Messe Frankfurt Group

mesago

formnext

26 – 29 October 2027
FRANKFURT / GERMANY

SALES & MARKETING SERVICES

Our Service Packages –
Your next successful
Formnext participation!

Maximize the visibility of your services and products to stand out from the crowd.

In addition to providing visitors with guidance and orientation, Formnext media gives you direct, guaranteed access to your target audiences and future customers!

SMS packages available

Our Sales & Marketing Services (SMS) combine various offerings in convenient packages that are sure to suit your communication strategy.

The choice is yours:

BASIC, BOOST or BEST

DON'T FORGET!

By upgrading to the BOOST SMS package, your logo will already be featured in the exhibitor search area and the interactive floor plan – **these are without a doubt the best-sellers among our add-on services!** Take advantage of this unbeatable deal and make sure your company gets all the attention it deserves in key Formnext media.

THE CHOICE IS YOURS

Every SMS package includes the following services:

- General social media and press activities, as well as visitor promotion for Formnext as an international trade show and deployment of the Formnext mobile app
- Approval and announcement of your press conference in the online press area and at the on-site press center (press conference space can be requested, subject to availability)
- Your company profile in the AM Directory (exhibitor and product directory) on the homepage and in the mobile app
- Listing of up to 3 onsite events per trade fair day in your company profile
- Listing in the Exhibition Guide (exhibitor list and floor plan)
- EasyConnect networking tool including the setup of 10 contact profiles and integrated communication

Select an SMS package that contains the additional services you want to take advantage of.

SMS package

BASIC (obligatory)

- 3 product groups, 3 product pages, 5 keywords for full-text search in your company profile
- 300 voucher codes for Expo Passes (100% discount codes for your visitors) (for co-exhibitors: 20 voucher codes)
- 3 voucher codes for VIP Passes (100% discount codes for your VIP guests)
- Lead management with Lead&Track (incl. 2 licenses)
- 1 job posting in your company profile
- Price: 1,240 Euro

SMS package

BOOST

- **Logo in the exhibitor directory and the interactive floor plan (online)**
- 5 product groups, 7 product pages, 7 keywords for full-text search in your company profile
- 1,000 voucher codes for Expo Passes (100% discount codes for your visitors)
- 5 voucher codes for VIP Passes (100% discount codes for your VIP guests)
- Lead management with Lead&Track (incl. 2 licenses)
- Up to 5 job postings on the Job Wall (on-site) and in your company profile
- Price: 1,850 Euro* | 2,090 Euro

*Available only to main exhibitors from Formnext 2026 who register by 1 February 2027.

SMS package

BEST (limited to 15 bookings)

- **Logo in the exhibitor directory and the interactive floor plan (online)**
- Logo placement in the official Exhibition Guide
- 10 product groups, 10 product pages, 10 keywords for full-text search in your company profile
- Up to 11 video uploads in your company profile
- Unlimited number of voucher codes for Expo Passes (100% discount codes for your attendees)
- 15 voucher codes for VIP Passes (100% discount codes for your VIP guests)
- Lead management with Lead&Track (incl. 15 licenses)
- Up to 7 job postings on the Job Wall (on-site) and 10 job postings in your company profile
- Presentation slot on the Formnext Technology Stage (15 minutes)
- Price: 7,340 Euro* | 8,390 Euro

*Available only to main exhibitors from Formnext 2026 who register by 1 February 2027.

A CLOSER LOOK AT OUR SALES & MARKETING SERVICES I

Our SMS packages contain the following services and benefits:

MARKETING AND COMMUNICATION SERVICES FROM MESAGO

- General social media and press activities, as well as visitor promotion for Formnext as an international trade show and deployment of the Formnext mobile app

  We ensure year-round visibility for Formnext across relevant media channels, on social media, and through our AM4U newsletter reaching more than 40,000 subscribers.
- Approval and announcement of your press conference in the online press area and at the on-site press center (press conference space can be requested, subject to availability)

  Make use of Formnext's reach and present your latest news and innovations to international press representatives. What better place for the press to learn about your next big announcement than at the premier global AM event?

ADVERTISING YOUR FORMNEXT PRESENCE

- Your company profile in the AM Directory (exhibitor and product directory) on the homepage and in the mobile app

  Our website's AM Directory serves as a central hub for all the information pertaining to you as an exhibitor.
- Product groups, product pages, keywords for full-text search in your company profile

  Make your company visible long before the event begins with targeted product categories, relevant keywords, and detailed product pages.
- Logo in the exhibitor directory and the interactive floor plan (online)

  Our best-selling individual service guarantees that your logo will be displayed along with your name in the exhibitor directory and on your booth in the interactive floor plan. That way, you're sure to catch the eye the first time – every time.
- Listing in the Exhibition Guide

  Your company name and booth location featured in the alphabetical exhibitor directory in the Exhibiton Guide , the essential on-site navigation tool for visitors. Available at all entrances and foyer areas, it works without electricity or network connectivity, ensuring reliable access to exhibitor information at all times.
- Logo placement in the Exhibition Guide

  One thing is for sure: On the show floor at Formnext, everyone has to move quickly. By getting your logo into the Exhibition Guide, you'll ensure your visibility in one of the most relevant places where attendees will be looking for the next booth to visit. They won't be able to miss you!
- Listing of up to 3 onsite events per trade fair day in your company profile

  Planning product demos, presentations, or special highlights? Then show them to the visitors! Under the "Events" tab in your company profile you can list up to three onsite activities per trade fair day, ensuring that your booth is well attended during these times.
- Video uploads in your company profile

  You can embed videos on your company profile and on all your product pages to make it perfectly clear who you are and what makes your offerings unique.

A CLOSER LOOK AT OUR SALES & MARKETING SERVICES II

Our SMS packages contain the following services and benefits:

TICKET ALLOTMENTS

- Voucher codes for Expo Passes (100% discount codes for your attendees)

  Give the gift of Formnext to your customers and business partners! With a voucher code for an Expo Pass, they can attend all four days of the event free of charge.
- Voucher codes for VIP Passes (100% discount codes for your VIP attendees)

  Looking for a little something extra? With these codes, your VIPs can get to the trade fair grounds for free using the local public transport or park their cars directly on-site. Our VIP lounge also offers the ideal setting for personal discussions or a quick break with a snack and a hot or cold beverage of their choice.

CONTACT MANAGEMENT

- EasyConnect Networking Tool – a new service on the Formnext website and in the Formnext Navigator app

  Publish compelling employee profiles (up to 10) easily via MPM in the exhibitor search and the EasyConnect networking tool, ensuring your team remains visible and accessible to visitors and customers before, during and after the show. See who will be attending Formnext even before the trade show begins. Take advantage of the integrated matchmaking features to connect with relevant contacts, build valuable business relationships, and invite potential customers directly to a meeting or a visit to your booth.
- Lead management with Lead&Track by LeadSuccess

  This solution enables you to scan the badges of your booth visitors to access their contact information. And that's not all: you can also attach your own additional information to each lead! After the event, you'll be able to download all this data and import it into your CRM system. Additional licenses and hardware for Lead&Track can be acquired separately, as well. With the SMS packages BASIC and BOOST, you'll receive the following attendee information when using Lead&Track: title, first and last name, company, e-mail address, postal address, country, and time of scan. The BEST package also includes industry, department, position, age, and area of interest.
- Presentation slot on the Formnext Technology Stage (15 minutes)

  It's your time in the spotlight! Our exhibitor stage is the perfect platform for presenting your offerings to new target groups beyond your booth.

RECRUITING SERVICES

- Job postings on the Job Wall (on-site)

  There's no other place where supply and demand come closer together than at THE annual gathering of the AM industry. Are you looking for highly qualified employees? Post your current opening on our Job Wall and you might just find the right people to take straight back to your company.
- Publication of your job listings in your company profile

  Make the most of your Formnext presence and attract qualified talent to your company. Display open positions directly within your company profile and increase your visibility among experienced professionals and emerging talent across the industry.

Still unsure which package is the right one for you? Use our SMS Advisor and get the perfect package recommendation by answering just seven questions. If you need assistance choosing the best SMS package or in case of any questions, we're here to help! Please don't hesitate to contact your sales manager.