

WindEnergy Hamburg Digital

Join the global on & offshore event
1 – 4 December 2020

Register for digital participation **now!**

Organised by:



In cooperation with:



Co-organised by:



Global Partner:




Partners:



Power Systems



windenergyhamburg.com



**THOUSANDS OF EXPERTS
FROM OVER 100 COUNTRIES
ARE TAKING PART IN
WINDENERGY HAMBURG
DIGITAL WITHOUT LEAVING
THEIR OFFICE.**



NEW REALITIES CALL FOR A NEW VISION.

All are struggling with the consequences of the coronavirus pandemic, including business travel restrictions and strict quarantine requirements. Even the best hygiene strategy cannot change this reality for us as a trade fair organiser.

This is why we have developed an alternative scenario for this year, which is now becoming a reality: **Since many potential participants are unable to travel to our event, we will bring it to them!**

WE INTERCONNECT THE PLAYERS OF THE WIND INDUSTRY. NOW DIGITALLY!

In order to make WindEnergy Hamburg the world's biggest meeting place for the wind industry again, we have developed a powerful **digital platform** that provides all suppliers and buyers with an opportunity to be part of the Expo – comfortably, safely, and with measura-

ble success. Even without face-to-face interaction at the exhibition stand, this platform provides a **state-of-the-art marketplace** offering nearly unlimited possibilities to **get informed, share views and ideas**, and **generate leads**.

Seize the opportunity of WindEnergy Hamburg – the digital way:

- More than **1,400 exhibitors** from all segments of the value chain
- Roughly **35,000 industry visitors** from 100 countries
- The new **WindTV Open Stream** and **WindTV Premium** featuring **WindEurope's Premium Conference** with insights into key topics



THE WINDENERGY HAMBURG DIGITAL PLATFORM. YOUR GATEWAY TO BUYERS, SUPPLIERS AND KNOW-HOW.

Our solution makes it easy for you to showcase your products and services and expand your business network. Integrate your existing online content effortlessly, put employees from various departments in place to respond to online enquiries, and interact with potential buyers and experts from

around the world. Additionally, WindEnergy Hamburg Digital lets you take part in the wind industry's top-rated conference, the new **WindTV Open Stream** and **WindTV Premium** featuring **WindEurope's Premium Conference** with insights into key topics.

Build global market presence – around-the-clock, for two entire years:

- **Your company as an exhibitor at** WindEnergy Hamburg Digital
- Attention-grabbing appearance at the **global live event** from 1 to 4 December 2020
- **24/7 global online accessibility of your content** up until WindEnergy Hamburg 2022



WINDTV FEATURING WINDEUROPE'S PREMIUM CONFERENCE

Hamburg Messe und Congress and WindEurope have jointly developed WindEnergy Hamburg Digital including a brand new feature: WindTV. It will have two streams with exclusive live and on-demand content – **WindTV Open Stream** and **WindTV Premium**.

It will tackle every facet of the wind industry today. With dedicated sessions on global wind markets powered by GWEC, permitting, community engagement, electrification, renewable hydrogen, technology and innovation and the wind energy supply chain, among others. We will be joined by business leaders, policymakers and leading experts from the wind industry and beyond.

While the **WindTV Open Stream** will allow you to grasp the latest trends in business, policy and

technology from a high-level and commercial perspective, the **Premium** part will allow you to gain more in-depth knowledge from top the specialists.

Just like with your regular TV network, it is you that will decide what you want to watch and when.

We know it is sometimes difficult to spend three days at a conference, covering travelling and accommodation cost on top of the event' fee. This is your chance to learn and be part of strategic industry's discussions from a comfortable setting of your own office, investing your time in smart and personalised manner.

For anyone with an interest or stake in the wind industry, attendance is a must!



EVERYTHING YOU EXPECT FROM A WORLD-LEADING EXPO AND MORE.

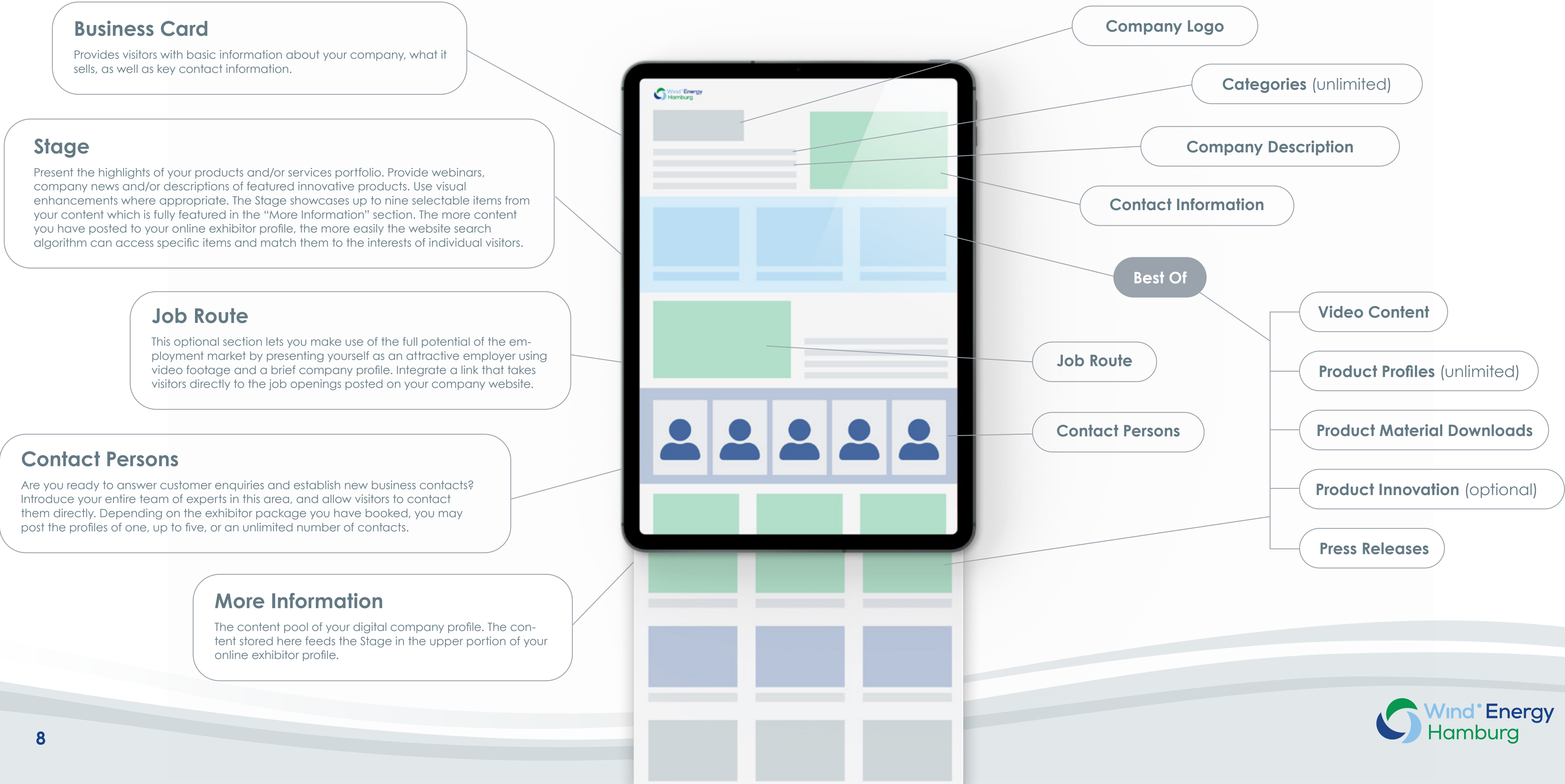
As an exhibitor at WindEnergy Hamburg Digital, you will be part of the global **live event** of the wind industry from **1 to 4 December 2020**. It includes everything you need to boost your business success:

- Comprehensive **presentations of companies and products**
- Unlimited uploading and downloading of **content**
- Direct **interaction, chats** and **matchmaking** with interested parties
- On-target news and communications to media representatives
- **Networking, recruiting** and **conference participation**

You extend your reach across the globe, present your products and services **online globally for two years 24/7**, and profit from numerous marketing opportunities:

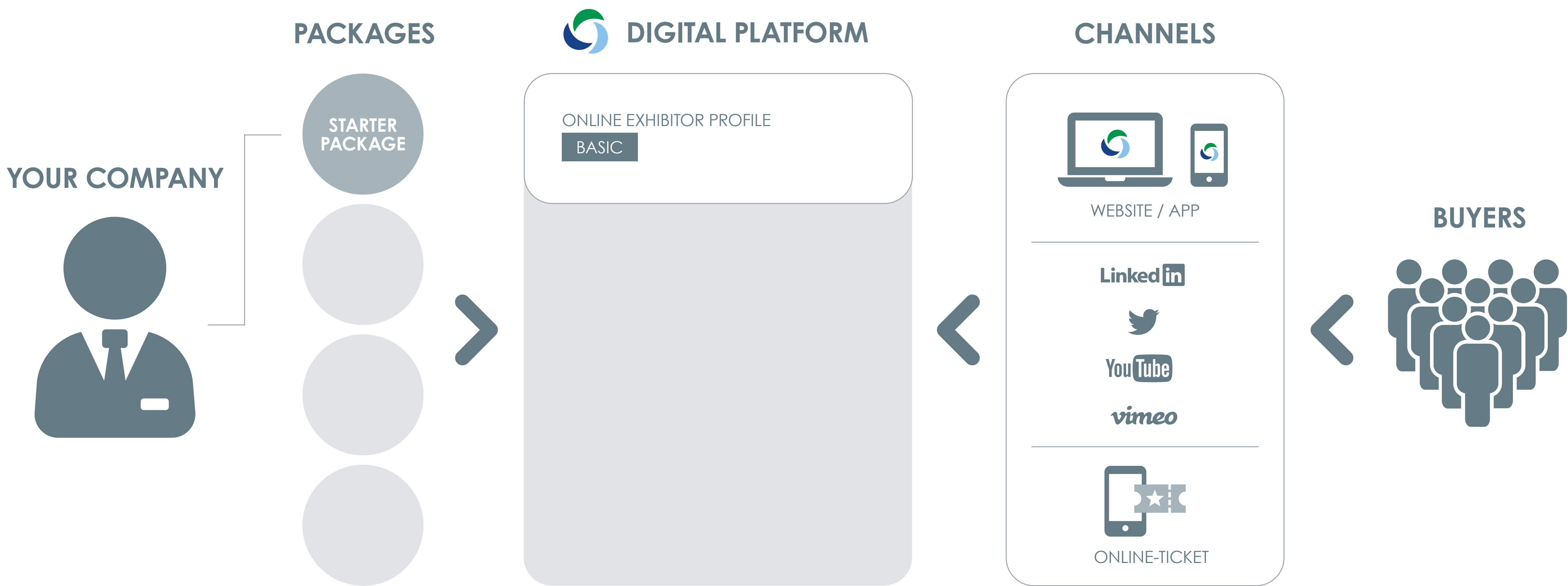
- **Your company will enjoy high visibility** at windenergyhamburg.com
- **Integration in highly frequented sections of the website** ("Discover" and "Recommendations")
- **Make it easy for people to find your products & services** (your products, categories, keywords)
- Publish current company **news and digital content**

YOUR ONLINE EXHIBITOR PROFILE AND ITS CORE ELEMENTS:



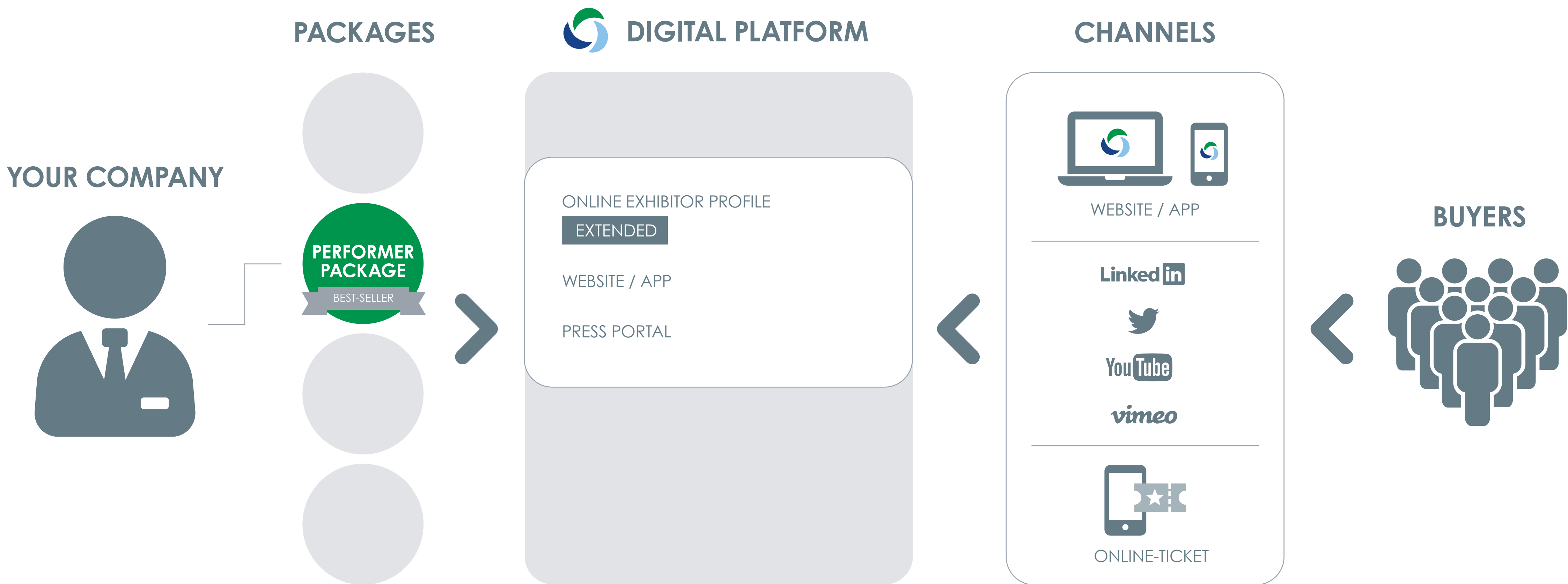
A POWERFUL PLATFORM. POWERFUL OPTIONS.

The Starter Package. For first-timers.



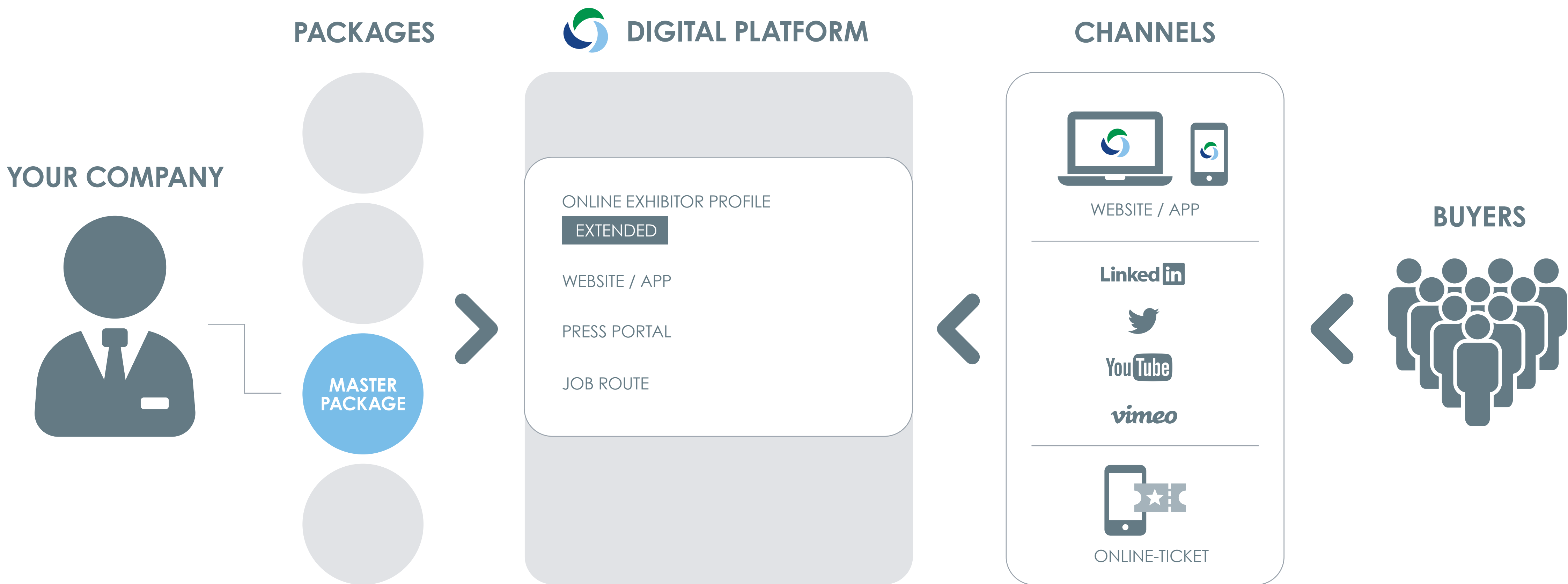
A POWERFUL PLATFORM. POWERFUL OPTIONS.

The Performer Package. For experienced exhibitors.



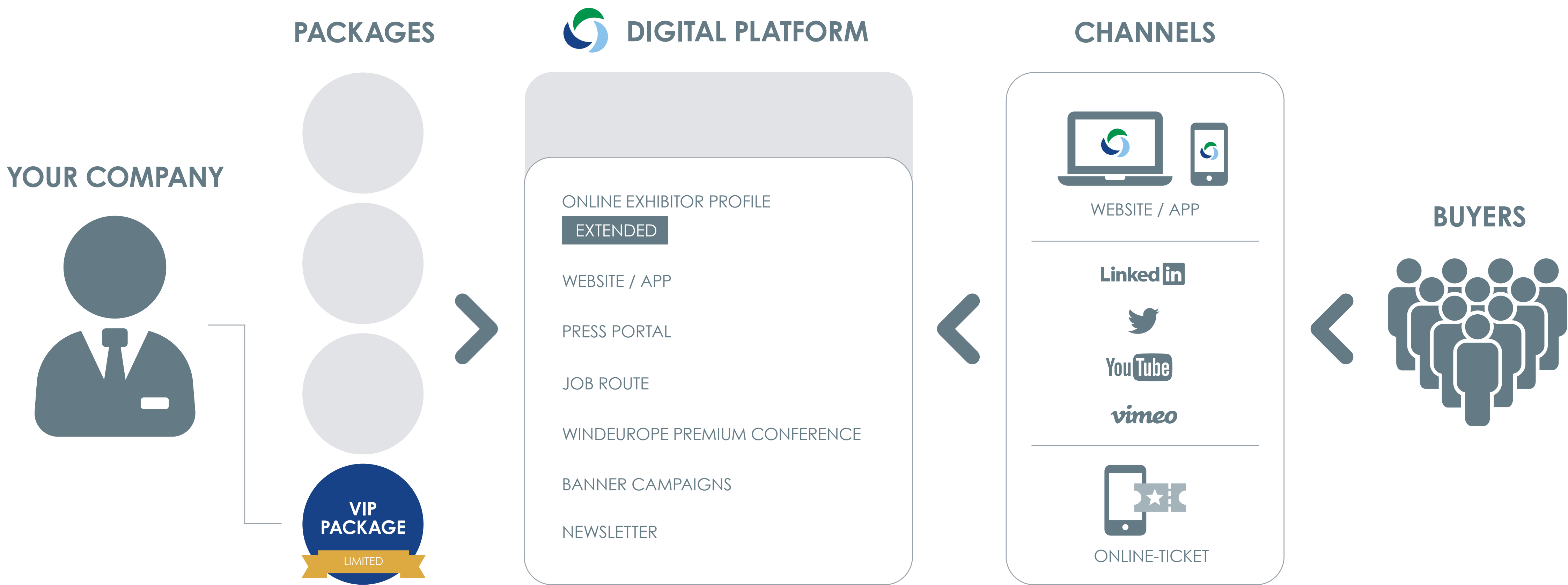
A POWERFUL PLATFORM. POWERFUL OPTIONS.

The Master Package. For market leaders.

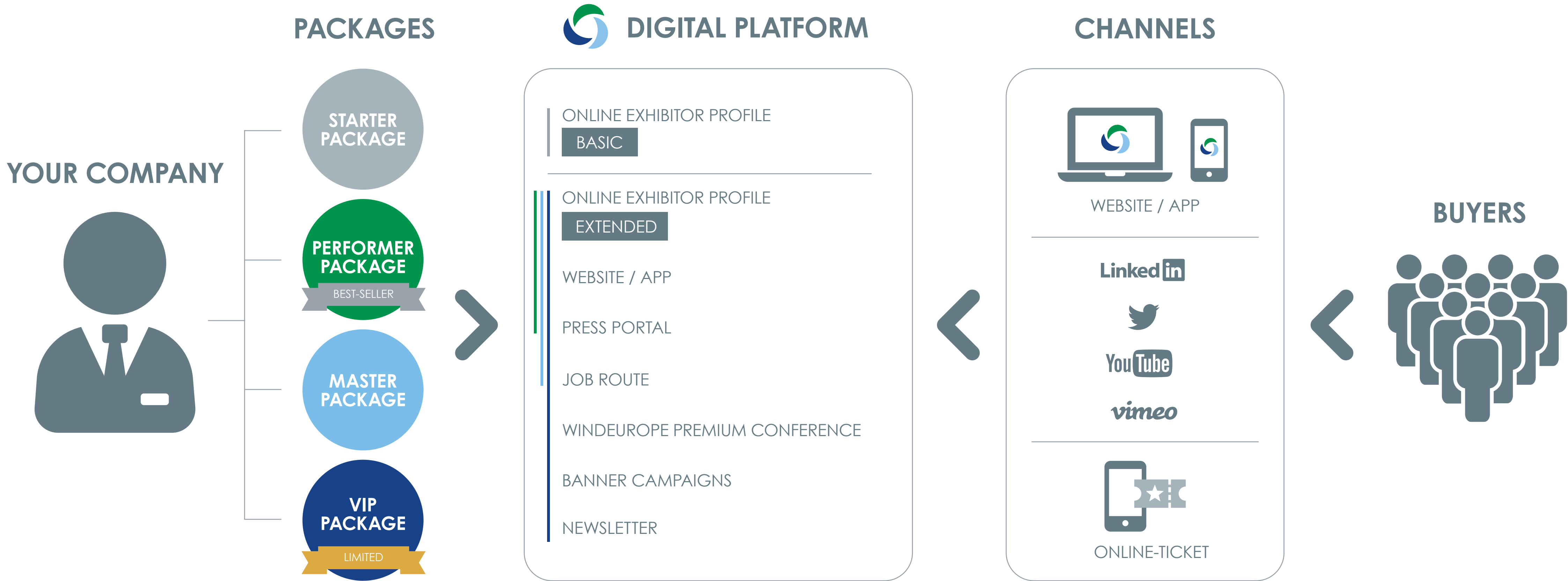


A POWERFUL PLATFORM. POWERFUL OPTIONS.

The VIP Package. For global players.



A POWERFUL PLATFORM. POWERFUL OPTIONS.



FOR EVERY NEED: OUR EXHIBITOR PACKAGES.

With four pre-configured, expandable service packages we cater to the needs of a wide spectrum of exhibitors, making it easy for everyone to find what they need.

STARTER
PACKAGE

Our entry-level **Starter Package** gives you all key functionalities for a successful digital showcase at WindEnergy Hamburg Digital.

PERFORMER
PACKAGE
BEST-SELLER

The **Performer Package** includes additional digital performance drivers for exhibitors who are keen on attracting more attention to their products and services.

A top value, this recommended package can be further expanded by adding various services.

MASTER
PACKAGE

The **Master Package** gives your company outstanding visibility on the digital platform by placing your company profile prominently in the "Recommendations" area of the home page. What is more, your company will be highlighted on the Job Route, attracting the attention of job seekers. The package further includes a ticket for **WindEurope's Premium Conference**.

VIP
PACKAGE
LIMITED

The limited-edition **VIP Package** was developed for exhibitors looking for an event appearance that stands out, allowing them to position their company and/or products prominently in the market. It includes participation in the **WindEurope Premium Conference** plus a comprehensive set of visibility-enhancing services.

Every package can be customised by adding some extra options from our range of **supplementary digital services**, such as an online banner, newsletter ad placements, top-of-list placement, and more (see page 18/19).

FOR EVERY NEED: OUR EXHIBITOR PACKAGES.

	STARTER PACKAGE	PERFORMER PACKAGE BEST-SELLER	MASTER PACKAGE	VIP PACKAGE LIMITED
Company Logo	●	●	●	●
Categories	●	●	●	●
Company Description	●	●	●	●
Product Profiles	●	●	●	●
Contact Information	●	●	●	●
Product Material Downloads	●	●	●	●
Contact Persons	● (1 max.)	● (5 max.)	● (no limit)	● (no limit)
Keywords		●	●	●
News		●	●	●
Press Releases		●	●	●
Video Content		●	●	●
Profile in „Recommendations“			●	●
Job Route			●	●
Banner in Newsletter				●
Content in Newsletter				●
Website Banner Campaign (“For visitors” section)				●
Website Banner Campaign (“Discover” section)				●
Storage Tour				●
Conference Ticket			●	●
Set-up Fee	€ 499 * € 3,900	€ 499 * € 4,900	€ 499 * € 9,900	€ 499 * € 19,900
Advocacy Fee (included)	(incl. € 50 Advocacy Fee)	(incl. € 125 Advocacy Fee)	(incl. € 250 Advocacy Fee)	(incl. € 500 Advocacy Fee)

*Set-up fee not applicable if registered by the end of October 2020.
All prices are net prices exclusive of legal VAT.

OUR EXHIBITOR PACKAGES IN DETAIL – ADDED VALUE FOR YOU.



Company Logo

Enhance your visibility: Embed your logo into your online exhibitor profile and search results to improve your company's visibility and attract more attention from visitors



Contact Information

Help visitors find you: Your company's entry in your online exhibitor profile will include your address along with hyperlinks to your homepage and social media channels



News

Keep the media in the loop: Communicate innovative product and company news directly from the platform to media representatives



Categories

Make sure you are found: Select an unlimited number of product and/or offer categories from our list to improve your search result placement



Product Material Downloads

Share information: Upload unlimited content relating to your products & services for visitors to download, including product descriptions, case studies about product applications, etc.



Press Releases

Reach the press: Attach meaningful, downloadable press releases to your online exhibitor profile



Company Description

Highlight your expertise: Include a more detailed company description to inform visitors viewing your profile about your range of products/services



Contact Persons

Generate leads: Publish the contact info for your customer service representatives and in-house experts so interested visitors can get in touch directly



Video Content

Deliver content: Offer videos about your products, webinars or other dynamic content to visitors viewing your profile



Product Profiles

Showcase your capabilities: Make any number of entries to present your products using both text and images



Keywords

Maximise your expo footprint: Freely select and combine search terms to direct specific searches to your profile and enhance traffic



Profile in „Recommendations“

Enhance your expo presence: Your company's brief profile will appear on the "Stage" of the WindEnergy Hamburg Digital homepage, alternating with others, where it will attract attention, especially from visitors using "Recommendations" to guide their searches.

OUR EXHIBITOR PACKAGES IN DETAIL – ADDED VALUE FOR YOU.



Job Route

Find skilled staff: Direct jobseekers to your profile by presenting yourself as an employer, and include a link to the Careers page of your company website



Conference Ticket

Get ahead of the competition: A ticket for the Premium Conference will give you access to exclusive programme content. The new WindTV channel by WindEurope covers the Premium Conference and features open programming, as well. The new, user-friendly concept makes it easy to learn in a creative and effective way, and share expert knowledge



Website banner campaign in the “For visitors” section (30 days)

Expand your reach: A 30-day banner campaign will enhance the visibility of your company in the most frequented area of the digital platform



Website banner campaign in the “Discover” section (30 days)

Expand your reach: A 30-day banner campaign will enhance your company's visibility. Your banner will appear on the landing page of the “Discover” section and, after every tenth search result, on the list of search results



Banner in Newsletter

Build brand awareness: Use an eye-catching section in our official WindEnergy Hamburg Digital e-mail newsletter to raise awareness of your products and services among our more than 43,000 newsletter recipients. Include links leading to your company website or to content in your online exhibitor profile



Storage Tour

Let your expertise speak for itself: If your company sells solutions for wind power conversion, storage or system integration, you may place your related content (news, products, webinars etc.) among the selections of the Storage Tour so Visitors interested in these topics will be made aware of it



Content in Newsletter

Expand your customer base: Present high-value content fashioned similarly to an advertorial in a WindEnergy Hamburg Digital e-mail newsletter that will be sent out to the entire event mailing list. Offer your target audience participation in webinars produced by your company, or post exclusive white papers for downloading. This is a highly effective option to generate leads and initiate a conversation with potential customers

ADD-ON DIGITAL SERVICES:

30-day Website Banner Campaign

Expand your reach: A 30-day banner campaign will enhance your company's visibility. Your banner will appear in the "For Visitors" or "Discover" section or in one particular theme category

€ 2,500

30-day App Banner Campaign

Expand your reach: Increase your company's visibility through a 30-day banner campaign on the homepage of the WindEnergy Hamburg app as well as in the list of search results after every tenth result

€ 2,500

Banner in Newsletter

Use an eye-catching section in our official WindEnergy Hamburg Digital e-mail newsletter to raise awareness of your products and services among our more than 43,000 newsletter recipients. Include links leading to your company website or to content in your online exhibitor profile

€ 950

Content in Newsletter

Expand your customer base: Present high-value content fashioned similar to an advertorial in a WindEnergy Hamburg Digital e-mail newsletter that will be sent out to the event mailing list. Offer your target audience participation in webinars produced by your company, or post exclusive white papers for downloading. This is a highly effective option to generate leads and initiate a conversation with potential customers

€ 5,000

Storage Tour

Let your expertise speak for itself: If your company sells solutions for wind power conversion, storage or system integration, you may place your related content (news, products, webinars etc.) among the selections of the Storage Tour so Visitors interested in these topics will be made aware of it

€ 69

Product Innovation

Showcase novelties: Highlight a product profile as an "innovation" for a period of 90 days, and make it appear in the list of results of any search using this term

€ 1,350

All prices are net prices exclusive of legal VAT.

ADD-ON DIGITAL SERVICES:

Job Route

Find skilled staff: Direct jobseekers to your profile by presenting yourself as an employer, and include a link to the careers page of your company website

€ 2,500

Speakers' Corner Slots

Inspire enthusiasm: Contribute content for a video slot in our open programme which runs in parallel with the Premium Conference. Use this opportunity to highlight your company and/or your innovative technology. All we need is a ready-to-broadcast, maximum 10-minute video from you. Speakers' Corner Slots can be booked in conjunction with a VIP Package only. Since the number of available slots is limited, slots are assigned on a first-come, first-serve basis



€ 990

Special Expertise and Country Focus

Let your expertise speak: Place content (e.g. news, product information, or webinars) in a specific theme category (e.g. H2Insights). Visitors browsing the theme category will notice your content and can get in touch with you directly using a link in your online exhibitor profile

Call for price

Conference Ticket

Get ahead of the competition: A ticket for the Premium Conference will give you access to exclusive programme content. The new WindTV channel by WindEurope covers the Premium Conference and features open programming, as well. The new, user-friendly concept makes it easy to learn in a creative and effective way, and share expert knowledge

Price TBD

Production Best Practices (SAL)

Provide comprehensive information: Post best-practice case studies to provide visitors with a better understanding of your product or services. Create an editorial plan together with our partner Sales Automation Labs (SAL), and produce content to be played back within the digital marketplace or on your own website

Price TBD

Premium Banner Campaign in the "Discover" Section

Position yourself prominently: A brief profile of your company placed on the revolving "Stage" on the highly frequented "Discover" landing page will achieve outstanding visibility

Price TBD

All prices are net prices exclusive of legal VAT.

GENERATE INTEREST AND NEW LEADS THROUGH OUR NEWSLETTER SERVICES.

Take advantage of WindEnergy Hamburg Digital's global newsletter e-mailing list to showcase your products and services and expand your customer base among the right audience. We make it easy for you to reach out to experts and decision-makers of all segments related to the global wind industry, both onshore and offshore.

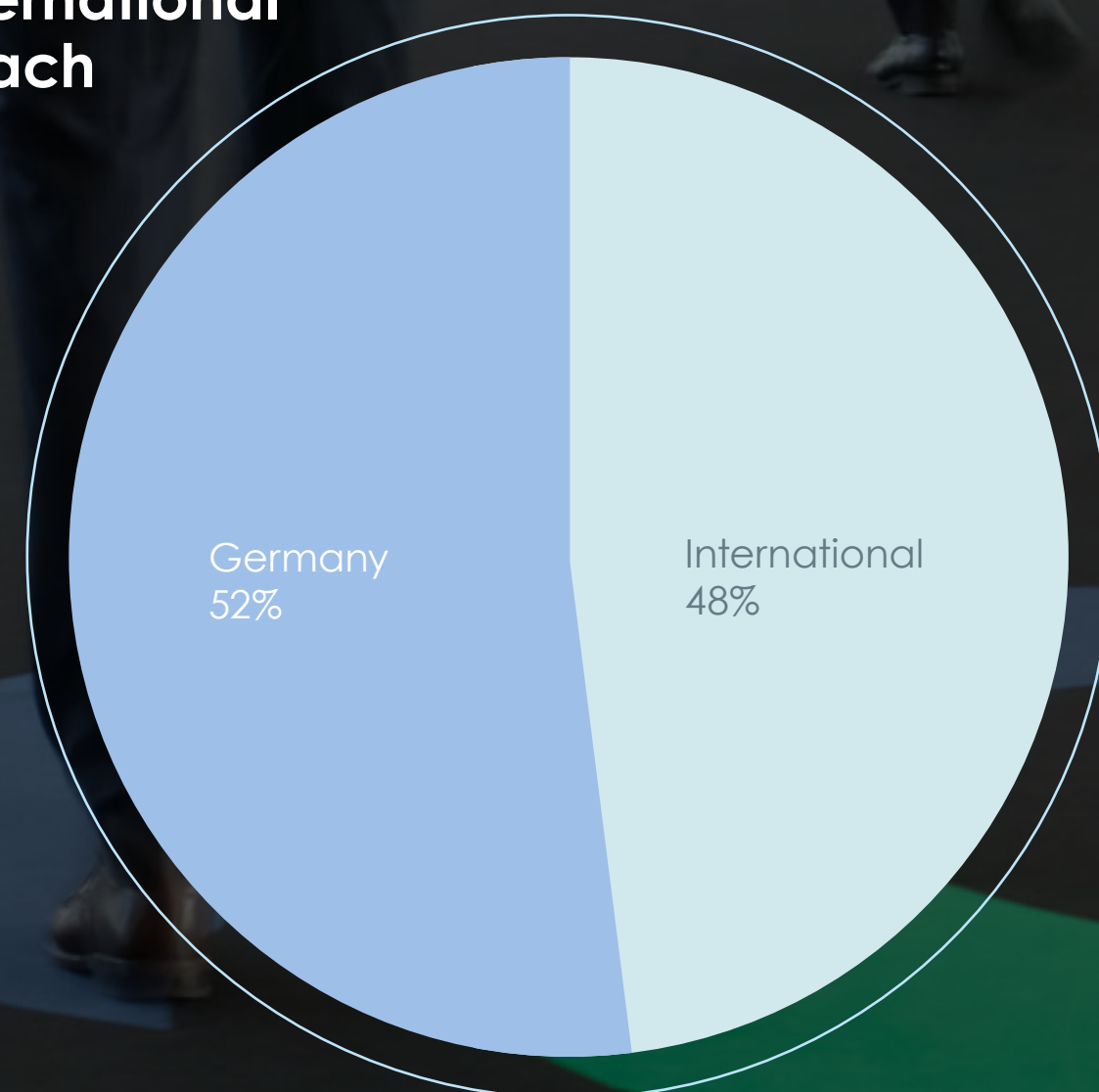
Benefit from our **exhibitor packages** and **add-on digital services**, and select one of the following formats in our newsletters:

- **Banner in the Newsletter** (including a link to your company website or expo profile)
- **Newsletter Content** (your content will be integrated in an official e-mail message of Wind Energy Hamburg, including individual follow-up)

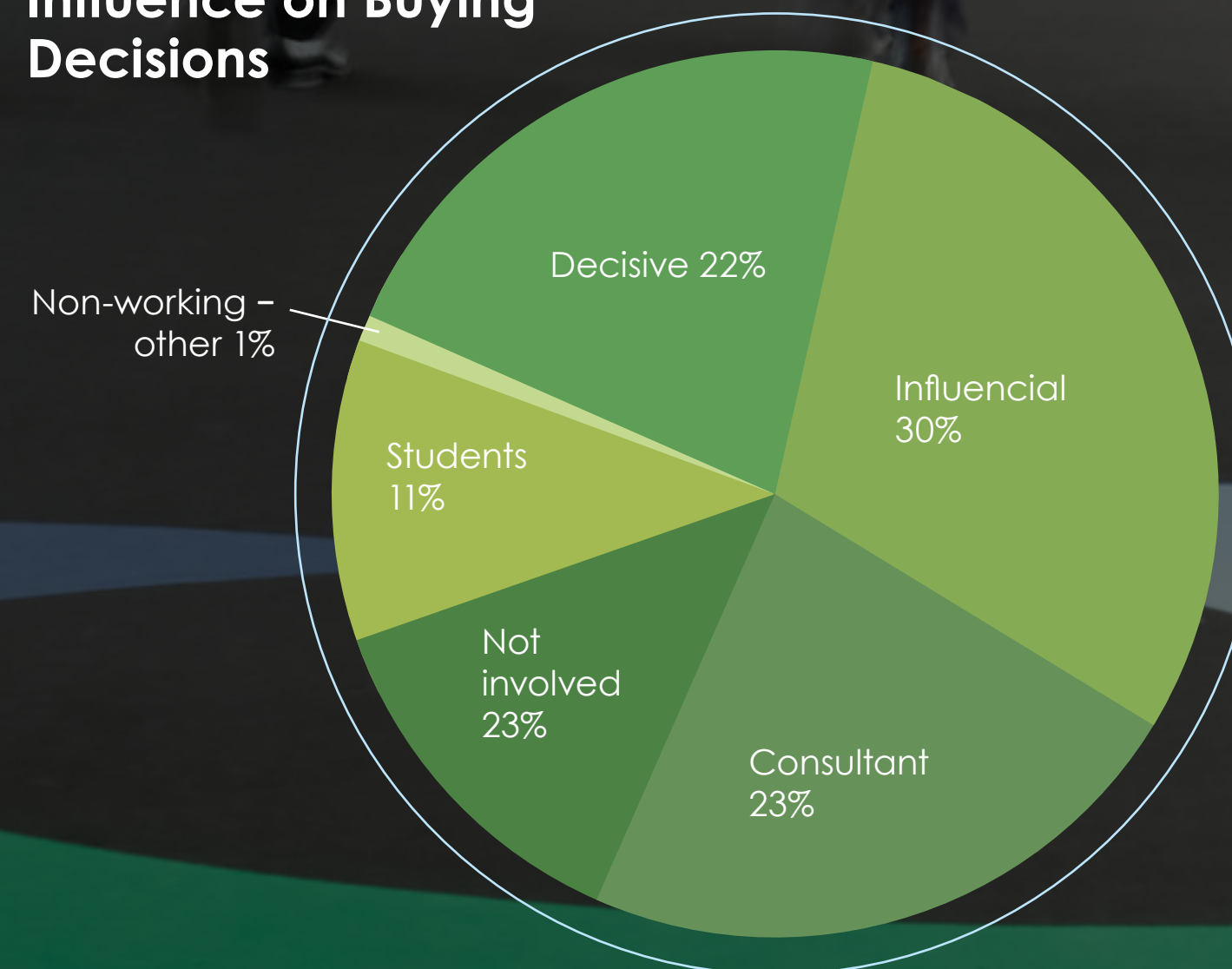
USE OUR PERFORMANCE INDICATORS TO DRIVE YOUR COMPANY'S PERFORMANCE.

The wind industry's only global event is the perfect place for you to reach out to **decision-makers** and **experts** from the entire value chain, from planning to maintenance, and from consultants through to CEOs.

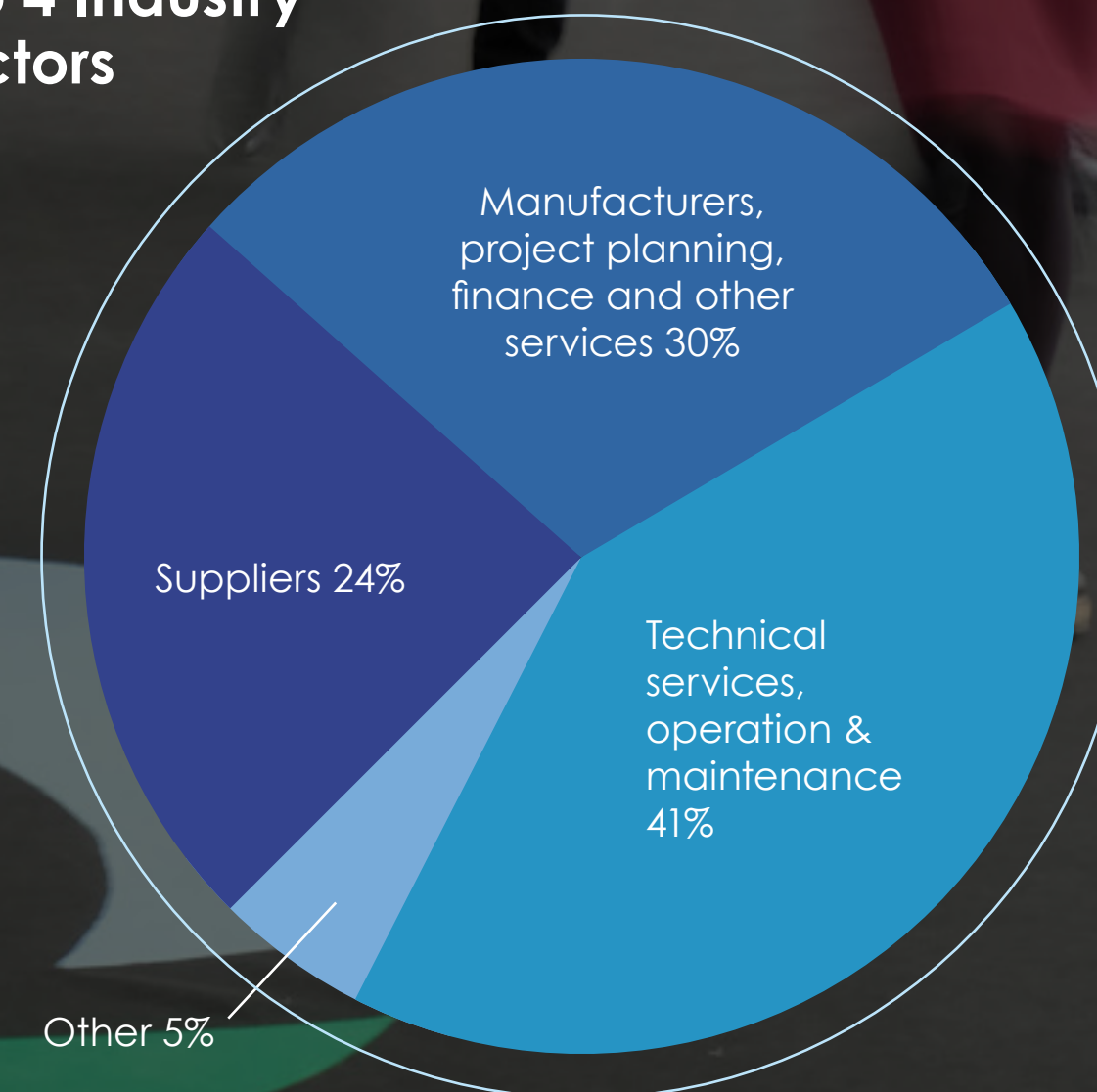
International Reach



Influence on Buying Decisions



Top 4 Industry Sectors



(Source: FKM industry visitor structural survey: WindEnergy Hamburg 2018, visitor survey conducted by Gelszus Messe-Marktforschung, Hamburg)

**QUESTIONS?
WE ARE HERE
TO SERVE YOU.**

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 **Hamburg
Messe + Congress**

Eingang Mitte - Central Entrance



**THE PLATFORM IS READY.
THE COUNTDOWN IS ON.
THIS IS YOUR LINK TO PARTICIPATION:
[WINDENERGYHAMBURG.COM/EXHIBITOR-PACKAGES](https://windenergyhamburg.com/exhibitor-packages)**

We are delighted to welcome you as a participant in WindEnergy Hamburg Digital 2020.
We will do whatever it takes to ensure your expectations for successful participation will be met.
Let us join hands to drive the energy transition!

The WindEnergy Hamburg Digital Team