

# CMS Media Package

## Marketing package for CMS 2021

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

The Media Package includes entries in the **CMS Guide**, **CMS App** and the **CMS Virtual Market Place** - the official online exhibitor and product search tool of CMS.

The Media Package is included in the stand application for an obligatory one-off fee. The type of Media Package assigned to an exhibitor is based on the size of the booked stand. **Co-exhibitors** are represented in the CMS Guide, CMS App and the Virtual Market Place® for the price of EUR 90.00 plus VAT (basic company entry, one entry in the product group index plus a company profile with 250 characters, incl. spaces). Main exhibitors and co-exhibitors can book a package upgrade at any time. If you book multiple stands, the Media Package is charged only once at the price corresponding to the largest stand.

<p><b>Starter Package</b> EUR 300.00 plus VAT For main exhibitors with 20m<sup>2</sup> stand space</p>	<p><b>Classic Package</b> EUR 700.00 plus VAT For main exhibitors with 21m<sup>2</sup> – 100m<sup>2</sup> stand space</p>	<p><b>Premium Package</b> EUR 1,300.00 plus VAT For main exhibitors with more than 100m<sup>2</sup> stand space</p>
<p><b>CMS Guide (print)</b> - <b>Basic company entry</b> (company name, hall/stand)</p>	<p><b>CMS Guide (print)</b> - <b>Basic company entry</b> (company name, hall/stand)</p>	<p><b>CMS Guide (print)</b> - <b>Basic company entry</b> (company name, hall/stand)</p>
<p><b>CMS Virtual Market Place</b></p> <ul style="list-style-type: none"> <li>- <b>Basic company entry</b> (company name, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>1 contact person</b> (with telephone number, email, photo)</li> <li>- <b>Company profile</b> (max. 250 characters incl. spaces)</li> <li>- <b>2 entries in the product group index</b></li> <li>- <b>Presentation of 2 products</b> (each 4,000 characters incl. spaces and 1 picture)</li> </ul>	<p><b>CMS Virtual Market Place</b></p> <ul style="list-style-type: none"> <li>- <b>Basic company entry</b> (company name, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>3 contact persons</b> (with telephone number, email, photo)</li> <li>- <b>Company profile</b> (max. 1,000 characters incl. spaces)</li> <li>- <b>Logo</b></li> <li>- <b>Link to videos</b></li> <li>- <b>6 entries in the product group index</b></li> <li>- <b>Presentation of 6 products</b> (each 4,000 characters incl. spaces and 1 picture)</li> <li>- <b>Links to social media profiles</b></li> </ul>	<p><b>CMS Virtual Market Place</b></p> <ul style="list-style-type: none"> <li>- <b>Basic company entry</b> (company name, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>5 contact persons</b> (with telephone number, email, photo)</li> <li>- <b>Company profile</b> (max. 4,000 characters incl. spaces)</li> <li>- <b>Logo</b></li> <li>- <b>Link to videos</b></li> <li>- <b>12 entries in the product group index</b></li> <li>- <b>Presentation of 12 products</b> (each 4,000 characters incl. spaces and 1 picture)</li> <li>- <b>Links to products on company's website</b></li> <li>- <b>PDF files</b></li> <li>- <b>Links to social media profiles</b></li> </ul>
<p><b>CMS App</b></p> <ul style="list-style-type: none"> <li>- By entering your profile in the CMS Virtual Market Place your company information will also be integrated in the official CMS App. The CMS App supports CMS visitors and exhibitors to manage their visit at CMS Berlin most effectively – at the trade show or in advance.</li> <li>- It contains all relevant information such as the complete list of exhibitors, the CMS congress and event program as well as an interactive exhibition plan. The app is available in German and English, for iOS and Android devices. The app is free of charge.</li> </ul>		
<p><b>Additional Virtual Market Place® services at extra charge:</b></p> <ul style="list-style-type: none"> <li>- Banner advertising</li> <li>- Upgrade to Classic or Premium Package</li> <li>- Job vacancies in the online job market</li> </ul>	<p><b>Additional Virtual Market Place® services at extra charge:</b></p> <ul style="list-style-type: none"> <li>- Banner advertising</li> <li>- Upgrade to Premium Package</li> <li>- Job vacancies in the online job market</li> </ul>	<p><b>Additional Virtual Market Place® services at extra charge:</b></p> <ul style="list-style-type: none"> <li>- Banner advertising</li> <li>- Further product entries</li> <li>- Job vacancies in the online job market</li> </ul>

Your entry in the **CMS Virtual Market Place** will go online in spring 2021 and will remain visible until **21 July 2023** at [www.cms-berlin.com/exhibitorsearch](http://www.cms-berlin.com/exhibitorsearch). During this period of time, you can update your entry as often as you like. After you have received confirmation of your stand registration, you can request your **personal access code** from our editorial team via email in order to upload your data directly to the CMS Virtual Market Place.

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