

Messe Frankfurt realigns marketing services for customers

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Messe Frankfurt sees itself as a partner and advisor to the business sectors and offers its trade fairs and B2B events the event-related services needed for a successful corporate presence: from stand construction and catering to advertising opportunities. By structuring the new MFS Mediaservices department, the company is responding to its customers' growing need for high-reach marketing offers - on site and online.

Marketing services that support exhibitors in their successful trade fair presentation have long been part of Messe Frankfurt's core business. In this context, Messe Frankfurt Medien und Service GmbH, a wholly owned subsidiary of Messe Frankfurt, looks back on a broad portfolio of classic marketing products that are increasingly being supplemented by digital advertising options. Messe Frankfurt's own publishing house MFS Publishing Services, a unique selling point within the trade fair industry, completes the range with print and online publications to accompany events.

As a result of increasing digitalization in marketing, the product and service portfolio of Advertising Services and Publishing Services is growing together more and more. In order to optimally meet the needs of customers in the future, Advertising and Publishing Services will be merged into the new MFS Mediaservices department.

mediaservices

The aim is to optimally align the range of services and the associated processes with our customers and to efficiently use the synergies and potential gained from the merger of the two service divisions. The MFS Fairconstruction department for trade fair presentation will continue to exist in its form. "It is true that we had to cancel many of our events in the last two years due to the pandemic. But that did not mean a standstill in the company. We used the time well to rethink and optimize our service portfolio from our customers' point of view," says Martina Bergmann, Managing Director of Messe Frankfurt Medien und Service GmbH.

Ania-Virginia Kleinbichler takes over management as of 1 February

The new MFS Mediaservices department creates a high-reach presence for exhibitors with analog and digital marketing products and enables new lead generation opportunities. The department management was taken over by Ania-Virginia Kleinbichler on 1 February 2022. The media management graduate has been with the company since 2007 and was most recently responsible for Messe Frankfurt's customer programs. "With the MFS Mediaservices department, Messe Frankfurt continues to develop as an expert in effective advertising measures for organizers and exhibitors. We are delighted that Ania-Virginia Kleinbichler is actively helping to shape this process as a marketing specialist," says Bergmann.



Ania-Virginia Kleinbichler

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021