

## The CMS Media-Package

### The marketing package for CMS 2025

With the Media Package, Messe Berlin GmbH offers its exhibitors a package of selected **marketing tools** to optimize their participation in the trade fair and their presence on the market. The Media Package includes representation in the **CMS Guide**, the **CMS App** and the online directory of CMS PLUS, the cleaning industry's digital extension, competence platform and meet-up.

Booking a Media Package is mandatory for all **main and co-exhibitors**. The scope of the Media Package depends on the size of the booked stand space. Main and co-exhibitors can optionally book a higher-value package. In the case of multiple orders for exhibition space, the Media Package will only be charged once.

<b>Small Package</b>  500,- Euro plus VAT for main exhibitor up to 20 sqm exhibition space	<b>Medium Package</b>  900,- Euro plus VAT for main exhibitor from 21 to 100 sqm exhibition space	<b>Large Package</b>  1.500- Euro plus VAT for main exhibitor from 101 sqm exhibition space	<b>Co-exhibitor</b>  150,- Euro plus VAT
<b>CMS-Guide (print)</b>  - Basic company entry (Company name, hall/booth)	<b>CMS-Guide (print)</b>  - Basic company entry (Company name, hall/booth)	<b>CMS-Guide (print)</b>  - Basic company entry (Company name, hall/booth)	<b>CMS-Guide (print)</b>  - Basic company entry (Company name, hall/booth)
<b>CMS PLUS Online catalog</b>  - 1/4 image tile + Logo - Company presentation - contact person - Link to own website - 3 entries in the product groups directory - Social media links - 1 product presentation - 1 link - 1 Trademark - 1 Multimedia Upload - Networking - Lead Reporting - 1 job advertisements	<b>CMS PLUS Online catalog</b>  - 1/2 image tile + Logo - Company presentation - contact person - Link to own website - 5 entries in the product groups directory - Social media links - 5 product presentations - 5 links - 5 Trademarks - 5 Multimedia Uploads - Networking - Lead Reporting - 5 job advertisements	<b>CMS PLUS Online catalog</b>  - 1/1 image tile + Logo - Header video in Profile - Company presentation - Contact person - Link to own website - 15 entries in the product groups directory - Social media links - 15 product presentations - 15 links - 15 Trademarks - 15 multimedia Uploads - Networking - Lead Reporting as Data export - 15 job advertisements	<b>CMS PLUS Online catalog</b>  - 1/4 image tile + Logo - Company presentation - contact person - Link to own website - 1 entry in the product groups directory - Social media links - 1 product presentation - 1 link
<b>CMS-App</b>  - With your entry in the CMS PLUS online directory, your company entry will also be displayed in the official CMS App. In the free app, CMS trade visitors can research all relevant information on the CMS Berlin and its exhibitors and effectively plan and follow up their visit. - The app offers, among other things, the complete exhibitor directory, the event program and an interactive map of the exhibition grounds. - The app is available in German and English and for iOS and Android.			

**Booking of additional services  
on CMS PLUS:**

- |                               |                                    |
|-------------------------------|------------------------------------|
| - Banner advertisements       | - additional Job advertisements    |
| - Brand entries               | - Stand logo packages for the      |
| - Products and product groups | hallplan online, onsite & in print |
| - Exhibitor News              | - and much more                    |

**Exclusively for Large Package:**

- Top Listings

Your online entry on **CMS PLUS** will be put online with your data in the summer of 2025 and will be available at <https://plus.cms-berlin.de/> until May 30, 2027. You can update your data as often as you like within this period. After confirmation of your stand registration, you will receive your **personal access data** from the CMS team by e-mail and can then independently complete your entry on the CMS PLUS digital platform.

**Contact CMS Support Team:**

support@messe-berlin.de

T +49 30 3038 2500