DIE HOHE JAGD & FISCHEREI®

32nd international fair for hunting, fishing, adventures in nature & travel

With special theme section: absolut allrad

20.02. – 23.02.2020
Messezentrum Salzburg

Reed Exhibitions®

Reed Messe GmbH
Am Messezentrum 6, Postfach 285
A-5020 Salzburg
T: +43 662 4477-2235
F: +43 662 4477-2289
E: hohejagd@reedexpo.at
I: www.hohejagd.at

YOUR ONLINE CORPORATE PROFILE

The online exhibitor catalogue on the expo website is the number one source of information for anyone making preparations to attend the fair, and often forms the basis of the decision to visit – or not to visit – your booth. You have the chance to fill your corporate profile with all the information you consider most important and persuasive for attracting potential customers. The more information and details your online profile contains, the more attractive it becomes.

HOW YOU BENEFIT

- Showcase for your business, brand(s) and products
- Gain more expo visitor attention to your goods and services in preparation for the show
- Improve visibility for search engines like Google (search engine marketing: backlinks, content, coverage etc.)
- Convince potential customers with individualised information

Marketing & service fee explained:

The marketing and service fee is already included when you register and covers the registration fee, a quota of exhibitor passes according to booth size and car park access tickets, artists‘ union duties according to the venue, basic online corporate profile entry, basic entry in the printed exhibitor directory, variety of printed and electronic advertising means for your promotional activities.

Basic entry

- Company name
- Hall/booth number
- Contact
- Product categories

Alr eady pre-filled by us for you.

Enhance your profile and stand out from the competition!

- Logo
- Corporate description
- Link up to your corporate website
- Upload PDFs (product catalogue, pricelists, brochures, event plans etc.)

ADAPTABLE:

- Address, telephone number, e-mail
- Product categories

☑ BASIC ENTRY

+ UPGRADE FOR GREATER VISIBILITY

Design highlighting in the overview

☑ PREMIUM PROFILE

- Basic Entry
- Colour highlighting in the exhibitor online-catalogue

€ 300,00*

* surcharge on basic entry

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SERVICES FOR DIGITAL MARKETING

Seize the obvious benefits of the fair, meet your target groups face-to-face and digitally without wasting time money and effort, and generate and pursue leads. Reed Exhibitions also offers an additional range of excellent digital tools:

Reed Exhibitions® Retargeting

Retargeting – Access target groups.

Retargeting enables you to focus on a precise target group, both at the fair – and 365 days a year. The aim is to facilitate customer acquisition and intensify established customer contacts. Feel free to contact us to receive the best package for your needs.

Speak to us in person:
Selina Hudelist, Event Manager
T: +43 662 4477-2235, E: hohejagd@reedexpo.at

BOOK ONLINE AD PACKAGES & SAVE MONEY:

Booking a package enables you to save money and obtain the best promotional formats to achieve your goals:

MORE ATTENTION – MORE VISITORS.

PACKAGE AWARENESS

The combined package with native advertising (ads embedded in contextually familiar output) and retargeting (focussed digital repeat marketing) guarantees perfect placement during the fair. **Available 3x**

- **Hero native ad** € 3.998,00
  Format: 1400 x 750px
- **Retargeting campaign show** € 327,00
  Duration: Approx. 4 weeks including show days
  Scope: 5,000 ad impressions

- 15 %

package rate **€ 3.676,00**

BOOST YOUR BRAND BY EXPANDING YOUR REACH.

PACKAGE BRAND

Prominently positioned on the website and also featured in the visitor newsletter before the show. Boost your brand before and after the show. **Available 6x**

- **Leaderboard banner** € 5.330,00
  Duration: 16 weeks
  (4 weeks pre-show, 12 weeks post-show)
- **Newsletter banner** € 500,00
  Released: Once

- 15 %

package rate **€ 4.956,00**

PERFECT PRODUCT PRESENTATION.

PACKAGE PRODUCT

The classic digital advertising format is mixed with an effective retargeting (focussed digital repeat marketing) campaign. This puts you in direct digital contact with customers and potentials. **Available 3x**

- **Content teaser native ad** € 663,00
  Duration: 16 weeks
  (4 weeks pre-show, 12 weeks post-show)
- **Retargeting campaign show** € 327,00
  Duration: Approx. 4 weeks including show days
  Scope: 5,000 ad impressions

- 15 %

package rate **€ 842,00**

CONVINCE WITH CONTENT MARKETING.

PACKAGE CONTENT

Run your advertising in a news and information environment to provide show visitors with information before and after the show. Enjoy a perfectly staged start to your time at the fair. After the fair, there are further measures you can take to win over customers for your business. **Available 3x**

- **Content teaser native ad** € 663,00
  Duration: 16 weeks
  (4 weeks pre-show, 12 weeks post-show)
- **Newsletter banner** € 500,00
  Released: Once

- 15 %

package rate **€ 989,00**

EXCLUSIVE TO THE ONLINE TICKET.

PACKAGE TICKET

This exclusive package ensures your visibility is maximised among online ticket buyers. It's also exclusive because the package can only be sold 1x. **Available 1x**

- **Online ticket** € 2.129.00
  Format: 2480 x 236px
  Released: Online ticket PDF
- **Ticket shop banner** € 975.00
  Format: 300 x 250px
  Released: As soon as online tickets are available.

- 15 %

package rate **€ 2.638,00**

TARGET NEW CUSTOMERS. GENERATE LEADS.

PACKAGE LEAD

Our lead management tool enables you to generate, manage and process contacts without wasting time and money. Every visitor is registered and entered into the system for you with all the key data. **Available 1x**

- **Lead e-mail banner** € 500,00
  Format: 600 x 80px; Released: Lead e-mail as a summary of every expo day
- **Reed2Lead upgrade** € 250,00
  Premium Reed2Lead upgrade with expanded statistical functionality, individualised lead list, lead download as csv., quick-scan function etc.

- 15 %

package rate **€ 638,00**

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Visibility: up to 17 weeks

INNOVATIVE AND FLEXIBLE ONLINE ADS

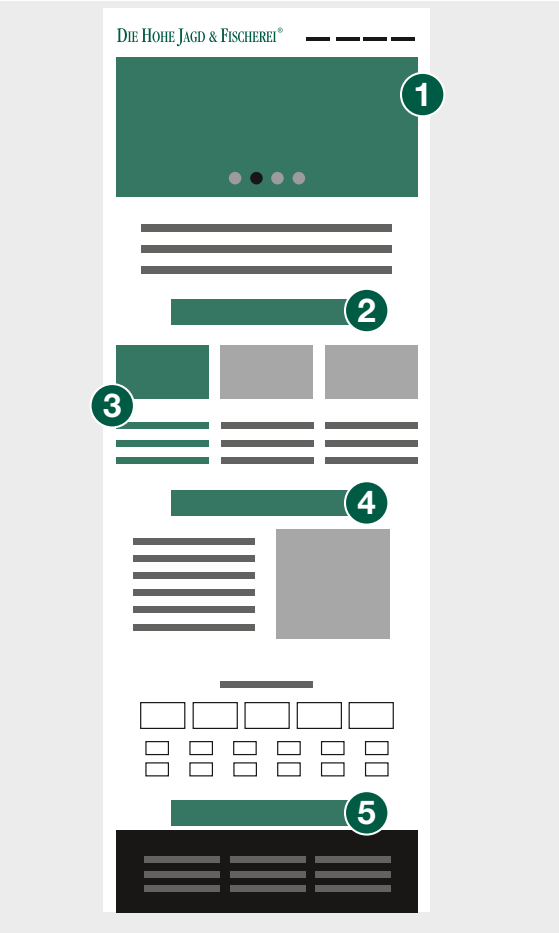
KNOW HOW! NATIVE ADS

Native advertising doesn't appear to be advertising as such, since it is integrated in the editorial framework. The form and content of such advertising are adapted to suit the context and the interests of the target group, and consequently are not as annoying.

The advantage:
User activity is not affected. Rates of reader interaction are multiplied in comparison with conventional advertising.

ONLINE

ADVERTISE ON DESKTOPS & MOBILES (TABLETS AND SMARTPHONES)



1 HERO NATIVE AD

Device: Desktop, mobile
Placement: Homepage
not including exhibitor catalogue
& product catalogue
Consists of: Background image format: 1400 x 750 pixels
Title: 40 characters
Text: 270 characters
Logo format: 230 x 140 pixels
File format: jpg | png
Publication: 1 month before the fair begins

2 4 5 LEADERBOARD BANNER

Device: Desktop, mobile
Placement: Homepage, subpages
not including exhibitor catalogue
& product catalogue
Consists of: Desktop: 970 x 90 pixels as well
as 728 x 90 pixels
Mobile: 320 x 50 pixels
File format: jpg | png
Publication: 1 month before the fair begins

3 CONTENT TEASER NATIVE AD

Device: Desktop, mobile
Placement: Homepage (subpages)
not including exhibitor catalogue
& product catalogue
Consists of: Image format 370 x 170 pixels
Text: Short description
(subject to limited number of characters)
File format: jpg | png
Publication: 1 month before the fair begins

EXCLUSIVE PRODUCTS

MAXIMUM VISIBILITY WITH SPECIAL FORMAT

ONLINE TICKET BANNER

Device: Online ticket
Placement: PDF
Format: 2480 x 236 pixels, 300 dpi
File format: jpg | png
Publication: As soon as online tickets are available

EXHIBITOR CATALOGUE-SPONSORSHIP

Device: Desktop, mobile
Placement: Online-Exhibitor catalogue
Format: Desktop: 728 x 90 pixels
+ 970 x 90 pixels
Mobil: 320 x 50 pixels
File format: jpg | png
Publication: 1 month before the fair begins, Available 1x

NEWSLETTER BANNER

Device: E-mail
Placement: Newsletter
Format: 700 x 100 pixels
File format: jpg | png
Publication: availability are request

WLAN-BANNER

Device: Sucessful Login-Site
Placement: Wlan-login-Sites
Format: 300 x 200 pixels, 300 dpi
File format: jpg | png
Publication: during the fair
Available 1x

Since we always try to ensure our digital presence is completely state-of-the-art, technical issues may cause us to make intermittent changes to our digital product portfolio.

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ORDER FORM

ONLINE PROMOTION PACKAGES SAVE 15 % WITH PACKAGE DEALS!

-15 %

☐ **PACKAGE AWARENESS** **€ 3.676,00**
1 Hero native ad
1 Retargeting campaign show
★★ LIMITED! ★★ Only 3 Packages available.

☐ **PACKAGE BRAND** **€ 4.956,00**
1 Leaderboard banner
1 Newsletter banner
★★ LIMITED! ★★ Only 6 Packages available.

☐ **PACKAGE PRODUCT** **€ 842,00**
1 Content teaser native ad
1 Retargeting campaign show
★★ LIMITED! ★★ Only 3 Packages available.

☐ **PACKAGE CONTENT** **€ 989,00**
1 Content teaser native ad
1 Newsletter banner
★★ LIMITED! ★★ Only 3 Packages available.

☐ **PACKAGE TICKET** **€ 2.638,00**
1 Online ticket
1 Ticket shop banner
★★ LIMITED! ★★ Only 1 Package available.

☐ **PACKAGE LEAD** **€ 638,00**
1 Lead e-mail banner
1 Reed2Lead upgrade
★★ LIMITED! ★★ Only 1 Package available.

Book our package deals or contact us for single item prices!

ADDITIONAL INFORMATION:
- Banner links according to advertisers indication.
- No further tracking codes can be used.
- Please note: we do not send screen shots when banners are on air. Please feel free to check your activity live any time.

DATA TRANSFER:
Please send all complete graphics and documents to **onlinewerbung@reedexpo.at**!

Please adhere to the following:
- Please enter: 'Die Hohe Jagd & Fischerei' and your company's name in the subject line of every e-mail.
- Make sure you adhere to the format detailed on previous pages. If any changes have to be made, they will be added to your invoice.
- For more details on retargeting campaigns, please contact us.
- Send texts that go with images in word documents and use the same names for the document as well as for the image.
- Please do not send images in Word or pdf documents.

PLEASE NOTE:
- No pictures should be contained in Word or PDF documents
- Adhere to the requested picture dimensions and formats

ONLINE ADVERTISING PRODUCTS

	availability	prices	order
Leaderboard banner 2 4 5	6	€ 5.330,00	_____ pcs.
Newsletter banner	3	€ 500,00	_____ pcs.
Retargeting campaign show	no limit	€ 327,00	_____ pcs.

ONLINE CORPORATE PROFILE

☑ **UPGRADE PREMIUM PROFIL** **€ 300,00***

*Surcharge on marketing & service fee for more visibility of your online corporate profile.

Company name: .....

Person in charge: .....

Telephone/E-Mail: .....

.....

ADVICE & DETAILED INFORMATION:
If you require advice, questions or would like to order the best possible service package – please call or mail us anytime:

Selina Hudelist
Event Manager
T: +43 662 4477-2235
E: hohejagd@reedexpo.at

All prices stated are subject to the addition of 20% VAT.

We are constantly improving our digital services, thus technical specifications may change. Signing the document expresses your acceptance and consent.

The general exhibition terms and conditions of business on www.hohejagd.at shall be deemed to have been accepted once signed.

Date, company stamp, signature

Please return this form either via mail hohejagd@reedexpo.at