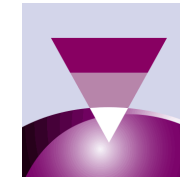


Start: March 4, 2024



analytica
Preview

**Official
online preview 2024**

More success for your trade show presence



Messe München

Connecting Global Competence



LUMITOS®
Führt zum Erfolg.

1

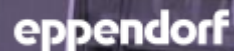
analytica preview

The established and proven online enhancement for your trade show presence

For two decades, successful exhibitors have been using the analytica preview to significantly increase the success of their trade show presence with **targeted online advertising**. Visitors from all over the world particularly appreciate the time saved by the provision of bundled and clear information from exhibitors. Orientation is already provided in the run-up to the trade fair, enabling products and exhibition stands to be found quickly at the live event.

The **analytica preview 2024** offers **new innovative ways** for exhibitors to target visitors before, during and after the show and make the live experience of their trade show presence even better and easier to enjoy.

Take this chances to increase your success at the trade fair!

 MERCK BECKMAN
COULTER. thermo
scientific
by Thermo Fisher Scientific BRUKER eppendorf FOSS Hellma
Precision in SpectroOptics Worldwide. Agilent Technologies KNAUER Anton Paar METTLER TOLEDO analytikjena Julabo
THE TEMPERATURE CONTROL COMPANY

2

The time is perfect for new ways

Use **new** opportunities for more attention and success

New

Enhanced visibility:

Networking with official analytica media:
Exhibitor directory and analytica app

New

Trade show novelties:

Including Novelty Tour (live navigation) with the
analytica app

New

Product-Listing:

Attractive listing packages for the presentation of
multiple exhibits (5 or 10 pieces)

New

Advertising in the trade show newsletter:

With newsletter advertising boxes and
newsletter banners

New

Job advertisements:

Single ads or as a package

Overview

Effective online advertising to support your trade show presence

analytica preview 2024

Starter and Professional

analytica preview Fair Novelty

Start: 6 weeks before the start of the fair

New

analytica preview Booster (option)

For: Starter, Professional, Fair Novelty

Product Premieres analytica 2024

Start: on the 1st day of the fair

Product Listing analytica 2024

Packages with 5 products or 10 products

New

Stand-alone Mailing analytica

With voucher codes for tickets

Fair newsletter Advertising Box

Sent with the official analytica newsletter

New

Fair newsletter Banner

Sent with the official analytica newsletter

Neu

Job advertisements

Single ads or as a package

New

analytica preview Starter and Professional

Start on March 4, 2024 (for 3 months)



Over 12 million annual users
4 participating specialist portals*

- Publication on the participating portals with reference to exhibition stand
- Company logo
- Presentation of products, software, services, catalogs
- Large graphic teaser area (product stage) with product image and short text (not in Starter package)



Published in the Product Presentations section in the exhibitor directory and the analytica app



Advertisement with picture and short text in the company profile of the exhibitor directory and the analytica app



107,000 newsletter recipients
4 participating specialist portals*



Product references with picture and mention of the booth in the special newsletters

- **Starter: 1 product reference** in the analytica special newsletters
- **Professional: 2 product reference** in the analytica special newsletters

Starter

2.220 €

Professional

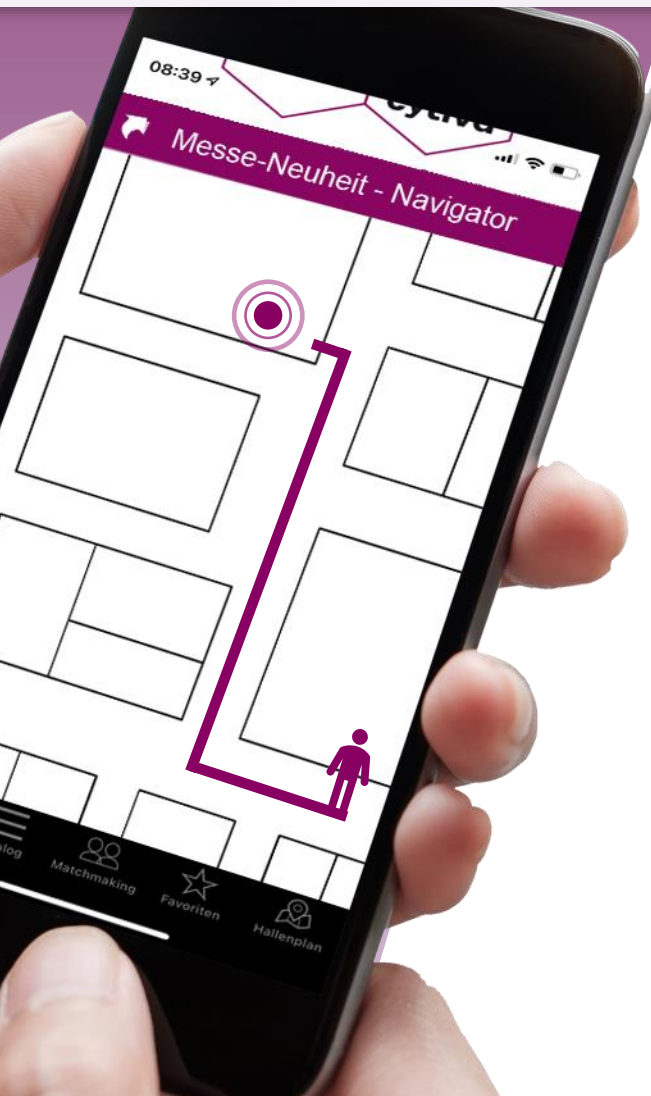
2.990 €

5

analytica preview Fair Novelty

New

Start on March 4, 2024



107,000 newsletter recipients
4 participating specialist portals*



Over 12 million annual users
4 participating specialist portals*



Novelty tour via analytica app: live
navigation to the booths with novelties



Push message via analytica app as soon as
the visitor approaches your booth



Separate Fair Novelty section in the exhibitor
directory and the analytica app



Display with picture and short text in your
company profile and section Fair Novelty



Product references with picture and marker
"New" in all newsletters

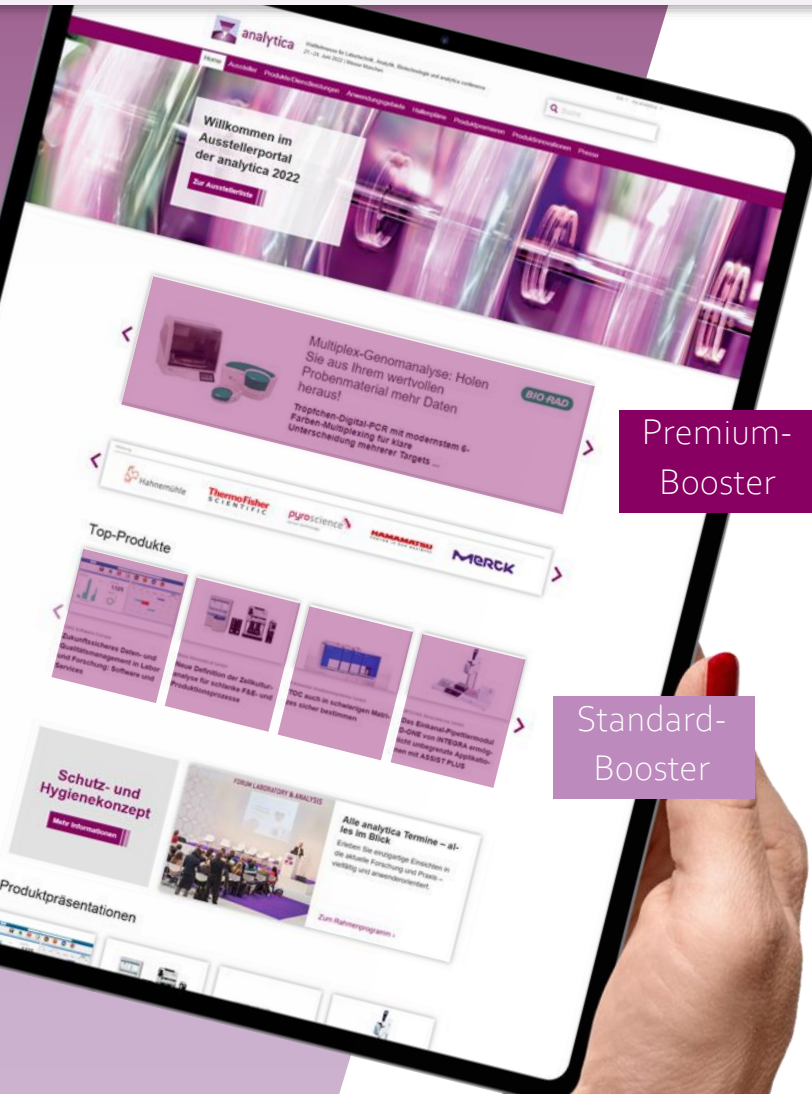
- 2 Product references in the analytica special newsletters
- 3 Product references in newsletters in one of the participating specialist portals*
- Visual marking as a Fair Novelty on the portals
- Presentations of products, software, services that are being exhibited for the 1st time at a European trade fair.

5.400 €

* analytica-world.com, chemie.de / chemeurope.com und bionity.com

analytica preview Booster

Upgrade option for Starter, Professional or Fair Novelty



Premium-Booster

Standard-Booster

The booster significantly increases the visibility of your products. You will be seen and found quickly by new customers - **before anyone else!**

! Teaser with picture and short text on the start page of the exhibitor directory

! Top-of-the-list placement in the analytica app and exhibitor directory

! The boosters are displayed in rotation on the start page

! Only limited number of 21 places available!
6 premium and 15 standard boosters

Standard-Booster:

1.600 €

Premium-Booster:

2.100 €

Can only be booked in combination with an analytica preview Starter, Professional or Fair Novelty.

7

Product Premieres analytica 2024


Start from 1st day of fair


Push Notification:
All premieres on the
1st day of fair
before the fair starts


When entering
the analytica


When entering
the hall with
your booth

 **New** Optical marking as a premiere

 **3 Push messages via analytica app**
See figure on the left

 **Separate Premieres section** in the exhibitor
directory and the analytica app

 **Display with picture and short text** in
company profile and Premiere section

 **Premiere teaser on the start page** of the
exhibitor directory



107,000 newsletter recipients
4 participating specialist portals*

- 1. newsletter notes on the 1st day of the fair
- 2 more newsletter notes after analytica 2024



Over 12 million annual users
4 participating specialist portals*

- Placement in the official analytica 2024 review
for specialist visitors who missed your product
premiere at analytica

6.630 €

Product Listing analytica 2024

Launch on March 4, 2024 (3 months preview, 12 months portal)



Over 12 million annual users
4 participating specialist portals*

- Publication on the participating portals with reference to booth
- Company logo
- presentations of products, software, services, catalogs



Published in the Product Presentations section of the exhibitor directory and the analytica app



Display with picture and short text in the company profile in the exhibitor directory and the analytica app



Additionally for 12 months on analytica-world.com with 130,000 annual users

Listing with 5 products:

6.100 €

Listing with 10 products :

8.150 €

* analytica-world.com, chemie.de / chemieurope.com und bionity.com

Stand-alone mailing trade fair editions analytica

Mailing to the official analytica distribution list of Messe München



Production and one-time mailing of the mailing for guest tickets in the run-up to analytica
- limited to 6 issues per language !



Specification of content and design by the customer



Creation of the HTML newsletter: consulting, layout, image editing by LUMITOS



Display test in all popular email clients before sending



Test sending to your company and various mail providers



Detailed click statistics on the use of the individual links in the newsletter



13,000 newsletter recipients - German
12,000 newsletter recipients - English

- Integration of individual guest card links for each recipient. LUMITOS receives the online vouchers directly from Messe München.

Can only be booked in conjunction with the dispatch of online vouchers for analytica tickets to all recipients in the selected language. Redeemed vouchers will be invoiced separately via Messe München. Messe München's current terms and conditions for online vouchers apply.

Stand-alone Mailing - German:

7.500 €

Stand-alone Mailing - English:

6.500 €

Fair Newsletter Advertising Box analytica 2024

New

Sent with the official analytica newsletter (German / English)



Mailing date selectable - by the weeks
before the start of analytica 2024



Newsletter Advertising Box in one issue
Minimum booking is 2 newsletter issues



Display in the editorial section of the
analytica-world.com newsletter



Trade fair invitation with individual guest
ticket codes (optional at additional cost)



Link to your trade fair landing page



13,000 newsletter recipients - German
12,000 newsletter recipients - English

- Fair logo with place, hall & booth
- Image/graphic
- Headline
- Text
- CTA button

Newsletter Advertising Box - German:

750 € per issue

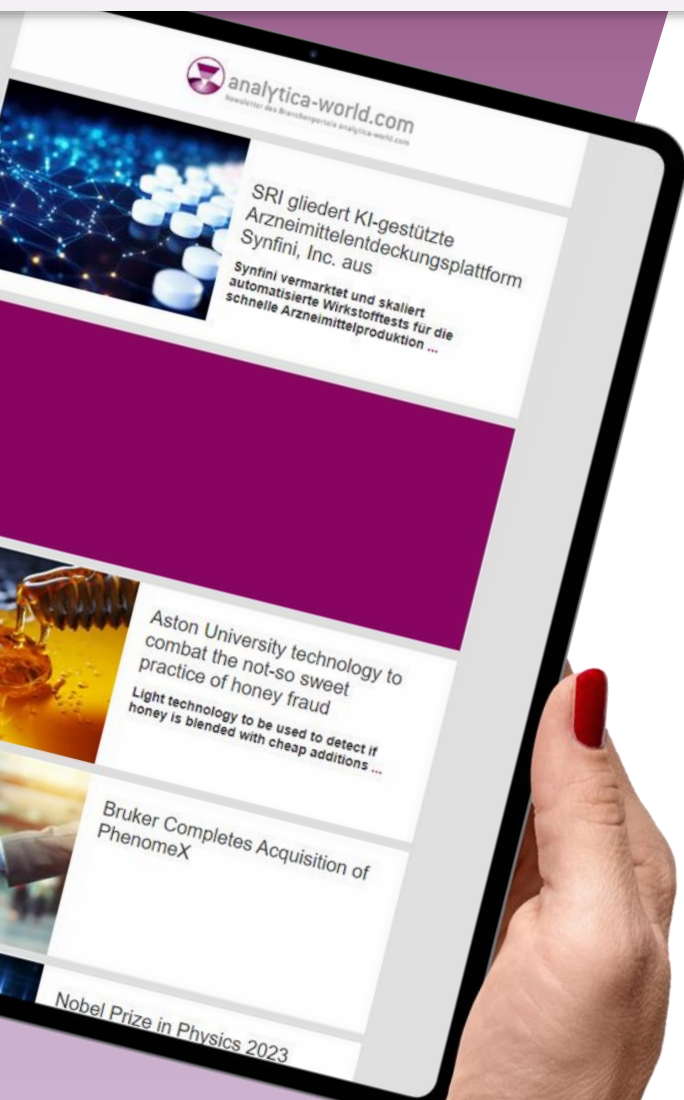
Newsletter Advertising Box - English:

650 € per issue

Fair newsletter Banner analytica 2024

New

Sent with the official analytica newsletter (German / English)



Mailing date selectable - by the weeks
before the start of analytica 2024



Newsletter Banner in one issue



Display in the editorial section of the
analytica-world.com newsletter



Link to your trade fair landing page



13,000 newsletter recipients - German
12,000 newsletter recipients - English

- Image format GIF, without animation

Newsletter Banner - German:

1.200 €

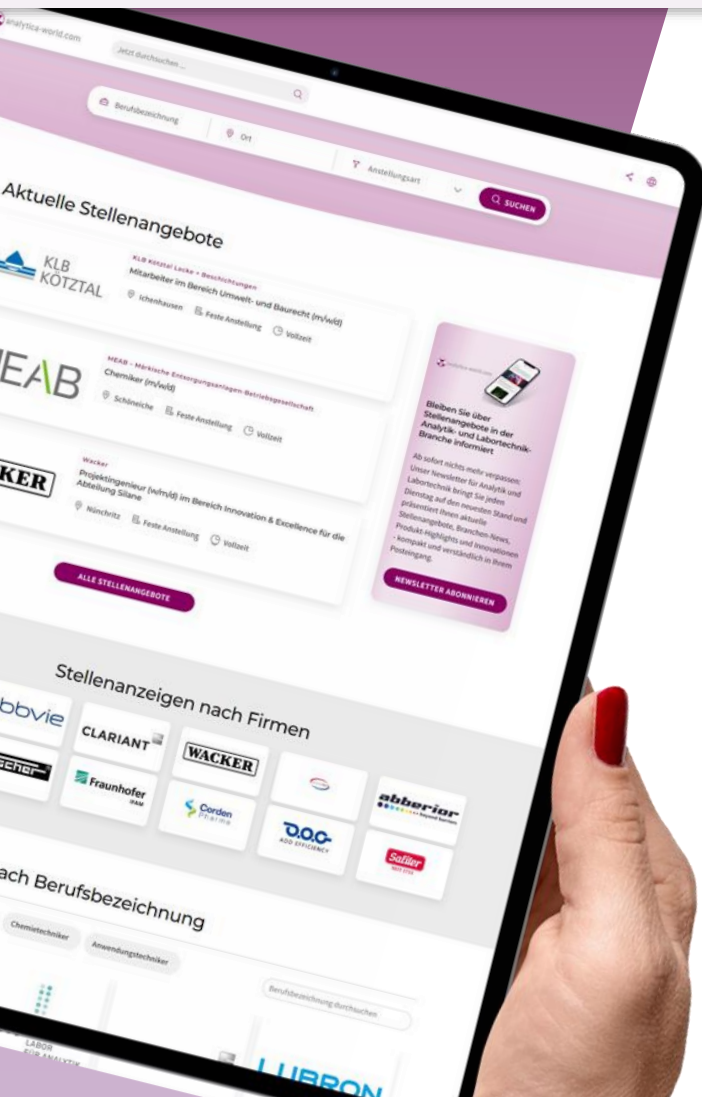
Newsletter Banner - English:

1.040 €

New

Job advertisements analytica 2024

As a single ad or as a package with 5 ads - 8 weeks runtime



This is how you can reach candidates directly at analytica 2024.



Job wall at analytica 2024 (Hall B1)
Printed postings with QR code



Publication in the exhibitor directory and the analytica app

Additional visibility:

- Publication on 3 specialist portals* in the career section



Direct link to your own career page



Online contact system for job applicants



50,000 Newsletter recipients - **German**
3 participating specialist portals *

- **Single ad: 1 reference** in the analytica special newsletters
- **Package: 5 references** in the analytica special newsletters

Single ad:

1.920 €

Package with 5 ads :

8.470 €

* analytica-world.com, chemie.de und bionity.com

Your successes are measurable

Available around the clock

Your analytica preview successes are digitally recorded and clearly prepared online as key figures (incl. export function)



Get in touch with us !



analytica
preview



LUMITOS®
Führt zum Erfolg.

Your LUMITOS sales team



+49 30 204 568 -0



analytica@lumitos.com

Schedule online consultation at:

<https://calendly.com/vertrieb2/analytica-preview-2024>



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Führt zum Erfolg.



analytica-world.com

CHEMIE.DE

CHEMEUROPE.COM

BIONITY.COM