



# Welcome to [www.grk-clickfair.de](http://www.grk-clickfair.de)

A virtual Trade Fair serving the areas of business relating to travel, convention and transport management.

Attending a Trade Fair has never been cheaper or easier: »grk-clickfair« by [www.geschaeftsreisekontakt.de](http://www.geschaeftsreisekontakt.de) now offers you everything relating to business travel, business conventions and transport management, at the click of a mouse. Exploit the advantages of the Internet to enhance your company's global marketing efforts.

### Advantages

- Open 24/7, 365 days per year
- International exposure
- Bilingual (German/English)
- Effortless creation of your virtual Trade Fair booth
- As the Administrator you can access, manage and update your site
- Premium sales leads due to client tracking
- Customer profile databases
- Support Hotline



Start Page: The virtual exhibition



Layout of one of the four virtual exhibition halls

**Your company logo** (Premium-Package)  
Web link directly to your booth.

**Product animation**  
Your company's recurring logo links visitors directly to your booth.

**Clear exhibition layout**  
Finding your company is easy. By becoming a 'Premium' Exhibitor the placement of a colour logo will further enhance your presence.



## Modern Technology - Global Awareness

### Present visitors with the following:

#### Your lead feature

Your key product becomes the focus of your virtual booth

#### Company logo

Your company's prominently-displayed logo links visitors directly to your website

#### Navigation

Links to specific company information can be retrieved here

#### Exhibit summary

Clear site navigation.

The following info is readily accessible:

#### Company profile

General company information

#### Offers

Include images and text to portray your portfolio in detail

#### Further information

Download flyers, brochures etc.

#### Appointments

Shortcut to your virtual booth (including an appointment-management module)

#### Contact

Your direct contact details: Telephone, email, fax, postal address, maps

#### Branches

Your national and international agencies



### Visitors find you as follows:

#### Newsletter

All visiting the »grk-clickfair« receive the fortnightly »grk-clickfair-messenewsletter« containing current editorial and exhibitor information

#### Find exhibitors and offers

Visitors quickly find your company or product, thanks to the comprehensive Search function (interactive Trade Fair catalog)

#### Exhibitor Search

Rapid access via the Search function

#### Job Offers

Virtual placement agency (available to 'Advanced' and 'Premium' exhibitors)

#### 'Visual' navigation

Clear site navigation leads visitors directly to your booth

#### Virtual Tour

The Virtual Tour ensures visitors will find your booth

#### Participate in the 'Expert' Forum ('Premium' version)

Your company's spokesperson can respond directly to questions, or host lectures

#### Exhibitor Help

Tips and information for exhibitors

The free daily information service updates you on matters relating to travel, convention and transport management.

Regular e-Newsletter containing tips, surveys, questionnaires and quizzes. Available free upon successful registration.

Correspond directly with decision-makers and frequent-flyers in convention-attending companies.

Subscribe to our newsletters containing a wealth of information suitable for daily use. The first is currently being compiled.

»grk-newsportal«

»grk-newsservice«

»grk-datenbank«

»grk-fachmedien«



# Fees/ Conditions

## Join us on our global journey!

Exploit the global Internet, present your virtual booth in German and English.

Our translation service is available on request. Currently German - English.

The translation costs and the structuring of your English site depend on the Package you choose. Current Package costs are as follows:

<b>'Basic' Package:*</b>	<b>Euro 250,-</b>
<b>'Advanced' Package:*</b>	<b>Euro 300,-</b>
<b>'Premium' Package:*</b>	<b>Euro 350,-</b>

\*Your German Trade Fair website serves as a binding template for our translators. Subsequent changes and corrections are not included in the above fees.

### Option 1: 'Basic' Package

- Company profile, including postal and contact details (telephone/fax, email and URL)
- A maximum of 5 linked offers
- Company logo
- Include a maximum of 3 photographs

### Option 2: 'Advanced' Package

As per the 'Basic' package, plus the following **additional features:**

- A maximum of 10 linked offers
- Include your key offer in the Virtual Tour
- Download offers, webcasts, White Papers, references and partner info
- Include your company news in the **»grk-clickfair-TradeFairNewsletter«**
- Convey user and visitor figures
- 'Mail4Date' (email module)
- Employment offered/wanted

### Option 3: 'Premium' Package

As per the 'Basic' and 'Advanced' packages, **plus the following:**

- A maximum of 30 linked offers
- 'Expert' Forum and announcement of new members in the **»grk-clickfair-TradeFairNewsletter«**
- Receive figures on hall and stand usage (visitor analysis, tracking)
- Media Packs: 2 annually. Will be sent with the monthly **»grk-newsservice«** as a supplement

### Option 4: 'Extra' Package

#### Assembly Venue

For temporary in-house meetings (e.g. Internal presentations, company gatherings, road shows etc.), incl. the following tools:

- Start and Welcome page (incl. navigation)
- Download or link to the exhibition program
- List of exhibitors, incl. links to and tracking of individual booths
- Application Form incl. a profile questionnaire (max. 4 items)

**'Basic' Package**  
Annual membership: Euro 1,500

**'Advanced' Package**  
Annual membership: Euro 3,000

**'Premium' Package**  
Annual membership: Euro 4,500

**'Extra' Package**  
Pricing and terms on request



## Outline of Exhibitor Benefits

### Savings

Exhibitors attending an actual Trade Fair incur a multitude of costs: booth construction, logistics, travel and accommodation. Those attending a »grk-clickfair« virtual Trade Fair incur only limited 'booth' rental costs.

### Range

The Internet has led to more cost-effective and rapid ways of sourcing and exchanging information. International Trade Fairs are increasingly reporting lower attendance figures as a result. These factors directly benefit »grk-clickfair« exhibitors in the form of potential contactable business leads.

### Visitor Details

Visitor information collected by »grk-clickfair« is of the highest quality. Both the area of interest and conduct at the Trade Fair is available. Exhibitors can access data relating to personal interest, halls and booths visited, search criteria used and the number of visitors.

### Retrieve critical info

Your sales team can access visitors' contact and profile details for later analysis.

### Additional Services

»grk-clickfair« exhibitors benefit from our additional services throughout the year. Every two weeks our »grk-clickfair-TradeFairNewsletter«, informing members about product updates, is sent out free of charge.

In 'Expert' Forum key company personnel are able to communicate directly with Trade Fair visitors. Job Offers allows you to target specific groups. By including their company logo 'Premium' Exhibitors fully enjoy the marketing benefits of »grk-clickfair« (Print, Online, Trade Fair). Our editorial staff also offers comprehensive subject-related Newsletters, studies, Trends etc.

### Globalisation

»grk-clickfair«, also in English, extends your market globally. Small to medium enterprises can now access the international business community at minimal cost.

### Benefits

»grk-clickfair« exhibitors do not incur travel expenses and avoid the need to physically create, produce and assemble their booths: once their virtual booth has been created important changes can be made with minimal effort or cost.

### Lower costs per secured client

[www.grk-clickfair.de](http://www.grk-clickfair.de) – an Internet-based virtual Trade Fair and information source

#### Contact details for advice and bookings:

Resonanz Dialogmarketing  
Nassauer Straße 10  
60439 Frankfurt am Main

Contact: Werner Stiefel / [ws@resonanz.de](mailto:ws@resonanz.de)  
Phone: 069-58700770 or mobile: 0170-8177787

#### In collaboration with:

VAM plus – Vogel Medien, Würzburg

Contact: Wolfgang Koestner /  
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Download Media Info:  
[www.grk-clickfair.de](http://www.grk-clickfair.de)  
(Menu: „Wie stelle ich aus (Exhibitor Help)“)