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!
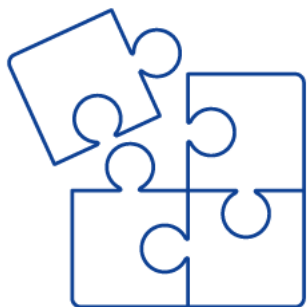
1.–5.3.2021

DIGITAL

embedded**world**2021

Exhibition&Conference

... it´s a smarter world

Solutions & Innovations

Networking

Knowledge

+

+

Exhibitor packages for your virtual presence

Exhibitor package STANDARD
COST: EUR 3,900

COMPANY PROFILE

» Company
- Includes company description (max. 10,000 characters), logo, teaser, contact info, links (social media, website)
- Unlimited classification in the product directory
- Possibility to highlight new products
- Assign an unlimited amount of employees to your company profile as contacts
- Link your company profile to your presentation at the exhibitor forum
- Option of updating the profile/support when setting up the profile
- Media library: **two** each – images/videos/ documents (pdf/ppt/doc)

» Products/Services
- **Five** products/services each with image/video/document (pdf/ppt/doc)

NETWORKING

- Access to virtual matchmaking with participants and exhibitors
- Integrated chat feature and option to engage in live 1:1 video meetings with participants and exhibitors
- Arrange virtual meetings
- Free participant access to all presentations in the Exhibitor Forum
- Receive a **standard lead report** after the event with all of your generated contacts (document with GDPR compliant leads)

MARKETING SERVICES

» TicketCenter & marketing material
- Invitation management: free usage and redemption of your digital voucher codes
- E-mail templates for participant marketing campaigns
- Voucher monitoring
- Social media package (incl. online banner)

Note: Further details can be found in the following as well as in the attached T&Cs

Exhibitor packages for your virtual presence
Exhibitor package PREMIUM
COST: EUR 9,900

COMPANY PROFILE

» Company
- Includes company description (max. 10,000 characters), logo, teaser, contact info, links (social media, website)
- Unlimited classification in the product directory
- Possibility to highlight new products
- Assign an unlimited amount of employees to your company profile as contacts
- Link your company profile to your presentation at the exhibitor forum
- Option of updating the profile/support when setting up the profile

- Media library: **five** each – images/videos/ documents (pdf/ppt/doc)

» Products/Services
- **Ten** products/services each with image/video/document (pdf/ppt/doc)

NETWORKING

- Access to virtual matchmaking with participants and exhibitors
- Integrated chat feature and option to engage in live 1:1 video meetings with participants and exhibitors
- Arrange virtual meetings
- Free participant access to all presentations in the exhibitor forum

- **Direct video call** feature
- **Virtual roundtable** – individual session on your profile page (1/day)
- **Performance dashboard** to display your interactions
- Receive an **extended lead report** after the event with all of your generated contacts (document with GDPR compliant leads)

MARKETING SERVICES

» TicketCenter & marketing material
- Invitation management: free usage and redemption of your digital voucher codes
- E-mail templates for participant marketing campaigns
- Voucher monitoring
- Social media package (incl. online banner)

» Branding TicketShop

Note: Further details can be found in the following as well as in the attached T&Cs

Exhibitor packages for your virtual presence
Exhibitor package EXCLUSIVE (limited to 20 exhibitors)
COST: EUR 49,000

COMPANY PROFILE

» Company
- Includes company description (max. 10,000 characters), logo, teaser, contact info, links (social media, website)
- Unlimited classification in the product directory
- Possibility to highlight new products
- Assign an unlimited amount of employees to your company profile as contacts
- Link your company profile to your presentation at the exhibitor forum
- Option of updating the profile/support when setting up the profile

- Media library: **ten** each – images/videos/ documents (pdf/ppt/doc)

» Products/Services
- **Twenty** products/services each with image/video/document (pdf/ppt/doc)

NETWORKING

- Access to virtual matchmaking with participants and exhibitors
- Integrated chat feature and option to engage in live 1:1 video meetings with participants and exhibitors
- Arrange virtual meetings
- Free participant access to all presentations in the exhibitor forum

- **Direct video call** feature
- **Performance dashboard** to display your interactions
- Receive an **extended lead report** after the event with all of your generated contacts (document with GDPR compliant leads)

- ✓ Virtual **roundtables** – individual sessions on your profile page (2/day)
- ✓ **20 minutes speaking slot** in the Exhibitor Forum (15 min. presentation + 5 min. Q&A)

MARKETING SERVICES

» TicketCenter & marketing material
- Invitation management: free usage and redemption of your digital voucher codes
- E-mail templates for participant marketing campaigns
- Voucher monitoring
- Social media package (incl. online banner)

» Branding TicketShop

- ✓ **Premium Partnership:** Highlighted as an exclusive partner in communication before, during and after the event.
- ✓ **Logo placement** on embedded world participant marketing
- ✓ **Your logo displayed on the virtual platform**
- ✓ **Top placement in the list of exhibitors** on the virtual platform (in alphabetical order)

Note: Further details can be found in the following as well as in the attached T&Cs

Exhibitor packages for your virtual presence

Exhibitor package START-UP
COST: EUR 1,490

COMPANY PROFILE

» Company

- Includes company description (max. 10,000 characters), logo, teaser, contact info, links (social media, website)
- Unlimited classification in the product directory
- Identification as start-up in the exhibitor list
- Possibility to highlight new products
- Assign an unlimited amount of employees to your company profile as contacts
- Link your company profile to your presentation at the exhibitor forum
- Option of updating the profile/support when setting up the profile
- Media library: **two** each – images/videos/ documents (pdf/ppt/doc) e.g. integration of a pitch film

» Products/Services

- **Five** products/services each with image/video/document (pdf/ppt/doc)

NETWORKING

- Access to virtual matchmaking with participants and exhibitors
- Integrated chat feature and option to engage in live 1:1 video meetings with participants and exhibitors
- Arrange virtual meetings
- Free participant access to all presentations in the exhibitor forum
- Receive a **standard lead report** after the event with all of your generated contacts (document with GDPR compliant leads)
- **10 minutes speaking slot** in the Exhibitor Forum start-up session (ca. 5 min. presentation + 5 min. Q&A)

MARKETING SERVICES

» TicketCenter & marketing material

- Invitation management: free usage and redemption of your digital voucher codes
- E-mail templates for participant marketing campaigns
- Voucher monitoring
- Social media package (incl. online banner)

Conditions for participation

- Company not older than 10 years
- Business model in the field of embedded systems (product/solution/idea/services)
- Companies which haven't participated with own stand space yet (participation in start-up@embedded world excluded)
- For national and international start-ups

Note: Further details can be found in the following as well as in the attached T&Cs
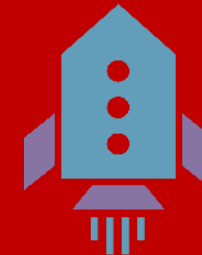
Exhibitor packages for your virtual presence
Possibilities. Packages. Overview.

SERVICES	START-UP	STANDARD	PREMIUM	EXCLUSIVE
Company profile and free access for your employees	x	x	x	x
Images/videos/documents displayed in the media library in company profile (amount varies per package)	2	2	5	10
Products/services displayed (amount varies per package)	5	5	10	20
Matchmaking	x	x	x	x
Integrated chat and 1:1 video meeting feature	x	x	x	x
Schedule online meetings	x	x	x	x
Participant access to all presentations at the exhibitor forum	x	x	x	x
Lead report of all direct contacts	Standard	Standard	Extended	Extended
Marketing material & TicketCenter	x	x	x	x
Free usage and redemption of digital voucher codes to invite customers	x	x	x	x
Voucher monitoring	x	x	x	x
Direct video call feature			x	x
Virtual roundtables – individual sessions on your profile page			1	2
Performance dashboard			x	x
Branding TicketShop			x	x
Premium partnership				x
Logo placement on participant marketing				x
Logo displayed on the home page of the virtual platform				x
Top placement within the list of exhibitors				x
Speaking slot at the Exhibitor Forum	10 Min.			20 Min.
COST in EUR	1,490	3,900	9,900	49,000

>> Book your exhibitor package online at embedded-world.de/application-digital

» Individual services (e.g. separate speaking slot) can be purchased in the Online ExhibitorShop

embedded world 2021 DIGITAL
Your benefits at a glance:

✓ **Present your company to the industry** and address your audience with an **individual, high-impact company profile**. Highlight your **products and innovations** with a variety of integrated elements such as images and videos.

✓ Take advantage of embedded world's **international and constantly expanding reach** as the leading trade fair within the embedded industry.

✓ Engage in digital **matchmaking** and provide your contacts from all over the world a virtual environment to network with **potential new customers**.

✓ Generate **top quality leads** and **new touch points** with existing and new customers. Following-up is easy – you'll receive all contacts as a lead report after the event.

✓ Each exhibitor package includes access for an unlimited amount of employees.

✓ Don't miss out: Share your expertise and gain the attention of the community. The **exclusive exhibitor package** includes the opportunity to submit a lecture for the Exhibitor Forum. (You can also book this as an additional service.)

Visibility, extended reach and lead generation!

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)

Chat and 1:1 video meetings:
- Participants are able to contact each other using the integrated instant chat messaging tool.
- Participants can request 1:1 video meetings with each other and agree upon a meeting time (both parties must agree).
- The online tool for arranging virtual meetings makes it easy for participants to request meetings with your employees. Each employee can specify time slots for availability.

Company profile: Present your business the way you want your customers to view it. Assign staff to your company profile and use the tools for making instant contact or scheduling appointments with participants from all over the world. Provide the best customer experience – bring the event to life!
- Teaser video: max. 1 min.; all other videos: max. 5 min.
- File size: max. 256 MB
- Include your company description, contact information, logo, teaser, web link, social media channels.
- Display your products on your company profile.
- Easily update your content at anytime on your own.

Direct video call: Participants viewing your company profile can instantly speak face-to-face with your virtual booth staff. You can designate who is available and when they are available.

Employee onboarding: Assign an unlimited number of employees to your company profile as virtual booth staff who can be contacted live via instant chat, audio or video call during the event (communication tools vary depending on the exhibitor package). Employees are guided through a few questions, including which company they work for and are then assigned to your company profile.

EXCLUSIVE exhibitor package:
- Premium partnership - exclusive exhibitors are highlighted in communication pertaining to embedded world 2021 DIGITAL before the event, as well as on the platform news feed throughout the event.
- Logo placement on participant marketing: Your logo will be displayed on participant marketing activites and can be linked to a URL of your choice. Integration in various social media activities is also included.
- Logo displayed on the virtual platform: Integration of your logo linked to your company profile page directly on the digital platform.
- Top placement in the list of exhibitors: You will always be listed (in alphabetical order) at the top of the list of exhibitors.

Lead reports: Lead reports standard & extended will be available to download from the platform after the event. Exhibitors who present at the Exhibitor Forum will also receive two additional lists via e-mail. 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. The lead report is generated individually for each employee. It represents an aggregated list of leads for each contact person of the exhibitor.

- In addition to the standard lead report, the admin of the company profile receives another list -the **extended lead report** (depending on the package). 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. This report is available to the admin of the company profile.

- **Lecture lead report** (two different lists): The first list containing 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.

Matchmaking: During the onboarding process, every participant fills out a detailed networking profile in which interests, offers, etc. are queried. Based on your individual requirements, the most relevant contacts are suggested as „top matches" and you can begin communicating instantly. Don't get lost in the crowd – easily find the right people to meet with!

Onboarding:
- Registration process on the platform.
- Onboarding begins for exhibitors and speakers first, then for all participants.
- During this process matchmaking criteria are queried; you can immediately view appropriate matches on the platform.

Performance dashboard:
- The dashboard provides an overview of the tracking data, i.e. number of visits to your company profile, the number of meetings arranged by your employees, as well as the number of chat messages exchanged.
- Viewable by the admin of the company profile.
- The statistics are quantitative; personal data of meeting participants, chat contacts are NOT displayed in the dashboard for privacy reasons, but can be found in the lead report.

Products / Services: Enrich your company profile and make it stand out with meaningful content that provides the best customer experience. Images, demos, marketing videos and product data sheets are easily accessed by potential customers - present who you are and what you offer!
- Videos: max. 5 min.
- File size: max. 256 MB
- Products are presented on individual sub-pages of your company profile.
- Products can easily be found using the various search filters.
- Search filters are based on the list of products.
- Classification in the list of products is the same as the live event.

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 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.

Support:
- Together with a partner experienced in digital events, we have created a virtual environment that is intuitive and easy to use. It focuses on two pillars: personal development of business contacts and knowledge transfer.
- As an exhibitor, you profit from our service provider's experience, receive valuable tips on how to maintain and make the most of your profile and receive support any time you need it.

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
- 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. Personal contact. Participation.

>> Book your exhibitor package online at embedded-world.de/application-digital

Interested in becoming an exhibitor? Your personal contact – sales team:

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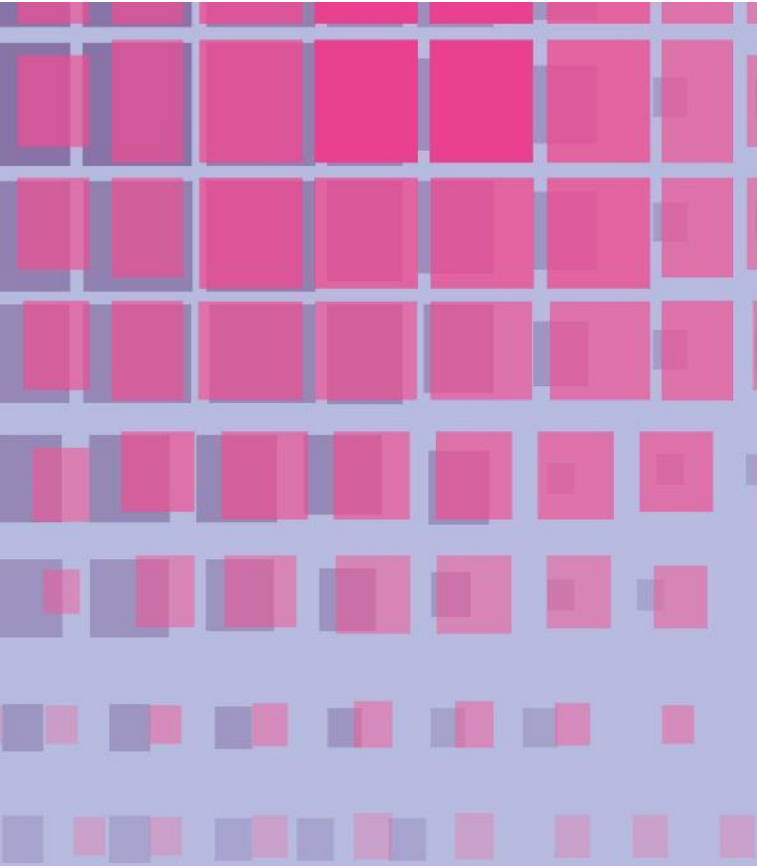
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You're a registered exhibitor and have questions? Your personal contact –
Organisation team & exhibitor service:
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We look forward to a successful embedded world 2021 DIGITAL with you!