

myFACHPACK offers you additional benefits around matchmaking, networking, knowledge transfer and exhibitor & product presentations. In addition, you can supplement your basic entry on the platform with our digital service packages:  
Simply choose according to your individual needs!

This offer is available only to registered exhibitors at FACHPACK 2021.  
Subject to change.

**Deadline: immediately**

**Please return to:**  
NürnbergMesse GmbH  
FACHPACK event team  
T +49 9 11 86 06-89 69  
fachpack@nuernbergmesse.de

## The basic entry on myFACHPACK is included in the marketing services

(details on page 2)

Supplement this entry with the following packages:

### Services of the digital packages

(Details on pages 3 and 4)

		1 PLUS	2 PREMIUM	3 EXKLUSIV
Documents in the company profile	Total number	5	7	10
Presentation of products/services	Total number	5	7	10
Pictures in the company profile	Total number	2	5	10
Videos in the company profile	Total number	1	2	3
30 min. virtual roundtable	Total number	1	3	6
Provision of lead & participant lists		standard lead report	extended & lecture lead report	extended & lecture lead report
30 min. presentation slot in the exhibitor forum INNOVATIONBOX			x	x
Direct video call function			x	x
Performance dashboard to show interaction			x	x
Part of the official programme announcement			x	x
Promotion as exclusive partner before and during the event				x
Top placement of your logo on myFACHPACK				x
Provision of Google & tracking data				x
Package prices		2,500 €	6,000 €	11,000 €
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

> limited

Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany.

Exhibitor / Customer

Contact for queries

Phone

E-Mail

We have taken note of the General Conditions and Special Conditions for Participation in the trade fair FACHPACK 2021 with a Digital Extension for Exhibitors and Visitors incl. information on data protection and we accept them on all points. We can object to the promotional use of our data by NürnbergMesse GmbH at any time by letter (NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg) or e-mail (data@nuernbergmesse.de).

Place and date

Company stamp and authorized signature of exhibitor

## Print and online marketing services including basic entry on myFACHPACK

### Print marketing services

- Display of the exhibitor's press releases in the press center (if available)
- Entry of exhibitor's company name and stand number in the exhibition guide (if available)
- Provision of ready-to-use mailings for visitor acquisition activities
- Post cards
- Stickers (if applicable, with stand number of the exhibitor)

### Online marketing services

- Basic entry on myFACHPACK:
- Company profile incl. description (max. 10,000 characters), logo, teaser image, contact information, stand number, if applicable
- Link to the exhibitor's website and social media channels
- File gallery: Upload of 3 exhibitor press information as pdf document
- Illustration of 5 products/ services (each with one picture/video/document)
- Possibility of marking products or services as new product
- Assignment to product groups
- Assign your stand staff or employees to your company profile as contacts (Number corresponds to number of the exhibitor passes)
- Access to virtual matchmaking with participants and exhibitors of the event
- Integrated chat and possibility to arrange 1:1 video meetings (live video calls)
- Free access as a participant to all lectures in the exhibitor forum or supporting programme
- Onboarding stand staff or employees on myFACHPACK
- Online banner, if applicable, with stand number of the exhibitor
- Provision of Email templates for your participant marketing actions
- Voucher codes: All vouchers redeemed by visitors are free of charge
- Voucher-Monitoring
- Entry of company name and stand number in the online floor plans (if applicable)
- Link from packaging-360.com to the exhibitor list on the website

## Components of the digital packages

(depending on package)



- > **Individual company profile:** Present your company how you would like to be seen by your customers. You can include a description of the company, your contact details, social media channels and product information. You can also assign your colleagues to your profile and take advantage of the various options for direct contact or arranging appointments with all participants. You give life to the event!
- > **Targeted matchmaking:** During the onboarding process, every participant – exhibitors and visitors – completes a profile form, in which they are asked about their interests, product groups, product characteristics, sales channels etc. On the basis of this data, the most relevant contacts for your individual requirements will be suggested to you as top matches and you can start making contact. You can confidently find the right contact person amongst all the participants. All visitors who obtain a ticket to FACHPACK 2021 receive access to the on-site event and the digital platform.
- > **Onboarding stand staff or employees:** Assign your stand staff or employees to your company profile as contacts by their exhibitor passes – your colleagues will be directly available to interested parties during the event as “digital stand personnel” via the chat or via direct or live video calls (services vary depending on the exhibitor package).
- > **1:1 video calls incl. online appointment:** You can access a 1:1 video call with your contacts or newly acquired contacts via the chat. You can also add additional people to this video call. In the video call itself, you can chat or present your screen or a PowerPoint. With the 1:1 video calls, you can also make appointments in advance. The online appointment is used for participants to make appointments with employees.  
Please note: you cannot set a virtual background.
- > **Direct video calls:** The direct video calls function allows the visitor to identify – directly on the company profile page – which employees of the exhibitor are currently available for a direct video call. The direct video call makes it possible to communicate with the employees of an exhibitor directly by video call without a pre-arranged appointment, so that you can find out about the company and its products without time constraints. Employees on a video call are not automatically shown as “not available”, but can set themselves to “not available”. If they are called and cannot take the call, they will be informed in the chat that they have missed a call.
- > **Integration of videos and PDFs | prominent placement of products and innovations:** Enhance your company profile with informative contents in the form of image and video files, as well as documents and individual product profiles, design your profile in an attractive way and arouse the interest of the participants. Make product images, marketing films, product data sheets or videos of your products accessible to potential customers in this way and show who you are and what you offer! (Services vary depending on the exhibitor package)
- > **Provision of lead reports:** All lead lists provided are files with GDPR-compliant leads. For more efficiency and minimised effort in follow-up! There are two different types of lead reports:
  - **Lead report employee/Standard:** After the event, each contact person/employee receives a list of personal contacts made during the show (chat messages, 1:1 meetings). This lead report is generated individually for each employee. It represents an aggregated list of leads for each contact person of the exhibitor. This is available to the employees during the event (via download from the respective exhibitor profile, i.e. the employees must also be listed there as contact persons). The list contains the following data: First name, Last name, Email, Company name, Job title, Country, City, Date and Time of lead generation
  - **Lead report company/Extended:** With this lead list, the admin/correspondent contact of the exhibitor receives an additional list of all contacts who have explicitly requested to be contacted by the exhibitor via the “Request more information” button in the company profile. A defined contact person/correspondent contact who is noted as admin in the company profile is authorised to retrieve these lists. This can already be downloaded during the event via the exhibitor profile. In order to be able to call up the lead list, this person must therefore be registered in the network. The list contains the following data: First name, Last name, Email, Company name, Job title, Country, City, Date and Time of lead generation

## Components of the digital packages

(depending on package)



- > **Targeted search for participants (companies and individuals):** With the help of the search function (free text search and numerous filter criteria), it is easy to search for and find specific companies and individuals who interest you on the platform, leading to effective and efficient networking with exhibitors and visitors at FACHPACK 2021.
- > **Targeted search for products:** The targeted search for products (free text search and numerous filter criteria) is also possible, allowing you to access the product presentation in the exhibitor's profile directly and to obtain comprehensive information about the product and the exhibitor.
- > **Product presentation:** Present your products prominently in the product catalogue. Visitors can use a number of filter criteria to look for the new products that interest them. Your products will be presented with their own description, images and videos (1 picture, 1 video and 1 PDF document each) and a contact person. The products will be linked to your exhibitor profile.
- > **Virtual round table (your personal digital meeting room):** Open discussion rounds, press conferences, web sessions or training courses on issues you specify embedded directly in your company profile – an ideal format for sharing individual content and increasing your reach. Create your own event within the event! Round tables have up to 25 participants, a maximum length of 30 minutes and are limited.
- > **Lead report round table:** All exhibitors, partners who have included or booked a round table in their exhibitor package will receive a list of participants with the participants who have clicked on "PARTICIPATE" for the round table. The list contains the following data: First name, Last name, Company name, Job title, Email. This list is only made available to the admin of the company profile.  
Tip: You can already view the interested parties in your round table in advance and contact them directly.
- > **Presentation in the Exhibitor Forum INNOVATIONBOX:** (incl. live stream on the digital platform myFACHPACK, incl. link in the company profile): Whether it is "live" or "pre-recorded", we support you with "technical checks". During the presentation, the chat function can be used for questions/answers or surveys. The presentations are limited to 30 minutes.
- > **Lecture lead report INNOVATIONBOX:** All exhibitors who book a presentation slot in the Exhibitor Forum or have it included in their selected package, will also receive two additional lists in the follow-up to the event (approx. 7 days). The first additional list contains the actual viewers/participants including the duration of their participation. The second list containing contact information of participants who clicked on the button 'PARTICIPATE', and who expressed interest in the lecture. These lists are made available to the admin of the company profile. The list with the actual participants contains the following data: First name, Last name, Email, Duration  
The list of „PARTICIPATES“ contains the following data: Session, Status, First name, Last name, Company name, Job title, Email, Category, Date, Time  
Tip: You can view the interested parties in your lecture in advance and contact them directly.
- > **Performance Dashboard to show interaction:** Your admin/correspondent can view quantitative data such as number of visitors to company profile, number of meetings arranged, etc. in the dashboard on the company profile.
- > **Tracking data Google + Analytics:** Numbers say more than 1,000 words – You want to know who actually visited your company profile? In this list you will find the number of company profile visitors who clicked on your company profile, as well as their contact details (First name, Last name, Email, Length of stay).