

Information required for your booth in the IMPORT SHOP BERLIN Virtual Market Place

Dear exhibitor,

Use the IMPORT SHOP BERLIN Virtual Market Place as your internet presentation. Establish additional high-quality business contacts. More than **1,600,000 page views and 165,000 visits** during the last twelve months show the ever-growing importance of the platform.

Your information remains online until September, 14th 2013 and can be updated at any time.

For the internet platform we need the following information:

- Complete **contact details**
 - company name
 - company address
 - contact person, name and first name
 - email, tel., fax
 - homepage
- **Company description** (in German **and** English)
 - max. 4,000 characters each for the company description
 - including slogan (if available)
- **Company logo**
 - preferred formats: JPG, BMP, GIF, PNG, 150 x 150 pixel, 72-150 dpi
- **Product descriptions and photos** thereof (German **and** English)
 - name of product/designation of product
 - max. 4,000 characters each for the product descriptions
 - number of products: min. 3 and max. 10
 - preferred formats: JPG, BMP, GIF, PNG, 600 x 600 pixel, 72-150 dpi
 - product category of your product
- **Optional information**
 - link to the respective products on the homepage
 - details on prices/conditions of the products
 - details on delivery terms of the products

If you can't send us the data by email, please post it. We scan your pictures for you.

Should you have questions, please feel free to contact our editorial team
Monday to Friday from 09:00 a.m. - 6:00 p.m. CET, by telephone +49 (0)30/3038-2180
or by email: editorial@virtualmarket.importshop-berlin.de

Your IMPORT SHOP BERLIN Virtual Market Place Team

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IMPORT SHOP BERLIN Virtual Market Place – Your Marketing Platform

The **IMPORT SHOP BERLIN Newsletter** makes the Virtual Market Place® even more productive for your business. With this marketing tool, you can actively keep trade visitors, journalists and others up-to-date and reach even more potential buyers. Newsletter subscribers receive hyperlinks to the latest information. That's why it's important to update your entries with the latest information from your company.

Your benefits:

- Internet presence on an **industry platform for arts & crafts from around the world**.
- **Supplemental advertising and sales channel:** The Import Shop Berlin Virtual Market Place gives you an opportunity to **attract worldwide attention to your products year-round** – before and after the trade show!
- The new, regularly-published **Newsletter provides high-impact advertising** for your products.
- **Your entries are linked on Google:** If you don't have your own website, you can still keep your customers up-to-date with your online exhibition stand on the Virtual Market Place®!
- **Generate business contacts with dealers and distributors** – the Virtual Market Place® Internet platform is well-established in the industry as a valuable source of information.
- The Trends & Novelties list on the Virtual Market Place® keeps visitors informed about your latest products.
- free service from the **editorial team** provides direct support for entering and updating your information.
- **Messe Berlin produces high-impact advertising for the platform:**
 - Visitor flyers
 - Registration of each virtual exhibition stand on Google with excellent rankings
 - Link to m+a www.expodatabase.de
 - Regular reports distributed to the trade press

Our recommendations:

- Always keep your **contact information** (telephone, fax, email, address) **up-to-date** to ensure that potential customers can contact you. If your contact info changes, be sure to send the new details immediately to our editorial team.
- **Update your product & service entries regularly.** Replace discontinued products with new ones.
- Supplement your standard product list with special offers on a regular basis.
- Be sure to send us your information updates ahead of time, i.e. before the trade show starts or the next Newsletter is published. We recommend that you submit this info 6-8 weeks before the trade show or 2-3 weeks before the next scheduled Newsletter.
- **Use high-quality photos to present your products and services:** Copies should be high-resolution and at least 10 x 15 cm. The objects in the photos should appear as large as possible against a neutral background. Make sure the lighting is good quality and evenly balanced. Nothing should detract from the appearance of your products! Digital images should be at least 600 x 600 pixels with a resolution of 72-150 dpi. Good-quality images attract more attention to your products!
- **Add product descriptions:** Clear information about the product material and size along with brief details about the cultural background (origin and history) make traditional arts and crafts more interesting for potential buyers.
- **Include a short text to describe your company.**