

2. The ILA Advertising Box – The Marketing Package for ILA2010

The ILA Advertising Box offers exhibitors a set of marketing tools they can use to optimize their trade show and market presence. The Advertising Box includes entries in the **printed catalogue** and **ILA Virtual Market Place**, the **centralized exhibitor and product search tool on the Internet**.

All **primary exhibitors** are required to book an Advertising Box package. To respond to individual needs and requirements, we have put together different packages that are based on the size of the exhibitor's display space or chalet. **Co-exhibitors** receive a free listing with basic company information in the Virtual Market Place® and printed catalogue. Primary exhibitors and co-exhibitors can book a package upgrade at any time based on the rates listed below.

For multiple display stands, the Advertising Box is invoiced at the higher package rate only once.

<p>Starter Package EUR 399.00 plus V.A.T.</p> <p>For primary exhibitors with 20 m² display space and aircraft larger than 5.7 t maximum take-off weight (MTOW)</p>	<p>Classic Package EUR 649.00 plus V.A.T.</p> <p>For primary exhibitors with 21 to 80 m² display space</p>	<p>Premium Package EUR 999.00 plus V.A.T.</p> <p>For primary exhibitors with more than 80 m² display space and chalet renters</p>
<p>Printed catalogue</p> <ul style="list-style-type: none"> - One basic company entry (<i>company name, postal address, fax no., tel. no., email and Internet address, Hall/Stand number</i>) 	<p>Printed catalogue</p> <ul style="list-style-type: none"> - One basic company entry (<i>company name, postal address, fax no., tel. no., email and Internet address, Hall/Stand number</i>) 	<p>Printed catalogue</p> <ul style="list-style-type: none"> - One basic company entry (<i>company name, postal address, fax no., tel. no., email and Internet address, Hall/Stand number</i>)
<p>ILA Virtual Market Place</p> <ul style="list-style-type: none"> - Basic company entry (<i>company name, postal address, Internet address, Hall/Stand number</i>) - Entry in the main product category of the product group index - Additional entry (<i>email</i>) - Company profile (<i>max. 250 characters</i>) <p>Supplemental services option:</p> <ul style="list-style-type: none"> - Banner advertising - Upgrade to Classic or Premium Package 	<p>ILA Virtual Market Place</p> <p>Same services as Starter Package plus:</p> <ul style="list-style-type: none"> - Additional entry (<i>telephone, fax</i>) - Extended company profile (<i>max. 1,000 characters</i>) - Hyperlink to videos on the exhibitor's pages - Logo - Entries in up to 10 product groups - Presentation of up to 10 products with text and images <p>Supplemental services option:</p> <ul style="list-style-type: none"> - Banner advertising - Upgrade to Premium Package 	<p>ILA Virtual Market Place</p> <p>Same services as Classic Package, plus:</p> <ul style="list-style-type: none"> + Extended company profile (<i>max. 4,000 characters</i>) + Entries in up to 5 additional product groups + Presentation of up to 5 additional products with text and images + Hyperlinks to products on company web site + Embedding of PDF files <p>Supplemental services option:</p> <ul style="list-style-type: none"> - Banner advertising - Additional product entries

Your data is published on the ILA Virtual Market Place 4 weeks prior to the exhibition at the latest. You are entitled to use the services until **15 March 2012**.

Order forms for upgrading to a different package or booking supplementary services will be sent to you automatically after your registration is completed.

The data for your Virtual Market Place® stand can be sent directly to the Messe Berlin Service Hotline. Contact: Messe Berlin GmbH, Virtual Market Place®, Messedamm 22, 14055 Berlin, Germany. Email: editorial@virtualmarket.ila-berlin.de. Tel. +49 30 3038-2180, Fax: +49 30 3038-2172. Hours: Mon. - Fri. 09:00-18:00 CET.