



Messe München

Connecting Global Competence

More interaction, more presence, more leads.

automatica *sprint* digital platform

München, 22.–24.06.2021



VDMA

Robotik + Automation

automatica
sprint

Online participation fee – included services



€ 1.150,-*

We support your digital presence




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

Brand room (company profile)

- Digital brand room
 - Company profile with logo (without video)
 - 3 entries in the product group directory
 - 2 entries in the 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)

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

Digitale upgrades - more visibility, more leads

	You want more	Brand room (company profile)	Digital platform	automatica communication channels
 <p>Easy Upgrade</p> <p>€ 3.000,-*</p>	<p>You have a larger range of services and products? You want targeted product marketing and optimized lead utilization?</p>	<p>More leads, more functionality</p> <ul style="list-style-type: none"> More entries More product presentations Lead export 		
 <p>Premium Upgrade</p> <p>€ 8.500,-*</p>	<p>Do you want to position yourself as a specialist company, provide topic-specific information and increase your visibility beyond the digital platform?</p>	<p>More leads, more functionality</p> <p>Easy upgrade plus</p> <ul style="list-style-type: none"> More entries Presentation Session-Lead-Export 	<p>More visibility, topic-specific content</p> <ul style="list-style-type: none"> Streaming „Company Session“ Push message 	<p>Visibility in the target group</p> <ul style="list-style-type: none"> Banner advertising Content Marketing campaign (retargeting) based on automatica visitor data
 <p>Professional Upgrade (limited)</p> <p>€ 19.500,-*</p>	<p>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?</p>	<p>More leads, more functionality</p> <p>Premium upgrade plus</p> <ul style="list-style-type: none"> Additional presentations 	<p>More visibility, topic-specific content</p> <p>Premium upgrade plus</p> <ul style="list-style-type: none"> More streaming Exclusive advertising spaces 	<p>Visibility in the target group</p> <p>Premium upgrade plus</p> <ul style="list-style-type: none"> More banner advertising More content Marketing campaign (retargeting) based on exclusive automatica visitor data

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).

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

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

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 entries	3 / 2	20 / 8	unlimited	unlimited	
Presentation options	1 product	10 products	10 products 1 presentation in brand room 1 streaming „Company Session“	10 products 2 presentations in brand room 3 streamings „Company Session“	
Press releases (linked)	✓	✓	✓	✓	
Interaction with participants: <ul style="list-style-type: none"> ▪ 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	

The background features a series of vertical lines on the left side, with one prominent orange line and several blue lines. On the right side, there are horizontal lines, including a thick orange line and several blue lines, all set against a black background.

Put your business in pole position.

Sprint with us!