

mesago

pcim

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NUREMBERG, GERMANY

# SALES & MARKETING SERVICES

Our service packages –  
For your next successful exhibition!

## Maximize visibility – bring more attention to your exhibition appearance!

Our Sales & Marketing Services (SMS) bundle various marketing measures into clear packages that are tailored to your individual goals.

These services facilitate your access to the power electronics community, and thus to your current and new target groups.

SMS packages  
available:

**BASIC, BOOST  
or BEST**

### The following services are included in all SMS packages:

- General social media and press work, as well as visitor promotion for the PCIM Expo and provision of the PCIM app
- Announcement of your press conference in the online press area and on-site press center (room for press conference available upon request, subject to availability)
- Your company profile in the exhibitor and product search on the PCIM website and in the app, including links up to 10 social media channels
- Providing marketing materials to increase your visibility

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

#### SMS package

### BASIC

 (obligatory)

- 10 product groups, 3 product pages und 3 keywords for full-text search in your company profile
- 150 voucher for Expo Passes (100% discount codes for your customers) (For co-exhibitors: 50 voucher codes)
- EasyConnect: Networking tool with 2 contact profiles and integrated communication
- Lead management (Lead&Track) with 2 licenses

 Only this package is available for co-exhibitors

**Price: €1,215**

#### SMS package

### BOOST

- Logo in the exhibitor search and on the interactive floor plan (online)
- 12 product groups, 5 product pages, 5 keywords for full-text search, and 6 video uploads in your company profile
- 600 voucher codes for Expo Passes (100% discount codes for your customers)
- 5 voucher codes for VIP Passes (100% discount codes for your VIP customers)
- EasyConnect: Networking tool with 4 contact profiles and integrated communication
- Lead management (Lead&Track) with 2 licenses
- Publication of 5 job postings

**Price: €2,100**

#### SMS package

### BEST

 (limited to 15 bookings)

- Logo in the exhibitor search and on the floor plan (online)
- 15 product groups, 10 product pages, 10 keywords for full-text search, and 11 video uploads in your company profile
- 3,000 voucher codes for Expo Passes (100% discount codes for your customers)
- 9 voucher codes for VIP Passes (100% discount codes for your VIP customers)
- EasyConnect: Networking tool with 8 contact profiles and integrated communication
- Lead management (Lead&Track) with 15 licenses
- Publication of 10 job postings
- Presentation on the Exhibitor Stage (20 minutes)

**Price: €7,450**

## Sales & Marketing Services in detail

### Year-round visibility across all channels

- **Social media, press relations, visitor outreach for the PCIM Expo, and provision of the PCIM app:**  
We continuously promote the PCIM Expo through relevant media channels, social media, and targeted visitor outreach. In addition, we provide the PCIM app – ensuring maximum reach and visibility for your company.
- **Announcement of your press conference in the online press section and at the on-site press center (room for press conference available upon request, subject to availability)**  
Take advantage of the PCIM Expo's wide reach to present your latest products and innovations to both national and international press.

### Promotion of your presence at the PCIM Expo

- **Company profile in the exhibitor search on the website and in the PCIM app**  
Your company will be featured in the exhibitor directory on our website and in the app, making it easy for visitors and customers to find all relevant information in one place.
- **Enhanced visibility through well-structured content**  
Clearly defined product categories, relevant keywords, and detailed product pages help increase your visibility and give potential customers a clear overview of your portfolio before the trade show begins.
- **Logo display on the interactive hall plan (online) – starting with the SMS BOOST package**  
Your logo will appear in the exhibitor directory and will be displayed at your booth on the interactive hall plan.
- **Video uploads in your company profile – starting with the SMS BOOST package**  
Showcase your company with a video featured on your profile homepage and product pages. This will help you stand out even more from other exhibitors.

## Sales & Marketing Services in detail

### Ticket allocation

- [Voucher codes for Expo Passes \(100% discount\)](#)  
Invite your customers and partners directly to your booth! With voucher codes for Expo Passes, you can enable them to attend the PCIM Expo for three days – free of charge for you and your customers.
- [Voucher codes for VIP Passes \(100% discount\) – starting with the SMS BOOST Package](#)  
Offer your VIP customers an exclusive exhibition experience:
  - Convenient parking in the VIP area on the exhibition grounds
  - Access to our VIP lounge, featuring private spaces for confidential conversations, along with a selection of hot and cold beverages and light snacks

### Contact management

- [Lead management by Lead&Track by LeadSuccess](#)  
Capture and manage your trade show leads efficiently and digitally:
  - Easily scan visitor badges for instant access to contact details
  - Add notes and additional information directly to each lead
  - Export all data conveniently after the trade show for seamless follow-up
  - Expand flexibly with additional licenses and hardware as needed

With the BASIC and BOOST SMS packages, you receive the following visitor data: title, first name, last name, company, email, address, country, and scan time. The BEST SMS package additionally includes information on industry, department, job title, year of birth, and areas of interest.

**Your benefit:** More qualified leads and stronger customer loyalty.

## Sales & Marketing Services in detail

### Contact management

- **EasyConnect**

Connect trade show visitors with your company in a targeted and effective way. Your benefits at a glance: Define your UN contacts in advance (the number depends on your selected SMS package), create detailed profiles, identify relevant contacts and communicate directly with your target audience. Thanks to seamless integration with the Media Package Manager (MPM) and the Expo app, you benefit from an end-to-end process – from attendee and exhibitor management to targeted searches, direct communication, and effective networking, all within one system.

- **Presentation slot on the Exhibitor Stage – only included in the SMS BEST Package**

Your stage, your pitch, your impact: Present your innovations live to the very experts who drive key decisions.

### Recruiting services

- **Publication of your job postings – starting with the SMS BOOST Package**

Reach top professionals and emerging talent in the field of power electronics – enhance your visibility and connect with qualified candidates.

### Still unsure?

Our [SMS Advisor](#) helps you find the perfect package in just seven questions.

### Personalized support

Your [account manager](#) will be happy to guide you in making the right choice.