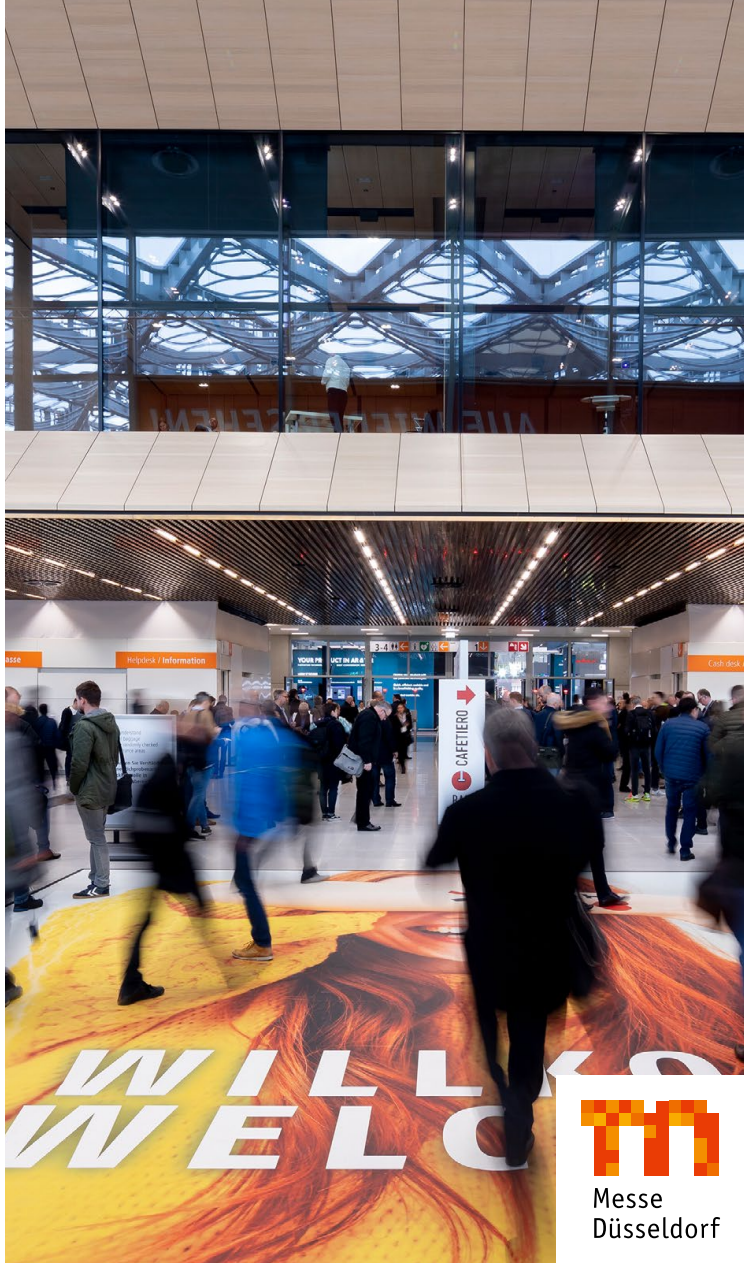
Simply. More. For you.

Messe Düsseldorf's advertising fee

CONNECTED THROUGH PASSION.

30.08. – 08.09.2024

CARAVAN SALON DÜSSELDORF



Messe Düsseldorf

Media facts:
caravan-salon.com

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

8,750,000 page impressions

2,384,000 visits

1,408,000 unique users

1,830,000 search queries in the exhibitor and product database

Source: Google Analytics for the period from January–December 2023.

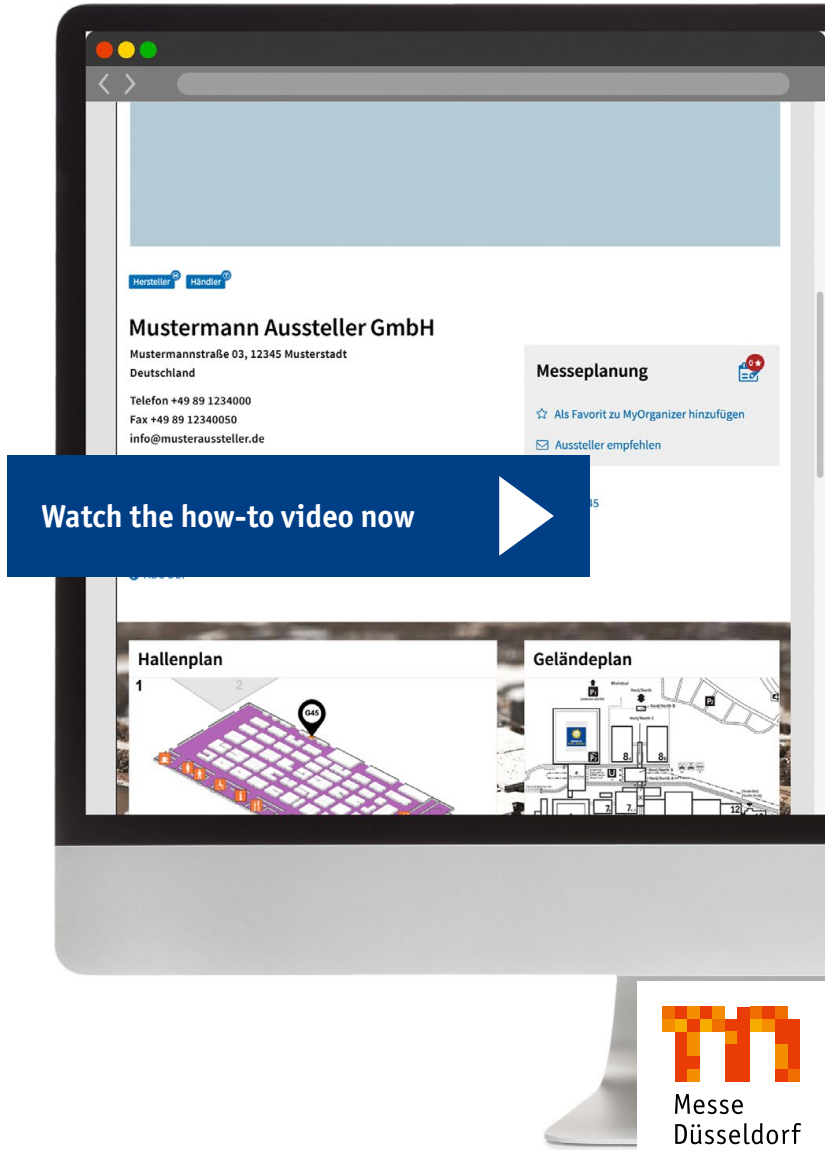


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What do you get for the advertising fee?

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.
- Publish your company and product news.
- Incorporate a product or company video (DE/EN).
- Assign your company to a product category.
- Present your products and services.
- Link to your website and social media channels.

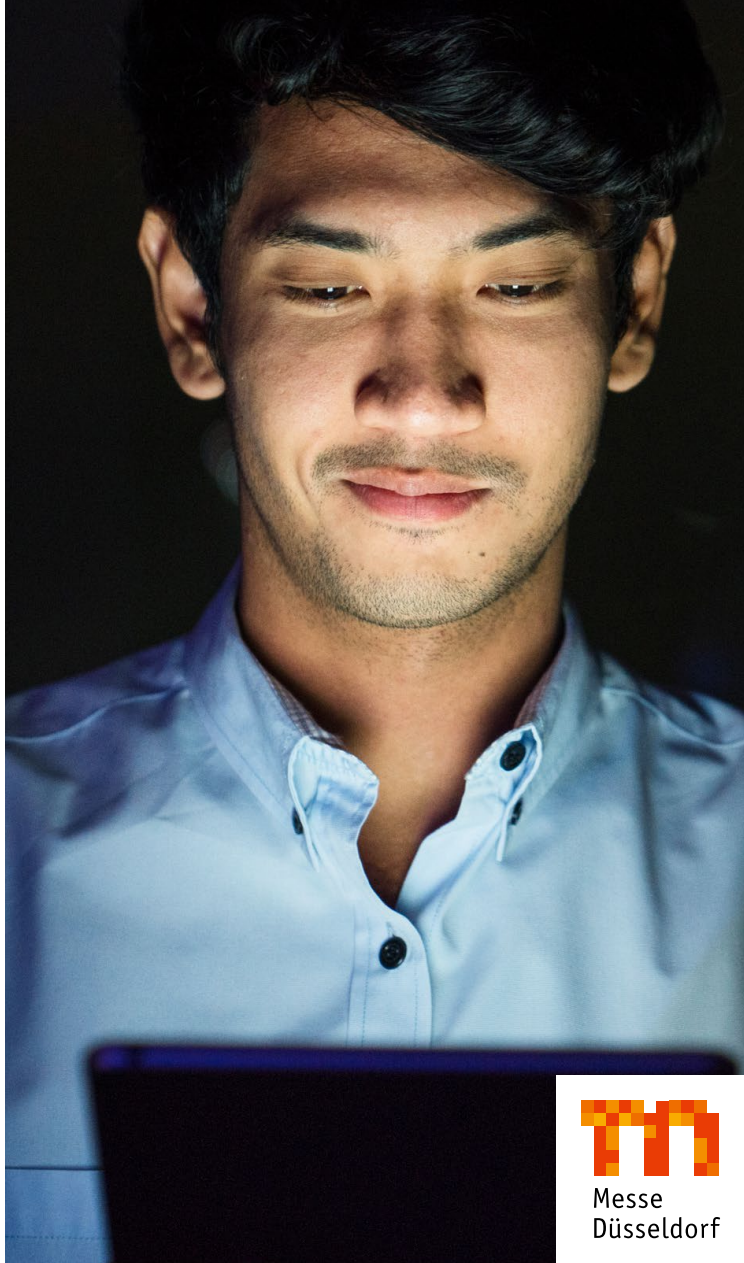


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What do you get for the advertising fee?

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.
- Automatically transfer content from the previous event into your exhibitor profile.
- Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool.
- Manage your exhibitor passes digitally.



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What do you get for the advertising 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 international 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

3,200 followers **59,000 followers** **36,000 followers**



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Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2C and B2B environment.
2. **Qualified lead generation** via the exhibitor contact button.
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.



Messe Düsseldorf

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 partner

NEUREUTER FAIR MEDIA
caravan@neureuter.de
Tel.: +49 201 36547 330

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