

# More success for your trade fair appearance ...

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... through effective online advertising



**LUMITOS®**  
Führt zum Erfolg.

# Trade fair advertising - What goals do you want to achieve?

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Welcome many trade fair visitors to our booth



Attract many participants for our technical lectures



Arouse interest in our trade fair novelties

## Trade Fair Specials for your success

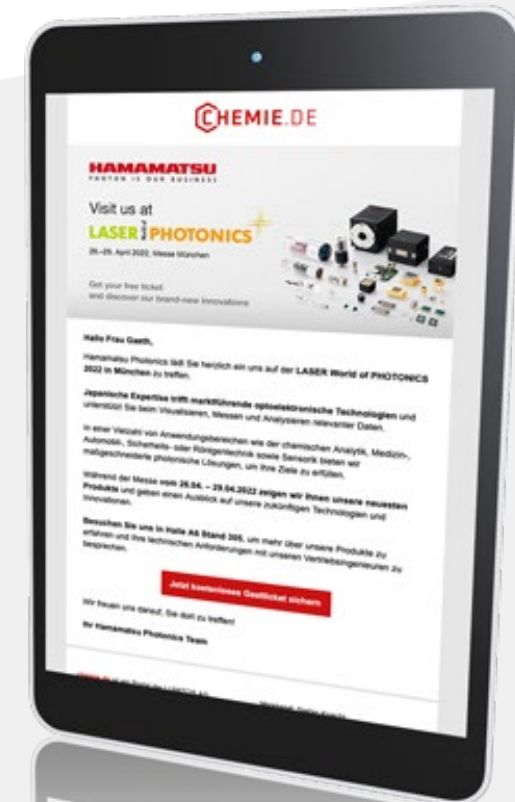
		Your trade fair goals		
		Arouse interest in our trade fair novelties	Welcome many trade fair visitors to our booth	Attract many participants for our technical lectures
Trade Fair Specials	Stand-Alone-Mailing to the trade fair	★★★★★	★★★★★	★★★★★
	Presentation of trade fair novelties	★★★★★	★★★★★	
	Presentation of trade fair highlights		★★★	
	Advertising box in industry newsletters	★★★★	★★★★	★★★★
	Advertising banner on industry portals	★★★★	★★★	★★

# Exclusive trade fair newsletter with high reach

With a Stand-Alone-Mailing for the trade fair, you benefit from the wide reach of the industry newsletters from LUMITOS. We select your target groups from over 180,000 recipients and send your mailing at a perfect time in the run-up to the trade fair.

- The Stand-Alone-Mailing contains **your advertising messages exclusively** and is therefore the **most effective form of advertising**.
- **You determine the content:** For example, present your new products, trade show highlights, technical lectures, the supporting program or your trade show team.
- You can **boost your success** in attracting visitors by **offering individualized ticket vouchers** directly in the mailing.

**Schedule your  
appointment now**

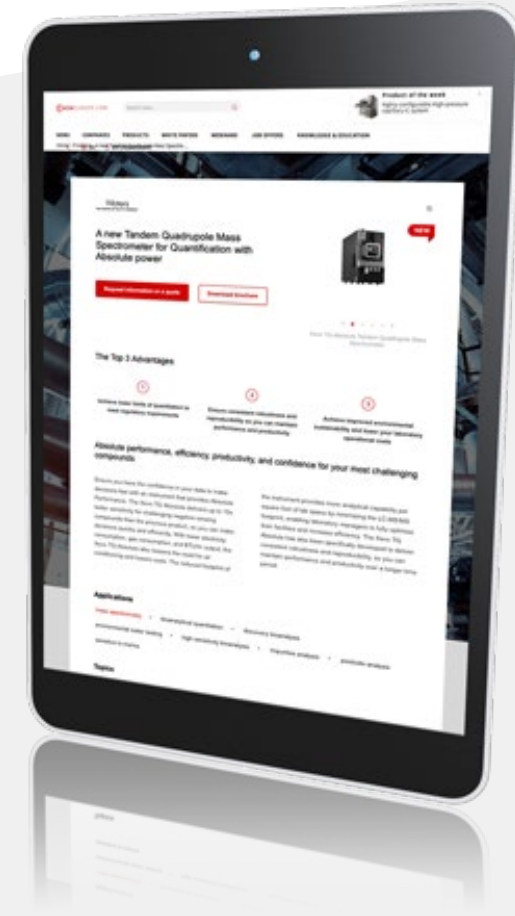


# Announce and present your trade fair novelties

By presenting your trade fair novelties on the industry portals of LUMITOS, you arouse the interest of potential customers already in the run-up to the trade fair.

- **Best visibility of your trade fair novelty** through a multilingual and particularly **prominent presentation** on the selected industry portal and in the search.
- **Eye-catching and effective presentation of your trade fair novelty:** top benefits, short description, 5 images, video and **highlighting as "NEW"**.
- **Additional promotion** of your trade fair novelty in 3 issues of the industry newsletters.
- **Mention of trade fair and booth number** to guide potential customers specifically to your booth.
- You will receive **GDPR-compliant leads before and after the trade fair**, including consent to use them for all common marketing purposes.

**Schedule your  
appointment now**

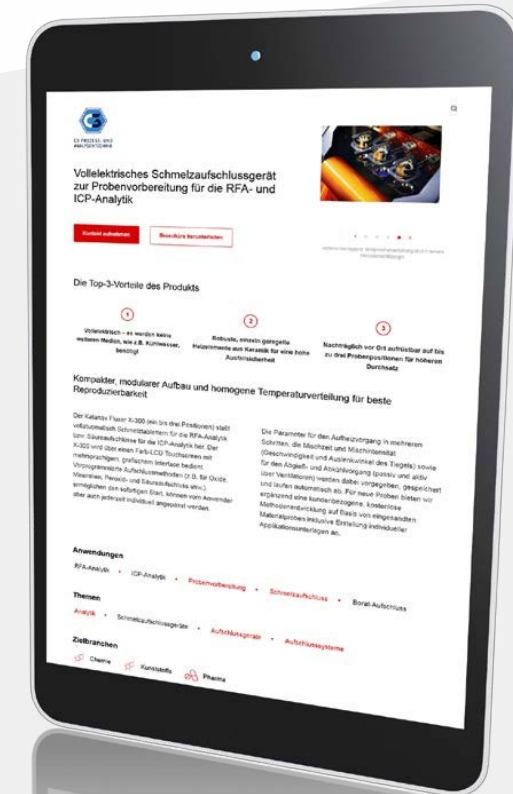


# Present your trade fair highlights

With a product presentation on the industry portals of LUMITOS you put your trade fair highlights in the spotlight already in the run-up to the trade fair.

- Are you exhibiting important products at the trade fair booth? These are the **trade fair highlights that you perfectly stage with a product presentation** on the industry portals of LUMITOS.
- **Best visibility of your trade fair highlights** through a multilingual and **particularly prominent presentation** on the selected industry portal and in the search.
- **Additional promotion** of your trade fair highlight in **3 issues of the industry newsletters**.
- **Mention of trade fair and booth number** to guide potential customers specifically to your booth.
- You will receive **GDPR-compliant leads before and after the trade fair**, including consent to use them for all common marketing purposes.

**Schedule your  
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# Invite attendees in industry newsletters to visit the booth

In an eye-catching advertising box or a newsletter banner, you can arouse targeted interest in technical lectures, product innovations or your trade show highlights. This is how you motivate your target groups to visit your booth and attend the technical lecture.

- **Immediately effective advertising**, as you can book trade fair invitations in the newsletters at any time.
- **Best visibility of your trade fair invitation** through a particularly prominent presentation in the newsletters.
- **Mention of trade fair and booth number** to guide potential customers specifically to your booth.
- **You decide which landing page interested parties are taken to** after clicking on your advertisement.

**Schedule your  
appointment now**



# Make people curious to visit your trade fair booth with advertising banners

With an advertising banner, you benefit from the enormous reach of LUMITOS' industry portals, which are used as a source of information by over 170,000 professionals every week.

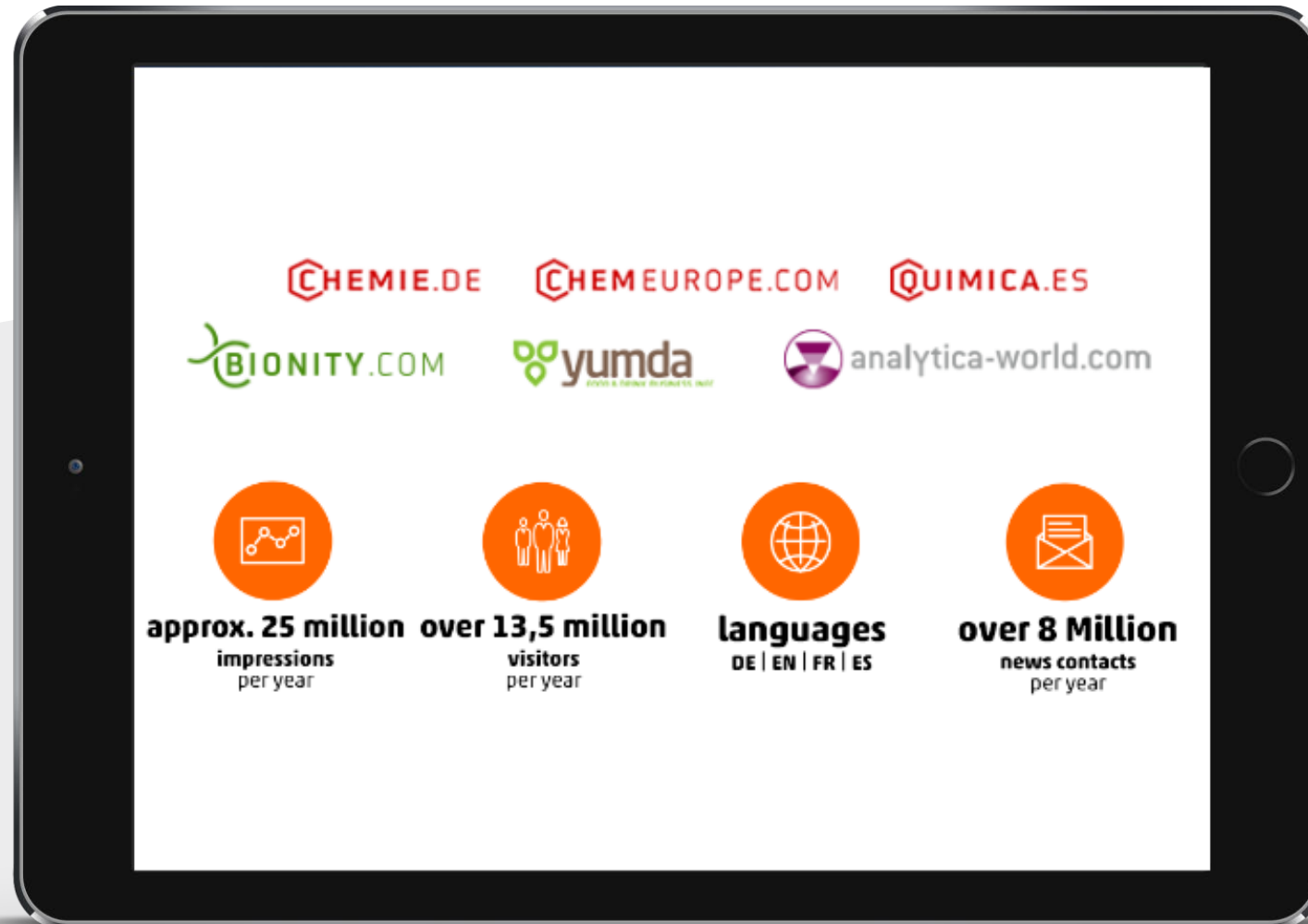
- **Best visibility for your trade fair advertising** in the industry environment of your target groups.
- Economic placement through **effective geo and topic targeting**.
- Large-format banners give you **plenty of space for your trade fair advertising**.
- You decide which landing page interested parties are taken to after clicking on your advertisement.

**Schedule your  
appointment now**





# Maximum reach for your trade fair success



Contact us now. We will advise you individually on the best trade fair advertising for you.



**+49 30 204 658 - 450**



**sales@lumitos.com**

**Schedule your appointment now**





LUMITOS leads you to success  
with online marketing