

HANNOVERMESSE.COM

# YOUR DIGITAL PRESENTATION - HOW TO -

*More visibility and completely new options for your digital presence*



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## HM 2021 DIGITAL EDITION

With features such as exhibitor live streaming, matchmaking, business dating and new opportunities for digital product presentation, we are expanding the HANNOVER MESSE website into an industry networking platform for you.

This gives you greater visibility and completely new ways of interacting with digital visitors at HANNOVER MESSE.

And it also opens new forms of lead generation. See exactly who was interested in your company and your products!

### Your benefits:

- Increased visibility through digital bandwidth
- More interaction opportunities with digital visitors
- Location and time-zone independence
- Maximum participation flexibility
- More leads thanks to new features
- Your digital presence remains online until the data update for the next event



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



HIGH DIGITAL REACH

#HM19:

1.3 Million  
VISITORS (UNIQUE)

2.4 Million  
SEARCHES FOR  
EXHIBITORS AND  
PRODUCTS

13.5 Million  
PAGE VIEWS

50,000  
APPOINTMENT AND  
CONTACT REQUESTS

Digital Expo Digital Conference News Für Besucher Für Aussteller Presse

LIVESTREAM 13:45 - 14:30 Uhr

## Predictive Analytics in der Industrie 4.0

Industrial  
Transformation

Intelligent &  
Smart Production

Digital  
Ecosystems

IHR DASHBOARD

Hallo User

- Profil erweitern
- Zur Merkliste
- Tipps für Sie

IHR NÄCHSTES EVENT



PIONEER'S STAGE  
15:30 - 16:30 Uhr  
The Future of Urban Mobility

IHRE NÄCHSTEN TERMINE

- HEUTE - 16:00 UHR  
Max Mustermann  
Firma AG →
- HEUTE - 17:45 UHR  
Max Mustermann  
Firma GmbH →
- HEUTE - 17:45 UHR  
Max Mustermann  
Firma GmbH →

Tagesprogramm →



14:45 - 15:30 Uhr  
Condition Monitoring



15:00 - 16:30 Uhr  
Efficient Technologies



16:00 - 16:30 Uhr  
Forum Mobile Roboter und  
Fahrerlose Transportsysteme

160,000

INTERNATIONAL  
NEWSLETTER SUBSCRIBERS

MORE THAN  
100,000  
FOLLOWERS



180,000

STREAMING VIEWS  
OF DIGITAL CONFERENCES  
AT #HM19



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## YOUR DIGITAL BOOTH

A professional company presentation helps you motivate potential customers to take a closer look at your company and product portfolio even before the show.

Present your “Digital Booth” with comprehensive information about your company, your products and your livestream program.

New: Visitors can leave a digital business card directly at your exhibitor page. All you have to do is provide an e-mail address for your company in the ECM system.

Included in all participation packages



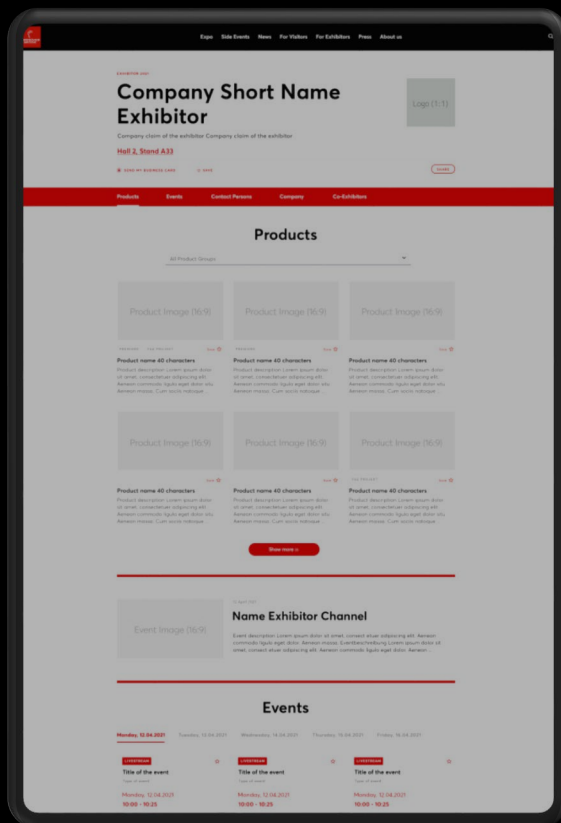
Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



### Our tip:

Add an online press box to your presentation and publish current press releases about your innovations and solutions.



## YOUR DIGITAL BOOTH FEATURES:

- Contact details and company logo
- Your products and solutions
- Company profile and factsheet
- Company video
- Your target industries and countries
- Your worldwide locations
- Your contact persons with new dialog and appointment options
- Two languages: German and English



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## YOUR PRODUCT PRESENTATION

Present your products, solutions and innovations and take advantage of all the display options. It's worth it, because the HANNOVER MESSE exhibitor and product search generates by far the highest number of views:

2.4 million searches alone right before and during HANNOVER MESSE 2019!

Publish as many products as you like. You can present each product or research project on a separate page with detailed information.

### **Our tip:**

Be sure to mark your innovations as premieres. Visitors can search specifically for new products!

Included in all participation packages



Deutsche Messe

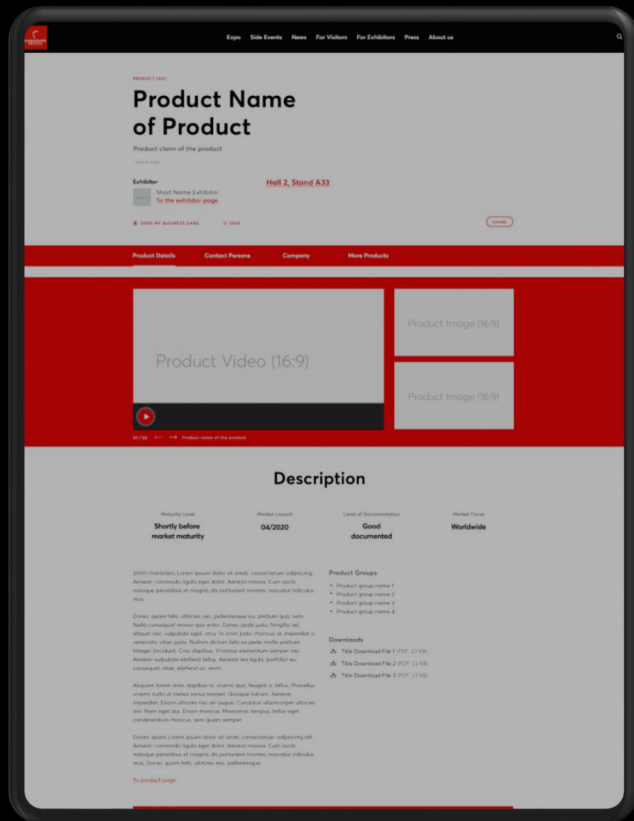
HOME OF INDUSTRIAL PIONEERS







Deutsche Messe



## YOUR PRODUCT PRESENTATION FEATURES:

- Text description (up to 2,000 characters) and images (max. seven )
- Assignment of up to four product groups
- Product video
- Your contact persons with new dialog and appointment options
- Two languages: German and English

HOME OF INDUSTRIAL PIONEERS



NEW

## PRODUCT MEDIA LIBRARY

Produce exciting content in the run-up to HANNOVER MESSE and generate more attention!

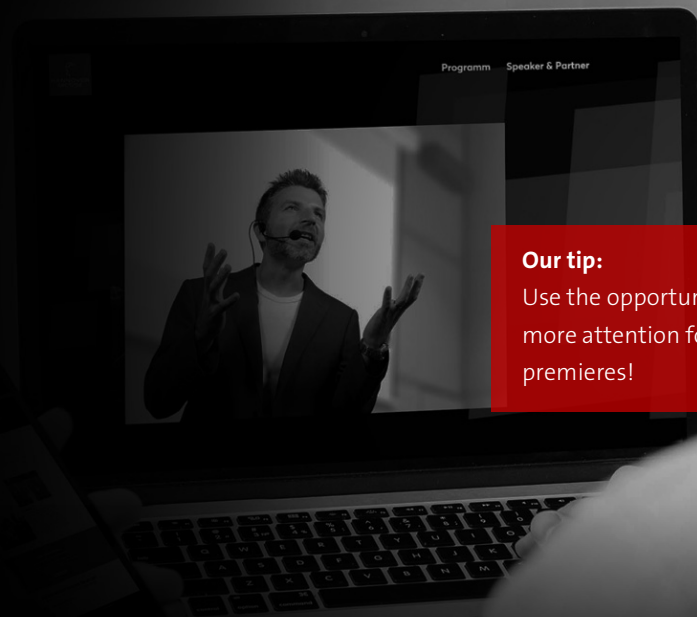
Place your product videos prominently in the new product media library.

List your technical experts as contacts for products and product videos with new dialog and appointment setting options.

With 3, 8 or 25 videos depending on participation package



Deutsche Messe



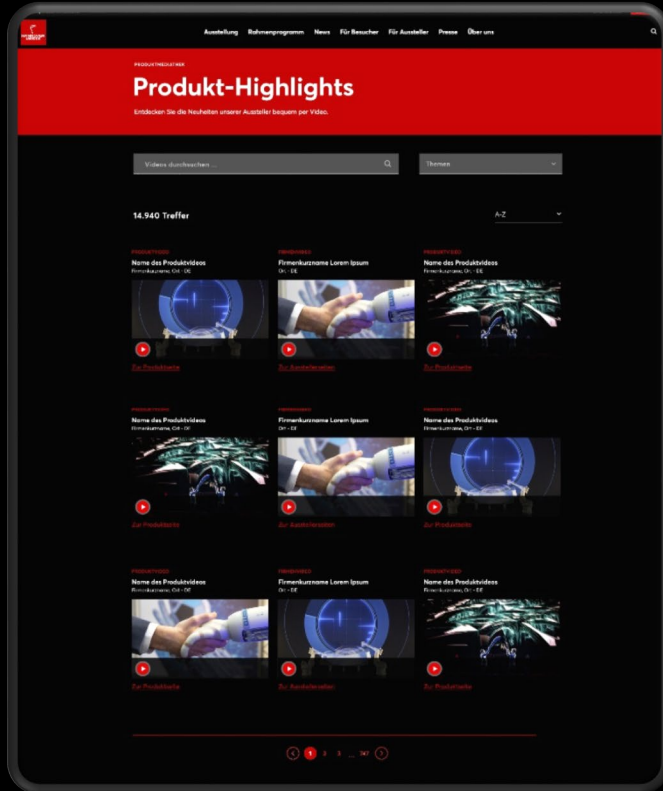
**Our tip:**

Use the opportunity to generate even more attention for your innovations and premieres!

HOME OF INDUSTRIAL PIONEERS







### IT'S THAT SIMPLE:

- Publish videos about your products. You can provide a video for each product.
- Depending on the participation package, indicate the number of videos for the new product media library.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## MORE VISIBILITY

Exhibitor and product pages generate a large percentage of website traffic, because they are where visitors learn about the entire scope of the event most quickly and effectively.

For the free-text search and the various filter functions, it is particularly important to provide as detailed and complete a profile as possible. This maximizes your visibility.

Ensure good visibility in the exhibitor and product search with meaningful text and keywords. Your logo and product images are also important parameters that improve your prominence in the exhibitor and product search.

### Important ranking factors:

- Keywords in profile and product descriptions
- Company logo and product images
- Selection of product groups
- Identification of new products
- Selection of application areas
- Press releases



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



NEW

## LIVESTREAMING EVENTS

Give your digital appearance the trade show feeling:

From live product presentations to digital tours of your factory to exciting discussions with visitors, live streaming sets the stage for your digital trade show presence.

Exchange ideas with your customers in a video conference room after the event.

Rethink your participation completely!

Included in the participation packages M and L



Deutsche Messe

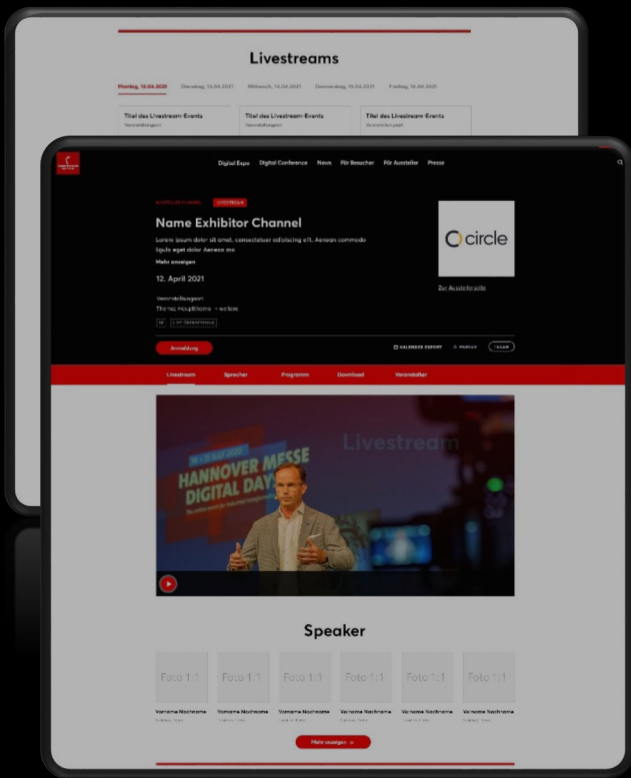


### Did you know:

53% of our visitors indicate they find exhibitor live streams valuable.

HOME OF INDUSTRIAL PIONEERS





## IT'S THAT SIMPLE:

- You can manage your livestreaming events directly via our DailyFair system.
- All dates are published on your exhibitor page and as a program at the HANNOVER MESSE website with information on content and topics.
- We provide you with the technical parameters for your streaming broadcast.
- You send us a finished technical signal and receive a streaming channel on the website for a certain period of time.
- Please note: Streaming production is not included. Slots will be allocated in consultation with Deutsche Messe.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



NEW

## YOUR EXPERTS IN DIALOG

New dialog functions for initiating contact and interacting with visitors!

Nothing is more valuable in these challenging times than personal interaction.

List your experts and contact persons on all pages of your digital presence and talk with your visitors easily via video call. New appointment scheduling options, including a convenient calendar function, are available for this purpose.

With 3, 8 or 25 contact persons depending on participation package

**Did you know:**

46% of our visitors rate 1:1 video chats with exhibitors as important.



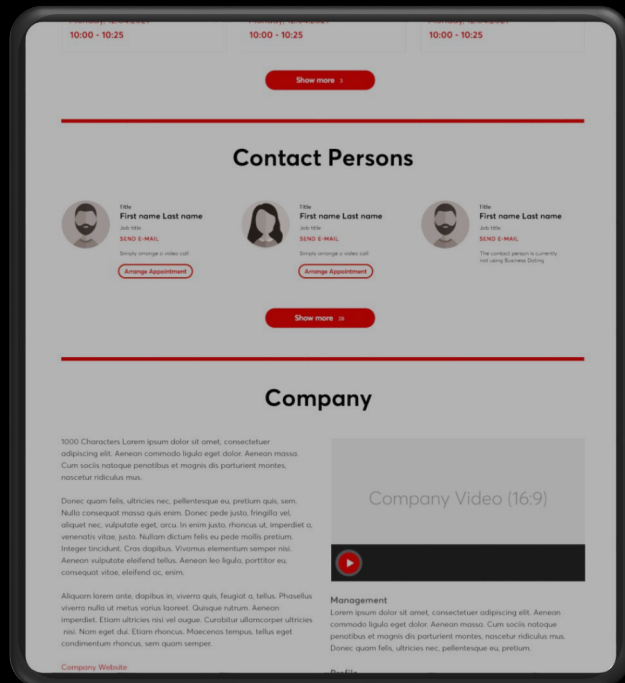
Deutsche Messe

HOME OF INDUSTRIAL PIONEERS





Deutsche Messe



### IT'S THAT SIMPLE:

- Depending on the participation package, you will receive a certain number of “Digital Exhibitor Passes” for your contact persons.
- Provide your contacts with the Digital Exhibitor Pass with registration code.
- After registering at the HANNOVER MESSE website, your contact persons select the pages of your presentation on which they wish to be published.
- Each of your contact persons can then simply activate Business Dating.
- Of course, the availability of appointments can be set individually according to the days of the show.

HOME OF INDUSTRIAL PIONEERS





NEW

## MATCHMAKING & BUSINESS DATING

At HANNOVER MESSE 2021, for the first time you can meet visitors digitally.

Our new service “Matchmaking & Business Dating” enables visitors to publish their own profile. The advantage for you as an exhibitor: You can find visitors based on their interests, contact goals or other criteria, arrange appointments with them, and get in touch via video call.

So, go on a targeted search for suitable new customers!

Included in all participation packages



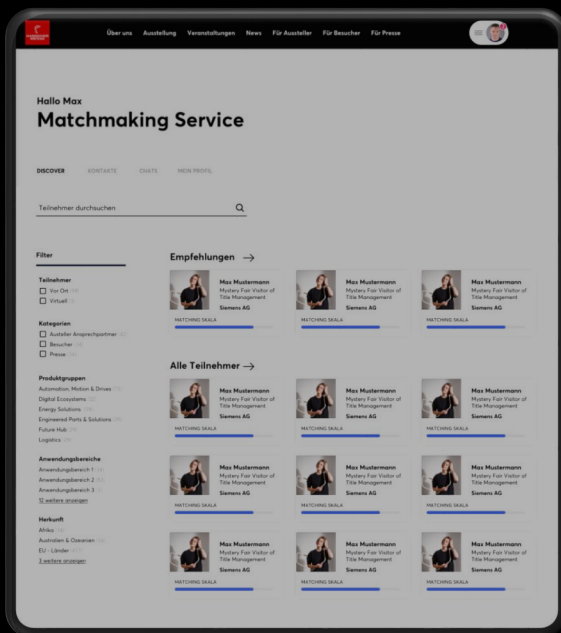
Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



### Our tip:

Register your specialized experts and activate Business Dating in good time before the show!



## IT'S THAT SIMPLE:

Your contact persons ...

- Register on the HANNOVER MESSE website
- Activate "Matchmaking & Business Dating"
- Complete their public profile with a photo, interests and contact targets
- Determine their appointment availability



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



NEW

## ADDED QUALIFIED LEADS

We provide you with the best possible support in identifying new business contacts with new dialog options such as Business Dating and numerous other contact options.

Using the matchmaking service, you can identify participants via interests, contact targets or industries, and get in touch.

In addition, we use a scoring model to provide you with qualified "Added Leads" who show a high level of interest in your company and your products.

**Our tip:**

Use all product presentation options with text, image, video and live streaming for maximum attention from your target group!

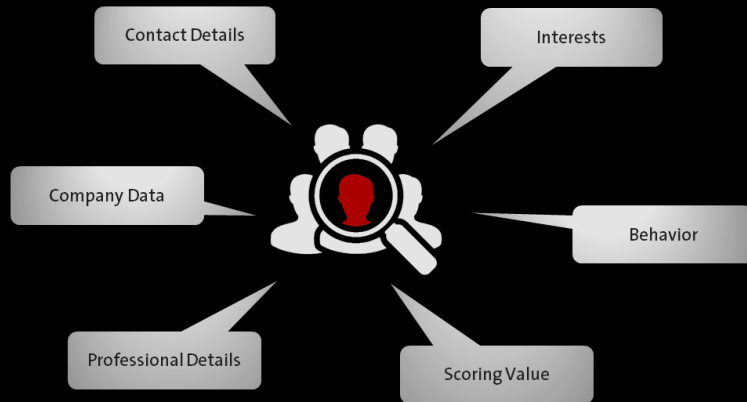
With 50, 200 or 500 Added Leads depending on participation package



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS





#### ADDED QUALIFIED LEADS:

- We track visits to your exhibitor & product pages, videos and livestreams.
- Using a scoring model, we identify the level of interest in your company and specific products.
- After the show, we select qualified new contacts with the highest level of interest for you. We exclude people who have already made contact with you.
- Of course, we only consider HANNOVER MESSE attendees who have consented to tracking and sharing contact information.



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## YOUR PARTICIPATION OPTIONS

### DIGITAL PACKAGE S

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 3 contact persons with digital dialog functions
- Special placement of up to 3 product videos in the product media library
- Up to 50 Added Leads

2,900.00 €

### DIGITAL PACKAGE M

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 8 contact persons with digital dialog functions
- Special placement of up to 8 product videos in the product media library
- Up to 25 minutes live streaming
- Up to 200 Added Leads

7,500.00 €

### DIGITAL PACKAGE L

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 25 contact persons with digital dialog functions
- Special placement of up to 25 product videos in the product media library
- Up to 7 x 25 minutes live streaming
- Up to 500 Added Leads

30,000.00 €



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## DIGITAL JOINT STAND

You would like to organize a digital joint stand?

Then use our Digital Pavilion Package and benefit from all the new presentation and dialog options.

Please note: Booking is reserved for non-profit organizations with at least five co-exhibitors.

### DIGITAL PAVILION PACKAGE

#### MAIN EXHIBITOR

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 3 contact persons with digital dialog functions
- Special placement of up to 3 product videos in the product media library
- Up to 50 Added Leads
- Up to 7 x 25 minutes live streaming

#### CO-EXHIBITORS

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 3 contact persons with digital dialog functions
- Special placement of up to 3 product videos in the product media library
- Up to 50 Added Leads

22,500.00 €



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS





## LIMITED PREMIUM PACKAGE

Our Premium Package for Premium customers:

Maximum visibility, an extensive livestreaming program and your keynote in the official HANNOVER MESSE conference program.

Limited offer. Please contact us:

Emanuel Marra / Franziska Allruth

+49 511 89-34466

### DIGITAL PACKAGE XL

- Company and product presentation
- Visitor tickets
- Marketing services
- Participation in Matchmaking & Business Dating
- Up to 50 contact persons with digital dialog functions
- Special placement of up to 50 product videos in the product media library
- Up to 1,000 Added Leads
- Up to 7 x 25 minutes live streaming
- Exhibitor Streaming Channel: 1 full day of live streaming program
- Conference Keynote incl. video conference room for follow-up discussion

99.000,00 €



Deutsche Messe

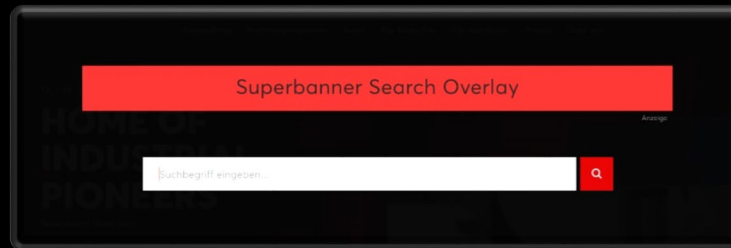
HOME OF INDUSTRIAL PIONEERS



WOULD YOU LIKE EVEN MORE?

Advertise on the website or in the visitor newsletter to generate additional visibility in the run-up to the show!

You will find booking options and free advertising materials in the exhibitor store at [shop.hannovermesse.de/en](https://shop.hannovermesse.de/en)



**Our tip:**

- Premium placement in the website's "Search Overlay"\*
- Take advantage of the high reach of the exhibitor and product search with a keyword banner in the hit list

\*Limited availability



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS



## ECM - EXHIBITOR CONTENT MANAGER

Use our “Exhibitor Content Manager” (ECM) to easily publish your content.

We guide you as you develop your presentation and advise you on all aspects of creating optimal visibility.

You access the ECM via the Exhibitor Shop after confirming your participation. Contact us if you need support for access or have any other questions. We are happy to help!

### **This is how you can reach us:**

[hannovermesse@messe.de](mailto:hannovermesse@messe.de)

Phone: +49 (0511) 89-35550

[shop.hannovermesse.de](http://shop.hannovermesse.de)



**Deutsche Messe**

**HOME OF INDUSTRIAL PIONEERS**



HM 2021 DIGITAL EDITION

# YOU WOULD LIKE TO LEARN MORE?

Be part of it: [hannovermesse.com](https://hannovermesse.com)

Please contact us:

+49 511 89-34466

[hannovermesse@messe.de](mailto:hannovermesse@messe.de)



Deutsche Messe

HOME OF INDUSTRIAL PIONEERS

