



OVERVIEW DIGITAL PACKAGES ILMAC 365

Ilmac Team
11/04/2023

ilmac.

INSPIRING THE FUTURE OF
CHEMISTRY AND LIFE SCIENCES.

Table of contents

MULTIPLE VALUE PACKAGES on Ilmac 365

1. Multiple opportunities for networking and exposure, all year long.

ADVERTORIAL CONTENT on Ilmac website blog

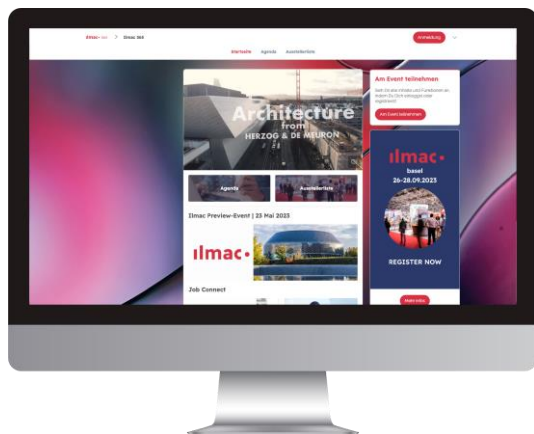
2. Professionally-produced advertorial content, including distribution and reach through our own channels.

ADVERTISING on Ilmac 365 app, social media and website

3. Elevate your brand's exposure with multiple advertising opportunities.
-

Ilmac 365

- Keep your finger on the pulse of the industry. Ilmac 365 connects the chemical and life science industries far beyond the events in Basel and Lausanne.
- Our community network offers an exclusive hub for networking, showcasing your product and service, and learning all year long.



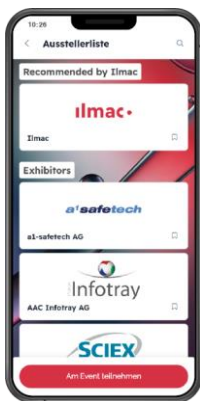
Keep your finger on the
pulse of the industry.

<https://365.ilmac.ch/event/ilmac>



Ilmac 365 App

- Everything you need in a single web or mobile app.
- List of exhibitors, networking & meeting opportunities, interactive venue map, conferences & agenda, and much more.
- Events, talks and meetings can be synchronized with your own calendar.



Download now:
www.ilmac.ch/en/app



Ilmac Preview-Event | 23 Mai 2023





1. MULTIPLE VALUE PACKAGES available 365

Yearly Pricing

Starter

Premium

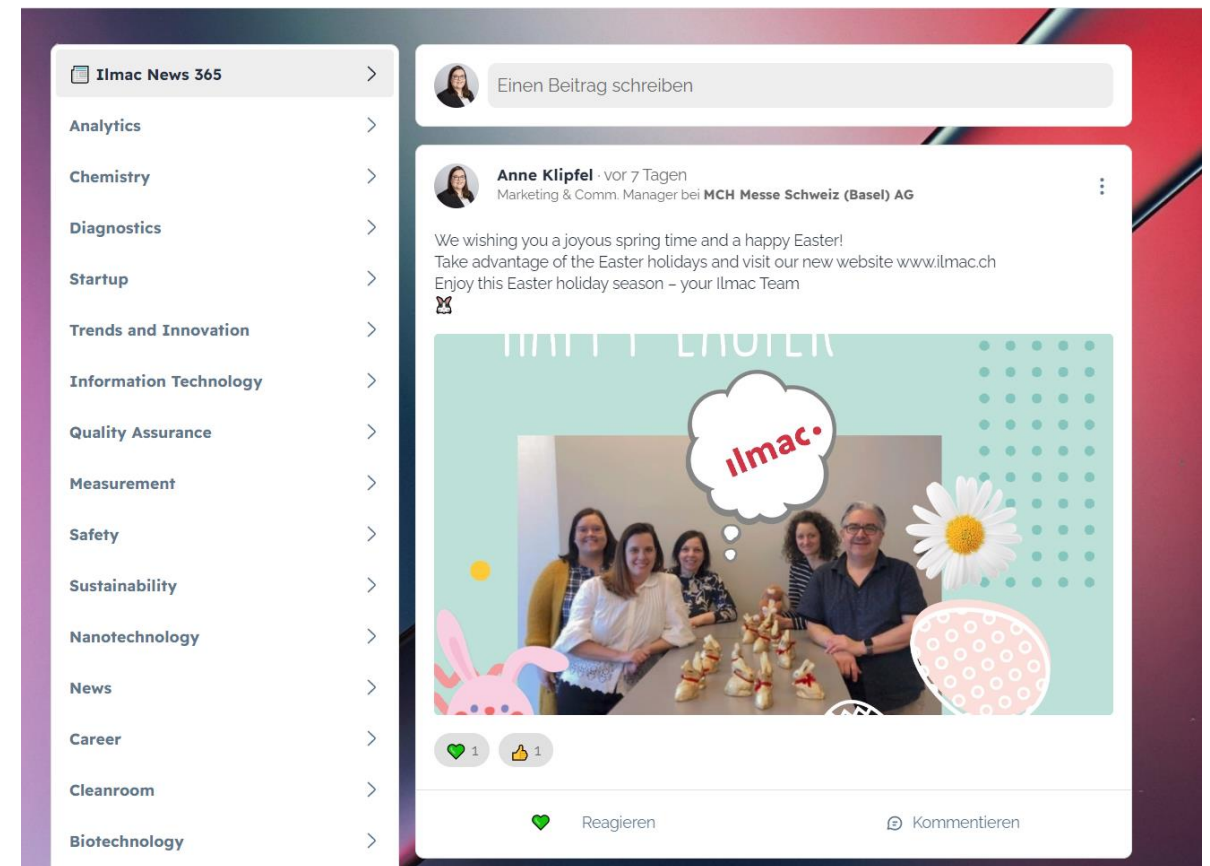
CHF 1'190

CHF 3'990

Posts in Newsfeed	4	6	
Digital Leads Export	✓	✓	
Customized Brand Profile	✓	✓	
Attend webinars	✓	✓	
Online Matchmaking	✓	✓	
Instant Messaging	✓	✓	
Schedule Meeting Assistant	✓	✓	
Logo display in interactive venue map		✓	
Showroom product or service listing (x 5)		✓	
Jobs posting (x 5)		✓	
Advertising Banner on Exhibitor Profile		✓	
Webinar broadcast on Ilmac 365 (x1)		✓	

POST IN NEWSFEED

- 4-6 posts included, depending on package
- CHF 99.— for extra post (opportunity for package deals)
- Displayed on ilmac 365 only
- Posted by exhibitors/partners themselves
- Link to exhibitor/partner's own website (blog, product announcement, press, ...)
- 1'000 characters maximum



DIGITAL LEADS EXPORT

- Analytics related to own exhibitor profile
- Exhibitor can export leads from profile visits

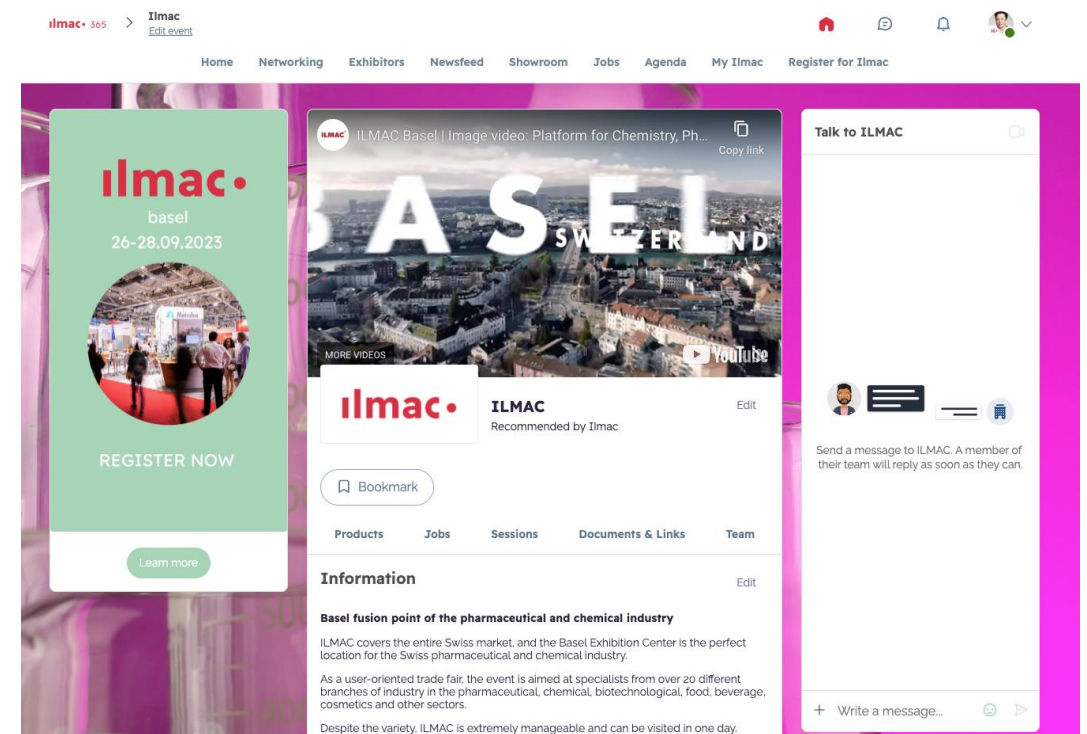
The screenshot displays the ILMAC 365 exhibitor dashboard. On the left is a sidebar menu with options: Startseite, Firmenprofil, Meetings, Leads Tafel (highlighted), and Ihr Team. The main content area is titled 'Analyse Ihrer Firma' and contains four statistics: 'DIE ANZAHL DER AUFRUFE IHRES FIRMENPROFILS' (52), 'DIE ANZAHL HERGESTELLTER KONTAKTE' (9), 'DIE ANZAHL BESTÄTIGTER MEETINGS' (1), and 'ANZAHL DER AUFRUFE IHRER ANZEIGE' (46). To the right of these statistics is a 'Leads-Bericht exportieren' button with a description: 'Lade eine Liste der Personen, mit denen Dein Team während des Events interagiert hat, als Excel-Datei herunter'. Below this is a section titled 'Kontakte des Teams' with a search bar and a table of contacts.

Foto	Vorname	Nachname	Stellenbezeichnung	Firma	E-Mail
	Alex	Roty	Digital Strategy and Innovation Manager	MCH Group AG	alex.grou...

CUSTOMIZED BRAND PROFILE

BENEFITS

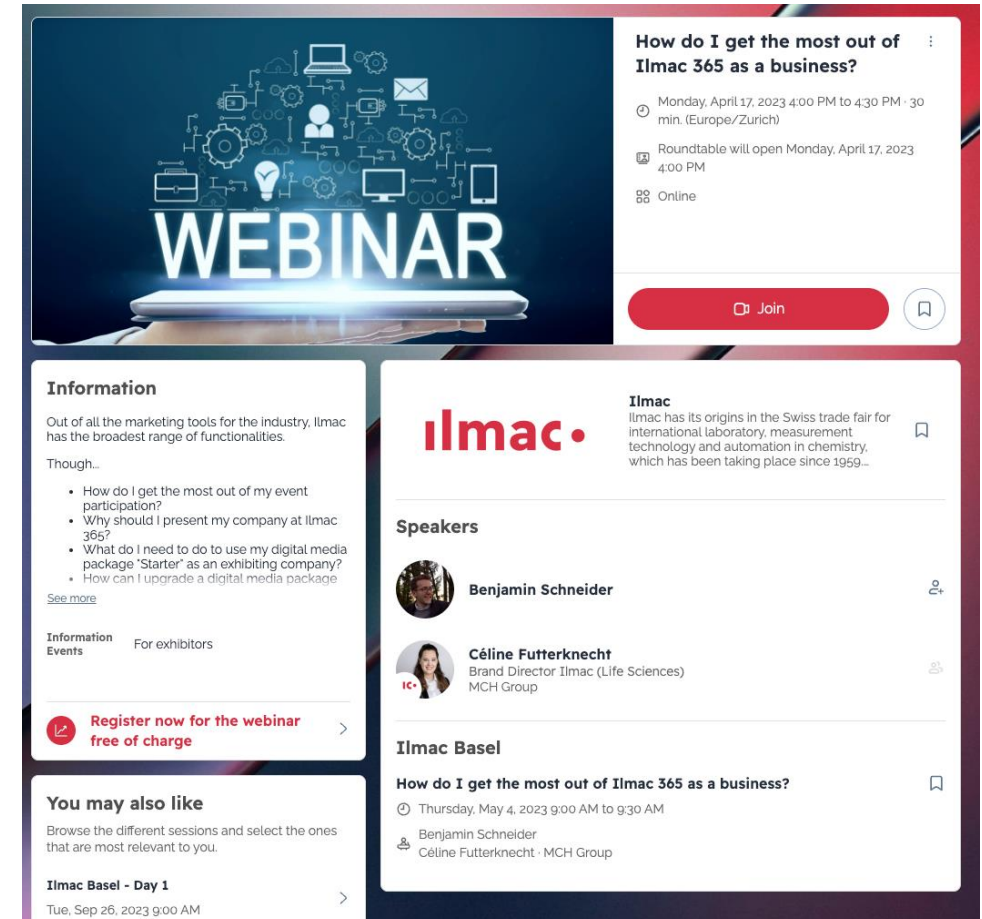
- Listed in exhibitor directory
- Profile customization
- Possibility to add external links, team members, booth location, video header, social media links, documents, sessions, products/services, jobs posting....
- Can be reached out directly (instant messages)



ATTEND WEBINARS

BENEFITS

- Members can attend virtual events including livestreams, VOD, Q&A
- Possible to enable live engagement (polls, chat, questions)



How do I get the most out of IImac 365 as a business?

Monday, April 17, 2023 4:00 PM to 4:30 PM · 30 min. (Europe/Zurich)

Roundtable will open Monday, April 17, 2023 4:00 PM

Online

[Join](#)

Information

Out of all the marketing tools for the industry, IImac has the broadest range of functionalities.

Though...

- How do I get the most out of my event participation?
- Why should I present my company at IImac 365?
- What do I need to do to use my digital media package "Starter" as an exhibiting company?
- How can I upgrade a digital media package?

[See more](#)

Information Events For exhibitors

[Register now for the webinar free of charge](#)

You may also like

Browse the different sessions and select the ones that are most relevant to you.

IImac Basel - Day 1

Tue, Sep 26, 2023 9:00 AM

IImac

IImac has its origins in the Swiss trade fair for international laboratory, measurement technology and automation in chemistry, which has been taking place since 1959...

Speakers

Benjamin Schneider

Céline Futterknecht
Brand Director IImac (Life Sciences)
MCH Group

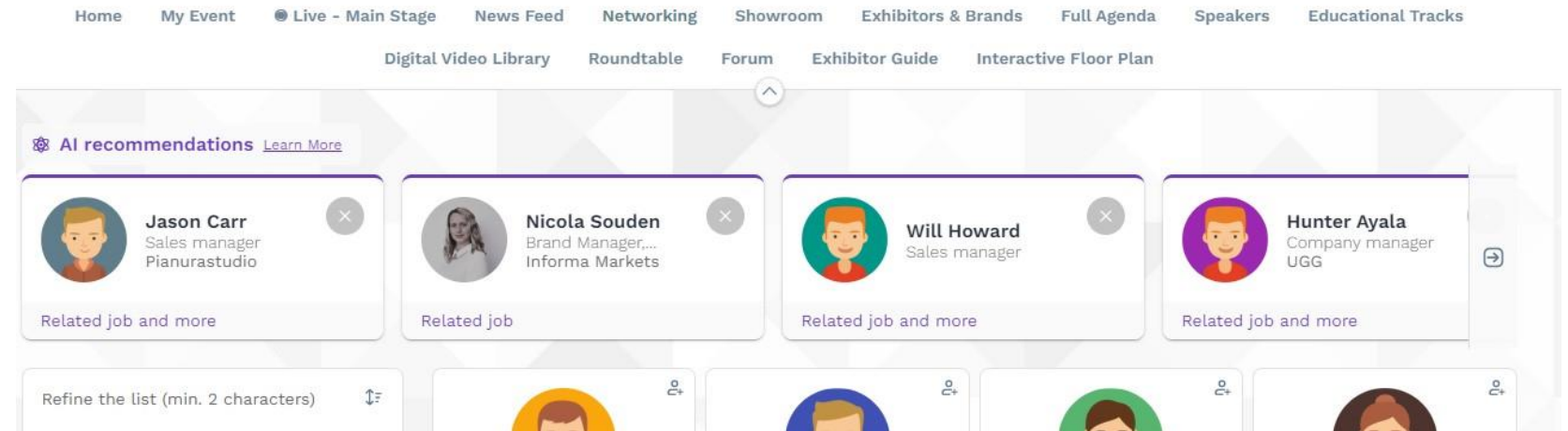
IImac Basel

How do I get the most out of IImac 365 as a business?

Thursday, May 4, 2023 9:00 AM to 9:30 AM

Benjamin Schneider
Céline Futterknecht · MCH Group

ONLINE MATCHMAKING



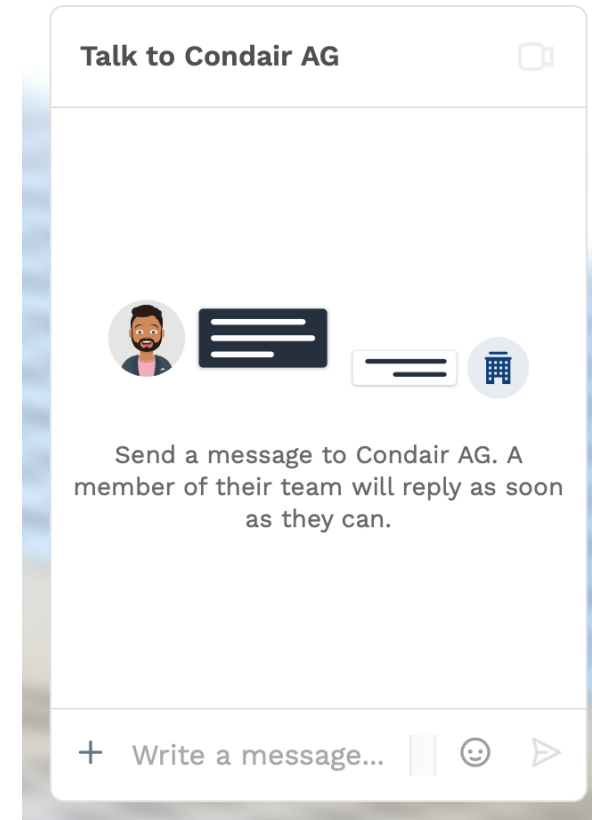
BENEFITS

- Recommendations based on profile and activity on the platform
- Matchmaking available from peer 2 peer and exhibitors

INSTANT MESSAGING

BENEFITS

- Direct communication channel to brand(s)
- Real-time on-line contact or asynchronous offline messages



SCHEDULE MEETING ASSISTANT

BENEFITS

- Low-friction 1:1 appointment booking
- Bookable directly from brand profile or personal profile
- Export to your own calendar for synchronization

 Verbunden



Céline Futterknecht

Brand Director ILMAC (Life Sciences)
MCH Group

Céline treffen

Wähle ein Zeitfenster, um ein Meeting mit Céline zu vereinbaren.

Dienstag, 26. September 2023

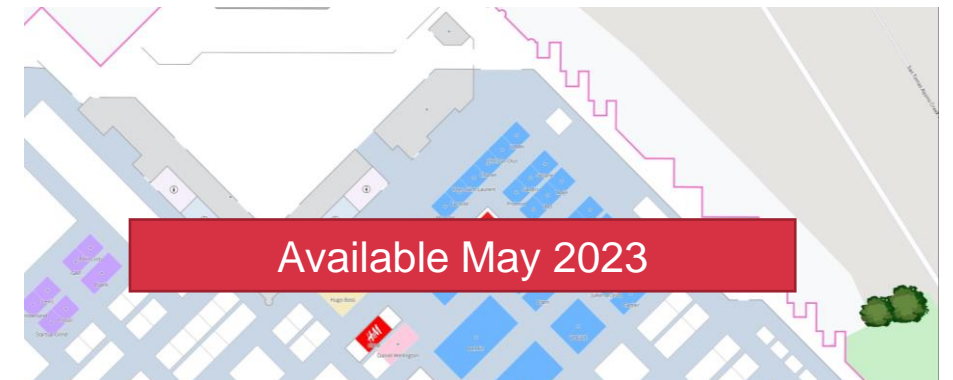
09:15 15 mins	09:30 15 mins	09:45 15 mins	10:00 15 mins	10:15 15 mins	10:30 15 mins
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[Mehr Slots anzeigen](#)

LOGO DISPLAY IN INTERACTIVE VENUE MAP

BENEFITS

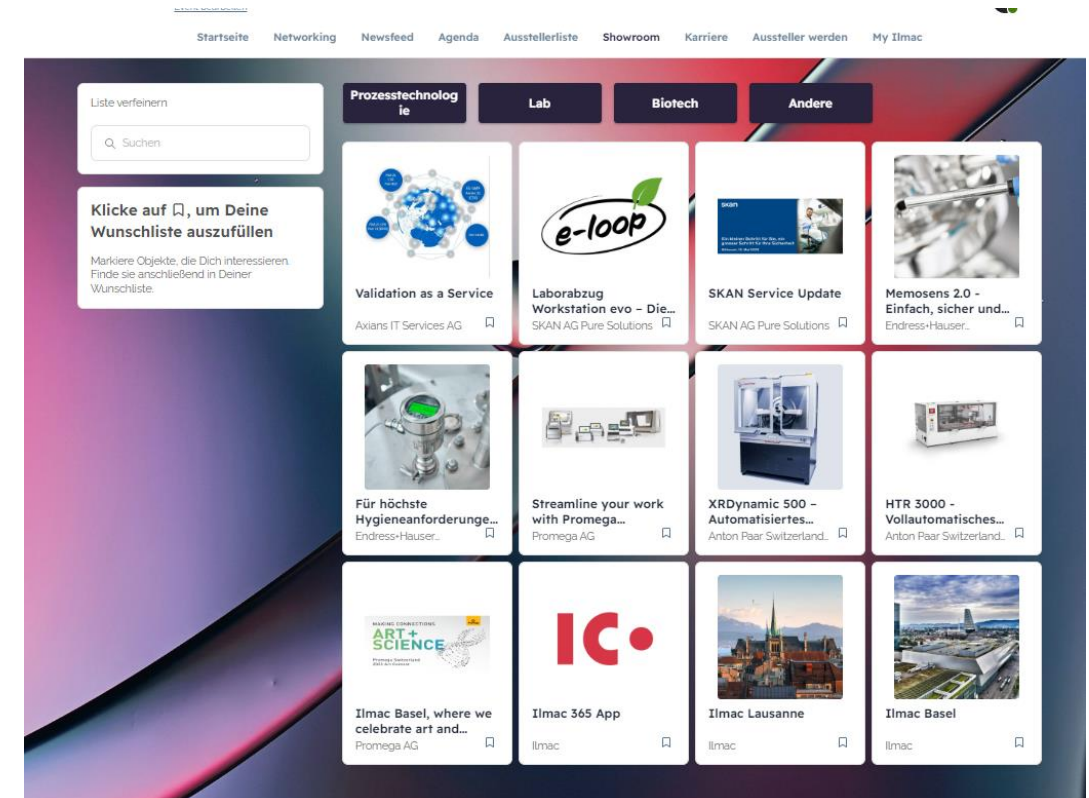
- Improve visibility for exhibitor
- Limited availability
- Part of premium package, can be purchased as single add-on for CHF 900.



SHOWROOM PRODUCT or SERVICE LISTING

BENEFITS

- Listing of products/services in "showroom" section and brand profile
- Each listing has a detail page associated and call-to-action + link
- Can be bookmarked by user
- Can be purchased as single item for CHF 300/each.
- Max. 2'000 characters for the text, image: 400x400 px (1:1) not larger than 1 MB



JOB LISTING

BENEFITS

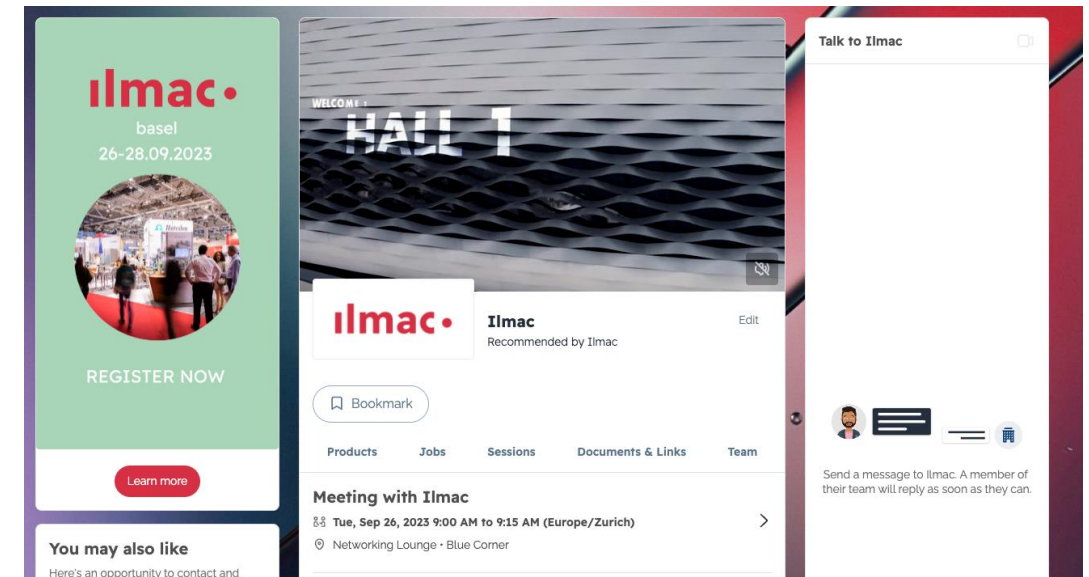
- Listing of jobs from exhibitors
- Each listing has a detail page associated and call-to-action + link
- Can be bookmarked by user
- Part of premium package, can be purchased as single add-on for CHF 200.
- Max. 2'000 characters for the text, image: 400x400 px (1:1) not larger than 1 MB



ADVERTISING BANNER ON EXHIBITOR PROFILE

BENEFITS

- Extra branded ad space on own profile
- Can be linked intra-platform or externally (to your website for instance)
- Specs: 1080 x 1920px jpeg or png, no larger than 1MB
- Inventory: 1, can be updated by exhibitor





2. ADVERTORIAL CONTENT

PRICE LIST

[Here](#)

<https://ilmac.ch/en/digital-presence>

ADVERTORIAL CONTENT

(Blog: www.ilmac.ch/en/blog/ or/and [Showroom Ilmac 365](#))

Blog

ILMAC > BLOG

Alle AI Basel Career Chemistry Event Lausanne Life Sciences
Process Technology Research Sustainability



Sustainability "in

l wird herstellt...



Everyone's working
together



6/12/20

"Chemical
can bring
inner
peace"

COMPANY / PRODUCT HIGHLIGHT CHF 900.-

LEADERSHIP INTERVIEW CHF 1'200.-

Produced by Ilmac professional industry writers
Published on ilmac.ch and distributed on Ilmac digital channels

3. ADVERTISING

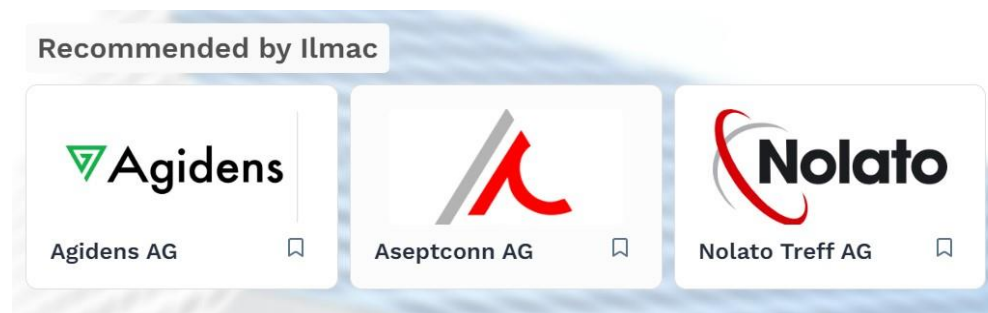
The background is an abstract composition. A diagonal band of vibrant pink and magenta runs from the bottom left towards the top right. Overlaid on this is a thick, dark blue diagonal line that also runs from the bottom left to the top right, but at a slightly different angle, creating a sense of depth. Several reflective, metallic-looking spheres are scattered across the image. One is positioned near the top right, another near the bottom left, and a third near the bottom center. These spheres reflect the colors of the background, adding to the visual complexity. The overall effect is a modern, high-tech aesthetic.

ADVERTISING

Exhibitor directory top position	CHF 3'000.- /qtr.	CHF 6'000.-/yr.	
	September	October to August	
Ilmac 365: Sidebar banner	CHF 2'000.- /month	CHF 1'200.-/month	
Ilmac 365: Lower banner	CHF 1'200.-/month	CHF 800.- /month	
Sponsored Social Media Post (<i>limited availability</i>)		CHF 150.-/unit.	
Newsletter Placement (<i>limited availability</i>)		CHF 1'400.-/unit.	
Exclusive Newsletter		CHF 3'900.-/unit.	
Webinar Sponsorship (1 included in premium)		CHF 500.-/ea.	
WIFI Sponsorship (limited to 1)		CHF 4'500.-/ea.	
		September	

EXHIBITOR DIRECTORY TOP POSITION

- Maximized visibility in exhibitors' directory
- Limited inventory : 3 exhibitors



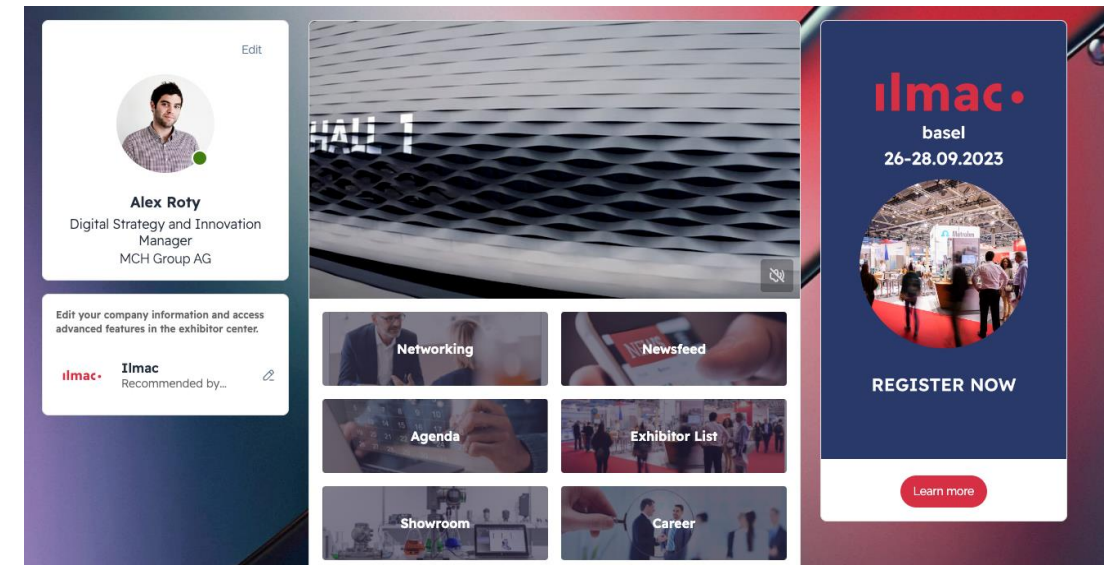
<u>September</u>	<u>October to August</u>
CHF 2'000.- /month	CHF 1'200.-/month

Ilmac 365: SIDEBAR BANNER

- Maximized visibility ad space on home page of ilmac 365
- Specs: 1080 x 1920px jpeg or png, no larger than 1MB
- Inventory: max 5 banners available per month

September
CHF 2'000.- /month

October to August
CHF 1'200.-/month



Ilmac 365: LOWER BANNER

- Prominent ad space on home page of community
- Specs: 1080 x 360px jpeg or png, no larger than 300kb
- Inventory: 3 per month.

<u>September</u>	<u>October to August</u>
CHF 1'200.- /month	CHF 800.-/month

Ilmac Preview-Event | 23 Mai 2023



Job Connect



Ilmac Lausanne 2024




Associations




SPONSORED SOCIAL MEDIA POST

- News or announcements by exhibitors posted through ILMAC social media channels
- Guaranteed reach around 1,500 users
- Inventory: 2 per month.

150.-/unit.




ilmac

1.315 Follower:innen
3 Wochen •

Nehmen Sie am [SKAN](#) Service Update 2023 teil!
Freuen Sie sich auf ein tolles Programm rund um die Arbeitssicherheit in Labor, Reinraum und Produktion.

[#Arbeitssicherheit](#) [#Labor](#) [#Reinraum](#)




SKAN

13.201 Follower:innen
1 Monat •


Wie erhöhen Services von SKAN die [#Arbeitssicherheit](#) im [#Labor](#), [#Reinraum](#) und in der Produktion?

[... mehr anzeigen](#)



Ein kleiner Schritt für Sie, ein grosser Schritt für Ihre Sicherheit

Mittwoch, 10. Mai 2023



NEWSLETTER PLACEMENT

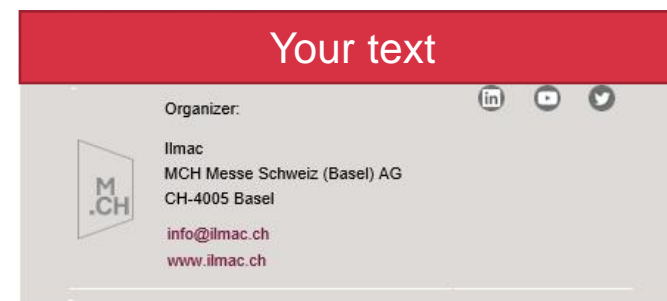
- Content placement in regular newsletter
- Alongside other ILMAC- & exhibitor content
- Limited length & availability (1 per newsletter – 7 newsletters per year)
- Details must be discussed in the order case
- -max. 1'000 characters and one images (600x400px/jpg)

1'400.-/unit.



Ilmac Preview Event

Join us in the exclusive ambience of the Novartis Pavilion on **Tuesday, 23 May 2023, from 12:00 p.m. to 14:30 p.m.** (presentation language: German) where you will receive all the information about the 2023 Ilmac industry event in person. All the players in charge of Ilmac at MCH Messe Basel will be at your disposal in person to answer your individual questions and speak about your requirements and wishes. You can also meet market participants and use the joint business lunch for a chat and plenty of networking. Following the Preview Event, you are more than welcome to end the afternoon with an exciting guided tour (approx. 30 minutes) of the Novartis Pavilion.



EXCLUSIVE NEWSLETTER

- Exclusive single-brand newsletter
- Limited availability
- 6 per year
- Details must be discussed in the order case
- Max. 2'000 characters and 2 images (600x400px/jpg)

3'900.-/unit.



Ilmac Preview Event

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WEBINAR SPONSORSHIP

- Presenting partner for online session
- Can host session themselves or provide input (e.g. interview partner for host from Ilmac)

500.-/unit.



The screenshot shows a webinar event page. At the top, there's a header image of a person in a lab coat holding a test tube, with the text 'presented by Agidens ACADEMY'. Below this, the event title 'Introduction in Life Sciences principles' is displayed. The event details include the date and time: 'Wednesday, January 4, 2023 9:00 AM to 10:00 AM - 1 hr. (Europe/Zurich)'. It also states 'Streaming will start Wednesday, January 4, 2023 9:00 AM' and 'Online'. A 'Pharmacy' tag is visible. A button 'Add to my schedule' is present. Below the event details, there's an 'Information' section stating: 'Every first week of the month, we organise several days in which the basic principles for Life Sciences professionals are handled. Afterwards, you'll receive a training certificate. Slides are in English. The training will be performed in Dutch or English depending on the participants.' There's a link to 'Agidens Website'. To the right, the 'Agidens AG' logo is shown with a description: 'We support companies in the pharmaceutical industry, hospitals and laboratories in a cost-conscious manner in addressing their challenges in the fields ...'. Below this, the 'Speakers' section lists 'Peter Kung, Director of Sales, Agidens AG' with a small profile picture.

WIFI SPONSORING

- Exclusive branding of free event WiFi
- Seen by every user connecting to onsite wifi network
- Inventory: 1 exhibitor per event
- Details must be discussed in the order case

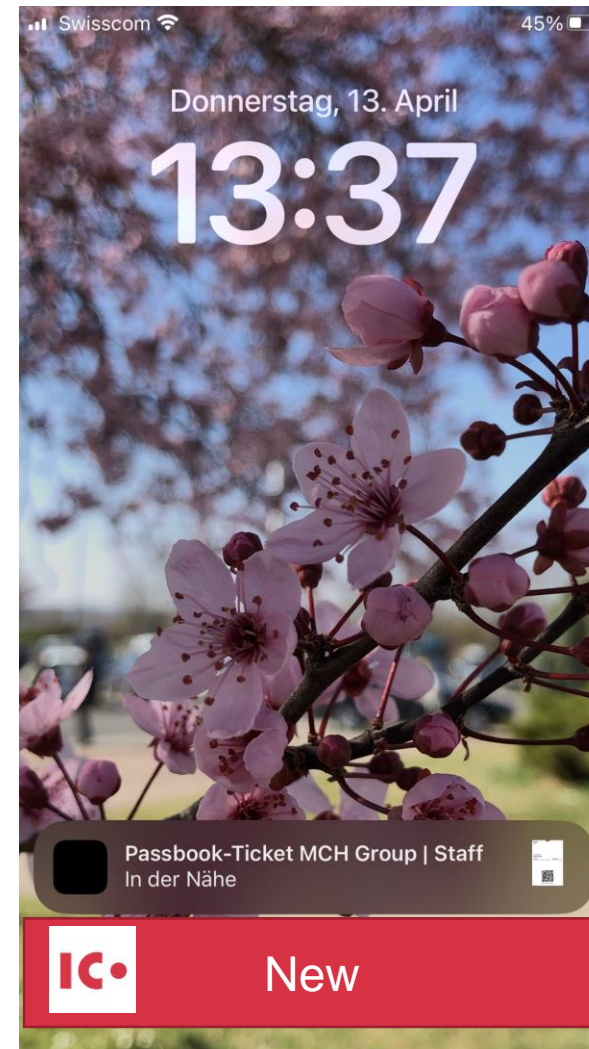
4'500.-/unit.



PUSH NOTIFICATION

- Notification to all app users
- Inventory: 2 (1 before event start, 1 during the event)

1'700.-/unit.



Reach out to us

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<https://www.linkedin.com/company/messeilmac/>

<https://www.youtube.com/user/ILMACbasel>

https://twitter.com/ilmac_basel

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