

FAQs – For exhibitors

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What benefits does FeuerTrutz Digital 2020 offer me as an exhibitor?

This year a considerable number of major industry events, trade shows and conferences were cancelled due to the Covid-19 pandemic. Personal contact with clients was also greatly restricted in many areas during the first half of the year. It is amid this setting that we are offering the *FeuerTrutz Digital 2020* event as a digital meeting and networking platform for the preventive fire protection industry. Take advantage of the excellent coverage of the FeuerTrutz: present your company and new products, share knowledge, have your staff participate in high-level presentations, and enable your sales team to make new contacts and generate new orders.

Can you give some details of how I might imagine the digital event?

FeuerTrutz Digital 2020 is based on two main components: the international trade fair and the Congress for Preventive Fire Protection. As an exhibitor, your company and its services will be presented on an individual company profile page which will serve as the first point of contact for any potential customer – you might think of it as a combined calling card and substitute exhibition booth. You can assign an unlimited number of employees to your profile, free of charge. They then become event participants who can attend presentations on the digital platform, view participants' and companies' profiles, and make contact with potential customers or partners using a variety of communication tools. As a first step, they'll have support from an integrated matchmaking tool that will suggest interesting contacts for them.

As a company, we really prefer personal contact. What benefit would we get from participating as an exhibitor at FeuerTrutz Digital 2020?

It goes without saying that a virtual event can't completely replace personal contact. *FeuerTrutz Digital 2020* is intended to meet our clients' desire for an option where they can conduct personal exchanges. That's why we've incorporated a wide range of available communication tools as core components of the event platform, along with a comprehensive matchmaking tool that includes all participants. Lay down a precise definition of what you want to offer and what your search criteria are, find just the right partners for you, and make contact directly – in a chat, a video call, or a one-to-one meeting (the communication tools on offer will depend on the exhibitor package you book).

What options do I have as an exhibitor for presenting my products in this digital event?

As an exhibitor, you'll present your company on an individual company profile page. It will serve as the first contact point for any potential customer. Therefore, please pay special attention and fill out your company profile with insightful information that will catch the visitors' eye and encourage them to make contact. You can assign an unlimited number of employees to your profile, free of charge. Depending on the package you book, you can also incorporate photos, videos or pdf files into your company profile, to make it even more appealing. With the package PREMIUM or PLATIN, you can also submit your own presentation for the exhibitor forum.

How can I participate in FeuerTrutz Digital 2020 as an exhibitor?

You can choose any of three different exhibitor packages: BASIC, for EUR 1,500, PREMIUM for EUR 3,000 or PLATINUM for EUR 5,500 (plus value-added tax).

Click here now to apply www.feuertrutz-messe.de/application-digital

Is FeuerTrutz Digital 2020 a virtual trade show?

FeuerTrutz Digital 2020 is not a virtual exhibition in the strict sense; it is a virtual platform for presenting your company and products, for communicating with potential customers and partners, and for knowledge transfers. As an exhibitor, you'll be presenting your company not in a virtual (graphical) booth, but on an individualised company profile page.

If I exhibit at FeuerTrutz Digital 2020, do I need to get someone to design a virtual booth?

No. As an exhibitor at *FeuerTrutz Digital 2020*, you'll present your company on a custom company profile page that you can fill up with your own content in advance to the event.

What should get my special attention as an exhibitor to make the best possible use of attending FeuerTrutz Digital 2020?

The first contact point for any potential customer will be your personal company profile page – you might think of it as a combined calling card and substitute exhibition booth. So you should pay special attention to filling out your company profile with effective information that arouses visitors' interest and invites them to

make contact. Depending on the exhibitor package you've booked, you can also incorporate photos, videos or pdf files into your company profile, to make it even more appealing.

But please note – just like an in-person event, but possibly even more so, a digital event depends on active communication among everyone participating. So active involvement by your sales team is at least as important as an effective profile. It is only by targeting and proactively addressing potential customers or partners that you'll be able to achieve the successful contacts you want. Even more than at a real-life booth, it is important for your sales team to proactively seek out contact with other participants so as to make the trade show experience pay off. The integrated matchmaking tool will help you take the first step.

How can I assign my employees to my company profile?

All exhibitors will get an email from us around the beginning of September with an invitation to onboard free of charge. You can forward this to your employees. During the onboarding, your employees will set up their personal participant profile giving to receive the greatest possible advantage from the matchmaking tool. At the same time, they can assign themselves to your company profile as contact people.

What is “onboarding”?

The onboarding process enables your employees to set up their personal participant profile giving to receive the greatest possible advantage from the matchmaking tool, and at the same time, to assign themselves to your company profile as contact people. You will receive an email for this purpose around the beginning of September, to be forwarded to your employees. The matchmaking tool will support your employees during the event by suggesting the most interesting contacts for them from among the full list of participants.

What can I do to give my employees the best possible preparation to participate in this digital event?

Even more than at an in-person trade show, it is important in a digital event for your employees to move proactively and make active contact with other participants on the platform. Encourage your sales team not only to take active advantage of the matchmaking tool and arrange virtual meetings prior to the event, but also to check the lists of attendees at relevant presentations to find promising contacts. The digital event will depend on active involvement from all participants.

How can we promote our attendance as an exhibitor at FeuerTrutz Digital 2020?

You can promote your attendance in just the same way as you would advertise your presence at a physical exhibition. After you have officially applied, we'll provide you with an online banner that you can use for your email signature, your website and your social media advertising. Additionally, you will receive a free of charge personalized company-e-code, which can be redeemed infinitely. Invite prospects and customers to the digital event using the e-code and our letter/email templates provided in the TicketCenter!

If I'm an exhibitor, how can I find the right contacts during the event?

The matchmaking tool will suggest the participants whose profile information matches your criteria most clearly and therefore whom you should contact. Your team will also have the full list of participants available, and they are invited to network with anybody they believe looks like an interesting partner for discussions, or to communicate with them directly via chat, video call or a scheduled meeting. The list of participants for the presentations in the professionals' programme will also give you an overview of who else is interested in the topics that are relevant for you, and you can use that as an opportunity for a conversation. Following the event you'll receive a lead list of all your team's contacts, which will make following up easier.

How can I contact other attendees during the event?

As a participant on the platform, you can contact any other participant at any time. There are a variety of embedded communication tools you can utilize – send a chat message, set up a date for a video call using the integrated meeting tool, or make a direct video call. As a team member of an exhibiting company, you will be visible as a contact on the company's profile page, and anyone interested can reach out to you. You can also set up meetings online even before the event starts, once the platform goes live (around the beginning of September). Of course, the meeting tool also offers the possibility to define your schedule of availability in advance.

If we are an exhibitor, how will we get participants' contact data?

The profiles of all registered participants will be visible on the platform in good time before the digital event (starting around the beginning of September). At that point, you can already set up dates for virtual meetings during the event itself with other participants and exhibitors. On top of that, all exhibitors registered for a Premium or Platinum package will receive a lead list of their contacts after the event.

When can I start arranging meetings using the digital platform?

Around early September you'll receive an email with a link for participant onboarding. The platform will be available from that point onwards and you can set up your personal profile, define your matchmaking criteria, compile a personal alerts list from the programme of presentations, and start setting up meeting for the event days.

As an exhibitor, how can I submit my own presentation for the professionals' programme?

As an exhibitor with the package PREMIUM or PLATINUM, you can submit a presentation for the exhibitor forum.

As an exhibitor can I see who attended my presentation?

Yes. After the event you will receive a lead list of visitors who attended your profile or presentation.

Can my employees attend all presentations at no charge during the digital event?

Employees from exhibiting companies will have free access to all presentations in the exhibitor forum. A separate ticket must be purchased to attend the presentations of the Congress of Preventive Fire Protection: www.feuertrutz.de/kongress

What technical conditions do I need to meet for the best possible participation at the event?

If possible, use the latest version of Google Chrome as your browser, or alternatively the latest version of Mozilla Firefox. If you use Internet Explorer, you will have to expect significant display limitations.

I have no experience with participating in digital events – can I still participate trouble-free as an exhibitor at FeuerTrutz Digital 2020?

Yes. You need no special knowledge of conducting digital events and can participate in the event as an exhibitor even with little or no experience. In advance of the event, we will support all registered exhibitors with instructions and video tutorials. Of course, you can also include your colleagues from digital marketing or social media marketing in the preparations. If you have additional questions, the FeuerTrutz team will be available as usual.

Will I get support in preparing my company profile?

In advance of the event, we will support all registered exhibitors with instructions and video tutorials. If you have additional questions, the FeuerTrutz team will be available as usual. During the event itself, you will also be able to reach a contact partner for technical issues anytime by using the Help function on the platform.

Will the platform remain online after the event is over?

The platform will remain open online after the event for approx. six weeks. During that time, you will be able to view exhibitor and participant profiles and to watch streamed video recordings of all presentations.

Will the next FeuerTrutz be organized live in Nuremberg again?

Yes. **FeuerTrutz 2021** will be organized as usual, as a **physical exhibition in Nuremberg from 23.–24 June 2021**.