

# INTERGEO<sup>®</sup> 2022 OCT. 18 – 20 ESSEN

**HYBRID**

**INSPIRATION**

**FOR A SMARTER WORLD**

**2022  
MARKETING  
SERVICE  
GUIDE**

**DVW**

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



[WWW.INTERGEO.DE](http://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

**890 € \***

**ADVERTISING PACKAGE M**

▶ **Logo placements**

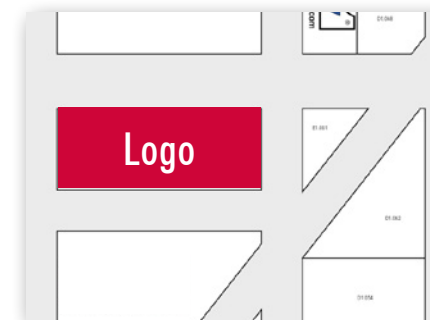
- Logo on all hall plans around the exhibition centre
- Logo in the INTERGEO report hall plan
- Logo on the website's online hall plan

▶ **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

**1,590 € \***



Logo in the hall plan - INTERGEO report\*\*



Logo - hall plans fairground \*\*

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

\*\*Actual products might vary from image.

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## ONLINE MARKETING

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

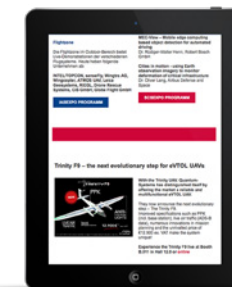
The placement of advertising in the newsletter is ideally suited to communicating specific topics at a clearly defined point in time.

#### Your Benefits:

- In German and English
- With newsletter advertising you reach 15.000 potential customers
- Promote your topics to a targeted audience



Content Unit\*\*



Advertising banners  
W 560 px x H 90 px \*\*

#### Products

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



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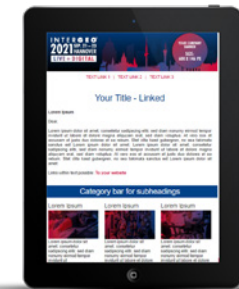
## ONLINE MARKETING

### Products

#### 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

2560 x 780 px, jpg-/png-file, rolling, max. 5 available with link to exhibitor stand / digital profile

**3,900 € \***

Ø 50% MORE LEADS

##### Banner Medium Rectangle, max. 1 placement

600 x 500 px, jpg-/png-file, max. 1 x exclusively available with link to exhibitor stand / digital profile

**3,490 € \***

Ø 50% MORE LEADS

##### Banner Skyscraper, max. 1 placement

160 x 600 px, jpg-/png-file, max. 1 x exclusively available with link to exhibitor stand / digital profile

**3,490 € \***

Ø 50% MORE LEADS

##### Top visibility in the expo area

**1,290 € \***

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:**

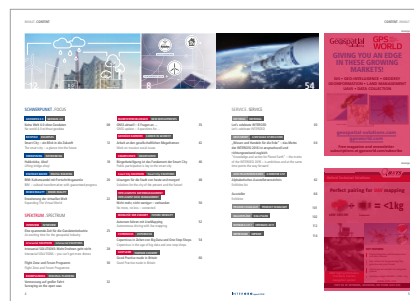
- At INTERGEO: no. of copies: 10,000
- Available online as an e-magazine

**Advertising deadline: 16 September 2022**

**Printing deadline: 23 September 2022**



INTERGEO report\*\*



1/4 page advertisement\*\*



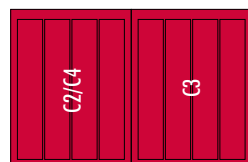
1/1 page advertisement\*\*

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**INTERGEO report**

**Adverts – formats and prices**



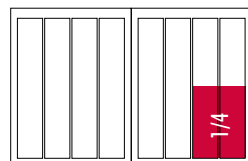
**C2/C4/C3 (cover page)**  
**W 210 mm x H 297 mm (+3 mm margin)**

**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 €\***

- additional distribution of your advertisement on INTERGEO Social Media channels (Facebook)
- Running Time: 30 days
- Direct mailing to registered JobMail users

### Product JOBWARE PLUS

**Online job advertisement on geocareer.com and jobware.de**

PRICE  
ADVANTAGE  
495 €\*

1,195 €\*

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



### 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><b>1 Featured Article</b>          1 x Featured article including distribution on www.intergeo.de and on INTERGEO Social Media channels</p>	<p><b>1,500 €*</b></p>
<p><b>TechTalk - moderated expert talk</b>          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><b>2,500 €*</b></p>
<p><b>Pre-Day Expo Stage 20 minutes</b>          incl. streaming to your digital audience</p>	<p><b>990 €*</b></p>
<p><b>Podcast</b>          Use of our recording studio (HD Remote) for up to 4h with your speakers/guests, including technical equipment (up to 3 professional microphones etc.) and a technical operator.</p>	<p><b>779 €*</b></p>
<p><b>Shortfact</b>          Video shooting at the booth incl. statement and cut scenes (video length max. 1 minute)</p>	<p><b>590 €*</b></p>

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## LEAD TRACKING – SCAN2LEAD

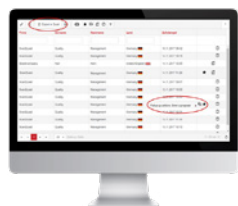
Collect the data of your visitors at the expo stand with the Scan2Lead system.



### Products

#### PORTAL

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



#### SMART

- Scanning visitor tickets
- Recording notes
- Scan business cards



#### COLLECT

- Small, mobile device
- High performance



**0 € \***  
 (incl. with S2L products)

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

**199 € \***

- With the various solutions, barcodes of visitor badges can be scanned.
- The visitor information is available immediately and can be used for marketing campaigns
- Further information and videos under [www.scan2lead.com](http://www.scan2lead.com)

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## PRESENTATION OPTIMIZATION

### We are a young agency from Baden-Baden ...

... and have specialized in the conception and creation of professional (business) presentations in PowerPoint. From the conceptual development of new presentation designs, the graphical optimization of existing presentations, to trainings and workshops focused on presenting. With [www.slideroom.de](http://www.slideroom.de) we have also developed our own PowerPoint add-in, which significantly optimizes and accelerates working with the program.

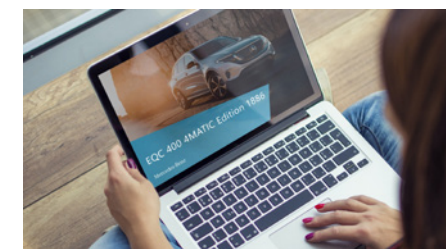
### Presentation optimization

Redesign/graphical optimization of the customer presentation (incl. visualization through images and icons, shapes, grids, slide transitions, animations, etc.) Scope: approx. 20 slides

### Project management

Correspondence (internal/external), coordination meetings, image research, rights acquisition, revisions etc.

**2,290 € \***



Examples \*\*

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## PRESENTATION TRAINING

### Consultation/short training (online)

Conceptual support in presentation preparation, consultation regarding design/slide layout/structure as well as presentation / rhetoric. Short training regarding the handling of the presentation and presenting in front of an audience Duration of the training: approx. 2 hours

### Presentation optimization

Redesign/graphical optimization of the customer presentation (incl. visualization through images and icons, shapes, grids, slide transitions, animations, etc.) Scope: approx. 20 slides

### Project management

Correspondence (internal/external), coordination meetings, image research, rights acquisition, revisions etc.

**2,950 € \***



Examples \*\*

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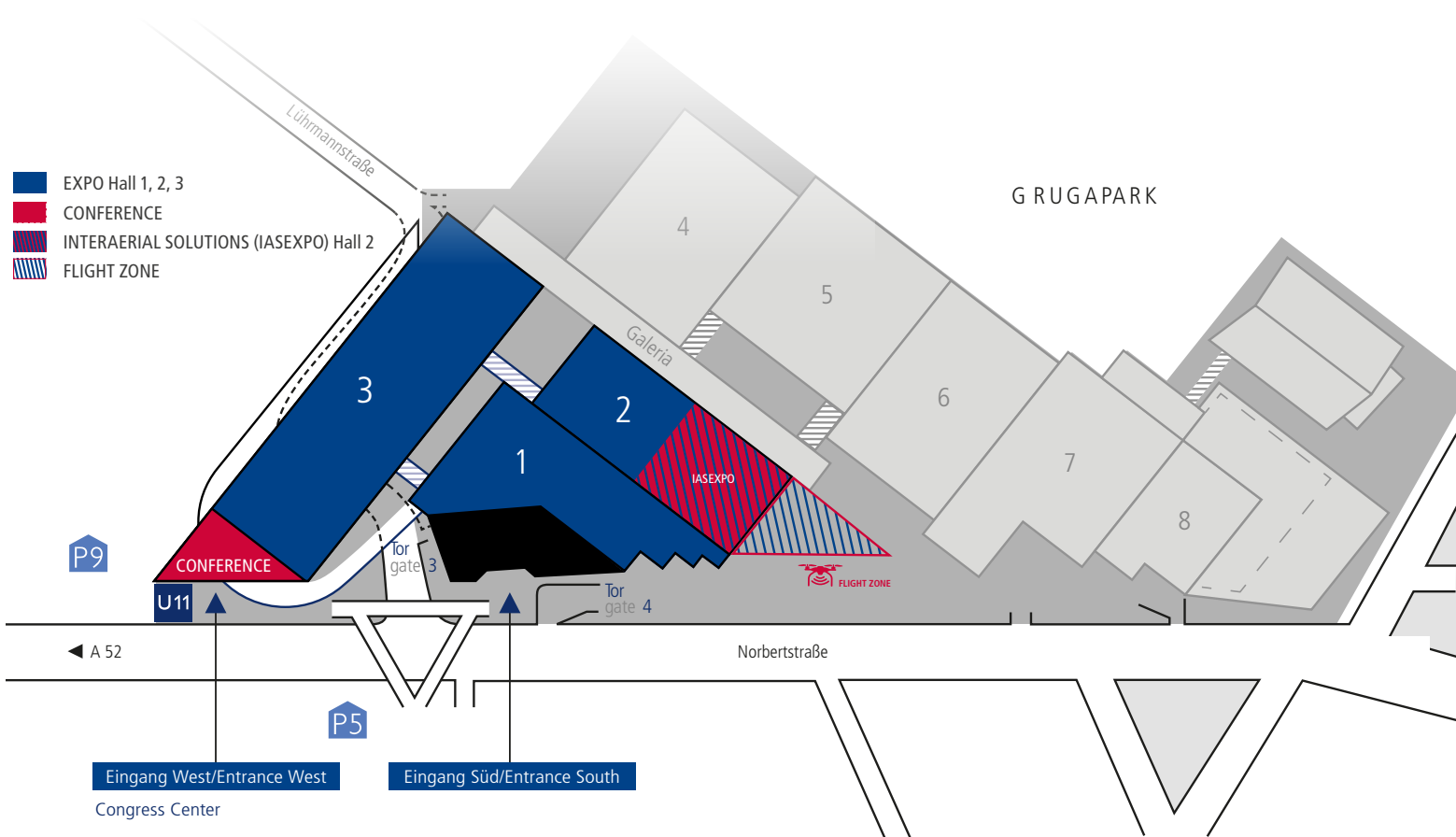
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**ADVERTISING**

**Signage options at the Messe ESSEN**

Attract more qualified contacts to your stand!



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**ADVERTISING OUTSIDE**

**ADVERTISINGSPACES, SOUTH OUTSIDE – GIANT POSTER HALL WALL, SOUTH**

**Dimensions (WxH):** 10,00 x 10,00 m  
 incl. Production, rental, mounting/removal, each

**1 X EXCLUSIVE**

**9,900 €\***

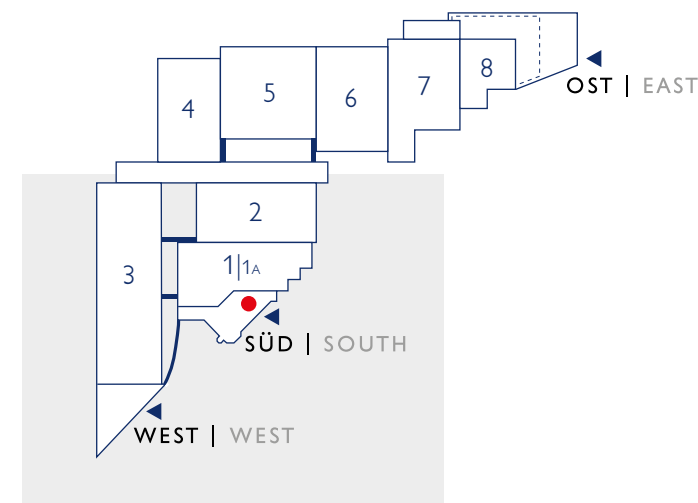
**Dimensions (WxH):** 8,00 x 8,00 m  
 incl. Production, rental, mounting/removal, each

**1 X EXCLUSIVE**

**9,100 €\***



Giant poster \*\*



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**ADVERTISING INSIDE**

**ADVERTISINGSPACES, SOUTH INSIDE – ENTRANCE HALL 1**

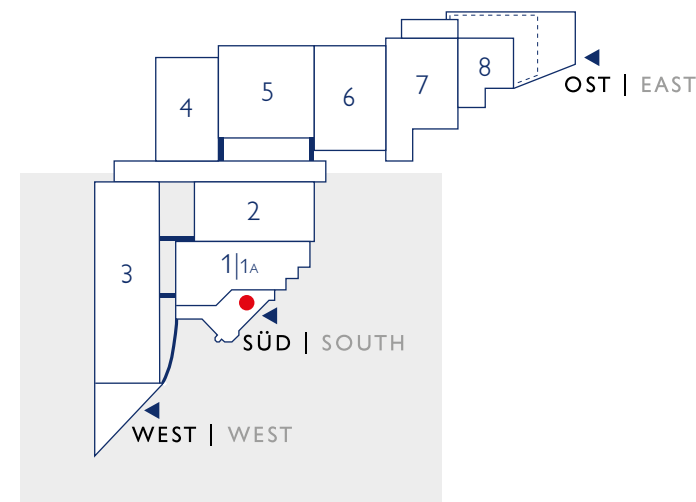
**Entrance hall 1, Dimensions (WxH): 9,00 x 2,00 m**  
 incl. Production, rental, mounting/removal, each

**1 X EXCLUSIVE**

**6,900 €\***



Advertising space entrance hall 1\*\*



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**ADVERTISING INSIDE**

**ADVERTISINGSPACES, SOUTH INSIDE – FABRIC BANNER, RESTAURANT AT SOUTH ENTRANCE**

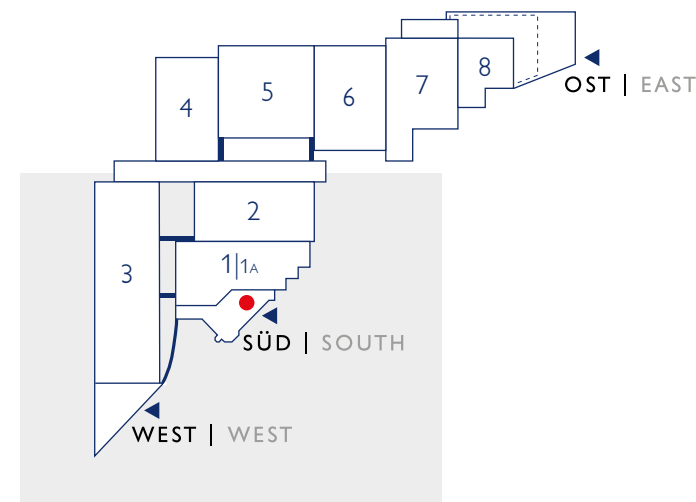
**Dimensions (WxH):** 10,00 x 2,00 m  
 incl. Produktion, Miete, Montage/Demontage

**1 X EXCLUSIVE**

**6,900 €\***



Fabric banner, restaurant\*\*



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**ADVERTISING INSIDE**

**ADVERTISINGSPACES, SOUTH INSIDE – ADVERTISING SPACE SOUTH FOYER (GRANITE WALL)**

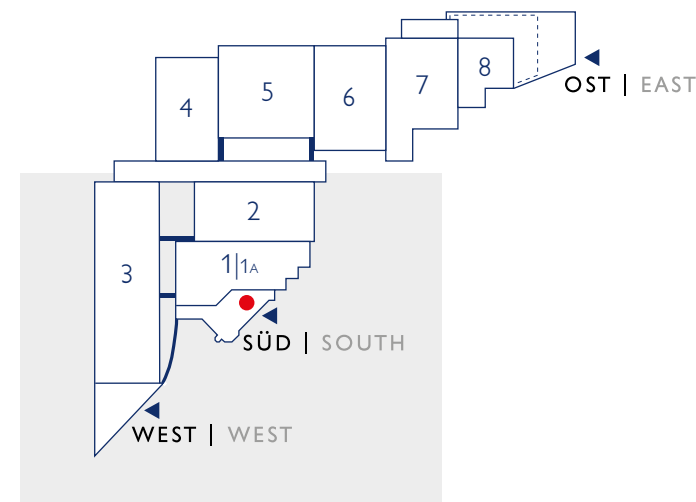
**Granite wall, dimensions (WxH): 2,50 x 4,30 m**  
 incl. Production, rental, mounting/removal, each

**3 X SPACE**

**4,900 €\***



Advertising space south foyer (Granite wall)\*\*



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## ADVERTISING INSIDE

### ADVERTISINGSPACES, SOUTH INSIDE – PRESENTATION AREA SOUTH FOYER

Any necessary electrical connections are not included in the rental price.

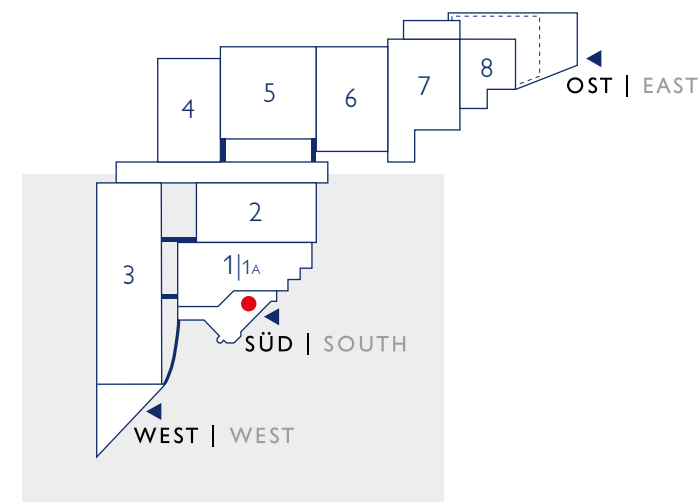
Maximum 1,00 m<sup>2</sup>

**490 €\***



SI14

Presentation area\*\*



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**ADVERTISING INSIDE**

**ADVERTISINGSPACES, SOUTH INSIDE – STAIR STEPS**

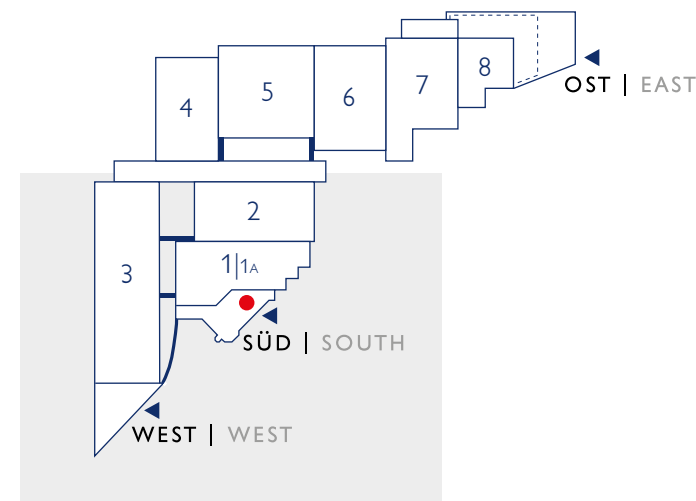
Incl. Production, rental, mounting/removal, 6 steps

Dimensions (WxH): 5,60 m x 0,13 m

**2,490 €\***



Stair steps\*\*



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**ADVERTISING OUTSIDE**

**ADVERTISING SPACES, WEST OUTSIDE – GIANT POSTER WEST ENTRANCE**

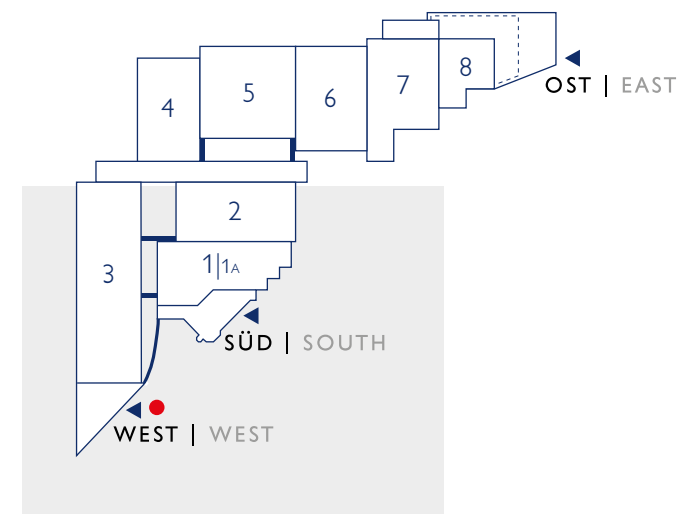
**Dimensions (WxH):** 14,6 x 4,5 m  
 incl. Production, rental, mounting/ removal

**2 X SPACE**

**10,490 €\***



Giant poster\*\*



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**ADVERTISING OUTSIDE**

**ADVERTISING SPACES, WEST OUTSIDE – PREMIUM LARGE ADVERTISING SPACE**

**At west entrance/piazza Dimensions (WxH): 3,56 x 2,54 m**

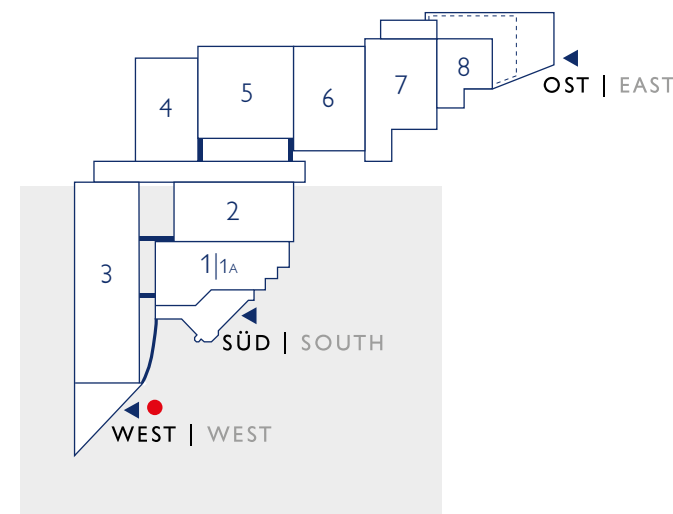
incl. Production, rental, mounting/removal

**4,900 €\***

**1 X EXCLUSIVE**



Premium large advertising space\*\*



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## ADVERTISING INSIDE

### ADVERTISING SPACES, WEST INSIDE – HANGING ADVERTISEMENTS, WEST FOYER

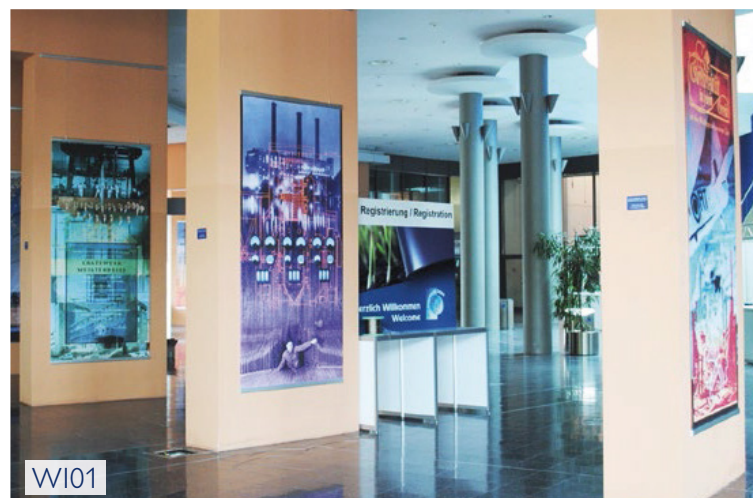
The entrance foyer, which includes information desk and cloakrooms, is an interesting meeting point before and after a visit to the trade fair. Visitors will constantly be aware of your advertising message.

**Dimensions (WxH):** 1,70 x 3,80 m

incl. Production, rental, mounting/ removal

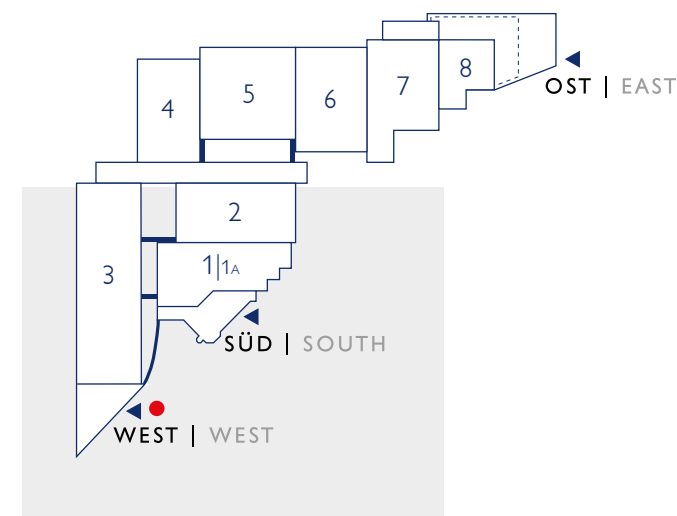
**10 X SPACE**

**each 990 €\***



WI01

Hanging advertisement\*\*



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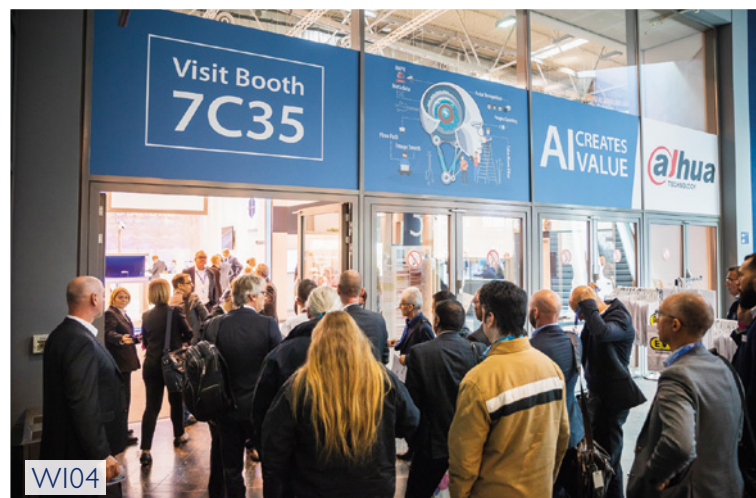
**ADVERTISING INSIDE**

**ADVERTISING SPACES, WEST INSIDE – ENTRANCE, WINDOW STICKERS**

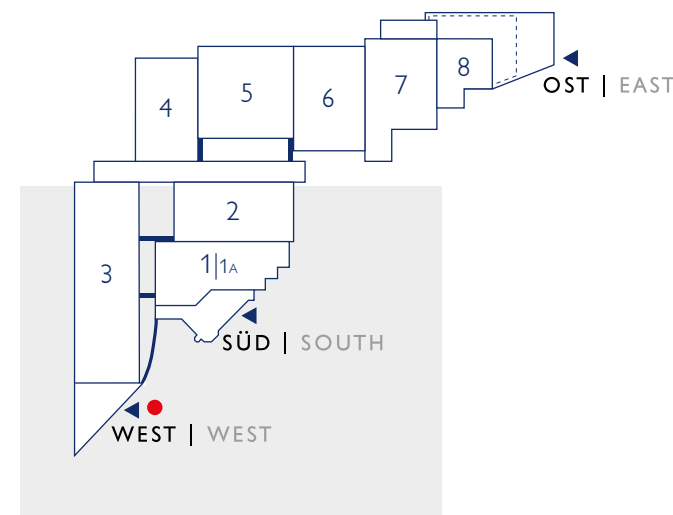
**Dimensions (WxH): 2,42 x 1,45 m (4x)**

incl. Production, rental, mounting/removal, 4 windows, in total

**9,900 €\***



Hall entrance, window stickers\*\*



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**ADVERTISING INSIDE**

**ADVERTISING SPACES, WEST INSIDE – ADVERTISING SPACE, WEST FOYER**

**Above entrance area, dimensions (WxH): 9,5 x 2,2 m**

incl. Production, rental, mounting/removal

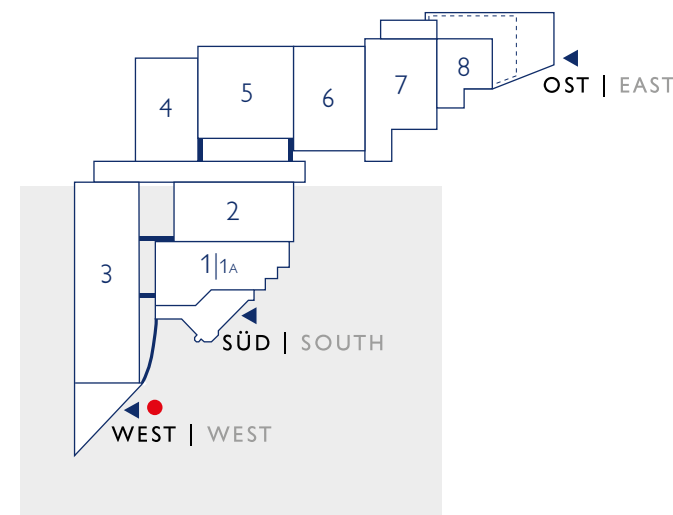
**7,900 €\***

**1 X EXCLUSIVE**



WI03

Advertising space, west foyer\*\*



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

\*\*Actual products might vary from image.



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9. YOUR CONTACTS

## ADVERTISING INSIDE

### ADVERTISING SPACES, HALLS – INDOOR FLOOR DISPLAY A0

In the halls, we offer effective advertising opportunities that will lead your visitors directly to your stand. Floor stickers and advertising space in the hall transitional areas are tried-and-tested vehicles for targeted visitor guidance and for providing visibility to your statement.

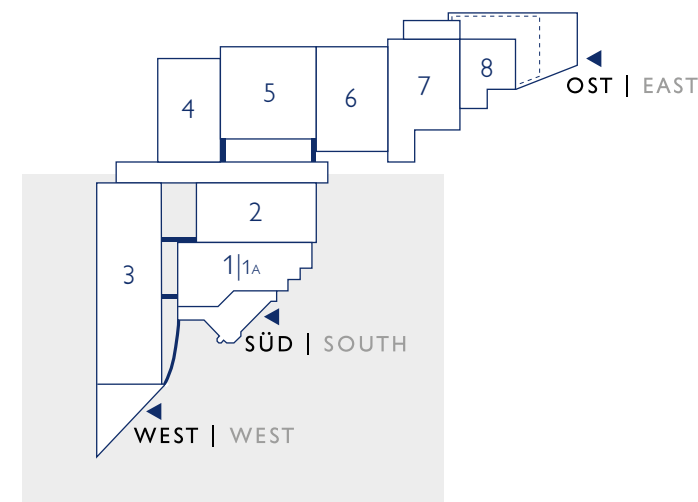
**Dimensions (WxH):** 84,1 x 118,9 cm

incl. Production, rental, mounting/removal, each

**490 €\***



Indoor floor display\*\*



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

\*\*Actual products might vary from image.

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## ADVERTISING INSIDE

### ADVERTISING SPACES, HALLS – TECHNOLOGY PYLONS, FOIL PRINTS

In the halls, we offer effective advertising opportunities that will lead your visitors directly to your stand. Floor stickers and advertising space in the hall transitional areas are tried-and-tested vehicles for targeted visitor guidance and for providing visibility to your statement.

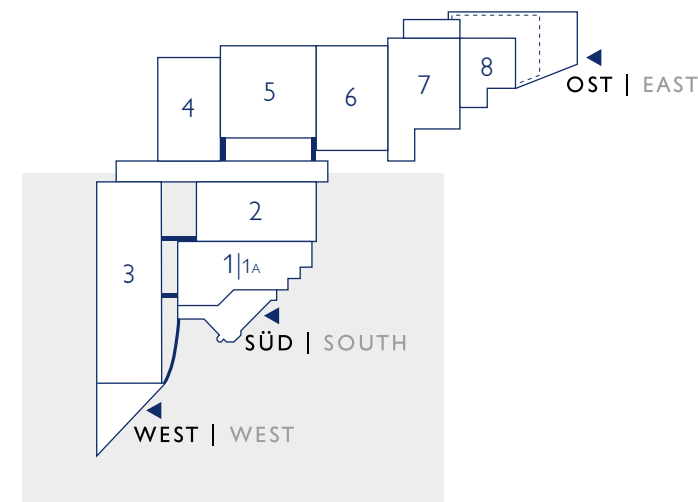
**Dimensions (WxH):** 0,85 x 0,65 m

incl. Demontage, Production, rental, mounting/removal

**590 €\***



Indoor floor display\*\*



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

\*\*Actual products might vary from image.

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**ADVERTISING INSIDE**

**ADVERTISING SPACES, HALLS – FLOOR GRAPHICS**

**Dimensions (WxH):** 0,60 x 0,52 m

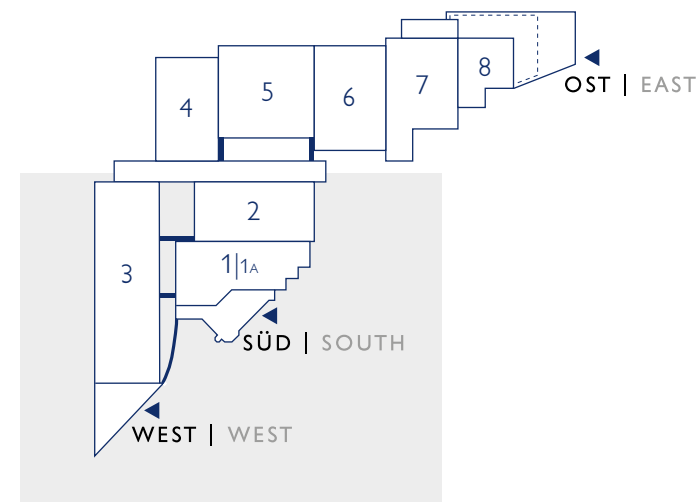
incl. Production, rental, mounting/removal - IN TOTAL

**25 piece**

**2,490 €\***



Floor graphics\*\*



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

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**ADVERTISING INSIDE**

**ADVERTISING SPACES, HALLS – ADVERTISING SPACE HALL CORRIDORS**

**Hall 2 to 3 and hall 1 to 3**

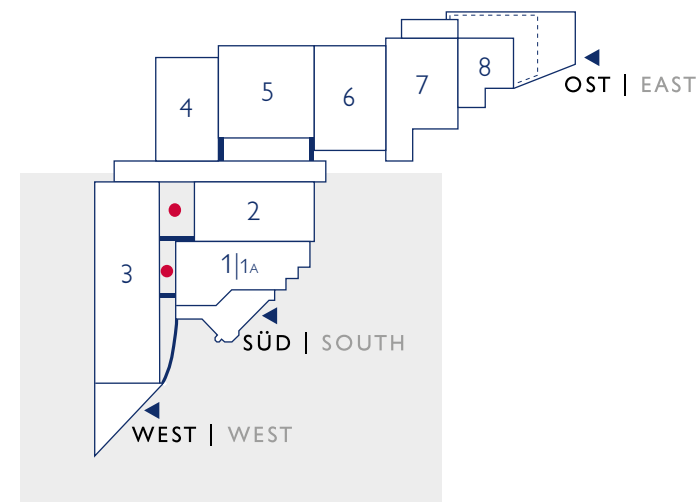
**Dimensions (WxH): 5,00 x 2,00 m**  
 incl. Production, rental, mounting/removal

**4 X SPACE**

**2,490 €\***



Hall corridors\*\*



\* All prices are subject to VAT (currently 19 %).  
 \*\*Actual products might vary from image.

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## ADVERTISING INSIDE

### ADVERTISING SPACES, HALLS – CEILING BANNERS IN THE EXHIBITION HALLS

**Dimensions (WxH):** 5,00 x 2,00 m  
incl. Production, rental, mounting/removal

**2,590 €\***



CEILING BANNERS IN THE EXHIBITION HALLS\*\*

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\*\*Actual products might vary from image.

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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 € \*

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PRESENTATION TRAINING

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**YOUR CONTACTS**



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