



# IGW PLUS

GROWN TOGETHER

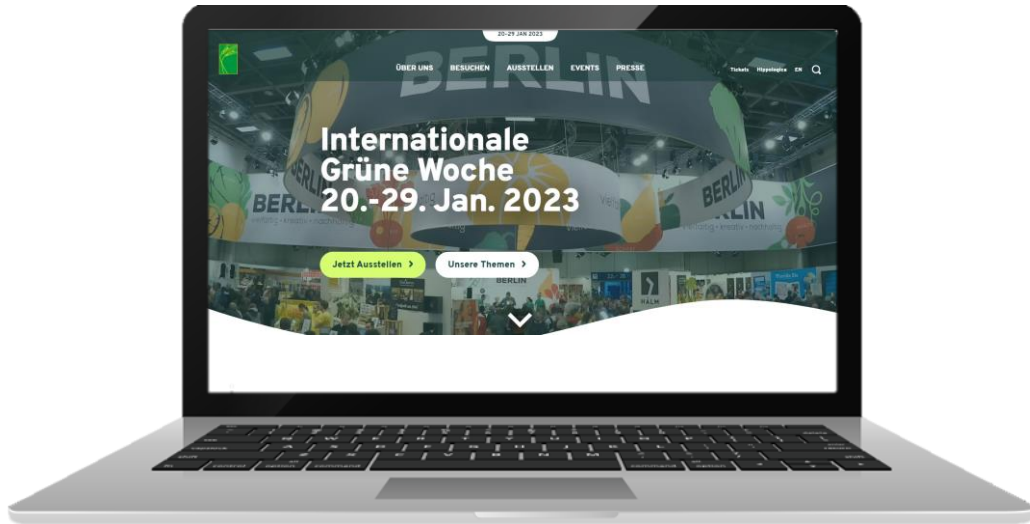
# An Overview

Digital advertising services of IGW 2023

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# The IGW 2023 media concept

Increase your visibility on the IGW website and in the App!



## The Media Package

Benefit from the digital and on-site network to make connections!

As an exhibitor, your stand registration included the obligatory Media Package – A marketing package with extensive entries on the IGW website and in the App.

### 1. IGW Website -

The online exhibitor list

### 2. IGW App -

The smart mobile guide for your trade fair visit

Complement your online presence with selected and impressive advertising spaces on-site and vice versa. Use our recommendations or select your favorite from our extensive portfolio!

# Your Media Package

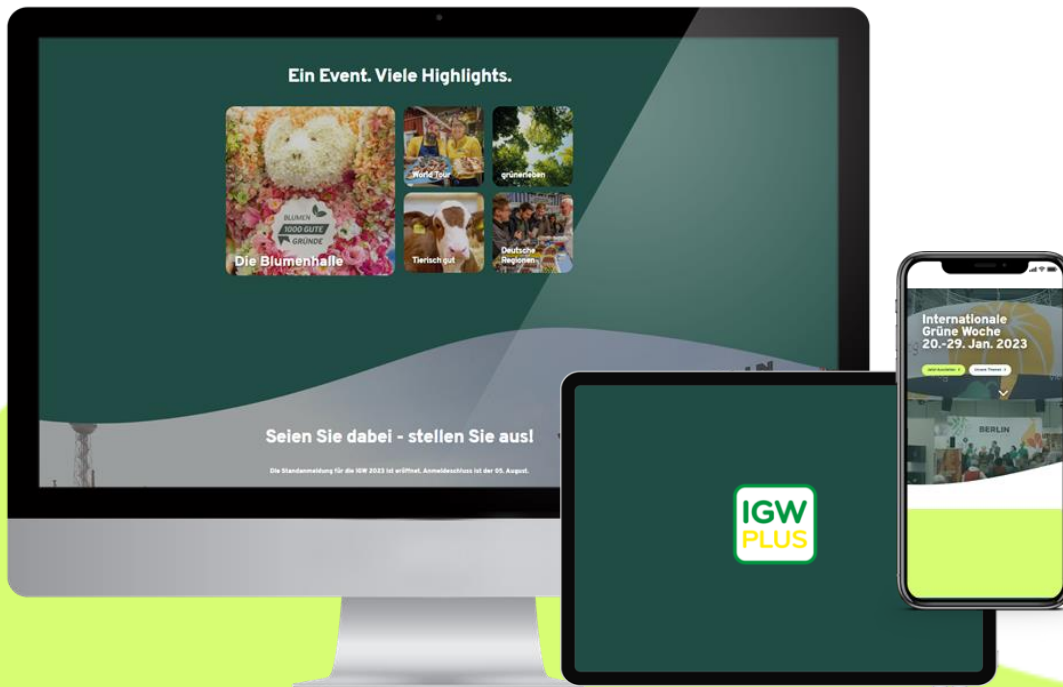
The following services are included in your stand registration

Media Package Primary exhibitor 399.00 € plus VAT	Media Package Co-exhibitor 130.00 € plus VAT
<p><b>Services online catalogue</b></p> <ul style="list-style-type: none"> <li>• Basic company entry (company name, company logo, address, hall and booth number)</li> <li>• Telephone, e-Mail</li> <li>• Web address</li> <li>• Contact persons with telephone number and e-mail</li> <li>• Company description in your profile (max. 4,000 char. Including spaces, media e.g., videos, pictures, PDFs max size 500Mb)</li> <li>• Cover picture for your company profile</li> <li>• Presentation of up to 10 products with product description (max. 4,000 char.)</li> <li>• Entry in the categories of the product group index</li> <li>• Products can be marked as „new“</li> <li>• Link to your own online shop</li> <li>• Link to social media profiles (Facebook, Twitter, YouTube etc.)</li> <li>• Networking</li> <li>• App</li> </ul>	<p><b>Services online catalogue</b></p> <ul style="list-style-type: none"> <li>• Basic company entry (company name, company logo, address, hall and booth number)</li> <li>• Telephone, e-Mail</li> <li>• Web address</li> <li>• Contact persons with telephone number and e-mail</li> <li>• Company description in your profile (max. 4,000 char. Including spaces, media e.g., videos, pictures, PDFs max size 500Mb)</li> <li>• Cover picture for your company profile</li> <li>• Presentation of one product with product description (max. 4,000 char.)</li> <li>• Entry in the categories of the product group index</li> <li>• Link to your own online shop</li> <li>• Link to social media profiles (Facebook, Twitter, YouTube etc.)</li> <li>• Networking</li> <li>• App</li> </ul> <p><b>Upgrade co-exhibitor to primary exhibitor Media Package</b> EUR 269.00 plus VAT</p> <p>With an upgrade you get the same services as a primary exhibitor!</p>

# IGW Plus 2023 upgrades

Book a package in addition and increase the relevance of your topics and messages in the sector environment

**Choose one of our packages,  
that best helps you achieve your goals:**



**Premium Upgrades**

Page 6

**Logo Plus**

Page 7

**Banner Plus**

Page 8

**Special Plus**

Page 9

# Premium Upgrades

For a comprehensive presence!

## YOUR ADVANTAGES:

- ✓ High visibility for your company and products
- ✓ Comprehensive presence on all IGW channels
- ✓ Significant price advantage compared to booking individual services

Platin (only 3 available)	Gold (limited)	Silver
4499.00 €	1499.00 €	349.00 €
<ul style="list-style-type: none"> <li>• 2 Social Media posts on all IGW channels*</li> <li>• 1 Newsletter article</li> <li>• 1 Newsletter Exklusive-Branding</li> <li>• 3 Exhibitor-News</li> <li>• Hall plan main sponsor</li> <li>• Stand logo on the hall plan</li> <li>• Splashscreen on the App</li> <li>• 20 % off on the media charges of on-site advertising</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Social Media post on all IGW channels*</li> <li>• 1 Newsletter article</li> <li>• 1 Newsletter advertisement</li> <li>• 1 Newsletter banner</li> <li>• 1 Exhibitor-News</li> <li>• Stand logo on the hall plan</li> <li>• 10 % off on the media charges of onsite advertising</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Social Media post on 2 IGW channels*</li> <li>• 1 Newsletter banner</li> <li>• Stand logo on the hall plan</li> </ul>

\*B2C: Facebook und Instagram, B2B: Twitter and LinkedIn

# Basic Upgrade: Logo Plus

Compact & cost-effective – place your brand successfully in our communication channels!

299.00 €



## Logo Plus

- ✓ Stand logo on the hall plan of the IGW website
- ✓ Stand logo on the hall plan of the IGW App



## Stand logo on the hall plan

Increase your visibility and place your logo on the IGW 2023 hall plan!

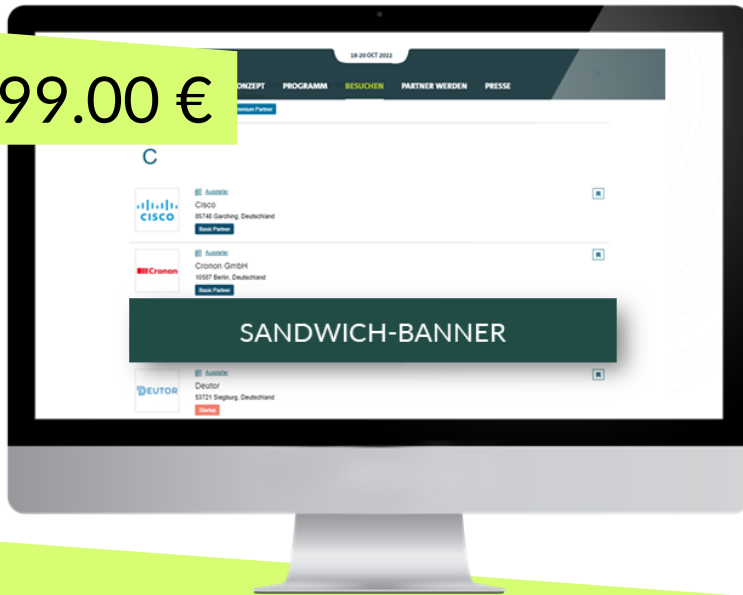
Your company logo will be displayed on the IGW website and in the IGW App.

Format: 500 x 500 px, jpeg, png

# Basic Upgrade: Banner Plus

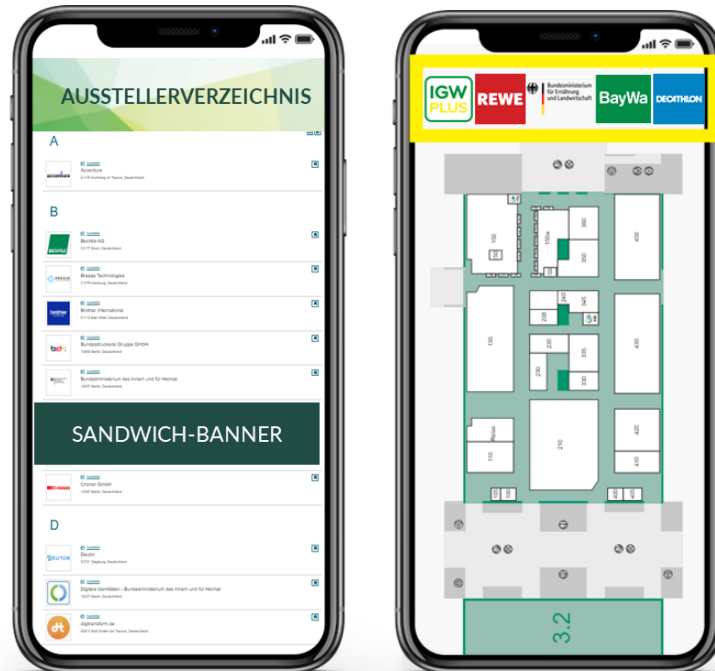
Compact & cost-effective – place your brand successfully in our communication channels!

399.00 €



## Banner Plus

- ✓ Sandwich-Banner in the exhibitor directory of the IGW website
- ✓ Sandwich-Banner in the exhibitor directory of the IGW App
- ✓ Top-5-Logo in the hall plan



## Sandwich-Banner

The Sandwich-Banner is inserted in one of the result lists after the 3rd position:

- Displayed in rotation
- Link to your company profile or an extern URL

Format Website: 1440 x 130 px, jpeg

Format App: 1440 x 296 px, jpeg

Data input via e-mail

## Top-5-Logo

Up to 5 logos can be displayed side by side above the hall plan:

- Placement in defined order: „First come, first served“
- The logo will be linked to your online company profile
- The logo will be available on the website and in the App

Format: Wide max. 300 px, SVG-Logo

Data input via e-mail



# Basic Upgrade: Special Plus

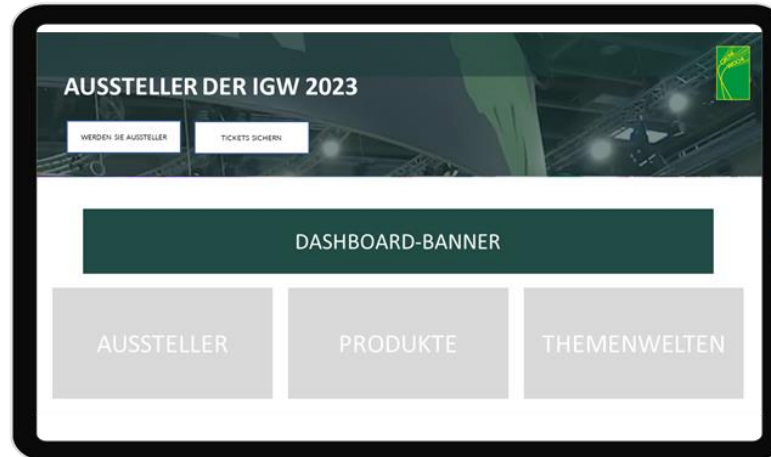
Compact & cost-effective – place your brand successfully in our communication channels!

499.00 €



## Special Plus

- ✓ Gallery-Banner in the App
- ✓ Dashboard-Banner on the IGW website
- ✓ Logo-Carousel on the IGW website



## Gallery-Banner

The Gallery-Banner is a set of several logos displayed in the form of a horizontal image gallery.

Format: 450 x 315 px, jpeg  
Data input via e-mail

## Dashboard-Banner

Secure a Dashboard-Banner on the home page of the exhibitor list. With one click on the banner, visitors will be guided directly to your company website.

Format: 728 x 90 px, jpeg  
Data input via e-mail

## Logo-Carousel

The Logo-Carousel is a set of several logos displayed in the form of a horizontal image gallery.

# EXCLUSIVE OFFER FOR IGW 2023 EXHIBITORS

## Lebensmittelpraxis

Reach the entire food industry with the magazine Lebensmittelpraxis ([www.lebensmittelpraxis.de](http://www.lebensmittelpraxis.de)) and benefit from the communicative media power!



## Double attention – IGW 2023 Report

A report about the international leading trade fair and its highlights in two issues of Lebensmittelpraxis:

LP 01\_2023  
Pre-reporting on IGW

LP 02\_2023  
Follow-up report on IGW



How do local manufacturers distinguish themselves in retail and which regional value chains contribute to a stable food supply?

We will pursue these and other current questions as part of our trade fair reporting. In addition to that we will present the trends and trendsetters of the regional food industry and start-up scene.

# Press conference & Exhibitor-News

Keep the newspaper and trade press informed about your participation in this popular major event as part of your press work for the International Green Week.

The relevant media are usually interested in your plans for activities during the IGW at an early stage. So use our press services to complement your press work.

We support you with the planning and implementation of your trade fair related press work. Feel free to contact us. We are looking forward to hearing from you!

**Contact:**

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T +49 30 3038 2275  
christine.franke@messe-berlin.de

**Contact:**

Ilka Dreimann  
T +49 30 3038 2267  
Ilka.dreimann@messe-berlin.de

## Your press conference in our press center

Inform the press about your planned activities and industry-relevant news at a press conference in our press center. Our press center located in the center of the exhibition grounds is the place to go for journalists during IGW. The perfect spot to hold a press conference. Upon request, it is possible to stream your press conference live from the Messe Berlin Studio.

### Online: Exhibitor-News

Exhibitor-News enables you to keep visitors up to date with the latest news and trends!

Visibility on the IGW website & IGW App.

120.00 €

3x Exhibitor-News

# Event Sponsoring



## Event Sponsoring

Are you in search of an advertising campaign that goes beyond the classic print or merchandise product and is finely customized?

Then event sponsoring as part of our StartUp Days or the Regional Star Awards could be interesting for you!

**Get in touch with us! Together we will make your brand presence as an event sponsor highly visible.**

### YOUR ADVANTAGES AS AN EVENT SPONSOR

- ✓ Enjoy a remarkable presentation of your company and stay in the heads of your preferred target group
- ✓ Stand out from the crowd and inspire our (prominent) guests
- ✓ Be more than an advertiser and host our guests together with us

## Visibility

Take advantage of IGWs network and its partners and increase the visibility of your trade fair presence. Our Sponsoring-Packages are customizable and can vary from an advertisement to extensive articles about your company or your products.

**Get in touch with us – our contact page can be found on page 14.**

# On-Site Advertising

Complete your participation with  
exciting on-site advertising  
opportunities!

Get in touch with us at [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de) and have a  
look at our portfolio!





# CONTACT & SUPPORT

## Your contact for advertising opportunities:

Online-Team:

T: +49 30 3038 2500

E-Mail: [support@messe-berlin.de](mailto:support@messe-berlin.de)

On-Site-Team:

T: +49 30 3038 2525

E-Mail: [advertising@messe-berlin.de](mailto:advertising@messe-berlin.de)

To the Advertising Shop: [IGW Plus - Shop](#)

All indicated prices plus VAT. We reserve the right for changes and corrections. Offers are non-binding.

No agency commission or special agent's fee is offered.

Prices do not include the graphic and content design of the advertising material.

Period of performance: Beginning with the publication and maximum until the import of the data for the following event and at the longest until 31.11.2023.