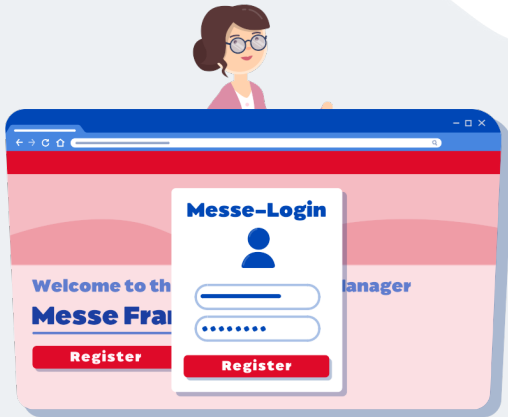# The Media Package Manager (MPM)

The Media Package Manager of Messe Frankfurt helps you to present your company in the trade-fair media. With the MPM, you can easily and quickly provide potential customers with information about your company, your products, and your brands on all media channels. Reach your target audience with successful entries in the trade-fair catalogue, in the digital exhibitor and product search, and on the interactive site plan.

How does the MPM work?

With the registration for a trade show, each exhibitor receives a Media Package. You can access MPM via the Messe-Login with your regular login details for Messe Frankfurt. On the landing page "Your Media Package Manager", you will be given all the information you need in order to find your way around the MPM. If you booked paid extras for the last trade show, you will be able to carry them over with just one click.

How do I create the media entries for my company?

Right at the beginning, you will be given the option to edit your company profile, that is, your contact details, product groups, brands, and products All details can be modified or added to at any time. You can also optimise the presentation of your brand with a wide range of additional services. You'll find all services – details included in the Media Package and paid extras – sorted by topic in the menu on the left. In the shopping cart, the additional services you have chosen can be modified or deleted. The preview function allows you to check the display of your entries in the trade-fair media in advance.
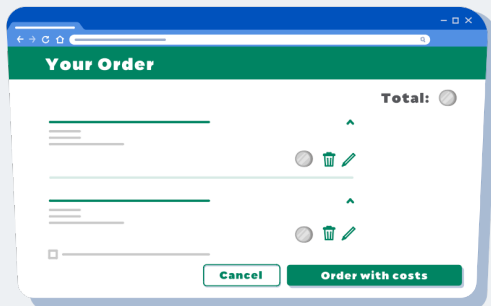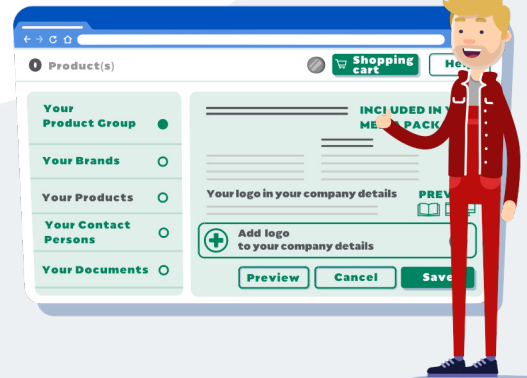
How do I keep track of costs?

For every service, there are indicators as to whether it is included in the Media Package or is subject to a charge. Items are purchased only when you click on the button „Order with costs".

How do I take advantage of additional marketing services?

Would you like to reach even larger parts of your target audience? Under the heading "Advertising Options", you'll find an overview of all additional services for optimising your company profile as well as exclusive, limited offers such as advertisements and highlighting in the exhibitor search.
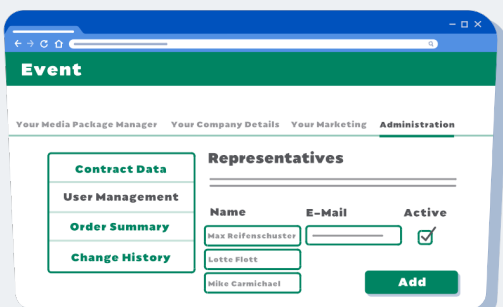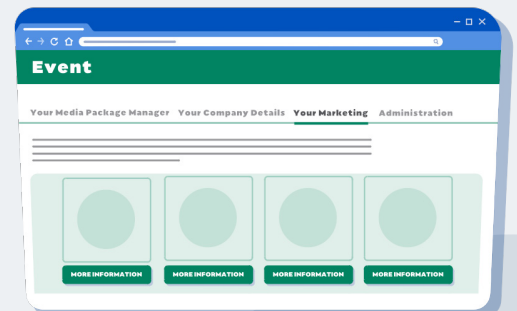
How do I manage my access to the MPM?

In the menu „Administration", you'll find an overview of your contract data, orders, and change history. Here you can also appoint colleagues as your representatives. They will then be given access to the MPM as well.