

ILMAC exhibitor and product directory

The exhibitor and product directory of ILMAC of have been greatly expanded recently and optimised for use on mobile devices such as smartphones and tablets. Your advertising entries are thus optimally displayed on your customers' devices and are accessible at all times. Use ilmac24 for a strong presence on the market. Round-the-clock. 365 days a year.

The importance of your communication regarding the trade fair before, during and after ILMAC should not be underestimated. ILMAC offers exhibitors attractive means of presenting themselves.

Advantages at a glance:

- Your presence in the guide.ilmac.ch exhibitor and product directory, our online channels.
- A large number of advertising media for your adverts, invitations to the fair, direct mailings, etc.
- Even more attention through our compulsory media package

Our online channels

www.guide.ilmac.ch


www.ilmac.ch

www.youtube.com/user/ILMACbasel

www.twitter.com/ilmac_basel

www.linkedin.com/company/messeilmac






Individual offers

Video production of your company/product during ILMAC, 60 sec. (guide.ilmac.ch)		CHF 650.–
Express supplement for switching video live	(limited to 10 companies)	CHF 150.–
Video link in entry (link to company video on YouTube or Vimeo)		CHF 150.–
Product group entry	Individual package, 10 copies	CHF 220.–
Products or services	Ind. pack., 4 copies with text and photo	CHF 400.–
 Brand entries with photo	Individual package, 4 copies	CHF 200.–
Contact	Ind. pack., 4 copies with text and photo	CHF 300.–
Rectangle on welcome and search results page, limited to 5 banners		CHF 2,000.–
Leaderboard on welcome and search results page, limited to 5 banners		CHF 2,000.–
Jobs section with vacancies	Individual package, 2 adverts	CHF 500.–



More details of our communication measures are posted on:
www.ilmac.ch/advertising

Online
(guide.ilmac website
and mobile version
in DID)

	Basic Media Package compulsory	Supplementary Package	Logo Package limited availability	All-in-Package limited availability
Address entry with telephone/mobile, fax, e-mail, URL and Hall/Stand No.	1			1
Contact with photo and function	1	+3		4
Company profile with 4000 characters each (DE, and/or EN)		1		1
Company logo		1	1	1
 Key Visual large cover photo in your entry		1	1	1
Company-based product group allocation	5	+10		15
Product or service with 1000 characters (DE, and/or EN) plus photo and 5 product group allocations/product	1	+3		4
Brand entry, without logo	4	+4		8
 Additional photo per brand entry		1	1	1
Hyperlink	1	+3		4
 Downloads (brochures, document, catalogues) as PDF files, including retrievability via the search function in the ILMAC exhibitor directory		+3		4
 Picture gallery for the exhibitor entry (5 pictures)		1	1	1
 Social media links		1	1	1
Video link in entry (link to company video on YouTube or Vimeo)		1		1
Innovation marking for a product*		1		1
Product list in innovations top box on the welcome page of guide.ilmac.ch		1		1
Company logo in top box on the welcome page of guide.ilmac.ch.ch			1	1
Logo on the hall plan			1	1
Logo on the LED screen in the entrance foyer			1	1
Video production about company/product during ILMAC, 60 sec.			1	1
Jobs section with vacancies	2			2
Exclusive search term**			1	1
Print				
Logo on the hall plan/pocket guide (laid out in the entrance zone to the fair)			1	1
Logo on the hall plan on the info pillars in the exhibition halls			1	1
Services				
Year-round updates	1			1
Business matching with registered visitors	1			1
Prices	CHF 760.-	+CHF 940.-	+CHF 2,040.-	CHF 2,990.-



Contact data

The editorial team will be pleased to help you if you have any questions
T +41 58 206 32 00, redaktion@guide.ilmac.ch

*Information on innovation markings: please note that only products that have been launched since ILMAC 2016 can be marked as innovations. The marking will be removed six months after the trade fair, or you can use this opportunity to have the editorial team enter a new innovation.

**Select your search term and appear exclusively in top position in the directory search result for this term. Book quickly – each search term is only allocated once