

Welcome



**VIRTUAL INSPIRATION –
REAL CUSTOMER ACQUISITION**



Welcome to MessenOnline24.com online trade fairs – the trade fair portal for your hybrid trade fair future

“We understand how future markets will work and we are offering you a new, easily executed and effective solution for attracting customers and new leads.”

THE MARKETS

The market place is currently undergoing a massive change. Thanks to the Internet and social media a power shift is taking place away from the supplier and towards the consumer. As a result acquiring customers in future is being challenged by a radical transformation.

OUR SOLUTION

It is our vision to link real and virtual trade fairs in order to implement a future-oriented and profitable communication platform, thereby creating the basis for acquiring customers and their loyalty 365 days a year.

Why are online trade fairs of interest to your business in particular?

MARKETS ARE CHANGING:

“Be clever – don’t leave the playing field open to be taken over by your competition.”

- If your business can either not be found at all through an Internet search – or only by the wrong type of target group – in the near future you may run the risk of a sales and profit collapse!
- In order to become an exhibitor at a real trade fair you have to invest large sums of money in your stall. After only a few days visitor numbers decline dramatically. Generally speaking conversation is then reduced to lamenting the fact that the amount of contacts generated have been “far too few”; and it will be at least another 12 months before the next event takes place.
- Viewed from this perspective it is not enough to present your company as an exhibitor at a real trade fair. It is increasingly important that you are accessible to your relevant target group all year round.
- Fairspaze online trade fairs offers you the perfect introduction to your desired trade fair or trade fair category, providing you with an inexpensive and effective means to acquiring customers in a real as well as a virtual space 365 days a year!

Your on-page advantages:

ACQUIRING CUSTOMERS – AND
THEIR LOYALTY:

*“Visitors can be directed from
your online trade fair stall
straight to your website...”*

Online trade fairs offer your business an ideal way to combine real trade fairs with the unlimited possibilities of the Internet.

➤ **They attract new contacts and leads for you as an exhibitor**

➤ by providing you with a new and future-oriented communications and exhibition platform

Contacts become longer lasting – a greater intent to buy develops

➤ through being constantly visible by your targeted groups

➤ **Your current reach is increased exponentially**

allowing you to automatically gain new contacts and attract interested parties

➤ **365 days you will always be offering the latest at your trade fair stall**

owing to your ability to exchange, supplement and expand your products and services throughout the entire duration of the term

You can specifically direct your visitors towards your website, your sales or business locale(s)

Your off-page advantages:

WEB SEARCH:

“Ensure that your business becomes visible 365 days a year”

By having a visible online trade fair stall your business can profit from its presence in the real world. Traditional marketing is supplemented by the successful interplay of both platforms:

- ➔ **Your business will increase its brand awareness**
due to being able to reach regional as well as international target groups possessing purchasing power
- ➔ **You will distinguish yourself from your competition**
because you will be taking advantage of the full potential offered by all available communication channels
- ➔ **You will minimize your logistic operations (and their associated expenses)**
as a direct result of interested buyers approaching you and not the other way around
- ➔ **You will position yourself as a future-oriented business**
via a targeted know-how organization in an ever changing market place
- ➔ **You will become more effective and increase your conversation rate**
thanks to your overall presence within the market

Technik-Highlights für den schnellen Dialog mit Ihren Kunden

SOPHISTICATED TECHNOLOGY:

“As an exhibitor you will not need to have any programming or HTML knowledge.”

Your online trade fair stall will be equipped with advanced and sophisticated communication technology. You will be able to start quick conversations and information exchanges with your stall visitors by utilizing the following:

- **The integration of all common document formats such as jpg, pdf, png, movies etc.**
Consequently your trade fair stall will benefit from multi media and above all will let you be communicative
- **3D renderings and 3D animation**
including your company's CI will allow your trade fair stall to appear real and tangible 365 days a year
- **360° stall walk-throughs**
convey a sense of being right in the middle of an actual trade fair stall*
- **Real contact and live communication via chat, forum or conventions**
foster in depth and personal exchanges with newly interested parties as well as with your existing customers...

Which types of businesses are likely to benefit from online trade fairs?

SAVING COSTS:

“By continuing your trade fair stall in a virtual environment you are utilizing your budget optimally.”

Online trade fairs represent future-oriented communication platforms that are generally suitable for all freelancers, service-providers, as well as small and medium businesses. Those who might benefit in particular are:

- **Exhibitors already attending real trade fairs**
Can benefit by continuing either a specialized trade fair or trade category in a virtual environment
- **Entrepreneurs who have not been able to attend real trade fairs, due to cost or time constraints**
Are given an opportunity (often their first) to be noticed and become visible to their target groups
- **Entrepreneurs already engaging in and paying for online marketing**
such as Google AdWords for instance. You will be able to shift your budget towards a more effective means of attracting customers and will additionally benefit by generating online traffic on your own website
- **Businesses discovering the advantages offered by the new playing field of the Internet**
will thereby make the most of the Web 3.0 age!

Your perfect Editions for your success

FOR FREE:

*Optional free basic entry /
microsite displaying your
business details and logo*

SmallEdition

Your own online trade fair stall including product presentations, live chat, forum, events and much more

per month **139€**

BusinessEdition

SmallEdition
+ one time only set up
+ 10.000 visitors per year

per month **279€**

PremiumEdition

BusinessEdition
+ continuing maintenance
+ adjustments
+ support

per month **389€**

SPECIAL OFFER!

During the 1st 3 months you only pay 139€ per month for the **BusinessEdition** or **PremiumEdition**!

Should you opt for the **Small- or BusinessEdition**, you will equip a pre-conceived online stall within just a few minutes using our template concept. There is no visitor guarantee included in this package. But you can always choose to upgrade!

Take advantage of our unique “guarantee of success”

NO RISK:

“If you do not gain 10,000 new contacts we will return your full investment to you.”

MessenOnline24 is a strategically built customer acquisition system. Among other approaches it places key search words directed at target groups on the Internet. It is currently the only online trade fair portal on the market offering a visitor guarantee of at least:

➔ **10,000 qualified trade fair stall visitors*** (within 12 months)

If target visitor numbers are not reached you will be refunded your monthly fees retroactively and in full thanks to our money back guarantee

➔ This refund is independent of any customers or profits you may have gained over the course of the contract term

➔ You can personally view your visitor numbers via the statistics tool available



*This only applies to BUSINESS and PREMIUM stalls

Have we drawn your interest? Then start today!

GET STARTED:

*“Trust the MessenOnline24
trade fair concept of
success.”*

Owing to the current situation of the market, timing couldn't be more ideal

- ✓ The requisite market space exists
- ✓ The requisite technology exists
- ✓ The requisite know how exists
- ✓ You have found the right business partner

As an exhibitor trust our concept of success. A system that will help you attract customers and their loyalty, which is easy to understand, transparent and straightforward and offers a guarantee of success.

Start gaining new leads and customers right now with your online trade fair stall, increasing your volume of sales and profits!

We are looking forward to welcome you as an exhibitor on MessenOnline24.com. Your personal representative is more than happy to complete the registration process for you on www.messenonline24.com

„More than 7 million visitors...” – The future belongs to online exhibitions

START TODAY:

“Online trade fairs – your means for communicating and acquiring customers”

- “In 2019 more than 7 million people world wide visited online trade fairs”
- “Job fairs even allowed application materials to be submitted digitally by dropping them off at the online stall”
- “Trade fairs will continue to strengthen their function as an international communication tool. Here personal interactions form the focal point...”
- “... Trade fairs of the future are presenting new challenges for all involved. But it is certain that specialized trade fairs will continue to represent a condensed market place. A market place complemented by virtual online events of any kind”
- “... A virtual trade fair presence continues to enable you to present your business as innovative and open to new technologies”
- “In 2020 the estimated market volume of online trade fairs, web conventions and web casts is predicted to exceed 43 billion Dollars in the US alone”
- “In conjunction with this the Internet plays an important role. Real trade fairs and what’s available online will functionally complement each other”

Thank You!



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