

NEW TECH. NEW BUSINESS.

TWENTY2X 2021

The annual program

The background features a complex, abstract design. It includes a grid of glowing blue and white lines that resemble a circuit board or data pathways. Overlaid on this are large, semi-transparent geometric shapes in shades of yellow and green. The text is placed within these shapes.

The SMB sector is
everywhere.

It's digital
heart beats in
Hanover.

The TWENTY2X enters the year 2021 positively!

The annual program of the TWENTY2X is hybrid, clear, relevant: whether purely digital, hybrid or analog – exhibitors, sponsors and participants alike have the opportunity to select the respective version according to their individual objectives.

1

A platform

SMEs and the public sector need a platform for digital solutions, lighthouse projects and knowledge transfer.

3

Diverse contact possibilities

An annual program with numerous activities offers the most diverse possibilities for interaction

2

Analog – hybrid - digital

Digital participation options expand the attendance event and maximize the reach of the annual program.

4

For the fair

A comprehensive hygiene concept offers maximum safety

TWENTY2X primary target groups

1

CEOs in a medium-sized company, **head** of public administration

2

Decision-makers in **IT/digital** *

3

IT/digital professionals*
in charge of implementation, integration, maintenance etc.

* As well as to specialist departments such as personnel, marketing, finance, etc

The topics of **TWENTY2X**

Business Management

The exhibitors / sponsors show solutions for all core business processes of a company.

Data Management & Analytics, AI, BI |
Business-Software: CRM, ERP | Cloud &
Edge Computing | Data Center, Server &
Storage | Connectivity, 5G

New Work

The digitized workplace of tomorrow has many facets:

ECM | Communications | Collaboration &
Plattformen | Conferencing & Meetings |
Workplace Systems & Management

Security Solutions

IT security, data protection and data safety are essential for everything digital in a company.

IT-Security | DSGVO & Legal Frameworks |
Blockchain | Threat Management

Public Administration

The focus is on modern, citizen-oriented, efficient digital solutions for the public sector.

E-Government | Kommunale IT-Infrastruktur |
OZG-Umsetzung | Dokumentenmanagement/E-Akte | E-Beschaffung und E-Rechnung

New Tech & Startups

The solutions of tomorrow, the products of start-ups and the view into the laboratories form this area.

Research & Innovation | AI | AR/VR |
scale11 Startup Area

Sourcing Services

Those who do not buy from the manufacturer will find services and products from re-sellers and system integrators.

System Integration | Managed Services
Software-as-a-Service | Infrastructure-as-a-Service

Analog, digital or hybrid participation - you decide the mix.

Topics, solutions, products, networks - in line with the platform concept, we offer you the stage for this. With the help of new digital features you can present yourself from the TWENTY2X. We also ensure personal contact and exchange!

YOUR ADVANTAGES:

- Planning security
- Flexible participation options
- Extended range compared to "only" trade fair
- New possibilities for lead generation
- Independence of location
- Also in digital: 1:1 interaction

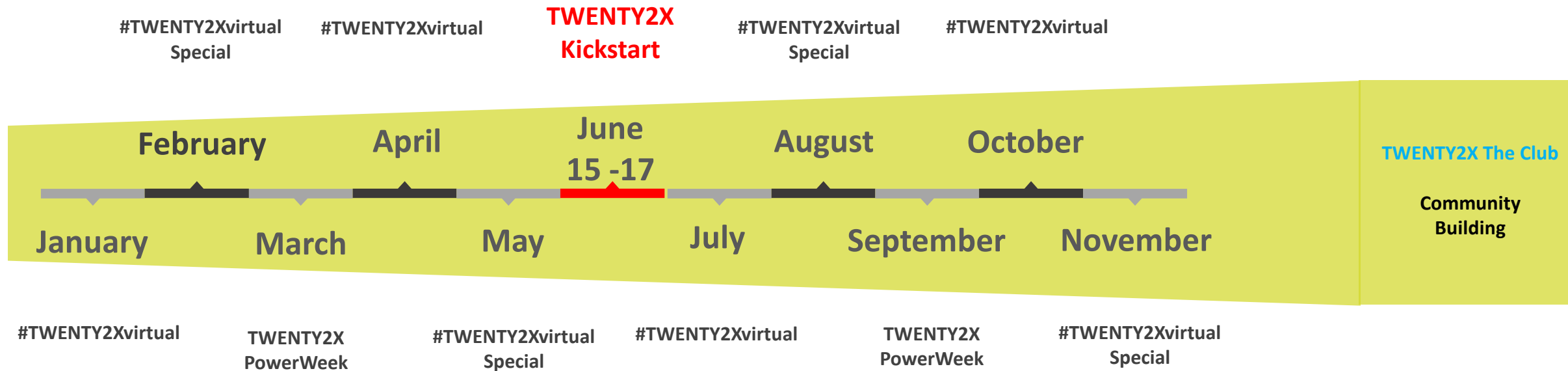


TWENTY2X: Event series of the year 2021

We are continuing our digital formats in a professionalized manner in 2021, thereby strengthening brand awareness and gradually building up our visitor community.

The trade fair premiere of TWENTY2X is being prepared for June 2021.

The annual program offers partners, exhibitors and sponsors numerous opportunities for market access.



TWENTY2X: The structure of the annual program

48% of visitors of the Deutsche Messe events rate the streaming of panels, forums or webinars as very important and, in times of few face-to-face meetings at live events, still want to exchange ideas with experts to refresh their knowledge and discuss technology trends.

#TWENTY2Xvirtual

Format description

- Monthly 2 sessions public, 2 sessions middle class
- Full registration of participants

The sponsor:

- Determines the topic
- Votes for the speakers

TWENTY2X:

- Communicates the session over all media and media channels
- Organizes the session

TWENTY2XPowerWeek

Format description

- 3 days, daily one focus topic
- Perspectives: thought leaders, users, vendors and startups

The sponsor:

- Becomes a sponsor of a session, one day
- Sets a speaker* for the selected session/day

TWENTY2X:

- Communicates PowerWeek with all theme and session sponsors across all media and media channels
- Organizes the PowerWeek

TWENTY2X Kickstart

Format description

- The TWENTY2X Kickstart offers on-site, digital and hybrid formats for participation
- There are various stand construction offers for on-site participation The on-site conference is also streamed
- Additional digital conference lines
- The on-site packages include stand construction, technical equipment, CI design, digital package

TWENTY2X: #virtualls and PowerWeek – The packages

#TWENTY2Xvirtualls:

- Sponsoring: Exclusive
- Invitation mailing
- Online communication package
- Session recording
- Live chat after session
- 4 digital exhibitor passes

2.000 € *excl. VAT.*

TWENTY2X PowerWeek:

Session Sponsorship

- Sponsoring: Exclusive
- Invitation mailing
- Online communication package
- Session recording
- Live chat after session
- 3 digital exhibitor passes
- 1 breakout session (1:n video call))

2.400 € *excl. VAT.*

TWENTY2X PowerWeek:

Daily Sponsorship

- Sponsoring: Exclusive
- Invitation mailing
- Online communication package
- Session recording
- Live chat after session
- business dating
- Access File-/Media-Gallery
- 5 digital exhibitor passes
- 2 Breakout session (1:n video call)

4.900 € *excl. VAT.*

TWENTY2X: Kickstart **Digital** – The packages

TWENTY2X Kickstart – Digital package S:

- Exhibitor profile
- Up to 3 contact persons with digital dialog functions (live chat)
- Trade visitor tickets
- Slots Best Practice Stream: 1
- Session recording
- Added Leads: up to 20

On-site: already included
Digital: 3.000 € excl. VAT.*

TWENTY2X Kickstart – Digital package M:

- Exhibitor profile
- Up to 6 contact persons with digital dialog functions (live chat and video call)
- business dating
- Trade visitor tickets
- Slots Best Practice Stream: 1
- Session recording
- Slots exhibitor streaming: 1
- Breakout Session
- Added Leads: up to 50

On site: 7.500 € excl. VAT.
Digital: 9.500 € excl. VAT.*

TWENTY2X Kickstart – Digital package L:

- Exhibitor profile
- Up to 10 contact persons with digital dialog functions (live chat and video call)
- business dating
- Trade visitor tickets
- Slots Best Practice Stream: 2
- Session recording
- Slots exhibitor streaming: 3
- Breakout Session
- Added Leads: up to 100

On site: 14.000 € excl. VAT.
Digital: 17.500 € excl. VAT.*

*On site: Exhibitor has booked a stand

TWENTY2X: Kickstart **on site** - The packages

Stand construction packages:

- All on-site packages include the actual stand construction, basic technical equipment, cleaning and CI-compliant design (according to specifications)
- To extend the range, the Digital Package S is also included in the price, regardless of the stand size booked
- All on-site packages also include 3 digital exhibitor passes
- Supplementary services and technology can be booked via the TWENTY2X-Shop

Package S:

size: 12m²

7.000 € *excl. VAT.*

Package M:

size: 25m²

10.000 € *excl. VAT.*

Package L:

size: 50 m²

22.000 € *excl. VAT.*

Startup Workstation:

size: 8 m²

1.300 € *excl. VAT.*

- All "stand bookers" have the possibility to upgrade from Digital Package S to M or L (see previous page for prices)
- Joint stands with a maximum of 10 demo points will also be available, details will follow in January 2021.
- Own stand construction will be possible on a limited area at a basic price of 250€/m².

TWENTY2X CONTACT

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