

Interact with the trade fair visitor – online and on site.

DIGITAL+ Basis is your included add-on for the hybrid trade fair appearance.

You benefit from an improved appearance in the exhibitor directory and use a digital lead management system on site. In order to present yourself even more comprehensively and to collect visitor contacts before and after the fair, we recommend you an upgrade to DIGITAL+ Business or Premium.

Book your suitable DIGITAL+ PACKAGE now! We will be happy to advise you!

	BASIS included*	BUSINESS upgrade**	PREMIUM upgrade**
On-site lead management			
Access to the DIGITAL+ scanning app (iOS and Android)	✓	✓	✓
Creation of leads by scanning the visitor ticket	✓	✓	✓
Activity stream including lead management and data export	✓	✓	✓
Exchange of contents via the visitor's digital exhibition bag	✓	✓	✓
Hybrid functions regarding your online trade fair appearance			
Login to the DIGITAL+ back end for the creation of your online presence including user and data management	✓	✓	✓
Integration in the interactive exhibitor overview including filter and search feature	✓	✓	✓
Product category index, number of freely selectable categories	3	5	10
Number of uploads in the segment 'Exhibitor novelties'	1 upload	2 uploads	3 uploads
Exclusive presence during the online tour of the exhibition	✗	✓	✓
Exclusive presence on the DIGITAL+ landing page including logo and link	✗	✗	✓
DIGITAL+ online trade fair appearance	✓	✓	✓
- Management of the basic contact data including web link and e-mail	✓	✓	✓
- Upload and management of the company logo	✓	✓	✓
- Company description as a text including headline and subtitle	✗	✓	✓
- Presentation video (YouTube or Vimeo)	✗	✓	✓
- Photo slider with up to 8 images	✗	✓	✓
- Number of PDF documents for download	5	10	15
- Upload of product highlights including image and text	✗	5 products	10 products
- Upload of job advertisements including form	✗	3 jobs	5 jobs
Accordion menu in the DIGITAL+ online trade fair appearance	✗	✓	✓
Number of submenus including text, photo slider, downloads and web links	✗	up to max. 3	up to max. 5
Live interactions and chat function	✗	✓	✓
- User management including profile image	✗	✓	✓
- Number of text chats	✗	1	3
- Visitor can transmit his contact data by clicking a button	✗	✓	✓
- User can request a call-back by clicking a button	✗	✓	✓
DIGITAL+ Appointment booking for on-site counselling appointments	✗	✓	✓
- Appointment and user management with extensive options	✗	✓	✓
- Number of users for appointments	✗	1 User	3 User
Price per package, per exhibitor, excluding taxes	✓*	€ 599,00**	€ 899,00**

* This fee is included in the obligatory marketing contribution DIGITAL+

** The basic package of the obligatory marketing contribution DIGITAL+ was already deducted from these packages.

YOU WOULD LIKE TO ADDITIONALLY PRESENT ALL YOUR BRANDS REPRESENTED AND MAKE THEM FINDABLE IN THE EXHIBITOR DIRECTORY?

DIGITAL+ Package of 12 brand mini stands

Extension of the Business or Premium exhibitor licence to include the functionality of mini stands

This package can only be booked in combination with a Premium or Business package and includes a maximum of 12 brand mini stands. The brands are assigned to the respective main exhibitor and appear as mini stands on the exhibitor details page. Every individual brand is presented as a mini stand and can be supplemented with logo / subject / brief text / contact. Furthermore, the brand can be found in the search text as exhibitor and is always linked automatically to the main exhibitor. Visitors can send the main exhibitor an enquiry for every brand mini stand via a button. This enquiry is saved as a qualified lead in the activity stream of the main exhibitor.

DIGITAL+ Package of 6 additional brand mini stands

Supplementary packages of brand mini stands (can only be booked in addition to the package of 12 DIGITAL+ brand mini stands)

This package consists of an additional 6 brand mini stands and is exclusively bookable in addition to the package DIGITAL+ brand mini stands.

WE BOOK:

Designation	Art. no.	Price	Order
DIGITAL+ BUSINESS	308206	€ 599,-	<input type="checkbox"/>
DIGITAL+ PREMIUM	308207	€ 899,-	<input type="checkbox"/>
DIGITAL+ BRAND MINI STANDS Can be booked exclusively in combination with a Premium or Business package	308213	€ 499,-	<input type="checkbox"/>
SUPPLEMENTARY DIGITAL+ BRAND MINI STANDS Can be booked exclusively in addition to the DIGITAL+ package of 12 brand mini brands	308214	€ 99,-	<input type="checkbox"/>

Place, date, company stamp

Name in block letters

Legally valid signature