



# FILTECH

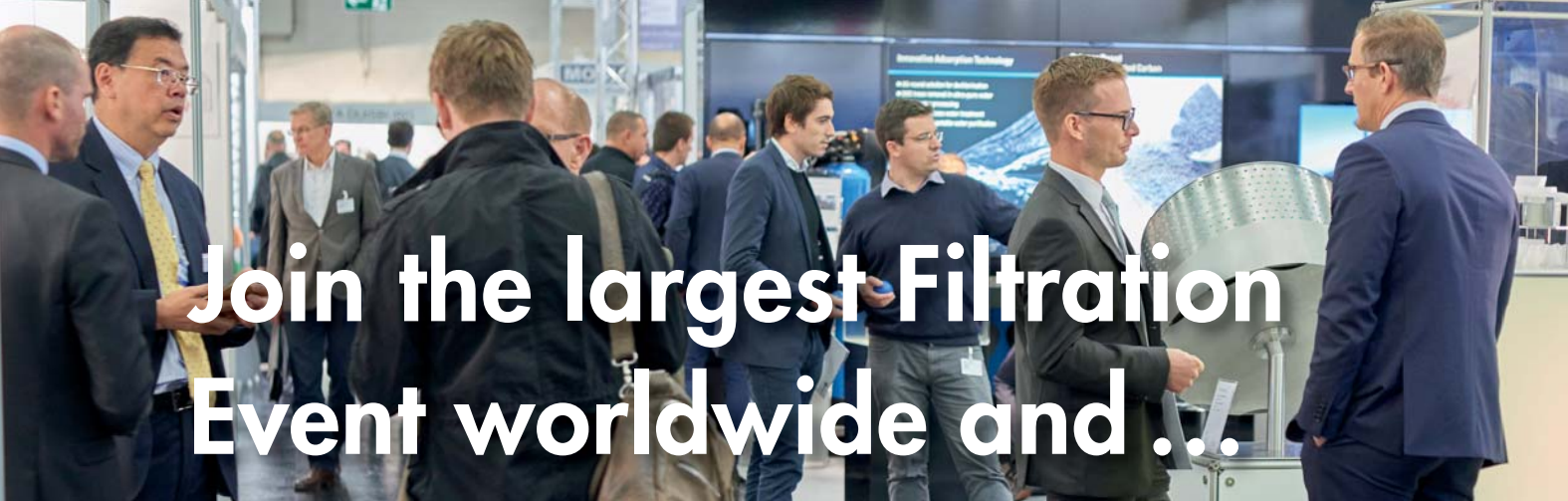
March 13 – 15, 2018  
Cologne – Germany

The Filtration Event  
[www.Filtech.de](http://www.Filtech.de)

**Exhibitor Services**

Koelnmesse  
Cologne · Germany





# Join the largest Filtration Event worldwide and...

## ...discover new Markets

**FILTECH** is the largest and most important filtration event world-wide. This Exhibition is a must for all those concerned with selling, purchasing, designing, improving or researching filtration and separation equipment and services. **FILTECH** is the international platform and solution provider for all industries covering every market segment.

In 2016 more than 35,5% of all foreign guests came from overseas – in total 76 nations were represented offering Exhibitors a unique possibility to generate new business.

**Trade visitors** are the most important factor in your success at a trade show. The concrete number and quality of technical discussions that occurred at a Show are seen as an important indicator of success. **Optimize** your **communication** using the **FILTECH exhibitor marketing services** to attract potential customers and maximize your **success at FILTECH**.

Your FILTECH Team



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# Effective tools for your b2b communication



You can easily manage your Company listing in the Exhibitor Service Area

# Your Free Online Communication Package ...

## ... includes

Exhibitors can feature their products and solutions individually at the **FILTECH** website – **free of charge**.

The **FILTECH** website is a main information platform for visitors and potential sales prospects world-wide. Allowing them to search for exhibitors as well as the relevant products and services – around the clock, 365 days a year. The excellent ranking of the **FILTECH** website in all major search machines guarantees that your information is easily found.

Go online with your Company details and key information about your products and services. Interested visitors are guaranteed to find this information at [www.filtech.de](http://www.filtech.de).

- 4 colour Company logo
- Company profile (English/German)
- Product index & market index listing & interactive Product Finder (multilingual)
- Interactive Hall plan (my floor plan)
- Free publication of Exhibitor news/press releases
- Free publication of product photos
- Free youtube videolinks

## Online Communication Package

The screenshot displays the FILTECH website's exhibitor list. It features a grid of company profiles, each with a logo, company name, country, stand number, hall number, and a 'NEW in 2016' badge. The companies listed include Robotek Ltd. (Turkey), Rosedale Products Inc. (USA), Roth Composite Machinery GmbH (Germany), SAATI Deutschland GmbH (Germany), SAF s.r.l. (Italy), Sandler AG (Germany), SAULAS & CIE SAS (France), and SCHÄFER WERKE GmbH (Germany). The website also includes a search bar and a sidebar with a list of product categories.

This screenshot shows the product index for Rosedale Products Inc. It includes a brief description of the company as a leading technology developer in liquid filtration systems and waste minimization. Below this, there is a detailed product index listing various filter types such as Automatic Filters, Back Flush Filters, Bag Filters, Basket Filters (Strainers), Cartridge Filters, Coalescers, Coaxial Filters, Drinking Water Filters, Filter Bags, Filter Cartridges, Filter Elements, Filter Felt, Filter Housings, Filter Media, Filter Media for Gases, Filter Media for Liquids, Hydraulic Filters, and In-Line Filters.

The listing of your products and services on the **FILTECH** website represents an ideal opportunity to generate valuable new leads. For FILTECH Exhibitors all the more reason to make extensive use of the free online marketing possibilities.



# Your Free Print Communication Package...

## ...includes

Exhibitors can feature their products and solutions individually in the **FILTECH** Catalogue – free of charge.

The **FILTECH** Catalogue is a main information tool for visitors and potential sales prospects. Allowing them to search for exhibitors as well as the relevant products and services.



- 1 page entry in the Exhibition Catalogue including:
  - 4 colour Company logo
  - Company profile (English/German)
  - Product index & market index listing & interactive Product Finder (multilingual)
- Company branded letter stickers
- International Press Campaign
- Numerous Visitor & Conference mailings
- Printed hall plan with Exhibitor listing for Visitors

## Print Communication Package

## Catalogue Advertising

The **FILTECH** Trade Show Catalogue with more than 480 pages represents a key source of printed information long after the trade fair ends. As practical and reliable research tools, they are consulted by a large number of decision-makers both during the event and throughout the year.

### Catalogue Ads

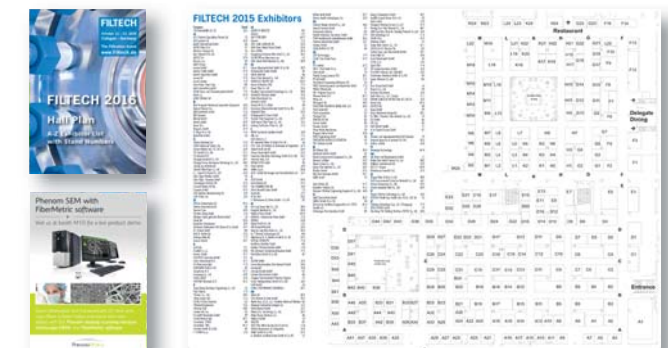
Back Cover	1.650 €
Inside front page	1.450 €
Inside back page	1.450 €
Premium Inside page	1.080 €
Inside page	580 €

Book your Ad in the Exhibitor Service Area

## Hall-Plan

With the FILTECH Hall Plan and its Company Index, all Visitors get an ideal tool to locate Companies in the hall. Use this handout to call attention to your fair attendance and your products

**Back Cover Ad 1.650 €**



# Free Promotion Codes to invite your...

## ...customers

Each Exhibitor automatically receives Promotion Codes to invite customers. Promotion Codes can be downloaded in the Exhibitor Service Area. Visitors will pre-register online with your Promotion Code and receive a free 3-Day Invited Guest Visitor Ticket. Visitors who register until 1 March, 2018 also receive a free public transport ticket for Cologne. These Promotion Codes are free of charge to the Exhibitor.

**Ticket**

1. Cart » 2. Purchaser and ticket data » 3. Method of payment » 4. Check and buy

✓ The promotion code was accepted.

Category	Number	Price	Amount
1-Day Visitor Ticket	0	€ 20.00	€ 0.00
2-Day Visitor Ticket	0	€ 25.00	€ 0.00
3-Day Visitor Ticket	0	€ 30.00	€ 0.00
Invited Guest 3-Day Visitor Ticket	1		free
Ticket price (incl. VAT)			€ 0.00

[Click here to enter a promotion code.](#) [Next step »](#)

The number of Promotion Codes issued depends on the stand space:

- 12-23 m<sup>2</sup>=50 Codes;
- 24-35 m<sup>2</sup>=80 Codes;
- >36 m<sup>2</sup>=100 Codes

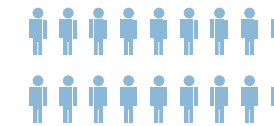
Additional Codes are available upon request

## The perfect time to send Invitations



Germany  
4 weeks

FILTECH



World  
12 weeks

More than 70% of FILTECH trade visitors make use of Invited Guest Tickets issued by Exhibitors

## Attendance influencing factors

Personal invitations and recommendations to visit the trade fair and your stand are the best ways to reach the right customers and interested parties. More than 70% of FILTECH trade visitors make use of Invited Guest Tickets issued by Exhibitors. The personal invitation from an exhibitor is an important factor for visitors to attend a Show and most likely to visit their host's stand.

Prepair your invitee lists well in advance. International Companies should also forward invitation codes to their foreign marketing colleagues - they might have potential clients you are not aware of. Always invite your (potential) contacts personally and let them know about the innovations that you will be displaying at the Show.



# Free Company branded banner & stickers for your...



## ... communication

Each Exhibitor receives Company branded "Meet us at" banners which can be included in the e-mail settings or websites. Individual sizes and layouts are available upon request at no costs.

Download your banners in the Exhibitor Service Area

Exhibitors can order "meet us at" stickers with the Company logo and stand number which can be used on business mail to announce your participation to clients and potential customers. Additional stickers are available upon request.



## Top-level Knowledge Transfer

Free Marketing Services

Exhibitors who present a paper at the FILTECH Conference are entitled to register 1 presenting author free of charge. The early bird rate applies to Exhibitors at any time. Deadline for abstract submission: until 8 August, 2018. Later submission upon request.

## +++ Innovations +++ Highlights +++ Trends

The **FILTECH** Visitor Mailing several weeks prior to the show, gives the opportunity to point out new developments, products and news of your company.

Distributed to over 18.000 prospective visitors it is an excellent opportunity to point out trends, unique features and technical innovations. An editorial team edits the brochure and decides about volume and content.



How to participate? Send your product news & innovations presented at FILTECH 2018 via e-mail to [info@filtech.de](mailto:info@filtech.de) until 1 September, 2017. Reference: FILTECH 2018 Visitor Mailing.



## Free Company branded Exhibitor Passes

Each exhibitor can order Exhibitor passes free of charge. All passes are personalized and branded with your Company logo and Company name. With each Exhibitor Pass you will get an individual code to register for a free Public Transport Ticket for the city of Cologne. Passes are posted 6-8 weeks prior to the show. Please order your passes well in advance in the Exhibitor Service Area.

## Onsite Advertising opportunities

### Advertising in the Catering Zones

Use the Catering areas to advertise your Company on table top displays to draw attention to your Company. Front Side: Company Advertising Reverse: Menu. Acryl glass, format: A5 Price: 47,50 €\* per table top ad. Minimum order 5. The art-work must be provided.

### Pop up displays in the Foyer Zones

Showcase your Company with a pop-up-display/banner in the foyer areas. Lightweight pop-up-displays are effective communication tools to enhance visibility and draw more visitors to your stand. Small display (1 m space): 350 €\* Large display (3 m space): 650 €\* The Exhibitor is responsible to deliver and set up the display.

### Company branded Coffee cups

More than 8.000 paper coffee cups will be distributed at FILTECH. A perfect tool to the "omnipresent" Price: 2950 €\* including production of 8.000 paper cups. The Exhibitor is responsible for providing the art-work.

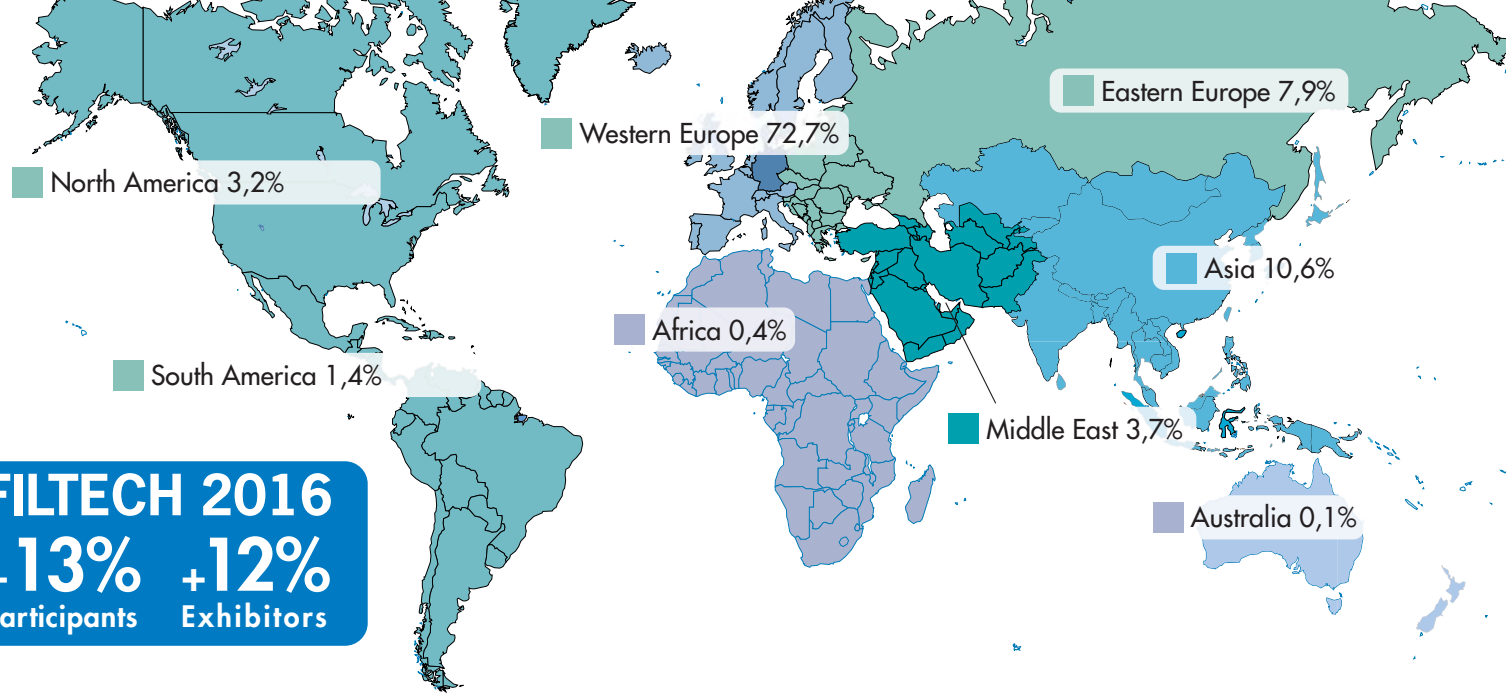
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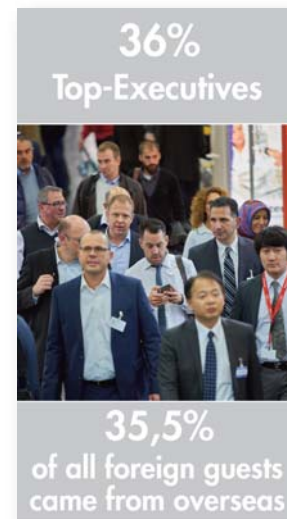


**FILTECH 2016**  
**+13%** Participants  
**+12%** Exhibitors

## International Participation

More than 57% of FILTECH visitors came from outside Germany. The experts came from 76 nations and all continents – they even travelled to Cologne from Kazastan, Jordan, Kenya and Qatar. At FILTECH 2016 80,6% of all foreign guests came from Europe. 35,5% of all international guests came from overseas making the Show an intercultural experience and a unique platform for exhibitors to generate new business.

A substantial increase was also registered in the number of trade visitors from Turkey, Poland, Italy, USA, France, Israel, Japan and India.



## +++ International Media Campaign +++

As an international trade fair the FILTECH marketing mix operates with targeted advertisements in trade journals all over the world covering all industry sectors. Major trade magazines do publish FILTECH specials prior to the Show offering your company the opportunity to enhance the awareness potential customers have towards your products and services and to generate new leads at the Show. Planning and providing your press information at an early stage is a key factor for success.

### Free Press service!

We publish your news about new products & services, innovations and technology including photos and you tube videos at the FILTECH website. Simply upload your info in the Exhibitor Service Area. Changes and updates can be made at any time.

The FILTECH website is a perfect platform to reach a targeted audience prior to the Show.





# 25 good reasons to exhibit at FILTECH

conclusion of sales  
provide solutions

increase sales volume

internationalization

promote new products & innovations

*reach qualified audiences*

network

establish a market presence

develop and strengthen your brand

scope out the competition

conduct business meetings

customer care

enhance company awareness

position your company

spot new trends

personal contacts

key buyers

find dealers, representatives, and distributors

get leads

*face to face communication*

*open up new markets*

*expand your company's customer base*

implement new business segments

test market reactions

reach new prospects & high-quality visitors