

ISH

digital

The world's leading trade fair
22 to 26 March 2021

#ISH21digital



ISH is coming
to you!

Maximum reach

ish.messefrankfurt.com



1.1 million visits

5 million page views

2.7 million Contactor calls

105,000 followers

Maximum communication



- ✓ Talks
- ✓ 1:1 communication
- ✓ AI-aided matchmaking
- ✓ Live streams
- ✓ Roundtables
- ✓ Newsroom
- ✓

Ensure your place now!

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ISH Contactor

www.ish.messefrankfurt.com

International hub and HVAC +
Water **search engine,**
365 days a year

2

**The live event at
ISH digital from
22 to 26 March 2021**

ISH reloaded:

It is your ...

... digital
corporate
showcase.

... driving force
for new business.

... place to exchange
ideas and opinions
about innovations,
technologies and
design.

... unrivalled
international network
for the HVAC +
Water sector.

... international
pacesetter of the
industries.

... central port of
call for global
coverage.

... focal point for
basic and advanced
training plus
knowledge transfer.

... hub for young,
creative start-ups in
the HVAC + Water
sector.

Your benefits



Your customers will find you on the ISH Contactor:
The Who's Who in the HVAC + Water sector.
→ up to and including December 2022.



You increase your visibility through maximum
digital coverage – worldwide.



Your individual company profile and your active
participation in the programme compilation
increases your visibility.



The intelligent AI-aided matchmaking guarantees
numerous new leads.



Get connected virtually and speak proactively with
potential business partners via chats or 1:1 video
calls.



New customers:
24/7 for 365 days a year.

The ISH Contactor

Individual company profile

Whether product launch or brand development – create your company profile in line with your communication and / or sales targets.*

* Online until December 2022

THE search engine for HVAC + Water

5 million search queries – the ISH website is the foremost source of information and hub for potential customers.

Your data – always up-to-date

Up-date your data on the ISH Contactor at any time and as often as necessary – thanks to the Media Package Manager.

Always visible: ish.messefrankfurt.com

You are visible on the ISH Contactor for two years, until December 2022

The **ISH digital** platform, 22 to 26 March 2021

Your company profile

Your company profile from the ISH Contactor will automatically be integrated into the ISH digital platform.

Virtual sales team

Your key to success: your sales team. Coordinate appointments and manage sales activities. Additionally, you can see all leads in real time.

Chats and video calls

Chat functions help you when it comes to exchanging ideas and information with ISH digital users, for direct communication with potential customers or for lectures with a video stream. Conduct personal customer discussions with 1:1 video calls.

AI-aided matchmaking

Exhibitors and visitors receive profile suggestions on the basis of interests and areas of expertise, as well as recommendations on lectures and programme items that match the information provided by them.

The **ISH digital** platform, 22 to 26 March 2021

Calendar – clear and transparent

Manage your customer appointments individually and import them easily into Outlook.

Lecture slots / sessions with streaming

Take part with product presentations and press conferences – via live streams or video on-demand. Your users can thus put together their own individual sessions.

Virtual conference room (Roundtable)

Hold live meetings with up to 50 people in your virtual conference room and exchange ideas and information directly. The conference room can be used privately for an invited group or for a public event.

Digital touchpoints for your visitors from around the world



96,000 fans



7,600 followers



1,200 followers



1.1 million
website visits



11,000
newsletter
subscriptions



1.9 million emails



1,630,000,000
search results in
0.45 sec.

Your presentation options

Online presence in the ISH Contactor at
ish.messefrankfurt.com

	Basic	Advanced	Premium	Start-up*
Company profile (Company name, address, contact details, company page with text and image)	✓	✓	✓	✓
Product group entries	2	5	unlimited	2
Product pages, each with text and one picture	5	10	unlimited	5
Keywords for the full-text search (freely selectable search terms)	5	10	20	5
Video on the company page	–	1	1	–
Video on the product pages	–	1 for each product	1 for each product	–
Document download	1	5	20	1
Direct link to your product	5	10	20	5
Social media link	10	10	20	10
Number of updates	unlimited	unlimited	unlimited	unlimited
Mention of company name in Social Media Channels of ISH digital 2021	–	–	✓	–

*Start-ups = young, fast-growing and/or innovative companies.

- younger than 10 years,
- (highly) innovative in their products/services, their technology and/or their business model
- have (or are striving for) significant growth in employees and/or sales.
- requests will be curated independently
- participation not guaranteed due to limited availability

Your presentation options

Presence on the ISH digital Platform

Basic offer (included in all packages):

- Access to platform
- AI-based matchmaking
- Personal calendar, team calendar
- Usage of streaming and on-demand offers
- Actively contact other participants of ISH digital
- Chats and video calls

	Basic	Advanced	Premium	Start-up*
Product pages, each with text and one picture	5	10	unlimited	5
Document download	1	5	20	1
Direct link to your product	5	10	20	5
Social media link	10	10	20	10
Number of updates	unlimited	unlimited	unlimited	unlimited
Video on the company profile	–	1	1	–
Video on a product page	–	1 for each product	1 for each product	–
Team members	3	10	unlimited	3
Admission vouchers	200	500	unlimited	200
Web session (30 mins) (Introduction of novelties, etc.)	–	–	3	–
Web session (15 mins) (start-up pitch)	–	–	–	1
Participation in the ISH digital Recruiting Day (number of HR representatives)	1	2	5	1
Number of job offers	2	5	6	2
Speed dating	–	–	–	✓
Roundtable	–	–	1	–
Participation of up to 4 members of the company group with reduced price**	–	–	✓	–

Your package price
(ISH Contactor and digital platform)

€ 7,500

€ 12,500

€ 29,500

€ 750

All prices net

*see page 10

** Participation of company groups: When booking a Premium Package, up to 4 additional group members can book the Basic Package at a reduced price of 2.500 EUR + VAT each.
Precondition is a certificate of 100% group affiliation.

Add-ons to the ISH Contactor and for the ISH digital platform

Additional bookable services:

ISH Contactor	Price / €
Product group entries	80.00
Product pages, each with text and one picture	100.00
Video on the company page	100.00
Video on the product pages	100.00
Document download	100.00
Direct link to your product	80.00
Social media link	80.00
One job offer (max. 6)	100.00

ISH digital	Price / €
Team members	50.00
Visitor vouchers	10.00
Web session (30 mins) (Product tutorials, introduction of novelties, discussions, etc.)	3,000.00
Participation in the ISH digital Recruiting Day (each additional HR representative)	50.00

Register now and be among the digital leaders

» » » [Click here and go straight to registration](#)



Do you have any questions? The ISH Team will be pleased to advise you!

Call or mail us:

Telephone +49 69 7575 - 32 73
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Further details can also be found on the internet at:

www.ish.messefrankfurt.com/exhibitors

We don't know what the future has in store, only that it is to be seen at our events.

Messe Frankfurt