

INTERGEO[®]

2023
OCT. 10 – 12
BERLIN

INSPIRATION
FOR A SMARTER
WORLD

2023
MARKETING
SERVICE
GUIDE

INTE



Veranstalter / Host: DVW e.V.
Ausrichter Conference / Conference organiser: DVW GmbH
Ausrichter Expo / Expo organiser: HINTE GmbH

WWW.INTERGEO.DE





1. MARKETING PACKAGES
2. ONLINE-MARKETING
3. INTERGEO REPORT
4. GEOCAREER.COM
5. CONTENT
6. SCAN2LEAD – LEAD TRACKING
7. PRESENTATION OPTIMIZATION & PRESENTATION TRAINING
8. ADVERTISING TOOLS & PROMOTION
9. YOUR CONTACTS

MARKETING PACKAGES

ADVERTISING PACKAGE S

▶ Logo placements

- Logo on all hall plans around the exhibition centre
- Logo in the INTERGEO report hall plan
- Logo on the website's online hall plan
- Logo in the INTERGEO App

890 € *

ADVERTISING PACKAGE M

▶ Logo placements

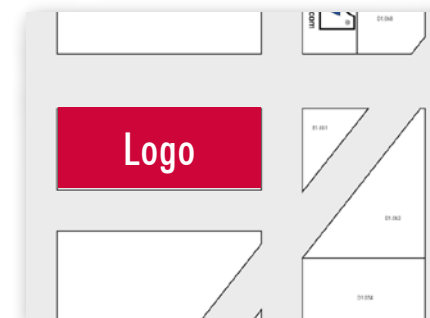
- Logo on all hall plans around the exhibition centre
- Logo in the INTERGEO report hall plan
- Logo on the website's online hall plan
- Logo in the INTERGEO App

▶ 1/4 page inside the INTERGEO report

▶ Product news on the INTERGEO homepage

- Your product news will be displayed rolling on the homepage
- Bilingual: German and English
- 500 characters

1,790 € *



Logo in the hall plan - INTERGEO report**



Logo - hall plans fairground **

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**Actual products might vary from image.



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ONLINE-MARKETING

INTERGEO app – mobile information on smartphones

Take advantage of using the improved advertising opportunities in the new INTERGEO app (around 3,000 downloads) to present your company and products.

Product

Sandwich-Banner

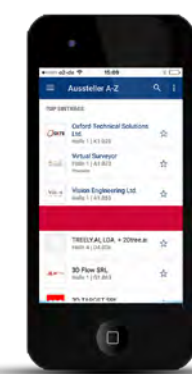
690 €*

W 1440 px x H 296 px, jpg-/png-file

Be included in certain lists:

- Exhibitors list
- Product list
- Favorites list

The banner is repeated at intervals or rotation.
The banner can be linked to the Exhibitor profile.



Sandwich-Banner **

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ONLINE-MARKETING

INTERGEO NEWSLETTER— your topic in the spotlight ahead of the EXPO!

The placement of advertising in the newsletter is ideally suited to communicating specific topics at a clearly defined point in time.

Your Benefits:

- In German and English
- With newsletter advertising you reach 15,000 potential customers
- Promote your topics to a targeted audience

Products

Content Unit 500 characters (incl. spaces) + Picture (72 dpi) with Link	750 € *
Advertising banners W 560 px x H 90 px	890 € *
Newsletter package Content Unit + Advertising banners	1,590 € *



Content Unit**



Advertising banners
W 560 px x H 90 px **



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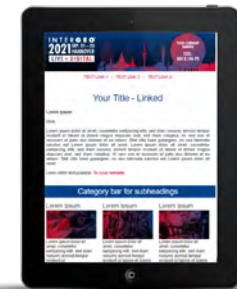
ONLINE-MARKETING

Product

Standalone-Mailing

Design a mailing exclusively with your content. The mailing is sent to our distribution list and contains 100% of your content. Advantage: This guarantees you a target group-specific address of potential customers.

5,200 €*



Standalone-Mailing **

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ONLINE-MARKETING FOR YOUR DIGITAL TRADE FAIR STAND AT INTERGEO.DIGITAL

Products

Hero Banner, max. 5 panels **3,900 € ***
 2560 x 780 px, jpg-/png-file, rolling, max. 5 available
 with link to exhibitor stand / digital profile

Ø 50% MORE LEADS

Banner Medium Rectangle, max. 1 placement **3,490 € ***
 600 x 500 px, jpg-/png-file, max. 1 x exclusively available with
 link to exhibitor stand / digital profile

Ø 50% MORE LEADS

Banner Skyscraper, max. 1 placement **3,490 € ***
 160 x 600 px, jpg-/png-file, max. 1 x exclusively available with
 link to exhibitor stand / digital profile

Ø 50% MORE LEADS

Top visibility in the expo area **2,500 € ***

Ø 60% MORE LEADS



Hero Banner **



Banner Medium Rectangle**



Banner Skyscraper **

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INTERGEO report

INTERGEO report – the official magazine for the no. 1 event in the geoindustry

Up-to-date and informative - INTERGEO report is the bilingual magazine for INTERGEO. It includes all topic highlights as well as the list of exhibitors and a program overview of the forums. INTERGEO report is distributed to all visitors on site and is available online as an e-magazine.

Editions:

- 10,000 print copies
- E-magazine

Date of publication:

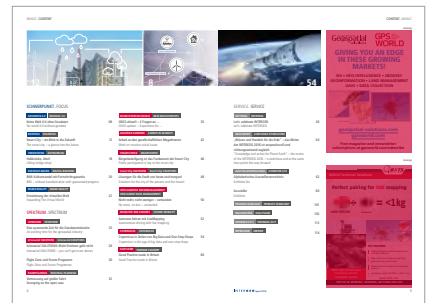
- At INTERGEO: no. of copies: 10,000
- Available online as an e-magazine

Advertising deadline: 28 August 2023

Printing deadline: 04 September 2023



INTERGEO report**



1/4 page advertisement**



1/1 page advertisement**

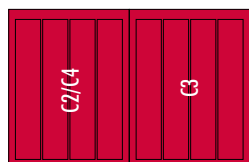
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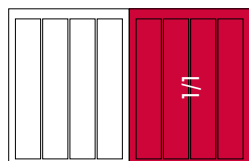
INTERGEO report

Adverts – formats and prices



C2/C4/C3 (cover page)
W 210 mm x H 297 mm (+ 3 mm margin)

3,600 €*



Full (1/1) page inside
W 210 mm x H 297 mm (+ 3 mm margin)

2,830 €*



Quarter (1/4) page inside
W 84,75 mm x H 121 mm (+ 3 mm margin)

830 €*

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geocareer.com

geocareer.com is the NEW online careers portal for the entire geoinformation sector.
The targeted specialist forum for recruiting trained experts and managerial staff or fresh graduates.

Product GEOCAREER BASIS

Online job advert on geocareer.com 495 €*

- Incl. html-editing and conversion for mobile devices
- Running Time: 30 days
- additional distribution of your advertisement on INTERGEO Social Media channels (Facebook)
- DIN A4 notice at the INTERGEO Jobwall
- Direct mailing to registered JobMail users

Product JOBWARE PLUS

Online job advertisement on geocareer.com and jobware.de 1,295 €*

- Incl. html-editing and conversion for mobile devices
- Running Time: 30 days
- additional distribution of your advertisement on INTERGEO Social Media channels (Facebook)
- Publication on up to 400 specialist and regional platforms
- Direct mailing to registered JobMail users

**PRICE
ADVANTAGE
495 €***



National combination of jobware.de and geocareer.com
The targeted specialist forum for recruiting trained experts and managerial staff or fresh graduates in combination with the leading job portal jobware.de

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CONTENT

<p>1 Featured Article 1 x Featured article including distribution on www.intergeo.de and on INTERGEO Social Media channels</p>	<p>1,500 €*</p>
<p>TechTalk - moderated expert talk A technical talk led by your experts and moderated by our host. Questions will be discussed in advance. Should the journey be too far or the time too short for you, the expert talk can be conducted with you via MS Teams.</p>	<p>2,500 €*</p>
<p>Speaking Slot Expo Stage 20 minutes incl. streaming to your digital audience</p>	<p>990 €*</p>
<p>Podcast Use of our recording studio (HD Remote) for up to 4h with your speakers/guests, incl. technical equipment (up to 3 professional microphones etc.) and a technical operator</p>	<p>779 €*</p>
<p>Shortfact Video shooting at the booth incl. statement and cut scenes (video length max. 1 minute)</p>	<p>690 €*</p>

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SCAN2LEAD – LEAD TRACKING

Collect your stand visitor data with the Scan2Lead system.



Products

PORTAL

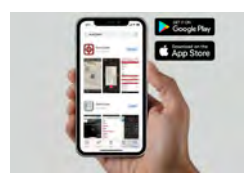
- Display and management of visitor information
- Statistics & reports
- Configuration



0 € *
(incl. with S2L products)

SMART

- Scanning visitor tickets
- Recording notes
- Scan business cards



149 € *
(299 €* incl. rental smartphone)

COLLECT

- Small, mobile device
- High performance



299 € *

INTERFACE

- Direct connection of Scan2lead to your CRM or marketing system
- Scan is done with Scan2Lead (licences not included)
- All leads appear automatically in your own CRM system

1,200 € *

INTERFACE

- Integration of Scan2Lead into your own leadtracking system:
 - Use of your own applications and devices
 - Real-time access to registration data via a professional API (Application Programming Interface)

starting from **1,871 € ***

- With the various solutions, scan visitor badges barcodes
- The visitor information is available immediately and can be used for marketing campaigns
- Further information and videos under www.scan2lead.com

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**Actual products might vary from image.

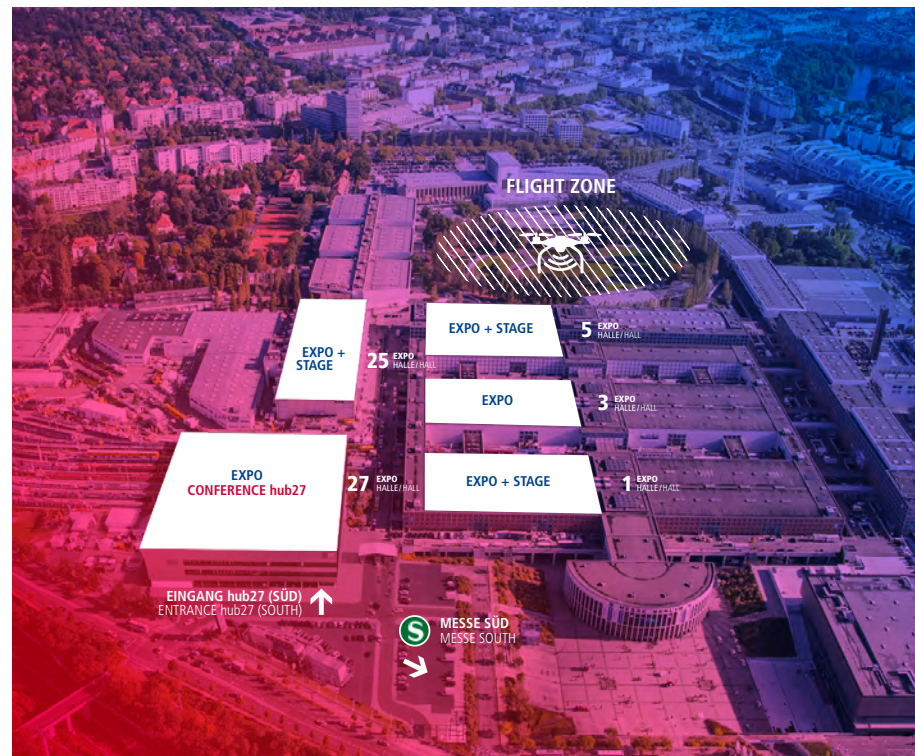


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ADVERTISING

Signage options at Messe Berlin

Attract more qualified contacts to your stand!



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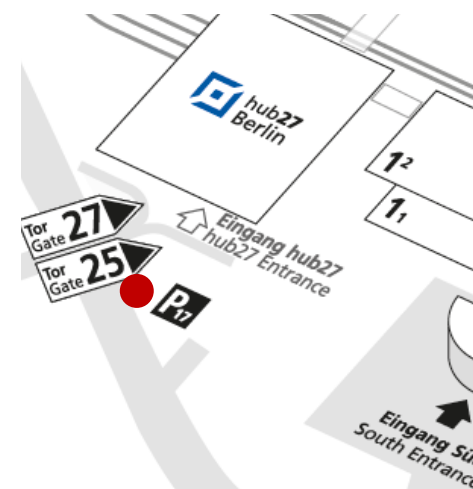
ADVERTISING OUTSIDE

1 ADVERTISING TOWER AT GATES 25/ 27, 2-SIDED

At the access to Gates 25/ 27 at Jafféstraße (2 Flächen)

Dimensions (B x H): 3,94 x 9,25 m
incl. Production, rental, mounting/removal

each 10,900 €*



Advertising Tower **

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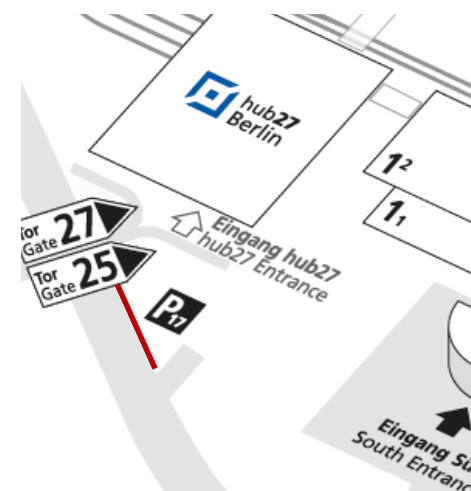
ADVERTISING OUTSIDE

FLAGS BETWEEN THE PARKING AREAS AND GATES 25/ 27

Flagpoles at Jafféstraße between the parking areas of Entrance South and the access to Gates 25/ 27 (Max. 11 Spaces)

Dimensions (B x H): 1,50 x 4,00 m
incl. Production, rental, mounting/removal

each 400 €*



Flags **

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ADVERTISING OUTSIDE

ADVERTISING TOWER NEXT TO HUB27, 4-SIDED

Between Entrance South and hub27

North & south side

8,75 x 8,11 m

incl. Production, rental, mounting/removal

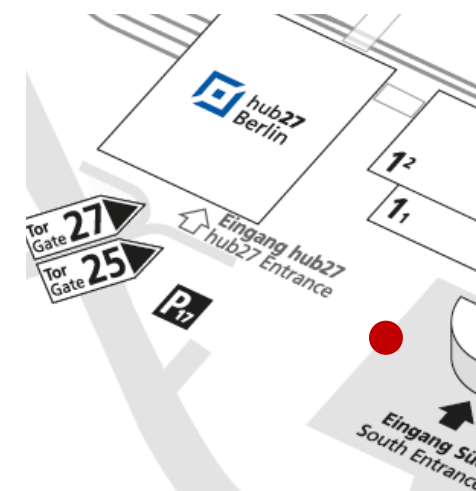
11,190 €*

West & east side

5,75 x 8,11 m

incl. Production, rental, mounting/removal

7,275 €*



Advertising Tower **

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ADVERTISING OUTSIDE

MEGA-BANNERS AT THE FACADE OF HUB27, SOUTH SIDE

3 banners at the facade of hub27 facing Main Road (Jafféstraße) and car park

Position 1
17,35 x 5,75 m
incl. Production, rental, mounting/removal **11,500 €***

Position 2
8,60 x 5,75 m
incl. Production, rental, mounting/removal **6,500 €***

Position 3
17,35 x 15,00 m
incl. Production, rental, mounting/removal **27,900 €***



Mega-Banners **

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ADVERTISING OUTSIDE

ENTRANCE BANNER TO HUB27

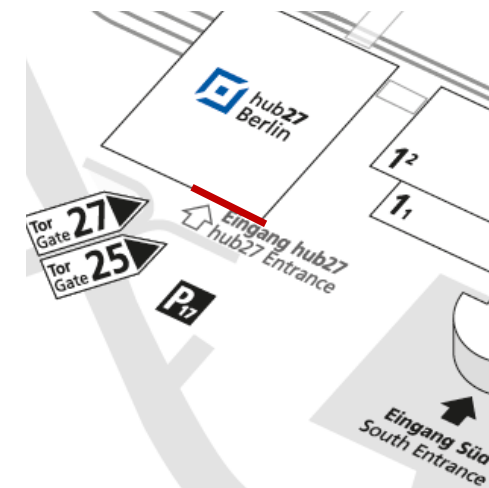
Above the doors of the Entrance of the hub27

Dimensions (B x H): 33,00 x 1,84 m
incl. Production, rental, mounting/removal

10,900 €*



Entrance Banner **



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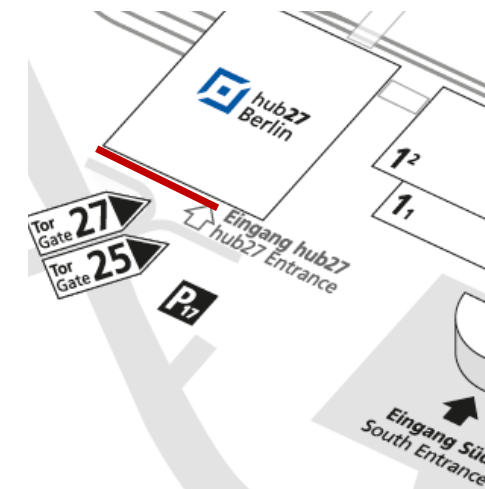
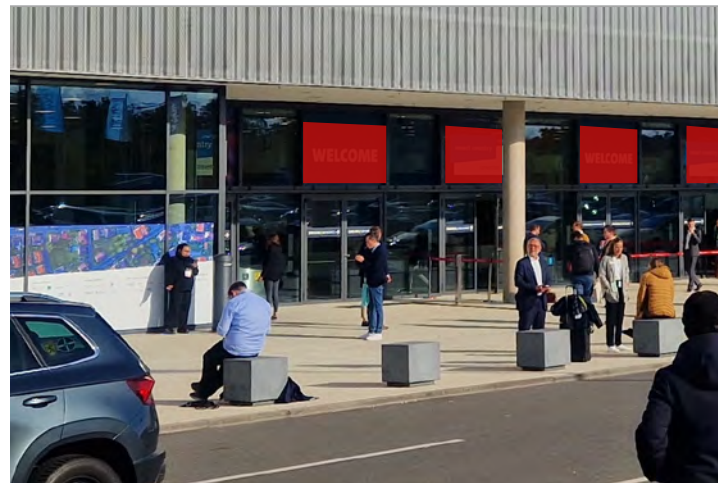
ADVERTISING OUTSIDE

WINDOW BRANDINGS AT THE ENTRANCE TO HUB27

Self-adhesive foils (south facing) exterior windows of hub27

Dimensions (B x H): 2,34 x 1,00 m
incl. Production, rental, mounting/removal

each 400 €*



Window Brandings **

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ADVERTISING OUTSIDE

BENCH DISPLAYS, 2-SIDED

Positions by arrangement

Dimensions (B x H): 2,05 x 2,05 m
incl. Production, rental, mounting/removal

each 1,200 €*



Bench Displays **

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ADVERTISING OUTSIDE

MOBILE ADVERTISING TOWERS, 4-SIDED

Positions by arrangement

Dimensions (B x H): 2,30 x 4,15 m
incl. Production, rental, mounting/removal

each 6,900 €*



Mobile Advertising Towers **

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ADVERTISING OUTSIDE

POSTER SHOWCASES, 2-SIDED

Positions by arrangement (3 showcases)

Dimensions (B x H): 1,15 x 1,71 m
incl. Production, rental, mounting/removal

each 3 showcases 4,500 €*



Poster Showcases **

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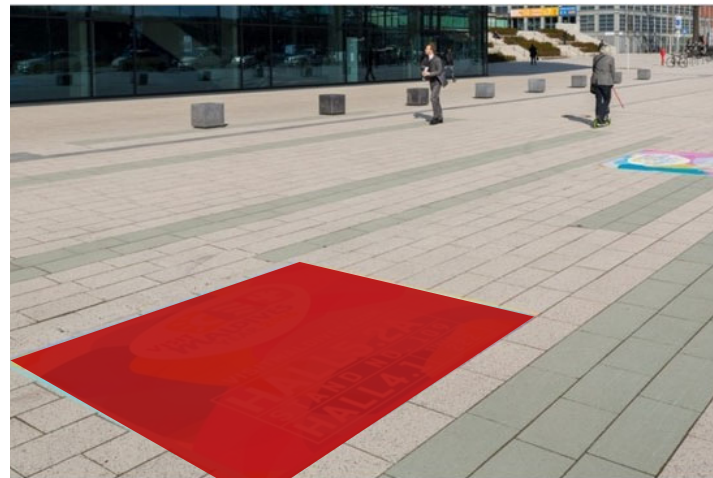
ADVERTISING OUTSIDE

FLOOR GRAPHICS OUTSIDE

Positions by arrangement

Dimensions (B x H): 2,40 x 2,40 m
incl. Production, rental, mounting/removal

each 1,400 €*



Floor Graphics outside **

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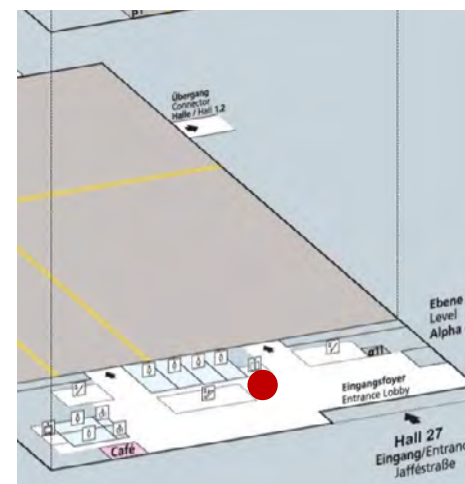
ADVERTISING INSIDE

BANNERS IN THE ENTRANCE LOBBY, EACH 1-SIDED

In the Entrance Lobby above the elevator next to the right entrance to the event hall
Other positions and formats are possible.

Dimensions (B x H): 9,40 x 2,00 m
incl. Production, rental, mounting/removal

5,900 €*



Banners in the Entrance Lobby **

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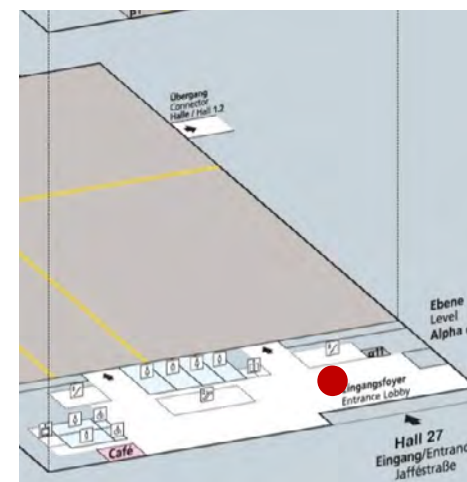
HANGING BANNERS IN THE ENTRANCE LOBBY, EACH 2-SIDED

In the Entrance Lobby in front of the entrance / exit doors (print on front and back side)

Other positions and formats are possible.

Dimensions (B x H): 9,45 x 2,00 m
incl. Production, rental, mounting/removal

9,900 €*



Hanging Banners in the Entrance Lobby **

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ADVERTISING INSIDE

ENTRANCE BANNERS TO THE EVENT HALL

At the walls of both entrances to the Event Hall on the left and right side

Left banners

5,00 x 3,10 m

incl. Production, rental, mounting/removal

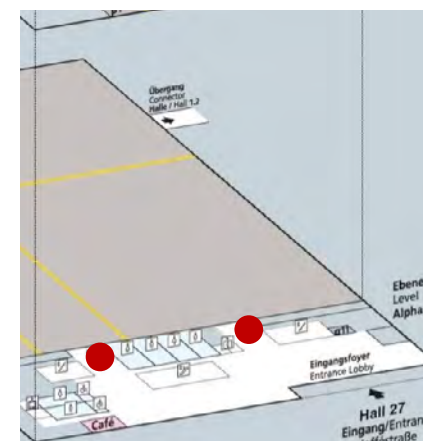
4,300 €*

Right banners

6,50 x 3,10 m

incl. Production, rental, mounting/removal

5,600 €*



Entrance Banners **

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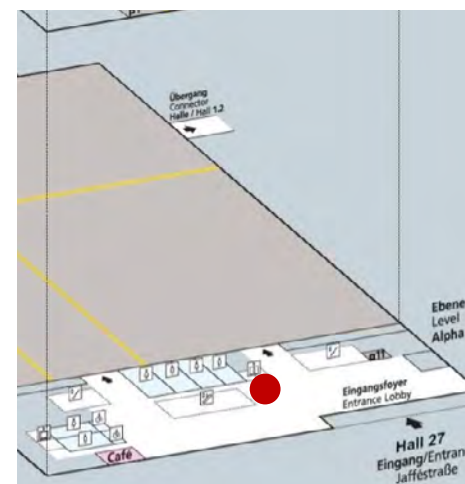
ADVERTISING INSIDE

1 HANGING BANNER IN THE ENTRANCE LOBBY, 2-SIDED

In the Entrance Lobby in front of the escalators and stairs leading to the Beta Level
(print on front and back side)

Dimensions (B x H): 7,00 x 0,99 m
incl. Production, rental, mounting/removal

4,590 €*



Hanging Banner **

* All prices are subject to VAT (currently 19 %).

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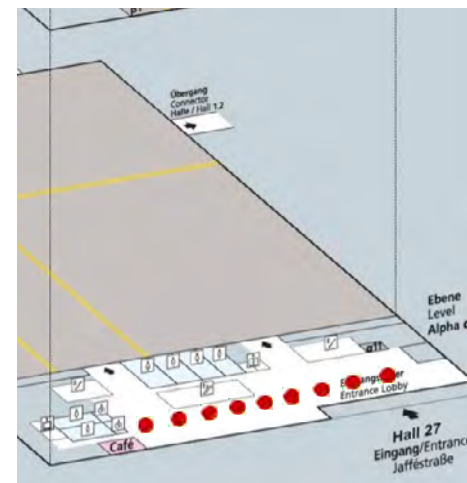
ADVERTISING INSIDE

PILLAR BRANDINGS, EACH 4-SIDED

9 pillars side by side directly in the Entrance Lobby

Dimensions (B x H): 0,60 x 2,50 m
incl. Production, rental, mounting/removal

each 4 sides 2,150 €*



Pillar Brandings**

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ADVERTISING INSIDE

2 ENTRANCE BANNERS IN THE PASSAGEWAY BETWEEN HUB27 AND HALL 25

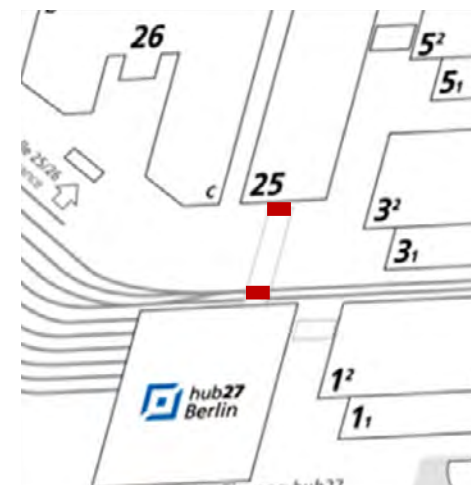
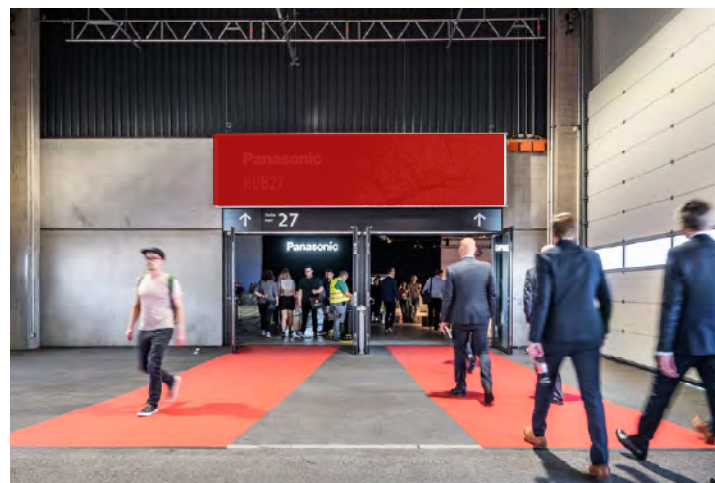
1 entrance banner to hub27 in the passageway leading to Hall 25

1 entrance banner to Hall 25 in the passageway leading to hub27

Dimensions (B x H): 6,05 x 1,45 m

incl. Production, rental, mounting/removal

each 2,300 €*



Entrance Banners **

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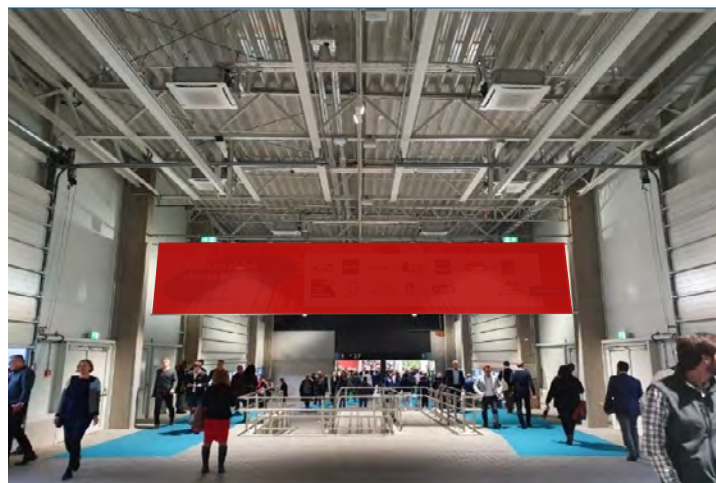
ADVERTISING INSIDE

PASSAGEWAY BANNERS BETWEEN HUB27 AND HALL 25, EACH 2-SIDED

Up to 3 passageway banners between hub27 and Hall 25 (print on front and back side)

Dimensions (B x H): 10,60 x 2,00 m
incl. Production, rental, mounting/removal

each 9,100 €*



Passageway Banners **

* All prices are subject to VAT (currently 19 %).

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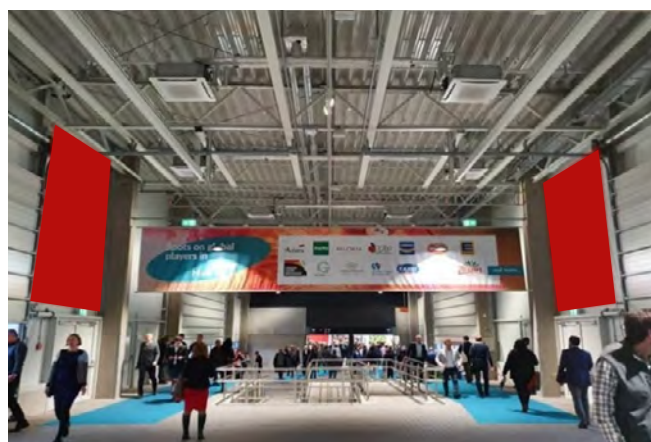
ADVERTISING INSIDE

LATERAL PASSAGEWAY BANNERS BETWEEN HUB27 AND HALL 25

2 lateral passageway banners between hub27 and Hall 25

Dimensions (B x H): 5,05 x 3,50 m
incl. Production, rental, mounting/removal

each 3,800 €*



lateral Passageway Banners **

* All prices are subject to VAT (currently 19 %).

**Actual products might vary from image.



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ADVERTISING INSIDE

6 ENTRANCE AND PASSAGEWAY BANNERS BETWEEN HUB27 AND HALL 1.2

2 suspended entrance and passageway banners (1-sided)

4 passageway banners at positions 2 to 5 (2-sided)

Positionen 1, 6

6,05 x 1,45 m

incl. Production, rental, mounting/removal

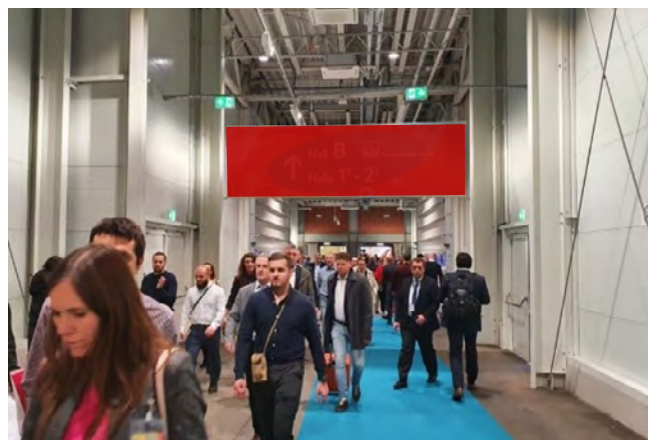
each 2,300 €*

Positionen 2, 3, 4, 5

6,05 x 1,45 m

incl. Production, rental, mounting/removal

each 4,500 €*



Entrance and Passageway Banners **

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ADVERTISING INSIDE

FLOOR GRAPHICS INSIDE

Exact positions, special formats and carpet brandings arrangement

Dimensions (B x H): 2,00 x 2,00 m
incl. Production, rental, mounting/removal

each 700 €*



Floor Graphics inside **

* All prices are subject to VAT (currently 19 %).

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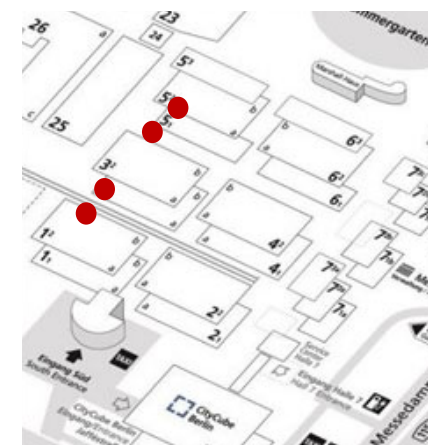
ADVERTISING INSIDE

ENTRANCE BANNERS IN THE LATERAL PASSAGeways OF HALLS 1.2, 3.2 AND 5.2

A the outer sides of the entrances to Halls 1.2, 3.2 and 5.2 coming from the lateral passageways
(4 banners per entrance)

Dimensions (B x H): 2,92 x 5,00 m
incl. Production, rental, mounting/removal

12,350 €*



Entrance Banners in the lateral Passageways **

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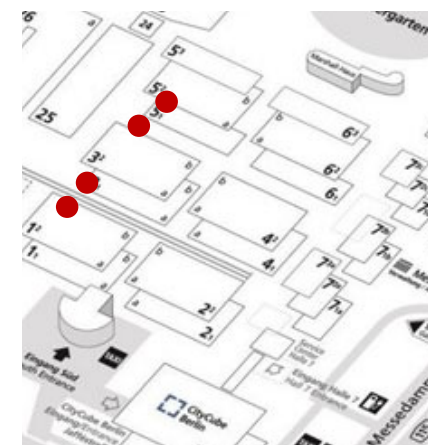
ADVERTISING INSIDE

ENTRANCE BANNERS IN THE LATERAL PASSAGEWAYS OF HALLS 1.2, 3.2 AND 5.2

On the left and right side next to the entrances to Halls 1.2, 3.2 and 5.2 coming from the lateral passageways (2 banners per entrance)

Dimensions (B x H): 2,50 x 2,80 m
incl. Production, rental, mounting/removal

3,990 €*



Entrance Banners in the lateral Passageways **

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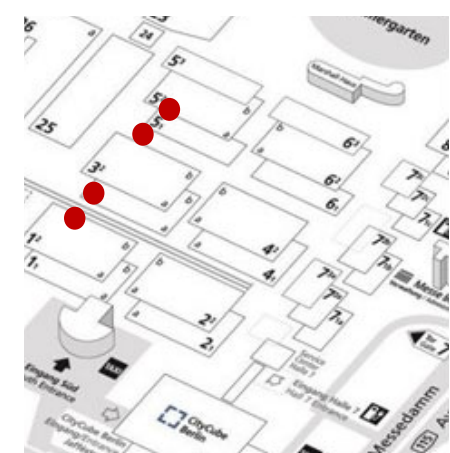
ADVERTISING INSIDE

ENTRANCE BANNERS IN THE LATERAL PASSAGeways OF HALLS 1.2, 3.2 AND 5.2

In front of the entrances to Halls 1.2, 3.2 and 5.2 coming from the lateral passageways
(1 banner per entrance)

Dimensions (B x H): 10,00 x 1,00 m
incl. Production, rental, mounting/removal

6,990 €*



Entrance Banners in the lateral Passageways **

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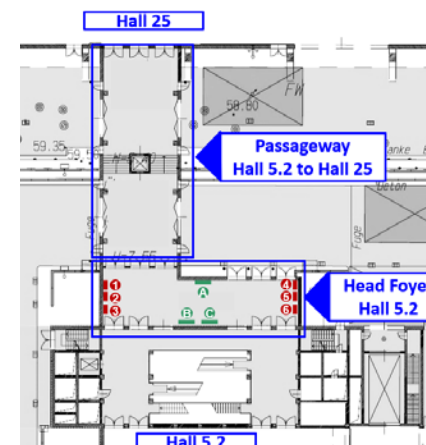
ADVERTISING INSIDE

6 LATERAL BANNERS IN THE HEAD FOYER OF HALL 5.2

3 banners at the north and 3 banners at the south side

Dimensions (B x H): 1,30 x 2,30 m
incl. Production, rental, mounting/removal

4,350 €*



Beispiele **

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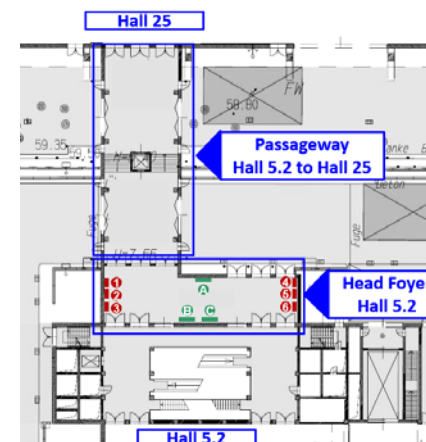
ADVERTISING INSIDE

3 LATERAL BANNERS IN THE HEAD FOYER OF HALL 5.2

2 banners at the east and 1 banner at the west side

Dimensions (B x H): 2,50 x 2,50 m
incl. Production, rental, mounting/removal

4,240 € *



Lateral Banners in the Head Foyer **

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ADVERTISING INSIDE

1 PASSAGEWAY BANNER LEADING TO HALL 25

In the middle of the passageway to Hall 25 coming from Hall 5.2a

Dimensions (B x H): 7,80 x 1,30 m
incl. Production, rental, mounting/removal

2,400 €*



Passageway Banner**

* All prices are subject to VAT (currently 19 %).

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ADVERTISING INSIDE

1 ENTRANCE BANNER TO HALL 25

Directly above the entrance doors to Hall 25 coming from Hall 5.2a

Dimensions (B x H): 7,80 x 2,50 m
incl. Production, rental, mounting/removal

3,990 €*



Entrance Banner **

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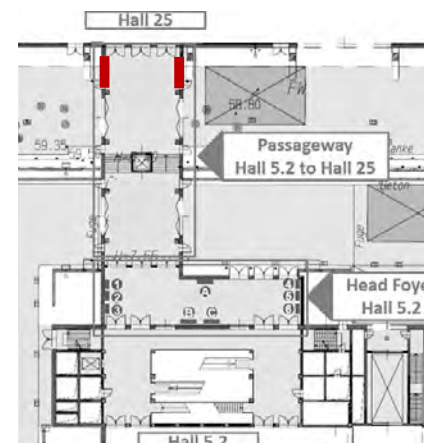
ADVERTISING INSIDE

ENTRANCE BANNERS TO HALL 25

4 banners at the entrance to Hall 25 coming from Hall 5.2a
2 banners at the north and 2 banners at the south side

Dimensions (B x H): 1,30 x 2,60 m
incl. Production, rental, mounting/removal

3,100 €*



Entrance Banners **

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ADVERTISING INSIDE

1 PASSAGEWAY BANNER LEADING TO HALL 5.2A

In the middle of the passageway to Hall 5.2a coming from Hall 25

Dimensions (B x H): 7,80x 2,50 m
incl. Production, rental, mounting/removal

4,700 €*



Passageway Banner **

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ADVERTISING INSIDE

1 ENTRANCE BANNER LEADING TO HALL 5.2A

At the end of the passageway to Hall 5.2a coming from Hall 25 above the entrance to the head foyer of Hall 5.2a

Dimensions (B x H): 7,80x 3,00 m
incl. Production, rental, mounting/removal

5,400 €*



Entrance Banner **

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ADVERTISING TOOLS & PROMOTION

Draw attention to your company and your brand and make yourself memorable to visitors.

Promotion

Permit for a promotions team with a maximum of 2 promotions per Expo day (exhibitor to provide staff)

1,050 €*

* All prices are subject to VAT (currently 19 %).

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YOUR CONTACTS



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