

## Profit from our effective marketing services



Increase the success of your trade-fair presentation in a lasting manner. We have a diverse range of marketing services available that will help you to publicize and effectively optimize your exhibit before, during and after the fair.

Send out invitations, book advertising space, organize press conferences—there are plenty of things on your checklist to take care of before the fair begins. Our targeted marketing services provide the support you need with a large selection of effective communication measures.

### Invitation and contact management

Optimum results with minimum effort: We will help you with your visitor advertising. Inform your customers that you are participating in the fair and invite them to attend personally—e.g. with vouchers for one-day tickets. An unlimited number of one-day ticket vouchers for your customers are included in the participation fee.

### Media services

Reinforce your presence with a company entry in automatica's official print and online media. Doing so guarantees that people will find your stand at the fair. Or place your company in the online exhibitor directory, visit planner and exhibition catalog—including a logo or banner.

### Press and public relations

Media shape opinions. Which is why you should use our professional PR work to cultivate your image. Present your company to trade journalists from around the world—before and during the fair.

### Social media

automatica is also active on social media. Network with us! You will find us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#). We share all interesting content

with our fans and followers. Please feel free to send our [press manager](#) contributions directly.

[Follow us!](#)

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### **Advertising materials**

From visitor brochures and letter stickers to personalized banners and voucher banners: Our favorite advertising materials give you the perfect mix for your print and digital communication.

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### **Advertising space at the fair**

Get their attention exactly where the industry meets—with our attractive advertising alternatives indoors, outdoors and in and around the halls at the Messe München trade-fair center.

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### **Other services and rooms**

Book our catering and event services or one of our conference or meeting rooms to meet your needs. We would be pleased to advise or assist you in any way possible.

An overview of all products and services is available at the Exhibitor Shop. It will be available to you well in advance of automatica 2018.

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