



# IGEDO EXHIBITIONS

**YOUR BRAND  
STAGING**



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**SUCCESSFUL MARKETING – YOUR SUCCESS, OUR EXPERTISE**

BENEFIT FROM OUR NETWORK AND MARKETING KNOW-HOW: WE PROVIDE THE PERFECT PLATFORM, YOU SUPPLY THE CONTENT. TOGETHER, WE MAXIMIZE YOUR BRAND PRESENCE AND CREATE LASTING BRAND LOYALTY.

**BRAND PRESENTATION & STORYTELLING:**

WE DEVELOP A TAILOR-MADE **BRAND STORY** THAT APPEALS TO YOUR TARGET AUDIENCE ON AN EMOTIONAL LEVEL AND **STRENGTHENS YOUR BRAND IDENTITY.**

**SUCCESSFUL TRADE FAIR PRESENCE:**

WITH TARGETED MARKETING MEASURES, WE SUPPORT YOUR TRADE FAIR PRESENCE AND MAXIMIZE BRAND AWARENESS.

**WORKING TOGETHER FOR GREATER REACH: THROUGH CONTENT MARKETING AND CROSS-CHANNEL COMMUNICATION, WE INCREASE YOUR VISIBILITY AND BOOST CUSTOMER ENGAGEMENT.**

**SUCCESSFUL TOGETHER – YOUR BRAND, OUR GOAL.**

**GO** **ADVERTISING**

## **ON-SITE PRESENTATION**

**INDIVIDUAL MARKETING TOOLS** ENABLE YOU TO OPTIMIZE YOUR BRAND PRESENTATION IN A TARGETED MANNER AND CONVEY YOUR ADVERTISING MESSAGE EFFECTIVELY. INCREASE YOUR REACH AND BRAND AWARENESS.

## **VIDEO AND LOGO PRESENTATION**

USE YOUR IMAGE VIDEO, ANIMATED PHOTOS OR LOGOS DURING OUR EVENTS TO CREATE AN EMOTIONAL BRAND CONNECTION.

## **LED DISPLAYS**

PLACE YOUR STATIC OR ANIMATED MESSAGE AND USE TOUCHPOINT VISIBILITY TO CAPTURE THE ATTENTION OF YOUR TARGET AUDIENCE.

**PRICES ON REQUEST**

03

# BRANDING

# BRAND

04

OUR EVENTS ARE NOT JUST EVENT/ORDER PLATFORMS, BUT OFFER A COMPREHENSIVE MARKETING OPPORTUNITY TO POSITION YOUR BRAND IN THE FASHION INDUSTRY IN A TARGETED MANNER.

WITH CUSTOMIZED **SOCIAL MEDIA PACKAGES**, EXCITING **NEWSLETTER CONTENT**, AND THE OPPORTUNITY TO **HOST YOUR OWN EVENTS AT YOUR BOOTH**, WE SUPPORT YOU - BOTH ON-SITE AND ONLINE - IN ACHIEVING MAXIMUM VISIBILITY.



**USE OUR INSTAGRAM & LINKEDIN CHANNELS** TO REACH AN ENGAGED AUDIENCE OR FEATURE IN OUR NEWSLETTERS AND TARGET INDUSTRY INSIDERS.

# EXPOSURE

## WHAT IS UP2DATE.CLOUD?

THE **IMAGE DATABASE** FOR FASHION PROFESSIONALS!

UP2DATE.COM IS A **NEW PLATFORM** THAT CONNECTS BRANDS AND JOURNALISTS.

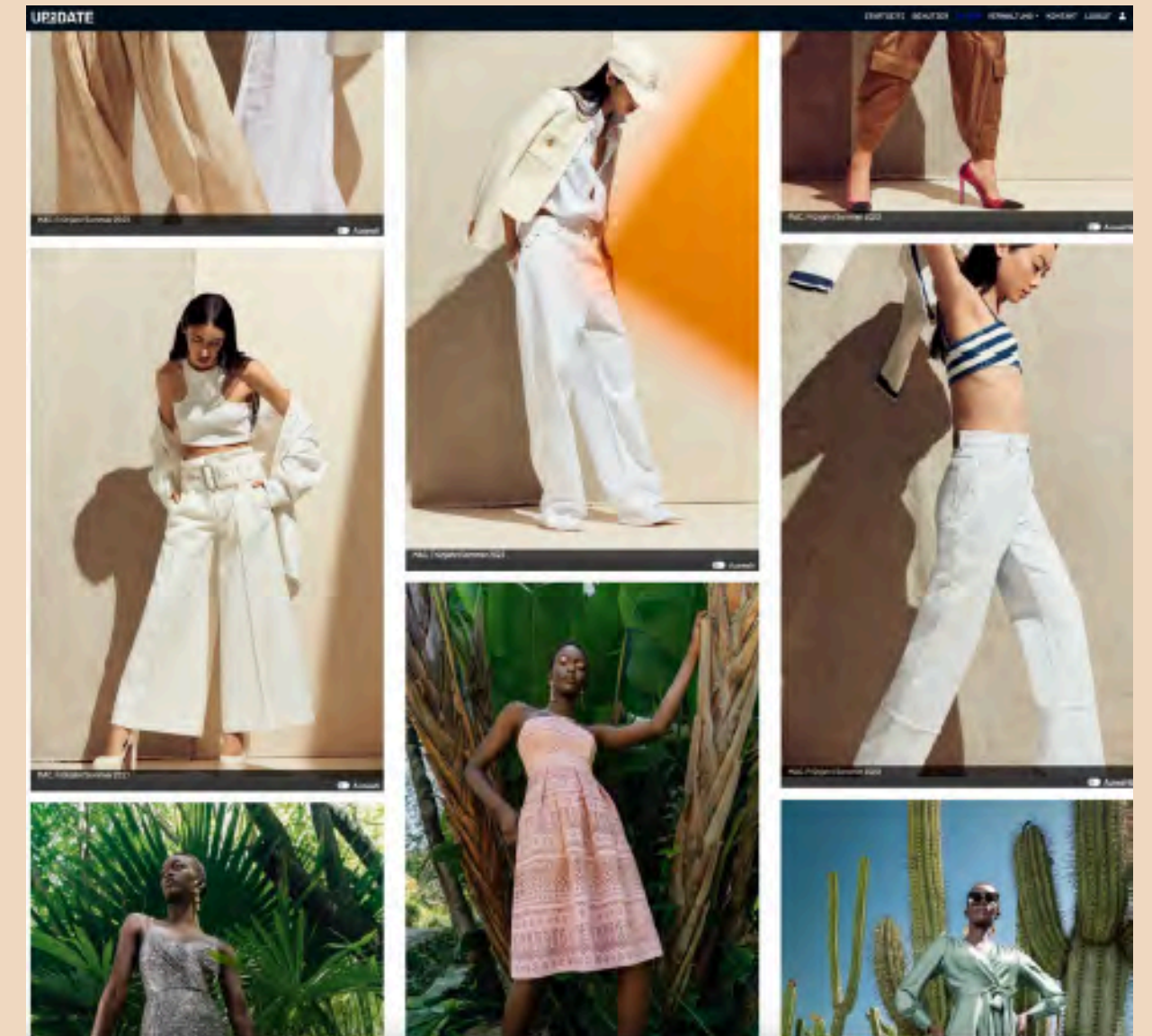
ON UP2DATE.CLOUD, JOURNALISTS CAN FIND PRESS IMAGES (COLLECTION IMAGES, IMAGE PICTURES, CUTOUTS, ETC.) PROVIDED BY BRANDS/COMPANIES.

## HOW IT WORKS:

- UPLOAD PRESS PHOTOS WITH INFORMATION ABOUT THE SEASON, COLOR AND FIT TO UP2DATE.CLOUD.

## ADVANTAGES:

- ONE-TIME UPLOAD – NO NEED TO MAINTAIN PRESS DISTRIBUTION LISTS
- TIME, COST AND LABOR SAVINGS FOR BRANDS
- UP2DATE.CLOUD TAKES CARE OF CONTACTING JOURNALISTS
- JOURNALISTS GET A QUICK OVERVIEW OF THE FASHION SEASON
- DIRECT, EASY ACCESS TO IMAGES WITHOUT INDIVIDUAL REQUESTS OR LARGE DOWNLOADS



**INTERESTED?**

**INFORMATION ON REQUEST**

# NEWSLETTER

06

## CHOOSE BETWEEN THREE OPTIONS:

BANNER ADVERTISEMENT WITH A LINK TO YOUR WEBSITE, PUBLISHING OF AN ARTICLE OR PURCHASING AN EXCLUSIVE NEWSLETTER TO A TOTAL OF 20,000 INTERNATIONAL ADDRESSES IN THE FIELDS OF FASHION, SHOES, ACCESSORIES & BAGS, SUSTAINABILITY AND ALL RETAIL SECTORS.

### BANNER

PRICE: €300\*

### ARTICLE

TEXT WITH HEADING AND IMAGE

PRICE: €750\*

### EXCLUSIVE

TEXT WITH 4 VERTICAL IMAGES  
OR 3 HORIZONTAL IMAGES

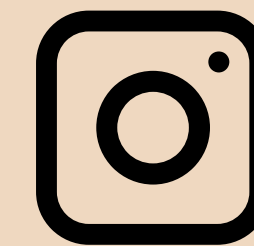
PRICE: €1,200\*

\*PRICE EXCLUDING VAT



SPREAD THE  
**NEWS!**

# INSTAGRAM



FOR OUR EVENTS, WE OFFER A SELECTION OF CUSTOM-MADE SOCIAL MEDIA PACKAGES ON **INSTAGRAM & LINKEDIN**. THESE PACKAGES INCLUDE DIFFERENT LEVELS OF REACH, CREATIVE SUPPORT AND CONTENT OPTIONS, SO YOU CAN CHOOSE THE PACKAGE THAT BEST SUITS YOUR BRAND'S GOALS AND BUDGET

## **BASIC EXPOSURE PACKAGE**

THE PACKAGE OFFERS BASIC SOCIAL MEDIA PRESENCE ON INSTAGRAM AND LINKEDIN CHANNELS.

### **INSTAGRAM**

- CAROUSEL POST & STORY FEATURE (UP TO 3 SLIDES) TO PRESENT THE BRAND OR A PRODUCT IN THE RUN-UP TO THE EVENT

### **LINKEDIN**

- POST / INTRODUCTION OF THE BRAND WITH A SHORT DESCRIPTION AND A LINK TO THE PROFILE OR WEBSITE

**PRICE: €250\***

\*PRICE EXCLUDING VAT

EXPRESSIVE PHOTOGRAPHIC MATERIAL (UNBRANDED) AND INFORMATION MATERIALS ARE SUPPLIED AND MADE AVAILABLE BY THE COMPANY.

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# & LINKEDIN





## VISIBILITY PACKAGE

THIS PACKAGE OFFERS MORE EXTENSIVE CONTENT AND INCREASED VISIBILITY ON BOTH PLATFORMS.

### INSTAGRAM

- ONE POST (IMAGE OR CAROUSEL) WITH BRANDED CAPTIONS AND RELEVANT HASHTAGS
- TWO INSTAGRAM STORIES (UP TO 5 SLIDES) AT DIFFERENT TIMES DURING THE PREPARATION PHASE AND DURING THE EVENTS
- INCLUSION IN THE STORY HIGHLIGHT “SPECIAL EXHIBITORS” OR “PARTNERS” FOR LONG-TERM VISIBILITY

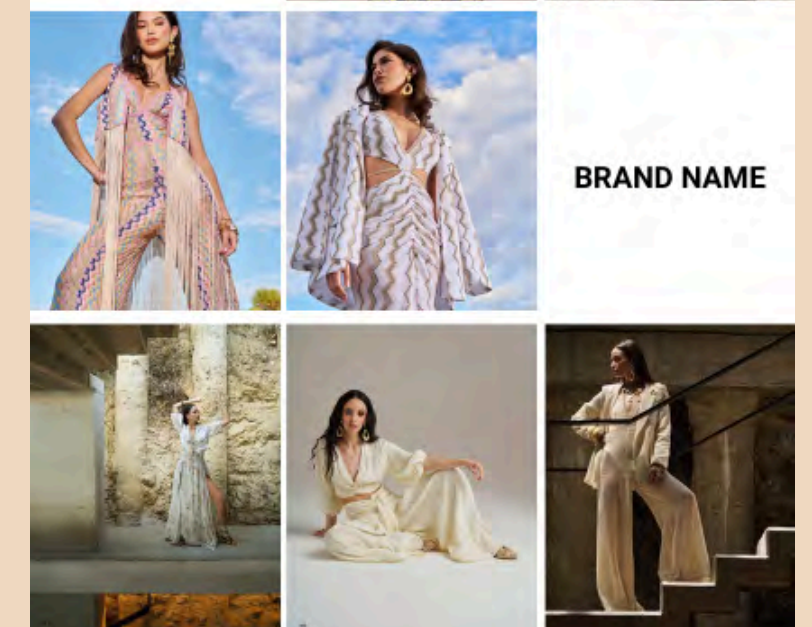
### LINKEDIN

- A FEATURED POST THAT SHOWCASES THE BRAND STORY OR THE LATEST PRODUCT LINE.

### SPECIALS

- LINKING YOUR LINKEDIN OR INSTAGRAM PROFILE FOR A SPECIFIC PERIOD OF TIME IN OUR BIO OR STORY

**EXAMPLE:**



**PRICE: €450\***

\*PRICE EXCLUDING VAT

EXPRESSIVE PHOTOGRAPHIC MATERIAL (UNBRANDED) AND INFORMATION MATERIALS ARE SUPPLIED AND MADE AVAILABLE BY THE COMPANY.



## **CONTENT CREATION & BRAND SPOTLIGHT PACKAGE**

THIS PACKAGE OFFERS HIGH-QUALITY, CUSTOMIZED CONTENT TO COMPREHENSIVELY PRESENT YOUR BRAND AND BUILD TARGETED REACH.

### **INSTAGRAM**

- A CUSTOMIZED POST AND A STORY SERIES (UP TO 5 SLIDES) BEFORE THE EVENT
- THREE ADDITIONAL POSTS BEFORE AND DURING THE TRADE FAIR, INCLUDING CAROUSEL POSTS, REELS, AND STORIES TO CONTINUOUSLY SHOWCASE THE BRAND AND ENGAGE THE TARGET AUDIENCE
- LIVE STORYTELLING - AN EXCLUSIVE REPORT AT THE TRADE FAIR WHERE THE BRAND CAN PRESENT ITS STAND AND INDIVIDUAL PRODUCTS, INCLUDES A SHORT INTERVIEW
- INCLUSION IN THE STORY HIGHLIGHT “SPECIAL EXHIBITORS” OR “PARTNERS” FOR LONG-TERM VISIBILITY

### **LINKEDIN**

- A DETAILED POST WITH A TAILORED MESSAGE (400–500 WORDS) TO HIGHLIGHT THE BRAND'S EXPERTISE AND PRESENT THE LATEST INNOVATIONS

### **SPECIALS**

- LINKING YOUR LINKEDIN OR INSTAGRAM PROFILE FOR A SPECIFIC PERIOD OF TIME IN OUR BIO OR STORY

**PRICE: €850\***

\*PRICE EXCLUDING VAT

EXPRESSIVE PHOTOGRAPHIC MATERIAL (UNBRANDED) AND INFORMATION MATERIALS ARE SUPPLIED AND MADE AVAILABLE BY THE COMPANY.

# YOUR BRAND

## BRAND SHOWCASE

TAKE ADVANTAGE OF THE OPPORTUNITY TO INITIATE **WORKSHOPS & MASTERCLASSES** IN YOUR OWN SPACE, PRESENT INNOVATIONS AS PART OF **EXCLUSIVE PREVIEWS & LIVE DEMONSTRATIONS** OR INVITE YOUR GUESTS TO A **HAPPY HOUR, RAFFLE** OR OTHER **NETWORKING EVENTS** AT YOUR BOOTH.

## LET'S WORK TOGETHER TO BRING YOUR IDEAS TO LIFE!

WE SUPPORT YOU IN COMMUNICATING YOUR ACTIONS THROUGH OUR DIVERSE CHANNELS. BENEFIT FROM OUR NETWORK, OUR CONTACTS, AND OUR EXPERTISE. WE HELP YOU ACHIEVE YOUR GOALS AND ATTRACT VISITORS.



## BRAND INFORMATION POINT

TAKE ADVANTAGE OF THE OPPORTUNITY TO HIGHLIGHT YOUR BRAND AT THE BRAND INFORMATION POINT AND MAXIMIZE YOUR VISIBILITY. DISPLAY BROCHURES, CATALOGS AND INFORMATION MATERIALS TO REACH TARGETED AUDIENCES WHO ARE ACTIVELY LOOKING FOR NEW BRANDS AND EXCITING PRODUCTS.

08 IN THE SPOTLIGHT

09

# SPONSORSHIP

## PACKAGE 1 BRAND SPOTLIGHT

BRAND STAGING IN A SMALL SPACE.  
EMOTION, INNOVATION OR  
STORYTELLING IN 4-6 SQM.  
NO CLASSICAL PRODUCT  
PRESENTATION BUT AS AN IMAGE  
STAGE.

### SERVICE IGEDO EXHIBITIONS:

- EXCLUSIVE PRESENTATION SPACE DURING THE EVENT.
- COMPACT & MODULAR STAND CONCEPT
- DIGITAL ELEMENTS: TABLET PRESENTATION.
- SOCIAL MEDIA: INSTAGRAM + CONTENT KIT FOR THE BRAND.



## PACKAGE 2 IGEDO EXHIBITIONS CONTENT PARTNER

BECOME A CONTENT PARTNER  
AND PRESENT YOUR COMPANY  
IN OUR RESPECTIVE EVENT-  
SPECIFIC CONTEXT.

### SERVICE IGEDO EXHIBITIONS:

- INFORMATION ABOUT THE PARTNERSHIP IN A NEWSLETTER ARTICLE PRIOR TO THE EVENT.
- PRESENTATION OF YOUR LOGO AND MENTION AS A CONTENT PARTNER ON THE WEBSITE AND IN THE EVENT GUIDE.
- INTEGRATION VIA THE SOCIAL MEDIA CHANNELS OF IGEDO EXHIBITIONS – 1 POST & 1 STORY.

# PACKAGES

PRICES ON REQUEST

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ULRIKE KÄHLER | MANAGING DIRECTOR

“WE LOOK FORWARD TO A  
SUCCESSFUL PARTNERSHIP WITH YOU.  
MY TEAM AND I ARE ALWAYS  
AVAILABLE FOR YOU.”

# CONTACT

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[CONTACT US!](#)

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