

1.– 5.3.2021

DIGITAL



**embeddedworld2021**

Exhibition & Conference

... it's a smarter world

## Your successful appearance on the platform

### Company profile - show everyone who you are!

Design your content and videos individually: Personal address is received positively by participants, especially in a virtual context!

For example, you can use the **teaser video** to:

- introduce yourself and your team
- Invite visitors to your lectures and roundtables
- to promote your own events
- To show product innovations

Tip: You can also adjust all content in your profile during the event. For example, upload a video on the first day that actively welcomes the participants. Please note that the upload can take some time - so it makes sense to upload videos at the end of the day of the fair.

### Employee list on the company profile

Not all employees who take part in the event need to be listed on your company profile. In the onboarding process, your employees can choose whether or not they want to link their participant profile with the company profile. This selection can also be changed during the event.

### Products in the company profile

Make sure you use the number of products contained in your exhibitor package, as these are also listed in the "Products" section and thus generate additional visibility.

### Direct video call (PREMIUM + EXCLUSIVE package)

In their personal settings (profile picture top right), your employees can choose at any time whether they are available for calls via the direct video call or not. If they have specified "available", they appear in the company profile.

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### Interaction during the event - it's in your own hands!

Use the database available to you (best matches + list of participants) and address interesting participants proactively. Your advantage: For the first time you can see exactly who the visitors are and can approach them specifically!

#### List of participants

In the list of participants you can search for keywords (e.g. "Sales"), but also for product groups, and thus find potential new customers.

Tip: When addressing visitors in the chat, always make sure that your emails are personal and individual and not advertising or mass emails - advertising messages are perceived very negatively by visitors and are usually not answered.

#### Best matches

The best matches, based on your onboarding information (= registration process on the platform), are people who best match your search criteria, are suggested from all participants. Use what you have in common to get into conversation quickly!

Tip: By changing your details in the onboarding (personal settings - change profile) you can also modify your best hits!

Tip: To prevent all employees of your sales team from getting the same best hits, it is advisable to select different product groups or regions during onboarding in order to receive as many different suggestions as possible and to avoid duplication!

#### Roundtables (PREMIUM + EXCLUSIVE package)

Roundtables are individual web sessions which you can use for interactive discussions, product presentations or press conferences, for example. By placing them in the official agenda, the roundtables have extremely high visibility and also draw visitors' attention to you and your products.

Tip: Be creative in your choice of content and try new things too.

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### Visibility - Draw attention to yourself!

There are numerous options that you can use to attract potential customers:

- in the **Exhibitor's Forum**: Present your products and your company in the official program as perfect opportunity to attract the attention of your target group!
- in **roundtables**: place your own content in the event program!
- Participation **embedded award**: Present your technical innovations around embedded technologies to the expert jury!
- About the **products in your company profile**: Benefit from the additional links in the product list!
- through targeted **networking**: Use your network by referring to each other!
- via **additional services** as linking of partner companies, super leaderboard, skyscraper, mini banner or additional products etc. All additional services can be booked in the Online ExhibitorShop.
- Don't forget: You can invite your customers to participate in embedded world 2021 DIGITAL free of charge with your **personal voucher code** and thereby draw attention to yourself.