Simply. More. For you.
Messe Düsseldorf's media fee

DÜSSELDORF, GERMANY

22–26 FEB 2026

Media facts:
euroshop-tradefair.com

Make the most of the digital reach of this global trade fair brand

5.2 million page impressions

1.3 million visits

590,000 unique users

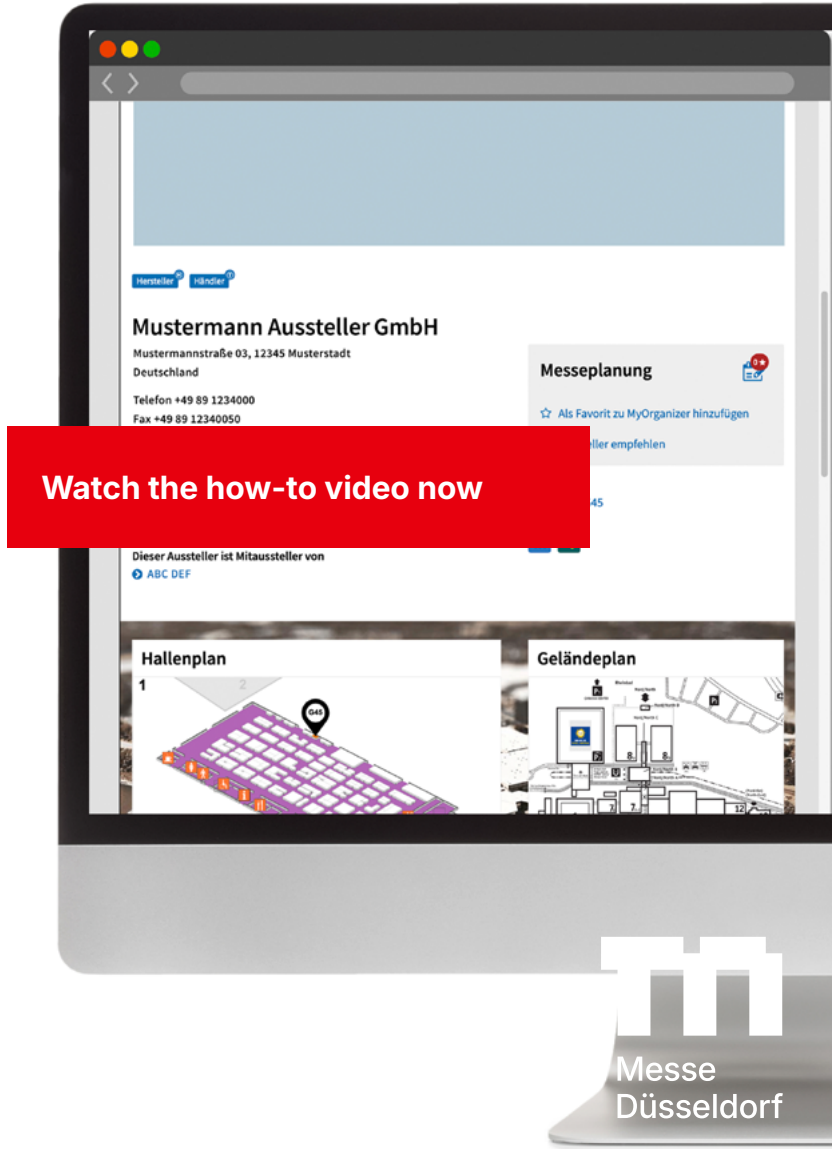
2.2 million search queries in the exhibitor and product database

Source: Google Analytics for the period from March2022 – March 2023.

What do you get for the media fee?

1 Visibility and leads for your company

- Showcase your company, including master data, in the Exhibitor and Product Database.
- Publish your company and product news.
- Incorporate a product or company video (DE/EN). **NEW!**
- Assign your company to a product category.
- Present your products and services.
- Link to your website and social media channels.



What do you get for the media fee?

2 Digital tools to help you prepare for the trade fair

- Use the translation function, comprising several languages, for all content in your exhibitor profile. **NEW!**
- Automatically transfer content from the previous event into your exhibitor profile. **NEW!**
- Automatically invite potential customers to the trade fair and qualify leads via the customer invitation tool.
- Use the networking tool “Fair Match” to establish contacts and arrange appointments.

What do you get for the media fee?

3 Our communication, at your service

- We publicise your company online, in the app and on the digital information boards, along with in the print media catalogue and/or in the Visitor's Guide.
- We invest in global advertising campaigns on digital and classic channels for you.
- We communicate about the trade fair the whole year round in newsletters, on social media channels and in trade publications via PR campaigns.
- We increase our reach via continuous search engine marketing (SEO and SEA).

Social media channels

18,000 followers **32,000 followers** **10,700 followers**

1,000 subscribers

Your benefits at a glance

1. **Efficient target group marketing** via presentation in a high-value B2B environment.
2. **Increased visibility** for your products and services in your exhibitor profile.
3. **Optimised processes** for your trade fair preparation, with innovative tools.
4. **More visitors and followers** thanks to links to your company website and social media channels.
5. **International presence** is generated via the automatic translation function, which translates your content into several languages at a click.
6. **Easy to use** as content is adopted from the previous event.
7. **Trade fair communication** all year round in newsletters, via social media and via marketing and PR campaigns.

Do you want more **reach?**

Our media partner **NEUREUTER FAIR MEDIA** will be happy to provide you with further information on our marketing packages.

Your contact partner

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Messe Düsseldorf