



> **MARKETING MEASURES FOR A SUCCESSFUL TRADE FAIR PRESENTATION**

**EUROPEAN TRADE FAIR
FOR PACKAGING, TECHNOLOGY AND PROCESSING
23 - 25.9.2025 • NUREMBERG, GERMANY**

Co-located with
POWTECH  **TECHNOPHARM**

NÜRNBERG  **MESSE**

TRADE FAIR SUCCESS >

Boost the visibility of your company, gain the attention of trade visitors, and widen your reach. Achieve your goals with targeted marketing measures, for your trade fair success.

There are many exhibitors at FACHPACK.

So how can you differentiate yourself from your competitors?

What's the best way to attract the right trade visitors to your stand?

Take advantage of the wide range of marketing options that FACHPACK can offer you.



ONLINE, OFFLINE AND ON-SITE >

Printed materials, digital products and on-site promotions.

Booked individually, combined with one another, or in one affordable package.



INCREASE YOUR REACH >



MARKETING SERVICES

> are included for you as a registered exhibitor – choose from a wealth of communication and advertising tools to highlight your presence at the trade fair.



MARKETING PACKAGES

> are easy to book, highly effective and suitable for smaller budgets.



EXCLUSIVE MARKETING

> highlights your company individually and is tailored to your requirements.





MARKETING-SERVICES >

Our marketing services are included when you register as a FACHPACK exhibitor. They cover a variety of areas where you can publicise your participation in the trade fair and announce in advance: my company will be exhibiting at FACHPACK!



EXHIBITOR LISTING (BASIC ENTRY) IN FACHPACK ONLINE MEDIA >

- > Exhibitor profile including description, logo, contact information and stand number
- > Link to exhibitor's website and social media channels. Exhibitor is to provide reciprocal link to our website.
- > Entry in exhibitor list on website
- > Presentation of 5 products or services
- > Unlimited assignment to product categories
- > Unlimited assignment to industries and product characteristics
- > Possibility of flagging products or services as new products
- > Entry with stand number in floor plans

EXHIBITOR LISTING IN FACHPACK PRINT MEDIA >

- > Entry in exhibitor list in exhibition guide with company name and stand number. Entry can be changed up to 29 July 2025.
- > Entry in floor plan in exhibition guide with stand number

INVITATION MANAGEMENT FOR YOUR TRADE VISITORS >

- > Unlimited number of free voucher codes for inviting customers – valid on-site
- > Provision of email templates and sample cover letters for customer invitations
- > Voucher monitoring – reporting on redeemed voucher codes, pre-registered visitors and no-shows

EXHIBITOR PASSES FOR YOUR STAND PERSONNEL AND SERVICE PROVIDERS >

- > Exhibitor passes – 3 passes for up to 10 m² stand area and another pass free of charge for each additional 10 m²
- > Assembly and dismantling passes for your service providers
- > Pass management in Ticket Center

MEDIA PACKAGE >

- > Dissemination of your press releases on-site and online via upload
- > Social media and online banners with your stand number
- > Includes lead tracking app; other apps can be purchased in the online exhibitor shop

DISCOVER OUR
MARKETING SERVICES >

HERE



MARKETING PACKAGES >

Online

- ✓ Banner Logo-Slider → Home page
- ✓ Banner Logo-Slider → Website subpages
- ✓ Banner Logo-Slider → exhibitor and product database
- ✓ Logo → digital hall plan

Print

- ✓ Company or brand logo in the exhibition guide → list of exhibitors
- ✓ Company or brand logo in the exhibition guide → hall plan

On-site at all locations (FACHPACK, PARTEC, POWTECH TECHNOPHARM)

- ✓ Banner roll-up, including printing
- ✓ Floor/wall stickers
- ✓ Company or brand logo on the overview plan

✓ ✓ 2 OF 9

Regular price:
EUR 2,350

Early booking discount*:
EUR 2,232.50

✓ ✓ ✓ 3 OF 9

Regular price:
EUR 3,100

Early booking discount*:
EUR 2,945

*until 01.12.2024 (5% discount)



**BOOK YOUR EXCLUSIVE
MARKETING PACKAGES IN
OUR ONLINE EXHIBITOR SHOP >**

HERE



EXCLUSIVE MARKETING >

YOUR DIGITAL BANNER IN A PREMIUM POSITION >

- > **Digital signage in foyers**
of NCC Ost and NCC Mitte

- > **Digital signage on big LED screen**
at NCC Mitte entrance exterior

- > **Online services** on the trade fair websites

YOUR BANNER IN PREMIUM POSITION ON-SITE >

- > **City Light Vitrine** bus stop

- > **City Light poster** at 20 locations on the trade fair site

- > **GigaFrame** small/special size

- > **Large awnings**

- > **Light pylon**

- > **Light box**

UNUSUAL WAYS TO MAKE A UNIQUE IMPACT >

- > **Lanyards** – including production
Licence excluding production

- > **Footprints** in the hall

- > **Walking Act**

- > **Flying object indoor** in entrance area –
including production and remote control

- > **Advertising cube** in entrance area

- > **Mirror advertising** (together, per mirror)

- > **Advertising space** for your exhibit
or promotional vehicle

YOUR ADVERT IN PREMIUM POSITION IN EXHIBITION GUIDE >

- > **Advertisement cover page 2**

- > **Advertisement cover page 3**

- > **Advertisement cover page 4**

- > **Advertisement ½ inside section**

- > **Advertisement 1/1 inside section**



**BOOK YOUR EXCLUSIVE
MARKETING CONVENIENTLY IN
OUR ONLINE EXHIBITOR SHOP >**

HERE



WE ARE YOUR FACHPACK TEAM >

Your contacts: Christiane Drescher, Luisa Meyer, Heike Slotta (Executive Director Exhibitions), Daniel Weiß, Leopold Marx, Phuong Anh Do, Astrid Hofmann, and Vanessa Högler



> WE ARE THERE FOR YOU -
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> JOIN US:



#FACHPACK #FACHPACK2025

FACHPACK.DE/EN



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insights, and news
about
FACHPACK >



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