More interaction, more presence, more leads.

automatica *sprint* digital platform

München, 22.–24.06.2021

Online participation fee – included services

automatica sprint

We support your digital presence

You present your company profile in our digital brand room, interact with your customers and evaluate your appearance.

Basic
online participation fee

€ 1.150,-*

You want more? We have a selection of digital upgrades for you ...

Brand room (company profile)

- Digital brand room
  - Company profile with logo (without video)
  - product group directory
  - industry sector directory
  - 1 product presentation
  - Press releases (linked)

- Chat and appointments
- Unlimited number of company employees
- Management of leads (brand room visitors, inquiries) and contacts (confirmed inquiries)
- Matchmaking suggestions
- Contact export

- Social media booklet (promoting guide for your social media channels))
- Digital Platform guidelines (explanation and use of the platform)

Digitale upgrades - more visibility, more leads

	You want more	Brand room (company profile)	Digital platform	automatica communication channels
Easy Upgrade € 3.000,-*	You have a larger range of services and products? You want targeted product marketing and optimized lead utilization?	More leads, more functionality - More entries - More product presentations - Lead export		
Premium Upgrade € 8.500,-*	Do you want to position yourself as a specialist company, provide topic-specific information and increase your visibility beyond the digital platform?	More leads, more functionality Easy upgrade plus - Session-Lead-Export	More visibility, topic-specific content - Streaming „Company Session" - Push message	Visibility in the target group - Banner advertising - Content - Marketing campaign (retargeting) based on automatica visitor data
Professional Upgrade *(limited)* € 19.500,-*	Do you want to position yourself as a specialist company, provide topic-specific information and increase your visibility beyond the digital platform? And would you like all this to be exclusive and target group-specific?		More visibility, topic-specific content Premium upgrade plus - More streaming - Exclusive advertising spaces	Visibility in the target group Premium upgrade plus - More banner advertising - More content - Marketing campaign (retargeting) based on exclusive automatica visitor data

Company Session

Company Session

€ 3.000,-*

You have something to say?

You would like to deliver content at automatica *sprint*?

You define the format yourself: It could be a presentation (approx. 20 minutes), a live demonstration (approx. 20 minutes) or a panel discussion organised by you (approx. 40 minutes).

Remember: an attractive presentation title is decisive for the number of visitors!

Your opportunities?

You define the implementation:

- You give a live digital presentation, you organise a panel discussion or a live demonstration from your company:
  – Streaming on the digital platform
  – Session available "on demand" after the event
  – Chat interaction

- You have pre-produced content:
  – Streaming on the digital platform
  – Session available "on demand" after the event
  – Chat interaction

Digital platform – services at a glance

	Basic (online participation fee) € 1.150,-*	Easy upgrade Basic + € 3.000,-*	Premium upgrade Basic + € 8.500,-*	Professional upgrade Basic + € 19.500.-*	Company Session Basic + 3.000,-*
Brand room + participant interaction					
Company profile with logo and team feature (unlimited number of employees)	✓ without video	✓ with video	✓ with video	✓ with video	
Product / industry sector directory	✓	✓	✓	✓	
Presentation options	1 product	10 products	10 products 1 streaming „Company Session"	10 products 3 streamings „Company Session"	
Press releases (linked)	✓	✓	✓	✓	
Interaction with participants: ▪ Chat and appointments ▪ Management of leads (visitors, inquiries) / contacts (confirmed inquiries) ▪ Matchmaking suggestion	✓ Contact-Export ✓	✓ Contact- und Lead-Export ✓	✓ Contact-, Lead and Session-Lead-Export	✓ Contact-, Lead- and Session-Lead-Export ✓	
Reporting	✓	✓	✓	✓	
Digital platform automatica *sprint*					
			Targeted Notification: 1x Push message to visitors	Targeted notification: 3x Push messages to visitors Top of listing: Highlighting on top of the exhibitor directory Branding sponsor: Exclusive banner space on the digital platform	Chat interaction in the session
automatica channels: Website, social media					
			Banner placement: automatica website	Exclusive banner placements: automatica website	
			Content pieces: 1x Facebook, 1x LinkedIn	Content pieces: 2x Facebook, 2x LinkedIn	
			TrustedTargeting „Light": Marketing campaign (retargeting) with automatica target groups	TrustedTargeting „Premium": Marketing campaign (retargeting) with automatica target groups	

Put your business in pole position.

Sprint with us!