

Online Marketing Packages Order Form

Main and co-exhibitors have the opportunity to choose from three different Online Marketing Packages, as well as an optional extra on the ICE Europe website.

Online Marketing Packages (See page 2 for more details)

To further enhance the promotion your participation before, during and after the show you have the option to upgrade to the Online Marketing Package Gold or Platinum.

limited availability

Silver mandatory € 415 + VAT if applicable	<input type="checkbox"/> Upgrade to Gold € 230 (€645 Total) + VAT if applicable	<input type="checkbox"/> Upgrade to Platinum € 1580 (€1995 Total) + VAT if applicable
<ul style="list-style-type: none"> • Detailed Company Profile • Direct Link to Company Website • Online Visitor Show Planner • Online Job Vacancy Listing 	<ul style="list-style-type: none"> • Detailed Company Profile • Direct Link to Company Website • Online Visitor Show Planner • Online Job Vacancy Listing • Online Press Box • Website Banner 	<ul style="list-style-type: none"> • Detailed Company Profile • Direct Link to Company Website • Online Visitor Show Planner • Online Job Vacancy Listing • Online Press Box • Website Banner PLUS • Banner Advertisement in ICE <i>Insight</i> Newsletter

Optional Extra (See page 2 for more details)

Can be booked in addition to the Online Marketing Package Silver, Gold, Platinum or the All-Inclusive Package.

☐ Video €295 + VAT if applicable

Your product video on the ICE Europe website:

- Directly linked to your company entry on the online exhibitor list and displayed in the company profile box of your Marketing Package.

**To book any of the above options, please fill in the form and return
via fax to +44 (0)1727 814 401**

Exhibitor: _____ Hall/Stand: _____

Contact Person: _____

Email: _____

Date

Legally binding signature

Online Marketing Packages

Silver € 415 + VAT if applicable, mandatory

Detailed Company Profile

- Comprehensive presentation of company profile (750 characters)
- Description of product portfolio (750 characters)
- Possibility to edit profile in min. 2 languages
- Company logo upload
- 2 product photos
- Social media links
- Contact form for customer requests (Live from summer 2018)

Company Website Link

- Direct link from the exhibitor list to your company website (Live from summer 2018)

Online Visitor Show Planner

- Choose up to 3 exhibit categories for the 'search exhibitors by category' feature which visitors can use to create their personalised exhibitor list and floor plan (Live from autumn 2018)

Online Job Vacancy Listing

- Option to post job vacancies online alongside company profile (Live from autumn 2018)

Gold € 645 + VAT if applicable

Detailed Company Profile

- Comprehensive presentation of company profile (750 characters)
- Description of product portfolio (750 characters)
- Possibility to edit profile in min. 2 languages
- Company logo upload
- 2 product photos
- Social media links
- Contact form for customer requests (Live from summer 2018)

Company Website Link

- Direct link from the exhibitor list to your company website (Live from summer 2018)

Online Visitor Show Planner

- Choose up to 8 exhibit categories for the 'search exhibitors by category' feature which visitors can use to create their personalised exhibitor list and floor plan (Live from autumn 2018)

Online Job Vacancy Listing

- Option to post job vacancies online alongside company profile (Live from autumn 2018)

Online Press Box

- Possibility to upload an unlimited number of press releases in min. 2 languages. The information is readily available for trade journalists to access via the exhibitor list as well as the press website (Live from summer 2018)

Website Banner

- Company web banner on all 3 language versions of the ICE Europe website. The Banner will be displayed on dedicated pages in regular intervals. Specification: .jpg or .gif format, 220px x 60px in size, either animated or static (Live from summer 2018)

Platinum € 1995 + VAT if applicable, limited availability

Detailed Company Profile

- Comprehensive presentation of company profile (750 characters)
- Description of product portfolio (750 characters)
- Possibility to edit profile in min. 2 languages
- Company logo upload
- 2 product photos
- Social media links
- Contact form for customer requests (Live from summer 2018)

Company Website Link

- Direct link from the exhibitor list to your company website (Live from summer 2018)

Online Visitor Show Planner

- Choose an unlimited number of exhibit categories for the 'search exhibitors by category' feature which visitors can use to create their personalised exhibitor list and floor plan (Live from autumn 2018)

Online Job Vacancy Listing

- Option to post job vacancies online alongside company profile (Live from autumn 2018)

Online Press Box

- Possibility to upload an unlimited number of press releases in min. 2 languages. The information is readily available for trade journalists to access via the exhibitor list as well as the press website (Live from summer 2018)

Website Banner PLUS

- Company web banner prominently placed next to the exhibitor list on all 3 language versions of the ICE Europe website; specifications: .jpg or .gif format, 125px x 125px in size, either animated or static; in addition, web banner on dedicated pages as described in 'Gold' package (Live from summer 2018)
- Banner advertisement in the ICE Insight Newsletter sent to industry contacts worldwide
- Banners are allocated on a first come, first served basis, limited availability per edition

Optional Extra

(in addition to the Silver, Gold, Platinum Online Marketing Package or the All-Inclusive Package)

Video € 295 + VAT if applicable

Your product video on the ICE Europe website

- Directly linked to your company entry in the online exhibitor list and displayed in the company profile box of your Online Marketing Package

- Accepted video files: .avi, .mov, .mpeg, .mp4, .mpg, .m4v or .wmv
- Maximum file size: 100MB/up to five minutes, one video per exhibitor

Please note: The video upload as well as the Online Marketing Packages Gold and Platinum are additional options. You can upgrade your mandatory Online Marketing Package Silver or book the video at any time, even after having submitted your stand space contract.

The content of website listings and the press box will be password protected.

Exhibitors will be sent a password as soon as the payment has been received. Some online services will become available as preparations for the show proceed and you will be sent all relevant information and passwords in due course.

Exhibitors shall be responsible for the content of their listings and videos and, therefore, for any claims arising from those. The Organisers reserve the right to edit, withdraw or delete entries or videos at any time. The Organisers are unable to guarantee inclusion of all videos. Videos can only be transmitted as digital files via online upload. Videos sent on external data carriers (CD, DVD, USB sticks, etc.) will not be accepted. The Exhibition Regulations of ICE Europe 2019 apply.