



PS1

EXHIBITION CENTRE DÜSSELDORF
11 – 13 JANUARY 2022



THE NEW MARKETING PACKAGES

PSI EXHIBITOR PROFILE

mandatory included

New Design!

The exhibitor directory is the primary source of information for visitors and further interested parties at the PSI trade show.

Generate more attention with an attractive exhibitor profile as a basic component of your marketing package, thereby creating more visibility on the trade show website, better search engine findability, and increased impact of your trade show presence.

You can fill your exhibitor profile with important information, products, trade show news etc. and thereby convince potential customers of your company.

ONLINE

EXHIBITOR PROFILE

The screenshot displays the PSI Exhibitor Profile website. At the top, a blue header bar contains the PSI logo, the event name 'MESSEGELEND DÜSSELDORF 11-13 JANUAR 2022', and navigation links for 'FÜR BESUCHER', 'FÜR AUSSTELLER', 'MEDIA', and a red 'TICKETS' button. Below the header, a large blue banner features a network diagram of small profile pictures connected by lines. The main content area is white and includes the PSI logo and the text 'PSI – Promotional Product Service Institute'. It contains several sections: 'Why visit our stand' with a description, 'Brands we represent' listing 'Planet Advertising', 'Description' with a 600-character limit, 'Product Categories' with buttons for 'School & Office', 'Office Supplies', and 'Flipcharts', and a 'Gallery of products and services' showing three product images labeled 'Product 1', 'Product 2', and 'Product 3'. To the right, a 'FOLLOW US' section lists social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. Below this is a 'WEBSITE' section with the URL 'www.psi-messe.com', an 'EMAIL' section with 'info@psi-messe.com', a 'PHONE' section with '+49 211 90191-702', and an 'ADDRESS' section with the full address of PSI - Promotional Product Service Institute. At the bottom, a blue footer bar contains the 'Reed Exhibitions' logo, contact information, a list of links under 'INFORMATIONEN', a 'PARTNER' section with logos, and a 'BESUCHEN SIE UNS' section with social media icons.

ATTENTION? STRONG. THE BRONZE PACKAGE.

By participating at PSI, you place your brand, your innovations and your products into the spotlight of the industry – the Bronze Package ensures that you attract the necessary attention from your potential new customers.

When visitors prepare their visit to the trade show, they do so with the help of the exhibitor list.

This means that as an exhibitor you must be seen here! The Bronze Package ensures just that: Your target groups will discover your logo, your innovations, your contact data and of course your stand number during their research – both online and offline.

FEATURES

ONLINE

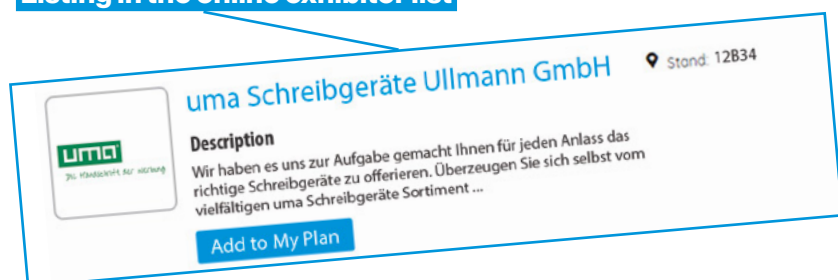
EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description

EXHIBITOR LIST

- Company name, logo & stand number
- Product categories
- Company description

Listing in the online exhibitor list



PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Company name, logo & stand number
- Contact address, telephone and e-mail/fax
- Link to website
- Product categories (5 product categories are included, more are optional)
- Company description (500 characters including spaces)



Exhibitor profile in the Show Guide

* The prices are net plus the statutory value added tax.

A WORTHWHILE INVESTMENT. THE SILVER PACKAGE.

A wise investment – no question about it: With the Silver Package you will attract even more attention from potential customers. How does it work? Remarkably simple:

Double visibility.

The calculation is quite simple: Double the size = double the visibility. With the Silver Package, your profile will appear twice as large in the online exhibitor list – so your company and your services will almost automatically attract the visitors' attention during their preparations for the trade show.

Directly in view.

In the Print Show Guide's hall directory, your stand space and company listing are visually highlighted in an eye-catching way. This puts your company in the focus of visitors - a pretty sensible investment.

„Premium“ label in the online exhibitor list

Colour highlighting of the stand in the hall plan of the hall directory

Logo and highlighting in the hall directory

„Premium“ label in the online exhibitor list

Logo and highlighting in the hall directory

BRONZE + 464.00 €*

BRONZE FEATURES

ONLINE

EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description

EXHIBITOR LIST

- Company name, logo & stand number
- Product categories
- Company description

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Company name, logo & stand number
- Contact address, telephone and e-mail/fax
- Link to website
- Product categories (5 product categories are included, more are optional)
- Company description (500 characters including spaces)

► ADDITIONAL SILVER FEATURES ◀

ONLINE

EXHIBITOR LIST

- Brand listings
- „Why visit our stand“ – description
- Display of product images
- Link to website
- Contact information telephone and e-mail
- Positioning in the exhibitor list with „Premium“ label

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Logo in the hall directory
- Colour highlighting of the stand in the hall plan of the hall directory

* The prices are net plus the statutory value added tax.

MORE? THE GOLD PACKAGE.

For exhibitors who want everything: The Gold Package provides maximum visibility by offering exclusive advertising space. The result: No visitor will miss you in the trade fair media and your stand at the exhibition also attracts those and even more visitors.

Always in the spotlight.

Online, the Gold Package offers two absolute exclusives. First: Your company is part of the „Featured Exhibitors“ carousel on the trade show homepage. And secondly: You are the exclusive sponsor of an entire product category, which promises 100% visibility for the visitors who are interested in your product category.

Two-fold effectiveness.

Print works - and doubly well in the Show Guide: Visitors use it both to prepare for the show and to find their way around the trade show. Your full-page ad is therefore guaranteed to get plenty of attention and will attract numerous additional trade visitors to your stand.

The image shows two screenshots of the PSI website. The top screenshot displays the 'Premium' section with a 'Why visit our stand' box and a list of 'Office Supplies' including Filing Trays, Document Shredders, Sharpeners with Containers, Pencil Sharpeners Miscellaneous, Paper Weights, Letter Stands, Letter Openers, Dictating Machines, Twin Sharpeners, and Clip Removers. The bottom screenshot shows the 'Featured Exhibitors' carousel with three featured exhibitors: PSI, PSI, and PSI.

Sponsor of an entire product category

The image shows three examples of product category advertisements in the PSI Journal. The first is for 'Taschen für Fashionverliebte' (Bags for Fashion Lovers) featuring various bags. The second is for 'Im Baseballcap steckt mehr' (More in the baseball cap) featuring a baseball cap. The third is for 'Blühendes Wachstum' (Blooming Growth) featuring various plants and flowers.

Advertisement in the PSI Journal

„Featured Exhibitors“ carousel

SILVER + 1,171.00 €*
Exclusive for max. 10 exhibitors

SILVER FEATURES

ONLINE

EXHIBITOR PROFILE

- Cover image & company logo
- Contact address, telephone and e-mail
- Link to website & social media
- Company description
- Brand listings
- Upload of product images and documents
- „Why visit our stand“ – description

EXHIBITOR LIST

- Company name, logo & stand number
- Product categories
- Company description
- Brand listings
- „Why visit our stand“ – description
- Display of product images
- Link to website
- Contact information telephone and e-mail
- Positioning in the exhibitor list with „Premium“ label

PRINT SHOW GUIDE

EXHIBITOR PROFILE

- Company name, logo & stand number
- Contact address, telephone and e-mail/fax
- Link to website
- Product categories (5 product categories are included, more are optional)
- Company description (500 characters including spaces)
- Logo in the hall directory
- Colour highlighting of the stand in the hall plan of the hall directory

► ADDITIONAL GOLD FEATURES ◀

ONLINE

- Feature sponsoring of a product category incl. „Premium“ label and positioning at the beginning of the exhibitor list
- Feature in the website carousel

PRINT SHOW GUIDE

- 1 x 1/4 page advertisement 4c in the PSI Journal

* The prices are net plus the statutory value added tax.



**For PSI 2022: 50 €*
*Covid-19 Contact-Tracing Fee**

LEADS CAPTURE MADE EASY

Emperia is a simple mobile application to easily capture lead's contact information during the event and helps you to facilitate an effective follow-up.

VALUE PROPOSITION

- ▶ View your lead's contact information **instantly** in the app.
- ▶ Add **notes** and **rate** your leads for an **effective** follow-up after the show.
- ▶ Receive e-mails at the end of the day and again at the end of the show (sent to the main contact of your company), with the link to the exhibitor portal area where you can download your full lead report.
- ▶ **Download** your lead report at any time in the exhibitor portal.
- ▶ If you are not connected to the internet, the application stores the visitor's Badge ID and synchronizes the data as soon as it is connected to the internet again. However, we recommend that you have a permanent internet connection so that you can check the completeness of the contact data.
- ▶ **Visitors** receive an e-mail at the end of the day with **the list of exhibitors visited** this includes your **company name**, day and time of connection and name of the **person they connected with** as well as contact details (e-mail and phone number).

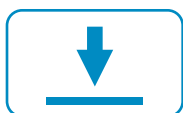
WHAT YOU NEED TO KNOW

- Name of the scanning employee - This name is shared with visitors who will receive an email at the end of the day with the exhibitors visited. You can also use this name in the lead report to identify which contacts were scanned by which employee.
- Company ID
- Company access code

Company ID, company access code and a link to download your lead report can be found in the Welcome email sent to the main key contact of your company.

You can use the log in data with as many users of your company as you would like.

HOW IT WORKS



Install

Download the app onto your device



Register

Register with your name, company ID and access code provided.



Scan Onsite

Scan the attendee badges and capture their info.



Download

Export all your leads as an easy to use .CSV or .XLS file.

DON'T HESITATE TO CONTACT US E-MAIL: EMPERIA@RXGLOBAL.COM

* The prices are net plus the statutory value added tax.



**FOR A PERSONAL CONSULTATION WE ARE AT
YOUR DISPOSAL:**



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