Your digital catalog entry
perfectly staged

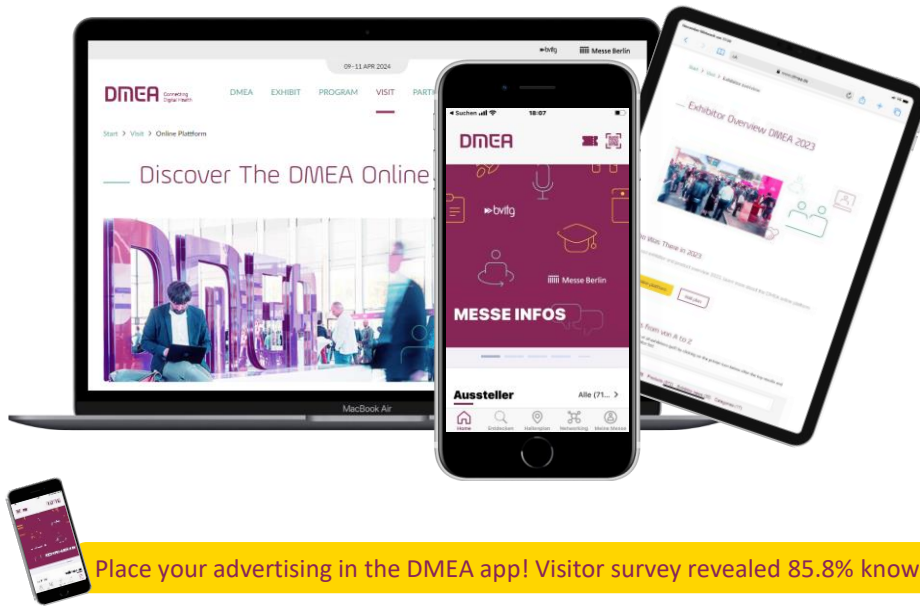# DMEA 2024 – Online Portfolio

Table of Contents

DMEA Berlin 9.–11. April 2024 Connecting Digital Health

DMEA

>> bvitg

Messe Berlin

Partner Plus Performance

exclusively for Gold, Silver and Bronze Partner

DMEA Media-Channels

DMEA Online – Digital Platform
Exhibitors– Exhibitor overview
DMEA App– for iOS & Android

→ We no longer issue printed catalogs/programs
App and platform replace catalog AND the program!

Digital presence

Book an upgrade on top of your **Media-Package** and introduce new content in your profile.

Achieve maximum exposure with one of our advertising packages Increase the visibility and resonance of your topics and messages across all DMEA media.

Place your advertising in the DMEA app! Visitor survey revealed 85.8% knowledge and use of the app.

DMEA ▶▶bvitg ⅢⅢⅢ Messe Berlin

Partner-Plus-Package - All in

12.000,- € Plus VAT	Exhibitor overview	Online platform	App
Top Advertising Banner under Exhibitors oder Events		✓	✓
Story & Content -Ad			✓
Logo-Caroussel			✓
Top-Listing under Home		✓	
Mainsponsor Banner in the hall plans	✓	✓	✓
Push-Notification		✓	✓
Social Media Tweets (2) Logo next to the App QR-Code			

DMEA ▶▶bvitg ⅢⅢ Messe Berlin

Top Advertising Banner

Make sure you get the absolute eye catcher!

The banner can be displayed at the top position under one of the navigation points **Exhibitors**, or Events.

- Link to your company profile

- Appear in rotation

- Format: DMEA Online Platform 2560 x 320 px, jpep

- App 1440 x 450 px, jpeg

- Data delivery by mail

← Back to All in

DMEA   ▶▶bvitg   ⅲ Messe Berlin
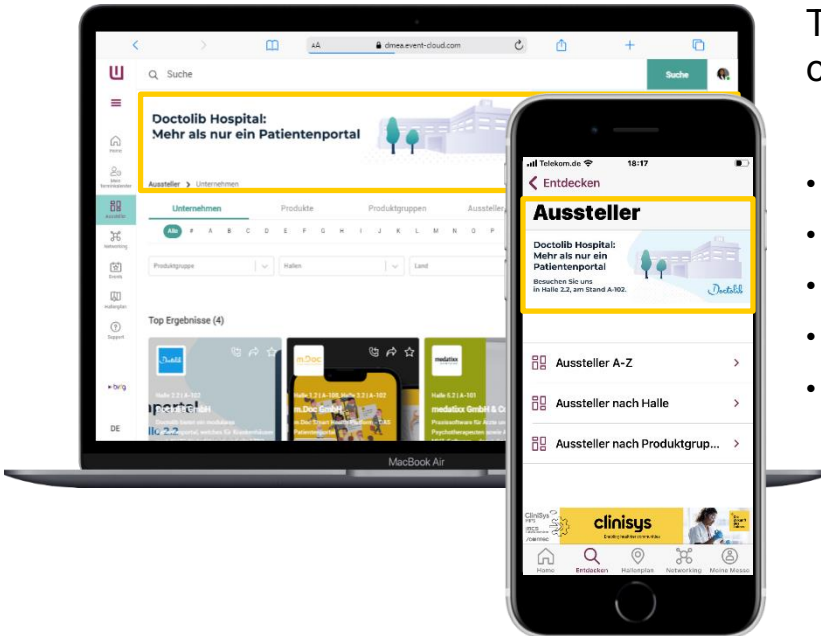
Story & Content-Ad

DMEA Story

Publish a recorded video. Use the story to introduce your company, convey impressions or announce new posts.
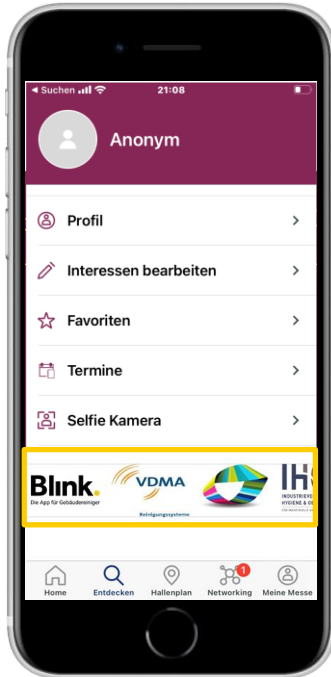
- 1080 px x 1920 px max. 50 MB

- Playout in portrait

- Format MP4

Content ad

This includes a start page banner and an advertorial entry. By clicking on the home page banner, the visitor is redirected to your own advertorial entry.

Back to All in

DMEA ▶▶bvitg IIIIII Messe Berlin

__ All in

Logo Carousel

Increase your app visibility!

by presenting your logo. The gallery will be embedded under the selected navigation items. It can be embedded on the Events page.

- Linking with your company profile

- Appears in rotation ≤ 5 to 12 max.

- Data delivery by mail
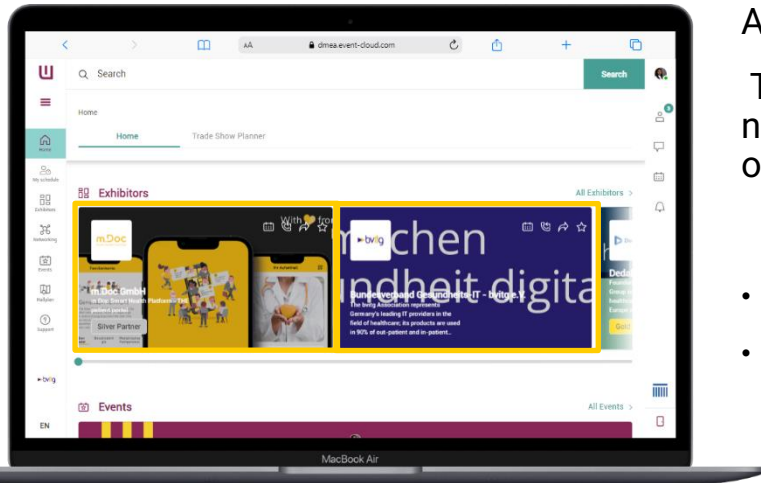
- Format: 450 x 315 px, jpeg

DMEA   ▸▸bvitg   ⅏ Messe Berlin

Top-Listing Home

Nummer One

At the top of the homepage of the DMEA online platform.

The top listing is placed in the first position under the **Home** navigation item. At the top of the homepage of the DMEA online platform.

- Link to your company profile
- Availability limited

Back to All in

DMEA | ▶▶bvitg | ⅢⅢ Messe Berlin

Main sponsor Banner

Show visitors that you are there

Online hall plan, in the DMEA app and in the hall plan on the DMEA website. The banner is displayed above your own hall.

Only possible once per hall.
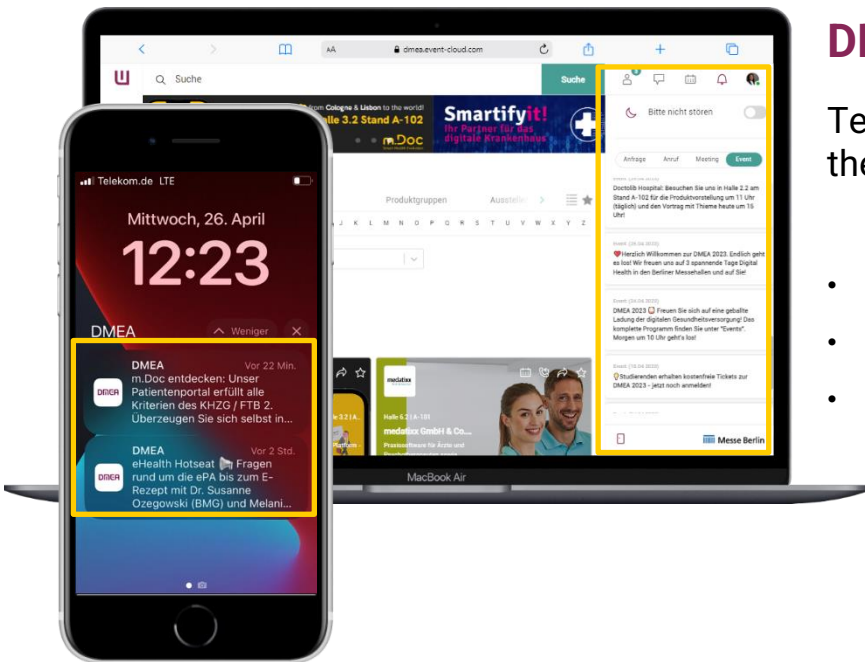
- Format: 1440 x 225 px, jpeg

- Data delivery by mail

Back to All in

Push Notification

Share your Push notification during the DMEA

Tease your presence and reach out for attention during the DMEA events.

- Publication on DMEA Online Platform and in the App

- All together one message

- Data delivery per Mail

Back to All in

DMEA   bvitg   Messe Berlin

Partner-Plus-Package - Spotlight

5.775,- € Plus VAT	Exhibitor overview	Online platform	App
Top Advertising Banner under exhibitors oder event		✓	✓
Sandwich Banner under exhibitors	✓		✓
Header Video in the Profil		✓	
Logo Carousel			✓
App-Story			✓
Top-5-Logos in the hall plan	✓	✓	✓

DMEA   ▸▸bvitg   ⅢⅢ Messe Berlin

Spotlight

Top Advertising Banner

Make sure you get the absolute eye catcher!

The banner can be displayed at the top position under one of the navigation points **Exhibitors**, or **Events**.

- Link to your company profile
- Appear in rotation
- Format: DMEA Online Platform 2560 x 320 px, jpep
- App 1440 x 450 px, jpeg
- Data delivery by mail

← Back to Spotlight

DMEA   ▶▶bvitg   IIIII Messe Berlin

Spotlight

Sandwich Banner

Let us highlight your attendance!

The sandwich banner is included in one of the results lists and published in the list of exhibitors on the website.

The banner appears in rotation on the list of **exhibitors** and as a fixed position in the app.

- Link to your company profile

- Data delivery by mail

- Format: Web: 1440x130 px, jpeg / App 1440x296 px, jpeg
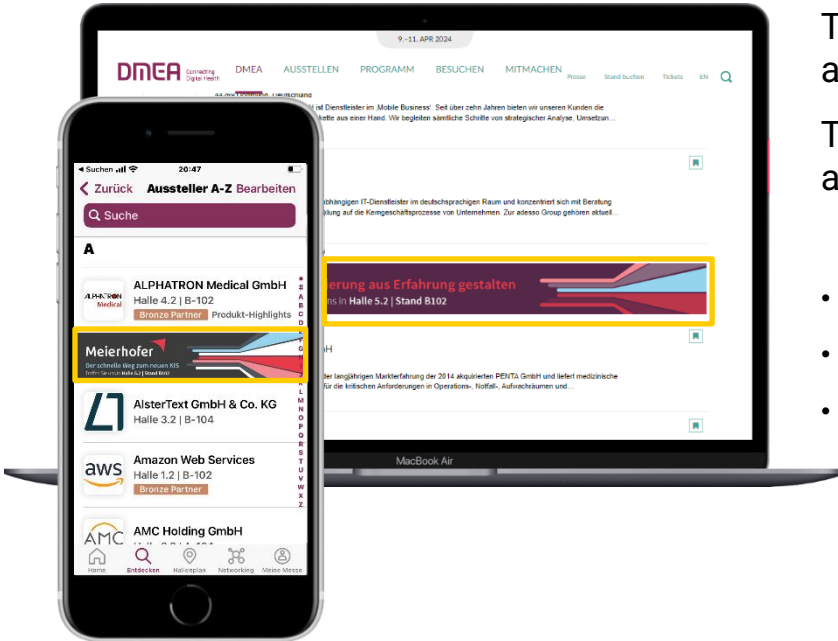
← Back to Spotlight

DMEA   ▶▶bvitg   🏛 Messe Berlin

Header Video

## Bring even more movement into your company profile! ...

with the help of a creative video that you integrate into the header of your profile on the DMEA online platform via the Content Manager.

The video appears directly on your company's page. A play button makes it easy for the visitor to click on it and simply play the header video.

Back to Spotlight

DMEA   ▶▶bvitg   ⅲ Messe Berlin
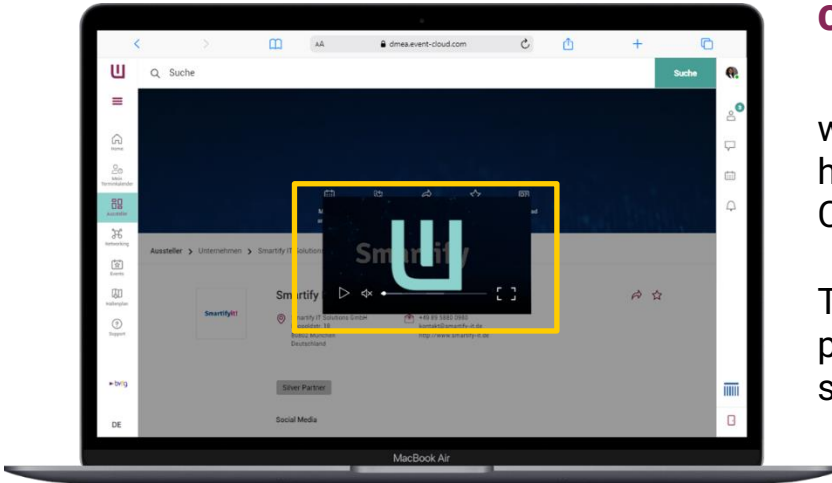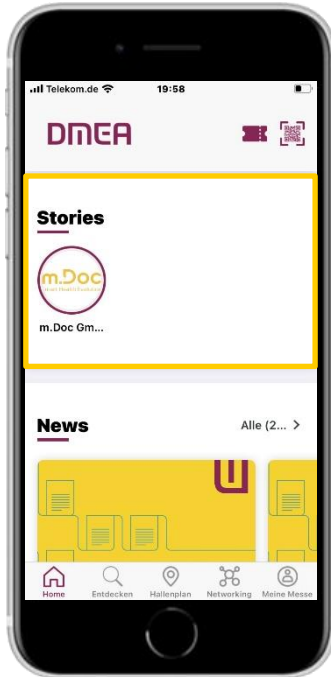
Spotlight

Logo Carousel
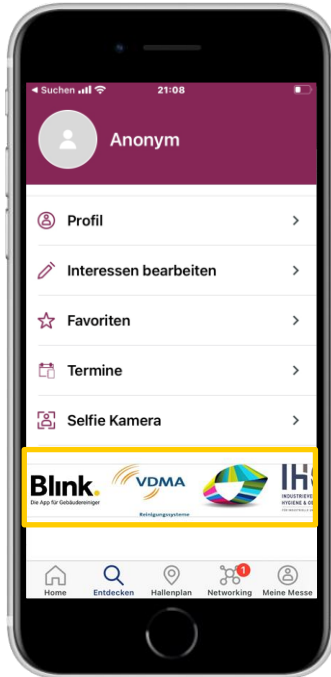
Increase your app visibility!

by presenting your logo. The gallery will be embedded under the selected navigation items. It can be embedded on the Events page.

- Linking with your company profile

- Appears in rotation ≤ 5 to 12 max.

- Data delivery by mail

- Format: 450 x 315 px, jpeg

Back to Spotlight
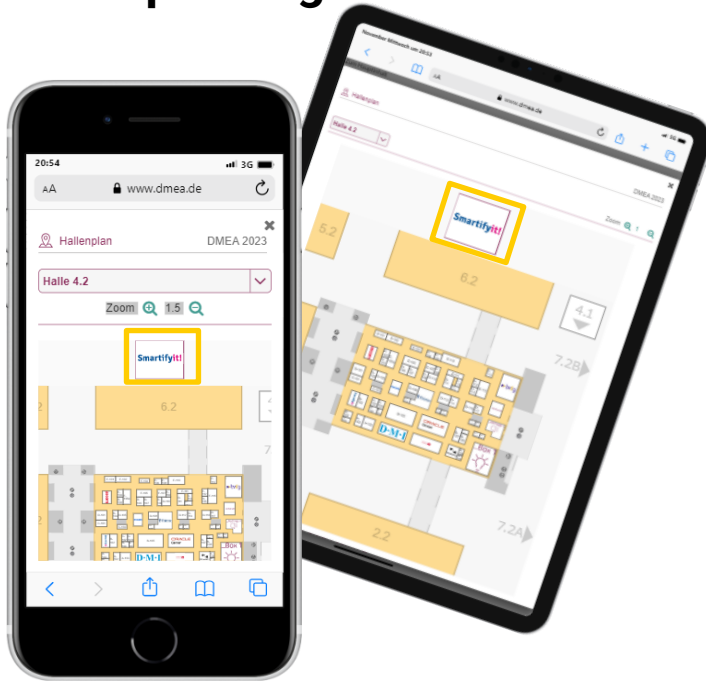
DMEA Story

Story in the app

Use the story to introduce your company, convey impressions or announce new contributions.

Publish a pre-produced clip directly on the DEA app homepage.

- 1080 px x 1920 px max. 50 MB

- Playout in portrait

- Format MP4

Back to Spotlight

DMEA   bvitg   Messe Berlin

Spotlight

Top-5-Logo

The perfect trio!

The Top-5-Logos are placed above the own hall in the online hall plan in all three DMEA channels.

- Link to your company profile

- Avaialble only for 5 partners pro hall

- Data delivery by Mail

- Format: SVG Logo

Back to Spotlight

DMEA   bvitg   Messe Berlin

Partner-Plus-Pacakge - Visibility

5.150,- € Plus VAT.	Exhibitor overview	Online platform	App
Sandwich-Banner in a list of result	✓		✓
Start Banner App			✓
Top Advertising Banner under Exhibitors and Events		✓	✓
Header Video		✓	
App Story			✓

DMEA   bvitg   Messe Berlin

Sandwich Banner


Let us highlight your attendance!

The sandwich banner is included in one of the results lists and published in the list of exhibitors on the website.

The banner appears in rotation on the list of **exhibitors** and as a fixed position in the app.

- Link to your company profile

- Data delivery via E-Mail

- Format: Web: 1440x130 px, jpeg / App 1440x296 px, jpeg
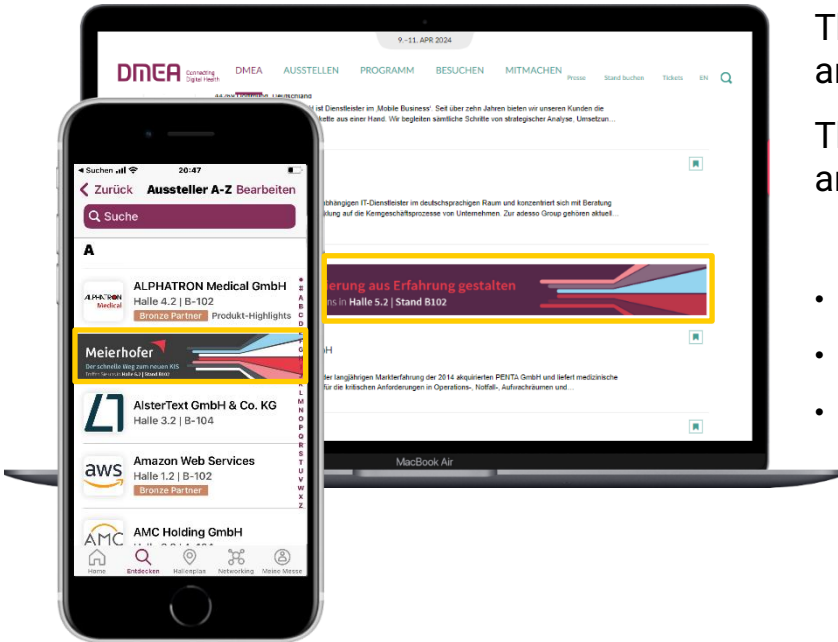
← Back to Visibility

Start App Banner
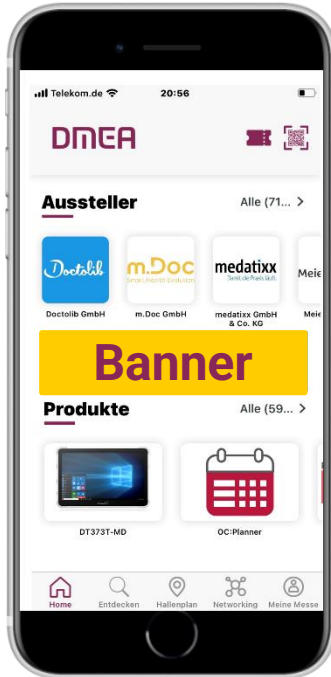
Position yourself straight at the very top!

…. with a banner directly on the start page of the app

- Link to your company profile

- Appears in rotation

- Data delivery via Mail

- Format: 1440x 450 px, png oder jpeg

DMEA   ▶▶bvitg   Messe Berlin

Top Advertising Banner

Make sure you get the absolute eye catcher!

The banner can be displayed at the top position under one of the navigation points **Exhibitors**, or **Events**.

- Link to your company profile
- Appear in rotation
- Format: DMEA Online Platform 2560 x 320 px, jpep
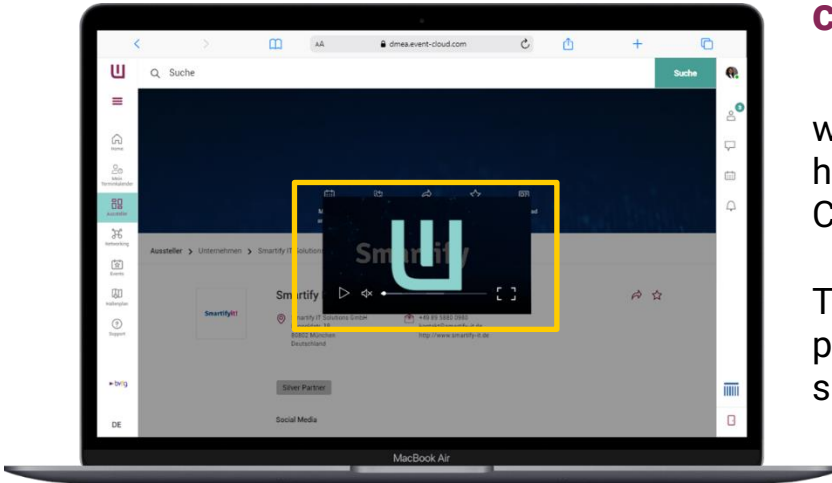- App 1440 x 450 px, jpeg
- Data delivery by mail

← Back to Visibility

Header Video

Bring even more movement into your company profile! ...

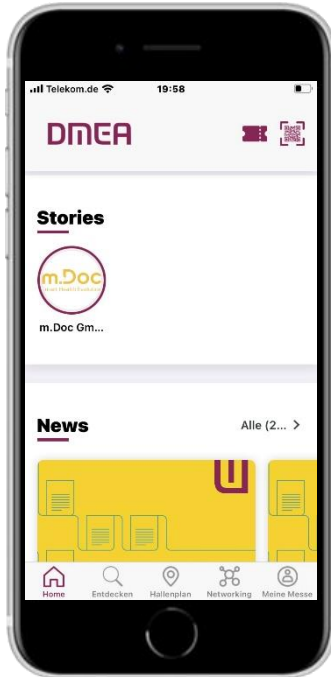with the help of a creative video that you integrate into the header of your profile on the DMEA online platform via the Content Manager.

The video appears directly on your company's page. A play button makes it easy for the visitor to click on it and simply play the header video.

Back to Visibility

DMEA   bvitg   Messe Berlin

App Story

DMEA Story

Use the story to introduce your company, convey impressions or announce new contributions.

Publish a pre-produced clip directly on the DEA app homepage.

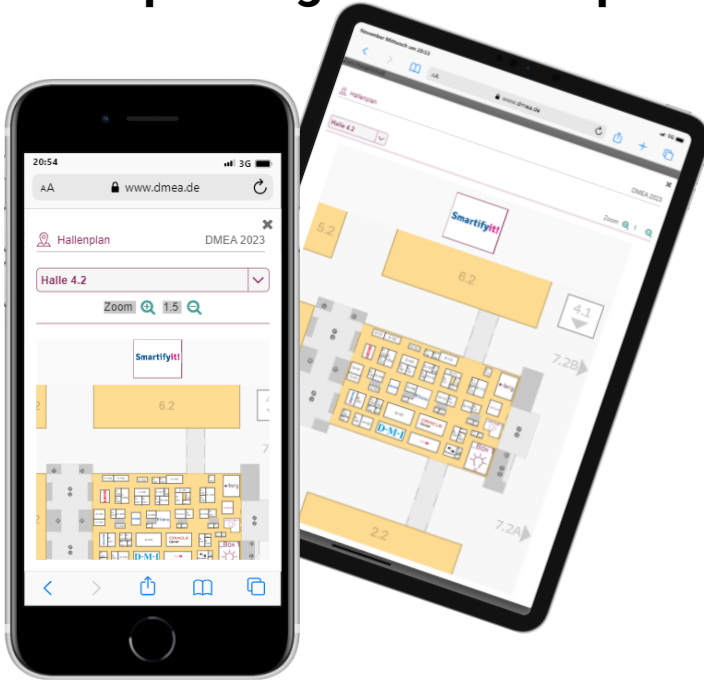- 1080 px x 1920 px max. 50 MB

- Playout in portrait

- Format MP4

Back to Visibility

DMEA   ▶▶bvitg   ⅲ Messe Berlin

Partner-Plus-Package - Banner Plus

4.270,- € Plus VAT	Exhibitor overview	Online Plattform	App
Top-5-Logo in the hall plan	✓	✓	✓
Tab-Bar Banner			✓
Header Video in the profile		✓	
App Story			✓
Logo Carousel			✓

DMEA   ▸▸bvitg   ⅲⅲ Messe Berlin

Banner Plus

Top-5-Logo in the hall plan

The perfect trio!

The Top-5-Logos are placed above the own hall in the online hall plan in all three DMEA channels.

- Link to your company profile

- Avaialble only for 5 partners pro hall

- Data delivery per Mail

- Format: SVG Logo

Back to Banner Plus

Banner Plus

Tab Bar Banner

Shine in the app with a banner?

The banners are shown one after the otherThe banners are shown one after the other when you navigate back and forth on the page. By clicking on the banner, the visitor is redirected to your company profile.
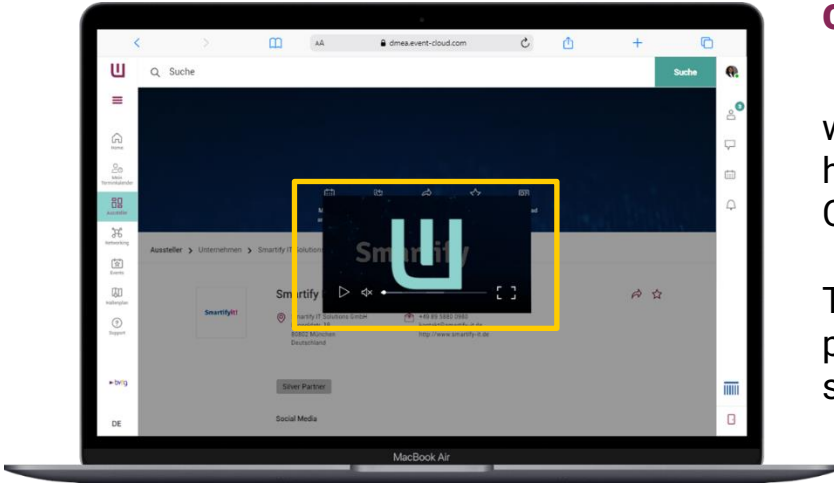
- Data delivery via E-Mail

- Format:1440 x 225 px, jpeg

- Fixed position, visible on one navigation page

Back to Banner Plus

DMEA   ▷▷bvitg   ⅢⅢ Messe Berlin

Header Video

Bring even more movement into your company profile! ...
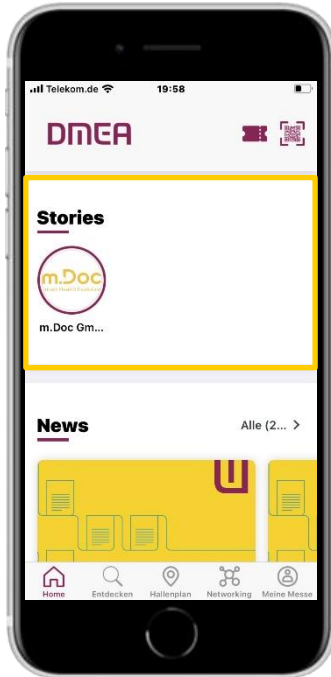
with the help of a creative video that you integrate into the header of your profile on the DMEA online platform via the Content Manager.

The video appears directly on your company's page. A play button makes it easy for the visitor to click on it and simply play the header video.

DMEA   ▶▶bvitg   IIIIII Messe Berlin
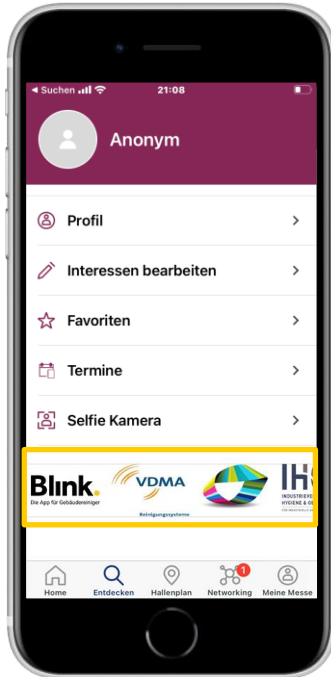
App Story

DMEA Story

Use the story to introduce your company, convey impressions or announce new contributions.

Publish a pre-produced clip directly on the DEA app homepage.

- 1080 px x 1920 px max. 50 MB

- Playout in portrait

- Format MP4

Back to Banner Plus

Banner Plus

Logo Carousel

Increase your app visibility!

by presenting your logo. The gallery will be embedded under the selected navigation items. It can be embedded on the Events page.

- Linking with your company profile

- Appears in rotation ≤ 5 to 12 max.

- Data delivery by mail

- Format: 450 x 315 px, jpeg

Back to Banner Plus

Individual options

Service	Channels	Price
Top-of-the-List (only for Gold)	Web, online platform & App	2.500€
App Sponsor Banner	App	2.000€
Splashscreen	App	4.000€
Top-5-Logo in the Hall plan	Web, App & online platform	900€
Logo Carousel	App	1.800€
Push Notification	Online platform & app	800€
Camera selfie Backdrop	App	1.400€

DMEA ▶▶ bvitg IIIIIII Messe Berlin

Individual option
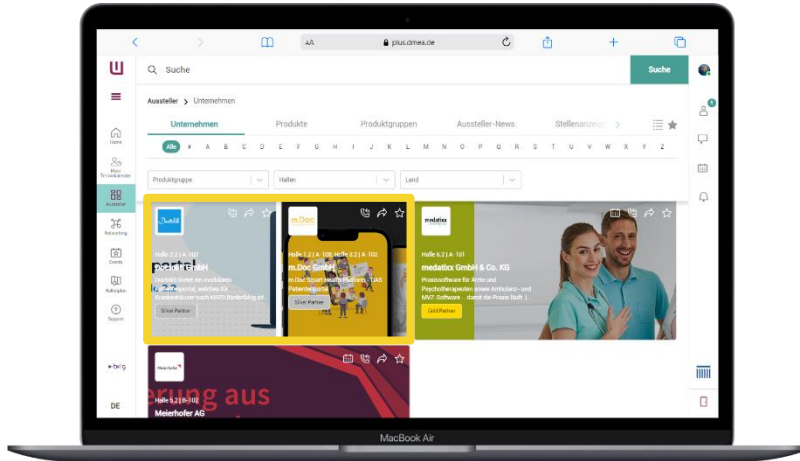
Top-of-the-List

Shine everywhere at once?

The top-of-the-lists are placed in first position on all three channels in the **exhibitor overview**, DMEA online platform and in the app, under the **Exhibitors** navigation item.
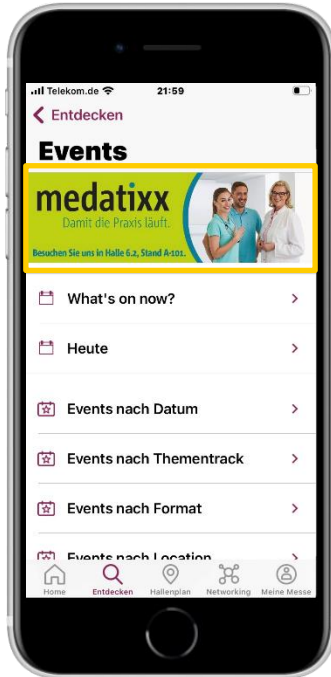
- Limited availability

- Appear in alphabetical order

- Link to your company profile

Back to overview

DMEA   ▶▶bvitg   ⅢⅢⅢ Messe Berlin

App Sponsor Banner

Become the eye catcher!

With the top banner in the DMEA app. The banner can be displayed in the top position under one of the navigation points Events or Products.

- Link to your company profile
- Appearance in rotation
- Data delivery by e-mail
- Format: 1440 x 450 px, jpeg

DMEA ▶▶bvitg ⅢⅢ Messe Berlin

Splashscreen

Be at the forefront with the DMEA app!

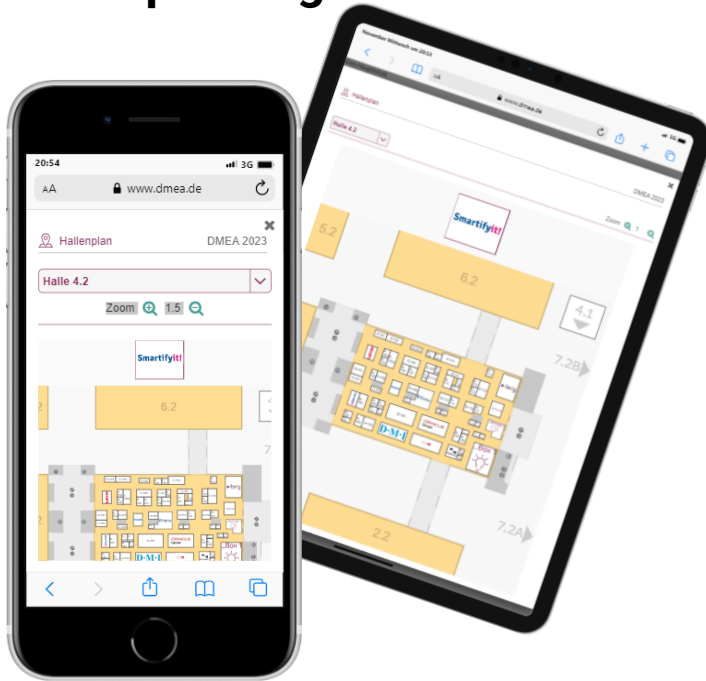Present your company exclusively via the DMEA splash screen.

On the homepage exclusively in combination with DMEA branding (50/50) or on subpages via the logo splash screen.

Back to overview

Individual option

Top-5-Logos

1-2-3 your Logo in the DMEA hall plan

The Top-5-Logos are placed above the own hall in the online hall plan in all three DMEA channels.
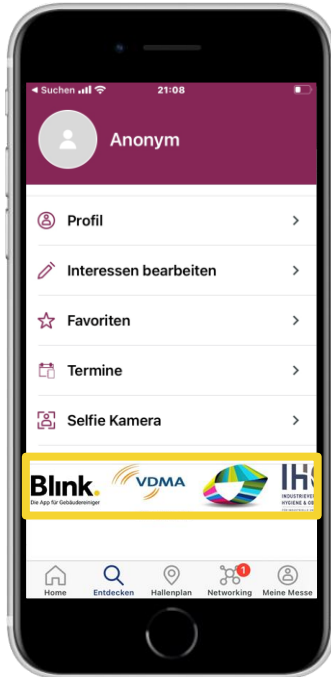
- Link to your company profile

- Avaialble only for 5 partners pro hall

- Data delivery per Mail

- Format: SVG Logo

Back to overview

Individual option

Logo Carousel

Increase your app visibility!

by presenting your logo. The gallery will be embedded under the selected navigation items. It can be embedded on the Events page.

- Linking with your company profile

- Appears in rotation ≤ 5 to 12 max.

- Data delivery by mail
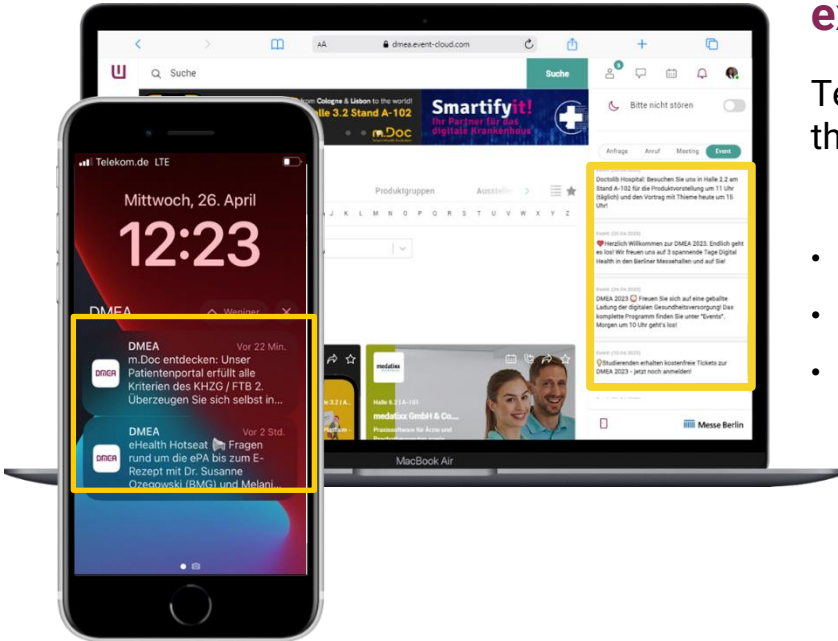
- Format: 450 x 315 px, jpeg

Individual option

Push Notification

Share your Push notification during the exhibition

Tease your presence and reach out for attention during the DMEA events.

- Publication on DMEA Online Platform and in the App

- All together one message

- Data delivery per Mail

Back to overview

DMEA   bvitg   Messe Berlin

DMEA Media – Package & Upgrades

Starter Package 300,- Euro plus VAT For exhibitors with a stand area of up to 20 m²	Classic Package 465,- Euro plus VAT For exhibitors with a stand area from 21 till 100m²	Premium Package 900,- Euro plus VAT For exhibitors with a stand area of up to 101m²
Basic company entry (company, address, hall stand number)	Basic company entry (company, address, hall stand number)	Basic company entry (company, address, hall stand number)
Entry in the main product categories of the product group directory	Entry in the main product categories of the product group directory	Entry in the main product categories of the product group directory
Phone, fax, E-Mail	Phone, fax, E-Mail	Phone, fax, E-Mail
Company portrait , Logo	Company portrait , Logo	Company portrait, Logo
Contact person with photo and contact details	Contact person with photo and contact details	Contact person with photo and contact details
	Links to social media profile (e.g facebook, twitter, YouTube etc.)	Links to social media profile (e.g facebook, twitter, YouTube etc.)
	Presentation of up to 10 products with product text (max 4,000 characters incl. spaces) and product	Presentation of up to 15 products with product text (max 4.000 characters incl. spaces) and one product image, 1 Link pro product entry
	Entry of up to 10 products groups	Entry in up to 15 products groups

Upgrade
from Starter to Premium
600,- Euro

Upgrade
from Starter to Classic
165,- Euro

Upgrade
from Classic to Premium
435,- Euro

*Upgrade to the Media Package of the main exhibitor is possible at any time. When booking a higher-value Media Package as an upgrade, you only pay the difference!

DMEA   ▶▶ bvitg   𝄜 Messe Berlin

Individual options

Online Advertising	Channels	Price
Video Header	DMEA online	300€
Exhibitor News (3x)	DMEA online, web & app	200€
Tab bar Banner	App	1.000€
Banner on a subpage	App	1.100€
Standlogo in the hall plan (from 50 m²)	DMEA online, web, & app	250€
Job offers (1x,3x or 5x)	DMEA online, web & app	200€ / 500€ / 800€
Trademarks (1x, 3x or 5x)	DMEA online & app	100€ / 300€ / 500€

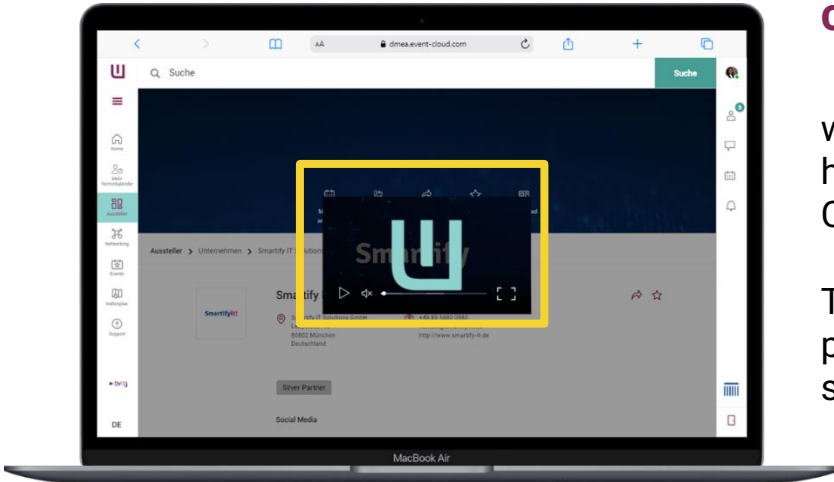## Header Video

Bring even more movement into your company profile!

with the help of a creative video that you integrate into the header of your profile on the DMEA online platform via the Content Manager.

The video appears directly on your company's page. A play button makes it easy for the visitor to click on it and simply play the header video.
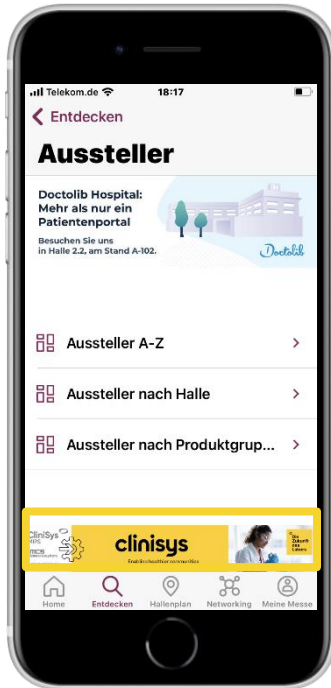
DMEA   ▶▶bvitg   Messe Berlin

Tab bar Banner

Don't miss the chance to shine in the app

The banners are shown one after the other when you navigate back and forth on the page. By clicking on the banner, the visitor is redirected to your company profile.

- Data delivery via E-Mail

- Format:1440 x 225 px, jpeg

- Fixed position, visible on one navigation page

Back to overview

DMEA   ▶▶bvitg   IIIII Messe Berlin

Individual option

Standlogo online

Show your logo in the hall plan

Visible in the interactive app, the DMEA online platform and the website.

Publication in your stand area in the interactive hall plan

- From a stand size of 50 m²

- Link to your company profile

- Data delivery by e-mail

- Format 500x500 px, jpeg or png

DMEA
Connecting Digital Health
9.–11. April 2024

**Our Advertising & Sponsoring Support Team
is glad to assist you with your selection
and answer your questions at any time.**

**MB Capital Services GmbH
on behalf of Messe Berlin GmbH**

Thüringer Allee 12A
14052 Berlin
Germany

Phone: +49 30 3038-2500
support@messe-berlin.de

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