

Become part of
transport logistic Online

Participation packages

Experience Connectivity

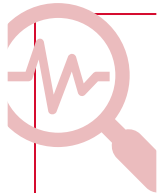


May 4–6, 2021
Online

transportlogistic.de

The transport logistic community needs a central meeting place for knowledge exchange and international networking

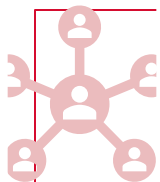
We believe, especially at this time, industry participants have a desire for...



Information & Trendscouting



Presentation opportunities for innovations



Exchange & Networking

With transport logistic Online we follow this wish and offer you...

The latest industry trends and topics

- ✓ Professional conference with high-quality programme in the field of logistics, mobility, IT and supply chain management
- ✓ Discussions, talks and presentations on the latest trends in the industry

Target group, participants & topics

- ✓ International participants from the entire value chain and the air, road, rail and water sectors
- ✓ Relevant industry trends for logistics & logistics service providers, industry, trade & services

Know-how transfer and networking

- ✓ Contact opportunity between all participants
- ✓ Generating relevant leads for future business successes
- ✓ Live Q&A sessions and chats with speakers

We bring together the most important participants in the industry - are you with us?

The participation packages focus on three core elements so that you can best present yourself online to all industry participants

Platform

- ✓ Company profile on the online platform
- ✓ High visibility through prominent advertising spaces
- ✓ Possibility of establishing contact by interested parties

Marketing services

- ✓ Marketing of your presentation
- ✓ Partner promotion on the transport logistic SoMe channels and in emailings to the tl community
- ✓ Social media booklet to activate your customers

Reach

- ✓ Participation free of charge for everybody -> invite unlimited customers, partners and potential clients to your online presentation
- ✓ Digital sales support for maximum reach of your online activities during the event



You book a sponsorship package as part of transport logistic Online so that you...

- ✓ **generate leads and find new customers** – especially if alternatives like onsite formats are not possible at the moment
- ✓ **increase your visibility and brand awareness** – in a highly relevant environment with advertising formats that stand out and make an impact
- ✓ **increase your reach** – with exactly the right target group with the who-is-who of the industry

Sponsoring Packages - Overview

SOLD OUT

transport logistic
SOLD OUT

	Logo (max. 10)	Login (max. 1)	Company Session (max. 25)	Silver (max. 9)	Gold (max. 3)	Platinum (max. 3)
Company profile	✓	✓	✓	✓	✓	✓
All Leads Upgrade	Optional 15.000 EUR	Optional 15.000 EUR	Optional 15.000 EUR	Optional 15.000 EUR	Optional 15.000 EUR	Optional 15.000 EUR
Login Page / App & Web		✓				
Logo / Name Stream of the session			✓			
Branding – In the waiting area of the session			✓	6 Sessions 1 day	6 Sessions 2 days	6 Sessions 3 days
Session visible in the company profile			✓			
Top Listing Sponsoring Section				✓	✓	✓
Logo presence - side menu bar	✓					
Targeting Notifications				1 per hour (1 day)	1 per hour (2 days)	1 per hour (3 days)
Social Media Booklet				✓	✓	✓
Workshop			✓			
Inbound leads limit	0	0	All visitors of Session	0	0	0
Social Media transport logistic				✓	✓	✓
Emailing transport logistic				✓	✓	✓
TrustedTargeting Premium	Optional (3.799 EUR)	Optional (3.799 EUR)	Optional (3.799 EUR)	Optional (3.799 EUR)	Optional (3.799 EUR)	Optional (3.799 EUR)
Branding - Working Hero Podcast	Optional (8.999 EUR)	Optional (8.999 EUR)	Optional (8.999 EUR)	Optional (8.999 EUR)	Optional (8.999 EUR)	Optional (8.999 EUR)
	2.500 EUR	5.000 EUR	7.000 EUR	12.000 EUR	22.000 EUR	28.000 EUR

Secure maximum visibility on one conference day as well as the entire reach of the event with the SILVER PARTNER package

Silver Partner – 12.000 € (max. 9)

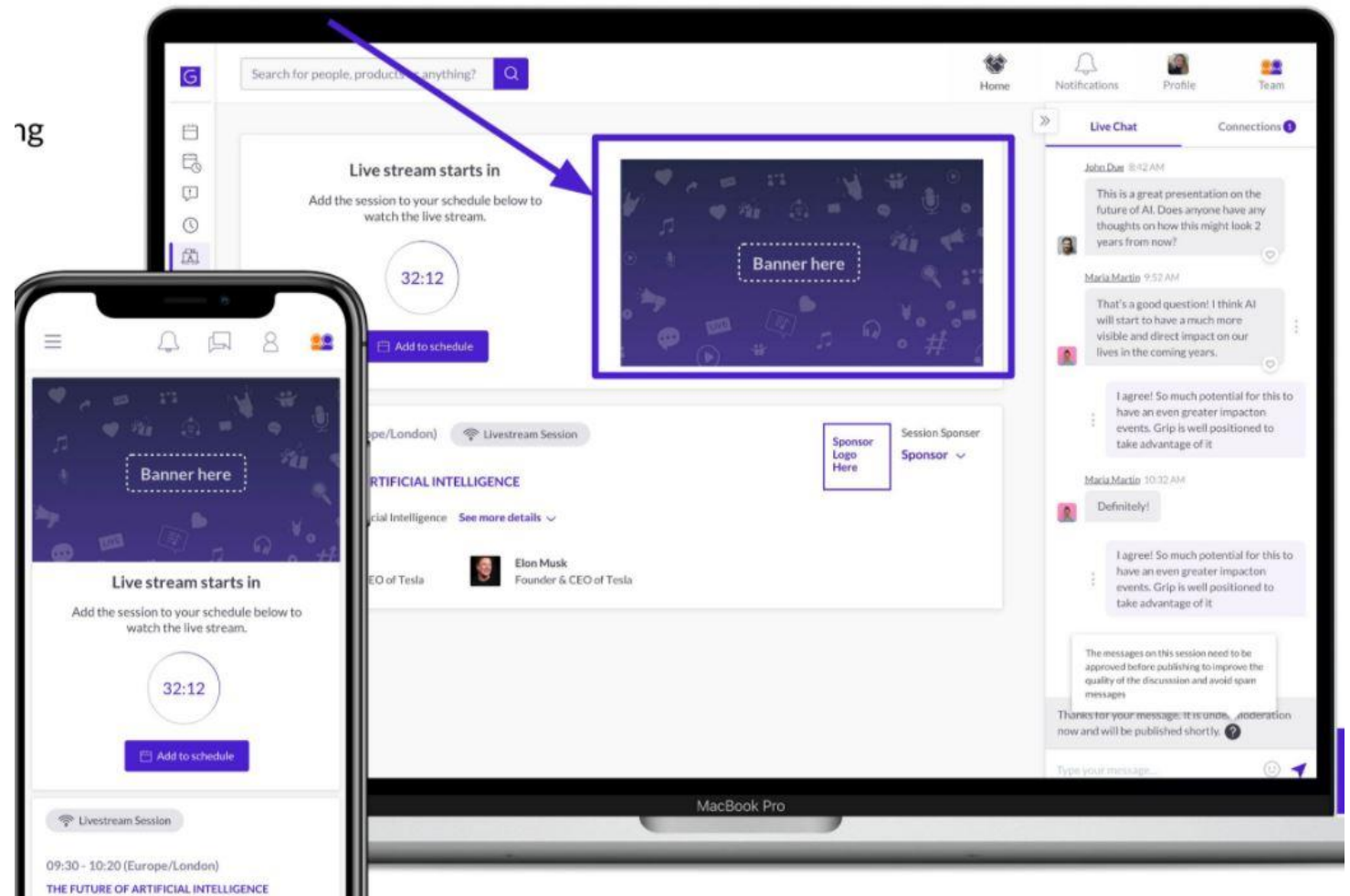
You present yourself as a sponsor of a complete conference stream on one conference day (up to 6 sessions from 10-18:30)

Platform

- ✓ Logo/image in the waiting area before each session of the defined stream
- ✓ Full company profile on the event platform with contact options
- ✓ Silver Partner promotion on the event platform

Marketing Services & Reach

- ✓ Silver partner promotion on the transport logistic SoMe channels and in emailings to the tl community
- ✓ Target notifications with profile link during the booked day of the online conference, visible for all participants
- ✓ Social media booklet to activate your customers



Secure maximum visibility on two conference days as well as the entire reach of the event with the **GOLD PARTNER** package

Gold Partner – 22.000 € (max. 3)

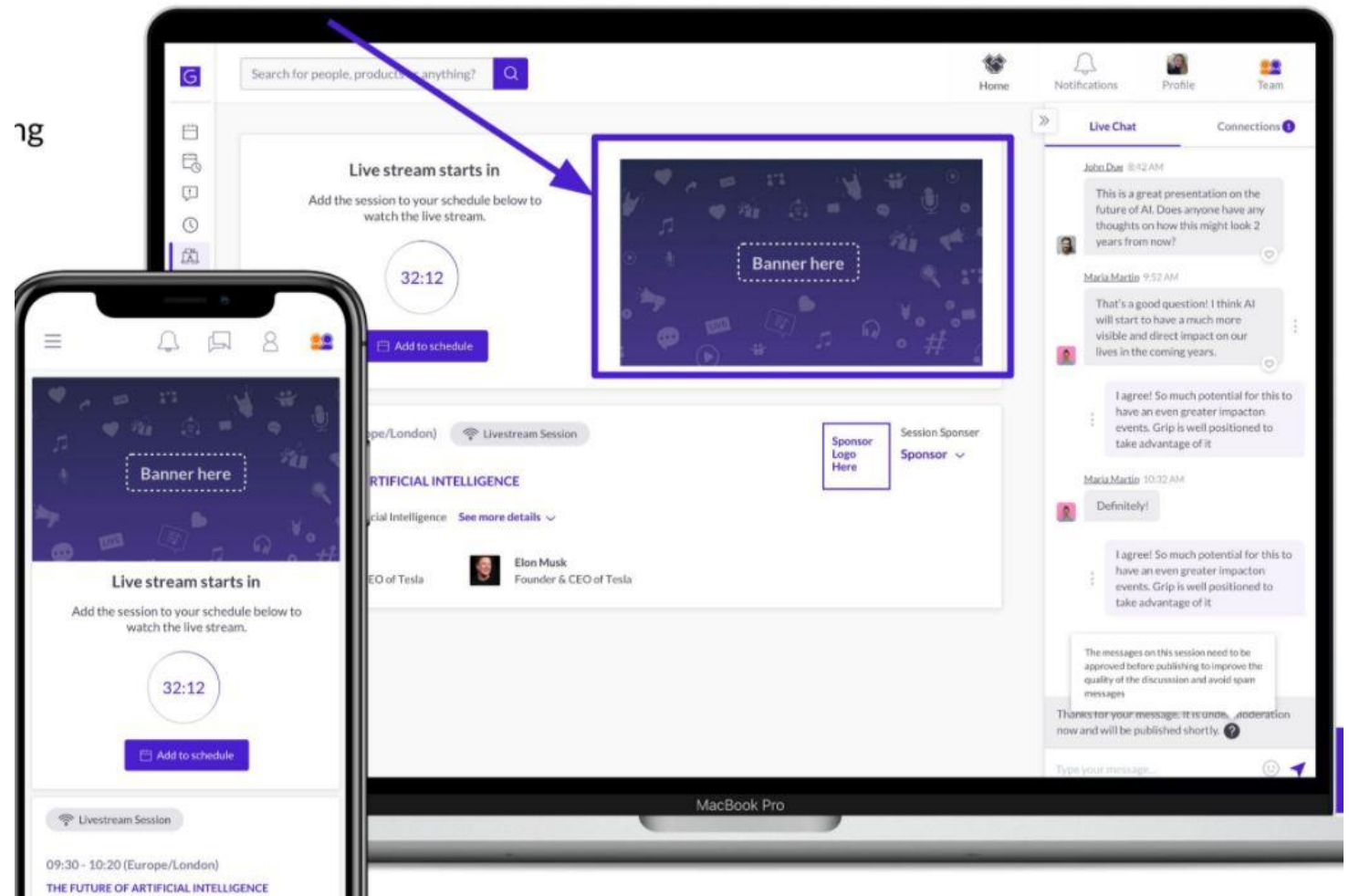
You present yourself as a sponsor of a complete conference stream on two conference days (up to 6 sessions per day from 10-18:30)

Platform

- ✓ Logo/image in the waiting area before each session of the defined stream
- ✓ Full company profile on the event platform with contact options
- ✓ Gold Partner promotion on the event platform

Marketing Services & Reach

- ✓ Gold Partner promotion on the transport logistic SoMe channels and in emailings to the tl community
- ✓ Target notifications with profile link during the booked days of the online conference, visible for all participants
- ✓ Social media booklet to activate your customers



Secure maximum visibility on all three conference days as well as the entire reach of the event with the PLATINUM PARTNER package

SOLD OUT Platinum Partner – 28.000 €

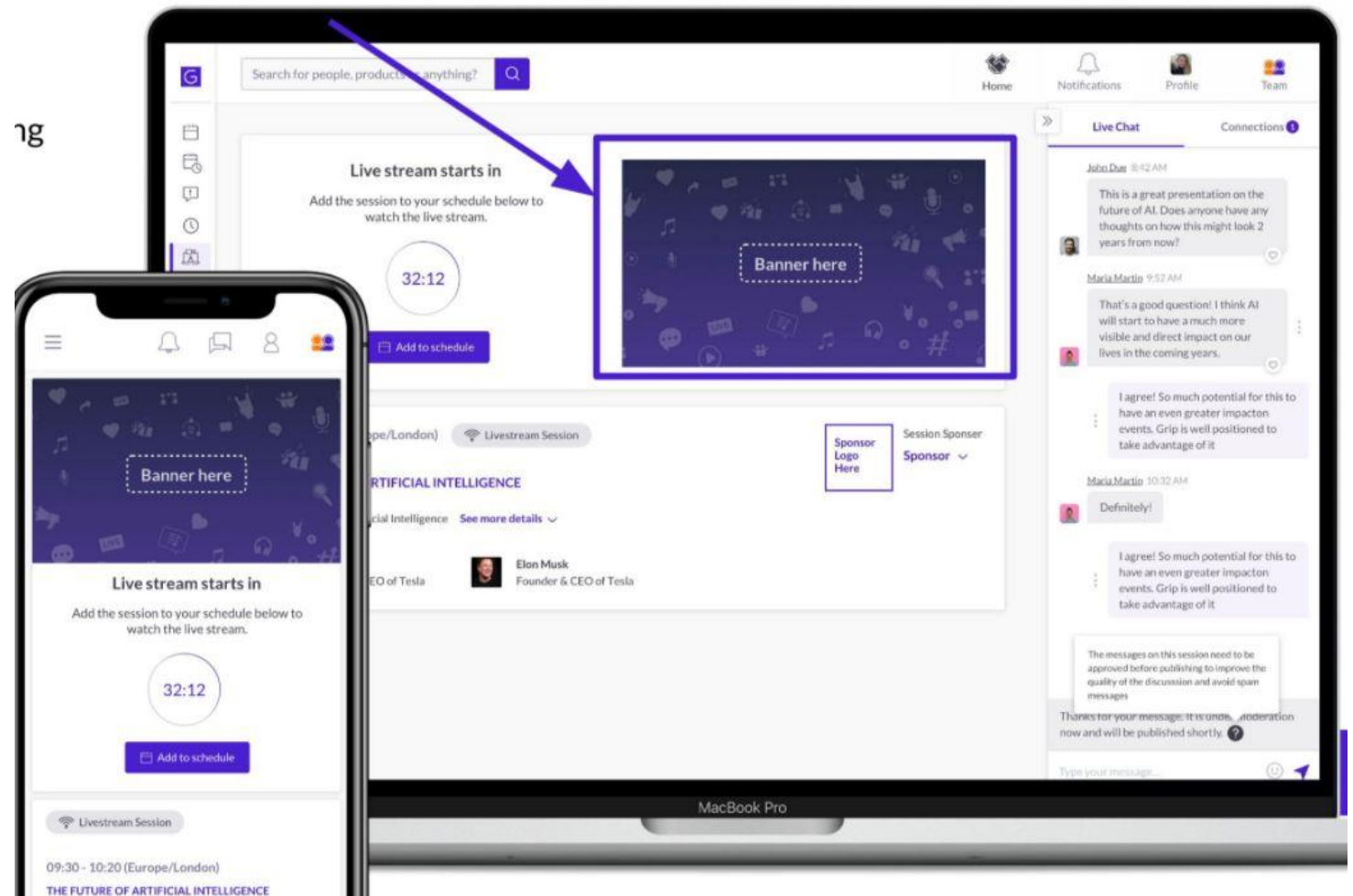
You present yourself as a sponsor of a complete conference stream on all three conference days (up to 6 sessions per day from 10-18:30)

Platform

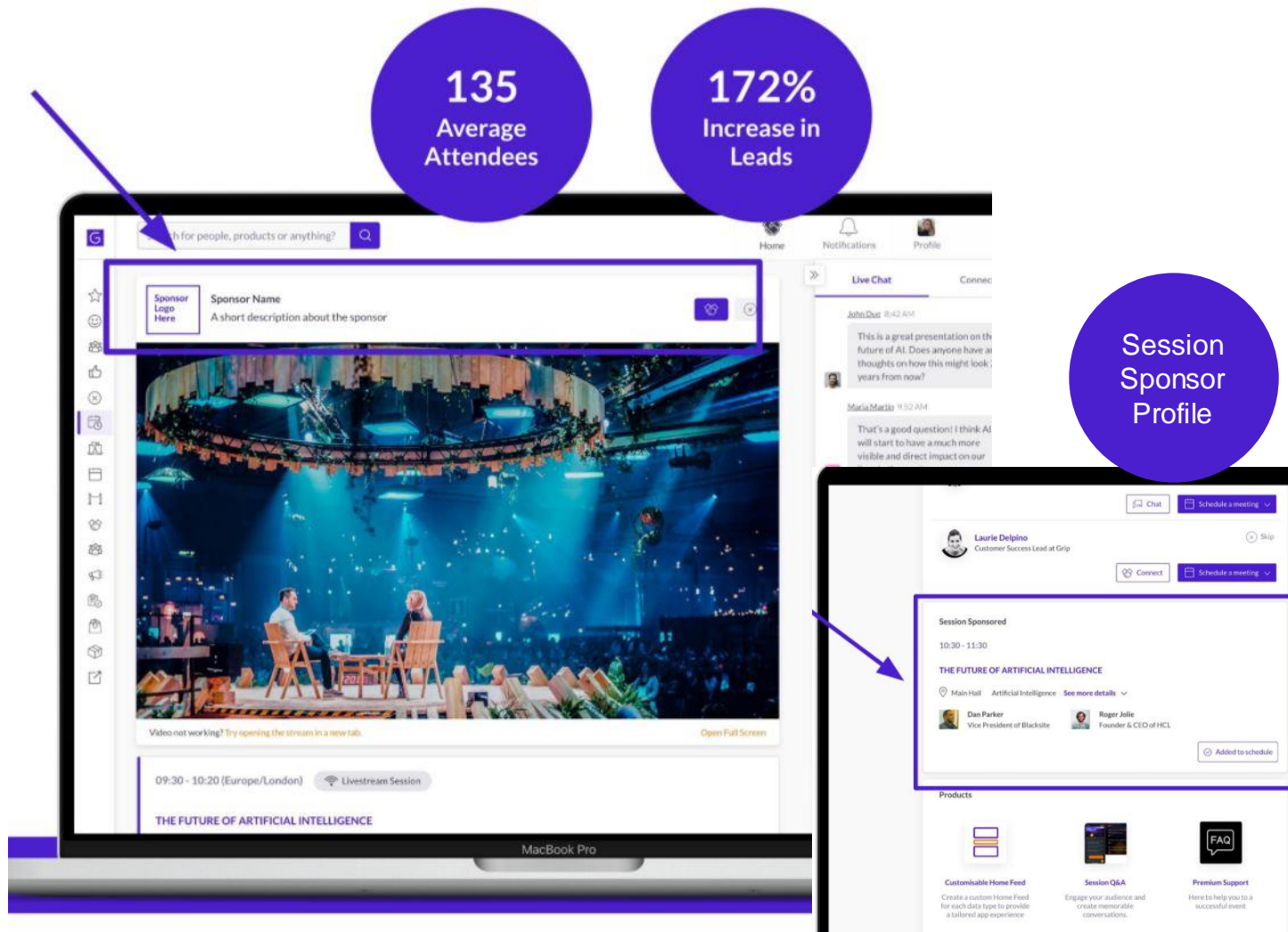
- ✓ Logo/image in the waiting area before each session of the defined stream
- ✓ Full company profile on the event platform with contact options
- ✓ Platinum Partner promotion on the event platform

Marketing Services & Reach

- ✓ Platinum Partner promotion on the transport logistic SoMe channels and in emailings to the tl community
- ✓ Target notifications with profile link during the booked days of the online conference, visible for all participants
- ✓ Social media booklet to activate your customers
- ✓ Exclusive Social Media Welcome Note



Create your own session at transport logistic Online - your individual room in the middle of the live congress



COMPANY SESSION – 7.000 € (max. 25)

Book an individual 60-minute presentation slot. Keynote, panel discussion or product presentation - there are no limits to your creativity.

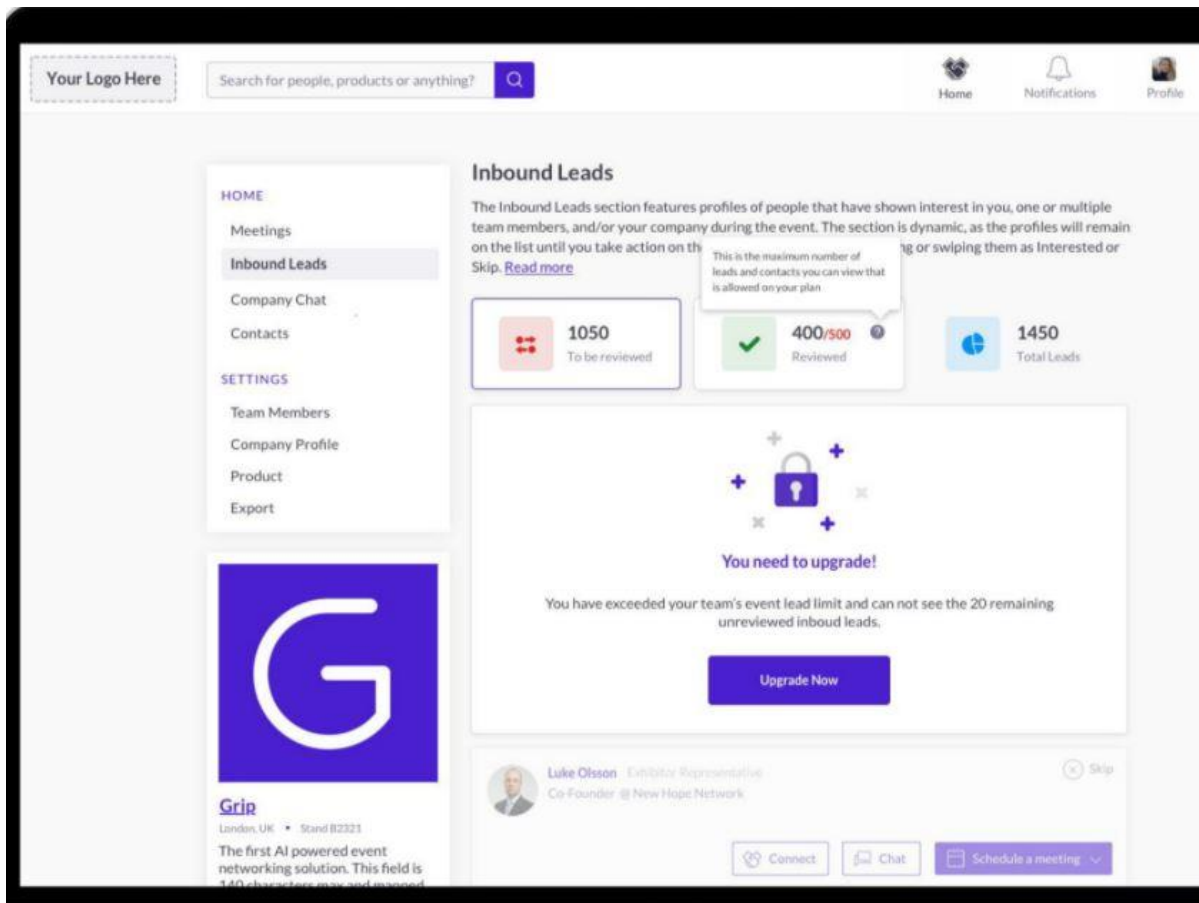
Platform

- ✓ Name, logo and short description of the sponsor are displayed above the stream -> clicking leads to the sponsor's profile
- ✓ Full company profile on the event platform with contact options
- ✓ Event is included in the overall agenda incl. "Feature" function

Marketing Services & Reach

- ✓ Marketing of the programme item as part of transport logistic Online
- ✓ Workshop 2x 1 hrs "Presenting online successfully".
- ✓ Contact details of the session participants according to the user agreement incl.

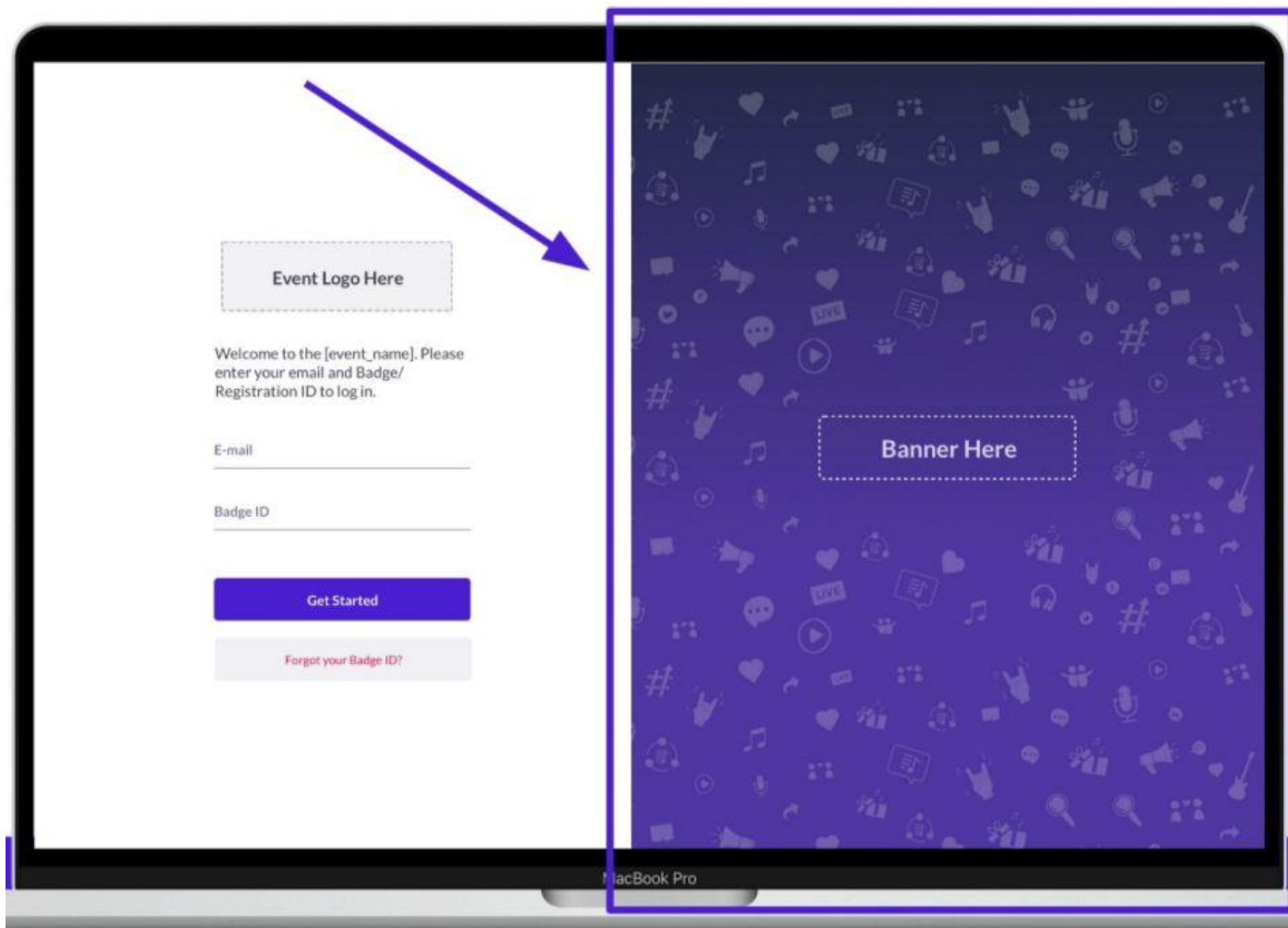
Secure additionally the qualified leads of all conference participants (only bookable as an upgrade)



LEAD UPGRADE – 15.000€ (max. 9)

Contact details of all participants are provided according to the user agreement

At least one touchpoint with every single participant - secure the largest available advertising space that absolutely everyone sees



SOLD OUT

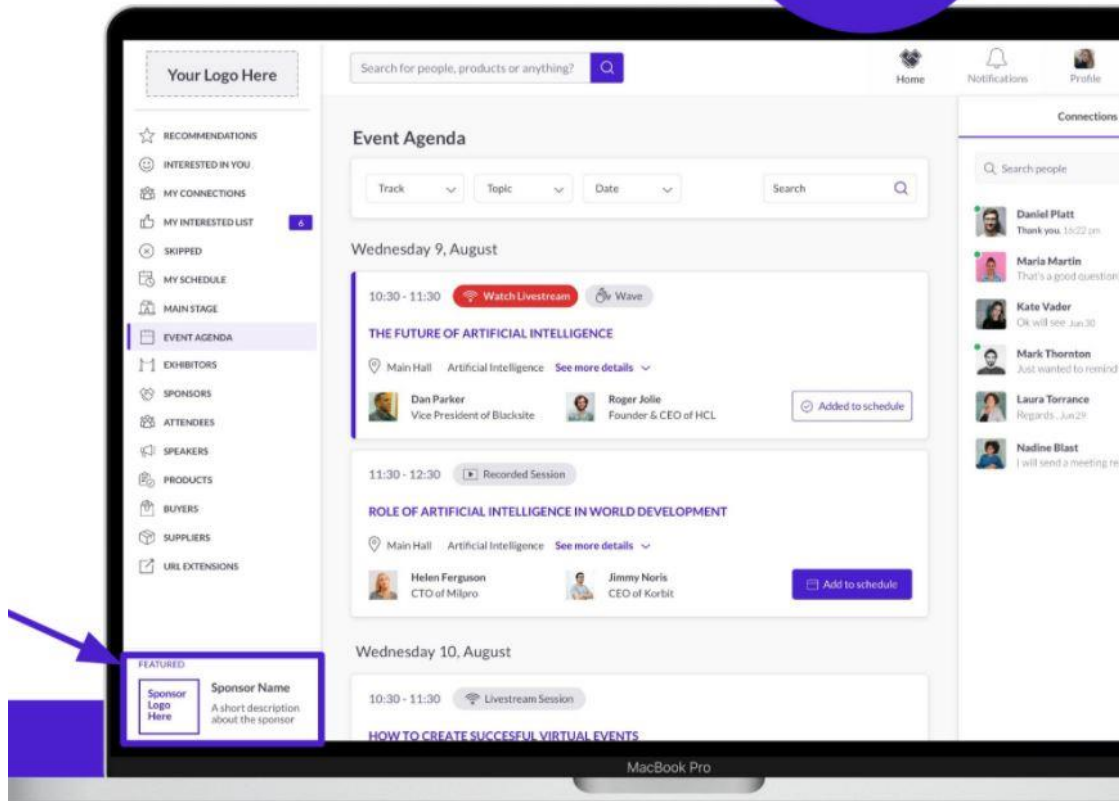
Login Sponsor – 5.000 €

Create the largest available advertising space and reach every single participant as part of the log-in process

- ✓ visible for everyone and for each individual participant Login
- ✓ sponsor profile on the web platform included
- ✓ static ad 1280x1440px (max. 2MB)

Show yourself - with a logo presence on the event platform, you will attract the attention of the participants.

200%
Increase in
Leads



Logo Presence – 2.500 € (max. 10)

Your logo is displayed in the side menu bar of the online platform

- ✓ visible during the whole event time for all participants
- ✓ sidebar rotates between all assigned sponsors
- ✓ by clicking, the participant will be directed to your profile
- ✓ sponsor profile on the web platform included

Reach high-quality target groups from the transport logistic community and make your online presence a complete success

TrustedTargeting – 3.799 €

Marketers use TrustedTargeting to reach high-quality target groups from the transport logistic community online. **They can use it to increase the attention and reach of their presence at transport logistic Online by starting their own B2B online marketing campaign within a few minutes.** The highlight is both the simple and fast set-up of the campaign as well as the unique database that can only be reached with TrustedTargeting: e.g. trade fair participants, visitors to the event website or the exhibitor directory.



The graphic features a blue background with several overlapping circles. The largest circle in the center shows a man and a woman in business attire reviewing documents. To the right, a white circle contains the 'transport logistic' logo. At the bottom, the 'TRUSTEDTARGETING' logo is displayed, consisting of three white circles of varying sizes to the left of the text 'TRUSTEDTARGETING' and 'MESSE MÜNCHEN' below it.

Tell the transport logistic community your own personal story – Podcast on demand

transport logistic Podcast – 8.999 €

Tell the transport logistic community your own personal story - for example, what makes your company or your services unique and how you inspire your customers. The podcast will be professionally recorded (in German), available on leading streaming platforms (e.g. Spotify) and you can also upload it to your own channels. **The production can be done remotely and takes only 3-4 hours for you.** A marketing package is included to promote the podcast on transport logistic channels (website, mailing, social media). Limited to 10 episodes.



Contact us with questions about the packages or book your participation quickly and easily online!



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