



## **Trade Press Stand at Stage|Set|Scenery 2019**

Stage|Set|Scenery is a leading international trade show and conference for theatre, film and event technology, with a focus on stage equipment and control systems, architecture and planning, lighting, acoustics, sound, video and media technology, studio technology, event services, safety systems, furnishings and decoration, make-up, costumes and museum and event technology. The third edition will take place on the Berlin Exhibition Grounds from 18 to 20 June 2019.

Stage|Set|Scenery is held by Messe Berlin GmbH in collaboration with Deutsche Theater-technische Gesellschaft (DTHG), which also organises the International Stage Technology Conference, an integral part of the trade show. At Stage|Set|Scenery experts from around the world will meet to exchange knowledge high-quality programme of events. Trade visitors who are decision-makers, buyers and technical specialists representing the theatre, opera, museums, exhibitions, events, festivals, concerts, television and film are expected to attend. For more information please visit [www.stage-set-scenery.de](http://www.stage-set-scenery.de).

Crossmedia has been requested by Messe Berlin to present this media partnership offer on their behalf. As part of a **non-monetary exchange agreement** we welcome the opportunity to display your magazines on the trade press stand. We are confident that your publication will significantly augment the content on display and attract keen interest from the many attendees. The presence of high-quality exhibitors and trade visitors at Stage|Set|Scenery offers an ideal opportunity to highlight your publication to potential advertising customers and subscribers.

### **Services provided by Crossmedia:**

- A maximum of 200 copies of your publication will be displayed at the trade press stand free of charge. For exact details of the delivery place and date please refer to the application form
- Hostesses managing the trade press stand will ensure your magazines are in sufficient supply
- An entry under the trade press stand section of the official trade fair catalogue, including contact details and logo
- An entry on the Stage|Set|Scenery website under the section 'Press/Trade Press Stand', including contact details, logo, a link to your homepage and email address
- A ticket for a representative of your publication
- Free accreditation and access to the Press Centre at Stage|Set|Scenery 2019 and to workplaces for journalists

**Services provided by the exhibitor:**

- An advertisement promoting Stage|Set|Scenery (1/2 page vertical format or 1/1 page) in your publication, or a banner on your website
- Publication of an article and/or newsletter item on the forthcoming Stage|Set|Scenery
- Inclusion of Stage|Set|Scenery on your calendar of events

We hope you will take advantage of this opportunity and would be grateful for the return of the attached form. Do not hesitate to contact us for any enquiries regarding the exchange agreement.

Yours sincerely,

Krystina Horn  
Tel. +49 211 866 52 305

Gülsüm Özcan  
Tel. +49 211 866 52 304

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Crossmedia | Mit Media Kommunikation gestalten



**CROSSMEDIA GmbH** | Agentur für Mediaberatung  
Hildebrandtstr. 24A | 40125 Düsseldorf  
Email trade press stand: [fps\\_mb@crossmedia.de](mailto:fps_mb@crossmedia.de) | [www.crossmedia.de](http://www.crossmedia.de)

**REGISTRATION – STAGE|SET|SCENERY TRADE PRESS STAND , 18–20 JUNE 2019**

Contact CROSSMEDIA:

Krystina Horn, Phone +49 211 86652 305 oder Gülsüm Özcan, Phone +49 211 86652 304

**Please send back via fax: +49 211 86652-101 or email: fps\_mb@crossmedia.de**

Yes, we would like to take part in the Press Stand cooperative deal with a maximum of 200 copies. We agree to run an advertisement (1/1 page 4c or 1/2 page vertical 4c) or an online banner free of charge prior to the event

Magazines should be sent by <b>11 June 2019</b> weekdays from 8 am to 3 pm to: Messe Berlin (ad material storage): Phone +49 30 3038-5784	Messe Berlin GmbH - Werbemittellager Trade Press Stand Stage Set Scenery 2019 Messedamm 22 (access through Gate 25) 14055 Berlin, GERMANY
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Please mark your packets with: - Stage|Set|Scenery 2019 trade press stand - publishing house, name of publication - contact person and contact information. Please note: Messe Berlin does not accept any customs charges or other costs for the delivery of your publications to the Trade Press Stand.

\_\_\_\_\_ Title of publication

\_\_\_\_\_ Publisher

\_\_\_\_\_ Complete address

\_\_\_\_\_ Contact person \_\_\_\_\_ Position/dept.

\_\_\_\_\_ Phone \_\_\_\_\_ Email

\_\_\_\_\_ Fax \_\_\_\_\_ Website

**ADVERT PLACEMENT: (JANUARY–MAY 2019)**

\_\_\_\_\_ Date of publication \_\_\_\_\_ Printing material deadline

Full page       Half page vertical

Type area       Trim size    Bleed: plus \_\_\_\_\_ mm

Dimensions: \_\_\_\_\_ mm wide x \_\_\_\_\_ mm high

Please send a specimen copy with the Stage|Set|Scenery advertisement to:  
**Crossmedia GmbH**  
Ms Jutta Spooren  
Hildebrandtstr. 24 A, 40215 Düsseldorf  
GERMANY

**ONLINE BANNER:**

\_\_\_\_\_ Banner material deadline    Beginning of placement    End of placement

Dimensions: \_\_\_\_\_ px wide x \_\_\_\_\_ px high      File format:  gif or  jpg with max. \_\_\_\_\_ KB

**LANGUAGE OF THE ADVERT/BANNER** \_\_\_\_\_

**MEDIA VALUE:** \_\_\_\_\_ Euros net

**DATA TRANSFER**

\_\_\_\_\_ Email for advert/banner data transfer

\_\_\_\_\_ Date      Stamp/Signature

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**QUESTIONNAIRE – STAGE|SET|SCENERY TRADE PRESS STAND , 18–20 JUNE 2019**

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Contact CROSSMEDIA:

Krystina Horn, Phone +49 211 86652 305 oder Gülsüm Özcan, Phone +49 211 86652 304

**Please send back via fax: +49 211 86652-101 or email: [fps\\_mb@crossmedia.de](mailto:fps_mb@crossmedia.de)**

Within the cooperation Stage|Set|Scenery offers you the additional service of:

**FREE CATALOGUE ENTRY AND PRESENCE ON THE WEBSITE:**

(www.stage-set-scenery.com)

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Title of publication	
Publisher	
Complete address	
Phone	Email
Fax	Web

**Please send your logo for the catalogue entry and web entry as a printable file to: [fps\\_mb@crossmedia.de](mailto:fps_mb@crossmedia.de)****EDITORIAL CONTACT:****To whom should Stage|Set|Scenery 2019 press releases be sent?**

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Name	Phone
Email	Fax

**EDITORIAL DEADLINE:****(the last three issues prior to June 2019)**

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Issue	Editorial deadline
Issue	Editorial deadline
Issue	Editorial deadline

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Date	Stamp/Signature
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