

Nürnberg, Germany  
18.–19.10.2021



# FeuerTrutz 2021

Internationale Fachmesse mit Kongress für vorbeugenden Brandschutz  
International Trade Fair with Congress for Preventive Fire Protection

Information about the  
digital exhibitor packages

NÜRNBERG / MESSE

# FeuerTrutz is taking a two-pronged approach

18 – 19 October 2021

FeuerTrutz 2021

**We assure you that FeuerTrutz 2021 can definitely take place.**

From our many conversations with you, we know that you would like nothing better than a physical FeuerTrutz 2021.

We would like to give you a **guarantee**. Therefore, we have developed a new event concept for you that combines the established, physical FeuerTrutz with all the benefits of the digital world:

**We are taking a two-pronged approach**

The focus will be on the physical exhibition with **well thought out hygiene measures**. On top of this, we will provide the **digital supplement**. Thus, we can guarantee that everyone can participate in FeuerTrutz 2021.

If the situation makes it necessary, FeuerTrutz 2021 will take place purely digitally with **new features and a new design**.

**#partnershipbeyondbusiness – we look forward to seeing you!**

**Your digital basic entry by  
booking a stand space on-site**

# Basic entry in the digital platform

Part of your Marketing Services when you book **stand space on-site**

**FeuerTrutz 2021**

## Your Marketing Services



- **Basic entry in the digital platform:**
  - ✓ Company profile incl. company description
  - ✓ Contact information
  - ✓ Link to social media channels
  - ✓ Link to company website
  - ✓ Participation of a person incl. matchmaking
  - ✓ Upload of max. five pictures
  - ✓ Chat function
- **Basic entry in the Exhibition Catalogue**
- Display of press releases in the (digital) press centre
- Entry of the exhibitor's company name in the online hall plans when stand space on-site is booked
- **Free advertising materials**
  - ✓ Company e-code: The exhibitor will only be charged for voucher codes that are redeemed by visitors at EUR 12 each, to a maximum of 40 e-codes.
  - ✓ Online banner
- **Voucher monitoring:** Reporting about redeemed voucher codes, pre-registered visitors and no-shows before, during and after the event

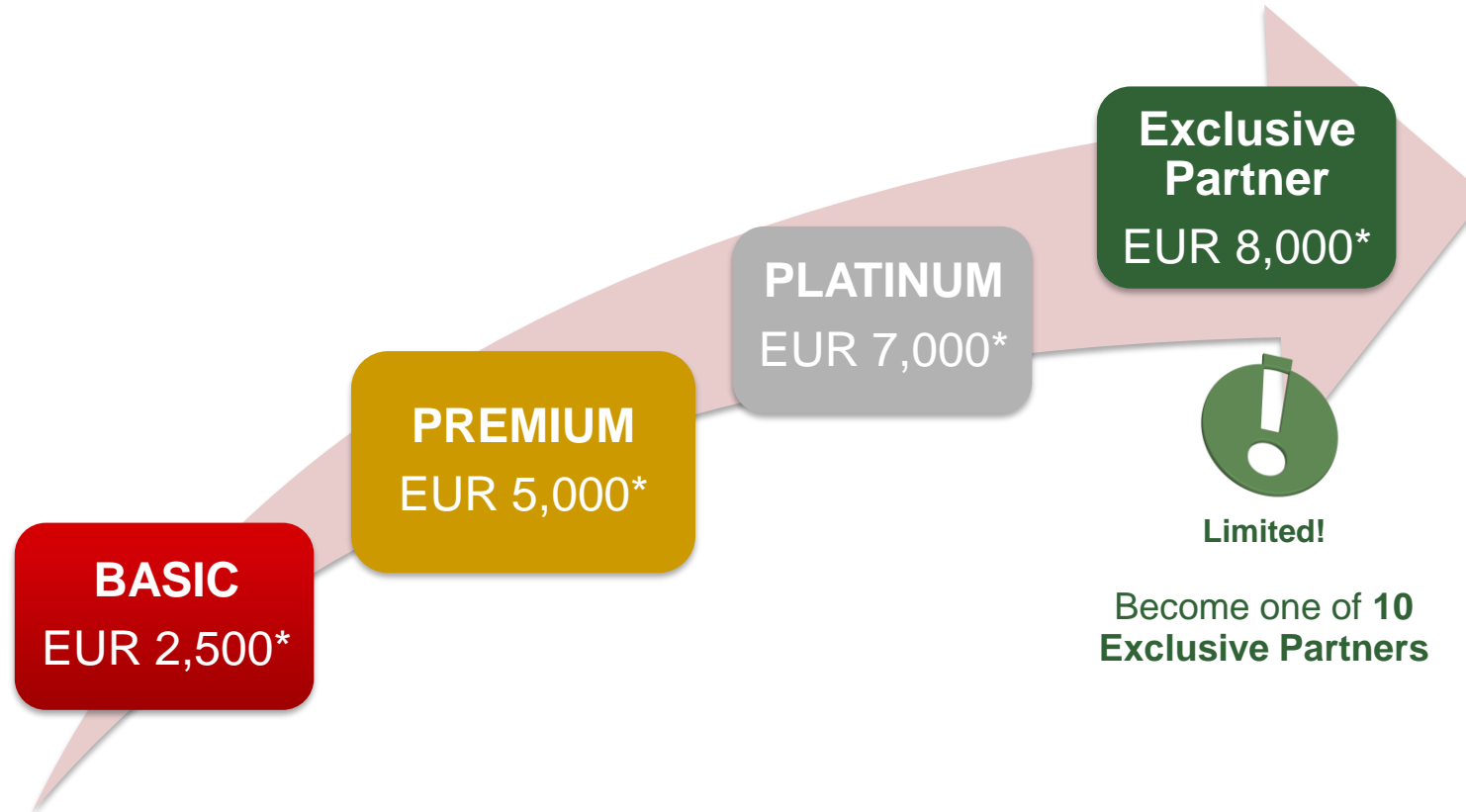
Book an additional, **digital exhibitor package** and thus **extend** your digital presence

# Additional digital exhibitor packages

## Our offer - digital exhibitor packages

As an upgrade for your stand space on-site or for a purely digital participation.

**FeuerTrutz 2021**



**Select your digital package according to your individual requirements!**

- A variety of interaction options
- Participant access for an unlimited number of your employees and colleagues
- Exhibitor presentations
- Customised options for your product presentations
- Sophisticated lead management

\*If you are only participating digitally: the prices quoted do not include marketing services (EUR 585)

# Digital exhibitor packages

## Comparison of all four packages

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	1	2	3	4
Services	BASIC	PREMIUM	PLATINUM	EXCLUSIVE
Marketing Services - For components see slide 5 -	When you book stand space on-site, these services do not have to be booked again. For purely digital exhibitors: <b>EUR 585</b>			Appearance as an Exclusive Partner (limited to 10)
Upload of up to 25 images possible	✓	✓	✓	✓
Participation of an unlimited number of people incl. matchmaking	✓	✓	✓	✓
1:1 video meetings with all participants	✓	✓	✓	✓
Live video calls	✓	✓	✓	✓
Provision of leads	✓	✓	✓	✓
Participation in Speed Dating	✓	✓	✓	✓
Integration of videos	2	4	4	4
Integration of PDF documents	3	7	7	7
Illustration of products/services in the company profile		3	5	5
Interactive product presentations (product profile)		3	5	5
Presentation in the Exhibitors Forum		1	2	2
Webinar for your sales team		✓	✓	✓
Advertising inserters in the Exhibitors Forum			✓	✓
Pole position in the exhibitor list in the digital event platform			✓	✓
Option of creating your own round tables			✓	✓
Mention as an Exclusive Partner on the digital platform, on the event website, in mailings, in press releases and in social media activities				✓
<b>PACKAGE PRICE in EUR not including Marketing Services</b> = Price when booking stand space on-site	<b>2,500</b>	<b>5,000</b>	<b>7,000</b>	<b>8,000</b>
<b>PACKAGE PRICE in EUR including Marketing Services</b> = Price for purely digital participation	<b>3,085</b>	<b>5,585</b>	<b>7,585</b>	<b>8,585</b>

### Application for a digital co-exhibitor: EUR 635

- Basic entry in the digital event platform (talque) – for components see Slide 5
- Basic entry in the exhibition catalogue
- Display of press releases in the (digital) press centre
- Entry of your company name in the online hall plans when you book on-site stand space
- Free advertising materials: company e-code, online banner and use of voucher monitoring



Limited!







- **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 FeuerTrutz 2021 receive access to the on-site event and the digital platform!
- **Employee onboarding:** Assign your 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).
- **Direct video calls:** The direct video calls function allows the visitor to identify – directly on the company profile page – which employees or exhibitors 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 shown as “not available”, and employees can set themselves to “not available” during their lunch break, for example.
- **1:1 video calls:** 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. Please note: you cannot set a virtual background.
- **Provision of leads:** After the event, your employees will automatically receive a list of all personal contacts during the event – whether these take place through appointments, chats or digital discussion rooms. For greater efficiency and minimised effort in the follow-up! Note: the lead list is now structured more simply than the list from FeuerTrutz Digital 2020.



- **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)
- **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 FeuerTrutz 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.
- **Participation in Speed Dating:** To participate in the Speed Dating, you have to select extra criteria for your target group. This enables us to put you directly in touch with your customers through video calls.

# Components of the digital packages

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  - **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 and a contact person. The products will be linked to your exhibitor profile.
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  - **Presentation in the Exhibitors Forum:** 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.
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  - **Webinars for your sales team:** We will support you and your sales team. With targeted webinars, we will show your sales team how to use the platform and provide helpful tips and tricks. You can find the registration link and the details in the FeuerTrutz mailings and on the FeuerTrutz website
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  - **Advertising inserters in the Exhibitors Forum :** Between the presentations, you have the opportunity to place “advertising inserters”. The “advertising inserters” can be images, PDFs (1 page) or videos of up to 30 seconds. You can find the technical guidelines on our website under the FAQs or speak to us. The inserter must be labelled “advertisement”.
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  - **Your personal digital meeting room = RoundTables:** Open discussion rounds, 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 the event. All companies that have included a RoundTable in their exhibitor package will receive a list of participants who clicked on "ADD" when creating the RoundTable. The list contains the following columns: First name, Last name, Company name, Job title, Email. This list will be only provided to the admin of the company profile. Tip: You can already view the participants of your roundtable during the running time and contact them directly!
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  - **Exclusive Partners:** The number of **Exclusive Partners is limited to 10**. As an exclusive partner, you will receive additional marketing services, e.g. a mention as an exclusive partner on the platform and the event website, in advertising mailings, press releases and numerous social media activities



What technical developments have been there since FeuerTrutz Digital 2020? What has been improved?  
What can you look forward to?

- **Interaction:**

Interaction will be easier and more visible thanks to new features. Even spontaneous meetings / presentations / expert talks can now be held publicly.

- **Exhibitor profile:**

Co-exhibitors can now also be shown. If you are participating on-site, your profile will show the stand number / hall number so that it is easier to find you.

Products will be more visible due to their own product profiles, a product catalogue and 3D illustrations.

- **Test phase in advance:**

You can test the technical requirements in advance so that nothing can go wrong when you go live. The list of technical requirements for you has also reduced. The platform's new design makes it much easier to use.

This and a lot more are what makes the platform so exciting – you can look forward to **FeuerTrutz 2021**

# Supporting Programme

## The Fire Protection EXPERIENCE

Bring your **products to life** at the **outdoor demonstration area** or directly at your booth and **create a wow factor** for your customers.



## Start-Up Area

Are you a **young, ambitious company** in the preventive fire protection industry? **Present your company** and **your products** to the expert audience at FeuerTrutz 2021 and **network** with **important industry players** and potential customers.



## BIM-Forum

### ***BIM goes fire protection***

BIM is increasingly having an impact on the fire protection industry. Present the **application of BIM in your company** to the expert audience and **discuss** the **progress** of the topic in the context of **preventive fire protection** with other experts.

You are interested? Please contact us and let's discuss the details.

Many companies are concerned with the **shortage of skilled workers**, including the area of preventive fire protection. Use the **extensive opportunities** at FeuerTrutz 2021 to **network with potential talents** and to **raise awareness for the fire protection industry** with its development opportunities.

### Training & Career Meeting Point

Are you a **training institute** in the preventive fire protection industry? **Present** the various **possibilities** for **training** and **professional development** to interested parties and **network** with trade visitors.

### FeuerTrutz Job Board

Are you on the prowl for **qualified personnel** with industry experience or on the hunt for a **new professional challenge**? Look no further! Benefit from the **FeuerTrutz Job Board** – online and on-site!



### CareerDay

Promote your company to **future employees from different fields of study** and show what **professional prospects** the fire protection industry and your company offer. Take the opportunity to **make the fire protection industry better known**, and to **network** and **discuss with students** and **young professionals**.

You are interested? Please contact us and let's discuss the details.

# Contact. Contact partners. Participation.

**FeuerTrutz 2021**

## Your personal contact:



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Book your exhibitor package now via the online application at [www.feuertrutz-messe.de/application](http://www.feuertrutz-messe.de/application)

You are already an exhibitor and have questions? We are here for you! [feuertrutz@nuernbergmesse.de](mailto:feuertrutz@nuernbergmesse.de)