


Exclusive - Marketing		Section: Digital products	
Product name:		Sample picture:	
Logo in the digital floor plan			
Information:			
Attract attention and place your logo in the digital floor plan – a central tool for orientation for all trade show visitors. The logo in your booth enhances your visibility and makes it easier for participants to locate you and engage with you.			
Benefits for exhibitors:			
Visibility ★ ★ Leads ★ ★ ★ Range of coverage ★ ★ ★			

Book the service now directly in the Online ExhibitorShop. You will find the access link on the cover page.

Fact Sheet - Marketing	Section: Online
Product name: Logo in the digital floor plan	Sample picture: 
Banner format (W x H): Variable (depending on the stand space and shape and the number of logos booked)	Slots available: Limited, depending on the stand space & shape
Duration: <ul style="list-style-type: none"> Depending on the availability of the digital floor plan Particularly high relevance in the days before the event & during the event 	Language variants: unspecified
Picture format: Please note the specifications when uploading the logo in SelfService	Resolution: Please note the specifications when uploading the logo in SelfService

Information:
<p><u>Please note</u></p> <p>The logo will be displayed on the stand (wherever possible). The logo replaces the exhibitor's name on the stand.</p>