

# Video: A great communicator



Your trade fair video connects you with anyone who would have liked to visit your trade fair stand. Share your innovations with these customers too – with a video straight from your trade fair stand.



# Video is a universal language



Films have a magnetic attraction and emotional impact on us. They are far more intensive than a written message, are not only more entertaining and also form vivid memories.

It is only logical that social networks rate posts with video content much higher. You can take advantage of that, as higher rankings lead to more interaction and dialogue with their target group.

Videos can have a miraculous effect on your company website and make your page attractive – for readers and search engines.

Videos are an ideal way to boost your communication.  
Ingenious, don't you think?

**SIMPLE**  
From the shoot  
to professional  
video.



The video team worked almost invisibly at our stand, so that we as an exhibitor experienced no restrictions in our trade fair work. And the end result was impressive.

Boris Antochin  
pad home design concept gmbh



The video team was extremely nice and professional, which made the shoot fly by, and ensured that it didn't disturb our daily work. The video project was a lot of fun.

Harri Paakkanen  
LotusGrill GmbH

## VIDEO PRODUCTION

You have the message,  
let us turn it into a film.

Book our **video production**. It is ideal for giving your customers a brilliant insight into your trade fair presentation. Your colleagues at home will also be delighted with such a creative trade fair report.

If you want to make your video even more vivid, an **experienced presenter** can help showcase your innovations, ideally in English.



Also  
available with  
presentation:  
€ 2,250

### VIDEO PRODUCTION 2 MINUTES

- \* Selected products are filmed
- \* Production in news report-style
- \* Coordination/interview approval at the stand itself
- \* Production at the stand: approx. 100 min
- \* Delivery approx. 10 days after shooting

Fixed price € 1,850

### VIDEO PRODUCTION 1 MINUTE

- \* Production at the stand: approx. 50 min
- \* Delivery approx. 10 days after shooting

Fixed price € 1,250

## VIDEO LIVE STREAM

Where your trade visitors are  
followers and fans.

**Video live streaming** is the opportunity to network with your community. Share your trade fair innovations in real time right on your Facebook page. Our professional team looks after the technology, and you can relax in the spotlight as the ambassador for your innovations.

It is also an attractive option, as video content increases the visibility of your Facebook page. That creates an ideal basis for more interaction.



The shoot was lots of fun, partly thanks to the really nice interviewer, who made it very easy for me to feel relaxed in the situation. The video gave us fantastic material for our Facebook page, allowing us to impress customers around the world.

Diana Thomke  
AMT – Alometall  
Gießtechnik

With  
presentation

### VIDEO LIVE STREAM + MODERATION

- \* Professional presenter (En/Ger)
- \* Screenplay coordination at the stand
- \* Recommended stream duration: max. 10 min
- \* Production at the stand: up to 2h
- \* Premium WiFi recommended

Fixed price € 1,650

### VIDEO LIVE STREAM

- \* Screenplay coordination at the stand
- \* Recommended stream duration: max. 10 min
- \* Production at the stand: up to 2h
- \* Premium WiFi recommended

Fixed price € 1,250



## We produce excellent videos with creativity and a lot of experience.

- \* Comprehensive consulting and planning at the stand
- \* Experienced presenter (En/Ger) moderates the video
- \* Smooth implementation without disturbing trade fair work (max. 2h)
- \* Wireless mobile LED lighting
- \* Team knows the venue
- \* Video shoot permit available
- \* Incl. editing and selection of suitable (rights-free) music
- \* Finished film as download for free use
- \* Free integration in your company profile

Watch product video:

<http://m-es.se/Ry96>

### \* Can the stand operate normally during the video shoot?

While the film team captures the atmosphere and details, you can look after your trade visitors as usual. We organise interviews to ensure that your stand can continue to operate well.

### \* Do you alter my trade fair stand for the production?

No. Our team uses compact equipment that does not need complex set-ups and cables.

### \* How much planning does a trade fair video take?

You don't need to worry about anything in advance. Our film team discusses the procedure and shots with you at your stand itself.

### \* What is the deadline for ordering the video?

If you order up to one week before the trade fair, we can schedule your shoot reliably. However, we can generally schedule time during the trade fair itself.

### \* What do I need for a video live stream?

You need a Facebook account, and must have your access data (name, password) available at the stand.

### \* Why do I need premium WiFi?

Only premium WiFi gives you enough bandwidth to guarantee fault-free transmission of a video live stream. Simply book it in the [exhibitor shop](#).

### \* Can I get the raw footage from the shoot?

Of course, you can purchase the complete raw footage.



**CONTRACTOR**

Messe Frankfurt Medien und Service GmbH  
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Fax: +49 69 75 75-64 62  
E-Mail: [digitaladvertising@messefrankfurt.com](mailto:digitaladvertising@messefrankfurt.com)

**CLIENT**

Company:

Street:

Postcode: Town:

Country:

First Name:

Surname:

E-Mail:

Customer-No:

Fair:

Hall/Stand:

**Entry into force of the contract**

The contract shall not enter into force until it is accepted by Messe Frankfurt Medien und Service GmbH (MFS) in the form of the order confirmation..

PRODUCT	PRICE	SUB TOTAL
Video Production 1 Minute	€ 1,250	
Video Production 2 Minutes	€ 1,850	
Video Production 2 Minutes with Presentation	€ 2,250	
Video Live Streaming	€ 1,250	
Video Live Streaming with Presentation	€ 1,650	
GESAMT		

I hereby place a binding order for the above services from Messe Frankfurt Medien und Service GmbH.  
I accept the terms and conditions of Messe Frankfurt Medien und Service GmbH (Advertising Services) for the provision of advertising media (Version dated: 01/2018).

 **to the T&Cs on our Website**

Date:

Signature

Client:

