

# DIGITAL MEDIA PACKAGES

379 EUROS FOR MAIN EXHIBITORS  
AND CO-EXHIBITORS

## Online Exhibitor List

Comprehensive information on your trade fair news allows your customers to optimally prepare for their visit. You can also keep the industry up-to-date between the trade fair dates via the [www.security-essen.de](http://www.security-essen.de) website.

## Products and Innovations at the Trade Fair for the Press and Visitors

Inform journalists and visitors about your company and your brand-new products. National and international trade media, customers and potential visitors can then have targeted access to your press releases, address, websites, photographs and logos because all information is linked to your exhibitor profile. You upload a text – and we will attend to the optimum, target-group-specific editing.

## Stand Events

Draw the attention of trade visitors to special stand events – from press appointments or presentations up to lotteries or discount campaigns.

## Matchmaking

Receive qualified visitor enquiries – with subsequent contact possibility and a well-organised appointment management.

## Interactive Hall Plan

Convenient and user-friendly: Our hall plan is optimised for mobile devices.

## Visitor Information System

Your online exhibitor profile and the interactive hall plan feed into our visitor information system and guide interested parties directly to your stand.

## Customised Banners

Announce your participation in the leading trade fair at an early stage. Use the web-optimised security essen banner with your hall and stand number on your homepage and as an e-mail boilerplate, or the high-resolution print version for your print products.

## Corporate News

Inform the industry about the latest news from your company before, during and after the trade fair.

## MEDIA CENTER

The MEDIA CENTER is the platform on which pictures and videos are available to journalists, bloggers and other online multipliers free of charge for their articles. Your pictures should not be missing there. In the Closed Exhibitor Area, you can find a link for uploading your media. Four picture-uploads in the MEDIA CENTER are included in the media fee.

