

publishingservices
Der Verlag der Messe Frankfurt

Introduction to the Media Package Manager (MPM)



Media Package Manager
Your profile. Your audience.
Your business.

The Media Package Manager

Your Media Package Manager will help you to get the most out of your Media Package and offers you the possibility to update your details at any time later on. Updated details will be transferred to the exhibitor search online within a few minutes, provided the exhibitor search online for the current show has already gone live.

Please note that some additional services are only offered if there is a print catalogue for the show. **There will be no exhibitor catalogue for Automechanika 2021 Digital Plus.**

Your Company Details in the Event Media

Click on + to open the input fields and start editing your company details. All details included in the Media Package are marked with the label "Included in the Media Package".

Your Company Details

INCLUDED IN THE
MEDIA PACKAGE



Edit your address details



Meri Meri Inc.

Address

St George's Street 60
GL50 3PN
Cheltenham
Great Britain and Northern Ireland

Telephone number

+49 69 7575-5090

Fax number

+49 69 7575-5090

One email address

showroom_exhb@mpm.de

Website

www.merimeri.com

In the case of paid add-ons, the price and the services included are clearly communicated:

Additional Keywords **€100.00**

Do you wish your company to be found under even more search terms? Here you can book 8 additional keywords.

Please remember to finalize the booking of all paid extras via your shopping cart.

| | |
|---------|-------------|
| Keyword | Kosmetik |
| Keyword | Cosmetics |
| Keyword | Accessoires |

The following services can be added and edited on the page "Your Company Details":

- Your company data in the event media
- Your logo for all event media
- Your company picture for your online profile
- Your company description for your online profile
- Your search terms for online exhibitor search

Your Product Groups

Product groups can be easily added to your company profile in MPM. A counter indicates the number of included / additional product groups you have already selected as well as the costs for additional product groups:

Choose product groups

Q

[Collapse all](#)

Wall Decoration

Wallpapers

| | | |
|-------------------------------------|----------|-------------------------------|
| <input type="checkbox"/> | 01.01.01 | Wallpapers |
| <input type="checkbox"/> | 01.01.02 | Textile wallcoverings (rolls) |
| <input checked="" type="checkbox"/> | 01.01.03 | Vinyl wallcoverings |
| <input checked="" type="checkbox"/> | 01.01.04 | Photo wallpapers |

INCLUDED IN THE MEDIA PACKAGE 2/2

Additional Product Groups:

| |
|----------------|
| 6 |
| each €80.00 |
| €480.00 |

Once you have selected and saved a product group, you have the option to enhance the relevant product group entry with various additional services. (Please note that most of the add-ons for product groups are for print media are thus not available for Automechanika Digital Plus 2021.)

| | | | |
|--|------------------------------|--|-------------------------------|
| | Wall Decoration Wallpapers | | INCLUDED IN THE MEDIA PACKAGE |
| | 01.01.03 Vinyl wallcoverings | | |
| | Wall Decoration Wallpapers | | INCLUDED IN THE MEDIA PACKAGE |
| | 01.01.04 Photo wallpapers | | |

Your Cross References



With a cross reference, you can publicize your brands in the event media. Once published, the brand name will automatically refer to your company.

| | | | |
|---|---|--|----------------|
| | Your Cross Reference (Catalogue and Online) | | 47,00 € |
| BRAND | | | |
| Meri Meri Crossreference | | | |
| ALPHABETICAL PLACEMENT UNDER (PLEASE FILL IN THE FIRST 3 LETTERS) | | | |
| Mer | | | |
| ABBREVIATION REVIEW | | | |
| MeriMeri | | | |



If you wish to book more than one cross reference, please fill in the details for the first cross reference and then click on the "Save" button. Afterwards, you will be given the option to book more cross references.

Your Products


In your online profile, you can present each of your products on a separate product page with a picture and a concise text in German and English. The order in which product pages are displayed in the exhibitor search online is random and cannot be influenced.

 Lip balm PROD 

INCLUDED IN THE MEDIA PACKAGE

PRODUCT NAME - DE
Lippenbalsam PROD   [PREVIEW](#)

PRODUCT IMAGE






PRODUCT DESCRIPTION - EN
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore ...

PRODUCT DESCRIPTION - DE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore ...

Once you have created a product page, you can use the preview function to check what the page will look like in your online profile:


Preview

 CATALOGUE  APP  WEB

Lip balm PROD

Description


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquid ex ea commodo consequat. Quis aute iure reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint obaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum



[Show more](#)

Address
Meri Meri Inc.

Website
www.merimeri.com







Hall  [GO TO MAP](#)

If you need more product pages than those included in your Media Package, you can book additional ones as paid extras. Moreover, you have the option to enhance your product pages with any of the following add-ons:

- product direct link (find this add-on under “Your Links”)
- product video (find this add-on under “Your Videos”)
- documents like flyers and product brochures (find this add-on under “Your Documents”)

Your Contact Persons

You can provide your customers with 4 contacts in your company in order to help them get in touch with the right person. The details will be published in your company profile in the exhibitor search on the event website.

| | | |
|--|--|-------------------------------|
| Contact person |  | INCLUDED IN THE MEDIA PACKAGE |
|  Contact details |  | |
| Ms Maxine Muster | | |
| Position | Head of Department | |
| Department | PR | |
|  Profile Picture |  | |
|  | | |

Your Documents

Enhance your online profile with downloadable documents. The following options are available:

- Your Press Information (Online)
- Your Job Offers (Online)
- Your Document Download (Online)

Your links

Add links to your online profile and direct tradeshow from your online profile on the event website to your own company website and social media channels. The following link options are available:

- Link to your Online Store
- Social Media Links
- Direct Link to your Product

Your Videos

By adding a video to your online profile, you can provide your customers with clear and lively information about your company and your offers. You can integrate a video in the relevant language in your German and English profile and add it either to your company page or to one of your product pages.

Joint Stands

The first time joint-stand organizers access their Media Package Manager for a new show, they will need to decide whether they wish to input the details for their joint-stand participants' company profiles themselves or if their joint-stand participants should get access to MPM and input their own details.

This point will also influence who will receive the invoice for paid extras: If the organizer decides to input the details, the organizer will be sent the invoice for any paid extras ordered for the joint-stand participants. If the organizer decides that their joint-stand participants should get access to MPM in order to input their details themselves, we will send invoices for any paid extras directly to the joint-stand participants.

Showroom 25.7.2020 - 31.12.2030 Frankfurt am Main

Joint Stand Organiser Administration


Hello Viktor Bernhardt,
welcome to the Media Package as an organiser.

Below you can find the access links to the Media Package Manager for your joint-stand participants. Click on the pen behind the names of your co-exhibitors in order to start editing the details for their company profiles in the trade-fair media.

You can mark joint-stand participants whose details you have finished entering as "edited".


Please note:

- Each of your co-exhibitors gets a Media Package of their own. Please make certain that you have registered all of your co-exhibitors for the show. You can register them via the Shop for Exhibitor Services.
- After the registration, it will take a couple of days until you will see your co-exhibitors in your profile. Please contact the Show Team if they are not shown in MPM after a few days.
- As an organiser of a joint stand, you will not be listed in the trade-fair media. If you plan to present products at your stand, you will need to register as an exhibitor with Messe Frankfurt, in which case you will also get a media entry of your own. Please don't forget to send us your own company information then!



As the organiser of the stand, I would like to enter and submit the details for my co-exhibitors' Media Packages.

[Select](#)



I would like my co-exhibitors to get access to the Media Package Manager so they can enter and submit their details themselves and can also order paid extras for their media entries, for which they will be invoiced by Messe Frankfurt later on.

[Select](#)

Technical Data

Product Picture, Company Picture

Optimal size: 1920 px 1080 px, 16:9 HD image, jpg, 2 MB max.
Maximum size: 2560 px 1440 px
Maximum file size: 10.0 MB
File formats: .jpeg, .jpg, .png

Company Description

8.000 characters per language available

Product Description

7.000 characters per language available

Picture of Contact Person

Format for display: 1:1
Optimal size: 187 px x 187 px
File formats: .jpeg, .jpg, .png

Logo

Minimum resolution: 600 x 1 / 1 x 600
Maximum file size: 10.0 MB
File formats: .jpeg, .jpg, .png

Video

Optimal format: 16:9
Recommended length: 5 minutes
Maximum file size: 500 MB
File formats: .avi, .wmv, .mp4, .mov, .m2p, .mp2, .mpg, .mpeg, .flv, .mts, .m4v

Documents (documents in general, job offers, press releases)

Maximum file size for jpeg and jpg: 10.0 MB
Maximum file size for PDF: 50.0 MB
File formats: .pdf, .jpeg, .jpg

Social Media Channels Available

Facebook, Instagram, LinkedIn, Pinterest, Twitter, WeChat, Weibo, YouTube, Xing

Do you have any questions about using MPM?

Phone: +49 69 7575-5090

mediapackage@mpmcontent-messefrankfurt.com