

## FORMAT EXAMPLES

### PROFILE 1/1 PAGE

- ▶ 1 headline and text in German and English, 2,700 characters in total, including spaces
- ▶ Up to 7 images
- ▶ Hall and stand number
- ▶ Company name
- ▶ No logo due to the editorial design



### PROFILE 1/2 PAGE

- ▶ 1 headline and text in German and English, 1,350 characters in total, including spaces
- ▶ Up to 5 images
- ▶ Hall and stand number
- ▶ Company name
- ▶ No logo due to the editorial design



### PRODUCT NEWS

- ▶ 1 headline and text in German and English, 800 characters in total, including spaces
- ▶ 1 photo of a product
- ▶ No logo due to the editorial design

