

Service	Gain	Plus € 950	Pro € 600	Eco € 400	Basic entry € 0
Company Profile	Visible to all platform users	✓	✓	✓	✓
Events/Sessions	Promotion of activities during the fair and beyond: the book industry's Calendar of Events	✓	✓	✓	✓
Word of Mouth	Endorsement marketing for your company profile, your products, service range, and events	✓	✓	✓	✓
Entry for team members	Introducing your team members plus the option of appointment booking	✓	✓	✓	✓
Number of admins	Administrative authorisation for entry editing	unlimited	15	10	3
Access to views and usage	Overview of interaction with your entries and access to user contact details	✓	✓	✓	✗
Product/ Programme presentation	Presentation of your range of services, programme highlights, publishing focus, authors, or selected titles (e.g. with videos)	unlimited	25	10	✗
Badge Scan	Scan function of your visitors' badges, with data transmission	✓	✓	✓	✗
Video calls	Appointments schedule and video calls with customers, directly via the platform	✓	✓	✗	✗
Upload for marketing materials	Upload for previews, video and audio content, and other materials	unlimited	15	✗	✗
Premium Profile	Extended profile design options: background and header image, additional videos	✓	✓	✗	✗
Top of the list	Search results shown as Top of the List	✓	✗	✗	✗
Logo in online hall plan	Company logo in online hall plan	✓	✗	✗	✗
Banner (Web & App)	Company banner online and in the Book Fair App	✓	✗	✗	✗
Pop-up profile banner	Pop-up banner placement on your profile and product pages	✓	✗	✗	✗