Manual
Communication activities for Assosport members

Activities overview

1. Brand activities

- 1.1 ISPO.com logo and linking

- 1.2 Social Media

- 1.3 Social Buzz

- 1.4 Editorial report

- 1.5 Newsletter integration

2. Visitor communication activities

- 2.1 ISPO MUNICH logo and linking

- 2.2 Invitation of customers

- 2.3 Print-Advertisement

According to the cooperation agreement between Assosport and ISPO/Messe München members have to fulfill and proof 3 of the activities described in this document in order to receive full remuneration.

1. Brand Activities

1.1 ISPO.com Logo and Linking

- Activity: **ISPO.com „logo" (News for Sports Experts) + linking to www.ispo.com**

- Reference: **The link has to be on the 1st or 2nd level on the homepage**

          ➡   **2nd level means, max. 1 click below the mainlevel**
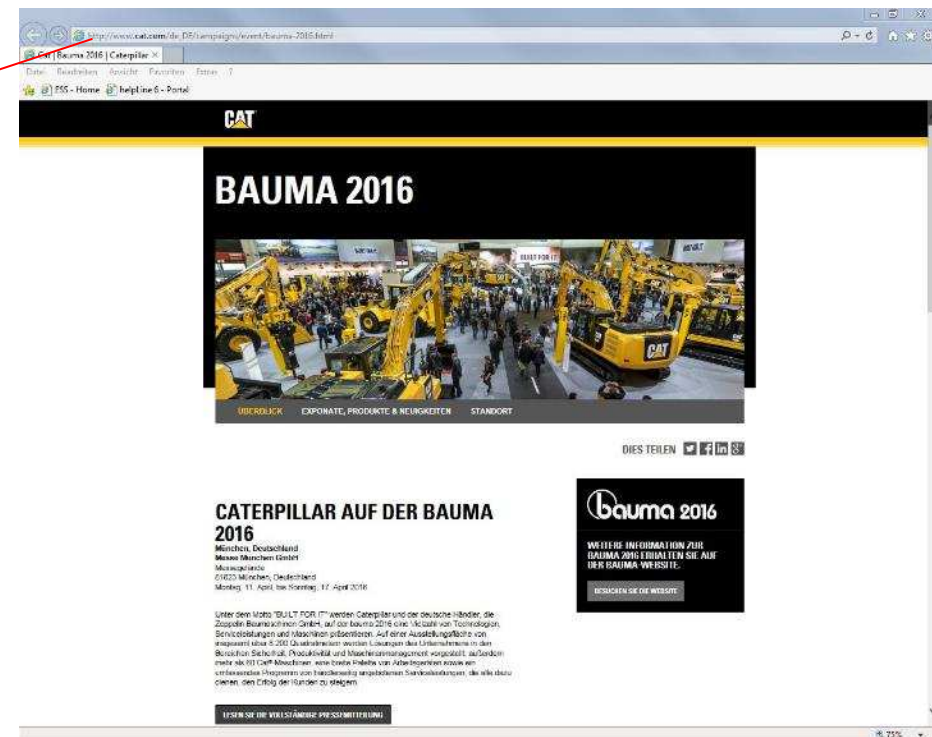
Example:

Fair - Bauma

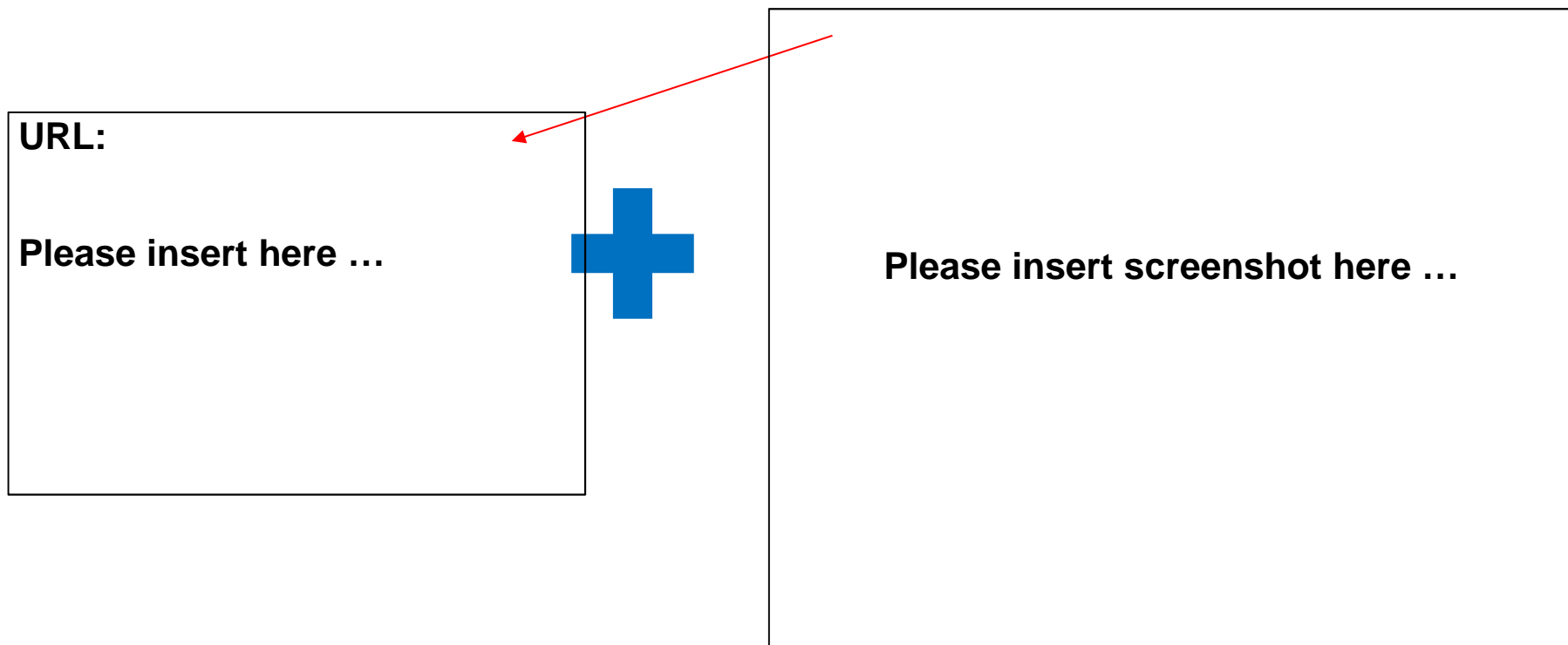**- Screenshot + active URL, on which the logo is integrated**

URL:

**http://www.cat.com/de_DE/
campaigns/event/
bauma-2016.html**

+

- **Screenshot + active URL, on which the logo is integrated**

URL:

Please insert here …

Please insert screenshot here …

1.2 Social Media Range

- **Activity:**   An article on one of the social media channels (Facebook, LinkedIn)

- **Opportunities:**   sharing of ISPO.com articles; sharing of ISPO Facebook posts / ISPO LinkedIn posts

- **Reference:**   range   ➡   minimum of 5.000 persons reached per article

1.2 Proof-Example

- Screenshots of the published posts incl. reach data within the range evidence

1.2 Proof

- Screenshots of the published posts incl. reach data within the range evidence

Please insert screenshot here …

1.3 Social Buzz

- **Measure:**   **An article on one of the social media channels (Facebook, LinkedIn, Twitter, Instagram)**

- **Opportunities:**   **Sharing of ISPO.com articles or company own articles ; sharing of ISPO Facebook posts or ISPO LinkedIn posts**

- **Reference:**   **minimum of 5 posts with the hashtag #ispo during ISPO MUNICH shows**

- Screenshots of the published posts

- Screenshots of the published posts

Please insert

screenshot here …

Please insert

screenshot here …

Please insert

screenshot here …

Please insert screenshot here …

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screenshot here …

1.4 Editorial Report

- **Activity:** **An editorial report on your online presence (blog) with linking to ISPO.com**
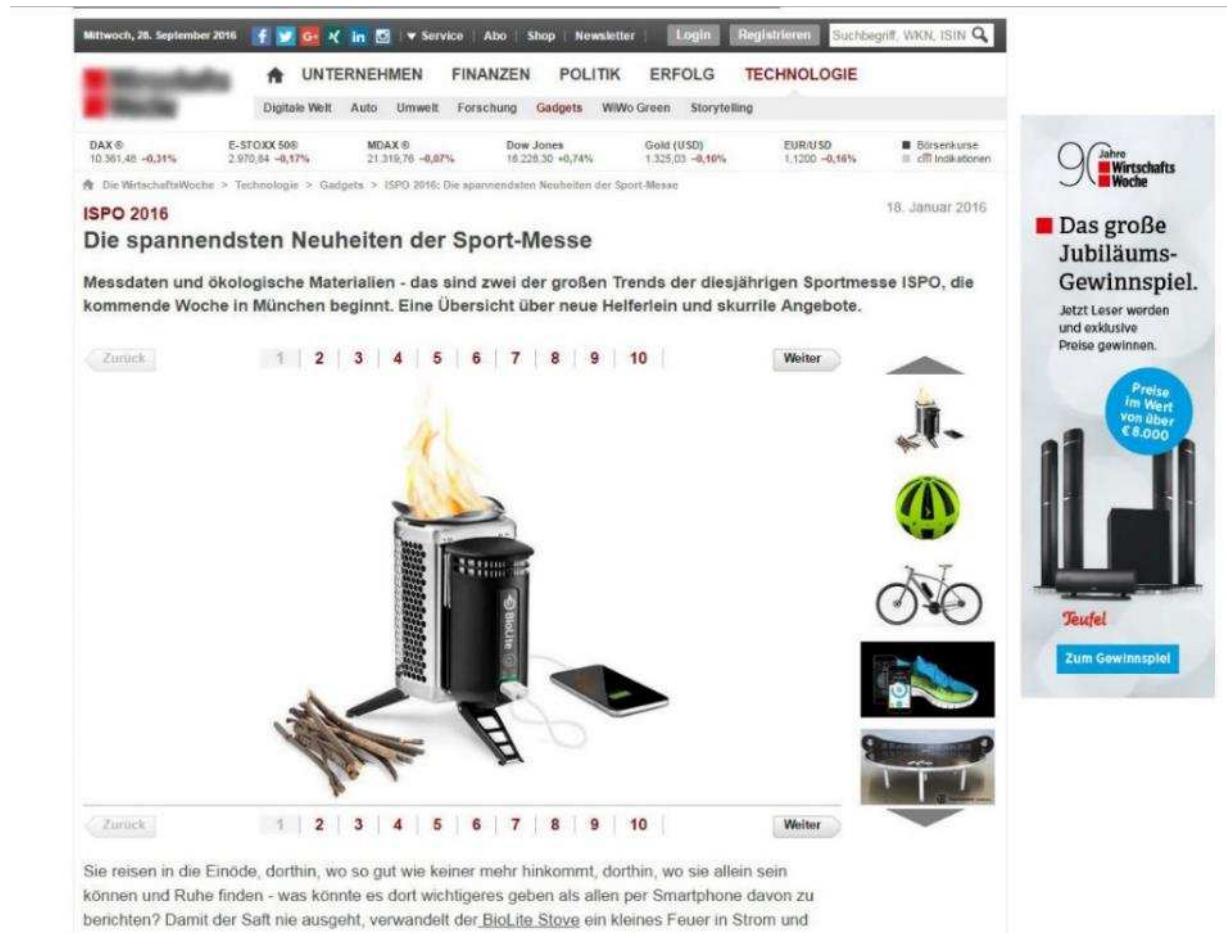
- active URL + screenshot

URL:

www.wiwo.de/technologie/gadgets/

ispo-2016-die-spannendsten-neuheiten

-der-sport-messe/12838398.html
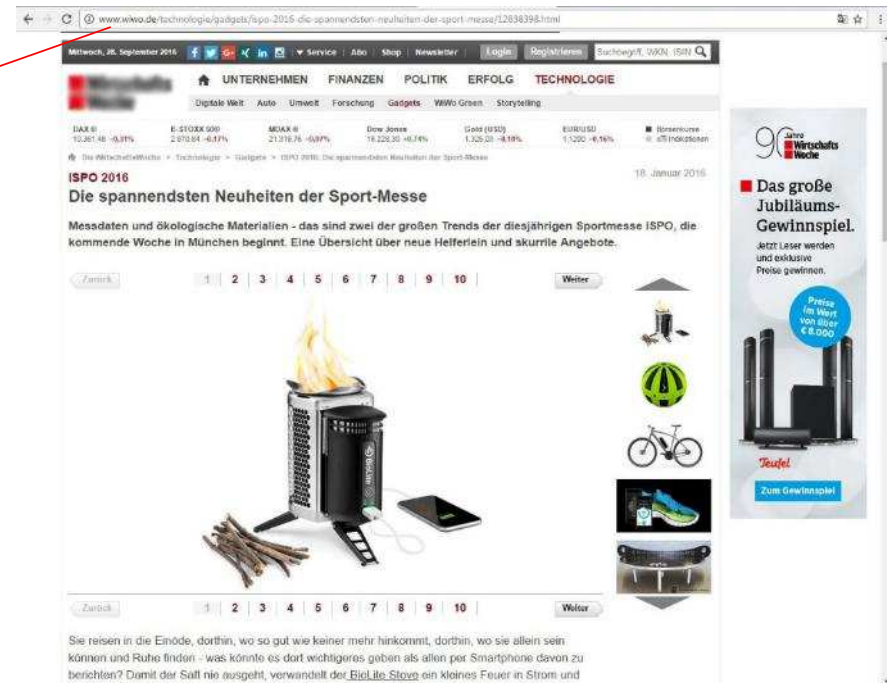
1.4 Proof
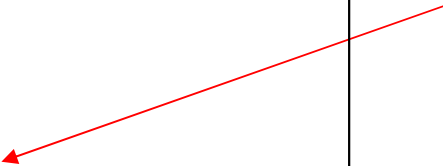
- active URL + screenshot

URL:

Please insert here …

+

Please insert screenshot here …

- Activity: editorial integration of an ISPO.com article in your company newsletter

1.5 Proof-Example

- Screenshot + Fallback-Link

Fallback-Link = URL of this link

-> Newsletter can be opened with the browser

**URL: http://us2.campaign-archive1.com/
?u=3ce06393dd98099f1d2017428&id=a08
7e35ca6&e=34b3b87320**

1.5 Proof

- Screenshot + Fallback-Link

Please insert screenshot here …

+

Fallback-Link = URL of this link -> Newsletter can be opened with the broswer

URL:

Please insert here …

2. Visitor communication activities

2.1 ISPO MUNICH Logo and Linking

- Activity: The ISPO MUNICH LOGO (during the fair)+ Linking on ispo.com
(before and after the fair)

- Reference: The link has to be on the 1st or 2nd level of your homepage

➡️   2nd level means, max. 1 click below the main level

➡️   latest 2 weeks before the event

Example:

Fair - Bauma

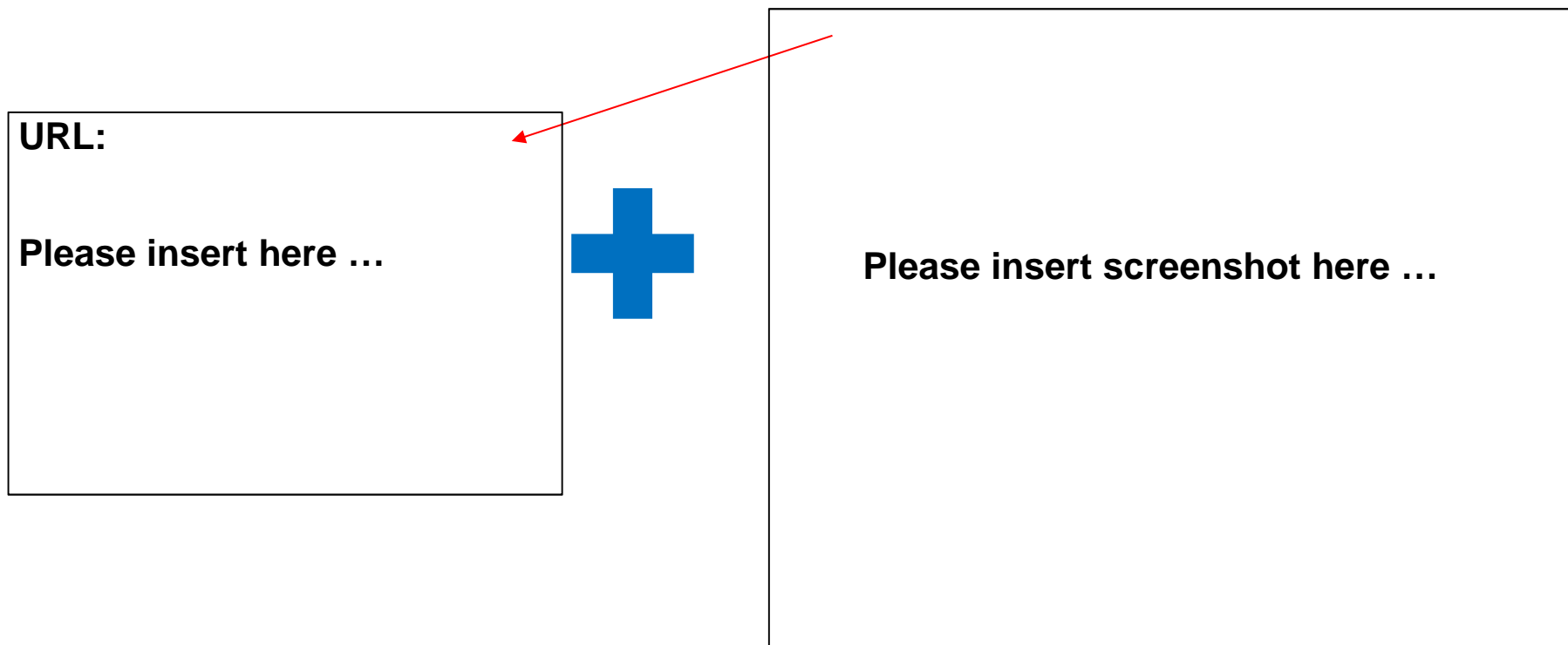# *2.1 Proof-Example*

- Screenshot + active URL, on which the logo is integrated

URL:

http://www.cat.com/de_DE/

campaigns/event/

bauma-2016.html

2.1 Proof

- Screenshot + active URL, on which the logo is integrated

URL:

Please insert here …

+

Please insert screenshot here …

2.2 Invitation of customers
(Print and Digital)

- Activity: The ISPO MUNICH logo has to be integrated in the invitation.
Timing: before the respective show starts.

- Reference: Frequency and outreach according to the companies capability
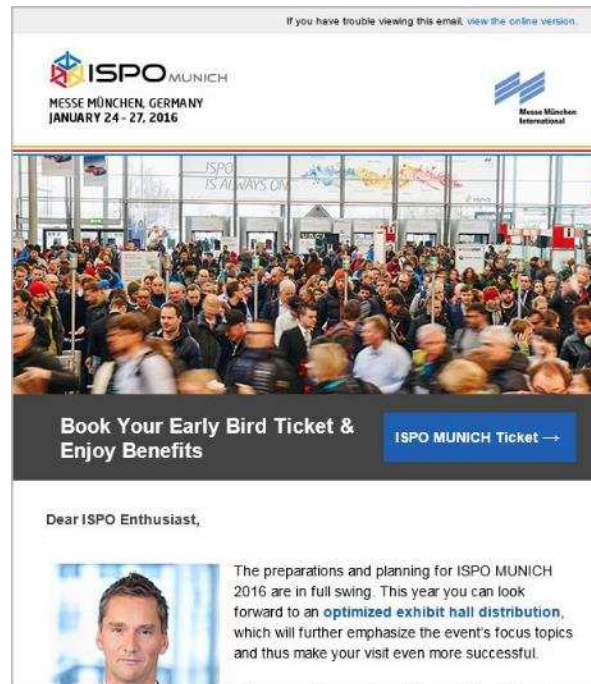
2.2 Proof-Example

- **Scan or screenshot of the invitation**
- **Mailing: Fallback-Link = URL of the invitation (invitation can be opened in the browser)**

Fallback-Link:

URL:

http://fairsltd.us11.list-manage.com/track/click?u=16f0615e606aa79ccc726e043&id=866151ad4a&e=2b242efb79
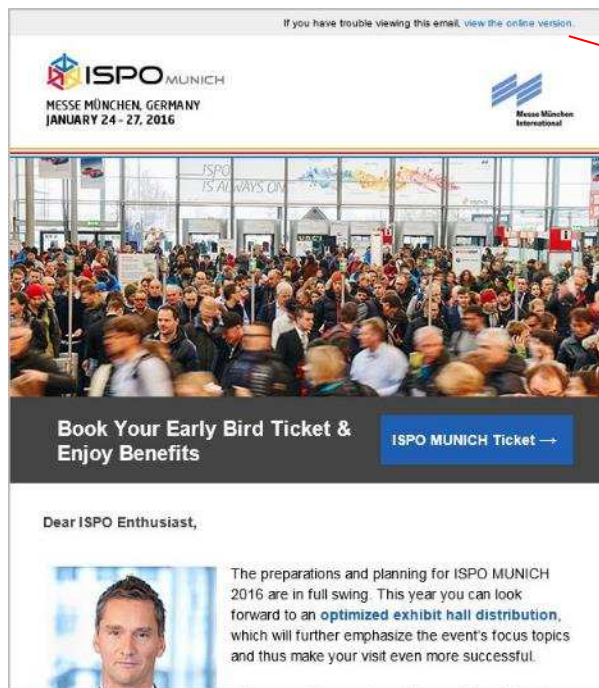
(Attention: This example fallback-link is no longer active, but only an explanatory note)

- **Scan or screenshot of the invitation**
- **Mailing: Fallback-Link = URL of the invitation (invitation can be opened in the browser)**

Please insert

screenshot here…

Fallback-Link:

URL:

Please insert here...
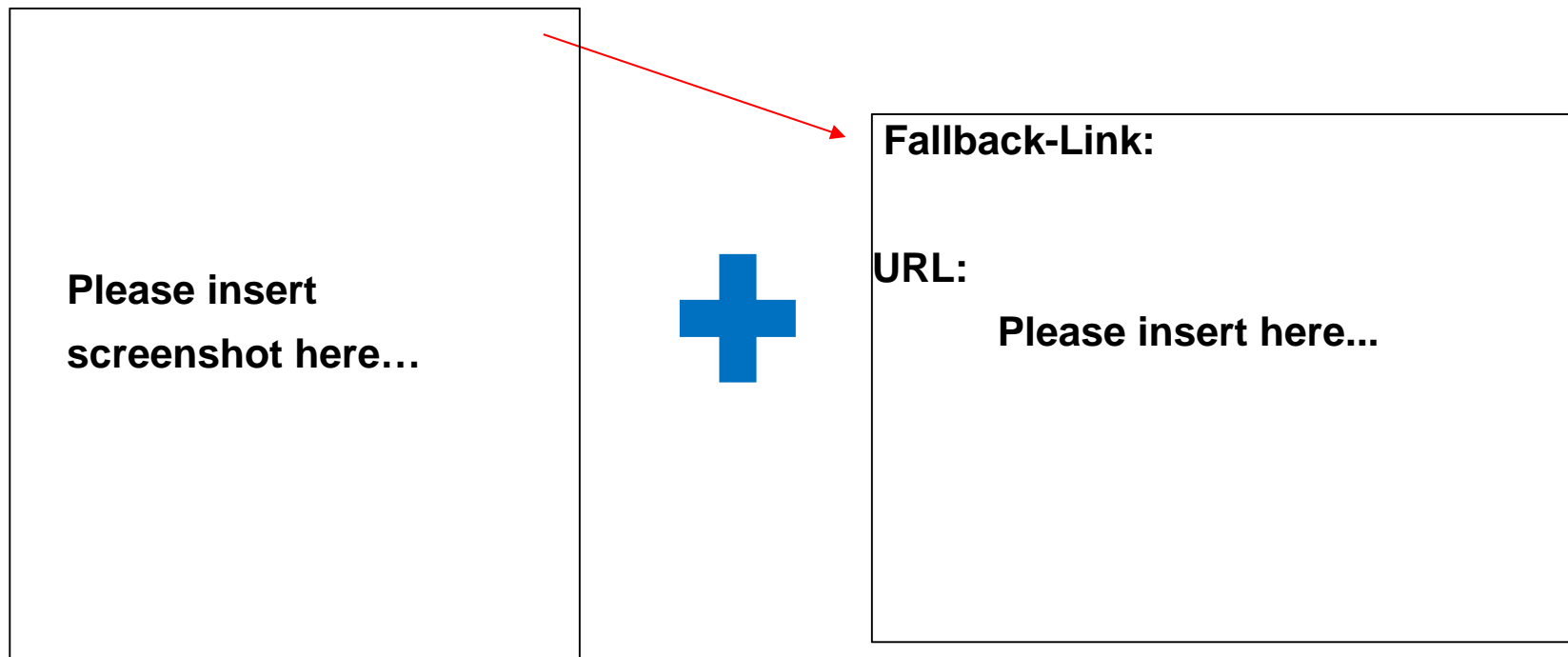
- Activity: Integration of the ISPO MUNICH seal

- Reference: Publishing in at least 1 edition of trade journals

- **Scan of the double page (print file is insufficient)**

2.3 Proof

- **Scan of the double page (print file is insufficient)**

Please insert scan here …