

# Specifications for the placement of online advertising on the Virtual Market Place®

## **Order deadline:**

The order confirmation (signed order) must be received in writing 5 days prior to the launch of the campaign. If the advertising material is not delivered on time or does not adhere to the technical specifications, a timely publication cannot be guaranteed. The customer will still be required to pay the full amount of the invoice.

## **Submission of materials:**

Compressed files (ZIP) by mail. Data must adhere to the technical specifications and must be submitted 5 days prior to the campaign launch.

**Please note:** Advertising material containing hall and booth details must also be submitted in a second version without hall and booth information. Approx. 8 weeks after the end of the trade show ad banners with hall and booth information will be replaced or removed. All banners must be delivered in German, English and Spanish.

## **Reservation:**

Binding reservation of online ad space can only be made after receiving the signed order and confirmation of ad space availability. The advertising positions are not exclusive.

## **Cancellation:**

In the case of an order cancellation, the full corresponding invoice remains to be paid. The Messe Berlin GmbH reserves the right to withdraw in case the customer cancels the trade show presentation.

## **Agency commission:**

15% when booking through an agency (min. €1,000)