

formnext

18 – 21 November 2025
FRANKFURT / GERMANY

SALES & MARKETING SERVICES

Our Service Packages –
Your next successful
Formnext participation!

Honorary sponsor



Maximize the visibility of your services and products to stand out from the crowd.

In addition to providing visitors with guidance and orientation, Formnext media gives you direct, guaranteed access to your target audiences and future customers!

SMS packages available

Our Sales & Marketing Services (SMS) combine various offerings in convenient packages that are sure to suit your communication strategy.

The choice is yours:

BASIC, BOOST or BEST

NEW FOR YOU!

By upgrading to the **BOOST** SMS package, your logo will already be featured in the exhibitor search area and the interactive floor plan – **these are without a doubt the best-sellers among our add-on services!** Take advantage of this unbeatable deal and make sure your company gets all the attention it deserves in key Formnext media.

THE CHOICE IS YOURS

Every SMS package includes the following services:

- General social media and press activities, as well as visitor promotion for Formnext as an international trade show and deployment of the Formnext mobile app
- Approval and announcement of your press conference in the online press area and at the on-site press center (press conference space can be requested, subject to availability)
- Your company profile in the AM Directory (exhibitor and product directory) on the homepage and in the mobile app
- Listing in the Exhibition Guide (exhibitor list and floor plan)

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

SMS package

BASIC (obligatory)

- 3 product groups, 3 product pages, 5 keywords for full-text search in your company profile
- 300 voucher codes for Expo Passes (100% discount codes for your visitors) (for co-exhibitors: 20 voucher codes)
- 3 voucher codes for VIP Passes (100% discount codes for your VIP guests)
- Lead management with Lead&Track (incl. 2 licenses)
- Price: 1,180 Euro

SMS package

BOOST

- **Logo in the exhibitor directory and the interactive floor plan (online)**
- 5 product groups, 7 product pages, 7 keywords for full-text search in your company profile
- 1,000 voucher codes for Expo Passes (100% discount codes for your visitors)
- 10 voucher codes for VIP Passes (100% discount codes for your VIP guests)
- Lead management with Lead&Track (incl. 2 licenses)
- Up to 5 job postings on the Job Wall (on-site)
- Price: 1,770 Euro* | 1,990 Euro

* Available only to main exhibitors from Formnext 2024 who register by 31 January 2025

SMS package

BEST (limited to 15 bookings)

- **Logo in the exhibitor directory and the interactive floor plan (online)**
- Logo placement in the official Exhibition Guide
- 10 product groups, 10 product pages, 10 keywords for full-text search in your company profile
- Up to 11 video uploads in your company profile
- Unlimited number of voucher codes for Expo Passes (100% discount codes for your attendees)
- 25 voucher codes for VIP Passes (100% discount codes for your VIP guests)
- Lead management with Lead&Track (incl. 15 licenses)
- Up to 7 job postings on the Job Wall (on-site)
- Presentation slot on the Formnext Technology Stage (15 minutes)
- Price: 6,990 Euro* | 7,990 Euro

* Available only to main exhibitors from Formnext 2024 who register by 31 January 2025

A CLOSER LOOK AT OUR SALES & MARKETING SERVICES I

Our SMS packages contain the following services and benefits:

MARKETING AND COMMUNICATION SERVICES FROM MESAGO

- **General social media and press activities, as well as visitor promotion for Formnext as an international trade show and deployment of the Formnext mobile app**
To make sure everyone's talking about Formnext (and not just when it's happening), we take care of numerous campaigns in relevant media as well as social media all year round. In addition, our AM4U newsletter reaches up to 50,000 recipients and provides the AM community with regular updates on highlights in our industry – and from the show floor during Formnext, of course.
- **Approval and announcement of your press conference in the online press area and at the on-site press center (press conference space can be requested, subject to availability)**
Make use of Formnext's reach and present your latest news and innovations to international press representatives. What better place for the press to learn about your next big announcement than at the premier global AM event?

ADVERTISING YOUR FORMNEXT PRESENCE

- **Your company profile in the AM Directory (exhibitor and product directory) on the homepage and in the mobile app**
Our website's AM Directory serves as a central hub for all the information pertaining to you as an exhibitor.
- **Product groups, product pages, keywords for full-text search in your company profile**
To give visitors the best possible picture of your company before the event, you need to show them who you are. Listing the product groups in which you operate, specifying keywords attendees can find using the full-text search function, and creating product pages that describe your offerings in detail are perfect ways to do just that.
- **Logo in the exhibitor directory and the interactive floor plan (online)**
Our best-selling individual service guarantees that your logo will be displayed along with your name in the exhibitor directory and on your booth in the interactive floor plan. That way, you're sure to catch the eye the first time – every time.
- **Logo placement in the Exhibition Guide**
One thing is for sure: On the show floor at Formnext, everyone has to move quickly. By getting your logo into the Exhibition Guide, you'll ensure your visibility in one of the most relevant places where attendees will be looking for the next booth to visit. They won't be able to miss you!
- **Video uploads in your company profile**
You can embed videos on your company profile and on all your product pages to make it perfectly clear who you are and what makes your offerings unique.



A CLOSER LOOK AT OUR SALES & MARKETING SERVICES II

Our SMS packages contain the following services and benefits:

TICKET ALLOTMENTS

- [Voucher codes for Expo Passes \(100% discount codes for your attendees\)](#)

Give the gift of Formnext to your customers and business partners! With a voucher code for an Expo Pass, they can attend all four days of the event free of charge.

- [Voucher codes for VIP Passes \(100% discount codes for your VIP attendees\)](#)

Looking for a little something extra? With these codes, your VIPs can get to the trade fair grounds for free using the local public transport or park their cars directly on-site. Our VIP lounge also offers the ideal setting for personal discussions or a quick break with a snack and a hot or cold beverage of their choice.

CONTACT MANAGEMENT

- [Lead management with Lead&Track by LeadSuccess](#)

This solution enables you to scan the badges of your booth visitors to access their contact information. And that's not all: you can also attach your own additional information to each lead! After the event, you'll be able to download all this data and import it into your CRM system. Additional licenses and hardware for Lead&Track can be acquired separately, as well. With the SMS packages BASIC and BOOST, you'll receive the following attendee information when using Lead&Track: title, first and last name, company, e-mail address, postal address, country, and time of scan. The BEST package also includes industry, department, position, age, and area of interest.

- [Presentation slot on the Formnext Technology Stage \(15 minutes\)](#)

It's your time in the spotlight! Our exhibitor stage is the perfect platform for presenting your offerings to new target groups beyond your booth.

RECRUITING SERVICES

- [Job postings on the Job Wall \(on-site\)](#)

There's no other place where supply and demand come closer together than at THE annual gathering of the AM industry. Are you looking for highly qualified employees? Post your current opening on our Job Wall and you might just find the right people to take straight back to your company.

Still unsure which package is the right one for you? Use our brand-new [SMS Advisor](#) and get the perfect package recommendation by answering just seven questions. If you need assistance choosing the best SMS package or in case of any questions, we're here to help! Please don't hesitate to contact your [sales manager](#).