. All additional services which can be purchased to enhance your online presence in this overview are detailed on the following page.

The following are included:



EXHIBITOR AND PRODUCT DATABASE

Be online, be present!

Showcase your company in the A+A Exhibitor and Product Database. With an innovative e-company profile, you're already in the public eye before this world-leading trade fair by being part of the A+A network. Here, you can make potential customers aware of your products and solutions.



Messe
Düsseldorf

Be part of it:
aplusa-online.com

ATTRACTIVE ADD-ONS

Leads, Customer Contacts & More

Use the extra product categories or include company and product videos to make your company's profile even more interesting and bring in more media formats.

L LOGO PACKAGE | 425 EUROS

Placement of your company or brand logo ensures visibility and attention: if you purchase the logo package, your logo will appear in the relevant A-Z exhibitor lists and you will be listed as a main exhibitor in the hall maps in both digital and print trade fair media.

IMAGE OR PRODUCT VIDEO | 150 EUROS

Showcase your skills!

Use videos to clearly demonstrate your products and services. These appear during A+A and are shown on the online portal after it has finished.

PRODUCT CATEGORIES | 65 EUROS

Place a brief in the product categories (company name) for published media:

D:vis (visitor information system) at the trade fair centre, mobile app, in the portal and in the catalogue.

WEB SESSION | 1,500 EUROS

To enable event visitors to develop interest in your products and services, you need to explain them clearly. Use a 30 minute web session to present your products to a wider audience and make valuable contacts. You can even reach potential leads this way on the online portal, beyond the visitors to the trade fair!

Messe Düsseldorf provides the platform. You just need to sell your product!



A+A PACKAGES OVERVIEW:	Media flat rate	Starter package	Professional package	Premium package	Silver event partner	Gold event partner	Platinum event partner
Ordering	Mandatory	Optional upgrade	Optional upgrade	Optional upgrade	Optional upgrade	Optional upgrade	Optional upgrade
Basic entry Exhibitor directories	✓	✓	✓	✓	✓	✓	✓
Product category brief	1	2	4	7	unlimited	unlimited	unlimited
Logo package	⊗	✓	✓	✓	✓	✓	✓
Top of the list entry	⊗	⊗	1	1	1	2	3
Image video	⊗	✓	✓	✓	✓	✓	✓
Product video	⊗	1	3	5	unlimited	unlimited	unlimited
Search result keywords	⊗	⊗	⊗	⊗	5	5	5
Web session	⊗	⊗	⊗	1	1	2	3
Premium listing	⊗	⊗	⊗	⊗	✓	✓	✓
Dashboard logo (app)	⊗	⊗	⊗	⊗	⊗	✓	⊗
Billboard banner	⊗	⊗	⊗	⊗	⊗	⊗	✓
Logo event partner site	⊗	⊗	⊗	⊗	✓	✓	✓
Price	450 euros	750 euros	1,150 euros	2,450 euros	4,000 euros	7,000 euros	10,000 euros

5% Discount

18% Discount

28% Discount

Limited Offer

Limited Offer

Limited Offer