

POWTECH  TECHNOPHARM

International Exhibition for Process Operations

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

**29.9. – 1.10.2026 | NUREMBERG, GERMANY**

Honorary sponsors



# YOUR TRADE FAIR SUCCESS

Improve your company's visibility, be noticed by the trade visitors, and extend your reach beyond your exhibition stand using our wide range of products and services. Use our targeted marketing tools to help you to achieve your goals – all with a successful exhibition in mind.

There are a lot of exhibitors at POWTECH TECHNOPHARM, so how can you set yourself apart from your competitors? And how do you attract the right kind of trade visitors to your stand?

**Make the most of the wide range of marketing opportunities offered by POWTECH TECHNOPHARM.**



## ONLINE, OFFLINE AND ON-SITE

Print products, digital media or on-site advertising. Book individual or combined measures or a cost-effective package.

POWTECH   
TECHNOPHARM



# EXTEND YOUR REACH



## MARKETING SERVICES

are included in your registration and offer you a wealth of communication and advertising options for your trade fair exhibit.



## MARKETING PACKAGES

are easy to book, effective and designed for the smaller budget.



## EXCLUSIVE MARKETING

makes your company stand out from the crowd and is tailored to your needs.



# MARKETING SERVICES

Our marketing services are included in your POWTECH TECHNOPHARM registration and offer diverse options for drawing attention to your participation – so you can get the word out ahead of POWTECH TECHNOPHARM that your company is exhibiting!



## Exhibitor Listing (Basic Entry) in POWTECH TECHNOPHARM 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
- ✔ 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 Print Media of POWTECH TECHNOPHARM

- ✔ Entry in exhibitor list in exhibition guide with company name and stand number. Entry can be changed up to 28 July 2026.
- ✔ 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 – including reporting

## Exhibitor passes for your stand personnel and service providers

- ✔ Exhibitor passes – 3 passes for up to 10 m<sup>2</sup> stand area and another pass free of charge for each additional 10 m<sup>2</sup>
- ✔ 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
- ✔ Promotional materials free on request
- ✔ Includes one lead tracking app; other apps can be purchased in the online exhibitor shop



**DISCOVER OUR  
MARKETING SERVICES HERE**

# MARKETING PACKAGES

Marketing packages are easy to book, effective and designed for the smaller budget. Choose 2 or 3 suitable services to present your company and gain visibility.

## Online

- ✓ Banner Logo Slider → Home page
- ✓ Banner Logo Slider → Events & programme
- ✓ Banner Logo Slider → exhibitor and product database

## Print

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

## On-site

- ✓ Banner roll-up, including printing
- ✓ Floor/wall sticker
- ✓ Digital advertising displays at the hall entrances and passages
- ✓ Company or brand logo on the overview plan

✓ ✓ 2 OF 9

Regular price:  
**EUR 2,400**

✓ ✓ ✓ 3 OF 9

Regular price:  
**EUR 3,200**



POWTECH  
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**TO EASILY BOOK YOUR MARKETING PACKAGE IN THE ONLINE EXHIBITOR SHOP, [CLICK HERE](#)**



# EXCLUSIVE MARKETING

Exclusive marketing measures make your company stand out from the crowd and are tailored to your needs. Find our 'best of' offers for digital, on-site or print media. Simply contact us for more details. And if you cannot find what you want, our specialists can help!

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



**POWTECH**  
**TECHNOPHARM**

## Your banner in premium position on-site

- ✓ City Light vitrine at bus stop
- ✓ City Light poster at 20 locations on the trade fair site
- ✓ GigaFrame small / special size

## Unusual ways to make a unique impact

- ✓ Lanyards – including production, licence excluding production
- ✓ Footprints in the hall
- ✓ Walking Act
- ✓ Flying object indoors in entrance area – including production and remote control

## 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

- ✓ Large awnings
- ✓ Light pylon
- ✓ Light box

- ✓ 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 1/2 inside section
- ✓ Advertisement 1/1 inside section

# WE ARE YOUR **POWTECH TECHNOPHARM** TEAM

Your contacts: Verena Albrecht, Daniel Puschmann, Marianny Eisenhofer (Director POWTECH TECHNOPHARM), Heike Slotta (Executive Director Exhibitions), Larissa Pala, Ronny Sonnenschein



**WE'RE AT YOUR SERVICE ACROSS EUROPE:**

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Join us



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**NUREMBERG, GERMANY**

YOUR TRADE FAIR SUCCESS

MARKETING SERVICES

MARKETING PACKAGES

EXCLUSIVE MARKETING

**CONTACT**