

Connecting Global Competence



Messe München



THE LEADING LIGHT
MARKETING SERVICES

JUNE 26–29, 2017, MESSE MÜNCHEN

23rd International Trade Fair and Congress
for Photonics Components, Systems and Applications

world-of-photonics.com

LASER World of **PHOTONICS**

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Sorted according to service category and date.

6 MARKETING PACKAGES

Company entry, vouchers for one-day tickets and much more.
Order your exhibition success as a package and enjoy lower prices.

7 MEDIA SERVICES

Showcase your company and products and gain new customers all year round with the information media of LASER World of PHOTONICS (print, online and mobile).

8 CONTACT SERVICES

Ensuring your contacts are good is easy: Invite your customers to the fair using vouchers and online vouchers for one-day tickets.

9 ADVERTISING MATERIALS

Take advantage of fair-related products for a self-confident campaign: Classic and unusual products for your advertising campaign.

10 WORLD OF PHOTONICS CONGRESS SPONSORING

Invite the participants of the World of Photonics Congress to your exhibition stand. With sponsoring, you can present your company in the proper light.

11 PR SERVICES

LASER World of PHOTONICS is covered by all media.
Take advantage of contact opportunities for your company.

12 OTHER

Don't forget to reserve your Career Center package, book a conference and meeting room, reserve a lecture slot at the forum or register your after-hours event!

EDITORIAL

Dear exhibitor,

Messe München tries to do its best to ensure that your exhibit at LASER World of PHOTONICS 2017 is a success.

We offer a diverse range of marketing services, sponsoring opportunities and press services to effectively support your exhibit before, during and after the fair and that require as little work on your part as possible.

This brochure will give you an overview of the range of possibilities.

Use our advertising materials to call attention to your company among the international audience of industry professionals.

Set the stage for close customer dialog and the resulting good business by notifying existing and potential customers ahead of time and inviting them to the fair. Our marketing packages save you time and money. They are efficient and designed to meet your exact organizational and communication needs. Individual services that are part of a marketing package are labeled with a special symbol. Our press services are an effective way to maintain personal and lasting contact with members of your target group and representatives of the international trade press.

To help you get oriented, this brochure contains an overview of all important contacts and deadlines.

The project team wishes you the utmost success as you prepare for LASER World of PHOTONICS 2017!

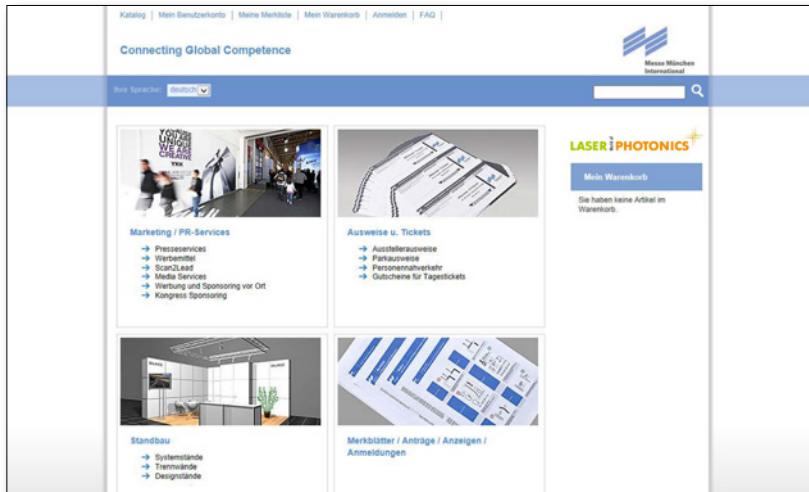
PLEASE NOTE:
You can order all services easy
and convenient online at:

world-of-photonics.com/exhibitorshop



ORDERING POSSIBILITIES

Ordering online via the Exhibitor Shop is easy and convenient.



After your application to LASER World of PHOTONICS 2017 you will receive a link to the exhibitor shop. There you can create your individual access data and order the services online. Simply place your order for the selected services through our Exhibitor Shop (formerly Exhibitor Center). When you click on the services you want, a detailed description and the price appear on screen. Then you click on "Add to shopping cart" and continue shopping.

Find all services from this brochure and much more on the Internet in our Exhibitor Shop at world-of-photonics.com/exhibitorshop. Information regarding technical services for exhibitors – from stand construction including electrical and water connections to exhibitor passes, parking passes and various rental services – can also be found there.

As a final step, check your collected orders again before sending them off. You will subsequently receive a confirmation. Kindly observe the specific order deadlines for different products on the last page. For any further questions you may have, please don't hesitate to call +49 89 949-11518.

BOOKING MEDIA ENTRIES ONLINE

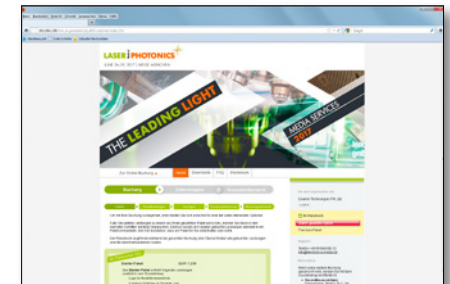
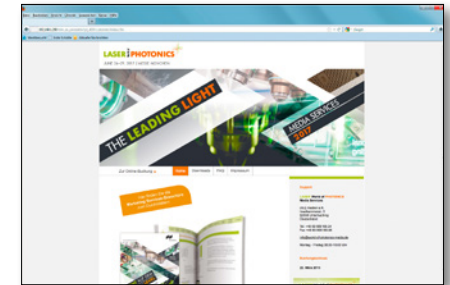
Ordering entries and advertising in LASER World of PHOTONICS media through the online shop of jl.medien

All advertising alternatives in LASER World of PHOTONICS media such as catalog entries, ads in the catalog or Visitor Guide, digital advertising and much more can be conveniently ordered in our online shop. The media offers in this brochure include the respective links. Visit the online shop directly at world-of-photonics-media.com

To visit the web shop of jl.medien please log in at the exhibitor shop and click on catalogue entry/media services. You will be redirected directly to the media entry. In the online shop you will be guided through your booking. In the first step, you decide which services you would like to order – for instance, you may choose between a package or individual bookings. All services you chose are displayed in your shopping cart.

In the second step, you can enter all the data pertaining to your booking online, which is quick and easy. In this phase of your booking, you may upload your logos, product pictures, documents for downloading, or texts; you can complete or change your contact details and choose your product categories and applications. If you have any questions, please call us at +49 89 666166-24.

The same access information (log-in and password) is used for the LASER World of PHOTONICS Exhibitor Shop and the online shop of jl.medien.



CONTACTS AND OFFICIAL SALES PARTNERS

General information

LASER World of PHOTONICS Team
Tel. +49 89 949-11518
info@world-of-photonics.com

Marketing packages / entries in the media of LASER World of PHOTONICS

Janina Boskovic
Tel. +49 89 666166-24
info@world-of-photonics-media.com

Contact management

Tel. +49 89 949-11468
advertising@messe-muenchen.de

Advertising materials

Tel. +49 89 949-11468
advertising@messe-muenchen.de

Advertising spaces / sponsoring

Beate Rader
Tel. +49 89 949 20594
beate.rader@messe-muenchen.de

Congress sponsoring

Ellen Richter-Maierhofer
Tel. +49 89 949-20370
ellen.richter-maierhofer@
messe-muenchen.de

PR Services

LASER World of PHOTONICS Press
Tel. +49 89 949-20727
laser.press@messe-muenchen.de

TV and Radio service

Christine Heufer / Bettina Schenk
Tel. +49 89 949-20762 / -21475
broadcastmedia@messe-muenchen.de

Career Center

LASER World of PHOTONICS Team
Tel. +49 89 949-20316
projektteam@world-of-photonics.com

Forums

LASER World of PHOTONICS Team
Tel. +49 89 949-20370
projektteam@world-of-photonics.com

Conference and meeting rooms

Daniela Köpfer
Tel. +49 89 949-21226
crs@messe-muenchen.de

Evening events

Erik Westendorf
Tel. +49 89 949-21215
vs@messe-muenchen.de

Vouchers for one-day tickets

Tel. +49 89 949-11468
advertising@messe-muenchen.de

Scan2Lead lead retrieval

I&K-Beratung
Tel. +49 89 949-21250/21251
iukberatung@messe-muenchen.de

Advertisements in the media of LASER World of PHOTONICS and online sales

Isabelle Antelmann
Tel. +49 89 666166-24
info@world-of-photonics-media.com

Online appointment-making tool

ExpoEasyContact®
Katharina Rehm
Tel. +49 89 949-28316
rehm@meplan.de

Leadmanagement service

MEPLAN GmbH
Department CONSULT
Tel. +49 89 949-28311
consult@meplan.de

Event Services

Gregor Kuhl
Tel. +49 89 949-20050
gregor.kuhl@messe-muenchen.de

DEADLINES

Deadlines according to service category

Application for co-exhibitors / additionally represented companies 03/03/2017

Advertising

Ad in exhibition catalog, in Visitor Guide or in Congress Overview..... *

Bookmark *

Contact management

Online vouchers for one-day ticket 06/22/2017

Vouchers for one-day ticket Overseas: 05/22/2017

Voucher banner No order deadline

Insert with fair logo for your homepage No order deadline

ExpoEasyContact® visitor calendar No order deadline

Scan2Lead lead retrieval 05/31/2017

Lead management service 06/12/2017

Marketing packages *

Online

Online advertising on world-of-photonics.com No order deadline (available all year)

Advertising in the exhibitor list online No order deadline (available all year)

Advertising in the World of PHOTONICS

Newsletter, Premiumletter and visitor E-Mailings No order deadline (available all year)

Advertising in the LASER World of PHOTONICS

App and Online Catalog *

Press

Electronic press compartments 06/29/2017

Press conference room On request

Press compartments at Press Center West 06/22/2017

Press event calendar 06/29/2017

Press guide 06/01/2017

TV and radio service 05/15/2017

Other

Career Center No order deadline

Forums On request

Conference and meeting rooms On request

Evening events 06/19/2017

Technical services 05/09/2017

Company entry

Alphabetical exhibitor directory *

Applications *

Product and service directory *

List of trademarks *

Product highlight *

Electronic download *

Electronic calling card *

Logo in the hall plan/in the legend of the hall plan *

Logo package *

Keyword search *

Advertising materials

Exhibition logo as ad insert Germany: 06/08/2017

..... Europe: 06/01/2017

..... Overseas: 05/25/2017

Exhibition poster Germany: 06/08/2017

..... Europe: 06/01/2017

..... Overseas: 05/25/2017

Fairground maps Germany: 06/08/2017

..... Europe: 06/01/2017

..... Overseas: 05/25/2017

Visitor flyer Germany: 06/08/2017

..... Europe: 06/01/2017

..... Overseas: 05/25/2017

Stickers Germany: 05/26/2017

..... Europe: 05/19/2017

..... Overseas: 05/12/2017

Hotel Guide, City Guide, City Map Munich Germany: 06/08/2017

..... Europe: 06/01/2017

..... Overseas: 05/25/2017

Advertising spaces On request

Sponsoring On request

Sponsoring World of Photonics Congress On request

* Please consider your individual deadline

DEADLINES

Deadlines according to date

Ad in exhibition catalog, in Visitor Guide or in Congress Overview	*
Alphabetical exhibitor directory	*
Advertising in the LASER World of PHOTONICS App and Online Catalog	*
Applications	*
Bookmark	*
Company entry	*
Electronic calling card	*
Electronic download	*
Keyword search	*
List of trademarks	*
Logo in the hall plan/in the legend of the hall plan	*
Logo package	*
Marketing packages	*
Product and service directory	*
Product highlight	*
<hr/>	
Application for co-exhibitors / additionally represented companies	03/03/2017
<hr/>	
Technical services	05/09/2017
Stickers	Overseas: 05/12/2017
TV and radio service	05/15/2017
Stickers	Europe: 05/19/2017
Vouchers for one-day ticket	Overseas: 05/22/2017
Exhibition logo as ad insert	Overseas: 05/25/2017
Exhibition poster	Overseas: 05/25/2017
Fairground maps	Overseas: 05/25/2017
Hotel Guide, City Guide, City Map Munich	Overseas: 05/25/2017
Visitor flyer	Overseas: 05/25/2017
Stickers	Germany: 05/26/2017
Scan2Lead lead retrieval	05/31/2017

Exhibition logo as ad insert	Europe: 06/01/2017
Exhibition poster	Europe: 06/01/2017
Fairground maps	Europe: 06/01/2017
Hotel Guide, City Guide, City Map Munich	Europe: 06/01/2017
Press guide	06/01/2017
Visitor flyer	Europe: 06/01/2017
Exhibition logo as ad insert	Germany: 06/08/2017
Exhibition poster	Germany: 06/08/2017
Fairground maps	Germany: 06/08/2017
Hotel Guide, City Guide, City Map Munich	Germany: 06/08/2017
Visitor flyer	Germany: 06/08/2017
Leadmanagement service	06/12/2017
Evening events	06/19/2017
Online vouchers for one-day ticket	06/22/2017
Press compartments at Press Center West	06/22/2017
Advertising in the LASER World of PHOTONICS Electronic press compartments	06/29/2017
Press event calendar	06/29/2017
<hr/>	
Advertising spaces	On request
Conference and meeting rooms	On request
Forums	On request
Press conference room	On request
Sponsoring	On request
Sponsoring World of Photonics Congress	On request
<hr/>	
Advertising in the exhibitor list online	No order deadline (available all year)
Advertising in the World of PHOTONICS Newsletter, Premiumletter and visitor E-Mailings	No order deadline (available all year)
Online advertising on world-of-photonics.com	No order deadline (available all year)
<hr/>	
Career Center	No order deadline
ExpoEasyContact® visitor calendar	No order deadline
Insert with fair logo for your homepage	No order deadline
Voucher banner	No order deadline

MARKETING PACKAGES

Attractive marketing packages save you money

Send out invitations, order advertising space and reserve conference rooms: Exhibitors have a lot to take care of prior to the fair. Our marketing packages take care of some of this work for you. Whether you order the Basic Package, the Professional Package, the Master Package or our comprehensive Premium Package, you will profit from our years of experience in exhibition marketing. We even have a special package that meets the special needs of co-exhibitors and companies participating in joint exhibits. Each package includes products and services in the company entry, invitations and contact management, advertising and press.

The advantage: You can save up to 25% compared to ordering the items separately. Naturally, you can also add products and/or services to the package you select. Simply leaf through the following chapter, select the services that you need and place your order at the online Exhibitor Shop or by fax.

Please note: Package fees do not include the price for the basic entry, which is an obligatory part of your trade fair participation and will be billed as mandatory application fee by Messe München GmbH.



Basic Package

- ▶ Basic entry:
 - 1 entry in the application index
 - 1 entry in the product index
- ▶ 1 additional entry in the application index
- ▶ 2 additional entries in the product index
- ▶ Logo in the list of exhibitors (online, app, print)
- ▶ 1 electronic press compartment
- ▶ Voucher banners for download
- ▶ Ad insert for download



EUR 550

Basic Package

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

MARKETING PACKAGES

Attractive marketing packages save you money

Send out invitations, order advertising space and reserve conference rooms: Exhibitors have a lot to take care of prior to the fair. Our marketing packages take care of some of this work for you. Whether you order the Basic Package, the Professional Package, the Master Package or our comprehensive Premium Package, you will profit from our years of experience in exhibition marketing. We even have a special package that meets the special needs of co-exhibitors and companies participating in joint exhibits. Each package includes products and services in the company entry, invitations and contact management, advertising and press.

The advantage: You can save up to 25% compared to ordering the items separately. Naturally, you can also add products and/or services to the package you select. Simply leaf through the following chapter, select the services that you need and place your order at the online Exhibitor Shop or by fax.

Please note: Package fees do not include the price for the basic entry, which is an obligatory part of your trade fair participation and will be billed as mandatory application fee by Messe München GmbH.



Professional Package

- ▶ Basic entry:
 - 1 entry in the application index
 - 1 entry in the product index
- ▶ 1 additional entry in the application index
- ▶ 3 additional entries in the product index
- ▶ 1 logo package (logo in the alphabetical exhibitor directory, logo at all booked product entries, logo in the hall plan, logo in the legend of the hall plan, logo on the poster plan)
- ▶ Voucher banner for download
- ▶ Ad insert for download

15%
DISCOUNT

EUR 995

Professional Package

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

MARKETING PACKAGES

Attractive marketing packages save you money

Send out invitations, order advertising space and reserve conference rooms: Exhibitors have a lot to take care of prior to the fair. Our marketing packages take care of some of this work for you. Whether you order the Basic Package, the Professional Package, the Master Package or our comprehensive Premium Package, you will profit from our years of experience in exhibition marketing. We even have a special package that meets the special needs of co-exhibitors and companies participating in joint exhibits. Each package includes products and services in the company entry, invitations and contact management, advertising and press.

The advantage: You can save up to 25% compared to ordering the items separately. Naturally, you can also add products and/or services to the package you select. Simply leaf through the following chapter, select the services that you need and place your order at the online Exhibitor Shop or by fax.

Please note: Package fees do not include the price for the basic entry, which is an obligatory part of your trade fair participation and will be billed as mandatory application fee by Messe München GmbH.



Master Package

- ▶ Basic entry:
 - 1 entry in the application index
 - 1 entry in the product index
- ▶ 2-line company portrait in the alphabetical exhibitor directory (max. 50 characters per line incl. spaces)
- ▶ 1 additional entry in the application index
- ▶ 5 additional entries in the product index
- ▶ 1 logo package (logo in the alphabetical exhibitor directory, logo at all booked product entries, logo in the hall plan, logo in the legend of the hall plan, logo on the poster plan)
- ▶ Quick Link (online and app)
- ▶ Mobile Tracking (Scan2Lead Collect)
- ▶ 1 electronic press compartment
- ▶ 2 press compartments in the Press Center
- ▶ Ad insert for download
- ▶ Voucher banners for download
- ▶ 250 teaser flyers
- ▶ Entry in the online press guide (Overview of the press contact person online)

20%
DISCOUNT

EUR 1,900

Master Package

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

MARKETING PACKAGES

Attractive marketing packages save you money

Send out invitations, order advertising space and reserve conference rooms: Exhibitors have a lot to take care of prior to the fair. Our marketing packages take care of some of this work for you. Whether you order the Basic Package, the Professional Package, the Master Package or our comprehensive Premium Package, you will profit from our years of experience in exhibition marketing. We even have a special package that meets the special needs of co-exhibitors and companies participating in joint exhibits. Each package includes products and services in the company entry, invitations and contact management, advertising and press.

The advantage: You can save up to 25% compared to ordering the items separately. Naturally, you can also add products and/or services to the package you select. Simply leaf through the following chapter, select the services that you need and place your order at the online Exhibitor Shop or by fax.

Please note: Package fees do not include the price for the basic entry, which is an obligatory part of your trade fair participation and will be billed as mandatory application fee by Messe München GmbH.



Premium Package

- ▶ Basic entry:
 - 1 entry in the application index
 - 1 entry in the product index
- ▶ 3-line company portrait in the alphabetical exhibitor directory (max. 50 characters per line incl. spaces)
- ▶ 1 additional entry in the application index
- ▶ 6 additional entries in the product index
- ▶ 1 logo package (logo in the alphabetical exhibitor directory, logo at all booked product entries, logo in the hall plan, logo in the legend of the hall plan, logo on the poster plan)
- ▶ Product Highlight Mini (1,500 characters of text including spaces, logo)
- ▶ Directory banner (online, 468 x 60 px)
- ▶ Mobile Tracking (Scan2Lead Collect)
- ▶ 1 electronic press compartment
- ▶ 2 press compartments in the Press Center
- ▶ Ad insert for download
- ▶ Voucher banners for download
- ▶ 250 teaser flyers
- ▶ Entry in the online press guide (Overview of the press contact person online)

25%
DISCOUNT

EUR 2,890

Premium Package

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

MARKETING PACKAGES

Attractive marketing packages save you money

Send out invitations, order advertising space and reserve conference rooms: Exhibitors have a lot to take care of prior to the fair. Our marketing packages take care of some of this work for you. Whether you order the Basic Package, the Professional Package, the Master Package or our comprehensive Premium Package, you will profit from our years of experience in exhibition marketing. We even have a special package that meets the special needs of co-exhibitors and companies participating in joint exhibits. Each package includes products and services in the company entry, invitations and contact management, advertising and press.

The advantage: You can save up to 25% compared to ordering the items separately. Naturally, you can also add products and/or services to the package you select. Simply leaf through the following chapter, select the services that you need and place your order at the online Exhibitor Shop or by fax.

Please note: Package fees do not include the price for the basic entry, which is an obligatory part of your trade fair participation and will be billed as mandatory application fee by Messe München GmbH.



Co- and joint exhibitor Package

- ▶ Basic entry:
 - 1 entry in the application index
 - 1 entry in the product index
- ▶ 2-line company portrait in the alphabetical exhibitor directory (max. 50 characters per line incl. spaces)
- ▶ 2 additional entries in the product index
- ▶ 2 text lines per entry in the product and service directory (max. 27 characters per line including spaces)
- ▶ Ad insert for download
- ▶ Voucher banners for download
- ▶ 20 vouchers for one-day-tickets

25%
DISCOUNT

EUR 370

Co- and joint exhibitor Package

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

INFORMATION MEDIA OF LASER WORLD OF PHOTONICS 2017

Media Services

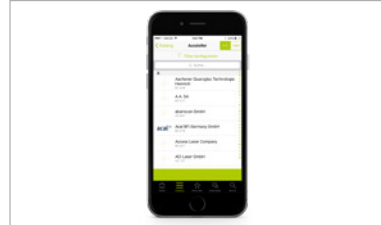
One entry – maximum reach

The media of LASER World of PHOTONICS 2017 offer diverse opportunities to present your company and products before, during, and after the trade fair. Attract the interest of the visitors with an extensive company entry, digital advertising or an ad!



1) Online Catalog

The exhibitor list online offers a variety of features for visitors to prepare their trade fair attendance as well as evaluate it afterwards. For you as exhibitor it is also an excellent platform to further highlight your company, your products and your applications online.



2) LASER World of PHOTONICS App

For visitors it is necessary to easily find their way around the trade fair as well as to have constant access to essential information about exhibitors and the trade fair. Now this information is available as a free app for iPhone and Android.



3) LASER World of PHOTONICS Catalog

Ensure a lot of contacts and a successful follow-up business – with your entry in the LASER World of PHOTONICS Catalog, which will also be available online and in the app. Every visitor receives a free copy with the admission ticket.



4) Visitor Guide

Get noticed through a presentation in the most widely used orientation tool with the highest coverage and an ideal distribution. It contains important tips for visitors, informs about the program and explains which exhibition sectors are located in which halls. This useful guide is distributed free of charge to all visitors at the fair.

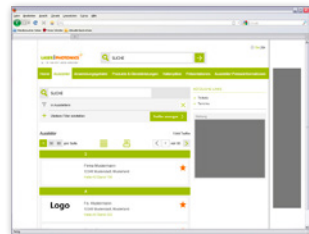
CONSULTATION

Tel. +49 89 666166-24

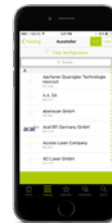
info@world-of-photonics-media.com

COMPANY ENTRY

Company entry



Online



App

Muster GmbH & Co. KG C1 123
 Musterstr. 1, 12345 Musterstadt, Deutschland
 Tel. +49 89 1234567-89 Fax +49 89 1234567-90
 muster@muster.de, www.muster.de



Catalog



Visitor Guide

Sample screenshots (final version may differ)

One booking – all media – maximum reach

Is your goal to have a full exhibition stand including lots of new customers? Whether it comes to the online catalog, the app or the printed exhibition catalog, your company's presence in the fair's media is the key to your success.

As soon as you register, we will post your company's details in our database. You benefit in four ways: Your information appears year-round in the exhibitor list in the online catalog, in the LASER World of PHOTONICS app, as well as in the printed exhibition catalog. Your entry is also part of the free Visitor Guide which we offer guests attending the fair.

You can also post your company logo, a company profile or a product description in the fair's media.

For more information see the following pages.

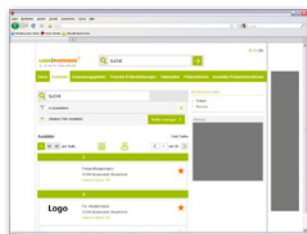
CONSULTATION

Tel. +49 89 666166-24

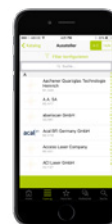
info@world-of-photonics-media.com

COMPANY ENTRY

Basic entry



Online



App

Muster GmbH & Co. KG C1 123
 Musterstr. 1, 12345 Musterstadt, Deutschland
 Tel. +49 89 1234567-89 Fax +49 89 1234567-90
 muster@muster.de, www.muster.de

Catalog



Visitor Guide



Sample screenshots (final version may differ)

Entry according to the mandatory communication fee

The obligatory basic entry is part of your trade show participation as mandatory communication fee and is billed by Messe München GmbH with the admission invoice.

The basic entry includes:

- ▶ **Alphabetical exhibitor directory:**
Company name, street, postcode, city, country, telephone and fax number, e-mail and Internet address, hall and stand number
- ▶ **Application index:**
One entry with company name, postcode, city, country, hall and stand number
- ▶ **Product and service directory:**
One entry with company name, postcode, city, country, hall and stand number
- ▶ **In the legend of the hall plan of the Visitor Guide:**
Company name, postcode, city, country, hall and stand number

You may upgrade the basic entry in the different directories and media – this entails additional charges.

Exhibitors can book further entries in the respective advertising media for extra charges.

The basic entry is mandatory

EUR 400

Basic entry

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

COMPANY ENTRY

Exhibitor directory

The screenshot shows a detailed exhibitor entry for 'directphotonics'. The entry includes:

- Company logo:** The 'directphotonics' logo.
- Company profile:** Contact information including 'Ausstellungsstraße 5, 12345 München, Germany', phone '+49 1234 123456', fax '+49 1234 123456', email 'info@aussteller.com', and website 'www.ausstellername.com'. There is also a 'Als Favorit speichern' button.
- Social Media Links:** Icons for Facebook, YouTube, Instagram, Twitter, LinkedIn, and others.
- Halle/Stand:** A floor plan diagram showing the stand location in 'Halle B2 Stand 412'.
- Unternehmensdarstellung:** A text block with placeholder text 'Lorem ipsum dolor sit amet...'.
- Kontaktanfrage:** A button for requesting contact information.
- Nützliche Links:** A sidebar with links for 'Tickets', 'Termine', and 'Downloads' (including PDFs and Adobe Reader).
- Presseinformationen:** A section with placeholder text and a small image of a device.
- Ausstellerpräsentation:** A section with a larger image of a device and placeholder text.

Company logo

Company profile

Social Media Links

This is where potential customers search for your company:

The alphabetical exhibitor directory can be found in the exhibitor directory in the online catalog through our website **world-of-photonics.com**, in the LASER World of PHOTONICS App, as well as in the printed exhibition catalog.

Your company's entry includes the following information:

Company name, address, hall, stand number, telephone and fax numbers, e-mail and Internet address.

The Internet address that appears in the digital media features a link to your website, and your e-mail address is activated.

You can also have your company logo or your social media links appear next to your entry or add a detailed company profile.



Format and Prices

Company logo	40 x 16 mm	EUR 320
NEW Social Media Links		EUR 95
Company profile (max. 50 characters per line incl. spaces)		EUR 52

Exhibitor directory

CONSULTATION

Tel. +49 89 666166-24

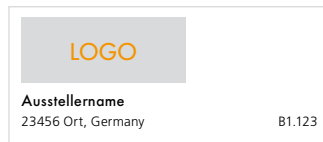
info@world-of-photonics-media.com

COMPANY ENTRY

Applications directory



Address your branch of industry directly and you will be found more quickly!



Sample entry applications directory

Book application sectors for your entry!

This is the best way to be sure that your company can be found when visitors search according to application sectors on the Internet in the online catalog, in the LASER World of PHOTONICS App or in the applications directory of the printed exhibition catalog.

The first entry in the application directory is already included in your basic entry. Each additional entry costs EUR 33. Enhance your entry with your logo and your contact details to capture the interest of the visitors.

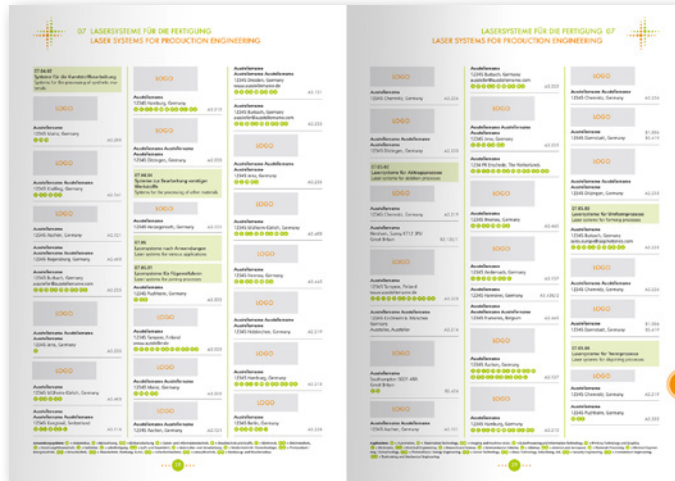


Prices

Per application	EUR 33
Logo	EUR 55

COMPANY ENTRY

Product directory



LOGO

Ausstellername
 23456 Ort, Germany
 Tel. +49 123 45678-9
 Fax +49 123 45678-10
 ausstellername@mail.de
 www.ausstellername.de

A I P

B1.123

Sample page from catalog

This section of the exhibition catalog is where visitors search for specific products. Booking multiple categories makes it easier for your customers to find you.

Your entry will automatically be posted in the online catalog, in the LASER World of PHOTONICS App and the printed exhibition catalog. Because many visitors use the directory for research after the fair, including other details such as a product description is also worthwhile.

One entry in the product and service directory is already included in your basic entry. As in the past, you can assign one or more application categories to your products.

Tip: Get around lists in alphabetical order by having your company appear in first, second or third place after the name of the product-group category. Or enhance the entry with your company logo as an eye-catcher.



Prices	
Additional entry	EUR 103*
Additional information / text lines (max. 27 characters incl. spaces)	EUR 30
Logo	EUR 135**
Position in 1st place	EUR 210
Position in 2nd place	EUR 160
Position in 3rd place	EUR 130
Unlimited entries	EUR 3,000

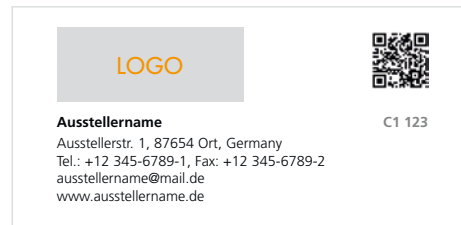
* 5 % discount for 5 or more paid categories, 10 % discount for 10 or more paid categories, 15 % discount for 15 or more paid categories

** EUR 75 for 5 or more logos, EUR 50 for 10 or more logos (paid categories only)

Product directory

COMPANY ENTRY

List of trademarks



Sample page from catalog

Draw attention to your brand!

Order your entry in the list of trademarks including trademark logo, trademark name, company name, street, postcode, city, country, hall and stand number, telephone or fax number, e-mail or Internet address.

Your trademark will be listed in the online catalog, in the LASER World of PHOTONICS App and in the printed exhibition catalog.

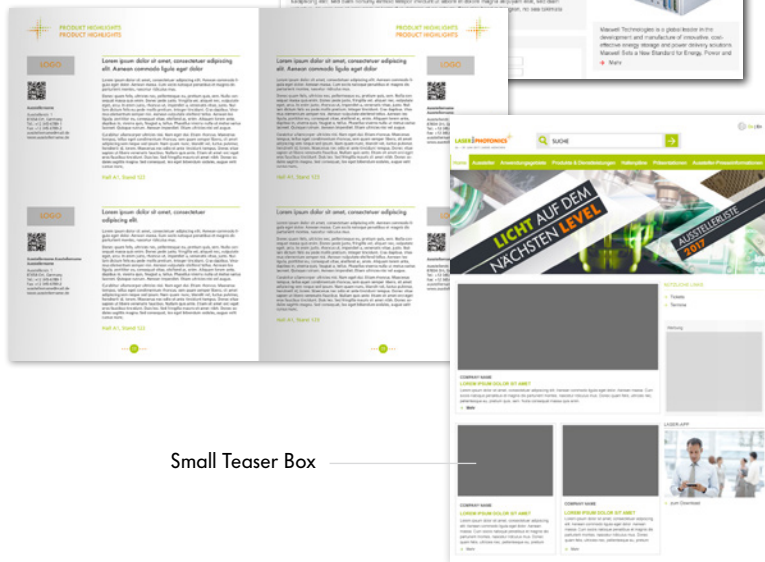
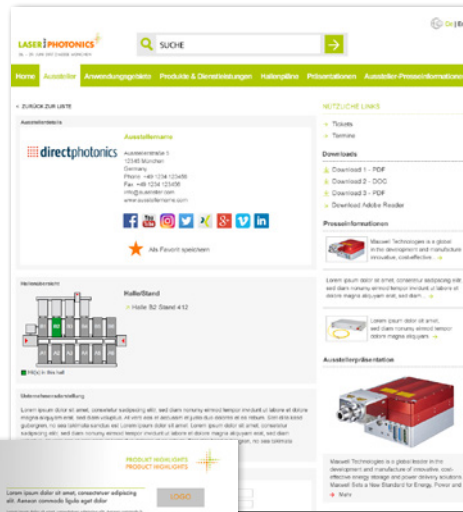
List of trademarks

Entry in the list of trademarks

EUR 250

COMPANY ENTRY

Product Highlight Mini



Small Teaser Box

Draw the attention of the visitors to your product highlights!

Present your innovations with a Product Highlight Mini online, in the LASER World of PHOTONICS App and in the printed exhibition catalog.

The teaser box directly on the home page of the online catalog greatly enhances your awareness!

The Product Highlight Mini includes:

- ▶ Your address data
- ▶ Your logo
- ▶ Text with max. 1,500 characters incl. spaces (also online)
- ▶ QR code with link to your product highlight in the online catalog
- ▶ **NEW:** Social Media Links
- ▶ **NEW:** Small Teaser Box online with 1 picture*

NEW

Product Highlight Mini

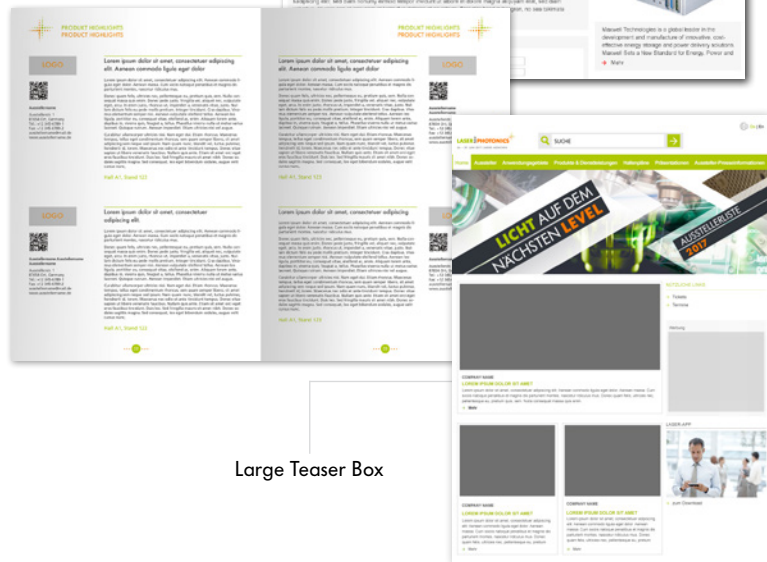
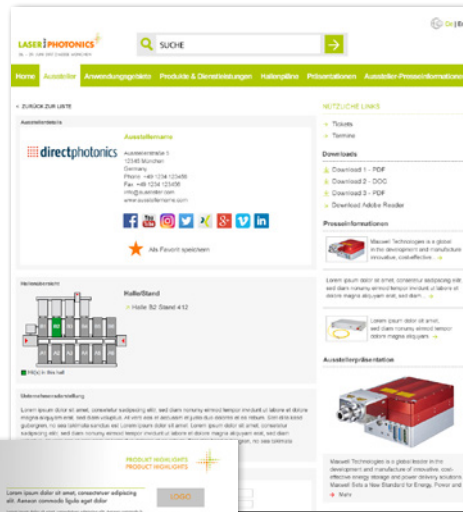
EUR 900

* If no picture provided, we will use the logo.

Product Highlight Mini

COMPANY ENTRY

Product Highlight Maxi



Large Teaser Box

Showcase your products exclusively and spark visitors' interest!

Present your innovations with a Product Highlight Maxi online, in the LASER World of PHOTONICS App and in the printed exhibition catalog.

With the large teaser box you dominate the home page of the online catalog and turn the spotlight to your product highlight.

Your Product Highlight Maxi includes:

- ▶ Your address data
- ▶ Your logo
- ▶ Text with max. 1,500 characters incl. spaces (also online)
- ▶ 5 product pictures online (1 key visual + 4 small pictures)
- ▶ 5 PDFs for download
- ▶ Highlight in the Visitor Guide (300 characters of text)
- ▶ QR code with link to your product highlight in the online catalog
- ▶ **NEW:** Social Media Links
- ▶ **NEW:** Large Teaser Box online with key visual

NEW

Product Highlight Maxi

EUR 1,300

Product Highlight Maxi

COMPANY ENTRY

Electronic calling card

The screenshot shows a web-based form for an electronic calling card. At the top, there are social media icons (Facebook, YouTube, Instagram, Twitter, LinkedIn, etc.) and a 'Download Adobe Reader' button. The main content is divided into several sections:

- Hallenübersicht:** A floor plan diagram of a trade fair hall with a specific stand highlighted in green. Text below it says 'Halle B2 Stand 412'.
- Unternehmensdarstellung:** A section for company information with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptus. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptus. At vero eos et accusam et justo duo dolores et ea rebum. Stet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.'
- Kontaktanfrage:** A form with fields for 'Ihr Name*', 'Ihre E-Mail*', 'Ich bitte um:' (with checkboxes for 'Terminanfrage', 'Vorschlag Datum (TT.MM.JJJJ)', 'Vorschlag Uhrzeit (HH:MM)', and 'Rückruf'), and a 'Telefonnr:' field. There is also a 'Nachricht:' text area.
- Ausstellerpräsentation:** A section with an image of a red electronic device and text: 'Maxwell Technologies is a global leader in the development and manufacture of innovative, cost-effective energy storage and power delivery solutions. Maxwell Sets a New Standard for Energy, Power and Mehr'.

At the bottom of the form, there is a CAPTCHA with the numbers '1', '26', and '8' and a 'senden' button.

Electronic calling card

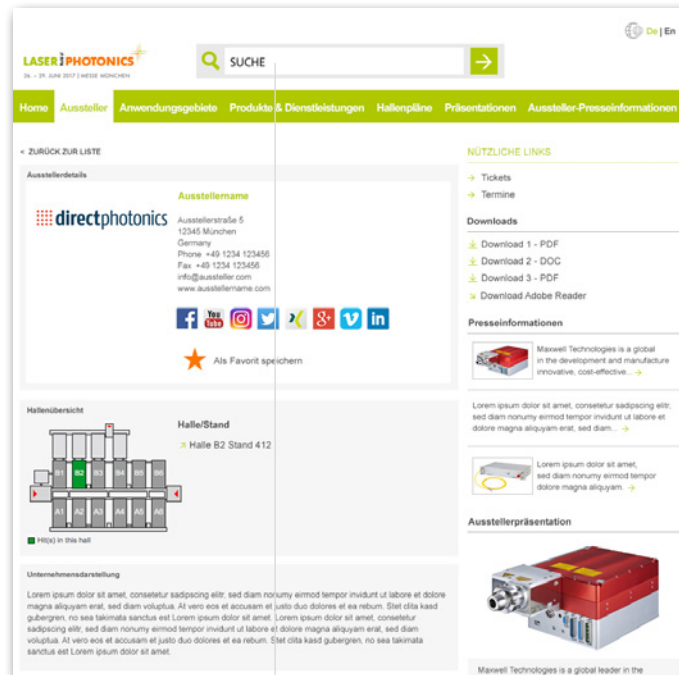
Your tool for generating leads.

The electronic calling card is part of your company's entry in the exhibitor directory, and visitors can use it to contact you directly. You receive the contact request in an e-mail that is sent to the address in your profile.

Electronic calling card

COMPANY ENTRY

Keyword search



Sample keyword search

Be found even faster!

The exhibitor list in the online catalog and in the LASER World of PHOTONICS App allows interested users to search for products and companies based on keywords. You stipulate the keywords that customers can use to call up your company. The more words you select, the easier it is for people to find you.

Keyword search

Per keyword

EUR 85

COMPANY ENTRY

Logo on the hall plan

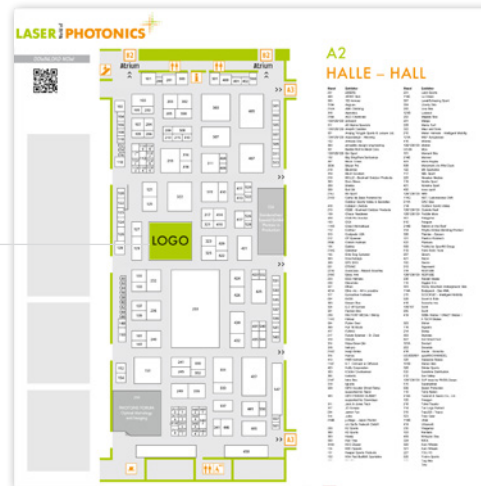


Logo on the hall plan

Logo in the legend



Logo on the hall plan



Place your logo on the hall plan and show visitors the way to your stand.

Your logo will appear on all hall plans: online, in the LASER World of PHOTONICS App, in the Visitor Guide, in the printed exhibition catalog and **NEW** also on the poster plans in the exhibition halls.

You can also have your logo appear in the alphabetical list of exhibitors directly next to your company entry.

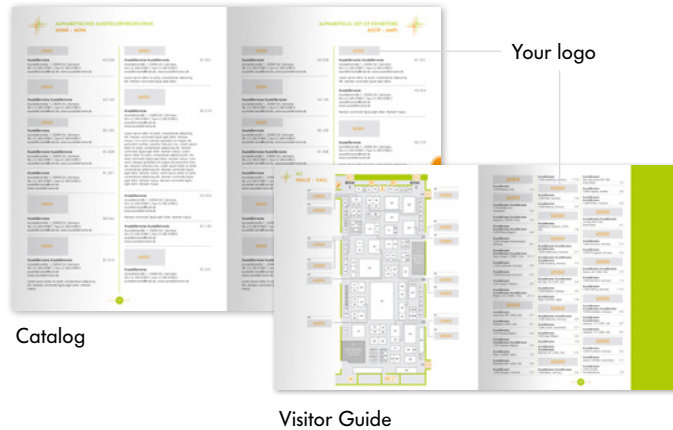


Prices

Logo on the hall plan	EUR 295
Logo in the legend of the hall plan	EUR 140

COMPANY ENTRY

Logo package

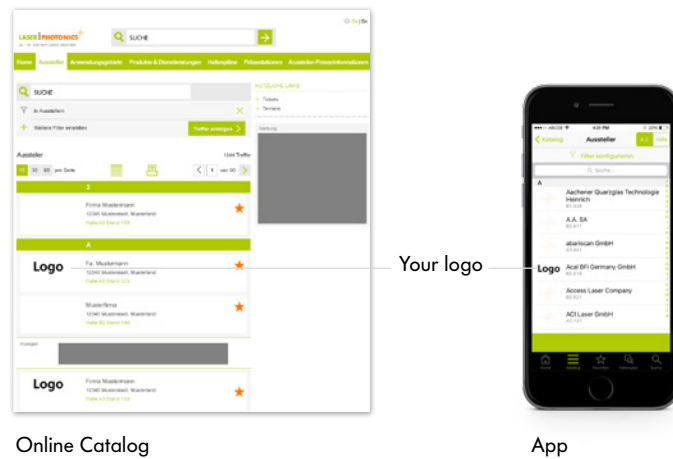


Order it once, benefit multiple times.

The logo package allows you to place your company logo in various fair-related media. Your logo appears in the exhibitor directory next to your company entry and with all booked products in the product and services directory in the online catalog, the LASER World of PHOTONICS App and in the printed exhibition catalog. Your customers will also notice your logo on all hall plans and in the legend of the hall plan in the Visitor Guide.

This year you can also add your logo to all booked applications – with the upgrade to the extended logo package for EUR 100.

Logo package



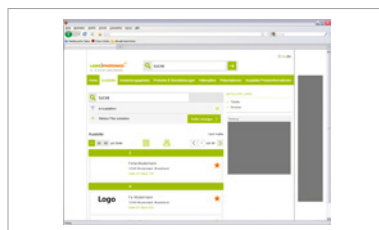
Prices

Logo package	EUR 850
Upgrade to extended logo package	EUR 100

DIGITAL ADVERTISING

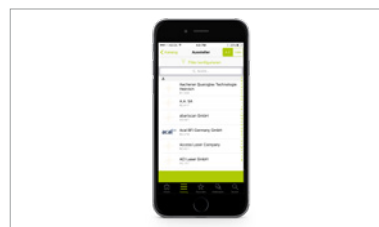
Digital advertising

Digital advertising



Online catalog

The online catalog is the most important research tool when preparing the visit to the trade fair and its follow-up. Now it is even more user-friendly through an optimal viewing and interaction experience across a wide range of devices, from desktop computer monitors to mobile phones. Exhibitors can present their company, their products and applications in many different ways.



LASER World of PHOTONICS App

Discover the LASER World of PHOTONICS App and the World of Photonics Congress App! Important information regarding the trade show, exhibitors and products combined in an attractive and functional app – the tool for information, planning and orientation both before and during the show!



LASER World of PHOTONICS Website

The LASER World of PHOTONICS Website is the ideal platform for communicating with your audience before, during and after the trade fair. Advertise here and benefit from the comprehensive overview, trends, and innovations to get in touch with experts and managers.



Advertising in newsletters and visitor mailings

The LASER World of PHOTONICS Newsletter, a well-established instrument in the industry, serves as a basis for decisions, especially when it comes to investments. Benefit from unique networking opportunities that help to establish lasting product communication as well as image promotion. Profit from the reach of the visitor mailings to inform registered and former visitors about your product highlights.

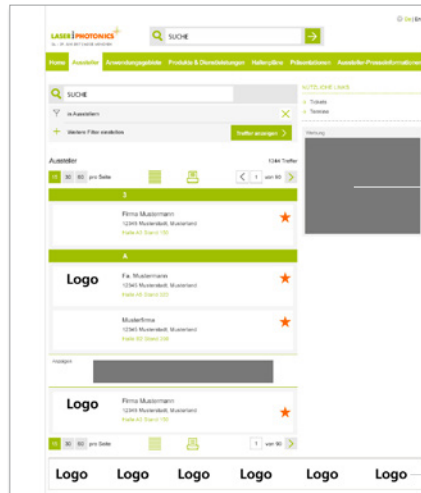
CONSULTATION

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info@world-of-photonics-media.com

DIGITAL ADVERTISING

App/Online combinations

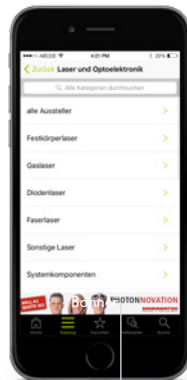


Medium Rectangle

Quick Link



Splash Screen



Banner in the app

App/Online combinations

**Designed for maximum impact and visibility:
Take advantage of our app/online combinations!**

Address your target group directly with an **Exclusive Promotion!** Become an exclusive sponsor of your product category, your application area or the well-used section "Favorites" in the LASER World of PHOTONICS App and in the online catalog!

When your sector is called up, your ad displays as splash screen for 5 seconds on the whole screen. During the following navigation your advertising banner appears above the lower menu bar of the app. You also get a Medium Rectangle in the Online Catalog in that same sector.

With the **Quick Link** we place your logo in the online catalog and in the LASER World of PHOTONICS App for quick access to your detailed exhibitor site. Thus your company is positioned prominently in the online catalog and in the app and easily accessible for the visitors.

Format and Prices

Exclusive Promotion of a product category	EUR 1,950
Exclusive Promotion of an application area	EUR 1,950
NEW Exclusive Banner in the section "Favorites"	EUR 1,390
Quick Link	EUR 490

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Tel. +49 89 666166-24
info@world-of-photonics-media.com

Banners rotate if multiple orders are placed at the same time.
File formats: max. 15 kB; .jpg, .gif, Flash up to version 8 hard coded link.

DIGITAL ADVERTISING

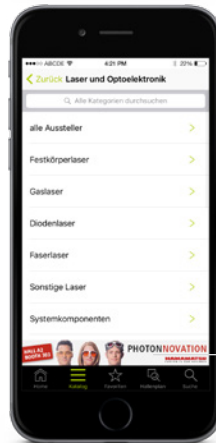
Banner in the app



Link to your exclusive page directly on the home screen of the app



Splash screen when opening your exclusive page (displays for 5 seconds)



Advertising banner

Your company in the focus of the app users

Present your company and products on your **Exclusive Page** in the LASER World of PHOTONICS App. An icon with your logo directly on the home screen leads to your detailed company portrait. This is the most prominent way to present your company and your product range – **only three positions are available!**

Place your **advertising banner** in the app and alert the visitors to your trade show presence.

Your advertising banner in the app:

- Appears in the list of exhibitors, list of trademarks and the start page of the product and service index
- Links to your detailed exhibitor site or website
- Random selection if ordered multiple times (only 3 positions available)

Prices

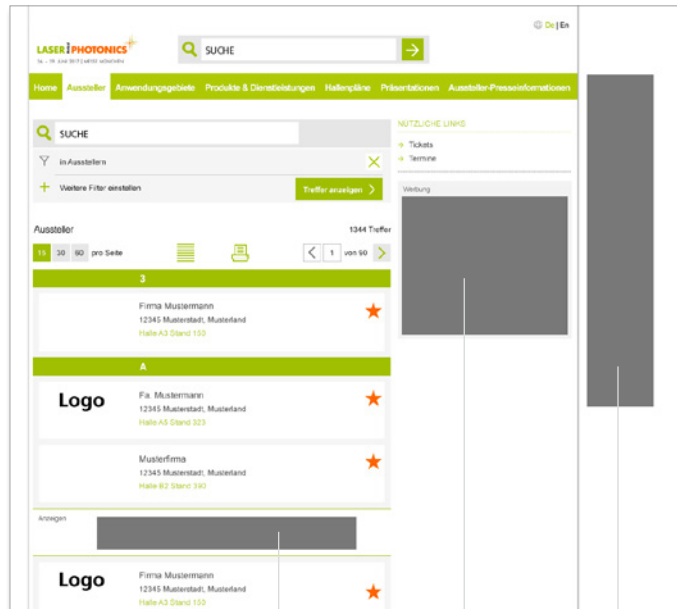
Exclusive Page	EUR 2,750
Advertising banner in the lower menu bar	EUR 850

Banners rotate if multiple orders are placed at the same time.
File formats: max. 15 kB; .jpg, .gif, Flash up to version 8 hard coded link.

Banner in the app

DIGITAL ADVERTISING

Banner in the Online Catalog



Directory banner

Medium Rectangle

Skyscraper

Banner in the Online Catalog

Prominent banner placements

The online catalog offers access to information about exhibitors, products and applications and is the most important research tool for visitors when preparing the visit to the trade fair. The log-in function allows visitors to store their favorites online and in the app for easy access at the fair.

Make use of the **Skyscraper**, a **Medium Rectangle** or **Directory banner** to boost your presence and grab the attention of the visitors.

Present yourself as sponsor with your **banner on the landing page and in the release mailing** of the app, thus reaching potential customers even when they prepare their trade show visit.

We will be happy to assist you!

Format and Prices

Skyscraper	120 x 600 px, 468 x 60 px, 234 x 60 px	EUR 3,200
NEW Directory banner	468 x 60 px, 234 x 60 px	EUR 950
Medium Rectangle	300 x 250 px	EUR 950
Banner on the landing page and in the release mailing of the app	340 x 70 px, 300 x 250 px	EUR 1,490

Banners rotate if multiple orders are placed at the same time.
File formats: max. 500 kB; .jpg, .gif, Flash up to version 8 hard coded link

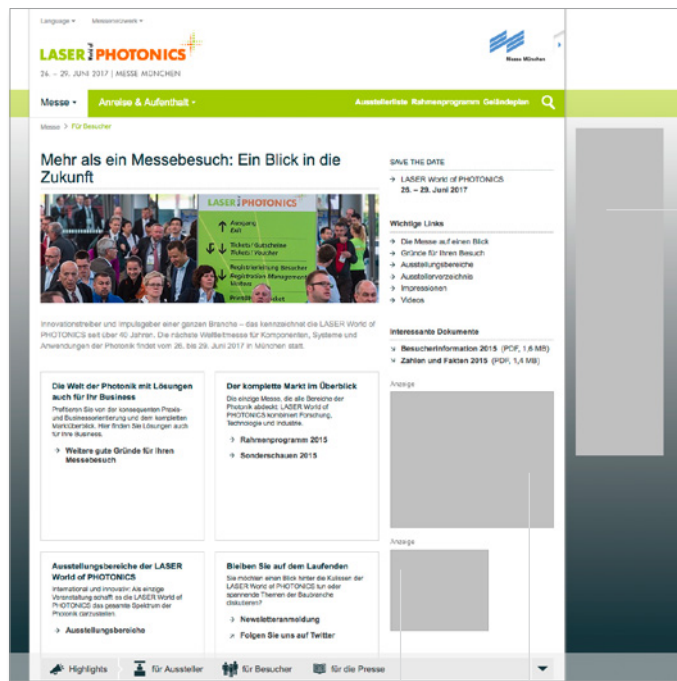
CONSULTATION

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info@world-of-photonics-media.com

DIGITAL ADVERTISING

Banner on world-of-photonics.com



Small
Rectangle

Medium
Rectangle

Skyscraper

Take center stage on the LASER World of PHOTONICS Website!

Advertise at world-of-photonics.com and benefit from the strong branding of LASER World of PHOTONICS not only during the trade fair but year-round. All eyes will be on you with a **Skyscraper**, **Medium Rectangle** or **Small Rectangle**.

We will be happy to assist you!

Format and Prices

Skyscraper	120 x 600 px	EUR 3,200
Medium Rectangle	300 x 250 px	EUR 1,750
Small Rectangle	180 x 150 px	EUR 1,100

Banners rotate if multiple orders are placed at the same time.
File formats: max. 500 kB; .jpg, .gif, Flash up to version 8 hard coded link.

Banner on
world-of-photonics.com

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

DIGITAL ADVERTISING

Banner in the LASER World of PHOTONICS Newsletter

Banner in the LASER World of PHOTONICS Newsletter



Fullsize Banner

Small Rectangle

Text ad with logo

Address your target group directly

Benefit from the high-quality and up-to-date information of the LASER World of PHOTONICS Newsletter and appear regularly on the screens of experts and managers with your advertisements.

Multiple times we give you the opportunity to reach more than 14,000 recipients. The main focus of each newsletter varies.

Format and Prices

Fullsize Banner	468 x 60 px	EUR 700
Small Rectangle	180 x 150 px	EUR 450
Text ad with logo	Headline max. 84 characters, Subline max. 140 characters, Company logo 125 x 125 px	EUR 400

Banner placement can be exchanged; file format: max. 50 kB; text, .jpg, .gif.
In some email programs animations cannot be displayed.
Formatting lies with Messe München GmbH; specification of a URL.

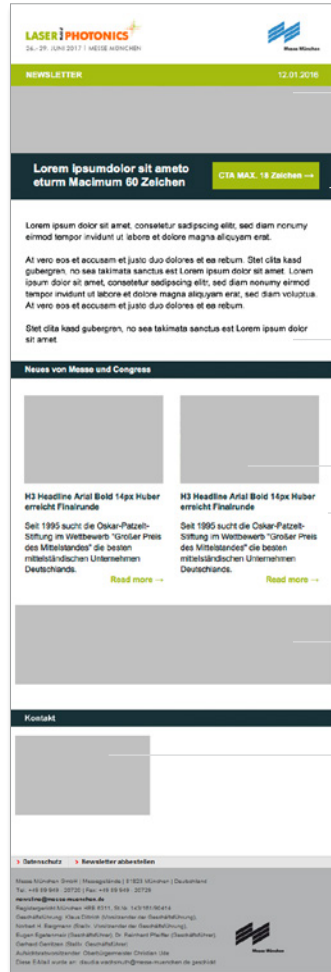
CONSULTATION

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info@world-of-photonics-media.com

DIGITAL ADVERTISING

LASER World of PHOTONICS Premium letter



Picture
graphic with 580 px x free selectable height till max. 200 px

Text and call-to-action
Text/info: max. 60 characters incl. spaces; button text: max. 18 characters incl. spaces; plus URL for call-to-action

Editorial
incl. bold face and numerations up to 400 characters

Graphic with 243 x 155 px

Text
Headline with max. 66 characters incl. spaces and text with max. 145 characters incl. spaces

Picture (optional)
graphic: 468 x 60 px

Contact
address (text)

Your message in the layout of the newsletter of LASER World of PHOTONICS!

The premium letter is an exclusive form of advertising that guarantees you the reader's undivided attention. This way you present your company and products/services exclusively in a personal e-mail created just for you.

One option:

Integrate online vouchers for a one-day ticket into your premium letter! (The redeemed one-day tickets will be billed separately).

The mailing will be sent either to the German and/or the English distribution list of the LASER World of PHOTONICS Newsletter.

Before LASER World of PHOTONICS, mailings are limited to the following dates:

- Premium letter 1: CW 16
- Premium letter 2: CW 19
- Premium letter 3: CW 22

Deadline for booking: 12 days before mailing date

Recipients and Prices

	German (8,000 Recipients)	English (6,000 Recipients)
Premium letter 1	EUR 3,300	EUR 1,850
Premium letter 2	EUR 3,500	EUR 1,900
Premium letter 3	EUR 3,600	EUR 2,000

LASER World of PHOTONICS
Premium letter

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info@world-of-photonics-media.com

DIGITAL ADVERTISING

Banner in the LASER World of PHOTONICS Visitor e-mailings



Halfsize Banner

Banner in the LASER World of PHOTONICS Visitor e-mailings

Your direct connection to the visitors

About 60 percent of the visitors will sign up online before LASER World of PHOTONICS. These registered visitors will receive the following e-mailings from LASER World of PHOTONICS:

1. LASER World of PHOTONICS highlight information approximately 5 days before the trade fair (3,000 recipients)
2. "Thank you" e-mailing after the trade fair (25,000 recipients)

In addition to the e-mailing to all registered visitors, we will also send out an invitation e-mailing to **former visitors**.

Between January and June, these will be invited personally to LASER World of PHOTONICS in a frequency of 5 e-mailings.

Make the most of this exclusive setting and benefit from the high opening and click rates. Two advertisement spaces are available for each e-mailing.*

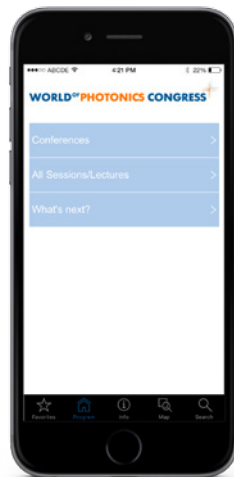
Deadline for booking: 12 days before mailing date (dates on request)

Format and Prices		
Halfsize Banner in the visitor e-mailing to former visitors	234 x 60 px	EUR 1,800
Halfsize Banner in the service e-mailing to registered visitors	234 x 60 px	EUR 1,100
Halfsize Banner in the "Thank you" e-mailing	234 x 60 px	EUR 950

* Format: max. 50 KB, text: .jpg, .gif.
 In some email programs animations cannot be displayed.
 Formatting lies with Messe München GmbH; URL must be provided.

DIGITAL ADVERTISING

Banner in the World of Photonics Congress App



Make your presence known to the congress participants!

Present your company and your products with an **Exclusive Page** in the World of Photonics Congress App. An icon with your logo directly on the home screen leads to your detailed company portrait.

Or benefit from an **Exclusive Promotion** and sponsor a main section of the app, e.g. a specific conference. This includes a banner and a splash screen when opening your sponsored conference.

You may also place your **Exclusive Banner** in the section "Favorites" or grab the participants' attention with a **Directory Banner** in the session overview.

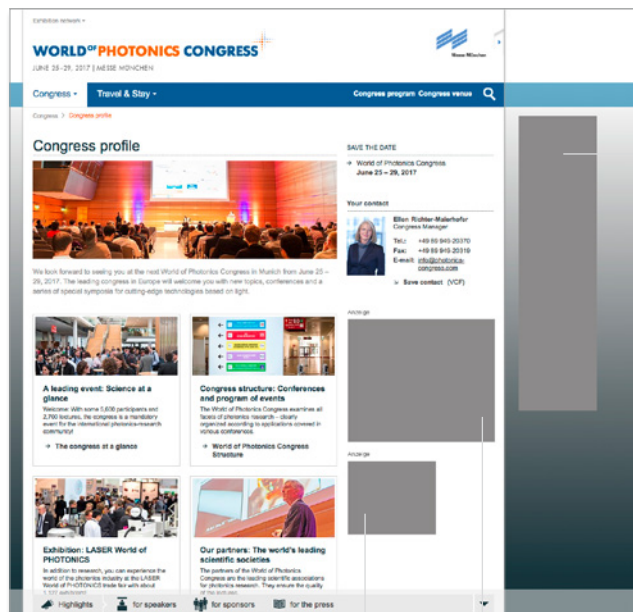
With a **Quick Link** in the app you make it easy to find you! The quick links are positioned prominently on the home screen.

Banner in the World of Photonics Congress App

Prices	
Exclusive Page	EUR 2,750
Exclusive Promotion of a conference	EUR 1,950
Exclusive Banner in the section "Favorites"	EUR 950
Directory Banner in the session overview	EUR 750
Quick Link	EUR 350
NEW iBeacon	on request
NEW Push Notification	on request

DIGITAL ADVERTISING

Banner on photonics-congress.com



Small Rectangle Medium Rectangle Skyscraper

Prominent banner placements

Advertise at photonics-congress.com and benefit from the strong branding of World of Photonics Congress!

All eyes will be on you with a **Skyscraper**, **Medium Rectangle** or **Small Rectangle**.

We will be happy to assist you!

Banner on photonics-congress.com

CONSULTATION
Tel. +49 89 666166-24
info@world-of-photonics-media.com

Format and Prices

Skyscraper	120 x 600 px	EUR 3,200
Medium Rectangle	300 x 250 px	EUR 1,750
Small Rectangle	180 x 150 px	EUR 1,100

ADVERTISEMENTS

Advertisements



LASER World of PHOTONICS Catalog

Ensure a lot of contacts and a successful follow-up business – with your ad in the LASER World of PHOTONICS Catalog. Every visitor receives a free copy with the admission ticket.



Visitor Guide

Get noticed through a presentation in the most widely used orientation tool with the highest coverage and an ideal distribution. It contains important tips for visitors, informs about the program and explains which exhibition sectors are located in which halls. This useful guide is distributed free of charge to all visitors at the fair.



Congress Overview

Reach the participants of the World of Photonics Congress with an advertisement in the Congress Overview or the attached Folding Map.

Advertisements

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

ADVERTISEMENTS

Advertisements – Catalog



Individual and with lasting impact

Advertise in this intensively used medium with a large circulation. Every visitor who attends the fair receives a copy of the exhibition catalog with his/her admission ticket. Nearly everyone uses it to find information about companies and products during the fair. And many continue using it as a reference even after the fair is over. Showcase your company with an ad or catch the attention of the visitors through a bookmark with your branding.

Format and Prices

Cover 4 (back cover)	210 x 297 mm	EUR 6,590
Special placement, cover 2 or 3	210 x 297 mm	EUR 3,500
1/1 page	210 x 297 mm	EUR 2,290
1/2 page	210 x 148 mm	EUR 1,490
Bookmark	on request	on request

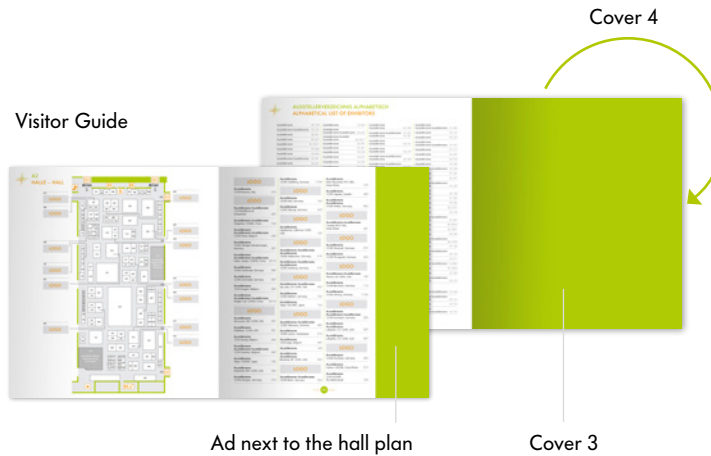
CONSULTATION

Tel. +49 89 666166-24

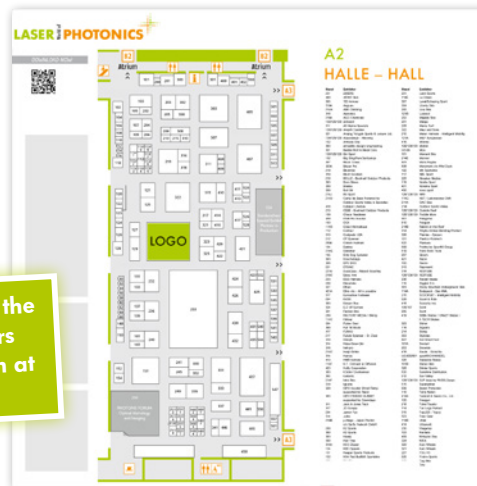
info@world-of-photonics-media.com

ADVERTISEMENTS

Advertisements – Visitor Guide



Your ad booked next to the hall plan, also appears on the large poster plan at the exhibitor site



Benefit from the most widely used print medium!

Placing an ad in the Visitor Guide allows you to reach everyone who attends the fair. The most prominent add position is next to the plan of your hall – this placement is exclusively available for only one exhibitor per hall.

Format and Prices

Cover 4 (back cover)	205 x 225 mm	EUR 4,950
Special placement, cover 2 or 3	205 x 225 mm	EUR 3,500
1/1 page	205 x 225 mm	EUR 2,450
1/2 page next to the hall plan, on the 1. double page*	102.5 x 225 mm	EUR 2,150
1/2 page next to the hall plan, on the 2. double page*	102.5 x 225 mm	EUR 1,850
1/2 page next to the hall plan, on the 3. double page*	102.5 x 225 mm	EUR 1,550
1/4 page next to the hall plan, on the 1. double page*	53 x 225 mm	EUR 1,450
1/4 page next to the hall plan, on the 2. double page*	53 x 225 mm	EUR 1,200
1/4 page next to the hall plan, on the 3. double page*	53 x 225 mm	EUR 950
Bookmark in the Visitor Guide	on request	on request

*incl. ad on the poster plan

Advertisements – Visitor Guide

CONSULTATION

Tel. +49 89 666166-24

info@world-of-photonics-media.com

ADVERTISEMENTS

Advertisements – Congress Overview

Congress Overview



Folding Map



Convey your message to all congress participants!

Take advantage of an ad in the Congress Overview! The overview is popular among participants and has a circulation of 5,000 copies. All congress participants automatically receive a copy. They love to use it to learn in detail about speakers and locations. Particularly popular is the attached folding map with an overview of all conference sessions and rooms.

Format and Prices

Cover 4 (back cover)	105 x 210 mm	EUR 1,500
Cover 2 (inside front cover)	105 x 210 mm	EUR 1,000
1/1 page	105 x 210 mm	EUR 750
1/2 page exhibitor product news	on request	EUR 300
Ad in the folding map	on request	EUR 1,000

Advertisements –
Congress Overview

CONTACT SERVICES

Voucher for one-day tickets

Personal contact with your customers

A full exhibition stand with plenty of promising contacts: Don't forget to invite your potential customers to the fair personally. Send them a voucher or an online voucher for a one-day ticket to LASER World of PHOTONICS. It really is worth the trouble!

94% of all visitors who use guest tickets visit the stand of the exhibitor they received them from. We record the numbers of all redeemed vouchers. You can access the address information at the Exhibitor Shop after the fair. That way you know who actually used their voucher or online voucher for a one-day ticket – information you can incorporate into your other activities. Tip: Post a voucher banner at your homepage and find out who is planning to visit your stand before the fair even begins.

What do vouchers and online vouchers for one-day tickets cost?

We charge you EUR 22 per voucher. However, you only pay for vouchers that are actually used.

Furthermore, for a booth: smaller than 100 m², you don't pay more than 2 vouchers, bigger or equal 100 m² you don't pay more than 1 voucher per m² of rented stand space. Co-exhibitors that do not belong to the same group of companies as the main exhibitor pay for no more than 20 redeemed ticket vouchers.

Sample calculation for main exhibitors

If you rent a stand with 20 m² • 20 x 2 = 40. You pay for no more than 40 ticket vouchers • 40 x EUR 22 = EUR 880. Your vouchers and online vouchers will cost no more than EUR 880, regardless of how many you order. If fewer ticket vouchers are used, you only pay for the actual number of redeemed vouchers.

Voucher for one-day tickets



This is the best way to ensure that your stand is full. Simply inform us how many visitors you would like to invite to the fair and we will send you your vouchers for one-day tickets by mail. You then distribute the vouchers to your business partners and customers. They can redeem their vouchers online at world-of-photonics.com/tickets in exchange for a free admission ticket to the fair.

Tip: Be sure to also use our voucher banner on your homepage.

CONSULTATION
Tel. +49 89 949-11468
advertising@messe-muenchen.de

per redeemed voucher

EUR 22

CONTACT SERVICES

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Online voucher one-day tickets



These electronic admission vouchers are a quick and cost-effective way to invite your customers to visit your stand. Order the desired number of vouchers for one-day tickets from us over the Internet. You will then receive the numbers of your vouchers for one-day tickets in an EXCEL file by e-mail. Your guests can use these numbers to register for the fair at world-of-photonics.com/tickets beginning now. They then receive their admission ticket.

per redeemed online voucher

EUR 22

Online voucher one-day tickets

CONSULTATION

Tel. +49 89 949-11468

advertising@messe-muenchen.de

CONTACT SERVICES

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Voucher banner

▶ Redeem your ticket voucher here



Simplify the registration process for your guests by posting a voucher banner on your website. Your visitors can use the banner to register in advance using the vouchers or online vouchers for one-day tickets that you sent them. They will then receive a personal admission voucher by e-mail.

Advantage: You know who to expect at your stand before the fair even begins. You can download the voucher banner and preregistration data at the Exhibitor Shop at world-of-photonics.com/exhibitorshop.

Free of charge

Voucher banner

CONSULTATION

Tel. +49 89 949-11468

advertising@messe-muenchen.de

CONTACT SERVICES

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Insert with fair logo for your homepage



Call your customer's attention to your presence at the fair. Post an invitation banner on your homepage that includes your hall and stand number. Banners with the LASER World of PHOTONICS design can be downloaded at the Exhibitor Shop at world-of-photonics.com/exhibitorshop. Banners are available in various sizes in PNG format.

Free of charge

Insert with fair logo

CONTACT SERVICES

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Visitor calendar ExpoEasyContact®



The ExpoEasyContact® online appointment planner makes it easy for your visitors to arrange meetings at your trade fair stand. Mailings and your homepage guide potential visitors to your stand employees preconfigured online appointment calendar. They can then select and request their preferred appointment times. Generate additional first-rate contacts for your company and simplify the coordination of your meetings and staff requirements.

Free of charge

Visitor calendar

CONSULTATION

Katharina Rehm
Tel. +49 89 949-28316
rehm@meplan.de

CONTACT SERVICES

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Scan2Lead LEAD RETRIEVAL

List of visitors							Visitor details	
ID	Date	Time	First name	Last name	Company	Country	Name	Value
322979	07.01.12	19:35	FirstName 52474	LastName 52474	Company 52474	Albania	FirstName	FirstName 52474
322978	07.01.12	19:35	FirstName 52646	LastName 52646	Company 52646	New Zealand	LastName	LastName 52474
322977	07.01.12	19:35	FirstName 54128	LastName 54128	Company 54128	Sweden	Company	Company 52474
322976	07.01.12	19:35	FirstName 52608	LastName 52608	Company 52608	Indonesia	Position	Email 52474
							Mobile	52474
							Phone	52474

The Scan2Lead visitor scanner allows exhibitors to quickly record information from potential customers at the fair with a single scan. Scan2Lead solutions give exhibitors access to information provided during registration and allow them to download the visitors' particulars that they scanned at their exhibition stands. Exporting the data from the Scan2Lead Portal to any commercially available database is possible immediately, at any time and

up to four weeks after the end of the fair. Thanks to the new system used to register visitors, the contact information that visitors provide online or when they register at the fair is promptly available during the fair. The mini-scanner in the Collect solution is suitable for simply collecting visitor information. The Smart solution allows you to conveniently add individual specifics or additional information. All you have to do is purchase a license code for our App – and you are ready to get started. You can also expand on these solutions by adding station variants with a notebook and scanner pistols. As an exhibitor, you profit from Scan2Lead because it allows you to collect customer information with a single scan at your stand.

Lead retrieval

CONSULTATION

I&K-Beratung
Tel. +49 89 949-21250/21251
iukberatung@messe-muenchen.de

PART OF
Master-
Premium-
PACKAGE

from EUR 205

CONTACT SERVICES

Leadmanagement service

Our leadmanagement service is a full-service solution for recording information from meetings with visitors at the fair. This service is particularly suitable for exhibitors who use paper contact sheets and need the information in the form of an Excel list quickly, so that they can respond to visitor inquiries. We will work with you to compile an ideal lead sheet based on your trade fair objectives and the information that you want to get from your visitors at the fair. As many printed copies of your lead sheets as you need will be delivered to your exhibition stand prior to the show.

During the fair, the MEPLAN team will scan your lead sheets on site and digitize the information that they contain. You will receive daily updates of the results in the form of a quality-tested data set in an Excel table with all contact and meeting information as well as assessments regarding visitor profile and interests.

Your advantage:

- ▶ Professionally compiled and printed out lead sheets
- ▶ No tying up of resources during the exhibition
- ▶ Trade fair contacts are quickly available in digital form (contact and meeting information)
- ▶ Excel table contains all visitor contact data and meeting information
- ▶ Post-fair follow-up can begin while the event is still on-going

Leadmanagement service

Visitor count

A count of visitors to the exhibition stand makes sense if your stand is so big that you cannot carry out personal interviews with all visitors. In this case, your exhibition presence impacts significantly more visitors than the evaluation of your exhibition leads suggests.

The visitor count provides you with a sound decision basis for planning and allocating stand team resources.

Please send me a free, non-binding quote for the following services:

- ▶ Leadmanagement service
- ▶ Visitor count

Deadline: June 12, 2017

CONSULTATION

MEPLAN GmbH
Abteilung CONSULT
Tel. +49 89 949-28311
consult@meplan.de

ADVERTISING MATERIALS

Advertising materials

Advertising materials



Exhibition logo as ad insert

Inform your customers that you will be exhibiting at the fair before it even begins. Incorporate the fair's logo including your hall and stand number into your print ads. Files in reproducible PDF format can be downloaded at the Exhibitor Shop at world-of-photonics.com/exhibitorshop.



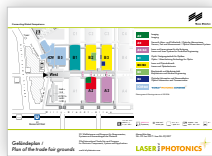
Size: 100 mm x 30 mm, 40 mm x 30 mm, 35 mm x 15 mm



Exhibition poster

Inform your customers that you are exhibiting at the fair before it even begins. The LASER World of PHOTONICS 2017 poster is an effective eye-catcher for your office and other business facilities.

Size: DIN A1 (59.4 cm x 84.1 cm)



Fairground map

An indispensable orientation aid for anyone attending the fair. This color map is in German and English and shows which exhibition sectors are located in which halls.

Size: DIN A4 (21 cm x 29.7 cm)



Visitor flyer

All important information at a glance: The visitor flyer contains everything you need to know about LASER World of PHOTONICS 2017 and a fairgrounds map. Thanks to its practical size, it fits into most standard envelopes. In German and English.

Size: 10.5 cm x 21 cm



Stickers

Simple but extremely effective: Inform your customers and business partners in advance that you are participating in the fair. Your hall and stand numbers will be printed on your stickers. Available in English. Minimum order: 1,000 stickers.

EUR 25 per 1,000 stickers

CONSULTATION

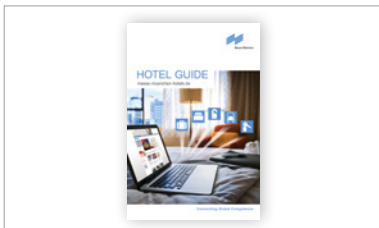
Tel. +49 89 949-11468

advertising@messe-muenchen.de

ADVERTISING MATERIALS

Messe München Guides

Messe München Guides

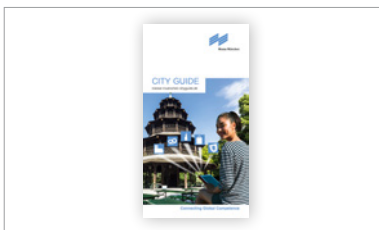


Hotel Guide – Print und online

Perfect accommodations for your customers: The official Hotel Guide of Messe München lists more than 400 hotels, inns and guest houses in and around Munich. Give your trade fair visitors a perfect overview. Available as a printed, pocket-size guide and directly online: www.messe-muenchen-hotels.de.

Bilingual: German/English, **Size:** 20 cm x 29 cm, **Weight:** 122 g

Price (each): EUR 1



Munich City Guide & City Map combination package

The Munich City Guide and attached city map give you a perfect overview of sights, restaurants and other highlights in and around Munich. It gives you all the information that you need for your visit to Munich. www.messe-muenchen-cityguide.de

Bilingual: German/English, **Size:** 11.5 cm x 21 cm, **Weight:** 133 g

Price (each): EUR 2



Messe München postcards

Surprise your customers with artistic impressions of Messe München: This collection features 10 photo motifs with views of Messe München taken by Franz Sussbauer. They come in a high-quality transparent envelope with the Messe München logo.

Bilingual: German/English, **Size:** 14.8 cm x 10.5 cm, **Weight:** 54 g

Price (each): EUR 5

CONSULTATION

Tel. +49 89 949-11468

advertising@messe-muenchen.de

ADVERTISING MATERIALS

Advertising space

Advertising space



Airframe



Promotional cube



Wall panel



Advertising at conspicuous locations, attractive advertising space and unique sponsoring opportunities that strengthen the effect of your exhibit – Media Sales is your contact and consultant when it comes to addressing your target audience at the trade fair center.

You will be convinced by the diverse range of advertising opportunities that we have in the outdoor, entrance and hall areas as well as our sponsoring offers. For an overview of advertising options, refer to the detailed advertising spaces brochure, see link below.

CONSULTATION

Beate Rader
Tel. +49 89 949 20594
beate.rader@messe-muenchen.de



ADVERTISING MATERIALS

Sponsoring



Call attention to your company and your products. As a sponsor of LASER World of PHOTONICS, you profit from the outstanding reputation that the fair enjoys both in the photonics community and among the general public.

Do you want people to talk about your company? Sponsoring gives your company a name that people know as well as a positive image. Your advertising message reaches even more people in your target group and puts your company in the public eye.

Sponsoring is always worthwhile because it helps you to increase the number of business contacts that you make.

Some sponsoring opportunities are exclusive, i.e. only available to a single company.

Order now and join the select circle of our sponsors.

Sponsoring

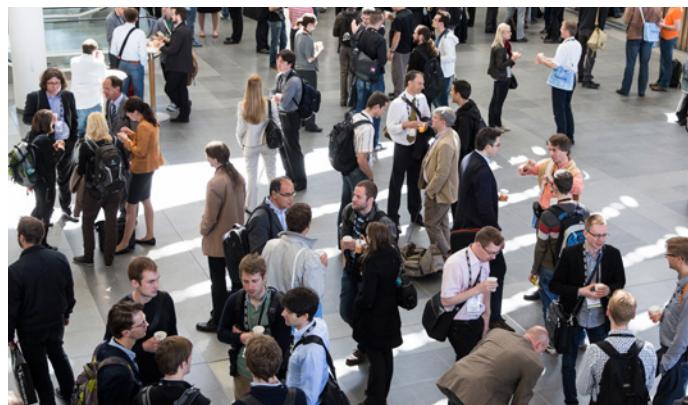
CONSULTATION

Beate Rader
Tel. +49 89 949 20594
beate.rader@messe-muenchen.de



CONGRESS SPONSORING

Networking events & catering



Networking events & catering

Price includes:

- ▶ Listing as a sponsor on our web page photonics-congress.com



- ▶ Listing as a sponsor in the information booklets of the World of Photonics Congress 2017



CONSULTATION

Ellen Richter-Maierhofer
Tel. +49 89 949-20370
ellen.richter-maierhofer@messe-muenchen.de

sold

Opening reception (exclusive sponsor)

Want to hear the international photonics community talking about you? Then you should become the sponsor for the opening event of the world key trade fair LASER World of PHOTONICS and the World of Photonics Congress.

Maximize your visibility among members of the global optics and photonics community: Gain exposure among both congress attendees and exhibitors as they meet and greet at the opening reception on Monday evening.

Sponsoring includes: two posters in the service area, one banner above the service area and your company logo on napkins.

Happy Hour (exclusive sponsor)

„Happy Hour“ is popular among congress attendees: Free beer and pretzels will be served between 17:30-18:30 after one congress-day. Many visitors use the informal atmosphere to make new contacts or refresh existing ones.

As the sponsors, everything revolves around you: Your posters are on display in the service area, a banner with your company logo hangs above the service area, and your company logo appears on the napkins.

„Snack box“ (bottled water, sweet and savoury snacks, fruit)

Delicious advertising messages everybody likes to take along: Supply congress participants with a snack box with sweet and savoury snacks, fruit and a refreshing beverage. The congress snack in a bag with your logo on it will be distributed to congress participants at the ICM – while stocks last.

Prices

Opening reception	EUR 10,000
Happy Hour	EUR 5,000
Snack box	from EUR 2,300

MMI reserves the right to finally approve the sponsor.

CONGRESS SPONSORING

Sponsorship conference bags

Sponsorship conference bags

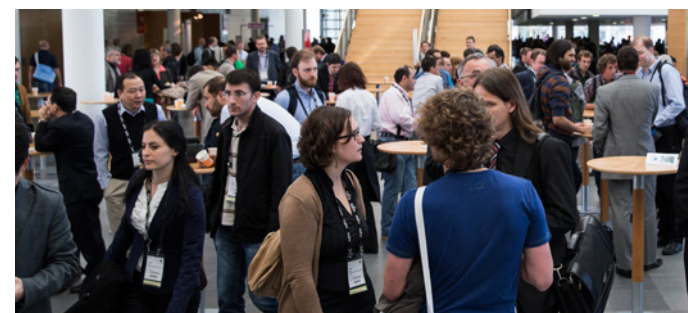


Conference bags

Every congress attendee receives a conference bag, on which your company logo is printed.

Number: 4,000 pieces

Price: on request –depending on material and design of the bag



Conference bag inserts

Have pens, notepads, information and advertising materials placed in the World of Photonics Congress bags. Interested congress visitors will enjoy your give-aways and you reach one hundred percent of your target group.

Price includes:

- ▶ Listing as a sponsor on our web page photonics-congress.com



- ▶ Listing as a sponsor in the information booklets of the World of Photonics Congress 2017



CONSULTATION

Ellen Richter-Maierhofer
Tel. +49 89 949-20370
ellen.richter-maierhofer@messe-muenchen.de

Prices

Notepad (with branding)	on request
Ball point pens/pencils	on request
Promotional give-aways (magnets, box of mints, etc.)	EUR 1,100
Advertising brochure/information flyer (DIN long / DIN A4 / DIN A5)	EUR 1,850

MMI reserves the right to finally approve the sponsor.

CONGRESS SPONSORING

Advertising opportunities

Table top

Showcase your products and services on an information booth during the World of Photonics Congress. Our service for you:

- ▶ 6 qm space at one of several attractive locations
- ▶ 1 conference table with 2 chairs
- ▶ Place for an advertising billboard/roll-up display
- ▶ Power connection

Banner in the foyer

The banners placed along the first floor foyer at the ICM make a good impression all around.

Column cladding

Use column cladding to create your special emphasis all over the ICM – or just in selected locations.

Self-adhesive foils

Call attention to your company with stickers in the inner area of the ICM.

Advertising slides on the ICM foyer screens

Promote your company with a still image, a layout animation or a short video: the multi-screen wall systems in the ICM foyer are an attractive eye-catcher and allow you to reach all conference participants with your messages.

Spot length: max. 60 seconds

Frequency: 5 conference days, 3 times each day

(1st coffee break, lunch break and 2nd coffee break)

Wi-Fi lounge (2x)

The two Wi-Fi lounges in the ICM are used extensively.

Your sponsorship is experiencing highest attention!

- ▶ Your company logo on the Wi-Fi lounge signs
- ▶ W-LAN information with your company logo on the tables
- ▶ Brochure rack

Job board

Are you looking for employees? You will find highly motivated and qualified young scientists from the universities at the World of Photonics Congress. They appreciate your job postings on the job board and love to visit your company at the fair!

- ▶ 1 ad in the Online Career Center on www.photonics-congress.com
- ▶ 1 ad on the job board in the ICM

Advertising opportunities

Price includes:

- ▶ Listing as a sponsor on our web page photonics-congress.com

WORLD OF PHOTONICS CONGRESS

- ▶ Listing as a sponsor in the information booklets of the World of Photonics Congress 2017

WORLD OF PHOTONICS CONGRESS

CONSULTATION

Ellen Richter-Maierhofer
Tel. +49 89 949-20370
ellen.richter-maierhofer@messe-muenchen.de

Prices

Table top (info counter/promotion point)	EUR 1,990
Roll-up/banners ICM Café p.p.	EUR 500
Roll-up/banners ICM staircase p.p.	EUR 400
Roll-up/banners water dispensers p.p.	EUR 350
Advertising screens on the ICM foyer screens	EUR 2,500 plus production/recording
Banner in the foyer	EUR 750
Column cladding	EUR 70
Self-adhesive foils	EUR 150
Wi-Fi lounge	EUR 1,900
Job board	EUR 350

CONGRESS SPONSORING

Advertising opportunities

Advertising spaces

Promote your exhibition booth with a banner in the ICM – deployed at attractive locations in the ICM with high visitor attendance, they meet the fullest attention (locations see ICM foyer site plan)

- ▶ Roll-up/banner at the ICM Cafe or the two mobile coffee bars
- ▶ Roll-up/banner at the ICM staircases
- ▶ Roll-up/banner near the water dispensers (ICM foyer ground and 1st floors - 10 cooler stations)

We will be happy to set up your banners! On request, we can also have the banner or roll-ups produced for you. Just ask us for a free quote.

Advertising opportunities

Price includes:

- ▶ Listing as a sponsor on our web page photonics-congress.com

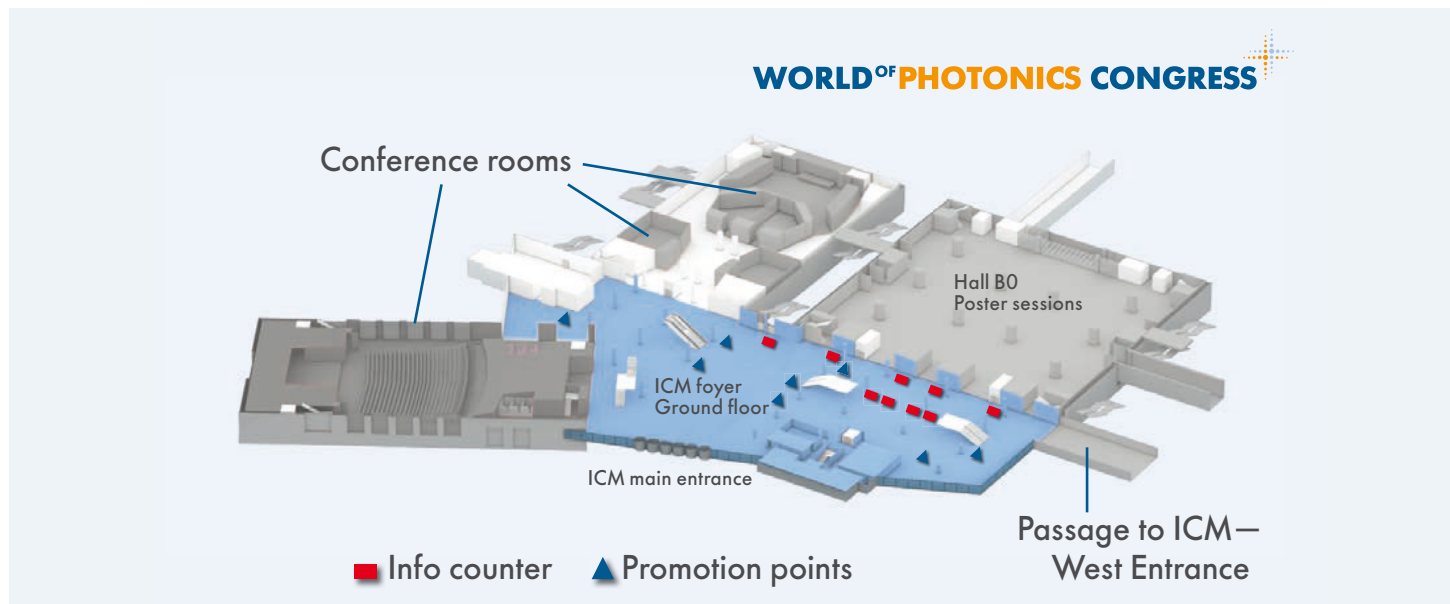


- ▶ Listing as a sponsor in the information booklets of the World of Photonics Congress 2017



CONSULTATION

Ellen Richter-Maierhofer
 Tel. +49 89 949-20370
ellen.richter-maierhofer@messe-muenchen.de



PR SERVICES

PR Services

Do you want to promote your exhibit with efficient PR work? Our PR services are an effective way to inform the press and potential visitors about your company and your products and applications prior to LASER World of PHOTONICS 2017. Post your press releases and photographs on the fair's website, present your company or product videos and podcasts on the website or invite journalists to a press conference.

For international trade journalists, LASER World of PHOTONICS 2017 is one of the most important industry events in the world. And the daily press is also interested in technologies and trends. A total of 170 journalists from 16 countries had themselves accredited for LASER World of PHOTONICS 2015. They filed more than 1,000 reports informing their readers about the fair and the exhibitors' latest developments in print and online.

Post your information and make the most of your exhibit!

Electronic press compartments

Inform the press about your latest developments prior to LASER World of PHOTONICS 2017 by posting your press releases on the fair's website. You can upload as many press releases as you like to the English and German sections of the site and include up to three photos per text.

- ▶ Post as many press releases online as you like
- ▶ Include up to three photos per text



Single price

EUR 60

Electronic press compartments

CONSULTATION

LASER World of PHOTONICS Press
Cecilia La Rosa Soler
Tel. +49 89 949-20727
laser.press@messe-muenchen.de

PR SERVICES

Press compartments

Press compartments



The Press Center West at Messe München is the first place that journalists go to when they arrive at the fair, and it has press compartments where you can post press kits and information about your company. Exhibition hostesses fill the alphabetically arranged compartments so that interested journalists can pick up information about your company. Don't forget to also include information in German – we recommend using a separate compartment for doing so. Order by June 22, 2017 at the Exhibitor Shop at world-of-photonics.com/exhibitorshop

Delivery of press material:

Please send your material to us – delivered free domicile, customs fees and taxes paid – to the following address no later than June 22, 2017:

Schenker Deutschland AG
 Ausstellermaterial/Pressefächer LASER World of PHOTONICS 2017
 Paul-Henri-Spaak-Str. 8, Tor 21
 81829 München, Deutschland

Press Center West

You can also drop your materials off at the Press Center West yourself starting June 25, 2017 (10:00–16:00) and during the entire fair.



Single price

EUR 60

CONSULTATION

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Contact person for shipments within Germany: Mr. Mico Vrsajkovic
 Tel. +49 89 949-24341, mico.vrsajkovic@dbschenker.com
 Contact person for international shipments: Mr. Andreas Stanglmair
 Tel. +49 89 949-24351, andreas.stanglmair@dbschenker.com

PR SERVICES

Press conference rooms



Press conference rooms

Holding a press conference or meeting at a trade fair is an effective way to boost your media profile. It is a chance to meet face to face with a group of journalists from the daily, trade and business press and tell them about your company, its business successes and your new products. To ensure everything is just as you require, organizing and holding the press conference itself is entirely in your hands.

The rooms are available for 2 hour-slots (30 min. each for preparation and cleanup, 1 hour for actual conference) and offers seats for up to 70 guests.

The dates of your press conference will be announced to the media and published on the fair's website. You can book space for your press conference or press meeting right up until the fair begins, provided the room is available. However, to ensure that you get the date and time you want, we recommend booking early. Please note that we first have to collect and coordinate all booking requests.

- ▶ Standard equipment: a microphone system with two microphones and a screen
- ▶ Additional equipment such as a beamer, flip chart, etc. can be ordered separately.

Conference room rental fee for 2 hours **EUR 390**

CONSULTATION

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PR SERVICES

Press event calendar



Whether a press conference, a guided tour for journalists or a VIP visit at your stand – now you can enter any press event that you are planning in conjunction with LASER World of PHOTONICS 2017 in the press event calendar at the Exhibitor Shop. The press event calendar will be posted in the “Press” section of our website. It gives journalists an overview of events about which the Press Office has been notified.

Please notify us of the time, location (hall and stand numbers) and topic of your event as well as the name of the speaker(s) and a contact person for questions. You can also post a file with your invitation for downloading.

Press event calendar

CONSULTATION

LASER World of PHOTONICS Press
Cecilia La Rosa Soler
Tel. +49 89 949-20727
laser.press@messe-muenchen.de

Free of charge

PR SERVICES

Press guide (for journalists) and Editors directory (for exhibitors)

Our online press guide contains information about exhibitors including company name, address, hall and stand numbers, e-mail address, telephone number and a contact for questions regarding press and PR work.

Register your company and make it easy for the press to get in touch with you. As an exhibitor, you can also use our press guide as a directory of German and international trade journals and relevant business magazines including their addresses and the names of responsible editors.

You can download the press guide at the Exhibitor Shop as of June 1, 2017

Press guide

CONSULTATION

LASER World of PHOTONICS Press
Cecilia La Rosa Soler
Tel. +49 89 949-20727
laser.press@messe-muenchen.de

Free of charge

PR SERVICES

TV and radio service



We produce broadcast-ready TV and radio reports covering topical issues and trends at the trade show, which are distributed to stations throughout Germany. If you want to use this service, send us your latest company and product news that is relevant to consumers and offers concrete utility for radio listeners and television viewers. Our editorial teams, who are in close contact with broadcasters, will assess whether your material is suitable for the production of an interesting contribution.

Please note:

- ▶ Registration deadline: May 15, 2017
- ▶ We reserve the right to make final editing decisions.
- ▶ Publication cannot be guaranteed.

TV and radio service

CONSULTATION

Christine Heufer / Bettina Schenk
Broadcast Media Management
Tel. +49 89 949-20762 / -21475
broadcastmedia@messe-muenchen.de

Free of charge

OTHER

Career Center

Career Center



As a LASER World of PHOTONICS exhibitor, you can post your vacant positions at the fair's online Career Center. At the fair, you can post your customized ads on the job board in the Career Center. You can also run ads in the World of PHOTONICS Newsletter, which goes out to some 14,000 addresses every other week. Use the Career Center for your job, trainee and internship advertisements!

Prices

Career Center package (1 ad in the Online Career Center + 1 ad on the job board in the Onsite Career Center)	EUR 350
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Recruiting package (1 ad in the Online Career Center + 1 ad on the job board in the Onsite Career Center + 1 ad in the World of PHOTONICS Newsletter + 1 advertisement banner online)	EUR 950
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CONSULTATION

LASER World of PHOTONICS Team
Tel. +49 89 949-20314
projektteam@world-of-photonics.com

OTHER

Forums



Time for your big appearance: Select one of several forums on various themes and present your company to a broad-based audience of professionals using state-of-the-art conference equipment. Inform your circle of customers about new products or hold a discussion about the latest hot topics. Optimum marketing for your presentation before and during the fair is included in this service. Each 20-minute timeslot consists of 15 minutes of speaking time and 5 minutes for preparation and clean-up.

Forums

CONSULTATION

LASER World of PHOTONICS Team
Tel. +49 89 949-20370
projektteam@world-of-photonics.com

per 20-minute time slot
(15 minutes of speaking time)

EUR 470

OTHER

Conference rooms



Do you need rooms for meetings, conferences or customer events during LASER World of PHOTONICS 2017? We can offer you suitable premises for rent located right by the individual halls.

CRS – Conference room services stands for professional and expert advice, as well as flexible and individual, tailor-made solutions for your planned event. We will be pleased to advise and assist you in any way possible and will take care of the visualization, planning, organization and implementation of your event for you!

Since there are only a limited number of rooms available, make sure to book early!

Conference rooms

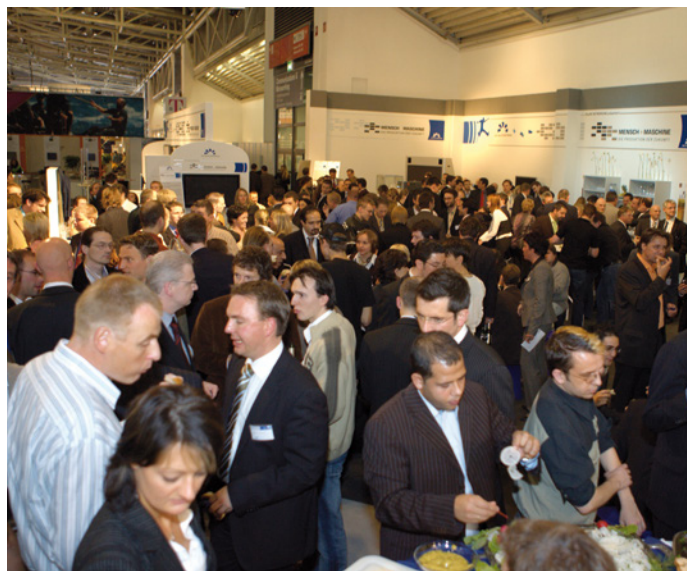
CONSULTATION

Daniela Köpfer
Tel. +49 89 949-21226
crs@messe-muenchen.de

Price on request

OTHER

Evening events



A successful day at the fair is something you should celebrate! Naturally you can organize an evening event at your stand during LASER World of PHOTONICS 2017, provided it is over by 10 pm. However, parties must be registered ahead of time so that we can inform the security service and you can celebrate in peace. See our Exhibitor Shop for details.

Evening events

CONSULTATION
Erik Westendorf
Tel. +49 89 949-21215
vs@messe-muenchen.de

Registration mandatory

from EUR 400

OTHER

Other

Event services

Event services



Planning a corporate event or a product presentation?
Still looking for the right location for your corporate event?
We provide you with creative overall concepts and can procure for you not only exceptional venues but also event technology, artists, service staff and the right caterer. We will tailor our quotation to your individual wishes and needs.

Messe München's expertise and contact network enables you to realize events in unusual places for any requirements and on any scale. Our creative team with extensive international experience in the event business is looking forward to meeting with you for a personal discussion.

Price on request

CONSULTATION

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