

HANNOVERMESSE.COM

**NEW VISIBILITY.
NEW LEADS.
NEW BUSINESS.**

Industry Networking Platform for your Digital Presentation



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HOME OF INDUSTRIAL PIONEERS



HANNOVER MESSE DIGITAL

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



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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 →

PIONEER'S STAGE

14:45 - 15:30 Uhr

Condition Monitoring

PIONEER'S STAGE

15:00 - 16:30 Uhr

Efficient Technologies

PIONEER'S STAGE

16:00 - 16:30 Uhr

Forum Mobile Roboter und
Fahrerlose Transportsysteme



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160,000

INTERNATIONAL
NEWSLETTER SUBSCRIBERS

MORE THAN
100,000
FOLLOWERS



180,000

STREAMING VIEWS
OF DIGITAL CONFERENCES
AT #HM19

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



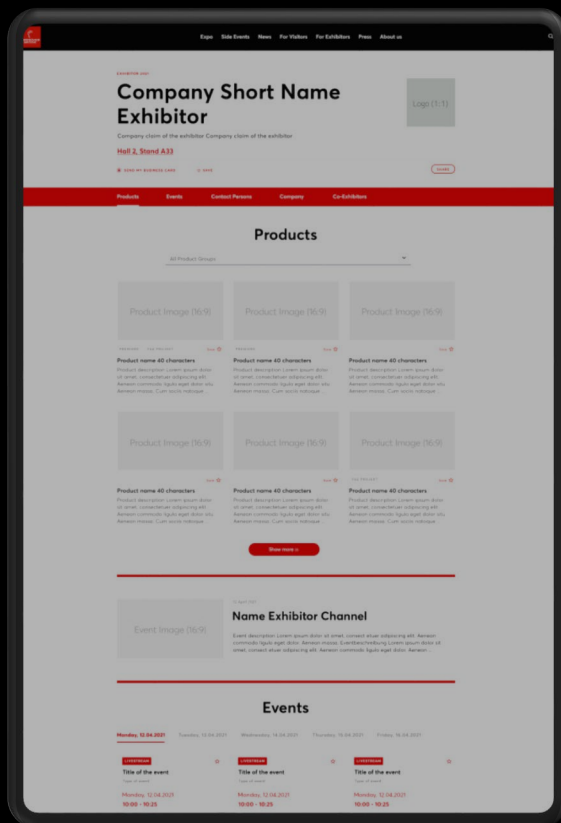
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Our tip:

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



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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



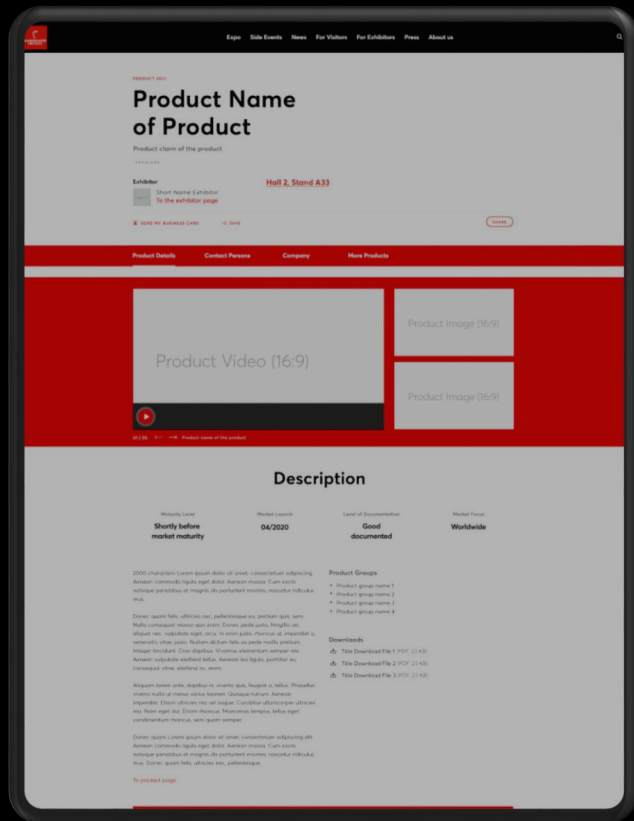
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YOUR PRODUCT PRESENTATION FEATURES:

- 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

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NEW

PRODUCT MEDIA LIBRARY

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

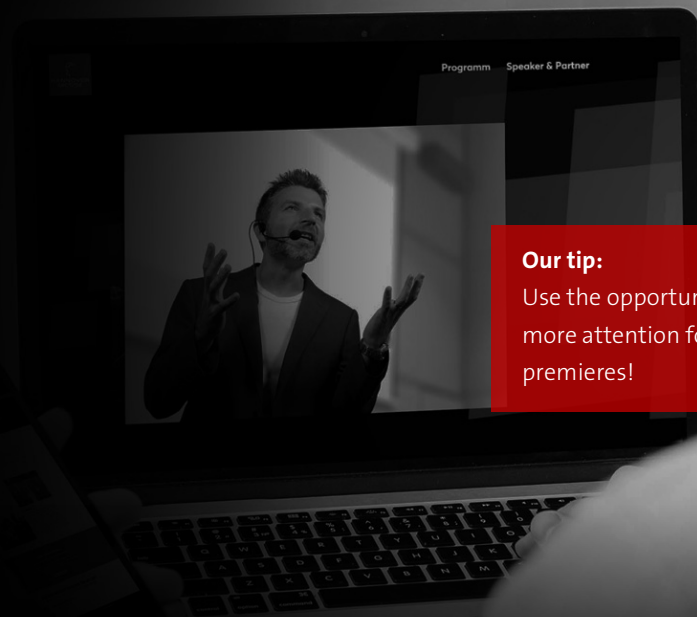
Place your product videos prominently in the new product media library.

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



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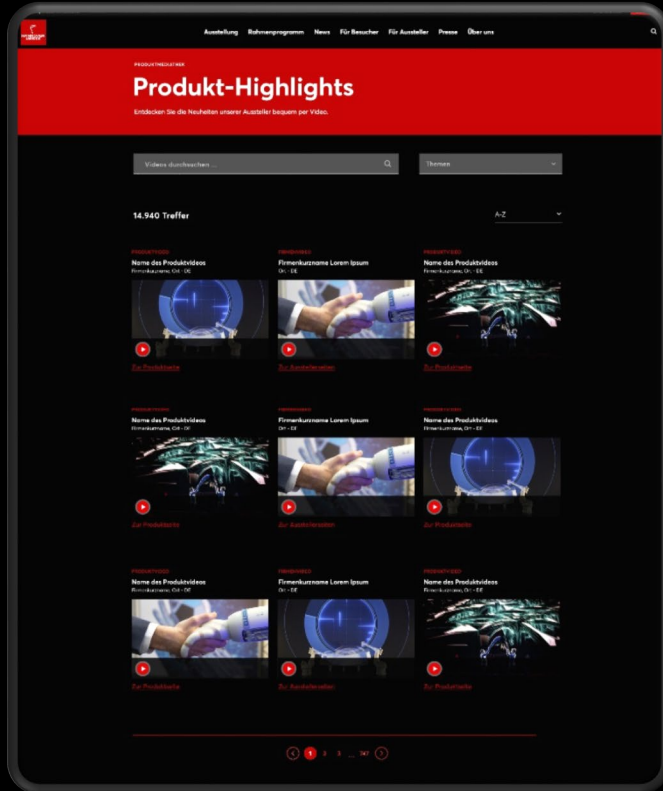


Our tip:

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

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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.



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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



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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



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Did you know:

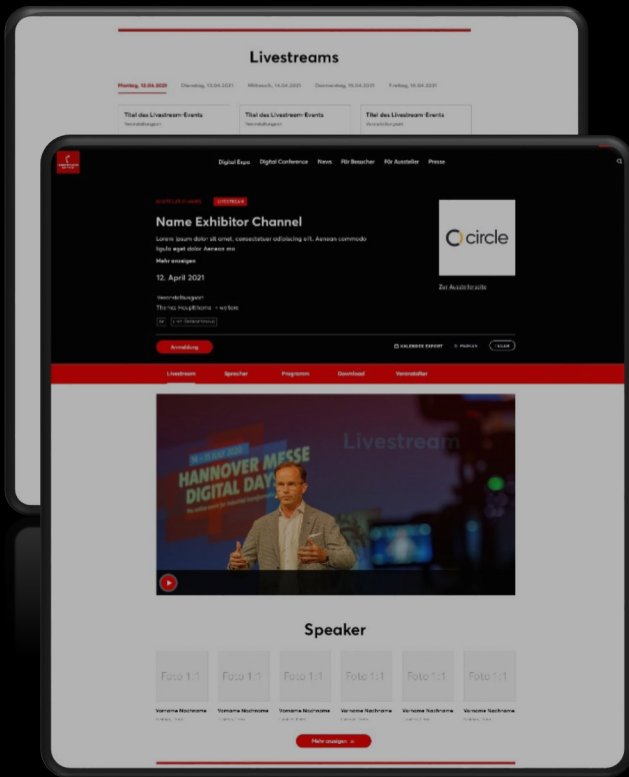
53% of our visitors indicate they find exhibitor live streams valuable.

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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.

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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.



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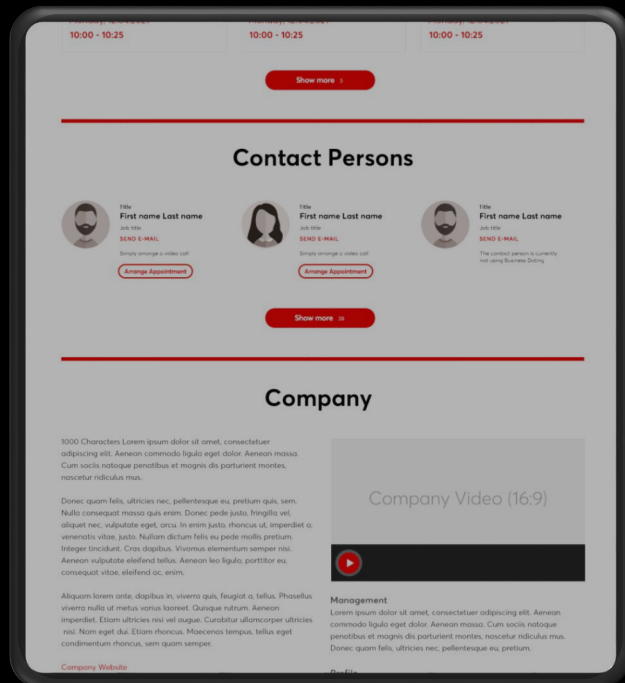
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IT'S THAT SIMPLE:

- 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.

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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



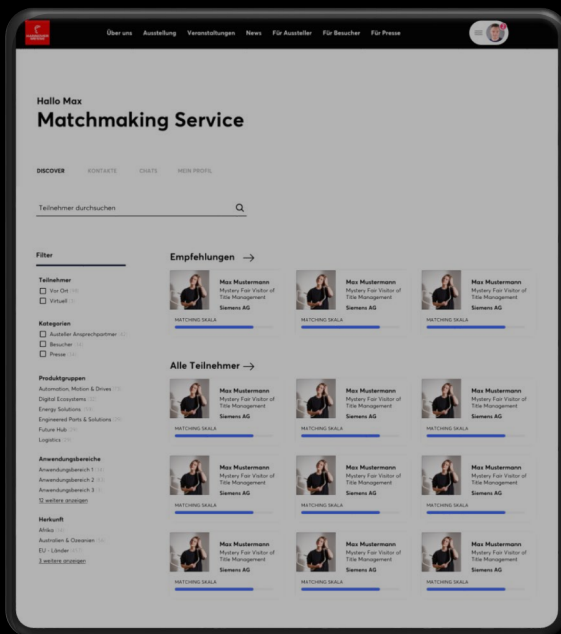
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Our tip:

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



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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!

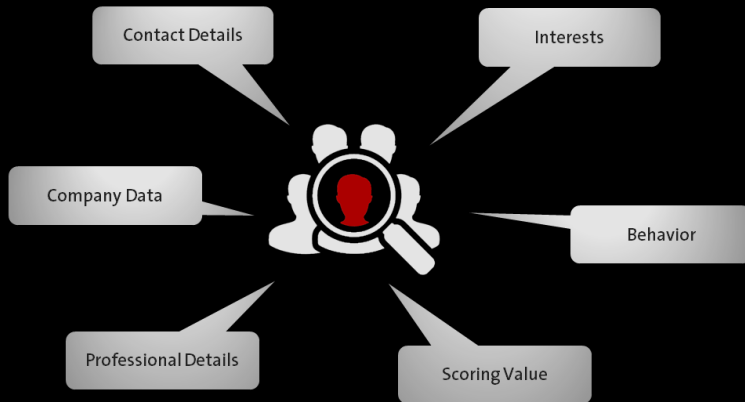
With 50, 200 or 500 Added Leads depending on participation package



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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.



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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 €



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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 €



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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 €



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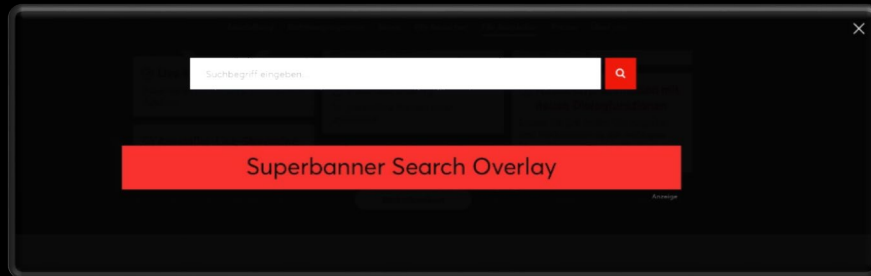
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WOULD YOU LIKE EVEN MORE?

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 shop at shop.hannovermesse.de



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



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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

Phone: +49 (0511) 89-35550

shop.hannovermesse.de



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YOU WOULD LIKE TO LEARN MORE?

Be part of it: hannovermesse.com

Please contact us:

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+49 511 89-34466

hannovermesse@messe.de



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