

# Product name: Additional product profile in SelfService Section: Digital products Sample picture:

## Information:

Would you like to present more than two products in your online profile? No problem! Boost your profile with additional product profiles and take advantage of the various online presentation options. In addition to your company-specific information, your products are also interesting for potential customers - especially when preparing for a trade fair. The extended product presentation allows you to further optimize awareness and reach in your target group.

Products are searchable on the website. In addition to a free text search, there are also filter options that are adapted to the product directory.

### Benefits for exhibitors:

Visibility ★ ★ Leads ★

Range of coverage 🚖



Fact Sheet - Marketing	Section: Digital products
Product name:	Sample picture:
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### Information:

Show the diversity of your product portfolio online and benefit from additional product profiles that offer the following options:

- 5 product images
- Detailed product description
- Marking as a new product (can be filtered on the website)
- KeyFacts for the presentation of product USP
- Classification in relevant product groups (can be filtered on the website)
- Product expert for direct contact
- PDF for download
- Product video

Use our SelfService tool to create additional product profiles and add them to your online profile.

# **Processing**

After receiving the order confirmation, you can select the additional product(s) for your online profile in the SelfService tool.

It is best to create the product profiles in advance in the SelfService tool.