



BUS₂BUS⁺

Online Platform



DIGITAL ADVERTISING

TABLE OF CONTENTS

DIGITAL ADVERTISING SERVICES



<u>MEDIA PACKAGE</u>	3
<u>CONTENT PLUS UPGRADE</u>	4
<u>PREMIUM PACKAGES</u>	5
<u>BASIC PACKAGES</u>	10
<u>NEWSLETTER PACKAGES</u>	11
<u>SPECIALS</u>	12
<u>CONTACT & SUPPORT</u>	31

MEDIA PACKAGE

THE FOLLOWING SERVICES ARE INCLUDED IN YOUR STAND REGISTRATION:



MEDIA PACKAGE MAIN EXHIBITOR

- ⊙ 1/2 tile view
- ⊙ Company name and address
- ⊙ Telephone and email
- ⊙ Contact persons with email and telephone
- ⊙ Company profile (max. 4,000 characters)
- ⊙ Company logo
- ⊙ 3 entries in the product groups
- ⊙ 1 entry in the corresponding segment
- ⊙ link to social media profiles (facebook, LinkedIn, etc.)
- ⊙ Presentation of up to 5 products in text (max. 4,000 characters per product) and picture with link to the products offered on your homepage

BASIC ENTRY CO-EXHIBITOR

- ⊙ 1/4 tile view
- ⊙ Company name and address
- ⊙ Telephone and email
- ⊙ Contact persons with email and telephone
- ⊙ Company profile (max. 4,000 characters)
- ⊙ Company logo
- ⊙ 1 entry in the product groups
- ⊙ link to social media profiles (facebook, LinkedIn, etc.)

**UPGRADE
TO MAIN EXHIBITOR
PACKAGE*:
200 €, EXCL. VAT**

Performance period: All services of the Media Package can be used by you in the period from January 10, 2024 to December 31, 2025. Within this period, you can update your data as often as you wish.

CONTENT PLUS UPGRADE

BENEFIT FROM MORE VISIBILITY WITH THE CONTENT PLUS UPGRADE ON THE BUS2BUS PLUS ONLINE PLATFORM AND IN THE APP.



Expand your marketing package with extensive entries in the BUS2BUS plus Online Platform as well as in the BUS2BUS app.

CONTENT PLUS UPGRADE

- ✓ Header-Video ([call up image](#))
- ✓ App Gallery Logo ([call up image](#))
- ✓ 5 additional entries in the product groups
- ✓ Presentation of 5 additional products
- ✓ 5 exhibitor news
- ✓ 10 multimedia uploads
- ✓ Unlimited links

350 €
EXCL. VAT

Performance period: All services of the Media Package can be used by you in the period from January 10, 2024 to December 31, 2025. Within this period, you can update your data as often as you wish.

PREMIUM PACKAGES FOR A COMPREHENSIVE PRESENCE



PREMIUM PACKAGES – BRONZE, SILVER, GOLD

Each Premium Package increases the relevance of your brand and services in the industry sector enormously. Simply choose the Premium Package that best suits your company's goals.

ADVANTAGES:

- ⊙ Can be booked without upgrade
- ⊙ Highest possible visibility for your company and your products
- ⊙ 10% discount on the rental process of on-site advertising when booking one of the premium packages (excl. production & installation costs)

PREMIUM PACKAGE BRONZE



ONLINE

- ☉ 1 Top-Advertising-Banner in the header on one of the subpages of the platform ([call up image](#))
- ☉ 1 Sandwich-Banner on the BUS2BUS website and app ([call up image](#))
- ☉ 1 App-Story ([call up image](#))

ONSITE

- ☉ 1 Floor Graphic (1m x 1m), Placement by arrangement ([call up image](#))

2.600 €
EXCL. VAT

PREMIUM PACKAGE SILVER



ONLINE	ONSITE
<ul style="list-style-type: none">☉ 1 Top-of-the-list in the exhibitor section of the BUS2BUS plus Online Platform and app (call up image)☉ 1 Top-Advertising-Banner in the header of the exhibitor page (call up image)☉ 1 Sandwich-Banner on the BUS2BUS website and app (call up image)☉ 1 App-Story (call up image)	<ul style="list-style-type: none">☉ 1 Display in the entrance area inside, 2-sided (call up image)

4.475 €
EXCL. VAT

It pays to be quick: By booking before 15.02.2024 you will get a banner in our Daily Newsletter on top!

PREMIUM PACKAGE GOLD



ONLINE	PRINT	ONSITE
<ul style="list-style-type: none">☑ 1 Top-of-the-list in the exhibitor section of the BUS2BUS plus Online Platform, website and app (call up image)☑ 2 Top-Advertising-Banner in the header of the program and exhibitor page (call up image)☑ 1 Sandwich-Banner on the BUS2BUS website and app (call up image)☑ 1 App-Story (call up image)	<ul style="list-style-type: none">☑ Hall plan main sponsor, 1/1 advertisement on the U2 in the Visitor Guide	<ul style="list-style-type: none">☑ 1 bench display in the entrance area outside, 2-sided (call up image)

Only 1x
available

6.675 €
EXCL. VAT

It pays to be quick: By booking before 15.02.2024 you will get a banner in our Daily Newsletter on top!



Floor Graphics

- ✓ 1m x 1m
- ✓ Placement by arrangement



Display

- ✓ 2-sided
- ✓ Entrance area inside



Bench Display

- ✓ 2-sided
- ✓ Entrance area outside



This is just a small selection of our onsite advertising options. You can find more services in our [onsite portfolio](#).

BASIC PACKAGES



Would you like to showcase your company more prominently at BUS2BUS than the competition? Place your brand successfully in our communication channels? With the Basic Packages you are present with your logo or your banner in our media and that at an amazingly low price.

LOGO PLUS HALL PLAN STAND LOGO* ONLINE & ONSITE (call up image)	TOP-LOGO PLUS HALL PLAN TOP-5-LOGO (call up image) + STAND LOGO* ONLINE & ONSITE	APP PLUS SPONSOR-BANNER (call up image)
<ul style="list-style-type: none">☑ BUS2BUS website☑ BUS2BUS plus Online Platform☑ BUS2BUS app	<ul style="list-style-type: none">☑ BUS2BUS website☑ BUS2BUS plus Online Platform☑ BUS2BUS app	<ul style="list-style-type: none">☑ Exhibitors☑ Products☑ Program
300 € EXCL. VAT	560 € EXCL. VAT	1.500 € EXCL. VAT

NEWSLETTER PACKAGES



Secure yourself an exclusive position in one of our newsletters, which will be sent out before the trade show.

➔ [Subscribe to the BUS2BUS newsletter](#)

BANNER ADVERTISING ONLY BANNER	EDITORIAL PACKAGE BANNER + TEXT
<ul style="list-style-type: none">✓ Exclusive position in one of our newsletters✓ Banner format: 600 x 100 px	<ul style="list-style-type: none">✓ Exclusive position in one of our newsletters✓ Banner format: 600 x 200 px✓ Text: max. 600 characters incl. spaces
<p>from 800 €* EXCL. VAT.</p>	<p>from 980 €* EXCL. VAT.</p>

*The price depends on the date on which the newsletter is sent.

SPECIALS

ONLINE ADVERTISING	PRICE	MEDIA CHANNEL		
		Exhibitor list	BUS2BUS plus Online Platform	App
<u>Top-of-the-List</u>	1.350 €	✓	✓	✓
<u>Top-Advertising-Banner</u>	1.100 €		✓	
<u>Dashboard-Banner</u>	1.100 €	✓		
<u>Top-Listing</u>	1.000 €		✓	
<u>Main-Sponsor-Banner in the online hall plan</u>	1.000 €	✓		✓
<u>Sandwich-Banner</u>	850 €	✓		✓
<u>Carousel-Logo</u>	850 €	✓		
<u>Tab-Bar-Banner</u>	650 €			✓

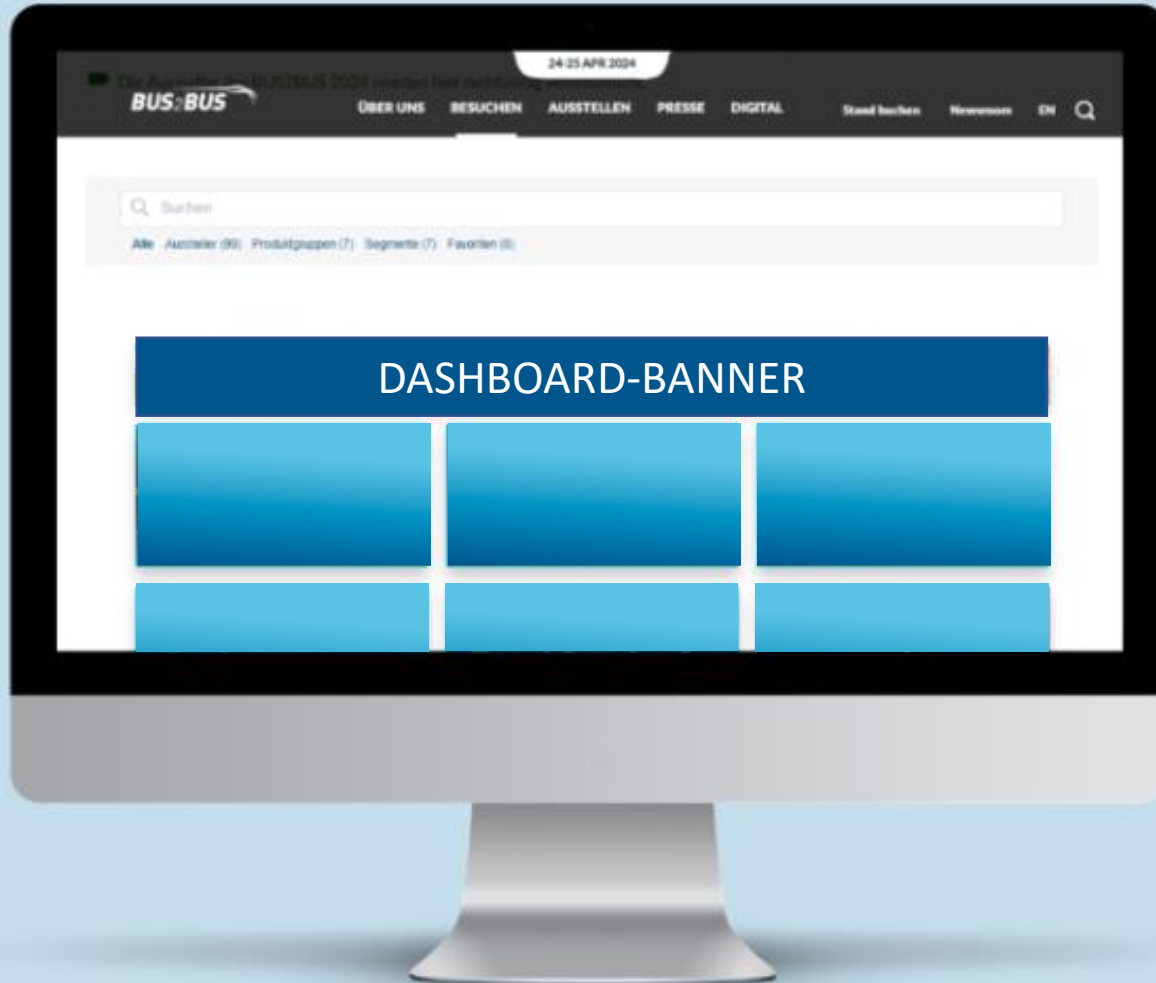
SPECIALS

ONLINE ADVERTISING	PRICE	MEDIA CHANNEL		
		Exhibitor list	BUS2BUS plus Online Platform	App
<u>Story</u>	500 €			
Social media post on LinkedIn, X & facebook + Story on Instagram	500 €			
<u>Splashscreen</u>	450 €			
<u>Homepage-Stage-Banner</u>	400 €			
<u>App-Gallery-Logo</u>	150 €			
<u>Header-Video</u>	100 €			

OVERVIEW

<u>DASHBOARD-BANNER</u>	14	<u>APP-GALLERY-LOGO</u>	22
<u>MAIN-SPONSOR-BANNER IN THE ONLINE HALL PLAN</u>	15	<u>TOP-ADVERTISING-BANNER</u>	23
<u>CAROUSEL-LOGO</u>	16	<u>SANDWICH-BANNER</u>	24
<u>TAB-BAR-BANNER</u>	17	<u>APP-STORY</u>	25
<u>TOP-LISTING</u>	18	<u>TOP-OF-THE-LIST</u>	26
<u>HOMEPAGE-STAGE-BANNER</u>	19	<u>STAND LOGO</u>	27
<u>SPLASHSCREEN</u>	20	<u>TOP-5-LOGO</u>	28
<u>HEADER-VIDEO</u>	21	<u>APP-SPONSOR-BANNER</u>	29

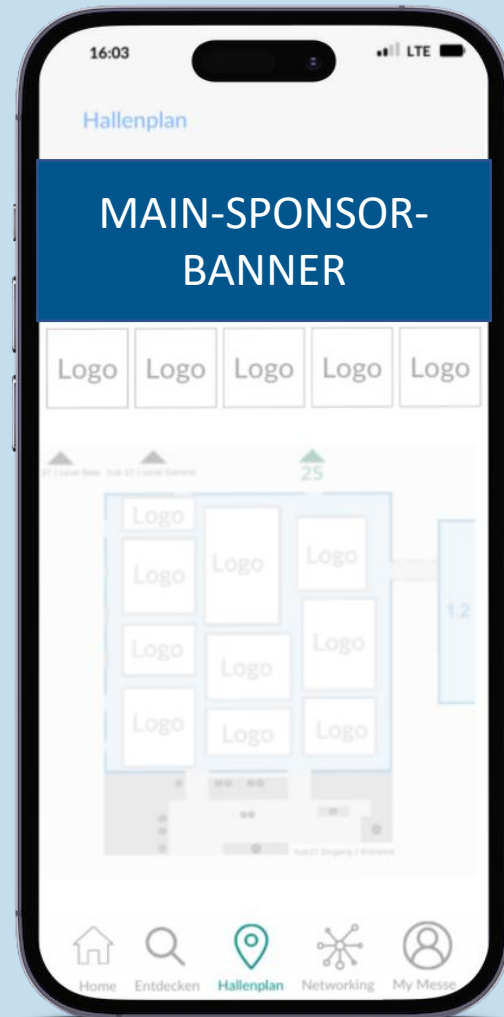
DASHBOARD-BANNER



Present your company exclusively in exhibitor list on the website under Home.

- ☑ Link to your company profile or an external URL
- ☑ Data delivery by email
- ☑ Format: JPEG
- ☑ Size: 728 x 90 px

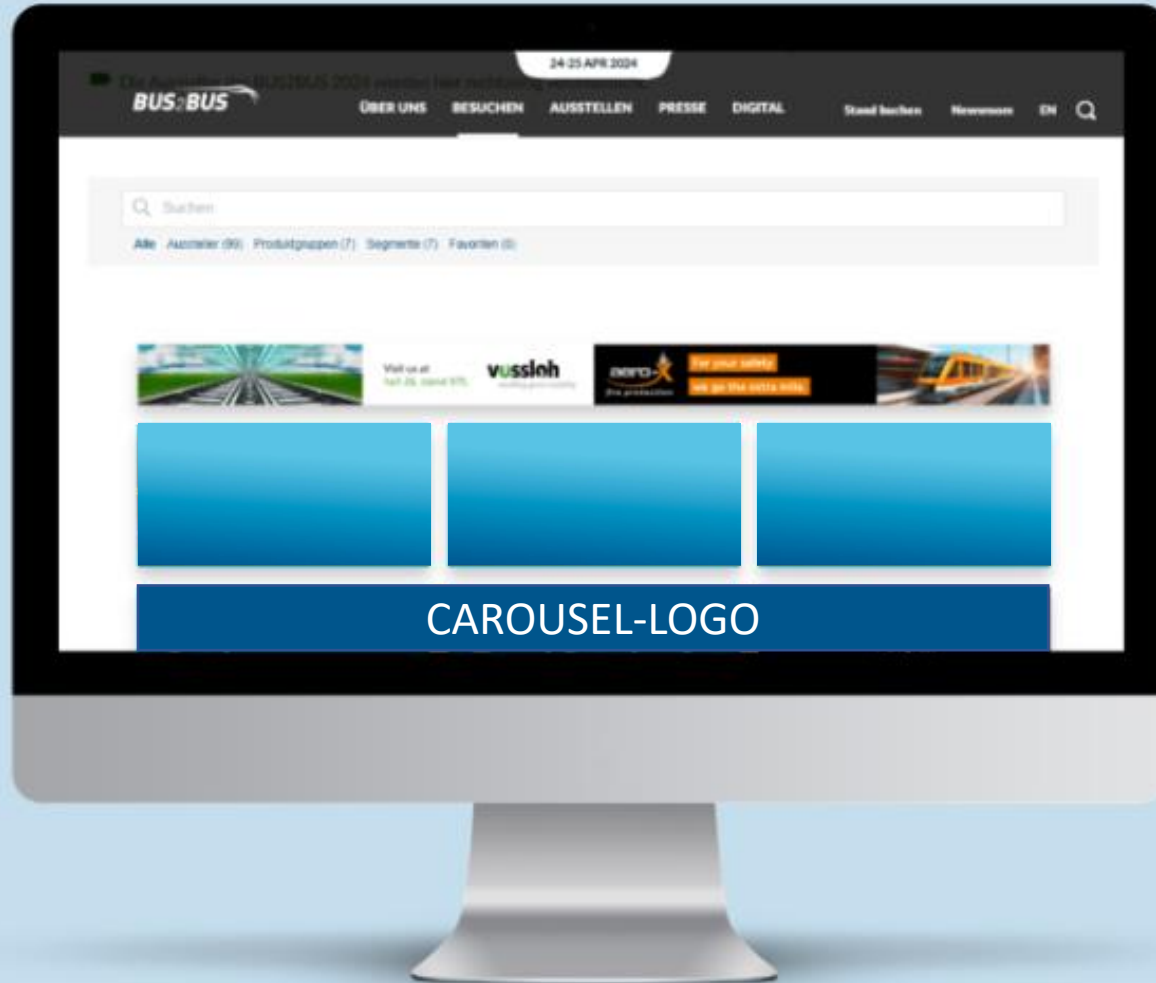
MAIN-SPONSOR-BANNER IN THE ONLINE HALL PLAN



A banner directly above your own hall on the exhibitor list and in the app!

- ⊙ Absolute exclusivity: Only 1-time available
- ⊙ Link to your company profile
- ⊙ Data delivery by email
- ⊙ Format: JPEG or PNG
- ⊙ Size: 1440 x 225 px

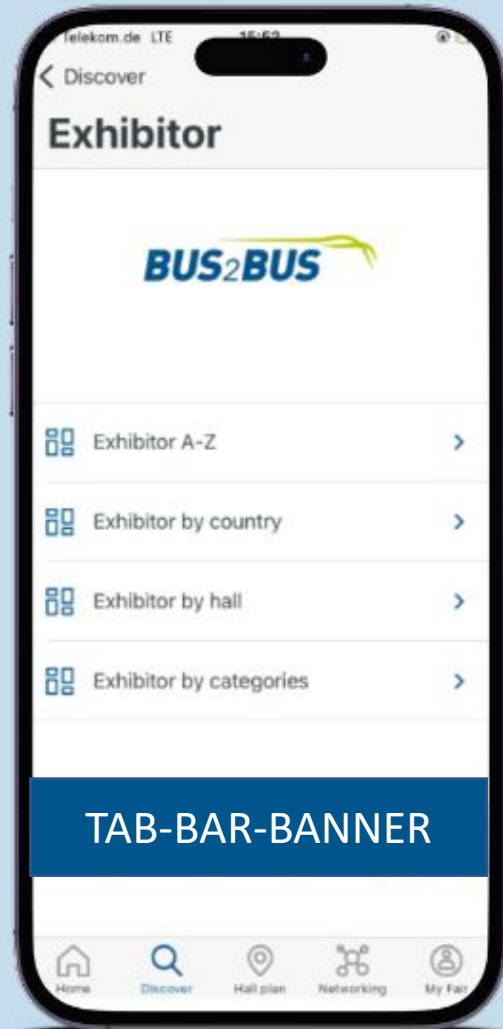
CAROUSEL-LOGO



The logos are presented as a horizontal image gallery on the BUS2BUS website.

- ☑ Appear in rotation
- ☑ Link to your company profile
- ☑ Data delivery by email
- ☑ Format: JPEG or PNG
- ☑ Size: 450 x 315 px

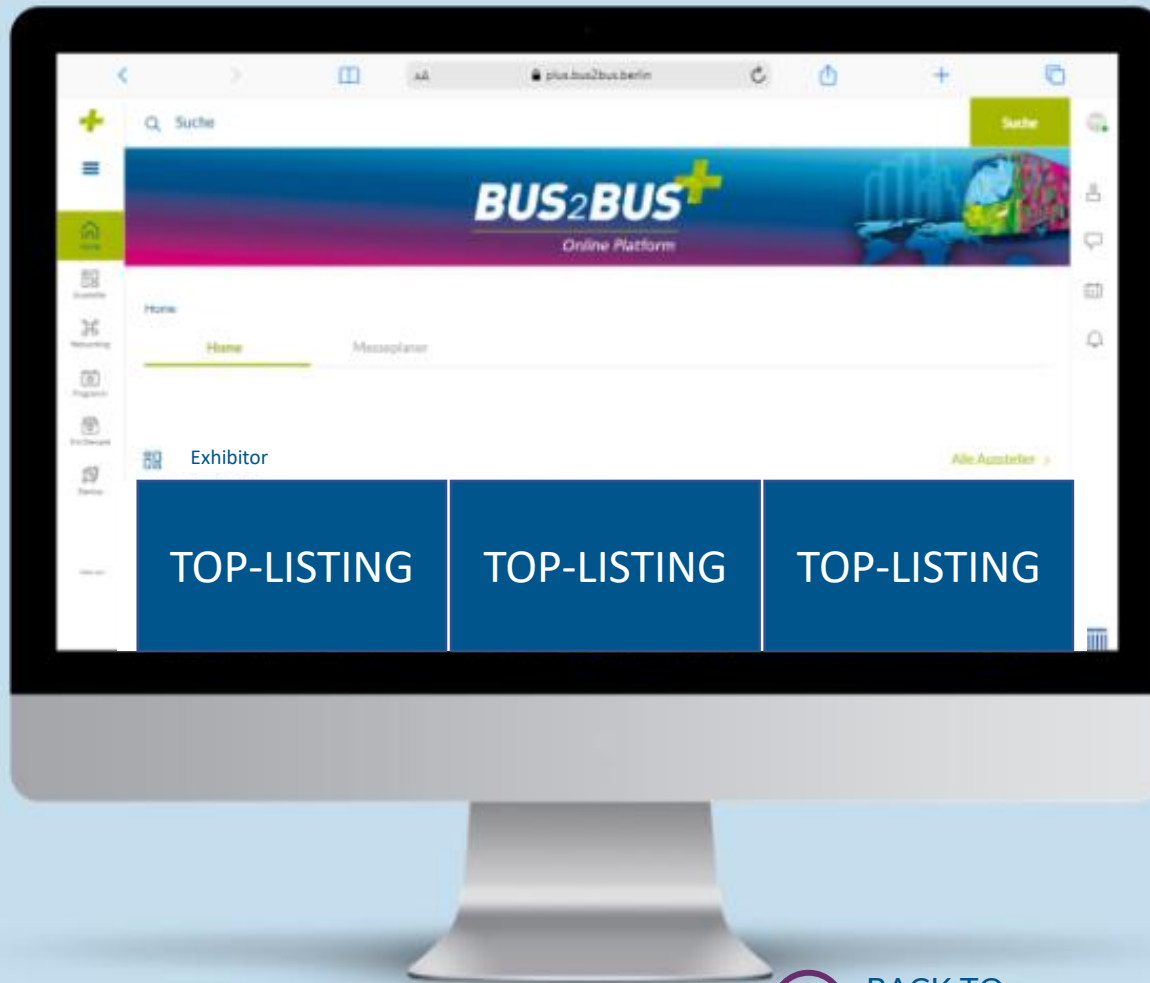
TAB-BAR-BANNER



Stand out with a banner in the app! Present yourself on a navigation page.

- ☑ Link to your company profile
- ☑ Data delivery by email
- ☑ Format: JPEG or PNG
- ☑ Size: 1440 x 225 px

TOP-LISTING

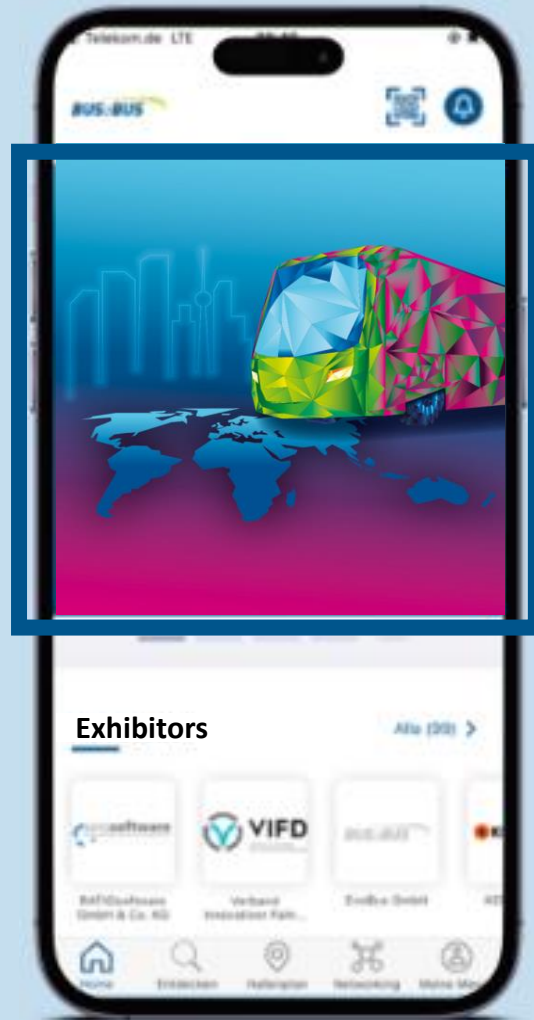


The Top-Listings are placed on the first position under the navigation point "Home".

- ☑ Max. 3 partner
- ☑ Appear in fixed order: „First come, first served.“
- ☑ Link to your company profile
- ☑ Data delivery: The graphic is taken from your background image. No layout needs to be delivered.



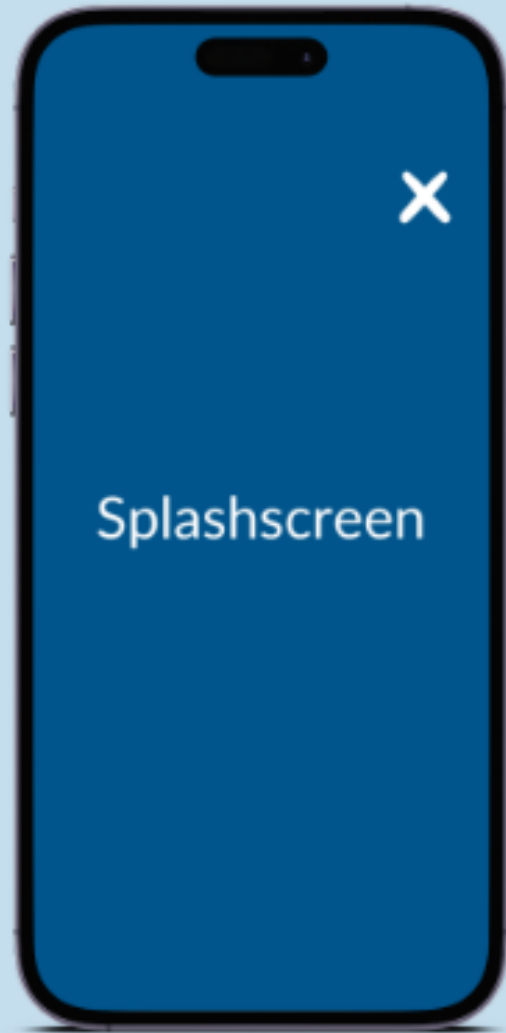
HOMEPAGE-STAGE-BANNER



Exclusive Homepage-Stage-Banner with advertorial entry in the app!

- ⊙ Link to your company profile
- ⊙ Data delivery by email
- ⊙ Format: JPEG or PNG
- ⊙ Size: 1440 x 1920 px

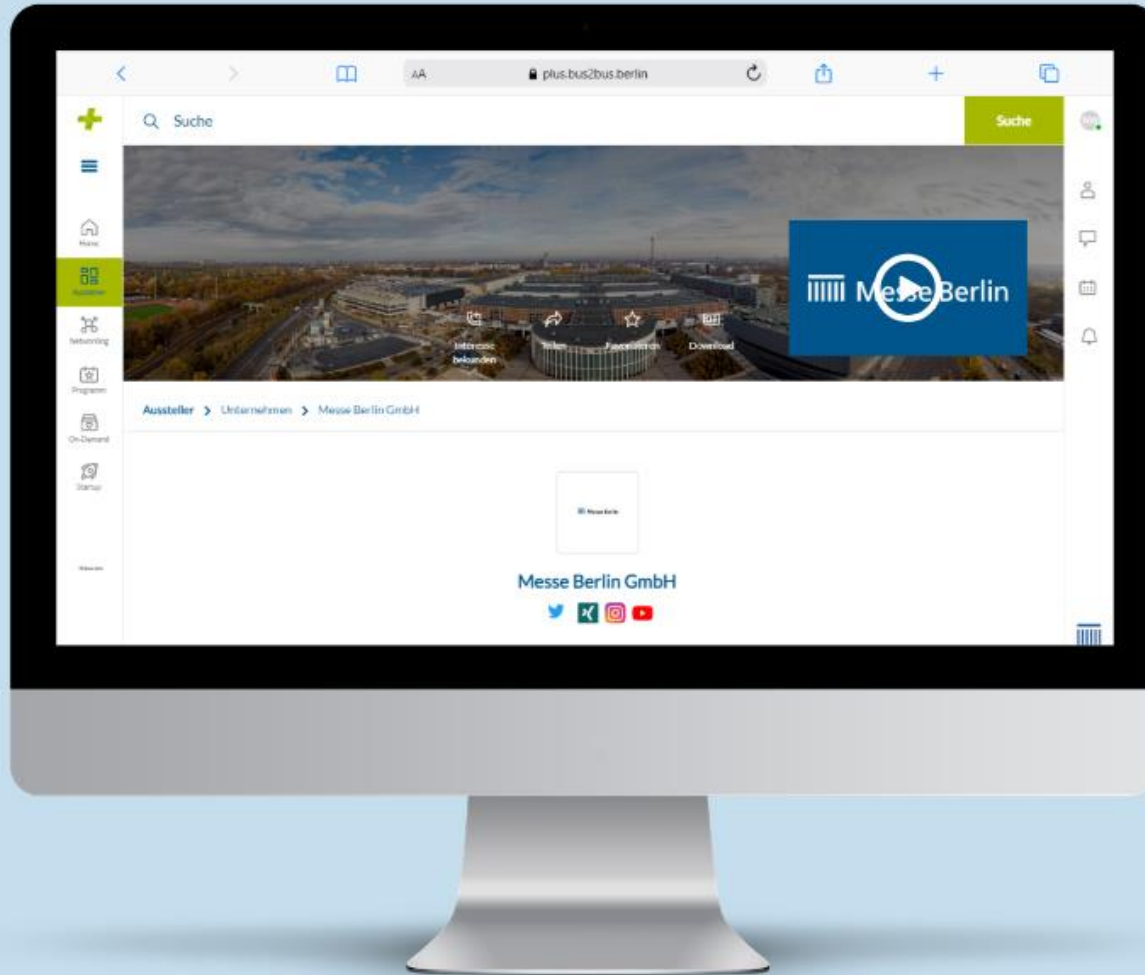
SPLASHSCREEN



The absolute eye-catcher! The Splashscreen Banner appears on the entire screen of the end device.

- ⊙ Displayed on a subpage of the BUS2BUS app
- ⊙ Appear in fixed order: „First come, first served.“
- ⊙ Data delivery by email
- ⊙ Format: JPEG or PNG

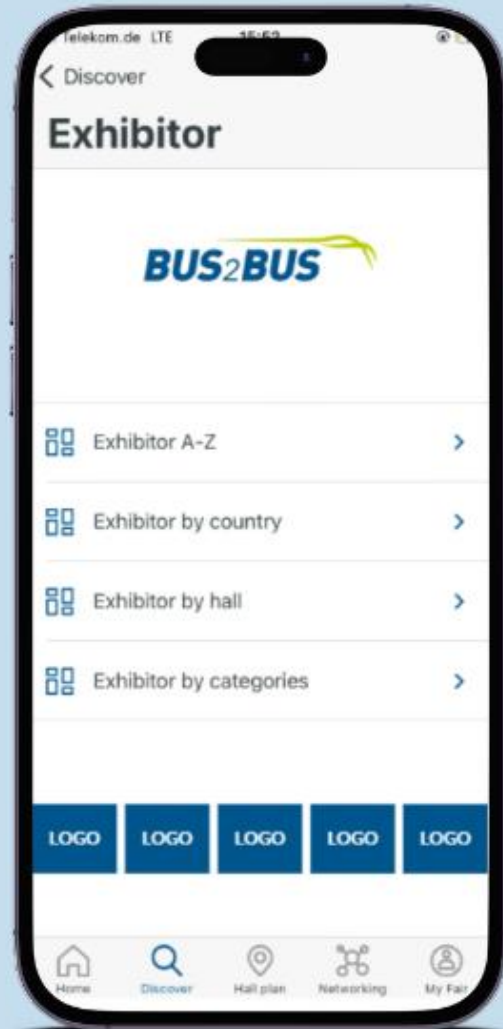
HEADER-VIDEO



Get your company profile moving!

- ☑ Integration of a video of your choice in the header of your company profile
- ☑ Data delivery: Video can be uploaded via the Content Manager

APP-GALLERY LOGO

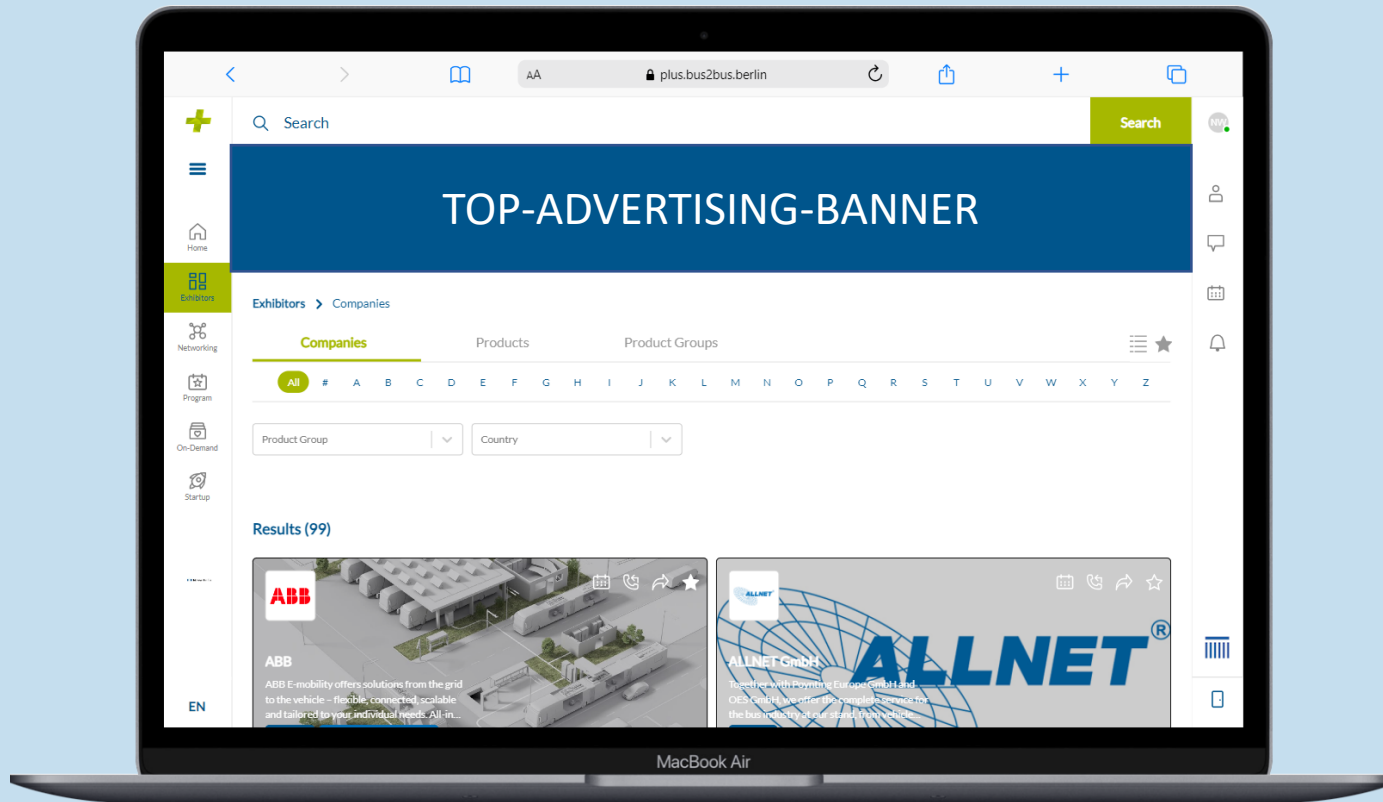


Increase your presence in the app!

...by presenting your logo in the main menu under "Exhibitors".

- ☑ Link to your company profile
- ☑ Data delivery by email
- ☑ Format: JPEG or PNG
- ☑ Size: 450 x 315 px

TOP-ADVERTISING-BANNER



Stand out from the crowd!

The Top-Advertising-Banner is placed on the top position under the navigation points or areas "Exhibitors", "Events" and "Startup":

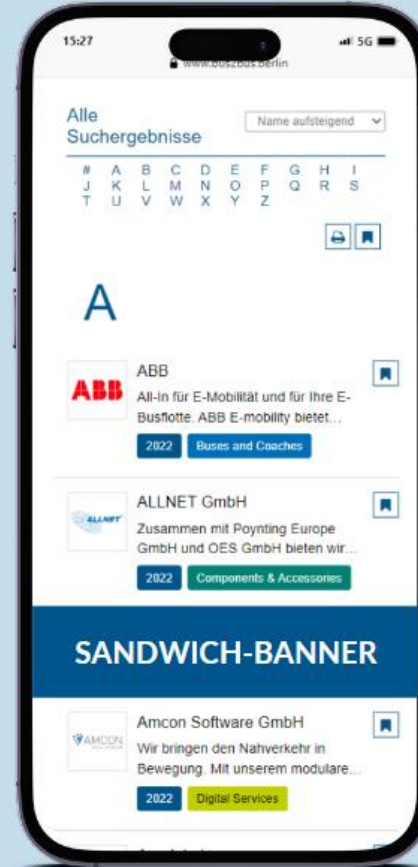
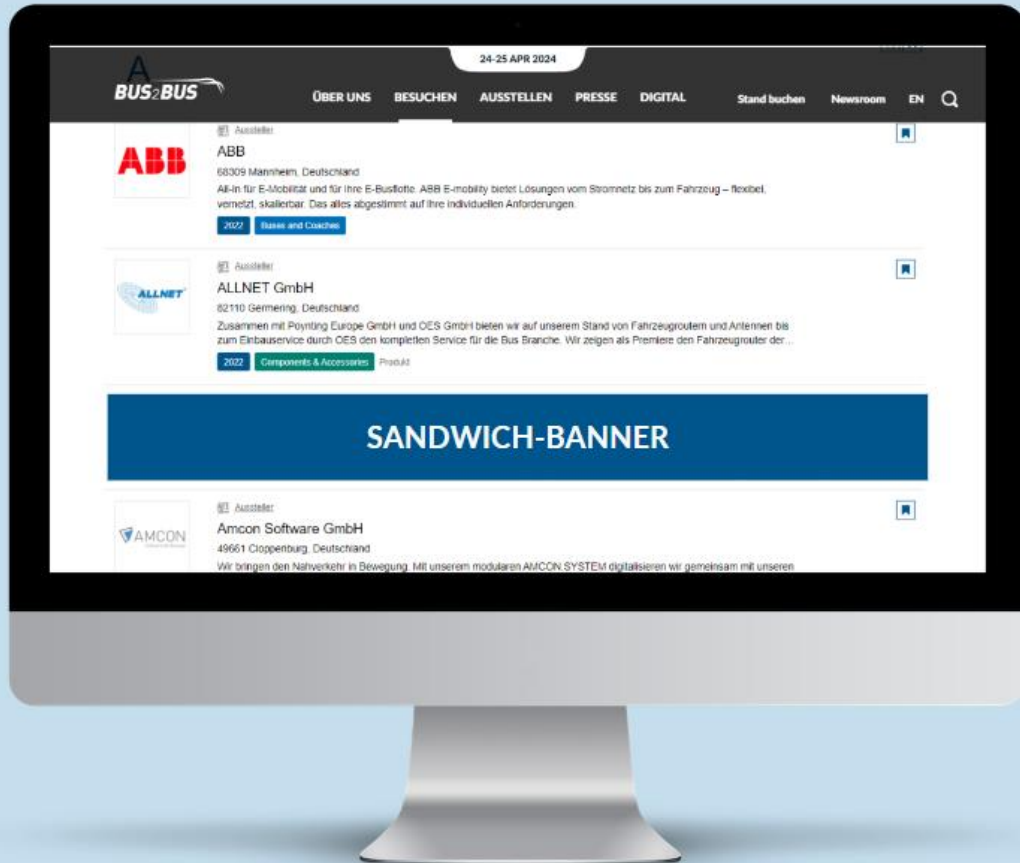
- ✓ Appear in fixed order: „First come, first served.“
- ✓ Link to your company profile
- ✓ Data delivery by email
- ✓ Format: JPEG
- ✓ Size: 2560 x 320 px

 BACK TO PREMIUM PACKAGE BRONZE

 BACK TO PREMIUM PACKAGE SILVER

 BACK TO PREMIUM PACKAGE GOLD

SANDWICH-BANNER



Distinguish yourself from your competitors!

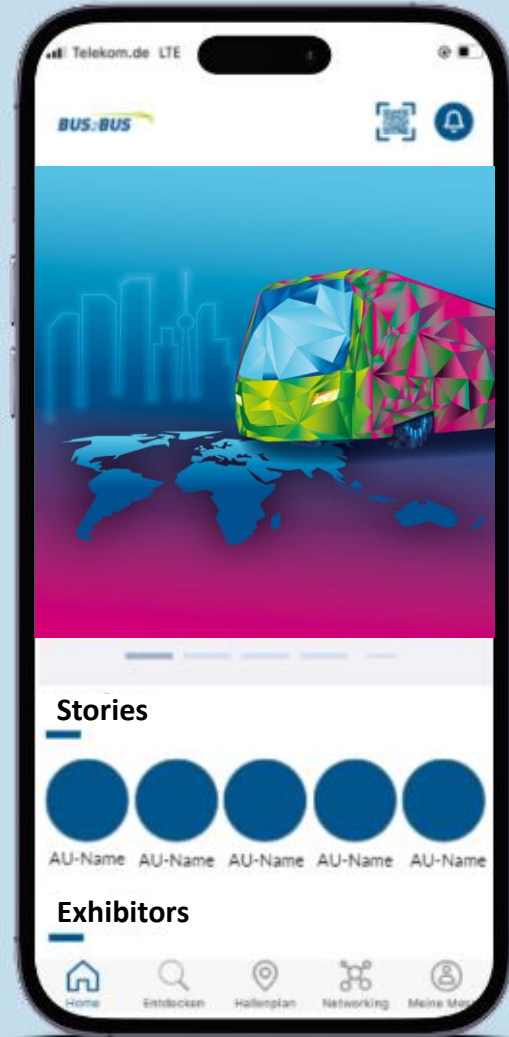
The sandwich banner will be included in one of the results lists on the BUS2BUS website & in the app:

- ✓ Appear on the website in rotation
- ✓ Appear in fixed order in the app: „First come, first served.“
- ✓ Link to your company profile or an external URL
- ✓ Data delivery by email
- ✓ Format: JPEG
- ✓ Size Website: 1440 x 130 px
- ✓ Size App: 1440 x 296 px



BACK TO
PREMIUM PACKAGE BRONZE

APP-STORY



Share your success story!

Publish a pre-produced clip directly on the homepage of the BUS2BUS app. Introduce your company, share impressions or announce news.

- ☑ Display in portrait format
- ☑ Data delivery by email
- ☑ Format: JPEG or PNG
- ☑ Start image: 1040 x 720 px
- ☑ Clipping: Max. 50 MB, MP4 und, 1080 x 1920 px



BACK TO
PREMIUM PACKAGE BRONZE

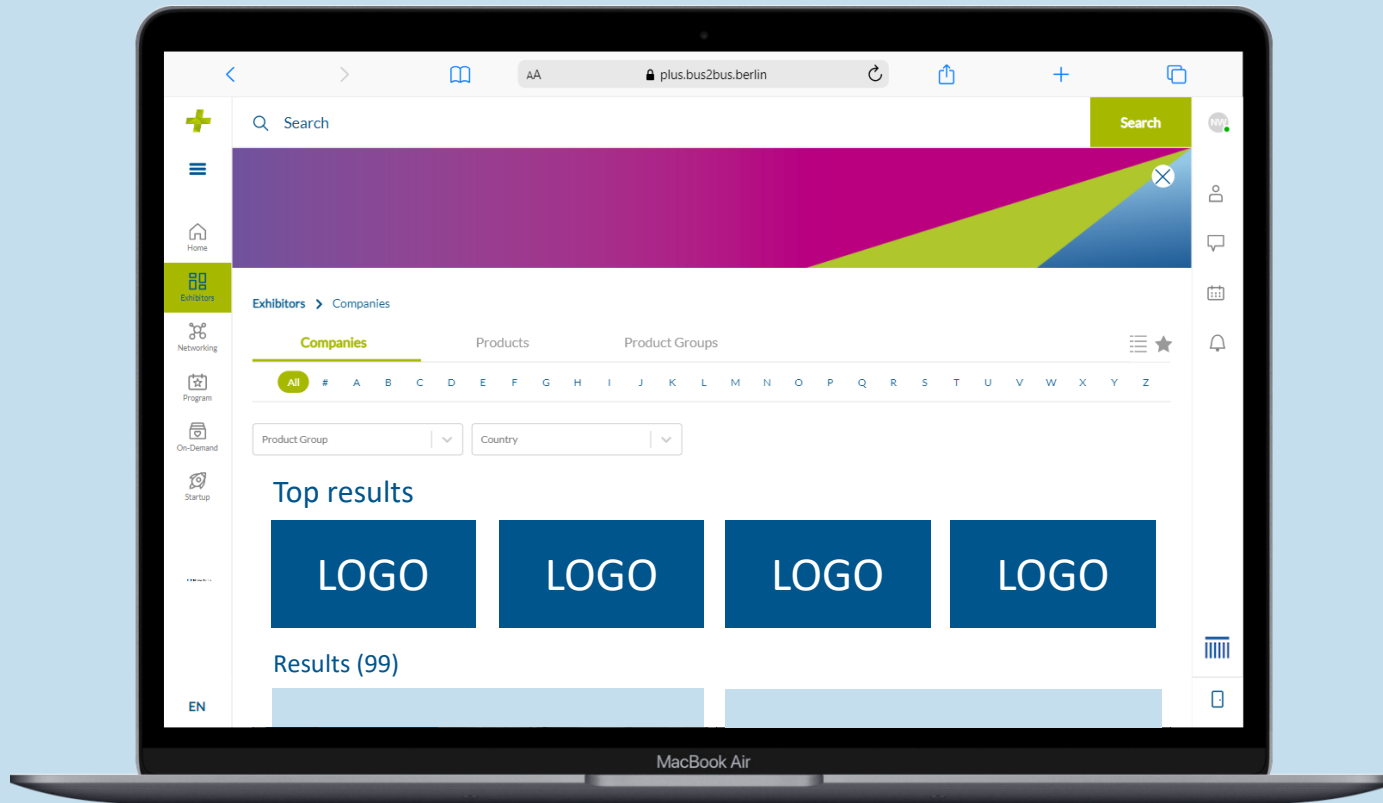


BACK TO
PREMIUM PACKAGE SILVER



BACK TO
PREMIUM PACKAGE GOLD

TOP-OF-THE-LIST



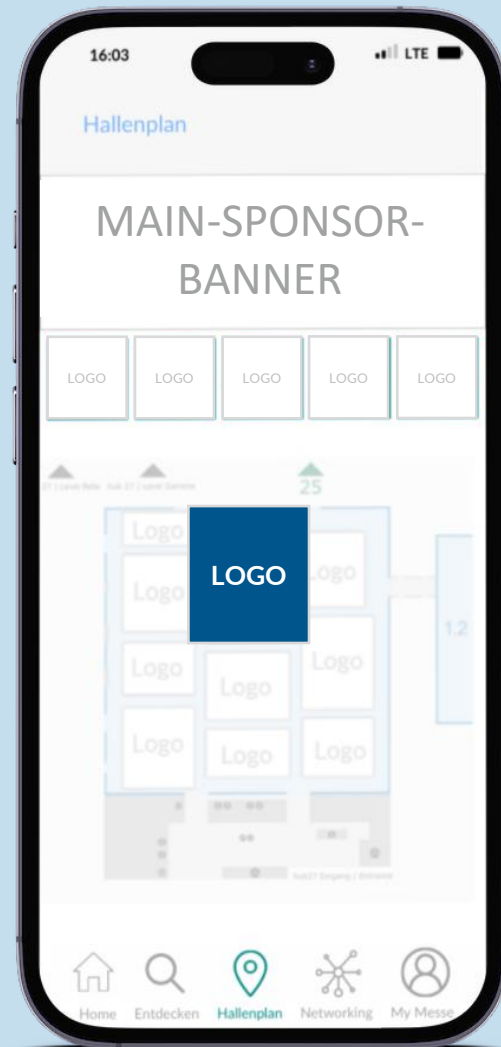
Secure the top positions on the website in the exhibitor list, the BUS2BUS plus Online Platform and the app!

- ✓ Max. 4 partner
- ✓ Appear in alphabetical order
- ✓ Link to your company profile
- ✓ Data delivery: Background image can be uploaded via the Content Manager

 BACK TO PREMIUM PACKAGE SILVER

 BACK TO PREMIUM PACKAGE GOLD

STAND LOGO



Stand Logo Online & Onsite

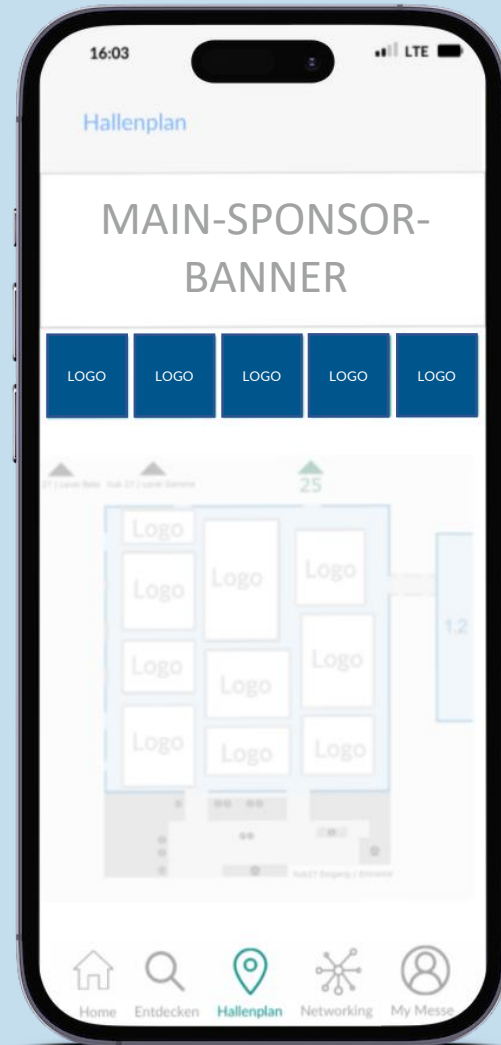
Highlight your company in the interactive hall plan on the website in the exhibitor list, the BUS2BUS plus Online Platform and the app, as well as at the BUS2BUS venue in the hall overview of the hall you're exhibiting in.

- ✓ Link to your company profile
- ✓ Format: SVG-Logo
- ✓ Size: max. 300 px
- ✓ *From approx. 50 sqm stand area
- ✓ Data delivery by email



BACK TO
BASIC PACKAGES

TOP-5-LOGO



Present yourself and your company logo in the interactive hall plans of the app & on the website.

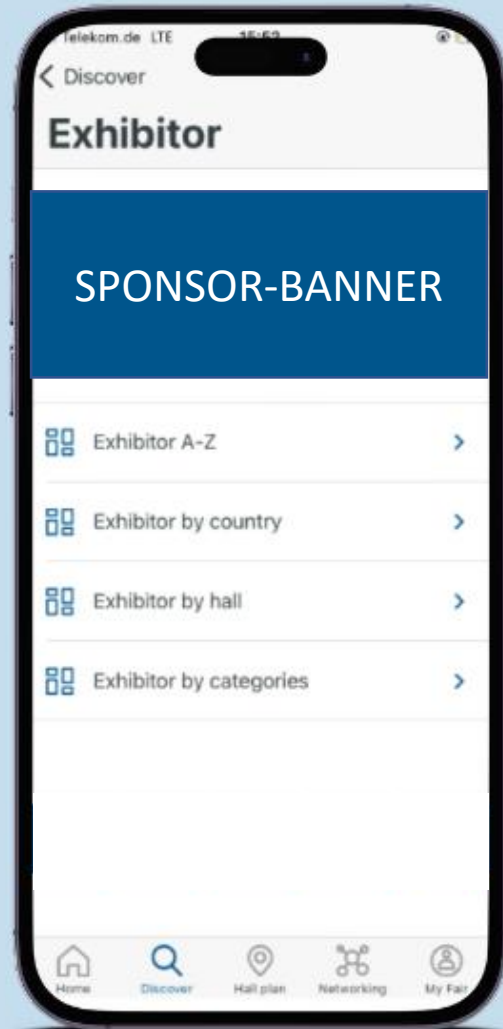
The top 5 logos are placed above the exhibitor's own hall.
Maximum of 5 exhibitors per hall.

- ✓ Link to your company profile
- ✓ Data delivery by email
- ✓ Format: SVG-Logo
- ✓ Size: max. 300 px



BACK TO
BASIC PACKAGES

APP-SPONSOR-BANNER



For more presence in the app. The App-Sponsor-Banner appears under the Exhibitors, Products and Program sections.

- ✓ Appear in rotation
- ✓ Data delivery by email
- ✓ Format: JPEG or PNG
- ✓ Size: 1440 x 450 px



BACK TO
BASIC PACKAGES

BUS₂BUS⁺

Online Platform

SUPPORT

IF YOU NEED FURTHER ASSISTANCE,
PLEASE CONTACT:

T: +49 30 3038 2500

M: support@mb-capital-services.de

YOUR CONTACT FOR ADVERTISING
OPPORTUNITIES:

T: +49 30 3038 2500

M: advertising@mb-capital-services.de



MORE PRODUCTS AVAILABLE ON REQUEST.