

ILA Media Package: The digital marketing package

As of: April 2026

Annex to the Special Terms and Conditions of Participation ILA Berlin

With the Media Package, ILA Berlin offers exhibitors the opportunity to optimize their participation in the trade show and enhance their market presence. The media package includes the presence on the exhibitor overview, the ILA Show Guide and the ILA App. The exhibitor overview is integrated into the ILA Berlin website.

Booking a Media Package is mandatory for all **exhibitors**. The ILA Media Package can be individually expanded through upgrades. The booking of the ILA Media Package applies equally to all chalet sizes, outdoor areas, and aircraft.

Co-exhibitors are represented in the exhibitor list on the ILA website, on the ILA Show Guide and in the ILA App for a mandatory amount of 400.00 EUR plus VAT with a basic company entry, a company portrait and 5 entries in the product group categories.

In the case of multiple orders for the exhibition space, the Media Package will be charged only once, in accordance with the higher-value package.

<p>Start Up Package</p> <p>100.00 EUR plus VAT</p> <p>Definition:</p> <ul style="list-style-type: none"> - Max. 10-year-old company - Max. 100 employees - Individual case review 	<p>ILA Media Package</p> <p>850.00 EUR plus VAT</p> <p>For main exhibitors</p>
<p>ILA Show Guide</p> <ul style="list-style-type: none"> - Basic company entry (company name, postal address, website, telephone, E-Mail, hall/stand) - ¼ Image tile - Company profile - Background image - Logo - Contact person with contact details and photo - 5 entries in the product group categories 	<p>ILA Show Guide</p> <ul style="list-style-type: none"> - Basic company entry (company name, postal address, website, telephone, E-Mail, hall/stand) - ½ Image tile - Company profile - Background image - Logo - Contact person with contact details and photo - 20 entries in the product group categories - Presentation of 10 products with text and images - Link to social media profiles (e.g., facebook, twitter, YouTube etc.) - Multimedia files (pdfs etc.)

Additional services at extra charge

- Upgrade from Start Up Package / Co-Exhibitor Package to ILA Media Package
- Placement of banner advertising
- More marketing and sponsoring options are available in the Online Advertising Shop.

ILA App

Your basic entry will also be displayed in the official ILA App. In the free mobile app trade and private visitors can research all relevant information about ILA Berlin and its exhibitors. The ILA App offers, among other things, the complete exhibitor list, a detailed program overview and interactive hall plans. The app is available in German and English, for iOS and Android.

Validity Period

The services can be claimed by you **at the latest 8 weeks before the ILA**. You will then receive your access for processing your entries by email. The Media Package is valid for two years. During this time, you can update your entry at any time. Upgrades and advertising services can be booked in the Advertising Shop of ILA Show Guide.

Contact**ILA Show Guide support team**

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Mon. – Fri. 9 am – 4 pm CET