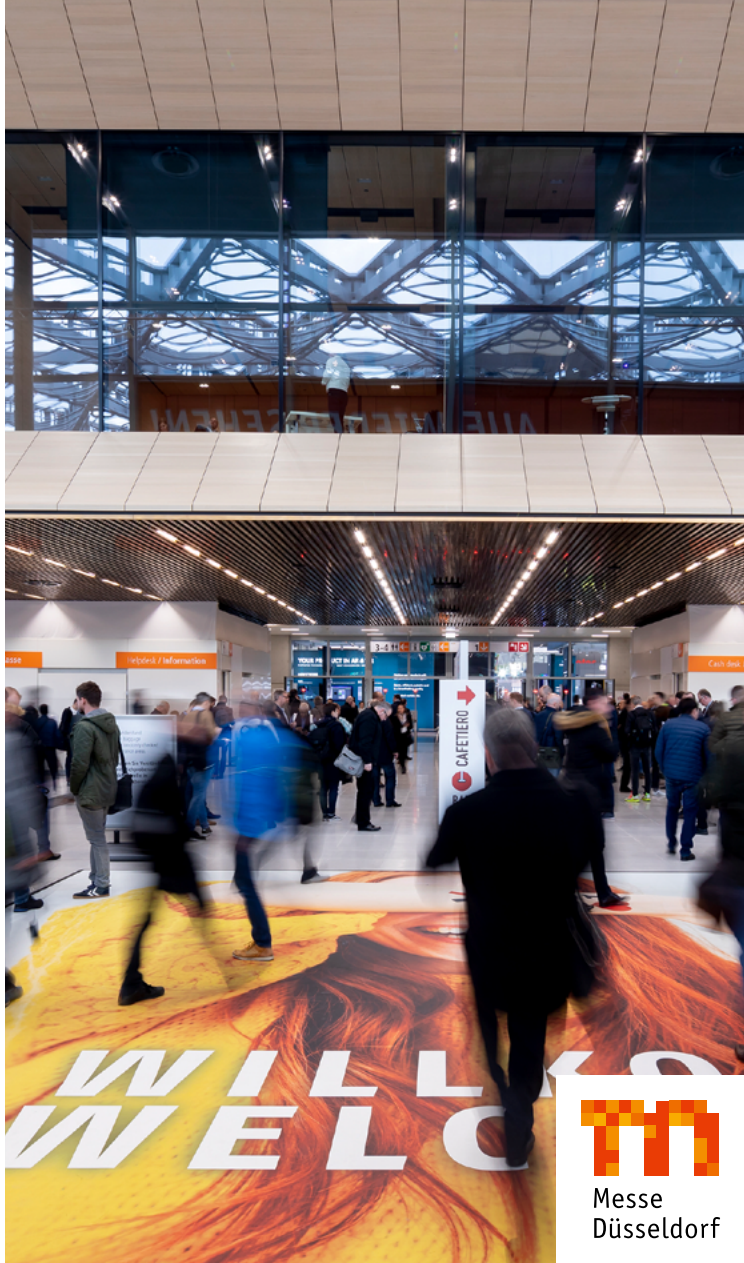
Simply. More. For you.

Messe Düsseldorf's media fee

NEWCAST

12–16 June
Düsseldorf
Germany

2023



Messe Düsseldorf

The media facts: www.newcast.com

Make the most of the digital reach of this global trade fair brand

595,952 page impressions

152,937 visits

112,088 unique users

402,943 search queries in the exhibitor and product database

Source: Google Analytics for the period from 01.01.2019 – 01.01.2023.

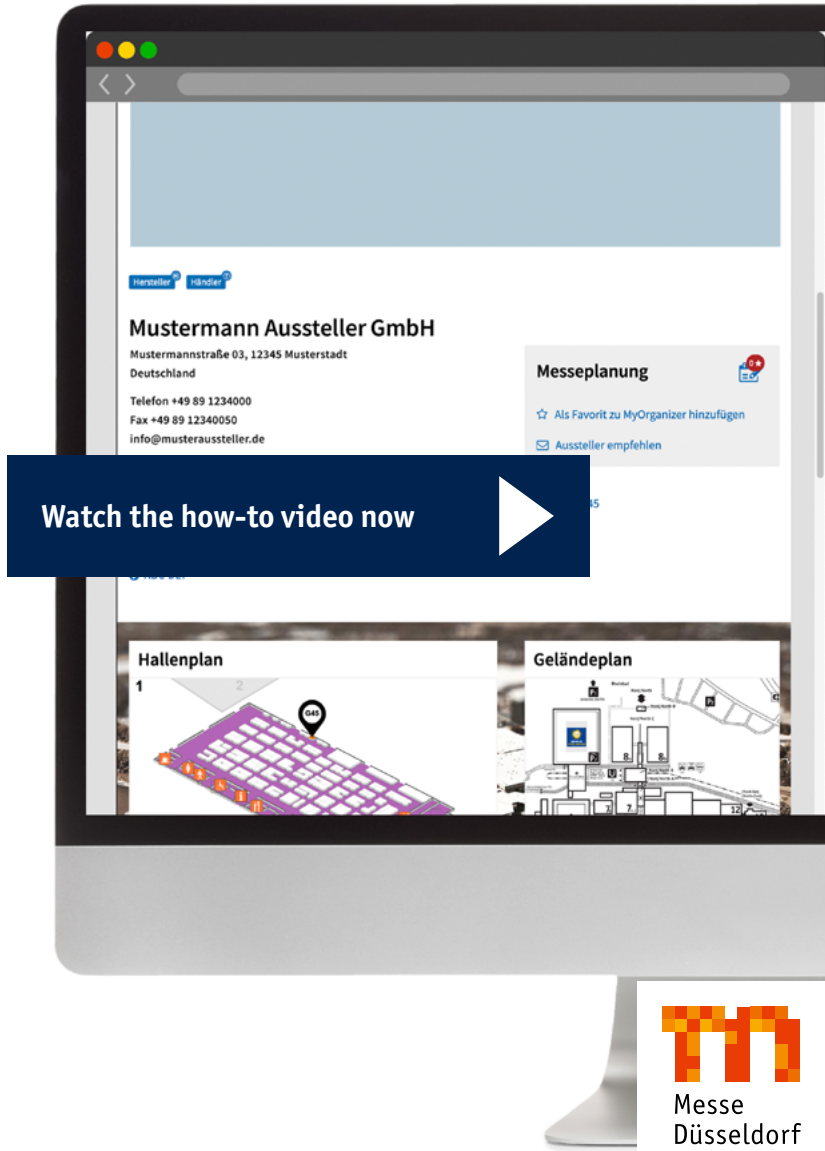


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What do you get for the media fee?

1 Visibility and leads for your company

- Showcase your company, including master data, in the Exhibitor and Product Database.
- Generate leads via the exhibitor contact button. **NEW!**
- Publish your company and product news.
- Incorporate a product or company video (DE/EN). **NEW!**
- Assign your company to a product category.
- Present your products and services.
- Link to your website and social media channels.



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What do you get for the media fee?

2 Digital tools to help you prepare for the trade fair

- ✓ Use the translation function, comprising several languages, for all content in your exhibitor profile. **NEW!**
- ✓ Automatically transfer content from the previous event into your exhibitor profile. **NEW!**
- ✓ Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool.



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What do you get for the media fee?

3 Our communication, at your service

- We publicise your company online, in the app and on the digital information boards, along with in the print media catalogue and/or in the Visitor's Guide.
- We invest in global advertising campaigns on digital and classic channels for you.
- We communicate about the trade fair the whole year round in newsletters, on social media channels and in trade publications via PR campaigns.
- We increase our reach via continuous search engine marketing (SEO and SEA).

Social media channels

7,000 followers **900 followers**



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Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2B environment.
2. **Qualified lead generation** via the exhibitor contact button and matchmaking function.
3. **Increased visibility** for your products and services in your exhibitor profile.
4. **Optimised processes** for your trade fair preparation, with innovative tools.
5. **More visitors and followers** thanks to links to your company website and social media channels.
6. **International presence** is generated via the automatic translation function, which translates your content into several languages at a click.
7. **Easy to use** as content is adopted from the previous event.
8. **Trade fair communication** all year round in newsletters, via social media and via marketing and PR campaigns.



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Do you want more **reach?**

Our media partner **NEUREUTER FAIR MEDIA** will be happy to provide you with further information on our marketing packages.

Your contact partners

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