

Hannover Messe 2016 Exhibitor Packages

Content Marketing Package 1

INCLUDES:

Creation and design of one of the following:

- 2 Pg. [whitepaper](#)
- 2 Pg. [top 10](#)
- [Infographic](#)

Content piece posted on the following sites for three months:

- www.industryweek.com
- machinedesign.com
- www.newequipment.com

PROMOTION:

- Content promoted in IW, MD and NED newsletters.
Total Inclusions-3x
- Content included in post Hannover Messe newsletter
- Posting to social media outlets: Twitter & Facebook

Rate: \$7,550 net

Content Marketing Package 2

All of Package 1 +

- 15,000 name eblast promoting your content piece and expo/booth giveaways

Rate: \$11,800 net

Content Marketing Package 3

All of Package 1 +

- 25,000 name eblast promoting your content piece and expo/booth giveaways
- Sponsorship of Smart MFG Pop Quiz:
Logo inclusion and contact information of everyone who registers for the quiz

Rate: \$18,250 net

Content Marketing Package 4

All of Package 1 +

- 2 more unique content pieces, for a total of 3
- 6 more newsletter inclusions, for a total of 9
- 25,000 name eblast promoting your content pieces and expo/booth giveaways

Rate: \$26,456 net



Sign up before February 29th to receive
Package discount of 10% off

Trade show content marketing is essential to the success of your trade show investment!

According to the Content Marketing Institute, approximately 9 out of 10 marketers are using content marketing – regardless of company size or industry. Content marketing is one of the most important elements in creating though leadership and trust, developing leads, and persuading prospects to purchase!! Are you engaging your customers with this important marketing tool? If the answer is no, or you would like to explore more effective ways to content market, read on.



Hannover Messe has selected Penton, the largest B-to-B media company, to be the exclusive provider of content for U.S. Based

exhibitors. Our industry leading brands provide the most trusted information and education that inspires manufacturing and design professionals worldwide. Our editors have perfected the ability to communicate complex technical and manufacturing information in ways that engage and educate your potential customers!

Package Breakdown

	Pkg. 1	Pkg. 2	Pkg. 3	Pkg. 4
Content Creation				
1x content piece	x	x	x	
3x content pieces				x
Promotions				
Content posted on Penton sites	x	x	x	x
3x newsletter promo	x	x	x	
9x newsletter promo				x
Social media posting	x	x	x	x
15,000 name eblast		x		
25,000 name eblast			x	x
Sponsorships				
Smart MFG Pop Quiz			x	
Rates	\$7,550 net	\$11,800 net	\$18,250 net	\$26,456 net