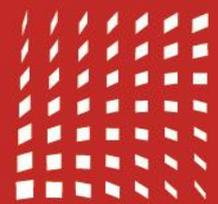


# virtual.drupa

April 20.-23. April 2021

Düsseldorf  
www.drupa.de



## drupa

no. 1 for printing  
technologies

### drupa 2021 – Press Release Nr. 39 / January 2021

## Registration opens for virtual.drupa 2021: knowledge transfer, networking and lead generation from 20-23 April

drupa exhibitors and interested companies from the international printing industry now have the opportunity to register for participation in virtual.drupa. After the face-to-face format of the world's leading trade fair had to be cancelled due to the Corona pandemic, drupa will now take place in a virtual format from 20-23 April 2021. During the four-day online show, companies will present themselves and their products to the global print community, interact and reactivate their business by generating important leads and sharing expert knowledge.

Companies can now register for the virtual drupa at <https://virtual.drupa.com>. The basic package includes a presence in the Exhibition Space, where the company profile, service and product offerings are displayed in an online showroom. Keywords, product categories and video presentations guide interested parties to the various profiles, which remain accessible for information and interaction after virtual.drupa, regardless of time and place. Based on the information in the showroom, visitors can find exhibitors via profiles and keywords to get in touch with. With the help of matchmaking, exhibitors can also interact personally with existing and new customers in the Networking Plaza and arrange meetings after



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Öffentliche Verkehrsmittel:  
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registration. This allows targeted networking in the run-up to the virtual event. The tool not only simplifies the first contact, but also specifies - based on the participants' match in product categories and structural questions.

The basic package can be expanded with additional individualised services that set the company apart from its competitors. For this purpose, marketing tools such as the integration of company logos, additional product categories for even better findability or prominent placements of advertising banners that actively lead visitors to the online showroom will be available from the end of January. Live web sessions, which enable direct interaction and exchange with relevant target groups and subsequently promote more in-depth, individual contact, are also particularly interesting for generating new contacts.

In addition to the Exhibition Space and the Networking Plaza, virtual.drupa invites you to transfer knowledge in the Conference Area with top topics from the drupa Hotspots. Internationally renowned speakers will present best cases and highlight the influence of global trends such as the circular economy, sustainability and the connected consumer on the industry.

The drupa preview already gave a foretaste of how the three pillars of the virtual drupa will look. Its three main pillars will be expanded into virtual.drupa and bring the worldwide community together with its comprehensive range of offers. The drupa preview conference programme will take place for the last time on Tuesday, 23 February.



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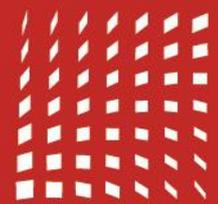
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All information on the service description and participation in virtual.drupa is available at <https://virtual.drupa.com>. Visitors can register free of charge from March 2021

Press photos for drupa 2021 can be found under the following link:  
<http://medianet.messe-duesseldorf.de/press/drupa>.

#### **Your Contact:**

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Further information can be found at [www.drupa.com](http://www.drupa.com) and in the following social networks:

Twitter: <http://www.twitter.com/drupa>

Facebook: <http://www.facebook.com/drupa.tradefair>

LinkedIn: <http://www.linkedin.com/groups/drupa-print-media-messe-4203634/about>



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