

1.–5.3.2021

**DIGITAL**



**embeddedworld2021**

Exhibition&Conference

... it's a smarter world

**ADDITIONAL SERVICES AND SPONSORING  
OPPORTUNITIES**

Status 09 February 2021

NÜRNBERG  MESSE

## embedded world 2021 DIGITAL

THE dialogue platform of the embedded industry



The embedded community and its members from around the world will meet virtually over the course of **five days** to **connect, exchange knowledge**, develop and present **innovations & solutions**.

Special emphasis is placed on direct and **personal communication**. A variety of tools are available during the digital event that enable your team to instantly connect with qualified participants and target groups.

An **intelligent matchmaking** tool suggests meaningful connections from event participants who based on mutual interests and goals best meet your requirements.

A perfect complement – the [embedded world Conference](#) and the [electronic displays Conference](#) invite you to first-class professional and solution-oriented dialogue and networking. A separate ticket must be purchased to attend lectures at the conferences.

embedded world 2021 DIGITAL offers the perfect mix of networking across various communication channels, high level conferences and an innovative presentation program!

## Additional services

### Linking of partner companies

PRICE: EUR 95

Booking via Online  
ExhibitorShop

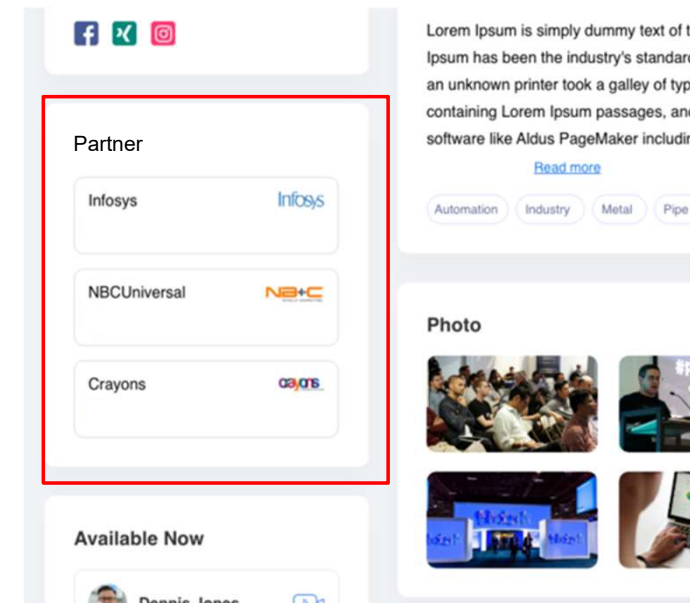
### DESCRIPTION OF SERVICE

If you want to link to a partner company of yours, you can do so by booking the above mentioned additional service. The link will be visible directly in your company profile. Partnerships between two companies are thus easily displayed and the respective partner can be reached with one click.

### THINGS TO KNOW

The linking works in both directions. Exhibitor A books the above-mentioned additional service and links up with exhibitor B. This link is stored both in A's profile and in B's profile. If you want to link to e.g. three other companies, you must also book the corresponding service three times.

### EXAMPLE PICTURE



## Additional services

**Mini Banner on embedded-world.de**

**PRICE: EUR 3,250**

Booking via Online  
ExhibitorShop



### DESCRIPTION OF SERVICE

The ultimate in advertising, efficiently tailored to your target groups.

Make your presence felt even before the event, with your customised banner on the embedded world 2021 DIGITAL website.

### THINGS TO KNOW

**Banner format:** 160 x 60 pixels

**Slots available:** 6

Banners are loaded randomly and the system ensures equitable rotation in exchange with Skyscraper banner.

**Duration:** at least 4 weeks after the exhibition

**Language variants:** to be supplied in German and English

**Picture format:** GIF or JPG (max. size 20 KB)

**Animation:** max. 6 seconds, max. 3 loops

Layout is subject to change

### EXAMPLE PICTURE



## Additional services

**Super Leaderboard on [embedded-world.de](https://embedded-world.de)**

**PRICE: EUR 7,590**

Booking via Online  
ExhibitorShop



### DESCRIPTION OF SERVICE

Use the web pages of embedded world 2021 DIGITAL for your successful online communication.

Make your presence felt even before the event, with your customised banner on the embedded world 2021 DIGITAL website.

### THINGS TO KNOW

**Banner format:** 970 x 90 pixels

**Slots available:** 3; 1 banner always visible. Banners are loaded randomly and the system ensures equitable rotation.

**Duration:** at least 4 weeks after the exhibition

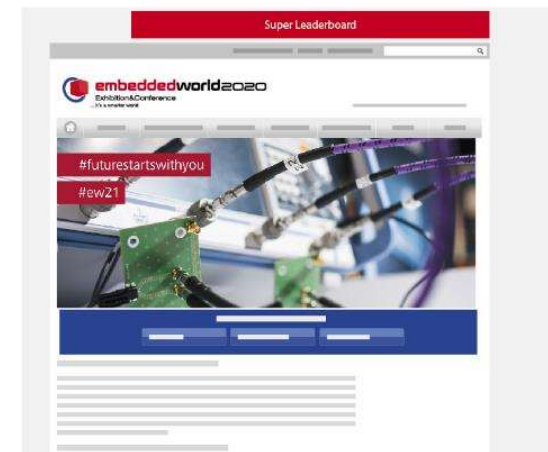
**Language variants:** to be supplied in German and English

**Bildformat:** GIF or JPG (max. size 60 KB)

**Animation:** max. 6 seconds, max. 3 loops

Layout is subject to change

### EXAMPLE PICTURE



## Additional services

*Skyscraper on embedded-world.de*

**PRICE: EUR 6,490**

Booking via Online  
ExhibitorShop



### DESCRIPTION OF SERVICE

Use the web pages of embedded world 2021 DIGITAL for your successful online communication.

Make your presence felt even before the event, with your customised banner on the embedded world 2021 DIGITAL website.

### THINGS TO KNOW

**Banner format:** 160 x 600 pixels

**Slots available:** 4; 1 banner always visible. Banners are loaded randomly and the system ensures equitable rotation in exchange with Mini Banner.

**Duration:** at least 4 weeks after the exhibition

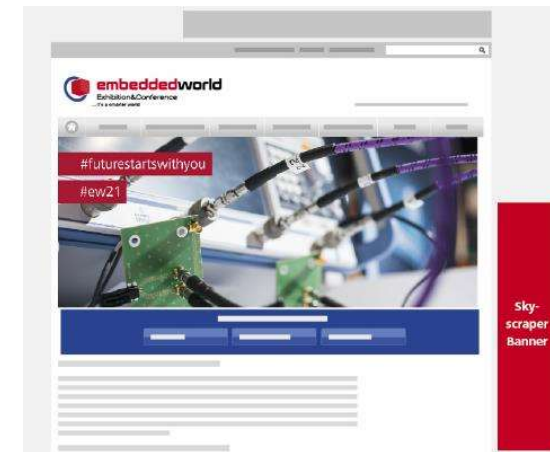
**Language variants:** to be supplied in German and English

**Bildformat:** GIF or JPG (max. size 35 KB)

**Animation:** max. 6 seconds, max. 3 loops

Layout is subject to change

### EXAMPLE PICTURE



## Additional services

**5 additional products in company profile**

**PRICE: EUR 490**

Booking via Online  
ExhibitorShop

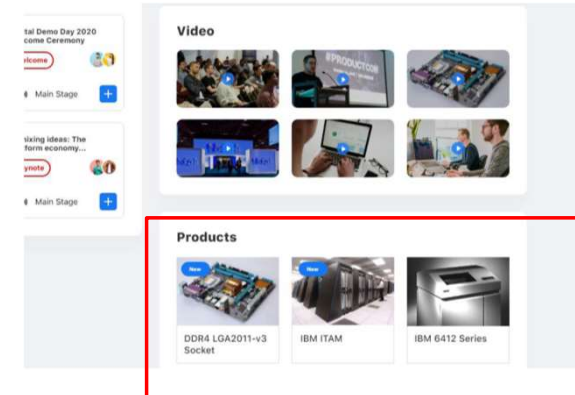


### DESCRIPTION OF SERVICE

Give the participants the opportunity to learn more about you and your products!

Book 5 additional products to make your company profile even more meaningful.  
It will be possible to mark products as new products in the setup/maintenance of your company profile.

### EXAMPLE PICTURE



### THINGS TO KNOW

It will be possible to mark products as innovations in the setup/maintenance of your company profile.

These can each be displayed with a picture, video and a document as well as a product description (max. 1,000 characters incl. spaces). The products will be displayed as a separate subpage on the company profile.

Products can be found via the product search. Besides a free text search, there are also filter options that are adapted to the product directory.

Formats pictures:

.jpg (preferred)  
.jpeg (preferred)  
.png  
.gif

Formats videos (max. 256mb):

.mp4 (preferred)  
.mov (preferred)  
.mkv  
.avi  
.wmv  
.flv

## Additional services

**Speaking slot in the Exhibitors Forum (20 minutes) 1/2**

**PRICE: EUR 990**

Booking via Online  
ExhibitorShop



### DESCRIPTION OF SERVICE

Would you like to present your products, services and your company to the embedded community at embedded world 2021 DIGITAL?

Then apply for a place in the exhibitor forum with your product and/or company presentation. Following your 15-minute presentation (pre-recorded or as a live stream) you will have the opportunity to exchange ideas with the participants of the presentation for 5 minutes.

Excluded are topics with conference character or related to conference topics.

### THINGS TO KNOW

**Format:** 16:9 Full HD (1920 x 1080) .mp4

All participants can attend Exhibitors Forum sessions. Engage with your audience in real time using the Q&A tool and follow-up with members of your audience by contacting them online.

With the recorded contributions the adviser for the question round is switched live into the Livestream in the connection. The presentations in the exhibitor forum are visible and accessible to every participant via the agenda. The session is also displayed within the company profile, which takes you to the Agenda item. A selection of the participants does not take place. The participants of the presentation can be taken from the lead lists afterwards. These will be made available on request. Additional lecture slots can be booked at any time and subject to availability. Time constraints will be taken into account as far as possible. A combination of individual slots is only possible on request.

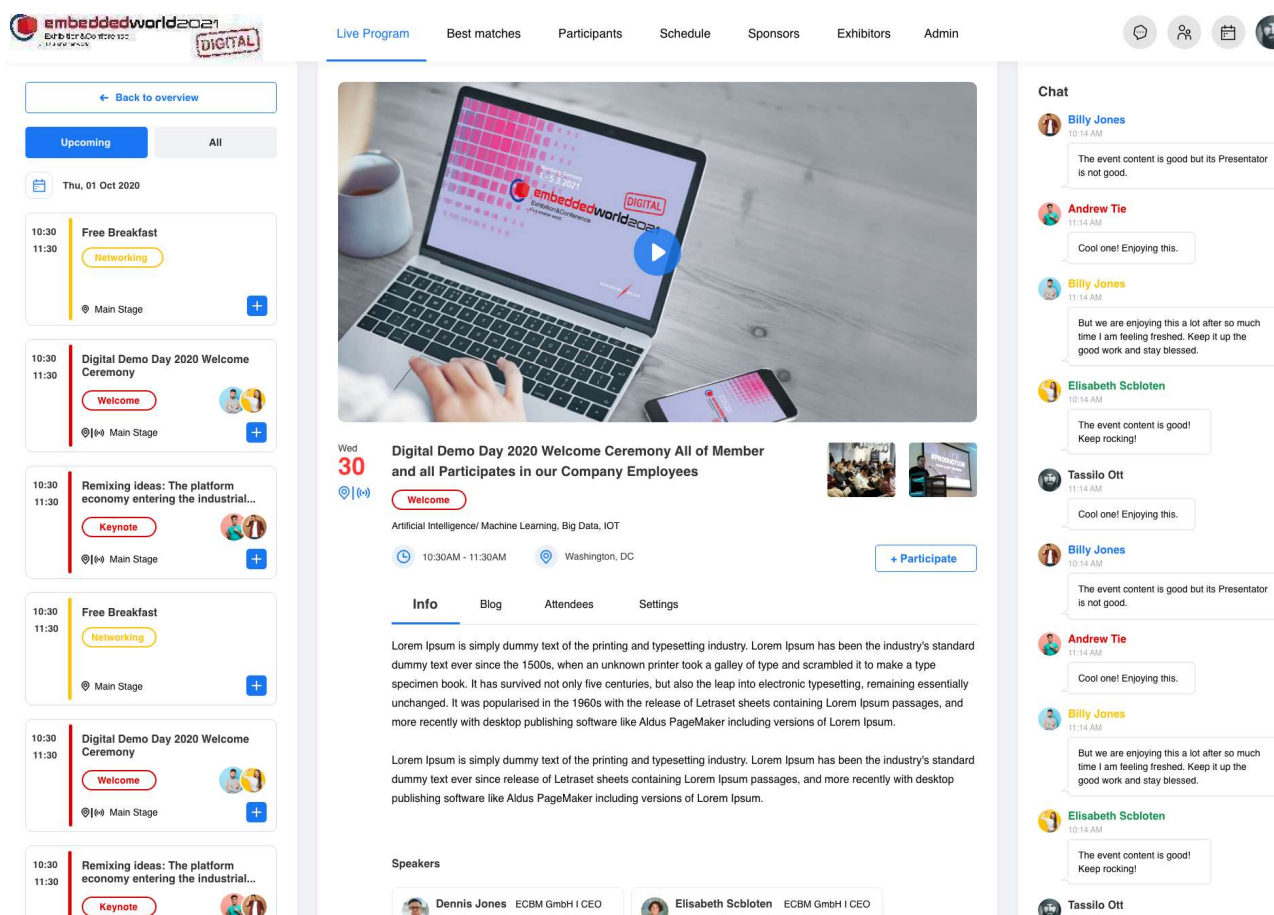


# Additional services

## Speaking slot in the Exhibitors Forum (20 minutes) 2/2

PRICE: EUR 990

You can switch to running sessions (e.g. livestreams) with the left sidebar



The screenshot shows the event interface for embeddedworld2021 DIGITAL. On the left is a sidebar with a 'Back to overview' button and a 'Upcoming' tab. Below the tab is a calendar for 'Thu, 01 Oct 2020' showing a schedule of sessions: 'Free Breakfast' (10:30-11:30) with 'Networking' activity, 'Digital Demo Day 2020 Welcome Ceremony' (10:30-11:30) with 'Welcome' activity, and 'Remixing ideas: The platform economy entering the industrial...' (10:30-11:30) with 'Keynote' activity. The main content area features a video player showing a laptop with the event logo. Below the video is a 'Welcome' message from the event organizers, dated Wednesday, October 30, 2020, at 10:30 AM in Washington, DC. The message includes a '+ Participate' button and tabs for 'Info', 'Blog', 'Attendees', and 'Settings'. The 'Info' tab is active, displaying a paragraph of Lorem Ipsum text. Below the text is a 'Speakers' section listing 'Dennis Jones' (ECBM GmbH | CEO) and 'Elisabeth Scloten' (ECBM GmbH | CEO). On the right is a 'Chat' window with a list of messages from users like Billy Jones, Andrew Tie, Elisabeth Scloten, and Tassilo Ott, including comments like 'The event content is good but its Presenter is not good.' and 'Cool one! Enjoying this.'

Interactive elements such as chat or speaker Q&As are placed in the right sidebar.

**Additional services**  
**Job exchange (1/2)**  
**PRICE: EUR 650 (per ad)**

Booking via Online  
ExhibitorShop



## DESCRIPTION OF SERVICE

Are you looking for new employees and colleagues? Then you will find them here! In a separate section, all interested parties can see which vacant positions are offered. Exactly the responsible contact person of the company is listed as contact. With this contact person, you can chat directly or arrange for digital meetings with a one-click. As meeting options, either virtual 1:1 meetings or virtual roundtables can be used.

## THINGS TO KNOW

The jobs are mapped in different categories, so that the participant can more easily find the appropriate advertisement (marketing, sales, purchasing, etc.). The jobs are mapped in the same way as the products. It is possible to filter by the jobs, provided that a corresponding filter hierarchy is also set up for this product type.

# Additional services

## Job exchange 2/2

PRICE: EUR 650 (per ad)


**Categories**

**Vertriebsingenieur im Außendienst (m/w)**

Germany Country Electrical engineering, precision mechanic... Job sector +8

**Unternehmensprofil**  
DEMO AUSSTELLER ist einer der umsatzstärksten technischen Distributoren im Bereich der Test und...

**NürnbergMesse GmbH**



Read more

### Vertriebsingenieur im Außendienst (m/w)

**Unternehmensprofil**  
DEMO AUSSTELLER ist einer der umsatzstärksten technischen Distributoren im Bereich der Test und Messtechnik und Kalibriersysteme in Deutschland. An den Standorten Berlin, Hamburg und in den weiteren 6 Außenbüros sind derzeit 32 Mitarbeiter beschäftigt.

- Unser Angebot:**
- Interessante und abwechslungsreiche Aufgaben
  - Ein gutes Betriebsklima in einem überschaubaren Unternehmen
  - Intensive Einarbeitung
  - Leistungsgerechte Bezahlung mit Provisionsmodell und Firmenwagen

- Stellenbeschreibung**  
Ihre Aufgaben (nach der Einarbeitung):
- systematische Neukundengewinnung und aktive Betreuung von Bestandskunden
  - Steuerung der Prozesse von der Angebotserstellung bis zum Vertragsabschluss
  - Durchführung von Produktpräsentationen, produktbezogenen Schulungen sowie Produktinformationen bei Kunden
  - Enge Zusammenarbeit mit dem Team des Vertriebsinnendienstes
  - Eigenständiges Arbeiten mit Homeoffice im Vertriebsgebiet

- Anforderungsprofil**  
Ihre Qualifikationen:
- Studium der Elektrotechnik, Physik oder Wirtschaftsingenieurwesen oder staatlich geprüfter Techniker Elektrotechnik
  - Berufserfahrung im Vertrieb bzw. in der Messtechnik wäre wünschenswert, ist jedoch keine Bedingung
  - Sie arbeiten selbstständig, sind flexibel, aufgeschlossen und kontaktfreudig
  - Gute Englischkenntnisse und ein sicheres Auftreten setzen wir voraus

**Einsatzort:** Baden-Württemberg/Süd-Hessen/Saarland

**Eintrittsdatum:** 09.02.19

**Beschäftigungsart:** Vollzeit

**Aussteller:** DEMO AUSSTELLER GmbH

**Ansprechpartner/in:** Frau Martina Mustermann E-Mail: [personal@demoaussteller.de](mailto:personal@demoaussteller.de)

Germany Country Electrical engineering, precision mechanic... Job sector +8

**NürnbergMesse GmbH**

### Files

**PDF** Stellenangebot  
CalPlus\_Vertriebsingenieur.pdf 64 KB

### Staff

**Kristin Schreiner**  
Projektmanager  
NürnbergMesse GmbH



☆ Mark as favorite

Detailed information about the offered job

## Additional services

***Virtual roundtables for own web sessions on the profile page (max. 1 per /exhibitor/duration)***

**PRICE: EUR 1,990**

Booking via Online  
ExhibitorShop



### DESCRIPTION OF SERVICE

Open meetings or discussions, press conferences, web sessions, or training sessions 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 an event!

You can choose the topic, comparable to a lecture/discussion at your booth. Conference-like formats and topics are excluded. Since the participants have to register for a roundtable, you know in advance who you expect. The Roundtables can be scheduled, can be scheduled freely and have a maximum length of 30 minutes per table.

The Roundtable is visible in the overview page. A link to the overview page is set in your company profile.

### THINGS TO KNOW

Technically, the round table is carried out with the standard tool Jitsi, which is integrated in the platform, but we can also integrate all other common tools such as MS Teams or Zoom for you. The roundtables are managed and designed by yourself.

The number of participants per roundtable is limited to 40. The participants must register in advance via a "PARTICIPATE" button. Afterwards, the exhibitor has the possibility to receive a lead list containing all persons who have registered for the roundtable. The roundtables are not recorded for data protection reasons.

After the end of the event, you will receive a lead list containing the contact details of all the people who clicked on the "PARTICIPATE" button during your presentation and thus expressed interest in your presentation.

## Additional services

### Branding TicketShop

PRICE: EUR 3,990

Contact for booking:  
embedded-world@nuernbergmesse.de

### DESCRIPTION OF SERVICE

Use the Branding Package to ensure that your customers will always keep you in mind as they prepare for the event.

Your customers' plans for the event begin with your invitation. You send them an invite link or a voucher code they can use to register in the ticket shop.

The link immediately takes customers to an individualized homepage. This landing page welcomes invited guests on your behalf.

The key visual is displayed throughout the ticket shop as a banner above all registration steps.

### THINGS TO KNOW

#### Banner format:

Landing Page\_PNG (JPEG)

1920 x 1080 px

1024 x 768 px

640 x 1080 px

TicketShop\_PNG (JPEG)

1170 x 150 px



### BILD



# Sponsoring Opportunities

Contact for booking:  
**Michelle Eiser**  
T + 49 9 11 86 06-89 10  
E michelle.eiser@nuernbergmesse.de



## 1 - Push email to all participants on the platform (bookable only 1x per day)

Price: EUR 3 per registered participant (max. EUR 20,000)

Text only possible; Number of characters is still to be defined

## 2 - Sponsoring the evening specials

Price: after arrangement

Concept in individual consultation with the customer

## 3 - Sponsoring „embedded world 2021 DIGITAL –Virtuell Run” (exclusive - only 1 customer possible)

Price: EUR 1,500/week

ew21DIGITAL Virtual Run powered by...", logo placement, inclusion in the moderation and other mentions during the 5 days

## 4 - Sponsoring „embedded world 2021 DIGITAL – Mindful Morning” (exclusive - only 1 customer possible)

Price: EUR 3,000/week

20 sec. clip before and after the session, banner 3x20 sec. during the session; "ew21DIGITAL - Mindful Morning powered by XY" in the agenda and other mentions during the 5 days, leads of the participants.

Advertising clip - format: 16:9 / Full HD (1920 x 1080 px) - file: .mp4 || banner size: 1920x270px

## 5 - Sponsoring „embedded world 2021 DIGITAL – Energy Break”(exclusive - only 1 customer possible)

Price: EUR 3,000/week

20 sec. Clip before and after the session, banner 3x20 sec. during the session; " ew21DIGITAL - Energy Break powered by XY" in the agenda and other mentions during the 5 days, leads of the participants.

Advertising clip - format: 16:9 / Full HD (1920 x 1080 px) - file: .mp4 || banner size: 1920x270px

## Sponsoring Opportunities

Contact for booking:  
**Michelle Eiser**  
T + 49 9 11 86 06-89 10  
E [michelle.eiser@nuernbergmesse.de](mailto:michelle.eiser@nuernbergmesse.de)



### **6 - Advertising clip "Countdown today" (only 4x bookable)**

Price: EUR 4,500/day

20 sec. before and after countdown, and 4x20 sec banner insertion during countdown.  
commercial clip - format: 16:9 / Full HD (1920 x 1080 px) - file: .mp4 || banner size: 1920x270px

### **7 – Advertising clip „Good Morning embedded world“ (only 4x bookable)**

Price: EUR 6,500/day

20 sec. before and after the countdown, as well as 4x20 sec banner insertion during the Morning Show.  
commercial clip - format: 16:9 / Full HD (1920 x 1080 px) - file: .mp4 || banner size: 1920x270px

### **8 – Advertising clip „Good Night embedded world“ (only 4x bookable)**

Price: EUR 5,500/day

20 sec. before and after countdown, as well as 4x20 sec banner insertion during Good Night.  
commercial clip - format: 16:9 / Full HD (1920 x 1080 px) - file: .mp4 || banner size: 1920x270px

### **9 - Sponsoring "Expert Panel" (only bookable for companies providing speakers)**

Price: EUR 3,000

20 sec. before and after the Expert Panel, as well as 4x20 sec banner insertion during the Expert Panel.  
Advertising clip - format: 16:9 / Full HD (1920 x 1080 px) - file: .mp4 || banner size: 1920x270px

### **10 – Banner insertion After Lunch - Welcome Back"**

Price: EUR 1,500/day

4x20 sec banner insertion during the "After Lunch - Welcome Back".  
Banner size: 1920x270px



# embedded world 2021 DIGITAL

## Possibilities. Packages. Overview.



**Branding TicketShop:** Accompany your customers through all stages of their registration process and ensure that they keep you in mind during preparations for the event. When your customer receives your invitation link, their registration process begins with a personalized landing page that welcomes them on your behalf. A key visual with your corporate design guides them through the entire TicketShop.

- Required format TicketShop: 1170 x 150 px - PNG (JPEG)
- Required formats landing page: 1920 x 1080 px, 1024 x 768 px, 640 x 1080 px – PNG (JPEG)

**Lead report:** After the event, each employee receives a list of personal contacts (standard report) made during the show, whether in meetings, chat messages, video calls, etc. Depending on the exhibitor package, there are different types of lead reports:

- **Standard lead report** contains contact details of people with whom each employee was in communication with on the virtual platform (chat messages, video calls etc.). This lead report is generated individually for each employee. It represents an aggregated list of leads for each contact person of the exhibitor.
- **Extended lead report** is another list which receives only the admin of the company profile. The extended lead report contains the contacts who have explicitly requested to be contacted by the exhibitor via the "Request more information" button in the company profile.
- **Lecture lead report:** Exhibitors who present at the Exhibitor Forum will also receive **two additional** lists via e-mail. The **first additional list** contains the actual viewers/participants including the duration of their participation. The first and last name of the contact (as per profile) and the e-mail address are included. The **second list** containing contact information of participants who clicked on the button 'PARTICIPATE', i.e. who expressed interest in the lecture. Both reports are available to the admin of the company profile. If you book a roundtable, you will also receive this list.



# embedded world 2021 DIGITAL

## Possibilities. Packages. Overview.



### **Social Media Package:**

- Promote your participation across various social media channels.
- Recommendations for social media posts provided (text and image, potentially a moving image).
- An online banner for use on digital channels - the banner generator on our homepage creates a banner for you in different formats (e.g. for your email signature and social media).

### **Speaking slot in the Exhibitors Forum:**

Hold a lecture in the specialist program and share your expertise with the industry! Engage with your audience in real time using the Q&A tool and follow-up with members of your audience by contacting them online. All participants can attend Exhibitors Forum sessions, daily keynotes and expert panels free of charge.

- Time limit: 20 min. (recommendation 15 min. presentation + 5 min. Q&A)
- Sessions are streamed live, automatically recorded and will be available on demand after the event.
- If you are unable to attend your time slot, a pre-recorded session can be seamlessly integrated into the livestream.
- Presentations can be attended/viewed by all participants; it is not possible to select.
- Contact information of your audience can be found in the lecture lead report.
- 1 speaking slot is included in the exhibitor package EXCLUSIVE; speaking slots can be booked separately pending availability.
- Your presentation is listed directly on your company profile as well as in the program agenda.
- Excluded are topics with conference character or related to conference topics.

# embedded world 2021 DIGITAL

## Possibilities. Packages. Overview.



### **TicketCenter:**

- Order voucher codes, invite customers and view your voucher quota.
- Use the invitation management tool to email your customers directly from the TicketCenter.
- Remind your customers to register their voucher codes before the event at [embedded-world.de/voucher](https://embedded-world.de/voucher)
- Voucher codes are free of charge for you and your customers.
- The voucher monitoring function allows you to see which customers have been invited and whether they have registered

### **Virtual roundtables:**

Individual sessions embedded directly on your company profile page - discussions or press conferences - an ideal format for sharing individual content and expanding your reach. A virtual roundtable session gives you the opportunity to discuss a topic of your choice with other participants (comparable to a presentation or discussion that you would have at your in-person stand).

- Time limit: max. 30 minutes
- Number of participants: max. 40 per roundtable
- Conduct your own roundtable, select your time slot and schedule your session accordingly.
- Excluded are topics with conference character or related to conference topics.
- Technical implementation is with the standard, platform-integrated tool Jitsi (integrating other tools such as MS Teams or Zoom is possible; for this we need a link from you to integrate in the platform).
- Roundtables are not automatically recorded. It is not possible to record with the platform-integrated tool Jitsi. If you use an external tool such as MS Teams or Zoom it is your responsibility to record the roundtable session. Please note that you must comply with data protection guidelines.
- Included in the exhibitor packages PREMIUM and EXCLUSIVE; additional roundtable sessions can be booked separately.
- Your roundtable session is visible on your company profile page as well as on the overview page.

## embedded world 2021 DIGITAL Contact

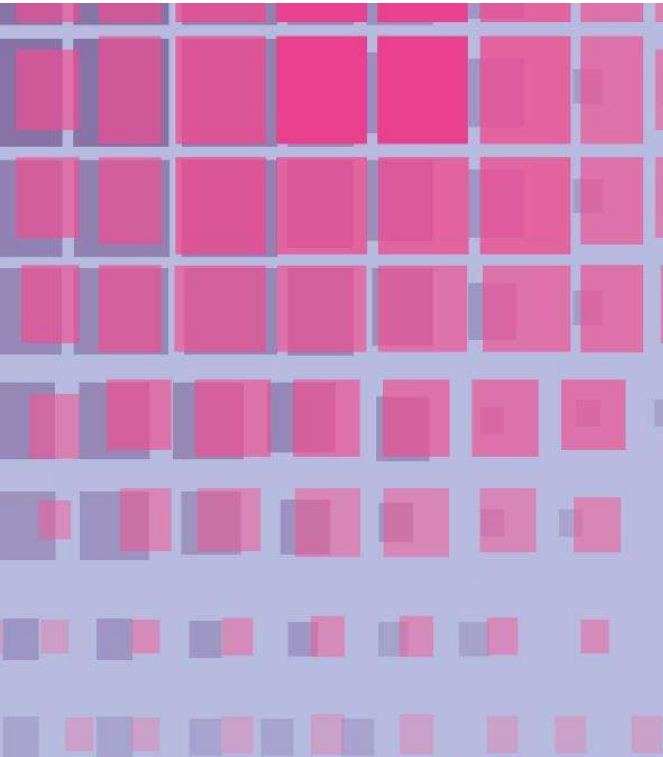


**Are you interested in booking an additional service or a branding opportunity?**  
Your personal contact



Michelle Eiser  
Global Account Manager Sponsoring

T + 49 9 11 86 06-89 10  
E [michelle.eiser@nuernbergmesse.de](mailto:michelle.eiser@nuernbergmesse.de)



**Save the date:  
embedded world  
15. - 17. März 2022  
Nürnberg | Germany**