drupa
no. 1 for printing
technologies

embrace
the future –
embrace
new business

virtual.drupa 2021

Service Specification

April 20–23, 2021
virtual.drupa.com

Messe
Düsseldorf

Exhibitor package virtual.drupa

- Listing in the exhibitor product database in the drupa portal

- Trade fair appearance in the Online Showroom:
  » Your own company profile
  » Presentation of products and services
  » Designation of contacts

- 3 free product code numbers

- Matchmaking (free registration required)
  » Video meetings with a maximum of 4 persons

- Exhibitor Videos
  » Publication of one company/image videos
  » Publication of one product video per product code number

- Company and product news in trade fair portal
  virtual.drupa.com or drupa.com

Total package price: 4.900 EUR (plus VAT)

Web sessions and other offers (sponsoring) available on demand.

Process overview

Activation for exhibitors	Complete profile	Activation for visitors and attendees	Duration virtual.drupa	Sessions and content on demand until
January 2021	March 2021	March 2021	April 20-23, 2021	December 31, 2021

1. Exhibitor product database

The exhibitor product database offers numerous filters and output options for an extensive search

- Your exhibitor and product data will appear at
  virtual.drupa.com and drupa.com
  » in the drupa-database (exhibitors & products)
  » in the drupa App

- drupa database
  » alphabetical directory of exhibitor or products

- In the drupa App
  » Online-Showroom

2. Online-Showroom

The existing Online Showrooms in the respective trade fair portals are an integral part of the digital trade fair catalogue and offer additional options based on it for exhibitors to present themselves as companies.

Based on the exhibitor information in the Showroom, visitors can use a search function free of charge to research and find the right exhibitors. Visitors will receive a list of results with which they can enter the showroom of an exhibitor.

The Online Showrooms can be viewed on a desktop/notebook as well as via the trade fair app on a mobile device.

Except for the product categories, the data provided by the exhibitor as part of the online registration is transferred to the Online Showroom. The product categories must be ordered separately via the OOS or through our partner Neureuter Fair Media.

With their login data, exhibitors will have access to their Online Showroom or database entries and can add the following data free of charge (exhibitors will receive their login data with their acceptance):

- Company profile (text and image)

- Product descriptions (text and image, provided that there is a product category of up to 100 units)

- Company data

- Link to social media channels

- Contact persons (name, image, contact data, position)

3. Three free product categories

Visitors will receive specific information in advance of the virtual event by using the product categories, about new providers and manufacturers of solutions, products and services prior to the virtual event.

Benefit from this and activate your business with new leads by comprehensively and effectively presenting the product categories that apply to your company.

This allows you to generate new customer contacts.

Please select the product categories in the nomenclature under which visitors will be able to find your company in the digital and print media. You can order the 3 product categories in drupa's Online Order System or directly from our partner Neureuter Fair Media by e-mail at **drupa@neureuter.de**.

4. Matchmaking

Matchmaking is intended to allow exhibitors and trade visitors to selectively network with each other, chat and make appointments prior to the virtual event. The tool will simplify and particularize the initial contact (based on matching the participants according to product categories and structural questions). As a result, participants will also be able to establish valuable leads. In addition, the trade fair visit at the digital event will be organized efficiently and ensure a successful meeting for both sides. Mobile access to the functions will also be possible via an app in addition to online access over the Internet (e.g. on a desktop or notebook).

5. Exhibitor Videos

Exhibitors submit their videos to the Neureuter Fair Media team, which will upload the videos into an Exhibitor Video Arena on **virtual.drupa.com**. One image video and three product videos can be placed there along with a short description.

Please submit your material as a link via e-mail to **drupa@neureuter.de**

6. Company and product news in the drupa.com industry portal

As an exhibitor, you have the option in the Online Showroom to independently enter new products or company news. The news will then automatically appear in the appropriate category of the drupa.com industry portal as well as in the newsletter.

7. Quick contact

Visitors can contact you with just one click. By clicking on „Exhibitor should contact me", they signal their interest in you and your products. This is how visitors become leads - directly and precisely, simply and quickly.
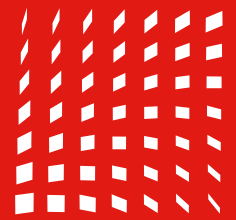
drupa 2021

Conference Area
Exhibition Space
Networking Plaza

drupa
no. 1 for printing technologies

We are turning challenges into opportunities.
Join in and become an exhibitor!

virtual.drupa.com

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