

ilmac24 Online Platform

The digital contents of ilmac24 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 ilmac24.ch exhibitor and product directory, our online channels and the web app.
- 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.ilmac24.ch
www.ilmac.ch
www.youtube.com/ilmac_basel
www.twitter.com/ilmac

Your personal contact

Simon Honegger
T +41 58 206 27 21
simon.honegger@ilmac.ch

Individual offers

Video production of your company/product during ILMAC, 60 sec. (ilmac24.ch)		CHF 650.–
Express supplement for switching video live	(limited to 10 companies)	CHF 150.–
Integration of an existing film in the exhibitor entry (ilmac24.ch)		CHF 150.–
Product group entry	Individual package, 10 copies	CHF 220.–
Products or services	Ind. pack., 10 copies with text and photo	CHF 400.–
Brand entries	Ind. pack., 10 copies w/o text or photo	CHF 50.–
Contact	Ind. pack., 10 copies with text and photo	CHF 200.–
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
(ilmac24 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
Mobile phone no. in exhibitor entry		2		2
Company profile with 1000 characters each (DE, FR and/or EN)		1		1
Company logo		1	1	1
Company-based product group allocation	5	+10		15
Product or service with 1000 characters (DE, FR and/or EN) plus photo and 5 product group allocations/product	1	+3		4
Brand entry, without logo	4	4		8
URL with hyperlink, heading links and downloads (ilmac24.ch)	1	+3		4
Video link in entry (link to company video on YouTube)		1		1
Innovation marking for a product		1		1
Product list in innovations top box on the welcome page of ilmac24.ch		1		1
Company logo in top box on the welcome page of ilmac24.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
NEW: Jobs section with vacancies	2			2
NEW: Exclusive search term (excluding Top keywords)			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.-

